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

Proceeding	92025859
Party	Defendant General Cigar Co., Inc.
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Date	09/29/2020
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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I often use cigars as a way of developing camaraderie with business associates	725 60.1% 100.0%	681 59.4% 93.9%	38 27.3% 5.2%	55 45.1% 7.6%	76 45.2% 10.5%	146 77.7% 20.1%	80 58.8% 11.0%	88 75.9% 12.1%	54 51.4% 7.4%	144 83.7% 19.9%	51 55.4% 7.0%	218 57.1% 30.1%	126 58.6% 17.4%	141 58.3% 19.4%	184 69.2% 25.4%	293 63.3% 40.4%	363 57.8% 50.1%	56 56.6% 7.7%	59 45.7% 8.1%	309 67.3% 42.6%
The brand of cigar I smoke makes a statement about me to other people	638 52.6% 100.0%	593 51.9% 92.9%	37 26.6% 5.8%	39 31.7% 6.1%	61 36.3% 9.6%	147 78.6% 23.0%	76 56.3% 11.9%	73 62.9% 11.4%	39 37.9% 6.1%	121 70.3% 19.0%	50 54.9% 7.8%	190 49.4% 29.8%	100 46.3% 15.7%	149 61.1% 23.4%	147 55.1% 23.0%	269 57.6% 42.2%	316 50.0% 49.5%	43 43.4% 6.7%	54 42.2% 8.5%	277 60.1% 43.4%
I generally smoke cigars alone	347 28.6% 100.0%	324 28.3% 93.4%	33 23.7% 9.5%	13 10.5% 3.7%	64 38.1% 18.4%	36 19.1% 10.4%	90 66.2% 25.9%	14 12.2% 4.0%	23 22.1% 6.6%	51 29.8% 14.7%	34 37.0% 9.8%	135 35.0% 38.9%	55 25.7% 15.9%	75 30.9% 21.6%	45 16.8% 13.0%	134 28.6% 38.6%	174 27.6% 50.1%	29 29.3% 8.4%	32 24.8% 9.2%	167 36.1% 48.1%
I like being around other cigar smokers when I smoke cigars	321 26.6% 100.0%	292 25.5% 91.0%	10 7.2% 3.1%	17 13.9% 5.3%	14 8.3% 4.4%	67 35.8% 20.9%	13 9.6% 4.0%	55 47.8% 17.1%	22 21.2% 6.9%	94 54.7% 29.3%	38 41.3% 11.8%	73 19.2% 22.7%	50 23.3% 15.6%	61 25.1% 19.0%	97 36.6% 30.2%	141 30.5% 43.9%	151 24.0% 47.0%	21 21.6% 6.5%	25 19.4% 7.8%	146 31.7% 45.5%
<u>Barriers to Smoking</u>																				
I don't have enough time to smoke cigars as often as I'd like	432 36.0% 100.0%	404 35.4% 93.5%	26 18.8% 6.0%	37 30.1% 8.6%	42 25.0% 9.7%	72 38.9% 16.7%	66 48.5% 15.3%	54 47.0% 12.5%	23 21.9% 5.3%	84 49.4% 19.4%	41 45.1% 9.5%	131 34.4% 30.3%	75 35.0% 17.4%	76 31.7% 17.6%	105 39.6% 24.3%	176 38.3% 40.7%	207 33.1% 47.9%	37 37.4% 8.6%	45 34.9% 10.4%	186 40.4% 43.1%
I don't have enough money to smoke cigars as often as I'd like	552 45.8% 100.0%	524 45.8% 94.9%	46 33.3% 8.3%	52 41.9% 9.4%	82 49.1% 14.9%	94 50.0% 17.0%	74 54.8% 13.4%	65 56.0% 11.8%	8 7.6% 1.4%	103 59.9% 18.7%	34 37.0% 6.2%	181 47.8% 32.8%	93 43.3% 16.8%	114 46.9% 20.7%	125 46.8% 22.6%	219 47.4% 39.7%	279 44.4% 50.5%	44 44.9% 8.0%	67 52.3% 12.1%	208 45.2% 37.7%
I don't have enough places where I can smoke cigars	411 33.9% 100.0%	379 33.2% 92.2%	18 12.9% 4.4%	23 18.5% 5.6%	31 18.5% 7.5%	84 44.9% 20.4%	66 48.9% 16.1%	37 32.2% 9.0%	28 26.7% 6.8%	92 54.8% 22.4%	42 45.7% 10.2%	132 34.3% 32.1%	71 33.3% 17.3%	71 29.2% 17.3%	90 33.7% 21.9%	181 39.0% 44.0%	205 32.4% 49.9%	18 18.2% 4.4%	33 25.6% 8.0%	202 43.9% 49.1%
I can't afford to smoke the cigars I'd like to on a regular basis	412 33.9% 100.0%	381 33.2% 92.5%	40 28.8% 9.7%	27 21.8% 6.6%	53 31.5% 12.9%	63 33.5% 15.3%	58 43.0% 14.1%	47 40.5% 11.4%	12 11.4% 2.9%	81 47.4% 19.7%	29 31.5% 7.0%	133 34.4% 32.3%	67 31.0% 16.3%	91 37.3% 22.1%	87 32.7% 21.1%	164 35.0% 39.8%	204 32.3% 49.5%	31 31.6% 7.5%	49 38.0% 11.9%	166 35.9% 40.3%
I'm extremely concerned about offending other people with my cigar smoking	323 26.7% 100.0%	297 26.1% 92.0%	35 25.7% 10.8%	28 23.0% 8.7%	31 18.5% 9.6%	49 26.2% 15.2%	30 22.2% 9.3%	32 27.6% 9.9%	31 30.1% 9.6%	61 35.7% 18.9%	28 30.8% 8.7%	94 24.5% 29.1%	53 24.9% 16.4%	63 26.1% 19.5%	80 29.9% 24.8%	123 26.5% 38.1%	166 26.4% 51.4%	26 26.3% 8.0%	30 23.6% 9.3%	133 28.9% 41.2%
I wish there were more places to go where I could smoke a cigar	363 29.9% 100.0%	331 28.9% 91.2%	6 4.3% 1.7%	10 8.1% 2.8%	25 14.9% 6.9%	70 37.2% 19.3%	67 49.3% 18.5%	38 32.8% 10.5%	15 14.3% 4.1%	100 58.5% 27.5%	37 40.2% 10.2%	114 29.8% 31.4%	60 27.6% 16.5%	72 29.4% 19.8%	77 28.8% 21.2%	163 35.0% 44.9%	170 26.9% 46.8%	22 22.2% 6.1%	18 14.0% 5.0%	197 42.5% 54.3%
I'm extremely interested in going to cigar bars	697 57.6% 100.0%	649 56.9% 93.1%	26 18.7% 3.7%	56 45.2% 8.0%	51 30.4% 7.3%	141 75.4% 20.2%	89 65.9% 12.8%	85 73.9% 12.2%	55 53.9% 7.9%	146 85.4% 20.9%	55 60.4% 7.9%	204 53.1% 29.3%	107 49.8% 15.4%	144 59.3% 20.7%	183 68.8% 26.3%	302 64.9% 43.3%	343 54.5% 49.2%	42 42.4% 6.0%	59 45.7% 8.5%	312 68.1% 44.8%
I hate the lingering after smell from cigar smoke	467 38.8% 100.0%	440 38.5% 94.2%	75 54.0% 16.1%	56 45.2% 12.0%	49 29.2% 10.5%	64 34.4% 13.7%	32 23.5% 6.9%	54 47.0% 11.6%	36 34.6% 7.7%	74 43.5% 15.8%	33 36.7% 7.1%	146 38.3% 31.3%	80 37.0% 17.1%	89 36.9% 19.1%	116 43.6% 24.8%	171 37.3% 36.6%	235 37.3% 50.3%	53 54.1% 11.3%	58 45.0% 12.4%	164 35.8% 35.1%
Cigar smoking is not allowed inside my house	506 41.9% 100.0%	473 41.5% 93.5%	71 51.1% 14.0%	50 40.3% 9.9%	47 28.1% 9.3%	69 37.1% 13.6%	33 24.3% 6.5%	61 54.0% 12.1%	52 50.0% 10.3%	90 52.9% 17.8%	38 41.8% 7.5%	136 35.8% 26.9%	87 40.7% 17.2%	96 39.2% 19.0%	142 53.4% 28.1%	196 42.2% 38.7%	262 41.8% 51.8%	40 40.4% 7.9%	57 44.2% 11.3%	199 43.1% 39.3%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I object to seeing someone smoking a cigar	1054 88.1% 100.0%	1005 88.5% 95.4%	130 95.6% 12.3%	107 86.3% 10.2%	156 92.9% 14.8%	163 87.6% 15.5%	111 82.8% 10.5%	104 90.4% 9.9%	86 83.5% 8.2%	148 87.6% 14.0%	74 80.4% 7.0%	327 87.2% 31.0%	188 87.4% 17.8%	216 90.0% 20.5%	241 91.3% 22.9%	396 86.5% 37.6%	552 88.5% 52.4%	92 94.8% 8.7%	120 93.0% 11.4%	397 87.4% 37.7%
Cigars bars get too smoky for me to enjoy regularly	299 25.3% 100.0%	278 24.8% 93.0%	38 28.1% 12.7%	22 18.3% 7.4%	31 18.6% 10.4%	33 17.9% 11.0%	26 19.5% 8.7%	41 37.6% 13.7%	28 27.2% 9.4%	59 34.9% 19.7%	36 39.6% 12.0%	86 22.9% 28.8%	59 27.6% 19.7%	59 24.7% 19.7%	55 21.7% 18.4%	114 24.9% 38.1%	152 24.6% 50.8%	25 26.6% 8.4%	27 21.4% 9.0%	136 30.2% 45.5%
My spouse actively tries to get me to quit smoking cigars	684 64.2% 100.0%	648 64.2% 94.7%	97 77.6% 14.2%	57 53.8% 8.3%	110 76.4% 16.1%	117 66.1% 17.1%	66 58.9% 9.6%	54 52.4% 7.9%	49 57.0% 7.2%	98 62.4% 14.3%	48 60.8% 7.0%	222 65.5% 32.5%	120 61.9% 17.5%	149 70.0% 21.8%	141 61.3% 20.6%	250 61.1% 36.5%	355 64.5% 51.9%	68 76.4% 9.9%	77 69.4% 11.3%	253 62.0% 37.0%
The general public is now more tolerant of cigar smoking than it used to be	423 34.8% 100.0%	387 33.8% 91.5%	44 31.7% 10.4%	49 39.5% 11.6%	29 17.3% 6.9%	89 47.8% 21.0%	34 25.0% 8.0%	43 37.7% 10.2%	32 30.5% 7.6%	67 39.0% 15.8%	30 32.6% 7.1%	115 29.9% 27.2%	64 29.6% 15.1%	89 36.5% 21.0%	123 46.1% 29.1%	169 36.1% 40.0%	211 33.4% 49.9%	36 36.7% 8.5%	46 35.9% 10.9%	170 36.8% 40.2%
<u>Cuban Affinity</u>																				
I prefer Cuban cigars to any other	608 50.8% 100.0%	564 49.9% 92.8%	42 30.9% 6.9%	53 42.7% 8.7%	57 34.8% 9.4%	88 48.1% 14.5%	59 44.0% 9.7%	88 76.5% 14.5%	53 50.5% 8.7%	124 73.4% 20.4%	50 54.9% 8.2%	190 50.8% 31.3%	92 43.6% 15.1%	123 51.0% 20.2%	149 55.6% 24.5%	277 60.1% 45.6%	287 46.1% 47.2%	36 36.7% 5.9%	62 48.1% 10.2%	270 59.7% 44.4%
If Cuban cigars were legal, I'd switch most of my smoking to Cubans	435 36.6% 100.0%	407 36.0% 93.6%	26 19.0% 6.0%	28 23.0% 6.4%	28 17.1% 6.4%	60 32.3% 13.8%	38 28.1% 8.7%	74 64.9% 17.0%	32 30.8% 7.4%	121 71.2% 27.8%	43 46.7% 9.9%	109 29.1% 25.1%	76 36.0% 17.5%	88 36.7% 20.2%	116 44.4% 26.7%	211 46.5% 48.5%	192 30.9% 44.1%	24 24.5% 5.5%	43 33.6% 9.9%	200 44.3% 46.0%
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly	211 17.6% 100.0%	194 17.0% 91.9%	16 11.6% 7.6%	13 10.5% 6.2%	18 10.7% 8.5%	26 14.0% 12.3%	19 14.0% 9.0%	30 25.9% 14.2%	14 13.5% 6.6%	58 34.1% 27.5%	27 29.3% 12.8%	58 15.4% 27.5%	36 16.7% 17.1%	42 17.3% 19.9%	46 17.4% 21.8%	88 19.2% 41.7%	97 15.5% 46.0%	20 20.2% 9.5%	23 17.7% 10.9%	101 22.2% 47.9%
<u>Price Sensitivity/Brand Loyalty</u>																				
I buy mainly premium priced cigars	383 31.5% 100.0%	347 30.3% 90.6%	5 3.6% 1.3%	18 14.5% 4.7%	19 11.3% 5.0%	44 23.4% 11.5%	43 31.6% 11.2%	62 53.4% 16.2%	35 33.7% 9.1%	121 70.3% 31.6%	32 35.2% 8.4%	109 28.6% 28.5%	63 29.0% 16.4%	77 31.3% 20.1%	97 36.2% 25.3%	190 40.6% 49.6%	168 26.6% 43.9%	17 17.2% 4.4%	16 12.3% 4.2%	214 46.0% 55.9%
Real cigar smokers would never smoke just one brand	483 40.4% 100.0%	461 40.5% 95.4%	40 29.0% 8.3%	33 26.6% 6.8%	55 32.7% 11.4%	86 46.2% 17.8%	57 42.9% 11.8%	55 47.8% 11.4%	33 31.4% 6.8%	102 60.0% 21.1%	40 43.5% 8.3%	148 39.1% 30.6%	86 40.4% 17.8%	93 38.8% 19.3%	114 43.5% 23.6%	196 42.7% 40.6%	244 39.2% 50.5%	37 37.4% 7.7%	45 35.2% 9.3%	209 46.3% 43.3%
It's worth it to pay extra for a higher quality cigar	168 14.0% 100.0%	146 12.8% 86.9%	2 1.4% 1.2%	17 13.8% 10.1%	1 0.6% 0.6%	11 5.9% 6.5%	10 7.4% 6.0%	34 29.3% 20.2%	15 14.3% 8.9%	56 32.7% 33.3%	27 29.3% 16.1%	36 9.5% 21.4%	31 14.5% 18.5%	32 13.2% 19.0%	41 15.5% 24.4%	87 18.8% 51.8%	64 10.2% 38.1%	10 10.3% 6.0%	9 7.0% 5.4%	87 19.0% 51.8%
I have a few cigar brands I typically buy most often	125 10.3% 100.0%	107 9.4% 85.6%	2 1.4% 1.6%	2 1.6% 1.6%	11 6.5% 8.8%	11 5.9% 8.8%	47 34.6% 37.6%	5 4.3% 4.0%	12 11.5% 9.6%	17 10.1% 13.6%	20 21.7% 16.0%	38 9.8% 30.4%	24 11.1% 19.2%	20 8.3% 16.0%	21 7.9% 16.8%	58 12.4% 46.4%	54 8.6% 43.2%	7 7.1% 5.6%	5 3.9% 4.0%	84 18.2% 67.2%
The price of cigars has gotten so high, I've had to switch to less expensive brands	489 40.6% 100.0%	458 40.0% 93.7%	67 48.2% 13.7%	24 19.5% 4.9%	75 44.6% 15.3%	85 45.2% 17.4%	67 49.3% 13.7%	45 38.8% 9.2%	13 12.5% 2.7%	82 48.0% 16.8%	42 45.7% 8.6%	157 41.2% 32.1%	77 35.8% 15.7%	111 46.1% 22.7%	99 37.2% 20.2%	171 37.0% 35.0%	260 41.5% 53.2%	49 49.5% 10.0%	51 39.5% 10.4%	199 43.4% 40.7%

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Cigar Segmentation

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Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm loyal to the brands of cigars I smoke regularly	241 19.9% 100.0%	222 19.4% 92.1%	9 6.5% 3.7%	16 12.9% 6.6%	32 19.2% 13.3%	40 21.4% 16.6%	62 45.6% 25.7%	6 5.2% 2.5%	14 13.3% 5.8%	43 25.0% 17.8%	26 28.6% 10.8%	83 21.8% 34.4%	36 16.7% 14.9%	53 21.5% 22.0%	41 15.4% 17.0%	94 20.3% 39.0%	125 19.8% 51.9%	16 16.3% 6.6%	16 12.4% 6.6%	133 28.8% 55.2%
Private label/house brands of cigars are as good as brand name cigars	241 20.0% 100.0%	223 19.6% 92.5%	32 23.2% 13.3%	14 11.3% 5.8%	28 16.7% 11.6%	32 17.0% 13.3%	33 24.6% 13.7%	28 24.1% 11.6%	15 14.4% 6.2%	41 24.4% 17.0%	22 23.9% 9.1%	80 20.9% 33.2%	38 17.7% 15.8%	50 20.9% 20.7%	48 18.0% 19.9%	99 21.4% 41.1%	107 17.0% 44.4%	28 28.9% 11.6%	24 18.6% 10.0%	105 23.1% 43.6%
I buy some expensive brands of cigars and save them for special occasions	431 35.5% 100.0%	395 34.6% 91.6%	12 8.6% 2.8%	25 20.2% 5.8%	18 10.7% 4.2%	70 37.4% 16.2%	49 36.3% 11.4%	66 56.9% 15.3%	38 36.5% 8.8%	117 68.8% 27.1%	41 44.6% 9.5%	116 30.2% 26.9%	71 33.0% 16.5%	85 35.1% 19.7%	116 43.1% 26.9%	206 44.2% 47.8%	193 30.5% 44.8%	25 25.3% 5.8%	26 20.2% 6.0%	218 47.5% 50.6%
For special events, it's more important to have a brand with some prestige	513 42.5% 100.0%	480 41.8% 93.6%	23 16.5% 4.5%	40 32.3% 7.8%	43 25.6% 8.4%	106 56.4% 20.7%	48 35.3% 9.4%	73 62.9% 14.2%	24 22.9% 4.7%	123 71.5% 24.0%	41 44.6% 8.0%	140 36.7% 27.3%	85 39.4% 16.6%	114 46.9% 22.2%	130 48.9% 25.3%	225 48.7% 43.9%	232 36.8% 45.2%	46 46.5% 9.0%	49 38.0% 9.6%	215 46.7% 41.9%
Lower price means lower quality in cigars	330 27.3% 100.0%	303 26.5% 91.8%	35 25.2% 10.6%	36 29.5% 10.9%	36 21.4% 10.9%	41 21.9% 12.4%	18 13.2% 5.5%	43 37.4% 13.0%	22 21.2% 6.7%	72 42.1% 21.8%	26 29.2% 7.9%	105 27.3% 31.8%	52 24.1% 15.8%	66 27.2% 20.0%	79 29.6% 23.9%	140 30.1% 42.4%	156 24.8% 47.3%	26 26.3% 7.9%	46 36.2% 13.9%	121 26.2% 36.7%
I am smoking better quality cigars now than I used to	292 24.2% 100.0%	269 23.5% 92.1%	7 5.0% 2.4%	13 10.7% 4.5%	16 9.6% 5.5%	32 17.0% 11.0%	32 23.5% 11.0%	52 45.2% 17.8%	24 22.9% 8.2%	93 54.1% 31.8%	34 37.4% 11.6%	82 21.6% 28.1%	48 22.3% 16.4%	59 24.3% 20.2%	67 25.2% 22.9%	141 30.5% 48.3%	130 20.6% 44.5%	14 14.4% 4.8%	19 14.8% 6.5%	156 34.1% 53.4%
I am always interested in trying new cigar brands	208 17.1% 100.0%	185 16.2% 88.9%	0 0.0% 0.0%	9 7.3% 4.3%	4 2.4% 1.9%	21 11.2% 10.1%	27 19.9% 13.0%	36 31.0% 17.3%	13 12.5% 6.3%	75 43.9% 36.1%	25 27.5% 12.0%	58 15.2% 27.9%	28 13.0% 13.5%	41 16.6% 19.7%	53 19.8% 25.5%	109 23.3% 52.4%	81 12.8% 38.9%	10 10.1% 4.8%	9 7.0% 4.3%	115 24.8% 55.3%
Cigars are one of the few luxuries I can afford	417 34.5% 100.0%	382 33.4% 91.6%	24 17.4% 5.8%	34 27.4% 8.2%	60 35.7% 14.4%	58 30.9% 13.9%	74 54.8% 17.7%	45 38.8% 10.8%	16 15.5% 3.8%	71 41.5% 17.0%	33 36.3% 7.9%	125 33.1% 30.0%	72 33.5% 17.3%	87 35.2% 20.9%	94 35.2% 22.5%	170 36.8% 40.8%	205 32.4% 49.2%	32 32.3% 7.7%	41 31.5% 9.8%	179 38.9% 42.9%
I only like to smoke brands of cigars I've heard of	518 42.9% 100.0%	489 42.7% 94.4%	61 44.2% 11.8%	55 44.4% 10.6%	68 40.5% 13.1%	95 50.5% 18.3%	58 42.6% 11.2%	47 40.5% 9.1%	23 21.9% 4.4%	82 48.0% 15.8%	38 41.8% 7.3%	158 41.4% 30.5%	85 39.5% 16.4%	107 44.2% 20.7%	125 46.8% 24.1%	183 39.6% 35.3%	274 43.5% 52.9%	53 53.5% 10.2%	60 46.9% 11.6%	204 44.3% 39.4%
<u>Channel Preferences</u>																				
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons	695 58.0% 100.0%	654 57.4% 94.1%	57 41.6% 8.2%	13 10.6% 1.9%	84 50.3% 12.1%	118 63.1% 17.0%	99 73.3% 14.2%	83 71.6% 11.9%	62 59.6% 8.9%	138 80.7% 19.9%	58 63.0% 8.3%	221 58.5% 31.8%	122 56.5% 17.6%	144 60.0% 20.7%	145 55.1% 20.9%	283 61.4% 40.7%	347 55.8% 49.9%	53 53.5% 7.6%	51 39.8% 7.3%	329 72.6% 47.3%
Catalogs offer the best prices on cigars	400 33.4% 100.0%	374 32.9% 93.5%	26 18.7% 6.5%	11 8.9% 2.8%	36 21.7% 9.0%	66 35.5% 16.5%	48 36.1% 12.0%	56 48.3% 14.0%	27 26.0% 6.8%	104 61.5% 26.0%	41 45.6% 10.3%	112 29.7% 28.0%	73 33.8% 18.3%	89 37.1% 22.3%	81 30.7% 20.3%	166 36.2% 41.5%	199 31.7% 49.8%	25 25.8% 6.3%	25 19.4% 6.3%	202 44.6% 50.5%
I prefer to buy cigars from a tobacconist	451 37.2% 100.0%	415 36.3% 92.0%	9 6.5% 2.0%	55 44.4% 12.2%	21 12.5% 4.7%	41 22.0% 9.1%	47 34.6% 10.4%	81 70.4% 18.0%	42 40.0% 9.3%	119 69.6% 26.4%	47 51.6% 10.4%	131 34.5% 29.0%	71 32.9% 15.7%	93 38.0% 20.6%	103 38.6% 22.8%	217 46.8% 48.1%	199 31.5% 44.1%	26 26.3% 5.8%	43 33.3% 9.5%	209 45.1% 46.3%
I'm willing to pay a little extra to buy from someone who can give advice on cigars	438 36.3% 100.0%	410 35.7% 93.6%	17 12.2% 3.9%	48 38.7% 11.0%	18 10.7% 4.1%	54 28.7% 12.3%	38 27.9% 8.7%	79 68.1% 18.0%	29 27.6% 6.6%	127 74.3% 29.0%	43 46.7% 9.8%	110 28.8% 25.1%	74 34.4% 16.9%	96 39.8% 21.9%	112 42.3% 25.6%	189 40.9% 43.2%	206 32.9% 47.0%	34 34.3% 7.8%	48 37.2% 11.0%	193 42.0% 44.1%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I would never trust buying cigars through a catalog	559 46.2% 100.0%	523 45.8% 93.6%	64 46.0% 11.4%	92 74.2% 16.5%	76 45.2% 13.6%	86 46.0% 15.4%	61 45.2% 10.9%	43 37.4% 7.7%	28 26.7% 5.0%	73 42.9% 13.1%	37 40.7% 6.6%	178 46.2% 31.8%	89 41.4% 15.9%	111 45.7% 19.9%	138 52.1% 24.7%	208 44.8% 37.2%	288 45.6% 51.5%	52 53.1% 9.3%	84 65.6% 15.0%	196 42.5% 35.1%
Tobacconists are the best place to buy cigars	294 24.2% 100.0%	269 23.5% 91.5%	9 6.5% 3.1%	52 41.9% 17.7%	20 11.9% 6.8%	22 11.8% 7.5%	19 14.1% 6.5%	44 37.9% 15.0%	16 15.2% 5.4%	87 50.6% 29.6%	26 28.3% 8.8%	86 22.3% 29.3%	49 22.9% 16.7%	59 24.2% 20.1%	72 26.8% 24.5%	132 28.3% 44.9%	133 21.0% 45.2%	23 23.2% 7.8%	40 31.0% 13.6%	124 26.8% 42.2%
I would never trust buying cigars through the Internet	422 35.1% 100.0%	390 34.3% 92.4%	45 32.6% 10.7%	43 35.2% 10.2%	61 36.5% 14.5%	58 31.4% 13.7%	54 40.0% 12.8%	47 41.2% 11.1%	16 15.4% 3.8%	66 38.4% 15.6%	40 44.0% 9.5%	137 35.7% 32.5%	63 29.7% 14.9%	80 32.8% 19.0%	97 37.2% 23.0%	154 33.0% 36.5%	227 36.4% 53.8%	32 32.3% 7.6%	42 32.8% 10.0%	169 36.7% 40.0%
I like buying cigars on the Internet	945 80.1% 100.0%	900 80.1% 95.2%	92 67.6% 9.7%	79 65.3% 8.4%	107 66.9% 11.3%	162 87.6% 17.1%	112 83.6% 11.9%	100 88.5% 10.6%	87 85.3% 9.2%	161 93.6% 17.0%	78 84.8% 8.3%	297 79.2% 31.4%	163 75.8% 17.2%	187 79.9% 19.8%	212 83.5% 22.4%	381 83.0% 40.3%	478 78.9% 50.6%	71 72.4% 7.5%	88 70.4% 9.3%	383 85.1% 40.5%
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet	552 45.8% 100.0%	505 44.2% 91.5%	37 27.0% 6.7%	15 12.2% 2.7%	39 23.4% 7.1%	92 48.9% 16.7%	76 56.3% 13.8%	65 56.5% 11.8%	47 44.8% 8.5%	134 77.9% 24.3%	50 54.3% 9.1%	161 42.1% 29.2%	101 47.0% 18.3%	105 43.6% 19.0%	129 48.7% 23.4%	240 51.7% 43.5%	265 42.1% 48.0%	36 37.1% 6.5%	41 31.8% 7.4%	267 58.3% 48.4%
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist	479 39.7% 100.0%	454 39.7% 94.8%	87 62.6% 18.2%	41 33.1% 8.6%	78 46.7% 16.3%	94 50.3% 19.6%	50 36.8% 10.4%	24 21.1% 5.0%	30 28.6% 6.3%	50 29.2% 10.4%	38 41.8% 7.9%	156 41.1% 32.6%	83 39.0% 17.3%	104 42.4% 21.7%	94 35.5% 19.6%	167 36.2% 34.9%	262 41.6% 54.7%	44 44.4% 9.2%	61 47.3% 12.7%	183 39.6% 38.2%
I am very loyal to my tobacconist	703 58.5% 100.0%	663 58.2% 94.3%	25 18.1% 3.6%	67 54.5% 9.5%	80 47.9% 11.4%	90 48.6% 12.8%	104 77.0% 14.8%	88 76.5% 12.5%	60 57.1% 8.5%	149 87.1% 21.2%	58 63.7% 8.3%	222 58.9% 31.6%	117 54.7% 16.6%	145 59.9% 20.6%	155 58.3% 22.0%	295 64.4% 42.0%	347 55.3% 49.4%	50 50.5% 7.1%	61 47.3% 8.7%	324 70.1% 46.1%
When I buy my favorite brand of cigar, I usually shop around to get the best price	447 36.9% 100.0%	418 36.5% 93.5%	42 30.2% 9.4%	23 18.5% 5.1%	73 43.5% 16.3%	61 32.4% 13.6%	70 52.6% 15.7%	31 26.7% 6.9%	36 34.3% 8.1%	82 48.0% 18.3%	43 47.3% 9.6%	147 38.6% 32.9%	73 34.0% 16.3%	87 35.5% 19.5%	90 33.7% 20.1%	163 35.1% 36.5%	232 36.8% 51.9%	42 42.4% 9.4%	39 30.0% 8.7%	211 45.8% 47.2%
When shopping for cigars, I have to go somewhere where I trust the salesperson	442 36.5% 100.0%	409 35.7% 92.5%	22 15.8% 5.0%	41 33.1% 9.3%	31 18.5% 7.0%	49 26.1% 11.1%	47 34.8% 10.6%	68 58.6% 15.4%	35 33.3% 7.9%	116 67.8% 26.2%	40 44.4% 9.0%	125 33.0% 28.3%	73 33.8% 16.5%	94 38.2% 21.3%	104 39.0% 23.5%	187 40.3% 42.3%	207 32.9% 46.8%	38 38.4% 8.6%	46 35.7% 10.4%	202 43.7% 45.7%
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	418 34.7% 100.0%	391 34.2% 93.5%	18 12.9% 4.3%	72 58.1% 17.2%	32 19.0% 7.7%	40 21.3% 9.6%	40 29.6% 9.6%	64 55.7% 15.3%	32 30.5% 7.7%	93 55.0% 22.2%	39 42.4% 9.3%	122 31.9% 29.2%	73 34.6% 17.5%	80 33.1% 19.1%	101 37.8% 24.2%	174 37.8% 41.6%	204 32.4% 48.8%	33 33.3% 7.9%	51 39.2% 12.2%	167 36.7% 40.0%
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	526 43.9% 100.0%	497 43.5% 94.5%	34 24.5% 6.5%	80 64.5% 15.2%	62 36.9% 11.8%	57 30.3% 10.8%	59 43.4% 11.2%	63 55.3% 12.0%	39 37.1% 7.4%	103 61.3% 19.6%	43 46.7% 8.2%	156 41.1% 29.7%	90 42.7% 17.1%	102 42.7% 19.4%	130 49.1% 24.7%	218 47.7% 41.4%	255 40.7% 48.5%	45 45.9% 8.6%	64 49.6% 12.2%	210 46.1% 39.9%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Taste Preferences																				
I prefer mild tasting cigars	140 11.7% 100.0%	128 11.3% 91.4%	29 21.3% 20.7%	11 9.2% 7.9%	20 12.0% 14.3%	16 8.6% 11.4%	14 10.3% 10.0%	14 12.1% 10.0%	4 3.8% 2.9%	20 11.9% 14.3%	14 15.2% 10.0%	42 11.1% 30.0%	19 9.0% 13.6%	25 10.5% 17.9%	38 14.3% 27.1%	20 4.3% 14.3%	67 10.7% 47.9%	48 51.6% 34.3%	26 20.3% 18.6%	49 10.8% 35.0%
I like to smoke a range of tastes	245 20.1% 100.0%	220 19.2% 89.8%	5 3.6% 2.0%	18 14.5% 7.3%	19 11.3% 7.8%	24 12.8% 9.8%	35 25.7% 14.3%	42 36.2% 17.1%	20 19.0% 8.2%	57 33.1% 23.3%	32 35.2% 13.1%	76 19.9% 31.0%	40 18.5% 16.3%	41 16.6% 16.7%	54 20.1% 22.0%	139 29.8% 56.7%	77 12.1% 31.4%	19 19.2% 7.8%	13 10.0% 5.3%	127 27.3% 51.8%
I prefer stronger tasting cigars	566 46.9% 100.0%	521 45.7% 92.0%	27 19.7% 4.8%	45 36.6% 8.0%	50 30.3% 8.8%	99 52.9% 17.5%	78 57.4% 13.8%	55 47.8% 9.7%	54 51.4% 9.5%	113 65.7% 20.0%	59 64.8% 10.4%	170 44.9% 30.0%	86 39.8% 15.2%	109 44.9% 19.3%	135 50.6% 23.9%	335 72.0% 59.2%	214 34.1% 37.8%	7 7.1% 1.2%	41 32.5% 7.2%	259 56.1% 45.8%
Mild-tasting cigars are easier to smoke on an everyday basis	149 12.4% 100.0%	131 11.5% 87.9%	16 11.5% 10.7%	11 8.9% 7.4%	12 7.1% 8.1%	26 13.9% 17.4%	21 16.0% 14.1%	11 9.5% 7.4%	0 0.0% 0.0%	34 20.0% 22.8%	19 21.1% 12.8%	50 13.3% 33.6%	20 9.3% 13.4%	24 9.8% 16.1%	34 12.7% 22.8%	40 8.7% 26.8%	71 11.3% 47.7%	31 31.3% 20.8%	25 19.2% 16.8%	61 13.3% 40.9%
My preferences have evolved over time towards stronger cigars	457 37.8% 100.0%	422 36.9% 92.3%	11 7.9% 2.4%	34 27.4% 7.4%	28 16.8% 6.1%	75 40.1% 16.4%	66 48.5% 14.4%	54 46.6% 11.8%	42 40.4% 9.2%	112 65.5% 24.5%	52 57.1% 11.4%	135 35.6% 29.5%	76 35.2% 16.6%	79 32.5% 17.3%	108 40.3% 23.6%	276 59.9% 60.4%	164 25.9% 35.9%	7 7.1% 1.5%	32 24.6% 7.0%	232 50.2% 50.8%
My preferences have evolved over time towards more expensive cigars	372 30.9% 100.0%	342 30.0% 91.9%	8 5.8% 2.2%	22 17.9% 5.9%	8 4.8% 2.2%	53 28.5% 14.2%	39 28.7% 10.5%	69 60.0% 18.5%	25 23.8% 6.7%	118 69.0% 31.7%	37 40.7% 9.9%	95 25.0% 25.5%	62 28.7% 16.7%	76 31.7% 20.4%	99 37.4% 26.6%	186 40.3% 50.0%	161 25.8% 43.3%	16 16.2% 4.3%	26 20.5% 7.0%	188 41.1% 50.5%
My preferences have evolved over time towards less expensive cigars	433 35.9% 100.0%	408 35.9% 94.2%	77 55.8% 17.8%	41 33.1% 9.5%	77 46.4% 17.8%	75 40.5% 17.3%	57 42.2% 13.2%	17 14.8% 3.9%	14 13.3% 3.2%	50 29.4% 11.5%	32 34.8% 7.4%	139 36.2% 32.1%	71 33.0% 16.4%	99 41.8% 22.9%	88 33.1% 20.3%	123 26.5% 28.4%	245 39.1% 56.6%	59 60.2% 13.6%	61 48.0% 14.1%	154 33.5% 35.6%
I like to smoke a full-flavored cigar	139 11.5% 100.0%	119 10.4% 85.6%	3 2.2% 2.2%	5 4.0% 3.6%	3 1.8% 2.2%	16 8.6% 11.5%	25 18.5% 18.0%	15 12.9% 10.8%	12 11.4% 8.6%	40 23.5% 28.8%	18 19.6% 12.9%	44 11.5% 31.7%	23 10.7% 16.5%	28 11.5% 20.1%	22 8.2% 15.8%	90 19.3% 64.7%	36 5.7% 25.9%	4 4.0% 2.9%	8 6.2% 5.8%	89 19.3% 64.0%
Strong cigars are too harsh for me	328 27.2% 100.0%	306 26.7% 93.3%	69 49.6% 21.0%	32 26.0% 9.8%	47 28.1% 14.3%	46 24.6% 14.0%	19 14.0% 5.8%	29 25.2% 8.8%	13 12.4% 4.0%	51 29.7% 15.5%	23 25.0% 7.0%	104 27.2% 31.7%	51 23.7% 15.5%	66 27.3% 20.1%	82 31.1% 25.0%	75 16.2% 22.9%	176 28.0% 53.7%	70 71.4% 21.3%	54 42.2% 16.5%	111 24.2% 33.8%
Experienced cigar smokers smoke stronger cigars	464 38.8% 100.0%	435 38.4% 93.8%	47 34.3% 10.1%	42 34.4% 9.1%	55 32.7% 11.9%	82 43.9% 17.7%	45 33.3% 9.7%	46 40.0% 9.9%	21 20.2% 4.5%	97 58.4% 20.9%	42 46.2% 9.1%	142 38.0% 30.6%	71 34.0% 15.3%	93 37.8% 20.0%	110 41.5% 23.7%	188 41.0% 40.5%	237 37.9% 51.1%	29 29.9% 6.3%	55 43.3% 11.9%	185 40.4% 39.9%
How Started Smoking																				
My father introduced me to smoking cigars	985 81.5% 100.0%	931 81.6% 94.5%	106 76.8% 10.8%	90 72.6% 9.1%	150 89.8% 15.2%	142 76.3% 14.4%	119 87.5% 12.1%	100 87.7% 10.2%	81 77.1% 8.2%	143 83.6% 14.5%	78 85.7% 7.9%	335 88.4% 34.0%	166 77.6% 16.9%	196 79.7% 19.9%	204 76.7% 20.7%	373 80.7% 37.9%	520 82.5% 52.8%	80 80.8% 8.1%	100 76.9% 10.2%	390 85.0% 39.6%
A friend introduced me to smoking cigars	595 49.5% 100.0%	566 49.6% 95.1%	69 49.6% 11.6%	62 50.4% 10.4%	54 32.1% 9.1%	117 62.6% 19.7%	28 20.7% 4.7%	79 69.3% 13.3%	37 35.2% 6.2%	120 70.2% 20.2%	36 39.6% 6.1%	135 35.3% 22.7%	109 50.9% 18.3%	141 58.0% 23.7%	170 64.9% 28.6%	222 48.2% 37.3%	312 49.9% 52.4%	48 48.5% 8.1%	74 57.4% 12.4%	202 44.1% 33.9%
I started smoking cigars before it became trendy	191 15.7% 100.0%	175 15.3% 91.6%	8 5.8% 4.2%	8 6.5% 4.2%	13 7.7% 6.8%	21 11.2% 11.0%	37 27.2% 19.4%	16 13.8% 8.4%	23 22.1% 12.0%	49 28.7% 25.7%	38 41.8% 19.9%	83 21.8% 43.5%	29 13.4% 15.2%	19 7.8% 9.9%	20 7.4% 10.5%	91 19.6% 47.6%	81 12.8% 42.4%	10 10.2% 5.2%	11 8.5% 5.8%	105 22.6% 55.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Role of Tobacconist																				
When I go to the tobacconist, I feel like a kid in a candy store	486 40.5% 100.0%	459 40.2% 94.4%	9 6.5% 1.9%	20 16.3% 4.1%	23 13.9% 4.7%	67 35.8% 13.8%	83 61.0% 17.1%	81 70.4% 16.7%	35 33.3% 7.2%	141 82.0% 29.0%	50 54.3% 10.3%	152 40.1% 31.3%	78 36.3% 16.0%	87 36.4% 17.9%	115 43.6% 23.7%	223 48.6% 45.9%	222 35.6% 45.7%	30 30.3% 6.2%	34 26.8% 7.0%	247 54.3% 50.8%
I have a close relationship with my tobacconist	871 72.7% 100.0%	823 72.3% 94.5%	44 31.9% 5.1%	75 61.0% 8.6%	124 74.3% 14.2%	128 68.8% 14.7%	124 91.2% 14.2%	97 84.3% 11.1%	74 70.5% 8.5%	157 92.9% 18.0%	71 77.2% 8.2%	282 74.0% 32.4%	157 73.4% 18.0%	166 69.5% 19.1%	190 72.5% 21.8%	349 76.0% 40.1%	451 72.2% 51.8%	60 61.9% 6.9%	70 54.3% 8.0%	380 83.3% 43.6%
I trust my tobacconist	361 30.3% 100.0%	333 29.4% 92.2%	6 4.3% 1.7%	31 25.4% 8.6%	16 9.6% 4.4%	33 17.7% 9.1%	50 37.6% 13.9%	64 55.7% 17.7%	21 20.2% 5.8%	112 65.9% 31.0%	44 47.8% 12.2%	108 28.6% 29.9%	59 27.7% 16.3%	67 28.3% 18.6%	82 31.4% 22.7%	166 36.3% 46.0%	162 26.2% 44.9%	26 26.3% 7.2%	23 18.0% 6.4%	178 39.7% 49.3%
All tobacconists are pretty much the same	423 35.0% 100.0%	398 34.8% 94.1%	73 52.5% 17.3%	36 29.0% 8.5%	67 39.9% 15.8%	80 42.6% 18.9%	31 23.0% 7.3%	37 32.2% 8.7%	29 27.9% 6.9%	45 26.3% 10.6%	35 38.0% 8.3%	122 31.8% 28.8%	74 34.4% 17.5%	98 40.7% 23.2%	91 34.1% 21.5%	139 30.0% 32.9%	239 37.9% 56.5%	39 39.4% 9.2%	54 42.2% 12.8%	137 29.7% 32.4%
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke	402 33.4% 100.0%	375 32.8% 93.3%	8 5.8% 2.0%	31 25.2% 7.7%	22 13.1% 5.5%	40 21.5% 10.0%	63 46.7% 15.7%	72 62.6% 17.9%	24 22.9% 6.0%	115 66.9% 28.6%	41 45.1% 10.2%	124 33.0% 30.8%	66 30.6% 16.4%	78 32.1% 19.4%	89 33.3% 22.1%	175 37.9% 43.5%	183 29.2% 45.5%	34 34.3% 8.5%	33 25.6% 8.2%	196 42.5% 48.8%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars	542 45.1% 100.0%	509 44.5% 93.9%	16 11.5% 3.0%	45 36.3% 8.3%	36 21.6% 6.6%	56 30.1% 10.3%	85 63.0% 15.7%	85 73.3% 15.7%	47 45.2% 8.7%	139 80.8% 25.6%	53 58.2% 9.8%	166 44.0% 30.6%	84 39.3% 15.5%	114 46.9% 21.0%	121 45.7% 22.3%	245 53.1% 45.2%	252 40.3% 46.5%	37 37.4% 6.8%	45 34.9% 8.3%	276 60.4% 50.9%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions	616 51.5% 100.0%	576 50.7% 93.5%	16 11.6% 2.6%	54 43.5% 8.8%	46 27.9% 7.5%	75 40.3% 12.2%	81 61.4% 13.1%	93 80.2% 15.1%	57 54.8% 9.3%	154 90.1% 25.0%	52 57.8% 8.4%	187 49.9% 30.4%	90 41.9% 14.6%	131 54.6% 21.3%	149 56.2% 24.2%	272 59.3% 44.2%	291 46.8% 47.2%	44 44.4% 7.1%	52 40.3% 8.4%	294 64.6% 47.7%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink	712 59.5% 100.0%	672 58.9% 94.4%	35 25.2% 4.9%	67 54.0% 9.4%	70 42.4% 9.8%	97 52.2% 13.6%	94 69.6% 13.2%	98 85.2% 13.8%	62 59.0% 8.7%	149 87.1% 20.9%	59 64.1% 8.3%	206 54.4% 28.9%	124 57.9% 17.4%	145 61.2% 20.4%	174 65.9% 24.4%	298 65.2% 41.9%	354 56.7% 49.7%	53 53.5% 7.4%	66 51.6% 9.3%	326 71.8% 45.8%
I wish the cigars displayed at a tobacconist were better organized	490 41.0% 100.0%	462 40.6% 94.3%	49 35.3% 10.0%	33 27.0% 6.7%	45 27.1% 9.2%	73 39.2% 14.9%	55 40.7% 11.2%	64 56.1% 13.1%	26 25.2% 5.3%	117 68.0% 23.9%	45 49.5% 9.2%	141 37.3% 28.8%	85 40.1% 17.3%	97 40.1% 19.8%	119 45.4% 24.3%	195 42.6% 39.8%	252 40.4% 51.4%	36 36.4% 7.3%	45 35.4% 9.2%	217 47.8% 44.3%
I wish it were easier to select new cigars at the tobacconist without having to ask for help	404 33.7% 100.0%	375 32.9% 92.8%	35 25.4% 8.7%	35 28.5% 8.7%	38 22.9% 9.4%	56 30.3% 13.9%	48 35.3% 11.9%	51 44.7% 12.6%	25 23.8% 6.2%	87 50.6% 21.5%	37 41.6% 9.2%	120 31.7% 29.7%	57 26.5% 14.1%	89 36.8% 22.0%	96 36.2% 23.8%	157 34.2% 38.9%	200 31.9% 49.5%	37 37.8% 9.2%	56 43.8% 13.9%	176 38.5% 43.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Perceptions Of Cigar Smokers																				
People who smoke cigars are more confident in themselves than non-smokers	618 51.4% 100.0%	583 51.0% 94.3%	39 28.1% 6.3%	31 25.2% 5.0%	73 43.5% 11.8%	123 66.5% 19.9%	100 73.5% 16.2%	57 49.1% 9.2%	29 27.6% 4.7%	131 76.2% 21.2%	48 52.2% 7.8%	214 56.3% 34.6%	111 51.6% 18.0%	118 48.8% 19.1%	122 46.4% 19.7%	252 54.8% 40.8%	315 50.2% 51.0%	40 40.4% 6.5%	50 39.1% 8.1%	273 59.7% 44.2%
People who smoke cigars are more likely to have a good sense of humor than non-smokers	526 43.4% 100.0%	486 42.6% 92.4%	32 23.2% 6.1%	26 21.1% 4.9%	53 31.5% 10.1%	119 63.3% 22.6%	70 51.9% 13.3%	43 37.4% 8.2%	24 23.1% 4.6%	119 69.6% 22.6%	39 42.4% 7.4%	185 48.1% 35.2%	101 46.8% 19.2%	96 39.7% 18.3%	100 37.6% 19.0%	216 46.3% 41.1%	269 42.7% 51.1%	31 31.6% 5.9%	40 31.7% 7.6%	235 51.0% 44.7%
People who smoke cigars are more open-minded than non-smokers	535 44.7% 100.0%	501 44.0% 93.6%	28 20.3% 5.2%	25 20.5% 4.7%	65 38.9% 12.1%	112 60.5% 20.9%	77 56.6% 14.4%	41 36.0% 7.7%	23 21.9% 4.3%	130 75.6% 24.3%	47 51.6% 8.8%	178 47.5% 33.3%	93 43.1% 17.4%	110 45.5% 20.6%	102 38.6% 19.1%	221 48.1% 41.3%	270 43.3% 50.5%	33 33.7% 6.2%	44 34.6% 8.2%	236 51.6% 44.1%
People who smoke cigars are easy to talk to	430 36.2% 100.0%	400 35.3% 93.0%	19 13.8% 4.4%	19 15.4% 4.4%	45 27.4% 10.5%	85 46.2% 19.8%	67 49.6% 15.6%	29 25.2% 6.7%	21 20.0% 4.9%	115 68.0% 26.7%	40 43.5% 9.3%	134 35.6% 31.2%	79 37.3% 18.4%	85 35.7% 19.8%	89 34.1% 20.7%	186 40.7% 43.3%	209 33.8% 48.6%	28 28.6% 6.5%	28 21.9% 6.5%	203 44.7% 47.2%
Cigar smoking is trendy today	164 13.5% 100.0%	142 12.4% 86.6%	5 3.6% 3.0%	3 2.4% 1.8%	1 0.6% 0.6%	32 17.0% 19.5%	7 5.2% 4.3%	19 16.4% 11.6%	12 11.4% 7.3%	63 36.8% 38.4%	21 23.1% 12.8%	38 10.0% 23.2%	26 12.0% 15.9%	33 13.5% 20.1%	43 16.0% 26.2%	80 17.2% 48.8%	75 11.9% 45.7%	3 3.0% 1.8%	11 8.5% 6.7%	82 17.7% 50.0%
People smoke cigars primarily because they think it's a cool thing to do	461 37.9% 100.0%	429 37.4% 93.1%	47 33.8% 10.2%	43 35.0% 9.3%	38 22.6% 8.2%	89 47.3% 19.3%	24 17.6% 5.2%	70 60.3% 15.2%	24 23.1% 5.2%	94 54.7% 20.4%	36 39.1% 7.8%	129 33.3% 28.0%	75 34.9% 16.3%	96 39.5% 20.8%	120 44.9% 26.0%	186 39.7% 40.3%	237 37.5% 51.4%	29 29.3% 6.3%	42 32.8% 9.1%	171 37.0% 37.1%
People who have just taken up cigar smoking recently are spoiling it for the rest of us	760 63.0% 100.0%	713 62.5% 93.8%	68 48.9% 8.9%	57 46.0% 7.5%	99 58.9% 13.0%	125 66.5% 16.4%	103 75.7% 13.6%	72 63.7% 9.5%	56 53.3% 7.4%	133 79.2% 17.5%	68 75.6% 8.9%	256 67.4% 33.7%	122 57.3% 16.1%	142 58.0% 18.7%	163 61.3% 21.4%	321 69.5% 42.2%	376 59.8% 49.5%	52 52.5% 6.8%	58 45.0% 7.6%	327 71.2% 43.0%

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Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Love/Involvement/Interest																				
I love cigars																				
Mean	4.16	4.20	5.36	5.14	4.20	3.94	2.82	5.07	4.08	3.45	3.52	4.06	4.20	4.35	4.31	3.87	4.29	4.87	5.13	3.62
Std. Dev.	1.446	1.419	0.885	0.990	1.108	1.315	1.162	0.930	1.199	1.464	1.537	1.398	1.396	1.411	1.486	1.494	1.360	1.249	1.240	1.456
Std. Err.	0.041	0.042	0.075	0.089	0.086	0.096	0.100	0.086	0.117	0.112	0.160	0.071	0.095	0.090	0.091	0.069	0.054	0.126	0.109	0.068
I have made my own homemade humidification system																				
Mean	1.74	1.75	2.26	2.90	1.66	1.57	1.47	1.45	1.69	1.29	1.69	1.76	1.74	1.77	1.66	1.61	1.74	2.30	2.59	1.44
Std. Dev.	1.468	1.479	1.843	2.075	1.316	1.357	1.190	1.033	1.308	0.866	1.427	1.471	1.588	1.437	1.367	1.355	1.426	1.972	1.985	1.137
Std. Err.	0.042	0.044	0.157	0.189	0.102	0.099	0.102	0.096	0.128	0.066	0.150	0.075	0.109	0.092	0.084	0.063	0.057	0.198	0.176	0.053
Cigar smoking is one of my passions																				
Mean	2.91	2.92	4.55	4.24	2.82	2.38	1.60	3.75	2.93	1.84	2.45	2.94	2.97	2.83	3.05	2.63	3.00	3.68	4.13	2.29
Std. Dev.	1.595	1.586	1.150	1.356	1.256	1.259	0.866	1.455	1.375	1.138	1.572	1.545	1.577	1.595	1.659	1.540	1.569	1.647	1.628	1.417
Std. Err.	0.046	0.047	0.098	0.122	0.097	0.092	0.074	0.136	0.134	0.087	0.165	0.079	0.107	0.103	0.102	0.072	0.063	0.166	0.144	0.066
Cigar smoking is a favorite hobby for me																				
Mean	2.93	2.94	4.38	4.13	3.12	2.63	1.77	3.33	2.73	1.92	2.61	2.97	3.04	2.89	2.95	2.71	3.00	3.57	4.04	2.35
Std. Dev.	1.567	1.560	1.307	1.391	1.256	1.367	0.973	1.560	1.324	1.199	1.584	1.561	1.542	1.557	1.602	1.534	1.538	1.639	1.555	1.425
Std. Err.	0.045	0.046	0.112	0.125	0.097	0.100	0.083	0.145	0.130	0.091	0.167	0.080	0.105	0.099	0.098	0.071	0.061	0.166	0.138	0.066
Cigar smoking is one of lifes little pleasures																				
Mean	4.44	4.49	5.27	5.09	4.68	4.40	3.54	4.95	4.57	3.72	4.08	4.30	4.43	4.51	4.72	4.28	4.50	5.05	4.92	4.15
Std. Dev.	1.339	1.297	0.815	1.104	0.829	1.304	1.276	1.123	1.073	1.497	1.591	1.306	1.266	1.267	1.358	1.390	1.266	1.110	1.222	1.415
Std. Err.	0.038	0.038	0.069	0.099	0.064	0.096	0.109	0.105	0.105	0.114	0.166	0.067	0.086	0.081	0.083	0.064	0.050	0.112	0.108	0.066
Cigar smoking is macho																				
Mean	2.44	2.47	3.17	2.94	2.74	1.82	2.66	2.14	3.01	1.74	2.57	2.48	2.49	2.44	2.30	2.36	2.47	2.72	2.64	2.38
Std. Dev.	1.472	1.471	1.507	1.602	1.358	1.171	1.441	1.297	1.503	1.224	1.701	1.450	1.491	1.452	1.431	1.456	1.444	1.642	1.545	1.514
Std. Err.	0.042	0.044	0.128	0.144	0.105	0.086	0.124	0.121	0.147	0.094	0.178	0.074	0.102	0.093	0.087	0.068	0.057	0.165	0.136	0.070
I love the aroma of cigars																				
Mean	4.62	4.65	5.39	5.08	4.74	4.68	3.80	4.73	4.66	4.23	4.17	4.52	4.60	4.76	4.80	4.42	4.75	4.90	5.15	4.33
Std. Dev.	1.267	1.231	0.747	1.017	0.960	1.145	1.274	1.274	1.200	1.431	1.523	1.270	1.318	1.129	1.194	1.363	1.120	1.298	0.981	1.375
Std. Err.	0.036	0.036	0.063	0.091	0.074	0.084	0.110	0.118	0.117	0.109	0.161	0.065	0.090	0.072	0.073	0.063	0.045	0.130	0.086	0.064
Cigar smoking is a classy thing to do																				
Mean	3.02	3.04	4.05	3.67	3.46	2.44	2.94	2.89	3.20	2.10	2.87	3.14	2.95	2.99	2.98	2.86	3.09	3.41	3.55	2.72
Std. Dev.	1.408	1.392	1.406	1.311	1.105	1.148	1.326	1.236	1.332	1.195	1.600	1.363	1.434	1.383	1.381	1.418	1.372	1.421	1.430	1.386
Std. Err.	0.040	0.041	0.120	0.118	0.085	0.084	0.114	0.115	0.131	0.092	0.168	0.070	0.097	0.089	0.084	0.066	0.055	0.143	0.126	0.064
When you smoke a cigar, you are part of the finer things in life																				
Mean	3.06	3.08	4.30	3.98	3.48	2.41	2.49	3.11	3.45	2.02	3.11	3.00	3.01	2.99	3.19	2.86	3.11	3.71	3.60	2.72

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UNDER PROTECTIVE ORDER
GC 017193

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RATNED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	1.546	1.541	1.255	1.443	1.223	1.379	1.355	1.485	1.301	1.307	1.687	1.493	1.557	1.567	1.547	1.506	1.526	1.612	1.578	1.519
Std. Err.	0.044	0.045	0.106	0.130	0.094	0.101	0.116	0.138	0.127	0.100	0.176	0.076	0.106	0.101	0.094	0.070	0.061	0.162	0.139	0.071
Cigars are a status symbol																				
Mean	2.73	2.76	3.57	3.15	3.05	2.12	2.97	2.28	3.39	2.03	2.91	2.81	2.78	2.62	2.59	2.67	2.74	3.05	3.09	2.66
Std. Dev.	1.513	1.511	1.561	1.454	1.299	1.265	1.541	1.387	1.477	1.339	1.694	1.480	1.551	1.457	1.495	1.522	1.478	1.593	1.556	1.570
Std. Err.	0.044	0.045	0.133	0.131	0.100	0.092	0.133	0.129	0.145	0.102	0.179	0.076	0.106	0.093	0.092	0.071	0.059	0.160	0.137	0.073
Cigars are prestigious																				
Mean	3.13	3.16	4.19	3.94	3.45	2.47	2.99	2.55	3.72	2.44	3.04	3.23	3.17	3.07	3.03	3.00	3.20	3.38	3.60	2.92
Std. Dev.	1.510	1.497	1.299	1.369	1.175	1.340	1.401	1.452	1.345	1.430	1.682	1.462	1.555	1.496	1.473	1.512	1.476	1.583	1.503	1.556
Std. Err.	0.044	0.044	0.111	0.123	0.091	0.098	0.121	0.135	0.133	0.110	0.177	0.076	0.107	0.096	0.090	0.071	0.059	0.160	0.134	0.073
Cigars are a good conversation starter																				
Mean	3.19	3.22	4.37	3.72	3.66	2.74	3.15	2.68	3.69	2.16	3.17	3.31	3.38	3.13	2.93	2.98	3.28	3.63	3.79	2.90
Std. Dev.	1.481	1.467	1.181	1.412	1.071	1.340	1.307	1.430	1.288	1.379	1.651	1.467	1.467	1.407	1.493	1.496	1.435	1.468	1.482	1.504
Std. Err.	0.043	0.043	0.100	0.127	0.083	0.098	0.113	0.133	0.126	0.106	0.174	0.075	0.101	0.090	0.091	0.070	0.057	0.148	0.130	0.070
A good cigar can make any occasion special																				
Mean	3.90	3.94	5.07	4.86	4.40	3.36	3.30	3.97	4.17	2.85	3.91	3.87	3.91	3.85	3.97	3.67	3.98	4.44	4.51	3.51
Std. Dev.	1.547	1.522	1.033	1.069	1.081	1.519	1.299	1.478	1.267	1.626	1.651	1.467	1.541	1.555	1.618	1.610	1.482	1.423	1.364	1.629
Std. Err.	0.044	0.045	0.088	0.096	0.084	0.111	0.112	0.138	0.124	0.125	0.173	0.075	0.105	0.100	0.099	0.075	0.059	0.143	0.120	0.076
Smoking a cigar is a way of showing you accomplished something																				
Mean	2.27	2.28	3.24	2.95	2.44	1.72	1.99	2.17	2.84	1.46	2.07	2.27	2.32	2.36	2.22	2.19	2.28	2.63	2.85	1.98
Std. Dev.	1.384	1.374	1.487	1.470	1.144	0.977	1.234	1.277	1.460	1.011	1.466	1.333	1.458	1.420	1.311	1.406	1.344	1.468	1.616	1.308
Std. Err.	0.040	0.041	0.126	0.133	0.088	0.071	0.106	0.119	0.144	0.077	0.153	0.069	0.099	0.091	0.080	0.066	0.054	0.148	0.142	0.061
I enjoy shopping for cigars																				
Mean	3.64	3.68	5.01	4.69	4.30	3.78	2.64	3.22	3.50	2.45	3.13	3.67	3.74	3.70	3.65	3.31	3.83	4.19	4.60	3.05
Std. Dev.	1.521	1.505	1.004	1.129	1.043	1.251	1.280	1.425	1.302	1.369	1.577	1.484	1.488	1.454	1.600	1.501	1.462	1.496	1.471	1.491
Std. Err.	0.044	0.044	0.086	0.101	0.080	0.091	0.110	0.133	0.127	0.104	0.164	0.076	0.101	0.093	0.098	0.069	0.058	0.150	0.130	0.069
I really enjoy owning a humidor																				
Mean	2.63	2.66	4.42	4.39	2.81	2.41	1.77	2.23	2.06	1.51	2.10	2.76	2.60	2.62	2.66	2.31	2.71	3.56	4.06	1.93
Std. Dev.	1.780	1.788	1.552	1.588	1.644	1.657	1.322	1.469	1.342	1.014	1.557	1.877	1.867	1.732	1.659	1.665	1.757	2.000	1.806	1.432
Std. Err.	0.052	0.053	0.133	0.144	0.130	0.121	0.115	0.137	0.132	0.078	0.163	0.097	0.129	0.113	0.103	0.078	0.071	0.202	0.161	0.068
I enjoy planning ahead to smoke a cigar																				
Mean	3.41	3.46	4.44	3.98	4.02	3.53	3.21	2.67	3.46	2.41	3.15	3.46	3.50	3.41	3.37	3.27	3.46	3.88	3.77	3.10
Std. Dev.	1.640	1.627	1.415	1.487	1.322	1.553	1.635	1.554	1.507	1.490	1.819	1.620	1.703	1.565	1.611	1.658	1.597	1.643	1.707	1.656
Std. Err.	0.047	0.048	0.120	0.134	0.102	0.114	0.141	0.144	0.148	0.114	0.191	0.083	0.116	0.100	0.099	0.077	0.064	0.165	0.150	0.077

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Q18 Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
When I smoke a cigar, I don't do anything else																				
Mean	2.68	2.71	3.03	2.94	2.74	2.75	2.39	2.54	3.30	2.20	2.82	2.72	2.76	2.52	2.68	2.68	2.69	2.77	2.71	2.59
Std. Dev.	1.546	1.546	1.619	1.594	1.380	1.701	1.373	1.500	1.447	1.441	1.741	1.541	1.578	1.374	1.600	1.609	1.495	1.570	1.573	1.546
Std. Err.	0.044	0.046	0.137	0.143	0.107	0.124	0.118	0.139	0.141	0.110	0.182	0.078	0.107	0.088	0.098	0.074	0.059	0.158	0.139	0.072
Cigar smoking is my private time																				
Mean	3.69	3.74	4.37	4.50	3.86	3.74	2.60	4.06	3.91	3.18	3.88	3.59	3.53	3.72	3.90	3.69	3.67	4.05	4.02	3.27
Std. Dev.	1.627	1.608	1.327	1.357	1.385	1.620	1.492	1.550	1.365	1.771	1.819	1.605	1.632	1.591	1.609	1.656	1.602	1.517	1.555	1.690
Std. Err.	0.047	0.048	0.114	0.122	0.108	0.119	0.128	0.146	0.135	0.135	0.191	0.082	0.112	0.104	0.098	0.077	0.064	0.155	0.137	0.079
Shopping for cigars is like an adventure																				
Mean	3.26	3.30	4.58	4.19	3.91	3.13	2.61	2.49	3.46	2.18	3.02	3.28	3.42	3.29	3.16	3.04	3.38	3.59	3.94	2.81
Std. Dev.	1.531	1.520	1.135	1.212	1.145	1.387	1.304	1.374	1.421	1.340	1.671	1.510	1.479	1.543	1.532	1.521	1.509	1.478	1.550	1.496
Std. Err.	0.044	0.045	0.096	0.109	0.089	0.101	0.112	0.128	0.139	0.103	0.174	0.077	0.101	0.099	0.093	0.070	0.060	0.149	0.136	0.070
I'm always on the lookout for new cigars																				
Mean	3.39	3.43	4.86	4.32	3.87	3.40	2.17	3.21	3.30	2.44	3.03	3.46	3.48	3.41	3.33	3.10	3.55	3.87	4.26	2.83
Std. Dev.	1.576	1.568	0.963	1.257	1.293	1.371	1.106	1.650	1.308	1.546	1.636	1.558	1.525	1.572	1.609	1.595	1.512	1.557	1.503	1.519
Std. Err.	0.045	0.046	0.082	0.113	0.100	0.100	0.095	0.153	0.128	0.119	0.172	0.079	0.105	0.101	0.098	0.074	0.060	0.157	0.132	0.071
I could easily give up smoking cigars																				
Mean	4.57	4.58	3.89	4.05	5.10	4.88	5.53	3.28	4.63	4.76	4.95	4.74	4.69	4.46	4.20	4.66	4.56	4.32	4.11	4.85
Std. Dev.	1.592	1.574	1.636	1.545	1.160	1.415	0.918	1.661	1.442	1.624	1.485	1.511	1.495	1.632	1.714	1.560	1.579	1.683	1.820	1.527
Std. Err.	0.046	0.047	0.139	0.139	0.090	0.103	0.079	0.156	0.141	0.124	0.155	0.077	0.102	0.105	0.106	0.073	0.063	0.169	0.161	0.071
Cigar smoking isn't that important to me																				
Mean	3.85	3.84	2.50	3.05	3.96	4.36	5.07	2.85	4.19	4.29	4.38	3.93	3.88	3.75	3.65	4.08	3.77	3.30	3.02	4.35
Std. Dev.	1.498	1.484	1.151	1.354	1.052	1.216	1.076	1.339	1.279	1.485	1.575	1.419	1.530	1.474	1.537	1.454	1.476	1.561	1.559	1.469
Std. Err.	0.043	0.044	0.098	0.122	0.081	0.089	0.093	0.125	0.125	0.114	0.164	0.073	0.105	0.095	0.094	0.067	0.059	0.157	0.137	0.069
Smoking a cigar is part of a lifestyle of leisure																				
Mean	3.44	3.48	4.31	4.06	3.78	3.11	3.07	3.45	3.81	2.64	3.52	3.48	3.55	3.27	3.40	3.37	3.45	3.81	3.84	3.21
Std. Dev.	1.503	1.485	1.220	1.416	1.109	1.551	1.380	1.546	1.316	1.478	1.508	1.449	1.484	1.486	1.594	1.548	1.425	1.639	1.472	1.489
Std. Err.	0.043	0.044	0.105	0.128	0.086	0.113	0.119	0.144	0.128	0.113	0.157	0.074	0.101	0.096	0.097	0.071	0.057	0.165	0.131	0.069
Knowledgeability																				
Friends often ask me for recommendations on cigars																				
Mean	2.72	2.76	4.47	3.93	3.15	2.54	1.76	2.32	2.25	1.71	2.24	2.79	2.84	2.77	2.61	2.38	2.81	3.65	4.29	1.93
Std. Dev.	1.614	1.623	1.270	1.540	1.367	1.396	1.164	1.418	1.308	1.178	1.552	1.586	1.683	1.593	1.613	1.508	1.560	1.875	1.604	1.284
Std. Err.	0.047	0.048	0.108	0.139	0.106	0.104	0.102	0.132	0.130	0.091	0.165	0.082	0.116	0.103	0.099	0.071	0.063	0.188	0.142	0.061
I'm extremely knowledgeable about cigars																				
Mean	2.69	2.71	3.96	3.92	2.77	2.68	1.66	2.70	1.97	2.08	2.00	2.64	2.71	2.71	2.95	2.40	2.78	3.46	4.43	1.79

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Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	1.435	1.425	1.268	1.252	1.165	1.217	0.904	1.291	1.092	1.348	1.256	1.380	1.437	1.449	1.468	1.352	1.397	1.656	1.306	1.076
Std. Err.	0.041	0.042	0.108	0.113	0.090	0.089	0.078	0.120	0.107	0.103	0.132	0.071	0.098	0.093	0.090	0.063	0.056	0.166	0.115	0.050
I'm still relatively new to cigars																				
Mean	3.16	3.16	2.59	2.30	3.56	2.87	4.78	1.99	4.43	2.93	4.58	3.91	3.23	2.62	2.06	3.40	3.11	2.48	2.05	3.92
Std. Dev.	1.767	1.756	1.623	1.487	1.395	1.655	1.336	1.380	1.440	1.734	1.696	1.542	1.670	1.631	1.438	1.814	1.727	1.561	1.454	1.784
Std. Err.	0.051	0.052	0.138	0.134	0.108	0.121	0.115	0.128	0.141	0.133	0.179	0.079	0.114	0.104	0.088	0.084	0.069	0.158	0.128	0.083
I seek out advice on which cigars to smoke																				
Mean	3.11	3.14	4.21	3.14	3.91	3.41	3.27	2.03	3.19	1.85	2.93	3.38	3.37	2.96	2.70	2.95	3.20	3.28	3.10	2.85
Std. Dev.	1.530	1.524	1.162	1.450	1.198	1.398	1.527	1.142	1.422	1.172	1.821	1.470	1.532	1.492	1.422	1.561	1.486	1.518	1.529	1.588
Std. Err.	0.044	0.045	0.099	0.130	0.092	0.102	0.131	0.106	0.139	0.090	0.190	0.076	0.104	0.096	0.087	0.073	0.059	0.153	0.134	0.074
I wish I knew more about cigars																				
Mean	3.82	3.86	4.36	3.87	4.57	4.02	3.88	3.13	4.44	2.69	3.70	3.97	3.97	3.80	3.54	3.71	3.93	3.77	3.59	3.82
Std. Dev.	1.566	1.537	1.317	1.420	1.159	1.356	1.481	1.580	1.253	1.626	1.911	1.510	1.586	1.535	1.495	1.639	1.494	1.477	1.508	1.706
Std. Err.	0.045	0.046	0.112	0.127	0.090	0.099	0.127	0.147	0.123	0.125	0.201	0.078	0.108	0.098	0.091	0.076	0.060	0.148	0.132	0.079
You can never know enough about cigars																				
Mean	3.56	3.57	4.88	4.36	3.86	3.30	2.79	3.25	3.94	2.51	3.51	3.57	3.61	3.52	3.53	3.31	3.67	4.03	4.16	3.16
Std. Dev.	1.590	1.576	1.080	1.277	1.375	1.450	1.451	1.462	1.329	1.569	1.700	1.571	1.653	1.589	1.535	1.572	1.559	1.613	1.473	1.639
Std. Err.	0.046	0.047	0.092	0.115	0.106	0.106	0.124	0.136	0.130	0.120	0.177	0.080	0.113	0.102	0.094	0.073	0.062	0.162	0.130	0.077
I really don't know that much about cigars																				
Mean	3.62	3.59	2.40	2.69	3.57	3.39	4.85	3.30	4.52	4.04	4.15	3.75	3.71	3.48	3.30	3.95	3.47	2.98	1.99	4.56
Std. Dev.	1.560	1.554	1.295	1.449	1.284	1.408	1.145	1.500	1.093	1.561	1.575	1.545	1.553	1.517	1.544	1.545	1.484	1.702	1.284	1.308
Std. Err.	0.045	0.046	0.110	0.130	0.099	0.103	0.098	0.140	0.107	0.119	0.164	0.079	0.106	0.097	0.094	0.071	0.059	0.171	0.113	0.061
I like to read about cigars																				
Mean	3.11	3.13	4.77	4.33	3.50	3.14	2.23	2.56	2.89	1.84	2.78	3.16	3.36	3.00	3.02	2.80	3.23	3.86	4.36	2.38
Std. Dev.	1.599	1.590	1.105	1.310	1.253	1.441	1.265	1.353	1.389	1.152	1.698	1.658	1.605	1.521	1.514	1.548	1.566	1.668	1.489	1.375
Std. Err.	0.046	0.047	0.094	0.118	0.097	0.105	0.108	0.126	0.136	0.088	0.178	0.085	0.109	0.097	0.093	0.072	0.062	0.169	0.131	0.064
Long term cigar smokers are a good source of information about cigars																				
Mean	4.17	4.21	4.81	4.61	4.52	4.06	4.25	3.58	4.51	3.48	3.99	4.36	4.15	4.13	3.99	4.07	4.20	4.58	4.49	4.14
Std. Dev.	1.413	1.376	1.062	1.336	1.044	1.363	1.258	1.510	1.115	1.577	1.641	1.247	1.440	1.442	1.479	1.458	1.360	1.278	1.294	1.479
Std. Err.	0.041	0.041	0.090	0.120	0.081	0.099	0.108	0.140	0.109	0.121	0.171	0.064	0.098	0.093	0.091	0.068	0.054	0.128	0.114	0.069
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed																				
Mean	2.19	2.20	2.30	2.57	2.14	1.98	2.16	2.25	2.70	1.82	2.33	2.18	2.24	2.06	2.23	2.17	2.23	2.00	2.22	2.05
Std. Dev.	1.310	1.306	1.411	1.559	1.151	1.196	1.215	1.363	1.309	1.145	1.601	1.249	1.320	1.203	1.381	1.258	1.338	1.300	1.484	1.224
Std. Err.	0.038	0.039	0.120	0.141	0.089	0.087	0.105	0.127	0.128	0.088	0.169	0.064	0.091	0.077	0.085	0.059	0.053	0.131	0.131	0.057

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UNDER PROTECTIVE ORDER
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Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Cigar manufacturers are exploiting me through price increases																				
Mean	3.52	3.55	3.76	4.11	3.47	3.60	3.11	3.65	3.95	3.01	3.00	3.30	3.73	3.58	3.77	3.44	3.56	3.73	3.94	3.27
Std. Dev.	1.573	1.558	1.427	1.594	1.393	1.475	1.459	1.644	1.444	1.712	1.676	1.519	1.579	1.454	1.649	1.598	1.535	1.583	1.711	1.598
Std. Err.	0.045	0.046	0.122	0.143	0.107	0.108	0.126	0.153	0.141	0.131	0.177	0.078	0.108	0.093	0.101	0.074	0.061	0.159	0.150	0.075
I am confused by the number of sizes and types of cigars																				
Mean	3.15	3.17	2.43	2.80	3.38	2.93	3.96	2.74	4.23	3.12	3.56	3.32	3.18	3.02	2.84	3.38	3.09	2.51	1.89	3.77
Std. Dev.	1.610	1.601	1.435	1.603	1.387	1.450	1.491	1.563	1.330	1.753	1.781	1.560	1.601	1.545	1.628	1.656	1.534	1.637	1.286	1.626
Std. Err.	0.046	0.047	0.122	0.144	0.107	0.106	0.128	0.147	0.131	0.134	0.188	0.080	0.110	0.099	0.100	0.077	0.061	0.165	0.114	0.076
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like																				
Mean	4.10	4.11	3.38	3.85	4.41	4.12	4.46	3.97	4.55	4.11	4.09	4.28	4.22	4.02	3.84	4.36	3.98	3.74	3.19	4.47
Std. Dev.	1.466	1.440	1.336	1.558	1.210	1.413	1.321	1.535	1.152	1.595	1.695	1.328	1.402	1.429	1.599	1.405	1.444	1.609	1.556	1.445
Std. Err.	0.042	0.043	0.114	0.140	0.093	0.103	0.113	0.143	0.112	0.122	0.177	0.068	0.096	0.092	0.098	0.065	0.058	0.163	0.136	0.068
When I see a dark wrapper, I assume the cigar is stronger																				
Mean	3.27	3.30	3.41	3.51	3.49	3.20	3.13	3.16	4.13	2.73	3.13	3.43	3.26	3.26	3.14	3.41	3.18	3.40	3.30	3.21
Std. Dev.	1.585	1.579	1.606	1.686	1.488	1.586	1.483	1.558	1.308	1.549	1.681	1.540	1.597	1.549	1.628	1.648	1.515	1.635	1.735	1.580
Std. Err.	0.046	0.047	0.137	0.152	0.115	0.116	0.127	0.145	0.128	0.120	0.176	0.079	0.109	0.100	0.100	0.077	0.060	0.164	0.153	0.074
Smoking Habits																				
I regularly smoke cigars																				
Mean	3.36	3.38	4.72	4.53	2.91	3.12	1.71	5.20	2.97	2.58	2.81	3.22	3.46	3.37	3.65	3.23	3.35	4.04	4.57	2.66
Std. Dev.	1.684	1.675	1.127	1.361	1.252	1.418	0.937	1.110	1.438	1.433	1.776	1.617	1.662	1.708	1.691	1.680	1.661	1.618	1.509	1.636
Std. Err.	0.049	0.050	0.096	0.124	0.097	0.103	0.081	0.103	0.142	0.110	0.186	0.083	0.114	0.110	0.103	0.078	0.067	0.163	0.133	0.077
I only smoke cigars on special occasions, like weddings																				
Mean	2.38	2.37	1.77	2.15	2.86	2.15	3.68	1.38	2.87	2.10	2.78	2.56	2.47	2.23	2.02	2.50	2.35	1.95	1.78	2.72
Std. Dev.	1.539	1.527	1.065	1.539	1.497	1.341	1.553	0.809	1.507	1.510	1.734	1.577	1.579	1.442	1.365	1.562	1.518	1.366	1.205	1.692
Std. Err.	0.044	0.045	0.090	0.138	0.116	0.098	0.134	0.075	0.147	0.115	0.181	0.081	0.108	0.092	0.084	0.073	0.061	0.137	0.106	0.079
I generally smoke cigars with friends/other people																				
Mean	3.59	3.61	4.19	3.44	4.58	2.79	4.92	2.66	3.68	2.80	3.53	4.00	3.86	3.43	2.93	3.51	3.67	3.47	3.68	3.57
Std. Dev.	1.673	1.666	1.417	1.461	1.176	1.518	1.123	1.539	1.584	1.696	1.872	1.594	1.623	1.558	1.636	1.767	1.586	1.710	1.591	1.771
Std. Err.	0.048	0.049	0.120	0.131	0.091	0.111	0.096	0.143	0.155	0.129	0.195	0.081	0.110	0.100	0.100	0.082	0.063	0.172	0.140	0.082
I always remove the band on a cigar before I smoke it																				
Mean	3.70	3.73	3.19	3.69	3.23	4.15	3.28	4.37	4.08	3.95	3.08	3.46	3.73	3.86	4.11	3.81	3.66	3.59	3.46	3.69
Std. Dev.	1.907	1.897	1.911	2.006	1.842	1.769	1.756	1.843	1.662	1.983	1.996	1.857	1.923	1.891	1.856	1.911	1.874	2.025	2.047	1.925
Std. Err.	0.055	0.056	0.162	0.180	0.143	0.130	0.151	0.173	0.162	0.152	0.209	0.095	0.132	0.121	0.113	0.089	0.075	0.204	0.179	0.090
I usually leave the band on a cigar when I smoke it																				
Mean	2.93	2.96	3.76	3.28	3.62	2.63	3.24	2.01	2.98	2.22	2.77	3.20	3.02	2.81	2.61	2.75	3.02	3.36	3.63	2.75

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Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	1.842	1.837	1.973	1.949	1.812	1.719	1.751	1.472	1.660	1.536	1.916	1.859	1.856	1.783	1.773	1.782	1.842	2.012	2.043	1.782
Std. Err.	0.053	0.054	0.167	0.175	0.140	0.126	0.151	0.138	0.163	0.117	0.200	0.096	0.126	0.115	0.109	0.083	0.074	0.203	0.181	0.083
I like cigars, but only on an occasional basis																				
Mean	4.15	4.18	2.88	3.00	5.01	4.70	5.47	2.33	4.91	4.50	4.31	4.32	4.19	4.04	3.92	4.34	4.14	3.56	3.05	4.67
Std. Dev.	1.764	1.755	1.420	1.776	1.108	1.412	0.836	1.491	1.133	1.764	1.834	1.652	1.721	1.803	1.857	1.735	1.739	1.803	1.906	1.642
Std. Err.	0.051	0.052	0.121	0.159	0.086	0.104	0.072	0.138	0.111	0.135	0.193	0.085	0.118	0.115	0.113	0.081	0.069	0.181	0.167	0.077
I smoke cigars on an everyday basis																				
Mean	2.44	2.45	3.35	3.76	1.55	1.98	1.10	4.90	1.98	1.90	2.10	2.18	2.52	2.51	2.82	2.43	2.39	2.81	3.40	1.96
Std. Dev.	1.759	1.759	1.778	1.736	0.921	1.310	0.460	1.426	1.262	1.400	1.671	1.614	1.782	1.796	1.854	1.787	1.684	1.935	1.951	1.553
Std. Err.	0.051	0.052	0.151	0.156	0.071	0.096	0.039	0.133	0.124	0.107	0.174	0.082	0.122	0.115	0.113	0.083	0.067	0.195	0.172	0.072
I smoke both premium and less expensive cigar brands, my choice depends on the occasion																				
Mean	3.86	3.87	4.56	4.46	4.26	3.77	3.58	3.49	4.06	2.99	3.62	3.93	4.04	3.71	3.84	3.60	4.06	3.99	4.26	3.50
Std. Dev.	1.564	1.550	1.399	1.346	1.258	1.529	1.374	1.714	1.356	1.669	1.666	1.543	1.533	1.561	1.576	1.647	1.457	1.549	1.501	1.646
Std. Err.	0.045	0.046	0.119	0.121	0.097	0.112	0.118	0.160	0.134	0.128	0.176	0.079	0.105	0.100	0.096	0.077	0.058	0.156	0.132	0.077
I only smoke cigars when someone gives me one																				
Mean	1.97	1.95	1.37	1.77	1.71	1.83	3.07	1.36	2.62	2.03	2.37	2.01	2.11	1.88	1.73	2.10	1.92	1.65	1.62	2.34
Std. Dev.	1.298	1.279	0.735	1.280	0.827	1.142	1.537	0.838	1.339	1.412	1.664	1.264	1.320	1.252	1.168	1.355	1.242	1.240	1.245	1.482
Std. Err.	0.037	0.038	0.062	0.115	0.064	0.084	0.133	0.078	0.131	0.109	0.174	0.065	0.090	0.081	0.071	0.063	0.050	0.125	0.110	0.069
I smoke much more often in the summer than in the winter																				
Mean	2.91	2.93	3.07	3.26	3.13	3.01	2.85	2.60	3.37	2.34	2.96	3.01	2.84	2.80	2.91	2.91	2.91	3.00	3.01	2.69
Std. Dev.	1.585	1.582	1.461	1.778	1.535	1.615	1.575	1.425	1.508	1.496	1.709	1.591	1.539	1.553	1.605	1.592	1.571	1.652	1.650	1.592
Std. Err.	0.046	0.047	0.125	0.160	0.119	0.118	0.135	0.133	0.148	0.114	0.178	0.082	0.105	0.100	0.098	0.074	0.063	0.168	0.145	0.074
I hardly smoke cigars at all in the winter																				
Mean	2.54	2.53	1.91	2.41	2.66	2.60	3.27	1.67	3.34	2.43	3.07	2.63	2.54	2.40	2.32	2.66	2.47	2.36	2.21	2.72
Std. Dev.	1.489	1.473	1.103	1.493	1.312	1.453	1.603	1.109	1.365	1.511	1.862	1.456	1.430	1.426	1.419	1.535	1.429	1.494	1.344	1.609
Std. Err.	0.043	0.044	0.094	0.135	0.101	0.106	0.137	0.103	0.133	0.115	0.194	0.074	0.097	0.092	0.087	0.071	0.057	0.151	0.118	0.075
I primarily smoke cigars at the end of the day																				
Mean	3.28	3.33	4.22	3.47	3.89	3.45	3.01	2.53	3.44	2.57	3.11	3.39	3.53	3.14	3.12	3.14	3.36	3.67	3.58	3.03
Std. Dev.	1.768	1.757	1.504	1.697	1.630	1.660	1.775	1.764	1.631	1.707	1.833	1.758	1.809	1.720	1.743	1.765	1.746	1.809	1.769	1.817
Std. Err.	0.051	0.052	0.128	0.154	0.126	0.121	0.153	0.164	0.161	0.130	0.193	0.090	0.124	0.109	0.107	0.082	0.070	0.183	0.155	0.085
I smoke cigars throughout the day																				
Mean	2.26	2.24	2.68	3.10	1.46	1.65	1.17	4.53	2.11	2.05	1.90	1.98	2.33	2.35	2.61	2.29	2.18	2.44	3.07	1.91
Std. Dev.	1.667	1.660	1.589	1.891	0.871	1.160	0.538	1.681	1.342	1.471	1.516	1.483	1.698	1.723	1.795	1.713	1.594	1.722	1.921	1.495
Std. Err.	0.048	0.049	0.135	0.170	0.068	0.085	0.046	0.156	0.132	0.113	0.162	0.076	0.116	0.110	0.110	0.080	0.064	0.173	0.169	0.070

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
I frequently give cigars as a gift																				
Mean	2.64	2.66	4.09	3.47	3.13	2.26	2.21	2.17	2.18	1.90	2.39	2.72	2.83	2.52	2.54	2.44	2.72	3.06	3.57	2.18
Std. Dev.	1.609	1.613	1.472	1.581	1.461	1.395	1.383	1.420	1.392	1.446	1.667	1.594	1.660	1.522	1.621	1.581	1.578	1.722	1.722	1.440
Std. Err.	0.046	0.048	0.125	0.143	0.113	0.102	0.119	0.134	0.136	0.111	0.176	0.082	0.113	0.097	0.100	0.074	0.063	0.176	0.152	0.067
I often drink wine while smoking a cigar																				
Mean	2.44	2.46	3.71	2.55	3.18	2.17	2.41	1.91	2.22	1.56	2.14	2.48	2.63	2.38	2.33	2.22	2.48	3.16	2.71	2.14
Std. Dev.	1.697	1.702	1.850	1.778	1.790	1.538	1.566	1.468	1.414	1.061	1.694	1.685	1.828	1.596	1.659	1.625	1.685	1.811	1.756	1.564
Std. Err.	0.049	0.050	0.157	0.160	0.138	0.112	0.134	0.136	0.138	0.081	0.177	0.086	0.124	0.102	0.101	0.075	0.067	0.182	0.155	0.073
I often drink beer while smoking a cigar																				
Mean	3.23	3.25	3.71	2.66	3.92	2.88	3.90	2.62	3.64	2.74	3.42	3.44	3.56	3.31	2.53	3.11	3.35	3.04	2.73	3.33
Std. Dev.	1.919	1.913	1.846	1.753	1.631	1.885	1.862	1.959	1.830	1.945	2.012	1.863	1.976	1.920	1.753	1.937	1.892	1.926	1.845	1.967
Std. Err.	0.055	0.056	0.157	0.157	0.126	0.137	0.160	0.182	0.179	0.148	0.210	0.095	0.134	0.123	0.107	0.090	0.075	0.195	0.162	0.092
I often smoke cigars in my backyard/on my deck/porch																				
Mean	4.49	4.54	4.97	5.12	4.55	4.72	3.51	4.91	4.41	4.18	4.32	4.53	4.58	4.45	4.46	4.46	4.50	4.75	4.71	4.16
Std. Dev.	1.575	1.541	1.285	1.145	1.400	1.492	1.730	1.432	1.378	1.711	1.831	1.543	1.590	1.472	1.620	1.610	1.544	1.466	1.603	1.720
Std. Err.	0.045	0.046	0.109	0.103	0.108	0.109	0.148	0.133	0.134	0.132	0.192	0.078	0.109	0.094	0.099	0.075	0.061	0.147	0.142	0.080
I often drink liquor while smoking a cigar																				
Mean	3.25	3.28	4.20	3.06	4.29	2.68	3.93	2.48	3.38	2.30	3.14	3.64	3.23	3.21	2.77	3.09	3.32	3.60	3.26	3.20
Std. Dev.	1.886	1.884	1.752	1.901	1.541	1.759	1.715	1.796	1.778	1.658	1.896	1.835	1.959	1.861	1.809	1.913	1.847	1.904	1.893	1.918
Std. Err.	0.054	0.056	0.149	0.171	0.119	0.129	0.147	0.168	0.174	0.126	0.198	0.093	0.134	0.120	0.110	0.089	0.074	0.192	0.167	0.089
I often drink coffee while smoking a cigar																				
Mean	2.31	2.32	2.75	3.11	2.05	1.94	1.50	3.19	2.51	2.04	2.01	2.11	2.38	2.47	2.46	2.26	2.32	2.48	2.78	2.07
Std. Dev.	1.654	1.652	1.791	1.976	1.336	1.419	0.919	1.883	1.672	1.492	1.574	1.544	1.674	1.720	1.695	1.620	1.660	1.748	1.879	1.526
Std. Err.	0.047	0.049	0.152	0.177	0.104	0.103	0.079	0.175	0.164	0.114	0.165	0.079	0.114	0.110	0.104	0.075	0.066	0.177	0.165	0.071
I often smoke cigars during a meal																				
Mean	1.46	1.45	1.67	1.80	1.31	1.33	1.17	1.72	1.33	1.39	1.60	1.41	1.46	1.42	1.46	1.43	1.44	1.60	1.53	1.38
Std. Dev.	0.999	0.981	1.155	1.385	0.668	0.843	0.582	1.208	0.703	0.970	1.154	0.975	1.024	0.903	0.988	0.959	0.958	1.155	1.068	0.933
Std. Err.	0.029	0.029	0.098	0.125	0.052	0.063	0.050	0.113	0.069	0.074	0.121	0.050	0.070	0.058	0.061	0.045	0.038	0.117	0.094	0.044
I often smoke cigars after a meal																				
Mean	3.09	3.09	4.39	3.60	3.04	2.94	1.97	4.32	2.87	2.10	2.62	2.85	3.21	3.07	3.48	2.91	3.11	3.71	3.94	2.65
Std. Dev.	1.674	1.668	1.171	1.697	1.433	1.583	1.275	1.436	1.545	1.417	1.718	1.638	1.695	1.644	1.636	1.689	1.620	1.723	1.657	1.640
Std. Err.	0.048	0.049	0.100	0.153	0.111	0.115	0.110	0.133	0.151	0.109	0.180	0.084	0.115	0.106	0.100	0.079	0.065	0.174	0.146	0.077
Benefits Realized																				
Cigar smoking has helped me to get to know other people																				
Mean	2.31	2.33	3.42	2.91	2.73	1.70	2.06	2.00	2.62	1.56	2.34	2.33	2.44	2.28	2.18	2.14	2.37	2.73	2.82	2.01

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017199

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	1.331	1.334	1.399	1.514	1.231	0.947	1.121	1.038	1.324	0.927	1.499	1.305	1.356	1.310	1.289	1.255	1.332	1.511	1.558	1.190
Std. Err.	0.038	0.039	0.119	0.136	0.095	0.069	0.096	0.096	0.130	0.071	0.156	0.066	0.092	0.084	0.079	0.058	0.053	0.152	0.137	0.055
I feel a little more with it when I smoke a cigar																				
Mean	2.53	2.56	3.31	3.25	2.61	1.77	2.19	2.89	3.24	1.91	2.70	2.45	2.67	2.38	2.61	2.53	2.48	2.95	2.88	2.37
Std. Dev.	1.359	1.355	1.407	1.365	1.192	0.965	1.177	1.425	1.162	1.152	1.532	1.266	1.413	1.294	1.413	1.370	1.295	1.612	1.472	1.338
Std. Err.	0.039	0.040	0.120	0.123	0.092	0.071	0.101	0.132	0.114	0.088	0.160	0.065	0.096	0.083	0.087	0.063	0.052	0.162	0.130	0.062
I smoke cigars to celebrate a good day																				
Mean	3.50	3.54	4.90	4.36	4.12	2.91	2.93	3.44	3.64	2.49	3.33	3.49	3.70	3.37	3.51	3.29	3.58	4.11	4.03	3.08
Std. Dev.	1.636	1.620	1.058	1.375	1.280	1.498	1.464	1.622	1.488	1.520	1.723	1.623	1.608	1.622	1.656	1.664	1.598	1.498	1.610	1.653
Std. Err.	0.047	0.048	0.090	0.124	0.099	0.109	0.126	0.151	0.145	0.116	0.180	0.082	0.110	0.104	0.101	0.077	0.064	0.151	0.142	0.077
I reward myself with a cigar																				
Mean	3.84	3.89	5.09	4.75	4.30	3.65	2.90	4.32	3.76	2.71	3.53	3.72	3.90	3.83	4.06	3.60	3.92	4.54	4.46	3.37
Std. Dev.	1.644	1.617	0.884	1.279	1.261	1.564	1.563	1.355	1.491	1.651	1.769	1.630	1.597	1.600	1.674	1.711	1.575	1.452	1.546	1.666
Std. Err.	0.047	0.048	0.075	0.115	0.098	0.115	0.134	0.126	0.146	0.126	0.184	0.083	0.109	0.103	0.102	0.079	0.063	0.146	0.136	0.078
I smoke cigars to relax																				
Mean	4.40	4.45	5.29	4.98	4.45	4.49	3.52	4.88	4.45	3.83	3.89	4.30	4.48	4.33	4.72	4.27	4.45	4.84	5.01	4.04
Std. Dev.	1.455	1.411	0.829	1.202	1.208	1.309	1.520	1.244	1.232	1.642	1.777	1.418	1.437	1.474	1.325	1.518	1.392	1.266	1.253	1.560
Std. Err.	0.042	0.042	0.070	0.109	0.093	0.096	0.130	0.116	0.120	0.126	0.187	0.073	0.098	0.094	0.081	0.070	0.055	0.128	0.110	0.073
I find smoking cigars extremely relaxing																				
Mean	4.44	4.50	5.43	4.99	4.60	4.45	3.75	4.82	4.27	3.86	4.04	4.39	4.52	4.47	4.59	4.31	4.49	5.05	5.13	4.06
Std. Dev.	1.255	1.204	0.773	1.060	0.929	1.098	1.151	0.998	1.162	1.373	1.521	1.207	1.199	1.230	1.258	1.258	1.211	1.044	1.074	1.322
Std. Err.	0.036	0.036	0.066	0.096	0.072	0.080	0.099	0.093	0.113	0.105	0.160	0.062	0.082	0.079	0.077	0.059	0.048	0.105	0.094	0.062
I really love the taste of cigars																				
Mean	4.68	4.71	5.47	5.25	4.76	4.68	3.80	5.09	4.61	4.23	3.98	4.60	4.73	4.80	4.88	4.51	4.77	5.15	5.34	4.27
Std. Dev.	1.140	1.097	0.726	0.896	0.772	0.957	1.164	0.951	0.904	1.276	1.478	1.106	1.134	0.993	1.082	1.147	1.076	1.024	0.795	1.279
Std. Err.	0.033	0.033	0.062	0.081	0.060	0.070	0.100	0.089	0.088	0.098	0.158	0.057	0.077	0.064	0.066	0.054	0.043	0.104	0.070	0.060
For me, cigar smoking is an indulgence																				
Mean	3.94	3.96	4.35	4.15	4.28	3.90	3.97	3.52	4.47	3.27	3.82	3.91	3.94	4.07	3.88	3.86	3.98	4.18	3.81	3.91
Std. Dev.	1.451	1.422	1.284	1.367	1.202	1.412	1.322	1.574	1.018	1.613	1.637	1.405	1.421	1.443	1.469	1.508	1.386	1.445	1.629	1.507
Std. Err.	0.042	0.042	0.109	0.123	0.093	0.103	0.113	0.146	0.100	0.124	0.172	0.072	0.097	0.093	0.090	0.070	0.055	0.145	0.143	0.071
When I smoke a cigar, I'm in a different world																				
Mean	2.69	2.72	3.75	3.33	2.75	2.31	2.36	2.66	3.10	1.95	2.64	2.71	2.81	2.60	2.66	2.65	2.63	3.30	3.02	2.57
Std. Dev.	1.497	1.485	1.459	1.480	1.226	1.337	1.423	1.527	1.425	1.256	1.718	1.501	1.544	1.360	1.484	1.525	1.424	1.632	1.576	1.531
Std. Err.	0.043	0.044	0.125	0.133	0.095	0.098	0.122	0.142	0.139	0.096	0.181	0.077	0.105	0.087	0.091	0.071	0.057	0.164	0.139	0.071

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017200

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASTF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
I take a break from my every day responsibilities when I smoke a cigar																				
Mean	3.32	3.35	4.40	4.14	3.68	3.07	2.56	3.47	3.64	2.27	3.12	3.35	3.38	3.31	3.31	3.20	3.36	3.68	3.67	2.99
Std. Dev.	1.654	1.640	1.294	1.404	1.420	1.592	1.484	1.660	1.442	1.553	1.873	1.626	1.644	1.582	1.689	1.718	1.596	1.596	1.622	1.712
Std. Err.	0.048	0.049	0.110	0.127	0.110	0.118	0.128	0.154	0.141	0.119	0.196	0.084	0.113	0.102	0.104	0.081	0.064	0.161	0.143	0.080
When I smoke a cigar, anything seems possible																				
Mean	2.21	2.22	3.18	2.86	2.13	1.68	1.60	2.55	2.54	1.73	2.31	2.16	2.15	2.28	2.22	2.11	2.17	2.85	2.81	1.92
Std. Dev.	1.364	1.355	1.505	1.473	1.064	0.985	0.991	1.523	1.401	1.089	1.488	1.306	1.377	1.404	1.330	1.363	1.269	1.614	1.616	1.252
Std. Err.	0.039	0.040	0.128	0.133	0.082	0.072	0.085	0.141	0.137	0.083	0.156	0.067	0.094	0.090	0.081	0.063	0.051	0.163	0.143	0.058
I feel more self confident when I smoke a cigar																				
Mean	2.74	2.76	3.54	3.51	2.94	1.94	2.38	3.18	3.22	2.08	2.75	2.72	2.70	2.72	2.79	2.73	2.69	3.14	3.12	2.54
Std. Dev.	1.474	1.461	1.470	1.456	1.303	1.079	1.282	1.430	1.362	1.346	1.626	1.443	1.471	1.487	1.456	1.481	1.436	1.594	1.429	1.465
Std. Err.	0.042	0.043	0.126	0.131	0.101	0.079	0.110	0.133	0.135	0.103	0.172	0.074	0.100	0.095	0.089	0.069	0.057	0.162	0.126	0.068
Cigars make the moment last longer																				
Mean	3.39	3.43	4.58	4.36	3.77	2.84	2.38	3.78	3.90	2.47	3.46	3.27	3.32	3.39	3.57	3.23	3.44	3.96	4.05	3.01
Std. Dev.	1.589	1.577	1.209	1.333	1.316	1.435	1.350	1.479	1.208	1.496	1.712	1.555	1.601	1.559	1.595	1.564	1.583	1.531	1.536	1.602
Std. Err.	0.046	0.047	0.103	0.120	0.102	0.105	0.116	0.137	0.118	0.114	0.179	0.079	0.109	0.100	0.097	0.072	0.063	0.154	0.136	0.075
I smoke cigars primarily for the taste																				
Mean	4.48	4.51	5.00	4.97	4.56	4.66	3.71	4.65	4.45	4.16	3.85	4.36	4.59	4.62	4.65	4.36	4.51	4.94	4.82	4.19
Std. Dev.	1.344	1.300	1.007	1.016	1.067	1.268	1.393	1.260	1.131	1.587	1.568	1.311	1.292	1.302	1.298	1.425	1.271	1.138	1.271	1.508
Std. Err.	0.039	0.039	0.086	0.092	0.083	0.093	0.119	0.117	0.111	0.122	0.164	0.067	0.088	0.084	0.080	0.066	0.051	0.115	0.112	0.070
Smoking cigars reminds me of my father or grandfather																				
Mean	2.49	2.48	2.93	2.89	2.34	2.40	2.27	2.29	2.67	2.20	2.45	2.25	2.64	2.44	2.74	2.50	2.50	2.32	2.67	2.31
Std. Dev.	1.742	1.736	1.936	1.888	1.630	1.776	1.512	1.621	1.752	1.629	1.784	1.589	1.786	1.759	1.841	1.750	1.717	1.817	1.832	1.696
Std. Err.	0.050	0.051	0.164	0.170	0.126	0.130	0.130	0.151	0.171	0.125	0.187	0.082	0.122	0.113	0.113	0.082	0.068	0.183	0.161	0.079
Social vs. Solitary																				
I have a lot of friends who smoke cigars																				
Mean	3.20	3.23	4.20	3.69	3.86	2.65	3.18	2.73	3.03	2.66	2.74	3.41	3.45	3.12	2.94	3.04	3.27	3.43	3.94	2.80
Std. Dev.	1.457	1.452	1.195	1.419	1.198	1.392	1.291	1.416	1.339	1.430	1.442	1.453	1.400	1.348	1.513	1.440	1.433	1.527	1.402	1.406
Std. Err.	0.042	0.043	0.102	0.130	0.094	0.102	0.112	0.133	0.132	0.110	0.153	0.074	0.097	0.087	0.093	0.067	0.058	0.155	0.124	0.066
I value the social interaction with other cigar smokers as much as the taste of cigars																				
Mean	3.05	3.08	3.99	3.56	3.90	2.44	3.32	2.37	3.30	2.03	2.91	3.27	3.21	2.98	2.68	2.92	3.12	3.21	3.57	2.83
Std. Dev.	1.543	1.540	1.437	1.483	1.206	1.305	1.460	1.430	1.241	1.376	1.554	1.531	1.597	1.457	1.509	1.515	1.527	1.649	1.555	1.541
Std. Err.	0.044	0.045	0.122	0.133	0.093	0.095	0.125	0.133	0.121	0.105	0.163	0.078	0.109	0.093	0.092	0.070	0.061	0.166	0.137	0.072
If my friends stopped smoking cigars, I probably would too																				
Mean	2.02	2.02	1.58	1.87	2.28	1.62	3.20	1.75	2.37	1.74	2.40	2.24	2.13	1.82	1.68	2.14	1.97	1.82	1.70	2.26

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017201

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	1.284	1.286	0.955	1.286	1.099	1.056	1.475	1.215	1.303	1.137	1.505	1.348	1.349	1.104	1.106	1.349	1.217	1.343	1.183	1.440
Std. Err.	0.037	0.038	0.081	0.116	0.085	0.077	0.126	0.113	0.127	0.087	0.158	0.069	0.092	0.071	0.068	0.062	0.048	0.135	0.104	0.067
I often use cigars as a way of developing camaraderie with business associates																				
Mean	2.33	2.36	3.52	2.93	2.77	1.80	2.31	1.73	2.50	1.58	2.46	2.46	2.41	2.33	2.01	2.19	2.41	2.60	2.98	2.05
Std. Dev.	1.480	1.487	1.571	1.650	1.430	1.123	1.443	1.058	1.475	1.026	1.673	1.479	1.535	1.471	1.305	1.437	1.462	1.702	1.705	1.365
Std. Err.	0.043	0.044	0.133	0.149	0.110	0.082	0.124	0.098	0.144	0.078	0.174	0.076	0.105	0.095	0.080	0.067	0.058	0.171	0.150	0.064
The brand of cigar I smoke makes a statement about me to other people																				
Mean	2.52	2.54	3.37	3.26	2.89	1.82	2.38	2.27	2.89	1.87	2.56	2.56	2.69	2.36	2.40	2.37	2.57	2.88	2.89	2.28
Std. Dev.	1.404	1.401	1.431	1.519	1.243	1.100	1.286	1.281	1.350	1.127	1.536	1.395	1.457	1.328	1.360	1.361	1.388	1.586	1.584	1.339
Std. Err.	0.040	0.041	0.121	0.137	0.096	0.080	0.111	0.119	0.133	0.086	0.161	0.071	0.099	0.085	0.083	0.063	0.055	0.159	0.140	0.062
I generally smoke cigars alone																				
Mean	3.60	3.61	3.63	4.48	2.99	4.02	2.07	4.53	3.69	3.65	3.42	3.25	3.64	3.50	4.21	3.65	3.55	3.80	3.76	3.32
Std. Dev.	1.671	1.661	1.460	1.346	1.429	1.544	1.303	1.541	1.521	1.723	1.853	1.648	1.643	1.599	1.575	1.739	1.606	1.690	1.605	1.753
Std. Err.	0.048	0.049	0.124	0.121	0.110	0.113	0.112	0.144	0.149	0.132	0.193	0.084	0.112	0.103	0.096	0.080	0.064	0.170	0.141	0.082
I like being around other cigar smokers when I smoke cigars																				
Mean	3.66	3.71	4.60	4.14	4.46	3.19	4.39	2.80	3.71	2.60	3.27	3.92	3.79	3.65	3.31	3.49	3.74	3.99	4.03	3.50
Std. Dev.	1.615	1.598	1.214	1.439	1.233	1.479	1.323	1.494	1.492	1.599	1.939	1.500	1.561	1.594	1.640	1.681	1.546	1.565	1.541	1.719
Std. Err.	0.047	0.047	0.103	0.130	0.095	0.108	0.113	0.139	0.146	0.122	0.202	0.077	0.106	0.102	0.101	0.078	0.062	0.159	0.136	0.080
Barriers to Smoking																				
I don't have enough time to smoke cigars as often as I'd like																				
Mean	3.12	3.13	3.90	3.37	3.44	3.00	2.63	2.77	3.55	2.58	2.91	3.17	3.16	3.20	3.00	3.04	3.17	3.36	3.19	2.92
Std. Dev.	1.529	1.520	1.456	1.575	1.339	1.507	1.332	1.602	1.461	1.413	1.678	1.501	1.515	1.501	1.548	1.506	1.490	1.798	1.649	1.526
Std. Err.	0.044	0.045	0.124	0.142	0.103	0.111	0.114	0.149	0.143	0.108	0.176	0.077	0.104	0.097	0.095	0.070	0.060	0.181	0.145	0.071
I don't have enough money to smoke cigars as often as I'd like																				
Mean	2.92	2.93	3.21	3.20	2.81	2.77	2.47	2.60	4.28	2.55	3.20	2.80	3.00	2.88	2.98	2.90	2.94	2.96	2.67	2.97
Std. Dev.	1.658	1.649	1.545	1.803	1.464	1.615	1.480	1.593	1.326	1.687	1.780	1.566	1.659	1.660	1.741	1.680	1.628	1.705	1.693	1.701
Std. Err.	0.048	0.049	0.131	0.162	0.113	0.118	0.127	0.148	0.129	0.129	0.186	0.080	0.113	0.106	0.107	0.078	0.065	0.172	0.150	0.079
I don't have enough places where I can smoke cigars																				
Mean	3.39	3.42	4.35	4.30	3.86	3.06	2.62	3.50	3.46	2.54	2.85	3.27	3.46	3.50	3.59	3.12	3.47	4.15	3.91	2.98
Std. Dev.	1.725	1.714	1.478	1.653	1.397	1.797	1.445	1.734	1.526	1.608	1.735	1.642	1.714	1.680	1.832	1.688	1.713	1.650	1.809	1.690
Std. Err.	0.050	0.051	0.125	0.148	0.108	0.131	0.124	0.162	0.149	0.124	0.181	0.084	0.117	0.108	0.112	0.078	0.068	0.166	0.159	0.079
I can't afford to smoke the cigars I'd like to on a regular basis																				
Mean	3.44	3.46	3.61	4.06	3.44	3.39	2.93	3.28	4.30	3.01	3.48	3.35	3.50	3.41	3.54	3.38	3.48	3.65	3.41	3.36
Std. Dev.	1.737	1.725	1.657	1.679	1.655	1.675	1.596	1.826	1.427	1.823	1.806	1.696	1.723	1.776	1.766	1.733	1.721	1.806	1.894	1.746
Std. Err.	0.050	0.051	0.141	0.151	0.128	0.122	0.137	0.170	0.139	0.139	0.188	0.086	0.117	0.114	0.108	0.080	0.068	0.182	0.167	0.081

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017202

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
I'm extremely concerned about offending other people with my cigar smoking																				
Mean	3.65	3.68	3.74	3.97	3.79	3.75	3.70	3.68	3.55	3.28	3.63	3.68	3.65	3.68	3.63	3.69	3.62	3.74	3.83	3.57
Std. Dev.	1.621	1.603	1.601	1.548	1.401	1.708	1.447	1.682	1.631	1.706	1.836	1.563	1.570	1.581	1.701	1.679	1.564	1.614	1.497	1.682
Std. Err.	0.047	0.048	0.137	0.140	0.108	0.125	0.125	0.156	0.161	0.130	0.192	0.080	0.108	0.102	0.104	0.078	0.062	0.162	0.133	0.078
I wish there were more places to go where I could smoke a cigar																				
Mean	3.48	3.53	4.86	4.65	3.90	3.14	2.59	3.30	3.98	2.31	3.14	3.43	3.67	3.51	3.50	3.24	3.59	4.00	4.41	2.94
Std. Dev.	1.649	1.635	1.120	1.392	1.222	1.579	1.385	1.627	1.366	1.386	1.813	1.588	1.702	1.639	1.625	1.630	1.612	1.708	1.539	1.614
Std. Err.	0.047	0.048	0.095	0.125	0.094	0.115	0.119	0.151	0.133	0.106	0.189	0.081	0.116	0.105	0.099	0.076	0.064	0.172	0.136	0.075
I'm extremely interested in going to cigar bars																				
Mean	2.44	2.46	3.96	2.92	3.21	1.87	2.18	1.90	2.42	1.47	2.34	2.65	2.69	2.32	2.05	2.20	2.51	3.07	3.02	2.09
Std. Dev.	1.497	1.501	1.501	1.580	1.326	1.195	1.227	1.266	1.262	0.876	1.572	1.527	1.580	1.424	1.316	1.412	1.472	1.710	1.723	1.316
Std. Err.	0.043	0.044	0.127	0.142	0.102	0.087	0.106	0.118	0.125	0.067	0.165	0.078	0.108	0.091	0.081	0.065	0.059	0.172	0.152	0.062
I hate the lingering after smell from cigar smoke																				
Mean	3.07	3.08	2.55	2.98	3.24	3.28	3.65	2.68	3.15	2.94	3.24	3.13	3.12	3.07	2.89	3.19	3.05	2.67	2.95	3.17
Std. Dev.	1.519	1.511	1.394	1.638	1.258	1.510	1.498	1.399	1.493	1.625	1.788	1.496	1.543	1.426	1.514	1.576	1.441	1.617	1.545	1.554
Std. Err.	0.044	0.045	0.118	0.147	0.097	0.111	0.128	0.130	0.146	0.125	0.189	0.077	0.105	0.092	0.093	0.074	0.057	0.163	0.136	0.073
Cigar smoking is not allowed inside my house																				
Mean	3.51	3.55	3.14	3.65	4.23	3.74	4.41	2.87	3.05	3.01	3.59	3.84	3.58	3.50	3.02	3.49	3.53	3.56	3.48	3.49
Std. Dev.	2.194	2.199	2.197	2.195	2.067	2.181	2.035	2.064	2.138	2.192	2.300	2.159	2.188	2.144	2.188	2.184	2.197	2.233	2.281	2.237
Std. Err.	0.063	0.065	0.186	0.197	0.160	0.160	0.174	0.194	0.210	0.168	0.241	0.111	0.150	0.137	0.134	0.101	0.088	0.224	0.201	0.104
I object to seeing someone smoking a cigar																				
Mean	1.50	1.49	1.21	1.60	1.40	1.50	1.70	1.38	1.70	1.50	1.74	1.55	1.54	1.40	1.40	1.56	1.48	1.30	1.33	1.51
Std. Dev.	0.961	0.951	0.622	1.348	0.694	0.865	1.011	0.970	1.074	0.927	1.248	1.012	1.040	0.747	0.844	1.020	0.920	0.779	0.821	0.932
Std. Err.	0.028	0.028	0.053	0.121	0.054	0.063	0.087	0.090	0.106	0.071	0.130	0.052	0.071	0.048	0.052	0.048	0.037	0.079	0.072	0.044
Cigars bars get too smoky for me to enjoy regularly																				
Mean	3.70	3.72	3.45	3.87	3.79	4.14	4.02	3.25	3.50	3.54	3.27	3.77	3.67	3.62	3.87	3.82	3.66	3.53	3.81	3.60
Std. Dev.	1.653	1.640	1.459	1.544	1.405	1.599	1.661	1.673	1.583	1.936	1.880	1.591	1.705	1.593	1.645	1.686	1.622	1.557	1.500	1.800
Std. Err.	0.048	0.049	0.126	0.141	0.109	0.118	0.144	0.160	0.156	0.149	0.197	0.082	0.117	0.103	0.103	0.079	0.065	0.161	0.134	0.085
My spouse actively tries to get me to quit smoking cigars																				
Mean	2.39	2.40	1.84	2.86	1.99	2.28	2.54	2.85	2.59	2.53	2.37	2.34	2.43	2.23	2.58	2.54	2.36	1.91	2.26	2.45
Std. Dev.	1.762	1.762	1.364	1.978	1.417	1.774	1.755	1.947	1.817	1.835	1.755	1.692	1.724	1.701	1.929	1.839	1.727	1.474	1.741	1.808
Std. Err.	0.054	0.055	0.122	0.192	0.118	0.133	0.166	0.192	0.196	0.146	0.197	0.092	0.124	0.117	0.127	0.091	0.074	0.156	0.165	0.090
The general public is now more tolerant of cigar smoking than it used to be																				
Mean	3.21	3.24	3.42	3.11	3.73	2.82	3.40	3.24	3.25	3.02	3.48	3.31	3.37	3.16	2.85	3.19	3.23	3.21	3.33	3.12
Std. Dev.	1.506	1.494	1.537	1.568	1.312	1.509	1.335	1.489	1.446	1.558	1.700	1.431	1.450	1.498	1.543	1.524	1.476	1.601	1.548	1.522

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017203

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Err.	0.043	0.044	0.130	0.141	0.101	0.111	0.115	0.139	0.141	0.119	0.177	0.073	0.099	0.096	0.094	0.070	0.059	0.162	0.137	0.071
Cuban Affinity																				
I prefer Cuban cigars to any other																				
Mean	2.74	2.77	3.58	3.09	3.32	2.73	3.00	1.88	2.62	1.90	2.65	2.77	2.92	2.76	2.55	2.37	2.87	3.53	3.03	2.42
Std. Dev.	1.736	1.740	1.787	1.812	1.635	1.614	1.884	1.458	1.559	1.391	1.888	1.716	1.762	1.709	1.712	1.585	1.728	2.001	1.928	1.685
Std. Err.	0.050	0.052	0.153	0.163	0.128	0.119	0.163	0.136	0.152	0.107	0.198	0.089	0.121	0.110	0.105	0.074	0.069	0.202	0.170	0.079
If Cuban cigars were legal, I'd switch most of my smoking to Cubans																				
Mean	3.23	3.25	4.04	3.84	3.89	3.27	3.36	2.23	3.32	2.08	2.90	3.44	3.26	3.22	3.02	2.85	3.38	4.02	3.56	2.92
Std. Dev.	1.709	1.701	1.578	1.611	1.519	1.615	1.628	1.517	1.578	1.414	1.876	1.624	1.755	1.702	1.717	1.673	1.652	1.753	1.796	1.696
Std. Err.	0.050	0.051	0.135	0.146	0.119	0.118	0.140	0.142	0.155	0.108	0.196	0.084	0.121	0.110	0.106	0.078	0.066	0.177	0.159	0.080
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly																				
Mean	4.11	4.15	4.47	4.65	4.33	4.18	4.35	3.63	4.30	3.40	3.60	4.19	4.19	4.11	4.16	3.98	4.20	4.30	4.32	3.93
Std. Dev.	1.559	1.545	1.405	1.443	1.315	1.450	1.463	1.629	1.400	1.782	1.792	1.476	1.566	1.520	1.592	1.594	1.497	1.663	1.586	1.618
Std. Err.	0.045	0.046	0.120	0.130	0.101	0.106	0.125	0.151	0.137	0.137	0.187	0.076	0.107	0.098	0.098	0.074	0.060	0.167	0.139	0.076
Price Sensitivity/Brand Loyalty																				
I buy mainly premium priced cigars																				
Mean	3.38	3.43	4.66	4.05	4.15	3.50	3.27	2.70	3.00	2.09	3.22	3.46	3.52	3.34	3.25	3.03	3.50	4.26	4.27	2.82
Std. Dev.	1.597	1.576	1.126	1.343	1.236	1.378	1.547	1.611	1.337	1.311	1.718	1.558	1.561	1.524	1.683	1.601	1.505	1.607	1.493	1.541
Std. Err.	0.046	0.047	0.096	0.121	0.095	0.100	0.133	0.150	0.131	0.100	0.180	0.080	0.106	0.097	0.103	0.074	0.060	0.162	0.131	0.071
Real cigar smokers would never smoke just one brand																				
Mean	2.98	2.99	3.62	3.51	3.20	2.75	2.75	2.88	3.18	2.29	2.93	2.96	2.98	3.05	2.97	2.91	2.98	3.23	3.34	2.71
Std. Dev.	1.562	1.560	1.627	1.559	1.440	1.494	1.367	1.655	1.486	1.453	1.643	1.487	1.561	1.593	1.637	1.586	1.506	1.695	1.609	1.509
Std. Err.	0.045	0.046	0.138	0.140	0.111	0.110	0.119	0.154	0.145	0.111	0.171	0.076	0.107	0.103	0.101	0.074	0.060	0.170	0.142	0.071
It's worth it to pay extra for a higher quality cigar																				
Mean	4.09	4.13	5.09	4.11	4.79	4.34	4.28	3.25	3.90	3.11	3.46	4.19	4.13	4.14	4.06	3.82	4.24	4.52	4.55	3.80
Std. Dev.	1.393	1.350	0.936	1.319	0.805	1.144	1.083	1.438	1.282	1.433	1.606	1.279	1.411	1.388	1.406	1.476	1.270	1.339	1.291	1.434
Std. Err.	0.040	0.040	0.079	0.119	0.062	0.084	0.093	0.134	0.125	0.110	0.167	0.066	0.096	0.089	0.086	0.069	0.051	0.136	0.114	0.067
I have a few cigar brands I typically buy most often																				
Mean	4.57	4.61	5.14	5.17	4.57	4.65	3.32	5.16	4.33	4.57	4.11	4.49	4.60	4.63	4.75	4.53	4.57	4.85	5.12	4.11
Std. Dev.	1.412	1.374	0.990	0.960	1.125	1.246	1.690	1.136	1.333	1.430	1.751	1.383	1.411	1.328	1.348	1.488	1.334	1.319	1.090	1.606
Std. Err.	0.041	0.041	0.084	0.086	0.087	0.091	0.145	0.106	0.131	0.110	0.183	0.070	0.096	0.086	0.083	0.069	0.053	0.133	0.096	0.075
The price of cigars has gotten so high, I've had to switch to less expensive brands																				
Mean	2.94	2.96	2.62	3.78	2.75	2.86	2.51	3.16	3.81	2.68	2.89	2.80	3.14	2.86	3.06	3.12	2.83	2.91	3.04	2.82
Std. Dev.	1.502	1.495	1.337	1.523	1.275	1.479	1.247	1.702	1.394	1.486	1.719	1.396	1.507	1.531	1.520	1.525	1.418	1.773	1.612	1.513

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017204

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Err.	0.043	0.044	0.113	0.137	0.098	0.108	0.107	0.158	0.137	0.114	0.179	0.072	0.103	0.099	0.093	0.071	0.057	0.178	0.142	0.071
I'm loyal to the brands of cigars I smoke regularly																				
Mean	3.88	3.89	4.49	4.16	3.65	3.81	2.82	4.86	3.90	3.76	3.57	3.72	4.02	3.84	4.12	3.99	3.79	4.01	4.29	3.53
Std. Dev.	1.535	1.515	1.160	1.405	1.299	1.525	1.549	1.206	1.322	1.671	1.765	1.508	1.492	1.538	1.483	1.618	1.466	1.447	1.427	1.684
Std. Err.	0.044	0.045	0.099	0.126	0.101	0.112	0.133	0.112	0.129	0.127	0.185	0.077	0.102	0.098	0.091	0.075	0.058	0.146	0.126	0.078
Private label/house brands of cigars are as good as brand name cigars																				
Mean	3.59	3.61	3.53	4.31	3.61	3.57	3.31	3.55	3.74	3.43	3.55	3.55	3.58	3.61	3.68	3.58	3.66	3.34	3.88	3.46
Std. Dev.	1.359	1.339	1.368	1.334	1.163	1.304	1.192	1.482	1.246	1.425	1.485	1.329	1.305	1.370	1.390	1.404	1.277	1.520	1.445	1.382
Std. Err.	0.039	0.040	0.116	0.120	0.090	0.095	0.103	0.138	0.122	0.110	0.155	0.068	0.089	0.089	0.085	0.065	0.051	0.154	0.127	0.065
I buy some expensive brands of cigars and save them for special occasions																				
Mean	3.33	3.37	4.76	3.86	4.34	3.21	3.21	2.64	2.92	1.99	3.04	3.58	3.39	3.36	2.98	2.96	3.52	3.94	4.10	2.83
Std. Dev.	1.721	1.711	1.323	1.537	1.257	1.611	1.607	1.686	1.453	1.343	1.845	1.720	1.726	1.699	1.637	1.713	1.659	1.760	1.699	1.672
Std. Err.	0.049	0.051	0.112	0.138	0.097	0.118	0.138	0.157	0.142	0.103	0.192	0.088	0.118	0.109	0.100	0.079	0.066	0.177	0.150	0.078
For special events, it's more important to have a brand with some prestige																				
Mean	3.00	3.03	4.10	3.33	3.66	2.45	3.33	2.34	3.51	1.88	2.95	3.22	3.20	2.78	2.76	2.81	3.16	3.00	3.18	2.83
Std. Dev.	1.626	1.621	1.524	1.581	1.480	1.321	1.656	1.427	1.442	1.215	1.731	1.580	1.735	1.540	1.601	1.602	1.608	1.738	1.698	1.620
Std. Err.	0.047	0.048	0.129	0.142	0.114	0.096	0.142	0.133	0.141	0.093	0.180	0.081	0.118	0.099	0.098	0.075	0.064	0.175	0.149	0.076
Lower price means lower quality in cigars																				
Mean	3.34	3.37	3.53	3.32	3.46	3.42	3.72	3.02	3.62	2.91	3.35	3.38	3.44	3.29	3.24	3.27	3.38	3.54	3.14	3.37
Std. Dev.	1.408	1.399	1.400	1.581	1.228	1.402	1.172	1.395	1.279	1.510	1.560	1.385	1.380	1.346	1.470	1.456	1.355	1.459	1.562	1.381
Std. Err.	0.040	0.041	0.119	0.143	0.095	0.103	0.100	0.130	0.125	0.115	0.165	0.071	0.094	0.086	0.090	0.068	0.054	0.147	0.139	0.064
I am smoking better quality cigars now than I used to																				
Mean	3.68	3.72	4.88	4.30	4.34	3.85	3.56	2.87	3.52	2.42	3.10	3.73	3.82	3.75	3.65	3.37	3.85	4.25	4.34	3.23
Std. Dev.	1.592	1.582	1.265	1.348	1.270	1.414	1.529	1.490	1.415	1.376	1.707	1.549	1.618	1.574	1.576	1.597	1.538	1.548	1.599	1.625
Std. Err.	0.046	0.047	0.107	0.122	0.098	0.103	0.131	0.139	0.138	0.105	0.179	0.079	0.110	0.101	0.097	0.074	0.061	0.157	0.141	0.076
I am always interested in trying new cigar brands																				
Mean	4.10	4.13	5.17	4.60	4.61	4.26	3.69	3.66	4.13	3.02	3.73	4.16	4.33	4.09	3.98	3.83	4.27	4.44	4.85	3.73
Std. Dev.	1.494	1.467	0.876	1.223	1.044	1.305	1.336	1.684	1.300	1.630	1.687	1.459	1.420	1.436	1.555	1.566	1.396	1.372	1.251	1.590
Std. Err.	0.043	0.043	0.075	0.110	0.081	0.095	0.115	0.156	0.127	0.125	0.177	0.075	0.097	0.091	0.095	0.072	0.056	0.138	0.110	0.074
Cigars are one of the few luxuries I can afford																				
Mean	3.27	3.31	4.07	3.68	3.21	3.30	2.49	3.28	3.83	2.86	3.18	3.29	3.24	3.25	3.34	3.18	3.33	3.40	3.58	3.11
Std. Dev.	1.587	1.570	1.534	1.554	1.423	1.476	1.403	1.729	1.336	1.554	1.742	1.567	1.477	1.588	1.634	1.602	1.550	1.659	1.646	1.626
Std. Err.	0.046	0.046	0.131	0.140	0.110	0.108	0.121	0.160	0.132	0.119	0.183	0.081	0.101	0.101	0.100	0.075	0.062	0.167	0.144	0.076
I only like to smoke brands of cigars I've heard of																				
Mean	2.89	2.90	2.71	2.93	2.87	2.69	2.90	3.12	3.52	2.77	3.00	2.95	2.99	2.83	2.76	3.01	2.84	2.69	2.94	2.86

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017205

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	1.456	1.447	1.286	1.477	1.192	1.380	1.419	1.643	1.380	1.656	1.660	1.398	1.448	1.459	1.465	1.525	1.384	1.530	1.531	1.506
Std. Err.	0.042	0.043	0.109	0.133	0.092	0.101	0.122	0.153	0.135	0.127	0.174	0.072	0.099	0.094	0.090	0.071	0.055	0.154	0.135	0.070
Channel Preferences																				
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons																				
Mean	2.46	2.48	2.85	4.44	2.58	2.26	1.88	2.02	2.33	1.82	2.25	2.41	2.56	2.32	2.62	2.35	2.51	2.69	3.41	1.91
Std. Dev.	1.569	1.572	1.433	1.537	1.239	1.432	1.146	1.389	1.478	1.405	1.587	1.503	1.647	1.469	1.658	1.578	1.541	1.664	1.917	1.266
Std. Err.	0.045	0.047	0.122	0.139	0.096	0.105	0.099	0.129	0.145	0.107	0.165	0.077	0.112	0.095	0.102	0.073	0.062	0.167	0.169	0.059
Catalogs offer the best prices on cigars																				
Mean	3.12	3.14	3.60	4.48	3.47	3.02	2.87	2.62	3.12	2.20	2.82	3.18	3.16	2.98	3.24	3.00	3.18	3.43	3.95	2.71
Std. Dev.	1.442	1.434	1.312	1.388	1.169	1.321	1.215	1.343	1.126	1.368	1.619	1.356	1.541	1.380	1.452	1.459	1.411	1.399	1.566	1.353
Std. Err.	0.042	0.043	0.111	0.125	0.091	0.097	0.105	0.125	0.110	0.105	0.171	0.070	0.105	0.089	0.089	0.068	0.056	0.142	0.138	0.064
I prefer to buy cigars from a tobacconist																				
Mean	3.18	3.21	4.45	2.85	3.98	3.77	3.18	2.07	3.05	1.99	2.78	3.23	3.35	3.15	3.14	2.84	3.35	3.70	3.45	2.84
Std. Dev.	1.661	1.654	1.240	1.476	1.292	1.453	1.568	1.425	1.637	1.410	1.781	1.611	1.694	1.654	1.643	1.633	1.614	1.699	1.686	1.641
Std. Err.	0.048	0.049	0.105	0.133	0.100	0.107	0.134	0.133	0.160	0.108	0.187	0.083	0.115	0.106	0.101	0.076	0.064	0.171	0.148	0.076
I'm willing to pay a little extra to buy from someone who can give advice on cigars																				
Mean	3.06	3.08	3.97	2.98	3.85	3.22	3.29	2.12	3.24	1.92	2.88	3.33	3.18	2.88	2.80	2.92	3.16	3.19	3.05	2.88
Std. Dev.	1.450	1.435	1.227	1.428	1.021	1.329	1.317	1.203	1.348	1.205	1.676	1.422	1.460	1.347	1.427	1.512	1.383	1.455	1.459	1.477
Std. Err.	0.042	0.042	0.104	0.128	0.079	0.097	0.113	0.112	0.132	0.092	0.175	0.073	0.100	0.087	0.088	0.070	0.055	0.146	0.128	0.069
I would never trust buying cigars through a catalog																				
Mean	2.74	2.75	2.83	1.98	2.57	2.79	2.62	3.08	3.30	2.93	2.79	2.74	2.90	2.76	2.60	2.88	2.67	2.72	2.35	2.85
Std. Dev.	1.479	1.476	1.419	1.331	1.207	1.484	1.321	1.511	1.442	1.715	1.574	1.451	1.558	1.415	1.463	1.582	1.382	1.598	1.434	1.528
Std. Err.	0.043	0.044	0.120	0.120	0.093	0.108	0.114	0.141	0.141	0.132	0.165	0.074	0.106	0.091	0.090	0.073	0.055	0.161	0.127	0.071
Tobacconists are the best place to buy cigars																				
Mean	3.64	3.66	4.53	3.09	4.08	4.13	3.79	3.08	3.86	2.63	3.55	3.68	3.70	3.62	3.55	3.47	3.72	3.87	3.60	3.52
Std. Dev.	1.509	1.496	1.188	1.577	1.219	1.327	1.181	1.583	1.355	1.479	1.693	1.402	1.478	1.504	1.608	1.534	1.458	1.556	1.573	1.541
Std. Err.	0.043	0.044	0.101	0.142	0.094	0.097	0.102	0.147	0.132	0.113	0.176	0.071	0.101	0.096	0.098	0.071	0.058	0.156	0.139	0.072
I would never trust buying cigars through the Internet																				
Mean	3.32	3.35	3.38	3.31	2.93	3.51	2.99	3.25	4.09	3.47	2.90	3.24	3.54	3.31	3.41	3.38	3.26	3.52	3.34	3.25
Std. Dev.	1.711	1.702	1.640	1.786	1.276	1.760	1.564	1.793	1.589	1.921	1.820	1.610	1.698	1.651	1.845	1.729	1.679	1.769	1.713	1.757
Std. Err.	0.049	0.050	0.140	0.162	0.099	0.129	0.135	0.168	0.156	0.146	0.191	0.082	0.117	0.106	0.114	0.080	0.067	0.178	0.151	0.082
I like buying cigars on the Internet																				
Mean	1.66	1.66	1.99	2.30	1.98	1.45	1.57	1.38	1.46	1.27	1.51	1.69	1.77	1.65	1.59	1.56	1.71	1.79	2.00	1.49
Std. Dev.	1.095	1.098	1.189	1.600	1.084	0.890	0.937	0.859	0.840	0.844	1.084	1.073	1.195	1.066	1.073	1.008	1.133	1.151	1.338	0.951
Std. Err.	0.032	0.033	0.102	0.145	0.086	0.065	0.081	0.081	0.083	0.064	0.113	0.055	0.082	0.070	0.067	0.047	0.046	0.116	0.120	0.045

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UNDER PROTECTIVE ORDER
GC 017206

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet																				
Mean	2.88	2.93	3.54	4.58	3.53	2.66	2.50	2.48	2.67	1.80	2.58	3.02	2.87	2.91	2.80	2.69	2.98	3.24	3.77	2.35
Std. Dev.	1.621	1.618	1.539	1.443	1.344	1.473	1.292	1.501	1.472	1.255	1.692	1.604	1.661	1.552	1.636	1.620	1.593	1.644	1.774	1.415
Std. Err.	0.047	0.048	0.131	0.130	0.104	0.107	0.111	0.140	0.144	0.096	0.176	0.082	0.113	0.100	0.101	0.075	0.064	0.167	0.156	0.066
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist																				
Mean	3.08	3.08	2.32	3.35	2.68	2.63	2.98	4.05	3.47	3.62	3.11	2.98	3.07	2.97	3.30	3.28	2.96	2.87	3.09	3.12
Std. Dev.	1.552	1.548	1.110	1.638	1.203	1.311	1.437	1.601	1.428	1.825	1.816	1.457	1.536	1.551	1.598	1.613	1.492	1.475	1.759	1.619
Std. Err.	0.045	0.046	0.094	0.147	0.093	0.096	0.123	0.150	0.139	0.140	0.190	0.075	0.105	0.099	0.098	0.075	0.059	0.148	0.155	0.075
I am very loyal to my tobacconist																				
Mean	2.36	2.36	3.78	2.51	2.59	2.69	1.73	1.85	2.29	1.43	2.25	2.34	2.52	2.30	2.32	2.20	2.41	2.72	2.88	1.97
Std. Dev.	1.458	1.451	1.333	1.495	1.267	1.507	1.087	1.286	1.254	0.913	1.582	1.446	1.537	1.379	1.408	1.421	1.429	1.591	1.686	1.320
Std. Err.	0.042	0.043	0.113	0.135	0.098	0.111	0.094	0.120	0.122	0.070	0.166	0.074	0.105	0.089	0.086	0.066	0.057	0.160	0.148	0.061
When I buy my favorite brand of cigar, I usually shop around to get the best price																				
Mean	3.25	3.26	3.49	4.27	2.88	3.40	2.52	3.70	3.38	2.79	2.90	3.13	3.38	3.28	3.45	3.30	3.26	3.07	3.65	2.89
Std. Dev.	1.642	1.633	1.534	1.505	1.398	1.640	1.368	1.643	1.625	1.692	1.680	1.582	1.636	1.606	1.721	1.660	1.627	1.567	1.697	1.663
Std. Err.	0.047	0.048	0.130	0.135	0.108	0.120	0.119	0.153	0.159	0.129	0.176	0.081	0.112	0.103	0.105	0.077	0.065	0.157	0.149	0.077
When shopping for cigars, I have to go somewhere where I trust the salesperson																				
Mean	3.19	3.22	4.06	3.31	3.72	3.67	3.19	2.47	3.28	1.99	3.08	3.28	3.30	3.12	3.08	3.05	3.30	3.18	3.32	2.92
Std. Dev.	1.620	1.610	1.403	1.573	1.375	1.554	1.457	1.540	1.614	1.313	1.898	1.603	1.604	1.583	1.574	1.666	1.566	1.619	1.644	1.639
Std. Err.	0.047	0.048	0.119	0.141	0.106	0.113	0.125	0.143	0.158	0.100	0.200	0.082	0.109	0.101	0.096	0.077	0.062	0.163	0.145	0.076
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist																				
Mean	3.23	3.25	4.17	2.49	3.57	3.73	3.25	2.64	3.44	2.47	3.08	3.32	3.26	3.21	3.12	3.08	3.30	3.38	3.21	3.12
Std. Dev.	1.588	1.580	1.355	1.570	1.221	1.497	1.475	1.666	1.519	1.512	1.829	1.546	1.577	1.585	1.563	1.598	1.548	1.682	1.724	1.576
Std. Err.	0.046	0.047	0.115	0.141	0.094	0.109	0.127	0.155	0.148	0.116	0.191	0.079	0.109	0.102	0.096	0.074	0.062	0.169	0.151	0.074
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist																				
Mean	2.92	2.93	3.76	2.17	3.11	3.38	2.84	2.45	3.29	2.32	2.89	3.01	2.98	2.95	2.72	2.81	2.99	2.99	2.78	2.86
Std. Dev.	1.599	1.591	1.614	1.430	1.340	1.569	1.421	1.569	1.573	1.541	1.700	1.579	1.623	1.602	1.556	1.584	1.575	1.726	1.724	1.575
Std. Err.	0.046	0.047	0.137	0.128	0.103	0.114	0.122	0.147	0.154	0.119	0.177	0.081	0.112	0.104	0.096	0.074	0.063	0.174	0.152	0.074
Taste Preferences																				
I prefer mild tasting cigars																				
Mean	4.26	4.27	3.54	4.34	4.07	4.39	4.35	4.55	4.73	4.33	4.29	4.25	4.36	4.19	4.28	5.02	3.99	2.49	3.76	4.41
Std. Dev.	1.412	1.394	1.429	1.435	1.232	1.300	1.390	1.482	1.072	1.487	1.621	1.386	1.304	1.379	1.476	1.173	1.234	1.185	1.576	1.433
Std. Err.	0.041	0.041	0.123	0.131	0.096	0.095	0.119	0.138	0.105	0.115	0.169	0.071	0.090	0.089	0.091	0.055	0.049	0.123	0.139	0.067
I like to smoke a range of tastes																				
Mean	3.85	3.88	4.82	4.15	4.20	4.12	3.44	3.23	3.86	3.17	3.24	3.87	3.94	4.01	3.81	3.39	4.17	4.20	4.55	3.52

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017207

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	1.487	1.459	1.085	1.474	1.192	1.250	1.360	1.579	1.403	1.567	1.656	1.472	1.460	1.407	1.498	1.512	1.347	1.443	1.381	1.565
Std. Err.	0.043	0.043	0.092	0.132	0.092	0.091	0.117	0.147	0.137	0.120	0.174	0.075	0.099	0.090	0.091	0.070	0.054	0.145	0.121	0.073
I prefer stronger tasting cigars																				
Mean	2.73	2.76	3.82	3.17	3.24	2.52	2.28	2.68	2.54	2.02	2.12	2.77	2.94	2.80	2.63	1.90	2.99	4.97	3.48	2.37
Std. Dev.	1.496	1.494	1.495	1.648	1.374	1.365	1.275	1.460	1.308	1.223	1.324	1.491	1.530	1.469	1.480	1.071	1.331	1.222	1.724	1.379
Std. Err.	0.043	0.044	0.128	0.149	0.107	0.100	0.109	0.136	0.128	0.093	0.139	0.077	0.104	0.094	0.091	0.050	0.053	0.123	0.154	0.064
Mild-tasting cigars are easier to smoke on an everyday basis																				
Mean	4.20	4.23	4.21	4.44	4.12	4.13	3.91	4.72	4.72	3.96	3.96	4.08	4.37	4.28	4.25	4.64	4.07	3.08	3.99	4.15
Std. Dev.	1.401	1.370	1.401	1.375	1.060	1.439	1.400	1.369	0.849	1.589	1.695	1.363	1.318	1.339	1.449	1.335	1.288	1.412	1.558	1.443
Std. Err.	0.040	0.041	0.119	0.123	0.082	0.105	0.122	0.127	0.083	0.122	0.179	0.070	0.090	0.086	0.089	0.062	0.051	0.142	0.137	0.067
My preferences have evolved over time towards stronger cigars																				
Mean	2.98	3.01	4.27	3.48	3.59	2.79	2.60	2.71	2.78	1.99	2.46	3.09	3.14	3.04	2.85	2.24	3.26	4.77	3.70	2.54
Std. Dev.	1.481	1.475	1.279	1.590	1.243	1.346	1.261	1.377	1.238	1.176	1.424	1.502	1.534	1.359	1.487	1.213	1.346	1.260	1.617	1.362
Std. Err.	0.043	0.044	0.108	0.143	0.096	0.098	0.108	0.128	0.121	0.090	0.149	0.077	0.104	0.087	0.091	0.056	0.054	0.127	0.142	0.063
My preferences have evolved over time towards more expensive cigars																				
Mean	3.35	3.38	4.73	3.81	4.27	3.34	3.21	2.37	3.32	2.01	3.00	3.48	3.44	3.38	3.17	2.94	3.54	4.13	3.99	2.92
Std. Dev.	1.564	1.551	1.193	1.445	1.009	1.402	1.404	1.294	1.411	1.208	1.612	1.465	1.601	1.601	1.594	1.526	1.503	1.523	1.611	1.556
Std. Err.	0.045	0.046	0.102	0.130	0.078	0.103	0.120	0.121	0.138	0.092	0.169	0.075	0.109	0.103	0.098	0.071	0.060	0.153	0.143	0.073
My preferences have evolved over time towards less expensive cigars																				
Mean	3.04	3.03	2.38	3.22	2.63	2.86	2.68	3.87	3.64	3.34	3.21	2.96	3.13	2.89	3.17	3.38	2.87	2.49	2.72	3.12
Std. Dev.	1.418	1.396	1.115	1.533	1.108	1.352	1.238	1.341	1.178	1.566	1.544	1.341	1.395	1.367	1.511	1.464	1.305	1.473	1.441	1.467
Std. Err.	0.041	0.041	0.095	0.138	0.086	0.099	0.107	0.125	0.115	0.120	0.161	0.068	0.095	0.089	0.093	0.068	0.052	0.149	0.128	0.068
I like to smoke a full-flavored cigar																				
Mean	4.28	4.32	5.16	4.77	4.57	4.45	3.64	4.28	4.03	3.66	3.92	4.13	4.37	4.40	4.44	3.75	4.54	5.27	4.86	3.89
Std. Dev.	1.376	1.339	0.950	1.146	0.930	1.241	1.296	1.478	1.259	1.547	1.632	1.330	1.385	1.368	1.290	1.438	1.163	1.077	1.261	1.492
Std. Err.	0.040	0.040	0.081	0.103	0.072	0.091	0.112	0.137	0.123	0.119	0.170	0.068	0.094	0.088	0.079	0.067	0.046	0.108	0.111	0.070
Strong cigars are too harsh for me																				
Mean	3.70	3.72	2.76	3.70	3.49	3.81	4.15	3.96	4.32	3.73	4.02	3.75	3.71	3.54	3.64	4.42	3.41	2.21	3.16	3.90
Std. Dev.	1.681	1.667	1.497	1.649	1.460	1.640	1.525	1.784	1.418	1.854	1.863	1.657	1.583	1.581	1.795	1.652	1.483	1.372	1.720	1.739
Std. Err.	0.048	0.049	0.127	0.149	0.113	0.120	0.131	0.166	0.138	0.141	0.194	0.085	0.108	0.102	0.110	0.077	0.059	0.139	0.152	0.081
Experienced cigar smokers smoke stronger cigars																				
Mean	2.97	2.99	3.39	3.02	3.11	2.79	3.12	2.86	3.61	2.37	2.89	3.04	3.05	3.00	2.85	2.93	2.96	3.41	2.90	2.96
Std. Dev.	1.463	1.460	1.550	1.483	1.262	1.306	1.404	1.462	1.375	1.546	1.760	1.477	1.408	1.406	1.420	1.507	1.396	1.573	1.552	1.525
Std. Err.	0.042	0.043	0.132	0.134	0.097	0.096	0.121	0.136	0.135	0.120	0.185	0.076	0.097	0.090	0.087	0.070	0.056	0.160	0.138	0.071

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017208

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
How Started Smoking																				
My father introduced me to smoking cigars																				
Mean	1.73	1.73	1.91	2.15	1.43	1.90	1.49	1.50	1.80	1.68	1.55	1.47	1.88	1.77	1.95	1.75	1.70	1.72	1.85	1.57
Std. Dev.	1.478	1.484	1.663	1.829	1.138	1.636	1.186	1.257	1.490	1.433	1.336	1.200	1.585	1.495	1.686	1.483	1.468	1.512	1.571	1.327
Std. Err.	0.043	0.044	0.142	0.164	0.088	0.120	0.102	0.118	0.145	0.110	0.140	0.062	0.108	0.095	0.103	0.069	0.058	0.152	0.138	0.062
A friend introduced me to smoking cigars																				
Mean	2.96	2.96	3.13	2.88	3.63	2.41	4.11	2.23	3.33	2.20	3.57	3.58	2.87	2.55	2.31	2.98	2.96	3.08	2.74	3.18
Std. Dev.	1.906	1.907	2.092	1.867	1.777	1.771	1.624	1.780	1.747	1.703	2.125	1.896	1.808	1.758	1.726	1.881	1.908	2.014	1.986	1.920
Std. Err.	0.055	0.056	0.177	0.168	0.137	0.129	0.140	0.167	0.170	0.130	0.223	0.097	0.124	0.113	0.107	0.088	0.076	0.202	0.175	0.090
I started smoking cigars before it became trendy																				
Mean	4.46	4.49	5.10	5.16	4.58	4.88	3.46	4.78	3.92	3.95	3.05	3.83	4.57	5.05	5.20	4.26	4.57	4.91	5.05	4.02
Std. Dev.	1.655	1.636	1.264	1.252	1.297	1.533	1.605	1.679	1.537	1.946	1.760	1.583	1.571	1.379	1.362	1.742	1.567	1.444	1.435	1.784
Std. Err.	0.048	0.048	0.107	0.112	0.100	0.112	0.138	0.156	0.151	0.149	0.184	0.081	0.107	0.088	0.083	0.081	0.062	0.146	0.126	0.083
Role of Tobacconist																				
When I go to the tobacconist, I feel like a kid in a candy store																				
Mean	3.10	3.12	4.86	4.06	3.86	3.15	2.26	1.99	3.27	1.64	2.72	3.10	3.27	3.19	3.00	2.76	3.27	3.71	3.92	2.56
Std. Dev.	1.703	1.698	1.246	1.489	1.245	1.548	1.333	1.267	1.552	1.036	1.818	1.658	1.716	1.668	1.717	1.666	1.647	1.853	1.771	1.564
Std. Err.	0.049	0.050	0.106	0.134	0.097	0.113	0.114	0.118	0.151	0.079	0.190	0.085	0.117	0.108	0.106	0.078	0.066	0.186	0.157	0.073
I have a close relationship with my tobacconist																				
Mean	1.92	1.94	3.27	2.37	1.88	2.04	1.38	1.59	1.86	1.22	1.77	1.88	1.93	1.97	1.97	1.77	1.95	2.41	2.64	1.56
Std. Dev.	1.288	1.282	1.463	1.410	1.005	1.306	0.886	1.025	1.164	0.650	1.293	1.227	1.381	1.263	1.291	1.207	1.264	1.539	1.555	1.086
Std. Err.	0.037	0.038	0.125	0.127	0.078	0.096	0.076	0.096	0.114	0.050	0.135	0.063	0.094	0.082	0.080	0.056	0.051	0.156	0.137	0.051
I trust my tobacconist																				
Mean	3.32	3.34	4.57	3.54	3.92	3.75	2.96	2.42	3.48	2.04	2.86	3.34	3.51	3.29	3.28	3.10	3.43	3.60	3.84	2.96
Std. Dev.	1.524	1.505	1.032	1.489	1.021	1.322	1.459	1.395	1.329	1.254	1.789	1.459	1.589	1.415	1.530	1.574	1.444	1.577	1.430	1.559
Std. Err.	0.044	0.045	0.088	0.135	0.079	0.097	0.126	0.130	0.130	0.096	0.186	0.075	0.109	0.092	0.095	0.074	0.058	0.159	0.126	0.074
All tobacconists are pretty much the same																				
Mean	3.07	3.07	2.48	3.31	2.79	2.85	3.37	3.18	3.41	3.37	3.15	3.05	3.20	2.94	3.08	3.25	2.95	2.91	2.95	3.25
Std. Dev.	1.396	1.383	1.218	1.477	1.204	1.376	1.303	1.361	1.319	1.495	1.547	1.312	1.414	1.436	1.393	1.388	1.366	1.450	1.452	1.392
Std. Err.	0.040	0.041	0.103	0.133	0.093	0.100	0.112	0.127	0.129	0.114	0.161	0.067	0.096	0.093	0.085	0.064	0.054	0.146	0.128	0.065
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke																				
Mean	3.28	3.30	4.43	3.69	3.89	3.68	2.73	2.33	3.56	2.06	2.91	3.27	3.47	3.33	3.23	3.13	3.41	3.34	3.71	2.94
Std. Dev.	1.615	1.602	1.204	1.526	1.214	1.468	1.427	1.543	1.544	1.332	1.749	1.583	1.673	1.563	1.579	1.642	1.558	1.727	1.593	1.655
Std. Err.	0.047	0.047	0.102	0.138	0.094	0.108	0.123	0.144	0.151	0.102	0.183	0.082	0.114	0.100	0.097	0.076	0.062	0.174	0.140	0.077

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017209

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars																				
Mean	2.93	2.95	4.41	3.23	3.63	3.47	2.25	1.93	2.80	1.69	2.43	2.98	3.11	2.89	2.90	2.70	3.06	3.18	3.41	2.40
Std. Dev.	1.661	1.657	1.284	1.566	1.323	1.571	1.434	1.350	1.535	1.167	1.681	1.648	1.616	1.648	1.679	1.677	1.619	1.637	1.721	1.593
Std. Err.	0.048	0.049	0.109	0.141	0.102	0.115	0.123	0.125	0.151	0.089	0.176	0.085	0.110	0.106	0.103	0.078	0.065	0.165	0.152	0.075
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions																				
Mean	2.71	2.73	4.28	2.98	3.42	3.13	2.28	1.70	2.50	1.40	2.48	2.72	3.00	2.68	2.55	2.48	2.83	2.95	3.17	2.19
Std. Dev.	1.641	1.640	1.367	1.533	1.393	1.640	1.453	1.144	1.520	0.837	1.743	1.641	1.648	1.657	1.559	1.639	1.609	1.644	1.678	1.506
Std. Err.	0.047	0.049	0.116	0.138	0.108	0.120	0.126	0.106	0.149	0.064	0.184	0.085	0.112	0.107	0.096	0.077	0.065	0.165	0.148	0.071
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink																				
Mean	2.38	2.40	3.70	2.61	2.90	2.62	1.99	1.52	2.24	1.48	2.18	2.57	2.46	2.30	2.16	2.24	2.44	2.54	2.65	1.99
Std. Dev.	1.552	1.550	1.573	1.581	1.462	1.559	1.352	0.949	1.369	1.076	1.589	1.630	1.614	1.455	1.406	1.564	1.522	1.527	1.585	1.422
Std. Err.	0.045	0.046	0.133	0.142	0.114	0.114	0.116	0.089	0.134	0.082	0.166	0.084	0.110	0.095	0.087	0.073	0.061	0.154	0.140	0.067
I wish the cigars displayed at a tobacconist were better organized																				
Mean	2.89	2.91	3.29	3.63	3.16	2.97	2.73	2.46	3.27	2.00	2.66	2.95	3.05	2.85	2.79	2.82	2.89	3.24	3.28	2.64
Std. Dev.	1.461	1.453	1.519	1.565	1.231	1.402	1.323	1.421	1.300	1.224	1.628	1.392	1.577	1.415	1.428	1.472	1.413	1.598	1.526	1.424
Std. Err.	0.042	0.043	0.129	0.142	0.096	0.103	0.114	0.133	0.128	0.093	0.171	0.072	0.108	0.091	0.088	0.069	0.057	0.161	0.135	0.067
I wish it were easier to select new cigars at the tobacconist without having to ask for help																				
Mean	3.25	3.28	3.49	3.46	3.64	3.37	3.10	2.91	3.75	2.65	3.11	3.28	3.47	3.15	3.22	3.26	3.30	3.07	2.94	3.15
Std. Dev.	1.553	1.539	1.395	1.564	1.313	1.432	1.485	1.691	1.561	1.617	1.787	1.500	1.494	1.539	1.587	1.583	1.528	1.487	1.566	1.655
Std. Err.	0.045	0.046	0.119	0.141	0.102	0.105	0.127	0.158	0.152	0.123	0.189	0.077	0.102	0.099	0.097	0.074	0.061	0.150	0.138	0.077
Perceptions Of Cigar Smokers																				
People who smoke cigars are more confident in themselves than non-smokers																				
Mean	2.56	2.58	3.44	3.45	2.68	2.09	1.93	2.66	3.27	1.74	2.59	2.41	2.53	2.62	2.75	2.45	2.60	2.90	3.03	2.26
Std. Dev.	1.458	1.460	1.504	1.489	1.314	1.223	1.171	1.456	1.354	1.079	1.556	1.372	1.453	1.484	1.514	1.419	1.461	1.529	1.597	1.352
Std. Err.	0.042	0.043	0.128	0.134	0.101	0.090	0.100	0.135	0.132	0.082	0.162	0.070	0.099	0.095	0.093	0.066	0.058	0.154	0.141	0.063
People who smoke cigars are more likely to have a good sense of humor than non-smokers																				
Mean	2.85	2.88	3.70	3.76	3.15	2.18	2.53	2.94	3.46	1.96	2.80	2.71	2.81	2.94	3.01	2.72	2.88	3.30	3.33	2.59
Std. Dev.	1.573	1.567	1.555	1.506	1.418	1.356	1.418	1.422	1.461	1.343	1.598	1.542	1.609	1.533	1.600	1.528	1.574	1.632	1.640	1.526
Std. Err.	0.045	0.046	0.132	0.136	0.109	0.099	0.122	0.133	0.143	0.103	0.167	0.079	0.109	0.099	0.098	0.071	0.063	0.165	0.146	0.071
People who smoke cigars are more open-minded than non-smokers																				
Mean	2.78	2.80	3.64	3.66	2.87	2.28	2.28	3.11	3.50	1.81	2.54	2.65	2.82	2.80	3.00	2.68	2.80	3.16	3.21	2.51
Std. Dev.	1.534	1.531	1.470	1.514	1.347	1.309	1.309	1.519	1.442	1.243	1.608	1.441	1.516	1.573	1.587	1.533	1.504	1.591	1.626	1.512
Std. Err.	0.044	0.045	0.125	0.137	0.104	0.096	0.112	0.142	0.141	0.095	0.169	0.074	0.103	0.101	0.098	0.072	0.060	0.161	0.144	0.071
People who smoke cigars are easy to talk to																				
Mean	3.01	3.03	3.88	3.91	3.26	2.55	2.50	3.40	3.40	1.96	2.77	2.95	3.05	3.01	3.13	2.87	3.07	3.28	3.72	2.65

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017210

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	1.415	1.412	1.268	1.414	1.160	1.266	1.177	1.323	1.253	1.151	1.491	1.347	1.410	1.416	1.488	1.420	1.386	1.477	1.495	1.342
Std. Err.	0.041	0.042	0.108	0.128	0.091	0.093	0.101	0.123	0.122	0.089	0.155	0.069	0.097	0.092	0.092	0.066	0.056	0.149	0.132	0.063
Cigar smoking is trendy today																				
Mean	4.45	4.50	5.18	4.85	5.11	4.38	4.90	4.09	4.25	3.34	4.21	4.56	4.55	4.48	4.30	4.24	4.55	4.94	4.88	4.24
Std. Dev.	1.501	1.459	1.058	1.075	0.892	1.555	1.251	1.387	1.364	1.729	1.859	1.371	1.487	1.506	1.522	1.583	1.440	1.150	1.335	1.623
Std. Err.	0.043	0.043	0.090	0.097	0.069	0.113	0.108	0.129	0.133	0.132	0.195	0.070	0.101	0.096	0.093	0.073	0.057	0.116	0.118	0.075
People smoke cigars primarily because they think it's a cool thing to do																				
Mean	3.13	3.15	3.37	3.07	3.65	2.87	3.88	2.40	3.47	2.56	3.24	3.21	3.31	3.08	2.90	3.13	3.09	3.48	3.28	3.18
Std. Dev.	1.566	1.553	1.538	1.494	1.345	1.651	1.313	1.325	1.407	1.605	1.812	1.480	1.637	1.545	1.533	1.628	1.511	1.574	1.521	1.627
Std. Err.	0.045	0.046	0.130	0.135	0.104	0.120	0.113	0.123	0.138	0.122	0.189	0.075	0.112	0.099	0.094	0.075	0.060	0.158	0.134	0.076
People who have just taken up cigar smoking recently are spoiling it for the rest of us																				
Mean	2.26	2.28	2.84	2.95	2.31	2.15	1.83	2.28	2.42	1.73	1.90	2.11	2.41	2.42	2.35	2.10	2.33	2.65	3.02	1.95
Std. Dev.	1.413	1.415	1.552	1.667	1.228	1.372	1.051	1.467	1.336	1.211	1.407	1.248	1.463	1.462	1.511	1.388	1.385	1.618	1.691	1.283
Std. Err.	0.041	0.042	0.132	0.150	0.095	0.100	0.090	0.138	0.130	0.093	0.148	0.064	0.100	0.093	0.093	0.065	0.055	0.163	0.149	0.060

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Cigar Segmentation

Q1 Section II. How long have you been smoking cigars?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	13	7	1	0	2	1	0	1	1	1	0	0	0	0	0	3	4	2	1	6
	1.1%	0.6%	0.7%	0.0%	1.2%	0.5%	0.0%	0.9%	1.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	2.0%	0.8%	1.3%
	100.0%	53.8%	7.7%	0.0%	15.4%	7.7%	0.0%	7.7%	7.7%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	23.1%	30.8%	15.4%	7.7%	46.2%
Total answering	1216	1141	138	124	166	187	136	115	104	171	92	388	218	247	271	471	634	97	129	462
	98.9%	99.4%	99.3%	100.0%	98.8%	99.5%	100.0%	99.1%	99.0%	99.4%	100.0%	100.0%	100.0%	100.0%	100.0%	99.4%	99.4%	98.0%	99.2%	98.7%
	100.0%	93.8%	11.3%	10.2%	13.7%	15.4%	11.2%	9.5%	8.6%	14.1%	7.6%	31.9%	17.9%	20.3%	22.3%	38.7%	52.1%	8.0%	10.6%	38.0%
0 to 2 months (.25)	10	5	0	0	0	0	1	0	1	3	10	0	0	0	0	5	2	0	0	8
	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.0%	1.8%	10.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.3%	0.0%	0.0%	1.7%
	100.0%	50.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	10.0%	30.0%	100.0%	0.0%	0.0%	0.0%	0.0%	50.0%	20.0%	0.0%	0.0%	80.0%
3 to 6 months (.50)	14	12	2	1	1	3	4	0	1	0	14	0	0	0	0	9	5	0	0	8
	1.2%	1.1%	1.4%	0.8%	0.6%	1.6%	2.9%	0.0%	1.0%	0.0%	15.2%	0.0%	0.0%	0.0%	0.0%	1.9%	0.8%	0.0%	0.0%	1.7%
	100.0%	85.7%	14.3%	7.1%	7.1%	21.4%	28.6%	0.0%	7.1%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	64.3%	35.7%	0.0%	0.0%	57.1%
7 to 11 months (.75)	20	20	1	3	1	1	3	2	4	5	20	0	0	0	0	11	9	0	0	11
	1.6%	1.8%	0.7%	2.4%	0.6%	0.5%	2.2%	1.7%	3.8%	2.9%	21.7%	0.0%	0.0%	0.0%	0.0%	2.3%	1.4%	0.0%	0.0%	2.4%
	100.0%	100.0%	5.0%	15.0%	5.0%	5.0%	15.0%	10.0%	20.0%	25.0%	100.0%	0.0%	0.0%	0.0%	0.0%	55.0%	45.0%	0.0%	0.0%	55.0%
1 year	48	48	1	4	4	3	16	5	7	8	48	0	0	0	0	22	24	1	2	31
	3.9%	4.2%	0.7%	3.2%	2.4%	1.6%	11.8%	4.3%	6.7%	4.7%	52.2%	0.0%	0.0%	0.0%	0.0%	4.7%	3.8%	1.0%	1.6%	6.7%
	100.0%	100.0%	2.1%	8.3%	8.3%	6.3%	33.3%	10.4%	14.6%	16.7%	100.0%	0.0%	0.0%	0.0%	0.0%	45.8%	50.0%	2.1%	4.2%	64.6%
2 years	107	101	7	5	22	18	26	7	9	7	0	107	0	0	0	51	50	5	6	53
	8.8%	8.9%	5.1%	4.0%	13.3%	9.6%	19.1%	6.1%	8.7%	4.1%	0.0%	27.6%	0.0%	0.0%	0.0%	10.8%	7.9%	5.2%	4.7%	11.5%
	100.0%	94.4%	6.5%	4.7%	20.6%	16.8%	24.3%	6.5%	8.4%	6.5%	0.0%	100.0%	0.0%	0.0%	0.0%	47.7%	46.7%	4.7%	5.6%	49.5%
3 years	89	83	11	5	15	10	17	1	10	14	0	89	0	0	0	40	38	11	9	35
	7.3%	7.3%	8.0%	4.0%	9.0%	5.3%	12.5%	0.9%	9.6%	8.2%	0.0%	22.9%	0.0%	0.0%	0.0%	8.5%	6.0%	11.3%	7.0%	7.6%
	100.0%	93.3%	12.4%	5.6%	16.9%	11.2%	19.1%	1.1%	11.2%	15.7%	0.0%	100.0%	0.0%	0.0%	0.0%	44.9%	42.7%	12.4%	10.1%	39.3%
4 years	59	57	11	4	9	4	9	4	4	12	0	59	0	0	0	21	32	5	6	23
	4.9%	5.0%	8.0%	3.2%	5.4%	2.1%	6.6%	3.5%	3.8%	7.0%	0.0%	15.2%	0.0%	0.0%	0.0%	4.5%	5.0%	5.2%	4.7%	5.0%
	100.0%	96.6%	18.6%	6.8%	15.3%	6.8%	15.3%	6.8%	6.8%	20.3%	0.0%	100.0%	0.0%	0.0%	0.0%	35.6%	54.2%	8.5%	10.2%	39.0%
5 years	88	82	10	8	22	8	15	6	6	7	0	88	0	0	0	38	43	6	7	31
	7.2%	7.2%	7.2%	6.5%	13.3%	4.3%	11.0%	5.2%	5.8%	4.1%	0.0%	22.7%	0.0%	0.0%	0.0%	8.1%	6.8%	6.2%	5.4%	6.7%
	100.0%	93.2%	11.4%	9.1%	25.0%	9.1%	17.0%	6.8%	6.8%	8.0%	0.0%	100.0%	0.0%	0.0%	0.0%	43.2%	48.9%	6.8%	8.0%	35.2%
6 years	45	42	10	3	5	9	3	4	2	6	0	45	0	0	0	18	23	4	8	19
	3.7%	3.7%	7.2%	2.4%	3.0%	4.8%	2.2%	3.5%	1.9%	3.5%	0.0%	11.6%	0.0%	0.0%	0.0%	3.8%	3.6%	4.1%	6.2%	4.1%
	100.0%	93.3%	22.2%	6.7%	11.1%	20.0%	6.7%	8.9%	4.4%	13.3%	0.0%	100.0%	0.0%	0.0%	0.0%	40.0%	51.1%	8.9%	17.8%	42.2%
7 years	39	37	2	6	10	4	3	3	6	3	0	0	39	0	0	10	26	1	3	9
	3.2%	3.2%	1.4%	4.8%	6.0%	2.1%	2.2%	2.6%	5.8%	1.8%	0.0%	0.0%	17.9%	0.0%	0.0%	2.1%	4.1%	1.0%	2.3%	1.9%
	100.0%	94.9%	5.1%	15.4%	25.6%	10.3%	7.7%	7.7%	15.4%	7.7%	0.0%	0.0%	100.0%	0.0%	0.0%	25.6%	66.7%	2.6%	7.7%	23.1%
8 years	37	36	10	4	3	3	4	6	3	3	0	0	37	0	0	9	25	3	7	9
	3.0%	3.2%	7.2%	3.2%	1.8%	1.6%	2.9%	5.2%	2.9%	1.8%	0.0%	0.0%	17.0%	0.0%	0.0%	1.9%	3.9%	3.1%	5.4%	1.9%
	100.0%	97.3%	27.0%	10.8%	8.1%	8.1%	10.8%	16.2%	8.1%	8.1%	0.0%	0.0%	100.0%	0.0%	0.0%	24.3%	67.6%	8.1%	18.9%	24.3%

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Cigar Segmentation

Q1 Section II. How long have you been smoking cigars?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
9 years	26	25	2	3	2	6	1	1	5	5	0	0	26	0	0	9	13	3	2	9
	2.1%	2.2%	1.4%	2.4%	1.2%	3.2%	0.7%	0.9%	4.8%	2.9%	0.0%	0.0%	11.9%	0.0%	0.0%	1.9%	2.1%	3.1%	1.6%	1.9%
	100.0%	96.2%	7.7%	11.5%	7.7%	23.1%	3.8%	3.8%	19.2%	19.2%	0.0%	0.0%	100.0%	0.0%	0.0%	34.6%	50.0%	11.5%	7.7%	34.6%
10 years	110	103	15	8	14	19	16	6	11	14	0	0	110	0	0	45	58	5	8	45
	9.0%	9.0%	10.9%	6.5%	8.4%	10.2%	11.8%	5.2%	10.6%	8.2%	0.0%	0.0%	50.5%	0.0%	0.0%	9.6%	9.1%	5.2%	6.2%	9.7%
	100.0%	93.6%	13.6%	7.3%	12.7%	17.3%	14.5%	5.5%	10.0%	12.7%	0.0%	0.0%	100.0%	0.0%	0.0%	40.9%	52.7%	4.5%	7.3%	40.9%
11 years	6	6	0	1	1	0	1	2	1	0	0	0	6	0	0	0	5	1	0	1
	0.5%	0.5%	0.0%	0.8%	0.6%	0.0%	0.7%	1.7%	1.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.8%	1.0%	0.0%	0.2%
	100.0%	100.0%	0.0%	16.7%	16.7%	0.0%	16.7%	33.3%	16.7%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	83.3%	16.7%	0.0%	16.7%
12-15 years (13.5)	116	111	16	14	20	20	6	10	10	15	0	0	0	116	0	37	65	14	16	40
	9.5%	9.7%	11.6%	11.3%	12.0%	10.7%	4.4%	8.7%	9.6%	8.8%	0.0%	0.0%	0.0%	47.0%	0.0%	7.9%	10.3%	14.4%	12.4%	8.7%
	100.0%	95.7%	13.8%	12.1%	17.2%	17.2%	5.2%	8.6%	8.6%	12.9%	0.0%	0.0%	0.0%	100.0%	0.0%	31.9%	56.0%	12.1%	13.8%	34.5%
16-20 years (18)	131	121	12	16	17	24	6	16	9	21	0	0	0	131	0	46	74	11	12	52
	10.8%	10.6%	8.7%	12.9%	10.2%	12.8%	4.4%	13.9%	8.7%	12.3%	0.0%	0.0%	0.0%	53.0%	0.0%	9.8%	11.7%	11.3%	9.3%	11.3%
	100.0%	92.4%	9.2%	12.2%	13.0%	18.3%	4.6%	12.2%	6.9%	16.0%	0.0%	0.0%	0.0%	100.0%	0.0%	35.1%	56.5%	8.4%	9.2%	39.7%
21-30 years (25)	144	134	15	18	15	24	2	21	7	32	0	0	0	0	144	56	77	10	18	43
	11.8%	11.7%	10.9%	14.5%	9.0%	12.8%	1.5%	18.3%	6.7%	18.7%	0.0%	0.0%	0.0%	0.0%	53.1%	11.9%	12.1%	10.3%	14.0%	9.3%
	100.0%	93.1%	10.4%	12.5%	10.4%	16.7%	1.4%	14.6%	4.9%	22.2%	0.0%	0.0%	0.0%	0.0%	100.0%	38.9%	53.5%	6.9%	12.5%	29.9%
More than 30 years (35)	127	118	13	21	5	31	3	21	8	16	0	0	0	0	127	44	65	17	25	35
	10.4%	10.3%	9.4%	16.9%	3.0%	16.6%	2.2%	18.3%	7.7%	9.4%	0.0%	0.0%	0.0%	0.0%	46.9%	9.3%	10.3%	17.5%	19.4%	7.6%
	100.0%	92.9%	10.2%	16.5%	3.9%	24.4%	2.4%	16.5%	6.3%	12.6%	0.0%	0.0%	0.0%	0.0%	100.0%	34.6%	51.2%	13.4%	19.7%	27.6%
Mean	12.70	12.65	12.52	15.80	10.00	15.32	6.10	16.84	10.58	13.79	0.79	3.68	9.03	15.89	29.69	11.85	13.05	15.14	16.12	10.97
Std. Dev.	10.632	10.594	10.032	11.368	8.361	11.372	6.673	11.510	9.753	10.714	0.262	1.387	1.227	2.250	4.999	10.644	10.437	11.430	11.647	10.098
Std. Err.	0.305	0.314	0.854	1.021	0.649	0.832	0.572	1.073	0.956	0.819	0.027	0.070	0.083	0.143	0.304	0.490	0.415	1.161	1.025	0.470

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Cigar Segmentation

Q2 Section II. How frequently do you smoke cigars?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	14	8	1	0	1	1	1	1	1	2	0	3	0	2	1	2	7	1	2	4
	1.1%	0.7%	0.7%	0.0%	0.6%	0.5%	0.7%	0.9%	1.0%	1.2%	0.0%	0.8%	0.0%	0.8%	0.4%	0.4%	1.1%	1.0%	1.5%	0.9%
	100.0%	57.1%	7.1%	0.0%	7.1%	7.1%	7.1%	7.1%	7.1%	14.3%	0.0%	21.4%	0.0%	14.3%	7.1%	14.3%	50.0%	7.1%	14.3%	28.6%
Total answering	1215	1140	138	124	167	187	135	115	104	170	92	385	218	245	270	472	631	98	128	464
	98.9%	99.3%	99.3%	100.0%	99.4%	99.5%	99.3%	99.1%	99.0%	98.8%	100.0%	99.2%	100.0%	99.2%	99.6%	99.6%	98.9%	99.0%	98.5%	99.1%
	100.0%	93.8%	11.4%	10.2%	13.7%	15.4%	11.1%	9.5%	8.6%	14.0%	7.6%	31.7%	17.9%	20.2%	22.2%	38.8%	51.9%	8.1%	10.5%	38.2%
Net - Once a month or more	979	930	135	121	138	155	60	115	77	129	68	310	175	194	229	372	511	89	123	315
	80.6%	81.6%	97.8%	97.6%	82.6%	82.9%	44.4%	100.0%	74.0%	75.9%	73.9%	80.5%	80.3%	79.2%	84.8%	78.8%	81.0%	90.8%	96.1%	67.9%
	100.0%	95.0%	13.8%	12.4%	14.1%	15.8%	6.1%	11.7%	7.9%	13.2%	6.9%	31.7%	17.9%	19.8%	23.4%	38.0%	52.2%	9.1%	12.6%	32.2%
Subnet - Once a Week or more	593	560	113	96	46	78	5	111	41	70	38	178	108	118	149	221	305	61	99	145
	48.8%	49.1%	81.9%	77.4%	27.5%	41.7%	3.7%	96.5%	39.4%	41.2%	41.3%	46.2%	49.5%	48.2%	55.2%	46.8%	48.3%	62.2%	77.3%	31.3%
	100.0%	94.4%	19.1%	16.2%	7.8%	13.2%	0.8%	18.7%	6.9%	11.8%	6.4%	30.0%	18.2%	19.9%	25.1%	37.3%	51.4%	10.3%	16.7%	24.5%
Subsubnet - Once a day or more	228	211	30	46	3	17	1	84	9	21	13	63	37	48	67	97	101	24	46	58
	18.8%	18.5%	21.7%	37.1%	1.8%	9.1%	0.7%	73.0%	8.7%	12.4%	14.1%	16.4%	17.0%	19.6%	24.8%	20.6%	16.0%	24.5%	35.9%	12.5%
	100.0%	92.5%	13.2%	20.2%	1.3%	7.5%	0.4%	36.8%	3.9%	9.2%	5.7%	27.6%	16.2%	21.1%	29.4%	42.5%	44.3%	10.5%	20.2%	25.4%
More than once a day (60)	167	153	17	30	0	11	0	76	5	14	8	42	25	39	53	75	73	15	30	47
	13.7%	13.4%	12.3%	24.2%	0.0%	5.9%	0.0%	66.1%	4.8%	8.2%	8.7%	10.9%	11.5%	15.9%	19.6%	15.9%	11.6%	15.3%	23.4%	10.1%
	100.0%	91.6%	10.2%	18.0%	0.0%	6.6%	0.0%	45.5%	3.0%	8.4%	4.8%	25.1%	15.0%	23.4%	31.7%	44.9%	43.7%	9.0%	18.0%	28.1%
Once a day (30)	61	58	13	16	3	6	1	8	4	7	5	21	12	9	14	22	28	9	16	11
	5.0%	5.1%	9.4%	12.9%	1.8%	3.2%	0.7%	7.0%	3.8%	4.1%	5.4%	5.5%	5.5%	3.7%	5.2%	4.7%	4.4%	9.2%	12.5%	2.4%
	100.0%	95.1%	21.3%	26.2%	4.9%	9.8%	1.6%	13.1%	6.6%	11.5%	8.2%	34.4%	19.7%	14.8%	23.0%	36.1%	45.9%	14.8%	26.2%	18.0%
5-6 times a week (22)	72	68	16	12	4	10	0	9	6	11	5	12	20	15	18	25	40	7	13	24
	5.9%	6.0%	11.6%	9.7%	2.4%	5.3%	0.0%	7.8%	5.8%	6.5%	5.4%	3.1%	9.2%	6.1%	6.7%	5.3%	6.3%	7.1%	10.2%	5.2%
	100.0%	94.4%	22.2%	16.7%	5.6%	13.9%	0.0%	12.5%	8.3%	15.3%	6.9%	16.7%	27.8%	20.8%	25.0%	34.7%	55.6%	9.7%	18.1%	33.3%
2-4 times a week (12)	200	190	55	28	18	32	3	14	18	22	12	61	38	45	44	63	116	21	27	39
	16.5%	16.7%	39.9%	22.6%	10.8%	17.1%	2.2%	12.2%	17.3%	12.9%	13.0%	15.8%	17.4%	18.4%	16.3%	13.3%	18.4%	21.4%	21.1%	8.4%
	100.0%	95.0%	27.5%	14.0%	9.0%	16.0%	1.5%	7.0%	9.0%	11.0%	6.0%	30.5%	19.0%	22.5%	22.0%	31.5%	58.0%	10.5%	13.5%	19.5%
Once a week (4)	93	91	12	10	21	19	1	4	8	16	8	42	13	10	20	36	48	9	13	24
	7.7%	8.0%	8.7%	8.1%	12.6%	10.2%	0.7%	3.5%	7.7%	9.4%	8.7%	10.9%	6.0%	4.1%	7.4%	7.6%	7.6%	9.2%	10.2%	5.2%
	100.0%	97.8%	12.9%	10.8%	22.6%	20.4%	1.1%	4.3%	8.6%	17.2%	8.6%	45.2%	14.0%	10.8%	21.5%	38.7%	51.6%	9.7%	14.0%	25.8%
2-4 times a month (3)	215	203	17	16	52	48	23	3	13	31	15	70	30	46	53	84	118	13	16	86
	17.7%	17.8%	12.3%	12.9%	31.1%	25.7%	17.0%	2.6%	12.5%	18.2%	16.3%	18.2%	13.8%	18.8%	19.6%	17.8%	18.7%	13.3%	12.5%	18.5%
	100.0%	94.4%	7.9%	7.4%	24.2%	22.3%	10.7%	1.4%	6.0%	14.4%	7.0%	32.6%	14.0%	21.4%	24.7%	39.1%	54.9%	6.0%	7.4%	40.0%
Once a month (1)	171	167	5	9	40	29	32	1	23	28	15	62	37	30	27	67	88	15	8	84
	14.1%	14.6%	3.6%	7.3%	24.0%	15.5%	23.7%	0.9%	22.1%	16.5%	16.3%	16.1%	17.0%	12.2%	10.0%	14.2%	13.9%	15.3%	6.3%	18.1%
	100.0%	97.7%	2.9%	5.3%	23.4%	17.0%	18.7%	0.6%	13.5%	16.4%	8.8%	36.3%	21.6%	17.5%	15.8%	39.2%	51.5%	8.8%	4.7%	49.1%
2-4 times a year (.5)	193	178	3	3	28	25	62	0	24	33	15	63	38	45	31	83	101	8	5	117
	15.9%	15.6%	2.2%	2.4%	16.8%	13.4%	45.9%	0.0%	23.1%	19.4%	16.3%	16.4%	17.4%	18.4%	11.5%	17.6%	16.0%	8.2%	3.9%	25.2%
	100.0%	92.2%	1.6%	1.6%	14.5%	13.0%	32.1%	0.0%	12.4%	17.1%	7.8%	32.6%	19.7%	23.3%	16.1%	43.0%	52.3%	4.1%	2.6%	60.6%

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Cigar Segmentation

Q2 Section II. How frequently do you smoke cigars?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Once a year or less (.25)	43	32	0	0	1	7	13	0	3	8	9	12	5	6	10	17	19	1	0	32
	3.5%	2.8%	0.0%	0.0%	0.6%	3.7%	9.6%	0.0%	2.9%	4.7%	9.8%	3.1%	2.3%	2.4%	3.7%	3.6%	3.0%	1.0%	0.0%	6.9%
	100.0%	74.4%	0.0%	0.0%	2.3%	16.3%	30.2%	0.0%	7.0%	18.6%	20.9%	27.9%	11.6%	14.0%	23.3%	39.5%	44.2%	2.3%	0.0%	74.4%
Mean	14.10	13.98	18.32	24.02	4.12	9.13	1.52	45.15	8.41	10.35	10.71	12.00	13.56	15.15	17.81	14.78	12.97	17.04	23.44	10.02
Std. Dev.	19.924	19.746	17.639	22.271	5.620	14.597	3.104	21.533	13.939	16.774	17.279	18.443	18.765	20.903	22.291	21.082	18.684	20.389	22.203	18.059
Std. Err.	0.572	0.585	1.501	2.000	0.435	1.067	0.267	2.008	1.367	1.287	1.801	0.940	1.271	1.335	1.357	0.970	0.744	2.060	1.962	0.838

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Cigar Segmentation

Q3 Section II. On average, how many cigars do you smoke a week?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	19	13	1	1	1	4	1	2	0	3	0	3	1	2	5	5	9	1	4	5
	1.5%	1.1%	0.7%	0.8%	0.6%	2.1%	0.7%	1.7%	0.0%	1.7%	0.0%	0.8%	0.5%	0.8%	1.8%	1.1%	1.4%	1.0%	3.1%	1.1%
	100.0%	68.4%	5.3%	5.3%	5.3%	21.1%	5.3%	10.5%	0.0%	15.8%	0.0%	15.8%	5.3%	10.5%	26.3%	26.3%	47.4%	5.3%	21.1%	26.3%
Total answering	1210	1135	138	123	167	184	135	114	105	169	92	385	217	245	266	469	629	98	126	463
	98.5%	98.9%	99.3%	99.2%	99.4%	97.9%	99.3%	98.3%	100.0%	98.3%	100.0%	99.2%	99.5%	99.2%	98.2%	98.9%	98.6%	99.0%	96.9%	98.9%
	100.0%	93.8%	11.4%	10.2%	13.8%	15.2%	11.2%	9.4%	8.7%	14.0%	7.6%	31.8%	17.9%	20.2%	22.0%	38.8%	52.0%	8.1%	10.4%	38.3%
Less than 1 (.5)	530	496	16	17	111	83	123	2	55	89	46	183	95	110	93	216	272	34	24	284
	43.8%	43.7%	11.6%	13.8%	66.5%	45.1%	91.1%	1.8%	52.4%	52.7%	50.0%	47.5%	43.8%	44.9%	35.0%	46.1%	43.2%	34.7%	19.0%	61.3%
	100.0%	93.6%	3.0%	3.2%	20.9%	15.7%	23.2%	0.4%	10.4%	16.8%	8.7%	34.5%	17.9%	20.8%	17.5%	40.8%	51.3%	6.4%	4.5%	53.6%
1	104	98	10	10	24	22	8	0	7	17	10	37	18	18	21	33	66	5	11	38
	8.6%	8.6%	7.2%	8.1%	14.4%	12.0%	5.9%	0.0%	6.7%	10.1%	10.9%	9.6%	8.3%	7.3%	7.9%	7.0%	10.5%	5.1%	8.7%	8.2%
	100.0%	94.2%	9.6%	9.6%	23.1%	21.2%	7.7%	0.0%	6.7%	16.3%	9.6%	35.6%	17.3%	17.3%	20.2%	31.7%	63.5%	4.8%	10.6%	36.5%
2	85	81	21	10	9	19	0	6	8	8	5	36	10	9	25	35	39	11	10	24
	7.0%	7.1%	15.2%	8.1%	5.4%	10.3%	0.0%	5.3%	7.6%	4.7%	5.4%	9.4%	4.6%	3.7%	9.4%	7.5%	6.2%	11.2%	7.9%	5.2%
	100.0%	95.3%	24.7%	11.8%	10.6%	22.4%	0.0%	7.1%	9.4%	9.4%	5.9%	42.4%	11.8%	10.6%	29.4%	41.2%	45.9%	12.9%	11.8%	28.2%
3	72	69	19	8	9	11	1	3	9	9	4	26	16	16	10	25	42	5	7	13
	6.0%	6.1%	13.8%	6.5%	5.4%	6.0%	0.7%	2.6%	8.6%	5.3%	4.3%	6.8%	7.4%	6.5%	3.8%	5.3%	6.7%	5.1%	5.6%	2.8%
	100.0%	95.8%	26.4%	11.1%	12.5%	15.3%	1.4%	4.2%	12.5%	12.5%	5.6%	36.1%	22.2%	22.2%	13.9%	34.7%	58.3%	6.9%	9.7%	18.1%
4	71	67	14	12	6	12	1	7	9	6	7	14	14	20	16	19	42	9	10	16
	5.9%	5.9%	10.1%	9.8%	3.6%	6.5%	0.7%	6.1%	8.6%	3.6%	7.6%	3.6%	6.5%	8.2%	6.0%	4.1%	6.7%	9.2%	7.9%	3.5%
	100.0%	94.4%	19.7%	16.9%	8.5%	16.9%	1.4%	9.9%	12.7%	8.5%	9.9%	19.7%	19.7%	28.2%	22.5%	26.8%	59.2%	12.7%	14.1%	22.5%
5	58	55	11	10	2	11	0	6	4	11	4	13	11	14	16	29	26	3	9	13
	4.8%	4.8%	8.0%	8.1%	1.2%	6.0%	0.0%	5.3%	3.8%	6.5%	4.3%	3.4%	5.1%	5.7%	6.0%	6.2%	4.1%	3.1%	7.1%	2.8%
	100.0%	94.8%	19.0%	17.2%	3.4%	19.0%	0.0%	10.3%	6.9%	19.0%	6.9%	22.4%	19.0%	24.1%	27.6%	50.0%	44.8%	5.2%	15.5%	22.4%
6	39	36	6	8	3	8	1	5	0	5	2	10	9	5	13	14	21	4	8	7
	3.2%	3.2%	4.3%	6.5%	1.8%	4.3%	0.7%	4.4%	0.0%	3.0%	2.2%	2.6%	4.1%	2.0%	4.9%	3.0%	3.3%	4.1%	6.3%	1.5%
	100.0%	92.3%	15.4%	20.5%	7.7%	20.5%	2.6%	12.8%	0.0%	12.8%	5.1%	25.6%	23.1%	12.8%	33.3%	35.9%	53.8%	10.3%	20.5%	17.9%
7	36	34	9	7	1	5	1	5	2	4	2	11	7	7	9	10	23	3	6	8
	3.0%	3.0%	6.5%	5.7%	0.6%	2.7%	0.7%	4.4%	1.9%	2.4%	2.2%	2.9%	3.2%	2.9%	3.4%	2.1%	3.7%	3.1%	4.8%	1.7%
	100.0%	94.4%	25.0%	19.4%	2.8%	13.9%	2.8%	13.9%	5.6%	11.1%	5.6%	30.6%	19.4%	19.4%	25.0%	27.8%	63.9%	8.3%	16.7%	22.2%
8	13	12	2	1	1	3	0	4	0	1	0	6	2	1	4	3	7	2	4	2
	1.1%	1.1%	1.4%	0.8%	0.6%	1.6%	0.0%	3.5%	0.0%	0.6%	0.0%	1.6%	0.9%	0.4%	1.5%	0.6%	1.1%	2.0%	3.2%	0.4%
	100.0%	92.3%	15.4%	7.7%	7.7%	23.1%	0.0%	30.8%	0.0%	7.7%	0.0%	46.2%	15.4%	7.7%	30.8%	23.1%	53.8%	15.4%	30.8%	15.4%
9	14	13	5	3	0	0	0	1	2	2	0	3	3	4	4	3	8	3	6	4
	1.2%	1.1%	3.6%	2.4%	0.0%	0.0%	0.0%	0.9%	1.9%	1.2%	0.0%	0.8%	1.4%	1.6%	1.5%	0.6%	1.3%	3.1%	4.8%	0.9%
	100.0%	92.9%	35.7%	21.4%	0.0%	0.0%	0.0%	7.1%	14.3%	14.3%	0.0%	21.4%	21.4%	28.6%	28.6%	21.4%	57.1%	21.4%	42.9%	28.6%
10	35	31	7	7	1	3	0	6	3	4	3	10	5	8	8	15	14	5	6	11
	2.9%	2.7%	5.1%	5.7%	0.6%	1.6%	0.0%	5.3%	2.9%	2.4%	3.3%	2.6%	2.3%	3.3%	3.0%	3.2%	2.2%	5.1%	4.8%	2.4%
	100.0%	88.6%	20.0%	20.0%	2.9%	8.6%	0.0%	17.1%	8.6%	11.4%	8.6%	28.6%	14.3%	22.9%	22.9%	42.9%	40.0%	14.3%	17.1%	31.4%

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Cigar Segmentation

Q3 Section II. On average, how many cigars do you smoke a week?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
11	2	2	1	1	0	0	0	0	0	0	0	0	1	1	0	0	2	0	0	0
	0.2%	0.2%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
	100.0%	100.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
12	12	11	3	3	0	0	0	3	1	1	2	2	1	4	3	2	8	2	3	3
	1.0%	1.0%	2.2%	2.4%	0.0%	0.0%	0.0%	2.6%	1.0%	0.6%	2.2%	0.5%	0.5%	1.6%	1.1%	0.4%	1.3%	2.0%	2.4%	0.6%
	100.0%	91.7%	25.0%	25.0%	0.0%	0.0%	0.0%	25.0%	8.3%	8.3%	16.7%	16.7%	8.3%	33.3%	25.0%	16.7%	66.7%	16.7%	25.0%	25.0%
13	3	3	1	0	0	1	0	1	0	0	0	1	1	0	1	1	1	0	0	1
	0.2%	0.3%	0.7%	0.0%	0.0%	0.5%	0.0%	0.9%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%	0.4%	0.2%	0.2%	0.0%	0.0%	0.2%
	100.0%	100.0%	33.3%	0.0%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	33.3%	33.3%	33.3%	0.0%	0.0%	33.3%
14	24	23	1	5	0	3	0	7	2	5	1	9	4	3	7	9	13	1	4	7
	2.0%	2.0%	0.7%	4.1%	0.0%	1.6%	0.0%	6.1%	1.9%	3.0%	1.1%	2.3%	1.8%	1.2%	2.6%	1.9%	2.1%	1.0%	3.2%	1.5%
	100.0%	95.8%	4.2%	20.8%	0.0%	12.5%	0.0%	29.2%	8.3%	20.8%	4.2%	37.5%	16.7%	12.5%	29.2%	37.5%	54.2%	4.2%	16.7%	29.2%
15-19 (17)	34	34	7	10	0	0	0	13	1	3	3	13	4	6	8	16	15	3	6	9
	2.8%	3.0%	5.1%	8.1%	0.0%	0.0%	0.0%	11.4%	1.0%	1.8%	3.3%	3.4%	1.8%	2.4%	3.0%	3.4%	2.4%	3.1%	4.8%	1.9%
	100.0%	100.0%	20.6%	29.4%	0.0%	0.0%	0.0%	38.2%	2.9%	8.8%	8.8%	38.2%	11.8%	17.6%	23.5%	47.1%	44.1%	8.8%	17.6%	26.5%
20-24 (22)	23	22	1	6	0	2	0	10	1	2	0	3	6	5	9	10	11	2	4	5
	1.9%	1.9%	0.7%	4.9%	0.0%	1.1%	0.0%	8.8%	1.0%	1.2%	0.0%	0.8%	2.8%	2.0%	3.4%	2.1%	1.7%	2.0%	3.2%	1.1%
	100.0%	95.7%	4.3%	26.1%	0.0%	8.7%	0.0%	43.5%	4.3%	8.7%	0.0%	13.0%	26.1%	21.7%	39.1%	43.5%	47.8%	8.7%	17.4%	21.7%
25-29 (27)	11	11	1	2	0	1	0	6	0	1	1	1	4	1	4	6	4	1	2	3
	0.9%	1.0%	0.7%	1.6%	0.0%	0.5%	0.0%	5.3%	0.0%	0.6%	1.1%	0.3%	1.8%	0.4%	1.5%	1.3%	0.6%	1.0%	1.6%	0.6%
	100.0%	100.0%	9.1%	18.2%	0.0%	9.1%	0.0%	54.5%	0.0%	9.1%	9.1%	9.1%	36.4%	9.1%	36.4%	54.5%	36.4%	9.1%	18.2%	27.3%
30+ (35)	44	37	3	3	0	0	0	29	1	1	2	7	6	13	15	23	15	5	6	15
	3.6%	3.3%	2.2%	2.4%	0.0%	0.0%	0.0%	25.4%	1.0%	0.6%	2.2%	1.8%	2.8%	5.3%	5.6%	4.9%	2.4%	5.1%	4.8%	3.2%
	100.0%	84.1%	6.8%	6.8%	0.0%	0.0%	0.0%	65.9%	2.3%	2.3%	4.5%	15.9%	13.6%	29.5%	34.1%	52.3%	34.1%	11.4%	13.6%	34.1%
Mean	4.84	4.76	5.83	7.65	1.21	2.72	0.66	17.64	2.95	3.23	3.75	3.72	4.84	5.25	6.37	5.30	4.30	5.95	7.39	3.61
Std. Dev.	7.832	7.654	6.502	7.827	1.538	3.913	0.817	12.146	4.961	5.273	6.626	6.236	7.674	8.574	9.177	8.708	6.891	8.608	8.600	7.300
Std. Err.	0.225	0.227	0.553	0.706	0.119	0.288	0.070	1.138	0.484	0.406	0.691	0.318	0.521	0.548	0.563	0.402	0.275	0.870	0.766	0.339

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Cigar Segmentation

Q4 Section II. On average, do you smoke cigars more or less often than you did a year ago?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	12	7	1	1	1	1	0	1	1	1	1	3	0	0	0	3	3	2	1	4
	1.0%	0.6%	0.7%	0.8%	0.6%	0.5%	0.0%	0.9%	1.0%	0.6%	1.1%	0.8%	0.0%	0.0%	0.0%	0.6%	0.5%	2.0%	0.8%	0.9%
	100.0%	58.3%	8.3%	8.3%	8.3%	8.3%	0.0%	8.3%	8.3%	8.3%	8.3%	25.0%	0.0%	0.0%	0.0%	25.0%	25.0%	16.7%	8.3%	33.3%
Total answering	1217	1141	138	123	167	187	136	115	104	171	91	385	218	247	271	471	635	97	129	464
	99.0%	99.4%	99.3%	99.2%	99.4%	99.5%	100.0%	99.1%	99.0%	99.4%	98.9%	99.2%	100.0%	100.0%	100.0%	99.4%	99.5%	98.0%	99.2%	99.1%
	100.0%	93.8%	11.3%	10.1%	13.7%	15.4%	11.2%	9.4%	8.5%	14.1%	7.5%	31.6%	17.9%	20.3%	22.3%	38.7%	52.2%	8.0%	10.6%	38.1%
More often	255	245	48	27	39	26	32	26	27	20	47	96	46	33	33	100	131	20	37	90
	21.0%	21.5%	34.8%	22.0%	23.4%	13.9%	23.5%	22.6%	26.0%	11.7%	51.6%	24.9%	21.1%	13.4%	12.2%	21.2%	20.6%	20.6%	28.7%	19.4%
	100.0%	96.1%	18.8%	10.6%	15.3%	10.2%	12.5%	10.2%	10.6%	7.8%	18.4%	37.6%	18.0%	12.9%	12.9%	39.2%	51.4%	7.8%	14.5%	35.3%
Less often	224	203	15	24	30	44	29	7	18	36	16	77	32	51	48	90	110	20	18	95
	18.4%	17.8%	10.9%	19.5%	18.0%	23.5%	21.3%	6.1%	17.3%	21.1%	17.6%	20.0%	14.7%	20.6%	17.7%	19.1%	17.3%	20.6%	14.0%	20.5%
	100.0%	90.6%	6.7%	10.7%	13.4%	19.6%	12.9%	3.1%	8.0%	16.1%	7.1%	34.4%	14.3%	22.8%	21.4%	40.2%	49.1%	8.9%	8.0%	42.4%
About the same	738	693	75	72	98	117	75	82	59	115	28	212	140	163	190	281	394	57	74	279
	60.6%	60.7%	54.3%	58.5%	58.7%	62.6%	55.1%	71.3%	56.7%	67.3%	30.8%	55.1%	64.2%	66.0%	70.1%	59.7%	62.0%	58.8%	57.4%	60.1%
	100.0%	93.9%	10.2%	9.8%	13.3%	15.9%	10.2%	11.1%	8.0%	15.6%	3.8%	28.7%	19.0%	22.1%	25.7%	38.1%	53.4%	7.7%	10.0%	37.8%

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Cigar Segmentation

Q5 Section II. Do you smoke cigars . . . ?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
No answer	23 1.9% 100.0%	13 1.1% 56.5%	2 1.4% 8.7%	1 0.8% 4.3%	1 0.6% 4.3%	1 0.5% 4.3%	1 0.7% 4.3%	3 2.6% 13.0%	1 1.0% 4.3%	3 1.7% 13.0%	3 3.3% 13.0%	4 1.0% 17.4%	5 2.3% 21.7%	1 0.4% 4.3%	2 0.7% 8.7%	5 1.1% 21.7%	8 1.3% 34.8%	1 1.0% 4.3%	3 2.3% 13.0%	12 2.6% 52.2%
Total answering	1206 98.1% 100.0%	1135 98.9% 94.1%	137 98.6% 11.4%	123 99.2% 10.2%	167 99.4% 13.8%	187 99.5% 15.5%	135 99.3% 11.2%	113 97.4% 9.4%	104 99.0% 8.6%	169 98.3% 14.0%	89 96.7% 7.4%	384 99.0% 31.8%	213 97.7% 17.7%	246 99.6% 20.4%	269 99.3% 22.3%	469 98.9% 38.9%	630 98.7% 52.2%	98 99.0% 8.1%	127 97.7% 10.5%	456 97.4% 37.8%
Mainly on weekdays	53 4.4% 100.0%	51 4.5% 96.2%	3 2.2% 5.7%	6 4.9% 11.3%	8 4.8% 15.1%	7 3.7% 13.2%	6 4.4% 11.3%	4 3.5% 7.5%	6 5.8% 11.3%	11 6.5% 20.8%	5 5.6% 9.4%	19 4.9% 35.8%	7 3.3% 13.2%	9 3.7% 17.0%	12 4.5% 22.6%	25 5.3% 47.2%	22 3.5% 41.5%	6 6.1% 11.3%	6 4.7% 11.3%	23 5.0% 43.4%
Mainly on weekends	450 37.3% 100.0%	432 38.1% 96.0%	37 27.0% 8.2%	28 22.8% 6.2%	112 67.1% 24.9%	61 32.6% 13.6%	90 66.7% 20.0%	6 5.3% 1.3%	44 42.3% 9.8%	54 32.0% 12.0%	40 44.9% 8.9%	185 48.2% 41.1%	83 39.0% 18.4%	83 33.7% 18.4%	57 21.2% 12.7%	183 39.0% 40.7%	243 38.6% 54.0%	21 21.4% 4.7%	24 18.9% 5.3%	207 45.4% 46.0%
On both weekends and weekdays about equally	703 58.3% 100.0%	652 57.4% 92.7%	97 70.8% 13.8%	89 72.4% 12.7%	47 28.1% 6.7%	119 63.6% 16.9%	39 28.9% 5.5%	103 91.2% 14.7%	54 51.9% 7.7%	104 61.5% 14.8%	44 49.4% 6.3%	180 46.9% 25.6%	123 57.7% 17.5%	154 62.6% 21.9%	200 74.3% 28.4%	261 55.7% 37.1%	365 57.9% 51.9%	71 72.4% 10.1%	97 76.4% 13.8%	226 49.6% 32.1%

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Cigar Segmentation

Q6 Section II. Do you usually smoke cigars . . . ?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
No answer	83 6.8% 100.0%	67 5.8% 80.7%	8 5.8% 9.6%	6 4.8% 7.2%	5 3.0% 6.0%	3 1.6% 3.6%	3 2.2% 3.6%	21 18.1% 25.3%	7 6.7% 8.4%	14 8.1% 16.9%	6 6.5% 7.2%	13 3.4% 15.7%	14 6.4% 16.9%	21 8.5% 25.3%	20 7.4% 24.1%	32 6.8% 38.6%	35 5.5% 42.2%	5 5.1% 6.0%	5 3.8% 6.0%	33 7.1% 39.8%
Total answering	1146 93.2% 100.0%	1081 94.2% 94.3%	131 94.2% 11.4%	118 95.2% 10.3%	163 97.0% 14.2%	185 98.4% 16.1%	133 97.8% 11.6%	95 81.9% 8.3%	98 93.3% 8.6%	158 91.9% 13.8%	86 93.5% 7.5%	375 96.6% 32.7%	204 93.6% 17.8%	226 91.5% 19.7%	251 92.6% 21.9%	442 93.2% 38.6%	603 94.5% 52.6%	94 94.9% 8.2%	125 96.2% 10.9%	435 92.9% 38.0%
In the morning	46 4.0% 100.0%	39 3.6% 84.8%	3 2.3% 6.5%	9 7.6% 19.6%	2 1.2% 4.3%	3 1.6% 6.5%	0 0.0% 0.0%	14 14.7% 30.4%	2 2.0% 4.3%	6 3.8% 13.0%	2 2.3% 4.3%	13 3.5% 28.3%	6 2.9% 13.0%	8 3.5% 17.4%	16 6.4% 34.8%	21 4.8% 45.7%	17 2.8% 37.0%	7 7.4% 15.2%	6 4.8% 13.0%	19 4.4% 41.3%
At lunchtime	10 0.9% 100.0%	10 0.9% 100.0%	1 0.8% 10.0%	2 1.7% 20.0%	1 0.6% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 5.3% 50.0%	1 1.0% 10.0%	0 0.0% 0.0%	3 3.5% 30.0%	2 0.5% 20.0%	4 2.0% 40.0%	0 0.0% 0.0%	1 0.4% 10.0%	2 0.5% 20.0%	7 1.2% 70.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 10.0%
Early afternoon	117 10.2% 100.0%	109 10.1% 93.2%	5 3.8% 4.3%	17 14.4% 14.5%	10 6.1% 8.5%	22 11.9% 18.8%	6 4.5% 5.1%	15 15.8% 12.8%	10 10.2% 8.5%	24 15.2% 20.5%	5 5.8% 4.3%	31 8.3% 26.5%	19 9.3% 16.2%	24 10.6% 20.5%	38 15.1% 32.5%	52 11.8% 44.4%	59 9.8% 50.4%	5 5.3% 4.3%	13 10.4% 11.1%	43 9.9% 36.8%
Late afternoon	289 25.2% 100.0%	271 25.1% 93.8%	26 19.8% 9.0%	35 29.7% 12.1%	36 22.1% 12.5%	58 31.4% 20.1%	23 17.3% 8.0%	27 28.4% 9.3%	26 26.5% 9.0%	40 25.3% 13.8%	22 25.6% 7.6%	77 20.5% 26.6%	45 22.1% 15.6%	62 27.4% 21.5%	81 32.3% 28.0%	102 23.1% 35.3%	164 27.2% 56.7%	20 21.3% 6.9%	32 25.6% 11.1%	95 21.8% 32.9%
Dinnertime	53 4.6% 100.0%	50 4.6% 94.3%	9 6.9% 17.0%	3 2.5% 5.7%	10 6.1% 18.9%	6 3.2% 11.3%	7 5.3% 13.2%	5 5.3% 9.4%	4 4.1% 7.5%	6 3.8% 11.3%	5 5.8% 9.4%	21 5.6% 39.6%	12 5.9% 22.6%	8 3.5% 15.1%	7 2.8% 13.2%	21 4.8% 39.6%	26 4.3% 49.1%	6 6.4% 11.3%	8 6.4% 15.1%	17 3.9% 32.1%
At night	631 55.1% 100.0%	602 55.7% 95.4%	87 66.4% 13.8%	52 44.1% 8.2%	104 63.8% 16.5%	96 51.9% 15.2%	97 72.9% 15.4%	29 30.5% 4.6%	55 56.1% 8.7%	82 51.9% 13.0%	49 57.0% 7.8%	231 61.6% 36.6%	118 57.8% 18.7%	124 54.9% 19.7%	108 43.0% 17.1%	244 55.2% 38.7%	330 54.7% 52.3%	56 59.6% 8.9%	66 52.8% 10.5%	260 59.8% 41.2%

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Cigar Segmentation

Q7 Section II. Do you . . . ?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	31	24	5	1	3	3	2	2	3	5	4	7	7	3	2	11	7	5	2	12
	2.5%	2.1%	3.6%	0.8%	1.8%	1.6%	1.5%	1.7%	2.9%	2.9%	4.3%	1.8%	3.2%	1.2%	0.7%	2.3%	1.1%	5.1%	1.5%	2.6%
	100.0%	77.4%	16.1%	3.2%	9.7%	9.7%	6.5%	6.5%	9.7%	16.1%	12.9%	22.6%	22.6%	9.7%	6.5%	35.5%	22.6%	16.1%	6.5%	38.7%
Total answering	1198	1124	134	123	165	185	134	114	102	167	88	381	211	244	269	463	631	94	128	456
	97.5%	97.9%	96.4%	99.2%	98.2%	98.4%	98.5%	98.3%	97.1%	97.1%	95.7%	98.2%	96.8%	98.8%	99.3%	97.7%	98.9%	94.9%	98.5%	97.4%
	100.0%	93.8%	11.2%	10.3%	13.8%	15.4%	11.2%	9.5%	8.5%	13.9%	7.3%	31.8%	17.6%	20.4%	22.5%	38.6%	52.7%	7.8%	10.7%	38.1%
Typically smoke cigars alone (most often)	471	439	43	57	31	101	7	72	47	81	32	120	71	105	142	197	230	43	49	177
	39.3%	39.1%	32.1%	46.3%	18.8%	54.6%	5.2%	63.2%	46.1%	48.5%	36.4%	31.5%	33.6%	43.0%	52.8%	42.5%	36.5%	45.7%	38.3%	38.8%
	100.0%	93.2%	9.1%	12.1%	6.6%	21.4%	1.5%	15.3%	10.0%	17.2%	6.8%	25.5%	15.1%	22.3%	30.1%	41.8%	48.8%	9.1%	10.4%	37.6%
Typically smoke cigars with others (most often)	319	308	28	14	84	21	100	4	24	33	29	142	65	49	31	118	181	18	22	160
	26.6%	27.4%	20.9%	11.4%	50.9%	11.4%	74.6%	3.5%	23.5%	19.8%	33.0%	37.3%	30.8%	20.1%	11.5%	25.5%	28.7%	19.1%	17.2%	35.1%
	100.0%	96.6%	8.8%	4.4%	26.3%	6.6%	31.3%	1.3%	7.5%	10.3%	9.1%	44.5%	20.4%	15.4%	9.7%	37.0%	56.7%	5.6%	6.9%	50.2%
Smoke alone and with others about equally	408	377	63	52	50	63	27	38	31	53	27	119	75	90	96	148	220	33	57	119
	34.1%	33.5%	47.0%	42.3%	30.3%	34.1%	20.1%	33.3%	30.4%	31.7%	30.7%	31.2%	35.5%	36.9%	35.7%	32.0%	34.9%	35.1%	44.5%	26.1%
	100.0%	92.4%	15.4%	12.7%	12.3%	15.4%	6.6%	9.3%	7.6%	13.0%	6.6%	29.2%	18.4%	22.1%	23.5%	36.3%	53.9%	8.1%	14.0%	29.2%

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Cigar Segmentation

Q8 Section II. Where do you smoke cigars most often?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	18	11	3	1	1	0	0	2	1	3	4	1	0	1	4	3	5	3	2	8
	1.5%	1.0%	2.2%	0.8%	0.6%	0.0%	0.0%	1.7%	1.0%	1.7%	4.3%	0.3%	0.0%	0.4%	1.5%	0.6%	0.8%	3.0%	1.5%	1.7%
	100.0%	61.1%	16.7%	5.6%	5.6%	0.0%	0.0%	11.1%	5.6%	16.7%	22.2%	5.6%	0.0%	5.6%	22.2%	16.7%	27.8%	16.7%	11.1%	44.4%
Total answering	1211	1137	136	123	167	188	136	114	104	169	88	387	218	246	267	471	633	96	128	460
	98.5%	99.0%	97.8%	99.2%	99.4%	100.0%	100.0%	98.3%	99.0%	98.3%	95.7%	99.7%	100.0%	99.6%	98.5%	99.4%	99.2%	97.0%	98.5%	98.3%
	100.0%	93.9%	11.2%	10.2%	13.8%	15.5%	11.2%	9.4%	8.6%	14.0%	7.3%	32.0%	18.0%	20.3%	22.0%	38.9%	52.3%	7.9%	10.6%	38.0%
Net - Home	747	696	87	82	86	127	59	80	70	105	62	232	130	147	173	299	378	62	83	278
	61.7%	61.2%	64.0%	66.7%	51.5%	67.6%	43.4%	70.2%	67.3%	62.1%	70.5%	59.9%	59.6%	59.8%	64.8%	63.5%	59.7%	64.6%	64.8%	60.4%
	100.0%	93.2%	11.6%	11.0%	11.5%	17.0%	7.9%	10.7%	9.4%	14.1%	8.3%	31.1%	17.4%	19.7%	23.2%	40.0%	50.6%	8.3%	11.1%	37.2%
Subnet - Own Home	686	639	82	79	71	123	38	79	66	101	58	199	122	137	168	272	350	59	82	246
	56.6%	56.2%	60.3%	64.2%	42.5%	65.4%	27.9%	69.3%	63.5%	59.8%	65.9%	51.4%	56.0%	55.7%	62.9%	57.7%	55.3%	61.5%	64.1%	53.5%
	100.0%	93.1%	12.0%	11.5%	10.3%	17.9%	5.5%	11.5%	9.6%	14.7%	8.5%	29.0%	17.8%	20.0%	24.5%	39.7%	51.0%	8.6%	12.0%	35.9%
At home (inside)	277	253	40	29	11	38	6	46	35	48	22	66	54	53	81	114	134	26	32	107
	22.9%	22.3%	29.4%	23.6%	6.6%	20.2%	4.4%	40.4%	33.7%	28.4%	25.0%	17.1%	24.8%	21.5%	30.3%	24.2%	21.2%	27.1%	25.0%	23.3%
	100.0%	91.3%	14.4%	10.5%	4.0%	13.7%	2.2%	16.6%	12.6%	17.3%	7.9%	23.8%	19.5%	19.1%	29.2%	41.2%	48.4%	9.4%	11.6%	38.6%
At home (outside)	426	402	43	53	60	85	34	36	33	58	39	136	75	86	89	163	226	35	53	145
	35.2%	35.4%	31.6%	43.1%	35.9%	45.2%	25.0%	31.6%	31.7%	34.3%	44.3%	35.1%	34.4%	35.0%	33.3%	34.6%	35.7%	36.5%	41.4%	31.5%
	100.0%	94.4%	10.1%	12.4%	14.1%	20.0%	8.0%	8.5%	7.7%	13.6%	9.2%	31.9%	17.6%	20.2%	20.9%	38.3%	53.1%	8.2%	12.4%	34.0%
Subnet - Friend's Home	84	78	6	5	17	6	26	3	8	7	5	43	13	14	8	33	42	4	5	42
	6.9%	6.9%	4.4%	4.1%	10.2%	3.2%	19.1%	2.6%	7.7%	4.1%	5.7%	11.1%	6.0%	5.7%	3.0%	7.0%	6.6%	4.2%	3.9%	9.1%
	100.0%	92.9%	7.1%	6.0%	20.2%	7.1%	31.0%	3.6%	9.5%	8.3%	6.0%	51.2%	15.5%	16.7%	9.5%	39.3%	50.0%	4.8%	6.0%	50.0%
Friends home (inside)	25	22	2	2	2	1	5	3	3	4	0	14	4	3	4	11	9	1	2	11
	2.1%	1.9%	1.5%	1.6%	1.2%	0.5%	3.7%	2.6%	2.9%	2.4%	0.0%	3.6%	1.8%	1.2%	1.5%	2.3%	1.4%	1.0%	1.6%	2.4%
	100.0%	88.0%	8.0%	8.0%	8.0%	4.0%	20.0%	12.0%	12.0%	16.0%	0.0%	56.0%	16.0%	12.0%	16.0%	44.0%	36.0%	4.0%	8.0%	44.0%
Friends home (outside)	63	60	4	3	15	5	22	1	6	4	5	31	11	11	4	24	35	3	3	32
	5.2%	5.3%	2.9%	2.4%	9.0%	2.7%	16.2%	0.9%	5.8%	2.4%	5.7%	8.0%	5.0%	4.5%	1.5%	5.1%	5.5%	3.1%	2.3%	7.0%
	100.0%	95.2%	6.3%	4.8%	23.8%	7.9%	34.9%	1.6%	9.5%	6.3%	7.9%	49.2%	17.5%	17.5%	6.3%	38.1%	55.6%	4.8%	4.8%	50.8%
At work	70	64	5	6	3	6	4	13	7	20	5	21	16	15	13	27	38	4	10	27
	5.8%	5.6%	3.7%	4.9%	1.8%	3.2%	2.9%	11.4%	6.7%	11.8%	5.7%	5.4%	7.3%	6.1%	4.9%	5.7%	6.0%	4.2%	7.8%	5.9%
	100.0%	91.4%	7.1%	8.6%	4.3%	8.6%	5.7%	18.6%	10.0%	28.6%	7.1%	30.0%	22.9%	21.4%	18.6%	38.6%	54.3%	5.7%	14.3%	38.6%
In the car	74	67	5	12	2	13	3	10	7	15	3	21	15	16	19	31	36	6	12	21
	6.1%	5.9%	3.7%	9.8%	1.2%	6.9%	2.2%	8.8%	6.7%	8.9%	3.4%	5.4%	6.9%	6.5%	7.1%	6.6%	5.7%	6.3%	9.4%	4.6%
	100.0%	90.5%	6.8%	16.2%	2.7%	17.6%	4.1%	13.5%	9.5%	20.3%	4.1%	28.4%	20.3%	21.6%	25.7%	41.9%	48.6%	8.1%	16.2%	28.4%
Net - On Premise	115	108	17	5	32	7	30	3	7	7	12	43	24	19	17	36	67	11	6	47
	9.5%	9.5%	12.5%	4.1%	19.2%	3.7%	22.1%	2.6%	6.7%	4.1%	13.6%	11.1%	11.0%	7.7%	6.4%	7.6%	10.6%	11.5%	4.7%	10.2%
	100.0%	93.9%	14.8%	4.3%	27.8%	6.1%	26.1%	2.6%	6.1%	6.1%	10.4%	37.4%	20.9%	16.5%	14.8%	31.3%	58.3%	9.6%	5.2%	40.9%
Subnet - Restaurant	28	25	4	1	8	4	6	2	0	0	3	11	6	2	6	6	21	1	1	9
	2.3%	2.2%	2.9%	0.8%	4.8%	2.1%	4.4%	1.8%	0.0%	0.0%	3.4%	2.8%	2.8%	0.8%	2.2%	1.3%	3.3%	1.0%	0.8%	2.0%
	100.0%	89.3%	14.3%	3.6%	28.6%	14.3%	21.4%	7.1%	0.0%	0.0%	10.7%	39.3%	21.4%	7.1%	21.4%	21.4%	75.0%	3.6%	3.6%	32.1%

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Cigar Segmentation

Q8 Section II. Where do you smoke cigars most often?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
In a restaurant (inside)	18 1.5% 100.0%	16 1.4% 88.9%	1 0.7% 5.6%	1 0.8% 5.6%	6 3.6% 33.3%	2 1.1% 11.1%	4 2.9% 22.2%	2 1.8% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.3% 11.1%	7 1.8% 38.9%	3 1.4% 16.7%	2 0.8% 11.1%	4 1.5% 22.2%	5 1.1% 27.8%	13 2.1% 72.2%	0 0.0% 0.0%	1 0.8% 5.6%	7 1.5% 38.9%
In a restaurant (outside)	11 0.9% 100.0%	10 0.9% 90.9%	3 2.2% 27.3%	0 0.0% 0.0%	2 1.2% 18.2%	2 1.1% 18.2%	2 1.5% 18.2%	1 0.9% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 9.1%	4 1.0% 36.4%	4 1.8% 36.4%	0 0.0% 0.0%	2 0.7% 18.2%	2 0.4% 18.2%	8 1.3% 72.7%	1 1.0% 9.1%	0 0.0% 0.0%	2 0.4% 18.2%
Subnet - Bar/Club	89 7.3% 100.0%	85 7.5% 95.5%	13 9.6% 14.6%	4 3.3% 4.5%	25 15.0% 28.1%	3 1.6% 3.4%	24 17.6% 27.0%	2 1.8% 2.2%	7 6.7% 7.9%	7 4.1% 7.9%	9 10.2% 10.1%	33 8.5% 37.1%	19 8.7% 21.3%	17 6.9% 19.1%	11 4.1% 12.4%	31 6.6% 34.8%	47 7.4% 52.8%	10 10.4% 11.2%	5 3.9% 5.6%	38 8.3% 42.7%
In a cigar bar	13 1.1% 100.0%	13 1.1% 100.0%	0 0.0% 0.0%	1 0.8% 7.7%	5 3.0% 38.5%	2 1.1% 15.4%	5 3.7% 38.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 2.1% 61.5%	3 1.4% 23.1%	2 0.8% 15.4%	0 0.0% 0.0%	6 1.3% 46.2%	7 1.1% 53.8%	0 0.0% 0.0%	0 0.0% 0.0%	9 2.0% 69.2%
In another cigar-friendly bar	48 4.0% 100.0%	47 4.1% 97.9%	8 5.9% 16.7%	3 2.4% 6.3%	15 9.0% 31.3%	0 0.0% 0.0%	12 8.8% 25.0%	1 0.9% 2.1%	4 3.8% 8.3%	4 2.4% 8.3%	4 4.5% 8.3%	12 3.1% 25.0%	11 5.0% 22.9%	12 4.9% 25.0%	9 3.4% 18.8%	14 3.0% 29.2%	24 3.8% 50.0%	9 9.4% 18.8%	3 2.3% 6.3%	18 3.9% 37.5%
At a club	30 2.5% 100.0%	27 2.4% 90.0%	5 3.7% 16.7%	0 0.0% 0.0%	5 3.0% 16.7%	1 0.5% 3.3%	8 5.9% 26.7%	1 0.9% 3.3%	3 2.9% 10.0%	4 2.4% 13.3%	5 5.7% 16.7%	14 3.6% 46.7%	6 2.8% 20.0%	3 1.2% 10.0%	2 0.7% 6.7%	11 2.3% 36.7%	17 2.7% 56.7%	1 1.0% 3.3%	2 1.6% 6.7%	13 2.8% 43.3%
At a retail store/ tobacconist	3 0.2% 100.0%	3 0.3% 100.0%	2 1.5% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 33.3%	2 0.9% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 33.3%	0 0.0% 0.0%	1 1.0% 33.3%	1 0.8% 33.3%	1 0.2% 33.3%
On the golf course	78 6.4% 100.0%	76 6.7% 97.4%	8 5.9% 10.3%	6 4.9% 7.7%	20 12.0% 25.6%	10 5.3% 12.8%	17 12.5% 21.8%	2 1.8% 2.6%	4 3.8% 5.1%	9 5.3% 11.5%	2 2.3% 2.6%	39 10.1% 50.0%	15 6.9% 19.2%	7 2.8% 9.0%	14 5.2% 17.9%	33 7.0% 42.3%	42 6.6% 53.8%	3 3.1% 3.8%	10 7.8% 12.8%	28 6.1% 35.9%
Walking around outside	82 6.8% 100.0%	73 6.4% 89.0%	6 4.4% 7.3%	12 9.8% 14.6%	6 3.6% 7.3%	14 7.4% 17.1%	6 4.4% 7.3%	15 13.2% 18.3%	5 4.8% 6.1%	9 5.3% 11.0%	2 2.3% 2.4%	19 4.9% 23.2%	10 4.6% 12.2%	28 11.4% 34.1%	23 8.6% 28.0%	34 7.2% 41.5%	42 6.6% 51.2%	4 4.2% 4.9%	7 5.5% 8.5%	32 7.0% 39.0%
Other outdoor location not specified above	111 9.2% 100.0%	102 9.0% 91.9%	8 5.9% 7.2%	9 7.3% 8.1%	21 12.6% 18.9%	10 5.3% 9.0%	18 13.2% 16.2%	6 5.3% 5.4%	9 8.7% 8.1%	21 12.4% 18.9%	7 8.0% 6.3%	27 7.0% 24.3%	18 8.3% 16.2%	30 12.2% 27.0%	29 10.9% 26.1%	41 8.7% 36.9%	65 10.3% 58.6%	4 4.2% 3.6%	8 6.3% 7.2%	50 10.9% 45.0%
Other indoor location not specified above	33 2.7% 100.0%	31 2.7% 93.9%	5 3.7% 15.2%	2 1.6% 6.1%	3 1.8% 9.1%	8 4.3% 24.2%	5 3.7% 15.2%	5 4.4% 15.2%	1 1.0% 3.0%	2 1.2% 6.1%	1 1.1% 3.0%	11 2.8% 33.3%	8 3.7% 24.2%	5 2.0% 15.2%	7 2.6% 21.2%	11 2.3% 33.3%	16 2.5% 48.5%	5 5.2% 15.2%	5 3.9% 15.2%	6 1.3% 18.2%
Net - Inside	421 34.8% 100.0%	392 34.5% 93.1%	61 44.9% 14.5%	35 28.5% 8.3%	47 28.1% 11.2%	52 27.7% 12.4%	41 30.1% 9.7%	52 45.6% 12.4%	44 42.3% 10.5%	60 35.5% 14.3%	34 38.6% 8.1%	124 32.0% 29.5%	84 38.5% 20.0%	75 30.5% 17.8%	102 38.2% 24.2%	166 35.2% 39.4%	205 32.4% 48.7%	43 44.8% 10.2%	42 32.8% 10.0%	167 36.3% 39.7%
Net - Outside	713 58.9% 100.0%	670 58.9% 94.0%	69 50.7% 9.7%	75 61.0% 10.5%	118 70.7% 16.5%	122 64.9% 17.1%	92 67.6% 12.9%	54 47.4% 7.6%	53 51.0% 7.4%	87 51.5% 12.2%	52 59.1% 7.3%	239 61.8% 33.5%	125 57.3% 17.5%	148 60.2% 20.8%	146 54.7% 20.5%	272 57.7% 38.1%	387 61.1% 54.3%	48 50.0% 6.7%	71 55.5% 10.0%	265 57.6% 37.2%

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Cigar Segmentation

Q9 Section II. How often, if ever do you smoke cigars at the following places?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	67	57	5	9	6	9	5	7	4	12	6	18	10	12	13	29	25	8	10	28
	5.5%	5.0%	3.6%	7.3%	3.6%	4.8%	3.7%	6.0%	3.8%	7.0%	6.5%	4.6%	4.6%	4.9%	4.8%	6.1%	3.9%	8.1%	7.7%	6.0%
	100.0%	85.1%	7.5%	13.4%	9.0%	13.4%	7.5%	10.4%	6.0%	17.9%	9.0%	26.9%	14.9%	17.9%	19.4%	43.3%	37.3%	11.9%	14.9%	41.8%
Total answering	1162	1091	134	115	162	179	131	109	101	160	86	370	208	235	258	445	613	91	120	440
	94.5%	95.0%	96.4%	92.7%	96.4%	95.2%	96.3%	94.0%	96.2%	93.0%	93.5%	95.4%	95.4%	95.1%	95.2%	93.9%	96.1%	91.9%	92.3%	94.0%
	100.0%	93.9%	11.5%	9.9%	13.9%	15.4%	11.3%	9.4%	8.7%	13.8%	7.4%	31.8%	17.9%	20.2%	22.2%	38.3%	52.8%	7.8%	10.3%	37.9%
Smoke at Cigar Bar																				
More than once a day (60)	4	2	1	0	0	0	0	1	0	0	0	2	0	2	0	0	3	0	0	0
	0.3%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.5%	0.0%	0.9%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
	100.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	75.0%	0.0%	0.0%	0.0%
Everyday (30)	2	2	0	1	0	0	0	0	0	1	0	1	1	0	0	2	0	0	0	1
	0.2%	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.3%	0.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%
	100.0%	100.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	50.0%
2-4 times a week (12)	9	8	4	0	0	1	1	2	0	0	1	3	1	3	0	4	3	1	1	0
	0.8%	0.7%	3.0%	0.0%	0.0%	0.6%	0.8%	1.8%	0.0%	0.0%	1.2%	0.8%	0.5%	1.3%	0.0%	0.9%	0.5%	1.1%	0.8%	0.0%
	100.0%	88.9%	44.4%	0.0%	0.0%	11.1%	11.1%	22.2%	0.0%	0.0%	11.1%	33.3%	11.1%	33.3%	0.0%	44.4%	33.3%	11.1%	11.1%	0.0%
Once a week (4)	17	17	7	2	1	2	2	0	2	1	3	6	2	6	0	5	9	2	4	1
	1.5%	1.6%	5.2%	1.7%	0.6%	1.1%	1.5%	0.0%	2.0%	0.6%	3.5%	1.6%	1.0%	2.6%	0.0%	1.1%	1.5%	2.2%	3.3%	0.2%
	100.0%	100.0%	41.2%	11.8%	5.9%	11.8%	11.8%	0.0%	11.8%	5.9%	17.6%	35.3%	11.8%	35.3%	0.0%	29.4%	52.9%	11.8%	23.5%	5.9%
2-4 times a month (3)	18	16	9	0	5	2	0	0	0	0	0	7	6	1	3	1	13	4	3	3
	1.5%	1.5%	6.7%	0.0%	3.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	2.9%	0.4%	1.2%	0.2%	2.1%	4.4%	2.5%	0.7%
	100.0%	88.9%	50.0%	0.0%	27.8%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	38.9%	33.3%	5.6%	16.7%	5.6%	72.2%	22.2%	16.7%	16.7%
Once a month (1)	32	31	12	3	7	3	4	0	1	1	3	14	6	5	4	10	15	7	6	8
	2.8%	2.8%	9.0%	2.6%	4.3%	1.7%	3.1%	0.0%	1.0%	0.6%	3.5%	3.8%	2.9%	2.1%	1.6%	2.2%	2.4%	7.7%	5.0%	1.8%
	100.0%	96.9%	37.5%	9.4%	21.9%	9.4%	12.5%	0.0%	3.1%	3.1%	9.4%	43.8%	18.8%	15.6%	12.5%	31.3%	46.9%	21.9%	18.8%	25.0%
2-4 times a year (.5)	90	87	17	8	35	9	14	2	0	2	3	33	17	21	16	22	56	10	16	21
	7.7%	8.0%	12.7%	7.0%	21.6%	5.0%	10.7%	1.8%	0.0%	1.3%	3.5%	8.9%	8.2%	8.9%	6.2%	4.9%	9.1%	11.0%	13.3%	4.8%
	100.0%	96.7%	18.9%	8.9%	38.9%	10.0%	15.6%	2.2%	0.0%	2.2%	3.3%	36.7%	18.9%	23.3%	17.8%	24.4%	62.2%	11.1%	17.8%	23.3%
Once a year or less (.25)	106	104	17	12	24	14	23	4	8	2	7	38	21	23	17	37	62	7	8	43
	9.1%	9.5%	12.7%	10.4%	14.8%	7.8%	17.6%	3.7%	7.9%	1.3%	8.1%	10.3%	10.1%	9.8%	6.6%	8.3%	10.1%	7.7%	6.7%	9.8%
	100.0%	98.1%	16.0%	11.3%	22.6%	13.2%	21.7%	3.8%	7.5%	1.9%	6.6%	35.8%	19.8%	21.7%	16.0%	34.9%	58.5%	6.6%	7.5%	40.6%
Never (0)	884	824	67	89	90	148	87	100	90	153	69	266	154	174	218	364	452	60	82	363
	76.1%	75.5%	50.0%	77.4%	55.6%	82.7%	66.4%	91.7%	89.1%	95.6%	80.2%	71.9%	74.0%	74.0%	84.5%	81.8%	73.7%	65.9%	68.3%	82.5%
	100.0%	93.2%	7.6%	10.1%	10.2%	16.7%	9.8%	11.3%	10.2%	17.3%	7.8%	30.1%	17.4%	19.7%	24.7%	41.2%	51.1%	6.8%	9.3%	41.1%
Mean	0.55	0.45	1.40	0.42	0.31	0.21	0.28	0.79	0.11	0.23	0.35	0.73	0.42	0.87	0.10	0.36	0.57	0.50	0.44	0.16
Std. Dev.	3.899	3.090	5.568	2.837	0.626	1.040	1.159	5.948	0.568	2.391	1.477	4.804	2.310	5.688	0.362	2.337	4.302	1.487	1.366	1.469
Std. Err.	0.114	0.094	0.481	0.265	0.049	0.078	0.101	0.570	0.057	0.189	0.159	0.250	0.160	0.371	0.023	0.111	0.174	0.156	0.125	0.070

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Cigar Segmentation

Q9 Section II. How often, if ever do you smoke cigars at the following places?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	67	57	5	9	6	9	5	7	4	12	6	18	10	12	13	29	25	8	10	28
	5.5%	5.0%	3.6%	7.3%	3.6%	4.8%	3.7%	6.0%	3.8%	7.0%	6.5%	4.6%	4.6%	4.9%	4.8%	6.1%	3.9%	8.1%	7.7%	6.0%
	100.0%	85.1%	7.5%	13.4%	9.0%	13.4%	7.5%	10.4%	6.0%	17.9%	9.0%	26.9%	14.9%	17.9%	19.4%	43.3%	37.3%	11.9%	14.9%	41.8%
Total answering	1162	1091	134	115	162	179	131	109	101	160	86	370	208	235	258	445	613	91	120	440
	94.5%	95.0%	96.4%	92.7%	96.4%	95.2%	96.3%	94.0%	96.2%	93.0%	93.5%	95.4%	95.4%	95.1%	95.2%	93.9%	96.1%	91.9%	92.3%	94.0%
	100.0%	93.9%	11.5%	9.9%	13.9%	15.4%	11.3%	9.4%	8.7%	13.8%	7.4%	31.8%	17.9%	20.2%	22.2%	38.3%	52.8%	7.8%	10.3%	37.9%
Smoke at Other Bar																				
More than once a day (60)	4	3	1	0	0	0	0	2	0	0	0	1	1	1	1	1	2	0	1	0
	0.3%	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.3%	0.5%	0.4%	0.4%	0.2%	0.3%	0.0%	0.8%	0.0%
	100.0%	75.0%	25.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	25.0%	25.0%	25.0%	25.0%	25.0%	50.0%	0.0%	25.0%	0.0%
Everyday (30)	8	7	4	0	0	0	0	2	1	0	0	2	2	3	1	5	2	1	0	3
	0.7%	0.6%	3.0%	0.0%	0.0%	0.0%	0.0%	1.8%	1.0%	0.0%	0.0%	0.5%	1.0%	1.3%	0.4%	1.1%	0.3%	1.1%	0.0%	0.7%
	100.0%	87.5%	50.0%	0.0%	0.0%	0.0%	0.0%	25.0%	12.5%	0.0%	0.0%	25.0%	25.0%	37.5%	12.5%	62.5%	25.0%	12.5%	0.0%	37.5%
2-4 times a week (12)	33	33	12	2	3	4	1	5	3	3	3	12	8	5	5	11	18	3	4	5
	2.8%	3.0%	9.0%	1.7%	1.9%	2.2%	0.8%	4.6%	3.0%	1.9%	3.5%	3.2%	3.8%	2.1%	1.9%	2.5%	2.9%	3.3%	3.3%	1.1%
	100.0%	100.0%	36.4%	6.1%	9.1%	12.1%	3.0%	15.2%	9.1%	9.1%	9.1%	36.4%	24.2%	15.2%	15.2%	33.3%	54.5%	9.1%	12.1%	15.2%
Once a week (4)	34	31	10	8	3	1	2	4	2	1	3	9	6	9	7	7	24	3	7	7
	2.9%	2.8%	7.5%	7.0%	1.9%	0.6%	1.5%	3.7%	2.0%	0.6%	3.5%	2.4%	2.9%	3.8%	2.7%	1.6%	3.9%	3.3%	5.8%	1.6%
	100.0%	91.2%	29.4%	23.5%	8.8%	2.9%	5.9%	11.8%	5.9%	2.9%	8.8%	26.5%	17.6%	26.5%	20.6%	20.6%	70.6%	8.8%	20.6%	20.6%
2-4 times a month (3)	58	56	18	8	14	4	2	4	4	2	2	17	11	15	13	17	33	8	11	10
	5.0%	5.1%	13.4%	7.0%	8.6%	2.2%	1.5%	3.7%	4.0%	1.3%	2.3%	4.6%	5.3%	6.4%	5.0%	3.8%	5.4%	8.8%	9.2%	2.3%
	100.0%	96.6%	31.0%	13.8%	24.1%	6.9%	3.4%	6.9%	6.9%	3.4%	3.4%	29.3%	19.0%	25.9%	22.4%	29.3%	56.9%	13.8%	19.0%	17.2%
Once a month (1)	89	87	18	12	20	11	12	2	5	7	7	33	17	16	16	28	48	12	14	27
	7.7%	8.0%	13.4%	10.4%	12.3%	6.1%	9.2%	1.8%	5.0%	4.4%	8.1%	8.9%	8.2%	6.8%	6.2%	6.3%	7.8%	13.2%	11.7%	6.1%
	100.0%	97.8%	20.2%	13.5%	22.5%	12.4%	13.5%	2.2%	5.6%	7.9%	7.9%	37.1%	19.1%	18.0%	18.0%	31.5%	53.9%	13.5%	15.7%	30.3%
2-4 times a year (.5)	182	171	31	11	51	22	23	13	12	8	5	60	45	38	34	60	105	17	22	59
	15.7%	15.7%	23.1%	9.6%	31.5%	12.3%	17.6%	11.9%	11.9%	5.0%	5.8%	16.2%	21.6%	16.2%	13.2%	13.5%	17.1%	18.7%	18.3%	13.4%
	100.0%	94.0%	17.0%	6.0%	28.0%	12.1%	12.6%	7.1%	6.6%	4.4%	2.7%	33.0%	24.7%	20.9%	18.7%	33.0%	57.7%	9.3%	12.1%	32.4%
Once a year or less (.25)	148	137	9	8	25	22	33	11	15	14	4	54	24	31	34	65	74	9	7	70
	12.7%	12.6%	6.7%	7.0%	15.4%	12.3%	25.2%	10.1%	14.9%	8.8%	4.7%	14.6%	11.5%	13.2%	13.2%	14.6%	12.1%	9.9%	5.8%	15.9%
	100.0%	92.6%	6.1%	5.4%	16.9%	14.9%	22.3%	7.4%	10.1%	9.5%	2.7%	36.5%	16.2%	20.9%	23.0%	43.9%	50.0%	6.1%	4.7%	47.3%
Never (0)	606	566	31	66	46	115	58	66	59	125	62	182	94	117	147	251	307	38	54	259
	52.2%	51.9%	23.1%	57.4%	28.4%	64.2%	44.3%	60.6%	58.4%	78.1%	72.1%	49.2%	45.2%	49.8%	57.0%	56.4%	50.1%	41.8%	45.0%	58.9%
	100.0%	93.4%	5.1%	10.9%	7.6%	19.0%	9.6%	10.9%	9.7%	20.6%	10.2%	30.0%	15.5%	19.3%	24.3%	41.4%	50.7%	6.3%	8.9%	42.7%
Mean	1.21	1.18	3.39	0.87	0.88	0.51	0.44	2.56	1.00	0.38	0.75	1.16	1.53	1.42	1.00	1.11	1.16	1.37	1.63	0.64
Std. Dev.	4.720	4.439	7.629	1.913	1.791	1.835	1.204	9.185	3.617	1.688	2.322	4.350	5.512	5.411	4.505	4.612	4.340	3.797	5.861	2.818
Std. Err.	0.138	0.134	0.659	0.178	0.141	0.137	0.105	0.880	0.360	0.133	0.250	0.226	0.382	0.353	0.280	0.219	0.175	0.398	0.535	0.134

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Cigar Segmentation

Q9 Section II. How often, if ever do you smoke cigars at the following places?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	67	57	5	9	6	9	5	7	4	12	6	18	10	12	13	29	25	8	10	28
	5.5%	5.0%	3.6%	7.3%	3.6%	4.8%	3.7%	6.0%	3.8%	7.0%	6.5%	4.6%	4.6%	4.9%	4.8%	6.1%	3.9%	8.1%	7.7%	6.0%
	100.0%	85.1%	7.5%	13.4%	9.0%	13.4%	7.5%	10.4%	6.0%	17.9%	9.0%	26.9%	14.9%	17.9%	19.4%	43.3%	37.3%	11.9%	14.9%	41.8%
Total answering	1162	1091	134	115	162	179	131	109	101	160	86	370	208	235	258	445	613	91	120	440
	94.5%	95.0%	96.4%	92.7%	96.4%	95.2%	96.3%	94.0%	96.2%	93.0%	93.5%	95.4%	95.4%	95.1%	95.2%	93.9%	96.1%	91.9%	92.3%	94.0%
	100.0%	93.9%	11.5%	9.9%	13.9%	15.4%	11.3%	9.4%	8.7%	13.8%	7.4%	31.8%	17.9%	20.2%	22.2%	38.3%	52.8%	7.8%	10.3%	37.9%
Smoke at Cigar-Friendly Restaurants																				
More than once a day (60)	7	5	1	1	0	0	0	2	1	0	0	1	4	1	1	3	1	3	1	0
	0.6%	0.5%	0.7%	0.9%	0.0%	0.0%	0.0%	1.8%	1.0%	0.0%	0.0%	0.3%	1.9%	0.4%	0.4%	0.7%	0.2%	3.3%	0.8%	0.0%
	100.0%	71.4%	14.3%	14.3%	0.0%	0.0%	0.0%	28.6%	14.3%	0.0%	0.0%	14.3%	57.1%	14.3%	14.3%	42.9%	14.3%	42.9%	14.3%	0.0%
Everyday (30)	7	7	4	1	0	0	0	2	0	0	1	2	1	2	1	3	1	1	0	0
	0.6%	0.6%	3.0%	0.9%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.2%	0.5%	0.5%	0.9%	0.4%	0.7%	0.2%	1.1%	0.0%	0.0%
	100.0%	100.0%	57.1%	14.3%	0.0%	0.0%	0.0%	28.6%	0.0%	0.0%	14.3%	28.6%	14.3%	28.6%	14.3%	42.9%	14.3%	14.3%	0.0%	0.0%
2-4 times a week (12)	17	17	7	3	0	2	0	3	2	0	1	4	4	5	3	7	7	3	3	1
	1.5%	1.6%	5.2%	2.6%	0.0%	1.1%	0.0%	2.8%	2.0%	0.0%	1.2%	1.1%	1.9%	2.1%	1.2%	1.6%	1.1%	3.3%	2.5%	0.2%
	100.0%	100.0%	41.2%	17.6%	0.0%	11.8%	0.0%	17.6%	11.8%	0.0%	5.9%	23.5%	23.5%	29.4%	17.6%	41.2%	41.2%	17.6%	17.6%	5.9%
Once a week (4)	26	26	9	4	4	4	0	2	1	2	4	10	2	5	5	8	17	1	8	3
	2.2%	2.4%	6.7%	3.5%	2.5%	2.2%	0.0%	1.8%	1.0%	1.3%	4.7%	2.7%	1.0%	2.1%	1.9%	1.8%	2.8%	1.1%	6.7%	0.7%
	100.0%	100.0%	34.6%	15.4%	15.4%	15.4%	0.0%	7.7%	3.8%	7.7%	15.4%	38.5%	7.7%	19.2%	19.2%	30.8%	65.4%	3.8%	30.8%	11.5%
2-4 times a month (3)	32	31	8	3	6	2	1	9	2	0	1	9	5	10	7	15	15	2	3	7
	2.8%	2.8%	6.0%	2.6%	3.7%	1.1%	0.8%	8.3%	2.0%	0.0%	1.2%	2.4%	2.4%	4.3%	2.7%	3.4%	2.4%	2.2%	2.5%	1.6%
	100.0%	96.9%	25.0%	9.4%	18.8%	6.3%	3.1%	28.1%	6.3%	0.0%	3.1%	28.1%	15.6%	31.3%	21.9%	46.9%	46.9%	6.3%	9.4%	21.9%
Once a month (1)	54	49	8	12	7	8	6	5	2	1	3	13	11	14	13	18	25	10	8	17
	4.6%	4.5%	6.0%	10.4%	4.3%	4.5%	4.6%	4.6%	2.0%	0.6%	3.5%	3.5%	5.3%	6.0%	5.0%	4.0%	4.1%	11.0%	6.7%	3.9%
	100.0%	90.7%	14.8%	22.2%	13.0%	14.8%	11.1%	9.3%	3.7%	1.9%	5.6%	24.1%	20.4%	25.9%	24.1%	33.3%	46.3%	18.5%	14.8%	31.5%
2-4 times a year (.5)	114	107	23	11	32	15	6	11	4	5	6	35	20	22	31	32	71	11	17	31
	9.8%	9.8%	17.2%	9.6%	19.8%	8.4%	4.6%	10.1%	4.0%	3.1%	7.0%	9.5%	9.6%	9.4%	12.0%	7.2%	11.6%	12.1%	14.2%	7.0%
	100.0%	93.9%	20.2%	9.6%	28.1%	13.2%	5.3%	9.6%	3.5%	4.4%	5.3%	30.7%	17.5%	19.3%	27.2%	28.1%	62.3%	9.6%	14.9%	27.2%
Once a year or less (.25)	141	136	24	9	22	20	23	6	15	17	6	50	29	24	31	51	82	8	14	58
	12.1%	12.5%	17.9%	7.8%	13.6%	11.2%	17.6%	5.5%	14.9%	10.6%	7.0%	13.5%	13.9%	10.2%	12.0%	11.5%	13.4%	8.8%	11.7%	13.2%
	100.0%	96.5%	17.0%	6.4%	15.6%	14.2%	16.3%	4.3%	10.6%	12.1%	4.3%	35.5%	20.6%	17.0%	22.0%	36.2%	58.2%	5.7%	9.9%	41.1%
Never (0)	764	713	50	71	91	128	95	69	74	135	64	246	132	152	166	308	394	52	66	323
	65.7%	65.4%	37.3%	61.7%	56.2%	71.5%	72.5%	63.3%	73.3%	84.4%	74.4%	66.5%	63.5%	64.7%	64.3%	69.2%	64.3%	57.1%	55.0%	73.4%
	100.0%	93.3%	6.5%	9.3%	11.9%	16.8%	12.4%	9.0%	9.7%	17.7%	8.4%	32.2%	17.3%	19.9%	21.7%	40.3%	51.6%	6.8%	8.6%	42.3%
Mean	1.02	0.96	2.61	1.48	0.39	0.37	0.14	2.41	1.01	0.10	0.80	0.75	1.78	1.11	0.79	1.07	0.60	3.01	1.31	0.21
Std. Dev.	5.375	4.933	7.523	6.479	0.828	1.419	0.346	9.087	6.183	0.461	3.544	4.043	8.602	5.073	4.383	5.673	3.063	11.234	5.794	0.776
Std. Err.	0.158	0.149	0.650	0.604	0.065	0.106	0.030	0.870	0.615	0.036	0.382	0.210	0.596	0.331	0.273	0.269	0.124	1.178	0.529	0.037

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Cigar Segmentation

Q9 Section II. How often, if ever do you smoke cigars at the following places?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	67	57	5	9	6	9	5	7	4	12	6	18	10	12	13	29	25	8	10	28
	5.5%	5.0%	3.6%	7.3%	3.6%	4.8%	3.7%	6.0%	3.8%	7.0%	6.5%	4.6%	4.6%	4.9%	4.8%	6.1%	3.9%	8.1%	7.7%	6.0%
	100.0%	85.1%	7.5%	13.4%	9.0%	13.4%	7.5%	10.4%	6.0%	17.9%	9.0%	26.9%	14.9%	17.9%	19.4%	43.3%	37.3%	11.9%	14.9%	41.8%
Total answering	1162	1091	134	115	162	179	131	109	101	160	86	370	208	235	258	445	613	91	120	440
	94.5%	95.0%	96.4%	92.7%	96.4%	95.2%	96.3%	94.0%	96.2%	93.0%	93.5%	95.4%	95.4%	95.1%	95.2%	93.9%	96.1%	91.9%	92.3%	94.0%
	100.0%	93.9%	11.5%	9.9%	13.9%	15.4%	11.3%	9.4%	8.7%	13.8%	7.4%	31.8%	17.9%	20.2%	22.2%	38.3%	52.8%	7.8%	10.3%	37.9%
Smoke at Cigar Bar/Other Bar/Cigar-Friendly Restaurants																				
Mean	2.77	2.59	7.40	2.77	1.57	1.09	0.86	5.76	2.11	0.70	1.90	2.64	3.73	3.40	1.89	2.55	2.33	4.88	3.38	1.01
Std. Dev.	9.993	9.134	13.925	7.250	2.374	3.479	2.095	19.930	7.351	3.035	4.986	8.323	10.341	14.050	8.662	9.262	9.370	12.596	8.707	3.427
Std. Err.	0.293	0.277	1.203	0.676	0.186	0.260	0.183	1.909	0.731	0.240	0.538	0.433	0.717	0.917	0.539	0.439	0.378	1.320	0.795	0.163

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Cigar Segmentation

Q10 Section II. Have you ever heard of any of the following cigar bars?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Bar & Books	93	88	15	14	11	14	6	10	7	11	7	31	21	11	21	28	51	10	17	31
	7.6%	7.7%	10.8%	11.3%	6.5%	7.4%	4.4%	8.6%	6.7%	6.4%	7.6%	8.0%	9.6%	4.5%	7.7%	5.9%	8.0%	10.1%	13.1%	6.6%
	100.0%	94.6%	16.1%	15.1%	11.8%	15.1%	6.5%	10.8%	7.5%	11.8%	7.5%	33.3%	22.6%	11.8%	22.6%	30.1%	54.8%	10.8%	18.3%	33.3%
Club Macanudo	181	177	46	28	35	21	20	9	9	9	11	67	32	34	36	50	100	28	38	41
	14.7%	15.4%	33.1%	22.6%	20.8%	11.2%	14.7%	7.8%	8.6%	5.2%	12.0%	17.3%	14.7%	13.8%	13.3%	10.5%	15.7%	28.3%	29.2%	8.8%
	100.0%	97.8%	25.4%	15.5%	19.3%	11.6%	11.0%	5.0%	5.0%	5.0%	6.1%	37.0%	17.7%	18.8%	19.9%	27.6%	55.2%	15.5%	21.0%	22.7%
Harry's Velvet Lounge	94	89	13	12	17	12	8	8	9	10	7	29	19	19	19	34	51	6	12	26
	7.6%	7.8%	9.4%	9.7%	10.1%	6.4%	5.9%	6.9%	8.6%	5.8%	7.6%	7.5%	8.7%	7.7%	7.0%	7.2%	8.0%	6.1%	9.2%	5.6%
	100.0%	94.7%	13.8%	12.8%	18.1%	12.8%	8.5%	8.5%	9.6%	10.6%	7.4%	30.9%	20.2%	20.2%	20.2%	36.2%	54.3%	6.4%	12.8%	27.7%
Havana	162	157	24	17	29	27	21	11	12	16	12	60	28	33	28	56	86	16	23	52
	13.2%	13.7%	17.3%	13.7%	17.3%	14.4%	15.4%	9.5%	11.4%	9.3%	13.0%	15.5%	12.8%	13.4%	10.3%	11.8%	13.5%	16.2%	17.7%	11.1%
	100.0%	96.9%	14.8%	10.5%	17.9%	16.7%	13.0%	6.8%	7.4%	9.9%	7.4%	37.0%	17.3%	20.4%	17.3%	34.6%	53.1%	9.9%	14.2%	32.1%
Shelly's Back Room	75	70	10	9	15	11	7	6	6	6	8	24	14	9	19	28	38	6	10	27
	6.1%	6.1%	7.2%	7.3%	8.9%	5.9%	5.1%	5.2%	5.7%	3.5%	8.7%	6.2%	6.4%	3.6%	7.0%	5.9%	6.0%	6.1%	7.7%	5.8%
	100.0%	93.3%	13.3%	12.0%	20.0%	14.7%	9.3%	8.0%	8.0%	8.0%	10.7%	32.0%	18.7%	12.0%	25.3%	37.3%	50.7%	8.0%	13.3%	36.0%
Grand Havana Room	139	136	31	18	23	15	19	7	11	12	10	55	23	25	25	48	75	13	29	38
	11.3%	11.8%	22.3%	14.5%	13.7%	8.0%	14.0%	6.0%	10.5%	7.0%	10.9%	14.2%	10.6%	10.1%	9.2%	10.1%	11.8%	13.1%	22.3%	8.1%
	100.0%	97.8%	22.3%	12.9%	16.5%	10.8%	13.7%	5.0%	7.9%	8.6%	7.2%	39.6%	16.5%	18.0%	18.0%	34.5%	54.0%	9.4%	20.9%	27.3%
No answer	892	826	77	83	108	138	92	98	80	150	72	257	155	185	212	362	453	64	75	373
	72.6%	72.0%	55.4%	66.9%	64.3%	73.4%	67.6%	84.5%	76.2%	87.2%	78.3%	66.2%	71.1%	74.9%	78.2%	76.4%	71.0%	64.6%	57.7%	79.7%
	100.0%	92.6%	8.6%	9.3%	12.1%	15.5%	10.3%	11.0%	9.0%	16.8%	8.1%	28.8%	17.4%	20.7%	23.8%	40.6%	50.8%	7.2%	8.4%	41.8%

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Cigar Segmentation

Q10 Section II. Have you ever been to any of the following cigar bars?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Bar & Books	14 1.1% 100.0%	14 1.2% 100.0%	2 1.4% 14.3%	4 3.2% 28.6%	1 0.6% 7.1%	0 0.0% 0.0%	2 1.5% 14.3%	0 0.0% 0.0%	2 1.9% 14.3%	3 1.7% 21.4%	3 3.3% 21.4%	1 0.3% 7.1%	3 1.4% 21.4%	4 1.6% 28.6%	3 1.1% 21.4%	3 0.6% 21.4%	9 1.4% 64.3%	2 2.0% 14.3%	4 3.1% 28.6%	6 1.3% 42.9%
Club Macanudo	13 1.1% 100.0%	13 1.1% 100.0%	6 4.3% 46.2%	2 1.6% 15.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 7.7%	0 0.0% 0.0%	2 1.9% 15.4%	2 1.2% 15.4%	0 0.0% 0.0%	4 1.0% 30.8%	2 0.9% 15.4%	5 2.0% 38.5%	2 0.7% 15.4%	3 0.6% 23.1%	7 1.1% 53.8%	3 3.0% 23.1%	4 3.1% 30.8%	2 0.4% 15.4%
Harry's Velvet Lounge	11 0.9% 100.0%	11 1.0% 100.0%	2 1.4% 18.2%	0 0.0% 0.0%	3 1.8% 27.3%	1 0.5% 9.1%	3 2.2% 27.3%	0 0.0% 0.0%	1 1.0% 9.1%	1 0.6% 9.1%	1 1.1% 9.1%	4 1.0% 36.4%	2 0.9% 18.2%	3 1.2% 27.3%	1 0.4% 9.1%	3 0.6% 27.3%	8 1.3% 72.7%	0 0.0% 0.0%	0 0.0% 0.0%	3 0.6% 27.3%
Havana	20 1.6% 100.0%	19 1.7% 95.0%	6 4.3% 30.0%	2 1.6% 10.0%	3 1.8% 15.0%	3 1.6% 15.0%	2 1.5% 10.0%	0 0.0% 0.0%	1 1.0% 5.0%	2 1.2% 10.0%	1 1.1% 5.0%	6 1.5% 30.0%	4 1.8% 20.0%	7 2.8% 35.0%	2 0.7% 10.0%	6 1.3% 30.0%	12 1.9% 60.0%	2 2.0% 10.0%	3 2.3% 15.0%	7 1.5% 35.0%
Shelly's Back Room	10 0.8% 100.0%	9 0.8% 90.0%	3 2.2% 30.0%	1 0.8% 10.0%	3 1.8% 30.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 10.0%	1 0.6% 10.0%	0 0.0% 0.0%	2 0.5% 20.0%	1 0.5% 10.0%	4 1.6% 40.0%	3 1.1% 30.0%	2 0.4% 20.0%	7 1.1% 70.0%	1 1.0% 10.0%	1 0.8% 10.0%	2 0.4% 20.0%
Grand Havana Room	12 1.0% 100.0%	12 1.0% 100.0%	4 2.9% 33.3%	3 2.4% 25.0%	1 0.6% 8.3%	0 0.0% 0.0%	1 0.7% 8.3%	0 0.0% 0.0%	1 1.0% 8.3%	2 1.2% 16.7%	0 0.0% 0.0%	3 0.8% 25.0%	1 0.5% 8.3%	4 1.6% 33.3%	4 1.5% 33.3%	4 0.8% 33.3%	5 0.8% 41.7%	3 3.0% 25.0%	6 4.6% 50.0%	2 0.4% 16.7%
No answer	1183 96.3% 100.0%	1104 96.2% 93.3%	126 90.6% 10.7%	117 94.4% 9.9%	163 97.0% 13.8%	185 98.4% 15.6%	128 94.1% 10.8%	116 100.0% 9.8%	102 97.1% 8.6%	167 97.1% 14.1%	88 95.7% 7.4%	372 95.9% 31.4%	210 96.3% 17.8%	236 95.5% 19.9%	264 97.4% 22.3%	462 97.5% 39.1%	612 95.9% 51.7%	91 91.9% 7.7%	117 90.0% 9.9%	457 97.6% 38.6%

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Cigar Segmentation

Q11 Section II. Most of the time when you are smoking a cigar, are you . . . ?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Net - Alcohol	556	528	77	43	117	53	101	21	59	57	46	212	106	115	76	197	309	47	46	228
	45.2%	46.0%	55.4%	34.7%	69.6%	28.2%	74.3%	18.1%	56.2%	33.1%	50.0%	54.6%	48.6%	46.6%	28.0%	41.6%	48.4%	47.5%	35.4%	48.7%
	100.0%	95.0%	13.8%	7.7%	21.0%	9.5%	18.2%	3.8%	10.6%	10.3%	8.3%	38.1%	19.1%	20.7%	13.7%	35.4%	55.6%	8.5%	8.3%	41.0%
Drinking beer	317	300	33	17	56	34	64	16	37	43	33	117	67	65	35	120	176	19	18	140
	25.8%	26.1%	23.7%	13.7%	33.3%	18.1%	47.1%	13.8%	35.2%	25.0%	35.9%	30.2%	30.7%	26.3%	12.9%	25.3%	27.6%	19.2%	13.8%	29.9%
	100.0%	94.6%	10.4%	5.4%	17.7%	10.7%	20.2%	5.0%	11.7%	13.6%	10.4%	36.9%	21.1%	20.5%	11.0%	37.9%	55.5%	6.0%	5.7%	44.2%
Drinking wine	50	49	12	8	12	4	5	2	5	1	4	21	5	7	13	18	25	7	3	14
	4.1%	4.3%	8.6%	6.5%	7.1%	2.1%	3.7%	1.7%	4.8%	0.6%	4.3%	5.4%	2.3%	2.8%	4.8%	3.8%	3.9%	7.1%	2.3%	3.0%
	100.0%	98.0%	24.0%	16.0%	24.0%	8.0%	10.0%	4.0%	10.0%	2.0%	8.0%	42.0%	10.0%	14.0%	26.0%	36.0%	50.0%	14.0%	6.0%	28.0%
Drinking liquor	198	186	32	18	51	15	35	4	17	14	11	77	35	45	29	62	113	21	25	79
	16.1%	16.2%	23.0%	14.5%	30.4%	8.0%	25.7%	3.4%	16.2%	8.1%	12.0%	19.8%	16.1%	18.2%	10.7%	13.1%	17.7%	21.2%	19.2%	16.9%
	100.0%	93.9%	16.2%	9.1%	25.8%	7.6%	17.7%	2.0%	8.6%	7.1%	5.6%	38.9%	17.7%	22.7%	14.6%	31.3%	57.1%	10.6%	12.6%	39.9%
Drinking coffee	70	65	4	17	4	8	1	17	4	10	3	17	12	18	20	28	35	5	9	18
	5.7%	5.7%	2.9%	13.7%	2.4%	4.3%	0.7%	14.7%	3.8%	5.8%	3.3%	4.4%	5.5%	7.3%	7.4%	5.9%	5.5%	5.1%	6.9%	3.8%
	100.0%	92.9%	5.7%	24.3%	5.7%	11.4%	1.4%	24.3%	5.7%	14.3%	4.3%	24.3%	17.1%	25.7%	28.6%	40.0%	50.0%	7.1%	12.9%	25.7%
Eating a meal	5	4	1	2	1	0	0	0	0	0	0	2	1	0	1	1	1	2	1	1
	0.4%	0.3%	0.7%	1.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.4%	0.2%	0.2%	2.0%	0.8%	0.2%
	100.0%	80.0%	20.0%	40.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.0%	20.0%	0.0%	20.0%	20.0%	20.0%	40.0%	20.0%	20.0%
Resting after a meal	256	241	35	28	19	49	14	31	25	40	23	74	46	45	66	109	127	18	36	94
	20.8%	21.0%	25.2%	22.6%	11.3%	26.1%	10.3%	26.7%	23.8%	23.3%	25.0%	19.1%	21.1%	18.2%	24.4%	23.0%	19.9%	18.2%	27.7%	20.1%
	100.0%	94.1%	13.7%	10.9%	7.4%	19.1%	5.5%	12.1%	9.8%	15.6%	9.0%	28.9%	18.0%	17.6%	25.8%	42.6%	49.6%	7.0%	14.1%	36.7%
None of these	355	327	22	40	26	78	21	50	23	67	23	89	55	75	112	142	179	28	39	133
	28.9%	28.5%	15.8%	32.3%	15.5%	41.5%	15.4%	43.1%	21.9%	39.0%	25.0%	22.9%	25.2%	30.4%	41.3%	30.0%	28.1%	28.3%	30.0%	28.4%
	100.0%	92.1%	6.2%	11.3%	7.3%	22.0%	5.9%	14.1%	6.5%	18.9%	6.5%	25.1%	15.5%	21.1%	31.5%	40.0%	50.4%	7.9%	11.0%	37.5%
No answer	12	6	1	0	2	0	1	1	0	1	0	2	1	1	0	3	3	1	1	5
	1.0%	0.5%	0.7%	0.0%	1.2%	0.0%	0.7%	0.9%	0.0%	0.6%	0.0%	0.5%	0.5%	0.4%	0.0%	0.6%	0.5%	1.0%	0.8%	1.1%
	100.0%	50.0%	8.3%	0.0%	16.7%	0.0%	8.3%	8.3%	0.0%	8.3%	0.0%	16.7%	8.3%	8.3%	0.0%	25.0%	25.0%	8.3%	8.3%	41.7%

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Cigar Segmentation

Q12 Section II. Approximately how much in total do you spend on a weekly basis for all cigars that you buy (on average)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
No answer	20 1.6% 100.0%	12 1.0% 60.0%	1 0.7% 5.0%	1 0.8% 5.0%	2 1.2% 10.0%	4 2.1% 20.0%	1 0.7% 5.0%	1 0.9% 5.0%	0 0.0% 0.0%	2 1.2% 10.0%	2 2.2% 10.0%	5 1.3% 25.0%	1 0.5% 5.0%	1 0.4% 5.0%	3 1.1% 15.0%	4 0.8% 20.0%	8 1.3% 40.0%	3 3.0% 15.0%	2 1.5% 10.0%	8 1.7% 40.0%
Total answering	1209 98.4% 100.0%	1136 99.0% 94.0%	138 99.3% 11.4%	123 99.2% 10.2%	166 98.8% 13.7%	184 97.9% 15.2%	135 99.3% 11.2%	115 99.1% 9.5%	105 100.0% 8.7%	170 98.8% 14.1%	90 97.8% 7.4%	383 98.7% 31.7%	217 99.5% 17.9%	246 99.6% 20.3%	268 98.9% 22.2%	470 99.2% 38.9%	630 98.7% 52.1%	96 97.0% 7.9%	128 98.5% 10.6%	460 98.3% 38.0%
Less than $5 (2.5)	552 45.7% 100.0%	510 44.9% 92.4%	12 8.7% 2.2%	25 20.3% 4.5%	74 44.6% 13.4%	96 52.2% 17.4%	105 77.8% 19.0%	22 19.1% 4.0%	58 55.2% 10.5%	118 69.4% 21.4%	51 56.7% 9.2%	167 43.6% 30.3%	91 41.9% 16.5%	45.5% 20.3%	128 47.8% 23.2%	253 53.8% 45.8%	263 41.7% 47.6%	30 31.3% 5.4%	23 18.0% 4.2%	294 63.9% 53.3%
$5 - $9 (7)	245 20.3% 100.0%	236 20.8% 96.3%	27 19.6% 11.0%	22 17.9% 9.0%	43 25.9% 17.6%	41 22.3% 16.7%	19 14.1% 7.8%	25 21.7% 10.2%	26 24.8% 10.6%	33 19.4% 13.5%	18 20.0% 7.3%	75 19.6% 30.6%	50 23.0% 20.4%	48 19.5% 19.6%	54 20.1% 22.0%	83 17.7% 33.9%	148 23.5% 60.4%	11 11.5% 4.5%	23 18.0% 9.4%	78 17.0% 31.8%
$10 - $14 (12)	157 13.0% 100.0%	151 13.3% 96.2%	30 21.7% 19.1%	20 16.3% 12.7%	27 16.3% 17.2%	24 13.0% 15.3%	5 3.7% 3.2%	26 22.6% 16.6%	11 10.5% 7.0%	8 4.7% 5.1%	13 14.4% 8.3%	56 14.6% 35.7%	32 14.7% 20.4%	28 11.4% 17.8%	27 10.1% 17.2%	65 13.8% 41.4%	75 11.9% 47.8%	17 17.7% 10.8%	15 11.7% 9.6%	47 10.2% 29.9%
$15 - $19 (17)	62 5.1% 100.0%	57 5.0% 91.9%	11 8.0% 17.7%	13 10.6% 21.0%	9 5.4% 14.5%	5 2.7% 8.1%	4 3.0% 6.5%	8 7.0% 12.9%	5 4.8% 8.1%	2 1.2% 3.2%	1 1.1% 1.6%	24 6.3% 38.7%	11 5.1% 17.7%	16 6.5% 25.8%	10 3.7% 16.1%	21 4.5% 33.9%	33 5.2% 53.2%	8 8.3% 12.9%	11 8.6% 17.7%	12 2.6% 19.4%
$20 - $29 (25)	85 7.0% 100.0%	79 7.0% 92.9%	16 11.6% 18.8%	21 17.1% 24.7%	7 4.2% 8.2%	11 6.0% 12.9%	1 0.7% 1.2%	16 13.9% 18.8%	4 3.8% 4.7%	3 1.8% 3.5%	0 0.0% 0.0%	27 7.0% 31.8%	17 7.8% 20.0%	16 6.5% 18.8%	24 9.0% 28.2%	18 3.8% 21.2%	59 9.4% 69.4%	7 7.3% 8.2%	18 14.1% 21.2%	12 2.6% 14.1%
$30 - $49 (40)	67 5.5% 100.0%	63 5.5% 94.0%	23 16.7% 34.3%	12 9.8% 17.9%	6 3.6% 9.0%	4 2.2% 6.0%	1 0.7% 1.5%	13 11.3% 19.4%	1 1.0% 1.5%	3 1.8% 4.5%	5 5.6% 7.5%	20 5.2% 29.9%	8 3.7% 11.9%	19 7.7% 28.4%	15 5.6% 22.4%	23 4.9% 34.3%	37 5.9% 55.2%	6 6.3% 9.0%	17 13.3% 25.4%	12 2.6% 17.9%
$50 - $74 (63)	21 1.7% 100.0%	20 1.8% 95.2%	10 7.2% 47.6%	3 2.4% 14.3%	0 0.0% 0.0%	2 1.1% 9.5%	0 0.0% 0.0%	4 3.5% 19.0%	0 0.0% 0.0%	1 0.6% 4.8%	1 1.1% 4.8%	10 2.6% 47.6%	4 1.8% 19.0%	1 0.4% 4.8%	5 1.9% 23.8%	4 0.9% 19.0%	8 1.3% 38.1%	8 8.3% 38.1%	9 7.0% 42.9%	3 0.7% 14.3%
$75 - $99 (88)	12 1.0% 100.0%	12 1.1% 100.0%	5 3.6% 41.7%	5 4.1% 41.7%	0 0.0% 0.0%	1 0.5% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 8.3%	1 1.1% 8.3%	4 1.0% 33.3%	1 0.5% 8.3%	2 0.8% 16.7%	4 1.5% 33.3%	3 0.6% 25.0%	4 0.6% 33.3%	5 5.2% 41.7%	7 5.5% 58.3%	2 0.4% 16.7%
$100 - $124 (112)	3 0.2% 100.0%	3 0.3% 100.0%	1 0.7% 33.3%	1 0.8% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.9% 66.7%	1 0.4% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 33.3%	1 1.0% 33.3%	1 0.8% 33.3%	0 0.0% 0.0%
$125 - $149 (138)	3 0.2% 100.0%	3 0.3% 100.0%	2 1.4% 66.7%	1 0.8% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.8% 66.7%	1 0.4% 33.3%	0 0.0% 0.0%	2 0.3% 66.7%	1 1.0% 33.3%	2 1.6% 66.7%	0 0.0% 0.0%
$150 - $199 (175)	2 0.2% 100.0%	2 0.2% 100.0%	1 0.7% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.9% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.5% 50.0%	1 0.4% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 100.0%	2 1.6% 100.0%	0 0.0% 0.0%

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Cigar Segmentation

Q12 Section II. Approximately how much in total do you spend on a weekly basis for all cigars that you buy (on average)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
$200 - $299 (250)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$300+ (350)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mean	11.84	11.99	26.95	20.83	8.30	8.42	4.36	17.61	6.51	6.55	8.64	11.70	12.13	12.95	11.93	9.01	11.67	25.53	28.41	6.94
Std. Dev.	17.714	18.011	28.990	23.793	8.383	11.314	4.827	20.745	6.437	12.806	13.557	15.080	19.440	21.339	17.412	12.221	15.588	35.570	33.621	10.206
Std. Err.	0.509	0.534	2.468	2.145	0.651	0.834	0.415	1.935	0.628	0.982	1.429	0.771	1.320	1.361	1.064	0.564	0.621	3.630	2.972	0.476

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Cigar Segmentation

Q13 Section II. How much do you typically spend for each cigar (on average)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	18	12	1	1	1	2	1	2	1	3	1	2	1	3	3	6	5	2	3	8
	1.5%	1.0%	0.7%	0.8%	0.6%	1.1%	0.7%	1.7%	1.0%	1.7%	1.1%	0.5%	0.5%	1.2%	1.1%	1.3%	0.8%	2.0%	2.3%	1.7%
	100.0%	66.7%	5.6%	5.6%	5.6%	11.1%	5.6%	11.1%	5.6%	16.7%	5.6%	11.1%	5.6%	16.7%	16.7%	33.3%	27.8%	11.1%	16.7%	44.4%
Total answering	1211	1136	138	123	167	186	135	114	104	169	91	386	217	244	268	468	633	97	127	460
	98.5%	99.0%	99.3%	99.2%	99.4%	98.9%	99.3%	98.3%	99.0%	98.3%	98.9%	99.5%	99.5%	98.8%	98.9%	98.7%	99.2%	98.0%	97.7%	98.3%
	100.0%	93.8%	11.4%	10.2%	13.8%	15.4%	11.1%	9.4%	8.6%	14.0%	7.5%	31.9%	17.9%	20.1%	22.1%	38.6%	52.3%	8.0%	10.5%	38.0%
Less than $1.00 (.50)	251	229	7	15	2	30	10	66	23	76	26	48	39	52	86	146	89	12	17	117
	20.7%	20.2%	5.1%	12.2%	1.2%	16.1%	7.4%	57.9%	22.1%	45.0%	28.6%	12.4%	18.0%	21.3%	32.1%	31.2%	14.1%	12.4%	13.4%	25.4%
	100.0%	91.2%	2.8%	6.0%	0.8%	12.0%	4.0%	26.3%	9.2%	30.3%	10.4%	19.1%	15.5%	20.7%	34.3%	58.2%	35.5%	4.8%	6.8%	46.6%
$1.00 - $1.99 (1.50)	204	190	15	25	7	32	18	28	23	42	14	54	32	41	62	91	103	9	15	78
	16.8%	16.7%	10.9%	20.3%	4.2%	17.2%	13.3%	24.6%	22.1%	24.9%	15.4%	14.0%	14.7%	16.8%	23.1%	19.4%	16.3%	9.3%	11.8%	17.0%
	100.0%	93.1%	7.4%	12.3%	3.4%	15.7%	8.8%	13.7%	11.3%	20.6%	6.9%	26.5%	15.7%	20.1%	30.4%	44.6%	50.5%	4.4%	7.4%	38.2%
$2.00 - $2.99 (2.50)	120	112	9	22	10	21	4	11	14	21	12	31	19	31	27	42	73	4	13	47
	9.9%	9.9%	6.5%	17.9%	6.0%	11.3%	3.0%	9.6%	13.5%	12.4%	13.2%	8.0%	8.8%	12.7%	10.1%	9.0%	11.5%	4.1%	10.2%	10.2%
	100.0%	93.3%	7.5%	18.3%	8.3%	17.5%	3.3%	9.2%	11.7%	17.5%	10.0%	25.8%	15.8%	25.8%	22.5%	35.0%	60.8%	3.3%	10.8%	39.2%
$3.00 - $3.99 (3.50)	102	97	18	13	16	22	7	3	12	6	5	39	22	18	17	35	62	5	12	34
	8.4%	8.5%	13.0%	10.6%	9.6%	11.8%	5.2%	2.6%	11.5%	3.6%	5.5%	10.1%	10.1%	7.4%	6.3%	7.5%	9.8%	5.2%	9.4%	7.4%
	100.0%	95.1%	17.6%	12.7%	15.7%	21.6%	6.9%	2.9%	11.8%	5.9%	4.9%	38.2%	21.6%	17.6%	16.7%	34.3%	60.8%	4.9%	11.8%	33.3%
$4.00 - $4.99 (4.50)	125	121	16	16	26	29	11	2	8	13	6	38	24	28	28	33	78	13	17	43
	10.3%	10.7%	11.6%	13.0%	15.6%	15.6%	8.1%	1.8%	7.7%	7.7%	6.6%	9.8%	11.1%	11.5%	10.4%	7.1%	12.3%	13.4%	13.4%	9.3%
	100.0%	96.8%	12.8%	12.8%	20.8%	23.2%	8.8%	1.6%	6.4%	10.4%	4.8%	30.4%	19.2%	22.4%	22.4%	26.4%	62.4%	10.4%	13.6%	34.4%
$5.00 - $5.99 (5.50)	114	109	18	11	26	17	23	2	8	4	8	47	20	17	21	30	72	12	16	41
	9.4%	9.6%	13.0%	8.9%	15.6%	9.1%	17.0%	1.8%	7.7%	2.4%	8.8%	12.2%	9.2%	7.0%	7.8%	6.4%	11.4%	12.4%	12.6%	8.9%
	100.0%	95.6%	15.8%	9.6%	22.8%	14.9%	20.2%	1.8%	7.0%	3.5%	7.0%	41.2%	17.5%	14.9%	18.4%	26.3%	63.2%	10.5%	14.0%	36.0%
$6.00 - $6.99 (6.50)	72	67	19	6	19	9	11	0	3	0	8	25	13	13	13	20	40	9	13	22
	5.9%	5.9%	13.8%	4.9%	11.4%	4.8%	8.1%	0.0%	2.9%	0.0%	8.8%	6.5%	6.0%	5.3%	4.9%	4.3%	6.3%	9.3%	10.2%	4.8%
	100.0%	93.1%	26.4%	8.3%	26.4%	12.5%	15.3%	0.0%	4.2%	0.0%	11.1%	34.7%	18.1%	18.1%	18.1%	27.8%	55.6%	12.5%	18.1%	30.6%
$7.00 - $7.99 (7.50)	57	55	13	7	13	5	10	1	5	1	4	22	13	15	3	22	24	10	6	19
	4.7%	4.8%	9.4%	5.7%	7.8%	2.7%	7.4%	0.9%	4.8%	0.6%	4.4%	5.7%	6.0%	6.1%	1.1%	4.7%	3.8%	10.3%	4.7%	4.1%
	100.0%	96.5%	22.8%	12.3%	22.8%	8.8%	17.5%	1.8%	8.8%	1.8%	7.0%	38.6%	22.8%	26.3%	5.3%	38.6%	42.1%	17.5%	10.5%	33.3%
$8.00 - $8.99 (8.50)	42	39	7	2	11	4	10	0	2	3	1	20	11	7	3	10	25	7	2	16
	3.5%	3.4%	5.1%	1.6%	6.6%	2.2%	7.4%	0.0%	1.9%	1.8%	1.1%	5.2%	5.1%	2.9%	1.1%	2.1%	3.9%	7.2%	1.6%	3.5%
	100.0%	92.9%	16.7%	4.8%	26.2%	9.5%	23.8%	0.0%	4.8%	7.1%	2.4%	47.6%	26.2%	16.7%	7.1%	23.8%	59.5%	16.7%	4.8%	38.1%
$9.00 - $9.99 (9.50)	30	30	6	1	9	5	6	0	3	0	2	14	5	7	2	11	17	2	2	9
	2.5%	2.6%	4.3%	0.8%	5.4%	2.7%	4.4%	0.0%	2.9%	0.0%	2.2%	3.6%	2.3%	2.9%	0.7%	2.4%	2.7%	2.1%	1.6%	2.0%
	100.0%	100.0%	20.0%	3.3%	30.0%	16.7%	20.0%	0.0%	10.0%	0.0%	6.7%	46.7%	16.7%	23.3%	6.7%	36.7%	56.7%	6.7%	6.7%	30.0%
$10.00 - $14.99 (12.50)	67	65	7	4	21	11	17	1	2	2	3	35	16	9	4	20	36	9	11	27
	5.5%	5.7%	5.1%	3.3%	12.6%	5.9%	12.6%	0.9%	1.9%	1.2%	3.3%	9.1%	7.4%	3.7%	1.5%	4.3%	5.7%	9.3%	8.7%	5.9%
	100.0%	97.0%	10.4%	6.0%	31.3%	16.4%	25.4%	1.5%	3.0%	3.0%	4.5%	52.2%	23.9%	13.4%	6.0%	29.9%	53.7%	13.4%	16.4%	40.3%

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Cigar Segmentation

Q13 Section II. How much do you typically spend for each cigar (on average)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
$15.00 - $19.99 (17.50)	15	14	2	1	4	0	5	0	1	1	2	10	1	2	0	7	6	2	2	6
	1.2%	1.2%	1.4%	0.8%	2.4%	0.0%	3.7%	0.0%	1.0%	0.6%	2.2%	2.6%	0.5%	0.8%	0.0%	1.5%	0.9%	2.1%	1.6%	1.3%
	100.0%	93.3%	13.3%	6.7%	26.7%	0.0%	33.3%	0.0%	6.7%	6.7%	13.3%	66.7%	6.7%	13.3%	0.0%	46.7%	40.0%	13.3%	13.3%	40.0%
$20.00 - $29.99 (25)	5	4	0	0	2	0	2	0	0	0	0	1	1	2	1	1	4	0	0	1
	0.4%	0.4%	0.0%	0.0%	1.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.8%	0.4%	0.2%	0.6%	0.0%	0.0%	0.2%
	100.0%	80.0%	0.0%	0.0%	40.0%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	20.0%	20.0%	40.0%	20.0%	20.0%	80.0%	0.0%	0.0%	20.0%
$30.00 - $39.99 (35)	3	3	1	0	1	0	1	0	0	0	0	0	1	1	1	0	1	2	1	0
	0.2%	0.3%	0.7%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.4%	0.0%	0.2%	2.1%	0.8%	0.0%
	100.0%	100.0%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	33.3%	66.7%	33.3%	0.0%
$40.00 - $49.99 (45)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$50.00+ (55)	4	1	0	0	0	1	0	0	0	0	0	2	0	1	0	0	3	1	0	0
	0.3%	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.4%	0.0%	0.0%	0.5%	1.0%	0.0%	0.0%
	100.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	25.0%	0.0%	0.0%	75.0%	25.0%	0.0%	0.0%
Mean	4.43	4.35	5.63	3.77	7.01	4.23	6.79	1.34	3.35	1.96	3.68	5.51	4.66	4.34	2.86	3.49	4.76	6.76	5.06	3.92
Std. Dev.	5.036	4.371	4.109	2.976	4.600	4.878	5.333	1.611	3.074	2.375	3.659	5.463	4.324	5.391	3.430	3.732	5.264	7.515	4.549	3.788
Std. Err.	0.145	0.130	0.350	0.268	0.356	0.358	0.459	0.151	0.301	0.183	0.384	0.278	0.294	0.345	0.210	0.173	0.209	0.763	0.404	0.177

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Cigar Segmentation

Q14A Section II. Have you ever bought cigars from the following sources?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Department Store	250 20.3% 100.0%	232 20.2% 92.8%	24 17.3% 9.6%	35 28.2% 14.0%	24 14.3% 9.6%	39 20.7% 15.6%	13 9.6% 5.2%	38 32.8% 15.2%	21 20.0% 8.4%	38 22.1% 15.2%	11 12.0% 4.4%	61 15.7% 24.4%	55 25.2% 22.0%	49 19.8% 19.6%	70 25.8% 28.0%	99 20.9% 39.6%	120 18.8% 48.0%	27 27.3% 10.8%	31 23.8% 12.4%	79 16.9% 31.6%
Duty-Free Store	180 14.6% 100.0%	172 15.0% 95.6%	34 24.5% 18.9%	27 21.8% 15.0%	27 16.1% 15.0%	30 16.0% 16.7%	17 12.5% 9.4%	14 12.1% 7.8%	11 10.5% 6.1%	12 7.0% 6.7%	8 8.7% 4.4%	49 12.6% 27.2%	25 11.5% 13.9%	31 12.6% 17.2%	65 24.0% 36.1%	76 16.0% 42.2%	83 13.0% 46.1%	20 20.2% 11.1%	32 24.6% 17.8%	50 10.7% 27.8%
Liquor Store	404 32.9% 100.0%	378 32.9% 93.6%	49 35.3% 12.1%	37 29.8% 9.2%	76 45.2% 18.8%	65 34.6% 16.1%	50 36.8% 12.4%	30 25.9% 7.4%	29 27.6% 7.2%	42 24.4% 10.4%	22 23.9% 5.4%	139 35.8% 34.4%	77 35.3% 19.1%	83 33.6% 20.5%	79 29.2% 19.6%	152 32.1% 37.6%	218 34.2% 54.0%	31 31.3% 7.7%	37 28.5% 9.2%	150 32.1% 37.1%
Newsstand	181 14.7% 100.0%	168 14.6% 92.8%	30 21.6% 16.6%	29 23.4% 16.0%	30 17.9% 16.6%	30 16.0% 16.6%	13 9.6% 7.2%	13 11.2% 7.2%	14 13.3% 7.7%	9 5.2% 5.0%	10 10.9% 5.5%	46 11.9% 25.4%	28 12.8% 15.5%	41 16.6% 22.7%	55 20.3% 30.4%	68 14.3% 37.6%	94 14.7% 51.9%	18 18.2% 9.9%	29 22.3% 16.0%	40 8.5% 22.1%
Other	187 15.2% 100.0%	175 15.2% 93.6%	22 15.8% 11.8%	22 17.7% 11.8%	33 19.6% 17.6%	27 14.4% 14.4%	22 16.2% 11.8%	23 19.8% 12.3%	10 9.5% 5.3%	16 9.3% 8.6%	19 20.7% 10.2%	55 14.2% 29.4%	23 10.6% 12.3%	41 16.6% 21.9%	46 17.0% 24.6%	75 15.8% 40.1%	88 13.8% 47.1%	22 22.2% 11.8%	27 20.8% 14.4%	58 12.4% 31.0%
Net - Mass Channel	888 72.3% 100.0%	823 71.7% 92.7%	86 61.9% 9.7%	91 73.4% 10.2%	96 57.1% 10.8%	138 73.4% 15.5%	75 55.1% 8.4%	101 87.1% 11.4%	91 86.7% 10.2%	145 84.3% 16.3%	59 64.1% 6.6%	249 64.2% 28.0%	162 74.3% 18.2%	192 77.7% 21.6%	219 80.8% 24.7%	373 78.7% 42.0%	454 71.2% 51.1%	56 56.6% 6.3%	81 62.3% 9.1%	352 75.2% 39.6%
Discount Store (like Kmart, Walmart)	517 42.1% 100.0%	477 41.6% 92.3%	35 25.2% 6.8%	54 43.5% 10.4%	45 26.8% 8.7%	81 43.1% 15.7%	34 25.0% 6.6%	77 66.4% 14.9%	48 45.7% 9.3%	103 59.9% 19.9%	25 27.2% 4.8%	133 34.3% 25.7%	93 42.7% 18.0%	109 44.1% 21.1%	153 56.5% 29.6%	234 49.4% 45.3%	254 39.8% 49.1%	26 26.3% 5.0%	45 34.6% 8.7%	207 44.2% 40.0%
Drug Store	585 47.6% 100.0%	547 47.6% 93.5%	63 45.3% 10.8%	66 53.2% 11.3%	63 37.5% 10.8%	97 51.6% 16.6%	42 30.9% 7.2%	74 63.8% 12.6%	52 49.5% 8.9%	90 52.3% 15.4%	29 31.5% 5.0%	149 38.4% 25.5%	105 48.2% 17.9%	127 51.4% 21.7%	171 63.1% 29.2%	232 48.9% 39.7%	310 48.6% 53.0%	41 41.4% 7.0%	57 43.8% 9.7%	220 47.0% 37.6%
Convenience Store	495 40.3% 100.0%	451 39.3% 91.1%	46 33.1% 9.3%	47 37.9% 9.5%	42 25.0% 8.5%	65 34.6% 13.1%	35 25.7% 7.1%	73 62.9% 14.7%	57 54.3% 11.5%	86 50.0% 17.4%	39 42.4% 7.9%	130 33.5% 26.3%	93 42.7% 18.8%	114 46.2% 23.0%	113 41.7% 22.8%	209 44.1% 42.2%	255 40.0% 51.5%	27 27.3% 5.5%	37 28.5% 7.5%	204 43.6% 41.2%
Grocery Store	475 38.6% 100.0%	434 37.8% 91.4%	39 28.1% 8.2%	46 37.1% 9.7%	35 20.8% 7.4%	72 38.3% 15.2%	38 27.9% 8.0%	68 58.6% 14.3%	53 50.5% 11.2%	83 48.3% 17.5%	29 31.5% 6.1%	129 33.2% 27.2%	91 41.7% 19.2%	102 41.3% 21.5%	120 44.3% 25.3%	224 47.3% 47.2%	222 34.8% 46.7%	25 25.3% 5.3%	37 28.5% 7.8%	190 40.6% 40.0%
Warehouse Club (like Sam's)	114 9.3% 100.0%	110 9.6% 96.5%	19 13.7% 16.7%	17 13.7% 14.9%	11 6.5% 9.6%	18 9.6% 15.8%	5 3.7% 4.4%	19 16.4% 16.7%	10 9.5% 8.8%	11 6.4% 9.6%	7 7.6% 6.1%	22 5.7% 19.3%	19 8.7% 16.7%	28 11.3% 24.6%	37 13.7% 32.5%	51 10.8% 44.7%	52 8.2% 45.6%	9 9.1% 7.9%	14 10.8% 12.3%	29 6.2% 25.4%
Net - Tobacconist	874 71.1% 100.0%	834 72.6% 95.4%	129 92.8% 14.8%	97 78.2% 11.1%	156 92.9% 17.8%	149 79.3% 17.0%	94 69.1% 10.8%	63 54.3% 7.2%	70 66.7% 8.0%	76 44.2% 8.7%	46 50.0% 5.3%	283 72.9% 32.4%	160 73.4% 18.3%	183 74.1% 20.9%	197 72.7% 22.5%	295 62.2% 33.8%	490 76.8% 56.1%	83 83.8% 9.5%	107 82.3% 12.2%	285 60.9% 32.6%
Chain Tobacconist store (e.g., Tinder Box)	681 55.4% 100.0%	652 56.8% 95.7%	99 71.2% 14.5%	81 65.3% 11.9%	123 73.2% 18.1%	113 60.1% 16.6%	68 50.0% 10.0%	53 45.7% 7.8%	55 52.4% 8.1%	60 34.9% 8.8%	27 29.3% 4.0%	219 56.4% 32.2%	128 58.7% 18.8%	141 57.1% 20.7%	161 59.4% 23.6%	232 48.9% 34.1%	375 58.8% 55.1%	70 70.7% 10.3%	88 67.7% 12.9%	205 43.8% 30.1%

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Cigar Segmentation

Q14A Section II. Have you ever bought cigars from the following sources?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Local Tobacconist/ Independent Smoke Shop	644	613	108	73	123	117	65	35	49	43	28	210	120	141	142	208	366	66	88	203
	52.4%	53.4%	77.7%	58.9%	73.2%	62.2%	47.8%	30.2%	46.7%	25.0%	30.4%	54.1%	55.0%	57.1%	52.4%	43.9%	57.4%	66.7%	67.7%	43.4%
	100.0%	95.2%	16.8%	11.3%	19.1%	18.2%	10.1%	5.4%	7.6%	6.7%	4.3%	32.6%	18.6%	21.9%	22.0%	32.3%	56.8%	10.2%	13.7%	31.5%
Net - On Premises	438	414	80	47	102	60	63	20	18	24	20	147	82	87	98	133	252	51	66	130
	35.6%	36.1%	57.6%	37.9%	60.7%	31.9%	46.3%	17.2%	17.1%	14.0%	21.7%	37.9%	37.6%	35.2%	36.2%	28.1%	39.5%	51.5%	50.8%	27.8%
	100.0%	94.5%	18.3%	10.7%	23.3%	13.7%	14.4%	4.6%	4.1%	5.5%	4.6%	33.6%	18.7%	19.9%	22.4%	30.4%	57.5%	11.6%	15.1%	29.7%
Cigar Bar	244	232	57	27	64	20	37	8	9	10	12	84	50	53	42	69	139	34	44	63
	19.9%	20.2%	41.0%	21.8%	38.1%	10.6%	27.2%	6.9%	8.6%	5.8%	13.0%	21.6%	22.9%	21.5%	15.5%	14.6%	21.8%	34.3%	33.8%	13.5%
	100.0%	95.1%	23.4%	11.1%	26.2%	8.2%	15.2%	3.3%	3.7%	4.1%	4.9%	34.4%	20.5%	21.7%	17.2%	28.3%	57.0%	13.9%	18.0%	25.8%
Another bar that allows cigar smoking (not a cigar bar)	221	208	41	26	46	26	33	12	14	10	12	81	39	45	41	73	119	29	30	68
	18.0%	18.1%	29.5%	21.0%	27.4%	13.8%	24.3%	10.3%	13.3%	5.8%	13.0%	20.9%	17.9%	18.2%	15.1%	15.4%	18.7%	29.3%	23.1%	14.5%
	100.0%	94.1%	18.6%	11.8%	20.8%	11.8%	14.9%	5.4%	6.3%	4.5%	5.4%	36.7%	17.6%	20.4%	18.6%	33.0%	53.8%	13.1%	13.6%	30.8%
Restaurant	194	186	32	22	48	33	21	12	8	10	10	54	27	40	62	60	103	31	34	53
	15.8%	16.2%	23.0%	17.7%	28.6%	17.6%	15.4%	10.3%	7.6%	5.8%	10.9%	13.9%	12.4%	16.2%	22.9%	12.7%	16.1%	31.3%	26.2%	11.3%
	100.0%	95.9%	16.5%	11.3%	24.7%	17.0%	10.8%	6.2%	4.1%	5.2%	5.2%	27.8%	13.9%	20.6%	32.0%	30.9%	53.1%	16.0%	17.5%	27.3%
Sport Club/Sporting Event	120	112	29	11	33	11	15	4	7	2	6	43	21	27	20	44	65	10	20	32
	9.8%	9.8%	20.9%	8.9%	19.6%	5.9%	11.0%	3.4%	6.7%	1.2%	6.5%	11.1%	9.6%	10.9%	7.4%	9.3%	10.2%	10.1%	15.4%	6.8%
	100.0%	93.3%	24.2%	9.2%	27.5%	9.2%	12.5%	3.3%	5.8%	1.7%	5.0%	35.8%	17.5%	22.5%	16.7%	36.7%	54.2%	8.3%	16.7%	26.7%
Net - Internet/Mail Order	339	327	54	86	50	48	13	31	20	25	10	96	53	71	108	113	191	35	65	57
	27.6%	28.5%	38.8%	69.4%	29.8%	25.5%	9.6%	26.7%	19.0%	14.5%	10.9%	24.7%	24.3%	28.7%	39.9%	23.8%	29.9%	35.4%	50.0%	12.2%
	100.0%	96.5%	15.9%	25.4%	14.7%	14.2%	3.8%	9.1%	5.9%	7.4%	2.9%	28.3%	15.6%	20.9%	31.9%	33.3%	56.3%	10.3%	19.2%	16.8%
Internet Site	70	68	13	18	11	6	4	4	6	6	4	21	12	13	19	29	34	7	15	10
	5.7%	5.9%	9.4%	14.5%	6.5%	3.2%	2.9%	3.4%	5.7%	3.5%	4.3%	5.4%	5.5%	5.3%	7.0%	6.1%	5.3%	7.1%	11.5%	2.1%
	100.0%	97.1%	18.6%	25.7%	15.7%	8.6%	5.7%	5.7%	8.6%	8.6%	5.7%	30.0%	17.1%	18.6%	27.1%	41.4%	48.6%	10.0%	21.4%	14.3%
Mail Order/Catalog	331	319	52	85	47	48	13	31	20	23	10	93	51	70	106	112	187	32	63	57
	26.9%	27.8%	37.4%	68.5%	28.0%	25.5%	9.6%	26.7%	19.0%	13.4%	10.9%	24.0%	23.4%	28.3%	39.1%	23.6%	29.3%	32.3%	48.5%	12.2%
	100.0%	96.4%	15.7%	25.7%	14.2%	14.5%	3.9%	9.4%	6.0%	6.9%	3.0%	28.1%	15.4%	21.1%	32.0%	33.8%	56.5%	9.7%	19.0%	17.2%
No answer	12	6	0	0	1	0	3	1	0	1	4	2	0	1	1	1	3	0	0	7
	1.0%	0.5%	0.0%	0.0%	0.6%	0.0%	2.2%	0.9%	0.0%	0.6%	4.3%	0.5%	0.0%	0.4%	0.4%	0.2%	0.5%	0.0%	0.0%	1.5%
	100.0%	50.0%	0.0%	0.0%	8.3%	0.0%	25.0%	8.3%	0.0%	8.3%	33.3%	16.7%	0.0%	8.3%	8.3%	8.3%	25.0%	0.0%	0.0%	58.3%

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	250 100.0% 100.0%	232 100.0% 92.8%	24 100.0% 9.6%	35 100.0% 14.0%	24 100.0% 9.6%	39 100.0% 15.6%	13 100.0% 5.2%	38 100.0% 15.2%	21 100.0% 8.4%	38 100.0% 15.2%	11 100.0% 4.4%	61 100.0% 24.4%	55 100.0% 22.0%	49 100.0% 19.6%	70 100.0% 28.0%	99 100.0% 39.6%	120 100.0% 48.0%	27 100.0% 10.8%	31 100.0% 12.4%	79 100.0% 31.6%
No answer	54 21.6% 100.0%	51 22.0% 94.4%	3 12.5% 5.6%	9 25.7% 16.7%	5 20.8% 9.3%	8 20.5% 14.8%	5 38.5% 9.3%	10 26.3% 18.5%	4 19.0% 7.4%	7 18.4% 13.0%	5 45.5% 9.3%	15 24.6% 27.8%	12 21.8% 22.2%	7 14.3% 13.0%	13 18.6% 24.1%	27 27.3% 50.0%	16 13.3% 29.6%	10 37.0% 18.5%	9 29.0% 16.7%	11 13.9% 20.4%
Total answering	196 78.4% 100.0%	181 78.0% 92.3%	21 87.5% 10.7%	26 74.3% 13.3%	19 79.2% 9.7%	31 79.5% 15.8%	8 61.5% 4.1%	28 73.7% 14.3%	17 81.0% 8.7%	31 81.6% 15.8%	6 54.5% 3.1%	46 75.4% 23.5%	43 78.2% 21.9%	42 85.7% 21.4%	57 81.4% 29.1%	72 72.7% 36.7%	104 86.7% 53.1%	17 63.0% 8.7%	22 71.0% 11.2%	68 86.1% 34.7%
Department Store																				
Once a week or more (52)	13 6.6% 100.0%	9 5.0% 69.2%	2 9.5% 15.4%	3 11.5% 23.1%	0 0.0% 0.0%	1 3.2% 7.7%	0 0.0% 0.0%	1 3.6% 7.7%	0 0.0% 0.0%	2 6.5% 15.4%	1 16.7% 7.7%	5 10.9% 38.5%	3 7.0% 23.1%	3 7.1% 23.1%	1 1.8% 7.7%	5 6.9% 38.5%	7 6.7% 53.8%	0 0.0% 0.0%	1 4.5% 7.7%	5 7.4% 38.5%
Once-twice a month (18)	38 19.4% 100.0%	38 21.0% 100.0%	7 33.3% 18.4%	4 15.4% 10.5%	4 21.1% 10.5%	4 12.9% 10.5%	0 0.0% 0.0%	9 32.1% 23.7%	6 35.3% 15.8%	4 12.9% 10.5%	3 50.0% 7.9%	9 19.6% 23.7%	10 23.3% 26.3%	4 9.5% 10.5%	11 19.3% 28.9%	12 16.7% 31.6%	21 20.2% 55.3%	4 23.5% 10.5%	5 22.7% 13.2%	9 13.2% 23.7%
Once or twice a year (2)	73 37.2% 100.0%	68 37.6% 93.2%	5 23.8% 6.8%	14 53.8% 19.2%	5 26.3% 6.8%	11 35.5% 15.1%	4 50.0% 5.5%	9 32.1% 12.3%	7 41.2% 9.6%	13 41.9% 17.8%	1 16.7% 1.4%	16 34.8% 21.9%	18 41.9% 24.7%	23 54.8% 31.5%	15 26.3% 20.5%	28 38.9% 38.4%	38 36.5% 52.1%	7 41.2% 9.6%	9 40.9% 12.3%	25 36.8% 34.2%
Less than once a year (1)	72 36.7% 100.0%	66 36.5% 91.7%	7 33.3% 9.7%	5 19.2% 6.9%	10 52.6% 13.9%	15 48.4% 20.8%	4 50.0% 5.6%	9 32.1% 12.5%	4 23.5% 5.6%	12 38.7% 16.7%	1 16.7% 1.4%	16 34.8% 22.2%	12 27.9% 16.7%	12 28.6% 16.7%	30 52.6% 41.7%	27 37.5% 37.5%	38 36.5% 52.8%	6 35.3% 8.3%	7 31.8% 9.7%	29 42.6% 40.3%
Mean	8.05	7.48	11.76	10.04	4.84	5.19	1.50	8.61	7.41	6.90	18.17	10.22	8.93	6.81	5.44	7.76	8.23	5.41	7.59	7.37
Std. Dev.	13.421	12.215	15.488	16.552	6.994	10.365	0.535	11.532	8.070	13.280	18.444	16.134	13.807	13.583	9.134	13.639	13.538	7.212	12.149	13.862
Std. Err.	0.959	0.908	3.380	3.246	1.605	1.862	0.189	2.179	1.957	2.385	7.530	2.379	2.106	2.096	1.210	1.607	1.327	1.749	2.590	1.681

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	517	477	35	54	45	81	34	77	48	103	25	133	93	109	153	234	254	26	45	207
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	92.3%	6.8%	10.4%	8.7%	15.7%	6.6%	14.9%	9.3%	19.9%	4.8%	25.7%	18.0%	21.1%	29.6%	45.3%	49.1%	5.0%	8.7%	40.0%
No answer	77	68	4	9	5	11	3	7	10	19	5	22	11	18	21	34	38	5	10	23
	14.9%	14.3%	11.4%	16.7%	11.1%	13.6%	8.8%	9.1%	20.8%	18.4%	20.0%	16.5%	11.8%	16.5%	13.7%	14.5%	15.0%	19.2%	22.2%	11.1%
	100.0%	88.3%	5.2%	11.7%	6.5%	14.3%	3.9%	9.1%	13.0%	24.7%	6.5%	28.6%	14.3%	23.4%	27.3%	44.2%	49.4%	6.5%	13.0%	29.9%
Total answering	440	409	31	45	40	70	31	70	38	84	20	111	82	91	132	200	216	21	35	184
	85.1%	85.7%	88.6%	83.3%	88.9%	86.4%	91.2%	90.9%	79.2%	81.6%	80.0%	83.5%	88.2%	83.5%	86.3%	85.5%	85.0%	80.8%	77.8%	88.9%
	100.0%	93.0%	7.0%	10.2%	9.1%	15.9%	7.0%	15.9%	8.6%	19.1%	4.5%	25.2%	18.6%	20.7%	30.0%	45.5%	49.1%	4.8%	8.0%	41.8%
Discount Store (like Kmart, Walmart)																				
Once a week or more (52)	52	48	5	10	0	6	0	13	3	11	4	13	12	8	14	26	24	1	7	15
	11.8%	11.7%	16.1%	22.2%	0.0%	8.6%	0.0%	18.6%	7.9%	13.1%	20.0%	11.7%	14.6%	8.8%	10.6%	13.0%	11.1%	4.8%	20.0%	8.2%
	100.0%	92.3%	9.6%	19.2%	0.0%	11.5%	0.0%	25.0%	5.8%	21.2%	7.7%	25.0%	23.1%	15.4%	26.9%	50.0%	46.2%	1.9%	13.5%	28.8%
Once-twice a month (18)	100	94	6	11	1	12	3	29	11	21	7	21	21	15	34	48	47	4	6	42
	22.7%	23.0%	19.4%	24.4%	2.5%	17.1%	9.7%	41.4%	28.9%	25.0%	35.0%	18.9%	25.6%	16.5%	25.8%	24.0%	21.8%	19.0%	17.1%	22.8%
	100.0%	94.0%	6.0%	11.0%	1.0%	12.0%	3.0%	29.0%	11.0%	21.0%	7.0%	21.0%	21.0%	15.0%	34.0%	48.0%	47.0%	4.0%	6.0%	42.0%
Once or twice a year (2)	169	158	11	15	20	32	12	21	15	32	5	45	29	45	45	76	84	9	10	76
	38.4%	38.6%	35.5%	33.3%	50.0%	45.7%	38.7%	30.0%	39.5%	38.1%	25.0%	40.5%	35.4%	49.5%	34.1%	38.0%	38.9%	42.9%	28.6%	41.3%
	100.0%	93.5%	6.5%	8.9%	11.8%	18.9%	7.1%	12.4%	8.9%	18.9%	3.0%	26.6%	17.2%	26.6%	26.6%	45.0%	49.7%	5.3%	5.9%	45.0%
Less than once a year (1)	119	109	9	9	19	20	16	7	9	20	4	32	20	23	39	50	61	7	12	51
	27.0%	26.7%	29.0%	20.0%	47.5%	28.6%	51.6%	10.0%	23.7%	23.8%	20.0%	28.8%	24.4%	25.3%	29.5%	25.0%	28.2%	33.3%	34.3%	27.7%
	100.0%	91.6%	7.6%	7.6%	16.0%	16.8%	13.4%	5.9%	7.6%	16.8%	3.4%	26.9%	16.8%	19.3%	32.8%	42.0%	51.3%	5.9%	10.1%	42.9%
Mean	11.27	11.28	12.87	16.82	1.92	8.74	3.03	17.81	10.34	12.31	17.40	10.59	13.17	8.78	11.13	12.09	10.75	7.10	14.40	9.45
Std. Dev.	16.386	16.342	18.602	20.191	2.654	14.700	5.003	18.028	14.408	16.993	19.267	16.434	17.626	14.787	15.810	16.921	16.072	12.218	20.049	14.427
Std. Err.	0.781	0.808	3.341	3.010	0.420	1.757	0.899	2.155	2.337	1.854	4.308	1.560	1.946	1.550	1.376	1.196	1.094	2.666	3.389	1.064

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	585	547	63	66	63	97	42	74	52	90	29	149	105	127	171	232	310	41	57	220
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.5%	10.8%	11.3%	10.8%	16.6%	7.2%	12.6%	8.9%	15.4%	5.0%	25.5%	17.9%	21.7%	29.2%	39.7%	53.0%	7.0%	9.7%	37.6%
No answer	78	73	8	10	4	9	5	12	7	18	6	17	14	15	25	32	39	7	9	26
	13.3%	13.3%	12.7%	15.2%	6.3%	9.3%	11.9%	16.2%	13.5%	20.0%	20.7%	11.4%	13.3%	11.8%	14.6%	13.8%	12.6%	17.1%	15.8%	11.8%
	100.0%	93.6%	10.3%	12.8%	5.1%	11.5%	6.4%	15.4%	9.0%	23.1%	7.7%	21.8%	17.9%	19.2%	32.1%	41.0%	50.0%	9.0%	11.5%	33.3%
Total answering	507	474	55	56	59	88	37	62	45	72	23	132	91	112	146	200	271	34	48	194
	86.7%	86.7%	87.3%	84.8%	93.7%	90.7%	88.1%	83.8%	86.5%	80.0%	79.3%	88.6%	86.7%	88.2%	85.4%	86.2%	87.4%	82.9%	84.2%	88.2%
	100.0%	93.5%	10.8%	11.0%	11.6%	17.4%	7.3%	12.2%	8.9%	14.2%	4.5%	26.0%	17.9%	22.1%	28.8%	39.4%	53.5%	6.7%	9.5%	38.3%
Drug Store																				
Once a week or more (52)	51	49	8	11	0	4	1	13	4	8	7	15	6	9	14	21	28	1	4	13
	10.1%	10.3%	14.5%	19.6%	0.0%	4.5%	2.7%	21.0%	8.9%	11.1%	30.4%	11.4%	6.6%	8.0%	9.6%	10.5%	10.3%	2.9%	8.3%	6.7%
	100.0%	96.1%	15.7%	21.6%	0.0%	7.8%	2.0%	25.5%	7.8%	15.7%	13.7%	29.4%	11.8%	17.6%	27.5%	41.2%	54.9%	2.0%	7.8%	25.5%
Once-twice a month (18)	109	101	14	11	3	18	4	25	8	18	5	25	21	21	35	48	55	6	8	38
	21.5%	21.3%	25.5%	19.6%	5.1%	20.5%	10.8%	40.3%	17.8%	25.0%	21.7%	18.9%	23.1%	18.8%	24.0%	24.0%	20.3%	17.6%	16.7%	19.6%
	100.0%	92.7%	12.8%	10.1%	2.8%	16.5%	3.7%	22.9%	7.3%	16.5%	4.6%	22.9%	19.3%	19.3%	32.1%	44.0%	50.5%	5.5%	7.3%	34.9%
Once or twice a year (2)	202	188	17	24	26	41	19	13	19	29	7	58	35	56	45	81	106	15	20	84
	39.8%	39.7%	30.9%	42.9%	44.1%	46.6%	51.4%	21.0%	42.2%	40.3%	30.4%	43.9%	38.5%	50.0%	30.8%	40.5%	39.1%	44.1%	41.7%	43.3%
	100.0%	93.1%	8.4%	11.9%	12.9%	20.3%	9.4%	6.4%	9.4%	14.4%	3.5%	28.7%	17.3%	27.7%	22.3%	40.1%	52.5%	7.4%	9.9%	41.6%
Less than once a year (1)	145	136	16	10	30	25	13	11	14	17	4	34	29	26	52	50	82	12	16	59
	28.6%	28.7%	29.1%	17.9%	50.8%	28.4%	35.1%	17.7%	31.1%	23.6%	17.4%	25.8%	31.9%	23.2%	35.6%	25.0%	30.3%	35.3%	33.3%	30.4%
	100.0%	93.8%	11.0%	6.9%	20.7%	17.2%	9.0%	7.6%	9.7%	11.7%	2.8%	23.4%	20.0%	17.9%	35.9%	34.5%	56.6%	8.3%	11.0%	40.7%
Mean	10.18	10.29	13.05	14.79	2.31	7.26	4.73	18.76	8.98	11.32	20.52	10.45	8.67	8.79	10.27	10.84	10.11	5.94	8.50	8.18
Std. Dev.	15.502	15.654	17.680	19.620	3.696	11.840	9.518	18.774	14.978	16.086	22.252	16.228	13.481	14.315	15.317	15.725	15.674	10.328	14.613	13.443
Std. Err.	0.688	0.719	2.384	2.622	0.481	1.262	1.565	2.384	2.233	1.896	4.640	1.412	1.413	1.353	1.268	1.112	0.952	1.771	2.109	0.965

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	681	652	99	81	123	113	68	53	55	60	27	219	128	141	161	232	375	70	88	205
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.7%	14.5%	11.9%	18.1%	16.6%	10.0%	7.8%	8.1%	8.8%	4.0%	32.2%	18.8%	20.7%	23.6%	34.1%	55.1%	10.3%	12.9%	30.1%
No answer	76	74	3	13	9	12	6	9	8	14	4	24	9	17	22	25	44	6	8	23
	11.2%	11.3%	3.0%	16.0%	7.3%	10.6%	8.8%	17.0%	14.5%	23.3%	14.8%	11.0%	7.0%	12.1%	13.7%	10.8%	11.7%	8.6%	9.1%	11.2%
	100.0%	97.4%	3.9%	17.1%	11.8%	15.8%	7.9%	11.8%	10.5%	18.4%	5.3%	31.6%	11.8%	22.4%	28.9%	32.9%	57.9%	7.9%	10.5%	30.3%
Total answering	605	578	96	68	114	101	62	44	47	46	23	195	119	124	139	207	331	64	80	182
	88.8%	88.7%	97.0%	84.0%	92.7%	89.4%	91.2%	83.0%	85.5%	76.7%	85.2%	89.0%	93.0%	87.9%	86.3%	89.2%	88.3%	91.4%	90.9%	88.8%
	100.0%	95.5%	15.9%	11.2%	18.8%	16.7%	10.2%	7.3%	7.8%	7.6%	3.8%	32.2%	19.7%	20.5%	23.0%	34.2%	54.7%	10.6%	13.2%	30.1%
Chain Tobacconist store (e.g., Tinder Box)																				
Once a week or more (52)	44	41	14	3	2	6	0	8	5	3	5	15	9	6	8	17	21	4	8	13
	7.3%	7.1%	14.6%	4.4%	1.8%	5.9%	0.0%	18.2%	10.6%	6.5%	21.7%	7.7%	7.6%	4.8%	5.8%	8.2%	6.3%	6.3%	10.0%	7.1%
	100.0%	93.2%	31.8%	6.8%	4.5%	13.6%	0.0%	18.2%	11.4%	6.8%	11.4%	34.1%	20.5%	13.6%	18.2%	38.6%	47.7%	9.1%	18.2%	29.5%
Once-twice a month (18)	140	133	38	17	30	18	8	6	8	8	8	44	26	32	29	46	76	17	23	29
	23.1%	23.0%	39.6%	25.0%	26.3%	17.8%	12.9%	13.6%	17.0%	17.4%	34.8%	22.6%	21.8%	25.8%	20.9%	22.2%	23.0%	26.6%	28.8%	15.9%
	100.0%	95.0%	27.1%	12.1%	21.4%	12.9%	5.7%	4.3%	5.7%	5.7%	5.7%	31.4%	18.6%	22.9%	20.7%	32.9%	54.3%	12.1%	16.4%	20.7%
Once or twice a year (2)	265	254	38	28	62	49	26	16	19	16	6	96	55	59	48	81	148	36	39	76
	43.8%	43.9%	39.6%	41.2%	54.4%	48.5%	41.9%	36.4%	40.4%	34.8%	26.1%	49.2%	46.2%	47.6%	34.5%	39.1%	44.7%	56.3%	48.8%	41.8%
	100.0%	95.8%	14.3%	10.6%	23.4%	18.5%	9.8%	6.0%	7.2%	6.0%	2.3%	36.2%	20.8%	22.3%	18.1%	30.6%	55.8%	13.6%	14.7%	28.7%
Less than once a year (1)	156	150	6	20	20	28	28	14	15	19	4	40	29	27	54	63	86	7	10	64
	25.8%	26.0%	6.3%	29.4%	17.5%	27.7%	45.2%	31.8%	31.9%	41.3%	17.4%	20.5%	24.4%	21.8%	38.8%	30.4%	26.0%	10.9%	12.5%	35.2%
	100.0%	96.2%	3.8%	12.8%	12.8%	17.9%	17.9%	9.0%	9.6%	12.2%	2.6%	25.6%	18.6%	17.3%	34.6%	40.4%	55.1%	4.5%	6.4%	41.0%
Mean	9.08	8.97	15.56	7.91	6.91	7.54	3.61	12.95	9.72	7.63	18.26	9.25	9.03	8.33	7.83	9.36	8.59	9.27	11.48	7.77
Std. Dev.	13.838	13.721	16.882	11.905	9.383	12.857	5.603	19.452	15.989	13.424	19.622	14.097	14.051	12.181	12.842	14.470	13.221	13.202	15.392	13.692
Std. Err.	0.563	0.571	1.723	1.444	0.879	1.279	0.712	2.932	2.332	1.979	4.091	1.009	1.288	1.094	1.089	1.006	0.727	1.650	1.721	1.015

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	244	232	57	27	64	20	37	8	9	10	12	84	50	53	42	69	139	34	44	63
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.1%	23.4%	11.1%	26.2%	8.2%	15.2%	3.3%	3.7%	4.1%	4.9%	34.4%	20.5%	21.7%	17.2%	28.3%	57.0%	13.9%	18.0%	25.8%
No answer	43	39	5	7	7	3	5	3	4	5	5	9	9	7	12	18	19	5	7	11
	17.6%	16.8%	8.8%	25.9%	10.9%	15.0%	13.5%	37.5%	44.4%	50.0%	41.7%	10.7%	18.0%	13.2%	28.6%	26.1%	13.7%	14.7%	15.9%	17.5%
	100.0%	90.7%	11.6%	16.3%	16.3%	7.0%	11.6%	7.0%	9.3%	11.6%	11.6%	20.9%	20.9%	16.3%	27.9%	41.9%	44.2%	11.6%	16.3%	25.6%
Total answering	201	193	52	20	57	17	32	5	5	5	7	75	41	46	30	51	120	29	37	52
	82.4%	83.2%	91.2%	74.1%	89.1%	85.0%	86.5%	62.5%	55.6%	50.0%	58.3%	89.3%	82.0%	86.8%	71.4%	73.9%	86.3%	85.3%	84.1%	82.5%
	100.0%	96.0%	25.9%	10.0%	28.4%	8.5%	15.9%	2.5%	2.5%	2.5%	3.5%	37.3%	20.4%	22.9%	14.9%	25.4%	59.7%	14.4%	18.4%	25.9%
Cigar Bar																				
Once a week or more (52)	10	9	4	4	1	0	0	0	0	0	1	2	3	2	1	0	7	2	2	1
	5.0%	4.7%	7.7%	20.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	2.7%	7.3%	4.3%	3.3%	0.0%	5.8%	6.9%	5.4%	1.9%
	100.0%	90.0%	40.0%	40.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	20.0%	30.0%	20.0%	10.0%	0.0%	70.0%	20.0%	20.0%	10.0%
Once-twice a month (18)	50	47	23	1	10	2	4	2	3	2	3	20	11	10	6	11	31	8	9	9
	24.9%	24.4%	44.2%	5.0%	17.5%	11.8%	12.5%	40.0%	60.0%	40.0%	42.9%	26.7%	26.8%	21.7%	20.0%	21.6%	25.8%	27.6%	24.3%	17.3%
	100.0%	94.0%	46.0%	2.0%	20.0%	4.0%	8.0%	4.0%	6.0%	4.0%	6.0%	40.0%	22.0%	20.0%	12.0%	22.0%	62.0%	16.0%	18.0%	18.0%
Once or twice a year (2)	84	83	19	8	34	6	12	3	1	0	1	29	17	24	13	21	50	13	19	22
	41.8%	43.0%	36.5%	40.0%	59.6%	35.3%	37.5%	60.0%	20.0%	0.0%	14.3%	38.7%	41.5%	52.2%	43.3%	41.2%	41.7%	44.8%	51.4%	42.3%
	100.0%	98.8%	22.6%	9.5%	40.5%	7.1%	14.3%	3.6%	1.2%	0.0%	1.2%	34.5%	20.2%	28.6%	15.5%	25.0%	59.5%	15.5%	22.6%	26.2%
Less than once a year (1)	57	54	6	7	12	9	16	0	1	3	2	24	10	10	10	19	32	6	7	20
	28.4%	28.0%	11.5%	35.0%	21.1%	52.9%	50.0%	0.0%	20.0%	60.0%	28.6%	32.0%	24.4%	21.7%	33.3%	37.3%	26.7%	20.7%	18.9%	38.5%
	100.0%	94.7%	10.5%	12.3%	21.1%	15.8%	28.1%	0.0%	1.8%	5.3%	3.5%	42.1%	17.5%	17.5%	17.5%	33.3%	56.1%	10.5%	12.3%	35.1%
Mean	8.18	7.95	12.81	12.45	5.47	3.35	3.50	8.40	11.40	7.80	15.71	7.28	9.71	7.43	6.53	5.08	8.78	9.66	8.41	5.35
Std. Dev.	12.282	12.024	13.876	20.621	8.848	5.533	5.588	8.764	9.044	9.311	18.044	10.432	14.045	11.749	10.875	6.858	12.947	13.829	12.685	9.120
Std. Err.	0.866	0.865	1.924	4.611	1.172	1.342	0.988	3.919	4.045	4.164	6.820	1.205	2.193	1.732	1.985	0.960	1.182	2.568	2.085	1.265

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	221	208	41	26	46	26	33	12	14	10	12	81	39	45	41	73	119	29	30	68
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	94.1%	18.6%	11.8%	20.8%	11.8%	14.9%	5.4%	6.3%	4.5%	5.4%	36.7%	17.6%	20.4%	18.6%	33.0%	53.8%	13.1%	13.6%	30.8%
No answer	42	39	6	9	4	2	3	4	5	6	4	13	7	10	7	17	18	7	7	13
	19.0%	18.8%	14.6%	34.6%	8.7%	7.7%	9.1%	33.3%	35.7%	60.0%	33.3%	16.0%	17.9%	22.2%	17.1%	23.3%	15.1%	24.1%	23.3%	19.1%
	100.0%	92.9%	14.3%	21.4%	9.5%	4.8%	7.1%	9.5%	11.9%	14.3%	9.5%	31.0%	16.7%	23.8%	16.7%	40.5%	42.9%	16.7%	16.7%	31.0%
Total answering	179	169	35	17	42	24	30	8	9	4	8	68	32	35	34	56	101	22	23	55
	81.0%	81.3%	85.4%	65.4%	91.3%	92.3%	90.9%	66.7%	64.3%	40.0%	66.7%	84.0%	82.1%	77.8%	82.9%	76.7%	84.9%	75.9%	76.7%	80.9%
	100.0%	94.4%	19.6%	9.5%	23.5%	13.4%	16.8%	4.5%	5.0%	2.2%	4.5%	38.0%	17.9%	19.6%	19.0%	31.3%	56.4%	12.3%	12.8%	30.7%
Another bar that allows cigar smoking (not a cigar bar)																				
Once a week or more (52)	8	7	4	3	0	0	0	0	0	0	1	1	2	2	1	1	6	1	4	1
	4.5%	4.1%	11.4%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	1.5%	6.3%	5.7%	2.9%	1.8%	5.9%	4.5%	17.4%	1.8%
	100.0%	87.5%	50.0%	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	12.5%	25.0%	25.0%	12.5%	12.5%	75.0%	12.5%	50.0%	12.5%
Once-twice a month (18)	36	35	10	3	7	4	5	3	3	0	3	14	6	8	5	10	22	4	4	9
	20.1%	20.7%	28.6%	17.6%	16.7%	16.7%	16.7%	37.5%	33.3%	0.0%	37.5%	20.6%	18.8%	22.9%	14.7%	17.9%	21.8%	18.2%	17.4%	16.4%
	100.0%	97.2%	27.8%	8.3%	19.4%	11.1%	13.9%	8.3%	8.3%	0.0%	8.3%	38.9%	16.7%	22.2%	13.9%	27.8%	61.1%	11.1%	11.1%	25.0%
Once or twice a year (2)	74	70	14	7	21	11	10	2	4	1	3	31	13	12	14	22	39	13	9	24
	41.3%	41.4%	40.0%	41.2%	50.0%	45.8%	33.3%	25.0%	44.4%	25.0%	37.5%	45.6%	40.6%	34.3%	41.2%	39.3%	38.6%	59.1%	39.1%	43.6%
	100.0%	94.6%	18.9%	9.5%	28.4%	14.9%	13.5%	2.7%	5.4%	1.4%	4.1%	41.9%	17.6%	16.2%	18.9%	29.7%	52.7%	17.6%	12.2%	32.4%
Less than once a year (1)	61	57	7	4	14	9	15	3	2	3	1	22	11	13	14	23	34	4	6	21
	34.1%	33.7%	20.0%	23.5%	33.3%	37.5%	50.0%	37.5%	22.2%	75.0%	12.5%	32.4%	34.4%	37.1%	41.2%	41.1%	33.7%	18.2%	26.1%	38.2%
	100.0%	93.4%	11.5%	6.6%	23.0%	14.8%	24.6%	4.9%	3.3%	4.9%	1.6%	36.1%	18.0%	21.3%	23.0%	37.7%	55.7%	6.6%	9.8%	34.4%
Mean	7.11	7.05	12.09	13.41	4.33	4.29	4.17	7.63	7.11	1.25	14.13	5.71	7.78	8.14	5.41	5.34	8.12	7.00	13.22	5.15
Std. Dev.	11.756	11.498	16.276	19.458	6.203	6.280	6.309	8.601	8.177	0.500	17.291	8.786	13.293	12.994	10.148	9.004	12.994	11.908	19.231	8.904
Std. Err.	0.879	0.884	2.751	4.719	0.957	1.282	1.152	3.041	2.726	0.250	6.113	1.065	2.350	2.196	1.740	1.203	1.293	2.539	4.010	1.201

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	495 100.0% 100.0%	451 100.0% 91.1%	46 100.0% 9.3%	47 100.0% 9.5%	42 100.0% 8.5%	65 100.0% 13.1%	35 100.0% 7.1%	73 100.0% 14.7%	57 100.0% 11.5%	86 100.0% 17.4%	39 100.0% 7.9%	130 100.0% 26.3%	93 100.0% 18.8%	114 100.0% 23.0%	113 100.0% 22.8%	209 100.0% 42.2%	255 100.0% 51.5%	27 100.0% 5.5%	37 100.0% 7.5%	204 100.0% 41.2%
No answer	68 13.7% 100.0%	62 13.7% 91.2%	5 10.9% 7.4%	15 31.9% 22.1%	3 7.1% 4.4%	4 6.2% 5.9%	3 8.6% 4.4%	16 21.9% 23.5%	7 12.3% 10.3%	9 10.5% 13.2%	7 17.9% 10.3%	18 13.8% 26.5%	13 14.0% 19.1%	16 14.0% 23.5%	14 12.4% 20.6%	28 13.4% 41.2%	35 13.7% 51.5%	4 14.8% 5.9%	7 18.9% 10.3%	19 9.3% 27.9%
Total answering	427 86.3% 100.0%	389 86.3% 91.1%	41 89.1% 9.6%	32 68.1% 7.5%	39 92.9% 9.1%	61 93.8% 14.3%	32 91.4% 7.5%	57 78.1% 13.3%	50 87.7% 11.7%	77 89.5% 18.0%	32 82.1% 7.5%	112 86.2% 26.2%	80 86.0% 18.7%	98 86.0% 23.0%	99 87.6% 23.2%	181 86.6% 42.4%	220 86.3% 51.5%	23 85.2% 5.4%	30 81.1% 7.0%	185 90.7% 43.3%
Convenience Store																				
Once a week or more (52)	75 17.6% 100.0%	68 17.5% 90.7%	5 12.2% 6.7%	7 21.9% 9.3%	1 2.6% 1.3%	6 9.8% 8.0%	2 6.3% 2.7%	28 49.1% 37.3%	7 14.0% 9.3%	12 15.6% 16.0%	10 31.3% 13.3%	25 22.3% 33.3%	11 13.8% 14.7%	16 16.3% 21.3%	12 12.1% 16.0%	38 21.0% 50.7%	34 15.5% 45.3%	2 8.7% 2.7%	4 13.3% 5.3%	23 12.4% 30.7%
Once-twice a month (18)	113 26.5% 100.0%	102 26.2% 90.3%	11 26.8% 9.7%	10 31.3% 8.8%	6 15.4% 5.3%	16 26.2% 14.2%	7 21.9% 6.2%	14 24.6% 12.4%	12 24.0% 10.6%	26 33.8% 23.0%	11 34.4% 9.7%	35 31.3% 31.0%	23 28.8% 20.4%	17 17.3% 15.0%	25 25.3% 22.1%	42 23.2% 37.2%	65 29.5% 57.5%	5 21.7% 4.4%	9 30.0% 8.0%	47 25.4% 41.6%
Once or twice a year (2)	127 29.7% 100.0%	114 29.3% 89.8%	11 26.8% 8.7%	11 34.4% 8.7%	21 53.8% 16.5%	18 29.5% 14.2%	12 37.5% 9.4%	7 12.3% 5.5%	17 34.0% 13.4%	17 22.1% 13.4%	2 6.3% 1.6%	29 25.9% 22.8%	30 37.5% 23.6%	36 36.7% 28.3%	27 27.3% 21.3%	54 29.8% 42.5%	65 29.5% 51.2%	8 34.8% 6.3%	9 30.0% 7.1%	59 31.9% 46.5%
Less than once a year (1)	112 26.2% 100.0%	105 27.0% 93.8%	14 34.1% 12.5%	4 12.5% 3.6%	11 28.2% 9.8%	21 34.4% 18.8%	11 34.4% 9.8%	8 14.0% 7.1%	14 28.0% 12.5%	22 28.6% 19.6%	9 28.1% 8.0%	23 20.5% 20.5%	16 20.0% 14.3%	29 29.6% 25.9%	35 35.4% 31.3%	47 26.0% 42.0%	56 25.5% 50.0%	8 34.8% 7.1%	8 26.7% 7.1%	56 30.3% 50.0%
Mean	14.75	14.67	12.05	17.81	5.46	10.77	8.28	30.35	12.56	14.91	22.84	17.96	13.27	12.64	11.75	15.95	14.20	9.48	13.20	11.98
Std. Dev.	18.581	18.571	16.726	19.726	9.706	15.505	13.369	22.271	17.502	17.713	21.192	19.675	17.149	18.523	16.607	19.801	17.744	15.078	17.169	16.676
Std. Err.	0.899	0.942	2.612	3.487	1.554	1.985	2.363	2.950	2.475	2.019	3.746	1.859	1.917	1.871	1.669	1.472	1.196	3.144	3.135	1.226

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	180	172	34	27	27	30	17	14	11	12	8	49	25	31	65	76	83	20	32	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.6%	18.9%	15.0%	15.0%	16.7%	9.4%	7.8%	6.1%	6.7%	4.4%	27.2%	13.9%	17.2%	36.1%	42.2%	46.1%	11.1%	17.8%	27.8%
No answer	38	34	5	5	6	1	4	4	5	4	4	8	5	8	12	16	15	6	5	15
	21.1%	19.8%	14.7%	18.5%	22.2%	3.3%	23.5%	28.6%	45.5%	33.3%	50.0%	16.3%	20.0%	25.8%	18.5%	21.1%	18.1%	30.0%	15.6%	30.0%
	100.0%	89.5%	13.2%	13.2%	15.8%	2.6%	10.5%	10.5%	13.2%	10.5%	10.5%	21.1%	13.2%	21.1%	31.6%	42.1%	39.5%	15.8%	13.2%	39.5%
Total answering	142	138	29	22	21	29	13	10	6	8	4	41	20	23	53	60	68	14	27	35
	78.9%	80.2%	85.3%	81.5%	77.8%	96.7%	76.5%	71.4%	54.5%	66.7%	50.0%	83.7%	80.0%	74.2%	81.5%	78.9%	81.9%	70.0%	84.4%	70.0%
	100.0%	97.2%	20.4%	15.5%	14.8%	20.4%	9.2%	7.0%	4.2%	5.6%	2.8%	28.9%	14.1%	16.2%	37.3%	42.3%	47.9%	9.9%	19.0%	24.6%
Duty-Free Store																				
Once a week or more (52)	7	7	1	2	2	0	0	1	0	1	1	2	0	2	1	3	3	1	1	1
	4.9%	5.1%	3.4%	9.1%	9.5%	0.0%	0.0%	10.0%	0.0%	12.5%	25.0%	4.9%	0.0%	8.7%	1.9%	5.0%	4.4%	7.1%	3.7%	2.9%
	100.0%	100.0%	14.3%	28.6%	28.6%	0.0%	0.0%	14.3%	0.0%	14.3%	14.3%	28.6%	0.0%	28.6%	14.3%	42.9%	42.9%	14.3%	14.3%	14.3%
Once-twice a month (18)	10	9	1	1	1	2	0	0	3	1	1	3	2	1	3	4	5	1	1	5
	7.0%	6.5%	3.4%	4.5%	4.8%	6.9%	0.0%	0.0%	50.0%	12.5%	25.0%	7.3%	10.0%	4.3%	5.7%	6.7%	7.4%	7.1%	3.7%	14.3%
	100.0%	90.0%	10.0%	10.0%	10.0%	20.0%	0.0%	0.0%	30.0%	10.0%	10.0%	30.0%	20.0%	10.0%	30.0%	40.0%	50.0%	10.0%	10.0%	50.0%
Once or twice a year (2)	48	45	14	4	7	11	4	2	1	2	0	16	5	10	17	23	19	6	9	13
	33.8%	32.6%	48.3%	18.2%	33.3%	37.9%	30.8%	20.0%	16.7%	25.0%	0.0%	39.0%	25.0%	43.5%	32.1%	38.3%	27.9%	42.9%	33.3%	37.1%
	100.0%	93.8%	29.2%	8.3%	14.6%	22.9%	8.3%	4.2%	2.1%	4.2%	0.0%	33.3%	10.4%	20.8%	35.4%	47.9%	39.6%	12.5%	18.8%	27.1%
Less than once a year (1)	77	77	13	15	11	16	9	7	2	4	2	20	13	10	32	30	41	6	16	16
	54.2%	55.8%	44.8%	68.2%	52.4%	55.2%	69.2%	70.0%	33.3%	50.0%	50.0%	48.8%	65.0%	43.5%	60.4%	50.0%	60.3%	42.9%	59.3%	45.7%
	100.0%	100.0%	16.9%	19.5%	14.3%	20.8%	11.7%	9.1%	2.6%	5.2%	2.6%	26.0%	16.9%	13.0%	41.6%	39.0%	53.2%	7.8%	20.8%	20.8%
Mean	5.05	5.02	3.83	6.59	7.00	2.55	1.31	6.30	9.67	9.75	18.00	5.12	2.95	6.61	3.25	5.07	4.78	6.29	3.85	5.26
Std. Dev.	11.552	11.658	9.769	15.130	15.398	4.306	0.480	16.063	9.136	18.046	24.042	11.606	5.165	14.736	7.866	11.637	11.127	13.881	10.152	10.036
Std. Err.	0.969	0.992	1.814	3.226	3.360	0.800	0.133	5.079	3.730	6.380	12.021	1.813	1.155	3.073	1.081	1.502	1.349	3.710	1.954	1.696

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	475 100.0% 100.0%	434 100.0% 91.4%	39 100.0% 8.2%	46 100.0% 9.7%	35 100.0% 7.4%	72 100.0% 15.2%	38 100.0% 8.0%	68 100.0% 14.3%	53 100.0% 11.2%	83 100.0% 17.5%	29 100.0% 6.1%	129 100.0% 27.2%	91 100.0% 19.2%	102 100.0% 21.5%	120 100.0% 25.3%	224 100.0% 47.2%	222 100.0% 46.7%	25 100.0% 5.3%	37 100.0% 7.8%	190 100.0% 40.0%
No answer	72 15.2% 100.0%	68 15.7% 94.4%	8 20.5% 11.1%	8 17.4% 11.1%	5 14.3% 6.9%	6 8.3% 8.3%	5 13.2% 6.9%	14 20.6% 19.4%	7 13.2% 9.7%	15 18.1% 20.8%	3 10.3% 4.2%	26 20.2% 36.1%	10 11.0% 13.9%	14 13.7% 19.4%	18 15.0% 25.0%	35 15.6% 48.6%	30 13.5% 41.7%	6 24.0% 8.3%	8 21.6% 11.1%	27 14.2% 37.5%
Total answering	403 84.8% 100.0%	366 84.3% 90.8%	31 79.5% 7.7%	38 82.6% 9.4%	30 85.7% 7.4%	66 91.7% 16.4%	33 86.8% 8.2%	54 79.4% 13.4%	46 86.8% 11.4%	68 81.9% 16.9%	26 89.7% 6.5%	103 79.8% 25.6%	81 89.0% 20.1%	88 86.3% 21.8%	102 85.0% 25.3%	189 84.4% 46.9%	192 86.5% 47.6%	19 76.0% 4.7%	29 78.4% 7.2%	163 85.8% 40.4%
Grocery Store																				
Once a week or more (52)	51 12.7% 100.0%	46 12.6% 90.2%	3 9.7% 5.9%	7 18.4% 13.7%	0 0.0% 0.0%	4 6.1% 7.8%	0 0.0% 0.0%	19 35.2% 37.3%	6 13.0% 11.8%	7 10.3% 13.7%	6 23.1% 11.8%	12 11.7% 23.5%	11 13.6% 21.6%	10 11.4% 19.6%	12 11.8% 23.5%	23 12.2% 45.1%	26 13.5% 51.0%	2 10.5% 3.9%	4 13.8% 7.8%	16 9.8% 31.4%
Once-twice a month (18)	109 27.0% 100.0%	99 27.0% 90.8%	7 22.6% 6.4%	15 39.5% 13.8%	4 13.3% 3.7%	19 28.8% 17.4%	4 12.1% 3.7%	21 38.9% 19.3%	9 19.6% 8.3%	20 29.4% 18.3%	8 30.8% 7.3%	28 27.2% 25.7%	26 32.1% 23.9%	17 19.3% 15.6%	27 26.5% 24.8%	54 28.6% 49.5%	48 25.0% 44.0%	5 26.3% 4.6%	9 31.0% 8.3%	38 23.3% 34.9%
Once or twice a year (2)	138 34.2% 100.0%	126 34.4% 91.3%	8 25.8% 5.8%	10 26.3% 7.2%	15 50.0% 10.9%	25 37.9% 18.1%	16 48.5% 11.6%	9 16.7% 6.5%	19 41.3% 13.8%	24 35.3% 17.4%	8 30.8% 5.8%	31 30.1% 22.5%	27 33.3% 19.6%	39 44.3% 28.3%	33 32.4% 23.9%	67 35.4% 48.6%	64 33.3% 46.4%	7 36.8% 5.1%	8 27.6% 5.8%	58 35.6% 42.0%
Less than once a year (1)	105 26.1% 100.0%	95 26.0% 90.5%	13 41.9% 12.4%	6 15.8% 5.7%	11 36.7% 10.5%	18 27.3% 17.1%	13 39.4% 12.4%	5 9.3% 4.8%	12 26.1% 11.4%	17 25.0% 16.2%	4 15.4% 3.8%	32 31.1% 30.5%	17 21.0% 16.2%	22 25.0% 21.0%	30 29.4% 28.6%	45 23.8% 42.9%	54 28.1% 51.4%	5 26.3% 4.8%	8 27.6% 7.6%	51 31.3% 48.6%
Mean Std. Dev. Std. Err.	12.39 16.689 0.831	12.35 16.652 0.870	10.03 15.604 2.803	17.37 18.285 2.966	3.77 5.697 1.040	9.36 13.187 1.623	3.55 5.472 0.953	25.72 20.601 2.803	11.39 17.165 2.531	11.60 15.629 1.895	18.31 20.137 3.949	11.86 16.323 1.608	13.72 16.976 1.886	10.52 16.253 1.733	11.82 16.380 1.622	12.42 16.447 1.196	12.49 17.156 1.238	11.21 16.113 3.697	13.59 17.340 3.220	10.33 15.412 1.207

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	404	378	49	37	76	65	50	30	29	42	22	139	77	83	79	152	218	31	37	150
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.6%	12.1%	9.2%	18.8%	16.1%	12.4%	7.4%	7.2%	10.4%	5.4%	34.4%	19.1%	20.5%	19.6%	37.6%	54.0%	7.7%	9.2%	37.1%
No answer	65	62	9	9	9	9	7	6	4	9	3	24	12	13	13	23	33	7	7	18
	16.1%	16.4%	18.4%	24.3%	11.8%	13.8%	14.0%	20.0%	13.8%	21.4%	13.6%	17.3%	15.6%	15.7%	16.5%	15.1%	15.1%	22.6%	18.9%	12.0%
	100.0%	95.4%	13.8%	13.8%	13.8%	13.8%	10.8%	9.2%	6.2%	13.8%	4.6%	36.9%	18.5%	20.0%	20.0%	35.4%	50.8%	10.8%	10.8%	27.7%
Total answering	339	316	40	28	67	56	43	24	25	33	19	115	65	70	66	129	185	24	30	132
	83.9%	83.6%	81.6%	75.7%	88.2%	86.2%	86.0%	80.0%	86.2%	78.6%	86.4%	82.7%	84.4%	84.3%	83.5%	84.9%	84.9%	77.4%	81.1%	88.0%
	100.0%	93.2%	11.8%	8.3%	19.8%	16.5%	12.7%	7.1%	7.4%	9.7%	5.6%	33.9%	19.2%	20.6%	19.5%	38.1%	54.6%	7.1%	8.8%	38.9%
Liquor Store																				
Once a week or more (52)	31	30	4	4	3	6	1	6	3	3	5	15	4	3	3	17	12	2	5	8
	9.1%	9.5%	10.0%	14.3%	4.5%	10.7%	2.3%	25.0%	12.0%	9.1%	26.3%	13.0%	6.2%	4.3%	4.5%	13.2%	6.5%	8.3%	16.7%	6.1%
	100.0%	96.8%	12.9%	12.9%	9.7%	19.4%	3.2%	19.4%	9.7%	9.7%	16.1%	48.4%	12.9%	9.7%	9.7%	54.8%	38.7%	6.5%	16.1%	25.8%
Once-twice a month (18)	76	69	14	5	11	12	6	9	4	8	8	23	14	15	15	25	43	8	9	25
	22.4%	21.8%	35.0%	17.9%	16.4%	21.4%	14.0%	37.5%	16.0%	24.2%	42.1%	20.0%	21.5%	21.4%	22.7%	19.4%	23.2%	33.3%	30.0%	18.9%
	100.0%	90.8%	18.4%	6.6%	14.5%	15.8%	7.9%	11.8%	5.3%	10.5%	10.5%	30.3%	18.4%	19.7%	19.7%	32.9%	56.6%	10.5%	11.8%	32.9%
Once or twice a year (2)	139	128	16	11	38	19	16	7	9	12	3	51	26	32	25	53	80	6	10	53
	41.0%	40.5%	40.0%	39.3%	56.7%	33.9%	37.2%	29.2%	36.0%	36.4%	15.8%	44.3%	40.0%	45.7%	37.9%	41.1%	43.2%	25.0%	33.3%	40.2%
	100.0%	92.1%	11.5%	7.9%	27.3%	13.7%	11.5%	5.0%	6.5%	8.6%	2.2%	36.7%	18.7%	23.0%	18.0%	38.1%	57.6%	4.3%	7.2%	38.1%
Less than once a year (1)	93	89	6	8	15	19	20	2	9	10	3	26	21	20	23	34	50	8	6	46
	27.4%	28.2%	15.0%	28.6%	22.4%	33.9%	46.5%	8.3%	36.0%	30.3%	15.8%	22.6%	32.3%	28.6%	34.8%	26.4%	27.0%	33.3%	20.0%	34.8%
	100.0%	95.7%	6.5%	8.6%	16.1%	20.4%	21.5%	2.2%	9.7%	10.8%	3.2%	28.0%	22.6%	21.5%	24.7%	36.6%	53.8%	8.6%	6.5%	49.5%
Mean	9.88	9.96	12.45	11.71	6.64	10.45	4.93	20.42	10.20	10.12	21.74	11.50	8.20	7.29	7.56	11.43	8.69	11.17	14.93	7.71
Std. Dev.	14.992	15.196	15.377	17.894	11.604	16.009	9.369	19.963	16.897	15.188	19.930	17.025	13.173	11.675	11.976	17.110	13.346	14.802	18.375	13.000
Std. Err.	0.814	0.855	2.431	3.382	1.418	2.139	1.429	4.075	3.379	2.644	4.572	1.588	1.634	1.395	1.474	1.506	0.981	3.021	3.355	1.132

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	70	68	13	18	11	6	4	4	6	6	4	21	12	13	19	29	34	7	15	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.1%	18.6%	25.7%	15.7%	8.6%	5.7%	5.7%	8.6%	8.6%	5.7%	30.0%	17.1%	18.6%	27.1%	41.4%	48.6%	10.0%	21.4%	14.3%
No answer	26	24	1	5	4	2	3	2	3	4	2	7	5	5	6	13	9	4	5	7
	37.1%	35.3%	7.7%	27.8%	36.4%	33.3%	75.0%	50.0%	50.0%	66.7%	50.0%	33.3%	41.7%	38.5%	31.6%	44.8%	26.5%	57.1%	33.3%	70.0%
	100.0%	92.3%	3.8%	19.2%	15.4%	7.7%	11.5%	7.7%	11.5%	15.4%	7.7%	26.9%	19.2%	19.2%	23.1%	50.0%	34.6%	15.4%	19.2%	26.9%
Total answering	44	44	12	13	7	4	1	2	3	2	2	14	7	8	13	16	25	3	10	3
	62.9%	64.7%	92.3%	72.2%	63.6%	66.7%	25.0%	50.0%	50.0%	33.3%	50.0%	66.7%	58.3%	61.5%	68.4%	55.2%	73.5%	42.9%	66.7%	30.0%
	100.0%	100.0%	27.3%	29.5%	15.9%	9.1%	2.3%	4.5%	6.8%	4.5%	4.5%	31.8%	15.9%	18.2%	29.5%	36.4%	56.8%	6.8%	22.7%	6.8%
Internet Site																				
Once a week or more (52)	1	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0
	2.3%	2.3%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	4.0%	0.0%	10.0%	0.0%
	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Once-twice a month (18)	12	12	4	4	2	0	0	0	1	1	1	2	4	2	3	3	8	1	5	0
	27.3%	27.3%	33.3%	30.8%	28.6%	0.0%	0.0%	0.0%	33.3%	50.0%	50.0%	14.3%	57.1%	25.0%	23.1%	18.8%	32.0%	33.3%	50.0%	0.0%
	100.0%	100.0%	33.3%	33.3%	16.7%	0.0%	0.0%	0.0%	8.3%	8.3%	8.3%	16.7%	33.3%	16.7%	25.0%	25.0%	66.7%	8.3%	41.7%	0.0%
Once or twice a year (2)	15	15	3	6	3	1	0	1	0	1	1	5	1	3	5	4	9	2	3	1
	34.1%	34.1%	25.0%	46.2%	42.9%	25.0%	0.0%	50.0%	0.0%	50.0%	50.0%	35.7%	14.3%	37.5%	38.5%	25.0%	36.0%	66.7%	30.0%	33.3%
	100.0%	100.0%	20.0%	40.0%	20.0%	6.7%	0.0%	6.7%	0.0%	6.7%	6.7%	33.3%	6.7%	20.0%	33.3%	26.7%	60.0%	13.3%	20.0%	6.7%
Less than once a year (1)	16	16	5	2	2	3	1	1	2	0	0	7	2	3	4	9	7	0	1	2
	36.4%	36.4%	41.7%	15.4%	28.6%	75.0%	100.0%	50.0%	66.7%	0.0%	0.0%	50.0%	28.6%	37.5%	30.8%	56.3%	28.0%	0.0%	10.0%	66.7%
	100.0%	100.0%	31.3%	12.5%	12.5%	18.8%	6.3%	6.3%	12.5%	0.0%	0.0%	43.8%	12.5%	18.8%	25.0%	56.3%	43.8%	0.0%	6.3%	12.5%
Mean	7.14	7.14	6.92	10.62	6.29	1.25	1.00	1.50	6.67	10.00	10.00	3.79	10.86	5.63	9.23	4.44	8.84	7.33	14.90	1.33
Std. Dev.	10.147	10.147	8.196	14.609	8.015	0.500	0.000	0.707	9.815	11.314	11.314	6.041	8.915	7.652	14.698	6.743	11.877	9.238	15.337	0.577
Std. Err.	1.530	1.530	2.366	4.052	3.029	0.250	0.000	0.500	5.667	8.000	8.000	1.614	3.370	2.705	4.076	1.686	2.375	5.333	4.850	0.333

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	644	613	108	73	123	117	65	35	49	43	28	210	120	141	142	208	366	66	88	203
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.2%	16.8%	11.3%	19.1%	18.2%	10.1%	5.4%	7.6%	6.7%	4.3%	32.6%	18.6%	21.9%	22.0%	32.3%	56.8%	10.2%	13.7%	31.5%
No answer	79	77	9	16	7	19	7	4	5	10	5	26	11	20	17	31	40	6	12	23
	12.3%	12.6%	8.3%	21.9%	5.7%	16.2%	10.8%	11.4%	10.2%	23.3%	17.9%	12.4%	9.2%	14.2%	12.0%	14.9%	10.9%	9.1%	13.6%	11.3%
	100.0%	97.5%	11.4%	20.3%	8.9%	24.1%	8.9%	5.1%	6.3%	12.7%	6.3%	32.9%	13.9%	25.3%	21.5%	39.2%	50.6%	7.6%	15.2%	29.1%
Total answering	565	536	99	57	116	98	58	31	44	33	23	184	109	121	125	177	326	60	76	180
	87.7%	87.4%	91.7%	78.1%	94.3%	83.8%	89.2%	88.6%	89.8%	76.7%	82.1%	87.6%	90.8%	85.8%	88.0%	85.1%	89.1%	90.9%	86.4%	88.7%
	100.0%	94.9%	17.5%	10.1%	20.5%	17.3%	10.3%	5.5%	7.8%	5.8%	4.1%	32.6%	19.3%	21.4%	22.1%	31.3%	57.7%	10.6%	13.5%	31.9%
Local Tobacconist/Independent Smoke Shop																				
Once a week or more (52)	75	70	35	5	7	8	1	8	2	4	2	26	12	17	16	18	43	13	23	15
	13.3%	13.1%	35.4%	8.8%	6.0%	8.2%	1.7%	25.8%	4.5%	12.1%	8.7%	14.1%	11.0%	14.0%	12.8%	10.2%	13.2%	21.7%	30.3%	8.3%
	100.0%	93.3%	46.7%	6.7%	9.3%	10.7%	1.3%	10.7%	2.7%	5.3%	2.7%	34.7%	16.0%	22.7%	21.3%	24.0%	57.3%	17.3%	30.7%	20.0%
Once-twice a month (18)	198	188	49	22	44	38	6	9	14	6	9	53	46	46	44	53	122	22	26	44
	35.0%	35.1%	49.5%	38.6%	37.9%	38.8%	10.3%	29.0%	31.8%	18.2%	39.1%	28.8%	42.2%	38.0%	35.2%	29.9%	37.4%	36.7%	34.2%	24.4%
	100.0%	94.9%	24.7%	11.1%	22.2%	19.2%	3.0%	4.5%	7.1%	3.0%	4.5%	26.8%	23.2%	23.2%	22.2%	26.8%	61.6%	11.1%	13.1%	22.2%
Once or twice a year (2)	199	190	14	24	53	32	30	10	16	11	10	75	34	41	38	69	110	20	22	75
	35.2%	35.4%	14.1%	42.1%	45.7%	32.7%	51.7%	32.3%	36.4%	33.3%	43.5%	40.8%	31.2%	33.9%	30.4%	39.0%	33.7%	33.3%	28.9%	41.7%
	100.0%	95.5%	7.0%	12.1%	26.6%	16.1%	15.1%	5.0%	8.0%	5.5%	5.0%	37.7%	17.1%	20.6%	19.1%	34.7%	55.3%	10.1%	11.1%	37.7%
Less than once a year (1)	93	88	1	6	12	20	21	4	12	12	2	30	17	17	27	37	51	5	5	46
	16.5%	16.4%	1.0%	10.5%	10.3%	20.4%	36.2%	12.9%	27.3%	36.4%	8.7%	16.3%	15.6%	14.0%	21.6%	20.9%	15.6%	8.3%	6.6%	25.6%
	100.0%	94.6%	1.1%	6.5%	12.9%	21.5%	22.6%	4.3%	12.9%	12.9%	2.2%	32.3%	18.3%	18.3%	29.0%	39.8%	54.8%	5.4%	5.4%	49.5%
Mean	14.08	13.98	27.59	12.46	10.98	12.08	4.16	19.42	9.09	10.61	12.52	13.51	14.10	14.97	13.82	11.67	14.43	18.62	22.54	9.82
Std. Dev.	16.622	16.538	18.962	14.581	12.994	14.283	8.152	20.738	12.184	16.867	14.709	17.213	15.466	16.820	16.519	15.460	16.497	19.121	20.688	14.531
Std. Err.	0.699	0.714	1.906	1.931	1.206	1.443	1.070	3.725	1.837	2.936	3.067	1.269	1.481	1.529	1.478	1.162	0.914	2.468	2.373	1.083

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	331 100.0% 100.0%	319 100.0% 96.4%	52 100.0% 15.7%	85 100.0% 25.7%	47 100.0% 14.2%	48 100.0% 14.5%	13 100.0% 3.9%	31 100.0% 9.4%	20 100.0% 6.0%	23 100.0% 6.9%	10 100.0% 3.0%	93 100.0% 28.1%	51 100.0% 15.4%	70 100.0% 21.1%	106 100.0% 32.0%	112 100.0% 33.8%	187 100.0% 56.5%	32 100.0% 9.7%	63 100.0% 19.0%	57 100.0% 17.2%
No answer	48 14.5% 100.0%	45 14.1% 93.8%	7 13.5% 14.6%	10 11.8% 20.8%	4 8.5% 8.3%	7 14.6% 14.6%	3 23.1% 6.3%	2 6.5% 4.2%	6 30.0% 12.5%	6 26.1% 12.5%	3 30.0% 6.3%	10 10.8% 20.8%	10 19.6% 20.8%	11 15.7% 22.9%	13 12.3% 27.1%	19 17.0% 39.6%	24 12.8% 50.0%	5 15.6% 10.4%	4 6.3% 8.3%	11 19.3% 22.9%
Total answering	283 85.5% 100.0%	274 85.9% 96.8%	45 86.5% 15.9%	75 88.2% 26.5%	43 91.5% 15.2%	41 85.4% 14.5%	10 76.9% 3.5%	29 93.5% 10.2%	14 70.0% 4.9%	17 73.9% 6.0%	7 70.0% 2.5%	83 89.2% 29.3%	41 80.4% 14.5%	59 84.3% 20.8%	93 87.7% 32.9%	93 83.0% 32.9%	163 87.2% 57.6%	27 84.4% 9.5%	59 93.7% 20.8%	46 80.7% 16.3%
Mail Order/Catalog																				
Once a week or more (52)	4 1.4% 100.0%	3 1.1% 75.0%	0 0.0% 0.0%	3 4.0% 75.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 14.3% 25.0%	1 1.2% 25.0%	1 2.4% 25.0%	0 0.0% 0.0%	1 1.1% 25.0%	1 1.1% 25.0%	3 1.8% 75.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Once-twice a month (18)	69 24.4% 100.0%	69 25.2% 100.0%	16 35.6% 23.2%	32 42.7% 46.4%	6 14.0% 8.7%	3 7.3% 4.3%	0 0.0% 0.0%	6 20.7% 8.7%	2 14.3% 2.9%	4 23.5% 5.8%	3 42.9% 4.3%	17 20.5% 24.6%	14 34.1% 20.3%	15 25.4% 21.7%	20 21.5% 29.0%	20 21.5% 29.0%	39 23.9% 56.5%	10 37.0% 14.5%	26 44.1% 37.7%	4 8.7% 5.8%
Once or twice a year (2)	130 45.9% 100.0%	124 45.3% 95.4%	19 42.2% 14.6%	29 38.7% 22.3%	22 51.2% 16.9%	22 53.7% 16.9%	7 70.0% 5.4%	14 48.3% 10.8%	4 28.6% 3.1%	7 41.2% 5.4%	2 28.6% 1.5%	42 50.6% 32.3%	18 43.9% 13.8%	26 44.1% 20.0%	42 45.2% 32.3%	43 46.2% 33.1%	73 44.8% 56.2%	14 51.9% 10.8%	25 42.4% 19.2%	22 47.8% 16.9%
Less than once a year (1)	80 28.3% 100.0%	78 28.5% 97.5%	10 22.2% 12.5%	11 14.7% 13.8%	15 34.9% 18.8%	16 39.0% 20.0%	3 30.0% 3.8%	9 31.0% 11.3%	8 57.1% 10.0%	6 35.3% 7.5%	1 14.3% 1.3%	23 27.7% 28.8%	8 19.5% 10.0%	18 30.5% 22.5%	30 32.3% 37.5%	29 31.2% 36.3%	48 29.4% 60.0%	3 11.1% 3.8%	8 13.6% 10.0%	20 43.5% 25.0%
Mean Std. Dev. Std. Err.	6.33 8.922 0.530	6.29 8.601 0.520	7.47 7.922 1.181	10.68 11.655 1.346	3.88 5.770 0.880	2.78 4.356 0.680	1.70 0.483 0.153	5.00 6.772 1.257	3.71 6.069 1.622	5.41 7.212 1.749	15.86 17.911 6.770	5.60 8.409 0.923	8.49 10.448 1.632	5.76 7.219 0.940	5.66 8.345 0.865	5.67 8.340 0.865	6.45 9.395 0.736	7.81 7.966 1.533	8.92 8.139 1.060	2.96 4.719 0.696

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	181	168	30	29	30	30	13	13	14	9	10	46	28	41	55	68	94	18	29	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	92.8%	16.6%	16.0%	16.6%	16.6%	7.2%	7.2%	7.7%	5.0%	5.5%	25.4%	15.5%	22.7%	30.4%	37.6%	51.9%	9.9%	16.0%	22.1%
No answer	40	38	4	10	6	4	3	3	5	3	3	12	6	10	9	23	14	3	6	13
	22.1%	22.6%	13.3%	34.5%	20.0%	13.3%	23.1%	23.1%	35.7%	33.3%	30.0%	26.1%	21.4%	24.4%	16.4%	33.8%	14.9%	16.7%	20.7%	32.5%
	100.0%	95.0%	10.0%	25.0%	15.0%	10.0%	7.5%	7.5%	12.5%	7.5%	7.5%	30.0%	15.0%	25.0%	22.5%	57.5%	35.0%	7.5%	15.0%	32.5%
Total answering	141	130	26	19	24	26	10	10	9	6	7	34	22	31	46	45	80	15	23	27
	77.9%	77.4%	86.7%	65.5%	80.0%	86.7%	76.9%	76.9%	64.3%	66.7%	70.0%	73.9%	78.6%	75.6%	83.6%	66.2%	85.1%	83.3%	79.3%	67.5%
	100.0%	92.2%	18.4%	13.5%	17.0%	18.4%	7.1%	7.1%	6.4%	4.3%	5.0%	24.1%	15.6%	22.0%	32.6%	31.9%	56.7%	10.6%	16.3%	19.1%
<u>Newsstand</u>																				
Once a week or more (52)	14	13	5	4	1	0	0	2	0	1	1	2	4	1	6	2	9	3	4	0
	9.9%	10.0%	19.2%	21.1%	4.2%	0.0%	0.0%	20.0%	0.0%	16.7%	14.3%	5.9%	18.2%	3.2%	13.0%	4.4%	11.3%	20.0%	17.4%	0.0%
	100.0%	92.9%	35.7%	28.6%	7.1%	0.0%	0.0%	14.3%	0.0%	7.1%	7.1%	14.3%	28.6%	7.1%	42.9%	14.3%	64.3%	21.4%	28.6%	0.0%
Once-twice a month (18)	22	19	4	6	3	1	1	1	3	0	1	8	3	5	4	10	9	3	5	3
	15.6%	14.6%	15.4%	31.6%	12.5%	3.8%	10.0%	10.0%	33.3%	0.0%	14.3%	23.5%	13.6%	16.1%	8.7%	22.2%	11.3%	20.0%	21.7%	11.1%
	100.0%	86.4%	18.2%	27.3%	13.6%	4.5%	4.5%	4.5%	13.6%	0.0%	4.5%	36.4%	13.6%	22.7%	18.2%	45.5%	40.9%	13.6%	22.7%	13.6%
Once or twice a year (2)	48	45	7	5	9	12	3	3	2	4	5	11	5	11	16	9	35	4	6	12
	34.0%	34.6%	26.9%	26.3%	37.5%	46.2%	30.0%	30.0%	22.2%	66.7%	71.4%	32.4%	22.7%	35.5%	34.8%	20.0%	43.8%	26.7%	26.1%	44.4%
	100.0%	93.8%	14.6%	10.4%	18.8%	25.0%	6.3%	6.3%	4.2%	8.3%	10.4%	22.9%	10.4%	22.9%	33.3%	18.8%	72.9%	8.3%	12.5%	25.0%
Less than once a year (1)	57	53	10	4	11	13	6	4	4	1	0	13	10	14	20	24	27	5	8	12
	40.4%	40.8%	38.5%	21.1%	45.8%	50.0%	60.0%	40.0%	44.4%	16.7%	0.0%	38.2%	45.5%	45.2%	43.5%	53.3%	33.8%	33.3%	34.8%	44.4%
	100.0%	93.0%	17.5%	7.0%	19.3%	22.8%	10.5%	7.0%	7.0%	1.8%	0.0%	22.8%	17.5%	24.6%	35.1%	42.1%	47.4%	8.8%	14.0%	21.1%
Mean	9.06	8.93	13.69	17.37	5.63	2.12	3.00	13.20	6.89	10.17	11.43	8.32	12.82	5.74	9.48	7.24	9.09	14.87	13.83	3.33
Std. Dev.	15.507	15.545	19.980	19.794	11.351	3.278	5.292	21.097	8.343	20.498	18.858	13.144	19.764	10.583	17.302	12.010	16.231	20.336	19.154	5.306
Std. Err.	1.306	1.363	3.918	4.541	2.317	0.643	1.673	6.671	2.781	8.368	7.128	2.254	4.214	1.901	2.551	1.790	1.815	5.251	3.994	1.021

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	194 100.0% 100.0%	186 100.0% 95.9%	32 100.0% 16.5%	22 100.0% 11.3%	48 100.0% 24.7%	33 100.0% 17.0%	21 100.0% 10.8%	12 100.0% 6.2%	8 100.0% 4.1%	10 100.0% 5.2%	10 100.0% 5.2%	54 100.0% 27.8%	27 100.0% 13.9%	40 100.0% 20.6%	62 100.0% 32.0%	60 100.0% 30.9%	103 100.0% 53.1%	31 100.0% 16.0%	34 100.0% 17.5%	53 100.0% 27.3%
No answer	37 19.1% 100.0%	35 18.8% 94.6%	4 12.5% 10.8%	10 45.5% 27.0%	5 10.4% 13.5%	2 6.1% 5.4%	3 14.3% 8.1%	2 16.7% 5.4%	4 50.0% 10.8%	5 50.0% 13.5%	3 30.0% 8.1%	8 14.8% 21.6%	6 22.2% 16.2%	9 22.5% 24.3%	10 16.1% 27.0%	15 25.0% 40.5%	15 14.6% 40.5%	7 22.6% 18.9%	7 20.6% 18.9%	10 18.9% 27.0%
Total answering	157 80.9% 100.0%	151 81.2% 96.2%	28 87.5% 17.8%	12 54.5% 7.6%	43 89.6% 27.4%	31 93.9% 19.7%	18 85.7% 11.5%	10 83.3% 6.4%	4 50.0% 2.5%	5 50.0% 3.2%	7 70.0% 4.5%	46 85.2% 29.3%	21 77.8% 13.4%	31 77.5% 19.7%	52 83.9% 33.1%	45 75.0% 28.7%	88 85.4% 56.1%	24 77.4% 15.3%	27 79.4% 17.2%	43 81.1% 27.4%
<u>Restaurant</u>																				
Once a week or more (52)	2 1.3% 100.0%	1 0.7% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.2% 50.0%	1 4.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 50.0%	1 4.2% 50.0%	1 3.7% 50.0%	0 0.0% 0.0%
Once-twice a month (18)	15 9.6% 100.0%	13 8.6% 86.7%	6 21.4% 40.0%	0 0.0% 0.0%	2 4.7% 13.3%	1 3.2% 6.7%	0 0.0% 0.0%	3 30.0% 20.0%	1 25.0% 6.7%	0 0.0% 0.0%	3 42.9% 20.0%	2 4.3% 13.3%	2 9.5% 13.3%	2 6.5% 13.3%	6 11.5% 40.0%	3 6.7% 20.0%	7 8.0% 46.7%	5 20.8% 33.3%	4 14.8% 26.7%	1 2.3% 6.7%
Once or twice a year (2)	63 40.1% 100.0%	62 41.1% 98.4%	13 46.4% 20.6%	7 58.3% 11.1%	24 55.8% 38.1%	7 22.6% 11.1%	7 38.9% 11.1%	2 20.0% 3.2%	1 25.0% 1.6%	1 20.0% 1.6%	1 14.3% 1.6%	22 47.8% 34.9%	9 42.9% 14.3%	16 51.6% 25.4%	15 28.8% 23.8%	12 26.7% 19.0%	40 45.5% 63.5%	11 45.8% 17.5%	12 44.4% 19.0%	20 46.5% 31.7%
Less than once a year (1)	77 49.0% 100.0%	75 49.7% 97.4%	9 32.1% 11.7%	5 41.7% 6.5%	17 39.5% 22.1%	23 74.2% 29.9%	11 61.1% 14.3%	4 40.0% 5.2%	2 50.0% 2.6%	4 80.0% 5.2%	3 42.9% 3.9%	21 45.7% 27.3%	9 42.9% 11.7%	13 41.9% 16.9%	31 59.6% 40.3%	30 66.7% 39.0%	40 45.5% 51.9%	7 29.2% 9.1%	10 37.0% 13.0%	22 51.2% 28.6%
Mean	3.68	3.21	5.11	1.58	2.35	1.77	1.39	11.40	5.50	1.20	8.43	3.33	5.48	2.61	3.25	2.40	3.39	7.13	5.85	1.86
Std. Dev.	7.371	6.154	6.871	0.515	3.531	3.041	0.502	16.290	8.347	0.447	8.960	8.100	11.763	4.137	5.397	4.239	6.917	11.715	10.978	2.569
Std. Err.	0.588	0.501	1.298	0.149	0.539	0.546	0.118	5.151	4.173	0.200	3.387	1.194	2.567	0.743	0.748	0.632	0.737	2.391	2.113	0.392

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	120	112	29	11	33	11	15	4	7	2	6	43	21	27	20	44	65	10	20	32
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.3%	24.2%	9.2%	27.5%	9.2%	12.5%	3.3%	5.8%	1.7%	5.0%	35.8%	17.5%	22.5%	16.7%	36.7%	54.2%	8.3%	16.7%	26.7%
No answer	27	26	6	5	6	1	2	2	3	1	2	9	4	6	6	13	10	3	6	6
	22.5%	23.2%	20.7%	45.5%	18.2%	9.1%	13.3%	50.0%	42.9%	50.0%	33.3%	20.9%	19.0%	22.2%	30.0%	29.5%	15.4%	30.0%	30.0%	18.8%
	100.0%	96.3%	22.2%	18.5%	22.2%	3.7%	7.4%	7.4%	11.1%	3.7%	7.4%	33.3%	14.8%	22.2%	22.2%	48.1%	37.0%	11.1%	22.2%	22.2%
Total answering	93	86	23	6	27	10	13	2	4	1	4	34	17	21	14	31	55	7	14	26
	77.5%	76.8%	79.3%	54.5%	81.8%	90.9%	86.7%	50.0%	57.1%	50.0%	66.7%	79.1%	81.0%	77.8%	70.0%	70.5%	84.6%	70.0%	70.0%	81.3%
	100.0%	92.5%	24.7%	6.5%	29.0%	10.8%	14.0%	2.2%	4.3%	1.1%	4.3%	36.6%	18.3%	22.6%	15.1%	33.3%	59.1%	7.5%	15.1%	28.0%
Sport Club/Sporting Event																				
Once a week or more (52)	6	5	1	2	0	2	0	0	0	0	2	1	0	0	1	2	2	2	2	0
	6.5%	5.8%	4.3%	33.3%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	50.0%	2.9%	0.0%	0.0%	7.1%	6.5%	3.6%	28.6%	14.3%	0.0%
	100.0%	83.3%	16.7%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	16.7%	0.0%	0.0%	16.7%	33.3%	33.3%	33.3%	33.3%	0.0%
Once-twice a month (18)	19	17	6	0	6	1	1	1	2	0	1	8	4	4	2	6	13	0	5	4
	20.4%	19.8%	26.1%	0.0%	22.2%	10.0%	7.7%	50.0%	50.0%	0.0%	25.0%	23.5%	23.5%	19.0%	14.3%	19.4%	23.6%	0.0%	35.7%	15.4%
	100.0%	89.5%	31.6%	0.0%	31.6%	5.3%	5.3%	5.3%	10.5%	0.0%	5.3%	42.1%	21.1%	21.1%	10.5%	31.6%	68.4%	0.0%	26.3%	21.1%
Once or twice a year (2)	38	37	9	3	14	3	7	0	0	1	1	15	5	11	5	13	24	1	3	15
	40.9%	43.0%	39.1%	50.0%	51.9%	30.0%	53.8%	0.0%	0.0%	100.0%	25.0%	44.1%	29.4%	52.4%	35.7%	41.9%	43.6%	14.3%	21.4%	57.7%
	100.0%	97.4%	23.7%	7.9%	36.8%	7.9%	18.4%	0.0%	0.0%	2.6%	2.6%	39.5%	13.2%	28.9%	13.2%	34.2%	63.2%	2.6%	7.9%	39.5%
Less than once a year (1)	30	27	7	1	7	4	5	1	2	0	0	10	8	6	6	10	16	4	4	7
	32.3%	31.4%	30.4%	16.7%	25.9%	40.0%	38.5%	50.0%	50.0%	0.0%	0.0%	29.4%	47.1%	28.6%	42.9%	32.3%	29.1%	57.1%	28.6%	26.9%
	100.0%	90.0%	23.3%	3.3%	23.3%	13.3%	16.7%	3.3%	6.7%	0.0%	0.0%	33.3%	26.7%	20.0%	20.0%	33.3%	53.3%	13.3%	13.3%	23.3%
Mean	8.17	7.76	8.04	18.50	5.30	13.20	2.85	9.50	9.50	2.00	31.00	6.94	5.29	4.76	7.43	8.00	7.31	15.71	14.57	4.19
Std. Dev.	13.332	12.847	12.066	25.952	6.933	21.097	4.580	12.021	9.815	0.000	25.113	10.629	7.278	6.595	14.157	13.454	11.217	24.791	17.697	6.020
Std. Err.	1.382	1.385	2.516	10.595	1.334	6.671	1.270	8.500	4.907	0.000	12.557	1.823	1.765	1.439	3.784	2.416	1.512	9.370	4.730	1.181

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	114	110	19	17	11	18	5	19	10	11	7	22	19	28	37	51	52	9	14	29
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.5%	16.7%	14.9%	9.6%	15.8%	4.4%	16.7%	8.8%	9.6%	6.1%	19.3%	16.7%	24.6%	32.5%	44.7%	45.6%	7.9%	12.3%	25.4%
No answer	30	28	5	5	4	1	1	2	4	6	3	7	5	4	10	16	10	3	5	9
	26.3%	25.5%	26.3%	29.4%	36.4%	5.6%	20.0%	10.5%	40.0%	54.5%	42.9%	31.8%	26.3%	14.3%	27.0%	31.4%	19.2%	33.3%	35.7%	31.0%
	100.0%	93.3%	16.7%	16.7%	13.3%	3.3%	3.3%	6.7%	13.3%	20.0%	10.0%	23.3%	16.7%	13.3%	33.3%	53.3%	33.3%	10.0%	16.7%	30.0%
Total answering	84	82	14	12	7	17	4	17	6	5	4	15	14	24	27	35	42	6	9	20
	73.7%	74.5%	73.7%	70.6%	63.6%	94.4%	80.0%	89.5%	60.0%	45.5%	57.1%	68.2%	73.7%	85.7%	73.0%	68.6%	80.8%	66.7%	64.3%	69.0%
	100.0%	97.6%	16.7%	14.3%	8.3%	20.2%	4.8%	20.2%	7.1%	6.0%	4.8%	17.9%	16.7%	28.6%	32.1%	41.7%	50.0%	7.1%	10.7%	23.8%
Warehouse Club (like Sam's)																				
Once a week or more (52)	7	6	1	2	0	0	0	2	1	0	1	3	1	1	1	2	5	0	2	2
	8.3%	7.3%	7.1%	16.7%	0.0%	0.0%	0.0%	11.8%	16.7%	0.0%	25.0%	20.0%	7.1%	4.2%	3.7%	5.7%	11.9%	0.0%	22.2%	10.0%
	100.0%	85.7%	14.3%	28.6%	0.0%	0.0%	0.0%	28.6%	14.3%	0.0%	14.3%	42.9%	14.3%	14.3%	14.3%	28.6%	71.4%	0.0%	28.6%	28.6%
Once-twice a month (18)	16	16	2	4	0	5	0	4	1	0	1	0	5	7	3	7	6	2	1	2
	19.0%	19.5%	14.3%	33.3%	0.0%	29.4%	0.0%	23.5%	16.7%	0.0%	25.0%	0.0%	35.7%	29.2%	11.1%	20.0%	14.3%	33.3%	11.1%	10.0%
	100.0%	100.0%	12.5%	25.0%	0.0%	31.3%	0.0%	25.0%	6.3%	0.0%	6.3%	0.0%	31.3%	43.8%	18.8%	43.8%	37.5%	12.5%	6.3%	12.5%
Once or twice a year (2)	30	30	4	3	5	7	1	8	0	2	1	5	4	10	10	11	16	3	2	7
	35.7%	36.6%	28.6%	25.0%	71.4%	41.2%	25.0%	47.1%	0.0%	40.0%	25.0%	33.3%	28.6%	41.7%	37.0%	31.4%	38.1%	50.0%	22.2%	35.0%
	100.0%	100.0%	13.3%	10.0%	16.7%	23.3%	3.3%	26.7%	0.0%	6.7%	3.3%	16.7%	13.3%	33.3%	33.3%	36.7%	53.3%	10.0%	6.7%	23.3%
Less than once a year (1)	31	30	7	3	2	5	3	3	4	3	1	7	4	6	13	15	15	1	4	9
	36.9%	36.6%	50.0%	25.0%	28.6%	29.4%	75.0%	17.6%	66.7%	60.0%	25.0%	46.7%	28.6%	25.0%	48.1%	42.9%	35.7%	16.7%	44.4%	45.0%
	100.0%	96.8%	22.6%	9.7%	6.5%	16.1%	9.7%	9.7%	12.9%	9.7%	3.2%	22.6%	12.9%	19.4%	41.9%	48.4%	48.4%	3.2%	12.9%	29.0%
Mean	8.85	8.41	7.36	15.42	1.71	6.41	1.25	11.47	12.33	1.40	18.25	11.53	11.00	8.50	5.15	7.63	9.88	7.17	14.44	8.15
Std. Dev.	14.599	13.945	14.189	18.749	0.488	7.722	0.500	16.775	20.588	0.548	23.810	20.948	14.277	11.949	10.766	12.946	16.706	8.400	21.984	15.836
Std. Err.	1.593	1.540	3.792	5.412	0.184	1.873	0.250	4.068	8.405	0.245	11.905	5.409	3.816	2.439	2.072	2.188	2.578	3.429	7.328	3.541

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	187	175	22	22	33	27	22	23	10	16	19	55	23	41	46	75	88	22	27	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.6%	11.8%	11.8%	17.6%	14.4%	11.8%	12.3%	5.3%	8.6%	10.2%	29.4%	12.3%	21.9%	24.6%	40.1%	47.1%	11.8%	14.4%	31.0%
No answer	47	44	1	12	9	7	3	5	2	5	5	16	7	7	11	26	17	4	7	15
	25.1%	25.1%	4.5%	54.5%	27.3%	25.9%	13.6%	21.7%	20.0%	31.3%	26.3%	29.1%	30.4%	17.1%	23.9%	34.7%	19.3%	18.2%	25.9%	25.9%
	100.0%	93.6%	2.1%	25.5%	19.1%	14.9%	6.4%	10.6%	4.3%	10.6%	10.6%	34.0%	14.9%	14.9%	23.4%	55.3%	36.2%	8.5%	14.9%	31.9%
Total answering	140	131	21	10	24	20	19	18	8	11	14	39	16	34	35	49	71	18	20	43
	74.9%	74.9%	95.5%	45.5%	72.7%	74.1%	86.4%	78.3%	80.0%	68.8%	73.7%	70.9%	69.6%	82.9%	76.1%	65.3%	80.7%	81.8%	74.1%	74.1%
	100.0%	93.6%	15.0%	7.1%	17.1%	14.3%	13.6%	12.9%	5.7%	7.9%	10.0%	27.9%	11.4%	24.3%	25.0%	35.0%	50.7%	12.9%	14.3%	30.7%
Other																				
Once a week or more (52)	18	18	2	1	0	3	0	6	3	3	0	6	5	3	4	8	7	2	1	7
	12.9%	13.7%	9.5%	10.0%	0.0%	15.0%	0.0%	33.3%	37.5%	27.3%	0.0%	15.4%	31.3%	8.8%	11.4%	16.3%	9.9%	11.1%	5.0%	16.3%
	100.0%	100.0%	11.1%	5.6%	0.0%	16.7%	0.0%	33.3%	16.7%	16.7%	0.0%	33.3%	27.8%	16.7%	22.2%	44.4%	38.9%	11.1%	5.6%	38.9%
Once-twice a month (18)	28	24	7	1	2	2	3	6	1	2	3	9	3	5	7	9	13	5	4	4
	20.0%	18.3%	33.3%	10.0%	8.3%	10.0%	15.8%	33.3%	12.5%	18.2%	21.4%	23.1%	18.8%	14.7%	20.0%	18.4%	18.3%	27.8%	20.0%	9.3%
	100.0%	85.7%	25.0%	3.6%	7.1%	7.1%	10.7%	21.4%	3.6%	7.1%	10.7%	32.1%	10.7%	17.9%	25.0%	32.1%	46.4%	17.9%	14.3%	14.3%
Once or twice a year (2)	49	48	7	4	14	9	7	3	0	4	8	14	1	17	9	17	25	7	6	17
	35.0%	36.6%	33.3%	40.0%	58.3%	45.0%	36.8%	16.7%	0.0%	36.4%	57.1%	35.9%	6.3%	50.0%	25.7%	34.7%	35.2%	38.9%	30.0%	39.5%
	100.0%	98.0%	14.3%	8.2%	28.6%	18.4%	14.3%	6.1%	0.0%	8.2%	16.3%	28.6%	2.0%	34.7%	18.4%	34.7%	51.0%	14.3%	12.2%	34.7%
Less than once a year (1)	45	41	5	4	8	6	9	3	4	2	3	10	7	9	15	15	26	4	9	15
	32.1%	31.3%	23.8%	40.0%	33.3%	30.0%	47.4%	16.7%	50.0%	18.2%	21.4%	25.6%	43.8%	26.5%	42.9%	30.6%	36.6%	22.2%	45.0%	34.9%
	100.0%	91.1%	11.1%	8.9%	17.8%	13.3%	20.0%	6.7%	8.9%	4.4%	6.7%	22.2%	15.6%	20.0%	33.3%	33.3%	57.8%	8.9%	20.0%	33.3%
Mean	11.31	11.49	11.86	8.20	3.00	10.80	4.05	23.83	22.25	18.36	5.21	13.13	20.19	8.50	10.49	12.80	9.49	11.78	7.25	11.28
Std. Dev.	16.982	17.407	15.422	16.247	4.644	18.452	6.222	21.637	25.297	22.513	6.941	18.126	23.069	14.927	16.527	18.601	15.523	16.383	12.527	18.795
Std. Err.	1.435	1.521	3.365	5.138	0.948	4.126	1.428	5.100	8.944	6.788	1.855	2.902	5.767	2.560	2.794	2.657	1.842	3.862	2.801	2.866

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources? - Mean summary

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Department Store																				
Mean	8.05	7.48	11.76	10.04	4.84	5.19	1.50	8.61	7.41	6.90	18.17	10.22	8.93	6.81	5.44	7.76	8.23	5.41	7.59	7.37
Std. Dev.	13.421	12.215	15.488	16.552	6.994	10.365	0.535	11.532	8.070	13.280	18.444	16.134	13.807	13.583	9.134	13.639	13.538	7.212	12.149	13.862
Std. Err.	0.959	0.908	3.380	3.246	1.605	1.862	0.189	2.179	1.957	2.385	7.530	2.379	2.106	2.096	1.210	1.607	1.327	1.749	2.590	1.681
Discount Store (like Kmart, Walmart)																				
Mean	11.27	11.28	12.87	16.82	1.92	8.74	3.03	17.81	10.34	12.31	17.40	10.59	13.17	8.78	11.13	12.09	10.75	7.10	14.40	9.45
Std. Dev.	16.386	16.342	18.602	20.191	2.654	14.700	5.003	18.028	14.408	16.993	19.267	16.434	17.626	14.787	15.810	16.921	16.072	12.218	20.049	14.427
Std. Err.	0.781	0.808	3.341	3.010	0.420	1.757	0.899	2.155	2.337	1.854	4.308	1.560	1.946	1.550	1.376	1.196	1.094	2.666	3.389	1.064
Drug Store																				
Mean	10.18	10.29	13.05	14.79	2.31	7.26	4.73	18.76	8.98	11.32	20.52	10.45	8.67	8.79	10.27	10.84	10.11	5.94	8.50	8.18
Std. Dev.	15.502	15.654	17.680	19.620	3.696	11.840	9.518	18.774	14.978	16.086	22.252	16.228	13.481	14.315	15.317	15.725	15.674	10.328	14.613	13.443
Std. Err.	0.688	0.719	2.384	2.622	0.481	1.262	1.565	2.384	2.233	1.896	4.640	1.412	1.413	1.353	1.268	1.112	0.952	1.771	2.109	0.965
Chain Tobacconist store (e.g., Tinder Box)																				
Mean	9.08	8.97	15.56	7.91	6.91	7.54	3.61	12.95	9.72	7.63	18.26	9.25	9.03	8.33	7.83	9.36	8.59	9.27	11.48	7.77
Std. Dev.	13.838	13.721	16.882	11.905	9.383	12.857	5.603	19.452	15.989	13.424	19.622	14.097	14.051	12.181	12.842	14.470	13.221	13.202	15.392	13.692
Std. Err.	0.563	0.571	1.723	1.444	0.879	1.279	0.712	2.932	2.332	1.979	4.091	1.009	1.288	1.094	1.089	1.006	0.727	1.650	1.721	1.015
Cigar Bar																				
Mean	8.18	7.95	12.81	12.45	5.47	3.35	3.50	8.40	11.40	7.80	15.71	7.28	9.71	7.43	6.53	5.08	8.78	9.66	8.41	5.35
Std. Dev.	12.282	12.024	13.876	20.621	8.848	5.533	5.588	8.764	9.044	9.311	18.044	10.432	14.045	11.749	10.875	6.858	12.947	13.829	12.685	9.120
Std. Err.	0.866	0.865	1.924	4.611	1.172	1.342	0.988	3.919	4.045	4.164	6.820	1.205	2.193	1.732	1.985	0.960	1.182	2.568	2.085	1.265
Another bar that allows cigar smoking (not a cigar bar)																				
Mean	7.11	7.05	12.09	13.41	4.33	4.29	4.17	7.63	7.11	1.25	14.13	5.71	7.78	8.14	5.41	5.34	8.12	7.00	13.22	5.15
Std. Dev.	11.756	11.498	16.276	19.458	6.203	6.280	6.309	8.601	8.177	0.500	17.291	8.786	13.293	12.994	10.148	9.004	12.994	11.908	19.231	8.904
Std. Err.	0.879	0.884	2.751	4.719	0.957	1.282	1.152	3.041	2.726	0.250	6.113	1.065	2.350	2.196	1.740	1.203	1.293	2.539	4.010	1.201
Convenience Store																				
Mean	14.75	14.67	12.05	17.81	5.46	10.77	8.28	30.35	12.56	14.91	22.84	17.96	13.27	12.64	11.75	15.95	14.20	9.48	13.20	11.98
Std. Dev.	18.581	18.571	16.726	19.726	9.706	15.505	13.369	22.271	17.502	17.713	21.192	19.675	17.149	18.523	16.607	19.801	17.744	15.078	17.169	16.676
Std. Err.	0.899	0.942	2.612	3.487	1.554	1.985	2.363	2.950	2.475	2.019	3.746	1.859	1.917	1.871	1.669	1.472	1.196	3.144	3.135	1.226
Duty-Free Store																				
Mean	5.05	5.02	3.83	6.59	7.00	2.55	1.31	6.30	9.67	9.75	18.00	5.12	2.95	6.61	3.25	5.07	4.78	6.29	3.85	5.26
Std. Dev.	11.552	11.658	9.769	15.130	15.398	4.306	0.480	16.063	9.136	18.046	24.042	11.606	5.165	14.736	7.866	11.637	11.127	13.881	10.152	10.036
Std. Err.	0.969	0.992	1.814	3.226	3.360	0.800	0.133	5.079	3.730	6.380	12.021	1.813	1.155	3.073	1.081	1.502	1.349	3.710	1.954	1.696
Grocery Store																				
Mean	12.39	12.35	10.03	17.37	3.77	9.36	3.55	25.72	11.39	11.60	18.31	11.86	13.72	10.52	11.82	12.42	12.49	11.21	13.59	10.33

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources? - Mean summary

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Std. Dev.	16.689	16.652	15.604	18.285	5.697	13.187	5.472	20.601	17.165	15.629	20.137	16.323	16.976	16.253	16.380	16.447	17.156	16.113	17.340	15.412
Std. Err.	0.831	0.870	2.803	2.966	1.040	1.623	0.953	2.803	2.531	1.895	3.949	1.608	1.886	1.733	1.622	1.196	1.238	3.697	3.220	1.207
Liquor Store																				
Mean	9.88	9.96	12.45	11.71	6.64	10.45	4.93	20.42	10.20	10.12	21.74	11.50	8.20	7.29	7.56	11.43	8.69	11.17	14.93	7.71
Std. Dev.	14.992	15.196	15.377	17.894	11.604	16.009	9.369	19.963	16.897	15.188	19.930	17.025	13.173	11.675	11.976	17.110	13.346	14.802	18.375	13.000
Std. Err.	0.814	0.855	2.431	3.382	1.418	2.139	1.429	4.075	3.379	2.644	4.572	1.588	1.634	1.395	1.474	1.506	0.981	3.021	3.355	1.132
Internet Site																				
Mean	7.14	7.14	6.92	10.62	6.29	1.25	1.00	1.50	6.67	10.00	10.00	3.79	10.86	5.63	9.23	4.44	8.84	7.33	14.90	1.33
Std. Dev.	10.147	10.147	8.196	14.609	8.015	0.500	0.000	0.707	9.815	11.314	11.314	6.041	8.915	7.652	14.698	6.743	11.877	9.238	15.337	0.577
Std. Err.	1.530	1.530	2.366	4.052	3.029	0.250	0.000	0.500	5.667	8.000	8.000	1.614	3.370	2.705	4.076	1.686	2.375	5.333	4.850	0.333
Local Tobacconist/Independent Smoke Shop																				
Mean	14.08	13.98	27.59	12.46	10.98	12.08	4.16	19.42	9.09	10.61	12.52	13.51	14.10	14.97	13.82	11.67	14.43	18.62	22.54	9.82
Std. Dev.	16.622	16.538	18.962	14.581	12.994	14.283	8.152	20.738	12.184	16.867	14.709	17.213	15.466	16.820	16.519	15.460	16.497	19.121	20.688	14.531
Std. Err.	0.699	0.714	1.906	1.931	1.206	1.443	1.070	3.725	1.837	2.936	3.067	1.269	1.481	1.529	1.478	1.162	0.914	2.468	2.373	1.083
Mail Order/Catalog																				
Mean	6.33	6.29	7.47	10.68	3.88	2.78	1.70	5.00	3.71	5.41	15.86	5.60	8.49	5.76	5.66	5.67	6.45	7.81	8.92	2.96
Std. Dev.	8.922	8.601	7.922	11.655	5.770	4.356	0.483	6.772	6.069	7.212	17.911	8.409	10.448	7.219	8.345	8.340	9.395	7.966	8.139	4.719
Std. Err.	0.530	0.520	1.181	1.346	0.880	0.680	0.153	1.257	1.622	1.749	6.770	0.923	1.632	0.940	0.865	0.865	0.736	1.533	1.060	0.696
Newsstand																				
Mean	9.06	8.93	13.69	17.37	5.63	2.12	3.00	13.20	6.89	10.17	11.43	8.32	12.82	5.74	9.48	7.24	9.09	14.87	13.83	3.33
Std. Dev.	15.507	15.545	19.980	19.794	11.351	3.278	5.292	21.097	8.343	20.498	18.858	13.144	19.764	10.583	17.302	12.010	16.231	20.336	19.154	5.306
Std. Err.	1.306	1.363	3.918	4.541	2.317	0.643	1.673	6.671	2.781	8.368	7.128	2.254	4.214	1.901	2.551	1.790	1.815	5.251	3.994	1.021
Restaurant																				
Mean	3.68	3.21	5.11	1.58	2.35	1.77	1.39	11.40	5.50	1.20	8.43	3.33	5.48	2.61	3.25	2.40	3.39	7.13	5.85	1.86
Std. Dev.	7.371	6.154	6.871	0.515	3.531	3.041	0.502	16.290	8.347	0.447	8.960	8.100	11.763	4.137	5.397	4.239	6.917	11.715	10.978	2.569
Std. Err.	0.588	0.501	1.298	0.149	0.539	0.546	0.118	5.151	4.173	0.200	3.387	1.194	2.567	0.743	0.748	0.632	0.737	2.391	2.113	0.392
Sport Club/Sporting Event																				
Mean	8.17	7.76	8.04	18.50	5.30	13.20	2.85	9.50	9.50	2.00	31.00	6.94	5.29	4.76	7.43	8.00	7.31	15.71	14.57	4.19
Std. Dev.	13.332	12.847	12.066	25.952	6.933	21.097	4.580	12.021	9.815	0.000	25.113	10.629	7.278	6.595	14.157	13.454	11.217	24.791	17.697	6.020
Std. Err.	1.382	1.385	2.516	10.595	1.334	6.671	1.270	8.500	4.907	0.000	12.557	1.823	1.765	1.439	3.784	2.416	1.512	9.370	4.730	1.181
Warehouse Club (like Sam's)																				
Mean	8.85	8.41	7.36	15.42	1.71	6.41	1.25	11.47	12.33	1.40	18.25	11.53	11.00	8.50	5.15	7.63	9.88	7.17	14.44	8.15
Std. Dev.	14.599	13.945	14.189	18.749	0.488	7.722	0.500	16.775	20.588	0.548	23.810	20.948	14.277	11.949	10.766	12.946	16.706	8.400	21.984	15.836
Std. Err.	1.593	1.540	3.792	5.412	0.184	1.873	0.250	4.068	8.405	0.245	11.905	5.409	3.816	2.439	2.072	2.188	2.578	3.429	7.328	3.541

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources? - Mean summary

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Other																				
Mean	11.31	11.49	11.86	8.20	3.00	10.80	4.05	23.83	22.25	18.36	5.21	13.13	20.19	8.50	10.49	12.80	9.49	11.78	7.25	11.28
Std. Dev.	16.982	17.407	15.422	16.247	4.644	18.452	6.222	21.637	25.297	22.513	6.941	18.126	23.069	14.927	16.527	18.601	15.523	16.383	12.527	18.795
Std. Err.	1.435	1.521	3.365	5.138	0.948	4.126	1.428	5.100	8.944	6.788	1.855	2.902	5.767	2.560	2.794	2.657	1.842	3.862	2.801	2.866

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Cigar Segmentation

Q14C Section II. From which source do you buy cigars from most often?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Department Store	8 0.7% 100.0%	7 0.6% 87.5%	0 0.0% 0.0%	1 0.8% 12.5%	0 0.0% 0.0%	2 1.1% 25.0%	0 0.0% 0.0%	1 0.9% 12.5%	1 1.0% 12.5%	2 1.2% 25.0%	0 0.0% 0.0%	1 0.3% 12.5%	2 0.9% 25.0%	1 0.4% 12.5%	4 1.5% 50.0%	2 0.4% 25.0%	5 0.8% 62.5%	1 1.0% 12.5%	1 0.8% 12.5%	3 0.6% 37.5%
Duty-Free Store	10 0.8% 100.0%	9 0.8% 90.0%	1 0.7% 10.0%	1 0.8% 10.0%	1 0.6% 10.0%	1 0.5% 10.0%	2 1.5% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.7% 30.0%	0 0.0% 0.0%	3 0.8% 30.0%	1 0.5% 10.0%	2 0.8% 20.0%	4 1.5% 40.0%	5 1.1% 50.0%	5 0.8% 50.0%	0 0.0% 0.0%	2 1.5% 20.0%	5 1.1% 50.0%
Liquor Store	66 5.4% 100.0%	61 5.3% 92.4%	4 2.9% 6.1%	3 2.4% 4.5%	10 6.0% 15.2%	12 6.4% 18.2%	12 8.8% 18.2%	4 3.4% 6.1%	5 4.8% 7.6%	11 6.4% 16.7%	7 7.6% 10.6%	27 7.0% 40.9%	12 5.5% 18.2%	10 4.0% 15.2%	10 3.7% 15.2%	28 5.9% 42.4%	36 5.6% 54.5%	2 2.0% 3.0%	3 2.3% 4.5%	34 7.3% 51.5%
Newsstand	12 1.0% 100.0%	12 1.0% 100.0%	2 1.4% 16.7%	3 2.4% 25.0%	2 1.2% 16.7%	0 0.0% 0.0%	2 1.5% 16.7%	1 0.9% 8.3%	1 1.0% 8.3%	1 0.6% 8.3%	1 1.1% 8.3%	3 0.8% 25.0%	1 0.5% 8.3%	3 1.2% 25.0%	4 1.5% 33.3%	3 0.6% 25.0%	7 1.1% 58.3%	2 2.0% 16.7%	2 1.5% 16.7%	2 0.4% 16.7%
Other	49 4.0% 100.0%	46 4.0% 93.9%	2 1.4% 4.1%	6 4.8% 12.2%	8 4.8% 16.3%	10 5.3% 20.4%	2 1.5% 4.1%	9 7.8% 18.4%	2 1.9% 4.1%	7 4.1% 14.3%	3 3.3% 6.1%	19 4.9% 38.8%	5 2.3% 10.2%	8 3.2% 16.3%	14 5.2% 28.6%	20 4.2% 40.8%	25 3.9% 51.0%	4 4.0% 8.2%	6 4.6% 12.2%	18 3.8% 36.7%
Net - Mass Channel	380 30.9% 100.0%	350 30.5% 92.1%	11 7.9% 2.9%	32 25.8% 8.4%	13 7.7% 3.4%	48 25.5% 12.6%	25 18.4% 6.6%	65 56.0% 17.1%	51 48.6% 13.4%	105 61.0% 27.6%	35 38.0% 9.2%	91 23.5% 23.9%	73 33.5% 19.2%	79 32.0% 20.8%	100 36.9% 26.3%	185 39.0% 48.7%	181 28.4% 47.6%	11 11.1% 2.9%	23 17.7% 6.1%	176 37.6% 46.3%
Discount Store (like Kmart, Walmart)	96 7.8% 100.0%	89 7.8% 92.7%	3 2.2% 3.1%	13 10.5% 13.5%	2 1.2% 2.1%	11 5.9% 11.5%	3 2.2% 3.1%	16 13.8% 16.7%	10 9.5% 10.4%	31 18.0% 32.3%	7 7.6% 7.3%	15 3.9% 15.6%	24 11.0% 25.0%	19 7.7% 19.8%	31 11.4% 32.3%	47 9.9% 49.0%	48 7.5% 50.0%	0 0.0% 0.0%	8 6.2% 8.3%	39 8.3% 40.6%
Drug Store	106 8.6% 100.0%	103 9.0% 97.2%	7 5.0% 6.6%	9 7.3% 8.5%	3 1.8% 2.8%	20 10.6% 18.9%	7 5.1% 6.6%	17 14.7% 16.0%	14 13.3% 13.2%	26 15.1% 24.5%	8 8.7% 7.5%	26 6.7% 24.5%	13 6.0% 12.3%	22 8.9% 20.8%	37 13.7% 34.9%	52 11.0% 49.1%	50 7.8% 47.2%	4 4.0% 3.8%	8 6.2% 7.5%	46 9.8% 43.4%
Convenience Store	118 9.6% 100.0%	106 9.2% 89.8%	0 0.0% 0.0%	6 4.8% 5.1%	6 3.6% 5.1%	12 6.4% 10.2%	9 6.6% 7.6%	22 19.0% 18.6%	16 15.2% 13.6%	35 20.3% 29.7%	16 17.4% 13.6%	33 8.5% 28.0%	25 11.5% 21.2%	22 8.9% 18.6%	20 7.4% 16.9%	59 12.4% 50.0%	53 8.3% 44.9%	5 5.1% 4.2%	4 3.1% 3.4%	53 11.3% 44.9%
Grocery Store	82 6.7% 100.0%	72 6.3% 87.8%	2 1.4% 2.4%	5 4.0% 6.1%	3 1.8% 3.7%	10 5.3% 12.2%	6 4.4% 7.3%	16 13.8% 19.5%	12 11.4% 14.6%	18 10.5% 22.0%	5 5.4% 6.1%	19 4.9% 23.2%	20 9.2% 24.4%	16 6.5% 19.5%	22 8.1% 26.8%	40 8.4% 48.8%	39 6.1% 47.6%	2 2.0% 2.4%	6 4.6% 7.3%	41 8.8% 50.0%
Warehouse Club (like Sam's)	8 0.7% 100.0%	8 0.7% 100.0%	1 0.7% 12.5%	2 1.6% 25.0%	0 0.0% 0.0%	2 1.1% 25.0%	0 0.0% 0.0%	1 0.9% 12.5%	0 0.0% 0.0%	2 1.2% 25.0%	1 1.1% 12.5%	1 0.3% 12.5%	2 0.9% 25.0%	3 1.2% 37.5%	1 0.4% 12.5%	5 1.1% 62.5%	3 0.5% 37.5%	0 0.0% 0.0%	1 0.8% 12.5%	3 0.6% 37.5%
Net - Tobacconist	451 36.7% 100.0%	439 38.2% 97.3%	92 66.2% 20.4%	24 19.4% 5.3%	100 59.5% 22.2%	90 47.9% 20.0%	57 41.9% 12.6%	19 16.4% 4.2%	31 29.5% 6.9%	26 15.1% 5.8%	22 23.9% 4.9%	163 42.0% 36.1%	85 39.0% 18.8%	95 38.5% 21.1%	84 31.0% 18.6%	138 29.1% 30.6%	261 40.9% 57.9%	51 51.5% 11.3%	52 40.0% 11.5%	154 32.9% 34.1%
Chain Tobacconist store (e.g., Tinder Box)	149 12.1% 100.0%	146 12.7% 98.0%	27 19.4% 18.1%	7 5.6% 4.7%	32 19.0% 21.5%	25 13.3% 16.8%	21 15.4% 14.1%	10 8.6% 6.7%	13 12.4% 8.7%	11 6.4% 7.4%	11 12.0% 7.4%	61 15.7% 40.9%	30 13.8% 20.1%	21 8.5% 14.1%	26 9.6% 17.4%	46 9.7% 30.9%	86 13.5% 57.7%	16 16.2% 10.7%	15 11.5% 10.1%	56 12.0% 37.6%

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Cigar Segmentation

Q14C Section II. From which source do you buy cigars from most often?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Local Tobacconist/ Independent Smoke Shop	309 25.1% 100.0%	300 26.1% 97.1%	65 46.8% 21.0%	18 14.5% 5.8%	69 41.1% 22.3%	68 36.2% 22.0%	36 26.5% 11.7%	10 8.6% 3.2%	18 17.1% 5.8%	16 9.3% 5.2%	11 12.0% 3.6%	105 27.1% 34.0%	57 26.1% 18.4%	74 30.0% 23.9%	60 22.1% 19.4%	95 20.0% 30.7%	179 28.1% 57.9%	35 35.4% 11.3%	37 28.5% 12.0%	101 21.6% 32.7%
Net - On Premises	44 3.6% 100.0%	43 3.7% 97.7%	6 4.3% 13.6%	3 2.4% 6.8%	11 6.5% 25.0%	3 1.6% 6.8%	16 11.8% 36.4%	2 1.7% 4.5%	2 1.9% 4.5%	0 0.0% 0.0%	2 2.2% 4.5%	18 4.6% 40.9%	11 5.0% 25.0%	7 2.8% 15.9%	5 1.8% 11.4%	17 3.6% 38.6%	22 3.4% 50.0%	5 5.1% 11.4%	7 5.4% 15.9%	21 4.5% 47.7%
Cigar Bar	23 1.9% 100.0%	23 2.0% 100.0%	4 2.9% 17.4%	3 2.4% 13.0%	6 3.6% 26.1%	2 1.1% 8.7%	7 5.1% 30.4%	1 0.9% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 2.3% 39.1%	4 1.8% 17.4%	6 2.4% 26.1%	3 1.1% 13.0%	9 1.9% 39.1%	11 1.7% 47.8%	3 3.0% 13.0%	5 3.8% 21.7%	9 1.9% 39.1%
Another bar that allows cigar smoking (not a cigar bar)	15 1.2% 100.0%	14 1.2% 93.3%	2 1.4% 13.3%	1 0.8% 6.7%	5 3.0% 33.3%	0 0.0% 0.0%	5 3.7% 33.3%	1 0.9% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 1.8% 46.7%	5 2.3% 33.3%	1 0.4% 6.7%	1 0.4% 6.7%	4 0.8% 26.7%	9 1.4% 60.0%	2 2.0% 13.3%	3 2.3% 20.0%	7 1.5% 46.7%
Restaurant	6 0.5% 100.0%	6 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 16.7%	1 0.5% 16.7%	3 2.2% 50.0%	0 0.0% 0.0%	1 1.0% 16.7%	0 0.0% 0.0%	2 2.2% 33.3%	0 0.0% 0.0%	2 0.9% 33.3%	0 0.0% 0.0%	2 0.7% 33.3%	4 0.8% 66.7%	2 0.3% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	4 0.9% 66.7%
Sport Club/Sporting Event	3 0.2% 100.0%	3 0.3% 100.0%	1 0.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 33.3%	0 0.0% 0.0%	1 1.0% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.5% 66.7%	1 0.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 33.3%	1 0.2% 33.3%	1 1.0% 33.3%	1 0.8% 33.3%	2 0.4% 66.7%
Net - Internet/Mail Order	109 8.9% 100.0%	108 9.4% 99.1%	11 7.9% 10.1%	49 39.5% 45.0%	11 6.5% 10.1%	14 7.4% 12.8%	4 2.9% 3.7%	6 5.2% 5.5%	5 4.8% 4.6%	8 4.7% 7.3%	3 3.3% 2.8%	32 8.2% 29.4%	19 8.7% 17.4%	25 10.1% 22.9%	30 11.1% 27.5%	33 7.0% 30.3%	64 10.0% 58.7%	12 12.1% 11.0%	34 26.2% 31.2%	10 2.1% 9.2%
Internet Site	9 0.7% 100.0%	9 0.8% 100.0%	0 0.0% 0.0%	3 2.4% 33.3%	2 1.2% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 2.3% 44.4%	0 0.0% 0.0%	2 0.5% 22.2%	3 1.4% 33.3%	1 0.4% 11.1%	3 1.1% 33.3%	1 0.2% 11.1%	8 1.3% 88.9%	0 0.0% 0.0%	3 2.3% 33.3%	0 0.0% 0.0%
Mail Order/Catalog	102 8.3% 100.0%	101 8.8% 99.0%	11 7.9% 10.8%	47 37.9% 46.1%	9 5.4% 8.8%	14 7.4% 13.7%	4 2.9% 3.9%	6 5.2% 5.9%	5 4.8% 4.9%	5 2.9% 4.9%	3 3.3% 2.9%	31 8.0% 30.4%	16 7.3% 15.7%	24 9.7% 23.5%	28 10.3% 27.5%	32 6.8% 31.4%	58 9.1% 56.9%	12 12.1% 11.8%	32 24.6% 31.4%	10 2.1% 9.8%
No answer	149 12.1% 100.0%	121 10.5% 81.2%	11 7.9% 7.4%	14 11.3% 9.4%	13 7.7% 8.7%	19 10.1% 12.8%	18 13.2% 12.1%	13 11.2% 8.7%	14 13.3% 9.4%	19 11.0% 12.8%	22 23.9% 14.8%	40 10.3% 26.8%	26 11.9% 17.4%	21 8.5% 14.1%	32 11.8% 21.5%	57 12.0% 38.3%	65 10.2% 43.6%	13 13.1% 8.7%	11 8.5% 7.4%	64 13.7% 43.0%

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	380	350	11	32	13	48	25	65	51	105	35	91	73	79	100	185	181	11	23	176
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	92.1%	2.9%	8.4%	3.4%	12.6%	6.6%	17.1%	13.4%	27.6%	9.2%	23.9%	19.2%	20.8%	26.3%	48.7%	47.6%	2.9%	6.1%	46.3%
No answer	3	2	0	0	0	0	0	0	1	1	1	0	1	0	1	2	1	0	0	2
	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.0%	2.9%	0.0%	1.4%	0.0%	1.0%	1.1%	0.6%	0.0%	0.0%	1.1%
	100.0%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	33.3%	0.0%	33.3%	66.7%	33.3%	0.0%	0.0%	66.7%
Total answering	377	348	11	32	13	48	25	65	50	104	34	91	72	79	99	183	180	11	23	174
	99.2%	99.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.0%	99.0%	97.1%	100.0%	98.6%	100.0%	99.0%	98.9%	99.4%	100.0%	100.0%	98.9%
	100.0%	92.3%	2.9%	8.5%	3.4%	12.7%	6.6%	17.2%	13.3%	27.6%	9.0%	24.1%	19.1%	21.0%	26.3%	48.5%	47.7%	2.9%	6.1%	46.2%
Net - Mass Channel (Q14c codes 2,3,7,9 or 17)																				
Less than 10% (.05)	27	23	0	2	0	3	1	1	8	8	8	5	4	4	6	16	11	0	3	20
	7.2%	6.6%	0.0%	6.3%	0.0%	6.3%	4.0%	1.5%	16.0%	7.7%	23.5%	5.5%	5.6%	5.1%	6.1%	8.7%	6.1%	0.0%	13.0%	11.5%
	100.0%	85.2%	0.0%	7.4%	0.0%	11.1%	3.7%	3.7%	29.6%	29.6%	29.6%	18.5%	14.8%	14.8%	22.2%	59.3%	40.7%	0.0%	11.1%	74.1%
10% - 19% (.15)	21	20	0	5	1	3	0	3	1	7	2	4	6	4	5	10	9	1	3	6
	5.6%	5.7%	0.0%	15.6%	7.7%	6.3%	0.0%	4.6%	2.0%	6.7%	5.9%	4.4%	8.3%	5.1%	5.1%	5.5%	5.0%	9.1%	13.0%	3.4%
	100.0%	95.2%	0.0%	23.8%	4.8%	14.3%	0.0%	14.3%	4.8%	33.3%	9.5%	19.0%	28.6%	19.0%	23.8%	47.6%	42.9%	4.8%	14.3%	28.6%
20% - 29% (.25)	7	6	0	1	0	0	0	1	2	2	0	1	2	4	0	5	2	0	0	3
	1.9%	1.7%	0.0%	3.1%	0.0%	0.0%	0.0%	1.5%	4.0%	1.9%	0.0%	1.1%	2.8%	5.1%	0.0%	2.7%	1.1%	0.0%	0.0%	1.7%
	100.0%	85.7%	0.0%	14.3%	0.0%	0.0%	0.0%	14.3%	28.6%	28.6%	0.0%	14.3%	28.6%	57.1%	0.0%	71.4%	28.6%	0.0%	0.0%	42.9%
30% - 39% (.35)	16	14	1	4	0	0	2	4	1	2	3	3	4	3	3	6	10	0	1	4
	4.2%	4.0%	9.1%	12.5%	0.0%	0.0%	8.0%	6.2%	2.0%	1.9%	8.8%	3.3%	5.6%	3.8%	3.0%	3.3%	5.6%	0.0%	4.3%	2.3%
	100.0%	87.5%	6.3%	25.0%	0.0%	0.0%	12.5%	25.0%	6.3%	12.5%	18.8%	18.8%	25.0%	18.8%	18.8%	37.5%	62.5%	0.0%	6.3%	25.0%
40% - 49% (.45)	19	19	1	3	2	3	2	5	1	2	3	6	1	2	7	9	9	1	0	5
	5.0%	5.5%	9.1%	9.4%	15.4%	6.3%	8.0%	7.7%	2.0%	1.9%	8.8%	6.6%	1.4%	2.5%	7.1%	4.9%	5.0%	9.1%	0.0%	2.9%
	100.0%	100.0%	5.3%	15.8%	10.5%	15.8%	10.5%	26.3%	5.3%	10.5%	15.8%	31.6%	5.3%	10.5%	36.8%	47.4%	47.4%	5.3%	0.0%	26.3%
50% - 59% (.55)	39	37	1	1	1	6	2	9	5	12	3	9	10	7	10	20	18	0	2	16
	10.3%	10.6%	9.1%	3.1%	7.7%	12.5%	8.0%	13.8%	10.0%	11.5%	8.8%	9.9%	13.9%	8.9%	10.1%	10.9%	10.0%	0.0%	8.7%	9.2%
	100.0%	94.9%	2.6%	2.6%	2.6%	15.4%	5.1%	23.1%	12.8%	30.8%	7.7%	23.1%	25.6%	17.9%	25.6%	51.3%	46.2%	0.0%	5.1%	41.0%
60% - 69% (.65)	20	18	1	1	1	4	3	3	3	2	1	6	2	5	6	10	10	0	1	11
	5.3%	5.2%	9.1%	3.1%	7.7%	8.3%	12.0%	4.6%	6.0%	1.9%	2.9%	6.6%	2.8%	6.3%	6.1%	5.5%	5.6%	0.0%	4.3%	6.3%
	100.0%	90.0%	5.0%	5.0%	5.0%	20.0%	15.0%	15.0%	15.0%	10.0%	5.0%	30.0%	10.0%	25.0%	30.0%	50.0%	50.0%	0.0%	5.0%	55.0%
70% - 79% (.75)	69	63	3	6	4	11	6	10	9	14	5	13	14	16	21	23	41	4	4	27
	18.3%	18.1%	27.3%	18.8%	30.8%	22.9%	24.0%	15.4%	18.0%	13.5%	14.7%	14.3%	19.4%	20.3%	21.2%	12.6%	22.8%	36.4%	17.4%	15.5%
	100.0%	91.3%	4.3%	8.7%	5.8%	15.9%	8.7%	14.5%	13.0%	20.3%	7.2%	18.8%	20.3%	23.2%	30.4%	33.3%	59.4%	5.8%	5.8%	39.1%
80% - 89% (.85)	78	76	2	6	3	11	5	14	11	24	4	25	18	15	16	40	35	3	5	38
	20.7%	21.8%	18.2%	18.8%	23.1%	22.9%	20.0%	21.5%	22.0%	23.1%	11.8%	27.5%	25.0%	19.0%	16.2%	21.9%	19.4%	27.3%	21.7%	21.8%
	100.0%	97.4%	2.6%	7.7%	3.8%	14.1%	6.4%	17.9%	14.1%	30.8%	5.1%	32.1%	23.1%	19.2%	20.5%	51.3%	44.9%	3.8%	6.4%	48.7%
90% - 99% (.95)	58	50	1	2	1	6	1	12	7	20	3	15	7	13	18	31	26	1	3	31
	15.4%	14.4%	9.1%	6.3%	7.7%	12.5%	4.0%	18.5%	14.0%	19.2%	8.8%	16.5%	9.7%	16.5%	18.2%	16.9%	14.4%	9.1%	13.0%	17.8%
	100.0%	86.2%	1.7%	3.4%	1.7%	10.3%	1.7%	20.7%	12.1%	34.5%	5.2%	25.9%	12.1%	22.4%	31.0%	53.4%	44.8%	1.7%	5.2%	53.4%

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GC 017260

Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
100% (1.00)	23	22	1	1	0	1	3	3	2	11	2	4	4	6	7	13	9	1	1	13
	6.1%	6.3%	9.1%	3.1%	0.0%	2.1%	12.0%	4.6%	4.0%	10.6%	5.9%	4.4%	5.6%	7.6%	7.1%	7.1%	5.0%	9.1%	4.3%	7.5%
	100.0%	95.7%	4.3%	4.3%	0.0%	4.3%	13.0%	13.0%	8.7%	47.8%	8.7%	17.4%	17.4%	26.1%	30.4%	56.5%	39.1%	4.3%	4.3%	56.5%
Mean	0.67	0.67	0.72	0.55	0.67	0.67	0.70	0.69	0.63	0.70	0.51	0.69	0.65	0.68	0.69	0.66	0.67	0.74	0.60	0.67
Std. Dev.	0.284	0.281	0.203	0.305	0.220	0.261	0.233	0.247	0.320	0.301	0.343	0.266	0.284	0.279	0.272	0.300	0.271	0.241	0.338	0.304
Std. Err.	0.015	0.015	0.061	0.054	0.061	0.038	0.047	0.031	0.045	0.030	0.059	0.028	0.034	0.031	0.027	0.022	0.020	0.073	0.071	0.023

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	451	439	92	24	100	90	57	19	31	26	22	163	85	95	84	138	261	51	52	154
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.3%	20.4%	5.3%	22.2%	20.0%	12.6%	4.2%	6.9%	5.8%	4.9%	36.1%	18.8%	21.1%	18.6%	30.6%	57.9%	11.3%	11.5%	34.1%
No answer	5	5	1	0	3	1	0	0	0	0	0	3	0	1	1	1	4	0	1	3
	1.1%	1.1%	1.1%	0.0%	3.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	1.1%	1.2%	0.7%	1.5%	0.0%	1.9%	1.9%
	100.0%	100.0%	20.0%	0.0%	60.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	60.0%	0.0%	20.0%	20.0%	20.0%	80.0%	0.0%	20.0%	60.0%
Total answering	446	434	91	24	97	89	57	19	31	26	22	160	85	94	83	137	257	51	51	151
	98.9%	98.9%	98.9%	100.0%	97.0%	98.9%	100.0%	100.0%	100.0%	100.0%	100.0%	98.2%	100.0%	98.9%	98.8%	99.3%	98.5%	100.0%	98.1%	98.1%
	100.0%	97.3%	20.4%	5.4%	21.7%	20.0%	12.8%	4.3%	7.0%	5.8%	4.9%	35.9%	19.1%	21.1%	18.6%	30.7%	57.6%	11.4%	11.4%	33.9%
Net - Tobacconist (Q14c codes 4 or 12)																				
Less than 10% (.05)	8	8	0	1	0	1	3	0	2	1	2	2	1	1	2	3	5	0	2	4
	1.8%	1.8%	0.0%	4.2%	0.0%	1.1%	5.3%	0.0%	6.5%	3.8%	9.1%	1.3%	1.2%	1.1%	2.4%	2.2%	1.9%	0.0%	3.9%	2.6%
	100.0%	100.0%	0.0%	12.5%	0.0%	12.5%	37.5%	0.0%	25.0%	12.5%	25.0%	25.0%	12.5%	12.5%	25.0%	37.5%	62.5%	0.0%	25.0%	50.0%
10% - 19% (.15)	7	7	0	1	1	2	0	0	1	2	0	3	2	0	2	3	4	0	0	2
	1.6%	1.6%	0.0%	4.2%	1.0%	2.2%	0.0%	0.0%	3.2%	7.7%	0.0%	1.9%	2.4%	0.0%	2.4%	2.2%	1.6%	0.0%	0.0%	1.3%
	100.0%	100.0%	0.0%	14.3%	14.3%	28.6%	0.0%	0.0%	14.3%	28.6%	0.0%	42.9%	28.6%	0.0%	28.6%	42.9%	57.1%	0.0%	0.0%	28.6%
20% - 29% (.25)	8	8	1	0	0	3	3	1	0	0	1	5	1	0	1	3	3	2	1	4
	1.8%	1.8%	1.1%	0.0%	0.0%	3.4%	5.3%	5.3%	0.0%	0.0%	4.5%	3.1%	1.2%	0.0%	1.2%	2.2%	1.2%	3.9%	2.0%	2.6%
	100.0%	100.0%	12.5%	0.0%	0.0%	37.5%	37.5%	12.5%	0.0%	0.0%	12.5%	62.5%	12.5%	0.0%	12.5%	37.5%	37.5%	25.0%	12.5%	50.0%
30% - 39% (.35)	15	14	0	0	5	2	2	1	0	4	0	5	5	2	3	8	7	0	0	3
	3.4%	3.2%	0.0%	0.0%	5.2%	2.2%	3.5%	5.3%	0.0%	15.4%	0.0%	3.1%	5.9%	2.1%	3.6%	5.8%	2.7%	0.0%	0.0%	2.0%
	100.0%	93.3%	0.0%	0.0%	33.3%	13.3%	13.3%	6.7%	0.0%	26.7%	0.0%	33.3%	33.3%	13.3%	20.0%	53.3%	46.7%	0.0%	0.0%	20.0%
40% - 49% (.45)	24	24	4	2	6	3	5	1	2	1	2	6	5	9	2	7	15	2	1	10
	5.4%	5.5%	4.4%	8.3%	6.2%	3.4%	8.8%	5.3%	6.5%	3.8%	9.1%	3.8%	5.9%	9.6%	2.4%	5.1%	5.8%	3.9%	2.0%	6.6%
	100.0%	100.0%	16.7%	8.3%	25.0%	12.5%	20.8%	4.2%	8.3%	4.2%	8.3%	25.0%	20.8%	37.5%	8.3%	29.2%	62.5%	8.3%	4.2%	41.7%
50% - 59% (.55)	33	33	6	4	5	8	7	1	1	1	0	12	7	5	9	13	14	6	4	10
	7.4%	7.6%	6.6%	16.7%	5.2%	9.0%	12.3%	5.3%	3.2%	3.8%	0.0%	7.5%	8.2%	5.3%	10.8%	9.5%	5.4%	11.8%	7.8%	6.6%
	100.0%	100.0%	18.2%	12.1%	15.2%	24.2%	21.2%	3.0%	3.0%	3.0%	0.0%	36.4%	21.2%	15.2%	27.3%	39.4%	42.4%	18.2%	12.1%	30.3%
60% - 69% (.65)	29	27	4	0	9	7	2	2	2	1	1	10	4	7	7	12	16	1	2	11
	6.5%	6.2%	4.4%	0.0%	9.3%	7.9%	3.5%	10.5%	6.5%	3.8%	4.5%	6.3%	4.7%	7.4%	8.4%	8.8%	6.2%	2.0%	3.9%	7.3%
	100.0%	93.1%	13.8%	0.0%	31.0%	24.1%	6.9%	6.9%	6.9%	3.4%	3.4%	34.5%	13.8%	24.1%	24.1%	41.4%	55.2%	3.4%	6.9%	37.9%
70% - 79% (.75)	105	103	31	5	23	16	13	2	8	5	4	46	21	16	18	27	65	12	10	34
	23.5%	23.7%	34.1%	20.8%	23.7%	18.0%	22.8%	10.5%	25.8%	19.2%	18.2%	28.8%	24.7%	17.0%	21.7%	19.7%	25.3%	23.5%	19.6%	22.5%
	100.0%	98.1%	29.5%	4.8%	21.9%	15.2%	12.4%	1.9%	7.6%	4.8%	3.8%	43.8%	20.0%	15.2%	17.1%	25.7%	61.9%	11.4%	9.5%	32.4%
80% - 89% (.85)	118	115	26	9	26	26	6	5	10	7	2	36	22	31	25	30	71	17	20	39
	26.5%	26.5%	28.6%	37.5%	26.8%	29.2%	10.5%	26.3%	32.3%	26.9%	9.1%	22.5%	25.9%	33.0%	30.1%	21.9%	27.6%	33.3%	39.2%	25.8%
	100.0%	97.5%	22.0%	7.6%	22.0%	22.0%	5.1%	4.2%	8.5%	5.9%	1.7%	30.5%	18.6%	26.3%	21.2%	25.4%	60.2%	14.4%	16.9%	33.1%
90% - 99% (.95)	62	61	14	2	14	15	9	3	3	1	3	24	10	14	11	19	36	7	8	18
	13.9%	14.1%	15.4%	8.3%	14.4%	16.9%	15.8%	15.8%	9.7%	3.8%	13.6%	15.0%	11.8%	14.9%	13.3%	13.9%	14.0%	13.7%	15.7%	11.9%
	100.0%	98.4%	22.6%	3.2%	22.6%	24.2%	14.5%	4.8%	4.8%	1.6%	4.8%	38.7%	16.1%	22.6%	17.7%	30.6%	58.1%	11.3%	12.9%	29.0%

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GC 017262

Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
100% (1.00)	37	34	5	0	8	6	7	3	2	3	7	11	7	9	3	12	21	4	3	16
	8.3%	7.8%	5.5%	0.0%	8.2%	6.7%	12.3%	15.8%	6.5%	11.5%	31.8%	6.9%	8.2%	9.6%	3.6%	8.8%	8.2%	7.8%	5.9%	10.6%
	100.0%	91.9%	13.5%	0.0%	21.6%	16.2%	18.9%	8.1%	5.4%	8.1%	18.9%	29.7%	18.9%	24.3%	8.1%	32.4%	56.8%	10.8%	8.1%	43.2%
Mean	0.74	0.74	0.79	0.69	0.76	0.75	0.69	0.76	0.72	0.66	0.75	0.74	0.73	0.77	0.73	0.72	0.75	0.77	0.77	0.74
Std. Dev.	0.215	0.216	0.145	0.236	0.185	0.218	0.266	0.225	0.252	0.287	0.308	0.213	0.220	0.187	0.217	0.235	0.210	0.179	0.209	0.226
Std. Err.	0.010	0.010	0.015	0.048	0.019	0.023	0.035	0.052	0.045	0.056	0.066	0.017	0.024	0.019	0.024	0.020	0.013	0.025	0.029	0.018

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	44	43	6	3	11	3	16	2	2	0	2	18	11	7	5	17	22	5	7	21
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.7%	13.6%	6.8%	25.0%	6.8%	36.4%	4.5%	4.5%	0.0%	4.5%	40.9%	25.0%	15.9%	11.4%	38.6%	50.0%	11.4%	15.9%	47.7%
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total answering	44	43	6	3	11	3	16	2	2	0	2	18	11	7	5	17	22	5	7	21
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.7%	13.6%	6.8%	25.0%	6.8%	36.4%	4.5%	4.5%	0.0%	4.5%	40.9%	25.0%	15.9%	11.4%	38.6%	50.0%	11.4%	15.9%	47.7%
Net - On premises (Q14c codes 5,6,15 or 16)																				
Less than 10% (.05)	5	5	0	2	0	0	3	0	0	0	1	2	0	0	2	2	3	0	2	2
	11.4%	11.6%	0.0%	66.7%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	50.0%	11.1%	0.0%	0.0%	40.0%	11.8%	13.6%	0.0%	28.6%	9.5%
	100.0%	100.0%	0.0%	40.0%	0.0%	0.0%	60.0%	0.0%	0.0%	0.0%	20.0%	40.0%	0.0%	0.0%	40.0%	40.0%	60.0%	0.0%	40.0%	40.0%
10% - 19% (.15)	1	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1
	2.3%	2.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	4.8%
	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
20% - 29% (.25)	4	4	1	0	0	0	2	1	0	0	0	3	0	0	1	1	3	0	1	1
	9.1%	9.3%	16.7%	0.0%	0.0%	0.0%	12.5%	50.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	20.0%	5.9%	13.6%	0.0%	14.3%	4.8%
	100.0%	100.0%	25.0%	0.0%	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	75.0%	0.0%	0.0%	25.0%	25.0%	75.0%	0.0%	25.0%	25.0%
30% - 39% (.35)	2	2	1	0	1	0	0	0	0	0	0	1	0	1	0	1	1	0	1	0
	4.5%	4.7%	16.7%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	14.3%	0.0%	5.9%	4.5%	0.0%	14.3%	0.0%
	100.0%	100.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	50.0%	50.0%	0.0%	50.0%	0.0%
40% - 49% (.45)	5	4	1	0	2	1	0	0	0	0	0	1	3	1	0	3	1	1	1	2
	11.4%	9.3%	16.7%	0.0%	18.2%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	27.3%	14.3%	0.0%	17.6%	4.5%	20.0%	14.3%	9.5%
	100.0%	80.0%	20.0%	0.0%	40.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	60.0%	20.0%	0.0%	60.0%	20.0%	20.0%	20.0%	40.0%
50% - 59% (.55)	6	6	2	0	3	0	1	0	0	0	0	3	1	1	0	2	2	2	2	2
	13.6%	14.0%	33.3%	0.0%	27.3%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	16.7%	9.1%	14.3%	0.0%	11.8%	9.1%	40.0%	28.6%	9.5%
	100.0%	100.0%	33.3%	0.0%	50.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	50.0%	16.7%	16.7%	0.0%	33.3%	33.3%	33.3%	33.3%	33.3%
60% - 69% (.65)	4	4	1	0	0	0	2	0	1	0	0	1	2	1	0	1	3	0	0	1
	9.1%	9.3%	16.7%	0.0%	0.0%	0.0%	12.5%	0.0%	50.0%	0.0%	0.0%	5.6%	18.2%	14.3%	0.0%	5.9%	13.6%	0.0%	0.0%	4.8%
	100.0%	100.0%	25.0%	0.0%	0.0%	0.0%	50.0%	0.0%	25.0%	0.0%	0.0%	25.0%	50.0%	25.0%	0.0%	25.0%	75.0%	0.0%	0.0%	25.0%
70% - 79% (.75)	8	8	0	0	4	0	4	0	0	0	0	3	1	3	1	5	3	0	0	6
	18.2%	18.6%	0.0%	0.0%	36.4%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	16.7%	9.1%	42.9%	20.0%	29.4%	13.6%	0.0%	0.0%	28.6%
	100.0%	100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	37.5%	12.5%	37.5%	12.5%	62.5%	37.5%	0.0%	0.0%	75.0%
80% - 89% (.85)	5	5	0	0	1	1	1	1	1	0	0	2	2	0	1	2	2	1	0	2
	11.4%	11.6%	0.0%	0.0%	9.1%	33.3%	6.3%	50.0%	50.0%	0.0%	0.0%	11.1%	18.2%	0.0%	20.0%	11.8%	9.1%	20.0%	0.0%	9.5%
	100.0%	100.0%	0.0%	0.0%	20.0%	20.0%	20.0%	20.0%	20.0%	0.0%	0.0%	40.0%	40.0%	0.0%	20.0%	40.0%	40.0%	20.0%	0.0%	40.0%
90% - 99% (.95)	3	3	0	0	0	0	3	0	0	0	1	2	0	0	0	0	2	1	0	3
	6.8%	7.0%	0.0%	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	50.0%	11.1%	0.0%	0.0%	0.0%	0.0%	9.1%	20.0%	0.0%	14.3%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%	66.7%	33.3%	0.0%	100.0%

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
100% (1.00)	1 2.3% 100.0%	1 2.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.8% 100.0%
Mean	0.55	0.56	0.47	0.08	0.61	0.77	0.58	0.55	0.75	0.00	0.50	0.54	0.62	0.61	0.39	0.54	0.53	0.67	0.32	0.63
Std. Dev.	0.281	0.284	0.147	0.058	0.163	0.284	0.334	0.424	0.141	0.000	0.636	0.292	0.241	0.162	0.385	0.256	0.314	0.217	0.214	0.296
Std. Err.	0.042	0.043	0.060	0.033	0.049	0.164	0.083	0.300	0.100	0.000	0.450	0.069	0.073	0.061	0.172	0.062	0.067	0.097	0.081	0.065

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	109	108	11	49	11	14	4	6	5	8	3	32	19	25	30	33	64	12	34	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	99.1%	10.1%	45.0%	10.1%	12.8%	3.7%	5.5%	4.6%	7.3%	2.8%	29.4%	17.4%	22.9%	27.5%	30.3%	58.7%	11.0%	31.2%	9.2%
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total answering	109	108	11	49	11	14	4	6	5	8	3	32	19	25	30	33	64	12	34	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	99.1%	10.1%	45.0%	10.1%	12.8%	3.7%	5.5%	4.6%	7.3%	2.8%	29.4%	17.4%	22.9%	27.5%	30.3%	58.7%	11.0%	31.2%	9.2%
Net - Internet/Mail Order (Q14c codes 11 or 13)																				
Less than 10% (.05)	1	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0
	0.9%	0.9%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	1.6%	0.0%	2.9%	0.0%
	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%
10% - 19% (.15)	1	1	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0
	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
20% - 29% (.25)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
30% - 39% (.35)	2	2	0	0	0	1	0	0	1	0	0	2	0	0	0	2	0	0	0	0
	1.8%	1.9%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	20.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
40% - 49% (.45)	4	4	1	2	0	0	0	1	0	0	0	1	1	1	1	0	4	0	1	0
	3.7%	3.7%	9.1%	4.1%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	3.1%	5.3%	4.0%	3.3%	0.0%	6.3%	0.0%	2.9%	0.0%
	100.0%	100.0%	25.0%	50.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	25.0%	25.0%	25.0%	25.0%	0.0%	100.0%	0.0%	25.0%	0.0%
50% - 59% (.55)	7	7	0	4	0	1	1	0	0	1	0	0	0	5	2	3	3	1	1	1
	6.4%	6.5%	0.0%	8.2%	0.0%	7.1%	25.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	20.0%	6.7%	9.1%	4.7%	8.3%	2.9%	10.0%
	100.0%	100.0%	0.0%	57.1%	0.0%	14.3%	14.3%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	71.4%	28.6%	42.9%	42.9%	14.3%	14.3%	14.3%
60% - 69% (.65)	7	6	1	1	3	1	0	0	0	0	0	3	0	1	3	3	4	0	1	1
	6.4%	5.6%	9.1%	2.0%	27.3%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	4.0%	10.0%	9.1%	6.3%	0.0%	2.9%	10.0%
	100.0%	85.7%	14.3%	14.3%	42.9%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	0.0%	14.3%	42.9%	42.9%	57.1%	0.0%	14.3%	14.3%
70% - 79% (.75)	29	29	5	13	5	2	1	0	1	2	1	11	7	5	5	7	19	3	10	2
	26.6%	26.9%	45.5%	26.5%	45.5%	14.3%	25.0%	0.0%	20.0%	25.0%	33.3%	34.4%	36.8%	20.0%	16.7%	21.2%	29.7%	25.0%	29.4%	20.0%
	100.0%	100.0%	17.2%	44.8%	17.2%	6.9%	3.4%	0.0%	3.4%	6.9%	3.4%	37.9%	24.1%	17.2%	17.2%	24.1%	65.5%	10.3%	34.5%	6.9%
80% - 89% (.85)	27	27	4	12	2	1	2	3	2	1	1	7	5	6	8	9	15	3	10	4
	24.8%	25.0%	36.4%	24.5%	18.2%	7.1%	50.0%	50.0%	40.0%	12.5%	33.3%	21.9%	26.3%	24.0%	26.7%	27.3%	23.4%	25.0%	29.4%	40.0%
	100.0%	100.0%	14.8%	44.4%	7.4%	3.7%	7.4%	11.1%	7.4%	3.7%	3.7%	25.9%	18.5%	22.2%	29.6%	33.3%	55.6%	11.1%	37.0%	14.8%
90% - 99% (.95)	23	23	0	11	1	7	0	2	1	1	1	5	4	5	8	8	12	3	6	1
	21.1%	21.3%	0.0%	22.4%	9.1%	50.0%	0.0%	33.3%	20.0%	12.5%	33.3%	15.6%	21.1%	20.0%	26.7%	24.2%	18.8%	25.0%	17.6%	10.0%
	100.0%	100.0%	0.0%	47.8%	4.3%	30.4%	0.0%	8.7%	4.3%	4.3%	4.3%	21.7%	17.4%	21.7%	34.8%	34.8%	52.2%	13.0%	26.1%	4.3%

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
100% (1.00)	8	8	0	5	0	1	0	0	0	2	0	3	1	2	2	1	5	2	4	1
	7.3%	7.4%	0.0%	10.2%	0.0%	7.1%	0.0%	0.0%	0.0%	25.0%	0.0%	9.4%	5.3%	8.0%	6.7%	3.0%	7.8%	16.7%	11.8%	10.0%
	100.0%	100.0%	0.0%	62.5%	0.0%	12.5%	0.0%	0.0%	0.0%	25.0%	0.0%	37.5%	12.5%	25.0%	25.0%	12.5%	62.5%	25.0%	50.0%	12.5%
Mean	0.79	0.79	0.75	0.80	0.76	0.82	0.75	0.82	0.75	0.75	0.85	0.78	0.78	0.78	0.79	0.78	0.78	0.85	0.81	0.81
Std. Dev.	0.178	0.179	0.118	0.182	0.094	0.193	0.141	0.186	0.235	0.287	0.100	0.167	0.197	0.167	0.201	0.169	0.190	0.133	0.184	0.134
Std. Err.	0.017	0.017	0.036	0.026	0.028	0.052	0.071	0.076	0.105	0.101	0.058	0.029	0.045	0.033	0.037	0.029	0.024	0.038	0.032	0.042

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store? - Mean Summary

Base: Total buy from source (Q14C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Net - Mass Channel (Q14c codes 2,3,7,9 or 17)																				
Mean	0.67	0.67	0.72	0.55	0.67	0.67	0.70	0.69	0.63	0.70	0.51	0.69	0.65	0.68	0.69	0.66	0.67	0.74	0.60	0.67
Std. Dev.	0.284	0.281	0.203	0.305	0.220	0.261	0.233	0.247	0.320	0.301	0.343	0.266	0.284	0.279	0.272	0.300	0.271	0.241	0.338	0.304
Std. Err.	0.015	0.015	0.061	0.054	0.061	0.038	0.047	0.031	0.045	0.030	0.059	0.028	0.034	0.031	0.027	0.022	0.020	0.073	0.071	0.023
Net - Tobacconist (Q14c codes 4 or 12)																				
Mean	0.74	0.74	0.79	0.69	0.76	0.75	0.69	0.76	0.72	0.66	0.75	0.74	0.73	0.77	0.73	0.72	0.75	0.77	0.77	0.74
Std. Dev.	0.215	0.216	0.145	0.236	0.185	0.218	0.266	0.225	0.252	0.287	0.308	0.213	0.220	0.187	0.217	0.235	0.210	0.179	0.209	0.226
Std. Err.	0.010	0.010	0.015	0.048	0.019	0.023	0.035	0.052	0.045	0.056	0.066	0.017	0.024	0.019	0.024	0.020	0.013	0.025	0.029	0.018
Net - On premises (Q14c codes 5,6,15 or 16)																				
Mean	0.55	0.56	0.47	0.08	0.61	0.77	0.58	0.55	0.75	0.00	0.50	0.54	0.62	0.61	0.39	0.54	0.53	0.67	0.32	0.63
Std. Dev.	0.281	0.284	0.147	0.058	0.163	0.284	0.334	0.424	0.141	0.000	0.636	0.292	0.241	0.162	0.385	0.256	0.314	0.217	0.214	0.296
Std. Err.	0.042	0.043	0.060	0.033	0.049	0.164	0.083	0.300	0.100	0.000	0.450	0.069	0.073	0.061	0.172	0.062	0.067	0.097	0.081	0.065
Net - Internet/Mail Order (Q14c codes 11 or 13)																				
Mean	0.79	0.79	0.75	0.80	0.76	0.82	0.75	0.82	0.75	0.75	0.85	0.78	0.78	0.78	0.79	0.78	0.78	0.85	0.81	0.81
Std. Dev.	0.178	0.179	0.118	0.182	0.094	0.193	0.141	0.186	0.235	0.287	0.100	0.167	0.197	0.167	0.201	0.169	0.190	0.133	0.184	0.134
Std. Err.	0.017	0.017	0.036	0.026	0.028	0.052	0.071	0.076	0.105	0.101	0.058	0.029	0.045	0.033	0.037	0.029	0.024	0.038	0.032	0.042

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Cigar Segmentation

Q16A Section II. Is there one particular store where you make most of your purchases?

Base: Total buy most often from tobacconist (Q14c codes 4 or 12)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	451 100.0% 100.0%	439 100.0% 97.3%	92 100.0% 20.4%	24 100.0% 5.3%	100 100.0% 22.2%	90 100.0% 20.0%	57 100.0% 12.6%	19 100.0% 4.2%	31 100.0% 6.9%	26 100.0% 5.8%	22 100.0% 4.9%	163 100.0% 36.1%	85 100.0% 18.8%	95 100.0% 21.1%	84 100.0% 18.6%	138 100.0% 30.6%	261 100.0% 57.9%	51 100.0% 11.3%	52 100.0% 11.5%	154 100.0% 34.1%
No answer	5 1.1% 100.0%	5 1.1% 100.0%	2 2.2% 40.0%	0 0.0% 0:0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 20.0%	1 5.3% 20.0%	0 0.0% 0.0%	1 3.8% 20.0%	1 4.5% 20.0%	0 0.0% 0.0%	2 2.4% 40.0%	1 1.1% 20.0%	1 1.2% 20.0%	2 1.4% 40.0%	3 1.1% 60.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.3% 40.0%
Total answering	446 98.9% 100.0%	434 98.9% 97.3%	90 97.8% 20.2%	24 100.0% 5.4%	100 100.0% 22.4%	90 100.0% 20.2%	56 98.2% 12.6%	18 94.7% 4.0%	31 100.0% 7.0%	25 96.2% 5.6%	21 95.5% 4.7%	163 100.0% 36.5%	83 97.6% 18.6%	94 98.9% 21.1%	83 98.8% 18.6%	136 98.6% 30.5%	258 98.9% 57.8%	51 100.0% 11.4%	52 100.0% 11.7%	152 98.7% 34.1%
Yes	310 69.5% 100.0%	304 70.0% 98.1%	73 81.1% 23.5%	17 70.8% 5.5%	69 69.0% 22.3%	66 73.3% 21.3%	28 50.0% 9.0%	16 88.9% 5.2%	24 77.4% 7.7%	11 44.0% 3.5%	15 71.4% 4.8%	120 73.6% 38.7%	52 62.7% 16.8%	61 64.9% 19.7%	60 72.3% 19.4%	88 64.7% 28.4%	180 69.8% 58.1%	41 80.4% 13.2%	45 86.5% 14.5%	96 63.2% 31.0%
No	136 30.5% 100.0%	130 30.0% 95.6%	17 18.9% 12.5%	7 29.2% 5.1%	31 31.0% 22.8%	24 26.7% 17.6%	28 50.0% 20.6%	2 11.1% 1.5%	7 22.6% 5.1%	14 56.0% 10.3%	6 28.6% 4.4%	43 26.4% 31.6%	31 37.3% 22.8%	33 35.1% 24.3%	23 27.7% 16.9%	48 35.3% 35.3%	78 30.2% 57.4%	10 19.6% 7.4%	7 13.5% 5.1%	56 36.8% 41.2%

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Cigar Segmentation

Q16B Section II. How long have you been buying cigars from that particular tobacconist?

Base: Total buy most often from one particular store (Q16A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	310	304	73	17	69	66	28	16	24	11	15	120	52	61	60	88	180	41	45	96
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.1%	23.5%	5.5%	22.3%	21.3%	9.0%	5.2%	7.7%	3.5%	4.8%	38.7%	16.8%	19.7%	19.4%	28.4%	58.1%	13.2%	14.5%	31.0%
No answer	7	7	2	1	3	0	0	1	0	0	0	3	1	2	1	1	6	0	0	0
	2.3%	2.3%	2.7%	5.9%	4.3%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	2.5%	1.9%	3.3%	1.7%	1.1%	3.3%	0.0%	0.0%	0.0%
	100.0%	100.0%	28.6%	14.3%	42.9%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	42.9%	14.3%	28.6%	14.3%	14.3%	85.7%	0.0%	0.0%	0.0%
Total answering	303	297	71	16	66	66	28	15	24	11	15	117	51	59	59	87	174	41	45	96
	97.7%	97.7%	97.3%	94.1%	95.7%	100.0%	100.0%	93.8%	100.0%	100.0%	100.0%	97.5%	98.1%	96.7%	98.3%	98.9%	96.7%	100.0%	100.0%	100.0%
	100.0%	98.0%	23.4%	5.3%	21.8%	21.8%	9.2%	5.0%	7.9%	3.6%	5.0%	38.6%	16.8%	19.5%	19.5%	28.7%	57.4%	13.5%	14.9%	31.7%
Less than 1 year (.5)	38	37	7	1	9	6	7	2	5	0	9	14	6	6	3	16	21	1	4	19
	12.5%	12.5%	9.9%	6.3%	13.6%	9.1%	25.0%	13.3%	20.8%	0.0%	60.0%	12.0%	11.8%	10.2%	5.1%	18.4%	12.1%	2.4%	8.9%	19.8%
	100.0%	97.4%	18.4%	2.6%	23.7%	15.8%	18.4%	5.3%	13.2%	0.0%	23.7%	36.8%	15.8%	15.8%	7.9%	42.1%	55.3%	2.6%	10.5%	50.0%
1-2 years (1.5)	109	109	19	5	32	24	15	3	8	3	6	55	16	20	12	29	66	14	11	38
	36.0%	36.7%	26.8%	31.3%	48.5%	36.4%	53.6%	20.0%	33.3%	27.3%	40.0%	47.0%	31.4%	33.9%	20.3%	33.3%	37.9%	34.1%	24.4%	39.6%
	100.0%	100.0%	17.4%	4.6%	29.4%	22.0%	13.8%	2.8%	7.3%	2.8%	5.5%	50.5%	14.7%	18.3%	11.0%	26.6%	60.6%	12.8%	10.1%	34.9%
3-4 years (3.5)	86	85	21	2	12	20	5	7	10	8	0	38	14	15	17	25	48	12	9	26
	28.4%	28.6%	29.6%	12.5%	18.2%	30.3%	17.9%	46.7%	41.7%	72.7%	0.0%	32.5%	27.5%	25.4%	28.8%	28.7%	27.6%	29.3%	20.0%	27.1%
	100.0%	98.8%	24.4%	2.3%	14.0%	23.3%	5.8%	8.1%	11.6%	9.3%	0.0%	44.2%	16.3%	17.4%	19.8%	29.1%	55.8%	14.0%	10.5%	30.2%
5-9 years (7)	43	40	14	5	8	10	1	1	1	0	0	10	12	9	12	13	23	7	13	10
	14.2%	13.5%	19.7%	31.3%	12.1%	15.2%	3.6%	6.7%	4.2%	0.0%	0.0%	8.5%	23.5%	15.3%	20.3%	14.9%	13.2%	17.1%	28.9%	10.4%
	100.0%	93.0%	32.6%	11.6%	18.6%	23.3%	2.3%	2.3%	2.3%	0.0%	0.0%	23.3%	27.9%	20.9%	27.9%	30.2%	53.5%	16.3%	30.2%	23.3%
10 years or more (15)	27	26	10	3	5	6	0	2	0	0	0	0	3	9	15	4	16	7	8	3
	8.9%	8.8%	14.1%	18.8%	7.6%	9.1%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	5.9%	15.3%	25.4%	4.6%	9.2%	17.1%	17.8%	3.1%
	100.0%	96.3%	37.0%	11.1%	18.5%	22.2%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	11.1%	33.3%	55.6%	14.8%	59.3%	25.9%	29.6%	11.1%
Mean	3.93	3.87	4.98	5.94	3.42	4.08	1.80	4.47	2.35	2.95	0.90	2.50	4.02	4.81	6.58	3.33	3.90	5.30	5.80	2.84
Std. Dev.	3.995	3.966	4.595	5.112	3.859	4.008	1.423	4.573	1.584	0.934	0.507	1.741	3.600	4.796	5.329	3.316	4.040	4.855	4.906	2.902
Std. Err.	0.230	0.230	0.545	1.278	0.475	0.493	0.269	1.181	0.323	0.282	0.131	0.161	0.504	0.624	0.694	0.356	0.306	0.758	0.731	0.296

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Cigar Segmentation

Q17b Section II. Which of the following cigar widths/ring gauges do you buy?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Buy Most Often																				
Small (e.g., Petit Corona, Cigarillo)	131 10.7% 100.0%	120 10.5% 91.6%	3 2.2% 2.3%	12 9.7% 9.2%	2 1.2% 1.5%	29 15.4% 22.1%	5 3.7% 3.8%	22 19.0% 16.8%	17 16.2% 13.0%	30 17.4% 22.9%	12 13.0% 9.2%	34 8.8% 26.0%	18 8.3% 13.7%	29 11.7% 22.1%	37 13.7% 28.2%	90 19.0% 68.7%	38 6.0% 29.0%	1 1.0% 0.8%	4 3.1% 3.1%	58 12.4% 44.3%
Medium (e.g., Corona)	622 50.6% 100.0%	599 52.2% 96.3%	78 56.1% 12.5%	60 48.4% 9.6%	102 60.7% 16.4%	113 60.1% 18.2%	75 55.1% 12.1%	50 43.1% 8.0%	47 44.8% 7.6%	74 43.0% 11.9%	35 38.0% 5.6%	206 53.1% 33.1%	109 50.0% 17.5%	119 48.2% 19.1%	149 55.0% 24.0%	208 43.9% 33.4%	368 57.7% 59.2%	46 46.5% 7.4%	62 47.7% 10.0%	205 43.8% 33.0%
Large (e.g., Churchill, Robusto)	185 15.1% 100.0%	179 15.6% 96.8%	47 33.8% 25.4%	39 31.5% 21.1%	41 24.4% 22.2%	20 10.6% 10.8%	11 8.1% 5.9%	7 6.0% 3.8%	8 7.6% 4.3%	6 3.5% 3.2%	6 6.5% 3.2%	59 15.2% 31.9%	36 16.5% 19.5%	43 17.4% 23.2%	41 15.1% 22.2%	38 8.0% 20.5%	110 17.2% 59.5%	36 36.4% 19.5%	49 37.7% 26.5%	37 7.9% 20.0%
Don't Know	102 8.3% 100.0%	88 7.7% 86.3%	4 2.9% 3.9%	1 0.8% 1.0%	3 1.8% 2.9%	7 3.7% 6.9%	31 22.8% 30.4%	5 4.3% 4.9%	16 15.2% 15.7%	21 12.2% 20.6%	15 16.3% 14.7%	38 9.8% 37.3%	19 8.7% 18.6%	19 7.7% 18.6%	9 3.3% 8.8%	53 11.2% 52.0%	37 5.8% 36.3%	9 9.1% 8.8%	3 2.3% 2.9%	79 16.9% 77.5%
No answer	189 15.4% 100.0%	162 14.1% 85.7%	7 5.0% 3.7%	12 9.7% 6.3%	20 11.9% 10.6%	19 10.1% 10.1%	14 10.3% 7.4%	32 27.6% 16.9%	17 16.2% 9.0%	41 23.8% 21.7%	24 26.1% 12.7%	51 13.1% 27.0%	36 16.5% 19.0%	37 15.0% 19.6%	35 12.9% 18.5%	85 17.9% 45.0%	85 13.3% 45.0%	7 7.1% 3.7%	12 9.2% 6.3%	89 19.0% 47.1%

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Cigar Segmentation

Q17a/b Section II. Most often cigar length/width purchases

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Miniature (Short-Small)	67	61	1	5	1	16	2	16	6	14	8	18	9	14	17	48	17	1	2	27
	5.5%	5.3%	0.7%	4.0%	0.6%	8.5%	1.5%	13.8%	5.7%	8.1%	8.7%	4.6%	4.1%	5.7%	6.3%	10.1%	2.7%	1.0%	1.5%	5.8%
	100.0%	91.0%	1.5%	7.5%	1.5%	23.9%	3.0%	23.9%	9.0%	20.9%	11.9%	26.9%	13.4%	20.9%	25.4%	71.6%	25.4%	1.5%	3.0%	40.3%
Robusto (Short-Large)	21	21	7	5	3	3	1	1	1	0	1	11	5	2	2	4	11	6	10	2
	1.7%	1.8%	5.0%	4.0%	1.8%	1.6%	0.7%	0.9%	1.0%	0.0%	1.1%	2.8%	2.3%	0.8%	0.7%	0.8%	1.7%	6.1%	7.7%	0.4%
	100.0%	100.0%	33.3%	23.8%	14.3%	14.3%	4.8%	4.8%	4.8%	0.0%	4.8%	52.4%	23.8%	9.5%	9.5%	19.0%	52.4%	28.6%	47.6%	9.5%
Churchill (Long-Large)	125	119	32	25	28	11	8	5	5	5	4	34	26	32	29	26	72	26	31	29
	10.2%	10.4%	23.0%	20.2%	16.7%	5.9%	5.9%	4.3%	4.8%	2.9%	4.3%	8.8%	11.9%	13.0%	10.7%	5.5%	11.3%	26.3%	23.8%	6.2%
	100.0%	95.2%	25.6%	20.0%	22.4%	8.8%	6.4%	4.0%	4.0%	4.0%	3.2%	27.2%	20.8%	25.6%	23.2%	20.8%	57.6%	20.8%	24.8%	23.2%
Other	1016	947	99	89	136	158	125	94	93	153	79	325	178	199	223	396	538	66	87	410
	82.7%	82.5%	71.2%	71.8%	81.0%	84.0%	91.9%	81.0%	88.6%	89.0%	85.9%	83.8%	81.7%	80.6%	82.3%	83.5%	84.3%	66.7%	66.9%	87.6%
	100.0%	93.2%	9.7%	8.8%	13.4%	15.6%	12.3%	9.3%	9.2%	15.1%	7.8%	32.0%	17.5%	19.6%	21.9%	39.0%	53.0%	6.5%	8.6%	40.4%

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Cigar Segmentation

Q18 Section II. Do you generally smoke . . . ?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	18	10	1	1	2	1	0	4	0	1	4	3	5	0	2	0	0	0	0	7
	1.5%	0.9%	0.7%	0.8%	1.2%	0.5%	0.0%	3.4%	0.0%	0.6%	4.3%	0.8%	2.3%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	1.5%
	100.0%	55.6%	5.6%	5.6%	11.1%	5.6%	0.0%	22.2%	0.0%	5.6%	22.2%	16.7%	27.8%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	38.9%
Total answering	1211	1138	138	123	166	187	136	112	105	171	88	385	213	247	269	474	638	99	130	461
	98.5%	99.1%	99.3%	99.2%	98.8%	99.5%	100.0%	96.6%	100.0%	99.4%	95.7%	99.2%	97.7%	100.0%	99.3%	100.0%	100.0%	100.0%	100.0%	98.5%
	100.0%	94.0%	11.4%	10.2%	13.7%	15.4%	11.2%	9.2%	8.7%	14.1%	7.3%	31.8%	17.6%	20.4%	22.2%	39.1%	52.7%	8.2%	10.7%	38.1%
A milder cigar	474	436	24	34	44	71	60	56	55	92	47	168	73	83	100	474	0	0	28	222
	39.1%	38.3%	17.4%	27.6%	26.5%	38.0%	44.1%	50.0%	52.4%	53.8%	53.4%	43.6%	34.3%	33.6%	37.2%	100.0%	0.0%	0.0%	21.5%	48.2%
	100.0%	92.0%	5.1%	7.2%	9.3%	15.0%	12.7%	11.8%	11.6%	19.4%	9.9%	35.4%	15.4%	17.5%	21.1%	100.0%	0.0%	0.0%	5.9%	46.8%
A medium cigar	638	606	85	69	109	104	70	48	44	77	40	186	127	139	142	0	638	0	70	221
	52.7%	53.3%	61.6%	56.1%	65.7%	55.6%	51.5%	42.9%	41.9%	45.0%	45.5%	48.3%	59.6%	56.3%	52.8%	0.0%	100.0%	0.0%	53.8%	47.9%
	100.0%	95.0%	13.3%	10.8%	17.1%	16.3%	11.0%	7.5%	6.9%	12.1%	6.3%	29.2%	19.9%	21.8%	22.3%	0.0%	100.0%	0.0%	11.0%	34.6%
A strong cigar	99	96	29	20	13	12	6	8	6	2	1	31	13	25	27	0	0	99	32	18
	8.2%	8.4%	21.0%	16.3%	7.8%	6.4%	4.4%	7.1%	5.7%	1.2%	1.1%	8.1%	6.1%	10.1%	10.0%	0.0%	0.0%	100.0%	24.6%	3.9%
	100.0%	97.0%	29.3%	20.2%	13.1%	12.1%	6.1%	8.1%	6.1%	2.0%	1.0%	31.3%	13.1%	25.3%	27.3%	0.0%	0.0%	100.0%	32.3%	18.2%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
SuperNet - Both premium and mass brands	721	693	111	97	135	119	72	50	56	53	33	230	138	151	164	229	413	74	102	214
	58.7%	60.4%	79.9%	78.2%	80.4%	63.3%	52.9%	43.1%	53.3%	30.8%	35.9%	59.3%	63.3%	61.1%	60.5%	48.3%	64.7%	74.7%	78.5%	45.7%
	100.0%	96.1%	15.4%	13.5%	18.7%	16.5%	10.0%	6.9%	7.8%	7.4%	4.6%	31.9%	19.1%	20.9%	22.7%	31.8%	57.3%	10.3%	14.1%	29.7%
SuperNet - Premium brands only	96	92	17	8	21	14	24	3	1	4	9	51	13	16	6	31	50	14	11	35
	7.8%	8.0%	12.2%	6.5%	12.5%	7.4%	17.6%	2.6%	1.0%	2.3%	9.8%	13.1%	6.0%	6.5%	2.2%	6.5%	7.8%	14.1%	8.5%	7.5%
	100.0%	95.8%	17.7%	8.3%	21.9%	14.6%	25.0%	3.1%	1.0%	4.2%	9.4%	53.1%	13.5%	16.7%	6.3%	32.3%	52.1%	14.6%	11.5%	36.5%
SuperNet - Mass brands Only	356	316	9	15	7	46	24	61	45	109	37	90	53	74	97	199	143	8	14	191
	29.0%	27.5%	6.5%	12.1%	4.2%	24.5%	17.6%	52.6%	42.9%	63.4%	40.2%	23.2%	24.3%	30.0%	35.8%	42.0%	22.4%	8.1%	10.8%	40.8%
	100.0%	88.8%	2.5%	4.2%	2.0%	12.9%	6.7%	17.1%	12.6%	30.6%	10.4%	25.3%	14.9%	20.8%	27.2%	55.9%	40.2%	2.2%	3.9%	53.7%
SuperNet - Premium	817	785	128	105	156	133	96	53	57	57	42	281	151	167	170	260	463	88	113	249
	66.5%	68.4%	92.1%	84.7%	92.9%	70.7%	70.6%	45.7%	54.3%	33.1%	45.7%	72.4%	69.3%	67.6%	62.7%	54.9%	72.6%	88.9%	86.9%	53.2%
	100.0%	96.1%	15.7%	12.9%	19.1%	16.3%	11.8%	6.5%	7.0%	7.0%	5.1%	34.4%	18.5%	20.4%	20.8%	31.8%	56.7%	10.8%	13.8%	30.5%
SuperNet - Mass	1077	1009	120	112	142	165	96	111	101	162	70	320	191	225	261	428	556	82	116	405
	87.6%	87.9%	86.3%	90.3%	84.5%	87.8%	70.6%	95.7%	96.2%	94.2%	76.1%	82.5%	87.6%	91.1%	96.3%	90.3%	87.1%	82.8%	89.2%	86.5%
	100.0%	93.7%	11.1%	10.4%	13.2%	15.3%	8.9%	10.3%	9.4%	15.0%	6.5%	29.7%	17.7%	20.9%	24.2%	39.7%	51.6%	7.6%	10.8%	37.6%
Net - Consolidated Cigar Co.	984	928	128	112	154	158	87	92	79	118	48	284	179	218	246	349	540	87	117	332
	80.1%	80.8%	92.1%	90.3%	91.7%	84.0%	64.0%	79.3%	75.2%	68.6%	52.2%	73.2%	82.1%	88.3%	90.8%	73.6%	84.6%	87.9%	90.0%	70.9%
	100.0%	94.3%	13.0%	11.4%	15.7%	16.1%	8.8%	9.3%	8.0%	12.0%	4.9%	28.9%	18.2%	22.2%	25.0%	35.5%	54.9%	8.8%	11.9%	33.7%
Subnet - Premium	575	556	112	83	124	86	59	31	31	30	22	200	106	126	117	161	338	72	98	135
	46.8%	48.4%	80.6%	66.9%	73.8%	45.7%	43.4%	26.7%	29.5%	17.4%	23.9%	51.5%	48.6%	51.0%	43.2%	34.0%	53.0%	72.7%	75.4%	28.8%
	100.0%	96.7%	19.5%	14.4%	21.6%	15.0%	10.3%	5.4%	5.4%	5.2%	3.8%	34.8%	18.4%	21.9%	20.3%	28.0%	58.8%	12.5%	17.0%	23.5%
Don Diego	325	313	75	47	71	38	30	15	20	17	12	114	54	81	62	97	189	38	57	81
	26.4%	27.3%	54.0%	37.9%	42.3%	20.2%	22.1%	12.9%	19.0%	9.9%	13.0%	29.4%	24.8%	32.8%	22.9%	20.5%	29.6%	38.4%	43.8%	17.3%
	100.0%	96.3%	23.1%	14.5%	21.8%	11.7%	9.2%	4.6%	6.2%	5.2%	3.7%	35.1%	16.6%	24.9%	19.1%	29.8%	58.2%	11.7%	17.5%	24.9%
Montecristo	282	277	66	35	76	41	30	7	17	5	12	104	49	67	50	68	164	48	63	57
	22.9%	24.1%	47.5%	28.2%	45.2%	21.8%	22.1%	6.0%	16.2%	2.9%	13.0%	26.8%	22.5%	27.1%	18.5%	14.3%	25.7%	48.5%	48.5%	12.2%
	100.0%	98.2%	23.4%	12.4%	27.0%	14.5%	10.6%	2.5%	6.0%	1.8%	4.3%	36.9%	17.4%	23.8%	17.7%	24.1%	58.2%	17.0%	22.3%	20.2%
Royal Jamaica	155	150	42	29	27	19	8	10	10	5	2	44	26	42	40	34	83	35	43	27
	12.6%	13.1%	30.2%	23.4%	16.1%	10.1%	5.9%	8.6%	9.5%	2.9%	2.2%	11.3%	11.9%	17.0%	14.8%	7.2%	13.0%	35.4%	33.1%	5.8%
	100.0%	96.8%	27.1%	18.7%	17.4%	12.3%	5.2%	6.5%	6.5%	3.2%	1.3%	28.4%	16.8%	27.1%	25.8%	21.9%	53.5%	22.6%	27.7%	17.4%
Te-Amo	202	196	60	41	32	20	10	8	11	14	7	65	39	44	45	46	117	37	50	31
	16.4%	17.1%	43.2%	33.1%	19.0%	10.6%	7.4%	6.9%	10.5%	8.1%	7.6%	16.8%	17.9%	17.8%	16.6%	9.7%	18.3%	37.4%	38.5%	6.6%
	100.0%	97.0%	29.7%	20.3%	15.8%	9.9%	5.0%	4.0%	5.4%	6.9%	3.5%	32.2%	19.3%	21.8%	22.3%	22.8%	57.9%	18.3%	24.8%	15.3%
Upmann/H. Upmann	251	247	61	52	59	37	13	10	10	5	8	84	40	54	62	64	143	42	63	30
	20.4%	21.5%	43.9%	41.9%	35.1%	19.7%	9.6%	8.6%	9.5%	2.9%	8.7%	21.6%	18.3%	21.9%	22.9%	13.5%	22.4%	42.4%	48.5%	6.4%
	100.0%	98.4%	24.3%	20.7%	23.5%	14.7%	5.2%	4.0%	4.0%	2.0%	3.2%	33.5%	15.9%	21.5%	24.7%	25.5%	57.0%	16.7%	25.1%	12.0%
Subnet - Mass	820	771	99	91	112	136	60	90	72	111	39	189	152	195	237	304	444	66	93	289
	66.7%	67.2%	71.2%	73.4%	66.7%	72.3%	44.1%	77.6%	68.6%	64.5%	42.4%	48.7%	69.7%	78.9%	87.5%	64.1%	69.6%	66.7%	71.5%	61.8%
	100.0%	94.0%	12.1%	11.1%	13.7%	16.6%	7.3%	11.0%	8.8%	13.5%	4.8%	23.0%	18.5%	23.8%	28.9%	37.1%	54.1%	8.0%	11.3%	35.2%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Antonio y Cleopatra	389	369	63	61	67	63	19	39	26	31	9	73	49	102	151	124	217	46	65	100
	31.7%	32.1%	45.3%	49.2%	39.9%	33.5%	14.0%	33.6%	24.8%	18.0%	9.8%	18.8%	22.5%	41.3%	55.7%	26.2%	34.0%	46.5%	50.0%	21.4%
	100.0%	94.9%	16.2%	15.7%	17.2%	16.2%	4.9%	10.0%	6.7%	8.0%	2.3%	18.8%	12.6%	26.2%	38.8%	31.9%	55.8%	11.8%	16.7%	25.7%
Backwoods	292	279	42	35	41	46	18	32	27	38	14	61	62	80	72	100	168	22	39	90
	23.8%	24.3%	30.2%	28.2%	24.4%	24.5%	13.2%	27.6%	25.7%	22.1%	15.2%	15.7%	28.4%	32.4%	26.6%	21.1%	26.3%	22.2%	30.0%	19.2%
	100.0%	95.5%	14.4%	12.0%	14.0%	15.8%	6.2%	11.0%	9.2%	13.0%	4.8%	20.9%	21.2%	27.4%	24.7%	34.2%	57.5%	7.5%	13.4%	30.8%
Dutch Masters	616	578	72	65	73	102	46	75	60	85	21	128	116	152	191	237	330	45	62	229
	50.1%	50.3%	51.8%	52.4%	43.5%	54.3%	33.8%	64.7%	57.1%	49.4%	22.8%	33.0%	53.2%	61.5%	70.5%	50.0%	51.7%	45.5%	47.7%	48.9%
	100.0%	93.8%	11.7%	10.6%	11.9%	16.6%	7.5%	12.2%	9.7%	13.8%	3.4%	20.8%	18.8%	24.7%	31.0%	38.5%	53.6%	7.3%	10.1%	37.2%
El Producto	433	414	54	53	62	72	24	56	38	55	16	76	73	108	155	154	235	39	51	145
	35.2%	36.1%	38.8%	42.7%	36.9%	38.3%	17.6%	48.3%	36.2%	32.0%	17.4%	19.6%	33.5%	43.7%	57.2%	32.5%	36.8%	39.4%	39.2%	31.0%
	100.0%	95.6%	12.5%	12.2%	14.3%	16.6%	5.5%	12.9%	8.8%	12.7%	3.7%	17.6%	16.9%	24.9%	35.8%	35.6%	54.3%	9.0%	11.8%	33.5%
Muriel	248	231	28	24	27	39	12	43	25	33	8	32	33	71	98	93	134	17	18	87
	20.2%	20.1%	20.1%	19.4%	16.1%	20.7%	8.8%	37.1%	23.8%	19.2%	8.7%	8.2%	15.1%	28.7%	36.2%	19.6%	21.0%	17.2%	13.8%	18.6%
	100.0%	93.1%	11.3%	9.7%	10.9%	15.7%	4.8%	17.3%	10.1%	13.3%	3.2%	12.9%	13.3%	28.6%	39.5%	37.5%	54.0%	6.9%	7.3%	35.1%
Net - General Cigar Holdings	981	929	134	109	155	158	96	86	81	110	53	303	171	212	233	352	531	90	122	334
	79.8%	80.9%	96.4%	87.9%	92.3%	84.0%	70.6%	74.1%	77.1%	64.0%	57.6%	78.1%	78.4%	85.8%	86.0%	74.3%	83.2%	90.9%	93.8%	71.4%
	100.0%	94.7%	13.7%	11.1%	15.8%	16.1%	9.8%	8.8%	8.3%	11.2%	5.4%	30.9%	17.4%	21.6%	23.8%	35.9%	54.1%	9.2%	12.4%	34.0%
Subnet-General Cigar Holdings - Premium	607	584	113	82	136	95	71	28	31	28	29	227	113	128	106	181	344	77	98	158
	49.4%	50.9%	81.3%	66.1%	81.0%	50.5%	52.2%	24.1%	29.5%	16.3%	31.5%	58.5%	51.8%	51.8%	39.1%	38.2%	53.9%	77.8%	75.4%	33.8%
	100.0%	96.2%	18.6%	13.5%	22.4%	15.7%	11.7%	4.6%	5.1%	4.6%	4.8%	37.4%	18.6%	21.1%	17.5%	29.8%	56.7%	12.7%	16.1%	26.0%
SubNet - General Cigar Co.	970	920	134	107	153	157	96	85	79	109	53	297	170	210	231	349	525	88	120	332
	78.9%	80.1%	96.4%	86.3%	91.1%	83.5%	70.6%	73.3%	75.2%	63.4%	57.6%	76.5%	78.0%	85.0%	85.2%	73.6%	82.3%	88.9%	92.3%	70.9%
	100.0%	94.8%	13.8%	11.0%	15.8%	16.2%	9.9%	8.8%	8.1%	11.2%	5.5%	30.6%	17.5%	21.6%	23.8%	36.0%	54.1%	9.1%	12.4%	34.2%
Sub-Subnet - Premium	580	559	110	77	133	89	70	25	28	27	29	217	107	123	100	173	329	74	96	153
	47.2%	48.7%	79.1%	62.1%	79.2%	47.3%	51.5%	21.6%	26.7%	15.7%	31.5%	55.9%	49.1%	49.8%	36.9%	36.5%	51.6%	74.7%	73.8%	32.7%
	100.0%	96.4%	19.0%	13.3%	22.9%	15.3%	12.1%	4.3%	4.8%	4.7%	5.0%	37.4%	18.4%	21.2%	17.2%	29.8%	56.7%	12.8%	16.6%	26.4%
Cohiba	278	267	70	38	69	28	34	7	9	12	12	107	47	65	45	74	157	45	61	64
	22.6%	23.3%	50.4%	30.6%	41.1%	14.9%	25.0%	6.0%	8.6%	7.0%	13.0%	27.6%	21.6%	26.3%	16.6%	15.6%	24.6%	45.5%	46.9%	13.7%
	100.0%	96.0%	25.2%	13.7%	24.8%	10.1%	12.2%	2.5%	3.2%	4.3%	4.3%	38.5%	16.9%	23.4%	16.2%	26.6%	56.5%	16.2%	21.9%	23.0%
Cifuentes	93	91	17	14	28	12	6	4	6	4	6	28	15	19	24	23	55	14	20	18
	7.6%	7.9%	12.2%	11.3%	16.7%	6.4%	4.4%	3.4%	5.7%	2.3%	6.5%	7.2%	6.9%	7.7%	8.9%	4.9%	8.6%	14.1%	15.4%	3.8%
	100.0%	97.8%	18.3%	15.1%	30.1%	12.9%	6.5%	4.3%	6.5%	4.3%	6.5%	30.1%	16.1%	20.4%	25.8%	24.7%	59.1%	15.1%	21.5%	19.4%
Macanudo	470	453	92	65	111	73	49	22	22	19	20	172	86	103	86	141	269	59	86	112
	38.2%	39.5%	66.2%	52.4%	66.1%	38.8%	36.0%	19.0%	21.0%	11.0%	21.7%	44.3%	39.4%	41.7%	31.7%	29.7%	42.2%	59.6%	66.2%	23.9%
	100.0%	96.4%	19.6%	13.8%	23.6%	15.5%	10.4%	4.7%	4.7%	4.0%	4.3%	36.6%	18.3%	21.9%	18.3%	30.0%	57.2%	12.6%	18.3%	23.8%
Macanudo Vintage	122	118	36	14	29	15	9	2	7	6	4	43	25	28	22	29	73	18	28	27
	9.9%	10.3%	25.9%	11.3%	17.3%	8.0%	6.6%	1.7%	6.7%	3.5%	4.3%	11.1%	11.5%	11.3%	8.1%	6.1%	11.4%	18.2%	21.5%	5.8%
	100.0%	96.7%	29.5%	11.5%	23.8%	12.3%	7.4%	1.6%	5.7%	4.9%	3.3%	35.2%	20.5%	23.0%	18.0%	23.8%	59.8%	14.8%	23.0%	22.1%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Partagas	258	253	68	45	63	29	22	9	11	6	10	81	46	59	62	51	158	49	69	44
	21.0%	22.0%	48.9%	36.3%	37.5%	15.4%	16.2%	7.8%	10.5%	3.5%	10.9%	20.9%	21.1%	23.9%	22.9%	10.8%	24.8%	49.5%	53.1%	9.4%
	100.0%	98.1%	26.4%	17.4%	24.4%	11.2%	8.5%	3.5%	4.3%	2.3%	3.9%	31.4%	17.8%	22.9%	24.0%	19.8%	61.2%	19.0%	26.7%	17.1%
Partagas Limited Reserve	74	71	21	12	14	7	7	2	5	3	4	21	11	25	12	12	38	23	24	15
	6.0%	6.2%	15.1%	9.7%	8.3%	3.7%	5.1%	1.7%	4.8%	1.7%	4.3%	5.4%	5.0%	10.1%	4.4%	2.5%	6.0%	23.2%	18.5%	3.2%
	100.0%	95.9%	28.4%	16.2%	18.9%	9.5%	9.5%	2.7%	6.8%	4.1%	5.4%	28.4%	14.9%	33.8%	16.2%	16.2%	51.4%	31.1%	32.4%	20.3%
Sub-Subnet - Mass	707	664	83	69	92	122	51	77	69	101	35	164	122	175	203	274	373	53	74	262
	57.5%	57.8%	59.7%	55.6%	54.8%	64.9%	37.5%	66.4%	65.7%	58.7%	38.0%	42.3%	56.0%	70.9%	74.9%	57.8%	58.5%	53.5%	56.9%	56.0%
	100.0%	93.9%	11.7%	9.8%	13.0%	17.3%	7.2%	10.9%	9.8%	14.3%	5.0%	23.2%	17.3%	24.8%	28.7%	38.8%	52.8%	7.5%	10.5%	37.1%
Garcia y Vega/Whiffs	367	346	52	42	58	74	25	35	24	36	13	92	65	98	98	129	204	29	47	114
	29.9%	30.1%	37.4%	33.9%	34.5%	39.4%	18.4%	30.2%	22.9%	20.9%	14.1%	23.7%	29.8%	39.7%	36.2%	27.2%	32.0%	29.3%	36.2%	24.4%
	100.0%	94.3%	14.2%	11.4%	15.8%	20.2%	6.8%	9.5%	6.5%	9.8%	3.5%	25.1%	17.7%	26.7%	26.7%	35.1%	55.6%	7.9%	12.8%	31.1%
Tiparillo	354	338	34	33	43	60	24	46	44	54	14	62	64	103	106	153	174	23	24	135
	28.8%	29.4%	24.5%	26.6%	25.6%	31.9%	17.6%	39.7%	41.9%	31.4%	15.2%	16.0%	29.4%	41.7%	39.1%	32.3%	27.3%	23.2%	18.5%	28.8%
	100.0%	95.5%	9.6%	9.3%	12.1%	16.9%	6.8%	13.0%	12.4%	15.3%	4.0%	17.5%	18.1%	29.1%	29.9%	43.2%	49.2%	6.5%	6.8%	38.1%
White Owl	459	432	48	40	50	76	30	66	53	69	21	77	74	121	158	172	247	34	44	177
	37.3%	37.6%	34.5%	32.3%	29.8%	40.4%	22.1%	56.9%	50.5%	40.1%	22.8%	19.8%	33.9%	49.0%	58.3%	36.3%	38.7%	34.3%	33.8%	37.8%
	100.0%	94.1%	10.5%	8.7%	10.9%	16.6%	6.5%	14.4%	11.5%	15.0%	4.6%	16.8%	16.1%	26.4%	34.4%	37.5%	53.8%	7.4%	9.6%	38.6%
William Penn	208	193	26	25	17	36	9	34	26	20	6	26	32	53	86	68	113	22	20	68
	16.9%	16.8%	18.7%	20.2%	10.1%	19.1%	6.6%	29.3%	24.8%	11.6%	6.5%	6.7%	14.7%	21.5%	31.7%	14.3%	17.7%	22.2%	15.4%	14.5%
	100.0%	92.8%	12.5%	12.0%	8.2%	17.3%	4.3%	16.3%	12.5%	9.6%	2.9%	12.5%	15.4%	25.5%	41.3%	32.7%	54.3%	10.6%	9.6%	32.7%
SubNet - Villazon	305	296	79	55	61	38	22	15	16	10	12	112	48	66	66	73	171	58	80	49
	24.8%	25.8%	56.8%	44.4%	36.3%	20.2%	16.2%	12.9%	15.2%	5.8%	13.0%	28.9%	22.0%	26.7%	24.4%	15.4%	26.8%	58.6%	61.5%	10.5%
	100.0%	97.0%	25.9%	18.0%	20.0%	12.5%	7.2%	4.9%	5.2%	3.3%	3.9%	36.7%	15.7%	21.6%	21.6%	23.9%	56.1%	19.0%	26.2%	16.1%
Hoyo de Monterrey	178	176	57	44	32	19	6	8	8	2	6	57	24	45	46	39	95	44	62	24
	14.5%	15.3%	41.0%	35.5%	19.0%	10.1%	4.4%	6.9%	7.6%	1.2%	6.5%	14.7%	11.0%	18.2%	17.0%	8.2%	14.9%	44.4%	47.7%	5.1%
	100.0%	98.9%	32.0%	24.7%	18.0%	10.7%	3.4%	4.5%	4.5%	1.1%	3.4%	32.0%	13.5%	25.3%	25.8%	21.9%	53.4%	24.7%	34.8%	13.5%
Hoyo de Monterrey Excalibur	107	103	39	20	13	7	7	7	8	2	4	35	22	25	20	18	59	28	42	13
	8.7%	9.0%	28.1%	16.1%	7.7%	3.7%	5.1%	6.0%	7.6%	1.2%	4.3%	9.0%	10.1%	10.1%	7.4%	3.8%	9.2%	28.3%	32.3%	2.8%
	100.0%	96.3%	36.4%	18.7%	12.1%	6.5%	6.5%	6.5%	7.5%	1.9%	3.7%	32.7%	20.6%	23.4%	18.7%	16.8%	55.1%	26.2%	39.3%	12.1%
Punch	233	228	62	44	51	28	14	9	12	8	11	89	32	48	52	56	132	44	60	31
	19.0%	19.9%	44.6%	35.5%	30.4%	14.9%	10.3%	7.8%	11.4%	4.7%	12.0%	22.9%	14.7%	19.4%	19.2%	11.8%	20.7%	44.4%	46.2%	6.6%
	100.0%	97.9%	26.6%	18.9%	21.9%	12.0%	6.0%	3.9%	5.2%	3.4%	4.7%	38.2%	13.7%	20.6%	22.3%	24.0%	56.7%	18.9%	25.8%	13.3%
Punch Grand Cru	53	50	20	7	5	3	3	2	6	4	2	15	13	14	9	9	29	13	19	12
	4.3%	4.4%	14.4%	5.6%	3.0%	1.6%	2.2%	1.7%	5.7%	2.3%	2.2%	3.9%	6.0%	5.7%	3.3%	1.9%	4.5%	13.1%	14.6%	2.6%
	100.0%	94.3%	37.7%	13.2%	9.4%	5.7%	5.7%	3.8%	11.3%	7.5%	3.8%	28.3%	24.5%	26.4%	17.0%	17.0%	54.7%	24.5%	35.8%	22.6%
Net - Swisher International	876	819	101	89	115	135	79	92	81	127	51	247	165	186	217	352	448	66	94	322
	71.3%	71.3%	72.7%	71.8%	68.5%	71.8%	58.1%	79.3%	77.1%	73.8%	55.4%	63.7%	75.7%	75.3%	80.1%	74.3%	70.2%	66.7%	72.3%	68.8%
	100.0%	93.5%	11.5%	10.2%	13.1%	15.4%	9.0%	10.5%	9.2%	14.5%	5.8%	28.2%	18.8%	21.2%	24.8%	40.2%	51.1%	7.5%	10.7%	36.8%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Bering	207 16.8% 100.0%	200 17.4% 96.6%	55 39.6% 26.6%	45 36.3% 21.7%	34 20.2% 16.4%	26 13.8% 12.6%	6 4.4% 2.9%	16 13.8% 7.7%	10 9.5% 4.8%	8 4.7% 3.9%	7 7.6% 3.4%	55 14.2% 26.6%	31 14.2% 15.0%	39 15.8% 18.8%	72 26.6% 34.8%	49 10.3% 23.7%	123 19.3% 59.4%	32 32.3% 15.5%	59 45.4% 28.5%	32 6.8% 15.5%
King Edward	466 37.9% 100.0%	436 38.0% 93.6%	46 33.1% 9.9%	45 36.3% 9.7%	44 26.2% 9.4%	79 42.0% 17.0%	36 26.5% 7.7%	67 57.8% 14.4%	47 44.8% 10.1%	72 41.9% 15.5%	21 22.8% 4.5%	93 24.0% 20.0%	98 45.0% 21.0%	106 42.9% 22.7%	141 52.0% 30.3%	185 39.0% 39.7%	248 38.9% 53.2%	30 30.3% 6.4%	40 30.8% 8.6%	175 37.4% 37.6%
La Prima Dora	61 5.0% 100.0%	60 5.2% 98.4%	10 7.2% 16.4%	9 7.3% 14.8%	9 5.4% 14.8%	7 3.7% 11.5%	7 5.1% 11.5%	6 5.2% 9.8%	9 8.6% 14.8%	3 1.7% 4.9%	5 5.4% 8.2%	14 3.6% 23.0%	16 7.3% 26.2%	16 6.5% 26.2%	10 3.7% 16.4%	18 3.8% 29.5%	33 5.2% 54.1%	9 9.1% 14.8%	7 5.4% 11.5%	18 3.8% 29.5%
Swisher Sweets	684 55.7% 100.0%	632 55.1% 92.4%	65 46.8% 9.5%	49 39.5% 7.2%	90 53.6% 13.2%	112 59.6% 16.4%	63 46.3% 9.2%	74 63.8% 10.8%	74 70.5% 10.8%	105 61.0% 15.4%	40 43.5% 5.8%	194 50.0% 28.4%	132 60.6% 19.3%	156 63.2% 22.8%	153 56.5% 22.4%	300 63.3% 43.9%	330 51.7% 48.2%	45 45.5% 6.6%	51 39.2% 7.5%	277 59.2% 40.5%
Net - JR Tobacco Brands	125 10.2% 100.0%	119 10.4% 95.2%	30 21.6% 24.0%	27 21.8% 21.6%	15 8.9% 12.0%	17 9.0% 13.6%	7 5.1% 5.6%	10 8.6% 8.0%	7 6.7% 5.6%	6 3.5% 4.8%	3 3.3% 2.4%	38 9.8% 30.4%	22 10.1% 17.6%	25 10.1% 20.0%	36 13.3% 28.8%	29 6.1% 23.2%	77 12.1% 61.6%	18 18.2% 14.4%	31 23.8% 24.8%	22 4.7% 17.6%
El Rey Del Mundo	90 7.3% 100.0%	84 7.3% 93.3%	22 15.8% 24.4%	19 15.3% 21.1%	10 6.0% 11.1%	12 6.4% 13.3%	4 2.9% 4.4%	5 4.3% 5.6%	7 6.7% 7.8%	5 2.9% 5.6%	3 3.3% 3.3%	24 6.2% 26.7%	17 7.8% 18.9%	19 7.7% 21.1%	26 9.6% 28.9%	20 4.2% 22.2%	54 8.5% 60.0%	15 15.2% 16.7%	23 17.7% 25.6%	17 3.6% 18.9%
J.R. Ultimates	63 5.1% 100.0%	62 5.4% 98.4%	13 9.4% 20.6%	18 14.5% 28.6%	6 3.6% 9.5%	6 3.2% 9.5%	3 2.2% 4.8%	9 7.8% 14.3%	5 4.8% 7.9%	2 1.2% 3.2%	1 1.1% 1.6%	21 5.4% 33.3%	10 4.6% 15.9%	14 5.7% 22.2%	17 6.3% 27.0%	15 3.2% 23.8%	40 6.3% 63.5%	8 8.1% 12.7%	22 16.9% 34.9%	11 2.4% 17.5%
Net - Tabacalera	694 56.5% 100.0%	656 57.1% 94.5%	94 67.6% 13.5%	82 66.1% 11.8%	94 56.0% 13.5%	100 53.2% 14.4%	53 39.0% 7.6%	75 64.7% 10.8%	67 63.8% 9.7%	91 52.9% 13.1%	40 43.5% 5.8%	193 49.7% 27.8%	104 47.7% 15.0%	161 65.2% 23.2%	189 69.7% 27.2%	266 56.1% 38.3%	358 56.1% 51.6%	62 62.6% 8.9%	85 65.4% 12.2%	243 51.9% 35.0%
Subnet - Premium	204 16.6% 100.0%	195 17.0% 95.6%	54 38.8% 26.5%	35 28.2% 17.2%	40 23.8% 19.6%	25 13.3% 12.3%	16 11.8% 7.8%	10 8.6% 4.9%	8 7.6% 3.9%	7 4.1% 3.4%	4 4.3% 2.0%	70 18.0% 34.3%	27 12.4% 13.2%	45 18.2% 22.1%	56 20.7% 27.5%	54 11.4% 26.5%	107 16.8% 52.5%	40 40.4% 19.6%	52 40.0% 25.5%	43 9.2% 21.1%
Romeo y Julieta	204 16.6% 100.0%	195 17.0% 95.6%	54 38.8% 26.5%	35 28.2% 17.2%	40 23.8% 19.6%	25 13.3% 12.3%	16 11.8% 7.8%	10 8.6% 4.9%	8 7.6% 3.9%	7 4.1% 3.4%	4 4.3% 2.0%	70 18.0% 34.3%	27 12.4% 13.2%	45 18.2% 22.1%	56 20.7% 27.5%	54 11.4% 26.5%	107 16.8% 52.5%	40 40.4% 19.6%	52 40.0% 25.5%	43 9.2% 21.1%
Subnet - Mass	589 47.9% 100.0%	554 48.3% 94.1%	66 47.5% 11.2%	58 46.8% 9.8%	72 42.9% 12.2%	87 46.3% 14.8%	41 30.1% 7.0%	74 63.8% 12.6%	65 61.9% 11.0%	91 52.9% 15.4%	37 40.2% 6.3%	146 37.6% 24.8%	91 41.7% 15.4%	139 56.3% 23.6%	169 62.4% 28.7%	241 50.8% 40.9%	304 47.6% 51.6%	36 36.4% 6.1%	54 41.5% 9.2%	221 47.2% 37.5%
Black & Gold/Black & Mild	284 23.1% 100.0%	267 23.3% 94.0%	30 21.6% 10.6%	30 24.2% 10.6%	29 17.3% 10.2%	40 21.3% 14.1%	14 10.3% 4.9%	42 36.2% 14.8%	36 34.3% 12.7%	46 26.7% 16.2%	21 22.8% 7.4%	71 18.3% 25.0%	52 23.9% 18.3%	75 30.4% 26.4%	60 22.1% 21.1%	122 25.7% 43.0%	142 22.3% 50.0%	15 15.2% 5.3%	22 16.9% 7.7%	100 21.4% 35.2%
Hav-a-Tampa/Jewels	356 29.0% 100.0%	336 29.3% 94.4%	43 30.9% 12.1%	39 31.5% 11.0%	48 28.6% 13.5%	54 28.7% 15.2%	21 15.4% 5.9%	48 41.4% 13.5%	34 32.4% 9.6%	49 28.5% 13.8%	12 13.0% 3.4%	74 19.1% 20.8%	57 26.1% 16.0%	83 33.6% 23.3%	125 46.1% 35.1%	139 29.3% 39.0%	190 29.8% 53.4%	22 22.2% 6.2%	37 28.5% 10.4%	133 28.4% 37.4%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Phillies	284	271	36	34	29	40	17	47	33	35	16	63	46	59	98	110	154	16	29	98
	23.1%	23.6%	25.9%	27.4%	17.3%	21.3%	12.5%	40.5%	31.4%	20.3%	17.4%	16.2%	21.1%	23.9%	36.2%	23.2%	24.1%	16.2%	22.3%	20.9%
	100.0%	95.4%	12.7%	12.0%	10.2%	14.1%	6.0%	16.5%	11.6%	12.3%	5.6%	22.2%	16.2%	20.8%	34.5%	38.7%	54.2%	5.6%	10.2%	34.5%
Net - Other	800	761	120	104	146	128	90	66	51	56	37	259	144	167	185	272	432	91	112	253
	65.1%	66.3%	86.3%	83.9%	86.9%	68.1%	66.2%	56.9%	48.6%	32.6%	40.2%	66.8%	66.1%	67.6%	68.3%	57.4%	67.7%	91.9%	86.2%	54.1%
	100.0%	95.1%	15.0%	13.0%	18.3%	16.0%	11.3%	8.3%	6.4%	7.0%	4.6%	32.4%	18.0%	20.9%	23.1%	34.0%	54.0%	11.4%	14.0%	31.6%
Subnet - Premium	595	574	112	88	125	89	66	35	36	23	26	201	103	125	134	184	330	78	100	150
	48.4%	50.0%	80.6%	71.0%	74.4%	47.3%	48.5%	30.2%	34.3%	13.4%	28.3%	51.8%	47.2%	50.6%	49.4%	38.8%	51.7%	78.8%	76.9%	32.1%
	100.0%	96.5%	18.8%	14.8%	21.0%	15.0%	11.1%	5.9%	6.1%	3.9%	4.4%	33.8%	17.3%	21.0%	22.5%	30.9%	55.5%	13.1%	16.8%	25.2%
Ashton	132	129	39	25	27	12	7	4	8	7	4	49	24	31	23	25	81	25	39	24
	10.7%	11.2%	28.1%	20.2%	16.1%	6.4%	5.1%	3.4%	7.6%	4.1%	4.3%	12.6%	11.0%	12.6%	8.5%	5.3%	12.7%	25.3%	30.0%	5.1%
	100.0%	97.7%	29.5%	18.9%	20.5%	9.1%	5.3%	3.0%	6.1%	5.3%	3.0%	37.1%	18.2%	23.5%	17.4%	18.9%	61.4%	18.9%	29.5%	18.2%
Bahia	45	40	7	8	8	3	3	4	5	2	1	12	10	13	8	12	23	9	11	15
	3.7%	3.5%	5.0%	6.5%	4.8%	1.6%	2.2%	3.4%	4.8%	1.2%	1.1%	3.1%	4.6%	5.3%	3.0%	2.5%	3.6%	9.1%	8.5%	3.2%
	100.0%	88.9%	15.6%	17.8%	17.8%	6.7%	6.7%	8.9%	11.1%	4.4%	2.2%	26.7%	22.2%	28.9%	17.8%	26.7%	51.1%	20.0%	24.4%	33.3%
Davidoff	146	142	45	19	35	11	13	5	11	3	3	54	22	37	29	30	84	31	43	26
	11.9%	12.4%	32.4%	15.3%	20.8%	5.9%	9.6%	4.3%	10.5%	1.7%	3.3%	13.9%	10.1%	15.0%	10.7%	6.3%	13.2%	31.3%	33.1%	5.6%
	100.0%	97.3%	30.8%	13.0%	24.0%	7.5%	8.9%	3.4%	7.5%	2.1%	2.1%	37.0%	15.1%	25.3%	19.9%	20.5%	57.5%	21.2%	29.5%	17.8%
Don Tomas	216	208	55	44	44	20	18	8	14	5	9	73	45	39	49	57	122	36	54	40
	17.6%	18.1%	39.6%	35.5%	26.2%	10.6%	13.2%	6.9%	13.3%	2.9%	9.8%	18.8%	20.6%	15.8%	18.1%	12.0%	19.1%	36.4%	41.5%	8.5%
	100.0%	96.3%	25.5%	20.4%	20.4%	9.3%	8.3%	3.7%	6.5%	2.3%	4.2%	33.8%	20.8%	18.1%	22.7%	26.4%	56.5%	16.7%	25.0%	18.5%
Dunhill	284	274	62	38	59	42	29	18	14	12	13	89	49	64	66	82	159	40	55	65
	23.1%	23.9%	44.6%	30.6%	35.1%	22.3%	21.3%	15.5%	13.3%	7.0%	14.1%	22.9%	22.5%	25.9%	24.4%	17.3%	24.9%	40.4%	42.3%	13.9%
	100.0%	96.5%	21.8%	13.4%	20.8%	14.8%	10.2%	6.3%	4.9%	4.2%	4.6%	31.3%	17.3%	22.5%	23.2%	28.9%	56.0%	14.1%	19.4%	22.9%
Fuente/Arturo Fuente	256	250	71	44	64	30	18	7	12	4	8	100	43	54	49	62	140	53	63	36
	20.8%	21.8%	51.1%	35.5%	38.1%	16.0%	13.2%	6.0%	11.4%	2.3%	8.7%	25.8%	19.7%	21.9%	18.1%	13.1%	21.9%	53.5%	48.5%	7.7%
	100.0%	97.7%	27.7%	17.2%	25.0%	11.7%	7.0%	2.7%	4.7%	1.6%	3.1%	39.1%	16.8%	21.1%	19.1%	24.2%	54.7%	20.7%	24.6%	14.1%
Thompson	207	203	30	55	33	31	9	19	13	13	7	49	33	55	61	67	120	19	40	44
	16.8%	17.7%	21.6%	44.4%	19.6%	16.5%	6.6%	16.4%	12.4%	7.6%	7.6%	12.6%	15.1%	22.3%	22.5%	14.1%	18.8%	19.2%	30.8%	9.4%
	100.0%	98.1%	14.5%	26.6%	15.9%	15.0%	4.3%	9.2%	6.3%	6.3%	3.4%	23.7%	15.9%	26.6%	29.5%	32.4%	58.0%	9.2%	19.3%	21.3%
Subnet - Mass	56	51	2	10	5	3	2	12	7	10	4	10	13	13	15	22	28	4	4	21
	4.6%	4.4%	1.4%	8.1%	3.0%	1.6%	1.5%	10.3%	6.7%	5.8%	4.3%	2.6%	6.0%	5.3%	5.5%	4.6%	4.4%	4.0%	3.1%	4.5%
	100.0%	91.1%	3.6%	17.9%	8.9%	5.4%	3.6%	21.4%	12.5%	17.9%	7.1%	17.9%	23.2%	23.2%	26.8%	39.3%	50.0%	7.1%	7.1%	37.5%
Middleton	56	51	2	10	5	3	2	12	7	10	4	10	13	13	15	22	28	4	4	21
	4.6%	4.4%	1.4%	8.1%	3.0%	1.6%	1.5%	10.3%	6.7%	5.8%	4.3%	2.6%	6.0%	5.3%	5.5%	4.6%	4.4%	4.0%	3.1%	4.5%
	100.0%	91.1%	3.6%	17.9%	8.9%	5.4%	3.6%	21.4%	12.5%	17.9%	7.1%	17.9%	23.2%	23.2%	26.8%	39.3%	50.0%	7.1%	7.1%	37.5%
Other	467	443	67	70	67	75	51	47	30	36	21	142	82	103	113	156	246	62	72	156
	38.0%	38.6%	48.2%	56.5%	39.9%	39.9%	37.5%	40.5%	28.6%	20.9%	22.8%	36.6%	37.6%	41.7%	41.7%	32.9%	38.6%	62.6%	55.4%	33.3%
	100.0%	94.9%	14.3%	15.0%	14.3%	16.1%	10.9%	10.1%	6.4%	7.7%	4.5%	30.4%	17.6%	22.1%	24.2%	33.4%	52.7%	13.3%	15.4%	33.4%

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GC 017281

Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	34	27	1	2	2	6	11	0	2	3	9	8	7	6	3	10	17	2	1	17
	2.8%	2.4%	0.7%	1.6%	1.2%	3.2%	8.1%	0.0%	1.9%	1.7%	9.8%	2.1%	3.2%	2.4%	1.1%	2.1%	2.7%	2.0%	0.8%	3.6%
	100.0%	79.4%	2.9%	5.9%	5.9%	17.6%	32.4%	0.0%	5.9%	8.8%	26.5%	23.5%	20.6%	17.6%	8.8%	29.4%	50.0%	5.9%	2.9%	50.0%

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GC 017282

Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Premium (Q19A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	817	785	128	105	156	133	96	53	57	57	42	281	151	167	170	260	463	88	113	249
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.1%	15.7%	12.9%	19.1%	16.3%	11.8%	6.5%	7.0%	7.0%	5.1%	34.4%	18.5%	20.4%	20.8%	31.8%	56.7%	10.8%	13.8%	30.5%
SuperNet - Both premium and mass brands	721	693	111	97	135	119	72	50	56	53	33	230	138	151	164	229	413	74	102	214
	88.2%	88.3%	86.7%	92.4%	86.5%	89.5%	75.0%	94.3%	98.2%	93.0%	78.6%	81.9%	91.4%	90.4%	96.5%	88.1%	89.2%	84.1%	90.3%	85.9%
	100.0%	96.1%	15.4%	13.5%	18.7%	16.5%	10.0%	6.9%	7.8%	7.4%	4.6%	31.9%	19.1%	20.9%	22.7%	31.8%	57.3%	10.3%	14.1%	29.7%
SuperNet - Premium brands only	96	92	17	8	21	14	24	3	1	4	9	51	13	16	6	31	50	14	11	35
	11.8%	11.7%	13.3%	7.6%	13.5%	10.5%	25.0%	5.7%	1.8%	7.0%	21.4%	18.1%	8.6%	9.6%	3.5%	11.9%	10.8%	15.9%	9.7%	14.1%
	100.0%	95.8%	17.7%	8.3%	21.9%	14.6%	25.0%	3.1%	1.0%	4.2%	9.4%	53.1%	13.5%	16.7%	6.3%	32.3%	52.1%	14.6%	11.5%	36.5%
SuperNet - Mass brands Only	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SuperNet - Premium	817	785	128	105	156	133	96	53	57	57	42	281	151	167	170	260	463	88	113	249
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.1%	15.7%	12.9%	19.1%	16.3%	11.8%	6.5%	7.0%	7.0%	5.1%	34.4%	18.5%	20.4%	20.8%	31.8%	56.7%	10.8%	13.8%	30.5%
SuperNet - Mass	721	693	111	97	135	119	72	50	56	53	33	230	138	151	164	229	413	74	102	214
	88.2%	88.3%	86.7%	92.4%	86.5%	89.5%	75.0%	94.3%	98.2%	93.0%	78.6%	81.9%	91.4%	90.4%	96.5%	88.1%	89.2%	84.1%	90.3%	85.9%
	100.0%	96.1%	15.4%	13.5%	18.7%	16.5%	10.0%	6.9%	7.8%	7.4%	4.6%	31.9%	19.1%	20.9%	22.7%	31.8%	57.3%	10.3%	14.1%	29.7%
Net - Consolidated Cigar Co.	737	709	121	99	148	125	74	48	48	46	28	238	139	159	167	223	428	80	110	202
	90.2%	90.3%	94.5%	94.3%	94.9%	94.0%	77.1%	90.6%	84.2%	80.7%	66.7%	84.7%	92.1%	95.2%	98.2%	85.8%	92.4%	90.9%	97.3%	81.1%
	100.0%	96.2%	16.4%	13.4%	20.1%	17.0%	10.0%	6.5%	6.5%	6.2%	3.8%	32.3%	18.9%	21.6%	22.7%	30.3%	58.1%	10.9%	14.9%	27.4%
Subnet - Premium	575	556	112	83	124	86	59	31	31	30	22	200	106	126	117	161	338	72	98	135
	70.4%	70.8%	87.5%	79.0%	79.5%	64.7%	61.5%	58.5%	54.4%	52.6%	52.4%	71.2%	70.2%	75.4%	68.8%	61.9%	73.0%	81.8%	86.7%	54.2%
	100.0%	96.7%	19.5%	14.4%	21.6%	15.0%	10.3%	5.4%	5.4%	5.2%	3.8%	34.8%	18.4%	21.9%	20.3%	28.0%	58.8%	12.5%	17.0%	23.5%
Don Diego	325	313	75	47	71	38	30	15	20	17	12	114	54	81	62	97	189	38	57	81
	39.8%	39.9%	58.6%	44.8%	45.5%	28.6%	31.3%	28.3%	35.1%	29.8%	28.6%	40.6%	35.8%	48.5%	36.5%	37.3%	40.8%	43.2%	50.4%	32.5%
	100.0%	96.3%	23.1%	14.5%	21.8%	11.7%	9.2%	4.6%	6.2%	5.2%	3.7%	35.1%	16.6%	24.9%	19.1%	29.8%	58.2%	11.7%	17.5%	24.9%
Montecristo	282	277	66	35	76	41	30	7	17	5	12	104	49	67	50	68	164	48	63	57
	34.5%	35.3%	51.6%	33.3%	48.7%	30.8%	31.3%	13.2%	29.8%	8.8%	28.6%	37.0%	32.5%	40.1%	29.4%	26.2%	35.4%	54.5%	55.8%	22.9%
	100.0%	98.2%	23.4%	12.4%	27.0%	14.5%	10.6%	2.5%	6.0%	1.8%	4.3%	36.9%	17.4%	23.8%	17.7%	24.1%	58.2%	17.0%	22.3%	20.2%
Royal Jamaica	155	150	42	29	27	19	8	10	10	5	2	44	26	42	40	34	83	35	43	27
	19.0%	19.1%	32.8%	27.6%	17.3%	14.3%	8.3%	18.9%	17.5%	8.8%	4.8%	15.7%	17.2%	25.1%	23.5%	13.1%	17.9%	39.8%	38.1%	10.8%
	100.0%	96.8%	27.1%	18.7%	17.4%	12.3%	5.2%	6.5%	6.5%	3.2%	1.3%	28.4%	16.8%	27.1%	25.8%	21.9%	53.5%	22.6%	27.7%	17.4%
Te-Amo	202	196	60	41	32	20	10	8	11	14	7	65	39	44	45	46	117	37	50	31
	24.7%	25.0%	46.9%	39.0%	20.5%	15.0%	10.4%	15.1%	19.3%	24.6%	16.7%	23.1%	25.8%	26.3%	26.5%	17.7%	25.3%	42.0%	44.2%	12.4%
	100.0%	97.0%	29.7%	20.3%	15.8%	9.9%	5.0%	4.0%	5.4%	6.9%	3.5%	32.2%	19.3%	21.8%	22.3%	22.8%	57.9%	18.3%	24.8%	15.3%
Upmann/H. Upmann	251	247	61	52	59	37	13	10	10	5	8	84	40	54	62	64	143	42	63	30
	30.7%	31.5%	47.7%	49.5%	37.8%	27.8%	13.5%	18.9%	17.5%	8.8%	19.0%	29.9%	26.5%	32.3%	36.5%	24.6%	30.9%	47.7%	55.8%	12.0%
	100.0%	98.4%	24.3%	20.7%	23.5%	14.7%	5.2%	4.0%	4.0%	2.0%	3.2%	33.5%	15.9%	21.5%	24.7%	25.5%	57.0%	16.7%	25.1%	12.0%
Subnet - Mass	573	552	92	78	106	103	47	46	41	39	19	143	112	136	158	178	332	59	86	159
	70.1%	70.3%	71.9%	74.3%	67.9%	77.4%	49.0%	86.8%	71.9%	68.4%	45.2%	50.9%	74.2%	81.4%	92.9%	68.5%	71.7%	67.0%	76.1%	63.9%
	100.0%	96.3%	16.1%	13.6%	18.5%	18.0%	8.2%	8.0%	7.2%	6.8%	3.3%	25.0%	19.5%	23.7%	27.6%	31.1%	57.9%	10.3%	15.0%	27.7%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Premium (Q19A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	817 100.0% 100.0%	785 100.0% 96.1%	128 100.0% 15.7%	105 100.0% 12.9%	156 100.0% 19.1%	133 100.0% 16.3%	96 100.0% 11.8%	53 100.0% 6.5%	57 100.0% 7.0%	57 100.0% 7.0%	42 100.0% 5.1%	281 100.0% 34.4%	151 100.0% 18.5%	167 100.0% 20.4%	170 100.0% 20.8%	260 100.0% 31.8%	463 100.0% 56.7%	88 100.0% 10.8%	113 100.0% 13.8%	249 100.0% 30.5%
Antonio y Cleopatra	338 41.4% 100.0%	322 41.0% 95.3%	62 48.4% 18.3%	58 55.2% 17.2%	66 42.3% 19.5%	55 41.4% 16.3%	16 16.7% 4.7%	30 56.6% 8.9%	18 31.6% 5.3%	17 29.8% 5.0%	7 16.7% 2.1%	65 23.1% 19.2%	46 30.5% 13.6%	90 53.9% 26.6%	125 73.5% 37.0%	97 37.3% 28.7%	195 42.1% 57.7%	44 50.0% 13.0%	63 55.8% 18.6%	75 30.1% 22.2%
Backwoods	213 26.1% 100.0%	208 26.5% 97.7%	39 30.5% 18.3%	29 27.6% 13.6%	39 25.0% 18.3%	34 25.6% 16.0%	13 13.5% 6.1%	19 35.8% 8.9%	20 35.1% 9.4%	15 26.3% 7.0%	8 19.0% 3.8%	47 16.7% 22.1%	49 32.5% 23.0%	58 34.7% 27.2%	49 28.8% 23.0%	65 25.0% 30.5%	125 27.0% 58.7%	21 23.9% 9.9%	35 31.0% 16.4%	53 21.3% 24.9%
Dutch Masters	420 51.4% 100.0%	405 51.6% 96.4%	66 51.6% 15.7%	54 51.4% 12.9%	70 44.9% 16.7%	75 56.4% 17.9%	34 35.4% 8.1%	38 71.7% 9.0%	35 61.4% 8.3%	33 57.9% 7.9%	10 23.8% 2.4%	90 32.0% 21.4%	83 55.0% 19.8%	102 61.1% 24.3%	130 76.5% 31.0%	139 53.5% 33.1%	241 52.1% 57.4%	38 43.2% 9.0%	55 48.7% 13.1%	126 50.6% 30.0%
El Producto	320 39.2% 100.0%	310 39.5% 96.9%	52 40.6% 16.3%	48 45.7% 15.0%	60 38.5% 18.8%	53 39.8% 16.6%	22 22.9% 6.9%	32 60.4% 10.0%	17 29.8% 5.3%	26 45.6% 8.1%	9 21.4% 2.8%	55 19.6% 17.2%	59 39.1% 18.4%	84 50.3% 26.3%	110 64.7% 34.4%	97 37.3% 30.3%	186 40.2% 58.1%	34 38.6% 10.6%	48 42.5% 15.0%	83 33.3% 25.9%
Muriel	169 20.7% 100.0%	163 20.8% 96.4%	25 19.5% 14.8%	20 19.0% 11.8%	25 16.0% 14.8%	27 20.3% 16.0%	9 9.4% 5.3%	24 45.3% 14.2%	15 26.3% 8.9%	18 31.6% 10.7%	3 7.1% 1.8%	19 6.8% 11.2%	25 16.6% 14.8%	52 31.1% 30.8%	66 38.8% 39.1%	55 21.2% 32.5%	100 21.6% 59.2%	12 13.6% 7.1%	16 14.2% 9.5%	52 20.9% 30.8%
Net - General Cigar Holdings	759 92.9% 100.0%	729 92.9% 96.0%	126 98.4% 16.6%	100 95.2% 13.2%	150 96.2% 19.8%	123 92.5% 16.2%	81 84.4% 10.7%	49 92.5% 6.5%	51 89.5% 6.7%	49 86.0% 6.5%	35 83.3% 4.6%	260 92.5% 34.3%	138 91.4% 18.2%	158 94.6% 20.8%	162 95.3% 21.3%	238 91.5% 31.4%	431 93.1% 56.8%	84 95.5% 11.1%	111 98.2% 14.6%	219 88.0% 28.9%
Subnet-General Cigar Holdings - Premium	607 74.3% 100.0%	584 74.4% 96.2%	113 88.3% 18.6%	82 78.1% 13.5%	136 87.2% 22.4%	95 71.4% 15.7%	71 74.0% 11.7%	28 52.8% 4.6%	31 54.4% 5.1%	28 49.1% 4.6%	29 69.0% 4.8%	227 80.8% 37.4%	113 74.8% 18.6%	128 76.6% 21.1%	106 62.4% 17.5%	181 69.6% 29.8%	344 74.3% 56.7%	77 87.5% 12.7%	98 86.7% 16.1%	158 63.5% 26.0%
SubNet - General Cigar Co.	748 91.6% 100.0%	720 91.7% 96.3%	126 98.4% 16.8%	98 93.3% 13.1%	148 94.9% 19.8%	122 91.7% 16.3%	81 84.4% 10.8%	48 90.6% 6.4%	49 86.0% 6.6%	48 84.2% 6.4%	35 83.3% 4.7%	254 90.4% 34.0%	137 90.7% 18.3%	156 93.4% 20.9%	160 94.1% 21.4%	235 90.4% 31.4%	425 91.8% 56.8%	82 93.2% 11.0%	109 96.5% 14.6%	217 87.1% 29.0%
Sub-Subnet - Premium	580 71.0% 100.0%	559 71.2% 96.4%	110 85.9% 19.0%	77 73.3% 13.3%	133 85.3% 22.9%	89 66.9% 15.3%	70 72.9% 12.1%	25 47.2% 4.3%	28 49.1% 4.8%	27 47.4% 4.7%	29 69.0% 5.0%	217 77.2% 37.4%	107 70.9% 18.4%	123 73.7% 21.2%	100 58.8% 17.2%	173 66.5% 29.8%	329 71.1% 56.7%	74 84.1% 12.8%	96 85.0% 16.6%	153 61.4% 26.4%
Cohiba	278 34.0% 100.0%	267 34.0% 96.0%	70 54.7% 25.2%	38 36.2% 13.7%	69 44.2% 24.8%	28 21.1% 10.1%	34 35.4% 12.2%	7 13.2% 2.5%	9 15.8% 3.2%	12 21.1% 4.3%	12 28.6% 4.3%	107 38.1% 38.5%	47 31.1% 16.9%	65 38.9% 23.4%	45 26.5% 16.2%	74 28.5% 26.6%	157 33.9% 56.5%	45 51.1% 16.2%	61 54.0% 21.9%	64 25.7% 23.0%
Cifuentes	93 11.4% 100.0%	91 11.6% 97.8%	17 13.3% 18.3%	14 13.3% 15.1%	28 17.9% 30.1%	12 9.0% 12.9%	6 6.3% 6.5%	4 7.5% 4.3%	6 10.5% 6.5%	4 7.0% 4.3%	6 14.3% 6.5%	28 10.0% 30.1%	15 9.9% 16.1%	19 11.4% 20.4%	24 14.1% 25.8%	23 8.8% 24.7%	55 11.9% 59.1%	14 15.9% 15.1%	20 17.7% 21.5%	18 7.2% 19.4%
Macanudo	470 57.5% 100.0%	453 57.7% 96.4%	92 71.9% 19.6%	65 61.9% 13.8%	111 71.2% 23.6%	73 54.9% 15.5%	49 51.0% 10.4%	22 41.5% 4.7%	22 38.6% 4.7%	19 33.3% 4.0%	20 47.6% 4.3%	172 61.2% 36.6%	86 57.0% 18.3%	103 61.7% 21.9%	86 50.6% 18.3%	141 54.2% 30.0%	269 58.1% 57.2%	59 67.0% 12.6%	86 76.1% 18.3%	112 45.0% 23.8%
Macanudo Vintage	122 14.9% 100.0%	118 15.0% 96.7%	36 28.1% 29.5%	14 13.3% 11.5%	29 18.6% 23.8%	15 11.3% 12.3%	9 9.4% 7.4%	2 3.8% 1.6%	7 12.3% 5.7%	6 10.5% 4.9%	4 9.5% 3.3%	43 15.3% 35.2%	25 16.6% 20.5%	28 16.8% 23.0%	22 12.9% 18.0%	29 11.2% 23.8%	73 15.8% 59.8%	18 20.5% 14.8%	28 24.8% 23.0%	27 10.8% 22.1%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Premium (Q19A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	817 100.0% 100.0%	785 100.0% 96.1%	128 100.0% 15.7%	105 100.0% 12.9%	156 100.0% 19.1%	133 100.0% 16.3%	96 100.0% 11.8%	53 100.0% 6.5%	57 100.0% 7.0%	57 100.0% 7.0%	42 100.0% 5.1%	281 100.0% 34.4%	151 100.0% 18.5%	167 100.0% 20.4%	170 100.0% 20.8%	260 100.0% 31.8%	463 100.0% 56.7%	88 100.0% 10.8%	113 100.0% 13.8%	249 100.0% 30.5%
Partagas	258 31.6% 100.0%	253 32.2% 98.1%	68 53.1% 26.4%	45 42.9% 17.4%	63 40.4% 24.4%	29 21.8% 11.2%	22 22.9% 8.5%	9 17.0% 3.5%	11 19.3% 4.3%	6 10.5% 2.3%	10 23.8% 3.9%	81 28.8% 31.4%	46 30.5% 17.8%	59 35.3% 22.9%	62 36.5% 24.0%	51 19.6% 19.8%	158 34.1% 61.2%	49 55.7% 19.0%	69 61.1% 26.7%	44 17.7% 17.1%
Partagas Limited Reserve	74 9.1% 100.0%	71 9.0% 95.9%	21 16.4% 28.4%	12 11.4% 16.2%	14 9.0% 18.9%	7 5.3% 9.5%	7 7.3% 9.5%	2 3.8% 2.7%	5 8.8% 6.8%	3 5.3% 4.1%	4 9.5% 5.4%	21 7.5% 28.4%	11 7.3% 14.9%	25 15.0% 33.8%	12 7.1% 16.2%	12 4.6% 16.2%	38 8.2% 51.4%	23 26.1% 31.1%	24 21.2% 32.4%	15 6.0% 20.3%
Sub-Subnet - Mass	485 59.4% 100.0%	464 59.1% 95.7%	75 58.6% 15.5%	60 57.1% 12.4%	87 55.8% 17.9%	87 65.4% 17.9%	36 37.5% 7.4%	40 75.5% 8.2%	39 68.4% 8.0%	40 70.2% 8.2%	17 40.5% 3.5%	121 43.1% 24.9%	89 58.9% 18.4%	121 72.5% 24.9%	132 77.6% 27.2%	160 61.5% 33.0%	273 59.0% 56.3%	47 53.4% 9.7%	63 55.8% 13.0%	147 59.0% 30.3%
Garcia y Vega/Whiffs	302 37.0% 100.0%	287 36.6% 95.0%	49 38.3% 16.2%	40 38.1% 13.2%	57 36.5% 18.9%	61 45.9% 20.2%	21 21.9% 7.0%	23 43.4% 7.6%	14 24.6% 4.6%	22 38.6% 7.3%	11 26.2% 3.6%	77 27.4% 25.5%	55 36.4% 18.2%	83 49.7% 27.5%	76 44.7% 25.2%	96 36.9% 31.8%	173 37.4% 57.3%	29 33.0% 9.6%	44 38.9% 14.6%	82 32.9% 27.2%
Tiparillo	229 28.0% 100.0%	223 28.4% 97.4%	30 23.4% 13.1%	28 26.7% 12.2%	42 26.9% 18.3%	39 29.3% 17.0%	16 16.7% 7.0%	25 47.2% 10.9%	23 40.4% 10.0%	20 35.1% 8.7%	8 19.0% 3.5%	41 14.6% 17.9%	42 27.8% 18.3%	64 38.3% 27.9%	71 41.8% 31.0%	79 30.4% 34.5%	126 27.2% 55.0%	21 23.9% 9.2%	20 17.7% 8.7%	73 29.3% 31.9%
White Owl	299 36.6% 100.0%	288 36.7% 96.3%	42 32.8% 14.0%	33 31.4% 11.0%	45 28.8% 15.1%	53 39.8% 17.7%	21 21.9% 7.0%	37 69.8% 12.4%	27 47.4% 9.0%	30 52.6% 10.0%	7 16.7% 2.3%	58 20.6% 19.4%	51 33.8% 17.1%	80 47.9% 26.8%	98 57.6% 32.8%	96 36.9% 32.1%	170 36.7% 56.9%	29 33.0% 9.7%	34 30.1% 11.4%	95 38.2% 31.8%
William Penn	143 17.5% 100.0%	137 17.5% 95.8%	24 18.8% 16.8%	22 21.0% 15.4%	14 9.0% 9.8%	24 18.0% 16.8%	5 5.2% 3.5%	22 41.5% 15.4%	16 28.1% 11.2%	10 17.5% 7.0%	2 4.8% 1.4%	19 6.8% 13.3%	24 15.9% 16.8%	34 20.4% 23.8%	60 35.3% 42.0%	44 16.9% 30.8%	78 16.8% 54.5%	18 20.5% 12.6%	18 15.9% 12.6%	34 13.7% 23.8%
SubNet - Villazon	305 37.3% 100.0%	296 37.7% 97.0%	79 61.7% 25.9%	55 52.4% 18.0%	61 39.1% 20.0%	38 28.6% 12.5%	22 22.9% 7.2%	15 28.3% 4.9%	16 28.1% 5.2%	10 17.5% 3.3%	12 28.6% 3.9%	112 39.9% 36.7%	48 31.8% 15.7%	66 39.5% 21.6%	66 38.8% 21.6%	73 28.1% 23.9%	171 36.9% 56.1%	58 65.9% 19.0%	80 70.8% 26.2%	49 19.7% 16.1%
Hoyo de Monterrey	178 21.8% 100.0%	176 22.4% 98.9%	57 44.5% 32.0%	44 41.9% 24.7%	32 20.5% 18.0%	19 14.3% 10.7%	6 6.3% 3.4%	8 15.1% 4.5%	8 14.0% 4.5%	2 3.5% 1.1%	6 14.3% 3.4%	57 20.3% 32.0%	24 15.9% 13.5%	45 26.9% 25.3%	46 27.1% 25.8%	39 15.0% 21.9%	95 20.5% 53.4%	44 50.0% 24.7%	62 54.9% 34.8%	24 9.6% 13.5%
Hoyo de Monterrey Excalibur	107 13.1% 100.0%	103 13.1% 96.3%	39 30.5% 36.4%	20 19.0% 18.7%	13 8.3% 12.1%	7 5.3% 6.5%	7 7.3% 6.5%	7 13.2% 6.5%	8 14.0% 7.5%	2 3.5% 1.9%	4 9.5% 3.7%	35 12.5% 32.7%	22 14.6% 20.6%	25 15.0% 23.4%	20 11.8% 18.7%	18 6.9% 16.8%	59 12.7% 55.1%	28 31.8% 26.2%	42 37.2% 39.3%	13 5.2% 12.1%
Punch	233 28.5% 100.0%	228 29.0% 97.9%	62 48.4% 26.6%	44 41.9% 18.9%	51 32.7% 21.9%	28 21.1% 12.0%	14 14.6% 6.0%	9 17.0% 3.9%	12 21.1% 5.2%	8 14.0% 3.4%	11 26.2% 4.7%	89 31.7% 38.2%	32 21.2% 13.7%	48 28.7% 20.6%	52 30.6% 22.3%	56 21.5% 24.0%	132 28.5% 56.7%	44 50.0% 18.9%	60 53.1% 25.8%	31 12.4% 13.3%
Punch Grand Cru	53 6.5% 100.0%	50 6.4% 94.3%	20 15.6% 37.7%	7 6.7% 13.2%	5 3.2% 9.4%	3 2.3% 5.7%	3 3.1% 5.7%	2 3.8% 3.8%	6 10.5% 11.3%	4 7.0% 7.5%	2 4.8% 3.8%	15 5.3% 28.3%	13 8.6% 24.5%	14 8.4% 26.4%	9 5.3% 17.0%	9 3.5% 17.0%	29 6.3% 54.7%	13 14.8% 24.5%	19 16.8% 35.8%	12 4.8% 22.6%
Net - Swisher International	596 72.9% 100.0%	573 73.0% 96.1%	94 73.4% 15.8%	79 75.2% 13.3%	110 70.5% 18.5%	99 74.4% 16.6%	57 59.4% 9.6%	46 86.8% 7.7%	48 84.2% 8.1%	40 70.2% 6.7%	26 61.9% 4.4%	180 64.1% 30.2%	120 79.5% 20.1%	123 73.7% 20.6%	142 83.5% 23.8%	195 75.0% 32.7%	336 72.6% 56.4%	60 68.2% 10.1%	82 72.6% 13.8%	174 69.9% 29.2%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Premium (Q19A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	817 100.0% 100.0%	785 100.0% 96.1%	128 100.0% 15.7%	105 100.0% 12.9%	156 100.0% 19.1%	133 100.0% 16.3%	96 100.0% 11.8%	53 100.0% 6.5%	57 100.0% 7.0%	57 100.0% 7.0%	42 100.0% 5.1%	281 100.0% 34.4%	151 100.0% 18.5%	167 100.0% 20.4%	170 100.0% 20.8%	260 100.0% 31.8%	463 100.0% 56.7%	88 100.0% 10.8%	113 100.0% 13.8%	249 100.0% 30.5%
Bering	199 24.4% 100.0%	193 24.6% 97.0%	55 43.0% 27.6%	44 41.9% 22.1%	34 21.8% 17.1%	23 17.3% 11.6%	6 6.3% 3.0%	14 26.4% 7.0%	9 15.8% 4.5%	8 14.0% 4.0%	6 14.3% 3.0%	55 19.6% 27.6%	30 19.9% 15.1%	39 23.4% 19.6%	67 39.4% 33.7%	46 17.7% 23.1%	120 25.9% 60.3%	32 36.4% 16.1%	58 51.3% 29.1%	28 11.2% 14.1%
King Edward	306 37.5% 100.0%	298 38.0% 97.4%	41 32.0% 13.4%	38 36.2% 12.4%	43 27.6% 14.1%	57 42.9% 18.6%	30 31.3% 9.8%	36 67.9% 11.8%	28 49.1% 9.2%	25 43.9% 8.2%	10 23.8% 3.3%	64 22.8% 20.9%	69 45.7% 22.5%	66 39.5% 21.6%	92 54.1% 30.1%	103 39.6% 33.7%	174 37.6% 56.9%	26 29.5% 8.5%	30 26.5% 9.8%	99 39.8% 32.4%
La Prima Dora	56 6.9% 100.0%	55 7.0% 98.2%	10 7.8% 17.9%	9 8.6% 16.1%	9 5.8% 16.1%	6 4.5% 10.7%	5 5.2% 8.9%	5 9.4% 8.9%	8 14.0% 14.3%	3 5.3% 5.4%	4 9.5% 7.1%	13 4.6% 23.2%	15 9.9% 26.8%	14 8.4% 25.0%	10 5.9% 17.9%	15 5.8% 26.8%	31 6.7% 55.4%	9 10.2% 16.1%	7 6.2% 12.5%	15 6.0% 26.8%
Swisher Sweets	438 53.6% 100.0%	417 53.1% 95.2%	60 46.9% 13.7%	39 37.1% 8.9%	85 54.5% 19.4%	81 60.9% 18.5%	44 45.8% 10.0%	34 64.2% 7.8%	44 77.2% 10.0%	30 52.6% 6.8%	19 45.2% 4.3%	134 47.7% 30.6%	91 60.3% 20.8%	98 58.7% 22.4%	92 54.1% 21.0%	156 60.0% 35.6%	236 51.0% 53.9%	41 46.6% 9.4%	41 36.3% 9.4%	148 59.4% 33.8%
Net - JR Tobacco Brands	125 15.3% 100.0%	119 15.2% 95.2%	30 23.4% 24.0%	27 25.7% 21.6%	15 9.6% 12.0%	17 12.8% 13.6%	7 7.3% 5.6%	10 18.9% 8.0%	7 12.3% 5.6%	6 10.5% 4.8%	3 7.1% 2.4%	38 13.5% 30.4%	22 14.6% 17.6%	25 15.0% 20.0%	36 21.2% 28.8%	29 11.2% 23.2%	77 16.6% 61.6%	18 20.5% 14.4%	31 27.4% 24.8%	22 8.8% 17.6%
El Rey Del Mundo	90 11.0% 100.0%	84 10.7% 93.3%	22 17.2% 24.4%	19 18.1% 21.1%	10 6.4% 11.1%	12 9.0% 13.3%	4 4.2% 4.4%	5 9.4% 5.6%	7 12.3% 7.8%	5 8.8% 5.6%	3 7.1% 3.3%	24 8.5% 26.7%	17 11.3% 18.9%	19 11.4% 21.1%	26 15.3% 28.9%	20 7.7% 22.2%	54 11.7% 60.0%	15 17.0% 16.7%	23 20.4% 25.6%	17 6.8% 18.9%
J.R. Ultimates	63 7.7% 100.0%	62 7.9% 98.4%	13 10.2% 20.6%	18 17.1% 28.6%	6 3.8% 9.5%	6 4.5% 9.5%	3 3.1% 4.8%	9 17.0% 14.3%	5 8.8% 7.9%	2 3.5% 3.2%	1 2.4% 1.6%	21 7.5% 33.3%	10 6.6% 15.9%	14 8.4% 22.2%	17 10.0% 27.0%	15 5.8% 23.8%	40 8.6% 63.5%	8 9.1% 12.7%	22 19.5% 34.9%	11 4.4% 17.5%
Net - Tabacalera	500 61.2% 100.0%	482 61.4% 96.4%	90 70.3% 18.0%	73 69.5% 14.6%	90 57.7% 18.0%	74 55.6% 14.8%	41 42.7% 8.2%	39 73.6% 7.8%	38 66.7% 7.6%	37 64.9% 7.4%	20 47.6% 4.0%	147 52.3% 29.4%	82 54.3% 16.4%	113 67.7% 22.6%	134 78.8% 26.8%	160 61.5% 32.0%	277 59.8% 55.4%	58 65.9% 11.6%	79 69.9% 15.8%	138 55.4% 27.6%
Subnet - Premium	204 25.0% 100.0%	195 24.8% 95.6%	54 42.2% 26.5%	35 33.3% 17.2%	40 25.6% 19.6%	25 18.8% 12.3%	16 16.7% 7.8%	10 18.9% 4.9%	8 14.0% 3.9%	7 12.3% 3.4%	4 9.5% 2.0%	70 24.9% 34.3%	27 17.9% 13.2%	45 26.9% 22.1%	56 32.9% 27.5%	54 20.8% 26.5%	107 23.1% 52.5%	40 45.5% 19.6%	52 46.0% 25.5%	43 17.3% 21.1%
Romeo y Julieta	204 25.0% 100.0%	195 24.8% 95.6%	54 42.2% 26.5%	35 33.3% 17.2%	40 25.6% 19.6%	25 18.8% 12.3%	16 16.7% 7.8%	10 18.9% 4.9%	8 14.0% 3.9%	7 12.3% 3.4%	4 9.5% 2.0%	70 24.9% 34.3%	27 17.9% 13.2%	45 26.9% 22.1%	56 32.9% 27.5%	54 20.8% 26.5%	107 23.1% 52.5%	40 45.5% 19.6%	52 46.0% 25.5%	43 17.3% 21.1%
Subnet - Mass	395 48.3% 100.0%	380 48.4% 96.2%	62 48.4% 15.7%	49 46.7% 12.4%	68 43.6% 17.2%	61 45.9% 15.4%	29 30.2% 7.3%	38 71.7% 9.6%	36 63.2% 9.1%	37 64.9% 9.4%	17 40.5% 4.3%	100 35.6% 25.3%	69 45.7% 17.5%	91 54.5% 23.0%	114 67.1% 28.9%	135 51.9% 34.2%	223 48.2% 56.5%	32 36.4% 8.1%	48 42.5% 12.2%	116 46.6% 29.4%
Black & Gold/Black & Mild	190 23.3% 100.0%	182 23.2% 95.8%	28 21.9% 14.7%	23 21.9% 12.1%	29 18.6% 15.3%	30 22.6% 15.8%	10 10.4% 5.3%	20 37.7% 10.5%	24 42.1% 12.6%	18 31.6% 9.5%	11 26.2% 5.8%	47 16.7% 24.7%	40 26.5% 21.1%	49 29.3% 25.8%	40 23.5% 21.1%	67 25.8% 35.3%	106 22.9% 55.8%	14 15.9% 7.4%	16 14.2% 8.4%	58 23.3% 30.5%
Hav-a-Tampa/Jewels	247 30.2% 100.0%	237 30.2% 96.0%	40 31.3% 16.2%	35 33.3% 14.2%	44 28.2% 17.8%	37 27.8% 15.0%	14 14.6% 5.7%	28 52.8% 11.3%	18 31.6% 7.3%	21 36.8% 8.5%	6 14.3% 2.4%	51 18.1% 20.6%	46 30.5% 18.6%	55 32.9% 22.3%	86 50.6% 34.8%	81 31.2% 32.8%	142 30.7% 57.5%	19 21.6% 7.7%	33 29.2% 13.4%	71 28.5% 28.7%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Premium (Q19A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	817 100.0% 100.0%	785 100.0% 96.1%	128 100.0% 15.7%	105 100.0% 12.9%	156 100.0% 19.1%	133 100.0% 16.3%	96 100.0% 11.8%	53 100.0% 6.5%	57 100.0% 7.0%	57 100.0% 7.0%	42 100.0% 5.1%	281 100.0% 34.4%	151 100.0% 18.5%	167 100.0% 20.4%	170 100.0% 20.8%	260 100.0% 31.8%	463 100.0% 56.7%	88 100.0% 10.8%	113 100.0% 13.8%	249 100.0% 30.5%
Phillies	205 25.1% 100.0%	200 25.5% 97.6%	35 27.3% 17.1%	29 27.6% 14.1%	29 18.6% 14.1%	28 21.1% 13.7%	13 13.5% 6.3%	32 60.4% 15.6%	17 29.8% 8.3%	17 29.8% 8.3%	7 16.7% 3.4%	48 17.1% 23.4%	34 22.5% 16.6%	44 26.3% 21.5%	71 41.8% 34.6%	68 26.2% 33.2%	120 25.9% 58.5%	15 17.0% 7.3%	26 23.0% 12.7%	58 23.3% 28.3%
Net - Other	679 83.1% 100.0%	653 83.2% 96.2%	116 90.6% 17.1%	97 92.4% 14.3%	139 89.1% 20.5%	106 79.7% 15.6%	79 82.3% 11.6%	44 83.0% 6.5%	39 68.4% 5.7%	33 57.9% 4.9%	30 71.4% 4.4%	225 80.1% 33.1%	125 82.8% 18.4%	140 83.8% 20.6%	153 90.0% 22.5%	214 82.3% 31.5%	376 81.2% 55.4%	85 96.6% 12.5%	108 95.6% 15.9%	187 75.1% 27.5%
Subnet - Premium	595 72.8% 100.0%	574 73.1% 96.5%	112 87.5% 18.8%	88 83.8% 14.8%	125 80.1% 21.0%	89 66.9% 15.0%	66 68.8% 11.1%	35 66.0% 5.9%	36 63.2% 6.1%	23 40.4% 3.9%	26 61.9% 4.4%	201 71.5% 33.8%	103 68.2% 17.3%	125 74.9% 21.0%	134 78.8% 22.5%	184 70.8% 30.9%	330 71.3% 55.5%	78 88.6% 13.1%	100 88.5% 16.8%	150 60.2% 25.2%
Ashton	132 16.2% 100.0%	129 16.4% 97.7%	39 30.5% 29.5%	25 23.8% 18.9%	27 17.3% 20.5%	12 9.0% 9.1%	7 7.3% 5.3%	4 7.5% 3.0%	8 14.0% 6.1%	7 12.3% 5.3%	4 9.5% 3.0%	49 17.4% 37.1%	24 15.9% 18.2%	31 18.6% 23.5%	23 13.5% 17.4%	25 9.6% 18.9%	81 17.5% 61.4%	25 28.4% 18.9%	39 34.5% 29.5%	24 9.6% 18.2%
Bahia	45 5.5% 100.0%	40 5.1% 88.9%	7 5.5% 15.6%	8 7.6% 17.8%	8 5.1% 17.8%	3 2.3% 6.7%	3 3.1% 6.7%	4 7.5% 8.9%	5 8.8% 11.1%	2 3.5% 4.4%	1 2.4% 2.2%	12 4.3% 26.7%	10 6.6% 22.2%	13 7.8% 28.9%	8 4.7% 17.8%	12 4.6% 26.7%	23 5.0% 51.1%	9 10.2% 20.0%	11 9.7% 24.4%	15 6.0% 33.3%
Davidoff	146 17.9% 100.0%	142 18.1% 97.3%	45 35.2% 30.8%	19 18.1% 13.0%	35 22.4% 24.0%	11 8.3% 7.5%	13 13.5% 8.9%	5 9.4% 3.4%	11 19.3% 7.5%	3 5.3% 2.1%	3 7.1% 2.1%	54 19.2% 37.0%	22 14.6% 15.1%	37 22.2% 25.3%	29 17.1% 19.9%	30 11.5% 20.5%	84 18.1% 57.5%	31 35.2% 21.2%	43 38.1% 29.5%	26 10.4% 17.8%
Don Tomas	216 26.4% 100.0%	208 26.5% 96.3%	55 43.0% 25.5%	44 41.9% 20.4%	44 28.2% 20.4%	20 15.0% 9.3%	18 18.8% 8.3%	8 15.1% 3.7%	14 24.6% 6.5%	5 8.8% 2.3%	9 21.4% 4.2%	73 26.0% 33.8%	45 29.8% 20.8%	39 23.4% 18.1%	49 28.8% 22.7%	57 21.9% 26.4%	122 26.3% 56.5%	36 40.9% 16.7%	54 47.8% 25.0%	40 16.1% 18.5%
Dunhill	284 34.8% 100.0%	274 34.9% 96.5%	62 48.4% 21.8%	38 36.2% 13.4%	59 37.8% 20.8%	42 31.6% 14.8%	29 30.2% 10.2%	18 34.0% 6.3%	14 24.6% 4.9%	12 21.1% 4.2%	13 31.0% 4.6%	89 31.7% 31.3%	49 32.5% 17.3%	64 38.3% 22.5%	66 38.8% 23.2%	82 31.5% 28.9%	159 34.3% 56.0%	40 45.5% 14.1%	55 48.7% 19.4%	65 26.1% 22.9%
Fuente/Arturo Fuente	256 31.3% 100.0%	250 31.8% 97.7%	71 55.5% 27.7%	44 41.9% 17.2%	64 41.0% 25.0%	30 22.6% 11.7%	18 18.8% 7.0%	7 13.2% 2.7%	12 21.1% 4.7%	4 7.0% 1.6%	8 19.0% 3.1%	100 35.6% 39.1%	43 28.5% 16.8%	54 32.3% 21.1%	49 28.8% 19.1%	62 23.8% 24.2%	140 30.2% 54.7%	53 60.2% 20.7%	63 55.8% 24.6%	36 14.5% 14.1%
Thompson	207 25.3% 100.0%	203 25.9% 98.1%	30 23.4% 14.5%	55 52.4% 26.6%	33 21.2% 15.9%	31 23.3% 15.0%	9 9.4% 4.3%	19 35.8% 9.2%	13 22.8% 6.3%	13 22.8% 6.3%	7 16.7% 3.4%	49 17.4% 23.7%	33 21.9% 15.9%	55 32.9% 26.6%	61 35.9% 29.5%	67 25.8% 32.4%	120 25.9% 58.0%	19 21.6% 9.2%	40 35.4% 19.3%	44 17.7% 21.3%
Subnet - Mass	36 4.4% 100.0%	34 4.3% 94.4%	2 1.6% 5.6%	9 8.6% 25.0%	5 3.2% 13.9%	1 0.8% 2.8%	1 1.0% 2.8%	6 11.3% 16.7%	6 10.5% 16.7%	4 7.0% 11.1%	2 4.8% 5.6%	5 1.8% 13.9%	10 6.6% 27.8%	8 4.8% 22.2%	10 5.9% 27.8%	11 4.2% 30.6%	19 4.1% 52.8%	4 4.5% 11.1%	4 3.5% 11.1%	12 4.8% 33.3%
Middleton	36 4.4% 100.0%	34 4.3% 94.4%	2 1.6% 5.6%	9 8.6% 25.0%	5 3.2% 13.9%	1 0.8% 2.8%	1 1.0% 2.8%	6 11.3% 16.7%	6 10.5% 16.7%	4 7.0% 11.1%	2 4.8% 5.6%	5 1.8% 13.9%	10 6.6% 27.8%	8 4.8% 22.2%	10 5.9% 27.8%	11 4.2% 30.6%	19 4.1% 52.8%	4 4.5% 11.1%	4 3.5% 11.1%	12 4.8% 33.3%
Other	362 44.3% 100.0%	348 44.3% 96.1%	63 49.2% 17.4%	64 61.0% 17.7%	60 38.5% 16.6%	55 41.4% 15.2%	41 42.7% 11.3%	28 52.8% 7.7%	18 31.6% 5.0%	19 33.3% 5.2%	16 38.1% 4.4%	112 39.9% 30.9%	66 43.7% 18.2%	78 46.7% 21.5%	86 50.6% 23.8%	107 41.2% 29.6%	197 42.5% 54.4%	56 63.6% 15.5%	68 60.2% 18.8%	97 39.0% 26.8%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Mass (Q19A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1077 100.0% 100.0%	1009 100.0% 93.7%	120 100.0% 11.1%	112 100.0% 10.4%	142 100.0% 13.2%	165 100.0% 15.3%	96 100.0% 8.9%	111 100.0% 10.3%	101 100.0% 9.4%	162 100.0% 15.0%	70 100.0% 6.5%	320 100.0% 29.7%	191 100.0% 17.7%	225 100.0% 20.9%	261 100.0% 24.2%	428 100.0% 39.7%	556 100.0% 51.6%	82 100.0% 7.6%	116 100.0% 10.8%	405 100.0% 37.6%
SuperNet - Both premium and mass brands	721 66.9% 100.0%	693 68.7% 96.1%	111 92.5% 15.4%	97 86.6% 13.5%	135 95.1% 18.7%	119 72.1% 16.5%	72 75.0% 10.0%	50 45.0% 6.9%	56 55.4% 7.8%	53 32.7% 7.4%	33 47.1% 4.6%	230 71.9% 31.9%	138 72.3% 19.1%	151 67.1% 20.9%	164 62.8% 22.7%	229 53.5% 31.8%	413 74.3% 57.3%	74 90.2% 10.3%	102 87.9% 14.1%	214 52.8% 29.7%
SuperNet - Premium brands only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Mass brands Only	356 33.1% 100.0%	316 31.3% 88.8%	9 7.5% 2.5%	15 13.4% 4.2%	7 4.9% 2.0%	46 27.9% 12.9%	24 25.0% 6.7%	61 55.0% 17.1%	45 44.6% 12.6%	109 67.3% 30.6%	37 52.9% 10.4%	90 28.1% 25.3%	53 27.7% 14.9%	74 32.9% 20.8%	97 37.2% 27.2%	199 46.5% 55.9%	143 25.7% 40.2%	8 9.8% 2.2%	14 12.1% 3.9%	191 47.2% 53.7%
SuperNet - Premium	721 66.9% 100.0%	693 68.7% 96.1%	111 92.5% 15.4%	97 86.6% 13.5%	135 95.1% 18.7%	119 72.1% 16.5%	72 75.0% 10.0%	50 45.0% 6.9%	56 55.4% 7.8%	53 32.7% 7.4%	33 47.1% 4.6%	230 71.9% 31.9%	138 72.3% 19.1%	151 67.1% 20.9%	164 62.8% 22.7%	229 53.5% 31.8%	413 74.3% 57.3%	74 90.2% 10.3%	102 87.9% 14.1%	214 52.8% 29.7%
SuperNet - Mass	1077 100.0% 100.0%	1009 100.0% 93.7%	120 100.0% 11.1%	112 100.0% 10.4%	142 100.0% 13.2%	165 100.0% 15.3%	96 100.0% 8.9%	111 100.0% 10.3%	101 100.0% 9.4%	162 100.0% 15.0%	70 100.0% 6.5%	320 100.0% 29.7%	191 100.0% 17.7%	225 100.0% 20.9%	261 100.0% 24.2%	428 100.0% 39.7%	556 100.0% 51.6%	82 100.0% 7.6%	116 100.0% 10.8%	405 100.0% 37.6%
Net - Consolidated Cigar Co.	916 85.1% 100.0%	862 85.4% 94.1%	113 94.2% 12.3%	105 93.8% 11.5%	135 95.1% 14.7%	148 89.7% 16.2%	73 76.0% 8.0%	92 82.9% 10.0%	79 78.2% 8.6%	117 72.2% 12.8%	42 60.0% 4.6%	245 76.6% 26.7%	172 90.1% 18.8%	207 92.0% 22.6%	242 92.7% 26.4%	330 77.1% 36.0%	501 90.1% 54.7%	78 95.1% 8.5%	108 93.1% 11.8%	313 77.3% 34.2%
Subnet - Premium	507 47.1% 100.0%	490 48.6% 96.6%	97 80.8% 19.1%	76 67.9% 15.0%	105 73.9% 20.7%	76 46.1% 15.0%	45 46.9% 8.9%	31 27.9% 6.1%	31 30.7% 6.1%	29 17.9% 5.7%	16 22.9% 3.2%	161 50.3% 31.8%	99 51.8% 19.5%	115 51.1% 22.7%	113 43.3% 22.3%	142 33.2% 28.0%	299 53.8% 59.0%	63 76.8% 12.4%	89 76.7% 17.6%	116 28.6% 22.9%
Don Diego	297 27.6% 100.0%	287 28.4% 96.6%	69 57.5% 23.2%	46 41.1% 15.5%	64 45.1% 21.5%	34 20.6% 11.4%	23 24.0% 7.7%	15 13.5% 5.1%	20 19.8% 6.7%	16 9.9% 5.4%	10 14.3% 3.4%	94 29.4% 31.6%	53 27.7% 17.8%	77 34.2% 25.9%	61 23.4% 20.5%	88 20.6% 29.6%	173 31.1% 58.2%	35 42.7% 11.8%	53 45.7% 17.8%	71 17.5% 23.9%
Montecristo	246 22.8% 100.0%	241 23.9% 98.0%	56 46.7% 22.8%	32 28.6% 13.0%	65 45.8% 26.4%	35 21.2% 14.2%	24 25.0% 9.8%	7 6.3% 2.8%	17 16.8% 6.9%	5 3.1% 2.0%	9 12.9% 3.7%	83 25.9% 33.7%	47 24.6% 19.1%	60 26.7% 24.4%	47 18.0% 19.1%	60 14.0% 24.4%	144 25.9% 58.5%	40 48.8% 16.3%	57 49.1% 23.2%	47 11.6% 19.1%
Royal Jamaica	141 13.1% 100.0%	137 13.6% 97.2%	40 33.3% 28.4%	25 22.3% 17.7%	24 16.9% 17.0%	16 9.7% 11.3%	7 7.3% 5.0%	10 9.0% 7.1%	10 9.9% 7.1%	5 3.1% 3.5%	2 2.9% 1.4%	40 12.5% 28.4%	25 13.1% 17.7%	37 16.4% 26.2%	37 14.2% 26.2%	32 7.5% 22.7%	76 13.7% 53.9%	31 37.8% 22.0%	38 32.8% 27.0%	26 6.4% 18.4%
Te-Amo	186 17.3% 100.0%	180 17.8% 96.8%	53 44.2% 28.5%	37 33.0% 19.9%	30 21.1% 16.1%	19 11.5% 10.2%	8 8.3% 4.3%	8 7.2% 4.3%	11 10.9% 5.9%	14 8.6% 7.5%	7 10.0% 3.8%	54 16.9% 29.0%	38 19.9% 20.4%	41 18.2% 22.0%	44 16.9% 23.7%	42 9.8% 22.6%	110 19.8% 59.1%	32 39.0% 17.2%	47 40.5% 25.3%	28 6.9% 15.1%
Upmann/H. Upmann	219 20.3% 100.0%	215 21.3% 98.2%	52 43.3% 23.7%	46 41.1% 21.0%	50 35.2% 22.8%	32 19.4% 14.6%	10 10.4% 4.6%	10 9.0% 4.6%	10 9.9% 4.6%	5 3.1% 2.3%	6 8.6% 2.7%	68 21.3% 31.1%	36 18.8% 16.4%	48 21.3% 21.9%	59 22.6% 26.9%	57 13.3% 26.0%	125 22.5% 57.1%	36 43.9% 16.4%	59 50.9% 26.9%	25 6.2% 11.4%
Subnet - Mass	820 76.1% 100.0%	771 76.4% 94.0%	99 82.5% 12.1%	91 81.3% 11.1%	112 78.9% 13.7%	136 82.4% 16.6%	60 62.5% 7.3%	90 81.1% 11.0%	72 71.3% 8.8%	111 68.5% 13.5%	39 55.7% 4.8%	189 59.1% 23.0%	152 79.6% 18.5%	195 86.7% 23.8%	237 90.8% 28.9%	304 71.0% 37.1%	444 79.9% 54.1%	66 80.5% 8.0%	93 80.2% 11.3%	289 71.4% 35.2%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Mass (Q19A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1077 100.0% 100.0%	1009 100.0% 93.7%	120 100.0% 11.1%	112 100.0% 10.4%	142 100.0% 13.2%	165 100.0% 15.3%	96 100.0% 8.9%	111 100.0% 10.3%	101 100.0% 9.4%	162 100.0% 15.0%	70 100.0% 6.5%	320 100.0% 29.7%	191 100.0% 17.7%	225 100.0% 20.9%	261 100.0% 24.2%	428 100.0% 39.7%	556 100.0% 51.6%	82 100.0% 7.6%	116 100.0% 10.8%	405 100.0% 37.6%
Antonio y Cleopatra	389 36.1% 100.0%	369 36.6% 94.9%	63 52.5% 16.2%	61 54.5% 15.7%	67 47.2% 17.2%	63 38.2% 16.2%	19 19.8% 4.9%	39 35.1% 10.0%	26 25.7% 6.7%	31 19.1% 8.0%	9 12.9% 2.3%	73 22.8% 18.8%	49 25.7% 12.6%	102 45.3% 26.2%	151 57.9% 38.8%	124 29.0% 31.9%	217 39.0% 55.8%	46 56.1% 11.8%	65 56.0% 16.7%	100 24.7% 25.7%
Backwoods	292 27.1% 100.0%	279 27.7% 95.5%	42 35.0% 14.4%	35 31.3% 12.0%	41 28.9% 14.0%	46 27.9% 15.8%	18 18.8% 6.2%	32 28.8% 11.0%	27 26.7% 9.2%	38 23.5% 13.0%	14 20.0% 4.8%	61 19.1% 20.9%	62 32.5% 21.2%	80 35.6% 27.4%	72 27.6% 24.7%	100 23.4% 34.2%	168 30.2% 57.5%	22 26.8% 7.5%	39 33.6% 13.4%	90 22.2% 30.8%
Dutch Masters	616 57.2% 100.0%	578 57.3% 93.8%	72 60.0% 11.7%	65 58.0% 10.6%	73 51.4% 11.9%	102 61.8% 16.6%	46 47.9% 7.5%	75 67.6% 12.2%	60 59.4% 9.7%	85 52.5% 13.8%	21 30.0% 3.4%	128 40.0% 20.8%	116 60.7% 18.8%	152 67.6% 24.7%	191 73.2% 31.0%	237 55.4% 38.5%	330 59.4% 53.6%	45 54.9% 7.3%	62 53.4% 10.1%	229 56.5% 37.2%
El Producto	433 40.2% 100.0%	414 41.0% 95.6%	54 45.0% 12.5%	53 47.3% 12.2%	62 43.7% 14.3%	72 43.6% 16.6%	24 25.0% 5.5%	56 50.5% 12.9%	38 37.6% 8.8%	55 34.0% 12.7%	16 22.9% 3.7%	76 23.8% 17.6%	73 38.2% 16.9%	108 48.0% 24.9%	155 59.4% 35.8%	154 36.0% 35.6%	235 42.3% 54.3%	39 47.6% 9.0%	51 44.0% 11.8%	145 35.8% 33.5%
Muriel	248 23.0% 100.0%	231 22.9% 93.1%	28 23.3% 11.3%	24 21.4% 9.7%	27 19.0% 10.9%	39 23.6% 15.7%	12 12.5% 4.8%	43 38.7% 17.3%	25 24.8% 10.1%	33 20.4% 13.3%	8 11.4% 3.2%	32 10.0% 12.9%	33 17.3% 13.3%	71 31.6% 28.6%	98 37.5% 39.5%	93 21.7% 37.5%	134 24.1% 54.0%	17 20.7% 6.9%	18 15.5% 7.3%	87 21.5% 35.1%
Net - General Cigar Holdings	895 83.1% 100.0%	847 83.9% 94.6%	117 97.5% 13.1%	101 90.2% 11.3%	134 94.4% 15.0%	146 88.5% 16.3%	76 79.2% 8.5%	84 75.7% 9.4%	80 79.2% 8.9%	109 67.3% 12.2%	47 67.1% 5.3%	254 79.4% 28.4%	159 83.2% 17.8%	199 88.4% 22.2%	228 87.4% 25.5%	326 76.2% 36.4%	485 87.2% 54.2%	77 93.9% 8.6%	112 96.6% 12.5%	306 75.6% 34.2%
Subnet-General Cigar Holdings - Premium	521 48.4% 100.0%	502 49.8% 96.4%	96 80.0% 18.4%	74 66.1% 14.2%	115 81.0% 22.1%	83 50.3% 15.9%	51 53.1% 9.8%	26 23.4% 5.0%	30 29.7% 5.8%	27 16.7% 5.2%	23 32.9% 4.4%	178 55.6% 34.2%	101 52.9% 19.4%	115 51.1% 22.1%	101 38.7% 19.4%	155 36.2% 29.8%	298 53.6% 57.2%	64 78.0% 12.3%	88 75.9% 16.9%	130 32.1% 25.0%
SubNet - General Cigar Co.	887 82.4% 100.0%	840 83.3% 94.7%	117 97.5% 13.2%	100 89.3% 11.3%	132 93.0% 14.9%	145 87.9% 16.3%	76 79.2% 8.6%	84 75.7% 9.5%	78 77.2% 8.8%	108 66.7% 12.2%	47 67.1% 5.3%	249 77.8% 28.1%	158 82.7% 17.8%	198 88.0% 22.3%	227 87.0% 25.6%	323 75.5% 36.4%	481 86.5% 54.2%	76 92.7% 8.6%	111 95.7% 12.5%	305 75.3% 34.4%
Sub-Subnet - Premium	497 46.1% 100.0%	479 47.5% 96.4%	93 77.5% 18.7%	70 62.5% 14.1%	112 78.9% 22.5%	77 46.7% 15.5%	50 52.1% 10.1%	24 21.6% 4.8%	27 26.7% 5.4%	26 16.0% 5.2%	23 32.9% 4.6%	169 52.8% 34.0%	95 49.7% 19.1%	111 49.3% 22.3%	96 36.8% 19.3%	147 34.3% 29.6%	285 51.3% 57.3%	62 75.6% 12.5%	87 75.0% 17.5%	126 31.1% 25.4%
Cohiba	227 21.1% 100.0%	217 21.5% 95.6%	57 47.5% 25.1%	33 29.5% 14.5%	55 38.7% 24.2%	22 13.3% 9.7%	22 22.9% 9.7%	7 6.3% 3.1%	9 8.9% 4.0%	12 7.4% 5.3%	9 12.9% 4.0%	76 23.8% 33.5%	42 22.0% 18.5%	57 25.3% 25.1%	42 16.1% 18.5%	60 14.0% 26.4%	131 23.6% 57.7%	35 42.7% 15.4%	54 46.6% 23.8%	50 12.3% 22.0%
Cifuentes	79 7.3% 100.0%	77 7.6% 97.5%	12 10.0% 15.2%	14 12.5% 17.7%	23 16.2% 29.1%	11 6.7% 13.9%	3 3.1% 3.8%	4 3.6% 5.1%	6 5.9% 7.6%	4 2.5% 5.1%	3 4.3% 3.8%	19 5.9% 24.1%	15 7.9% 19.0%	18 8.0% 22.8%	23 8.8% 29.1%	19 4.4% 24.1%	47 8.5% 59.5%	12 14.6% 15.2%	18 15.5% 22.8%	15 3.7% 19.0%
Macanudo	399 37.0% 100.0%	384 38.1% 96.2%	76 63.3% 19.0%	58 51.8% 14.5%	95 66.9% 23.8%	62 37.6% 15.5%	33 34.4% 8.3%	21 18.9% 5.3%	21 20.8% 5.3%	18 11.1% 4.5%	14 20.0% 3.5%	132 41.3% 33.1%	75 39.3% 18.8%	93 41.3% 23.3%	82 31.4% 20.6%	118 27.6% 29.6%	231 41.5% 57.9%	49 59.8% 12.3%	79 68.1% 19.8%	90 22.2% 22.6%
Macanudo Vintage	108 10.0% 100.0%	104 10.3% 96.3%	30 25.0% 27.8%	12 10.7% 11.1%	26 18.3% 24.1%	12 7.3% 11.1%	9 9.4% 8.3%	2 1.8% 1.9%	7 6.9% 6.5%	6 3.7% 5.6%	4 5.7% 3.7%	36 11.3% 33.3%	24 12.6% 22.2%	22 9.8% 20.4%	22 8.4% 20.4%	27 6.3% 25.0%	64 11.5% 59.3%	15 18.3% 13.9%	25 21.6% 23.1%	27 6.7% 25.0%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Mass (Q19A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1077 100.0% 100.0%	1009 100.0% 93.7%	120 100.0% 11.1%	112 100.0% 10.4%	142 100.0% 13.2%	165 100.0% 15.3%	96 100.0% 8.9%	111 100.0% 10.3%	101 100.0% 9.4%	162 100.0% 15.0%	70 100.0% 6.5%	320 100.0% 29.7%	191 100.0% 17.7%	225 100.0% 20.9%	261 100.0% 24.2%	428 100.0% 39.7%	556 100.0% 51.6%	82 100.0% 7.6%	116 100.0% 10.8%	405 100.0% 37.6%
Partagas	225 20.9% 100.0%	221 21.9% 98.2%	60 50.0% 26.7%	42 37.5% 18.7%	54 38.0% 24.0%	24 14.5% 10.7%	15 15.6% 6.7%	9 8.1% 4.0%	11 10.9% 4.9%	6 3.7% 2.7%	7 10.0% 3.1%	62 19.4% 27.6%	44 23.0% 19.6%	52 23.1% 23.1%	60 23.0% 26.7%	44 10.3% 19.6%	139 25.0% 61.8%	42 51.2% 18.7%	63 54.3% 28.0%	36 8.9% 16.0%
Partagas Limited Reserve	65 6.0% 100.0%	62 6.1% 95.4%	19 15.8% 29.2%	12 10.7% 18.5%	10 7.0% 15.4%	6 3.6% 9.2%	5 5.2% 7.7%	2 1.8% 3.1%	5 5.0% 7.7%	3 1.9% 4.6%	3 4.3% 4.6%	16 5.0% 24.6%	11 5.8% 16.9%	22 9.8% 33.8%	12 4.6% 18.5%	9 2.1% 13.8%	34 6.1% 52.3%	21 25.6% 32.3%	21 18.1% 32.3%	14 3.5% 21.5%
Sub-Subnet - Mass	707 65.6% 100.0%	664 65.8% 93.9%	83 69.2% 11.7%	69 61.6% 9.8%	92 64.8% 13.0%	122 73.9% 17.3%	51 53.1% 7.2%	77 69.4% 10.9%	69 68.3% 9.8%	101 62.3% 14.3%	35 50.0% 5.0%	164 51.3% 23.2%	122 63.9% 17.3%	175 77.8% 24.8%	203 77.8% 28.7%	274 64.0% 38.8%	373 67.1% 52.8%	53 64.6% 7.5%	74 63.8% 10.5%	262 64.7% 37.1%
Garcia y Vega/Whiffs	367 34.1% 100.0%	346 34.3% 94.3%	52 43.3% 14.2%	42 37.5% 11.4%	58 40.8% 15.8%	74 44.8% 20.2%	25 26.0% 6.8%	35 31.5% 9.5%	24 23.8% 6.5%	36 22.2% 9.8%	13 18.6% 3.5%	92 28.8% 25.1%	65 34.0% 17.7%	98 43.6% 26.7%	98 37.5% 26.7%	129 30.1% 35.1%	204 36.7% 55.6%	29 35.4% 7.9%	47 40.5% 12.8%	114 28.1% 31.1%
Tiparillo	354 32.9% 100.0%	338 33.5% 95.5%	34 28.3% 9.6%	33 29.5% 9.3%	43 30.3% 12.1%	60 36.4% 16.9%	24 25.0% 6.8%	46 41.4% 13.0%	44 43.6% 12.4%	54 33.3% 15.3%	14 20.0% 4.0%	62 19.4% 17.5%	64 33.5% 18.1%	103 45.8% 29.1%	106 40.6% 29.9%	153 35.7% 43.2%	174 31.3% 49.2%	23 28.0% 6.5%	24 20.7% 6.8%	135 33.3% 38.1%
White Owl	459 42.6% 100.0%	432 42.8% 94.1%	48 40.0% 10.5%	40 35.7% 8.7%	50 35.2% 10.9%	76 46.1% 16.6%	30 31.3% 6.5%	66 59.5% 14.4%	53 52.5% 11.5%	69 42.6% 15.0%	21 30.0% 4.6%	77 24.1% 16.8%	74 38.7% 16.1%	121 53.8% 26.4%	158 60.5% 34.4%	172 40.2% 37.5%	247 44.4% 53.8%	34 41.5% 7.4%	44 37.9% 9.6%	177 43.7% 38.6%
William Penn	208 19.3% 100.0%	193 19.1% 92.8%	26 21.7% 12.5%	25 22.3% 12.0%	17 12.0% 8.2%	36 21.8% 17.3%	9 9.4% 4.3%	34 30.6% 16.3%	26 25.7% 12.5%	20 12.3% 9.6%	6 8.6% 2.9%	26 8.1% 12.5%	32 16.8% 15.4%	53 23.6% 25.5%	86 33.0% 41.3%	68 15.9% 32.7%	113 20.3% 54.3%	22 26.8% 10.6%	20 17.2% 9.6%	68 16.8% 32.7%
SubNet - Villazon	271 25.2% 100.0%	263 26.1% 97.0%	68 56.7% 25.1%	49 43.8% 18.1%	55 38.7% 20.3%	33 20.0% 12.2%	18 18.8% 6.6%	14 12.6% 5.2%	16 15.8% 5.9%	10 6.2% 3.7%	9 12.9% 3.3%	92 28.8% 33.9%	47 24.6% 17.3%	59 26.2% 21.8%	63 24.1% 23.2%	67 15.7% 24.7%	152 27.3% 56.1%	49 59.8% 18.1%	72 62.1% 26.6%	42 10.4% 15.5%
Hoyo de Monterrey	158 14.7% 100.0%	156 15.5% 98.7%	47 39.2% 29.7%	40 35.7% 25.3%	27 19.0% 17.1%	18 10.9% 11.4%	6 6.3% 3.8%	8 7.2% 5.1%	8 7.9% 5.1%	2 1.2% 1.3%	5 7.1% 3.2%	45 14.1% 28.5%	24 12.6% 15.2%	39 17.3% 24.7%	45 17.2% 28.5%	36 8.4% 22.8%	86 15.5% 54.4%	36 43.9% 22.8%	55 47.4% 34.8%	21 5.2% 13.3%
Hoyo de Monterrey Excalibur	92 8.5% 100.0%	89 8.8% 96.7%	33 27.5% 35.9%	18 16.1% 19.6%	10 7.0% 10.9%	6 3.6% 6.5%	6 6.3% 6.5%	6 5.4% 6.5%	8 7.9% 8.7%	2 1.2% 2.2%	3 4.3% 3.3%	26 8.1% 28.3%	22 11.5% 23.9%	21 9.3% 22.8%	19 7.3% 20.7%	17 4.0% 18.5%	52 9.4% 56.5%	21 25.6% 22.8%	38 32.8% 41.3%	12 3.0% 13.0%
Punch	209 19.4% 100.0%	204 20.2% 97.6%	57 47.5% 27.3%	38 33.9% 18.2%	47 33.1% 22.5%	23 13.9% 11.0%	10 10.4% 4.8%	9 8.1% 4.3%	12 11.9% 5.7%	8 4.9% 3.8%	8 11.4% 3.8%	77 24.1% 36.8%	31 16.2% 14.8%	43 19.1% 20.6%	49 18.8% 23.4%	52 12.1% 24.9%	117 21.0% 56.0%	39 47.6% 18.7%	57 49.1% 27.3%	26 6.4% 12.4%
Punch Grand Cru	51 4.7% 100.0%	48 4.8% 94.1%	18 15.0% 35.3%	7 6.3% 13.7%	5 3.5% 9.8%	3 1.8% 5.9%	3 3.1% 5.9%	2 1.8% 3.9%	6 5.9% 11.8%	4 2.5% 7.8%	2 2.9% 3.9%	14 4.4% 27.5%	13 6.8% 25.5%	13 5.8% 25.5%	9 3.4% 17.6%	9 2.1% 17.6%	28 5.0% 54.9%	12 14.6% 23.5%	18 15.5% 35.3%	12 3.0% 23.5%
Net - Swisher International	876 81.3% 100.0%	819 81.2% 93.5%	101 84.2% 11.5%	89 79.5% 10.2%	115 81.0% 13.1%	135 81.8% 15.4%	79 82.3% 9.0%	92 82.9% 10.5%	81 80.2% 9.2%	127 78.4% 14.5%	51 72.9% 5.8%	247 77.2% 28.2%	165 86.4% 18.8%	186 82.7% 21.2%	217 83.1% 24.8%	352 82.2% 40.2%	448 80.6% 51.1%	66 80.5% 7.5%	94 81.0% 10.7%	322 79.5% 36.8%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Mass (Q19A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1077	1009	120	112	142	165	96	111	101	162	70	320	191	225	261	428	556	82	116	405
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.7%	11.1%	10.4%	13.2%	15.3%	8.9%	10.3%	9.4%	15.0%	6.5%	29.7%	17.7%	20.9%	24.2%	39.7%	51.6%	7.6%	10.8%	37.6%
Bering	207	200	55	45	34	26	6	16	10	8	7	55	31	39	72	49	123	32	59	32
	19.2%	19.8%	45.8%	40.2%	23.9%	15.8%	6.3%	14.4%	9.9%	4.9%	10.0%	17.2%	16.2%	17.3%	27.6%	11.4%	22.1%	39.0%	50.9%	7.9%
	100.0%	96.6%	26.6%	21.7%	16.4%	12.6%	2.9%	7.7%	4.8%	3.9%	3.4%	26.6%	15.0%	18.8%	34.8%	23.7%	59.4%	15.5%	28.5%	15.5%
King Edward	466	436	46	45	44	79	36	67	47	72	21	93	98	106	141	185	248	30	40	175
	43.3%	43.2%	38.3%	40.2%	31.0%	47.9%	37.5%	60.4%	46.5%	44.4%	30.0%	29.1%	51.3%	47.1%	54.0%	43.2%	44.6%	36.6%	34.5%	43.2%
	100.0%	93.6%	9.9%	9.7%	9.4%	17.0%	7.7%	14.4%	10.1%	15.5%	4.5%	20.0%	21.0%	22.7%	30.3%	39.7%	53.2%	6.4%	8.6%	37.6%
La Prima Dora	61	60	10	9	9	7	7	6	9	3	5	14	16	16	10	18	33	9	7	18
	5.7%	5.9%	8.3%	8.0%	6.3%	4.2%	7.3%	5.4%	8.9%	1.9%	7.1%	4.4%	8.4%	7.1%	3.8%	4.2%	5.9%	11.0%	6.0%	4.4%
	100.0%	98.4%	16.4%	14.8%	14.8%	11.5%	11.5%	9.8%	14.8%	4.9%	8.2%	23.0%	26.2%	26.2%	16.4%	29.5%	54.1%	14.8%	11.5%	29.5%
Swisher Sweets	684	632	65	49	90	112	63	74	74	105	40	194	132	156	153	300	330	45	51	277
	63.5%	62.6%	54.2%	43.8%	63.4%	67.9%	65.6%	66.7%	73.3%	64.8%	57.1%	60.6%	69.1%	69.3%	58.6%	70.1%	59.4%	54.9%	44.0%	68.4%
	100.0%	92.4%	9.5%	7.2%	13.2%	16.4%	9.2%	10.8%	10.8%	15.4%	5.8%	28.4%	19.3%	22.8%	22.4%	43.9%	48.2%	6.6%	7.5%	40.5%
Net - JR Tobacco Brands	119	113	28	26	12	17	7	10	7	6	3	33	22	24	36	28	74	16	30	21
	11.0%	11.2%	23.3%	23.2%	8.5%	10.3%	7.3%	9.0%	6.9%	3.7%	4.3%	10.3%	11.5%	10.7%	13.8%	6.5%	13.3%	19.5%	25.9%	5.2%
	100.0%	95.0%	23.5%	21.8%	10.1%	14.3%	5.9%	8.4%	5.9%	5.0%	2.5%	27.7%	18.5%	20.2%	30.3%	23.5%	62.2%	13.4%	25.2%	17.6%
El Rey Del Mundo	85	79	20	18	8	12	4	5	7	5	3	20	17	18	26	19	52	13	22	16
	7.9%	7.8%	16.7%	16.1%	5.6%	7.3%	4.2%	4.5%	6.9%	3.1%	4.3%	6.3%	8.9%	8.0%	10.0%	4.4%	9.4%	15.9%	19.0%	4.0%
	100.0%	92.9%	23.5%	21.2%	9.4%	14.1%	4.7%	5.9%	8.2%	5.9%	3.5%	23.5%	20.0%	21.2%	30.6%	22.4%	61.2%	15.3%	25.9%	18.8%
J.R. Ultimates	62	61	13	18	5	6	3	9	5	2	1	20	10	14	17	15	39	8	22	11
	5.8%	6.0%	10.8%	16.1%	3.5%	3.6%	3.1%	8.1%	5.0%	1.2%	1.4%	6.3%	5.2%	6.2%	6.5%	3.5%	7.0%	9.8%	19.0%	2.7%
	100.0%	98.4%	21.0%	29.0%	8.1%	9.7%	4.8%	14.5%	8.1%	3.2%	1.6%	32.3%	16.1%	22.6%	27.4%	24.2%	62.9%	12.9%	35.5%	17.7%
Net - Tabacalera	679	641	90	80	91	97	50	75	67	91	40	184	104	158	186	264	350	57	81	239
	63.0%	63.5%	75.0%	71.4%	64.1%	58.8%	52.1%	67.6%	66.3%	56.2%	57.1%	57.5%	54.5%	70.2%	71.3%	61.7%	62.9%	69.5%	69.8%	59.0%
	100.0%	94.4%	13.3%	11.8%	13.4%	14.3%	7.4%	11.0%	9.9%	13.4%	5.9%	27.1%	15.3%	23.3%	27.4%	38.9%	51.5%	8.4%	11.9%	35.2%
Subnet - Premium	189	180	50	33	37	22	13	10	8	7	4	61	27	42	53	52	99	35	48	39
	17.5%	17.8%	41.7%	29.5%	26.1%	13.3%	13.5%	9.0%	7.9%	4.3%	5.7%	19.1%	14.1%	18.7%	20.3%	12.1%	17.8%	42.7%	41.4%	9.6%
	100.0%	95.2%	26.5%	17.5%	19.6%	11.6%	6.9%	5.3%	4.2%	3.7%	2.1%	32.3%	14.3%	22.2%	28.0%	27.5%	52.4%	18.5%	25.4%	20.6%
Romeo y Julieta	189	180	50	33	37	22	13	10	8	7	4	61	27	42	53	52	99	35	48	39
	17.5%	17.8%	41.7%	29.5%	26.1%	13.3%	13.5%	9.0%	7.9%	4.3%	5.7%	19.1%	14.1%	18.7%	20.3%	12.1%	17.8%	42.7%	41.4%	9.6%
	100.0%	95.2%	26.5%	17.5%	19.6%	11.6%	6.9%	5.3%	4.2%	3.7%	2.1%	32.3%	14.3%	22.2%	28.0%	27.5%	52.4%	18.5%	25.4%	20.6%
Subnet - Mass	589	554	66	58	72	87	41	74	65	91	37	146	91	139	169	241	304	36	54	221
	54.7%	54.9%	55.0%	51.8%	50.7%	52.7%	42.7%	66.7%	64.4%	56.2%	52.9%	45.6%	47.6%	61.8%	64.8%	56.3%	54.7%	43.9%	46.6%	54.6%
	100.0%	94.1%	11.2%	9.8%	12.2%	14.8%	7.0%	12.6%	11.0%	15.4%	6.3%	24.8%	15.4%	23.6%	28.7%	40.9%	51.6%	6.1%	9.2%	37.5%
Black & Gold/Black & Mild	284	267	30	30	29	40	14	42	36	46	21	71	52	75	60	122	142	15	22	100
	26.4%	26.5%	25.0%	26.8%	20.4%	24.2%	14.6%	37.8%	35.6%	28.4%	30.0%	22.2%	27.2%	33.3%	23.0%	28.5%	25.5%	18.3%	19.0%	24.7%
	100.0%	94.0%	10.6%	10.6%	10.2%	14.1%	4.9%	14.8%	12.7%	16.2%	7.4%	25.0%	18.3%	26.4%	21.1%	43.0%	50.0%	5.3%	7.7%	35.2%
Hav-a-Tampa/Jewels	356	336	43	39	48	54	21	48	34	49	12	74	57	83	125	139	190	22	37	133
	33.1%	33.3%	35.8%	34.8%	33.8%	32.7%	21.9%	43.2%	33.7%	30.2%	17.1%	23.1%	29.8%	36.9%	47.9%	32.5%	34.2%	26.8%	31.9%	32.8%
	100.0%	94.4%	12.1%	11.0%	13.5%	15.2%	5.9%	13.5%	9.6%	13.8%	3.4%	20.8%	16.0%	23.3%	35.1%	39.0%	53.4%	6.2%	10.4%	37.4%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Mass (Q19A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1077 100.0% 100.0%	1009 100.0% 93.7%	120 100.0% 11.1%	112 100.0% 10.4%	142 100.0% 13.2%	165 100.0% 15.3%	96 100.0% 8.9%	111 100.0% 10.3%	101 100.0% 9.4%	162 100.0% 15.0%	70 100.0% 6.5%	320 100.0% 29.7%	191 100.0% 17.7%	225 100.0% 20.9%	261 100.0% 24.2%	428 100.0% 39.7%	556 100.0% 51.6%	82 100.0% 7.6%	116 100.0% 10.8%	405 100.0% 37.6%
Phillies	284 26.4% 100.0%	271 26.9% 95.4%	36 30.0% 12.7%	34 30.4% 12.0%	29 20.4% 10.2%	40 24.2% 14.1%	17 17.7% 6.0%	47 42.3% 16.5%	33 32.7% 11.6%	35 21.6% 12.3%	16 22.9% 5.6%	63 19.7% 22.2%	46 24.1% 16.2%	59 26.2% 20.8%	98 37.5% 34.5%	110 25.7% 38.7%	154 27.7% 54.2%	16 19.5% 5.6%	29 25.0% 10.2%	98 24.2% 34.5%
Net - Other	702 65.2% 100.0%	668 66.2% 95.2%	104 86.7% 14.8%	95 84.8% 13.5%	125 88.0% 17.8%	115 69.7% 16.4%	66 68.8% 9.4%	63 56.8% 9.0%	50 49.5% 7.1%	50 30.9% 7.1%	27 38.6% 3.8%	206 64.4% 29.3%	130 68.1% 18.5%	154 68.4% 21.9%	179 68.6% 25.5%	243 56.8% 34.6%	379 68.2% 54.0%	77 93.9% 11.0%	100 86.2% 14.2%	218 53.8% 31.1%
Subnet - Premium	530 49.2% 100.0%	512 50.7% 96.6%	97 80.8% 18.3%	83 74.1% 15.7%	109 76.8% 20.6%	80 48.5% 15.1%	52 54.2% 9.8%	34 30.6% 6.4%	36 35.6% 6.8%	21 13.0% 4.0%	20 28.6% 3.8%	163 50.9% 30.8%	99 51.8% 18.7%	112 49.8% 21.1%	131 50.2% 24.7%	166 38.8% 31.3%	296 53.2% 55.8%	66 80.5% 12.5%	91 78.4% 17.2%	133 32.8% 25.1%
Ashton	113 10.5% 100.0%	110 10.9% 97.3%	32 26.7% 28.3%	23 20.5% 20.4%	23 16.2% 20.4%	10 6.1% 8.8%	4 4.2% 3.5%	4 3.6% 3.5%	8 7.9% 7.1%	6 3.7% 5.3%	2 2.9% 1.8%	38 11.9% 33.6%	24 12.6% 21.2%	26 11.6% 23.0%	22 8.4% 19.5%	23 5.4% 20.4%	67 12.1% 59.3%	22 26.8% 19.5%	37 31.9% 32.7%	17 4.2% 15.0%
Bahia	38 3.5% 100.0%	34 3.4% 89.5%	6 5.0% 15.8%	7 6.3% 18.4%	6 4.2% 15.8%	3 1.8% 7.9%	1 1.0% 2.6%	4 3.6% 10.5%	5 5.0% 13.2%	2 1.2% 5.3%	1 1.4% 2.6%	7 2.2% 18.4%	9 4.7% 23.7%	12 5.3% 31.6%	8 3.1% 21.1%	9 2.1% 23.7%	20 3.6% 52.6%	8 9.8% 21.1%	11 9.5% 28.9%	13 3.2% 34.2%
Davidoff	127 11.8% 100.0%	123 12.2% 96.9%	38 31.7% 29.9%	18 16.1% 14.2%	29 20.4% 22.8%	8 4.8% 6.3%	11 11.5% 8.7%	5 4.5% 3.9%	11 10.9% 8.7%	3 1.9% 2.4%	3 4.3% 2.4%	44 13.8% 34.6%	22 11.5% 17.3%	30 13.3% 23.6%	27 10.3% 21.3%	27 6.3% 21.3%	73 13.1% 57.5%	26 31.7% 20.5%	38 32.8% 29.9%	24 5.9% 18.9%
Don Tomas	197 18.3% 100.0%	190 18.8% 96.4%	50 41.7% 25.4%	41 36.6% 20.8%	41 28.9% 20.8%	17 10.3% 8.6%	14 14.6% 7.1%	8 7.2% 4.1%	14 13.9% 7.1%	5 3.1% 2.5%	6 8.6% 3.0%	61 19.1% 31.0%	44 23.0% 22.3%	37 16.4% 18.8%	48 18.4% 24.4%	50 11.7% 25.4%	115 20.7% 58.4%	31 37.8% 15.7%	53 45.7% 26.9%	36 8.9% 18.3%
Dunhill	253 23.5% 100.0%	243 24.1% 96.0%	52 43.3% 20.6%	34 30.4% 13.4%	49 34.5% 19.4%	40 24.2% 15.8%	24 25.0% 9.5%	18 16.2% 7.1%	14 13.9% 5.5%	12 7.4% 4.7%	9 12.9% 3.6%	75 23.4% 29.6%	48 25.1% 19.0%	56 24.9% 22.1%	63 24.1% 24.9%	75 17.5% 29.6%	142 25.5% 56.1%	34 41.5% 13.4%	49 42.2% 19.4%	60 14.8% 23.7%
Fuente/Arturo Fuente	224 20.8% 100.0%	219 21.7% 97.8%	62 51.7% 27.7%	42 37.5% 18.8%	54 38.0% 24.1%	24 14.5% 10.7%	15 15.6% 6.7%	6 5.4% 2.7%	12 11.9% 5.4%	4 2.5% 1.8%	6 8.6% 2.7%	79 24.7% 35.3%	41 21.5% 18.3%	47 20.9% 21.0%	49 18.8% 21.9%	55 12.9% 24.6%	124 22.3% 55.4%	44 53.7% 19.6%	56 48.3% 25.0%	33 8.1% 14.7%
Thompson	200 18.6% 100.0%	196 19.4% 98.0%	28 23.3% 14.0%	53 47.3% 26.5%	32 22.5% 16.0%	31 18.8% 15.5%	8 8.3% 4.0%	19 17.1% 9.5%	13 12.9% 6.5%	12 7.4% 6.0%	6 8.6% 3.0%	44 13.8% 22.0%	33 17.3% 16.5%	54 24.0% 27.0%	61 23.4% 30.5%	66 15.4% 33.0%	117 21.0% 58.5%	16 19.5% 8.0%	39 33.6% 19.5%	42 10.4% 21.0%
Subnet - Mass	56 5.2% 100.0%	51 5.1% 91.1%	2 1.7% 3.6%	10 8.9% 17.9%	5 3.5% 8.9%	3 1.8% 5.4%	2 2.1% 3.6%	12 10.8% 21.4%	7 6.9% 12.5%	10 6.2% 17.9%	4 5.7% 7.1%	10 3.1% 17.9%	13 6.8% 23.2%	13 5.8% 23.2%	15 5.7% 26.8%	22 5.1% 39.3%	28 5.0% 50.0%	4 4.9% 7.1%	4 3.4% 7.1%	21 5.2% 37.5%
Middleton	56 5.2% 100.0%	51 5.1% 91.1%	2 1.7% 3.6%	10 8.9% 17.9%	5 3.5% 8.9%	3 1.8% 5.4%	2 2.1% 3.6%	12 10.8% 21.4%	7 6.9% 12.5%	10 6.2% 17.9%	4 5.7% 7.1%	10 3.1% 17.9%	13 6.8% 23.2%	13 5.8% 23.2%	15 5.7% 26.8%	22 5.1% 39.3%	28 5.0% 50.0%	4 4.9% 7.1%	4 3.4% 7.1%	21 5.2% 37.5%
Other	411 38.2% 100.0%	390 38.7% 94.9%	60 50.0% 14.6%	62 55.4% 15.1%	58 40.8% 14.1%	67 40.6% 16.3%	38 39.6% 9.2%	44 39.6% 10.7%	29 28.7% 7.1%	32 19.8% 7.8%	15 21.4% 3.6%	114 35.6% 27.7%	70 36.6% 17.0%	99 44.0% 24.1%	109 41.8% 26.5%	141 32.9% 34.3%	217 39.0% 52.8%	52 63.4% 12.7%	65 56.0% 15.8%	134 33.1% 32.6%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
SuperNet - Both premium and mass brands	140	133	33 26.6	23 23.2	24 19.4	19 13.3	12	6 6.6	9	7	8	40	26	28	36	43	82	14	18	33
	11.4%	11.6%	23.7%	18.5%	14.3%	10.1%	8.8%	5.2%	8.6%	4.1%	8.7%	10.3%	11.9%	11.3%	13.3%	9.1%	12.9%	14.1%	13.8%	7.1%
	100.0%	95.0%	23.6%	16.4%	17.1%	13.6%	8.6%	4.3%	6.4%	5.0%	5.7%	28.6%	18.6%	20.0%	25.7%	30.7%	58.6%	10.0%	12.9%	23.6%
SuperNet - Premium brands only	316	310	72 58.1	46 46.5	82 66.1	50 35	33	4 4.4	11	12	17	132	55	59	51	86	180	47	63	60
	25.7%	27.0%	51.8%	37.1%	48.8%	26.6%	24.3%	3.4%	10.5%	7.0%	18.5%	34.0%	25.2%	23.9%	18.8%	18.1%	28.2%	47.5%	48.5%	12.8%
	100.0%	98.1%	22.8%	14.6%	25.9%	15.8%	10.4%	1.3%	3.5%	3.8%	5.4%	41.8%	17.4%	18.7%	16.1%	27.2%	57.0%	14.9%	19.9%	19.0%
SuperNet - Mass brands Only	443	409	19 15.3	30 30.3	18 14.5	74 51.7	23	8 1.91	60	104	35	107	78	92	126	218	212	9	24	203
	36.0%	35.6%	13.7%	24.2%	10.7%	39.4%	16.9%	69.8%	57.1%	60.5%	38.0%	27.6%	35.8%	37.2%	46.5%	46.0%	33.2%	9.1%	18.5%	43.4%
	100.0%	92.3%	4.3%	6.8%	4.1%	16.7%	5.2%	18.3%	13.5%	23.5%	7.9%	24.2%	17.6%	20.8%	28.4%	49.2%	47.9%	2.0%	5.4%	45.8%
SuperNet - Premium	456	443	105	69	106	69	45	10	20	19	25	172	81	87	87	129	262	61	81	93
	37.1%	38.6%	75.5%	55.6%	63.1%	36.7%	33.1%	8.6%	19.0%	11.0%	27.2%	44.3%	37.2%	35.2%	32.1%	27.2%	41.1%	61.6%	62.3%	19.9%
	100.0%	97.1%	23.0%	15.1%	23.2%	15.1%	9.9%	2.2%	4.4%	4.2%	5.5%	37.7%	17.8%	19.1%	19.1%	28.3%	57.5%	13.4%	17.8%	20.4%
SuperNet - Mass	583	542	52	53	42	93	35	87	69	111	43	147	104	120	162	261	294	23	42	236
	47.4%	47.2%	37.4%	42.7%	25.0%	49.5%	25.7%	75.0%	65.7%	64.5%	46.7%	37.9%	47.7%	48.6%	59.8%	55.1%	46.1%	23.2%	32.3%	50.4%
	100.0%	93.0%	8.9%	9.1%	7.2%	16.0%	6.0%	14.9%	11.8%	19.0%	7.4%	25.2%	17.8%	20.6%	27.8%	44.8%	50.4%	3.9%	7.2%	40.5%
Net - Consolidated Cigar Co.	401	383	71	54	64	65	17	39	32	41	20	101	68	87	118	125	234	37	54	100
	32.6%	33.4%	51.1%	43.5%	38.1%	34.6%	12.5%	33.6%	30.5%	23.8%	21.7%	26.0%	31.2%	35.2%	43.5%	26.4%	36.7%	37.4%	41.5%	21.4%
	100.0%	95.5%	17.7%	13.5%	16.0%	16.2%	4.2%	9.7%	8.0%	10.2%	5.0%	25.2%	17.0%	21.7%	29.4%	31.2%	58.4%	9.2%	13.5%	24.9%
Subnet - Premium	183	176	57	29	46	27	6	3	6	2	6	64	36	38	37	39	108	33	39	21
	14.9%	15.3%	41.0%	23.4%	27.4%	14.4%	4.4%	2.6%	5.7%	1.2%	6.5%	16.5%	16.5%	15.4%	13.7%	8.2%	16.9%	33.3%	30.0%	4.5%
	100.0%	96.2%	31.1%	15.8%	25.1%	14.8%	3.3%	1.6%	3.3%	1.1%	3.3%	35.0%	19.7%	20.8%	20.2%	21.3%	59.0%	18.0%	21.3%	11.5%
Don Diego	42	40	13	9	9	5	1	1	1	1	4	10	14	6	8	10	26	5	6	8
	3.4%	3.5%	9.4%	7.3%	5.4%	2.7%	0.7%	0.9%	1.0%	0.6%	4.3%	2.6%	6.4%	2.4%	3.0%	2.1%	4.1%	5.1%	4.6%	1.7%
	100.0%	95.2%	31.0%	21.4%	21.4%	11.9%	2.4%	2.4%	2.4%	2.4%	9.5%	23.8%	33.3%	14.3%	19.0%	23.8%	61.9%	11.9%	14.3%	19.0%
Montecristo	50	50	19	5	17	5	1	0	3	0	1	26	7	8	8	11	26	13	14	4
	4.1%	4.4%	13.7%	4.0%	10.1%	2.7%	0.7%	0.0%	2.9%	0.0%	1.1%	6.7%	3.2%	3.2%	3.0%	2.3%	4.1%	13.1%	10.8%	0.9%
	100.0%	100.0%	38.0%	10.0%	34.0%	10.0%	2.0%	0.0%	6.0%	0.0%	2.0%	52.0%	14.0%	16.0%	16.0%	22.0%	52.0%	26.0%	28.0%	8.0%
Royal Jamaica	29	27	12	3	5	3	1	1	2	0	0	8	3	7	10	5	15	7	7	4
	2.4%	2.4%	8.6%	2.4%	3.0%	1.6%	0.7%	0.9%	1.9%	0.0%	0.0%	2.1%	1.4%	2.8%	3.7%	1.1%	2.4%	7.1%	5.4%	0.9%
	100.0%	93.1%	41.4%	10.3%	17.2%	10.3%	3.4%	3.4%	6.9%	0.0%	0.0%	27.6%	10.3%	24.1%	34.5%	17.2%	51.7%	24.1%	24.1%	13.8%
Te-Amo	39	35	14	8	5	5	1	1	0	1	0	12	8	8	10	7	25	7	11	3
	3.2%	3.0%	10.1%	6.5%	3.0%	2.7%	0.7%	0.9%	0.0%	0.6%	0.0%	3.1%	3.7%	3.2%	3.7%	1.5%	3.9%	7.1%	8.5%	0.6%
	100.0%	89.7%	35.9%	20.5%	12.8%	12.8%	2.6%	2.6%	0.0%	2.6%	0.0%	30.8%	20.5%	20.5%	25.6%	17.9%	64.1%	17.9%	28.2%	7.7%
Upmann/H. Upmann	71	69	24	10	20	13	2	0	0	0	1	24	12	15	17	13	41	16	20	5
	5.8%	6.0%	17.3%	8.1%	11.9%	6.9%	1.5%	0.0%	0.0%	0.0%	1.1%	6.2%	5.5%	6.1%	6.3%	2.7%	6.4%	16.2%	15.4%	1.1%
	100.0%	97.2%	33.8%	14.1%	28.2%	18.3%	2.8%	0.0%	0.0%	0.0%	1.4%	33.8%	16.9%	21.1%	23.9%	18.3%	57.7%	22.5%	28.2%	7.0%
Subnet - Mass	245	232	22	30	25	42	11	36	27	39	15	44	39	54	88	93	145	5	18	82
	19.9%	20.2%	15.8%	24.2%	14.9%	22.3%	8.1%	31.0%	25.7%	22.7%	16.3%	11.3%	17.9%	21.9%	32.5%	19.6%	22.7%	5.1%	13.8%	17.5%
	100.0%	94.7%	9.0%	12.2%	10.2%	17.1%	4.5%	14.7%	11.0%	15.9%	6.1%	18.0%	15.9%	22.0%	35.9%	38.0%	59.2%	2.0%	7.3%	33.5%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Antonio y Cleopatra	76	72	9	11	17	16	0	9	6	4	1	14	8	13	39	25	48	3	6	19
	6.2%	6.3%	6.5%	8.9%	10.1%	8.5%	0.0%	7.8%	5.7%	2.3%	1.1%	3.6%	3.7%	5.3%	14.4%	5.3%	7.5%	3.0%	4.6%	4.1%
	100.0%	94.7%	11.8%	14.5%	22.4%	21.1%	0.0%	11.8%	7.9%	5.3%	1.3%	18.4%	10.5%	17.1%	51.3%	32.9%	63.2%	3.9%	7.9%	25.0%
Backwoods	65	61	5	10	5	10	5	6	8	12	7	14	16	14	13	31	34	0	5	26
	5.3%	5.3%	3.6%	8.1%	3.0%	5.3%	3.7%	5.2%	7.6%	7.0%	7.6%	3.6%	7.3%	5.7%	4.8%	6.5%	5.3%	0.0%	3.8%	5.6%
	100.0%	93.8%	7.7%	15.4%	7.7%	15.4%	7.7%	9.2%	12.3%	18.5%	10.8%	21.5%	24.6%	21.5%	20.0%	47.7%	52.3%	0.0%	7.7%	40.0%
Dutch Masters	101	97	11	9	6	14	5	19	15	18	6	16	12	30	34	33	64	3	8	31
	8.2%	8.4%	7.9%	7.3%	3.6%	7.4%	3.7%	16.4%	14.3%	10.5%	6.5%	4.1%	5.5%	12.1%	12.5%	7.0%	10.0%	3.0%	6.2%	6.6%
	100.0%	96.0%	10.9%	8.9%	5.9%	13.9%	5.0%	18.8%	14.9%	17.8%	5.9%	15.8%	11.9%	29.7%	33.7%	32.7%	63.4%	3.0%	7.9%	30.7%
El Producto	43	43	5	6	2	7	3	6	5	9	4	7	8	13	10	19	22	1	2	17
	3.5%	3.7%	3.6%	4.8%	1.2%	3.7%	2.2%	5.2%	4.8%	5.2%	4.3%	1.8%	3.7%	5.3%	3.7%	4.0%	3.4%	1.0%	1.5%	3.6%
	100.0%	100.0%	11.6%	14.0%	4.7%	16.3%	7.0%	14.0%	11.6%	20.9%	9.3%	16.3%	18.6%	30.2%	23.3%	44.2%	51.2%	2.3%	4.7%	39.5%
Muriel	30	27	5	1	1	4	1	6	4	5	1	4	4	8	11	12	15	1	2	10
	2.4%	2.4%	3.6%	0.8%	0.6%	2.1%	0.7%	5.2%	3.8%	2.9%	1.1%	1.0%	1.8%	3.2%	4.1%	2.5%	2.4%	1.0%	1.5%	2.1%
	100.0%	90.0%	16.7%	3.3%	3.3%	13.3%	3.3%	20.0%	13.3%	16.7%	3.3%	13.3%	13.3%	26.7%	36.7%	40.0%	50.0%	3.3%	6.7%	33.3%
Net - General Cigar Holdings	443	428	93	49	89	68	39	26	29	35	28	149	75	88	99	130	258	51	67	113
	36.0%	37.3%	66.9%	39.5%	53.0%	36.2%	28.7%	22.4%	27.6%	20.3%	30.4%	38.4%	34.4%	35.6%	36.5%	27.4%	40.4%	51.5%	51.5%	24.1%
	100.0%	96.6%	21.0%	11.1%	20.1%	15.3%	8.8%	5.9%	6.5%	7.9%	6.3%	33.6%	16.9%	19.9%	22.3%	29.3%	58.2%	11.5%	15.1%	25.5%
Subnet-General Cigar Holdings - Premium	305	297	80	40	78	42	32	4	10	11	18	119	51	58	56	79	178	45	58	58
	24.8%	25.9%	57.6%	32.3%	46.4%	22.3%	23.5%	3.4%	9.5%	6.4%	19.6%	30.7%	23.4%	23.5%	20.7%	16.7%	27.9%	45.5%	44.6%	12.4%
	100.0%	97.4%	26.2%	13.1%	25.6%	13.8%	10.5%	1.3%	3.3%	3.6%	5.9%	39.0%	16.7%	19.0%	18.4%	25.9%	58.4%	14.8%	19.0%	19.0%
SubNet - General Cigar Co.	396	382	81	36	83	59	38	25	27	33	26	130	70	81	85	122	231	40	57	109
	32.2%	33.3%	58.3%	29.0%	49.4%	31.4%	27.9%	21.6%	25.7%	19.2%	28.3%	33.5%	32.1%	32.8%	31.4%	25.7%	36.2%	40.4%	43.8%	23.3%
	100.0%	96.5%	20.5%	9.1%	21.0%	14.9%	9.6%	6.3%	6.8%	8.3%	6.6%	32.8%	17.7%	20.5%	21.5%	30.8%	58.3%	10.1%	14.4%	27.5%
Sub-Subnet - Premium	256	250	68	27	72	32	31	3	8	9	16	100	45	51	42	71	150	33	48	53
	20.8%	21.8%	48.9%	21.8%	42.9%	17.0%	22.8%	2.6%	7.6%	5.2%	17.4%	25.8%	20.6%	20.6%	15.5%	15.0%	23.5%	33.3%	36.9%	11.3%
	100.0%	97.7%	26.6%	10.5%	28.1%	12.5%	12.1%	1.2%	3.1%	3.5%	6.3%	39.1%	17.6%	19.9%	16.4%	27.7%	58.6%	12.9%	18.8%	20.7%
Cohiba	56	55	21	4	14	6	9	0	0	1	4	22	9	10	10	11	32	12	13	10
	4.6%	4.8%	15.1%	3.2%	8.3%	3.2%	6.6%	0.0%	0.0%	0.6%	4.3%	5.7%	4.1%	4.0%	3.7%	2.3%	5.0%	12.1%	10.0%	2.1%
	100.0%	98.2%	37.5%	7.1%	25.0%	10.7%	16.1%	0.0%	0.0%	1.8%	7.1%	39.3%	16.1%	17.9%	17.9%	19.6%	57.1%	21.4%	23.2%	17.9%
Cifuentes	12	12	3	1	6	0	2	0	0	0	1	5	2	1	3	2	9	1	4	1
	1.0%	1.0%	2.2%	0.8%	3.6%	0.0%	1.5%	0.0%	0.0%	0.0%	1.1%	1.3%	0.9%	0.4%	1.1%	0.4%	1.4%	1.0%	3.1%	0.2%
	100.0%	100.0%	25.0%	8.3%	50.0%	0.0%	16.7%	0.0%	0.0%	0.0%	8.3%	41.7%	16.7%	8.3%	25.0%	16.7%	75.0%	8.3%	33.3%	8.3%
Macanudo	175	170	37	18	54	24	21	3	6	7	8	73	31	33	29	57	103	15	21	42
	14.2%	14.8%	26.6%	14.5%	32.1%	12.8%	15.4%	2.6%	5.7%	4.1%	8.7%	18.8%	14.2%	13.4%	10.7%	12.0%	16.1%	15.2%	16.2%	9.0%
	100.0%	97.1%	21.1%	10.3%	30.9%	13.7%	12.0%	1.7%	3.4%	4.0%	4.6%	41.7%	17.7%	18.9%	16.6%	32.6%	58.9%	8.6%	12.0%	24.0%
Macanudo Vintage	26	24	9	3	4	4	2	0	1	1	2	7	8	5	4	7	14	4	5	4
	2.1%	2.1%	6.5%	2.4%	2.4%	2.1%	1.5%	0.0%	1.0%	0.6%	2.2%	1.8%	3.7%	2.0%	1.5%	1.5%	2.2%	4.0%	3.8%	0.9%
	100.0%	92.3%	34.6%	11.5%	15.4%	15.4%	7.7%	0.0%	3.8%	3.8%	7.7%	26.9%	30.8%	19.2%	15.4%	26.9%	53.8%	15.4%	19.2%	15.4%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Partagas	74 6.0% 100.0%	74 6.4% 100.0%	29 20.9% 39.2%	11 8.9% 14.9%	19 11.3% 25.7%	8 4.3% 10.8%	5 3.7% 6.8%	0 0.0% 0.0%	1 1.0% 1.4%	1 0.6% 1.4%	6 6.5% 8.1%	23 5.9% 31.1%	14 6.4% 18.9%	18 7.3% 24.3%	13 4.8% 17.6%	11 2.3% 14.9%	47 7.4% 63.5%	16 16.2% 21.6%	27 20.8% 36.5%	9 1.9% 12.2%
Partagas Limited Reserve	5 0.4% 100.0%	5 0.4% 100.0%	4 2.9% 80.0%	1 0.8% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 20.0%	0 0.0% 0.0%	1 0.4% 20.0%	3 1.1% 60.0%	0 0.0% 0.0%	3 0.5% 60.0%	2 2.0% 40.0%	2 1.5% 40.0%	0 0.0% 0.0%
Sub-Subnet - Mass	166 13.5% 100.0%	156 13.6% 94.0%	23 16.5% 13.9%	13 10.5% 7.8%	12 7.1% 7.2%	31 16.5% 18.7%	10 7.4% 6.0%	24 20.7% 14.5%	19 18.1% 11.4%	24 14.0% 14.5%	10 10.9% 6.0%	39 10.1% 23.5%	30 13.8% 18.1%	39 15.8% 23.5%	46 17.0% 27.7%	56 11.8% 33.7%	100 15.7% 60.2%	8 8.1% 4.8%	12 9.2% 7.2%	62 13.2% 37.3%
Garcia y Vega/Whiffs	72 5.9% 100.0%	66 5.7% 91.7%	14 10.1% 19.4%	5 4.0% 6.9%	8 4.8% 11.1%	15 8.0% 20.8%	6 4.4% 8.3%	6 5.2% 8.3%	5 4.8% 6.9%	7 4.1% 9.7%	3 3.3% 4.2%	21 5.4% 29.2%	11 5.0% 15.3%	18 7.3% 25.0%	19 7.0% 26.4%	19 4.0% 26.4%	49 7.7% 68.1%	3 3.0% 4.2%	5 3.8% 6.9%	24 5.1% 33.3%
Tiparillo	43 3.5% 100.0%	42 3.7% 97.7%	6 4.3% 14.0%	2 1.6% 4.7%	2 1.2% 4.7%	8 4.3% 18.6%	2 1.5% 4.7%	8 6.9% 18.6%	6 5.7% 14.0%	8 4.7% 18.6%	3 3.3% 7.0%	12 3.1% 27.9%	9 4.1% 20.9%	13 5.3% 30.2%	6 2.2% 14.0%	26 5.5% 60.5%	17 2.7% 39.5%	0 0.0% 0.0%	1 0.8% 2.3%	19 4.1% 44.2%
White Owl	61 5.0% 100.0%	58 5.1% 95.1%	7 5.0% 11.5%	6 4.8% 9.8%	3 1.8% 4.9%	10 5.3% 16.4%	1 0.7% 1.6%	13 11.2% 21.3%	9 8.6% 14.8%	9 5.2% 14.8%	4 4.3% 6.6%	10 2.6% 16.4%	12 5.5% 19.7%	14 5.7% 23.0%	20 7.4% 32.8%	18 3.8% 29.5%	38 6.0% 62.3%	3 3.0% 4.9%	7 5.4% 11.5%	20 4.3% 32.8%
William Penn	14 1.1% 100.0%	13 1.1% 92.9%	3 2.2% 21.4%	1 0.8% 7.1%	0 0.0% 0.0%	1 0.5% 7.1%	2 1.5% 14.3%	4 3.4% 28.6%	2 1.9% 14.3%	0 0.0% 0.0%	1 1.1% 7.1%	1 0.3% 7.1%	3 1.4% 21.4%	3 1.2% 21.4%	5 1.8% 35.7%	2 0.4% 14.3%	9 1.4% 64.3%	2 2.0% 14.3%	1 0.8% 7.1%	4 0.9% 28.6%
SubNet - Villazon	94 7.6% 100.0%	92 8.0% 97.9%	33 23.7% 35.1%	19 15.3% 20.2%	15 8.9% 16.0%	16 8.5% 17.0%	4 2.9% 4.3%	1 0.9% 1.1%	2 1.9% 2.1%	2 1.2% 2.1%	4 4.3% 4.3%	36 9.3% 38.3%	14 6.4% 14.9%	15 6.1% 16.0%	24 8.9% 25.5%	17 3.6% 18.1%	56 8.8% 59.6%	19 19.2% 20.2%	26 20.0% 27.7%	10 2.1% 10.6%
Hoyo de Monterrey	34 2.8% 100.0%	34 3.0% 100.0%	17 12.2% 50.0%	8 6.5% 23.5%	3 1.8% 8.8%	5 2.7% 14.7%	1 0.7% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	11 2.8% 32.4%	5 2.3% 14.7%	7 2.8% 20.6%	11 4.1% 32.4%	5 1.1% 14.7%	21 3.3% 61.8%	8 8.1% 23.5%	13 10.0% 38.2%	4 0.9% 11.8%
Hoyo de Monterrey Excalibur	25 2.0% 100.0%	24 2.1% 96.0%	13 9.4% 52.0%	3 2.4% 12.0%	4 2.4% 16.0%	2 1.1% 8.0%	0 0.0% 0.0%	1 0.9% 4.0%	0 0.0% 0.0%	1 0.6% 4.0%	1 1.1% 4.0%	7 1.8% 28.0%	3 1.4% 12.0%	6 2.4% 24.0%	7 2.6% 28.0%	4 0.8% 16.0%	14 2.2% 56.0%	6 6.1% 24.0%	10 7.7% 40.0%	2 0.4% 8.0%
Punch	53 4.3% 100.0%	52 4.5% 98.1%	16 11.5% 30.2%	11 8.9% 20.8%	11 6.5% 20.8%	9 4.8% 17.0%	3 2.2% 5.7%	0 0.0% 0.0%	1 1.0% 1.9%	1 0.6% 1.9%	3 3.3% 5.7%	25 6.4% 47.2%	6 2.8% 11.3%	7 2.8% 13.2%	12 4.4% 22.6%	10 2.1% 18.9%	33 5.2% 62.3%	10 10.1% 18.9%	14 10.8% 26.4%	4 0.9% 7.5%
Punch Grand Cru	12 1.0% 100.0%	12 1.0% 100.0%	7 5.0% 58.3%	0 0.0% 0.0%	2 1.2% 16.7%	2 1.1% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	5 1.3% 41.7%	4 1.8% 33.3%	1 0.4% 8.3%	2 0.7% 16.7%	1 0.2% 8.3%	8 1.3% 66.7%	2 2.0% 16.7%	6 4.6% 50.0%	1 0.2% 8.3%
Net - Swisher International	276 22.5% 100.0%	254 22.1% 92.0%	31 22.3% 11.2%	22 17.7% 8.0%	10 6.0% 3.6%	41 21.8% 14.9%	17 12.5% 6.2%	42 36.2% 15.2%	42 40.0% 15.2%	49 28.5% 17.8%	18 19.6% 6.5%	75 19.3% 27.2%	61 28.0% 22.1%	60 24.3% 21.7%	57 21.0% 20.7%	141 29.7% 51.1%	117 18.3% 42.4%	15 15.2% 5.4%	22 16.9% 8.0%	106 22.6% 38.4%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Bering	28 2.3% 100.0%	27 2.4% 96.4%	14 10.1% 50.0%	4 3.2% 14.3%	2 1.2% 7.1%	3 1.6% 10.7%	1 0.7% 3.6%	1 0.9% 3.6%	2 1.9% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	9 2.3% 32.1%	5 2.3% 17.9%	6 2.4% 21.4%	7 2.6% 25.0%	6 1.3% 21.4%	15 2.4% 53.6%	6 6.1% 21.4%	7 5.4% 25.0%	5 1.1% 17.9%
King Edward	60 4.9% 100.0%	58 5.1% 96.7%	7 5.0% 11.7%	5 4.0% 8.3%	2 1.2% 3.3%	12 6.4% 20.0%	1 0.7% 1.7%	12 10.3% 20.0%	9 8.6% 15.0%	10 5.8% 16.7%	6 6.5% 10.0%	12 3.1% 20.0%	12 5.5% 20.0%	12 4.9% 20.0%	16 5.9% 26.7%	19 4.0% 31.7%	38 6.0% 63.3%	2 2.0% 3.3%	5 3.8% 8.3%	21 4.5% 35.0%
La Prima Dora	6 0.5% 100.0%	6 0.5% 100.0%	1 0.7% 16.7%	1 0.8% 16.7%	1 0.6% 16.7%	2 1.1% 33.3%	1 0.7% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 16.7%	2 0.5% 33.3%	2 0.9% 33.3%	1 0.4% 16.7%	0 0.0% 0.0%	2 0.4% 33.3%	2 0.3% 33.3%	2 2.0% 33.3%	1 0.8% 16.7%	1 0.2% 16.7%
Swisher Sweets	212 17.2% 100.0%	192 16.7% 90.6%	12 8.6% 5.7%	15 12.1% 7.1%	5 3.0% 2.4%	33 17.6% 15.6%	14 10.3% 6.6%	36 31.0% 17.0%	34 32.4% 16.0%	43 25.0% 20.3%	14 15.2% 6.6%	56 14.4% 26.4%	50 22.9% 23.6%	50 20.2% 23.6%	38 14.0% 17.9%	124 26.2% 58.5%	81 12.7% 38.2%	6 6.1% 2.8%	13 10.0% 6.1%	86 18.4% 40.6%
Net - JR Tobacco Brands	26 2.1% 100.0%	24 2.1% 92.3%	11 7.9% 42.3%	5 4.0% 19.2%	5 3.0% 19.2%	0 0.0% 0.0%	1 0.7% 3.8%	1 0.9% 3.8%	0 0.0% 0.0%	1 0.6% 3.8%	0 0.0% 0.0%	13 3.4% 50.0%	4 1.8% 15.4%	6 2.4% 23.1%	2 0.7% 7.7%	7 1.5% 26.9%	15 2.4% 57.7%	4 4.0% 15.4%	7 5.4% 26.9%	1 0.2% 3.8%
El Rey Del Mundo	12 1.0% 100.0%	10 0.9% 83.3%	7 5.0% 58.3%	1 0.8% 8.3%	2 1.2% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 1.8% 58.3%	2 0.9% 16.7%	2 0.8% 16.7%	0 0.0% 0.0%	3 0.6% 25.0%	6 0.9% 50.0%	3 3.0% 25.0%	2 1.5% 16.7%	0 0.0% 0.0%
J.R. Ultimates	16 1.3% 100.0%	16 1.4% 100.0%	6 4.3% 37.5%	4 3.2% 25.0%	3 1.8% 18.8%	0 0.0% 0.0%	1 0.7% 6.3%	1 0.9% 6.3%	0 0.0% 0.0%	1 0.6% 6.3%	0 0.0% 0.0%	7 1.8% 43.8%	3 1.4% 18.8%	4 1.6% 25.0%	2 0.7% 12.5%	5 1.1% 31.3%	10 1.6% 62.5%	1 1.0% 6.3%	7 5.4% 43.8%	1 0.2% 6.3%
Net - Tabacalera	184 15.0% 100.0%	181 15.8% 98.4%	27 19.4% 14.7%	22 17.7% 12.0%	14 8.3% 7.6%	28 14.9% 15.2%	9 6.6% 4.9%	30 25.9% 16.3%	26 24.8% 14.1%	25 14.5% 13.6%	18 19.6% 9.8%	54 13.9% 29.3%	28 12.8% 15.2%	36 14.6% 19.6%	45 16.6% 24.5%	68 14.3% 37.0%	100 15.7% 54.3%	13 13.1% 7.1%	21 16.2% 11.4%	71 15.2% 38.6%
Subnet - Premium	30 2.4% 100.0%	30 2.6% 100.0%	13 9.4% 43.3%	5 4.0% 16.7%	5 3.0% 16.7%	4 2.1% 13.3%	2 1.5% 6.7%	0 0.0% 0.0%	1 1.0% 3.3%	0 0.0% 0.0%	1 1.1% 3.3%	16 4.1% 53.3%	3 1.4% 10.0%	4 1.6% 13.3%	6 2.2% 20.0%	6 1.3% 20.0%	15 2.4% 50.0%	8 8.1% 26.7%	5 3.8% 16.7%	6 1.3% 20.0%
Romeo y Julieta	30 2.4% 100.0%	30 2.6% 100.0%	13 9.4% 43.3%	5 4.0% 16.7%	5 3.0% 16.7%	4 2.1% 13.3%	2 1.5% 6.7%	0 0.0% 0.0%	1 1.0% 3.3%	0 0.0% 0.0%	1 1.1% 3.3%	16 4.1% 53.3%	3 1.4% 10.0%	4 1.6% 13.3%	6 2.2% 20.0%	6 1.3% 20.0%	15 2.4% 50.0%	8 8.1% 26.7%	5 3.8% 16.7%	6 1.3% 20.0%
Subnet - Mass	159 12.9% 100.0%	156 13.6% 98.1%	17 12.2% 10.7%	17 13.7% 10.7%	9 5.4% 5.7%	25 13.3% 15.7%	8 5.9% 5.0%	30 25.9% 18.9%	25 23.8% 15.7%	25 14.5% 15.7%	17 18.5% 10.7%	40 10.3% 25.2%	25 11.5% 15.7%	33 13.4% 20.8%	41 15.1% 25.8%	65 13.7% 40.9%	86 13.5% 54.1%	5 5.1% 3.1%	16 12.3% 10.1%	67 14.3% 42.1%
Black & Gold/Black & Mild	76 6.2% 100.0%	74 6.4% 97.4%	3 2.2% 3.9%	11 8.9% 14.5%	6 3.6% 7.9%	13 6.9% 17.1%	5 3.7% 6.6%	12 10.3% 15.8%	12 11.4% 15.8%	12 7.0% 15.8%	9 9.8% 11.8%	21 5.4% 27.6%	14 6.4% 18.4%	16 6.5% 21.1%	14 5.2% 18.4%	33 7.0% 43.4%	40 6.3% 52.6%	2 2.0% 2.6%	7 5.4% 9.2%	32 6.8% 42.1%
Hav-a-Tampa/Jewels	67 5.5% 100.0%	66 5.7% 98.5%	9 6.5% 13.4%	5 4.0% 7.5%	4 2.4% 6.0%	13 6.9% 19.4%	3 2.2% 4.5%	13 11.2% 19.4%	11 10.5% 16.4%	8 4.7% 11.9%	5 5.4% 7.5%	17 4.4% 25.4%	9 4.1% 13.4%	19 7.7% 28.4%	16 5.9% 23.9%	25 5.3% 37.3%	39 6.1% 58.2%	2 2.0% 3.0%	6 4.6% 9.0%	32 6.8% 47.8%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Phillies	48 3.9% 100.0%	48 4.2% 100.0%	9 6.5% 18.8%	8 6.5% 16.7%	0 0.0% 0.0%	6 3.2% 12.5%	0 0.0% 0.0%	12 10.3% 25.0%	8 7.6% 16.7%	5 2.9% 10.4%	7 7.6% 14.6%	7 1.8% 14.6%	9 4.1% 18.8%	8 3.2% 16.7%	17 6.3% 35.4%	16 3.4% 33.3%	30 4.7% 62.5%	1 1.0% 2.1%	8 6.2% 16.7%	12 2.6% 25.0%
Net - Other	384 31.2% 100.0%	374 32.6% 97.4%	73 52.5% 19.0%	71 57.3% 18.5%	69 41.1% 18.0%	56 29.8% 14.6%	32 23.5% 8.3%	30 25.9% 7.8%	18 17.1% 4.7%	25 14.5% 6.5%	20 21.7% 5.2%	124 32.0% 32.3%	69 31.7% 18.0%	83 33.6% 21.6%	85 31.4% 22.1%	114 24.1% 29.7%	213 33.4% 55.5%	55 55.6% 14.3%	71 54.6% 18.5%	91 19.4% 23.7%
Subnet - Premium	207 16.8% 100.0%	204 17.8% 98.6%	61 43.9% 29.5%	37 29.8% 17.9%	46 27.4% 22.2%	27 14.4% 13.0%	16 11.8% 7.7%	4 3.4% 1.9%	7 6.7% 3.4%	6 3.5% 2.9%	10 10.9% 4.8%	74 19.1% 35.7%	35 16.1% 16.9%	47 19.0% 22.7%	38 14.0% 18.4%	53 11.2% 25.6%	115 18.0% 55.6%	37 37.4% 17.9%	49 37.7% 23.7%	34 7.3% 16.4%
Ashton	25 2.0% 100.0%	24 2.1% 96.0%	9 6.5% 36.0%	5 4.0% 20.0%	6 3.6% 24.0%	0 0.0% 0.0%	2 1.5% 8.0%	0 0.0% 0.0%	1 1.0% 4.0%	1 0.6% 4.0%	1 1.1% 4.0%	9 2.3% 36.0%	2 0.9% 8.0%	7 2.8% 28.0%	5 1.8% 20.0%	6 1.3% 24.0%	12 1.9% 48.0%	7 7.1% 28.0%	8 6.2% 32.0%	5 1.1% 20.0%
Bahia	3 0.2% 100.0%	2 0.2% 66.7%	1 0.7% 33.3%	1 0.8% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.4% 33.3%	1 0.4% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.0% 100.0%	2 1.5% 66.7%	0 0.0% 0.0%
Davidoff	21 1.7% 100.0%	21 1.8% 100.0%	14 10.1% 66.7%	0 0.0% 0.0%	5 3.0% 23.8%	0 0.0% 0.0%	2 1.5% 9.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 2.1% 38.1%	2 0.9% 9.5%	6 2.4% 28.6%	5 1.8% 23.8%	3 0.6% 14.3%	15 2.4% 71.4%	3 3.0% 14.3%	8 6.2% 38.1%	1 0.2% 4.8%
Don Tomas	40 3.3% 100.0%	38 3.3% 95.0%	13 9.4% 32.5%	7 5.6% 17.5%	8 4.8% 20.0%	3 1.6% 7.5%	5 3.7% 12.5%	0 0.0% 0.0%	2 1.9% 5.0%	0 0.0% 0.0%	3 3.3% 7.5%	13 3.4% 32.5%	9 4.1% 22.5%	6 2.4% 15.0%	8 3.0% 20.0%	9 1.9% 22.5%	26 4.1% 65.0%	5 5.1% 12.5%	9 6.9% 22.5%	9 1.9% 22.5%
Dunhill	37 3.0% 100.0%	37 3.2% 100.0%	12 8.6% 32.4%	2 1.6% 5.4%	9 5.4% 24.3%	4 2.1% 10.8%	6 4.4% 16.2%	2 1.7% 5.4%	1 1.0% 2.7%	1 0.6% 2.7%	3 3.3% 8.1%	14 3.6% 37.8%	4 1.8% 10.8%	7 2.8% 18.9%	7 2.6% 18.9%	11 2.3% 29.7%	19 3.0% 51.4%	5 5.1% 13.5%	6 4.6% 16.2%	7 1.5% 18.9%
Fuente/Arturo Fuente	89 7.2% 100.0%	87 7.6% 97.8%	34 24.5% 38.2%	14 11.3% 15.7%	23 13.7% 25.8%	13 6.9% 14.6%	2 1.5% 2.2%	0 0.0% 0.0%	1 1.0% 1.1%	0 0.0% 0.0%	3 3.3% 3.4%	39 10.1% 43.8%	15 6.9% 16.9%	19 7.7% 21.3%	12 4.4% 13.5%	11 2.3% 12.4%	53 8.3% 59.6%	25 25.3% 28.1%	28 21.5% 31.5%	7 1.5% 7.9%
Thompson	44 3.6% 100.0%	44 3.8% 100.0%	6 4.3% 13.6%	15 12.1% 34.1%	4 2.4% 9.1%	10 5.3% 22.7%	1 0.7% 2.3%	2 1.7% 4.5%	2 1.9% 4.5%	4 2.3% 9.1%	1 1.1% 2.3%	9 2.3% 20.5%	8 3.7% 18.2%	14 5.7% 31.8%	12 4.4% 27.3%	18 3.8% 40.9%	23 3.6% 52.3%	3 3.0% 6.8%	9 6.9% 20.5%	8 1.7% 18.2%
Subnet - Mass	23 1.9% 100.0%	20 1.7% 87.0%	0 0.0% 0.0%	4 3.2% 17.4%	1 0.6% 4.3%	2 1.1% 8.7%	1 0.7% 4.3%	6 5.2% 26.1%	2 1.9% 8.7%	4 2.3% 17.4%	1 1.1% 4.3%	6 1.5% 26.1%	4 1.8% 17.4%	5 2.0% 21.7%	6 2.2% 26.1%	10 2.1% 43.5%	12 1.9% 52.2%	1 1.0% 4.3%	1 0.8% 4.3%	7 1.5% 30.4%
Middleton	23 1.9% 100.0%	20 1.7% 87.0%	0 0.0% 0.0%	4 3.2% 17.4%	1 0.6% 4.3%	2 1.1% 8.7%	1 0.7% 4.3%	6 5.2% 26.1%	2 1.9% 8.7%	4 2.3% 17.4%	1 1.1% 4.3%	6 1.5% 26.1%	4 1.8% 17.4%	5 2.0% 21.7%	6 2.2% 26.1%	10 2.1% 43.5%	12 1.9% 52.2%	1 1.0% 4.3%	1 0.8% 4.3%	7 1.5% 30.4%
Other	204 16.6% 100.0%	199 17.3% 97.5%	24 17.3% 11.8%	41 33.1% 20.1%	32 19.0% 15.7%	37 19.7% 18.1%	16 11.8% 7.8%	22 19.0% 10.8%	11 10.5% 5.4%	16 9.3% 7.8%	11 12.0% 5.4%	59 15.2% 28.9%	37 17.0% 18.1%	46 18.6% 22.5%	49 18.1% 24.0%	63 13.3% 30.9%	113 17.7% 55.4%	27 27.3% 13.2%	33 25.4% 16.2%	55 11.8% 27.0%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	241	208	13	11	37	32	53	9	18	35	24	76	47	52	38	91	123	17	13	134
	19.6%	18.1%	9.4%	8.9%	22.0%	17.0%	39.0%	7.8%	17.1%	20.3%	26.1%	19.6%	21.6%	21.1%	14.0%	19.2%	19.3%	17.2%	10.0%	28.6%
	100.0%	86.3%	5.4%	4.6%	15.4%	13.3%	22.0%	3.7%	7.5%	14.5%	10.0%	31.5%	19.5%	21.6%	15.8%	37.8%	51.0%	7.1%	5.4%	55.6%

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GC 017298

Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Premium (Q19B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	456 100.0% 100.0%	443 100.0% 97.1%	105 100.0% 23.0%	69 100.0% 15.1%	106 100.0% 23.2%	69 100.0% 15.1%	45 100.0% 9.9%	10 100.0% 2.2%	20 100.0% 4.4%	19 100.0% 4.2%	25 100.0% 5.5%	172 100.0% 37.7%	81 100.0% 17.8%	87 100.0% 19.1%	87 100.0% 19.1%	129 100.0% 28.3%	262 100.0% 57.5%	61 100.0% 13.4%	81 100.0% 17.8%	93 100.0% 20.4%
SuperNet - Both premium and mass brands	140 30.7% 100.0%	133 30.0% 95.0%	33 31.4% 23.6%	23 33.3% 16.4%	24 22.6% 17.1%	19 27.5% 13.6%	12 26.7% 8.6%	6 60.0% 4.3%	9 45.0% 6.4%	7 36.8% 5.0%	8 32.0% 5.7%	40 23.3% 28.6%	26 32.1% 18.6%	28 32.2% 20.0%	36 41.4% 25.7%	43 33.3% 30.7%	82 31.3% 58.6%	14 23.0% 10.0%	18 22.2% 12.9%	33 35.5% 23.6%
SuperNet - Premium brands only	316 69.3% 100.0%	310 70.0% 98.1%	72 68.6% 22.8%	46 66.7% 14.6%	82 77.4% 25.9%	50 72.5% 15.8%	33 73.3% 10.4%	4 40.0% 1.3%	11 55.0% 3.5%	12 63.2% 3.8%	17 68.0% 5.4%	132 76.7% 41.8%	55 67.9% 17.4%	59 67.8% 18.7%	51 58.6% 16.1%	86 66.7% 27.2%	180 68.7% 57.0%	47 77.0% 14.9%	63 77.8% 19.9%	60 64.5% 19.0%
SuperNet - Mass brands Only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	456 100.0% 100.0%	443 100.0% 97.1%	105 100.0% 23.0%	69 100.0% 15.1%	106 100.0% 23.2%	69 100.0% 15.1%	45 100.0% 9.9%	10 100.0% 2.2%	20 100.0% 4.4%	19 100.0% 4.2%	25 100.0% 5.5%	172 100.0% 37.7%	81 100.0% 17.8%	87 100.0% 19.1%	87 100.0% 19.1%	129 100.0% 28.3%	262 100.0% 57.5%	61 100.0% 13.4%	81 100.0% 17.8%	93 100.0% 20.4%
SuperNet - Mass	140 30.7% 100.0%	133 30.0% 95.0%	33 31.4% 23.6%	23 33.3% 16.4%	24 22.6% 17.1%	19 27.5% 13.6%	12 26.7% 8.6%	6 60.0% 4.3%	9 45.0% 6.4%	7 36.8% 5.0%	8 32.0% 5.7%	40 23.3% 28.6%	26 32.1% 18.6%	28 32.2% 20.0%	36 41.4% 25.7%	43 33.3% 30.7%	82 31.3% 58.6%	14 23.0% 10.0%	18 22.2% 12.9%	33 35.5% 23.6%
Net - Consolidated Cigar Co.	227 49.8% 100.0%	220 49.7% 96.9%	64 61.0% 28.2%	38 55.1% 16.7%	53 50.0% 23.3%	34 49.3% 15.0%	9 20.0% 4.0%	6 60.0% 2.6%	8 40.0% 3.5%	8 42.1% 3.5%	9 36.0% 4.0%	72 41.9% 31.7%	42 51.9% 18.5%	45 51.7% 19.8%	56 64.4% 24.7%	54 41.9% 23.8%	135 51.5% 59.5%	35 57.4% 15.4%	45 55.6% 19.8%	35 37.6% 15.4%
Subnet - Premium	183 40.1% 100.0%	176 39.7% 96.2%	57 54.3% 31.1%	29 42.0% 15.8%	46 43.4% 25.1%	27 39.1% 14.8%	6 13.3% 3.3%	3 30.0% 1.6%	6 30.0% 3.3%	2 10.5% 1.1%	6 24.0% 3.3%	64 37.2% 35.0%	36 44.4% 19.7%	38 43.7% 20.8%	37 42.5% 20.2%	39 30.2% 21.3%	108 41.2% 59.0%	33 54.1% 18.0%	39 48.1% 21.3%	21 22.6% 11.5%
Don Diego	42 9.2% 100.0%	40 9.0% 95.2%	13 12.4% 31.0%	9 13.0% 21.4%	9 8.5% 21.4%	5 7.2% 11.9%	1 2.2% 2.4%	1 10.0% 2.4%	1 5.0% 2.4%	1 5.3% 2.4%	4 16.0% 9.5%	10 5.8% 23.8%	14 17.3% 33.3%	6 6.9% 14.3%	8 9.2% 19.0%	10 7.8% 23.8%	26 9.9% 61.9%	5 8.2% 11.9%	6 7.4% 14.3%	8 8.6% 19.0%
Montecristo	50 11.0% 100.0%	50 11.3% 100.0%	19 18.1% 38.0%	5 7.2% 10.0%	17 16.0% 34.0%	5 7.2% 10.0%	1 2.2% 2.0%	0 0.0% 0.0%	3 15.0% 6.0%	0 0.0% 0.0%	1 4.0% 2.0%	26 15.1% 52.0%	7 8.6% 14.0%	8 9.2% 16.0%	8 9.2% 16.0%	11 8.5% 22.0%	26 9.9% 52.0%	13 21.3% 26.0%	14 17.3% 28.0%	4 4.3% 8.0%
Royal Jamaica	29 6.4% 100.0%	27 6.1% 93.1%	12 11.4% 41.4%	3 4.3% 10.3%	5 4.7% 17.2%	3 4.3% 10.3%	1 2.2% 3.4%	1 10.0% 3.4%	2 10.0% 6.9%	0 0.0% 0.0%	0 0.0% 0.0%	8 4.7% 27.6%	3 3.7% 10.3%	7 8.0% 24.1%	10 11.5% 34.5%	5 3.9% 17.2%	15 5.7% 51.7%	7 11.5% 24.1%	7 8.6% 24.1%	4 4.3% 13.8%
Te-Amo	39 8.6% 100.0%	35 7.9% 89.7%	14 13.3% 35.9%	8 11.6% 20.5%	5 4.7% 12.8%	5 7.2% 12.8%	1 2.2% 2.6%	1 10.0% 2.6%	0 0.0% 0.0%	1 5.3% 2.6%	0 0.0% 0.0%	12 7.0% 30.8%	8 9.9% 20.5%	8 9.2% 20.5%	10 11.5% 25.6%	7 5.4% 17.9%	25 9.5% 64.1%	7 11.5% 17.9%	11 13.6% 28.2%	3 3.2% 7.7%
Upmann/H. Upmann	71 15.6% 100.0%	69 15.6% 97.2%	24 22.9% 33.8%	10 14.5% 14.1%	20 18.9% 28.2%	13 18.8% 18.3%	2 4.4% 2.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.0% 1.4%	24 14.0% 33.8%	12 14.8% 16.9%	15 17.2% 21.1%	17 19.5% 23.9%	13 10.1% 18.3%	41 15.6% 57.7%	16 26.2% 22.5%	20 24.7% 28.2%	5 5.4% 7.0%
Subnet - Mass	71 15.6% 100.0%	69 15.6% 97.2%	15 14.3% 21.1%	14 20.3% 19.7%	14 13.2% 19.7%	11 15.9% 15.5%	3 6.7% 4.2%	3 30.0% 4.2%	3 15.0% 4.2%	6 31.6% 8.5%	4 16.0% 5.6%	15 8.7% 21.1%	13 16.0% 18.3%	12 13.8% 16.9%	26 29.9% 36.6%	22 17.1% 31.0%	46 17.6% 64.8%	3 4.9% 4.2%	9 11.1% 12.7%	17 18.3% 23.9%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Premium (Q19B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	456 100.0% 100.0%	443 100.0% 97.1%	105 100.0% 23.0%	69 100.0% 15.1%	106 100.0% 23.2%	69 100.0% 15.1%	45 100.0% 9.9%	10 100.0% 2.2%	20 100.0% 4.4%	19 100.0% 4.2%	25 100.0% 5.5%	172 100.0% 37.7%	81 100.0% 17.8%	87 100.0% 19.1%	87 100.0% 19.1%	129 100.0% 28.3%	262 100.0% 57.5%	61 100.0% 13.4%	81 100.0% 17.8%	93 100.0% 20.4%
Antonio y Cleopatra	38 8.3% 100.0%	36 8.1% 94.7%	7 6.7% 18.4%	6 8.7% 15.8%	11 10.4% 28.9%	6 8.7% 15.8%	0 0.0% 0.0%	3 30.0% 7.9%	2 10.0% 5.3%	1 5.3% 2.6%	0 0.0% 0.0%	8 4.7% 21.1%	4 4.9% 10.5%	9 10.3% 23.7%	16 18.4% 42.1%	11 8.5% 28.9%	25 9.5% 65.8%	2 3.3% 5.3%	3 3.7% 7.9%	9 9.7% 23.7%
Backwoods	18 3.9% 100.0%	18 4.1% 100.0%	5 4.8% 27.8%	5 7.2% 27.8%	2 1.9% 11.1%	2 2.9% 11.1%	2 4.4% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 10.5% 11.1%	2 8.0% 11.1%	5 2.9% 27.8%	5 6.2% 27.8%	3 3.4% 16.7%	3 3.4% 16.7%	7 5.4% 38.9%	11 4.2% 61.1%	0 0.0% 0.0%	4 4.9% 22.2%	3 3.2% 16.7%
Dutch Masters	25 5.5% 100.0%	24 5.4% 96.0%	6 5.7% 24.0%	5 7.2% 20.0%	3 2.8% 12.0%	4 5.8% 16.0%	1 2.2% 4.0%	1 10.0% 4.0%	2 10.0% 8.0%	2 10.5% 8.0%	2 8.0% 8.0%	4 2.3% 16.0%	4 4.9% 16.0%	4 4.6% 16.0%	10 11.5% 40.0%	6 4.7% 24.0%	17 6.5% 68.0%	2 3.3% 8.0%	4 4.9% 16.0%	8 8.6% 32.0%
El Producto	6 1.3% 100.0%	6 1.4% 100.0%	2 1.9% 33.3%	3 4.3% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.2% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.0% 16.7%	2 1.2% 33.3%	1 1.2% 16.7%	1 1.1% 16.7%	1 1.1% 16.7%	3 2.3% 50.0%	3 1.1% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 16.7%
Muriel	8 1.8% 100.0%	7 1.6% 87.5%	3 2.9% 37.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.2% 12.5%	0 0.0% 0.0%	2 10.0% 25.0%	1 5.3% 12.5%	1 4.0% 12.5%	2 1.2% 25.0%	1 1.2% 12.5%	2 2.3% 25.0%	1 1.1% 12.5%	2 1.6% 25.0%	5 1.9% 62.5%	1 1.6% 12.5%	1 1.2% 12.5%	2 2.2% 25.0%
Net - General Cigar Holdings	325 71.3% 100.0%	316 71.3% 97.2%	82 78.1% 25.2%	42 60.9% 12.9%	82 77.4% 25.2%	45 65.2% 13.8%	34 75.6% 10.5%	5 50.0% 1.5%	13 65.0% 4.0%	13 68.4% 4.0%	20 80.0% 6.2%	122 70.9% 37.5%	54 66.7% 16.6%	63 72.4% 19.4%	63 72.4% 19.4%	83 64.3% 25.5%	191 72.9% 58.8%	48 78.7% 14.8%	59 72.8% 18.2%	61 65.6% 18.8%
Subnet-General Cigar Holdings - Premium	305 66.9% 100.0%	297 67.0% 97.4%	80 76.2% 26.2%	40 58.0% 13.1%	78 73.6% 25.6%	42 60.9% 13.8%	32 71.1% 10.5%	4 40.0% 1.3%	10 50.0% 3.3%	11 57.9% 3.6%	18 72.0% 5.9%	119 69.2% 39.0%	51 63.0% 16.7%	58 66.7% 19.0%	56 64.4% 18.4%	79 61.2% 25.9%	178 67.9% 58.4%	45 73.8% 14.8%	58 71.6% 19.0%	58 62.4% 19.0%
SubNet - General Cigar Co.	278 61.0% 100.0%	270 60.9% 97.1%	70 66.7% 25.2%	29 42.0% 10.4%	76 71.7% 27.3%	36 52.2% 12.9%	33 73.3% 11.9%	4 40.0% 1.4%	11 55.0% 4.0%	11 57.9% 4.0%	18 72.0% 6.5%	103 59.9% 37.1%	49 60.5% 17.6%	56 64.4% 20.1%	49 56.3% 17.6%	75 58.1% 27.0%	164 62.6% 59.0%	37 60.7% 13.3%	49 60.5% 17.6%	57 61.3% 20.5%
Sub-Subnet - Premium	256 56.1% 100.0%	250 56.4% 97.7%	68 64.8% 26.6%	27 39.1% 10.5%	72 67.9% 28.1%	32 46.4% 12.5%	31 68.9% 12.1%	3 30.0% 1.2%	8 40.0% 3.1%	9 47.4% 3.5%	16 64.0% 6.3%	100 58.1% 39.1%	45 55.6% 17.6%	51 58.6% 19.9%	42 48.3% 16.4%	71 55.0% 27.7%	150 57.3% 58.6%	33 54.1% 12.9%	48 59.3% 18.8%	53 57.0% 20.7%
Cohiba	56 12.3% 100.0%	55 12.4% 98.2%	21 20.0% 37.5%	4 5.8% 7.1%	14 13.2% 25.0%	6 8.7% 10.7%	9 20.0% 16.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 1.8%	4 16.0% 7.1%	22 12.8% 39.3%	9 11.1% 16.1%	10 11.5% 17.9%	10 11.5% 17.9%	11 8.5% 19.6%	32 12.2% 57.1%	12 19.7% 21.4%	13 16.0% 23.2%	10 10.8% 17.9%
Cifuentes	12 2.6% 100.0%	12 2.7% 100.0%	3 2.9% 25.0%	1 1.4% 8.3%	6 5.7% 50.0%	0 0.0% 0.0%	2 4.4% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.0% 8.3%	5 2.9% 41.7%	2 2.5% 16.7%	1 1.1% 8.3%	3 3.4% 25.0%	2 1.6% 16.7%	9 3.4% 75.0%	1 1.6% 8.3%	4 4.9% 33.3%	1 1.1% 8.3%
Macanudo	175 38.4% 100.0%	170 38.4% 97.1%	37 35.2% 21.1%	18 26.1% 10.3%	54 50.9% 30.9%	24 34.8% 13.7%	21 46.7% 12.0%	3 30.0% 1.7%	6 30.0% 3.4%	7 36.8% 4.0%	8 32.0% 4.6%	73 42.4% 41.7%	31 38.3% 17.7%	33 37.9% 18.9%	29 33.3% 16.6%	57 44.2% 32.6%	103 39.3% 58.9%	15 24.6% 8.6%	21 25.9% 12.0%	42 45.2% 24.0%
Macanudo Vintage	26 5.7% 100.0%	24 5.4% 92.3%	9 8.6% 34.6%	3 4.3% 11.5%	4 3.8% 15.4%	4 5.8% 15.4%	2 4.4% 7.7%	0 0.0% 0.0%	1 5.0% 3.8%	1 5.3% 3.8%	2 8.0% 7.7%	7 4.1% 26.9%	8 9.9% 30.8%	5 5.7% 19.2%	4 4.6% 15.4%	7 5.4% 26.9%	14 5.3% 53.8%	4 6.6% 15.4%	5 6.2% 19.2%	4 4.3% 15.4%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Premium (Q19B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	456	443	105	69	106	69	45	10	20	19	25	172	81	87	87	129	262	61	81	93
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.1%	23.0%	15.1%	23.2%	15.1%	9.9%	2.2%	4.4%	4.2%	5.5%	37.7%	17.8%	19.1%	19.1%	28.3%	57.5%	13.4%	17.8%	20.4%
Partagas	74	74	29	11	19	8	5	0	1	1	6	23	14	18	13	11	47	16	27	9
	16.2%	16.7%	27.6%	15.9%	17.9%	11.6%	11.1%	0.0%	5.0%	5.3%	24.0%	13.4%	17.3%	20.7%	14.9%	8.5%	17.9%	26.2%	33.3%	9.7%
	100.0%	100.0%	39.2%	14.9%	25.7%	10.8%	6.8%	0.0%	1.4%	1.4%	8.1%	31.1%	18.9%	24.3%	17.6%	14.9%	63.5%	21.6%	36.5%	12.2%
Partagas Limited Reserve	5	5	4	1	0	0	0	0	0	0	0	1	0	1	3	0	3	2	2	0
	1.1%	1.1%	3.8%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.1%	3.4%	0.0%	1.1%	3.3%	2.5%	0.0%
	100.0%	100.0%	80.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	20.0%	60.0%	0.0%	60.0%	40.0%	40.0%	0.0%
Sub-Subnet - Mass	48	44	12	6	5	8	5	3	3	2	2	12	9	14	10	9	33	5	4	10
	10.5%	9.9%	11.4%	8.7%	4.7%	11.6%	11.1%	30.0%	15.0%	10.5%	8.0%	7.0%	11.1%	16.1%	11.5%	7.0%	12.6%	8.2%	4.9%	10.8%
	100.0%	91.7%	25.0%	12.5%	10.4%	16.7%	10.4%	6.3%	6.3%	4.2%	4.2%	25.0%	18.8%	29.2%	20.8%	18.8%	68.8%	10.4%	8.3%	20.8%
Garcia y Vega/Whiffs	32	30	11	4	3	5	3	2	1	1	1	10	4	11	6	7	22	2	2	5
	7.0%	6.8%	10.5%	5.8%	2.8%	7.2%	6.7%	20.0%	5.0%	5.3%	4.0%	5.8%	4.9%	12.6%	6.9%	5.4%	8.4%	3.3%	2.5%	5.4%
	100.0%	93.8%	34.4%	12.5%	9.4%	15.6%	9.4%	6.3%	3.1%	3.1%	3.1%	31.3%	12.5%	34.4%	18.8%	21.9%	68.8%	6.3%	6.3%	15.6%
Tiparillo	8	8	3	1	1	1	2	0	0	0	0	3	3	1	1	2	6	0	1	3
	1.8%	1.8%	2.9%	1.4%	0.9%	1.4%	4.4%	0.0%	0.0%	0.0%	0.0%	1.7%	3.7%	1.1%	1.1%	1.6%	2.3%	0.0%	1.2%	3.2%
	100.0%	100.0%	37.5%	12.5%	12.5%	12.5%	25.0%	0.0%	0.0%	0.0%	0.0%	37.5%	37.5%	12.5%	12.5%	25.0%	75.0%	0.0%	12.5%	37.5%
White Owl	12	11	2	0	1	3	1	1	2	1	1	2	3	4	2	2	8	1	1	3
	2.6%	2.5%	1.9%	0.0%	0.9%	4.3%	2.2%	10.0%	10.0%	5.3%	4.0%	1.2%	3.7%	4.6%	2.3%	1.6%	3.1%	1.6%	1.2%	3.2%
	100.0%	91.7%	16.7%	0.0%	8.3%	25.0%	8.3%	8.3%	16.7%	8.3%	8.3%	16.7%	25.0%	33.3%	16.7%	16.7%	66.7%	8.3%	8.3%	25.0%
William Penn	4	3	1	1	0	0	0	0	1	0	0	0	0	2	1	1	1	2	1	1
	0.9%	0.7%	1.0%	1.4%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	2.3%	1.1%	0.8%	0.4%	3.3%	1.2%	1.1%
	100.0%	75.0%	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	50.0%	25.0%	25.0%	25.0%	50.0%	25.0%	25.0%
SubNet - Villazon	94	92	33	19	15	16	4	1	2	2	4	36	14	15	24	17	56	19	26	10
	20.6%	20.8%	31.4%	27.5%	14.2%	23.2%	8.9%	10.0%	10.0%	10.5%	16.0%	20.9%	17.3%	17.2%	27.6%	13.2%	21.4%	31.1%	32.1%	10.8%
	100.0%	97.9%	35.1%	20.2%	16.0%	17.0%	4.3%	1.1%	2.1%	2.1%	4.3%	38.3%	14.9%	16.0%	25.5%	18.1%	59.6%	20.2%	27.7%	10.6%
Hoyo de Monterrey	34	34	17	8	3	5	1	0	0	0	0	11	5	7	11	5	21	8	13	4
	7.5%	7.7%	16.2%	11.6%	2.8%	7.2%	2.2%	0.0%	0.0%	0.0%	0.0%	6.4%	6.2%	8.0%	12.6%	3.9%	8.0%	13.1%	16.0%	4.3%
	100.0%	100.0%	50.0%	23.5%	8.8%	14.7%	2.9%	0.0%	0.0%	0.0%	0.0%	32.4%	14.7%	20.6%	32.4%	14.7%	61.8%	23.5%	38.2%	11.8%
Hoyo de Monterrey Excalibur	25	24	13	3	4	2	0	1	0	1	1	7	3	6	7	4	14	6	10	2
	5.5%	5.4%	12.4%	4.3%	3.8%	2.9%	0.0%	10.0%	0.0%	5.3%	4.0%	4.1%	3.7%	6.9%	8.0%	3.1%	5.3%	9.8%	12.3%	2.2%
	100.0%	96.0%	52.0%	12.0%	16.0%	8.0%	0.0%	4.0%	0.0%	4.0%	4.0%	28.0%	12.0%	24.0%	28.0%	16.0%	56.0%	24.0%	40.0%	8.0%
Punch	53	52	16	11	11	9	3	0	1	1	3	25	6	7	12	10	33	10	14	4
	11.6%	11.7%	15.2%	15.9%	10.4%	13.0%	6.7%	0.0%	5.0%	5.3%	12.0%	14.5%	7.4%	8.0%	13.8%	7.8%	12.6%	16.4%	17.3%	4.3%
	100.0%	98.1%	30.2%	20.8%	20.8%	17.0%	5.7%	0.0%	1.9%	1.9%	5.7%	47.2%	11.3%	13.2%	22.6%	18.9%	62.3%	18.9%	26.4%	7.5%
Punch Grand Cru	12	12	7	0	2	2	0	0	1	0	0	5	4	1	2	1	8	2	6	1
	2.6%	2.7%	6.7%	0.0%	1.9%	2.9%	0.0%	0.0%	5.0%	0.0%	0.0%	2.9%	4.9%	1.1%	2.3%	0.8%	3.1%	3.3%	7.4%	1.1%
	100.0%	100.0%	58.3%	0.0%	16.7%	16.7%	0.0%	0.0%	8.3%	0.0%	0.0%	41.7%	33.3%	8.3%	16.7%	8.3%	66.7%	16.7%	50.0%	8.3%
Net - Swisher International	61	59	23	9	6	7	4	2	8	0	3	22	14	12	9	20	30	10	11	11
	13.4%	13.3%	21.9%	13.0%	5.7%	10.1%	8.9%	20.0%	40.0%	0.0%	12.0%	12.8%	17.3%	13.8%	10.3%	15.5%	11.5%	16.4%	13.6%	11.8%
	100.0%	96.7%	37.7%	14.8%	9.8%	11.5%	6.6%	3.3%	13.1%	0.0%	4.9%	36.1%	23.0%	19.7%	14.8%	32.8%	49.2%	16.4%	18.0%	18.0%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Premium (Q19B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	456 100.0% 100.0%	443 100.0% 97.1%	105 100.0% 23.0%	69 100.0% 15.1%	106 100.0% 23.2%	69 100.0% 15.1%	45 100.0% 9.9%	10 100.0% 2.2%	20 100.0% 4.4%	19 100.0% 4.2%	25 100.0% 5.5%	172 100.0% 37.7%	81 100.0% 17.8%	87 100.0% 19.1%	87 100.0% 19.1%	129 100.0% 28.3%	262 100.0% 57.5%	61 100.0% 13.4%	81 100.0% 17.8%	93 100.0% 20.4%
Bering	22 4.8% 100.0%	22 5.0% 100.0%	13 12.4% 59.1%	4 5.8% 18.2%	2 1.9% 9.1%	1 1.4% 4.5%	0 0.0% 0.0%	1 10.0% 4.5%	1 5.0% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	8 4.7% 36.4%	3 3.7% 13.6%	4 4.6% 18.2%	6 6.9% 27.3%	5 3.9% 22.7%	11 4.2% 50.0%	6 9.8% 27.3%	7 8.6% 31.8%	1 1.1% 4.5%
King Edward	12 2.6% 100.0%	11 2.5% 91.7%	3 2.9% 25.0%	1 1.4% 8.3%	1 0.9% 8.3%	2 2.9% 16.7%	0 0.0% 0.0%	1 10.0% 8.3%	3 15.0% 25.0%	0 0.0% 0.0%	1 4.0% 8.3%	3 1.7% 25.0%	2 2.5% 16.7%	3 3.4% 25.0%	3 3.4% 25.0%	3 2.3% 25.0%	7 2.7% 58.3%	1 1.6% 8.3%	1 1.2% 8.3%	4 4.3% 33.3%
La Prima Dora	4 0.9% 100.0%	4 0.9% 100.0%	1 1.0% 25.0%	1 1.4% 25.0%	1 0.9% 25.0%	1 1.4% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 25.0%	2 2.5% 50.0%	1 1.1% 25.0%	0 0.0% 0.0%	1 0.8% 25.0%	1 0.4% 25.0%	2 3.3% 50.0%	1 1.2% 25.0%	1 1.1% 25.0%
Swisher Sweets	28 6.1% 100.0%	27 6.1% 96.4%	7 6.7% 25.0%	4 5.8% 14.3%	2 1.9% 7.1%	5 7.2% 17.9%	4 8.9% 14.3%	0 0.0% 0.0%	5 25.0% 17.9%	0 0.0% 0.0%	2 8.0% 7.1%	11 6.4% 39.3%	9 11.1% 32.1%	5 5.7% 17.9%	1 1.1% 3.6%	12 9.3% 42.9%	14 5.3% 50.0%	2 3.3% 7.1%	3 3.7% 10.7%	7 7.5% 25.0%
Net - JR Tobacco Brands	26 5.7% 100.0%	24 5.4% 92.3%	11 10.5% 42.3%	5 7.2% 19.2%	5 4.7% 19.2%	0 0.0% 0.0%	1 2.2% 3.8%	1 10.0% 3.8%	0 0.0% 0.0%	1 5.3% 3.8%	0 0.0% 0.0%	13 7.6% 50.0%	4 4.9% 15.4%	6 6.9% 23.1%	2 2.3% 7.7%	7 5.4% 26.9%	15 5.7% 57.7%	4 6.6% 15.4%	7 8.6% 26.9%	1 1.1% 3.8%
El Rey Del Mundo	12 2.6% 100.0%	10 2.3% 83.3%	7 6.7% 58.3%	1 1.4% 8.3%	2 1.9% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 4.1% 58.3%	2 2.5% 16.7%	2 2.3% 16.7%	0 0.0% 0.0%	3 2.3% 25.0%	6 2.3% 50.0%	3 4.9% 25.0%	2 2.5% 16.7%	0 0.0% 0.0%
J.R. Ultimates	16 3.5% 100.0%	16 3.6% 100.0%	6 5.7% 37.5%	4 5.8% 25.0%	3 2.8% 18.8%	0 0.0% 0.0%	1 2.2% 6.3%	1 10.0% 6.3%	0 0.0% 0.0%	1 5.3% 6.3%	0 0.0% 0.0%	7 4.1% 43.8%	3 3.7% 18.8%	4 4.6% 25.0%	2 2.3% 12.5%	5 3.9% 31.3%	10 3.8% 62.5%	1 1.6% 6.3%	7 8.6% 43.8%	1 1.1% 6.3%
Net - Tabacalera	58 12.7% 100.0%	57 12.9% 98.3%	17 16.2% 29.3%	10 14.5% 17.2%	9 8.5% 15.5%	10 14.5% 17.2%	5 11.1% 8.6%	1 10.0% 1.7%	5 25.0% 8.6%	0 0.0% 0.0%	7 28.0% 12.1%	24 14.0% 41.4%	7 8.6% 12.1%	7 8.0% 12.1%	12 13.8% 20.7%	16 12.4% 27.6%	30 11.5% 51.7%	11 18.0% 19.0%	9 11.1% 15.5%	14 15.1% 24.1%
Subnet - Premium	30 6.6% 100.0%	30 6.8% 100.0%	13 12.4% 43.3%	5 7.2% 16.7%	5 4.7% 16.7%	4 5.8% 13.3%	2 4.4% 6.7%	0 0.0% 0.0%	1 5.0% 3.3%	0 0.0% 0.0%	1 4.0% 3.3%	16 9.3% 53.3%	3 3.7% 10.0%	4 4.6% 13.3%	6 6.9% 20.0%	6 4.7% 20.0%	15 5.7% 50.0%	8 13.1% 26.7%	5 6.2% 16.7%	6 6.5% 20.0%
Romeo y Julieta	30 6.6% 100.0%	30 6.8% 100.0%	13 12.4% 43.3%	5 7.2% 16.7%	5 4.7% 16.7%	4 5.8% 13.3%	2 4.4% 6.7%	0 0.0% 0.0%	1 5.0% 3.3%	0 0.0% 0.0%	1 4.0% 3.3%	16 9.3% 53.3%	3 3.7% 10.0%	4 4.6% 13.3%	6 6.9% 20.0%	6 4.7% 20.0%	15 5.7% 50.0%	8 13.1% 26.7%	5 6.2% 16.7%	6 6.5% 20.0%
Subnet - Mass	33 7.2% 100.0%	32 7.2% 97.0%	7 6.7% 21.2%	5 7.2% 15.2%	4 3.8% 12.1%	7 10.1% 21.2%	4 8.9% 12.1%	1 10.0% 3.0%	4 20.0% 12.1%	0 0.0% 0.0%	6 24.0% 18.2%	10 5.8% 30.3%	4 4.9% 12.1%	4 4.6% 12.1%	8 9.2% 24.2%	13 10.1% 39.4%	16 6.1% 48.5%	3 4.9% 9.1%	4 4.9% 12.1%	10 10.8% 30.3%
Black & Gold/Black & Mild	18 3.9% 100.0%	17 3.8% 94.4%	2 1.9% 11.1%	4 5.8% 22.2%	2 1.9% 11.1%	5 7.2% 27.8%	2 4.4% 11.1%	0 0.0% 0.0%	2 10.0% 11.1%	0 0.0% 0.0%	3 12.0% 16.7%	6 3.5% 33.3%	3 3.7% 16.7%	3 3.4% 16.7%	2 2.3% 11.1%	6 4.7% 33.3%	11 4.2% 61.1%	1 1.6% 5.6%	1 1.2% 5.6%	6 6.5% 33.3%
Hav-a-Tampa/Jewels	13 2.9% 100.0%	13 2.9% 100.0%	5 4.8% 38.5%	1 1.4% 7.7%	2 1.9% 15.4%	2 2.9% 15.4%	2 4.4% 15.4%	0 0.0% 0.0%	1 5.0% 7.7%	0 0.0% 0.0%	2 8.0% 15.4%	5 2.9% 38.5%	2 2.5% 15.4%	1 1.1% 7.7%	3 3.4% 23.1%	6 4.7% 46.2%	5 1.9% 38.5%	1 1.6% 7.7%	2 2.5% 15.4%	4 4.3% 30.8%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Premium (Q19B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	456 100.0% 100.0%	443 100.0% 97.1%	105 100.0% 23.0%	69 100.0% 15.1%	106 100.0% 23.2%	69 100.0% 15.1%	45 100.0% 9.9%	10 100.0% 2.2%	20 100.0% 4.4%	19 100.0% 4.2%	25 100.0% 5.5%	172 100.0% 37.7%	81 100.0% 17.8%	87 100.0% 19.1%	87 100.0% 19.1%	129 100.0% 28.3%	262 100.0% 57.5%	61 100.0% 13.4%	81 100.0% 17.8%	93 100.0% 20.4%
Phillies	11 2.4% 100.0%	11 2.5% 100.0%	3 2.9% 27.3%	3 4.3% 27.3%	0 0.0% 0.0%	2 2.9% 18.2%	0 0.0% 0.0%	1 10.0% 9.1%	2 10.0% 18.2%	0 0.0% 0.0%	2 8.0% 18.2%	3 1.7% 27.3%	1 1.2% 9.1%	2 2.3% 18.2%	3 3.4% 27.3%	3 2.3% 27.3%	7 2.7% 63.6%	1 1.6% 9.1%	2 2.5% 18.2%	1 1.1% 9.1%
Net - Other	242 53.1% 100.0%	238 53.7% 98.3%	68 64.8% 28.1%	49 71.0% 20.2%	55 51.9% 22.7%	32 46.4% 13.2%	16 35.6% 6.6%	5 50.0% 2.1%	7 35.0% 2.9%	6 31.6% 2.5%	11 44.0% 4.5%	81 47.1% 33.5%	46 56.8% 19.0%	53 60.9% 21.9%	48 55.2% 19.8%	59 45.7% 24.4%	141 53.8% 58.3%	40 65.6% 16.5%	56 69.1% 23.1%	36 38.7% 14.9%
Subnet - Premium	207 45.4% 100.0%	204 46.0% 98.6%	61 58.1% 29.5%	37 53.6% 17.9%	46 43.4% 22.2%	27 39.1% 13.0%	16 35.6% 7.7%	4 40.0% 1.9%	7 35.0% 3.4%	6 31.6% 2.9%	10 40.0% 4.8%	74 43.0% 35.7%	35 43.2% 16.9%	47 54.0% 22.7%	38 43.7% 18.4%	53 41.1% 25.6%	115 43.9% 55.6%	37 60.7% 17.9%	49 60.5% 23.7%	34 36.6% 16.4%
Ashton	25 5.5% 100.0%	24 5.4% 96.0%	9 8.6% 36.0%	5 7.2% 20.0%	6 5.7% 24.0%	0 0.0% 0.0%	2 4.4% 8.0%	0 0.0% 0.0%	1 5.0% 4.0%	1 5.3% 4.0%	1 4.0% 4.0%	9 5.2% 36.0%	2 2.5% 8.0%	7 8.0% 28.0%	5 5.7% 20.0%	6 4.7% 24.0%	12 4.6% 48.0%	7 11.5% 28.0%	8 9.9% 32.0%	5 5.4% 20.0%
Bahia	3 0.7% 100.0%	2 0.5% 66.7%	1 1.0% 33.3%	1 1.4% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 33.3%	1 1.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	3 4.9% 100.0%	2 2.5% 66.7%	0 0.0% 0.0%
Davidoff	21 4.6% 100.0%	21 4.7% 100.0%	14 13.3% 66.7%	0 0.0% 0.0%	5 4.7% 23.8%	0 0.0% 0.0%	2 4.4% 9.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 4.7% 38.1%	2 2.5% 9.5%	6 6.9% 28.6%	5 5.7% 23.8%	3 2.3% 14.3%	15 5.7% 71.4%	3 4.9% 14.3%	8 9.9% 38.1%	1 1.1% 4.8%
Don Tomas	40 8.8% 100.0%	38 8.6% 95.0%	13 12.4% 32.5%	7 10.1% 17.5%	8 7.5% 20.0%	3 4.3% 7.5%	5 11.1% 12.5%	0 0.0% 0.0%	2 10.0% 5.0%	0 0.0% 0.0%	3 12.0% 7.5%	13 7.6% 32.5%	9 11.1% 22.5%	6 6.9% 15.0%	8 9.2% 20.0%	9 7.0% 22.5%	26 9.9% 65.0%	5 8.2% 12.5%	9 11.1% 22.5%	9 9.7% 22.5%
Dunhill	37 8.1% 100.0%	37 8.4% 100.0%	12 11.4% 32.4%	2 2.9% 5.4%	9 8.5% 24.3%	4 5.8% 10.8%	6 13.3% 16.2%	2 20.0% 5.4%	1 5.0% 2.7%	1 5.3% 2.7%	3 12.0% 8.1%	14 8.1% 37.8%	4 4.9% 10.8%	7 8.0% 18.9%	7 8.0% 18.9%	11 8.5% 29.7%	19 7.3% 51.4%	5 8.2% 13.5%	6 7.4% 16.2%	7 7.5% 18.9%
Fuente/Arturo Fuente	89 19.5% 100.0%	87 19.6% 97.8%	34 32.4% 38.2%	14 20.3% 15.7%	23 21.7% 25.8%	13 18.8% 14.6%	2 4.4% 2.2%	0 0.0% 0.0%	1 5.0% 1.1%	0 0.0% 0.0%	3 12.0% 3.4%	39 22.7% 43.8%	15 18.5% 16.9%	19 21.8% 21.3%	12 13.8% 13.5%	11 8.5% 12.4%	53 20.2% 59.6%	25 41.0% 28.1%	28 34.6% 31.5%	7 7.5% 7.9%
Thompson	44 9.6% 100.0%	44 9.9% 100.0%	6 5.7% 13.6%	15 21.7% 34.1%	4 3.8% 9.1%	10 14.5% 22.7%	1 2.2% 2.3%	2 20.0% 4.5%	2 10.0% 4.5%	4 21.1% 9.1%	1 4.0% 2.3%	9 5.2% 20.5%	8 9.9% 18.2%	14 16.1% 31.8%	12 13.8% 27.3%	18 14.0% 40.9%	23 8.8% 52.3%	3 4.9% 6.8%	9 11.1% 20.5%	8 8.6% 18.2%
Subnet - Mass	4 0.9% 100.0%	3 0.7% 75.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 25.0%	0 0.0% 0.0%	1 10.0% 25.0%	1 5.0% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.5% 50.0%	0 0.0% 0.0%	1 1.1% 25.0%	2 1.6% 50.0%	1 0.4% 25.0%	1 1.6% 25.0%	0 0.0% 0.0%	1 1.1% 25.0%
Middleton	4 0.9% 100.0%	3 0.7% 75.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 25.0%	0 0.0% 0.0%	1 10.0% 25.0%	1 5.0% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.5% 50.0%	0 0.0% 0.0%	1 1.1% 25.0%	2 1.6% 50.0%	1 0.4% 25.0%	1 1.6% 25.0%	0 0.0% 0.0%	1 1.1% 25.0%
Other	79 17.3% 100.0%	78 17.6% 98.7%	19 18.1% 24.1%	22 31.9% 27.8%	19 17.9% 24.1%	14 20.3% 17.7%	1 2.2% 1.3%	1 10.0% 1.3%	1 5.0% 1.3%	1 5.3% 1.3%	3 12.0% 3.8%	22 12.8% 27.8%	16 19.8% 20.3%	20 23.0% 25.3%	16 18.4% 20.3%	16 12.4% 20.3%	50 19.1% 63.3%	12 19.7% 15.2%	18 22.2% 22.8%	6 6.5% 7.6%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Mass (Q19B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	583 100.0% 100.0%	542 100.0% 93.0%	52 100.0% 8.9%	53 100.0% 9.1%	42 100.0% 7.2%	93 100.0% 16.0%	35 100.0% 6.0%	87 100.0% 14.9%	69 100.0% 11.8%	111 100.0% 19.0%	43 100.0% 7.4%	147 100.0% 25.2%	104 100.0% 17.8%	120 100.0% 20.6%	162 100.0% 27.8%	261 100.0% 44.8%	294 100.0% 50.4%	23 100.0% 3.9%	42 100.0% 7.2%	236 100.0% 40.5%
SuperNet - Both premium and mass brands	140 24.0% 100.0%	133 24.5% 95.0%	33 63.5% 23.6%	23 43.4% 16.4%	24 57.1% 17.1%	19 20.4% 13.6%	12 34.3% 8.6%	6 6.9% 4.3%	9 13.0% 6.4%	7 6.3% 5.0%	8 18.6% 5.7%	40 27.2% 28.6%	26 25.0% 18.6%	28 23.3% 20.0%	36 22.2% 25.7%	43 16.5% 30.7%	82 27.9% 58.6%	14 60.9% 10.0%	18 42.9% 12.9%	33 14.0% 23.6%
SuperNet - Premium brands only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Mass brands Only	443 76.0% 100.0%	409 75.5% 92.3%	19 36.5% 4.3%	30 56.6% 6.8%	18 42.9% 4.1%	74 79.6% 16.7%	23 65.7% 5.2%	81 93.1% 18.3%	60 87.0% 13.5%	104 93.7% 23.5%	35 81.4% 7.9%	107 72.8% 24.2%	78 75.0% 17.6%	92 76.7% 20.8%	126 77.8% 28.4%	218 83.5% 49.2%	212 72.1% 47.9%	9 39.1% 2.0%	24 57.1% 5.4%	203 86.0% 45.8%
SuperNet - Premium	140 24.0% 100.0%	133 24.5% 95.0%	33 63.5% 23.6%	23 43.4% 16.4%	24 57.1% 17.1%	19 20.4% 13.6%	12 34.3% 8.6%	6 6.9% 4.3%	9 13.0% 6.4%	7 6.3% 5.0%	8 18.6% 5.7%	40 27.2% 28.6%	26 25.0% 18.6%	28 23.3% 20.0%	36 22.2% 25.7%	43 16.5% 30.7%	82 27.9% 58.6%	14 60.9% 10.0%	18 42.9% 12.9%	33 14.0% 23.6%
SuperNet - Mass	583 100.0% 100.0%	542 100.0% 93.0%	52 100.0% 8.9%	53 100.0% 9.1%	42 100.0% 7.2%	93 100.0% 16.0%	35 100.0% 6.0%	87 100.0% 14.9%	69 100.0% 11.8%	111 100.0% 19.0%	43 100.0% 7.4%	147 100.0% 25.2%	104 100.0% 17.8%	120 100.0% 20.6%	162 100.0% 27.8%	261 100.0% 44.8%	294 100.0% 50.4%	23 100.0% 3.9%	42 100.0% 7.2%	236 100.0% 40.5%
Net - Consolidated Cigar Co.	281 48.2% 100.0%	265 48.9% 94.3%	31 59.6% 11.0%	36 67.9% 12.8%	31 73.8% 11.0%	45 48.4% 16.0%	13 37.1% 4.6%	39 44.8% 13.9%	30 43.5% 10.7%	40 36.0% 14.2%	16 37.2% 5.7%	56 38.1% 19.9%	47 45.2% 16.7%	61 50.8% 21.7%	95 58.6% 33.8%	98 37.5% 34.9%	167 56.8% 59.4%	13 56.5% 4.6%	24 57.1% 8.5%	88 37.3% 31.3%
Subnet - Premium	63 10.8% 100.0%	58 10.7% 92.1%	17 32.7% 27.0%	11 20.8% 17.5%	13 31.0% 20.6%	7 7.5% 11.1%	2 5.7% 3.2%	3 3.4% 4.8%	4 5.8% 6.3%	1 0.9% 1.6%	2 4.7% 3.2%	19 12.9% 30.2%	15 14.4% 23.8%	12 10.0% 19.0%	14 8.6% 22.2%	12 4.6% 19.0%	41 13.9% 65.1%	9 39.1% 14.3%	9 21.4% 14.3%	9 3.8% 14.3%
Don Diego	23 3.9% 100.0%	21 3.9% 91.3%	8 15.4% 34.8%	6 11.3% 26.1%	2 4.8% 8.7%	2 2.2% 8.7%	1 2.9% 4.3%	1 1.1% 4.3%	1 1.4% 4.3%	0 0.0% 0.0%	2 4.7% 8.7%	2 1.4% 8.7%	11 10.6% 47.8%	4 3.3% 17.4%	4 2.5% 17.4%	6 2.3% 26.1%	14 4.8% 60.9%	3 13.0% 13.0%	4 9.5% 17.4%	5 2.1% 21.7%
Montecristo	15 2.6% 100.0%	15 2.8% 100.0%	4 7.7% 26.7%	1 1.9% 6.7%	6 14.3% 40.0%	2 2.2% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.9% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	7 4.8% 46.7%	2 1.9% 13.3%	4 3.3% 26.7%	2 1.2% 13.3%	2 0.8% 13.3%	9 3.1% 60.0%	4 17.4% 26.7%	2 4.8% 13.3%	2 0.8% 13.3%
Royal Jamaica	9 1.5% 100.0%	8 1.5% 88.9%	4 7.7% 44.4%	1 1.9% 11.1%	1 2.4% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 11.1%	1 1.4% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	3 2.0% 33.3%	1 1.0% 11.1%	2 1.7% 22.2%	3 1.9% 33.3%	0 0.0% 0.0%	6 2.0% 66.7%	2 8.7% 22.2%	2 4.8% 22.2%	1 0.4% 11.1%
Te-Amo	17 2.9% 100.0%	14 2.6% 82.4%	4 7.7% 23.5%	3 5.7% 17.6%	2 4.8% 11.8%	2 2.2% 11.8%	1 2.9% 5.9%	1 1.1% 5.9%	0 0.0% 0.0%	1 0.9% 5.9%	0 0.0% 0.0%	6 4.1% 35.3%	2 1.9% 11.8%	3 2.5% 17.6%	5 3.1% 29.4%	3 1.1% 17.6%	11 3.7% 64.7%	3 13.0% 17.6%	4 9.5% 23.5%	2 0.8% 11.8%
Upmann/H. Upmann	13 2.2% 100.0%	12 2.2% 92.3%	5 9.6% 38.5%	3 5.7% 23.1%	2 4.8% 15.4%	2 2.2% 15.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 2.0% 23.1%	4 3.8% 30.8%	2 1.7% 15.4%	3 1.9% 23.1%	2 0.8% 15.4%	7 2.4% 53.8%	4 17.4% 30.8%	4 9.5% 30.8%	0 0.0% 0.0%
Subnet - Mass	245 42.0% 100.0%	232 42.8% 94.7%	22 42.3% 9.0%	30 56.6% 12.2%	25 59.5% 10.2%	42 45.2% 17.1%	11 31.4% 4.5%	36 41.4% 14.7%	27 39.1% 11.0%	39 35.1% 15.9%	15 34.9% 6.1%	44 29.9% 18.0%	39 37.5% 15.9%	54 45.0% 22.0%	88 54.3% 35.9%	93 35.6% 38.0%	145 49.3% 59.2%	5 21.7% 2.0%	18 42.9% 7.3%	82 34.7% 33.5%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Mass (Q19B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	583 100.0% 100.0%	542 100.0% 93.0%	52 100.0% 8.9%	53 100.0% 9.1%	42 100.0% 7.2%	93 100.0% 16.0%	35 100.0% 6.0%	87 100.0% 14.9%	69 100.0% 11.8%	111 100.0% 19.0%	43 100.0% 7.4%	147 100.0% 25.2%	104 100.0% 17.8%	120 100.0% 20.6%	162 100.0% 27.8%	261 100.0% 44.8%	294 100.0% 50.4%	23 100.0% 3.9%	42 100.0% 7.2%	236 100.0% 40.5%
Antonio y Cleopatra	76 13.0% 100.0%	72 13.3% 94.7%	9 17.3% 11.8%	11 20.8% 14.5%	17 40.5% 22.4%	16 17.2% 21.1%	0 0.0% 0.0%	9 10.3% 11.8%	6 8.7% 7.9%	4 3.6% 5.3%	1 2.3% 1.3%	14 9.5% 18.4%	8 7.7% 10.5%	13 10.8% 17.1%	39 24.1% 51.3%	25 9.6% 32.9%	48 16.3% 63.2%	3 13.0% 3.9%	6 14.3% 7.9%	19 8.1% 25.0%
Backwoods	65 11.1% 100.0%	61 11.3% 93.8%	5 9.6% 7.7%	10 18.9% 15.4%	5 11.9% 7.7%	10 10.8% 15.4%	5 14.3% 7.7%	6 6.9% 9.2%	8 11.6% 12.3%	12 10.8% 18.5%	7 16.3% 10.8%	14 9.5% 21.5%	16 15.4% 24.6%	14 11.7% 21.5%	13 8.0% 20.0%	31 11.9% 47.7%	34 11.6% 52.3%	0 0.0% 0.0%	5 11.9% 7.7%	26 11.0% 40.0%
Dutch Masters	101 17.3% 100.0%	97 17.9% 96.0%	11 21.2% 10.9%	9 17.0% 8.9%	6 14.3% 5.9%	14 15.1% 13.9%	5 14.3% 5.0%	19 21.8% 18.8%	15 21.7% 14.9%	18 16.2% 17.8%	6 14.0% 5.9%	16 10.9% 15.8%	12 11.5% 11.9%	30 25.0% 29.7%	34 21.0% 33.7%	33 12.6% 32.7%	64 21.8% 63.4%	3 13.0% 3.0%	8 19.0% 7.9%	31 13.1% 30.7%
El Producto	43 7.4% 100.0%	43 7.9% 100.0%	5 9.6% 11.6%	6 11.3% 14.0%	2 4.8% 4.7%	7 7.5% 16.3%	3 8.6% 7.0%	6 6.9% 14.0%	5 7.2% 11.6%	9 8.1% 20.9%	4 9.3% 9.3%	7 4.8% 16.3%	8 7.7% 18.6%	13 10.8% 30.2%	10 6.2% 23.3%	19 7.3% 44.2%	22 7.5% 51.2%	1 4.3% 2.3%	2 4.8% 4.7%	17 7.2% 39.5%
Muriel	30 5.1% 100.0%	27 5.0% 90.0%	5 9.6% 16.7%	1 1.9% 3.3%	1 2.4% 3.3%	4 4.3% 13.3%	1 2.9% 3.3%	6 6.9% 20.0%	4 5.8% 13.3%	5 4.5% 16.7%	1 2.3% 3.3%	4 2.7% 13.3%	4 3.8% 13.3%	8 6.7% 26.7%	11 6.8% 36.7%	12 4.6% 40.0%	15 5.1% 50.0%	1 4.3% 3.3%	2 4.8% 6.7%	10 4.2% 33.3%
Net - General Cigar Holdings	221 37.9% 100.0%	210 38.7% 95.0%	39 75.0% 17.6%	24 45.3% 10.9%	25 59.5% 11.3%	35 37.6% 15.8%	14 40.0% 6.3%	25 28.7% 11.3%	20 29.0% 9.0%	28 25.2% 12.7%	16 37.2% 7.2%	51 34.7% 23.1%	40 38.5% 18.1%	51 42.5% 23.1%	61 37.7% 27.6%	73 28.0% 33.0%	131 44.6% 59.3%	15 65.2% 6.8%	23 54.8% 10.4%	71 30.1% 32.1%
Subnet-General Cigar Holdings - Premium	83 14.2% 100.0%	79 14.6% 95.2%	26 50.0% 31.3%	15 28.3% 18.1%	14 33.3% 16.9%	9 9.7% 10.8%	7 20.0% 8.4%	3 3.4% 3.6%	1 1.4% 1.2%	4 3.6% 4.8%	6 14.0% 7.2%	21 14.3% 25.3%	16 15.4% 19.3%	21 17.5% 25.3%	18 11.1% 21.7%	22 8.4% 26.5%	51 17.3% 61.4%	9 39.1% 10.8%	14 33.3% 16.9%	16 6.8% 19.3%
SubNet - General Cigar Co.	212 36.4% 100.0%	201 37.1% 94.8%	37 71.2% 17.5%	20 37.7% 9.4%	24 57.1% 11.3%	33 35.5% 15.6%	14 40.0% 6.6%	25 28.7% 11.8%	20 29.0% 9.4%	28 25.2% 13.2%	16 37.2% 7.5%	47 32.0% 22.2%	40 38.5% 18.9%	49 40.8% 23.1%	58 35.8% 27.4%	72 27.6% 34.0%	124 42.2% 58.5%	14 60.9% 6.6%	22 52.4% 10.4%	70 29.7% 33.0%
Sub-Subnet - Premium	72 12.3% 100.0%	69 12.7% 95.8%	24 46.2% 33.3%	11 20.8% 15.3%	13 31.0% 18.1%	6 6.5% 8.3%	7 20.0% 9.7%	3 3.4% 4.2%	1 1.4% 1.4%	4 3.6% 5.6%	6 14.0% 8.3%	17 11.6% 23.6%	15 14.4% 20.8%	19 15.8% 26.4%	15 9.3% 20.8%	21 8.0% 29.2%	43 14.6% 59.7%	7 30.4% 9.7%	13 31.0% 18.1%	14 5.9% 19.4%
Cohiba	14 2.4% 100.0%	13 2.4% 92.9%	7 13.5% 50.0%	0 0.0% 0.0%	3 7.1% 21.4%	0 0.0% 0.0%	2 5.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.9% 7.1%	1 2.3% 7.1%	3 2.0% 21.4%	2 1.9% 14.3%	6 5.0% 42.9%	2 1.2% 14.3%	4 1.5% 28.6%	7 2.4% 50.0%	3 13.0% 21.4%	2 4.8% 14.3%	4 1.7% 28.6%
Cifuentes	3 0.5% 100.0%	3 0.6% 100.0%	2 3.8% 66.7%	0 0.0% 0.0%	1 2.4% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 33.3%	0 0.0% 0.0%	2 1.2% 66.7%	1 0.4% 33.3%	2 0.7% 66.7%	0 0.0% 0.0%	1 2.4% 33.3%	0 0.0% 0.0%
Macanudo	47 8.1% 100.0%	45 8.3% 95.7%	10 19.2% 21.3%	9 17.0% 19.1%	9 21.4% 19.1%	6 6.5% 12.8%	5 14.3% 10.6%	3 3.4% 6.4%	1 1.4% 2.1%	2 1.8% 4.3%	3 7.0% 6.4%	12 8.2% 25.5%	13 12.5% 27.7%	9 7.5% 19.1%	10 6.2% 21.3%	14 5.4% 29.8%	30 10.2% 63.8%	3 13.0% 6.4%	6 14.3% 12.8%	10 4.2% 21.3%
Macanudo Vintage	13 2.2% 100.0%	12 2.2% 92.3%	3 5.8% 23.1%	3 5.7% 23.1%	2 4.8% 15.4%	2 2.2% 15.4%	1 2.9% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.9% 7.7%	2 4.7% 15.4%	3 2.0% 23.1%	5 4.8% 38.5%	1 0.8% 7.7%	2 1.2% 15.4%	4 1.5% 30.8%	4 1.4% 30.8%	4 17.4% 30.8%	1 2.4% 7.7%	3 1.3% 23.1%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Mass (Q19B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	583	542	52	53	42	93	35	87	69	111	43	147	104	120	162	261	294	23	42	236
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.0%	8.9%	9.1%	7.2%	16.0%	6.0%	14.9%	11.8%	19.0%	7.4%	25.2%	17.8%	20.6%	27.8%	44.8%	50.4%	3.9%	7.2%	40.5%
Partagas	21	21	13	3	4	0	0	0	0	1	1	5	3	7	5	5	13	3	8	1
	3.6%	3.9%	25.0%	5.7%	9.5%	0.0%	0.0%	0.0%	0.0%	0.9%	2.3%	3.4%	2.9%	5.8%	3.1%	1.9%	4.4%	13.0%	19.0%	0.4%
	100.0%	100.0%	61.9%	14.3%	19.0%	0.0%	0.0%	0.0%	0.0%	4.8%	4.8%	23.8%	14.3%	33.3%	23.8%	23.8%	61.9%	14.3%	38.1%	4.8%
Partagas Limited Reserve	3	3	3	0	0	0	0	0	0	0	0	0	0	1	2	0	2	1	1	0
	0.5%	0.6%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%	0.0%	0.7%	4.3%	2.4%	0.0%
	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	66.7%	0.0%	66.7%	33.3%	33.3%	0.0%
Sub-Subnet - Mass	166	156	23	13	12	31	10	24	19	24	10	39	30	39	46	56	100	8	12	62
	28.5%	28.8%	44.2%	24.5%	28.6%	33.3%	28.6%	27.6%	27.5%	21.6%	23.3%	26.5%	28.8%	32.5%	28.4%	21.5%	34.0%	34.8%	28.6%	26.3%
	100.0%	94.0%	13.9%	7.8%	7.2%	18.7%	6.0%	14.5%	11.4%	14.5%	6.0%	23.5%	18.1%	23.5%	27.7%	33.7%	60.2%	4.8%	7.2%	37.3%
Garcia y Vega/Whiffs	72	66	14	5	8	15	6	6	5	7	3	21	11	18	19	19	49	3	5	24
	12.3%	12.2%	26.9%	9.4%	19.0%	16.1%	17.1%	6.9%	7.2%	6.3%	7.0%	14.3%	10.6%	15.0%	11.7%	7.3%	16.7%	13.0%	11.9%	10.2%
	100.0%	91.7%	19.4%	6.9%	11.1%	20.8%	8.3%	8.3%	6.9%	9.7%	4.2%	29.2%	15.3%	25.0%	26.4%	26.4%	68.1%	4.2%	6.9%	33.3%
Tiparillo	43	42	6	2	2	8	2	8	6	8	3	12	9	13	6	26	17	0	1	19
	7.4%	7.7%	11.5%	3.8%	4.8%	8.6%	5.7%	9.2%	8.7%	7.2%	7.0%	8.2%	8.7%	10.8%	3.7%	10.0%	5.8%	0.0%	2.4%	8.1%
	100.0%	97.7%	14.0%	4.7%	4.7%	18.6%	4.7%	18.6%	14.0%	18.6%	7.0%	27.9%	20.9%	30.2%	14.0%	60.5%	39.5%	0.0%	2.3%	44.2%
White Owl	61	58	7	6	3	10	1	13	9	9	4	10	12	14	20	18	38	3	7	20
	10.5%	10.7%	13.5%	11.3%	7.1%	10.8%	2.9%	14.9%	13.0%	8.1%	9.3%	6.8%	11.5%	11.7%	12.3%	6.9%	12.9%	13.0%	16.7%	8.5%
	100.0%	95.1%	11.5%	9.8%	4.9%	16.4%	1.6%	21.3%	14.8%	14.8%	6.6%	16.4%	19.7%	23.0%	32.8%	29.5%	62.3%	4.9%	11.5%	32.8%
William Penn	14	13	3	1	0	1	2	4	2	0	1	1	3	3	5	2	9	2	1	4
	2.4%	2.4%	5.8%	1.9%	0.0%	1.1%	5.7%	4.6%	2.9%	0.0%	2.3%	0.7%	2.9%	2.5%	3.1%	0.8%	3.1%	8.7%	2.4%	1.7%
	100.0%	92.9%	21.4%	7.1%	0.0%	7.1%	14.3%	28.6%	14.3%	0.0%	7.1%	7.1%	21.4%	21.4%	35.7%	14.3%	64.3%	14.3%	7.1%	28.6%
SubNet - Villazon	29	28	12	8	3	4	1	0	0	0	0	7	4	8	9	6	16	6	6	4
	5.0%	5.2%	23.1%	15.1%	7.1%	4.3%	2.9%	0.0%	0.0%	0.0%	0.0%	4.8%	3.8%	6.7%	5.6%	2.3%	5.4%	26.1%	14.3%	1.7%
	100.0%	96.6%	41.4%	27.6%	10.3%	13.8%	3.4%	0.0%	0.0%	0.0%	0.0%	24.1%	13.8%	27.6%	31.0%	20.7%	55.2%	20.7%	20.7%	13.8%
Hoyo de Monterrey	13	13	8	3	0	2	0	0	0	0	0	2	1	5	5	2	7	4	5	2
	2.2%	2.4%	15.4%	5.7%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.0%	4.2%	3.1%	0.8%	2.4%	17.4%	11.9%	0.8%
	100.0%	100.0%	61.5%	23.1%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	7.7%	38.5%	38.5%	15.4%	53.8%	30.8%	38.5%	15.4%
Hoyo de Monterrey Excalibur	7	6	5	1	0	0	0	0	0	0	0	0	1	4	1	0	4	3	2	0
	1.2%	1.1%	9.6%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	3.3%	0.6%	0.0%	1.4%	13.0%	4.8%	0.0%
	100.0%	85.7%	71.4%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	57.1%	14.3%	0.0%	57.1%	42.9%	28.6%	0.0%
Punch	18	18	6	7	3	1	1	0	0	0	0	5	3	5	5	5	10	3	2	1
	3.1%	3.3%	11.5%	13.2%	7.1%	1.1%	2.9%	0.0%	0.0%	0.0%	0.0%	3.4%	2.9%	4.2%	3.1%	1.9%	3.4%	13.0%	4.8%	0.4%
	100.0%	100.0%	33.3%	38.9%	16.7%	5.6%	5.6%	0.0%	0.0%	0.0%	0.0%	27.8%	16.7%	27.8%	27.8%	27.8%	55.6%	16.7%	11.1%	5.6%
Punch Grand Cru	3	3	2	0	0	1	0	0	0	0	0	1	2	0	0	0	1	1	1	1
	0.5%	0.6%	3.8%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.9%	0.0%	0.0%	0.0%	0.3%	4.3%	2.4%	0.4%
	100.0%	100.0%	66.7%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	66.7%	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	33.3%
Net - Swisher International	276	254	31	22	10	41	17	42	42	49	18	75	61	60	57	141	117	15	22	106
	47.3%	46.9%	59.6%	41.5%	23.8%	44.1%	48.6%	48.3%	60.9%	44.1%	41.9%	51.0%	58.7%	50.0%	35.2%	54.0%	39.8%	65.2%	52.4%	44.9%
	100.0%	92.0%	11.2%	8.0%	3.6%	14.9%	6.2%	15.2%	15.2%	17.8%	6.5%	27.2%	22.1%	21.7%	20.7%	51.1%	42.4%	5.4%	8.0%	38.4%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Mass (Q19B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	583 100.0% 100.0%	542 100.0% 93.0%	52 100.0% 8.9%	53 100.0% 9.1%	42 100.0% 7.2%	93 100.0% 16.0%	35 100.0% 6.0%	87 100.0% 14.9%	69 100.0% 11.8%	111 100.0% 19.0%	43 100.0% 7.4%	147 100.0% 25.2%	104 100.0% 17.8%	120 100.0% 20.6%	162 100.0% 27.8%	261 100.0% 44.8%	294 100.0% 50.4%	23 100.0% 3.9%	42 100.0% 7.2%	236 100.0% 40.5%
Bering	28 4.8% 100.0%	27 5.0% 96.4%	14 26.9% 50.0%	4 7.5% 14.3%	2 4.8% 7.1%	3 3.2% 10.7%	1 2.9% 3.6%	1 1.1% 3.6%	2 2.9% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	9 6.1% 32.1%	5 4.8% 17.9%	6 5.0% 21.4%	7 4.3% 25.0%	6 2.3% 21.4%	15 5.1% 53.6%	6 26.1% 21.4%	7 16.7% 25.0%	5 2.1% 17.9%
King Edward	60 10.3% 100.0%	58 10.7% 96.7%	7 13.5% 11.7%	5 9.4% 8.3%	2 4.8% 3.3%	12 12.9% 20.0%	1 2.9% 1.7%	12 13.8% 20.0%	9 13.0% 15.0%	10 9.0% 16.7%	6 14.0% 10.0%	12 8.2% 20.0%	12 11.5% 20.0%	12 10.0% 20.0%	16 9.9% 26.7%	19 7.3% 31.7%	38 12.9% 63.3%	2 8.7% 3.3%	5 11.9% 8.3%	21 8.9% 35.0%
La Prima Dora	6 1.0% 100.0%	6 1.1% 100.0%	1 1.9% 16.7%	1 1.9% 16.7%	1 2.4% 16.7%	2 2.2% 33.3%	1 2.9% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.3% 16.7%	2 1.4% 33.3%	2 1.9% 33.3%	1 0.8% 16.7%	0 0.0% 0.0%	2 0.8% 33.3%	2 0.7% 33.3%	2 8.7% 33.3%	1 2.4% 16.7%	1 0.4% 16.7%
Swisher Sweets	212 36.4% 100.0%	192 35.4% 90.6%	12 23.1% 5.7%	15 28.3% 7.1%	5 11.9% 2.4%	33 35.5% 15.6%	14 40.0% 6.6%	36 41.4% 17.0%	34 49.3% 16.0%	43 38.7% 20.3%	14 32.6% 6.6%	56 38.1% 26.4%	50 48.1% 23.6%	50 41.7% 23.6%	38 23.5% 17.9%	124 47.5% 58.5%	81 27.6% 38.2%	6 26.1% 2.8%	13 31.0% 6.1%	86 36.4% 40.6%
Net - JR Tobacco Brands	9 1.5% 100.0%	7 1.3% 77.8%	4 7.7% 44.4%	1 1.9% 11.1%	1 2.4% 11.1%	0 0.0% 0.0%	1 2.9% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 2.7% 44.4%	1 1.0% 11.1%	3 2.5% 33.3%	0 0.0% 0.0%	4 1.5% 44.4%	4 1.4% 44.4%	1 4.3% 11.1%	1 2.4% 11.1%	1 0.4% 11.1%
El Rey Del Mundo	4 0.7% 100.0%	2 0.4% 50.0%	2 3.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 25.0%	0 0.0% 0.0%	2 1.7% 50.0%	0 0.0% 0.0%	1 0.4% 25.0%	2 0.7% 50.0%	1 4.3% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
J.R. Ultimates	5 0.9% 100.0%	5 0.9% 100.0%	2 3.8% 40.0%	1 1.9% 20.0%	1 2.4% 20.0%	0 0.0% 0.0%	1 2.9% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 2.0% 60.0%	1 1.0% 20.0%	1 0.8% 20.0%	0 0.0% 0.0%	3 1.1% 60.0%	2 0.7% 40.0%	0 0.0% 0.0%	1 2.4% 20.0%	1 0.4% 20.0%
Net - Tabacalera	168 28.8% 100.0%	165 30.4% 98.2%	20 38.5% 11.9%	18 34.0% 10.7%	11 26.2% 6.5%	27 29.0% 16.1%	8 22.9% 4.8%	30 34.5% 17.9%	26 37.7% 15.5%	25 22.5% 14.9%	17 39.5% 10.1%	44 29.9% 26.2%	25 24.0% 14.9%	36 30.0% 21.4%	43 26.5% 25.6%	65 24.9% 38.7%	93 31.6% 55.4%	7 30.4% 4.2%	17 40.5% 10.1%	68 28.8% 40.5%
Subnet - Premium	14 2.4% 100.0%	14 2.6% 100.0%	6 11.5% 42.9%	1 1.9% 7.1%	2 4.8% 14.3%	3 3.2% 21.4%	1 2.9% 7.1%	0 0.0% 0.0%	1 1.4% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	6 4.1% 42.9%	0 0.0% 0.0%	4 3.3% 28.6%	4 2.5% 28.6%	3 1.1% 21.4%	8 2.7% 57.1%	2 8.7% 14.3%	1 2.4% 7.1%	3 1.3% 21.4%
Romeo y Julieta	14 2.4% 100.0%	14 2.6% 100.0%	6 11.5% 42.9%	1 1.9% 7.1%	2 4.8% 14.3%	3 3.2% 21.4%	1 2.9% 7.1%	0 0.0% 0.0%	1 1.4% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	6 4.1% 42.9%	0 0.0% 0.0%	4 3.3% 28.6%	4 2.5% 28.6%	3 1.1% 21.4%	8 2.7% 57.1%	2 8.7% 14.3%	1 2.4% 7.1%	3 1.3% 21.4%
Subnet - Mass	159 27.3% 100.0%	156 28.8% 98.1%	17 32.7% 10.7%	17 32.1% 10.7%	9 21.4% 5.7%	25 26.9% 15.7%	8 22.9% 5.0%	30 34.5% 18.9%	25 36.2% 15.7%	25 22.5% 15.7%	17 39.5% 10.7%	40 27.2% 25.2%	25 24.0% 15.7%	33 27.5% 20.8%	41 25.3% 25.8%	65 24.9% 40.9%	86 29.3% 54.1%	5 21.7% 3.1%	16 38.1% 10.1%	67 28.4% 42.1%
Black & Gold/Black & Mild	76 13.0% 100.0%	74 13.7% 97.4%	3 5.8% 3.9%	11 20.8% 14.5%	6 14.3% 7.9%	13 14.0% 17.1%	5 14.3% 6.6%	12 13.8% 15.8%	12 17.4% 15.8%	12 10.8% 15.8%	9 20.9% 11.8%	21 14.3% 27.6%	14 13.5% 18.4%	16 13.3% 21.1%	14 8.6% 18.4%	33 12.6% 43.4%	40 13.6% 52.6%	2 8.7% 2.6%	7 16.7% 9.2%	32 13.6% 42.1%
Hav-a-Tampa/Jewels	67 11.5% 100.0%	66 12.2% 98.5%	9 17.3% 13.4%	5 9.4% 7.5%	4 9.5% 6.0%	13 14.0% 19.4%	3 8.6% 4.5%	13 14.9% 19.4%	11 15.9% 16.4%	8 7.2% 11.9%	5 11.6% 7.5%	17 11.6% 25.4%	9 8.7% 13.4%	19 15.8% 28.4%	16 9.9% 23.9%	25 9.6% 37.3%	39 13.3% 58.2%	2 8.7% 3.0%	6 14.3% 9.0%	32 13.6% 47.8%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Mass (Q19B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	583 100.0% 100.0%	542 100.0% 93.0%	52 100.0% 8.9%	53 100.0% 9.1%	42 100.0% 7.2%	93 100.0% 16.0%	35 100.0% 6.0%	87 100.0% 14.9%	69 100.0% 11.8%	111 100.0% 19.0%	43 100.0% 7.4%	147 100.0% 25.2%	104 100.0% 17.8%	120 100.0% 20.6%	162 100.0% 27.8%	261 100.0% 44.8%	294 100.0% 50.4%	23 100.0% 3.9%	42 100.0% 7.2%	236 100.0% 40.5%
Phillies	48 8.2% 100.0%	48 8.9% 100.0%	9 17.3% 18.8%	8 15.1% 16.7%	0 0.0% 0.0%	6 6.5% 12.5%	0 0.0% 0.0%	12 13.8% 25.0%	8 11.6% 16.7%	5 4.5% 10.4%	7 16.3% 14.6%	7 4.8% 14.6%	9 8.7% 18.8%	8 6.7% 16.7%	17 10.5% 35.4%	16 6.1% 33.3%	30 10.2% 62.5%	1 4.3% 2.1%	8 19.0% 16.7%	12 5.1% 25.0%
Net - Other	131 22.5% 100.0%	124 22.9% 94.7%	25 48.1% 19.1%	23 43.4% 17.6%	23 54.8% 17.6%	20 21.5% 15.3%	6 17.1% 4.6%	12 13.8% 9.2%	8 11.6% 6.1%	7 6.3% 5.3%	5 11.6% 3.8%	29 19.7% 22.1%	25 24.0% 19.1%	30 25.0% 22.9%	40 24.7% 30.5%	42 16.1% 32.1%	76 25.9% 58.0%	13 56.5% 9.9%	16 38.1% 12.2%	33 14.0% 25.2%
Subnet - Premium	64 11.0% 100.0%	63 11.6% 98.4%	20 38.5% 31.3%	10 18.9% 15.6%	12 28.6% 18.8%	8 8.6% 12.5%	5 14.3% 7.8%	2 2.3% 3.1%	4 5.8% 6.3%	2 1.8% 3.1%	3 7.0% 4.7%	16 10.9% 25.0%	10 9.6% 15.6%	15 12.5% 23.4%	18 11.1% 28.1%	21 8.0% 32.8%	33 11.2% 51.6%	10 43.5% 15.6%	12 28.6% 18.8%	14 5.9% 21.9%
Ashton	6 1.0% 100.0%	5 0.9% 83.3%	2 3.8% 33.3%	1 1.9% 16.7%	1 2.4% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 16.7%	1 1.0% 16.7%	1 0.8% 16.7%	2 1.2% 33.3%	1 0.4% 16.7%	3 1.0% 50.0%	2 8.7% 33.3%	1 2.4% 16.7%	0 0.0% 0.0%
Bahia	3 0.5% 100.0%	2 0.4% 66.7%	1 1.9% 33.3%	1 1.9% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 33.3%	1 0.6% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	3 13.0% 100.0%	2 4.8% 66.7%	0 0.0% 0.0%
Davidoff	6 1.0% 100.0%	6 1.1% 100.0%	4 7.7% 66.7%	0 0.0% 0.0%	1 2.4% 16.7%	0 0.0% 0.0%	1 2.9% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 2.0% 50.0%	0 0.0% 0.0%	1 0.8% 16.7%	2 1.2% 33.3%	1 0.4% 16.7%	4 1.4% 66.7%	1 4.3% 16.7%	2 4.8% 33.3%	1 0.4% 16.7%
Don Tomas	16 2.7% 100.0%	15 2.8% 93.8%	5 9.6% 31.3%	4 7.5% 25.0%	3 7.1% 18.8%	1 1.1% 6.3%	2 5.7% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.3% 6.3%	1 0.7% 6.3%	4 3.8% 25.0%	3 2.5% 18.8%	6 3.7% 37.5%	3 1.1% 18.8%	10 3.4% 62.5%	3 13.0% 18.8%	4 9.5% 25.0%	4 1.7% 25.0%
Dunhill	16 2.7% 100.0%	16 3.0% 100.0%	7 13.5% 43.8%	1 1.9% 6.3%	4 9.5% 25.0%	1 1.1% 6.3%	1 2.9% 6.3%	1 1.1% 6.3%	1 1.4% 6.3%	0 0.0% 0.0%	2 4.7% 12.5%	6 4.1% 37.5%	2 1.9% 12.5%	2 1.7% 12.5%	3 1.9% 18.8%	7 2.7% 43.8%	7 2.4% 43.8%	2 8.7% 12.5%	3 7.1% 18.8%	1 0.4% 6.3%
Fuente/Arturo Fuente	24 4.1% 100.0%	23 4.2% 95.8%	12 23.1% 50.0%	2 3.8% 8.3%	5 11.9% 20.8%	3 3.2% 12.5%	1 2.9% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 5.4% 33.3%	4 3.8% 16.7%	7 5.8% 29.2%	4 2.5% 16.7%	3 1.1% 12.5%	14 4.8% 58.3%	7 30.4% 29.2%	8 19.0% 33.3%	2 0.8% 8.3%
Thompson	17 2.9% 100.0%	17 3.1% 100.0%	2 3.8% 11.8%	4 7.5% 23.5%	2 4.8% 11.8%	4 4.3% 23.5%	0 0.0% 0.0%	1 1.1% 5.9%	2 2.9% 11.8%	2 1.8% 11.8%	0 0.0% 0.0%	1 0.7% 5.9%	1 1.0% 5.9%	8 6.7% 47.1%	7 4.3% 41.2%	8 3.1% 47.1%	9 3.1% 52.9%	0 0.0% 0.0%	2 4.8% 11.8%	6 2.5% 35.3%
Subnet - Mass	23 3.9% 100.0%	20 3.7% 87.0%	0 0.0% 0.0%	4 7.5% 17.4%	1 2.4% 4.3%	2 2.2% 8.7%	1 2.9% 4.3%	6 6.9% 26.1%	2 2.9% 8.7%	4 3.6% 17.4%	1 2.3% 4.3%	6 4.1% 26.1%	4 3.8% 17.4%	5 4.2% 21.7%	6 3.7% 26.1%	10 3.8% 43.5%	12 4.1% 52.2%	1 4.3% 4.3%	1 2.4% 4.3%	7 3.0% 30.4%
Middleton	23 3.9% 100.0%	20 3.7% 87.0%	0 0.0% 0.0%	4 7.5% 17.4%	1 2.4% 4.3%	2 2.2% 8.7%	1 2.9% 4.3%	6 6.9% 26.1%	2 2.9% 8.7%	4 3.6% 17.4%	1 2.3% 4.3%	6 4.1% 26.1%	4 3.8% 17.4%	5 4.2% 21.7%	6 3.7% 26.1%	10 3.8% 43.5%	12 4.1% 52.2%	1 4.3% 4.3%	1 2.4% 4.3%	7 3.0% 30.4%
Other	64 11.0% 100.0%	60 11.1% 93.8%	11 21.2% 17.2%	14 26.4% 21.9%	12 28.6% 18.8%	12 12.9% 18.8%	0 0.0% 0.0%	6 6.9% 9.4%	4 5.8% 6.3%	1 0.9% 1.6%	1 2.3% 1.6%	10 6.8% 15.6%	14 13.5% 21.9%	17 14.2% 26.6%	21 13.0% 32.8%	16 6.1% 25.0%	42 14.3% 65.6%	6 26.1% 9.4%	9 21.4% 14.1%	15 6.4% 23.4%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
SuperNet - Both premium and mass brands	192 15.6% 100.0%	181 15.8% 94.3%	42 30.2% 21.9%	32 25.8% 16.7%	30 17.9% 15.6%	30 16.0% 15.6%	14 10.3% 7.3%	13 11.2% 6.8%	14 13.3% 7.3%	6 3.5% 3.1%	12 13.0% 6.3%	63 16.2% 32.8%	38 17.4% 19.8%	40 16.2% 20.8%	37 13.7% 19.3%	61 12.9% 31.8%	110 17.2% 57.3%	20 20.2% 10.4%	24 18.5% 12.5%	41 8.8% 21.4%
SuperNet - Premium brands only	298 24.2% 100.0%	292 25.4% 98.0%	63 45.3% 21.1%	45 36.3% 15.1%	87 51.8% 29.2%	40 21.3% 13.4%	27 19.9% 9.1%	6 5.2% 2.0%	10 9.5% 3.4%	14 8.1% 4.7%	15 16.3% 5.0%	123 31.7% 41.3%	55 25.2% 18.5%	56 22.7% 18.8%	47 17.3% 15.8%	79 16.7% 26.5%	175 27.4% 58.7%	42 42.4% 14.1%	61 46.9% 20.5%	64 13.7% 21.5%
SuperNet - Mass brands Only	426 34.7% 100.0%	393 34.2% 92.3%	19 13.7% 4.5%	26 21.0% 6.1%	17 10.1% 4.0%	63 33.5% 14.8%	22 16.2% 5.2%	82 70.7% 19.2%	51 48.6% 12.0%	113 65.7% 26.5%	35 38.0% 8.2%	100 25.8% 23.5%	78 35.8% 18.3%	84 34.0% 19.7%	123 45.4% 28.9%	219 46.2% 51.4%	191 29.9% 44.8%	10 10.1% 2.3%	22 16.9% 5.2%	202 43.2% 47.4%
SuperNet - Premium	490 39.9% 100.0%	473 41.2% 96.5%	105 75.5% 21.4%	77 62.1% 15.7%	117 69.6% 23.9%	70 37.2% 14.3%	41 30.1% 8.4%	19 16.4% 3.9%	24 22.9% 4.9%	20 11.6% 4.1%	27 29.3% 5.5%	186 47.9% 38.0%	93 42.7% 19.0%	96 38.9% 19.6%	84 31.0% 17.1%	140 29.5% 28.6%	285 44.7% 58.2%	62 62.6% 12.7%	85 65.4% 17.3%	105 22.4% 21.4%
SuperNet - Mass	618 50.3% 100.0%	574 50.0% 92.9%	61 43.9% 9.9%	58 46.8% 9.4%	47 28.0% 7.6%	93 49.5% 15.0%	36 26.5% 5.8%	95 81.9% 15.4%	65 61.9% 10.5%	119 69.2% 19.3%	47 51.1% 7.6%	163 42.0% 26.4%	116 53.2% 18.8%	124 50.2% 20.1%	160 59.0% 25.9%	280 59.1% 45.3%	301 47.2% 48.7%	30 30.3% 4.9%	46 35.4% 7.4%	243 51.9% 39.3%
Net - Consolidated Cigar Co.	451 36.7% 100.0%	432 37.6% 95.8%	79 56.8% 17.5%	61 49.2% 13.5%	73 43.5% 16.2%	65 34.6% 14.4%	18 13.2% 4.0%	50 43.1% 11.1%	37 35.2% 8.2%	49 28.5% 10.9%	22 23.9% 4.9%	127 32.7% 28.2%	83 38.1% 18.4%	87 35.2% 19.3%	124 45.8% 27.5%	146 30.8% 32.4%	256 40.1% 56.8%	45 45.5% 10.0%	60 46.2% 13.3%	119 25.4% 26.4%
Subnet - Premium	206 16.8% 100.0%	200 17.4% 97.1%	55 39.6% 26.7%	36 29.0% 17.5%	55 32.7% 26.7%	26 13.8% 12.6%	7 5.1% 3.4%	7 6.0% 3.4%	10 9.5% 4.9%	4 2.3% 1.9%	5 5.4% 2.4%	81 20.9% 39.3%	41 18.8% 19.9%	42 17.0% 20.4%	35 12.9% 17.0%	53 11.2% 25.7%	115 18.0% 55.8%	35 35.4% 17.0%	45 34.6% 21.8%	34 7.3% 16.5%
Don Diego	58 4.7% 100.0%	55 4.8% 94.8%	17 12.2% 29.3%	13 10.5% 22.4%	11 6.5% 19.0%	6 3.2% 10.3%	2 1.5% 3.4%	3 2.6% 5.2%	1 1.0% 1.7%	2 1.2% 3.4%	3 3.3% 5.2%	23 5.9% 39.7%	10 4.6% 17.2%	12 4.9% 20.7%	10 3.7% 17.2%	17 3.6% 29.3%	34 5.3% 58.6%	6 6.1% 10.3%	10 7.7% 17.2%	14 3.0% 24.1%
Montecristo	55 4.5% 100.0%	55 4.8% 100.0%	17 12.2% 30.9%	5 4.0% 9.1%	22 13.1% 40.0%	4 2.1% 7.3%	2 1.5% 3.6%	1 0.9% 1.8%	4 3.8% 7.3%	0 0.0% 0.0%	1 1.1% 1.8%	31 8.0% 56.4%	9 4.1% 16.4%	6 2.4% 10.9%	8 3.0% 14.5%	10 2.1% 18.2%	31 4.9% 56.4%	14 14.1% 25.5%	16 12.3% 29.1%	8 1.7% 14.5%
Royal Jamaica	32 2.6% 100.0%	30 2.6% 93.8%	13 9.4% 40.6%	5 4.0% 15.6%	3 1.8% 9.4%	3 1.6% 9.4%	0 0.0% 0.0%	2 1.7% 6.3%	4 3.8% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	10 2.6% 31.3%	5 2.3% 15.6%	7 2.8% 21.9%	9 3.3% 28.1%	7 1.5% 21.9%	16 2.5% 50.0%	7 7.1% 21.9%	8 6.2% 25.0%	6 1.3% 18.8%
Te-Amo	42 3.4% 100.0%	39 3.4% 92.9%	15 10.8% 35.7%	11 8.9% 26.2%	5 3.0% 11.9%	4 2.1% 9.5%	1 0.7% 2.4%	1 0.9% 2.4%	0 0.0% 0.0%	2 1.2% 4.8%	0 0.0% 0.0%	14 3.6% 33.3%	10 4.6% 23.8%	8 3.2% 19.0%	10 3.7% 23.8%	12 2.5% 28.6%	22 3.4% 52.4%	8 8.1% 19.0%	10 7.7% 23.8%	3 0.6% 7.1%
Upmann/H. Upmann	77 6.3% 100.0%	75 6.5% 97.4%	20 14.4% 26.0%	15 12.1% 19.5%	22 13.1% 28.6%	13 6.9% 16.9%	2 1.5% 2.6%	1 0.9% 1.3%	1 1.0% 1.3%	1 0.6% 1.3%	1 1.1% 1.3%	29 7.5% 37.7%	15 6.9% 19.5%	16 6.5% 20.8%	14 5.2% 18.2%	22 4.6% 28.6%	40 6.3% 51.9%	14 14.1% 18.2%	22 16.9% 28.6%	8 1.7% 10.4%
Subnet - Mass	276 22.5% 100.0%	261 22.7% 94.6%	31 22.3% 11.2%	30 24.2% 10.9%	29 17.3% 10.5%	41 21.8% 14.9%	11 8.1% 4.0%	44 37.9% 15.9%	30 28.6% 10.9%	45 26.2% 16.3%	18 19.6% 6.5%	57 14.7% 20.7%	48 22.0% 17.4%	54 21.9% 19.6%	93 34.3% 33.7%	101 21.3% 36.6%	160 25.1% 58.0%	14 14.1% 5.1%	21 16.2% 7.6%	90 19.2% 32.6%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Antonio y Cleopatra	95 7.7% 100.0%	90 7.8% 94.7%	16 11.5% 16.8%	15 12.1% 15.8%	16 9.5% 16.8%	16 8.5% 16.8%	1 0.7% 1.1%	13 11.2% 13.7%	6 5.7% 6.3%	7 4.1% 7.4%	0 0.0% 0.0%	19 4.9% 20.0%	13 6.0% 13.7%	19 7.7% 20.0%	43 15.9% 45.3%	27 5.7% 28.4%	60 9.4% 63.2%	8 8.1% 8.4%	11 8.5% 11.6%	22 4.7% 23.2%
Backwoods	80 6.5% 100.0%	78 6.8% 97.5%	6 4.3% 7.5%	12 9.7% 15.0%	7 4.2% 8.8%	12 6.4% 15.0%	6 4.4% 7.5%	10 8.6% 12.5%	11 10.5% 13.8%	14 8.1% 17.5%	8 8.7% 10.0%	19 4.9% 23.8%	23 10.6% 28.8%	15 6.1% 18.8%	14 5.2% 17.5%	32 6.8% 40.0%	46 7.2% 57.5%	2 2.0% 2.5%	7 5.4% 8.8%	32 6.8% 40.0%
Dutch Masters	107 8.7% 100.0%	99 8.6% 92.5%	12 8.6% 11.2%	10 8.1% 9.3%	6 3.6% 5.6%	10 5.3% 9.3%	3 2.2% 2.8%	23 19.8% 21.5%	13 12.4% 12.1%	22 12.8% 20.6%	6 6.5% 5.6%	22 5.7% 20.6%	16 7.3% 15.0%	26 10.5% 24.3%	33 12.2% 30.8%	40 8.4% 37.4%	61 9.6% 57.0%	6 6.1% 5.6%	9 6.9% 8.4%	31 6.6% 29.0%
El Producto	50 4.1% 100.0%	49 4.3% 98.0%	7 5.0% 14.0%	7 5.6% 14.0%	3 1.8% 6.0%	9 4.8% 18.0%	2 1.5% 4.0%	7 6.0% 14.0%	4 3.8% 8.0%	10 5.8% 20.0%	4 4.3% 8.0%	12 3.1% 24.0%	8 3.7% 16.0%	10 4.0% 20.0%	15 5.5% 30.0%	22 4.6% 44.0%	26 4.1% 52.0%	2 2.0% 4.0%	3 2.3% 6.0%	17 3.6% 34.0%
Muriel	33 2.7% 100.0%	29 2.5% 87.9%	6 4.3% 18.2%	1 0.8% 3.0%	1 0.6% 3.0%	4 2.1% 12.1%	1 0.7% 3.0%	8 6.9% 24.2%	3 2.9% 9.1%	5 2.9% 15.2%	1 1.1% 3.0%	5 1.3% 15.2%	4 1.8% 12.1%	7 2.8% 21.2%	13 4.8% 39.4%	13 2.7% 39.4%	15 2.4% 45.5%	4 4.0% 12.1%	2 1.5% 6.1%	9 1.9% 27.3%
Net - General Cigar Holdings	477 38.8% 100.0%	458 39.9% 96.0%	101 72.7% 21.2%	59 47.6% 12.4%	90 53.6% 18.9%	68 36.2% 14.3%	34 25.0% 7.1%	33 28.4% 6.9%	28 26.7% 5.9%	45 26.2% 9.4%	30 32.6% 6.3%	165 42.5% 34.6%	89 40.8% 18.7%	94 38.1% 19.7%	95 35.1% 19.9%	149 31.4% 31.2%	274 42.9% 57.4%	52 52.5% 10.9%	75 57.7% 15.7%	123 26.3% 25.8%
Subnet-General Cigar Holdings - Premium	325 26.4% 100.0%	316 27.5% 97.2%	81 58.3% 24.9%	49 39.5% 15.1%	82 48.8% 25.2%	42 22.3% 12.9%	29 21.3% 8.9%	8 6.9% 2.5%	13 12.4% 4.0%	12 7.0% 3.7%	20 21.7% 6.2%	129 33.2% 39.7%	54 24.8% 16.6%	63 25.5% 19.4%	56 20.7% 17.2%	84 17.7% 25.8%	193 30.3% 59.4%	46 46.5% 14.2%	64 49.2% 19.7%	60 12.8% 18.5%
SubNet - General Cigar Co.	436 35.5% 100.0%	418 36.4% 95.9%	94 67.6% 21.6%	49 39.5% 11.2%	83 49.4% 19.0%	61 32.4% 14.0%	32 23.5% 7.3%	30 25.9% 6.9%	25 23.8% 5.7%	44 25.6% 10.1%	27 29.3% 6.2%	149 38.4% 34.2%	85 39.0% 19.5%	88 35.6% 20.2%	83 30.6% 19.0%	142 30.0% 32.6%	249 39.0% 57.1%	43 43.4% 9.9%	67 51.5% 15.4%	119 25.4% 27.3%
Sub-Subnet - Premium	282 22.9% 100.0%	274 23.9% 97.2%	73 52.5% 25.9%	38 30.6% 13.5%	75 44.6% 26.6%	35 18.6% 12.4%	27 19.9% 9.6%	5 4.3% 1.8%	10 9.5% 3.5%	11 6.4% 3.9%	17 18.5% 6.0%	112 28.9% 39.7%	50 22.9% 17.7%	56 22.7% 19.9%	44 16.2% 15.6%	76 16.0% 27.0%	167 26.2% 59.2%	37 37.4% 13.1%	56 43.1% 19.9%	56 12.0% 19.9%
Cohiba	86 7.0% 100.0%	84 7.3% 97.7%	30 21.6% 34.9%	10 8.1% 11.6%	24 14.3% 27.9%	8 4.3% 9.3%	8 5.9% 9.3%	1 0.9% 1.2%	1 1.0% 1.2%	2 1.2% 2.3%	6 6.5% 7.0%	39 10.1% 45.3%	7 3.2% 8.1%	17 6.9% 19.8%	16 5.9% 18.6%	18 3.8% 20.9%	50 7.8% 58.1%	17 17.2% 19.8%	19 14.6% 22.1%	19 4.1% 22.1%
Cifuentes	13 1.1% 100.0%	13 1.1% 100.0%	2 1.4% 15.4%	1 0.8% 7.7%	7 4.2% 53.8%	0 0.0% 0.0%	3 2.2% 23.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 7.7%	5 1.3% 38.5%	2 0.9% 15.4%	3 1.2% 23.1%	2 0.7% 15.4%	2 0.4% 15.4%	9 1.4% 69.2%	2 2.0% 15.4%	4 3.1% 30.8%	1 0.2% 7.7%
Macanudo	201 16.4% 100.0%	194 16.9% 96.5%	49 35.3% 24.4%	30 24.2% 14.9%	51 30.4% 25.4%	26 13.8% 12.9%	19 14.0% 9.5%	4 3.4% 2.0%	7 6.7% 3.5%	8 4.7% 4.0%	8 8.7% 4.0%	81 20.9% 40.3%	39 17.9% 19.4%	37 15.0% 18.4%	34 12.5% 16.9%	58 12.2% 28.9%	122 19.1% 60.7%	21 21.2% 10.4%	36 27.7% 17.9%	42 9.0% 20.9%
Macanudo Vintage	26 2.1% 100.0%	24 2.1% 92.3%	7 5.0% 26.9%	3 2.4% 11.5%	5 3.0% 19.2%	4 2.1% 15.4%	2 1.5% 7.7%	0 0.0% 0.0%	1 1.0% 3.8%	2 1.2% 7.7%	2 2.2% 7.7%	9 2.3% 34.6%	8 3.7% 30.8%	5 2.0% 19.2%	2 0.7% 7.7%	8 1.7% 30.8%	15 2.4% 57.7%	2 2.0% 7.7%	5 3.8% 19.2%	5 1.1% 19.2%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Partagas	85 6.9% 100.0%	85 7.4% 100.0%	31 22.3% 36.5%	13 10.5% 15.3%	21 12.5% 24.7%	8 4.3% 9.4%	4 2.9% 4.7%	1 0.9% 1.2%	4 3.8% 4.7%	3 1.7% 3.5%	6 6.5% 7.1%	27 7.0% 31.8%	16 7.3% 18.8%	19 7.7% 22.4%	17 6.3% 20.0%	16 3.4% 18.8%	49 7.7% 57.6%	20 20.2% 23.5%	28 21.5% 32.9%	12 2.6% 14.1%
Partagas Limited Reserve	9 0.7% 100.0%	8 0.7% 88.9%	4 2.9% 44.4%	1 0.8% 11.1%	2 1.2% 22.2%	0 0.0% 0.0%	1 0.7% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 1.3% 55.6%	0 0.0% 0.0%	1 0.4% 11.1%	2 0.7% 22.2%	1 0.2% 11.1%	3 0.5% 33.3%	5 5.1% 55.6%	3 2.3% 33.3%	0 0.0% 0.0%
Sub-Subnet - Mass	190 15.5% 100.0%	177 15.4% 93.2%	30 21.6% 15.8%	17 13.7% 8.9%	11 6.5% 5.8%	32 17.0% 16.8%	11 8.1% 5.8%	27 23.3% 14.2%	15 14.3% 7.9%	34 19.8% 17.9%	13 14.1% 6.8%	54 13.9% 28.4%	41 18.8% 21.6%	37 15.0% 19.5%	43 15.9% 22.6%	75 15.8% 39.5%	105 16.5% 55.3%	9 9.1% 4.7%	13 10.0% 6.8%	72 15.4% 37.9%
Garcia y Vega/Whiffs	88 7.2% 100.0%	80 7.0% 90.9%	19 13.7% 21.6%	6 4.8% 6.8%	9 5.4% 10.2%	13 6.9% 14.8%	7 5.1% 8.0%	10 8.6% 11.4%	5 4.8% 5.7%	11 6.4% 12.5%	4 4.3% 4.5%	27 7.0% 30.7%	20 9.2% 22.7%	17 6.9% 19.3%	20 7.4% 22.7%	33 7.0% 37.5%	51 8.0% 58.0%	3 3.0% 3.4%	4 3.1% 4.5%	29 6.2% 33.0%
Tiparillo	57 4.6% 100.0%	55 4.8% 96.5%	9 6.5% 15.8%	5 4.0% 8.8%	2 1.2% 3.5%	12 6.4% 21.1%	2 1.5% 3.5%	7 6.0% 12.3%	5 4.8% 8.8%	13 7.6% 22.8%	3 3.3% 5.3%	17 4.4% 29.8%	15 6.9% 26.3%	12 4.9% 21.1%	9 3.3% 15.8%	34 7.2% 59.6%	21 3.3% 36.8%	2 2.0% 3.5%	3 2.3% 5.3%	24 5.1% 42.1%
White Owl	65 5.3% 100.0%	58 5.1% 89.2%	8 5.8% 12.3%	7 5.6% 10.8%	2 1.2% 3.1%	9 4.8% 13.8%	2 1.5% 3.1%	13 11.2% 20.0%	6 5.7% 9.2%	11 6.4% 16.9%	7 7.6% 10.8%	15 3.9% 23.1%	13 6.0% 20.0%	12 4.9% 18.5%	16 5.9% 24.6%	19 4.0% 29.2%	41 6.4% 63.1%	4 4.0% 6.2%	5 3.8% 7.7%	24 5.1% 36.9%
William Penn	18 1.5% 100.0%	18 1.6% 100.0%	4 2.9% 22.2%	3 2.4% 16.7%	0 0.0% 0.0%	2 1.1% 11.1%	1 0.7% 5.6%	3 2.6% 16.7%	2 1.9% 11.1%	3 1.7% 16.7%	0 0.0% 0.0%	5 1.3% 27.8%	5 2.3% 27.8%	4 1.6% 22.2%	4 1.5% 22.2%	6 1.3% 33.3%	9 1.4% 50.0%	2 2.0% 11.1%	2 1.5% 11.1%	4 0.9% 22.2%
SubNet - Villazon	106 8.6% 100.0%	104 9.1% 98.1%	37 26.6% 34.9%	23 18.5% 21.7%	17 10.1% 16.0%	11 5.9% 10.4%	6 4.4% 5.7%	5 4.3% 4.7%	3 2.9% 2.8%	2 1.2% 1.9%	8 8.7% 7.5%	43 11.1% 40.6%	14 6.4% 13.2%	16 6.5% 15.1%	24 8.9% 22.6%	20 4.2% 18.9%	61 9.6% 57.5%	24 24.2% 22.6%	31 23.8% 29.2%	12 2.6% 11.3%
Hoyo de Monterrey	42 3.4% 100.0%	42 3.7% 100.0%	23 16.5% 54.8%	8 6.5% 19.0%	4 2.4% 9.5%	4 2.1% 9.5%	1 0.7% 2.4%	1 0.9% 2.4%	1 1.0% 2.4%	0 0.0% 0.0%	1 1.1% 2.4%	15 3.9% 35.7%	6 2.8% 14.3%	9 3.6% 21.4%	11 4.1% 26.2%	6 1.3% 14.3%	25 3.9% 59.5%	11 11.1% 26.2%	17 13.1% 40.5%	7 1.5% 16.7%
Hoyo de Monterrey Excalibur	27 2.2% 100.0%	27 2.4% 100.0%	11 7.9% 40.7%	5 4.0% 18.5%	6 3.6% 22.2%	1 0.5% 3.7%	1 0.7% 3.7%	3 2.6% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 3.7%	11 2.8% 40.7%	3 1.4% 11.1%	5 2.0% 18.5%	7 2.6% 25.9%	5 1.1% 18.5%	18 2.8% 66.7%	4 4.0% 14.8%	11 8.5% 40.7%	0 0.0% 0.0%
Punch	62 5.0% 100.0%	60 5.2% 96.8%	18 12.9% 29.0%	15 12.1% 24.2%	13 7.7% 21.0%	6 3.2% 9.7%	4 2.9% 6.5%	1 0.9% 1.6%	1 1.0% 1.6%	2 1.2% 3.2%	6 6.5% 9.7%	30 7.7% 48.4%	6 2.8% 9.7%	7 2.8% 11.3%	12 4.4% 19.4%	13 2.7% 21.0%	33 5.2% 53.2%	16 16.2% 25.8%	17 13.1% 27.4%	7 1.5% 11.3%
Punch Grand Cru	9 0.7% 100.0%	9 0.8% 100.0%	4 2.9% 44.4%	0 0.0% 0.0%	2 1.2% 22.2%	1 0.5% 11.1%	0 0.0% 0.0%	1 0.9% 11.1%	1 1.0% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	4 1.0% 44.4%	3 1.4% 33.3%	0 0.0% 0.0%	2 0.7% 22.2%	1 0.2% 11.1%	7 1.1% 77.8%	0 0.0% 0.0%	4 3.1% 44.4%	0 0.0% 0.0%
Net - Swisher International	303 24.7% 100.0%	278 24.2% 91.7%	32 23.0% 10.6%	28 22.6% 9.2%	18 10.7% 5.9%	41 21.8% 13.5%	18 13.2% 5.9%	49 42.2% 16.2%	34 32.4% 11.2%	58 33.7% 19.1%	20 21.7% 6.6%	89 22.9% 29.4%	70 32.1% 23.1%	58 23.5% 19.1%	60 22.1% 19.8%	154 32.5% 50.8%	130 20.4% 42.9%	16 16.2% 5.3%	27 20.8% 8.9%	113 24.1% 37.3%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Bering	37 3.0% 100.0%	35 3.0% 94.6%	13 9.4% 35.1%	9 7.3% 24.3%	5 3.0% 13.5%	3 1.6% 8.1%	0 0.0% 0.0%	3 2.6% 8.1%	1 1.0% 2.7%	1 0.6% 2.7%	1 1.1% 2.7%	12 3.1% 32.4%	6 2.8% 16.2%	6 2.4% 16.2%	11 4.1% 29.7%	10 2.1% 27.0%	21 3.3% 56.8%	6 6.1% 16.2%	13 10.0% 35.1%	5 1.1% 13.5%
King Edward	79 6.4% 100.0%	74 6.4% 93.7%	9 6.5% 11.4%	3 2.4% 3.8%	7 4.2% 8.9%	13 6.9% 16.5%	4 2.9% 5.1%	15 12.9% 19.0%	11 10.5% 13.9%	12 7.0% 15.2%	8 8.7% 10.1%	23 5.9% 29.1%	16 7.3% 20.3%	12 4.9% 15.2%	17 6.3% 21.5%	28 5.9% 35.4%	45 7.1% 57.0%	5 5.1% 6.3%	5 3.8% 6.3%	30 6.4% 38.0%
La Prima Dora	5 0.4% 100.0%	5 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 20.0%	1 0.5% 20.0%	1 0.7% 20.0%	1 0.9% 20.0%	0 0.0% 0.0%	1 0.6% 20.0%	1 1.1% 20.0%	2 0.5% 40.0%	0 0.0% 0.0%	2 0.8% 40.0%	0 0.0% 0.0%	1 0.2% 20.0%	2 0.3% 40.0%	2 2.0% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%
Swisher Sweets	227 18.5% 100.0%	205 17.9% 90.3%	15 10.8% 6.6%	20 16.1% 8.8%	8 4.8% 3.5%	31 16.5% 13.7%	15 11.0% 6.6%	41 35.3% 18.1%	27 25.7% 11.9%	48 27.9% 21.1%	15 16.3% 6.6%	66 17.0% 29.1%	56 25.7% 24.7%	47 19.0% 20.7%	38 14.0% 16.7%	131 27.6% 57.7%	86 13.5% 37.9%	7 7.1% 3.1%	11 8.5% 4.8%	94 20.1% 41.4%
Net - JR Tobacco Brands	33 2.7% 100.0%	31 2.7% 93.9%	10 7.2% 30.3%	10 8.1% 30.3%	5 3.0% 15.2%	1 0.5% 3.0%	2 1.5% 6.1%	2 1.7% 6.1%	0 0.0% 0.0%	1 0.6% 3.0%	0 0.0% 0.0%	15 3.9% 45.5%	7 3.2% 21.2%	5 2.0% 15.2%	6 2.2% 18.2%	8 1.7% 24.2%	20 3.1% 60.6%	5 5.1% 15.2%	12 9.2% 36.4%	3 0.6% 9.1%
El Rey Del Mundo	13 1.1% 100.0%	11 1.0% 84.6%	6 4.3% 46.2%	2 1.6% 15.4%	2 1.2% 15.4%	0 0.0% 0.0%	1 0.7% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 1.8% 53.8%	4 1.8% 30.8%	2 0.8% 15.4%	0 0.0% 0.0%	5 1.1% 38.5%	5 0.8% 38.5%	3 3.0% 23.1%	4 3.1% 30.8%	1 0.2% 7.7%
J.R. Ultimates	21 1.7% 100.0%	21 1.8% 100.0%	5 3.6% 23.8%	8 6.5% 38.1%	3 1.8% 14.3%	1 0.5% 4.8%	1 0.7% 4.8%	2 1.7% 9.5%	0 0.0% 0.0%	1 0.6% 4.8%	0 0.0% 0.0%	9 2.3% 42.9%	3 1.4% 14.3%	3 1.2% 14.3%	6 2.2% 28.6%	3 0.6% 14.3%	16 2.5% 76.2%	2 2.0% 9.5%	9 6.9% 42.9%	2 0.4% 9.5%
Net - Tabacalera	230 18.7% 100.0%	217 18.9% 94.3%	35 25.2% 15.2%	25 20.2% 10.9%	16 9.5% 7.0%	36 19.1% 15.7%	9 6.6% 3.9%	36 31.0% 15.7%	30 28.6% 13.0%	30 17.4% 13.0%	25 27.2% 10.9%	69 17.8% 30.0%	34 15.6% 14.8%	45 18.2% 19.6%	53 19.6% 23.0%	98 20.7% 42.6%	112 17.6% 48.7%	16 16.2% 7.0%	20 15.4% 8.7%	89 19.0% 38.7%
Subnet - Premium	41 3.3% 100.0%	39 3.4% 95.1%	15 10.8% 36.6%	8 6.5% 19.5%	6 3.6% 14.6%	4 2.1% 9.8%	3 2.2% 7.3%	0 0.0% 0.0%	2 1.9% 4.9%	1 0.6% 2.4%	3 3.3% 7.3%	22 5.7% 53.7%	1 0.5% 2.4%	4 1.6% 9.8%	10 3.7% 24.4%	11 2.3% 26.8%	18 2.8% 43.9%	11 11.1% 26.8%	8 6.2% 19.5%	11 2.4% 26.8%
Romeo y Julieta	41 3.3% 100.0%	39 3.4% 95.1%	15 10.8% 36.6%	8 6.5% 19.5%	6 3.6% 14.6%	4 2.1% 9.8%	3 2.2% 7.3%	0 0.0% 0.0%	2 1.9% 4.9%	1 0.6% 2.4%	3 3.3% 7.3%	22 5.7% 53.7%	1 0.5% 2.4%	4 1.6% 9.8%	10 3.7% 24.4%	11 2.3% 26.8%	18 2.8% 43.9%	11 11.1% 26.8%	8 6.2% 19.5%	11 2.4% 26.8%
Subnet - Mass	195 15.9% 100.0%	183 15.9% 93.8%	23 16.5% 11.8%	17 13.7% 8.7%	10 6.0% 5.1%	33 17.6% 16.9%	7 5.1% 3.6%	36 31.0% 18.5%	28 26.7% 14.4%	29 16.9% 14.9%	22 23.9% 11.3%	50 12.9% 25.6%	33 15.1% 16.9%	41 16.6% 21.0%	45 16.6% 23.1%	89 18.8% 45.6%	96 15.0% 49.2%	6 6.1% 3.1%	12 9.2% 6.2%	80 17.1% 41.0%
Black & Gold/Black & Mild	93 7.6% 100.0%	87 7.6% 93.5%	6 4.3% 6.5%	10 8.1% 10.8%	5 3.0% 5.4%	15 8.0% 16.1%	4 2.9% 4.3%	19 16.4% 20.4%	13 12.4% 14.0%	15 8.7% 16.1%	11 12.0% 11.8%	21 5.4% 22.6%	18 8.3% 19.4%	22 8.9% 23.7%	20 7.4% 21.5%	45 9.5% 48.4%	43 6.7% 46.2%	3 3.0% 3.2%	4 3.1% 4.3%	40 8.5% 43.0%
Hav-a-Tampa/Jewels	79 6.4% 100.0%	74 6.4% 93.7%	11 7.9% 13.9%	5 4.0% 6.3%	3 1.8% 3.8%	16 8.5% 20.3%	3 2.2% 3.8%	16 13.8% 20.3%	9 8.6% 11.4%	11 6.4% 13.9%	6 6.5% 7.6%	22 5.7% 27.8%	15 6.9% 19.0%	14 5.7% 17.7%	18 6.6% 22.8%	31 6.5% 39.2%	43 6.7% 54.4%	3 3.0% 3.8%	6 4.6% 7.6%	33 7.1% 41.8%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Phillies	65	63	12	8	2	9	1	13	12	6	9	18	13	11	14	28	36	1	6	20
	5.3%	5.5%	8.6%	6.5%	1.2%	4.8%	0.7%	11.2%	11.4%	3.5%	9.8%	4.6%	6.0%	4.5%	5.2%	5.9%	5.6%	1.0%	4.6%	4.3%
	100.0%	96.9%	18.5%	12.3%	3.1%	13.8%	1.5%	20.0%	18.5%	9.2%	13.8%	27.7%	20.0%	16.9%	21.5%	43.1%	55.4%	1.5%	9.2%	30.8%
Net - Other	415	400	84	80	79	58	25	33	17	24	18	141	82	82	88	128	229	56	77	101
	33.8%	34.8%	60.4%	64.5%	47.0%	30.9%	18.4%	28.4%	16.2%	14.0%	19.6%	36.3%	37.6%	33.2%	32.5%	27.0%	35.9%	56.6%	59.2%	21.6%
	100.0%	96.4%	20.2%	19.3%	19.0%	14.0%	6.0%	8.0%	4.1%	5.8%	4.3%	34.0%	19.8%	19.8%	21.2%	30.8%	55.2%	13.5%	18.6%	24.3%
Subnet - Premium	249	240	67	49	60	29	14	9	7	5	13	92	48	51	42	69	141	38	57	39
	20.3%	20.9%	48.2%	39.5%	35.7%	15.4%	10.3%	7.8%	6.7%	2.9%	14.1%	23.7%	22.0%	20.6%	15.5%	14.6%	22.1%	38.4%	43.8%	8.3%
	100.0%	96.4%	26.9%	19.7%	24.1%	11.6%	5.6%	3.6%	2.8%	2.0%	5.2%	36.9%	19.3%	20.5%	16.9%	27.7%	56.6%	15.3%	22.9%	15.7%
Ashton	42	41	14	9	10	1	4	1	1	1	1	17	6	9	9	10	24	8	10	9
	3.4%	3.6%	10.1%	7.3%	6.0%	0.5%	2.9%	0.9%	1.0%	0.6%	1.1%	4.4%	2.8%	3.6%	3.3%	2.1%	3.8%	8.1%	7.7%	1.9%
	100.0%	97.6%	33.3%	21.4%	23.8%	2.4%	9.5%	2.4%	2.4%	2.4%	2.4%	40.5%	14.3%	21.4%	21.4%	23.8%	57.1%	19.0%	23.8%	21.4%
Bahia	11	9	1	3	3	1	0	1	0	0	0	3	3	2	3	5	4	2	4	3
	0.9%	0.8%	0.7%	2.4%	1.8%	0.5%	0.0%	0.9%	0.0%	0.0%	0.0%	0.8%	1.4%	0.8%	1.1%	1.1%	0.6%	2.0%	3.1%	0.6%
	100.0%	81.8%	9.1%	27.3%	27.3%	9.1%	0.0%	9.1%	0.0%	0.0%	0.0%	27.3%	27.3%	18.2%	27.3%	45.5%	36.4%	18.2%	36.4%	27.3%
Davidoff	32	31	15	3	10	0	1	1	1	0	0	11	7	8	5	5	18	9	11	1
	2.6%	2.7%	10.8%	2.4%	6.0%	0.0%	0.7%	0.9%	1.0%	0.0%	0.0%	2.8%	3.2%	3.2%	1.8%	1.1%	2.8%	9.1%	8.5%	0.2%
	100.0%	96.9%	46.9%	9.4%	31.3%	0.0%	3.1%	3.1%	3.1%	0.0%	0.0%	34.4%	21.9%	25.0%	15.6%	15.6%	56.3%	28.1%	34.4%	3.1%
Don Tomas	50	47	11	12	9	8	5	0	2	0	3	18	14	6	9	13	32	5	13	11
	4.1%	4.1%	7.9%	9.7%	5.4%	4.3%	3.7%	0.0%	1.9%	0.0%	3.3%	4.6%	6.4%	2.4%	3.3%	2.7%	5.0%	5.1%	10.0%	2.4%
	100.0%	94.0%	22.0%	24.0%	18.0%	16.0%	10.0%	0.0%	4.0%	0.0%	6.0%	36.0%	28.0%	12.0%	18.0%	26.0%	64.0%	10.0%	26.0%	22.0%
Dunhill	51	49	16	5	12	6	4	4	2	0	5	20	8	10	6	16	27	7	11	9
	4.1%	4.3%	11.5%	4.0%	7.1%	3.2%	2.9%	3.4%	1.9%	0.0%	5.4%	5.2%	3.7%	4.0%	2.2%	3.4%	4.2%	7.1%	8.5%	1.9%
	100.0%	96.1%	31.4%	9.8%	23.5%	11.8%	7.8%	7.8%	3.9%	0.0%	9.8%	39.2%	15.7%	19.6%	11.8%	31.4%	52.9%	13.7%	21.6%	17.6%
Fuente/Arturo Fuente	103	100	37	19	27	12	3	0	1	1	4	49	18	18	14	20	61	22	33	10
	8.4%	8.7%	26.6%	15.3%	16.1%	6.4%	2.2%	0.0%	1.0%	0.6%	4.3%	12.6%	8.3%	7.3%	5.2%	4.2%	9.6%	22.2%	25.4%	2.1%
	100.0%	97.1%	35.9%	18.4%	26.2%	11.7%	2.9%	0.0%	1.0%	1.0%	3.9%	47.6%	17.5%	17.5%	13.6%	19.4%	59.2%	21.4%	32.0%	9.7%
Thompson	45	44	5	17	6	8	0	3	2	3	1	8	10	14	11	18	22	5	9	5
	3.7%	3.8%	3.6%	13.7%	3.6%	4.3%	0.0%	2.6%	1.9%	1.7%	1.1%	2.1%	4.6%	5.7%	4.1%	3.8%	3.4%	5.1%	6.9%	1.1%
	100.0%	97.8%	11.1%	37.8%	13.3%	17.8%	0.0%	6.7%	4.4%	6.7%	2.2%	17.8%	22.2%	31.1%	24.4%	40.0%	48.9%	11.1%	20.0%	11.1%
Subnet - Mass	17	16	0	2	1	2	0	5	1	5	0	5	4	3	5	10	7	0	0	7
	1.4%	1.4%	0.0%	1.6%	0.6%	1.1%	0.0%	4.3%	1.0%	2.9%	0.0%	1.3%	1.8%	1.2%	1.8%	2.1%	1.1%	0.0%	0.0%	1.5%
	100.0%	94.1%	0.0%	11.8%	5.9%	11.8%	0.0%	29.4%	5.9%	29.4%	0.0%	29.4%	23.5%	17.6%	29.4%	58.8%	41.2%	0.0%	0.0%	41.2%
Middleton	17	16	0	2	1	2	0	5	1	5	0	5	4	3	5	10	7	0	0	7
	1.4%	1.4%	0.0%	1.6%	0.6%	1.1%	0.0%	4.3%	1.0%	2.9%	0.0%	1.3%	1.8%	1.2%	1.8%	2.1%	1.1%	0.0%	0.0%	1.5%
	100.0%	94.1%	0.0%	11.8%	5.9%	11.8%	0.0%	29.4%	5.9%	29.4%	0.0%	29.4%	23.5%	17.6%	29.4%	58.8%	41.2%	0.0%	0.0%	41.2%
Other	218	211	36	44	34	33	15	23	10	16	9	69	42	45	49	64	121	31	41	65
	17.7%	18.4%	25.9%	35.5%	20.2%	17.6%	11.0%	19.8%	9.5%	9.3%	9.8%	17.8%	19.3%	18.2%	18.1%	13.5%	19.0%	31.3%	31.5%	13.9%
	100.0%	96.8%	16.5%	20.2%	15.6%	15.1%	6.9%	10.6%	4.6%	7.3%	4.1%	31.7%	19.3%	20.6%	22.5%	29.4%	55.5%	14.2%	18.8%	29.8%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	249	220	11	11	30	41	65	6	26	30	26	78	38	55	49	93	130	18	13	134
	20.3%	19.2%	7.9%	8.9%	17.9%	21.8%	47.8%	5.2%	24.8%	17.4%	28.3%	20.1%	17.4%	22.3%	18.1%	19.6%	20.4%	18.2%	10.0%	28.6%
	100.0%	88.4%	4.4%	4.4%	12.0%	16.5%	26.1%	2.4%	10.4%	12.0%	10.4%	31.3%	15.3%	22.1%	19.7%	37.3%	52.2%	7.2%	5.2%	53.8%

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GC 017314

Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Premium (Q19C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	490 100.0% 100.0%	473 100.0% 96.5%	105 100.0% 21.4%	77 100.0% 15.7%	117 100.0% 23.9%	70 100.0% 14.3%	41 100.0% 8.4%	19 100.0% 3.9%	24 100.0% 4.9%	20 100.0% 4.1%	27 100.0% 5.5%	186 100.0% 38.0%	93 100.0% 19.0%	96 100.0% 19.6%	84 100.0% 17.1%	140 100.0% 28.6%	285 100.0% 58.2%	62 100.0% 12.7%	85 100.0% 17.3%	105 100.0% 21.4%
SuperNet - Both premium and mass brands	192 39.2% 100.0%	181 38.3% 94.3%	42 40.0% 21.9%	32 41.6% 16.7%	30 25.6% 15.6%	30 42.9% 15.6%	14 34.1% 7.3%	13 68.4% 6.8%	14 58.3% 7.3%	6 30.0% 3.1%	12 44.4% 6.3%	63 33.9% 32.8%	38 40.9% 19.8%	40 41.7% 20.8%	37 44.0% 19.3%	61 43.6% 31.8%	110 38.6% 57.3%	20 32.3% 10.4%	24 28.2% 12.5%	41 39.0% 21.4%
SuperNet - Premium brands only	298 60.8% 100.0%	292 61.7% 98.0%	63 60.0% 21.1%	45 58.4% 15.1%	87 74.4% 29.2%	40 57.1% 13.4%	27 65.9% 9.1%	6 31.6% 2.0%	10 41.7% 3.4%	14 70.0% 4.7%	15 55.6% 5.0%	123 66.1% 41.3%	55 59.1% 18.5%	56 58.3% 18.8%	47 56.0% 15.8%	79 56.4% 26.5%	175 61.4% 58.7%	42 67.7% 14.1%	61 71.8% 20.5%	64 61.0% 21.5%
SuperNet - Mass brands Only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	490 100.0% 100.0%	473 100.0% 96.5%	105 100.0% 21.4%	77 100.0% 15.7%	117 100.0% 23.9%	70 100.0% 14.3%	41 100.0% 8.4%	19 100.0% 3.9%	24 100.0% 4.9%	20 100.0% 4.1%	27 100.0% 5.5%	186 100.0% 38.0%	93 100.0% 19.0%	96 100.0% 19.6%	84 100.0% 17.1%	140 100.0% 28.6%	285 100.0% 58.2%	62 100.0% 12.7%	85 100.0% 17.3%	105 100.0% 21.4%
SuperNet - Mass	192 39.2% 100.0%	181 38.3% 94.3%	42 40.0% 21.9%	32 41.6% 16.7%	30 25.6% 15.6%	30 42.9% 15.6%	14 34.1% 7.3%	13 68.4% 6.8%	14 58.3% 7.3%	6 30.0% 3.1%	12 44.4% 6.3%	63 33.9% 32.8%	38 40.9% 19.8%	40 41.7% 20.8%	37 44.0% 19.3%	61 43.6% 31.8%	110 38.6% 57.3%	20 32.3% 10.4%	24 28.2% 12.5%	41 39.0% 21.4%
Net - Consolidated Cigar Co.	275 56.1% 100.0%	267 56.4% 97.1%	71 67.6% 25.8%	48 62.3% 17.5%	63 53.8% 22.9%	39 55.7% 14.2%	10 24.4% 3.6%	14 73.7% 5.1%	15 62.5% 5.5%	7 35.0% 2.5%	11 40.7% 4.0%	99 53.2% 36.0%	55 59.1% 20.0%	52 54.2% 18.9%	54 64.3% 19.6%	75 53.6% 27.3%	156 54.7% 56.7%	41 66.1% 14.9%	52 61.2% 18.9%	43 41.0% 15.6%
Subnet - Premium	206 42.0% 100.0%	200 42.3% 97.1%	55 52.4% 26.7%	36 46.8% 17.5%	55 47.0% 26.7%	26 37.1% 12.6%	7 17.1% 3.4%	7 36.8% 3.4%	10 41.7% 4.9%	4 20.0% 1.9%	5 18.5% 2.4%	81 43.5% 39.3%	41 44.1% 19.9%	42 43.8% 20.4%	35 41.7% 17.0%	53 37.9% 25.7%	115 40.4% 55.8%	35 56.5% 17.0%	45 52.9% 21.8%	34 32.4% 16.5%
Don Diego	58 11.8% 100.0%	55 11.6% 94.8%	17 16.2% 29.3%	13 16.9% 22.4%	11 9.4% 19.0%	6 8.6% 10.3%	2 4.9% 3.4%	3 15.8% 5.2%	1 4.2% 1.7%	2 10.0% 3.4%	3 11.1% 5.2%	23 12.4% 39.7%	10 10.8% 17.2%	12 12.5% 20.7%	10 11.9% 17.2%	17 12.1% 29.3%	34 11.9% 58.6%	6 9.7% 10.3%	10 11.8% 17.2%	14 13.3% 24.1%
Montecristo	55 11.2% 100.0%	55 11.6% 100.0%	17 16.2% 30.9%	5 6.5% 9.1%	22 18.8% 40.0%	4 5.7% 7.3%	2 4.9% 3.6%	1 5.3% 1.8%	4 16.7% 7.3%	0 0.0% 0.0%	1 3.7% 1.8%	31 16.7% 56.4%	9 9.7% 16.4%	6 6.3% 10.9%	8 9.5% 14.5%	10 7.1% 18.2%	31 10.9% 56.4%	14 22.6% 25.5%	16 18.8% 29.1%	8 7.6% 14.5%
Royal Jamaica	32 6.5% 100.0%	30 6.3% 93.8%	13 12.4% 40.6%	5 6.5% 15.6%	3 2.6% 9.4%	3 4.3% 9.4%	0 0.0% 0.0%	2 10.5% 6.3%	4 16.7% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	10 5.4% 31.3%	5 5.4% 15.6%	7 7.3% 21.9%	9 10.7% 28.1%	7 5.0% 21.9%	16 5.6% 50.0%	7 11.3% 21.9%	8 9.4% 25.0%	6 5.7% 18.8%
Te-Amo	42 8.6% 100.0%	39 8.2% 92.9%	15 14.3% 35.7%	11 14.3% 26.2%	5 4.3% 11.9%	4 5.7% 9.5%	1 2.4% 2.4%	1 5.3% 2.4%	0 0.0% 0.0%	2 10.0% 4.8%	0 0.0% 0.0%	14 7.5% 33.3%	10 10.8% 23.8%	8 8.3% 19.0%	10 11.9% 23.8%	12 8.6% 28.6%	22 7.7% 52.4%	8 12.9% 19.0%	10 11.8% 23.8%	3 2.9% 7.1%
Upmann/H. Upmann	77 15.7% 100.0%	75 15.9% 97.4%	20 19.0% 26.0%	15 19.5% 19.5%	22 18.8% 28.6%	13 18.6% 16.9%	2 4.9% 2.6%	1 5.3% 1.3%	1 4.2% 1.3%	1 5.0% 1.3%	1 3.7% 1.3%	29 15.6% 37.7%	15 16.1% 19.5%	16 16.7% 20.8%	14 16.7% 18.2%	22 15.7% 28.6%	40 14.0% 51.9%	14 22.6% 18.2%	22 25.9% 28.6%	8 7.6% 10.4%
Subnet - Mass	100 20.4% 100.0%	96 20.3% 96.0%	23 21.9% 23.0%	17 22.1% 17.0%	19 16.2% 19.0%	15 21.4% 15.0%	3 7.3% 3.0%	8 42.1% 8.0%	8 33.3% 8.0%	3 15.0% 3.0%	7 25.9% 7.0%	29 15.6% 29.0%	20 21.5% 20.0%	19 19.8% 19.0%	23 27.4% 23.0%	30 21.4% 30.0%	60 21.1% 60.0%	10 16.1% 10.0%	13 15.3% 13.0%	14 13.3% 14.0%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Premium (Q19C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	490	473	105	77	117	70	41	19	24	20	27	186	93	96	84	140	285	62	85	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.5%	21.4%	15.7%	23.9%	14.3%	8.4%	3.9%	4.9%	4.1%	5.5%	38.0%	19.0%	19.6%	17.1%	28.6%	58.2%	12.7%	17.3%	21.4%
Antonio y Cleopatra	54	52	14	10	11	8	1	4	3	1	0	15	8	11	19	15	32	7	6	7
	11.0%	11.0%	13.3%	13.0%	9.4%	11.4%	2.4%	21.1%	12.5%	5.0%	0.0%	8.1%	8.6%	11.5%	22.6%	10.7%	11.2%	11.3%	7.1%	6.7%
	100.0%	96.3%	25.9%	18.5%	20.4%	14.8%	1.9%	7.4%	5.6%	1.9%	0.0%	27.8%	14.8%	20.4%	35.2%	27.8%	59.3%	13.0%	11.1%	13.0%
Backwoods	25	25	4	5	5	3	1	3	3	1	3	11	8	2	1	6	18	1	5	2
	5.1%	5.3%	3.8%	6.5%	4.3%	4.3%	2.4%	15.8%	12.5%	5.0%	11.1%	5.9%	8.6%	2.1%	1.2%	4.3%	6.3%	1.6%	5.9%	1.9%
	100.0%	100.0%	16.0%	20.0%	20.0%	12.0%	4.0%	12.0%	12.0%	4.0%	12.0%	44.0%	32.0%	8.0%	4.0%	24.0%	72.0%	4.0%	20.0%	8.0%
Dutch Masters	32	29	8	6	5	4	1	3	2	0	3	11	5	7	4	12	16	4	7	5
	6.5%	6.1%	7.6%	7.8%	4.3%	5.7%	2.4%	15.8%	8.3%	0.0%	11.1%	5.9%	5.4%	7.3%	4.8%	8.6%	5.6%	6.5%	8.2%	4.8%
	100.0%	90.6%	25.0%	18.8%	15.6%	12.5%	3.1%	9.4%	6.3%	0.0%	9.4%	34.4%	15.6%	21.9%	12.5%	37.5%	50.0%	12.5%	21.9%	15.6%
El Producto	16	16	5	5	2	2	1	1	0	0	1	6	3	4	2	7	9	0	3	2
	3.3%	3.4%	4.8%	6.5%	1.7%	2.9%	2.4%	5.3%	0.0%	0.0%	3.7%	3.2%	3.2%	4.2%	2.4%	5.0%	3.2%	0.0%	3.5%	1.9%
	100.0%	100.0%	31.3%	31.3%	12.5%	12.5%	6.3%	6.3%	0.0%	0.0%	6.3%	37.5%	18.8%	25.0%	12.5%	43.8%	56.3%	0.0%	18.8%	12.5%
Muriel	10	8	4	0	0	0	1	0	2	1	1	2	2	3	0	3	5	2	2	2
	2.0%	1.7%	3.8%	0.0%	0.0%	0.0%	2.4%	0.0%	8.3%	5.0%	3.7%	1.1%	2.2%	3.1%	0.0%	2.1%	1.8%	3.2%	2.4%	1.9%
	100.0%	80.0%	40.0%	0.0%	0.0%	0.0%	10.0%	0.0%	20.0%	10.0%	10.0%	20.0%	20.0%	30.0%	0.0%	30.0%	50.0%	20.0%	20.0%	20.0%
Net - General Cigar Holdings	362	352	88	55	88	46	30	13	17	15	22	138	66	71	62	97	214	49	67	66
	73.9%	74.4%	83.8%	71.4%	75.2%	65.7%	73.2%	68.4%	70.8%	75.0%	81.5%	74.2%	71.0%	74.0%	73.8%	69.3%	75.1%	79.0%	78.8%	62.9%
	100.0%	97.2%	24.3%	15.2%	24.3%	12.7%	8.3%	3.6%	4.7%	4.1%	6.1%	38.1%	18.2%	19.6%	17.1%	26.8%	59.1%	13.5%	18.5%	18.2%
Subnet-General Cigar Holdings - Premium	325	316	81	49	82	42	29	8	13	12	20	129	54	63	56	84	193	46	64	60
	66.3%	66.8%	77.1%	63.6%	70.1%	60.0%	70.7%	42.1%	54.2%	60.0%	74.1%	69.4%	58.1%	65.6%	66.7%	60.0%	67.7%	74.2%	75.3%	57.1%
	100.0%	97.2%	24.9%	15.1%	25.2%	12.9%	8.9%	2.5%	4.0%	3.7%	6.2%	39.7%	16.6%	19.4%	17.2%	25.8%	59.4%	14.2%	19.7%	18.5%
SubNet - General Cigar Co.	321	312	81	45	81	39	28	10	14	14	19	122	62	65	50	90	189	40	59	62
	65.5%	66.0%	77.1%	58.4%	69.2%	55.7%	68.3%	52.6%	58.3%	70.0%	70.4%	65.6%	66.7%	67.7%	59.5%	64.3%	66.3%	64.5%	69.4%	59.0%
	100.0%	97.2%	25.2%	14.0%	25.2%	12.1%	8.7%	3.1%	4.4%	4.4%	5.9%	38.0%	19.3%	20.2%	15.6%	28.0%	58.9%	12.5%	18.4%	19.3%
Sub-Subnet - Premium	282	274	73	38	75	35	27	5	10	11	17	112	50	56	44	76	167	37	56	56
	57.6%	57.9%	69.5%	49.4%	64.1%	50.0%	65.9%	26.3%	41.7%	55.0%	63.0%	60.2%	53.8%	58.3%	52.4%	54.3%	58.6%	59.7%	65.9%	53.3%
	100.0%	97.2%	25.9%	13.5%	26.6%	12.4%	9.6%	1.8%	3.5%	3.9%	6.0%	39.7%	17.7%	19.9%	15.6%	27.0%	59.2%	13.1%	19.9%	19.9%
Cohiba	86	84	30	10	24	8	8	1	1	2	6	39	7	17	16	18	50	17	19	19
	17.6%	17.8%	28.6%	13.0%	20.5%	11.4%	19.5%	5.3%	4.2%	10.0%	22.2%	21.0%	7.5%	17.7%	19.0%	12.9%	17.5%	27.4%	22.4%	18.1%
	100.0%	97.7%	34.9%	11.6%	27.9%	9.3%	9.3%	1.2%	1.2%	2.3%	7.0%	45.3%	8.1%	19.8%	18.6%	20.9%	58.1%	19.8%	22.1%	22.1%
Cifuentes	13	13	2	1	7	0	3	0	0	0	1	5	2	3	2	2	9	2	4	1
	2.7%	2.7%	1.9%	1.3%	6.0%	0.0%	7.3%	0.0%	0.0%	0.0%	3.7%	2.7%	2.2%	3.1%	2.4%	1.4%	3.2%	3.2%	4.7%	1.0%
	100.0%	100.0%	15.4%	7.7%	53.8%	0.0%	23.1%	0.0%	0.0%	0.0%	7.7%	38.5%	15.4%	23.1%	15.4%	15.4%	69.2%	15.4%	30.8%	7.7%
Macanudo	201	194	49	30	51	26	19	4	7	8	8	81	39	37	34	58	122	21	36	42
	41.0%	41.0%	46.7%	39.0%	43.6%	37.1%	46.3%	21.1%	29.2%	40.0%	29.6%	43.5%	41.9%	38.5%	40.5%	41.4%	42.8%	33.9%	42.4%	40.0%
	100.0%	96.5%	24.4%	14.9%	25.4%	12.9%	9.5%	2.0%	3.5%	4.0%	4.0%	40.3%	19.4%	18.4%	16.9%	28.9%	60.7%	10.4%	17.9%	20.9%
Macanudo Vintage	26	24	7	3	5	4	2	0	1	2	2	9	8	5	2	8	15	2	5	5
	5.3%	5.1%	6.7%	3.9%	4.3%	5.7%	4.9%	0.0%	4.2%	10.0%	7.4%	4.8%	8.6%	5.2%	2.4%	5.7%	5.3%	3.2%	5.9%	4.8%
	100.0%	92.3%	26.9%	11.5%	19.2%	15.4%	7.7%	0.0%	3.8%	7.7%	7.7%	34.6%	30.8%	19.2%	7.7%	30.8%	57.7%	7.7%	19.2%	19.2%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Premium (Q19C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	490 100.0% 100.0%	473 100.0% 96.5%	105 100.0% 21.4%	77 100.0% 15.7%	117 100.0% 23.9%	70 100.0% 14.3%	41 100.0% 8.4%	19 100.0% 3.9%	24 100.0% 4.9%	20 100.0% 4.1%	27 100.0% 5.5%	186 100.0% 38.0%	93 100.0% 19.0%	96 100.0% 19.6%	84 100.0% 17.1%	140 100.0% 28.6%	285 100.0% 58.2%	62 100.0% 12.7%	85 100.0% 17.3%	105 100.0% 21.4%
Partagas	85 17.3% 100.0%	85 18.0% 100.0%	31 29.5% 36.5%	13 16.9% 15.3%	21 17.9% 24.7%	8 11.4% 9.4%	4 9.8% 4.7%	1 5.3% 1.2%	4 16.7% 4.7%	3 15.0% 3.5%	6 22.2% 7.1%	27 14.5% 31.8%	16 17.2% 18.8%	19 19.8% 22.4%	17 20.2% 20.0%	16 11.4% 18.8%	49 17.2% 57.6%	20 32.3% 23.5%	28 32.9% 32.9%	12 11.4% 14.1%
Partagas Limited Reserve	9 1.8% 100.0%	8 1.7% 88.9%	4 3.8% 44.4%	1 1.3% 11.1%	2 1.7% 22.2%	0 0.0% 0.0%	1 2.4% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 2.7% 55.6%	0 0.0% 0.0%	1 1.0% 11.1%	2 2.4% 22.2%	1 0.7% 11.1%	3 1.1% 33.3%	5 8.1% 55.6%	3 3.5% 33.3%	0 0.0% 0.0%
Sub-Subnet - Mass	75 15.3% 100.0%	71 15.0% 94.7%	17 16.2% 22.7%	13 16.9% 17.3%	9 7.7% 12.0%	10 14.3% 13.3%	7 17.1% 9.3%	7 36.8% 9.3%	4 16.7% 5.3%	4 20.0% 5.3%	5 18.5% 6.7%	27 14.5% 36.0%	18 19.4% 24.0%	14 14.6% 18.7%	10 11.9% 13.3%	23 16.4% 30.7%	45 15.8% 60.0%	6 9.7% 8.0%	5 5.9% 6.7%	15 14.3% 20.0%
Garcia y Vega/Whiffs	50 10.2% 100.0%	47 9.9% 94.0%	14 13.3% 28.0%	6 7.8% 12.0%	7 6.0% 14.0%	7 10.0% 14.0%	4 9.8% 8.0%	4 21.1% 8.0%	2 8.3% 4.0%	3 15.0% 6.0%	2 7.4% 4.0%	19 10.2% 38.0%	11 11.8% 22.0%	11 11.5% 22.0%	7 8.3% 14.0%	18 12.9% 36.0%	29 10.2% 58.0%	2 3.2% 4.0%	2 2.4% 4.0%	9 8.6% 18.0%
Tiparillo	20 4.1% 100.0%	19 4.0% 95.0%	6 5.7% 30.0%	4 5.2% 20.0%	2 1.7% 10.0%	3 4.3% 15.0%	2 4.9% 10.0%	2 10.5% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.7% 5.0%	8 4.3% 40.0%	7 7.5% 35.0%	1 1.0% 5.0%	2 2.4% 10.0%	7 5.0% 35.0%	11 3.9% 55.0%	2 3.2% 10.0%	2 2.4% 10.0%	3 2.9% 15.0%
White Owl	19 3.9% 100.0%	17 3.6% 89.5%	3 2.9% 15.8%	3 3.9% 15.8%	2 1.7% 10.5%	1 1.4% 5.3%	2 4.9% 10.5%	2 10.5% 10.5%	2 8.3% 10.5%	2 10.0% 10.5%	2 7.4% 10.5%	6 3.2% 31.6%	6 6.5% 31.6%	3 3.1% 15.8%	1 1.2% 5.3%	4 2.9% 21.1%	12 4.2% 63.2%	2 3.2% 10.5%	0 0.0% 0.0%	5 4.8% 26.3%
William Penn	9 1.8% 100.0%	9 1.9% 100.0%	2 1.9% 22.2%	3 3.9% 33.3%	0 0.0% 0.0%	2 2.9% 22.2%	0 0.0% 0.0%	2 10.5% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.6% 33.3%	2 2.2% 22.2%	2 2.1% 22.2%	2 2.4% 22.2%	3 2.1% 33.3%	3 1.1% 33.3%	2 3.2% 22.2%	2 2.4% 22.2%	1 1.0% 11.1%
SubNet - Villazon	106 21.6% 100.0%	104 22.0% 98.1%	37 35.2% 34.9%	23 29.9% 21.7%	17 14.5% 16.0%	11 15.7% 10.4%	6 14.6% 5.7%	5 26.3% 4.7%	3 12.5% 2.8%	2 10.0% 1.9%	8 29.6% 7.5%	43 23.1% 40.6%	14 15.1% 13.2%	16 16.7% 15.1%	24 28.6% 22.6%	20 14.3% 18.9%	61 21.4% 57.5%	24 38.7% 22.6%	31 36.5% 29.2%	12 11.4% 11.3%
Hoyo de Monterrey	42 8.6% 100.0%	42 8.9% 100.0%	23 21.9% 54.8%	8 10.4% 19.0%	4 3.4% 9.5%	4 5.7% 9.5%	1 2.4% 2.4%	1 5.3% 2.4%	1 4.2% 2.4%	0 0.0% 0.0%	1 3.7% 2.4%	15 8.1% 35.7%	6 6.5% 14.3%	9 9.4% 21.4%	11 13.1% 26.2%	6 4.3% 14.3%	25 8.8% 59.5%	11 17.7% 26.2%	17 20.0% 40.5%	7 6.7% 16.7%
Hoyo de Monterrey Excalibur	27 5.5% 100.0%	27 5.7% 100.0%	11 10.5% 40.7%	5 6.5% 18.5%	6 5.1% 22.2%	1 1.4% 3.7%	1 2.4% 3.7%	3 15.8% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.7% 3.7%	11 5.9% 40.7%	3 3.2% 11.1%	5 5.2% 18.5%	7 8.3% 25.9%	5 3.6% 18.5%	18 6.3% 66.7%	4 6.5% 14.8%	11 12.9% 40.7%	0 0.0% 0.0%
Punch	62 12.7% 100.0%	60 12.7% 96.8%	18 17.1% 29.0%	15 19.5% 24.2%	13 11.1% 21.0%	6 8.6% 9.7%	4 9.8% 6.5%	1 5.3% 1.6%	1 4.2% 1.6%	2 10.0% 3.2%	6 22.2% 9.7%	30 16.1% 48.4%	6 6.5% 9.7%	7 7.3% 11.3%	12 14.3% 19.4%	13 9.3% 21.0%	33 11.6% 53.2%	16 25.8% 25.8%	17 20.0% 27.4%	7 6.7% 11.3%
Punch Grand Cru	9 1.8% 100.0%	9 1.9% 100.0%	4 3.8% 44.4%	0 0.0% 0.0%	2 1.7% 22.2%	1 1.4% 11.1%	0 0.0% 0.0%	1 5.3% 11.1%	1 4.2% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	4 2.2% 44.4%	3 3.2% 33.3%	0 0.0% 0.0%	2 2.4% 22.2%	1 0.7% 11.1%	7 2.5% 77.8%	0 0.0% 0.0%	4 4.7% 44.4%	0 0.0% 0.0%
Net - Swisher International	96 19.6% 100.0%	89 18.8% 92.7%	24 22.9% 25.0%	17 22.1% 17.7%	11 9.4% 11.5%	12 17.1% 12.5%	7 17.1% 7.3%	10 52.6% 10.4%	7 29.2% 7.3%	1 5.0% 1.0%	6 22.2% 6.3%	34 18.3% 35.4%	23 24.7% 24.0%	14 14.6% 14.6%	17 20.2% 17.7%	35 25.0% 36.5%	49 17.2% 51.0%	11 17.7% 11.5%	18 21.2% 18.8%	18 17.1% 18.8%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Premium (Q19C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	490 100.0% 100.0%	473 100.0% 96.5%	105 100.0% 21.4%	77 100.0% 15.7%	117 100.0% 23.9%	70 100.0% 14.3%	41 100.0% 8.4%	19 100.0% 3.9%	24 100.0% 4.9%	20 100.0% 4.1%	27 100.0% 5.5%	186 100.0% 38.0%	93 100.0% 19.0%	96 100.0% 19.6%	84 100.0% 17.1%	140 100.0% 28.6%	285 100.0% 58.2%	62 100.0% 12.7%	85 100.0% 17.3%	105 100.0% 21.4%
Bering	31 6.3% 100.0%	30 6.3% 96.8%	13 12.4% 41.9%	8 10.4% 25.8%	4 3.4% 12.9%	2 2.9% 6.5%	0 0.0% 0.0%	2 10.5% 6.5%	0 0.0% 0.0%	1 5.0% 3.2%	1 3.7% 3.2%	11 5.9% 35.5%	3 3.2% 9.7%	4 4.2% 12.9%	11 13.1% 35.5%	8 5.7% 25.8%	17 6.0% 54.8%	6 9.7% 19.4%	13 15.3% 41.9%	3 2.9% 9.7%
King Edward	24 4.9% 100.0%	22 4.7% 91.7%	4 3.8% 16.7%	3 3.9% 12.5%	3 2.6% 12.5%	2 2.9% 8.3%	4 9.8% 16.7%	4 21.1% 16.7%	2 8.3% 8.3%	0 0.0% 0.0%	2 7.4% 8.3%	9 4.8% 37.5%	7 7.5% 29.2%	2 2.1% 8.3%	3 3.6% 12.5%	7 5.0% 29.2%	14 4.9% 58.3%	2 3.2% 8.3%	1 1.2% 4.2%	8 7.6% 33.3%
La Prima Dora	2 0.4% 100.0%	2 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.9% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%
Swisher Sweets	60 12.2% 100.0%	55 11.6% 91.7%	10 9.5% 16.7%	10 13.0% 16.7%	5 4.3% 8.3%	10 14.3% 16.7%	5 12.2% 8.3%	8 42.1% 13.3%	7 29.2% 11.7%	0 0.0% 0.0%	4 14.8% 6.7%	23 12.4% 38.3%	17 18.3% 28.3%	8 8.3% 13.3%	7 8.3% 11.7%	26 18.6% 43.3%	29 10.2% 48.3%	4 6.5% 6.7%	6 7.1% 10.0%	14 13.3% 23.3%
Net - JR Tobacco Brands	33 6.7% 100.0%	31 6.6% 93.9%	10 9.5% 30.3%	10 13.0% 30.3%	5 4.3% 15.2%	1 1.4% 3.0%	2 4.9% 6.1%	2 10.5% 6.1%	0 0.0% 0.0%	1 5.0% 3.0%	0 0.0% 0.0%	15 8.1% 45.5%	7 7.5% 21.2%	5 5.2% 15.2%	6 7.1% 18.2%	8 5.7% 24.2%	20 7.0% 60.6%	5 8.1% 15.2%	12 14.1% 36.4%	3 2.9% 9.1%
El Rey Del Mundo	13 2.7% 100.0%	11 2.3% 84.6%	6 5.7% 46.2%	2 2.6% 15.4%	2 1.7% 15.4%	0 0.0% 0.0%	1 2.4% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 3.8% 53.8%	4 4.3% 30.8%	2 2.1% 15.4%	0 0.0% 0.0%	5 3.6% 38.5%	5 1.8% 38.5%	3 4.8% 23.1%	4 4.7% 30.8%	1 1.0% 7.7%
J.R. Ultimates	21 4.3% 100.0%	21 4.4% 100.0%	5 4.8% 23.8%	8 10.4% 38.1%	3 2.6% 14.3%	1 1.4% 4.8%	1 2.4% 4.8%	2 10.5% 9.5%	0 0.0% 0.0%	1 5.0% 4.8%	0 0.0% 0.0%	9 4.8% 42.9%	3 3.2% 14.3%	3 3.1% 14.3%	6 7.1% 28.6%	3 2.1% 14.3%	16 5.6% 76.2%	2 3.2% 9.5%	9 10.6% 42.9%	2 1.9% 9.5%
Net - Tabacalera	92 18.8% 100.0%	87 18.4% 94.6%	25 23.8% 27.2%	14 18.2% 15.2%	11 9.4% 12.0%	12 17.1% 13.0%	5 12.2% 5.4%	10 52.6% 10.9%	8 33.3% 8.7%	2 10.0% 2.2%	10 37.0% 10.9%	37 19.9% 40.2%	12 12.9% 13.0%	15 15.6% 16.3%	17 20.2% 18.5%	32 22.9% 34.8%	46 16.1% 50.0%	13 21.0% 14.1%	14 16.5% 15.2%	22 21.0% 23.9%
Subnet - Premium	41 8.4% 100.0%	39 8.2% 95.1%	15 14.3% 36.6%	8 10.4% 19.5%	6 5.1% 14.6%	4 5.7% 9.8%	3 7.3% 7.3%	0 0.0% 0.0%	2 8.3% 4.9%	1 5.0% 2.4%	3 11.1% 7.3%	22 11.8% 53.7%	1 1.1% 2.4%	4 4.2% 9.8%	10 11.9% 24.4%	11 7.9% 26.8%	18 6.3% 43.9%	11 17.7% 26.8%	8 9.4% 19.5%	11 10.5% 26.8%
Romeo y Julieta	41 8.4% 100.0%	39 8.2% 95.1%	15 14.3% 36.6%	8 10.4% 19.5%	6 5.1% 14.6%	4 5.7% 9.8%	3 7.3% 7.3%	0 0.0% 0.0%	2 8.3% 4.9%	1 5.0% 2.4%	3 11.1% 7.3%	22 11.8% 53.7%	1 1.1% 2.4%	4 4.2% 9.8%	10 11.9% 24.4%	11 7.9% 26.8%	18 6.3% 43.9%	11 17.7% 26.8%	8 9.4% 19.5%	11 10.5% 26.8%
Subnet - Mass	57 11.6% 100.0%	53 11.2% 93.0%	13 12.4% 22.8%	6 7.8% 10.5%	5 4.3% 8.8%	9 12.9% 15.8%	3 7.3% 5.3%	10 52.6% 17.5%	6 25.0% 10.5%	1 5.0% 1.8%	7 25.9% 12.3%	18 9.7% 31.6%	11 11.8% 19.3%	11 11.5% 19.3%	9 10.7% 15.8%	23 16.4% 40.4%	30 10.5% 52.6%	3 4.8% 5.3%	6 7.1% 10.5%	13 12.4% 22.8%
Black & Gold/Black & Mild	22 4.5% 100.0%	21 4.4% 95.5%	5 4.8% 22.7%	4 5.2% 18.2%	1 0.9% 4.5%	3 4.3% 13.6%	1 2.4% 4.5%	3 15.8% 13.6%	3 12.5% 13.6%	1 5.0% 4.5%	4 14.8% 18.2%	5 2.7% 22.7%	6 6.5% 27.3%	5 5.2% 22.7%	2 2.4% 9.1%	7 5.0% 31.8%	14 4.9% 63.6%	1 1.6% 4.5%	2 2.4% 9.1%	7 6.7% 31.8%
Hav-a-Tampa/Jewels	24 4.9% 100.0%	21 4.4% 87.5%	6 5.7% 25.0%	3 3.9% 12.5%	2 1.7% 8.3%	4 5.7% 16.7%	1 2.4% 4.2%	4 21.1% 16.7%	1 4.2% 4.2%	0 0.0% 0.0%	2 7.4% 8.3%	8 4.3% 33.3%	7 7.5% 29.2%	2 2.1% 8.3%	4 4.8% 16.7%	8 5.7% 33.3%	13 4.6% 54.2%	2 3.2% 8.3%	4 4.7% 16.7%	4 3.8% 16.7%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Premium (Q19C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	490 100.0% 100.0%	473 100.0% 96.5%	105 100.0% 21.4%	77 100.0% 15.7%	117 100.0% 23.9%	70 100.0% 14.3%	41 100.0% 8.4%	19 100.0% 3.9%	24 100.0% 4.9%	20 100.0% 4.1%	27 100.0% 5.5%	186 100.0% 38.0%	93 100.0% 19.0%	96 100.0% 19.6%	84 100.0% 17.1%	140 100.0% 28.6%	285 100.0% 58.2%	62 100.0% 12.7%	85 100.0% 17.3%	105 100.0% 21.4%
Phillies	26 5.3% 100.0%	26 5.5% 100.0%	7 6.7% 26.9%	4 5.2% 15.4%	2 1.7% 7.7%	4 5.7% 15.4%	1 2.4% 3.8%	4 21.1% 15.4%	4 16.7% 15.4%	0 0.0% 0.0%	3 11.1% 11.5%	11 5.9% 42.3%	5 5.4% 19.2%	4 4.2% 15.4%	3 3.6% 11.5%	11 7.9% 42.3%	15 5.3% 57.7%	0 0.0% 0.0%	3 3.5% 11.5%	5 4.8% 19.2%
Net - Other	293 59.8% 100.0%	284 60.0% 96.9%	73 69.5% 24.9%	62 80.5% 21.2%	71 60.7% 24.2%	36 51.4% 12.3%	16 39.0% 5.5%	11 57.9% 3.8%	8 33.3% 2.7%	7 35.0% 2.4%	14 51.9% 4.8%	104 55.9% 35.5%	58 62.4% 19.8%	60 62.5% 20.5%	53 63.1% 18.1%	82 58.6% 28.0%	167 58.6% 57.0%	43 69.4% 14.7%	64 75.3% 21.8%	46 43.8% 15.7%
Subnet - Premium	249 50.8% 100.0%	240 50.7% 96.4%	67 63.8% 26.9%	49 63.6% 19.7%	60 51.3% 24.1%	29 41.4% 11.6%	14 34.1% 5.6%	9 47.4% 3.6%	7 29.2% 2.8%	5 25.0% 2.0%	13 48.1% 5.2%	92 49.5% 36.9%	48 51.6% 19.3%	51 53.1% 20.5%	42 50.0% 16.9%	69 49.3% 27.7%	141 49.5% 56.6%	38 61.3% 15.3%	57 67.1% 22.9%	39 37.1% 15.7%
Ashton	42 8.6% 100.0%	41 8.7% 97.6%	14 13.3% 33.3%	9 11.7% 21.4%	10 8.5% 23.8%	1 1.4% 2.4%	4 9.8% 9.5%	1 5.3% 2.4%	1 4.2% 2.4%	1 5.0% 2.4%	1 3.7% 2.4%	17 9.1% 40.5%	6 6.5% 14.3%	9 9.4% 21.4%	9 10.7% 21.4%	10 7.1% 23.8%	24 8.4% 57.1%	8 12.9% 19.0%	10 11.8% 23.8%	9 8.6% 21.4%
Bahia	11 2.2% 100.0%	9 1.9% 81.8%	1 1.0% 9.1%	3 3.9% 27.3%	3 2.6% 27.3%	1 1.4% 9.1%	0 0.0% 0.0%	1 5.3% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.6% 27.3%	3 3.2% 27.3%	2 2.1% 18.2%	3 3.6% 27.3%	5 3.6% 45.5%	4 1.4% 36.4%	2 3.2% 18.2%	4 4.7% 36.4%	3 2.9% 27.3%
Davidoff	32 6.5% 100.0%	31 6.6% 96.9%	15 14.3% 46.9%	3 3.9% 9.4%	10 8.5% 31.3%	0 0.0% 0.0%	1 2.4% 3.1%	1 5.3% 3.1%	1 4.2% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%	11 5.9% 34.4%	7 7.5% 21.9%	8 8.3% 25.0%	5 6.0% 15.6%	5 3.6% 15.6%	18 6.3% 56.3%	9 14.5% 28.1%	11 12.9% 34.4%	1 1.0% 3.1%
Don Tomas	50 10.2% 100.0%	47 9.9% 94.0%	11 10.5% 22.0%	12 15.6% 24.0%	9 7.7% 18.0%	8 11.4% 16.0%	5 12.2% 10.0%	0 0.0% 0.0%	2 8.3% 4.0%	0 0.0% 0.0%	3 11.1% 6.0%	18 9.7% 36.0%	14 15.1% 28.0%	6 6.3% 12.0%	9 10.7% 18.0%	13 9.3% 26.0%	32 11.2% 64.0%	5 8.1% 10.0%	13 15.3% 26.0%	11 10.5% 22.0%
Dunhill	51 10.4% 100.0%	49 10.4% 96.1%	16 15.2% 31.4%	5 6.5% 9.8%	12 10.3% 23.5%	6 8.6% 11.8%	4 9.8% 7.8%	4 21.1% 7.8%	2 8.3% 3.9%	0 0.0% 0.0%	5 18.5% 9.8%	20 10.8% 39.2%	8 8.6% 15.7%	10 10.4% 19.6%	6 7.1% 11.8%	16 11.4% 31.4%	27 9.5% 52.9%	7 11.3% 13.7%	11 12.9% 21.6%	9 8.6% 17.6%
Fuente/Arturo Fuente	103 21.0% 100.0%	100 21.1% 97.1%	37 35.2% 35.9%	19 24.7% 18.4%	27 23.1% 26.2%	12 17.1% 11.7%	3 7.3% 2.9%	0 0.0% 0.0%	1 4.2% 1.0%	1 5.0% 1.0%	4 14.8% 3.9%	49 26.3% 47.6%	18 19.4% 17.5%	18 18.8% 17.5%	14 16.7% 13.6%	20 14.3% 19.4%	61 21.4% 59.2%	22 35.5% 21.4%	33 38.8% 32.0%	10 9.5% 9.7%
Thompson	45 9.2% 100.0%	44 9.3% 97.8%	5 4.8% 11.1%	17 22.1% 37.8%	6 5.1% 13.3%	8 11.4% 17.8%	0 0.0% 0.0%	3 15.8% 6.7%	2 8.3% 4.4%	3 15.0% 6.7%	1 3.7% 2.2%	8 4.3% 17.8%	10 10.8% 22.2%	14 14.6% 31.1%	11 13.1% 24.4%	18 12.9% 40.0%	22 7.7% 48.9%	5 8.1% 11.1%	9 10.6% 20.0%	5 4.8% 11.1%
Subnet - Mass	1 0.2% 100.0%	1 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Middleton	1 0.2% 100.0%	1 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Other	112 22.9% 100.0%	110 23.3% 98.2%	25 23.8% 22.3%	28 36.4% 25.0%	27 23.1% 24.1%	13 18.6% 11.6%	6 14.6% 5.4%	5 26.3% 4.5%	2 8.3% 1.8%	4 20.0% 3.6%	5 18.5% 4.5%	37 19.9% 33.0%	21 22.6% 18.8%	26 27.1% 23.2%	19 22.6% 17.0%	27 19.3% 24.1%	66 23.2% 58.9%	18 29.0% 16.1%	28 32.9% 25.0%	17 16.2% 15.2%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Mass (Q19C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	618 100.0% 100.0%	574 100.0% 92.9%	61 100.0% 9.9%	58 100.0% 9.4%	47 100.0% 7.6%	93 100.0% 15.0%	36 100.0% 5.8%	95 100.0% 15.4%	65 100.0% 10.5%	119 100.0% 19.3%	47 100.0% 7.6%	163 100.0% 26.4%	116 100.0% 18.8%	124 100.0% 20.1%	160 100.0% 25.9%	280 100.0% 45.3%	301 100.0% 48.7%	30 100.0% 4.9%	46 100.0% 7.4%	243 100.0% 39.3%
SuperNet - Both premium and mass brands	192 31.1% 100.0%	181 31.5% 94.3%	42 68.9% 21.9%	32 55.2% 16.7%	30 63.8% 15.6%	30 32.3% 15.6%	14 38.9% 7.3%	13 13.7% 6.8%	14 21.5% 7.3%	6 5.0% 3.1%	12 25.5% 6.3%	63 38.7% 32.8%	38 32.8% 19.8%	40 32.3% 20.8%	37 23.1% 19.3%	61 21.8% 31.8%	110 36.5% 57.3%	20 66.7% 10.4%	24 52.2% 12.5%	41 16.9% 21.4%
SuperNet - Premium brands only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Mass brands Only	426 68.9% 100.0%	393 68.5% 92.3%	19 31.1% 4.5%	26 44.8% 6.1%	17 36.2% 4.0%	63 67.7% 14.8%	22 61.1% 5.2%	82 86.3% 19.2%	51 78.5% 12.0%	113 95.0% 26.5%	35 74.5% 8.2%	100 61.3% 23.5%	78 67.2% 18.3%	84 67.7% 19.7%	123 76.9% 28.9%	219 78.2% 51.4%	191 63.5% 44.8%	10 33.3% 2.3%	22 47.8% 5.2%	202 83.1% 47.4%
SuperNet - Premium	192 31.1% 100.0%	181 31.5% 94.3%	42 68.9% 21.9%	32 55.2% 16.7%	30 63.8% 15.6%	30 32.3% 15.6%	14 38.9% 7.3%	13 13.7% 6.8%	14 21.5% 7.3%	6 5.0% 3.1%	12 25.5% 6.3%	63 38.7% 32.8%	38 32.8% 19.8%	40 32.3% 20.8%	37 23.1% 19.3%	61 21.8% 31.8%	110 36.5% 57.3%	20 66.7% 10.4%	24 52.2% 12.5%	41 16.9% 21.4%
SuperNet - Mass	618 100.0% 100.0%	574 100.0% 92.9%	61 100.0% 9.9%	58 100.0% 9.4%	47 100.0% 7.6%	93 100.0% 15.0%	36 100.0% 5.8%	95 100.0% 15.4%	65 100.0% 10.5%	119 100.0% 19.3%	47 100.0% 7.6%	163 100.0% 26.4%	116 100.0% 18.8%	124 100.0% 20.1%	160 100.0% 25.9%	280 100.0% 45.3%	301 100.0% 48.7%	30 100.0% 4.9%	46 100.0% 7.4%	243 100.0% 39.3%
Net - Consolidated Cigar Co.	321 51.9% 100.0%	303 52.8% 94.4%	43 70.5% 13.4%	40 69.0% 12.5%	34 72.3% 10.6%	46 49.5% 14.3%	13 36.1% 4.0%	48 50.5% 15.0%	32 49.2% 10.0%	47 39.5% 14.6%	18 38.3% 5.6%	75 46.0% 23.4%	55 47.4% 17.1%	66 53.2% 20.6%	101 63.1% 31.5%	114 40.7% 35.5%	184 61.1% 57.3%	21 70.0% 6.5%	30 65.2% 9.3%	100 41.2% 31.2%
Subnet - Premium	76 12.3% 100.0%	71 12.4% 93.4%	19 31.1% 25.0%	15 25.9% 19.7%	16 34.0% 21.1%	7 7.5% 9.2%	2 5.6% 2.6%	5 5.3% 6.6%	5 7.7% 6.6%	2 1.7% 2.6%	1 2.1% 1.3%	29 17.8% 38.2%	13 11.2% 17.1%	21 16.9% 27.6%	12 7.5% 15.8%	21 7.5% 27.6%	43 14.3% 56.6%	11 36.7% 14.5%	15 32.6% 19.7%	15 6.2% 19.7%
Don Diego	30 4.9% 100.0%	27 4.7% 90.0%	9 14.8% 30.0%	7 12.1% 23.3%	4 8.5% 13.3%	2 2.2% 6.7%	1 2.8% 3.3%	3 3.2% 10.0%	1 1.5% 3.3%	0 0.0% 0.0%	1 2.1% 3.3%	10 6.1% 33.3%	5 4.3% 16.7%	8 6.5% 26.7%	6 3.8% 20.0%	9 3.2% 30.0%	18 6.0% 60.0%	3 10.0% 10.0%	5 10.9% 16.7%	8 3.3% 26.7%
Montecristo	16 2.6% 100.0%	16 2.8% 100.0%	4 6.6% 25.0%	2 3.4% 12.5%	8 17.0% 50.0%	1 1.1% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.5% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	9 5.5% 56.3%	1 0.9% 6.3%	4 3.2% 25.0%	2 1.3% 12.5%	1 0.4% 6.3%	10 3.3% 62.5%	5 16.7% 31.3%	5 10.9% 31.3%	2 0.8% 12.5%
Royal Jamaica	12 1.9% 100.0%	11 1.9% 91.7%	3 4.9% 25.0%	2 3.4% 16.7%	1 2.1% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 16.7%	3 4.6% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 2.5% 33.3%	3 2.6% 25.0%	4 3.2% 33.3%	1 0.6% 8.3%	3 1.1% 25.0%	6 2.0% 50.0%	2 6.7% 16.7%	1 2.2% 8.3%	4 1.6% 33.3%
Te-Amo	21 3.4% 100.0%	18 3.1% 85.7%	4 6.6% 19.0%	6 10.3% 28.6%	2 4.3% 9.5%	2 2.2% 9.5%	1 2.8% 4.8%	1 1.1% 4.8%	0 0.0% 0.0%	2 1.7% 9.5%	0 0.0% 0.0%	9 5.5% 42.9%	2 1.7% 9.5%	5 4.0% 23.8%	5 3.1% 23.8%	8 2.9% 38.1%	10 3.3% 47.6%	3 10.0% 14.3%	1 2.2% 4.8%	3 1.2% 14.3%
Upmann/H. Upmann	22 3.6% 100.0%	20 3.5% 90.9%	6 9.8% 27.3%	5 8.6% 22.7%	4 8.5% 18.2%	4 4.3% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 4.5%	0 0.0% 0.0%	7 4.3% 31.8%	3 2.6% 13.6%	7 5.6% 31.8%	5 3.1% 22.7%	9 3.2% 40.9%	10 3.3% 45.5%	3 10.0% 13.6%	8 17.4% 36.4%	2 0.8% 9.1%
Subnet - Mass	276 44.7% 100.0%	261 45.5% 94.6%	31 50.8% 11.2%	30 51.7% 10.9%	29 61.7% 10.5%	41 44.1% 14.9%	11 30.6% 4.0%	44 46.3% 15.9%	30 46.2% 10.9%	45 37.8% 16.3%	18 38.3% 6.5%	57 35.0% 20.7%	48 41.4% 17.4%	54 43.5% 19.6%	93 58.1% 33.7%	101 36.1% 36.6%	160 53.2% 58.0%	14 46.7% 5.1%	21 45.7% 7.6%	90 37.0% 32.6%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Mass (Q19C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	618 100.0% 100.0%	574 100.0% 92.9%	61 100.0% 9.9%	58 100.0% 9.4%	47 100.0% 7.6%	93 100.0% 15.0%	36 100.0% 5.8%	95 100.0% 15.4%	65 100.0% 10.5%	119 100.0% 19.3%	47 100.0% 7.6%	163 100.0% 26.4%	116 100.0% 18.8%	124 100.0% 20.1%	160 100.0% 25.9%	280 100.0% 45.3%	301 100.0% 48.7%	30 100.0% 4.9%	46 100.0% 7.4%	243 100.0% 39.3%
Antonio y Cleopatra	95 15.4% 100.0%	90 15.7% 94.7%	16 26.2% 16.8%	15 25.9% 15.8%	16 34.0% 16.8%	16 17.2% 16.8%	1 2.8% 1.1%	13 13.7% 13.7%	6 9.2% 6.3%	7 5.9% 7.4%	0 0.0% 0.0%	19 11.7% 20.0%	13 11.2% 13.7%	19 15.3% 20.0%	43 26.9% 45.3%	27 9.6% 28.4%	60 19.9% 63.2%	8 26.7% 8.4%	11 23.9% 11.6%	22 9.1% 23.2%
Backwoods	80 12.9% 100.0%	78 13.6% 97.5%	6 9.8% 7.5%	12 20.7% 15.0%	7 14.9% 8.8%	12 12.9% 15.0%	6 16.7% 7.5%	10 10.5% 12.5%	11 16.9% 13.8%	14 11.8% 17.5%	8 17.0% 10.0%	19 11.7% 23.8%	23 19.8% 28.8%	15 12.1% 18.8%	14 8.8% 17.5%	32 11.4% 40.0%	46 15.3% 57.5%	2 6.7% 2.5%	7 15.2% 8.8%	32 13.2% 40.0%
Dutch Masters	107 17.3% 100.0%	99 17.2% 92.5%	12 19.7% 11.2%	10 17.2% 9.3%	6 12.8% 5.6%	10 10.8% 9.3%	3 8.3% 2.8%	23 24.2% 21.5%	13 20.0% 12.1%	22 18.5% 20.6%	6 12.8% 5.6%	22 13.5% 20.6%	16 13.8% 15.0%	26 21.0% 24.3%	33 20.6% 30.8%	40 14.3% 37.4%	61 20.3% 57.0%	6 20.0% 5.6%	9 19.6% 8.4%	31 12.8% 29.0%
El Producto	50 8.1% 100.0%	49 8.5% 98.0%	7 11.5% 14.0%	7 12.1% 14.0%	3 6.4% 6.0%	9 9.7% 18.0%	2 5.6% 4.0%	7 7.4% 14.0%	4 6.2% 8.0%	10 8.4% 20.0%	4 8.5% 8.0%	12 7.4% 24.0%	8 6.9% 16.0%	10 8.1% 20.0%	15 9.4% 30.0%	22 7.9% 44.0%	26 8.6% 52.0%	2 6.7% 4.0%	3 6.5% 6.0%	17 7.0% 34.0%
Muriel	33 5.3% 100.0%	29 5.1% 87.9%	6 9.8% 18.2%	1 1.7% 3.0%	1 2.1% 3.0%	4 4.3% 12.1%	1 2.8% 3.0%	8 8.4% 24.2%	3 4.6% 9.1%	5 4.2% 15.2%	1 2.1% 3.0%	5 3.1% 15.2%	4 3.4% 12.1%	7 5.6% 21.2%	13 8.1% 39.4%	13 4.6% 39.4%	15 5.0% 45.5%	4 13.3% 12.1%	2 4.3% 6.1%	9 3.7% 27.3%
Net - General Cigar Holdings	267 43.2% 100.0%	252 43.9% 94.4%	51 83.6% 19.1%	31 53.4% 11.6%	26 55.3% 9.7%	44 47.3% 16.5%	14 38.9% 5.2%	30 31.6% 11.2%	20 30.8% 7.5%	36 30.3% 13.5%	18 38.3% 6.7%	74 45.4% 27.7%	54 46.6% 20.2%	58 46.8% 21.7%	61 38.1% 22.8%	100 35.7% 37.5%	147 48.8% 55.1%	19 63.3% 7.1%	30 65.2% 11.2%	85 35.0% 31.8%
Subnet-General Cigar Holdings - Premium	115 18.6% 100.0%	110 19.2% 95.7%	31 50.8% 27.0%	21 36.2% 18.3%	18 38.3% 15.7%	18 19.4% 15.7%	9 25.0% 7.8%	5 5.3% 4.3%	5 7.7% 4.3%	3 2.5% 2.6%	8 17.0% 7.0%	38 23.3% 33.0%	19 16.4% 16.5%	27 21.8% 23.5%	22 13.8% 19.1%	35 12.5% 30.4%	66 21.9% 57.4%	13 43.3% 11.3%	19 41.3% 16.5%	22 9.1% 19.1%
SubNet - General Cigar Co.	252 40.8% 100.0%	237 41.3% 94.0%	49 80.3% 19.4%	27 46.6% 10.7%	24 51.1% 9.5%	40 43.0% 15.9%	14 38.9% 5.6%	30 31.6% 11.9%	17 26.2% 6.7%	36 30.3% 14.3%	17 36.2% 6.7%	68 41.7% 27.0%	52 44.8% 20.6%	57 46.0% 22.6%	56 35.0% 22.2%	96 34.3% 38.1%	139 46.2% 55.2%	16 53.3% 6.3%	28 60.9% 11.1%	83 34.2% 32.9%
Sub-Subnet - Premium	98 15.9% 100.0%	93 16.2% 94.9%	28 45.9% 28.6%	16 27.6% 16.3%	16 34.0% 16.3%	14 15.1% 14.3%	9 25.0% 9.2%	5 5.3% 5.1%	2 3.1% 2.0%	3 2.5% 3.1%	7 14.9% 7.1%	31 19.0% 31.6%	17 14.7% 17.3%	25 20.2% 25.5%	17 10.6% 17.3%	30 10.7% 30.6%	57 18.9% 58.2%	10 33.3% 10.2%	17 37.0% 17.3%	20 8.2% 20.4%
Cohiba	30 4.9% 100.0%	29 5.1% 96.7%	12 19.7% 40.0%	3 5.2% 10.0%	8 17.0% 26.7%	4 4.3% 13.3%	1 2.8% 3.3%	1 1.1% 3.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.3% 6.7%	12 7.4% 40.0%	2 1.7% 6.7%	9 7.3% 30.0%	5 3.1% 16.7%	9 3.2% 30.0%	16 5.3% 53.3%	5 16.7% 16.7%	4 8.7% 13.3%	8 3.3% 26.7%
Cifuentes	3 0.5% 100.0%	3 0.5% 100.0%	1 1.6% 33.3%	1 1.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.8% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 33.3%	0 0.0% 0.0%	1 0.8% 33.3%	1 0.6% 33.3%	0 0.0% 0.0%	3 1.0% 100.0%	0 0.0% 0.0%	1 2.2% 33.3%	0 0.0% 0.0%
Macanudo	71 11.5% 100.0%	66 11.5% 93.0%	15 24.6% 21.1%	14 24.1% 19.7%	11 23.4% 15.5%	10 10.8% 14.1%	8 22.2% 11.3%	4 4.2% 5.6%	2 3.1% 2.8%	2 1.7% 2.8%	4 8.5% 5.6%	22 13.5% 31.0%	16 13.8% 22.5%	14 11.3% 19.7%	14 8.8% 19.7%	24 8.6% 33.8%	41 13.6% 57.7%	6 20.0% 8.5%	10 21.7% 14.1%	17 7.0% 23.9%
Macanudo Vintage	12 1.9% 100.0%	12 2.1% 100.0%	2 3.3% 16.7%	2 3.4% 16.7%	2 4.3% 16.7%	3 3.2% 25.0%	2 5.6% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 8.3%	2 4.3% 16.7%	2 1.2% 16.7%	4 3.4% 33.3%	3 2.4% 25.0%	1 0.6% 8.3%	4 1.4% 33.3%	6 2.0% 50.0%	1 3.3% 8.3%	0 0.0% 0.0%	3 1.2% 25.0%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Mass (Q19C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	618 100.0% 100.0%	574 100.0% 92.9%	61 100.0% 9.9%	58 100.0% 9.4%	47 100.0% 7.6%	93 100.0% 15.0%	36 100.0% 5.8%	95 100.0% 15.4%	65 100.0% 10.5%	119 100.0% 19.3%	47 100.0% 7.6%	163 100.0% 26.4%	116 100.0% 18.8%	124 100.0% 20.1%	160 100.0% 25.9%	280 100.0% 45.3%	301 100.0% 48.7%	30 100.0% 4.9%	46 100.0% 7.4%	243 100.0% 39.3%
Partagas	27 4.4% 100.0%	27 4.7% 100.0%	14 23.0% 51.9%	6 10.3% 22.2%	2 4.3% 7.4%	1 1.1% 3.7%	0 0.0% 0.0%	1 1.1% 3.7%	1 1.5% 3.7%	2 1.7% 7.4%	1 2.1% 3.7%	7 4.3% 25.9%	4 3.4% 14.8%	7 5.6% 25.9%	8 5.0% 29.6%	7 2.5% 25.9%	16 5.3% 59.3%	4 13.3% 14.8%	11 23.9% 40.7%	2 0.8% 7.4%
Partagas Limited Reserve	5 0.8% 100.0%	4 0.7% 80.0%	2 3.3% 40.0%	1 1.7% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.8% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 20.0%	0 0.0% 0.0%	1 0.8% 20.0%	2 1.3% 40.0%	0 0.0% 0.0%	2 0.7% 40.0%	3 10.0% 60.0%	1 2.2% 20.0%	0 0.0% 0.0%
Sub-Subnet - Mass	190 30.7% 100.0%	177 30.8% 93.2%	30 49.2% 15.8%	17 29.3% 8.9%	11 23.4% 5.8%	32 34.4% 16.8%	11 30.6% 5.8%	27 28.4% 14.2%	15 23.1% 7.9%	34 28.6% 17.9%	13 27.7% 6.8%	54 33.1% 28.4%	41 35.3% 21.6%	37 29.8% 19.5%	43 26.9% 22.6%	75 26.8% 39.5%	105 34.9% 55.3%	9 30.0% 4.7%	13 28.3% 6.8%	72 29.6% 37.9%
Garcia y Vega/Whiffs	88 14.2% 100.0%	80 13.9% 90.9%	19 31.1% 21.6%	6 10.3% 6.8%	9 19.1% 10.2%	13 14.0% 14.8%	7 19.4% 8.0%	10 10.5% 11.4%	5 7.7% 5.7%	11 9.2% 12.5%	4 8.5% 4.5%	27 16.6% 30.7%	20 17.2% 22.7%	17 13.7% 19.3%	20 12.5% 22.7%	33 11.8% 37.5%	51 16.9% 58.0%	3 10.0% 3.4%	4 8.7% 4.5%	29 11.9% 33.0%
Tiparillo	57 9.2% 100.0%	55 9.6% 96.5%	9 14.8% 15.8%	5 8.6% 8.8%	2 4.3% 3.5%	12 12.9% 21.1%	2 5.6% 3.5%	7 7.4% 12.3%	5 7.7% 8.8%	13 10.9% 22.8%	3 6.4% 5.3%	17 10.4% 29.8%	15 12.9% 26.3%	12 9.7% 21.1%	9 5.6% 15.8%	34 12.1% 59.6%	21 7.0% 36.8%	2 6.7% 3.5%	3 6.5% 5.3%	24 9.9% 42.1%
White Owl	65 10.5% 100.0%	58 10.1% 89.2%	8 13.1% 12.3%	7 12.1% 10.8%	2 4.3% 3.1%	9 9.7% 13.8%	2 5.6% 3.1%	13 13.7% 20.0%	6 9.2% 9.2%	11 9.2% 16.9%	7 14.9% 10.8%	15 9.2% 23.1%	13 11.2% 20.0%	12 9.7% 18.5%	16 10.0% 24.6%	19 6.8% 29.2%	41 13.6% 63.1%	4 13.3% 6.2%	5 10.9% 7.7%	24 9.9% 36.9%
William Penn	18 2.9% 100.0%	18 3.1% 100.0%	4 6.6% 22.2%	3 5.2% 16.7%	0 0.0% 0.0%	2 2.2% 11.1%	1 2.8% 5.6%	3 3.2% 16.7%	2 3.1% 11.1%	3 2.5% 16.7%	0 0.0% 0.0%	5 3.1% 27.8%	5 4.3% 27.8%	4 3.2% 22.2%	4 2.5% 22.2%	6 2.1% 33.3%	9 3.0% 50.0%	2 6.7% 11.1%	2 4.3% 11.1%	4 1.6% 22.2%
SubNet - Villazon	43 7.0% 100.0%	42 7.3% 97.7%	14 23.0% 32.6%	11 19.0% 25.6%	3 6.4% 7.0%	5 5.4% 11.6%	3 8.3% 7.0%	2 2.1% 4.7%	3 4.6% 7.0%	1 0.8% 2.3%	3 6.4% 7.0%	12 7.4% 27.9%	6 5.2% 14.0%	10 8.1% 23.3%	11 6.9% 25.6%	10 3.6% 23.3%	21 7.0% 48.8%	11 36.7% 25.6%	9 19.6% 20.9%	7 2.9% 16.3%
Hoyo de Monterrey	18 2.9% 100.0%	18 3.1% 100.0%	9 14.8% 50.0%	4 6.9% 22.2%	0 0.0% 0.0%	3 3.2% 16.7%	0 0.0% 0.0%	1 1.1% 5.6%	1 1.5% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.8% 16.7%	3 2.6% 16.7%	6 4.8% 33.3%	6 3.8% 33.3%	5 1.8% 27.8%	8 2.7% 44.4%	5 16.7% 27.8%	6 13.0% 33.3%	5 2.1% 27.8%
Hoyo de Monterrey Excalibur	10 1.6% 100.0%	10 1.7% 100.0%	5 8.2% 50.0%	2 3.4% 20.0%	1 2.1% 10.0%	1 1.1% 10.0%	1 2.8% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.1% 10.0%	3 1.8% 30.0%	1 0.9% 10.0%	4 3.2% 40.0%	1 0.6% 10.0%	3 1.1% 30.0%	4 1.3% 40.0%	3 10.0% 30.0%	3 6.5% 30.0%	0 0.0% 0.0%
Punch	24 3.9% 100.0%	23 4.0% 95.8%	7 11.5% 29.2%	7 12.1% 29.2%	3 6.4% 12.5%	1 1.1% 4.2%	2 5.6% 8.3%	1 1.1% 4.2%	1 1.5% 4.2%	1 0.8% 4.2%	2 4.3% 8.3%	9 5.5% 37.5%	2 1.7% 8.3%	4 3.2% 16.7%	6 3.8% 25.0%	5 1.8% 20.8%	13 4.3% 54.2%	6 20.0% 25.0%	4 8.7% 16.7%	3 1.2% 12.5%
Punch Grand Cru	3 0.5% 100.0%	3 0.5% 100.0%	1 1.6% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 33.3%	1 1.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 33.3%	1 0.9% 33.3%	0 0.0% 0.0%	1 0.6% 33.3%	0 0.0% 0.0%	2 0.7% 66.7%	0 0.0% 0.0%	1 2.2% 33.3%	0 0.0% 0.0%
Net - Swisher International	303 49.0% 100.0%	278 48.4% 91.7%	32 52.5% 10.6%	28 48.3% 9.2%	18 38.3% 5.9%	41 44.1% 13.5%	18 50.0% 5.9%	49 51.6% 16.2%	34 52.3% 11.2%	58 48.7% 19.1%	20 42.6% 6.6%	89 54.6% 29.4%	70 60.3% 23.1%	58 46.8% 19.1%	60 37.5% 19.8%	154 55.0% 50.8%	130 43.2% 42.9%	16 53.3% 5.3%	27 58.7% 8.9%	113 46.5% 37.3%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Mass (Q19C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	618 100.0% 100.0%	574 100.0% 92.9%	61 100.0% 9.9%	58 100.0% 9.4%	47 100.0% 7.6%	93 100.0% 15.0%	36 100.0% 5.8%	95 100.0% 15.4%	65 100.0% 10.5%	119 100.0% 19.3%	47 100.0% 7.6%	163 100.0% 26.4%	116 100.0% 18.8%	124 100.0% 20.1%	160 100.0% 25.9%	280 100.0% 45.3%	301 100.0% 48.7%	30 100.0% 4.9%	46 100.0% 7.4%	243 100.0% 39.3%
Bering	37 6.0% 100.0%	35 6.1% 94.6%	13 21.3% 35.1%	9 15.5% 24:3%	5 10.6% 13.5%	3 3.2% 8.1%	0 0.0% 0.0%	3 3.2% 8.1%	1 1.5% 2.7%	1 0.8% 2.7%	1 2.1% 2.7%	12 7.4% 32.4%	6 5.2% 16.2%	6 4.8% 16.2%	11 6.9% 29.7%	10 3.6% 27.0%	21 7.0% 56.8%	6 20.0% 16.2%	13 28.3% 35.1%	5 2.1% 13.5%
King Edward	79 12.8% 100.0%	74 12.9% 93.7%	9 14.8% 11.4%	3 5.2% 3.8%	7 14.9% 8.9%	13 14.0% 16.5%	4 11.1% 5.1%	15 15.8% 19.0%	11 16.9% 13.9%	12 10.1% 15.2%	8 17.0% 10.1%	23 14.1% 29.1%	16 13.8% 20.3%	12 9.7% 15.2%	17 10.6% 21.5%	28 10.0% 35.4%	45 15.0% 57.0%	5 16.7% 6.3%	5 10.9% 6.3%	30 12.3% 38.0%
La Prima Dora	5 0.8% 100.0%	5 0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.1% 20.0%	1 1.1% 20.0%	1 2.8% 20.0%	1 1.1% 20.0%	0 0.0% 0.0%	1 0.8% 20.0%	1 2.1% 20.0%	2 1.2% 40.0%	0 0.0% 0.0%	2 1.6% 40.0%	0 0.0% 0.0%	1 0.4% 20.0%	2 0.7% 40.0%	2 6.7% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%
Swisher Sweets	227 36.7% 100.0%	205 35.7% 90.3%	15 24.6% 6.6%	20 34.5% 8.8%	8 17.0% 3.5%	31 33.3% 13.7%	15 41.7% 6.6%	41 43.2% 18.1%	27 41.5% 11.9%	48 40.3% 21.1%	15 31.9% 6.6%	66 40.5% 29.1%	56 48.3% 24.7%	47 37.9% 20.7%	38 23.8% 16.7%	131 46.8% 57.7%	86 28.6% 37.9%	7 23.3% 3.1%	11 23.9% 4.8%	94 38.7% 41.4%
Net - JR Tobacco Brands	14 2.3% 100.0%	12 2.1% 85.7%	3 4.9% 21.4%	5 8.6% 35.7%	1 2.1% 7.1%	1 1.1% 7.1%	2 5.6% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 5.5% 64.3%	2 1.7% 14.3%	2 1.6% 14.3%	1 0.6% 7.1%	5 1.8% 35.7%	7 2.3% 50.0%	2 6.7% 14.3%	2 4.3% 14.3%	3 1.2% 21.4%
El Rey Del Mundo	6 1.0% 100.0%	4 0.7% 66.7%	1 1.6% 16.7%	1 1.7% 16.7%	1 2.1% 16.7%	0 0.0% 0.0%	1 2.8% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.8% 50.0%	1 0.9% 16.7%	2 1.6% 33.3%	0 0.0% 0.0%	3 1.1% 50.0%	2 0.7% 33.3%	1 3.3% 16.7%	0 0.0% 0.0%	1 0.4% 16.7%
J.R. Ultimates	8 1.3% 100.0%	8 1.4% 100.0%	2 3.3% 25.0%	4 6.9% 50.0%	0 0.0% 0.0%	1 1.1% 12.5%	1 2.8% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	6 3.7% 75.0%	1 0.9% 12.5%	0 0.0% 0.0%	1 0.6% 12.5%	2 0.7% 25.0%	5 1.7% 62.5%	1 3.3% 12.5%	2 4.3% 25.0%	2 0.8% 25.0%
Net - Tabacalera	208 33.7% 100.0%	195 34.0% 93.8%	25 41.0% 12.0%	21 36.2% 10.1%	13 27.7% 6.3%	34 36.6% 16.3%	7 19.4% 3.4%	36 37.9% 17.3%	30 46.2% 14.4%	29 24.4% 13.9%	23 48.9% 11.1%	55 33.7% 26.4%	33 28.4% 15.9%	44 35.5% 21.2%	49 30.6% 23.6%	93 33.2% 44.7%	102 33.9% 49.0%	9 30.0% 4.3%	14 30.4% 6.7%	85 35.0% 40.9%
Subnet - Premium	19 3.1% 100.0%	17 3.0% 89.5%	5 8.2% 26.3%	4 6.9% 21.1%	3 6.4% 15.8%	2 2.2% 10.5%	1 2.8% 5.3%	0 0.0% 0.0%	2 3.1% 10.5%	0 0.0% 0.0%	1 2.1% 5.3%	8 4.9% 42.1%	0 0.0% 0.0%	3 2.4% 15.8%	6 3.8% 31.6%	6 2.1% 31.6%	8 2.7% 42.1%	4 13.3% 21.1%	2 4.3% 10.5%	7 2.9% 36.8%
Romeo y Julieta	19 3.1% 100.0%	17 3.0% 89.5%	5 8.2% 26.3%	4 6.9% 21.1%	3 6.4% 15.8%	2 2.2% 10.5%	1 2.8% 5.3%	0 0.0% 0.0%	2 3.1% 10.5%	0 0.0% 0.0%	1 2.1% 5.3%	8 4.9% 42.1%	0 0.0% 0.0%	3 2.4% 15.8%	6 3.8% 31.6%	6 2.1% 31.6%	8 2.7% 42.1%	4 13.3% 21.1%	2 4.3% 10.5%	7 2.9% 36.8%
Subnet - Mass	195 31.6% 100.0%	183 31.9% 93.8%	23 37.7% 11.8%	17 29.3% 8.7%	10 21.3% 5.1%	33 35.5% 16.9%	7 19.4% 3.6%	36 37.9% 18.5%	28 43.1% 14.4%	29 24.4% 14.9%	22 46.8% 11.3%	50 30.7% 25.6%	33 28.4% 16.9%	41 33.1% 21.0%	45 28.1% 23.1%	89 31.8% 45.6%	96 31.9% 49.2%	6 20.0% 3.1%	12 26.1% 6.2%	80 32.9% 41.0%
Black & Gold/Black & Mild	93 15.0% 100.0%	87 15.2% 93.5%	6 9.8% 6.5%	10 17.2% 10.8%	5 10.6% 5.4%	15 16.1% 16.1%	4 11.1% 4.3%	19 20.0% 20.4%	13 20.0% 14.0%	15 12.6% 16.1%	11 23.4% 11.8%	21 12.9% 22.6%	18 15.5% 19.4%	22 17.7% 23.7%	20 12.5% 21.5%	45 16.1% 48.4%	43 14.3% 46.2%	3 10.0% 3.2%	4 8.7% 4.3%	40 16.5% 43.0%
Hav-a-Tampa/Jewels	79 12.8% 100.0%	74 12.9% 93.7%	11 18.0% 13.9%	5 8.6% 6.3%	3 6.4% 3.8%	16 17.2% 20.3%	3 8.3% 3.8%	16 16.8% 20.3%	9 13.8% 11.4%	11 9.2% 13.9%	6 12.8% 7.6%	22 13.5% 27.8%	15 12.9% 19.0%	14 11.3% 17.7%	18 11.3% 22.8%	31 11.1% 39.2%	43 14.3% 54.4%	3 10.0% 3.8%	6 13.0% 7.6%	33 13.6% 41.8%

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GC 017323

Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Mass (Q19C)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	618	574	61	58	47	93	36	95	65	119	47	163	116	124	160	280	301	30	46	243
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	92.9%	9.9%	9.4%	7.6%	15.0%	5.8%	15.4%	10.5%	19.3%	7.6%	26.4%	18.8%	20.1%	25.9%	45.3%	48.7%	4.9%	7.4%	39.3%
Phillies	65	63	12	8	2	9	1	13	12	6	9	18	13	11	14	28	36	1	6	20
	10.5%	11.0%	19.7%	13.8%	4.3%	9.7%	2.8%	13.7%	18.5%	5.0%	19.1%	11.0%	11.2%	8.9%	8.8%	10.0%	12.0%	3.3%	13.0%	8.2%
	100.0%	96.9%	18.5%	12.3%	3.1%	13.8%	1.5%	20.0%	18.5%	9.2%	13.8%	27.7%	20.0%	16.9%	21.5%	43.1%	55.4%	1.5%	9.2%	30.8%
Net - Other	181	170	37	33	25	26	8	20	10	11	7	49	41	35	47	59	104	18	21	50
	29.3%	29.6%	60.7%	56.9%	53.2%	28.0%	22.2%	21.1%	15.4%	9.2%	14.9%	30.1%	35.3%	28.2%	29.4%	21.1%	34.6%	60.0%	45.7%	20.6%
	100.0%	93.9%	20.4%	18.2%	13.8%	14.4%	4.4%	11.0%	5.5%	6.1%	3.9%	27.1%	22.7%	19.3%	26.0%	32.6%	57.5%	9.9%	11.6%	27.6%
Subnet - Premium	107	100	28	21	19	14	6	6	4	2	6	29	25	21	24	32	62	13	17	19
	17.3%	17.4%	45.9%	36.2%	40.4%	15.1%	16.7%	6.3%	6.2%	1.7%	12.8%	17.8%	21.6%	16.9%	15.0%	11.4%	20.6%	43.3%	37.0%	7.8%
	100.0%	93.5%	26.2%	19.6%	17.8%	13.1%	5.6%	5.6%	3.7%	1.9%	5.6%	27.1%	23.4%	19.6%	22.4%	29.9%	57.9%	12.1%	15.9%	17.8%
Ashton	16	15	6	4	2	0	1	1	1	0	0	4	5	3	4	5	8	3	4	3
	2.6%	2.6%	9.8%	6.9%	4.3%	0.0%	2.8%	1.1%	1.5%	0.0%	0.0%	2.5%	4.3%	2.4%	2.5%	1.8%	2.7%	10.0%	8.7%	1.2%
	100.0%	93.8%	37.5%	25.0%	12.5%	0.0%	6.3%	6.3%	6.3%	0.0%	0.0%	25.0%	31.3%	18.8%	25.0%	31.3%	50.0%	18.8%	25.0%	18.8%
Bahia	8	6	1	3	1	1	0	0	0	0	0	2	2	1	3	3	3	2	4	1
	1.3%	1.0%	1.6%	5.2%	2.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.7%	0.8%	1.9%	1.1%	1.0%	6.7%	8.7%	0.4%
	100.0%	75.0%	12.5%	37.5%	12.5%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%	12.5%	37.5%	37.5%	37.5%	25.0%	50.0%	12.5%
Davidoff	10	9	4	2	2	0	0	1	0	0	0	2	3	2	2	1	5	4	2	0
	1.6%	1.6%	6.6%	3.4%	4.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.2%	2.6%	1.6%	1.3%	0.4%	1.7%	13.3%	4.3%	0.0%
	100.0%	90.0%	40.0%	20.0%	20.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	20.0%	30.0%	20.0%	20.0%	10.0%	50.0%	40.0%	20.0%	0.0%
Don Tomas	25	23	6	7	3	3	3	0	1	0	1	7	10	1	6	7	15	3	6	6
	4.0%	4.0%	9.8%	12.1%	6.4%	3.2%	8.3%	0.0%	1.5%	0.0%	2.1%	4.3%	8.6%	0.8%	3.8%	2.5%	5.0%	10.0%	13.0%	2.5%
	100.0%	92.0%	24.0%	28.0%	12.0%	12.0%	12.0%	0.0%	4.0%	0.0%	4.0%	28.0%	40.0%	4.0%	24.0%	28.0%	60.0%	12.0%	24.0%	24.0%
Dunhill	32	30	9	4	7	5	1	3	1	0	4	12	7	4	4	12	19	1	6	4
	5.2%	5.2%	14.8%	6.9%	14.9%	5.4%	2.8%	3.2%	1.5%	0.0%	8.5%	7.4%	6.0%	3.2%	2.5%	4.3%	6.3%	3.3%	13.0%	1.6%
	100.0%	93.8%	28.1%	12.5%	21.9%	15.6%	3.1%	9.4%	3.1%	0.0%	12.5%	37.5%	21.9%	12.5%	12.5%	37.5%	59.4%	3.1%	18.8%	12.5%
Fuente/Arturo Fuente	29	27	11	5	7	3	1	0	0	0	1	10	5	6	7	6	18	5	5	5
	4.7%	4.7%	18.0%	8.6%	14.9%	3.2%	2.8%	0.0%	0.0%	0.0%	2.1%	6.1%	4.3%	4.8%	4.4%	2.1%	6.0%	16.7%	10.9%	2.1%
	100.0%	93.1%	37.9%	17.2%	24.1%	10.3%	3.4%	0.0%	0.0%	0.0%	3.4%	34.5%	17.2%	20.7%	24.1%	20.7%	62.1%	17.2%	17.2%	17.2%
Thompson	24	23	4	6	4	4	0	1	2	2	0	2	5	10	6	10	12	2	2	3
	3.9%	4.0%	6.6%	10.3%	8.5%	4.3%	0.0%	1.1%	3.1%	1.7%	0.0%	1.2%	4.3%	8.1%	3.8%	3.6%	4.0%	6.7%	4.3%	1.2%
	100.0%	95.8%	16.7%	25.0%	16.7%	16.7%	0.0%	4.2%	8.3%	8.3%	0.0%	8.3%	20.8%	41.7%	25.0%	41.7%	50.0%	8.3%	8.3%	12.5%
Subnet - Mass	17	16	0	2	1	2	0	5	1	5	0	5	4	3	5	10	7	0	0	7
	2.8%	2.8%	0.0%	3.4%	2.1%	2.2%	0.0%	5.3%	1.5%	4.2%	0.0%	3.1%	3.4%	2.4%	3.1%	3.6%	2.3%	0.0%	0.0%	2.9%
	100.0%	94.1%	0.0%	11.8%	5.9%	11.8%	0.0%	29.4%	5.9%	29.4%	0.0%	29.4%	23.5%	17.6%	29.4%	58.8%	41.2%	0.0%	0.0%	41.2%
Middleton	17	16	0	2	1	2	0	5	1	5	0	5	4	3	5	10	7	0	0	7
	2.8%	2.8%	0.0%	3.4%	2.1%	2.2%	0.0%	5.3%	1.5%	4.2%	0.0%	3.1%	3.4%	2.4%	3.1%	3.6%	2.3%	0.0%	0.0%	2.9%
	100.0%	94.1%	0.0%	11.8%	5.9%	11.8%	0.0%	29.4%	5.9%	29.4%	0.0%	29.4%	23.5%	17.6%	29.4%	58.8%	41.2%	0.0%	0.0%	41.2%
Other	89	84	19	18	10	11	4	12	6	4	2	25	17	19	24	23	55	11	10	29
	14.4%	14.6%	31.1%	31.0%	21.3%	11.8%	11.1%	12.6%	9.2%	3.4%	4.3%	15.3%	14.7%	15.3%	15.0%	8.2%	18.3%	36.7%	21.7%	11.9%
	100.0%	94.4%	21.3%	20.2%	11.2%	12.4%	4.5%	13.5%	6.7%	4.5%	2.2%	28.1%	19.1%	21.3%	27.0%	25.8%	61.8%	12.4%	11.2%	32.6%

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GC 017324

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
SuperNet - Premium																				
Mean	12.52	12.99	34.12	27.71	8.82	9.64	4.74	8.78	1.49	2.53	4.73	11.97	12.57	13.72	14.68	7.69	13.05	32.73	36.09	4.10
Std. Dev.	27.342	27.811	43.737	38.243	11.193	22.668	12.708	25.243	3.305	9.445	9.117	26.296	23.635	27.827	34.053	20.035	25.831	49.684	47.922	14.529
Std. Err.	0.933	0.976	4.043	3.903	0.997	1.951	1.564	2.676	0.404	0.877	1.277	1.574	1.846	2.160	2.464	1.101	1.222	5.896	4.768	0.859
SuperNet - Mass																				
Mean	26.02	25.55	20.14	25.65	4.60	18.04	6.86	85.54	26.24	26.63	19.82	19.65	25.60	30.83	33.37	32.57	23.49	13.01	19.86	25.10
Std. Dev.	45.001	44.906	40.565	47.414	12.975	33.802	23.571	64.710	38.429	35.491	34.865	40.015	43.561	48.991	50.887	48.064	43.496	36.189	43.635	41.112
Std. Err.	1.536	1.576	3.750	4.839	1.156	2.909	2.901	6.859	4.695	3.295	4.882	2.396	3.402	3.802	3.682	2.642	2.057	4.295	4.342	2.431
Net - Consolidated Cigar Co.																				
Mean	9.68	9.62	14.56	14.29	4.44	6.13	1.06	21.49	9.42	6.33	4.12	3.72	10.95	12.50	16.36	10.29	8.91	12.72	12.74	7.12
Std. Dev.	23.675	23.288	24.262	26.644	11.895	15.811	2.505	39.224	25.845	19.654	18.986	9.421	25.617	28.118	30.508	28.172	19.593	25.506	23.789	21.401
Std. Err.	0.808	0.817	2.243	2.719	1.060	1.361	0.308	4.158	3.157	1.825	2.659	0.564	2.000	2.182	2.207	1.548	0.927	3.027	2.367	1.265
Subnet - Premium																				
Mean	2.39	2.48	8.35	4.49	1.57	1.02	0.32	2.29	0.42	0.12	0.14	1.66	3.33	2.92	2.84	1.56	2.12	8.04	6.82	0.97
Std. Dev.	9.172	9.362	17.854	10.878	3.243	3.053	1.179	12.594	1.468	0.700	0.491	4.571	13.902	8.610	10.723	7.718	8.276	16.604	14.471	6.898
Std. Err.	0.313	0.329	1.651	1.110	0.289	0.263	0.145	1.335	0.179	0.065	0.069	0.274	1.086	0.668	0.776	0.424	0.391	1.971	1.440	0.408
Don Diego																				
Mean	0.48	0.50	1.79	1.01	0.33	0.18	0.02	0.34	0.03	0.04	0.08	0.27	1.09	0.55	0.34	0.27	0.62	0.56	0.72	0.19
Std. Dev.	3.879	3.985	9.188	4.400	1.431	1.202	0.123	2.359	0.244	0.333	0.392	1.219	7.665	3.376	2.213	2.218	4.908	2.633	3.079	1.519
Std. Err.	0.132	0.140	0.849	0.449	0.127	0.103	0.015	0.250	0.030	0.031	0.055	0.073	0.599	0.262	0.160	0.122	0.232	0.313	0.306	0.090
Montecristo																				
Mean	0.29	0.30	1.34	0.11	0.43	0.07	0.09	0.00	0.10	0.00	0.04	0.50	0.15	0.08	0.34	0.08	0.21	1.70	1.44	0.03
Std. Dev.	1.873	1.924	4.622	0.724	1.359	0.568	0.547	0.000	0.526	0.000	0.280	2.385	0.703	0.587	2.572	0.700	1.417	5.058	4.900	0.282
Std. Err.	0.064	0.068	0.427	0.074	0.121	0.049	0.067	0.000	0.064	0.000	0.039	0.143	0.055	0.046	0.186	0.038	0.067	0.600	0.488	0.017
Royal Jamaica																				
Mean	0.39	0.41	0.79	0.83	0.04	0.09	0.00	1.39	0.25	0.00	0.00	0.26	0.67	0.42	0.40	0.34	0.34	0.87	0.96	0.46
Std. Dev.	4.010	4.121	3.720	4.018	0.294	0.674	0.000	10.794	1.363	0.000	0.000	2.194	7.741	2.867	2.606	5.452	2.607	3.605	4.617	5.954
Std. Err.	0.137	0.145	0.344	0.410	0.026	0.058	0.000	1.144	0.167	0.000	0.000	0.131	0.604	0.223	0.189	0.300	0.123	0.428	0.459	0.352
Te-Amo																				
Mean	0.44	0.45	1.41	0.99	0.18	0.12	0.09	0.56	0.00	0.06	0.00	0.20	0.74	0.51	0.63	0.53	0.34	0.76	0.77	0.22
Std. Dev.	3.456	3.514	6.928	3.905	1.242	0.723	0.739	5.300	0.000	0.462	0.000	1.138	5.575	2.651	4.354	4.250	2.771	3.454	5.357	3.015
Std. Err.	0.118	0.123	0.641	0.399	0.111	0.062	0.091	0.562	0.000	0.043	0.000	0.068	0.435	0.206	0.315	0.234	0.131	0.410	0.533	0.178
Upmann/H. Upmann																				
Mean	0.79	0.82	3.03	1.54	0.59	0.56	0.12	0.00	0.03	0.02	0.02	0.43	0.68	1.35	1.13	0.33	0.60	4.14	2.93	0.07
Std. Dev.	4.603	4.711	10.056	6.283	2.377	2.625	0.775	0.000	0.244	0.186	0.140	2.004	4.505	6.330	6.053	1.919	3.477	12.334	9.431	0.434

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GC 017325

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Err.	0.157	0.165	0.930	0.641	0.212	0.226	0.095	0.000	0.030	0.017	0.020	0.120	0.352	0.491	0.438	0.105	0.164	1.464	0.938	0.026
Subnet - Mass																				
Mean	7.29	7.14	6.21	9.80	2.87	5.10	0.74	19.20	9.00	6.21	3.98	2.06	7.62	9.58	13.52	8.73	6.79	4.68	5.92	6.16
Std. Dev.	22.122	21.610	18.943	24.567	11.753	15.762	2.316	36.982	25.920	19.680	19.009	8.393	22.626	25.909	29.838	27.220	18.389	17.865	20.530	20.518
Std. Err.	0.755	0.758	1.751	2.507	1.047	1.357	0.285	3.920	3.167	1.827	2.662	0.502	1.767	2.011	2.159	1.496	0.870	2.120	2.043	1.213
Antonio y Cleopatra																				
Mean	2.40	2.49	2.88	5.29	2.20	2.74	0.05	4.25	1.39	0.45	0.00	0.84	2.07	2.81	5.29	2.96	2.11	1.96	3.06	1.44
Std. Dev.	12.448	12.760	14.358	20.275	11.262	11.310	0.369	18.886	5.755	2.044	0.000	6.469	11.098	13.675	18.847	15.831	9.464	11.922	16.531	8.073
Std. Err.	0.425	0.448	1.327	2.069	1.003	0.973	0.045	2.002	0.703	0.190	0.000	0.387	0.867	1.061	1.364	0.870	0.448	1.415	1.645	0.477
Backwoods																				
Mean	1.53	1.42	0.31	1.68	0.22	0.79	0.50	2.60	4.10	2.46	3.10	0.49	3.19	1.48	1.29	2.05	1.40	0.07	0.43	2.50
Std. Dev.	10.309	9.475	2.095	6.036	1.824	4.567	2.136	12.783	19.863	14.368	18.964	3.197	15.766	10.905	6.963	13.258	8.573	0.593	2.031	15.289
Std. Err.	0.352	0.333	0.194	0.616	0.162	0.393	0.263	1.355	2.427	1.334	2.656	0.191	1.231	0.846	0.504	0.729	0.405	0.070	0.202	0.904
Dutch Masters																				
Mean	2.31	2.13	1.88	1.64	0.11	1.03	0.06	9.98	2.90	0.97	0.20	0.37	1.76	4.46	4.27	2.37	2.36	1.96	1.80	1.62
Std. Dev.	13.342	12.584	9.992	10.393	0.596	8.628	0.298	28.291	16.618	3.270	0.825	2.221	12.363	19.267	18.050	14.904	12.441	12.052	10.363	10.548
Std. Err.	0.456	0.442	0.924	1.061	0.053	0.743	0.037	2.999	2.030	0.304	0.116	0.133	0.965	1.495	1.306	0.819	0.588	1.430	1.031	0.624
El Producto																				
Mean	0.47	0.50	0.35	0.99	0.30	0.39	0.11	0.90	0.43	0.51	0.61	0.31	0.25	0.53	0.82	0.44	0.55	0.21	0.26	0.49
Std. Dev.	3.013	3.093	1.811	5.581	3.208	2.004	0.659	4.330	1.986	2.282	2.577	2.457	1.685	3.241	4.309	2.622	3.469	1.383	1.787	2.844
Std. Err.	0.103	0.109	0.167	0.570	0.286	0.172	0.081	0.459	0.243	0.212	0.361	0.147	0.132	0.252	0.312	0.144	0.164	0.164	0.178	0.168
Muriel																				
Mean	0.58	0.61	0.79	0.21	0.04	0.16	0.03	1.48	0.18	1.83	0.08	0.05	0.34	0.31	1.86	0.91	0.36	0.48	0.38	0.10
Std. Dev.	6.182	6.353	3.803	2.041	0.445	1.085	0.246	10.681	0.984	13.190	0.560	0.527	3.198	2.250	12.445	9.323	2.823	2.546	2.664	0.880
Std. Err.	0.211	0.223	0.352	0.208	0.040	0.093	0.030	1.132	0.120	1.225	0.078	0.032	0.250	0.175	0.900	0.512	0.134	0.302	0.265	0.052
Net - General Cigar Holdings																				
Mean	9.55	9.73	19.76	15.03	4.74	6.87	5.88	13.62	3.91	6.52	4.24	8.96	9.64	9.71	11.95	8.06	9.73	16.39	20.06	5.27
Std. Dev.	22.264	22.559	30.244	28.715	7.317	16.380	15.095	31.108	11.978	21.202	7.551	21.099	22.076	22.661	26.244	21.275	21.483	30.420	34.605	13.985
Std. Err.	0.760	0.792	2.796	2.931	0.652	1.410	1.858	3.297	1.463	1.969	1.057	1.263	1.724	1.759	1.899	1.169	1.016	3.610	3.443	0.827
SubNet-General Cigar Holdings - Premium																				
Mean	5.29	5.48	15.21	11.33	4.11	3.90	3.58	1.52	0.67	1.09	2.96	5.81	4.77	5.03	5.99	3.30	5.47	13.97	16.05	1.66
Std. Dev.	15.693	16.025	27.287	22.235	7.023	12.779	12.641	11.313	2.727	6.178	6.267	17.382	12.999	12.979	19.071	12.625	15.016	26.993	30.439	7.463
Std. Err.	0.536	0.562	2.523	2.269	0.626	1.100	1.556	1.199	0.333	0.574	0.878	1.041	1.015	1.007	1.380	0.694	0.710	3.203	3.029	0.441
SubNet - General Cigar Co.																				
Mean	7.76	7.83	13.62	9.94	3.57	6.19	5.77	12.76	3.84	6.51	3.65	7.08	8.84	8.25	8.75	7.45	7.91	9.10	13.66	4.95

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	19.319	19.492	21.621	23.519	5.437	15.626	15.103	29.816	11.997	21.197	7.260	17.322	21.518	20.478	21.447	20.195	18.598	20.820	25.557	12.826
Std. Err.	0.660	0.684	1.999	2.400	0.484	1.345	1.859	3.160	1.466	1.968	1.017	1.037	1.680	1.589	1.552	1.110	0.880	2.471	2.543	0.758
Sub-Subnet - Premium																				
Mean	3.50	3.59	9.07	6.24	2.94	3.21	3.47	0.66	0.60	1.08	2.37	3.94	3.98	3.57	2.80	2.69	3.65	6.68	9.65	1.34
Std. Dev.	10.696	10.863	15.542	15.398	4.885	11.620	12.630	5.326	2.720	6.170	5.783	12.063	11.698	9.515	9.833	11.127	9.716	14.174	18.177	4.722
Std. Err.	0.365	0.381	1.437	1.572	0.435	1.000	1.555	0.565	0.332	0.573	0.810	0.722	0.913	0.739	0.711	0.612	0.460	1.682	1.809	0.279
Cohiba																				
Mean	0.57	0.58	1.29	0.27	0.88	1.18	0.30	0.01	0.01	0.05	0.63	0.81	0.33	0.43	0.53	0.45	0.49	1.63	0.99	0.19
Std. Dev.	4.040	4.137	3.767	1.454	3.006	8.891	1.007	0.106	0.122	0.473	2.441	6.179	2.055	1.773	3.106	5.545	2.225	4.685	3.401	0.943
Std. Err.	0.138	0.145	0.348	0.148	0.268	0.765	0.124	0.011	0.015	0.044	0.342	0.370	0.160	0.138	0.225	0.305	0.105	0.556	0.338	0.056
Cifuentes																				
Mean	0.05	0.05	0.04	0.05	0.15	0.00	0.23	0.00	0.00	0.00	0.04	0.10	0.04	0.05	0.01	0.02	0.07	0.11	0.13	0.01
Std. Dev.	0.555	0.570	0.462	0.510	0.716	0.000	1.497	0.000	0.000	0.000	0.280	0.870	0.330	0.424	0.072	0.198	0.697	0.688	0.730	0.118
Std. Err.	0.019	0.020	0.043	0.052	0.064	0.000	0.184	0.000	0.000	0.000	0.039	0.052	0.026	0.033	0.005	0.011	0.033	0.082	0.073	0.007
Macanudo																				
Mean	1.84	1.88	4.01	4.39	1.44	1.24	2.33	0.31	0.48	0.61	0.82	2.21	2.11	1.96	1.30	1.90	1.91	1.41	4.45	0.62
Std. Dev.	7.169	7.228	8.713	12.337	3.300	5.478	12.247	2.198	2.561	3.431	3.266	8.628	6.953	7.054	5.867	8.860	6.194	3.732	11.344	2.364
Std. Err.	0.245	0.254	0.806	1.259	0.294	0.471	1.507	0.233	0.313	0.319	0.457	0.517	0.543	0.547	0.425	0.487	0.293	0.443	1.129	0.140
Macanudo Vintage																				
Mean	0.25	0.24	0.75	0.21	0.04	0.24	0.12	0.00	0.04	0.34	0.61	0.13	0.48	0.37	0.01	0.14	0.33	0.21	0.30	0.17
Std. Dev.	2.085	2.079	3.855	1.465	0.265	1.925	0.713	0.000	0.367	2.928	3.935	1.007	3.289	2.297	0.145	1.686	2.392	1.780	1.610	1.596
Std. Err.	0.071	0.073	0.356	0.149	0.024	0.166	0.088	0.000	0.045	0.272	0.551	0.060	0.257	0.178	0.010	0.093	0.113	0.211	0.160	0.094
Partagas																				
Mean	0.76	0.80	2.85	1.31	0.40	0.55	0.42	0.34	0.06	0.07	0.27	0.66	1.02	0.73	0.87	0.17	0.84	3.11	3.66	0.36
Std. Dev.	4.248	4.363	8.150	6.091	1.214	3.872	2.536	3.180	0.385	0.452	0.981	3.945	6.032	3.378	4.132	1.278	4.369	9.178	10.121	2.933
Std. Err.	0.145	0.153	0.753	0.622	0.108	0.333	0.312	0.337	0.047	0.042	0.137	0.236	0.471	0.262	0.299	0.070	0.207	1.089	1.007	0.173
Partagas Limited Reserve																				
Mean	0.03	0.03	0.13	0.01	0.04	0.00	0.06	0.00	0.00	0.00	0.00	0.03	0.00	0.02	0.07	0.01	0.02	0.20	0.13	0.00
Std. Dev.	0.461	0.474	1.126	0.102	0.367	0.000	0.492	0.000	0.000	0.000	0.000	0.260	0.000	0.310	0.880	0.220	0.216	1.430	1.197	0.000
Std. Err.	0.016	0.017	0.104	0.010	0.033	0.000	0.061	0.000	0.000	0.000	0.000	0.016	0.000	0.024	0.064	0.012	0.010	0.170	0.119	0.000
Sub-Subnet - Mass																				
Mean	4.27	4.24	4.56	3.70	0.63	2.98	2.30	12.10	3.24	5.43	1.27	3.15	4.87	4.68	5.96	4.76	4.26	2.42	4.01	3.61
Std. Dev.	16.508	16.625	15.739	17.896	2.987	10.973	8.788	29.592	11.851	20.538	3.904	12.991	18.292	18.167	19.911	17.096	16.269	16.288	19.696	12.188
Std. Err.	0.564	0.583	1.455	1.826	0.266	0.944	1.082	3.137	1.448	1.907	0.547	0.778	1.428	1.410	1.441	0.940	0.770	1.933	1.960	0.721

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Garcia y Vega/Whiffs																				
Mean	1.64	1.62	2.62	1.70	0.45	1.27	2.06	2.78	0.54	1.71	0.47	1.78	1.43	1.84	1.79	1.79	1.81	0.01	0.85	1.08
Std. Dev.	9.357	9.481	13.928	11.319	2.442	8.976	8.783	10.721	2.648	9.593	2.824	11.083	6.812	10.030	9.238	9.539	10.020	0.119	5.525	5.924
Std. Err.	0.319	0.333	1.288	1.155	0.218	0.773	1.081	1.136	0.323	0.891	0.395	0.664	0.532	0.779	0.668	0.524	0.474	0.014	0.550	0.350
Tiparillo																				
Mean	1.26	1.31	0.98	0.21	0.13	1.03	0.06	3.69	1.72	2.80	0.29	0.91	1.83	2.16	0.81	2.51	0.56	0.01	0.20	1.64
Std. Dev.	9.919	10.171	4.196	1.337	1.124	5.469	0.387	18.942	11.086	17.846	2.100	5.778	13.114	15.068	6.884	13.942	6.581	0.119	1.569	9.801
Std. Err.	0.339	0.357	0.388	0.136	0.100	0.471	0.048	2.008	1.354	1.657	0.294	0.346	1.024	1.169	0.498	0.766	0.311	0.014	0.156	0.580
White Owl																				
Mean	1.19	1.12	0.53	1.70	0.05	0.62	0.11	5.02	0.58	0.91	0.51	0.41	1.35	0.60	2.90	0.39	1.61	2.35	2.88	0.85
Std. Dev.	9.234	9.051	2.884	13.848	0.454	3.593	0.659	21.364	2.595	5.240	1.984	2.916	10.964	3.230	15.955	2.962	10.713	16.295	18.977	4.200
Std. Err.	0.315	0.318	0.267	1.413	0.040	0.309	0.081	2.265	0.317	0.487	0.278	0.175	0.856	0.251	1.154	0.163	0.507	1.934	1.888	0.248
William Penn																				
Mean	0.18	0.19	0.43	0.09	0.00	0.06	0.08	0.62	0.40	0.02	0.00	0.04	0.26	0.09	0.46	0.08	0.28	0.04	0.08	0.05
Std. Dev.	2.097	2.155	3.422	0.650	0.000	0.543	0.615	4.384	2.949	0.131	0.000	0.353	1.999	0.777	3.947	0.645	2.847	0.264	0.627	0.468
Std. Err.	0.072	0.076	0.316	0.066	0.000	0.047	0.076	0.465	0.360	0.012	0.000	0.021	0.156	0.060	0.286	0.035	0.135	0.031	0.062	0.028
SubNet - Villazon																				
Mean	1.79	1.89	6.14	5.09	1.17	0.69	0.11	0.85	0.07	0.01	0.59	1.87	0.80	1.46	3.19	0.61	1.82	7.30	6.40	0.32
Std. Dev.	9.166	9.412	17.322	16.131	5.138	3.159	0.434	6.180	0.362	0.093	2.886	9.654	4.450	8.225	12.696	5.348	9.033	18.330	18.525	4.168
Std. Err.	0.313	0.330	1.601	1.646	0.458	0.272	0.053	0.655	0.044	0.009	0.404	0.578	0.348	0.638	0.919	0.294	0.427	2.175	1.843	0.246
Hoyo de Monterrey																				
Mean	0.49	0.52	2.32	1.07	0.11	0.21	0.00	0.01	0.03	0.00	0.00	0.72	0.16	0.44	0.62	0.05	0.59	1.92	2.37	0.20
Std. Dev.	4.598	4.725	10.638	6.525	0.772	1.555	0.000	0.106	0.244	0.000	0.000	6.762	0.984	3.362	4.188	0.585	5.358	8.438	11.352	2.963
Std. Err.	0.157	0.166	0.983	0.666	0.069	0.134	0.000	0.011	0.030	0.000	0.000	0.405	0.077	0.261	0.303	0.032	0.253	1.001	1.130	0.175
Hoyo de Monterrey Excalibur																				
Mean	0.41	0.43	1.29	1.48	0.12	0.15	0.03	0.22	0.00	0.00	0.39	0.43	0.08	0.34	0.74	0.36	0.41	0.70	1.11	0.00
Std. Dev.	4.338	4.458	6.838	10.048	0.601	1.721	0.246	2.120	0.000	0.000	2.801	5.448	0.799	3.211	5.449	5.072	3.676	4.791	6.365	0.000
Std. Err.	0.148	0.156	0.632	1.026	0.054	0.148	0.030	0.225	0.000	0.000	0.392	0.326	0.062	0.249	0.394	0.279	0.174	0.569	0.633	0.000
Punch																				
Mean	0.76	0.81	2.33	2.54	0.51	0.26	0.08	0.34	0.03	0.01	0.20	0.66	0.20	0.68	1.65	0.18	0.58	4.68	2.54	0.12
Std. Dev.	5.248	5.391	10.872	8.773	2.194	1.398	0.364	3.180	0.244	0.093	0.800	3.662	1.297	4.663	9.105	1.593	3.514	15.136	11.699	1.257
Std. Err.	0.179	0.189	1.005	0.895	0.195	0.120	0.045	0.337	0.030	0.009	0.112	0.219	0.101	0.362	0.659	0.088	0.166	1.796	1.164	0.074
Punch Grand Cru																				
Mean	0.13	0.14	0.20	0.00	0.43	0.07	0.00	0.28	0.01	0.00	0.00	0.07	0.36	0.00	0.18	0.01	0.23	0.00	0.38	0.00
Std. Dev.	1.994	2.050	1.233	0.000	4.466	0.861	0.000	2.650	0.122	0.000	0.000	0.688	3.950	0.000	1.945	0.220	2.747	0.000	2.630	0.000

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017328

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Err.	0.068	0.072	0.114	0.000	0.398	0.074	0.000	0.281	0.015	0.000	0.000	0.041	0.308	0.000	0.141	0.012	0.130	0.000	0.262	0.000
Net - Swisher International																				
Mean	8.24	7.83	5.33	6.96	0.87	5.61	1.62	31.24	6.15	7.74	8.92	8.37	6.74	10.83	6.95	12.12	6.20	3.96	4.88	8.01
Std. Dev.	24.315	23.558	16.326	21.163	3.966	19.344	7.161	48.905	14.077	18.317	26.335	26.037	20.277	27.361	21.839	29.811	20.851	12.445	17.918	23.355
Std. Err.	0.830	0.827	1.509	2.160	0.353	1.665	0.882	5.184	1.720	1.701	3.688	1.559	1.583	2.124	1.580	1.639	0.986	1.477	1.783	1.381
Bering																				
Mean	0.52	0.50	1.00	0.96	0.09	0.07	0.00	1.63	0.30	0.09	0.20	0.14	0.36	1.34	0.49	0.51	0.40	1.31	0.80	0.28
Std. Dev.	5.266	5.266	4.148	4.170	0.490	0.507	0.000	14.317	2.443	0.928	1.400	0.851	2.552	11.084	2.959	7.472	2.788	5.103	3.329	2.701
Std. Err.	0.180	0.185	0.383	0.426	0.044	0.044	0.000	1.518	0.299	0.086	0.196	0.051	0.199	0.860	0.214	0.411	0.132	0.606	0.331	0.160
King Edward																				
Mean	1.43	1.28	1.56	0.09	0.13	0.73	0.05	5.31	1.48	1.39	1.24	1.64	0.52	0.58	2.65	1.67	1.27	1.42	0.42	0.76
Std. Dev.	9.521	8.511	9.881	0.919	0.780	3.320	0.274	19.092	6.652	8.786	5.014	11.155	2.730	2.599	14.303	11.264	7.888	10.702	3.093	4.033
Std. Err.	0.325	0.299	0.913	0.094	0.069	0.286	0.034	2.024	0.813	0.816	0.702	0.668	0.213	0.202	1.035	0.619	0.373	1.270	0.308	0.238
La Prima Dora																				
Mean	0.05	0.05	0.00	0.00	0.08	0.02	0.02	0.34	0.00	0.00	0.06	0.00	0.00	0.24	0.00	0.01	0.00	0.56	0.00	0.00
Std. Dev.	1.084	1.115	0.000	0.000	0.891	0.258	0.123	3.180	0.000	0.000	0.420	0.060	0.000	2.450	0.000	0.165	0.047	3.737	0.000	0.000
Std. Err.	0.037	0.039	0.000	0.000	0.079	0.022	0.015	0.337	0.000	0.000	0.059	0.004	0.000	0.190	0.000	0.009	0.002	0.443	0.000	0.000
Swisher Sweets																				
Mean	6.25	6.00	2.78	5.91	0.58	4.80	1.56	23.96	4.37	6.27	7.43	6.58	5.86	8.66	3.82	9.93	4.53	0.66	3.66	6.98
Std. Dev.	21.452	20.914	12.226	21.025	3.766	17.767	7.169	44.938	9.203	15.982	23.393	23.254	20.047	25.310	15.049	27.140	17.871	2.741	17.604	22.420
Std. Err.	0.732	0.734	1.130	2.146	0.335	1.529	0.882	4.763	1.124	1.484	3.276	1.392	1.565	1.964	1.089	1.492	0.845	0.325	1.752	1.326
Net - JR Tobacco Brands																				
Mean	0.65	0.66	1.70	2.10	0.40	0.00	0.11	0.56	0.00	0.22	0.00	0.81	0.60	0.69	0.60	0.15	1.00	0.80	3.38	0.11
Std. Dev.	5.282	5.408	6.915	12.014	2.654	0.000	0.611	5.300	0.000	2.321	0.000	6.766	3.374	5.306	4.950	1.590	6.978	4.180	13.857	1.506
Std. Err.	0.180	0.190	0.639	1.226	0.236	0.000	0.075	0.562	0.000	0.216	0.000	0.405	0.263	0.412	0.358	0.087	0.330	0.496	1.379	0.089
El Rey Del Mundo																				
Mean	0.14	0.13	0.80	0.04	0.01	0.00	0.06	0.00	0.00	0.00	0.00	0.11	0.37	0.18	0.00	0.12	0.17	0.10	0.47	0.01
Std. Dev.	1.627	1.599	4.136	0.322	0.089	0.000	0.492	0.000	0.000	0.000	0.000	1.247	2.855	1.731	0.000	1.495	1.842	0.511	3.170	0.237
Std. Err.	0.056	0.056	0.382	0.033	0.008	0.000	0.061	0.000	0.000	0.000	0.000	0.075	0.223	0.134	0.000	0.082	0.087	0.061	0.315	0.014
J.R. Ultimates																				
Mean	0.50	0.53	0.90	2.06	0.40	0.00	0.05	0.56	0.00	0.22	0.00	0.69	0.23	0.51	0.60	0.03	0.83	0.70	2.91	0.10
Std. Dev.	4.946	5.083	5.026	12.016	2.654	0.000	0.369	5.300	0.000	2.321	0.000	6.442	1.846	5.034	4.950	0.550	6.617	4.166	13.293	1.488
Std. Err.	0.169	0.178	0.465	1.226	0.236	0.000	0.045	0.562	0.000	0.216	0.000	0.386	0.144	0.391	0.358	0.030	0.313	0.494	1.323	0.088
Net - Tabacalera																				
Mean	5.78	5.92	4.66	5.22	0.38	4.46	2.38	19.56	6.01	6.99	5.80	5.47	5.87	5.05	6.87	6.21	5.89	2.42	5.27	6.73

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UNDER PROTECTIVE ORDER
GC 017329

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	20.439	20.878	13.619	18.548	1.219	17.193	14.815	41.839	12.862	22.531	13.855	20.955	20.582	16.918	23.986	21.411	20.549	12.113	24.592	20.834
Std. Err.	0.698	0.733	1.259	1.893	0.109	1.480	1.824	4.435	1.571	2.092	1.940	1.255	1.607	1.313	1.736	1.177	0.972	1.438	2.447	1.232
Subnet - Premium																				
Mean	0.20	0.21	0.62	0.24	0.17	0.30	0.18	0.00	0.03	0.00	0.16	0.25	0.02	0.15	0.35	0.11	0.22	0.46	0.22	0.13
Std. Dev.	1.461	1.500	2.546	1.351	0.849	2.322	0.910	0.000	0.171	0.000	0.758	1.352	0.234	1.575	2.129	0.764	1.775	1.722	1.324	0.825
Std. Err.	0.050	0.053	0.235	0.138	0.076	0.200	0.112	0.000	0.021	0.000	0.106	0.081	0.018	0.122	0.154	0.042	0.084	0.204	0.132	0.049
Romeo y Julieta																				
Mean	0.20	0.21	0.62	0.24	0.17	0.30	0.18	0.00	0.03	0.00	0.16	0.25	0.02	0.15	0.35	0.11	0.22	0.46	0.22	0.13
Std. Dev.	1.461	1.500	2.546	1.351	0.849	2.322	0.910	0.000	0.171	0.000	0.758	1.352	0.234	1.575	2.129	0.764	1.775	1.722	1.324	0.825
Std. Err.	0.050	0.053	0.235	0.138	0.076	0.200	0.112	0.000	0.021	0.000	0.106	0.081	0.018	0.122	0.154	0.042	0.084	0.204	0.132	0.049
Subnet - Mass																				
Mean	5.58	5.71	4.04	4.98	0.21	4.16	2.20	19.56	5.99	6.99	5.65	5.22	5.85	4.90	6.52	6.10	5.66	1.96	5.05	6.60
Std. Dev.	20.437	20.876	13.529	18.564	0.915	17.094	14.808	41.839	12.875	22.531	13.899	20.971	20.585	16.889	23.969	21.423	20.528	12.067	24.601	20.851
Std. Err.	0.698	0.733	1.251	1.895	0.082	1.471	1.823	4.435	1.573	2.092	1.946	1.256	1.607	1.311	1.734	1.178	0.971	1.432	2.448	1.233
Black & Gold/Black & Mild																				
Mean	2.08	2.11	0.31	2.53	0.13	1.10	1.83	7.96	1.99	2.66	2.71	2.07	3.12	1.59	1.45	2.79	1.48	1.51	1.02	2.75
Std. Dev.	12.111	12.358	1.850	13.862	0.759	7.293	12.393	25.547	5.989	14.483	9.892	13.994	15.450	8.612	8.759	14.926	8.782	11.759	9.852	13.811
Std. Err.	0.413	0.434	0.171	1.415	0.068	0.628	1.525	2.708	0.732	1.345	1.385	0.838	1.206	0.668	0.634	0.820	0.415	1.396	0.980	0.817
Hav-a-Tampa/Jewels																				
Mean	1.94	1.99	1.23	0.48	0.05	2.07	0.35	6.62	2.24	3.23	0.88	2.38	1.42	2.06	1.96	1.95	2.25	0.17	1.15	2.78
Std. Dev.	11.484	11.736	5.973	3.736	0.454	12.277	2.471	23.122	7.457	16.646	3.553	14.572	8.091	12.090	9.842	11.368	12.523	1.424	9.897	13.022
Std. Err.	0.392	0.412	0.552	0.381	0.040	1.057	0.304	2.451	0.911	1.546	0.498	0.872	0.632	0.938	0.712	0.625	0.592	0.169	0.985	0.770
Phillies																				
Mean	1.56	1.61	2.50	1.97	0.03	0.99	0.02	4.99	1.76	1.10	2.06	0.77	1.31	1.25	3.11	1.37	1.94	0.28	2.88	1.08
Std. Dev.	9.577	9.797	11.987	11.371	0.281	7.273	0.123	18.831	6.856	7.103	9.540	4.736	7.354	8.570	15.593	9.137	10.635	2.374	14.857	7.427
Std. Err.	0.327	0.344	1.108	1.161	0.025	0.626	0.015	1.996	0.838	0.660	1.336	0.284	0.574	0.665	1.128	0.502	0.503	0.282	1.478	0.439
Net - Other																				
Mean	10.04	10.45	12.96	26.64	5.76	9.45	1.39	18.27	3.34	4.03	3.22	8.35	8.78	12.40	13.50	7.40	10.28	21.90	21.46	4.94
Std. Dev.	23.160	23.680	20.868	36.720	10.455	22.277	3.220	35.158	15.487	14.109	10.033	20.330	18.902	26.420	28.931	19.321	23.141	34.746	32.450	15.564
Std. Err.	0.791	0.831	1.929	3.748	0.931	1.917	0.396	3.727	1.892	1.310	1.405	1.217	1.476	2.051	2.093	1.062	1.095	4.124	3.229	0.920
Subnet - Premium																				
Mean	3.99	4.16	8.25	9.54	2.56	4.41	0.56	4.40	0.37	1.10	1.47	3.44	3.84	4.93	4.90	2.57	4.24	9.45	9.62	1.23
Std. Dev.	13.786	14.131	16.808	20.636	5.145	17.581	1.426	18.568	1.191	6.881	5.944	13.356	12.200	14.590	16.433	9.814	14.359	22.733	18.889	7.354
Std. Err.	0.471	0.496	1.554	2.106	0.458	1.513	0.176	1.968	0.146	0.639	0.832	0.800	0.953	1.132	1.189	0.539	0.679	2.698	1.879	0.435

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017330

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Ashton																				
Mean	0.26	0.27	0.54	0.79	0.22	0.01	0.14	0.11	0.09	0.21	0.02	0.26	0.26	0.46	0.14	0.19	0.23	0.75	0.66	0.16
Std. Dev.	1.733	1.780	2.611	3.054	0.929	0.172	0.630	1.060	0.733	2.228	0.140	1.789	1.530	2.678	0.741	1.542	1.479	3.367	2.643	1.511
Std. Err.	0.059	0.062	0.241	0.312	0.083	0.015	0.078	0.112	0.090	0.207	0.020	0.107	0.119	0.208	0.054	0.085	0.070	0.400	0.263	0.089
Bahia																				
Mean	0.17	0.16	0.09	0.07	0.04	0.44	0.00	0.56	0.00	0.00	0.00	0.23	0.08	0.36	0.04	0.21	0.14	0.17	0.17	0.19
Std. Dev.	2.715	2.769	0.925	0.548	0.265	5.164	0.000	5.300	0.000	0.000	0.000	3.595	0.799	3.953	0.389	3.312	2.412	1.207	1.123	2.959
Std. Err.	0.093	0.097	0.085	0.056	0.024	0.444	0.000	0.562	0.000	0.000	0.000	0.215	0.062	0.307	0.028	0.182	0.114	0.143	0.112	0.175
Davidoff																				
Mean	0.22	0.24	1.19	0.14	0.27	0.00	0.03	0.02	0.01	0.00	0.00	0.13	0.23	0.34	0.32	0.04	0.27	0.80	1.05	0.00
Std. Dev.	2.183	2.244	5.623	0.816	1.299	0.000	0.246	0.212	0.122	0.000	0.000	0.844	1.326	2.536	3.649	0.375	2.583	3.827	5.626	0.059
Std. Err.	0.075	0.079	0.520	0.083	0.116	0.000	0.030	0.022	0.015	0.000	0.000	0.051	0.104	0.197	0.264	0.021	0.122	0.454	0.560	0.003
Don Tomas																				
Mean	0.41	0.42	0.42	1.22	0.26	0.94	0.12	0.00	0.09	0.00	0.29	0.58	0.31	0.11	0.52	0.14	0.54	0.87	0.65	0.10
Std. Dev.	4.022	4.129	1.718	5.817	1.381	8.573	0.481	0.000	0.543	0.000	1.701	6.021	1.386	0.700	4.114	0.943	4.974	5.957	2.812	0.747
Std. Err.	0.137	0.145	0.159	0.594	0.123	0.738	0.059	0.000	0.066	0.000	0.238	0.360	0.108	0.054	0.298	0.052	0.235	0.707	0.280	0.044
Dunhill																				
Mean	0.36	0.36	0.73	0.40	0.35	0.13	0.21	1.02	0.07	0.00	0.90	0.22	0.22	0.33	0.53	0.30	0.42	0.15	0.51	0.21
Std. Dev.	2.840	2.907	3.925	2.278	1.636	0.913	0.953	6.715	0.502	0.000	5.615	0.925	1.167	2.052	4.650	2.397	3.328	0.601	2.369	2.421
Std. Err.	0.097	0.102	0.363	0.232	0.146	0.079	0.117	0.712	0.061	0.000	0.786	0.055	0.091	0.159	0.336	0.132	0.157	0.071	0.236	0.143
Fuente/Arturo Fuente																				
Mean	1.08	1.13	3.72	1.82	0.85	1.40	0.06	0.00	0.04	0.03	0.25	1.27	1.29	0.93	1.02	0.20	1.17	4.82	4.81	0.14
Std. Dev.	6.672	6.846	11.245	9.486	3.052	9.600	0.345	0.000	0.367	0.279	1.426	7.123	7.633	4.826	7.446	1.224	5.796	17.488	14.756	1.050
Std. Err.	0.228	0.240	1.040	0.968	0.272	0.826	0.043	0.000	0.045	0.026	0.200	0.426	0.596	0.375	0.539	0.067	0.274	2.075	1.468	0.062
Thompson																				
Mean	1.50	1.59	1.57	5.10	0.56	1.48	0.00	2.69	0.06	0.87	0.00	0.75	1.45	2.40	2.33	1.50	1.48	1.89	1.76	0.43
Std. Dev.	9.311	9.564	9.951	17.020	3.381	7.357	0.000	14.985	0.385	6.536	0.000	6.252	9.314	10.789	12.466	8.619	9.407	12.114	8.106	4.335
Std. Err.	0.318	0.336	0.920	1.737	0.301	0.633	0.000	1.588	0.047	0.607	0.000	0.374	0.727	0.837	0.902	0.474	0.445	1.438	0.807	0.256
Subnet - Mass																				
Mean	0.63	0.63	0.00	0.21	0.02	0.19	0.00	3.44	1.87	0.26	0.00	0.86	0.53	0.84	0.41	0.86	0.58	0.00	0.00	0.72
Std. Dev.	7.289	7.388	0.000	1.436	0.178	1.546	0.000	17.541	15.271	1.600	0.000	8.972	5.337	9.741	3.840	8.332	7.115	0.000	0.000	8.089
Std. Err.	0.249	0.259	0.000	0.147	0.016	0.133	0.000	1.859	1.866	0.149	0.000	0.537	0.417	0.756	0.278	0.458	0.337	0.000	0.000	0.478
Middleton																				
Mean	0.63	0.63	0.00	0.21	0.02	0.19	0.00	3.44	1.87	0.26	0.00	0.86	0.53	0.84	0.41	0.86	0.58	0.00	0.00	0.72
Std. Dev.	7.289	7.388	0.000	1.436	0.178	1.546	0.000	17.541	15.271	1.600	0.000	8.972	5.337	9.741	3.840	8.332	7.115	0.000	0.000	8.089

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017331

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Err.	0.249	0.259	0.000	0.147	0.016	0.133	0.000	1.859	1.866	0.149	0.000	0.537	0.417	0.756	0.278	0.458	0.337	0.000	0.000	0.478
Other																				
Mean	5.41	5.66	4.71	16.89	3.19	4.85	0.83	10.43	1.10	2.66	1.75	4.06	4.41	6.63	8.19	3.96	5.46	12.45	11.83	2.99
Std. Dev.	17.179	17.608	12.484	30.582	9.089	14.626	2.605	27.760	3.276	12.337	7.776	13.359	13.498	18.732	23.965	15.103	16.664	26.548	26.756	11.553
Std. Err.	0.586	0.618	1.154	3.121	0.810	1.259	0.321	2.943	0.400	1.145	1.089	0.800	1.054	1.454	1.734	0.830	0.788	3.151	2.662	0.683

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017332

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume

Base: Total cigars purchased past 3 months (Q19D)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	37704 100.0% 100.0%	35891 100.0% 95.2%	6899 100.0% 18.3%	6743 100.0% 17.9%	2092 100.0% 5.5%	4391 100.0% 11.6%	821 100.0% 2.2%	9322 100.0% 24.7%	1932 100.0% 5.1%	3691 100.0% 9.8%	1341 100.0% 3.6%	9953 100.0% 26.4%	6983 100.0% 18.5%	8496 100.0% 22.5%	10742 100.0% 28.5%	14641 100.0% 38.8%	18776 100.0% 49.8%	4132 100.0% 11.0%	6846 100.0% 18.2%	9207 100.0% 24.4%
SuperNet - Both premium and mass brands	9255 24.5% 100.0%	8967 25.0% 96.9%	2182 31.6% 23.6%	2553 37.9% 27.6%	533 25.5% 5.8%	996 22.7% 10.8%	208 25.3% 2.2%	1846 19.8% 19.9%	392 20.3% 4.2%	257 7.0% 2.8%	386 28.8% 4.2%	1991 20.0% 21.5%	1764 25.3% 19.1%	2693 31.7% 29.1%	2421 22.5% 26.2%	2861 19.5% 30.9%	5182 27.6% 56.0%	1181 28.6% 12.8%	1525 22.3% 16.5%	1788 19.4% 19.3%
SuperNet - Premium brands only	6901 18.3% 100.0%	6867 19.1% 99.5%	2951 42.8% 42.8%	1440 21.4% 20.9%	848 40.5% 12.3%	851 19.4% 12.3%	253 30.8% 3.7%	321 3.4% 4.7%	41 2.1% 0.6%	162 4.4% 2.3%	137 10.2% 2.0%	2628 26.4% 38.1%	1341 19.2% 19.4%	1217 14.3% 17.6%	1558 14.5% 22.6%	1319 9.0% 19.1%	3949 21.0% 57.2%	1612 39.0% 23.4%	2860 41.8% 41.4%	556 6.0% 8.1%
SuperNet - Mass brands only	16906 44.8% 100.0%	15462 43.1% 91.5%	1215 17.6% 7.2%	1129 16.7% 6.7%	309 14.8% 1.8%	1889 43.0% 11.2%	305 37.1% 1.8%	6227 66.8% 36.8%	1425 73.8% 8.4%	2963 80.3% 17.5%	729 54.4% 4.3%	4202 42.2% 24.9%	3155 45.2% 18.7%	3485 41.0% 20.6%	5198 48.4% 30.7%	9149 62.5% 54.1%	7205 38.4% 42.6%	455 11.0% 2.7%	1266 18.5% 7.5%	6008 65.3% 35.5%
SuperNet - Premium	10741 28.5% 100.0%	10551 29.4% 98.2%	3992 57.9% 37.2%	2660 39.4% 24.8%	1111 53.1% 10.3%	1301 29.6% 12.1%	313 38.1% 2.9%	781 8.4% 7.3%	100 5.2% 0.9%	293 7.9% 2.7%	241 18.0% 2.2%	3339 33.5% 31.1%	2061 29.5% 19.2%	2277 26.8% 21.2%	2803 26.1% 26.1%	2547 17.4% 23.7%	5835 31.1% 54.3%	2324 56.2% 21.6%	3645 53.2% 33.9%	1172 12.7% 10.9%
SuperNet - Mass	22321 59.2% 100.0%	20745 57.8% 92.9%	2356 34.1% 10.6%	2462 36.5% 11.0%	579 27.7% 2.6%	2435 55.5% 10.9%	453 55.2% 2.0%	7613 81.7% 34.1%	1758 91.0% 7.9%	3089 83.7% 13.8%	1011 75.4% 4.5%	5482 55.1% 24.6%	4199 60.1% 18.8%	5118 60.2% 22.9%	6374 59.3% 28.6%	10782 73.6% 48.3%	10501 55.9% 47.0%	924 22.4% 4.1%	2006 29.3% 9.0%	7180 78.0% 32.2%
Net - Consolidated Cigar Co.	8307 22.0% 100.0%	7810 21.8% 94.0%	1703 24.7% 20.5%	1372 20.3% 16.5%	560 26.8% 6.7%	827 18.8% 10.0%	70 8.5% 0.8%	1913 20.5% 23.0%	631 32.7% 7.6%	734 19.9% 8.8%	210 15.7% 2.5%	1038 10.4% 12.5%	1795 25.7% 21.6%	2075 24.4% 25.0%	3125 29.1% 37.6%	3406 23.3% 41.0%	3983 21.2% 47.9%	903 21.9% 10.9%	1287 18.8% 15.5%	2037 22.1% 24.5%
Subnet - Premium	2051 5.4% 100.0%	2011 5.6% 98.0%	977 14.2% 47.6%	431 6.4% 21.0%	198 9.5% 9.7%	138 3.1% 6.7%	21 2.6% 1.0%	204 2.2% 9.9%	28 1.4% 1.4%	14 0.4% 0.7%	7 0.5% 0.3%	463 4.7% 22.6%	546 7.8% 26.6%	484 5.7% 23.6%	542 5.0% 26.4%	518 3.5% 25.3%	947 5.0% 46.2%	571 13.8% 27.8%	689 10.1% 33.6%	276 3.0% 13.5%
Don Diego	415 1.1% 100.0%	410 1.1% 98.8%	209 3.0% 50.4%	97 1.4% 23.4%	42 2.0% 10.1%	24 0.5% 5.8%	1 0.1% 0.2%	30 0.3% 7.2%	2 0.1% 0.5%	5 0.1% 1.2%	4 0.3% 1.0%	76 0.8% 18.3%	179 2.6% 43.1%	91 1.1% 21.9%	65 0.6% 15.7%	91 0.6% 21.9%	279 1.5% 67.2%	40 1.0% 9.6%	73 1.1% 17.6%	54 0.6% 13.0%
Montecristo	245 0.6% 100.0%	245 0.7% 100.0%	157 2.3% 64.1%	11 0.2% 4.5%	54 2.6% 22.0%	10 0.2% 4.1%	6 0.7% 2.4%	0 0.0% 0.0%	7 0.4% 2.9%	0 0.0% 0.0%	2 0.1% 0.8%	140 1.4% 57.1%	24 0.3% 9.8%	14 0.2% 5.7%	65 0.6% 26.5%	28 0.2% 11.4%	96 0.5% 39.2%	121 2.9% 49.4%	145 2.1% 59.2%	9 0.1% 3.7%
Royal Jamaica	333 0.9% 100.0%	330 0.9% 99.1%	92 1.3% 27.6%	80 1.2% 24.0%	5 0.2% 1.5%	12 0.3% 3.6%	0 0.0% 0.0%	124 1.3% 37.2%	17 0.9% 5.1%	0 0.0% 0.0%	0 0.0% 0.0%	73 0.7% 21.9%	110 1.6% 33.0%	70 0.8% 21.0%	77 0.7% 23.1%	113 0.8% 33.9%	152 0.8% 45.6%	62 1.5% 18.6%	97 1.4% 29.1%	132 1.4% 39.6%
Te-Amo	381 1.0% 100.0%	362 1.0% 95.0%	165 2.4% 43.3%	95 1.4% 24.9%	23 1.1% 6.0%	16 0.4% 4.2%	6 0.7% 1.6%	50 0.5% 13.1%	0 0.0% 0.0%	7 0.2% 1.8%	0 0.0% 0.0%	55 0.6% 14.4%	121 1.7% 31.8%	85 1.0% 22.3%	120 1.1% 31.5%	177 1.2% 46.5%	150 0.8% 39.4%	54 1.3% 14.2%	78 1.1% 20.5%	62 0.7% 16.3%
Upmann/H. Upmann	677 1.8% 100.0%	664 1.9% 98.1%	354 5.1% 52.3%	148 2.2% 21.9%	74 3.5% 10.9%	76 1.7% 11.2%	8 1.0% 1.2%	0 0.0% 0.0%	2 0.1% 0.3%	2 0.1% 0.3%	1 0.1% 0.1%	119 1.2% 17.6%	112 1.6% 16.5%	224 2.6% 33.1%	215 2.0% 31.8%	109 0.7% 16.1%	270 1.4% 39.9%	294 7.1% 43.4%	296 4.3% 43.7%	19 0.2% 2.8%
Subnet - Mass	6256 16.6% 100.0%	5799 16.2% 92.7%	726 10.5% 11.6%	941 14.0% 15.0%	362 17.3% 5.8%	689 15.7% 11.0%	49 6.0% 0.8%	1709 18.3% 27.3%	603 31.2% 9.6%	720 19.5% 11.5%	203 15.1% 3.2%	575 5.8% 9.2%	1249 17.9% 20.0%	1591 18.7% 25.4%	2583 24.0% 41.3%	2888 19.7% 46.2%	3036 16.2% 48.5%	332 8.0% 5.3%	598 8.7% 9.6%	1761 19.1% 28.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017333

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume

Base: Total cigars purchased past 3 months (Q19D)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	37704	35891	6899	6743	2092	4391	821	9322	1932	3691	1341	9953	6983	8496	10742	14641	18776	4132	6846	9207
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.2%	18.3%	17.9%	5.5%	11.6%	2.2%	24.7%	5.1%	9.8%	3.6%	26.4%	18.5%	22.5%	28.5%	38.8%	49.8%	11.0%	18.2%	24.4%
Antonio y Cleopatra	2062	2018	337	508	277	370	3	378	93	52	0	233	340	466	1011	979	944	139	309	413
	5.5%	5.6%	4.9%	7.5%	13.2%	8.4%	0.4%	4.1%	4.8%	1.4%	0.0%	2.3%	4.9%	5.5%	9.4%	6.7%	5.0%	3.4%	4.5%	4.5%
	100.0%	97.9%	16.3%	24.6%	13.4%	17.9%	0.1%	18.3%	4.5%	2.5%	0.0%	11.3%	16.5%	22.6%	49.0%	47.5%	45.8%	6.7%	15.0%	20.0%
Backwoods	1310	1155	36	161	28	106	33	231	275	285	158	138	523	245	246	678	627	5	43	714
	3.5%	3.2%	0.5%	2.4%	1.3%	2.4%	4.0%	2.5%	14.2%	7.7%	11.8%	1.4%	7.5%	2.9%	2.3%	4.6%	3.3%	0.1%	0.6%	7.8%
	100.0%	88.2%	2.7%	12.3%	2.1%	8.1%	2.5%	17.6%	21.0%	21.8%	12.1%	10.5%	39.9%	18.7%	18.8%	51.8%	47.9%	0.4%	3.3%	54.5%
Dutch Masters	1980	1728	220	157	14	139	4	888	194	112	10	103	289	741	815	786	1055	139	182	464
	5.3%	4.8%	3.2%	2.3%	0.7%	3.2%	0.5%	9.5%	10.0%	3.0%	0.7%	1.0%	4.1%	8.7%	7.6%	5.4%	5.6%	3.4%	2.7%	5.0%
	100.0%	87.3%	11.1%	7.9%	0.7%	7.0%	0.2%	44.8%	9.8%	5.7%	0.5%	5.2%	14.6%	37.4%	41.2%	39.7%	53.3%	7.0%	9.2%	23.4%
El Producto	406	402	41	95	38	53	7	80	29	59	31	87	41	88	156	144	247	15	26	140
	1.1%	1.1%	0.6%	1.4%	1.8%	1.2%	0.9%	0.9%	1.5%	1.6%	2.3%	0.9%	0.6%	1.0%	1.5%	1.0%	1.3%	0.4%	0.4%	1.5%
	100.0%	99.0%	10.1%	23.4%	9.4%	13.1%	1.7%	19.7%	7.1%	14.5%	7.6%	21.4%	10.1%	21.7%	38.4%	35.5%	60.8%	3.7%	6.4%	34.5%
Muriel	498	496	92	20	5	21	2	132	12	212	4	14	56	51	355	301	163	34	38	30
	1.3%	1.4%	1.3%	0.3%	0.2%	0.5%	0.2%	1.4%	0.6%	5.7%	0.3%	0.1%	0.8%	0.6%	3.3%	2.1%	0.9%	0.8%	0.6%	0.3%
	100.0%	99.6%	18.5%	4.0%	1.0%	4.2%	0.4%	26.5%	2.4%	42.6%	0.8%	2.8%	11.2%	10.2%	71.3%	60.4%	32.7%	6.8%	7.6%	6.0%
Net - General Cigar Holdings	8198	7898	2312	1443	597	928	388	1212	262	756	216	2499	1581	1612	2282	2667	4350	1164	2026	1508
	21.7%	22.0%	33.5%	21.4%	28.5%	21.1%	47.3%	13.0%	13.6%	20.5%	16.1%	25.1%	22.6%	19.0%	21.2%	18.2%	23.2%	28.2%	29.6%	16.4%
	100.0%	96.3%	28.2%	17.6%	7.3%	11.3%	4.7%	14.8%	3.2%	9.2%	2.6%	30.5%	19.3%	19.7%	27.8%	32.5%	53.1%	14.2%	24.7%	18.4%
SubNet-General Cigar Holdings - Premium	4538	4453	1779	1088	518	526	236	135	45	126	151	1621	783	835	1144	1091	2446	992	1621	475
	12.0%	12.4%	25.8%	16.1%	24.8%	12.0%	28.7%	1.4%	2.3%	3.4%	11.3%	16.3%	11.2%	9.8%	10.6%	7.5%	13.0%	24.0%	23.7%	5.2%
	100.0%	98.1%	39.2%	24.0%	11.4%	11.6%	5.2%	3.0%	1.0%	2.8%	3.3%	35.7%	17.3%	18.4%	25.2%	24.0%	53.9%	21.9%	35.7%	10.5%
SubNet - General Cigar Co.	6662	6362	1594	954	450	835	381	1136	257	755	186	1976	1450	1370	1672	2466	3537	646	1380	1417
	17.7%	17.7%	23.1%	14.1%	21.5%	19.0%	46.4%	12.2%	13.3%	20.5%	13.9%	19.9%	20.8%	16.1%	15.6%	16.8%	18.8%	15.6%	20.2%	15.4%
	100.0%	95.5%	23.9%	14.3%	6.8%	12.5%	5.7%	17.1%	3.9%	11.3%	2.8%	29.7%	21.8%	20.6%	25.1%	37.0%	53.1%	9.7%	20.7%	21.3%
Sub-Subnet - Premium	3002	2917	1061	599	371	433	229	59	40	125	121	1098	652	593	534	890	1633	474	975	384
	8.0%	8.1%	15.4%	8.9%	17.7%	9.9%	27.9%	0.6%	2.1%	3.4%	9.0%	11.0%	9.3%	7.0%	5.0%	6.1%	8.7%	11.5%	14.2%	4.2%
	100.0%	97.2%	35.3%	20.0%	12.4%	14.4%	7.6%	2.0%	1.3%	4.2%	4.0%	36.6%	21.7%	19.8%	17.8%	29.6%	54.4%	15.8%	32.5%	12.8%
Cohiba	487	475	151	26	111	159	20	1	1	6	32	225	54	72	102	148	221	116	100	53
	1.3%	1.3%	2.2%	0.4%	5.3%	3.6%	2.4%	0.0%	0.1%	0.2%	2.4%	2.3%	0.8%	0.8%	0.9%	1.0%	1.2%	2.8%	1.5%	0.6%
	100.0%	97.5%	31.0%	5.3%	22.8%	32.6%	4.1%	0.2%	0.2%	1.2%	6.6%	46.2%	11.1%	14.8%	20.9%	30.4%	45.4%	23.8%	20.5%	10.9%
Cifuentes	44	44	5	5	19	0	15	0	0	0	2	27	6	8	1	5	31	8	13	2
	0.1%	0.1%	0.1%	0.1%	0.9%	0.0%	1.8%	0.0%	0.0%	0.0%	0.1%	0.3%	0.1%	0.1%	0.0%	0.0%	0.2%	0.2%	0.2%	0.0%
	100.0%	100.0%	11.4%	11.4%	43.2%	0.0%	34.1%	0.0%	0.0%	0.0%	4.5%	61.4%	13.6%	18.2%	2.3%	11.4%	70.5%	18.2%	29.5%	4.5%
Macanudo	1582	1524	469	421	181	168	154	28	32	71	42	617	346	326	249	629	853	100	449	178
	4.2%	4.2%	6.8%	6.2%	8.7%	3.8%	18.8%	0.3%	1.7%	1.9%	3.1%	6.2%	5.0%	3.8%	2.3%	4.3%	4.5%	2.4%	6.6%	1.9%
	100.0%	96.3%	29.6%	26.6%	11.4%	10.6%	9.7%	1.8%	2.0%	4.5%	2.7%	39.0%	21.9%	20.6%	15.7%	39.8%	53.9%	6.3%	28.4%	11.3%
Macanudo Vintage	211	196	88	20	5	32	8	0	3	40	31	37	79	62	2	47	146	15	30	48
	0.6%	0.5%	1.3%	0.3%	0.2%	0.7%	1.0%	0.0%	0.2%	1.1%	2.3%	0.4%	1.1%	0.7%	0.0%	0.3%	0.8%	0.4%	0.4%	0.5%
	100.0%	92.9%	41.7%	9.5%	2.4%	15.2%	3.8%	0.0%	1.4%	19.0%	14.7%	17.5%	37.4%	29.4%	0.9%	22.3%	69.2%	7.1%	14.2%	22.7%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume

Base: Total cigars purchased past 3 months (Q19D)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	37704 100.0% 100.0%	35891 100.0% 95.2%	6899 100.0% 18.3%	6743 100.0% 17.9%	2092 100.0% 5.5%	4391 100.0% 11.6%	821 100.0% 2.2%	9322 100.0% 24.7%	1932 100.0% 5.1%	3691 100.0% 9.8%	1341 100.0% 3.6%	9953 100.0% 26.4%	6983 100.0% 18.5%	8496 100.0% 22.5%	10742 100.0% 28.5%	14641 100.0% 38.8%	18776 100.0% 49.8%	4132 100.0% 11.0%	6846 100.0% 18.2%	9207 100.0% 24.4%
Partagas	653 1.7% 100.0%	653 1.8% 100.0%	333 4.8% 51.0%	126 1.9% 19.3%	50 2.4% 7.7%	74 1.7% 11.3%	28 3.4% 4.3%	30 0.3% 4.6%	4 0.2% 0.6%	8 0.2% 1.2%	14 1.0% 2.1%	185 1.9% 28.3%	167 2.4% 25.6%	121 1.4% 18.5%	166 1.5% 25.4%	57 0.4% 8.7%	375 2.0% 57.4%	221 5.3% 33.8%	370 5.4% 56.7%	103 1.1% 15.8%
Partagas Limited Reserve	25 0.1% 100.0%	25 0.1% 100.0%	15 0.2% 60.0%	1 0.0% 4.0%	5 0.2% 20.0%	0 0.0% 0.0%	4 0.5% 16.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 0.1% 28.0%	0 0.0% 0.0%	4 0.0% 16.0%	14 0.1% 56.0%	4 0.0% 16.0%	7 0.0% 28.0%	14 0.3% 56.0%	13 0.2% 52.0%	0 0.0% 0.0%
Sub-Subnet - Mass	3660 9.7% 100.0%	3445 9.6% 94.1%	533 7.7% 14.6%	355 5.3% 9.7%	79 3.8% 2.2%	402 9.2% 11.0%	152 18.5% 4.2%	1077 11.6% 29.4%	217 11.2% 5.9%	630 17.1% 17.2%	65 4.8% 1.8%	878 8.8% 24.0%	798 11.4% 21.8%	777 9.1% 21.2%	1138 10.6% 31.1%	1576 10.8% 43.1%	1904 10.1% 52.0%	172 4.2% 4.7%	405 5.9% 11.1%	1033 11.2% 28.2%
Garcia y Vega/Whiffs	1403 3.7% 100.0%	1314 3.7% 93.7%	306 4.4% 21.8%	163 2.4% 11.6%	57 2.7% 4.1%	171 3.9% 12.2%	136 16.6% 9.7%	247 2.6% 17.6%	36 1.9% 2.6%	198 5.4% 14.1%	24 1.8% 1.7%	498 5.0% 35.5%	235 3.4% 16.7%	305 3.6% 21.7%	341 3.2% 24.3%	592 4.0% 42.2%	808 4.3% 57.6%	1 0.0% 0.1%	86 1.3% 6.1%	308 3.3% 22.0%
Tiparillo	1082 2.9% 100.0%	1062 3.0% 98.2%	115 1.7% 10.6%	20 0.3% 1.8%	16 0.8% 1.5%	139 3.2% 12.8%	4 0.5% 0.4%	328 3.5% 30.3%	115 6.0% 10.6%	325 8.8% 30.0%	15 1.1% 1.4%	254 2.6% 23.5%	300 4.3% 27.7%	358 4.2% 33.1%	155 1.4% 14.3%	830 5.7% 76.7%	251 1.3% 23.2%	1 0.0% 0.1%	20 0.3% 1.8%	470 5.1% 43.4%
White Owl	1019 2.7% 100.0%	913 2.5% 89.6%	62 0.9% 6.1%	163 2.4% 16.0%	6 0.3% 0.6%	84 1.9% 8.2%	7 0.9% 0.7%	447 4.8% 43.9%	39 2.0% 3.8%	105 2.8% 10.3%	26 1.9% 2.6%	115 1.2% 11.3%	221 3.2% 21.7%	99 1.2% 9.7%	554 5.2% 54.4%	129 0.9% 12.7%	719 3.8% 70.6%	167 4.0% 16.4%	291 4.3% 28.6%	242 2.6% 23.7%
William Penn	156 0.4% 100.0%	156 0.4% 100.0%	50 0.7% 32.1%	9 0.1% 5.8%	0 0.0% 0.0%	8 0.2% 5.1%	5 0.6% 3.2%	55 0.6% 35.3%	27 1.4% 17.3%	2 0.1% 1.3%	0 0.0% 0.0%	11 0.1% 7.1%	42 0.6% 26.9%	15 0.2% 9.6%	88 0.8% 56.4%	25 0.2% 16.0%	126 0.7% 80.8%	3 0.1% 1.9%	8 0.1% 5.1%	13 0.1% 8.3%
SubNet - Villazon	1536 4.1% 100.0%	1536 4.3% 100.0%	718 10.4% 46.7%	489 7.3% 31.8%	147 7.0% 9.6%	93 2.1% 6.1%	7 0.9% 0.5%	76 0.8% 4.9%	5 0.3% 0.3%	1 0.0% 0.1%	30 2.2% 2.0%	523 5.3% 34.0%	131 1.9% 8.5%	242 2.8% 15.8%	610 5.7% 39.7%	201 1.4% 13.1%	813 4.3% 52.9%	518 12.5% 33.7%	646 9.4% 42.1%	91 1.0% 5.9%
Hoyo de Monterrey	419 1.1% 100.0%	419 1.2% 100.0%	271 3.9% 64.7%	103 1.5% 24.6%	14 0.7% 3.3%	28 0.6% 6.7%	0 0.0% 0.0%	1 0.0% 0.2%	2 0.1% 0.5%	0 0.0% 0.0%	0 0.0% 0.0%	201 2.0% 48.0%	26 0.4% 6.2%	73 0.9% 17.4%	119 1.1% 28.4%	18 0.1% 4.3%	265 1.4% 63.2%	136 3.3% 32.5%	239 3.5% 57.0%	57 0.6% 13.6%
Hoyo de Monterrey Excalibur	350 0.9% 100.0%	350 1.0% 100.0%	151 2.2% 43.1%	142 2.1% 40.6%	15 0.7% 4.3%	20 0.5% 5.7%	2 0.2% 0.6%	20 0.2% 5.7%	0 0.0% 0.0%	0 0.0% 0.0%	20 1.5% 5.7%	120 1.2% 34.3%	13 0.2% 3.7%	56 0.7% 16.0%	141 1.3% 40.3%	118 0.8% 33.7%	182 1.0% 52.0%	50 1.2% 14.3%	112 1.6% 32.0%	0 0.0% 0.0%
Punch	654 1.7% 100.0%	654 1.8% 100.0%	273 4.0% 41.7%	244 3.6% 37.3%	64 3.1% 9.8%	35 0.8% 5.4%	5 0.6% 0.8%	30 0.3% 4.6%	2 0.1% 0.3%	1 0.0% 0.2%	10 0.7% 1.5%	183 1.8% 28.0%	33 0.5% 5.0%	113 1.3% 17.3%	315 2.9% 48.2%	61 0.4% 9.3%	261 1.4% 39.9%	332 8.0% 50.8%	257 3.8% 39.3%	34 0.4% 5.2%
Punch Grand Cru	113 0.3% 100.0%	113 0.3% 100.0%	23 0.3% 20.4%	0 0.0% 0.0%	54 2.6% 47.8%	10 0.2% 8.8%	0 0.0% 0.0%	25 0.3% 22.1%	1 0.1% 0.9%	0 0.0% 0.0%	0 0.0% 0.0%	19 0.2% 16.8%	59 0.8% 52.2%	0 0.0% 0.0%	35 0.3% 31.0%	4 0.0% 3.5%	105 0.6% 92.9%	0 0.0% 0.0%	38 0.6% 33.6%	0 0.0% 0.0%
Net - Swisher International	7073 18.8% 100.0%	6357 17.7% 89.9%	624 9.0% 8.8%	668 9.9% 9.4%	110 5.3% 1.6%	758 17.3% 10.7%	107 13.0% 1.5%	2780 29.8% 39.3%	412 21.3% 5.8%	898 24.3% 12.7%	455 33.9% 6.4%	2334 23.5% 33.0%	1106 15.8% 15.6%	1797 21.2% 25.4%	1328 12.4% 18.8%	4012 27.4% 56.7%	2771 14.8% 39.2%	281 6.8% 4.0%	493 7.2% 7.0%	2291 24.9% 32.4%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume

Base: Total cigars purchased past 3 months (Q19D)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	37704	35891	6899	6743	2092	4391	821	9322	1932	3691	1341	9953	6983	8496	10742	14641	18776	4132	6846	9207
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.2%	18.3%	17.9%	5.5%	11.6%	2.2%	24.7%	5.1%	9.8%	3.6%	26.4%	18.5%	22.5%	28.5%	38.8%	49.8%	11.0%	18.2%	24.4%
Bering	442	404	117	92	11	9	0	145	20	10	10	39	59	223	93	169	180	93	81	79
	1.2%	1.1%	1.7%	1.4%	0.5%	0.2%	0.0%	1.6%	1.0%	0.3%	0.7%	0.4%	0.8%	2.6%	0.9%	1.2%	1.0%	2.3%	1.2%	0.9%
	100.0%	91.4%	26.5%	20.8%	2.5%	2.0%	0.0%	32.8%	4.5%	2.3%	2.3%	8.8%	13.3%	50.5%	21.0%	38.2%	40.7%	21.0%	18.3%	17.9%
King Edward	1223	1041	182	9	16	98	3	473	99	161	63	458	86	96	506	552	566	101	42	216
	3.2%	2.9%	2.6%	0.1%	0.8%	2.2%	0.4%	5.1%	5.1%	4.4%	4.7%	4.6%	1.2%	1.1%	4.7%	3.8%	3.0%	2.4%	0.6%	2.3%
	100.0%	85.1%	14.9%	0.7%	1.3%	8.0%	0.2%	38.7%	8.1%	13.2%	5.2%	37.4%	7.0%	7.8%	41.4%	45.1%	46.3%	8.3%	3.4%	17.7%
La Prima Dora	44	44	0	0	10	3	1	30	0	0	3	1	0	40	0	3	1	40	0	0
	0.1%	0.1%	0.0%	0.0%	0.5%	0.1%	0.1%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	22.7%	6.8%	2.3%	68.2%	0.0%	0.0%	6.8%	2.3%	0.0%	90.9%	0.0%	6.8%	2.3%	90.9%	0.0%	0.0%
Swisher Sweets	5364	4868	325	567	73	648	103	2132	293	727	379	1836	961	1438	729	3288	2024	47	370	1996
	14.2%	13.6%	4.7%	8.4%	3.5%	14.8%	12.5%	22.9%	15.2%	19.7%	28.3%	18.4%	13.8%	16.9%	6.8%	22.5%	10.8%	1.1%	5.4%	21.7%
	100.0%	90.8%	6.1%	10.6%	1.4%	12.1%	1.9%	39.7%	5.5%	13.6%	7.1%	34.2%	17.9%	26.8%	13.6%	61.3%	37.7%	0.9%	6.9%	37.2%
Net - JR Tobacco Brands	554	534	199	202	51	0	7	50	0	25	0	225	99	115	115	50	447	57	341	32
	1.5%	1.5%	2.9%	3.0%	2.4%	0.0%	0.9%	0.5%	0.0%	0.7%	0.0%	2.3%	1.4%	1.4%	1.1%	0.3%	2.4%	1.4%	5.0%	0.3%
	100.0%	96.4%	35.9%	36.5%	9.2%	0.0%	1.3%	9.0%	0.0%	4.5%	0.0%	40.6%	17.9%	20.8%	20.8%	9.0%	80.7%	10.3%	61.6%	5.8%
El Rey Del Mundo	123	103	94	4	1	0	4	0	0	0	0	32	61	30	0	40	76	7	47	4
	0.3%	0.3%	1.4%	0.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%	0.4%	0.0%	0.3%	0.4%	0.2%	0.7%	0.0%
	100.0%	83.7%	76.4%	3.3%	0.8%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	26.0%	49.6%	24.4%	0.0%	32.5%	61.8%	5.7%	38.2%	3.3%
J.R. Ultimates	431	431	105	198	50	0	3	50	0	25	0	193	38	85	115	10	371	50	294	28
	1.1%	1.2%	1.5%	2.9%	2.4%	0.0%	0.4%	0.5%	0.0%	0.7%	0.0%	1.9%	0.5%	1.0%	1.1%	0.1%	2.0%	1.2%	4.3%	0.3%
	100.0%	100.0%	24.4%	45.9%	11.6%	0.0%	0.7%	11.6%	0.0%	5.8%	0.0%	44.8%	8.8%	19.7%	26.7%	2.3%	86.1%	11.6%	68.2%	6.5%
Net - Tabacalera	4961	4808	545	501	48	602	157	1741	403	811	296	1526	962	839	1313	2057	2631	172	532	1925
	13.2%	13.4%	7.9%	7.4%	2.3%	13.7%	19.1%	18.7%	20.9%	22.0%	22.1%	15.3%	13.8%	9.9%	12.2%	14.0%	14.0%	4.2%	7.8%	20.9%
	100.0%	96.9%	11.0%	10.1%	1.0%	12.1%	3.2%	35.1%	8.1%	16.3%	6.0%	30.8%	19.4%	16.9%	26.5%	41.5%	53.0%	3.5%	10.7%	38.8%
Subnet - Premium	173	172	72	23	22	41	12	0	2	0	8	70	3	25	67	37	99	33	22	37
	0.5%	0.5%	1.0%	0.3%	1.1%	0.9%	1.5%	0.0%	0.1%	0.0%	0.6%	0.7%	0.0%	0.3%	0.6%	0.3%	0.5%	0.8%	0.3%	0.4%
	100.0%	99.4%	41.6%	13.3%	12.7%	23.7%	6.9%	0.0%	1.2%	0.0%	4.6%	40.5%	1.7%	14.5%	38.7%	21.4%	57.2%	19.1%	12.7%	21.4%
Romeo y Julieta	173	172	72	23	22	41	12	0	2	0	8	70	3	25	67	37	99	33	22	37
	0.5%	0.5%	1.0%	0.3%	1.1%	0.9%	1.5%	0.0%	0.1%	0.0%	0.6%	0.7%	0.0%	0.3%	0.6%	0.3%	0.5%	0.8%	0.3%	0.4%
	100.0%	99.4%	41.6%	13.3%	12.7%	23.7%	6.9%	0.0%	1.2%	0.0%	4.6%	40.5%	1.7%	14.5%	38.7%	21.4%	57.2%	19.1%	12.7%	21.4%
Subnet - Mass	4788	4636	473	478	26	561	145	1741	401	811	288	1456	959	814	1246	2020	2532	139	510	1888
	12.7%	12.9%	6.9%	7.1%	1.2%	12.8%	17.7%	18.7%	20.8%	22.0%	21.5%	14.6%	13.7%	9.6%	11.6%	13.8%	13.5%	3.4%	7.4%	20.5%
	100.0%	96.8%	9.9%	10.0%	0.5%	11.7%	3.0%	36.4%	8.4%	16.9%	6.0%	30.4%	20.0%	17.0%	26.0%	42.2%	52.9%	2.9%	10.7%	39.4%
Black & Gold/Black & Mild	1787	1714	36	243	16	149	121	708	133	308	138	577	511	264	277	924	662	107	103	786
	4.7%	4.8%	0.5%	3.6%	0.8%	3.4%	14.7%	7.6%	6.9%	8.3%	10.3%	5.8%	7.3%	3.1%	2.6%	6.3%	3.5%	2.6%	1.5%	8.5%
	100.0%	95.9%	2.0%	13.6%	0.9%	8.3%	6.8%	39.6%	7.4%	17.2%	7.7%	32.3%	28.6%	14.8%	15.5%	51.7%	37.0%	6.0%	5.8%	44.0%
Hav-a-Tampa/Jewels	1663	1612	144	46	6	279	23	589	150	375	45	663	233	342	375	644	1004	12	116	794
	4.4%	4.5%	2.1%	0.7%	0.3%	6.4%	2.8%	6.3%	7.8%	10.2%	3.4%	6.7%	3.3%	4.0%	3.5%	4.4%	5.3%	0.3%	1.7%	8.6%
	100.0%	96.9%	8.7%	2.8%	0.4%	16.8%	1.4%	35.4%	9.0%	22.5%	2.7%	39.9%	14.0%	20.6%	22.5%	38.7%	60.4%	0.7%	7.0%	47.7%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume

Base: Total cigars purchased past 3 months (Q19D)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	37704	35891	6899	6743	2092	4391	821	9322	1932	3691	1341	9953	6983	8496	10742	14641	18776	4132	6846	9207
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.2%	18.3%	17.9%	5.5%	11.6%	2.2%	24.7%	5.1%	9.8%	3.6%	26.4%	18.5%	22.5%	28.5%	38.8%	49.8%	11.0%	18.2%	24.4%
Phillies	1338	1310	293	189	4	133	1	444	118	128	105	216	215	208	594	452	866	20	291	308
	3.5%	3.6%	4.2%	2.8%	0.2%	3.0%	0.1%	4.8%	6.1%	3.5%	7.8%	2.2%	3.1%	2.4%	5.5%	3.1%	4.6%	0.5%	4.3%	3.3%
	100.0%	97.9%	21.9%	14.1%	0.3%	9.9%	0.1%	33.2%	8.8%	9.6%	7.8%	16.1%	16.1%	15.5%	44.4%	33.8%	64.7%	1.5%	21.7%	23.0%
Net - Other	8611	8484	1516	2557	726	1276	92	1626	224	467	164	2331	1440	2058	2579	2449	4594	1555	2167	1414
	22.8%	23.6%	22.0%	37.9%	34.7%	29.1%	11.2%	17.4%	11.6%	12.7%	12.2%	23.4%	20.6%	24.2%	24.0%	16.7%	24.5%	37.6%	31.7%	15.4%
	100.0%	98.5%	17.6%	29.7%	8.4%	14.8%	1.1%	18.9%	2.6%	5.4%	1.9%	27.1%	16.7%	23.9%	30.0%	28.4%	53.4%	18.1%	25.2%	16.4%
Subnet - Premium	3425	3381	965	916	322	596	37	392	25	128	75	960	630	818	935	851	1896	671	972	352
	9.1%	9.4%	14.0%	13.6%	15.4%	13.6%	4.5%	4.2%	1.3%	3.5%	5.6%	9.6%	9.0%	9.6%	8.7%	5.8%	10.1%	16.2%	14.2%	3.8%
	100.0%	98.7%	28.2%	26.7%	9.4%	17.4%	1.1%	11.4%	0.7%	3.7%	2.2%	28.0%	18.4%	23.9%	27.3%	24.8%	55.4%	19.6%	28.4%	10.3%
Ashton	219	218	63	76	28	2	9	10	6	24	1	72	43	77	26	63	103	53	67	46
	0.6%	0.6%	0.9%	1.1%	1.3%	0.0%	1.1%	0.1%	0.3%	0.7%	0.1%	0.7%	0.6%	0.9%	0.2%	0.4%	0.5%	1.3%	1.0%	0.5%
	100.0%	99.5%	28.8%	34.7%	12.8%	0.9%	4.1%	4.6%	2.7%	11.0%	0.5%	32.9%	19.6%	35.2%	11.9%	28.8%	47.0%	24.2%	30.6%	21.0%
Bahia	144	132	10	7	5	60	0	50	0	0	0	64	13	60	7	70	62	12	17	53
	0.4%	0.4%	0.1%	0.1%	0.2%	1.4%	0.0%	0.5%	0.0%	0.0%	0.0%	0.6%	0.2%	0.7%	0.1%	0.5%	0.3%	0.3%	0.2%	0.6%
	100.0%	91.7%	6.9%	4.9%	3.5%	41.7%	0.0%	34.7%	0.0%	0.0%	0.0%	44.4%	9.0%	41.7%	4.9%	48.6%	43.1%	8.3%	11.8%	36.8%
Davidoff	191	191	139	13	34	0	2	2	1	0	0	37	37	56	61	13	121	57	106	1
	0.5%	0.5%	2.0%	0.2%	1.6%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.4%	0.5%	0.7%	0.6%	0.1%	0.6%	1.4%	1.5%	0.0%
	100.0%	100.0%	72.8%	6.8%	17.8%	0.0%	1.0%	1.0%	0.5%	0.0%	0.0%	19.4%	19.4%	29.3%	31.9%	6.8%	63.4%	29.8%	55.5%	0.5%
Don Tomas	348	340	49	117	33	127	8	0	6	0	15	163	51	19	100	46	240	62	66	30
	0.9%	0.9%	0.7%	1.7%	1.6%	2.9%	1.0%	0.0%	0.3%	0.0%	1.1%	1.6%	0.7%	0.2%	0.9%	0.3%	1.3%	1.5%	1.0%	0.3%
	100.0%	97.7%	14.1%	33.6%	9.5%	36.5%	2.3%	0.0%	1.7%	0.0%	4.3%	46.8%	14.7%	5.5%	28.7%	13.2%	69.0%	17.8%	19.0%	8.6%
Dunhill	306	295	85	38	44	18	14	91	5	0	46	61	36	54	102	99	189	11	52	59
	0.8%	0.8%	1.2%	0.6%	2.1%	0.4%	1.7%	1.0%	0.3%	0.0%	3.4%	0.6%	0.5%	0.6%	0.9%	0.7%	1.0%	0.3%	0.8%	0.6%
	100.0%	96.4%	27.8%	12.4%	14.4%	5.9%	4.6%	29.7%	1.6%	0.0%	15.0%	19.9%	11.8%	17.6%	33.3%	32.4%	61.8%	3.6%	17.0%	19.3%
Fuente/Arturo Fuente	928	916	435	175	107	189	4	0	3	3	13	355	212	154	194	65	521	342	486	40
	2.5%	2.6%	6.3%	2.6%	5.1%	4.3%	0.5%	0.0%	0.2%	0.1%	1.0%	3.6%	3.0%	1.8%	1.8%	0.4%	2.8%	8.3%	7.1%	0.4%
	100.0%	98.7%	46.9%	18.9%	11.5%	20.4%	0.4%	0.0%	0.3%	0.3%	1.4%	38.3%	22.8%	16.6%	20.9%	7.0%	56.1%	36.9%	52.4%	4.3%
Thompson	1289	1289	184	490	71	200	0	239	4	101	0	208	238	398	445	495	660	134	178	123
	3.4%	3.6%	2.7%	7.3%	3.4%	4.6%	0.0%	2.6%	0.2%	2.7%	0.0%	2.1%	3.4%	4.7%	4.1%	3.4%	3.5%	3.2%	2.6%	1.3%
	100.0%	100.0%	14.3%	38.0%	5.5%	15.5%	0.0%	18.5%	0.3%	7.8%	0.0%	16.1%	18.5%	30.9%	34.5%	38.4%	51.2%	10.4%	13.8%	9.5%
Subnet - Mass	544	508	0	20	2	25	0	306	125	30	0	239	87	139	79	286	258	0	0	207
	1.4%	1.4%	0.0%	0.3%	0.1%	0.6%	0.0%	3.3%	6.5%	0.8%	0.0%	2.4%	1.2%	1.6%	0.7%	2.0%	1.4%	0.0%	0.0%	2.2%
	100.0%	93.4%	0.0%	3.7%	0.4%	4.6%	0.0%	56.3%	23.0%	5.5%	0.0%	43.9%	16.0%	25.6%	14.5%	52.6%	47.4%	0.0%	0.0%	38.1%
Middleton	544	508	0	20	2	25	0	306	125	30	0	239	87	139	79	286	258	0	0	207
	1.4%	1.4%	0.0%	0.3%	0.1%	0.6%	0.0%	3.3%	6.5%	0.8%	0.0%	2.4%	1.2%	1.6%	0.7%	2.0%	1.4%	0.0%	0.0%	2.2%
	100.0%	93.4%	0.0%	3.7%	0.4%	4.6%	0.0%	56.3%	23.0%	5.5%	0.0%	43.9%	16.0%	25.6%	14.5%	52.6%	47.4%	0.0%	0.0%	38.1%
Other	4642	4595	551	1621	402	655	55	928	74	309	89	1132	723	1101	1565	1312	2440	884	1195	855
	12.3%	12.8%	8.0%	24.0%	19.2%	14.9%	6.7%	10.0%	3.8%	8.4%	6.6%	11.4%	10.4%	13.0%	14.6%	9.0%	13.0%	21.4%	17.5%	9.3%
	100.0%	99.0%	11.9%	34.9%	8.7%	14.1%	1.2%	20.0%	1.6%	6.7%	1.9%	24.4%	15.6%	23.7%	33.7%	28.3%	52.6%	19.0%	25.7%	18.4%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Premium

Base: Total cigars purchased past 3 months (Q19D) - Premium

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	10741	10551	3992	2660	1111	1301	313	781	100	293	241	3339	2061	2277	2803	2547	5835	2324	3645	1172
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.2%	37.2%	24.8%	10.3%	12.1%	2.9%	7.3%	0.9%	2.7%	2.2%	31.1%	19.2%	21.2%	26.1%	23.7%	54.3%	21.6%	33.9%	10.9%
Net - Consolidated Cigar Co.	2051	2011	977	431	198	138	21	204	28	14	7	463	546	484	542	518	947	571	689	276
	19.1%	19.1%	24.5%	16.2%	17.8%	10.6%	6.7%	26.1%	28.0%	4.8%	2.9%	13.9%	26.5%	21.3%	19.3%	20.3%	16.2%	24.6%	18.9%	23.5%
	100.0%	98.0%	47.6%	21.0%	9.7%	6.7%	1.0%	9.9%	1.4%	0.7%	0.3%	22.6%	26.6%	23.6%	26.4%	25.3%	46.2%	27.8%	33.6%	13.5%
Don Diego	415	410	209	97	42	24	1	30	2	5	4	76	179	91	65	91	279	40	73	54
	3.9%	3.9%	5.2%	3.6%	3.8%	1.8%	0.3%	3.8%	2.0%	1.7%	1.7%	2.3%	8.7%	4.0%	2.3%	3.6%	4.8%	1.7%	2.0%	4.6%
	100.0%	98.8%	50.4%	23.4%	10.1%	5.8%	0.2%	7.2%	0.5%	1.2%	1.0%	18.3%	43.1%	21.9%	15.7%	21.9%	67.2%	9.6%	17.6%	13.0%
Montecristo	245	245	157	11	54	10	6	0	7	0	2	140	24	14	65	28	96	121	145	9
	2.3%	2.3%	3.9%	0.4%	4.9%	0.8%	1.9%	0.0%	7.0%	0.0%	0.8%	4.2%	1.2%	0.6%	2.3%	1.1%	1.6%	5.2%	4.0%	0.8%
	100.0%	100.0%	64.1%	4.5%	22.0%	4.1%	2.4%	0.0%	2.9%	0.0%	0.8%	57.1%	9.8%	5.7%	26.5%	11.4%	39.2%	49.4%	59.2%	3.7%
Royal Jamaica	333	330	92	80	5	12	0	124	17	0	0	73	110	70	77	113	152	62	97	132
	3.1%	3.1%	2.3%	3.0%	0.5%	0.9%	0.0%	15.9%	17.0%	0.0%	0.0%	2.2%	5.3%	3.1%	2.7%	4.4%	2.6%	2.7%	2.7%	11.3%
	100.0%	99.1%	27.6%	24.0%	1.5%	3.6%	0.0%	37.2%	5.1%	0.0%	0.0%	21.9%	33.0%	21.0%	23.1%	33.9%	45.6%	18.6%	29.1%	39.6%
Te-Amo	381	362	165	95	•23	16	6	50	0	7	0	55	121	85	120	177	150	54	78	62
	3.5%	3.4%	4.1%	3.6%	2.1%	1.2%	1.9%	6.4%	0.0%	2.4%	0.0%	1.6%	5.9%	3.7%	4.3%	6.9%	2.6%	2.3%	2.1%	5.3%
	100.0%	95.0%	43.3%	24.9%	6.0%	4.2%	1.6%	13.1%	0.0%	1.8%	0.0%	14.4%	31.8%	22.3%	31.5%	46.5%	39.4%	14.2%	20.5%	16.3%
Upmann/H. Upmann	677	664	354	148	74	76	8	0	2	2	1	119	112	224	215	109	270	294	296	19
	6.3%	6.3%	8.9%	5.6%	6.7%	5.8%	2.6%	0.0%	2.0%	0.7%	0.4%	3.6%	5.4%	9.8%	7.7%	4.3%	4.6%	12.7%	8.1%	1.6%
	100.0%	98.1%	52.3%	21.9%	10.9%	11.2%	1.2%	0.0%	0.3%	0.3%	0.1%	17.6%	16.5%	33.1%	31.8%	16.1%	39.9%	43.4%	43.7%	2.8%
Net - General Cigar Holdings	4538	4453	1779	1088	518	526	236	135	45	126	151	1621	783	835	1144	1091	2446	992	1621	475
	42.2%	42.2%	44.6%	40.9%	46.6%	40.4%	75.4%	17.3%	45.0%	43.0%	62.7%	48.5%	38.0%	36.7%	40.8%	42.8%	41.9%	42.7%	44.5%	40.5%
	100.0%	98.1%	39.2%	24.0%	11.4%	11.6%	5.2%	3.0%	1.0%	2.8%	3.3%	35.7%	17.3%	18.4%	25.2%	24.0%	53.9%	21.9%	35.7%	10.5%
SubNet-General Cigar Holdings - Premium	4538	4453	1779	1088	518	526	236	135	45	126	151	1621	783	835	1144	1091	2446	992	1621	475
	42.2%	42.2%	44.6%	40.9%	46.6%	40.4%	75.4%	17.3%	45.0%	43.0%	62.7%	48.5%	38.0%	36.7%	40.8%	42.8%	41.9%	42.7%	44.5%	40.5%
	100.0%	98.1%	39.2%	24.0%	11.4%	11.6%	5.2%	3.0%	1.0%	2.8%	3.3%	35.7%	17.3%	18.4%	25.2%	24.0%	53.9%	21.9%	35.7%	10.5%
SubNet - General Cigar Co.	3002	2917	1061	599	371	433	229	59	40	125	121	1098	652	593	534	890	1633	474	975	384
	27.9%	27.6%	26.6%	22.5%	33.4%	33.3%	73.2%	7.6%	40.0%	42.7%	50.2%	32.9%	31.6%	26.0%	19.1%	34.9%	28.0%	20.4%	26.7%	32.8%
	100.0%	97.2%	35.3%	20.0%	12.4%	14.4%	7.6%	2.0%	1.3%	4.2%	4.0%	36.6%	21.7%	19.8%	17.8%	29.6%	54.4%	15.8%	32.5%	12.8%
Sub-Subnet - Premium	3002	2917	1061	599	371	433	229	59	40	125	121	1098	652	593	534	890	1633	474	975	384
	27.9%	27.6%	26.6%	22.5%	33.4%	33.3%	73.2%	7.6%	40.0%	42.7%	50.2%	32.9%	31.6%	26.0%	19.1%	34.9%	28.0%	20.4%	26.7%	32.8%
	100.0%	97.2%	35.3%	20.0%	12.4%	14.4%	7.6%	2.0%	1.3%	4.2%	4.0%	36.6%	21.7%	19.8%	17.8%	29.6%	54.4%	15.8%	32.5%	12.8%
Cohiba	487	475	151	26	111	159	20	1	1	6	32	225	54	72	102	148	221	116	100	53
	4.5%	4.5%	3.8%	1.0%	10.0%	12.2%	6.4%	0.1%	1.0%	2.0%	13.3%	6.7%	2.6%	3.2%	3.6%	5.8%	3.8%	5.0%	2.7%	4.5%
	100.0%	97.5%	31.0%	5.3%	22.8%	32.6%	4.1%	0.2%	0.2%	1.2%	6.6%	46.2%	11.1%	14.8%	20.9%	30.4%	45.4%	23.8%	20.5%	10.9%
Cifuentes	44	44	5	5	19	0	15	0	0	0	2	27	6	8	1	5	31	8	13	2
	0.4%	0.4%	0.1%	0.2%	1.7%	0.0%	4.8%	0.0%	0.0%	0.0%	0.8%	0.8%	0.3%	0.4%	0.0%	0.2%	0.5%	0.3%	0.4%	0.2%
	100.0%	100.0%	11.4%	11.4%	43.2%	0.0%	34.1%	0.0%	0.0%	0.0%	4.5%	61.4%	13.6%	18.2%	2.3%	11.4%	70.5%	18.2%	29.5%	4.5%
Macanudo	1582	1524	469	421	181	168	154	28	32	71	42	617	346	326	249	629	853	100	449	178
	14.7%	14.4%	11.7%	15.8%	16.3%	12.9%	49.2%	3.6%	32.0%	24.2%	17.4%	18.5%	16.8%	14.3%	8.9%	24.7%	14.6%	4.3%	12.3%	15.2%
	100.0%	96.3%	29.6%	26.6%	11.4%	10.6%	9.7%	1.8%	2.0%	4.5%	2.7%	39.0%	21.9%	20.6%	15.7%	39.8%	53.9%	6.3%	28.4%	11.3%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Premium

Base: Total cigars purchased past 3 months (Q19D) - Premium

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	10741 100.0% 100.0%	10551 100.0% 98.2%	3992 100.0% 37.2%	2660 100.0% 24.8%	1111 100.0% 10.3%	1301 100.0% 12.1%	313 100.0% 2.9%	781 100.0% 7.3%	100 100.0% 0.9%	293 100.0% 2.7%	241 100.0% 2.2%	3339 100.0% 31.1%	2061 100.0% 19.2%	2277 100.0% 21.2%	2803 100.0% 26.1%	2547 100.0% 23.7%	5835 100.0% 54.3%	2324 100.0% 21.6%	3645 100.0% 33.9%	1172 100.0% 10.9%
Macanudo Vintage	211 2.0% 100.0%	196 1.9% 92.9%	88 2.2% 41.7%	20 0.8% 9.5%	5 0.5% 2.4%	32 2.5% 15.2%	8 2.6% 3.8%	0 0.0% 0.0%	3 3.0% 1.4%	40 13.7% 19.0%	31 12.9% 14.7%	37 1.1% 17.5%	79 3.8% 37.4%	62 2.7% 29.4%	2 0.1% 0.9%	47 1.8% 22.3%	146 2.5% 69.2%	15 0.6% 7.1%	30 0.8% 14.2%	48 4.1% 22.7%
Partagas	653 6.1% 100.0%	653 6.2% 100.0%	333 8.3% 51.0%	126 4.7% 19.3%	50 4.5% 7.7%	74 5.7% 11.3%	28 8.9% 4.3%	30 3.8% 4.6%	4 4.0% 0.6%	8 2.7% 1.2%	14 5.8% 2.1%	185 5.5% 28.3%	167 8.1% 25.6%	121 5.3% 18.5%	166 5.9% 25.4%	57 2.2% 8.7%	375 6.4% 57.4%	221 9.5% 33.8%	370 10.2% 56.7%	103 8.8% 15.8%
Partagas Limited Reserve	25 0.2% 100.0%	25 0.2% 100.0%	15 0.4% 60.0%	1 0.0% 4.0%	5 0.5% 20.0%	0 0.0% 0.0%	4 1.3% 16.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 0.2% 28.0%	0 0.0% 0.0%	4 0.2% 16.0%	14 0.5% 56.0%	4 0.2% 16.0%	7 0.1% 28.0%	14 0.6% 56.0%	13 0.4% 52.0%	0 0.0% 0.0%
SubNet - Villazon	1536 14.3% 100.0%	1536 14.6% 100.0%	718 18.0% 46.7%	489 18.4% 31.8%	147 13.2% 9.6%	93 7.1% 6.1%	7 2.2% 0.5%	76 9.7% 4.9%	5 5.0% 0.3%	1 0.3% 0.1%	30 12.4% 2.0%	523 15.7% 34.0%	131 6.4% 8.5%	242 10.6% 15.8%	610 21.8% 39.7%	201 7.9% 13.1%	813 13.9% 52.9%	518 22.3% 33.7%	646 17.7% 42.1%	91 7.8% 5.9%
Hoyo de Monterrey	419 3.9% 100.0%	419 4.0% 100.0%	271 6.8% 64.7%	103 3.9% 24.6%	14 1.3% 3.3%	28 2.2% 6.7%	0 0.0% 0.0%	1 0.1% 0.2%	2 2.0% 0.5%	0 0.0% 0.0%	0 0.0% 0.0%	201 6.0% 48.0%	26 1.3% 6.2%	73 3.2% 17.4%	119 4.2% 28.4%	18 0.7% 4.3%	265 4.5% 63.2%	136 5.9% 32.5%	239 6.6% 57.0%	57 4.9% 13.6%
Hoyo de Monterrey Excalibur	350 3.3% 100.0%	350 3.3% 100.0%	151 3.8% 43.1%	142 5.3% 40.6%	15 1.4% 4.3%	20 1.5% 5.7%	2 0.6% 0.6%	20 2.6% 5.7%	0 0.0% 0.0%	0 0.0% 0.0%	20 8.3% 5.7%	120 3.6% 34.3%	13 0.6% 3.7%	56 2.5% 16.0%	141 5.0% 40.3%	118 4.6% 33.7%	182 3.1% 52.0%	50 2.2% 14.3%	112 3.1% 32.0%	0 0.0% 0.0%
Punch	654 6.1% 100.0%	654 6.2% 100.0%	273 6.8% 41.7%	244 9.2% 37.3%	64 5.8% 9.8%	35 2.7% 5.4%	5 1.6% 0.8%	30 3.8% 4.6%	2 2.0% 0.3%	1 0.3% 0.2%	10 4.1% 1.5%	183 5.5% 28.0%	33 1.6% 5.0%	113 5.0% 17.3%	315 11.2% 48.2%	61 2.4% 9.3%	261 4.5% 39.9%	332 14.3% 50.8%	257 7.1% 39.3%	34 2.9% 5.2%
Punch Grand Cru	113 1.1% 100.0%	113 1.1% 100.0%	23 0.6% 20.4%	0 0.0% 0.0%	54 4.9% 47.8%	10 0.8% 8.8%	0 0.0% 0.0%	25 3.2% 22.1%	1 1.0% 0.9%	0 0.0% 0.0%	0 0.0% 0.0%	19 0.6% 16.8%	59 2.9% 52.2%	0 0.0% 0.0%	35 1.2% 31.0%	4 0.2% 3.5%	105 1.8% 92.9%	0 0.0% 0.0%	38 1.0% 33.6%	0 0.0% 0.0%
Net - JR Tobacco Brands	554 5.2% 100.0%	534 5.1% 96.4%	199 5.0% 35.9%	202 7.6% 36.5%	51 4.6% 9.2%	0 0.0% 0.0%	7 2.2% 1.3%	50 6.4% 9.0%	0 0.0% 0.0%	25 8.5% 4.5%	0 0.0% 0.0%	225 6.7% 40.6%	99 4.8% 17.9%	115 5.1% 20.8%	115 4.1% 20.8%	50 2.0% 9.0%	447 7.7% 80.7%	57 2.5% 10.3%	341 9.4% 61.6%	32 2.7% 5.8%
El Rey Del Mundo	123 1.1% 100.0%	103 1.0% 83.7%	94 2.4% 76.4%	4 0.2% 3.3%	1 0.1% 0.8%	0 0.0% 0.0%	4 1.3% 3.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	32 1.0% 26.0%	61 3.0% 49.6%	30 1.3% 24.4%	0 0.0% 0.0%	40 1.6% 32.5%	76 1.3% 61.8%	7 0.3% 5.7%	47 1.3% 38.2%	4 0.3% 3.3%
J.R. Ultimates	431 4.0% 100.0%	431 4.1% 100.0%	105 2.6% 24.4%	198 7.4% 45.9%	50 4.5% 11.6%	0 0.0% 0.0%	3 1.0% 0.7%	50 6.4% 11.6%	0 0.0% 0.0%	25 8.5% 5.8%	0 0.0% 0.0%	193 5.8% 44.8%	38 1.8% 8.8%	85 3.7% 19.7%	115 4.1% 26.7%	10 0.4% 2.3%	371 6.4% 86.1%	50 2.2% 11.6%	294 8.1% 68.2%	28 2.4% 6.5%
Net - Tabacalera	173 1.6% 100.0%	172 1.6% 99.4%	72 1.8% 41.6%	23 0.9% 13.3%	22 2.0% 12.7%	41 3.2% 23.7%	12 3.8% 6.9%	0 0.0% 0.0%	2 2.0% 1.2%	0 0.0% 0.0%	8 3.3% 4.6%	70 2.1% 40.5%	3 0.1% 1.7%	25 1.1% 14.5%	67 2.4% 38.7%	37 1.5% 21.4%	99 1.7% 57.2%	33 1.4% 19.1%	22 0.6% 12.7%	37 3.2% 21.4%
Romeo y Julieta	173 1.6% 100.0%	172 1.6% 99.4%	72 1.8% 41.6%	23 0.9% 13.3%	22 2.0% 12.7%	41 3.2% 23.7%	12 3.8% 6.9%	0 0.0% 0.0%	2 2.0% 1.2%	0 0.0% 0.0%	8 3.3% 4.6%	70 2.1% 40.5%	3 0.1% 1.7%	25 1.1% 14.5%	67 2.4% 38.7%	37 1.5% 21.4%	99 1.7% 57.2%	33 1.4% 19.1%	22 0.6% 12.7%	37 3.2% 21.4%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Premium

Base: Total cigars purchased past 3 months (Q19D) - Premium

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	10741	10551	3992	2660	1111	1301	313	781	100	293	241	3339	2061	2277	2803	2547	5835	2324	3645	1172
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.2%	37.2%	24.8%	10.3%	12.1%	2.9%	7.3%	0.9%	2.7%	2.2%	31.1%	19.2%	21.2%	26.1%	23.7%	54.3%	21.6%	33.9%	10.9%
Net - Other	3425	3381	965	916	322	596	37	392	25	128	75	960	630	818	935	851	1896	671	972	352
	31.9%	32.0%	24.2%	34.4%	29.0%	45.8%	11.8%	50.2%	25.0%	43.7%	31.1%	28.8%	30.6%	35.9%	33.4%	33.4%	32.5%	28.9%	26.7%	30.0%
	100.0%	98.7%	28.2%	26.7%	9.4%	17.4%	1.1%	11.4%	0.7%	3.7%	2.2%	28.0%	18.4%	23.9%	27.3%	24.8%	55.4%	19.6%	28.4%	10.3%
Ashton	219	218	63	76	28	2	9	10	6	24	1	72	43	77	26	63	103	53	67	46
	2.0%	2.1%	1.6%	2.9%	2.5%	0.2%	2.9%	1.3%	6.0%	8.2%	0.4%	2.2%	2.1%	3.4%	0.9%	2.5%	1.8%	2.3%	1.8%	3.9%
	100.0%	99.5%	28.8%	34.7%	12.8%	0.9%	4.1%	4.6%	2.7%	11.0%	0.5%	32.9%	19.6%	35.2%	11.9%	28.8%	47.0%	24.2%	30.6%	21.0%
Bahia	144	132	10	7	5	60	0	50	0	0	0	64	13	60	7	70	62	12	17	53
	1.3%	1.3%	0.3%	0.3%	0.5%	4.6%	0.0%	6.4%	0.0%	0.0%	0.0%	1.9%	0.6%	2.6%	0.2%	2.7%	1.1%	0.5%	0.5%	4.5%
	100.0%	91.7%	6.9%	4.9%	3.5%	41.7%	0.0%	34.7%	0.0%	0.0%	0.0%	44.4%	9.0%	41.7%	4.9%	48.6%	43.1%	8.3%	11.8%	36.8%
Davidoff	191	191	139	13	34	0	2	2	1	0	0	37	37	56	61	13	121	57	106	1
	1.8%	1.8%	3.5%	0.5%	3.1%	0.0%	0.6%	0.3%	1.0%	0.0%	0.0%	1.1%	1.8%	2.5%	2.2%	0.5%	2.1%	2.5%	2.9%	0.1%
	100.0%	100.0%	72.8%	6.8%	17.8%	0.0%	1.0%	1.0%	0.5%	0.0%	0.0%	19.4%	19.4%	29.3%	31.9%	6.8%	63.4%	29.8%	55.5%	0.5%
Don Tomas	348	340	49	117	33	127	8	0	6	0	15	163	51	19	100	46	240	62	66	30
	3.2%	3.2%	1.2%	4.4%	3.0%	9.8%	2.6%	0.0%	6.0%	0.0%	6.2%	4.9%	2.5%	0.8%	3.6%	1.8%	4.1%	2.7%	1.8%	2.6%
	100.0%	97.7%	14.1%	33.6%	9.5%	36.5%	2.3%	0.0%	1.7%	0.0%	4.3%	46.8%	14.7%	5.5%	28.7%	13.2%	69.0%	17.8%	19.0%	8.6%
Dunhill	306	295	85	38	44	18	14	91	5	0	46	61	36	54	102	99	189	11	52	59
	2.8%	2.8%	2.1%	1.4%	4.0%	1.4%	4.5%	11.7%	5.0%	0.0%	19.1%	1.8%	1.7%	2.4%	3.6%	3.9%	3.2%	0.5%	1.4%	5.0%
	100.0%	96.4%	27.8%	12.4%	14.4%	5.9%	4.6%	29.7%	1.6%	0.0%	15.0%	19.9%	11.8%	17.6%	33.3%	32.4%	61.8%	3.6%	17.0%	19.3%
Fuente/Arturo Fuente	928	916	435	175	107	189	4	0	3	3	13	355	212	154	194	65	521	342	486	40
	8.6%	8.7%	10.9%	6.6%	9.6%	14.5%	1.3%	0.0%	3.0%	1.0%	5.4%	10.6%	10.3%	6.8%	6.9%	2.6%	8.9%	14.7%	13.3%	3.4%
	100.0%	98.7%	46.9%	18.9%	11.5%	20.4%	0.4%	0.0%	0.3%	0.3%	1.4%	38.3%	22.8%	16.6%	20.9%	7.0%	56.1%	36.9%	52.4%	4.3%
Thompson	1289	1289	184	490	71	200	0	239	4	101	0	208	238	398	445	495	660	134	178	123
	12.0%	12.2%	4.6%	18.4%	6.4%	15.4%	0.0%	30.6%	4.0%	34.5%	0.0%	6.2%	11.5%	17.5%	15.9%	19.4%	11.3%	5.8%	4.9%	10.5%
	100.0%	100.0%	14.3%	38.0%	5.5%	15.5%	0.0%	18.5%	0.3%	7.8%	0.0%	16.1%	18.5%	30.9%	34.5%	38.4%	51.2%	10.4%	13.8%	9.5%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Mass

Base: Total cigars purchased past 3 months (Q19D) - Mass

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	22321 100.0% 100.0%	20745 100.0% 92.9%	2356 100.0% 10.6%	2462 100.0% 11.0%	579 100.0% 2.6%	2435 100.0% 10.9%	453 100.0% 2.0%	7613 100.0% 34.1%	1758 100.0% 7.9%	3089 100.0% 13.8%	1011 100.0% 4.5%	5482 100.0% 24.6%	4199 100.0% 18.8%	5118 100.0% 22.9%	6374 100.0% 28.6%	10782 100.0% 48.3%	10501 100.0% 47.0%	924 100.0% 4.1%	2006 100.0% 9.0%	7180 100.0% 32.2%
Net - Consolidated Cigar Co.	6256 28.0% 100.0%	5799 28.0% 92.7%	726 30.8% 11.6%	941 38.2% 15.0%	362 62.5% 5.8%	689 28.3% 11.0%	49 10.8% 0.8%	1709 22.4% 27.3%	603 34.3% 9.6%	720 23.3% 11.5%	203 20.1% 3.2%	575 10.5% 9.2%	1249 29.7% 20.0%	1591 31.1% 25.4%	2583 40.5% 41.3%	2888 26.8% 46.2%	3036 28.9% 48.5%	332 35.9% 5.3%	598 29.8% 9.6%	1761 24.5% 28.1%
Antonio y Cleopatra	2062 9.2% 100.0%	2018 9.7% 97.9%	337 14.3% 16.3%	508 20.6% 24.6%	277 47.8% 13.4%	370 15.2% 17.9%	3 0.7% 0.1%	378 5.0% 18.3%	93 5.3% 4.5%	52 1.7% 2.5%	0 0.0% 0.0%	233 4.3% 11.3%	340 8.1% 16.5%	466 9.1% 22.6%	1011 15.9% 49.0%	979 9.1% 47.5%	944 9.0% 45.8%	139 15.0% 6.7%	309 15.4% 15.0%	413 5.8% 20.0%
Backwoods	1310 5.9% 100.0%	1155 5.6% 88.2%	36 1.5% 2.7%	161 6.5% 12.3%	28 4.8% 2.1%	106 4.4% 8.1%	33 7.3% 2.5%	231 3.0% 17.6%	275 15.6% 21.0%	285 9.2% 21.8%	158 15.6% 12.1%	138 2.5% 10.5%	523 12.5% 39.9%	245 4.8% 18.7%	246 3.9% 18.8%	678 6.3% 51.8%	627 6.0% 47.9%	5 0.5% 0.4%	43 2.1% 3.3%	714 9.9% 54.5%
Dutch Masters	1980 8.9% 100.0%	1728 8.3% 87.3%	220 9.3% 11.1%	157 6.4% 7.9%	14 2.4% 0.7%	139 5.7% 7.0%	4 0.9% 0.2%	888 11.7% 44.8%	194 11.0% 9.8%	112 3.6% 5.7%	10 1.0% 0.5%	103 1.9% 5.2%	289 6.9% 14.6%	741 14.5% 37.4%	815 12.8% 41.2%	786 7.3% 39.7%	1055 10.0% 53.3%	139 15.0% 7.0%	182 9.1% 9.2%	464 6.5% 23.4%
El Producto	406 1.8% 100.0%	402 1.9% 99.0%	41 1.7% 10.1%	95 3.9% 23.4%	38 6.6% 9.4%	53 2.2% 13.1%	7 1.5% 1.7%	80 1.1% 19.7%	29 1.6% 7.1%	59 1.9% 14.5%	31 3.1% 7.6%	87 1.6% 21.4%	41 1.0% 10.1%	88 1.7% 21.7%	156 2.4% 38.4%	144 1.3% 35.5%	247 2.4% 60.8%	15 1.6% 3.7%	26 1.3% 6.4%	140 1.9% 34.5%
Muriel	498 2.2% 100.0%	496 2.4% 99.6%	92 3.9% 18.5%	20 0.8% 4.0%	5 0.9% 1.0%	21 0.9% 4.2%	2 0.4% 0.4%	132 1.7% 26.5%	12 0.7% 2.4%	212 6.9% 42.6%	4 0.4% 0.8%	14 0.3% 2.8%	56 1.3% 11.2%	51 1.0% 10.2%	355 5.6% 71.3%	301 2.8% 60.4%	163 1.6% 32.7%	34 3.7% 6.8%	38 1.9% 7.6%	30 0.4% 6.0%
Net - General Cigar Holdings	3660 16.4% 100.0%	3445 16.6% 94.1%	533 22.6% 14.6%	355 14.4% 9.7%	79 13.6% 2.2%	402 16.5% 11.0%	152 33.6% 4.2%	1077 14.1% 29.4%	217 12.3% 5.9%	630 20.4% 17.2%	65 6.4% 1.8%	878 16.0% 24.0%	798 19.0% 21.8%	777 15.2% 21.2%	1138 17.9% 31.1%	1576 14.6% 43.1%	1904 18.1% 52.0%	172 18.6% 4.7%	405 20.2% 11.1%	1033 14.4% 28.2%
SubNet - General Cigar Co.	3660 16.4% 100.0%	3445 16.6% 94.1%	533 22.6% 14.6%	355 14.4% 9.7%	79 13.6% 2.2%	402 16.5% 11.0%	152 33.6% 4.2%	1077 14.1% 29.4%	217 12.3% 5.9%	630 20.4% 17.2%	65 6.4% 1.8%	878 16.0% 24.0%	798 19.0% 21.8%	777 15.2% 21.2%	1138 17.9% 31.1%	1576 14.6% 43.1%	1904 18.1% 52.0%	172 18.6% 4.7%	405 20.2% 11.1%	1033 14.4% 28.2%
Garcia y Vega/Whiffs	1403 6.3% 100.0%	1314 6.3% 93.7%	306 13.0% 21.8%	163 6.6% 11.6%	57 9.8% 4.1%	171 7.0% 12.2%	136 30.0% 9.7%	247 3.2% 17.6%	36 2.0% 2.6%	198 6.4% 14.1%	24 2.4% 1.7%	498 9.1% 35.5%	235 5.6% 16.7%	305 6.0% 21.7%	341 5.3% 24.3%	592 5.5% 42.2%	808 7.7% 57.6%	1 0.1% 0.1%	86 4.3% 6.1%	308 4.3% 22.0%
Tiparillo	1082 4.8% 100.0%	1062 5.1% 98.2%	115 4.9% 10.6%	20 0.8% 1.8%	16 2.8% 1.5%	139 5.7% 12.8%	4 0.9% 0.4%	328 4.3% 30.3%	115 6.5% 10.6%	325 10.5% 30.0%	15 1.5% 1.4%	254 4.6% 23.5%	300 7.1% 27.7%	358 7.0% 33.1%	155 2.4% 14.3%	830 7.7% 76.7%	251 2.4% 23.2%	1 0.1% 0.1%	20 1.0% 1.8%	470 6.5% 43.4%
White Owl	1019 4.6% 100.0%	913 4.4% 89.6%	62 2.6% 6.1%	163 6.6% 16.0%	6 1.0% 0.6%	84 3.4% 8.2%	7 1.5% 0.7%	447 5.9% 43.9%	39 2.2% 3.8%	105 3.4% 10.3%	26 2.6% 2.6%	115 2.1% 11.3%	221 5.3% 21.7%	99 1.9% 9.7%	554 8.7% 54.4%	129 1.2% 12.7%	719 6.8% 70.6%	167 18.1% 16.4%	291 14.5% 28.6%	242 3.4% 23.7%
William Penn	156 0.7% 100.0%	156 0.8% 100.0%	50 2.1% 32.1%	9 0.4% 5.8%	0 0.0% 0.0%	8 0.3% 5.1%	5 1.1% 3.2%	55 0.7% 35.3%	27 1.5% 17.3%	2 0.1% 1.3%	0 0.0% 0.0%	11 0.2% 7.1%	42 1.0% 26.9%	15 0.3% 9.6%	88 1.4% 56.4%	25 0.2% 16.0%	126 1.2% 80.8%	3 0.3% 1.9%	8 0.4% 5.1%	13 0.2% 8.3%
Net - Swisher International	7073 31.7% 100.0%	6357 30.6% 89.9%	624 26.5% 8.8%	668 27.1% 9.4%	110 19.0% 1.6%	758 31.1% 10.7%	107 23.6% 1.5%	2780 36.5% 39.3%	412 23.4% 5.8%	898 29.1% 12.7%	455 45.0% 6.4%	2334 42.6% 33.0%	1106 26.3% 15.6%	1797 35.1% 25.4%	1328 20.8% 18.8%	4012 37.2% 56.7%	2771 26.4% 39.2%	281 30.4% 4.0%	493 24.6% 7.0%	2291 31.9% 32.4%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Mass

Base: Total cigars purchased past 3 months (Q19D) - Mass

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	22321	20745	2356	2462	579	2435	453	7613	1758	3089	1011	5482	4199	5118	6374	10782	10501	924	2006	7180
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	92.9%	10.6%	11.0%	2.6%	10.9%	2.0%	34.1%	7.9%	13.8%	4.5%	24.6%	18.8%	22.9%	28.6%	48.3%	47.0%	4.1%	9.0%	32.2%
Bering	442	404	117	92	11	9	0	145	20	10	10	39	59	223	93	169	180	93	81	79
	2.0%	1.9%	5.0%	3.7%	1.9%	0.4%	0.0%	1.9%	1.1%	0.3%	1.0%	0.7%	1.4%	4.4%	1.5%	1.6%	1.7%	10.1%	4.0%	1.1%
	100.0%	91.4%	26.5%	20.8%	2.5%	2.0%	0.0%	32.8%	4.5%	2.3%	2.3%	8.8%	13.3%	50.5%	21.0%	38.2%	40.7%	21.0%	18.3%	17.9%
King Edward	1223	1041	182	9	16	98	3	473	99	161	63	458	86	96	506	552	566	101	42	216
	5.5%	5.0%	7.7%	0.4%	2.8%	4.0%	0.7%	6.2%	5.6%	5.2%	6.2%	8.4%	2.0%	1.9%	7.9%	5.1%	5.4%	10.9%	2.1%	3.0%
	100.0%	85.1%	14.9%	0.7%	1.3%	8.0%	0.2%	38.7%	8.1%	13.2%	5.2%	37.4%	7.0%	7.8%	41.4%	45.1%	46.3%	8.3%	3.4%	17.7%
La Prima Dora	44	44	0	0	10	3	1	30	0	0	3	1	0	40	0	3	1	40	0	0
	0.2%	0.2%	0.0%	0.0%	1.7%	0.1%	0.2%	0.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	22.7%	6.8%	2.3%	68.2%	0.0%	0.0%	6.8%	2.3%	0.0%	90.9%	0.0%	6.8%	2.3%	90.9%	0.0%	0.0%
Swisher Sweets	5364	4868	325	567	73	648	103	2132	293	727	379	1836	961	1438	729	3288	2024	47	370	1996
	24.0%	23.5%	13.8%	23.0%	12.6%	26.6%	22.7%	28.0%	16.7%	23.5%	37.5%	33.5%	22.9%	28.1%	11.4%	30.5%	19.3%	5.1%	18.4%	27.8%
	100.0%	90.8%	6.1%	10.6%	1.4%	12.1%	1.9%	39.7%	5.5%	13.6%	7.1%	34.2%	17.9%	26.8%	13.6%	61.3%	37.7%	0.9%	6.9%	37.2%
Net - Tabacalera	4788	4636	473	478	26	561	145	1741	401	811	288	1456	959	814	1246	2020	2532	139	510	1888
	21.5%	22.3%	20.1%	19.4%	4.5%	23.0%	32.0%	22.9%	22.8%	26.3%	28.5%	26.6%	22.8%	15.9%	19.5%	18.7%	24.1%	15.0%	25.4%	26.3%
	100.0%	96.8%	9.9%	10.0%	0.5%	11.7%	3.0%	36.4%	8.4%	16.9%	6.0%	30.4%	20.0%	17.0%	26.0%	42.2%	52.9%	2.9%	10.7%	39.4%
Black & Gold/Black & Mild	1787	1714	36	243	16	149	121	708	133	308	138	577	511	264	277	924	662	107	103	786
	8.0%	8.3%	1.5%	9.9%	2.8%	6.1%	26.7%	9.3%	7.6%	10.0%	13.6%	10.5%	12.2%	5.2%	4.3%	8.6%	6.3%	11.6%	5.1%	10.9%
	100.0%	95.9%	2.0%	13.6%	0.9%	8.3%	6.8%	39.6%	7.4%	17.2%	7.7%	32.3%	28.6%	14.8%	15.5%	51.7%	37.0%	6.0%	5.8%	44.0%
Hav-a-Tampa/Jewels	1663	1612	144	46	6	279	23	589	150	375	45	663	233	342	375	644	1004	12	116	794
	7.5%	7.8%	6.1%	1.9%	1.0%	11.5%	5.1%	7.7%	8.5%	12.1%	4.5%	12.1%	5.5%	6.7%	5.9%	6.0%	9.6%	1.3%	5.8%	11.1%
	100.0%	96.9%	8.7%	2.8%	0.4%	16.8%	1.4%	35.4%	9.0%	22.5%	2.7%	39.9%	14.0%	20.6%	22.5%	38.7%	60.4%	0.7%	7.0%	47.7%
Phillies	1338	1310	293	189	4	133	1	444	118	128	105	216	215	208	594	452	866	20	291	308
	6.0%	6.3%	12.4%	7.7%	0.7%	5.5%	0.2%	5.8%	6.7%	4.1%	10.4%	3.9%	5.1%	4.1%	9.3%	4.2%	8.2%	2.2%	14.5%	4.3%
	100.0%	97.9%	21.9%	14.1%	0.3%	9.9%	0.1%	33.2%	8.8%	9.6%	7.8%	16.1%	16.1%	15.5%	44.4%	33.8%	64.7%	1.5%	21.7%	23.0%
Net - Other	544	508	0	20	2	25	0	306	125	30	0	239	87	139	79	286	258	0	0	207
	2.4%	2.4%	0.0%	0.8%	0.3%	1.0%	0.0%	4.0%	7.1%	1.0%	0.0%	4.4%	2.1%	2.7%	1.2%	2.7%	2.5%	0.0%	0.0%	2.9%
	100.0%	93.4%	0.0%	3.7%	0.4%	4.6%	0.0%	56.3%	23.0%	5.5%	0.0%	43.9%	16.0%	25.6%	14.5%	52.6%	47.4%	0.0%	0.0%	38.1%
Middleton	544	508	0	20	2	25	0	306	125	30	0	239	87	139	79	286	258	0	0	207
	2.4%	2.4%	0.0%	0.8%	0.3%	1.0%	0.0%	4.0%	7.1%	1.0%	0.0%	4.4%	2.1%	2.7%	1.2%	2.7%	2.5%	0.0%	0.0%	2.9%
	100.0%	93.4%	0.0%	3.7%	0.4%	4.6%	0.0%	56.3%	23.0%	5.5%	0.0%	43.9%	16.0%	25.6%	14.5%	52.6%	47.4%	0.0%	0.0%	38.1%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
SuperNet - Premium	398 32.4% 100.0%	384 33.4% 96.5%	81 58.3% 20.4%	52 41.9% 13.1%	105 62.5% 26.4%	57 30.3% 14.3%	50 36.8% 12.6%	8 6.9% 2.0%	18 17.1% 4.5%	13 7.6% 3.3%	22 23.9% 5.5%	164 42.3% 41.2%	71 32.6% 17.8%	72 29.1% 18.1%	69 25.5% 17.3%	120 25.3% 30.2%	226 35.4% 56.8%	51 51.5% 12.8%	63 48.5% 15.8%	97 20.7% 24.4%
SuperNet - Mass	440 35.8% 100.0%	399 34.8% 90.7%	24 17.3% 5.5%	28 22.6% 6.4%	10 6.0% 2.3%	66 35.1% 15.0%	30 22.1% 6.8%	79 68.1% 18.0%	52 49.5% 11.8%	110 64.0% 25.0%	33 35.9% 7.5%	107 27.6% 24.3%	80 36.7% 18.2%	93 37.7% 21.1%	120 44.3% 27.3%	226 47.7% 51.4%	200 31.3% 45.5%	7 7.1% 1.6%	27 20.8% 6.1%	202 43.2% 45.9%
Net - Consolidated Cigar Co.	195 15.9% 100.0%	181 15.8% 92.8%	22 15.8% 11.3%	20 16.1% 10.3%	25 14.9% 12.8%	32 17.0% 16.4%	8 5.9% 4.1%	25 21.6% 12.8%	20 19.0% 10.3%	29 16.9% 14.9%	8 8.7% 4.1%	45 11.6% 23.1%	30 13.8% 15.4%	41 16.6% 21.0%	69 25.5% 35.4%	70 14.8% 35.9%	107 16.8% 54.9%	16 16.2% 8.2%	20 15.4% 10.3%	61 13.0% 31.3%
Subnet - Premium	69 5.6% 100.0%	67 5.8% 97.1%	16 11.5% 23.2%	9 7.3% 13.0%	19 11.3% 27.5%	13 6.9% 18.8%	2 1.5% 2.9%	2 1.7% 2.9%	4 3.8% 5.8%	2 1.2% 2.9%	3 3.3% 4.3%	26 6.7% 37.7%	14 6.4% 20.3%	11 4.5% 15.9%	15 5.5% 21.7%	19 4.0% 27.5%	36 5.6% 52.2%	13 13.1% 18.8%	15 11.5% 21.7%	10 2.1% 14.5%
Don Diego	15 1.2% 100.0%	14 1.2% 93.3%	5 3.6% 33.3%	1 0.8% 6.7%	3 1.8% 20.0%	2 1.1% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 6.7%	2 1.2% 13.3%	1 1.1% 6.7%	3 0.8% 20.0%	6 2.8% 40.0%	1 0.4% 6.7%	4 1.5% 26.7%	3 0.6% 20.0%	10 1.6% 66.7%	1 1.0% 6.7%	1 0.8% 6.7%	5 1.1% 33.3%
Montecristo	20 1.6% 100.0%	20 1.7% 100.0%	5 3.6% 25.0%	3 2.4% 15.0%	7 4.2% 35.0%	2 1.1% 10.0%	1 0.7% 5.0%	0 0.0% 0.0%	2 1.9% 10.0%	0 0.0% 0.0%	2 2.2% 10.0%	11 2.8% 55.0%	3 1.4% 15.0%	2 0.8% 10.0%	2 0.7% 10.0%	7 1.5% 35.0%	8 1.3% 40.0%	5 5.1% 25.0%	4 3.1% 20.0%	1 0.2% 5.0%
Royal Jamaica	10 0.8% 100.0%	9 0.8% 90.0%	3 2.2% 30.0%	2 1.6% 20.0%	0 0.0% 0.0%	2 1.1% 20.0%	0 0.0% 0.0%	1 0.9% 10.0%	1 1.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.5% 20.0%	2 0.9% 20.0%	2 0.8% 20.0%	4 1.5% 40.0%	2 0.4% 20.0%	5 0.8% 50.0%	3 3.0% 30.0%	4 3.1% 40.0%	2 0.4% 20.0%
Te-Amo	9 0.7% 100.0%	9 0.8% 100.0%	3 2.2% 33.3%	1 0.8% 11.1%	2 1.2% 22.2%	2 1.1% 22.2%	0 0.0% 0.0%	1 0.9% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 0.8% 33.3%	2 0.9% 22.2%	1 0.4% 11.1%	3 1.1% 33.3%	3 0.6% 33.3%	5 0.8% 55.6%	1 1.0% 11.1%	3 2.3% 33.3%	1 0.2% 11.1%
Upmann/H. Upmann	15 1.2% 100.0%	15 1.3% 100.0%	0 0.0% 0.0%	2 1.6% 13.3%	7 4.2% 46.7%	5 2.7% 33.3%	1 0.7% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 1.8% 46.7%	1 0.5% 6.7%	5 2.0% 33.3%	2 0.7% 13.3%	4 0.8% 26.7%	8 1.3% 53.3%	3 3.0% 20.0%	3 2.3% 20.0%	1 0.2% 6.7%
Subnet - Mass	126 10.3% 100.0%	114 9.9% 90.5%	6 4.3% 4.8%	11 8.9% 8.7%	6 3.6% 4.8%	19 10.1% 15.1%	6 4.4% 4.8%	23 19.8% 18.3%	16 15.2% 12.7%	27 15.7% 21.4%	5 5.4% 4.0%	19 4.9% 15.1%	16 7.3% 12.7%	30 12.1% 23.8%	54 19.9% 42.9%	51 10.8% 40.5%	71 11.1% 56.3%	3 3.0% 2.4%	5 3.8% 4.0%	51 10.9% 40.5%
Antonio y Cleopatra	31 2.5% 100.0%	28 2.4% 90.3%	3 2.2% 9.7%	3 2.4% 9.7%	2 1.2% 6.5%	9 4.8% 29.0%	0 0.0% 0.0%	7 6.0% 22.6%	2 1.9% 6.5%	2 1.2% 6.5%	0 0.0% 0.0%	4 1.0% 12.9%	2 0.9% 6.5%	5 2.0% 16.1%	19 7.0% 61.3%	10 2.1% 32.3%	18 2.8% 58.1%	3 3.0% 9.7%	3 2.3% 9.7%	5 1.1% 16.1%
Backwoods	35 2.8% 100.0%	31 2.7% 88.6%	0 0.0% 0.0%	4 3.2% 11.4%	2 1.2% 5.7%	4 2.1% 11.4%	4 2.9% 11.4%	3 2.6% 8.6%	5 4.8% 14.3%	9 5.2% 25.7%	2 2.2% 5.7%	11 2.8% 31.4%	9 4.1% 25.7%	5 2.0% 14.3%	8 3.0% 22.9%	17 3.6% 48.6%	18 2.8% 51.4%	0 0.0% 0.0%	0 0.0% 0.0%	20 4.3% 57.1%
Dutch Masters	34 2.8% 100.0%	30 2.6% 88.2%	1 0.7% 2.9%	1 0.8% 2.9%	0 0.0% 0.0%	1 0.5% 2.9%	2 1.5% 5.9%	8 6.9% 23.5%	7 6.7% 20.6%	10 5.8% 29.4%	1 1.1% 2.9%	3 0.8% 8.8%	3 1.4% 8.8%	12 4.9% 35.3%	15 5.5% 44.1%	12 2.5% 35.3%	22 3.4% 64.7%	0 0.0% 0.0%	1 0.8% 2.9%	16 3.4% 47.1%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
El Producto	14	14	0	2	1	3	0	3	2	3	2	0	2	4	6	6	8	0	1	4
	1.1%	1.2%	0.0%	1.6%	0.6%	1.6%	0.0%	2.6%	1.9%	1.7%	2.2%	0.0%	0.9%	1.6%	2.2%	1.3%	1.3%	0.0%	0.8%	0.9%
	100.0%	100.0%	0.0%	14.3%	7.1%	21.4%	0.0%	21.4%	14.3%	21.4%	14.3%	0.0%	14.3%	28.6%	42.9%	42.9%	57.1%	0.0%	7.1%	28.6%
Muriel	12	11	2	1	1	2	0	2	0	3	0	1	0	4	6	6	5	0	0	6
	1.0%	1.0%	1.4%	0.8%	0.6%	1.1%	0.0%	1.7%	0.0%	1.7%	0.0%	0.3%	0.0%	1.6%	2.2%	1.3%	0.8%	0.0%	0.0%	1.3%
	100.0%	91.7%	16.7%	8.3%	8.3%	16.7%	0.0%	16.7%	0.0%	25.0%	0.0%	8.3%	0.0%	33.3%	50.0%	50.0%	41.7%	0.0%	0.0%	50.0%
Net - General Cigar Holdings	277	264	47	27	55	37	40	15	17	26	18	103	51	51	54	99	154	24	34	90
	22.5%	23.0%	33.8%	21.8%	32.7%	19.7%	29.4%	12.9%	16.2%	15.1%	19.6%	26.5%	23.4%	20.6%	19.9%	20.9%	24.1%	24.2%	26.2%	19.2%
	100.0%	95.3%	17.0%	9.7%	19.9%	13.4%	14.4%	5.4%	6.1%	9.4%	6.5%	37.2%	18.4%	18.4%	19.5%	35.7%	55.6%	8.7%	12.3%	32.5%
Subnet-General Cigar Holdings - Premium	208	199	41	25	55	25	33	3	10	7	13	86	38	38	33	66	120	22	27	57
	16.9%	17.3%	29.5%	20.2%	32.7%	13.3%	24.3%	2.6%	9.5%	4.1%	14.1%	22.2%	17.4%	15.4%	12.2%	13.9%	18.8%	22.2%	20.8%	12.2%
	100.0%	95.7%	19.7%	12.0%	26.4%	12.0%	15.9%	1.4%	4.8%	3.4%	6.3%	41.3%	18.3%	18.3%	15.9%	31.7%	57.7%	10.6%	13.0%	27.4%
SubNet - General Cigar Co.	242	230	39	20	47	34	36	14	15	25	16	87	45	47	47	90	135	17	26	85
	19.7%	20.0%	28.1%	16.1%	28.0%	18.1%	26.5%	12.1%	14.3%	14.5%	17.4%	22.4%	20.6%	19.0%	17.3%	19.0%	21.2%	17.2%	20.0%	18.2%
	100.0%	95.0%	16.1%	8.3%	19.4%	14.0%	14.9%	5.8%	6.2%	10.3%	6.6%	36.0%	18.6%	19.4%	19.4%	37.2%	55.8%	7.0%	10.7%	35.1%
Sub-Subnet - Premium	173	165	33	18	47	22	29	2	8	6	11	70	32	34	26	57	101	15	19	52
	14.1%	14.4%	23.7%	14.5%	28.0%	11.7%	21.3%	1.7%	7.6%	3.5%	12.0%	18.0%	14.7%	13.8%	9.6%	12.0%	15.8%	15.2%	14.6%	11.1%
	100.0%	95.4%	19.1%	10.4%	27.2%	12.7%	16.8%	1.2%	4.6%	3.5%	6.4%	40.5%	18.5%	19.7%	15.0%	32.9%	58.4%	8.7%	11.0%	30.1%
Cohiba	31	31	8	3	8	3	9	0	0	0	3	15	4	5	4	5	20	6	4	8
	2.5%	2.7%	5.8%	2.4%	4.8%	1.6%	6.6%	0.0%	0.0%	0.0%	3.3%	3.9%	1.8%	2.0%	1.5%	1.1%	3.1%	6.1%	3.1%	1.7%
	100.0%	100.0%	25.8%	9.7%	25.8%	9.7%	29.0%	0.0%	0.0%	0.0%	9.7%	48.4%	12.9%	16.1%	12.9%	16.1%	64.5%	19.4%	12.9%	25.8%
Cifuentes	3	3	1	0	1	0	1	0	0	0	0	2	0	0	1	0	3	0	0	0
	0.2%	0.3%	0.7%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.4%	0.0%	0.5%	0.0%	0.0%	0.0%
	100.0%	100.0%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	33.3%	0.0%	100.0%	0.0%	0.0%	0.0%
Macanudo	110	103	16	12	28	16	17	2	7	5	4	45	22	22	17	45	61	4	10	37
	9.0%	9.0%	11.5%	9.7%	16.7%	8.5%	12.5%	1.7%	6.7%	2.9%	4.3%	11.6%	10.1%	8.9%	6.3%	9.5%	9.6%	4.0%	7.7%	7.9%
	100.0%	93.6%	14.5%	10.9%	25.5%	14.5%	15.5%	1.8%	6.4%	4.5%	3.6%	40.9%	20.0%	20.0%	15.5%	40.9%	55.5%	3.6%	9.1%	33.6%
Macanudo Vintage	3	2	2	0	0	0	0	0	0	0	1	1	0	1	0	1	1	1	0	1
	0.2%	0.2%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.3%	0.0%	0.4%	0.0%	0.2%	0.2%	1.0%	0.0%	0.2%
	100.0%	66.7%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	33.3%	0.0%	33.3%	33.3%	33.3%	0.0%	33.3%
Partagas	23	23	5	3	9	3	2	0	1	0	2	6	6	6	3	5	14	4	5	5
	1.9%	2.0%	3.6%	2.4%	5.4%	1.6%	1.5%	0.0%	1.0%	0.0%	2.2%	1.5%	2.8%	2.4%	1.1%	1.1%	2.2%	4.0%	3.8%	1.1%
	100.0%	100.0%	21.7%	13.0%	39.1%	13.0%	8.7%	0.0%	4.3%	0.0%	8.7%	26.1%	26.1%	26.1%	13.0%	21.7%	60.9%	17.4%	21.7%	21.7%
Partagas Limited Reserve	3	3	1	0	1	0	0	0	0	1	1	1	0	0	1	1	2	0	0	1
	0.2%	0.3%	0.7%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	1.1%	0.3%	0.0%	0.0%	0.4%	0.2%	0.3%	0.0%	0.0%	0.2%
	100.0%	100.0%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	0.0%	33.3%	33.3%	66.7%	0.0%	0.0%	33.3%
Sub-Subnet - Mass	69	65	6	2	0	12	7	12	7	19	5	17	13	13	21	33	34	2	7	33
	5.6%	5.7%	4.3%	1.6%	0.0%	6.4%	5.1%	10.3%	6.7%	11.0%	5.4%	4.4%	6.0%	5.3%	7.7%	7.0%	5.3%	2.0%	5.4%	7.1%
	100.0%	94.2%	8.7%	2.9%	0.0%	17.4%	10.1%	17.4%	10.1%	27.5%	7.2%	24.6%	18.8%	18.8%	30.4%	47.8%	49.3%	2.9%	10.1%	47.8%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Garcia y Vega/Whiffs	23 1.9% 100.0%	21 1.8% 91.3%	2 1.4% 8.7%	1 0.8% 4.3%	0 0.0% 0.0%	6 3.2% 26.1%	3 2.2% 13.0%	2 1.7% 8.7%	1 1.0% 4.3%	6 3.5% 26.1%	1 1.1% 4.3%	6 1.5% 26.1%	3 1.4% 13.0%	5 2.0% 21.7%	8 3.0% 34.8%	12 2.5% 52.2%	11 1.7% 47.8%	0 0.0% 0.0%	2 1.5% 8.7%	9 1.9% 39.1%
Tiparillo	21 1.7% 100.0%	21 1.8% 100.0%	1 0.7% 4.8%	0 0.0% 0.0%	0 0.0% 0.0%	5 2.7% 23.8%	1 0.7% 4.8%	4 3.4% 19.0%	2 1.9% 9.5%	8 4.7% 38.1%	2 2.2% 9.5%	6 1.5% 28.6%	5 2.3% 23.8%	4 1.6% 19.0%	4 1.5% 19.0%	12 2.5% 57.1%	9 1.4% 42.9%	0 0.0% 0.0%	1 0.8% 4.8%	13 2.8% 61.9%
White Owl	19 1.5% 100.0%	17 1.5% 89.5%	1 0.7% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.5% 5.3%	1 0.7% 5.3%	6 5.2% 31.6%	3 2.9% 15.8%	5 2.9% 26.3%	1 1.1% 5.3%	4 1.0% 21.1%	4 1.8% 21.1%	3 1.2% 15.8%	7 2.6% 36.8%	8 1.7% 42.1%	9 1.4% 47.4%	2 2.0% 10.5%	3 2.3% 15.8%	8 1.7% 42.1%
William Penn	6 0.5% 100.0%	6 0.5% 100.0%	2 1.4% 33.3%	1 0.8% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.5% 33.3%	0 0.0% 0.0%	1 1.0% 16.7%	0 0.0% 0.0%	1 1.1% 16.7%	1 0.3% 16.7%	1 0.5% 16.7%	1 0.4% 16.7%	2 0.7% 33.3%	1 0.2% 16.7%	5 0.8% 83.3%	0 0.0% 0.0%	1 0.8% 16.7%	3 0.6% 50.0%
SubNet - Villazon	35 2.8% 100.0%	34 3.0% 97.1%	8 5.8% 22.9%	7 5.6% 20.0%	8 4.8% 22.9%	3 1.6% 8.6%	4 2.9% 11.4%	1 0.9% 2.9%	2 1.9% 5.7%	1 0.6% 2.9%	2 2.2% 5.7%	16 4.1% 45.7%	6 2.8% 17.1%	4 1.6% 11.4%	7 2.6% 20.0%	9 1.9% 25.7%	19 3.0% 54.3%	7 7.1% 20.0%	8 6.2% 22.9%	5 1.1% 14.3%
Hoyo de Monterrey	5 0.4% 100.0%	5 0.4% 100.0%	1 0.7% 20.0%	1 0.8% 20.0%	1 0.6% 20.0%	0 0.0% 0.0%	1 0.7% 20.0%	0 0.0% 0.0%	1 1.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.5% 40.0%	2 0.9% 40.0%	1 0.4% 20.0%	0 0.0% 0.0%	1 0.2% 20.0%	2 0.3% 40.0%	2 2.0% 40.0%	1 0.8% 20.0%	2 0.4% 40.0%
Hoyo de Monterrey Excalibur	9 0.7% 100.0%	9 0.8% 100.0%	4 2.9% 44.4%	2 1.6% 22.2%	1 0.6% 11.1%	1 0.5% 11.1%	0 0.0% 0.0%	1 0.9% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 11.1%	2 0.5% 22.2%	1 0.5% 11.1%	2 0.8% 22.2%	3 1.1% 33.3%	4 0.8% 44.4%	3 0.5% 33.3%	2 2.0% 22.2%	2 1.5% 22.2%	1 0.2% 11.1%
Punch	19 1.5% 100.0%	18 1.6% 94.7%	2 1.4% 10.5%	4 3.2% 21.1%	5 3.0% 26.3%	2 1.1% 10.5%	3 2.2% 15.8%	0 0.0% 0.0%	1 1.0% 5.3%	1 0.6% 5.3%	1 1.1% 5.3%	11 2.8% 57.9%	3 1.4% 15.8%	0 0.0% 0.0%	4 1.5% 21.1%	3 0.6% 15.8%	13 2.0% 68.4%	3 3.0% 15.8%	4 3.1% 21.1%	2 0.4% 10.5%
Punch Grand Cru	2 0.2% 100.0%	2 0.2% 100.0%	1 0.7% 50.0%	0 0.0% 0.0%	1 0.6% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 50.0%	0 0.0% 0.0%	1 0.4% 50.0%	0 0.0% 0.0%	1 0.2% 50.0%	1 0.2% 50.0%	0 0.0% 0.0%	1 0.8% 50.0%	0 0.0% 0.0%
Net - Swisher International	161 13.1% 100.0%	141 12.3% 87.6%	5 3.6% 3.1%	11 8.9% 6.8%	2 1.2% 1.2%	22 11.7% 13.7%	14 10.3% 8.7%	27 23.3% 16.8%	18 17.1% 11.2%	42 24.4% 26.1%	11 12.0% 6.8%	46 11.9% 28.6%	43 19.7% 26.7%	30 12.1% 18.6%	28 10.3% 17.4%	98 20.7% 60.9%	59 9.2% 36.6%	1 1.0% 0.6%	7 5.4% 4.3%	80 17.1% 49.7%
Bering	7 0.6% 100.0%	6 0.5% 85.7%	2 1.4% 28.6%	2 1.6% 28.6%	0 0.0% 0.0%	2 1.1% 28.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 14.3%	3 1.4% 42.9%	2 0.8% 28.6%	1 0.4% 14.3%	1 0.2% 14.3%	5 0.8% 71.4%	0 0.0% 0.0%	1 0.8% 14.3%	3 0.6% 42.9%
King Edward	20 1.6% 100.0%	19 1.7% 95.0%	1 0.7% 5.0%	1 0.8% 5.0%	1 0.6% 5.0%	2 1.1% 10.0%	1 0.7% 5.0%	3 2.6% 15.0%	2 1.9% 10.0%	8 4.7% 40.0%	2 2.2% 10.0%	6 1.5% 30.0%	5 2.3% 25.0%	1 0.4% 5.0%	6 2.2% 30.0%	7 1.5% 35.0%	11 1.7% 55.0%	1 1.0% 5.0%	1 0.8% 5.0%	11 2.4% 55.0%
La Prima Dora	2 0.2% 100.0%	2 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.5% 50.0%	1 0.7% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 50.0%	1 0.3% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 50.0%	1 0.2% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Swisher Sweets	132	114	2	8	1	17	12	24	16	34	8	38	35	27	21	89	42	0	5	66
	10.7%	9.9%	1.4%	6.5%	0.6%	9.0%	8.8%	20.7%	15.2%	19.8%	8.7%	9.8%	16.1%	10.9%	7.7%	18.8%	6.6%	0.0%	3.8%	14.1%
	100.0%	86.4%	1.5%	6.1%	0.8%	12.9%	9.1%	18.2%	12.1%	25.8%	6.1%	28.8%	26.5%	20.5%	15.9%	67.4%	31.8%	0.0%	3.8%	50.0%
Net - JR Tobacco Brands	7	7	1	1	2	0	1	1	0	1	0	4	1	1	1	1	3	3	2	1
	0.6%	0.6%	0.7%	0.8%	1.2%	0.0%	0.7%	0.9%	0.0%	0.6%	0.0%	1.0%	0.5%	0.4%	0.4%	0.2%	0.5%	3.0%	1.5%	0.2%
	100.0%	100.0%	14.3%	14.3%	28.6%	0.0%	14.3%	14.3%	0.0%	14.3%	0.0%	57.1%	14.3%	14.3%	14.3%	14.3%	42.9%	42.9%	28.6%	14.3%
El Rey Del Mundo	4	4	1	1	2	0	0	0	0	0	0	3	1	0	0	1	1	2	1	0
	0.3%	0.3%	0.7%	0.8%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.5%	0.0%	0.0%	0.2%	0.2%	2.0%	0.8%	0.0%
	100.0%	100.0%	25.0%	25.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	75.0%	25.0%	0.0%	0.0%	25.0%	25.0%	50.0%	25.0%	0.0%
J.R. Ultimates	3	3	0	0	0	0	1	1	0	1	0	1	0	1	1	0	2	1	1	1
	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.7%	0.9%	0.0%	0.6%	0.0%	0.3%	0.0%	0.4%	0.4%	0.0%	0.3%	1.0%	0.8%	0.2%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	33.3%	33.3%	0.0%	66.7%	33.3%	33.3%	33.3%
Net - Tabacalera	85	80	9	5	3	14	6	14	11	18	12	26	8	18	19	44	35	3	8	39
	6.9%	7.0%	6.5%	4.0%	1.8%	7.4%	4.4%	12.1%	10.5%	10.5%	13.0%	6.7%	3.7%	7.3%	7.0%	9.3%	5.5%	3.0%	6.2%	8.3%
	100.0%	94.1%	10.6%	5.9%	3.5%	16.5%	7.1%	16.5%	12.9%	21.2%	14.1%	30.6%	9.4%	21.2%	22.4%	51.8%	41.2%	3.5%	9.4%	45.9%
Subnet - Premium	13	11	2	1	2	1	4	0	1	0	1	7	1	1	3	7	4	2	0	7
	1.1%	1.0%	1.4%	0.8%	1.2%	0.5%	2.9%	0.0%	1.0%	0.0%	1.1%	1.8%	0.5%	0.4%	1.1%	1.5%	0.6%	2.0%	0.0%	1.5%
	100.0%	84.6%	15.4%	7.7%	15.4%	7.7%	30.8%	0.0%	7.7%	0.0%	7.7%	53.8%	7.7%	7.7%	23.1%	53.8%	30.8%	15.4%	0.0%	53.8%
Romeo y Julieta	13	11	2	1	2	1	4	0	1	0	1	7	1	1	3	7	4	2	0	7
	1.1%	1.0%	1.4%	0.8%	1.2%	0.5%	2.9%	0.0%	1.0%	0.0%	1.1%	1.8%	0.5%	0.4%	1.1%	1.5%	0.6%	2.0%	0.0%	1.5%
	100.0%	84.6%	15.4%	7.7%	15.4%	7.7%	30.8%	0.0%	7.7%	0.0%	7.7%	53.8%	7.7%	7.7%	23.1%	53.8%	30.8%	15.4%	0.0%	53.8%
Subnet - Mass	72	69	7	4	1	13	2	14	10	18	11	19	7	17	16	37	31	1	8	32
	5.9%	6.0%	5.0%	3.2%	0.6%	6.9%	1.5%	12.1%	9.5%	10.5%	12.0%	4.9%	3.2%	6.9%	5.9%	7.8%	4.9%	1.0%	6.2%	6.8%
	100.0%	95.8%	9.7%	5.6%	1.4%	18.1%	2.8%	19.4%	13.9%	25.0%	15.3%	26.4%	9.7%	23.6%	22.2%	51.4%	43.1%	1.4%	11.1%	44.4%
Black & Gold/Black & Mild	32	32	1	3	0	6	1	6	4	11	8	8	4	6	5	20	10	0	4	13
	2.6%	2.8%	0.7%	2.4%	0.0%	3.2%	0.7%	5.2%	3.8%	6.4%	8.7%	2.1%	1.8%	2.4%	1.8%	4.2%	1.6%	0.0%	3.1%	2.8%
	100.0%	100.0%	3.1%	9.4%	0.0%	18.8%	3.1%	18.8%	12.5%	34.4%	25.0%	25.0%	12.5%	18.8%	15.6%	62.5%	31.3%	0.0%	12.5%	40.6%
Hav-a-Tampa/Jewels	26	24	3	0	1	5	1	5	3	6	1	8	2	7	7	9	15	1	2	14
	2.1%	2.1%	2.2%	0.0%	0.6%	2.7%	0.7%	4.3%	2.9%	3.5%	1.1%	2.1%	0.9%	2.8%	2.6%	1.9%	2.4%	1.0%	1.5%	3.0%
	100.0%	92.3%	11.5%	0.0%	3.8%	19.2%	3.8%	19.2%	11.5%	23.1%	3.8%	30.8%	7.7%	26.9%	26.9%	34.6%	57.7%	3.8%	7.7%	53.8%
Phillies	14	13	3	1	0	2	0	3	3	1	2	3	1	4	4	8	6	0	2	5
	1.1%	1.1%	2.2%	0.8%	0.0%	1.1%	0.0%	2.6%	2.9%	0.6%	2.2%	0.8%	0.5%	1.6%	1.5%	1.7%	0.9%	0.0%	1.5%	1.1%
	100.0%	92.9%	21.4%	7.1%	0.0%	14.3%	0.0%	21.4%	21.4%	7.1%	14.3%	21.4%	7.1%	28.6%	28.6%	57.1%	42.9%	0.0%	14.3%	35.7%
Net - Other	270	263	33	38	58	47	29	21	15	22	14	97	45	55	58	81	156	33	42	85
	22.0%	22.9%	23.7%	30.6%	34.5%	25.0%	21.3%	18.1%	14.3%	12.8%	15.2%	25.0%	20.6%	22.3%	21.4%	17.1%	24.5%	33.3%	32.3%	18.2%
	100.0%	97.4%	12.2%	14.1%	21.5%	17.4%	10.7%	7.8%	5.6%	8.1%	5.2%	35.9%	16.7%	20.4%	21.5%	30.0%	57.8%	12.2%	15.6%	31.5%
Subnet - Premium	101	100	21	16	27	18	10	2	3	3	5	41	17	21	17	27	63	11	19	22
	8.2%	8.7%	15.1%	12.9%	16.1%	9.6%	7.4%	1.7%	2.9%	1.7%	5.4%	10.6%	7.8%	8.5%	6.3%	5.7%	9.9%	11.1%	14.6%	4.7%
	100.0%	99.0%	20.8%	15.8%	26.7%	17.8%	9.9%	2.0%	3.0%	3.0%	5.0%	40.6%	16.8%	20.8%	16.8%	26.7%	62.4%	10.9%	18.8%	21.8%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Ashton	6 0.5% 100.0%	6 0.5% 100.0%	3 2.2% 50.0%	0 0.0% 0.0%	1 0.6% 16.7%	0 0.0% 0.0%	2 1.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 0.8% 50.0%	0 0.0% 0.0%	2 0.8% 33.3%	1 0.4% 16.7%	1 0.2% 16.7%	4 0.6% 66.7%	1 1.0% 16.7%	1 0.8% 16.7%	1 0.2% 16.7%
Bahia	2 0.2% 100.0%	2 0.2% 100.0%	1 0.7% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.5% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 50.0%	0 0.0% 0.0%	1 0.4% 50.0%	0 0.0% 0.0%	1 0.2% 50.0%	0 0.0% 0.0%	1 1.0% 50.0%	1 0.8% 50.0%	0 0.0% 0.0%
Davidoff	4 0.3% 100.0%	4 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.8% 75.0%	1 0.5% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 25.0%	2 0.9% 50.0%	1 0.4% 25.0%	0 0.0% 0.0%	1 0.2% 25.0%	3 0.5% 75.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 25.0%
Don Tomas	10 0.8% 100.0%	9 0.8% 90.0%	1 0.7% 10.0%	1 0.8% 10.0%	1 0.6% 10.0%	3 1.6% 30.0%	2 1.5% 20.0%	0 0.0% 0.0%	1 1.0% 10.0%	0 0.0% 0.0%	1 1.1% 10.0%	4 1.0% 40.0%	2 0.9% 20.0%	0 0.0% 0.0%	3 1.1% 30.0%	2 0.4% 20.0%	7 1.1% 70.0%	1 1.0% 10.0%	2 1.5% 20.0%	4 0.9% 40.0%
Dunhill	14 1.1% 100.0%	14 1.2% 100.0%	3 2.2% 21.4%	0 0.0% 0.0%	4 2.4% 28.6%	1 0.5% 7.1%	4 2.9% 28.6%	1 0.9% 7.1%	1 1.0% 7.1%	0 0.0% 0.0%	1 1.1% 7.1%	8 2.1% 57.1%	1 0.5% 7.1%	3 1.2% 21.4%	1 0.4% 7.1%	8 1.7% 57.1%	6 0.9% 42.9%	0 0.0% 0.0%	0 0.0% 0.0%	5 1.1% 35.7%
Fuente/Arturo Fuente	46 3.7% 100.0%	46 4.0% 100.0%	12 8.6% 26.1%	7 5.6% 15.2%	16 9.5% 34.8%	7 3.7% 15.2%	2 1.5% 4.3%	0 0.0% 0.0%	1 1.0% 2.2%	1 0.6% 2.2%	2 2.2% 4.3%	20 5.2% 43.5%	8 3.7% 17.4%	9 3.6% 19.6%	7 2.6% 15.2%	6 1.3% 13.0%	34 5.3% 73.9%	6 6.1% 13.0%	11 8.5% 23.9%	8 1.7% 17.4%
Thompson	19 1.5% 100.0%	19 1.7% 100.0%	1 0.7% 5.3%	8 6.5% 42.1%	2 1.2% 10.5%	5 2.7% 26.3%	0 0.0% 0.0%	1 0.9% 5.3%	0 0.0% 0.0%	2 1.2% 10.5%	1 1.1% 5.3%	4 1.0% 21.1%	4 1.8% 21.1%	5 2.0% 26.3%	5 1.8% 26.3%	8 1.7% 42.1%	9 1.4% 47.4%	2 2.0% 10.5%	4 3.1% 21.1%	3 0.6% 15.8%
Subnet - Mass	12 1.0% 100.0%	10 0.9% 83.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 8.3%	0 0.0% 0.0%	1 0.7% 8.3%	3 2.6% 25.0%	1 1.0% 8.3%	4 2.3% 33.3%	1 1.1% 8.3%	6 1.5% 50.0%	1 0.5% 8.3%	3 1.2% 25.0%	1 0.4% 8.3%	7 1.5% 58.3%	5 0.8% 41.7%	0 0.0% 0.0%	0 0.0% 0.0%	6 1.3% 50.0%
Middleton	12 1.0% 100.0%	10 0.9% 83.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 8.3%	0 0.0% 0.0%	1 0.7% 8.3%	3 2.6% 25.0%	1 1.0% 8.3%	4 2.3% 33.3%	1 1.1% 8.3%	6 1.5% 50.0%	1 0.5% 8.3%	3 1.2% 25.0%	1 0.4% 8.3%	7 1.5% 58.3%	5 0.8% 41.7%	0 0.0% 0.0%	0 0.0% 0.0%	6 1.3% 50.0%
Other	157 12.8% 100.0%	153 13.3% 97.5%	12 8.6% 7.6%	22 17.7% 14.0%	30 17.9% 19.1%	29 15.4% 18.5%	18 13.2% 11.5%	16 13.8% 10.2%	11 10.5% 7.0%	15 8.7% 9.6%	8 8.7% 5.1%	50 12.9% 31.8%	27 12.4% 17.2%	31 12.6% 19.7%	40 14.8% 25.5%	47 9.9% 29.9%	88 13.8% 56.1%	22 22.2% 14.0%	23 17.7% 14.6%	57 12.2% 36.3%
No answer	234 19.0% 100.0%	212 18.5% 90.6%	22 15.8% 9.4%	22 17.7% 9.4%	23 13.7% 9.8%	36 19.1% 15.4%	38 27.9% 16.2%	13 11.2% 5.6%	24 22.9% 10.3%	34 19.8% 14.5%	29 31.5% 12.4%	67 17.3% 28.6%	40 18.3% 17.1%	51 20.6% 21.8%	42 15.5% 17.9%	81 17.1% 34.6%	124 19.4% 53.0%	19 19.2% 8.1%	17 13.1% 7.3%	112 23.9% 47.9%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Premium (Q19E)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	398	384	81	52	105	57	50	8	18	13	22	164	71	72	69	120	226	51	63	97
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.5%	20.4%	13.1%	26.4%	14.3%	12.6%	2.0%	4.5%	3.3%	5.5%	41.2%	17.8%	18.1%	17.3%	30.2%	56.8%	12.8%	15.8%	24.4%
SuperNet - Premium	398	384	81	52	105	57	50	8	18	13	22	164	71	72	69	120	226	51	63	97
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.5%	20.4%	13.1%	26.4%	14.3%	12.6%	2.0%	4.5%	3.3%	5.5%	41.2%	17.8%	18.1%	17.3%	30.2%	56.8%	12.8%	15.8%	24.4%
Net - Consolidated Cigar Co.	69	67	16	9	19	13	2	2	4	2	3	26	14	11	15	19	36	13	15	10
	17.3%	17.4%	19.8%	17.3%	18.1%	22.8%	4.0%	25.0%	22.2%	15.4%	13.6%	15.9%	19.7%	15.3%	21.7%	15.8%	15.9%	25.5%	23.8%	10.3%
	100.0%	97.1%	23.2%	13.0%	27.5%	18.8%	2.9%	2.9%	5.8%	2.9%	4.3%	37.7%	20.3%	15.9%	21.7%	27.5%	52.2%	18.8%	21.7%	14.5%
Subnet - Premium	69	67	16	9	19	13	2	2	4	2	3	26	14	11	15	19	36	13	15	10
	17.3%	17.4%	19.8%	17.3%	18.1%	22.8%	4.0%	25.0%	22.2%	15.4%	13.6%	15.9%	19.7%	15.3%	21.7%	15.8%	15.9%	25.5%	23.8%	10.3%
	100.0%	97.1%	23.2%	13.0%	27.5%	18.8%	2.9%	2.9%	5.8%	2.9%	4.3%	37.7%	20.3%	15.9%	21.7%	27.5%	52.2%	18.8%	21.7%	14.5%
Don Diego	15	14	5	1	3	2	0	0	1	2	1	3	6	1	4	3	10	1	1	5
	3.8%	3.6%	6.2%	1.9%	2.9%	3.5%	0.0%	0.0%	5.6%	15.4%	4.5%	1.8%	8.5%	1.4%	5.8%	2.5%	4.4%	2.0%	1.6%	5.2%
	100.0%	93.3%	33.3%	6.7%	20.0%	13.3%	0.0%	0.0%	6.7%	13.3%	6.7%	20.0%	40.0%	6.7%	26.7%	20.0%	66.7%	6.7%	6.7%	33.3%
Montecristo	20	20	5	3	7	2	1	0	2	0	2	11	3	2	2	7	8	5	4	1
	5.0%	5.2%	6.2%	5.8%	6.7%	3.5%	2.0%	0.0%	11.1%	0.0%	9.1%	6.7%	4.2%	2.8%	2.9%	5.8%	3.5%	9.8%	6.3%	1.0%
	100.0%	100.0%	25.0%	15.0%	35.0%	10.0%	5.0%	0.0%	10.0%	0.0%	10.0%	55.0%	15.0%	10.0%	10.0%	35.0%	40.0%	25.0%	20.0%	5.0%
Royal Jamaica	10	9	3	2	0	2	0	1	1	0	0	2	2	2	4	2	5	3	4	2
	2.5%	2.3%	3.7%	3.8%	0.0%	3.5%	0.0%	12.5%	5.6%	0.0%	0.0%	1.2%	2.8%	2.8%	5.8%	1.7%	2.2%	5.9%	6.3%	2.1%
	100.0%	90.0%	30.0%	20.0%	0.0%	20.0%	0.0%	10.0%	10.0%	0.0%	0.0%	20.0%	20.0%	20.0%	40.0%	20.0%	50.0%	30.0%	40.0%	20.0%
Te-Amo	9	9	3	1	2	2	0	1	0	0	0	3	2	1	3	3	5	1	3	1
	2.3%	2.3%	3.7%	1.9%	1.9%	3.5%	0.0%	12.5%	0.0%	0.0%	0.0%	1.8%	2.8%	1.4%	4.3%	2.5%	2.2%	2.0%	4.8%	1.0%
	100.0%	100.0%	33.3%	11.1%	22.2%	22.2%	0.0%	11.1%	0.0%	0.0%	0.0%	33.3%	22.2%	11.1%	33.3%	33.3%	55.6%	11.1%	33.3%	11.1%
Upmann/H. Upmann	15	15	0	2	7	5	1	0	0	0	0	7	1	5	2	4	8	3	3	1
	3.8%	3.9%	0.0%	3.8%	6.7%	8.8%	2.0%	0.0%	0.0%	0.0%	0.0%	4.3%	1.4%	6.9%	2.9%	3.3%	3.5%	5.9%	4.8%	1.0%
	100.0%	100.0%	0.0%	13.3%	46.7%	33.3%	6.7%	0.0%	0.0%	0.0%	0.0%	46.7%	6.7%	33.3%	13.3%	26.7%	53.3%	20.0%	20.0%	6.7%
Net - General Cigar Holdings	208	199	41	25	55	25	33	3	10	7	13	86	38	38	33	66	120	22	27	57
	52.3%	51.8%	50.6%	48.1%	52.4%	43.9%	66.0%	37.5%	55.6%	53.8%	59.1%	52.4%	53.5%	52.8%	47.8%	55.0%	53.1%	43.1%	42.9%	58.8%
	100.0%	95.7%	19.7%	12.0%	26.4%	12.0%	15.9%	1.4%	4.8%	3.4%	6.3%	41.3%	18.3%	18.3%	15.9%	31.7%	57.7%	10.6%	13.0%	27.4%
Subnet-General Cigar Holdings - Premium	208	199	41	25	55	25	33	3	10	7	13	86	38	38	33	66	120	22	27	57
	52.3%	51.8%	50.6%	48.1%	52.4%	43.9%	66.0%	37.5%	55.6%	53.8%	59.1%	52.4%	53.5%	52.8%	47.8%	55.0%	53.1%	43.1%	42.9%	58.8%
	100.0%	95.7%	19.7%	12.0%	26.4%	12.0%	15.9%	1.4%	4.8%	3.4%	6.3%	41.3%	18.3%	18.3%	15.9%	31.7%	57.7%	10.6%	13.0%	27.4%
SubNet - General Cigar Co.	173	165	33	18	47	22	29	2	8	6	11	70	32	34	26	57	101	15	19	52
	43.5%	43.0%	40.7%	34.6%	44.8%	38.6%	58.0%	25.0%	44.4%	46.2%	50.0%	42.7%	45.1%	47.2%	37.7%	47.5%	44.7%	29.4%	30.2%	53.6%
	100.0%	95.4%	19.1%	10.4%	27.2%	12.7%	16.8%	1.2%	4.6%	3.5%	6.4%	40.5%	18.5%	19.7%	15.0%	32.9%	58.4%	8.7%	11.0%	30.1%
Sub-Subnet - Premium	173	165	33	18	47	22	29	2	8	6	11	70	32	34	26	57	101	15	19	52
	43.5%	43.0%	40.7%	34.6%	44.8%	38.6%	58.0%	25.0%	44.4%	46.2%	50.0%	42.7%	45.1%	47.2%	37.7%	47.5%	44.7%	29.4%	30.2%	53.6%
	100.0%	95.4%	19.1%	10.4%	27.2%	12.7%	16.8%	1.2%	4.6%	3.5%	6.4%	40.5%	18.5%	19.7%	15.0%	32.9%	58.4%	8.7%	11.0%	30.1%
Cohiba	31	31	8	3	8	3	9	0	0	0	3	15	4	5	4	5	20	6	4	8
	7.8%	8.1%	9.9%	5.8%	7.6%	5.3%	18.0%	0.0%	0.0%	0.0%	13.6%	9.1%	5.6%	6.9%	5.8%	4.2%	8.8%	11.8%	6.3%	8.2%
	100.0%	100.0%	25.8%	9.7%	25.8%	9.7%	29.0%	0.0%	0.0%	0.0%	9.7%	48.4%	12.9%	16.1%	12.9%	16.1%	64.5%	19.4%	12.9%	25.8%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Premium (Q19E)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	398 100.0% 100.0%	384 100.0% 96.5%	81 100.0% 20.4%	52 100.0% 13.1%	105 100.0% 26.4%	57 100.0% 14.3%	50 100.0% 12.6%	8 100.0% 2.0%	18 100.0% 4.5%	13 100.0% 3.3%	22 100.0% 5.5%	164 100.0% 41.2%	71 100.0% 17.8%	72 100.0% 18.1%	69 100.0% 17.3%	120 100.0% 30.2%	226 100.0% 56.8%	51 100.0% 12.8%	63 100.0% 15.8%	97 100.0% 24.4%
Cifuentes	3 0.8% 100.0%	3 0.8% 100.0%	1 1.2% 33.3%	0 0.0% 0.0%	1 1.0% 33.3%	0 0.0% 0.0%	1 2.0% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.2% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 33.3%	0 0.0% 0.0%	3 1.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Macanudo	110 27.6% 100.0%	103 26.8% 93.6%	16 19.8% 14.5%	12 23.1% 10.9%	28 26.7% 25.5%	16 28.1% 14.5%	17 34.0% 15.5%	2 25.0% 1.8%	7 38.9% 6.4%	5 38.5% 4.5%	4 18.2% 3.6%	45 27.4% 40.9%	22 31.0% 20.0%	22 30.6% 20.0%	17 24.6% 15.5%	45 37.5% 40.9%	61 27.0% 55.5%	4 7.8% 3.6%	10 15.9% 9.1%	37 38.1% 33.6%
Macanudo Vintage	3 0.8% 100.0%	2 0.5% 66.7%	2 2.5% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 33.3%	1 0.6% 33.3%	0 0.0% 0.0%	1 1.4% 33.3%	0 0.0% 0.0%	1 0.8% 33.3%	1 0.4% 33.3%	1 2.0% 33.3%	0 0.0% 0.0%	1 1.0% 33.3%
Partagas	23 5.8% 100.0%	23 6.0% 100.0%	5 6.2% 21.7%	3 5.8% 13.0%	9 8.6% 39.1%	3 5.3% 13.0%	2 4.0% 8.7%	0 0.0% 0.0%	1 5.6% 4.3%	0 0.0% 0.0%	2 9.1% 8.7%	6 3.7% 26.1%	6 8.5% 26.1%	6 8.3% 26.1%	3 4.3% 13.0%	5 4.2% 21.7%	14 6.2% 60.9%	4 7.8% 17.4%	5 7.9% 21.7%	5 5.2% 21.7%
Partagas Limited Reserve	3 0.8% 100.0%	3 0.8% 100.0%	1 1.2% 33.3%	0 0.0% 0.0%	1 1.0% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 33.3%	1 4.5% 33.3%	1 0.6% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 33.3%	1 0.8% 33.3%	2 0.9% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 33.3%
SubNet - Villazon	35 8.8% 100.0%	34 8.9% 97.1%	8 9.9% 22.9%	7 13.5% 20.0%	8 7.6% 22.9%	3 5.3% 8.6%	4 8.0% 11.4%	1 12.5% 2.9%	2 11.1% 5.7%	1 7.7% 2.9%	2 9.1% 5.7%	16 9.8% 45.7%	6 8.5% 17.1%	4 5.6% 11.4%	7 10.1% 20.0%	9 7.5% 25.7%	19 8.4% 54.3%	7 13.7% 20.0%	8 12.7% 22.9%	5 5.2% 14.3%
Hoyo de Monterrey	5 1.3% 100.0%	5 1.3% 100.0%	1 1.2% 20.0%	1 1.9% 20.0%	1 1.0% 20.0%	0 0.0% 0.0%	1 2.0% 20.0%	0 0.0% 0.0%	1 5.6% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.2% 40.0%	2 2.8% 40.0%	1 1.4% 20.0%	0 0.0% 0.0%	1 0.8% 20.0%	2 0.9% 40.0%	2 3.9% 40.0%	1 1.6% 20.0%	2 2.1% 40.0%
Hoyo de Monterrey Excalibur	9 2.3% 100.0%	9 2.3% 100.0%	4 4.9% 44.4%	2 3.8% 22.2%	1 1.0% 11.1%	1 1.8% 11.1%	0 0.0% 0.0%	1 12.5% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 11.1%	2 1.2% 22.2%	1 1.4% 11.1%	2 2.8% 22.2%	3 4.3% 33.3%	4 3.3% 44.4%	3 1.3% 33.3%	2 3.9% 22.2%	2 3.2% 22.2%	1 1.0% 11.1%
Punch	19 4.8% 100.0%	18 4.7% 94.7%	2 2.5% 10.5%	4 7.7% 21.1%	5 4.8% 26.3%	2 3.5% 10.5%	3 6.0% 15.8%	0 0.0% 0.0%	1 5.6% 5.3%	1 7.7% 5.3%	1 4.5% 5.3%	11 6.7% 57.9%	3 4.2% 15.8%	0 0.0% 0.0%	4 5.8% 21.1%	3 2.5% 15.8%	13 5.8% 68.4%	3 5.9% 15.8%	4 6.3% 21.1%	2 2.1% 10.5%
Punch Grand Cru	2 0.5% 100.0%	2 0.5% 100.0%	1 1.2% 50.0%	0 0.0% 0.0%	1 1.0% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 50.0%	0 0.0% 0.0%	1 1.4% 50.0%	0 0.0% 0.0%	1 0.8% 50.0%	1 0.4% 50.0%	0 0.0% 0.0%	1 1.6% 50.0%	0 0.0% 0.0%
Net - JR Tobacco Brands	7 1.8% 100.0%	7 1.8% 100.0%	1 1.2% 14.3%	1 1.9% 14.3%	2 1.9% 28.6%	0 0.0% 0.0%	1 2.0% 14.3%	1 12.5% 14.3%	0 0.0% 0.0%	1 7.7% 14.3%	0 0.0% 0.0%	4 2.4% 57.1%	1 1.4% 14.3%	1 1.4% 14.3%	1 1.4% 14.3%	1 0.8% 14.3%	3 1.3% 42.9%	3 5.9% 42.9%	2 3.2% 28.6%	1 1.0% 14.3%
El Rey Del Mundo	4 1.0% 100.0%	4 1.0% 100.0%	1 1.2% 25.0%	1 1.9% 25.0%	2 1.9% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.8% 75.0%	1 1.4% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 25.0%	1 0.4% 25.0%	2 3.9% 50.0%	1 1.6% 25.0%	0 0.0% 0.0%
J.R. Ultimates	3 0.8% 100.0%	3 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 33.3%	1 12.5% 33.3%	0 0.0% 0.0%	1 7.7% 33.3%	0 0.0% 0.0%	1 0.6% 33.3%	0 0.0% 0.0%	1 1.4% 33.3%	1 1.4% 33.3%	0 0.0% 0.0%	2 0.9% 66.7%	1 2.0% 33.3%	1 1.6% 33.3%	1 1.0% 33.3%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Premium (Q19E)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	398 100.0% 100.0%	384 100.0% 96.5%	81 100.0% 20.4%	52 100.0% 13.1%	105 100.0% 26.4%	57 100.0% 14.3%	50 100.0% 12.6%	8 100.0% 2.0%	18 100.0% 4.5%	13 100.0% 3.3%	22 100.0% 5.5%	164 100.0% 41.2%	71 100.0% 17.8%	72 100.0% 18.1%	69 100.0% 17.3%	120 100.0% 30.2%	226 100.0% 56.8%	51 100.0% 12.8%	63 100.0% 15.8%	97 100.0% 24.4%
Net - Tabacalera	13 3.3% 100.0%	11 2.9% 84.6%	2 2.5% 15.4%	1 1.9% 7.7%	2 1.9% 15.4%	1 1.8% 7.7%	4 8.0% 30.8%	0 0.0% 0.0%	1 5.6% 7.7%	0 0.0% 0.0%	1 4.5% 7.7%	7 4.3% 53.8%	1 1.4% 7.7%	1 1.4% 7.7%	3 4.3% 23.1%	7 5.8% 53.8%	4 1.8% 30.8%	2 3.9% 15.4%	0 0.0% 0.0%	7 7.2% 53.8%
Subnet - Premium	13 3.3% 100.0%	11 2.9% 84.6%	2 2.5% 15.4%	1 1.9% 7.7%	2 1.9% 15.4%	1 1.8% 7.7%	4 8.0% 30.8%	0 0.0% 0.0%	1 5.6% 7.7%	0 0.0% 0.0%	1 4.5% 7.7%	7 4.3% 53.8%	1 1.4% 7.7%	1 1.4% 7.7%	3 4.3% 23.1%	7 5.8% 53.8%	4 1.8% 30.8%	2 3.9% 15.4%	0 0.0% 0.0%	7 7.2% 53.8%
Romeo y Julieta	13 3.3% 100.0%	11 2.9% 84.6%	2 2.5% 15.4%	1 1.9% 7.7%	2 1.9% 15.4%	1 1.8% 7.7%	4 8.0% 30.8%	0 0.0% 0.0%	1 5.6% 7.7%	0 0.0% 0.0%	1 4.5% 7.7%	7 4.3% 53.8%	1 1.4% 7.7%	1 1.4% 7.7%	3 4.3% 23.1%	7 5.8% 53.8%	4 1.8% 30.8%	2 3.9% 15.4%	0 0.0% 0.0%	7 7.2% 53.8%
Net - Other	101 25.4% 100.0%	100 26.0% 99.0%	21 25.9% 20.8%	16 30.8% 15.8%	27 25.7% 26.7%	18 31.6% 17.8%	10 20.0% 9.9%	2 25.0% 2.0%	3 16.7% 3.0%	3 23.1% 3.0%	5 22.7% 5.0%	41 25.0% 40.6%	17 23.9% 16.8%	21 29.2% 20.8%	17 24.6% 16.8%	27 22.5% 26.7%	63 27.9% 62.4%	11 21.6% 10.9%	19 30.2% 18.8%	22 22.7% 21.8%
Subnet - Premium	101 25.4% 100.0%	100 26.0% 99.0%	21 25.9% 20.8%	16 30.8% 15.8%	27 25.7% 26.7%	18 31.6% 17.8%	10 20.0% 9.9%	2 25.0% 2.0%	3 16.7% 3.0%	3 23.1% 3.0%	5 22.7% 5.0%	41 25.0% 40.6%	17 23.9% 16.8%	21 29.2% 20.8%	17 24.6% 16.8%	27 22.5% 26.7%	63 27.9% 62.4%	11 21.6% 10.9%	19 30.2% 18.8%	22 22.7% 21.8%
Ashton	6 1.5% 100.0%	6 1.6% 100.0%	3 3.7% 50.0%	0 0.0% 0.0%	1 1.0% 16.7%	0 0.0% 0.0%	2 4.0% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.8% 50.0%	0 0.0% 0.0%	2 2.8% 33.3%	1 1.4% 16.7%	1 0.8% 16.7%	4 1.8% 66.7%	1 2.0% 16.7%	1 1.6% 16.7%	1 1.0% 16.7%
Bahia	2 0.5% 100.0%	2 0.5% 100.0%	1 1.2% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 50.0%	0 0.0% 0.0%	1 1.4% 50.0%	0 0.0% 0.0%	1 0.8% 50.0%	0 0.0% 0.0%	1 2.0% 50.0%	1 1.6% 50.0%	0 0.0% 0.0%
Davidoff	4 1.0% 100.0%	4 1.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 2.9% 75.0%	1 1.8% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 25.0%	2 2.8% 50.0%	1 1.4% 25.0%	0 0.0% 0.0%	1 0.8% 25.0%	3 1.3% 75.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 25.0%
Don Tomas	10 2.5% 100.0%	9 2.3% 90.0%	1 1.2% 10.0%	1 1.9% 10.0%	1 1.0% 10.0%	3 5.3% 30.0%	2 4.0% 20.0%	0 0.0% 0.0%	1 5.6% 10.0%	0 0.0% 0.0%	1 4.5% 10.0%	4 2.4% 40.0%	2 2.8% 20.0%	0 0.0% 0.0%	3 4.3% 30.0%	2 1.7% 20.0%	7 3.1% 70.0%	1 2.0% 10.0%	2 3.2% 20.0%	4 4.1% 40.0%
Dunhill	14 3.5% 100.0%	14 3.6% 100.0%	3 3.7% 21.4%	0 0.0% 0.0%	4 3.8% 28.6%	1 1.8% 7.1%	4 8.0% 28.6%	1 12.5% 7.1%	1 5.6% 7.1%	0 0.0% 0.0%	1 4.5% 7.1%	8 4.9% 57.1%	1 1.4% 7.1%	3 4.2% 21.4%	1 1.4% 7.1%	8 6.7% 57.1%	6 2.7% 42.9%	0 0.0% 0.0%	0 0.0% 0.0%	5 5.2% 35.7%
Fuente/Arturo Fuente	46 11.6% 100.0%	46 12.0% 100.0%	12 14.8% 26.1%	7 13.5% 15.2%	16 15.2% 34.8%	7 12.3% 15.2%	2 4.0% 4.3%	0 0.0% 0.0%	1 5.6% 2.2%	1 7.7% 2.2%	2 9.1% 4.3%	20 12.2% 43.5%	8 11.3% 17.4%	9 12.5% 19.6%	7 10.1% 15.2%	6 5.0% 13.0%	34 15.0% 73.9%	6 11.8% 13.0%	11 17.5% 23.9%	8 8.2% 17.4%
Thompson	19 4.8% 100.0%	19 4.9% 100.0%	1 1.2% 5.3%	8 15.4% 42.1%	2 1.9% 10.5%	5 8.8% 26.3%	0 0.0% 0.0%	1 12.5% 5.3%	0 0.0% 0.0%	2 15.4% 10.5%	1 4.5% 5.3%	4 2.4% 21.1%	4 5.6% 21.1%	5 6.9% 26.3%	5 7.2% 26.3%	8 6.7% 42.1%	9 4.0% 47.4%	2 3.9% 10.5%	4 6.3% 21.1%	3 3.1% 15.8%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Mass (Q19E)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	440 100.0% 100.0%	399 100.0% 90.7%	24 100.0% 5.5%	28 100.0% 6.4%	10 100.0% 2.3%	66 100.0% 15.0%	30 100.0% 6.8%	79 100.0% 18.0%	52 100.0% 11.8%	110 100.0% 25.0%	33 100.0% 7.5%	107 100.0% 24.3%	80 100.0% 18.2%	93 100.0% 21.1%	120 100.0% 27.3%	226 100.0% 51.4%	200 100.0% 45.5%	7 100.0% 1.6%	27 100.0% 6.1%	202 100.0% 45.9%
SuperNet - Mass	440 100.0% 100.0%	399 100.0% 90.7%	24 100.0% 5.5%	28 100.0% 6.4%	10 100.0% 2.3%	66 100.0% 15.0%	30 100.0% 6.8%	79 100.0% 18.0%	52 100.0% 11.8%	110 100.0% 25.0%	33 100.0% 7.5%	107 100.0% 24.3%	80 100.0% 18.2%	93 100.0% 21.1%	120 100.0% 27.3%	226 100.0% 51.4%	200 100.0% 45.5%	7 100.0% 1.6%	27 100.0% 6.1%	202 100.0% 45.9%
Net - Consolidated Cigar Co.	126 28.6% 100.0%	114 28.6% 90.5%	6 25.0% 4.8%	11 39.3% 8.7%	6 60.0% 4.8%	19 28.8% 15.1%	6 20.0% 4.8%	23 29.1% 18.3%	16 30.8% 12.7%	27 24.5% 21.4%	5 15.2% 4.0%	19 17.8% 15.1%	16 20.0% 12.7%	30 32.3% 23.8%	54 45.0% 42.9%	51 22.6% 40.5%	71 35.5% 56.3%	3 42.9% 2.4%	5 18.5% 4.0%	51 25.2% 40.5%
Subnet - Mass	126 28.6% 100.0%	114 28.6% 90.5%	6 25.0% 4.8%	11 39.3% 8.7%	6 60.0% 4.8%	19 28.8% 15.1%	6 20.0% 4.8%	23 29.1% 18.3%	16 30.8% 12.7%	27 24.5% 21.4%	5 15.2% 4.0%	19 17.8% 15.1%	16 20.0% 12.7%	30 32.3% 23.8%	54 45.0% 42.9%	51 22.6% 40.5%	71 35.5% 56.3%	3 42.9% 2.4%	5 18.5% 4.0%	51 25.2% 40.5%
Antonio y Cleopatra	31 7.0% 100.0%	28 7.0% 90.3%	3 12.5% 9.7%	3 10.7% 9.7%	2 20.0% 6.5%	9 13.6% 29.0%	0 0.0% 0.0%	7 8.9% 22.6%	2 3.8% 6.5%	2 1.8% 6.5%	0 0.0% 0.0%	4 3.7% 12.9%	2 2.5% 6.5%	5 5.4% 16.1%	19 15.8% 61.3%	10 4.4% 32.3%	18 9.0% 58.1%	3 42.9% 9.7%	3 11.1% 9.7%	5 2.5% 16.1%
Backwoods	35 8.0% 100.0%	31 7.8% 88.6%	0 0.0% 0.0%	4 14.3% 11.4%	2 20.0% 5.7%	4 6.1% 11.4%	4 13.3% 11.4%	3 3.8% 8.6%	5 9.6% 14.3%	9 8.2% 25.7%	2 6.1% 5.7%	11 10.3% 31.4%	9 11.3% 25.7%	5 5.4% 14.3%	8 6.7% 22.9%	17 7.5% 48.6%	18 9.0% 51.4%	0 0.0% 0.0%	0 0.0% 0.0%	20 9.9% 57.1%
Dutch Masters	34 7.7% 100.0%	30 7.5% 88.2%	1 4.2% 2.9%	1 3.6% 2.9%	0 0.0% 0.0%	1 1.5% 2.9%	2 6.7% 5.9%	8 10.1% 23.5%	7 13.5% 20.6%	10 9.1% 29.4%	1 3.0% 2.9%	3 2.8% 8.8%	3 3.8% 8.8%	12 12.9% 35.3%	15 12.5% 44.1%	12 5.3% 35.3%	22 11.0% 64.7%	0 0.0% 0.0%	1 3.7% 2.9%	16 7.9% 47.1%
El Producto	14 3.2% 100.0%	14 3.5% 100.0%	0 0.0% 0.0%	2 7.1% 14.3%	1 10.0% 7.1%	3 4.5% 21.4%	0 0.0% 0.0%	3 3.8% 21.4%	2 3.8% 14.3%	3 2.7% 21.4%	2 6.1% 14.3%	0 0.0% 0.0%	2 2.5% 14.3%	4 4.3% 28.6%	6 5.0% 42.9%	6 2.7% 42.9%	8 4.0% 57.1%	0 0.0% 0.0%	1 3.7% 7.1%	4 2.0% 28.6%
Muriel	12 2.7% 100.0%	11 2.8% 91.7%	2 8.3% 16.7%	1 3.6% 8.3%	1 10.0% 8.3%	2 3.0% 16.7%	0 0.0% 0.0%	2 2.5% 16.7%	0 0.0% 0.0%	3 2.7% 25.0%	0 0.0% 0.0%	1 0.9% 8.3%	0 0.0% 0.0%	4 4.3% 33.3%	6 5.0% 50.0%	6 2.7% 50.0%	5 2.5% 41.7%	0 0.0% 0.0%	0 0.0% 0.0%	6 3.0% 50.0%
Net - General Cigar Holdings	69 15.7% 100.0%	65 16.3% 94.2%	6 25.0% 8.7%	2 7.1% 2.9%	0 0.0% 0.0%	12 18.2% 17.4%	7 23.3% 10.1%	12 15.2% 17.4%	7 13.5% 10.1%	19 17.3% 27.5%	5 15.2% 7.2%	17 15.9% 24.6%	13 16.3% 18.8%	13 14.0% 18.8%	21 17.5% 30.4%	33 14.6% 47.8%	34 17.0% 49.3%	2 28.6% 2.9%	7 25.9% 10.1%	33 16.3% 47.8%
SubNet - General Cigar Co.	69 15.7% 100.0%	65 16.3% 94.2%	6 25.0% 8.7%	2 7.1% 2.9%	0 0.0% 0.0%	12 18.2% 17.4%	7 23.3% 10.1%	12 15.2% 17.4%	7 13.5% 10.1%	19 17.3% 27.5%	5 15.2% 7.2%	17 15.9% 24.6%	13 16.3% 18.8%	13 14.0% 18.8%	21 17.5% 30.4%	33 14.6% 47.8%	34 17.0% 49.3%	2 28.6% 2.9%	7 25.9% 10.1%	33 16.3% 47.8%
Sub-Subnet - Mass	69 15.7% 100.0%	65 16.3% 94.2%	6 25.0% 8.7%	2 7.1% 2.9%	0 0.0% 0.0%	12 18.2% 17.4%	7 23.3% 10.1%	12 15.2% 17.4%	7 13.5% 10.1%	19 17.3% 27.5%	5 15.2% 7.2%	17 15.9% 24.6%	13 16.3% 18.8%	13 14.0% 18.8%	21 17.5% 30.4%	33 14.6% 47.8%	34 17.0% 49.3%	2 28.6% 2.9%	7 25.9% 10.1%	33 16.3% 47.8%
Garcia y Vega/Whiffs	23 5.2% 100.0%	21 5.3% 91.3%	2 8.3% 8.7%	1 3.6% 4.3%	0 0.0% 0.0%	6 9.1% 26.1%	3 10.0% 13.0%	2 2.5% 8.7%	1 1.9% 4.3%	6 5.5% 26.1%	1 3.0% 4.3%	6 5.6% 26.1%	3 3.8% 13.0%	5 5.4% 21.7%	8 6.7% 34.8%	12 5.3% 52.2%	11 5.5% 47.8%	0 0.0% 0.0%	2 7.4% 8.7%	9 4.5% 39.1%
Tiparillo	21 4.8% 100.0%	21 5.3% 100.0%	1 4.2% 4.8%	0 0.0% 0.0%	0 0.0% 0.0%	5 7.6% 23.8%	1 3.3% 4.8%	4 5.1% 19.0%	2 3.8% 9.5%	8 7.3% 38.1%	2 6.1% 9.5%	6 5.6% 28.6%	5 6.3% 23.8%	4 4.3% 19.0%	4 3.3% 19.0%	12 5.3% 57.1%	9 4.5% 42.9%	0 0.0% 0.0%	1 3.7% 4.8%	13 6.4% 61.9%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Mass (Q19E)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	440 100.0% 100.0%	399 100.0% 90.7%	24 100.0% 5.5%	28 100.0% 6.4%	10 100.0% 2.3%	66 100.0% 15.0%	30 100.0% 6.8%	79 100.0% 18.0%	52 100.0% 11.8%	110 100.0% 25.0%	33 100.0% 7.5%	107 100.0% 24.3%	80 100.0% 18.2%	93 100.0% 21.1%	120 100.0% 27.3%	226 100.0% 51.4%	200 100.0% 45.5%	7 100.0% 1.6%	27 100.0% 6.1%	202 100.0% 45.9%
White Owl	19 4.3% 100.0%	17 4.3% 89.5%	1 4.2% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.5% 5.3%	1 3.3% 5.3%	6 7.6% 31.6%	3 5.8% 15.8%	5 4.5% 26.3%	1 3.0% 5.3%	4 3.7% 21.1%	4 5.0% 21.1%	3 3.2% 15.8%	7 5.8% 36.8%	8 3.5% 42.1%	9 4.5% 47.4%	2 28.6% 10.5%	3 11.1% 15.8%	8 4.0% 42.1%
William Penn	6 1.4% 100.0%	6 1.5% 100.0%	2 8.3% 33.3%	1 3.6% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 6.7% 33.3%	0 0.0% 0.0%	1 1.9% 16.7%	0 0.0% 0.0%	1 3.0% 16.7%	1 0.9% 16.7%	1 1.3% 16.7%	1 1.1% 16.7%	2 1.7% 33.3%	1 0.4% 16.7%	5 2.5% 83.3%	0 0.0% 0.0%	1 3.7% 16.7%	3 1.5% 50.0%
Net - Swisher International	161 36.6% 100.0%	141 35.3% 87.6%	5 20.8% 3.1%	11 39.3% 6.8%	2 20.0% 1.2%	22 33.3% 13.7%	14 46.7% 8.7%	27 34.2% 16.8%	18 34.6% 11.2%	42 38.2% 26.1%	11 33.3% 6.8%	46 43.0% 28.6%	43 53.8% 26.7%	30 32.3% 18.6%	28 23.3% 17.4%	98 43.4% 60.9%	59 29.5% 36.6%	1 14.3% 0.6%	7 25.9% 4.3%	80 39.6% 49.7%
Bering	7 1.6% 100.0%	6 1.5% 85.7%	2 8.3% 28.6%	2 7.1% 28.6%	0 0.0% 0.0%	2 3.0% 28.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.9% 14.3%	3 3.8% 42.9%	2 2.2% 28.6%	1 0.8% 14.3%	1 0.4% 14.3%	5 2.5% 71.4%	0 0.0% 0.0%	1 3.7% 14.3%	3 1.5% 42.9%
King Edward	20 4.5% 100.0%	19 4.8% 95.0%	1 4.2% 5.0%	1 3.6% 5.0%	1 10.0% 5.0%	2 3.0% 10.0%	1 3.3% 5.0%	3 3.8% 15.0%	2 3.8% 10.0%	8 7.3% 40.0%	2 6.1% 10.0%	6 5.6% 30.0%	5 6.3% 25.0%	1 1.1% 5.0%	6 5.0% 30.0%	7 3.1% 35.0%	11 5.5% 55.0%	1 14.3% 5.0%	1 3.7% 5.0%	11 5.4% 55.0%
La Prima Dora	2 0.5% 100.0%	2 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.5% 50.0%	1 3.3% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.0% 50.0%	1 0.9% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.4% 50.0%	1 0.5% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Swisher Sweets	132 30.0% 100.0%	114 28.6% 86.4%	2 8.3% 1.5%	8 28.6% 6.1%	1 10.0% 0.8%	17 25.8% 12.9%	12 40.0% 9.1%	24 30.4% 18.2%	16 30.8% 12.1%	34 30.9% 25.8%	8 24.2% 6.1%	38 35.5% 28.8%	35 43.8% 26.5%	27 29.0% 20.5%	21 17.5% 15.9%	89 39.4% 67.4%	42 21.0% 31.8%	0 0.0% 0.0%	5 18.5% 3.8%	66 32.7% 50.0%
Net - Tabacalera	72 16.4% 100.0%	69 17.3% 95.8%	7 29.2% 9.7%	4 14.3% 5.6%	1 10.0% 1.4%	13 19.7% 18.1%	2 6.7% 2.8%	14 17.7% 19.4%	10 19.2% 13.9%	18 16.4% 25.0%	11 33.3% 15.3%	19 17.8% 26.4%	7 8.8% 9.7%	17 18.3% 23.6%	16 13.3% 22.2%	37 16.4% 51.4%	31 15.5% 43.1%	1 14.3% 1.4%	8 29.6% 11.1%	32 15.8% 44.4%
Subnet - Mass	72 16.4% 100.0%	69 17.3% 95.8%	7 29.2% 9.7%	4 14.3% 5.6%	1 10.0% 1.4%	13 19.7% 18.1%	2 6.7% 2.8%	14 17.7% 19.4%	10 19.2% 13.9%	18 16.4% 25.0%	11 33.3% 15.3%	19 17.8% 26.4%	7 8.8% 9.7%	17 18.3% 23.6%	16 13.3% 22.2%	37 16.4% 51.4%	31 15.5% 43.1%	1 14.3% 1.4%	8 29.6% 11.1%	32 15.8% 44.4%
Black & Gold/Black & Mild	32 7.3% 100.0%	32 8.0% 100.0%	1 4.2% 3.1%	3 10.7% 9.4%	0 0.0% 0.0%	6 9.1% 18.8%	1 3.3% 3.1%	6 7.6% 18.8%	4 7.7% 12.5%	11 10.0% 34.4%	8 24.2% 25.0%	8 7.5% 25.0%	4 5.0% 12.5%	6 6.5% 18.8%	5 4.2% 15.6%	20 8.8% 62.5%	10 5.0% 31.3%	0 0.0% 0.0%	4 14.8% 12.5%	13 6.4% 40.6%
Hav-a-Tampa/Jewels	26 5.9% 100.0%	24 6.0% 92.3%	3 12.5% 11.5%	0 0.0% 0.0%	1 10.0% 3.8%	5 7.6% 19.2%	1 3.3% 3.8%	5 6.3% 19.2%	3 5.8% 11.5%	6 5.5% 23.1%	1 3.0% 3.8%	8 7.5% 30.8%	2 2.5% 7.7%	7 7.5% 26.9%	7 5.8% 26.9%	9 4.0% 34.6%	15 7.5% 57.7%	1 14.3% 3.8%	2 7.4% 7.7%	14 6.9% 53.8%
Phillies	14 3.2% 100.0%	13 3.3% 92.9%	3 12.5% 21.4%	1 3.6% 7.1%	0 0.0% 0.0%	2 3.0% 14.3%	0 0.0% 0.0%	3 3.8% 21.4%	3 5.8% 21.4%	1 0.9% 7.1%	2 6.1% 14.3%	3 2.8% 21.4%	1 1.3% 7.1%	4 4.3% 28.6%	4 3.3% 28.6%	8 3.5% 57.1%	6 3.0% 42.9%	0 0.0% 0.0%	2 7.4% 14.3%	5 2.5% 35.7%
Net - Other	12 2.7% 100.0%	10 2.5% 83.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 8.3%	0 0.0% 0.0%	1 3.3% 8.3%	3 3.8% 25.0%	1 1.9% 8.3%	4 3.6% 33.3%	1 3.0% 8.3%	6 5.6% 50.0%	1 1.3% 8.3%	3 3.2% 25.0%	1 0.8% 8.3%	7 3.1% 58.3%	5 2.5% 41.7%	0 0.0% 0.0%	0 0.0% 0.0%	6 3.0% 50.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Mass (Q19E)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	440	399	24	28	10	66	30	79	52	110	33	107	80	93	120	226	200	7	27	202
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	90.7%	5.5%	6.4%	2.3%	15.0%	6.8%	18.0%	11.8%	25.0%	7.5%	24.3%	18.2%	21.1%	27.3%	51.4%	45.5%	1.6%	6.1%	45.9%
Subnet - Mass	12	10	0	0	1	0	1	3	1	4	1	6	1	3	1	7	5	0	0	6
	2.7%	2.5%	0.0%	0.0%	10.0%	0.0%	3.3%	3.8%	1.9%	3.6%	3.0%	5.6%	1.3%	3.2%	0.8%	3.1%	2.5%	0.0%	0.0%	3.0%
	100.0%	83.3%	0.0%	0.0%	8.3%	0.0%	8.3%	25.0%	8.3%	33.3%	8.3%	50.0%	8.3%	25.0%	8.3%	58.3%	41.7%	0.0%	0.0%	50.0%
Middleton	12	10	0	0	1	0	1	3	1	4	1	6	1	3	1	7	5	0	0	6
	2.7%	2.5%	0.0%	0.0%	10.0%	0.0%	3.3%	3.8%	1.9%	3.6%	3.0%	5.6%	1.3%	3.2%	0.8%	3.1%	2.5%	0.0%	0.0%	3.0%
	100.0%	83.3%	0.0%	0.0%	8.3%	0.0%	8.3%	25.0%	8.3%	33.3%	8.3%	50.0%	8.3%	25.0%	8.3%	58.3%	41.7%	0.0%	0.0%	50.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
SuperNet - Premium	348	336	71	44	93	49	45	4	15	15	19	146	55	68	60	101	202	44	55	84
	28.3%	29.3%	51.1%	35.5%	55.4%	26.1%	33.1%	3.4%	14.3%	8.7%	20.7%	37.6%	25.2%	27.5%	22.1%	21.3%	31.7%	44.4%	42.3%	17.9%
	100.0%	96.6%	20.4%	12.6%	26.7%	14.1%	12.9%	1.1%	4.3%	4.3%	5.5%	42.0%	15.8%	19.5%	17.2%	29.0%	58.0%	12.6%	15.8%	24.1%
SuperNet - Mass	498	458	33	33	23	81	37	85	58	108	37	120	94	107	133	248	233	12	29	223
	40.5%	39.9%	23.7%	26.6%	13.7%	43.1%	27.2%	73.3%	55.2%	62.8%	40.2%	30.9%	43.1%	43.3%	49.1%	52.3%	36.5%	12.1%	22.3%	47.6%
	100.0%	92.0%	6.6%	6.6%	4.6%	16.3%	7.4%	17.1%	11.6%	21.7%	7.4%	24.1%	18.9%	21.5%	26.7%	49.8%	46.8%	2.4%	5.8%	44.8%
Net - Consolidated Cigar Co.	200	191	25	17	32	33	13	24	19	28	9	48	35	41	65	66	120	12	16	59
	16.3%	16.6%	18.0%	13.7%	19.0%	17.6%	9.6%	20.7%	18.1%	16.3%	9.8%	12.4%	16.1%	16.6%	24.0%	13.9%	18.8%	12.1%	12.3%	12.6%
	100.0%	95.5%	12.5%	8.5%	16.0%	16.5%	6.5%	12.0%	9.5%	14.0%	4.5%	24.0%	17.5%	20.5%	32.5%	33.0%	60.0%	6.0%	8.0%	29.5%
Subnet - Premium	59	59	14	7	18	11	3	0	4	2	3	24	11	11	10	12	38	8	9	8
	4.8%	5.1%	10.1%	5.6%	10.7%	5.9%	2.2%	0.0%	3.8%	1.2%	3.3%	6.2%	5.0%	4.5%	3.7%	2.5%	6.0%	8.1%	6.9%	1.7%
	100.0%	100.0%	23.7%	11.9%	30.5%	18.6%	5.1%	0.0%	6.8%	3.4%	5.1%	40.7%	18.6%	18.6%	16.9%	20.3%	64.4%	13.6%	15.3%	13.6%
Don Diego	13	13	2	2	3	2	1	0	1	2	2	3	5	1	2	4	8	0	0	6
	1.1%	1.1%	1.4%	1.6%	1.8%	1.1%	0.7%	0.0%	1.0%	1.2%	2.2%	0.8%	2.3%	0.4%	0.7%	0.8%	1.3%	0.0%	0.0%	1.3%
	100.0%	100.0%	15.4%	15.4%	23.1%	15.4%	7.7%	0.0%	7.7%	15.4%	15.4%	23.1%	38.5%	7.7%	15.4%	30.8%	61.5%	0.0%	0.0%	46.2%
Montecristo	12	12	1	0	7	1	1	0	2	0	1	10	1	0	0	4	5	3	1	1
	1.0%	1.0%	0.7%	0.0%	4.2%	0.5%	0.7%	0.0%	1.9%	0.0%	1.1%	2.6%	0.5%	0.0%	0.0%	0.8%	0.8%	3.0%	0.8%	0.2%
	100.0%	100.0%	8.3%	0.0%	58.3%	8.3%	8.3%	0.0%	16.7%	0.0%	8.3%	83.3%	8.3%	0.0%	0.0%	33.3%	41.7%	25.0%	8.3%	8.3%
Royal Jamaica	7	7	4	0	0	2	0	0	1	0	0	3	1	0	3	1	4	2	2	1
	0.6%	0.6%	2.9%	0.0%	0.0%	1.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.8%	0.5%	0.0%	1.1%	0.2%	0.6%	2.0%	1.5%	0.2%
	100.0%	100.0%	57.1%	0.0%	0.0%	28.6%	0.0%	0.0%	14.3%	0.0%	0.0%	42.9%	14.3%	0.0%	42.9%	14.3%	57.1%	28.6%	28.6%	14.3%
Te-Amo	10	10	3	2	4	1	0	0	0	0	0	3	3	3	1	2	8	0	3	0
	0.8%	0.9%	2.2%	1.6%	2.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.4%	1.2%	0.4%	0.4%	1.3%	0.0%	2.3%	0.0%
	100.0%	100.0%	30.0%	20.0%	40.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.0%	30.0%	30.0%	10.0%	20.0%	80.0%	0.0%	30.0%	0.0%
Upmann/H. Upmann	17	17	4	3	4	5	1	0	0	0	0	5	1	7	4	1	13	3	3	0
	1.4%	1.5%	2.9%	2.4%	2.4%	2.7%	0.7%	0.0%	0.0%	0.0%	0.0%	1.3%	0.5%	2.8%	1.5%	0.2%	2.0%	3.0%	2.3%	0.0%
	100.0%	100.0%	23.5%	17.6%	23.5%	29.4%	5.9%	0.0%	0.0%	0.0%	0.0%	29.4%	5.9%	41.2%	23.5%	5.9%	76.5%	17.6%	17.6%	0.0%
Subnet - Mass	141	132	11	10	14	22	10	24	15	26	6	24	24	30	55	54	82	4	7	51
	11.5%	11.5%	7.9%	8.1%	8.3%	11.7%	7.4%	20.7%	14.3%	15.1%	6.5%	6.2%	11.0%	12.1%	20.3%	11.4%	12.9%	4.0%	5.4%	10.9%
	100.0%	93.6%	7.8%	7.1%	9.9%	15.6%	7.1%	17.0%	10.6%	18.4%	4.3%	17.0%	17.0%	21.3%	39.0%	38.3%	58.2%	2.8%	5.0%	36.2%
Antonio y Cleopatra	41	39	6	4	9	11	0	6	2	1	0	9	6	5	20	13	25	3	4	6
	3.3%	3.4%	4.3%	3.2%	5.4%	5.9%	0.0%	5.2%	1.9%	0.6%	0.0%	2.3%	2.8%	2.0%	7.4%	2.7%	3.9%	3.0%	3.1%	1.3%
	100.0%	95.1%	14.6%	9.8%	22.0%	26.8%	0.0%	14.6%	4.9%	2.4%	0.0%	22.0%	14.6%	12.2%	48.8%	31.7%	61.0%	7.3%	9.8%	14.6%
Backwoods	36	34	1	2	4	6	6	3	4	8	2	9	12	6	7	19	17	0	0	19
	2.9%	3.0%	0.7%	1.6%	2.4%	3.2%	4.4%	2.6%	3.8%	4.7%	2.2%	2.3%	5.5%	2.4%	2.6%	4.0%	2.7%	0.0%	0.0%	4.1%
	100.0%	94.4%	2.8%	5.6%	11.1%	16.7%	16.7%	8.3%	11.1%	22.2%	5.6%	25.0%	33.3%	16.7%	19.4%	52.8%	47.2%	0.0%	0.0%	52.8%
Dutch Masters	40	36	2	2	1	1	3	10	7	10	1	5	4	15	15	12	27	1	3	16
	3.3%	3.1%	1.4%	1.6%	0.6%	0.5%	2.2%	8.6%	6.7%	5.8%	1.1%	1.3%	1.8%	6.1%	5.5%	2.5%	4.2%	1.0%	2.3%	3.4%
	100.0%	90.0%	5.0%	5.0%	2.5%	2.5%	7.5%	25.0%	17.5%	25.0%	2.5%	12.5%	10.0%	37.5%	37.5%	30.0%	67.5%	2.5%	7.5%	40.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
El Producto	14	14	0	2	0	3	1	2	2	4	3	0	2	2	7	6	8	0	0	6
	1.1%	1.2%	0.0%	1.6%	0.0%	1.6%	0.7%	1.7%	1.9%	2.3%	3.3%	0.0%	0.9%	0.8%	2.6%	1.3%	1.3%	0.0%	0.0%	1.3%
	100.0%	100.0%	0.0%	14.3%	0.0%	21.4%	7.1%	14.3%	14.3%	28.6%	21.4%	0.0%	14.3%	14.3%	50.0%	42.9%	57.1%	0.0%	0.0%	42.9%
Muriel	10	9	2	0	0	1	0	3	0	3	0	1	0	2	6	4	5	0	0	4
	0.8%	0.8%	1.4%	0.0%	0.0%	0.5%	0.0%	2.6%	0.0%	1.7%	0.0%	0.3%	0.0%	0.8%	2.2%	0.8%	0.8%	0.0%	0.0%	0.9%
	100.0%	90.0%	20.0%	0.0%	0.0%	10.0%	0.0%	30.0%	0.0%	30.0%	0.0%	10.0%	0.0%	20.0%	60.0%	40.0%	50.0%	0.0%	0.0%	40.0%
Net - General Cigar Holdings	256	241	41	19	51	37	39	13	15	26	20	97	40	51	48	92	141	23	27	88
	20.8%	21.0%	29.5%	15.3%	30.4%	19.7%	28.7%	11.2%	14.3%	15.1%	21.7%	25.0%	18.3%	20.6%	17.7%	19.4%	22.1%	23.2%	20.8%	18.8%
	100.0%	94.1%	16.0%	7.4%	19.9%	14.5%	15.2%	5.1%	5.9%	10.2%	7.8%	37.9%	15.6%	19.9%	18.8%	35.9%	55.1%	9.0%	10.5%	34.4%
Subnet-General Cigar Holdings - Premium	175	167	34	16	49	21	31	1	8	7	13	77	26	32	27	54	100	21	22	47
	14.2%	14.5%	24.5%	12.9%	29.2%	11.2%	22.8%	0.9%	7.6%	4.1%	14.1%	19.8%	11.9%	13.0%	10.0%	11.4%	15.7%	21.2%	16.9%	10.0%
	100.0%	95.4%	19.4%	9.1%	28.0%	12.0%	17.7%	0.6%	4.6%	4.0%	7.4%	44.0%	14.9%	18.3%	15.4%	30.9%	57.1%	12.0%	12.6%	26.9%
SubNet - General Cigar Co.	220	206	31	11	43	33	36	12	15	25	18	79	36	45	42	85	122	13	18	85
	17.9%	17.9%	22.3%	8.9%	25.6%	17.6%	26.5%	10.3%	14.3%	14.5%	19.6%	20.4%	16.5%	18.2%	15.5%	17.9%	19.1%	13.1%	13.8%	18.2%
	100.0%	93.6%	14.1%	5.0%	19.5%	15.0%	16.4%	5.5%	6.8%	11.4%	8.2%	35.9%	16.4%	20.5%	19.1%	38.6%	55.5%	5.9%	8.2%	38.6%
Sub-Subnet - Premium	139	132	24	8	41	17	28	0	8	6	11	59	22	26	21	47	81	11	13	44
	11.3%	11.5%	17.3%	6.5%	24.4%	9.0%	20.6%	0.0%	7.6%	3.5%	12.0%	15.2%	10.1%	10.5%	7.7%	9.9%	12.7%	11.1%	10.0%	9.4%
	100.0%	95.0%	17.3%	5.8%	29.5%	12.2%	20.1%	0.0%	5.8%	4.3%	7.9%	42.4%	15.8%	18.7%	15.1%	33.8%	58.3%	7.9%	9.4%	31.7%
Cohiba	20	20	3	1	5	4	6	0	0	1	2	8	3	4	3	5	11	4	1	5
	1.6%	1.7%	2.2%	0.8%	3.0%	2.1%	4.4%	0.0%	0.0%	0.6%	2.2%	2.1%	1.4%	1.6%	1.1%	1.1%	1.7%	4.0%	0.8%	1.1%
	100.0%	100.0%	15.0%	5.0%	25.0%	20.0%	30.0%	0.0%	0.0%	5.0%	10.0%	40.0%	15.0%	20.0%	15.0%	25.0%	55.0%	20.0%	5.0%	25.0%
Cifuentes	2	2	0	0	1	0	1	0	0	0	0	2	0	0	0	0	2	0	0	0
	0.2%	0.2%	0.0%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Macanudo	100	94	18	5	29	12	19	0	7	4	6	44	15	18	17	39	57	4	9	35
	8.1%	8.2%	12.9%	4.0%	17.3%	6.4%	14.0%	0.0%	6.7%	2.3%	6.5%	11.3%	6.9%	7.3%	6.3%	8.2%	8.9%	4.0%	6.9%	7.5%
	100.0%	94.0%	18.0%	5.0%	29.0%	12.0%	19.0%	0.0%	7.0%	4.0%	6.0%	44.0%	15.0%	18.0%	17.0%	39.0%	57.0%	4.0%	9.0%	35.0%
Macanudo Vintage	4	3	1	0	0	0	1	0	0	1	1	0	1	2	0	1	2	1	0	1
	0.3%	0.3%	0.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.6%	1.1%	0.0%	0.5%	0.8%	0.0%	0.2%	0.3%	1.0%	0.0%	0.2%
	100.0%	75.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	25.0%	25.0%	0.0%	25.0%	50.0%	0.0%	25.0%	50.0%	25.0%	0.0%	25.0%
Partagas	12	12	2	2	5	1	1	0	1	0	2	4	3	2	1	2	8	2	3	3
	1.0%	1.0%	1.4%	1.6%	3.0%	0.5%	0.7%	0.0%	1.0%	0.0%	2.2%	1.0%	1.4%	0.8%	0.4%	0.4%	1.3%	2.0%	2.3%	0.6%
	100.0%	100.0%	16.7%	16.7%	41.7%	8.3%	8.3%	0.0%	8.3%	0.0%	16.7%	33.3%	25.0%	16.7%	8.3%	16.7%	66.7%	16.7%	25.0%	25.0%
Partagas Limited Reserve	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
	0.1%	0.1%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Sub-Subnet - Mass	81	74	7	3	2	16	8	12	7	19	7	20	14	19	21	38	41	2	5	41
	6.6%	6.4%	5.0%	2.4%	1.2%	8.5%	5.9%	10.3%	6.7%	11.0%	7.6%	5.2%	6.4%	7.7%	7.7%	8.0%	6.4%	2.0%	3.8%	8.8%
	100.0%	91.4%	8.6%	3.7%	2.5%	19.8%	9.9%	14.8%	8.6%	23.5%	8.6%	24.7%	17.3%	23.5%	25.9%	46.9%	50.6%	2.5%	6.2%	50.6%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Garcia y Vega/Whiffs	36	31	2	1	2	9	5	2	3	7	3	10	6	9	8	18	18	0	1	19
	2.9%	2.7%	1.4%	0.8%	1.2%	4.8%	3.7%	1.7%	2.9%	4.1%	3.3%	2.6%	2.8%	3.6%	3.0%	3.8%	2.8%	0.0%	0.8%	4.1%
	100.0%	86.1%	5.6%	2.8%	5.6%	25.0%	13.9%	5.6%	8.3%	19.4%	8.3%	27.8%	16.7%	25.0%	22.2%	50.0%	50.0%	0.0%	2.8%	52.8%
Tiparillo	22	22	2	0	0	5	0	5	2	8	2	6	4	6	4	14	8	0	1	13
	1.8%	1.9%	1.4%	0.0%	0.0%	2.7%	0.0%	4.3%	1.9%	4.7%	2.2%	1.5%	1.8%	2.4%	1.5%	3.0%	1.3%	0.0%	0.8%	2.8%
	100.0%	100.0%	9.1%	0.0%	0.0%	22.7%	0.0%	22.7%	9.1%	36.4%	9.1%	27.3%	18.2%	27.3%	18.2%	63.6%	36.4%	0.0%	4.5%	59.1%
White Owl	18	16	1	1	0	2	1	5	2	4	1	3	3	4	7	5	11	2	2	7
	1.5%	1.4%	0.7%	0.8%	0.0%	1.1%	0.7%	4.3%	1.9%	2.3%	1.1%	0.8%	1.4%	1.6%	2.6%	1.1%	1.7%	2.0%	1.5%	1.5%
	100.0%	88.9%	5.6%	5.6%	0.0%	11.1%	5.6%	27.8%	11.1%	22.2%	5.6%	16.7%	16.7%	22.2%	38.9%	27.8%	61.1%	11.1%	11.1%	38.9%
William Penn	5	5	2	1	0	0	2	0	0	0	1	1	1	0	2	1	4	0	1	2
	0.4%	0.4%	1.4%	0.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.1%	0.3%	0.5%	0.0%	0.7%	0.2%	0.6%	0.0%	0.8%	0.4%
	100.0%	100.0%	40.0%	20.0%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	20.0%	20.0%	20.0%	0.0%	40.0%	20.0%	80.0%	0.0%	20.0%	40.0%
SubNet - Villazon	36	35	10	8	8	4	3	1	0	1	2	18	4	6	6	7	19	10	9	3
	2.9%	3.0%	7.2%	6.5%	4.8%	2.1%	2.2%	0.9%	0.0%	0.6%	2.2%	4.6%	1.8%	2.4%	2.2%	1.5%	3.0%	10.1%	6.9%	0.6%
	100.0%	97.2%	27.8%	22.2%	22.2%	11.1%	8.3%	2.8%	0.0%	2.8%	5.6%	50.0%	11.1%	16.7%	16.7%	19.4%	52.8%	27.8%	25.0%	8.3%
Hoyo de Monterrey	9	9	3	3	2	0	1	0	0	0	0	3	2	3	1	1	6	2	2	1
	0.7%	0.8%	2.2%	2.4%	1.2%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.8%	0.9%	1.2%	0.4%	0.2%	0.9%	2.0%	1.5%	0.2%
	100.0%	100.0%	33.3%	33.3%	22.2%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	33.3%	22.2%	33.3%	11.1%	11.1%	66.7%	22.2%	22.2%	11.1%
Hoyo de Monterrey Excalibur	8	8	3	2	1	1	0	1	0	0	1	3	0	2	2	3	1	4	2	1
	0.7%	0.7%	2.2%	1.6%	0.6%	0.5%	0.0%	0.9%	0.0%	0.0%	1.1%	0.8%	0.0%	0.8%	0.7%	0.6%	0.2%	4.0%	1.5%	0.2%
	100.0%	100.0%	37.5%	25.0%	12.5%	12.5%	0.0%	12.5%	0.0%	0.0%	12.5%	37.5%	0.0%	25.0%	25.0%	37.5%	12.5%	50.0%	25.0%	12.5%
Punch	18	17	4	3	4	3	2	0	0	1	1	11	2	1	3	2	12	4	4	1
	1.5%	1.5%	2.9%	2.4%	2.4%	1.6%	1.5%	0.0%	0.0%	0.6%	1.1%	2.8%	0.9%	0.4%	1.1%	0.4%	1.9%	4.0%	3.1%	0.2%
	100.0%	94.4%	22.2%	16.7%	22.2%	16.7%	11.1%	0.0%	0.0%	5.6%	5.6%	61.1%	11.1%	5.6%	16.7%	11.1%	66.7%	22.2%	22.2%	5.6%
Punch Grand Cru	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0
	0.1%	0.1%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.8%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%
Net - Swisher International	188	168	9	13	5	30	16	28	24	43	12	50	45	42	36	113	69	4	9	91
	15.3%	14.6%	6.5%	10.5%	3.0%	16.0%	11.8%	24.1%	22.9%	25.0%	13.0%	12.9%	20.6%	17.0%	13.3%	23.8%	10.8%	4.0%	6.9%	19.4%
	100.0%	89.4%	4.8%	6.9%	2.7%	16.0%	8.5%	14.9%	12.8%	22.9%	6.4%	26.6%	23.9%	22.3%	19.1%	60.1%	36.7%	2.1%	4.8%	48.4%
Bering	7	7	3	1	0	2	0	0	1	0	0	1	3	1	2	1	4	1	1	2
	0.6%	0.6%	2.2%	0.8%	0.0%	1.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.3%	1.4%	0.4%	0.7%	0.2%	0.6%	1.0%	0.8%	0.4%
	100.0%	100.0%	42.9%	14.3%	0.0%	28.6%	0.0%	0.0%	14.3%	0.0%	0.0%	14.3%	42.9%	14.3%	28.6%	14.3%	57.1%	14.3%	14.3%	28.6%
King Edward	24	23	1	1	1	4	1	5	3	7	2	5	4	3	10	8	15	1	1	11
	2.0%	2.0%	0.7%	0.8%	0.6%	2.1%	0.7%	4.3%	2.9%	4.1%	2.2%	1.3%	1.8%	1.2%	3.7%	1.7%	2.4%	1.0%	0.8%	2.4%
	100.0%	95.8%	4.2%	4.2%	4.2%	16.7%	4.2%	20.8%	12.5%	29.2%	8.3%	20.8%	16.7%	12.5%	41.7%	33.3%	62.5%	4.2%	4.2%	45.8%
La Prima Dora	2	2	0	0	0	2	0	0	0	0	1	1	0	0	0	2	0	0	0	0
	0.2%	0.2%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.1%	0.3%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Swisher Sweets	155 12.6% 100.0%	136 11.8% 87.7%	5 3.6% 3.2%	11 8.9% 7.1%	4 2.4% 2.6%	22 11.7% 14.2%	15 11.0% 9.7%	23 19.8% 14.8%	20 19.0% 12.9%	36 20.9% 23.2%	9 9.8% 5.8%	43 11.1% 27.7%	38 17.4% 24.5%	38 15.4% 24.5%	24 8.9% 15.5%	102 21.5% 65.8%	50 7.8% 32.3%	2 2.0% 1.3%	7 5.4% 4.5%	78 16.7% 50.3%
Net - JR Tobacco Brands	11 0.9% 100.0%	11 1.0% 100.0%	4 2.9% 36.4%	2 1.6% 18.2%	2 1.2% 18.2%	0 0.0% 0.0%	1 0.7% 9.1%	1 0.9% 9.1%	0 0.0% 0.0%	1 0.6% 9.1%	0 0.0% 0.0%	5 1.3% 45.5%	2 0.9% 18.2%	2 0.8% 18.2%	2 0.7% 18.2%	1 0.2% 9.1%	7 1.1% 63.6%	3 3.0% 27.3%	5 3.8% 45.5%	1 0.2% 9.1%
El Rey Del Mundo	3 0.2% 100.0%	3 0.3% 100.0%	0 0.0% 0.0%	1 0.8% 33.3%	2 1.2% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.5% 66.7%	1 0.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 33.3%	0 0.0% 0.0%	2 2.0% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%
J.R. Ultimates	8 0.7% 100.0%	8 0.7% 100.0%	4 2.9% 50.0%	1 0.8% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 12.5%	1 0.9% 12.5%	0 0.0% 0.0%	1 0.6% 12.5%	0 0.0% 0.0%	3 0.8% 37.5%	1 0.5% 12.5%	2 0.8% 25.0%	2 0.7% 25.0%	0 0.0% 0.0%	7 1.1% 87.5%	1 1.0% 12.5%	5 3.8% 62.5%	1 0.2% 12.5%
Net - Tabacalera	85 6.9% 100.0%	82 7.1% 96.5%	8 5.8% 9.4%	7 5.6% 8.2%	3 1.8% 3.5%	14 7.4% 16.5%	5 3.7% 5.9%	18 15.5% 21.2%	11 10.5% 12.9%	16 9.3% 18.8%	11 12.0% 12.9%	25 6.4% 29.4%	11 5.0% 12.9%	15 6.1% 17.6%	21 7.7% 24.7%	41 8.6% 48.2%	40 6.3% 47.1%	2 2.0% 2.4%	8 6.2% 9.4%	40 8.5% 47.1%
Subnet - Premium	9 0.7% 100.0%	8 0.7% 88.9%	2 1.4% 22.2%	0 0.0% 0.0%	2 1.2% 22.2%	1 0.5% 11.1%	3 2.2% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 1.3% 55.6%	1 0.5% 11.1%	2 0.8% 22.2%	1 0.4% 11.1%	5 1.1% 55.6%	4 0.6% 44.4%	0 0.0% 0.0%	0 0.0% 0.0%	6 1.3% 66.7%
Romeo y Julieta	9 0.7% 100.0%	8 0.7% 88.9%	2 1.4% 22.2%	0 0.0% 0.0%	2 1.2% 22.2%	1 0.5% 11.1%	3 2.2% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 1.3% 55.6%	1 0.5% 11.1%	2 0.8% 22.2%	1 0.4% 11.1%	5 1.1% 55.6%	4 0.6% 44.4%	0 0.0% 0.0%	0 0.0% 0.0%	6 1.3% 66.7%
Subnet - Mass	76 6.2% 100.0%	74 6.4% 97.4%	6 4.3% 7.9%	7 5.6% 9.2%	1 0.6% 1.3%	13 6.9% 17.1%	2 1.5% 2.6%	18 15.5% 23.7%	11 10.5% 14.5%	16 9.3% 21.1%	11 12.0% 14.5%	20 5.2% 26.3%	10 4.6% 13.2%	13 5.3% 17.1%	20 7.4% 26.3%	36 7.6% 47.4%	36 5.6% 47.4%	2 2.0% 2.6%	8 6.2% 10.5%	34 7.3% 44.7%
Black & Gold/Black & Mild	29 2.4% 100.0%	29 2.5% 100.0%	0 0.0% 0.0%	3 2.4% 10.3%	0 0.0% 0.0%	5 2.7% 17.2%	1 0.7% 3.4%	7 6.0% 24.1%	4 3.8% 13.8%	9 5.2% 31.0%	7 7.6% 24.1%	7 1.8% 24.1%	4 1.8% 13.8%	3 1.2% 10.3%	7 2.6% 24.1%	17 3.6% 58.6%	11 1.7% 37.9%	0 0.0% 0.0%	3 2.3% 10.3%	12 2.6% 41.4%
Hav-a-Tampa/Jewels	27 2.2% 100.0%	25 2.2% 92.6%	3 2.2% 11.1%	0 0.0% 0.0%	1 0.6% 3.7%	5 2.7% 18.5%	1 0.7% 3.7%	6 5.2% 22.2%	3 2.9% 11.1%	6 3.5% 22.2%	1 1.1% 3.7%	8 2.1% 29.6%	3 1.4% 11.1%	7 2.8% 25.9%	7 2.6% 25.9%	10 2.1% 37.0%	15 2.4% 55.6%	1 1.0% 3.7%	2 1.5% 7.4%	15 3.2% 55.6%
Phillies	20 1.6% 100.0%	20 1.7% 100.0%	3 2.2% 15.0%	4 3.2% 20.0%	0 0.0% 0.0%	3 1.6% 15.0%	0 0.0% 0.0%	5 4.3% 25.0%	4 3.8% 20.0%	1 0.6% 5.0%	3 3.3% 15.0%	5 1.3% 25.0%	3 1.4% 15.0%	3 1.2% 15.0%	6 2.2% 30.0%	9 1.9% 45.0%	10 1.6% 50.0%	1 1.0% 5.0%	3 2.3% 15.0%	7 1.5% 35.0%
Net - Other	263 21.4% 100.0%	254 22.1% 96.6%	32 23.0% 12.2%	44 35.5% 16.7%	51 30.4% 19.4%	39 20.7% 14.8%	26 19.1% 9.9%	23 19.8% 8.7%	14 13.3% 5.3%	25 14.5% 9.5%	13 14.1% 4.9%	96 24.7% 36.5%	43 19.7% 16.3%	54 21.9% 20.5%	56 20.7% 21.3%	82 17.3% 31.2%	145 22.7% 55.1%	36 36.4% 13.7%	46 35.4% 17.5%	83 17.7% 31.6%
Subnet - Premium	94 7.6% 100.0%	91 7.9% 96.8%	17 12.2% 18.1%	19 15.3% 20.2%	22 13.1% 23.4%	16 8.5% 17.0%	7 5.1% 7.4%	2 1.7% 2.1%	3 2.9% 3.2%	5 2.9% 5.3%	3 3.3% 3.2%	35 9.0% 37.2%	15 6.9% 16.0%	21 8.5% 22.3%	20 7.4% 21.3%	29 6.1% 30.9%	53 8.3% 56.4%	12 12.1% 12.8%	19 14.6% 20.2%	22 4.7% 23.4%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Ashton	8	8	2	0	3	0	2	0	1	0	0	5	0	2	1	1	5	2	0	2
	0.7%	0.7%	1.4%	0.0%	1.8%	0.0%	1.5%	0.0%	1.0%	0.0%	0.0%	1.3%	0.0%	0.8%	0.4%	0.2%	0.8%	2.0%	0.0%	0.4%
	100.0%	100.0%	25.0%	0.0%	37.5%	0.0%	25.0%	0.0%	12.5%	0.0%	0.0%	62.5%	0.0%	25.0%	12.5%	12.5%	62.5%	25.0%	0.0%	25.0%
Bahia	2	2	1	0	0	1	0	0	0	0	0	1	0	1	0	1	0	1	1	0
	0.2%	0.2%	0.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.4%	0.0%	0.2%	0.0%	1.0%	0.8%	0.0%
	100.0%	100.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	50.0%	0.0%	50.0%	50.0%	0.0%
Davidoff	5	5	2	1	2	0	0	0	0	0	0	1	2	1	1	2	2	1	1	0
	0.4%	0.4%	1.4%	0.8%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%	0.4%	0.4%	0.4%	0.3%	1.0%	0.8%	0.0%
	100.0%	100.0%	40.0%	20.0%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	40.0%	20.0%	20.0%	40.0%	40.0%	20.0%	20.0%	0.0%
Don Tomas	7	6	1	0	1	1	2	0	1	0	1	3	2	0	1	2	5	0	0	4
	0.6%	0.5%	0.7%	0.0%	0.6%	0.5%	1.5%	0.0%	1.0%	0.0%	1.1%	0.8%	0.9%	0.0%	0.4%	0.4%	0.8%	0.0%	0.0%	0.9%
	100.0%	85.7%	14.3%	0.0%	14.3%	14.3%	28.6%	0.0%	14.3%	0.0%	14.3%	42.9%	28.6%	0.0%	14.3%	28.6%	71.4%	0.0%	0.0%	57.1%
Dunhill	11	11	2	0	4	1	3	1	0	0	1	4	1	4	1	6	4	1	0	5
	0.9%	1.0%	1.4%	0.0%	2.4%	0.5%	2.2%	0.9%	0.0%	0.0%	1.1%	1.0%	0.5%	1.6%	0.4%	1.3%	0.6%	1.0%	0.0%	1.1%
	100.0%	100.0%	18.2%	0.0%	36.4%	9.1%	27.3%	9.1%	0.0%	0.0%	9.1%	36.4%	9.1%	36.4%	9.1%	54.5%	36.4%	9.1%	0.0%	45.5%
Fuente/Arturo Fuente	32	31	7	7	11	4	0	0	1	1	1	14	6	6	5	5	22	5	10	7
	2.6%	2.7%	5.0%	5.6%	6.5%	2.1%	0.0%	0.0%	1.0%	0.6%	1.1%	3.6%	2.8%	2.4%	1.8%	1.1%	3.4%	5.1%	7.7%	1.5%
	100.0%	96.9%	21.9%	21.9%	34.4%	12.5%	0.0%	0.0%	3.1%	3.1%	3.1%	43.8%	18.8%	18.8%	15.6%	15.6%	68.8%	15.6%	31.3%	21.9%
Thompson	29	28	2	11	1	9	0	1	0	4	0	7	4	7	11	12	15	2	7	4
	2.4%	2.4%	1.4%	8.9%	0.6%	4.8%	0.0%	0.9%	0.0%	2.3%	0.0%	1.8%	1.8%	2.8%	4.1%	2.5%	2.4%	2.0%	5.4%	0.9%
	100.0%	96.6%	6.9%	37.9%	3.4%	31.0%	0.0%	3.4%	0.0%	13.8%	0.0%	24.1%	13.8%	24.1%	37.9%	41.4%	51.7%	6.9%	24.1%	13.8%
Subnet - Mass	12	10	0	0	1	0	1	3	1	4	1	6	1	3	1	7	5	0	0	6
	1.0%	0.9%	0.0%	0.0%	0.6%	0.0%	0.7%	2.6%	1.0%	2.3%	1.1%	1.5%	0.5%	1.2%	0.4%	1.5%	0.8%	0.0%	0.0%	1.3%
	100.0%	83.3%	0.0%	0.0%	8.3%	0.0%	8.3%	25.0%	8.3%	33.3%	8.3%	50.0%	8.3%	25.0%	8.3%	58.3%	41.7%	0.0%	0.0%	50.0%
Middleton	12	10	0	0	1	0	1	3	1	4	1	6	1	3	1	7	5	0	0	6
	1.0%	0.9%	0.0%	0.0%	0.6%	0.0%	0.7%	2.6%	1.0%	2.3%	1.1%	1.5%	0.5%	1.2%	0.4%	1.5%	0.8%	0.0%	0.0%	1.3%
	100.0%	83.3%	0.0%	0.0%	8.3%	0.0%	8.3%	25.0%	8.3%	33.3%	8.3%	50.0%	8.3%	25.0%	8.3%	58.3%	41.7%	0.0%	0.0%	50.0%
Other	157	153	15	25	28	23	18	18	10	16	9	55	27	30	35	46	87	24	27	55
	12.8%	13.3%	10.8%	20.2%	16.7%	12.2%	13.2%	15.5%	9.5%	9.3%	9.8%	14.2%	12.4%	12.1%	12.9%	9.7%	13.6%	24.2%	20.8%	11.8%
	100.0%	97.5%	9.6%	15.9%	17.8%	14.6%	11.5%	11.5%	6.4%	10.2%	5.7%	35.0%	17.2%	19.1%	22.3%	29.3%	55.4%	15.3%	17.2%	35.0%
No answer	226	201	20	22	24	35	36	9	22	33	27	67	42	42	43	79	116	19	19	106
	18.4%	17.5%	14.4%	17.7%	14.3%	18.6%	26.5%	7.8%	21.0%	19.2%	29.3%	17.3%	19.3%	17.0%	15.9%	16.7%	18.2%	19.2%	14.6%	22.6%
	100.0%	88.9%	8.8%	9.7%	10.6%	15.5%	15.9%	4.0%	9.7%	14.6%	11.9%	29.6%	18.6%	18.6%	19.0%	35.0%	51.3%	8.4%	8.4%	46.9%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Premium (Q19F)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	348	336	71	44	93	49	45	4	15	15	19	146	55	68	60	101	202	44	55	84
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.6%	20.4%	12.6%	26.7%	14.1%	12.9%	1.1%	4.3%	4.3%	5.5%	42.0%	15.8%	19.5%	17.2%	29.0%	58.0%	12.6%	15.8%	24.1%
SuperNet - Premium	348	336	71	44	93	49	45	4	15	15	19	146	55	68	60	101	202	44	55	84
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.6%	20.4%	12.6%	26.7%	14.1%	12.9%	1.1%	4.3%	4.3%	5.5%	42.0%	15.8%	19.5%	17.2%	29.0%	58.0%	12.6%	15.8%	24.1%
Net - Consolidated Cigar Co.	59	59	14	7	18	11	3	0	4	2	3	24	11	11	10	12	38	8	9	8
	17.0%	17.6%	19.7%	15.9%	19.4%	22.4%	6.7%	0.0%	26.7%	13.3%	15.8%	16.4%	20.0%	16.2%	16.7%	11.9%	18.8%	18.2%	16.4%	9.5%
	100.0%	100.0%	23.7%	11.9%	30.5%	18.6%	5.1%	0.0%	6.8%	3.4%	5.1%	40.7%	18.6%	18.6%	16.9%	20.3%	64.4%	13.6%	15.3%	13.6%
Subnet - Premium	59	59	14	7	18	11	3	0	4	2	3	24	11	11	10	12	38	8	9	8
	17.0%	17.6%	19.7%	15.9%	19.4%	22.4%	6.7%	0.0%	26.7%	13.3%	15.8%	16.4%	20.0%	16.2%	16.7%	11.9%	18.8%	18.2%	16.4%	9.5%
	100.0%	100.0%	23.7%	11.9%	30.5%	18.6%	5.1%	0.0%	6.8%	3.4%	5.1%	40.7%	18.6%	18.6%	16.9%	20.3%	64.4%	13.6%	15.3%	13.6%
Don Diego	13	13	2	2	3	2	1	0	1	2	2	3	5	1	2	4	8	0	0	6
	3.7%	3.9%	2.8%	4.5%	3.2%	4.1%	2.2%	0.0%	6.7%	13.3%	10.5%	2.1%	9.1%	1.5%	3.3%	4.0%	4.0%	0.0%	0.0%	7.1%
	100.0%	100.0%	15.4%	15.4%	23.1%	15.4%	7.7%	0.0%	7.7%	15.4%	15.4%	23.1%	38.5%	7.7%	15.4%	30.8%	61.5%	0.0%	0.0%	46.2%
Montecristo	12	12	1	0	7	1	1	0	2	0	1	10	1	0	0	4	5	3	1	1
	3.4%	3.6%	1.4%	0.0%	7.5%	2.0%	2.2%	0.0%	13.3%	0.0%	5.3%	6.8%	1.8%	0.0%	0.0%	4.0%	2.5%	6.8%	1.8%	1.2%
	100.0%	100.0%	8.3%	0.0%	58.3%	8.3%	8.3%	0.0%	16.7%	0.0%	8.3%	83.3%	8.3%	0.0%	0.0%	33.3%	41.7%	25.0%	8.3%	8.3%
Royal Jamaica	7	7	4	0	0	2	0	0	1	0	0	3	1	0	3	1	4	2	2	1
	2.0%	2.1%	5.6%	0.0%	0.0%	4.1%	0.0%	0.0%	6.7%	0.0%	0.0%	2.1%	1.8%	0.0%	5.0%	1.0%	2.0%	4.5%	3.6%	1.2%
	100.0%	100.0%	57.1%	0.0%	0.0%	28.6%	0.0%	0.0%	14.3%	0.0%	0.0%	42.9%	14.3%	0.0%	42.9%	14.3%	57.1%	28.6%	28.6%	14.3%
Te-Amo	10	10	3	2	4	1	0	0	0	0	0	3	3	3	1	2	8	0	3	0
	2.9%	3.0%	4.2%	4.5%	4.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	5.5%	4.4%	1.7%	2.0%	4.0%	0.0%	5.5%	0.0%
	100.0%	100.0%	30.0%	20.0%	40.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.0%	30.0%	30.0%	10.0%	20.0%	80.0%	0.0%	30.0%	0.0%
Upmann/H. Upmann	17	17	4	3	4	5	1	0	0	0	0	5	1	7	4	1	13	3	3	0
	4.9%	5.1%	5.6%	6.8%	4.3%	10.2%	2.2%	0.0%	0.0%	0.0%	0.0%	3.4%	1.8%	10.3%	6.7%	1.0%	6.4%	6.8%	5.5%	0.0%
	100.0%	100.0%	23.5%	17.6%	23.5%	29.4%	5.9%	0.0%	0.0%	0.0%	0.0%	29.4%	5.9%	41.2%	23.5%	5.9%	76.5%	17.6%	17.6%	0.0%
Net - General Cigar Holdings .	175	167	34	16	49	21	31	1	8	7	13	77	26	32	27	54	100	21	22	47
	50.3%	49.7%	47.9%	36.4%	52.7%	42.9%	68.9%	25.0%	53.3%	46.7%	68.4%	52.7%	47.3%	47.1%	45.0%	53.5%	49.5%	47.7%	40.0%	56.0%
	100.0%	95.4%	19.4%	9.1%	28.0%	12.0%	17.7%	0.6%	4.6%	4.0%	7.4%	44.0%	14.9%	18.3%	15.4%	30.9%	57.1%	12.0%	12.6%	26.9%
Subnet-General Cigar Holdings - Premium	175	167	34	16	49	21	31	1	8	7	13	77	26	32	27	54	100	21	22	47
	50.3%	49.7%	47.9%	36.4%	52.7%	42.9%	68.9%	25.0%	53.3%	46.7%	68.4%	52.7%	47.3%	47.1%	45.0%	53.5%	49.5%	47.7%	40.0%	56.0%
	100.0%	95.4%	19.4%	9.1%	28.0%	12.0%	17.7%	0.6%	4.6%	4.0%	7.4%	44.0%	14.9%	18.3%	15.4%	30.9%	57.1%	12.0%	12.6%	26.9%
SubNet - General Cigar Co.	139	132	24	8	41	17	28	0	8	6	11	59	22	26	21	47	81	11	13	44
	39.9%	39.3%	33.8%	18.2%	44.1%	34.7%	62.2%	0.0%	53.3%	40.0%	57.9%	40.4%	40.0%	38.2%	35.0%	46.5%	40.1%	25.0%	23.6%	52.4%
	100.0%	95.0%	17.3%	5.8%	29.5%	12.2%	20.1%	0.0%	5.8%	4.3%	7.9%	42.4%	15.8%	18.7%	15.1%	33.8%	58.3%	7.9%	9.4%	31.7%
Sub-Subnet - Premium	139	132	24	8	41	17	28	0	8	6	11	59	22	26	21	47	81	11	13	44
	39.9%	39.3%	33.8%	18.2%	44.1%	34.7%	62.2%	0.0%	53.3%	40.0%	57.9%	40.4%	40.0%	38.2%	35.0%	46.5%	40.1%	25.0%	23.6%	52.4%
	100.0%	95.0%	17.3%	5.8%	29.5%	12.2%	20.1%	0.0%	5.8%	4.3%	7.9%	42.4%	15.8%	18.7%	15.1%	33.8%	58.3%	7.9%	9.4%	31.7%
Cohiba	20	20	3	1	5	4	6	0	0	1	2	8	3	4	3	5	11	4	1	5
	5.7%	6.0%	4.2%	2.3%	5.4%	8.2%	13.3%	0.0%	0.0%	6.7%	10.5%	5.5%	5.5%	5.9%	5.0%	5.0%	5.4%	9.1%	1.8%	6.0%
	100.0%	100.0%	15.0%	5.0%	25.0%	20.0%	30.0%	0.0%	0.0%	5.0%	10.0%	40.0%	15.0%	20.0%	15.0%	25.0%	55.0%	20.0%	5.0%	25.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Premium (Q19F)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	348	336	71	44	93	49	45	4	15	15	19	146	55	68	60	101	202	44	55	84
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.6%	20.4%	12.6%	26.7%	14.1%	12.9%	1.1%	4.3%	4.3%	5.5%	42.0%	15.8%	19.5%	17.2%	29.0%	58.0%	12.6%	15.8%	24.1%
Cifuentes	2	2	0	0	1	0	1	0	0	0	0	2	0	0	0	0	2	0	0	0
	0.6%	0.6%	0.0%	0.0%	1.1%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Macanudo	100	94	18	5	29	12	19	0	7	4	6	44	15	18	17	39	57	4	9	35
	28.7%	28.0%	25.4%	11.4%	31.2%	24.5%	42.2%	0.0%	46.7%	26.7%	31.6%	30.1%	27.3%	26.5%	28.3%	38.6%	28.2%	9.1%	16.4%	41.7%
	100.0%	94.0%	18.0%	5.0%	29.0%	12.0%	19.0%	0.0%	7.0%	4.0%	6.0%	44.0%	15.0%	18.0%	17.0%	39.0%	57.0%	4.0%	9.0%	35.0%
Macanudo Vintage	4	3	1	0	0	0	1	0	0	1	1	0	1	2	0	1	2	1	0	1
	1.1%	0.9%	1.4%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	6.7%	5.3%	0.0%	1.8%	2.9%	0.0%	1.0%	1.0%	2.3%	0.0%	1.2%
	100.0%	75.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	25.0%	25.0%	0.0%	25.0%	50.0%	0.0%	25.0%	50.0%	25.0%	0.0%	25.0%
Partagas	12	12	2	2	5	1	1	0	1	0	2	4	3	2	1	2	8	2	3	3
	3.4%	3.6%	2.8%	4.5%	5.4%	2.0%	2.2%	0.0%	6.7%	0.0%	10.5%	2.7%	5.5%	2.9%	1.7%	2.0%	4.0%	4.5%	5.5%	3.6%
	100.0%	100.0%	16.7%	16.7%	41.7%	8.3%	8.3%	0.0%	8.3%	0.0%	16.7%	33.3%	25.0%	16.7%	8.3%	16.7%	66.7%	16.7%	25.0%	25.0%
Partagas Limited Reserve	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
	0.3%	0.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
SubNet - Villazon	36	35	10	8	8	4	3	1	0	1	2	18	4	6	6	7	19	10	9	3
	10.3%	10.4%	14.1%	18.2%	8.6%	8.2%	6.7%	25.0%	0.0%	6.7%	10.5%	12.3%	7.3%	8.8%	10.0%	6.9%	9.4%	22.7%	16.4%	3.6%
	100.0%	97.2%	27.8%	22.2%	22.2%	11.1%	8.3%	2.8%	0.0%	2.8%	5.6%	50.0%	11.1%	16.7%	16.7%	19.4%	52.8%	27.8%	25.0%	8.3%
Hoyo de Monterrey	9	9	3	3	2	0	1	0	0	0	0	3	2	3	1	1	6	2	2	1
	2.6%	2.7%	4.2%	6.8%	2.2%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	2.1%	3.6%	4.4%	1.7%	1.0%	3.0%	4.5%	3.6%	1.2%
	100.0%	100.0%	33.3%	33.3%	22.2%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	33.3%	22.2%	33.3%	11.1%	11.1%	66.7%	22.2%	22.2%	11.1%
Hoyo de Monterrey Excalibur	8	8	3	2	1	1	0	1	0	0	1	3	0	2	2	3	1	4	2	1
	2.3%	2.4%	4.2%	4.5%	1.1%	2.0%	0.0%	25.0%	0.0%	0.0%	5.3%	2.1%	0.0%	2.9%	3.3%	3.0%	0.5%	9.1%	3.6%	1.2%
	100.0%	100.0%	37.5%	25.0%	12.5%	12.5%	0.0%	12.5%	0.0%	0.0%	12.5%	37.5%	0.0%	25.0%	25.0%	37.5%	12.5%	50.0%	25.0%	12.5%
Punch	18	17	4	3	4	3	2	0	0	1	1	11	2	1	3	2	12	4	4	1
	5.2%	5.1%	5.6%	6.8%	4.3%	6.1%	4.4%	0.0%	0.0%	6.7%	5.3%	7.5%	3.6%	1.5%	5.0%	2.0%	5.9%	9.1%	7.3%	1.2%
	100.0%	94.4%	22.2%	16.7%	22.2%	16.7%	11.1%	0.0%	0.0%	5.6%	5.6%	61.1%	11.1%	5.6%	16.7%	11.1%	66.7%	22.2%	22.2%	5.6%
Punch Grand Cru	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0
	0.3%	0.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.8%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%
Net - JR Tobacco Brands	11	11	4	2	2	0	1	1	0	1	0	5	2	2	2	1	7	3	5	1
	3.2%	3.3%	5.6%	4.5%	2.2%	0.0%	2.2%	25.0%	0.0%	6.7%	0.0%	3.4%	3.6%	2.9%	3.3%	1.0%	3.5%	6.8%	9.1%	1.2%
	100.0%	100.0%	36.4%	18.2%	18.2%	0.0%	9.1%	9.1%	0.0%	9.1%	0.0%	45.5%	18.2%	18.2%	18.2%	9.1%	63.6%	27.3%	45.5%	9.1%
El Rey Del Mundo	3	3	0	1	2	0	0	0	0	0	0	2	1	0	0	1	0	2	0	0
	0.9%	0.9%	0.0%	2.3%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.8%	0.0%	0.0%	1.0%	0.0%	4.5%	0.0%	0.0%
	100.0%	100.0%	0.0%	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%	33.3%	0.0%	0.0%	33.3%	0.0%	66.7%	0.0%	0.0%
J.R. Ultimates	8	8	4	1	0	0	1	1	0	1	0	3	1	2	2	0	7	1	5	1
	2.3%	2.4%	5.6%	2.3%	0.0%	0.0%	2.2%	25.0%	0.0%	6.7%	0.0%	2.1%	1.8%	2.9%	3.3%	0.0%	3.5%	2.3%	9.1%	1.2%
	100.0%	100.0%	50.0%	12.5%	0.0%	0.0%	12.5%	12.5%	0.0%	12.5%	0.0%	37.5%	12.5%	25.0%	25.0%	0.0%	87.5%	12.5%	62.5%	12.5%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Premium (Q19F)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	348 100.0% 100.0%	336 100.0% 96.6%	71 100.0% 20.4%	44 100.0% 12.6%	93 100.0% 26.7%	49 100.0% 14.1%	45 100.0% 12.9%	4 100.0% 1.1%	15 100.0% 4.3%	15 100.0% 4.3%	19 100.0% 5.5%	146 100.0% 42.0%	55 100.0% 15.8%	68 100.0% 19.5%	60 100.0% 17.2%	101 100.0% 29.0%	202 100.0% 58.0%	44 100.0% 12.6%	55 100.0% 15.8%	84 100.0% 24.1%
Net - Tabacalera	9 2.6% 100.0%	8 2.4% 88.9%	2 2.8% 22.2%	0 0.0% 0.0%	2 2.2% 22.2%	1 2.0% 11.1%	3 6.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 3.4% 55.6%	1 1.8% 11.1%	2 2.9% 22.2%	1 1.7% 11.1%	5 5.0% 55.6%	4 2.0% 44.4%	0 0.0% 0.0%	0 0.0% 0.0%	6 7.1% 66.7%
Subnet - Premium	9 2.6% 100.0%	8 2.4% 88.9%	2 2.8% 22.2%	0 0.0% 0.0%	2 2.2% 22.2%	1 2.0% 11.1%	3 6.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 3.4% 55.6%	1 1.8% 11.1%	2 2.9% 22.2%	1 1.7% 11.1%	5 5.0% 55.6%	4 2.0% 44.4%	0 0.0% 0.0%	0 0.0% 0.0%	6 7.1% 66.7%
Romeo y Julieta	9 2.6% 100.0%	8 2.4% 88.9%	2 2.8% 22.2%	0 0.0% 0.0%	2 2.2% 22.2%	1 2.0% 11.1%	3 6.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 3.4% 55.6%	1 1.8% 11.1%	2 2.9% 22.2%	1 1.7% 11.1%	5 5.0% 55.6%	4 2.0% 44.4%	0 0.0% 0.0%	0 0.0% 0.0%	6 7.1% 66.7%
Net - Other	94 27.0% 100.0%	91 27.1% 96.8%	17 23.9% 18.1%	19 43.2% 20.2%	22 23.7% 23.4%	16 32.7% 17.0%	7 15.6% 7.4%	2 50.0% 2.1%	3 20.0% 3.2%	5 33.3% 5.3%	3 15.8% 3.2%	35 24.0% 37.2%	15 27.3% 16.0%	21 30.9% 22.3%	20 33.3% 21.3%	29 28.7% 30.9%	53 26.2% 56.4%	12 27.3% 12.8%	19 34.5% 20.2%	22 26.2% 23.4%
Subnet - Premium	94 27.0% 100.0%	91 27.1% 96.8%	17 23.9% 18.1%	19 43.2% 20.2%	22 23.7% 23.4%	16 32.7% 17.0%	7 15.6% 7.4%	2 20.0% 2.1%	3 20.0% 3.2%	5 33.3% 5.3%	3 15.8% 3.2%	35 24.0% 37.2%	15 27.3% 16.0%	21 30.9% 22.3%	20 33.3% 21.3%	29 28.7% 30.9%	53 26.2% 56.4%	12 27.3% 12.8%	19 34.5% 20.2%	22 26.2% 23.4%
Ashton	8 2.3% 100.0%	8 2.4% 100.0%	2 2.8% 25.0%	0 0.0% 0.0%	3 3.2% 37.5%	0 0.0% 0.0%	2 4.4% 25.0%	0 0.0% 0.0%	1 6.7% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	5 3.4% 62.5%	0 0.0% 0.0%	2 2.9% 25.0%	1 1.7% 12.5%	1 1.0% 12.5%	5 2.5% 62.5%	2 4.5% 25.0%	0 0.0% 0.0%	2 2.4% 25.0%
Bahia	2 0.6% 100.0%	2 0.6% 100.0%	1 1.4% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 50.0%	0 0.0% 0.0%	1 1.5% 50.0%	0 0.0% 0.0%	1 1.0% 50.0%	0 0.0% 0.0%	1 2.3% 50.0%	1 1.8% 50.0%	0 0.0% 0.0%
Davidoff	5 1.4% 100.0%	5 1.5% 100.0%	2 2.8% 40.0%	1 2.3% 20.0%	2 2.2% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 20.0%	2 3.6% 40.0%	1 1.5% 20.0%	1 1.7% 20.0%	2 2.0% 40.0%	2 1.0% 40.0%	1 2.3% 20.0%	1 1.8% 20.0%	0 0.0% 0.0%
Don Tomas	7 2.0% 100.0%	6 1.8% 85.7%	1 1.4% 14.3%	0 0.0% 0.0%	1 1.1% 14.3%	1 2.0% 14.3%	2 4.4% 28.6%	0 0.0% 0.0%	1 6.7% 14.3%	0 0.0% 0.0%	1 5.3% 14.3%	3 2.1% 42.9%	2 3.6% 28.6%	0 0.0% 0.0%	1 1.7% 14.3%	2 2.0% 28.6%	5 2.5% 71.4%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.8% 57.1%
Dunhill	11 3.2% 100.0%	11 3.3% 100.0%	2 2.8% 18.2%	0 0.0% 0.0%	4 4.3% 36.4%	1 2.0% 9.1%	3 6.7% 27.3%	1 25.0% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 9.1%	4 2.7% 36.4%	1 1.8% 9.1%	4 5.9% 36.4%	1 1.7% 9.1%	6 5.9% 54.5%	4 2.0% 36.4%	1 2.3% 9.1%	0 0.0% 0.0%	5 6.0% 45.5%
Fuente/Arturo Fuente	32 9.2% 100.0%	31 9.2% 96.9%	7 9.9% 21.9%	7 15.9% 21.9%	11 11.8% 34.4%	4 8.2% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 6.7% 3.1%	1 6.7% 3.1%	1 5.3% 3.1%	14 9.6% 43.8%	6 10.9% 18.8%	6 8.8% 18.8%	5 8.3% 15.6%	5 5.0% 15.6%	22 10.9% 68.8%	5 11.4% 15.6%	10 18.2% 31.3%	7 8.3% 21.9%
Thompson	29 8.3% 100.0%	28 8.3% 96.6%	2 2.8% 6.9%	11 25.0% 37.9%	1 1.1% 3.4%	9 18.4% 31.0%	0 0.0% 0.0%	1 25.0% 3.4%	0 0.0% 0.0%	4 26.7% 13.8%	0 0.0% 0.0%	7 4.8% 24.1%	4 7.3% 13.8%	7 10.3% 24.1%	11 18.3% 37.9%	12 11.9% 41.4%	15 7.4% 51.7%	2 4.5% 6.9%	7 12.7% 24.1%	4 4.8% 13.8%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Mass (Q19F)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	498 100.0% 100.0%	458 100.0% 92.0%	33 100.0% 6.6%	33 100.0% 6.6%	23 100.0% 4.6%	81 100.0% 16.3%	37 100.0% 7.4%	85 100.0% 17.1%	58 100.0% 11.6%	108 100.0% 21.7%	37 100.0% 7.4%	120 100.0% 24.1%	94 100.0% 18.9%	107 100.0% 21.5%	133 100.0% 26.7%	248 100.0% 49.8%	233 100.0% 46.8%	12 100.0% 2.4%	29 100.0% 5.8%	223 100.0% 44.8%
SuperNet - Mass	498 100.0% 100.0%	458 100.0% 92.0%	33 100.0% 6.6%	33 100.0% 6.6%	23 100.0% 4.6%	81 100.0% 16.3%	37 100.0% 7.4%	85 100.0% 17.1%	58 100.0% 11.6%	108 100.0% 21.7%	37 100.0% 7.4%	120 100.0% 24.1%	94 100.0% 18.9%	107 100.0% 21.5%	133 100.0% 26.7%	248 100.0% 49.8%	233 100.0% 46.8%	12 100.0% 2.4%	29 100.0% 5.8%	223 100.0% 44.8%
Net - Consolidated Cigar Co.	141 28.3% 100.0%	132 28.8% 93.6%	11 33.3% 7.8%	10 30.3% 7.1%	14 60.9% 9.9%	22 27.2% 15.6%	10 27.0% 7.1%	24 28.2% 17.0%	15 25.9% 10.6%	26 24.1% 18.4%	6 16.2% 4.3%	24 20.0% 17.0%	24 25.5% 17.0%	30 28.0% 21.3%	55 41.4% 39.0%	54 21.8% 38.3%	82 35.2% 58.2%	4 33.3% 2.8%	7 24.1% 5.0%	51 22.9% 36.2%
Subnet - Mass	141 28.3% 100.0%	132 28.8% 93.6%	11 33.3% 7.8%	10 30.3% 7.1%	14 60.9% 9.9%	22 27.2% 15.6%	10 27.0% 7.1%	24 28.2% 17.0%	15 25.9% 10.6%	26 24.1% 18.4%	6 16.2% 4.3%	24 20.0% 17.0%	24 25.5% 17.0%	30 28.0% 21.3%	55 41.4% 39.0%	54 21.8% 38.3%	82 35.2% 58.2%	4 33.3% 2.8%	7 24.1% 5.0%	51 22.9% 36.2%
Antonio y Cleopatra	41 8.2% 100.0%	39 8.5% 95.1%	6 18.2% 14.6%	4 12.1% 9.8%	9 39.1% 22.0%	11 13.6% 26.8%	0 0.0% 0.0%	6 7.1% 14.6%	2 3.4% 4.9%	1 0.9% 2.4%	0 0.0% 0.0%	9 7.5% 22.0%	6 6.4% 14.6%	5 4.7% 12.2%	20 15.0% 48.8%	13 5.2% 31.7%	25 10.7% 61.0%	3 25.0% 7.3%	4 13.8% 9.8%	6 2.7% 14.6%
Backwoods	36 7.2% 100.0%	34 7.4% 94.4%	1 3.0% 2.8%	2 6.1% 5.6%	4 17.4% 11.1%	6 7.4% 16.7%	6 16.2% 16.7%	3 3.5% 8.3%	4 6.9% 11.1%	8 7.4% 22.2%	2 5.4% 5.6%	9 7.5% 25.0%	12 12.8% 33.3%	6 5.6% 16.7%	7 5.3% 19.4%	19 7.7% 52.8%	17 7.3% 47.2%	0 0.0% 0.0%	0 0.0% 0.0%	19 8.5% 52.8%
Dutch Masters	40 8.0% 100.0%	36 7.9% 90.0%	2 6.1% 5.0%	2 6.1% 5.0%	1 4.3% 2.5%	1 1.2% 2.5%	3 8.1% 7.5%	10 11.8% 25.0%	7 12.1% 17.5%	10 9.3% 25.0%	1 2.7% 2.5%	5 4.2% 12.5%	4 4.3% 10.0%	15 14.0% 37.5%	15 11.3% 37.5%	12 4.8% 30.0%	27 11.6% 67.5%	1 8.3% 2.5%	3 10.3% 7.5%	16 7.2% 40.0%
El Producto	14 2.8% 100.0%	14 3.1% 100.0%	0 0.0% 0.0%	2 6.1% 14.3%	0 0.0% 0.0%	3 3.7% 21.4%	1 2.7% 7.1%	2 2.4% 14.3%	2 3.4% 14.3%	4 3.7% 28.6%	3 8.1% 21.4%	0 0.0% 0.0%	2 2.1% 14.3%	2 1.9% 14.3%	7 5.3% 50.0%	6 2.4% 42.9%	8 3.4% 57.1%	0 0.0% 0.0%	0 0.0% 0.0%	6 2.7% 42.9%
Muriel	10 2.0% 100.0%	9 2.0% 90.0%	2 6.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 10.0%	0 0.0% 0.0%	3 3.5% 30.0%	0 0.0% 0.0%	3 2.8% 30.0%	0 0.0% 0.0%	1 0.8% 10.0%	0 0.0% 0.0%	2 1.9% 20.0%	6 4.5% 60.0%	4 1.6% 40.0%	5 2.1% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 1.8% 40.0%
Net - General Cigar Holdings	81 16.3% 100.0%	74 16.2% 91.4%	7 21.2% 8.6%	3 9.1% 3.7%	2 8.7% 2.5%	16 19.8% 19.8%	8 21.6% 9.9%	12 14.1% 14.8%	7 12.1% 8.6%	19 17.6% 23.5%	7 18.9% 8.6%	20 16.7% 24.7%	14 14.9% 17.3%	19 17.8% 23.5%	21 15.8% 25.9%	38 15.3% 46.9%	41 17.6% 50.6%	2 16.7% 2.5%	5 17.2% 6.2%	41 18.4% 50.6%
SubNet - General Cigar Co.	81 16.3% 100.0%	74 16.2% 91.4%	7 21.2% 8.6%	3 9.1% 3.7%	2 8.7% 2.5%	16 19.8% 19.8%	8 21.6% 9.9%	12 14.1% 14.8%	7 12.1% 8.6%	19 17.6% 23.5%	7 18.9% 8.6%	20 16.7% 24.7%	14 14.9% 17.3%	19 17.8% 23.5%	21 15.8% 25.9%	38 15.3% 46.9%	41 17.6% 50.6%	2 16.7% 2.5%	5 17.2% 6.2%	41 18.4% 50.6%
Sub-Subnet - Mass	81 16.3% 100.0%	74 16.2% 91.4%	7 21.2% 8.6%	3 9.1% 3.7%	2 8.7% 2.5%	16 19.8% 19.8%	8 21.6% 9.9%	12 14.1% 14.8%	7 12.1% 8.6%	19 17.6% 23.5%	7 18.9% 8.6%	20 16.7% 24.7%	14 14.9% 17.3%	19 17.8% 23.5%	21 15.8% 25.9%	38 15.3% 46.9%	41 17.6% 50.6%	2 16.7% 2.5%	5 17.2% 6.2%	41 18.4% 50.6%
Garcia y Vega/Whiffs	36 7.2% 100.0%	31 6.8% 86.1%	2 6.1% 5.6%	1 3.0% 2.8%	2 8.7% 5.6%	9 11.1% 25.0%	5 13.5% 13.9%	2 2.4% 5.6%	3 5.2% 8.3%	7 6.5% 19.4%	3 8.1% 8.3%	10 8.3% 27.8%	6 6.4% 16.7%	9 8.4% 25.0%	8 6.0% 22.2%	18 7.3% 50.0%	18 7.7% 50.0%	0 0.0% 0.0%	1 3.4% 2.8%	19 8.5% 52.8%
Tiparillo	22 4.4% 100.0%	22 4.8% 100.0%	2 6.1% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	5 6.2% 22.7%	0 0.0% 0.0%	5 5.9% 22.7%	2 3.4% 9.1%	8 7.4% 36.4%	2 5.4% 9.1%	6 5.0% 27.3%	4 4.3% 18.2%	6 5.6% 27.3%	4 3.0% 18.2%	14 5.6% 63.6%	8 3.4% 36.4%	0 0.0% 0.0%	1 3.4% 4.5%	13 5.8% 59.1%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Mass (Q19F)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	498 100.0% 100.0%	458 100.0% 92.0%	33 100.0% 6.6%	33 100.0% 6.6%	23 100.0% 4.6%	81 100.0% 16.3%	37 100.0% 7.4%	85 100.0% 17.1%	58 100.0% 11.6%	108 100.0% 21.7%	37 100.0% 7.4%	120 100.0% 24.1%	94 100.0% 18.9%	107 100.0% 21.5%	133 100.0% 26.7%	248 100.0% 49.8%	233 100.0% 46.8%	12 100.0% 2.4%	29 100.0% 5.8%	223 100.0% 44.8%
White Owl	18 3.6% 100.0%	16 3.5% 88.9%	1 3.0% 5.6%	1 3.0% 5.6%	0 0.0% 0.0%	2 2.5% 11.1%	1 2.7% 5.6%	5 5.9% 27.8%	2 3.4% 11.1%	4 3.7% 22.2%	1 2.7% 5.6%	3 2.5% 16.7%	3 3.2% 16.7%	4 3.7% 22.2%	7 5.3% 38.9%	5 2.0% 27.8%	11 4.7% 61.1%	2 16.7% 11.1%	2 6.9% 11.1%	7 3.1% 38.9%
William Penn	5 1.0% 100.0%	5 1.1% 100.0%	2 6.1% 40.0%	1 3.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.4% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.7% 20.0%	1 0.8% 20.0%	1 1.1% 20.0%	0 0.0% 0.0%	2 1.5% 40.0%	1 0.4% 20.0%	4 1.7% 80.0%	0 0.0% 0.0%	1 3.4% 20.0%	2 0.9% 40.0%
Net - Swisher International	188 37.8% 100.0%	168 36.7% 89.4%	9 27.3% 4.8%	13 39.4% 6.9%	5 21.7% 2.7%	30 37.0% 16.0%	16 43.2% 8.5%	28 32.9% 14.9%	24 41.4% 12.8%	43 39.8% 22.9%	12 32.4% 6.4%	50 41.7% 26.6%	45 47.9% 23.9%	42 39.3% 22.3%	36 27.1% 19.1%	113 45.6% 60.1%	69 29.6% 36.7%	4 33.3% 2.1%	9 31.0% 4.8%	91 40.8% 48.4%
Bering	7 1.4% 100.0%	7 1.5% 100.0%	3 9.1% 42.9%	1 3.0% 14.3%	0 0.0% 0.0%	2 2.5% 28.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 14.3%	3 3.2% 42.9%	1 0.9% 14.3%	2 1.5% 28.6%	1 0.4% 14.3%	4 1.7% 57.1%	1 8.3% 14.3%	1 3.4% 14.3%	2 0.9% 28.6%
King Edward	24 4.8% 100.0%	23 5.0% 95.8%	1 3.0% 4.2%	1 3.0% 4.2%	1 4.3% 4.2%	4 4.9% 16.7%	1 2.7% 4.2%	5 5.9% 20.8%	3 5.2% 12.5%	7 6.5% 29.2%	2 5.4% 8.3%	5 4.2% 20.8%	4 4.3% 16.7%	3 2.8% 12.5%	10 7.5% 41.7%	8 3.2% 33.3%	15 6.4% 62.5%	1 8.3% 4.2%	1 3.4% 4.2%	11 4.9% 45.8%
La Prima Dora	2 0.4% 100.0%	2 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.7% 50.0%	1 0.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Swisher Sweets	155 31.1% 100.0%	136 29.7% 87.7%	5 15.2% 3.2%	11 33.3% 7.1%	4 17.4% 2.6%	22 27.2% 14.2%	15 40.5% 9.7%	23 27.1% 14.8%	20 34.5% 12.9%	36 33.3% 23.2%	9 24.3% 5.8%	43 35.8% 27.7%	38 40.4% 24.5%	38 35.5% 24.5%	24 18.0% 15.5%	102 41.1% 65.8%	50 21.5% 32.3%	2 16.7% 1.3%	7 24.1% 4.5%	78 35.0% 50.3%
Net - Tabacalera	76 15.3% 100.0%	74 16.2% 97.4%	6 18.2% 7.9%	7 21.2% 9.2%	1 4.3% 1.3%	13 16.0% 17.1%	2 5.4% 2.6%	18 21.2% 23.7%	11 19.0% 14.5%	16 14.8% 21.1%	11 29.7% 14.5%	20 16.7% 26.3%	10 10.6% 13.2%	13 12.1% 17.1%	20 15.0% 26.3%	36 14.5% 47.4%	36 15.5% 47.4%	2 16.7% 2.6%	8 27.6% 10.5%	34 15.2% 44.7%
Subnet - Mass	76 15.3% 100.0%	74 16.2% 97.4%	6 18.2% 7.9%	7 21.2% 9.2%	1 4.3% 1.3%	13 16.0% 17.1%	2 5.4% 2.6%	18 21.2% 23.7%	11 19.0% 14.5%	16 14.8% 21.1%	11 29.7% 14.5%	20 16.7% 26.3%	10 10.6% 13.2%	13 12.1% 17.1%	20 15.0% 26.3%	36 14.5% 47.4%	36 15.5% 47.4%	2 16.7% 2.6%	8 27.6% 10.5%	34 15.2% 44.7%
Black & Gold/Black & Mild	29 5.8% 100.0%	29 6.3% 100.0%	0 0.0% 0.0%	3 9.1% 10.3%	0 0.0% 0.0%	5 6.2% 17.2%	1 2.7% 3.4%	7 8.2% 24.1%	4 6.9% 13.8%	9 8.3% 31.0%	7 18.9% 24.1%	7 5.8% 24.1%	4 4.3% 13.8%	3 2.8% 10.3%	7 5.3% 24.1%	17 6.9% 58.6%	11 4.7% 37.9%	0 0.0% 0.0%	3 10.3% 10.3%	12 5.4% 41.4%
Hav-a-Tampa/Jewels	27 5.4% 100.0%	25 5.5% 92.6%	3 9.1% 11.1%	0 0.0% 0.0%	1 4.3% 3.7%	5 6.2% 18.5%	1 2.7% 3.7%	6 7.1% 22.2%	3 5.2% 11.1%	6 5.6% 22.2%	1 2.7% 3.7%	8 6.7% 29.6%	3 3.2% 11.1%	7 6.5% 25.9%	7 5.3% 25.9%	10 4.0% 37.0%	15 6.4% 55.6%	1 8.3% 3.7%	2 6.9% 7.4%	15 6.7% 55.6%
Phillies	20 4.0% 100.0%	20 4.4% 100.0%	3 9.1% 15.0%	4 12.1% 20.0%	0 0.0% 0.0%	3 3.7% 15.0%	0 0.0% 0.0%	5 5.9% 25.0%	4 6.9% 20.0%	1 0.9% 5.0%	3 8.1% 15.0%	5 4.2% 25.0%	3 3.2% 15.0%	3 2.8% 15.0%	6 4.5% 30.0%	9 3.6% 45.0%	10 4.3% 50.0%	1 8.3% 5.0%	3 10.3% 15.0%	7 3.1% 35.0%
Net - Other	12 2.4% 100.0%	10 2.2% 83.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.3% 8.3%	0 0.0% 0.0%	1 2.7% 8.3%	3 3.5% 25.0%	1 1.7% 8.3%	4 3.7% 33.3%	1 2.7% 8.3%	6 5.0% 50.0%	1 1.1% 8.3%	3 2.8% 25.0%	1 0.8% 8.3%	7 2.8% 58.3%	5 2.1% 41.7%	0 0.0% 0.0%	0 0.0% 0.0%	6 2.7% 50.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Mass (Q19F)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	498	458	33	33	23	81	37	85	58	108	37	120	94	107	133	248	233	12	29	223
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	92.0%	6.6%	6.6%	4.6%	16.3%	7.4%	17.1%	11.6%	21.7%	7.4%	24.1%	18.9%	21.5%	26.7%	49.8%	46.8%	2.4%	5.8%	44.8%
Subnet - Mass	12	10	0	0	1	0	1	3	1	4	1	6	1	3	1	7	5	0	0	6
	2.4%	2.2%	0.0%	0.0%	4.3%	0.0%	2.7%	3.5%	1.7%	3.7%	2.7%	5.0%	1.1%	2.8%	0.8%	2.8%	2.1%	0.0%	0.0%	2.7%
	100.0%	83.3%	0.0%	0.0%	8.3%	0.0%	8.3%	25.0%	8.3%	33.3%	8.3%	50.0%	8.3%	25.0%	8.3%	58.3%	41.7%	0.0%	0.0%	50.0%
Middleton	12	10	0	0	1	0	1	3	1	4	1	6	1	3	1	7	5	0	0	6
	2.4%	2.2%	0.0%	0.0%	4.3%	0.0%	2.7%	3.5%	1.7%	3.7%	2.7%	5.0%	1.1%	2.8%	0.8%	2.8%	2.1%	0.0%	0.0%	2.7%
	100.0%	83.3%	0.0%	0.0%	8.3%	0.0%	8.3%	25.0%	8.3%	33.3%	8.3%	50.0%	8.3%	25.0%	8.3%	58.3%	41.7%	0.0%	0.0%	50.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
SuperNet - Premium	264 21.5% 100.0%	255 22.2% 96.6%	64 46.0% 24.2%	40 32.3% 15.2%	63 37.5% 23.9%	34 18.1% 12.9%	33 24.3% 12.5%	4 3.4% 1.5%	8 7.6% 3.0%	9 5.2% 3.4%	16 17.4% 6.1%	130 33.5% 49.2%	40 18.3% 15.2%	49 19.8% 18.6%	29 10.7% 11.0%	80 16.9% 30.3%	145 22.7% 54.9%	38 38.4% 14.4%	54 41.5% 20.5%	55 11.8% 20.8%
SuperNet - Mass	601 48.9% 100.0%	560 48.8% 93.2%	46 33.1% 7.7%	49 39.5% 8.2%	60 35.7% 10.0%	95 50.5% 15.8%	48 35.3% 8.0%	81 69.8% 13.5%	69 65.7% 11.5%	112 65.1% 18.6%	40 43.5% 6.7%	143 36.9% 23.8%	111 50.9% 18.5%	135 54.7% 22.5%	166 61.3% 27.6%	264 55.7% 43.9%	306 48.0% 50.9%	27 27.3% 4.5%	38 29.2% 6.3%	251 53.6% 41.8%
Net - Consolidated Cigar Co.	215 17.5% 100.0%	202 17.6% 94.0%	28 20.1% 13.0%	28 22.6% 13.0%	42 25.0% 19.5%	34 18.1% 15.8%	9 6.6% 4.2%	19 16.4% 8.8%	13 12.4% 6.0%	29 16.9% 13.5%	6 6.5% 2.8%	44 11.3% 20.5%	32 14.7% 14.9%	47 19.0% 21.9%	84 31.0% 39.1%	62 13.1% 28.8%	126 19.7% 58.6%	26 26.3% 12.1%	28 21.5% 13.0%	67 14.3% 31.2%
Subnet - Premium	57 4.6% 100.0%	56 4.9% 98.2%	16 11.5% 28.1%	10 8.1% 17.5%	17 10.1% 29.8%	7 3.7% 12.3%	3 2.2% 5.3%	1 0.9% 1.8%	1 1.0% 1.8%	1 0.6% 1.8%	1 1.1% 1.8%	22 5.7% 38.6%	8 3.7% 14.0%	15 6.1% 26.3%	11 4.1% 19.3%	13 2.7% 22.8%	26 4.1% 45.6%	17 17.2% 29.8%	19 14.6% 33.3%	8 1.7% 14.0%
Don Diego	6 0.5% 100.0%	6 0.5% 100.0%	2 1.4% 33.3%	0 0.0% 0.0%	3 1.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 16.7%	1 1.1% 16.7%	2 0.5% 33.3%	1 0.5% 16.7%	2 0.8% 33.3%	0 0.0% 0.0%	2 0.4% 33.3%	2 0.3% 33.3%	1 1.0% 16.7%	0 0.0% 0.0%	3 0.6% 50.0%
Montecristo	10 0.8% 100.0%	10 0.9% 100.0%	1 0.7% 10.0%	0 0.0% 0.0%	7 4.2% 70.0%	1 0.5% 10.0%	1 0.7% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 1.8% 70.0%	1 0.5% 10.0%	0 0.0% 0.0%	2 0.7% 20.0%	3 0.6% 30.0%	5 0.8% 50.0%	2 2.0% 20.0%	1 0.8% 10.0%	1 0.2% 10.0%
Royal Jamaica	13 1.1% 100.0%	13 1.1% 100.0%	4 2.9% 30.8%	2 1.6% 15.4%	2 1.2% 15.4%	2 1.1% 15.4%	1 0.7% 7.7%	1 0.9% 7.7%	1 1.0% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	3 0.8% 23.1%	2 0.9% 15.4%	3 1.2% 23.1%	5 1.8% 38.5%	5 1.1% 38.5%	4 0.6% 30.8%	4 4.0% 30.8%	3 2.3% 23.1%	4 0.9% 30.8%
Te-Amo	9 0.7% 100.0%	8 0.7% 88.9%	2 1.4% 22.2%	3 2.4% 33.3%	2 1.2% 22.2%	1 0.5% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 1.0% 44.4%	2 0.9% 22.2%	3 1.2% 33.3%	0 0.0% 0.0%	2 0.4% 22.2%	6 0.9% 66.7%	1 1.0% 11.1%	5 3.8% 55.6%	0 0.0% 0.0%
Upmann/H. Upmann	19 1.5% 100.0%	19 1.7% 100.0%	7 5.0% 36.8%	5 4.0% 26.3%	3 1.8% 15.8%	3 1.6% 15.8%	1 0.7% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	6 1.5% 31.6%	2 0.9% 10.5%	7 2.8% 36.8%	4 1.5% 21.1%	1 0.2% 5.3%	9 1.4% 47.4%	9 9.1% 47.4%	10 7.7% 52.6%	0 0.0% 0.0%
Subnet - Mass	158 12.9% 100.0%	146 12.7% 92.4%	12 8.6% 7.6%	18 14.5% 11.4%	25 14.9% 15.8%	27 14.4% 17.1%	6 4.4% 3.8%	18 15.5% 11.4%	12 11.4% 7.6%	28 16.3% 17.7%	5 5.4% 3.2%	22 5.7% 13.9%	24 11.0% 15.2%	32 13.0% 20.3%	73 26.9% 46.2%	49 10.3% 31.0%	100 15.7% 63.3%	9 9.1% 5.7%	9 6.9% 5.7%	59 12.6% 37.3%
Antonio y Cleopatra	41 3.3% 100.0%	39 3.4% 95.1%	5 3.6% 12.2%	6 4.8% 14.6%	12 7.1% 29.3%	11 5.9% 26.8%	0 0.0% 0.0%	3 2.6% 7.3%	1 1.0% 2.4%	1 0.6% 2.4%	0 0.0% 0.0%	6 1.5% 14.6%	7 3.2% 17.1%	5 2.0% 12.2%	23 8.5% 56.1%	15 3.2% 36.6%	25 3.9% 61.0%	1 1.0% 2.4%	3 2.3% 7.3%	10 2.1% 24.4%
Backwoods	21 1.7% 100.0%	18 1.6% 85.7%	0 0.0% 0.0%	2 1.6% 9.5%	2 1.2% 9.5%	3 1.6% 14.3%	2 1.5% 9.5%	0 0.0% 0.0%	5 4.8% 23.8%	4 2.3% 19.0%	2 2.2% 9.5%	5 1.3% 23.8%	6 2.8% 28.6%	5 2.0% 23.8%	3 1.1% 14.3%	7 1.5% 33.3%	14 2.2% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	12 2.6% 57.1%
Dutch Masters	62 5.0% 100.0%	57 5.0% 91.9%	4 2.9% 6.5%	8 6.5% 12.9%	7 4.2% 11.3%	7 3.7% 11.3%	3 2.2% 4.8%	10 8.6% 16.1%	5 4.8% 8.1%	13 7.6% 21.0%	1 1.1% 1.6%	9 2.3% 14.5%	8 3.7% 12.9%	15 6.1% 24.2%	29 10.7% 46.8%	16 3.4% 25.8%	40 6.3% 64.5%	6 6.1% 9.7%	3 2.3% 4.8%	22 4.7% 35.5%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
El Producto	23 1.9% 100.0%	22 1.9% 95.7%	3 2.2% 13.0%	2 1.6% 8.7%	1 0.6% 4.3%	5 2.7% 21.7%	1 0.7% 4.3%	3 2.6% 13.0%	1 1.0% 4.3%	6 3.5% 26.1%	2 2.2% 8.7%	1 0.3% 4.3%	2 0.9% 8.7%	6 2.4% 26.1%	10 3.7% 43.5%	7 1.5% 30.4%	14 2.2% 60.9%	2 2.0% 8.7%	3 2.3% 13.0%	10 2.1% 43.5%
Muriel	11 0.9% 100.0%	10 0.9% 90.9%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.8% 27.3%	1 0.5% 9.1%	0 0.0% 0.0%	2 1.7% 18.2%	0 0.0% 0.0%	4 2.3% 36.4%	0 0.0% 0.0%	1 0.3% 9.1%	1 0.5% 9.1%	1 0.4% 9.1%	8 3.0% 72.7%	4 0.8% 36.4%	7 1.1% 63.6%	0 0.0% 0.0%	0 0.0% 0.0%	5 1.1% 45.5%
Net - General Cigar Holdings	229 18.6% 100.0%	218 19.0% 95.2%	37 26.6% 16.2%	21 16.9% 9.2%	41 24.4% 17.9%	35 18.6% 15.3%	26 19.1% 11.4%	16 13.8% 7.0%	13 12.4% 5.7%	29 16.9% 12.7%	17 18.5% 7.4%	88 22.7% 38.4%	35 16.1% 15.3%	50 20.2% 21.8%	39 14.4% 17.0%	86 18.1% 37.6%	119 18.7% 52.0%	24 24.2% 10.5%	26 20.0% 11.4%	67 14.3% 29.3%
Subnet-General Cigar Holdings - Premium	132 10.7% 100.0%	126 11.0% 95.5%	28 20.1% 21.2%	16 12.9% 12.1%	33 19.6% 25.0%	17 9.0% 12.9%	19 14.0% 14.4%	1 0.9% 0.8%	5 4.8% 3.8%	7 4.1% 5.3%	10 10.9% 7.6%	66 17.0% 50.0%	19 8.7% 14.4%	24 9.7% 18.2%	13 4.8% 9.8%	39 8.2% 29.5%	77 12.1% 58.3%	16 16.2% 12.1%	21 16.2% 15.9%	31 6.6% 23.5%
SubNet - General Cigar Co.	204 16.6% 100.0%	194 16.9% 95.1%	29 20.9% 14.2%	16 12.9% 7.8%	34 20.2% 16.7%	33 17.6% 16.2%	26 19.1% 12.7%	15 12.9% 7.4%	12 11.4% 5.9%	29 16.9% 14.2%	16 17.4% 7.8%	72 18.6% 35.3%	33 15.1% 16.2%	45 18.2% 22.1%	38 14.0% 18.6%	82 17.3% 40.2%	106 16.6% 52.0%	16 16.2% 7.8%	18 13.8% 8.8%	65 13.9% 31.9%
Sub-Subnet - Premium	107 8.7% 100.0%	102 8.9% 95.3%	20 14.4% 18.7%	11 8.9% 10.3%	26 15.5% 24.3%	15 8.0% 14.0%	19 14.0% 17.8%	0 0.0% 0.0%	4 3.8% 3.7%	7 4.1% 6.5%	9 9.8% 8.4%	50 12.9% 46.7%	17 7.8% 15.9%	19 7.7% 17.8%	12 4.4% 11.2%	35 7.4% 32.7%	64 10.0% 59.8%	8 8.1% 7.5%	13 10.0% 12.1%	29 6.2% 27.1%
Cohiba	10 0.8% 100.0%	10 0.9% 100.0%	2 1.4% 20.0%	0 0.0% 0.0%	3 1.8% 30.0%	2 1.1% 20.0%	3 2.2% 30.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.2% 20.0%	6 1.5% 60.0%	1 0.5% 10.0%	0 0.0% 0.0%	1 0.4% 10.0%	2 0.4% 20.0%	7 1.1% 70.0%	1 1.0% 10.0%	1 0.8% 10.0%	2 0.4% 20.0%
Cifuentes	3 0.2% 100.0%	3 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 33.3%	0 0.0% 0.0%	1 0.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 33.3%	0 0.0% 0.0%	2 0.5% 66.7%	1 0.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 33.3%	1 0.2% 33.3%	1 1.0% 33.3%	0 0.0% 0.0%	1 0.2% 33.3%
Macanudo	82 6.7% 100.0%	78 6.8% 95.1%	17 12.2% 20.7%	8 6.5% 9.8%	18 10.7% 22.0%	12 6.4% 14.6%	14 10.3% 17.1%	0 0.0% 0.0%	4 3.8% 4.9%	5 2.9% 6.1%	6 6.5% 7.3%	38 9.8% 46.3%	11 5.0% 13.4%	16 6.5% 19.5%	11 4.1% 13.4%	29 6.1% 35.4%	48 7.5% 58.5%	5 5.1% 6.1%	10 7.7% 12.2%	24 5.1% 29.3%
Macanudo Vintage	2 0.2% 100.0%	1 0.1% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.5% 50.0%	1 0.4% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 50.0%	1 1.0% 50.0%	0 0.0% 0.0%	1 0.2% 50.0%
Partagas	9 0.7% 100.0%	9 0.8% 100.0%	1 0.7% 11.1%	3 2.4% 33.3%	3 1.8% 33.3%	1 0.5% 11.1%	1 0.7% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 11.1%	3 0.8% 33.3%	3 1.4% 33.3%	2 0.8% 22.2%	0 0.0% 0.0%	3 0.6% 33.3%	6 0.9% 66.7%	0 0.0% 0.0%	2 1.5% 22.2%	1 0.2% 11.1%
Partagas Limited Reserve	1 0.1% 100.0%	1 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Sub-Subnet - Mass	97 7.9% 100.0%	92 8.0% 94.8%	9 6.5% 9.3%	5 4.0% 5.2%	8 4.8% 8.2%	18 9.6% 18.6%	7 5.1% 7.2%	15 12.9% 15.5%	8 7.6% 8.2%	22 12.8% 22.7%	7 7.6% 7.2%	22 5.7% 22.7%	16 7.3% 16.5%	26 10.5% 26.8%	26 9.6% 26.8%	47 9.9% 48.5%	42 6.6% 43.3%	8 8.1% 8.2%	5 3.8% 5.2%	36 7.7% 37.1%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Garcia y Vega/Whiffs	36 2.9% 100.0%	32 2.8% 88.9%	4 2.9% 11.1%	2 1.6% 5.6%	2 1.2% 5.6%	10 5.3% 27.8%	4 2.9% 11.1%	3 2.6% 8.3%	2 1.9% 5.6%	5 2.9% 13.9%	3 3.3% 8.3%	10 2.6% 27.8%	6 2.8% 16.7%	7 2.8% 19.4%	10 3.7% 27.8%	16 3.4% 44.4%	19 3.0% 52.8%	1 1.0% 2.8%	2 1.5% 5.6%	12 2.6% 33.3%
Tiparillo	31 2.5% 100.0%	31 2.7% 100.0%	2 1.4% 6.5%	1 0.8% 3.2%	2 1.2% 6.5%	6 3.2% 19.4%	1 0.7% 3.2%	7 6.0% 22.6%	4 3.8% 12.9%	8 4.7% 25.8%	2 2.2% 6.5%	6 1.5% 19.4%	6 2.8% 19.4%	10 4.0% 32.3%	7 2.6% 22.6%	20 4.2% 64.5%	9 1.4% 29.0%	2 2.0% 6.5%	1 0.8% 3.2%	13 2.8% 41.9%
White Owl	26 2.1% 100.0%	25 2.2% 96.2%	2 1.4% 7.7%	1 0.8% 3.8%	4 2.4% 15.4%	2 1.1% 7.7%	1 0.7% 3.8%	5 4.3% 19.2%	2 1.9% 7.7%	8 4.7% 30.8%	1 1.1% 3.8%	5 1.3% 19.2%	4 1.8% 15.4%	8 3.2% 30.8%	8 3.0% 30.8%	11 2.3% 42.3%	11 1.7% 42.3%	4 4.0% 15.4%	2 1.5% 7.7%	10 2.1% 38.5%
William Penn	4 0.3% 100.0%	4 0.3% 100.0%	1 0.7% 25.0%	1 0.8% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 25.0%	1 1.1% 25.0%	1 0.3% 25.0%	0 0.0% 0.0%	1 0.4% 25.0%	1 0.4% 25.0%	0 0.0% 0.0%	3 0.5% 75.0%	1 1.0% 25.0%	0 0.0% 0.0%	1 0.2% 25.0%
SubNet - Villazon	25 2.0% 100.0%	24 2.1% 96.0%	8 5.8% 32.0%	5 4.0% 20.0%	7 4.2% 28.0%	2 1.1% 8.0%	0 0.0% 0.0%	1 0.9% 4.0%	1 1.0% 4.0%	0 0.0% 0.0%	1 1.1% 4.0%	16 4.1% 64.0%	2 0.9% 8.0%	5 2.0% 20.0%	1 0.4% 4.0%	4 0.8% 16.0%	13 2.0% 52.0%	8 8.1% 32.0%	8 6.2% 32.0%	2 0.4% 8.0%
Hoyo de Monterrey	4 0.3% 100.0%	4 0.3% 100.0%	0 0.0% 0.0%	2 1.6% 50.0%	1 0.6% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.5% 50.0%	0 0.0% 0.0%	2 0.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.3% 50.0%	2 2.0% 50.0%	2 1.5% 50.0%	1 0.2% 25.0%
Hoyo de Monterrey Excalibur	8 0.7% 100.0%	8 0.7% 100.0%	3 2.2% 37.5%	2 1.6% 25.0%	1 0.6% 12.5%	1 0.5% 12.5%	0 0.0% 0.0%	1 0.9% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 12.5%	4 1.0% 50.0%	0 0.0% 0.0%	3 1.2% 37.5%	0 0.0% 0.0%	3 0.6% 37.5%	2 0.3% 25.0%	3 3.0% 37.5%	2 1.5% 25.0%	1 0.2% 12.5%
Punch	12 1.0% 100.0%	11 1.0% 91.7%	5 3.6% 41.7%	1 0.8% 8.3%	4 2.4% 33.3%	1 0.5% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 2.3% 75.0%	2 0.9% 16.7%	0 0.0% 0.0%	1 0.4% 8.3%	0 0.0% 0.0%	9 1.4% 75.0%	3 3.0% 25.0%	3 2.3% 25.0%	0 0.0% 0.0%
Punch Grand Cru	1 0.1% 100.0%	1 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 100.0%	0 0.0% 0.0%
Net - Swisher International	249 20.3% 100.0%	228 19.9% 91.6%	19 13.7% 7.6%	19 15.3% 7.6%	19 11.3% 7.6%	38 20.2% 15.3%	28 20.6% 11.2%	32 27.6% 12.9%	33 31.4% 13.3%	40 23.3% 16.1%	14 15.2% 5.6%	70 18.0% 28.1%	60 27.5% 24.1%	55 22.3% 22.1%	47 17.3% 18.9%	118 24.9% 47.4%	123 19.3% 49.4%	7 7.1% 2.8%	14 10.8% 5.6%	110 23.5% 44.2%
Bering	9 0.7% 100.0%	9 0.8% 100.0%	3 2.2% 33.3%	2 1.6% 22.2%	0 0.0% 0.0%	2 1.1% 22.2%	1 0.7% 11.1%	1 0.9% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 0.8% 33.3%	2 0.9% 22.2%	1 0.4% 11.1%	3 1.1% 33.3%	3 0.6% 33.3%	6 0.9% 66.7%	0 0.0% 0.0%	3 2.3% 33.3%	0 0.0% 0.0%
King Edward	38 3.1% 100.0%	37 3.2% 97.4%	3 2.2% 7.9%	3 2.4% 7.9%	1 0.6% 2.6%	10 5.3% 26.3%	3 2.2% 7.9%	5 4.3% 13.2%	7 6.7% 18.4%	5 2.9% 13.2%	4 4.3% 10.5%	8 2.1% 21.1%	6 2.8% 15.8%	7 2.8% 18.4%	13 4.8% 34.2%	14 3.0% 36.8%	23 3.6% 60.5%	1 1.0% 2.6%	3 2.3% 7.9%	15 3.2% 39.5%
La Prima Dora	1 0.1% 100.0%	1 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Swisher Sweets	201	181	13	14	18	25	24	26	26	35	10	58	52	47	31	100	94	6	8	95
	16.4%	15.8%	9.4%	11.3%	10.7%	13.3%	17.6%	22.4%	24.8%	20.3%	10.9%	14.9%	23.9%	19.0%	11.4%	21.1%	14.7%	6.1%	6.2%	20.3%
	100.0%	90.0%	6.5%	7.0%	9.0%	12.4%	11.9%	12.9%	12.9%	17.4%	5.0%	28.9%	25.9%	23.4%	15.4%	49.8%	46.8%	3.0%	4.0%	47.3%
Net - Tabacalera	94	92	8	7	9	13	8	15	14	18	14	29	10	20	20	47	41	3	10	46
	7.6%	8.0%	5.8%	5.6%	5.4%	6.9%	5.9%	12.9%	13.3%	10.5%	15.2%	7.5%	4.6%	8.1%	7.4%	9.9%	6.4%	3.0%	7.7%	9.8%
	100.0%	97.9%	8.5%	7.4%	9.6%	13.8%	8.5%	16.0%	14.9%	19.1%	14.9%	30.9%	10.6%	21.3%	21.3%	50.0%	43.6%	3.2%	10.6%	48.9%
Subnet - Premium	6	6	2	0	2	1	1	0	0	0	0	4	0	1	1	3	3	0	0	4
	0.5%	0.5%	1.4%	0.0%	1.2%	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.4%	0.4%	0.6%	0.5%	0.0%	0.0%	0.9%
	100.0%	100.0%	33.3%	0.0%	33.3%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	16.7%	16.7%	50.0%	50.0%	0.0%	0.0%	66.7%
Romeo y Julieta	6	6	2	0	2	1	1	0	0	0	0	4	0	1	1	3	3	0	0	4
	0.5%	0.5%	1.4%	0.0%	1.2%	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.4%	0.4%	0.6%	0.5%	0.0%	0.0%	0.9%
	100.0%	100.0%	33.3%	0.0%	33.3%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	16.7%	16.7%	50.0%	50.0%	0.0%	0.0%	66.7%
Subnet - Mass	88	86	6	7	7	12	7	15	14	18	14	25	10	19	19	44	38	3	10	42
	7.2%	7.5%	4.3%	5.6%	4.2%	6.4%	5.1%	12.9%	13.3%	10.5%	15.2%	6.4%	4.6%	7.7%	7.0%	9.3%	6.0%	3.0%	7.7%	9.0%
	100.0%	97.7%	6.8%	8.0%	8.0%	13.6%	8.0%	17.0%	15.9%	20.5%	15.9%	28.4%	11.4%	21.6%	21.6%	50.0%	43.2%	3.4%	11.4%	47.7%
Black & Gold/Black & Mild	30	30	1	3	3	3	2	6	5	7	7	10	5	6	2	17	10	1	3	13
	2.4%	2.6%	0.7%	2.4%	1.8%	1.6%	1.5%	5.2%	4.8%	4.1%	7.6%	2.6%	2.3%	2.4%	0.7%	3.6%	1.6%	1.0%	2.3%	2.8%
	100.0%	100.0%	3.3%	10.0%	10.0%	10.0%	6.7%	20.0%	16.7%	23.3%	23.3%	33.3%	16.7%	20.0%	6.7%	56.7%	33.3%	3.3%	10.0%	43.3%
Hav-a-Tampa/Jewels	42	40	3	3	4	6	5	6	5	8	4	12	2	10	13	19	21	1	4	22
	3.4%	3.5%	2.2%	2.4%	2.4%	3.2%	3.7%	5.2%	4.8%	4.7%	4.3%	3.1%	0.9%	4.0%	4.8%	4.0%	3.3%	1.0%	3.1%	4.7%
	100.0%	95.2%	7.1%	7.1%	9.5%	14.3%	11.9%	14.3%	11.9%	19.0%	9.5%	28.6%	4.8%	23.8%	31.0%	45.2%	50.0%	2.4%	9.5%	52.4%
Phillies	16	16	2	1	0	3	0	3	4	3	3	3	3	3	4	8	7	1	3	7
	1.3%	1.4%	1.4%	0.8%	0.0%	1.6%	0.0%	2.6%	3.8%	1.7%	3.3%	0.8%	1.4%	1.2%	1.5%	1.7%	1.1%	1.0%	2.3%	1.5%
	100.0%	100.0%	12.5%	6.3%	0.0%	18.8%	0.0%	18.8%	25.0%	18.8%	18.8%	18.8%	18.8%	18.8%	25.0%	50.0%	43.8%	6.3%	18.8%	43.8%
Net - Other	185	178	23	28	25	30	23	19	12	18	13	85	29	30	27	69	96	20	28	55
	15.1%	15.5%	16.5%	22.6%	14.9%	16.0%	16.9%	16.4%	11.4%	10.5%	14.1%	21.9%	13.3%	12.1%	10.0%	14.6%	15.0%	20.2%	21.5%	11.8%
	100.0%	96.2%	12.4%	15.1%	13.5%	16.2%	12.4%	10.3%	6.5%	9.7%	7.0%	45.9%	15.7%	16.2%	14.6%	37.3%	51.9%	10.8%	15.1%	29.7%
Subnet - Premium	69	67	18	14	11	9	10	2	2	1	5	38	13	9	4	25	39	5	14	12
	5.6%	5.8%	12.9%	11.3%	6.5%	4.8%	7.4%	1.7%	1.9%	0.6%	5.4%	9.8%	6.0%	3.6%	1.5%	5.3%	6.1%	5.1%	10.8%	2.6%
	100.0%	97.1%	26.1%	20.3%	15.9%	13.0%	14.5%	2.9%	2.9%	1.4%	7.2%	55.1%	18.8%	13.0%	5.8%	36.2%	56.5%	7.2%	20.3%	17.4%
Ashton	5	5	2	1	0	0	2	0	0	0	0	5	0	0	0	1	3	1	1	1
	0.4%	0.4%	1.4%	0.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.2%	0.5%	1.0%	0.8%	0.2%
	100.0%	100.0%	40.0%	20.0%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	20.0%	60.0%	20.0%	20.0%	20.0%
Bahia	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
	0.1%	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Davidoff	4	4	1	0	2	0	1	0	0	0	0	3	0	1	0	2	2	0	1	0
	0.3%	0.3%	0.7%	0.0%	1.2%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.4%	0.0%	0.4%	0.3%	0.0%	0.8%	0.0%
	100.0%	100.0%	25.0%	0.0%	50.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	75.0%	0.0%	25.0%	0.0%	50.0%	50.0%	0.0%	25.0%	0.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-STASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Don Tomas	9	8	1	2	0	1	3	0	1	0	1	7	1	0	0	2	6	1	2	4
	0.7%	0.7%	0.7%	1.6%	0.0%	0.5%	2.2%	0.0%	1.0%	0.0%	1.1%	1.8%	0.5%	0.0%	0.0%	0.4%	0.9%	1.0%	1.5%	0.9%
	100.0%	88.9%	11.1%	22.2%	0.0%	11.1%	33.3%	0.0%	11.1%	0.0%	11.1%	77.8%	11.1%	0.0%	0.0%	22.2%	66.7%	11.1%	22.2%	44.4%
Dunhill	8	8	3	0	1	0	3	1	0	0	2	3	2	0	1	5	3	0	0	3
	0.7%	0.7%	2.2%	0.0%	0.6%	0.0%	2.2%	0.9%	0.0%	0.0%	2.2%	0.8%	0.9%	0.0%	0.4%	1.1%	0.5%	0.0%	0.0%	0.6%
	100.0%	100.0%	37.5%	0.0%	12.5%	0.0%	37.5%	12.5%	0.0%	0.0%	25.0%	37.5%	25.0%	0.0%	12.5%	62.5%	37.5%	0.0%	0.0%	37.5%
Fuente/Arturo Fuente	25	25	7	7	7	2	1	0	1	0	2	12	5	4	2	8	15	2	7	4
	2.0%	2.2%	5.0%	5.6%	4.2%	1.1%	0.7%	0.0%	1.0%	0.0%	2.2%	3.1%	2.3%	1.6%	0.7%	1.7%	2.4%	2.0%	5.4%	0.9%
	100.0%	100.0%	28.0%	28.0%	28.0%	8.0%	4.0%	0.0%	4.0%	0.0%	8.0%	48.0%	20.0%	16.0%	8.0%	32.0%	60.0%	8.0%	28.0%	16.0%
Thompson	17	16	4	4	1	5	0	1	0	1	0	7	5	4	1	6	10	1	3	0
	1.4%	1.4%	2.9%	3.2%	0.6%	2.7%	0.0%	0.9%	0.0%	0.6%	0.0%	1.8%	2.3%	1.6%	0.4%	1.3%	1.6%	1.0%	2.3%	0.0%
	100.0%	94.1%	23.5%	23.5%	5.9%	29.4%	0.0%	5.9%	0.0%	5.9%	0.0%	41.2%	29.4%	23.5%	5.9%	35.3%	58.8%	5.9%	17.6%	0.0%
Subnet - Mass	9	8	0	0	1	0	0	1	2	4	0	4	1	3	1	6	3	0	0	4
	0.7%	0.7%	0.0%	0.0%	0.6%	0.0%	0.0%	0.9%	1.9%	2.3%	0.0%	1.0%	0.5%	1.2%	0.4%	1.3%	0.5%	0.0%	0.0%	0.9%
	100.0%	88.9%	0.0%	0.0%	11.1%	0.0%	0.0%	11.1%	22.2%	44.4%	0.0%	44.4%	11.1%	33.3%	11.1%	66.7%	33.3%	0.0%	0.0%	44.4%
Middleton	9	8	0	0	1	0	0	1	2	4	0	4	1	3	1	6	3	0	0	4
	0.7%	0.7%	0.0%	0.0%	0.6%	0.0%	0.0%	0.9%	1.9%	2.3%	0.0%	1.0%	0.5%	1.2%	0.4%	1.3%	0.5%	0.0%	0.0%	0.9%
	100.0%	88.9%	0.0%	0.0%	11.1%	0.0%	0.0%	11.1%	22.2%	44.4%	0.0%	44.4%	11.1%	33.3%	11.1%	66.7%	33.3%	0.0%	0.0%	44.4%
Other	107	103	5	14	13	21	13	16	8	13	8	43	15	18	22	38	54	15	14	39
	8.7%	9.0%	3.6%	11.3%	7.7%	11.2%	9.6%	13.8%	7.6%	7.6%	8.7%	11.1%	6.9%	7.3%	8.1%	8.0%	8.5%	15.2%	10.8%	8.3%
	100.0%	96.3%	4.7%	13.1%	12.1%	19.6%	12.1%	15.0%	7.5%	12.1%	7.5%	40.2%	14.0%	16.8%	20.6%	35.5%	50.5%	14.0%	13.1%	36.4%
No answer	257	230	24	21	32	38	42	15	20	38	28	72	52	45	54	92	133	19	24	123
	20.9%	20.0%	17.3%	16.9%	19.0%	20.2%	30.9%	12.9%	19.0%	22.1%	30.4%	18.6%	23.9%	18.2%	19.9%	19.4%	20.8%	19.2%	18.5%	26.3%
	100.0%	89.5%	9.3%	8.2%	12.5%	14.8%	16.3%	5.8%	7.8%	14.8%	10.9%	28.0%	20.2%	17.5%	21.0%	35.8%	51.8%	7.4%	9.3%	47.9%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Premium (Q19G)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	264 100.0% 100.0%	255 100.0% 96.6%	64 100.0% 24.2%	40 100.0% 15.2%	63 100.0% 23.9%	34 100.0% 12.9%	33 100.0% 12.5%	4 100.0% 1.5%	8 100.0% 3.0%	9 100.0% 3.4%	16 100.0% 6.1%	130 100.0% 49.2%	40 100.0% 15.2%	49 100.0% 18.6%	29 100.0% 11.0%	80 100.0% 30.3%	145 100.0% 54.9%	38 100.0% 14.4%	54 100.0% 20.5%	55 100.0% 20.8%
SuperNet - Premium	264 100.0% 100.0%	255 100.0% 96.6%	64 100.0% 24.2%	40 100.0% 15.2%	63 100.0% 23.9%	34 100.0% 12.9%	33 100.0% 12.5%	4 100.0% 1.5%	8 100.0% 3.0%	9 100.0% 3.4%	16 100.0% 6.1%	130 100.0% 49.2%	40 100.0% 15.2%	49 100.0% 18.6%	29 100.0% 11.0%	80 100.0% 30.3%	145 100.0% 54.9%	38 100.0% 14.4%	54 100.0% 20.5%	55 100.0% 20.8%
Net - Consolidated Cigar Co.	57 21.6% 100.0%	56 22.0% 98.2%	16 25.0% 28.1%	10 25.0% 17.5%	17 27.0% 29.8%	7 20.6% 12.3%	3 9.1% 5.3%	1 25.0% 1.8%	1 12.5% 1.8%	1 11.1% 1.8%	1 6.3% 1.8%	22 16.9% 38.6%	8 20.0% 14.0%	15 30.6% 26.3%	11 37.9% 19.3%	13 16.3% 22.8%	26 17.9% 45.6%	17 44.7% 29.8%	19 35.2% 33.3%	8 14.5% 14.0%
Subnet - Premium	57 21.6% 100.0%	56 22.0% 98.2%	16 25.0% 28.1%	10 25.0% 17.5%	17 27.0% 29.8%	7 20.6% 12.3%	3 9.1% 5.3%	1 25.0% 1.8%	1 12.5% 1.8%	1 11.1% 1.8%	1 6.3% 1.8%	22 16.9% 38.6%	8 20.0% 14.0%	15 30.6% 26.3%	11 37.9% 19.3%	13 16.3% 22.8%	26 17.9% 45.6%	17 44.7% 29.8%	19 35.2% 33.3%	8 14.5% 14.0%
Don Diego	6 2.3% 100.0%	6 2.4% 100.0%	2 3.1% 33.3%	0 0.0% 0.0%	3 4.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 16.7%	1 6.3% 16.7%	2 1.5% 33.3%	1 2.5% 16.7%	2 4.1% 33.3%	0 0.0% 0.0%	2 2.5% 33.3%	2 1.4% 33.3%	1 2.6% 16.7%	0 0.0% 0.0%	3 5.5% 50.0%
Montecristo	10 3.8% 100.0%	10 3.9% 100.0%	1 1.6% 10.0%	0 0.0% 0.0%	7 11.1% 70.0%	1 2.9% 10.0%	1 3.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 5.4% 70.0%	1 2.5% 10.0%	0 0.0% 0.0%	2 6.9% 20.0%	3 3.8% 30.0%	5 3.4% 50.0%	2 5.3% 20.0%	1 1.9% 10.0%	1 1.8% 10.0%
Royal Jamaica	13 4.9% 100.0%	13 5.1% 100.0%	4 6.3% 30.8%	2 5.0% 15.4%	2 3.2% 15.4%	2 5.9% 15.4%	1 3.0% 7.7%	1 25.0% 7.7%	1 12.5% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	3 2.3% 23.1%	2 5.0% 15.4%	3 6.1% 23.1%	5 17.2% 38.5%	5 6.3% 38.5%	4 2.8% 30.8%	4 10.5% 30.8%	3 5.6% 23.1%	4 7.3% 30.8%
Te-Amo	9 3.4% 100.0%	8 3.1% 88.9%	2 3.1% 22.2%	3 7.5% 33.3%	2 3.2% 22.2%	1 2.9% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 3.1% 44.4%	2 5.0% 22.2%	3 6.1% 33.3%	0 0.0% 0.0%	2 2.5% 22.2%	6 4.1% 66.7%	1 2.6% 11.1%	5 9.3% 55.6%	0 0.0% 0.0%
Upmann/H. Upmann	19 7.2% 100.0%	19 7.5% 100.0%	7 10.9% 36.8%	5 12.5% 26.3%	3 4.8% 15.8%	3 8.8% 15.8%	1 3.0% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	6 4.6% 31.6%	2 5.0% 10.5%	7 14.3% 36.8%	4 13.8% 21.1%	1 1.3% 5.3%	9 6.2% 47.4%	9 23.7% 47.4%	10 18.5% 52.6%	0 0.0% 0.0%
Net - General Cigar Holdings	132 50.0% 100.0%	126 49.4% 95.5%	28 43.8% 21.2%	16 40.0% 12.1%	33 52.4% 25.0%	17 50.0% 12.9%	19 57.6% 14.4%	1 25.0% 0.8%	5 62.5% 3.8%	7 77.8% 5.3%	10 62.5% 7.6%	66 50.8% 50.0%	19 47.5% 14.4%	24 49.0% 18.2%	13 44.8% 9.8%	39 48.8% 29.5%	77 53.1% 58.3%	16 42.1% 12.1%	21 38.9% 15.9%	31 56.4% 23.5%
Subnet-General Cigar Holdings - Premium	132 50.0% 100.0%	126 49.4% 95.5%	28 43.8% 21.2%	16 40.0% 12.1%	33 52.4% 25.0%	17 50.0% 12.9%	19 57.6% 14.4%	1 25.0% 0.8%	5 62.5% 3.8%	7 77.8% 5.3%	10 62.5% 7.6%	66 50.8% 50.0%	19 47.5% 14.4%	24 49.0% 18.2%	13 44.8% 9.8%	39 48.8% 29.5%	77 53.1% 58.3%	16 42.1% 12.1%	21 38.9% 15.9%	31 56.4% 23.5%
SubNet - General Cigar Co.	107 40.5% 100.0%	102 40.0% 95.3%	20 31.3% 18.7%	11 27.5% 10.3%	26 41.3% 24.3%	15 44.1% 14.0%	19 57.6% 17.8%	0 0.0% 0.0%	4 50.0% 3.7%	7 77.8% 6.5%	9 56.3% 8.4%	50 38.5% 46.7%	17 42.5% 15.9%	19 38.8% 17.8%	12 41.4% 11.2%	35 43.8% 32.7%	64 44.1% 59.8%	8 21.1% 7.5%	13 24.1% 12.1%	29 52.7% 27.1%
Sub-Subnet - Premium	107 40.5% 100.0%	102 40.0% 95.3%	20 31.3% 18.7%	11 27.5% 10.3%	26 41.3% 24.3%	15 44.1% 14.0%	19 57.6% 17.8%	0 0.0% 0.0%	4 50.0% 3.7%	7 77.8% 6.5%	9 56.3% 8.4%	50 38.5% 46.7%	17 42.5% 15.9%	19 38.8% 17.8%	12 41.4% 11.2%	35 43.8% 32.7%	64 44.1% 59.8%	8 21.1% 7.5%	13 24.1% 12.1%	29 52.7% 27.1%
Cohiba	10 3.8% 100.0%	10 3.9% 100.0%	2 3.1% 20.0%	0 0.0% 0.0%	3 4.8% 30.0%	2 5.9% 20.0%	3 9.1% 30.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 12.5% 20.0%	6 4.6% 60.0%	1 2.5% 10.0%	0 0.0% 0.0%	1 3.4% 10.0%	2 2.5% 20.0%	7 4.8% 70.0%	1 2.6% 10.0%	1 1.9% 10.0%	2 3.6% 20.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Premium (Q19G)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	264	255	64	40	63	34	33	4	8	9	16	130	40	49	29	80	145	38	54	55
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.6%	24.2%	15.2%	23.9%	12.9%	12.5%	1.5%	3.0%	3.4%	6.1%	49.2%	15.2%	18.6%	11.0%	30.3%	54.9%	14.4%	20.5%	20.8%
Cifuentes	3	3	0	0	1	0	1	0	0	1	0	2	1	0	0	1	1	1	0	1
	1.1%	1.2%	0.0%	0.0%	1.6%	0.0%	3.0%	0.0%	0.0%	11.1%	0.0%	1.5%	2.5%	0.0%	0.0%	1.3%	0.7%	2.6%	0.0%	1.8%
	100.0%	100.0%	0.0%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	33.3%	0.0%	66.7%	33.3%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	33.3%
Macanudo	82	78	17	8	18	12	14	0	4	5	6	38	11	16	11	29	48	5	10	24
	31.1%	30.6%	26.6%	20.0%	28.6%	35.3%	42.4%	0.0%	50.0%	55.6%	37.5%	29.2%	27.5%	32.7%	37.9%	36.3%	33.1%	13.2%	18.5%	43.6%
	100.0%	95.1%	20.7%	9.8%	22.0%	14.6%	17.1%	0.0%	4.9%	6.1%	7.3%	46.3%	13.4%	19.5%	13.4%	35.4%	58.5%	6.1%	12.2%	29.3%
Macanudo Vintage	2	1	0	0	0	0	0	0	0	1	0	0	1	1	0	0	1	1	0	1
	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	2.5%	2.0%	0.0%	0.0%	0.7%	2.6%	0.0%	1.8%
	100.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	50.0%	0.0%	50.0%
Partagas	9	9	1	3	3	1	1	0	0	0	1	3	3	2	0	3	6	0	2	1
	3.4%	3.5%	1.6%	7.5%	4.8%	2.9%	3.0%	0.0%	0.0%	0.0%	6.3%	2.3%	7.5%	4.1%	0.0%	3.8%	4.1%	0.0%	3.7%	1.8%
	100.0%	100.0%	11.1%	33.3%	33.3%	11.1%	11.1%	0.0%	0.0%	0.0%	11.1%	33.3%	33.3%	22.2%	0.0%	33.3%	66.7%	0.0%	22.2%	11.1%
Partagas Limited Reserve	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
	0.4%	0.4%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
SubNet - Villazon	25	24	8	5	7	2	0	1	1	0	1	16	2	5	1	4	13	8	8	2
	9.5%	9.4%	12.5%	12.5%	11.1%	5.9%	0.0%	25.0%	12.5%	0.0%	6.3%	12.3%	5.0%	10.2%	3.4%	5.0%	9.0%	21.1%	14.8%	3.6%
	100.0%	96.0%	32.0%	20.0%	28.0%	8.0%	0.0%	4.0%	4.0%	0.0%	4.0%	64.0%	8.0%	20.0%	4.0%	16.0%	52.0%	32.0%	32.0%	8.0%
Hoyo de Monterrey	4	4	0	2	1	0	0	0	1	0	0	2	0	2	0	0	2	2	2	1
	1.5%	1.6%	0.0%	5.0%	1.6%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	1.5%	0.0%	4.1%	0.0%	0.0%	1.4%	5.3%	3.7%	1.8%
	100.0%	100.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	50.0%	50.0%	50.0%	25.0%
Hoyo de Monterrey Excalibur	8	8	3	2	1	1	0	1	0	0	1	4	0	3	0	3	2	3	2	1
	3.0%	3.1%	4.7%	5.0%	1.6%	2.9%	0.0%	25.0%	0.0%	0.0%	6.3%	3.1%	0.0%	6.1%	0.0%	3.8%	1.4%	7.9%	3.7%	1.8%
	100.0%	100.0%	37.5%	25.0%	12.5%	12.5%	0.0%	12.5%	0.0%	0.0%	12.5%	50.0%	0.0%	37.5%	0.0%	37.5%	25.0%	37.5%	25.0%	12.5%
Punch	12	11	5	1	4	1	0	0	0	0	0	9	2	0	1	0	9	3	3	0
	4.5%	4.3%	7.8%	2.5%	6.3%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	5.0%	0.0%	3.4%	0.0%	6.2%	7.9%	5.6%	0.0%
	100.0%	91.7%	41.7%	8.3%	33.3%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	75.0%	16.7%	0.0%	8.3%	0.0%	75.0%	25.0%	25.0%	0.0%
Punch Grand Cru	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0
	0.4%	0.4%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.9%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%
Net - Tabacalera	6	6	2	0	2	1	1	0	0	0	0	4	0	1	1	3	3	0	0	4
	2.3%	2.4%	3.1%	0.0%	3.2%	2.9%	3.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	2.0%	3.4%	3.8%	2.1%	0.0%	0.0%	7.3%
	100.0%	100.0%	33.3%	0.0%	33.3%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	16.7%	16.7%	50.0%	50.0%	0.0%	0.0%	66.7%
Subnet - Premium	6	6	2	0	2	1	1	0	0	0	0	4	0	1	1	3	3	0	0	4
	2.3%	2.4%	3.1%	0.0%	3.2%	2.9%	3.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	2.0%	3.4%	3.8%	2.1%	0.0%	0.0%	7.3%
	100.0%	100.0%	33.3%	0.0%	33.3%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	16.7%	16.7%	50.0%	50.0%	0.0%	0.0%	66.7%
Romeo y Julieta	6	6	2	0	2	1	1	0	0	0	0	4	0	1	1	3	3	0	0	4
	2.3%	2.4%	3.1%	0.0%	3.2%	2.9%	3.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	2.0%	3.4%	3.8%	2.1%	0.0%	0.0%	7.3%
	100.0%	100.0%	33.3%	0.0%	33.3%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	16.7%	16.7%	50.0%	50.0%	0.0%	0.0%	66.7%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Premium (Q19G)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	264 100.0% 100.0%	255 100.0% 96.6%	64 100.0% 24.2%	40 100.0% 15.2%	63 100.0% 23.9%	34 100.0% 12.9%	33 100.0% 12.5%	4 100.0% 1.5%	8 100.0% 3.0%	9 100.0% 3.4%	16 100.0% 6.1%	130 100.0% 49.2%	40 100.0% 15.2%	49 100.0% 18.6%	29 100.0% 11.0%	80 100.0% 30.3%	145 100.0% 54.9%	38 100.0% 14.4%	54 100.0% 20.5%	55 100.0% 20.8%
Net - Other	69 26.1% 100.0%	67 26.3% 97.1%	18 28.1% 26.1%	14 35.0% 20.3%	11 17.5% 15.9%	9 26.5% 13.0%	10 30.3% 14.5%	2 50.0% 2.9%	2 25.0% 2.9%	1 11.1% 1.4%	5 31.3% 7.2%	38 29.2% 55.1%	13 32.5% 18.8%	9 18.4% 13.0%	4 13.8% 5.8%	25 31.3% 36.2%	39 26.9% 56.5%	5 13.2% 7.2%	14 25.9% 20.3%	12 21.8% 17.4%
Subnet - Premium	69 26.1% 100.0%	67 26.3% 97.1%	18 28.1% 26.1%	14 35.0% 20.3%	11 17.5% 15.9%	9 26.5% 13.0%	10 30.3% 14.5%	2 50.0% 2.9%	2 25.0% 2.9%	1 11.1% 1.4%	5 31.3% 7.2%	38 29.2% 55.1%	13 32.5% 18.8%	9 18.4% 13.0%	4 13.8% 5.8%	25 31.3% 36.2%	39 26.9% 56.5%	5 13.2% 7.2%	14 25.9% 20.3%	12 21.8% 17.4%
Ashton	5 1.9% 100.0%	5 2.0% 100.0%	2 3.1% 40.0%	1 2.5% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 6.1% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 3.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.3% 20.0%	3 2.1% 60.0%	1 2.6% 20.0%	1 1.9% 20.0%	1 1.8% 20.0%
Bahia	1 0.4% 100.0%	1 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Davidoff	4 1.5% 100.0%	4 1.6% 100.0%	1 1.6% 25.0%	0 0.0% 0.0%	2 3.2% 50.0%	0 0.0% 0.0%	1 3.0% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 2.3% 75.0%	0 0.0% 0.0%	1 2.0% 25.0%	0 0.0% 0.0%	2 2.5% 50.0%	2 1.4% 50.0%	0 0.0% 0.0%	1 1.9% 25.0%	0 0.0% 0.0%
Don Tomas	9 3.4% 100.0%	8 3.1% 88.9%	1 1.6% 11.1%	2 5.0% 22.2%	0 0.0% 0.0%	1 2.9% 11.1%	3 9.1% 33.3%	0 0.0% 0.0%	1 12.5% 11.1%	0 0.0% 0.0%	1 6.3% 11.1%	7 5.4% 77.8%	1 2.5% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.5% 22.2%	6 4.1% 66.7%	1 2.6% 11.1%	2 3.7% 22.2%	4 7.3% 44.4%
Dunhill	8 3.0% 100.0%	8 3.1% 100.0%	3 4.7% 37.5%	0 0.0% 0.0%	1 1.6% 12.5%	0 0.0% 0.0%	3 9.1% 37.5%	1 25.0% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	2 12.5% 25.0%	3 2.3% 37.5%	2 5.0% 25.0%	0 0.0% 0.0%	1 3.4% 12.5%	5 6.3% 62.5%	3 2.1% 37.5%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.5% 37.5%
Fuente/Arturo Fuente	25 9.5% 100.0%	25 9.8% 100.0%	7 10.9% 28.0%	7 17.5% 28.0%	7 11.1% 28.0%	2 5.9% 8.0%	1 3.0% 4.0%	0 0.0% 0.0%	1 12.5% 4.0%	0 0.0% 0.0%	2 12.5% 8.0%	12 9.2% 48.0%	5 12.5% 20.0%	4 8.2% 16.0%	2 6.9% 8.0%	8 10.0% 32.0%	15 10.3% 60.0%	2 5.3% 8.0%	7 13.0% 28.0%	4 7.3% 16.0%
Thompson	17 6.4% 100.0%	16 6.3% 94.1%	4 6.3% 23.5%	4 10.0% 23.5%	1 1.6% 5.9%	5 14.7% 29.4%	0 0.0% 0.0%	1 25.0% 5.9%	0 0.0% 0.0%	1 11.1% 5.9%	0 0.0% 0.0%	7 5.4% 41.2%	5 12.5% 29.4%	4 8.2% 23.5%	1 3.4% 5.9%	6 7.5% 35.3%	10 6.9% 58.8%	1 2.6% 5.9%	3 5.6% 17.6%	0 0.0% 0.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Mass (Q19G)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	601 100.0% 100.0%	560 100.0% 93.2%	46 100.0% 7.7%	49 100.0% 8.2%	60 100.0% 10.0%	95 100.0% 15.8%	48 100.0% 8.0%	81 100.0% 13.5%	69 100.0% 11.5%	112 100.0% 18.6%	40 100.0% 6.7%	143 100.0% 23.8%	111 100.0% 18.5%	135 100.0% 22.5%	166 100.0% 27.6%	264 100.0% 43.9%	306 100.0% 50.9%	27 100.0% 4.5%	38 100.0% 6.3%	251 100.0% 41.8%
SuperNet - Mass	601 100.0% 100.0%	560 100.0% 93.2%	46 100.0% 7.7%	49 100.0% 8.2%	60 100.0% 10.0%	95 100.0% 15.8%	48 100.0% 8.0%	81 100.0% 13.5%	69 100.0% 11.5%	112 100.0% 18.6%	40 100.0% 6.7%	143 100.0% 23.8%	111 100.0% 18.5%	135 100.0% 22.5%	166 100.0% 27.6%	264 100.0% 43.9%	306 100.0% 50.9%	27 100.0% 4.5%	38 100.0% 6.3%	251 100.0% 41.8%
Net - Consolidated Cigar Co.	158 26.3% 100.0%	146 26.1% 92.4%	12 26.1% 7.6%	18 36.7% 11.4%	25 41.7% 15.8%	27 28.4% 17.1%	6 12.5% 3.8%	18 22.2% 11.4%	12 17.4% 7.6%	28 25.0% 17.7%	5 12.5% 3.2%	22 15.4% 13.9%	24 21.6% 15.2%	32 23.7% 20.3%	73 44.0% 46.2%	49 18.6% 31.0%	100 32.7% 63.3%	9 33.3% 5.7%	9 23.7% 5.7%	59 23.5% 37.3%
Subnet - Mass	158 26.3% 100.0%	146 26.1% 92.4%	12 26.1% 7.6%	18 36.7% 11.4%	25 41.7% 15.8%	27 28.4% 17.1%	6 12.5% 3.8%	18 22.2% 11.4%	12 17.4% 7.6%	28 25.0% 17.7%	5 12.5% 3.2%	22 15.4% 13.9%	24 21.6% 15.2%	32 23.7% 20.3%	73 44.0% 46.2%	49 18.6% 31.0%	100 32.7% 63.3%	9 33.3% 5.7%	9 23.7% 5.7%	59 23.5% 37.3%
Antonio y Cleopatra	41 6.8% 100.0%	39 7.0% 95.1%	5 10.9% 12.2%	6 12.2% 14.6%	12 20.0% 29.3%	11 11.6% 26.8%	0 0.0% 0.0%	3 3.7% 7.3%	1 1.4% 2.4%	1 0.9% 2.4%	0 0.0% 0.0%	6 4.2% 14.6%	7 6.3% 17.1%	5 3.7% 12.2%	23 13.9% 56.1%	15 5.7% 36.6%	25 8.2% 61.0%	1 3.7% 2.4%	3 7.9% 7.3%	10 4.0% 24.4%
Backwoods	21 3.5% 100.0%	18 3.2% 85.7%	0 0.0% 0.0%	2 4.1% 9.5%	2 3.3% 9.5%	3 3.2% 14.3%	2 4.2% 9.5%	0 0.0% 0.0%	5 7.2% 23.8%	4 3.6% 19.0%	2 5.0% 9.5%	5 3.5% 23.8%	6 5.4% 28.6%	5 3.7% 23.8%	3 1.8% 14.3%	7 2.7% 33.3%	14 4.6% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	12 4.8% 57.1%
Dutch Masters	62 10.3% 100.0%	57 10.2% 91.9%	4 8.7% 6.5%	8 16.3% 12.9%	7 11.7% 11.3%	7 7.4% 11.3%	3 6.3% 4.8%	10 12.3% 16.1%	5 7.2% 8.1%	13 11.6% 21.0%	1 2.5% 1.6%	9 6.3% 14.5%	8 7.2% 12.9%	15 11.1% 24.2%	29 17.5% 46.8%	16 6.1% 25.8%	40 13.1% 64.5%	6 22.2% 9.7%	3 7.9% 4.8%	22 8.8% 35.5%
El Producto	23 3.8% 100.0%	22 3.9% 95.7%	3 6.5% 13.0%	2 4.1% 8.7%	1 1.7% 4.3%	5 5.3% 21.7%	1 2.1% 4.3%	3 3.7% 13.0%	1 1.4% 4.3%	6 5.4% 26.1%	2 5.0% 8.7%	1 0.7% 4.3%	2 1.8% 8.7%	6 4.4% 26.1%	10 6.0% 43.5%	7 2.7% 30.4%	14 4.6% 60.9%	2 7.4% 8.7%	3 7.9% 13.0%	10 4.0% 43.5%
Muriel	11 1.8% 100.0%	10 1.8% 90.9%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.0% 27.3%	1 1.1% 9.1%	0 0.0% 0.0%	2 2.5% 18.2%	0 0.0% 0.0%	4 3.6% 36.4%	0 0.0% 0.0%	1 0.7% 9.1%	1 0.9% 9.1%	1 0.7% 9.1%	8 4.8% 72.7%	4 1.5% 36.4%	7 2.3% 63.6%	0 0.0% 0.0%	0 0.0% 0.0%	5 2.0% 45.5%
Net - General Cigar Holdings	97 16.1% 100.0%	92 16.4% 94.8%	9 19.6% 9.3%	5 10.2% 5.2%	8 13.3% 8.2%	18 18.9% 18.6%	7 14.6% 7.2%	15 18.5% 15.5%	8 11.6% 8.2%	22 19.6% 22.7%	7 17.5% 7.2%	22 15.4% 22.7%	16 14.4% 16.5%	26 19.3% 26.8%	26 15.7% 26.8%	47 17.8% 48.5%	42 13.7% 43.3%	8 29.6% 8.2%	5 13.2% 5.2%	36 14.3% 37.1%
SubNet - General Cigar Co.	97 16.1% 100.0%	92 16.4% 94.8%	9 19.6% 9.3%	5 10.2% 5.2%	8 13.3% 8.2%	18 18.9% 18.6%	7 14.6% 7.2%	15 18.5% 15.5%	8 11.6% 8.2%	22 19.6% 22.7%	7 17.5% 7.2%	22 15.4% 22.7%	16 14.4% 16.5%	26 19.3% 26.8%	26 15.7% 26.8%	47 17.8% 48.5%	42 13.7% 43.3%	8 29.6% 8.2%	5 13.2% 5.2%	36 14.3% 37.1%
Sub-Subnet - Mass	97 16.1% 100.0%	92 16.4% 94.8%	9 19.6% 9.3%	5 10.2% 5.2%	8 13.3% 8.2%	18 18.9% 18.6%	7 14.6% 7.2%	15 18.5% 15.5%	8 11.6% 8.2%	22 19.6% 22.7%	7 17.5% 7.2%	22 15.4% 22.7%	16 14.4% 16.5%	26 19.3% 26.8%	26 15.7% 26.8%	47 17.8% 48.5%	42 13.7% 43.3%	8 29.6% 8.2%	5 13.2% 5.2%	36 14.3% 37.1%
Garcia y Vega/Whiffs	36 6.0% 100.0%	32 5.7% 88.9%	4 8.7% 11.1%	2 4.1% 5.6%	2 3.3% 5.6%	10 10.5% 27.8%	4 8.3% 11.1%	3 3.7% 8.3%	2 2.9% 5.6%	5 4.5% 13.9%	3 7.5% 8.3%	10 7.0% 27.8%	6 5.4% 16.7%	7 5.2% 19.4%	10 6.0% 27.8%	16 6.1% 44.4%	19 6.2% 52.8%	1 3.7% 2.8%	2 5.3% 5.6%	12 4.8% 33.3%
Tiparillo	31 5.2% 100.0%	31 5.5% 100.0%	2 4.3% 6.5%	1 2.0% 3.2%	2 3.3% 6.5%	6 6.3% 19.4%	1 2.1% 3.2%	7 8.6% 22.6%	4 5.8% 12.9%	8 7.1% 25.8%	2 5.0% 6.5%	6 4.2% 19.4%	6 5.4% 19.4%	10 7.4% 32.3%	7 4.2% 22.6%	20 7.6% 64.5%	9 2.9% 29.0%	2 7.4% 6.5%	1 2.6% 3.2%	13 5.2% 41.9%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Mass (Q19G)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	601 100.0% 100.0%	560 100.0% 93.2%	46 100.0% 7.7%	49 100.0% 8.2%	60 100.0% 10.0%	95 100.0% 15.8%	48 100.0% 8.0%	81 100.0% 13.5%	69 100.0% 11.5%	112 100.0% 18.6%	40 100.0% 6.7%	143 100.0% 23.8%	111 100.0% 18.5%	135 100.0% 22.5%	166 100.0% 27.6%	264 100.0% 43.9%	306 100.0% 50.9%	27 100.0% 4.5%	38 100.0% 6.3%	251 100.0% 41.8%
White Owl	26 4.3% 100.0%	25 4.5% 96.2%	2 4.3% 7.7%	1 2.0% 3.8%	4 6.7% 15.4%	2 2.1% 7.7%	1 2.1% 3.8%	5 6.2% 19.2%	2 2.9% 7.7%	8 7.1% 30.8%	1 2.5% 3.8%	5 3.5% 19.2%	4 3.6% 15.4%	8 5.9% 30.8%	8 4.8% 30.8%	11 4.2% 42.3%	11 3.6% 42.3%	4 14.8% 15.4%	2 5.3% 7.7%	10 4.0% 38.5%
William Penn	4 0.7% 100.0%	4 0.7% 100.0%	1 2.2% 25.0%	1 2.0% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.1% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.9% 25.0%	1 2.5% 25.0%	1 0.7% 25.0%	0 0.0% 0.0%	1 0.7% 25.0%	1 0.6% 25.0%	0 0.0% 0.0%	3 1.0% 75.0%	1 3.7% 25.0%	0 0.0% 0.0%	1 0.4% 25.0%
Net - Swisher International	249 41.4% 100.0%	228 40.7% 91.6%	19 41.3% 7.6%	19 38.8% 7.6%	19 31.7% 7.6%	38 40.0% 15.3%	28 58.3% 11.2%	32 39.5% 12.9%	33 47.8% 13.3%	40 35.7% 16.1%	14 35.0% 5.6%	70 49.0% 28.1%	60 54.1% 24.1%	55 40.7% 22.1%	47 28.3% 18.9%	118 44.7% 47.4%	123 40.2% 49.4%	7 25.9% 2.8%	14 36.8% 5.6%	110 43.8% 44.2%
Bering	9 1.5% 100.0%	9 1.6% 100.0%	3 6.5% 33.3%	2 4.1% 22.2%	0 0.0% 0.0%	2 2.1% 22.2%	1 2.1% 11.1%	1 1.2% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 2.1% 33.3%	2 1.8% 22.2%	1 0.7% 11.1%	3 1.8% 33.3%	3 1.1% 33.3%	6 2.0% 66.7%	0 0.0% 0.0%	3 7.9% 33.3%	0 0.0% 0.0%
King Edward	38 6.3% 100.0%	37 6.6% 97.4%	3 6.5% 7.9%	3 6.1% 7.9%	1 1.7% 2.6%	10 10.5% 26.3%	3 6.3% 7.9%	5 6.2% 13.2%	7 10.1% 18.4%	5 4.5% 13.2%	4 10.0% 10.5%	8 5.6% 21.1%	6 5.4% 15.8%	7 5.2% 18.4%	13 7.8% 34.2%	14 5.3% 36.8%	23 7.5% 60.5%	1 3.7% 2.6%	3 7.9% 7.9%	15 6.0% 39.5%
La Prima Dora	1 0.2% 100.0%	1 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Swisher Sweets	201 33.4% 100.0%	181 32.3% 90.0%	13 28.3% 6.5%	14 28.6% 7.0%	18 30.0% 9.0%	25 26.3% 12.4%	24 50.0% 11.9%	26 32.1% 12.9%	26 37.7% 12.9%	35 31.3% 17.4%	10 25.0% 5.0%	58 40.6% 28.9%	52 46.8% 25.9%	47 34.8% 23.4%	31 18.7% 15.4%	100 37.9% 49.8%	94 30.7% 46.8%	6 22.2% 3.0%	8 21.1% 4.0%	95 37.8% 47.3%
Net - Tabacalera	88 14.6% 100.0%	86 15.4% 97.7%	6 13.0% 6.8%	7 14.3% 8.0%	7 11.7% 8.0%	12 12.6% 13.6%	7 14.6% 8.0%	15 18.5% 17.0%	14 20.3% 15.9%	18 16.1% 20.5%	14 35.0% 15.9%	25 17.5% 28.4%	10 9.0% 11.4%	19 14.1% 21.6%	19 11.4% 21.6%	44 16.7% 50.0%	38 12.4% 43.2%	3 11.1% 3.4%	10 26.3% 11.4%	42 16.7% 47.7%
Subnet - Mass	88 14.6% 100.0%	86 15.4% 97.7%	6 13.0% 6.8%	7 14.3% 8.0%	7 11.7% 8.0%	12 12.6% 13.6%	7 14.6% 8.0%	15 18.5% 17.0%	14 20.3% 15.9%	18 16.1% 20.5%	14 35.0% 15.9%	25 17.5% 28.4%	10 9.0% 11.4%	19 14.1% 21.6%	19 11.4% 21.6%	44 16.7% 50.0%	38 12.4% 43.2%	3 11.1% 3.4%	10 26.3% 11.4%	42 16.7% 47.7%
Black & Gold/Black & Mild	30 5.0% 100.0%	30 5.4% 100.0%	1 2.2% 3.3%	3 6.1% 10.0%	3 5.0% 10.0%	3 3.2% 10.0%	2 4.2% 6.7%	6 7.4% 20.0%	5 7.2% 16.7%	7 6.3% 23.3%	7 17.5% 23.3%	10 7.0% 33.3%	5 4.5% 16.7%	6 4.4% 20.0%	2 1.2% 6.7%	17 6.4% 56.7%	10 3.3% 33.3%	1 3.7% 3.3%	3 7.9% 10.0%	13 5.2% 43.3%
Hav-a-Tampa/Jewels	42 7.0% 100.0%	40 7.1% 95.2%	3 6.5% 7.1%	3 6.1% 7.1%	4 6.7% 9.5%	6 6.3% 14.3%	5 10.4% 11.9%	6 7.4% 14.3%	5 7.2% 11.9%	8 7.1% 19.0%	4 10.0% 9.5%	12 8.4% 28.6%	2 1.8% 4.8%	10 7.4% 23.8%	13 7.8% 31.0%	19 7.2% 45.2%	21 6.9% 50.0%	1 3.7% 2.4%	4 10.5% 9.5%	22 8.8% 52.4%
Phillies	16 2.7% 100.0%	16 2.9% 100.0%	2 4.3% 12.5%	1 2.0% 6.3%	0 0.0% 0.0%	3 3.2% 18.8%	0 0.0% 0.0%	3 3.7% 18.8%	4 5.8% 25.0%	3 2.7% 18.8%	3 7.5% 18.8%	3 2.1% 18.8%	3 2.7% 18.8%	3 2.2% 18.8%	4 2.4% 25.0%	8 3.0% 50.0%	7 2.3% 43.8%	1 3.7% 6.3%	3 7.9% 18.8%	7 2.8% 43.8%
Net - Other	9 1.5% 100.0%	8 1.4% 88.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 11.1%	2 2.9% 22.2%	4 3.6% 44.4%	0 0.0% 0.0%	4 2.8% 44.4%	1 0.9% 11.1%	3 2.2% 33.3%	1 0.6% 11.1%	6 2.3% 66.7%	3 1.0% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	4 1.6% 44.4%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Mass (Q19G)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	601	560	46	49	60	95	48	81	69	112	40	143	111	135	166	264	306	27	38	251
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.2%	7.7%	8.2%	10.0%	15.8%	8.0%	13.5%	11.5%	18.6%	6.7%	23.8%	18.5%	22.5%	27.6%	43.9%	50.9%	4.5%	6.3%	41.8%
Subnet - Mass	9	8	0	0	1	0	0	1	2	4	0	4	1	3	1	6	3	0	0	4
	1.5%	1.4%	0.0%	0.0%	1.7%	0.0%	0.0%	1.2%	2.9%	3.6%	0.0%	2.8%	0.9%	2.2%	0.6%	2.3%	1.0%	0.0%	0.0%	1.6%
	100.0%	88.9%	0.0%	0.0%	11.1%	0.0%	0.0%	11.1%	22.2%	44.4%	0.0%	44.4%	11.1%	33.3%	11.1%	66.7%	33.3%	0.0%	0.0%	44.4%
Middleton	9	8	0	0	1	0	0	1	2	4	0	4	1	3	1	6	3	0	0	4
	1.5%	1.4%	0.0%	0.0%	1.7%	0.0%	0.0%	1.2%	2.9%	3.6%	0.0%	2.8%	0.9%	2.2%	0.6%	2.3%	1.0%	0.0%	0.0%	1.6%
	100.0%	88.9%	0.0%	0.0%	11.1%	0.0%	0.0%	11.1%	22.2%	44.4%	0.0%	44.4%	11.1%	33.3%	11.1%	66.7%	33.3%	0.0%	0.0%	44.4%

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GC 017375

Cigar Segmentation

Q20 Section II. When you purchase the brands of cigars you smoke most often, do you purchase them . . . ?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	44	34	4	6	3	8	2	4	2	5	5	12	6	6	14	6	25	5	4	10
	3.6%	3.0%	2.9%	4.8%	1.8%	4.3%	1.5%	3.4%	1.9%	2.9%	5.4%	3.1%	2.8%	2.4%	5.2%	1.3%	3.9%	5.1%	3.1%	2.1%
	100.0%	77.3%	9.1%	13.6%	6.8%	18.2%	4.5%	9.1%	4.5%	11.4%	11.4%	27.3%	13.6%	13.6%	31.8%	13.6%	56.8%	11.4%	9.1%	22.7%
Total answering	1185	1114	135	118	165	180	134	112	103	167	87	376	212	241	257	468	613	94	126	458
	96.4%	97.0%	97.1%	95.2%	98.2%	95.7%	98.5%	96.6%	98.1%	97.1%	94.6%	96.9%	97.2%	97.6%	94.8%	98.7%	96.1%	94.9%	96.9%	97.9%
	100.0%	94.0%	11.4%	10.0%	13.9%	15.2%	11.3%	9.5%	8.7%	14.1%	7.3%	31.7%	17.9%	20.3%	21.7%	39.5%	51.7%	7.9%	10.6%	38.6%
Brand Smoked Most Often																				
Individually	453	431	59	30	115	70	86	9	36	26	45	176	77	85	66	150	261	38	41	182
	38.2%	38.7%	43.7%	25.4%	69.7%	38.9%	64.2%	8.0%	35.0%	15.6%	51.7%	46.8%	36.3%	35.3%	25.7%	32.1%	42.6%	40.4%	32.5%	39.7%
	100.0%	95.1%	13.0%	6.6%	25.4%	15.5%	19.0%	2.0%	7.9%	5.7%	9.9%	38.9%	17.0%	18.8%	14.6%	33.1%	57.6%	8.4%	9.1%	40.2%
By the pack	399	362	18	18	24	63	28	55	53	103	23	102	81	90	97	202	181	13	12	188
	33.7%	32.5%	13.3%	15.3%	14.5%	35.0%	20.9%	49.1%	51.5%	61.7%	26.4%	27.1%	38.2%	37.3%	37.7%	43.2%	29.5%	13.8%	9.5%	41.0%
	100.0%	90.7%	4.5%	4.5%	6.0%	15.8%	7.0%	13.8%	13.3%	25.8%	5.8%	25.6%	20.3%	22.6%	24.3%	50.6%	45.4%	3.3%	3.0%	47.1%
By the box	281	270	46	50	25	43	18	39	11	38	18	86	42	57	76	103	143	33	57	76
	23.7%	24.2%	34.1%	42.4%	15.2%	23.9%	13.4%	34.8%	10.7%	22.8%	20.7%	22.9%	19.8%	23.7%	29.6%	22.0%	23.3%	35.1%	45.2%	16.6%
	100.0%	96.1%	16.4%	17.8%	8.9%	15.3%	6.4%	13.9%	3.9%	13.5%	6.4%	30.6%	14.9%	20.3%	27.0%	36.7%	50.9%	11.7%	20.3%	27.0%
By the bundle	52	51	12	20	1	4	2	9	3	0	1	12	12	9	18	13	28	10	16	12
	4.4%	4.6%	8.9%	16.9%	0.6%	2.2%	1.5%	8.0%	2.9%	0.0%	1.1%	3.2%	5.7%	3.7%	7.0%	2.8%	4.6%	10.6%	12.7%	2.6%
	100.0%	98.1%	23.1%	38.5%	1.9%	7.7%	3.8%	17.3%	5.8%	0.0%	1.9%	23.1%	23.1%	17.3%	34.6%	25.0%	53.8%	19.2%	30.8%	23.1%

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Cigar Segmentation

Q20 Section II. When you purchase the brands of cigars you smoke most often, do you purchase them . . . ?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100:0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	303	268	13	23	26	39	39	32	28	68	28	91	42	58	80	134	140	17	16	149
	24.7%	23.3%	9.4%	18.5%	15.5%	20.7%	28.7%	27.6%	26.7%	39.5%	30.4%	23.5%	19.3%	23.5%	29.5%	28.3%	21.9%	17.2%	12.3%	31.8%
	100.0%	88.4%	4.3%	7.6%	8.6%	12.9%	12.9%	10.6%	9.2%	22.4%	9.2%	30.0%	13.9%	19.1%	26.4%	44.2%	46.2%	5.6%	5.3%	49.2%
Total answering	926	880	126	101	142	149	97	84	77	104	64	297	176	189	191	340	498	82	114	319
	75.3%	76.7%	90.6%	81.5%	84.5%	79.3%	71.3%	72.4%	73.3%	60.5%	69.6%	76.5%	80.7%	76.5%	70.5%	71.7%	78.1%	82.8%	87.7%	68.2%
	100.0%	95.0%	13.6%	10.9%	15.3%	16.1%	10.5%	9.1%	8.3%	11.2%	6.9%	32.1%	19.0%	20.4%	20.6%	36.7%	53.8%	8.9%	12.3%	34.4%
Brand Smoked 2nd Most Often																				
Individually	490	469	82	33	109	80	72	17	39	37	34	191	94	91	76	166	269	51	50	173
	52.9%	53.3%	65.1%	32.7%	76.8%	53.7%	74.2%	20.2%	50.6%	35.6%	53.1%	64.3%	53.4%	48.1%	39.8%	48.8%	54.0%	62.2%	43.9%	54.2%
	100.0%	95.7%	16.7%	6.7%	22.2%	16.3%	14.7%	3.5%	8.0%	7.6%	6.9%	39.0%	19.2%	18.6%	15.5%	33.9%	54.9%	10.4%	10.2%	35.3%
By the pack	290	271	23	30	22	47	20	42	32	55	23	74	59	61	69	118	159	11	21	111
	31.3%	30.8%	18.3%	29.7%	15.5%	31.5%	20.6%	50.0%	41.6%	52.9%	35.9%	24.9%	33.5%	32.3%	36.1%	34.7%	31.9%	13.4%	18.4%	34.8%
	100.0%	93.4%	7.9%	10.3%	7.6%	16.2%	6.9%	14.5%	11.0%	19.0%	7.9%	25.5%	20.3%	21.0%	23.8%	40.7%	54.8%	3.8%	7.2%	38.3%
By the box	116	110	17	25	11	16	4	20	5	12	6	26	16	27	40	45	57	14	32	28
	12.5%	12.5%	13.5%	24.8%	7.7%	10.7%	4.1%	23.8%	6.5%	11.5%	9.4%	8.8%	9.1%	14.3%	20.9%	13.2%	11.4%	17.1%	28.1%	8.8%
	100.0%	94.8%	14.7%	21.6%	9.5%	13.8%	3.4%	17.2%	4.3%	10.3%	5.2%	22.4%	13.8%	23.3%	34.5%	38.8%	49.1%	12.1%	27.6%	24.1%
By the bundle	30	30	4	13	0	6	1	5	1	0	1	6	7	10	6	11	13	6	11	7
	3.2%	3.4%	3.2%	12.9%	0.0%	4.0%	1.0%	6.0%	1.3%	0.0%	1.6%	2.0%	4.0%	5.3%	3.1%	3.2%	2.6%	7.3%	9.6%	2.2%
	100.0%	100.0%	13.3%	43.3%	0.0%	20.0%	3.3%	16.7%	3.3%	0.0%	3.3%	20.0%	23.3%	33.3%	20.0%	36.7%	43.3%	20.0%	36.7%	23.3%

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Cigar Segmentation

Q20 Section II. When you purchase the brands of cigars you smoke most often, do you purchase them . . . ?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	408	364	19	33	35	58	47	50	33	89	38	122	60	79	104	185	185	25	23	195
	33.2%	31.7%	13.7%	26.6%	20.8%	30.9%	34.6%	43.1%	31.4%	51.7%	41.3%	31.4%	27.5%	32.0%	38.4%	39.0%	29.0%	25.3%	17.7%	41.7%
	100.0%	89.2%	4.7%	8.1%	8.6%	14.2%	11.5%	12.3%	8.1%	21.8%	9.3%	29.9%	14.7%	19.4%	25.5%	45.3%	45.3%	6.1%	5.6%	47.8%
Total answering	821	784	120	91	133	130	89	66	72	83	54	266	158	168	167	289	453	74	107	273
	66.8%	68.3%	86.3%	73.4%	79.2%	69.1%	65.4%	56.9%	68.6%	48.3%	58.7%	68.6%	72.5%	68.0%	61.6%	61.0%	71.0%	74.7%	82.3%	58.3%
	100.0%	95.5%	14.6%	11.1%	16.2%	15.8%	10.8%	8.0%	8.8%	10.1%	6.6%	32.4%	19.2%	20.5%	20.3%	35.2%	55.2%	9.0%	13.0%	33.3%
Brand Smoked 3rd Most Often																				
Individually	521	496	88	43	116	84	70	21	38	36	32	190	100	106	88	171	293	53	63	168
	63.5%	63.3%	73.3%	47.3%	87.2%	64.6%	78.7%	31.8%	52.8%	43.4%	59.3%	71.4%	63.3%	63.1%	52.7%	59.2%	64.7%	71.6%	58.9%	61.5%
	100.0%	95.2%	16.9%	8.3%	22.3%	16.1%	13.4%	4.0%	7.3%	6.9%	6.1%	36.5%	19.2%	20.3%	16.9%	32.8%	56.2%	10.2%	12.1%	32.2%
By the pack	189	179	14	17	14	31	13	28	25	37	16	44	39	41	47	75	107	6	12	73
	23.0%	22.8%	11.7%	18.7%	10.5%	23.8%	14.6%	42.4%	34.7%	44.6%	29.6%	16.5%	24.7%	24.4%	28.1%	26.0%	23.6%	8.1%	11.2%	26.7%
	100.0%	94.7%	7.4%	9.0%	7.4%	16.4%	6.9%	14.8%	13.2%	19.6%	8.5%	23.3%	20.6%	21.7%	24.9%	39.7%	56.6%	3.2%	6.3%	38.6%
By the box	83	81	14	17	3	11	5	13	8	10	6	24	13	15	24	38	36	9	20	25
	10.1%	10.3%	11.7%	18.7%	2.3%	8.5%	5.6%	19.7%	11.1%	12.0%	11.1%	9.0%	8.2%	8.9%	14.4%	13.1%	7.9%	12.2%	18.7%	9.2%
	100.0%	97.6%	16.9%	20.5%	3.6%	13.3%	6.0%	15.7%	9.6%	12.0%	7.2%	28.9%	15.7%	18.1%	28.9%	45.8%	43.4%	10.8%	24.1%	30.1%
By the bundle	28	28	4	14	0	4	1	4	1	0	0	8	6	6	8	5	17	6	12	7
	3.4%	3.6%	3.3%	15.4%	0.0%	3.1%	1.1%	6.1%	1.4%	0.0%	0.0%	3.0%	3.8%	3.6%	4.8%	1.7%	3.8%	8.1%	11.2%	2.6%
	100.0%	100.0%	14.3%	50.0%	0.0%	14.3%	3.6%	14.3%	3.6%	0.0%	0.0%	28.6%	21.4%	21.4%	28.6%	17.9%	60.7%	21.4%	42.9%	25.0%

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Cigar Segmentation

Q21 Section II. Please rate your level of knowledge on cigars using the ten-point scale shown below.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
No answer	27 2.2% 100.0%	19 1.7% 70.4%	2 1.4% 7.4%	3 2.4% 11.1%	1 0.6% 3.7%	4 2.1% 14.8%	0 0.0% 0.0%	3 2.6% 11.1%	3 2.9% 11.1%	3 1.7% 11.1%	3 3.3% 11.1%	5 1.3% 18.5%	3 1.4% 11.1%	6 2.4% 22.2%	9 3.3% 33.3%	7 1.5% 25.9%	16 2.5% 59.3%	1 1.0% 3.7%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	1202 97.8% 100.0%	1129 98.3% 93.9%	137 98.6% 11.4%	121 97.6% 10.1%	167 99.4% 13.9%	184 97.9% 15.3%	136 100.0% 11.3%	113 97.4% 9.4%	102 97.1% 8.5%	169 98.3% 14.1%	89 96.7% 7.4%	383 98.7% 31.9%	215 98.6% 17.9%	241 97.6% 20.0%	262 96.7% 21.8%	467 98.5% 38.9%	622 97.5% 51.7%	98 99.0% 8.2%	130 100.0% 10.8%	468 100.0% 38.9%
Net - Bottom 3	468 38.9% 100.0%	433 38.4% 92.5%	11 8.0% 2.4%	8 6.6% 1.7%	51 30.5% 10.9%	61 33.2% 13.0%	105 77.2% 22.4%	32 28.3% 6.8%	65 63.7% 13.9%	100 59.2% 21.4%	58 65.2% 12.4%	161 42.0% 34.4%	73 34.0% 15.6%	92 38.2% 19.7%	78 29.8% 16.7%	222 47.5% 47.4%	221 35.5% 47.2%	18 18.4% 3.8%	0 0.0% 0.0%	468 100.0% 100.0%
Not very knowledgeable (1)	124 10.3% 100.0%	107 9.5% 86.3%	2 1.5% 1.6%	2 1.7% 1.6%	7 4.2% 5.6%	8 4.3% 6.5%	29 21.3% 23.4%	7 6.2% 5.6%	17 16.7% 13.7%	35 20.7% 28.2%	25 28.1% 20.2%	37 9.7% 29.8%	17 7.9% 13.7%	23 9.5% 18.5%	20 7.6% 16.1%	70 15.0% 56.5%	45 7.2% 36.3%	5 5.1% 4.0%	0 0.0% 0.0%	124 26.5% 100.0%
(2)	156 13.0% 100.0%	144 12.8% 92.3%	2 1.5% 1.3%	2 1.7% 1.3%	16 9.6% 10.3%	23 12.5% 14.7%	34 25.0% 21.8%	7 6.2% 4.5%	26 25.5% 16.7%	34 20.1% 21.8%	19 21.3% 12.2%	55 14.4% 35.3%	24 11.2% 15.4%	30 12.4% 19.2%	26 9.9% 16.7%	67 14.3% 42.9%	80 12.9% 51.3%	7 7.1% 4.5%	0 0.0% 0.0%	156 33.3% 100.0%
(3)	188 15.6% 100.0%	182 16.1% 96.8%	7 5.1% 3.7%	4 3.3% 2.1%	28 16.8% 14.9%	30 16.3% 16.0%	42 30.9% 22.3%	18 15.9% 9.6%	22 21.6% 11.7%	31 18.3% 16.5%	14 15.7% 7.4%	69 18.0% 36.7%	32 14.9% 17.0%	39 16.2% 20.7%	32 12.2% 17.0%	85 18.2% 45.2%	96 15.4% 51.1%	6 6.1% 3.2%	0 0.0% 0.0%	188 40.2% 100.0%
Net - Middle 4	604 50.2% 100.0%	568 50.3% 94.0%	80 58.4% 13.2%	71 58.7% 11.8%	106 63.5% 17.5%	113 61.4% 18.7%	29 21.3% 4.8%	71 62.8% 11.8%	35 34.3% 5.8%	63 37.3% 10.4%	29 32.6% 4.8%	186 48.6% 30.8%	122 56.7% 20.2%	121 50.2% 20.0%	141 53.8% 23.3%	217 46.5% 35.9%	331 53.2% 54.8%	48 49.0% 7.9%	0 0.0% 0.0%	0 0.0% 0.0%
(4)	147 12.2% 100.0%	138 12.2% 93.9%	6 4.4% 4.1%	15 12.4% 10.2%	31 18.6% 21.1%	28 15.2% 19.0%	9 6.6% 6.1%	18 15.9% 12.2%	16 15.7% 10.9%	15 8.9% 10.2%	12 13.5% 8.2%	43 11.2% 29.3%	26 12.1% 17.7%	33 13.7% 22.4%	32 12.2% 21.8%	56 12.0% 38.1%	79 12.7% 53.7%	10 10.2% 6.8%	0 0.0% 0.0%	0 0.0% 0.0%
(5)	186 15.5% 100.0%	173 15.3% 93.0%	19 13.9% 10.2%	19 15.7% 10.2%	28 16.8% 15.1%	40 21.7% 21.5%	9 6.6% 4.8%	22 19.5% 11.8%	8 7.8% 4.3%	28 16.6% 15.1%	9 10.1% 4.8%	65 17.0% 34.9%	42 19.5% 22.6%	32 13.3% 17.2%	36 13.7% 19.4%	69 14.8% 37.1%	101 16.2% 54.3%	14 14.3% 7.5%	0 0.0% 0.0%	0 0.0% 0.0%
(6)	140 11.6% 100.0%	129 11.4% 92.1%	19 13.9% 13.6%	17 14.0% 12.1%	23 13.8% 16.4%	28 15.2% 20.0%	8 5.9% 5.7%	19 16.8% 13.6%	5 4.9% 3.6%	10 5.9% 7.1%	6 6.7% 4.3%	43 11.2% 30.7%	30 14.0% 21.4%	29 12.0% 20.7%	31 11.8% 22.1%	52 11.1% 37.1%	78 12.5% 55.7%	9 9.2% 6.4%	0 0.0% 0.0%	0 0.0% 0.0%
(7)	131 10.9% 100.0%	128 11.3% 97.7%	36 26.3% 27.5%	20 16.5% 15.3%	24 14.4% 18.3%	17 9.2% 13.0%	3 2.2% 2.3%	12 10.6% 9.2%	6 5.9% 4.6%	10 5.9% 7.6%	2 2.2% 1.5%	35 9.1% 26.7%	24 11.2% 18.3%	27 11.2% 20.6%	42 16.0% 32.1%	40 8.6% 30.5%	73 11.7% 55.7%	15 15.3% 11.5%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Top 3	130 10.8% 100.0%	128 11.3% 98.5%	46 33.6% 35.4%	42 34.7% 32.3%	10 6.0% 7.7%	10 5.4% 7.7%	2 1.5% 1.5%	10 8.8% 7.7%	2 2.0% 1.5%	6 3.6% 4.6%	2 2.2% 1.5%	36 9.4% 27.7%	20 9.3% 15.4%	28 11.6% 21.5%	43 16.4% 33.1%	28 6.0% 21.5%	70 11.3% 53.8%	32 32.7% 24.6%	130 100.0% 100.0%	0 0.0% 0.0%
(8)	92 7.7% 100.0%	90 8.0% 97.8%	30 21.9% 32.6%	30 24.8% 32.6%	7 4.2% 7.6%	9 4.9% 9.8%	2 1.5% 2.2%	6 5.3% 6.5%	2 2.0% 2.2%	4 2.4% 4.3%	2 2.2% 2.2%	29 7.6% 31.5%	11 5.1% 12.0%	23 9.5% 25.0%	27 10.3% 29.3%	19 4.1% 20.7%	55 8.8% 59.8%	18 18.4% 19.6%	92 70.8% 100.0%	0 0.0% 0.0%

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Cigar Segmentation

Q21 Section II. Please rate your level of knowledge on cigars using the ten-point scale shown below.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
(9)	23	23	12	7	1	1	0	1	0	1	0	5	4	4	10	8	6	9	23	0
	1.9%	2.0%	8.8%	5.8%	0.6%	0.5%	0.0%	0.9%	0.0%	0.6%	0.0%	1.3%	1.9%	1.7%	3.8%	1.7%	1.0%	9.2%	17.7%	0.0%
	100.0%	100.0%	52.2%	30.4%	4.3%	4.3%	0.0%	4.3%	0.0%	4.3%	0.0%	21.7%	17.4%	17.4%	43.5%	34.8%	26.1%	39.1%	100.0%	0.0%
Extremely knowledgeable (10)	15	15	4	5	2	0	0	3	0	1	0	2	5	1	6	1	9	5	15	0
	1.2%	1.3%	2.9%	4.1%	1.2%	0.0%	0.0%	2.7%	0.0%	0.6%	0.0%	0.5%	2.3%	0.4%	2.3%	0.2%	1.4%	5.1%	11.5%	0.0%
	100.0%	100.0%	26.7%	33.3%	13.3%	0.0%	0.0%	20.0%	0.0%	6.7%	0.0%	13.3%	33.3%	6.7%	40.0%	6.7%	60.0%	33.3%	100.0%	0.0%
Mean	4.47	4.52	6.57	6.35	4.66	4.48	2.86	4.80	3.21	3.41	2.97	4.31	4.64	4.50	5.05	3.97	4.63	5.93	8.41	2.14
Std. Dev.	2.268	2.269	1.862	1.969	1.944	1.849	1.638	2.054	1.804	2.051	1.855	2.170	2.191	2.236	2.370	2.153	2.199	2.471	0.690	0.806
Std. Err.	0.065	0.068	0.159	0.179	0.150	0.136	0.140	0.193	0.179	0.158	0.197	0.111	0.149	0.144	0.146	0.100	0.088	0.250	0.061	0.037

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Cigar Segmentation

Q22 Section II. How often do you give cigars as a gift or bring extra to share with others?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
No answer	90 7.3% 100.0%	83 7.2% 92.2%	7 5.0% 7.8%	8 6.5% 8.9%	14 8.3% 15.6%	12 6.4% 13.3%	9 6.6% 10.0%	8 6.9% 8.9%	6 5.7% 6.7%	19 11.0% 21.1%	5 5.4% 5.6%	33 8.5% 36.7%	11 5.0% 12.2%	20 8.1% 22.2%	19 7.0% 21.1%	32 6.8% 35.6%	50 7.8% 55.6%	5 5.1% 5.6%	6 4.6% 6.7%	36 7.7% 40.0%
Total answering	1139 92.7% 100.0%	1065 92.8% 93.5%	132 95.0% 11.6%	116 93.5% 10.2%	154 91.7% 13.5%	176 93.6% 15.5%	127 93.4% 11.2%	108 93.1% 9.5%	99 94.3% 8.7%	153 89.0% 13.4%	87 94.6% 7.6%	355 91.5% 31.2%	207 95.0% 18.2%	227 91.9% 19.9%	252 93.0% 22.1%	442 93.2% 38.8%	588 92.2% 51.6%	94 94.9% 8.3%	124 95.4% 10.9%	432 92.3% 37.9%
Give as a gift																				
Never (0)	592 52.0% 100.0%	541 50.8% 91.4%	18 13.6% 3.0%	41 35.3% 6.9%	53 34.4% 9.0%	103 58.5% 17.4%	73 57.5% 12.3%	68 63.0% 11.5%	70 70.7% 11.8%	115 75.2% 19.4%	58 66.7% 9.8%	170 47.9% 28.7%	95 45.9% 16.0%	121 53.3% 20.4%	144 57.1% 24.3%	271 61.3% 45.8%	275 46.8% 46.5%	36 38.3% 6.1%	33 26.6% 5.6%	289 66.9% 48.8%
Net - At all	547 48.0% 100.0%	524 49.2% 95.8%	114 86.4% 20.8%	75 64.7% 13.7%	101 65.6% 18.5%	73 41.5% 13.3%	54 42.5% 9.9%	40 37.0% 7.3%	29 29.3% 5.3%	38 24.8% 6.9%	29 33.3% 5.3%	185 52.1% 33.8%	112 54.1% 20.5%	106 46.7% 19.4%	108 42.9% 19.7%	171 38.7% 31.3%	313 53.2% 57.2%	58 61.7% 10.6%	91 73.4% 16.6%	143 33.1% 26.1%
1 or 2 times a year (1)	364 32.0% 100.0%	347 32.6% 95.3%	54 40.9% 14.8%	47 40.5% 12.9%	69 44.8% 19.0%	51 29.0% 14.0%	41 32.3% 11.3%	32 29.6% 8.8%	22 22.2% 6.0%	31 20.3% 8.5%	20 23.0% 5.5%	125 35.2% 34.3%	74 35.7% 20.3%	66 29.1% 18.1%	77 30.6% 21.2%	118 26.7% 32.4%	211 35.9% 58.0%	34 36.2% 9.3%	45 36.3% 12.4%	117 27.1% 32.1%
3-6 times per year (6)	124 10.9% 100.0%	119 11.2% 96.0%	34 25.8% 27.4%	18 15.5% 14.5%	25 16.2% 20.2%	18 10.2% 14.5%	8 6.3% 6.5%	5 4.6% 4.0%	7 7.1% 5.6%	4 2.6% 3.2%	3 3.4% 2.4%	37 10.4% 29.8%	29 14.0% 23.4%	30 13.2% 24.2%	21 8.3% 16.9%	38 8.6% 30.6%	73 12.4% 58.9%	12 12.8% 9.7%	27 21.8% 21.8%	17 3.9% 13.7%
Subnet - Once a month +	59 5.2% 100.0%	58 5.4% 98.3%	26 19.7% 44.1%	10 8.6% 16.9%	7 4.5% 11.9%	4 2.3% 6.8%	5 3.9% 8.5%	3 2.8% 5.1%	0 0.0% 0.0%	3 2.0% 5.1%	6 6.9% 10.2%	23 6.5% 39.0%	9 4.3% 15.3%	10 4.4% 16.9%	10 4.0% 16.9%	15 3.4% 25.4%	29 4.9% 49.2%	12 12.8% 20.3%	19 15.3% 32.2%	9 2.1% 15.3%
Once a month (12)	31 2.7% 100.0%	31 2.9% 100.0%	9 6.8% 29.0%	6 5.2% 19.4%	5 3.2% 16.1%	3 1.7% 9.7%	5 3.9% 16.1%	0 0.0% 0.0%	0 0.0% 0.0%	3 2.0% 9.7%	5 5.7% 16.1%	12 3.4% 38.7%	4 1.9% 12.9%	5 2.2% 16.1%	4 1.6% 12.9%	8 1.8% 25.8%	17 2.9% 54.8%	4 4.3% 12.9%	5 4.0% 16.1%	8 1.9% 25.8%
Twice a month (24)	16 1.4% 100.0%	16 1.5% 100.0%	11 8.3% 68.8%	2 1.7% 12.5%	1 0.6% 6.3%	1 0.6% 6.3%	0 0.0% 0.0%	1 0.9% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 2.0% 43.8%	2 1.0% 12.5%	2 0.9% 12.5%	5 2.0% 31.3%	5 1.1% 31.3%	7 1.2% 43.8%	4 4.3% 25.0%	8 6.5% 50.0%	1 0.2% 6.3%
Sub-Subnet - Once a week +	12 1.1% 100.0%	11 1.0% 91.7%	6 4.5% 50.0%	2 1.7% 16.7%	1 0.6% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.9% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 8.3%	4 1.1% 33.3%	3 1.4% 25.0%	3 1.3% 25.0%	1 0.4% 8.3%	2 0.5% 16.7%	5 0.9% 41.7%	4 4.3% 33.3%	6 4.8% 50.0%	0 0.0% 0.0%
Once a week (52)	7 0.6% 100.0%	6 0.6% 85.7%	4 3.0% 57.1%	0 0.0% 0.0%	1 0.6% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.9% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 14.3%	4 1.1% 57.1%	1 0.5% 14.3%	1 0.4% 14.3%	0 0.0% 0.0%	2 0.5% 28.6%	2 0.3% 28.6%	2 2.1% 28.6%	2 1.6% 28.6%	0 0.0% 0.0%
More than once a week (104)	5 0.4% 100.0%	5 0.5% 100.0%	2 1.5% 40.0%	2 1.7% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.9% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.0% 40.0%	2 0.9% 40.0%	1 0.4% 20.0%	0 0.0% 0.0%	3 0.5% 60.0%	2 2.1% 40.0%	4 3.2% 80.0%	0 0.0% 0.0%
Mean Std. Dev.	2.41 8.637	2.49 8.780	7.92 15.888	4.16 13.935	2.31 5.208	1.24 2.863	1.17 2.634	2.24 11.342	0.65 1.541	0.59 1.907	1.72 6.188	2.44 6.705	2.92 11.108	2.70 10.662	1.88 7.524	1.51 4.743	2.44 8.625	5.98 17.047	7.90 19.607	0.78 2.255

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Cigar Segmentation

Q22 Section II. How often do you give cigars as a gift or bring extra to share with others?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Std. Err.	0.256	0.269	1.383	1.294	0.420	0.216	0.234	1.091	0.155	0.154	0.663	0.356	0.772	0.708	0.474	0.226	0.356	1.758	1.761	0.108

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Cigar Segmentation

Q22 Section II. How often do you give cigars as a gift or bring extra to share with others?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
No answer	121 9.8% 100.0%	104 9.1% 86.0%	7 5.0% 5.8%	8 6.5% 6.6%	4 2.4% 3.3%	14 7.4% 11.6%	9 6.6% 7.4%	22 19.0% 18.2%	17 16.2% 14.0%	23 13.4% 19.0%	13 14.1% 10.7%	27 7.0% 22.3%	23 10.6% 19.0%	23 9.3% 19.0%	33 12.2% 27.3%	52 11.0% 43.0%	51 8.0% 42.1%	10 10.1% 8.3%	5 3.8% 4.1%	58 12.4% 47.9%
Total answering	1108 90.2% 100.0%	1044 90.9% 94.2%	132 95.0% 11.9%	116 93.5% 10.5%	164 97.6% 14.8%	174 92.6% 15.7%	127 93.4% 11.5%	94 81.0% 8.5%	88 83.8% 7.9%	149 86.6% 13.4%	79 85.9% 7.1%	361 93.0% 32.6%	195 89.4% 17.6%	224 90.7% 20.2%	238 87.8% 21.5%	422 89.0% 38.1%	587 92.0% 53.0%	89 89.9% 8.0%	125 96.2% 11.3%	410 87.6% 37.0%
<u>Bring extra to share</u>																				
Never (0)	260 23.5% 100.0%	238 22.8% 91.5%	6 4.5% 2.3%	13 11.2% 5.0%	10 6.1% 3.8%	50 28.7% 19.2%	32 25.2% 12.3%	31 33.0% 11.9%	27 30.7% 10.4%	69 46.3% 26.5%	36 45.6% 13.8%	60 16.6% 23.1%	37 19.0% 14.2%	48 21.4% 18.5%	79 33.2% 30.4%	128 30.3% 49.2%	111 18.9% 42.7%	17 19.1% 6.5%	20 16.0% 7.7%	144 35.1% 55.4%
Net - At all	848 76.5% 100.0%	806 77.2% 95.0%	126 95.5% 14.9%	103 88.8% 12.1%	154 93.9% 18.2%	124 71.3% 14.6%	95 74.8% 11.2%	63 67.0% 7.4%	61 69.3% 7.2%	80 53.7% 9.4%	43 54.4% 5.1%	301 83.4% 35.5%	158 81.0% 18.6%	176 78.6% 20.8%	159 66.8% 18.8%	294 69.7% 34.7%	476 81.1% 56.1%	72 80.9% 8.5%	105 84.0% 12.4%	266 64.9% 31.4%
1 or 2 times a year (1)	334 30.1% 100.0%	309 29.6% 92.5%	18 13.6% 5.4%	35 30.2% 10.5%	56 34.1% 16.8%	55 31.6% 16.5%	64 50.4% 19.2%	18 19.1% 5.4%	28 31.8% 8.4%	35 23.5% 10.5%	22 27.8% 6.6%	117 32.4% 35.0%	57 29.2% 17.1%	67 29.9% 20.1%	66 27.7% 19.8%	118 28.0% 35.3%	192 32.7% 57.5%	22 24.7% 6.6%	22 17.6% 6.6%	137 33.4% 41.0%
3-6 times per year (6)	235 21.2% 100.0%	231 22.1% 98.3%	35 26.5% 14.9%	23 19.8% 9.8%	62 37.8% 26.4%	40 23.0% 17.0%	23 18.1% 9.8%	12 12.8% 5.1%	20 22.7% 8.5%	16 10.7% 6.8%	6 7.6% 2.6%	74 20.5% 31.5%	59 30.3% 25.1%	52 23.2% 22.1%	39 16.4% 16.6%	79 18.7% 33.6%	136 23.2% 57.9%	20 22.5% 8.5%	26 20.8% 11.1%	70 17.1% 29.8%
Subnet - Once a month +	279 25.2% 100.0%	266 25.5% 95.3%	73 55.3% 26.2%	45 38.8% 16.1%	36 22.0% 12.9%	29 16.7% 10.4%	8 6.3% 2.9%	33 35.1% 11.8%	13 14.8% 4.7%	29 19.5% 10.4%	15 19.0% 5.4%	110 30.5% 39.4%	42 21.5% 15.1%	57 25.4% 20.4%	54 22.7% 19.4%	97 23.0% 34.8%	148 25.2% 53.0%	30 33.7% 10.8%	57 45.6% 20.4%	59 14.4% 21.1%
Once a month (12)	99 8.9% 100.0%	94 9.0% 94.9%	23 17.4% 23.2%	9 7.8% 9.1%	21 12.8% 21.2%	8 4.6% 8.1%	4 3.1% 4.0%	11 11.7% 11.1%	3 3.4% 3.0%	15 10.1% 15.2%	6 7.6% 6.1%	40 11.1% 40.4%	20 10.3% 20.2%	19 8.5% 19.2%	13 5.5% 13.1%	29 6.9% 29.3%	59 10.1% 59.6%	8 9.0% 8.1%	13 10.4% 13.1%	24 5.9% 24.2%
Twice a month (24)	70 6.3% 100.0%	68 6.5% 97.1%	21 15.9% 30.0%	11 9.5% 15.7%	10 6.1% 14.3%	10 5.7% 14.3%	1 0.8% 1.4%	5 5.3% 7.1%	4 4.5% 5.7%	6 4.0% 8.6%	5 6.3% 7.1%	31 8.6% 44.3%	6 3.1% 8.6%	16 7.1% 22.9%	12 5.0% 17.1%	26 6.2% 37.1%	37 6.3% 52.9%	7 7.9% 10.0%	7 5.6% 10.0%	16 3.9% 22.9%
Sub-Subnet - Once a week +	110 9.9% 100.0%	104 10.0% 94.5%	29 22.0% 26.4%	25 21.6% 22.7%	5 3.0% 4.5%	11 6.3% 10.0%	3 2.4% 2.7%	17 18.1% 15.5%	6 6.8% 5.5%	8 5.4% 7.3%	4 5.1% 3.6%	39 10.8% 35.5%	16 8.2% 14.5%	22 9.8% 20.0%	29 12.2% 26.4%	42 10.0% 38.2%	52 8.9% 47.3%	15 16.9% 13.6%	37 29.6% 33.6%	19 4.6% 17.3%
Once a week (52)	57 5.1% 100.0%	53 5.1% 93.0%	12 9.1% 21.1%	13 11.2% 22.8%	5 3.0% 8.8%	5 2.9% 8.8%	2 1.6% 3.5%	6 6.4% 10.5%	5 5.7% 8.8%	5 3.4% 8.8%	3 3.8% 5.3%	25 6.9% 43.9%	6 3.1% 10.5%	11 4.9% 19.3%	12 5.0% 21.1%	17 4.0% 29.8%	31 5.3% 54.4%	8 9.0% 14.0%	14 11.2% 24.6%	11 2.7% 19.3%
More than once a week (104)	53 4.8% 100.0%	51 4.9% 96.2%	17 12.9% 32.1%	12 10.3% 22.6%	0 0.0% 0.0%	6 3.4% 11.3%	1 0.8% 1.9%	11 11.7% 20.8%	1 1.1% 1.9%	3 2.0% 5.7%	1 1.3% 1.9%	14 3.9% 26.4%	10 5.1% 18.9%	11 4.9% 20.8%	17 7.1% 32.1%	25 5.9% 47.2%	21 3.6% 39.6%	7 7.9% 13.2%	23 18.4% 43.4%	8 2.0% 15.1%
Mean Std. Dev.	11.81 23.972	11.99 24.109	25.76 33.319	21.28 32.422	7.20 9.939	8.71 20.631	3.80 11.422	19.13 33.716	7.32 16.297	6.89 17.460	6.46 15.859	12.58 22.870	11.01 23.732	12.08 24.135	13.18 27.958	11.96 25.701	10.90 21.705	17.42 29.441	28.98 38.993	6.42 16.746

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Cigar Segmentation

Q22 Section II. How often do you give cigars as a gift or bring extra to share with others?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Std. Err.	0.720	0.746	2.900	3.010	0.776	1.564	1.014	3.478	1.737	1.430	1.784	1.204	1.699	1.613	1.812	1.251	0.896	3.121	3.488	0.827

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Cigar Segmentation

Q23 Section II. Which of the following cigar accessories do you currently own?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Cigar cutter (e.g., bullet, guillotine)	582 47.4% 100.0%	563 49.0% 96.7%	121 87.1% 20.8%	85 68.5% 14.6%	128 76.2% 22.0%	96 51.1% 16.5%	44 32.4% 7.6%	34 29.3% 5.8%	25 23.8% 4.3%	30 17.4% 5.2%	26 28.3% 4.5%	207 53.4% 35.6%	106 48.6% 18.2%	119 48.2% 20.4%	119 43.9% 20.4%	160 33.8% 27.5%	349 54.7% 60.0%	69 69.7% 11.9%	98 75.4% 16.8%	135 28.8% 23.2%
Humidor	332 27.0% 100.0%	323 28.1% 97.3%	88 63.3% 26.5%	67 54.0% 20.2%	53 31.5% 16.0%	54 28.7% 16.3%	17 12.5% 5.1%	22 19.0% 6.6%	8 7.6% 2.4%	14 8.1% 4.2%	13 14.1% 3.9%	105 27.1% 31.6%	54 24.8% 16.3%	69 27.9% 20.8%	86 31.7% 25.9%	96 20.3% 28.9%	182 28.5% 54.8%	52 52.5% 15.7%	81 62.3% 24.4%	59 12.6% 17.8%
Cigar lighter	321 26.1% 100.0%	310 27.0% 96.6%	78 56.1% 24.3%	52 41.9% 16.2%	48 28.6% 15.0%	50 26.6% 15.6%	13 9.6% 4.0%	26 22.4% 8.1%	22 21.0% 6.9%	21 12.2% 6.5%	15 16.3% 4.7%	106 27.3% 33.0%	50 22.9% 15.6%	64 25.9% 19.9%	83 30.6% 25.9%	93 19.6% 29.0%	182 28.5% 56.7%	43 43.4% 13.4%	65 50.0% 20.2%	60 12.8% 18.7%
Cigar ashtray	240 19.5% 100.0%	235 20.5% 97.9%	59 42.4% 24.6%	41 33.1% 17.1%	29 17.3% 12.1%	32 17.0% 13.3%	7 5.1% 2.9%	29 25.0% 12.1%	19 18.1% 7.9%	19 11.0% 7.9%	13 14.1% 5.4%	69 17.8% 28.8%	45 20.6% 18.8%	37 15.0% 15.4%	76 28.0% 31.7%	70 14.8% 29.2%	131 20.5% 54.6%	37 37.4% 15.4%	52 40.0% 21.7%	42 9.0% 17.5%
Travel holder	175 14.2% 100.0%	172 15.0% 98.3%	55 39.6% 31.4%	38 30.6% 21.7%	30 17.9% 17.1%	16 8.5% 9.1%	11 8.1% 6.3%	13 11.2% 7.4%	4 3.8% 2.3%	5 2.9% 2.9%	3 3.3% 1.7%	67 17.3% 38.3%	30 13.8% 17.1%	36 14.6% 20.6%	37 13.7% 21.1%	39 8.2% 22.3%	102 16.0% 58.3%	32 32.3% 18.3%	46 35.4% 26.3%	26 5.6% 14.9%
Cigar holder	104 8.5% 100.0%	101 8.8% 97.1%	34 24.5% 32.7%	16 12.9% 15.4%	8 4.8% 7.7%	15 8.0% 14.4%	5 3.7% 4.8%	10 8.6% 9.6%	5 4.8% 4.8%	8 4.7% 7.7%	4 4.3% 3.8%	30 7.7% 28.8%	16 7.3% 15.4%	21 8.5% 20.2%	32 11.8% 30.8%	27 5.7% 26.0%	61 9.6% 58.7%	15 15.2% 14.4%	22 16.9% 21.2%	23 4.9% 22.1%
Humidification system	104 8.5% 100.0%	102 8.9% 98.1%	40 28.8% 38.5%	29 23.4% 27.9%	16 9.5% 15.4%	12 6.4% 11.5%	2 1.5% 1.9%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.7% 2.9%	2 2.2% 1.9%	38 9.8% 36.5%	22 10.1% 21.2%	22 8.9% 21.2%	19 7.0% 18.3%	17 3.6% 16.3%	63 9.9% 60.6%	24 24.2% 23.1%	39 30.0% 37.5%	9 1.9% 8.7%
None	494 40.2% 100.0%	441 38.4% 89.3%	8 5.8% 1.6%	20 16.1% 4.0%	34 20.2% 6.9%	59 31.4% 11.9%	85 62.5% 17.2%	57 49.1% 11.5%	61 58.1% 12.3%	117 68.0% 23.7%	53 57.6% 10.7%	142 36.6% 28.7%	87 39.9% 17.6%	103 41.7% 20.9%	103 38.0% 20.9%	245 51.7% 49.6%	220 34.5% 44.5%	17 17.2% 3.4%	18 13.8% 3.6%	285 60.9% 57.7%
No answer	8 0.7% 100.0%	6 0.5% 75.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.1% 25.0%	0 0.0% 0.0%	4 3.4% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 0.8% 37.5%	1 0.5% 12.5%	3 1.2% 37.5%	1 0.4% 12.5%	3 0.6% 37.5%	4 0.6% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.2% 12.5%

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Cigar Segmentation

Q24 Section II. Which of the following other tobacco products in addition to cigars do you use?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Cigarettes	471	436	43	42	47	69	43	41	60	91	41	133	85	101	105	190	245	27	37	189
	38.3%	38.0%	30.9%	33.9%	28.0%	36.7%	31.6%	35.3%	57.1%	52.9%	44.6%	34.3%	39.0%	40.9%	38.7%	40.1%	38.4%	27.3%	28.5%	40.4%
	100.0%	92.6%	9.1%	8.9%	10.0%	14.6%	9.1%	8.7%	12.7%	19.3%	8.7%	28.2%	18.0%	21.4%	22.3%	40.3%	52.0%	5.7%	7.9%	40.1%
Pipe	248	233	39	35	23	49	11	27	23	26	14	40	42	59	91	85	140	20	31	81
	20.2%	20.3%	28.1%	28.2%	13.7%	26.1%	8.1%	23.3%	21.9%	15.1%	15.2%	10.3%	19.3%	23.9%	33.6%	17.9%	21.9%	20.2%	23.8%	17.3%
	100.0%	94.0%	15.7%	14.1%	9.3%	19.8%	4.4%	10.9%	9.3%	10.5%	5.6%	16.1%	16.9%	23.8%	36.7%	34.3%	56.5%	8.1%	12.5%	32.7%
Chewing tobacco	100	93	13	10	17	10	8	11	9	15	3	28	19	25	23	39	56	5	9	39
	8.1%	8.1%	9.4%	8.1%	10.1%	5.3%	5.9%	9.5%	8.6%	8.7%	3.3%	7.2%	8.7%	10.1%	8.5%	8.2%	8.8%	5.1%	6.9%	8.3%
	100.0%	93.0%	13.0%	10.0%	17.0%	10.0%	8.0%	11.0%	9.0%	15.0%	3.0%	28.0%	19.0%	25.0%	23.0%	39.0%	56.0%	5.0%	9.0%	39.0%
Dip/snuff	89	81	9	8	9	17	6	6	7	19	3	21	25	23	16	26	54	9	8	43
	7.2%	7.1%	6.5%	6.5%	5.4%	9.0%	4.4%	5.2%	6.7%	11.0%	3.3%	5.4%	11.5%	9.3%	5.9%	5.5%	8.5%	9.1%	6.2%	9.2%
	100.0%	91.0%	10.1%	9.0%	10.1%	19.1%	6.7%	6.7%	7.9%	21.3%	3.4%	23.6%	28.1%	25.8%	18.0%	29.2%	60.7%	10.1%	9.0%	48.3%
Do not use any other tobacco products	529	498	57	45	96	81	79	51	33	56	36	205	89	99	96	211	265	47	61	209
	43.0%	43.4%	41.0%	36.3%	57.1%	43.1%	58.1%	44.0%	31.4%	32.6%	39.1%	52.8%	40.8%	40.1%	35.4%	44.5%	41.5%	47.5%	46.9%	44.7%
	100.0%	94.1%	10.8%	8.5%	18.1%	15.3%	14.9%	9.6%	6.2%	10.6%	6.8%	38.8%	16.8%	18.7%	18.1%	39.9%	50.1%	8.9%	11.5%	39.5%
No answer	24	22	6	4	2	3	4	2	1	0	3	6	5	4	6	7	13	3	5	5
	2.0%	1.9%	4.3%	3.2%	1.2%	1.6%	2.9%	1.7%	1.0%	0.0%	3.3%	1.5%	2.3%	1.6%	2.2%	1.5%	2.0%	3.0%	3.8%	1.1%
	100.0%	91.7%	25.0%	16.7%	8.3%	12.5%	16.7%	8.3%	4.2%	0.0%	12.5%	25.0%	20.8%	16.7%	25.0%	29.2%	54.2%	12.5%	20.8%	20.8%

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Cigar Segmentation

Q25 Section II. How were you introduced to cigar smoking?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Net - Family	236 19.2% 100.0%	222 19.3% 94.1%	28 20.1% 11.9%	31 25.0% 13.1%	22 13.1% 9.3%	46 24.5% 19.5%	16 11.8% 6.8%	18 15.5% 7.6%	25 23.8% 10.6%	36 20.9% 15.3%	23 25.0% 9.7%	62 16.0% 26.3%	40 18.3% 16.9%	51 20.6% 21.6%	58 21.4% 24.6%	93 19.6% 39.4%	124 19.4% 52.5%	17 17.2% 7.2%	27 20.8% 11.4%	78 16.7% 33.1%
Father	110 9.0% 100.0%	104 9.1% 94.5%	18 12.9% 16.4%	18 14.5% 16.4%	10 6.0% 9.1%	22 11.7% 20.0%	9 6.6% 8.2%	5 4.3% 4.5%	7 6.7% 6.4%	15 8.7% 13.6%	7 7.6% 6.4%	19 4.9% 17.3%	21 9.6% 19.1%	29 11.7% 26.4%	33 12.2% 30.0%	48 10.1% 43.6%	53 8.3% 48.2%	8 8.1% 7.3%	16 12.3% 14.5%	32 6.8% 29.1%
Grandfather	43 3.5% 100.0%	41 3.6% 95.3%	6 4.3% 14.0%	3 2.4% 7.0%	4 2.4% 9.3%	10 5.3% 23.3%	0 0.0% 0.0%	4 3.4% 9.3%	5 4.8% 11.6%	9 5.2% 20.9%	4 4.3% 9.3%	9 2.3% 20.9%	5 2.3% 11.6%	12 4.9% 27.9%	12 4.4% 27.9%	14 3.0% 32.6%	25 3.9% 58.1%	4 4.0% 9.3%	5 3.8% 11.6%	13 2.8% 30.2%
Other family members	83 6.8% 100.0%	77 6.7% 92.8%	4 2.9% 4.8%	10 8.1% 12.0%	8 4.8% 9.6%	14 7.4% 16.9%	7 5.1% 8.4%	9 7.8% 10.8%	13 12.4% 15.7%	12 7.0% 14.5%	12 13.0% 14.5%	34 8.8% 41.0%	14 6.4% 16.9%	10 4.0% 12.0%	13 4.8% 15.7%	31 6.5% 37.3%	46 7.2% 55.4%	5 5.1% 6.0%	6 4.6% 7.2%	33 7.1% 39.8%
Friends	422 34.3% 100.0%	396 34.5% 93.8%	46 33.1% 10.9%	26 21.0% 6.2%	87 51.8% 20.6%	53 28.2% 12.6%	85 62.5% 20.1%	25 21.6% 5.9%	31 29.5% 7.3%	43 25.0% 10.2%	34 37.0% 8.1%	164 42.3% 38.9%	78 35.8% 18.5%	75 30.4% 17.8%	64 23.6% 15.2%	170 35.9% 40.3%	217 34.0% 51.4%	31 31.3% 7.3%	34 26.2% 8.1%	198 42.3% 46.9%
Military	55 4.5% 100.0%	50 4.4% 90.9%	8 5.8% 14.5%	8 6.5% 14.5%	5 3.0% 9.1%	7 3.7% 12.7%	5 3.7% 9.1%	7 6.0% 12.7%	5 4.8% 9.1%	5 2.9% 9.1%	0 0.0% 0.0%	13 3.4% 23.6%	9 4.1% 16.4%	8 3.2% 14.5%	23 8.5% 41.8%	22 4.6% 40.0%	30 4.7% 54.5%	2 2.0% 3.6%	7 5.4% 12.7%	18 3.8% 32.7%
Co-workers/business associates	69 5.6% 100.0%	67 5.8% 97.1%	9 6.5% 13.0%	7 5.6% 10.1%	13 7.7% 18.8%	6 3.2% 8.7%	13 9.6% 18.8%	2 1.7% 2.9%	5 4.8% 7.2%	12 7.0% 17.4%	8 8.7% 11.6%	31 8.0% 44.9%	7 3.2% 10.1%	12 4.9% 17.4%	11 4.1% 15.9%	22 4.6% 31.9%	35 5.5% 50.7%	11 11.1% 15.9%	6 4.6% 8.7%	27 5.8% 39.1%
Self-introduced	413 33.6% 100.0%	386 33.6% 93.5%	43 30.9% 10.4%	50 40.3% 12.1%	36 21.4% 8.7%	71 37.8% 17.2%	16 11.8% 3.9%	60 51.7% 14.5%	36 34.3% 8.7%	74 43.0% 17.9%	24 26.1% 5.8%	113 29.1% 27.4%	79 36.2% 19.1%	91 36.8% 22.0%	104 38.4% 25.2%	157 33.1% 38.0%	217 34.0% 52.5%	35 35.4% 8.5%	51 39.2% 12.3%	138 29.5% 33.4%
No answer	34 2.8% 100.0%	27 2.4% 79.4%	5 3.6% 14.7%	2 1.6% 5.9%	5 3.0% 14.7%	5 2.7% 14.7%	1 0.7% 2.9%	4 3.4% 11.8%	3 2.9% 8.8%	2 1.2% 5.9%	3 3.3% 8.8%	5 1.3% 14.7%	5 2.3% 14.7%	10 4.0% 29.4%	11 4.1% 32.4%	10 2.1% 29.4%	15 2.4% 44.1%	3 3.0% 8.8%	5 3.8% 14.7%	9 1.9% 26.5%

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Cigar Segmentation

Q26 Section II. How do you get information on cigars?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Net - Non-People	501	478	103	98	81	65	28	40	25	38	32	160	95	100	108	162	277	56	101	102
	40.8%	41.6%	74.1%	79.0%	48.2%	34.6%	20.6%	34.5%	23.8%	22.1%	34.8%	41.2%	43.6%	40.5%	39.9%	34.2%	43.4%	56.6%	77.7%	21.8%
	100.0%	95.4%	20.6%	19.6%	16.2%	13.0%	5.6%	8.0%	5.0%	7.6%	6.4%	31.9%	19.0%	20.0%	21.6%	32.3%	55.3%	11.2%	20.2%	20.4%
Subnet - Magazine	201	195	81	35	39	18	7	5	4	6	11	76	43	37	32	52	111	35	69	22
	16.4%	17.0%	58.3%	28.2%	23.2%	9.6%	5.1%	4.3%	3.8%	3.5%	12.0%	19.6%	19.7%	15.0%	11.8%	11.0%	17.4%	35.4%	53.1%	4.7%
	100.0%	97.0%	40.3%	17.4%	19.4%	9.0%	3.5%	2.5%	2.0%	3.0%	5.5%	37.8%	21.4%	18.4%	15.9%	25.9%	55.2%	17.4%	34.3%	10.9%
Cigar Aficionado	174	169	74	31	38	13	7	1	3	2	6	70	35	34	27	39	100	32	65	18
	14.2%	14.7%	53.2%	25.0%	22.6%	6.9%	5.1%	0.9%	2.9%	1.2%	6.5%	18.0%	16.1%	13.8%	10.0%	8.2%	15.7%	32.3%	50.0%	3.8%
	100.0%	97.1%	42.5%	17.8%	21.8%	7.5%	4.0%	0.6%	1.7%	1.1%	3.4%	40.2%	20.1%	19.5%	15.5%	22.4%	57.5%	18.4%	37.4%	10.3%
Smoke Magazine	57	56	21	12	7	7	0	4	1	4	6	15	14	11	11	15	29	12	19	6
	4.6%	4.9%	15.1%	9.7%	4.2%	3.7%	0.0%	3.4%	1.0%	2.3%	6.5%	3.9%	6.4%	4.5%	4.1%	3.2%	4.5%	12.1%	14.6%	1.3%
	100.0%	98.2%	36.8%	21.1%	12.3%	12.3%	0.0%	7.0%	1.8%	7.0%	10.5%	26.3%	24.6%	19.3%	19.3%	26.3%	50.9%	21.1%	33.3%	10.5%
Cigar Books/Guides	98	94	35	18	14	16	3	4	2	2	4	35	12	21	24	23	55	19	31	8
	8.0%	8.2%	25.2%	14.5%	8.3%	8.5%	2.2%	3.4%	1.9%	1.2%	4.3%	9.0%	5.5%	8.5%	8.9%	4.9%	8.6%	19.2%	23.8%	1.7%
	100.0%	95.9%	35.7%	18.4%	14.3%	16.3%	3.1%	4.1%	2.0%	2.0%	4.1%	35.7%	12.2%	21.4%	24.5%	23.5%	56.1%	19.4%	31.6%	8.2%
Cigar Catalogs	257	253	50	72	41	37	11	17	11	14	13	78	48	51	65	78	149	27	58	38
	20.9%	22.0%	36.0%	58.1%	24.4%	19.7%	8.1%	14.7%	10.5%	8.1%	14.1%	20.1%	22.0%	20.6%	24.0%	16.5%	23.4%	27.3%	44.6%	8.1%
	100.0%	98.4%	19.5%	28.0%	16.0%	14.4%	4.3%	6.6%	4.3%	5.4%	5.1%	30.4%	18.7%	19.8%	25.3%	30.4%	58.0%	10.5%	22.6%	14.8%
Radio	78	72	7	9	7	9	6	13	10	11	10	13	18	20	15	28	40	7	9	33
	6.3%	6.3%	5.0%	7.3%	4.2%	4.8%	4.4%	11.2%	9.5%	6.4%	10.9%	3.4%	8.3%	8.1%	5.5%	5.9%	6.3%	7.1%	6.9%	7.1%
	100.0%	92.3%	9.0%	11.5%	9.0%	11.5%	7.7%	16.7%	12.8%	14.1%	12.8%	16.7%	23.1%	25.6%	19.2%	35.9%	51.3%	9.0%	11.5%	42.3%
TV	105	93	9	11	5	13	12	19	8	16	15	27	20	21	20	47	50	6	13	44
	8.5%	8.1%	6.5%	8.9%	3.0%	6.9%	8.8%	16.4%	7.6%	9.3%	16.3%	7.0%	9.2%	8.5%	7.4%	9.9%	7.8%	6.1%	10.0%	9.4%
	100.0%	88.6%	8.6%	10.5%	4.8%	12.4%	11.4%	18.1%	7.6%	15.2%	14.3%	25.7%	19.0%	20.0%	19.0%	44.8%	47.6%	5.7%	12.4%	41.9%
Internet	86	85	32	22	15	6	4	3	0	3	3	31	19	20	13	11	62	13	29	14
	7.0%	7.4%	23.0%	17.7%	8.9%	3.2%	2.9%	2.6%	0.0%	1.7%	3.3%	8.0%	8.7%	8.1%	4.8%	2.3%	9.7%	13.1%	22.3%	3.0%
	100.0%	98.8%	37.2%	25.6%	17.4%	7.0%	4.7%	3.5%	0.0%	3.5%	3.5%	36.0%	22.1%	23.3%	15.1%	12.8%	72.1%	15.1%	33.7%	16.3%
Net - People	975	924	124	89	160	156	128	72	85	110	73	325	177	191	196	365	515	85	94	374
	79.3%	80.5%	89.2%	71.8%	95.2%	83.0%	94.1%	62.1%	81.0%	64.0%	79.3%	83.8%	81.2%	77.3%	72.3%	77.0%	80.7%	85.9%	72.3%	79.9%
	100.0%	94.8%	12.7%	9.1%	16.4%	16.0%	13.1%	7.4%	8.7%	11.3%	7.5%	33.3%	18.2%	19.6%	20.1%	37.4%	52.8%	8.7%	9.6%	38.4%
Tobacconist/Smoke Shop Personnel	476	463	104	48	106	94	43	22	30	16	21	153	85	108	106	135	278	60	66	137
	38.7%	40.3%	74.8%	38.7%	63.1%	50.0%	31.6%	19.0%	28.6%	9.3%	22.8%	39.4%	39.0%	43.7%	39.1%	28.5%	43.6%	60.6%	50.8%	29.3%
	100.0%	97.3%	21.8%	10.1%	22.3%	19.7%	9.0%	4.6%	6.3%	3.4%	4.4%	32.1%	17.9%	22.7%	22.3%	28.4%	58.4%	12.6%	13.9%	28.8%
Friends	722	677	96	62	127	101	105	46	57	83	57	245	134	143	132	266	384	62	71	281
	58.7%	59.0%	69.1%	50.0%	75.6%	53.7%	77.2%	39.7%	54.3%	48.3%	62.0%	63.1%	61.5%	57.9%	48.7%	56.1%	60.2%	62.6%	54.6%	60.0%
	100.0%	93.8%	13.3%	8.6%	17.6%	14.0%	14.5%	6.4%	7.9%	11.5%	7.9%	33.9%	18.6%	19.8%	18.3%	36.8%	53.2%	8.6%	9.8%	38.9%
Relatives	207	195	25	19	30	34	25	15	22	25	19	68	32	42	45	85	103	15	23	75
	16.8%	17.0%	18.0%	15.3%	17.9%	18.1%	18.4%	12.9%	21.0%	14.5%	20.7%	17.5%	14.7%	17.0%	16.6%	17.9%	16.1%	15.2%	17.7%	16.0%
	100.0%	94.2%	12.1%	9.2%	14.5%	16.4%	12.1%	7.2%	10.6%	12.1%	9.2%	32.9%	15.5%	20.3%	21.7%	41.1%	49.8%	7.2%	11.1%	36.2%

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Cigar Segmentation

Q26 Section II. How do you get information on cigars?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Business Associates/Co-workers	265 21.6% 100.0%	258 22.5% 97.4%	49 35.3% 18.5%	26 21.0% 9.8%	55 32.7% 20.8%	27 14.4% 10.2%	31 22.8% 11.7%	22 19.0% 8.3%	19 18.1% 7.2%	29 16.9% 10.9%	14 15.2% 5.3%	76 19.6% 28.7%	52 23.9% 19.6%	61 24.7% 23.0%	58 21.4% 21.9%	85 17.9% 32.1%	142 22.3% 53.6%	36 36.4% 13.6%	41 31.5% 15.5%	87 18.6% 32.8%
Net - Internet/Catalog	301 24.5% 100.0%	296 25.8% 98.3%	62 44.6% 20.6%	82 66.1% 27.2%	52 31.0% 17.3%	42 22.3% 14.0%	12 8.8% 4.0%	20 17.2% 6.6%	11 10.5% 3.7%	15 8.7% 5.0%	14 15.2% 4.7%	92 23.7% 30.6%	58 26.6% 19.3%	64 25.9% 21.3%	71 26.2% 23.6%	86 18.1% 28.6%	179 28.1% 59.5%	33 33.3% 11.0%	68 52.3% 22.6%	48 10.3% 15.9%
No answer	116 9.4% 100.0%	95 8.3% 81.9%	3 2.2% 2.6%	0 0.0% 0.0%	0 0.0% 0.0%	9 4.8% 7.8%	3 2.2% 2.6%	24 20.7% 20.7%	9 8.6% 7.8%	47 27.3% 40.5%	13 14.1% 11.2%	25 6.4% 21.6%	11 5.0% 9.5%	32 13.0% 27.6%	35 12.9% 30.2%	54 11.4% 46.6%	50 7.8% 43.1%	5 5.1% 4.3%	2 1.5% 1.7%	64 13.7% 55.2%

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Cigar Segmentation

Q27 Section II. How many other adults smoke cigars regularly in your household?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
0	964	901	97	95	131	155	111	95	82	135	74	301	160	206	213	378	500	73	100	379
	78.4%	78.5%	69.8%	76.6%	78.0%	82.4%	81.6%	81.9%	78.1%	78.5%	80.4%	77.6%	73.4%	83.4%	78.6%	79.7%	78.4%	73.7%	76.9%	81.0%
	100.0%	93.5%	10.1%	9.9%	13.6%	16.1%	11.5%	9.9%	8.5%	14.0%	7.7%	31.2%	16.6%	21.4%	22.1%	39.2%	51.9%	7.6%	10.4%	39.3%
1	193	186	32	24	29	23	20	15	14	29	15	61	44	28	43	71	101	17	22	67
	15.7%	16.2%	23.0%	19.4%	17.3%	12.2%	14.7%	12.9%	13.3%	16.9%	16.3%	15.7%	20.2%	11.3%	15.9%	15.0%	15.8%	17.2%	16.9%	14.3%
	100.0%	96.4%	16.6%	12.4%	15.0%	11.9%	10.4%	7.8%	7.3%	15.0%	7.8%	31.6%	22.8%	14.5%	22.3%	36.8%	52.3%	8.8%	11.4%	34.7%
2	24	19	5	2	2	2	2	0	4	2	2	9	4	5	3	9	12	3	4	9
	2.0%	1.7%	3.6%	1.6%	1.2%	1.1%	1.5%	0.0%	3.8%	1.2%	2.2%	2.3%	1.8%	2.0%	1.1%	1.9%	1.9%	3.0%	3.1%	1.9%
	100.0%	79.2%	20.8%	8.3%	8.3%	8.3%	8.3%	0.0%	16.7%	8.3%	8.3%	37.5%	16.7%	20.8%	12.5%	37.5%	50.0%	12.5%	16.7%	37.5%
3+	4	4	0	1	0	1	0	2	0	0	1	1	1	0	1	2	0	2	2	0
	0.3%	0.3%	0.0%	0.8%	0.0%	0.5%	0.0%	1.7%	0.0%	0.0%	1.1%	0.3%	0.5%	0.0%	0.4%	0.4%	0.0%	2.0%	1.5%	0.0%
	100.0%	100.0%	0.0%	25.0%	0.0%	25.0%	0.0%	50.0%	0.0%	0.0%	25.0%	25.0%	25.0%	0.0%	25.0%	50.0%	0.0%	50.0%	50.0%	0.0%
No answer	44	38	5	2	6	7	3	4	5	6	0	16	9	8	11	14	25	4	2	13
	3.6%	3.3%	3.6%	1.6%	3.6%	3.7%	2.2%	3.4%	4.8%	3.5%	0.0%	4.1%	4.1%	3.2%	4.1%	3.0%	3.9%	4.0%	1.5%	2.8%
	100.0%	86.4%	11.4%	4.5%	13.6%	15.9%	6.8%	9.1%	11.4%	13.6%	0.0%	36.4%	20.5%	18.2%	25.0%	31.8%	56.8%	9.1%	4.5%	29.5%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top Box Summary (Extremely Important)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Freshness	663	634	102	82	96	113	46	60	49	86	39	205	122	123	170	246	348	64	93	207
	55.6%	56.6%	75.0%	67.2%	57.5%	62.8%	34.6%	54.1%	47.1%	51.2%	43.8%	53.9%	57.8%	51.7%	64.4%	52.9%	56.3%	66.7%	73.8%	45.4%
	100.0%	95.6%	15.4%	12.4%	14.5%	17.0%	6.9%	9.0%	7.4%	13.0%	5.9%	30.9%	18.4%	18.6%	25.6%	37.1%	52.5%	9.7%	14.0%	31.2%
Great taste	628	603	94	75	96	100	52	57	49	80	42	190	124	118	149	254	304	63	87	211
	52.5%	53.6%	68.1%	62.0%	57.1%	54.9%	39.1%	50.9%	47.1%	47.9%	47.2%	50.3%	58.2%	49.0%	56.4%	54.7%	49.0%	64.3%	68.5%	46.2%
	100.0%	96.0%	15.0%	11.9%	15.3%	15.9%	8.3%	9.1%	7.8%	12.7%	6.7%	30.3%	19.7%	18.8%	23.7%	40.4%	48.4%	10.0%	13.9%	33.6%
Smooth taste	474	447	60	48	70	72	40	52	37	68	38	139	88	87	116	232	204	32	61	161
	39.9%	40.0%	44.1%	39.7%	41.9%	39.6%	29.6%	47.3%	35.6%	42.0%	43.2%	37.0%	41.5%	36.4%	44.3%	50.4%	33.1%	32.7%	48.8%	35.4%
	100.0%	94.3%	12.7%	10.1%	14.8%	15.2%	8.4%	11.0%	7.8%	14.3%	8.0%	29.3%	18.6%	18.4%	24.5%	48.9%	43.0%	6.8%	12.9%	34.0%
Aroma/smell	429	409	60	53	61	70	28	38	43	56	34	114	86	86	103	163	215	46	63	145
	35.9%	36.4%	43.5%	43.1%	36.5%	38.9%	20.9%	34.9%	41.0%	33.5%	38.6%	30.0%	40.8%	35.7%	39.0%	35.1%	34.7%	46.5%	49.6%	31.7%
	100.0%	95.3%	14.0%	12.4%	14.2%	16.3%	6.5%	8.9%	10.0%	13.1%	7.9%	26.6%	20.0%	20.0%	24.0%	38.0%	50.1%	10.7%	14.7%	33.8%
Well constructed	422	407	70	60	56	75	26	40	31	49	26	121	79	76	117	150	224	45	70	118
	35.6%	36.5%	51.1%	49.6%	33.7%	42.1%	19.4%	36.4%	29.8%	29.5%	29.5%	32.0%	37.3%	32.3%	44.7%	32.3%	36.7%	46.4%	55.6%	26.0%
	100.0%	96.4%	16.6%	14.2%	13.3%	17.8%	6.2%	9.5%	7.3%	11.6%	6.2%	28.7%	18.7%	18.0%	27.7%	35.5%	53.1%	10.7%	16.6%	28.0%
Easy to smoke	353	331	36	52	38	49	23	45	37	51	33	98	67	57	93	167	152	31	49	127
	29.5%	29.4%	26.1%	42.6%	22.8%	27.2%	17.0%	40.5%	35.2%	30.4%	36.3%	25.8%	31.6%	23.8%	35.1%	35.7%	24.6%	32.0%	38.6%	27.8%
	100.0%	93.8%	10.2%	14.7%	10.8%	13.9%	6.5%	12.7%	10.5%	14.4%	9.3%	27.8%	19.0%	16.1%	26.3%	47.3%	43.1%	8.8%	13.9%	36.0%
Past brand experience	410	394	63	47	65	53	36	38	33	59	23	122	80	70	110	160	199	48	56	126
	34.3%	35.1%	46.0%	38.2%	38.9%	29.3%	26.9%	34.2%	32.0%	35.3%	26.4%	32.1%	37.6%	29.2%	41.7%	34.5%	32.1%	49.0%	44.1%	27.8%
	100.0%	96.1%	15.4%	11.5%	15.9%	12.9%	8.8%	9.3%	8.0%	14.4%	5.6%	29.8%	19.5%	17.1%	26.8%	39.0%	48.5%	11.7%	13.7%	30.7%
High quality	351	339	64	50	58	52	27	30	21	37	30	91	74	65	89	122	178	46	68	88
	29.5%	30.3%	46.7%	41.0%	34.7%	28.7%	20.1%	27.0%	20.6%	22.4%	34.5%	24.0%	34.7%	27.5%	34.0%	26.4%	29.0%	47.4%	54.0%	19.4%
	100.0%	96.6%	18.2%	14.2%	16.5%	14.8%	7.7%	8.5%	6.0%	10.5%	8.5%	25.9%	21.1%	18.5%	25.4%	34.8%	50.7%	13.1%	19.4%	25.1%
Easy draw	322	307	44	50	31	53	16	41	32	40	22	85	67	56	87	138	149	31	57	96
	27.1%	27.5%	32.1%	42.4%	18.7%	29.3%	12.0%	36.9%	30.8%	24.1%	25.6%	22.6%	31.3%	23.6%	33.1%	29.6%	24.4%	32.0%	45.2%	21.1%
	100.0%	95.3%	13.7%	15.5%	9.6%	16.5%	5.0%	12.7%	9.9%	12.4%	6.8%	26.4%	20.8%	17.4%	27.0%	42.9%	46.3%	9.6%	17.7%	29.8%
Highest quality	316	304	51	41	47	50	27	26	23	39	21	81	67	55	89	117	157	38	56	90
	26.5%	27.1%	36.7%	33.9%	28.3%	27.5%	20.1%	23.6%	22.3%	23.5%	24.1%	21.4%	31.3%	23.2%	33.8%	25.2%	25.6%	38.4%	44.1%	19.7%
	100.0%	96.2%	16.1%	13.0%	14.9%	15.8%	8.5%	8.2%	7.3%	12.3%	6.6%	25.6%	21.2%	17.4%	28.2%	37.0%	49.7%	12.0%	17.7%	28.5%
Good value	282	267	26	41	20	42	15	40	29	54	22	60	61	52	85	132	128	18	39	104
	23.7%	23.8%	19.1%	33.6%	12.2%	23.2%	11.2%	35.7%	27.6%	32.1%	25.0%	15.9%	28.5%	21.9%	32.1%	28.3%	20.9%	18.4%	31.0%	22.8%
	100.0%	94.7%	9.2%	14.5%	7.1%	14.9%	5.3%	14.2%	10.3%	19.1%	7.8%	21.3%	21.6%	18.4%	30.1%	46.8%	45.4%	6.4%	13.8%	36.9%
Full-bodied flavor	266	259	49	44	38	42	12	24	18	32	17	59	61	54	71	73	135	53	51	68
	22.5%	23.3%	35.8%	37.0%	22.9%	23.5%	9.0%	22.0%	17.6%	19.3%	20.0%	15.7%	28.8%	23.0%	27.3%	15.9%	22.1%	54.6%	40.8%	15.0%
	100.0%	97.4%	18.4%	16.5%	14.3%	15.8%	4.5%	9.0%	6.8%	12.0%	6.4%	22.2%	22.9%	20.3%	26.7%	27.4%	50.8%	19.9%	19.2%	25.6%
Mild taste	322	299	22	32	27	45	31	45	33	64	33	89	60	57	77	228	87	3	26	131
	26.9%	26.6%	16.1%	26.2%	16.3%	25.0%	23.1%	40.5%	31.4%	38.1%	36.7%	23.4%	28.3%	23.8%	29.1%	48.7%	14.1%	3.1%	20.6%	28.6%
	100.0%	92.9%	6.8%	9.9%	8.4%	14.0%	9.6%	14.0%	10.2%	19.9%	10.2%	27.6%	18.6%	17.7%	23.9%	70.8%	27.0%	0.9%	8.1%	40.7%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top Box Summary (Extremely Important)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Easy to find/widely available	253	240	25	27	12	33	17	44	34	48	20	74	50	47	59	125	110	16	24	96
	21.3%	21.5%	18.4%	22.3%	7.2%	18.3%	12.8%	39.3%	33.0%	28.7%	22.7%	19.6%	23.7%	19.7%	22.5%	27.0%	18.0%	16.3%	18.9%	21.1%
	100.0%	94.9%	9.9%	10.7%	4.7%	13.0%	6.7%	17.4%	13.4%	19.0%	7.9%	29.2%	19.8%	18.6%	23.3%	49.4%	43.5%	6.3%	9.5%	37.9%
Size	190	181	29	41	17	24	4	27	20	19	14	46	38	30	58	66	91	28	45	47
	15.9%	16.1%	21.0%	33.9%	10.2%	13.3%	3.0%	24.1%	19.4%	11.4%	16.1%	12.1%	17.8%	12.6%	22.1%	14.2%	14.8%	28.6%	35.4%	10.3%
	100.0%	95.3%	15.3%	21.6%	8.9%	12.6%	2.1%	14.2%	10.5%	10.0%	7.4%	24.2%	20.0%	15.8%	30.5%	34.7%	47.9%	14.7%	23.7%	24.7%
Good for everyday	213	205	23	36	10	26	5	47	22	36	17	46	53	39	55	97	90	22	28	70
	17.9%	18.4%	17.0%	29.3%	6.0%	14.4%	3.8%	42.3%	21.2%	22.1%	19.3%	12.2%	25.0%	16.3%	21.2%	21.1%	14.6%	22.9%	22.4%	15.4%
	100.0%	96.2%	10.8%	16.9%	4.7%	12.2%	2.3%	22.1%	10.3%	16.9%	8.0%	21.6%	24.9%	18.3%	25.8%	45.5%	42.3%	10.3%	13.1%	32.9%
Brand reputation	223	211	39	33	25	27	16	23	22	26	22	70	44	33	49	84	114	20	36	65
	18.7%	18.8%	28.3%	27.0%	15.1%	15.0%	12.0%	20.7%	21.2%	15.5%	25.0%	18.6%	20.5%	13.8%	18.8%	18.1%	18.5%	20.6%	28.6%	14.3%
	100.0%	94.6%	17.5%	14.8%	11.2%	12.1%	7.2%	10.3%	9.9%	11.7%	9.9%	31.4%	19.7%	14.8%	22.0%	37.7%	51.1%	9.0%	16.1%	29.1%
Medium taste	146	139	13	28	15	25	8	20	12	18	13	31	35	22	41	60	80	2	19	49
	12.4%	12.5%	9.6%	23.0%	9.0%	13.9%	6.1%	18.2%	11.5%	11.0%	14.9%	8.2%	16.6%	9.3%	15.9%	13.1%	13.1%	2.1%	15.2%	10.8%
	100.0%	95.2%	8.9%	19.2%	10.3%	17.1%	5.5%	13.7%	8.2%	12.3%	8.9%	21.2%	24.0%	15.1%	28.1%	41.1%	54.8%	1.4%	13.0%	33.6%
Shape	164	155	31	29	15	13	10	20	16	21	16	37	33	29	45	64	76	20	39	45
	13.8%	13.9%	22.6%	23.8%	9.0%	7.2%	7.4%	18.2%	15.5%	12.8%	17.8%	9.8%	15.6%	12.2%	17.2%	13.9%	12.4%	20.4%	31.0%	9.9%
	100.0%	94.5%	18.9%	17.7%	9.1%	7.9%	6.1%	12.2%	9.8%	12.8%	9.8%	22.6%	20.1%	17.7%	27.4%	39.0%	46.3%	12.2%	23.8%	27.4%
Feel	150	143	38	22	21	15	1	11	19	16	12	27	33	28	47	62	72	14	33	45
	12.7%	12.8%	28.1%	18.0%	12.7%	8.3%	0.8%	9.9%	18.4%	9.8%	14.0%	7.1%	15.5%	11.9%	18.1%	13.5%	11.7%	14.6%	26.4%	9.9%
	100.0%	95.3%	25.3%	14.7%	14.0%	10.0%	0.7%	7.3%	12.7%	10.7%	8.0%	18.0%	22.0%	18.7%	31.3%	41.3%	48.0%	9.3%	22.0%	30.0%
Low price	186	173	10	21	8	19	7	32	26	50	20	41	39	29	55	99	74	10	18	77
	15.7%	15.5%	7.4%	17.4%	4.8%	10.6%	5.2%	28.8%	25.5%	30.1%	23.0%	10.8%	18.3%	12.2%	21.1%	21.4%	12.1%	10.2%	14.4%	16.9%
	100.0%	93.0%	5.4%	11.3%	4.3%	10.2%	3.8%	17.2%	14.0%	26.9%	10.8%	22.0%	21.0%	15.6%	29.6%	53.2%	39.8%	5.4%	9.7%	41.4%
Friend recommendation	89	87	13	9	16	6	15	6	11	11	7	26	28	14	12	31	47	8	11	36
	7.5%	7.8%	9.6%	7.4%	9.5%	3.4%	11.2%	5.4%	10.7%	6.7%	7.9%	6.8%	13.1%	5.9%	4.7%	6.7%	7.7%	8.2%	8.7%	7.9%
	100.0%	97.8%	14.6%	10.1%	18.0%	6.7%	16.9%	6.7%	12.4%	12.4%	7.9%	29.2%	31.5%	15.7%	13.5%	34.8%	52.8%	9.0%	12.4%	40.4%
Type of occasion	107	100	21	11	19	7	20	5	7	10	10	29	27	13	24	36	57	12	15	48
	9.1%	9.0%	15.3%	9.2%	11.3%	4.0%	14.8%	4.5%	6.9%	6.0%	11.2%	7.8%	12.9%	5.5%	9.2%	7.8%	9.3%	12.4%	11.8%	10.6%
	100.0%	93.5%	19.6%	10.3%	17.8%	6.5%	18.7%	4.7%	6.5%	9.3%	9.3%	27.1%	25.2%	12.1%	22.4%	33.6%	53.3%	11.2%	14.0%	44.9%
Color/Wrapper	98	95	24	24	11	14	3	5	7	7	5	21	24	16	31	27	51	18	23	23
	8.3%	8.5%	17.8%	19.5%	6.6%	7.8%	2.3%	4.6%	6.8%	4.3%	5.7%	5.6%	11.3%	6.8%	12.0%	5.9%	8.3%	18.6%	18.4%	5.1%
	100.0%	96.9%	24.5%	24.5%	11.2%	14.3%	3.1%	5.1%	7.1%	7.1%	5.1%	21.4%	24.5%	16.3%	31.6%	27.6%	52.0%	18.4%	23.5%	23.5%
Country of origin	115	110	20	18	21	14	9	7	13	8	11	31	22	19	29	33	56	24	30	31
	9.7%	9.9%	14.8%	14.9%	12.6%	7.7%	6.7%	6.4%	12.4%	4.9%	12.6%	8.2%	10.4%	8.0%	11.1%	7.2%	9.1%	24.5%	24.0%	6.8%
	100.0%	95.7%	17.4%	15.7%	18.3%	12.2%	7.8%	6.1%	11.3%	7.0%	9.6%	27.0%	19.1%	16.5%	25.2%	28.7%	48.7%	20.9%	26.1%	27.0%
On sale/promotion	108	101	8	13	5	12	6	21	11	25	12	21	21	21	31	52	50	4	12	37
	9.1%	9.0%	5.9%	10.6%	3.0%	6.7%	4.5%	19.1%	10.7%	15.2%	14.0%	5.6%	9.9%	8.8%	11.9%	11.3%	8.2%	4.1%	9.5%	8.2%
	100.0%	93.5%	7.4%	12.0%	4.6%	11.1%	5.6%	19.4%	10.2%	23.1%	11.1%	19.4%	19.4%	19.4%	28.7%	48.1%	46.3%	3.7%	11.1%	34.3%
Strong taste	87	84	20	17	9	7	1	14	5	11	4	22	18	17	25	17	32	37	24	19
	7.4%	7.6%	14.8%	13.9%	5.4%	4.0%	0.7%	12.7%	4.9%	6.7%	4.6%	5.8%	8.5%	7.3%	9.6%	3.7%	5.3%	37.8%	18.9%	4.2%
	100.0%	96.6%	23.0%	19.5%	10.3%	8.0%	1.1%	16.1%	5.7%	12.6%	4.6%	25.3%	20.7%	19.5%	28.7%	19.5%	36.8%	42.5%	27.6%	21.8%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top Box Summary (Extremely Important)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Packaging	92	87	15	13	9	7	2	13	15	13	15	14	21	13	25	41	41	6	14	26
	7.8%	7.8%	10.9%	10.7%	5.5%	3.9%	1.5%	11.8%	14.7%	7.9%	17.2%	3.7%	9.9%	5.5%	9.7%	8.9%	6.7%	6.2%	11.0%	5.8%
	100.0%	94.6%	16.3%	14.1%	9.8%	7.6%	2.2%	14.1%	16.3%	14.1%	16.3%	15.2%	22.8%	14.1%	27.2%	44.6%	44.6%	6.5%	15.2%	28.3%
Sales person recommendation	52	52	9	6	9	8	9	3	2	6	11	12	13	8	6	24	22	3	6	20
	4.4%	4.7%	6.6%	4.9%	5.4%	4.5%	6.8%	2.7%	2.0%	3.6%	12.6%	3.2%	6.1%	3.4%	2.3%	5.2%	3.6%	3.1%	4.8%	4.4%
	100.0%	100.0%	17.3%	11.5%	17.3%	15.4%	17.3%	5.8%	3.8%	11.5%	21.2%	23.1%	25.0%	15.4%	11.5%	46.2%	42.3%	5.8%	11.5%	38.5%
Magazine recommendation	18	18	5	4	3	1	0	2	2	1	2	2	4	3	6	8	9	0	4	2
	1.5%	1.6%	3.6%	3.3%	1.8%	0.6%	0.0%	1.8%	1.9%	0.6%	2.3%	0.5%	1.9%	1.3%	2.3%	1.7%	1.5%	0.0%	3.2%	0.4%
	100.0%	100.0%	27.8%	22.2%	16.7%	5.6%	0.0%	11.1%	11.1%	5.6%	11.1%	11.1%	22.2%	16.7%	33.3%	44.4%	50.0%	0.0%	22.2%	11.1%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top 2 Box Summary (Extremely/Very Important)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Freshness	1059	1003	132	117	156	163	109	99	89	138	69	337	191	211	242	406	554	90	119	372
	88.8%	89.5%	97.1%	95.9%	93.4%	90.6%	82.0%	89.2%	85.6%	82.1%	77.5%	88.7%	90.5%	88.7%	91.7%	87.3%	89.6%	93.8%	94.4%	81.6%
	100.0%	94.7%	12.5%	11.0%	14.7%	15.4%	10.3%	9.3%	8.4%	13.0%	6.5%	31.8%	18.0%	19.9%	22.9%	38.3%	52.3%	8.5%	11.2%	35.1%
Great taste	1061	1008	132	114	160	162	115	102	91	132	69	342	194	214	230	404	554	92	120	375
	88.6%	89.6%	95.7%	94.2%	95.2%	89.0%	86.5%	91.1%	87.5%	79.0%	77.5%	90.5%	91.1%	88.8%	87.1%	87.1%	89.4%	93.9%	94.5%	82.1%
	100.0%	95.0%	12.4%	10.7%	15.1%	15.3%	10.8%	9.6%	8.6%	12.4%	6.5%	32.2%	18.3%	20.2%	21.7%	38.1%	52.2%	8.7%	11.3%	35.3%
Smooth taste	976	924	113	106	143	150	112	90	85	125	69	304	181	201	210	407	485	75	104	349
	82.1%	82.7%	83.1%	87.6%	85.6%	82.4%	83.0%	81.8%	81.7%	77.2%	78.4%	80.9%	85.4%	84.1%	80.2%	88.5%	78.7%	76.5%	83.2%	76.7%
	100.0%	94.7%	11.6%	10.9%	14.7%	15.4%	11.5%	9.2%	8.7%	12.8%	7.1%	31.1%	18.5%	20.6%	21.5%	41.7%	49.7%	7.7%	10.7%	35.8%
Aroma/smell	915	868	120	96	139	147	93	76	86	111	60	295	172	176	201	341	484	83	107	316
	76.5%	77.3%	87.0%	78.0%	83.2%	81.7%	69.4%	69.7%	81.9%	66.5%	68.2%	77.6%	81.5%	73.0%	76.1%	73.5%	78.2%	83.8%	84.3%	69.0%
	100.0%	94.9%	13.1%	10.5%	15.2%	16.1%	10.2%	8.3%	9.4%	12.1%	6.6%	32.2%	18.8%	19.2%	22.0%	37.3%	52.9%	9.1%	11.7%	34.5%
Well constructed	882	841	124	104	135	138	80	78	77	105	51	272	155	178	217	328	469	77	110	287
	74.4%	75.4%	90.5%	86.0%	81.3%	77.5%	59.7%	70.9%	74.0%	63.3%	58.0%	72.0%	73.1%	75.7%	82.8%	70.7%	76.9%	79.4%	87.3%	63.4%
	100.0%	95.4%	14.1%	11.8%	15.3%	15.6%	9.1%	8.8%	8.7%	11.9%	5.8%	30.8%	17.6%	20.2%	24.6%	37.2%	53.2%	8.7%	12.5%	32.5%
Easy to smoke	879	828	109	99	110	135	92	93	82	108	61	279	159	168	203	374	432	65	98	313
	73.4%	73.5%	79.0%	81.1%	65.9%	75.0%	68.1%	83.8%	78.1%	64.3%	67.0%	73.4%	75.0%	70.3%	76.6%	79.9%	69.9%	67.0%	77.2%	68.5%
	100.0%	94.2%	12.4%	11.3%	12.5%	15.4%	10.5%	10.6%	9.3%	12.3%	6.9%	31.7%	18.1%	19.1%	23.1%	42.5%	49.1%	7.4%	11.1%	35.6%
Past brand experience	867	827	120	91	133	138	90	76	74	105	46	277	163	173	198	325	457	78	101	281
	72.5%	73.6%	87.6%	74.0%	79.6%	76.2%	67.2%	68.5%	71.8%	62.9%	52.9%	72.9%	76.5%	72.1%	75.0%	70.0%	73.8%	79.6%	79.5%	61.9%
	100.0%	95.4%	13.8%	10.5%	15.3%	15.9%	10.4%	8.8%	8.5%	12.1%	5.3%	31.9%	18.8%	20.0%	22.8%	37.5%	52.7%	9.0%	11.6%	32.4%
High quality	848	811	122	106	140	133	90	73	59	88	52	274	153	172	187	298	460	81	115	271
	71.4%	72.5%	89.1%	86.9%	83.8%	73.5%	67.2%	65.8%	57.8%	53.3%	59.8%	72.3%	71.8%	72.9%	71.4%	64.5%	74.9%	83.5%	91.3%	59.8%
	100.0%	95.6%	14.4%	12.5%	16.5%	15.7%	10.6%	8.6%	7.0%	10.4%	6.1%	32.3%	18.0%	20.3%	22.1%	35.1%	54.2%	9.6%	13.6%	32.0%
Easy draw	819	778	114	100	113	131	74	87	70	89	54	242	152	161	201	332	413	68	102	257
	68.9%	69.7%	83.2%	84.7%	68.1%	72.4%	55.6%	78.4%	67.3%	53.6%	62.8%	64.4%	71.0%	67.9%	76.4%	71.1%	67.7%	70.1%	81.0%	56.5%
	100.0%	95.0%	13.9%	12.2%	13.8%	16.0%	9.0%	10.6%	8.5%	10.9%	6.6%	29.5%	18.6%	19.7%	24.5%	40.5%	50.4%	8.3%	12.5%	31.4%
Highest quality	755	725	115	96	133	114	78	58	52	79	47	239	139	151	170	280	399	68	106	225
	63.4%	64.7%	82.7%	79.3%	80.1%	62.6%	58.2%	52.7%	50.5%	47.6%	54.0%	63.2%	65.0%	63.7%	64.6%	60.3%	65.0%	68.7%	83.5%	49.3%
	100.0%	96.0%	15.2%	12.7%	17.6%	15.1%	10.3%	7.7%	6.9%	10.5%	6.2%	31.7%	18.4%	20.0%	22.5%	37.1%	52.8%	9.0%	14.0%	29.8%
Good value	707	667	74	94	79	108	64	82	68	98	54	202	142	134	170	308	346	45	80	242
	59.3%	59.4%	54.4%	77.0%	48.2%	59.7%	47.8%	73.2%	64.8%	58.3%	61.4%	53.6%	66.4%	56.5%	64.2%	66.1%	56.4%	45.9%	63.5%	53.0%
	100.0%	94.3%	10.5%	13.3%	11.2%	15.3%	9.1%	11.6%	9.6%	13.9%	7.6%	28.6%	20.1%	19.0%	24.0%	43.6%	48.9%	6.4%	11.3%	34.2%
Full-bodied flavor	695	665	104	89	102	109	62	65	55	79	44	203	138	142	158	198	402	88	101	215
	58.9%	59.9%	75.9%	74.8%	61.4%	60.9%	46.6%	59.6%	53.9%	47.6%	51.8%	54.0%	65.1%	60.4%	60.8%	43.1%	65.9%	90.7%	80.8%	47.6%
	100.0%	95.7%	15.0%	12.8%	14.7%	15.7%	8.9%	9.4%	7.9%	11.4%	6.3%	29.2%	19.9%	20.4%	22.7%	28.5%	57.8%	12.7%	14.5%	30.9%
Mild taste	701	659	54	70	78	108	76	85	71	117	57	222	120	138	154	396	285	11	54	277
	58.5%	58.7%	39.4%	57.4%	47.0%	60.0%	56.7%	76.6%	67.6%	69.6%	63.3%	58.4%	56.6%	57.7%	58.1%	84.6%	46.2%	11.2%	42.9%	60.5%
	100.0%	94.0%	7.7%	10.0%	11.1%	15.4%	10.8%	12.1%	10.1%	16.7%	8.1%	31.7%	17.1%	19.7%	22.0%	56.5%	40.7%	1.6%	7.7%	39.5%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top 2 Box Summary (Extremely/Very Important)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Easy to find/widely available	638	607	67	69	67	97	46	81	77	103	43	202	116	119	151	289	305	37	60	229
	53.7%	54.3%	49.3%	57.0%	40.4%	53.9%	34.6%	72.3%	74.8%	61.7%	48.9%	53.6%	55.0%	50.0%	57.6%	62.4%	49.8%	37.8%	47.2%	50.3%
	100.0%	95.1%	10.5%	10.8%	10.5%	15.2%	7.2%	12.7%	12.1%	16.1%	6.7%	31.7%	18.2%	18.7%	23.7%	45.3%	47.8%	5.8%	9.4%	35.9%
Size	605	580	79	95	91	90	54	57	50	64	38	181	119	115	147	222	314	62	87	182
	50.7%	51.7%	57.2%	78.5%	54.8%	49.7%	40.3%	50.9%	48.5%	38.6%	43.7%	47.8%	55.6%	48.3%	55.9%	47.8%	51.0%	63.3%	68.5%	39.8%
	100.0%	95.9%	13.1%	15.7%	15.0%	14.9%	8.9%	9.4%	8.3%	10.6%	6.3%	29.9%	19.7%	19.0%	24.3%	36.7%	51.9%	10.2%	14.4%	30.1%
Good for everyday	601	577	79	84	52	84	38	95	60	85	48	161	116	122	146	254	300	40	77	188
	50.6%	51.7%	58.5%	68.3%	31.1%	46.4%	28.6%	85.6%	57.7%	52.1%	54.5%	42.8%	54.7%	50.8%	56.2%	55.2%	48.6%	41.7%	61.6%	41.3%
	100.0%	96.0%	13.1%	14.0%	8.7%	14.0%	6.3%	15.8%	10.0%	14.1%	8.0%	26.8%	19.3%	20.3%	24.3%	42.3%	49.9%	6.7%	12.8%	31.3%
Brand reputation	592	564	92	68	89	83	63	49	54	66	38	193	115	109	129	226	308	52	78	184
	49.6%	50.3%	66.7%	55.7%	53.6%	46.1%	47.4%	44.1%	51.9%	39.3%	43.2%	51.2%	53.5%	45.4%	49.4%	48.7%	49.9%	53.6%	61.9%	40.4%
	100.0%	95.3%	15.5%	11.5%	15.0%	14.0%	10.6%	8.3%	9.1%	11.1%	6.4%	32.6%	19.4%	18.4%	21.8%	38.2%	52.0%	8.8%	13.2%	31.1%
Medium taste	575	551	70	73	76	92	60	66	49	65	46	178	112	105	128	208	343	17	69	189
	48.7%	49.5%	51.9%	59.8%	45.5%	51.1%	45.5%	60.0%	47.1%	39.9%	52.9%	47.1%	53.1%	44.5%	49.6%	45.4%	56.0%	17.9%	55.2%	41.7%
	100.0%	95.8%	12.2%	12.7%	13.2%	16.0%	10.4%	11.5%	8.5%	11.3%	8.0%	31.0%	19.5%	18.3%	22.3%	36.2%	59.7%	3.0%	12.0%	32.9%
Shape	490	470	78	70	56	69	41	52	49	55	36	143	83	92	130	180	255	50	76	145
	41.2%	42.0%	56.9%	57.4%	33.5%	38.3%	30.4%	47.3%	47.6%	33.5%	40.0%	38.0%	39.3%	38.8%	49.6%	39.0%	41.6%	51.0%	60.3%	31.9%
	100.0%	95.9%	15.9%	14.3%	11.4%	14.1%	8.4%	10.6%	10.0%	11.2%	7.3%	29.2%	16.9%	18.8%	26.5%	36.7%	52.0%	10.2%	15.5%	29.6%
Feel	462	448	83	69	71	62	33	36	44	50	31	145	89	78	113	169	253	36	71	131
	39.0%	40.2%	61.5%	56.6%	42.8%	34.3%	24.8%	32.4%	42.7%	30.5%	36.0%	38.3%	41.8%	33.1%	43.6%	36.7%	41.3%	37.5%	56.8%	28.7%
	100.0%	97.0%	18.0%	14.9%	15.4%	13.4%	7.1%	7.8%	9.5%	10.8%	6.7%	31.4%	19.3%	16.9%	24.5%	36.6%	54.8%	7.8%	15.4%	28.4%
Low price	436	404	20	52	36	58	31	69	52	86	38	113	89	83	107	213	194	22	35	173
	36.7%	36.2%	14.7%	43.0%	21.6%	32.2%	23.1%	62.2%	51.0%	51.8%	43.7%	29.9%	41.8%	35.0%	41.0%	46.0%	31.7%	22.4%	28.0%	38.0%
	100.0%	92.7%	4.6%	11.9%	8.3%	13.3%	7.1%	15.8%	11.9%	19.7%	8.7%	25.9%	20.4%	19.0%	24.5%	48.9%	44.5%	5.0%	8.0%	39.7%
Friend recommendation	428	413	60	42	93	50	70	13	46	39	25	166	85	83	62	160	226	37	40	156
	36.0%	36.9%	44.1%	34.4%	55.4%	27.9%	52.2%	11.7%	44.7%	23.6%	28.1%	43.7%	39.9%	35.2%	24.0%	34.7%	36.8%	37.8%	31.7%	34.4%
	100.0%	96.5%	14.0%	9.8%	21.7%	11.7%	16.4%	3.0%	10.7%	9.1%	5.8%	38.8%	19.9%	19.4%	14.5%	37.4%	52.8%	8.6%	9.3%	36.4%
Type of occasion	348	330	56	31	66	36	67	17	32	25	26	128	70	46	71	133	183	29	36	134
	29.4%	29.6%	40.9%	25.8%	39.3%	20.5%	49.6%	15.5%	31.7%	15.1%	29.2%	34.2%	33.3%	19.4%	27.3%	29.0%	30.0%	29.9%	28.3%	29.7%
	100.0%	94.8%	16.1%	8.9%	19.0%	10.3%	19.3%	4.9%	9.2%	7.2%	7.5%	36.8%	20.1%	13.2%	20.4%	38.2%	52.6%	8.3%	10.3%	38.5%
Color/Wrapper	314	307	65	63	47	46	16	24	28	18	16	91	67	58	80	101	168	41	56	73
	26.5%	27.6%	48.1%	51.2%	28.1%	25.7%	12.0%	22.0%	27.2%	11.0%	18.2%	24.2%	31.6%	24.6%	30.9%	22.0%	27.5%	42.3%	44.8%	16.0%
	100.0%	97.8%	20.7%	20.1%	15.0%	14.6%	5.1%	7.6%	8.9%	5.7%	5.1%	29.0%	21.3%	18.5%	25.5%	32.2%	53.5%	13.1%	17.8%	23.2%
Country of origin	306	294	52	50	55	43	26	18	28	22	26	93	64	53	66	95	164	43	67	74
	25.8%	26.3%	38.5%	41.3%	32.9%	23.8%	19.4%	16.5%	26.7%	13.4%	29.9%	24.7%	30.2%	22.3%	25.3%	20.6%	26.7%	43.9%	53.6%	16.2%
	100.0%	96.1%	17.0%	16.3%	18.0%	14.1%	8.5%	5.9%	9.2%	7.2%	8.5%	30.4%	20.9%	17.3%	21.6%	31.0%	53.6%	14.1%	21.9%	24.2%
On sale/promotion	286	267	21	40	26	36	20	40	33	51	30	70	64	53	66	128	137	16	22	113
	24.1%	23.9%	15.4%	32.5%	15.7%	20.0%	14.9%	36.4%	32.0%	30.9%	34.9%	18.6%	30.2%	22.3%	25.3%	27.8%	22.4%	16.3%	17.5%	25.0%
	100.0%	93.4%	7.3%	14.0%	9.1%	12.6%	7.0%	14.0%	11.5%	17.8%	10.5%	24.5%	22.4%	18.5%	23.1%	44.8%	47.9%	5.6%	7.7%	39.5%
Strong taste	268	261	53	51	38	33	15	28	19	24	17	86	52	53	57	67	119	80	57	69
	22.7%	23.5%	39.3%	41.8%	22.9%	18.6%	11.2%	25.5%	18.4%	14.5%	19.5%	22.8%	24.4%	22.7%	21.8%	14.6%	19.6%	81.6%	44.9%	15.3%
	100.0%	97.4%	19.8%	19.0%	14.2%	12.3%	5.6%	10.4%	7.1%	9.0%	6.3%	32.1%	19.4%	19.8%	21.3%	25.0%	44.4%	29.9%	21.3%	25.7%

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GC 017395

Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top 2 Box Summary (Extremely/Very Important)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Packaging	242	229	34	34	22	32	15	31	29	32	29	65	46	40	58	104	115	17	30	63
	20.5%	20.6%	24.8%	28.1%	13.3%	17.9%	11.2%	28.2%	28.4%	19.4%	33.3%	17.3%	21.6%	16.9%	22.4%	22.7%	18.9%	17.5%	23.6%	13.9%
	100.0%	94.6%	14.0%	14.0%	9.1%	13.2%	6.2%	12.8%	12.0%	13.2%	12.0%	26.9%	19.0%	16.5%	24.0%	43.0%	47.5%	7.0%	12.4%	26.0%
Sales person recommendation	225	218	40	20	51	28	33	10	21	15	19	84	48	36	35	84	117	20	21	81
	19.0%	19.5%	29.2%	16.4%	30.5%	15.6%	24.8%	8.9%	20.6%	9.1%	21.8%	22.3%	22.5%	15.3%	13.4%	18.2%	19.1%	20.4%	16.8%	17.9%
	100.0%	96.9%	17.8%	8.9%	22.7%	12.4%	14.7%	4.4%	9.3%	6.7%	8.4%	37.3%	21.3%	16.0%	15.6%	37.3%	52.0%	8.9%	9.3%	36.0%
Magazine recommendation	103	100	25	19	18	10	5	5	9	9	5	37	25	15	18	34	54	13	22	23
	8.7%	9.0%	18.2%	15.7%	10.8%	5.6%	3.7%	4.6%	8.7%	5.5%	5.7%	9.8%	11.8%	6.4%	6.9%	7.3%	8.9%	13.4%	17.5%	5.1%
	100.0%	97.1%	24.3%	18.4%	17.5%	9.7%	4.9%	4.9%	8.7%	8.7%	4.9%	35.9%	24.3%	14.6%	17.5%	33.0%	52.4%	12.6%	21.4%	22.3%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Bottom 2 Box Summary (Somewhat Important/Not at all Important)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Freshness	134	118	4	5	11	17	24	12	15	30	20	43	20	27	22	59	64	6	7	84
	11.2%	10.5%	2.9%	4.1%	6.6%	9.4%	18.0%	10.8%	14.4%	17.9%	22.5%	11.3%	9.5%	11.3%	8.3%	12.7%	10.4%	6.3%	5.6%	18.4%
	100.0%	88.1%	3.0%	3.7%	8.2%	12.7%	17.9%	9.0%	11.2%	22.4%	14.9%	32.1%	14.9%	20.1%	16.4%	44.0%	47.8%	4.5%	5.2%	62.7%
Great taste	136	117	6	7	8	20	18	10	13	35	20	36	19	27	34	60	66	6	7	82
	11.4%	10.4%	4.3%	5.8%	4.8%	11.0%	13.5%	8.9%	12.5%	21.0%	22.5%	9.5%	8.9%	11.2%	12.9%	12.9%	10.6%	6.1%	5.5%	17.9%
	100.0%	86.0%	4.4%	5.1%	5.9%	14.7%	13.2%	7.4%	9.6%	25.7%	14.7%	26.5%	14.0%	19.9%	25.0%	44.1%	48.5%	4.4%	5.1%	60.3%
Smooth taste	213	193	23	15	24	32	23	20	19	37	19	72	31	38	52	53	131	23	21	106
	17.9%	17.3%	16.9%	12.4%	14.4%	17.6%	17.0%	18.2%	18.3%	22.8%	21.6%	19.1%	14.6%	15.9%	19.8%	11.5%	21.3%	23.5%	16.8%	23.3%
	100.0%	90.6%	10.8%	7.0%	11.3%	15.0%	10.8%	9.4%	8.9%	17.4%	8.9%	33.8%	14.6%	17.8%	24.4%	24.9%	61.5%	10.8%	9.9%	49.8%
Aroma/smell	281	255	18	27	28	33	41	33	19	56	28	85	39	65	63	123	135	16	20	142
	23.5%	22.7%	13.0%	22.0%	16.8%	18.3%	30.6%	30.3%	18.1%	33.5%	31.8%	22.4%	18.5%	27.0%	23.9%	26.5%	21.8%	16.2%	15.7%	31.0%
	100.0%	90.7%	6.4%	9.6%	10.0%	11.7%	14.6%	11.7%	6.8%	19.9%	10.0%	30.2%	13.9%	23.1%	22.4%	43.8%	48.0%	5.7%	7.1%	50.5%
Well constructed	304	275	13	17	31	40	54	32	27	61	37	106	57	57	45	136	141	20	16	166
	25.6%	24.6%	9.5%	14.0%	18.7%	22.5%	40.3%	29.1%	26.0%	36.7%	42.0%	28.0%	26.9%	24.3%	17.2%	29.3%	23.1%	20.6%	12.7%	36.6%
	100.0%	90.5%	4.3%	5.6%	10.2%	13.2%	17.8%	10.5%	8.9%	20.1%	12.2%	34.9%	18.8%	18.8%	14.8%	44.7%	46.4%	6.6%	5.3%	54.6%
Easy to smoke	319	298	29	23	57	45	43	18	23	60	30	101	53	71	62	94	186	32	29	144
	26.6%	26.5%	21.0%	18.9%	34.1%	25.0%	31.9%	16.2%	21.9%	35.7%	33.0%	26.6%	25.0%	29.7%	23.4%	20.1%	30.1%	33.0%	22.8%	31.5%
	100.0%	93.4%	9.1%	7.2%	17.9%	14.1%	13.5%	5.6%	7.2%	18.8%	9.4%	31.7%	16.6%	22.3%	19.4%	29.5%	58.3%	10.0%	9.1%	45.1%
Past brand experience	329	296	17	32	34	43	44	35	29	62	41	103	50	67	66	139	162	20	26	173
	27.5%	26.4%	12.4%	26.0%	20.4%	23.8%	32.8%	31.5%	28.2%	37.1%	47.1%	27.1%	23.5%	27.9%	25.0%	30.0%	26.2%	20.4%	20.5%	38.1%
	100.0%	90.0%	5.2%	9.7%	10.3%	13.1%	13.4%	10.6%	8.8%	18.8%	12.5%	31.3%	15.2%	20.4%	20.1%	42.2%	49.2%	6.1%	7.9%	52.6%
High quality	340	308	15	16	27	48	44	38	43	77	35	105	60	64	75	164	154	16	11	182
	28.6%	27.5%	10.9%	13.1%	16.2%	26.5%	32.8%	34.2%	42.2%	46.7%	40.2%	27.7%	28.2%	27.1%	28.6%	35.5%	25.1%	16.5%	8.7%	40.2%
	100.0%	90.6%	4.4%	4.7%	7.9%	14.1%	12.9%	11.2%	12.6%	22.6%	10.3%	30.9%	17.6%	18.8%	22.1%	48.2%	45.3%	4.7%	3.2%	53.5%
Easy draw	369	338	23	18	53	50	59	24	34	77	32	134	62	76	62	135	197	29	24	198
	31.1%	30.3%	16.8%	15.3%	31.9%	27.6%	44.4%	21.6%	32.7%	46.4%	37.2%	35.6%	29.0%	32.1%	23.6%	28.9%	32.3%	29.9%	19.0%	43.5%
	100.0%	91.6%	6.2%	4.9%	14.4%	13.6%	16.0%	6.5%	9.2%	20.9%	8.7%	36.3%	16.8%	20.6%	16.8%	36.6%	53.4%	7.9%	6.5%	53.7%
Highest quality	436	396	24	25	33	68	56	52	51	87	40	139	75	86	93	184	215	31	21	231
	36.6%	35.3%	17.3%	20.7%	19.9%	37.4%	41.8%	47.3%	49.5%	52.4%	46.0%	36.8%	35.0%	36.3%	35.4%	39.7%	35.0%	31.3%	16.5%	50.7%
	100.0%	90.8%	5.5%	5.7%	7.6%	15.6%	12.8%	11.9%	11.7%	20.0%	9.2%	31.9%	17.2%	19.7%	21.3%	42.2%	49.3%	7.1%	4.8%	53.0%
Good value	485	455	62	28	85	73	70	30	37	70	34	175	72	103	95	158	267	53	46	215
	40.7%	40.6%	45.6%	23.0%	51.8%	40.3%	52.2%	26.8%	35.2%	41.7%	38.6%	46.4%	33.6%	43.5%	35.8%	33.9%	43.6%	54.1%	36.5%	47.0%
	100.0%	93.8%	12.8%	5.8%	17.5%	15.1%	14.4%	6.2%	7.6%	14.4%	7.0%	36.1%	14.8%	21.2%	19.6%	32.6%	55.1%	10.9%	9.5%	44.3%
Full-bodied flavor	485	446	33	30	64	70	71	44	47	87	41	173	74	93	102	261	208	9	24	237
	41.1%	40.1%	24.1%	25.2%	38.6%	39.1%	53.4%	40.4%	46.1%	52.4%	48.2%	46.0%	34.9%	39.6%	39.2%	56.9%	34.1%	9.3%	19.2%	52.4%
	100.0%	92.0%	6.8%	6.2%	13.2%	14.4%	14.6%	9.1%	9.7%	17.9%	8.5%	35.7%	15.3%	19.2%	21.0%	53.8%	42.9%	1.9%	4.9%	48.9%
Mild taste	497	464	83	52	88	72	58	26	34	51	33	158	92	101	111	72	332	87	72	181
	41.5%	41.3%	60.6%	42.6%	53.0%	40.0%	43.3%	23.4%	32.4%	30.4%	36.7%	41.6%	43.4%	42.3%	41.9%	15.4%	53.8%	88.8%	57.1%	39.5%
	100.0%	93.4%	16.7%	10.5%	17.7%	14.5%	11.7%	5.2%	6.8%	10.3%	6.6%	31.8%	18.5%	20.3%	22.3%	14.5%	66.8%	17.5%	14.5%	36.4%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Bottom 2 Box Summary (Somewhat Important/Not at all Important)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Easy to find/widely available	550 46.3% 100.0%	511 45.7% 92.9%	69 50.7% 12.5%	52 43.0% 9.5%	99 59.6% 18.0%	83 46.1% 15.1%	87 65.4% 15.8%	31 27.7% 5.6%	26 25.2% 4.7%	64 38.3% 11.6%	45 51.1% 8.2%	175 46.4% 31.8%	95 45.0% 17.3%	119 50.0% 21.6%	111 42.4% 20.2%	174 37.6% 31.6%	307 50.2% 55.8%	61 62.2% 11.1%	67 52.8% 12.2%	226 49.7% 41.1%
Size	588 49.3% 100.0%	541 48.3% 92.0%	59 42.8% 10.0%	26 21.5% 4.4%	75 45.2% 12.8%	91 50.3% 15.5%	80 59.7% 13.6%	55 49.1% 9.4%	53 51.5% 9.0%	102 61.4% 17.3%	49 56.3% 8.3%	198 52.2% 33.7%	95 44.4% 16.2%	123 51.7% 20.9%	116 44.1% 19.7%	242 52.2% 41.2%	302 49.0% 51.4%	36 36.7% 6.1%	40 31.5% 6.8%	275 60.2% 46.8%
Good for everyday	587 49.4% 100.0%	540 48.3% 92.0%	56 41.5% 9.5%	39 31.7% 6.6%	115 68.9% 19.6%	97 53.6% 16.5%	95 71.4% 16.2%	16 14.4% 2.7%	44 42.3% 7.5%	78 47.9% 13.3%	40 45.5% 6.8%	215 57.2% 36.6%	96 45.3% 16.4%	118 49.2% 20.1%	114 43.8% 19.4%	206 44.8% 35.1%	317 51.4% 54.0%	56 58.3% 9.5%	48 38.4% 8.2%	267 58.7% 45.5%
Brand reputation	601 50.4% 100.0%	558 49.7% 92.8%	46 33.3% 7.7%	54 44.3% 9.0%	77 46.4% 12.8%	97 53.9% 16.1%	70 52.6% 11.6%	62 55.9% 10.3%	50 48.1% 8.3%	102 60.7% 17.0%	50 56.8% 8.3%	184 48.8% 30.6%	100 46.5% 16.6%	131 54.6% 21.8%	132 50.6% 22.0%	238 51.3% 39.6%	309 50.1% 51.4%	45 46.4% 7.5%	48 38.1% 8.0%	271 59.6% 45.1%
Medium taste	606 51.3% 100.0%	562 50.5% 92.7%	65 48.1% 10.7%	49 40.2% 8.1%	91 54.5% 15.0%	88 48.9% 14.5%	72 54.5% 11.9%	44 40.0% 7.3%	55 52.9% 9.1%	98 60.1% 16.2%	41 47.1% 6.8%	200 52.9% 33.0%	99 46.9% 16.3%	131 55.5% 21.6%	130 50.4% 21.5%	250 54.6% 41.3%	270 44.0% 44.6%	78 82.1% 12.9%	56 44.8% 9.2%	264 58.3% 43.6%
Shape	698 58.8% 100.0%	648 58.0% 92.8%	59 43.1% 8.5%	52 42.6% 7.4%	111 66.5% 15.9%	111 61.7% 15.9%	94 69.6% 13.5%	58 52.7% 8.3%	54 52.4% 7.7%	109 66.5% 15.6%	54 60.0% 7.7%	233 62.0% 33.4%	128 60.7% 18.3%	145 61.2% 20.8%	132 50.4% 18.9%	282 61.0% 40.4%	358 58.4% 51.3%	48 49.0% 6.9%	50 39.7% 7.2%	309 68.1% 44.3%
Feel	722 61.0% 100.0%	667 59.8% 92.4%	52 38.5% 7.2%	53 43.4% 7.3%	95 57.2% 13.2%	119 65.7% 16.5%	100 75.2% 13.9%	75 67.6% 10.4%	59 57.3% 8.2%	114 69.5% 15.8%	55 64.0% 7.6%	234 61.7% 32.4%	124 58.2% 17.2%	158 66.9% 21.9%	146 56.4% 20.2%	291 63.3% 40.3%	360 58.7% 49.9%	60 62.5% 8.3%	54 43.2% 7.5%	325 71.3% 45.0%
Low price	752 63.3% 100.0%	713 63.8% 94.8%	116 85.3% 15.4%	69 57.0% 9.2%	131 78.4% 17.4%	122 67.8% 16.2%	103 76.9% 13.7%	42 37.8% 5.6%	50 49.0% 6.6%	80 48.2% 10.6%	49 56.3% 6.5%	265 70.1% 35.2%	124 58.2% 16.5%	154 65.0% 20.5%	154 59.0% 20.5%	250 54.0% 33.2%	418 68.3% 55.6%	76 77.6% 10.1%	90 72.0% 12.0%	282 62.0% 37.5%
Friend recommendation	760 64.0% 100.0%	705 63.1% 92.8%	76 55.9% 10.0%	80 65.6% 10.5%	75 44.6% 9.9%	129 72.1% 17.0%	64 47.8% 8.4%	98 88.3% 12.9%	57 55.3% 7.5%	126 76.4% 16.6%	64 71.9% 8.4%	214 56.3% 28.2%	128 60.1% 16.8%	153 64.8% 20.1%	196 76.0% 25.8%	301 65.3% 39.6%	388 63.2% 51.1%	61 62.2% 8.0%	86 68.3% 11.3%	298 65.6% 39.2%
Type of occasion	834 70.6% 100.0%	783 70.4% 93.9%	81 59.1% 9.7%	89 74.2% 10.7%	102 60.7% 12.2%	140 79.5% 16.8%	68 50.4% 8.2%	93 84.5% 11.2%	69 68.3% 8.3%	141 84.9% 16.9%	63 70.8% 7.6%	246 65.8% 29.5%	140 66.7% 16.8%	191 80.6% 22.9%	189 72.7% 22.7%	326 71.0% 39.1%	428 70.0% 51.3%	68 70.1% 8.2%	91 71.7% 10.9%	317 70.3% 38.0%
Color/Wrapper	869 73.5% 100.0%	806 72.4% 92.8%	70 51.9% 8.1%	60 48.8% 6.9%	120 71.9% 13.8%	133 74.3% 15.3%	117 88.0% 13.5%	85 78.0% 9.8%	75 72.8% 8.6%	146 89.0% 16.8%	72 81.8% 8.3%	285 75.8% 32.8%	145 68.4% 16.7%	178 75.4% 20.5%	179 69.1% 20.6%	359 78.0% 41.3%	443 72.5% 51.0%	56 57.7% 6.4%	69 55.2% 7.9%	382 84.0% 44.0%
Country of origin	881 74.2% 100.0%	822 73.7% 93.3%	83 61.5% 9.4%	71 58.7% 8.1%	112 67.1% 12.7%	138 76.2% 15.7%	108 80.6% 12.3%	91 83.5% 10.3%	77 73.3% 8.7%	142 86.6% 16.1%	61 70.1% 6.9%	284 75.3% 32.2%	148 69.8% 16.8%	185 77.7% 21.0%	195 74.7% 22.1%	366 79.4% 41.5%	451 73.3% 51.2%	55 56.1% 6.2%	58 46.4% 6.6%	383 83.8% 43.5%
On sale/promotion	900 75.9% 100.0%	850 76.1% 94.4%	115 84.6% 12.8%	83 67.5% 9.2%	140 84.3% 15.6%	144 80.0% 16.0%	114 85.1% 12.7%	70 63.6% 7.8%	70 68.0% 7.8%	114 69.1% 12.7%	56 65.1% 6.2%	307 81.4% 34.1%	148 69.8% 16.4%	185 77.7% 20.6%	195 74.7% 21.7%	333 72.2% 37.0%	475 77.6% 52.8%	82 83.7% 9.1%	104 82.5% 11.6%	339 75.0% 37.7%
Strong taste	913 77.3% 100.0%	851 76.5% 93.2%	82 60.7% 9.0%	71 58.2% 7.8%	128 77.1% 14.0%	144 81.4% 15.8%	119 88.8% 13.0%	82 74.5% 9.0%	84 81.6% 9.2%	141 85.5% 15.4%	70 80.5% 7.7%	291 77.2% 31.9%	161 75.6% 17.6%	180 77.3% 19.7%	204 78.2% 22.3%	393 85.4% 43.0%	489 80.4% 53.6%	18 18.4% 2.0%	70 55.1% 7.7%	383 84.7% 41.9%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Bottom 2 Box Summary (Somewhat Important/Not at all Important)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Packaging	939	884	103	87	143	147	119	79	73	133	58	310	167	196	201	355	495	80	97	389
	79.5%	79.4%	75.2%	71.9%	86.7%	82.1%	88.8%	71.8%	71.6%	80.6%	66.7%	82.7%	78.4%	83.1%	77.6%	77.3%	81.1%	82.5%	76.4%	86.1%
	100.0%	94.1%	11.0%	9.3%	15.2%	15.7%	12.7%	8.4%	7.8%	14.2%	6.2%	33.0%	17.8%	20.9%	21.4%	37.8%	52.7%	8.5%	10.3%	41.4%
Sales person recommendation	961	899	97	102	116	151	100	102	81	150	68	292	165	200	227	378	494	78	104	372
	81.0%	80.5%	70.8%	83.6%	69.5%	84.4%	75.2%	91.1%	79.4%	90.9%	78.2%	77.7%	77.5%	84.7%	86.6%	81.8%	80.9%	79.6%	83.2%	82.1%
	100.0%	93.5%	10.1%	10.6%	12.1%	15.7%	10.4%	10.6%	8.4%	15.6%	7.1%	30.4%	17.2%	20.8%	23.6%	39.3%	51.4%	8.1%	10.8%	38.7%
Magazine recommendation	1079	1014	112	102	149	168	129	104	94	156	82	341	186	221	241	429	553	84	104	430
	91.3%	91.0%	81.8%	84.3%	89.2%	94.4%	96.3%	95.4%	91.3%	94.5%	94.3%	90.2%	88.2%	93.6%	93.1%	92.7%	91.1%	86.6%	82.5%	94.9%
	100.0%	94.0%	10.4%	9.5%	13.8%	15.6%	12.0%	9.6%	8.7%	14.5%	7.6%	31.6%	17.2%	20.5%	22.3%	39.8%	51.3%	7.8%	9.6%	39.9%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Freshness																				
Mean	2.41	2.43	2.71	2.62	2.50	2.49	2.11	2.43	2.28	2.28	2.11	2.40	2.45	2.39	2.53	2.36	2.44	2.58	2.66	2.21
Std. Dev.	0.773	0.755	0.543	0.594	0.657	0.773	0.823	0.683	0.830	0.882	0.982	0.750	0.769	0.730	0.745	0.801	0.742	0.675	0.659	0.888
Std. Err.	0.022	0.023	0.047	0.054	0.051	0.058	0.071	0.065	0.081	0.068	0.104	0.038	0.053	0.047	0.046	0.037	0.030	0.069	0.059	0.042
Great taste																				
Mean	2.39	2.41	2.64	2.56	2.52	2.41	2.23	2.41	2.32	2.21	2.13	2.40	2.48	2.36	2.40	2.38	2.37	2.57	2.63	2.23
Std. Dev.	0.752	0.730	0.566	0.604	0.609	0.758	0.737	0.679	0.767	0.911	1.013	0.673	0.698	0.734	0.807	0.796	0.710	0.642	0.588	0.865
Std. Err.	0.022	0.022	0.048	0.055	0.047	0.056	0.064	0.064	0.075	0.070	0.107	0.035	0.048	0.047	0.050	0.037	0.029	0.065	0.052	0.040
Smooth taste																				
Mean	2.18	2.20	2.26	2.27	2.27	2.20	2.09	2.26	2.11	2.10	2.09	2.15	2.24	2.19	2.19	2.35	2.09	2.05	2.31	2.05
Std. Dev.	0.810	0.793	0.753	0.671	0.715	0.776	0.758	0.820	0.858	0.950	1.013	0.782	0.769	0.735	0.876	0.785	0.790	0.830	0.766	0.885
Std. Err.	0.023	0.024	0.065	0.061	0.055	0.057	0.065	0.078	0.084	0.075	0.108	0.040	0.053	0.048	0.054	0.037	0.032	0.084	0.069	0.041
Aroma/smell																				
Mean	2.09	2.11	2.30	2.18	2.19	2.19	1.86	2.02	2.20	1.93	1.95	2.06	2.20	2.05	2.10	2.03	2.11	2.28	2.33	1.93
Std. Dev.	0.836	0.818	0.709	0.850	0.719	0.768	0.796	0.860	0.801	0.941	1.027	0.760	0.781	0.867	0.877	0.882	0.783	0.783	0.757	0.917
Std. Err.	0.024	0.024	0.060	0.077	0.056	0.057	0.069	0.082	0.078	0.073	0.110	0.039	0.054	0.056	0.054	0.041	0.031	0.079	0.067	0.043
Well constructed																				
Mean	2.03	2.05	2.42	2.33	2.13	2.13	1.69	1.99	1.94	1.81	1.69	1.98	2.04	2.03	2.21	1.95	2.08	2.19	2.40	1.76
Std. Dev.	0.908	0.894	0.660	0.779	0.764	0.904	0.905	0.953	0.923	0.996	1.087	0.886	0.918	0.857	0.886	0.931	0.869	0.928	0.791	0.985
Std. Err.	0.026	0.027	0.056	0.071	0.059	0.068	0.078	0.091	0.090	0.077	0.116	0.046	0.063	0.056	0.055	0.043	0.035	0.094	0.070	0.046
Easy to smoke																				
Mean	1.97	1.98	2.04	2.22	1.85	1.96	1.78	2.22	2.10	1.82	1.89	1.94	2.03	1.89	2.05	2.10	1.89	1.94	2.12	1.87
Std. Dev.	0.856	0.848	0.703	0.787	0.811	0.851	0.816	0.779	0.827	1.013	1.059	0.815	0.817	0.830	0.882	0.838	0.840	0.899	0.851	0.931
Std. Err.	0.025	0.025	0.060	0.071	0.063	0.063	0.070	0.074	0.081	0.078	0.111	0.042	0.056	0.054	0.054	0.039	0.034	0.091	0.076	0.044
Past brand experience																				
Mean	1.98	2.01	2.31	2.07	2.16	1.99	1.85	1.91	1.95	1.81	1.59	1.97	2.08	1.95	2.07	1.95	1.99	2.21	2.16	1.75
Std. Dev.	0.936	0.925	0.763	0.903	0.801	0.856	0.922	1.005	0.933	1.103	1.095	0.920	0.881	0.871	0.974	0.970	0.890	0.933	0.929	1.015
Std. Err.	0.027	0.028	0.065	0.081	0.062	0.064	0.080	0.095	0.092	0.085	0.117	0.047	0.060	0.056	0.060	0.045	0.036	0.094	0.082	0.048
High quality																				
Mean	1.93	1.95	2.36	2.26	2.17	1.97	1.78	1.86	1.67	1.55	1.74	1.89	2.00	1.95	1.96	1.79	1.99	2.26	2.44	1.65
Std. Dev.	0.904	0.893	0.672	0.725	0.720	0.849	0.881	0.903	0.937	1.062	1.146	0.845	0.911	0.844	0.950	0.964	0.833	0.857	0.699	0.951
Std. Err.	0.026	0.027	0.057	0.066	0.056	0.063	0.076	0.086	0.093	0.083	0.123	0.043	0.062	0.055	0.059	0.045	0.034	0.087	0.062	0.045
Easy draw																				
Mean	1.89	1.91	2.14	2.25	1.81	1.96	1.56	2.11	1.88	1.67	1.74	1.80	1.97	1.86	2.02	1.93	1.86	1.98	2.25	1.64
Std. Dev.	0.887	0.875	0.719	0.773	0.799	0.859	0.847	0.846	0.972	0.962	0.996	0.875	0.880	0.847	0.886	0.901	0.863	0.866	0.797	0.963

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Err.	0.026	0.026	0.061	0.071	0.062	0.064	0.073	0.080	0.095	0.075	0.107	0.045	0.060	0.055	0.055	0.042	0.035	0.088	0.071	0.045
Highest quality																				
Mean	1.80	1.83	2.18	2.12	2.06	1.83	1.66	1.63	1.60	1.50	1.60	1.76	1.88	1.78	1.88	1.73	1.83	2.01	2.25	1.53
Std. Dev.	0.941	0.931	0.745	0.766	0.744	0.916	0.943	0.994	0.974	1.072	1.051	0.891	0.952	0.897	0.995	0.982	0.891	0.942	0.786	0.983
Std. Err.	0.027	0.028	0.063	0.070	0.058	0.068	0.081	0.095	0.096	0.083	0.113	0.046	0.065	0.058	0.061	0.046	0.036	0.095	0.070	0.046
Good value																				
Mean	1.72	1.73	1.62	2.03	1.50	1.72	1.44	2.06	1.86	1.76	1.70	1.57	1.89	1.67	1.87	1.85	1.67	1.47	1.84	1.63
Std. Dev.	0.941	0.939	0.927	0.890	0.840	0.937	0.880	0.841	0.903	1.064	1.019	0.903	0.892	0.949	0.969	0.938	0.917	0.987	0.983	0.977
Std. Err.	0.027	0.028	0.080	0.081	0.066	0.070	0.076	0.079	0.088	0.082	0.109	0.046	0.061	0.062	0.059	0.043	0.037	0.100	0.088	0.046
Full-bodied flavor																				
Mean	1.70	1.72	2.07	2.07	1.79	1.75	1.39	1.70	1.51	1.51	1.47	1.57	1.84	1.72	1.79	1.38	1.83	2.42	2.14	1.44
Std. Dev.	0.948	0.941	0.868	0.880	0.859	0.915	0.869	0.948	1.012	0.983	1.076	0.897	0.955	0.941	0.949	0.991	0.834	0.748	0.895	0.958
Std. Err.	0.028	0.028	0.074	0.081	0.067	0.068	0.075	0.091	0.100	0.076	0.117	0.046	0.066	0.061	0.059	0.046	0.034	0.076	0.080	0.045
Mild taste																				
Mean	1.73	1.74	1.33	1.75	1.47	1.73	1.72	2.08	1.91	1.99	1.84	1.70	1.77	1.68	1.74	2.31	1.48	0.63	1.44	1.78
Std. Dev.	0.986	0.981	1.001	0.939	0.951	0.966	0.904	0.955	0.931	0.979	1.090	0.958	0.947	0.983	1.021	0.790	0.883	0.765	1.031	0.981
Std. Err.	0.028	0.029	0.086	0.085	0.074	0.072	0.078	0.091	0.091	0.076	0.115	0.049	0.065	0.064	0.063	0.037	0.036	0.077	0.092	0.046
Easy to find/widely available																				
Mean	1.59	1.60	1.54	1.70	1.27	1.53	1.18	2.07	1.99	1.77	1.49	1.57	1.68	1.51	1.63	1.77	1.51	1.26	1.46	1.52
Std. Dev.	0.996	0.990	0.942	0.919	0.870	0.999	0.999	0.898	0.923	1.018	1.083	0.979	0.956	1.009	1.011	0.985	0.972	1.048	1.022	1.032
Std. Err.	0.029	0.030	0.081	0.084	0.068	0.074	0.087	0.085	0.091	0.079	0.115	0.050	0.066	0.065	0.062	0.046	0.039	0.106	0.091	0.048
Size																				
Mean	1.53	1.56	1.73	2.08	1.55	1.50	1.28	1.64	1.56	1.25	1.37	1.49	1.61	1.47	1.67	1.45	1.55	1.85	1.98	1.29
Std. Dev.	0.912	0.902	0.850	0.822	0.805	0.880	0.752	0.967	0.936	0.958	1.013	0.846	0.922	0.889	0.941	0.933	0.869	0.923	0.930	0.911
Std. Err.	0.026	0.027	0.072	0.075	0.063	0.065	0.065	0.091	0.092	0.074	0.109	0.043	0.063	0.058	0.058	0.043	0.035	0.093	0.083	0.043
Good for everyday																				
Mean	1.46	1.49	1.64	1.90	1.05	1.32	0.94	2.24	1.61	1.52	1.51	1.29	1.62	1.43	1.58	1.55	1.42	1.38	1.73	1.27
Std. Dev.	1.024	1.023	0.893	0.909	0.904	1.042	0.886	0.789	1.018	1.068	1.050	0.985	1.049	1.028	1.023	1.050	0.981	1.117	0.937	1.046
Std. Err.	0.030	0.031	0.077	0.082	0.070	0.077	0.077	0.075	0.100	0.084	0.112	0.051	0.072	0.066	0.063	0.049	0.039	0.114	0.084	0.049
Brand reputation																				
Mean	1.53	1.55	1.91	1.71	1.60	1.45	1.41	1.41	1.59	1.33	1.45	1.57	1.63	1.42	1.50	1.50	1.54	1.62	1.80	1.32
Std. Dev.	0.964	0.957	0.850	0.992	0.845	0.935	0.922	1.066	0.981	0.983	1.103	0.931	0.933	0.934	0.995	0.977	0.949	0.951	0.972	0.981
Std. Err.	0.028	0.029	0.072	0.090	0.066	0.070	0.080	0.101	0.096	0.076	0.118	0.048	0.064	0.060	0.062	0.045	0.038	0.097	0.087	0.046
Medium taste																				
Mean	1.48	1.50	1.53	1.75	1.47	1.54	1.38	1.68	1.45	1.30	1.46	1.46	1.59	1.40	1.50	1.44	1.62	0.87	1.62	1.33

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GC 017401

Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	0.868	0.859	0.790	0.905	0.767	0.868	0.796	0.888	0.869	0.924	0.998	0.774	0.886	0.842	0.935	0.896	0.806	0.747	0.850	0.910
Std. Err.	0.025	0.026	0.068	0.082	0.059	0.065	0.069	0.085	0.085	0.072	0.107	0.040	0.061	0.055	0.058	0.042	0.033	0.077	0.076	0.043
Shape																				
Mean	1.34	1.36	1.74	1.74	1.22	1.19	1.12	1.45	1.41	1.16	1.30	1.28	1.33	1.27	1.49	1.26	1.36	1.59	1.83	1.11
Std. Dev.	0.963	0.957	0.877	0.907	0.874	0.910	0.881	1.010	1.004	1.003	1.065	0.894	0.987	0.963	0.974	1.006	0.914	0.951	0.972	0.955
Std. Err.	0.028	0.029	0.075	0.082	0.068	0.068	0.076	0.096	0.099	0.078	0.112	0.046	0.068	0.063	0.060	0.047	0.037	0.096	0.087	0.045
Feel																				
Mean	1.29	1.32	1.84	1.64	1.41	1.17	0.98	1.14	1.42	1.05	1.13	1.25	1.39	1.22	1.40	1.25	1.33	1.35	1.73	1.06
Std. Dev.	0.952	0.948	0.908	0.901	0.888	0.906	0.743	0.942	1.005	0.977	1.072	0.864	0.954	0.936	1.020	0.985	0.924	0.929	0.970	0.951
Std. Err.	0.028	0.028	0.078	0.082	0.069	0.067	0.064	0.089	0.099	0.076	0.116	0.044	0.065	0.061	0.063	0.046	0.037	0.095	0.087	0.045
Low price																				
Mean	1.27	1.26	0.82	1.50	0.86	1.16	0.93	1.81	1.67	1.63	1.46	1.12	1.40	1.17	1.42	1.48	1.17	0.95	1.14	1.30
Std. Dev.	1.006	1.006	0.860	0.905	0.864	0.944	0.864	0.968	0.968	1.103	1.065	0.951	1.003	0.998	1.037	1.029	0.962	0.957	0.989	1.022
Std. Err.	0.029	0.030	0.074	0.082	0.067	0.070	0.075	0.092	0.096	0.086	0.114	0.049	0.069	0.065	0.064	0.048	0.039	0.097	0.089	0.048
Friend recommendation																				
Mean	1.23	1.25	1.44	1.20	1.61	1.07	1.54	0.80	1.39	0.94	1.03	1.34	1.37	1.19	1.03	1.19	1.26	1.28	1.21	1.18
Std. Dev.	0.860	0.859	0.796	0.862	0.718	0.786	0.819	0.784	0.888	0.895	0.923	0.831	0.905	0.850	0.796	0.860	0.849	0.859	0.861	0.892
Std. Err.	0.025	0.026	0.068	0.078	0.055	0.059	0.071	0.074	0.088	0.070	0.098	0.043	0.062	0.055	0.050	0.040	0.034	0.087	0.077	0.042
Type of occasion																				
Mean	0.99	1.00	1.36	0.98	1.26	0.74	1.42	0.62	1.04	0.60	0.94	1.07	1.12	0.79	0.92	0.94	1.02	1.03	1.02	0.98
Std. Dev.	0.982	0.978	0.976	0.957	0.956	0.875	0.996	0.857	0.937	0.887	1.048	0.959	1.026	0.880	0.995	0.974	0.976	1.035	1.016	1.022
Std. Err.	0.029	0.029	0.083	0.087	0.074	0.066	0.086	0.082	0.093	0.069	0.111	0.050	0.071	0.057	0.062	0.045	0.039	0.105	0.090	0.048
Color/Wrapper																				
Mean	0.92	0.94	1.45	1.48	1.01	0.87	0.62	0.74	1.00	0.49	0.68	0.91	1.04	0.87	0.99	0.80	0.97	1.21	1.34	0.65
Std. Dev.	0.966	0.974	1.013	1.051	0.908	0.972	0.756	0.907	0.907	0.803	0.904	0.891	1.023	0.938	1.053	0.914	0.954	1.163	1.086	0.866
Std. Err.	0.028	0.029	0.087	0.095	0.070	0.073	0.066	0.087	0.089	0.063	0.096	0.046	0.070	0.061	0.065	0.043	0.039	0.118	0.097	0.041
Country of origin																				
Mean	0.97	0.98	1.36	1.34	1.22	0.92	0.82	0.71	0.97	0.56	0.95	0.98	1.07	0.90	0.94	0.82	1.01	1.47	1.61	0.72
Std. Dev.	0.965	0.969	0.935	0.988	0.951	0.928	0.900	0.895	1.033	0.845	1.077	0.919	0.973	0.927	1.004	0.922	0.942	1.086	1.031	0.895
Std. Err.	0.028	0.029	0.080	0.090	0.074	0.069	0.078	0.086	0.101	0.066	0.116	0.047	0.067	0.060	0.062	0.043	0.038	0.110	0.092	0.042
On sale/promotion																				
Mean	0.92	0.91	0.82	1.14	0.70	0.81	0.69	1.20	1.10	1.04	1.07	0.82	1.07	0.84	0.96	1.01	0.90	0.66	0.83	0.90
Std. Dev.	0.958	0.958	0.836	0.961	0.804	0.908	0.835	1.124	0.985	1.093	1.093	0.861	0.964	0.966	1.012	1.000	0.932	0.849	0.936	0.961
Std. Err.	0.028	0.029	0.072	0.087	0.062	0.068	0.072	0.107	0.097	0.085	0.118	0.044	0.066	0.063	0.063	0.047	0.038	0.086	0.083	0.045

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Strong taste																				
Mean	0.88	0.91	1.34	1.23	0.98	0.73	0.63	0.95	0.82	0.68	0.78	0.88	0.95	0.88	0.86	0.56	0.93	2.14	1.39	0.71
Std. Dev.	0.924	0.926	0.963	1.059	0.838	0.855	0.701	1.039	0.849	0.883	0.868	0.892	0.938	0.927	0.971	0.829	0.816	0.837	1.062	0.826
Std. Err.	0.027	0.028	0.083	0.096	0.065	0.064	0.061	0.099	0.084	0.069	0.093	0.046	0.064	0.061	0.060	0.039	0.033	0.085	0.094	0.039
Packaging																				
Mean	0.87	0.87	1.01	1.10	0.77	0.72	0.62	1.10	1.18	0.74	1.14	0.81	0.96	0.75	0.90	0.94	0.84	0.68	0.93	0.73
Std. Dev.	0.913	0.914	0.966	0.943	0.816	0.850	0.723	0.967	0.979	0.949	1.102	0.809	0.931	0.865	0.965	0.932	0.883	0.908	0.993	0.841
Std. Err.	0.027	0.027	0.083	0.086	0.064	0.063	0.062	0.092	0.097	0.074	0.118	0.042	0.064	0.056	0.060	0.043	0.036	0.092	0.088	0.040
Sales person recommendation																				
Mean	0.83	0.84	1.20	0.75	1.19	0.81	0.99	0.48	0.80	0.44	0.84	0.91	0.93	0.78	0.67	0.78	0.87	0.80	0.78	0.75
Std. Dev.	0.835	0.843	0.784	0.846	0.776	0.806	0.883	0.735	0.809	0.759	1.044	0.813	0.874	0.783	0.763	0.864	0.800	0.837	0.838	0.849
Std. Err.	0.024	0.025	0.067	0.077	0.060	0.060	0.077	0.069	0.080	0.059	0.112	0.042	0.060	0.051	0.047	0.040	0.032	0.085	0.075	0.040
Magazine recommendation																				
Mean	0.49	0.50	0.83	0.72	0.68	0.35	0.34	0.39	0.46	0.29	0.40	0.54	0.57	0.42	0.45	0.46	0.51	0.59	0.70	0.35
Std. Dev.	0.697	0.703	0.810	0.809	0.712	0.603	0.548	0.637	0.711	0.585	0.673	0.683	0.749	0.650	0.693	0.682	0.699	0.718	0.832	0.589
Std. Err.	0.020	0.021	0.069	0.074	0.055	0.045	0.047	0.061	0.070	0.046	0.072	0.035	0.052	0.042	0.043	0.032	0.028	0.073	0.074	0.028

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Cigar Segmentation

Q1A Section V. Which of the following brands are you aware of?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Cohiba	387 31.5% 100.0%	371 32.3% 95.9%	89 64.0% 23.0%	57 46.0% 14.7%	87 51.8% 22.5%	43 22.9% 11.1%	46 33.8% 11.9%	16 13.8% 4.1%	20 19.0% 5.2%	13 7.6% 3.4%	21 22.8% 5.4%	154 39.7% 39.8%	67 30.7% 17.3%	76 30.8% 19.6%	65 24.0% 16.8%	103 21.7% 26.6%	223 35.0% 57.6%	57 57.6% 14.7%	85 65.4% 22.0%	89 19.0% 23.0%
Davidoff	273 22.2% 100.0%	262 22.8% 96.0%	71 51.1% 26.0%	49 39.5% 17.9%	56 33.3% 20.5%	29 15.4% 10.6%	25 18.4% 9.2%	11 9.5% 4.0%	14 13.3% 5.1%	7 4.1% 2.6%	11 12.0% 4.0%	98 25.3% 35.9%	49 22.5% 17.9%	60 24.3% 22.0%	53 19.6% 19.4%	72 15.2% 26.4%	149 23.4% 54.6%	49 49.5% 17.9%	73 56.2% 26.7%	47 10.0% 17.2%
Don Diego	565 46.0% 100.0%	543 47.3% 96.1%	106 76.3% 18.8%	81 65.3% 14.3%	106 63.1% 18.8%	86 45.7% 15.2%	56 41.2% 9.9%	30 25.9% 5.3%	33 31.4% 5.8%	45 26.2% 8.0%	30 32.6% 5.3%	193 49.7% 34.2%	99 45.4% 17.5%	130 52.6% 23.0%	109 40.2% 19.3%	176 37.1% 31.2%	321 50.3% 56.8%	64 64.6% 11.3%	90 69.2% 15.9%	151 32.3% 26.7%
Fuente/Arturo Fuente	358 29.1% 100.0%	346 30.1% 96.6%	83 59.7% 23.2%	61 49.2% 17.0%	82 48.8% 22.9%	54 28.7% 15.1%	24 17.6% 6.7%	18 15.5% 5.0%	11 10.5% 3.1%	13 7.6% 3.6%	12 13.0% 3.4%	121 31.2% 33.8%	61 28.0% 17.0%	77 31.2% 21.5%	83 30.6% 23.2%	93 19.6% 26.0%	198 31.0% 55.3%	65 65.7% 18.2%	82 63.1% 22.9%	56 12.0% 15.6%
H.Upmann	375 30.5% 100.0%	365 31.8% 97.3%	83 59.7% 22.1%	76 61.3% 20.3%	79 47.0% 21.1%	53 28.2% 14.1%	26 19.1% 6.9%	19 16.4% 5.1%	16 15.2% 4.3%	13 7.6% 3.5%	13 14.1% 3.5%	125 32.2% 33.3%	65 29.8% 17.3%	80 32.4% 21.3%	88 32.5% 23.5%	104 21.9% 27.7%	213 33.4% 56.8%	55 55.6% 14.7%	87 66.9% 23.2%	61 13.0% 16.3%
Hoyo de Monterrey	312 25.4% 100.0%	305 26.6% 97.8%	74 53.2% 23.7%	68 54.8% 21.8%	57 33.9% 18.3%	47 25.0% 15.1%	18 13.2% 5.8%	19 16.4% 6.1%	13 12.4% 4.2%	9 5.2% 2.9%	12 13.0% 3.8%	104 26.8% 33.3%	52 23.9% 16.7%	66 26.7% 21.2%	75 27.7% 24.0%	81 17.1% 26.0%	172 27.0% 55.1%	58 58.6% 18.6%	87 66.9% 27.9%	42 9.0% 13.5%
Hoyo de Monterrey Excalibur	277 22.5% 100.0%	270 23.5% 97.5%	70 50.4% 25.3%	56 45.2% 20.2%	51 30.4% 18.4%	41 21.8% 14.8%	17 12.5% 6.1%	16 13.8% 5.8%	9 8.6% 3.2%	10 5.8% 3.6%	11 12.0% 4.0%	97 25.0% 35.0%	49 22.5% 17.7%	53 21.5% 19.1%	65 24.0% 23.5%	72 15.2% 26.0%	152 23.8% 54.9%	51 51.5% 18.4%	74 56.9% 26.7%	40 8.5% 14.4%
Macanudo	553 45.0% 100.0%	531 46.3% 96.0%	103 74.1% 18.6%	85 68.5% 15.4%	127 75.6% 23.0%	82 43.6% 14.8%	57 41.9% 10.3%	25 21.6% 4.5%	29 27.6% 5.2%	23 13.4% 4.2%	23 25.0% 4.2%	202 52.1% 36.5%	98 45.0% 17.7%	118 47.8% 21.3%	108 39.9% 19.5%	165 34.8% 29.8%	310 48.6% 56.1%	75 75.8% 13.6%	100 76.9% 18.1%	135 28.8% 24.4%
Montecristo	434 35.3% 100.0%	421 36.7% 97.0%	90 64.7% 20.7%	65 52.4% 15.0%	101 60.1% 23.3%	73 38.8% 16.8%	47 34.6% 10.8%	18 15.5% 4.1%	20 19.0% 4.6%	7 4.1% 1.6%	22 23.9% 5.1%	156 40.2% 35.9%	69 31.7% 15.9%	98 39.7% 22.6%	85 31.4% 19.6%	118 24.9% 27.2%	244 38.2% 56.2%	68 68.7% 15.7%	87 66.9% 20.0%	99 21.2% 22.8%
Partagas	365 29.7% 100.0%	357 31.1% 97.8%	88 63.3% 24.1%	68 54.8% 18.6%	89 53.0% 24.4%	49 26.1% 13.4%	23 16.9% 6.3%	15 12.9% 4.1%	15 14.3% 4.1%	10 5.8% 2.7%	16 17.4% 4.4%	116 29.9% 31.8%	64 29.4% 17.5%	82 33.2% 22.5%	84 31.0% 23.0%	82 17.3% 22.5%	219 34.3% 60.0%	63 63.6% 17.3%	93 71.5% 25.5%	58 12.4% 15.9%
Punch	345 28.1% 100.0%	334 29.1% 96.8%	83 59.7% 24.1%	68 54.8% 19.7%	70 41.7% 20.3%	43 22.9% 12.5%	27 19.9% 7.8%	16 13.8% 4.6%	15 14.3% 4.3%	12 7.0% 3.5%	15 16.3% 4.3%	124 32.0% 35.9%	54 24.8% 15.7%	69 27.9% 20.0%	80 29.5% 23.2%	81 17.1% 23.5%	211 33.1% 61.2%	49 49.5% 14.2%	89 68.5% 25.8%	51 10.9% 14.8%
Te Amo	364 29.6% 100.0%	352 30.7% 96.7%	88 63.3% 24.2%	70 56.5% 19.2%	59 35.1% 16.2%	47 25.0% 12.9%	26 19.1% 7.1%	18 15.5% 4.9%	22 21.0% 6.0%	22 12.8% 6.0%	14 15.2% 3.8%	132 34.0% 36.3%	61 28.0% 16.8%	74 30.0% 20.3%	80 29.5% 22.0%	97 20.5% 26.6%	205 32.1% 56.3%	61 61.6% 16.8%	88 67.7% 24.2%	70 15.0% 19.2%
No answer	378 30.8% 100.0%	335 29.2% 88.6%	5 3.6% 1.3%	14 11.3% 3.7%	11 6.5% 2.9%	53 28.2% 14.0%	39 28.7% 10.3%	64 55.2% 16.9%	45 42.9% 11.9%	104 60.5% 27.5%	46 50.0% 12.2%	92 23.7% 24.3%	65 29.8% 17.2%	76 30.8% 20.1%	94 34.7% 24.9%	205 43.2% 54.2%	154 24.1% 40.7%	11 11.1% 2.9%	17 13.1% 4.5%	207 44.2% 54.8%

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Cigar Segmentation

Q1B Section V. Which of the following brands do you regularly smoke?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Cohiba	73 5.9% 100.0%	69 6.0% 94.5%	24 17.3% 32.9%	6 4.8% 8.2%	17 10.1% 23.3%	7 3.7% 9.6%	10 7.4% 13.7%	1 0.9% 1.4%	1 1.0% 1.4%	3 1.7% 4.1%	4 4.3% 5.5%	27 7.0% 37.0%	10 4.6% 13.7%	16 6.5% 21.9%	13 4.8% 17.8%	14 3.0% 19.2%	42 6.6% 57.5%	14 14.1% 19.2%	16 12.3% 21.9%	15 3.2% 20.5%
Davidoff	29 2.4% 100.0%	28 2.4% 96.6%	10 7.2% 34.5%	3 2.4% 10.3%	9 5.4% 31.0%	2 1.1% 6.9%	2 1.5% 6.9%	1 0.9% 3.4%	0 0.0% 0.0%	1 0.6% 3.4%	2 2.2% 6.9%	10 2.6% 34.5%	6 2.8% 20.7%	7 2.8% 24.1%	3 1.1% 10.3%	6 1.3% 20.7%	19 3.0% 65.5%	4 4.0% 13.8%	9 6.9% 31.0%	3 0.6% 10.3%
Don Diego	77 6.3% 100.0%	76 6.6% 98.7%	21 15.1% 27.3%	9 7.3% 11.7%	17 10.1% 22.1%	12 6.4% 15.6%	4 2.9% 5.2%	5 4.3% 6.5%	6 5.7% 7.8%	2 1.2% 2.6%	2 2.2% 2.6%	31 8.0% 40.3%	17 7.8% 22.1%	15 6.1% 19.5%	12 4.4% 15.6%	27 5.7% 35.1%	40 6.3% 51.9%	8 8.1% 10.4%	6 4.6% 7.8%	16 3.4% 20.8%
Fuente/Arturo Fuente	113 9.2% 100.0%	112 9.8% 99.1%	42 30.2% 37.2%	19 15.3% 16.8%	30 17.9% 26.5%	10 5.3% 8.8%	5 3.7% 4.4%	1 0.9% 0.9%	3 2.9% 2.7%	2 1.2% 1.8%	5 5.4% 4.4%	43 11.1% 38.1%	20 9.2% 17.7%	27 10.9% 23.9%	17 6.3% 15.0%	19 4.0% 16.8%	63 9.9% 55.8%	31 31.3% 27.4%	38 29.2% 33.6%	13 2.8% 11.5%
H.Upmann	94 7.6% 100.0%	93 8.1% 98.9%	28 20.1% 29.8%	14 11.3% 14.9%	28 16.7% 29.8%	17 9.0% 18.1%	5 3.7% 5.3%	0 0.0% 0.0%	1 1.0% 1.1%	0 0.0% 0.0%	2 2.2% 2.1%	37 9.5% 39.4%	17 7.8% 18.1%	18 7.3% 19.1%	20 7.4% 21.3%	19 4.0% 20.2%	60 9.4% 63.8%	15 15.2% 16.0%	22 16.9% 23.4%	11 2.4% 11.7%
Hoyo de Monterrey	31 2.5% 100.0%	31 2.7% 100.0%	16 11.5% 51.6%	6 4.8% 19.4%	2 1.2% 6.5%	4 2.1% 12.9%	1 0.7% 3.2%	0 0.0% 0.0%	1 1.0% 3.2%	1 0.6% 3.2%	1 1.1% 3.2%	11 2.8% 35.5%	6 2.8% 19.4%	9 3.6% 29.0%	4 1.5% 12.9%	2 0.4% 6.5%	19 3.0% 61.3%	10 10.1% 32.3%	11 8.5% 35.5%	4 0.9% 12.9%
Hoyo de Monterrey Excalibur	45 3.7% 100.0%	45 3.9% 100.0%	19 13.7% 42.2%	10 8.1% 22.2%	7 4.2% 15.6%	6 3.2% 13.3%	0 0.0% 0.0%	2 1.7% 4.4%	1 1.0% 2.2%	0 0.0% 0.0%	2 2.2% 4.4%	14 3.6% 31.1%	8 3.7% 17.8%	10 4.0% 22.2%	11 4.1% 24.4%	9 1.9% 20.0%	24 3.8% 53.3%	11 11.1% 24.4%	17 13.1% 37.8%	6 1.3% 13.3%
Macanudo	225 18.3% 100.0%	214 18.6% 95.1%	51 36.7% 22.7%	27 21.8% 12.0%	58 34.5% 25.8%	27 14.4% 12.0%	30 22.1% 13.3%	3 2.6% 1.3%	11 10.5% 4.9%	7 4.1% 3.1%	10 10.9% 4.4%	83 21.4% 36.9%	43 19.7% 19.1%	50 20.2% 22.2%	37 13.7% 16.4%	71 15.0% 31.6%	130 20.4% 57.8%	23 23.2% 10.2%	33 25.4% 14.7%	56 12.0% 24.9%
Montecristo	61 5.0% 100.0%	61 5.3% 100.0%	21 15.1% 34.4%	7 5.6% 11.5%	18 10.7% 29.5%	5 2.7% 8.2%	6 4.4% 9.8%	2 1.7% 3.3%	2 1.9% 3.3%	0 0.0% 0.0%	3 3.3% 4.9%	25 6.4% 41.0%	9 4.1% 14.8%	14 5.7% 23.0%	10 3.7% 16.4%	9 1.9% 14.8%	36 5.6% 59.0%	14 14.1% 23.0%	16 12.3% 26.2%	8 1.7% 13.1%
Partagas	91 7.4% 100.0%	89 7.8% 97.8%	28 20.1% 30.8%	12 9.7% 13.2%	28 16.7% 30.8%	9 4.8% 9.9%	7 5.1% 7.7%	2 1.7% 2.2%	1 1.0% 1.1%	2 1.2% 2.2%	4 4.3% 4.4%	29 7.5% 31.9%	18 8.3% 19.8%	23 9.3% 25.3%	16 5.9% 17.6%	16 3.4% 17.6%	56 8.8% 61.5%	18 18.2% 19.8%	26 20.0% 28.6%	11 2.4% 12.1%
Punch	77 6.3% 100.0%	76 6.6% 98.7%	27 19.4% 35.1%	11 8.9% 14.3%	18 10.7% 23.4%	7 3.7% 9.1%	7 5.1% 9.1%	2 1.7% 2.6%	3 2.9% 3.9%	1 0.6% 1.3%	3 3.3% 3.9%	31 8.0% 40.3%	13 6.0% 16.9%	15 6.1% 19.5%	15 5.5% 19.5%	13 2.7% 16.9%	47 7.4% 61.0%	17 17.2% 22.1%	23 17.7% 29.9%	9 1.9% 11.7%
Te Amo	67 5.5% 100.0%	64 5.6% 95.5%	19 13.7% 28.4%	16 12.9% 23.9%	10 6.0% 14.9%	9 4.8% 13.4%	2 1.5% 3.0%	1 0.9% 1.5%	3 2.9% 4.5%	4 2.3% 6.0%	1 1.1% 1.5%	26 6.7% 38.8%	10 4.6% 14.9%	16 6.5% 23.9%	14 5.2% 20.9%	15 3.2% 22.4%	41 6.4% 61.2%	11 11.1% 16.4%	17 13.1% 25.4%	8 1.7% 11.9%
No answer	736 59.9% 100.0%	673 58.6% 91.4%	28 20.1% 3.8%	54 43.5% 7.3%	50 29.8% 6.8%	119 63.3% 16.2%	87 64.0% 11.8%	101 87.1% 13.7%	80 76.2% 10.9%	154 89.5% 20.9%	67 72.8% 9.1%	202 52.1% 27.4%	124 56.9% 16.8%	150 60.7% 20.4%	185 68.3% 25.1%	338 71.3% 45.9%	353 55.3% 48.0%	33 33.3% 4.5%	46 35.4% 6.3%	360 76.9% 48.9%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	387 100.0% 100.0%	371 100.0% 95.9%	89 100.0% 23.0%	57 100.0% 14.7%	87 100.0% 22.5%	43 100.0% 11.1%	46 100.0% 11.9%	16 100.0% 4.1%	20 100.0% 5.2%	13 100.0% 3.4%	21 100.0% 5.4%	154 100.0% 39.8%	67 100.0% 17.3%	76 100.0% 19.6%	65 100.0% 16.8%	103 100.0% 26.6%	223 100.0% 57.6%	57 100.0% 14.7%	85 100.0% 22.0%	89 100.0% 23.0%
Cohiba																				
Casual	34 8.8% 100.0%	33 8.9% 97.1%	10 11.2% 29.4%	5 8.8% 14.7%	8 9.2% 23.5%	4 9.3% 11.8%	2 4.3% 5.9%	1 6.3% 2.9%	2 10.0% 5.9%	1 7.7% 2.9%	2 9.5% 5.9%	10 6.5% 29.4%	7 10.4% 20.6%	8 10.5% 23.5%	7 10.8% 20.6%	7 6.8% 20.6%	23 10.3% 67.6%	3 5.3% 8.8%	7 8.2% 20.6%	6 6.7% 17.6%
Individualistic	62 16.0% 100.0%	62 16.7% 100.0%	23 25.8% 37.1%	6 10.5% 9.7%	16 18.4% 25.8%	6 14.0% 9.7%	4 8.7% 6.5%	3 18.8% 4.8%	4 20.0% 6.5%	0 0.0% 0.0%	1 4.8% 1.6%	23 14.9% 37.1%	14 20.9% 22.6%	14 18.4% 22.6%	10 15.4% 16.1%	20 19.4% 32.3%	37 16.6% 59.7%	4 7.0% 6.5%	16 18.8% 25.8%	7 7.9% 11.3%
Mild taste	34 8.8% 100.0%	33 8.9% 97.1%	8 9.0% 23.5%	5 8.8% 14.7%	7 8.0% 20.6%	5 11.6% 14.7%	5 10.9% 14.7%	1 6.3% 2.9%	1 5.0% 2.9%	1 7.7% 2.9%	1 4.8% 2.9%	16 10.4% 47.1%	8 11.9% 23.5%	7 9.2% 20.6%	1 1.5% 2.9%	14 13.6% 41.2%	16 7.2% 47.1%	2 3.5% 5.9%	7 8.2% 20.6%	9 10.1% 26.5%
High quality	148 38.2% 100.0%	144 38.8% 97.3%	42 47.2% 28.4%	19 33.3% 12.8%	44 50.6% 29.7%	12 27.9% 8.1%	16 34.8% 10.8%	3 18.8% 2.0%	5 25.0% 3.4%	3 23.1% 2.0%	5 23.8% 3.4%	56 36.4% 37.8%	26 38.8% 17.6%	36 47.4% 24.3%	24 36.9% 16.2%	38 36.9% 25.7%	85 38.1% 57.4%	23 40.4% 15.5%	29 34.1% 19.6%	32 36.0% 21.6%
Smart choice	59 15.2% 100.0%	58 15.6% 98.3%	15 16.9% 25.4%	7 12.3% 11.9%	18 20.7% 30.5%	6 14.0% 10.2%	7 15.2% 11.9%	2 12.5% 3.4%	3 15.0% 5.1%	0 0.0% 0.0%	1 4.8% 1.7%	18 11.7% 30.5%	10 14.9% 16.9%	22 28.9% 37.3%	7 10.8% 11.9%	15 14.6% 25.4%	34 15.2% 57.6%	8 14.0% 13.6%	7 8.2% 11.9%	11 12.4% 18.6%
Refined taste	81 20.9% 100.0%	78 21.0% 96.3%	25 28.1% 30.9%	7 12.3% 8.6%	23 26.4% 28.4%	6 14.0% 7.4%	10 21.7% 12.3%	3 18.8% 3.7%	2 10.0% 2.5%	2 15.4% 2.5%	2 9.5% 2.5%	30 19.5% 37.0%	16 23.9% 19.8%	23 30.3% 28.4%	10 15.4% 12.3%	23 22.3% 28.4%	44 19.7% 54.3%	13 22.8% 16.0%	16 18.8% 19.8%	13 14.6% 16.0%
Recommended by tobacconists	107 27.6% 100.0%	104 28.0% 97.2%	36 40.4% 33.6%	12 21.1% 11.2%	31 35.6% 29.0%	9 20.9% 8.4%	11 23.9% 10.3%	2 12.5% 1.9%	3 15.0% 2.8%	0 0.0% 0.0%	5 23.8% 4.7%	37 24.0% 34.6%	21 31.3% 19.6%	29 38.2% 27.1%	15 23.1% 14.0%	23 22.3% 21.5%	70 31.4% 65.4%	13 22.8% 12.1%	22 25.9% 20.6%	20 22.5% 18.7%
Attractive packaging	46 11.9% 100.0%	45 12.1% 97.8%	17 19.1% 37.0%	11 19.3% 23.9%	6 6.9% 13.0%	2 4.7% 4.3%	4 8.7% 8.7%	2 12.5% 4.3%	2 10.0% 4.3%	1 7.7% 2.2%	1 4.8% 2.2%	12 7.8% 26.1%	9 13.4% 19.6%	14 18.4% 30.4%	10 15.4% 21.7%	10 9.7% 21.7%	32 14.3% 69.6%	3 5.3% 6.5%	12 14.1% 26.1%	6 6.7% 13.0%
Sophisticated	71 18.3% 100.0%	69 18.6% 97.2%	24 27.0% 33.8%	11 19.3% 15.5%	18 20.7% 25.4%	4 9.3% 5.6%	7 15.2% 9.9%	1 6.3% 1.4%	3 15.0% 4.2%	1 7.7% 1.4%	2 9.5% 2.8%	24 15.6% 33.8%	14 20.9% 19.7%	21 27.6% 29.6%	10 15.4% 14.1%	16 15.5% 22.5%	44 19.7% 62.0%	10 17.5% 14.1%	14 16.5% 19.7%	13 14.6% 18.3%
Innovative	22 5.7% 100.0%	22 5.9% 100.0%	10 11.2% 45.5%	4 7.0% 18.2%	3 3.4% 13.6%	1 2.3% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	2 10.0% 9.1%	2 15.4% 9.1%	1 4.8% 4.5%	6 3.9% 27.3%	4 6.0% 18.2%	7 9.2% 31.8%	4 6.2% 18.2%	4 3.9% 18.2%	15 6.7% 68.2%	2 3.5% 9.1%	6 7.1% 27.3%	0 0.0% 0.0%
Trendy	96 24.8% 100.0%	95 25.6% 99.0%	35 39.3% 36.5%	18 31.6% 18.8%	23 26.4% 24.0%	3 7.0% 3.1%	9 19.6% 9.4%	2 12.5% 2.1%	4 20.0% 4.2%	1 7.7% 1.0%	6 28.6% 6.3%	35 22.7% 36.5%	17 25.4% 17.7%	21 27.6% 21.9%	17 26.2% 17.7%	18 17.5% 18.8%	58 26.0% 60.4%	19 33.3% 19.8%	30 35.3% 31.3%	17 19.1% 17.7%
Prestigious	125 32.3% 100.0%	124 33.4% 99.2%	43 48.3% 34.4%	18 31.6% 14.4%	35 40.2% 28.0%	7 16.3% 5.6%	13 28.3% 10.4%	1 6.3% 0.8%	5 25.0% 4.0%	2 15.4% 1.6%	6 28.6% 4.8%	44 28.6% 35.2%	25 37.3% 20.0%	28 36.8% 22.4%	22 33.8% 17.6%	36 35.0% 28.8%	72 32.3% 57.6%	16 28.1% 12.8%	30 35.3% 24.0%	20 22.5% 16.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	387 100.0% 100.0%	371 100.0% 95.9%	89 100.0% 23.0%	57 100.0% 14.7%	87 100.0% 22.5%	43 100.0% 11.1%	46 100.0% 11.9%	16 100.0% 4.1%	20 100.0% 5.2%	13 100.0% 3.4%	21 100.0% 5.4%	154 100.0% 39.8%	67 100.0% 17.3%	76 100.0% 19.6%	65 100.0% 16.8%	103 100.0% 26.6%	223 100.0% 57.6%	57 100.0% 14.7%	85 100.0% 22.0%	89 100.0% 23.0%
Sporty	31 8.0% 100.0%	30 8.1% 96.8%	13 14.6% 41.9%	3 5.3% 9.7%	7 8.0% 22.6%	1 2.3% 3.2%	1 2.2% 3.2%	2 12.5% 6.5%	3 15.0% 9.7%	0 0.0% 0.0%	0 0.0% 0.0%	9 5.8% 29.0%	6 9.0% 19.4%	10 13.2% 32.3%	5 7.7% 16.1%	13 12.6% 41.9%	11 4.9% 35.5%	6 10.5% 19.4%	7 8.2% 22.6%	5 5.6% 16.1%
Reliable	70 18.1% 100.0%	69 18.6% 98.6%	24 27.0% 34.3%	11 19.3% 15.7%	18 20.7% 25.7%	5 11.6% 7.1%	7 15.2% 10.0%	2 12.5% 2.9%	2 10.0% 2.9%	0 0.0% 0.0%	2 9.5% 2.9%	24 15.6% 34.3%	13 19.4% 18.6%	21 27.6% 30.0%	10 15.4% 14.3%	20 19.4% 28.6%	38 17.0% 54.3%	11 19.3% 15.7%	18 21.2% 25.7%	10 11.2% 14.3%
Recommended by magazine	70 18.1% 100.0%	70 18.9% 100.0%	31 34.8% 44.3%	12 21.1% 17.1%	15 17.2% 21.4%	2 4.7% 2.9%	5 10.9% 7.1%	1 6.3% 1.4%	4 20.0% 5.7%	0 0.0% 0.0%	1 4.8% 1.4%	25 16.2% 35.7%	19 28.4% 27.1%	18 23.7% 25.7%	7 10.8% 10.0%	14 13.6% 20.0%	47 21.1% 67.1%	8 14.0% 11.4%	23 27.1% 32.9%	6 6.7% 8.6%
Great taste	114 29.5% 100.0%	113 30.5% 99.1%	38 42.7% 33.3%	13 22.8% 11.4%	30 34.5% 26.3%	12 27.9% 10.5%	12 26.1% 10.5%	3 18.8% 2.6%	3 15.0% 2.6%	2 15.4% 1.8%	5 23.8% 4.4%	41 26.6% 36.0%	24 35.8% 21.1%	26 34.2% 22.8%	18 27.7% 15.8%	31 30.1% 27.2%	68 30.5% 59.6%	14 24.6% 12.3%	23 27.1% 20.2%	21 23.6% 18.4%
Good value	34 8.8% 100.0%	33 8.9% 97.1%	12 13.5% 35.3%	4 7.0% 11.8%	6 6.9% 17.6%	4 9.3% 11.8%	4 8.7% 11.8%	1 6.3% 2.9%	1 5.0% 2.9%	1 7.7% 2.9%	2 9.5% 5.9%	11 7.1% 32.4%	5 7.5% 14.7%	9 11.8% 26.5%	7 10.8% 20.6%	7 6.8% 20.6%	22 9.9% 64.7%	4 7.0% 11.8%	7 8.2% 20.6%	6 6.7% 17.6%
For social smokers	47 12.1% 100.0%	47 12.7% 100.0%	14 15.7% 29.8%	7 12.3% 14.9%	15 17.2% 31.9%	3 7.0% 6.4%	5 10.9% 10.6%	1 6.3% 2.1%	1 5.0% 2.1%	1 7.7% 2.1%	3 14.3% 6.4%	11 7.1% 23.4%	13 19.4% 27.7%	12 15.8% 25.5%	8 12.3% 17.0%	11 10.7% 23.4%	31 13.9% 66.0%	4 7.0% 8.5%	13 15.3% 27.7%	8 9.0% 17.0%
Good for everyday	31 8.0% 100.0%	29 7.8% 93.5%	13 14.6% 41.9%	3 5.3% 9.7%	3 3.4% 9.7%	5 11.6% 16.1%	2 4.3% 6.5%	1 6.3% 3.2%	1 5.0% 3.2%	1 7.7% 3.2%	1 4.8% 3.2%	8 5.2% 25.8%	6 9.0% 19.4%	9 11.8% 29.0%	7 10.8% 22.6%	5 4.9% 16.1%	20 9.0% 64.5%	5 8.8% 16.1%	7 8.2% 22.6%	4 4.5% 12.9%
Fresh	98 25.3% 100.0%	95 25.6% 96.9%	33 37.1% 33.7%	8 14.0% 8.2%	25 28.7% 25.5%	10 23.3% 10.2%	13 28.3% 13.3%	1 6.3% 1.0%	3 15.0% 3.1%	2 15.4% 2.0%	4 19.0% 4.1%	36 23.4% 36.7%	20 29.9% 20.4%	22 28.9% 22.4%	16 24.6% 16.3%	28 27.2% 28.6%	60 26.9% 61.2%	9 15.8% 9.2%	16 18.8% 16.3%	21 23.6% 21.4%
Good for relaxing	98 25.3% 100.0%	95 25.6% 96.9%	34 38.2% 34.7%	12 21.1% 12.2%	23 26.4% 23.5%	12 27.9% 12.2%	7 15.2% 7.1%	2 12.5% 2.0%	4 20.0% 4.1%	1 7.7% 1.0%	3 14.3% 3.1%	40 26.0% 40.8%	20 29.9% 20.4%	20 26.3% 20.4%	14 21.5% 14.3%	25 24.3% 25.5%	58 26.0% 59.2%	14 24.6% 14.3%	21 24.7% 21.4%	17 19.1% 17.3%
Easy to find/widely available	46 11.9% 100.0%	45 12.1% 97.8%	18 20.2% 39.1%	8 14.0% 17.4%	9 10.3% 19.6%	5 11.6% 10.9%	2 4.3% 4.3%	1 6.3% 2.2%	2 10.0% 4.3%	0 0.0% 0.0%	2 9.5% 4.3%	16 10.4% 34.8%	7 10.4% 15.2%	11 14.5% 23.9%	10 15.4% 21.7%	8 7.8% 17.4%	31 13.9% 67.4%	6 10.5% 13.0%	13 15.3% 28.3%	10 11.2% 21.7%
Full flavored	105 27.1% 100.0%	104 28.0% 99.0%	43 48.3% 41.0%	12 21.1% 11.4%	28 32.2% 26.7%	8 18.6% 7.6%	9 19.6% 8.6%	2 12.5% 1.9%	2 10.0% 1.9%	0 0.0% 0.0%	3 14.3% 2.9%	39 25.3% 37.1%	20 29.9% 19.0%	24 31.6% 22.9%	19 29.2% 18.1%	24 23.3% 22.9%	64 28.7% 61.0%	16 28.1% 15.2%	30 35.3% 28.6%	14 15.7% 13.3%
Medium taste	50 12.9% 100.0%	49 13.2% 98.0%	18 20.2% 36.0%	9 15.8% 18.0%	10 11.5% 20.0%	5 11.6% 10.0%	4 8.7% 8.0%	0 0.0% 0.0%	2 10.0% 4.0%	1 7.7% 2.0%	3 14.3% 6.0%	16 10.4% 32.0%	12 17.9% 24.0%	10 13.2% 20.0%	9 13.8% 18.0%	13 12.6% 26.0%	34 15.2% 68.0%	2 3.5% 4.0%	8 9.4% 16.0%	5 5.6% 10.0%
Good as a reward	101 26.1% 100.0%	100 27.0% 99.0%	38 42.7% 37.6%	14 24.6% 13.9%	21 24.1% 20.8%	7 16.3% 6.9%	12 26.1% 11.9%	4 25.0% 4.0%	4 20.0% 4.0%	0 0.0% 0.0%	3 14.3% 3.0%	35 22.7% 34.7%	24 35.8% 23.8%	24 31.6% 23.8%	14 21.5% 13.9%	25 24.3% 24.8%	62 27.8% 61.4%	13 22.8% 12.9%	25 29.4% 24.8%	20 22.5% 19.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	387 100.0% 100.0%	371 100.0% 95.9%	89 100.0% 23.0%	57 100.0% 14.7%	87 100.0% 22.5%	43 100.0% 11.1%	46 100.0% 11.9%	16 100.0% 4.1%	20 100.0% 5.2%	13 100.0% 3.4%	21 100.0% 5.4%	154 100.0% 39.8%	67 100.0% 17.3%	76 100.0% 19.6%	65 100.0% 16.8%	103 100.0% 26.6%	223 100.0% 57.6%	57 100.0% 14.7%	85 100.0% 22.0%	89 100.0% 23.0%
Easy draw	90 23.3% 100.0%	87 23.5% 96.7%	29 32.6% 32.2%	16 28.1% 17.8%	20 23.0% 22.2%	11 25.6% 12.2%	8 17.4% 8.9%	1 6.3% 1.1%	2 10.0% 2.2%	0 0.0% 0.0%	1 4.8% 1.1%	33 21.4% 36.7%	14 20.9% 15.6%	27 35.5% 30.0%	14 21.5% 15.6%	25 24.3% 27.8%	54 24.2% 60.0%	10 17.5% 11.1%	22 25.9% 24.4%	12 13.5% 13.3%
No answer	106 27.4% 100.0%	99 26.7% 93.4%	17 19.1% 16.0%	14 24.6% 13.2%	17 19.5% 16.0%	16 37.2% 15.1%	13 28.3% 12.3%	7 43.8% 6.6%	8 40.0% 7.5%	7 53.8% 6.6%	8 38.1% 7.5%	41 26.6% 38.7%	18 26.9% 17.0%	16 21.1% 15.1%	21 32.3% 19.8%	34 33.0% 32.1%	57 25.6% 53.8%	13 22.8% 12.3%	25 29.4% 23.6%	24 27.0% 22.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	273 100.0% 100.0%	262 100.0% 96.0%	71 100.0% 26.0%	49 100.0% 17.9%	56 100.0% 20.5%	29 100.0% 10.6%	25 100.0% 9.2%	11 100.0% 4.0%	14 100.0% 5.1%	7 100.0% 2.6%	11 100.0% 4.0%	98 100.0% 35.9%	49 100.0% 17.9%	60 100.0% 22.0%	53 100.0% 19.4%	72 100.0% 26.4%	149 100.0% 54.6%	49 100.0% 17.9%	73 100.0% 26.7%	47 100.0% 17.2%
Davidoff																				
Casual	23 8.4% 100.0%	22 8.4% 95.7%	3 4.2% 13.0%	3 6.1% 13.0%	8 14.3% 34.8%	2 6.9% 8.7%	2 8.0% 8.7%	2 18.2% 8.7%	1 7.1% 4.3%	1 14.3% 4.3%	1 9.1% 4.3%	9 9.2% 39.1%	4 8.2% 17.4%	3 5.0% 13.0%	5 9.4% 21.7%	9 12.5% 39.1%	13 8.7% 56.5%	1 2.0% 4.3%	3 4.1% 13.0%	5 10.6% 21.7%
Individualistic	40 14.7% 100.0%	40 15.3% 100.0%	17 23.9% 42.5%	7 14.3% 17.5%	11 19.6% 27.5%	2 6.9% 5.0%	1 4.0% 2.5%	1 9.1% 2.5%	0 0.0% 0.0%	1 14.3% 2.5%	1 9.1% 2.5%	13 13.3% 32.5%	4 8.2% 10.0%	14 23.3% 35.0%	8 15.1% 20.0%	9 12.5% 22.5%	24 16.1% 60.0%	7 14.3% 17.5%	8 11.0% 20.0%	5 10.6% 12.5%
Mild taste	37 13.6% 100.0%	35 13.4% 94.6%	14 19.7% 37.8%	6 12.2% 16.2%	3 5.4% 8.1%	6 20.7% 16.2%	3 12.0% 8.1%	2 18.2% 5.4%	0 0.0% 0.0%	1 14.3% 2.7%	2 18.2% 5.4%	13 13.3% 35.1%	2 4.1% 5.4%	11 18.3% 29.7%	8 15.1% 21.6%	8 11.1% 21.6%	17 11.4% 45.9%	10 20.4% 27.0%	14 19.2% 37.8%	7 14.9% 18.9%
High quality	101 37.0% 100.0%	99 37.8% 98.0%	37 52.1% 36.6%	16 32.7% 15.8%	27 48.2% 26.7%	5 17.2% 5.0%	5 20.0% 5.0%	3 27.3% 3.0%	4 28.6% 4.0%	2 28.6% 2.0%	4 36.4% 4.0%	36 36.7% 35.6%	16 32.7% 15.8%	24 40.0% 23.8%	21 39.6% 20.8%	25 34.7% 24.8%	57 38.3% 56.4%	17 34.7% 16.8%	32 43.8% 31.7%	15 31.9% 14.9%
Smart choice	36 13.2% 100.0%	36 13.7% 100.0%	10 14.1% 27.8%	5 10.2% 13.9%	11 19.6% 30.6%	3 10.3% 8.3%	2 8.0% 5.6%	3 27.3% 8.3%	2 14.3% 5.6%	0 0.0% 0.0%	4 36.4% 11.1%	14 14.3% 38.9%	6 12.2% 16.7%	9 15.0% 25.0%	3 5.7% 8.3%	12 16.7% 33.3%	18 12.1% 50.0%	4 8.2% 11.1%	8 11.0% 22.2%	7 14.9% 19.4%
Refined taste	63 23.1% 100.0%	62 23.7% 98.4%	23 32.4% 36.5%	9 18.4% 14.3%	18 32.1% 28.6%	3 10.3% 4.8%	3 12.0% 4.8%	2 18.2% 3.2%	3 21.4% 4.8%	1 14.3% 1.6%	3 27.3% 4.8%	23 23.5% 36.5%	9 18.4% 14.3%	16 26.7% 25.4%	12 22.6% 19.0%	18 25.0% 28.6%	35 23.5% 55.6%	9 18.4% 14.3%	18 24.7% 28.6%	8 17.0% 12.7%
Recommended by tobacconists	57 20.9% 100.0%	57 21.8% 100.0%	25 35.2% 43.9%	9 18.4% 15.8%	12 21.4% 21.1%	4 13.8% 7.0%	3 12.0% 5.3%	1 9.1% 1.8%	1 7.1% 1.8%	2 28.6% 3.5%	2 18.2% 3.5%	20 20.4% 35.1%	8 16.3% 14.0%	17 28.3% 29.8%	10 18.9% 17.5%	15 20.8% 26.3%	31 20.8% 54.4%	10 20.4% 17.5%	18 24.7% 31.6%	7 14.9% 12.3%
Attractive packaging	37 13.6% 100.0%	37 14.1% 100.0%	15 21.1% 40.5%	10 20.4% 27.0%	6 10.7% 16.2%	1 3.4% 2.7%	1 4.0% 2.7%	2 18.2% 5.4%	2 14.3% 5.4%	0 0.0% 0.0%	3 27.3% 8.1%	11 11.2% 29.7%	5 10.2% 13.5%	9 15.0% 24.3%	9 17.0% 24.3%	13 18.1% 35.1%	20 13.4% 54.1%	3 6.1% 8.1%	12 16.4% 32.4%	5 10.6% 13.5%
Sophisticated	59 21.6% 100.0%	58 22.1% 98.3%	24 33.8% 40.7%	13 26.5% 22.0%	12 21.4% 20.3%	3 10.3% 5.1%	3 12.0% 5.1%	1 9.1% 1.7%	1 7.1% 1.7%	1 14.3% 1.7%	4 36.4% 6.8%	19 19.4% 32.2%	5 10.2% 8.5%	21 35.0% 35.6%	10 18.9% 16.9%	13 18.1% 22.0%	33 22.1% 55.9%	12 24.5% 20.3%	18 24.7% 30.5%	9 19.1% 15.3%
Innovative	13 4.8% 100.0%	13 5.0% 100.0%	8 11.3% 61.5%	2 4.1% 15.4%	2 3.6% 15.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.1% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.1% 23.1%	3 6.1% 23.1%	4 6.7% 30.8%	3 5.7% 23.1%	5 6.9% 38.5%	7 4.7% 53.8%	1 2.0% 7.7%	5 6.8% 38.5%	2 4.3% 15.4%
Trendy	50 18.3% 100.0%	49 18.7% 98.0%	22 31.0% 44.0%	8 16.3% 16.0%	10 17.9% 20.0%	3 10.3% 6.0%	0 0.0% 0.0%	2 18.2% 4.0%	4 28.6% 8.0%	0 0.0% 0.0%	3 27.3% 6.0%	14 14.3% 28.0%	9 18.4% 18.0%	12 20.0% 24.0%	12 22.6% 24.0%	12 16.7% 24.0%	30 20.1% 60.0%	7 14.3% 14.0%	17 23.3% 34.0%	3 6.4% 6.0%
Prestigious	76 27.8% 100.0%	74 28.2% 97.4%	29 40.8% 38.2%	18 36.7% 23.7%	17 30.4% 22.4%	3 10.3% 3.9%	3 12.0% 3.9%	2 18.2% 2.6%	2 14.3% 2.6%	0 0.0% 0.0%	4 36.4% 5.3%	27 27.6% 35.5%	10 20.4% 13.2%	20 33.3% 26.3%	15 28.3% 19.7%	21 29.2% 27.6%	43 28.9% 56.6%	11 22.4% 14.5%	32 43.8% 42.1%	9 19.1% 11.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	273 100.0% 100.0%	262 100.0% 96.0%	71 100.0% 26.0%	49 100.0% 17.9%	56 100.0% 20.5%	29 100.0% 10.6%	25 100.0% 9.2%	11 100.0% 4.0%	14 100.0% 5.1%	7 100.0% 2.6%	11 100.0% 4.0%	98 100.0% 35.9%	49 100.0% 17.9%	60 100.0% 22.0%	53 100.0% 19.4%	72 100.0% 26.4%	149 100.0% 54.6%	49 100.0% 17.9%	73 100.0% 26.7%	47 100.0% 17.2%
Sporty	14 5.1% 100.0%	14 5.3% 100.0%	8 11.3% 57.1%	1 2.0% 7.1%	2 3.6% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	3 27.3% 21.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 7.1%	4 4.1% 28.6%	2 4.1% 14.3%	4 6.7% 28.6%	3 5.7% 21.4%	2 2.8% 14.3%	9 6.0% 64.3%	2 4.1% 14.3%	5 6.8% 35.7%	1 2.1% 7.1%
Reliable	44 16.1% 100.0%	44 16.8% 100.0%	19 26.8% 43.2%	10 20.4% 22.7%	9 16.1% 20.5%	1 3.4% 2.3%	1 4.0% 2.3%	3 27.3% 6.8%	1 7.1% 2.3%	0 0.0% 0.0%	2 18.2% 4.5%	15 15.3% 34.1%	6 12.2% 13.6%	14 23.3% 31.8%	7 13.2% 15.9%	8 11.1% 18.2%	27 18.1% 61.4%	8 16.3% 18.2%	18 24.7% 40.9%	4 8.5% 9.1%
Recommended by magazine	39 14.3% 100.0%	38 14.5% 97.4%	22 31.0% 56.4%	5 10.2% 12.8%	5 8.9% 12.8%	1 3.4% 2.6%	2 8.0% 5.1%	1 9.1% 2.6%	1 7.1% 2.6%	1 14.3% 2.6%	2 18.2% 5.1%	14 14.3% 35.9%	7 14.3% 17.9%	9 15.0% 23.1%	7 13.2% 17.9%	13 18.1% 33.3%	23 15.4% 59.0%	3 6.1% 7.7%	12 16.4% 30.8%	5 10.6% 12.8%
Great taste	73 26.7% 100.0%	73 27.9% 100.0%	23 32.4% 31.5%	13 26.5% 17.8%	19 33.9% 26.0%	4 13.8% 5.5%	6 24.0% 8.2%	2 18.2% 2.7%	4 28.6% 5.5%	2 28.6% 2.7%	3 27.3% 4.1%	24 24.5% 32.9%	13 26.5% 17.8%	17 28.3% 23.3%	15 28.3% 20.5%	20 27.8% 27.4%	39 26.2% 53.4%	12 24.5% 16.4%	25 34.2% 34.2%	10 21.3% 13.7%
Good value	28 10.3% 100.0%	27 10.3% 96.4%	10 14.1% 35.7%	4 8.2% 14.3%	4 7.1% 14.3%	1 3.4% 3.6%	3 12.0% 10.7%	2 18.2% 7.1%	2 14.3% 7.1%	1 14.3% 3.6%	2 18.2% 7.1%	11 11.2% 39.3%	6 12.2% 21.4%	3 5.0% 10.7%	5 9.4% 17.9%	11 15.3% 39.3%	12 8.1% 42.9%	3 6.1% 10.7%	8 11.0% 28.6%	4 8.5% 14.3%
For social smokers	42 15.4% 100.0%	42 16.0% 100.0%	15 21.1% 35.7%	6 12.2% 14.3%	12 21.4% 28.6%	1 3.4% 2.4%	3 12.0% 7.1%	2 18.2% 4.8%	3 21.4% 7.1%	0 0.0% 0.0%	2 18.2% 4.8%	14 14.3% 33.3%	8 16.3% 19.0%	6 10.0% 14.3%	12 22.6% 28.6%	14 19.4% 33.3%	24 16.1% 57.1%	3 6.1% 7.1%	13 17.8% 31.0%	6 12.8% 14.3%
Good for everyday	26 9.5% 100.0%	26 9.9% 100.0%	14 19.7% 53.8%	0 0.0% 0.0%	3 5.4% 11.5%	3 10.3% 11.5%	2 8.0% 7.7%	2 18.2% 7.7%	2 14.3% 7.7%	0 0.0% 0.0%	2 18.2% 7.7%	10 10.2% 38.5%	8 16.3% 30.8%	2 3.3% 7.7%	4 7.5% 15.4%	9 12.5% 34.6%	14 9.4% 53.8%	1 2.0% 3.8%	8 11.0% 30.8%	2 4.3% 7.7%
Fresh	69 25.3% 100.0%	68 26.0% 98.6%	30 42.3% 43.5%	7 14.3% 10.1%	16 28.6% 23.2%	4 13.8% 5.8%	5 20.0% 7.2%	3 27.3% 4.3%	1 7.1% 1.4%	2 28.6% 2.9%	3 27.3% 4.3%	22 22.4% 31.9%	16 32.7% 23.2%	14 23.3% 20.3%	13 24.5% 18.8%	21 29.2% 30.4%	39 26.2% 56.5%	7 14.3% 10.1%	22 30.1% 31.9%	7 14.9% 10.1%
Good for relaxing	66 24.2% 100.0%	65 24.8% 98.5%	29 40.8% 43.9%	9 18.4% 13.6%	17 30.4% 25.8%	4 13.8% 6.1%	2 8.0% 3.0%	1 9.1% 1.5%	3 21.4% 4.5%	0 0.0% 0.0%	1 9.1% 1.5%	27 27.6% 40.9%	12 24.5% 18.2%	13 21.7% 19.7%	12 22.6% 18.2%	13 18.1% 19.7%	37 24.8% 56.1%	14 28.6% 21.2%	24 32.9% 36.4%	5 10.6% 7.6%
Easy to find/widely available	43 15.8% 100.0%	42 16.0% 97.7%	18 25.4% 41.9%	5 10.2% 11.6%	8 14.3% 18.6%	1 3.4% 2.3%	6 24.0% 14.0%	3 27.3% 7.0%	1 7.1% 2.3%	0 0.0% 0.0%	1 9.1% 2.3%	22 22.4% 51.2%	5 10.2% 11.6%	8 13.3% 18.6%	7 13.2% 16.3%	10 13.9% 23.3%	23 15.4% 53.5%	8 16.3% 18.6%	17 23.3% 39.5%	6 12.8% 14.0%
Full flavored	49 17.9% 100.0%	48 18.3% 98.0%	18 25.4% 36.7%	8 16.3% 16.3%	14 25.0% 28.6%	3 10.3% 6.1%	1 4.0% 2.0%	2 18.2% 4.1%	2 14.3% 4.1%	0 0.0% 0.0%	2 18.2% 4.1%	17 17.3% 34.7%	8 16.3% 16.3%	12 20.0% 24.5%	9 17.0% 18.4%	11 15.3% 22.4%	27 18.1% 55.1%	9 18.4% 18.4%	14 19.2% 28.6%	6 12.8% 12.2%
Medium taste	40 14.7% 100.0%	40 15.3% 100.0%	17 23.9% 42.5%	5 10.2% 12.5%	5 8.9% 12.5%	4 13.8% 10.0%	5 20.0% 12.5%	3 27.3% 7.5%	1 7.1% 2.5%	0 0.0% 0.0%	2 18.2% 5.0%	10 10.2% 25.0%	6 12.2% 15.0%	11 18.3% 27.5%	10 18.9% 25.0%	12 16.7% 30.0%	23 15.4% 57.5%	3 6.1% 7.5%	15 20.5% 37.5%	4 8.5% 10.0%
Good as a reward	51 18.7% 100.0%	51 19.5% 100.0%	20 28.2% 39.2%	10 20.4% 19.6%	9 16.1% 17.6%	4 13.8% 7.8%	2 8.0% 3.9%	2 18.2% 3.9%	3 21.4% 5.9%	1 14.3% 2.0%	2 18.2% 3.9%	20 20.4% 39.2%	9 18.4% 17.6%	12 20.0% 23.5%	8 15.1% 15.7%	14 19.4% 27.5%	26 17.4% 51.0%	10 20.4% 19.6%	19 26.0% 37.3%	6 12.8% 11.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	273 100.0% 100.0%	262 100.0% 96.0%	71 100.0% 26.0%	49 100.0% 17.9%	56 100.0% 20.5%	29 100.0% 10.6%	25 100.0% 9.2%	11 100.0% 4.0%	14 100.0% 5.1%	7 100.0% 2.6%	11 100.0% 4.0%	98 100.0% 35.9%	49 100.0% 17.9%	60 100.0% 22.0%	53 100.0% 19.4%	72 100.0% 26.4%	149 100.0% 54.6%	49 100.0% 17.9%	73 100.0% 26.7%	47 100.0% 17.2%
Low price	11 4.0% 100.0%	11 4.2% 100.0%	4 5.6% 36.4%	1 2.0% 9.1%	0 0.0% 0.0%	1 3.4% 9.1%	1 4.0% 9.1%	1 9.1% 9.1%	2 14.3% 18.2%	1 14.3% 9.1%	2 18.2% 18.2%	1 1.0% 9.1%	3 6.1% 27.3%	1 1.7% 9.1%	3 5.7% 27.3%	3 4.2% 27.3%	6 4.0% 54.5%	1 2.0% 9.1%	5 6.8% 45.5%	2 4.3% 18.2%
Smooth taste	53 19.4% 100.0%	52 19.8% 98.1%	24 33.8% 45.3%	6 12.2% 11.3%	9 16.1% 17.0%	2 6.9% 3.8%	6 24.0% 11.3%	1 9.1% 1.9%	2 14.3% 3.8%	2 28.6% 3.8%	3 27.3% 5.7%	18 18.4% 34.0%	10 20.4% 18.9%	11 18.3% 20.8%	11 20.8% 20.8%	16 22.2% 30.2%	29 19.5% 54.7%	7 14.3% 13.2%	16 21.9% 30.2%	5 10.6% 9.4%
Good for special occasions	64 23.4% 100.0%	64 24.4% 100.0%	25 35.2% 39.1%	14 28.6% 21.9%	14 25.0% 21.9%	3 10.3% 4.7%	5 20.0% 7.8%	2 18.2% 3.1%	1 7.1% 1.6%	0 0.0% 0.0%	4 36.4% 6.3%	23 23.5% 35.9%	9 18.4% 14.1%	18 30.0% 28.1%	10 18.9% 15.6%	20 27.8% 31.3%	31 20.8% 48.4%	12 24.5% 18.8%	23 31.5% 35.9%	9 19.1% 14.1%
Recommended by friends	28 10.3% 100.0%	28 10.7% 100.0%	11 15.5% 39.3%	3 6.1% 10.7%	7 12.5% 25.0%	2 6.9% 7.1%	3 12.0% 10.7%	2 18.2% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 18.2% 7.1%	14 14.3% 50.0%	4 8.2% 14.3%	6 10.0% 21.4%	2 3.8% 7.1%	10 13.9% 35.7%	14 9.4% 50.0%	3 6.1% 10.7%	7 9.6% 25.0%	3 6.4% 10.7%
Good for a gift	74 27.1% 100.0%	73 27.9% 98.6%	27 38.0% 36.5%	11 22.4% 14.9%	.18 32.1% 24.3%	6 20.7% 8.1%	7 28.0% 9.5%	3 27.3% 4.1%	1 7.1% 1.4%	0 0.0% 0.0%	3 27.3% 4.1%	28 28.6% 37.8%	14 28.6% 18.9%	16 26.7% 21.6%	12 22.6% 16.2%	21 29.2% 28.4%	42 28.2% 56.8%	9 18.4% 12.2%	25 34.2% 33.8%	11 23.4% 14.9%
Consistent quality	84 30.8% 100.0%	83 31.7% 98.8%	25 35.2% 29.8%	17 34.7% 20.2%	23 41.1% 27.4%	6 20.7% 7.1%	8 32.0% 9.5%	1 9.1% 1.2%	2 14.3% 2.4%	1 14.3% 1.2%	4 36.4% 4.8%	29 29.6% 34.5%	16 32.7% 19.0%	22 36.7% 26.2%	13 24.5% 15.5%	22 30.6% 26.2%	47 31.5% 56.0%	14 28.6% 16.7%	29 39.7% 34.5%	11 23.4% 13.1%
Masculine	47 17.2% 100.0%	45 17.2% 95.7%	18 25.4% 38.3%	9 18.4% 19.1%	13 23.2% 27.7%	1 3.4% 2.1%	2 8.0% 4.3%	0 0.0% 0.0%	2 14.3% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	17 17.3% 36.2%	9 18.4% 19.1%	12 20.0% 25.5%	9 17.0% 19.1%	11 15.3% 23.4%	25 16.8% 53.2%	10 20.4% 21.3%	11 15.1% 23.4%	8 17.0% 17.0%
Brand I trust	66 24.2% 100.0%	65 24.8% 98.5%	24 33.8% 36.4%	14 28.6% 21.2%	14 25.0% 21.2%	3 10.3% 4.5%	6 24.0% 9.1%	2 18.2% 3.0%	1 7.1% 1.5%	1 14.3% 1.5%	3 27.3% 4.5%	25 25.5% 37.9%	9 18.4% 13.6%	15 25.0% 22.7%	14 26.4% 21.2%	19 26.4% 28.8%	34 22.8% 51.5%	11 22.4% 16.7%	23 31.5% 34.8%	9 19.1% 13.6%
Well constructed	89 32.6% 100.0%	88 33.6% 98.9%	36 50.7% 40.4%	17 34.7% 19.1%	17 30.4% 19.1%	7 24.1% 7.9%	7 28.0% 7.9%	1 9.1% 1.1%	2 14.3% 2.2%	1 14.3% 1.1%	5 45.5% 5.6%	29 29.6% 32.6%	18 36.7% 20.2%	17 28.3% 19.1%	20 37.7% 22.5%	22 30.6% 24.7%	49 32.9% 55.1%	16 32.7% 18.0%	34 46.6% 38.2%	12 25.5% 13.5%
Strong taste	25 9.2% 100.0%	25 9.5% 100.0%	11 15.5% 44.0%	4 8.2% 16.0%	6 10.7% 24.0%	0 0.0% 0.0%	1 4.0% 4.0%	2 18.2% 8.0%	1 7.1% 4.0%	0 0.0% 0.0%	2 18.2% 8.0%	10 10.2% 40.0%	5 10.2% 20.0%	5 8.3% 20.0%	3 5.7% 12.0%	7 9.7% 28.0%	12 8.1% 48.0%	4 8.2% 16.0%	6 8.2% 24.0%	6 12.8% 24.0%
For serious smokers	74 27.1% 100.0%	73 27.9% 98.6%	30 42.3% 40.5%	15 30.6% 20.3%	11 19.6% 14.9%	6 20.7% 8.1%	4 16.0% 5.4%	0 0.0% 0.0%	6 42.9% 8.1%	1 14.3% 1.4%	2 18.2% 2.7%	25 25.5% 33.8%	13 26.5% 17.6%	16 26.7% 21.6%	18 34.0% 24.3%	22 30.6% 29.7%	36 24.2% 48.6%	15 30.6% 20.3%	25 34.2% 33.8%	11 23.4% 14.9%
Popular	61 22.3% 100.0%	60 22.9% 98.4%	28 39.4% 45.9%	9 18.4% 14.8%	11 19.6% 18.0%	3 10.3% 4.9%	4 16.0% 6.6%	3 27.3% 4.9%	2 14.3% 3.3%	0 0.0% 0.0%	3 27.3% 4.9%	18 18.4% 29.5%	11 22.4% 18.0%	12 20.0% 19.7%	17 32.1% 27.9%	15 20.8% 24.6%	37 24.8% 60.7%	8 16.3% 13.1%	26 35.6% 42.6%	9 19.1% 14.8%
Easy to smoke	61 22.3% 100.0%	60 22.9% 98.4%	24 33.8% 39.3%	12 24.5% 19.7%	12 21.4% 19.7%	5 17.2% 8.2%	4 16.0% 6.6%	1 9.1% 1.6%	2 14.3% 3.3%	0 0.0% 0.0%	3 27.3% 4.9%	21 21.4% 34.4%	8 16.3% 13.1%	12 20.0% 19.7%	16 30.2% 26.2%	15 20.8% 24.6%	38 25.5% 62.3%	6 12.2% 9.8%	20 27.4% 32.8%	4 8.5% 6.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	273	262	71	49	56	29	25	11	14	7	11	98	49	60	53	72	149	49	73	47
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.0%	26.0%	17.9%	20.5%	10.6%	9.2%	4.0%	5.1%	2.6%	4.0%	35.9%	17.9%	22.0%	19.4%	26.4%	54.6%	17.9%	26.7%	17.2%
Easy draw	67	66	23	16	13	4	5	2	2	1	3	22	11	16	14	13	44	8	24	6
	24.5%	25.2%	32.4%	32.7%	23.2%	13.8%	20.0%	18.2%	14.3%	14.3%	27.3%	22.4%	22.4%	26.7%	26.4%	18.1%	29.5%	16.3%	32.9%	12.8%
	100.0%	98.5%	34.3%	23.9%	19.4%	6.0%	7.5%	3.0%	3.0%	1.5%	4.5%	32.8%	16.4%	23.9%	20.9%	19.4%	65.7%	11.9%	35.8%	9.0%
No answer	77	71	16	13	13	9	7	5	4	4	4	27	14	18	13	18	41	17	18	15
	28.2%	27.1%	22.5%	26.5%	23.2%	31.0%	28.0%	45.5%	28.6%	57.1%	36.4%	27.6%	28.6%	30.0%	24.5%	25.0%	27.5%	34.7%	24.7%	31.9%
	100.0%	92.2%	20.8%	16.9%	16.9%	11.7%	9.1%	6.5%	5.2%	5.2%	5.2%	35.1%	18.2%	23.4%	16.9%	23.4%	53.2%	22.1%	23.4%	19.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	565	543	106	81	106	86	56	30	33	45	30	193	99	130	109	176	321	64	90	151
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.1%	18.8%	14.3%	18.8%	15.2%	9.9%	5.3%	5.8%	8.0%	5.3%	34.2%	17.5%	23.0%	19.3%	31.2%	56.8%	11.3%	15.9%	26.7%
Don Diego																				
Casual	91	88	24	10	21	7	8	6	8	4	6	39	15	18	13	30	50	10	22	20
	16.1%	16.2%	22.6%	12.3%	19.8%	8.1%	14.3%	20.0%	24.2%	8.9%	20.0%	20.2%	15.2%	13.8%	11.9%	17.0%	15.6%	15.6%	24.4%	13.2%
	100.0%	96.7%	26.4%	11.0%	23.1%	7.7%	8.8%	6.6%	8.8%	4.4%	6.6%	42.9%	16.5%	19.8%	14.3%	33.0%	54.9%	11.0%	24.2%	22.0%
Individualistic	58	57	17	9	8	4	6	4	4	5	3	18	10	17	10	20	33	4	11	18
	10.3%	10.5%	16.0%	11.1%	7.5%	4.7%	10.7%	13.3%	12.1%	11.1%	10.0%	9.3%	10.1%	13.1%	9.2%	11.4%	10.3%	6.3%	12.2%	11.9%
	100.0%	98.3%	29.3%	15.5%	13.8%	6.9%	10.3%	6.9%	6.9%	8.6%	5.2%	31.0%	17.2%	29.3%	17.2%	34.5%	56.9%	6.9%	19.0%	31.0%
Mild taste	81	80	23	13	10	9	8	6	6	5	6	30	16	17	12	31	43	6	15	20
	14.3%	14.7%	21.7%	16.0%	9.4%	10.5%	14.3%	20.0%	18.2%	11.1%	20.0%	15.5%	16.2%	13.1%	11.0%	17.6%	13.4%	9.4%	16.7%	13.2%
	100.0%	98.8%	28.4%	16.0%	12.3%	11.1%	9.9%	7.4%	7.4%	6.2%	7.4%	37.0%	19.8%	21.0%	14.8%	38.3%	53.1%	7.4%	18.5%	24.7%
High quality	144	141	34	23	27	17	15	10	6	9	6	46	25	35	32	59	70	14	20	39
	25.5%	26.0%	32.1%	28.4%	25.5%	19.8%	26.8%	33.3%	18.2%	20.0%	20.0%	23.8%	25.3%	26.9%	29.4%	33.5%	21.8%	21.9%	22.2%	25.8%
	100.0%	97.9%	23.6%	16.0%	18.8%	11.8%	10.4%	6.9%	4.2%	6.3%	4.2%	31.9%	17.4%	24.3%	22.2%	41.0%	48.6%	9.7%	13.9%	27.1%
Smart choice	67	67	15	11	11	11	12	5	1	1	4	22	11	22	8	25	36	5	13	15
	11.9%	12.3%	14.2%	13.6%	10.4%	12.8%	21.4%	16.7%	3.0%	2.2%	13.3%	11.4%	11.1%	16.9%	7.3%	14.2%	11.2%	7.8%	14.4%	9.9%
	100.0%	100.0%	22.4%	16.4%	16.4%	16.4%	17.9%	7.5%	1.5%	1.5%	6.0%	32.8%	16.4%	32.8%	11.9%	37.3%	53.7%	7.5%	19.4%	22.4%
Refined taste	65	62	11	11	9	6	8	5	6	6	5	23	10	17	10	26	33	5	8	18
	11.5%	11.4%	10.4%	13.6%	8.5%	7.0%	14.3%	16.7%	18.2%	13.3%	16.7%	11.9%	10.1%	13.1%	9.2%	14.8%	10.3%	7.8%	8.9%	11.9%
	100.0%	95.4%	16.9%	16.9%	13.8%	9.2%	12.3%	7.7%	9.2%	9.2%	7.7%	35.4%	15.4%	26.2%	15.4%	40.0%	50.8%	7.7%	12.3%	27.7%
Recommended by tobacconists	94	94	29	11	23	11	7	2	6	5	5	41	12	23	13	29	53	11	15	20
	16.6%	17.3%	27.4%	13.6%	21.7%	12.8%	12.5%	6.7%	18.2%	11.1%	16.7%	21.2%	12.1%	17.7%	11.9%	16.5%	16.5%	17.2%	16.7%	13.2%
	100.0%	100.0%	30.9%	11.7%	24.5%	11.7%	7.4%	2.1%	6.4%	5.3%	5.3%	43.6%	12.8%	24.5%	13.8%	30.9%	56.4%	11.7%	16.0%	21.3%
Attractive packaging	46	46	7	7	8	8	4	5	4	3	5	13	6	8	14	22	21	2	8	13
	8.1%	8.5%	6.6%	8.6%	7.5%	9.3%	7.1%	16.7%	12.1%	6.7%	16.7%	6.7%	6.1%	6.2%	12.8%	12.5%	6.5%	3.1%	8.9%	8.6%
	100.0%	100.0%	15.2%	15.2%	17.4%	17.4%	8.7%	10.9%	8.7%	6.5%	10.9%	28.3%	13.0%	17.4%	30.4%	47.8%	45.7%	4.3%	17.4%	28.3%
Sophisticated	44	44	11	7	8	1	5	5	3	4	4	18	5	10	7	17	22	4	7	13
	7.8%	8.1%	10.4%	8.6%	7.5%	1.2%	8.9%	16.7%	9.1%	8.9%	13.3%	9.3%	5.1%	7.7%	6.4%	9.7%	6.9%	6.3%	7.8%	8.6%
	100.0%	100.0%	25.0%	15.9%	18.2%	2.3%	11.4%	11.4%	6.8%	9.1%	9.1%	40.9%	11.4%	22.7%	15.9%	38.6%	50.0%	9.1%	15.9%	29.5%
Innovative	20	20	8	0	3	1	3	2	1	2	2	5	5	4	4	8	9	2	4	7
	3.5%	3.7%	7.5%	0.0%	2.8%	1.2%	5.4%	6.7%	3.0%	4.4%	6.7%	2.6%	5.1%	3.1%	3.7%	4.5%	2.8%	3.1%	4.4%	4.6%
	100.0%	100.0%	40.0%	0.0%	15.0%	5.0%	15.0%	10.0%	5.0%	10.0%	10.0%	25.0%	25.0%	20.0%	20.0%	40.0%	45.0%	10.0%	20.0%	35.0%
Trendy	57	57	17	6	11	7	7	5	3	1	3	26	13	8	7	21	30	5	12	15
	10.1%	10.5%	16.0%	7.4%	10.4%	8.1%	12.5%	16.7%	9.1%	2.2%	10.0%	13.5%	13.1%	6.2%	6.4%	11.9%	9.3%	7.8%	13.3%	9.9%
	100.0%	100.0%	29.8%	10.5%	19.3%	12.3%	12.3%	8.8%	5.3%	1.8%	5.3%	45.6%	22.8%	14.0%	12.3%	36.8%	52.6%	8.8%	21.1%	26.3%
Prestigious	68	67	17	13	15	3	7	5	3	4	4	23	13	14	14	30	32	5	11	24
	12.0%	12.3%	16.0%	16.0%	14.2%	3.5%	12.5%	16.7%	9.1%	8.9%	13.3%	11.9%	13.1%	10.8%	12.8%	17.0%	10.0%	7.8%	12.2%	15.9%
	100.0%	98.5%	25.0%	19.1%	22.1%	4.4%	10.3%	7.4%	4.4%	5.9%	5.9%	33.8%	19.1%	20.6%	20.6%	44.1%	47.1%	7.4%	16.2%	35.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	565 100.0% 100.0%	543 100.0% 96.1%	106 100.0% 18.8%	81 100.0% 14.3%	106 100.0% 18.8%	86 100.0% 15.2%	56 100.0% 9.9%	30 100.0% 5.3%	33 100.0% 5.8%	45 100.0% 8.0%	30 100.0% 5.3%	193 100.0% 34.2%	99 100.0% 17.5%	130 100.0% 23.0%	109 100.0% 19.3%	176 100.0% 31.2%	321 100.0% 56.8%	64 100.0% 11.3%	90 100.0% 15.9%	151 100.0% 26.7%
Sporty	32 5.7% 100.0%	31 5.7% 96.9%	11 10.4% 34.4%	4 4.9% 12.5%	6 5.7% 18.8%	1 1.2% 3.1%	4 7.1% 12.5%	1 3.3% 3.1%	3 9.1% 9.4%	1 2.2% 3.1%	3 10.0% 9.4%	13 6.7% 40.6%	6 6.1% 18.8%	7 5.4% 21.9%	3 2.8% 9.4%	15 8.5% 46.9%	14 4.4% 43.8%	2 3.1% 6.3%	4 4.4% 12.5%	6 4.0% 18.8%
Reliable	81 14.3% 100.0%	79 14.5% 97.5%	23 21.7% 28.4%	12 14.8% 14.8%	16 15.1% 19.8%	8 9.3% 9.9%	9 16.1% 11.1%	3 10.0% 3.7%	5 15.2% 6.2%	3 6.7% 3.7%	6 20.0% 7.4%	30 15.5% 37.0%	16 16.2% 19.8%	18 13.8% 22.2%	11 10.1% 13.6%	32 18.2% 39.5%	41 12.8% 50.6%	7 10.9% 8.6%	14 15.6% 17.3%	15 9.9% 18.5%
Recommended by magazine	60 10.6% 100.0%	60 11.0% 100.0%	23 21.7% 38.3%	9 11.1% 15.0%	10 9.4% 16.7%	5 5.8% 8.3%	6 10.7% 10.0%	2 6.7% 3.3%	3 9.1% 5.0%	2 4.4% 3.3%	6 20.0% 10.0%	22 11.4% 36.7%	12 12.1% 20.0%	12 9.2% 20.0%	8 7.3% 13.3%	24 13.6% 40.0%	29 9.0% 48.3%	6 9.4% 10.0%	12 13.3% 20.0%	11 7.3% 18.3%
Great taste	118 20.9% 100.0%	117 21.5% 99.2%	29 27.4% 24.6%	13 16.0% 11.0%	21 19.8% 17.8%	17 19.8% 14.4%	12 21.4% 10.2%	9 30.0% 7.6%	11 33.3% 9.3%	5 11.1% 4.2%	5 16.7% 4.2%	37 19.2% 31.4%	30 30.3% 25.4%	22 16.9% 18.6%	24 22.0% 20.3%	39 22.2% 33.1%	67 20.9% 56.8%	11 17.2% 9.3%	20 22.2% 16.9%	23 15.2% 19.5%
Good value	95 16.8% 100.0%	93 17.1% 97.9%	28 26.4% 29.5%	9 11.1% 9.5%	23 21.7% 24.2%	10 11.6% 10.5%	10 17.9% 10.5%	6 20.0% 6.3%	5 15.2% 5.3%	2 4.4% 2.1%	6 20.0% 6.3%	35 18.1% 36.8%	20 20.2% 21.1%	19 14.6% 20.0%	15 13.8% 15.8%	36 20.5% 37.9%	51 15.9% 53.7%	7 10.9% 7.4%	17 18.9% 17.9%	17 11.3% 17.9%
For social smokers	93 16.5% 100.0%	92 16.9% 98.9%	22 20.8% 23.7%	14 17.3% 15.1%	22 20.8% 23.7%	6 7.0% 6.5%	10 17.9% 10.8%	6 20.0% 6.5%	5 15.2% 5.4%	7 15.6% 7.5%	6 20.0% 6.5%	30 15.5% 32.3%	14 14.1% 15.1%	19 14.6% 20.4%	24 22.0% 25.8%	38 21.6% 40.9%	47 14.6% 50.5%	6 9.4% 6.5%	13 14.4% 14.0%	28 18.5% 30.1%
Good for everyday	75 13.3% 100.0%	74 13.6% 98.7%	20 18.9% 26.7%	14 17.3% 18.7%	13 12.3% 17.3%	10 11.6% 13.3%	6 10.7% 8.0%	6 20.0% 8.0%	2 6.1% 2.7%	3 6.7% 4.0%	4 13.3% 5.3%	25 13.0% 33.3%	20 20.2% 26.7%	16 12.3% 21.3%	10 9.2% 13.3%	26 14.8% 34.7%	43 13.4% 57.3%	5 7.8% 6.7%	15 16.7% 20.0%	13 8.6% 17.3%
Fresh	126 22.3% 100.0%	124 22.8% 98.4%	32 30.2% 25.4%	17 21.0% 13.5%	19 17.9% 15.1%	17 19.8% 13.5%	13 23.2% 10.3%	9 30.0% 7.1%	8 24.2% 6.3%	9 20.0% 7.1%	8 26.7% 6.3%	39 20.2% 31.0%	24 24.2% 19.0%	31 23.8% 24.6%	23 21.1% 18.3%	50 28.4% 39.7%	66 20.6% 52.4%	9 14.1% 7.1%	20 22.2% 15.9%	30 19.9% 23.8%
Good for relaxing	115 20.4% 100.0%	114 21.0% 99.1%	32 30.2% 27.8%	18 22.2% 15.7%	20 18.9% 17.4%	14 16.3% 12.2%	8 14.3% 7.0%	7 23.3% 6.1%	7 21.2% 6.1%	8 17.8% 7.0%	5 16.7% 4.3%	42 21.8% 36.5%	21 21.2% 18.3%	22 16.9% 19.1%	25 22.9% 21.7%	42 23.9% 36.5%	61 19.0% 53.0%	11 17.2% 9.6%	24 26.7% 20.9%	26 17.2% 22.6%
Easy to find/widely available	122 21.6% 100.0%	120 22.1% 98.4%	33 31.1% 27.0%	14 17.3% 11.5%	27 25.5% 22.1%	14 16.3% 11.5%	17 30.4% 13.9%	4 13.3% 3.3%	7 21.2% 5.7%	4 8.9% 3.3%	6 20.0% 4.9%	47 24.4% 38.5%	22 22.2% 18.0%	27 20.8% 22.1%	20 18.3% 16.4%	42 23.9% 34.4%	64 19.9% 52.5%	15 23.4% 12.3%	21 23.3% 17.2%	29 19.2% 23.8%
Full flavored	84 14.9% 100.0%	82 15.1% 97.6%	21 19.8% 25.0%	10 12.3% 11.9%	14 13.2% 16.7%	9 10.5% 10.7%	10 17.9% 11.9%	8 26.7% 9.5%	5 15.2% 6.0%	5 11.1% 6.0%	5 16.7% 6.0%	26 13.5% 31.0%	16 16.2% 19.0%	24 18.5% 28.6%	13 11.9% 15.5%	35 19.9% 41.7%	40 12.5% 47.6%	8 12.5% 9.5%	15 16.7% 17.9%	21 13.9% 25.0%
Medium taste	76 13.5% 100.0%	74 13.6% 97.4%	26 24.5% 34.2%	6 7.4% 7.9%	17 16.0% 22.4%	8 9.3% 10.5%	8 14.3% 10.5%	2 6.7% 2.6%	4 12.1% 5.3%	3 6.7% 3.9%	3 10.0% 3.9%	28 14.5% 36.8%	13 13.1% 17.1%	21 16.2% 27.6%	11 10.1% 14.5%	20 11.4% 26.3%	45 14.0% 59.2%	10 15.6% 13.2%	15 16.7% 19.7%	16 10.6% 21.1%
Good as a reward	61 10.8% 100.0%	61 11.2% 100.0%	10 9.4% 16.4%	12 14.8% 19.7%	10 9.4% 16.4%	7 8.1% 11.5%	10 17.9% 16.4%	4 13.3% 6.6%	4 12.1% 6.6%	4 8.9% 6.6%	5 16.7% 8.2%	21 10.9% 34.4%	14 14.1% 23.0%	14 10.8% 23.0%	7 6.4% 11.5%	22 12.5% 36.1%	33 10.3% 54.1%	5 7.8% 8.2%	6 6.7% 9.8%	17 11.3% 27.9%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	565	543	106	81	106	86	56	30	33	45	30	193	99	130	109	176	321	64	90	151
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.1%	18.8%	14.3%	18.8%	15.2%	9.9%	5.3%	5.8%	8.0%	5.3%	34.2%	17.5%	23.0%	19.3%	31.2%	56.8%	11.3%	15.9%	26.7%
Low price	51	50	19	8	11	2	4	1	3	2	4	21	9	12	5	14	27	9	15	3
	9.0%	9.2%	17.9%	9.9%	10.4%	2.3%	7.1%	3.3%	9.1%	4.4%	13.3%	10.9%	9.1%	9.2%	4.6%	8.0%	8.4%	14.1%	16.7%	2.0%
	100.0%	98.0%	37.3%	15.7%	21.6%	3.9%	7.8%	2.0%	5.9%	3.9%	7.8%	41.2%	17.6%	23.5%	9.8%	27.5%	52.9%	17.6%	29.4%	5.9%
Smooth taste	97	95	31	10	14	14	8	4	9	5	3	36	22	20	16	38	50	8	15	20
	17.2%	17.5%	29.2%	12.3%	13.2%	16.3%	14.3%	13.3%	27.3%	11.1%	10.0%	18.7%	22.2%	15.4%	14.7%	21.6%	15.6%	12.5%	16.7%	13.2%
	100.0%	97.9%	32.0%	10.3%	14.4%	14.4%	8.2%	4.1%	9.3%	5.2%	3.1%	37.1%	22.7%	20.6%	16.5%	39.2%	51.5%	8.2%	15.5%	20.6%
Good for special occasions	91	90	21	11	17	13	9	6	8	5	6	31	16	23	15	42	39	9	12	25
	16.1%	16.6%	19.8%	13.6%	16.0%	15.1%	16.1%	20.0%	24.2%	11.1%	20.0%	16.1%	16.2%	17.7%	13.8%	23.9%	12.1%	14.1%	13.3%	16.6%
	100.0%	98.9%	23.1%	12.1%	18.7%	14.3%	9.9%	6.6%	8.8%	5.5%	6.6%	34.1%	17.6%	25.3%	16.5%	46.2%	42.9%	9.9%	13.2%	27.5%
Recommended by friends	61	60	13	3	12	3	14	4	6	5	5	31	6	11	8	23	33	4	7	27
	10.8%	11.0%	12.3%	3.7%	11.3%	3.5%	25.0%	13.3%	18.2%	11.1%	16.7%	16.1%	6.1%	8.5%	7.3%	13.1%	10.3%	6.3%	7.8%	17.9%
	100.0%	98.4%	21.3%	4.9%	19.7%	4.9%	23.0%	6.6%	9.8%	8.2%	8.2%	50.8%	9.8%	18.0%	13.1%	37.7%	54.1%	6.6%	11.5%	44.3%
Good for a gift	96	95	25	17	13	13	11	6	5	5	5	32	17	22	20	39	50	6	22	28
	17.0%	17.5%	23.6%	21.0%	12.3%	15.1%	19.6%	20.0%	15.2%	11.1%	16.7%	16.6%	17.2%	16.9%	18.3%	22.2%	15.6%	9.4%	24.4%	18.5%
	100.0%	99.0%	26.0%	17.7%	13.5%	13.5%	11.5%	6.3%	5.2%	5.2%	5.2%	33.3%	17.7%	22.9%	20.8%	40.6%	52.1%	6.3%	22.9%	29.2%
Consistent quality	141	138	35	20	23	19	15	5	12	9	5	43	26	40	27	54	73	13	20	31
	25.0%	25.4%	33.0%	24.7%	21.7%	22.1%	26.8%	16.7%	36.4%	20.0%	16.7%	22.3%	26.3%	30.8%	24.8%	30.7%	22.7%	20.3%	22.2%	20.5%
	100.0%	97.9%	24.8%	14.2%	16.3%	13.5%	10.6%	3.5%	8.5%	6.4%	3.5%	30.5%	18.4%	28.4%	19.1%	38.3%	51.8%	9.2%	14.2%	22.0%
Masculine	73	73	21	12	14	7	8	3	6	2	3	25	12	21	12	23	38	11	12	17
	12.9%	13.4%	19.8%	14.8%	13.2%	8.1%	14.3%	10.0%	18.2%	4.4%	10.0%	13.0%	12.1%	16.2%	11.0%	13.1%	11.8%	17.2%	13.3%	11.3%
	100.0%	100.0%	28.8%	16.4%	19.2%	9.6%	11.0%	4.1%	8.2%	2.7%	4.1%	34.2%	16.4%	28.8%	16.4%	31.5%	52.1%	15.1%	16.4%	23.3%
Brand I trust	94	94	25	16	16	10	8	5	9	5	6	28	20	23	17	37	47	9	20	18
	16.6%	17.3%	23.6%	19.8%	15.1%	11.6%	14.3%	16.7%	27.3%	11.1%	20.0%	14.5%	20.2%	17.7%	15.6%	21.0%	14.6%	14.1%	22.2%	11.9%
	100.0%	100.0%	26.6%	17.0%	17.0%	10.6%	8.5%	5.3%	9.6%	5.3%	6.4%	29.8%	21.3%	24.5%	18.1%	39.4%	50.0%	9.6%	21.3%	19.1%
Well constructed	142	138	41	24	21	20	12	6	7	7	7	49	30	27	29	55	76	10	23	31
	25.1%	25.4%	38.7%	29.6%	19.8%	23.3%	21.4%	20.0%	21.2%	15.6%	23.3%	25.4%	30.3%	20.8%	26.6%	31.3%	23.7%	15.6%	25.6%	20.5%
	100.0%	97.2%	28.9%	16.9%	14.8%	14.1%	8.5%	4.2%	4.9%	4.9%	4.9%	34.5%	21.1%	19.0%	20.4%	38.7%	53.5%	7.0%	16.2%	21.8%
Strong taste	49	48	14	3	11	3	6	7	2	2	3	17	11	10	8	23	20	5	7	15
	8.7%	8.8%	13.2%	3.7%	10.4%	3.5%	10.7%	23.3%	6.1%	4.4%	10.0%	8.8%	11.1%	7.7%	7.3%	13.1%	6.2%	7.8%	7.8%	9.9%
	100.0%	98.0%	28.6%	6.1%	22.4%	6.1%	12.2%	14.3%	4.1%	4.1%	6.1%	34.7%	22.4%	20.4%	16.3%	46.9%	40.8%	10.2%	14.3%	30.6%
For serious smokers	95	91	26	16	19	11	5	4	5	5	6	30	14	24	21	40	46	8	17	22
	16.8%	16.8%	24.5%	19.8%	17.9%	12.8%	8.9%	13.3%	15.2%	11.1%	20.0%	15.5%	14.1%	18.5%	19.3%	22.7%	14.3%	12.5%	18.9%	14.6%
	100.0%	95.8%	27.4%	16.8%	20.0%	11.6%	5.3%	4.2%	5.3%	5.3%	6.3%	31.6%	14.7%	25.3%	22.1%	42.1%	48.4%	8.4%	17.9%	23.2%
Popular	115	114	34	14	22	11	14	2	7	10	8	42	18	20	27	35	70	9	21	32
	20.4%	21.0%	32.1%	17.3%	20.8%	12.8%	25.0%	6.7%	21.2%	22.2%	26.7%	21.8%	18.2%	15.4%	24.8%	19.9%	21.8%	14.1%	23.3%	21.2%
	100.0%	99.1%	29.6%	12.2%	19.1%	9.6%	12.2%	1.7%	6.1%	8.7%	7.0%	36.5%	15.7%	17.4%	23.5%	30.4%	60.9%	7.8%	18.3%	27.8%
Easy to smoke	120	117	33	18	18	15	11	6	10	6	7	41	21	26	25	44	63	12	21	27
	21.2%	21.5%	31.1%	22.2%	17.0%	17.4%	19.6%	20.0%	30.3%	13.3%	23.3%	21.2%	21.2%	20.0%	22.9%	25.0%	19.6%	18.8%	23.3%	17.9%
	100.0%	97.5%	27.5%	15.0%	15.0%	12.5%	9.2%	5.0%	8.3%	5.0%	5.8%	34.2%	17.5%	21.7%	20.8%	36.7%	52.5%	10.0%	17.5%	22.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	565 100.0% 100.0%	543 100.0% 96.1%	106 100.0% 18.8%	81 100.0% 14.3%	106 100.0% 18.8%	86 100.0% 15.2%	56 100.0% 9.9%	30 100.0% 5.3%	33 100.0% 5.8%	45 100.0% 8.0%	30 100.0% 5.3%	193 100.0% 34.2%	99 100.0% 17.5%	130 100.0% 23.0%	109 100.0% 19.3%	176 100.0% 31.2%	321 100.0% 56.8%	64 100.0% 11.3%	90 100.0% 15.9%	151 100.0% 26.7%
Easy draw	113 20.0% 100.0%	111 20.4% 98.2%	30 28.3% 26.5%	15 18.5% 13.3%	19 17.9% 16.8%	13 15.1% 11.5%	12 21.4% 10.6%	8 26.7% 7.1%	9 27.3% 8.0%	5 11.1% 4.4%	7 23.3% 6.2%	41 21.2% 36.3%	20 20.2% 17.7%	25 19.2% 22.1%	20 18.3% 17.7%	45 25.6% 39.8%	60 18.7% 53.1%	7 10.9% 6.2%	20 22.2% 17.7%	27 17.9% 23.9%
No answer	203 35.9% 100.0%	190 35.0% 93.6%	28 26.4% 13.8%	33 40.7% 16.3%	31 29.2% 15.3%	35 40.7% 17.2%	21 37.5% 10.3%	10 33.3% 4.9%	11 33.3% 5.4%	21 46.7% 10.3%	14 46.7% 6.9%	67 34.7% 33.0%	30 30.3% 14.8%	47 36.2% 23.2%	42 38.5% 20.7%	53 30.1% 26.1%	121 37.7% 59.6%	27 42.2% 13.3%	33 36.7% 16.3%	55 36.4% 27.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	358	346	83	61	82	54	24	18	11	13	12	121	61	77	83	93	198	65	82	56
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.6%	23.2%	17.0%	22.9%	15.1%	6.7%	5.0%	3.1%	3.6%	3.4%	33.8%	17.0%	21.5%	23.2%	26.0%	55.3%	18.2%	22.9%	15.6%
Fuente/Arturo Fuente																				
Casual	45	43	10	9	13	5	2	2	1	1	0	14	10	9	10	16	19	9	9	5
	12.6%	12.4%	12.0%	14.8%	15.9%	9.3%	8.3%	11.1%	9.1%	7.7%	0.0%	11.6%	16.4%	11.7%	12.0%	17.2%	9.6%	13.8%	11.0%	8.9%
	100.0%	95.6%	22.2%	20.0%	28.9%	11.1%	4.4%	4.4%	2.2%	2.2%	0.0%	31.1%	22.2%	20.0%	22.2%	35.6%	42.2%	20.0%	20.0%	11.1%
Individualistic	46	45	20	10	8	3	1	3	0	0	0	13	10	12	11	11	25	10	18	3
	12.8%	13.0%	24.1%	16.4%	9.8%	5.6%	4.2%	16.7%	0.0%	0.0%	0.0%	10.7%	16.4%	15.6%	13.3%	11.8%	12.6%	15.4%	22.0%	5.4%
	100.0%	97.8%	43.5%	21.7%	17.4%	6.5%	2.2%	6.5%	0.0%	0.0%	0.0%	28.3%	21.7%	26.1%	23.9%	23.9%	54.3%	21.7%	39.1%	6.5%
Mild taste	51	51	17	6	10	8	4	2	3	1	0	18	13	11	8	21	24	6	13	6
	14.2%	14.7%	20.5%	9.8%	12.2%	14.8%	16.7%	11.1%	27.3%	7.7%	0.0%	14.9%	21.3%	14.3%	9.6%	22.6%	12.1%	9.2%	15.9%	10.7%
	100.0%	100.0%	33.3%	11.8%	19.6%	15.7%	7.8%	3.9%	5.9%	2.0%	0.0%	35.3%	25.5%	21.6%	15.7%	41.2%	47.1%	11.8%	25.5%	11.8%
High quality	150	148	50	33	34	18	4	4	3	2	4	47	27	38	32	34	85	30	45	10
	41.9%	42.8%	60.2%	54.1%	41.5%	33.3%	16.7%	22.2%	27.3%	15.4%	33.3%	38.8%	44.3%	49.4%	38.6%	36.6%	42.9%	46.2%	54.9%	17.9%
	100.0%	98.7%	33.3%	22.0%	22.7%	12.0%	2.7%	2.7%	2.0%	1.3%	2.7%	31.3%	18.0%	25.3%	21.3%	22.7%	56.7%	20.0%	30.0%	6.7%
Smart choice	87	86	29	16	24	8	3	4	0	2	4	27	18	24	13	18	49	19	25	8
	24.3%	24.9%	34.9%	26.2%	29.3%	14.8%	12.5%	22.2%	0.0%	15.4%	33.3%	22.3%	29.5%	31.2%	15.7%	19.4%	24.7%	29.2%	30.5%	14.3%
	100.0%	98.9%	33.3%	18.4%	27.6%	9.2%	3.4%	4.6%	0.0%	2.3%	4.6%	31.0%	20.7%	27.6%	14.9%	20.7%	56.3%	21.8%	28.7%	9.2%
Refined taste	78	76	26	17	22	5	2	3	1	0	4	26	13	20	13	22	37	18	24	4
	21.8%	22.0%	31.3%	27.9%	26.8%	9.3%	8.3%	16.7%	9.1%	0.0%	33.3%	21.5%	21.3%	26.0%	15.7%	23.7%	18.7%	27.7%	29.3%	7.1%
	100.0%	97.4%	33.3%	21.8%	28.2%	6.4%	2.6%	3.8%	1.3%	0.0%	5.1%	33.3%	16.7%	25.6%	16.7%	28.2%	47.4%	23.1%	30.8%	5.1%
Recommended by tobacconists	107	106	40	18	25	12	5	2	2	2	4	36	19	29	18	24	60	22	35	9
	29.9%	30.6%	48.2%	29.5%	30.5%	22.2%	20.8%	11.1%	18.2%	15.4%	33.3%	29.8%	31.1%	37.7%	21.7%	25.8%	30.3%	33.8%	42.7%	16.1%
	100.0%	99.1%	37.4%	16.8%	23.4%	11.2%	4.7%	1.9%	1.9%	1.9%	3.7%	33.6%	17.8%	27.1%	16.8%	22.4%	56.1%	20.6%	32.7%	8.4%
Attractive packaging	51	49	21	8	11	3	1	5	0	0	2	17	8	13	10	7	33	11	19	2
	14.2%	14.2%	25.3%	13.1%	13.4%	5.6%	4.2%	27.8%	0.0%	0.0%	16.7%	14.0%	13.1%	16.9%	12.0%	7.5%	16.7%	16.9%	23.2%	3.6%
	100.0%	96.1%	41.2%	15.7%	21.6%	5.9%	2.0%	9.8%	0.0%	0.0%	3.9%	33.3%	15.7%	25.5%	19.6%	13.7%	64.7%	21.6%	37.3%	3.9%
Sophisticated	42	41	17	8	11	2	0	1	1	1	2	9	6	15	9	8	23	10	16	3
	11.7%	11.8%	20.5%	13.1%	13.4%	3.7%	0.0%	5.6%	9.1%	7.7%	16.7%	7.4%	9.8%	19.5%	10.8%	8.6%	11.6%	15.4%	19.5%	5.4%
	100.0%	97.6%	40.5%	19.0%	26.2%	4.8%	0.0%	2.4%	2.4%	2.4%	4.8%	21.4%	14.3%	35.7%	21.4%	19.0%	54.8%	23.8%	38.1%	7.1%
Innovative	30	30	18	3	5	0	1	2	1	0	1	11	7	6	5	8	13	9	15	0
	8.4%	8.7%	21.7%	4.9%	6.1%	0.0%	4.2%	11.1%	9.1%	0.0%	8.3%	9.1%	11.5%	7.8%	6.0%	8.6%	6.6%	13.8%	18.3%	0.0%
	100.0%	100.0%	60.0%	10.0%	16.7%	0.0%	3.3%	6.7%	3.3%	0.0%	3.3%	36.7%	23.3%	20.0%	16.7%	26.7%	43.3%	30.0%	50.0%	0.0%
Trendy	49	47	16	3	17	3	0	5	2	1	1	14	10	11	10	16	24	8	15	6
	13.7%	13.6%	19.3%	4.9%	20.7%	5.6%	0.0%	27.8%	18.2%	7.7%	8.3%	11.6%	16.4%	14.3%	12.0%	17.2%	12.1%	12.3%	18.3%	10.7%
	100.0%	95.9%	32.7%	6.1%	34.7%	6.1%	0.0%	10.2%	4.1%	2.0%	2.0%	28.6%	20.4%	22.4%	20.4%	32.7%	49.0%	16.3%	30.6%	12.2%
Prestigious	74	73	25	18	20	3	1	3	1	2	2	19	15	20	17	15	41	17	26	5
	20.7%	21.1%	30.1%	29.5%	24.4%	5.6%	4.2%	16.7%	9.1%	15.4%	16.7%	15.7%	24.6%	26.0%	20.5%	16.1%	20.7%	26.2%	31.7%	8.9%
	100.0%	98.6%	33.8%	24.3%	27.0%	4.1%	1.4%	4.1%	1.4%	2.7%	2.7%	25.7%	20.3%	27.0%	23.0%	20.3%	55.4%	23.0%	35.1%	6.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	358 100.0% 100.0%	346 100.0% 96.6%	83 100.0% 23.2%	61 100.0% 17.0%	82 100.0% 22.9%	54 100.0% 15.1%	24 100.0% 6.7%	18 100.0% 5.0%	11 100.0% 3.1%	13 100.0% 3.6%	12 100.0% 3.4%	121 100.0% 33.8%	61 100.0% 17.0%	77 100.0% 21.5%	83 100.0% 23.2%	93 100.0% 26.0%	198 100.0% 55.3%	65 100.0% 18.2%	82 100.0% 22.9%	56 100.0% 15.6%
Sporty	23 6.4% 100.0%	23 6.6% 100.0%	10 12.0% 43.5%	4 6.6% 17.4%	6 7.3% 26.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.6% 4.3%	2 18.2% 8.7%	0 0.0% 0.0%	1 8.3% 4.3%	5 4.1% 21.7%	5 8.2% 21.7%	8 10.4% 34.8%	4 4.8% 17.4%	8 8.6% 34.8%	9 4.5% 39.1%	6 9.2% 26.1%	8 9.8% 34.8%	2 3.6% 8.7%
Reliable	86 24.0% 100.0%	85 24.6% 98.8%	32 38.6% 37.2%	16 26.2% 18.6%	19 23.2% 22.1%	11 20.4% 12.8%	2 8.3% 2.3%	4 22.2% 4.7%	0 0.0% 0.0%	1 7.7% 1.2%	3 25.0% 3.5%	24 19.8% 27.9%	17 27.9% 19.8%	24 31.2% 27.9%	17 20.5% 19.8%	16 17.2% 18.6%	51 25.8% 59.3%	18 27.7% 20.9%	26 31.7% 30.2%	6 10.7% 7.0%
Recommended by magazine	59 16.5% 100.0%	57 16.5% 96.6%	28 33.7% 47.5%	10 16.4% 16.9%	12 14.6% 20.3%	4 7.4% 6.8%	2 8.3% 3.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 1.7%	3 25.0% 5.1%	19 15.7% 32.2%	11 18.0% 18.6%	15 19.5% 25.4%	9 10.8% 15.3%	8 8.6% 13.6%	40 20.2% 67.8%	10 15.4% 16.9%	24 29.3% 40.7%	3 5.4% 5.1%
Great taste	129 36.0% 100.0%	128 37.0% 99.2%	49 59.0% 38.0%	24 39.3% 18.6%	31 37.8% 24.0%	14 25.9% 10.9%	3 12.5% 2.3%	2 11.1% 1.6%	3 27.3% 2.3%	2 15.4% 1.6%	5 41.7% 3.9%	42 34.7% 32.6%	27 44.3% 20.9%	29 37.7% 22.5%	24 28.9% 18.6%	25 26.9% 19.4%	73 36.9% 56.6%	30 46.2% 23.3%	40 48.8% 31.0%	12 21.4% 9.3%
Good value	69 19.3% 100.0%	68 19.7% 98.6%	23 27.7% 33.3%	13 21.3% 18.8%	17 20.7% 24.6%	7 13.0% 10.1%	3 12.5% 4.3%	3 16.7% 4.3%	1 9.1% 1.4%	1 7.7% 1.4%	1 8.3% 1.4%	22 18.2% 31.9%	18 29.5% 26.1%	14 18.2% 20.3%	13 15.7% 18.8%	16 17.2% 23.2%	40 20.2% 58.0%	12 18.5% 17.4%	19 23.2% 27.5%	6 10.7% 8.7%
For social smokers	56 15.6% 100.0%	54 15.6% 96.4%	20 24.1% 35.7%	9 14.8% 16.1%	16 19.5% 28.6%	3 5.6% 5.4%	2 8.3% 3.6%	1 5.6% 1.8%	2 18.2% 3.6%	1 7.7% 1.8%	1 8.3% 1.8%	14 11.6% 25.0%	14 23.0% 25.0%	12 15.6% 21.4%	13 15.7% 23.2%	16 17.2% 28.6%	28 14.1% 50.0%	11 16.9% 19.6%	10 12.2% 17.9%	6 10.7% 10.7%
Good for everyday	57 15.9% 100.0%	56 16.2% 98.2%	24 28.9% 42.1%	8 13.1% 14.0%	12 14.6% 21.1%	7 13.0% 12.3%	2 8.3% 3.5%	2 11.1% 3.5%	0 0.0% 0.0%	1 7.7% 1.8%	2 16.7% 3.5%	16 13.2% 28.1%	15 24.6% 26.3%	14 18.2% 24.6%	9 10.8% 15.8%	10 10.8% 17.5%	38 19.2% 66.7%	8 12.3% 14.0%	17 20.7% 29.8%	3 5.4% 5.3%
Fresh	107 29.9% 100.0%	105 30.3% 98.1%	38 45.8% 35.5%	18 29.5% 16.8%	31 37.8% 29.0%	10 18.5% 9.3%	2 8.3% 1.9%	3 16.7% 2.8%	2 18.2% 1.9%	1 7.7% 0.9%	3 25.0% 2.8%	38 31.4% 35.5%	22 36.1% 20.6%	25 32.5% 23.4%	18 21.7% 16.8%	26 28.0% 24.3%	63 31.8% 58.9%	17 26.2% 15.9%	29 35.4% 27.1%	8 14.3% 7.5%
Good for relaxing	112 31.3% 100.0%	111 32.1% 99.1%	47 56.6% 42.0%	16 26.2% 14.3%	27 32.9% 24.1%	11 20.4% 9.8%	2 8.3% 1.8%	4 22.2% 3.6%	2 18.2% 1.8%	2 15.4% 1.8%	3 25.0% 2.7%	36 29.8% 32.1%	21 34.4% 18.8%	28 36.4% 25.0%	23 27.7% 20.5%	25 26.9% 22.3%	59 29.8% 52.7%	27 41.5% 24.1%	34 41.5% 30.4%	10 17.9% 8.9%
Easy to find/widely available	84 23.5% 100.0%	83 24.0% 98.8%	28 33.7% 33.3%	14 23.0% 16.7%	23 28.0% 27.4%	9 16.7% 10.7%	3 12.5% 3.6%	4 22.2% 4.8%	1 9.1% 1.2%	1 7.7% 1.2%	3 25.0% 3.6%	28 23.1% 33.3%	16 26.2% 19.0%	18 23.4% 21.4%	17 20.5% 20.2%	13 14.0% 15.5%	53 26.8% 63.1%	17 26.2% 20.2%	22 26.8% 26.2%	9 16.1% 10.7%
Full flavored	91 25.4% 100.0%	90 26.0% 98.9%	37 44.6% 40.7%	13 21.3% 14.3%	21 25.6% 23.1%	13 24.1% 14.3%	2 8.3% 2.2%	3 16.7% 3.3%	1 9.1% 1.1%	0 0.0% 0.0%	1 8.3% 1.1%	27 22.3% 29.7%	18 29.5% 19.8%	25 32.5% 27.5%	18 21.7% 19.8%	14 15.1% 15.4%	49 24.7% 53.8%	27 41.5% 29.7%	30 36.6% 33.0%	6 10.7% 6.6%
Medium taste	61 17.0% 100.0%	60 17.3% 98.4%	25 30.1% 41.0%	8 13.1% 13.1%	18 22.0% 29.5%	5 9.3% 8.2%	2 8.3% 3.3%	1 5.6% 1.6%	0 0.0% 0.0%	1 7.7% 1.6%	1 8.3% 1.6%	18 14.9% 29.5%	16 26.2% 26.2%	14 18.2% 23.0%	11 13.3% 18.0%	10 10.8% 16.4%	36 18.2% 59.0%	15 23.1% 24.6%	21 25.6% 34.4%	4 7.1% 6.6%
Good as a reward	65 18.2% 100.0%	65 18.8% 100.0%	24 28.9% 36.9%	12 19.7% 18.5%	18 22.0% 27.7%	7 13.0% 10.8%	1 4.2% 1.5%	1 5.6% 1.5%	2 18.2% 3.1%	0 0.0% 0.0%	3 25.0% 4.6%	20 16.5% 30.8%	12 19.7% 18.5%	20 26.0% 30.8%	10 12.0% 15.4%	15 16.1% 23.1%	40 20.2% 61.5%	10 15.4% 15.4%	16 19.5% 24.6%	6 10.7% 9.2%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	358 100.0% 100.0%	346 100.0% 96.6%	83 100.0% 23.2%	61 100.0% 17.0%	82 100.0% 22.9%	54 100.0% 15.1%	24 100.0% 6.7%	18 100.0% 5.0%	11 100.0% 3.1%	13 100.0% 3.6%	12 100.0% 3.4%	121 100.0% 33.8%	61 100.0% 17.0%	77 100.0% 21.5%	83 100.0% 23.2%	93 100.0% 26.0%	198 100.0% 55.3%	65 100.0% 18.2%	82 100.0% 22.9%	56 100.0% 15.6%
Low price	20 5.6% 100.0%	19 5.5% 95.0%	11 13.3% 55.0%	1 1.6% 5.0%	2 2.4% 10.0%	1 1.9% 5.0%	1 4.2% 5.0%	2 11.1% 10.0%	1 9.1% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	6 5.0% 30.0%	5 8.2% 25.0%	5 6.5% 25.0%	4 4.8% 20.0%	5 5.4% 25.0%	12 6.1% 60.0%	3 4.6% 15.0%	7 8.5% 35.0%	1 1.8% 5.0%
Smooth taste	103 28.8% 100.0%	103 29.8% 100.0%	45 54.2% 43.7%	12 19.7% 11.7%	26 31.7% 25.2%	10 18.5% 9.7%	3 12.5% 2.9%	4 22.2% 3.9%	2 18.2% 1.9%	1 7.7% 1.0%	1 8.3% 1.0%	38 31.4% 36.9%	22 36.1% 21.4%	24 31.2% 23.3%	17 20.5% 16.5%	25 26.9% 24.3%	57 28.8% 55.3%	21 32.3% 20.4%	29 35.4% 28.2%	12 21.4% 11.7%
Good for special occasions	96 26.8% 100.0%	96 27.7% 100.0%	35 42.2% 36.5%	18 29.5% 18.8%	24 29.3% 25.0%	14 25.9% 14.6%	2 8.3% 2.1%	1 5.6% 1.0%	2 18.2% 2.1%	0 0.0% 0.0%	3 25.0% 3.1%	36 29.8% 37.5%	17 27.9% 17.7%	26 33.8% 27.1%	13 15.7% 13.5%	24 25.8% 25.0%	53 26.8% 55.2%	19 29.2% 19.8%	29 35.4% 30.2%	9 16.1% 9.4%
Recommended by friends	70 19.6% 100.0%	68 19.7% 97.1%	25 30.1% 35.7%	11 18.0% 15.7%	20 24.4% 28.6%	7 13.0% 10.0%	2 8.3% 2.9%	1 5.6% 1.4%	2 18.2% 2.9%	0 0.0% 0.0%	1 8.3% 1.4%	30 24.8% 42.9%	13 21.3% 18.6%	15 19.5% 21.4%	10 12.0% 14.3%	18 19.4% 25.7%	39 19.7% 55.7%	12 18.5% 17.1%	20 24.4% 28.6%	7 12.5% 10.0%
Good for a gift	99 27.7% 100.0%	96 27.7% 97.0%	36 43.4% 36.4%	15 24.6% 15.2%	32 39.0% 32.3%	8 14.8% 8.1%	1 4.2% 1.0%	3 16.7% 3.0%	1 9.1% 1.0%	0 0.0% 0.0%	2 16.7% 2.0%	32 26.4% 32.3%	22 36.1% 22.2%	25 32.5% 25.3%	16 19.3% 16.2%	22 23.7% 22.2%	56 28.3% 56.6%	20 30.8% 20.2%	33 40.2% 33.3%	9 16.1% 9.1%
Consistent quality	145 40.5% 100.0%	143 41.3% 98.6%	48 57.8% 33.1%	29 47.5% 20.0%	37 45.1% 25.5%	15 27.8% 10.3%	4 16.7% 2.8%	6 33.3% 4.1%	2 18.2% 1.4%	2 15.4% 1.4%	2 16.7% 1.4%	46 38.0% 31.7%	31 50.8% 21.4%	38 49.4% 26.2%	26 31.3% 17.9%	31 33.3% 21.4%	83 41.9% 57.2%	30 46.2% 20.7%	44 53.7% 30.3%	14 25.0% 9.7%
Masculine	62 17.3% 100.0%	60 17.3% 96.8%	22 26.5% 35.5%	12 19.7% 19.4%	17 20.7% 27.4%	6 11.1% 9.7%	0 0.0% 0.0%	2 11.1% 3.2%	1 9.1% 1.6%	0 0.0% 0.0%	2 16.7% 3.2%	14 11.6% 22.6%	10 16.4% 16.1%	19 24.7% 30.6%	16 19.3% 25.8%	10 10.8% 16.1%	33 16.7% 53.2%	18 27.7% 29.0%	21 25.6% 33.9%	5 8.9% 8.1%
Brand I trust	124 34.6% 100.0%	122 35.3% 98.4%	40 48.2% 32.3%	27 44.3% 21.8%	33 40.2% 26.6%	12 22.2% 9.7%	3 12.5% 2.4%	3 16.7% 2.4%	4 36.4% 3.2%	0 0.0% 0.0%	2 16.7% 1.6%	47 38.8% 37.9%	23 37.7% 18.5%	32 41.6% 25.8%	18 21.7% 14.5%	26 28.0% 21.0%	66 33.3% 53.2%	31 47.7% 25.0%	43 52.4% 34.7%	12 21.4% 9.7%
Well constructed	142 39.7% 100.0%	139 40.2% 97.9%	47 56.6% 33.1%	29 47.5% 20.4%	38 46.3% 26.8%	15 27.8% 10.6%	4 16.7% 2.8%	4 22.2% 2.8%	2 18.2% 1.4%	0 0.0% 0.0%	4 33.3% 2.8%	47 38.8% 33.1%	31 50.8% 21.8%	31 40.3% 21.8%	28 33.7% 19.7%	26 28.0% 18.3%	87 43.9% 61.3%	29 44.6% 20.4%	41 50.0% 28.9%	14 25.0% 9.9%
Strong taste	47 13.1% 100.0%	45 13.0% 95.7%	20 24.1% 42.6%	4 6.6% 8.5%	11 13.4% 23.4%	4 7.4% 8.5%	1 4.2% 2.1%	1 5.6% 2.1%	3 27.3% 6.4%	1 7.7% 2.1%	0 0.0% 0.0%	16 13.2% 34.0%	8 13.1% 17.0%	12 15.6% 25.5%	10 12.0% 21.3%	10 10.8% 21.3%	16 8.1% 34.0%	20 30.8% 42.6%	15 18.3% 31.9%	4 7.1% 8.5%
For serious smokers	98 27.4% 100.0%	94 27.2% 95.9%	37 44.6% 37.8%	18 29.5% 18.4%	25 30.5% 25.5%	8 14.8% 8.2%	2 8.3% 2.0%	3 16.7% 3.1%	1 9.1% 1.0%	0 0.0% 0.0%	3 25.0% 3.1%	34 28.1% 34.7%	19 31.1% 19.4%	18 23.4% 18.4%	22 26.5% 22.4%	23 24.7% 23.5%	51 25.8% 52.0%	23 35.4% 23.5%	28 34.1% 28.6%	14 25.0% 14.3%
Popular	102 28.5% 100.0%	100 28.9% 98.0%	35 42.2% 34.3%	21 34.4% 20.6%	26 31.7% 25.5%	12 22.2% 11.8%	1 4.2% 1.0%	2 11.1% 2.0%	1 9.1% 1.0%	2 15.4% 2.0%	3 25.0% 2.9%	30 24.8% 29.4%	23 37.7% 22.5%	19 24.7% 18.6%	25 30.1% 24.5%	18 19.4% 17.6%	63 31.8% 61.8%	20 30.8% 19.6%	31 37.8% 30.4%	11 19.6% 10.8%
Easy to smoke	111 31.0% 100.0%	110 31.8% 99.1%	42 50.6% 37.8%	23 37.7% 20.7%	24 29.3% 21.6%	10 18.5% 9.0%	3 12.5% 2.7%	4 22.2% 3.6%	2 18.2% 1.8%	2 15.4% 1.8%	2 16.7% 1.8%	39 32.2% 35.1%	16 26.2% 14.4%	28 36.4% 25.2%	24 28.9% 21.6%	25 26.9% 22.5%	60 30.3% 54.1%	25 38.5% 22.5%	34 41.5% 30.6%	9 16.1% 8.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	358 100.0% 100.0%	346 100.0% 96.6%	83 100.0% 23.2%	61 100.0% 17.0%	82 100.0% 22.9%	54 100.0% 15.1%	24 100.0% 6.7%	18 100.0% 5.0%	11 100.0% 3.1%	13 100.0% 3.6%	12 100.0% 3.4%	121 100.0% 33.8%	61 100.0% 17.0%	77 100.0% 21.5%	83 100.0% 23.2%	93 100.0% 26.0%	198 100.0% 55.3%	65 100.0% 18.2%	82 100.0% 22.9%	56 100.0% 15.6%
Easy draw	110 30.7% 100.0%	108 31.2% 98.2%	40 48.2% 36.4%	25 41.0% 22.7%	21 25.6% 19.1%	11 20.4% 10.0%	4 16.7% 3.6%	4 22.2% 3.6%	1 9.1% 0.9%	2 15.4% 1.8%	3 25.0% 2.7%	42 34.7% 38.2%	18 29.5% 16.4%	23 29.9% 20.9%	22 26.5% 20.0%	25 26.9% 22.7%	68 34.3% 61.8%	16 24.6% 14.5%	34 41.5% 30.9%	11 19.6% 10.0%
No answer	100 27.9% 100.0%	95 27.5% 95.0%	12 14.5% 12.0%	14 23.0% 14.0%	20 24.4% 20.0%	17 31.5% 17.0%	14 58.3% 14.0%	8 44.4% 8.0%	3 27.3% 3.0%	7 53.8% 7.0%	5 41.7% 5.0%	34 28.1% 34.0%	11 18.0% 11.0%	22 28.6% 22.0%	27 32.5% 27.0%	32 34.4% 32.0%	56 28.3% 56.0%	11 16.9% 11.0%	20 24.4% 20.0%	22 39.3% 22.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	375	365	83	76	79	53	26	19	16	13	13	125	65	80	88	104	213	55	87	61
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.3%	22.1%	20.3%	21.1%	14.1%	6.9%	5.1%	4.3%	3.5%	3.5%	33.3%	17.3%	21.3%	23.5%	27.7%	56.8%	14.7%	23.2%	16.3%
H. Upmann																				
Casual	42	41	11	8	14	6	0	0	1	1	1	14	5	11	10	11	25	5	10	6
	11.2%	11.2%	13.3%	10.5%	17.7%	11.3%	0.0%	0.0%	6.3%	7.7%	7.7%	11.2%	7.7%	13.8%	11.4%	10.6%	11.7%	9.1%	11.5%	9.8%
	100.0%	97.6%	26.2%	19.0%	33.3%	14.3%	0.0%	0.0%	2.4%	2.4%	2.4%	33.3%	11.9%	26.2%	23.8%	26.2%	59.5%	11.9%	23.8%	14.3%
Individualistic	38	38	12	9	9	6	1	0	1	0	0	12	6	11	9	8	25	5	9	3
	10.1%	10.4%	14.5%	11.8%	11.4%	11.3%	3.8%	0.0%	6.3%	0.0%	0.0%	9.6%	9.2%	13.8%	10.2%	7.7%	11.7%	9.1%	10.3%	4.9%
	100.0%	100.0%	31.6%	23.7%	23.7%	15.8%	2.6%	0.0%	2.6%	0.0%	0.0%	31.6%	15.8%	28.9%	23.7%	21.1%	65.8%	13.2%	23.7%	7.9%
Mild taste	54	54	11	13	13	10	2	3	2	0	0	16	12	16	9	20	27	7	13	6
	14.4%	14.8%	13.3%	17.1%	16.5%	18.9%	7.7%	15.8%	12.5%	0.0%	0.0%	12.8%	18.5%	20.0%	10.2%	19.2%	12.7%	12.7%	14.9%	9.8%
	100.0%	100.0%	20.4%	24.1%	24.1%	18.5%	3.7%	5.6%	3.7%	0.0%	0.0%	29.6%	22.2%	29.6%	16.7%	37.0%	50.0%	13.0%	24.1%	11.1%
High quality	120	118	31	29	24	19	5	5	4	1	3	34	21	25	34	32	69	18	34	12
	32.0%	32.3%	37.3%	38.2%	30.4%	35.8%	19.2%	26.3%	25.0%	7.7%	23.1%	27.2%	32.3%	31.3%	38.6%	30.8%	32.4%	32.7%	39.1%	19.7%
	100.0%	98.3%	25.8%	24.2%	20.0%	15.8%	4.2%	4.2%	3.3%	0.8%	2.5%	28.3%	17.5%	20.8%	28.3%	26.7%	57.5%	15.0%	28.3%	10.0%
Smart choice	55	55	15	13	13	8	1	2	3	0	0	16	12	15	11	13	32	9	15	3
	14.7%	15.1%	18.1%	17.1%	16.5%	15.1%	3.8%	10.5%	18.8%	0.0%	0.0%	12.8%	18.5%	18.8%	12.5%	12.5%	15.0%	16.4%	17.2%	4.9%
	100.0%	100.0%	27.3%	23.6%	23.6%	14.5%	1.8%	3.6%	5.5%	0.0%	0.0%	29.1%	21.8%	27.3%	20.0%	23.6%	58.2%	16.4%	27.3%	5.5%
Refined taste	56	56	16	14	14	7	2	1	2	0	2	13	12	15	14	16	30	10	13	4
	14.9%	15.3%	19.3%	18.4%	17.7%	13.2%	7.7%	5.3%	12.5%	0.0%	15.4%	10.4%	18.5%	18.8%	15.9%	15.4%	14.1%	18.2%	14.9%	6.6%
	100.0%	100.0%	28.6%	25.0%	25.0%	12.5%	3.6%	1.8%	3.6%	0.0%	3.6%	23.2%	21.4%	26.8%	25.0%	28.6%	53.6%	17.9%	23.2%	7.1%
Recommended by tobacconists	77	76	25	12	22	10	4	2	1	0	2	24	17	17	17	17	46	14	22	5
	20.5%	20.8%	30.1%	15.8%	27.8%	18.9%	15.4%	10.5%	6.3%	0.0%	15.4%	19.2%	26.2%	21.3%	19.3%	16.3%	21.6%	25.5%	25.3%	8.2%
	100.0%	98.7%	32.5%	15.6%	28.6%	13.0%	5.2%	2.6%	1.3%	0.0%	2.6%	31.2%	22.1%	22.1%	22.1%	22.1%	59.7%	18.2%	28.6%	6.5%
Attractive packaging	40	40	14	12	6	3	0	3	2	0	2	10	9	9	10	13	21	6	13	2
	10.7%	11.0%	16.9%	15.8%	7.6%	5.7%	0.0%	15.8%	12.5%	0.0%	15.4%	8.0%	13.8%	11.3%	11.4%	12.5%	9.9%	10.9%	14.9%	3.3%
	100.0%	100.0%	35.0%	30.0%	15.0%	7.5%	0.0%	7.5%	5.0%	0.0%	5.0%	25.0%	22.5%	22.5%	25.0%	32.5%	52.5%	15.0%	32.5%	5.0%
Sophisticated	40	40	12	10	7	4	3	2	2	0	1	9	10	14	6	11	20	9	15	6
	10.7%	11.0%	14.5%	13.2%	8.9%	7.5%	11.5%	10.5%	12.5%	0.0%	7.7%	7.2%	15.4%	17.5%	6.8%	10.6%	9.4%	16.4%	17.2%	9.8%
	100.0%	100.0%	30.0%	25.0%	17.5%	10.0%	7.5%	5.0%	5.0%	0.0%	2.5%	22.5%	25.0%	35.0%	15.0%	27.5%	50.0%	22.5%	37.5%	15.0%
Innovative	16	15	6	4	1	2	0	1	0	1	1	4	3	4	3	5	7	4	7	1
	4.3%	4.1%	7.2%	5.3%	1.3%	3.8%	0.0%	5.3%	0.0%	7.7%	7.7%	3.2%	4.6%	5.0%	3.4%	4.8%	3.3%	7.3%	8.0%	1.6%
	100.0%	93.8%	37.5%	25.0%	6.3%	12.5%	0.0%	6.3%	0.0%	6.3%	6.3%	25.0%	18.8%	25.0%	18.8%	31.3%	43.8%	25.0%	43.8%	6.3%
Trendy	36	36	15	7	6	3	0	3	2	0	1	11	8	6	9	6	24	6	9	7
	9.6%	9.9%	18.1%	9.2%	7.6%	5.7%	0.0%	15.8%	12.5%	0.0%	7.7%	8.8%	12.3%	7.5%	10.2%	5.8%	11.3%	10.9%	10.3%	11.5%
	100.0%	100.0%	41.7%	19.4%	16.7%	8.3%	0.0%	8.3%	5.6%	0.0%	2.8%	30.6%	22.2%	16.7%	25.0%	16.7%	66.7%	16.7%	25.0%	19.4%
Prestigious	64	63	20	17	11	5	4	2	2	2	1	14	14	14	21	15	40	9	20	8
	17.1%	17.3%	24.1%	22.4%	13.9%	9.4%	15.4%	10.5%	12.5%	15.4%	7.7%	11.2%	21.5%	17.5%	23.9%	14.4%	18.8%	16.4%	23.0%	13.1%
	100.0%	98.4%	31.3%	26.6%	17.2%	7.8%	6.3%	3.1%	3.1%	3.1%	1.6%	21.9%	21.9%	21.9%	32.8%	23.4%	62.5%	14.1%	31.3%	12.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	375 100.0% 100.0%	365 100.0% 97.3%	83 100.0% 22.1%	76 100.0% 20.3%	79 100.0% 21.1%	53 100.0% 14.1%	26 100.0% 6.9%	19 100.0% 5.1%	16 100.0% 4.3%	13 100.0% 3.5%	13 100.0% 3.5%	125 100.0% 33.3%	65 100.0% 17.3%	80 100.0% 21.3%	88 100.0% 23.5%	104 100.0% 27.7%	213 100.0% 56.8%	55 100.0% 14.7%	87 100.0% 23.2%	61 100.0% 16.3%
Sporty	21 5.6% 100.0%	21 5.8% 100.0%	10 12.0% 47.6%	1 1.3% 4.8%	7 8.9% 33.3%	3 5.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 4.8%	10 8.0% 47.6%	3 4.6% 14.3%	3 3.8% 14.3%	4 4.5% 19.0%	4 3.8% 19.0%	14 6.6% 66.7%	3 5.5% 14.3%	6 6.9% 28.6%	4 6.6% 19.0%
Reliable	75 20.0% 100.0%	75 20.5% 100.0%	23 27.7% 30.7%	13 17.1% 17.3%	22 27.8% 29.3%	12 22.6% 16.0%	1 3.8% 1.3%	1 5.3% 1.3%	3 18.8% 4.0%	0 0.0% 0.0%	3 23.1% 4.0%	19 15.2% 25.3%	16 24.6% 21.3%	19 23.8% 25.3%	18 20.5% 24.0%	19 18.3% 25.3%	46 21.6% 61.3%	10 18.2% 13.3%	19 21.8% 25.3%	9 14.8% 12.0%
Recommended by magazine	47 12.5% 100.0%	46 12.6% 97.9%	21 25.3% 44.7%	6 7.9% 12.8%	11 13.9% 23.4%	5 9.4% 10.6%	2 7.7% 4.3%	1 5.3% 2.1%	0 0.0% 0.0%	0 0.0% 0.0%	3 23.1% 6.4%	16 12.8% 34.0%	12 18.5% 25.5%	10 12.5% 21.3%	5 5.7% 10.6%	10 9.6% 21.3%	30 14.1% 63.8%	7 12.7% 14.9%	15 17.2% 31.9%	4 6.6% 8.5%
Great taste	101 26.9% 100.0%	100 27.4% 99.0%	32 38.6% 31.7%	21 27.6% 20.8%	26 32.9% 25.7%	16 30.2% 15.8%	1 3.8% 1.0%	3 15.8% 3.0%	1 6.3% 1.0%	0 0.0% 0.0%	2 15.4% 2.0%	23 18.4% 22.8%	22 33.8% 21.8%	23 28.8% 22.8%	30 34.1% 29.7%	22 21.2% 21.8%	63 29.6% 62.4%	16 29.1% 15.8%	29 33.3% 28.7%	6 9.8% 5.9%
Good value	64 17.1% 100.0%	64 17.5% 100.0%	19 22.9% 29.7%	13 17.1% 20.3%	15 19.0% 23.4%	10 18.9% 15.6%	1 3.8% 1.6%	3 15.8% 4.7%	3 18.8% 4.7%	0 0.0% 0.0%	1 7.7% 1.6%	19 15.2% 29.7%	18 27.7% 28.1%	12 15.0% 18.8%	14 15.9% 21.9%	14 13.5% 21.9%	39 18.3% 60.9%	11 20.0% 17.2%	18 20.7% 28.1%	4 6.6% 6.3%
For social smokers	53 14.1% 100.0%	53 14.5% 100.0%	16 19.3% 30.2%	11 14.5% 20.8%	15 19.0% 28.3%	4 7.5% 7.5%	1 3.8% 1.9%	3 15.8% 5.7%	3 18.8% 5.7%	0 0.0% 0.0%	2 15.4% 3.8%	12 9.6% 22.6%	13 20.0% 24.5%	11 13.8% 20.8%	15 17.0% 28.3%	15 14.4% 28.3%	30 14.1% 56.6%	8 14.5% 15.1%	16 18.4% 30.2%	3 4.9% 5.7%
Good for everyday	55 14.7% 100.0%	55 15.1% 100.0%	19 22.9% 34.5%	8 10.5% 14.5%	16 20.3% 29.1%	10 18.9% 18.2%	1 3.8% 1.8%	1 5.3% 1.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 1.8%	19 15.2% 34.5%	12 18.5% 21.8%	9 11.3% 16.4%	14 15.9% 25.5%	14 13.5% 25.5%	31 14.6% 56.4%	10 18.2% 18.2%	18 20.7% 32.7%	3 4.9% 5.5%
Fresh	97 25.9% 100.0%	97 26.6% 100.0%	33 39.8% 34.0%	15 19.7% 15.5%	28 35.4% 28.9%	13 24.5% 13.4%	4 15.4% 4.1%	2 10.5% 2.1%	2 12.5% 2.1%	0 0.0% 0.0%	4 30.8% 4.1%	26 20.8% 26.8%	24 36.9% 24.7%	17 21.3% 17.5%	26 29.5% 26.8%	30 28.8% 30.9%	55 25.8% 56.7%	12 21.8% 12.4%	22 25.3% 22.7%	5 8.2% 5.2%
Good for relaxing	93 24.8% 100.0%	93 25.5% 100.0%	29 34.9% 31.2%	20 26.3% 21.5%	26 32.9% 28.0%	12 22.6% 12.9%	1 3.8% 1.1%	3 15.8% 3.2%	1 6.3% 1.1%	1 7.7% 1.1%	3 23.1% 3.2%	25 20.0% 26.9%	21 32.3% 22.6%	19 23.8% 20.4%	25 28.4% 26.9%	20 19.2% 21.5%	58 27.2% 62.4%	15 27.3% 16.1%	29 33.3% 31.2%	5 8.2% 5.4%
Easy to find/widely available	101 26.9% 100.0%	101 27.7% 100.0%	31 37.3% 30.7%	20 26.3% 19.8%	26 32.9% 25.7%	15 28.3% 14.9%	3 11.5% 3.0%	2 10.5% 2.0%	3 18.8% 3.0%	1 7.7% 1.0%	4 30.8% 4.0%	30 24.0% 29.7%	21 32.3% 20.8%	22 27.5% 21.8%	23 26.1% 22.8%	25 24.0% 24.8%	58 27.2% 57.4%	18 32.7% 17.8%	33 37.9% 32.7%	9 14.8% 8.9%
Full flavored	60 16.0% 100.0%	60 16.4% 100.0%	19 22.9% 31.7%	11 14.5% 18.3%	11 13.9% 18.3%	12 22.6% 20.0%	5 19.2% 8.3%	2 10.5% 3.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 1.7%	16 12.8% 26.7%	13 20.0% 21.7%	12 15.0% 20.0%	17 19.3% 28.3%	12 11.5% 20.0%	38 17.8% 63.3%	10 18.2% 16.7%	17 19.5% 28.3%	7 11.5% 11.7%
Medium taste	65 17.3% 100.0%	65 17.8% 100.0%	21 25.3% 32.3%	14 18.4% 21.5%	20 25.3% 30.8%	8 15.1% 12.3%	1 3.8% 1.5%	1 5.3% 1.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 1.5%	18 14.4% 27.7%	14 21.5% 21.5%	17 21.3% 26.2%	15 17.0% 23.1%	18 17.3% 27.7%	35 16.4% 53.8%	12 21.8% 18.5%	21 24.1% 32.3%	5 8.2% 7.7%
Good as a reward	46 12.3% 100.0%	46 12.6% 100.0%	14 16.9% 30.4%	13 17.1% 28.3%	8 10.1% 17.4%	7 13.2% 15.2%	1 3.8% 2.2%	1 5.3% 2.2%	2 12.5% 4.3%	0 0.0% 0.0%	1 7.7% 2.2%	13 10.4% 28.3%	10 15.4% 21.7%	11 13.8% 23.9%	11 12.5% 23.9%	11 10.6% 23.9%	26 12.2% 56.5%	9 16.4% 19.6%	13 14.9% 28.3%	5 8.2% 10.9%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	375 100.0% 100.0%	365 100.0% 97.3%	83 100.0% 22.1%	76 100.0% 20.3%	79 100.0% 21.1%	53 100.0% 14.1%	26 100.0% 6.9%	19 100.0% 5.1%	16 100.0% 4.3%	13 100.0% 3.5%	13 100.0% 3.5%	125 100.0% 33.3%	65 100.0% 17.3%	80 100.0% 21.3%	88 100.0% 23.5%	104 100.0% 27.7%	213 100.0% 56.8%	55 100.0% 14.7%	87 100.0% 23.2%	61 100.0% 16.3%
Low price	26 6.9% 100.0%	26 7.1% 100.0%	9 10.8% 34.6%	5 6.6% 19.2%	6 7.6% 23.1%	3 5.7% 11.5%	0 0.0% 0.0%	1 5.3% 3.8%	1 6.3% 3.8%	1 7.7% 3.8%	2 15.4% 7.7%	9 7.2% 34.6%	4 6.2% 15.4%	6 7.5% 23.1%	5 5.7% 19.2%	12 11.5% 46.2%	12 5.6% 46.2%	2 3.6% 7.7%	6 6.9% 23.1%	3 4.9% 11.5%
Smooth taste	80 21.3% 100.0%	80 21.9% 100.0%	26 31.3% 32.5%	14 18.4% 17.5%	21 26.6% 26.3%	14 26.4% 17.5%	2 7.7% 2.5%	1 5.3% 1.3%	1 6.3% 1.3%	1 7.7% 1.3%	2 15.4% 2.5%	18 14.4% 22.5%	19 29.2% 23.8%	15 18.8% 18.8%	25 28.4% 31.3%	23 22.1% 28.8%	47 22.1% 58.8%	10 18.2% 12.5%	20 23.0% 25.0%	7 11.5% 8.8%
Good for special occasions	67 17.9% 100.0%	67 18.4% 100.0%	20 24.1% 29.9%	15 19.7% 22.4%	17 21.5% 25.4%	8 15.1% 11.9%	4 15.4% 6.0%	1 5.3% 1.5%	2 12.5% 3.0%	0 0.0% 0.0%	3 23.1% 4.5%	15 12.0% 22.4%	15 23.1% 22.4%	17 21.3% 25.4%	16 18.2% 23.9%	16 15.4% 23.9%	40 18.8% 59.7%	11 20.0% 16.4%	17 19.5% 25.4%	7 11.5% 10.4%
Recommended by friends	38 10.1% 100.0%	38 10.4% 100.0%	14 16.9% 36.8%	5 6.6% 13.2%	10 12.7% 26.3%	4 7.5% 10.5%	2 7.7% 5.3%	2 10.5% 5.3%	1 6.3% 2.6%	0 0.0% 0.0%	0 0.0% 0.0%	12 9.6% 31.6%	10 15.4% 26.3%	8 10.0% 21.1%	8 9.1% 21.1%	13 12.5% 34.2%	20 9.4% 52.6%	5 9.1% 13.2%	11 12.6% 28.9%	4 6.6% 10.5%
Good for a gift	87 23.2% 100.0%	86 23.6% 98.9%	25 30.1% 28.7%	19 25.0% 21.8%	22 27.8% 25.3%	14 26.4% 16.1%	2 7.7% 2.3%	2 10.5% 2.3%	1 6.3% 1.1%	1 7.7% 1.1%	3 23.1% 3.4%	21 16.8% 24.1%	18 27.7% 20.7%	20 25.0% 23.0%	24 27.3% 27.6%	23 22.1% 26.4%	51 23.9% 58.6%	13 23.6% 14.9%	28 32.2% 32.2%	9 14.8% 10.3%
Consistent quality	121 32.3% 100.0%	121 33.2% 100.0%	32 38.6% 26.4%	24 31.6% 19.8%	31 39.2% 25.6%	20 37.7% 16.5%	4 15.4% 3.3%	4 21.1% 3.3%	4 25.0% 3.3%	2 15.4% 1.7%	4 30.8% 3.3%	29 23.2% 24.0%	27 41.5% 22.3%	28 35.0% 23.1%	32 36.4% 26.4%	29 27.9% 24.0%	71 33.3% 58.7%	21 38.2% 17.4%	30 34.5% 24.8%	15 24.6% 12.4%
Masculine	56 14.9% 100.0%	56 15.3% 100.0%	17 20.5% 30.4%	12 15.8% 21.4%	16 20.3% 28.6%	8 15.1% 14.3%	0 0.0% 0.0%	1 5.3% 1.8%	1 6.3% 1.8%	1 7.7% 1.8%	2 15.4% 3.6%	15 12.0% 26.8%	8 12.3% 14.3%	15 18.8% 26.8%	16 18.2% 28.6%	14 13.5% 25.0%	30 14.1% 53.6%	12 21.8% 21.4%	16 18.4% 28.6%	5 8.2% 8.9%
Brand I trust	105 28.0% 100.0%	104 28.5% 99.0%	28 33.7% 26.7%	19 25.0% 18.1%	30 38.0% 28.6%	14 26.4% 13.3%	5 19.2% 4.8%	4 21.1% 3.8%	4 25.0% 3.8%	0 0.0% 0.0%	1 7.7% 1.0%	27 21.6% 25.7%	24 36.9% 22.9%	25 31.3% 23.8%	27 30.7% 25.7%	29 27.9% 27.6%	58 27.2% 55.2%	18 32.7% 17.1%	28 32.2% 26.7%	11 18.0% 10.5%
Well constructed	115 30.7% 100.0%	115 31.5% 100.0%	36 43.4% 31.3%	24 31.6% 20.9%	26 32.9% 22.6%	19 35.8% 16.5%	4 15.4% 3.5%	2 10.5% 1.7%	4 25.0% 3.5%	0 0.0% 0.0%	4 30.8% 3.5%	27 21.6% 23.5%	28 43.1% 24.3%	24 30.0% 20.9%	32 36.4% 27.8%	26 25.0% 22.6%	74 34.7% 64.3%	15 27.3% 13.0%	32 36.8% 27.8%	10 16.4% 8.7%
Strong taste	27 7.2% 100.0%	27 7.4% 100.0%	9 10.8% 33.3%	6 7.9% 22.2%	5 6.3% 18.5%	2 3.8% 7.4%	3 11.5% 11.1%	1 5.3% 3.7%	1 6.3% 3.7%	0 0.0% 0.0%	1 7.7% 3.7%	11 8.8% 40.7%	5 7.7% 18.5%	3 3.8% 11.1%	6 6.8% 22.2%	11 10.6% 40.7%	9 4.2% 33.3%	7 12.7% 25.9%	7 8.0% 25.9%	5 8.2% 18.5%
For serious smokers	87 23.2% 100.0%	86 23.6% 98.9%	29 34.9% 33.3%	17 22.4% 19.5%	21 26.6% 24.1%	11 20.8% 12.6%	3 11.5% 3.4%	3 15.8% 3.4%	2 12.5% 2.3%	0 0.0% 0.0%	1 7.7% 1.1%	23 18.4% 26.4%	16 24.6% 18.4%	17 21.3% 19.5%	29 33.0% 33.3%	22 21.2% 25.3%	48 22.5% 55.2%	17 30.9% 19.5%	22 25.3% 25.3%	10 16.4% 11.5%
Popular	108 28.8% 100.0%	108 29.6% 100.0%	36 43.4% 33.3%	22 28.9% 20.4%	25 31.6% 23.1%	16 30.2% 14.8%	4 15.4% 3.7%	1 5.3% 0.9%	4 25.0% 3.7%	0 0.0% 0.0%	3 23.1% 2.8%	36 28.8% 33.3%	21 32.3% 19.4%	18 22.5% 16.7%	29 33.0% 26.9%	29 27.9% 26.9%	65 30.5% 60.2%	14 25.5% 13.0%	33 37.9% 30.6%	12 19.7% 11.1%
Easy to smoke	83 22.1% 100.0%	83 22.7% 100.0%	25 30.1% 30.1%	17 22.4% 20.5%	22 27.8% 26.5%	11 20.8% 13.3%	3 11.5% 3.6%	3 15.8% 3.6%	2 12.5% 2.4%	0 0.0% 0.0%	2 15.4% 2.4%	19 15.2% 22.9%	17 26.2% 20.5%	20 25.0% 24.1%	24 27.3% 28.9%	22 21.2% 26.5%	48 22.5% 57.8%	13 23.6% 15.7%	22 25.3% 26.5%	5 8.2% 6.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	375	365	83	76	79	53	26	19	16	13	13	125	65	80	88	104	213	55	87	61
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.3%	22.1%	20.3%	21.1%	14.1%	6.9%	5.1%	4.3%	3.5%	3.5%	33.3%	17.3%	21.3%	23.5%	27.7%	56.8%	14.7%	23.2%	16.3%
Easy draw	78	78	23	19	17	12	3	2	2	0	2	20	14	18	23	19	46	13	25	6
	20.8%	21.4%	27.7%	25.0%	21.5%	22.6%	11.5%	10.5%	12.5%	0.0%	15.4%	16.0%	21.5%	22.5%	26.1%	18.3%	21.6%	23.6%	28.7%	9.8%
	100.0%	100.0%	29.5%	24.4%	21.8%	15.4%	3.8%	2.6%	2.6%	0.0%	2.6%	25.6%	17.9%	23.1%	29.5%	24.4%	59.0%	16.7%	32.1%	7.7%
No answer	116	111	21	23	18	15	9	9	7	9	5	42	16	26	26	29	69	17	27	25
	30.9%	30.4%	25.3%	30.3%	22.8%	28.3%	34.6%	47.4%	43.8%	69.2%	38.5%	33.6%	24.6%	32.5%	29.5%	27.9%	32.4%	30.9%	31.0%	41.0%
	100.0%	95.7%	18.1%	19.8%	15.5%	12.9%	7.8%	7.8%	6.0%	7.8%	4.3%	36.2%	13.8%	22.4%	22.4%	25.0%	59.5%	14.7%	23.3%	21.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	312	305	74	68	57	47	18	19	13	9	12	104	52	66	75	81	172	58	87	42
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.8%	23.7%	21.8%	18.3%	15.1%	5.8%	6.1%	4.2%	2.9%	3.8%	33.3%	16.7%	21.2%	24.0%	26.0%	55.1%	18.6%	27.9%	13.5%
Hoyo de Monterrey																				
Casual	33	32	10	6	3	7	1	1	2	2	1	14	3	7	8	8	19	6	8	3
	10.6%	10.5%	13.5%	8.8%	5.3%	14.9%	5.6%	5.3%	15.4%	22.2%	8.3%	13.5%	5.8%	10.6%	10.7%	9.9%	11.0%	10.3%	9.2%	7.1%
	100.0%	97.0%	30.3%	18.2%	9.1%	21.2%	3.0%	3.0%	6.1%	6.1%	3.0%	42.4%	9.1%	21.2%	24.2%	24.2%	57.6%	18.2%	24.2%	9.1%
Individualistic	26	26	6	7	4	3	1	3	0	2	1	8	4	7	6	7	15	4	6	4
	8.3%	8.5%	8.1%	10.3%	7.0%	6.4%	5.6%	15.8%	0.0%	22.2%	8.3%	7.7%	7.7%	10.6%	8.0%	8.6%	8.7%	6.9%	6.9%	9.5%
	100.0%	100.0%	23.1%	26.9%	15.4%	11.5%	3.8%	11.5%	0.0%	7.7%	3.8%	30.8%	15.4%	26.9%	23.1%	26.9%	57.7%	15.4%	23.1%	15.4%
Mild taste	29	29	7	8	2	5	3	2	0	2	2	8	3	10	6	10	15	4	8	5
	9.3%	9.5%	9.5%	11.8%	3.5%	10.6%	16.7%	10.5%	0.0%	22.2%	16.7%	7.7%	5.8%	15.2%	8.0%	12.3%	8.7%	6.9%	9.2%	11.9%
	100.0%	100.0%	24.1%	27.6%	6.9%	17.2%	10.3%	6.9%	0.0%	6.9%	6.9%	27.6%	10.3%	34.5%	20.7%	34.5%	51.7%	13.8%	27.6%	17.2%
High quality	73	71	23	19	12	9	2	2	1	3	2	17	11	19	23	18	41	13	23	4
	23.4%	23.3%	31.1%	27.9%	21.1%	19.1%	11.1%	10.5%	7.7%	33.3%	16.7%	16.3%	21.2%	28.8%	30.7%	22.2%	23.8%	22.4%	26.4%	9.5%
	100.0%	97.3%	31.5%	26.0%	16.4%	12.3%	2.7%	2.7%	1.4%	4.1%	2.7%	23.3%	15.1%	26.0%	31.5%	24.7%	56.2%	17.8%	31.5%	5.5%
Smart choice	31	30	9	5	6	5	1	3	0	1	1	5	7	11	6	7	19	4	10	2
	9.9%	9.8%	12.2%	7.4%	10.5%	10.6%	5.6%	15.8%	0.0%	11.1%	8.3%	4.8%	13.5%	16.7%	8.0%	8.6%	11.0%	6.9%	11.5%	4.8%
	100.0%	96.8%	29.0%	16.1%	19.4%	16.1%	3.2%	9.7%	0.0%	3.2%	3.2%	16.1%	22.6%	35.5%	19.4%	22.6%	61.3%	12.9%	32.3%	6.5%
Refined taste	29	28	11	4	5	3	2	1	0	2	2	8	5	9	5	8	16	5	9	4
	9.3%	9.2%	14.9%	5.9%	8.8%	6.4%	11.1%	5.3%	0.0%	22.2%	16.7%	7.7%	9.6%	13.6%	6.7%	9.9%	9.3%	8.6%	10.3%	9.5%
	100.0%	96.6%	37.9%	13.8%	17.2%	10.3%	6.9%	3.4%	0.0%	6.9%	6.9%	27.6%	17.2%	31.0%	17.2%	27.6%	55.2%	17.2%	31.0%	13.8%
Recommended by tobacconists	45	45	21	7	8	6	0	2	0	1	2	15	7	11	10	8	24	13	22	2
	14.4%	14.8%	28.4%	10.3%	14.0%	12.8%	0.0%	10.5%	0.0%	11.1%	16.7%	14.4%	13.5%	16.7%	13.3%	9.9%	14.0%	22.4%	25.3%	4.8%
	100.0%	100.0%	46.7%	15.6%	17.8%	13.3%	0.0%	4.4%	0.0%	2.2%	4.4%	33.3%	15.6%	24.4%	22.2%	17.8%	53.3%	28.9%	48.9%	4.4%
Attractive packaging	25	25	9	8	2	1	1	2	0	2	2	3	2	8	10	7	15	3	11	2
	8.0%	8.2%	12.2%	11.8%	3.5%	2.1%	5.6%	10.5%	0.0%	22.2%	16.7%	2.9%	3.8%	12.1%	13.3%	8.6%	8.7%	5.2%	12.6%	4.8%
	100.0%	100.0%	36.0%	32.0%	8.0%	4.0%	4.0%	8.0%	0.0%	8.0%	8.0%	12.0%	8.0%	32.0%	40.0%	28.0%	60.0%	12.0%	44.0%	8.0%
Sophisticated	17	17	8	2	2	0	2	0	1	2	1	5	3	5	3	3	10	4	5	3
	5.4%	5.6%	10.8%	2.9%	3.5%	0.0%	11.1%	0.0%	7.7%	22.2%	8.3%	4.8%	5.8%	7.6%	4.0%	3.7%	5.8%	6.9%	5.7%	7.1%
	100.0%	100.0%	47.1%	11.8%	11.8%	0.0%	11.8%	0.0%	5.9%	11.8%	5.9%	29.4%	17.6%	29.4%	17.6%	17.6%	58.8%	23.5%	29.4%	17.6%
Innovative	8	8	2	1	1	0	1	1	0	2	1	2	1	1	3	3	4	1	2	3
	2.6%	2.6%	2.7%	1.5%	1.8%	0.0%	5.6%	5.3%	0.0%	22.2%	8.3%	1.9%	1.9%	1.5%	4.0%	3.7%	2.3%	1.7%	2.3%	7.1%
	100.0%	100.0%	25.0%	12.5%	12.5%	0.0%	12.5%	12.5%	0.0%	25.0%	12.5%	25.0%	12.5%	12.5%	37.5%	37.5%	50.0%	12.5%	25.0%	37.5%
Trendy	20	20	10	4	0	3	1	1	0	1	1	9	3	3	4	6	10	4	6	2
	6.4%	6.6%	13.5%	5.9%	0.0%	6.4%	5.6%	5.3%	0.0%	11.1%	8.3%	8.7%	5.8%	4.5%	5.3%	7.4%	5.8%	6.9%	6.9%	4.8%
	100.0%	100.0%	50.0%	20.0%	0.0%	15.0%	5.0%	5.0%	0.0%	5.0%	5.0%	45.0%	15.0%	15.0%	20.0%	30.0%	50.0%	20.0%	30.0%	10.0%
Prestigious	21	21	9	6	1	0	1	1	1	2	1	4	6	3	7	5	13	3	8	1
	6.7%	6.9%	12.2%	8.8%	1.8%	0.0%	5.6%	5.3%	7.7%	22.2%	8.3%	3.8%	11.5%	4.5%	9.3%	6.2%	7.6%	5.2%	9.2%	2.4%
	100.0%	100.0%	42.9%	28.6%	4.8%	0.0%	4.8%	4.8%	4.8%	9.5%	4.8%	19.0%	28.6%	14.3%	33.3%	23.8%	61.9%	14.3%	38.1%	4.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	312 100.0% 100.0%	305 100.0% 97.8%	74 100.0% 23.7%	68 100.0% 21.8%	57 100.0% 18.3%	47 100.0% 15.1%	18 100.0% 5.8%	19 100.0% 6.1%	13 100.0% 4.2%	9 100.0% 2.9%	12 100.0% 3.8%	104 100.0% 33.3%	52 100.0% 16.7%	66 100.0% 21.2%	75 100.0% 24.0%	81 100.0% 26.0%	172 100.0% 55.1%	58 100.0% 18.6%	87 100.0% 27.9%	42 100.0% 13.5%
Sporty	13 4.2% 100.0%	13 4.3% 100.0%	6 8.1% 46.2%	2 2.9% 15.4%	2 3.5% 15.4%	1 2.1% 7.7%	1 5.6% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 7.7%	3 25.0% 23.1%	5 4.8% 38.5%	2 3.8% 15.4%	1 1.5% 7.7%	2 2.7% 15.4%	4 4.9% 30.8%	7 4.1% 53.8%	2 3.4% 15.4%	4 4.6% 30.8%	1 2.4% 7.7%
Reliable	40 12.8% 100.0%	40 13.1% 100.0%	16 21.6% 40.0%	8 11.8% 20.0%	7 12.3% 17.5%	5 10.6% 12.5%	0 0.0% 0.0%	2 10.5% 5.0%	1 7.7% 2.5%	1 11.1% 2.5%	1 8.3% 2.5%	11 10.6% 27.5%	7 13.5% 17.5%	13 19.7% 32.5%	8 10.7% 20.0%	8 9.9% 20.0%	27 15.7% 67.5%	5 8.6% 12.5%	10 11.5% 25.0%	0 0.0% 0.0%
Recommended by magazine	29 9.3% 100.0%	29 9.5% 100.0%	15 20.3% 51.7%	5 7.4% 17.2%	3 5.3% 10.3%	2 4.3% 6.9%	1 5.6% 3.4%	0 0.0% 0.0%	1 7.7% 3.4%	2 22.2% 6.9%	2 16.7% 6.9%	8 7.7% 27.6%	8 15.4% 27.6%	5 7.6% 17.2%	6 8.0% 20.7%	3 3.7% 10.3%	19 11.0% 65.5%	7 12.1% 24.1%	13 14.9% 44.8%	2 4.8% 6.9%
Great taste	55 17.6% 100.0%	54 17.7% 98.2%	26 35.1% 47.3%	11 16.2% 20.0%	6 10.5% 10.9%	4 8.5% 7.3%	1 5.6% 1.8%	3 15.8% 5.5%	2 15.4% 3.6%	1 11.1% 1.8%	1 8.3% 1.8%	14 13.5% 25.5%	12 23.1% 21.8%	14 21.2% 25.5%	14 18.7% 25.5%	12 14.8% 21.8%	30 17.4% 54.5%	13 22.4% 23.6%	23 26.4% 41.8%	2 4.8% 3.6%
Good value	36 11.5% 100.0%	36 11.8% 100.0%	16 21.6% 44.4%	7 10.3% 19.4%	6 10.5% 16.7%	2 4.3% 5.6%	3 16.7% 8.3%	1 5.3% 2.8%	0 0.0% 0.0%	1 11.1% 2.8%	2 16.7% 5.6%	8 7.7% 22.2%	7 13.5% 19.4%	13 19.7% 36.1%	6 8.0% 16.7%	7 8.6% 19.4%	22 12.8% 61.1%	7 12.1% 19.4%	11 12.6% 30.6%	3 7.1% 8.3%
For social smokers	28 9.0% 100.0%	28 9.2% 100.0%	9 12.2% 32.1%	10 14.7% 35.7%	3 5.3% 10.7%	2 4.3% 7.1%	1 5.6% 3.6%	1 5.3% 3.6%	1 7.7% 3.6%	1 11.1% 3.6%	1 8.3% 3.6%	7 6.7% 25.0%	5 9.6% 17.9%	8 12.1% 28.6%	7 9.3% 25.0%	10 12.3% 35.7%	15 8.7% 53.6%	3 5.2% 10.7%	11 12.6% 39.3%	1 2.4% 3.6%
Good for everyday	32 10.3% 100.0%	31 10.2% 96.9%	12 16.2% 37.5%	9 13.2% 28.1%	4 7.0% 12.5%	3 6.4% 9.4%	0 0.0% 0.0%	1 5.3% 3.1%	0 0.0% 0.0%	2 22.2% 6.3%	1 8.3% 3.1%	7 6.7% 21.9%	5 9.6% 15.6%	10 15.2% 31.3%	8 10.7% 25.0%	8 9.9% 25.0%	19 11.0% 59.4%	5 8.6% 15.6%	12 13.8% 37.5%	2 4.8% 6.3%
Fresh	59 18.9% 100.0%	58 19.0% 98.3%	27 36.5% 45.8%	10 14.7% 16.9%	9 15.8% 15.3%	8 17.0% 13.6%	1 5.6% 1.7%	1 5.3% 1.7%	0 0.0% 0.0%	2 22.2% 3.4%	1 8.3% 1.7%	14 13.5% 23.7%	12 23.1% 20.3%	16 24.2% 27.1%	16 21.3% 27.1%	19 23.5% 32.2%	28 16.3% 47.5%	12 20.7% 20.3%	21 24.1% 35.6%	3 7.1% 5.1%
Good for relaxing	61 19.6% 100.0%	61 20.0% 100.0%	27 36.5% 44.3%	11 16.2% 18.0%	8 14.0% 13.1%	8 17.0% 13.1%	2 11.1% 3.3%	2 10.5% 3.3%	2 15.4% 3.3%	1 11.1% 1.6%	1 8.3% 1.6%	23 22.1% 37.7%	12 23.1% 19.7%	14 21.2% 23.0%	11 14.7% 18.0%	13 16.0% 21.3%	37 21.5% 60.7%	11 19.0% 18.0%	20 23.0% 32.8%	4 9.5% 6.6%
Easy to find/widely available	59 18.9% 100.0%	59 19.3% 100.0%	24 32.4% 40.7%	12 17.6% 20.3%	9 15.8% 15.3%	7 14.9% 11.9%	1 5.6% 1.7%	3 15.8% 5.1%	1 7.7% 1.7%	2 22.2% 3.4%	2 16.7% 3.4%	18 17.3% 30.5%	9 17.3% 15.3%	15 22.7% 25.4%	15 20.0% 25.4%	14 17.3% 23.7%	35 20.3% 59.3%	10 17.2% 16.9%	27 31.0% 45.8%	3 7.1% 5.1%
Full flavored	46 14.7% 100.0%	46 15.1% 100.0%	23 31.1% 50.0%	8 11.8% 17.4%	5 8.8% 10.9%	2 4.3% 4.3%	3 16.7% 6.5%	3 15.8% 6.5%	1 7.7% 2.2%	1 11.1% 2.2%	1 8.3% 2.2%	18 17.3% 39.1%	7 13.5% 15.2%	10 15.2% 21.7%	10 13.3% 21.7%	8 9.9% 17.4%	24 14.0% 52.2%	14 24.1% 30.4%	18 20.7% 39.1%	2 4.8% 4.3%
Medium taste	37 11.9% 100.0%	37 12.1% 100.0%	16 21.6% 43.2%	6 8.8% 16.2%	6 10.5% 16.2%	6 12.8% 16.2%	1 5.6% 2.7%	1 5.3% 2.7%	0 0.0% 0.0%	1 11.1% 2.7%	3 25.0% 8.1%	10 9.6% 27.0%	7 13.5% 18.9%	8 12.1% 21.6%	9 12.0% 24.3%	9 11.1% 24.3%	23 13.4% 62.2%	5 8.6% 13.5%	14 16.1% 37.8%	1 2.4% 2.7%
Good as a reward	29 9.3% 100.0%	28 9.2% 96.6%	12 16.2% 41.4%	5 7.4% 17.2%	4 7.0% 13.8%	3 6.4% 10.3%	0 0.0% 0.0%	2 10.5% 6.9%	1 7.7% 3.4%	1 11.1% 3.4%	2 16.7% 6.9%	8 7.7% 27.6%	5 9.6% 17.2%	10 15.2% 34.5%	3 4.0% 10.3%	9 11.1% 31.0%	13 7.6% 44.8%	7 12.1% 24.1%	8 9.2% 27.6%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	312 100.0% 100.0%	305 100.0% 97.8%	74 100.0% 23.7%	68 100.0% 21.8%	57 100.0% 18.3%	47 100.0% 15.1%	18 100.0% 5.8%	19 100.0% 6.1%	13 100.0% 4.2%	9 100.0% 2.9%	12 100.0% 3.8%	104 100.0% 33.3%	52 100.0% 16.7%	66 100.0% 21.2%	75 100.0% 24.0%	81 100.0% 26.0%	172 100.0% 55.1%	58 100.0% 18.6%	87 100.0% 27.9%	42 100.0% 13.5%
Low price	24 7.7% 100.0%	24 7.9% 100.0%	13 17.6% 54.2%	3 4.4% 12.5%	6 10.5% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 22.2% 8.3%	2 16.7% 8.3%	9 8.7% 37.5%	3 5.8% 12.5%	6 9.1% 25.0%	4 5.3% 16.7%	5 6.2% 20.8%	14 8.1% 58.3%	5 8.6% 20.8%	7 8.0% 29.2%	3 7.1% 12.5%
Smooth taste	47 15.1% 100.0%	47 15.4% 100.0%	22 29.7% 46.8%	5 7.4% 10.6%	5 8.8% 10.6%	6 12.8% 12.8%	3 16.7% 6.4%	5 26.3% 10.6%	0 0.0% 0.0%	1 11.1% 2.1%	1 8.3% 2.1%	14 13.5% 29.8%	8 15.4% 17.0%	13 19.7% 27.7%	11 14.7% 23.4%	10 12.3% 21.3%	28 16.3% 59.6%	9 15.5% 19.1%	16 18.4% 34.0%	3 7.1% 6.4%
Good for special occasions	40 12.8% 100.0%	40 13.1% 100.0%	17 23.0% 42.5%	6 8.8% 15.0%	7 12.3% 17.5%	2 4.3% 5.0%	1 5.6% 2.5%	3 15.8% 7.5%	3 23.1% 7.5%	1 11.1% 2.5%	1 8.3% 2.5%	14 13.5% 35.0%	7 13.5% 17.5%	12 18.2% 30.0%	6 8.0% 15.0%	8 9.9% 20.0%	21 12.2% 52.5%	11 19.0% 27.5%	15 17.2% 37.5%	3 7.1% 7.5%
Recommended by friends	31 9.9% 100.0%	31 10.2% 100.0%	11 14.9% 35.5%	6 8.8% 19.4%	6 10.5% 19.4%	1 2.1% 3.2%	2 11.1% 6.5%	2 10.5% 6.5%	1 7.7% 3.2%	2 22.2% 6.5%	2 16.7% 6.5%	9 8.7% 29.0%	5 9.6% 16.1%	10 15.2% 32.3%	5 6.7% 16.1%	11 13.6% 35.5%	16 9.3% 51.6%	4 6.9% 12.9%	12 13.8% 38.7%	3 7.1% 9.7%
Good for a gift	47 15.1% 100.0%	46 15.1% 97.9%	19 25.7% 40.4%	10 14.7% 21.3%	6 10.5% 12.8%	5 10.6% 10.6%	2 11.1% 4.3%	1 5.3% 2.1%	2 15.4% 4.3%	1 11.1% 2.1%	1 8.3% 2.1%	10 9.6% 21.3%	11 21.2% 23.4%	12 18.2% 25.5%	12 16.0% 25.5%	10 12.3% 21.3%	29 16.9% 61.7%	8 13.8% 17.0%	21 24.1% 44.7%	2 4.8% 4.3%
Consistent quality	71 22.8% 100.0%	71 23.3% 100.0%	23 31.1% 32.4%	15 22.1% 21.1%	11 19.3% 15.5%	8 17.0% 11.3%	4 22.2% 5.6%	4 21.1% 5.6%	3 23.1% 4.2%	3 33.3% 4.2%	1 8.3% 1.4%	15 14.4% 21.1%	14 26.9% 19.7%	27 40.9% 38.0%	14 18.7% 19.7%	17 21.0% 23.9%	40 23.3% 56.3%	14 24.1% 19.7%	22 25.3% 31.0%	6 14.3% 8.5%
Masculine	41 13.1% 100.0%	41 13.4% 100.0%	16 21.6% 39.0%	8 11.8% 19.5%	10 17.5% 24.4%	2 4.3% 4.9%	3 16.7% 7.3%	0 0.0% 0.0%	1 7.7% 2.4%	1 11.1% 2.4%	2 16.7% 4.9%	13 12.5% 31.7%	5 9.6% 12.2%	14 21.2% 34.1%	7 9.3% 17.1%	10 12.3% 24.4%	21 12.2% 51.2%	10 17.2% 24.4%	13 14.9% 31.7%	3 7.1% 7.3%
Brand I trust	50 16.0% 100.0%	50 16.4% 100.0%	15 20.3% 30.0%	18 26.5% 36.0%	7 12.3% 14.0%	3 6.4% 6.0%	2 11.1% 4.0%	2 10.5% 4.0%	2 15.4% 4.0%	1 11.1% 2.0%	2 16.7% 4.0%	12 11.5% 24.0%	8 15.4% 16.0%	15 22.7% 30.0%	13 17.3% 26.0%	9 11.1% 18.0%	30 17.4% 60.0%	11 19.0% 22.0%	26 29.9% 52.0%	5 11.9% 10.0%
Well constructed	80 25.6% 100.0%	80 26.2% 100.0%	34 45.9% 42.5%	18 26.5% 22.5%	8 14.0% 10.0%	7 14.9% 8.8%	4 22.2% 5.0%	3 15.8% 3.8%	4 30.8% 5.0%	2 22.2% 2.5%	2 16.7% 2.5%	24 23.1% 30.0%	14 26.9% 17.5%	20 30.3% 25.0%	20 26.7% 25.0%	19 23.5% 23.8%	43 25.0% 53.8%	18 31.0% 22.5%	33 37.9% 41.3%	7 16.7% 8.8%
Strong taste	32 10.3% 100.0%	31 10.2% 96.9%	10 13.5% 31.3%	6 8.8% 18.8%	3 5.3% 9.4%	2 4.3% 6.3%	3 16.7% 9.4%	4 21.1% 12.5%	2 15.4% 6.3%	1 11.1% 3.1%	1 8.3% 3.1%	12 11.5% 37.5%	8 15.4% 25.0%	5 7.6% 15.6%	5 6.7% 15.6%	8 9.9% 25.0%	11 6.4% 34.4%	13 22.4% 40.6%	12 13.8% 37.5%	2 4.8% 6.3%
For serious smokers	55 17.6% 100.0%	54 17.7% 98.2%	23 31.1% 41.8%	11 16.2% 20.0%	9 15.8% 16.4%	4 8.5% 7.3%	2 11.1% 3.6%	2 10.5% 3.6%	1 7.7% 1.8%	2 22.2% 3.6%	1 8.3% 1.8%	15 14.4% 27.3%	12 23.1% 21.8%	13 19.7% 23.6%	14 18.7% 25.5%	10 12.3% 18.2%	31 18.0% 56.4%	14 24.1% 25.5%	20 23.0% 36.4%	4 9.5% 7.3%
Popular	50 16.0% 100.0%	50 16.4% 100.0%	23 31.1% 46.0%	10 14.7% 20.0%	6 10.5% 12.0%	5 10.6% 10.0%	1 5.6% 2.0%	2 10.5% 4.0%	1 7.7% 2.0%	2 22.2% 4.0%	2 16.7% 4.0%	16 15.4% 32.0%	9 17.3% 18.0%	5 7.6% 10.0%	18 24.0% 36.0%	8 9.9% 16.0%	30 17.4% 60.0%	12 20.7% 24.0%	20 23.0% 40.0%	5 11.9% 10.0%
Easy to smoke	53 17.0% 100.0%	53 17.4% 100.0%	22 29.7% 41.5%	11 16.2% 20.8%	7 12.3% 13.2%	3 6.4% 5.7%	2 11.1% 3.8%	6 31.6% 11.3%	1 7.7% 1.9%	1 11.1% 1.9%	2 16.7% 3.8%	15 14.4% 28.3%	7 13.5% 13.2%	15 22.7% 28.3%	14 18.7% 26.4%	9 11.1% 17.0%	33 19.2% 62.3%	11 19.0% 20.8%	19 21.8% 35.8%	3 7.1% 5.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	312	305	74	68	57	47	18	19	13	9	12	104	52	66	75	81	172	58	87	42
	100.0%	100.0%	100.0%	100:0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.8%	23.7%	21.8%	18.3%	15.1%	5.8%	6.1%	4.2%	2.9%	3.8%	33.3%	16.7%	21.2%	24.0%	26.0%	55.1%	18.6%	27.9%	13.5%
Easy draw	57	57	23	12	6	6	2	4	2	2	2	17	9	17	12	11	37	9	23	5
	18.3%	18.7%	31.1%	17.6%	10.5%	12.8%	11.1%	21.1%	15.4%	22.2%	16.7%	16.3%	17.3%	25.8%	16.0%	13.6%	21.5%	15.5%	26.4%	11.9%
	100.0%	100.0%	40.4%	21.1%	10.5%	10.5%	3.5%	7.0%	3.5%	3.5%	3.5%	29.8%	15.8%	29.8%	21.1%	19.3%	64.9%	15.8%	40.4%	8.8%
No answer	113	110	17	19	24	23	9	9	5	4	7	41	14	23	27	30	65	18	25	19
	36.2%	36.1%	23.0%	27.9%	42.1%	48.9%	50.0%	47.4%	38.5%	44.4%	58.3%	39.4%	26.9%	34.8%	36.0%	37.0%	37.8%	31.0%	28.7%	45.2%
	100.0%	97.3%	15.0%	16.8%	21.2%	20.4%	8.0%	8.0%	4.4%	3.5%	6.2%	36.3%	12.4%	20.4%	23.9%	26.5%	57.5%	15.9%	22.1%	16.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	277	270	70	56	51	41	17	16	9	10	11	97	49	53	65	72	152	51	74	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.5%	25.3%	20.2%	18.4%	14.8%	6.1%	5.8%	3.2%	3.6%	4.0%	35.0%	17.7%	19.1%	23.5%	26.0%	54.9%	18.4%	26.7%	14.4%
Hoyo de Monterrey Excalibur																				
Casual	19	18	5	6	3	2	0	1	1	0	0	7	5	3	4	5	11	2	5	2
	6.9%	6.7%	7.1%	10.7%	5.9%	4.9%	0.0%	6.3%	11.1%	0.0%	0.0%	7.2%	10.2%	5.7%	6.2%	6.9%	7.2%	3.9%	6.8%	5.0%
	100.0%	94.7%	26.3%	31.6%	15.8%	10.5%	0.0%	5.3%	5.3%	0.0%	0.0%	36.8%	26.3%	15.8%	21.1%	26.3%	57.9%	10.5%	26.3%	10.5%
Individualistic	26	26	10	6	6	3	0	1	0	0	0	7	6	7	6	6	18	1	7	3
	9.4%	9.6%	14.3%	10.7%	11.8%	7.3%	0.0%	6.3%	0.0%	0.0%	0.0%	7.2%	12.2%	13.2%	9.2%	8.3%	11.8%	2.0%	9.5%	7.5%
	100.0%	100.0%	38.5%	23.1%	23.1%	11.5%	0.0%	3.8%	0.0%	0.0%	0.0%	26.9%	23.1%	26.9%	23.1%	23.1%	69.2%	3.8%	26.9%	11.5%
Mild taste	17	17	6	6	1	2	0	1	0	1	2	3	5	4	3	6	9	1	5	3
	6.1%	6.3%	8.6%	10.7%	2.0%	4.9%	0.0%	6.3%	0.0%	10.0%	18.2%	3.1%	10.2%	7.5%	4.6%	8.3%	5.9%	2.0%	6.8%	7.5%
	100.0%	100.0%	35.3%	35.3%	5.9%	11.8%	0.0%	5.9%	0.0%	5.9%	11.8%	17.6%	29.4%	23.5%	17.6%	35.3%	52.9%	5.9%	29.4%	17.6%
High quality	72	71	25	13	20	3	3	3	2	2	2	20	12	18	19	18	41	11	21	10
	26.0%	26.3%	35.7%	23.2%	39.2%	7.3%	17.6%	18.8%	22.2%	20.0%	18.2%	20.6%	24.5%	34.0%	29.2%	25.0%	27.0%	21.6%	28.4%	25.0%
	100.0%	98.6%	34.7%	18.1%	27.8%	4.2%	4.2%	4.2%	2.8%	2.8%	2.8%	27.8%	16.7%	25.0%	26.4%	25.0%	56.9%	15.3%	29.2%	13.9%
Smart choice	38	38	10	10	8	6	1	2	1	0	1	7	6	11	12	7	26	3	9	4
	13.7%	14.1%	14.3%	17.9%	15.7%	14.6%	5.9%	12.5%	11.1%	0.0%	9.1%	7.2%	12.2%	20.8%	18.5%	9.7%	17.1%	5.9%	12.2%	10.0%
	100.0%	100.0%	26.3%	26.3%	21.1%	15.8%	2.6%	5.3%	2.6%	0.0%	2.6%	18.4%	15.8%	28.9%	31.6%	18.4%	68.4%	7.9%	23.7%	10.5%
Refined taste	40	40	12	10	11	3	1	1	2	0	2	9	9	12	8	14	20	5	10	7
	14.4%	14.8%	17.1%	17.9%	21.6%	7.3%	5.9%	6.3%	22.2%	0.0%	18.2%	9.3%	18.4%	22.6%	12.3%	19.4%	13.2%	9.8%	13.5%	17.5%
	100.0%	100.0%	30.0%	25.0%	27.5%	7.5%	2.5%	2.5%	5.0%	0.0%	5.0%	22.5%	22.5%	30.0%	20.0%	35.0%	50.0%	12.5%	25.0%	17.5%
Recommended by tobacconists	48	48	22	5	15	3	2	0	1	0	1	17	7	13	10	11	24	12	20	5
	17.3%	17.8%	31.4%	8.9%	29.4%	7.3%	11.8%	0.0%	11.1%	0.0%	9.1%	17.5%	14.3%	24.5%	15.4%	15.3%	15.8%	23.5%	27.0%	12.5%
	100.0%	100.0%	45.8%	10.4%	31.3%	6.3%	4.2%	0.0%	2.1%	0.0%	2.1%	35.4%	14.6%	27.1%	20.8%	22.9%	50.0%	25.0%	41.7%	10.4%
Attractive packaging	26	26	9	9	4	2	0	1	1	0	1	4	6	7	8	5	19	1	8	1
	9.4%	9.6%	12.9%	16.1%	7.8%	4.9%	0.0%	6.3%	11.1%	0.0%	9.1%	4.1%	12.2%	13.2%	12.3%	6.9%	12.5%	2.0%	10.8%	2.5%
	100.0%	100.0%	34.6%	34.6%	15.4%	7.7%	0.0%	3.8%	3.8%	0.0%	3.8%	15.4%	23.1%	26.9%	30.8%	19.2%	73.1%	3.8%	30.8%	3.8%
Sophisticated	22	22	10	4	4	1	2	0	1	0	0	5	7	6	4	7	12	2	8	4
	7.9%	8.1%	14.3%	7.1%	7.8%	2.4%	11.8%	0.0%	11.1%	0.0%	0.0%	5.2%	14.3%	11.3%	6.2%	9.7%	7.9%	3.9%	10.8%	10.0%
	100.0%	100.0%	45.5%	18.2%	18.2%	4.5%	9.1%	0.0%	4.5%	0.0%	0.0%	22.7%	31.8%	27.3%	18.2%	31.8%	54.5%	9.1%	36.4%	18.2%
Innovative	11	11	5	3	1	1	0	0	0	1	1	1	5	1	3	3	6	1	5	1
	4.0%	4.1%	7.1%	5.4%	2.0%	2.4%	0.0%	0.0%	0.0%	10.0%	9.1%	1.0%	10.2%	1.9%	4.6%	4.2%	3.9%	2.0%	6.8%	2.5%
	100.0%	100.0%	45.5%	27.3%	9.1%	9.1%	0.0%	0.0%	0.0%	9.1%	9.1%	9.1%	45.5%	9.1%	27.3%	27.3%	54.5%	9.1%	45.5%	9.1%
Trendy	23	23	8	4	2	6	0	1	1	1	1	8	5	4	5	7	11	4	8	3
	8.3%	8.5%	11.4%	7.1%	3.9%	14.6%	0.0%	6.3%	11.1%	10.0%	9.1%	8.2%	10.2%	7.5%	7.7%	9.7%	7.2%	7.8%	10.8%	7.5%
	100.0%	100.0%	34.8%	17.4%	8.7%	26.1%	0.0%	4.3%	4.3%	4.3%	4.3%	34.8%	21.7%	17.4%	21.7%	30.4%	47.8%	17.4%	34.8%	13.0%
Prestigious	37	37	14	9	8	2	2	0	1	1	0	11	8	9	9	11	19	6	14	3
	13.4%	13.7%	20.0%	16.1%	15.7%	4.9%	11.8%	0.0%	11.1%	10.0%	0.0%	11.3%	16.3%	17.0%	13.8%	15.3%	12.5%	11.8%	18.9%	7.5%
	100.0%	100.0%	37.8%	24.3%	21.6%	5.4%	5.4%	0.0%	2.7%	2.7%	0.0%	29.7%	21.6%	24.3%	24.3%	29.7%	51.4%	16.2%	37.8%	8.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	277 100.0% 100.0%	270 100.0% 97.5%	70 100.0% 25.3%	56 100.0% 20.2%	51 100.0% 18.4%	41 100.0% 14.8%	17 100.0% 6.1%	16 100.0% 5.8%	9 100.0% 3.2%	10 100.0% 3.6%	11 100.0% 4.0%	97 100.0% 35.0%	49 100.0% 17.7%	53 100.0% 19.1%	65 100.0% 23.5%	72 100.0% 26.0%	152 100.0% 54.9%	51 100.0% 18.4%	74 100.0% 26.7%	40 100.0% 14.4%
Sporty	13 4.7% 100.0%	13 4.8% 100.0%	7 10.0% 53.8%	2 3.6% 15.4%	3 5.9% 23.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 7.7%	0 0.0% 0.0%	1 9.1% 7.7%	3 3.1% 23.1%	6 12.2% 46.2%	2 3.8% 15.4%	1 1.5% 7.7%	3 4.2% 23.1%	7 4.6% 53.8%	2 3.9% 15.4%	5 6.8% 38.5%	0 0.0% 0.0%
Reliable	34 12.3% 100.0%	34 12.6% 100.0%	15 21.4% 44.1%	6 10.7% 17.6%	7 13.7% 20.6%	4 9.8% 11.8%	1 5.9% 2.9%	0 0.0% 0.0%	1 11.1% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	6 6.2% 17.6%	8 16.3% 23.5%	11 20.8% 32.4%	9 13.8% 26.5%	7 9.7% 20.6%	22 14.5% 64.7%	4 7.8% 11.8%	14 18.9% 41.2%	2 5.0% 5.9%
Recommended by magazine	32 11.6% 100.0%	32 11.9% 100.0%	15 21.4% 46.9%	8 14.3% 25.0%	7 13.7% 21.9%	1 2.4% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 3.1%	0 0.0% 0.0%	2 18.2% 6.3%	8 8.2% 25.0%	8 16.3% 25.0%	7 13.2% 21.9%	7 10.8% 21.9%	8 11.1% 25.0%	19 12.5% 59.4%	4 7.8% 12.5%	12 16.2% 37.5%	1 2.5% 3.1%
Great taste	62 22.4% 100.0%	62 23.0% 100.0%	22 31.4% 35.5%	14 25.0% 22.6%	14 27.5% 22.6%	6 14.6% 9.7%	1 5.9% 1.6%	3 18.8% 4.8%	2 22.2% 3.2%	0 0.0% 0.0%	1 9.1% 1.6%	18 18.6% 29.0%	13 26.5% 21.0%	12 22.6% 19.4%	18 27.7% 29.0%	14 19.4% 22.6%	37 24.3% 59.7%	10 19.6% 16.1%	21 28.4% 33.9%	6 15.0% 9.7%
Good value	27 9.7% 100.0%	27 10.0% 100.0%	12 17.1% 44.4%	7 12.5% 25.9%	4 7.8% 14.8%	2 4.9% 7.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 3.7%	1 10.0% 3.7%	1 9.1% 3.7%	6 6.2% 22.2%	5 10.2% 18.5%	9 17.0% 33.3%	6 9.2% 22.2%	4 5.6% 14.8%	17 11.2% 63.0%	5 9.8% 18.5%	10 13.5% 37.0%	3 7.5% 11.1%
For social smokers	28 10.1% 100.0%	28 10.4% 100.0%	9 12.9% 32.1%	7 12.5% 25.0%	8 15.7% 28.6%	1 2.4% 3.6%	0 0.0% 0.0%	1 6.3% 3.6%	1 11.1% 3.6%	1 10.0% 3.6%	0 0.0% 0.0%	4 4.1% 14.3%	9 18.4% 32.1%	8 15.1% 28.6%	7 10.8% 25.0%	9 12.5% 32.1%	17 11.2% 60.7%	1 2.0% 3.6%	10 13.5% 35.7%	4 10.0% 14.3%
Good for everyday	25 9.0% 100.0%	25 9.3% 100.0%	9 12.9% 36.0%	8 14.3% 32.0%	4 7.8% 16.0%	1 2.4% 4.0%	1 5.9% 4.0%	1 6.3% 4.0%	1 11.1% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 8.2% 32.0%	9 18.4% 36.0%	4 7.5% 16.0%	4 6.2% 16.0%	4 5.6% 16.0%	16 10.5% 64.0%	4 7.8% 16.0%	10 13.5% 40.0%	0 0.0% 0.0%
Fresh	51 18.4% 100.0%	51 18.9% 100.0%	21 30.0% 41.2%	9 16.1% 17.6%	11 21.6% 21.6%	7 17.1% 13.7%	0 0.0% 0.0%	3 18.8% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	11 11.3% 21.6%	15 30.6% 29.4%	13 24.5% 25.5%	12 18.5% 23.5%	14 19.4% 27.5%	28 18.4% 54.9%	8 15.7% 15.7%	15 20.3% 29.4%	4 10.0% 7.8%
Good for relaxing	62 22.4% 100.0%	62 23.0% 100.0%	23 32.9% 37.1%	15 26.8% 24.2%	13 25.5% 21.0%	6 14.6% 9.7%	1 5.9% 1.6%	3 18.8% 4.8%	1 11.1% 1.6%	0 0.0% 0.0%	1 9.1% 1.6%	18 18.6% 29.0%	12 24.5% 19.4%	14 26.4% 22.6%	17 26.2% 27.4%	14 19.4% 22.6%	35 23.0% 56.5%	12 23.5% 19.4%	21 28.4% 33.9%	7 17.5% 11.3%
Easy to find/widely available	44 15.9% 100.0%	44 16.3% 100.0%	19 27.1% 43.2%	12 21.4% 27.3%	5 9.8% 11.4%	4 9.8% 9.1%	0 0.0% 0.0%	1 6.3% 2.3%	3 33.3% 6.8%	0 0.0% 0.0%	2 18.2% 4.5%	13 13.4% 29.5%	7 14.3% 15.9%	10 18.9% 22.7%	12 18.5% 27.3%	9 12.5% 20.5%	24 15.8% 54.5%	10 19.6% 22.7%	22 29.7% 50.0%	5 12.5% 11.4%
Full flavored	54 19.5% 100.0%	54 20.0% 100.0%	20 28.6% 37.0%	13 23.2% 24.1%	9 17.6% 16.7%	5 12.2% 9.3%	1 5.9% 1.9%	3 18.8% 5.6%	2 22.2% 3.7%	1 10.0% 1.9%	1 9.1% 1.9%	17 17.5% 31.5%	12 24.5% 22.2%	10 18.9% 18.5%	14 21.5% 25.9%	10 13.9% 18.5%	32 21.1% 59.3%	11 21.6% 20.4%	21 28.4% 38.9%	4 10.0% 7.4%
Medium taste	32 11.6% 100.0%	32 11.9% 100.0%	14 20.0% 43.8%	6 10.7% 18.8%	8 15.7% 25.0%	2 4.9% 6.3%	1 5.9% 3.1%	0 0.0% 0.0%	1 11.1% 3.1%	0 0.0% 0.0%	1 9.1% 3.1%	8 8.2% 25.0%	7 14.3% 21.9%	8 15.1% 25.0%	8 12.3% 25.0%	6 8.3% 18.8%	19 12.5% 59.4%	6 11.8% 18.8%	8 10.8% 25.0%	3 7.5% 9.4%
Good as a reward	43 15.5% 100.0%	43 15.9% 100.0%	17 24.3% 39.5%	10 17.9% 23.3%	9 17.6% 20.9%	4 9.8% 9.3%	0 0.0% 0.0%	1 6.3% 2.3%	2 22.2% 4.7%	0 0.0% 0.0%	1 9.1% 2.3%	9 9.3% 20.9%	12 24.5% 27.9%	14 26.4% 32.6%	7 10.8% 16.3%	11 15.3% 25.6%	23 15.1% 53.5%	8 15.7% 18.6%	17 23.0% 39.5%	3 7.5% 7.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	277 100.0% 100.0%	270 100.0% 97.5%	70 100.0% 25.3%	56 100.0% 20.2%	51 100.0% 18.4%	41 100.0% 14.8%	17 100.0% 6.1%	16 100.0% 5.8%	9 100.0% 3.2%	10 100.0% 3.6%	11 100.0% 4.0%	97 100.0% 35.0%	49 100.0% 17.7%	53 100.0% 19.1%	65 100.0% 23.5%	72 100.0% 26.0%	152 100.0% 54.9%	51 100.0% 18.4%	74 100.0% 26.7%	40 100.0% 14.4%
Low price	16 5.8% 100.0%	16 5.9% 100.0%	6 8.6% 37.5%	7 12.5% 43.8%	1 2.0% 6.3%	1 2.4% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 6.3%	0 0.0% 0.0%	1 9.1% 6.3%	6 6.2% 37.5%	4 8.2% 25.0%	2 3.8% 12.5%	3 4.6% 18.8%	4 5.6% 25.0%	7 4.6% 43.8%	4 7.8% 25.0%	6 8.1% 37.5%	0 0.0% 0.0%
Smooth taste	51 18.4% 100.0%	51 18.9% 100.0%	21 30.0% 41.2%	12 21.4% 23.5%	10 19.6% 19.6%	3 7.3% 5.9%	2 11.8% 3.9%	3 18.8% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 2.0%	11 11.3% 21.6%	10 20.4% 19.6%	15 28.3% 29.4%	14 21.5% 27.5%	12 16.7% 23.5%	32 21.1% 62.7%	6 11.8% 11.8%	13 17.6% 25.5%	4 10.0% 7.8%
Good for special occasions	45 16.2% 100.0%	45 16.7% 100.0%	15 21.4% 33.3%	9 16.1% 20.0%	8 15.7% 17.8%	7 17.1% 15.6%	1 5.9% 2.2%	3 18.8% 6.7%	2 22.2% 4.4%	0 0.0% 0.0%	0 0.0% 0.0%	14 14.4% 31.1%	9 18.4% 20.0%	15 28.3% 33.3%	7 10.8% 15.6%	11 15.3% 24.4%	25 16.4% 55.6%	8 15.7% 17.8%	16 21.6% 35.6%	5 12.5% 11.1%
Recommended by friends	29 10.5% 100.0%	29 10.7% 100.0%	12 17.1% 41.4%	3 5.4% 10.3%	8 15.7% 27.6%	1 2.4% 3.4%	2 11.8% 6.9%	3 18.8% 10.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	13 13.4% 44.8%	6 12.2% 20.7%	7 13.2% 24.1%	3 4.6% 10.3%	10 13.9% 34.5%	15 9.9% 51.7%	3 5.9% 10.3%	8 10.8% 27.6%	4 10.0% 13.8%
Good for a gift	57 20.6% 100.0%	57 21.1% 100.0%	18 25.7% 31.6%	12 21.4% 21.1%	14 27.5% 24.6%	6 14.6% 10.5%	3 17.6% 5.3%	1 6.3% 1.8%	3 33.3% 5.3%	0 0.0% 0.0%	1 9.1% 1.8%	14 14.4% 24.6%	12 24.5% 21.1%	13 24.5% 22.8%	17 26.2% 29.8%	14 19.4% 24.6%	36 23.7% 63.2%	6 11.8% 10.5%	20 27.0% 35.1%	6 15.0% 10.5%
Consistent quality	69 24.9% 100.0%	69 25.6% 100.0%	25 35.7% 36.2%	15 26.8% 21.7%	14 27.5% 20.3%	8 19.5% 11.6%	1 5.9% 1.4%	1 6.3% 1.4%	4 44.4% 5.8%	1 10.0% 1.4%	1 9.1% 1.4%	16 16.5% 23.2%	14 28.6% 20.3%	23 43.4% 33.3%	15 23.1% 21.7%	17 23.6% 24.6%	39 25.7% 56.5%	12 23.5% 17.4%	23 31.1% 33.3%	4 10.0% 5.8%
Masculine	45 16.2% 100.0%	45 16.7% 100.0%	15 21.4% 33.3%	11 19.6% 24.4%	11 21.6% 24.4%	3 7.3% 6.7%	1 5.9% 2.2%	1 6.3% 2.2%	3 33.3% 6.7%	0 0.0% 0.0%	2 18.2% 4.4%	12 12.4% 26.7%	8 16.3% 17.8%	12 22.6% 26.7%	11 16.9% 24.4%	10 13.9% 22.2%	24 15.8% 53.3%	10 19.6% 22.2%	17 23.0% 37.8%	7 17.5% 15.6%
Brand I trust	53 19.1% 100.0%	53 19.6% 100.0%	22 31.4% 41.5%	18 32.1% 34.0%	8 15.7% 15.1%	4 9.8% 7.5%	0 0.0% 0.0%	1 6.3% 1.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 1.9%	11 11.3% 20.8%	10 20.4% 18.9%	16 30.2% 30.2%	15 23.1% 28.3%	9 12.5% 17.0%	30 19.7% 56.6%	13 25.5% 24.5%	26 35.1% 49.1%	1 2.5% 1.9%
Well constructed	79 28.5% 100.0%	79 29.3% 100.0%	30 42.9% 38.0%	20 35.7% 25.3%	11 21.6% 13.9%	9 22.0% 11.4%	3 17.6% 3.8%	1 6.3% 1.3%	5 55.6% 6.3%	0 0.0% 0.0%	2 18.2% 2.5%	26 26.8% 32.9%	15 30.6% 19.0%	17 32.1% 21.5%	19 29.2% 24.1%	15 20.8% 19.0%	48 31.6% 60.8%	15 29.4% 19.0%	28 37.8% 35.4%	6 15.0% 7.6%
Strong taste	36 13.0% 100.0%	36 13.3% 100.0%	12 17.1% 33.3%	6 10.7% 16.7%	8 15.7% 22.2%	4 9.8% 11.1%	1 5.9% 2.8%	4 25.0% 11.1%	1 11.1% 2.8%	0 0.0% 0.0%	2 18.2% 5.6%	13 13.4% 36.1%	8 16.3% 22.2%	7 13.2% 19.4%	6 9.2% 16.7%	6 8.3% 16.7%	20 13.2% 55.6%	9 17.6% 25.0%	15 20.3% 41.7%	3 7.5% 8.3%
For serious smokers	66 23.8% 100.0%	65 24.1% 98.5%	24 34.3% 36.4%	17 30.4% 25.8%	15 29.4% 22.7%	3 7.3% 4.5%	1 5.9% 1.5%	1 6.3% 1.5%	4 44.4% 6.1%	0 0.0% 0.0%	1 9.1% 1.5%	25 25.8% 37.9%	13 26.5% 19.7%	12 22.6% 18.2%	15 23.1% 22.7%	14 19.4% 21.2%	38 25.0% 57.6%	13 25.5% 19.7%	25 33.8% 37.9%	4 10.0% 6.1%
Popular	51 18.4% 100.0%	50 18.5% 98.0%	20 28.6% 39.2%	15 26.8% 29.4%	6 11.8% 11.8%	5 12.2% 9.8%	0 0.0% 0.0%	1 6.3% 2.0%	2 22.2% 3.9%	1 10.0% 2.0%	1 9.1% 2.0%	21 21.6% 41.2%	7 14.3% 13.7%	4 7.5% 7.8%	18 27.7% 35.3%	10 13.9% 19.6%	28 18.4% 54.9%	12 23.5% 23.5%	21 28.4% 41.2%	5 12.5% 9.8%
Easy to smoke	56 20.2% 100.0%	56 20.7% 100.0%	24 34.3% 42.9%	14 25.0% 25.0%	8 15.7% 14.3%	6 14.6% 10.7%	1 5.9% 1.8%	3 18.8% 5.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 1.8%	15 15.5% 26.8%	8 16.3% 14.3%	17 32.1% 30.4%	15 23.1% 26.8%	13 18.1% 23.2%	33 21.7% 58.9%	9 17.6% 16.1%	20 27.0% 35.7%	3 7.5% 5.4%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	277 100.0% 100.0%	270 100.0% 97.5%	70 100.0% 25.3%	56 100.0% 20.2%	51 100.0% 18.4%	41 100.0% 14.8%	17 100.0% 6.1%	16 100.0% 5.8%	9 100.0% 3.2%	10 100.0% 3.6%	11 100.0% 4.0%	97 100.0% 35.0%	49 100.0% 17.7%	53 100.0% 19.1%	65 100.0% 23.5%	72 100.0% 26.0%	152 100.0% 54.9%	51 100.0% 18.4%	74 100.0% 26.7%	40 100.0% 14.4%
Easy draw	55 19.9% 100.0%	55 20.4% 100.0%	19 27.1% 34.5%	15 26.8% 27.3%	11 21.6% 20.0%	5 12.2% 9.1%	1 5.9% 1.8%	4 25.0% 7.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 1.8%	16 16.5% 29.1%	8 16.3% 14.5%	17 32.1% 30.9%	13 20.0% 23.6%	11 15.3% 20.0%	37 24.3% 67.3%	6 11.8% 10.9%	18 24.3% 32.7%	6 15.0% 10.9%
No answer	96 34.7% 100.0%	92 34.1% 95.8%	18 25.7% 18.8%	20 35.7% 20.8%	14 27.5% 14.6%	19 46.3% 19.8%	7 41.2% 7.3%	6 37.5% 6.3%	1 11.1% 1.0%	7 70.0% 7.3%	6 54.5% 6.3%	33 34.0% 34.4%	16 32.7% 16.7%	15 28.3% 15.6%	25 38.5% 26.0%	27 37.5% 28.1%	50 32.9% 52.1%	19 37.3% 19.8%	22 29.7% 22.9%	13 32.5% 13.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	553	531	103	85	127	82	57	25	29	23	23	202	98	118	108	165	310	75	100	135
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.0%	18.6%	15.4%	23.0%	14.8%	10.3%	4.5%	5.2%	4.2%	4.2%	36.5%	17.7%	21.3%	19.5%	29.8%	56.1%	13.6%	18.1%	24.4%
Macanudo																				
Casual	99	95	20	10	30	14	10	2	3	6	4	48	16	19	11	35	55	9	14	28
	17.9%	17.9%	19.4%	11.8%	23.6%	17.1%	17.5%	8.0%	10.3%	26.1%	17.4%	23.8%	16.3%	16.1%	10.2%	21.2%	17.7%	12.0%	14.0%	20.7%
	100.0%	96.0%	20.2%	10.1%	30.3%	14.1%	10.1%	2.0%	3.0%	6.1%	4.0%	48.5%	16.2%	19.2%	11.1%	35.4%	55.6%	9.1%	14.1%	28.3%
Individualistic	72	70	17	14	16	11	3	3	4	2	2	25	14	15	16	29	36	7	14	13
	13.0%	13.2%	16.5%	16.5%	12.6%	13.4%	5.3%	12.0%	13.8%	8.7%	8.7%	12.4%	14.3%	12.7%	14.8%	17.6%	11.6%	9.3%	14.0%	9.6%
	100.0%	97.2%	23.6%	19.4%	22.2%	15.3%	4.2%	4.2%	5.6%	2.8%	2.8%	34.7%	19.4%	20.8%	22.2%	40.3%	50.0%	9.7%	19.4%	18.1%
Mild taste	149	147	33	31	36	20	13	2	7	5	7	54	31	33	23	67	70	12	34	33
	26.9%	27.7%	32.0%	36.5%	28.3%	24.4%	22.8%	8.0%	24.1%	21.7%	30.4%	26.7%	31.6%	28.0%	21.3%	40.6%	22.6%	16.0%	34.0%	24.4%
	100.0%	98.7%	22.1%	20.8%	24.2%	13.4%	8.7%	1.3%	4.7%	3.4%	4.7%	36.2%	20.8%	22.1%	15.4%	45.0%	47.0%	8.1%	22.8%	22.1%
High quality	247	241	53	41	67	30	23	5	12	10	7	94	42	53	49	80	142	24	46	53
	44.7%	45.4%	51.5%	48.2%	52.8%	36.6%	40.4%	20.0%	41.4%	43.5%	30.4%	46.5%	42.9%	44.9%	45.4%	48.5%	45.8%	32.0%	46.0%	39.3%
	100.0%	97.6%	21.5%	16.6%	27.1%	12.1%	9.3%	2.0%	4.9%	4.0%	2.8%	38.1%	17.0%	21.5%	19.8%	32.4%	57.5%	9.7%	18.6%	21.5%
Smart choice	136	133	32	23	34	13	17	2	8	4	4	56	24	31	20	46	80	9	23	29
	24.6%	25.0%	31.1%	27.1%	26.8%	15.9%	29.8%	8.0%	27.6%	17.4%	17.4%	27.7%	24.5%	26.3%	18.5%	27.9%	25.8%	12.0%	23.0%	21.5%
	100.0%	97.8%	23.5%	16.9%	25.0%	9.6%	12.5%	1.5%	5.9%	2.9%	2.9%	41.2%	17.6%	22.8%	14.7%	33.8%	58.8%	6.6%	16.9%	21.3%
Refined taste	127	123	31	17	37	16	12	1	6	3	4	52	29	22	20	42	71	14	24	25
	23.0%	23.2%	30.1%	20.0%	29.1%	19.5%	21.1%	4.0%	20.7%	13.0%	17.4%	25.7%	29.6%	18.6%	18.5%	25.5%	22.9%	18.7%	24.0%	18.5%
	100.0%	96.9%	24.4%	13.4%	29.1%	12.6%	9.4%	0.8%	4.7%	2.4%	3.1%	40.9%	22.8%	17.3%	15.7%	33.1%	55.9%	11.0%	18.9%	19.7%
Recommended by tobacconists	159	157	43	20	47	19	15	3	6	4	7	60	30	36	26	51	90	18	36	35
	28.8%	29.6%	41.7%	23.5%	37.0%	23.2%	26.3%	12.0%	20.7%	17.4%	30.4%	29.7%	30.6%	30.5%	24.1%	30.9%	29.0%	24.0%	36.0%	25.9%
	100.0%	98.7%	27.0%	12.6%	29.6%	11.9%	9.4%	1.9%	3.8%	2.5%	4.4%	37.7%	18.9%	22.6%	16.4%	32.1%	56.6%	11.3%	22.6%	22.0%
Attractive packaging	93	91	25	17	20	11	8	3	5	2	2	33	16	24	18	39	47	7	19	18
	16.8%	17.1%	24.3%	20.0%	15.7%	13.4%	14.0%	12.0%	17.2%	8.7%	8.7%	16.3%	16.3%	20.3%	16.7%	23.6%	15.2%	9.3%	19.0%	13.3%
	100.0%	97.8%	26.9%	18.3%	21.5%	11.8%	8.6%	3.2%	5.4%	2.2%	2.2%	35.5%	17.2%	25.8%	19.4%	41.9%	50.5%	7.5%	20.4%	19.4%
Sophisticated	85	84	21	16	27	4	9	1	4	2	4	34	16	16	15	29	49	7	17	20
	15.4%	15.8%	20.4%	18.8%	21.3%	4.9%	15.8%	4.0%	13.8%	8.7%	17.4%	16.8%	16.3%	13.6%	13.9%	17.6%	15.8%	9.3%	17.0%	14.8%
	100.0%	98.8%	24.7%	18.8%	31.8%	4.7%	10.6%	1.2%	4.7%	2.4%	4.7%	40.0%	18.8%	18.8%	17.6%	34.1%	57.6%	8.2%	20.0%	23.5%
Innovative	30	29	10	4	3	3	3	2	3	1	1	13	5	4	7	7	21	2	8	7
	5.4%	5.5%	9.7%	4.7%	2.4%	3.7%	5.3%	8.0%	10.3%	4.3%	4.3%	6.4%	5.1%	3.4%	6.5%	4.2%	6.8%	2.7%	8.0%	5.2%
	100.0%	96.7%	33.3%	13.3%	10.0%	10.0%	10.0%	6.7%	10.0%	3.3%	3.3%	43.3%	16.7%	13.3%	23.3%	23.3%	70.0%	6.7%	26.7%	23.3%
Trendy	107	106	25	15	29	11	14	4	6	2	6	42	20	19	19	42	54	11	23	26
	19.3%	20.0%	24.3%	17.6%	22.8%	13.4%	24.6%	16.0%	20.7%	8.7%	26.1%	20.8%	20.4%	16.1%	17.6%	25.5%	17.4%	14.7%	23.0%	19.3%
	100.0%	99.1%	23.4%	14.0%	27.1%	10.3%	13.1%	3.7%	5.6%	1.9%	5.6%	39.3%	18.7%	17.8%	17.8%	39.3%	50.5%	10.3%	21.5%	24.3%
Prestigious	111	109	26	22	28	11	14	1	5	2	3	40	16	25	27	42	60	9	27	27
	20.1%	20.5%	25.2%	25.9%	22.0%	13.4%	24.6%	4.0%	17.2%	8.7%	13.0%	19.8%	16.3%	21.2%	25.0%	25.5%	19.4%	12.0%	27.0%	20.0%
	100.0%	98.2%	23.4%	19.8%	25.2%	9.9%	12.6%	0.9%	4.5%	1.8%	2.7%	36.0%	14.4%	22.5%	24.3%	37.8%	54.1%	8.1%	24.3%	24.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	553 100.0% 100.0%	531 100.0% 96.0%	103 100.0% 18.6%	85 100.0% 15.4%	127 100.0% 23.0%	82 100.0% 14.8%	57 100.0% 10.3%	25 100.0% 4.5%	29 100.0% 5.2%	23 100.0% 4.2%	23 100.0% 4.2%	202 100.0% 36.5%	98 100.0% 17.7%	118 100.0% 21.3%	108 100.0% 19.5%	165 100.0% 29.8%	310 100.0% 56.1%	75 100.0% 13.6%	100 100.0% 18.1%	135 100.0% 24.4%
Sporty	48 8.7% 100.0%	48 9.0% 100.0%	17 16.5% 35.4%	5 5.9% 10.4%	13 10.2% 27.1%	2 2.4% 4.2%	8 14.0% 16.7%	0 0.0% 0.0%	2 6.9% 4.2%	1 4.3% 2.1%	4 17.4% 8.3%	22 10.9% 45.8%	4 4.1% 8.3%	13 11.0% 27.1%	5 4.6% 10.4%	13 7.9% 27.1%	31 10.0% 64.6%	4 5.3% 8.3%	13 13.0% 27.1%	11 8.1% 22.9%
Reliable	145 26.2% 100.0%	143 26.9% 98.6%	35 34.0% 24.1%	23 27.1% 15.9%	42 33.1% 29.0%	18 22.0% 12.4%	16 28.1% 11.0%	3 12.0% 2.1%	5 17.2% 3.4%	1 4.3% 0.7%	4 17.4% 2.8%	58 28.7% 40.0%	23 23.5% 15.9%	33 28.0% 22.8%	27 25.0% 18.6%	43 26.1% 29.7%	83 26.8% 57.2%	19 25.3% 13.1%	31 31.0% 21.4%	30 22.2% 20.7%
Recommended by magazine	85 15.4% 100.0%	84 15.8% 98.8%	29 28.2% 34.1%	14 16.5% 16.5%	21 16.5% 24.7%	6 7.3% 7.1%	10 17.5% 11.8%	0 0.0% 0.0%	4 13.8% 4.7%	0 0.0% 0.0%	6 26.1% 7.1%	36 17.8% 42.4%	19 19.4% 22.4%	15 12.7% 17.6%	9 8.3% 10.6%	29 17.6% 34.1%	47 15.2% 55.3%	9 12.0% 10.6%	23 23.0% 27.1%	14 10.4% 16.5%
Great taste	230 41.6% 100.0%	225 42.4% 97.8%	54 52.4% 23.5%	37 43.5% 16.1%	59 46.5% 25.7%	29 35.4% 12.6%	23 40.4% 10.0%	6 24.0% 2.6%	8 27.6% 3.5%	9 39.1% 3.9%	7 30.4% 3.0%	97 48.0% 42.2%	40 40.8% 17.4%	43 36.4% 18.7%	42 38.9% 18.3%	80 48.5% 34.8%	126 40.6% 54.8%	24 32.0% 10.4%	43 43.0% 18.7%	48 35.6% 20.9%
Good value	118 21.3% 100.0%	117 22.0% 99.2%	30 29.1% 25.4%	13 15.3% 11.0%	31 24.4% 26.3%	16 19.5% 13.6%	14 24.6% 11.9%	1 4.0% 0.8%	7 24.1% 5.9%	5 21.7% 4.2%	2 8.7% 1.7%	51 25.2% 43.2%	23 23.5% 19.5%	23 19.5% 19.5%	19 17.6% 16.1%	38 23.0% 32.2%	71 22.9% 60.2%	9 12.0% 7.6%	20 20.0% 16.9%	24 17.8% 20.3%
For social smokers	128 23.1% 100.0%	128 24.1% 100.0%	38 36.9% 29.7%	16 18.8% 12.5%	35 27.6% 27.3%	12 14.6% 9.4%	19 33.3% 14.8%	2 8.0% 1.6%	4 13.8% 3.1%	2 8.7% 1.6%	8 34.8% 6.3%	43 21.3% 33.6%	33 33.7% 25.8%	23 19.5% 18.0%	21 19.4% 16.4%	45 27.3% 35.2%	71 22.9% 55.5%	12 16.0% 9.4%	25 25.0% 19.5%	29 21.5% 22.7%
Good for everyday	114 20.6% 100.0%	113 21.3% 99.1%	29 28.2% 25.4%	24 28.2% 21.1%	27 21.3% 23.7%	15 18.3% 13.2%	9 15.8% 7.9%	1 4.0% 0.9%	6 20.7% 5.3%	2 8.7% 1.8%	5 21.7% 4.4%	50 24.8% 43.9%	18 18.4% 15.8%	23 19.5% 20.2%	18 16.7% 15.8%	38 23.0% 33.3%	68 21.9% 59.6%	8 10.7% 7.0%	23 23.0% 20.2%	17 12.6% 14.9%
Fresh	191 34.5% 100.0%	187 35.2% 97.9%	48 46.6% 25.1%	25 29.4% 13.1%	51 40.2% 26.7%	26 31.7% 13.6%	22 38.6% 11.5%	3 12.0% 1.6%	6 20.7% 3.1%	6 26.1% 3.1%	6 26.1% 3.1%	72 35.6% 37.7%	40 40.8% 20.9%	37 31.4% 19.4%	36 33.3% 18.8%	68 41.2% 35.6%	110 35.5% 57.6%	13 17.3% 6.8%	32 32.0% 16.8%	42 31.1% 22.0%
Good for relaxing	196 35.4% 100.0%	193 36.3% 98.5%	50 48.5% 25.5%	29 34.1% 14.8%	55 43.3% 28.1%	29 35.4% 14.8%	15 26.3% 7.7%	4 16.0% 2.0%	6 20.7% 3.1%	5 21.7% 2.6%	7 30.4% 3.6%	81 40.1% 41.3%	37 37.8% 18.9%	37 31.4% 18.9%	34 31.5% 17.3%	65 39.4% 33.2%	109 35.2% 55.6%	22 29.3% 11.2%	38 38.0% 19.4%	34 25.2% 17.3%
Easy to find/widely available	211 38.2% 100.0%	207 39.0% 98.1%	51 49.5% 24.2%	26 30.6% 12.3%	64 50.4% 30.3%	24 29.3% 11.4%	27 47.4% 12.8%	4 16.0% 1.9%	7 24.1% 3.3%	4 17.4% 1.9%	10 43.5% 4.7%	86 42.6% 40.8%	38 38.8% 18.0%	40 33.9% 19.0%	36 33.3% 17.1%	70 42.4% 33.2%	116 37.4% 55.0%	25 33.3% 11.8%	43 43.0% 20.4%	50 37.0% 23.7%
Full flavored	125 22.6% 100.0%	122 23.0% 97.6%	40 38.8% 32.0%	15 17.6% 12.0%	26 20.5% 20.8%	17 20.7% 13.6%	11 19.3% 8.8%	4 16.0% 3.2%	4 13.8% 3.2%	5 21.7% 4.0%	3 13.0% 2.4%	43 21.3% 34.4%	26 26.5% 20.8%	28 23.7% 22.4%	24 22.2% 19.2%	32 19.4% 25.6%	76 24.5% 60.8%	17 22.7% 13.6%	22 22.0% 17.6%	23 17.0% 18.4%
Medium taste	105 19.0% 100.0%	104 19.6% 99.0%	23 22.3% 21.9%	14 16.5% 13.3%	33 26.0% 31.4%	15 18.3% 14.3%	9 15.8% 8.6%	3 12.0% 2.9%	3 10.3% 2.9%	4 17.4% 3.8%	5 21.7% 4.8%	40 19.8% 38.1%	18 18.4% 17.1%	23 19.5% 21.9%	19 17.6% 18.1%	31 18.8% 29.5%	62 20.0% 59.0%	12 16.0% 11.4%	25 25.0% 23.8%	21 15.6% 20.0%
Good as a reward	115 20.8% 100.0%	114 21.5% 99.1%	25 24.3% 21.7%	21 24.7% 18.3%	34 26.8% 29.6%	11 13.4% 9.6%	12 21.1% 10.4%	2 8.0% 1.7%	6 20.7% 5.2%	3 13.0% 2.6%	6 26.1% 5.2%	42 20.8% 36.5%	21 21.4% 18.3%	27 22.9% 23.5%	19 17.6% 16.5%	48 29.1% 41.7%	58 18.7% 50.4%	9 12.0% 7.8%	22 22.0% 19.1%	23 17.0% 20.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	553	531	103	85	127	82	57	25	29	23	23	202	98	118	108	165	310	75	100	135
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.0%	18.6%	15.4%	23.0%	14.8%	10.3%	4.5%	5.2%	4.2%	4.2%	36.5%	17.7%	21.3%	19.5%	29.8%	56.1%	13.6%	18.1%	24.4%
Low price	32	32	6	4	8	5	3	2	2	2	2	8	6	9	7	8	24	0	8	8
	5.8%	6.0%	5.8%	4.7%	6.3%	6.1%	5.3%	8.0%	6.9%	8.7%	8.7%	4.0%	6.1%	7.6%	6.5%	4.8%	7.7%	0.0%	8.0%	5.9%
	100.0%	100.0%	18.8%	12.5%	25.0%	15.6%	9.4%	6.3%	6.3%	6.3%	6.3%	25.0%	18.8%	28.1%	21.9%	25.0%	75.0%	0.0%	25.0%	25.0%
Smooth taste	200	196	48	32	54	22	25	2	7	6	6	89	30	42	32	74	108	18	36	43
	36.2%	36.9%	46.6%	37.6%	42.5%	26.8%	43.9%	8.0%	24.1%	26.1%	26.1%	44.1%	30.6%	35.6%	29.6%	44.8%	34.8%	24.0%	36.0%	31.9%
	100.0%	98.0%	24.0%	16.0%	27.0%	11.0%	12.5%	1.0%	3.5%	3.0%	3.0%	44.5%	15.0%	21.0%	16.0%	37.0%	54.0%	9.0%	18.0%	21.5%
Good for special occasions	161	159	39	25	40	18	23	3	6	5	5	63	33	33	26	60	87	14	30	37
	29.1%	29.9%	37.9%	29.4%	31.5%	22.0%	40.4%	12.0%	20.7%	21.7%	21.7%	31.2%	33.7%	28.0%	24.1%	36.4%	28.1%	18.7%	30.0%	27.4%
	100.0%	98.8%	24.2%	15.5%	24.8%	11.2%	14.3%	1.9%	3.7%	3.1%	3.1%	39.1%	20.5%	20.5%	16.1%	37.3%	54.0%	8.7%	18.6%	23.0%
Recommended by friends	138	137	25	14	43	14	26	2	7	6	4	64	29	21	19	50	75	13	26	43
	25.0%	25.8%	24.3%	16.5%	33.9%	17.1%	45.6%	8.0%	24.1%	26.1%	17.4%	31.7%	29.6%	17.8%	17.6%	30.3%	24.2%	17.3%	26.0%	31.9%
	100.0%	99.3%	18.1%	10.1%	31.2%	10.1%	18.8%	1.4%	5.1%	4.3%	2.9%	46.4%	21.0%	15.2%	13.8%	36.2%	54.3%	9.4%	18.8%	31.2%
Good for a gift	177	174	40	30	48	23	21	4	5	3	5	65	39	39	28	56	102	19	41	41
	32.0%	32.8%	38.8%	35.3%	37.8%	28.0%	36.8%	16.0%	17.2%	13.0%	21.7%	32.2%	39.8%	33.1%	25.9%	33.9%	32.9%	25.3%	41.0%	30.4%
	100.0%	98.3%	22.6%	16.9%	27.1%	13.0%	11.9%	2.3%	2.8%	1.7%	2.8%	36.7%	22.0%	22.0%	15.8%	31.6%	57.6%	10.7%	23.2%	23.2%
Consistent quality	250	244	54	42	64	29	29	6	12	8	7	94	50	58	40	84	139	27	51	55
	45.2%	46.0%	52.4%	49.4%	50.4%	35.4%	50.9%	24.0%	41.4%	34.8%	30.4%	46.5%	51.0%	49.2%	37.0%	50.9%	44.8%	36.0%	51.0%	40.7%
	100.0%	97.6%	21.6%	16.8%	25.6%	11.6%	11.6%	2.4%	4.8%	3.2%	2.8%	37.6%	20.0%	23.2%	16.0%	33.6%	55.6%	10.8%	20.4%	22.0%
Masculine	97	96	23	16	22	13	15	1	4	2	2	36	20	24	15	29	56	12	23	23
	17.5%	18.1%	22.3%	18.8%	17.3%	15.9%	26.3%	4.0%	13.8%	8.7%	8.7%	17.8%	20.4%	20.3%	13.9%	17.6%	18.1%	16.0%	23.0%	17.0%
	100.0%	99.0%	23.7%	16.5%	22.7%	13.4%	15.5%	1.0%	4.1%	2.1%	2.1%	37.1%	20.6%	24.7%	15.5%	29.9%	57.7%	12.4%	23.7%	23.7%
Brand I trust	219	215	53	35	59	24	26	2	11	5	7	86	46	46	33	72	124	23	45	46
	39.6%	40.5%	51.5%	41.2%	46.5%	29.3%	45.6%	8.0%	37.9%	21.7%	30.4%	42.6%	46.9%	39.0%	30.6%	43.6%	40.0%	30.7%	45.0%	34.1%
	100.0%	98.2%	24.2%	16.0%	26.9%	11.0%	11.9%	0.9%	5.0%	2.3%	3.2%	39.3%	21.0%	21.0%	15.1%	32.9%	56.6%	10.5%	20.5%	21.0%
Well constructed	220	216	56	39	48	25	29	6	9	4	9	82	42	47	40	71	130	19	48	44
	39.8%	40.7%	54.4%	45.9%	37.8%	30.5%	50.9%	24.0%	31.0%	17.4%	39.1%	40.6%	42.9%	39.8%	37.0%	43.0%	41.9%	25.3%	48.0%	32.6%
	100.0%	98.2%	25.5%	17.7%	21.8%	11.4%	13.2%	2.7%	4.1%	1.8%	4.1%	37.3%	19.1%	21.4%	18.2%	32.3%	59.1%	8.6%	21.8%	20.0%
Strong taste	51	49	17	5	11	4	7	3	2	0	3	19	7	8	13	13	26	12	10	15
	9.2%	9.2%	16.5%	5.9%	8.7%	4.9%	12.3%	12.0%	6.9%	0.0%	13.0%	9.4%	7.1%	6.8%	12.0%	7.9%	8.4%	16.0%	10.0%	11.1%
	100.0%	96.1%	33.3%	9.8%	21.6%	7.8%	13.7%	5.9%	3.9%	0.0%	5.9%	37.3%	13.7%	15.7%	25.5%	25.5%	51.0%	23.5%	19.6%	29.4%
For serious smokers	130	128	35	26	31	15	11	3	7	0	5	42	28	28	26	40	71	19	30	22
	23.5%	24.1%	34.0%	30.6%	24.4%	18.3%	19.3%	12.0%	24.1%	0.0%	21.7%	20.8%	28.6%	23.7%	24.1%	24.2%	22.9%	25.3%	30.0%	16.3%
	100.0%	98.5%	26.9%	20.0%	23.8%	11.5%	8.5%	2.3%	5.4%	0.0%	3.8%	32.3%	21.5%	21.5%	20.0%	30.8%	54.6%	14.6%	23.1%	16.9%
Popular	216	213	53	37	57	22	30	3	8	3	10	86	40	40	39	65	127	24	51	45
	39.1%	40.1%	51.5%	43.5%	44.9%	26.8%	52.6%	12.0%	27.6%	13.0%	43.5%	42.6%	40.8%	33.9%	36.1%	39.4%	41.0%	32.0%	51.0%	33.3%
	100.0%	98.6%	24.5%	17.1%	26.4%	10.2%	13.9%	1.4%	3.7%	1.4%	4.6%	39.8%	18.5%	18.5%	18.1%	30.1%	58.8%	11.1%	23.6%	20.8%
Easy to smoke	208	202	45	32	52	28	30	2	8	5	6	85	40	43	33	77	112	19	35	47
	37.6%	38.0%	43.7%	37.6%	40.9%	34.1%	52.6%	8.0%	27.6%	21.7%	26.1%	42.1%	40.8%	36.4%	30.6%	46.7%	36.1%	25.3%	35.0%	34.8%
	100.0%	97.1%	21.6%	15.4%	25.0%	13.5%	14.4%	1.0%	3.8%	2.4%	2.9%	40.9%	19.2%	20.7%	15.9%	37.0%	53.8%	9.1%	16.8%	22.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	553	531	103	85	127	82	57	25	29	23	23	202	98	118	108	165	310	75	100	135
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.0%	18.6%	15.4%	23.0%	14.8%	10.3%	4.5%	5.2%	4.2%	4.2%	36.5%	17.7%	21.3%	19.5%	29.8%	56.1%	13.6%	18.1%	24.4%
Easy draw	203	197	45	28	52	29	24	6	8	5	7	81	39	41	34	69	117	17	32	46
	36.7%	37.1%	43.7%	32.9%	40.9%	35.4%	42.1%	24.0%	27.6%	21.7%	30.4%	40.1%	39.8%	34.7%	31.5%	41.8%	37.7%	22.7%	32.0%	34.1%
	100.0%	97.0%	22.2%	13.8%	25.6%	14.3%	11.8%	3.0%	3.9%	2.5%	3.4%	39.9%	19.2%	20.2%	16.7%	34.0%	57.6%	8.4%	15.8%	22.7%
No answer	128	118	17	16	23	26	8	11	11	6	9	39	18	30	30	35	68	23	21	36
	23.1%	22.2%	16.5%	18.8%	18.1%	31.7%	14.0%	44.0%	37.9%	26.1%	39.1%	19.3%	18.4%	25.4%	27.8%	21.2%	21.9%	30.7%	21.0%	26.7%
	100.0%	92.2%	13.3%	12.5%	18.0%	20.3%	6.3%	8.6%	8.6%	4.7%	7.0%	30.5%	14.1%	23.4%	23.4%	27.3%	53.1%	18.0%	16.4%	28.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	434	421	90	65	101	73	47	18	20	7	22	156	69	98	85	118	244	68	87	99
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.0%	20.7%	15.0%	23.3%	16.8%	10.8%	4.1%	4.6%	1.6%	5.1%	35.9%	15.9%	22.6%	19.6%	27.2%	56.2%	15.7%	20.0%	22.8%
Montecristo																				
Casual	42	40	7	5	15	6	4	2	1	0	2	17	7	8	7	15	23	2	5	8
	9.7%	9.5%	7.8%	7.7%	14.9%	8.2%	8.5%	11.1%	5.0%	0.0%	9.1%	10.9%	10.1%	8.2%	8.2%	12.7%	9.4%	2.9%	5.7%	8.1%
	100.0%	95.2%	16.7%	11.9%	35.7%	14.3%	9.5%	4.8%	2.4%	0.0%	4.8%	40.5%	16.7%	19.0%	16.7%	35.7%	54.8%	4.8%	11.9%	19.0%
Individualistic	57	56	18	6	16	6	5	3	2	0	3	24	14	9	7	18	28	10	14	10
	13.1%	13.3%	20.0%	9.2%	15.8%	8.2%	10.6%	16.7%	10.0%	0.0%	13.6%	15.4%	20.3%	9.2%	8.2%	15.3%	11.5%	14.7%	16.1%	10.1%
	100.0%	98.2%	31.6%	10.5%	28.1%	10.5%	8.8%	5.3%	3.5%	0.0%	5.3%	42.1%	24.6%	15.8%	12.3%	31.6%	49.1%	17.5%	24.6%	17.5%
Mild taste	45	44	9	8	10	6	6	0	4	1	3	20	8	10	3	20	16	7	10	12
	10.4%	10.5%	10.0%	12.3%	9.9%	8.2%	12.8%	0.0%	20.0%	14.3%	13.6%	12.8%	11.6%	10.2%	3.5%	16.9%	6.6%	10.3%	11.5%	12.1%
	100.0%	97.8%	20.0%	17.8%	22.2%	13.3%	13.3%	0.0%	8.9%	2.2%	6.7%	44.4%	17.8%	22.2%	6.7%	44.4%	35.6%	15.6%	22.2%	26.7%
High quality	145	142	38	20	42	19	17	1	4	1	7	56	23	31	26	43	79	20	33	30
	33.4%	33.7%	42.2%	30.8%	41.6%	26.0%	36.2%	5.6%	20.0%	14.3%	31.8%	35.9%	33.3%	31.6%	30.6%	36.4%	32.4%	29.4%	37.9%	30.3%
	100.0%	97.9%	26.2%	13.8%	29.0%	13.1%	11.7%	0.7%	2.8%	0.7%	4.8%	38.6%	15.9%	21.4%	17.9%	29.7%	54.5%	13.8%	22.8%	20.7%
Smart choice	57	56	19	7	16	5	7	1	0	1	2	26	7	12	8	14	31	9	14	11
	13.1%	13.3%	21.1%	10.8%	15.8%	6.8%	14.9%	5.6%	0.0%	14.3%	9.1%	16.7%	10.1%	12.2%	9.4%	11.9%	12.7%	13.2%	16.1%	11.1%
	100.0%	98.2%	33.3%	12.3%	28.1%	8.8%	12.3%	1.8%	0.0%	1.8%	3.5%	45.6%	12.3%	21.1%	14.0%	24.6%	54.4%	15.8%	24.6%	19.3%
Refined taste	67	66	18	9	16	11	9	1	2	0	5	26	10	17	8	15	40	10	13	12
	15.4%	15.7%	20.0%	13.8%	15.8%	15.1%	19.1%	5.6%	10.0%	0.0%	22.7%	16.7%	14.5%	17.3%	9.4%	12.7%	16.4%	14.7%	14.9%	12.1%
	100.0%	98.5%	26.9%	13.4%	23.9%	16.4%	13.4%	1.5%	3.0%	0.0%	7.5%	38.8%	14.9%	25.4%	11.9%	22.4%	59.7%	14.9%	19.4%	17.9%
Recommended by tobacconists	90	89	32	7	27	13	7	1	2	0	2	40	14	20	13	25	46	17	23	18
	20.7%	21.1%	35.6%	10.8%	26.7%	17.8%	14.9%	5.6%	10.0%	0.0%	9.1%	25.6%	20.3%	20.4%	15.3%	21.2%	18.9%	25.0%	26.4%	18.2%
	100.0%	98.9%	35.6%	7.8%	30.0%	14.4%	7.8%	1.1%	2.2%	0.0%	2.2%	44.4%	15.6%	22.2%	14.4%	27.8%	51.1%	18.9%	25.6%	20.0%
Attractive packaging	39	39	12	9	8	6	3	1	0	0	1	11	6	10	11	11	24	3	11	2
	9.0%	9.3%	13.3%	13.8%	7.9%	8.2%	6.4%	5.6%	0.0%	0.0%	4.5%	7.1%	8.7%	10.2%	12.9%	9.3%	9.8%	4.4%	12.6%	2.0%
	100.0%	100.0%	30.8%	23.1%	20.5%	15.4%	7.7%	2.6%	0.0%	0.0%	2.6%	28.2%	15.4%	25.6%	28.2%	28.2%	61.5%	7.7%	28.2%	5.1%
Sophisticated	66	65	25	10	16	4	9	0	1	0	2	25	12	16	10	17	38	9	15	14
	15.2%	15.4%	27.8%	15.4%	15.8%	5.5%	19.1%	0.0%	5.0%	0.0%	9.1%	16.0%	17.4%	16.3%	11.8%	14.4%	15.6%	13.2%	17.2%	14.1%
	100.0%	98.5%	37.9%	15.2%	24.2%	6.1%	13.6%	0.0%	1.5%	0.0%	3.0%	37.9%	18.2%	24.2%	15.2%	25.8%	57.6%	13.6%	22.7%	21.2%
Innovative	15	15	7	1	4	1	1	0	1	0	1	3	8	1	2	4	7	3	5	0
	3.5%	3.6%	7.8%	1.5%	4.0%	1.4%	2.1%	0.0%	5.0%	0.0%	4.5%	1.9%	11.6%	1.0%	2.4%	3.4%	2.9%	4.4%	5.7%	0.0%
	100.0%	100.0%	46.7%	6.7%	26.7%	6.7%	6.7%	0.0%	6.7%	0.0%	6.7%	20.0%	53.3%	6.7%	13.3%	26.7%	46.7%	20.0%	33.3%	0.0%
Trendy	59	58	16	8	17	8	5	1	3	0	3	24	11	10	10	15	31	11	17	11
	13.6%	13.8%	17.8%	12.3%	16.8%	11.0%	10.6%	5.6%	15.0%	0.0%	13.6%	15.4%	15.9%	10.2%	11.8%	12.7%	12.7%	16.2%	19.5%	11.1%
	100.0%	98.3%	27.1%	13.6%	28.8%	13.6%	8.5%	1.7%	5.1%	0.0%	5.1%	40.7%	18.6%	16.9%	16.9%	25.4%	52.5%	18.6%	28.8%	18.6%
Prestigious	92	90	34	16	19	10	8	2	1	0	3	33	17	19	19	27	48	15	25	15
	21.2%	21.4%	37.8%	24.6%	18.8%	13.7%	17.0%	11.1%	5.0%	0.0%	13.6%	21.2%	24.6%	19.4%	22.4%	22.9%	19.7%	22.1%	28.7%	15.2%
	100.0%	97.8%	37.0%	17.4%	20.7%	10.9%	8.7%	2.2%	1.1%	0.0%	3.3%	35.9%	18.5%	20.7%	20.7%	29.3%	52.2%	16.3%	27.2%	16.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	434 100.0% 100.0%	421 100.0% 97.0%	90 100.0% 20.7%	65 100.0% 15.0%	101 100.0% 23.3%	73 100.0% 16.8%	47 100.0% 10.8%	18 100.0% 4.1%	20 100.0% 4.6%	7 100.0% 1.6%	22 100.0% 5.1%	156 100.0% 35.9%	69 100.0% 15.9%	98 100.0% 22.6%	85 100.0% 19.6%	118 100.0% 27.2%	244 100.0% 56.2%	68 100.0% 15.7%	87 100.0% 20.0%	99 100.0% 22.8%
Sporty	18 4.1% 100.0%	18 4.3% 100.0%	7 7.8% 38.9%	0 0.0% 0.0%	7 6.9% 38.9%	3 4.1% 16.7%	1 2.1% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 5.6%	8 5.1% 44.4%	4 5.8% 22.2%	3 3.1% 16.7%	2 2.4% 11.1%	5 4.2% 27.8%	10 4.1% 55.6%	2 2.9% 11.1%	3 3.4% 16.7%	1 1.0% 5.6%
Reliable	64 14.7% 100.0%	63 15.0% 98.4%	21 23.3% 32.8%	8 12.3% 12.5%	14 13.9% 21.9%	8 11.0% 12.5%	8 17.0% 12.5%	1 5.6% 1.6%	2 10.0% 3.1%	1 14.3% 1.6%	2 9.1% 3.1%	22 14.1% 34.4%	8 11.6% 12.5%	18 18.4% 28.1%	13 15.3% 20.3%	14 11.9% 21.9%	36 14.8% 56.3%	12 17.6% 18.8%	14 16.1% 21.9%	11 11.1% 17.2%
Recommended by magazine	49 11.3% 100.0%	48 11.4% 98.0%	22 24.4% 44.9%	8 12.3% 16.3%	11 10.9% 22.4%	5 6.8% 10.2%	2 4.3% 4.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 18.2% 8.2%	18 11.5% 36.7%	10 14.5% 20.4%	11 11.2% 22.4%	5 5.9% 10.2%	11 9.3% 22.4%	27 11.1% 55.1%	9 13.2% 18.4%	15 17.2% 30.6%	4 4.0% 8.2%
Great taste	113 26.0% 100.0%	110 26.1% 97.3%	32 35.6% 28.3%	14 21.5% 12.4%	28 27.7% 24.8%	16 21.9% 14.2%	12 25.5% 10.6%	3 16.7% 2.7%	4 20.0% 3.5%	1 14.3% 0.9%	4 18.2% 3.5%	44 28.2% 38.9%	19 27.5% 16.8%	22 22.4% 19.5%	23 27.1% 20.4%	31 26.3% 27.4%	63 25.8% 55.8%	17 25.0% 15.0%	27 31.0% 23.9%	19 19.2% 16.8%
Good value	48 11.1% 100.0%	47 11.2% 97.9%	13 14.4% 27.1%	2 3.1% 4.2%	12 11.9% 25.0%	8 11.0% 16.7%	6 12.8% 12.5%	2 11.1% 4.2%	4 20.0% 8.3%	0 0.0% 0.0%	3 13.6% 6.3%	18 11.5% 37.5%	11 15.9% 22.9%	7 7.1% 14.6%	8 9.4% 16.7%	16 13.6% 33.3%	23 9.4% 47.9%	7 10.3% 14.6%	6 6.9% 12.5%	11 11.1% 22.9%
For social smokers	48 11.1% 100.0%	47 11.2% 97.9%	14 15.6% 29.2%	6 9.2% 12.5%	9 8.9% 18.8%	5 6.8% 10.4%	6 12.8% 12.5%	2 11.1% 4.2%	4 20.0% 8.3%	1 14.3% 2.1%	3 13.6% 6.3%	13 8.3% 27.1%	11 15.9% 22.9%	6 6.1% 12.5%	14 16.5% 29.2%	19 16.1% 39.6%	22 9.0% 45.8%	5 7.4% 10.4%	9 10.3% 18.8%	10 10.1% 20.8%
Good for everyday	36 8.3% 100.0%	35 8.3% 97.2%	10 11.1% 27.8%	7 10.8% 19.4%	8 7.9% 22.2%	5 6.8% 13.9%	3 6.4% 8.3%	2 11.1% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 2.8%	12 7.7% 33.3%	9 13.0% 25.0%	7 7.1% 19.4%	6 7.1% 16.7%	11 9.3% 30.6%	18 7.4% 50.0%	5 7.4% 13.9%	11 12.6% 30.6%	5 5.1% 13.9%
Fresh	102 23.5% 100.0%	100 23.8% 98.0%	33 36.7% 32.4%	8 12.3% 7.8%	27 26.7% 26.5%	15 20.5% 14.7%	11 23.4% 10.8%	2 11.1% 2.0%	3 15.0% 2.9%	1 14.3% 1.0%	3 13.6% 2.9%	36 23.1% 35.3%	20 29.0% 19.6%	23 23.5% 22.5%	19 22.4% 18.6%	34 28.8% 33.3%	51 20.9% 50.0%	15 22.1% 14.7%	22 25.3% 21.6%	19 19.2% 18.6%
Good for relaxing	106 24.4% 100.0%	105 24.9% 99.1%	35 38.9% 33.0%	13 20.0% 12.3%	25 24.8% 23.6%	16 21.9% 15.1%	12 25.5% 11.3%	2 11.1% 1.9%	1 5.0% 0.9%	1 14.3% 0.9%	4 18.2% 3.8%	41 26.3% 38.7%	19 27.5% 17.9%	21 21.4% 19.8%	20 23.5% 18.9%	32 27.1% 30.2%	56 23.0% 52.8%	16 23.5% 15.1%	25 28.7% 23.6%	17 17.2% 16.0%
Easy to find/widely available	75 17.3% 100.0%	74 17.6% 98.7%	20 22.2% 26.7%	12 18.5% 16.0%	17 16.8% 22.7%	9 12.3% 12.0%	9 19.1% 12.0%	2 11.1% 2.7%	4 20.0% 5.3%	1 14.3% 1.3%	3 13.6% 4.0%	28 17.9% 37.3%	9 13.0% 12.0%	18 18.4% 24.0%	16 18.8% 21.3%	20 16.9% 26.7%	37 15.2% 49.3%	16 23.5% 21.3%	20 23.0% 26.7%	15 15.2% 20.0%
Full flavored	79 18.2% 100.0%	78 18.5% 98.7%	26 28.9% 32.9%	6 9.2% 7.6%	23 22.8% 29.1%	8 11.0% 10.1%	11 23.4% 13.9%	2 11.1% 2.5%	1 5.0% 1.3%	1 14.3% 1.3%	4 18.2% 5.1%	32 20.5% 40.5%	14 20.3% 17.7%	16 16.3% 20.3%	13 15.3% 16.5%	18 15.3% 22.8%	41 16.8% 51.9%	19 27.9% 24.1%	20 23.0% 25.3%	13 13.1% 16.5%
Medium taste	72 16.6% 100.0%	72 17.1% 100.0%	20 22.2% 27.8%	6 9.2% 8.3%	21 20.8% 29.2%	11 15.1% 15.3%	10 21.3% 13.9%	0 0.0% 0.0%	3 15.0% 4.2%	1 14.3% 1.4%	3 13.6% 4.2%	25 16.0% 34.7%	15 21.7% 20.8%	16 16.3% 22.2%	13 15.3% 18.1%	20 16.9% 27.8%	40 16.4% 55.6%	11 16.2% 15.3%	17 19.5% 23.6%	12 12.1% 16.7%
Good as a reward	75 17.3% 100.0%	75 17.8% 100.0%	26 28.9% 34.7%	11 16.9% 14.7%	16 15.8% 21.3%	12 16.4% 16.0%	7 14.9% 9.3%	1 5.6% 1.3%	1 5.0% 1.3%	1 14.3% 1.3%	1 4.5% 1.3%	28 17.9% 37.3%	15 21.7% 20.0%	19 19.4% 25.3%	12 14.1% 16.0%	24 20.3% 32.0%	37 15.2% 49.3%	13 19.1% 17.3%	19 21.8% 25.3%	12 12.1% 16.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	434 100.0% 100.0%	421 100.0% 97.0%	90 100.0% 20.7%	65 100.0% 15.0%	101 100.0% 23.3%	73 100.0% 16.8%	47 100.0% 10.8%	18 100.0% 4.1%	20 100.0% 4.6%	7 100.0% 1.6%	22 100.0% 5.1%	156 100.0% 35.9%	69 100.0% 15.9%	98 100.0% 22.6%	85 100.0% 19.6%	118 100.0% 27.2%	244 100.0% 56.2%	68 100.0% 15.7%	87 100.0% 20.0%	99 100.0% 22.8%
Low price	18 4.1% 100.0%	18 4.3% 100.0%	6 6.7% 33.3%	1 1.5% 5.6%	2 2.0% 11.1%	3 4.1% 16.7%	4 8.5% 22.2%	0 0.0% 0.0%	2 10.0% 11.1%	0 0.0% 0.0%	1 4.5% 5.6%	5 3.2% 27.8%	5 7.2% 27.8%	6 6.1% 33.3%	1 1.2% 5.6%	6 5.1% 33.3%	10 4.1% 55.6%	1 1.5% 5.6%	4 4.6% 22.2%	4 4.0% 22.2%
Smooth taste	91 21.0% 100.0%	91 21.6% 100.0%	28 31.1% 30.8%	8 12.3% 8.8%	26 25.7% 28.6%	12 16.4% 13.2%	10 21.3% 11.0%	2 11.1% 2.2%	4 20.0% 4.4%	1 14.3% 1.1%	1 4.5% 1.1%	31 19.9% 34.1%	19 27.5% 20.9%	26 26.5% 28.6%	14 16.5% 15.4%	29 24.6% 31.9%	47 19.3% 51.6%	14 20.6% 15.4%	22 25.3% 24.2%	14 14.1% 15.4%
Good for special occasions	99 22.8% 100.0%	97 23.0% 98.0%	29 32.2% 29.3%	12 18.5% 12.1%	27 26.7% 27.3%	11 15.1% 11.1%	14 29.8% 14.1%	0 0.0% 0.0%	3 15.0% 3.0%	1 14.3% 1.0%	6 27.3% 6.1%	38 24.4% 38.4%	18 26.1% 18.2%	24 24.5% 24.2%	12 14.1% 12.1%	34 28.8% 34.3%	52 21.3% 52.5%	11 16.2% 11.1%	22 25.3% 22.2%	21 21.2% 21.2%
Recommended by friends	65 15.0% 100.0%	64 15.2% 98.5%	15 16.7% 23.1%	4 6.2% 6.2%	19 18.8% 29.2%	6 8.2% 9.2%	15 31.9% 23.1%	1 5.6% 1.5%	3 15.0% 4.6%	1 14.3% 1.5%	6 27.3% 9.2%	28 17.9% 43.1%	13 18.8% 20.0%	11 11.2% 16.9%	6 7.1% 9.2%	22 18.6% 33.8%	33 13.5% 50.8%	8 11.8% 12.3%	10 11.5% 15.4%	20 20.2% 30.8%
Good for a gift	102 23.5% 100.0%	101 24.0% 99.0%	30 33.3% 29.4%	12 18.5% 11.8%	29 28.7% 28.4%	17 23.3% 16.7%	10 21.3% 9.8%	1 5.6% 1.0%	1 5.0% 1.0%	1 14.3% 1.0%	3 13.6% 2.9%	40 25.6% 39.2%	18 26.1% 17.6%	19 19.4% 18.6%	21 24.7% 20.6%	32 27.1% 31.4%	59 24.2% 57.8%	9 13.2% 8.8%	28 32.2% 27.5%	18 18.2% 17.6%
Consistent quality	132 30.4% 100.0%	130 30.9% 98.5%	36 40.0% 27.3%	19 29.2% 14.4%	32 31.7% 24.2%	18 24.7% 13.6%	18 38.3% 13.6%	2 11.1% 1.5%	4 20.0% 3.0%	1 14.3% 0.8%	6 27.3% 4.5%	43 27.6% 32.6%	24 34.8% 18.2%	33 33.7% 25.0%	25 29.4% 18.9%	33 28.0% 25.0%	75 30.7% 56.8%	22 32.4% 16.7%	24 27.6% 18.2%	24 24.2% 18.2%
Masculine	77 17.7% 100.0%	76 18.1% 98.7%	26 28.9% 33.8%	10 15.4% 13.0%	23 22.8% 29.9%	6 8.2% 7.8%	6 12.8% 7.8%	2 11.1% 2.6%	3 15.0% 3.9%	0 0.0% 0.0%	1 4.5% 1.3%	27 17.3% 35.1%	15 21.7% 19.5%	18 18.4% 23.4%	15 17.6% 19.5%	19 16.1% 24.7%	43 17.6% 55.8%	13 19.1% 16.9%	18 20.7% 23.4%	10 10.1% 13.0%
Brand I trust	101 23.3% 100.0%	100 23.8% 99.0%	24 26.7% 23.8%	18 27.7% 17.8%	26 25.7% 25.7%	14 19.2% 13.9%	14 29.8% 13.9%	0 0.0% 0.0%	3 15.0% 3.0%	1 14.3% 1.0%	4 18.2% 4.0%	35 22.4% 34.7%	17 24.6% 16.8%	25 25.5% 24.8%	19 22.4% 18.8%	29 24.6% 28.7%	55 22.5% 54.5%	15 22.1% 14.9%	26 29.9% 25.7%	18 18.2% 17.8%
Well constructed	136 31.3% 100.0%	136 32.3% 100.0%	40 44.4% 29.4%	22 33.8% 16.2%	34 33.7% 25.0%	16 21.9% 11.8%	17 36.2% 12.5%	1 5.6% 0.7%	5 25.0% 3.7%	1 14.3% 0.7%	7 31.8% 5.1%	50 32.1% 36.8%	26 37.7% 19.1%	29 29.6% 21.3%	24 28.2% 17.6%	38 32.2% 27.9%	79 32.4% 58.1%	18 26.5% 13.2%	32 36.8% 23.5%	23 23.2% 16.9%
Strong taste	43 9.9% 100.0%	42 10.0% 97.7%	13 14.4% 30.2%	2 3.1% 4.7%	10 9.9% 23.3%	7 9.6% 16.3%	6 12.8% 14.0%	3 16.7% 7.0%	1 5.0% 2.3%	0 0.0% 0.0%	4 18.2% 9.3%	20 12.8% 46.5%	6 8.7% 14.0%	5 5.1% 11.6%	7 8.2% 16.3%	7 5.9% 16.3%	24 9.8% 55.8%	10 14.7% 23.3%	10 11.5% 23.3%	5 5.1% 11.6%
For serious smokers	97 22.4% 100.0%	96 22.8% 99.0%	32 35.6% 33.0%	16 24.6% 16.5%	28 27.7% 28.9%	12 16.4% 12.4%	5 10.6% 5.2%	1 5.6% 1.0%	2 10.0% 2.1%	0 0.0% 0.0%	1 4.5% 1.0%	39 25.0% 40.2%	16 23.2% 16.5%	21 21.4% 21.6%	20 23.5% 20.6%	26 22.0% 26.8%	52 21.3% 53.6%	18 26.5% 18.6%	28 32.2% 28.9%	13 13.1% 13.4%
Popular	96 22.1% 100.0%	94 22.3% 97.9%	30 33.3% 31.3%	13 20.0% 13.5%	24 23.8% 25.0%	8 11.0% 8.3%	15 31.9% 15.6%	0 0.0% 0.0%	3 15.0% 3.1%	1 14.3% 1.0%	2 9.1% 2.1%	39 25.0% 40.6%	16 23.2% 16.7%	19 19.4% 19.8%	19 22.4% 19.8%	24 20.3% 25.0%	54 22.1% 56.3%	16 23.5% 16.7%	26 29.9% 27.1%	20 20.2% 20.8%
Easy to smoke	100 23.0% 100.0%	98 23.3% 98.0%	26 28.9% 26.0%	15 23.1% 15.0%	23 22.8% 23.0%	12 16.4% 12.0%	14 29.8% 14.0%	2 11.1% 2.0%	5 25.0% 5.0%	1 14.3% 1.0%	2 9.1% 2.0%	42 26.9% 42.0%	15 21.7% 15.0%	22 22.4% 22.0%	18 21.2% 18.0%	29 24.6% 29.0%	54 22.1% 54.0%	15 22.1% 15.0%	21 24.1% 21.0%	13 13.1% 13.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	434	421	90	65	101	73	47	18	20	7	22	156	69	98	85	118	244	68	87	99
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.0%	20.7%	15.0%	23.3%	16.8%	10.8%	4.1%	4.6%	1.6%	5.1%	35.9%	15.9%	22.6%	19.6%	27.2%	56.2%	15.7%	20.0%	22.8%
Easy draw	99	97	27	16	23	15	10	1	4	1	4	39	15	23	17	29	54	14	26	12
	22.8%	23.0%	30.0%	24.6%	22.8%	20.5%	21.3%	5.6%	20.0%	14.3%	18.2%	25.0%	21.7%	23.5%	20.0%	24.6%	22.1%	20.6%	29.9%	12.1%
	100.0%	98.0%	27.3%	16.2%	23.2%	15.2%	10.1%	1.0%	4.0%	1.0%	4.0%	39.4%	15.2%	23.2%	17.2%	29.3%	54.5%	14.1%	26.3%	12.1%
No answer	137	130	19	21	24	30	12	10	8	6	10	41	19	36	29	38	76	22	19	34
	31.6%	30.9%	21.1%	32.3%	23.8%	41.1%	25.5%	55.6%	40.0%	85.7%	45.5%	26.3%	27.5%	36.7%	34.1%	32.2%	31.1%	32.4%	21.8%	34.3%
	100.0%	94.9%	13.9%	15.3%	17.5%	21.9%	8.8%	7.3%	5.8%	4.4%	7.3%	29.9%	13.9%	26.3%	21.2%	27.7%	55.5%	16.1%	13.9%	24.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	365 100.0% 100.0%	357 100.0% 97.8%	88 100.0% 24.1%	68 100.0% 18.6%	89 100.0% 24.4%	49 100.0% 13.4%	23 100.0% 6.3%	15 100.0% 4.1%	15 100.0% 4.1%	10 100.0% 2.7%	16 100.0% 4.4%	116 100.0% 31.8%	64 100.0% 17.5%	82 100.0% 22.5%	84 100.0% 23.0%	82 100.0% 22.5%	219 100.0% 60.0%	63 100.0% 17.3%	93 100.0% 25.5%	58 100.0% 15.9%
Partagas																				
Casual	46 12.6% 100.0%	44 12.3% 95.7%	9 10.2% 19.6%	8 11.8% 17.4%	13 14.6% 28.3%	7 14.3% 15.2%	3 13.0% 6.5%	1 6.7% 2.2%	2 13.3% 4.3%	1 10.0% 2.2%	3 18.8% 6.5%	14 12.1% 30.4%	10 15.6% 21.7%	11 13.4% 23.9%	8 9.5% 17.4%	14 17.1% 30.4%	29 13.2% 63.0%	3 4.8% 6.5%	7 7.5% 15.2%	7 12.1% 15.2%
Individualistic	40 11.0% 100.0%	40 11.2% 100.0%	15 17.0% 37.5%	9 13.2% 22.5%	13 14.6% 32.5%	1 2.0% 2.5%	1 4.3% 2.5%	0 0.0% 0.0%	1 6.7% 2.5%	0 0.0% 0.0%	2 12.5% 5.0%	9 7.8% 22.5%	6 9.4% 15.0%	11 13.4% 27.5%	12 14.3% 30.0%	14 17.1% 35.0%	22 10.0% 55.0%	4 6.3% 10.0%	10 10.8% 25.0%	5 8.6% 12.5%
Mild taste	40 11.0% 100.0%	40 11.2% 100.0%	12 13.6% 30.0%	9 13.2% 22.5%	10 11.2% 25.0%	5 10.2% 12.5%	2 8.7% 5.0%	1 6.7% 2.5%	0 0.0% 0.0%	1 10.0% 2.5%	2 12.5% 5.0%	10 8.6% 25.0%	10 15.6% 25.0%	11 13.4% 27.5%	7 8.3% 17.5%	18 22.0% 45.0%	19 8.7% 47.5%	3 4.8% 7.5%	12 12.9% 30.0%	5 8.6% 12.5%
High quality	134 36.7% 100.0%	133 37.3% 99.3%	44 50.0% 32.8%	28 41.2% 20.9%	39 43.8% 29.1%	13 26.5% 9.7%	2 8.7% 1.5%	2 13.3% 1.5%	4 26.7% 3.0%	1 10.0% 0.7%	4 25.0% 3.0%	35 30.2% 26.1%	22 34.4% 16.4%	41 50.0% 30.6%	31 36.9% 23.1%	33 40.2% 24.6%	77 35.2% 57.5%	24 38.1% 17.9%	40 43.0% 29.9%	14 24.1% 10.4%
Smart choice	64 17.5% 100.0%	64 17.9% 100.0%	26 29.5% 40.6%	8 11.8% 12.5%	21 23.6% 32.8%	5 10.2% 7.8%	2 8.7% 3.1%	1 6.7% 1.6%	1 6.7% 1.6%	0 0.0% 0.0%	3 18.8% 4.7%	16 13.8% 25.0%	15 23.4% 23.4%	21 25.6% 32.8%	9 10.7% 14.1%	13 15.9% 20.3%	41 18.7% 64.1%	10 15.9% 15.6%	19 20.4% 29.7%	7 12.1% 10.9%
Refined taste	63 17.3% 100.0%	63 17.6% 100.0%	24 27.3% 38.1%	12 17.6% 19.0%	19 21.3% 30.2%	5 10.2% 7.9%	2 8.7% 3.2%	0 0.0% 0.0%	1 6.7% 1.6%	0 0.0% 0.0%	3 18.8% 4.8%	17 14.7% 27.0%	15 23.4% 23.8%	13 15.9% 20.6%	15 17.9% 23.8%	16 19.5% 25.4%	37 16.9% 58.7%	10 15.9% 15.9%	22 23.7% 34.9%	9 15.5% 14.3%
Recommended by tobacconists	91 24.9% 100.0%	91 25.5% 100.0%	33 37.5% 36.3%	15 22.1% 16.5%	30 33.7% 33.0%	9 18.4% 9.9%	1 4.3% 1.1%	1 6.7% 1.1%	1 6.7% 1.1%	1 10.0% 1.1%	7 43.8% 7.7%	28 24.1% 30.8%	17 26.6% 18.7%	22 26.8% 24.2%	17 20.2% 18.7%	23 28.0% 25.3%	49 22.4% 53.8%	19 30.2% 20.9%	27 29.0% 29.7%	8 13.8% 8.8%
Attractive packaging	34 9.3% 100.0%	34 9.5% 100.0%	11 12.5% 32.4%	9 13.2% 26.5%	8 9.0% 23.5%	5 10.2% 14.7%	0 0.0% 0.0%	1 6.7% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 6.3% 2.9%	9 7.8% 26.5%	6 9.4% 17.6%	7 8.5% 20.6%	11 13.1% 32.4%	7 8.5% 20.6%	22 10.0% 64.7%	5 7.9% 14.7%	11 11.8% 32.4%	3 5.2% 8.8%
Sophisticated	38 10.4% 100.0%	38 10.6% 100.0%	14 15.9% 36.8%	8 11.8% 21.1%	8 9.0% 21.1%	4 8.2% 10.5%	3 13.0% 7.9%	0 0.0% 0.0%	1 6.7% 2.6%	0 0.0% 0.0%	2 12.5% 5.3%	10 8.6% 26.3%	9 14.1% 23.7%	9 11.0% 23.7%	8 9.5% 21.1%	10 12.2% 26.3%	23 10.5% 60.5%	5 7.9% 13.2%	14 15.1% 36.8%	6 10.3% 15.8%
Innovative	8 2.2% 100.0%	8 2.2% 100.0%	5 5.7% 62.5%	1 1.5% 12.5%	1 1.1% 12.5%	1 2.0% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.7% 25.0%	2 3.1% 25.0%	1 1.2% 12.5%	3 3.6% 37.5%	2 2.4% 25.0%	5 2.3% 62.5%	1 1.6% 12.5%	3 3.2% 37.5%	0 0.0% 0.0%
Trendy	37 10.1% 100.0%	37 10.4% 100.0%	16 18.2% 43.2%	6 8.8% 16.2%	11 12.4% 29.7%	1 2.0% 2.7%	0 0.0% 0.0%	2 13.3% 5.4%	1 6.7% 2.7%	0 0.0% 0.0%	2 12.5% 5.4%	10 8.6% 27.0%	4 6.3% 10.8%	7 8.5% 18.9%	13 15.5% 35.1%	12 14.6% 32.4%	19 8.7% 51.4%	6 9.5% 16.2%	14 15.1% 37.8%	4 6.9% 10.8%
Prestigious	63 17.3% 100.0%	62 17.4% 98.4%	22 25.0% 34.9%	13 19.1% 20.6%	16 18.0% 25.4%	4 8.2% 6.3%	4 17.4% 6.3%	0 0.0% 0.0%	1 6.7% 1.6%	2 20.0% 3.2%	2 12.5% 3.2%	19 16.4% 30.2%	9 14.1% 14.3%	15 18.3% 23.8%	18 21.4% 28.6%	19 23.2% 30.2%	34 15.5% 54.0%	10 15.9% 15.9%	21 22.6% 33.3%	8 13.8% 12.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	365 100.0% 100.0%	357 100.0% 97.8%	88 100.0% 24.1%	68 100.0% 18.6%	89 100.0% 24.4%	49 100.0% 13.4%	23 100.0% 6.3%	15 100.0% 4.1%	15 100.0% 4.1%	10 100.0% 2.7%	16 100.0% 4.4%	116 100.0% 31.8%	64 100.0% 17.5%	82 100.0% 22.5%	84 100.0% 23.0%	82 100.0% 22.5%	219 100.0% 60.0%	63 100.0% 17.3%	93 100.0% 25.5%	58 100.0% 15.9%
Sporty	32 8.8% 100.0%	31 8.7% 96.9%	14 15.9% 43.8%	7 10.3% 21.9%	8 9.0% 25.0%	1 2.0% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 6.7% 3.1%	0 0.0% 0.0%	3 18.8% 9.4%	11 9.5% 34.4%	4 6.3% 12.5%	7 8.5% 21.9%	7 8.3% 21.9%	8 9.8% 25.0%	18 8.2% 56.3%	6 9.5% 18.8%	11 11.8% 34.4%	2 3.4% 6.3%
Reliable	78 21.4% 100.0%	78 21.8% 100.0%	31 35.2% 39.7%	16 23.5% 20.5%	18 20.2% 23.1%	8 16.3% 10.3%	1 4.3% 1.3%	2 13.3% 2.6%	2 13.3% 2.6%	0 0.0% 0.0%	4 25.0% 5.1%	21 18.1% 26.9%	12 18.8% 15.4%	24 29.3% 30.8%	17 20.2% 21.8%	13 15.9% 16.7%	48 21.9% 61.5%	17 27.0% 21.8%	26 28.0% 33.3%	8 13.8% 10.3%
Recommended by magazine	61 16.7% 100.0%	60 16.8% 98.4%	29 33.0% 47.5%	13 19.1% 21.3%	12 13.5% 19.7%	4 8.2% 6.6%	1 4.3% 1.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 1.6%	3 18.8% 4.9%	19 16.4% 31.1%	12 18.8% 19.7%	15 18.3% 24.6%	12 14.3% 19.7%	11 13.4% 18.0%	38 17.4% 62.3%	12 19.0% 19.7%	27 29.0% 44.3%	4 6.9% 6.6%
Great taste	114 31.2% 100.0%	114 31.9% 100.0%	40 45.5% 35.1%	23 33.8% 20.2%	33 37.1% 28.9%	12 24.5% 10.5%	3 13.0% 2.6%	1 6.7% 0.9%	1 6.7% 0.9%	1 10.0% 0.9%	5 31.3% 4.4%	30 25.9% 26.3%	23 35.9% 20.2%	26 31.7% 22.8%	30 35.7% 26.3%	22 26.8% 19.3%	71 32.4% 62.3%	21 33.3% 18.4%	39 41.9% 34.2%	10 17.2% 8.8%
Good value	58 15.9% 100.0%	57 16.0% 98.3%	23 26.1% 39.7%	9 13.2% 15.5%	19 21.3% 32.8%	5 10.2% 8.6%	1 4.3% 1.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 6.3% 1.7%	12 10.3% 20.7%	14 21.9% 24.1%	20 24.4% 34.5%	11 13.1% 19.0%	14 17.1% 24.1%	35 16.0% 60.3%	9 14.3% 15.5%	17 18.3% 29.3%	8 13.8% 13.8%
For social smokers	51 14.0% 100.0%	51 14.3% 100.0%	17 19.3% 33.3%	9 13.2% 17.6%	19 21.3% 37.3%	2 4.1% 3.9%	2 8.7% 3.9%	0 0.0% 0.0%	2 13.3% 3.9%	0 0.0% 0.0%	2 12.5% 3.9%	12 10.3% 23.5%	11 17.2% 21.6%	11 13.4% 21.6%	15 17.9% 29.4%	15 18.3% 29.4%	31 14.2% 60.8%	5 7.9% 9.8%	14 15.1% 27.5%	6 10.3% 11.8%
Good for everyday	53 14.5% 100.0%	53 14.8% 100.0%	16 18.2% 30.2%	13 19.1% 24.5%	13 14.6% 24.5%	7 14.3% 13.2%	0 0.0% 0.0%	2 13.3% 3.8%	1 6.7% 1.9%	1 10.0% 1.9%	4 25.0% 7.5%	12 10.3% 22.6%	14 21.9% 26.4%	13 15.9% 24.5%	10 11.9% 18.9%	9 11.0% 17.0%	36 16.4% 67.9%	8 12.7% 15.1%	18 19.4% 34.0%	5 8.6% 9.4%
Fresh	94 25.8% 100.0%	93 26.1% 98.9%	37 42.0% 39.4%	11 16.2% 11.7%	29 32.6% 30.9%	12 24.5% 12.8%	3 13.0% 3.2%	0 0.0% 0.0%	1 6.7% 1.1%	0 0.0% 0.0%	2 12.5% 2.1%	25 21.6% 26.6%	25 39.1% 26.6%	20 24.4% 21.3%	22 26.2% 23.4%	21 25.6% 22.3%	59 26.9% 62.8%	14 22.2% 14.9%	28 30.1% 29.8%	10 17.2% 10.6%
Good for relaxing	109 29.9% 100.0%	108 30.3% 99.1%	42 47.7% 38.5%	20 29.4% 18.3%	31 34.8% 28.4%	11 22.4% 10.1%	3 13.0% 2.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 0.9%	5 31.3% 4.6%	33 28.4% 30.3%	24 37.5% 22.0%	26 31.7% 23.9%	21 25.0% 19.3%	23 28.0% 21.1%	63 28.8% 57.8%	23 36.5% 21.1%	35 37.6% 32.1%	9 15.5% 8.3%
Easy to find/widely available	101 27.7% 100.0%	100 28.0% 99.0%	35 39.8% 34.7%	16 23.5% 15.8%	29 32.6% 28.7%	10 20.4% 9.9%	5 21.7% 5.0%	3 20.0% 3.0%	2 13.3% 2.0%	0 0.0% 0.0%	6 37.5% 5.9%	30 25.9% 29.7%	16 25.0% 15.8%	24 29.3% 23.8%	24 28.6% 23.8%	23 28.0% 22.8%	58 26.5% 57.4%	20 31.7% 19.8%	34 36.6% 33.7%	14 24.1% 13.9%
Full flavored	88 24.1% 100.0%	87 24.4% 98.9%	37 42.0% 42.0%	14 20.6% 15.9%	23 25.8% 26.1%	8 16.3% 9.1%	2 8.7% 2.3%	1 6.7% 1.1%	1 6.7% 1.1%	1 10.0% 1.1%	2 12.5% 2.3%	31 26.7% 35.2%	17 26.6% 19.3%	19 23.2% 21.6%	18 21.4% 20.5%	13 15.9% 14.8%	53 24.2% 60.2%	22 34.9% 25.0%	30 32.3% 34.1%	9 15.5% 10.2%
Medium taste	58 15.9% 100.0%	58 16.2% 100.0%	24 27.3% 41.4%	9 13.2% 15.5%	13 14.6% 22.4%	8 16.3% 13.8%	1 4.3% 1.7%	1 6.7% 1.7%	2 13.3% 3.4%	0 0.0% 0.0%	2 12.5% 3.4%	16 13.8% 27.6%	18 28.1% 31.0%	10 12.2% 17.2%	12 14.3% 20.7%	14 17.1% 24.1%	36 16.4% 62.1%	8 12.7% 13.8%	22 23.7% 37.9%	3 5.2% 5.2%
Good as a reward	67 18.4% 100.0%	67 18.8% 100.0%	25 28.4% 37.3%	17 25.0% 25.4%	14 15.7% 20.9%	7 14.3% 10.4%	2 8.7% 3.0%	1 6.7% 1.5%	0 0.0% 0.0%	1 10.0% 1.5%	2 12.5% 3.0%	16 13.8% 23.9%	15 23.4% 22.4%	18 22.0% 26.9%	16 19.0% 23.9%	16 19.5% 23.9%	39 17.8% 58.2%	12 19.0% 17.9%	22 23.7% 32.8%	5 8.6% 7.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	365	357	88	68	89	49	23	15	15	10	16	116	64	82	84	82	219	63	93	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.8%	24.1%	18.6%	24.4%	13.4%	6.3%	4.1%	4.1%	2.7%	4.4%	31.8%	17.5%	22.5%	23.0%	22.5%	60.0%	17.3%	25.5%	15.9%
Low price	13	13	5	3	1	3	0	1	0	0	0	3	1	6	3	4	8	1	5	1
	3.6%	3.6%	5.7%	4.4%	1.1%	6.1%	0.0%	6.7%	0.0%	0.0%	0.0%	2.6%	1.6%	7.3%	3.6%	4.9%	3.7%	1.6%	5.4%	1.7%
	100.0%	100.0%	38.5%	23.1%	7.7%	23.1%	0.0%	7.7%	0.0%	0.0%	0.0%	23.1%	7.7%	46.2%	23.1%	30.8%	61.5%	7.7%	38.5%	7.7%
Smooth taste	95	95	34	15	29	12	3	1	0	1	3	29	20	23	20	26	58	11	23	11
	26.0%	26.6%	38.6%	22.1%	32.6%	24.5%	13.0%	6.7%	0.0%	10.0%	18.8%	25.0%	31.3%	28.0%	23.8%	31.7%	26.5%	17.5%	24.7%	19.0%
	100.0%	100.0%	35.8%	15.8%	30.5%	12.6%	3.2%	1.1%	0.0%	1.1%	3.2%	30.5%	21.1%	24.2%	21.1%	27.4%	61.1%	11.6%	24.2%	11.6%
Good for special occasions	82	82	28	16	27	5	3	0	3	0	3	24	21	23	11	20	49	13	26	5
	22.5%	23.0%	31.8%	23.5%	30.3%	10.2%	13.0%	0.0%	20.0%	0.0%	18.8%	20.7%	32.8%	28.0%	13.1%	24.4%	22.4%	20.6%	28.0%	8.6%
	100.0%	100.0%	34.1%	19.5%	32.9%	6.1%	3.7%	0.0%	3.7%	0.0%	3.7%	29.3%	25.6%	28.0%	13.4%	24.4%	59.8%	15.9%	31.7%	6.1%
Recommended by friends	57	56	17	10	19	5	2	1	2	0	4	17	13	14	9	16	32	9	19	4
	15.6%	15.7%	19.3%	14.7%	21.3%	10.2%	8.7%	6.7%	13.3%	0.0%	25.0%	14.7%	20.3%	17.1%	10.7%	19.5%	14.6%	14.3%	20.4%	6.9%
	100.0%	98.2%	29.8%	17.5%	33.3%	8.8%	3.5%	1.8%	3.5%	0.0%	7.0%	29.8%	22.8%	24.6%	15.8%	28.1%	56.1%	15.8%	33.3%	7.0%
Good for a gift	99	98	32	20	29	9	5	1	1	1	2	27	27	22	21	23	62	14	34	10
	27.1%	27.5%	36.4%	29.4%	32.6%	18.4%	21.7%	6.7%	6.7%	10.0%	12.5%	23.3%	42.2%	26.8%	25.0%	28.0%	28.3%	22.2%	36.6%	17.2%
	100.0%	99.0%	32.3%	20.2%	29.3%	9.1%	5.1%	1.0%	1.0%	1.0%	2.0%	27.3%	27.3%	22.2%	21.2%	23.2%	62.6%	14.1%	34.3%	10.1%
Consistent quality	134	133	39	27	42	13	6	2	3	1	3	38	29	34	30	30	80	24	43	17
	36.7%	37.3%	44.3%	39.7%	47.2%	26.5%	26.1%	13.3%	20.0%	10.0%	18.8%	32.8%	45.3%	41.5%	35.7%	36.6%	36.5%	38.1%	46.2%	29.3%
	100.0%	99.3%	29.1%	20.1%	31.3%	9.7%	4.5%	1.5%	2.2%	0.7%	2.2%	28.4%	21.6%	25.4%	22.4%	22.4%	59.7%	17.9%	32.1%	12.7%
Masculine	75	74	25	16	23	5	3	1	1	0	3	22	13	19	18	13	46	16	24	7
	20.5%	20.7%	28.4%	23.5%	25.8%	10.2%	13.0%	6.7%	6.7%	0.0%	18.8%	19.0%	20.3%	23.2%	21.4%	15.9%	21.0%	25.4%	25.8%	12.1%
	100.0%	98.7%	33.3%	21.3%	30.7%	6.7%	4.0%	1.3%	1.3%	0.0%	4.0%	29.3%	17.3%	25.3%	24.0%	17.3%	61.3%	21.3%	32.0%	9.3%
Brand I trust	116	116	37	27	33	11	4	1	3	0	4	29	27	31	25	24	71	21	41	12
	31.8%	32.5%	42.0%	39.7%	37.1%	22.4%	17.4%	6.7%	20.0%	0.0%	25.0%	25.0%	42.2%	37.8%	29.8%	29.3%	32.4%	33.3%	44.1%	20.7%
	100.0%	100.0%	31.9%	23.3%	28.4%	9.5%	3.4%	0.9%	2.6%	0.0%	3.4%	25.0%	23.3%	26.7%	21.6%	20.7%	61.2%	18.1%	35.3%	10.3%
Well constructed	139	138	46	25	41	17	6	1	2	0	5	43	30	28	33	29	87	23	45	15
	38.1%	38.7%	52.3%	36.8%	46.1%	34.7%	26.1%	6.7%	13.3%	0.0%	31.3%	37.1%	46.9%	34.1%	39.3%	35.4%	39.7%	36.5%	48.4%	25.9%
	100.0%	99.3%	33.1%	18.0%	29.5%	12.2%	4.3%	0.7%	1.4%	0.0%	3.6%	30.9%	21.6%	20.1%	23.7%	20.9%	62.6%	16.5%	32.4%	10.8%
Strong taste	51	51	18	9	13	6	1	2	2	0	0	14	11	9	16	13	23	15	14	4
	14.0%	14.3%	20.5%	13.2%	14.6%	12.2%	4.3%	13.3%	13.3%	0.0%	0.0%	12.1%	17.2%	11.0%	19.0%	15.9%	10.5%	23.8%	15.1%	6.9%
	100.0%	100.0%	35.3%	17.6%	25.5%	11.8%	2.0%	3.9%	3.9%	0.0%	0.0%	27.5%	21.6%	17.6%	31.4%	25.5%	45.1%	29.4%	27.5%	7.8%
For serious smokers	113	112	39	24	25	15	6	0	1	2	2	32	27	21	30	25	62	26	33	10
	31.0%	31.4%	44.3%	35.3%	28.1%	30.6%	26.1%	0.0%	6.7%	20.0%	12.5%	27.6%	42.2%	25.6%	35.7%	30.5%	28.3%	41.3%	35.5%	17.2%
	100.0%	99.1%	34.5%	21.2%	22.1%	13.3%	5.3%	0.0%	0.9%	1.8%	1.8%	28.3%	23.9%	18.6%	26.5%	22.1%	54.9%	23.0%	29.2%	8.8%
Popular	110	109	39	22	31	9	5	1	2	0	4	31	24	20	31	23	66	21	40	7
	30.1%	30.5%	44.3%	32.4%	34.8%	18.4%	21.7%	6.7%	13.3%	0.0%	25.0%	26.7%	37.5%	24.4%	36.9%	28.0%	30.1%	33.3%	43.0%	12.1%
	100.0%	99.1%	35.5%	20.0%	28.2%	8.2%	4.5%	0.9%	1.8%	0.0%	3.6%	28.2%	21.8%	18.2%	28.2%	20.9%	60.0%	19.1%	36.4%	6.4%
Easy to smoke	101	100	40	19	25	12	2	0	2	0	4	29	21	25	22	22	60	19	32	11
	27.7%	28.0%	45.5%	27.9%	28.1%	24.5%	8.7%	0.0%	13.3%	0.0%	25.0%	25.0%	32.8%	30.5%	26.2%	26.8%	27.4%	30.2%	34.4%	19.0%
	100.0%	99.0%	39.6%	18.8%	24.8%	11.9%	2.0%	0.0%	2.0%	0.0%	4.0%	28.7%	20.8%	24.8%	21.8%	21.8%	59.4%	18.8%	31.7%	10.9%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	365	357	88	68	89	49	23	15	15	10	16	116	64	82	84	82	219	63	93	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.8%	24.1%	18.6%	24.4%	13.4%	6.3%	4.1%	4.1%	2.7%	4.4%	31.8%	17.5%	22.5%	23.0%	22.5%	60.0%	17.3%	25.5%	15.9%
Easy draw	102	101	38	23	25	11	2	1	1	0	5	30	19	25	23	21	65	16	33	11
	27.9%	28.3%	43.2%	33.8%	28.1%	22.4%	8.7%	6.7%	6.7%	0.0%	31.3%	25.9%	29.7%	30.5%	27.4%	25.6%	29.7%	25.4%	35.5%	19.0%
	100.0%	99.0%	37.3%	22.5%	24.5%	10.8%	2.0%	1.0%	1.0%	0.0%	4.9%	29.4%	18.6%	24.5%	22.5%	20.6%	63.7%	15.7%	32.4%	10.8%
No answer	104	99	14	17	24	20	6	6	6	6	6	38	13	23	22	23	64	16	19	20
	28.5%	27.7%	15.9%	25.0%	27.0%	40.8%	26.1%	40.0%	40.0%	60.0%	37.5%	32.8%	20.3%	28.0%	26.2%	28.0%	29.2%	25.4%	20.4%	34.5%
	100.0%	95.2%	13.5%	16.3%	23.1%	19.2%	5.8%	5.8%	5.8%	5.8%	5.8%	36.5%	12.5%	22.1%	21.2%	22.1%	61.5%	15.4%	18.3%	19.2%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	345	334	83	68	70	43	27	16	15	12	15	124	54	69	80	81	211	49	89	51
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.8%	24.1%	19.7%	20.3%	12.5%	7.8%	4.6%	4.3%	3.5%	4.3%	35.9%	15.7%	20.0%	23.2%	23.5%	61.2%	14.2%	25.8%	14.8%
Punch																				
Casual	48	46	17	10	8	3	3	1	1	3	1	20	9	6	12	11	30	7	12	7
	13.9%	13.8%	20.5%	14.7%	11.4%	7.0%	11.1%	6.3%	6.7%	25.0%	6.7%	16.1%	16.7%	8.7%	15.0%	13.6%	14.2%	14.3%	13.5%	13.7%
	100.0%	95.8%	35.4%	20.8%	16.7%	6.3%	6.3%	2.1%	2.1%	6.3%	2.1%	41.7%	18.8%	12.5%	25.0%	22.9%	62.5%	14.6%	25.0%	14.6%
Individualistic	34	33	12	9	7	2	1	2	0	0	2	9	6	5	11	10	19	5	13	4
	9.9%	9.9%	14.5%	13.2%	10.0%	4.7%	3.7%	12.5%	0.0%	0.0%	13.3%	7.3%	11.1%	7.2%	13.8%	12.3%	9.0%	10.2%	14.6%	7.8%
	100.0%	97.1%	35.3%	26.5%	20.6%	5.9%	2.9%	5.9%	0.0%	0.0%	5.9%	26.5%	17.6%	14.7%	32.4%	29.4%	55.9%	14.7%	38.2%	11.8%
Mild taste	41	38	14	9	6	1	4	1	1	2	1	17	7	4	11	13	24	3	12	6
	11.9%	11.4%	16.9%	13.2%	8.6%	2.3%	14.8%	6.3%	6.7%	16.7%	6.7%	13.7%	13.0%	5.8%	13.8%	16.0%	11.4%	6.1%	13.5%	11.8%
	100.0%	92.7%	34.1%	22.0%	14.6%	2.4%	9.8%	2.4%	2.4%	4.9%	2.4%	41.5%	17.1%	9.8%	26.8%	31.7%	58.5%	7.3%	29.3%	14.6%
High quality	107	104	32	22	23	11	7	5	2	2	1	43	16	19	27	24	66	16	30	14
	31.0%	31.1%	38.6%	32.4%	32.9%	25.6%	25.9%	31.3%	13.3%	16.7%	6.7%	34.7%	29.6%	27.5%	33.8%	29.6%	31.3%	32.7%	33.7%	27.5%
	100.0%	97.2%	29.9%	20.6%	21.5%	10.3%	6.5%	4.7%	1.9%	1.9%	0.9%	40.2%	15.0%	17.8%	25.2%	22.4%	61.7%	15.0%	28.0%	13.1%
Smart choice	53	52	19	8	13	3	3	3	1	2	1	19	9	10	12	10	31	11	16	7
	15.4%	15.6%	22.9%	11.8%	18.6%	7.0%	11.1%	18.8%	6.7%	16.7%	6.7%	15.3%	16.7%	14.5%	15.0%	12.3%	14.7%	22.4%	18.0%	13.7%
	100.0%	98.1%	35.8%	15.1%	24.5%	5.7%	5.7%	5.7%	1.9%	3.8%	1.9%	35.8%	17.0%	18.9%	22.6%	18.9%	58.5%	20.8%	30.2%	13.2%
Refined taste	44	43	13	10	9	4	3	1	2	1	1	15	9	8	11	9	29	6	13	5
	12.8%	12.9%	15.7%	14.7%	12.9%	9.3%	11.1%	6.3%	13.3%	8.3%	6.7%	12.1%	16.7%	11.6%	13.8%	11.1%	13.7%	12.2%	14.6%	9.8%
	100.0%	97.7%	29.5%	22.7%	20.5%	9.1%	6.8%	2.3%	4.5%	2.3%	2.3%	34.1%	20.5%	18.2%	25.0%	20.5%	65.9%	13.6%	29.5%	11.4%
Recommended by tobacconists	70	68	27	11	21	4	5	0	0	0	2	30	13	11	13	14	43	13	21	8
	20.3%	20.4%	32.5%	16.2%	30.0%	9.3%	18.5%	0.0%	0.0%	0.0%	13.3%	24.2%	24.1%	15.9%	16.3%	17.3%	20.4%	26.5%	23.6%	15.7%
	100.0%	97.1%	38.6%	15.7%	30.0%	5.7%	7.1%	0.0%	0.0%	0.0%	2.9%	42.9%	18.6%	15.7%	18.6%	20.0%	61.4%	18.6%	30.0%	11.4%
Attractive packaging	27	27	8	9	6	0	1	2	1	0	0	9	5	4	9	6	17	4	10	4
	7.8%	8.1%	9.6%	13.2%	8.6%	0.0%	3.7%	12.5%	6.7%	0.0%	0.0%	7.3%	9.3%	5.8%	11.3%	7.4%	8.1%	8.2%	11.2%	7.8%
	100.0%	100.0%	29.6%	33.3%	22.2%	0.0%	3.7%	7.4%	3.7%	0.0%	0.0%	33.3%	18.5%	14.8%	33.3%	22.2%	63.0%	14.8%	37.0%	14.8%
Sophisticated	25	25	11	5	6	0	3	0	0	0	0	7	4	5	9	4	15	6	12	3
	7.2%	7.5%	13.3%	7.4%	8.6%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	5.6%	7.4%	7.2%	11.3%	4.9%	7.1%	12.2%	13.5%	5.9%
	100.0%	100.0%	44.0%	20.0%	24.0%	0.0%	12.0%	0.0%	0.0%	0.0%	0.0%	28.0%	16.0%	20.0%	36.0%	16.0%	60.0%	24.0%	48.0%	12.0%
Innovative	12	12	6	2	1	1	1	1	0	0	0	2	3	4	3	1	10	1	4	1
	3.5%	3.6%	7.2%	2.9%	1.4%	2.3%	3.7%	6.3%	0.0%	0.0%	0.0%	1.6%	5.6%	5.8%	3.8%	1.2%	4.7%	2.0%	4.5%	2.0%
	100.0%	100.0%	50.0%	16.7%	8.3%	8.3%	8.3%	8.3%	0.0%	0.0%	0.0%	16.7%	25.0%	33.3%	25.0%	8.3%	83.3%	8.3%	33.3%	8.3%
Trendy	33	32	14	5	5	1	5	2	0	0	2	13	6	5	7	7	23	3	8	5
	9.6%	9.6%	16.9%	7.4%	7.1%	2.3%	18.5%	12.5%	0.0%	0.0%	13.3%	10.5%	11.1%	7.2%	8.8%	8.6%	10.9%	6.1%	9.0%	9.8%
	100.0%	97.0%	42.4%	15.2%	15.2%	3.0%	15.2%	6.1%	0.0%	0.0%	6.1%	39.4%	18.2%	15.2%	21.2%	21.2%	69.7%	9.1%	24.2%	15.2%
Prestigious	44	43	16	13	8	1	3	1	0	1	1	14	9	6	13	9	28	7	14	5
	12.8%	12.9%	19.3%	19.1%	11.4%	2.3%	11.1%	6.3%	0.0%	8.3%	6.7%	11.3%	16.7%	8.7%	16.3%	11.1%	13.3%	14.3%	15.7%	9.8%
	100.0%	97.7%	36.4%	29.5%	18.2%	2.3%	6.8%	2.3%	0.0%	2.3%	2.3%	31.8%	20.5%	13.6%	29.5%	20.5%	63.6%	15.9%	31.8%	11.4%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	345 100.0% 100.0%	334 100.0% 96.8%	83 100.0% 24.1%	68 100.0% 19.7%	70 100.0% 20.3%	43 100.0% 12.5%	27 100.0% 7.8%	16 100.0% 4.6%	15 100.0% 4.3%	12 100.0% 3.5%	15 100.0% 4.3%	124 100.0% 35.9%	54 100.0% 15.7%	69 100.0% 20.0%	80 100.0% 23.2%	81 100.0% 23.5%	211 100.0% 61.2%	49 100.0% 14.2%	89 100.0% 25.8%	51 100.0% 14.8%
Sporty	26 7.5% 100.0%	24 7.2% 92.3%	9 10.8% 34.6%	4 5.9% 15.4%	4 5.7% 15.4%	2 4.7% 7.7%	3 11.1% 11.5%	0 0.0% 0.0%	2 13.3% 7.7%	0 0.0% 0.0%	1 6.7% 3.8%	11 8.9% 42.3%	3 5.6% 11.5%	6 8.7% 23.1%	4 5.0% 15.4%	5 6.2% 19.2%	15 7.1% 57.7%	6 12.2% 23.1%	5 5.6% 19.2%	4 7.8% 15.4%
Reliable	59 17.1% 100.0%	59 17.7% 100.0%	24 28.9% 40.7%	12 17.6% 20.3%	10 14.3% 16.9%	5 11.6% 8.5%	5 18.5% 8.5%	2 12.5% 3.4%	0 0.0% 0.0%	1 8.3% 1.7%	0 0.0% 0.0%	22 17.7% 37.3%	8 14.8% 13.6%	13 18.8% 22.0%	16 20.0% 27.1%	9 11.1% 15.3%	38 18.0% 64.4%	12 24.5% 20.3%	22 24.7% 37.3%	5 9.8% 8.5%
Recommended by magazine	47 13.6% 100.0%	45 13.5% 95.7%	26 31.3% 55.3%	5 7.4% 10.6%	10 14.3% 21.3%	2 4.7% 4.3%	2 7.4% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 13.3% 4.3%	22 17.7% 46.8%	10 18.5% 21.3%	6 8.7% 12.8%	6 7.5% 12.8%	7 8.6% 14.9%	31 14.7% 66.0%	9 18.4% 19.1%	18 20.2% 38.3%	5 9.8% 10.6%
Great taste	92 26.7% 100.0%	91 27.2% 98.9%	30 36.1% 32.6%	18 26.5% 19.6%	20 28.6% 21.7%	9 20.9% 9.8%	6 22.2% 6.5%	3 18.8% 3.3%	3 20.0% 3.3%	2 16.7% 2.2%	3 20.0% 3.3%	38 30.6% 41.3%	15 27.8% 16.3%	14 20.3% 15.2%	22 27.5% 23.9%	18 22.2% 19.6%	57 27.0% 62.0%	16 32.7% 17.4%	28 31.5% 30.4%	11 21.6% 12.0%
Good value	63 18.3% 100.0%	62 18.6% 98.4%	24 28.9% 38.1%	9 13.2% 14.3%	17 24.3% 27.0%	4 9.3% 6.3%	4 14.8% 6.3%	1 6.3% 1.6%	2 13.3% 3.2%	1 8.3% 1.6%	5 33.3% 7.9%	20 16.1% 31.7%	13 24.1% 20.6%	11 15.9% 17.5%	14 17.5% 22.2%	15 18.5% 23.8%	40 19.0% 63.5%	7 14.3% 11.1%	19 21.3% 30.2%	10 19.6% 15.9%
For social smokers	49 14.2% 100.0%	48 14.4% 98.0%	15 18.1% 30.6%	11 16.2% 22.4%	11 15.7% 22.4%	3 7.0% 6.1%	3 11.1% 6.1%	1 6.3% 2.0%	3 20.0% 6.1%	1 8.3% 2.0%	3 20.0% 6.1%	18 14.5% 36.7%	9 16.7% 18.4%	8 11.6% 16.3%	11 13.8% 22.4%	14 17.3% 28.6%	27 12.8% 55.1%	7 14.3% 14.3%	14 15.7% 28.6%	9 17.6% 18.4%
Good for everyday	55 15.9% 100.0%	54 16.2% 98.2%	23 27.7% 41.8%	12 17.6% 21.8%	9 12.9% 16.4%	4 9.3% 7.3%	3 11.1% 5.5%	1 6.3% 1.8%	1 6.7% 1.8%	1 8.3% 1.8%	3 20.0% 5.5%	24 19.4% 43.6%	8 14.8% 14.5%	7 10.1% 12.7%	12 15.0% 21.8%	9 11.1% 16.4%	33 15.6% 60.0%	12 24.5% 21.8%	22 24.7% 40.0%	8 15.7% 14.5%
Fresh	86 24.9% 100.0%	85 25.4% 98.8%	30 36.1% 34.9%	14 20.6% 16.3%	20 28.6% 23.3%	11 25.6% 12.8%	5 18.5% 5.8%	3 18.8% 3.5%	1 6.7% 1.2%	1 8.3% 1.2%	1 6.7% 1.2%	37 29.8% 43.0%	14 25.9% 16.3%	14 20.3% 16.3%	20 25.0% 23.3%	18 22.2% 20.9%	51 24.2% 59.3%	16 32.7% 18.6%	23 25.8% 26.7%	11 21.6% 12.8%
Good for relaxing	81 23.5% 100.0%	81 24.3% 100.0%	29 34.9% 35.8%	17 25.0% 21.0%	19 27.1% 23.5%	8 18.6% 9.9%	1 3.7% 1.2%	2 12.5% 2.5%	3 20.0% 3.7%	2 16.7% 2.5%	1 6.7% 1.2%	29 23.4% 35.8%	14 25.9% 17.3%	14 20.3% 17.3%	23 28.8% 28.4%	12 14.8% 14.8%	49 23.2% 60.5%	20 40.8% 24.7%	31 34.8% 38.3%	6 11.8% 7.4%
Easy to find/widely available	103 29.9% 100.0%	101 30.2% 98.1%	36 43.4% 35.0%	19 27.9% 18.4%	24 34.3% 23.3%	9 20.9% 8.7%	8 29.6% 7.8%	2 12.5% 1.9%	2 13.3% 1.9%	1 8.3% 1.0%	4 26.7% 3.9%	38 30.6% 36.9%	17 31.5% 16.5%	17 24.6% 16.5%	27 33.8% 26.2%	17 21.0% 16.5%	66 31.3% 64.1%	20 40.8% 19.4%	35 39.3% 34.0%	13 25.5% 12.6%
Full flavored	79 22.9% 100.0%	76 22.8% 96.2%	27 32.5% 34.2%	18 26.5% 22.8%	16 22.9% 20.3%	9 20.9% 11.4%	3 11.1% 3.8%	2 12.5% 2.5%	0 0.0% 0.0%	1 8.3% 1.3%	3 20.0% 3.8%	29 23.4% 36.7%	11 20.4% 13.9%	13 18.8% 16.5%	22 27.5% 27.8%	14 17.3% 17.7%	48 22.7% 60.8%	16 32.7% 20.3%	23 25.8% 29.1%	7 13.7% 8.9%
Medium taste	51 14.8% 100.0%	51 15.3% 100.0%	22 26.5% 43.1%	7 10.3% 13.7%	8 11.4% 15.7%	6 14.0% 11.8%	3 11.1% 5.9%	2 12.5% 3.9%	1 6.7% 2.0%	2 16.7% 3.9%	1 6.7% 2.0%	19 15.3% 37.3%	12 22.2% 23.5%	10 14.5% 19.6%	9 11.3% 17.6%	13 16.0% 25.5%	30 14.2% 58.8%	7 14.3% 13.7%	19 21.3% 37.3%	5 9.8% 9.8%
Good as a reward	51 14.8% 100.0%	49 14.7% 96.1%	20 24.1% 39.2%	9 13.2% 17.6%	10 14.3% 19.6%	4 9.3% 7.8%	3 11.1% 5.9%	2 12.5% 3.9%	1 6.7% 2.0%	0 0.0% 0.0%	1 6.7% 2.0%	17 13.7% 33.3%	13 24.1% 25.5%	11 15.9% 21.6%	9 11.3% 17.6%	10 12.3% 19.6%	31 14.7% 60.8%	10 20.4% 19.6%	18 20.2% 35.3%	5 9.8% 9.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	345 100.0% 100.0%	334 100.0% 96.8%	83 100.0% 24.1%	68 100.0% 19.7%	70 100.0% 20.3%	43 100.0% 12.5%	27 100.0% 7.8%	16 100.0% 4.6%	15 100.0% 4.3%	12 100.0% 3.5%	15 100.0% 4.3%	124 100.0% 35.9%	54 100.0% 15.7%	69 100.0% 20.0%	80 100.0% 23.2%	81 100.0% 23.5%	211 100.0% 61.2%	49 100.0% 14.2%	89 100.0% 25.8%	51 100.0% 14.8%
Low price	39 11.3% 100.0%	39 11.7% 100.0%	15 18.1% 38.5%	8 11.8% 20.5%	9 12.9% 23.1%	3 7.0% 7.7%	1 3.7% 2.6%	1 6.3% 2.6%	1 6.7% 2.6%	1 8.3% 2.6%	3 20.0% 7.7%	16 12.9% 41.0%	8 14.8% 20.5%	3 4.3% 7.7%	9 11.3% 23.1%	7 8.6% 17.9%	25 11.8% 64.1%	6 12.2% 15.4%	14 15.7% 35.9%	4 7.8% 10.3%
Smooth taste	74 21.4% 100.0%	72 21.6% 97.3%	26 31.3% 35.1%	13 19.1% 17.6%	13 18.6% 17.6%	8 18.6% 10.8%	7 25.9% 9.5%	2 12.5% 2.7%	1 6.7% 1.4%	2 16.7% 2.7%	2 13.3% 2.7%	29 23.4% 39.2%	14 25.9% 18.9%	12 17.4% 16.2%	17 21.3% 23.0%	19 23.5% 25.7%	42 19.9% 56.8%	12 24.5% 16.2%	22 24.7% 29.7%	8 15.7% 10.8%
Good for special occasions	67 19.4% 100.0%	65 19.5% 97.0%	21 25.3% 31.3%	13 19.1% 19.4%	18 25.7% 26.9%	2 4.7% 3.0%	6 22.2% 9.0%	3 18.8% 4.5%	1 6.7% 1.5%	1 8.3% 1.5%	2 13.3% 3.0%	29 23.4% 43.3%	13 24.1% 19.4%	10 14.5% 14.9%	13 16.3% 19.4%	18 22.2% 26.9%	40 19.0% 59.7%	9 18.4% 13.4%	20 22.5% 29.9%	9 17.6% 13.4%
Recommended by friends	54 15.7% 100.0%	53 15.9% 98.1%	21 25.3% 38.9%	8 11.8% 14.8%	12 17.1% 22.2%	3 7.0% 5.6%	6 22.2% 11.1%	1 6.3% 1.9%	1 6.7% 1.9%	1 8.3% 1.9%	3 20.0% 5.6%	21 16.9% 38.9%	12 22.2% 22.2%	6 8.7% 11.1%	12 15.0% 22.2%	9 11.1% 16.7%	36 17.1% 66.7%	9 18.4% 16.7%	15 16.9% 27.8%	6 11.8% 11.1%
Good for a gift	64 18.6% 100.0%	63 18.9% 98.4%	21 25.3% 32.8%	11 16.2% 17.2%	18 25.7% 28.1%	7 16.3% 10.9%	2 7.4% 3.1%	3 18.8% 4.7%	0 0.0% 0.0%	1 8.3% 1.6%	1 6.7% 1.6%	26 21.0% 40.6%	12 22.2% 18.8%	12 17.4% 18.8%	13 16.3% 20.3%	11 13.6% 17.2%	43 20.4% 67.2%	10 20.4% 15.6%	23 25.8% 35.9%	4 7.8% 6.3%
Consistent quality	100 29.0% 100.0%	98 29.3% 98.0%	34 41.0% 34.0%	22 32.4% 22.0%	21 30.0% 21.0%	6 14.0% 6.0%	7 25.9% 7.0%	4 25.0% 4.0%	2 13.3% 2.0%	2 16.7% 2.0%	2 13.3% 2.0%	37 29.8% 37.0%	17 31.5% 17.0%	22 31.9% 22.0%	22 27.5% 22.0%	17 21.0% 17.0%	66 31.3% 66.0%	17 34.7% 17.0%	30 33.7% 30.0%	11 21.6% 11.0%
Masculine	60 17.4% 100.0%	58 17.4% 96.7%	21 25.3% 35.0%	11 16.2% 18.3%	15 21.4% 25.0%	4 9.3% 6.7%	4 14.8% 6.7%	2 12.5% 3.3%	1 6.7% 1.7%	0 0.0% 0.0%	2 13.3% 3.3%	21 16.9% 35.0%	10 18.5% 16.7%	11 15.9% 18.3%	16 20.0% 26.7%	9 11.1% 15.0%	38 18.0% 63.3%	13 26.5% 21.7%	20 22.5% 33.3%	7 13.7% 11.7%
Brand I trust	94 27.2% 100.0%	91 27.2% 96.8%	32 38.6% 34.0%	20 29.4% 21.3%	23 32.9% 24.5%	7 16.3% 7.4%	5 18.5% 5.3%	1 6.3% 1.1%	2 13.3% 2.1%	1 8.3% 1.1%	1 6.7% 1.1%	40 32.3% 42.6%	13 24.1% 13.8%	17 24.6% 18.1%	22 27.5% 23.4%	15 18.5% 16.0%	59 28.0% 62.8%	20 40.8% 21.3%	33 37.1% 35.1%	9 17.6% 9.6%
Well constructed	112 32.5% 100.0%	111 33.2% 99.1%	39 47.0% 34.8%	24 35.3% 21.4%	24 34.3% 21.4%	9 20.9% 8.0%	10 37.0% 8.9%	4 25.0% 3.6%	1 6.7% 0.9%	0 0.0% 0.0%	4 26.7% 3.6%	46 37.1% 41.1%	19 35.2% 17.0%	14 20.3% 12.5%	29 36.3% 25.9%	22 27.2% 19.6%	71 33.6% 63.4%	19 38.8% 17.0%	31 34.8% 27.7%	14 27.5% 12.5%
Strong taste	60 17.4% 100.0%	59 17.7% 98.3%	14 16.9% 23.3%	7 10.3% 11.7%	18 25.7% 30.0%	10 23.3% 16.7%	5 18.5% 8.3%	4 25.0% 6.7%	1 6.7% 1.7%	0 0.0% 0.0%	2 13.3% 3.3%	25 20.2% 41.7%	5 9.3% 8.3%	10 14.5% 16.7%	17 21.3% 28.3%	9 11.1% 15.0%	41 19.4% 68.3%	10 20.4% 16.7%	13 14.6% 21.7%	8 15.7% 13.3%
For serious smokers	79 22.9% 100.0%	77 23.1% 97.5%	29 34.9% 36.7%	15 22.1% 19.0%	17 24.3% 21.5%	7 16.3% 8.9%	2 7.4% 2.5%	4 25.0% 5.1%	2 13.3% 2.5%	1 8.3% 1.3%	2 13.3% 2.5%	32 25.8% 40.5%	12 22.2% 15.2%	9 13.0% 11.4%	24 30.0% 30.4%	17 21.0% 21.5%	50 23.7% 63.3%	12 24.5% 15.2%	24 27.0% 30.4%	7 13.7% 8.9%
Popular	101 29.3% 100.0%	99 29.6% 98.0%	34 41.0% 33.7%	21 30.9% 20.8%	20 28.6% 19.8%	8 18.6% 7.9%	7 25.9% 6.9%	4 25.0% 4.0%	3 20.0% 3.0%	2 16.7% 2.0%	5 33.3% 5.0%	47 37.9% 46.5%	15 27.8% 14.9%	10 14.5% 9.9%	24 30.0% 23.8%	20 24.7% 19.8%	66 31.3% 65.3%	15 30.6% 14.9%	24 27.0% 23.8%	11 21.6% 10.9%
Easy to smoke	87 25.2% 100.0%	83 24.9% 95.4%	31 37.3% 35.6%	18 26.5% 20.7%	18 25.7% 20.7%	5 11.6% 5.7%	6 22.2% 6.9%	2 12.5% 2.3%	2 13.3% 2.3%	1 8.3% 1.1%	1 6.7% 1.1%	34 27.4% 39.1%	13 24.1% 14.9%	17 24.6% 19.5%	21 26.3% 24.1%	16 19.8% 18.4%	51 24.2% 58.6%	19 38.8% 21.8%	28 31.5% 32.2%	11 21.6% 12.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	345 100.0% 100.0%	334 100.0% 96.8%	83 100.0% 24.1%	68 100.0% 19.7%	70 100.0% 20.3%	43 100.0% 12.5%	27 100.0% 7.8%	16 100.0% 4.6%	15 100.0% 4.3%	12 100.0% 3.5%	15 100.0% 4.3%	124 100.0% 35.9%	54 100.0% 15.7%	69 100.0% 20.0%	80 100.0% 23.2%	81 100.0% 23.5%	211 100.0% 61.2%	49 100.0% 14.2%	89 100.0% 25.8%	51 100.0% 14.8%
Easy draw	86 24.9% 100.0%	84 25.1% 97.7%	29 34.9% 33.7%	17 25.0% 19.8%	20 28.6% 23.3%	10 23.3% 11.6%	3 11.1% 3.5%	4 25.0% 4.7%	1 6.7% 1.2%	0 0.0% 0.0%	2 13.3% 2.3%	33 26.6% 38.4%	13 24.1% 15.1%	19 27.5% 22.1%	19 23.8% 22.1%	14 17.3% 16.3%	57 27.0% 66.3%	14 28.6% 16.3%	30 33.7% 34.9%	7 13.7% 8.1%
No answer	100 29.0% 100.0%	97 29.0% 97.0%	19 22.9% 19.0%	20 29.4% 20.0%	19 27.1% 19.0%	12 27.9% 12.0%	7 25.9% 7.0%	5 31.3% 5.0%	7 46.7% 7.0%	8 66.7% 8.0%	5 33.3% 5.0%	31 25.0% 31.0%	12 22.2% 12.0%	30 43.5% 30.0%	21 26.3% 21.0%	22 27.2% 22.0%	63 29.9% 63.0%	13 26.5% 13.0%	23 25.8% 23.0%	19 37.3% 19.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	364 100.0% 100.0%	352 100.0% 96.7%	88 100.0% 24.2%	70 100.0% 19.2%	59 100.0% 16.2%	47 100.0% 12.9%	26 100.0% 7.1%	18 100.0% 4.9%	22 100.0% 6.0%	22 100.0% 6.0%	14 100.0% 3.8%	132 100.0% 36.3%	61 100.0% 16.8%	74 100.0% 20.3%	80 100.0% 22.0%	97 100.0% 26.6%	205 100.0% 56.3%	61 100.0% 16.8%	88 100.0% 24.2%	70 100.0% 19.2%
Te Amo																				
Casual	66 18.1% 100.0%	63 17.9% 95.5%	23 26.1% 34.8%	13 18.6% 19.7%	13 22.0% 19.7%	6 12.8% 9.1%	2 7.7% 3.0%	2 11.1% 3.0%	3 13.6% 4.5%	1 4.5% 1.5%	2 14.3% 3.0%	26 19.7% 39.4%	13 21.3% 19.7%	11 14.9% 16.7%	13 16.3% 19.7%	14 14.4% 21.2%	41 20.0% 62.1%	11 18.0% 16.7%	16 18.2% 24.2%	10 14.3% 15.2%
Individualistic	27 7.4% 100.0%	27 7.7% 100.0%	5 5.7% 18.5%	9 12.9% 33.3%	4 6.8% 14.8%	2 4.3% 7.4%	2 7.7% 7.4%	1 5.6% 3.7%	2 9.1% 7.4%	2 9.1% 7.4%	0 0.0% 0.0%	8 6.1% 29.6%	6 9.8% 22.2%	10 13.5% 37.0%	3 3.8% 11.1%	9 9.3% 33.3%	17 8.3% 63.0%	1 1.6% 3.7%	9 10.2% 33.3%	7 10.0% 25.9%
Mild taste	40 11.0% 100.0%	40 11.4% 100.0%	12 13.6% 30.0%	6 8.6% 15.0%	5 8.5% 12.5%	6 12.8% 15.0%	4 15.4% 10.0%	2 11.1% 5.0%	1 4.5% 2.5%	4 18.2% 10.0%	1 7.1% 2.5%	16 12.1% 40.0%	8 13.1% 20.0%	9 12.2% 22.5%	6 7.5% 15.0%	11 11.3% 27.5%	22 10.7% 55.0%	7 11.5% 17.5%	12 13.6% 30.0%	13 18.6% 32.5%
High quality	57 15.7% 100.0%	56 15.9% 98.2%	12 13.6% 21.1%	17 24.3% 29.8%	10 16.9% 17.5%	9 19.1% 15.8%	2 7.7% 3.5%	1 5.6% 1.8%	1 4.5% 1.8%	4 18.2% 7.0%	0 0.0% 0.0%	19 14.4% 33.3%	12 19.7% 21.1%	14 18.9% 24.6%	12 15.0% 21.1%	15 15.5% 26.3%	38 18.5% 66.7%	4 6.6% 7.0%	14 15.9% 24.6%	9 12.9% 15.8%
Smart choice	35 9.6% 100.0%	34 9.7% 97.1%	12 13.6% 34.3%	11 15.7% 31.4%	5 8.5% 14.3%	1 2.1% 2.9%	1 3.8% 2.9%	1 5.6% 2.9%	2 9.1% 5.7%	1 4.5% 2.9%	1 7.1% 2.9%	11 8.3% 31.4%	5 8.2% 14.3%	12 16.2% 34.3%	6 7.5% 17.1%	9 9.3% 25.7%	23 11.2% 65.7%	3 4.9% 8.6%	12 13.6% 34.3%	4 5.7% 11.4%
Refined taste	33 9.1% 100.0%	33 9.4% 100.0%	6 6.8% 18.2%	11 15.7% 33.3%	3 5.1% 9.1%	5 10.6% 15.2%	1 3.8% 3.0%	2 11.1% 6.1%	3 13.6% 9.1%	2 9.1% 6.1%	2 14.3% 6.1%	7 5.3% 21.2%	6 9.8% 18.2%	11 14.9% 33.3%	7 8.8% 21.2%	13 13.4% 39.4%	17 8.3% 51.5%	3 4.9% 9.1%	4 4.5% 12.1%	7 10.0% 21.2%
Recommended by tobacconists	42 11.5% 100.0%	40 11.4% 95.2%	14 15.9% 33.3%	8 11.4% 19.0%	9 15.3% 21.4%	5 10.6% 11.9%	1 3.8% 2.4%	0 0.0% 0.0%	1 4.5% 2.4%	2 9.1% 4.8%	1 7.1% 2.4%	18 13.6% 42.9%	5 8.2% 11.9%	11 14.9% 26.2%	7 8.8% 16.7%	11 11.3% 26.2%	21 10.2% 50.0%	10 16.4% 23.8%	14 15.9% 33.3%	7 10.0% 16.7%
Attractive packaging	19 5.2% 100.0%	19 5.4% 100.0%	5 5.7% 26.3%	7 10.0% 36.8%	0 0.0% 0.0%	0 0.0% 0.0%	3 11.5% 15.8%	1 5.6% 5.3%	1 4.5% 5.3%	2 9.1% 10.5%	0 0.0% 0.0%	4 3.0% 21.1%	4 6.6% 21.1%	4 5.4% 21.1%	7 8.8% 36.8%	7 7.2% 36.8%	12 5.9% 63.2%	0 0.0% 0.0%	4 4.5% 21.1%	6 8.6% 31.6%
Sophisticated	9 2.5% 100.0%	8 2.3% 88.9%	2 2.3% 22.2%	4 5.7% 44.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.8% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 11.1%	0 0.0% 0.0%	3 2.3% 33.3%	0 0.0% 0.0%	3 4.1% 33.3%	2 2.5% 22.2%	2 2.1% 22.2%	5 2.4% 55.6%	2 3.3% 22.2%	2 2.3% 22.2%	3 4.3% 33.3%
Innovative	10 2.7% 100.0%	9 2.6% 90.0%	3 3.4% 30.0%	3 4.3% 30.0%	1 1.7% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 9.1% 20.0%	0 0.0% 0.0%	5 3.8% 50.0%	1 1.6% 10.0%	2 2.7% 20.0%	2 2.5% 20.0%	3 3.1% 30.0%	6 2.9% 60.0%	1 1.6% 10.0%	3 3.4% 30.0%	3 4.3% 30.0%
Trendy	23 6.3% 100.0%	22 6.3% 95.7%	7 8.0% 30.4%	4 5.7% 17.4%	4 6.8% 17.4%	1 2.1% 4.3%	2 7.7% 8.7%	2 11.1% 8.7%	1 4.5% 4.3%	1 4.5% 4.3%	1 7.1% 4.3%	9 6.8% 39.1%	1 1.6% 4.3%	4 5.4% 17.4%	8 10.0% 34.8%	8 8.2% 34.8%	13 6.3% 56.5%	2 3.3% 8.7%	6 6.8% 26.1%	4 5.7% 17.4%
Prestigious	20 5.5% 100.0%	19 5.4% 95.0%	4 4.5% 20.0%	6 8.6% 30.0%	2 3.4% 10.0%	1 2.1% 5.0%	1 3.8% 5.0%	0 0.0% 0.0%	3 13.6% 15.0%	2 9.1% 10.0%	3 21.4% 15.0%	6 4.5% 30.0%	3 4.9% 15.0%	5 6.8% 25.0%	3 3.8% 15.0%	9 9.3% 45.0%	10 4.9% 50.0%	1 1.6% 5.0%	2 2.3% 10.0%	5 7.1% 25.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	364 100.0% 100.0%	352 100.0% 96.7%	88 100.0% 24.2%	70 100.0% 19.2%	59 100.0% 16.2%	47 100.0% 12.9%	26 100.0% 7.1%	18 100.0% 4.9%	22 100.0% 6.0%	22 100.0% 6.0%	14 100.0% 3.8%	132 100.0% 36.3%	61 100.0% 16.8%	74 100.0% 20.3%	80 100.0% 22.0%	97 100.0% 26.6%	205 100.0% 56.3%	61 100.0% 16.8%	88 100.0% 24.2%	70 100.0% 19.2%
Sporty	28 7.7% 100.0%	28 8.0% 100.0%	11 12.5% 39.3%	5 7.1% 17.9%	3 5.1% 10.7%	2 4.3% 7.1%	1 3.8% 3.6%	0 0.0% 0.0%	3 13.6% 10.7%	3 13.6% 10.7%	1 7.1% 3.6%	9 6.8% 32.1%	2 3.3% 7.1%	12 16.2% 42.9%	4 5.0% 14.3%	9 9.3% 32.1%	10 4.9% 35.7%	9 14.8% 32.1%	5 5.7% 17.9%	5 7.1% 17.9%
Reliable	46 12.6% 100.0%	45 12.8% 97.8%	13 14.8% 28.3%	11 15.7% 23.9%	6 10.2% 13.0%	8 17.0% 17.4%	2 7.7% 4.3%	1 5.6% 2.2%	2 9.1% 4.3%	2 9.1% 4.3%	0 0.0% 0.0%	15 11.4% 32.6%	6 9.8% 13.0%	16 21.6% 34.8%	9 11.3% 19.6%	12 12.4% 26.1%	29 14.1% 63.0%	5 8.2% 10.9%	8 9.1% 17.4%	5 7.1% 10.9%
Recommended by magazine	34 9.3% 100.0%	33 9.4% 97.1%	13 14.8% 38.2%	6 8.6% 17.6%	8 13.6% 23.5%	2 4.3% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 2.9%	3 13.6% 8.8%	2 14.3% 5.9%	12 9.1% 35.3%	8 13.1% 23.5%	6 8.1% 17.6%	6 7.5% 17.6%	8 8.2% 23.5%	21 10.2% 61.8%	5 8.2% 14.7%	9 10.2% 26.5%	6 8.6% 17.6%
Great taste	60 16.5% 100.0%	59 16.8% 98.3%	19 21.6% 31.7%	15 21.4% 25.0%	10 16.9% 16.7%	7 14.9% 11.7%	2 7.7% 3.3%	1 5.6% 1.7%	3 13.6% 5.0%	2 9.1% 3.3%	0 0.0% 0.0%	18 13.6% 30.0%	12 19.7% 20.0%	15 20.3% 25.0%	15 18.8% 25.0%	14 14.4% 23.3%	38 18.5% 63.3%	8 13.1% 13.3%	16 18.2% 26.7%	4 5.7% 6.7%
Good value	82 22.5% 100.0%	82 23.3% 100.0%	31 35.2% 37.8%	17 24.3% 20.7%	12 20.3% 14.6%	9 19.1% 11.0%	5 19.2% 6.1%	1 5.6% 1.2%	3 13.6% 3.7%	4 18.2% 4.9%	1 7.1% 1.2%	29 22.0% 35.4%	21 34.4% 25.6%	19 25.7% 23.2%	12 15.0% 14.6%	21 21.6% 25.6%	50 24.4% 61.0%	11 18.0% 13.4%	22 25.0% 26.8%	9 12.9% 11.0%
For social smokers	43 11.8% 100.0%	43 12.2% 100.0%	15 17.0% 34.9%	10 14.3% 23.3%	8 13.6% 18.6%	3 6.4% 7.0%	2 7.7% 4.7%	2 11.1% 4.7%	1 4.5% 2.3%	2 9.1% 4.7%	2 14.3% 4.7%	13 9.8% 30.2%	8 13.1% 18.6%	9 12.2% 20.9%	11 13.8% 25.6%	16 16.5% 37.2%	24 11.7% 55.8%	3 4.9% 7.0%	8 9.1% 18.6%	7 10.0% 16.3%
Good for everyday	66 18.1% 100.0%	65 18.5% 98.5%	23 26.1% 34.8%	17 24.3% 25.8%	9 15.3% 13.6%	7 14.9% 10.6%	2 7.7% 3.0%	0 0.0% 0.0%	2 9.1% 3.0%	5 22.7% 7.6%	2 14.3% 3.0%	25 18.9% 37.9%	12 19.7% 18.2%	14 18.9% 21.2%	13 16.3% 19.7%	19 19.6% 28.8%	40 19.5% 60.6%	7 11.5% 10.6%	16 18.2% 24.2%	7 10.0% 10.6%
Fresh	66 18.1% 100.0%	65 18.5% 98.5%	23 26.1% 34.8%	13 18.6% 19.7%	11 18.6% 16.7%	10 21.3% 15.2%	2 7.7% 3.0%	2 11.1% 3.0%	3 13.6% 4.5%	1 4.5% 1.5%	1 7.1% 1.5%	23 17.4% 34.8%	14 23.0% 21.2%	17 23.0% 25.8%	11 13.8% 16.7%	20 20.6% 30.3%	38 18.5% 57.6%	8 13.1% 12.1%	15 17.0% 22.7%	6 8.6% 9.1%
Good for relaxing	72 19.8% 100.0%	71 20.2% 98.6%	24 27.3% 33.3%	16 22.9% 22.2%	12 20.3% 16.7%	9 19.1% 12.5%	3 11.5% 4.2%	2 11.1% 2.8%	3 13.6% 4.2%	2 9.1% 2.8%	2 14.3% 2.8%	28 21.2% 38.9%	13 21.3% 18.1%	15 20.3% 20.8%	14 17.5% 19.4%	19 19.6% 26.4%	39 19.0% 54.2%	14 23.0% 19.4%	19 21.6% 26.4%	6 8.6% 8.3%
Easy to find/widely available	111 30.5% 100.0%	108 30.7% 97.3%	40 45.5% 36.0%	21 30.0% 18.9%	20 33.9% 18.0%	8 17.0% 7.2%	9 34.6% 8.1%	2 11.1% 1.8%	3 13.6% 2.7%	5 22.7% 4.5%	3 21.4% 2.7%	41 31.1% 36.9%	21 34.4% 18.9%	23 31.1% 20.7%	22 27.5% 19.8%	22 22.7% 19.8%	63 30.7% 56.8%	26 42.6% 23.4%	36 40.9% 32.4%	13 18.6% 11.7%
Full flavored	55 15.1% 100.0%	53 15.1% 96.4%	21 23.9% 38.2%	15 21.4% 27.3%	6 10.2% 10.9%	7 14.9% 12.7%	1 3.8% 1.8%	1 5.6% 1.8%	1 4.5% 1.8%	1 4.5% 1.8%	0 0.0% 0.0%	17 12.9% 30.9%	8 13.1% 14.5%	18 24.3% 32.7%	12 15.0% 21.8%	11 11.3% 20.0%	33 16.1% 60.0%	11 18.0% 20.0%	16 18.2% 29.1%	6 8.6% 10.9%
Medium taste	46 12.6% 100.0%	45 12.8% 97.8%	15 17.0% 32.6%	9 12.9% 19.6%	10 16.9% 21.7%	6 12.8% 13.0%	3 11.5% 6.5%	0 0.0% 0.0%	1 4.5% 2.2%	1 4.5% 2.2%	0 0.0% 0.0%	17 12.9% 37.0%	13 21.3% 28.3%	11 14.9% 23.9%	5 6.3% 10.9%	9 9.3% 19.6%	30 14.6% 65.2%	7 11.5% 15.2%	12 13.6% 26.1%	7 10.0% 15.2%
Good as a reward	30 8.2% 100.0%	29 8.2% 96.7%	7 8.0% 23.3%	8 11.4% 26.7%	4 6.8% 13.3%	5 10.6% 16.7%	0 0.0% 0.0%	2 11.1% 6.7%	2 9.1% 6.7%	1 4.5% 3.3%	1 7.1% 3.3%	8 6.1% 26.7%	5 8.2% 16.7%	11 14.9% 36.7%	5 6.3% 16.7%	9 9.3% 30.0%	15 7.3% 50.0%	6 9.8% 20.0%	5 5.7% 16.7%	3 4.3% 10.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	364 100.0% 100.0%	352 100.0% 96.7%	88 100.0% 24.2%	70 100.0% 19.2%	59 100.0% 16.2%	47 100.0% 12.9%	26 100.0% 7.1%	18 100.0% 4.9%	22 100.0% 6.0%	22 100.0% 6.0%	14 100.0% 3.8%	132 100.0% 36.3%	61 100.0% 16.8%	74 100.0% 20.3%	80 100.0% 22.0%	97 100.0% 26.6%	205 100.0% 56.3%	61 100.0% 16.8%	88 100.0% 24.2%	70 100.0% 19.2%
Low price	86 23.6% 100.0%	84 23.9% 97.7%	30 34.1% 34.9%	18 25.7% 20.9%	16 27.1% 18.6%	4 8.5% 4.7%	7 26.9% 8.1%	1 5.6% 1.2%	2 9.1% 2.3%	6 27.3% 7.0%	5 35.7% 5.8%	31 23.5% 36.0%	18 29.5% 20.9%	18 24.3% 20.9%	13 16.3% 15.1%	18 18.6% 20.9%	50 24.4% 58.1%	18 29.5% 20.9%	29 33.0% 33.7%	15 21.4% 17.4%
Smooth taste	61 16.8% 100.0%	58 16.5% 95.1%	20 22.7% 32.8%	13 18.6% 21.3%	7 11.9% 11.5%	10 21.3% 16.4%	2 7.7% 3.3%	1 5.6% 1.6%	2 9.1% 3.3%	3 13.6% 4.9%	3 21.4% 4.9%	21 15.9% 34.4%	12 19.7% 19.7%	12 16.2% 19.7%	13 16.3% 21.3%	18 18.6% 29.5%	38 18.5% 62.3%	5 8.2% 8.2%	12 13.6% 19.7%	6 8.6% 9.8%
Good for special occasions	36 9.9% 100.0%	35 9.9% 97.2%	11 12.5% 30.6%	10 14.3% 27.8%	4 6.8% 11.1%	4 8.5% 11.1%	2 7.7% 5.6%	0 0.0% 0.0%	2 9.1% 5.6%	2 9.1% 5.6%	0 0.0% 0.0%	12 9.1% 33.3%	6 9.8% 16.7%	12 16.2% 33.3%	5 6.3% 13.9%	13 13.4% 36.1%	16 7.8% 44.4%	7 11.5% 19.4%	8 9.1% 22.2%	6 8.6% 16.7%
Recommended by friends	31 8.5% 100.0%	30 8.5% 96.8%	11 12.5% 35.5%	5 7.1% 16.1%	6 10.2% 19.4%	4 8.5% 12.9%	1 3.8% 3.2%	0 0.0% 0.0%	1 4.5% 3.2%	2 9.1% 6.5%	1 7.1% 3.2%	14 10.6% 45.2%	7 11.5% 22.6%	8 10.8% 25.8%	1 1.3% 3.2%	7 7.2% 22.6%	18 8.8% 58.1%	6 9.8% 19.4%	7 8.0% 22.6%	7 10.0% 22.6%
Good for a gift	40 11.0% 100.0%	38 10.8% 95.0%	13 14.8% 32.5%	10 14.3% 25.0%	4 6.8% 10.0%	8 17.0% 20.0%	0 0.0% 0.0%	2 11.1% 5.0%	0 0.0% 0.0%	1 4.5% 2.5%	0 0.0% 0.0%	10 7.6% 25.0%	7 11.5% 17.5%	11 14.9% 27.5%	11 13.8% 27.5%	11 11.3% 27.5%	22 10.7% 55.0%	7 11.5% 17.5%	10 11.4% 25.0%	4 5.7% 10.0%
Consistent quality	83 22.8% 100.0%	82 23.3% 98.8%	24 27.3% 28.9%	22 31.4% 26.5%	11 18.6% 13.3%	14 29.8% 16.9%	3 11.5% 3.6%	3 16.7% 3.6%	2 9.1% 2.4%	3 13.6% 3.6%	3 21.4% 3.6%	23 17.4% 27.7%	14 23.0% 16.9%	26 35.1% 31.3%	17 21.3% 20.5%	24 24.7% 28.9%	48 23.4% 57.8%	11 18.0% 13.3%	18 20.5% 21.7%	10 14.3% 12.0%
Masculine	55 15.1% 100.0%	53 15.1% 96.4%	16 18.2% 29.1%	13 18.6% 23.6%	9 15.3% 16.4%	6 12.8% 10.9%	3 11.5% 5.5%	1 5.6% 1.8%	3 13.6% 5.5%	2 9.1% 3.6%	1 7.1% 1.8%	17 12.9% 30.9%	9 14.8% 16.4%	16 21.6% 29.1%	11 13.8% 20.0%	15 15.5% 27.3%	28 13.7% 50.9%	12 19.7% 21.8%	12 13.6% 21.8%	8 11.4% 14.5%
Brand I trust	57 15.7% 100.0%	56 15.9% 98.2%	17 19.3% 29.8%	17 24.3% 29.8%	8 13.6% 14.0%	7 14.9% 12.3%	1 3.8% 1.8%	0 0.0% 0.0%	2 9.1% 3.5%	4 18.2% 7.0%	0 0.0% 0.0%	16 12.1% 28.1%	14 23.0% 24.6%	15 20.3% 26.3%	12 15.0% 21.1%	14 14.4% 24.6%	36 17.6% 63.2%	7 11.5% 12.3%	16 18.2% 28.1%	5 7.1% 8.8%
Well constructed	85 23.4% 100.0%	84 23.9% 98.8%	27 30.7% 31.8%	19 27.1% 22.4%	16 27.1% 18.8%	10 21.3% 11.8%	4 15.4% 4.7%	2 11.1% 2.4%	4 18.2% 4.7%	2 9.1% 2.4%	1 7.1% 1.2%	25 18.9% 29.4%	21 34.4% 24.7%	20 27.0% 23.5%	18 22.5% 21.2%	23 23.7% 27.1%	53 25.9% 62.4%	9 14.8% 10.6%	19 21.6% 22.4%	10 14.3% 11.8%
Strong taste	51 14.0% 100.0%	51 14.5% 100.0%	20 22.7% 39.2%	10 14.3% 19.6%	9 15.3% 17.6%	5 10.6% 9.8%	1 3.8% 2.0%	1 5.6% 2.0%	4 18.2% 7.8%	1 4.5% 2.0%	1 7.1% 2.0%	17 12.9% 33.3%	7 11.5% 13.7%	13 17.6% 25.5%	13 16.3% 25.5%	9 9.3% 17.6%	29 14.1% 56.9%	13 21.3% 25.5%	18 20.5% 35.3%	8 11.4% 15.7%
For serious smokers	44 12.1% 100.0%	43 12.2% 97.7%	16 18.2% 36.4%	10 14.3% 22.7%	7 11.9% 15.9%	5 10.6% 11.4%	2 7.7% 4.5%	0 0.0% 0.0%	1 4.5% 2.3%	2 9.1% 4.5%	2 14.3% 4.5%	17 12.9% 38.6%	7 11.5% 15.9%	7 9.5% 15.9%	11 13.8% 25.0%	15 15.5% 34.1%	21 10.2% 47.7%	8 13.1% 18.2%	10 11.4% 22.7%	7 10.0% 15.9%
Popular	84 23.1% 100.0%	83 23.6% 98.8%	28 31.8% 33.3%	17 24.3% 20.2%	13 22.0% 15.5%	8 17.0% 9.5%	9 34.6% 10.7%	2 11.1% 2.4%	1 4.5% 1.2%	5 22.7% 6.0%	4 28.6% 4.8%	28 21.2% 33.3%	13 21.3% 15.5%	18 24.3% 21.4%	20 25.0% 23.8%	21 21.6% 25.0%	49 23.9% 58.3%	14 23.0% 16.7%	21 23.9% 25.0%	15 21.4% 17.9%
Easy to smoke	73 20.1% 100.0%	72 20.5% 98.6%	28 31.8% 38.4%	17 24.3% 23.3%	9 15.3% 12.3%	6 12.8% 8.2%	3 11.5% 4.1%	2 11.1% 2.7%	3 13.6% 4.1%	4 18.2% 5.5%	1 7.1% 1.4%	24 18.2% 32.9%	12 19.7% 16.4%	20 27.0% 27.4%	16 20.0% 21.9%	15 15.5% 20.5%	46 22.4% 63.0%	12 19.7% 16.4%	20 22.7% 27.4%	8 11.4% 11.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	364 100.0% 100.0%	352 100.0% 96.7%	88 100.0% 24.2%	70 100.0% 19.2%	59 100.0% 16.2%	47 100.0% 12.9%	26 100.0% 7.1%	18 100.0% 4.9%	22 100.0% 6.0%	22 100.0% 6.0%	14 100.0% 3.8%	132 100.0% 36.3%	61 100.0% 16.8%	74 100.0% 20.3%	80 100.0% 22.0%	97 100.0% 26.6%	205 100.0% 56.3%	61 100.0% 16.8%	88 100.0% 24.2%	70 100.0% 19.2%
Easy draw	70 19.2% 100.0%	70 19.9% 100.0%	25 28.4% 35.7%	19 27.1% 27.1%	10 16.9% 14.3%	7 14.9% 10.0%	2 7.7% 2.9%	1 5.6% 1.4%	3 13.6% 4.3%	3 13.6% 4.3%	0 0.0% 0.0%	25 18.9% 35.7%	12 19.7% 17.1%	18 24.3% 25.7%	15 18.8% 21.4%	16 16.5% 22.9%	46 22.4% 65.7%	8 13.1% 11.4%	22 25.0% 31.4%	9 12.9% 12.9%
No answer	115 31.6% 100.0%	111 31.5% 96.5%	20 22.7% 17.4%	20 28.6% 17.4%	15 25.4% 13.0%	18 38.3% 15.7%	8 30.8% 7.0%	10 55.6% 8.7%	10 45.5% 8.7%	10 45.5% 8.7%	6 42.9% 5.2%	40 30.3% 34.8%	17 27.9% 14.8%	19 25.7% 16.5%	31 38.8% 27.0%	36 37.1% 31.3%	60 29.3% 52.2%	18 29.5% 15.7%	28 31.8% 24.3%	26 37.1% 22.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	73	69	24	6	17	7	10	1	1	3	4	27	10	16	13	14	42	14	16	15
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	94.5%	32.9%	8.2%	23.3%	9.6%	13.7%	1.4%	1.4%	4.1%	5.5%	37.0%	13.7%	21.9%	17.8%	19.2%	57.5%	19.2%	21.9%	20.5%
Cohiba																				
Casual	9	9	5	1	1	0	0	1	0	1	1	0	4	3	1	1	5	2	2	1
	12.3%	13.0%	20.8%	16.7%	5.9%	0.0%	0.0%	100.0%	0.0%	33.3%	25.0%	0.0%	40.0%	18.8%	7.7%	7.1%	11.9%	14.3%	12.5%	6.7%
	100.0%	100.0%	55.6%	11.1%	11.1%	0.0%	0.0%	11.1%	0.0%	11.1%	11.1%	0.0%	44.4%	33.3%	11.1%	11.1%	55.6%	22.2%	22.2%	11.1%
Individualistic	22	22	10	1	6	2	2	1	0	0	1	5	7	4	5	3	17	1	5	2
	30.1%	31.9%	41.7%	16.7%	35.3%	28.6%	20.0%	100.0%	0.0%	0.0%	25.0%	18.5%	70.0%	25.0%	38.5%	21.4%	40.5%	7.1%	31.3%	13.3%
	100.0%	100.0%	45.5%	4.5%	27.3%	9.1%	9.1%	4.5%	0.0%	0.0%	4.5%	22.7%	31.8%	18.2%	22.7%	13.6%	77.3%	4.5%	22.7%	9.1%
Mild taste	8	8	3	1	2	1	1	0	0	0	1	2	2	2	0	3	3	0	1	2
	11.0%	11.6%	12.5%	16.7%	11.8%	14.3%	10.0%	0.0%	0.0%	0.0%	25.0%	7.4%	20.0%	12.5%	0.0%	21.4%	7.1%	0.0%	6.3%	13.3%
	100.0%	100.0%	37.5%	12.5%	25.0%	12.5%	12.5%	0.0%	0.0%	0.0%	12.5%	25.0%	25.0%	25.0%	0.0%	37.5%	37.5%	0.0%	12.5%	25.0%
High quality	43	41	17	2	13	3	4	1	0	1	0	14	9	11	8	6	27	8	10	5
	58.9%	59.4%	70.8%	33.3%	76.5%	42.9%	40.0%	100.0%	0.0%	33.3%	0.0%	51.9%	90.0%	68.8%	61.5%	42.9%	64.3%	57.1%	62.5%	33.3%
	100.0%	95.3%	39.5%	4.7%	30.2%	7.0%	9.3%	2.3%	0.0%	2.3%	0.0%	32.6%	20.9%	25.6%	18.6%	14.0%	62.8%	18.6%	23.3%	11.6%
Smart choice	19	19	6	2	8	0	2	1	0	0	0	4	5	6	3	1	13	3	3	0
	26.0%	27.5%	25.0%	33.3%	47.1%	0.0%	20.0%	100.0%	0.0%	0.0%	0.0%	14.8%	50.0%	37.5%	23.1%	7.1%	31.0%	21.4%	18.8%	0.0%
	100.0%	100.0%	31.6%	10.5%	42.1%	0.0%	10.5%	5.3%	0.0%	0.0%	0.0%	21.1%	26.3%	31.6%	15.8%	5.3%	68.4%	15.8%	15.8%	0.0%
Refined taste	28	26	11	1	6	2	3	1	0	2	1	10	6	7	4	2	19	6	9	4
	38.4%	37.7%	45.8%	16.7%	35.3%	28.6%	30.0%	100.0%	0.0%	66.7%	25.0%	37.0%	60.0%	43.8%	30.8%	14.3%	45.2%	42.9%	56.3%	26.7%
	100.0%	92.9%	39.3%	3.6%	21.4%	7.1%	10.7%	3.6%	0.0%	7.1%	3.6%	35.7%	21.4%	25.0%	14.3%	7.1%	67.9%	21.4%	32.1%	14.3%
Recommended by tobacconists	37	35	15	3	10	3	4	0	0	0	3	12	6	10	6	5	26	5	7	7
	50.7%	50.7%	62.5%	50.0%	58.8%	42.9%	40.0%	0.0%	0.0%	0.0%	75.0%	44.4%	60.0%	62.5%	46.2%	35.7%	61.9%	35.7%	43.8%	46.7%
	100.0%	94.6%	40.5%	8.1%	27.0%	8.1%	10.8%	0.0%	0.0%	0.0%	8.1%	32.4%	16.2%	27.0%	16.2%	13.5%	70.3%	13.5%	18.9%	18.9%
Attractive packaging	9	9	7	1	0	0	0	0	0	1	0	1	4	3	1	0	8	0	3	0
	12.3%	13.0%	29.2%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	3.7%	40.0%	18.8%	7.7%	0.0%	19.0%	0.0%	18.8%	0.0%
	100.0%	100.0%	77.8%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	11.1%	44.4%	33.3%	11.1%	0.0%	88.9%	0.0%	33.3%	0.0%
Sophisticated	23	22	13	2	4	1	2	0	0	0	0	7	6	5	5	1	18	3	7	2
	31.5%	31.9%	54.2%	33.3%	23.5%	14.3%	20.0%	0.0%	0.0%	0.0%	0.0%	25.9%	60.0%	31.3%	38.5%	7.1%	42.9%	21.4%	43.8%	13.3%
	100.0%	95.7%	56.5%	8.7%	17.4%	4.3%	8.7%	0.0%	0.0%	0.0%	0.0%	30.4%	26.1%	21.7%	21.7%	4.3%	78.3%	13.0%	30.4%	8.7%
Innovative	10	10	6	1	2	0	0	0	0	1	0	2	3	3	2	1	8	0	2	0
	13.7%	14.5%	25.0%	16.7%	11.8%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	7.4%	30.0%	18.8%	15.4%	7.1%	19.0%	0.0%	12.5%	0.0%
	100.0%	100.0%	60.0%	10.0%	20.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	20.0%	30.0%	30.0%	20.0%	10.0%	80.0%	0.0%	20.0%	0.0%
Trendy	21	20	11	1	4	1	3	0	0	0	1	7	5	4	4	1	16	3	6	3
	28.8%	29.0%	45.8%	16.7%	23.5%	14.3%	30.0%	0.0%	0.0%	0.0%	25.0%	25.9%	50.0%	25.0%	30.8%	7.1%	38.1%	21.4%	37.5%	20.0%
	100.0%	95.2%	52.4%	4.8%	19.0%	4.8%	14.3%	0.0%	0.0%	0.0%	4.8%	33.3%	23.8%	19.0%	19.0%	4.8%	76.2%	14.3%	28.6%	14.3%
Prestigious	32	31	15	2	4	3	6	0	0	1	1	6	9	8	8	7	19	5	9	5
	43.8%	44.9%	62.5%	33.3%	23.5%	42.9%	60.0%	0.0%	0.0%	33.3%	25.0%	22.2%	90.0%	50.0%	61.5%	50.0%	45.2%	35.7%	56.3%	33.3%
	100.0%	96.9%	46.9%	6.3%	12.5%	9.4%	18.8%	0.0%	0.0%	3.1%	3.1%	18.8%	28.1%	25.0%	25.0%	21.9%	59.4%	15.6%	28.1%	15.6%

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GC 017453

Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	73	69	24	6	17	7	10	1	1	3	4	27	10	16	13	14	42	14	16	15
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	94.5%	32.9%	8.2%	23.3%	9.6%	13.7%	1.4%	1.4%	4.1%	5.5%	37.0%	13.7%	21.9%	17.8%	19.2%	57.5%	19.2%	21.9%	20.5%
Sporty	8	7	5	1	1	0	0	0	0	0	0	1	1	4	1	1	5	1	2	0
	11.0%	10.1%	20.8%	16.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	10.0%	25.0%	7.7%	7.1%	11.9%	7.1%	12.5%	0.0%
	100.0%	87.5%	62.5%	12.5%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	12.5%	50.0%	12.5%	12.5%	62.5%	12.5%	25.0%	0.0%
Reliable	26	25	13	2	5	2	2	1	0	0	0	5	6	9	6	2	18	5	8	2
	35.6%	36.2%	54.2%	33.3%	29.4%	28.6%	20.0%	100.0%	0.0%	0.0%	0.0%	18.5%	60.0%	56.3%	46.2%	14.3%	42.9%	35.7%	50.0%	13.3%
	100.0%	96.2%	50.0%	7.7%	19.2%	7.7%	7.7%	3.8%	0.0%	0.0%	0.0%	19.2%	23.1%	34.6%	23.1%	7.7%	69.2%	19.2%	30.8%	7.7%
Recommended by magazine	15	15	11	1	3	0	0	0	0	0	0	3	5	5	2	0	11	3	6	0
	20.5%	21.7%	45.8%	16.7%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	50.0%	31.3%	15.4%	0.0%	26.2%	21.4%	37.5%	0.0%
	100.0%	100.0%	73.3%	6.7%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	33.3%	33.3%	13.3%	0.0%	73.3%	20.0%	40.0%	0.0%
Great taste	38	38	17	3	8	2	5	1	0	2	3	9	10	8	8	5	25	7	9	7
	52.1%	55.1%	70.8%	50.0%	47.1%	28.6%	50.0%	100.0%	0.0%	66.7%	75.0%	33.3%	100.0%	50.0%	61.5%	35.7%	59.5%	50.0%	56.3%	46.7%
	100.0%	100.0%	44.7%	7.9%	21.1%	5.3%	13.2%	2.6%	0.0%	5.3%	7.9%	23.7%	26.3%	21.1%	21.1%	13.2%	65.8%	18.4%	23.7%	18.4%
Good value	15	15	8	2	2	1	0	1	0	1	2	4	1	5	3	2	10	2	5	1
	20.5%	21.7%	33.3%	33.3%	11.8%	14.3%	0.0%	100.0%	0.0%	33.3%	50.0%	14.8%	10.0%	31.3%	23.1%	14.3%	23.8%	14.3%	31.3%	6.7%
	100.0%	100.0%	53.3%	13.3%	13.3%	6.7%	0.0%	6.7%	0.0%	6.7%	13.3%	26.7%	6.7%	33.3%	20.0%	13.3%	66.7%	13.3%	33.3%	6.7%
For social smokers	11	11	6	1	2	0	1	1	0	0	1	0	3	5	2	0	8	2	4	1
	15.1%	15.9%	25.0%	16.7%	11.8%	0.0%	10.0%	100.0%	0.0%	0.0%	25.0%	0.0%	30.0%	31.3%	15.4%	0.0%	19.0%	14.3%	25.0%	6.7%
	100.0%	100.0%	54.5%	9.1%	18.2%	0.0%	9.1%	9.1%	0.0%	0.0%	9.1%	0.0%	27.3%	45.5%	18.2%	0.0%	72.7%	18.2%	36.4%	9.1%
Good for everyday	12	11	6	1	2	0	1	1	0	0	1	0	3	5	3	1	6	4	4	2
	16.4%	15.9%	25.0%	16.7%	11.8%	0.0%	10.0%	100.0%	0.0%	0.0%	25.0%	0.0%	30.0%	31.3%	23.1%	7.1%	14.3%	28.6%	25.0%	13.3%
	100.0%	91.7%	50.0%	8.3%	16.7%	0.0%	8.3%	8.3%	0.0%	0.0%	8.3%	0.0%	25.0%	41.7%	25.0%	8.3%	50.0%	33.3%	33.3%	16.7%
Fresh	27	25	12	2	3	2	4	1	0	1	2	4	6	9	6	5	17	4	7	6
	37.0%	36.2%	50.0%	33.3%	17.6%	28.6%	40.0%	100.0%	0.0%	33.3%	50.0%	14.8%	60.0%	56.3%	46.2%	35.7%	40.5%	28.6%	43.8%	40.0%
	100.0%	92.6%	44.4%	7.4%	11.1%	7.4%	14.8%	3.7%	0.0%	3.7%	7.4%	14.8%	22.2%	33.3%	22.2%	18.5%	63.0%	14.8%	25.9%	22.2%
Good for relaxing	30	28	14	3	7	2	1	0	0	1	1	10	7	5	6	4	21	4	6	4
	41.1%	40.6%	58.3%	50.0%	41.2%	28.6%	10.0%	0.0%	0.0%	33.3%	25.0%	37.0%	70.0%	31.3%	46.2%	28.6%	50.0%	28.6%	37.5%	26.7%
	100.0%	93.3%	46.7%	10.0%	23.3%	6.7%	3.3%	0.0%	0.0%	3.3%	3.3%	33.3%	23.3%	16.7%	20.0%	13.3%	70.0%	13.3%	20.0%	13.3%
Easy to find/widely available	15	14	9	2	2	1	0	0	0	0	1	3	1	6	4	1	11	2	6	2
	20.5%	20.3%	37.5%	33.3%	11.8%	14.3%	0.0%	0.0%	0.0%	0.0%	25.0%	11.1%	10.0%	37.5%	30.8%	7.1%	26.2%	14.3%	37.5%	13.3%
	100.0%	93.3%	60.0%	13.3%	13.3%	6.7%	0.0%	0.0%	0.0%	0.0%	6.7%	20.0%	6.7%	40.0%	26.7%	6.7%	73.3%	13.3%	40.0%	13.3%
Full flavored	26	25	15	2	5	1	1	1	0	0	0	7	5	7	7	0	19	6	10	2
	35.6%	36.2%	62.5%	33.3%	29.4%	14.3%	10.0%	100.0%	0.0%	0.0%	0.0%	25.9%	50.0%	43.8%	53.8%	0.0%	45.2%	42.9%	62.5%	13.3%
	100.0%	96.2%	57.7%	7.7%	19.2%	3.8%	3.8%	3.8%	0.0%	0.0%	0.0%	26.9%	19.2%	26.9%	26.9%	0.0%	73.1%	23.1%	38.5%	7.7%
Medium taste	17	17	10	1	2	1	2	0	0	1	1	5	4	3	4	3	12	1	4	1
	23.3%	24.6%	41.7%	16.7%	11.8%	14.3%	20.0%	0.0%	0.0%	33.3%	25.0%	18.5%	40.0%	18.8%	30.8%	21.4%	28.6%	7.1%	25.0%	6.7%
	100.0%	100.0%	58.8%	5.9%	11.8%	5.9%	11.8%	0.0%	0.0%	5.9%	5.9%	29.4%	23.5%	17.6%	23.5%	17.6%	70.6%	5.9%	23.5%	5.9%
Good as a reward	33	32	18	2	7	2	3	0	0	0	1	8	8	8	7	3	22	7	11	5
	45.2%	46.4%	75.0%	33.3%	41.2%	28.6%	30.0%	0.0%	0.0%	0.0%	25.0%	29.6%	80.0%	50.0%	53.8%	21.4%	52.4%	50.0%	68.8%	33.3%
	100.0%	97.0%	54.5%	6.1%	21.2%	6.1%	9.1%	0.0%	0.0%	0.0%	3.0%	24.2%	24.2%	24.2%	21.2%	9.1%	66.7%	21.2%	33.3%	15.2%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	73 100.0% 100.0%	69 100.0% 94.5%	24 100.0% 32.9%	6 100.0% 8.2%	17 100.0% 23.3%	7 100.0% 9.6%	10 100.0% 13.7%	1 100.0% 1.4%	1 100.0% 1.4%	3 100.0% 4.1%	4 100.0% 5.5%	27 100.0% 37.0%	10 100.0% 13.7%	16 100.0% 21.9%	13 100.0% 17.8%	14 100.0% 19.2%	42 100.0% 57.5%	14 100.0% 19.2%	16 100.0% 21.9%	15 100.0% 20.5%
Low price	3 4.1% 100.0%	3 4.3% 100.0%	2 8.3% 66.7%	1 16.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 33.3%	2 12.5% 66.7%	0 0.0% 0.0%	1 7.1% 33.3%	1 2.4% 33.3%	0 0.0% 0.0%	1 6.3% 33.3%	0 0.0% 0.0%
Smooth taste	34 46.6% 100.0%	33 47.8% 97.1%	14 58.3% 41.2%	1 16.7% 2.9%	8 47.1% 23.5%	3 42.9% 8.8%	5 50.0% 14.7%	1 100.0% 2.9%	0 0.0% 0.0%	1 33.3% 2.9%	2 50.0% 5.9%	11 40.7% 32.4%	4 40.0% 11.8%	11 68.8% 32.4%	6 46.2% 17.6%	6 42.9% 17.6%	21 50.0% 61.8%	6 42.9% 17.6%	9 56.3% 26.5%	7 46.7% 20.6%
Good for special occasions	32 43.8% 100.0%	32 46.4% 100.0%	16 66.7% 50.0%	1 16.7% 3.1%	7 41.2% 21.9%	2 28.6% 6.3%	4 40.0% 12.5%	0 0.0% 0.0%	1 100.0% 3.1%	1 33.3% 3.1%	0 0.0% 0.0%	9 33.3% 28.1%	6 60.0% 18.8%	9 56.3% 28.1%	8 61.5% 25.0%	4 28.6% 12.5%	22 52.4% 68.8%	5 35.7% 15.6%	10 62.5% 31.3%	3 20.0% 9.4%
Recommended by friends	24 32.9% 100.0%	23 33.3% 95.8%	10 41.7% 41.7%	1 16.7% 4.2%	6 35.3% 25.0%	1 14.3% 4.2%	5 50.0% 20.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 4.2%	6 22.2% 25.0%	7 70.0% 29.2%	6 37.5% 25.0%	4 30.8% 16.7%	2 14.3% 8.3%	18 42.9% 75.0%	3 21.4% 12.5%	4 25.0% 16.7%	5 33.3% 20.8%
Good for a gift	35 47.9% 100.0%	34 49.3% 97.1%	16 66.7% 45.7%	2 33.3% 5.7%	8 47.1% 22.9%	3 42.9% 8.6%	4 40.0% 11.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 2.9%	1 25.0% 2.9%	12 44.4% 34.3%	8 80.0% 22.9%	6 37.5% 17.1%	8 61.5% 22.9%	4 28.6% 11.4%	26 61.9% 74.3%	4 28.6% 11.4%	9 56.3% 25.7%	6 40.0% 17.1%
Consistent quality	42 57.5% 100.0%	40 58.0% 95.2%	19 79.2% 45.2%	3 50.0% 7.1%	7 41.2% 16.7%	4 57.1% 9.5%	5 50.0% 11.9%	1 100.0% 2.4%	0 0.0% 0.0%	1 33.3% 2.4%	2 50.0% 4.8%	9 33.3% 21.4%	7 70.0% 16.7%	15 93.8% 35.7%	9 69.2% 21.4%	5 35.7% 11.9%	28 66.7% 66.7%	8 57.1% 19.0%	11 68.8% 26.2%	5 33.3% 11.9%
Masculine	22 30.1% 100.0%	21 30.4% 95.5%	11 45.8% 50.0%	2 33.3% 9.1%	4 23.5% 18.2%	0 0.0% 0.0%	3 30.0% 13.6%	0 0.0% 0.0%	1 100.0% 4.5%	0 0.0% 0.0%	1 25.0% 4.5%	5 18.5% 22.7%	6 60.0% 27.3%	4 25.0% 18.2%	6 46.2% 27.3%	2 14.3% 9.1%	14 33.3% 63.6%	5 35.7% 22.7%	8 50.0% 36.4%	4 26.7% 18.2%
Brand I trust	41 56.2% 100.0%	39 56.5% 95.1%	19 79.2% 46.3%	3 50.0% 7.3%	8 47.1% 19.5%	3 42.9% 7.3%	3 30.0% 7.3%	1 100.0% 2.4%	1 100.0% 2.4%	1 33.3% 2.4%	1 25.0% 2.4%	10 37.0% 24.4%	6 60.0% 14.6%	14 87.5% 34.1%	10 76.9% 24.4%	3 21.4% 7.3%	28 66.7% 68.3%	9 64.3% 22.0%	11 68.8% 26.8%	5 33.3% 12.2%
Well constructed	35 47.9% 100.0%	34 49.3% 97.1%	18 75.0% 51.4%	2 33.3% 5.7%	5 29.4% 14.3%	3 42.9% 8.6%	5 50.0% 14.3%	1 100.0% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	2 50.0% 5.7%	6 22.2% 17.1%	7 70.0% 20.0%	11 68.8% 31.4%	9 69.2% 25.7%	5 35.7% 14.3%	23 54.8% 65.7%	6 42.9% 17.1%	10 62.5% 28.6%	6 40.0% 17.1%
Strong taste	15 20.5% 100.0%	14 20.3% 93.3%	7 29.2% 46.7%	1 16.7% 6.7%	4 23.5% 26.7%	0 0.0% 0.0%	1 10.0% 6.7%	1 100.0% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	6 22.2% 40.0%	2 20.0% 13.3%	6 37.5% 40.0%	1 7.7% 6.7%	2 14.3% 13.3%	8 19.0% 53.3%	4 28.6% 26.7%	5 31.3% 33.3%	2 13.3% 13.3%
For serious smokers	36 49.3% 100.0%	33 47.8% 91.7%	19 79.2% 52.8%	3 50.0% 8.3%	5 29.4% 13.9%	2 28.6% 5.6%	4 40.0% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 33.3% 25.0%	7 70.0% 19.4%	9 56.3% 25.0%	10 76.9% 27.8%	3 21.4% 8.3%	25 59.5% 69.4%	7 50.0% 19.4%	11 68.8% 30.6%	4 26.7% 11.1%
Popular	38 52.1% 100.0%	37 53.6% 97.4%	17 70.8% 44.7%	3 50.0% 7.9%	7 41.2% 18.4%	2 28.6% 5.3%	6 60.0% 15.8%	0 0.0% 0.0%	1 100.0% 2.6%	1 33.3% 2.6%	2 50.0% 5.3%	13 48.1% 34.2%	7 70.0% 18.4%	8 50.0% 21.1%	8 61.5% 21.1%	5 35.7% 13.2%	26 61.9% 68.4%	6 42.9% 15.8%	11 68.8% 28.9%	8 53.3% 21.1%
Easy to smoke	36 49.3% 100.0%	35 50.7% 97.2%	17 70.8% 47.2%	2 33.3% 5.6%	6 35.3% 16.7%	3 42.9% 8.3%	5 50.0% 13.9%	1 100.0% 2.8%	0 0.0% 0.0%	1 33.3% 2.8%	1 25.0% 2.8%	9 33.3% 25.0%	7 70.0% 19.4%	11 68.8% 30.6%	8 61.5% 22.2%	5 35.7% 13.9%	24 57.1% 66.7%	6 42.9% 16.7%	10 62.5% 27.8%	5 33.3% 13.9%

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Total	73	69	24	6	17	7	10	1	1	3	4	27	10	16	13	14	42	14	16	15
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	94.5%	32.9%	8.2%	23.3%	9.6%	13.7%	1.4%	1.4%	4.1%	5.5%	37.0%	13.7%	21.9%	17.8%	19.2%	57.5%	19.2%	21.9%	20.5%
Easy draw	35	33	16	2	7	3	4	1	0	0	1	6	6	13	8	5	20	9	9	4
	47.9%	47.8%	66.7%	33.3%	41.2%	42.9%	40.0%	100.0%	0.0%	0.0%	25.0%	22.2%	60.0%	81.3%	61.5%	35.7%	47.6%	64.3%	56.3%	26.7%
	100.0%	94.3%	45.7%	5.7%	20.0%	8.6%	11.4%	2.9%	0.0%	0.0%	2.9%	17.1%	17.1%	37.1%	22.9%	14.3%	57.1%	25.7%	25.7%	11.4%
No answer	7	6	1	1	2	1	1	0	0	0	0	4	0	0	2	3	1	2	2	1
	9.6%	8.7%	4.2%	16.7%	11.8%	14.3%	10.0%	0.0%	0.0%	0.0%	0.0%	14.8%	0.0%	0.0%	15.4%	21.4%	2.4%	14.3%	12.5%	6.7%
	100.0%	85.7%	14.3%	14.3%	28.6%	14.3%	14.3%	0.0%	0.0%	0.0%	0.0%	57.1%	0.0%	0.0%	28.6%	42.9%	14.3%	28.6%	28.6%	14.3%

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Cigar Segmentation

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Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	29	28	10	3	9	2	2	1	0	1	2	10	6	7	3	6	19	4	9	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.6%	34.5%	10.3%	31.0%	6.9%	6.9%	3.4%	0.0%	3.4%	6.9%	34.5%	20.7%	24.1%	10.3%	20.7%	65.5%	13.8%	31.0%	10.3%
Davidoff																				
Casual	5	5	1	0	1	1	1	1	0	0	1	1	1	1	0	1	4	0	1	1
	17.2%	17.9%	10.0%	0.0%	11.1%	50.0%	50.0%	100.0%	0.0%	0.0%	50.0%	10.0%	16.7%	14.3%	0.0%	16.7%	21.1%	0.0%	11.1%	33.3%
	100.0%	100.0%	20.0%	0.0%	20.0%	20.0%	20.0%	20.0%	0.0%	0.0%	20.0%	20.0%	20.0%	20.0%	0.0%	20.0%	80.0%	0.0%	20.0%	20.0%
Individualistic	8	8	5	0	3	0	0	0	0	0	1	4	1	2	0	1	6	1	2	0
	27.6%	28.6%	50.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	40.0%	16.7%	28.6%	0.0%	16.7%	31.6%	25.0%	22.2%	0.0%
	100.0%	100.0%	62.5%	0.0%	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	50.0%	12.5%	25.0%	0.0%	12.5%	75.0%	12.5%	25.0%	0.0%
Mild taste	9	8	3	0	1	2	1	1	0	0	0	2	2	3	1	3	6	0	3	1
	31.0%	28.6%	30.0%	0.0%	11.1%	100.0%	50.0%	100.0%	0.0%	0.0%	0.0%	20.0%	33.3%	42.9%	33.3%	50.0%	31.6%	0.0%	33.3%	33.3%
	100.0%	88.9%	33.3%	0.0%	11.1%	22.2%	11.1%	11.1%	0.0%	0.0%	0.0%	22.2%	22.2%	33.3%	11.1%	33.3%	66.7%	0.0%	33.3%	11.1%
High quality	22	22	9	2	8	1	0	1	0	1	1	7	5	7	2	4	15	3	7	1
	75.9%	78.6%	90.0%	66.7%	88.9%	50.0%	0.0%	100.0%	0.0%	100.0%	50.0%	70.0%	83.3%	100.0%	66.7%	66.7%	78.9%	75.0%	77.8%	33.3%
	100.0%	100.0%	40.9%	9.1%	36.4%	4.5%	0.0%	4.5%	0.0%	4.5%	4.5%	31.8%	22.7%	31.8%	9.1%	18.2%	68.2%	13.6%	31.8%	4.5%
Smart choice	16	16	6	2	5	1	1	1	0	0	2	4	3	6	1	3	10	3	3	2
	55.2%	57.1%	60.0%	66.7%	55.6%	50.0%	50.0%	100.0%	0.0%	0.0%	100.0%	40.0%	50.0%	85.7%	33.3%	50.0%	52.6%	75.0%	33.3%	66.7%
	100.0%	100.0%	37.5%	12.5%	31.3%	6.3%	6.3%	6.3%	0.0%	0.0%	12.5%	25.0%	18.8%	37.5%	6.3%	18.8%	62.5%	18.8%	18.8%	12.5%
Refined taste	16	16	8	1	5	0	1	1	0	0	1	6	2	5	2	4	10	2	5	0
	55.2%	57.1%	80.0%	33.3%	55.6%	0.0%	50.0%	100.0%	0.0%	0.0%	50.0%	60.0%	33.3%	71.4%	66.7%	66.7%	52.6%	50.0%	55.6%	0.0%
	100.0%	100.0%	50.0%	6.3%	31.3%	0.0%	6.3%	6.3%	0.0%	0.0%	6.3%	37.5%	12.5%	31.3%	12.5%	25.0%	62.5%	12.5%	31.3%	0.0%
Recommended by tobacconists	16	16	7	2	4	1	0	1	0	1	1	4	3	7	1	3	10	3	5	1
	55.2%	57.1%	70.0%	66.7%	44.4%	50.0%	0.0%	100.0%	0.0%	100.0%	50.0%	40.0%	50.0%	100.0%	33.3%	50.0%	52.6%	75.0%	55.6%	33.3%
	100.0%	100.0%	43.8%	12.5%	25.0%	6.3%	0.0%	6.3%	0.0%	6.3%	6.3%	25.0%	18.8%	43.8%	6.3%	18.8%	62.5%	18.8%	31.3%	6.3%
Attractive packaging	5	5	3	1	1	0	0	0	0	0	1	0	1	2	1	2	2	1	2	1
	17.2%	17.9%	30.0%	33.3%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	16.7%	28.6%	33.3%	33.3%	10.5%	25.0%	22.2%	33.3%
	100.0%	100.0%	60.0%	20.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	20.0%	40.0%	20.0%	40.0%	40.0%	20.0%	40.0%	20.0%
Sophisticated	11	11	7	0	3	0	1	0	0	0	1	4	1	5	0	2	6	3	3	1
	37.9%	39.3%	70.0%	0.0%	33.3%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	40.0%	16.7%	71.4%	0.0%	33.3%	31.6%	75.0%	33.3%	33.3%
	100.0%	100.0%	63.6%	0.0%	27.3%	0.0%	9.1%	0.0%	0.0%	0.0%	9.1%	36.4%	9.1%	45.5%	0.0%	18.2%	54.5%	27.3%	27.3%	9.1%
Innovative	4	4	3	1	0	0	0	0	0	0	0	1	0	2	1	1	2	1	3	0
	13.8%	14.3%	30.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	28.6%	33.3%	16.7%	10.5%	25.0%	33.3%	0.0%
	100.0%	100.0%	75.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	50.0%	25.0%	25.0%	50.0%	25.0%	75.0%	0.0%
Trendy	6	6	5	0	1	0	0	0	0	0	0	2	1	3	0	0	4	2	2	0
	20.7%	21.4%	50.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	16.7%	42.9%	0.0%	0.0%	21.1%	50.0%	22.2%	0.0%
	100.0%	100.0%	83.3%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	16.7%	50.0%	0.0%	0.0%	66.7%	33.3%	33.3%	0.0%
Prestigious	15	15	8	2	4	0	1	0	0	0	1	5	3	4	2	3	9	3	7	1
	51.7%	53.6%	80.0%	66.7%	44.4%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	57.1%	66.7%	50.0%	47.4%	75.0%	77.8%	33.3%
	100.0%	100.0%	53.3%	13.3%	26.7%	0.0%	6.7%	0.0%	0.0%	0.0%	6.7%	33.3%	20.0%	26.7%	13.3%	20.0%	60.0%	20.0%	46.7%	6.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	29	28	10	3	9	2	2	1	0	1	2	10	6	7	3	6	19	4	9	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.6%	34.5%	10.3%	31.0%	6.9%	6.9%	3.4%	0.0%	3.4%	6.9%	34.5%	20.7%	24.1%	10.3%	20.7%	65.5%	13.8%	31.0%	10.3%
Sporty	5	5	3	0	1	0	0	1	0	0	0	1	1	3	0	1	3	1	1	0
	17.2%	17.9%	30.0%	0.0%	11.1%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	10.0%	16.7%	42.9%	0.0%	16.7%	15.8%	25.0%	11.1%	0.0%
	100.0%	100.0%	60.0%	0.0%	20.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	20.0%	20.0%	60.0%	0.0%	20.0%	60.0%	20.0%	20.0%	0.0%
Reliable	12	12	7	0	4	0	0	1	0	0	0	4	2	6	0	1	8	3	3	1
	41.4%	42.9%	70.0%	0.0%	44.4%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	40.0%	33.3%	85.7%	0.0%	16.7%	42.1%	75.0%	33.3%	33.3%
	100.0%	100.0%	58.3%	0.0%	33.3%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	33.3%	16.7%	50.0%	0.0%	8.3%	66.7%	25.0%	25.0%	8.3%
Recommended by magazine	9	9	6	1	0	0	1	1	0	0	0	2	2	4	1	3	4	2	4	0
	31.0%	32.1%	60.0%	33.3%	0.0%	0.0%	50.0%	100.0%	0.0%	0.0%	0.0%	20.0%	33.3%	57.1%	33.3%	50.0%	21.1%	50.0%	44.4%	0.0%
	100.0%	100.0%	66.7%	11.1%	0.0%	0.0%	11.1%	11.1%	0.0%	0.0%	0.0%	22.2%	22.2%	44.4%	11.1%	33.3%	44.4%	22.2%	44.4%	0.0%
Great taste	24	24	7	3	8	2	2	1	0	1	2	9	4	6	2	5	15	4	7	2
	82.8%	85.7%	70.0%	100.0%	88.9%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	90.0%	66.7%	85.7%	66.7%	83.3%	78.9%	100.0%	77.8%	66.7%
	100.0%	100.0%	29.2%	12.5%	33.3%	8.3%	8.3%	4.2%	0.0%	4.2%	8.3%	37.5%	16.7%	25.0%	8.3%	20.8%	62.5%	16.7%	29.2%	8.3%
Good value	10	9	4	1	1	1	0	1	0	1	0	3	2	2	2	3	6	1	5	1
	34.5%	32.1%	40.0%	33.3%	11.1%	50.0%	0.0%	100.0%	0.0%	100.0%	0.0%	30.0%	33.3%	28.6%	66.7%	50.0%	31.6%	25.0%	55.6%	33.3%
	100.0%	90.0%	40.0%	10.0%	10.0%	10.0%	0.0%	10.0%	0.0%	10.0%	0.0%	30.0%	20.0%	20.0%	20.0%	30.0%	60.0%	10.0%	50.0%	10.0%
For social smokers	10	10	5	1	3	1	0	0	0	0	0	2	1	4	3	2	8	0	4	0
	34.5%	35.7%	50.0%	33.3%	33.3%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	16.7%	57.1%	100.0%	33.3%	42.1%	0.0%	44.4%	0.0%
	100.0%	100.0%	50.0%	10.0%	30.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	10.0%	40.0%	30.0%	20.0%	80.0%	0.0%	40.0%	0.0%
Good for everyday	5	5	3	0	1	0	0	1	0	0	0	2	1	1	1	1	3	1	3	0
	17.2%	17.9%	30.0%	0.0%	11.1%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	20.0%	16.7%	14.3%	33.3%	16.7%	15.8%	25.0%	33.3%	0.0%
	100.0%	100.0%	60.0%	0.0%	20.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	40.0%	20.0%	20.0%	20.0%	20.0%	60.0%	20.0%	60.0%	0.0%
Fresh	17	17	7	1	4	2	1	1	0	1	1	5	3	6	1	3	11	3	6	1
	58.6%	60.7%	70.0%	33.3%	44.4%	100.0%	50.0%	100.0%	0.0%	100.0%	50.0%	50.0%	50.0%	85.7%	33.3%	50.0%	57.9%	75.0%	66.7%	33.3%
	100.0%	100.0%	41.2%	5.9%	23.5%	11.8%	5.9%	5.9%	0.0%	5.9%	5.9%	29.4%	17.6%	35.3%	5.9%	17.6%	64.7%	17.6%	35.3%	5.9%
Good for relaxing	16	16	6	0	7	2	1	0	0	0	0	5	3	6	1	2	11	3	4	1
	55.2%	57.1%	60.0%	0.0%	77.8%	100.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	85.7%	33.3%	33.3%	57.9%	75.0%	44.4%	33.3%
	100.0%	100.0%	37.5%	0.0%	43.8%	12.5%	6.3%	0.0%	0.0%	0.0%	0.0%	31.3%	18.8%	37.5%	6.3%	12.5%	68.8%	18.8%	25.0%	6.3%
Easy to find/widely available	10	10	6	1	2	0	1	0	0	0	0	3	2	3	2	3	5	2	5	0
	34.5%	35.7%	60.0%	33.3%	22.2%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	30.0%	33.3%	42.9%	66.7%	50.0%	26.3%	50.0%	55.6%	0.0%
	100.0%	100.0%	60.0%	10.0%	20.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	30.0%	20.0%	30.0%	20.0%	30.0%	50.0%	20.0%	50.0%	0.0%
Full flavored	11	11	6	0	4	1	0	0	0	0	1	3	1	5	0	1	7	3	2	1
	37.9%	39.3%	60.0%	0.0%	44.4%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	30.0%	16.7%	71.4%	0.0%	16.7%	36.8%	75.0%	22.2%	33.3%
	100.0%	100.0%	54.5%	0.0%	36.4%	9.1%	0.0%	0.0%	0.0%	0.0%	9.1%	27.3%	9.1%	45.5%	0.0%	9.1%	63.6%	27.3%	18.2%	9.1%
Medium taste	5	5	1	0	0	2	1	1	0	0	0	1	1	2	0	2	3	0	2	0
	17.2%	17.9%	10.0%	0.0%	0.0%	100.0%	50.0%	100.0%	0.0%	0.0%	0.0%	10.0%	16.7%	28.6%	0.0%	33.3%	15.8%	0.0%	22.2%	0.0%
	100.0%	100.0%	20.0%	0.0%	0.0%	40.0%	20.0%	20.0%	0.0%	0.0%	0.0%	20.0%	20.0%	40.0%	0.0%	40.0%	60.0%	0.0%	40.0%	0.0%
Good as a reward	11	11	5	0	2	1	1	1	0	1	0	4	2	5	0	2	6	3	4	1
	37.9%	39.3%	50.0%	0.0%	22.2%	50.0%	50.0%	100.0%	0.0%	100.0%	0.0%	40.0%	33.3%	71.4%	0.0%	33.3%	31.6%	75.0%	44.4%	33.3%
	100.0%	100.0%	45.5%	0.0%	18.2%	9.1%	9.1%	9.1%	0.0%	9.1%	0.0%	36.4%	18.2%	45.5%	0.0%	18.2%	54.5%	27.3%	36.4%	9.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	29 100.0% 100.0%	28 100.0% 96.6%	10 100.0% 34.5%	3 100.0% 10.3%	9 100.0% 31.0%	2 100.0% 6.9%	2 100.0% 6.9%	1 100.0% 3.4%	0 0.0% 0.0%	1 100.0% 3.4%	2 100.0% 6.9%	10 100.0% 34.5%	6 100.0% 20.7%	7 100.0% 24.1%	3 100.0% 10.3%	6 100.0% 20.7%	19 100.0% 65.5%	4 100.0% 13.8%	9 100.0% 31.0%	3 100.0% 10.3%
Low price	4 13.8% 100.0%	4 14.3% 100.0%	2 20.0% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 25.0%	1 50.0% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 14.3% 25.0%	1 33.3% 25.0%	0 0.0% 0.0%	4 21.1% 100.0%	0 0.0% 0.0%	2 22.2% 50.0%	1 33.3% 25.0%
Smooth taste	14 48.3% 100.0%	14 50.0% 100.0%	7 70.0% 50.0%	1 33.3% 7.1%	4 44.4% 28.6%	1 50.0% 7.1%	1 50.0% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 7.1%	4 40.0% 28.6%	3 50.0% 21.4%	5 71.4% 35.7%	1 33.3% 7.1%	3 50.0% 21.4%	9 47.4% 64.3%	2 50.0% 14.3%	5 55.6% 35.7%	0 0.0% 0.0%
Good for special occasions	18 62.1% 100.0%	18 64.3% 100.0%	7 70.0% 38.9%	2 66.7% 11.1%	6 66.7% 33.3%	1 50.0% 5.6%	1 50.0% 5.6%	1 100.0% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 11.1%	5 50.0% 27.8%	3 50.0% 16.7%	6 85.7% 33.3%	2 66.7% 11.1%	4 66.7% 22.2%	11 57.9% 61.1%	3 75.0% 16.7%	5 55.6% 27.8%	2 66.7% 11.1%
Recommended by friends	10 34.5% 100.0%	10 35.7% 100.0%	3 30.0% 30.0%	0 0.0% 0.0%	4 44.4% 40.0%	1 50.0% 10.0%	1 50.0% 10.0%	1 100.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 50.0% 50.0%	3 50.0% 30.0%	2 28.6% 20.0%	0 0.0% 0.0%	3 50.0% 30.0%	6 31.6% 60.0%	1 25.0% 10.0%	3 33.3% 30.0%	0 0.0% 0.0%
Good for a gift	16 55.2% 100.0%	16 57.1% 100.0%	5 50.0% 31.3%	1 33.3% 6.3%	6 66.7% 37.5%	2 100.0% 12.5%	1 50.0% 6.3%	1 100.0% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 6.3%	5 50.0% 31.3%	4 66.7% 25.0%	4 57.1% 25.0%	1 33.3% 6.3%	4 66.7% 25.0%	10 52.6% 62.5%	2 50.0% 12.5%	4 44.4% 25.0%	1 33.3% 6.3%
Consistent quality	22 75.9% 100.0%	22 78.6% 100.0%	8 80.0% 36.4%	3 100.0% 13.6%	7 77.8% 31.8%	1 50.0% 4.5%	2 100.0% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 100.0% 4.5%	2 100.0% 9.1%	9 90.0% 40.9%	3 50.0% 13.6%	6 85.7% 27.3%	2 66.7% 9.1%	4 66.7% 18.2%	14 73.7% 63.6%	4 100.0% 18.2%	8 88.9% 36.4%	2 66.7% 9.1%
Masculine	6 20.7% 100.0%	6 21.4% 100.0%	3 30.0% 50.0%	0 0.0% 0.0%	3 33.3% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 20.0% 33.3%	0 0.0% 0.0%	4 57.1% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	4 21.1% 66.7%	2 50.0% 33.3%	1 11.1% 16.7%	1 33.3% 16.7%
Brand I trust	18 62.1% 100.0%	18 64.3% 100.0%	8 80.0% 44.4%	1 33.3% 5.6%	5 55.6% 27.8%	1 50.0% 5.6%	1 50.0% 5.6%	1 100.0% 5.6%	0 0.0% 0.0%	1 100.0% 5.6%	1 50.0% 5.6%	7 70.0% 38.9%	3 50.0% 16.7%	6 85.7% 33.3%	1 33.3% 5.6%	3 50.0% 16.7%	12 63.2% 66.7%	3 75.0% 16.7%	7 77.8% 38.9%	1 33.3% 5.6%
Well constructed	18 62.1% 100.0%	18 64.3% 100.0%	8 80.0% 44.4%	2 66.7% 11.1%	5 55.6% 27.8%	1 50.0% 5.6%	2 100.0% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 11.1%	6 60.0% 33.3%	3 50.0% 16.7%	5 71.4% 27.8%	2 66.7% 11.1%	3 50.0% 16.7%	12 63.2% 66.7%	3 75.0% 16.7%	7 77.8% 38.9%	2 66.7% 11.1%
Strong taste	7 24.1% 100.0%	7 25.0% 100.0%	3 30.0% 42.9%	1 33.3% 14.3%	2 22.2% 28.6%	0 0.0% 0.0%	1 50.0% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 14.3%	1 10.0% 14.3%	1 16.7% 14.3%	3 42.9% 42.9%	1 33.3% 14.3%	1 16.7% 14.3%	5 26.3% 71.4%	1 25.0% 14.3%	2 22.2% 28.6%	2 66.7% 28.6%
For serious smokers	14 48.3% 100.0%	14 50.0% 100.0%	6 60.0% 42.9%	2 66.7% 14.3%	3 33.3% 21.4%	1 50.0% 7.1%	2 100.0% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 14.3%	4 40.0% 28.6%	2 33.3% 14.3%	5 71.4% 35.7%	1 33.3% 7.1%	3 50.0% 21.4%	8 42.1% 57.1%	3 75.0% 21.4%	5 55.6% 35.7%	2 66.7% 14.3%
Popular	11 37.9% 100.0%	11 39.3% 100.0%	6 60.0% 54.5%	0 0.0% 0.0%	2 22.2% 18.2%	0 0.0% 0.0%	2 100.0% 18.2%	1 100.0% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 9.1%	3 30.0% 27.3%	3 50.0% 27.3%	2 28.6% 18.2%	2 66.7% 18.2%	3 50.0% 27.3%	7 36.8% 63.6%	1 25.0% 9.1%	5 55.6% 45.5%	1 33.3% 9.1%
Easy to smoke	16 55.2% 100.0%	16 57.1% 100.0%	6 60.0% 37.5%	2 66.7% 12.5%	5 55.6% 31.3%	2 100.0% 12.5%	1 50.0% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 6.3%	5 50.0% 31.3%	3 50.0% 18.8%	4 57.1% 25.0%	2 66.7% 12.5%	3 50.0% 18.8%	12 63.2% 75.0%	1 25.0% 6.3%	6 66.7% 37.5%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	29	28	10	3	9	2	2	1	0	1	2	10	6	7	3	6	19	4	9	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.6%	34.5%	10.3%	31.0%	6.9%	6.9%	3.4%	0.0%	3.4%	6.9%	34.5%	20.7%	24.1%	10.3%	20.7%	65.5%	13.8%	31.0%	10.3%
Easy draw	17	17	6	1	5	2	1	1	0	1	2	5	4	5	0	2	13	2	4	1
	58.6%	60.7%	60.0%	33.3%	55.6%	100.0%	50.0%	100.0%	0.0%	100.0%	100.0%	50.0%	66.7%	71.4%	0.0%	33.3%	68.4%	50.0%	44.4%	33.3%
	100.0%	100.0%	35.3%	5.9%	29.4%	11.8%	5.9%	5.9%	0.0%	5.9%	11.8%	29.4%	23.5%	29.4%	0.0%	11.8%	76.5%	11.8%	23.5%	5.9%
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	77 100.0% 100.0%	76 100.0% 98.7%	21 100.0% 27.3%	9 100.0% 11.7%	17 100.0% 22.1%	12 100.0% 15.6%	4 100.0% 5.2%	5 100.0% 6.5%	6 100.0% 7.8%	2 100.0% 2.6%	2 100.0% 2.6%	31 100.0% 40.3%	17 100.0% 22.1%	15 100.0% 19.5%	12 100.0% 15.6%	27 100.0% 35.1%	40 100.0% 51.9%	8 100.0% 10.4%	6 100.0% 7.8%	16 100.0% 20.8%
Don Diego																				
Casual	28 36.4% 100.0%	28 36.8% 100.0%	7 33.3% 25.0%	3 33.3% 10.7%	3 17.6% 10.7%	5 41.7% 17.9%	2 50.0% 7.1%	3 60.0% 10.7%	4 66.7% 14.3%	1 50.0% 3.6%	1 50.0% 3.6%	10 32.3% 35.7%	8 47.1% 28.6%	6 40.0% 21.4%	3 25.0% 10.7%	11 40.7% 39.3%	14 35.0% 50.0%	2 25.0% 7.1%	3 50.0% 10.7%	7 43.8% 25.0%
Individualistic	21 27.3% 100.0%	20 26.3% 95.2%	9 42.9% 42.9%	2 22.2% 9.5%	2 11.8% 9.5%	2 16.7% 9.5%	1 25.0% 4.8%	2 40.0% 9.5%	1 16.7% 4.8%	1 50.0% 4.8%	1 50.0% 4.8%	6 19.4% 28.6%	7 41.2% 33.3%	4 26.7% 19.0%	3 25.0% 14.3%	7 25.9% 33.3%	11 27.5% 52.4%	2 25.0% 9.5%	3 50.0% 14.3%	4 25.0% 19.0%
Mild taste	33 42.9% 100.0%	33 43.4% 100.0%	9 42.9% 27.3%	6 66.7% 18.2%	4 23.5% 12.1%	5 41.7% 15.2%	2 50.0% 6.1%	2 40.0% 6.1%	4 66.7% 12.1%	1 50.0% 3.0%	2 100.0% 6.1%	13 41.9% 39.4%	6 35.3% 18.2%	5 33.3% 15.2%	7 58.3% 21.2%	17 63.0% 51.5%	14 35.0% 42.4%	1 12.5% 3.0%	4 66.7% 12.1%	8 50.0% 24.2%
High quality	46 59.7% 100.0%	46 60.5% 100.0%	15 71.4% 32.6%	6 66.7% 13.0%	8 47.1% 17.4%	6 50.0% 13.0%	3 75.0% 6.5%	5 100.0% 10.9%	2 33.3% 4.3%	1 50.0% 2.2%	2 100.0% 4.3%	16 51.6% 34.8%	9 52.9% 19.6%	10 66.7% 21.7%	9 75.0% 19.6%	16 59.3% 34.8%	24 60.0% 52.2%	5 62.5% 10.9%	5 83.3% 10.9%	8 50.0% 17.4%
Smart choice	32 41.6% 100.0%	32 42.1% 100.0%	8 38.1% 25.0%	5 55.6% 15.6%	7 41.2% 21.9%	5 41.7% 15.6%	3 75.0% 9.4%	4 80.0% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 6.3%	12 38.7% 37.5%	6 35.3% 18.8%	9 60.0% 28.1%	3 25.0% 9.4%	11 40.7% 34.4%	17 42.5% 53.1%	3 37.5% 9.4%	4 66.7% 12.5%	6 37.5% 18.8%
Refined taste	30 39.0% 100.0%	29 38.2% 96.7%	9 42.9% 30.0%	5 55.6% 16.7%	5 29.4% 16.7%	2 16.7% 6.7%	2 50.0% 6.7%	3 60.0% 10.0%	3 50.0% 10.0%	0 0.0% 0.0%	2 100.0% 6.7%	10 32.3% 33.3%	5 29.4% 16.7%	7 46.7% 23.3%	6 50.0% 20.0%	8 29.6% 26.7%	17 42.5% 56.7%	4 50.0% 13.3%	5 83.3% 16.7%	6 37.5% 20.0%
Recommended by tobacconists	33 42.9% 100.0%	33 43.4% 100.0%	10 47.6% 30.3%	4 44.4% 12.1%	9 52.9% 27.3%	5 41.7% 15.2%	3 75.0% 9.1%	1 20.0% 3.0%	1 16.7% 3.0%	0 0.0% 0.0%	2 100.0% 6.1%	17 54.8% 51.5%	2 11.8% 6.1%	9 60.0% 27.3%	3 25.0% 9.1%	11 40.7% 33.3%	18 45.0% 54.5%	3 37.5% 9.1%	4 66.7% 12.1%	5 31.3% 15.2%
Attractive packaging	15 19.5% 100.0%	15 19.7% 100.0%	3 14.3% 20.0%	1 11.1% 6.7%	3 17.6% 20.0%	3 25.0% 20.0%	1 25.0% 6.7%	3 60.0% 20.0%	1 16.7% 6.7%	0 0.0% 0.0%	1 50.0% 6.7%	6 19.4% 40.0%	1 5.9% 6.7%	2 13.3% 13.3%	5 41.7% 33.3%	8 29.6% 53.3%	5 12.5% 33.3%	1 12.5% 6.7%	3 50.0% 20.0%	3 18.8% 20.0%
Sophisticated	14 18.2% 100.0%	14 18.4% 100.0%	5 23.8% 35.7%	2 22.2% 14.3%	4 23.5% 28.6%	0 0.0% 0.0%	1 25.0% 7.1%	2 40.0% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 7.1%	7 22.6% 50.0%	1 5.9% 7.1%	4 26.7% 28.6%	1 8.3% 7.1%	4 14.8% 28.6%	6 15.0% 42.9%	3 37.5% 21.4%	2 33.3% 14.3%	2 12.5% 14.3%
Innovative	9 11.7% 100.0%	9 11.8% 100.0%	5 23.8% 55.6%	0 0.0% 0.0%	1 5.9% 11.1%	0 0.0% 0.0%	1 25.0% 11.1%	2 40.0% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 11.1%	3 9.7% 33.3%	2 11.8% 22.2%	2 13.3% 22.2%	1 8.3% 11.1%	2 7.4% 22.2%	5 12.5% 55.6%	1 12.5% 11.1%	2 33.3% 22.2%	2 12.5% 22.2%
Trendy	17 22.1% 100.0%	17 22.4% 100.0%	6 28.6% 35.3%	1 11.1% 5.9%	5 29.4% 29.4%	2 16.7% 11.8%	1 25.0% 5.9%	2 40.0% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 5.9%	9 29.0% 52.9%	2 11.8% 11.8%	4 26.7% 23.5%	1 8.3% 5.9%	4 14.8% 23.5%	10 25.0% 58.8%	2 25.0% 11.8%	2 33.3% 11.8%	3 18.8% 17.6%
Prestigious	18 23.4% 100.0%	18 23.7% 100.0%	7 33.3% 38.9%	3 33.3% 16.7%	4 23.5% 22.2%	1 8.3% 5.6%	1 25.0% 5.6%	2 40.0% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 5.6%	8 25.8% 44.4%	4 23.5% 22.2%	3 20.0% 16.7%	2 16.7% 11.1%	5 18.5% 27.8%	10 25.0% 55.6%	2 25.0% 11.1%	3 50.0% 16.7%	3 18.8% 16.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	77	76	21	9	17	12	4	5	6	2	2	31	17	15	12	27	40	8	6	16
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.7%	27.3%	11.7%	22.1%	15.6%	5.2%	6.5%	7.8%	2.6%	2.6%	40.3%	22.1%	19.5%	15.6%	35.1%	51.9%	10.4%	7.8%	20.8%
Sporty	13	13	6	2	2	0	1	1	1	0	1	6	2	3	1	4	7	1	1	2
	16.9%	17.1%	28.6%	22.2%	11.8%	0.0%	25.0%	20.0%	16.7%	0.0%	50.0%	19.4%	11.8%	20.0%	8.3%	14.8%	17.5%	12.5%	16.7%	12.5%
	100.0%	100.0%	46.2%	15.4%	15.4%	0.0%	7.7%	7.7%	7.7%	0.0%	7.7%	46.2%	15.4%	23.1%	7.7%	30.8%	53.8%	7.7%	7.7%	15.4%
Reliable	33	32	12	5	8	1	2	3	1	0	2	12	6	8	5	13	17	2	2	5
	42.9%	42.1%	57.1%	55.6%	47.1%	8.3%	50.0%	60.0%	16.7%	0.0%	100.0%	38.7%	35.3%	53.3%	41.7%	48.1%	42.5%	25.0%	33.3%	31.3%
	100.0%	97.0%	36.4%	15.2%	24.2%	3.0%	6.1%	9.1%	3.0%	0.0%	6.1%	36.4%	18.2%	24.2%	15.2%	39.4%	51.5%	6.1%	6.1%	15.2%
Recommended by magazine	19	19	9	2	3	1	2	1	1	0	2	10	1	5	1	6	10	2	1	4
	24.7%	25.0%	42.9%	22.2%	17.6%	8.3%	50.0%	20.0%	16.7%	0.0%	100.0%	32.3%	5.9%	33.3%	8.3%	22.2%	25.0%	25.0%	16.7%	25.0%
	100.0%	100.0%	47.4%	10.5%	15.8%	5.3%	10.5%	5.3%	5.3%	0.0%	10.5%	52.6%	5.3%	26.3%	5.3%	31.6%	52.6%	10.5%	5.3%	21.1%
Great taste	47	46	14	3	7	8	3	5	5	1	1	16	13	9	8	18	23	5	4	8
	61.0%	60.5%	66.7%	33.3%	41.2%	66.7%	75.0%	100.0%	83.3%	50.0%	50.0%	51.6%	76.5%	60.0%	66.7%	66.7%	57.5%	62.5%	66.7%	50.0%
	100.0%	97.9%	29.8%	6.4%	14.9%	17.0%	6.4%	10.6%	10.6%	2.1%	2.1%	34.0%	27.7%	19.1%	17.0%	38.3%	48.9%	10.6%	8.5%	17.0%
Good value	36	35	11	5	5	5	3	5	1	0	2	15	6	5	8	17	16	2	4	5
	46.8%	46.1%	52.4%	55.6%	29.4%	41.7%	75.0%	100.0%	16.7%	0.0%	100.0%	48.4%	35.3%	33.3%	66.7%	63.0%	40.0%	25.0%	66.7%	31.3%
	100.0%	97.2%	30.6%	13.9%	13.9%	13.9%	8.3%	13.9%	2.8%	0.0%	5.6%	41.7%	16.7%	13.9%	22.2%	47.2%	44.4%	5.6%	11.1%	13.9%
For social smokers	29	29	9	6	6	1	2	3	0	2	2	12	4	7	4	11	15	1	2	8
	37.7%	38.2%	42.9%	66.7%	35.3%	8.3%	50.0%	60.0%	0.0%	100.0%	100.0%	38.7%	23.5%	46.7%	33.3%	40.7%	37.5%	12.5%	33.3%	50.0%
	100.0%	100.0%	31.0%	20.7%	20.7%	3.4%	6.9%	10.3%	0.0%	6.9%	6.9%	41.4%	13.8%	24.1%	13.8%	37.9%	51.7%	3.4%	6.9%	27.6%
Good for everyday	31	31	7	5	6	5	2	5	0	1	1	12	7	6	5	12	16	2	3	5
	40.3%	40.8%	33.3%	55.6%	35.3%	41.7%	50.0%	100.0%	0.0%	50.0%	50.0%	38.7%	41.2%	40.0%	41.7%	44.4%	40.0%	25.0%	50.0%	31.3%
	100.0%	100.0%	22.6%	16.1%	19.4%	16.1%	6.5%	16.1%	0.0%	3.2%	3.2%	38.7%	22.6%	19.4%	16.1%	38.7%	51.6%	6.5%	9.7%	16.1%
Fresh	39	39	11	6	5	7	2	5	2	1	2	13	8	8	8	13	21	4	5	8
	50.6%	51.3%	52.4%	66.7%	29.4%	58.3%	50.0%	100.0%	33.3%	50.0%	100.0%	41.9%	47.1%	53.3%	66.7%	48.1%	52.5%	50.0%	83.3%	50.0%
	100.0%	100.0%	28.2%	15.4%	12.8%	17.9%	5.1%	12.8%	5.1%	2.6%	5.1%	33.3%	20.5%	20.5%	20.5%	33.3%	53.8%	10.3%	12.8%	20.5%
Good for relaxing	41	41	12	5	7	7	2	4	3	1	1	16	9	6	9	16	22	2	4	8
	53.2%	53.9%	57.1%	55.6%	41.2%	58.3%	50.0%	80.0%	50.0%	50.0%	50.0%	51.6%	52.9%	40.0%	75.0%	59.3%	55.0%	25.0%	66.7%	50.0%
	100.0%	100.0%	29.3%	12.2%	17.1%	17.1%	4.9%	9.8%	7.3%	2.4%	2.4%	39.0%	22.0%	14.6%	22.0%	39.0%	53.7%	4.9%	9.8%	19.5%
Easy to find/widely available	35	35	10	5	9	4	3	2	2	0	2	18	4	6	5	14	18	2	4	7
	45.5%	46.1%	47.6%	55.6%	52.9%	33.3%	75.0%	40.0%	33.3%	0.0%	100.0%	58.1%	23.5%	40.0%	41.7%	51.9%	45.0%	25.0%	66.7%	43.8%
	100.0%	100.0%	28.6%	14.3%	25.7%	11.4%	8.6%	5.7%	5.7%	0.0%	5.7%	51.4%	11.4%	17.1%	14.3%	40.0%	51.4%	5.7%	11.4%	20.0%
Full flavored	23	23	7	2	4	2	1	5	2	0	1	4	8	7	3	8	11	3	2	3
	29.9%	30.3%	33.3%	22.2%	23.5%	16.7%	25.0%	100.0%	33.3%	0.0%	50.0%	12.9%	47.1%	46.7%	25.0%	29.6%	27.5%	37.5%	33.3%	18.8%
	100.0%	100.0%	30.4%	8.7%	17.4%	8.7%	4.3%	21.7%	8.7%	0.0%	4.3%	17.4%	34.8%	30.4%	13.0%	34.8%	47.8%	13.0%	8.7%	13.0%
Medium taste	21	20	7	2	4	3	2	1	1	0	2	7	5	5	2	5	14	1	2	4
	27.3%	26.3%	33.3%	22.2%	23.5%	25.0%	50.0%	20.0%	16.7%	0.0%	100.0%	22.6%	29.4%	33.3%	16.7%	18.5%	35.0%	12.5%	33.3%	25.0%
	100.0%	95.2%	33.3%	9.5%	19.0%	14.3%	9.5%	4.8%	4.8%	0.0%	9.5%	33.3%	23.8%	23.8%	9.5%	23.8%	66.7%	4.8%	9.5%	19.0%
Good as a reward	22	22	6	4	3	4	2	2	1	0	2	10	4	5	1	8	11	2	1	5
	28.6%	28.9%	28.6%	44.4%	17.6%	33.3%	50.0%	40.0%	16.7%	0.0%	100.0%	32.3%	23.5%	33.3%	8.3%	29.6%	27.5%	25.0%	16.7%	31.3%
	100.0%	100.0%	27.3%	18.2%	13.6%	18.2%	9.1%	9.1%	4.5%	0.0%	9.1%	45.5%	18.2%	22.7%	4.5%	36.4%	50.0%	9.1%	4.5%	22.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	77	76	21	9	17	12	4	5	6	2	2	31	17	15	12	27	40	8	6	16
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.7%	27.3%	11.7%	22.1%	15.6%	5.2%	6.5%	7.8%	2.6%	2.6%	40.3%	22.1%	19.5%	15.6%	35.1%	51.9%	10.4%	7.8%	20.8%
Low price	12	12	5	2	1	1	1	1	1	0	2	5	2	2	1	3	6	2	2	1
	15.6%	15.8%	23.8%	22.2%	5.9%	8.3%	25.0%	20.0%	16.7%	0.0%	100.0%	16.1%	11.8%	13.3%	8.3%	11.1%	15.0%	25.0%	33.3%	6.3%
	100.0%	100.0%	41.7%	16.7%	8.3%	8.3%	8.3%	8.3%	8.3%	0.0%	16.7%	41.7%	16.7%	16.7%	8.3%	25.0%	50.0%	16.7%	16.7%	8.3%
Smooth taste	42	42	14	5	6	6	2	3	5	1	1	17	9	6	9	19	20	2	3	10
	54.5%	55.3%	66.7%	55.6%	35.3%	50.0%	50.0%	60.0%	83.3%	50.0%	50.0%	54.8%	52.9%	40.0%	75.0%	70.4%	50.0%	25.0%	50.0%	62.5%
	100.0%	100.0%	33.3%	11.9%	14.3%	14.3%	4.8%	7.1%	11.9%	2.4%	2.4%	40.5%	21.4%	14.3%	21.4%	45.2%	47.6%	4.8%	7.1%	23.8%
Good for special occasions	32	32	8	4	6	6	2	3	3	0	1	12	5	7	7	14	15	2	3	5
	41.6%	42.1%	38.1%	44.4%	35.3%	50.0%	50.0%	60.0%	50.0%	0.0%	50.0%	38.7%	29.4%	46.7%	58.3%	51.9%	37.5%	25.0%	50.0%	31.3%
	100.0%	100.0%	25.0%	12.5%	18.8%	18.8%	6.3%	9.4%	9.4%	0.0%	3.1%	37.5%	15.6%	21.9%	21.9%	43.8%	46.9%	6.3%	9.4%	15.6%
Recommended by friends	20	20	6	2	5	0	3	1	3	0	1	10	4	3	2	8	11	0	2	5
	26.0%	26.3%	28.6%	22.2%	29.4%	0.0%	75.0%	20.0%	50.0%	0.0%	50.0%	32.3%	23.5%	20.0%	16.7%	29.6%	27.5%	0.0%	33.3%	31.3%
	100.0%	100.0%	30.0%	10.0%	25.0%	0.0%	15.0%	5.0%	15.0%	0.0%	5.0%	50.0%	20.0%	15.0%	10.0%	40.0%	55.0%	0.0%	10.0%	25.0%
Good for a gift	26	26	9	5	4	4	2	1	1	0	2	10	5	4	5	10	15	0	3	6
	33.8%	34.2%	42.9%	55.6%	23.5%	33.3%	50.0%	20.0%	16.7%	0.0%	100.0%	32.3%	29.4%	26.7%	41.7%	37.0%	37.5%	0.0%	50.0%	37.5%
	100.0%	100.0%	34.6%	19.2%	15.4%	15.4%	7.7%	3.8%	3.8%	0.0%	7.7%	38.5%	19.2%	15.4%	19.2%	38.5%	57.7%	0.0%	11.5%	23.1%
Consistent quality	40	39	12	3	9	5	2	3	4	1	1	13	8	11	7	15	21	3	2	8
	51.9%	51.3%	57.1%	33.3%	52.9%	41.7%	50.0%	60.0%	66.7%	50.0%	50.0%	41.9%	47.1%	73.3%	58.3%	55.6%	52.5%	37.5%	33.3%	50.0%
	100.0%	97.5%	30.0%	7.5%	22.5%	12.5%	5.0%	7.5%	10.0%	2.5%	2.5%	32.5%	20.0%	27.5%	17.5%	37.5%	52.5%	7.5%	5.0%	20.0%
Masculine	15	15	7	2	3	0	1	1	1	0	2	6	2	3	2	4	9	1	1	5
	19.5%	19.7%	33.3%	22.2%	17.6%	0.0%	25.0%	20.0%	16.7%	0.0%	100.0%	19.4%	11.8%	20.0%	16.7%	14.8%	22.5%	12.5%	16.7%	31.3%
	100.0%	100.0%	46.7%	13.3%	20.0%	0.0%	6.7%	6.7%	6.7%	0.0%	13.3%	40.0%	13.3%	20.0%	13.3%	26.7%	60.0%	6.7%	6.7%	33.3%
Brand I trust	41	41	14	7	7	2	2	4	5	0	2	14	10	8	7	17	19	4	5	7
	53.2%	53.9%	66.7%	77.8%	41.2%	16.7%	50.0%	80.0%	83.3%	0.0%	100.0%	45.2%	58.8%	53.3%	58.3%	63.0%	47.5%	50.0%	83.3%	43.8%
	100.0%	100.0%	34.1%	17.1%	17.1%	4.9%	4.9%	9.8%	12.2%	0.0%	4.9%	34.1%	24.4%	19.5%	17.1%	41.5%	46.3%	9.8%	12.2%	17.1%
Well constructed	43	42	14	7	4	8	1	4	4	0	1	17	9	7	9	16	23	3	4	7
	55.8%	55.3%	66.7%	77.8%	23.5%	66.7%	25.0%	80.0%	66.7%	0.0%	50.0%	54.8%	52.9%	46.7%	75.0%	59.3%	57.5%	37.5%	66.7%	43.8%
	100.0%	97.7%	32.6%	16.3%	9.3%	18.6%	2.3%	9.3%	9.3%	0.0%	2.3%	39.5%	20.9%	16.3%	20.9%	37.2%	53.5%	7.0%	9.3%	16.3%
Strong taste	13	13	5	0	2	0	1	4	1	0	1	3	4	3	2	4	6	2	1	1
	16.9%	17.1%	23.8%	0.0%	11.8%	0.0%	25.0%	80.0%	16.7%	0.0%	50.0%	9.7%	23.5%	20.0%	16.7%	14.8%	15.0%	25.0%	16.7%	6.3%
	100.0%	100.0%	38.5%	0.0%	15.4%	0.0%	7.7%	30.8%	7.7%	0.0%	7.7%	23.1%	30.8%	23.1%	15.4%	30.8%	46.2%	15.4%	7.7%	7.7%
For serious smokers	24	24	9	3	4	3	1	1	3	0	1	7	5	5	6	7	15	1	3	4
	31.2%	31.6%	42.9%	33.3%	23.5%	25.0%	25.0%	20.0%	50.0%	0.0%	50.0%	22.6%	29.4%	33.3%	50.0%	25.9%	37.5%	12.5%	50.0%	25.0%
	100.0%	100.0%	37.5%	12.5%	16.7%	12.5%	4.2%	4.2%	12.5%	0.0%	4.2%	29.2%	20.8%	20.8%	25.0%	29.2%	62.5%	4.2%	12.5%	16.7%
Popular	35	35	12	4	9	5	2	1	2	0	2	20	3	3	7	10	23	1	4	7
	45.5%	46.1%	57.1%	44.4%	52.9%	41.7%	50.0%	20.0%	33.3%	0.0%	100.0%	64.5%	17.6%	20.0%	58.3%	37.0%	57.5%	12.5%	66.7%	43.8%
	100.0%	100.0%	34.3%	11.4%	25.7%	14.3%	5.7%	2.9%	5.7%	0.0%	5.7%	57.1%	8.6%	8.6%	20.0%	28.6%	65.7%	2.9%	11.4%	20.0%
Easy to smoke	45	44	11	7	7	7	3	5	4	0	2	18	9	7	9	20	22	2	4	8
	58.4%	57.9%	52.4%	77.8%	41.2%	58.3%	75.0%	100.0%	66.7%	0.0%	100.0%	58.1%	52.9%	46.7%	75.0%	74.1%	55.0%	25.0%	66.7%	50.0%
	100.0%	97.8%	24.4%	15.6%	15.6%	15.6%	6.7%	11.1%	8.9%	0.0%	4.4%	40.0%	20.0%	15.6%	20.0%	44.4%	48.9%	4.4%	8.9%	17.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	77	76	21	9	17	12	4	5	6	2	2	31	17	15	12	27	40	8	6	16
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.7%	27.3%	11.7%	22.1%	15.6%	5.2%	6.5%	7.8%	2.6%	2.6%	40.3%	22.1%	19.5%	15.6%	35.1%	51.9%	10.4%	7.8%	20.8%
Easy draw	43	43	13	6	7	5	3	5	4	0	1	18	8	9	7	19	19	4	4	8
	55.8%	56.6%	61.9%	66.7%	41.2%	41.7%	75.0%	100.0%	66.7%	0.0%	50.0%	58.1%	47.1%	60.0%	58.3%	70.4%	47.5%	50.0%	66.7%	50.0%
	100.0%	100.0%	30.2%	14.0%	16.3%	11.6%	7.0%	11.6%	9.3%	0.0%	2.3%	41.9%	18.6%	20.9%	16.3%	44.2%	44.2%	9.3%	9.3%	18.6%
No answer	3	3	0	1	2	0	0	0	0	0	0	1	1	1	0	1	1	1	0	2
	3.9%	3.9%	0.0%	11.1%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	5.9%	6.7%	0.0%	3.7%	2.5%	12.5%	0.0%	12.5%
	100.0%	100.0%	0.0%	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	33.3%	33.3%	33.3%	0.0%	66.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	113 100.0% 100.0%	112 100.0% 99.1%	42 100.0% 37.2%	19 100.0% 16.8%	30 100.0% 26.5%	10 100.0% 8.8%	5 100.0% 4.4%	1 100.0% 0.9%	3 100.0% 2.7%	2 100.0% 1.8%	5 100.0% 4.4%	43 100.0% 38.1%	20 100.0% 17.7%	27 100.0% 23.9%	17 100.0% 15.0%	19 100.0% 16.8%	63 100.0% 55.8%	31 100.0% 27.4%	38 100.0% 33.6%	13 100.0% 11.5%
Fuente/Arturo Fuente																				
Casual	23 20.4% 100.0%	23 20.5% 100.0%	5 11.9% 21.7%	4 21.1% 17.4%	9 30.0% 39.1%	3 30.0% 13.0%	2 40.0% 8.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 20.9% 39.1%	6 30.0% 26.1%	5 18.5% 21.7%	2 11.8% 8.7%	6 31.6% 26.1%	10 15.9% 43.5%	7 22.6% 30.4%	5 13.2% 21.7%	2 15.4% 8.7%
Individualistic	25 22.1% 100.0%	25 22.3% 100.0%	13 31.0% 52.0%	5 26.3% 20.0%	5 16.7% 20.0%	1 10.0% 4.0%	1 20.0% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 20.9% 36.0%	6 30.0% 24.0%	7 25.9% 28.0%	3 17.6% 12.0%	3 15.8% 12.0%	14 22.2% 56.0%	8 25.8% 32.0%	14 36.8% 56.0%	1 7.7% 4.0%
Mild taste	28 24.8% 100.0%	28 25.0% 100.0%	12 28.6% 42.9%	3 15.8% 10.7%	8 26.7% 28.6%	1 10.0% 3.6%	2 40.0% 7.1%	0 0.0% 0.0%	1 33.3% 3.6%	1 50.0% 3.6%	0 0.0% 0.0%	12 27.9% 42.9%	6 30.0% 21.4%	5 18.5% 17.9%	4 23.5% 14.3%	10 52.6% 35.7%	15 23.8% 53.6%	3 9.7% 10.7%	9 23.7% 32.1%	4 30.8% 14.3%
High quality	81 71.7% 100.0%	81 72.3% 100.0%	33 78.6% 40.7%	15 78.9% 18.5%	21 70.0% 25.9%	6 60.0% 7.4%	3 60.0% 3.7%	0 0.0% 0.0%	2 66.7% 2.5%	1 50.0% 1.2%	3 60.0% 3.7%	30 69.8% 37.0%	14 70.0% 17.3%	20 74.1% 24.7%	13 76.5% 16.0%	13 68.4% 16.0%	47 74.6% 58.0%	21 67.7% 25.9%	32 84.2% 39.5%	7 53.8% 8.6%
Smart choice	56 49.6% 100.0%	56 50.0% 100.0%	23 54.8% 41.1%	12 63.2% 21.4%	17 56.7% 30.4%	2 20.0% 3.6%	2 40.0% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 60.0% 5.4%	20 46.5% 35.7%	11 55.0% 19.6%	14 51.9% 25.0%	8 47.1% 14.3%	8 42.1% 14.3%	31 49.2% 55.4%	17 54.8% 30.4%	21 55.3% 37.5%	4 30.8% 7.1%
Refined taste	45 39.8% 100.0%	45 40.2% 100.0%	19 45.2% 42.2%	10 52.6% 22.2%	14 46.7% 31.1%	0 0.0% 0.0%	1 20.0% 2.2%	0 0.0% 0.0%	1 33.3% 2.2%	0 0.0% 0.0%	3 60.0% 6.7%	17 39.5% 37.8%	9 45.0% 20.0%	10 37.0% 22.2%	6 35.3% 13.3%	8 42.1% 17.8%	22 34.9% 48.9%	15 48.4% 33.3%	19 50.0% 42.2%	3 23.1% 6.7%
Recommended by tobacconists	56 49.6% 100.0%	56 50.0% 100.0%	27 64.3% 48.2%	8 42.1% 14.3%	16 53.3% 28.6%	2 20.0% 3.6%	3 60.0% 5.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 60.0% 5.4%	22 51.2% 39.3%	8 40.0% 14.3%	17 63.0% 30.4%	6 35.3% 10.7%	7 36.8% 12.5%	34 54.0% 60.7%	15 48.4% 26.8%	26 68.4% 46.4%	3 23.1% 5.4%
Attractive packaging	29 25.7% 100.0%	29 25.9% 100.0%	16 38.1% 55.2%	5 26.3% 17.2%	8 26.7% 27.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 40.0% 6.9%	12 27.9% 41.4%	2 10.0% 6.9%	8 29.6% 27.6%	5 29.4% 17.2%	4 21.1% 13.8%	16 25.4% 55.2%	9 29.0% 31.0%	14 36.8% 48.3%	2 15.4% 6.9%
Sophisticated	25 22.1% 100.0%	25 22.3% 100.0%	13 31.0% 52.0%	5 26.3% 20.0%	7 23.3% 28.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 4.0%	8 18.6% 32.0%	4 20.0% 16.0%	9 33.3% 36.0%	3 17.6% 12.0%	3 15.8% 12.0%	14 22.2% 56.0%	8 25.8% 32.0%	13 34.2% 52.0%	1 7.7% 4.0%
Innovative	19 16.8% 100.0%	19 17.0% 100.0%	13 31.0% 68.4%	2 10.5% 10.5%	3 10.0% 15.8%	0 0.0% 0.0%	1 20.0% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 5.3%	8 18.6% 42.1%	4 20.0% 21.1%	5 18.5% 26.3%	1 5.9% 5.3%	4 21.1% 21.1%	8 12.7% 42.1%	7 22.6% 36.8%	11 28.9% 57.9%	0 0.0% 0.0%
Trendy	20 17.7% 100.0%	20 17.9% 100.0%	8 19.0% 40.0%	0 0.0% 0.0%	11 36.7% 55.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 5.0%	0 0.0% 0.0%	1 20.0% 5.0%	7 16.3% 35.0%	3 15.0% 15.0%	7 25.9% 35.0%	1 5.9% 5.0%	4 21.1% 20.0%	10 15.9% 50.0%	6 19.4% 30.0%	8 21.1% 40.0%	3 23.1% 15.0%
Prestigious	40 35.4% 100.0%	40 35.7% 100.0%	16 38.1% 40.0%	9 47.4% 22.5%	14 46.7% 35.0%	0 0.0% 0.0%	1 20.0% 2.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 2.5%	14 32.6% 35.0%	8 40.0% 20.0%	12 44.4% 30.0%	5 29.4% 12.5%	5 26.3% 12.5%	22 34.9% 55.0%	13 41.9% 32.5%	19 50.0% 47.5%	3 23.1% 7.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	113 100.0% 100.0%	112 100.0% 99.1%	42 100.0% 37.2%	19 100.0% 16.8%	30 100.0% 26.5%	10 100.0% 8.8%	5 100.0% 4.4%	1 100.0% 0.9%	3 100.0% 2.7%	2 100.0% 1.8%	5 100.0% 4.4%	43 100.0% 38.1%	20 100.0% 17.7%	27 100.0% 23.9%	17 100.0% 15.0%	19 100.0% 16.8%	63 100.0% 55.8%	31 100.0% 27.4%	38 100.0% 33.6%	13 100.0% 11.5%
Sporty	14 12.4% 100.0%	14 12.5% 100.0%	7 16.7% 50.0%	1 5.3% 7.1%	5 16.7% 35.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 7.1%	0 0.0% 0.0%	1 20.0% 7.1%	4 9.3% 28.6%	3 15.0% 21.4%	5 18.5% 35.7%	1 5.9% 7.1%	2 10.5% 14.3%	7 11.1% 50.0%	5 16.1% 35.7%	5 13.2% 35.7%	1 7.7% 7.1%
Reliable	51 45.1% 100.0%	51 45.5% 100.0%	24 57.1% 47.1%	10 52.6% 19.6%	14 46.7% 27.5%	1 10.0% 2.0%	2 40.0% 3.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 40.0% 3.9%	17 39.5% 33.3%	9 45.0% 17.6%	15 55.6% 29.4%	8 47.1% 15.7%	7 36.8% 13.7%	30 47.6% 58.8%	14 45.2% 27.5%	18 47.4% 35.3%	3 23.1% 5.9%
Recommended by magazine	33 29.2% 100.0%	33 29.5% 100.0%	21 50.0% 63.6%	4 21.1% 12.1%	7 23.3% 21.2%	0 0.0% 0.0%	1 20.0% 3.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 40.0% 6.1%	13 30.2% 39.4%	6 30.0% 18.2%	9 33.3% 27.3%	3 17.6% 9.1%	3 15.8% 9.1%	22 34.9% 66.7%	8 25.8% 24.2%	19 50.0% 57.6%	1 7.7% 3.0%
Great taste	78 69.0% 100.0%	78 69.6% 100.0%	33 78.6% 42.3%	13 68.4% 16.7%	21 70.0% 26.9%	5 50.0% 6.4%	2 40.0% 2.6%	0 0.0% 0.0%	3 100.0% 3.8%	1 50.0% 1.3%	3 60.0% 3.8%	28 65.1% 35.9%	16 80.0% 20.5%	18 66.7% 23.1%	12 70.6% 15.4%	12 63.2% 15.4%	43 68.3% 55.1%	23 74.2% 29.5%	30 78.9% 38.5%	7 53.8% 9.0%
Good value	43 38.1% 100.0%	43 38.4% 100.0%	17 40.5% 39.5%	10 52.6% 23.3%	12 40.0% 27.9%	2 20.0% 4.7%	2 40.0% 4.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 2.3%	15 34.9% 34.9%	11 55.0% 25.6%	9 33.3% 20.9%	7 41.2% 16.3%	7 36.8% 16.3%	26 41.3% 60.5%	10 32.3% 23.3%	16 42.1% 37.2%	3 23.1% 7.0%
For social smokers	27 23.9% 100.0%	27 24.1% 100.0%	12 28.6% 44.4%	4 21.1% 14.8%	8 26.7% 29.6%	1 10.0% 3.7%	2 40.0% 7.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 3.7%	9 20.9% 33.3%	5 25.0% 18.5%	9 33.3% 33.3%	3 17.6% 11.1%	3 15.8% 11.1%	16 25.4% 59.3%	8 25.8% 29.6%	8 21.1% 29.6%	2 15.4% 7.4%
Good for everyday	34 30.1% 100.0%	34 30.4% 100.0%	16 38.1% 47.1%	5 26.3% 14.7%	8 26.7% 23.5%	3 30.0% 8.8%	2 40.0% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 2.9%	10 23.3% 29.4%	9 45.0% 26.5%	9 33.3% 26.5%	5 29.4% 14.7%	3 15.8% 8.8%	23 36.5% 67.6%	8 25.8% 23.5%	14 36.8% 41.2%	2 15.4% 5.9%
Fresh	60 53.1% 100.0%	60 53.6% 100.0%	26 61.9% 43.3%	7 36.8% 11.7%	20 66.7% 33.3%	4 40.0% 6.7%	2 40.0% 3.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 1.7%	2 40.0% 3.3%	24 55.8% 40.0%	10 50.0% 16.7%	15 55.6% 25.0%	9 52.9% 15.0%	9 47.4% 15.0%	38 60.3% 63.3%	13 41.9% 21.7%	21 55.3% 35.0%	6 46.2% 10.0%
Good for relaxing	64 56.6% 100.0%	64 57.1% 100.0%	33 78.6% 51.6%	7 36.8% 10.9%	17 56.7% 26.6%	3 30.0% 4.7%	2 40.0% 3.1%	0 0.0% 0.0%	1 33.3% 1.6%	1 50.0% 1.6%	2 40.0% 3.1%	27 62.8% 42.2%	9 45.0% 14.1%	17 63.0% 26.6%	9 52.9% 14.1%	8 42.1% 12.5%	35 55.6% 54.7%	21 67.7% 32.8%	24 63.2% 37.5%	5 38.5% 7.8%
Easy to find/widely available	47 41.6% 100.0%	47 42.0% 100.0%	19 45.2% 40.4%	8 42.1% 17.0%	14 46.7% 29.8%	2 20.0% 4.3%	2 40.0% 4.3%	0 0.0% 0.0%	1 33.3% 2.1%	1 50.0% 2.1%	2 40.0% 4.3%	17 39.5% 36.2%	6 30.0% 12.8%	13 48.1% 27.7%	8 47.1% 17.0%	7 36.8% 14.9%	28 44.4% 59.6%	12 38.7% 25.5%	14 36.8% 29.8%	6 46.2% 12.8%
Full flavored	52 46.0% 100.0%	52 46.4% 100.0%	25 59.5% 48.1%	7 36.8% 13.5%	14 46.7% 26.9%	4 40.0% 7.7%	1 20.0% 1.9%	0 0.0% 0.0%	1 33.3% 1.9%	0 0.0% 0.0%	1 20.0% 1.9%	16 37.2% 30.8%	9 45.0% 17.3%	16 59.3% 30.8%	9 52.9% 17.3%	4 21.1% 7.7%	28 44.4% 53.8%	20 64.5% 38.5%	22 57.9% 42.3%	2 15.4% 3.8%
Medium taste	37 32.7% 100.0%	37 33.0% 100.0%	19 45.2% 51.4%	6 31.6% 16.2%	11 36.7% 29.7%	0 0.0% 0.0%	1 20.0% 2.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 2.7%	13 30.2% 35.1%	11 55.0% 29.7%	8 29.6% 21.6%	4 23.5% 10.8%	4 21.1% 10.8%	22 34.9% 59.5%	11 35.5% 29.7%	16 42.1% 43.2%	1 7.7% 2.7%
Good as a reward	34 30.1% 100.0%	34 30.4% 100.0%	15 35.7% 44.1%	4 21.1% 11.8%	12 40.0% 35.3%	0 0.0% 0.0%	1 20.0% 2.9%	0 0.0% 0.0%	2 66.7% 5.9%	0 0.0% 0.0%	2 40.0% 5.9%	14 32.6% 41.2%	5 25.0% 14.7%	11 40.7% 32.4%	2 11.8% 5.9%	5 26.3% 14.7%	21 33.3% 61.8%	8 25.8% 23.5%	12 31.6% 35.3%	3 23.1% 8.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	113 100.0% 100.0%	112 100.0% 99.1%	42 100.0% 37.2%	19 100.0% 16.8%	30 100.0% 26.5%	10 100.0% 8.8%	5 100.0% 4.4%	1 100.0% 0.9%	3 100.0% 2.7%	2 100.0% 1.8%	5 100.0% 4.4%	43 100.0% 38.1%	20 100.0% 17.7%	27 100.0% 23.9%	17 100.0% 15.0%	19 100.0% 16.8%	63 100.0% 55.8%	31 100.0% 27.4%	38 100.0% 33.6%	13 100.0% 11.5%
Low price	12 10.6% 100.0%	12 10.7% 100.0%	9 21.4% 75.0%	0 0.0% 0.0%	2 6.7% 16.7%	0 0.0% 0.0%	1 20.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 7.0% 25.0%	3 15.0% 25.0%	3 11.1% 25.0%	3 17.6% 25.0%	1 5.3% 8.3%	8 12.7% 66.7%	3 9.7% 25.0%	6 15.8% 50.0%	0 0.0% 0.0%
Smooth taste	66 58.4% 100.0%	66 58.9% 100.0%	31 73.8% 47.0%	8 42.1% 12.1%	20 66.7% 30.3%	3 30.0% 4.5%	2 40.0% 3.0%	0 0.0% 0.0%	1 33.3% 1.5%	1 50.0% 1.5%	1 20.0% 1.5%	27 62.8% 40.9%	13 65.0% 19.7%	16 59.3% 24.2%	8 47.1% 12.1%	11 57.9% 16.7%	39 61.9% 59.1%	16 51.6% 24.2%	23 60.5% 34.8%	8 61.5% 12.1%
Good for special occasions	55 48.7% 100.0%	55 49.1% 100.0%	25 59.5% 45.5%	8 42.1% 14.5%	17 56.7% 30.9%	2 20.0% 3.6%	2 40.0% 3.6%	0 0.0% 0.0%	1 33.3% 1.8%	0 0.0% 0.0%	2 40.0% 3.6%	24 55.8% 43.6%	9 45.0% 16.4%	15 55.6% 27.3%	4 23.5% 7.3%	10 52.6% 18.2%	32 50.8% 58.2%	13 41.9% 23.6%	22 57.9% 40.0%	4 30.8% 7.3%
Recommended by friends	44 38.9% 100.0%	44 39.3% 100.0%	19 45.2% 43.2%	6 31.6% 13.6%	12 40.0% 27.3%	4 40.0% 9.1%	2 40.0% 4.5%	0 0.0% 0.0%	1 33.3% 2.3%	0 0.0% 0.0%	1 20.0% 2.3%	22 51.2% 50.0%	9 45.0% 20.5%	7 25.9% 15.9%	5 29.4% 11.4%	8 42.1% 18.2%	25 39.7% 56.8%	11 35.5% 25.0%	16 42.1% 36.4%	4 30.8% 9.1%
Good for a gift	51 45.1% 100.0%	51 45.5% 100.0%	22 52.4% 43.1%	6 31.6% 11.8%	20 66.7% 39.2%	2 20.0% 3.9%	1 20.0% 2.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 40.0% 3.9%	21 48.8% 41.2%	10 50.0% 19.6%	12 44.4% 23.5%	5 29.4% 9.8%	6 31.6% 11.8%	29 46.0% 56.9%	16 51.6% 31.4%	24 63.2% 47.1%	5 38.5% 9.8%
Consistent quality	78 69.0% 100.0%	78 69.6% 100.0%	34 81.0% 43.6%	13 68.4% 16.7%	24 80.0% 30.8%	4 40.0% 5.1%	2 40.0% 2.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 1.3%	1 20.0% 1.3%	29 67.4% 37.2%	16 80.0% 20.5%	19 70.4% 24.4%	12 70.6% 15.4%	11 57.9% 14.1%	45 71.4% 57.7%	22 71.0% 28.2%	31 81.6% 39.7%	7 53.8% 9.0%
Masculine	31 27.4% 100.0%	31 27.7% 100.0%	15 35.7% 48.4%	5 26.3% 16.1%	9 30.0% 29.0%	1 10.0% 3.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 3.2%	0 0.0% 0.0%	2 40.0% 6.5%	9 20.9% 29.0%	3 15.0% 9.7%	12 44.4% 38.7%	5 29.4% 16.1%	3 15.8% 9.7%	16 25.4% 51.6%	12 38.7% 38.7%	15 39.5% 48.4%	2 15.4% 6.5%
Brand I trust	75 66.4% 100.0%	75 67.0% 100.0%	30 71.4% 40.0%	13 68.4% 17.3%	24 80.0% 32.0%	4 40.0% 5.3%	2 40.0% 2.7%	0 0.0% 0.0%	2 66.7% 2.7%	0 0.0% 0.0%	1 20.0% 1.3%	31 72.1% 41.3%	14 70.0% 18.7%	19 70.4% 25.3%	9 52.9% 12.0%	11 57.9% 14.7%	41 65.1% 54.7%	23 74.2% 30.7%	30 78.9% 40.0%	7 53.8% 9.3%
Well constructed	74 65.5% 100.0%	74 66.1% 100.0%	32 76.2% 43.2%	15 78.9% 20.3%	20 66.7% 27.0%	4 40.0% 5.4%	1 20.0% 1.4%	0 0.0% 0.0%	2 66.7% 2.7%	0 0.0% 0.0%	3 60.0% 4.1%	27 62.8% 36.5%	13 65.0% 17.6%	18 66.7% 24.3%	13 76.5% 17.6%	10 52.6% 13.5%	43 68.3% 58.1%	21 67.7% 28.4%	31 81.6% 41.9%	6 46.2% 8.1%
Strong taste	24 21.2% 100.0%	24 21.4% 100.0%	12 28.6% 50.0%	2 10.5% 8.3%	7 23.3% 29.2%	1 10.0% 4.2%	1 20.0% 4.2%	0 0.0% 0.0%	1 33.3% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	10 23.3% 41.7%	2 10.0% 8.3%	8 29.6% 33.3%	4 23.5% 16.7%	3 15.8% 12.5%	9 14.3% 37.5%	12 38.7% 50.0%	11 28.9% 45.8%	2 15.4% 8.3%
For serious smokers	48 42.5% 100.0%	48 42.9% 100.0%	24 57.1% 50.0%	7 36.8% 14.6%	14 46.7% 29.2%	2 20.0% 4.2%	1 20.0% 2.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 40.0% 4.2%	18 41.9% 37.5%	8 40.0% 16.7%	10 37.0% 20.8%	9 52.9% 18.8%	7 36.8% 14.6%	25 39.7% 52.1%	16 51.6% 33.3%	22 57.9% 45.8%	4 30.8% 8.3%
Popular	54 47.8% 100.0%	54 48.2% 100.0%	22 52.4% 40.7%	10 52.6% 18.5%	18 60.0% 33.3%	1 10.0% 1.9%	1 20.0% 1.9%	0 0.0% 0.0%	1 33.3% 1.9%	1 50.0% 1.9%	2 40.0% 3.7%	17 39.5% 31.5%	10 50.0% 18.5%	13 48.1% 24.1%	11 64.7% 20.4%	7 36.8% 13.0%	35 55.6% 64.8%	12 38.7% 22.2%	23 60.5% 42.6%	5 38.5% 9.3%
Easy to smoke	65 57.5% 100.0%	65 58.0% 100.0%	29 69.0% 44.6%	12 63.2% 18.5%	18 60.0% 27.7%	2 20.0% 3.1%	2 40.0% 3.1%	0 0.0% 0.0%	1 33.3% 1.5%	1 50.0% 1.5%	1 20.0% 1.5%	27 62.8% 41.5%	10 50.0% 15.4%	16 59.3% 24.6%	10 58.8% 15.4%	10 52.6% 15.4%	36 57.1% 55.4%	19 61.3% 29.2%	26 68.4% 40.0%	5 38.5% 7.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	113	112	42	19	30	10	5	1	3	2	5	43	20	27	17	19	63	31	38	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	99.1%	37.2%	16.8%	26.5%	8.8%	4.4%	0.9%	2.7%	1.8%	4.4%	38.1%	17.7%	23.9%	15.0%	16.8%	55.8%	27.4%	33.6%	11.5%
Easy draw	63	63	28	12	16	4	2	0	0	1	2	27	9	14	10	11	37	15	27	6
	55.8%	56.3%	66.7%	63.2%	53.3%	40.0%	40.0%	0.0%	0.0%	50.0%	40.0%	62.8%	45.0%	51.9%	58.8%	57.9%	58.7%	48.4%	71.1%	46.2%
	100.0%	100.0%	44.4%	19.0%	25.4%	6.3%	3.2%	0.0%	0.0%	1.6%	3.2%	42.9%	14.3%	22.2%	15.9%	17.5%	58.7%	23.8%	42.9%	9.5%
No answer	7	6	0	2	2	1	0	1	0	0	1	3	0	3	0	2	4	1	1	2
	6.2%	5.4%	0.0%	10.5%	6.7%	10.0%	0.0%	100.0%	0.0%	0.0%	20.0%	7.0%	0.0%	11.1%	0.0%	10.5%	6.3%	3.2%	2.6%	15.4%
	100.0%	85.7%	0.0%	28.6%	28.6%	14.3%	0.0%	14.3%	0.0%	0.0%	14.3%	42.9%	0.0%	42.9%	0.0%	28.6%	57.1%	14.3%	14.3%	28.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	94	93	28	14	28	17	5	0	1	0	2	37	17	18	20	19	60	15	22	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.9%	29.8%	14.9%	29.8%	18.1%	5.3%	0.0%	1.1%	0.0%	2.1%	39.4%	18.1%	19.1%	21.3%	20.2%	63.8%	16.0%	23.4%	11.7%
H. Upmann																				
Casual	20	20	6	4	6	4	0	0	0	0	1	6	2	8	3	4	13	3	5	2
	21.3%	21.5%	21.4%	28.6%	21.4%	23.5%	0.0%	0.0%	0.0%	0.0%	50.0%	16.2%	11.8%	44.4%	15.0%	21.1%	21.7%	20.0%	22.7%	18.2%
	100.0%	100.0%	30.0%	20.0%	30.0%	20.0%	0.0%	0.0%	0.0%	0.0%	5.0%	30.0%	10.0%	40.0%	15.0%	20.0%	65.0%	15.0%	25.0%	10.0%
Individualistic	21	21	10	1	6	3	1	0	0	0	0	9	4	4	4	4	12	5	7	2
	22.3%	22.6%	35.7%	7.1%	21.4%	17.6%	20.0%	0.0%	0.0%	0.0%	0.0%	24.3%	23.5%	22.2%	20.0%	21.1%	20.0%	33.3%	31.8%	18.2%
	100.0%	100.0%	47.6%	4.8%	28.6%	14.3%	4.8%	0.0%	0.0%	0.0%	0.0%	42.9%	19.0%	19.0%	19.0%	19.0%	57.1%	23.8%	33.3%	9.5%
Mild taste	26	26	7	5	7	5	1	0	1	0	0	10	5	8	3	8	16	2	6	4
	27.7%	28.0%	25.0%	35.7%	25.0%	29.4%	20.0%	0.0%	100.0%	0.0%	0.0%	27.0%	29.4%	44.4%	15.0%	42.1%	26.7%	13.3%	27.3%	36.4%
	100.0%	100.0%	26.9%	19.2%	26.9%	19.2%	3.8%	0.0%	3.8%	0.0%	0.0%	38.5%	19.2%	30.8%	11.5%	30.8%	61.5%	7.7%	23.1%	15.4%
High quality	49	49	18	9	14	7	1	0	0	0	1	16	10	9	13	8	32	9	17	2
	52.1%	52.7%	64.3%	64.3%	50.0%	41.2%	20.0%	0.0%	0.0%	0.0%	50.0%	43.2%	58.8%	50.0%	65.0%	42.1%	53.3%	60.0%	77.3%	18.2%
	100.0%	100.0%	36.7%	18.4%	28.6%	14.3%	2.0%	0.0%	0.0%	0.0%	2.0%	32.7%	20.4%	18.4%	26.5%	16.3%	65.3%	18.4%	34.7%	4.1%
Smart choice	32	32	11	7	9	4	1	0	0	0	0	9	6	9	8	5	20	7	11	2
	34.0%	34.4%	39.3%	50.0%	32.1%	23.5%	20.0%	0.0%	0.0%	0.0%	0.0%	24.3%	35.3%	50.0%	40.0%	26.3%	33.3%	46.7%	50.0%	18.2%
	100.0%	100.0%	34.4%	21.9%	28.1%	12.5%	3.1%	0.0%	0.0%	0.0%	0.0%	28.1%	18.8%	28.1%	25.0%	15.6%	62.5%	21.9%	34.4%	6.3%
Refined taste	33	33	10	7	10	4	2	0	0	0	1	10	5	8	9	6	20	7	9	3
	35.1%	35.5%	35.7%	50.0%	35.7%	23.5%	40.0%	0.0%	0.0%	0.0%	50.0%	27.0%	29.4%	44.4%	45.0%	31.6%	33.3%	46.7%	40.9%	27.3%
	100.0%	100.0%	30.3%	21.2%	30.3%	12.1%	6.1%	0.0%	0.0%	0.0%	3.0%	30.3%	15.2%	24.2%	27.3%	18.2%	60.6%	21.2%	27.3%	9.1%
Recommended by tobacconists	35	34	11	3	14	4	2	0	0	0	0	16	5	7	7	6	22	7	9	3
	37.2%	36.6%	39.3%	21.4%	50.0%	23.5%	40.0%	0.0%	0.0%	0.0%	0.0%	43.2%	29.4%	38.9%	35.0%	31.6%	36.7%	46.7%	40.9%	27.3%
	100.0%	97.1%	31.4%	8.6%	40.0%	11.4%	5.7%	0.0%	0.0%	0.0%	0.0%	45.7%	14.3%	20.0%	20.0%	17.1%	62.9%	20.0%	25.7%	8.6%
Attractive packaging	14	14	6	3	3	2	0	0	0	0	1	3	3	3	4	3	8	3	7	1
	14.9%	15.1%	21.4%	21.4%	10.7%	11.8%	0.0%	0.0%	0.0%	0.0%	50.0%	8.1%	17.6%	16.7%	20.0%	15.8%	13.3%	20.0%	31.8%	9.1%
	100.0%	100.0%	42.9%	21.4%	21.4%	14.3%	0.0%	0.0%	0.0%	0.0%	7.1%	21.4%	21.4%	21.4%	28.6%	21.4%	57.1%	21.4%	50.0%	7.1%
Sophisticated	17	17	7	3	4	2	1	0	0	0	0	6	2	6	3	3	9	5	8	1
	18.1%	18.3%	25.0%	21.4%	14.3%	11.8%	20.0%	0.0%	0.0%	0.0%	0.0%	16.2%	11.8%	33.3%	15.0%	15.8%	15.0%	33.3%	36.4%	9.1%
	100.0%	100.0%	41.2%	17.6%	23.5%	11.8%	5.9%	0.0%	0.0%	0.0%	0.0%	35.3%	11.8%	35.3%	17.6%	17.6%	52.9%	29.4%	47.1%	5.9%
Innovative	7	7	4	1	1	1	0	0	0	0	0	3	2	1	1	2	3	2	5	1
	7.4%	7.5%	14.3%	7.1%	3.6%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	11.8%	5.6%	5.0%	10.5%	5.0%	13.3%	22.7%	9.1%
	100.0%	100.0%	57.1%	14.3%	14.3%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	28.6%	14.3%	14.3%	28.6%	42.9%	28.6%	71.4%	14.3%
Trendy	10	10	5	2	1	2	0	0	0	0	0	5	3	1	1	2	6	2	4	2
	10.6%	10.8%	17.9%	14.3%	3.6%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	13.5%	17.6%	5.6%	5.0%	10.5%	10.0%	13.3%	18.2%	18.2%
	100.0%	100.0%	50.0%	20.0%	10.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	30.0%	10.0%	10.0%	20.0%	60.0%	20.0%	40.0%	20.0%
Prestigious	21	21	8	5	7	0	1	0	0	0	0	8	3	3	7	4	13	4	6	2
	22.3%	22.6%	28.6%	35.7%	25.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	21.6%	17.6%	16.7%	35.0%	21.1%	21.7%	26.7%	27.3%	18.2%
	100.0%	100.0%	38.1%	23.8%	33.3%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	38.1%	14.3%	14.3%	33.3%	19.0%	61.9%	19.0%	28.6%	9.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	94	93	28	14	28	17	5	0	1	0	2	37	17	18	20	19	60	15	22	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.9%	29.8%	14.9%	29.8%	18.1%	5.3%	0.0%	1.1%	0.0%	2.1%	39.4%	18.1%	19.1%	21.3%	20.2%	63.8%	16.0%	23.4%	11.7%
Sporty	12	12	3	0	7	2	0	0	0	0	1	5	1	2	3	1	10	1	3	3
	12.8%	12.9%	10.7%	0.0%	25.0%	11.8%	0.0%	0.0%	0.0%	0.0%	50.0%	13.5%	5.9%	11.1%	15.0%	5.3%	16.7%	6.7%	13.6%	27.3%
	100.0%	100.0%	25.0%	0.0%	58.3%	16.7%	0.0%	0.0%	0.0%	0.0%	8.3%	41.7%	8.3%	16.7%	25.0%	8.3%	83.3%	8.3%	25.0%	25.0%
Reliable	46	46	16	6	16	6	1	0	1	0	2	13	9	11	11	9	31	6	11	6
	48.9%	49.5%	57.1%	42.9%	57.1%	35.3%	20.0%	0.0%	100.0%	0.0%	100.0%	35.1%	52.9%	61.1%	55.0%	47.4%	51.7%	40.0%	50.0%	54.5%
	100.0%	100.0%	34.8%	13.0%	34.8%	13.0%	2.2%	0.0%	2.2%	0.0%	4.3%	28.3%	19.6%	23.9%	23.9%	19.6%	67.4%	13.0%	23.9%	13.0%
Recommended by magazine	17	17	7	1	6	2	1	0	0	0	1	7	3	4	2	2	12	3	5	2
	18.1%	18.3%	25.0%	7.1%	21.4%	11.8%	20.0%	0.0%	0.0%	0.0%	50.0%	18.9%	17.6%	22.2%	10.0%	10.5%	20.0%	20.0%	22.7%	18.2%
	100.0%	100.0%	41.2%	5.9%	35.3%	11.8%	5.9%	0.0%	0.0%	0.0%	5.9%	41.2%	17.6%	23.5%	11.8%	11.8%	70.6%	17.6%	29.4%	11.8%
Great taste	54	54	20	10	16	7	1	0	0	0	2	16	10	10	16	8	36	10	16	3
	57.4%	58.1%	71.4%	71.4%	57.1%	41.2%	20.0%	0.0%	0.0%	0.0%	100.0%	43.2%	58.8%	55.6%	80.0%	42.1%	60.0%	66.7%	72.7%	27.3%
	100.0%	100.0%	37.0%	18.5%	29.6%	13.0%	1.9%	0.0%	0.0%	0.0%	3.7%	29.6%	18.5%	18.5%	29.6%	14.8%	66.7%	18.5%	29.6%	5.6%
Good value	38	38	11	10	12	5	0	0	0	0	0	12	10	7	9	5	25	8	12	3
	40.4%	40.9%	39.3%	71.4%	42.9%	29.4%	0.0%	0.0%	0.0%	0.0%	0.0%	32.4%	58.8%	38.9%	45.0%	26.3%	41.7%	53.3%	54.5%	27.3%
	100.0%	100.0%	28.9%	26.3%	31.6%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	31.6%	26.3%	18.4%	23.7%	13.2%	65.8%	21.1%	31.6%	7.9%
For social smokers	23	23	5	7	9	2	0	0	0	0	1	6	5	6	5	4	16	3	7	3
	24.5%	24.7%	17.9%	50.0%	32.1%	11.8%	0.0%	0.0%	0.0%	0.0%	50.0%	16.2%	29.4%	33.3%	25.0%	21.1%	26.7%	20.0%	31.8%	27.3%
	100.0%	100.0%	21.7%	30.4%	39.1%	8.7%	0.0%	0.0%	0.0%	0.0%	4.3%	26.1%	21.7%	26.1%	21.7%	17.4%	69.6%	13.0%	30.4%	13.0%
Good for everyday	31	31	9	4	12	6	0	0	0	0	1	10	6	5	9	5	19	7	10	3
	33.0%	33.3%	32.1%	28.6%	42.9%	35.3%	0.0%	0.0%	0.0%	0.0%	50.0%	27.0%	35.3%	27.8%	45.0%	26.3%	31.7%	46.7%	45.5%	27.3%
	100.0%	100.0%	29.0%	12.9%	38.7%	19.4%	0.0%	0.0%	0.0%	0.0%	3.2%	32.3%	19.4%	16.1%	29.0%	16.1%	61.3%	22.6%	32.3%	9.7%
Fresh	45	45	15	5	18	6	1	0	0	0	2	15	10	6	12	9	30	6	10	4
	47.9%	48.4%	53.6%	35.7%	64.3%	35.3%	20.0%	0.0%	0.0%	0.0%	100.0%	40.5%	58.8%	33.3%	60.0%	47.4%	50.0%	40.0%	45.5%	36.4%
	100.0%	100.0%	33.3%	11.1%	40.0%	13.3%	2.2%	0.0%	0.0%	0.0%	4.4%	33.3%	22.2%	13.3%	26.7%	20.0%	66.7%	13.3%	22.2%	8.9%
Good for relaxing	46	46	13	10	18	5	0	0	0	0	2	15	10	9	10	9	31	6	14	2
	48.9%	49.5%	46.4%	71.4%	64.3%	29.4%	0.0%	0.0%	0.0%	0.0%	100.0%	40.5%	58.8%	50.0%	50.0%	47.4%	51.7%	40.0%	63.6%	18.2%
	100.0%	100.0%	28.3%	21.7%	39.1%	10.9%	0.0%	0.0%	0.0%	0.0%	4.3%	32.6%	21.7%	19.6%	21.7%	19.6%	67.4%	13.0%	30.4%	4.3%
Easy to find/widely available	49	49	13	9	17	8	1	0	1	0	1	18	11	7	12	10	33	6	14	3
	52.1%	52.7%	46.4%	64.3%	60.7%	47.1%	20.0%	0.0%	100.0%	0.0%	50.0%	48.6%	64.7%	38.9%	60.0%	52.6%	55.0%	40.0%	63.6%	27.3%
	100.0%	100.0%	26.5%	18.4%	34.7%	16.3%	2.0%	0.0%	2.0%	0.0%	2.0%	36.7%	22.4%	14.3%	24.5%	20.4%	67.3%	12.2%	28.6%	6.1%
Full flavored	28	28	9	4	9	5	1	0	0	0	1	8	5	6	8	4	19	5	8	2
	29.8%	30.1%	32.1%	28.6%	32.1%	29.4%	20.0%	0.0%	0.0%	0.0%	50.0%	21.6%	29.4%	33.3%	40.0%	21.1%	31.7%	33.3%	36.4%	18.2%
	100.0%	100.0%	32.1%	14.3%	32.1%	17.9%	3.6%	0.0%	0.0%	0.0%	3.6%	28.6%	17.9%	21.4%	28.6%	14.3%	67.9%	17.9%	28.6%	7.1%
Medium taste	29	29	10	4	11	4	0	0	0	0	1	9	5	7	7	5	19	5	10	4
	30.9%	31.2%	35.7%	28.6%	39.3%	23.5%	0.0%	0.0%	0.0%	0.0%	50.0%	24.3%	29.4%	38.9%	35.0%	26.3%	31.7%	33.3%	45.5%	36.4%
	100.0%	100.0%	34.5%	13.8%	37.9%	13.8%	0.0%	0.0%	0.0%	0.0%	3.4%	31.0%	17.2%	24.1%	24.1%	17.2%	65.5%	17.2%	34.5%	13.8%
Good as a reward	24	24	8	6	6	3	1	0	0	0	0	9	3	4	8	3	14	7	10	3
	25.5%	25.8%	28.6%	42.9%	21.4%	17.6%	20.0%	0.0%	0.0%	0.0%	0.0%	24.3%	17.6%	22.2%	40.0%	15.8%	23.3%	46.7%	45.5%	27.3%
	100.0%	100.0%	33.3%	25.0%	25.0%	12.5%	4.2%	0.0%	0.0%	0.0%	0.0%	37.5%	12.5%	16.7%	33.3%	12.5%	58.3%	29.2%	41.7%	12.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	94 100.0% 100.0%	93 100.0% 98.9%	28 100.0% 29.8%	14 100.0% 14.9%	28 100.0% 29.8%	17 100.0% 18.1%	5 100.0% 5.3%	0 0.0% 0.0%	1 100.0% 1.1%	0 0.0% 0.0%	2 100.0% 2.1%	37 100.0% 39.4%	17 100.0% 18.1%	18 100.0% 19.1%	20 100.0% 21.3%	19 100.0% 20.2%	60 100.0% 63.8%	15 100.0% 16.0%	22 100.0% 23.4%	11 100.0% 11.7%
Low price	11 11.7% 100.0%	11 11.8% 100.0%	5 17.9% 45.5%	1 7.1% 9.1%	3 10.7% 27.3%	2 11.8% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 8.1% 27.3%	3 17.6% 27.3%	2 11.1% 18.2%	3 15.0% 27.3%	4 21.1% 36.4%	7 11.7% 63.6%	0 0.0% 0.0%	2 9.1% 18.2%	2 18.2% 18.2%
Smooth taste	47 50.0% 100.0%	47 50.5% 100.0%	18 64.3% 38.3%	6 42.9% 12.8%	15 53.6% 31.9%	6 35.3% 12.8%	2 40.0% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.1%	14 37.8% 29.8%	10 58.8% 21.3%	9 50.0% 19.1%	13 65.0% 27.7%	9 47.4% 19.1%	32 53.3% 68.1%	6 40.0% 12.8%	13 59.1% 27.7%	5 45.5% 10.6%
Good for special occasions	31 33.0% 100.0%	31 33.3% 100.0%	10 35.7% 32.3%	6 42.9% 19.4%	12 42.9% 38.7%	2 11.8% 6.5%	1 20.0% 3.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 6.5%	9 24.3% 29.0%	7 41.2% 22.6%	7 38.9% 22.6%	6 30.0% 19.4%	3 15.8% 9.7%	22 36.7% 71.0%	6 40.0% 19.4%	9 40.9% 29.0%	4 36.4% 12.9%
Recommended by friends	16 17.0% 100.0%	16 17.2% 100.0%	4 14.3% 25.0%	2 14.3% 12.5%	7 25.0% 43.8%	1 5.9% 6.3%	2 40.0% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 10.8% 25.0%	3 17.6% 18.8%	3 16.7% 18.8%	6 30.0% 37.5%	3 15.8% 18.8%	10 16.7% 62.5%	3 20.0% 18.8%	6 27.3% 37.5%	3 27.3% 18.8%
Good for a gift	42 44.7% 100.0%	41 44.1% 97.6%	14 50.0% 33.3%	9 64.3% 21.4%	13 46.4% 31.0%	4 23.5% 9.5%	1 20.0% 2.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.4%	13 35.1% 31.0%	9 52.9% 21.4%	8 44.4% 19.0%	11 55.0% 26.2%	9 47.4% 21.4%	25 41.7% 59.5%	8 53.3% 19.0%	16 72.7% 38.1%	3 27.3% 7.1%
Consistent quality	55 58.5% 100.0%	55 59.1% 100.0%	22 78.6% 40.0%	7 50.0% 12.7%	16 57.1% 29.1%	8 47.1% 14.5%	2 40.0% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 1.8%	17 45.9% 30.9%	12 70.6% 21.8%	10 55.6% 18.2%	15 75.0% 27.3%	6 31.6% 10.9%	40 66.7% 72.7%	9 60.0% 16.4%	15 68.2% 27.3%	6 54.5% 10.9%
Masculine	22 23.4% 100.0%	22 23.7% 100.0%	8 28.6% 36.4%	3 21.4% 13.6%	9 32.1% 40.9%	2 11.8% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 4.5%	5 13.5% 22.7%	3 17.6% 13.6%	5 27.8% 22.7%	8 40.0% 36.4%	3 15.8% 13.6%	15 25.0% 68.2%	4 26.7% 18.2%	7 31.8% 31.8%	3 27.3% 13.6%
Brand I trust	58 61.7% 100.0%	57 61.3% 98.3%	21 75.0% 36.2%	8 57.1% 13.8%	19 67.9% 32.8%	6 35.3% 10.3%	3 60.0% 5.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 1.7%	18 48.6% 31.0%	13 76.5% 22.4%	12 66.7% 20.7%	14 70.0% 24.1%	10 52.6% 17.2%	38 63.3% 65.5%	10 66.7% 17.2%	16 72.7% 27.6%	6 54.5% 10.3%
Well constructed	49 52.1% 100.0%	49 52.7% 100.0%	18 64.3% 36.7%	8 57.1% 16.3%	15 53.6% 30.6%	7 41.2% 14.3%	1 20.0% 2.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.0%	16 43.2% 32.7%	12 70.6% 24.5%	6 33.3% 12.2%	14 70.0% 28.6%	6 31.6% 12.2%	36 60.0% 73.5%	7 46.7% 14.3%	13 59.1% 26.5%	5 45.5% 10.2%
Strong taste	6 6.4% 100.0%	6 6.5% 100.0%	3 10.7% 50.0%	0 0.0% 0.0%	2 7.1% 33.3%	1 5.9% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 8.1% 50.0%	1 5.9% 16.7%	0 0.0% 0.0%	2 10.0% 33.3%	0 0.0% 0.0%	4 6.7% 66.7%	2 13.3% 33.3%	1 4.5% 16.7%	1 9.1% 16.7%
For serious smokers	34 36.2% 100.0%	34 36.6% 100.0%	15 53.6% 44.1%	5 35.7% 14.7%	12 42.9% 35.3%	2 11.8% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.9%	11 29.7% 32.4%	3 17.6% 8.8%	6 33.3% 17.6%	13 65.0% 38.2%	3 15.8% 8.8%	22 36.7% 64.7%	9 60.0% 26.5%	10 45.5% 29.4%	2 18.2% 5.9%
Popular	44 46.8% 100.0%	44 47.3% 100.0%	16 57.1% 36.4%	4 28.6% 9.1%	14 50.0% 31.8%	7 41.2% 15.9%	3 60.0% 6.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	18 48.6% 40.9%	8 47.1% 18.2%	5 27.8% 11.4%	13 65.0% 29.5%	9 47.4% 20.5%	29 48.3% 65.9%	6 40.0% 13.6%	13 59.1% 29.5%	7 63.6% 15.9%
Easy to smoke	46 48.9% 100.0%	46 49.5% 100.0%	15 53.6% 32.6%	9 64.3% 19.6%	15 53.6% 32.6%	5 29.4% 10.9%	2 40.0% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 4.3%	14 37.8% 30.4%	8 47.1% 17.4%	9 50.0% 19.6%	13 65.0% 28.3%	7 36.8% 15.2%	30 50.0% 65.2%	9 60.0% 19.6%	13 59.1% 28.3%	4 36.4% 8.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	94	93	28	14	28	17	5	0	1	0	2	37	17	18	20	19	60	15	22	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.9%	29.8%	14.9%	29.8%	18.1%	5.3%	0.0%	1.1%	0.0%	2.1%	39.4%	18.1%	19.1%	21.3%	20.2%	63.8%	16.0%	23.4%	11.7%
Easy draw	45	45	16	9	13	5	2	0	0	0	2	15	7	8	13	8	28	9	15	4
	47.9%	48.4%	57.1%	64.3%	46.4%	29.4%	40.0%	0.0%	0.0%	0.0%	100.0%	40.5%	41.2%	44.4%	65.0%	42.1%	46.7%	60.0%	68.2%	36.4%
	100.0%	100.0%	35.6%	20.0%	28.9%	11.1%	4.4%	0.0%	0.0%	0.0%	4.4%	33.3%	15.6%	17.8%	28.9%	17.8%	62.2%	20.0%	33.3%	8.9%
No answer	5	5	0	0	2	3	0	0	0	0	0	4	0	0	1	3	1	1	0	1
	5.3%	5.4%	0.0%	0.0%	7.1%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	0.0%	5.0%	15.8%	1.7%	6.7%	0.0%	9.1%
	100.0%	100.0%	0.0%	0.0%	40.0%	60.0%	0.0%	0.0%	0.0%	0.0%	0.0%	80.0%	0.0%	0.0%	20.0%	60.0%	20.0%	20.0%	0.0%	20.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	31	31	16	6	2	4	1	0	1	1	1	11	6	9	4	2	19	10	11	4
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	51.6%	19.4%	6.5%	12.9%	3.2%	0.0%	3.2%	3.2%	3.2%	35.5%	19.4%	29.0%	12.9%	6.5%	61.3%	32.3%	35.5%	12.9%
Hoyo de Monterrey																				
Casual	6	6	2	1	0	2	0	0	0	1	1	2	1	2	0	0	5	1	1	0
	19.4%	19.4%	12.5%	16.7%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%	100.0%	18.2%	16.7%	22.2%	0.0%	0.0%	26.3%	10.0%	9.1%	0.0%
	100.0%	100.0%	33.3%	16.7%	0.0%	33.3%	0.0%	0.0%	0.0%	16.7%	16.7%	33.3%	16.7%	33.3%	0.0%	0.0%	83.3%	16.7%	16.7%	0.0%
Individualistic	5	5	2	1	0	1	0	0	0	1	1	2	0	2	0	0	3	2	2	0
	16.1%	16.1%	12.5%	16.7%	0.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	18.2%	0.0%	22.2%	0.0%	0.0%	15.8%	20.0%	18.2%	0.0%
	100.0%	100.0%	40.0%	20.0%	0.0%	20.0%	0.0%	0.0%	0.0%	20.0%	20.0%	40.0%	0.0%	40.0%	0.0%	0.0%	60.0%	40.0%	40.0%	0.0%
Mild taste	6	6	1	1	1	2	0	0	0	1	1	1	0	4	0	0	5	1	1	0
	19.4%	19.4%	6.3%	16.7%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%	100.0%	9.1%	0.0%	44.4%	0.0%	0.0%	26.3%	10.0%	9.1%	0.0%
	100.0%	100.0%	16.7%	16.7%	16.7%	33.3%	0.0%	0.0%	0.0%	16.7%	16.7%	16.7%	0.0%	66.7%	0.0%	0.0%	83.3%	16.7%	16.7%	0.0%
High quality	15	15	9	1	1	2	0	0	1	1	1	5	3	4	2	0	11	4	5	1
	48.4%	48.4%	56.3%	16.7%	50.0%	50.0%	0.0%	0.0%	100.0%	100.0%	100.0%	45.5%	50.0%	44.4%	50.0%	0.0%	57.9%	40.0%	45.5%	25.0%
	100.0%	100.0%	60.0%	6.7%	6.7%	13.3%	0.0%	0.0%	6.7%	6.7%	6.7%	33.3%	20.0%	26.7%	13.3%	0.0%	73.3%	26.7%	33.3%	6.7%
Smart choice	10	10	5	1	1	2	0	0	0	1	1	2	2	4	1	1	7	2	4	0
	32.3%	32.3%	31.3%	16.7%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%	100.0%	18.2%	33.3%	44.4%	25.0%	50.0%	36.8%	20.0%	36.4%	0.0%
	100.0%	100.0%	50.0%	10.0%	10.0%	20.0%	0.0%	0.0%	0.0%	10.0%	10.0%	20.0%	20.0%	40.0%	10.0%	10.0%	70.0%	20.0%	40.0%	0.0%
Refined taste	5	5	4	0	0	0	0	0	0	1	1	1	2	1	0	0	5	0	1	0
	16.1%	16.1%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	9.1%	33.3%	11.1%	0.0%	0.0%	26.3%	0.0%	9.1%	0.0%
	100.0%	100.0%	80.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	20.0%	20.0%	40.0%	20.0%	0.0%	0.0%	100.0%	0.0%	20.0%	0.0%
Recommended by tobacconists	8	8	5	1	0	1	0	0	0	1	1	3	0	3	1	0	5	3	4	0
	25.8%	25.8%	31.3%	16.7%	0.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	27.3%	0.0%	33.3%	25.0%	0.0%	26.3%	30.0%	36.4%	0.0%
	100.0%	100.0%	62.5%	12.5%	0.0%	12.5%	0.0%	0.0%	0.0%	12.5%	12.5%	37.5%	0.0%	37.5%	12.5%	0.0%	62.5%	37.5%	50.0%	0.0%
Attractive packaging	6	6	4	0	0	1	0	0	0	1	1	2	1	1	1	1	4	1	3	0
	19.4%	19.4%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	18.2%	16.7%	11.1%	25.0%	50.0%	21.1%	10.0%	27.3%	0.0%
	100.0%	100.0%	66.7%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	16.7%	16.7%	33.3%	16.7%	16.7%	16.7%	16.7%	66.7%	16.7%	50.0%	0.0%
Sophisticated	5	5	3	0	0	0	1	0	0	1	1	1	2	1	0	1	3	1	1	1
	16.1%	16.1%	18.8%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%	9.1%	33.3%	11.1%	0.0%	50.0%	15.8%	10.0%	9.1%	25.0%
	100.0%	100.0%	60.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	20.0%	20.0%	20.0%	40.0%	20.0%	0.0%	20.0%	60.0%	20.0%	20.0%	20.0%
Innovative	1	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	1	0	0	0
	3.2%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Trendy	2	2	0	1	0	0	0	0	0	1	1	1	0	0	0	0	1	1	1	0
	6.5%	6.5%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	9.1%	0.0%	0.0%	0.0%	0.0%	5.3%	10.0%	9.1%	0.0%
	100.0%	100.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%
Prestigious	3	3	1	0	0	0	1	0	0	1	1	1	1	0	0	1	2	0	1	1
	9.7%	9.7%	6.3%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%	9.1%	16.7%	0.0%	0.0%	50.0%	10.5%	0.0%	9.1%	25.0%
	100.0%	100.0%	33.3%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	33.3%	33.3%	33.3%	33.3%	0.0%	0.0%	33.3%	66.7%	0.0%	33.3%	33.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	31	31	16	6	2	4	1	0	1	1	1	11	6	9	4	2	19	10	11	4
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	51.6%	19.4%	6.5%	12.9%	3.2%	0.0%	3.2%	3.2%	3.2%	35.5%	19.4%	29.0%	12.9%	6.5%	61.3%	32.3%	35.5%	12.9%
Sporty	2	2	0	0	0	1	0	0	0	1	1	1	0	0	0	0	2	0	0	0
	6.5%	6.5%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	9.1%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Reliable	11	11	8	0	1	1	0	0	0	1	1	2	2	5	1	0	9	2	3	0
	35.5%	35.5%	50.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	18.2%	33.3%	55.6%	25.0%	0.0%	47.4%	20.0%	27.3%	0.0%
	100.0%	100.0%	72.7%	0.0%	9.1%	9.1%	0.0%	0.0%	0.0%	9.1%	9.1%	18.2%	18.2%	45.5%	9.1%	0.0%	81.8%	18.2%	27.3%	0.0%
Recommended by magazine	7	7	5	1	0	0	0	0	0	1	1	3	2	1	0	0	4	3	4	0
	22.6%	22.6%	31.3%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	27.3%	33.3%	11.1%	0.0%	0.0%	21.1%	30.0%	36.4%	0.0%
	100.0%	100.0%	71.4%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	14.3%	42.9%	28.6%	14.3%	0.0%	0.0%	57.1%	42.9%	57.1%	0.0%
Great taste	17	17	11	1	1	2	0	0	1	1	1	5	3	5	3	1	12	4	7	1
	54.8%	54.8%	68.8%	16.7%	50.0%	50.0%	0.0%	0.0%	100.0%	100.0%	100.0%	45.5%	50.0%	55.6%	75.0%	50.0%	63.2%	40.0%	63.6%	25.0%
	100.0%	100.0%	64.7%	5.9%	5.9%	11.8%	0.0%	0.0%	5.9%	5.9%	5.9%	29.4%	17.6%	29.4%	17.6%	5.9%	70.6%	23.5%	41.2%	5.9%
Good value	13	13	8	1	1	1	1	0	0	1	1	3	4	4	1	1	9	3	3	2
	41.9%	41.9%	50.0%	16.7%	50.0%	25.0%	100.0%	0.0%	0.0%	100.0%	100.0%	27.3%	66.7%	44.4%	25.0%	50.0%	47.4%	30.0%	27.3%	50.0%
	100.0%	100.0%	61.5%	7.7%	7.7%	7.7%	7.7%	0.0%	0.0%	7.7%	7.7%	23.1%	30.8%	30.8%	7.7%	7.7%	69.2%	23.1%	23.1%	15.4%
For social smokers	7	7	4	1	1	0	0	0	0	1	1	2	1	3	0	0	6	1	2	0
	22.6%	22.6%	25.0%	16.7%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	18.2%	16.7%	33.3%	0.0%	0.0%	31.6%	10.0%	18.2%	0.0%
	100.0%	100.0%	57.1%	14.3%	14.3%	0.0%	0.0%	0.0%	0.0%	14.3%	14.3%	28.6%	14.3%	42.9%	0.0%	0.0%	85.7%	14.3%	28.6%	0.0%
Good for everyday	10	10	7	0	1	1	0	0	0	1	1	3	2	3	1	0	9	1	2	1
	32.3%	32.3%	43.8%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	27.3%	33.3%	33.3%	25.0%	0.0%	47.4%	10.0%	18.2%	25.0%
	100.0%	100.0%	70.0%	0.0%	10.0%	10.0%	0.0%	0.0%	0.0%	10.0%	10.0%	30.0%	20.0%	30.0%	10.0%	0.0%	90.0%	10.0%	20.0%	10.0%
Fresh	18	18	11	1	1	3	1	0	0	1	1	4	4	7	2	2	13	3	6	1
	58.1%	58.1%	68.8%	16.7%	50.0%	75.0%	100.0%	0.0%	0.0%	100.0%	100.0%	36.4%	66.7%	77.8%	50.0%	100.0%	68.4%	30.0%	54.5%	25.0%
	100.0%	100.0%	61.1%	5.6%	5.6%	16.7%	5.6%	0.0%	0.0%	5.6%	5.6%	22.2%	22.2%	38.9%	11.1%	11.1%	72.2%	16.7%	33.3%	5.6%
Good for relaxing	19	19	12	1	1	3	1	0	0	1	1	6	4	6	2	1	15	3	5	2
	61.3%	61.3%	75.0%	16.7%	50.0%	75.0%	100.0%	0.0%	0.0%	100.0%	100.0%	54.5%	66.7%	66.7%	50.0%	50.0%	78.9%	30.0%	45.5%	50.0%
	100.0%	100.0%	63.2%	5.3%	5.3%	15.8%	5.3%	0.0%	0.0%	5.3%	5.3%	31.6%	21.1%	31.6%	10.5%	5.3%	78.9%	15.8%	26.3%	10.5%
Easy to find/widely available	15	15	9	1	1	3	0	0	0	1	1	3	2	7	2	1	12	2	5	0
	48.4%	48.4%	56.3%	16.7%	50.0%	75.0%	0.0%	0.0%	0.0%	100.0%	100.0%	27.3%	33.3%	77.8%	50.0%	50.0%	63.2%	20.0%	45.5%	0.0%
	100.0%	100.0%	60.0%	6.7%	6.7%	20.0%	0.0%	0.0%	0.0%	6.7%	6.7%	20.0%	13.3%	46.7%	13.3%	6.7%	80.0%	13.3%	33.3%	0.0%
Full flavored	12	12	10	1	0	0	0	0	0	1	1	5	1	2	3	0	9	3	6	1
	38.7%	38.7%	62.5%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	45.5%	16.7%	22.2%	75.0%	0.0%	47.4%	30.0%	54.5%	25.0%
	100.0%	100.0%	83.3%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	8.3%	41.7%	8.3%	16.7%	25.0%	0.0%	75.0%	25.0%	50.0%	8.3%
Medium taste	9	9	6	1	0	1	0	0	0	1	1	3	1	2	2	0	7	2	4	0
	29.0%	29.0%	37.5%	16.7%	0.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	27.3%	16.7%	22.2%	50.0%	0.0%	36.8%	20.0%	36.4%	0.0%
	100.0%	100.0%	66.7%	11.1%	0.0%	11.1%	0.0%	0.0%	0.0%	11.1%	11.1%	33.3%	11.1%	22.2%	22.2%	0.0%	77.8%	22.2%	44.4%	0.0%
Good as a reward	7	7	5	0	0	1	0	0	0	1	1	2	1	3	0	0	6	1	2	0
	22.6%	22.6%	31.3%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	18.2%	16.7%	33.3%	0.0%	0.0%	31.6%	10.0%	18.2%	0.0%
	100.0%	100.0%	71.4%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	14.3%	14.3%	28.6%	14.3%	42.9%	0.0%	0.0%	85.7%	14.3%	28.6%	0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	31	31	16	6	2	4	1	0	1	1	1	11	6	9	4	2	19	10	11	4
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	51.6%	19.4%	6.5%	12.9%	3.2%	0.0%	3.2%	3.2%	3.2%	35.5%	19.4%	29.0%	12.9%	6.5%	61.3%	32.3%	35.5%	12.9%
Low price	8	8	6	1	0	0	0	0	0	1	1	3	1	3	0	0	6	2	2	1
	25.8%	25.8%	37.5%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	27.3%	16.7%	33.3%	0.0%	0.0%	31.6%	20.0%	18.2%	25.0%
	100.0%	100.0%	75.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	12.5%	37.5%	12.5%	37.5%	0.0%	0.0%	75.0%	25.0%	25.0%	12.5%
Smooth taste	12	12	8	1	1	1	0	0	0	1	1	3	2	4	2	1	9	2	5	0
	38.7%	38.7%	50.0%	16.7%	50.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	27.3%	33.3%	44.4%	50.0%	50.0%	47.4%	20.0%	45.5%	0.0%
	100.0%	100.0%	66.7%	8.3%	8.3%	8.3%	0.0%	0.0%	0.0%	8.3%	8.3%	25.0%	16.7%	33.3%	16.7%	8.3%	75.0%	16.7%	41.7%	0.0%
Good for special occasions	9	9	6	0	1	1	0	0	0	1	1	3	1	4	0	0	7	2	3	0
	29.0%	29.0%	37.5%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	27.3%	16.7%	44.4%	0.0%	0.0%	36.8%	20.0%	27.3%	0.0%
	100.0%	100.0%	66.7%	0.0%	11.1%	11.1%	0.0%	0.0%	0.0%	11.1%	11.1%	33.3%	11.1%	44.4%	0.0%	0.0%	77.8%	22.2%	33.3%	0.0%
Recommended by friends	5	5	2	0	1	1	0	0	0	1	1	1	0	3	0	0	5	0	1	0
	16.1%	16.1%	12.5%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	100.0%	100.0%	9.1%	0.0%	33.3%	0.0%	0.0%	26.3%	0.0%	9.1%	0.0%
	100.0%	100.0%	40.0%	0.0%	20.0%	20.0%	0.0%	0.0%	0.0%	20.0%	20.0%	20.0%	0.0%	60.0%	0.0%	0.0%	100.0%	0.0%	20.0%	0.0%
Good for a gift	10	10	6	0	1	1	1	0	0	1	1	3	3	3	0	1	7	2	3	1
	32.3%	32.3%	37.5%	0.0%	50.0%	25.0%	100.0%	0.0%	0.0%	100.0%	100.0%	27.3%	50.0%	33.3%	0.0%	50.0%	36.8%	20.0%	27.3%	25.0%
	100.0%	100.0%	60.0%	0.0%	10.0%	10.0%	10.0%	0.0%	0.0%	10.0%	10.0%	30.0%	30.0%	30.0%	0.0%	10.0%	70.0%	20.0%	30.0%	10.0%
Consistent quality	18	18	9	2	1	3	1	0	1	1	1	5	3	7	2	2	13	3	5	3
	58.1%	58.1%	56.3%	33.3%	50.0%	75.0%	100.0%	0.0%	100.0%	100.0%	100.0%	45.5%	50.0%	77.8%	50.0%	100.0%	68.4%	30.0%	45.5%	75.0%
	100.0%	100.0%	50.0%	11.1%	5.6%	16.7%	5.6%	0.0%	5.6%	5.6%	5.6%	27.8%	16.7%	38.9%	11.1%	11.1%	72.2%	16.7%	27.8%	16.7%
Masculine	6	6	5	0	0	0	0	0	0	1	1	1	0	3	1	0	5	1	1	0
	19.4%	19.4%	31.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	9.1%	0.0%	33.3%	25.0%	0.0%	26.3%	10.0%	9.1%	0.0%
	100.0%	100.0%	83.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	16.7%	16.7%	0.0%	50.0%	16.7%	0.0%	83.3%	16.7%	16.7%	0.0%
Brand I trust	13	13	8	1	1	1	0	0	1	1	1	5	2	3	2	0	10	3	4	2
	41.9%	41.9%	50.0%	16.7%	50.0%	25.0%	0.0%	0.0%	100.0%	100.0%	100.0%	45.5%	33.3%	33.3%	50.0%	0.0%	52.6%	30.0%	36.4%	50.0%
	100.0%	100.0%	61.5%	7.7%	7.7%	7.7%	0.0%	0.0%	7.7%	7.7%	7.7%	38.5%	15.4%	23.1%	15.4%	0.0%	76.9%	23.1%	30.8%	15.4%
Well constructed	15	15	10	2	0	2	0	0	0	1	1	5	2	5	2	1	9	5	7	0
	48.4%	48.4%	62.5%	33.3%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%	100.0%	45.5%	33.3%	55.6%	50.0%	50.0%	47.4%	50.0%	63.6%	0.0%
	100.0%	100.0%	66.7%	13.3%	0.0%	13.3%	0.0%	0.0%	0.0%	6.7%	6.7%	33.3%	13.3%	33.3%	13.3%	6.7%	60.0%	33.3%	46.7%	0.0%
Strong taste	6	6	3	1	0	0	0	0	1	1	1	3	1	0	1	0	2	4	3	1
	19.4%	19.4%	18.8%	16.7%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	27.3%	16.7%	0.0%	25.0%	0.0%	10.5%	40.0%	27.3%	25.0%
	100.0%	100.0%	50.0%	16.7%	0.0%	0.0%	0.0%	0.0%	16.7%	16.7%	16.7%	50.0%	16.7%	0.0%	16.7%	0.0%	33.3%	66.7%	50.0%	16.7%
For serious smokers	11	11	10	0	0	0	0	0	0	1	1	2	4	2	2	0	9	2	4	0
	35.5%	35.5%	62.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	18.2%	66.7%	22.2%	50.0%	0.0%	47.4%	20.0%	36.4%	0.0%
	100.0%	100.0%	90.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	9.1%	18.2%	36.4%	18.2%	18.2%	0.0%	81.8%	18.2%	36.4%	0.0%
Popular	9	9	7	1	0	0	0	0	0	1	1	3	1	0	4	0	7	2	4	1
	29.0%	29.0%	43.8%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	27.3%	16.7%	0.0%	100.0%	0.0%	36.8%	20.0%	36.4%	25.0%
	100.0%	100.0%	77.8%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	11.1%	33.3%	11.1%	0.0%	44.4%	0.0%	77.8%	22.2%	44.4%	11.1%
Easy to smoke	16	16	10	2	1	2	0	0	0	1	1	5	3	5	2	1	11	4	7	0
	51.6%	51.6%	62.5%	33.3%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%	100.0%	45.5%	50.0%	55.6%	50.0%	50.0%	57.9%	40.0%	63.6%	0.0%
	100.0%	100.0%	62.5%	12.5%	6.3%	12.5%	0.0%	0.0%	0.0%	6.3%	6.3%	31.3%	18.8%	31.3%	12.5%	6.3%	68.8%	25.0%	43.8%	0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	31	31	16	6	2	4	1	0	1	1	1	11	6	9	4	2	19	10	11	4
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	51.6%	19.4%	6.5%	12.9%	3.2%	0.0%	3.2%	3.2%	3.2%	35.5%	19.4%	29.0%	12.9%	6.5%	61.3%	32.3%	35.5%	12.9%
Easy draw	19	19	13	2	1	2	0	0	0	1	1	5	3	7	3	1	13	5	9	0
	61.3%	61.3%	81.3%	33.3%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%	100.0%	45.5%	50.0%	77.8%	75.0%	50.0%	68.4%	50.0%	81.8%	0.0%
	100.0%	100.0%	68.4%	10.5%	5.3%	10.5%	0.0%	0.0%	0.0%	5.3%	5.3%	26.3%	15.8%	36.8%	15.8%	5.3%	68.4%	26.3%	47.4%	0.0%
No answer	1	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
	3.2%	3.2%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	45	45	19	10	7	6	0	2	1	0	2	14	8	10	11	9	24	11	17	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	42.2%	22.2%	15.6%	13.3%	0.0%	4.4%	2.2%	0.0%	4.4%	31.1%	17.8%	22.2%	24.4%	20.0%	53.3%	24.4%	37.8%	13.3%
Hoyo de Monterrey Excalibur																				
Casual	4	4	1	2	0	1	0	0	0	0	0	2	1	1	0	1	2	0	0	1
	8.9%	8.9%	5.3%	20.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	12.5%	10.0%	0.0%	11.1%	8.3%	0.0%	0.0%	16.7%
	100.0%	100.0%	25.0%	50.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	25.0%	25.0%	0.0%	25.0%	50.0%	0.0%	0.0%	25.0%
Individualistic	8	8	3	2	2	1	0	0	0	0	0	2	2	3	1	1	5	1	2	0
	17.8%	17.8%	15.8%	20.0%	28.6%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	25.0%	30.0%	9.1%	11.1%	20.8%	9.1%	11.8%	0.0%
	100.0%	100.0%	37.5%	25.0%	25.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%	37.5%	12.5%	12.5%	62.5%	12.5%	25.0%	0.0%
Mild taste	9	9	2	3	1	2	0	1	0	0	1	2	2	1	3	4	4	0	1	2
	20.0%	20.0%	10.5%	30.0%	14.3%	33.3%	0.0%	50.0%	0.0%	0.0%	50.0%	14.3%	25.0%	10.0%	27.3%	44.4%	16.7%	0.0%	5.9%	33.3%
	100.0%	100.0%	22.2%	33.3%	11.1%	22.2%	0.0%	11.1%	0.0%	0.0%	11.1%	22.2%	22.2%	11.1%	33.3%	44.4%	44.4%	0.0%	11.1%	22.2%
High quality	22	22	10	2	7	1	0	1	1	0	1	4	4	6	7	5	13	3	8	4
	48.9%	48.9%	52.6%	20.0%	100.0%	16.7%	0.0%	50.0%	100.0%	0.0%	50.0%	28.6%	50.0%	60.0%	63.6%	55.6%	54.2%	27.3%	47.1%	66.7%
	100.0%	100.0%	45.5%	9.1%	31.8%	4.5%	0.0%	4.5%	4.5%	0.0%	4.5%	18.2%	18.2%	27.3%	31.8%	22.7%	59.1%	13.6%	36.4%	18.2%
Smart choice	13	13	4	3	4	1	0	1	0	0	1	3	1	4	4	2	9	1	6	1
	28.9%	28.9%	21.1%	30.0%	57.1%	16.7%	0.0%	50.0%	0.0%	0.0%	50.0%	21.4%	12.5%	40.0%	36.4%	22.2%	37.5%	9.1%	35.3%	16.7%
	100.0%	100.0%	30.8%	23.1%	30.8%	7.7%	0.0%	7.7%	0.0%	0.0%	7.7%	23.1%	7.7%	30.8%	30.8%	15.4%	69.2%	7.7%	46.2%	7.7%
Refined taste	17	17	6	2	5	2	0	1	1	0	1	2	6	6	2	6	8	2	3	5
	37.8%	37.8%	31.6%	20.0%	71.4%	33.3%	0.0%	50.0%	100.0%	0.0%	50.0%	14.3%	75.0%	60.0%	18.2%	66.7%	33.3%	18.2%	17.6%	83.3%
	100.0%	100.0%	35.3%	11.8%	29.4%	11.8%	0.0%	5.9%	5.9%	0.0%	5.9%	11.8%	35.3%	35.3%	11.8%	35.3%	47.1%	11.8%	17.6%	29.4%
Recommended by tobacconists	17	17	8	2	4	2	0	0	1	0	1	6	3	5	2	4	9	3	7	4
	37.8%	37.8%	42.1%	20.0%	57.1%	33.3%	0.0%	0.0%	100.0%	0.0%	50.0%	42.9%	37.5%	50.0%	18.2%	44.4%	37.5%	27.3%	41.2%	66.7%
	100.0%	100.0%	47.1%	11.8%	23.5%	11.8%	0.0%	0.0%	5.9%	0.0%	5.9%	35.3%	17.6%	29.4%	11.8%	23.5%	52.9%	17.6%	41.2%	23.5%
Attractive packaging	7	7	3	1	1	2	0	0	0	0	1	0	1	3	2	1	5	0	0	1
	15.6%	15.6%	15.8%	10.0%	14.3%	33.3%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	12.5%	30.0%	18.2%	11.1%	20.8%	0.0%	0.0%	16.7%
	100.0%	100.0%	42.9%	14.3%	14.3%	28.6%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	14.3%	42.9%	28.6%	14.3%	71.4%	0.0%	0.0%	14.3%
Sophisticated	7	7	3	1	1	1	0	0	1	0	0	2	2	3	0	2	4	0	1	1
	15.6%	15.6%	15.8%	10.0%	14.3%	16.7%	0.0%	0.0%	100.0%	0.0%	0.0%	14.3%	25.0%	30.0%	0.0%	22.2%	16.7%	0.0%	5.9%	16.7%
	100.0%	100.0%	42.9%	14.3%	14.3%	14.3%	0.0%	0.0%	14.3%	0.0%	0.0%	28.6%	28.6%	42.9%	0.0%	28.6%	57.1%	0.0%	14.3%	14.3%
Innovative	3	3	1	1	0	1	0	0	0	0	0	0	2	1	0	0	2	0	0	0
	6.7%	6.7%	5.3%	10.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	10.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%
	100.0%	100.0%	33.3%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%	33.3%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%
Trendy	2	2	1	1	0	0	0	0	0	0	0	1	1	0	0	0	1	0	1	0
	4.4%	4.4%	5.3%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	12.5%	0.0%	0.0%	0.0%	4.2%	0.0%	5.9%	0.0%
	100.0%	100.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%
Prestigious	9	9	5	2	1	1	0	0	0	0	0	2	2	4	1	2	4	2	4	0
	20.0%	20.0%	26.3%	20.0%	14.3%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	25.0%	40.0%	9.1%	22.2%	16.7%	18.2%	23.5%	0.0%
	100.0%	100.0%	55.6%	22.2%	11.1%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	22.2%	44.4%	11.1%	22.2%	44.4%	22.2%	44.4%	0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	45 100.0% 100.0%	45 100.0% 100.0%	19 100.0% 42.2%	10 100.0% 22.2%	7 100.0% 15.6%	6 100.0% 13.3%	0 0.0% 0.0%	2 100.0% 4.4%	1 100.0% 2.2%	0 0.0% 0.0%	2 100.0% 4.4%	14 100.0% 31.1%	8 100.0% 17.8%	10 100.0% 22.2%	11 100.0% 24.4%	9 100.0% 20.0%	24 100.0% 53.3%	11 100.0% 24.4%	17 100.0% 37.8%	6 100.0% 13.3%
Sporty	3 6.7% 100.0%	3 6.7% 100.0%	2 10.5% 66.7%	1 10.0% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 25.0% 66.7%	1 10.0% 33.3%	0 0.0% 0.0%	1 11.1% 33.3%	0 0.0% 0.0%	1 9.1% 33.3%	1 5.9% 33.3%	0 0.0% 0.0%
Reliable	15 33.3% 100.0%	15 33.3% 100.0%	8 42.1% 53.3%	1 10.0% 6.7%	3 42.9% 20.0%	2 33.3% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 100.0% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	3 21.4% 20.0%	3 37.5% 20.0%	4 40.0% 26.7%	5 45.5% 33.3%	3 33.3% 20.0%	8 33.3% 53.3%	3 27.3% 20.0%	7 41.2% 46.7%	2 33.3% 13.3%
Recommended by magazine	5 11.1% 100.0%	5 11.1% 100.0%	2 10.5% 40.0%	1 10.0% 20.0%	2 28.6% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 25.0% 40.0%	2 20.0% 40.0%	1 9.1% 20.0%	1 11.1% 20.0%	2 8.3% 40.0%	1 9.1% 20.0%	2 11.8% 40.0%	1 16.7% 20.0%
Great taste	27 60.0% 100.0%	27 60.0% 100.0%	10 52.6% 37.0%	4 40.0% 14.8%	7 100.0% 25.9%	4 66.7% 14.8%	0 0.0% 0.0%	1 50.0% 3.7%	1 100.0% 3.7%	0 0.0% 0.0%	1 50.0% 3.7%	7 50.0% 25.9%	4 50.0% 14.8%	5 50.0% 18.5%	10 90.9% 37.0%	6 66.7% 22.2%	18 75.0% 66.7%	2 18.2% 7.4%	9 52.9% 33.3%	5 83.3% 18.5%
Good value	14 31.1% 100.0%	14 31.1% 100.0%	6 31.6% 42.9%	3 30.0% 21.4%	4 57.1% 28.6%	1 16.7% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 7.1%	3 21.4% 21.4%	2 25.0% 14.3%	6 60.0% 42.9%	2 18.2% 14.3%	3 33.3% 21.4%	6 25.0% 42.9%	4 36.4% 28.6%	6 35.3% 42.9%	2 33.3% 14.3%
For social smokers	10 22.2% 100.0%	10 22.2% 100.0%	3 15.8% 30.0%	3 30.0% 30.0%	3 42.9% 30.0%	1 16.7% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 37.5% 30.0%	5 50.0% 50.0%	2 18.2% 20.0%	4 44.4% 40.0%	4 16.7% 40.0%	1 9.1% 10.0%	3 17.6% 30.0%	2 33.3% 20.0%
Good for everyday	9 20.0% 100.0%	9 20.0% 100.0%	3 15.8% 33.3%	3 30.0% 33.3%	2 28.6% 22.2%	1 16.7% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 21.4% 33.3%	2 25.0% 22.2%	2 20.0% 22.2%	2 18.2% 22.2%	1 11.1% 11.1%	5 20.8% 55.6%	2 18.2% 22.2%	4 23.5% 44.4%	0 0.0% 0.0%
Fresh	20 44.4% 100.0%	20 44.4% 100.0%	9 47.4% 45.0%	3 30.0% 15.0%	4 57.1% 20.0%	3 50.0% 15.0%	0 0.0% 0.0%	1 50.0% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 35.7% 25.0%	4 50.0% 20.0%	5 50.0% 25.0%	6 54.5% 30.0%	6 66.7% 30.0%	11 45.8% 55.0%	2 18.2% 10.0%	4 23.5% 20.0%	3 50.0% 15.0%
Good for relaxing	26 57.8% 100.0%	26 57.8% 100.0%	11 57.9% 42.3%	4 40.0% 15.4%	6 85.7% 23.1%	3 50.0% 11.5%	0 0.0% 0.0%	1 50.0% 3.8%	1 100.0% 3.8%	0 0.0% 0.0%	1 50.0% 3.8%	7 50.0% 26.9%	3 37.5% 11.5%	7 70.0% 26.9%	8 72.7% 30.8%	6 66.7% 23.1%	14 58.3% 53.8%	5 45.5% 19.2%	10 58.8% 38.5%	5 83.3% 19.2%
Easy to find/widely available	20 44.4% 100.0%	20 44.4% 100.0%	10 52.6% 50.0%	4 40.0% 20.0%	4 57.1% 20.0%	2 33.3% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 5.0%	5 35.7% 25.0%	2 25.0% 10.0%	6 60.0% 30.0%	6 54.5% 30.0%	2 22.2% 10.0%	12 50.0% 60.0%	5 45.5% 25.0%	10 58.8% 50.0%	3 50.0% 15.0%
Full flavored	19 42.2% 100.0%	19 42.2% 100.0%	9 47.4% 47.4%	4 40.0% 21.1%	2 28.6% 10.5%	2 33.3% 10.5%	0 0.0% 0.0%	1 50.0% 5.3%	1 100.0% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	5 35.7% 26.3%	4 50.0% 21.1%	4 40.0% 21.1%	6 54.5% 31.6%	3 33.3% 15.8%	12 50.0% 63.2%	3 27.3% 15.8%	7 41.2% 36.8%	2 33.3% 10.5%
Medium taste	9 20.0% 100.0%	9 20.0% 100.0%	6 31.6% 66.7%	1 10.0% 11.1%	2 28.6% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 11.1%	1 7.1% 11.1%	1 12.5% 11.1%	3 30.0% 33.3%	3 27.3% 33.3%	2 22.2% 22.2%	5 20.8% 55.6%	1 9.1% 11.1%	2 11.8% 22.2%	2 33.3% 22.2%
Good as a reward	16 35.6% 100.0%	16 35.6% 100.0%	6 31.6% 37.5%	3 30.0% 18.8%	6 85.7% 37.5%	1 16.7% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 6.3%	2 14.3% 12.5%	3 37.5% 18.8%	6 60.0% 37.5%	4 36.4% 25.0%	4 44.4% 25.0%	10 41.7% 62.5%	1 9.1% 6.3%	7 41.2% 43.8%	3 50.0% 18.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	45	45	19	10	7	6	0	2	1	0	2	14	8	10	11	9	24	11	17	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	42.2%	22.2%	15.6%	13.3%	0.0%	4.4%	2.2%	0.0%	4.4%	31.1%	17.8%	22.2%	24.4%	20.0%	53.3%	24.4%	37.8%	13.3%
Low price	6	6	2	3	0	1	0	0	0	0	0	3	1	1	1	2	1	2	1	0
	13.3%	13.3%	10.5%	30.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	21.4%	12.5%	10.0%	9.1%	22.2%	4.2%	18.2%	5.9%	0.0%
	100.0%	100.0%	33.3%	50.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	16.7%	16.7%	16.7%	33.3%	16.7%	33.3%	16.7%	0.0%
Smooth taste	24	24	12	5	4	2	0	1	0	0	1	4	4	7	8	6	14	3	7	3
	53.3%	53.3%	63.2%	50.0%	57.1%	33.3%	0.0%	50.0%	0.0%	0.0%	50.0%	28.6%	50.0%	70.0%	72.7%	66.7%	58.3%	27.3%	41.2%	50.0%
	100.0%	100.0%	50.0%	20.8%	16.7%	8.3%	0.0%	4.2%	0.0%	0.0%	4.2%	16.7%	16.7%	29.2%	33.3%	25.0%	58.3%	12.5%	29.2%	12.5%
Good for special occasions	16	16	6	2	5	2	0	1	0	0	0	5	2	5	4	3	9	3	6	3
	35.6%	35.6%	31.6%	20.0%	71.4%	33.3%	0.0%	50.0%	0.0%	0.0%	0.0%	35.7%	25.0%	50.0%	36.4%	33.3%	37.5%	27.3%	35.3%	50.0%
	100.0%	100.0%	37.5%	12.5%	31.3%	12.5%	0.0%	6.3%	0.0%	0.0%	0.0%	31.3%	12.5%	31.3%	25.0%	18.8%	56.3%	18.8%	37.5%	18.8%
Recommended by friends	9	9	4	2	3	0	0	0	0	0	0	3	2	2	2	4	4	0	2	2
	20.0%	20.0%	21.1%	20.0%	42.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.4%	25.0%	20.0%	18.2%	44.4%	16.7%	0.0%	11.8%	33.3%
	100.0%	100.0%	44.4%	22.2%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	22.2%	22.2%	22.2%	44.4%	44.4%	0.0%	22.2%	22.2%
Good for a gift	21	21	10	2	7	1	0	0	1	0	1	6	4	4	6	5	12	3	8	4
	46.7%	46.7%	52.6%	20.0%	100.0%	16.7%	0.0%	0.0%	100.0%	0.0%	50.0%	42.9%	50.0%	40.0%	54.5%	55.6%	50.0%	27.3%	47.1%	66.7%
	100.0%	100.0%	47.6%	9.5%	33.3%	4.8%	0.0%	0.0%	4.8%	0.0%	4.8%	28.6%	19.0%	19.0%	28.6%	23.8%	57.1%	14.3%	38.1%	19.0%
Consistent quality	25	25	13	4	6	2	0	0	0	0	1	6	3	7	8	5	15	4	9	3
	55.6%	55.6%	68.4%	40.0%	85.7%	33.3%	0.0%	0.0%	0.0%	0.0%	50.0%	42.9%	37.5%	70.0%	72.7%	55.6%	62.5%	36.4%	52.9%	50.0%
	100.0%	100.0%	52.0%	16.0%	24.0%	8.0%	0.0%	0.0%	0.0%	0.0%	4.0%	24.0%	12.0%	28.0%	32.0%	20.0%	60.0%	16.0%	36.0%	12.0%
Masculine	12	12	6	1	2	2	0	0	1	0	1	3	2	3	3	2	7	2	5	3
	26.7%	26.7%	31.6%	10.0%	28.6%	33.3%	0.0%	0.0%	100.0%	0.0%	50.0%	21.4%	25.0%	30.0%	27.3%	22.2%	29.2%	18.2%	29.4%	50.0%
	100.0%	100.0%	50.0%	8.3%	16.7%	16.7%	0.0%	0.0%	8.3%	0.0%	8.3%	25.0%	16.7%	25.0%	25.0%	16.7%	58.3%	16.7%	41.7%	25.0%
Brand I trust	28	28	15	6	5	2	0	0	0	0	1	8	4	6	9	4	17	6	13	1
	62.2%	62.2%	78.9%	60.0%	71.4%	33.3%	0.0%	0.0%	0.0%	0.0%	50.0%	57.1%	50.0%	60.0%	81.8%	44.4%	70.8%	54.5%	76.5%	16.7%
	100.0%	100.0%	53.6%	21.4%	17.9%	7.1%	0.0%	0.0%	0.0%	0.0%	3.6%	28.6%	14.3%	21.4%	32.1%	14.3%	60.7%	21.4%	46.4%	3.6%
Well constructed	26	26	12	7	4	2	0	0	1	0	1	8	4	6	7	5	14	6	11	3
	57.8%	57.8%	63.2%	70.0%	57.1%	33.3%	0.0%	0.0%	100.0%	0.0%	50.0%	57.1%	50.0%	60.0%	63.6%	55.6%	58.3%	54.5%	64.7%	50.0%
	100.0%	100.0%	46.2%	26.9%	15.4%	7.7%	0.0%	0.0%	3.8%	0.0%	3.8%	30.8%	15.4%	23.1%	26.9%	19.2%	53.8%	23.1%	42.3%	11.5%
Strong taste	13	13	7	2	1	2	0	0	1	0	0	4	3	4	2	1	7	4	7	2
	28.9%	28.9%	36.8%	20.0%	14.3%	33.3%	0.0%	0.0%	100.0%	0.0%	0.0%	28.6%	37.5%	40.0%	18.2%	11.1%	29.2%	36.4%	41.2%	33.3%
	100.0%	100.0%	53.8%	15.4%	7.7%	15.4%	0.0%	0.0%	7.7%	0.0%	0.0%	30.8%	23.1%	30.8%	15.4%	7.7%	53.8%	30.8%	53.8%	15.4%
For serious smokers	19	19	9	4	4	1	0	0	1	0	0	7	4	2	6	3	11	4	9	1
	42.2%	42.2%	47.4%	40.0%	57.1%	16.7%	0.0%	0.0%	100.0%	0.0%	0.0%	50.0%	50.0%	20.0%	54.5%	33.3%	45.8%	36.4%	52.9%	16.7%
	100.0%	100.0%	47.4%	21.1%	21.1%	5.3%	0.0%	0.0%	5.3%	0.0%	0.0%	36.8%	21.1%	10.5%	31.6%	15.8%	57.9%	21.1%	47.4%	5.3%
Popular	17	17	9	5	2	1	0	0	0	0	0	8	2	0	7	1	9	6	9	2
	37.8%	37.8%	47.4%	50.0%	28.6%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	57.1%	25.0%	0.0%	63.6%	11.1%	37.5%	54.5%	52.9%	33.3%
	100.0%	100.0%	52.9%	29.4%	11.8%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	47.1%	11.8%	0.0%	41.2%	5.9%	52.9%	35.3%	52.9%	11.8%
Easy to smoke	25	25	12	4	6	2	0	1	0	0	1	5	4	8	7	6	15	3	8	3
	55.6%	55.6%	63.2%	40.0%	85.7%	33.3%	0.0%	50.0%	0.0%	0.0%	50.0%	35.7%	50.0%	80.0%	63.6%	66.7%	62.5%	27.3%	47.1%	50.0%
	100.0%	100.0%	48.0%	16.0%	24.0%	8.0%	0.0%	4.0%	0.0%	0.0%	4.0%	20.0%	16.0%	32.0%	28.0%	24.0%	60.0%	12.0%	32.0%	12.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	45	45	19	10	7	6	0	2	1	0	2	14	8	10	11	9	24	11	17	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	42.2%	22.2%	15.6%	13.3%	0.0%	4.4%	2.2%	0.0%	4.4%	31.1%	17.8%	22.2%	24.4%	20.0%	53.3%	24.4%	37.8%	13.3%
Easy draw	24	24	11	3	7	3	0	0	0	0	1	7	3	7	6	5	16	2	8	4
	53.3%	53.3%	57.9%	30.0%	100.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	37.5%	70.0%	54.5%	55.6%	66.7%	18.2%	47.1%	66.7%
	100.0%	100.0%	45.8%	12.5%	29.2%	12.5%	0.0%	0.0%	0.0%	0.0%	4.2%	29.2%	12.5%	29.2%	25.0%	20.8%	66.7%	8.3%	33.3%	16.7%
No answer	4	4	2	0	0	2	0	0	0	0	1	1	2	0	0	2	1	1	1	0
	8.9%	8.9%	10.5%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	50.0%	7.1%	25.0%	0.0%	0.0%	22.2%	4.2%	9.1%	5.9%	0.0%
	100.0%	100.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%	50.0%	0.0%	0.0%	50.0%	25.0%	25.0%	25.0%	0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	225 100.0% 100.0%	214 100.0% 95.1%	51 100.0% 22.7%	27 100.0% 12.0%	58 100.0% 25.8%	27 100.0% 12.0%	30 100.0% 13.3%	3 100.0% 1.3%	11 100.0% 4.9%	7 100.0% 3.1%	10 100.0% 4.4%	83 100.0% 36.9%	43 100.0% 19.1%	50 100.0% 22.2%	37 100.0% 16.4%	71 100.0% 31.6%	130 100.0% 57.8%	23 100.0% 10.2%	33 100.0% 14.7%	56 100.0% 24.9%
Macanudo																				
Casual	57 25.3% 100.0%	54 25.2% 94.7%	12 23.5% 21.1%	5 18.5% 8.8%	16 27.6% 28.1%	11 40.7% 19.3%	6 20.0% 10.5%	0 0.0% 0.0%	2 18.2% 3.5%	2 28.6% 3.5%	2 20.0% 3.5%	24 28.9% 42.1%	11 25.6% 19.3%	12 24.0% 21.1%	7 18.9% 12.3%	16 22.5% 28.1%	37 28.5% 64.9%	4 17.4% 7.0%	6 18.2% 10.5%	15 26.8% 26.3%
Individualistic	36 16.0% 100.0%	35 16.4% 97.2%	13 25.5% 36.1%	5 18.5% 13.9%	5 8.6% 13.9%	7 25.9% 19.4%	2 6.7% 5.6%	0 0.0% 0.0%	2 18.2% 5.6%	1 14.3% 2.8%	2 20.0% 5.6%	11 13.3% 30.6%	8 18.6% 22.2%	8 16.0% 22.2%	7 18.9% 19.4%	16 22.5% 44.4%	17 13.1% 47.2%	3 13.0% 8.3%	8 24.2% 22.2%	7 12.5% 19.4%
Mild taste	89 39.6% 100.0%	88 41.1% 98.9%	19 37.3% 21.3%	13 48.1% 14.6%	23 39.7% 25.8%	16 59.3% 18.0%	9 30.0% 10.1%	1 33.3% 1.1%	6 54.5% 6.7%	1 14.3% 1.1%	3 30.0% 3.4%	34 41.0% 38.2%	20 46.5% 22.5%	19 38.0% 21.3%	12 32.4% 13.5%	44 62.0% 49.4%	43 33.1% 48.3%	2 8.7% 2.2%	12 36.4% 13.5%	24 42.9% 27.0%
High quality	136 60.4% 100.0%	133 62.1% 97.8%	35 68.6% 25.7%	18 66.7% 13.2%	39 67.2% 28.7%	18 66.7% 13.2%	13 43.3% 9.6%	1 33.3% 0.7%	7 63.6% 5.1%	2 28.6% 1.5%	4 40.0% 2.9%	52 62.7% 38.2%	24 55.8% 17.6%	29 58.0% 21.3%	26 70.3% 19.1%	47 66.2% 34.6%	77 59.2% 56.6%	12 52.2% 8.8%	22 66.7% 16.2%	31 55.4% 22.8%
Smart choice	87 38.7% 100.0%	85 39.7% 97.7%	25 49.0% 28.7%	15 55.6% 17.2%	19 32.8% 21.8%	10 37.0% 11.5%	9 30.0% 10.3%	1 33.3% 1.1%	5 45.5% 5.7%	1 14.3% 1.1%	3 30.0% 3.4%	34 41.0% 39.1%	14 32.6% 16.1%	22 44.0% 25.3%	14 37.8% 16.1%	29 40.8% 33.3%	51 39.2% 58.6%	7 30.4% 8.0%	15 45.5% 17.2%	14 25.0% 16.1%
Refined taste	76 33.8% 100.0%	73 34.1% 96.1%	19 37.3% 25.0%	12 44.4% 15.8%	22 37.9% 28.9%	10 37.0% 13.2%	6 20.0% 7.9%	0 0.0% 0.0%	3 27.3% 3.9%	1 14.3% 1.3%	3 30.0% 3.9%	28 33.7% 36.8%	19 44.2% 25.0%	14 28.0% 18.4%	12 32.4% 15.8%	27 38.0% 35.5%	39 30.0% 51.3%	10 43.5% 13.2%	14 42.4% 18.4%	14 25.0% 18.4%
Recommended by tobacconists	97 43.1% 100.0%	96 44.9% 99.0%	27 52.9% 27.8%	13 48.1% 13.4%	28 48.3% 28.9%	12 44.4% 12.4%	8 26.7% 8.2%	1 33.3% 1.0%	5 45.5% 5.2%	2 28.6% 2.1%	6 60.0% 6.2%	35 42.2% 36.1%	20 46.5% 20.6%	21 42.0% 21.6%	15 40.5% 15.5%	33 46.5% 34.0%	57 43.8% 58.8%	7 30.4% 7.2%	17 51.5% 17.5%	20 35.7% 20.6%
Attractive packaging	56 24.9% 100.0%	54 25.2% 96.4%	19 37.3% 33.9%	10 37.0% 17.9%	11 19.0% 19.6%	6 22.2% 10.7%	5 16.7% 8.9%	0 0.0% 0.0%	2 18.2% 3.6%	1 14.3% 1.8%	2 20.0% 3.6%	21 25.3% 37.5%	8 18.6% 14.3%	17 34.0% 30.4%	8 21.6% 14.3%	23 32.4% 41.1%	27 20.8% 48.2%	6 26.1% 10.7%	12 36.4% 21.4%	10 17.9% 17.9%
Sophisticated	45 20.0% 100.0%	44 20.6% 97.8%	15 29.4% 33.3%	8 29.6% 17.8%	10 17.2% 22.2%	2 7.4% 4.4%	5 16.7% 11.1%	0 0.0% 0.0%	3 27.3% 6.7%	1 14.3% 2.2%	2 20.0% 4.4%	16 19.3% 35.6%	10 23.3% 22.2%	9 18.0% 20.0%	8 21.6% 17.8%	16 22.5% 35.6%	26 20.0% 57.8%	3 13.0% 6.7%	10 30.3% 22.2%	9 16.1% 20.0%
Innovative	17 7.6% 100.0%	16 7.5% 94.1%	7 13.7% 41.2%	2 7.4% 11.8%	0 0.0% 0.0%	2 7.4% 11.8%	1 3.3% 5.9%	0 0.0% 0.0%	3 27.3% 17.6%	1 14.3% 5.9%	1 10.0% 5.9%	7 8.4% 41.2%	3 7.0% 17.6%	3 6.0% 17.6%	3 8.1% 17.6%	4 5.6% 23.5%	12 9.2% 70.6%	1 4.3% 5.9%	5 15.2% 29.4%	4 7.1% 23.5%
Trendy	51 22.7% 100.0%	50 23.4% 98.0%	14 27.5% 27.5%	5 18.5% 9.8%	12 20.7% 23.5%	6 22.2% 11.8%	8 26.7% 15.7%	0 0.0% 0.0%	5 45.5% 9.8%	0 0.0% 0.0%	4 40.0% 7.8%	18 21.7% 35.3%	12 27.9% 23.5%	10 20.0% 19.6%	6 16.2% 11.8%	22 31.0% 43.1%	25 19.2% 49.0%	4 17.4% 7.8%	10 30.3% 19.6%	16 28.6% 31.4%
Prestigious	53 23.6% 100.0%	52 24.3% 98.1%	12 23.5% 22.6%	10 37.0% 18.9%	12 20.7% 22.6%	6 22.2% 11.3%	9 30.0% 17.0%	0 0.0% 0.0%	3 27.3% 5.7%	0 0.0% 0.0%	3 30.0% 5.7%	18 21.7% 34.0%	8 18.6% 15.1%	14 28.0% 26.4%	10 27.0% 18.9%	24 33.8% 45.3%	28 21.5% 52.8%	1 4.3% 1.9%	11 33.3% 20.8%	12 21.4% 22.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	225 100.0% 100.0%	214 100.0% 95.1%	51 100.0% 22.7%	27 100.0% 12.0%	58 100.0% 25.8%	27 100.0% 12.0%	30 100.0% 13.3%	3 100.0% 1.3%	11 100.0% 4.9%	7 100.0% 3.1%	10 100.0% 4.4%	83 100.0% 36.9%	43 100.0% 19.1%	50 100.0% 22.2%	37 100.0% 16.4%	71 100.0% 31.6%	130 100.0% 57.8%	23 100.0% 10.2%	33 100.0% 14.7%	56 100.0% 24.9%
Sporty	24 10.7% 100.0%	24 11.2% 100.0%	11 21.6% 45.8%	3 11.1% 12.5%	4 6.9% 16.7%	2 7.4% 8.3%	1 3.3% 4.2%	0 0.0% 0.0%	2 18.2% 8.3%	1 14.3% 4.2%	2 20.0% 8.3%	8 9.6% 33.3%	3 7.0% 12.5%	7 14.0% 29.2%	4 10.8% 16.7%	4 5.6% 16.7%	20 15.4% 83.3%	0 0.0% 0.0%	7 21.2% 29.2%	3 5.4% 12.5%
Reliable	93 41.3% 100.0%	91 42.5% 97.8%	25 49.0% 26.9%	13 48.1% 14.0%	26 44.8% 28.0%	13 48.1% 14.0%	9 30.0% 9.7%	0 0.0% 0.0%	4 36.4% 4.3%	1 14.3% 1.1%	3 30.0% 3.2%	34 41.0% 36.6%	17 39.5% 18.3%	21 42.0% 22.6%	18 48.6% 19.4%	32 45.1% 34.4%	52 40.0% 55.9%	9 39.1% 9.7%	14 42.4% 15.1%	22 39.3% 23.7%
Recommended by magazine	43 19.1% 100.0%	42 19.6% 97.7%	16 31.4% 37.2%	6 22.2% 14.0%	9 15.5% 20.9%	3 11.1% 7.0%	5 16.7% 11.6%	0 0.0% 0.0%	3 27.3% 7.0%	0 0.0% 0.0%	4 40.0% 9.3%	16 19.3% 37.2%	8 18.6% 18.6%	11 22.0% 25.6%	4 10.8% 9.3%	18 25.4% 41.9%	21 16.2% 48.8%	4 17.4% 9.3%	10 30.3% 23.3%	7 12.5% 16.3%
Great taste	147 65.3% 100.0%	144 67.3% 98.0%	37 72.5% 25.2%	20 74.1% 13.6%	38 65.5% 25.9%	19 70.4% 12.9%	17 56.7% 11.6%	2 66.7% 1.4%	7 63.6% 4.8%	4 57.1% 2.7%	5 50.0% 3.4%	59 71.1% 40.1%	25 58.1% 17.0%	30 60.0% 20.4%	27 73.0% 18.4%	52 73.2% 35.4%	81 62.3% 55.1%	14 60.9% 9.5%	24 72.7% 16.3%	32 57.1% 21.8%
Good value	78 34.7% 100.0%	77 36.0% 98.7%	20 39.2% 25.6%	10 37.0% 12.8%	19 32.8% 24.4%	12 44.4% 15.4%	7 23.3% 9.0%	0 0.0% 0.0%	6 54.5% 7.7%	3 42.9% 3.8%	2 20.0% 2.6%	34 41.0% 43.6%	11 25.6% 14.1%	17 34.0% 21.8%	14 37.8% 17.9%	24 33.8% 30.8%	49 37.7% 62.8%	5 21.7% 6.4%	12 36.4% 15.4%	16 28.6% 20.5%
For social smokers	71 31.6% 100.0%	71 33.2% 100.0%	23 45.1% 32.4%	8 29.6% 11.3%	18 31.0% 25.4%	7 25.9% 9.9%	11 36.7% 15.5%	1 33.3% 1.4%	2 18.2% 2.8%	1 14.3% 1.4%	4 40.0% 5.6%	22 26.5% 31.0%	20 46.5% 28.2%	15 30.0% 21.1%	10 27.0% 14.1%	23 32.4% 32.4%	41 31.5% 57.7%	7 30.4% 9.9%	12 36.4% 16.9%	17 30.4% 23.9%
Good for everyday	70 31.1% 100.0%	69 32.2% 98.6%	19 37.3% 27.1%	15 55.6% 21.4%	13 22.4% 18.6%	13 48.1% 18.6%	3 10.0% 4.3%	0 0.0% 0.0%	5 45.5% 7.1%	1 14.3% 1.4%	3 30.0% 4.3%	28 33.7% 40.0%	9 20.9% 12.9%	19 38.0% 27.1%	11 29.7% 15.7%	22 31.0% 31.4%	44 33.8% 62.9%	4 17.4% 5.7%	13 39.4% 18.6%	11 19.6% 15.7%
Fresh	123 54.7% 100.0%	120 56.1% 97.6%	30 58.8% 24.4%	15 55.6% 12.2%	32 55.2% 26.0%	21 77.8% 17.1%	14 46.7% 11.4%	1 33.3% 0.8%	5 45.5% 4.1%	2 28.6% 1.6%	4 40.0% 3.3%	46 55.4% 37.4%	25 58.1% 20.3%	24 48.0% 19.5%	24 64.9% 19.5%	44 62.0% 35.8%	71 54.6% 57.7%	8 34.8% 6.5%	17 51.5% 13.8%	29 51.8% 23.6%
Good for relaxing	124 55.1% 100.0%	121 56.5% 97.6%	33 64.7% 26.6%	17 63.0% 13.7%	35 60.3% 28.2%	19 70.4% 15.3%	10 33.3% 8.1%	1 33.3% 0.8%	5 45.5% 4.0%	1 14.3% 0.8%	4 40.0% 3.2%	48 57.8% 38.7%	25 58.1% 20.2%	28 56.0% 22.6%	19 51.4% 15.3%	42 59.2% 33.9%	70 53.8% 56.5%	12 52.2% 9.7%	19 57.6% 15.3%	25 44.6% 20.2%
Easy to find/widely available	129 57.3% 100.0%	125 58.4% 96.9%	29 56.9% 22.5%	15 55.6% 11.6%	39 67.2% 30.2%	19 70.4% 14.7%	16 53.3% 12.4%	1 33.3% 0.8%	5 45.5% 3.9%	1 14.3% 0.8%	7 70.0% 5.4%	48 57.8% 37.2%	23 53.5% 17.8%	29 58.0% 22.5%	21 56.8% 16.3%	44 62.0% 34.1%	74 56.9% 57.4%	11 47.8% 8.5%	23 69.7% 17.8%	35 62.5% 27.1%
Full flavored	81 36.0% 100.0%	80 37.4% 98.8%	26 51.0% 32.1%	9 33.3% 11.1%	19 32.8% 23.5%	12 44.4% 14.8%	8 26.7% 9.9%	1 33.3% 1.2%	4 36.4% 4.9%	1 14.3% 1.2%	3 30.0% 3.7%	25 30.1% 30.9%	20 46.5% 24.7%	19 38.0% 23.5%	13 35.1% 16.0%	19 26.8% 23.5%	52 40.0% 64.2%	10 43.5% 12.3%	11 33.3% 13.6%	16 28.6% 19.8%
Medium taste	60 26.7% 100.0%	60 28.0% 100.0%	14 27.5% 23.3%	8 29.6% 13.3%	16 27.6% 26.7%	12 44.4% 20.0%	6 20.0% 10.0%	1 33.3% 1.7%	3 27.3% 5.0%	0 0.0% 0.0%	4 40.0% 6.7%	17 20.5% 28.3%	11 25.6% 18.3%	17 34.0% 28.3%	11 29.7% 18.3%	16 22.5% 26.7%	37 28.5% 61.7%	7 30.4% 11.7%	14 42.4% 23.3%	12 21.4% 20.0%
Good as a reward	73 32.4% 100.0%	72 33.6% 98.6%	14 27.5% 19.2%	12 44.4% 16.4%	22 37.9% 30.1%	7 25.9% 9.6%	10 33.3% 13.7%	1 33.3% 1.4%	5 45.5% 6.8%	1 14.3% 1.4%	4 40.0% 5.5%	26 31.3% 35.6%	14 32.6% 19.2%	18 36.0% 24.7%	11 29.7% 15.1%	32 45.1% 43.8%	36 27.7% 49.3%	5 21.7% 6.8%	14 42.4% 19.2%	17 30.4% 23.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	225	214	51	27	58	27	30	3	11	7	10	83	43	50	37	71	130	23	33	56
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		95.1%	22.7%	12.0%	25.8%	12.0%	13.3%	1.3%	4.9%	3.1%	4.4%	36.9%	19.1%	22.2%	16.4%	31.6%	57.8%	10.2%	14.7%	24.9%
Low price	22	22	4	4	5	5	1	1	1	1	1	4	3	8	6	5	17	0	4	7
	9.8%	10.3%	7.8%	14.8%	8.6%	18.5%	3.3%	33.3%	9.1%	14.3%	10.0%	4.8%	7.0%	16.0%	16.2%	7.0%	13.1%	0.0%	12.1%	12.5%
	100.0%	100.0%	18.2%	18.2%	22.7%	22.7%	4.5%	4.5%	4.5%	4.5%	4.5%	18.2%	13.6%	36.4%	27.3%	22.7%	77.3%	0.0%	18.2%	31.8%
Smooth taste	133	130	33	19	38	14	19	1	6	0	4	57	20	31	20	52	70	11	18	34
	59.1%	60.7%	64.7%	70.4%	65.5%	51.9%	63.3%	33.3%	54.5%	0.0%	40.0%	68.7%	46.5%	62.0%	54.1%	73.2%	53.8%	47.8%	54.5%	60.7%
	100.0%	97.7%	24.8%	14.3%	28.6%	10.5%	14.3%	0.8%	4.5%	0.0%	3.0%	42.9%	15.0%	23.3%	15.0%	39.1%	52.6%	8.3%	13.5%	25.6%
Good for special occasions	95	93	21	15	25	11	16	1	3	1	4	33	23	20	14	35	54	6	16	22
	42.2%	43.5%	41.2%	55.6%	43.1%	40.7%	53.3%	33.3%	27.3%	14.3%	40.0%	39.8%	53.5%	40.0%	37.8%	49.3%	41.5%	26.1%	48.5%	39.3%
	100.0%	97.9%	22.1%	15.8%	26.3%	11.6%	16.8%	1.1%	3.2%	1.1%	4.2%	34.7%	24.2%	21.1%	14.7%	36.8%	56.8%	6.3%	16.8%	23.2%
Recommended by friends	87	86	14	8	27	10	20	1	4	2	3	39	19	14	11	32	49	6	12	29
	38.7%	40.2%	27.5%	29.6%	46.6%	37.0%	66.7%	33.3%	36.4%	28.6%	30.0%	47.0%	44.2%	28.0%	29.7%	45.1%	37.7%	26.1%	36.4%	51.8%
	100.0%	98.9%	16.1%	9.2%	31.0%	11.5%	23.0%	1.1%	4.6%	2.3%	3.4%	44.8%	21.8%	16.1%	12.6%	36.8%	56.3%	6.9%	13.8%	33.3%
Good for a gift	102	99	23	18	28	12	13	1	4	0	3	36	24	22	16	34	58	10	20	26
	45.3%	46.3%	45.1%	66.7%	48.3%	44.4%	43.3%	33.3%	36.4%	0.0%	30.0%	43.4%	55.8%	44.0%	43.2%	47.9%	44.6%	43.5%	60.6%	46.4%
	100.0%	97.1%	22.5%	17.6%	27.5%	11.8%	12.7%	1.0%	3.9%	0.0%	2.9%	35.3%	23.5%	21.6%	15.7%	33.3%	56.9%	9.8%	19.6%	25.5%
Consistent quality	145	141	35	19	41	18	17	1	7	3	5	51	29	36	23	50	82	13	24	35
	64.4%	65.9%	68.6%	70.4%	70.7%	66.7%	56.7%	33.3%	63.6%	42.9%	50.0%	61.4%	67.4%	72.0%	62.2%	70.4%	63.1%	56.5%	72.7%	62.5%
	100.0%	97.2%	24.1%	13.1%	28.3%	12.4%	11.7%	0.7%	4.8%	2.1%	3.4%	35.2%	20.0%	24.8%	15.9%	34.5%	56.6%	9.0%	16.6%	24.1%
Masculine	60	59	16	9	12	8	9	0	4	1	2	21	13	14	10	19	38	3	11	15
	26.7%	27.6%	31.4%	33.3%	20.7%	29.6%	30.0%	0.0%	36.4%	14.3%	20.0%	25.3%	30.2%	28.0%	27.0%	26.8%	29.2%	13.0%	33.3%	26.8%
	100.0%	98.3%	26.7%	15.0%	20.0%	13.3%	15.0%	0.0%	6.7%	1.7%	3.3%	35.0%	21.7%	23.3%	16.7%	31.7%	63.3%	5.0%	18.3%	25.0%
Brand I trust	154	150	35	20	44	19	20	1	9	2	6	58	32	32	25	52	88	14	23	36
	68.4%	70.1%	68.6%	74.1%	75.9%	70.4%	66.7%	33.3%	81.8%	28.6%	60.0%	69.9%	74.4%	64.0%	67.6%	73.2%	67.7%	60.9%	69.7%	64.3%
	100.0%	97.4%	22.7%	13.0%	28.6%	12.3%	13.0%	0.6%	5.8%	1.3%	3.9%	37.7%	20.8%	20.8%	16.2%	33.8%	57.1%	9.1%	14.9%	23.4%
Well constructed	131	128	34	22	27	16	20	1	7	1	7	43	26	32	23	49	73	9	22	30
	58.2%	59.8%	66.7%	81.5%	46.6%	59.3%	66.7%	33.3%	63.6%	14.3%	70.0%	51.8%	60.5%	64.0%	62.2%	69.0%	56.2%	39.1%	66.7%	53.6%
	100.0%	97.7%	26.0%	16.8%	20.6%	12.2%	15.3%	0.8%	5.3%	0.8%	5.3%	32.8%	19.8%	24.4%	17.6%	37.4%	55.7%	6.9%	16.8%	22.9%
Strong taste	30	29	13	2	7	2	4	0	1	0	2	12	4	5	6	7	17	6	5	7
	13.3%	13.6%	25.5%	7.4%	12.1%	7.4%	13.3%	0.0%	9.1%	0.0%	20.0%	14.5%	9.3%	10.0%	16.2%	9.9%	13.1%	26.1%	15.2%	12.5%
	100.0%	96.7%	43.3%	6.7%	23.3%	6.7%	13.3%	0.0%	3.3%	0.0%	6.7%	40.0%	13.3%	16.7%	20.0%	23.3%	56.7%	20.0%	16.7%	23.3%
For serious smokers	67	66	22	13	15	8	5	0	3	0	5	16	14	16	15	21	38	8	13	12
	29.8%	30.8%	43.1%	48.1%	25.9%	29.6%	16.7%	0.0%	27.3%	0.0%	50.0%	19.3%	32.6%	32.0%	40.5%	29.6%	29.2%	34.8%	39.4%	21.4%
	100.0%	98.5%	32.8%	19.4%	22.4%	11.9%	7.5%	0.0%	4.5%	0.0%	7.5%	23.9%	20.9%	23.9%	22.4%	31.3%	56.7%	11.9%	19.4%	17.9%
Popular	120	118	31	15	33	13	19	1	5	1	6	47	22	25	19	42	69	9	22	28
	53.3%	55.1%	60.8%	55.6%	56.9%	48.1%	63.3%	33.3%	45.5%	14.3%	60.0%	56.6%	51.2%	50.0%	51.4%	59.2%	53.1%	39.1%	66.7%	50.0%
	100.0%	98.3%	25.8%	12.5%	27.5%	10.8%	15.8%	0.8%	4.2%	0.8%	5.0%	39.2%	18.3%	20.8%	15.8%	35.0%	57.5%	7.5%	18.3%	23.3%
Easy to smoke	131	128	30	20	33	17	19	1	7	1	4	49	27	30	20	52	67	12	20	31
	58.2%	59.8%	58.8%	74.1%	56.9%	63.0%	63.3%	33.3%	63.6%	14.3%	40.0%	59.0%	62.8%	60.0%	54.1%	73.2%	51.5%	52.2%	60.6%	55.4%
	100.0%	97.7%	22.9%	15.3%	25.2%	13.0%	14.5%	0.8%	5.3%	0.8%	3.1%	37.4%	20.6%	22.9%	15.3%	39.7%	51.1%	9.2%	15.3%	23.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	225	214	51	27	58	27	30	3	11	7	10	83	43	50	37	71	130	23	33	56
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.1%	22.7%	12.0%	25.8%	12.0%	13.3%	1.3%	4.9%	3.1%	4.4%	36.9%	19.1%	22.2%	16.4%	31.6%	57.8%	10.2%	14.7%	24.9%
Easy draw	126	123	30	17	32	20	16	1	6	1	4	44	24	32	21	45	70	11	19	30
	56.0%	57.5%	58.8%	63.0%	55.2%	74.1%	53.3%	33.3%	54.5%	14.3%	40.0%	53.0%	55.8%	64.0%	56.8%	63.4%	53.8%	47.8%	57.6%	53.6%
	100.0%	97.6%	23.8%	13.5%	25.4%	15.9%	12.7%	0.8%	4.8%	0.8%	3.2%	34.9%	19.0%	25.4%	16.7%	35.7%	55.6%	8.7%	15.1%	23.8%
No answer	18	13	2	0	5	1	0	1	2	2	2	3	2	6	4	4	11	2	3	5
	8.0%	6.1%	3.9%	0.0%	8.6%	3.7%	0.0%	33.3%	18.2%	28.6%	20.0%	3.6%	4.7%	12.0%	10.8%	5.6%	8.5%	8.7%	9.1%	8.9%
	100.0%	72.2%	11.1%	0.0%	27.8%	5.6%	0.0%	5.6%	11.1%	11.1%	11.1%	16.7%	11.1%	33.3%	22.2%	22.2%	61.1%	11.1%	16.7%	27.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	61	61	21	7	18	5	6	2	2	0	3	25	9	14	10	9	36	14	16	8
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	34.4%	11.5%	29.5%	8.2%	9.8%	3.3%	3.3%	0.0%	4.9%	41.0%	14.8%	23.0%	16.4%	14.8%	59.0%	23.0%	26.2%	13.1%
Montecristo																				
Casual	15	15	4	0	8	3	0	0	0	0	1	8	2	3	1	4	9	1	1	1
	24.6%	24.6%	19.0%	0.0%	44.4%	60.0%	0.0%	0.0%	0.0%	0.0%	33.3%	32.0%	22.2%	21.4%	10.0%	44.4%	25.0%	7.1%	6.3%	12.5%
	100.0%	100.0%	26.7%	0.0%	53.3%	20.0%	0.0%	0.0%	0.0%	0.0%	6.7%	53.3%	13.3%	20.0%	6.7%	26.7%	60.0%	6.7%	6.7%	6.7%
Individualistic	19	19	9	1	5	2	1	0	1	0	1	11	5	1	1	4	10	4	5	0
	31.1%	31.1%	42.9%	14.3%	27.8%	40.0%	16.7%	0.0%	50.0%	0.0%	33.3%	44.0%	55.6%	7.1%	10.0%	44.4%	27.8%	28.6%	31.3%	0.0%
	100.0%	100.0%	47.4%	5.3%	26.3%	10.5%	5.3%	0.0%	5.3%	0.0%	5.3%	57.9%	26.3%	5.3%	5.3%	21.1%	52.6%	21.1%	26.3%	0.0%
Mild taste	17	17	5	2	6	2	1	0	1	0	1	8	4	4	0	7	8	1	3	4
	27.9%	27.9%	23.8%	28.6%	33.3%	40.0%	16.7%	0.0%	50.0%	0.0%	33.3%	32.0%	44.4%	28.6%	0.0%	77.8%	22.2%	7.1%	18.8%	50.0%
	100.0%	100.0%	29.4%	11.8%	35.3%	11.8%	5.9%	0.0%	5.9%	0.0%	5.9%	47.1%	23.5%	23.5%	0.0%	41.2%	47.1%	5.9%	17.6%	23.5%
High quality	37	37	16	2	13	3	2	0	1	0	1	20	7	5	4	6	21	9	9	3
	60.7%	60.7%	76.2%	28.6%	72.2%	60.0%	33.3%	0.0%	50.0%	0.0%	33.3%	80.0%	77.8%	35.7%	40.0%	66.7%	58.3%	64.3%	56.3%	37.5%
	100.0%	100.0%	43.2%	5.4%	35.1%	8.1%	5.4%	0.0%	2.7%	0.0%	2.7%	54.1%	18.9%	13.5%	10.8%	16.2%	56.8%	24.3%	24.3%	8.1%
Smart choice	28	28	13	2	9	2	2	0	0	0	2	15	4	4	3	4	15	8	8	2
	45.9%	45.9%	61.9%	28.6%	50.0%	40.0%	33.3%	0.0%	0.0%	0.0%	66.7%	60.0%	44.4%	28.6%	30.0%	44.4%	41.7%	57.1%	50.0%	25.0%
	100.0%	100.0%	46.4%	7.1%	32.1%	7.1%	7.1%	0.0%	0.0%	0.0%	7.1%	53.6%	14.3%	14.3%	10.7%	14.3%	53.6%	28.6%	28.6%	7.1%
Refined taste	23	23	11	1	7	2	2	0	0	0	2	12	5	3	1	3	15	4	6	1
	37.7%	37.7%	52.4%	14.3%	38.9%	40.0%	33.3%	0.0%	0.0%	0.0%	66.7%	48.0%	55.6%	21.4%	10.0%	33.3%	41.7%	28.6%	37.5%	12.5%
	100.0%	100.0%	47.8%	4.3%	30.4%	8.7%	8.7%	0.0%	0.0%	0.0%	8.7%	52.2%	21.7%	13.0%	4.3%	13.0%	65.2%	17.4%	26.1%	4.3%
Recommended by tobacconists	25	25	13	1	7	3	1	0	0	0	1	13	5	4	2	5	12	7	8	1
	41.0%	41.0%	61.9%	14.3%	38.9%	60.0%	16.7%	0.0%	0.0%	0.0%	33.3%	52.0%	55.6%	28.6%	20.0%	55.6%	33.3%	50.0%	50.0%	12.5%
	100.0%	100.0%	52.0%	4.0%	28.0%	12.0%	4.0%	0.0%	0.0%	0.0%	4.0%	52.0%	20.0%	16.0%	8.0%	20.0%	48.0%	28.0%	32.0%	4.0%
Attractive packaging	13	13	6	0	4	2	1	0	0	0	1	5	2	2	3	4	6	2	2	0
	21.3%	21.3%	28.6%	0.0%	22.2%	40.0%	16.7%	0.0%	0.0%	0.0%	33.3%	20.0%	22.2%	14.3%	30.0%	44.4%	16.7%	14.3%	12.5%	0.0%
	100.0%	100.0%	46.2%	0.0%	30.8%	15.4%	7.7%	0.0%	0.0%	0.0%	7.7%	38.5%	15.4%	15.4%	23.1%	30.8%	46.2%	15.4%	15.4%	0.0%
Sophisticated	21	21	11	1	7	1	1	0	0	0	1	13	4	2	1	3	13	4	7	0
	34.4%	34.4%	52.4%	14.3%	38.9%	20.0%	16.7%	0.0%	0.0%	0.0%	33.3%	52.0%	44.4%	14.3%	10.0%	33.3%	36.1%	28.6%	43.8%	0.0%
	100.0%	100.0%	52.4%	4.8%	33.3%	4.8%	4.8%	0.0%	0.0%	0.0%	4.8%	61.9%	19.0%	9.5%	4.8%	14.3%	61.9%	19.0%	33.3%	0.0%
Innovative	10	10	4	1	3	1	1	0	0	0	1	3	4	1	1	2	5	2	3	0
	16.4%	16.4%	19.0%	14.3%	16.7%	20.0%	16.7%	0.0%	0.0%	0.0%	33.3%	12.0%	44.4%	7.1%	10.0%	22.2%	13.9%	14.3%	18.8%	0.0%
	100.0%	100.0%	40.0%	10.0%	30.0%	10.0%	10.0%	0.0%	0.0%	0.0%	10.0%	30.0%	40.0%	10.0%	10.0%	20.0%	50.0%	20.0%	30.0%	0.0%
Trendy	15	15	4	2	5	2	1	0	1	0	1	9	3	1	1	5	6	3	5	1
	24.6%	24.6%	19.0%	28.6%	27.8%	40.0%	16.7%	0.0%	50.0%	0.0%	33.3%	36.0%	33.3%	7.1%	10.0%	55.6%	16.7%	21.4%	31.3%	12.5%
	100.0%	100.0%	26.7%	13.3%	33.3%	13.3%	6.7%	0.0%	6.7%	0.0%	6.7%	60.0%	20.0%	6.7%	6.7%	33.3%	40.0%	20.0%	33.3%	6.7%
Prestigious	24	24	14	1	4	3	2	0	0	0	1	11	4	3	5	5	12	6	9	1
	39.3%	39.3%	66.7%	14.3%	22.2%	60.0%	33.3%	0.0%	0.0%	0.0%	33.3%	44.0%	44.4%	21.4%	50.0%	55.6%	33.3%	42.9%	56.3%	12.5%
	100.0%	100.0%	58.3%	4.2%	16.7%	12.5%	8.3%	0.0%	0.0%	0.0%	4.2%	45.8%	16.7%	12.5%	20.8%	20.8%	50.0%	25.0%	37.5%	4.2%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	61	61	21	7	18	5	6	2	2	0	3	25	9	14	10	9	36	14	16	8
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	34.4%	11.5%	29.5%	8.2%	9.8%	3.3%	3.3%	0.0%	4.9%	41.0%	14.8%	23.0%	16.4%	14.8%	59.0%	23.0%	26.2%	13.1%
Sporty	8	8	2	0	4	2	0	0	0	0	0	4	2	1	1	2	4	1	1	0
	13.1%	13.1%	9.5%	0.0%	22.2%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.0%	22.2%	7.1%	10.0%	22.2%	11.1%	7.1%	6.3%	0.0%
	100.0%	100.0%	25.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	25.0%	12.5%	12.5%	25.0%	50.0%	12.5%	12.5%	0.0%
Reliable	24	24	11	2	6	2	2	0	1	0	1	11	4	4	4	4	13	6	8	2
	39.3%	39.3%	52.4%	28.6%	33.3%	40.0%	33.3%	0.0%	50.0%	0.0%	33.3%	44.0%	44.4%	28.6%	40.0%	44.4%	36.1%	42.9%	50.0%	25.0%
	100.0%	100.0%	45.8%	8.3%	25.0%	8.3%	8.3%	0.0%	4.2%	0.0%	4.2%	45.8%	16.7%	16.7%	16.7%	16.7%	54.2%	25.0%	33.3%	8.3%
Recommended by magazine	14	14	10	1	1	2	0	0	0	0	1	8	3	1	1	2	8	3	6	0
	23.0%	23.0%	47.6%	14.3%	5.6%	40.0%	0.0%	0.0%	0.0%	0.0%	33.3%	32.0%	33.3%	7.1%	10.0%	22.2%	22.2%	21.4%	37.5%	0.0%
	100.0%	100.0%	71.4%	7.1%	7.1%	14.3%	0.0%	0.0%	0.0%	0.0%	7.1%	57.1%	21.4%	7.1%	7.1%	14.3%	57.1%	21.4%	42.9%	0.0%
Great taste	39	39	17	3	11	4	3	0	1	0	2	16	7	7	7	8	22	8	10	4
	63.9%	63.9%	81.0%	42.9%	61.1%	80.0%	50.0%	0.0%	50.0%	0.0%	66.7%	64.0%	77.8%	50.0%	70.0%	88.9%	61.1%	57.1%	62.5%	50.0%
	100.0%	100.0%	43.6%	7.7%	28.2%	10.3%	7.7%	0.0%	2.6%	0.0%	5.1%	41.0%	17.9%	17.9%	17.9%	20.5%	56.4%	20.5%	25.6%	10.3%
Good value	16	16	6	1	6	3	0	0	0	0	1	7	4	2	2	5	7	3	3	2
	26.2%	26.2%	28.6%	14.3%	33.3%	60.0%	0.0%	0.0%	0.0%	0.0%	33.3%	28.0%	44.4%	14.3%	20.0%	55.6%	19.4%	21.4%	18.8%	25.0%
	100.0%	100.0%	37.5%	6.3%	37.5%	18.8%	0.0%	0.0%	0.0%	0.0%	6.3%	43.8%	25.0%	12.5%	12.5%	31.3%	43.8%	18.8%	18.8%	12.5%
For social smokers	14	14	5	1	5	2	1	0	0	0	1	6	4	2	1	3	7	3	2	1
	23.0%	23.0%	23.8%	14.3%	27.8%	40.0%	16.7%	0.0%	0.0%	0.0%	33.3%	24.0%	44.4%	14.3%	10.0%	33.3%	19.4%	21.4%	12.5%	12.5%
	100.0%	100.0%	35.7%	7.1%	35.7%	14.3%	7.1%	0.0%	0.0%	0.0%	7.1%	42.9%	28.6%	14.3%	7.1%	21.4%	50.0%	21.4%	14.3%	7.1%
Good for everyday	11	11	5	1	4	1	0	0	0	0	0	5	4	1	1	2	5	3	4	0
	18.0%	18.0%	23.8%	14.3%	22.2%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	44.4%	7.1%	10.0%	22.2%	13.9%	21.4%	25.0%	0.0%
	100.0%	100.0%	45.5%	9.1%	36.4%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	45.5%	36.4%	9.1%	9.1%	18.2%	45.5%	27.3%	36.4%	0.0%
Fresh	29	29	16	0	8	3	2	0	0	0	1	11	6	6	5	7	15	6	7	3
	47.5%	47.5%	76.2%	0.0%	44.4%	60.0%	33.3%	0.0%	0.0%	0.0%	33.3%	44.0%	66.7%	42.9%	50.0%	77.8%	41.7%	42.9%	43.8%	37.5%
	100.0%	100.0%	55.2%	0.0%	27.6%	10.3%	6.9%	0.0%	0.0%	0.0%	3.4%	37.9%	20.7%	20.7%	17.2%	24.1%	51.7%	20.7%	24.1%	10.3%
Good for relaxing	32	32	16	2	8	4	2	0	0	0	2	14	6	5	5	7	18	6	8	3
	52.5%	52.5%	76.2%	28.6%	44.4%	80.0%	33.3%	0.0%	0.0%	0.0%	66.7%	56.0%	66.7%	35.7%	50.0%	77.8%	50.0%	42.9%	50.0%	37.5%
	100.0%	100.0%	50.0%	6.3%	25.0%	12.5%	6.3%	0.0%	0.0%	0.0%	6.3%	43.8%	18.8%	15.6%	15.6%	21.9%	56.3%	18.8%	25.0%	9.4%
Easy to find/widely available	18	18	4	3	7	3	1	0	0	0	1	8	3	4	2	4	8	5	4	1
	29.5%	29.5%	19.0%	42.9%	38.9%	60.0%	16.7%	0.0%	0.0%	0.0%	33.3%	32.0%	33.3%	28.6%	20.0%	44.4%	22.2%	35.7%	25.0%	12.5%
	100.0%	100.0%	22.2%	16.7%	38.9%	16.7%	5.6%	0.0%	0.0%	0.0%	5.6%	44.4%	16.7%	22.2%	11.1%	22.2%	44.4%	27.8%	22.2%	5.6%
Full flavored	24	24	14	1	5	2	2	0	0	0	0	11	5	3	5	1	14	8	9	0
	39.3%	39.3%	66.7%	14.3%	27.8%	40.0%	33.3%	0.0%	0.0%	0.0%	0.0%	44.0%	55.6%	21.4%	50.0%	11.1%	38.9%	57.1%	56.3%	0.0%
	100.0%	100.0%	58.3%	4.2%	20.8%	8.3%	8.3%	0.0%	0.0%	0.0%	0.0%	45.8%	20.8%	12.5%	20.8%	4.2%	58.3%	33.3%	37.5%	0.0%
Medium taste	20	20	7	2	7	3	1	0	0	0	1	8	6	3	2	4	12	3	5	1
	32.8%	32.8%	33.3%	28.6%	38.9%	60.0%	16.7%	0.0%	0.0%	0.0%	33.3%	32.0%	66.7%	21.4%	20.0%	44.4%	33.3%	21.4%	31.3%	12.5%
	100.0%	100.0%	35.0%	10.0%	35.0%	15.0%	5.0%	0.0%	0.0%	0.0%	5.0%	40.0%	30.0%	15.0%	10.0%	20.0%	60.0%	15.0%	25.0%	5.0%
Good as a reward	21	21	12	0	4	2	3	0	0	0	0	11	4	3	3	4	10	6	7	1
	34.4%	34.4%	57.1%	0.0%	22.2%	40.0%	50.0%	0.0%	0.0%	0.0%	0.0%	44.0%	44.4%	21.4%	30.0%	44.4%	27.8%	42.9%	43.8%	12.5%
	100.0%	100.0%	57.1%	0.0%	19.0%	9.5%	14.3%	0.0%	0.0%	0.0%	0.0%	52.4%	19.0%	14.3%	14.3%	19.0%	47.6%	28.6%	33.3%	4.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	61	61	21	7	18	5	6	2	2	0	3	25	9	14	10	9	36	14	16	8
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	34.4%	11.5%	29.5%	8.2%	9.8%	3.3%	3.3%	0.0%	4.9%	41.0%	14.8%	23.0%	16.4%	14.8%	59.0%	23.0%	26.2%	13.1%
Low price	6	6	2	1	2	1	0	0	0	0	0	1	1	3	1	0	4	1	2	1
	9.8%	9.8%	9.5%	14.3%	11.1%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	11.1%	21.4%	10.0%	0.0%	11.1%	7.1%	12.5%	12.5%
	100.0%	100.0%	33.3%	16.7%	33.3%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	16.7%	50.0%	16.7%	0.0%	66.7%	16.7%	33.3%	16.7%
Smooth taste	26	26	12	1	9	2	2	0	0	0	0	11	6	5	4	5	15	5	8	2
	42.6%	42.6%	57.1%	14.3%	50.0%	40.0%	33.3%	0.0%	0.0%	0.0%	0.0%	44.0%	66.7%	35.7%	40.0%	55.6%	41.7%	35.7%	50.0%	25.0%
	100.0%	100.0%	46.2%	3.8%	34.6%	7.7%	7.7%	0.0%	0.0%	0.0%	0.0%	42.3%	23.1%	19.2%	15.4%	19.2%	57.7%	19.2%	30.8%	7.7%
Good for special occasions	24	24	13	1	6	3	1	0	0	0	1	11	6	3	3	4	14	5	8	1
	39.3%	39.3%	61.9%	14.3%	33.3%	60.0%	16.7%	0.0%	0.0%	0.0%	33.3%	44.0%	66.7%	21.4%	30.0%	44.4%	38.9%	35.7%	50.0%	12.5%
	100.0%	100.0%	54.2%	4.2%	25.0%	12.5%	4.2%	0.0%	0.0%	0.0%	4.2%	45.8%	25.0%	12.5%	12.5%	16.7%	58.3%	20.8%	33.3%	4.2%
Recommended by friends	14	14	5	0	4	2	3	0	0	0	2	7	2	2	1	2	7	4	3	1
	23.0%	23.0%	23.8%	0.0%	22.2%	40.0%	50.0%	0.0%	0.0%	0.0%	66.7%	28.0%	22.2%	14.3%	10.0%	22.2%	19.4%	28.6%	18.8%	12.5%
	100.0%	100.0%	35.7%	0.0%	28.6%	14.3%	21.4%	0.0%	0.0%	0.0%	14.3%	50.0%	14.3%	14.3%	7.1%	14.3%	50.0%	28.6%	21.4%	7.1%
Good for a gift	28	28	15	1	8	3	1	0	0	0	1	13	7	3	4	5	18	4	8	2
	45.9%	45.9%	71.4%	14.3%	44.4%	60.0%	16.7%	0.0%	0.0%	0.0%	33.3%	52.0%	77.8%	21.4%	40.0%	55.6%	50.0%	28.6%	50.0%	25.0%
	100.0%	100.0%	53.6%	3.6%	28.6%	10.7%	3.6%	0.0%	0.0%	0.0%	3.6%	46.4%	25.0%	10.7%	14.3%	17.9%	64.3%	14.3%	28.6%	7.1%
Consistent quality	36	36	14	3	11	5	3	0	0	0	1	15	7	8	5	8	19	8	8	3
	59.0%	59.0%	66.7%	42.9%	61.1%	100.0%	50.0%	0.0%	0.0%	0.0%	33.3%	60.0%	77.8%	57.1%	50.0%	88.9%	52.8%	57.1%	50.0%	37.5%
	100.0%	100.0%	38.9%	8.3%	30.6%	13.9%	8.3%	0.0%	0.0%	0.0%	2.8%	41.7%	19.4%	22.2%	13.9%	22.2%	52.8%	22.2%	22.2%	8.3%
Masculine	19	19	12	1	4	1	0	0	1	0	1	9	3	1	5	3	12	3	7	0
	31.1%	31.1%	57.1%	14.3%	22.2%	20.0%	0.0%	0.0%	50.0%	0.0%	33.3%	36.0%	33.3%	7.1%	50.0%	33.3%	33.3%	21.4%	43.8%	0.0%
	100.0%	100.0%	63.2%	5.3%	21.1%	5.3%	0.0%	0.0%	5.3%	0.0%	5.3%	47.4%	15.8%	5.3%	26.3%	15.8%	63.2%	15.8%	36.8%	0.0%
Brand I trust	34	34	14	4	11	2	3	0	0	0	1	12	7	8	6	5	20	8	9	2
	55.7%	55.7%	66.7%	57.1%	61.1%	40.0%	50.0%	0.0%	0.0%	0.0%	33.3%	48.0%	77.8%	57.1%	60.0%	55.6%	55.6%	57.1%	56.3%	25.0%
	100.0%	100.0%	41.2%	11.8%	32.4%	5.9%	8.8%	0.0%	0.0%	0.0%	2.9%	35.3%	20.6%	23.5%	17.6%	14.7%	58.8%	23.5%	26.5%	5.9%
Well constructed	35	35	15	4	8	3	5	0	0	0	2	12	8	6	7	7	20	7	11	4
	57.4%	57.4%	71.4%	57.1%	44.4%	60.0%	83.3%	0.0%	0.0%	0.0%	66.7%	48.0%	88.9%	42.9%	70.0%	77.8%	55.6%	50.0%	68.8%	50.0%
	100.0%	100.0%	42.9%	11.4%	22.9%	8.6%	14.3%	0.0%	0.0%	0.0%	5.7%	34.3%	22.9%	17.1%	20.0%	20.0%	57.1%	20.0%	31.4%	11.4%
Strong taste	15	15	10	0	1	1	3	0	0	0	1	8	1	2	3	1	9	4	7	0
	24.6%	24.6%	47.6%	0.0%	5.6%	20.0%	50.0%	0.0%	0.0%	0.0%	33.3%	32.0%	11.1%	14.3%	30.0%	11.1%	25.0%	28.6%	43.8%	0.0%
	100.0%	100.0%	66.7%	0.0%	6.7%	6.7%	20.0%	0.0%	0.0%	0.0%	6.7%	53.3%	6.7%	13.3%	20.0%	6.7%	60.0%	26.7%	46.7%	0.0%
For serious smokers	22	22	12	2	5	2	1	0	0	0	1	10	5	1	5	2	13	6	10	1
	36.1%	36.1%	57.1%	28.6%	27.8%	40.0%	16.7%	0.0%	0.0%	0.0%	33.3%	40.0%	55.6%	7.1%	50.0%	22.2%	36.1%	42.9%	62.5%	12.5%
	100.0%	100.0%	54.5%	9.1%	22.7%	9.1%	4.5%	0.0%	0.0%	0.0%	4.5%	45.5%	22.7%	4.5%	22.7%	9.1%	59.1%	27.3%	45.5%	4.5%
Popular	27	27	11	4	6	2	4	0	0	0	1	11	5	5	5	5	13	8	11	2
	44.3%	44.3%	52.4%	57.1%	33.3%	40.0%	66.7%	0.0%	0.0%	0.0%	33.3%	44.0%	55.6%	35.7%	50.0%	55.6%	36.1%	57.1%	68.8%	25.0%
	100.0%	100.0%	40.7%	14.8%	22.2%	7.4%	14.8%	0.0%	0.0%	0.0%	3.7%	40.7%	18.5%	18.5%	18.5%	18.5%	48.1%	29.6%	40.7%	7.4%
Easy to smoke	33	33	13	2	10	3	4	0	1	0	1	20	4	5	3	7	17	8	6	2
	54.1%	54.1%	61.9%	28.6%	55.6%	60.0%	66.7%	0.0%	50.0%	0.0%	33.3%	80.0%	44.4%	35.7%	30.0%	77.8%	47.2%	57.1%	37.5%	25.0%
	100.0%	100.0%	39.4%	6.1%	30.3%	9.1%	12.1%	0.0%	3.0%	0.0%	3.0%	60.6%	12.1%	15.2%	9.1%	21.2%	51.5%	24.2%	18.2%	6.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	61 100.0% 100.0%	61 100.0% 100.0%	21 100.0% 34.4%	7 100.0% 11.5%	18 100.0% 29.5%	5 100.0% 8.2%	6 100.0% 9.8%	2 100.0% 3.3%	2 100.0% 3.3%	0 0.0% 0.0%	3 100.0% 4.9%	25 100.0% 41.0%	9 100.0% 14.8%	14 100.0% 23.0%	10 100.0% 16.4%	9 100.0% 14.8%	36 100.0% 59.0%	14 100.0% 23.0%	16 100.0% 26.2%	8 100.0% 13.1%
Easy draw	34 55.7% 100.0%	34 55.7% 100.0%	16 76.2% 47.1%	2 28.6% 5.9%	9 50.0% 26.5%	4 80.0% 11.8%	2 33.3% 5.9%	0 0.0% 0.0%	1 50.0% 2.9%	0 0.0% 0.0%	1 33.3% 2.9%	16 64.0% 47.1%	6 66.7% 17.6%	5 35.7% 14.7%	6 60.0% 17.6%	7 77.8% 20.6%	19 52.8% 55.9%	7 50.0% 20.6%	10 62.5% 29.4%	3 37.5% 8.8%
No answer	5 8.2% 100.0%	5 8.2% 100.0%	0 0.0% 0.0%	1 14.3% 20.0%	2 11.1% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 21.4% 60.0%	1 10.0% 20.0%	0 0.0% 0.0%	3 8.3% 60.0%	1 7.1% 20.0%	0 0.0% 0.0%	1 12.5% 20.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	91	89	28	12	28	9	7	2	1	2	4	29	18	23	16	16	56	18	26	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.8%	30.8%	13.2%	30.8%	9.9%	7.7%	2.2%	1.1%	2.2%	4.4%	31.9%	19.8%	25.3%	17.6%	17.6%	61.5%	19.8%	28.6%	12.1%
Partagas																				
Casual	20	19	3	2	9	2	1	0	1	1	1	7	3	6	3	3	15	2	2	4
	22.0%	21.3%	10.7%	16.7%	32.1%	22.2%	14.3%	0.0%	100.0%	50.0%	25.0%	24.1%	16.7%	26.1%	18.8%	18.8%	26.8%	11.1%	7.7%	36.4%
	100.0%	95.0%	15.0%	10.0%	45.0%	10.0%	5.0%	0.0%	5.0%	5.0%	5.0%	35.0%	15.0%	30.0%	15.0%	15.0%	75.0%	10.0%	10.0%	20.0%
Individualistic	15	15	7	1	6	0	1	0	0	0	1	4	3	3	4	4	9	2	2	1
	16.5%	16.9%	25.0%	8.3%	21.4%	0.0%	14.3%	0.0%	0.0%	0.0%	25.0%	13.8%	16.7%	13.0%	25.0%	25.0%	16.1%	11.1%	7.7%	9.1%
	100.0%	100.0%	46.7%	6.7%	40.0%	0.0%	6.7%	0.0%	0.0%	0.0%	6.7%	26.7%	20.0%	20.0%	26.7%	26.7%	60.0%	13.3%	13.3%	6.7%
Mild taste	19	19	7	3	6	1	1	1	0	0	0	8	4	5	2	7	11	1	7	0
	20.9%	21.3%	25.0%	25.0%	21.4%	11.1%	14.3%	50.0%	0.0%	0.0%	0.0%	27.6%	22.2%	21.7%	12.5%	43.8%	19.6%	5.6%	26.9%	0.0%
	100.0%	100.0%	36.8%	15.8%	31.6%	5.3%	5.3%	5.3%	0.0%	0.0%	0.0%	42.1%	21.1%	26.3%	10.5%	36.8%	57.9%	5.3%	36.8%	0.0%
High quality	48	48	16	6	18	6	1	1	0	0	1	13	9	17	8	8	32	8	12	7
	52.7%	53.9%	57.1%	50.0%	64.3%	66.7%	14.3%	50.0%	0.0%	0.0%	25.0%	44.8%	50.0%	73.9%	50.0%	50.0%	57.1%	44.4%	46.2%	63.6%
	100.0%	100.0%	33.3%	12.5%	37.5%	12.5%	2.1%	2.1%	0.0%	0.0%	2.1%	27.1%	18.8%	35.4%	16.7%	16.7%	66.7%	16.7%	25.0%	14.6%
Smart choice	34	34	15	3	13	1	1	1	0	0	1	9	9	11	4	5	25	4	10	2
	37.4%	38.2%	53.6%	25.0%	46.4%	11.1%	14.3%	50.0%	0.0%	0.0%	25.0%	31.0%	50.0%	47.8%	25.0%	31.3%	44.6%	22.2%	38.5%	18.2%
	100.0%	100.0%	44.1%	8.8%	38.2%	2.9%	2.9%	2.9%	0.0%	0.0%	2.9%	26.5%	26.5%	32.4%	11.8%	14.7%	73.5%	11.8%	29.4%	5.9%
Refined taste	28	28	8	3	10	4	2	0	1	0	1	8	7	7	5	8	16	4	8	5
	30.8%	31.5%	28.6%	25.0%	35.7%	44.4%	28.6%	0.0%	100.0%	0.0%	25.0%	27.6%	38.9%	30.4%	31.3%	50.0%	28.6%	22.2%	30.8%	45.5%
	100.0%	100.0%	28.6%	10.7%	35.7%	14.3%	7.1%	0.0%	3.6%	0.0%	3.6%	28.6%	25.0%	25.0%	17.9%	28.6%	57.1%	14.3%	28.6%	17.9%
Recommended by tobacconists	36	36	14	4	13	3	1	0	1	0	2	13	7	9	5	9	20	7	10	5
	39.6%	40.4%	50.0%	33.3%	46.4%	33.3%	14.3%	0.0%	100.0%	0.0%	50.0%	44.8%	38.9%	39.1%	31.3%	56.3%	35.7%	38.9%	38.5%	45.5%
	100.0%	100.0%	38.9%	11.1%	36.1%	8.3%	2.8%	0.0%	2.8%	0.0%	5.6%	36.1%	19.4%	25.0%	13.9%	25.0%	55.6%	19.4%	27.8%	13.9%
Attractive packaging	14	14	4	3	4	3	0	0	0	0	0	4	3	3	4	3	9	2	3	2
	15.4%	15.7%	14.3%	25.0%	14.3%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	16.7%	13.0%	25.0%	18.8%	16.1%	11.1%	11.5%	18.2%
	100.0%	100.0%	28.6%	21.4%	28.6%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%	21.4%	21.4%	28.6%	21.4%	64.3%	14.3%	21.4%	14.3%
Sophisticated	16	16	8	2	2	1	2	0	1	0	1	5	3	3	4	4	10	2	7	2
	17.6%	18.0%	28.6%	16.7%	7.1%	11.1%	28.6%	0.0%	100.0%	0.0%	25.0%	17.2%	16.7%	13.0%	25.0%	25.0%	17.9%	11.1%	26.9%	18.2%
	100.0%	100.0%	50.0%	12.5%	12.5%	6.3%	12.5%	0.0%	6.3%	0.0%	6.3%	31.3%	18.8%	18.8%	25.0%	25.0%	62.5%	12.5%	43.8%	12.5%
Innovative	3	3	3	0	0	0	0	0	0	0	0	0	1	1	1	0	3	0	0	0
	3.3%	3.4%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	4.3%	6.3%	0.0%	5.4%	0.0%	0.0%	0.0%
	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	100.0%	0.0%	0.0%	0.0%
Trendy	14	14	6	2	4	1	0	0	1	0	1	4	2	4	3	2	9	3	5	2
	15.4%	15.7%	21.4%	16.7%	14.3%	11.1%	0.0%	0.0%	100.0%	0.0%	25.0%	13.8%	11.1%	17.4%	18.8%	12.5%	16.1%	16.7%	19.2%	18.2%
	100.0%	100.0%	42.9%	14.3%	28.6%	7.1%	0.0%	0.0%	7.1%	0.0%	7.1%	28.6%	14.3%	28.6%	21.4%	14.3%	64.3%	21.4%	35.7%	14.3%
Prestigious	17	17	7	2	6	0	2	0	0	0	0	6	2	3	6	5	10	2	6	1
	18.7%	19.1%	25.0%	16.7%	21.4%	0.0%	28.6%	0.0%	0.0%	0.0%	0.0%	20.7%	11.1%	13.0%	37.5%	31.3%	17.9%	11.1%	23.1%	9.1%
	100.0%	100.0%	41.2%	11.8%	35.3%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	35.3%	11.8%	17.6%	35.3%	29.4%	58.8%	11.8%	35.3%	5.9%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	91	89	28	12	28	9	7	2	1	2	4	29	18	23	16	16	56	18	26	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.8%	30.8%	13.2%	30.8%	9.9%	7.7%	2.2%	1.1%	2.2%	4.4%	31.9%	19.8%	25.3%	17.6%	17.6%	61.5%	19.8%	28.6%	12.1%
Sporty	15	15	8	2	5	0	0	0	0	0	1	5	2	3	4	2	10	3	5	0
	16.5%	16.9%	28.6%	16.7%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	17.2%	11.1%	13.0%	25.0%	12.5%	17.9%	16.7%	19.2%	0.0%
	100.0%	100.0%	53.3%	13.3%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	33.3%	13.3%	20.0%	26.7%	13.3%	66.7%	20.0%	33.3%	0.0%
Reliable	39	39	16	5	12	4	1	1	0	0	1	10	6	14	8	5	24	10	11	5
	42.9%	43.8%	57.1%	41.7%	42.9%	44.4%	14.3%	50.0%	0.0%	0.0%	25.0%	34.5%	33.3%	60.9%	50.0%	31.3%	42.9%	55.6%	42.3%	45.5%	
	100.0%	100.0%	41.0%	12.8%	30.8%	10.3%	2.6%	2.6%	0.0%	0.0%	2.6%	25.6%	15.4%	35.9%	20.5%	12.8%	61.5%	25.6%	28.2%	12.8%
Recommended by magazine	24	24	12	3	7	1	1	0	0	0	1	9	4	8	2	3	15	6	12	2
	26.4%	27.0%	42.9%	25.0%	25.0%	11.1%	14.3%	0.0%	0.0%	0.0%	25.0%	31.0%	22.2%	34.8%	12.5%	18.8%	26.8%	33.3%	46.2%	18.2%
	100.0%	100.0%	50.0%	12.5%	29.2%	4.2%	4.2%	0.0%	0.0%	0.0%	4.2%	37.5%	16.7%	33.3%	8.3%	12.5%	62.5%	25.0%	50.0%	8.3%
Great taste	56	56	19	4	20	7	3	1	1	1	2	17	12	15	10	10	35	11	17	9
	61.5%	62.9%	67.9%	33.3%	71.4%	77.8%	42.9%	50.0%	100.0%	50.0%	50.0%	58.6%	66.7%	65.2%	62.5%	62.5%	62.5%	61.1%	65.4%	81.8%
	100.0%	100.0%	33.9%	7.1%	35.7%	12.5%	5.4%	1.8%	1.8%	1.8%	3.6%	30.4%	21.4%	26.8%	17.9%	17.9%	62.5%	19.6%	30.4%	16.1%
Good value	32	32	12	3	14	3	0	0	0	0	0	8	7	13	4	5	19	8	9	4
	35.2%	36.0%	42.9%	25.0%	50.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	27.6%	38.9%	56.5%	25.0%	31.3%	33.9%	44.4%	34.6%	36.4%
	100.0%	100.0%	37.5%	9.4%	43.8%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	21.9%	40.6%	12.5%	15.6%	59.4%	25.0%	28.1%	12.5%
For social smokers	26	26	8	4	11	1	1	0	1	0	1	6	6	7	6	6	17	3	5	4
	28.6%	29.2%	28.6%	33.3%	39.3%	11.1%	14.3%	0.0%	100.0%	0.0%	25.0%	20.7%	33.3%	30.4%	37.5%	37.5%	30.4%	16.7%	19.2%	36.4%
	100.0%	100.0%	30.8%	15.4%	42.3%	3.8%	3.8%	0.0%	3.8%	0.0%	3.8%	23.1%	23.1%	26.9%	23.1%	23.1%	65.4%	11.5%	19.2%	15.4%
Good for everyday	29	29	9	5	10	5	0	0	0	0	1	6	8	10	4	2	21	6	10	3
	31.9%	32.6%	32.1%	41.7%	35.7%	55.6%	0.0%	0.0%	0.0%	0.0%	25.0%	20.7%	44.4%	43.5%	25.0%	12.5%	37.5%	33.3%	38.5%	27.3%
	100.0%	100.0%	31.0%	17.2%	34.5%	17.2%	0.0%	0.0%	0.0%	0.0%	3.4%	20.7%	27.6%	34.5%	13.8%	6.9%	72.4%	20.7%	34.5%	10.3%
Fresh	42	42	14	4	15	6	3	0	0	0	1	11	14	10	6	8	27	7	13	6
	46.2%	47.2%	50.0%	33.3%	53.6%	66.7%	42.9%	0.0%	0.0%	0.0%	25.0%	37.9%	77.8%	43.5%	37.5%	50.0%	48.2%	38.9%	50.0%	54.5%
	100.0%	100.0%	33.3%	9.5%	35.7%	14.3%	7.1%	0.0%	0.0%	0.0%	2.4%	26.2%	33.3%	23.8%	14.3%	19.0%	64.3%	16.7%	31.0%	14.3%
Good for relaxing	52	52	19	4	19	6	3	0	0	1	1	16	14	14	7	10	31	11	14	7
	57.1%	58.4%	67.9%	33.3%	67.9%	66.7%	42.9%	0.0%	0.0%	50.0%	25.0%	55.2%	77.8%	60.9%	43.8%	62.5%	55.4%	61.1%	53.8%	63.6%
	100.0%	100.0%	36.5%	7.7%	36.5%	11.5%	5.8%	0.0%	0.0%	1.9%	1.9%	30.8%	26.9%	26.9%	13.5%	19.2%	59.6%	21.2%	26.9%	13.5%
Easy to find/widely available	47	47	18	6	16	3	3	0	1	0	3	12	10	14	8	8	29	10	16	5
	51.6%	52.8%	64.3%	50.0%	57.1%	33.3%	42.9%	0.0%	100.0%	0.0%	75.0%	41.4%	55.6%	60.9%	50.0%	50.0%	51.8%	55.6%	61.5%	45.5%
	100.0%	100.0%	38.3%	12.8%	34.0%	6.4%	6.4%	0.0%	2.1%	0.0%	6.4%	25.5%	21.3%	29.8%	17.0%	17.0%	61.7%	21.3%	34.0%	10.6%
Full flavored	40	40	18	4	13	3	0	0	1	1	2	12	5	13	8	6	23	11	13	5
	44.0%	44.9%	64.3%	33.3%	46.4%	33.3%	0.0%	0.0%	100.0%	50.0%	50.0%	41.4%	27.8%	56.5%	50.0%	37.5%	41.1%	61.1%	50.0%	45.5%
	100.0%	100.0%	45.0%	10.0%	32.5%	7.5%	0.0%	0.0%	2.5%	2.5%	5.0%	30.0%	12.5%	32.5%	20.0%	15.0%	57.5%	27.5%	32.5%	12.5%
Medium taste	20	20	8	1	8	2	1	0	0	0	0	6	7	4	3	4	14	2	5	1
	22.0%	22.5%	28.6%	8.3%	28.6%	22.2%	14.3%	0.0%	0.0%	0.0%	0.0%	20.7%	38.9%	17.4%	18.8%	25.0%	25.0%	11.1%	19.2%	9.1%
	100.0%	100.0%	40.0%	5.0%	40.0%	10.0%	5.0%	0.0%	0.0%	0.0%	0.0%	30.0%	35.0%	20.0%	15.0%	20.0%	70.0%	10.0%	25.0%	5.0%
Good as a reward	31	31	12	6	8	2	2	1	0	0	0	6	7	9	9	6	19	6	12	2
	34.1%	34.8%	42.9%	50.0%	28.6%	22.2%	28.6%	50.0%	0.0%	0.0%	0.0%	20.7%	38.9%	39.1%	56.3%	37.5%	33.9%	33.3%	46.2%	18.2%
	100.0%	100.0%	38.7%	19.4%	25.8%	6.5%	6.5%	3.2%	0.0%	0.0%	0.0%	19.4%	22.6%	29.0%	29.0%	19.4%	61.3%	19.4%	38.7%	6.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	91 100.0% 100.0%	89 100.0% 97.8%	28 100.0% 30.8%	12 100.0% 13.2%	28 100.0% 30.8%	9 100.0% 9.9%	7 100.0% 7.7%	2 100.0% 2.2%	1 100.0% 1.1%	2 100.0% 2.2%	4 100.0% 4.4%	29 100.0% 31.9%	18 100.0% 19.8%	23 100.0% 25.3%	16 100.0% 17.6%	16 100.0% 17.6%	56 100.0% 61.5%	18 100.0% 19.8%	26 100.0% 28.6%	11 100.0% 12.1%
Low price	4 4.4% 100.0%	4 4.5% 100.0%	2 7.1% 50.0%	1 8.3% 25.0%	0 0.0% 0.0%	1 11.1% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.4% 25.0%	0 0.0% 0.0%	3 13.0% 75.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.4% 75.0%	1 5.6% 25.0%	2 7.7% 50.0%	0 0.0% 0.0%
Smooth taste	48 52.7% 100.0%	48 53.9% 100.0%	16 57.1% 33.3%	5 41.7% 10.4%	18 64.3% 37.5%	6 66.7% 12.5%	2 28.6% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.1%	1 25.0% 2.1%	16 55.2% 33.3%	10 55.6% 20.8%	13 56.5% 27.1%	8 50.0% 16.7%	12 75.0% 25.0%	31 55.4% 64.6%	5 27.8% 10.4%	13 50.0% 27.1%	4 36.4% 8.3%
Good for special occasions	35 38.5% 100.0%	35 39.3% 100.0%	13 46.4% 37.1%	3 25.0% 8.6%	14 50.0% 40.0%	2 22.2% 5.7%	2 28.6% 5.7%	0 0.0% 0.0%	1 100.0% 2.9%	0 0.0% 0.0%	2 50.0% 5.7%	10 34.5% 28.6%	8 44.4% 22.9%	11 47.8% 31.4%	4 25.0% 11.4%	5 31.3% 14.3%	24 42.9% 68.6%	6 33.3% 17.1%	11 42.3% 31.4%	4 36.4% 11.4%
Recommended by friends	20 22.0% 100.0%	20 22.5% 100.0%	5 17.9% 25.0%	2 16.7% 10.0%	8 28.6% 40.0%	2 22.2% 10.0%	2 28.6% 10.0%	0 0.0% 0.0%	1 100.0% 5.0%	0 0.0% 0.0%	2 50.0% 10.0%	4 13.8% 20.0%	6 33.3% 30.0%	6 26.1% 30.0%	2 12.5% 10.0%	4 25.0% 20.0%	12 21.4% 60.0%	4 22.2% 20.0%	8 30.8% 40.0%	2 18.2% 10.0%
Good for a gift	42 46.2% 100.0%	42 47.2% 100.0%	13 46.4% 31.0%	6 50.0% 14.3%	16 57.1% 38.1%	3 33.3% 7.1%	3 42.9% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.4%	0 0.0% 0.0%	13 44.8% 31.0%	10 55.6% 23.8%	11 47.8% 26.2%	8 50.0% 19.0%	7 43.8% 16.7%	26 46.4% 61.9%	9 50.0% 21.4%	14 53.8% 33.3%	6 54.5% 14.3%
Consistent quality	60 65.9% 100.0%	60 67.4% 100.0%	19 67.9% 31.7%	8 66.7% 13.3%	22 78.6% 36.7%	5 55.6% 8.3%	4 57.1% 6.7%	1 50.0% 1.7%	1 100.0% 1.7%	0 0.0% 0.0%	2 50.0% 3.3%	15 51.7% 25.0%	12 66.7% 20.0%	18 78.3% 30.0%	13 81.3% 21.7%	12 75.0% 20.0%	36 64.3% 60.0%	12 66.7% 20.0%	20 76.9% 33.3%	8 72.7% 13.3%
Masculine	27 29.7% 100.0%	27 30.3% 100.0%	11 39.3% 40.7%	3 25.0% 11.1%	9 32.1% 33.3%	0 0.0% 0.0%	2 28.6% 7.4%	1 50.0% 3.7%	1 100.0% 3.7%	0 0.0% 0.0%	2 50.0% 7.4%	6 20.7% 22.2%	5 27.8% 18.5%	6 26.1% 22.2%	8 50.0% 29.6%	4 25.0% 14.8%	18 32.1% 66.7%	5 27.8% 18.5%	10 38.5% 37.0%	2 18.2% 7.4%
Brand I trust	62 68.1% 100.0%	62 69.7% 100.0%	22 78.6% 35.5%	10 83.3% 16.1%	21 75.0% 33.9%	5 55.6% 8.1%	3 42.9% 4.8%	0 0.0% 0.0%	1 100.0% 1.6%	0 0.0% 0.0%	2 50.0% 3.2%	15 51.7% 24.2%	15 83.3% 24.2%	19 82.6% 30.6%	11 68.8% 17.7%	11 68.8% 17.7%	39 69.6% 62.9%	12 66.7% 19.4%	20 76.9% 32.3%	8 72.7% 12.9%
Well constructed	60 65.9% 100.0%	60 67.4% 100.0%	18 64.3% 30.0%	9 75.0% 15.0%	22 78.6% 36.7%	6 66.7% 10.0%	4 57.1% 6.7%	0 0.0% 0.0%	1 100.0% 1.7%	0 0.0% 0.0%	2 50.0% 3.3%	17 58.6% 28.3%	14 77.8% 23.3%	16 69.6% 26.7%	11 68.8% 18.3%	13 81.3% 21.7%	35 62.5% 58.3%	12 66.7% 20.0%	19 73.1% 31.7%	9 81.8% 15.0%
Strong taste	17 18.7% 100.0%	17 19.1% 100.0%	8 28.6% 47.1%	3 25.0% 17.6%	4 14.3% 23.5%	2 22.2% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 6.9% 11.8%	4 22.2% 23.5%	5 21.7% 29.4%	6 37.5% 35.3%	3 18.8% 17.6%	7 12.5% 41.2%	7 38.9% 41.2%	6 23.1% 35.3%	1 9.1% 5.9%
For serious smokers	41 45.1% 100.0%	41 46.1% 100.0%	16 57.1% 39.0%	5 41.7% 12.2%	12 42.9% 29.3%	4 44.4% 9.8%	3 42.9% 7.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.4%	1 25.0% 2.4%	12 41.4% 29.3%	10 55.6% 24.4%	9 39.1% 22.0%	9 56.3% 22.0%	8 50.0% 19.5%	23 41.1% 56.1%	10 55.6% 24.4%	14 53.8% 34.1%	3 27.3% 7.3%
Popular	41 45.1% 100.0%	41 46.1% 100.0%	16 57.1% 39.0%	4 33.3% 9.8%	15 53.6% 36.6%	3 33.3% 7.3%	3 42.9% 7.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 2.4%	11 37.9% 26.8%	10 55.6% 24.4%	10 43.5% 24.4%	9 56.3% 22.0%	7 43.8% 17.1%	26 46.4% 63.4%	8 44.4% 19.5%	16 61.5% 39.0%	2 18.2% 4.9%
Easy to smoke	52 57.1% 100.0%	52 58.4% 100.0%	21 75.0% 40.4%	8 66.7% 15.4%	15 53.6% 28.8%	5 55.6% 9.6%	2 28.6% 3.8%	0 0.0% 0.0%	1 100.0% 1.9%	0 0.0% 0.0%	2 50.0% 3.8%	15 51.7% 28.8%	12 66.7% 23.1%	15 65.2% 28.8%	8 50.0% 15.4%	10 62.5% 19.2%	31 55.4% 59.6%	11 61.1% 21.2%	18 69.2% 34.6%	6 54.5% 11.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	91	89	28	12	28	9	7	2	1	2	4	29	18	23	16	16	56	18	26	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.8%	30.8%	13.2%	30.8%	9.9%	7.7%	2.2%	1.1%	2.2%	4.4%	31.9%	19.8%	25.3%	17.6%	17.6%	61.5%	19.8%	28.6%	12.1%
Easy draw	51	51	21	7	16	5	2	0	0	0	2	16	10	15	8	9	32	10	16	6
	56.0%	57.3%	75.0%	58.3%	57.1%	55.6%	28.6%	0.0%	0.0%	0.0%	50.0%	55.2%	55.6%	65.2%	50.0%	56.3%	57.1%	55.6%	61.5%	54.5%
	100.0%	100.0%	41.2%	13.7%	31.4%	9.8%	3.9%	0.0%	0.0%	0.0%	3.9%	31.4%	19.6%	29.4%	15.7%	17.6%	62.7%	19.6%	31.4%	11.8%
No answer	6	5	1	1	1	1	0	0	0	1	0	1	0	3	1	0	3	2	0	0
	6.6%	5.6%	3.6%	8.3%	3.6%	11.1%	0.0%	0.0%	0.0%	50.0%	0.0%	3.4%	0.0%	13.0%	6.3%	0.0%	5.4%	11.1%	0.0%	0.0%
	100.0%	83.3%	16.7%	16.7%	16.7%	16.7%	0.0%	0.0%	0.0%	16.7%	0.0%	16.7%	0.0%	50.0%	16.7%	0.0%	50.0%	33.3%	0.0%	0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	77	76	27	11	18	7	7	2	3	1	3	31	13	15	15	13	47	17	23	9
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.7%	35.1%	14.3%	23.4%	9.1%	9.1%	2.6%	3.9%	1.3%	3.9%	40.3%	16.9%	19.5%	19.5%	16.9%	61.0%	22.1%	29.9%	11.7%
Punch																				
Casual	19	19	7	3	3	1	2	1	1	1	0	10	3	3	3	5	11	3	4	5
	24.7%	25.0%	25.9%	27.3%	16.7%	14.3%	28.6%	50.0%	33.3%	100.0%	0.0%	32.3%	23.1%	20.0%	20.0%	38.5%	23.4%	17.6%	17.4%	55.6%
	100.0%	100.0%	36.8%	15.8%	15.8%	5.3%	10.5%	5.3%	5.3%	5.3%	0.0%	52.6%	15.8%	15.8%	15.8%	26.3%	57.9%	15.8%	21.1%	26.3%
Individualistic	15	15	7	4	2	0	1	1	0	0	0	5	2	3	5	3	9	3	7	2
	19.5%	19.7%	25.9%	36.4%	11.1%	0.0%	14.3%	50.0%	0.0%	0.0%	0.0%	16.1%	15.4%	20.0%	33.3%	23.1%	19.1%	17.6%	30.4%	22.2%
	100.0%	100.0%	46.7%	26.7%	13.3%	0.0%	6.7%	6.7%	0.0%	0.0%	0.0%	33.3%	13.3%	20.0%	33.3%	20.0%	60.0%	20.0%	46.7%	13.3%
Mild taste	23	23	8	4	5	0	3	1	1	1	0	12	4	3	4	7	15	1	4	4
	29.9%	30.3%	29.6%	36.4%	27.8%	0.0%	42.9%	50.0%	33.3%	100.0%	0.0%	38.7%	30.8%	20.0%	26.7%	53.8%	31.9%	5.9%	17.4%	44.4%
	100.0%	100.0%	34.8%	17.4%	21.7%	0.0%	13.0%	4.3%	4.3%	4.3%	0.0%	52.2%	17.4%	13.0%	17.4%	30.4%	65.2%	4.3%	17.4%	17.4%
High quality	46	46	19	6	11	2	4	2	1	1	0	20	6	8	12	9	27	10	16	6
	59.7%	60.5%	70.4%	54.5%	61.1%	28.6%	57.1%	100.0%	33.3%	100.0%	0.0%	64.5%	46.2%	53.3%	80.0%	69.2%	57.4%	58.8%	69.6%	66.7%
	100.0%	100.0%	41.3%	13.0%	23.9%	4.3%	8.7%	4.3%	2.2%	2.2%	0.0%	43.5%	13.0%	17.4%	26.1%	19.6%	58.7%	21.7%	34.8%	13.0%
Smart choice	36	36	13	6	9	1	3	2	1	1	0	13	6	8	9	7	20	9	12	6
	46.8%	47.4%	48.1%	54.5%	50.0%	14.3%	42.9%	100.0%	33.3%	100.0%	0.0%	41.9%	46.2%	53.3%	60.0%	53.8%	42.6%	52.9%	52.2%	66.7%
	100.0%	100.0%	36.1%	16.7%	25.0%	2.8%	8.3%	5.6%	2.8%	2.8%	0.0%	36.1%	16.7%	22.2%	25.0%	19.4%	55.6%	25.0%	33.3%	16.7%
Refined taste	24	24	8	6	4	0	2	1	2	1	0	7	5	3	9	5	15	4	8	4
	31.2%	31.6%	29.6%	54.5%	22.2%	0.0%	28.6%	50.0%	66.7%	100.0%	0.0%	22.6%	38.5%	20.0%	60.0%	38.5%	31.9%	23.5%	34.8%	44.4%
	100.0%	100.0%	33.3%	25.0%	16.7%	0.0%	8.3%	4.2%	8.3%	4.2%	0.0%	29.2%	20.8%	12.5%	37.5%	20.8%	62.5%	16.7%	33.3%	16.7%
Recommended by tobacconists	28	28	13	4	7	1	3	0	0	0	0	12	5	6	5	5	17	6	9	4
	36.4%	36.8%	48.1%	36.4%	38.9%	14.3%	42.9%	0.0%	0.0%	0.0%	0.0%	38.7%	38.5%	40.0%	33.3%	38.5%	36.2%	35.3%	39.1%	44.4%
	100.0%	100.0%	46.4%	14.3%	25.0%	3.6%	10.7%	0.0%	0.0%	0.0%	0.0%	42.9%	17.9%	21.4%	17.9%	17.9%	60.7%	21.4%	32.1%	14.3%
Attractive packaging	11	11	5	2	2	0	1	1	0	0	0	4	2	3	2	2	6	3	3	3
	14.3%	14.5%	18.5%	18.2%	11.1%	0.0%	14.3%	50.0%	0.0%	0.0%	0.0%	12.9%	15.4%	20.0%	13.3%	15.4%	12.8%	17.6%	13.0%	33.3%
	100.0%	100.0%	45.5%	18.2%	18.2%	0.0%	9.1%	9.1%	0.0%	0.0%	0.0%	36.4%	18.2%	27.3%	18.2%	18.2%	54.5%	27.3%	27.3%	27.3%
Sophisticated	13	13	7	2	3	0	1	0	0	0	0	4	1	4	4	1	9	3	6	2
	16.9%	17.1%	25.9%	18.2%	16.7%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	12.9%	7.7%	26.7%	26.7%	7.7%	19.1%	17.6%	26.1%	22.2%
	100.0%	100.0%	53.8%	15.4%	23.1%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	30.8%	7.7%	30.8%	30.8%	7.7%	69.2%	23.1%	46.2%	15.4%
Innovative	6	6	4	0	0	0	1	1	0	0	0	2	1	3	0	1	4	1	2	1
	7.8%	7.9%	14.8%	0.0%	0.0%	0.0%	14.3%	50.0%	0.0%	0.0%	0.0%	6.5%	7.7%	20.0%	0.0%	7.7%	8.5%	5.9%	8.7%	11.1%
	100.0%	100.0%	66.7%	0.0%	0.0%	0.0%	16.7%	16.7%	0.0%	0.0%	0.0%	33.3%	16.7%	50.0%	0.0%	16.7%	66.7%	16.7%	33.3%	16.7%
Trendy	10	10	5	1	1	0	3	0	0	0	0	6	1	2	1	2	8	0	0	3
	13.0%	13.2%	18.5%	9.1%	5.6%	0.0%	42.9%	0.0%	0.0%	0.0%	0.0%	19.4%	7.7%	13.3%	6.7%	15.4%	17.0%	0.0%	0.0%	33.3%
	100.0%	100.0%	50.0%	10.0%	10.0%	0.0%	30.0%	0.0%	0.0%	0.0%	0.0%	60.0%	10.0%	20.0%	10.0%	20.0%	80.0%	0.0%	0.0%	30.0%
Prestigious	14	14	6	3	2	0	2	1	0	0	0	3	2	2	7	2	8	4	3	2
	18.2%	18.4%	22.2%	27.3%	11.1%	0.0%	28.6%	50.0%	0.0%	0.0%	0.0%	9.7%	15.4%	13.3%	46.7%	15.4%	17.0%	23.5%	13.0%	22.2%
	100.0%	100.0%	42.9%	21.4%	14.3%	0.0%	14.3%	7.1%	0.0%	0.0%	0.0%	21.4%	14.3%	14.3%	50.0%	14.3%	57.1%	28.6%	21.4%	14.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	77	76	27	11	18	7	7	2	3	1	3	31	13	15	15	13	47	17	23	9
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.7%	35.1%	14.3%	23.4%	9.1%	9.1%	2.6%	3.9%	1.3%	3.9%	40.3%	16.9%	19.5%	19.5%	16.9%	61.0%	22.1%	29.9%	11.7%
Sporty	9	9	3	1	1	0	2	0	2	0	0	4	1	4	0	1	6	2	1	3
	11.7%	11.8%	11.1%	9.1%	5.6%	0.0%	28.6%	0.0%	66.7%	0.0%	0.0%	12.9%	7.7%	26.7%	0.0%	7.7%	12.8%	11.8%	4.3%	33.3%
	100.0%	100.0%	33.3%	11.1%	11.1%	0.0%	22.2%	0.0%	22.2%	0.0%	0.0%	44.4%	11.1%	44.4%	0.0%	11.1%	66.7%	22.2%	11.1%	33.3%
Reliable	31	31	15	6	4	1	4	1	0	0	0	11	4	7	9	4	20	7	13	5
	40.3%	40.8%	55.6%	54.5%	22.2%	14.3%	57.1%	50.0%	0.0%	0.0%	0.0%	35.5%	30.8%	46.7%	60.0%	30.8%	42.6%	41.2%	56.5%	55.6%
	100.0%	100.0%	48.4%	19.4%	12.9%	3.2%	12.9%	3.2%	0.0%	0.0%	0.0%	35.5%	12.9%	22.6%	29.0%	12.9%	64.5%	22.6%	41.9%	16.1%
Recommended by magazine	14	14	10	0	2	1	1	0	0	0	0	7	3	3	1	1	10	3	6	2
	18.2%	18.4%	37.0%	0.0%	11.1%	14.3%	14.3%	0.0%	0.0%	0.0%	0.0%	22.6%	23.1%	20.0%	6.7%	7.7%	21.3%	17.6%	26.1%	22.2%
	100.0%	100.0%	71.4%	0.0%	14.3%	7.1%	7.1%	0.0%	0.0%	0.0%	0.0%	50.0%	21.4%	21.4%	7.1%	7.1%	71.4%	21.4%	42.9%	14.3%
Great taste	51	50	19	9	10	2	5	1	3	1	2	22	7	8	12	8	32	11	16	8
	66.2%	65.8%	70.4%	81.8%	55.6%	28.6%	71.4%	50.0%	100.0%	100.0%	66.7%	71.0%	53.8%	53.3%	80.0%	61.5%	68.1%	64.7%	69.6%	88.9%
	100.0%	98.0%	37.3%	17.6%	19.6%	3.9%	9.8%	2.0%	5.9%	2.0%	3.9%	43.1%	13.7%	15.7%	23.5%	15.7%	62.7%	21.6%	31.4%	15.7%
Good value	36	36	15	5	11	0	3	1	1	0	2	10	8	8	8	7	24	5	11	5
	46.8%	47.4%	55.6%	45.5%	61.1%	0.0%	42.9%	50.0%	33.3%	0.0%	66.7%	32.3%	61.5%	53.3%	53.3%	53.8%	51.1%	29.4%	47.8%	55.6%
	100.0%	100.0%	41.7%	13.9%	30.6%	0.0%	8.3%	2.8%	2.8%	0.0%	5.6%	27.8%	22.2%	22.2%	22.2%	19.4%	66.7%	13.9%	30.6%	13.9%
For social smokers	21	21	7	4	5	1	2	1	1	0	0	7	5	5	4	5	12	4	8	3
	27.3%	27.6%	25.9%	36.4%	27.8%	14.3%	28.6%	50.0%	33.3%	0.0%	0.0%	22.6%	38.5%	33.3%	26.7%	38.5%	25.5%	23.5%	34.8%	33.3%
	100.0%	100.0%	33.3%	19.0%	23.8%	4.8%	9.5%	4.8%	4.8%	0.0%	0.0%	33.3%	23.8%	23.8%	19.0%	23.8%	57.1%	19.0%	38.1%	14.3%
Good for everyday	30	30	13	6	5	2	2	1	1	0	1	13	4	5	7	4	17	9	12	4
	39.0%	39.5%	48.1%	54.5%	27.8%	28.6%	28.6%	50.0%	33.3%	0.0%	33.3%	41.9%	30.8%	33.3%	46.7%	30.8%	36.2%	52.9%	52.2%	44.4%
	100.0%	100.0%	43.3%	20.0%	16.7%	6.7%	6.7%	3.3%	3.3%	0.0%	3.3%	43.3%	13.3%	16.7%	23.3%	13.3%	56.7%	30.0%	40.0%	13.3%
Fresh	44	43	15	9	9	4	3	1	1	1	0	20	6	7	11	9	23	12	15	7
	57.1%	56.6%	55.6%	81.8%	50.0%	57.1%	42.9%	50.0%	33.3%	100.0%	0.0%	64.5%	46.2%	46.7%	73.3%	69.2%	48.9%	70.6%	65.2%	77.8%
	100.0%	97.7%	34.1%	20.5%	20.5%	9.1%	6.8%	2.3%	2.3%	2.3%	0.0%	45.5%	13.6%	15.9%	25.0%	20.5%	52.3%	27.3%	34.1%	15.9%
Good for relaxing	44	44	16	7	12	3	1	1	3	1	0	17	6	9	12	6	25	13	17	5
	57.1%	57.9%	59.3%	63.6%	66.7%	42.9%	14.3%	50.0%	100.0%	100.0%	0.0%	54.8%	46.2%	60.0%	80.0%	46.2%	53.2%	76.5%	73.9%	55.6%
	100.0%	100.0%	36.4%	15.9%	27.3%	6.8%	2.3%	2.3%	6.8%	2.3%	0.0%	38.6%	13.6%	20.5%	27.3%	13.6%	56.8%	29.5%	38.6%	11.4%
Easy to find/widely available	46	45	15	6	11	4	6	1	1	1	1	18	8	8	11	6	29	11	14	9
	59.7%	59.2%	55.6%	54.5%	61.1%	57.1%	85.7%	50.0%	33.3%	100.0%	33.3%	58.1%	61.5%	53.3%	73.3%	46.2%	61.7%	64.7%	60.9%	100.0%
	100.0%	97.8%	32.6%	13.0%	23.9%	8.7%	13.0%	2.2%	2.2%	2.2%	2.2%	39.1%	17.4%	17.4%	23.9%	13.0%	63.0%	23.9%	30.4%	19.6%
Full flavored	32	32	13	6	8	1	2	1	0	1	0	13	4	6	9	5	17	10	13	4
	41.6%	42.1%	48.1%	54.5%	44.4%	14.3%	28.6%	50.0%	0.0%	100.0%	0.0%	41.9%	30.8%	40.0%	60.0%	38.5%	36.2%	58.8%	56.5%	44.4%
	100.0%	100.0%	40.6%	18.8%	25.0%	3.1%	6.3%	3.1%	0.0%	3.1%	0.0%	40.6%	12.5%	18.8%	28.1%	15.6%	53.1%	31.3%	40.6%	12.5%
Medium taste	23	23	10	3	4	1	2	1	1	1	0	9	5	5	4	6	14	3	9	3
	29.9%	30.3%	37.0%	27.3%	22.2%	14.3%	28.6%	50.0%	33.3%	100.0%	0.0%	29.0%	38.5%	33.3%	26.7%	46.2%	29.8%	17.6%	39.1%	33.3%
	100.0%	100.0%	43.5%	13.0%	17.4%	4.3%	8.7%	4.3%	4.3%	4.3%	0.0%	39.1%	21.7%	21.7%	17.4%	26.1%	60.9%	13.0%	39.1%	13.0%
Good as a reward	26	26	10	3	7	2	2	1	1	0	0	6	6	8	6	3	16	7	11	3
	33.8%	34.2%	37.0%	27.3%	38.9%	28.6%	28.6%	50.0%	33.3%	0.0%	0.0%	19.4%	46.2%	53.3%	40.0%	23.1%	34.0%	41.2%	47.8%	33.3%
	100.0%	100.0%	38.5%	11.5%	26.9%	7.7%	7.7%	3.8%	3.8%	0.0%	0.0%	23.1%	23.1%	30.8%	23.1%	11.5%	61.5%	26.9%	42.3%	11.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	77	76	27	11	18	7	7	2	3	1	3	31	13	15	15	13	47	17	23	9
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.7%	35.1%	14.3%	23.4%	9.1%	9.1%	2.6%	3.9%	1.3%	3.9%	40.3%	16.9%	19.5%	19.5%	16.9%	61.0%	22.1%	29.9%	11.7%
Low price	14	14	5	3	3	1	1	1	0	0	1	6	4	1	2	2	10	2	4	3
	18.2%	18.4%	18.5%	27.3%	16.7%	14.3%	14.3%	50.0%	0.0%	0.0%	33.3%	19.4%	30.8%	6.7%	13.3%	15.4%	21.3%	11.8%	17.4%	33.3%
	100.0%	100.0%	35.7%	21.4%	21.4%	7.1%	7.1%	7.1%	0.0%	0.0%	7.1%	42.9%	28.6%	7.1%	14.3%	14.3%	71.4%	14.3%	28.6%	21.4%
Smooth taste	42	42	16	6	8	3	6	1	1	1	1	16	8	9	8	10	23	9	12	7
	54.5%	55.3%	59.3%	54.5%	44.4%	42.9%	85.7%	50.0%	33.3%	100.0%	33.3%	51.6%	61.5%	60.0%	53.3%	76.9%	48.9%	52.9%	52.2%	77.8%
	100.0%	100.0%	38.1%	14.3%	19.0%	7.1%	14.3%	2.4%	2.4%	2.4%	2.4%	38.1%	19.0%	21.4%	19.0%	23.8%	54.8%	21.4%	28.6%	16.7%
Good for special occasions	32	32	12	4	10	0	3	2	1	0	0	11	7	6	8	9	18	5	12	4
	41.6%	42.1%	44.4%	36.4%	55.6%	0.0%	42.9%	100.0%	33.3%	0.0%	0.0%	35.5%	53.8%	40.0%	53.3%	69.2%	38.3%	29.4%	52.2%	44.4%
	100.0%	100.0%	37.5%	12.5%	31.3%	0.0%	9.4%	6.3%	3.1%	0.0%	0.0%	34.4%	21.9%	18.8%	25.0%	28.1%	56.3%	15.6%	37.5%	12.5%
Recommended by friends	23	22	6	2	8	0	5	0	1	0	1	10	5	3	4	3	15	5	6	4
	29.9%	28.9%	22.2%	18.2%	44.4%	0.0%	71.4%	0.0%	33.3%	0.0%	33.3%	32.3%	38.5%	20.0%	26.7%	23.1%	31.9%	29.4%	26.1%	44.4%
	100.0%	95.7%	26.1%	8.7%	34.8%	0.0%	21.7%	0.0%	4.3%	0.0%	4.3%	43.5%	21.7%	13.0%	17.4%	13.0%	65.2%	21.7%	26.1%	17.4%
Good for a gift	24	24	9	3	9	1	1	1	0	0	0	9	4	6	5	2	16	6	12	2
	31.2%	31.6%	33.3%	27.3%	50.0%	14.3%	14.3%	50.0%	0.0%	0.0%	0.0%	29.0%	30.8%	40.0%	33.3%	15.4%	34.0%	35.3%	52.2%	22.2%
	100.0%	100.0%	37.5%	12.5%	37.5%	4.2%	4.2%	4.2%	0.0%	0.0%	0.0%	37.5%	16.7%	25.0%	20.8%	8.3%	66.7%	25.0%	50.0%	8.3%
Consistent quality	50	49	21	8	13	1	4	1	1	0	1	17	8	12	12	6	33	11	17	7
	64.9%	64.5%	77.8%	72.7%	72.2%	14.3%	57.1%	50.0%	33.3%	0.0%	33.3%	54.8%	61.5%	80.0%	80.0%	46.2%	70.2%	64.7%	73.9%	77.8%
	100.0%	98.0%	42.0%	16.0%	26.0%	2.0%	8.0%	2.0%	2.0%	0.0%	2.0%	34.0%	16.0%	24.0%	24.0%	12.0%	66.0%	22.0%	34.0%	14.0%
Masculine	20	20	8	4	3	0	2	2	1	0	0	5	3	5	7	2	11	7	8	4
	26.0%	26.3%	29.6%	36.4%	16.7%	0.0%	28.6%	100.0%	33.3%	0.0%	0.0%	16.1%	23.1%	33.3%	46.7%	15.4%	23.4%	41.2%	34.8%	44.4%
	100.0%	100.0%	40.0%	20.0%	15.0%	0.0%	10.0%	10.0%	5.0%	0.0%	0.0%	25.0%	15.0%	25.0%	35.0%	10.0%	55.0%	35.0%	40.0%	20.0%
Brand I trust	52	51	20	9	13	3	3	1	2	0	0	23	7	9	13	7	32	13	17	7
	67.5%	67.1%	74.1%	81.8%	72.2%	42.9%	42.9%	50.0%	66.7%	0.0%	0.0%	74.2%	53.8%	60.0%	86.7%	53.8%	68.1%	76.5%	73.9%	77.8%
	100.0%	98.1%	38.5%	17.3%	25.0%	5.8%	5.8%	1.9%	3.8%	0.0%	0.0%	44.2%	13.5%	17.3%	25.0%	13.5%	61.5%	25.0%	32.7%	13.5%
Well constructed	48	47	17	9	10	3	5	2	1	0	2	20	7	5	14	8	28	12	16	8
	62.3%	61.8%	63.0%	81.8%	55.6%	42.9%	71.4%	100.0%	33.3%	0.0%	66.7%	64.5%	53.8%	33.3%	93.3%	61.5%	59.6%	70.6%	69.6%	88.9%
	100.0%	97.9%	35.4%	18.8%	20.8%	6.3%	10.4%	4.2%	2.1%	0.0%	4.2%	41.7%	14.6%	10.4%	29.2%	16.7%	58.3%	25.0%	33.3%	16.7%
Strong taste	16	16	6	2	5	1	1	0	1	0	0	8	1	2	5	1	7	8	4	3
	20.8%	21.1%	22.2%	18.2%	27.8%	14.3%	14.3%	0.0%	33.3%	0.0%	0.0%	25.8%	7.7%	13.3%	33.3%	7.7%	14.9%	47.1%	17.4%	33.3%
	100.0%	100.0%	37.5%	12.5%	31.3%	6.3%	6.3%	0.0%	6.3%	0.0%	0.0%	50.0%	6.3%	12.5%	31.3%	6.3%	43.8%	50.0%	25.0%	18.8%
For serious smokers	24	24	9	5	5	2	1	1	1	0	0	9	3	4	8	2	15	7	7	2
	31.2%	31.6%	33.3%	45.5%	27.8%	28.6%	14.3%	50.0%	33.3%	0.0%	0.0%	29.0%	23.1%	26.7%	53.3%	15.4%	31.9%	41.2%	30.4%	22.2%
	100.0%	100.0%	37.5%	20.8%	20.8%	8.3%	4.2%	4.2%	4.2%	0.0%	0.0%	37.5%	12.5%	16.7%	33.3%	8.3%	62.5%	29.2%	29.2%	8.3%
Popular	39	39	14	6	10	3	3	1	2	0	0	18	7	5	9	8	22	9	10	4
	50.6%	51.3%	51.9%	54.5%	55.6%	42.9%	42.9%	50.0%	66.7%	0.0%	0.0%	58.1%	53.8%	33.3%	60.0%	61.5%	46.8%	52.9%	43.5%	44.4%
	100.0%	100.0%	35.9%	15.4%	25.6%	7.7%	7.7%	2.6%	5.1%	0.0%	0.0%	46.2%	17.9%	12.8%	23.1%	20.5%	56.4%	23.1%	25.6%	10.3%
Easy to smoke	44	43	17	9	9	1	4	1	2	0	0	15	7	10	12	7	25	12	15	7
	57.1%	56.6%	63.0%	81.8%	50.0%	14.3%	57.1%	50.0%	66.7%	0.0%	0.0%	48.4%	53.8%	66.7%	80.0%	53.8%	53.2%	70.6%	65.2%	77.8%
	100.0%	97.7%	38.6%	20.5%	20.5%	2.3%	9.1%	2.3%	4.5%	0.0%	0.0%	34.1%	15.9%	22.7%	27.3%	15.9%	56.8%	27.3%	34.1%	15.9%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	77	76	27	11	18	7	7	2	3	1	3	31	13	15	15	13	47	17	23	9
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.7%	35.1%	14.3%	23.4%	9.1%	9.1%	2.6%	3.9%	1.3%	3.9%	40.3%	16.9%	19.5%	19.5%	16.9%	61.0%	22.1%	29.9%	11.7%
Easy draw	45	44	18	7	13	2	1	2	1	0	1	17	7	9	11	7	28	10	17	4
	58.4%	57.9%	66.7%	63.6%	72.2%	28.6%	14.3%	100.0%	33.3%	0.0%	33.3%	54.8%	53.8%	60.0%	73.3%	53.8%	59.6%	58.8%	73.9%	44.4%
	100.0%	97.8%	40.0%	15.6%	28.9%	4.4%	2.2%	4.4%	2.2%	0.0%	2.2%	37.8%	15.6%	20.0%	24.4%	15.6%	62.2%	22.2%	37.8%	8.9%
No answer	4	4	3	0	0	1	0	0	0	0	1	0	1	2	0	0	3	1	2	0
	5.2%	5.3%	11.1%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	7.7%	13.3%	0.0%	0.0%	6.4%	5.9%	8.7%	0.0%
	100.0%	100.0%	75.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	25.0%	50.0%	0.0%	0.0%	75.0%	25.0%	50.0%	0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	67	64	19	16	10	9	2	1	3	4	1	26	10	16	14	15	41	11	17	8
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.5%	28.4%	23.9%	14.9%	13.4%	3.0%	1.5%	4.5%	6.0%	1.5%	38.8%	14.9%	23.9%	20.9%	22.4%	61.2%	16.4%	25.4%	11.9%
Te Amo																				
Casual	17	17	8	3	2	2	1	0	0	1	1	7	2	4	3	4	12	1	6	4
	25.4%	26.6%	42.1%	18.8%	20.0%	22.2%	50.0%	0.0%	0.0%	25.0%	100.0%	26.9%	20.0%	25.0%	21.4%	26.7%	29.3%	9.1%	35.3%	50.0%
	100.0%	100.0%	47.1%	17.6%	11.8%	11.8%	5.9%	0.0%	0.0%	5.9%	5.9%	41.2%	11.8%	23.5%	17.6%	23.5%	70.6%	5.9%	35.3%	23.5%
Individualistic	15	15	4	4	3	2	1	0	0	1	0	7	2	5	1	5	9	1	6	3
	22.4%	23.4%	21.1%	25.0%	30.0%	22.2%	50.0%	0.0%	0.0%	25.0%	0.0%	26.9%	20.0%	31.3%	7.1%	33.3%	22.0%	9.1%	35.3%	37.5%
	100.0%	100.0%	26.7%	26.7%	20.0%	13.3%	6.7%	0.0%	0.0%	6.7%	0.0%	46.7%	13.3%	33.3%	6.7%	33.3%	60.0%	6.7%	40.0%	20.0%
Mild taste	15	15	4	4	1	2	1	1	1	1	0	7	2	3	3	5	9	1	5	4
	22.4%	23.4%	21.1%	25.0%	10.0%	22.2%	50.0%	100.0%	33.3%	25.0%	0.0%	26.9%	20.0%	18.8%	21.4%	33.3%	22.0%	9.1%	29.4%	50.0%
	100.0%	100.0%	26.7%	26.7%	6.7%	13.3%	6.7%	6.7%	6.7%	6.7%	0.0%	46.7%	13.3%	20.0%	20.0%	33.3%	60.0%	6.7%	33.3%	26.7%
High quality	25	25	7	10	3	4	0	0	0	1	0	7	7	6	5	6	18	1	7	3
	37.3%	39.1%	36.8%	62.5%	30.0%	44.4%	0.0%	0.0%	0.0%	25.0%	0.0%	26.9%	70.0%	37.5%	35.7%	40.0%	43.9%	9.1%	41.2%	37.5%
	100.0%	100.0%	28.0%	40.0%	12.0%	16.0%	0.0%	0.0%	0.0%	4.0%	0.0%	28.0%	28.0%	24.0%	20.0%	24.0%	72.0%	4.0%	28.0%	12.0%
Smart choice	22	22	10	7	2	0	1	0	1	1	0	7	4	6	5	5	15	2	9	3
	32.8%	34.4%	52.6%	43.8%	20.0%	0.0%	50.0%	0.0%	33.3%	25.0%	0.0%	26.9%	40.0%	37.5%	35.7%	33.3%	36.6%	18.2%	52.9%	37.5%
	100.0%	100.0%	45.5%	31.8%	9.1%	0.0%	4.5%	0.0%	4.5%	4.5%	0.0%	31.8%	18.2%	27.3%	22.7%	22.7%	68.2%	9.1%	40.9%	13.6%
Refined taste	20	20	6	6	1	4	1	1	0	1	1	5	3	6	5	6	12	2	2	4
	29.9%	31.3%	31.6%	37.5%	10.0%	44.4%	50.0%	100.0%	0.0%	25.0%	100.0%	19.2%	30.0%	37.5%	35.7%	40.0%	29.3%	18.2%	11.8%	50.0%
	100.0%	100.0%	30.0%	30.0%	5.0%	20.0%	5.0%	5.0%	0.0%	5.0%	5.0%	25.0%	15.0%	30.0%	25.0%	30.0%	60.0%	10.0%	10.0%	20.0%
Recommended by tobacconists	15	14	4	4	2	2	1	0	0	1	0	6	2	5	2	5	8	2	5	4
	22.4%	21.9%	21.1%	25.0%	20.0%	22.2%	50.0%	0.0%	0.0%	25.0%	0.0%	23.1%	20.0%	31.3%	14.3%	33.3%	19.5%	18.2%	29.4%	50.0%
	100.0%	93.3%	26.7%	26.7%	13.3%	13.3%	6.7%	0.0%	0.0%	6.7%	0.0%	40.0%	13.3%	33.3%	13.3%	33.3%	53.3%	13.3%	33.3%	26.7%
Attractive packaging	9	9	4	3	0	0	1	0	0	1	0	3	2	3	1	3	6	0	2	3
	13.4%	14.1%	21.1%	18.8%	0.0%	0.0%	50.0%	0.0%	0.0%	25.0%	0.0%	11.5%	20.0%	18.8%	7.1%	20.0%	14.6%	0.0%	11.8%	37.5%
	100.0%	100.0%	44.4%	33.3%	0.0%	0.0%	11.1%	0.0%	0.0%	11.1%	0.0%	33.3%	22.2%	33.3%	11.1%	33.3%	66.7%	0.0%	22.2%	33.3%
Sophisticated	6	6	2	2	0	0	1	0	0	1	0	3	0	2	1	2	4	0	1	3
	9.0%	9.4%	10.5%	12.5%	0.0%	0.0%	50.0%	0.0%	0.0%	25.0%	0.0%	11.5%	0.0%	12.5%	7.1%	13.3%	9.8%	0.0%	5.9%	37.5%
	100.0%	100.0%	33.3%	33.3%	0.0%	0.0%	16.7%	0.0%	0.0%	16.7%	0.0%	50.0%	0.0%	33.3%	16.7%	33.3%	66.7%	0.0%	16.7%	50.0%
Innovative	7	7	3	2	1	0	0	0	0	1	0	4	0	2	1	2	4	1	3	2
	10.4%	10.9%	15.8%	12.5%	10.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	15.4%	0.0%	12.5%	7.1%	13.3%	9.8%	9.1%	17.6%	25.0%
	100.0%	100.0%	42.9%	28.6%	14.3%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	57.1%	0.0%	28.6%	14.3%	28.6%	57.1%	14.3%	42.9%	28.6%
Trendy	7	6	3	2	0	0	0	0	0	1	0	4	0	2	1	2	5	0	1	2
	10.4%	9.4%	15.8%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	15.4%	0.0%	12.5%	7.1%	13.3%	12.2%	0.0%	5.9%	25.0%
	100.0%	85.7%	42.9%	28.6%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	57.1%	0.0%	28.6%	14.3%	28.6%	71.4%	0.0%	14.3%	28.6%
Prestigious	6	6	1	3	0	1	0	0	0	1	1	2	0	2	1	3	3	0	1	2
	9.0%	9.4%	5.3%	18.8%	0.0%	11.1%	0.0%	0.0%	0.0%	25.0%	100.0%	7.7%	0.0%	12.5%	7.1%	20.0%	7.3%	0.0%	5.9%	25.0%
	100.0%	100.0%	16.7%	50.0%	0.0%	16.7%	0.0%	0.0%	0.0%	16.7%	16.7%	33.3%	0.0%	33.3%	16.7%	50.0%	50.0%	0.0%	16.7%	33.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	67 100.0% 100.0%	64 100.0% 95.5%	19 100.0% 28.4%	16 100.0% 23.9%	10 100.0% 14.9%	9 100.0% 13.4%	2 100.0% 3.0%	1 100.0% 1.5%	3 100.0% 4.5%	4 100.0% 6.0%	1 100.0% 1.5%	26 100.0% 38.8%	10 100.0% 14.9%	16 100.0% 23.9%	14 100.0% 20.9%	15 100.0% 22.4%	41 100.0% 61.2%	11 100.0% 16.4%	17 100.0% 25.4%	8 100.0% 11.9%
Sporty	8 11.9% 100.0%	8 12.5% 100.0%	4 21.1% 50.0%	2 12.5% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 12.5%	1 25.0% 12.5%	0 0.0% 0.0%	3 11.5% 37.5%	1 10.0% 12.5%	3 18.8% 37.5%	1 7.1% 12.5%	2 13.3% 25.0%	4 9.8% 50.0%	2 18.2% 25.0%	2 11.8% 25.0%	2 25.0% 25.0%
Reliable	26 38.8% 100.0%	26 40.6% 100.0%	11 57.9% 42.3%	6 37.5% 23.1%	2 20.0% 7.7%	5 55.6% 19.2%	1 50.0% 3.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 3.8%	0 0.0% 0.0%	7 26.9% 26.9%	4 40.0% 15.4%	9 56.3% 34.6%	6 42.9% 23.1%	6 40.0% 23.1%	19 46.3% 73.1%	1 9.1% 3.8%	4 23.5% 15.4%	4 50.0% 15.4%
Recommended by magazine	8 11.9% 100.0%	7 10.9% 87.5%	3 15.8% 37.5%	2 12.5% 25.0%	1 10.0% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 12.5%	0 0.0% 0.0%	4 15.4% 50.0%	1 10.0% 12.5%	2 12.5% 25.0%	1 7.1% 12.5%	2 13.3% 25.0%	6 14.6% 75.0%	0 0.0% 0.0%	2 11.8% 25.0%	2 25.0% 25.0%
Great taste	37 55.2% 100.0%	37 57.8% 100.0%	13 68.4% 35.1%	8 50.0% 21.6%	5 50.0% 13.5%	5 55.6% 13.5%	1 50.0% 2.7%	1 100.0% 2.7%	2 66.7% 5.4%	2 50.0% 5.4%	0 0.0% 0.0%	11 42.3% 29.7%	8 80.0% 21.6%	9 56.3% 24.3%	9 64.3% 24.3%	7 46.7% 18.9%	25 61.0% 67.6%	5 45.5% 13.5%	10 58.8% 27.0%	4 50.0% 10.8%
Good value	36 53.7% 100.0%	36 56.3% 100.0%	14 73.7% 38.9%	9 56.3% 25.0%	5 50.0% 13.9%	3 33.3% 8.3%	1 50.0% 2.8%	1 100.0% 2.8%	1 33.3% 2.8%	2 50.0% 5.6%	1 100.0% 2.8%	13 50.0% 36.1%	7 70.0% 19.4%	9 56.3% 25.0%	6 42.9% 16.7%	6 40.0% 16.7%	27 65.9% 75.0%	3 27.3% 8.3%	11 64.7% 30.6%	4 50.0% 11.1%
For social smokers	18 26.9% 100.0%	18 28.1% 100.0%	8 42.1% 44.4%	5 31.3% 27.8%	3 30.0% 16.7%	0 0.0% 0.0%	1 50.0% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 5.6%	0 0.0% 0.0%	7 26.9% 38.9%	3 30.0% 16.7%	4 25.0% 22.2%	4 28.6% 22.2%	4 26.7% 22.2%	13 31.7% 72.2%	1 9.1% 5.6%	5 29.4% 27.8%	3 37.5% 16.7%
Good for everyday	27 40.3% 100.0%	27 42.2% 100.0%	9 47.4% 33.3%	9 56.3% 33.3%	3 30.0% 11.1%	3 33.3% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 3.7%	2 50.0% 7.4%	0 0.0% 0.0%	10 38.5% 37.0%	5 50.0% 18.5%	7 43.8% 25.9%	5 35.7% 18.5%	5 33.3% 18.5%	21 51.2% 77.8%	1 9.1% 3.7%	7 41.2% 25.9%	3 37.5% 11.1%
Fresh	30 44.8% 100.0%	29 45.3% 96.7%	11 57.9% 36.7%	9 56.3% 30.0%	5 50.0% 16.7%	2 22.2% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 3.3%	1 25.0% 3.3%	0 0.0% 0.0%	11 42.3% 36.7%	7 70.0% 23.3%	8 50.0% 26.7%	4 28.6% 13.3%	7 46.7% 23.3%	22 53.7% 73.3%	1 9.1% 3.3%	9 52.9% 30.0%	3 37.5% 10.0%
Good for relaxing	30 44.8% 100.0%	29 45.3% 96.7%	13 68.4% 43.3%	6 37.5% 20.0%	4 40.0% 13.3%	3 33.3% 10.0%	1 50.0% 3.3%	0 0.0% 0.0%	1 33.3% 3.3%	1 25.0% 3.3%	1 100.0% 3.3%	11 42.3% 36.7%	5 50.0% 16.7%	8 50.0% 26.7%	5 35.7% 16.7%	8 53.3% 26.7%	18 43.9% 60.0%	4 36.4% 13.3%	7 41.2% 23.3%	3 37.5% 10.0%
Easy to find/widely available	32 47.8% 100.0%	30 46.9% 93.8%	14 73.7% 43.8%	7 43.8% 21.9%	4 40.0% 12.5%	2 22.2% 6.3%	1 50.0% 3.1%	0 0.0% 0.0%	1 33.3% 3.1%	1 25.0% 3.1%	0 0.0% 0.0%	12 46.2% 37.5%	5 50.0% 15.6%	9 56.3% 28.1%	6 42.9% 18.8%	5 33.3% 15.6%	22 53.7% 68.8%	5 45.5% 15.6%	11 64.7% 34.4%	4 50.0% 12.5%
Full flavored	24 35.8% 100.0%	22 34.4% 91.7%	6 31.6% 25.0%	7 43.8% 29.2%	3 30.0% 12.5%	4 44.4% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 4.2%	1 25.0% 4.2%	0 0.0% 0.0%	8 30.8% 33.3%	3 30.0% 12.5%	9 56.3% 37.5%	4 28.6% 16.7%	3 20.0% 12.5%	18 43.9% 75.0%	3 27.3% 12.5%	4 23.5% 16.7%	4 50.0% 16.7%
Medium taste	17 25.4% 100.0%	17 26.6% 100.0%	6 31.6% 35.3%	5 31.3% 29.4%	2 20.0% 11.8%	2 22.2% 11.8%	1 50.0% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 5.9%	0 0.0% 0.0%	7 26.9% 41.2%	4 40.0% 23.5%	4 25.0% 23.5%	2 14.3% 11.8%	4 26.7% 23.5%	12 29.3% 70.6%	1 9.1% 5.9%	5 29.4% 29.4%	5 62.5% 29.4%
Good as a reward	16 23.9% 100.0%	15 23.4% 93.8%	4 21.1% 25.0%	5 31.3% 31.3%	2 20.0% 12.5%	2 22.2% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 6.3%	1 25.0% 6.3%	0 0.0% 0.0%	5 19.2% 31.3%	1 10.0% 6.3%	7 43.8% 43.8%	3 21.4% 18.8%	4 26.7% 25.0%	10 24.4% 62.5%	2 18.2% 12.5%	2 11.8% 12.5%	2 25.0% 12.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	67 100.0% 100.0%	64 100.0% 95.5%	19 100.0% 28.4%	16 100.0% 23.9%	10 100.0% 14.9%	9 100.0% 13.4%	2 100.0% 3.0%	1 100.0% 1.5%	3 100.0% 4.5%	4 100.0% 6.0%	1 100.0% 1.5%	26 100.0% 38.8%	10 100.0% 14.9%	16 100.0% 23.9%	14 100.0% 20.9%	15 100.0% 22.4%	41 100.0% 61.2%	11 100.0% 16.4%	17 100.0% 25.4%	8 100.0% 11.9%
Low price	19 28.4% 100.0%	18 28.1% 94.7%	9 47.4% 47.4%	5 31.3% 26.3%	1 10.0% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 5.3%	2 50.0% 10.5%	0 0.0% 0.0%	8 30.8% 42.1%	2 20.0% 10.5%	4 25.0% 21.1%	5 35.7% 26.3%	5 33.3% 26.3%	13 31.7% 68.4%	1 9.1% 5.3%	7 41.2% 36.8%	2 25.0% 10.5%
Smooth taste	33 49.3% 100.0%	32 50.0% 97.0%	14 73.7% 42.4%	8 50.0% 24.2%	2 20.0% 6.1%	5 55.6% 15.2%	1 50.0% 3.0%	0 0.0% 0.0%	1 33.3% 3.0%	1 25.0% 3.0%	1 100.0% 3.0%	13 50.0% 39.4%	6 60.0% 18.2%	6 37.5% 18.2%	7 50.0% 21.2%	10 66.7% 30.3%	21 51.2% 63.6%	2 18.2% 6.1%	6 35.3% 18.2%	2 25.0% 6.1%
Good for special occasions	19 28.4% 100.0%	19 29.7% 100.0%	5 26.3% 26.3%	7 43.8% 36.8%	3 30.0% 15.8%	1 11.1% 5.3%	1 50.0% 5.3%	0 0.0% 0.0%	1 33.3% 5.3%	1 25.0% 5.3%	0 0.0% 0.0%	7 26.9% 36.8%	3 30.0% 15.8%	7 43.8% 36.8%	2 14.3% 10.5%	5 33.3% 26.3%	14 34.1% 73.7%	0 0.0% 0.0%	3 17.6% 15.8%	4 50.0% 21.1%
Recommended by friends	12 17.9% 100.0%	12 18.8% 100.0%	4 21.1% 33.3%	3 18.8% 25.0%	2 20.0% 16.7%	1 11.1% 8.3%	1 50.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 8.3%	0 0.0% 0.0%	6 23.1% 50.0%	2 20.0% 16.7%	3 18.8% 25.0%	1 7.1% 8.3%	2 13.3% 16.7%	10 24.4% 83.3%	0 0.0% 0.0%	2 11.8% 16.7%	3 37.5% 25.0%
Good for a gift	19 28.4% 100.0%	18 28.1% 94.7%	7 36.8% 36.8%	6 37.5% 31.6%	1 10.0% 5.3%	3 33.3% 15.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 5.3%	0 0.0% 0.0%	5 19.2% 26.3%	2 20.0% 10.5%	6 37.5% 31.6%	6 42.9% 31.6%	4 26.7% 21.1%	13 31.7% 68.4%	2 18.2% 10.5%	4 23.5% 21.1%	2 25.0% 10.5%
Consistent quality	34 50.7% 100.0%	33 51.6% 97.1%	12 63.2% 35.3%	11 68.8% 32.4%	3 30.0% 8.8%	5 55.6% 14.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 2.9%	1 25.0% 2.9%	0 0.0% 0.0%	9 34.6% 26.5%	8 80.0% 23.5%	11 68.8% 32.4%	6 42.9% 17.6%	8 53.3% 23.5%	24 58.5% 70.6%	2 18.2% 5.9%	10 58.8% 29.4%	4 50.0% 11.8%
Masculine	17 25.4% 100.0%	17 26.6% 100.0%	6 31.6% 35.3%	5 31.3% 29.4%	2 20.0% 11.8%	2 22.2% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 5.9%	1 25.0% 5.9%	1 100.0% 5.9%	4 15.4% 23.5%	3 30.0% 17.6%	6 37.5% 35.3%	3 21.4% 17.6%	5 33.3% 29.4%	10 24.4% 58.8%	2 18.2% 11.8%	4 23.5% 23.5%	2 25.0% 11.8%
Brand I trust	32 47.8% 100.0%	31 48.4% 96.9%	12 63.2% 37.5%	11 68.8% 34.4%	3 30.0% 9.4%	3 33.3% 9.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 3.1%	1 25.0% 3.1%	0 0.0% 0.0%	9 34.6% 28.1%	8 80.0% 25.0%	8 50.0% 25.0%	7 50.0% 21.9%	7 46.7% 21.9%	22 53.7% 68.8%	3 27.3% 9.4%	8 47.1% 25.0%	3 37.5% 9.4%
Well constructed	37 55.2% 100.0%	36 56.3% 97.3%	12 63.2% 32.4%	11 68.8% 29.7%	5 50.0% 13.5%	4 44.4% 10.8%	0 0.0% 0.0%	1 100.0% 2.7%	2 66.7% 5.4%	1 25.0% 2.7%	0 0.0% 0.0%	11 42.3% 29.7%	7 70.0% 18.9%	12 75.0% 32.4%	7 50.0% 18.9%	9 60.0% 24.3%	25 61.0% 67.6%	3 27.3% 8.1%	11 64.7% 29.7%	5 62.5% 13.5%
Strong taste	19 28.4% 100.0%	19 29.7% 100.0%	7 36.8% 36.8%	4 25.0% 21.1%	3 30.0% 15.8%	2 22.2% 10.5%	0 0.0% 0.0%	0 0.0% 0.0%	2 66.7% 10.5%	1 25.0% 5.3%	0 0.0% 0.0%	7 26.9% 36.8%	2 20.0% 10.5%	4 25.0% 21.1%	6 42.9% 31.6%	3 20.0% 15.8%	13 31.7% 68.4%	3 27.3% 15.8%	5 29.4% 26.3%	5 62.5% 26.3%
For serious smokers	18 26.9% 100.0%	18 28.1% 100.0%	8 42.1% 44.4%	7 43.8% 38.9%	1 10.0% 5.6%	1 11.1% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 5.6%	0 0.0% 0.0%	5 19.2% 27.8%	3 30.0% 16.7%	5 31.3% 27.8%	5 35.7% 27.8%	4 26.7% 22.2%	12 29.3% 66.7%	2 18.2% 11.1%	5 29.4% 27.8%	3 37.5% 16.7%
Popular	26 38.8% 100.0%	26 40.6% 100.0%	9 47.4% 34.6%	7 43.8% 26.9%	4 40.0% 15.4%	3 33.3% 11.5%	2 100.0% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 3.8%	1 100.0% 3.8%	11 42.3% 42.3%	3 30.0% 11.5%	6 37.5% 23.1%	5 35.7% 19.2%	7 46.7% 26.9%	17 41.5% 65.4%	2 18.2% 7.7%	8 47.1% 30.8%	4 50.0% 15.4%
Easy to smoke	33 49.3% 100.0%	32 50.0% 97.0%	13 68.4% 39.4%	9 56.3% 27.3%	4 40.0% 12.1%	3 33.3% 9.1%	0 0.0% 0.0%	1 100.0% 3.0%	1 33.3% 3.0%	1 25.0% 3.0%	0 0.0% 0.0%	8 30.8% 24.2%	5 50.0% 15.2%	12 75.0% 36.4%	8 57.1% 24.2%	5 33.3% 15.2%	23 56.1% 69.7%	5 45.5% 15.2%	9 52.9% 27.3%	3 37.5% 9.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	67	64	19	16	10	9	2	1	3	4	1	26	10	16	14	15	41	11	17	8
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.5%	28.4%	23.9%	14.9%	13.4%	3.0%	1.5%	4.5%	6.0%	1.5%	38.8%	14.9%	23.9%	20.9%	22.4%	61.2%	16.4%	25.4%	11.9%
Easy draw	34	34	12	10	5	5	0	0	1	1	0	11	6	10	7	8	23	3	10	4
	50.7%	53.1%	63.2%	62.5%	50.0%	55.6%	0.0%	0.0%	33.3%	25.0%	0.0%	42.3%	60.0%	62.5%	50.0%	53.3%	56.1%	27.3%	58.8%	50.0%
	100.0%	100.0%	35.3%	29.4%	14.7%	14.7%	0.0%	0.0%	2.9%	2.9%	0.0%	32.4%	17.6%	29.4%	20.6%	23.5%	67.6%	8.8%	29.4%	11.8%
No answer	2	2	0	1	0	0	0	0	0	1	0	0	0	1	1	0	0	2	1	0
	3.0%	3.1%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	6.3%	7.1%	0.0%	0.0%	18.2%	5.9%	0.0%
	100.0%	100.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%	50.0%	0.0%

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	387	371	89	57	87	43	46	16	20	13	21	154	67	76	65	103	223	57	85	89
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.9%	23.0%	14.7%	22.5%	11.1%	11.9%	4.1%	5.2%	3.4%	5.4%	39.8%	17.3%	19.6%	16.8%	26.6%	57.6%	14.7%	22.0%	23.0%
No answer	107	100	11	18	18	19	14	6	7	7	8	50	13	18	16	33	60	12	21	28
	27.6%	27.0%	12.4%	31.6%	20.7%	44.2%	30.4%	37.5%	35.0%	53.8%	38.1%	32.5%	19.4%	23.7%	24.6%	32.0%	26.9%	21.1%	24.7%	31.5%
	100.0%	93.5%	10.3%	16.8%	16.8%	17.8%	13.1%	5.6%	6.5%	6.5%	7.5%	46.7%	12.1%	16.8%	15.0%	30.8%	56.1%	11.2%	19.6%	26.2%
Total answering	280	271	78	39	69	24	32	10	13	6	13	104	54	58	49	70	163	45	64	61
	72.4%	73.0%	87.6%	68.4%	79.3%	55.8%	69.6%	62.5%	65.0%	46.2%	61.9%	67.5%	80.6%	76.3%	75.4%	68.0%	73.1%	78.9%	75.3%	68.5%
	100.0%	96.8%	27.9%	13.9%	24.6%	8.6%	11.4%	3.6%	4.6%	2.1%	4.6%	37.1%	19.3%	20.7%	17.5%	25.0%	58.2%	16.1%	22.9%	21.8%
Cohiba																				
Mild Taste (1)	10	8	2	1	1	0	0	1	2	1	3	3	2	0	1	3	4	3	1	3
	3.6%	3.0%	2.6%	2.6%	1.4%	0.0%	0.0%	10.0%	15.4%	16.7%	23.1%	2.9%	3.7%	0.0%	2.0%	4.3%	2.5%	6.7%	1.6%	4.9%
	100.0%	80.0%	20.0%	10.0%	10.0%	0.0%	0.0%	10.0%	20.0%	10.0%	30.0%	30.0%	20.0%	0.0%	10.0%	30.0%	40.0%	30.0%	10.0%	30.0%
Mild to medium taste (2)	39	38	5	6	12	3	8	1	0	3	1	14	9	8	6	18	18	2	5	11
	13.9%	14.0%	6.4%	15.4%	17.4%	12.5%	25.0%	10.0%	0.0%	50.0%	7.7%	13.5%	16.7%	13.8%	12.2%	25.7%	11.0%	4.4%	7.8%	18.0%
	100.0%	97.4%	12.8%	15.4%	30.8%	7.7%	20.5%	2.6%	0.0%	7.7%	2.6%	35.9%	23.1%	20.5%	15.4%	46.2%	46.2%	5.1%	12.8%	28.2%
Medium taste (3)	82	81	19	12	19	9	12	3	5	2	5	32	18	13	14	21	53	8	17	23
	29.3%	29.9%	24.4%	30.8%	27.5%	37.5%	37.5%	30.0%	38.5%	33.3%	38.5%	30.8%	33.3%	22.4%	28.6%	30.0%	32.5%	17.8%	26.6%	37.7%
	100.0%	98.8%	23.2%	14.6%	23.2%	11.0%	14.6%	3.7%	6.1%	2.4%	6.1%	39.0%	22.0%	15.9%	17.1%	25.6%	64.6%	9.8%	20.7%	28.0%
Medium to strong taste (4)	95	92	28	13	28	7	8	3	5	0	2	35	18	24	16	17	58	19	21	15
	33.9%	33.9%	35.9%	33.3%	40.6%	29.2%	25.0%	30.0%	38.5%	0.0%	15.4%	33.7%	33.3%	41.4%	32.7%	24.3%	35.6%	42.2%	32.8%	24.6%
	100.0%	96.8%	29.5%	13.7%	29.5%	7.4%	8.4%	3.2%	5.3%	0.0%	2.1%	36.8%	18.9%	25.3%	16.8%	17.9%	61.1%	20.0%	22.1%	15.8%
Strong taste (5)	54	52	24	7	9	5	4	2	1	0	2	20	7	13	12	11	30	13	20	9
	19.3%	19.2%	30.8%	17.9%	13.0%	20.8%	12.5%	20.0%	7.7%	0.0%	15.4%	19.2%	13.0%	22.4%	24.5%	15.7%	18.4%	28.9%	31.3%	14.8%
	100.0%	96.3%	44.4%	13.0%	16.7%	9.3%	7.4%	3.7%	1.9%	0.0%	3.7%	37.0%	13.0%	24.1%	22.2%	20.4%	55.6%	24.1%	37.0%	16.7%
Mean	3.51	3.52	3.86	3.49	3.46	3.58	3.25	3.40	3.23	2.17	2.92	3.53	3.35	3.72	3.65	3.21	3.56	3.82	3.84	3.26
Std. Dev.	1.064	1.046	1.016	1.048	0.979	0.974	0.984	1.265	1.166	0.753	1.382	1.042	1.031	0.970	1.052	1.128	0.994	1.114	1.011	1.079
Std. Err.	0.064	0.064	0.115	0.168	0.118	0.199	0.174	0.400	0.323	0.307	0.383	0.102	0.140	0.127	0.150	0.135	0.078	0.166	0.126	0.138

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UNDER PROTECTIVE ORDER
GC 017501

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	273	262	71	49	56	29	25	11	14	7	11	98	49	60	53	72	149	49	73	47
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.0%	26.0%	17.9%	20.5%	10.6%	9.2%	4.0%	5.1%	2.6%	4.0%	35.9%	17.9%	22.0%	19.4%	26.4%	54.6%	17.9%	26.7%	17.2%
No answer	84	79	12	14	18	15	8	4	4	4	4	30	20	14	14	19	48	14	18	14
	30.8%	30.2%	16.9%	28.6%	32.1%	51.7%	32.0%	36.4%	28.6%	57.1%	36.4%	30.6%	40.8%	23.3%	26.4%	26.4%	32.2%	28.6%	24.7%	29.8%
	100.0%	94.0%	14.3%	16.7%	21.4%	17.9%	9.5%	4.8%	4.8%	4.8%	4.8%	35.7%	23.8%	16.7%	16.7%	22.6%	57.1%	16.7%	21.4%	16.7%
Total answering	189	183	59	35	38	14	17	7	10	3	7	68	29	46	39	53	101	35	55	33
	69.2%	69.8%	83.1%	71.4%	67.9%	48.3%	68.0%	63.6%	71.4%	42.9%	63.6%	69.4%	59.2%	76.7%	73.6%	73.6%	67.8%	71.4%	75.3%	70.2%
	100.0%	96.8%	31.2%	18.5%	20.1%	7.4%	9.0%	3.7%	5.3%	1.6%	3.7%	36.0%	15.3%	24.3%	20.6%	28.0%	53.4%	18.5%	29.1%	17.5%
Davidoff																				
Mild Taste (1)	21	20	12	3	2	0	1	1	1	0	0	12	4	3	2	7	8	6	11	2
	11.1%	10.9%	20.3%	8.6%	5.3%	0.0%	5.9%	14.3%	10.0%	0.0%	0.0%	17.6%	13.8%	6.5%	5.1%	13.2%	7.9%	17.1%	20.0%	6.1%
	100.0%	95.2%	57.1%	14.3%	9.5%	0.0%	4.8%	4.8%	4.8%	0.0%	0.0%	57.1%	19.0%	14.3%	9.5%	33.3%	38.1%	28.6%	52.4%	9.5%
Mild to medium taste (2)	45	44	11	7	10	6	5	2	2	1	1	16	9	8	11	12	26	7	10	9
	23.8%	24.0%	18.6%	20.0%	26.3%	42.9%	29.4%	28.6%	20.0%	33.3%	14.3%	23.5%	31.0%	17.4%	28.2%	22.6%	25.7%	20.0%	18.2%	27.3%
	100.0%	97.8%	24.4%	15.6%	22.2%	13.3%	11.1%	4.4%	4.4%	2.2%	2.2%	35.6%	20.0%	17.8%	24.4%	26.7%	57.8%	15.6%	22.2%	20.0%
Medium taste (3)	74	71	21	16	17	4	6	1	5	1	2	30	10	18	14	22	38	14	20	10
	39.2%	38.8%	35.6%	45.7%	44.7%	28.6%	35.3%	14.3%	50.0%	33.3%	28.6%	44.1%	34.5%	39.1%	35.9%	41.5%	37.6%	40.0%	36.4%	30.3%
	100.0%	95.9%	28.4%	21.6%	23.0%	5.4%	8.1%	1.4%	6.8%	1.4%	2.7%	40.5%	13.5%	24.3%	18.9%	29.7%	51.4%	18.9%	27.0%	13.5%
Medium to strong taste (4)	41	40	15	7	9	2	4	2	1	0	3	9	5	14	10	9	26	6	14	8
	21.7%	21.9%	25.4%	20.0%	23.7%	14.3%	23.5%	28.6%	10.0%	0.0%	42.9%	13.2%	17.2%	30.4%	25.6%	17.0%	25.7%	17.1%	25.5%	24.2%
	100.0%	97.6%	36.6%	17.1%	22.0%	4.9%	9.8%	4.9%	2.4%	0.0%	7.3%	22.0%	12.2%	34.1%	24.4%	22.0%	63.4%	14.6%	34.1%	19.5%
Strong taste (5)	8	8	0	2	0	2	1	1	1	1	1	1	1	3	2	3	3	2	0	4
	4.2%	4.4%	0.0%	5.7%	0.0%	14.3%	5.9%	14.3%	10.0%	33.3%	14.3%	1.5%	3.4%	6.5%	5.1%	5.7%	3.0%	5.7%	0.0%	12.1%
	100.0%	100.0%	0.0%	25.0%	0.0%	25.0%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	37.5%	25.0%	37.5%	37.5%	25.0%	0.0%	50.0%
Mean	2.84	2.85	2.66	2.94	2.87	3.00	2.94	3.00	2.90	3.33	3.57	2.57	2.66	3.13	2.97	2.79	2.90	2.74	2.67	3.09
Std. Dev.	1.024	1.026	1.077	0.998	0.844	1.109	1.029	1.414	1.101	1.528	0.976	0.982	1.045	1.002	0.986	1.063	0.975	1.120	1.072	1.128
Std. Err.	0.075	0.076	0.140	0.169	0.137	0.296	0.250	0.535	0.348	0.882	0.369	0.119	0.194	0.148	0.158	0.146	0.097	0.189	0.145	0.196

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UNDER PROTECTIVE ORDER
GC 017502

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	565	543	106	81	106	86	56	30	33	45	30	193	99	130	109	176	321	64	90	151
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.1%	18.8%	14.3%	18.8%	15.2%	9.9%	5.3%	5.8%	8.0%	5.3%	34.2%	17.5%	23.0%	19.3%	31.2%	56.8%	11.3%	15.9%	26.7%
No answer	193	183	20	27	30	43	19	9	10	25	10	60	32	47	41	56	115	19	23	62
	34.2%	33.7%	18.9%	33.3%	28.3%	50.0%	33.9%	30.0%	30.3%	55.6%	33.3%	31.1%	32.3%	36.2%	37.6%	31.8%	35.8%	29.7%	25.6%	41.1%
	100.0%	94.8%	10.4%	14.0%	15.5%	22.3%	9.8%	4.7%	5.2%	13.0%	5.2%	31.1%	16.6%	24.4%	21.2%	29.0%	59.6%	9.8%	11.9%	32.1%
Total answering	372	360	86	54	76	43	37	21	23	20	20	133	67	83	68	120	206	45	67	89
	65.8%	66.3%	81.1%	66.7%	71.7%	50.0%	66.1%	70.0%	69.7%	44.4%	66.7%	68.9%	67.7%	63.8%	62.4%	68.2%	64.2%	70.3%	74.4%	58.9%
	100.0%	96.8%	23.1%	14.5%	20.4%	11.6%	9.9%	5.6%	6.2%	5.4%	5.4%	35.8%	18.0%	22.3%	18.3%	32.3%	55.4%	12.1%	18.0%	23.9%
Don Diego																				
Mild Taste (1)	21	18	8	3	2	3	0	1	0	1	4	6	3	3	4	10	8	3	2	5
	5.6%	5.0%	9.3%	5.6%	2.6%	7.0%	0.0%	4.8%	0.0%	5.0%	20.0%	4.5%	4.5%	3.6%	5.9%	8.3%	3.9%	6.7%	3.0%	5.6%
	100.0%	85.7%	38.1%	14.3%	9.5%	14.3%	0.0%	4.8%	0.0%	4.8%	19.0%	28.6%	14.3%	14.3%	19.0%	47.6%	38.1%	14.3%	9.5%	23.8%
Mild to medium taste (2)	98	95	21	14	21	9	9	3	8	10	3	41	24	14	16	26	60	11	17	21
	26.3%	26.4%	24.4%	25.9%	27.6%	20.9%	24.3%	14.3%	34.8%	50.0%	15.0%	30.8%	35.8%	16.9%	23.5%	21.7%	29.1%	24.4%	25.4%	23.6%
	100.0%	96.9%	21.4%	14.3%	21.4%	9.2%	9.2%	3.1%	8.2%	10.2%	3.1%	41.8%	24.5%	14.3%	16.3%	26.5%	61.2%	11.2%	17.3%	21.4%
Medium taste (3)	143	140	33	19	29	21	15	11	6	6	9	49	26	29	30	38	87	18	33	30
	38.4%	38.9%	38.4%	35.2%	38.2%	48.8%	40.5%	52.4%	26.1%	30.0%	45.0%	36.8%	38.8%	34.9%	44.1%	31.7%	42.2%	40.0%	49.3%	33.7%
	100.0%	97.9%	23.1%	13.3%	20.3%	14.7%	10.5%	7.7%	4.2%	4.2%	6.3%	34.3%	18.2%	20.3%	21.0%	26.6%	60.8%	12.6%	23.1%	21.0%
Medium to strong taste (4)	95	92	21	12	23	8	12	4	9	3	4	33	13	31	14	41	43	11	12	32
	25.5%	25.6%	24.4%	22.2%	30.3%	18.6%	32.4%	19.0%	39.1%	15.0%	20.0%	24.8%	19.4%	37.3%	20.6%	34.2%	20.9%	24.4%	17.9%	36.0%
	100.0%	96.8%	22.1%	12.6%	24.2%	8.4%	12.6%	4.2%	9.5%	3.2%	4.2%	34.7%	13.7%	32.6%	14.7%	43.2%	45.3%	11.6%	12.6%	33.7%
Strong taste (5)	15	15	3	6	1	2	1	2	0	0	0	4	1	6	4	5	8	2	3	1
	4.0%	4.2%	3.5%	11.1%	1.3%	4.7%	2.7%	9.5%	0.0%	0.0%	0.0%	3.0%	1.5%	7.2%	5.9%	4.2%	3.9%	4.4%	4.5%	1.1%
	100.0%	100.0%	20.0%	40.0%	6.7%	13.3%	6.7%	13.3%	0.0%	0.0%	0.0%	26.7%	6.7%	40.0%	26.7%	33.3%	53.3%	13.3%	20.0%	6.7%
Mean	2.96	2.97	2.88	3.07	3.00	2.93	3.14	3.14	3.04	2.55	2.65	2.91	2.78	3.28	2.97	3.04	2.92	2.96	2.96	3.03
Std. Dev.	0.952	0.942	0.999	1.079	0.864	0.936	0.822	0.964	0.878	0.826	1.040	0.925	0.867	0.954	0.962	1.032	0.899	0.976	0.860	0.935
Std. Err.	0.049	0.050	0.108	0.147	0.099	0.143	0.135	0.210	0.183	0.185	0.233	0.080	0.106	0.105	0.117	0.094	0.063	0.145	0.105	0.099

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UNDER PROTECTIVE ORDER
GC 017503

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	358	346	83	61	82	54	24	18	11	13	12	121	61	77	83	93	198	65	82	56
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.6%	23.2%	17.0%	22.9%	15.1%	6.7%	5.0%	3.1%	3.6%	3.4%	33.8%	17.0%	21.5%	23.2%	26.0%	55.3%	18.2%	22.9%	15.6%
No answer	93	87	11	10	13	23	12	9	2	7	4	28	15	17	27	31	51	11	18	22
	26.0%	25.1%	13.3%	16.4%	15.9%	42.6%	50.0%	50.0%	18.2%	53.8%	33.3%	23.1%	24.6%	22.1%	32.5%	33.3%	25.8%	16.9%	22.0%	39.3%
	100.0%	93.5%	11.8%	10.8%	14.0%	24.7%	12.9%	9.7%	2.2%	7.5%	4.3%	30.1%	16.1%	18.3%	29.0%	33.3%	54.8%	11.8%	19.4%	23.7%
Total answering	265	259	72	51	69	31	12	9	9	6	8	93	46	60	56	62	147	54	64	34
	74.0%	74.9%	86.7%	83.6%	84.1%	57.4%	50.0%	50.0%	81.8%	46.2%	66.7%	76.9%	75.4%	77.9%	67.5%	66.7%	74.2%	83.1%	78.0%	60.7%
	100.0%	97.7%	27.2%	19.2%	26.0%	11.7%	4.5%	3.4%	3.4%	2.3%	3.0%	35.1%	17.4%	22.6%	21.1%	23.4%	55.5%	20.4%	24.2%	12.8%
Fuente/Arturo Fuente																				
Mild Taste (1)	12	12	3	5	0	1	0	0	1	2	1	5	2	1	3	4	6	2	6	4
	4.5%	4.6%	4.2%	9.8%	0.0%	3.2%	0.0%	0.0%	11.1%	33.3%	12.5%	5.4%	4.3%	1.7%	5.4%	6.5%	4.1%	3.7%	9.4%	11.8%
	100.0%	100.0%	25.0%	41.7%	0.0%	8.3%	0.0%	0.0%	8.3%	16.7%	8.3%	41.7%	16.7%	8.3%	25.0%	33.3%	50.0%	16.7%	50.0%	33.3%
Mild to medium taste (2)	47	46	11	11	13	5	2	1	2	1	3	22	7	9	6	20	22	5	11	4
	17.7%	17.8%	15.3%	21.6%	18.8%	16.1%	16.7%	11.1%	22.2%	16.7%	37.5%	23.7%	15.2%	15.0%	10.7%	32.3%	15.0%	9.3%	17.2%	11.8%
	100.0%	97.9%	23.4%	23.4%	27.7%	10.6%	4.3%	2.1%	4.3%	2.1%	6.4%	46.8%	14.9%	19.1%	12.8%	42.6%	46.8%	10.6%	23.4%	8.5%
Medium taste (3)	108	106	25	20	31	16	7	4	1	2	3	34	23	26	22	22	70	15	25	15
	40.8%	40.9%	34.7%	39.2%	44.9%	51.6%	58.3%	44.4%	11.1%	33.3%	37.5%	36.6%	50.0%	43.3%	39.3%	35.5%	47.6%	27.8%	39.1%	44.1%
	100.0%	98.1%	23.1%	18.5%	28.7%	14.8%	6.5%	3.7%	0.9%	1.9%	2.8%	31.5%	21.3%	24.1%	20.4%	20.4%	64.8%	13.9%	23.1%	13.9%
Medium to strong taste (4)	82	80	28	12	21	8	2	3	5	1	1	29	11	15	24	13	43	25	17	10
	30.9%	30.9%	38.9%	23.5%	30.4%	25.8%	16.7%	33.3%	55.6%	16.7%	12.5%	31.2%	23.9%	25.0%	42.9%	21.0%	29.3%	46.3%	26.6%	29.4%
	100.0%	97.6%	34.1%	14.6%	25.6%	9.8%	2.4%	3.7%	6.1%	1.2%	1.2%	35.4%	13.4%	18.3%	29.3%	15.9%	52.4%	30.5%	20.7%	12.2%
Strong taste (5)	16	15	5	3	4	1	1	1	0	0	0	3	3	9	1	3	6	7	5	1
	6.0%	5.8%	6.9%	5.9%	5.8%	3.2%	8.3%	11.1%	0.0%	0.0%	0.0%	3.2%	6.5%	15.0%	1.8%	4.8%	4.1%	13.0%	7.8%	2.9%
	100.0%	93.8%	31.3%	18.8%	25.0%	6.3%	6.3%	6.3%	0.0%	0.0%	0.0%	18.8%	18.8%	56.3%	6.3%	18.8%	37.5%	43.8%	31.3%	6.3%
Mean	3.16	3.15	3.29	2.94	3.23	3.10	3.17	3.44	3.11	2.33	2.50	3.03	3.13	3.37	3.25	2.85	3.14	3.56	3.06	3.00
Std. Dev.	0.942	0.940	0.956	1.047	0.825	0.831	0.835	0.882	1.167	1.211	0.926	0.949	0.909	0.974	0.879	0.989	0.868	0.965	1.067	1.015
Std. Err.	0.058	0.058	0.113	0.147	0.099	0.149	0.241	0.294	0.389	0.494	0.327	0.098	0.134	0.126	0.117	0.126	0.072	0.131	0.133	0.174

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UNDER PROTECTIVE ORDER
GC 017504

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	375	365	83	76	79	53	26	19	16	13	13	125	65	80	88	104	213	55	87	61
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.3%	22.1%	20.3%	21.1%	14.1%	6.9%	5.1%	4.3%	3.5%	3.5%	33.3%	17.3%	21.3%	23.5%	27.7%	56.8%	14.7%	23.2%	16.3%
No answer	103	96	11	18	20	10	14	9	6	8	4	37	21	21	19	33	57	11	18	28
	27.5%	26.3%	13.3%	23.7%	25.3%	18.9%	53.8%	47.4%	37.5%	61.5%	30.8%	29.6%	32.3%	26.3%	21.6%	31.7%	26.8%	20.0%	20.7%	45.9%
	100.0%	93.2%	10.7%	17.5%	19.4%	9.7%	13.6%	8.7%	5.8%	7.8%	3.9%	35.9%	20.4%	20.4%	18.4%	32.0%	55.3%	10.7%	17.5%	27.2%
Total answering	272	269	72	58	59	43	12	10	10	5	9	88	44	59	69	71	156	44	69	33
	72.5%	73.7%	86.7%	76.3%	74.7%	81.1%	46.2%	52.6%	62.5%	38.5%	69.2%	70.4%	67.7%	73.8%	78.4%	68.3%	73.2%	80.0%	79.3%	54.1%
	100.0%	98.9%	26.5%	21.3%	21.7%	15.8%	4.4%	3.7%	3.7%	1.8%	3.3%	32.4%	16.2%	21.7%	25.4%	26.1%	57.4%	16.2%	25.4%	12.1%
H. Upmann																				
Mild Taste (1)	14	14	4	4	1	2	0	1	1	1	2	4	2	1	5	5	7	2	3	1
	5.1%	5.2%	5.6%	6.9%	1.7%	4.7%	0.0%	10.0%	10.0%	20.0%	22.2%	4.5%	4.5%	1.7%	7.2%	7.0%	4.5%	4.5%	4.3%	3.0%
	100.0%	100.0%	28.6%	28.6%	7.1%	14.3%	0.0%	7.1%	7.1%	7.1%	14.3%	28.6%	14.3%	7.1%	35.7%	35.7%	50.0%	14.3%	21.4%	7.1%
Mild to medium taste (2)	58	57	12	12	17	9	2	1	3	1	1	23	9	9	13	20	30	7	12	12
	21.3%	21.2%	16.7%	20.7%	28.8%	20.9%	16.7%	10.0%	30.0%	20.0%	11.1%	26.1%	20.5%	15.3%	18.8%	28.2%	19.2%	15.9%	17.4%	36.4%
	100.0%	98.3%	20.7%	20.7%	29.3%	15.5%	3.4%	1.7%	5.2%	1.7%	1.7%	39.7%	15.5%	15.5%	22.4%	34.5%	51.7%	12.1%	20.7%	20.7%
Medium taste (3)	120	119	30	26	25	22	5	5	4	2	4	42	23	25	26	26	76	18	34	9
	44.1%	44.2%	41.7%	44.8%	42.4%	51.2%	41.7%	50.0%	40.0%	40.0%	44.4%	47.7%	52.3%	42.4%	37.7%	36.6%	48.7%	40.9%	49.3%	27.3%
	100.0%	99.2%	25.0%	21.7%	20.8%	18.3%	4.2%	4.2%	3.3%	1.7%	3.3%	35.0%	19.2%	20.8%	21.7%	21.7%	63.3%	15.0%	28.3%	7.5%
Medium to strong taste (4)	71	70	25	14	13	9	5	2	1	1	1	19	8	19	24	16	40	15	19	10
	26.1%	26.0%	34.7%	24.1%	22.0%	20.9%	41.7%	20.0%	10.0%	20.0%	11.1%	21.6%	18.2%	32.2%	34.8%	22.5%	25.6%	34.1%	27.5%	30.3%
	100.0%	98.6%	35.2%	19.7%	18.3%	12.7%	7.0%	2.8%	1.4%	1.4%	1.4%	26.8%	11.3%	26.8%	33.8%	22.5%	56.3%	21.1%	26.8%	14.1%
Strong taste (5)	9	9	1	2	3	1	0	1	1	0	1	0	2	5	1	4	3	2	1	1
	3.3%	3.3%	1.4%	3.4%	5.1%	2.3%	0.0%	10.0%	10.0%	0.0%	11.1%	0.0%	4.5%	8.5%	1.4%	5.6%	1.9%	4.5%	1.4%	3.0%
	100.0%	100.0%	11.1%	22.2%	33.3%	11.1%	0.0%	11.1%	11.1%	0.0%	11.1%	0.0%	22.2%	55.6%	11.1%	44.4%	33.3%	22.2%	11.1%	11.1%
Mean	3.01	3.01	3.10	2.97	3.00	2.95	3.25	3.10	2.80	2.60	2.78	2.86	2.98	3.31	3.04	2.92	3.01	3.18	3.04	2.94
Std. Dev.	0.903	0.904	0.891	0.936	0.891	0.844	0.754	1.101	1.135	1.140	1.302	0.805	0.876	0.895	0.946	1.011	0.842	0.922	0.830	0.966
Std. Err.	0.055	0.055	0.105	0.123	0.116	0.129	0.218	0.348	0.359	0.510	0.434	0.086	0.132	0.117	0.114	0.120	0.067	0.139	0.100	0.168

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UNDER PROTECTIVE ORDER
GC 017505

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	312	305	74	68	57	47	18	19	13	9	12	104	52	66	75	81	172	58	87	42
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.8%	23.7%	21.8%	18.3%	15.1%	5.8%	6.1%	4.2%	2.9%	3.8%	33.3%	16.7%	21.2%	24.0%	26.0%	55.1%	18.6%	27.9%	13.5%
No answer	100	95	11	19	16	23	11	5	4	6	6	34	19	17	23	33	56	11	22	18
	32.1%	31.1%	14.9%	27.9%	28.1%	48.9%	61.1%	26.3%	30.8%	66.7%	50.0%	32.7%	36.5%	25.8%	30.7%	40.7%	32.6%	19.0%	25.3%	42.9%
	100.0%	95.0%	11.0%	19.0%	16.0%	23.0%	11.0%	5.0%	4.0%	6.0%	6.0%	34.0%	19.0%	17.0%	23.0%	33.0%	56.0%	11.0%	22.0%	18.0%
Total answering	212	210	63	49	41	24	7	14	9	3	6	70	33	49	52	48	116	47	65	24
	67.9%	68.9%	85.1%	72.1%	71.9%	51.1%	38.9%	73.7%	69.2%	33.3%	50.0%	67.3%	63.5%	74.2%	69.3%	59.3%	67.4%	81.0%	74.7%	57.1%
	100.0%	99.1%	29.7%	23.1%	19.3%	11.3%	3.3%	6.6%	4.2%	1.4%	2.8%	33.0%	15.6%	23.1%	24.5%	22.6%	54.7%	22.2%	30.7%	11.3%
Hoyo de Monterrey																				
Mild Taste (1)	4	3	1	0	0	1	0	0	1	0	0	0	2	1	0	1	1	2	1	1
	1.9%	1.4%	1.6%	0.0%	0.0%	4.2%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	6.1%	2.0%	0.0%	2.1%	0.9%	4.3%	1.5%	4.2%
	100.0%	75.0%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	50.0%	25.0%	0.0%	25.0%	25.0%	50.0%	25.0%	25.0%
Mild to medium taste (2)	42	42	10	10	10	3	2	6	1	0	1	16	7	8	10	14	25	3	11	4
	19.8%	20.0%	15.9%	20.4%	24.4%	12.5%	28.6%	42.9%	11.1%	0.0%	16.7%	22.9%	21.2%	16.3%	19.2%	29.2%	21.6%	6.4%	16.9%	16.7%
	100.0%	100.0%	23.8%	23.8%	23.8%	7.1%	4.8%	14.3%	2.4%	0.0%	2.4%	38.1%	16.7%	19.0%	23.8%	33.3%	59.5%	7.1%	26.2%	9.5%
Medium taste (3)	94	93	29	22	19	13	3	3	2	2	3	27	14	26	23	18	56	19	28	12
	44.3%	44.3%	46.0%	44.9%	46.3%	54.2%	42.9%	21.4%	22.2%	66.7%	50.0%	38.6%	42.4%	53.1%	44.2%	37.5%	48.3%	40.4%	43.1%	50.0%
	100.0%	98.9%	30.9%	23.4%	20.2%	13.8%	3.2%	3.2%	2.1%	2.1%	3.2%	28.7%	14.9%	27.7%	24.5%	19.1%	59.6%	20.2%	29.8%	12.8%
Medium to strong taste (4)	59	59	19	14	9	7	2	3	5	0	1	24	8	10	16	12	31	16	20	5
	27.8%	28.1%	30.2%	28.6%	22.0%	29.2%	28.6%	21.4%	55.6%	0.0%	16.7%	34.3%	24.2%	20.4%	30.8%	25.0%	26.7%	34.0%	30.8%	20.8%
	100.0%	100.0%	32.2%	23.7%	15.3%	11.9%	3.4%	5.1%	8.5%	0.0%	1.7%	40.7%	13.6%	16.9%	27.1%	20.3%	52.5%	27.1%	33.9%	8.5%
Strong taste (5)	13	13	4	3	3	0	0	2	0	1	1	3	2	4	3	3	3	7	5	2
	6.1%	6.2%	6.3%	6.1%	7.3%	0.0%	0.0%	14.3%	0.0%	33.3%	16.7%	4.3%	6.1%	8.2%	5.8%	6.3%	2.6%	14.9%	7.7%	8.3%
	100.0%	100.0%	30.8%	23.1%	23.1%	0.0%	0.0%	15.4%	0.0%	7.7%	7.7%	23.1%	15.4%	30.8%	23.1%	23.1%	23.1%	53.8%	38.5%	15.4%
Mean	3.17	3.18	3.24	3.20	3.12	3.08	3.00	3.07	3.22	3.67	3.33	3.20	3.03	3.16	3.23	3.04	3.09	3.49	3.26	3.13
Std. Dev.	0.880	0.871	0.856	0.841	0.872	0.776	0.816	1.141	1.093	1.155	1.033	0.844	0.984	0.874	0.831	0.944	0.787	0.975	0.889	0.947
Std. Err.	0.060	0.060	0.108	0.120	0.136	0.158	0.309	0.305	0.364	0.667	0.422	0.101	0.171	0.125	0.115	0.136	0.073	0.142	0.110	0.193

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GC 017506

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	277	270	70	56	51	41	17	16	9	10	11	97	49	53	65	72	152	51	74	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.5%	25.3%	20.2%	18.4%	14.8%	6.1%	5.8%	3.2%	3.6%	4.0%	35.0%	17.7%	19.1%	23.5%	26.0%	54.9%	18.4%	26.7%	14.4%
No answer	98	94	10	22	15	22	10	7	2	6	4	33	15	17	28	37	49	12	18	21
	35.4%	34.8%	14.3%	39.3%	29.4%	53.7%	58.8%	43.8%	22.2%	60.0%	36.4%	34.0%	30.6%	32.1%	43.1%	51.4%	32.2%	23.5%	24.3%	52.5%
	100.0%	95.9%	10.2%	22.4%	15.3%	22.4%	10.2%	7.1%	2.0%	6.1%	4.1%	33.7%	15.3%	17.3%	28.6%	37.8%	50.0%	12.2%	18.4%	21.4%
Total answering	179	176	60	34	36	19	7	9	7	4	7	64	34	36	37	35	103	39	56	19
	64.6%	65.2%	85.7%	60.7%	70.6%	46.3%	41.2%	56.3%	77.8%	40.0%	63.6%	66.0%	69.4%	67.9%	56.9%	48.6%	67.8%	76.5%	75.7%	47.5%
	100.0%	98.3%	33.5%	19.0%	20.1%	10.6%	3.9%	5.0%	3.9%	2.2%	3.9%	35.8%	19.0%	20.1%	20.7%	19.6%	57.5%	21.8%	31.3%	10.6%
Hoyo de Monterrey Excalibur																				
Mild Taste (1)	8	7	1	1	1	1	0	1	1	1	2	2	3	0	1	3	3	2	2	2
	4.5%	4.0%	1.7%	2.9%	2.8%	5.3%	0.0%	11.1%	14.3%	25.0%	28.6%	3.1%	8.8%	0.0%	2.7%	8.6%	2.9%	5.1%	3.6%	10.5%
	100.0%	87.5%	12.5%	12.5%	12.5%	12.5%	0.0%	12.5%	12.5%	12.5%	25.0%	25.0%	37.5%	0.0%	12.5%	37.5%	37.5%	25.0%	25.0%	25.0%
Mild to medium taste (2)	27	27	8	7	4	3	1	2	2	0	1	8	6	4	8	8	17	2	5	2
	15.1%	15.3%	13.3%	20.6%	11.1%	15.8%	14.3%	22.2%	28.6%	0.0%	14.3%	12.5%	17.6%	11.1%	21.6%	22.9%	16.5%	5.1%	8.9%	10.5%
	100.0%	100.0%	29.6%	25.9%	14.8%	11.1%	3.7%	7.4%	7.4%	0.0%	3.7%	29.6%	22.2%	14.8%	29.6%	29.6%	63.0%	7.4%	18.5%	7.4%
Medium taste (3)	56	55	19	11	11	6	3	2	1	2	2	20	7	13	13	11	32	12	17	3
	31.3%	31.3%	31.7%	32.4%	30.6%	31.6%	42.9%	22.2%	14.3%	50.0%	28.6%	31.3%	20.6%	36.1%	35.1%	31.4%	31.1%	30.8%	30.4%	15.8%
	100.0%	98.2%	33.9%	19.6%	19.6%	10.7%	5.4%	3.6%	1.8%	3.6%	3.6%	35.7%	12.5%	23.2%	23.2%	19.6%	57.1%	21.4%	30.4%	5.4%
Medium to strong taste (4)	73	72	27	13	13	9	3	4	2	1	1	28	16	14	14	11	44	17	25	10
	40.8%	40.9%	45.0%	38.2%	36.1%	47.4%	42.9%	44.4%	28.6%	25.0%	14.3%	43.8%	47.1%	38.9%	37.8%	31.4%	42.7%	43.6%	44.6%	52.6%
	100.0%	98.6%	37.0%	17.8%	17.8%	12.3%	4.1%	5.5%	2.7%	1.4%	1.4%	38.4%	21.9%	19.2%	19.2%	15.1%	60.3%	23.3%	34.2%	13.7%
Strong taste (5)	15	15	5	2	7	0	0	0	1	0	1	6	2	5	1	2	7	6	7	2
	8.4%	8.5%	8.3%	5.9%	19.4%	0.0%	0.0%	0.0%	14.3%	0.0%	14.3%	9.4%	5.9%	13.9%	2.7%	5.7%	6.8%	15.4%	12.5%	10.5%
	100.0%	100.0%	33.3%	13.3%	46.7%	0.0%	0.0%	0.0%	6.7%	0.0%	6.7%	40.0%	13.3%	33.3%	6.7%	13.3%	46.7%	40.0%	46.7%	13.3%
Mean	3.34	3.35	3.45	3.24	3.58	3.21	3.29	3.00	3.00	2.75	2.71	3.44	3.24	3.56	3.16	3.03	3.34	3.59	3.54	3.42
Std. Dev.	0.983	0.974	0.891	0.955	1.025	0.918	0.756	1.118	1.414	1.258	1.496	0.941	1.103	0.877	0.898	1.071	0.935	0.993	0.953	1.170
Std. Err.	0.073	0.073	0.115	0.164	0.171	0.211	0.286	0.373	0.535	0.629	0.565	0.118	0.189	0.146	0.148	0.181	0.092	0.159	0.127	0.268

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	553	531	103	85	127	82	57	25	29	23	23	202	98	118	108	165	310	75	100	135
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.0%	18.6%	15.4%	23.0%	14.8%	10.3%	4.5%	5.2%	4.2%	4.2%	36.5%	17.7%	21.3%	19.5%	29.8%	56.1%	13.6%	18.1%	24.4%
No answer	110	101	8	15	22	23	10	8	8	7	7	34	17	26	24	35	60	13	17	38
	19.9%	19.0%	7.8%	17.6%	17.3%	28.0%	17.5%	32.0%	27.6%	30.4%	30.4%	16.8%	17.3%	22.0%	22.2%	21.2%	19.4%	17.3%	17.0%	28.1%
	100.0%	91.8%	7.3%	13.6%	20.0%	20.9%	9.1%	7.3%	7.3%	6.4%	6.4%	30.9%	15.5%	23.6%	21.8%	31.8%	54.5%	11.8%	15.5%	34.5%
Total answering	443	430	95	70	105	59	47	17	21	16	16	168	81	92	84	130	250	62	83	97
	80.1%	81.0%	92.2%	82.4%	82.7%	72.0%	82.5%	68.0%	72.4%	69.6%	69.6%	83.2%	82.7%	78.0%	77.8%	78.8%	80.6%	82.7%	83.0%	71.9%
	100.0%	97.1%	21.4%	15.8%	23.7%	13.3%	10.6%	3.8%	4.7%	3.6%	3.6%	37.9%	18.3%	20.8%	19.0%	29.3%	56.4%	14.0%	18.7%	21.9%
Macanudo																				
Mild Taste (1)	55	54	16	17	9	3	6	1	2	0	4	21	9	9	11	26	24	5	21	6
	12.4%	12.6%	16.8%	24.3%	8.6%	5.1%	12.8%	5.9%	9.5%	0.0%	25.0%	12.5%	11.1%	9.8%	13.1%	20.0%	9.6%	8.1%	25.3%	6.2%
	100.0%	98.2%	29.1%	30.9%	16.4%	5.5%	10.9%	1.8%	3.6%	0.0%	7.3%	38.2%	16.4%	16.4%	20.0%	47.3%	43.6%	9.1%	38.2%	10.9%
Mild to medium taste (2)	122	116	17	12	34	23	9	6	7	8	4	53	24	19	21	54	54	13	12	33
	27.5%	27.0%	17.9%	17.1%	32.4%	39.0%	19.1%	35.3%	33.3%	50.0%	25.0%	31.5%	29.6%	20.7%	25.0%	41.5%	21.6%	21.0%	14.5%	34.0%
	100.0%	95.1%	13.9%	9.8%	27.9%	18.9%	7.4%	4.9%	5.7%	6.6%	3.3%	43.4%	19.7%	15.6%	17.2%	44.3%	44.3%	10.7%	9.8%	27.0%
Medium taste (3)	162	158	33	25	42	23	18	6	6	5	6	59	33	37	27	28	113	21	31	35
	36.6%	36.7%	34.7%	35.7%	40.0%	39.0%	38.3%	35.3%	28.6%	31.3%	37.5%	35.1%	40.7%	40.2%	32.1%	21.5%	45.2%	33.9%	37.3%	36.1%
	100.0%	97.5%	20.4%	15.4%	25.9%	14.2%	11.1%	3.7%	3.7%	3.1%	3.7%	36.4%	20.4%	22.8%	16.7%	17.3%	69.8%	13.0%	19.1%	21.6%
Medium to strong taste (4)	89	87	23	13	20	10	14	1	4	2	1	31	13	22	22	18	53	18	17	19
	20.1%	20.2%	24.2%	18.6%	19.0%	16.9%	29.8%	5.9%	19.0%	12.5%	6.3%	18.5%	16.0%	23.9%	26.2%	13.8%	21.2%	29.0%	20.5%	19.6%
	100.0%	97.8%	25.8%	14.6%	22.5%	11.2%	15.7%	1.1%	4.5%	2.2%	1.1%	34.8%	14.6%	24.7%	24.7%	20.2%	59.6%	20.2%	19.1%	21.3%
Strong taste (5)	15	15	6	3	0	0	0	3	2	1	1	4	2	5	3	4	6	5	2	4
	3.4%	3.5%	6.3%	4.3%	0.0%	0.0%	0.0%	17.6%	9.5%	6.3%	6.3%	2.4%	2.5%	5.4%	3.6%	3.1%	2.4%	8.1%	2.4%	4.1%
	100.0%	100.0%	40.0%	20.0%	0.0%	0.0%	0.0%	20.0%	13.3%	6.7%	6.7%	26.7%	13.3%	33.3%	20.0%	26.7%	40.0%	33.3%	13.3%	26.7%
Mean	2.74	2.75	2.85	2.61	2.70	2.68	2.85	2.94	2.86	2.75	2.44	2.67	2.69	2.95	2.82	2.38	2.85	3.08	2.60	2.81
Std. Dev.	1.023	1.027	1.157	1.171	0.878	0.819	1.000	1.197	1.153	0.931	1.153	0.995	0.957	1.031	1.077	1.052	0.943	1.076	1.147	0.961
Std. Err.	0.049	0.050	0.119	0.140	0.086	0.107	0.146	0.290	0.252	0.233	0.288	0.077	0.106	0.107	0.118	0.092	0.060	0.137	0.126	0.098

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	434	421	90	65	101	73	47	18	20	7	22	156	69	98	85	118	244	68	87	99
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.0%	20.7%	15.0%	23.3%	16.8%	10.8%	4.1%	4.6%	1.6%	5.1%	35.9%	15.9%	22.6%	19.6%	27.2%	56.2%	15.7%	20.0%	22.8%
No answer	129	124	14	19	27	32	14	5	6	7	7	44	19	35	22	39	73	17	21	37
	29.7%	29.5%	15.6%	29.2%	26.7%	43.8%	29.8%	27.8%	30.0%	100.0%	31.8%	28.2%	27.5%	35.7%	25.9%	33.1%	29.9%	25.0%	24.1%	37.4%
	100.0%	96.1%	10.9%	14.7%	20.9%	24.8%	10.9%	3.9%	4.7%	5.4%	5.4%	34.1%	14.7%	27.1%	17.1%	30.2%	56.6%	13.2%	16.3%	28.7%
Total answering	305	297	76	46	74	41	33	13	14	0	15	112	50	63	63	79	171	51	66	62
	70.3%	70.5%	84.4%	70.8%	73.3%	56.2%	70.2%	72.2%	70.0%	0.0%	68.2%	71.8%	72.5%	64.3%	74.1%	66.9%	70.1%	75.0%	75.9%	62.6%
	100.0%	97.4%	24.9%	15.1%	24.3%	13.4%	10.8%	4.3%	4.6%	0.0%	4.9%	36.7%	16.4%	20.7%	20.7%	25.9%	56.1%	16.7%	21.6%	20.3%
Montecristo																				
Mild Taste (1)	13	12	2	3	3	1	0	1	2	0	2	4	2	3	2	7	4	1	2	6
	4.3%	4.0%	2.6%	6.5%	4.1%	2.4%	0.0%	7.7%	14.3%	0.0%	13.3%	3.6%	4.0%	4.8%	3.2%	8.9%	2.3%	2.0%	3.0%	9.7%
	100.0%	92.3%	15.4%	23.1%	23.1%	7.7%	0.0%	7.7%	15.4%	0.0%	15.4%	30.8%	15.4%	23.1%	15.4%	53.8%	30.8%	7.7%	15.4%	46.2%
Mild to medium taste (2)	51	48	8	9	12	8	6	3	2	0	4	18	7	10	10	19	23	7	6	8
	16.7%	16.2%	10.5%	19.6%	16.2%	19.5%	18.2%	23.1%	14.3%	0.0%	26.7%	16.1%	14.0%	15.9%	15.9%	24.1%	13.5%	13.7%	9.1%	12.9%
	100.0%	94.1%	15.7%	17.6%	23.5%	15.7%	11.8%	5.9%	3.9%	0.0%	7.8%	35.3%	13.7%	19.6%	19.6%	37.3%	45.1%	13.7%	11.8%	15.7%
Medium taste (3)	134	132	30	23	33	21	14	5	6	0	7	46	26	29	26	29	86	19	29	26
	43.9%	44.4%	39.5%	50.0%	44.6%	51.2%	42.4%	38.5%	42.9%	0.0%	46.7%	41.1%	52.0%	46.0%	41.3%	36.7%	50.3%	37.3%	43.9%	41.9%
	100.0%	98.5%	22.4%	17.2%	24.6%	15.7%	10.4%	3.7%	4.5%	0.0%	5.2%	34.3%	19.4%	21.6%	19.4%	21.6%	64.2%	14.2%	21.6%	19.4%
Medium to strong taste (4)	86	84	30	10	18	10	10	3	3	0	2	36	11	17	20	21	46	18	23	19
	28.2%	28.3%	39.5%	21.7%	24.3%	24.4%	30.3%	23.1%	21.4%	0.0%	13.3%	32.1%	22.0%	27.0%	31.7%	26.6%	26.9%	35.3%	34.8%	30.6%
	100.0%	97.7%	34.9%	11.6%	20.9%	11.6%	11.6%	3.5%	3.5%	0.0%	2.3%	41.9%	12.8%	19.8%	23.3%	24.4%	53.5%	20.9%	26.7%	22.1%
Strong taste (5)	21	21	6	1	8	1	3	1	1	0	0	8	4	4	5	3	12	6	6	3
	6.9%	7.1%	7.9%	2.2%	10.8%	2.4%	9.1%	7.7%	7.1%	0.0%	0.0%	7.1%	8.0%	6.3%	7.9%	3.8%	7.0%	11.8%	9.1%	4.8%
	100.0%	100.0%	28.6%	4.8%	38.1%	4.8%	14.3%	4.8%	4.8%	0.0%	0.0%	38.1%	19.0%	19.0%	23.8%	14.3%	57.1%	28.6%	28.6%	14.3%
Mean	3.17	3.18	3.39	2.93	3.22	3.05	3.30	3.00	2.93	0.00	2.60	3.23	3.16	3.14	3.25	2.92	3.23	3.41	3.38	3.08
Std. Dev.	0.933	0.927	0.881	0.879	0.983	0.805	0.883	1.080	1.141	0.000	0.910	0.930	0.912	0.931	0.933	1.010	0.854	0.942	0.890	1.013
Std. Err.	0.053	0.054	0.101	0.130	0.114	0.126	0.154	0.300	0.305	0.000	0.235	0.088	0.129	0.117	0.118	0.114	0.065	0.132	0.110	0.129

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	365	357	88	68	89	49	23	15	15	10	16	116	64	82	84	82	219	63	93	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.8%	24.1%	18.6%	24.4%	13.4%	6.3%	4.1%	4.1%	2.7%	4.4%	31.8%	17.5%	22.5%	23.0%	22.5%	60.0%	17.3%	25.5%	15.9%
No answer	91	86	10	17	19	19	9	4	4	4	5	34	11	19	19	21	57	12	20	20
	24.9%	24.1%	11.4%	25.0%	21.3%	38.8%	39.1%	26.7%	26.7%	40.0%	31.3%	29.3%	17.2%	23.2%	22.6%	25.6%	26.0%	19.0%	21.5%	34.5%
	100.0%	94.5%	11.0%	18.7%	20.9%	20.9%	9.9%	4.4%	4.4%	4.4%	5.5%	37.4%	12.1%	20.9%	20.9%	23.1%	62.6%	13.2%	22.0%	22.0%
Total answering	274	271	78	51	70	30	14	11	11	6	11	82	53	63	65	61	162	51	73	38
	75.1%	75.9%	88.6%	75.0%	78.7%	61.2%	60.9%	73.3%	73.3%	60.0%	68.8%	70.7%	82.8%	76.8%	77.4%	74.4%	74.0%	81.0%	78.5%	65.5%
	100.0%	98.9%	28.5%	18.6%	25.5%	10.9%	5.1%	4.0%	4.0%	2.2%	4.0%	29.9%	19.3%	23.0%	23.7%	22.3%	59.1%	18.6%	26.6%	13.9%
Partagas																				
Mild Taste (1)	14	14	5	2	4	1	1	1	0	0	2	2	5	2	3	6	7	1	4	1
	5.1%	5.2%	6.4%	3.9%	5.7%	3.3%	7.1%	9.1%	0.0%	0.0%	18.2%	2.4%	9.4%	3.2%	4.6%	9.8%	4.3%	2.0%	5.5%	2.6%
	100.0%	100.0%	35.7%	14.3%	28.6%	7.1%	7.1%	7.1%	0.0%	0.0%	14.3%	14.3%	35.7%	14.3%	21.4%	42.9%	50.0%	7.1%	28.6%	7.1%
Mild to medium taste (2)	54	53	12	11	16	6	3	1	3	1	4	18	13	10	9	17	30	7	15	10
	19.7%	19.6%	15.4%	21.6%	22.9%	20.0%	21.4%	9.1%	27.3%	16.7%	36.4%	22.0%	24.5%	15.9%	13.8%	27.9%	18.5%	13.7%	20.5%	26.3%
	100.0%	98.1%	22.2%	20.4%	29.6%	11.1%	5.6%	1.9%	5.6%	1.9%	7.4%	33.3%	24.1%	18.5%	16.7%	31.5%	55.6%	13.0%	27.8%	18.5%
Medium taste (3)	89	87	27	15	16	11	3	5	6	4	2	29	17	18	23	19	54	16	26	13
	32.5%	32.1%	34.6%	29.4%	22.9%	36.7%	21.4%	45.5%	54.5%	66.7%	18.2%	35.4%	32.1%	28.6%	35.4%	31.1%	33.3%	31.4%	35.6%	34.2%
	100.0%	97.8%	30.3%	16.9%	18.0%	12.4%	3.4%	5.6%	6.7%	4.5%	2.2%	32.6%	19.1%	20.2%	25.8%	21.3%	60.7%	18.0%	29.2%	14.6%
Medium to strong taste (4)	101	101	27	22	31	11	6	2	2	0	3	29	14	30	25	16	63	22	23	11
	36.9%	37.3%	34.6%	43.1%	44.3%	36.7%	42.9%	18.2%	18.2%	0.0%	27.3%	35.4%	26.4%	47.6%	38.5%	26.2%	38.9%	43.1%	31.5%	28.9%
	100.0%	100.0%	26.7%	21.8%	30.7%	10.9%	5.9%	2.0%	2.0%	0.0%	3.0%	28.7%	13.9%	29.7%	24.8%	15.8%	62.4%	21.8%	22.8%	10.9%
Strong taste (5)	16	16	7	1	3	1	1	2	0	1	0	4	4	3	5	3	8	5	5	3
	5.8%	5.9%	9.0%	2.0%	4.3%	3.3%	7.1%	18.2%	0.0%	16.7%	0.0%	4.9%	7.5%	4.8%	7.7%	4.9%	4.9%	9.8%	6.8%	7.9%
	100.0%	100.0%	43.8%	6.3%	18.8%	6.3%	6.3%	12.5%	0.0%	6.3%	0.0%	25.0%	25.0%	18.8%	31.3%	18.8%	50.0%	31.3%	31.3%	18.8%
Mean	3.19	3.19	3.24	3.18	3.19	3.17	3.21	3.27	2.91	3.17	2.55	3.18	2.98	3.35	3.31	2.89	3.22	3.45	3.14	3.13
Std. Dev.	0.986	0.989	1.034	0.932	1.026	0.913	1.122	1.191	0.701	0.983	1.128	0.918	1.101	0.919	0.967	1.066	0.950	0.923	1.004	0.991
Std. Err.	0.060	0.060	0.117	0.130	0.123	0.167	0.300	0.359	0.211	0.401	0.340	0.101	0.151	0.116	0.120	0.137	0.075	0.129	0.118	0.161

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UNDER PROTECTIVE ORDER
GC 017510

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	345	334	83	68	70	43	27	16	15	12	15	124	54	69	80	81	211	49	89	51
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.8%	24.1%	19.7%	20.3%	12.5%	7.8%	4.6%	4.3%	3.5%	4.3%	35.9%	15.7%	20.0%	23.2%	23.5%	61.2%	14.2%	25.8%	14.8%
No answer	80	74	8	13	13	16	7	5	7	5	3	24	13	23	16	26	46	6	14	22
	23.2%	22.2%	9.6%	19.1%	18.6%	37.2%	25.9%	31.3%	46.7%	41.7%	20.0%	19.4%	24.1%	33.3%	20.0%	32.1%	21.8%	12.2%	15.7%	43.1%
	100.0%	92.5%	10.0%	16.3%	16.3%	20.0%	8.8%	6.3%	8.8%	6.3%	3.8%	30.0%	16.3%	28.8%	20.0%	32.5%	57.5%	7.5%	17.5%	27.5%
Total answering	265	260	75	55	57	27	20	11	8	7	12	100	41	46	64	55	165	43	75	29
	76.8%	77.8%	90.4%	80.9%	81.4%	62.8%	74.1%	68.8%	53.3%	58.3%	80.0%	80.6%	75.9%	66.7%	80.0%	67.9%	78.2%	87.8%	84.3%	56.9%
	100.0%	98.1%	28.3%	20.8%	21.5%	10.2%	7.5%	4.2%	3.0%	2.6%	4.5%	37.7%	15.5%	17.4%	24.2%	20.8%	62.3%	16.2%	28.3%	10.9%
Punch																				
Mild Taste (1)	15	12	3	3	3	0	2	0	0	1	2	5	4	1	2	6	6	3	4	4
	5.7%	4.6%	4.0%	5.5%	5.3%	0.0%	10.0%	0.0%	0.0%	14.3%	16.7%	5.0%	9.8%	2.2%	3.1%	10.9%	3.6%	7.0%	5.3%	13.8%
	100.0%	80.0%	20.0%	20.0%	20.0%	0.0%	13.3%	0.0%	0.0%	6.7%	13.3%	33.3%	26.7%	6.7%	13.3%	40.0%	40.0%	20.0%	26.7%	26.7%
Mild to medium taste (2)	61	61	23	9	10	3	7	3	3	3	3	20	16	10	11	19	34	6	14	8
	23.0%	23.5%	30.7%	16.4%	17.5%	11.1%	35.0%	27.3%	37.5%	42.9%	25.0%	20.0%	39.0%	21.7%	17.2%	34.5%	20.6%	14.0%	18.7%	27.6%
	100.0%	100.0%	37.7%	14.8%	16.4%	4.9%	11.5%	4.9%	4.9%	4.9%	4.9%	32.8%	26.2%	16.4%	18.0%	31.1%	55.7%	9.8%	23.0%	13.1%
Medium taste (3)	85	83	18	23	19	12	5	2	2	2	4	36	10	14	21	17	54	14	25	10
	32.1%	31.9%	24.0%	41.8%	33.3%	44.4%	25.0%	18.2%	25.0%	28.6%	33.3%	36.0%	24.4%	30.4%	32.8%	30.9%	32.7%	32.6%	33.3%	34.5%
	100.0%	97.6%	21.2%	27.1%	22.4%	14.1%	5.9%	2.4%	2.4%	2.4%	4.7%	42.4%	11.8%	16.5%	24.7%	20.0%	63.5%	16.5%	29.4%	11.8%
Medium to strong taste (4)	74	74	19	15	20	7	5	6	1	1	1	31	9	12	21	5	53	16	19	5
	27.9%	28.5%	25.3%	27.3%	35.1%	25.9%	25.0%	54.5%	12.5%	14.3%	8.3%	31.0%	22.0%	26.1%	32.8%	9.1%	32.1%	37.2%	25.3%	17.2%
	100.0%	100.0%	25.7%	20.3%	27.0%	9.5%	6.8%	8.1%	1.4%	1.4%	1.4%	41.9%	12.2%	16.2%	28.4%	6.8%	71.6%	21.6%	25.7%	6.8%
Strong taste (5)	30	30	12	5	5	5	1	0	2	0	2	8	2	9	9	8	18	4	13	2
	11.3%	11.5%	16.0%	9.1%	8.8%	18.5%	5.0%	0.0%	25.0%	0.0%	16.7%	8.0%	4.9%	19.6%	14.1%	14.5%	10.9%	9.3%	17.3%	6.9%
	100.0%	100.0%	40.0%	16.7%	16.7%	16.7%	3.3%	0.0%	6.7%	0.0%	6.7%	26.7%	6.7%	30.0%	30.0%	26.7%	60.0%	13.3%	43.3%	6.7%
Mean	3.16	3.19	3.19	3.18	3.25	3.52	2.80	3.27	3.25	2.43	2.83	3.17	2.73	3.39	3.38	2.82	3.26	3.28	3.31	2.76
Std. Dev.	1.080	1.065	1.159	1.002	1.023	0.935	1.105	0.905	1.282	0.976	1.337	1.006	1.073	1.105	1.031	1.203	1.023	1.054	1.127	1.123
Std. Err.	0.066	0.066	0.134	0.135	0.135	0.180	0.247	0.273	0.453	0.369	0.386	0.101	0.168	0.163	0.129	0.162	0.080	0.161	0.130	0.209

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GC 017511

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	364 100.0% 100.0%	352 100.0% 96.7%	88 100.0% 24.2%	70 100.0% 19.2%	59 100.0% 16.2%	47 100.0% 12.9%	26 100.0% 7.1%	18 100.0% 4.9%	22 100.0% 6.0%	22 100.0% 6.0%	14 100.0% 3.8%	132 100.0% 36.3%	61 100.0% 16.8%	74 100.0% 20.3%	80 100.0% 22.0%	97 100.0% 26.6%	205 100.0% 56.3%	61 100.0% 16.8%	88 100.0% 24.2%	70 100.0% 19.2%
No answer	107 29.4% 100.0%	101 28.7% 94.4%	15 17.0% 14.0%	18 25.7% 16.8%	13 22.0% 12.1%	19 40.4% 17.8%	9 34.6% 8.4%	8 44.4% 7.5%	10 45.5% 9.3%	9 40.9% 8.4%	5 35.7% 4.7%	43 32.6% 40.2%	14 23.0% 13.1%	16 21.6% 15.0%	27 33.8% 25.2%	37 38.1% 34.6%	54 26.3% 50.5%	15 24.6% 14.0%	23 26.1% 21.5%	28 40.0% 26.2%
Total answering	257 70.6% 100.0%	251 71.3% 97.7%	73 83.0% 28.4%	52 74.3% 20.2%	46 78.0% 17.9%	28 59.6% 10.9%	17 65.4% 6.6%	10 55.6% 3.9%	12 54.5% 4.7%	13 59.1% 5.1%	9 64.3% 3.5%	89 67.4% 34.6%	47 77.0% 18.3%	58 78.4% 22.6%	53 66.3% 20.6%	60 61.9% 23.3%	151 73.7% 58.8%	46 75.4% 17.9%	65 73.9% 25.3%	42 60.0% 16.3%
Te Amo																				
Mild Taste (1)	22 8.6% 100.0%	22 8.8% 100.0%	6 8.2% 27.3%	5 9.6% 22.7%	4 8.7% 18.2%	1 3.6% 4.5%	3 17.6% 13.6%	2 20.0% 9.1%	1 8.3% 4.5%	0 0.0% 0.0%	3 33.3% 13.6%	8 9.0% 36.4%	6 12.8% 27.3%	4 6.9% 18.2%	1 1.9% 4.5%	8 13.3% 36.4%	10 6.6% 45.5%	4 8.7% 18.2%	5 7.7% 22.7%	4 9.5% 18.2%
Mild to medium taste (2)	70 27.2% 100.0%	67 26.7% 95.7%	21 28.8% 30.0%	8 15.4% 11.4%	13 28.3% 18.6%	9 32.1% 12.9%	5 29.4% 7.1%	2 20.0% 2.9%	2 16.7% 2.9%	7 53.8% 10.0%	0 0.0% 0.0%	28 31.5% 40.0%	9 19.1% 12.9%	16 27.6% 22.9%	16 30.2% 22.9%	16 26.7% 22.9%	41 27.2% 58.6%	13 28.3% 18.6%	16 24.6% 22.9%	16 38.1% 22.9%
Medium taste (3)	62 24.1% 100.0%	61 24.3% 98.4%	14 19.2% 22.6%	13 25.0% 21.0%	13 28.3% 21.0%	7 25.0% 11.3%	5 29.4% 8.1%	2 20.0% 3.2%	3 25.0% 4.8%	4 30.8% 6.5%	3 33.3% 4.8%	17 19.1% 27.4%	17 36.2% 27.4%	11 19.0% 17.7%	14 26.4% 22.6%	14 23.3% 22.6%	38 25.2% 61.3%	10 21.7% 16.1%	12 18.5% 19.4%	10 23.8% 16.1%
Medium to strong taste (4)	77 30.0% 100.0%	75 29.9% 97.4%	26 35.6% 33.8%	19 36.5% 24.7%	9 19.6% 11.7%	9 32.1% 11.7%	2 11.8% 2.6%	4 40.0% 5.2%	5 41.7% 6.5%	1 7.7% 1.3%	2 22.2% 2.6%	29 32.6% 37.7%	13 27.7% 16.9%	18 31.0% 23.4%	15 28.3% 19.5%	16 26.7% 20.8%	47 31.1% 61.0%	14 30.4% 18.2%	21 32.3% 27.3%	11 26.2% 14.3%
Strong taste (5)	26 10.1% 100.0%	26 10.4% 100.0%	6 8.2% 23.1%	7 13.5% 26.9%	7 15.2% 26.9%	2 7.1% 7.7%	2 11.8% 7.7%	0 0.0% 0.0%	1 8.3% 3.8%	1 7.7% 3.8%	1 11.1% 3.8%	7 7.9% 26.9%	2 4.3% 7.7%	9 15.5% 34.6%	7 13.2% 26.9%	6 10.0% 23.1%	15 9.9% 57.7%	5 10.9% 19.2%	11 16.9% 42.3%	1 2.4% 3.8%
Mean Std. Dev. Std. Err.	3.06 1.149 0.072	3.06 1.154 0.073	3.07 1.147 0.134	3.29 1.177 0.163	3.04 1.210 0.178	3.07 1.052 0.199	2.71 1.263 0.306	2.80 1.229 0.389	3.25 1.138 0.329	2.69 0.947 0.263	2.78 1.481 0.494	2.99 1.153 0.122	2.91 1.080 0.158	3.21 1.210 0.159	3.21 1.081 0.148	2.93 1.219 0.157	3.11 1.114 0.091	3.07 1.181 0.174	3.26 1.228 0.152	2.74 1.037 0.160

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UNDER PROTECTIVE ORDER
GC 017512

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Cohiba																				
Mean	3.51	3.52	3.86	3.49	3.46	3.58	3.25	3.40	3.23	2.17	2.92	3.53	3.35	3.72	3.65	3.21	3.56	3.82	3.84	3.26
Std. Dev.	1.064	1.046	1.016	1.048	0.979	0.974	0.984	1.265	1.166	0.753	1.382	1.042	1.031	0.970	1.052	1.128	0.994	1.114	1.011	1.079
Std. Err.	0.064	0.064	0.115	0.168	0.118	0.199	0.174	0.400	0.323	0.307	0.383	0.102	0.140	0.127	0.150	0.135	0.078	0.166	0.126	0.138
Davidoff																				
Mean	2.84	2.85	2.66	2.94	2.87	3.00	2.94	3.00	2.90	3.33	3.57	2.57	2.66	3.13	2.97	2.79	2.90	2.74	2.67	3.09
Std. Dev.	1.024	1.026	1.077	0.998	0.844	1.109	1.029	1.414	1.101	1.528	0.976	0.982	1.045	1.002	0.986	1.063	0.975	1.120	1.072	1.128
Std. Err.	0.075	0.076	0.140	0.169	0.137	0.296	0.250	0.535	0.348	0.882	0.369	0.119	0.194	0.148	0.158	0.146	0.097	0.189	0.145	0.196
Don Diego																				
Mean	2.96	2.97	2.88	3.07	3.00	2.93	3.14	3.14	3.04	2.55	2.65	2.91	2.78	3.28	2.97	3.04	2.92	2.96	2.96	3.03
Std. Dev.	0.952	0.942	0.999	1.079	0.864	0.936	0.822	0.964	0.878	0.826	1.040	0.925	0.867	0.954	0.962	1.032	0.899	0.976	0.860	0.935
Std. Err.	0.049	0.050	0.108	0.147	0.099	0.143	0.135	0.210	0.183	0.185	0.233	0.080	0.106	0.105	0.117	0.094	0.063	0.145	0.105	0.099
Fuente/Arturo Fuente																				
Mean	3.16	3.15	3.29	2.94	3.23	3.10	3.17	3.44	3.11	2.33	2.50	3.03	3.13	3.37	3.25	2.85	3.14	3.56	3.06	3.00
Std. Dev.	0.942	0.940	0.956	1.047	0.825	0.831	0.835	0.882	1.167	1.211	0.926	0.949	0.909	0.974	0.879	0.989	0.868	0.965	1.067	1.015
Std. Err.	0.058	0.058	0.113	0.147	0.099	0.149	0.241	0.294	0.389	0.494	0.327	0.098	0.134	0.126	0.117	0.126	0.072	0.131	0.133	0.174
H. Upmann																				
Mean	3.01	3.01	3.10	2.97	3.00	2.95	3.25	3.10	2.80	2.60	2.78	2.86	2.98	3.31	3.04	2.92	3.01	3.18	3.04	2.94
Std. Dev.	0.903	0.904	0.891	0.936	0.891	0.844	0.754	1.101	1.135	1.140	1.302	0.805	0.876	0.895	0.946	1.011	0.842	0.922	0.830	0.966
Std. Err.	0.055	0.055	0.105	0.123	0.116	0.129	0.218	0.348	0.359	0.510	0.434	0.086	0.132	0.117	0.114	0.120	0.067	0.139	0.100	0.168
Hoyo de Monterrey																				
Mean	3.17	3.18	3.24	3.20	3.12	3.08	3.00	3.07	3.22	3.67	3.33	3.20	3.03	3.16	3.23	3.04	3.09	3.49	3.26	3.13
Std. Dev..	0.880	0.871	0.856	0.841	0.872	0.776	0.816	1.141	1.093	1.155	1.033	0.844	0.984	0.874	0.831	0.944	0.787	0.975	0.889	0.947
Std. Err.	0.060	0.060	0.108	0.120	0.136	0.158	0.309	0.305	0.364	0.667	0.422	0.101	0.171	0.125	0.115	0.136	0.073	0.142	0.110	0.193
Hoyo de Monterrey Excalibur																				
Mean	3.34	3.35	3.45	3.24	3.58	3.21	3.29	3.00	3.00	2.75	2.71	3.44	3.24	3.56	3.16	3.03	3.34	3.59	3.54	3.42
Std. Dev.	0.983	0.974	0.891	0.955	1.025	0.918	0.756	1.118	1.414	1.258	1.496	0.941	1.103	0.877	0.898	1.071	0.935	0.993	0.953	1.170
Std. Err.	0.073	0.073	0.115	0.164	0.171	0.211	0.286	0.373	0.535	0.629	0.565	0.118	0.189	0.146	0.148	0.181	0.092	0.159	0.127	0.268
Macanudo																				
Mean	2.74	2.75	2.85	2.61	2.70	2.68	2.85	2.94	2.86	2.75	2.44	2.67	2.69	2.95	2.82	2.38	2.85	3.08	2.60	2.81
Std. Dev.	1.023	1.027	1.157	1.171	0.878	0.819	1.000	1.197	1.153	0.931	1.153	0.995	0.957	1.031	1.077	1.052	0.943	1.076	1.147	0.961

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UNDER PROTECTIVE ORDER
GC 017513

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary

Base: Total aware of brand (Q1A)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Err.	0.049	0.050	0.119	0.140	0.086	0.107	0.146	0.290	0.252	0.233	0.288	0.077	0.106	0.107	0.118	0.092	0.060	0.137	0.126	0.098
Montecristo																				
Mean	3.17	3.18	3.39	2.93	3.22	3.05	3.30	3.00	2.93	0.00	2.60	3.23	3.16	3.14	3.25	2.92	3.23	3.41	3.38	3.08
Std. Dev.	0.933	0.927	0.881	0.879	0.983	0.805	0.883	1.080	1.141	0.000	0.910	0.930	0.912	0.931	0.933	1.010	0.854	0.942	0.890	1.013
Std. Err.	0.053	0.054	0.101	0.130	0.114	0.126	0.154	0.300	0.305	0.000	0.235	0.088	0.129	0.117	0.118	0.114	0.065	0.132	0.110	0.129
Partagas																				
Mean	3.19	3.19	3.24	3.18	3.19	3.17	3.21	3.27	2.91	3.17	2.55	3.18	2.98	3.35	3.31	2.89	3.22	3.45	3.14	3.13
Std. Dev.	0.986	0.989	1.034	0.932	1.026	0.913	1.122	1.191	0.701	0.983	1.128	0.918	1.101	0.919	0.967	1.066	0.950	0.923	1.004	0.991
Std. Err.	0.060	0.060	0.117	0.130	0.123	0.167	0.300	0.359	0.211	0.401	0.340	0.101	0.151	0.116	0.120	0.137	0.075	0.129	0.118	0.161
Punch																				
Mean	3.16	3.19	3.19	3.18	3.25	3.52	2.80	3.27	3.25	2.43	2.83	3.17	2.73	3.39	3.38	2.82	3.26	3.28	3.31	2.76
Std. Dev.	1.080	1.065	1.159	1.002	1.023	0.935	1.105	0.905	1.282	0.976	1.337	1.006	1.073	1.105	1.031	1.203	1.023	1.054	1.127	1.123
Std. Err.	0.066	0.066	0.134	0.135	0.135	0.180	0.247	0.273	0.453	0.369	0.386	0.101	0.168	0.163	0.129	0.162	0.080	0.161	0.130	0.209
Te Amo																				
Mean	3.06	3.06	3.07	3.29	3.04	3.07	2.71	2.80	3.25	2.69	2.78	2.99	2.91	3.21	3.21	2.93	3.11	3.07	3.26	2.74
Std. Dev.	1.149	1.154	1.147	1.177	1.210	1.052	1.263	1.229	1.138	0.947	1.481	1.153	1.080	1.210	1.081	1.219	1.114	1.181	1.228	1.037
Std. Err.	0.072	0.073	0.134	0.163	0.178	0.199	0.306	0.389	0.329	0.263	0.494	0.122	0.158	0.159	0.148	0.157	0.091	0.174	0.152	0.160

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UNDER PROTECTIVE ORDER
GC 017514

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	73	69	24	6	17	7	10	1	1	3	4	27	10	16	13	14	42	14	16	15
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	94.5%	32.9%	8.2%	23.3%	9.6%	13.7%	1.4%	1.4%	4.1%	5.5%	37.0%	13.7%	21.9%	17.8%	19.2%	57.5%	19.2%	21.9%	20.5%
No answer	10	9	0	1	1	2	3	1	1	0	1	6	0	1	1	4	3	2	1	2
	13.7%	13.0%	0.0%	16.7%	5.9%	28.6%	30.0%	100.0%	100.0%	0.0%	25.0%	22.2%	0.0%	6.3%	7.7%	28.6%	7.1%	14.3%	6.3%	13.3%
	100.0%	90.0%	0.0%	10.0%	10.0%	20.0%	30.0%	10.0%	10.0%	0.0%	10.0%	60.0%	0.0%	10.0%	10.0%	40.0%	30.0%	20.0%	10.0%	20.0%
Total answering	63	60	24	5	16	5	7	0	0	3	3	21	10	15	12	10	39	12	15	13
	86.3%	87.0%	100.0%	83.3%	94.1%	71.4%	70.0%	0.0%	0.0%	100.0%	75.0%	77.8%	100.0%	93.8%	92.3%	71.4%	92.9%	85.7%	93.8%	86.7%
	100.0%	95.2%	38.1%	7.9%	25.4%	7.9%	11.1%	0.0%	0.0%	4.8%	4.8%	33.3%	15.9%	23.8%	19.0%	15.9%	61.9%	19.0%	23.8%	20.6%
Cohiba																				
Mild Taste (1)	4	3	1	0	1	0	0	0	0	1	2	1	0	0	0	1	2	1	0	1
	6.3%	5.0%	4.2%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	33.3%	66.7%	4.8%	0.0%	0.0%	0.0%	10.0%	5.1%	8.3%	0.0%	7.7%
	100.0%	75.0%	25.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	50.0%	25.0%	0.0%	0.0%	0.0%	25.0%	50.0%	25.0%	0.0%	25.0%
Mild to medium taste (2)	11	11	2	0	4	1	3	0	0	1	0	3	2	3	2	5	5	0	1	4
	17.5%	18.3%	8.3%	0.0%	25.0%	20.0%	42.9%	0.0%	0.0%	33.3%	0.0%	14.3%	20.0%	20.0%	16.7%	50.0%	12.8%	0.0%	6.7%	30.8%
	100.0%	100.0%	18.2%	0.0%	36.4%	9.1%	27.3%	0.0%	0.0%	9.1%	0.0%	27.3%	18.2%	27.3%	18.2%	45.5%	45.5%	0.0%	9.1%	36.4%
Medium taste (3)	22	22	9	3	4	2	3	0	0	1	1	5	5	6	5	3	15	4	6	4
	34.9%	36.7%	37.5%	60.0%	25.0%	40.0%	42.9%	0.0%	0.0%	33.3%	33.3%	23.8%	50.0%	40.0%	41.7%	30.0%	38.5%	33.3%	40.0%	30.8%
	100.0%	100.0%	40.9%	13.6%	18.2%	9.1%	13.6%	0.0%	0.0%	4.5%	4.5%	22.7%	22.7%	27.3%	22.7%	13.6%	68.2%	18.2%	27.3%	18.2%
Medium to strong taste (4)	20	18	7	2	6	2	1	0	0	0	0	9	3	3	5	1	13	5	5	3
	31.7%	30.0%	29.2%	40.0%	37.5%	40.0%	14.3%	0.0%	0.0%	0.0%	0.0%	42.9%	30.0%	20.0%	41.7%	10.0%	33.3%	41.7%	33.3%	23.1%
	100.0%	90.0%	35.0%	10.0%	30.0%	10.0%	5.0%	0.0%	0.0%	0.0%	0.0%	45.0%	15.0%	15.0%	25.0%	5.0%	65.0%	25.0%	25.0%	15.0%
Strong taste (5)	6	6	5	0	1	0	0	0	0	0	0	3	0	3	0	0	4	2	3	1
	9.5%	10.0%	20.8%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	20.0%	0.0%	0.0%	10.3%	16.7%	20.0%	7.7%
	100.0%	100.0%	83.3%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	66.7%	33.3%	50.0%	16.7%
Mean	3.21	3.22	3.54	3.40	3.13	3.20	2.71	0.00	0.00	2.00	1.67	3.48	3.10	3.40	3.25	2.40	3.31	3.58	3.67	2.92
Std. Dev.	1.050	1.027	1.062	0.548	1.088	0.837	0.756	0.000	0.000	1.000	1.155	1.078	0.738	1.056	0.754	0.843	1.004	1.084	0.900	1.115
Std. Err.	0.132	0.133	0.217	0.245	0.272	0.374	0.286	0.000	0.000	0.577	0.667	0.235	0.233	0.273	0.218	0.267	0.161	0.313	0.232	0.309

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GC 017515

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	29	28	10	3	9	2	2	1	0	1	2	10	6	7	3	6	19	4	9	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	96.6%	34.5%	10.3%	31.0%	6.9%	6.9%	3.4%	0.0%	3.4%	6.9%	34.5%	20.7%	24.1%	10.3%	20.7%	65.5%	13.8%	31.0%	10.3%
No answer	3	3	1	0	1	1	0	0	0	0	0	0	1	0	1	0	3	0	1	0
	10.3%	10.7%	10.0%	0.0%	11.1%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	33.3%	0.0%	15.8%	0.0%	11.1%	0.0%
	100.0%	100.0%	33.3%	0.0%	33.3%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	33.3%	0.0%	100.0%	0.0%	33.3%	0.0%
Total answering	26	25	9	3	8	1	2	1	0	1	2	10	5	7	2	6	16	4	8	3
	89.7%	89.3%	90.0%	100.0%	88.9%	50.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	83.3%	100.0%	66.7%	100.0%	84.2%	100.0%	88.9%	100.0%
	100.0%	96.2%	34.6%	11.5%	30.8%	3.8%	7.7%	3.8%	0.0%	3.8%	7.7%	38.5%	19.2%	26.9%	7.7%	23.1%	61.5%	15.4%	30.8%	11.5%
Davidoff																				
Mild Taste (1)	4	3	1	0	1	0	0	1	0	0	0	1	2	1	0	2	2	0	1	1
	15.4%	12.0%	11.1%	0.0%	12.5%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	10.0%	40.0%	14.3%	0.0%	33.3%	12.5%	0.0%	12.5%	33.3%
	100.0%	75.0%	25.0%	0.0%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	25.0%	50.0%	25.0%	0.0%	50.0%	50.0%	0.0%	25.0%	25.0%
Mild to medium taste (2)	4	4	0	0	3	1	0	0	0	0	0	1	1	2	0	0	4	0	0	0
	15.4%	16.0%	0.0%	0.0%	37.5%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	20.0%	28.6%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	75.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%	50.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Medium taste (3)	9	9	3	1	3	0	1	0	0	1	0	6	1	1	1	2	6	1	3	0
	34.6%	36.0%	33.3%	33.3%	37.5%	0.0%	50.0%	0.0%	0.0%	100.0%	0.0%	60.0%	20.0%	14.3%	50.0%	33.3%	37.5%	25.0%	37.5%	0.0%
	100.0%	100.0%	33.3%	11.1%	33.3%	0.0%	11.1%	0.0%	0.0%	11.1%	0.0%	66.7%	11.1%	11.1%	11.1%	22.2%	66.7%	11.1%	33.3%	0.0%
Medium to strong taste (4)	9	9	5	2	1	0	1	0	0	0	2	2	1	3	1	2	4	3	4	2
	34.6%	36.0%	55.6%	66.7%	12.5%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%	20.0%	20.0%	42.9%	50.0%	33.3%	25.0%	75.0%	50.0%	66.7%
	100.0%	100.0%	55.6%	22.2%	11.1%	0.0%	11.1%	0.0%	0.0%	0.0%	22.2%	22.2%	11.1%	33.3%	11.1%	22.2%	44.4%	33.3%	44.4%	22.2%
Strong taste (5)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mean	2.88	2.96	3.33	3.67	2.50	2.00	3.50	1.00	0.00	3.00	4.00	2.90	2.20	2.86	3.50	2.67	2.75	3.75	3.25	3.00
Std. Dev.	1.071	1.020	1.000	0.577	0.926	0.000	0.707	0.000	0.000	0.000	0.000	0.876	1.304	1.215	0.707	1.366	1.000	0.500	1.035	1.732
Std. Err.	0.210	0.204	0.333	0.333	0.327	0.000	0.500	0.000	0.000	0.000	0.000	0.277	0.583	0.459	0.500	0.558	0.250	0.250	0.366	1.000

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UNDER PROTECTIVE ORDER
GC 017516

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	77	76	21	9	17	12	4	5	6	2	2	31	17	15	12	27	40	8	6	16
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.7%	27.3%	11.7%	22.1%	15.6%	5.2%	6.5%	7.8%	2.6%	2.6%	40.3%	22.1%	19.5%	15.6%	35.1%	51.9%	10.4%	7.8%	20.8%
No answer	8	8	3	0	2	0	1	0	1	1	0	3	2	3	0	3	4	0	0	5
	10.4%	10.5%	14.3%	0.0%	11.8%	0.0%	25.0%	0.0%	16.7%	50.0%	0.0%	9.7%	11.8%	20.0%	0.0%	11.1%	10.0%	0.0%	0.0%	31.3%
	100.0%	100.0%	37.5%	0.0%	25.0%	0.0%	12.5%	0.0%	12.5%	12.5%	0.0%	37.5%	25.0%	37.5%	0.0%	37.5%	50.0%	0.0%	0.0%	62.5%
Total answering	69	68	18	9	15	12	3	5	5	1	2	28	15	12	12	24	36	8	6	11
	89.6%	89.5%	85.7%	100.0%	88.2%	100.0%	75.0%	100.0%	83.3%	50.0%	100.0%	90.3%	88.2%	80.0%	100.0%	88.9%	90.0%	100.0%	100.0%	68.8%
	100.0%	98.6%	26.1%	13.0%	21.7%	17.4%	4.3%	7.2%	7.2%	1.4%	2.9%	40.6%	21.7%	17.4%	17.4%	34.8%	52.2%	11.6%	8.7%	15.9%
Don Diego																				
Mild Taste (1)	5	5	3	0	1	1	0	0	0	0	0	1	0	1	3	3	2	0	1	0
	7.2%	7.4%	16.7%	0.0%	6.7%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	8.3%	25.0%	12.5%	5.6%	0.0%	16.7%	0.0%
	100.0%	100.0%	60.0%	0.0%	20.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	20.0%	60.0%	60.0%	40.0%	0.0%	20.0%	0.0%
Mild to medium taste (2)	21	20	4	2	6	4	0	1	3	0	0	11	4	2	4	8	11	1	2	3
	30.4%	29.4%	22.2%	22.2%	40.0%	33.3%	0.0%	20.0%	60.0%	0.0%	0.0%	39.3%	26.7%	16.7%	33.3%	33.3%	30.6%	12.5%	33.3%	27.3%
	100.0%	95.2%	19.0%	9.5%	28.6%	19.0%	0.0%	4.8%	14.3%	0.0%	0.0%	52.4%	19.0%	9.5%	19.0%	38.1%	52.4%	4.8%	9.5%	14.3%
Medium taste (3)	31	31	9	4	5	6	2	2	2	1	1	13	8	6	3	10	18	3	2	6
	44.9%	45.6%	50.0%	44.4%	33.3%	50.0%	66.7%	40.0%	40.0%	100.0%	50.0%	46.4%	53.3%	50.0%	25.0%	41.7%	50.0%	37.5%	33.3%	54.5%
	100.0%	100.0%	29.0%	12.9%	16.1%	19.4%	6.5%	6.5%	6.5%	3.2%	3.2%	41.9%	25.8%	19.4%	9.7%	32.3%	58.1%	9.7%	6.5%	19.4%
Medium to strong taste (4)	10	10	2	2	3	1	1	1	0	0	1	3	2	2	2	3	5	2	1	2
	14.5%	14.7%	11.1%	22.2%	20.0%	8.3%	33.3%	20.0%	0.0%	0.0%	50.0%	10.7%	13.3%	16.7%	16.7%	12.5%	13.9%	25.0%	16.7%	18.2%
	100.0%	100.0%	20.0%	20.0%	30.0%	10.0%	10.0%	10.0%	0.0%	0.0%	10.0%	30.0%	20.0%	20.0%	20.0%	30.0%	50.0%	20.0%	10.0%	20.0%
Strong taste (5)	2	2	0	1	0	0	0	1	0	0	0	0	1	1	0	0	0	2	0	0
	2.9%	2.9%	0.0%	11.1%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	6.7%	8.3%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Mean	2.75	2.76	2.56	3.22	2.67	2.58	3.33	3.40	2.40	3.00	3.50	2.64	3.00	3.00	2.33	2.54	2.72	3.63	2.50	2.91
Std. Dev.	0.898	0.900	0.922	0.972	0.900	0.793	0.577	1.140	0.548	0.000	0.707	0.731	0.845	1.044	1.073	0.884	0.779	1.061	1.049	0.701
Std. Err.	0.108	0.109	0.217	0.324	0.232	0.229	0.333	0.510	0.245	0.000	0.500	0.138	0.218	0.302	0.310	0.180	0.130	0.375	0.428	0.211

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UNDER PROTECTIVE ORDER
GC 017517

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	113	112	42	19	30	10	5	1	3	2	5	43	20	27	17	19	63	31	38	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	99.1%	37.2%	16.8%	26.5%	8.8%	4.4%	0.9%	2.7%	1.8%	4.4%	38.1%	17.7%	23.9%	15.0%	16.8%	55.8%	27.4%	33.6%	11.5%
No answer	7	7	3	0	1	1	1	1	0	0	1	4	0	1	1	3	4	0	1	3
	6.2%	6.3%	7.1%	0.0%	3.3%	10.0%	20.0%	100.0%	0.0%	0.0%	20.0%	9.3%	0.0%	3.7%	5.9%	15.8%	6.3%	0.0%	2.6%	23.1%
	100.0%	100.0%	42.9%	0.0%	14.3%	14.3%	14.3%	14.3%	0.0%	0.0%	14.3%	57.1%	0.0%	14.3%	14.3%	42.9%	57.1%	0.0%	14.3%	42.9%
Total answering	106	105	39	19	29	9	4	0	3	2	4	39	20	26	16	16	59	31	37	10
	93.8%	93.8%	92.9%	100.0%	96.7%	90.0%	80.0%	0.0%	100.0%	100.0%	80.0%	90.7%	100.0%	96.3%	94.1%	84.2%	93.7%	100.0%	97.4%	76.9%
	100.0%	99.1%	36.8%	17.9%	27.4%	8.5%	3.8%	0.0%	2.8%	1.9%	3.8%	36.8%	18.9%	24.5%	15.1%	15.1%	55.7%	29.2%	34.9%	9.4%
Fuente/Arturo Fuente																				
Mild Taste (1)	7	7	3	2	0	0	0	0	1	1	0	3	2	1	1	3	2	2	3	2
	6.6%	6.7%	7.7%	10.5%	0.0%	0.0%	0.0%	0.0%	33.3%	50.0%	0.0%	7.7%	10.0%	3.8%	6.3%	18.8%	3.4%	6.5%	8.1%	20.0%
	100.0%	100.0%	42.9%	28.6%	0.0%	0.0%	0.0%	0.0%	14.3%	14.3%	0.0%	42.9%	28.6%	14.3%	14.3%	42.9%	28.6%	28.6%	42.9%	28.6%
Mild to medium taste (2)	22	21	5	4	8	2	1	0	0	1	1	11	4	3	3	7	13	2	7	2
	20.8%	20.0%	12.8%	21.1%	27.6%	22.2%	25.0%	0.0%	0.0%	50.0%	25.0%	28.2%	20.0%	11.5%	18.8%	43.8%	22.0%	6.5%	18.9%	20.0%
	100.0%	95.5%	22.7%	18.2%	36.4%	9.1%	4.5%	0.0%	0.0%	4.5%	4.5%	50.0%	18.2%	13.6%	13.6%	31.8%	59.1%	9.1%	31.8%	9.1%
Medium taste (3)	40	40	15	8	10	5	2	0	0	0	2	14	9	9	6	4	27	9	13	3
	37.7%	38.1%	38.5%	42.1%	34.5%	55.6%	50.0%	0.0%	0.0%	0.0%	50.0%	35.9%	45.0%	34.6%	37.5%	25.0%	45.8%	29.0%	35.1%	30.0%
	100.0%	100.0%	37.5%	20.0%	25.0%	12.5%	5.0%	0.0%	0.0%	0.0%	5.0%	35.0%	22.5%	22.5%	15.0%	10.0%	67.5%	22.5%	32.5%	7.5%
Medium to strong taste (4)	31	31	14	3	9	2	1	0	2	0	1	10	4	10	5	2	15	14	10	3
	29.2%	29.5%	35.9%	15.8%	31.0%	22.2%	25.0%	0.0%	66.7%	0.0%	25.0%	25.6%	20.0%	38.5%	31.3%	12.5%	25.4%	45.2%	27.0%	30.0%
	100.0%	100.0%	45.2%	9.7%	29.0%	6.5%	3.2%	0.0%	6.5%	0.0%	3.2%	32.3%	12.9%	32.3%	16.1%	6.5%	48.4%	45.2%	32.3%	9.7%
Strong taste (5)	6	6	2	2	2	0	0	0	0	0	0	1	1	3	1	0	2	4	4	0
	5.7%	5.7%	5.1%	10.5%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	5.0%	11.5%	6.3%	0.0%	3.4%	12.9%	10.8%	0.0%
	100.0%	100.0%	33.3%	33.3%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	16.7%	50.0%	16.7%	0.0%	33.3%	66.7%	66.7%	0.0%
Mean	3.07	3.08	3.18	2.95	3.17	3.00	3.00	0.00	3.00	1.50	3.00	2.87	2.90	3.42	3.13	2.31	3.03	3.52	3.14	2.70
Std. Dev.	0.998	0.997	0.997	1.129	0.928	0.707	0.816	0.000	1.732	0.707	0.816	0.978	1.021	0.987	1.025	0.946	0.870	1.029	1.110	1.160
Std. Err.	0.097	0.097	0.160	0.259	0.172	0.236	0.408	0.000	1.000	0.500	0.408	0.157	0.228	0.194	0.256	0.237	0.113	0.185	0.182	0.367

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UNDER PROTECTIVE ORDER
GC 017518

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	94	93	28	14	28	17	5	0	1	0	2	37	17	18	20	19	60	15	22	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.9%	29.8%	14.9%	29.8%	18.1%	5.3%	0.0%	1.1%	0.0%	2.1%	39.4%	18.1%	19.1%	21.3%	20.2%	63.8%	16.0%	23.4%	11.7%
No answer	9	9	1	2	2	1	3	0	0	0	0	7	1	0	1	5	4	0	1	3
	9.6%	9.7%	3.6%	14.3%	7.1%	5.9%	60.0%	0.0%	0.0%	0.0%	0.0%	18.9%	5.9%	0.0%	5.0%	26.3%	6.7%	0.0%	4.5%	27.3%
	100.0%	100.0%	11.1%	22.2%	22.2%	11.1%	33.3%	0.0%	0.0%	0.0%	0.0%	77.8%	11.1%	0.0%	11.1%	55.6%	44.4%	0.0%	11.1%	33.3%
Total answering	85	84	27	12	26	16	2	0	1	0	2	30	16	18	19	14	56	15	21	8
	90.4%	90.3%	96.4%	85.7%	92.9%	94.1%	40.0%	0.0%	100.0%	0.0%	100.0%	81.1%	94.1%	100.0%	95.0%	73.7%	93.3%	100.0%	95.5%	72.7%
	100.0%	98.8%	31.8%	14.1%	30.6%	18.8%	2.4%	0.0%	1.2%	0.0%	2.4%	35.3%	18.8%	21.2%	22.4%	16.5%	65.9%	17.6%	24.7%	9.4%
H. Upmann																				
Mild Taste (1)	3	3	1	0	0	2	0	0	0	0	0	0	1	0	2	2	1	0	0	0
	3.5%	3.6%	3.7%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	10.5%	14.3%	1.8%	0.0%	0.0%	0.0%
	100.0%	100.0%	33.3%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	66.7%	66.7%	33.3%	0.0%	0.0%	0.0%
Mild to medium taste (2)	21	21	2	5	9	3	1	0	1	0	0	10	2	4	5	5	15	1	4	3
	24.7%	25.0%	7.4%	41.7%	34.6%	18.8%	50.0%	0.0%	100.0%	0.0%	0.0%	33.3%	12.5%	22.2%	26.3%	35.7%	26.8%	6.7%	19.0%	37.5%
	100.0%	100.0%	9.5%	23.8%	42.9%	14.3%	4.8%	0.0%	4.8%	0.0%	0.0%	47.6%	9.5%	19.0%	23.8%	23.8%	71.4%	4.8%	19.0%	14.3%
Medium taste (3)	40	40	13	5	11	10	1	0	0	0	1	15	10	6	8	6	28	6	10	4
	47.1%	47.6%	48.1%	41.7%	42.3%	62.5%	50.0%	0.0%	0.0%	0.0%	50.0%	50.0%	62.5%	33.3%	42.1%	42.9%	50.0%	40.0%	47.6%	50.0%
	100.0%	100.0%	32.5%	12.5%	27.5%	25.0%	2.5%	0.0%	0.0%	0.0%	2.5%	37.5%	25.0%	15.0%	20.0%	15.0%	70.0%	15.0%	25.0%	10.0%
Medium to strong taste (4)	21	20	11	2	6	1	0	0	0	0	1	5	3	8	4	1	12	8	7	1
	24.7%	23.8%	40.7%	16.7%	23.1%	6.3%	0.0%	0.0%	0.0%	0.0%	50.0%	16.7%	18.8%	44.4%	21.1%	7.1%	21.4%	53.3%	33.3%	12.5%
	100.0%	95.2%	52.4%	9.5%	28.6%	4.8%	0.0%	0.0%	0.0%	0.0%	4.8%	23.8%	14.3%	38.1%	19.0%	4.8%	57.1%	38.1%	33.3%	4.8%
Strong taste (5)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mean	2.93	2.92	3.26	2.75	2.88	2.63	2.50	0.00	2.00	0.00	3.50	2.83	2.94	3.22	2.74	2.43	2.91	3.47	3.14	2.75
Std. Dev.	0.799	0.795	0.764	0.754	0.766	0.806	0.707	0.000	0.000	0.000	0.707	0.699	0.772	0.808	0.933	0.852	0.745	0.640	0.727	0.707
Std. Err.	0.087	0.087	0.147	0.218	0.150	0.202	0.500	0.000	0.000	0.000	0.500	0.128	0.193	0.191	0.214	0.228	0.100	0.165	0.159	0.250

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UNDER PROTECTIVE ORDER
GC 017519

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	31	31	16	6	2	4	1	0	1	1	1	11	6	9	4	2	19	10	11	4
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	51.6%	19.4%	6.5%	12.9%	3.2%	0.0%	3.2%	3.2%	3.2%	35.5%	19.4%	29.0%	12.9%	6.5%	61.3%	32.3%	35.5%	12.9%
No answer	2	2	0	1	0	0	0	0	0	1	1	1	0	0	0	0	1	1	1	0
	6.5%	6.5%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	9.1%	0.0%	0.0%	0.0%	0.0%	5.3%	10.0%	9.1%	0.0%
	100.0%	100.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%
Total answering	29	29	16	5	2	4	1	0	1	0	0	10	6	9	4	2	18	9	10	4
	93.5%	93.5%	100.0%	83.3%	100.0%	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	90.9%	100.0%	100.0%	100.0%	100.0%	94.7%	90.0%	90.9%	100.0%
	100.0%	100.0%	55.2%	17.2%	6.9%	13.8%	3.4%	0.0%	3.4%	0.0%	0.0%	34.5%	20.7%	31.0%	13.8%	6.9%	62.1%	31.0%	34.5%	13.8%
Hoyo de Monterrey																				
Mild Taste (1)	1	1	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0
	3.4%	3.4%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	11.1%	10.0%	0.0%
	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Mild to medium taste (2)	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0
	3.4%	3.4%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Medium taste (3)	14	14	10	1	1	1	1	0	0	0	0	4	3	6	1	1	11	2	3	3
	48.3%	48.3%	62.5%	20.0%	50.0%	25.0%	100.0%	0.0%	0.0%	0.0%	0.0%	40.0%	50.0%	66.7%	25.0%	50.0%	61.1%	22.2%	30.0%	75.0%
	100.0%	100.0%	71.4%	7.1%	7.1%	7.1%	7.1%	0.0%	0.0%	0.0%	0.0%	28.6%	21.4%	42.9%	7.1%	7.1%	78.6%	14.3%	21.4%	21.4%
Medium to strong taste (4)	12	12	5	3	0	3	0	0	1	0	0	6	1	2	3	1	6	5	6	1
	41.4%	41.4%	31.3%	60.0%	0.0%	75.0%	0.0%	0.0%	100.0%	0.0%	0.0%	60.0%	16.7%	22.2%	75.0%	50.0%	33.3%	55.6%	60.0%	25.0%
	100.0%	100.0%	41.7%	25.0%	0.0%	25.0%	0.0%	0.0%	8.3%	0.0%	0.0%	50.0%	8.3%	16.7%	25.0%	8.3%	50.0%	41.7%	50.0%	8.3%
Strong taste (5)	1	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
	3.4%	3.4%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%
	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Mean	3.38	3.38	3.19	4.00	2.50	3.75	3.00	0.00	4.00	0.00	0.00	3.60	3.17	3.11	3.75	3.50	3.28	3.56	3.40	3.25
Std. Dev.	0.775	0.775	0.750	0.707	0.707	0.500	0.000	0.000	0.000	0.000	0.000	0.516	1.329	0.601	0.500	0.707	0.575	1.130	0.966	0.500
Std. Err.	0.144	0.144	0.188	0.316	0.500	0.250	0.000	0.000	0.000	0.000	0.000	0.163	0.543	0.200	0.250	0.500	0.135	0.377	0.306	0.250

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UNDER PROTECTIVE ORDER
GC 017520

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	45	45	19	10	7	6	0	2	1	0	2	14	8	10	11	9	24	11	17	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	42.2%	22.2%	15.6%	13.3%	0.0%	4.4%	2.2%	0.0%	4.4%	31.1%	17.8%	22.2%	24.4%	20.0%	53.3%	24.4%	37.8%	13.3%
No answer	6	6	0	3	1	1	0	1	0	0	0	3	1	2	0	2	2	2	1	1
	13.3%	13.3%	0.0%	30.0%	14.3%	16.7%	0.0%	50.0%	0.0%	0.0%	0.0%	21.4%	12.5%	20.0%	0.0%	22.2%	8.3%	18.2%	5.9%	16.7%
	100.0%	100.0%	0.0%	50.0%	16.7%	16.7%	0.0%	16.7%	0.0%	0.0%	0.0%	50.0%	16.7%	33.3%	0.0%	33.3%	33.3%	33.3%	16.7%	16.7%
Total answering	39	39	19	7	6	5	0	1	1	0	2	11	7	8	11	7	22	9	16	5
	86.7%	86.7%	100.0%	70.0%	85.7%	83.3%	0.0%	50.0%	100.0%	0.0%	100.0%	78.6%	87.5%	80.0%	100.0%	77.8%	91.7%	81.8%	94.1%	83.3%
	100.0%	100.0%	48.7%	17.9%	15.4%	12.8%	0.0%	2.6%	2.6%	0.0%	5.1%	28.2%	17.9%	20.5%	28.2%	17.9%	56.4%	23.1%	41.0%	12.8%
Hoyo de Monterrey Excalibur																				
Mild Taste (1)	3	3	1	0	1	1	0	0	0	0	0	1	1	0	1	0	2	1	1	0
	7.7%	7.7%	5.3%	0.0%	16.7%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	14.3%	0.0%	9.1%	0.0%	9.1%	11.1%	6.3%	0.0%
	100.0%	100.0%	33.3%	0.0%	33.3%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	33.3%	0.0%	66.7%	33.3%	33.3%	0.0%
Mild to medium taste (2)	5	5	2	2	0	1	0	0	0	0	1	2	1	1	0	3	2	0	0	0
	12.8%	12.8%	10.5%	28.6%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	50.0%	18.2%	14.3%	12.5%	0.0%	42.9%	9.1%	0.0%	0.0%	0.0%
	100.0%	100.0%	40.0%	40.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	20.0%	40.0%	20.0%	20.0%	0.0%	60.0%	40.0%	0.0%	0.0%	0.0%
Medium taste (3)	10	10	5	2	1	1	0	1	0	0	0	3	0	2	5	1	6	3	5	2
	25.6%	25.6%	26.3%	28.6%	16.7%	20.0%	0.0%	100.0%	0.0%	0.0%	0.0%	27.3%	0.0%	25.0%	45.5%	14.3%	27.3%	33.3%	31.3%	40.0%
	100.0%	100.0%	50.0%	20.0%	10.0%	10.0%	0.0%	10.0%	0.0%	0.0%	0.0%	30.0%	0.0%	20.0%	50.0%	10.0%	60.0%	30.0%	50.0%	20.0%
Medium to strong taste (4)	18	18	8	3	4	2	0	0	1	0	1	4	4	4	5	3	11	3	7	3
	46.2%	46.2%	42.1%	42.9%	66.7%	40.0%	0.0%	0.0%	100.0%	0.0%	50.0%	36.4%	57.1%	50.0%	45.5%	42.9%	50.0%	33.3%	43.8%	60.0%
	100.0%	100.0%	44.4%	16.7%	22.2%	11.1%	0.0%	0.0%	5.6%	0.0%	5.6%	22.2%	22.2%	22.2%	27.8%	16.7%	61.1%	16.7%	38.9%	16.7%
Strong taste (5)	3	3	3	0	0	0	0	0	0	0	0	1	1	1	0	0	1	2	3	0
	7.7%	7.7%	15.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	14.3%	12.5%	0.0%	0.0%	4.5%	22.2%	18.8%	0.0%
	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	0.0%	33.3%	66.7%	100.0%	0.0%
Mean	3.33	3.33	3.53	3.14	3.33	2.80	0.00	3.00	4.00	0.00	3.00	3.18	3.43	3.63	3.27	3.00	3.32	3.56	3.69	3.60
Std. Dev.	1.060	1.060	1.073	0.900	1.211	1.304	0.000	0.000	0.000	0.000	1.414	1.168	1.397	0.916	0.905	1.000	1.041	1.236	1.014	0.548
Std. Err.	0.170	0.170	0.246	0.340	0.494	0.583	0.000	0.000	0.000	0.000	1.000	0.352	0.528	0.324	0.273	0.378	0.222	0.412	0.254	0.245

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GC 017521

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	225 100.0% 100.0%	214 100.0% 95.1%	51 100.0% 22.7%	27 100.0% 12.0%	58 100.0% 25.8%	27 100.0% 12.0%	30 100.0% 13.3%	3 100.0% 1.3%	11 100.0% 4.9%	7 100.0% 3.1%	10 100.0% 4.4%	83 100.0% 36.9%	43 100.0% 19.1%	50 100.0% 22.2%	37 100.0% 16.4%	71 100.0% 31.6%	130 100.0% 57.8%	23 100.0% 10.2%	33 100.0% 14.7%	56 100.0% 24.9%
No answer	21 9.3% 100.0%	16 7.5% 76.2%	4 7.8% 19.0%	1 3.7% 4.8%	3 5.2% 14.3%	1 3.7% 4.8%	3 10.0% 14.3%	0 0.0% 0.0%	2 18.2% 9.5%	2 28.6% 9.5%	2 20.0% 9.5%	8 9.6% 38.1%	4 9.3% 19.0%	4 8.0% 19.0%	2 5.4% 9.5%	4 5.6% 19.0%	13 10.0% 61.9%	3 13.0% 14.3%	4 12.1% 19.0%	7 12.5% 33.3%
Total answering	204 90.7% 100.0%	198 92.5% 97.1%	47 92.2% 23.0%	26 96.3% 12.7%	55 94.8% 27.0%	26 96.3% 12.7%	27 90.0% 13.2%	3 100.0% 1.5%	9 81.8% 4.4%	5 71.4% 2.5%	8 80.0% 3.9%	75 90.4% 36.8%	39 90.7% 19.1%	46 92.0% 22.5%	35 94.6% 17.2%	67 94.4% 32.8%	117 90.0% 57.4%	20 87.0% 9.8%	29 87.9% 14.2%	49 87.5% 24.0%
Macanudo																				
Mild Taste (1)	25 12.3% 100.0%	24 12.1% 96.0%	6 12.8% 24.0%	6 23.1% 24.0%	4 7.3% 16.0%	1 3.8% 4.0%	4 14.8% 16.0%	1 33.3% 4.0%	2 22.2% 8.0%	0 0.0% 0.0%	2 25.0% 8.0%	8 10.7% 32.0%	4 10.3% 16.0%	5 10.9% 20.0%	5 14.3% 20.0%	16 23.9% 64.0%	8 6.8% 32.0%	1 5.0% 4.0%	7 24.1% 28.0%	6 12.2% 24.0%
Mild to medium taste (2)	64 31.4% 100.0%	61 30.8% 95.3%	9 19.1% 14.1%	6 23.1% 9.4%	22 40.0% 34.4%	14 53.8% 21.9%	4 14.8% 6.3%	1 33.3% 1.6%	2 22.2% 3.1%	3 60.0% 4.7%	3 37.5% 4.7%	31 41.3% 48.4%	9 23.1% 14.1%	13 28.3% 20.3%	8 22.9% 12.5%	34 50.7% 53.1%	30 25.6% 46.9%	0 0.0% 0.0%	2 6.9% 3.1%	18 36.7% 28.1%
Medium taste (3)	76 37.3% 100.0%	75 37.9% 98.7%	20 42.6% 26.3%	10 38.5% 13.2%	20 36.4% 26.3%	7 26.9% 9.2%	12 44.4% 15.8%	1 33.3% 1.3%	3 33.3% 3.9%	2 40.0% 2.6%	2 25.0% 2.6%	24 32.0% 31.6%	18 46.2% 23.7%	15 32.6% 19.7%	17 48.6% 22.4%	10 14.9% 13.2%	57 48.7% 75.0%	9 45.0% 11.8%	14 48.3% 18.4%	19 38.8% 25.0%
Medium to strong taste (4)	36 17.6% 100.0%	35 17.7% 97.2%	10 21.3% 27.8%	3 11.5% 8.3%	9 16.4% 25.0%	4 15.4% 11.1%	7 25.9% 19.4%	0 0.0% 0.0%	2 22.2% 5.6%	0 0.0% 0.0%	1 12.5% 2.8%	11 14.7% 30.6%	7 17.9% 19.4%	12 26.1% 33.3%	5 14.3% 13.9%	7 10.4% 19.4%	20 17.1% 55.6%	9 45.0% 25.0%	6 20.7% 16.7%	6 12.2% 16.7%
Strong taste (5)	3 1.5% 100.0%	3 1.5% 100.0%	2 4.3% 66.7%	1 3.8% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.3% 33.3%	1 2.6% 33.3%	1 2.2% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.7% 66.7%	1 5.0% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	2.65 0.959 0.067	2.66 0.958 0.068	2.85 1.042 0.152	2.50 1.105 0.217	2.62 0.850 0.115	2.54 0.811 0.159	2.81 1.001 0.193	2.00 1.000 0.577	2.56 1.130 0.377	2.40 0.548 0.245	2.25 1.035 0.366	2.55 0.920 0.106	2.79 0.951 0.152	2.80 1.025 0.151	2.63 0.910 0.154	2.12 0.896 0.110	2.81 0.860 0.080	3.45 0.826 0.185	2.66 1.078 0.200	2.51 0.869 0.124

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GC 017522

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	61	61	21	7	18	5	6	2	2	0	3	25	9	14	10	9	36	14	16	8
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	34.4%	11.5%	29.5%	8.2%	9.8%	3.3%	3.3%	0.0%	4.9%	41.0%	14.8%	23.0%	16.4%	14.8%	59.0%	23.0%	26.2%	13.1%
No answer	5	5	0	1	3	0	0	1	0	0	0	1	0	3	1	0	4	1	2	1
	8.2%	8.2%	0.0%	14.3%	16.7%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	4.0%	0.0%	21.4%	10.0%	0.0%	11.1%	7.1%	12.5%	12.5%
	100.0%	100.0%	0.0%	20.0%	60.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	20.0%	0.0%	60.0%	20.0%	0.0%	80.0%	20.0%	40.0%	20.0%
Total answering	56	56	21	6	15	5	6	1	2	0	3	24	9	11	9	9	32	13	14	7
	91.8%	91.8%	100.0%	85.7%	83.3%	100.0%	100.0%	50.0%	100.0%	0.0%	100.0%	96.0%	100.0%	78.6%	90.0%	100.0%	88.9%	92.9%	87.5%	87.5%
	100.0%	100.0%	37.5%	10.7%	26.8%	8.9%	10.7%	1.8%	3.6%	0.0%	5.4%	42.9%	16.1%	19.6%	16.1%	16.1%	57.1%	23.2%	25.0%	12.5%
Montecristo																				
Mild Taste (1)	6	6	1	0	2	1	0	1	1	0	2	2	1	1	0	3	2	0	0	3
	10.7%	10.7%	4.8%	0.0%	13.3%	20.0%	0.0%	100.0%	50.0%	0.0%	66.7%	8.3%	11.1%	9.1%	0.0%	33.3%	6.3%	0.0%	0.0%	42.9%
	100.0%	100.0%	16.7%	0.0%	33.3%	16.7%	0.0%	16.7%	16.7%	0.0%	33.3%	33.3%	16.7%	16.7%	0.0%	50.0%	33.3%	0.0%	0.0%	50.0%
Mild to medium taste (2)	12	12	3	1	4	2	2	0	0	0	0	5	2	4	1	5	6	1	1	1
	21.4%	21.4%	14.3%	16.7%	26.7%	40.0%	33.3%	0.0%	0.0%	0.0%	0.0%	20.8%	22.2%	36.4%	11.1%	55.6%	18.8%	7.7%	7.1%	14.3%
	100.0%	100.0%	25.0%	8.3%	33.3%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	41.7%	16.7%	33.3%	8.3%	41.7%	50.0%	8.3%	8.3%	8.3%
Medium taste (3)	21	21	6	5	6	1	2	0	1	0	1	9	4	4	3	1	14	6	5	3
	37.5%	37.5%	28.6%	83.3%	40.0%	20.0%	33.3%	0.0%	50.0%	0.0%	33.3%	37.5%	44.4%	36.4%	33.3%	11.1%	43.8%	46.2%	35.7%	42.9%
	100.0%	100.0%	28.6%	23.8%	28.6%	4.8%	9.5%	0.0%	4.8%	0.0%	4.8%	42.9%	19.0%	19.0%	14.3%	4.8%	66.7%	28.6%	23.8%	14.3%
Medium to strong taste (4)	11	11	8	0	1	1	1	0	0	0	0	6	1	1	3	0	7	3	5	0
	19.6%	19.6%	38.1%	0.0%	6.7%	20.0%	16.7%	0.0%	0.0%	0.0%	0.0%	25.0%	11.1%	9.1%	33.3%	0.0%	21.9%	23.1%	35.7%	0.0%
	100.0%	100.0%	72.7%	0.0%	9.1%	9.1%	9.1%	0.0%	0.0%	0.0%	0.0%	54.5%	9.1%	9.1%	27.3%	0.0%	63.6%	27.3%	45.5%	0.0%
Strong taste (5)	6	6	3	0	2	0	1	0	0	0	0	2	1	1	2	0	3	3	3	0
	10.7%	10.7%	14.3%	0.0%	13.3%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	8.3%	11.1%	9.1%	22.2%	0.0%	9.4%	23.1%	21.4%	0.0%
	100.0%	100.0%	50.0%	0.0%	33.3%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	33.3%	16.7%	16.7%	33.3%	0.0%	50.0%	50.0%	50.0%	0.0%
Mean	2.98	2.98	3.43	2.83	2.80	2.40	3.17	1.00	2.00	0.00	1.67	3.04	2.89	2.73	3.67	1.78	3.09	3.62	3.71	2.00
Std. Dev.	1.136	1.136	1.076	0.408	1.207	1.140	1.169	0.000	1.414	0.000	1.155	1.083	1.167	1.104	1.000	0.667	1.027	0.961	0.914	1.000
Std. Err.	0.152	0.152	0.235	0.167	0.312	0.510	0.477	0.000	1.000	0.000	0.667	0.221	0.389	0.333	0.333	0.222	0.182	0.266	0.244	0.378

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GC 017523

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	91	89	28	12	28	9	7	2	1	2	4	29	18	23	16	16	56	18	26	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	97.8%	30.8%	13.2%	30.8%	9.9%	7.7%	2.2%	1.1%	2.2%	4.4%	31.9%	19.8%	25.3%	17.6%	17.6%	61.5%	19.8%	28.6%	12.1%
No answer	10	9	1	2	0	2	2	0	1	1	2	4	0	2	1	3	4	2	2	2
	11.0%	10.1%	3.6%	16.7%	0.0%	22.2%	28.6%	0.0%	100.0%	50.0%	50.0%	13.8%	0.0%	8.7%	6.3%	18.8%	7.1%	11.1%	7.7%	18.2%
	100.0%	90.0%	10.0%	20.0%	0.0%	20.0%	20.0%	0.0%	10.0%	10.0%	20.0%	40.0%	0.0%	20.0%	10.0%	30.0%	40.0%	20.0%	20.0%	20.0%
Total answering	81	80	27	10	28	7	5	2	0	1	2	25	18	21	15	13	52	16	24	9
	89.0%	89.9%	96.4%	83.3%	100.0%	77.8%	71.4%	100.0%	0.0%	50.0%	50.0%	86.2%	100.0%	91.3%	93.8%	81.3%	92.9%	88.9%	92.3%	81.8%
	100.0%	98.8%	33.3%	12.3%	34.6%	8.6%	6.2%	2.5%	0.0%	1.2%	2.5%	30.9%	22.2%	25.9%	18.5%	16.0%	64.2%	19.8%	29.6%	11.1%
Partagas																				
Mild Taste (1)	8	8	3	2	1	1	0	1	0	0	0	2	3	0	3	4	4	0	2	0
	9.9%	10.0%	11.1%	20.0%	3.6%	14.3%	0.0%	50.0%	0.0%	0.0%	0.0%	8.0%	16.7%	0.0%	20.0%	30.8%	7.7%	0.0%	8.3%	0.0%
	100.0%	100.0%	37.5%	25.0%	12.5%	12.5%	0.0%	12.5%	0.0%	0.0%	0.0%	25.0%	37.5%	0.0%	37.5%	50.0%	50.0%	0.0%	25.0%	0.0%
Mild to medium taste (2)	18	18	2	2	10	3	0	0	0	1	0	7	4	5	2	5	12	1	4	3
	22.2%	22.5%	7.4%	20.0%	35.7%	42.9%	0.0%	0.0%	0.0%	100.0%	0.0%	28.0%	22.2%	23.8%	13.3%	38.5%	23.1%	6.3%	16.7%	33.3%
	100.0%	100.0%	11.1%	11.1%	55.6%	16.7%	0.0%	0.0%	0.0%	5.6%	0.0%	38.9%	22.2%	27.8%	11.1%	27.8%	66.7%	5.6%	22.2%	16.7%
Medium taste (3)	22	21	8	3	6	1	2	1	0	0	0	7	5	6	4	1	15	6	8	2
	27.2%	26.3%	29.6%	30.0%	21.4%	14.3%	40.0%	50.0%	0.0%	0.0%	0.0%	28.0%	27.8%	28.6%	26.7%	7.7%	28.8%	37.5%	33.3%	22.2%
	100.0%	95.5%	36.4%	13.6%	27.3%	4.5%	9.1%	4.5%	0.0%	0.0%	0.0%	31.8%	22.7%	27.3%	18.2%	4.5%	68.2%	27.3%	36.4%	9.1%
Medium to strong taste (4)	29	29	10	3	11	2	3	0	0	0	2	7	5	9	6	3	19	7	8	4
	35.8%	36.3%	37.0%	30.0%	39.3%	28.6%	60.0%	0.0%	0.0%	0.0%	100.0%	28.0%	27.8%	42.9%	40.0%	23.1%	36.5%	43.8%	33.3%	44.4%
	100.0%	100.0%	34.5%	10.3%	37.9%	6.9%	10.3%	0.0%	0.0%	0.0%	6.9%	24.1%	17.2%	31.0%	20.7%	10.3%	65.5%	24.1%	27.6%	13.8%
Strong taste (5)	4	4	4	0	0	0	0	0	0	0	0	2	1	1	0	0	2	2	2	0
	4.9%	5.0%	14.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	5.6%	4.8%	0.0%	0.0%	3.8%	12.5%	8.3%	0.0%
	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	25.0%	25.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%
Mean	3.04	3.04	3.37	2.70	2.96	2.57	3.60	2.00	0.00	2.00	4.00	3.00	2.83	3.29	2.87	2.23	3.06	3.63	3.17	3.11
Std. Dev.	1.089	1.096	1.182	1.160	0.962	1.134	0.548	1.414	0.000	0.000	0.000	1.118	1.200	0.902	1.187	1.166	1.037	0.806	1.090	0.928
Std. Err.	0.121	0.123	0.227	0.367	0.182	0.429	0.245	1.000	0.000	0.000	0.000	0.224	0.283	0.197	0.307	0.323	0.144	0.202	0.223	0.309

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UNDER PROTECTIVE ORDER
GC 017524

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	77	76	27	11	18	7	7	2	3	1	3	31	13	15	15	13	47	17	23	9
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	98.7%	35.1%	14.3%	23.4%	9.1%	9.1%	2.6%	3.9%	1.3%	3.9%	40.3%	16.9%	19.5%	19.5%	16.9%	61.0%	22.1%	29.9%	11.7%
No answer	6	6	3	0	1	1	1	0	0	0	0	3	0	3	0	1	5	0	1	0
	7.8%	7.9%	11.1%	0.0%	5.6%	14.3%	14.3%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	20.0%	0.0%	7.7%	10.6%	0.0%	4.3%	0.0%
	100.0%	100.0%	50.0%	0.0%	16.7%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	16.7%	83.3%	0.0%	16.7%	0.0%
Total answering	71	70	24	11	17	6	6	2	3	1	3	28	13	12	15	12	42	17	22	9
	92.2%	92.1%	88.9%	100.0%	94.4%	85.7%	85.7%	100.0%	100.0%	100.0%	100.0%	90.3%	100.0%	80.0%	100.0%	92.3%	89.4%	100.0%	95.7%	100.0%
	100.0%	98.6%	33.8%	15.5%	23.9%	8.5%	8.5%	2.8%	4.2%	1.4%	4.2%	39.4%	18.3%	16.9%	21.1%	16.9%	59.2%	23.9%	31.0%	12.7%
Punch																				
Mild Taste (1)	4	4	1	1	1	0	1	0	0	0	1	0	2	1	0	1	2	1	1	2
	5.6%	5.7%	4.2%	9.1%	5.9%	0.0%	16.7%	0.0%	0.0%	0.0%	33.3%	0.0%	15.4%	8.3%	0.0%	8.3%	4.8%	5.9%	4.5%	22.2%
	100.0%	100.0%	25.0%	25.0%	25.0%	0.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	50.0%	25.0%	0.0%	25.0%	50.0%	25.0%	25.0%	50.0%
Mild to medium taste (2)	21	21	6	4	3	1	3	1	2	1	1	8	8	3	1	9	11	1	4	2
	29.6%	30.0%	25.0%	36.4%	17.6%	16.7%	50.0%	50.0%	66.7%	100.0%	33.3%	28.6%	61.5%	25.0%	6.7%	75.0%	26.2%	5.9%	18.2%	22.2%
	100.0%	100.0%	28.6%	19.0%	14.3%	4.8%	14.3%	4.8%	9.5%	4.8%	4.8%	38.1%	38.1%	14.3%	4.8%	42.9%	52.4%	4.8%	19.0%	9.5%
Medium taste (3)	20	19	6	3	5	3	1	1	0	0	1	9	1	2	7	1	14	5	6	3
	28.2%	27.1%	25.0%	27.3%	29.4%	50.0%	16.7%	50.0%	0.0%	0.0%	33.3%	32.1%	7.7%	16.7%	46.7%	8.3%	33.3%	29.4%	27.3%	33.3%
	100.0%	95.0%	30.0%	15.0%	25.0%	15.0%	5.0%	5.0%	0.0%	0.0%	5.0%	45.0%	5.0%	10.0%	35.0%	5.0%	70.0%	25.0%	30.0%	15.0%
Medium to strong taste (4)	22	22	9	3	7	2	1	0	0	0	0	9	2	4	7	1	14	7	11	1
	31.0%	31.4%	37.5%	27.3%	41.2%	33.3%	16.7%	0.0%	0.0%	0.0%	0.0%	32.1%	15.4%	33.3%	46.7%	8.3%	33.3%	41.2%	50.0%	11.1%
	100.0%	100.0%	40.9%	13.6%	31.8%	9.1%	4.5%	0.0%	0.0%	0.0%	0.0%	40.9%	9.1%	18.2%	31.8%	4.5%	63.6%	31.8%	50.0%	4.5%
Strong taste (5)	4	4	2	0	1	0	0	0	1	0	0	2	0	2	0	0	1	3	0	1
	5.6%	5.7%	8.3%	0.0%	5.9%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	7.1%	0.0%	16.7%	0.0%	0.0%	2.4%	17.6%	0.0%	11.1%
	100.0%	100.0%	50.0%	0.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	25.0%	75.0%	0.0%	25.0%
Mean	3.01	3.01	3.21	2.73	3.24	3.17	2.33	2.50	3.00	2.00	2.00	3.18	2.23	3.25	3.40	2.17	3.02	3.59	3.23	2.67
Std. Dev.	1.035	1.042	1.062	1.009	1.033	0.753	1.033	0.707	1.732	0.000	1.000	0.945	0.927	1.288	0.632	0.718	0.950	1.064	0.922	1.323
Std. Err.	0.123	0.125	0.217	0.304	0.250	0.307	0.422	0.500	1.000	0.000	0.577	0.179	0.257	0.372	0.163	0.207	0.147	0.258	0.197	0.441

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UNDER PROTECTIVE ORDER
GC 017525

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	67	64	19	16	10	9	2	1	3	4	1	26	10	16	14	15	41	11	17	8
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	95.5%	28.4%	23.9%	14.9%	13.4%	3.0%	1.5%	4.5%	6.0%	1.5%	38.8%	14.9%	23.9%	20.9%	22.4%	61.2%	16.4%	25.4%	11.9%
No answer	5	5	1	1	0	1	1	0	0	1	0	4	0	1	0	3	0	2	1	0
	7.5%	7.8%	5.3%	6.3%	0.0%	11.1%	50.0%	0.0%	0.0%	25.0%	0.0%	15.4%	0.0%	6.3%	0.0%	20.0%	0.0%	18.2%	5.9%	0.0%
	100.0%	100.0%	20.0%	20.0%	0.0%	20.0%	20.0%	0.0%	0.0%	20.0%	0.0%	80.0%	0.0%	20.0%	0.0%	60.0%	0.0%	40.0%	20.0%	0.0%
Total answering	62	59	18	15	10	8	1	1	3	3	1	22	10	15	14	12	41	9	16	8
	92.5%	92.2%	94.7%	93.8%	100.0%	88.9%	50.0%	100.0%	100.0%	75.0%	100.0%	84.6%	100.0%	93.8%	100.0%	80.0%	100.0%	81.8%	94.1%	100.0%
	100.0%	95.2%	29.0%	24.2%	16.1%	12.9%	1.6%	1.6%	4.8%	4.8%	1.6%	35.5%	16.1%	24.2%	22.6%	19.4%	66.1%	14.5%	25.8%	12.9%
Te Amo																				
Mild Taste (1)	5	5	1	2	0	1	0	0	1	0	1	2	1	0	1	4	1	0	1	1
	8.1%	8.5%	5.6%	13.3%	0.0%	12.5%	0.0%	0.0%	33.3%	0.0%	100.0%	9.1%	10.0%	0.0%	7.1%	33.3%	2.4%	0.0%	6.3%	12.5%
	100.0%	100.0%	20.0%	40.0%	0.0%	20.0%	0.0%	0.0%	20.0%	0.0%	20.0%	40.0%	20.0%	0.0%	20.0%	80.0%	20.0%	0.0%	20.0%	20.0%
Mild to medium taste (2)	17	16	5	3	3	2	1	1	0	1	0	6	3	4	4	3	12	2	4	2
	27.4%	27.1%	27.8%	20.0%	30.0%	25.0%	100.0%	100.0%	0.0%	33.3%	0.0%	27.3%	30.0%	26.7%	28.6%	25.0%	29.3%	22.2%	25.0%	25.0%
	100.0%	94.1%	29.4%	17.6%	17.6%	11.8%	5.9%	5.9%	0.0%	5.9%	0.0%	35.3%	17.6%	23.5%	23.5%	17.6%	70.6%	11.8%	23.5%	11.8%
Medium taste (3)	11	11	2	3	4	0	0	0	0	2	0	5	1	4	1	2	7	2	4	2
	17.7%	18.6%	11.1%	20.0%	40.0%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	22.7%	10.0%	26.7%	7.1%	16.7%	17.1%	22.2%	25.0%	25.0%
	100.0%	100.0%	18.2%	27.3%	36.4%	0.0%	0.0%	0.0%	0.0%	18.2%	0.0%	45.5%	9.1%	36.4%	9.1%	18.2%	63.6%	18.2%	36.4%	18.2%
Medium to strong taste (4)	24	22	10	6	1	4	0	0	1	0	0	7	5	4	8	2	18	4	5	3
	38.7%	37.3%	55.6%	40.0%	10.0%	50.0%	0.0%	0.0%	33.3%	0.0%	0.0%	31.8%	50.0%	26.7%	57.1%	16.7%	43.9%	44.4%	31.3%	37.5%
	100.0%	91.7%	41.7%	25.0%	4.2%	16.7%	0.0%	0.0%	4.2%	0.0%	0.0%	29.2%	20.8%	16.7%	33.3%	8.3%	75.0%	16.7%	20.8%	12.5%
Strong taste (5)	5	5	0	1	2	1	0	0	1	0	0	2	0	3	0	1	3	1	2	0
	8.1%	8.5%	0.0%	6.7%	20.0%	12.5%	0.0%	0.0%	33.3%	0.0%	0.0%	9.1%	0.0%	20.0%	0.0%	8.3%	7.3%	11.1%	12.5%	0.0%
	100.0%	100.0%	0.0%	20.0%	40.0%	20.0%	0.0%	0.0%	20.0%	0.0%	0.0%	40.0%	0.0%	60.0%	0.0%	20.0%	60.0%	20.0%	40.0%	0.0%
Mean	3.11	3.10	3.17	3.07	3.20	3.25	2.00	2.00	3.33	2.67	1.00	3.05	3.00	3.40	3.14	2.42	3.24	3.44	3.19	2.88
Std. Dev.	1.147	1.155	1.043	1.223	1.135	1.389	0.000	0.000	2.082	0.577	0.000	1.174	1.155	1.121	1.099	1.379	1.044	1.014	1.167	1.126
Std. Err.	0.146	0.150	0.246	0.316	0.359	0.491	0.000	0.000	1.202	0.333	0.000	0.250	0.365	0.289	0.294	0.398	0.163	0.338	0.292	0.398

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UNDER PROTECTIVE ORDER
GC 017526

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Cohiba																				
Mean	3.21	3.22	3.54	3.40	3.13	3.20	2.71	0.00	0.00	2.00	1.67	3.48	3.10	3.40	3.25	2.40	3.31	3.58	3.67	2.92
Std. Dev.	1.050	1.027	1.062	0.548	1.088	0.837	0.756	0.000	0.000	1.000	1.155	1.078	0.738	1.056	0.754	0.843	1.004	1.084	0.900	1.115
Std. Err.	0.132	0.133	0.217	0.245	0.272	0.374	0.286	0.000	0.000	0.577	0.667	0.235	0.233	0.273	0.218	0.267	0.161	0.313	0.232	0.309
Davidoff																				
Mean	2.88	2.96	3.33	3.67	2.50	2.00	3.50	1.00	0.00	3.00	4.00	2.90	2.20	2.86	3.50	2.67	2.75	3.75	3.25	3.00
Std. Dev.	1.071	1.020	1.000	0.577	0.926	0.000	0.707	0.000	0.000	0.000	0.000	0.876	1.304	1.215	0.707	1.366	1.000	0.500	1.035	1.732
Std. Err.	0.210	0.204	0.333	0.333	0.327	0.000	0.500	0.000	0.000	0.000	0.000	0.277	0.583	0.459	0.500	0.558	0.250	0.250	0.366	1.000
Don Diego																				
Mean	2.75	2.76	2.56	3.22	2.67	2.58	3.33	3.40	2.40	3.00	3.50	2.64	3.00	3.00	2.33	2.54	2.72	3.63	2.50	2.91
Std. Dev.	0.898	0.900	0.922	0.972	0.900	0.793	0.577	1.140	0.548	0.000	0.707	0.731	0.845	1.044	1.073	0.884	0.779	1.061	1.049	0.701
Std. Err.	0.108	0.109	0.217	0.324	0.232	0.229	0.333	0.510	0.245	0.000	0.500	0.138	0.218	0.302	0.310	0.180	0.130	0.375	0.428	0.211
Fuente/Arturo Fuente																				
Mean	3.07	3.08	3.18	2.95	3.17	3.00	3.00	0.00	3.00	1.50	3.00	2.87	2.90	3.42	3.13	2.31	3.03	3.52	3.14	2.70
Std. Dev.	0.998	0.997	0.997	1.129	0.928	0.707	0.816	0.000	1.732	0.707	0.816	0.978	1.021	0.987	1.025	0.946	0.870	1.029	1.110	1.160
Std. Err.	0.097	0.097	0.160	0.259	0.172	0.236	0.408	0.000	1.000	0.500	0.408	0.157	0.228	0.194	0.256	0.237	0.113	0.185	0.182	0.367
H. Upmann																				
Mean	2.93	2.92	3.26	2.75	2.88	2.63	2.50	0.00	2.00	0.00	3.50	2.83	2.94	3.22	2.74	2.43	2.91	3.47	3.14	2.75
Std. Dev.	0.799	0.795	0.764	0.754	0.766	0.806	0.707	0.000	0.000	0.000	0.707	0.699	0.772	0.808	0.933	0.852	0.745	0.640	0.727	0.707
Std. Err.	0.087	0.087	0.147	0.218	0.150	0.202	0.500	0.000	0.000	0.000	0.500	0.128	0.193	0.191	0.214	0.228	0.100	0.165	0.159	0.250
Hoyo de Monterrey																				
Mean	3.38	3.38	3.19	4.00	2.50	3.75	3.00	0.00	4.00	0.00	0.00	3.60	3.17	3.11	3.75	3.50	3.28	3.56	3.40	3.25
Std. Dev.	0.775	0.775	0.750	0.707	0.707	0.500	0.000	0.000	0.000	0.000	0.000	0.516	1.329	0.601	0.500	0.707	0.575	1.130	0.966	0.500
Std. Err.	0.144	0.144	0.188	0.316	0.500	0.250	0.000	0.000	0.000	0.000	0.000	0.163	0.543	0.200	0.250	0.500	0.135	0.377	0.306	0.250
Hoyo de Monterrey Excalibur																				
Mean	3.33	3.33	3.53	3.14	3.33	2.80	0.00	3.00	4.00	0.00	3.00	3.18	3.43	3.63	3.27	3.00	3.32	3.56	3.69	3.60
Std. Dev.	1.060	1.060	1.073	0.900	1.211	1.304	0.000	0.000	0.000	0.000	1.414	1.168	1.397	0.916	0.905	1.000	1.041	1.236	1.014	0.548
Std. Err.	0.170	0.170	0.246	0.340	0.494	0.583	0.000	0.000	0.000	0.000	1.000	0.352	0.528	0.324	0.273	0.378	0.222	0.412	0.254	0.245
Macanudo																				
Mean	2.65	2.66	2.85	2.50	2.62	2.54	2.81	2.00	2.56	2.40	2.25	2.55	2.79	2.80	2.63	2.12	2.81	3.45	2.66	2.51
Std. Dev.	0.959	0.958	1.042	1.105	0.850	0.811	1.001	1.000	1.130	0.548	1.035	0.920	0.951	1.025	0.910	0.896	0.860	0.826	1.078	0.869
Std. Err.	0.067	0.068	0.152	0.217	0.115	0.159	0.193	0.577	0.377	0.245	0.366	0.106	0.152	0.151	0.154	0.110	0.080	0.185	0.200	0.124

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Montecristo																				
Mean	2.98	2.98	3.43	2.83	2.80	2.40	3.17	1.00	2.00	0.00	1.67	3.04	2.89	2.73	3.67	1.78	3.09	3.62	3.71	2.00
Std. Dev.	1.136	1.136	1.076	0.408	1.207	1.140	1.169	0.000	1.414	0.000	1.155	1.083	1.167	1.104	1.000	0.667	1.027	0.961	0.914	1.000
Std. Err.	0.152	0.152	0.235	0.167	0.312	0.510	0.477	0.000	1.000	0.000	0.667	0.221	0.389	0.333	0.333	0.222	0.182	0.266	0.244	0.378
Partagas																				
Mean	3.04	3.04	3.37	2.70	2.96	2.57	3.60	2.00	0.00	2.00	4.00	3.00	2.83	3.29	2.87	2.23	3.06	3.63	3.17	3.11
Std. Dev.	1.089	1.096	1.182	1.160	0.962	1.134	0.548	1.414	0.000	0.000	0.000	1.118	1.200	0.902	1.187	1.166	1.037	0.806	1.090	0.928
Std. Err.	0.121	0.123	0.227	0.367	0.182	0.429	0.245	1.000	0.000	0.000	0.000	0.224	0.283	0.197	0.307	0.323	0.144	0.202	0.223	0.309
Punch																				
Mean	3.01	3.01	3.21	2.73	3.24	3.17	2.33	2.50	3.00	2.00	2.00	3.18	2.23	3.25	3.40	2.17	3.02	3.59	3.23	2.67
Std. Dev.	1.035	1.042	1.062	1.009	1.033	0.753	1.033	0.707	1.732	0.000	1.000	0.945	0.927	1.288	0.632	0.718	0.950	1.064	0.922	1.323
Std. Err.	0.123	0.125	0.217	0.304	0.250	0.307	0.422	0.500	1.000	0.000	0.577	0.179	0.257	0.372	0.163	0.207	0.147	0.258	0.197	0.441
Te Amo																				
Mean	3.11	3.10	3.17	3.07	3.20	3.25	2.00	2.00	3.33	2.67	1.00	3.05	3.00	3.40	3.14	2.42	3.24	3.44	3.19	2.88
Std. Dev.	1.147	1.155	1.043	1.223	1.135	1.389	0.000	0.000	2.082	0.577	0.000	1.174	1.155	1.121	1.099	1.379	1.044	1.014	1.167	1.126
Std. Err.	0.146	0.150	0.246	0.316	0.359	0.491	0.000	0.000	1.202	0.333	0.000	0.250	0.365	0.289	0.294	0.398	0.163	0.338	0.292	0.398

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Cigar Segmentation

Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Top 2 Box Summary (Extremely Satisfied)

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Cohiba	35 53.8% 100.0%	34 54.8% 97.1%	14 58.3% 40.0%	4 80.0% 11.4%	9 64.3% 25.7%	2 33.3% 5.7%	4 44.4% 11.4%	1 100.0% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	2 50.0% 5.7%	10 45.5% 28.6%	4 40.0% 11.4%	10 62.5% 28.6%	9 81.8% 25.7%	2 18.2% 5.7%	22 56.4% 62.9%	10 76.9% 28.6%	12 80.0% 34.3%	5 38.5% 14.3%
Davidoff	22 78.6% 100.0%	21 77.8% 95.5%	9 90.0% 40.9%	2 66.7% 9.1%	8 88.9% 36.4%	0 0.0% 0.0%	1 50.0% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 100.0% 4.5%	2 100.0% 9.1%	7 70.0% 31.8%	5 83.3% 22.7%	5 71.4% 22.7%	3 100.0% 13.6%	3 50.0% 13.6%	17 94.4% 77.3%	2 50.0% 9.1%	8 88.9% 36.4%	3 100.0% 13.6%
Don Diego	31 43.7% 100.0%	30 42.9% 96.8%	12 60.0% 38.7%	2 22.2% 6.5%	4 26.7% 12.9%	4 33.3% 12.9%	1 33.3% 3.2%	4 80.0% 12.9%	2 40.0% 6.5%	1 100.0% 3.2%	0 0.0% 0.0%	9 32.1% 29.0%	9 60.0% 29.0%	6 42.9% 19.4%	7 58.3% 22.6%	9 34.6% 29.0%	18 48.6% 58.1%	4 50.0% 12.9%	4 66.7% 12.9%	6 46.2% 19.4%
Fuente/Arturo Fuente	87 79.8% 100.0%	87 79.8% 100.0%	34 82.9% 39.1%	16 88.9% 18.4%	24 80.0% 27.6%	5 50.0% 5.7%	3 60.0% 3.4%	0 0.0% 0.0%	3 100.0% 3.4%	2 100.0% 2.3%	3 75.0% 3.4%	33 80.5% 37.9%	15 75.0% 17.2%	23 88.5% 26.4%	13 76.5% 14.9%	15 88.2% 17.2%	47 77.0% 54.0%	25 80.6% 28.7%	32 84.2% 36.8%	9 75.0% 10.3%
H. Upmann	48 55.2% 100.0%	48 55.8% 100.0%	18 72.0% 37.5%	8 61.5% 16.7%	14 50.0% 29.2%	7 43.8% 14.6%	1 25.0% 2.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.1%	16 47.1% 33.3%	7 41.2% 14.6%	12 70.6% 25.0%	12 70.6% 25.0%	8 50.0% 16.7%	30 52.6% 62.5%	10 71.4% 20.8%	14 63.6% 29.2%	5 50.0% 10.4%
Hoyo de Monterrey	17 58.6% 100.0%	17 58.6% 100.0%	8 53.3% 47.1%	5 100.0% 29.4%	1 50.0% 5.9%	2 50.0% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 100.0% 5.9%	1 100.0% 5.9%	7 70.0% 41.2%	3 50.0% 17.6%	5 55.6% 29.4%	1 33.3% 5.9%	1 50.0% 5.9%	9 50.0% 52.9%	7 77.8% 41.2%	7 70.0% 41.2%	2 50.0% 11.8%
Hoyo de Monterrey Excalibur	26 61.9% 100.0%	26 61.9% 100.0%	12 63.2% 46.2%	4 57.1% 15.4%	4 57.1% 15.4%	4 66.7% 15.4%	0 0.0% 0.0%	1 50.0% 3.8%	1 100.0% 3.8%	0 0.0% 0.0%	1 50.0% 3.8%	7 58.3% 26.9%	5 71.4% 19.2%	4 40.0% 15.4%	9 81.8% 34.6%	6 75.0% 23.1%	13 54.2% 50.0%	6 66.7% 23.1%	9 56.3% 34.6%	4 66.7% 15.4%
Macanudo	146 69.5% 100.0%	140 69.0% 95.9%	39 76.5% 26.7%	17 70.8% 11.6%	37 68.5% 25.3%	20 74.1% 13.7%	15 53.6% 10.3%	2 100.0% 1.4%	4 40.0% 2.7%	6 85.7% 4.1%	7 77.8% 4.8%	56 72.7% 38.4%	28 68.3% 19.2%	27 57.4% 18.5%	28 80.0% 19.2%	45 69.2% 30.8%	82 66.7% 56.2%	19 86.4% 13.0%	25 80.6% 17.1%	28 56.0% 19.2%
Montecristo	34 60.7% 100.0%	34 60.7% 100.0%	15 75.0% 44.1%	3 50.0% 8.8%	9 52.9% 26.5%	3 75.0% 8.8%	3 50.0% 8.8%	1 100.0% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	3 100.0% 8.8%	16 66.7% 47.1%	5 62.5% 14.7%	5 41.7% 14.7%	5 55.6% 14.7%	5 55.6% 14.7%	18 56.3% 52.9%	10 76.9% 29.4%	11 73.3% 32.4%	4 57.1% 11.8%
Partagas	54 62.1% 100.0%	53 61.6% 98.1%	21 77.8% 38.9%	3 30.0% 5.6%	18 64.3% 33.3%	5 55.6% 9.3%	4 57.1% 7.4%	1 50.0% 1.9%	0 0.0% 0.0%	1 50.0% 1.9%	2 50.0% 3.7%	16 57.1% 29.6%	12 70.6% 22.2%	14 63.6% 25.9%	10 62.5% 18.5%	9 60.0% 16.7%	35 63.6% 64.8%	10 58.8% 18.5%	14 56.0% 25.9%	7 63.6% 13.0%
Punch	38 55.9% 100.0%	37 55.2% 97.4%	18 75.0% 47.4%	6 60.0% 15.8%	6 35.3% 15.8%	3 42.9% 7.9%	2 40.0% 5.3%	1 100.0% 2.6%	1 33.3% 2.6%	0 0.0% 0.0%	1 50.0% 2.6%	16 59.3% 42.1%	6 46.2% 15.8%	5 38.5% 13.2%	10 76.9% 26.3%	5 45.5% 13.2%	23 56.1% 60.5%	10 62.5% 26.3%	11 52.4% 28.9%	5 62.5% 13.2%
Te Amo	27 42.9% 100.0%	26 42.6% 96.3%	10 52.6% 37.0%	9 64.3% 33.3%	3 30.0% 11.1%	3 33.3% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 3.7%	0 0.0% 0.0%	0 0.0% 0.0%	9 37.5% 33.3%	7 70.0% 25.9%	5 33.3% 18.5%	6 46.2% 22.2%	5 38.5% 18.5%	18 45.0% 66.7%	4 40.0% 14.8%	11 68.8% 40.7%	1 12.5% 3.7%

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Cigar Segmentation

Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Mean Summary

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Cohiba																				
Mean	8.03	8.02	7.71	8.00	8.50	8.00	8.78	10.00	0.00	5.33	8.25	8.09	7.10	8.44	8.18	7.82	7.69	9.15	8.40	7.77
Std. Dev.	2.518	2.577	3.342	3.391	1.829	1.673	0.972	0.000	0.000	0.577	2.363	1.849	3.510	2.097	3.573	1.471	3.036	0.801	3.066	2.006
Std. Err.	0.312	0.327	0.682	1.517	0.489	0.683	0.324	0.000	0.000	0.333	1.181	0.394	1.110	0.524	1.077	0.444	0.486	0.222	0.792	0.556
Davidoff																				
Mean	9.07	9.04	9.00	8.67	9.56	8.00	8.50	7.00	0.00	10.00	9.50	9.00	9.50	8.57	9.33	8.33	9.78	7.00	9.44	9.67
Std. Dev.	1.783	1.808	2.494	1.528	1.333	0.000	0.707	0.000	0.000	0.000	0.707	1.491	1.225	2.992	0.577	1.633	0.548	3.559	0.726	0.577
Std. Err.	0.337	0.348	0.789	0.882	0.444	0.000	0.500	0.000	0.000	0.000	0.500	0.471	0.500	1.131	0.333	0.667	0.129	1.780	0.242	0.333
Don Diego																				
Mean	7.92	7.89	8.35	7.44	7.60	7.33	8.00	9.20	7.20	10.00	7.50	7.71	8.53	7.57	8.08	7.58	8.16	7.88	8.83	8.08
Std. Dev.	2.075	2.075	2.183	1.740	1.682	2.498	1.732	1.304	2.950	0.000	0.707	1.462	2.134	2.875	2.392	2.301	1.642	3.091	1.169	1.605
Std. Err.	0.246	0.248	0.488	0.580	0.434	0.721	1.000	0.583	1.319	0.000	0.500	0.276	0.551	0.768	0.690	0.451	0.270	1.093	0.477	0.445
Fuente/Arturo Fuente																				
Mean	8.94	8.94	8.68	9.17	9.20	8.50	9.00	0.00	9.00	10.00	8.50	9.15	8.90	9.12	8.41	9.24	8.89	8.87	8.82	9.00
Std. Dev.	1.635	1.635	2.138	1.505	0.997	1.509	1.414	0.000	0.000	0.000	2.380	0.989	1.861	1.451	2.526	0.970	1.872	1.432	1.829	1.128
Std. Err.	0.157	0.157	0.334	0.355	0.182	0.477	0.632	0.000	0.000	0.000	1.190	0.154	0.416	0.285	0.613	0.235	0.240	0.257	0.297	0.326
H. Upmann																				
Mean	8.51	8.52	8.72	8.15	8.54	8.50	8.50	0.00	0.00	0.00	8.50	8.32	8.12	8.88	8.88	8.63	8.30	9.21	8.73	8.70
Std. Dev.	1.711	1.713	2.132	2.609	1.261	0.816	1.000	0.000	0.000	0.000	0.707	1.532	1.933	1.654	1.965	1.204	1.936	0.893	1.856	1.059
Std. Err.	0.183	0.185	0.426	0.724	0.238	0.204	0.500	0.000	0.000	0.000	0.500	0.263	0.469	0.401	0.477	0.301	0.256	0.239	0.396	0.335
Hoyo de Monterrey																				
Mean	7.93	7.93	7.27	9.60	8.00	7.75	8.00	0.00	8.00	10.00	10.00	8.70	6.83	8.56	5.00	8.50	7.22	9.22	8.00	8.75
Std. Dev.	2.576	2.576	3.283	0.548	1.414	1.500	0.000	0.000	0.000	0.000	0.000	1.337	3.869	1.130	4.359	0.707	3.021	0.833	2.981	0.957
Std. Err.	0.478	0.478	0.848	0.245	1.000	0.750	0.000	0.000	0.000	0.000	0.000	0.423	1.579	0.377	2.517	0.500	0.712	0.278	0.943	0.479
Hoyo de Monterrey Excalibur																				
Mean	8.05	8.05	7.84	8.29	8.14	8.50	0.00	7.00	9.00	0.00	9.00	8.17	7.57	7.80	8.27	8.13	7.75	8.56	7.94	7.83
Std. Dev.	2.295	2.295	2.754	1.704	2.410	1.643	0.000	2.828	0.000	0.000	1.414	1.337	3.867	1.751	2.687	2.416	2.575	1.333	2.294	2.401
Std. Err.	0.354	0.354	0.632	0.644	0.911	0.671	0.000	2.000	0.000	0.000	1.000	0.386	1.462	0.554	0.810	0.854	0.526	0.444	0.574	0.980
Macanudo																				
Mean	8.54	8.53	8.75	7.88	8.57	8.70	8.32	9.50	8.10	9.29	8.67	8.66	8.61	8.09	8.80	8.57	8.45	9.00	8.71	8.32
Std. Dev.	1.927	1.943	1.917	3.026	1.689	1.977	1.362	0.707	2.079	0.756	2.121	1.627	2.120	2.302	1.729	1.895	2.029	1.345	1.918	1.823
Std. Err.	0.133	0.136	0.268	0.618	0.230	0.380	0.257	0.500	0.657	0.286	0.707	0.185	0.331	0.336	0.292	0.235	0.183	0.287	0.345	0.258
Montecristo																				
Mean	8.45	8.45	8.55	8.50	8.24	9.25	8.00	10.00	8.00	0.00	9.67	8.83	7.38	8.42	8.00	8.89	8.16	8.92	8.73	8.57
Std. Dev.	1.953	1.953	2.350	1.517	2.016	1.500	1.673	0.000	0.000	0.000	0.577	1.129	3.583	1.240	2.598	1.167	2.329	1.115	2.017	1.397

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UNDER PROTECTIVE ORDER
GC 017530

Cigar Segmentation

Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Mean Summary

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Err.	0.261	0.261	0.526	0.619	0.489	0.750	0.683	0.000	0.000	0.000	0.333	0.231	1.267	0.358	0.866	0.389	0.412	0.309	0.521	0.528
Partagas																				
Mean	8.61	8.60	9.00	7.70	8.86	8.33	8.71	7.50	6.00	7.50	8.00	8.43	9.00	8.82	8.38	8.67	8.53	8.82	8.36	8.73
Std. Dev.	1.520	1.528	1.468	1.829	1.268	1.500	1.113	2.121	0.000	3.536	1.826	1.425	1.118	1.500	1.996	1.345	1.687	1.074	1.578	1.348
Std. Err.	0.163	0.165	0.282	0.578	0.240	0.500	0.421	1.500	0.000	2.500	0.913	0.269	0.271	0.320	0.499	0.347	0.227	0.261	0.316	0.407
Punch																				
Mean	8.53	8.51	9.08	8.60	8.29	7.29	7.80	10.00	8.33	0.00	7.50	8.63	8.69	8.31	8.54	8.09	8.51	8.88	8.67	8.25
Std. Dev.	1.706	1.709	1.640	1.838	1.105	2.289	2.280	0.000	1.528	0.000	3.536	1.523	1.182	1.750	2.332	1.758	1.872	1.147	1.653	1.982
Std. Err.	0.207	0.209	0.335	0.581	0.268	0.865	1.020	0.000	0.882	0.000	2.500	0.293	0.328	0.485	0.647	0.530	0.292	0.287	0.361	0.701
Te Amo																				
Mean	7.73	7.70	8.00	8.07	7.90	8.00	6.00	4.00	7.33	5.50	7.00	7.67	8.30	7.60	7.62	7.46	7.82	7.70	8.50	5.75
Std. Dev.	1.985	1.995	2.000	2.200	1.370	1.500	0.000	0.000	3.055	1.732	0.000	2.120	2.003	1.993	1.938	2.504	1.920	1.636	1.592	2.493
Std. Err.	0.250	0.255	0.459	0.588	0.433	0.500	0.000	0.000	1.764	0.866	0.000	0.433	0.633	0.515	0.538	0.694	0.304	0.517	0.398	0.881

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GC 017531

Cigar Segmentation

Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Top 2 Box Summary (Extremely Satisfied)

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Cohiba	24	24	13	1	5	1	3	1	0	0	2	7	2	7	6	2	16	6	9	4
	38.7%	40.0%	54.2%	25.0%	38.5%	16.7%	33.3%	100.0%	0.0%	0.0%	50.0%	31.8%	22.2%	43.8%	54.5%	18.2%	41.0%	50.0%	60.0%	30.8%
	100.0%	100.0%	54.2%	4:2%	20.8%	4.2%	12.5%	4.2%	0.0%	0.0%	8.3%	29.2%	8.3%	29.2%	25.0%	8.3%	66.7%	25.0%	37.5%	16.7%
Davidoff	12	12	3	2	5	0	1	0	0	1	1	6	1	2	2	1	9	2	6	2
	44.4%	44.4%	30.0%	66.7%	55.6%	0.0%	50.0%	0.0%	0.0%	100.0%	50.0%	60.0%	20.0%	28.6%	66.7%	20.0%	50.0%	50.0%	66.7%	100.0%
	100.0%	100.0%	25.0%	16.7%	41.7%	0.0%	8.3%	0.0%	0.0%	8.3%	8.3%	50.0%	8.3%	16.7%	16.7%	8.3%	75.0%	16.7%	50.0%	16.7%
Don Diego	19	18	8	2	1	2	1	3	1	0	0	5	6	5	3	6	10	3	3	2
	28.4%	27.3%	42.1%	25.0%	6.7%	20.0%	25.0%	60.0%	20.0%	0.0%	0.0%	17.9%	46.2%	38.5%	27.3%	24.0%	28.6%	50.0%	60.0%	15.4%
	100.0%	94.7%	42.1%	10.5%	5.3%	10.5%	5.3%	15.8%	5.3%	0.0%	0.0%	26.3%	31.6%	26.3%	15.8%	31.6%	52.6%	15.8%	15.8%	10.5%
Fuente/Arturo Fuente	46	46	20	8	11	2	3	0	1	1	3	14	9	12	8	10	22	14	19	5
	44.7%	44.7%	50.0%	47.1%	40.7%	22.2%	60.0%	0.0%	33.3%	50.0%	75.0%	35.9%	50.0%	48.0%	50.0%	58.8%	39.3%	46.7%	50.0%	45.5%
	100.0%	100.0%	43.5%	17.4%	23.9%	4.3%	6.5%	0.0%	2.2%	2.2%	6.5%	30.4%	19.6%	26.1%	17.4%	21.7%	47.8%	30.4%	41.3%	10.9%
H. Upmann	38	38	15	6	10	6	1	0	0	0	0	15	6	8	9	6	23	9	11	5
	44.2%	44.7%	60.0%	46.2%	37.0%	37.5%	25.0%	0.0%	0.0%	0.0%	0.0%	44.1%	35.3%	47.1%	56.3%	40.0%	40.4%	64.3%	50.0%	50.0%
	100.0%	100.0%	39.5%	15.8%	26.3%	15.8%	2.6%	0.0%	0.0%	0.0%	0.0%	39.5%	15.8%	21.1%	23.7%	15.8%	60.5%	23.7%	28.9%	13.2%
Hoyo de Monterrey	17	17	9	3	1	2	1	0	0	1	1	5	3	7	1	2	9	6	8	2
	60.7%	60.7%	60.0%	75.0%	50.0%	50.0%	100.0%	0.0%	0.0%	100.0%	100.0%	50.0%	60.0%	77.8%	33.3%	100.0%	50.0%	75.0%	80.0%	50.0%
	100.0%	100.0%	52.9%	17.6%	5.9%	11.8%	5.9%	0.0%	0.0%	5.9%	5.9%	29.4%	17.6%	41.2%	5.9%	11.8%	52.9%	35.3%	47.1%	11.8%
Hoyo de Monterrey Excalibur	16	16	10	0	4	2	0	0	0	0	1	4	4	4	3	3	9	4	6	1
	42.1%	42.1%	58.8%	0.0%	57.1%	40.0%	0.0%	0.0%	0.0%	0.0%	50.0%	40.0%	66.7%	40.0%	30.0%	37.5%	39.1%	57.1%	42.9%	16.7%
	100.0%	100.0%	62.5%	0.0%	25.0%	12.5%	0.0%	0.0%	0.0%	0.0%	6.3%	25.0%	25.0%	25.0%	18.8%	18.8%	56.3%	25.0%	37.5%	6.3%
Macanudo	71	69	21	8	18	9	9	0	2	2	3	23	13	15	17	19	44	8	15	16
	36.6%	36.7%	43.8%	36.4%	37.5%	36.0%	32.1%	0.0%	22.2%	33.3%	42.9%	32.9%	33.3%	32.6%	54.8%	32.8%	38.6%	36.4%	50.0%	34.0%
	100.0%	97.2%	29.6%	11.3%	25.4%	12.7%	12.7%	0.0%	2.8%	2.8%	4.2%	32.4%	18.3%	21.1%	23.9%	26.8%	62.0%	11.3%	21.1%	22.5%
Montecristo	22	22	8	3	7	1	1	1	1	0	2	10	3	3	4	4	11	6	8	2
	40.7%	40.7%	40.0%	50.0%	43.8%	33.3%	16.7%	100.0%	50.0%	0.0%	66.7%	43.5%	37.5%	27.3%	44.4%	50.0%	35.5%	46.2%	53.3%	28.6%
	100.0%	100.0%	36.4%	13.6%	31.8%	4.5%	4.5%	4.5%	4.5%	0.0%	9.1%	45.5%	13.6%	13.6%	18.2%	18.2%	50.0%	27.3%	36.4%	9.1%
Partagas	33	33	13	3	11	4	2	0	0	0	0	12	8	7	6	6	19	8	10	5
	42.3%	42.3%	48.1%	33.3%	42.3%	66.7%	28.6%	0.0%	0.0%	0.0%	0.0%	44.4%	53.3%	33.3%	50.0%	42.9%	40.4%	47.1%	41.7%	55.6%
	100.0%	100.0%	39.4%	9.1%	33.3%	12.1%	6.1%	0.0%	0.0%	0.0%	0.0%	36.4%	24.2%	21.2%	18.2%	18.2%	57.6%	24.2%	30.3%	15.2%
Punch	37	36	16	4	9	1	3	2	1	0	1	12	11	7	6	5	25	7	15	5
	54.4%	53.7%	66.7%	40.0%	56.3%	16.7%	50.0%	100.0%	33.3%	0.0%	50.0%	46.2%	84.6%	53.8%	42.9%	45.5%	61.0%	43.8%	68.2%	55.6%
	100.0%	97.3%	43.2%	10.8%	24.3%	2.7%	8.1%	5.4%	2.7%	0.0%	2.7%	32.4%	29.7%	18.9%	16.2%	13.5%	67.6%	18.9%	40.5%	13.5%
Te Amo	27	26	10	9	4	1	0	0	1	1	0	8	7	7	5	3	19	5	10	3
	42.9%	42.6%	52.6%	60.0%	44.4%	11.1%	0.0%	0.0%	33.3%	25.0%	0.0%	34.8%	77.8%	43.8%	35.7%	21.4%	48.7%	50.0%	62.5%	37.5%
	100.0%	96.3%	37.0%	33.3%	14.8%	3.7%	0.0%	0.0%	3.7%	3.7%	0.0%	29.6%	25.9%	25.9%	18.5%	11.1%	70.4%	18.5%	37.0%	11.1%

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Cigar Segmentation

Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Mean Summary

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Cohiba																				
Mean	7.63	7.67	8.38	7.00	7.62	6.17	7.44	10.00	0.00	6.00	8.00	7.14	7.44	8.13	7.91	6.82	7.64	8.33	8.33	7.15
Std. Dev.	1.875	1.893	1.209	2.582	2.103	2.858	1.590	0.000	0.000	1.000	2.160	1.910	1.590	1.544	2.386	1.779	2.006	1.231	1.397	1.772
Std. Err.	0.238	0.244	0.247	1.291	0.583	1.167	0.530	0.000	0.000	0.577	1.080	0.407	0.530	0.386	0.719	0.536	0.321	0.355	0.361	0.492
Davidoff																				
Mean	7.67	7.67	6.60	8.33	8.56	6.00	8.00	7.00	0.00	10.00	8.00	8.10	7.60	7.00	7.67	7.00	7.89	7.50	8.00	9.50
Std. Dev.	2.184	2.184	2.633	2.082	1.424	0.000	2.828	0.000	0.000	0.000	2.828	2.470	1.517	2.449	2.309	1.225	2.398	2.380	2.646	0.707
Std. Err.	0.420	0.420	0.833	1.202	0.475	0.000	2.000	0.000	0.000	0.000	2.000	0.781	0.678	0.926	1.333	0.548	0.565	1.190	0.882	0.500
Don Diego																				
Mean	7.36	7.32	7.74	6.75	6.80	6.70	7.50	9.00	7.60	0.00	7.50	7.11	7.69	7.31	7.64	7.36	7.26	8.17	8.80	7.00
Std. Dev.	1.764	1.747	1.851	2.121	1.474	1.767	1.291	1.414	1.140	0.000	0.707	1.370	2.463	2.250	1.286	1.655	1.837	1.941	1.304	1.472
Std. Err.	0.216	0.215	0.425	0.750	0.380	0.559	0.645	0.632	0.510	0.000	0.500	0.259	0.683	0.624	0.388	0.331	0.310	0.792	0.583	0.408
Fuente/Arturo Fuente																				
Mean	8.13	8.13	8.20	8.06	7.96	8.11	9.00	0.00	7.00	9.00	9.00	7.97	8.17	8.44	7.88	8.35	8.07	8.10	8.13	8.09
Std. Dev.	1.690	1.690	1.829	2.076	1.454	1.269	1.000	0.000	2.000	1.414	0.816	1.460	1.654	1.356	2.655	1.539	1.725	1.749	1.989	1.758
Std. Err.	0.167	0.167	0.289	0.503	0.280	0.423	0.447	0.000	1.155	1.000	0.408	0.234	0.390	0.271	0.664	0.373	0.231	0.319	0.323	0.530
H. Upmann																				
Mean	7.93	7.94	8.52	7.85	7.81	7.56	7.00	0.00	0.00	0.00	7.00	7.76	8.00	8.12	8.13	7.87	7.79	8.57	8.09	7.70
Std. Dev.	1.679	1.686	1.558	2.154	1.495	1.711	1.633	0.000	0.000	0.000	1.414	1.742	1.369	1.933	1.708	1.598	1.780	1.222	1.540	2.214
Std. Err.	0.181	0.183	0.312	0.597	0.288	0.428	0.816	0.000	0.000	0.000	1.000	0.299	0.332	0.469	0.427	0.413	0.236	0.327	0.328	0.700
Hoyo de Monterrey																				
Mean	8.00	8.00	7.87	9.25	7.50	7.75	10.00	0.00	3.00	10.00	10.00	7.60	7.80	8.89	6.33	9.50	7.67	8.38	8.50	7.50
Std. Dev.	2.228	2.228	2.326	1.500	2.121	1.500	0.000	0.000	0.000	0.000	0.000	2.221	3.347	1.167	2.517	0.707	2.249	2.387	1.780	3.317
Std. Err.	0.421	0.421	0.601	0.750	1.500	0.750	0.000	0.000	0.000	0.000	0.000	0.702	1.497	0.389	1.453	0.500	0.530	0.844	0.563	1.658
Hoyo de Monterrey Excalibur																				
Mean	7.66	7.66	8.29	6.67	7.86	8.20	0.00	4.50	5.00	0.00	8.50	8.00	7.83	7.00	7.70	7.13	7.65	8.29	7.71	6.83
Std. Dev.	1.935	1.935	1.404	1.633	2.545	1.483	0.000	2.121	0.000	0.000	0.707	1.333	3.061	2.309	1.494	2.167	1.849	2.059	1.939	2.317
Std. Err.	0.314	0.314	0.340	0.667	0.962	0.663	0.000	1.500	0.000	0.000	0.500	0.422	1.249	0.730	0.473	0.766	0.386	0.778	0.518	0.946
Macanudo																				
Mean	7.52	7.51	7.81	6.95	7.79	7.56	7.36	7.50	6.22	7.33	8.00	7.44	7.31	7.30	8.19	7.14	7.71	7.50	7.77	7.38
Std. Dev.	2.008	2.023	2.130	2.554	1.624	1.895	1.909	0.707	2.819	1.506	1.915	2.069	2.202	2.086	1.400	2.243	1.823	2.220	2.223	1.995
Std. Err.	0.144	0.148	0.307	0.544	0.234	0.379	0.361	0.500	0.940	0.615	0.724	0.247	0.353	0.308	0.252	0.295	0.171	0.473	0.406	0.291
Montecristo																				
Mean	7.89	7.89	8.15	8.00	8.00	6.00	7.33	10.00	7.50	0.00	9.33	7.87	7.13	7.91	8.11	8.00	7.68	8.31	8.47	7.29
Std. Dev.	1.819	1.819	1.785	2.098	1.549	3.000	1.751	0.000	2.121	0.000	1.155	1.792	2.167	1.514	2.088	1.512	1.922	1.750	1.552	1.380

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GC 017533

Cigar Segmentation

Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Mean Summary

Base: Total regularly smoked brand (Q1B)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Err.	0.248	0.248	0.399	0.856	0.387	1.732	0.715	0.000	1.500	0.000	0.667	0.374	0.766	0.456	0.696	0.535	0.345	0.485	0.401	0.522
Partagas																				
Mean	8.05	8.05	8.26	7.00	8.27	8.67	7.86	6.00	0.00	7.00	7.00	8.19	8.40	7.71	8.17	8.29	7.89	8.29	7.79	8.33
Std. Dev.	1.458	1.458	1.559	1.732	1.116	1.506	1.345	0.000	0.000	1.414	1.000	1.469	1.242	1.554	1.586	1.437	1.564	1.160	1.444	1.225
Std. Err.	0.165	0.165	0.300	0.577	0.219	0.615	0.508	0.000	0.000	1.000	0.577	0.283	0.321	0.339	0.458	0.384	0.228	0.281	0.295	0.408
Punch																				
Mean	8.18	8.16	8.50	7.80	8.44	6.83	7.50	9.50	8.33	0.00	9.00	7.85	9.08	8.31	7.71	8.18	8.29	7.88	8.68	8.00
Std. Dev.	1.710	1.720	1.769	1.874	1.209	1.835	2.429	0.707	0.577	0.000	1.414	1.736	1.256	1.437	2.091	1.401	1.778	1.784	1.359	2.121
Std. Err.	0.207	0.210	0.361	0.593	0.302	0.749	0.992	0.500	0.333	0.000	1.000	0.341	0.348	0.398	0.559	0.423	0.278	0.446	0.290	0.707
Te Amo																				
Mean	7.60	7.59	7.95	8.07	8.00	7.11	5.00	1.00	8.00	6.25	5.00	7.39	8.44	7.94	7.21	7.00	7.74	7.90	8.19	6.63
Std. Dev.	2.052	2.052	1.840	2.120	1.871	1.269	0.000	0.000	2.000	2.062	0.000	1.971	2.068	1.731	2.455	2.000	2.185	1.524	1.721	2.825
Std. Err.	0.259	0.263	0.422	0.547	0.624	0.423	0.000	0.000	1.155	1.031	0.000	0.411	0.689	0.433	0.656	0.535	0.350	0.482	0.430	0.999

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GC 017534

Cigar Segmentation

Q1 Section VI. Considering only the six listed activities below, please indicate which of them you personally do most frequently, second most frequently and third most frequently?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Do most frequently																				
Watching TV	641	598	57	59	73	87	83	65	64	110	44	220	110	119	143	270	326	37	52	263
	52.2%	52.1%	41.0%	47.6%	43.5%	46.3%	61.0%	56.0%	61.0%	64.0%	47.8%	56.7%	50.5%	48.2%	52.8%	57.0%	51.1%	37.4%	40.0%	56.2%
	100.0%	93.3%	8.9%	9.2%	11.4%	13.6%	12.9%	10.1%	10.0%	17.2%	6.9%	34.3%	17.2%	18.6%	22.3%	42.1%	50.9%	5.8%	8.1%	41.0%
Listening to radio	187	175	23	22	19	32	19	18	18	24	15	58	24	53	37	71	97	18	18	77
	15.2%	15.2%	16.5%	17.7%	11.3%	17.0%	14.0%	15.5%	17.1%	14.0%	16.3%	14.9%	11.0%	21.5%	13.7%	15.0%	15.2%	18.2%	13.8%	16.5%
	100.0%	93.6%	12.3%	11.8%	10.2%	17.1%	10.2%	9.6%	9.6%	12.8%	8.0%	31.0%	12.8%	28.3%	19.8%	38.0%	51.9%	9.6%	9.6%	41.2%
Reading newspapers	110	107	16	11	23	27	9	11	3	7	3	32	19	23	32	35	60	15	19	23
	9.0%	9.3%	11.5%	8.9%	13.7%	14.4%	6.6%	9.5%	2.9%	4.1%	3.3%	8.2%	8.7%	9.3%	11.8%	7.4%	9.4%	15.2%	14.6%	4.9%
	100.0%	97.3%	14.5%	10.0%	20.9%	24.5%	8.2%	10.0%	2.7%	6.4%	2.7%	29.1%	17.3%	20.9%	29.1%	31.8%	54.5%	13.6%	17.3%	20.9%
Reading magazines	44	41	6	5	9	12	3	3	2	1	3	11	8	10	12	15	23	5	6	14
	3.6%	3.6%	4.3%	4.0%	5.4%	6.4%	2.2%	2.6%	1.9%	0.6%	3.3%	2.8%	3.7%	4.0%	4.4%	3.2%	3.6%	5.1%	4.6%	3.0%
	100.0%	93.2%	13.6%	11.4%	20.5%	27.3%	6.8%	6.8%	4.5%	2.3%	6.8%	25.0%	18.2%	22.7%	27.3%	34.1%	52.3%	11.4%	13.6%	31.8%
Browsing the Internet	47	45	8	6	15	7	4	1	1	3	3	14	12	11	7	12	26	9	7	13
	3.8%	3.9%	5.8%	4.8%	8.9%	3.7%	2.9%	0.9%	1.0%	1.7%	3.3%	3.6%	5.5%	4.5%	2.6%	2.5%	4.1%	9.1%	5.4%	2.8%
	100.0%	95.7%	17.0%	12.8%	31.9%	14.9%	8.5%	2.1%	2.1%	6.4%	6.4%	29.8%	25.5%	23.4%	14.9%	25.5%	55.3%	19.1%	14.9%	27.7%
Using personal computer (not Internet/online)	78	75	9	6	18	12	14	4	5	7	6	26	17	14	15	20	53	4	13	30
	6.3%	6.5%	6.5%	4.8%	10.7%	6.4%	10.3%	3.4%	4.8%	4.1%	6.5%	6.7%	7.8%	5.7%	5.5%	4.2%	8.3%	4.0%	10.0%	6.4%
	100.0%	96.2%	11.5%	7.7%	23.1%	15.4%	17.9%	5.1%	6.4%	9.0%	7.7%	33.3%	21.8%	17.9%	19.2%	25.6%	67.9%	5.1%	16.7%	38.5%
No answer	122	107	20	15	11	11	4	14	12	20	18	27	28	17	25	51	53	11	15	48
	9.9%	9.3%	14.4%	12.1%	6.5%	5.9%	2.9%	12.1%	11.4%	11.6%	19.6%	7.0%	12.8%	6.9%	9.2%	10.8%	8.3%	11.1%	11.5%	10.3%
	100.0%	87.7%	16.4%	12.3%	9.0%	9.0%	3.3%	11.5%	9.8%	16.4%	14.8%	22.1%	23.0%	13.9%	20.5%	41.8%	43.4%	9.0%	12.3%	39.3%

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GC 017535

Cigar Segmentation

Q1 Section VI. Considering only the six listed activities below, please indicate which of them you personally do most frequently, second most frequently and third most frequently?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Do second most frequently																				
Watching TV	239 19.4% 100.0%	226 19.7% 94.6%	29 20.9% 12.1%	26 21.0% 10.9%	35 20.8% 14.6%	43 22.9% 18.0%	22 16.2% 9.2%	22 19.0% 9.2%	22 21.0% 9.2%	27 15.7% 11.3%	20 21.7% 8.4%	67 17.3% 28.0%	40 18.3% 16.7%	56 22.7% 23.4%	56 20.7% 23.4%	87 18.4% 36.4%	131 20.5% 54.8%	19 19.2% 7.9%	26 20.0% 10.9%	93 19.9% 38.9%
Listening to radio	355 28.9% 100.0%	326 28.4% 91.8%	31 22.3% 8.7%	27 21.8% 7.6%	50 29.8% 14.1%	48 25.5% 13.5%	36 26.5% 10.1%	34 29.3% 9.6%	37 35.2% 10.4%	63 36.6% 17.7%	22 23.9% 6.2%	133 34.3% 37.5%	55 25.2% 15.5%	68 27.5% 19.2%	72 26.6% 20.3%	158 33.3% 44.5%	169 26.5% 47.6%	23 23.2% 6.5%	27 20.8% 7.6%	143 30.6% 40.3%
Reading newspapers	229 18.6% 100.0%	216 18.8% 94.3%	20 14.4% 8.7%	29 23.4% 12.7%	27 16.1% 11.8%	37 19.7% 16.2%	32 23.5% 14.0%	31 26.7% 13.5%	12 11.4% 5.2%	28 16.3% 12.2%	18 19.6% 7.9%	60 15.5% 26.2%	38 17.4% 16.6%	57 23.1% 24.9%	54 19.9% 23.6%	92 19.4% 40.2%	120 18.8% 52.4%	15 15.2% 6.6%	21 16.2% 9.2%	87 18.6% 38.0%
Reading magazines	136 11.1% 100.0%	129 11.2% 94.9%	24 17.3% 17.6%	17 13.7% 12.5%	23 13.7% 16.9%	21 11.2% 15.4%	15 11.0% 11.0%	12 10.3% 8.8%	4 3.8% 2.9%	13 7.6% 9.6%	7 7.6% 5.1%	42 10.8% 30.9%	30 13.8% 22.1%	25 10.1% 18.4%	31 11.4% 22.8%	42 8.9% 30.9%	77 12.1% 56.6%	17 17.2% 12.5%	24 18.5% 17.6%	39 8.3% 28.7%
Browsing the Internet	81 6.6% 100.0%	77 6.7% 95.1%	16 11.5% 19.8%	8 6.5% 9.9%	7 4.2% 8.6%	12 6.4% 14.8%	17 12.5% 21.0%	2 1.7% 2.5%	8 7.6% 9.9%	7 4.1% 8.6%	5 5.4% 6.2%	36 9.3% 44.4%	14 6.4% 17.3%	11 4.5% 13.6%	15 5.5% 18.5%	31 6.5% 38.3%	41 6.4% 50.6%	8 8.1% 9.9%	13 10.0% 16.0%	25 5.3% 30.9%
Using personal computer (not Internet/online)	66 5.4% 100.0%	63 5.5% 95.5%	7 5.0% 10.6%	5 4.0% 7.6%	13 7.7% 19.7%	16 8.5% 24.2%	7 5.1% 10.6%	0 0.0% 0.0%	4 3.8% 6.1%	11 6.4% 16.7%	5 5.4% 7.6%	18 4.6% 27.3%	13 6.0% 19.7%	17 6.9% 25.8%	13 4.8% 19.7%	15 3.2% 22.7%	42 6.6% 63.6%	9 9.1% 13.6%	4 3.1% 6.1%	27 5.8% 40.9%
No answer	123 10.0% 100.0%	111 9.7% 90.2%	12 8.6% 9.8%	12 9.7% 9.8%	13 7.7% 10.6%	11 5.9% 8.9%	7 5.1% 5.7%	15 12.9% 12.2%	18 17.1% 14.6%	23 13.4% 18.7%	15 16.3% 12.2%	32 8.2% 26.0%	28 12.8% 22.8%	13 5.3% 10.6%	30 11.1% 24.4%	49 10.3% 39.8%	58 9.1% 47.2%	8 8.1% 6.5%	15 11.5% 12.2%	54 11.5% 43.9%

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GC 017536

Cigar Segmentation

Q1 Section VI. Considering only the six listed activities below, please indicate which of them you personally do most frequently, second most frequently and third most frequently?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Do third most frequently																				
Watching TV	160	151	23	19	25	35	15	14	4	16	9	47	28	37	38	58	85	16	25	54
	13.0%	13.2%	16.5%	15.3%	14.9%	18.6%	11.0%	12.1%	3.8%	9.3%	9.8%	12.1%	12.8%	15.0%	14.0%	12.2%	13.3%	16.2%	19.2%	11.5%
	100.0%	94.4%	14.4%	11.9%	15.6%	21.9%	9.4%	8.8%	2.5%	10.0%	5.6%	29.4%	17.5%	23.1%	23.8%	36.3%	53.1%	10.0%	15.6%	33.8%
Listening to radio	185	179	25	20	25	31	26	21	15	16	15	61	33	38	38	64	106	13	25	65
	15.1%	15.6%	18.0%	16.1%	14.9%	16.5%	19.1%	18.1%	14.3%	9.3%	16.3%	15.7%	15.1%	15.4%	14.0%	13.5%	16.6%	13.1%	19.2%	13.9%
	100.0%	96.8%	13.5%	10.8%	13.5%	16.8%	14.1%	11.4%	8.1%	8.6%	8.1%	33.0%	17.8%	20.5%	20.5%	34.6%	57.3%	7.0%	13.5%	35.1%
Reading newspapers	278	256	23	29	43	41	22	26	27	45	20	91	35	59	71	106	153	17	25	104
	22.6%	22.3%	16.5%	23.4%	25.6%	21.8%	16.2%	22.4%	25.7%	26.2%	21.7%	23.5%	16.1%	23.9%	26.2%	22.4%	24.0%	17.2%	19.2%	22.2%
	100.0%	92.1%	8.3%	10.4%	15.5%	14.7%	7.9%	9.4%	9.7%	16.2%	7.2%	32.7%	12.6%	21.2%	25.5%	38.1%	55.0%	6.1%	9.0%	37.4%
Reading magazines	249	235	33	20	29	38	33	20	29	33	25	72	47	54	47	107	116	23	21	102
	20.3%	20.5%	23.7%	16.1%	17.3%	20.2%	24.3%	17.2%	27.6%	19.2%	27.2%	18.6%	21.6%	21.9%	17.3%	22.6%	18.2%	23.2%	16.2%	21.8%
	100.0%	94.4%	13.3%	8.0%	11.6%	15.3%	13.3%	8.0%	11.6%	13.3%	10.0%	28.9%	18.9%	21.7%	18.9%	43.0%	46.6%	9.2%	8.4%	41.0%
Browsing the Internet	85	82	8	7	20	11	18	4	3	11	3	34	19	18	11	26	51	8	10	30
	6.9%	7.1%	5.8%	5.6%	11.9%	5.9%	13.2%	3.4%	2.9%	6.4%	3.3%	8.8%	8.7%	7.3%	4.1%	5.5%	8.0%	8.1%	7.7%	6.4%
	100.0%	96.5%	9.4%	8.2%	23.5%	12.9%	21.2%	4.7%	3.5%	12.9%	3.5%	40.0%	22.4%	21.2%	12.9%	30.6%	60.0%	9.4%	11.8%	35.3%
Using personal computer (not Internet/online)	84	80	7	10	13	15	15	8	3	9	1	34	16	18	15	35	44	5	6	33
	6.8%	7.0%	5.0%	8.1%	7.7%	8.0%	11.0%	6.9%	2.9%	5.2%	1.1%	8.8%	7.3%	7.3%	5.5%	7.4%	6.9%	5.1%	4.6%	7.1%
	100.0%	95.2%	8.3%	11.9%	15.5%	17.9%	17.9%	9.5%	3.6%	10.7%	1.2%	40.5%	19.0%	21.4%	17.9%	41.7%	52.4%	6.0%	7.1%	39.3%
No answer	188	165	20	19	13	17	7	23	24	42	19	49	40	23	51	78	83	17	18	80
	15.3%	14.4%	14.4%	15.3%	7.7%	9.0%	5.1%	19.8%	22.9%	24.4%	20.7%	12.6%	18.3%	9.3%	18.8%	16.5%	13.0%	17.2%	13.8%	17.1%
	100.0%	87.8%	10.6%	10.1%	6.9%	9.0%	3.7%	12.2%	12.8%	22.3%	10.1%	26.1%	21.3%	12.2%	27.1%	41.5%	44.1%	9.0%	9.6%	42.6%

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Cigar Segmentation

Q2 Section VI. Do you own a personal computer?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Yes	719 58.5% 100.0%	679 59.1% 94.4%	91 65.5% 12.7%	67 54.0% 9.3%	130 77.4% 18.1%	113 60.1% 15.7%	92 67.6% 12.8%	52 44.8% 7.2%	46 43.8% 6.4%	88 51.2% 12.2%	49 53.3% 6.8%	236 60.8% 32.8%	137 62.8% 19.1%	150 60.7% 20.9%	141 52.0% 19.6%	251 53.0% 34.9%	393 61.6% 54.7%	66 66.7% 9.2%	77 59.2% 10.7%	263 56.2% 36.6%
No	466 37.9% 100.0%	428 37.3% 91.8%	44 31.7% 9.4%	52 41.9% 11.2%	34 20.2% 7.3%	68 36.2% 14.6%	39 28.7% 8.4%	54 46.6% 11.6%	54 51.4% 11.6%	83 48.3% 17.8%	40 43.5% 8.6%	136 35.1% 29.2%	70 32.1% 15.0%	93 37.7% 20.0%	121 44.6% 26.0%	205 43.2% 44.0%	223 35.0% 47.9%	30 30.3% 6.4%	46 35.4% 9.9%	188 40.2% 40.3%
No answer	44 3.6% 100.0%	41 3.6% 93.2%	4 2.9% 9.1%	5 4.0% 11.4%	4 2.4% 9.1%	7 3.7% 15.9%	5 3.7% 11.4%	10 8.6% 22.7%	5 4.8% 11.4%	1 0.6% 2.3%	3 3.3% 6.8%	16 4.1% 36.4%	11 5.0% 25.0%	4 1.6% 9.1%	9 3.3% 20.5%	18 3.8% 40.9%	22 3.4% 50.0%	3 3.0% 6.8%	7 5.4% 15.9%	17 3.6% 38.6%

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Cigar Segmentation

Q2a Section VI. Do you have access to the Internet?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
No answer	30	27	4	4	3	3	0	6	2	5	1	8	6	7	6	13	13	2	4	14
	2.4%	2.4%	2.9%	3.2%	1.8%	1.6%	0.0%	5.2%	1.9%	2.9%	1.1%	2.1%	2.8%	2.8%	2.2%	2.7%	2.0%	2.0%	3.1%	3.0%
	100.0%	90.0%	13.3%	13.3%	10.0%	10.0%	0.0%	20.0%	6.7%	16.7%	3.3%	26.7%	20.0%	23.3%	20.0%	43.3%	43.3%	6.7%	13.3%	46.7%
Total answering	1199	1121	135	120	165	185	136	110	103	167	91	380	212	240	265	461	625	97	126	454
	97.6%	97.6%	97.1%	96.8%	98.2%	98.4%	100.0%	94.8%	98.1%	97.1%	98.9%	97.9%	97.2%	97.2%	97.8%	97.3%	98.0%	98.0%	96.9%	97.0%
	100.0%	93.5%	11.3%	10.0%	13.8%	15.4%	11.3%	9.2%	8.6%	13.9%	7.6%	31.7%	17.7%	20.0%	22.1%	38.4%	52.1%	8.1%	10.5%	37.9%
Yes, at home only	252	236	30	28	42	35	32	21	21	27	17	90	55	46	43	88	138	22	30	89
	21.0%	21.1%	22.2%	23.3%	25.5%	18.9%	23.5%	19.1%	20.4%	16.2%	18.7%	23.7%	25.9%	19.2%	16.2%	19.1%	22.1%	22.7%	23.8%	19.6%
	100.0%	93.7%	11.9%	11.1%	16.7%	13.9%	12.7%	8.3%	8.3%	10.7%	6.7%	35.7%	21.8%	18.3%	17.1%	34.9%	54.8%	8.7%	11.9%	35.3%
Yes, at work only	153	141	20	10	25	24	27	8	13	14	12	55	26	30	28	63	74	16	18	55
	12.8%	12.6%	14.8%	8.3%	15.2%	13.0%	19.9%	7.3%	12.6%	8.4%	13.2%	14.5%	12.3%	12.5%	10.6%	13.7%	11.8%	16.5%	14.3%	12.1%
	100.0%	92.2%	13.1%	6.5%	16.3%	15.7%	17.6%	5.2%	8.5%	9.2%	7.8%	35.9%	17.0%	19.6%	18.3%	41.2%	48.4%	10.5%	11.8%	35.9%
Both at work and at home	267	255	40	28	62	41	45	12	8	19	12	95	55	54	50	81	152	32	34	88
	22.3%	22.7%	29.6%	23.3%	37.6%	22.2%	33.1%	10.9%	7.8%	11.4%	13.2%	25.0%	25.9%	22.5%	18.9%	17.6%	24.3%	33.0%	27.0%	19.4%
	100.0%	95.5%	15.0%	10.5%	23.2%	15.4%	16.9%	4.5%	3.0%	7.1%	4.5%	35.6%	20.6%	20.2%	18.7%	30.3%	56.9%	12.0%	12.7%	33.0%
No	527	489	45	54	36	85	32	69	61	107	50	140	76	110	144	229	261	27	44	222
	44.0%	43.6%	33.3%	45.0%	21.8%	45.9%	23.5%	62.7%	59.2%	64.1%	54.9%	36.8%	35.8%	45.8%	54.3%	49.7%	41.8%	27.8%	34.9%	48.9%
	100.0%	92.8%	8.5%	10.2%	6.8%	16.1%	6.1%	13.1%	11.6%	20.3%	9.5%	26.6%	14.4%	20.9%	27.3%	43.5%	49.5%	5.1%	8.3%	42.1%

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Cigar Segmentation

Q2B Section VI. Who is your Internet provider at home?

Base: Total have access to the internet (Q2A codes 1-3)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	672	632	90	66	129	100	104	41	42	60	41	240	136	130	121	232	364	70	82	232
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	94.0%	13.4%	9.8%	19.2%	14.9%	15.5%	6.1%	6.3%	8.9%	6.1%	35.7%	20.2%	19.3%	18.0%	34.5%	54.2%	10.4%	12.2%	34.5%
America Online	207	195	28	16	37	33	30	17	14	20	6	79	44	41	36	72	109	22	21	71
	30.8%	30.9%	31.1%	24.2%	28.7%	33.0%	28.8%	41.5%	33.3%	33.3%	14.6%	32.9%	32.4%	31.5%	29.8%	31.0%	29.9%	31.4%	25.6%	30.6%
	100.0%	94.2%	13.5%	7.7%	17.9%	15.9%	14.5%	8.2%	6.8%	9.7%	2.9%	38.2%	21.3%	19.8%	17.4%	34.8%	52.7%	10.6%	10.1%	34.3%
AT&T Worldnet	32	29	7	4	4	2	6	3	2	1	3	6	9	7	7	9	18	4	7	9
	4.8%	4.6%	7.8%	6.1%	3.1%	2.0%	5.8%	7.3%	4.8%	1.7%	7.3%	2.5%	6.6%	5.4%	5.8%	3.9%	4.9%	5.7%	8.5%	3.9%
	100.0%	90.6%	21.9%	12.5%	12.5%	6.3%	18.8%	9.4%	6.3%	3.1%	9.4%	18.8%	28.1%	21.9%	21.9%	28.1%	56.3%	12.5%	21.9%	28.1%
CompuServe	18	17	3	2	7	2	2	0	1	0	2	5	3	3	5	7	9	2	3	7
	2.7%	2.7%	3.3%	3.0%	5.4%	2.0%	1.9%	0.0%	2.4%	0.0%	4.9%	2.1%	2.2%	2.3%	4.1%	3.0%	2.5%	2.9%	3.7%	3.0%
	100.0%	94.4%	16.7%	11.1%	38.9%	11.1%	11.1%	0.0%	5.6%	0.0%	11.1%	27.8%	16.7%	16.7%	27.8%	38.9%	50.0%	11.1%	16.7%	38.9%
Network	39	39	6	4	13	5	2	3	3	3	2	17	6	8	6	8	30	1	6	11
	5.8%	6.2%	6.7%	6.1%	10.1%	5.0%	1.9%	7.3%	7.1%	5.0%	4.9%	7.1%	4.4%	6.2%	5.0%	3.4%	8.2%	1.4%	7.3%	4.7%
	100.0%	100.0%	15.4%	10.3%	33.3%	12.8%	5.1%	7.7%	7.7%	7.7%	5.1%	43.6%	15.4%	20.5%	15.4%	20.5%	76.9%	2.6%	15.4%	28.2%
Prodigy	19	17	4	5	3	1	0	2	2	0	0	6	5	2	5	6	10	3	5	5
	2.8%	2.7%	4.4%	7.6%	2.3%	1.0%	0.0%	4.9%	4.8%	0.0%	0.0%	2.5%	3.7%	1.5%	4.1%	2.6%	2.7%	4.3%	6.1%	2.2%
	100.0%	89.5%	21.1%	26.3%	15.8%	5.3%	0.0%	10.5%	10.5%	0.0%	0.0%	31.6%	26.3%	10.5%	26.3%	31.6%	52.6%	15.8%	26.3%	26.3%
Local Internet Provider	136	131	21	18	22	24	20	8	5	13	8	45	30	28	24	40	80	15	20	38
	20.2%	20.7%	23.3%	27.3%	17.1%	24.0%	19.2%	19.5%	11.9%	21.7%	19.5%	18.8%	22.1%	21.5%	19.8%	17.2%	22.0%	21.4%	24.4%	16.4%
	100.0%	96.3%	15.4%	13.2%	16.2%	17.6%	14.7%	5.9%	3.7%	9.6%	5.9%	33.1%	22.1%	20.6%	17.6%	29.4%	58.8%	11.0%	14.7%	27.9%
Other	143	135	18	18	29	19	28	5	6	12	9	54	28	24	27	45	73	23	23	49
	21.3%	21.4%	20.0%	27.3%	22.5%	19.0%	26.9%	12.2%	14.3%	20.0%	22.0%	22.5%	20.6%	18.5%	22.3%	19.4%	20.1%	32.9%	28.0%	21.1%
	100.0%	94.4%	12.6%	12.6%	20.3%	13.3%	19.6%	3.5%	4.2%	8.4%	6.3%	37.8%	19.6%	16.8%	18.9%	31.5%	51.0%	16.1%	16.1%	34.3%
No access at home	94	86	8	5	16	15	19	4	7	12	10	33	14	18	18	37	49	8	8	35
	14.0%	13.6%	8.9%	7.6%	12.4%	15.0%	18.3%	9.8%	16.7%	20.0%	24.4%	13.8%	10.3%	13.8%	14.9%	15.9%	13.5%	11.4%	9.8%	15.1%
	100.0%	91.5%	8.5%	5.3%	17.0%	16.0%	20.2%	4.3%	7.4%	12.8%	10.6%	35.1%	14.9%	19.1%	19.1%	39.4%	52.1%	8.5%	8.5%	37.2%
No answer	41	37	8	3	7	7	5	3	3	1	1	16	8	6	10	19	19	3	5	14
	6.1%	5.9%	8.9%	4.5%	5.4%	7.0%	4.8%	7.3%	7.1%	1.7%	2.4%	6.7%	5.9%	4.6%	8.3%	8.2%	5.2%	4.3%	6.1%	6.0%
	100.0%	90.2%	19.5%	7.3%	17.1%	17.1%	12.2%	7.3%	7.3%	2.4%	2.4%	39.0%	19.5%	14.6%	24.4%	46.3%	46.3%	7.3%	12.2%	34.1%

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Cigar Segmentation

Q3 Section VI. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Have purchased																				
Catalog	811	770	106	103	131	119	95	60	58	98	56	259	139	165	184	289	443	69	95	290
	66.0%	67.1%	76.3%	83.1%	78.0%	63.3%	69.9%	51.7%	55.2%	57.0%	60.9%	66.8%	63.8%	66.8%	67.9%	61.0%	69.4%	69.7%	73.1%	62.0%
	100.0%	94.9%	13.1%	12.7%	16.2%	14.7%	11.7%	7.4%	7.2%	12.1%	6.9%	31.9%	17.1%	20.3%	22.7%	35.6%	54.6%	8.5%	11.7%	35.8%
Internet website	241	231	34	36	41	29	50	12	15	14	17	88	50	48	36	70	142	27	34	91
	19.6%	20.1%	24.5%	29.0%	24.4%	15.4%	36.8%	10.3%	14.3%	8.1%	18.5%	22.7%	22.9%	19.4%	13.3%	14.8%	22.3%	27.3%	26.2%	19.4%
	100.0%	95.9%	14.1%	14.9%	17.0%	12.0%	20.7%	5.0%	6.2%	5.8%	7.1%	36.5%	20.7%	19.9%	14.9%	29.0%	58.9%	11.2%	14.1%	37.8%
Mail solicitation, non-catalog	225	212	29	25	38	23	22	20	24	31	14	69	41	46	53	86	124	15	26	81
	18.3%	18.5%	20.9%	20.2%	22.6%	12.2%	16.2%	17.2%	22.9%	18.0%	15.2%	17.8%	18.8%	18.6%	19.6%	18.1%	19.4%	15.2%	20.0%	17.3%
	100.0%	94.2%	12.9%	11.1%	16.9%	10.2%	9.8%	8.9%	10.7%	13.8%	6.2%	30.7%	18.2%	20.4%	23.6%	38.2%	55.1%	6.7%	11.6%	36.0%
TV advertisement responded to directly (800#)	181	175	37	24	31	20	19	9	11	24	15	63	31	32	40	65	101	15	24	70
	14.7%	15.2%	26.6%	19.4%	18.5%	10.6%	14.0%	7.8%	10.5%	14.0%	16.3%	16.2%	14.2%	13.0%	14.8%	13.7%	15.8%	15.2%	18.5%	15.0%
	100.0%	96.7%	20.4%	13.3%	17.1%	11.0%	10.5%	5.0%	6.1%	13.3%	8.3%	34.8%	17.1%	17.7%	22.1%	35.9%	55.8%	8.3%	13.3%	38.7%
Magazine advertisement responded to directly (800#)	163	156	37	26	27	23	13	8	9	13	8	48	32	32	41	51	92	19	28	43
	13.3%	13.6%	26.6%	21.0%	16.1%	12.2%	9.6%	6.9%	8.6%	7.6%	8.7%	12.4%	14.7%	13.0%	15.1%	10.8%	14.4%	19.2%	21.5%	9.2%
	100.0%	95.7%	22.7%	16.0%	16.6%	14.1%	8.0%	4.9%	5.5%	8.0%	4.9%	29.4%	19.6%	19.6%	25.2%	31.3%	56.4%	11.7%	17.2%	26.4%
TV home shopping clubs/ QVC	153	143	26	19	18	21	16	12	10	21	14	52	26	22	36	57	80	12	20	57
	12.4%	12.5%	18.7%	15.3%	10.7%	11.2%	11.8%	10.3%	9.5%	12.2%	15.2%	13.4%	11.9%	8.9%	13.3%	12.0%	12.5%	12.1%	15.4%	12.2%
	100.0%	93.5%	17.0%	12.4%	11.8%	13.7%	10.5%	7.8%	6.5%	13.7%	9.2%	34.0%	17.0%	14.4%	23.5%	37.3%	52.3%	7.8%	13.1%	37.3%
Telemarketing	74	70	13	11	11	8	9	3	8	7	8	25	9	20	11	26	44	4	7	30
	6.0%	6.1%	9.4%	8.9%	6.5%	4.3%	6.6%	2.6%	7.6%	4.1%	8.7%	6.4%	4.1%	8.1%	4.1%	5.5%	6.9%	4.0%	5.4%	6.4%
	100.0%	94.6%	17.6%	14.9%	14.9%	10.8%	12.2%	4.1%	10.8%	9.5%	10.8%	33.8%	12.2%	27.0%	14.9%	35.1%	59.5%	5.4%	9.5%	40.5%
Door-to-door salesperson	60	56	9	4	14	8	4	6	5	6	7	22	3	14	14	27	30	3	2	23
	4.9%	4.9%	6.5%	3.2%	8.3%	4.3%	2.9%	5.2%	4.8%	3.5%	7.6%	5.7%	1.4%	5.7%	5.2%	5.7%	4.7%	3.0%	1.5%	4.9%
	100.0%	93.3%	15.0%	6.7%	23.3%	13.3%	6.7%	10.0%	8.3%	10.0%	11.7%	36.7%	5.0%	23.3%	23.3%	45.0%	50.0%	5.0%	3.3%	38.3%
No answer	295	269	23	12	24	48	28	45	30	59	27	96	51	53	65	137	131	19	25	129
	24.0%	23.4%	16.5%	9.7%	14.3%	25.5%	20.6%	38.8%	28.6%	34.3%	29.3%	24.7%	23.4%	21.5%	24.0%	28.9%	20.5%	19.2%	19.2%	27.6%
	100.0%	91.2%	7.8%	4.1%	8.1%	16.3%	9.5%	15.3%	10.2%	20.0%	9.2%	32.5%	17.3%	18.0%	22.0%	46.4%	44.4%	6.4%	8.5%	43.7%

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Cigar Segmentation

Q3 Section VI. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Purchased 3 times or more in past year																				
Catalog	446	426	59	73	77	65	46	33	27	46	25	138	76	93	109	149	255	40	62	152
	36.3%	37.1%	42.4%	58.9%	45.8%	34.6%	33.8%	28.4%	25.7%	26.7%	27.2%	35.6%	34.9%	37.7%	40.2%	31.4%	40.0%	40.4%	47.7%	32.5%
	100.0%	95.5%	13.2%	16.4%	17.3%	14.6%	10.3%	7.4%	6.1%	10.3%	5.6%	30.9%	17.0%	20.9%	24.4%	33.4%	57.2%	9.0%	13.9%	34.1%
Internet website	108	103	20	21	13	11	23	6	4	5	8	42	18	23	17	25	68	15	23	40
	8.8%	9.0%	14.4%	16.9%	7.7%	5.9%	16.9%	5.2%	3.8%	2.9%	8.7%	10.8%	8.3%	9.3%	6.3%	5.3%	10.7%	15.2%	17.7%	8.5%
	100.0%	95.4%	18.5%	19.4%	12.0%	10.2%	21.3%	5.6%	3.7%	4.6%	7.4%	38.9%	16.7%	21.3%	15.7%	23.1%	63.0%	13.9%	21.3%	37.0%
Mail solicitation, non-catalog	68	62	8	9	5	7	4	8	9	12	5	15	12	12	24	36	27	5	8	26
	5.5%	5.4%	5.8%	7.3%	3.0%	3.7%	2.9%	6.9%	8.6%	7.0%	5.4%	3.9%	5.5%	4.9%	8.9%	7.6%	4.2%	5.1%	6.2%	5.6%
	100.0%	91.2%	11.8%	13.2%	7.4%	10.3%	5.9%	11.8%	13.2%	17.6%	7.4%	22.1%	17.6%	17.6%	35.3%	52.9%	39.7%	7.4%	11.8%	38.2%
Magazine advertisement responded to directly (800#)	46	44	12	13	5	5	3	1	1	4	2	10	8	12	12	15	24	7	15	11
	3.7%	3.8%	8.6%	10.5%	3.0%	2.7%	2.2%	0.9%	1.0%	2.3%	2.2%	2.6%	3.7%	4.9%	4.4%	3.2%	3.8%	7.1%	11.5%	2.4%
	100.0%	95.7%	26.1%	28.3%	10.9%	10.9%	6.5%	2.2%	2.2%	8.7%	4.3%	21.7%	17.4%	26.1%	26.1%	32.6%	52.2%	15.2%	32.6%	23.9%
TV home shopping clubs/ QVC	42	40	8	8	5	6	3	4	1	5	4	11	9	7	10	9	28	5	9	13
	3.4%	3.5%	5.8%	6.5%	3.0%	3.2%	2.2%	3.4%	1.0%	2.9%	4.3%	2.8%	4.1%	2.8%	3.7%	1.9%	4.4%	5.1%	6.9%	2.8%
	100.0%	95.2%	19.0%	19.0%	11.9%	14.3%	7.1%	9.5%	2.4%	11.9%	9.5%	26.2%	21.4%	16.7%	23.8%	21.4%	66.7%	11.9%	21.4%	31.0%
TV advertisement responded to directly (800#)	30	29	8	4	4	6	0	2	2	3	5	11	3	2	9	12	17	1	3	10
	2.4%	2.5%	5.8%	3.2%	2.4%	3.2%	0.0%	1.7%	1.9%	1.7%	5.4%	2.8%	1.4%	0.8%	3.3%	2.5%	2.7%	1.0%	2.3%	2.1%
	100.0%	96.7%	26.7%	13.3%	13.3%	20.0%	0.0%	6.7%	6.7%	10.0%	16.7%	36.7%	10.0%	6.7%	30.0%	40.0%	56.7%	3.3%	10.0%	33.3%
Door-to-door salesperson	11	8	0	0	3	2	0	1	1	1	1	4	1	3	2	3	7	1	0	2
	0.9%	0.7%	0.0%	0.0%	1.8%	1.1%	0.0%	0.9%	1.0%	0.6%	1.1%	1.0%	0.5%	1.2%	0.7%	0.6%	1.1%	1.0%	0.0%	0.4%
	100.0%	72.7%	0.0%	0.0%	27.3%	18.2%	0.0%	9.1%	9.1%	9.1%	9.1%	36.4%	9.1%	27.3%	18.2%	27.3%	63.6%	9.1%	0.0%	18.2%
Telemarketing	11	10	1	3	1	3	0	1	1	0	1	4	1	3	2	5	6	0	1	3
	0.9%	0.9%	0.7%	2.4%	0.6%	1.6%	0.0%	0.9%	1.0%	0.0%	1.1%	1.0%	0.5%	1.2%	0.7%	1.1%	0.9%	0.0%	0.8%	0.6%
	100.0%	90.9%	9.1%	27.3%	9.1%	27.3%	0.0%	9.1%	9.1%	0.0%	9.1%	36.4%	9.1%	27.3%	18.2%	45.5%	54.5%	0.0%	9.1%	27.3%
No answer	670	620	64	39	81	106	72	77	70	111	56	210	126	130	142	281	332	41	51	268
	54.5%	54.0%	46.0%	31.5%	48.2%	56.4%	52.9%	66.4%	66.7%	64.5%	60.9%	54.1%	57.8%	52.6%	52.4%	59.3%	52.0%	41.4%	39.2%	57.3%
	100.0%	92.5%	9.6%	5.8%	12.1%	15.8%	10.7%	11.5%	10.4%	16.6%	8.4%	31.3%	18.8%	19.4%	21.2%	41.9%	49.6%	6.1%	7.6%	40.0%

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Cigar Segmentation

Q4 Section VI. Which, if any, of the following programs/clubs do you belong to?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Regular status																				
Airline frequent flier program	325	310	45	37	73	48	60	13	13	21	22	111	61	60	68	112	171	37	43	119
	26.4%	27.0%	32.4%	29.8%	43.5%	25.5%	44.1%	11.2%	12.4%	12.2%	23.9%	28.6%	28.0%	24.3%	25.1%	23.6%	26.8%	37.4%	33.1%	25.4%
	100.0%	95.4%	13.8%	11.4%	22.5%	14.8%	18.5%	4.0%	4.0%	6.5%	6.8%	34.2%	18.8%	18.5%	20.9%	34.5%	52.6%	11.4%	13.2%	36.6%
Hotel awards program	182	175	28	19	47	26	31	8	7	9	11	60	30	41	39	65	103	13	25	54
	14.8%	15.2%	20.1%	15.3%	28.0%	13.8%	22.8%	6.9%	6.7%	5.2%	12.0%	15.5%	13.8%	16.6%	14.4%	13.7%	16.1%	13.1%	19.2%	11.5%
	100.0%	96.2%	15.4%	10.4%	25.8%	14.3%	17.0%	4.4%	3.8%	4.9%	6.0%	33.0%	16.5%	22.5%	21.4%	35.7%	56.6%	7.1%	13.7%	29.7%
Grocery buyer program	385	365	46	43	60	55	56	26	32	47	34	130	64	77	75	149	193	39	49	148
	31.3%	31.8%	33.1%	34.7%	35.7%	29.3%	41.2%	22.4%	30.5%	27.3%	37.0%	33.5%	29.4%	31.2%	27.7%	31.4%	30.3%	39.4%	37.7%	31.6%
	100.0%	94.8%	11.9%	11.2%	15.6%	14.3%	14.5%	6.8%	8.3%	12.2%	8.8%	33.8%	16.6%	20.0%	19.5%	38.7%	50.1%	10.1%	12.7%	38.4%
Credit card award program	357	338	47	29	72	50	59	28	20	33	25	113	68	65	85	132	195	26	39	126
	29.0%	29.4%	33.8%	23.4%	42.9%	26.6%	43.4%	24.1%	19.0%	19.2%	27.2%	29.1%	31.2%	26.3%	31.4%	27.8%	30.6%	26.3%	30.0%	26.9%
	100.0%	94.7%	13.2%	8.1%	20.2%	14.0%	16.5%	7.8%	5.6%	9.2%	7.0%	31.7%	19.0%	18.2%	23.8%	37.0%	54.6%	7.3%	10.9%	35.3%
Car rental privilege program	128	125	22	17	30	18	23	7	5	3	7	44	19	22	36	44	67	17	16	41
	10.4%	10.9%	15.8%	13.7%	17.9%	9.6%	16.9%	6.0%	4.8%	1.7%	7.6%	11.3%	8.7%	8.9%	13.3%	9.3%	10.5%	17.2%	12.3%	8.8%
	100.0%	97.7%	17.2%	13.3%	23.4%	14.1%	18.0%	5.5%	3.9%	2.3%	5.5%	34.4%	14.8%	17.2%	28.1%	34.4%	52.3%	13.3%	12.5%	32.0%
No answer	512	468	48	53	41	68	35	68	53	102	40	149	88	107	123	215	255	34	48	215
	41.7%	40.8%	34.5%	42.7%	24.4%	36.2%	25.7%	58.6%	50.5%	59.3%	43.5%	38.4%	40.4%	43.3%	45.4%	45.4%	40.0%	34.3%	36.9%	45.9%
	100.0%	91.4%	9.4%	10.4%	8.0%	13.3%	6.8%	13.3%	10.4%	19.9%	7.8%	29.1%	17.2%	20.9%	24.0%	42.0%	49.8%	6.6%	9.4%	42.0%

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Cigar Segmentation

Q4 Section VI. Which, if any, of the following programs/clubs do you belong to?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Gold/Elite status																				
Airline frequent flier program	67 5.5% 100.0%	65 5.7% 97.0%	16 11.5% 23.9%	4 3.2% 6.0%	20 11.9% 29.9%	7 3.7% 10.4%	17 12.5% 25.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 1.5%	3 3.3% 4.5%	25 6.4% 37.3%	8 3.7% 11.9%	14 5.7% 20.9%	16 5.9% 23.9%	16 3.4% 23.9%	36 5.6% 53.7%	15 15.2% 22.4%	10 7.7% 14.9%	20 4.3% 29.9%
Hotel awards program	52 4.2% 100.0%	49 4.3% 94.2%	11 7.9% 21.2%	5 4.0% 9.6%	16 9.5% 30.8%	6 3.2% 11.5%	9 6.6% 17.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.2% 3.8%	2 2.2% 3.8%	19 4.9% 36.5%	8 3.7% 15.4%	11 4.5% 21.2%	10 3.7% 19.2%	13 2.7% 25.0%	30 4.7% 57.7%	9 9.1% 17.3%	7 5.4% 13.5%	16 3.4% 30.8%
Grocery buyer program	30 2.4% 100.0%	29 2.5% 96.7%	6 4.3% 20.0%	3 2.4% 10.0%	4 2.4% 13.3%	5 2.7% 16.7%	1 0.7% 3.3%	1 0.9% 3.3%	2 1.9% 6.7%	7 4.1% 23.3%	5 5.4% 16.7%	8 2.1% 26.7%	2 0.9% 6.7%	7 2.8% 23.3%	7 2.6% 23.3%	10 2.1% 33.3%	15 2.4% 50.0%	5 5.1% 16.7%	5 3.8% 16.7%	9 1.9% 30.0%
Credit card award program	99 8.1% 100.0%	91 7.9% 91.9%	13 9.4% 13.1%	13 10.5% 13.1%	27 16.1% 27.3%	11 5.9% 11.1%	8 5.9% 8.1%	8 6.9% 8.1%	0 0.0% 0.0%	11 6.4% 11.1%	7 7.6% 7.1%	28 7.2% 28.3%	10 4.6% 10.1%	20 8.1% 20.2%	31 11.4% 31.3%	32 6.8% 32.3%	50 7.8% 50.5%	14 14.1% 14.1%	18 13.8% 18.2%	25 5.3% 25.3%
Car rental privilege program	47 3.8% 100.0%	43 3.7% 91.5%	13 9.4% 27.7%	4 3.2% 8.5%	9 5.4% 19.1%	7 3.7% 14.9%	8 5.9% 17.0%	1 0.9% 2.1%	0 0.0% 0.0%	1 0.6% 2.1%	2 2.2% 4.3%	15 3.9% 31.9%	7 3.2% 14.9%	12 4.9% 25.5%	9 3.3% 19.1%	10 2.1% 21.3%	27 4.2% 57.4%	10 10.1% 21.3%	6 4.6% 12.8%	10 2.1% 21.3%
No answer	1063 86.5% 100.0%	993 86.5% 93.4%	112 80.6% 10.5%	106 85.5% 10.0%	129 76.8% 12.1%	165 87.8% 15.5%	114 83.8% 10.7%	106 91.4% 10.0%	103 98.1% 9.7%	158 91.9% 14.9%	82 89.1% 7.7%	336 86.6% 31.6%	198 90.8% 18.6%	214 86.6% 20.1%	225 83.0% 21.2%	420 88.6% 39.5%	556 87.1% 52.3%	72 72.7% 6.8%	105 80.8% 9.9%	423 90.4% 39.8%

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Cigar Segmentation

Q6 Section VI. Which types of magazines do you subscribe to, buy, or read regularly?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Do not subscribe to, buy, or read magazines regularly	174 14.2% 100.0%	161 14.0% 92.5%	8 5.8% 4.6%	17 13.7% 9.8%	13 7.7% 7.5%	24 12.8% 13.8%	13 9.6% 7.5%	22 19.0% 12.6%	21 20.0% 12.1%	43 25.0% 24.7%	23 25.0% 13.2%	58 14.9% 33.3%	28 12.8% 16.1%	29 11.7% 16.7%	35 12.9% 20.1%	82 17.3% 47.1%	78 12.2% 44.8%	10 10.1% 5.7%	13 10.0% 7.5%	75 16.0% 43.1%
Sports (Sports Illustrated, Field and Stream, Golf Digest)	382 31.1% 100.0%	359 31.3% 94.0%	62 44.6% 16.2%	32 25.8% 8.4%	71 42.3% 18.6%	56 29.8% 14.7%	48 35.3% 12.6%	22 19.0% 5.8%	28 26.7% 7.3%	40 23.3% 10.5%	26 28.3% 6.8%	125 32.2% 32.7%	69 31.7% 18.1%	89 36.0% 23.3%	67 24.7% 17.5%	138 29.1% 36.1%	210 32.9% 55.0%	30 30.3% 7.9%	42 32.3% 11.0%	145 31.0% 38.0%
Business (Business Week, Fortune, Forbes)	156 12.7% 100.0%	153 13.3% 98.1%	32 23.0% 20.5%	19 15.3% 12.2%	39 23.2% 25.0%	15 8.0% 9.6%	32 23.5% 20.5%	7 6.0% 4.5%	3 2.9% 1.9%	6 3.5% 3.8%	7 7.6% 4.5%	57 14.7% 36.5%	23 10.6% 14.7%	33 13.4% 21.2%	33 12.2% 21.2%	49 10.3% 31.4%	88 13.8% 56.4%	17 17.2% 10.9%	24 18.5% 15.4%	47 10.0% 30.1%
Computers (PC World)	162 13.2% 100.0%	152 13.2% 93.8%	26 18.7% 16.0%	19 15.3% 11.7%	21 12.5% 13.0%	22 11.7% 13.6%	23 16.9% 14.2%	12 10.3% 7.4%	13 12.4% 8.0%	16 9.3% 9.9%	11 12.0% 6.8%	52 13.4% 32.1%	33 15.1% 20.4%	31 12.6% 19.1%	33 12.2% 20.4%	55 11.6% 34.0%	88 13.8% 54.3%	17 17.2% 10.5%	25 19.2% 15.4%	59 12.6% 36.4%
Cooking and Food (Bon Appetit, Food & Wine, Southern Living)	153 12.4% 100.0%	146 12.7% 95.4%	30 21.6% 19.6%	23 18.5% 15.0%	29 17.3% 19.0%	19 10.1% 12.4%	14 10.3% 9.2%	8 6.9% 5.2%	3 2.9% 2.0%	20 11.6% 13.1%	10 10.9% 6.5%	45 11.6% 29.4%	20 9.2% 13.1%	29 11.7% 19.0%	46 17.0% 30.1%	48 10.1% 31.4%	80 12.5% 52.3%	23 23.2% 15.0%	21 16.2% 13.7%	46 9.8% 30.1%
Health (Prevention, In Health, Men's Health)	148 12.0% 100.0%	142 12.4% 95.9%	28 20.1% 18.9%	13 10.5% 8.8%	24 14.3% 16.2%	16 8.5% 10.8%	27 19.9% 18.2%	14 12.1% 9.5%	4 3.8% 2.7%	16 9.3% 10.8%	16 17.4% 10.8%	44 11.3% 29.7%	25 11.5% 16.9%	21 8.5% 14.2%	39 14.4% 26.4%	49 10.3% 33.1%	87 13.6% 58.8%	8 8.1% 5.4%	18 13.8% 12.2%	50 10.7% 33.8%
Fitness (Fitness, Shape)	57 4.6% 100.0%	55 4.8% 96.5%	16 11.5% 28.1%	8 6.5% 14.0%	10 6.0% 17.5%	6 3.2% 10.5%	5 3.7% 8.8%	4 3.4% 7.0%	3 2.9% 5.3%	3 1.7% 5.3%	6 6.5% 10.5%	21 5.4% 36.8%	10 4.6% 17.5%	8 3.2% 14.0%	11 4.1% 19.3%	22 4.6% 38.6%	27 4.2% 47.4%	7 7.1% 12.3%	9 6.9% 15.8%	12 2.6% 21.1%
News (Time, Newsweek, US News & World Report)	217 17.7% 100.0%	203 17.7% 93.5%	37 26.6% 17.1%	26 21.0% 12.0%	41 24.4% 18.9%	33 17.6% 15.2%	22 16.2% 10.1%	15 12.9% 6.9%	11 10.5% 5.1%	18 10.5% 8.3%	10 10.9% 4.6%	66 17.0% 30.4%	26 11.9% 12.0%	49 19.8% 22.6%	61 22.5% 28.1%	63 13.3% 29.0%	124 19.4% 57.1%	25 25.3% 11.5%	31 23.8% 14.3%	70 15.0% 32.3%
General (TV Guide, Readers' Digest, Life)	323 26.3% 100.0%	298 26.0% 92.3%	44 31.7% 13.6%	31 25.0% 9.6%	36 21.4% 11.1%	53 28.2% 16.4%	16 11.8% 5.0%	35 30.2% 10.8%	36 34.3% 11.1%	47 27.3% 14.6%	26 28.3% 8.0%	89 22.9% 27.6%	41 18.8% 12.7%	76 30.8% 23.5%	87 32.1% 26.9%	111 23.4% 34.4%	182 28.5% 56.3%	23 23.2% 7.1%	34 26.2% 10.5%	134 28.6% 41.5%
In-flight airline magazines (United Airlines, Hemispheres)	36 2.9% 100.0%	33 2.9% 91.7%	5 3.6% 13.9%	6 4.8% 16.7%	6 3.6% 16.7%	5 2.7% 13.9%	9 6.6% 25.0%	0 0.0% 0.0%	1 1.0% 2.8%	1 0.6% 2.8%	1 1.1% 2.8%	14 3.6% 38.9%	4 1.8% 11.1%	9 3.6% 25.0%	8 3.0% 22.2%	10 2.1% 27.8%	25 3.9% 69.4%	1 1.0% 2.8%	6 4.6% 16.7%	14 3.0% 38.9%
Political & Social Opinion (New Republic, Commentary)	52 4.2% 100.0%	51 4.4% 98.1%	12 8.6% 23.1%	10 8.1% 19.2%	8 4.8% 15.4%	8 4.3% 15.4%	3 2.2% 5.8%	5 4.3% 9.6%	2 1.9% 3.8%	3 1.7% 5.8%	0 0.0% 0.0%	13 3.4% 25.0%	4 1.8% 7.7%	17 6.9% 32.7%	18 6.6% 34.6%	12 2.5% 23.1%	29 4.5% 55.8%	11 11.1% 21.2%	12 9.2% 23.1%	12 2.6% 23.1%
Mature (Modern Maturity, New Chronicles)	118 9.6% 100.0%	111 9.7% 94.1%	12 8.6% 10.2%	22 17.7% 18.6%	5 3.0% 4.2%	27 14.4% 22.9%	5 3.7% 4.2%	17 14.7% 14.4%	8 7.6% 6.8%	15 8.7% 12.7%	5 5.4% 4.2%	12 3.1% 10.2%	7 3.2% 5.9%	20 8.1% 16.9%	71 26.2% 60.2%	46 9.7% 39.0%	55 8.6% 46.6%	15 15.2% 12.7%	13 10.0% 11.0%	40 8.5% 33.9%
Entertainment (People, US, Entertainment Weekly)	157 12.8% 100.0%	148 12.9% 94.3%	22 15.8% 14.0%	17 13.7% 10.8%	22 13.1% 14.0%	23 12.2% 14.6%	21 15.4% 13.4%	11 9.5% 7.0%	10 9.5% 6.4%	22 12.8% 14.0%	14 15.2% 8.9%	55 14.2% 35.0%	27 12.4% 17.2%	29 11.7% 18.5%	28 10.3% 17.8%	56 11.8% 35.7%	85 13.3% 54.1%	11 11.1% 7.0%	13 10.0% 8.3%	64 13.7% 40.8%

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Cigar Segmentation

Q6 Section VI. Which types of magazines do you subscribe to, buy, or read regularly?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Homes (Better Homes and Gardens, Architectural Digest)	155	148	28	18	18	23	17	14	11	19	16	50	22	25	41	59	79	13	23	59
	12.6%	12.9%	20.1%	14.5%	10.7%	12.2%	12.5%	12.1%	10.5%	11.0%	17.4%	12.9%	10.1%	10.1%	15.1%	12.4%	12.4%	13.1%	17.7%	12.6%
	100.0%	95.5%	18.1%	11.6%	11.6%	14.8%	11.0%	9.0%	7.1%	12.3%	10.3%	32.3%	14.2%	16.1%	26.5%	38.1%	51.0%	8.4%	14.8%	38.1%
Parenting (Parents, Child)	67	65	9	4	12	10	10	5	9	6	6	28	17	13	2	29	34	4	4	31
	5.5%	5.7%	6.5%	3.2%	7.1%	5.3%	7.4%	4.3%	8.6%	3.5%	6.5%	7.2%	7.8%	5.3%	0.7%	6.1%	5.3%	4.0%	3.1%	6.6%
	100.0%	97.0%	13.4%	6.0%	17.9%	14.9%	14.9%	7.5%	13.4%	9.0%	9.0%	41.8%	25.4%	19.4%	3.0%	43.3%	50.7%	6.0%	6.0%	46.3%
Home improvement (Family Handyman)	159	149	19	19	16	34	11	15	12	23	12	43	26	44	33	57	90	9	15	58
	12.9%	13.0%	13.7%	15.3%	9.5%	18.1%	8.1%	12.9%	11.4%	13.4%	13.0%	11.1%	11.9%	17.8%	12.2%	12.0%	14.1%	9.1%	11.5%	12.4%
	100.0%	93.7%	11.9%	11.9%	10.1%	21.4%	6.9%	9.4%	7.5%	14.5%	7.5%	27.0%	16.4%	27.7%	20.8%	35.8%	56.6%	5.7%	9.4%	36.5%
Science (Popular Science)	124	118	22	19	18	20	12	13	7	7	6	28	19	33	34	38	72	10	16	41
	10.1%	10.3%	15.8%	15.3%	10.7%	10.6%	8.8%	11.2%	6.7%	4.1%	6.5%	7.2%	8.7%	13.4%	12.5%	8.0%	11.3%	10.1%	12.3%	8.8%
	100.0%	95.2%	17.7%	15.3%	14.5%	16.1%	9.7%	10.5%	5.6%	5.6%	4.8%	22.6%	15.3%	26.6%	27.4%	30.6%	58.1%	8.1%	12.9%	33.1%
Mens fashion magazines (GQ, Details)	71	69	23	8	9	7	12	4	4	2	4	33	9	15	10	27	35	7	15	22
	5.8%	6.0%	16.5%	6.5%	5.4%	3.7%	8.8%	3.4%	3.8%	1.2%	4.3%	8.5%	4.1%	6.1%	3.7%	5.7%	5.5%	7.1%	11.5%	4.7%
	100.0%	97.2%	32.4%	11.3%	12.7%	9.9%	16.9%	5.6%	5.6%	2.8%	5.6%	46.5%	12.7%	21.1%	14.1%	38.0%	49.3%	9.9%	21.1%	31.0%
Mens general interest magazines (Playboy, Men's Journal, Esquire)	208	194	41	17	32	21	33	11	22	17	13	73	38	48	32	77	112	16	18	86
	16.9%	16.9%	29.5%	13.7%	19.0%	11.2%	24.3%	9.5%	21.0%	9.9%	14.1%	18.8%	17.4%	19.4%	11.8%	16.2%	17.6%	16.2%	13.8%	18.4%
	100.0%	93.3%	19.7%	8.2%	15.4%	10.1%	15.9%	5.3%	10.6%	8.2%	6.3%	35.1%	18.3%	23.1%	15.4%	37.0%	53.8%	7.7%	8.7%	41.3%
Auto magazines (Road and Track, Motor Trend)	191	179	31	25	24	20	19	16	24	20	11	62	37	47	32	80	96	11	24	69
	15.5%	15.6%	22.3%	20.2%	14.3%	10.6%	14.0%	13.8%	22.9%	11.6%	12.0%	16.0%	17.0%	19.0%	11.8%	16.9%	15.0%	11.1%	18.5%	14.7%
	100.0%	93.7%	16.2%	13.1%	12.6%	10.5%	9.9%	8.4%	12.6%	10.5%	5.8%	32.5%	19.4%	24.6%	16.8%	41.9%	50.3%	5.8%	12.6%	36.1%
Cigar magazines (Cigar Aficionado, Smoke)	140	137	67	31	15	10	0	7	4	3	7	55	28	26	23	32	79	26	50	9
	11.4%	11.9%	48.2%	25.0%	8.9%	5.3%	0.0%	6.0%	3.8%	1.7%	7.6%	14.2%	12.8%	10.5%	8.5%	6.8%	12.4%	26.3%	38.5%	1.9%
	100.0%	97.9%	47.9%	22.1%	10.7%	7.1%	0.0%	5.0%	2.9%	2.1%	5.0%	39.3%	20.0%	18.6%	16.4%	22.9%	56.4%	18.6%	35.7%	6.4%
Consumer magazines (Consumer Reports, Consumer Digest)	179	168	21	28	29	22	20	19	10	19	9	41	21	47	57	64	97	16	26	56
	14.6%	14.6%	15.1%	22.6%	17.3%	11.7%	14.7%	16.4%	9.5%	11.0%	9.8%	10.6%	9.6%	19.0%	21.0%	13.5%	15.2%	16.2%	20.0%	12.0%
	100.0%	93.9%	11.7%	15.6%	16.2%	12.3%	11.2%	10.6%	5.6%	10.6%	5.0%	22.9%	11.7%	26.3%	31.8%	35.8%	54.2%	8.9%	14.5%	31.3%
Money/Finance (Money, Worth)	166	160	31	18	39	22	24	9	7	10	10	55	29	35	36	60	85	18	24	50
	13.5%	13.9%	22.3%	14.5%	23.2%	11.7%	17.6%	7.8%	6.7%	5.8%	10.9%	14.2%	13.3%	14.2%	13.3%	12.7%	13.3%	18.2%	18.5%	10.7%
	100.0%	96.4%	18.7%	10.8%	23.5%	13.3%	14.5%	5.4%	4.2%	6.0%	6.0%	33.1%	17.5%	21.1%	21.7%	36.1%	51.2%	10.8%	14.5%	30.1%
No answer	58	53	0	5	5	15	5	7	5	11	3	15	12	14	14	24	31	3	4	23
	4.7%	4.6%	0.0%	4.0%	3.0%	8.0%	3.7%	6.0%	4.8%	6.4%	3.3%	3.9%	5.5%	5.7%	5.2%	5.1%	4.9%	3.0%	3.1%	4.9%
	100.0%	91.4%	0.0%	8.6%	8.6%	25.9%	8.6%	12.1%	8.6%	19.0%	5.2%	25.9%	20.7%	24.1%	24.1%	41.4%	53.4%	5.2%	6.9%	39.7%

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Cigar Segmentation

Q7 Section VI. Which of the following specific magazines do you read regularly?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Playboy	200 16.3% 100.0%	186 16.2% 93.0%	37 26.6% 18.5%	19 15.3% 9.5%	28 16.7% 14.0%	17 9.0% 8.5%	22 16.2% 11.0%	18 15.5% 9.0%	23 21.9% 11.5%	22 12.8% 11.0%	14 15.2% 7.0%	66 17.0% 33.0%	43 19.7% 21.5%	40 16.2% 20.0%	32 11.8% 16.0%	75 15.8% 37.5%	108 16.9% 54.0%	13 13.1% 6.5%	20 15.4% 10.0%	74 15.8% 37.0%
Sports Illustrated	153 12.4% 100.0%	148 12.9% 96.7%	28 20.1% 18.3%	13 10.5% 8.5%	33 19.6% 21.6%	20 10.6% 13.1%	22 16.2% 14.4%	11 9.5% 7.2%	7 6.7% 4.6%	14 8.1% 9.2%	13 14.1% 8.5%	52 13.4% 34.0%	29 13.3% 19.0%	34 13.8% 22.2%	23 8.5% 15.0%	53 11.2% 34.6%	83 13.0% 54.2%	14 14.1% 9.2%	18 13.8% 11.8%	60 12.8% 39.2%
Newsweek	149 12.1% 100.0%	143 12.5% 96.0%	21 15.1% 14.1%	18 14.5% 12.1%	28 16.7% 18.8%	28 14.9% 18.8%	15 11.0% 10.1%	13 11.2% 8.7%	5 4.8% 3.4%	15 8.7% 10.1%	6 6.5% 4.0%	46 11.9% 30.9%	16 7.3% 10.7%	34 13.8% 22.8%	44 16.2% 29.5%	53 11.2% 35.6%	83 13.0% 55.7%	10 10.1% 6.7%	22 16.9% 14.8%	47 10.0% 31.5%
Field & Stream	138 11.2% 100.0%	126 11.0% 91.3%	24 17.3% 17.4%	10 8.1% 7.2%	9 5.4% 6.5%	29 15.4% 21.0%	9 6.6% 6.5%	17 14.7% 12.3%	10 9.5% 7.2%	18 10.5% 13.0%	6 6.5% 4.3%	33 8.5% 23.9%	22 10.1% 15.9%	38 15.4% 27.5%	35 12.9% 25.4%	52 11.0% 37.7%	75 11.8% 54.3%	8 8.1% 5.8%	12 9.2% 8.7%	55 11.8% 39.9%
Time	121 9.8% 100.0%	116 10.1% 95.9%	22 15.8% 18.2%	16 12.9% 13.2%	25 14.9% 20.7%	19 10.1% 15.7%	12 8.8% 9.9%	10 8.6% 8.3%	5 4.8% 4.1%	7 4.1% 5.8%	7 7.6% 5.8%	40 10.3% 33.1%	20 9.2% 16.5%	25 10.1% 20.7%	26 9.6% 21.5%	39 8.2% 32.2%	65 10.2% 53.7%	15 15.2% 12.4%	18 13.8% 14.9%	39 8.3% 32.2%
Family Handyman	99 8.1% 100.0%	93 8.1% 93.9%	12 8.6% 12.1%	11 8.9% 11.1%	9 5.4% 9.1%	18 9.6% 18.2%	3 2.2% 3.0%	12 10.3% 12.1%	11 10.5% 11.1%	17 9.9% 17.2%	9 9.8% 9.1%	23 5.9% 23.2%	19 8.7% 19.2%	27 10.9% 27.3%	21 7.7% 21.2%	36 7.6% 36.4%	56 8.8% 56.6%	4 4.0% 4.0%	12 9.2% 12.1%	38 8.1% 38.4%
Cigar Aficionado	99 8.1% 100.0%	96 8.4% 97.0%	55 39.6% 55.6%	20 16.1% 20.2%	12 7.1% 12.1%	6 3.2% 6.1%	0 0.0% 0.0%	2 1.7% 2.0%	0 0.0% 0.0%	1 0.6% 1.0%	6 6.5% 6.1%	39 10.1% 39.4%	20 9.2% 20.2%	18 7.3% 18.2%	15 5.5% 15.2%	15 3.2% 15.2%	63 9.9% 63.6%	19 19.2% 19.2%	46 35.4% 46.5%	5 1.1% 5.1%
Popular Mechanics	96 7.8% 100.0%	91 7.9% 94.8%	15 10.8% 15.6%	11 8.9% 11.5%	9 5.4% 9.4%	16 8.5% 16.7%	5 3.7% 5.2%	16 13.8% 16.7%	8 7.6% 8.3%	11 6.4% 11.5%	7 7.6% 7.3%	19 4.9% 19.8%	17 7.8% 17.7%	24 9.7% 25.0%	25 9.2% 26.0%	30 6.3% 31.3%	53 8.3% 55.2%	8 8.1% 8.3%	8 6.2% 8.3%	31 6.6% 32.3%
Car & Driver	90 7.3% 100.0%	85 7.4% 94.4%	18 12.9% 20.0%	9 7.3% 10.0%	14 8.3% 15.6%	7 3.7% 7.8%	7 5.1% 7.8%	6 5.2% 6.7%	14 13.3% 15.6%	10 5.8% 11.1%	4 4.3% 4.4%	30 7.7% 33.3%	18 8.3% 20.0%	19 7.7% 21.1%	18 6.6% 20.0%	44 9.3% 48.9%	40 6.3% 44.4%	4 4.0% 4.4%	14 10.8% 15.6%	30 6.4% 33.3%
Outdoor Life	85 6.9% 100.0%	81 7.1% 95.3%	15 10.8% 17.6%	7 5.6% 8.2%	11 6.5% 12.9%	16 8.5% 18.8%	4 2.9% 4.7%	8 6.9% 9.4%	6 5.7% 7.1%	14 8.1% 16.5%	7 7.6% 8.2%	20 5.2% 23.5%	18 8.3% 21.2%	11 4.5% 12.9%	27 10.0% 31.8%	31 6.5% 36.5%	45 7.1% 52.9%	7 7.1% 8.2%	10 7.7% 11.8%	31 6.6% 36.5%
Men's Health	83 6.8% 100.0%	80 7.0% 96.4%	17 12.2% 20.5%	5 4.0% 6.0%	16 9.5% 19.3%	10 5.3% 12.0%	17 12.5% 20.5%	6 5.2% 7.2%	2 1.9% 2.4%	7 4.1% 8.4%	7 7.6% 8.4%	31 8.0% 37.3%	15 6.9% 18.1%	15 6.1% 18.1%	14 5.2% 16.9%	24 5.1% 28.9%	52 8.2% 62.7%	3 3.0% 3.6%	8 6.2% 9.6%	31 6.6% 37.3%
Penthouse	81 6.6% 100.0%	74 6.4% 91.4%	15 10.8% 18.5%	4 3.2% 4.9%	11 6.5% 13.6%	8 4.3% 9.9%	7 5.1% 8.6%	10 8.6% 12.3%	12 11.4% 14.8%	7 4.1% 8.6%	7 7.6% 8.6%	20 5.2% 24.7%	16 7.3% 19.8%	24 9.7% 29.6%	11 4.1% 13.6%	37 7.8% 45.7%	34 5.3% 42.0%	6 6.1% 7.4%	7 5.4% 8.6%	34 7.3% 42.0%
PC Magazine	78 6.3% 100.0%	75 6.5% 96.2%	10 7.2% 12.8%	8 6.5% 10.3%	15 8.9% 19.2%	10 5.3% 12.8%	12 8.8% 15.4%	8 6.9% 10.3%	3 2.9% 3.8%	9 5.2% 11.5%	7 7.6% 9.0%	19 4.9% 24.4%	20 9.2% 25.6%	11 4.5% 14.1%	20 7.4% 25.6%	29 6.1% 37.2%	41 6.4% 52.6%	7 7.1% 9.0%	11 8.5% 14.1%	34 7.3% 43.6%

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Cigar Segmentation

Q7 Section VI. Which of the following specific magazines do you read regularly?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Business Week	78 6.3% 100.0%	75 6.5% 96.2%	16 11.5% 20.5%	8 6.5% 10.3%	15 8.9% 19.2%	13 6.9% 16.7%	15 11.0% 19.2%	6 5.2% 7.7%	2 1.9% 2.6%	0 0.0% 0.0%	2 2.2% 2.6%	24 6.2% 30.8%	11 5.0% 14.1%	17 6.9% 21.8%	22 8.1% 28.2%	20 4.2% 25.6%	47 7.4% 60.3%	9 9.1% 11.5%	13 10.0% 16.7%	19 4.1% 24.4%
Golf Digest	73 5.9% 100.0%	71 6.2% 97.3%	12 8.6% 16.4%	11 8.9% 15.1%	20 11.9% 27.4%	7 3.7% 9.6%	6 4.4% 8.2%	2 1.7% 2.7%	5 4.8% 6.8%	8 4.7% 11.0%	1 1.1% 1.4%	28 7.2% 38.4%	13 6.0% 17.8%	16 6.5% 21.9%	15 5.5% 20.5%	25 5.3% 34.2%	43 6.7% 58.9%	5 5.1% 6.8%	13 10.0% 17.8%	23 4.9% 31.5%
Motor Trend	69 5.6% 100.0%	66 5.7% 95.7%	14 10.1% 20.3%	9 7.3% 13.0%	7 4.2% 10.1%	7 3.7% 10.1%	8 5.9% 11.6%	11 9.5% 15.9%	5 4.8% 7.2%	5 2.9% 7.2%	4 4.3% 5.8%	18 4.6% 26.1%	9 4.1% 13.0%	22 8.9% 31.9%	15 5.5% 21.7%	30 6.3% 43.5%	33 5.2% 47.8%	3 3.0% 4.3%	7 5.4% 10.1%	29 6.2% 42.0%
Forbes	49 4.0% 100.0%	49 4.3% 100.0%	13 9.4% 26.5%	8 6.5% 16.3%	12 7.1% 24.5%	2 1.1% 4.1%	9 6.6% 18.4%	4 3.4% 8.2%	1 1.0% 2.0%	0 0.0% 0.0%	1 1.1% 2.0%	18 4.6% 36.7%	10 4.6% 20.4%	10 4.0% 20.4%	9 3.3% 18.4%	16 3.4% 32.7%	21 3.3% 42.9%	9 9.1% 18.4%	14 10.8% 28.6%	11 2.4% 22.4%
Golf Mazagine	49 4.0% 100.0%	46 4.0% 93.9%	8 5.8% 16.3%	6 4.8% 12.2%	13 7.7% 26.5%	4 2.1% 8.2%	5 3.7% 10.2%	3 2.6% 6.1%	3 2.9% 6.1%	4 2.3% 8.2%	1 1.1% 2.0%	17 4.4% 34.7%	9 4.1% 18.4%	5 2.0% 10.2%	16 5.9% 32.7%	16 3.4% 32.7%	27 4.2% 55.1%	5 5.1% 10.2%	6 4.6% 12.2%	18 3.8% 36.7%
Wine Spectator	45 3.7% 100.0%	43 3.7% 95.6%	11 7.9% 24.4%	8 6.5% 17.8%	12 7.1% 26.7%	4 2.1% 8.9%	4 2.9% 8.9%	2 1.7% 4.4%	1 1.0% 2.2%	1 0.6% 2.2%	3 3.3% 6.7%	15 3.9% 33.3%	6 2.8% 13.3%	15 6.1% 33.3%	6 2.2% 13.3%	18 3.8% 40.0%	20 3.1% 44.4%	6 6.1% 13.3%	9 6.9% 20.0%	7 1.5% 15.6%
GQ	41 3.3% 100.0%	40 3.5% 97.6%	16 11.5% 39.0%	5 4.0% 12.2%	4 2.4% 9.8%	6 3.2% 14.6%	5 3.7% 12.2%	0 0.0% 0.0%	1 1.0% 2.4%	3 1.7% 7.3%	3 3.3% 7.3%	17 4.4% 41.5%	5 2.3% 12.2%	9 3.6% 22.0%	7 2.6% 17.1%	15 3.2% 36.6%	23 3.6% 56.1%	2 2.0% 4.9%	9 6.9% 22.0%	7 1.5% 17.1%
Men's Fitness	38 3.1% 100.0%	37 3.2% 97.4%	9 6.5% 23.7%	4 3.2% 10.5%	9 5.4% 23.7%	6 3.2% 15.8%	2 1.5% 5.3%	2 1.7% 5.3%	3 2.9% 7.9%	2 1.2% 5.3%	3 3.3% 7.9%	12 3.1% 31.6%	6 2.8% 15.8%	7 2.8% 18.4%	10 3.7% 26.3%	11 2.3% 28.9%	21 3.3% 55.3%	2 2.0% 5.3%	5 3.8% 13.2%	10 2.1% 26.3%
Esquire	38 3.1% 100.0%	37 3.2% 97.4%	8 5.8% 21.1%	4 3.2% 10.5%	8 4.8% 21.1%	5 2.7% 13.2%	4 2.9% 10.5%	2 1.7% 5.3%	5 4.8% 13.2%	1 0.6% 2.6%	3 3.3% 7.9%	12 3.1% 31.6%	10 4.6% 26.3%	11 4.5% 28.9%	2 0.7% 5.3%	12 2.5% 31.6%	17 2.7% 44.7%	8 8.1% 21.1%	4 3.1% 10.5%	14 3.0% 36.8%
Today's Homeowner	36 2.9% 100.0%	31 2.7% 86.1%	3 2.2% 8.3%	9 7.3% 25.0%	4 2.4% 11.1%	4 2.1% 11.1%	0 0.0% 0.0%	4 3.4% 11.1%	2 1.9% 5.6%	5 2.9% 13.9%	1 1.1% 2.8%	9 2.3% 25.0%	7 3.2% 19.4%	9 3.6% 25.0%	9 3.3% 25.0%	15 3.2% 41.7%	17 2.7% 47.2%	4 4.0% 11.1%	7 5.4% 19.4%	11 2.4% 30.6%
Smoke	29 2.4% 100.0%	29 2.5% 100.0%	15 10.8% 51.7%	5 4.0% 17.2%	4 2.4% 13.8%	3 1.6% 10.3%	0 0.0% 0.0%	2 1.7% 6.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 3.4%	7 1.8% 24.1%	6 2.8% 20.7%	9 3.6% 31.0%	6 2.2% 20.7%	4 0.8% 13.8%	18 2.8% 62.1%	7 7.1% 24.1%	15 11.5% 51.7%	1 0.2% 3.4%
Details	24 2.0% 100.0%	23 2.0% 95.8%	5 3.6% 20.8%	3 2.4% 12.5%	4 2.4% 16.7%	1 0.5% 4.2%	7 5.1% 29.2%	0 0.0% 0.0%	3 2.9% 12.5%	0 0.0% 0.0%	1 1.1% 4.2%	14 3.6% 58.3%	3 1.4% 12.5%	5 2.0% 20.8%	1 0.4% 4.2%	9 1.9% 37.5%	9 1.4% 37.5%	4 4.0% 16.7%	5 3.8% 20.8%	10 2.1% 41.7%
Men's Journal	24 2.0% 100.0%	22 1.9% 91.7%	6 4.3% 25.0%	3 2.4% 12.5%	3 1.8% 12.5%	1 0.5% 4.2%	4 2.9% 16.7%	2 1.7% 8.3%	2 1.9% 8.3%	1 0.6% 4.2%	0 0.0% 0.0%	8 2.1% 33.3%	8 3.7% 33.3%	4 1.6% 16.7%	4 1.5% 16.7%	9 1.9% 37.5%	10 1.6% 41.7%	3 3.0% 12.5%	4 3.1% 16.7%	9 1.9% 37.5%

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Cigar Segmentation

Q7 Section VI. Which of the following specific magazines do you read regularly?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100:0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Outside	10 0.8% 100.0%	10 0.9% 100.0%	1 0.7% 10.0%	1 0.8% 10.0%	2 1.2% 20.0%	1 0.5% 10.0%	3 2.2% 30.0%	1 0.9% 10.0%	1 1.0% 10.0%	0 0.0% 0.0%	2 2.2% 20.0%	3 0.8% 30.0%	1 0.5% 10.0%	4 1.6% 40.0%	0 0.0% 0.0%	4 0.8% 40.0%	5 0.8% 50.0%	1 1.0% 10.0%	1 0.8% 10.0%	5 1.1% 50.0%
No answer	424 34.5% 100.0%	393 34.2% 92.7%	17 12.2% 4.0%	35 28.2% 8.3%	35 20.8% 8.3%	82 43.6% 19.3%	43 31.6% 10.1%	47 40.5% 11.1%	50 47.6% 11.8%	84 48.8% 19.8%	35 38.0% 8.3%	128 33.0% 30.2%	71 32.6% 16.7%	90 36.4% 21.2%	97 35.8% 22.9%	187 39.5% 44.1%	194 30.4% 45.8%	36 36.4% 8.5%	31 23.8% 7.3%	179 38.2% 42.2%

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Cigar Segmentation

Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Participated in Past Year																				
Baseball	196 15.9% 100.0%	178 15.5% 90.8%	29 20.9% 14.8%	21 16.9% 10.7%	31 18.5% 15.8%	19 10.1% 9.7%	24 17.6% 12.2%	12 10.3% 6.1%	18 17.1% 9.2%	24 14.0% 12.2%	12 13.0% 6.1%	70 18.0% 35.7%	36 16.5% 18.4%	48 19.4% 24.5%	28 10.3% 14.3%	66 13.9% 33.7%	109 17.1% 55.6%	19 19.2% 9.7%	22 16.9% 11.2%	72 15.4% 36.7%
Basketball	253 20.6% 100.0%	241 21.0% 95.3%	35 25.2% 13.8%	21 16.9% 8.3%	55 32.7% 21.7%	18 9.6% 7.1%	55 40.4% 21.7%	11 9.5% 4.3%	17 16.2% 6.7%	29 16.9% 11.5%	18 19.6% 7.1%	110 28.4% 43.5%	60 27.5% 23.7%	44 17.8% 17.4%	20 7.4% 7.9%	98 20.7% 38.7%	131 20.5% 51.8%	22 22.2% 8.7%	23 17.7% 9.1%	100 21.4% 39.5%
Biking outdoors	340 27.7% 100.0%	323 28.1% 95.0%	54 38.8% 15.9%	32 25.8% 9.4%	61 36.3% 17.9%	49 26.1% 14.4%	54 39.7% 15.9%	18 15.5% 5.3%	23 21.9% 6.8%	32 18.6% 9.4%	32 34.8% 9.4%	122 31.4% 35.9%	59 27.1% 17.4%	78 31.6% 22.9%	48 17.7% 14.1%	121 25.5% 35.6%	186 29.2% 54.7%	32 32.3% 9.4%	37 28.5% 10.9%	122 26.1% 35.9%
Bowling	309 25.1% 100.0%	293 25.5% 94.8%	55 39.6% 17.8%	19 15.3% 6.1%	50 29.8% 16.2%	41 21.8% 13.3%	47 34.6% 15.2%	20 17.2% 6.5%	24 22.9% 7.8%	37 21.5% 12.0%	13 14.1% 4.2%	124 32.0% 40.1%	65 29.8% 21.0%	62 25.1% 20.1%	41 15.1% 13.3%	111 23.4% 35.9%	168 26.3% 54.4%	26 26.3% 8.4%	30 23.1% 9.7%	120 25.6% 38.8%
Camping	395 32.1% 100.0%	369 32.1% 93.4%	53 38.1% 13.4%	44 35.5% 11.1%	57 33.9% 14.4%	58 30.9% 14.7%	55 40.4% 13.9%	30 25.9% 7.6%	29 27.6% 7.3%	43 25.0% 10.9%	28 30.4% 7.1%	131 33.8% 33.2%	80 36.7% 20.3%	79 32.0% 20.0%	73 26.9% 18.5%	158 33.3% 40.0%	206 32.3% 52.2%	25 25.3% 6.3%	45 34.6% 11.4%	145 31.0% 36.7%
Canoeing	129 10.5% 100.0%	118 10.3% 91.5%	17 12.2% 13.2%	14 11.3% 10.9%	23 13.7% 17.8%	18 9.6% 14.0%	18 13.2% 14.0%	8 6.9% 6.2%	6 5.7% 4.7%	14 8.1% 10.9%	12 13.0% 9.3%	42 10.8% 32.6%	20 9.2% 15.5%	30 12.1% 23.3%	23 8.5% 17.8%	55 11.6% 42.6%	59 9.2% 45.7%	14 14.1% 10.9%	15 11.5% 11.6%	39 8.3% 30.2%
Casino gambling	401 32.6% 100.0%	378 32.9% 94.3%	57 41.0% 14.2%	37 29.8% 9.2%	69 41.1% 17.2%	46 24.5% 11.5%	65 47.8% 16.2%	33 28.4% 8.2%	26 24.8% 6.5%	45 26.2% 11.2%	22 23.9% 5.5%	147 37.9% 36.7%	69 31.7% 17.2%	75 30.4% 18.7%	85 31.4% 21.2%	171 36.1% 42.6%	196 30.7% 48.9%	31 31.3% 7.7%	42 32.3% 10.5%	158 33.8% 39.4%
Collecting antiques	168 13.7% 100.0%	160 13.9% 95.2%	26 18.7% 15.5%	26 21.0% 15.5%	20 11.9% 11.9%	28 14.9% 16.7%	21 15.4% 12.5%	17 14.7% 10.1%	9 8.6% 5.4%	13 7.6% 7.7%	12 13.0% 7.1%	49 12.6% 29.2%	33 15.1% 19.6%	41 16.6% 24.4%	33 12.2% 19.6%	53 11.2% 31.5%	92 14.4% 54.8%	21 21.2% 12.5%	26 20.0% 15.5%	62 13.2% 36.9%
Collecting sports memorabilia	146 11.9% 100.0%	138 12.0% 94.5%	24 17.3% 16.4%	15 12.1% 10.3%	27 16.1% 18.5%	19 10.1% 13.0%	17 12.5% 11.6%	13 11.2% 8.9%	9 8.6% 6.2%	14 8.1% 9.6%	14 15.2% 9.6%	44 11.3% 30.1%	30 13.8% 20.5%	35 14.2% 24.0%	23 8.5% 15.8%	48 10.1% 32.9%	81 12.7% 55.5%	15 15.2% 10.3%	16 12.3% 11.0%	55 11.8% 37.7%
Exercise machines (Stairmaster, bikes)	281 22.9% 100.0%	267 23.3% 95.0%	36 25.9% 12.8%	31 25.0% 11.0%	60 35.7% 21.4%	36 19.1% 12.8%	50 36.8% 17.8%	16 13.8% 5.7%	12 11.4% 4.3%	26 15.1% 9.3%	25 27.2% 8.9%	94 24.2% 33.5%	44 20.2% 15.7%	58 23.5% 20.6%	60 22.1% 21.4%	106 22.4% 37.7%	143 22.4% 50.9%	30 30.3% 10.7%	29 22.3% 10.3%	98 20.9% 34.9%

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Cigar Segmentation

Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Fly fishing	95 7.7% 100.0%	84 7.3% 88.4%	20 14.4% 21.1%	9 7.3% 9.5%	12 7.1% 12.6%	17 9.0% 17.9%	8 5.9% 8.4%	6 5.2% 6.3%	4 3.8% 4.2%	8 4.7% 8.4%	5 5.4% 5.3%	27 7.0% 28.4%	20 9.2% 21.1%	17 6.9% 17.9%	23 8.5% 24.2%	34 7.2% 35.8%	46 7.2% 48.4%	14 14.1% 14.7%	14 10.8% 14.7%	23 4.9% 24.2%
Freshwater fishing	403 32.8% 100.0%	372 32.4% 92.3%	48 34.5% 11.9%	42 33.9% 10.4%	43 25.6% 10.7%	57 30.3% 14.1%	47 34.6% 11.7%	40 34.5% 9.9%	31 29.5% 7.7%	64 37.2% 15.9%	26 28.3% 6.5%	126 32.5% 31.3%	72 33.0% 17.9%	82 33.2% 20.3%	94 34.7% 23.3%	163 34.4% 40.4%	216 33.9% 53.6%	21 21.2% 5.2%	38 29.2% 9.4%	161 34.4% 40.0%
Saltwater fishing	177 14.4% 100.0%	169 14.7% 95.5%	31 22.3% 17.5%	20 16.1% 11.3%	25 14.9% 14.1%	28 14.9% 15.8%	19 14.0% 10.7%	17 14.7% 9.6%	8 7.6% 4.5%	21 12.2% 11.9%	14 15.2% 7.9%	56 14.4% 31.6%	33 15.1% 18.6%	36 14.6% 20.3%	37 13.7% 20.9%	66 13.9% 37.3%	97 15.2% 54.8%	13 13.1% 7.3%	24 18.5% 13.6%	61 13.0% 34.5%
Fitness walking	218 17.7% 100.0%	208 18.1% 95.4%	26 18.7% 11.9%	31 25.0% 14.2%	34 20.2% 15.6%	36 19.1% 16.5%	24 17.6% 11.0%	16 13.8% 7.3%	15 14.3% 6.9%	26 15.1% 11.9%	16 17.4% 7.3%	63 16.2% 28.9%	34 15.6% 15.6%	44 17.8% 20.2%	58 21.4% 26.6%	85 17.9% 39.0%	112 17.6% 51.4%	21 21.2% 9.6%	29 22.3% 13.3%	78 16.7% 35.8%
Football	169 13.8% 100.0%	154 13.4% 91.1%	31 22.3% 18.3%	15 12.1% 8.9%	27 16.1% 16.0%	12 6.4% 7.1%	30 22.1% 17.8%	7 6.0% 4.1%	13 12.4% 7.7%	19 11.0% 11.2%	9 9.8% 5.3%	78 20.1% 46.2%	37 17.0% 21.9%	29 11.7% 17.2%	16 5.9% 9.5%	59 12.4% 34.9%	91 14.3% 53.8%	17 17.2% 10.1%	20 15.4% 11.8%	59 12.6% 34.9%
Gardening	452 36.8% 100.0%	419 36.5% 92.7%	54 38.8% 11.9%	45 36.3% 10.0%	45 26.8% 10.0%	79 42.0% 17.5%	52 38.2% 11.5%	54 46.6% 11.9%	28 26.7% 6.2%	62 36.0% 13.7%	33 35.9% 7.3%	116 29.9% 25.7%	75 34.4% 16.6%	105 42.5% 23.2%	121 44.6% 26.8%	186 39.2% 41.2%	222 34.8% 49.1%	39 39.4% 8.6%	54 41.5% 11.9%	168 35.9% 37.2%
Golf	363 29.5% 100.0%	343 29.9% 94.5%	50 36.0% 13.8%	38 30.6% 10.5%	98 58.3% 27.0%	35 18.6% 9.6%	58 42.6% 16.0%	15 12.9% 4.1%	17 16.2% 4.7%	32 18.6% 8.8%	19 20.7% 5.2%	142 36.6% 39.1%	82 37.6% 22.6%	66 26.7% 18.2%	53 19.6% 14.6%	125 26.4% 34.4%	203 31.8% 55.9%	33 33.3% 9.1%	44 33.8% 12.1%	127 27.1% 35.0%
Hiking	230 18.7% 100.0%	219 19.1% 95.2%	27 19.4% 11.7%	29 23.4% 12.6%	42 25.0% 18.3%	29 15.4% 12.6%	42 30.9% 18.3%	17 14.7% 7.4%	16 15.2% 7.0%	17 9.9% 7.4%	15 16.3% 6.5%	73 18.8% 31.7%	44 20.2% 19.1%	55 22.3% 23.9%	42 15.5% 18.3%	91 19.2% 39.6%	114 17.9% 49.6%	22 22.2% 9.6%	31 23.8% 13.5%	88 18.8% 38.3%
Hockey	41 3.3% 100.0%	37 3.2% 90.2%	4 2.9% 9.8%	6 4.8% 14.6%	11 6.5% 26.8%	7 3.7% 17.1%	4 2.9% 9.8%	1 0.9% 2.4%	1 1.0% 2.4%	3 1.7% 7.3%	3 3.3% 7.3%	19 4.9% 46.3%	5 2.3% 12.2%	9 3.6% 22.0%	5 1.8% 12.2%	15 3.2% 36.6%	22 3.4% 53.7%	4 4.0% 9.8%	3 2.3% 7.3%	9 1.9% 22.0%
Horseback riding	75 6.1% 100.0%	69 6.0% 92.0%	10 7.2% 13.3%	7 5.6% 9.3%	9 5.4% 12.0%	10 5.3% 13.3%	14 10.3% 18.7%	7 6.0% 9.3%	3 2.9% 4.0%	9 5.2% 12.0%	5 5.4% 6.7%	26 6.7% 34.7%	12 5.5% 16.0%	16 6.5% 21.3%	15 5.5% 20.0%	32 6.8% 42.7%	37 5.8% 49.3%	6 6.1% 8.0%	11 8.5% 14.7%	31 6.6% 41.3%

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Cigar Segmentation

Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Hunting	259 21.1% 100.0%	240 20.9% 92.7%	35 25.2% 13.5%	19 15.3% 7.3%	24 14.3% 9.3%	48 25.5% 18.5%	27 19.9% 10.4%	23 19.8% 8.9%	23 21.9% 8.9%	41 23.8% 15.8%	24 26.1% 9.3%	70 18.0% 27.0%	46 21.1% 17.8%	58 23.5% 22.4%	55 20.3% 21.2%	104 21.9% 40.2%	137 21.5% 52.9%	17 17.2% 6.6%	25 19.2% 9.7%	107 22.9% 41.3%
Jogging/running	145 11.8% 100.0%	139 12.1% 95.9%	18 12.9% 12.4%	9 7.3% 6.2%	35 20.8% 24.1%	18 9.6% 12.4%	36 26.5% 24.8%	4 3.4% 2.8%	8 7.6% 5.5%	11 6.4% 7.6%	11 12.0% 7.6%	57 14.7% 39.3%	26 11.9% 17.9%	30 12.1% 20.7%	20 7.4% 13.8%	50 10.5% 34.5%	79 12.4% 54.5%	14 14.1% 9.7%	17 13.1% 11.7%	58 12.4% 40.0%
Kayaking	23 1.9% 100.0%	20 1.7% 87.0%	2 1.4% 8.7%	1 0.8% 4.3%	5 3.0% 21.7%	1 0.5% 4.3%	5 3.7% 21.7%	1 0.9% 4.3%	2 1.9% 8.7%	3 1.7% 13.0%	1 1.1% 4.3%	7 1.8% 30.4%	4 1.8% 17.4%	9 3.6% 39.1%	1 0.4% 4.3%	10 2.1% 43.5%	9 1.4% 39.1%	2 2.0% 8.7%	1 0.8% 4.3%	9 1.9% 39.1%
Motor boating/boating	225 18.3% 100.0%	211 18.4% 93.8%	32 23.0% 14.2%	13 10.5% 5.8%	31 18.5% 13.8%	30 16.0% 13.3%	37 27.2% 16.4%	24 20.7% 10.7%	12 11.4% 5.3%	32 18.6% 14.2%	16 17.4% 7.1%	75 19.3% 33.3%	43 19.7% 19.1%	54 21.9% 24.0%	36 13.3% 16.0%	96 20.3% 42.7%	116 18.2% 51.6%	12 12.1% 5.3%	26 20.0% 11.6%	93 19.9% 41.3%
Mountain climbing/rock climbing	67 5.5% 100.0%	62 5.4% 92.5%	14 10.1% 20.9%	2 1.6% 3.0%	8 4.8% 11.9%	11 5.9% 16.4%	18 13.2% 26.9%	4 3.4% 6.0%	2 1.9% 3.0%	3 1.7% 4.5%	4 4.3% 6.0%	21 5.4% 31.3%	16 7.3% 23.9%	22 8.9% 32.8%	3 1.1% 4.5%	18 3.8% 26.9%	43 6.7% 64.2%	6 6.1% 9.0%	9 6.9% 13.4%	23 4.9% 34.3%
Museums/art galleries	271 22.1% 100.0%	255 22.2% 94.1%	48 34.5% 17.7%	31 25.0% 11.4%	55 32.7% 20.3%	36 19.1% 13.3%	42 30.9% 15.5%	17 14.7% 6.3%	7 6.7% 2.6%	19 11.0% 7.0%	11 12.0% 4.1%	80 20.6% 29.5%	42 19.3% 15.5%	70 28.3% 25.8%	68 25.1% 25.1%	70 14.8% 25.8%	166 26.0% 61.3%	33 33.3% 12.2%	42 32.3% 15.5%	92 19.7% 33.9%
Playing cards	507 41.3% 100.0%	472 41.1% 93.1%	65 46.8% 12.8%	47 37.9% 9.3%	76 45.2% 15.0%	62 33.0% 12.2%	74 54.4% 14.6%	45 38.8% 8.9%	44 41.9% 8.7%	59 34.3% 11.6%	35 38.0% 6.9%	161 41.5% 31.8%	89 40.8% 17.6%	113 45.7% 22.3%	105 38.7% 20.7%	204 43.0% 40.2%	261 40.9% 51.5%	38 38.4% 7.5%	48 36.9% 9.5%	197 42.1% 38.9%
Riding a motorcycle	139 11.3% 100.0%	129 11.2% 92.8%	23 16.5% 16.5%	17 13.7% 12.2%	17 10.1% 12.2%	23 12.2% 16.5%	17 12.5% 12.2%	7 6.0% 5.0%	9 8.6% 6.5%	16 9.3% 11.5%	9 9.8% 6.5%	37 9.5% 26.6%	38 17.4% 27.3%	31 12.6% 22.3%	22 8.1% 15.8%	51 10.8% 36.7%	75 11.8% 54.0%	11 11.1% 7.9%	21 16.2% 15.1%	48 10.3% 34.5%
Roller skating/blading	116 9.4% 100.0%	111 9.7% 95.7%	18 12.9% 15.5%	4 3.2% 3.4%	24 14.3% 20.7%	16 8.5% 13.8%	25 18.4% 21.6%	7 6.0% 6.0%	6 5.7% 5.2%	11 6.4% 9.5%	11 12.0% 9.5%	50 12.9% 43.1%	24 11.0% 20.7%	20 8.1% 17.2%	11 4.1% 9.5%	40 8.4% 34.5%	63 9.9% 54.3%	10 10.1% 8.6%	13 10.0% 11.2%	45 9.6% 38.8%
Sailing	55 4.5% 100.0%	50 4.4% 90.9%	12 8.6% 21.8%	7 5.6% 12.7%	12 7.1% 21.8%	3 1.6% 5.5%	6 4.4% 10.9%	6 5.2% 10.9%	0 0.0% 0.0%	4 2.3% 7.3%	2 2.2% 3.6%	12 3.1% 21.8%	7 3.2% 12.7%	14 5.7% 25.5%	20 7.4% 36.4%	20 4.2% 36.4%	28 4.4% 50.9%	7 7.1% 12.7%	11 8.5% 20.0%	9 1.9% 16.4%

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Cigar Segmentation

Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year?

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			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Skiing downhill	108 8.8% 100.0%	104 9.1% 96.3%	13 9.4% 12.0%	8 6.5% 7.4%	27 16.1% 25.0%	15 8.0% 13.9%	30 22.1% 27.8%	0 0.0% 0.0%	4 3.8% 3.7%	7 4.1% 6.5%	6 6.5% 5.6%	49 12.6% 45.4%	24 11.0% 22.2%	22 8.9% 20.4%	7 2.6% 6.5%	46 9.7% 42.6%	51 8.0% 47.2%	10 10.1% 9.3%	17 13.1% 15.7%	38 8.1% 35.2%
Skiing Cross Country	28 2.3% 100.0%	27 2.4% 96.4%	3 2.2% 10.7%	4 3.2% 14.3%	4 2.4% 14.3%	3 1.6% 10.7%	7 5.1% 25.0%	1 0.9% 3.6%	0 0.0% 0.0%	5 2.9% 17.9%	5 5.4% 17.9%	7 1.8% 25.0%	3 1.4% 10.7%	5 2.0% 17.9%	6 2.2% 21.4%	8 1.7% 28.6%	13 2.0% 46.4%	6 6.1% 21.4%	3 2.3% 10.7%	12 2.6% 42.9%
Snowboarding	18 1.5% 100.0%	16 1.4% 88.9%	4 2.9% 22.2%	0 0.0% 0.0%	3 1.8% 16.7%	0 0.0% 0.0%	6 4.4% 33.3%	0 0.0% 0.0%	2 1.9% 11.1%	1 0.6% 5.6%	1 1.1% 5.6%	10 2.6% 55.6%	3 1.4% 16.7%	3 1.2% 16.7%	0 0.0% 0.0%	4 0.8% 22.2%	11 1.7% 61.1%	3 3.0% 16.7%	2 1.5% 11.1%	7 1.5% 38.9%
Snowmobiling	36 2.9% 100.0%	33 2.9% 91.7%	5 3.6% 13.9%	5 4.0% 13.9%	2 1.2% 5.6%	5 2.7% 13.9%	9 6.6% 25.0%	3 2.6% 8.3%	1 1.0% 2.8%	3 1.7% 8.3%	3 3.3% 8.3%	14 3.6% 38.9%	8 3.7% 22.2%	7 2.8% 19.4%	4 1.5% 11.1%	10 2.1% 27.8%	23 3.6% 63.9%	3 3.0% 8.3%	7 5.4% 19.4%	10 2.1% 27.8%
Softball	186 15.1% 100.0%	172 15.0% 92.5%	30 21.6% 16.1%	16 12.9% 8.6%	33 19.6% 17.7%	19 10.1% 10.2%	37 27.2% 19.9%	10 8.6% 5.4%	10 9.5% 5.4%	17 9.9% 9.1%	11 12.0% 5.9%	71 18.3% 38.2%	47 21.6% 25.3%	38 15.4% 20.4%	18 6.6% 9.7%	65 13.7% 34.9%	102 16.0% 54.8%	18 18.2% 9.7%	22 16.9% 11.8%	69 14.7% 37.1%
Soccer	55 4.5% 100.0%	51 4.4% 92.7%	12 8.6% 21.8%	2 1.6% 3.6%	10 6.0% 18.2%	4 2.1% 7.3%	11 8.1% 20.0%	1 0.9% 1.8%	4 3.8% 7.3%	7 4.1% 12.7%	3 3.3% 5.5%	23 5.9% 41.8%	9 4.1% 16.4%	12 4.9% 21.8%	8 3.0% 14.5%	14 3.0% 25.5%	35 5.5% 63.6%	6 6.1% 10.9%	9 6.9% 16.4%	21 4.5% 38.2%
Sport/Target Shooting	180 14.6% 100.0%	171 14.9% 95.0%	32 23.0% 17.8%	20 16.1% 11.1%	32 19.0% 17.8%	31 16.5% 17.2%	20 14.7% 11.1%	6 5.2% 3.3%	12 11.4% 6.7%	18 10.5% 10.0%	12 13.0% 6.7%	42 10.8% 23.3%	33 15.1% 18.3%	50 20.2% 27.8%	39 14.4% 21.7%	68 14.3% 37.8%	95 14.9% 52.8%	14 14.1% 7.8%	19 14.6% 10.6%	64 13.7% 35.6%
Swimming	378 30.8% 100.0%	358 31.2% 94.7%	50 36.0% 13.2%	36 29.0% 9.5%	62 36.9% 16.4%	51 27.1% 13.5%	57 41.9% 15.1%	30 25.9% 7.9%	29 27.6% 7.7%	43 25.0% 11.4%	27 29.3% 7.1%	131 33.8% 34.7%	74 33.9% 19.6%	90 36.4% 23.8%	52 19.2% 13.8%	149 31.4% 39.4%	187 29.3% 49.5%	37 37.4% 9.8%	45 34.6% 11.9%	146 31.2% 38.6%
Tennis	108 8.8% 100.0%	104 9.1% 96.3%	18 12.9% 16.7%	4 3.2% 3.7%	16 9.5% 14.8%	16 8.5% 14.8%	28 20.6% 25.9%	3 2.6% 2.8%	5 4.8% 4.6%	14 8.1% 13.0%	6 6.5% 5.6%	46 11.9% 42.6%	21 9.6% 19.4%	20 8.1% 18.5%	14 5.2% 13.0%	41 8.6% 38.0%	59 9.2% 54.6%	8 8.1% 7.4%	13 10.0% 12.0%	39 8.3% 36.1%
Volleyball	123 10.0% 100.0%	118 10.3% 95.9%	16 11.5% 13.0%	6 4.8% 4.9%	23 13.7% 18.7%	13 6.9% 10.6%	28 20.6% 22.8%	8 6.9% 6.5%	11 10.5% 8.9%	13 7.6% 10.6%	8 8.7% 6.5%	48 12.4% 39.0%	26 11.9% 21.1%	27 10.9% 22.0%	13 4.8% 10.6%	49 10.3% 39.8%	62 9.7% 50.4%	11 11.1% 8.9%	15 11.5% 12.2%	45 9.6% 36.6%

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Cigar Segmentation

Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Weightlifting	232	222	25	22	43	36	49	10	15	22	22	90	47	42	30	87	121	22	20	83
	18.9%	19.3%	18.0%	17.7%	25.6%	19.1%	36.0%	8.6%	14.3%	12.8%	23.9%	23.2%	21.6%	17.0%	11.1%	18.4%	19.0%	22.2%	15.4%	17.7%
	100.0%	95.7%	10.8%	9.5%	18.5%	15.5%	21.1%	4.3%	6.5%	9.5%	9.5%	38.8%	20.3%	18.1%	12.9%	37.5%	52.2%	9.5%	8.6%	35.8%
Whitewater rafting	48	47	6	2	11	5	14	4	3	2	3	18	13	9	5	14	28	6	8	17
	3.9%	4.1%	4.3%	1.6%	6.5%	2.7%	10.3%	3.4%	2.9%	1.2%	3.3%	4.6%	6.0%	3.6%	1.8%	3.0%	4.4%	6.1%	6.2%	3.6%
	100.0%	97.9%	12.5%	4.2%	22.9%	10.4%	29.2%	8.3%	6.3%	4.2%	6.3%	37.5%	27.1%	18.8%	10.4%	29.2%	58.3%	12.5%	16.7%	35.4%
Wine tasting	263	249	57	26	56	39	41	12	11	7	13	86	53	65	43	88	136	36	41	70
	21.4%	21.7%	41.0%	21.0%	33.3%	20.7%	30.1%	10.3%	10.5%	4.1%	14.1%	22.2%	24.3%	26.3%	15.9%	18.6%	21.3%	36.4%	31.5%	15.0%
	100.0%	94.7%	21.7%	9.9%	21.3%	14.8%	15.6%	4.6%	4.2%	2.7%	4.9%	32.7%	20.2%	24.7%	16.3%	33.5%	51.7%	13.7%	15.6%	26.6%
No answer	76	67	4	7	5	12	1	11	7	20	7	19	15	9	25	30	37	6	9	33
	6.2%	5.8%	2.9%	5.6%	3.0%	6.4%	0.7%	9.5%	6.7%	11.6%	7.6%	4.9%	6.9%	3.6%	9.2%	6.3%	5.8%	6.1%	6.9%	7.1%
	100.0%	88.2%	5.3%	9.2%	6.6%	15.8%	1.3%	14.5%	9.2%	26.3%	9.2%	25.0%	19.7%	11.8%	32.9%	39.5%	48.7%	7.9%	11.8%	43.4%

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Cigar Segmentation

Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Participate in Regularly																				
Baseball	54 4.4% 100.0%	50 4.4% 92.6%	7 5.0% 13.0%	3 2.4% 5.6%	10 6.0% 18.5%	8 4.3% 14.8%	7 5.1% 13.0%	5 4.3% 9.3%	1 1.0% 1.9%	9 5.2% 16.7%	4 4.3% 7.4%	20 5.2% 37.0%	10 4.6% 18.5%	14 5.7% 25.9%	6 2.2% 11.1%	18 3.8% 33.3%	31 4.9% 57.4%	4 4.0% 7.4%	7 5.4% 13.0%	22 4.7% 40.7%
Basketball	85 6.9% 100.0%	79 6.9% 92.9%	14 10.1% 16.5%	5 4.0% 5.9%	12 7.1% 14.1%	7 3.7% 8.2%	18 13.2% 21.2%	6 5.2% 7.1%	3 2.9% 3.5%	14 8.1% 16.5%	10 10.9% 11.8%	40 10.3% 47.1%	15 6.9% 17.6%	15 6.1% 17.6%	5 1.8% 5.9%	35 7.4% 41.2%	40 6.3% 47.1%	8 8.1% 9.4%	13 10.0% 15.3%	28 6.0% 32.9%
Biking outdoors	168 13.7% 100.0%	160 13.9% 95.2%	24 17.3% 14.3%	19 15.3% 11.3%	31 18.5% 18.5%	26 13.8% 15.5%	29 21.3% 17.3%	8 6.9% 4.8%	11 10.5% 6.5%	12 7.0% 7.1%	21 22.8% 12.5%	54 13.9% 32.1%	34 15.6% 20.2%	36 14.6% 21.4%	22 8.1% 13.1%	55 11.6% 32.7%	103 16.1% 61.3%	10 10.1% 6.0%	19 14.6% 11.3%	61 13.0% 36.3%
Bowling	90 7.3% 100.0%	86 7.5% 95.6%	20 14.4% 22.2%	4 3.2% 4.4%	10 6.0% 11.1%	11 5.9% 12.2%	11 8.1% 12.2%	9 7.8% 10.0%	9 8.6% 10.0%	12 7.0% 13.3%	4 4.3% 4.4%	26 6.7% 28.9%	18 8.3% 20.0%	20 8.1% 22.2%	21 7.7% 23.3%	28 5.9% 31.1%	55 8.6% 61.1%	6 6.1% 6.7%	13 10.0% 14.4%	36 7.7% 40.0%
Camping	182 14.8% 100.0%	172 15.0% 94.5%	26 18.7% 14.3%	18 14.5% 9.9%	27 16.1% 14.8%	24 12.8% 13.2%	24 17.6% 13.2%	17 14.7% 9.3%	16 15.2% 8.8%	20 11.6% 11.0%	11 12.0% 6.0%	56 14.4% 30.8%	35 16.1% 19.2%	39 15.8% 21.4%	37 13.7% 20.3%	61 12.9% 33.5%	109 17.1% 59.9%	11 11.1% 6.0%	19 14.6% 10.4%	74 15.8% 40.7%
Canoeing	27 2.2% 100.0%	24 2.1% 88.9%	2 1.4% 7.4%	2 1.6% 7.4%	7 4.2% 25.9%	3 1.6% 11.1%	1 0.7% 3.7%	2 1.7% 7.4%	4 3.8% 14.8%	3 1.7% 11.1%	1 1.1% 3.7%	6 1.5% 22.2%	7 3.2% 25.9%	5 2.0% 18.5%	7 2.6% 25.9%	14 3.0% 51.9%	12 1.9% 44.4%	0 0.0% 0.0%	4 3.1% 14.8%	7 1.5% 25.9%
Casino gambling	101 8.2% 100.0%	98 8.5% 97.0%	18 12.9% 17.8%	6 4.8% 5.9%	20 11.9% 19.8%	9 4.8% 8.9%	18 13.2% 17.8%	11 9.5% 10.9%	6 5.7% 5.9%	10 5.8% 9.9%	4 4.3% 4.0%	41 10.6% 40.6%	15 6.9% 14.9%	25 10.1% 24.8%	16 5.9% 15.8%	44 9.3% 43.6%	48 7.5% 47.5%	8 8.1% 7.9%	10 7.7% 9.9%	33 7.1% 32.7%
Collecting antiques	93 7.6% 100.0%	90 7.8% 96.8%	16 11.5% 17.2%	14 11.3% 15.1%	12 7.1% 12.9%	15 8.0% 16.1%	8 5.9% 8.6%	12 10.3% 12.9%	5 4.8% 5.4%	8 4.7% 8.6%	6 6.5% 6.5%	22 5.7% 23.7%	21 9.6% 22.6%	21 8.5% 22.6%	23 8.5% 24.7%	32 6.8% 34.4%	52 8.2% 55.9%	9 9.1% 9.7%	15 11.5% 16.1%	27 5.8% 29.0%
Collecting sports memorabilia	80 6.5% 100.0%	75 6.5% 93.8%	14 10.1% 17.5%	5 4.0% 6.3%	11 6.5% 13.8%	9 4.8% 11.3%	13 9.6% 16.3%	7 6.0% 8.8%	8 7.6% 10.0%	8 4.7% 10.0%	8 8.7% 10.0%	23 5.9% 28.8%	18 8.3% 22.5%	14 5.7% 17.5%	17 6.3% 21.3%	26 5.5% 32.5%	43 6.7% 53.8%	10 10.1% 12.5%	6 4.6% 7.5%	34 7.3% 42.5%
Exercise machines (Stairmaster, bikes)	160 13.0% 100.0%	153 13.3% 95.6%	18 12.9% 11.3%	15 12.1% 9.4%	44 26.2% 27.5%	25 13.3% 15.6%	30 22.1% 18.8%	4 3.4% 2.5%	7 6.7% 4.4%	10 5.8% 6.3%	17 18.5% 10.6%	56 14.4% 35.0%	23 10.6% 14.4%	31 12.6% 19.4%	32 11.8% 20.0%	53 11.2% 33.1%	90 14.1% 56.3%	16 16.2% 10.0%	13 10.0% 8.1%	49 10.5% 30.6%

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Cigar Segmentation

Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Fly fishing	42	40	8	5	7	8	2	3	2	5	2	14	11	5	7	16	20	5	5	11
	3.4%	3.5%	5.8%	4.0%	4.2%	4.3%	1.5%	2.6%	1.9%	2.9%	2.2%	3.6%	5.0%	2.0%	2.6%	3.4%	3.1%	5.1%	3.8%	2.4%
	100.0%	95.2%	19.0%	11.9%	16.7%	19.0%	4.8%	7.1%	4.8%	11.9%	4.8%	33.3%	26.2%	11.9%	16.7%	38.1%	47.6%	11.9%	11.9%	26.2%
Freshwater fishing	254	237	31	30	30	38	23	24	20	41	17	81	38	57	58	97	141	14	28	90
	20.7%	20.6%	22.3%	24.2%	17.9%	20.2%	16.9%	20.7%	19.0%	23.8%	18.5%	20.9%	17.4%	23.1%	21.4%	20.5%	22.1%	14.1%	21.5%	19.2%
	100.0%	93.3%	12.2%	11.8%	11.8%	15.0%	9.1%	9.4%	7.9%	16.1%	6.7%	31.9%	15.0%	22.4%	22.8%	38.2%	55.5%	5.5%	11.0%	35.4%
Saltwater fishing	68	65	11	10	12	10	6	5	1	10	6	21	10	16	14	25	35	7	9	21
	5.5%	5.7%	7.9%	8.1%	7.1%	5.3%	4.4%	4.3%	1.0%	5.8%	6.5%	5.4%	4.6%	6.5%	5.2%	5.3%	5.5%	7.1%	6.9%	4.5%
	100.0%	95.6%	16.2%	14.7%	17.6%	14.7%	8.8%	7.4%	1.5%	14.7%	8.8%	30.9%	14.7%	23.5%	20.6%	36.8%	51.5%	10.3%	13.2%	30.9%
Fitness walking	135	131	18	17	22	25	19	9	9	12	12	41	19	28	34	45	76	13	21	49
	11.0%	11.4%	12.9%	13.7%	13.1%	13.3%	14.0%	7.8%	8.6%	7.0%	13.0%	10.6%	8.7%	11.3%	12.5%	9.5%	11.9%	13.1%	16.2%	10.5%
	100.0%	97.0%	13.3%	12.6%	16.3%	18.5%	14.1%	6.7%	6.7%	8.9%	8.9%	30.4%	14.1%	20.7%	25.2%	33.3%	56.3%	9.6%	15.6%	36.3%
Football	50	45	7	4	12	4	3	4	3	8	5	18	10	11	6	18	26	4	3	13
	4.1%	3.9%	5.0%	3.2%	7.1%	2.1%	2.2%	3.4%	2.9%	4.7%	5.4%	4.6%	4.6%	4.5%	2.2%	3.8%	4.1%	4.0%	2.3%	2.8%
	100.0%	90.0%	14.0%	8.0%	24.0%	8.0%	6.0%	8.0%	6.0%	16.0%	10.0%	36.0%	20.0%	22.0%	12.0%	36.0%	52.0%	8.0%	6.0%	26.0%
Gardening	327	306	39	32	41	65	29	35	16	49	24	84	44	73	99	134	157	31	48	121
	26.6%	26.7%	28.1%	25.8%	24.4%	34.6%	21.3%	30.2%	15.2%	28.5%	26.1%	21.6%	20.2%	29.6%	36.5%	28.3%	24.6%	31.3%	36.9%	25.9%
	100.0%	93.6%	11.9%	9.8%	12.5%	19.9%	8.9%	10.7%	4.9%	15.0%	7.3%	25.7%	13.5%	22.3%	30.3%	41.0%	48.0%	9.5%	14.7%	37.0%
Golf	224	214	34	26	63	23	32	7	8	21	9	95	42	42	34	72	132	20	32	64
	18.2%	18.6%	24.5%	21.0%	37.5%	12.2%	23.5%	6.0%	7.6%	12.2%	9.8%	24.5%	19.3%	17.0%	12.5%	15.2%	20.7%	20.2%	24.6%	13.7%
	100.0%	95.5%	15.2%	11.6%	28.1%	10.3%	14.3%	3.1%	3.6%	9.4%	4.0%	42.4%	18.8%	18.8%	15.2%	32.1%	58.9%	8.9%	14.3%	28.6%
Hiking	81	77	10	9	14	9	15	7	10	3	5	18	21	17	19	28	47	6	15	27
	6.6%	6.7%	7.2%	7.3%	8.3%	4.8%	11.0%	6.0%	9.5%	1.7%	5.4%	4.6%	9.6%	6.9%	7.0%	5.9%	7.4%	6.1%	11.5%	5.8%
	100.0%	95.1%	12.3%	11.1%	17.3%	11.1%	18.5%	8.6%	12.3%	3.7%	6.2%	22.2%	25.9%	21.0%	23.5%	34.6%	58.0%	7.4%	18.5%	33.3%
Hockey	23	22	3	3	9	4	0	0	1	2	3	8	4	3	5	8	12	3	2	5
	1.9%	1.9%	2.2%	2.4%	5.4%	2.1%	0.0%	0.0%	1.0%	1.2%	3.3%	2.1%	1.8%	1.2%	1.8%	1.7%	1.9%	3.0%	1.5%	1.1%
	100.0%	95.7%	13.0%	13.0%	39.1%	17.4%	0.0%	0.0%	4.3%	8.7%	13.0%	34.8%	17.4%	13.0%	21.7%	34.8%	52.2%	13.0%	8.7%	21.7%
Horseback riding	16	15	1	3	1	1	2	2	1	4	1	5	2	2	5	5	9	2	6	5
	1.3%	1.3%	0.7%	2.4%	0.6%	0.5%	1.5%	1.7%	1.0%	2.3%	1.1%	1.3%	0.9%	0.8%	1.8%	1.1%	1.4%	2.0%	4.6%	1.1%
	100.0%	93.8%	6.3%	18.8%	6.3%	6.3%	12.5%	12.5%	6.3%	25.0%	6.3%	31.3%	12.5%	12.5%	31.3%	31.3%	56.3%	12.5%	37.5%	31.3%

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Cigar Segmentation

Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Hunting	174 14.2% 100.0%	164 14.3% 94.3%	20 14.4% 11.5%	20 16.1% 11.5%	19 11.3% 10.9%	29 15.4% 16.7%	19 14.0% 10.9%	15 12.9% 8.6%	13 12.4% 7.5%	29 16.9% 16.7%	15 16.3% 8.6%	52 13.4% 29.9%	30 13.8% 17.2%	37 15.0% 21.3%	36 13.3% 20.7%	62 13.1% 35.6%	102 16.0% 58.6%	9 9.1% 5.2%	13 10.0% 7.5%	73 15.6% 42.0%
Jogging/running	96 7.8% 100.0%	93 8.1% 96.9%	8 5.8% 8.3%	6 4.8% 6.3%	28 16.7% 29.2%	17 9.0% 17.7%	21 15.4% 21.9%	2 1.7% 2.1%	4 3.8% 4.2%	7 4.1% 7.3%	11 12.0% 11.5%	36 9.3% 37.5%	21 9.6% 21.9%	14 5.7% 14.6%	12 4.4% 12.5%	37 7.8% 38.5%	50 7.8% 52.1%	6 6.1% 6.3%	11 8.5% 11.5%	35 7.5% 36.5%
Kayaking	6 0.5% 100.0%	5 0.4% 83.3%	1 0.7% 16.7%	1 0.8% 16.7%	1 0.6% 16.7%	0 0.0% 0.0%	1 0.7% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 16.7%	1 1.1% 16.7%	3 0.8% 50.0%	0 0.0% 0.0%	1 0.4% 16.7%	0 0.0% 0.0%	4 0.8% 66.7%	1 0.2% 16.7%	1 1.0% 16.7%	1 0.8% 16.7%	4 0.9% 66.7%
Motor boating/boating	112 9.1% 100.0%	103 9.0% 92.0%	9 6.5% 8.0%	8 6.5% 7.1%	18 10.7% 16.1%	17 9.0% 15.2%	19 14.0% 17.0%	12 10.3% 10.7%	5 4.8% 4.5%	15 8.7% 13.4%	7 7.6% 6.3%	36 9.3% 32.1%	25 11.5% 22.3%	19 7.7% 17.0%	23 8.5% 20.5%	50 10.5% 44.6%	53 8.3% 47.3%	7 7.1% 6.3%	11 8.5% 9.8%	48 10.3% 42.9%
Mountain climbing/rock climbing	15 1.2% 100.0%	11 1.0% 73.3%	1 0.7% 6.7%	1 0.8% 6.7%	1 0.6% 6.7%	1 0.5% 6.7%	5 3.7% 33.3%	1 0.9% 6.7%	0 0.0% 0.0%	1 0.6% 6.7%	3 3.3% 20.0%	5 1.3% 33.3%	3 1.4% 20.0%	3 1.2% 20.0%	1 0.4% 6.7%	6 1.3% 40.0%	7 1.1% 46.7%	1 1.0% 6.7%	2 1.5% 13.3%	8 1.7% 53.3%
Museums/art galleries	95 7.7% 100.0%	92 8.0% 96.8%	14 10.1% 14.7%	16 12.9% 16.8%	23 13.7% 24.2%	15 8.0% 15.8%	8 5.9% 8.4%	8 6.9% 8.4%	3 2.9% 3.2%	5 2.9% 5.3%	3 3.3% 3.2%	27 7.0% 28.4%	13 6.0% 13.7%	23 9.3% 24.2%	29 10.7% 30.5%	20 4.2% 21.1%	60 9.4% 63.2%	14 14.1% 14.7%	14 10.8% 14.7%	25 5.3% 26.3%
Playing cards	247 20.1% 100.0%	229 19.9% 92.7%	37 26.6% 15.0%	24 19.4% 9.7%	24 14.3% 9.7%	33 17.6% 13.4%	30 22.1% 12.1%	27 23.3% 10.9%	25 23.8% 10.1%	29 16.9% 11.7%	14 15.2% 5.7%	83 21.4% 33.6%	36 16.5% 14.6%	51 20.6% 20.6%	60 22.1% 24.3%	94 19.8% 38.1%	126 19.7% 51.0%	22 22.2% 8.9%	25 19.2% 10.1%	89 19.0% 36.0%
Riding a motorcycle	74 6.0% 100.0%	71 6.2% 95.9%	8 5.8% 10.8%	14 11.3% 18.9%	9 5.4% 12.2%	12 6.4% 16.2%	8 5.9% 10.8%	5 4.3% 6.8%	7 6.7% 9.5%	8 4.7% 10.8%	4 4.3% 5.4%	20 5.2% 27.0%	19 8.7% 25.7%	13 5.3% 17.6%	18 6.6% 24.3%	25 5.3% 33.8%	41 6.4% 55.4%	8 8.1% 10.8%	10 7.7% 13.5%	26 5.6% 35.1%
Roller skating/blading	42 3.4% 100.0%	39 3.4% 92.9%	6 4.3% 14.3%	5 4.0% 11.9%	8 4.8% 19.0%	4 2.1% 9.5%	9 6.6% 21.4%	2 1.7% 4.8%	3 2.9% 7.1%	2 1.2% 4.8%	4 4.3% 9.5%	14 3.6% 33.3%	10 4.6% 23.8%	7 2.8% 16.7%	6 2.2% 14.3%	10 2.1% 23.8%	26 4.1% 61.9%	5 5.1% 11.9%	7 5.4% 16.7%	16 3.4% 38.1%
Sailing	12 1.0% 100.0%	12 1.0% 100.0%	3 2.2% 25.0%	1 0.8% 8.3%	6 3.6% 50.0%	0 0.0% 0.0%	1 0.7% 8.3%	1 0.9% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 1.0% 33.3%	3 1.4% 25.0%	3 1.2% 25.0%	1 0.4% 8.3%	4 0.8% 33.3%	6 0.9% 50.0%	1 1.0% 8.3%	2 1.5% 16.7%	3 0.6% 25.0%

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Cigar Segmentation

Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Skiing downhill	46	44	5	5	14	5	8	0	3	4	4	22	10	8	2	17	23	6	10	14
	3.7%	3.8%	3.6%	4.0%	8.3%	2.7%	5.9%	0.0%	2.9%	2.3%	4.3%	5.7%	4.6%	3.2%	0.7%	3.6%	3.6%	6.1%	7.7%	3.0%
	100.0%	95.7%	10.9%	10.9%	30.4%	10.9%	17.4%	0.0%	6.5%	8.7%	8.7%	47.8%	21.7%	17.4%	4.3%	37.0%	50.0%	13.0%	21.7%	30.4%
Skiing Cross Country	9	9	0	3	1	0	2	0	0	3	3	1	1	2	2	3	4	2	2	5
	0.7%	0.8%	0.0%	2.4%	0.6%	0.0%	1.5%	0.0%	0.0%	1.7%	3.3%	0.3%	0.5%	0.8%	0.7%	0.6%	0.6%	2.0%	1.5%	1.1%
	100.0%	100.0%	0.0%	33.3%	11.1%	0.0%	22.2%	0.0%	0.0%	33.3%	33.3%	11.1%	11.1%	22.2%	22.2%	33.3%	44.4%	22.2%	22.2%	55.6%
Snowboarding	6	6	0	1	1	0	2	0	2	0	0	3	2	1	0	3	1	2	1	5
	0.5%	0.5%	0.0%	0.8%	0.6%	0.0%	1.5%	0.0%	1.9%	0.0%	0.0%	0.8%	0.9%	0.4%	0.0%	0.6%	0.2%	2.0%	0.8%	1.1%
	100.0%	100.0%	0.0%	16.7%	16.7%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	50.0%	33.3%	16.7%	0.0%	50.0%	16.7%	33.3%	16.7%	83.3%
Snowmobiling	9	8	0	1	2	3	1	0	0	1	0	5	1	3	0	2	6	1	0	4
	0.7%	0.7%	0.0%	0.8%	1.2%	1.6%	0.7%	0.0%	0.0%	0.6%	0.0%	1.3%	0.5%	1.2%	0.0%	0.4%	0.9%	1.0%	0.0%	0.9%
	100.0%	88.9%	0.0%	11.1%	22.2%	33.3%	11.1%	0.0%	0.0%	11.1%	0.0%	55.6%	11.1%	33.3%	0.0%	22.2%	66.7%	11.1%	0.0%	44.4%
Softball	76	70	9	8	15	3	17	6	5	7	4	30	17	15	10	23	46	7	9	33
	6.2%	6.1%	6.5%	6.5%	8.9%	1.6%	12.5%	5.2%	4.8%	4.1%	4.3%	7.7%	7.8%	6.1%	3.7%	4.9%	7.2%	7.1%	6.9%	7.1%
	100.0%	92.1%	11.8%	10.5%	19.7%	3.9%	22.4%	7.9%	6.6%	9.2%	5.3%	39.5%	22.4%	19.7%	13.2%	30.3%	60.5%	9.2%	11.8%	43.4%
Soccer	26	26	3	1	11	2	4	1	2	2	2	13	5	6	0	8	15	3	3	10
	2.1%	2.3%	2.2%	0.8%	6.5%	1.1%	2.9%	0.9%	1.9%	1.2%	2.2%	3.4%	2.3%	2.4%	0.0%	1.7%	2.4%	3.0%	2.3%	2.1%
	100.0%	100.0%	11.5%	3.8%	42.3%	7.7%	15.4%	3.8%	7.7%	7.7%	7.7%	50.0%	19.2%	23.1%	0.0%	30.8%	57.7%	11.5%	11.5%	38.5%
Sport/Target Shooting	98	94	18	14	17	16	8	6	8	7	5	23	20	28	19	34	51	9	14	31
	8.0%	8.2%	12.9%	11.3%	10.1%	8.5%	5.9%	5.2%	7.6%	4.1%	5.4%	5.9%	9.2%	11.3%	7.0%	7.2%	8.0%	9.1%	10.8%	6.6%
	100.0%	95.9%	18.4%	14.3%	17.3%	16.3%	8.2%	6.1%	8.2%	7.1%	5.1%	23.5%	20.4%	28.6%	19.4%	34.7%	52.0%	9.2%	14.3%	31.6%
Swimming	153	147	22	19	25	18	18	15	17	13	13	49	31	29	27	52	81	14	21	49
	12.4%	12.8%	15.8%	15.3%	14.9%	9.6%	13.2%	12.9%	16.2%	7.6%	14.1%	12.6%	14.2%	11.7%	10.0%	11.0%	12.7%	14.1%	16.2%	10.5%
	100.0%	96.1%	14.4%	12.4%	16.3%	11.8%	11.8%	9.8%	11.1%	8.5%	8.5%	32.0%	20.3%	19.0%	17.6%	34.0%	52.9%	9.2%	13.7%	32.0%
Tennis	34	34	4	1	6	5	10	1	2	5	3	14	6	3	7	18	12	3	6	13
	2.8%	3.0%	2.9%	0.8%	3.6%	2.7%	7.4%	0.9%	1.9%	2.9%	3.3%	3.6%	2.8%	1.2%	2.6%	3.8%	1.9%	3.0%	4.6%	2.8%
	100.0%	100.0%	11.8%	2.9%	17.6%	14.7%	29.4%	2.9%	5.9%	14.7%	8.8%	41.2%	17.6%	8.8%	20.6%	52.9%	35.3%	8.8%	17.6%	38.2%
Volleyball	33	33	4	2	4	3	11	2	3	4	1	13	9	7	3	18	11	3	4	16
	2.7%	2.9%	2.9%	1.6%	2.4%	1.6%	8.1%	1.7%	2.9%	2.3%	1.1%	3.4%	4.1%	2.8%	1.1%	3.8%	1.7%	3.0%	3.1%	3.4%
	100.0%	100.0%	12.1%	6.1%	12.1%	9.1%	33.3%	6.1%	9.1%	12.1%	3.0%	39.4%	27.3%	21.2%	9.1%	54.5%	33.3%	9.1%	12.1%	48.5%

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Cigar Segmentation

Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Weightlifting	149 12.1% 100.0%	144 12.5% 96.6%	23 16.5% 15.4%	12 9.7% 8.1%	30 17.9% 20.1%	24 12.8% 16.1%	31 22.8% 20.8%	6 5.2% 4.0%	9 8.6% 6.0%	9 5.2% 6.0%	18 19.6% 12.1%	56 14.4% 37.6%	29 13.3% 19.5%	24 9.7% 16.1%	21 7.7% 14.1%	52 11.0% 34.9%	81 12.7% 54.4%	13 13.1% 8.7%	18 13.8% 12.1%	51 10.9% 34.2%
Whitewater rafting	12 1.0% 100.0%	12 1.0% 100.0%	2 1.4% 16.7%	2 1.6% 16.7%	2 1.2% 16.7%	0 0.0% 0.0%	2 1.5% 16.7%	1 0.9% 8.3%	2 1.9% 16.7%	1 0.6% 8.3%	1 1.1% 8.3%	5 1.3% 41.7%	3 1.4% 25.0%	3 1.2% 25.0%	0 0.0% 0.0%	6 1.3% 50.0%	4 0.6% 33.3%	2 2.0% 16.7%	3 2.3% 25.0%	3 0.6% 25.0%
Wine tasting	98 8.0% 100.0%	93 8.1% 94.9%	23 16.5% 23.5%	11 8.9% 11.2%	20 11.9% 20.4%	14 7.4% 14.3%	13 9.6% 13.3%	4 3.4% 4.1%	5 4.8% 5.1%	3 1.7% 3.1%	6 6.5% 6.1%	28 7.2% 28.6%	25 11.5% 25.5%	25 10.1% 25.5%	13 4.8% 13.3%	35 7.4% 35.7%	44 6.9% 44.9%	18 18.2% 18.4%	21 16.2% 21.4%	24 5.1% 24.5%
No answer	198 16.1% 100.0%	176 15.3% 88.9%	13 9.4% 6.6%	16 12.9% 8.1%	16 9.5% 8.1%	27 14.4% 13.6%	16 11.8% 8.1%	25 21.6% 12.6%	25 23.8% 12.6%	38 22.1% 19.2%	17 18.5% 8.6%	56 14.4% 28.3%	44 20.2% 22.2%	32 13.0% 16.2%	49 18.1% 24.7%	85 17.9% 42.9%	94 14.7% 47.5%	16 16.2% 8.1%	14 10.8% 7.1%	86 18.4% 43.4%

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Cigar Segmentation

Q8C Section VI. In Column C, which of the following activities would you like to participate in more often?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Would Like To Do More Often																				
Baseball	95 7.7% 100.0%	88 7.7% 92.6%	16 11.5% 16.8%	9 7.3% 9.5%	12 7.1% 12.6%	15 8.0% 15.8%	13 9.6% 13.7%	9 7.8% 9.5%	7 6.7% 7.4%	7 4.1% 7.4%	6 6.5% 6.3%	36 9.3% 37.9%	15 6.9% 15.8%	19 7.7% 20.0%	18 6.6% 18.9%	32 6.8% 33.7%	47 7.4% 49.5%	14 14.1% 14.7%	15 11.5% 15.8%	33 7.1% 34.7%
Basketball	114 9.3% 100.0%	108 9.4% 94.7%	17 12.2% 14.9%	4 3.2% 3.5%	28 16.7% 24.6%	9 4.8% 7.9%	22 16.2% 19.3%	9 7.8% 7.9%	7 6.7% 6.1%	12 7.0% 10.5%	10 10.9% 8.8%	47 12.1% 41.2%	27 12.4% 23.7%	15 6.1% 13.2%	14 5.2% 12.3%	42 8.9% 36.8%	63 9.9% 55.3%	8 8.1% 7.0%	10 7.7% 8.8%	41 8.8% 36.0%
Biking outdoors	238 19.4% 100.0%	229 19.9% 96.2%	35 25.2% 14.7%	21 16.9% 8.8%	53 31.5% 22.3%	34 18.1% 14.3%	40 29.4% 16.8%	9 7.8% 3.8%	22 21.0% 9.2%	15 8.7% 6.3%	22 23.9% 9.2%	73 18.8% 30.7%	47 21.6% 19.7%	59 23.9% 24.8%	36 13.3% 15.1%	75 15.8% 31.5%	132 20.7% 55.5%	29 29.3% 12.2%	33 25.4% 13.9%	95 20.3% 39.9%
Bowling	147 12.0% 100.0%	138 12.0% 93.9%	23 16.5% 15.6%	5 4.0% 3.4%	15 8.9% 10.2%	20 10.6% 13.6%	19 14.0% 12.9%	13 11.2% 8.8%	19 18.1% 12.9%	24 14.0% 16.3%	12 13.0% 8.2%	44 11.3% 29.9%	33 15.1% 22.4%	27 10.9% 18.4%	29 10.7% 19.7%	73 15.4% 49.7%	62 9.7% 42.2%	9 9.1% 6.1%	11 8.5% 7.5%	68 14.5% 46.3%
Camping	327 26.6% 100.0%	308 26.8% 94.2%	43 30.9% 13.1%	29 23.4% 8.9%	41 24.4% 12.5%	49 26.1% 15.0%	50 36.8% 15.3%	25 21.6% 7.6%	34 32.4% 10.4%	37 21.5% 11.3%	22 23.9% 6.7%	100 25.8% 30.6%	66 30.3% 20.2%	69 27.9% 21.1%	68 25.1% 20.8%	132 27.8% 40.4%	175 27.4% 53.5%	19 19.2% 5.8%	30 23.1% 9.2%	129 27.6% 39.4%
Canoeing	121 9.8% 100.0%	115 10.0% 95.0%	16 11.5% 13.2%	13 10.5% 10.7%	16 9.5% 13.2%	15 8.0% 12.4%	24 17.6% 19.8%	9 7.8% 7.4%	11 10.5% 9.1%	11 6.4% 9.1%	11 12.0% 9.1%	30 7.7% 24.8%	28 12.8% 23.1%	29 11.7% 24.0%	23 8.5% 19.0%	46 9.7% 38.0%	61 9.6% 50.4%	13 13.1% 10.7%	12 9.2% 9.9%	47 10.0% 38.8%
Casino gambling	168 13.7% 100.0%	161 14.0% 95.8%	25 18.0% 14.9%	17 13.7% 10.1%	21 12.5% 12.5%	16 8.5% 9.5%	28 20.6% 16.7%	20 17.2% 11.9%	16 15.2% 9.5%	18 10.5% 10.7%	8 8.7% 4.8%	55 14.2% 32.7%	27 12.4% 16.1%	36 14.6% 21.4%	41 15.1% 24.4%	74 15.6% 44.0%	81 12.7% 48.2%	11 11.1% 6.5%	14 10.8% 8.3%	71 15.2% 42.3%
Collecting antiques	90 7.3% 100.0%	87 7.6% 96.7%	16 11.5% 17.8%	13 10.5% 14.4%	7 4.2% 7.8%	13 6.9% 14.4%	8 5.9% 8.9%	14 12.1% 15.6%	10 9.5% 11.1%	6 3.5% 6.7%	7 7.6% 7.8%	30 7.7% 33.3%	20 9.2% 22.2%	18 7.3% 20.0%	15 5.5% 16.7%	33 7.0% 36.7%	42 6.6% 46.7%	13 13.1% 14.4%	17 13.1% 18.9%	33 7.1% 36.7%
Collecting sports memorabilia	51 4.1% 100.0%	49 4.3% 96.1%	7 5.0% 13.7%	2 1.6% 3.9%	7 4.2% 13.7%	4 2.1% 7.8%	9 6.6% 17.6%	8 6.9% 15.7%	8 7.6% 15.7%	4 2.3% 7.8%	6 6.5% 11.8%	16 4.1% 31.4%	14 6.4% 27.5%	5 2.0% 9.8%	10 3.7% 19.6%	21 4.4% 41.2%	24 3.8% 47.1%	3 3.0% 5.9%	3 2.3% 5.9%	27 5.8% 52.9%
Exercise machines (Stairmaster, bikes)	131 10.7% 100.0%	125 10.9% 95.4%	19 13.7% 14.5%	18 14.5% 13.7%	22 13.1% 16.8%	14 7.4% 10.7%	24 17.6% 18.3%	7 6.0% 5.3%	12 11.4% 9.2%	9 5.2% 6.9%	14 15.2% 10.7%	37 9.5% 28.2%	25 11.5% 19.1%	22 8.9% 16.8%	32 11.8% 24.4%	46 9.7% 35.1%	64 10.0% 48.9%	19 19.2% 14.5%	16 12.3% 12.2%	49 10.5% 37.4%

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Cigar Segmentation

Q8C Section VI. In Column C, which of the following activities would you like to participate in more often?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Fly fishing	110 9.0% 100.0%	101 8.8% 91.8%	16 11.5% 14.5%	10 8.1% 9.1%	16 9.5% 14.5%	21 11.2% 19.1%	7 5.1% 6.4%	13 11.2% 11.8%	12 11.4% 10.9%	6 3.5% 5.5%	5 5.4% 4.5%	27 7.0% 24.5%	29 13.3% 26.4%	15 6.1% 13.6%	33 12.2% 30.0%	33 7.0% 30.0%	64 10.0% 58.2%	12 12.1% 10.9%	15 11.5% 13.6%	34 7.3% 30.9%
Freshwater fishing	331 26.9% 100.0%	307 26.7% 92.7%	37 26.6% 11.2%	28 22.6% 8.5%	38 22.6% 11.5%	46 24.5% 13.9%	34 25.0% 10.3%	38 32.8% 11.5%	35 33.3% 10.6%	51 29.7% 15.4%	21 22.8% 6.3%	91 23.5% 27.5%	65 29.8% 19.6%	58 23.5% 17.5%	94 34.7% 28.4%	132 27.8% 39.9%	176 27.6% 53.2%	21 21.2% 6.3%	31 23.8% 9.4%	135 28.8% 40.8%
Saltwater fishing	161 13.1% 100.0%	152 13.2% 94.4%	24 17.3% 14.9%	17 13.7% 10.6%	24 14.3% 14.9%	20 10.6% 12.4%	18 13.2% 11.2%	17 14.7% 10.6%	17 16.2% 10.6%	15 8.7% 9.3%	12 13.0% 7.5%	39 10.1% 24.2%	44 20.2% 27.3%	30 12.1% 18.6%	36 13.3% 22.4%	59 12.4% 36.6%	88 13.8% 54.7%	13 13.1% 8.1%	21 16.2% 13.0%	59 12.6% 36.6%
Fitness walking	112 9.1% 100.0%	107 9.3% 95.5%	15 10.8% 13.4%	12 9.7% 10.7%	14 8.3% 12.5%	20 10.6% 17.9%	17 12.5% 15.2%	6 5.2% 5.4%	9 8.6% 8.0%	14 8.1% 12.5%	12 13.0% 10.7%	33 8.5% 29.5%	17 7.8% 15.2%	19 7.7% 17.0%	29 10.7% 25.9%	43 9.1% 38.4%	54 8.5% 48.2%	11 11.1% 9.8%	16 12.3% 14.3%	47 10.0% 42.0%
Football	76 6.2% 100.0%	71 6.2% 93.4%	10 7.2% 13.2%	8 6.5% 10.5%	14 8.3% 18.4%	7 3.7% 9.2%	14 10.3% 18.4%	5 4.3% 6.6%	8 7.6% 10.5%	5 2.9% 6.6%	8 8.7% 10.5%	28 7.2% 36.8%	24 11.0% 31.6%	10 4.0% 13.2%	6 2.2% 7.9%	23 4.9% 30.3%	44 6.9% 57.9%	6 6.1% 7.9%	6 4.6% 7.9%	30 6.4% 39.5%
Gardening	147 12.0% 100.0%	141 12.3% 95.9%	21 15.1% 14.3%	14 11.3% 9.5%	15 8.9% 10.2%	25 13.3% 17.0%	13 9.6% 8.8%	17 14.7% 11.6%	17 16.2% 11.6%	19 11.0% 12.9%	8 8.7% 5.4%	38 9.8% 25.9%	33 15.1% 22.4%	32 13.0% 21.8%	35 12.9% 23.8%	64 13.5% 43.5%	71 11.1% 48.3%	10 10.1% 6.8%	13 10.0% 8.8%	57 12.2% 38.8%
Golf	283 23.0% 100.0%	272 23.7% 96.1%	34 24.5% 12.0%	25 20.2% 8.8%	79 47.0% 27.9%	27 14.4% 9.5%	49 36.0% 17.3%	12 10.3% 4.2%	20 19.0% 7.1%	26 15.1% 9.2%	13 14.1% 4.6%	107 27.6% 37.8%	59 27.1% 20.8%	62 25.1% 21.9%	42 15.5% 14.8%	86 18.1% 30.4%	166 26.0% 58.7%	30 30.3% 10.6%	32 24.6% 11.3%	108 23.1% 38.2%
Hiking	146 11.9% 100.0%	143 12.5% 97.9%	18 12.9% 12.3%	17 13.7% 11.6%	23 13.7% 15.8%	25 13.3% 17.1%	28 20.6% 19.2%	7 6.0% 4.8%	13 12.4% 8.9%	12 7.0% 8.2%	13 14.1% 8.9%	33 8.5% 22.6%	32 14.7% 21.9%	36 14.6% 24.7%	31 11.4% 21.2%	53 11.2% 36.3%	75 11.8% 51.4%	17 17.2% 11.6%	22 16.9% 15.1%	61 13.0% 41.8%
Hockey	39 3.2% 100.0%	38 3.3% 97.4%	3 2.2% 7.7%	5 4.0% 12.8%	14 8.3% 35.9%	2 1.1% 5.1%	7 5.1% 17.9%	4 3.4% 10.3%	2 1.9% 5.1%	1 0.6% 2.6%	3 3.3% 7.7%	16 4.1% 41.0%	8 3.7% 20.5%	8 3.2% 20.5%	4 1.5% 10.3%	9 1.9% 23.1%	26 4.1% 66.7%	3 3.0% 7.7%	3 2.3% 7.7%	15 3.2% 38.5%
Horseback riding	73 5.9% 100.0%	67 5.8% 91.8%	6 4.3% 8.2%	4 3.2% 5.5%	9 5.4% 12.3%	8 4.3% 11.0%	12 8.8% 16.4%	9 7.8% 12.3%	10 9.5% 13.7%	9 5.2% 12.3%	3 3.3% 4.1%	23 5.9% 31.5%	18 8.3% 24.7%	16 6.5% 21.9%	12 4.4% 16.4%	26 5.5% 35.6%	36 5.6% 49.3%	9 9.1% 12.3%	5 3.8% 6.8%	36 7.7% 49.3%

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Cigar Segmentation

Q8C Section VI. In Column C, which of the following activities would you like to participate in more often?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Hunting	218	207	26	18	26	38	24	21	24	30	19	57	43	51	45	86	114	16	13	86
	17.7%	18.0%	18.7%	14.5%	15.5%	20.2%	17.6%	18.1%	22.9%	17.4%	20.7%	14.7%	19.7%	20.6%	16.6%	18.1%	17.9%	16.2%	10.0%	18.4%
	100.0%	95.0%	11.9%	8.3%	11.9%	17.4%	11.0%	9.6%	11.0%	13.8%	8.7%	26.1%	19.7%	23.4%	20.6%	39.4%	52.3%	7.3%	6.0%	39.4%
Jogging/running	74	73	7	7	14	7	20	5	8	5	6	25	17	16	9	25	38	9	7	37
	6.0%	6.4%	5.0%	5.6%	8.3%	3.7%	14.7%	4.3%	7.6%	2.9%	6.5%	6.4%	7.8%	6.5%	3.3%	5.3%	6.0%	9.1%	5.4%	7.9%
	100.0%	98.6%	9.5%	9.5%	18.9%	9.5%	27.0%	6.8%	10.8%	6.8%	8.1%	33.8%	23.0%	21.6%	12.2%	33.8%	51.4%	12.2%	9.5%	50.0%
Kayaking	44	40	3	3	8	2	14	3	6	1	3	15	14	7	5	18	19	5	4	22
	3.6%	3.5%	2.2%	2.4%	4.8%	1.1%	10.3%	2.6%	5.7%	0.6%	3.3%	3.9%	6.4%	2.8%	1.8%	3.8%	3.0%	5.1%	3.1%	4.7%
	100.0%	90.9%	6.8%	6.8%	18.2%	4.5%	31.8%	6.8%	13.6%	2.3%	6.8%	34.1%	31.8%	15.9%	11.4%	40.9%	43.2%	11.4%	9.1%	50.0%
Motor boating/boating	192	180	23	14	23	23	32	23	22	20	11	51	42	44	42	74	102	12	18	84
	15.6%	15.7%	16.5%	11.3%	13.7%	12.2%	23.5%	19.8%	21.0%	11.6%	12.0%	13.1%	19.3%	17.8%	15.5%	15.6%	16.0%	12.1%	13.8%	17.9%
	100.0%	93.8%	12.0%	7.3%	12.0%	12.0%	16.7%	12.0%	11.5%	10.4%	5.7%	26.6%	21.9%	22.9%	21.9%	38.5%	53.1%	6.3%	9.4%	43.8%
Mountain climbing/rock climbing	69	68	13	5	12	9	16	4	6	3	5	19	16	20	9	17	43	7	10	24
	5.6%	5.9%	9.4%	4.0%	7.1%	4.8%	11.8%	3.4%	5.7%	1.7%	5.4%	4.9%	7.3%	8.1%	3.3%	3.6%	6.7%	7.1%	7.7%	5.1%
	100.0%	98.6%	18.8%	7.2%	17.4%	13.0%	23.2%	5.8%	8.7%	4.3%	7.2%	27.5%	23.2%	29.0%	13.0%	24.6%	62.3%	10.1%	14.5%	34.8%
Museums/art galleries	159	150	24	16	27	19	32	9	14	9	6	43	29	35	46	40	94	22	20	70
	12.9%	13.1%	17.3%	12.9%	16.1%	10.1%	23.5%	7.8%	13.3%	5.2%	6.5%	11.1%	13.3%	14.2%	17.0%	8.4%	14.7%	22.2%	15.4%	15.0%
	100.0%	94.3%	15.1%	10.1%	17.0%	11.9%	20.1%	5.7%	8.8%	5.7%	3.8%	27.0%	18.2%	22.0%	28.9%	25.2%	59.1%	13.8%	12.6%	44.0%
Playing cards	174	166	21	18	29	17	27	19	11	24	16	42	27	43	44	82	73	18	17	71
	14.2%	14.5%	15.1%	14.5%	17.3%	9.0%	19.9%	16.4%	10.5%	14.0%	17.4%	10.8%	12.4%	17.4%	16.2%	17.3%	11.4%	18.2%	13.1%	15.2%
	100.0%	95.4%	12.1%	10.3%	16.7%	9.8%	15.5%	10.9%	6.3%	13.8%	9.2%	24.1%	15.5%	24.7%	25.3%	47.1%	42.0%	10.3%	9.8%	40.8%
Riding a motorcycle	133	128	14	13	16	22	18	9	19	17	5	42	33	26	26	51	69	11	13	50
	10.8%	11.1%	10.1%	10.5%	9.5%	11.7%	13.2%	7.8%	18.1%	9.9%	5.4%	10.8%	15.1%	10.5%	9.6%	10.8%	10.8%	11.1%	10.0%	10.7%
	100.0%	96.2%	10.5%	9.8%	12.0%	16.5%	13.5%	6.8%	14.3%	12.8%	3.8%	31.6%	24.8%	19.5%	19.5%	38.3%	51.9%	8.3%	9.8%	37.6%
Roller skating/blading	78	76	12	6	17	13	14	6	8	0	6	27	17	16	12	23	45	7	9	30
	6.3%	6.6%	8.6%	4.8%	10.1%	6.9%	10.3%	5.2%	7.6%	0.0%	6.5%	7.0%	7.8%	6.5%	4.4%	4.9%	7.1%	7.1%	6.9%	6.4%
	100.0%	97.4%	15.4%	7.7%	21.8%	16.7%	17.9%	7.7%	10.3%	0.0%	7.7%	34.6%	21.8%	20.5%	15.4%	29.5%	57.7%	9.0%	11.5%	38.5%
Sailing	86	84	11	13	16	11	16	4	8	5	2	20	19	21	23	34	42	8	15	29
	7.0%	7.3%	7.9%	10.5%	9.5%	5.9%	11.8%	3.4%	7.6%	2.9%	2.2%	5.2%	8.7%	8.5%	8.5%	7.2%	6.6%	8.1%	11.5%	6.2%
	100.0%	97.7%	12.8%	15.1%	18.6%	12.8%	18.6%	4.7%	9.3%	5.8%	2.3%	23.3%	22.1%	24.4%	26.7%	39.5%	48.8%	9.3%	17.4%	33.7%

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Cigar Segmentation

Q8C Section VI. In Column C, which of the following activities would you like to participate in more often?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Skiing downhill	124 10.1% 100.0%	119 10.4% 96.0%	13 9.4% 10.5%	8 6.5% 6.5%	35 20.8% 28.2%	11 5.9% 8.9%	35 25.7% 28.2%	3 2.6% 2.4%	7 6.7% 5.6%	7 4.1% 5.6%	6 6.5% 4.8%	50 12.9% 40.3%	29 13.3% 23.4%	26 10.5% 21.0%	13 4.8% 10.5%	48 10.1% 38.7%	61 9.6% 49.2%	12 12.1% 9.7%	16 12.3% 12.9%	52 11.1% 41.9%
Skiing Cross Country	39 3.2% 100.0%	38 3.3% 97.4%	2 1.4% 5.1%	5 4.0% 12.8%	4 2.4% 10.3%	5 2.7% 12.8%	10 7.4% 25.6%	4 3.4% 10.3%	4 3.8% 10.3%	4 2.3% 10.3%	5 5.4% 12.8%	12 3.1% 30.8%	9 4.1% 23.1%	6 2.4% 15.4%	7 2.6% 17.9%	12 2.5% 30.8%	19 3.0% 48.7%	6 6.1% 15.4%	4 3.1% 10.3%	19 4.1% 48.7%
Snowboarding	31 2.5% 100.0%	30 2.6% 96.8%	3 2.2% 9.7%	3 2.4% 9.7%	4 2.4% 12.9%	0 0.0% 0.0%	11 8.1% 35.5%	2 1.7% 6.5%	6 5.7% 19.4%	1 0.6% 3.2%	3 3.3% 9.7%	16 4.1% 51.6%	8 3.7% 25.8%	2 0.8% 6.5%	2 0.7% 6.5%	8 1.7% 25.8%	14 2.2% 45.2%	7 7.1% 22.6%	4 3.1% 12.9%	18 3.8% 58.1%
Snowmobiling	55 4.5% 100.0%	52 4.5% 94.5%	5 3.6% 9.1%	4 3.2% 7.3%	6 3.6% 10.9%	7 3.7% 12.7%	13 9.6% 23.6%	4 3.4% 7.3%	7 6.7% 12.7%	6 3.5% 10.9%	3 3.3% 5.5%	20 5.2% 36.4%	15 6.9% 27.3%	8 3.2% 14.5%	9 3.3% 16.4%	16 3.4% 29.1%	31 4.9% 56.4%	6 6.1% 10.9%	5 3.8% 9.1%	26 5.6% 47.3%
Softball	101 8.2% 100.0%	95 8.3% 94.1%	16 11.5% 15.8%	6 4.8% 5.9%	11 6.5% 10.9%	12 6.4% 11.9%	22 16.2% 21.8%	7 6.0% 6.9%	11 10.5% 10.9%	10 5.8% 9.9%	9 9.8% 8.9%	37 9.5% 36.6%	20 9.2% 19.8%	18 7.3% 17.8%	16 5.9% 15.8%	38 8.0% 37.6%	49 7.7% 48.5%	13 13.1% 12.9%	12 9.2% 11.9%	48 10.3% 47.5%
Soccer	36 2.9% 100.0%	35 3.0% 97.2%	5 3.6% 13.9%	3 2.4% 8.3%	6 3.6% 16.7%	4 2.1% 11.1%	7 5.1% 19.4%	2 1.7% 5.6%	6 5.7% 16.7%	2 1.2% 5.6%	3 3.3% 8.3%	17 4.4% 47.2%	8 3.7% 22.2%	4 1.6% 11.1%	4 1.5% 11.1%	11 2.3% 30.6%	18 2.8% 50.0%	6 6.1% 16.7%	5 3.8% 13.9%	18 3.8% 50.0%
Sport/Target Shooting	149 12.1% 100.0%	144 12.5% 96.6%	29 20.9% 19.5%	22 17.7% 14.8%	25 14.9% 16.8%	23 12.2% 15.4%	15 11.0% 10.1%	6 5.2% 4.0%	13 12.4% 8.7%	11 6.4% 7.4%	9 9.8% 6.0%	35 9.0% 23.5%	26 11.9% 17.4%	42 17.0% 28.2%	36 13.3% 24.2%	54 11.4% 36.2%	79 12.4% 53.0%	14 14.1% 9.4%	16 12.3% 10.7%	53 11.3% 35.6%
Swimming	177 14.4% 100.0%	170 14.8% 96.0%	24 17.3% 13.6%	19 15.3% 10.7%	24 14.3% 13.6%	26 13.8% 14.7%	28 20.6% 15.8%	17 14.7% 9.6%	17 16.2% 9.6%	15 8.7% 8.5%	12 13.0% 6.8%	53 13.7% 29.9%	34 15.6% 19.2%	42 17.0% 23.7%	35 12.9% 19.8%	63 13.3% 35.6%	94 14.7% 53.1%	17 17.2% 9.6%	19 14.6% 10.7%	76 16.2% 42.9%
Tennis	79 6.4% 100.0%	74 6.4% 93.7%	8 5.8% 10.1%	6 4.8% 7.6%	9 5.4% 11.4%	13 6.9% 16.5%	20 14.7% 25.3%	4 3.4% 5.1%	5 4.8% 6.3%	9 5.2% 11.4%	7 7.6% 8.9%	30 7.7% 38.0%	16 7.3% 20.3%	10 4.0% 12.7%	15 5.5% 19.0%	28 5.9% 35.4%	43 6.7% 54.4%	7 7.1% 8.9%	9 6.9% 11.4%	31 6.6% 39.2%
Volleyball	73 5.9% 100.0%	70 6.1% 95.9%	10 7.2% 13.7%	8 6.5% 11.0%	11 6.5% 15.1%	5 2.7% 6.8%	17 12.5% 23.3%	3 2.6% 4.1%	11 10.5% 15.1%	5 2.9% 6.8%	5 5.4% 6.8%	27 7.0% 37.0%	15 6.9% 20.5%	14 5.7% 19.2%	12 4.4% 16.4%	32 6.8% 43.8%	36 5.6% 49.3%	3 3.0% 4.1%	7 5.4% 9.6%	30 6.4% 41.1%

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Cigar Segmentation

Q8C Section VI. In Column C, which of the following activities would you like to participate in more often?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Weightlifting	140	136	19	13	18	17	30	7	16	16	19	41	34	28	16	50	75	10	11	62
	11.4%	11.8%	13.7%	10.5%	10.7%	9.0%	22.1%	6.0%	15.2%	9.3%	20.7%	10.6%	15.6%	11.3%	5.9%	10.5%	11.8%	10.1%	8.5%	13.2%
	100.0%	97.1%	13.6%	9.3%	12.9%	12.1%	21.4%	5.0%	11.4%	11.4%	13.6%	29.3%	24.3%	20.0%	11.4%	35.7%	53.6%	7.1%	7.9%	44.3%
Whitewater rafting	83	81	10	8	19	5	22	5	7	5	6	30	15	19	13	24	50	8	10	38
	6.8%	7.1%	7.2%	6.5%	11.3%	2.7%	16.2%	4.3%	6.7%	2.9%	6.5%	7.7%	6.9%	7.7%	4.8%	5.1%	7.8%	8.1%	7.7%	8.1%
	100.0%	97.6%	12.0%	9.6%	22.9%	6.0%	26.5%	6.0%	8.4%	6.0%	7.2%	36.1%	18.1%	22.9%	15.7%	28.9%	60.2%	9.6%	12.0%	45.8%
Wine tasting	190	186	40	16	38	28	32	9	19	4	13	57	43	41	35	61	99	27	22	61
	15.5%	16.2%	28.8%	12.9%	22.6%	14.9%	23.5%	7.8%	18.1%	2.3%	14.1%	14.7%	19.7%	16.6%	12.9%	12.9%	15.5%	27.3%	16.9%	13.0%
	100.0%	97.9%	21.1%	8.4%	20.0%	14.7%	16.8%	4.7%	10.0%	2.1%	6.8%	30.0%	22.6%	21.6%	18.4%	32.1%	52.1%	14.2%	11.6%	32.1%
No answer	189	162	16	25	10	25	9	29	12	36	18	46	39	34	49	75	96	13	25	62
	15.4%	14.1%	11.5%	20.2%	6.0%	13.3%	6.6%	25.0%	11.4%	20.9%	19.6%	11.9%	17.9%	13.8%	18.1%	15.8%	15.0%	13.1%	19.2%	13.2%
	100.0%	85.7%	8.5%	13.2%	5.3%	13.2%	4.8%	15.3%	6.3%	19.0%	9.5%	24.3%	20.6%	18.0%	25.9%	39.7%	50.8%	6.9%	13.2%	32.8%

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Cigar Segmentation

Q9 Section VI. Please X the sporting events that you enjoy watching either on television or in person.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Professional football	768	722	89	76	129	115	98	63	59	93	52	257	126	159	167	284	421	59	71	295
	62.5%	62.9%	64.0%	61.3%	76.8%	61.2%	72.1%	54.3%	56.2%	54.1%	56.5%	66.2%	57.8%	64.4%	61.6%	59.9%	66.0%	59.6%	54.6%	63.0%
	100.0%	94.0%	11.6%	9.9%	16.8%	15.0%	12.8%	8.2%	7.7%	12.1%	6.8%	33.5%	16.4%	20.7%	21.7%	37.0%	54.8%	7.7%	9.2%	38.4%
Professional baseball	505	474	66	54	86	61	71	38	43	55	32	178	79	104	105	169	276	54	61	184
	41.1%	41.3%	47.5%	43.5%	51.2%	32.4%	52.2%	32.8%	41.0%	32.0%	34.8%	45.9%	36.2%	42.1%	38.7%	35.7%	43.3%	54.5%	46.9%	39.3%
	100.0%	93.9%	13.1%	10.7%	17.0%	12.1%	14.1%	7.5%	8.5%	10.9%	6.3%	35.2%	15.6%	20.6%	20.8%	33.5%	54.7%	10.7%	12.1%	36.4%
College football	502	477	64	52	105	65	65	41	34	51	37	167	86	91	116	194	265	41	50	179
	40.8%	41.6%	46.0%	41.9%	62.5%	34.6%	47.8%	35.3%	32.4%	29.7%	40.2%	43.0%	39.4%	36.8%	42.8%	40.9%	41.5%	41.4%	38.5%	38.2%
	100.0%	95.0%	12.7%	10.4%	20.9%	12.9%	12.9%	8.2%	6.8%	10.2%	7.4%	33.3%	17.1%	18.1%	23.1%	38.6%	52.8%	8.2%	10.0%	35.7%
Boxing	429	406	58	40	57	73	54	36	39	49	37	128	85	82	92	157	232	32	42	159
	34.9%	35.4%	41.7%	32.3%	33.9%	38.8%	39.7%	31.0%	37.1%	28.5%	40.2%	33.0%	39.0%	33.2%	33.9%	33.1%	36.4%	32.3%	32.3%	34.0%
	100.0%	94.6%	13.5%	9.3%	13.3%	17.0%	12.6%	8.4%	9.1%	11.4%	8.6%	29.8%	19.8%	19.1%	21.4%	36.6%	54.1%	7.5%	9.8%	37.1%
NASCAR (Winston Cup) racing	400	366	40	40	52	63	39	39	42	51	29	125	76	83	82	157	216	22	34	163
	32.5%	31.9%	28.8%	32.3%	31.0%	33.5%	28.7%	33.6%	40.0%	29.7%	31.5%	32.2%	34.9%	33.6%	30.3%	33.1%	33.9%	22.2%	26.2%	34.8%
	100.0%	91.5%	10.0%	10.0%	13.0%	15.8%	9.8%	9.8%	10.5%	12.8%	7.3%	31.3%	19.0%	20.8%	20.5%	39.3%	54.0%	5.5%	8.5%	40.8%
Professional basketball	396	376	48	44	65	52	63	34	26	44	30	153	62	65	79	143	216	32	44	141
	32.2%	32.8%	34.5%	35.5%	38.7%	27.7%	46.3%	29.3%	24.8%	25.6%	32.6%	39.4%	28.4%	26.3%	29.2%	30.2%	33.9%	32.3%	33.8%	30.1%
	100.0%	94.9%	12.1%	11.1%	16.4%	13.1%	15.9%	8.6%	6.6%	11.1%	7.6%	38.6%	15.7%	16.4%	19.9%	36.1%	54.5%	8.1%	11.1%	35.6%
Professional golf	344	325	54	30	70	42	56	18	19	36	19	137	60	62	64	127	191	25	43	120
	28.0%	28.3%	38.8%	24.2%	41.7%	22.3%	41.2%	15.5%	18.1%	20.9%	20.7%	35.3%	27.5%	25.1%	23.6%	26.8%	29.9%	25.3%	33.1%	25.6%
	100.0%	94.5%	15.7%	8.7%	20.3%	12.2%	16.3%	5.2%	5.5%	10.5%	5.5%	39.8%	17.4%	18.0%	18.6%	36.9%	55.5%	7.3%	12.5%	34.9%
College basketball	325	311	43	29	71	37	59	24	16	32	21	119	55	62	64	124	167	32	35	107
	26.4%	27.1%	30.9%	23.4%	42.3%	19.7%	43.4%	20.7%	15.2%	18.6%	22.8%	30.7%	25.2%	25.1%	23.6%	26.2%	26.2%	32.3%	26.9%	22.9%
	100.0%	95.7%	13.2%	8.9%	21.8%	11.4%	18.2%	7.4%	4.9%	9.8%	6.5%	36.6%	16.9%	19.1%	19.7%	38.2%	51.4%	9.8%	10.8%	32.9%
Fishing show	307	281	41	30	30	52	22	30	32	44	20	86	59	62	75	123	166	16	31	119
	25.0%	24.5%	29.5%	24.2%	17.9%	27.7%	16.2%	25.9%	30.5%	25.6%	21.7%	22.2%	27.1%	25.1%	27.7%	25.9%	26.0%	16.2%	23.8%	25.4%
	100.0%	91.5%	13.4%	9.8%	9.8%	16.9%	7.2%	9.8%	10.4%	14.3%	6.5%	28.0%	19.2%	20.2%	24.4%	40.1%	54.1%	5.2%	10.1%	38.8%
Professional ice hockey	295	278	38	28	68	40	40	16	23	25	17	100	65	62	49	104	170	20	24	102
	24.0%	24.2%	27.3%	22.6%	40.5%	21.3%	29.4%	13.8%	21.9%	14.5%	18.5%	25.8%	29.8%	25.1%	18.1%	21.9%	26.6%	20.2%	18.5%	21.8%
	100.0%	94.2%	12.9%	9.5%	23.1%	13.6%	13.6%	5.4%	7.8%	8.5%	5.8%	33.9%	22.0%	21.0%	16.6%	35.3%	57.6%	6.8%	8.1%	34.6%
Drag racing	279	256	25	33	27	44	19	28	38	42	18	73	52	69	64	114	146	16	24	103
	22.7%	22.3%	18.0%	26.6%	16.1%	23.4%	14.0%	24.1%	36.2%	24.4%	19.6%	18.8%	23.9%	27.9%	23.6%	24.1%	22.9%	16.2%	18.5%	22.0%
	100.0%	91.8%	9.0%	11.8%	9.7%	15.8%	6.8%	10.0%	13.6%	15.1%	6.5%	26.2%	18.6%	24.7%	22.9%	40.9%	52.3%	5.7%	8.6%	36.9%
Wrestling (professional)	255	234	29	19	26	38	19	28	27	48	26	84	45	45	51	108	131	12	28	106
	20.7%	20.4%	20.9%	15.3%	15.5%	20.2%	14.0%	24.1%	25.7%	27.9%	28.3%	21.6%	20.6%	18.2%	18.8%	22.8%	20.5%	12.1%	21.5%	22.6%
	100.0%	91.8%	11.4%	7.5%	10.2%	14.9%	7.5%	11.0%	10.6%	18.8%	10.2%	32.9%	17.6%	17.6%	20.0%	42.4%	51.4%	4.7%	11.0%	41.6%
Hunting shows	247	232	34	23	21	45	25	17	31	36	19	71	46	55	52	100	137	8	26	103
	20.1%	20.2%	24.5%	18.5%	12.5%	23.9%	18.4%	14.7%	29.5%	20.9%	20.7%	18.3%	21.1%	22.3%	19.2%	21.1%	21.5%	8.1%	20.0%	22.0%
	100.0%	93.9%	13.8%	9.3%	8.5%	18.2%	10.1%	6.9%	12.6%	14.6%	7.7%	28.7%	18.6%	22.3%	21.1%	40.5%	55.5%	3.2%	10.5%	41.7%

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Cigar Segmentation

Q9 Section VI. Please X the sporting events that you enjoy watching either on television or in person.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Rodeo	212	194	21	15	25	34	18	28	25	28	20	50	38	49	52	91	111	9	10	94
	17.2%	16.9%	15.1%	12.1%	14.9%	18.1%	13.2%	24.1%	23.8%	16.3%	21.7%	12.9%	17.4%	19.8%	19.2%	19.2%	17.4%	9.1%	7.7%	20.1%
	100.0%	91.5%	9.9%	7.1%	11.8%	16.0%	8.5%	13.2%	11.8%	13.2%	9.4%	23.6%	17.9%	23.1%	24.5%	42.9%	52.4%	4.2%	4.7%	44.3%
Indy CART racing	169	157	20	17	30	23	14	20	14	19	10	57	26	38	36	62	93	12	10	71
	13.8%	13.7%	14.4%	13.7%	17.9%	12.2%	10.3%	17.2%	13.3%	11.0%	10.9%	14.7%	11.9%	15.4%	13.3%	13.1%	14.6%	12.1%	7.7%	15.2%
	100.0%	92.9%	11.8%	10.1%	17.8%	13.6%	8.3%	11.8%	8.3%	11.2%	5.9%	33.7%	15.4%	22.5%	21.3%	36.7%	55.0%	7.1%	5.9%	42.0%
Power boat racing	165	152	18	20	22	31	15	15	18	13	8	48	27	42	37	71	87	4	14	70
	13.4%	13.2%	12.9%	16.1%	13.1%	16.5%	11.0%	12.9%	17.1%	7.6%	8.7%	12.4%	12.4%	17.0%	13.7%	15.0%	13.6%	4.0%	10.8%	15.0%
	100.0%	92.1%	10.9%	12.1%	13.3%	18.8%	9.1%	9.1%	10.9%	7.9%	4.8%	29.1%	16.4%	25.5%	22.4%	43.0%	52.7%	2.4%	8.5%	42.4%
Tennis	161	154	24	17	32	22	27	10	9	13	11	58	25	30	36	65	82	13	23	49
	13.1%	13.4%	17.3%	13.7%	19.0%	11.7%	19.9%	8.6%	8.6%	7.6%	12.0%	14.9%	11.5%	12.1%	13.3%	13.7%	12.9%	13.1%	17.7%	10.5%
	100.0%	95.7%	14.9%	10.6%	19.9%	13.7%	16.8%	6.2%	5.6%	8.1%	6.8%	36.0%	15.5%	18.6%	22.4%	40.4%	50.9%	8.1%	14.3%	30.4%
Formula 1 racing	158	147	23	19	27	23	16	13	18	8	9	58	24	35	30	54	91	10	14	68
	12.9%	12.8%	16.5%	15.3%	16.1%	12.2%	11.8%	11.2%	17.1%	4.7%	9.8%	14.9%	11.0%	14.2%	11.1%	11.4%	14.3%	10.1%	10.8%	14.5%
	100.0%	93.0%	14.6%	12.0%	17.1%	14.6%	10.1%	8.2%	11.4%	5.1%	5.7%	36.7%	15.2%	22.2%	19.0%	34.2%	57.6%	6.3%	8.9%	43.0%
Horse racing	124	113	20	15	15	16	14	13	8	12	7	32	19	32	31	45	68	10	17	36
	10.1%	9.8%	14.4%	12.1%	8.9%	8.5%	10.3%	11.2%	7.6%	7.0%	7.6%	8.2%	8.7%	13.0%	11.4%	9.5%	10.7%	10.1%	13.1%	7.7%
	100.0%	91.1%	16.1%	12.1%	12.1%	12.9%	11.3%	10.5%	6.5%	9.7%	5.6%	25.8%	15.3%	25.8%	25.0%	36.3%	54.8%	8.1%	13.7%	29.0%
Professional bowling	123	117	21	12	16	12	3	17	14	22	8	33	23	23	34	49	65	7	13	44
	10.0%	10.2%	15.1%	9.7%	9.5%	6.4%	2.2%	14.7%	13.3%	12.8%	8.7%	8.5%	10.6%	9.3%	12.5%	10.3%	10.2%	7.1%	10.0%	9.4%
	100.0%	95.1%	17.1%	9.8%	13.0%	9.8%	2.4%	13.8%	11.4%	17.9%	6.5%	26.8%	18.7%	18.7%	27.6%	39.8%	52.8%	5.7%	10.6%	35.8%
Wrestling (amateur)	121	114	15	13	13	13	10	16	11	23	15	36	18	25	25	54	59	5	18	47
	9.8%	9.9%	10.8%	10.5%	7.7%	6.9%	7.4%	13.8%	10.5%	13.4%	16.3%	9.3%	8.3%	10.1%	9.2%	11.4%	9.2%	5.1%	13.8%	10.0%
	100.0%	94.2%	12.4%	10.7%	10.7%	10.7%	8.3%	13.2%	9.1%	19.0%	12.4%	29.8%	14.9%	20.7%	20.7%	44.6%	48.8%	4.1%	14.9%	38.8%
Soccer	113	107	14	11	25	18	17	5	8	9	6	46	19	21	20	38	59	15	13	36
	9.2%	9.3%	10.1%	8.9%	14.9%	9.6%	12.5%	4.3%	7.6%	5.2%	6.5%	11.9%	8.7%	8.5%	7.4%	8.0%	9.2%	15.2%	10.0%	7.7%
	100.0%	94.7%	12.4%	9.7%	22.1%	15.9%	15.0%	4.4%	7.1%	8.0%	5.3%	40.7%	16.8%	18.6%	17.7%	33.6%	52.2%	13.3%	11.5%	31.9%
Skiing	112	105	12	8	23	18	20	9	8	7	7	36	28	25	16	51	53	7	10	41
	9.1%	9.1%	8.6%	6.5%	13.7%	9.6%	14.7%	7.8%	7.6%	4.1%	7.6%	9.3%	12.8%	10.1%	5.9%	10.8%	8.3%	7.1%	7.7%	8.8%
	100.0%	93.8%	10.7%	7.1%	20.5%	16.1%	17.9%	8.0%	7.1%	6.3%	6.3%	32.1%	25.0%	22.3%	14.3%	45.5%	47.3%	6.3%	8.9%	36.6%
Track and field	111	106	21	11	16	14	20	7	6	11	10	36	17	19	28	47	54	10	13	35
	9.0%	9.2%	15.1%	8.9%	9.5%	7.4%	14.7%	6.0%	5.7%	6.4%	10.9%	9.3%	7.8%	7.7%	10.3%	9.9%	8.5%	10.1%	10.0%	7.5%
	100.0%	95.5%	18.9%	9.9%	14.4%	12.6%	18.0%	6.3%	5.4%	9.9%	9.0%	32.4%	15.3%	17.1%	25.2%	42.3%	48.6%	9.0%	11.7%	31.5%
Ice skating	106	100	9	12	10	19	7	16	11	16	6	32	14	20	32	52	44	9	12	41
	8.6%	8.7%	6.5%	9.7%	6.0%	10.1%	5.1%	13.8%	10.5%	9.3%	6.5%	8.2%	6.4%	8.1%	11.8%	11.0%	6.9%	9.1%	9.2%	8.8%
	100.0%	94.3%	8.5%	11.3%	9.4%	17.9%	6.6%	15.1%	10.4%	15.1%	5.7%	30.2%	13.2%	18.9%	30.2%	49.1%	41.5%	8.5%	11.3%	38.7%
Sailing	53	45	9	6	9	12	4	3	1	1	0	14	7	11	20	16	33	4	8	14
	4.3%	3.9%	6.5%	4.8%	5.4%	6.4%	2.9%	2.6%	1.0%	0.6%	0.0%	3.6%	3.2%	4.5%	7.4%	3.4%	5.2%	4.0%	6.2%	3.0%
	100.0%	84.9%	17.0%	11.3%	17.0%	22.6%	7.5%	5.7%	1.9%	1.9%	0.0%	26.4%	13.2%	20.8%	37.7%	30.2%	62.3%	7.5%	15.1%	26.4%

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Cigar Segmentation

Q10A Section VI. Have you ever purchased products through catalogs?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Yes	1052	990	128	109	154	168	121	99	81	130	70	330	189	212	239	395	557	87	112	389
	85.6%	86.2%	92.1%	87.9%	91.7%	89.4%	89.0%	85.3%	77.1%	75.6%	76.1%	85.1%	86.7%	85.8%	88.2%	83.3%	87.3%	87.9%	86.2%	83.1%
	100.0%	94.1%	12.2%	10.4%	14.6%	16.0%	11.5%	9.4%	7.7%	12.4%	6.7%	31.4%	18.0%	20.2%	22.7%	37.5%	52.9%	8.3%	10.6%	37.0%
No	177	158	11	15	14	20	15	17	24	42	22	58	29	35	32	79	81	12	18	79
	14.4%	13.8%	7.9%	12.1%	8.3%	10.6%	11.0%	14.7%	22.9%	24.4%	23.9%	14.9%	13.3%	14.2%	11.8%	16.7%	12.7%	12.1%	13.8%	16.9%
	100.0%	89.3%	6.2%	8.5%	7.9%	11.3%	8.5%	9.6%	13.6%	23.7%	12.4%	32.8%	16.4%	19.8%	18.1%	44.6%	45.8%	6.8%	10.2%	44.6%
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052 100.0% 100.0%	990 100.0% 94.1%	128 100.0% 12.2%	109 100.0% 10.4%	154 100.0% 14.6%	168 100.0% 16.0%	121 100.0% 11.5%	99 100.0% 9.4%	81 100.0% 7.7%	130 100.0% 12.4%	70 100.0% 6.7%	330 100.0% 31.4%	189 100.0% 18.0%	212 100.0% 20.2%	239 100.0% 22.7%	395 100.0% 37.5%	557 100.0% 52.9%	87 100.0% 8.3%	112 100.0% 10.6%	389 100.0% 37.0%
For Self																				
Net - Other	792 75.3% 100.0%	744 75.2% 93.9%	100 78.1% 12.6%	83 76.1% 10.5%	119 77.3% 15.0%	119 70.8% 15.0%	93 76.9% 11.7%	64 64.6% 8.1%	63 77.8% 8.0%	103 79.2% 13.0%	51 72.9% 6.4%	258 78.2% 32.6%	141 74.6% 17.8%	160 75.5% 20.2%	172 72.0% 21.7%	286 72.4% 36.1%	428 76.8% 54.0%	69 79.3% 8.7%	80 71.4% 10.1%	300 77.1% 37.9%
Music CD's	557 52.9% 100.0%	527 53.2% 94.6%	77 60.2% 13.8%	59 54.1% 10.6%	86 55.8% 15.4%	77 45.8% 13.8%	76 62.8% 13.6%	30 30.3% 5.4%	48 59.3% 8.6%	74 56.9% 13.3%	35 50.0% 6.3%	201 60.9% 36.1%	97 51.3% 17.4%	112 52.8% 20.1%	106 44.4% 19.0%	203 51.4% 36.4%	298 53.5% 53.5%	51 58.6% 9.2%	54 48.2% 9.7%	211 54.2% 37.9%
Sports equipment	206 19.6% 100.0%	198 20.0% 96.1%	31 24.2% 15.0%	25 22.9% 12.1%	40 26.0% 19.4%	29 17.3% 14.1%	20 16.5% 9.7%	20 20.2% 9.7%	14 17.3% 6.8%	19 14.6% 9.2%	13 18.6% 6.3%	65 19.7% 31.6%	40 21.2% 19.4%	44 20.8% 21.4%	43 18.0% 20.9%	69 17.5% 33.5%	120 21.5% 58.3%	14 16.1% 6.8%	28 25.0% 13.6%	66 17.0% 32.0%
Home office: pens, desk accessories, lighting, chairs	184 17.5% 100.0%	175 17.7% 95.1%	34 26.6% 18.5%	29 26.6% 15.8%	24 15.6% 13.0%	30 17.9% 16.3%	21 17.4% 11.4%	13 13.1% 7.1%	6 7.4% 3.3%	18 13.8% 9.8%	10 14.3% 5.4%	48 14.5% 26.1%	31 16.4% 16.8%	46 21.7% 25.0%	48 20.1% 26.1%	59 14.9% 32.1%	98 17.6% 53.3%	25 28.7% 13.6%	28 25.0% 15.2%	59 15.2% 32.1%
Storage: music, video, CD's, clothing	177 16.8% 100.0%	166 16.8% 93.8%	18 14.1% 10.2%	25 22.9% 14.1%	22 14.3% 12.4%	25 14.9% 14.1%	17 14.0% 9.6%	17 17.2% 9.6%	16 19.8% 9.0%	26 20.0% 14.7%	14 20.0% 7.9%	53 16.1% 29.9%	29 15.3% 16.4%	34 16.0% 19.2%	46 19.2% 26.0%	60 15.2% 33.9%	103 18.5% 58.2%	11 12.6% 6.2%	22 19.6% 12.4%	63 16.2% 35.6%
Casino: slot/video machines, poker accessories, etc.	28 2.7% 100.0%	26 2.6% 92.9%	4 3.1% 14.3%	7 6.4% 25.0%	5 3.2% 17.9%	4 2.4% 14.3%	2 1.7% 7.1%	2 2.0% 7.1%	1 1.2% 3.6%	1 0.8% 3.6%	2 2.9% 7.1%	5 1.5% 17.9%	8 4.2% 28.6%	6 2.8% 21.4%	6 2.5% 21.4%	12 3.0% 42.9%	12 2.2% 42.9%	3 3.4% 10.7%	3 2.7% 10.7%	8 2.1% 28.6%
Net - Clothing/Shoes	696 66.2% 100.0%	662 66.9% 95.1%	94 73.4% 13.5%	76 69.7% 10.9%	113 73.4% 16.2%	100 59.5% 14.4%	89 73.6% 12.8%	63 63.6% 9.1%	50 61.7% 7.2%	77 59.2% 11.1%	51 72.9% 7.3%	219 66.4% 31.5%	107 56.6% 15.4%	143 67.5% 20.5%	167 69.9% 24.0%	255 64.6% 36.6%	370 66.4% 53.2%	62 71.3% 8.9%	74 66.1% 10.6%	248 63.8% 35.6%
Clothing	654 62.2% 100.0%	625 63.1% 95.6%	85 66.4% 13.0%	72 66.1% 11.0%	111 72.1% 17.0%	96 57.1% 14.7%	87 71.9% 13.3%	58 58.6% 8.9%	46 56.8% 7.0%	70 53.8% 10.7%	48 68.6% 7.3%	206 62.4% 31.5%	98 51.9% 15.0%	134 63.2% 20.5%	159 66.5% 24.3%	242 61.3% 37.0%	347 62.3% 53.1%	59 67.8% 9.0%	73 65.2% 11.2%	233 59.9% 35.6%
Shoes	222 21.1% 100.0%	205 20.7% 92.3%	23 18.0% 10.4%	33 30.3% 14.9%	29 18.8% 13.1%	32 19.0% 14.4%	23 19.0% 10.4%	23 23.2% 10.4%	14 17.3% 6.3%	28 21.5% 12.6%	15 21.4% 6.8%	62 18.8% 27.9%	31 16.4% 14.0%	48 22.6% 21.6%	62 25.9% 27.9%	78 19.7% 35.1%	118 21.2% 53.2%	20 23.0% 9.0%	20 17.9% 9.0%	74 19.0% 33.3%
Net - Destination Macanudo's	631 60.0% 100.0%	602 60.8% 95.4%	97 75.8% 15.4%	97 89.0% 15.4%	96 62.3% 15.2%	94 56.0% 14.9%	54 44.6% 8.6%	57 57.6% 9.0%	41 50.6% 6.5%	66 50.8% 10.5%	26 37.1% 4.1%	192 58.2% 30.4%	110 58.2% 17.4%	129 60.8% 20.4%	167 69.9% 26.5%	229 58.0% 36.3%	336 60.3% 53.2%	58 66.7% 9.2%	84 75.0% 13.3%	184 47.3% 29.2%
Cigars	336 31.9% 100.0%	325 32.8% 96.7%	68 53.1% 20.2%	84 77.1% 25.0%	49 31.8% 14.6%	47 28.0% 14.0%	7 5.8% 2.1%	31 31.3% 9.2%	15 18.5% 4.5%	24 18.5% 7.1%	6 8.6% 1.8%	97 29.4% 28.9%	55 29.1% 16.4%	63 29.7% 18.8%	111 46.4% 33.0%	107 27.1% 31.8%	198 35.5% 58.9%	29 33.3% 8.6%	70 62.5% 20.8%	47 12.1% 14.0%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052 100.0% 100.0%	990 100.0% 94.1%	128 100.0% 12.2%	109 100.0% 10.4%	154 100.0% 14.6%	168 100.0% 16.0%	121 100.0% 11.5%	99 100.0% 9.4%	81 100.0% 7.7%	130 100.0% 12.4%	70 100.0% 6.7%	330 100.0% 31.4%	189 100.0% 18.0%	212 100.0% 20.2%	239 100.0% 22.7%	395 100.0% 37.5%	557 100.0% 52.9%	87 100.0% 8.3%	112 100.0% 10.6%	389 100.0% 37.0%
Personal electronics	246 23.4% 100.0%	232 23.4% 94.3%	30 23.4% 12.2%	36 33.0% 14.6%	42 27.3% 17.1%	33 19.6% 13.4%	31 25.6% 12.6%	19 19.2% 7.7%	16 19.8% 6.5%	25 19.2% 10.2%	14 20.0% 5.7%	70 21.2% 28.5%	50 26.5% 20.3%	49 23.1% 19.9%	60 25.1% 24.4%	86 21.8% 35.0%	132 23.7% 53.7%	24 27.6% 9.8%	25 22.3% 10.2%	92 23.7% 37.4%
Cooking accessories and utensils, e.g., knives	225 21.4% 100.0%	213 21.5% 94.7%	39 30.5% 17.3%	33 30.3% 14.7%	34 22.1% 15.1%	31 18.5% 13.8%	14 11.6% 6.2%	22 22.2% 9.8%	13 16.0% 5.8%	27 20.8% 12.0%	12 17.1% 5.3%	59 17.9% 26.2%	32 16.9% 14.2%	57 26.9% 25.3%	62 25.9% 27.6%	75 19.0% 33.3%	124 22.3% 55.1%	24 27.6% 10.7%	19 17.0% 8.4%	74 19.0% 32.9%
Travel accessories, such as a radar detector or alarm clock	121 11.5% 100.0%	111 11.2% 91.7%	17 13.3% 14.0%	23 21.1% 19.0%	16 10.4% 13.2%	15 8.9% 12.4%	13 10.7% 10.7%	7 7.1% 5.8%	8 9.9% 6.6%	12 9.2% 9.9%	5 7.1% 4.1%	36 10.9% 29.8%	23 12.2% 19.0%	25 11.8% 20.7%	30 12.6% 24.8%	47 11.9% 38.8%	59 10.6% 48.8%	12 13.8% 9.9%	15 13.4% 12.4%	38 9.8% 31.4%
Entertaining accessories, such as wine glasses and bottle openers	114 10.8% 100.0%	111 11.2% 97.4%	27 21.1% 23.7%	14 12.8% 12.3%	20 13.0% 17.5%	11 6.5% 9.6%	17 14.0% 14.9%	4 4.0% 3.5%	10 12.3% 8.8%	8 6.2% 7.0%	5 7.1% 4.4%	40 12.1% 35.1%	22 11.6% 19.3%	25 11.8% 21.9%	21 8.8% 18.4%	40 10.1% 35.1%	61 11.0% 53.5%	13 14.9% 11.4%	14 12.5% 12.3%	42 10.8% 36.8%
Barbecue grills and accessories	87 8.3% 100.0%	83 8.4% 95.4%	15 11.7% 17.2%	12 11.0% 13.8%	13 8.4% 14.9%	17 10.1% 19.5%	6 5.0% 6.9%	4 4.0% 4.6%	6 7.4% 6.9%	10 7.7% 11.5%	6 8.6% 6.9%	27 8.2% 31.0%	15 7.9% 17.2%	15 7.1% 17.2%	22 9.2% 25.3%	29 7.3% 33.3%	50 9.0% 57.5%	7 8.0% 8.0%	13 11.6% 14.9%	19 4.9% 21.8%
Net - Home Entertainment	392 37.3% 100.0%	371 37.5% 94.6%	66 51.6% 16.8%	53 48.6% 13.5%	62 40.3% 15.8%	53 31.5% 13.5%	37 30.6% 9.4%	31 31.3% 7.9%	22 27.2% 5.6%	47 36.2% 12.0%	25 35.7% 6.4%	113 34.2% 28.8%	61 32.3% 15.6%	89 42.0% 22.7%	98 41.0% 25.0%	143 36.2% 36.5%	202 36.3% 51.5%	42 48.3% 10.7%	46 41.1% 11.7%	124 31.9% 31.6%
Cooking accessories and utensils, e.g., knives	225 21.4% 100.0%	213 21.5% 94.7%	39 30.5% 17.3%	33 30.3% 14.7%	34 22.1% 15.1%	31 18.5% 13.8%	14 11.6% 6.2%	22 22.2% 9.8%	13 16.0% 5.8%	27 20.8% 12.0%	12 17.1% 5.3%	59 17.9% 26.2%	32 16.9% 14.2%	57 26.9% 25.3%	62 25.9% 27.6%	75 19.0% 33.3%	124 22.3% 55.1%	24 27.6% 10.7%	19 17.0% 8.4%	74 19.0% 32.9%
Gourmet Foods	162 15.4% 100.0%	151 15.3% 93.2%	27 21.1% 16.7%	22 20.2% 13.6%	28 18.2% 17.3%	28 16.7% 17.3%	11 9.1% 6.8%	11 11.1% 6.8%	6 7.4% 3.7%	18 13.8% 11.1%	8 11.4% 4.9%	46 13.9% 28.4%	25 13.2% 15.4%	37 17.5% 22.8%	43 18.0% 26.5%	58 14.7% 35.8%	79 14.2% 48.8%	23 26.4% 14.2%	25 22.3% 15.4%	47 12.1% 29.0%
Entertaining accessories, such as wine glasses and bottle openers	114 10.8% 100.0%	111 11.2% 97.4%	27 21.1% 23.7%	14 12.8% 12.3%	20 13.0% 17.5%	11 6.5% 9.6%	17 14.0% 14.9%	4 4.0% 3.5%	10 12.3% 8.8%	8 6.2% 7.0%	5 7.1% 4.4%	40 12.1% 35.1%	22 11.6% 19.3%	25 11.8% 21.9%	21 8.8% 18.4%	40 10.1% 35.1%	61 11.0% 53.5%	13 14.9% 11.4%	14 12.5% 12.3%	42 10.8% 36.8%
Barbecue grills and accessories	87 8.3% 100.0%	83 8.4% 95.4%	15 11.7% 17.2%	12 11.0% 13.8%	13 8.4% 14.9%	17 10.1% 19.5%	6 5.0% 6.9%	4 4.0% 4.6%	6 7.4% 6.9%	10 7.7% 11.5%	6 8.6% 6.9%	27 8.2% 31.0%	15 7.9% 17.2%	15 7.1% 17.2%	22 9.2% 25.3%	29 7.3% 33.3%	50 9.0% 57.5%	7 8.0% 8.0%	13 11.6% 14.9%	19 4.9% 21.8%
Wine	63 6.0% 100.0%	61 6.2% 96.8%	21 16.4% 33.3%	6 5.5% 9.5%	13 8.4% 20.6%	9 5.4% 14.3%	9 7.4% 14.3%	1 1.0% 1.6%	0 0.0% 0.0%	2 1.5% 3.2%	5 7.1% 7.9%	21 6.4% 33.3%	10 5.3% 15.9%	17 8.0% 27.0%	10 4.2% 15.9%	20 5.1% 31.7%	32 5.7% 50.8%	11 12.6% 17.5%	12 10.7% 19.0%	14 3.6% 22.2%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052 100.0% 100.0%	990 100.0% 94.1%	128 100.0% 12.2%	109 100.0% 10.4%	154 100.0% 14.6%	168 100.0% 16.0%	121 100.0% 11.5%	99 100.0% 9.4%	81 100.0% 7.7%	130 100.0% 12.4%	70 100.0% 6.7%	330 100.0% 31.4%	189 100.0% 18.0%	212 100.0% 20.2%	239 100.0% 22.7%	395 100.0% 37.5%	557 100.0% 52.9%	87 100.0% 8.3%	112 100.0% 10.6%	389 100.0% 37.0%
Net - Personal Accessories	244 23.2% 100.0%	228 23.0% 93.4%	34 26.6% 13.9%	42 38:5% 17.2%	28 18.2% 11.5%	29 17.3% 11.9%	17 14.0% 7.0%	26 26.3% 10.7%	19 23.5% 7.8%	33 25.4% 13.5%	14 20.0% 5.7%	62 18.8% 25.4%	40 21.2% 16.4%	51 24.1% 20.9%	73 30.5% 29.9%	88 22.3% 36.1%	132 23.7% 54.1%	18 20.7% 7.4%	29 25.9% 11.9%	76 19.5% 31.1%
Jewelry	133 12.6% 100.0%	123 12.4% 92.5%	19 14.8% 14.3%	19 17.4% 14.3%	14 9.1% 10.5%	17 10.1% 12.8%	7 5.8% 5.3%	20 20.2% 15.0%	10 12.3% 7.5%	17 13.1% 12.8%	11 15.7% 8.3%	31 9.4% 23.3%	18 9.5% 13.5%	26 12.3% 19.5%	46 19.2% 34.6%	44 11.1% 33.1%	79 14.2% 59.4%	7 8.0% 5.3%	14 12.5% 10.5%	39 10.0% 29.3%
Travel accessories, such as a radar detector or alarm clock	121 11.5% 100.0%	111 11.2% 91.7%	17 13.3% 14.0%	23 21.1% 19.0%	16 10.4% 13.2%	15 8.9% 12.4%	13 10.7% 10.7%	7 7.1% 5.8%	8 9.9% 6.6%	12 9.2% 9.9%	5 7.1% 4.1%	36 10.9% 29.8%	23 12.2% 19.0%	25 11.8% 20.7%	30 12.6% 24.8%	47 11.9% 38.8%	59 10.6% 48.8%	12 13.8% 9.9%	15 13.4% 12.4%	38 9.8% 31.4%
Leather goods, such as luggage	71 6.7% 100.0%	65 6.6% 91.5%	12 9.4% 16.9%	8 7.3% 11.3%	9 5.8% 12.7%	11 6.5% 15.5%	5 4.1% 7.0%	4 4.0% 5.6%	4 4.9% 5.6%	12 9.2% 16.9%	6 8.6% 8.5%	14 4.2% 19.7%	12 6.3% 16.9%	16 7.5% 22.5%	20 8.4% 28.2%	23 5.8% 32.4%	40 7.2% 56.3%	5 5.7% 7.0%	9 8.0% 12.7%	22 5.7% 31.0%
No answer	56 5.3% 100.0%	46 4.6% 82.1%	1 0.8% 1.8%	2 1.8% 3.6%	9 5.8% 16.1%	10 6.0% 17.9%	4 3.3% 7.1%	9 9.1% 16.1%	4 4.9% 7.1%	7 5.4% 12.5%	3 4.3% 5.4%	12 3.6% 21.4%	15 7.9% 26.8%	14 6.6% 25.0%	10 4.2% 17.9%	21 5.3% 37.5%	34 6.1% 60.7%	1 1.1% 1.8%	4 3.6% 7.1%	27 6.9% 48.2%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052 100.0% 100.0%	990 100.0% 94.1%	128 100.0% 12.2%	109 100.0% 10.4%	154 100.0% 14.6%	168 100.0% 16.0%	121 100.0% 11.5%	99 100.0% 9.4%	81 100.0% 7.7%	130 100.0% 12.4%	70 100.0% 6.7%	330 100.0% 31.4%	189 100.0% 18.0%	212 100.0% 20.2%	239 100.0% 22.7%	395 100.0% 37.5%	557 100.0% 52.9%	87 100.0% 8.3%	112 100.0% 10.6%	389 100.0% 37.0%
As a Gift																				
Net - Other	743 70.6% 100.0%	704 71.1% 94.8%	86 67.2% 11.6%	79 72.5% 10.6%	103 66.9% 13.9%	117 69.6% 15.7%	84 69.4% 11.3%	72 72.7% 9.7%	62 76.5% 8.3%	101 77.7% 13.6%	57 81.4% 7.7%	229 69.4% 30.8%	127 67.2% 17.1%	140 66.0% 18.8%	183 76.6% 24.6%	272 68.9% 36.6%	404 72.5% 54.4%	61 70.1% 8.2%	68 60.7% 9.2%	271 69.7% 36.5%
Music CD's	180 17.1% 100.0%	171 17.3% 95.0%	31 24.2% 17.2%	15 13.8% 8.3%	27 17.5% 15.0%	24 14.3% 13.3%	33 27.3% 18.3%	7 7.1% 3.9%	11 13.6% 6.1%	23 17.7% 12.8%	8 11.4% 4.4%	57 17.3% 31.7%	29 15.3% 16.1%	39 18.4% 21.7%	46 19.2% 25.6%	57 14.4% 31.7%	107 19.2% 59.4%	16 18.4% 8.9%	16 14.3% 8.9%	69 17.7% 38.3%
Sports equipment	45 4.3% 100.0%	42 4.2% 93.3%	4 3.1% 8.9%	4 3.7% 8.9%	9 5.8% 20.0%	7 4.2% 15.6%	6 5.0% 13.3%	6 6.1% 13.3%	1 1.2% 2.2%	5 3.8% 11.1%	5 7.1% 11.1%	12 3.6% 26.7%	7 3.7% 15.6%	8 3.8% 17.8%	13 5.4% 28.9%	13 3.3% 28.9%	30 5.4% 66.7%	2 2.3% 4.4%	4 3.6% 8.9%	17 4.4% 37.8%
Home office: pens, desk accessories, lighting, chairs	44 4.2% 100.0%	41 4.1% 93.2%	8 6.3% 18.2%	7 6.4% 15.9%	7 4.5% 15.9%	7 4.2% 15.9%	5 4.1% 11.4%	3 3.0% 6.8%	0 0.0% 0.0%	4 3.1% 9.1%	5 7.1% 11.4%	10 3.0% 22.7%	8 4.2% 18.2%	13 6.1% 29.5%	8 3.3% 18.2%	17 4.3% 38.6%	22 3.9% 50.0%	5 5.7% 11.4%	6 5.4% 13.6%	15 3.9% 34.1%
Storage: music, video, CD's, clothing	33 3.1% 100.0%	30 3.0% 90.9%	3 2.3% 9.1%	5 4.6% 15.2%	1 0.6% 3.0%	3 1.8% 9.1%	4 3.3% 12.1%	5 5.1% 15.2%	4 4.9% 12.1%	5 3.8% 15.2%	4 5.7% 12.1%	6 1.8% 18.2%	5 2.6% 15.2%	5 2.4% 15.2%	13 5.4% 39.4%	13 3.3% 39.4%	19 3.4% 57.6%	1 1.1% 3.0%	2 1.8% 6.1%	15 3.9% 45.5%
Casino: slot/video machines, poker accessories, etc.	12 1.1% 100.0%	11 1.1% 91.7%	3 2.3% 25.0%	2 1.8% 16.7%	2 1.3% 16.7%	1 0.6% 8.3%	1 0.8% 8.3%	1 1.0% 8.3%	0 0.0% 0.0%	1 0.8% 8.3%	1 1.4% 8.3%	5 1.5% 41.7%	1 0.5% 8.3%	4 1.9% 33.3%	1 0.4% 8.3%	5 1.3% 41.7%	6 1.1% 50.0%	1 1.1% 8.3%	2 1.8% 16.7%	6 1.5% 50.0%
Net - Clothing/Shoes	339 32.2% 100.0%	323 32.6% 95.3%	44 34.4% 13.0%	31 28.4% 9.1%	63 40.9% 18.6%	51 30.4% 15.0%	49 40.5% 14.5%	25 25.3% 7.4%	22 27.2% 6.5%	38 29.2% 11.2%	19 27.1% 5.6%	106 32.1% 31.3%	63 33.3% 18.6%	76 35.8% 22.4%	72 30.1% 21.2%	130 32.9% 38.3%	179 32.1% 52.8%	27 31.0% 8.0%	40 35.7% 11.8%	132 33.9% 38.9%
Clothing	329 31.3% 100.0%	315 31.8% 95.7%	43 33.6% 13.1%	28 25.7% 8.5%	62 40.3% 18.8%	51 30.4% 15.5%	49 40.5% 14.9%	23 23.2% 7.0%	22 27.2% 6.7%	37 28.5% 11.2%	18 25.7% 5.5%	103 31.2% 31.3%	63 33.3% 19.1%	74 34.9% 22.5%	69 28.9% 21.0%	126 31.9% 38.3%	174 31.2% 52.9%	26 29.9% 7.9%	38 33.9% 11.6%	129 33.2% 39.2%
Shoes	32 3.0% 100.0%	30 3.0% 93.8%	2 1.6% 6.3%	4 3.7% 12.5%	4 2.6% 12.5%	4 2.4% 12.5%	6 5.0% 18.8%	6 6.1% 18.8%	0 0.0% 0.0%	4 3.1% 12.5%	4 5.7% 12.5%	9 2.7% 28.1%	5 2.6% 15.6%	6 2.8% 18.8%	7 2.9% 21.9%	16 4.1% 50.0%	14 2.5% 43.8%	2 2.3% 6.3%	3 2.7% 9.4%	16 4.1% 50.0%
Net - Destination Macanudo's	239 22.7% 100.0%	224 22.6% 93.7%	38 29.7% 15.9%	32 29.4% 13.4%	45 29.2% 18.8%	34 20.2% 14.2%	27 22.3% 11.3%	15 15.2% 6.3%	11 13.6% 4.6%	22 16.9% 9.2%	13 18.6% 5.4%	75 22.7% 31.4%	32 16.9% 13.4%	60 28.3% 25.1%	55 23.0% 23.0%	81 20.5% 33.9%	135 24.2% 56.5%	20 23.0% 8.4%	36 32.1% 15.1%	75 19.3% 31.4%
Cooking accessories and utensils, e.g., knives	89 8.5% 100.0%	85 8.6% 95.5%	13 10.2% 14.6%	12 11.0% 13.5%	13 8.4% 14.6%	14 8.3% 15.7%	9 7.4% 10.1%	8 8.1% 9.0%	4 4.9% 4.5%	12 9.2% 13.5%	3 4.3% 3.4%	23 7.0% 25.8%	11 5.8% 12.4%	26 12.3% 29.2%	26 10.9% 29.2%	26 6.6% 29.2%	55 9.9% 61.8%	8 9.2% 9.0%	13 11.6% 14.6%	26 6.7% 29.2%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052 100.0% 100.0%	990 100.0% 94.1%	128 100.0% 12.2%	109 100.0% 10.4%	154 100.0% 14.6%	168 100.0% 16.0%	121 100.0% 11.5%	99 100.0% 9.4%	81 100.0% 7.7%	130 100.0% 12.4%	70 100.0% 6.7%	330 100.0% 31.4%	189 100.0% 18.0%	212 100.0% 20.2%	239 100.0% 22.7%	395 100.0% 37.5%	557 100.0% 52.9%	87 100.0% 8.3%	112 100.0% 10.6%	389 100.0% 37.0%
Cigars	85 8.1% 100.0%	80 8.1% 94.1%	22 17.2% 25.9%	21 19.3% 24.7%	11 7.1% 12.9%	7 4.2% 8.2%	5 4.1% 5.9%	7 7.1% 8.2%	2 2.5% 2.4%	5 3.8% 5.9%	3 4.3% 3.5%	23 7.0% 27.1%	13 6.9% 15.3%	24 11.3% 28.2%	20 8.4% 23.5%	25 6.3% 29.4%	49 8.8% 57.6%	10 11.5% 11.8%	23 20.5% 27.1%	13 3.3% 15.3%
Entertaining accessories, such as wine glasses and bottle openers	53 5.0% 100.0%	50 5.1% 94.3%	10 7.8% 18.9%	3 2.8% 5.7%	13 8.4% 24.5%	8 4.8% 15.1%	9 7.4% 17.0%	2 2.0% 3.8%	2 2.5% 3.8%	3 2.3% 5.7%	2 2.9% 3.8%	19 5.8% 35.8%	6 3.2% 11.3%	13 6.1% 24.5%	12 5.0% 22.6%	18 4.6% 34.0%	29 5.2% 54.7%	6 6.9% 11.3%	4 3.6% 7.5%	24 6.2% 45.3%
Personal electronics	48 4.6% 100.0%	44 4.4% 91.7%	2 1.6% 4.2%	4 3.7% 8.3%	13 8.4% 27.1%	10 6.0% 20.8%	9 7.4% 18.8%	2 2.0% 4.2%	0 0.0% 0.0%	4 3.1% 8.3%	5 7.1% 10.4%	16 4.8% 33.3%	6 3.2% 12.5%	6 2.8% 12.5%	14 5.9% 29.2%	18 4.6% 37.5%	28 5.0% 58.3%	0 0.0% 0.0%	4 3.6% 8.3%	27 6.9% 56.3%
Barbecue grills and accessories	27 2.6% 100.0%	25 2.5% 92.6%	4 3.1% 14.8%	5 4.6% 18.5%	7 4.5% 25.9%	3 1.8% 11.1%	2 1.7% 7.4%	1 1.0% 3.7%	1 1.2% 3.7%	2 1.5% 7.4%	5 7.1% 18.5%	10 3.0% 37.0%	5 2.6% 18.5%	2 0.9% 7.4%	4 1.7% 14.8%	10 2.5% 37.0%	13 2.3% 48.1%	4 4.6% 14.8%	4 3.6% 14.8%	3 0.8% 11.1%
Travel accessories, such as a radar detector or alarm clock	25 2.4% 100.0%	25 2.5% 100.0%	3 2.3% 12.0%	3 2.8% 12.0%	4 2.6% 16.0%	3 1.8% 12.0%	5 4.1% 20.0%	2 2.0% 8.0%	2 2.5% 8.0%	3 2.3% 12.0%	1 1.4% 4.0%	7 2.1% 28.0%	6 3.2% 24.0%	4 1.9% 16.0%	7 2.9% 28.0%	9 2.3% 36.0%	16 2.9% 64.0%	0 0.0% 0.0%	4 3.6% 16.0%	8 2.1% 32.0%
Net - Home Entertainment	205 19.5% 100.0%	194 19.6% 94.6%	29 22.7% 14.1%	27 24.8% 13.2%	41 26.6% 20.0%	32 19.0% 15.6%	23 19.0% 11.2%	12 12.1% 5.9%	10 12.3% 4.9%	20 15.4% 9.8%	8 11.4% 3.9%	58 17.6% 28.3%	34 18.0% 16.6%	53 25.0% 25.9%	50 20.9% 24.4%	74 18.7% 36.1%	108 19.4% 52.7%	23 26.4% 11.2%	28 25.0% 13.7%	60 15.4% 29.3%
Gourmet Foods	100 9.5% 100.0%	97 9.8% 97.0%	16 12.5% 16.0%	14 12.8% 14.0%	16 10.4% 16.0%	23 13.7% 23.0%	10 8.3% 10.0%	6 6.1% 6.0%	3 3.7% 3.0%	9 6.9% 9.0%	3 4.3% 3.0%	22 6.7% 22.0%	14 7.4% 14.0%	32 15.1% 32.0%	29 12.1% 29.0%	34 8.6% 34.0%	50 9.0% 50.0%	16 18.4% 16.0%	16 14.3% 16.0%	30 7.7% 30.0%
Cooking accessories and utensils, e.g., knives	89 8.5% 100.0%	85 8.6% 95.5%	13 10.2% 14.6%	12 11.0% 13.5%	13 8.4% 14.6%	14 8.3% 15.7%	9 7.4% 10.1%	8 8.1% 9.0%	4 4.9% 4.5%	12 9.2% 13.5%	3 4.3% 3.4%	23 7.0% 25.8%	11 5.8% 12.4%	26 12.3% 29.2%	26 10.9% 29.2%	26 6.6% 29.2%	55 9.9% 61.8%	8 9.2% 9.0%	13 11.6% 14.6%	26 6.7% 29.2%
Entertaining accessories, such as wine glasses and bottle openers	53 5.0% 100.0%	50 5.1% 94.3%	10 7.8% 18.9%	3 2.8% 5.7%	13 8.4% 24.5%	8 4.8% 15.1%	9 7.4% 17.0%	2 2.0% 3.8%	2 2.5% 3.8%	3 2.3% 5.7%	2 2.9% 3.8%	19 5.8% 35.8%	6 3.2% 11.3%	13 6.1% 24.5%	12 5.0% 22.6%	18 4.6% 34.0%	29 5.2% 54.7%	6 6.9% 11.3%	4 3.6% 7.5%	24 6.2% 45.3%
Wine	34 3.2% 100.0%	31 3.1% 91.2%	9 7.0% 26.5%	2 1.8% 5.9%	7 4.5% 20.6%	8 4.8% 23.5%	3 2.5% 8.8%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.5% 5.9%	1 1.4% 2.9%	10 3.0% 29.4%	7 3.7% 20.6%	9 4.2% 26.5%	6 2.5% 17.6%	8 2.0% 23.5%	17 3.1% 50.0%	9 10.3% 26.5%	6 5.4% 17.6%	5 1.3% 14.7%
Barbecue grills and accessories	27 2.6% 100.0%	25 2.5% 92.6%	4 3.1% 14.8%	5 4.6% 18.5%	7 4.5% 25.9%	3 1.8% 11.1%	2 1.7% 7.4%	1 1.0% 3.7%	1 1.2% 3.7%	2 1.5% 7.4%	5 7.1% 18.5%	10 3.0% 37.0%	5 2.6% 18.5%	2 0.9% 7.4%	4 1.7% 14.8%	10 2.5% 37.0%	13 2.3% 48.1%	4 4.6% 14.8%	4 3.6% 14.8%	3 0.8% 11.1%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052	990	128	109	154	168	121	99	81	130	70	330	189	212	239	395	557	87	112	389
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	94.1%	12.2%	10.4%	14.6%	16.0%	11.5%	9.4%	7.7%	12.4%	6.7%	31.4%	18.0%	20.2%	22.7%	37.5%	52.9%	8.3%	10.6%	37.0%
Net - Personal Accessories	150	137	16	21	18	21	13	16	11	21	14	38	25	25	45	57	82	8	17	58
	14.3%	13.8%	12.5%	19.3%	11.7%	12.5%	10.7%	16.2%	13.6%	16.2%	20.0%	11.5%	13.2%	11.8%	18.8%	14.4%	14.7%	9.2%	15.2%	14.9%
	100.0%	91.3%	10.7%	14.0%	12.0%	14.0%	8.7%	10.7%	7.3%	14.0%	9.3%	25.3%	16.7%	16.7%	30.0%	38.0%	54.7%	5.3%	11.3%	38.7%
Jewelry	130	118	14	17	15	18	10	15	10	19	14	32	23	22	38	47	74	6	13	54
	12.4%	11.9%	10.9%	15.6%	9.7%	10.7%	8.3%	15.2%	12.3%	14.6%	20.0%	9.7%	12.2%	10.4%	15.9%	11.9%	13.3%	6.9%	11.6%	13.9%
	100.0%	90.8%	10.8%	13.1%	11.5%	13.8%	7.7%	11.5%	7.7%	14.6%	10.8%	24.6%	17.7%	16.9%	29.2%	36.2%	56.9%	4.6%	10.0%	41.5%
Travel accessories, such as a radar detector or alarm clock	25	25	3	3	4	3	5	2	2	3	1	7	6	4	7	9	16	0	4	8
	2.4%	2.5%	2.3%	2.8%	2.6%	1.8%	4.1%	2.0%	2.5%	2.3%	1.4%	2.1%	3.2%	1.9%	2.9%	2.3%	2.9%	0.0%	3.6%	2.1%
	100.0%	100.0%	12.0%	12.0%	16.0%	12.0%	20.0%	8.0%	8.0%	12.0%	4.0%	28.0%	24.0%	16.0%	28.0%	36.0%	64.0%	0.0%	16.0%	32.0%
Leather goods, such as luggage	23	19	4	5	4	0	2	2	0	2	1	6	2	3	9	7	11	4	5	9
	2.2%	1.9%	3.1%	4.6%	2.6%	0.0%	1.7%	2.0%	0.0%	1.5%	1.4%	1.8%	1.1%	1.4%	3.8%	1.8%	2.0%	4.6%	4.5%	2.3%
	100.0%	82.6%	17.4%	21.7%	17.4%	0.0%	8.7%	8.7%	0.0%	8.7%	4.3%	26.1%	8.7%	13.0%	39.1%	30.4%	47.8%	17.4%	21.7%	39.1%
No answer	496	471	48	56	62	82	48	57	49	69	39	158	91	83	119	190	258	42	45	179
	47.1%	47.6%	37.5%	51.4%	40.3%	48.8%	39.7%	57.6%	60.5%	53.1%	55.7%	47.9%	48.1%	39.2%	49.8%	48.1%	46.3%	48.3%	40.2%	46.0%
	100.0%	95.0%	9.7%	11.3%	12.5%	16.5%	9.7%	11.5%	9.9%	13.9%	7.9%	31.9%	18.3%	16.7%	24.0%	38.3%	52.0%	8.5%	9.1%	36.1%

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Cigar Segmentation

Q10C Section VI. Approximately how much did you spend in the past 12 months on shopping through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052 100.0% 100.0%	990 100.0% 94.1%	128 100.0% 12.2%	109 100.0% 10.4%	154 100.0% 14.6%	168 100.0% 16.0%	121 100.0% 11.5%	99 100.0% 9.4%	81 100.0% 7.7%	130 100.0% 12.4%	70 100.0% 6.7%	330 100.0% 31.4%	189 100.0% 18.0%	212 100.0% 20.2%	239 100.0% 22.7%	395 100.0% 37.5%	557 100.0% 52.9%	87 100.0% 8.3%	112 100.0% 10.6%	389 100.0% 37.0%
No answer	14 1.3% 100.0%	12 1.2% 85.7%	1 0.8% 7.1%	4 3.7% 28.6%	1 0.6% 7.1%	2 1.2% 14.3%	0 0.0% 0.0%	1 1.0% 7.1%	2 2.5% 14.3%	1 0.8% 7.1%	3 4.3% 21.4%	1 0.3% 7.1%	3 1.6% 21.4%	2 0.9% 14.3%	3 1.3% 21.4%	5 1.3% 35.7%	7 1.3% 50.0%	2 2.3% 14.3%	1 0.9% 7.1%	5 1.3% 35.7%
Total answering	1038 98.7% 100.0%	978 98.8% 94.2%	127 99.2% 12.2%	105 96.3% 10.1%	153 99.4% 14.7%	166 98.8% 16.0%	121 100.0% 11.7%	98 99.0% 9.4%	79 97.5% 7.6%	129 99.2% 12.4%	67 95.7% 6.5%	329 99.7% 31.7%	186 98.4% 17.9%	210 99.1% 20.2%	236 98.7% 22.7%	390 98.7% 37.6%	550 98.7% 53.0%	85 97.7% 8.2%	111 99.1% 10.7%	384 98.7% 37.0%
Under $100 (50)	239 23.0% 100.0%	223 22.8% 93.3%	15 11.8% 6.3%	11 10.5% 4.6%	21 13.7% 8.8%	47 28.3% 19.7%	33 27.3% 13.8%	32 32.7% 13.4%	28 35.4% 11.7%	36 27.9% 15.1%	21 31.3% 8.8%	68 20.7% 28.5%	51 27.4% 21.3%	45 21.4% 18.8%	52 22.0% 21.8%	99 25.4% 41.4%	120 21.8% 50.2%	17 20.0% 7.1%	14 12.6% 5.9%	96 25.0% 40.2%
$100 - $249 (175)	258 24.9% 100.0%	249 25.5% 96.5%	32 25.2% 12.4%	16 15.2% 6.2%	35 22.9% 13.6%	42 25.3% 16.3%	37 30.6% 14.3%	32 32.7% 12.4%	26 32.9% 10.1%	29 22.5% 11.2%	23 34.3% 8.9%	86 26.1% 33.3%	42 22.6% 16.3%	54 25.7% 20.9%	50 21.2% 19.4%	108 27.7% 41.9%	130 23.6% 50.4%	16 18.8% 6.2%	19 17.1% 7.4%	102 26.6% 39.5%
$250 - $499 (375)	178 17.1% 100.0%	167 17.1% 93.8%	23 18.1% 12.9%	19 18.1% 10.7%	35 22.9% 19.7%	27 16.3% 15.2%	13 10.7% 7.3%	10 10.2% 5.6%	8 10.1% 4.5%	32 24.8% 18.0%	11 16.4% 6.2%	64 19.5% 36.0%	29 15.6% 16.3%	39 18.6% 21.9%	33 14.0% 18.5%	67 17.2% 37.6%	100 18.2% 56.2%	10 11.8% 5.6%	16 14.4% 9.0%	68 17.7% 38.2%
$500 - $999 (750)	168 16.2% 100.0%	155 15.8% 92.3%	18 14.2% 10.7%	19 18.1% 11.3%	27 17.6% 16.1%	25 15.1% 14.9%	18 14.9% 10.7%	15 15.3% 8.9%	12 15.2% 7.1%	21 16.3% 12.5%	3 4.5% 1.8%	50 15.2% 29.8%	33 17.7% 19.6%	30 14.3% 17.9%	50 21.2% 29.8%	59 15.1% 35.1%	98 17.8% 58.3%	9 10.6% 5.4%	24 21.6% 14.3%	59 15.4% 35.1%
$1,000 - $1,999 (1500)	118 11.4% 100.0%	112 11.5% 94.9%	21 16.5% 17.8%	23 21.9% 19.5%	23 15.0% 19.5%	16 9.6% 13.6%	12 9.9% 10.2%	4 4.1% 3.4%	3 3.8% 2.5%	10 7.8% 8.5%	5 7.5% 4.2%	42 12.8% 35.6%	16 8.6% 13.6%	24 11.4% 20.3%	30 12.7% 25.4%	37 9.5% 31.4%	64 11.6% 54.2%	15 17.6% 12.7%	21 18.9% 17.8%	40 10.4% 33.9%
$2,000 - $2,999 (2500)	45 4.3% 100.0%	41 4.2% 91.1%	11 8.7% 24.4%	10 9.5% 22.2%	6 3.9% 13.3%	5 3.0% 11.1%	3 2.5% 6.7%	4 4.1% 8.9%	1 1.3% 2.2%	1 0.8% 2.2%	3 4.5% 6.7%	11 3.3% 24.4%	7 3.8% 15.6%	10 4.8% 22.2%	14 5.9% 31.1%	14 3.6% 31.1%	20 3.6% 44.4%	10 11.8% 22.2%	11 9.9% 24.4%	12 3.1% 26.7%
$3,000 - $3,999 (3500)	13 1.3% 100.0%	12 1.2% 92.3%	2 1.6% 15.4%	1 1.0% 7.7%	4 2.6% 30.8%	2 1.2% 15.4%	3 2.5% 23.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.5% 7.7%	2 0.6% 15.4%	3 1.6% 23.1%	4 1.9% 30.8%	3 1.3% 23.1%	2 0.5% 15.4%	9 1.6% 69.2%	2 2.4% 15.4%	2 1.8% 15.4%	3 0.8% 23.1%
$4,000 - $4,999 (4500)	6 0.6% 100.0%	6 0.6% 100.0%	2 1.6% 33.3%	2 1.9% 33.3%	1 0.7% 16.7%	0 0.0% 0.0%	1 0.8% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.1% 33.3%	2 1.0% 33.3%	2 0.8% 33.3%	0 0.0% 0.0%	2 0.4% 33.3%	4 4.7% 66.7%	3 2.7% 50.0%	0 0.0% 0.0%
$5,000 - $9,999 (7500)	11 1.1% 100.0%	11 1.1% 100.0%	3 2.4% 27.3%	3 2.9% 27.3%	1 0.7% 9.1%	1 0.6% 9.1%	1 0.8% 9.1%	1 1.0% 9.1%	1 1.3% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	5 1.5% 45.5%	3 1.6% 27.3%	2 1.0% 18.2%	1 0.4% 9.1%	4 1.0% 36.4%	5 0.9% 45.5%	2 2.4% 18.2%	1 0.9% 9.1%	3 0.8% 27.3%
More than $10,000 (12000)	2 0.2% 100.0%	2 0.2% 100.0%	0 0.0% 0.0%	1 1.0% 50.0%	0 0.0% 0.0%	1 0.6% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.4% 50.0%	0 0.0% 0.0%	2 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 50.0%
Mean Std. Dev. Std. Err.	692.1 1147.4 35.6	694.9 1166.8 37.3	991.9 1377.7 122.3	1249.8 1780.3 173.7	758.5 986.6 79.8	611.9 1228.7 95.4	615.7 1025.9 93.3	466.3 907.3 91.6	410.8 910.5 102.4	404.1 441.8 38.9	447.0 705.5 86.2	689.8 1230.2 67.8	693.7 1186.2 87.0	703.9 1068.4 73.7	763.7 1183.7 77.1	566.0 936.9 47.4	705.0 1198.9 51.1	1195.9 1541.8 167.2	1036.3 1185.8 112.6	592.2 1054.6 53.8

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Cigar Segmentation

Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052 100.0% 100.0%	990 100.0% 94.1%	128 100.0% 12.2%	109 100.0% 10.4%	154 100.0% 14.6%	168 100.0% 16.0%	121 100.0% 11.5%	99 100.0% 9.4%	81 100.0% 7.7%	130 100.0% 12.4%	70 100.0% 6.7%	330 100.0% 31.4%	189 100.0% 18.0%	212 100.0% 20.2%	239 100.0% 22.7%	395 100.0% 37.5%	557 100.0% 52.9%	87 100.0% 8.3%	112 100.0% 10.6%	389 100.0% 37.0%
Net - Music	788 74.9% 100.0%	737 74.4% 93.5%	92 71.9% 11.7%	72 66.1% 9.1%	103 66.9% 13.1%	128 76.2% 16.2%	99 81.8% 12.6%	73 73.7% 9.3%	66 81.5% 8.4%	104 80.0% 13.2%	55 78.6% 7.0%	254 77.0% 32.2%	150 79.4% 19.0%	153 72.2% 19.4%	166 69.5% 21.1%	309 78.2% 39.2%	406 72.9% 51.5%	61 70.1% 7.7%	77 68.8% 9.8%	320 82.3% 40.6%
Columbia House	244 23.2% 100.0%	235 23.7% 96.3%	41 32.0% 16.8%	31 28.4% 12.7%	38 24.7% 15.6%	38 22.6% 15.6%	29 24.0% 11.9%	11 11.1% 4.5%	17 21.0% 7.0%	30 23.1% 12.3%	12 17.1% 4.9%	94 28.5% 38.5%	49 25.9% 20.1%	46 21.7% 18.9%	40 16.7% 16.4%	95 24.1% 38.9%	122 21.9% 50.0%	24 27.6% 9.8%	30 26.8% 12.3%	83 21.3% 34.0%
BMG	151 14.4% 100.0%	145 14.6% 96.0%	20 15.6% 13.2%	15 13.8% 9.9%	30 19.5% 19.9%	25 14.9% 16.6%	27 22.3% 17.9%	5 5.1% 3.3%	12 14.8% 7.9%	11 8.5% 7.3%	10 14.3% 6.6%	62 18.8% 41.1%	31 16.4% 20.5%	25 11.8% 16.6%	21 8.8% 13.9%	56 14.2% 37.1%	72 12.9% 47.7%	21 24.1% 13.9%	16 14.3% 10.6%	63 16.2% 41.7%
Net - Apparel	374 35.6% 100.0%	358 36.2% 95.7%	62 48.4% 16.6%	45 41.3% 12.0%	74 48.1% 19.8%	56 33.3% 15.0%	53 43.8% 14.2%	24 24.2% 6.4%	16 19.8% 4.3%	28 21.5% 7.5%	20 28.6% 5.3%	123 37.3% 32.9%	63 33.3% 16.8%	81 38.2% 21.7%	83 34.7% 22.2%	124 31.4% 33.2%	208 37.3% 55.6%	39 44.8% 10.4%	50 44.6% 13.4%	113 29.0% 30.2%
L. L. Bean	223 21.2% 100.0%	209 21.1% 93.7%	39 30.5% 17.5%	28 25.7% 12.6%	39 25.3% 17.5%	38 22.6% 17.0%	24 19.8% 10.8%	14 14.1% 6.3%	8 9.9% 3.6%	19 14.6% 8.5%	12 17.1% 5.4%	65 19.7% 29.1%	36 19.0% 16.1%	48 22.6% 21.5%	58 24.3% 26.0%	72 18.2% 32.3%	123 22.1% 55.2%	26 29.9% 11.7%	35 31.3% 15.7%	62 15.9% 27.8%
Lands End	192 18.3% 100.0%	186 18.8% 96.9%	28 21.9% 14.6%	25 22.9% 13.0%	49 31.8% 25.5%	25 14.9% 13.0%	22 18.2% 11.5%	15 15.2% 7.8%	8 9.9% 4.2%	14 10.8% 7.3%	8 11.4% 4.2%	56 17.0% 29.2%	32 16.9% 16.7%	43 20.3% 22.4%	51 21.3% 26.6%	64 16.2% 33.3%	104 18.7% 54.2%	23 26.4% 12.0%	23 20.5% 12.0%	54 13.9% 28.1%
Eddie Bauer	140 13.3% 100.0%	137 13.8% 97.9%	28 21.9% 20.0%	21 19.3% 15.0%	29 18.8% 20.7%	20 11.9% 14.3%	23 19.0% 16.4%	4 4.0% 2.9%	5 6.2% 3.6%	7 5.4% 5.0%	4 5.7% 2.9%	54 16.4% 38.6%	24 12.7% 17.1%	29 13.7% 20.7%	28 11.7% 20.0%	33 8.4% 23.6%	94 16.9% 67.1%	12 13.8% 8.6%	20 17.9% 14.3%	43 11.1% 30.7%
J. Crew	56 5.3% 100.0%	55 5.6% 98.2%	13 10.2% 23.2%	7 6.4% 12.5%	10 6.5% 17.9%	5 3.0% 8.9%	14 11.6% 25.0%	3 3.0% 5.4%	1 1.2% 1.8%	2 1.5% 3.6%	3 4.3% 5.4%	21 6.4% 37.5%	9 4.8% 16.1%	14 6.6% 25.0%	9 3.8% 16.1%	17 4.3% 30.4%	33 5.9% 58.9%	6 6.9% 10.7%	11 9.8% 19.6%	19 4.9% 33.9%
Orvis	33 3.1% 100.0%	31 3.1% 93.9%	5 3.9% 15.2%	6 5.5% 18.2%	4 2.6% 12.1%	8 4.8% 24.2%	5 4.1% 15.2%	0 0.0% 0.0%	1 1.2% 3.0%	2 1.5% 6.1%	3 4.3% 9.1%	10 3.0% 30.3%	7 3.7% 21.2%	1 0.5% 3.0%	11 4.6% 33.3%	11 2.8% 33.3%	18 3.2% 54.5%	4 4.6% 12.1%	3 2.7% 9.1%	11 2.8% 33.3%
Neiman Marcus	31 2.9% 100.0%	29 2.9% 93.5%	6 4.7% 19.4%	6 5.5% 19.4%	5 3.2% 16.1%	2 1.2% 6.5%	7 5.8% 22.6%	2 2.0% 6.5%	1 1.2% 3.2%	0 0.0% 0.0%	1 1.4% 3.2%	10 3.0% 32.3%	7 3.7% 22.6%	7 3.3% 22.6%	6 2.5% 19.4%	11 2.8% 35.5%	16 2.9% 51.6%	3 3.4% 9.7%	6 5.4% 19.4%	8 2.1% 25.8%
Brooks Brothers	19 1.8% 100.0%	18 1.8% 94.7%	3 2.3% 15.8%	3 2.8% 15.8%	5 3.2% 26.3%	4 2.4% 21.1%	2 1.7% 10.5%	1 1.0% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 5.3%	7 2.1% 36.8%	2 1.1% 10.5%	5 2.4% 26.3%	4 1.7% 21.1%	4 1.0% 21.1%	13 2.3% 68.4%	2 2.3% 10.5%	4 3.6% 21.1%	3 0.8% 15.8%
J. Peterman	14 1.3% 100.0%	13 1.3% 92.9%	6 4.7% 42.9%	3 2.8% 21.4%	1 0.6% 7.1%	0 0.0% 0.0%	1 0.8% 7.1%	1 1.0% 7.1%	1 1.2% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.1% 14.3%	8 3.8% 57.1%	4 1.7% 28.6%	0 0.0% 0.0%	9 1.6% 64.3%	5 5.7% 35.7%	4 3.6% 28.6%	2 0.5% 14.3%
Johnston & Murphy	11 1.0% 100.0%	11 1.1% 100.0%	3 2.3% 27.3%	3 2.8% 27.3%	2 1.3% 18.2%	0 0.0% 0.0%	2 1.7% 18.2%	0 0.0% 0.0%	1 1.2% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	4 1.2% 36.4%	3 1.6% 27.3%	1 0.5% 9.1%	3 1.3% 27.3%	2 0.5% 18.2%	6 1.1% 54.5%	2 2.3% 18.2%	4 3.6% 36.4%	2 0.5% 18.2%

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Cigar Segmentation

Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052 100.0% 100.0%	990 100.0% 94.1%	128 100.0% 12.2%	109 100.0% 10.4%	154 100.0% 14.6%	168 100.0% 16.0%	121 100.0% 11.5%	99 100.0% 9.4%	81 100.0% 7.7%	130 100.0% 12.4%	70 100.0% 6.7%	330 100.0% 31.4%	189 100.0% 18.0%	212 100.0% 20.2%	239 100.0% 22.7%	395 100.0% 37.5%	557 100.0% 52.9%	87 100.0% 8.3%	112 100.0% 10.6%	389 100.0% 37.0%
Joseph A. Banks	10 1.0% 100.0%	10 1.0% 100.0%	3 2.3% 30.0%	1 0.9% 10.0%	2 1.3% 20.0%	1 0.6% 10.0%	2 1.7% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 10.0%	0 0.0% 0.0%	5 1.5% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 2.1% 50.0%	4 1.0% 40.0%	3 0.5% 30.0%	3 3.4% 30.0%	1 0.9% 10.0%	4 1.0% 40.0%
Paul Frederick	7 0.7% 100.0%	7 0.7% 100.0%	2 1.6% 28.6%	2 1.8% 28.6%	1 0.6% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 14.3%	1 0.8% 14.3%	0 0.0% 0.0%	2 0.6% 28.6%	1 0.5% 14.3%	3 1.4% 42.9%	1 0.4% 14.3%	2 0.5% 28.6%	4 0.7% 57.1%	1 1.1% 14.3%	2 1.8% 28.6%	1 0.3% 14.3%
Bullock & Jones	4 0.4% 100.0%	4 0.4% 100.0%	2 1.6% 50.0%	1 0.9% 25.0%	0 0.0% 0.0%	1 0.6% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 25.0%	2 0.6% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.4% 25.0%	2 0.5% 50.0%	1 0.2% 25.0%	1 1.1% 25.0%	1 0.9% 25.0%	1 0.3% 25.0%
Net - Tobacco	186 17.7% 100.0%	183 18.5% 98.4%	40 31.3% 21.5%	59 54.1% 31.7%	23 14.9% 12.4%	18 10.7% 9.7%	6 5.0% 3.2%	18 18.2% 9.7%	8 9.9% 4.3%	11 8.5% 5.9%	3 4.3% 1.6%	53 16.1% 28.5%	32 16.9% 17.2%	38 17.9% 20.4%	58 24.3% 31.2%	56 14.2% 30.1%	108 19.4% 58.1%	21 24.1% 11.3%	47 42.0% 25.3%	27 6.9% 14.5%
Thompson's	132 12.5% 100.0%	130 13.1% 98.5%	28 21.9% 21.2%	42 38.5% 31.8%	16 10.4% 12.1%	16 9.5% 12.1%	4 3.3% 3.0%	11 11.1% 8.3%	7 8.6% 5.3%	6 4.6% 4.5%	2 2.9% 1.5%	37 11.2% 28.0%	21 11.1% 15.9%	27 12.7% 20.5%	43 18.0% 32.6%	44 11.1% 33.3%	69 12.4% 52.3%	18 20.7% 13.6%	31 27.7% 23.5%	18 4.6% 13.6%
J. R. Tobacco	78 7.4% 100.0%	77 7.8% 98.7%	19 14.8% 24.4%	27 24.8% 34.6%	9 5.8% 11.5%	3 1.8% 3.8%	2 1.7% 2.6%	11 11.1% 14.1%	1 1.2% 1.3%	5 3.8% 6.4%	2 2.9% 2.6%	27 8.2% 34.6%	11 5.8% 14.1%	16 7.5% 20.5%	22 9.2% 28.2%	18 4.6% 23.1%	53 9.5% 67.9%	7 8.0% 9.0%	26 23.2% 33.3%	9 2.3% 11.5%
Net - Home	148 14.1% 100.0%	143 14.4% 96.6%	22 17.2% 14.9%	24 22.0% 16.2%	30 19.5% 20.3%	21 12.5% 14.2%	23 19.0% 15.5%	6 6.1% 4.1%	7 8.6% 4.7%	10 7.7% 6.8%	7 10.0% 4.7%	53 16.1% 35.8%	24 12.7% 16.2%	29 13.7% 19.6%	34 14.2% 23.0%	48 12.2% 32.4%	85 15.3% 57.4%	13 14.9% 8.8%	20 17.9% 13.5%	55 14.1% 37.2%
Damark	87 8.3% 100.0%	82 8.3% 94.3%	8 6.3% 9.2%	13 11.9% 14.9%	16 10.4% 18.4%	15 8.9% 17.2%	16 13.2% 18.4%	4 4.0% 4.6%	4 4.9% 4.6%	6 4.6% 6.9%	5 7.1% 5.7%	23 7.0% 26.4%	17 9.0% 19.5%	20 9.4% 23.0%	21 8.8% 24.1%	31 7.8% 35.6%	50 9.0% 57.5%	4 4.6% 4.6%	6 5.4% 6.9%	37 9.5% 42.5%
Crate & Barrel	44 4.2% 100.0%	44 4.4% 100.0%	10 7.8% 22.7%	9 8.3% 20.5%	8 5.2% 18.2%	4 2.4% 9.1%	8 6.6% 18.2%	1 1.0% 2.3%	2 2.5% 4.5%	2 1.5% 4.5%	0 0.0% 0.0%	22 6.7% 50.0%	5 2.6% 11.4%	10 4.7% 22.7%	7 2.9% 15.9%	16 4.1% 36.4%	22 3.9% 50.0%	6 6.9% 13.6%	12 10.7% 27.3%	10 2.6% 22.7%
Pottery Barn	29 2.8% 100.0%	29 2.9% 100.0%	5 3.9% 17.2%	4 3.7% 13.8%	6 3.9% 20.7%	3 1.8% 10.3%	6 5.0% 20.7%	1 1.0% 3.4%	2 2.5% 6.9%	2 1.5% 6.9%	1 1.4% 3.4%	16 4.8% 55.2%	4 2.1% 13.8%	2 0.9% 6.9%	6 2.5% 20.7%	7 1.8% 24.1%	19 3.4% 65.5%	3 3.4% 10.3%	4 3.6% 13.8%	10 2.6% 34.5%
Hold Everything	17 1.6% 100.0%	17 1.7% 100.0%	2 1.6% 11.8%	3 2.8% 17.6%	5 3.2% 29.4%	2 1.2% 11.8%	3 2.5% 17.6%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.5% 11.8%	1 1.4% 5.9%	6 1.8% 35.3%	4 2.1% 23.5%	1 0.5% 5.9%	5 2.1% 29.4%	5 1.3% 29.4%	10 1.8% 58.8%	2 2.3% 11.8%	3 2.7% 17.6%	5 1.3% 29.4%
Gumps	9 0.9% 100.0%	9 0.9% 100.0%	1 0.8% 11.1%	4 3.7% 44.4%	2 1.3% 22.2%	0 0.0% 0.0%	1 0.8% 11.1%	1 1.0% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 0.9% 33.3%	2 1.1% 22.2%	1 0.5% 11.1%	3 1.3% 33.3%	1 0.3% 11.1%	5 0.9% 55.6%	3 3.4% 33.3%	4 3.6% 44.4%	2 0.5% 22.2%
Net - Toys	129 12.3% 100.0%	123 12.4% 95.3%	28 21.9% 21.7%	21 19.3% 16.3%	26 16.9% 20.2%	14 8.3% 10.9%	18 14.9% 14.0%	5 5.1% 3.9%	3 3.7% 2.3%	8 6.2% 6.2%	4 5.7% 3.1%	45 13.6% 34.9%	22 11.6% 17.1%	23 10.8% 17.8%	33 13.8% 25.6%	39 9.9% 30.2%	72 12.9% 55.8%	17 19.5% 13.2%	24 21.4% 18.6%	35 9.0% 27.1%

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Cigar Segmentation

Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052 100.0% 100.0%	990 100.0% 94.1%	128 100.0% 12.2%	109 100.0% 10.4%	154 100.0% 14.6%	168 100.0% 16.0%	121 100.0% 11.5%	99 100.0% 9.4%	81 100.0% 7.7%	130 100.0% 12.4%	70 100.0% 6.7%	330 100.0% 31.4%	189 100.0% 18.0%	212 100.0% 20.2%	239 100.0% 22.7%	395 100.0% 37.5%	557 100.0% 52.9%	87 100.0% 8.3%	112 100.0% 10.6%	389 100.0% 37.0%
The Sharper Image	74 7.0% 100.0%	71 7.2% 95.9%	21 16.4% 28.4%	12 11.0% 16.2%	11 7.1% 14.9%	9 5.4% 12.2%	11 9.1% 14.9%	0 0.0% 0.0%	2 2.5% 2.7%	5 3.8% 6.8%	3 4.3% 4.1%	23 7.0% 31.1%	17 9.0% 23.0%	10 4.7% 13.5%	20 8.4% 27.0%	25 6.3% 33.8%	39 7.0% 52.7%	9 10.3% 12.2%	15 13.4% 20.3%	24 6.2% 32.4%
Brookstone	45 4.3% 100.0%	44 4.4% 97.8%	13 10.2% 28.9%	12 11.0% 26.7%	4 2.6% 8.9%	5 3.0% 11.1%	5 4.1% 11.1%	2 2.0% 4.4%	0 0.0% 0.0%	3 2.3% 6.7%	1 1.4% 2.2%	11 3.3% 24.4%	5 2.6% 11.1%	10 4.7% 22.2%	18 7.5% 40.0%	12 3.0% 26.7%	27 4.8% 60.0%	6 6.9% 13.3%	8 7.1% 17.8%	10 2.6% 22.2%
Hammacher Schlemmer	42 4.0% 100.0%	39 3.9% 92.9%	10 7.8% 23.8%	9 8.3% 21.4%	10 6.5% 23.8%	2 1.2% 4.8%	5 4.1% 11.9%	1 1.0% 2.4%	1 1.2% 2.4%	1 0.8% 2.4%	1 1.4% 2.4%	14 4.2% 33.3%	8 4.2% 19.0%	5 2.4% 11.9%	13 5.4% 31.0%	10 2.5% 23.8%	26 4.7% 61.9%	6 6.9% 14.3%	8 7.1% 19.0%	6 1.5% 14.3%
Levenger	22 2.1% 100.0%	21 2.1% 95.5%	3 2.3% 13.6%	6 5.5% 27.3%	4 2.6% 18.2%	3 1.8% 13.6%	2 1.7% 9.1%	2 2.0% 9.1%	0 0.0% 0.0%	1 0.8% 4.5%	1 1.4% 4.5%	4 1.2% 18.2%	4 2.1% 18.2%	6 2.8% 27.3%	7 2.9% 31.8%	4 1.0% 18.2%	15 2.7% 68.2%	3 3.4% 13.6%	3 2.7% 13.6%	2 0.5% 9.1%
Frontgate	19 1.8% 100.0%	19 1.9% 100.0%	4 3.1% 21.1%	5 4.6% 26.3%	7 4.5% 36.8%	1 0.6% 5.3%	1 0.8% 5.3%	1 1.0% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 2.4% 42.1%	5 2.6% 26.3%	1 0.5% 5.3%	5 2.1% 26.3%	6 1.5% 31.6%	12 2.2% 63.2%	1 1.1% 5.3%	2 1.8% 10.5%	2 0.5% 10.5%
Wallstreet Creators	2 0.2% 100.0%	2 0.2% 100.0%	0 0.0% 0.0%	1 0.9% 50.0%	0 0.0% 0.0%	1 0.6% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.3% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.4% 50.0%	1 0.3% 50.0%	1 0.2% 50.0%	0 0.0% 0.0%	1 0.9% 50.0%	0 0.0% 0.0%
Vroom	1 0.1% 100.0%	1 0.1% 100.0%	0 0.0% 0.0%	1 0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.4% 100.0%	0 0.0% 0.0%	1 0.2% 100.0%	0 0.0% 0.0%	1 0.9% 100.0%	0 0.0% 0.0%
Net - Sports/Gaming	87 8.3% 100.0%	83 8.4% 95.4%	11 8.6% 12.6%	13 11.9% 14.9%	17 11.0% 19.5%	12 7.1% 13.8%	5 4.1% 5.7%	6 6.1% 6.9%	11 13.6% 12.6%	8 6.2% 9.2%	2 2.9% 2.3%	19 5.8% 21.8%	18 9.5% 20.7%	22 10.4% 25.3%	24 10.0% 27.6%	36 9.1% 41.4%	45 8.1% 51.7%	4 4.6% 4.6%	10 8.9% 11.5%	30 7.7% 34.5%
The Sportsmans Guide	66 6.3% 100.0%	63 6.4% 95.5%	8 6.3% 12.1%	12 11.0% 18.2%	9 5.8% 13.6%	10 6.0% 15.2%	3 2.5% 4.5%	5 5.1% 7.6%	9 11.1% 13.6%	7 5.4% 10.6%	2 2.9% 3.0%	12 3.6% 18.2%	12 6.3% 18.2%	19 9.0% 28.8%	19 7.9% 28.8%	27 6.8% 40.9%	35 6.3% 53.0%	3 3.4% 4.5%	8 7.1% 12.1%	23 5.9% 34.8%
Austed	13 1.2% 100.0%	13 1.3% 100.0%	0 0.0% 0.0%	2 1.8% 15.4%	5 3.2% 38.5%	1 0.6% 7.7%	2 1.7% 15.4%	1 1.0% 7.7%	1 1.2% 7.7%	1 0.8% 7.7%	0 0.0% 0.0%	4 1.2% 30.8%	2 1.1% 15.4%	3 1.4% 23.1%	4 1.7% 30.8%	5 1.3% 38.5%	7 1.3% 53.8%	0 0.0% 0.0%	1 0.9% 7.7%	8 2.1% 61.5%
Sports Preferred Living	10 1.0% 100.0%	10 1.0% 100.0%	5 3.9% 50.0%	1 0.9% 10.0%	1 0.6% 10.0%	1 0.6% 10.0%	0 0.0% 0.0%	1 1.0% 10.0%	1 1.2% 10.0%	0 0.0% 0.0%	1 1.4% 10.0%	2 0.6% 20.0%	2 1.1% 20.0%	3 1.4% 30.0%	2 0.8% 20.0%	4 1.0% 40.0%	6 1.1% 60.0%	0 0.0% 0.0%	3 2.7% 30.0%	2 0.5% 20.0%
Overton	9 0.9% 100.0%	8 0.8% 88.9%	1 0.8% 11.1%	2 1.8% 22.2%	3 1.9% 33.3%	1 0.6% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	3 0.9% 33.3%	4 2.1% 44.4%	1 0.5% 11.1%	1 0.4% 11.1%	4 1.0% 44.4%	4 0.7% 44.4%	1 1.1% 11.1%	3 2.7% 33.3%	0 0.0% 0.0%
Net - Food/Wine	82 7.8% 100.0%	79 8.0% 96.3%	18 14.1% 22.0%	9 8.3% 11.0%	14 9.1% 17.1%	11 6.5% 13.4%	10 8.3% 12.2%	7 7.1% 8.5%	5 6.2% 6.1%	5 3.8% 6.1%	5 7.1% 6.1%	25 7.6% 30.5%	9 4.8% 11.0%	23 10.8% 28.0%	20 8.4% 24.4%	21 5.3% 25.6%	48 8.6% 58.5%	13 14.9% 15.9%	8 7.1% 9.8%	27 6.9% 32.9%

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Cigar Segmentation

Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052	990	128	109	154	168	121	99	81	130	70	330	189	212	239	395	557	87	112	389
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	94.1%	12.2%	10.4%	14.6%	16.0%	11.5%	9.4%	7.7%	12.4%	6.7%	31.4%	18.0%	20.2%	22.7%	37.5%	52.9%	8.3%	10.6%	37.0%
Omaha Steaks	57	56	9	.8	11	9	4	6	4	5	2	17	6	15	17	13	36	8	5	20
	5.4%	5.7%	7.0%	7.3%	7.1%	5.4%	3.3%	6.1%	4.9%	3.8%	2.9%	5.2%	3.2%	7.1%	7.1%	3.3%	6.5%	9.2%	4.5%	5.1%
	100.0%	98.2%	15.8%	14.0%	19.3%	15.8%	7.0%	10.5%	7.0%	8.8%	3.5%	29.8%	10.5%	26.3%	29.8%	22.8%	63.2%	14.0%	8.8%	35.1%
Wine Enthusiast	19	18	7	0	4	1	5	1	0	0	0	9	2	7	1	8	8	3	3	5
	1.8%	1.8%	5.5%	0.0%	2.6%	0.6%	4.1%	1.0%	0.0%	0.0%	0.0%	2.7%	1.1%	3.3%	0.4%	2.0%	1.4%	3.4%	2.7%	1.3%
	100.0%	94.7%	36.8%	0.0%	21.1%	5.3%	26.3%	5.3%	0.0%	0.0%	0.0%	47.4%	10.5%	36.8%	5.3%	42.1%	42.1%	15.8%	15.8%	26.3%
Balduccis	7	7	1	2	0	1	1	1	1	0	3	0	0	1	3	2	4	1	1	2
	0.7%	0.7%	0.8%	1.8%	0.0%	0.6%	0.8%	1.0%	1.2%	0.0%	4.3%	0.0%	0.0%	0.5%	1.3%	0.5%	0.7%	1.1%	0.9%	0.5%
	100.0%	100.0%	14.3%	28.6%	0.0%	14.3%	14.3%	14.3%	14.3%	0.0%	42.9%	0.0%	0.0%	14.3%	42.9%	28.6%	57.1%	14.3%	14.3%	28.6%
Dean & Deluca	6	4	2	0	1	1	0	0	0	0	1	1	1	2	1	1	4	1	0	1
	0.6%	0.4%	1.6%	0.0%	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%	0.5%	0.9%	0.4%	0.3%	0.7%	1.1%	0.0%	0.3%
	100.0%	66.7%	33.3%	0.0%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	16.7%	16.7%	16.7%	33.3%	16.7%	16.7%	66.7%	16.7%	0.0%	16.7%
Net - Accessories/ Entertaining	71	68	13	12	19	3	11	4	3	3	4	23	9	18	15	21	43	6	15	21
	6.7%	6.9%	10.2%	11.0%	12.3%	1.8%	9.1%	4.0%	3.7%	2.3%	5.7%	7.0%	4.8%	8.5%	6.3%	5.3%	7.7%	6.9%	13.4%	5.4%
	100.0%	95.8%	18.3%	16.9%	26.8%	4.2%	15.5%	5.6%	4.2%	4.2%	5.6%	32.4%	12.7%	25.4%	21.1%	29.6%	60.6%	8.5%	21.1%	29.6%
Williams-Sonoma	63	61	12	10	18	3	10	2	3	3	4	22	7	17	12	18	41	4	11	19
	6.0%	6.2%	9.4%	9.2%	11.7%	1.8%	8.3%	2.0%	3.7%	2.3%	5.7%	6.7%	3.7%	8.0%	5.0%	4.6%	7.4%	4.6%	9.8%	4.9%
	100.0%	96.8%	19.0%	15.9%	28.6%	4.8%	15.9%	3.2%	4.8%	4.8%	6.3%	34.9%	11.1%	27.0%	19.0%	28.6%	65.1%	6.3%	17.5%	30.2%
Ross Simons	9	8	0	3	2	0	2	1	0	0	0	0	1	3	4	4	5	0	4	3
	0.9%	0.8%	0.0%	2.8%	1.3%	0.0%	1.7%	1.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.4%	1.7%	1.0%	0.9%	0.0%	3.6%	0.8%
	100.0%	88.9%	0.0%	33.3%	22.2%	0.0%	22.2%	11.1%	0.0%	0.0%	0.0%	0.0%	22.2%	33.3%	44.4%	44.4%	55.6%	0.0%	44.4%	33.3%
Horchow	9	7	2	1	1	1	1	1	0	0	0	3	2	0	3	0	6	2	4	1
	0.9%	0.7%	1.6%	0.9%	0.6%	0.6%	0.8%	1.0%	0.0%	0.0%	0.0%	0.9%	1.1%	0.0%	1.3%	0.0%	1.1%	2.3%	3.6%	0.3%
	100.0%	77.8%	22.2%	11.1%	11.1%	11.1%	11.1%	11.1%	0.0%	0.0%	0.0%	33.3%	22.2%	0.0%	33.3%	0.0%	66.7%	22.2%	44.4%	11.1%
Net - Adventure/Travel	46	43	11	12	7	6	1	1	2	3	3	9	9	15	8	11	27	7	9	10
	4.4%	4.3%	8.6%	11.0%	4.5%	3.6%	0.8%	1.0%	2.5%	2.3%	4.3%	2.7%	4.8%	7.1%	3.3%	2.8%	4.8%	8.0%	8.0%	2.6%
	100.0%	93.5%	23.9%	26.1%	15.2%	13.0%	2.2%	2.2%	4.3%	6.5%	6.5%	19.6%	19.6%	32.6%	17.4%	23.9%	58.7%	15.2%	19.6%	21.7%
Patagonia	13	13	4	1	4	1	1	0	1	1	1	3	1	7	1	3	7	3	4	4
	1.2%	1.3%	3.1%	0.9%	2.6%	0.6%	0.8%	0.0%	1.2%	0.8%	1.4%	0.9%	0.5%	3.3%	0.4%	0.8%	1.3%	3.4%	3.6%	1.0%
	100.0%	100.0%	30.8%	7.7%	30.8%	7.7%	7.7%	0.0%	7.7%	7.7%	7.7%	23.1%	7.7%	53.8%	7.7%	23.1%	53.8%	23.1%	30.8%	30.8%
Autosport	9	9	4	2	1	1	0	0	0	1	1	3	2	2	1	4	4	1	2	2
	0.9%	0.9%	3.1%	1.8%	0.6%	0.6%	0.0%	0.0%	0.0%	0.8%	1.4%	0.9%	1.1%	0.9%	0.4%	1.0%	0.7%	1.1%	1.8%	0.5%
	100.0%	100.0%	44.4%	22.2%	11.1%	11.1%	0.0%	0.0%	0.0%	11.1%	11.1%	33.3%	22.2%	22.2%	11.1%	44.4%	44.4%	11.1%	22.2%	22.2%
Travelers	9	7	2	2	0	1	0	0	1	1	0	2	2	2	3	2	7	0	1	3
	0.9%	0.7%	1.6%	1.8%	0.0%	0.6%	0.0%	0.0%	1.2%	0.8%	0.0%	0.6%	1.1%	0.9%	1.3%	0.5%	1.3%	0.0%	0.9%	0.8%
	100.0%	77.8%	22.2%	22.2%	0.0%	11.1%	0.0%	0.0%	11.1%	11.1%	0.0%	22.2%	22.2%	22.2%	33.3%	22.2%	77.8%	0.0%	11.1%	33.3%
Travelsmith	8	7	0	4	2	0	0	0	0	1	0	2	1	2	2	0	7	1	5	1
	0.8%	0.7%	0.0%	3.7%	1.3%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.6%	0.5%	0.9%	0.8%	0.0%	1.3%	1.1%	4.5%	0.3%
	100.0%	87.5%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	25.0%	12.5%	25.0%	25.0%	0.0%	87.5%	12.5%	62.5%	12.5%

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Cigar Segmentation

Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year?

Base: Total have purchased through catalogs (Q10A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1052	990	128	109	154	168	121	99	81	130	70	330	189	212	239	395	557	87	112	389
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	94.1%	12.2%	10.4%	14.6%	16.0%	11.5%	9.4%	7.7%	12.4%	6.7%	31.4%	18.0%	20.2%	22.7%	37.5%	52.9%	8.3%	10.6%	37.0%
Dooney & Bourke	7	6	2	3	0	1	0	0	0	0	1	0	2	2	1	1	4	1	2	0
	0.7%	0.6%	1.6%	2.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.1%	0.9%	0.4%	0.3%	0.7%	1.1%	1.8%	0.0%
	100.0%	85.7%	28.6%	42.9%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	28.6%	28.6%	14.3%	14.3%	57.1%	14.3%	28.6%	0.0%
Willis & Geiger	6	6	2	2	1	1	0	0	0	0	0	1	0	2	3	1	4	1	0	0
	0.6%	0.6%	1.6%	1.8%	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.9%	1.3%	0.3%	0.7%	1.1%	0.0%	0.0%
	100.0%	100.0%	33.3%	33.3%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	33.3%	50.0%	16.7%	66.7%	16.7%	0.0%	0.0%
Field Trips	5	5	2	2	0	1	0	0	0	0	0	1	1	1	1	1	3	1	2	1
	0.5%	0.5%	1.6%	1.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.5%	0.4%	0.3%	0.5%	1.1%	1.8%	0.3%
	100.0%	100.0%	40.0%	40.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	20.0%	20.0%	20.0%	20.0%	60.0%	20.0%	40.0%	20.0%
Magellans	4	4	1	2	0	0	0	1	0	0	0	0	1	2	1	1	3	0	2	1
	0.4%	0.4%	0.8%	1.8%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.4%	0.3%	0.5%	0.0%	1.8%	0.3%
	100.0%	100.0%	25.0%	50.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	50.0%	25.0%	25.0%	75.0%	0.0%	50.0%	25.0%
Other	403	374	48	40	55	57	46	42	32	54	31	115	66	92	93	144	221	31	46	171
	38.3%	37.8%	37.5%	36.7%	35.7%	33.9%	38.0%	42.4%	39.5%	41.5%	44.3%	34.8%	34.9%	43.4%	38.9%	36.5%	39.7%	35.6%	41.1%	44.0%
	100.0%	92.8%	11.9%	9.9%	13.6%	14.1%	11.4%	10.4%	7.9%	13.4%	7.7%	28.5%	16.4%	22.8%	23.1%	35.7%	54.8%	7.7%	11.4%	42.4%
No answer	176	160	12	9	14	37	22	20	18	28	13	48	42	27	44	78	85	10	13	75
	16.7%	16.2%	9.4%	8.3%	9.1%	22.0%	18.2%	20.2%	22.2%	21.5%	18.6%	14.5%	22.2%	12.7%	18.4%	19.7%	15.3%	11.5%	11.6%	19.3%
	100.0%	90.9%	6.8%	5.1%	8.0%	21.0%	12.5%	11.4%	10.2%	15.9%	7.4%	27.3%	23.9%	15.3%	25.0%	44.3%	48.3%	5.7%	7.4%	42.6%

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Cigar Segmentation

Q11 Section VI. Have you ever purchased products through the Internet?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Yes	255	247	38	32	51	35	50	8	17	16	13	96	50	56	38	72	151	30	35	94
	20.7%	21.5%	27.3%	25.8%	30.4%	18.6%	36.8%	6.9%	16.2%	9.3%	14.1%	24.7%	22.9%	22.7%	14.0%	15.2%	23.7%	30.3%	26.9%	20.1%
	100.0%	96.9%	14.9%	12.5%	20.0%	13.7%	19.6%	3.1%	6.7%	6.3%	5.1%	37.6%	19.6%	22.0%	14.9%	28.2%	59.2%	11.8%	13.7%	36.9%
No	838	777	89	72	101	123	74	92	82	144	75	259	142	161	193	349	416	61	82	337
	68.2%	67.7%	64.0%	58.1%	60.1%	65.4%	54.4%	79.3%	78.1%	83.7%	81.5%	66.8%	65.1%	65.2%	71.2%	73.6%	65.2%	61.6%	63.1%	72.0%
	100.0%	92.7%	10.6%	8.6%	12.1%	14.7%	8.8%	11.0%	9.8%	17.2%	8.9%	30.9%	16.9%	19.2%	23.0%	41.6%	49.6%	7.3%	9.8%	40.2%
No answer	136	124	12	20	16	30	12	16	6	12	4	33	26	30	40	53	71	8	13	37
	11.1%	10.8%	8.6%	16.1%	9.5%	16.0%	8.8%	13.8%	5.7%	7.0%	4.3%	8.5%	11.9%	12.1%	14.8%	11.2%	11.1%	8.1%	10.0%	7.9%
	100.0%	91.2%	8.8%	14.7%	11.8%	22.1%	8.8%	11.8%	4.4%	8.8%	2.9%	24.3%	19.1%	22.1%	29.4%	39.0%	52.2%	5.9%	9.6%	27.2%

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Cigar Segmentation

Q12 Section VI. Which of the following brands of automobiles do you currently own?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Do not own an auto	65	58	7	10	3	7	3	4	11	13	10	13	12	13	17	22	33	9	9	24
	5.3%	5.1%	5.0%	8.1%	1.8%	3.7%	2.2%	3.4%	10.5%	7.6%	10.9%	3.4%	5.5%	5.3%	6.3%	4.6%	5.2%	9.1%	6.9%	5.1%
	100.0%	89.2%	10.8%	15.4%	4.6%	10.8%	4.6%	6.2%	16.9%	20.0%	15.4%	20.0%	18.5%	20.0%	26.2%	33.8%	50.8%	13.8%	13.8%	36.9%
Total own an auto	1164	1090	132	114	165	181	133	112	94	159	82	375	206	234	254	452	605	90	121	444
	94.7%	94.9%	95.0%	91.9%	98.2%	96.3%	97.8%	96.6%	89.5%	92.4%	89.1%	96.6%	94.5%	94.7%	93.7%	95.4%	94.8%	90.9%	93.1%	94.9%
	100.0%	93.6%	11.3%	9.8%	14.2%	15.5%	11.4%	9.6%	8.1%	13.7%	7.0%	32.2%	17.7%	20.1%	21.8%	38.8%	52.0%	7.7%	10.4%	38.1%
Ford	355	328	34	32	48	54	37	36	37	50	30	102	67	76	76	139	187	27	32	139
	30.5%	30.1%	25.8%	28.1%	29.1%	29.8%	27.8%	32.1%	39.4%	31.4%	36.6%	27.2%	32.5%	32.5%	29.9%	30.8%	30.9%	30.0%	26.4%	31.3%
	100.0%	92.4%	9.6%	9.0%	13.5%	15.2%	10.4%	10.1%	10.4%	14.1%	8.5%	28.7%	18.9%	21.4%	21.4%	39.2%	52.7%	7.6%	9.0%	39.2%
Chevrolet	321	298	35	30	36	65	27	37	23	45	26	94	65	60	72	122	171	20	35	130
	27.6%	27.3%	26.5%	26.3%	21.8%	35.9%	20.3%	33.0%	24.5%	28.3%	31.7%	25.1%	31.6%	25.6%	28.3%	27.0%	28.3%	22.2%	28.9%	29.3%
	100.0%	92.8%	10.9%	9.3%	11.2%	20.2%	8.4%	11.5%	7.2%	14.0%	8.1%	29.3%	20.2%	18.7%	22.4%	38.0%	53.3%	6.2%	10.9%	40.5%
Dodge	158	149	17	19	20	30	16	17	8	22	9	50	32	36	29	57	90	10	14	52
	13.6%	13.7%	12.9%	16.7%	12.1%	16.6%	12.0%	15.2%	8.5%	13.8%	11.0%	13.3%	15.5%	15.4%	11.4%	12.6%	14.9%	11.1%	11.6%	11.7%
	100.0%	94.3%	10.8%	12.0%	12.7%	19.0%	10.1%	10.8%	5.1%	13.9%	5.7%	31.6%	20.3%	22.8%	18.4%	36.1%	57.0%	6.3%	8.9%	32.9%
Toyota	99	97	11	10	19	16	13	8	12	8	10	42	12	17	17	36	53	9	12	39
	8.5%	8.9%	8.3%	8.8%	11.5%	8.8%	9.8%	7.1%	12.8%	5.0%	12.2%	11.2%	5.8%	7.3%	6.7%	8.0%	8.8%	10.0%	9.9%	8.8%
	100.0%	98.0%	11.1%	10.1%	19.2%	16.2%	13.1%	8.1%	12.1%	8.1%	10.1%	42.4%	12.1%	17.2%	17.2%	36.4%	53.5%	9.1%	12.1%	39.4%
Nissan	83	77	12	7	17	8	18	2	5	8	6	31	18	17	9	33	40	9	9	37
	7.1%	7.1%	9.1%	6.1%	10.3%	4.4%	13.5%	1.8%	5.3%	5.0%	7.3%	8.3%	8.7%	7.3%	3.5%	7.3%	6.6%	10.0%	7.4%	8.3%
	100.0%	92.8%	14.5%	8.4%	20.5%	9.6%	21.7%	2.4%	6.0%	9.6%	7.2%	37.3%	21.7%	20.5%	10.8%	39.8%	48.2%	10.8%	10.8%	44.6%
Pontiac	78	72	10	8	6	9	5	9	10	15	4	29	11	18	16	33	37	7	14	21
	6.7%	6.6%	7.6%	7.0%	3.6%	5.0%	3.8%	8.0%	10.6%	9.4%	4.9%	7.7%	5.3%	7.7%	6.3%	7.3%	6.1%	7.8%	11.6%	4.7%
	100.0%	92.3%	12.8%	10.3%	7.7%	11.5%	6.4%	11.5%	12.8%	19.2%	5.1%	37.2%	14.1%	23.1%	20.5%	42.3%	47.4%	9.0%	17.9%	26.9%
GMC	77	72	4	9	9	14	7	7	11	11	3	19	17	15	22	30	40	6	10	28
	6.6%	6.6%	3.0%	7.9%	5.5%	7.7%	5.3%	6.3%	11.7%	6.9%	3.7%	5.1%	8.3%	6.4%	8.7%	6.6%	6.6%	6.7%	8.3%	6.3%
	100.0%	93.5%	5.2%	11.7%	11.7%	18.2%	9.1%	9.1%	14.3%	14.3%	3.9%	24.7%	22.1%	19.5%	28.6%	39.0%	51.9%	7.8%	13.0%	36.4%
Honda	74	70	7	11	11	12	18	4	2	5	5	29	16	13	11	27	40	7	10	28
	6.4%	6.4%	5.3%	9.6%	6.7%	6.6%	13.5%	3.6%	2.1%	3.1%	6.1%	7.7%	7.8%	5.6%	4.3%	6.0%	6.6%	7.8%	8.3%	6.3%
	100.0%	94.6%	9.5%	14.9%	14.9%	16.2%	24.3%	5.4%	2.7%	6.8%	6.8%	39.2%	21.6%	17.6%	14.9%	36.5%	54.1%	9.5%	13.5%	37.8%
Buick	68	66	7	9	7	17	3	9	3	11	3	20	11	12	21	30	30	6	8	29
	5.8%	6.1%	5.3%	7.9%	4.2%	9.4%	2.3%	8.0%	3.2%	6.9%	3.7%	5.3%	5.3%	5.1%	8.3%	6.6%	5.0%	6.7%	6.6%	6.5%
	100.0%	97.1%	10.3%	13.2%	10.3%	25.0%	4.4%	13.2%	4.4%	16.2%	4.4%	29.4%	16.2%	17.6%	30.9%	44.1%	44.1%	8.8%	11.8%	42.6%
Jeep	61	58	5	3	15	17	8	3	2	5	6	20	11	12	11	22	34	5	4	24
	5.2%	5.3%	3.8%	2.6%	9.1%	9.4%	6.0%	2.7%	2.1%	3.1%	7.3%	5.3%	5.3%	5.1%	4.3%	4.9%	5.6%	5.6%	3.3%	5.4%
	100.0%	95.1%	8.2%	4.9%	24.6%	27.9%	13.1%	4.9%	3.3%	8.2%	9.8%	32.8%	18.0%	19.7%	18.0%	36.1%	55.7%	8.2%	6.6%	39.3%
Mercury	55	51	9	5	6	7	4	7	4	9	2	15	7	14	16	17	30	8	5	23
	4.7%	4.7%	6.8%	4.4%	3.6%	3.9%	3.0%	6.3%	4.3%	5.7%	2.4%	4.0%	3.4%	6.0%	6.3%	3.8%	5.0%	8.9%	4.1%	5.2%
	100.0%	92.7%	16.4%	9.1%	10.9%	12.7%	7.3%	12.7%	7.3%	16.4%	3.6%	27.3%	12.7%	25.5%	29.1%	30.9%	54.5%	14.5%	9.1%	41.8%

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Cigar Segmentation

Q12 Section VI. Which of the following brands of automobiles do you currently own?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Chrysler	54	52	3	7	10	8	4	3	6	11	1	14	9	15	12	21	30	3	1	22
	4.6%	4.8%	2.3%	6.1%	6.1%	4.4%	3.0%	2.7%	6.4%	6.9%	1.2%	3.7%	4.4%	6.4%	4.7%	4.6%	5.0%	3.3%	0.8%	5.0%
	100.0%	96.3%	5.6%	13.0%	18.5%	14.8%	7.4%	5.6%	11.1%	20.4%	1.9%	25.9%	16.7%	27.8%	22.2%	38.9%	55.6%	5.6%	1.9%	40.7%
Plymouth	49	46	11	3	8	7	2	6	1	8	1	12	8	13	15	19	29	1	6	12
	4.2%	4.2%	8.3%	2.6%	4.8%	3.9%	1.5%	5.4%	1.1%	5.0%	1.2%	3.2%	3.9%	5.6%	5.9%	4.2%	4.8%	1.1%	5.0%	2.7%
	100.0%	93.9%	22.4%	6.1%	16.3%	14.3%	4.1%	12.2%	2.0%	16.3%	2.0%	24.5%	16.3%	26.5%	30.6%	38.8%	59.2%	2.0%	12.2%	24.5%
Cadillac	47	45	9	3	4	8	3	11	4	3	3	10	6	10	17	17	22	6	7	14
	4.0%	4.1%	6.8%	2.6%	2.4%	4.4%	2.3%	9.8%	4.3%	1.9%	3.7%	2.7%	2.9%	4.3%	6.7%	3.8%	3.6%	6.7%	5.8%	3.2%
	100.0%	95.7%	19.1%	6.4%	8.5%	17.0%	6.4%	23.4%	8.5%	6.4%	6.4%	21.3%	12.8%	21.3%	36.2%	36.2%	46.8%	12.8%	14.9%	29.8%
Mazda	27	24	0	2	4	5	5	1	4	3	3	8	4	6	6	12	9	5	1	17
	2.3%	2.2%	0.0%	1.8%	2.4%	2.8%	3.8%	0.9%	4.3%	1.9%	3.7%	2.1%	1.9%	2.6%	2.4%	2.7%	1.5%	5.6%	0.8%	3.8%
	100.0%	88.9%	0.0%	7.4%	14.8%	18.5%	18.5%	3.7%	14.8%	11.1%	11.1%	29.6%	14.8%	22.2%	22.2%	44.4%	33.3%	18.5%	3.7%	63.0%
Lincoln	24	23	4	3	1	4	2	5	1	3	1	5	3	5	10	8	12	3	3	9
	2.1%	2.1%	3.0%	2.6%	0.6%	2.2%	1.5%	4.5%	1.1%	1.9%	1.2%	1.3%	1.5%	2.1%	3.9%	1.8%	2.0%	3.3%	2.5%	2.0%
	100.0%	95.8%	16.7%	12.5%	4.2%	16.7%	8.3%	20.8%	4.2%	12.5%	4.2%	20.8%	12.5%	20.8%	41.7%	33.3%	50.0%	12.5%	12.5%	37.5%
Mitsubishi	24	23	4	3	8	2	3	0	0	3	3	8	6	3	4	9	12	3	4	11
	2.1%	2.1%	3.0%	2.6%	4.8%	1.1%	2.3%	0.0%	0.0%	1.9%	3.7%	2.1%	2.9%	1.3%	1.6%	2.0%	2.0%	3.3%	3.3%	2.5%
	100.0%	95.8%	16.7%	12.5%	33.3%	8.3%	12.5%	0.0%	0.0%	12.5%	12.5%	33.3%	25.0%	12.5%	16.7%	37.5%	50.0%	12.5%	16.7%	45.8%
VW	24	22	7	3	3	4	4	0	1	0	0	10	4	7	3	5	16	3	2	7
	2.1%	2.0%	5.3%	2.6%	1.8%	2.2%	3.0%	0.0%	1.1%	0.0%	0.0%	2.7%	1.9%	3.0%	1.2%	1.1%	2.6%	3.3%	1.7%	1.6%
	100.0%	91.7%	29.2%	12.5%	12.5%	16.7%	16.7%	0.0%	4.2%	0.0%	0.0%	41.7%	16.7%	29.2%	12.5%	20.8%	66.7%	12.5%	8.3%	29.2%
Mercedes-Benz	20	20	4	4	1	6	2	2	0	1	1	8	3	3	5	6	11	2	2	2
	1.7%	1.8%	3.0%	3.5%	0.6%	3.3%	1.5%	1.8%	0.0%	0.6%	1.2%	2.1%	1.5%	1.3%	2.0%	1.3%	1.8%	2.2%	1.7%	0.5%
	100.0%	100.0%	20.0%	20.0%	5.0%	30.0%	10.0%	10.0%	0.0%	5.0%	5.0%	40.0%	15.0%	15.0%	25.0%	30.0%	55.0%	10.0%	10.0%	10.0%
Isuzu	20	18	2	2	4	3	3	0	0	4	2	11	2	1	4	11	6	2	0	9
	1.7%	1.7%	1.5%	1.8%	2.4%	1.7%	2.3%	0.0%	0.0%	2.5%	2.4%	2.9%	1.0%	0.4%	1.6%	2.4%	1.0%	2.2%	0.0%	2.0%
	100.0%	90.0%	10.0%	10.0%	20.0%	15.0%	15.0%	0.0%	0.0%	20.0%	10.0%	55.0%	10.0%	5.0%	20.0%	55.0%	30.0%	10.0%	0.0%	45.0%
Saturn	19	18	4	1	2	3	4	3	0	1	1	7	4	4	3	6	12	1	2	8
	1.6%	1.7%	3.0%	0.9%	1.2%	1.7%	3.0%	2.7%	0.0%	0.6%	1.2%	1.9%	1.9%	1.7%	1.2%	1.3%	2.0%	1.1%	1.7%	1.8%
	100.0%	94.7%	21.1%	5.3%	10.5%	15.8%	21.1%	15.8%	0.0%	5.3%	5.3%	36.8%	21.1%	21.1%	15.8%	31.6%	63.2%	5.3%	10.5%	42.1%
Volvo	18	18	5	0	3	7	2	1	0	0	0	5	2	7	4	7	7	4	5	4
	1.5%	1.7%	3.8%	0.0%	1.8%	3.9%	1.5%	0.9%	0.0%	0.0%	0.0%	1.3%	1.0%	3.0%	1.6%	1.5%	1.2%	4.4%	4.1%	0.9%
	100.0%	100.0%	27.8%	0.0%	16.7%	38.9%	11.1%	5.6%	0.0%	0.0%	0.0%	27.8%	11.1%	38.9%	22.2%	38.9%	38.9%	22.2%	27.8%	22.2%
Acura	16	15	2	1	6	0	3	1	0	2	1	5	4	5	1	7	8	1	3	5
	1.4%	1.4%	1.5%	0.9%	3.6%	0.0%	2.3%	0.9%	0.0%	1.3%	1.2%	1.3%	1.9%	2.1%	0.4%	1.5%	1.3%	1.1%	2.5%	1.1%
	100.0%	93.8%	12.5%	6.3%	37.5%	0.0%	18.8%	6.3%	0.0%	12.5%	6.3%	31.3%	25.0%	31.3%	6.3%	43.8%	50.0%	6.3%	18.8%	31.3%
BMW	15	15	4	0	6	1	3	0	1	0	0	7	3	3	2	4	9	2	1	3
	1.3%	1.4%	3.0%	0.0%	3.6%	0.6%	2.3%	0.0%	1.1%	0.0%	0.0%	1.9%	1.5%	1.3%	0.8%	0.9%	1.5%	2.2%	0.8%	0.7%
	100.0%	100.0%	26.7%	0.0%	40.0%	6.7%	20.0%	0.0%	6.7%	0.0%	0.0%	46.7%	20.0%	20.0%	13.3%	26.7%	60.0%	13.3%	6.7%	20.0%
Hyundai	7	6	0	0	1	2	0	0	2	1	0	1	1	3	2	3	4	0	1	2
	0.6%	0.6%	0.0%	0.0%	0.6%	1.1%	0.0%	0.0%	2.1%	0.6%	0.0%	0.3%	0.5%	1.3%	0.8%	0.7%	0.7%	0.0%	0.8%	0.5%
	100.0%	85.7%	0.0%	0.0%	14.3%	28.6%	0.0%	0.0%	28.6%	14.3%	0.0%	14.3%	14.3%	42.9%	28.6%	42.9%	57.1%	0.0%	14.3%	28.6%

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Cigar Segmentation

Q12 Section VI. Which of the following brands of automobiles do you currently own?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Lexus	6	6	0	0	3	0	2	0	0	1	1	2	0	0	3	3	2	1	0	5
	0.5%	0.6%	0.0%	0.0%	1.8%	0.0%	1.5%	0.0%	0.0%	0.6%	1.2%	0.5%	0.0%	0.0%	1.2%	0.7%	0.3%	1.1%	0.0%	1.1%
	100.0%	100.0%	0.0%	0.0%	50.0%	0.0%	33.3%	0.0%	0.0%	16.7%	16.7%	33.3%	0.0%	0.0%	50.0%	50.0%	33.3%	16.7%	0.0%	83.3%
Saab	6	5	1	0	2	1	1	0	0	0	0	5	0	0	1	4	2	0	0	1
	0.5%	0.5%	0.8%	0.0%	1.2%	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.4%	0.9%	0.3%	0.0%	0.0%	0.2%
	100.0%	83.3%	16.7%	0.0%	33.3%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	83.3%	0.0%	0.0%	16.7%	66.7%	33.3%	0.0%	0.0%	16.7%
Audi	5	5	2	3	0	0	0	0	0	0	0	1	0	2	2	1	4	0	0	0
	0.4%	0.5%	1.5%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.9%	0.8%	0.2%	0.7%	0.0%	0.0%	0.0%
	100.0%	100.0%	40.0%	60.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	40.0%	40.0%	20.0%	80.0%	0.0%	0.0%	0.0%
Jaguar	4	4	1	0	1	1	0	1	0	0	0	0	1	1	2	1	3	0	1	0
	0.3%	0.4%	0.8%	0.0%	0.6%	0.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.8%	0.2%	0.5%	0.0%	0.8%	0.0%
	100.0%	100.0%	25.0%	0.0%	25.0%	25.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%	50.0%	25.0%	75.0%	0.0%	25.0%	0.0%
Land Rover	4	4	1	0	2	0	1	0	0	0	0	3	1	0	0	3	1	0	0	2
	0.3%	0.4%	0.8%	0.0%	1.2%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.8%	0.5%	0.0%	0.0%	0.7%	0.2%	0.0%	0.0%	0.5%
	100.0%	100.0%	25.0%	0.0%	50.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	75.0%	25.0%	0.0%	0.0%	75.0%	25.0%	0.0%	0.0%	50.0%
Infiniti	2	2	1	0	0	0	1	0	0	0	0	1	0	0	1	0	1	1	1	0
	0.2%	0.2%	0.8%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.4%	0.0%	0.2%	1.1%	0.8%	0.0%
	100.0%	100.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%	50.0%	0.0%
Other	106	101	6	16	15	18	12	14	10	10	11	36	15	22	20	42	53	9	11	36
	9.1%	9.3%	4.5%	14.0%	9.1%	9.9%	9.0%	12.5%	10.6%	6.3%	13.4%	9.6%	7.3%	9.4%	7.9%	9.3%	8.8%	10.0%	9.1%	8.1%
	100.0%	95.3%	5.7%	15.1%	14.2%	17.0%	11.3%	13.2%	9.4%	9.4%	10.4%	34.0%	14.2%	20.8%	18.9%	39.6%	50.0%	8.5%	10.4%	34.0%
No answer	114	99	11	15	5	15	6	8	13	26	15	23	23	25	27	43	58	11	12	43
	9.8%	9.1%	8.3%	13.2%	3.0%	8.3%	4.5%	7.1%	13.8%	16.4%	18.3%	6.1%	11.2%	10.7%	10.6%	9.5%	9.6%	12.2%	9.9%	9.7%
	100.0%	86.8%	9.6%	13.2%	4.4%	13.2%	5.3%	7.0%	11.4%	22.8%	13.2%	20.2%	20.2%	21.9%	23.7%	37.7%	50.9%	9.6%	10.5%	37.7%

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Cigar Segmentation

Q13a Section VI. Do you own a motorcycle?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Yes	137 11.1% 100.0%	131 11.4% 95.6%	23 16.5% 16.8%	18 14.5% 13.1%	16 9.5% 11.7%	26 13.8% 19.0%	12 8.8% 8.8%	9 7.8% 6.6%	12 11.4% 8.8%	15 8.7% 10.9%	5 5.4% 3.6%	43 11.1% 31.4%	35 16.1% 25.5%	28 11.3% 20.4%	25 9.2% 18.2%	49 10.3% 35.8%	72 11.3% 52.6%	14 14.1% 10.2%	19 14.6% 13.9%	49 10.5% 35.8%
No	1092 88.9% 100.0%	1017 88.6% 93.1%	116 83.5% 10.6%	106 85.5% 9.7%	152 90.5% 13.9%	162 86.2% 14.8%	124 91.2% 11.4%	107 92.2% 9.8%	93 88.6% 8.5%	157 91.3% 14.4%	87 94.6% 8.0%	345 88.9% 31.6%	183 83.9% 16.8%	219 88.7% 20.1%	246 90.8% 22.5%	425 89.7% 38.9%	566 88.7% 51.8%	85 85.9% 7.8%	111 85.4% 10.2%	419 89.5% 38.4%
No answer	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q13B Section VI. What brand(s) of motorcycle do you own?

Base: Total own a motorcycle (Q13A code 1)

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	137 100.0% 100.0%	131 100.0% 95.6%	23 100.0% 16.8%	18 100.0% 13.1%	16 100.0% 11.7%	26 100.0% 19.0%	12 100.0% 8.8%	9 100.0% 6.6%	12 100.0% 8.8%	15 100.0% 10.9%	5 100.0% 3.6%	43 100.0% 31.4%	35 100.0% 25.5%	28 100.0% 20.4%	25 100.0% 18.2%	49 100.0% 35.8%	72 100.0% 52.6%	14 100.0% 10.2%	19 100.0% 13.9%	49 100.0% 35.8%
Harley Davidson	45 32.8% 100.0%	44 33.6% 97.8%	6 26.1% 13.3%	5 27.8% 11.1%	5 31.3% 11.1%	9 34.6% 20.0%	3 25.0% 6.7%	5 55.6% 11.1%	3 25.0% 6.7%	8 53.3% 17.8%	1 20.0% 2.2%	14 32.6% 31.1%	12 34.3% 26.7%	7 25.0% 15.6%	11 44.0% 24.4%	19 38.8% 42.2%	22 30.6% 48.9%	4 28.6% 8.9%	9 47.4% 20.0%	16 32.7% 35.6%
BMW	3 2.2% 100.0%	3 2.3% 100.0%	3 13.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.3% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 8.0% 66.7%	1 2.0% 33.3%	2 2.8% 66.7%	0 0.0% 0.0%	1 5.3% 33.3%	1 2.0% 33.3%
Yamaha	24 17.5% 100.0%	23 17.6% 95.8%	2 8.7% 8.3%	3 16.7% 12.5%	5 31.3% 20.8%	6 23.1% 25.0%	2 16.7% 8.3%	1 11.1% 4.2%	1 8.3% 4.2%	3 20.0% 12.5%	1 20.0% 4.2%	8 18.6% 33.3%	7 20.0% 29.2%	5 17.9% 20.8%	3 12.0% 12.5%	6 12.2% 25.0%	16 22.2% 66.7%	2 14.3% 8.3%	2 10.5% 8.3%	11 22.4% 45.8%
Honda	42 30.7% 100.0%	39 29.8% 92.9%	8 34.8% 19.0%	6 33.3% 14.3%	3 18.8% 7.1%	6 23.1% 14.3%	5 41.7% 11.9%	2 22.2% 4.8%	5 41.7% 11.9%	4 26.7% 9.5%	1 20.0% 2.4%	12 27.9% 28.6%	12 34.3% 28.6%	9 32.1% 21.4%	7 28.0% 16.7%	16 32.7% 38.1%	22 30.6% 52.4%	3 21.4% 7.1%	4 21.1% 9.5%	15 30.6% 35.7%
Suzuki	16 11.7% 100.0%	16 12.2% 100.0%	2 8.7% 12.5%	1 5.6% 6.3%	3 18.8% 18.8%	3 11.5% 18.8%	1 8.3% 6.3%	2 22.2% 12.5%	4 33.3% 25.0%	0 0.0% 0.0%	2 40.0% 12.5%	5 11.6% 31.3%	2 5.7% 12.5%	4 14.3% 25.0%	3 12.0% 18.8%	5 10.2% 31.3%	8 11.1% 50.0%	3 21.4% 18.8%	2 10.5% 12.5%	6 12.2% 37.5%
Kawasaki	17 12.4% 100.0%	16 12.2% 94.1%	1 4.3% 5.9%	5 27.8% 29.4%	1 6.3% 5.9%	4 15.4% 23.5%	2 16.7% 11.8%	1 11.1% 5.9%	1 8.3% 5.9%	1 6.7% 5.9%	0 0.0% 0.0%	7 16.3% 41.2%	7 20.0% 41.2%	3 10.7% 17.6%	0 0.0% 0.0%	6 12.2% 35.3%	8 11.1% 47.1%	3 21.4% 17.6%	1 5.3% 5.9%	8 16.3% 47.1%
All others	8 5.8% 100.0%	8 6.1% 100.0%	2 8.7% 25.0%	1 5.6% 12.5%	1 6.3% 12.5%	2 7.7% 25.0%	1 8.3% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 6.7% 12.5%	1 20.0% 12.5%	1 2.3% 12.5%	2 5.7% 25.0%	3 10.7% 37.5%	1 4.0% 12.5%	2 4.1% 25.0%	3 4.2% 37.5%	2 14.3% 25.0%	2 10.5% 25.0%	2 4.1% 25.0%
No answer	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Ever Done																				
Domestic vacations	883 71.8% 100.0%	842 73.3% 95.4%	113 81.3% 12.8%	90 72.6% 10.2%	143 85.1% 16.2%	137 72.9% 15.5%	121 89.0% 13.7%	74 63.8% 8.4%	65 61.9% 7.4%	99 57.6% 11.2%	56 60.9% 6.3%	300 77.3% 34.0%	161 73.9% 18.2%	175 70.9% 19.8%	184 67.9% 20.8%	326 68.8% 36.9%	468 73.4% 53.0%	80 80.8% 9.1%	95 73.1% 10.8%	322 68.8% 36.5%
Stay in luxury hotels	818 66.6% 100.0%	774 67.4% 94.6%	108 77.7% 13.2%	84 67.7% 10.3%	143 85.1% 17.5%	123 65.4% 15.0%	118 86.8% 14.4%	61 52.6% 7.5%	54 51.4% 6.6%	83 48.3% 10.1%	55 59.8% 6.7%	280 72.2% 34.2%	152 69.7% 18.6%	163 66.0% 19.9%	161 59.4% 19.7%	291 61.4% 35.6%	439 68.8% 53.7%	78 78.8% 9.5%	90 69.2% 11.0%	295 63.0% 36.1%
Eat in expensive restaurants	783 63.7% 100.0%	739 64.4% 94.4%	99 71.2% 12.6%	74 59.7% 9.5%	134 79.8% 17.1%	125 66.5% 16.0%	117 86.0% 14.9%	56 48.3% 7.2%	56 53.3% 7.2%	78 45.3% 10.0%	53 57.6% 6.8%	268 69.1% 34.2%	145 66.5% 18.5%	153 61.9% 19.5%	159 58.7% 20.3%	270 57.0% 34.5%	423 66.3% 54.0%	81 81.8% 10.3%	89 68.5% 11.4%	292 62.4% 37.3%
Drink fine wines	689 56.1% 100.0%	653 56.9% 94.8%	107 77.0% 15.5%	71 57.3% 10.3%	130 77.4% 18.9%	108 57.4% 15.7%	94 69.1% 13.6%	45 38.8% 6.5%	46 43.8% 6.7%	52 30.2% 7.5%	45 48.9% 6.5%	221 57.0% 32.1%	132 60.6% 19.2%	132 53.4% 19.2%	152 56.1% 22.1%	235 49.6% 34.1%	366 57.4% 53.1%	78 78.8% 11.3%	86 66.2% 12.5%	231 49.4% 33.5%
Buy gourmet food to eat at home/elsewhere	607 49.4% 100.0%	571 49.7% 94.1%	90 64.7% 14.8%	67 54.0% 11.0%	111 66.1% 18.3%	87 46.3% 14.3%	78 57.4% 12.9%	45 38.8% 7.4%	45 42.9% 7.4%	48 27.9% 7.9%	32 34.8% 5.3%	191 49.2% 31.5%	119 54.6% 19.6%	130 52.6% 21.4%	128 47.2% 21.1%	210 44.3% 34.6%	322 50.5% 53.0%	65 65.7% 10.7%	74 56.9% 12.2%	205 43.8% 33.8%
Foreign vacations	540 43.9% 100.0%	511 44.5% 94.6%	78 56.1% 14.4%	49 39.5% 9.1%	104 61.9% 19.3%	78 41.5% 14.4%	81 59.6% 15.0%	36 31.0% 6.7%	36 34.3% 6.7%	49 28.5% 9.1%	38 41.3% 7.0%	170 43.8% 31.5%	101 46.3% 18.7%	100 40.5% 18.5%	126 46.5% 23.3%	178 37.6% 33.0%	289 45.3% 53.5%	63 63.6% 11.7%	63 48.5% 11.7%	194 41.5% 35.9%
Buy expensive clothing	531 43.2% 100.0%	501 43.6% 94.4%	81 58.3% 15.3%	51 41.1% 9.6%	94 56.0% 17.7%	79 42.0% 14.9%	85 62.5% 16.0%	34 29.3% 6.4%	39 37.1% 7.3%	38 22.1% 7.2%	39 42.4% 7.3%	198 51.0% 37.3%	102 46.8% 19.2%	88 35.6% 16.6%	100 36.9% 18.8%	182 38.4% 34.3%	281 44.0% 52.9%	59 59.6% 11.1%	68 52.3% 12.8%	188 40.2% 35.4%
Buy expensive gifts	517 42.1% 100.0%	493 42.9% 95.4%	80 57.6% 15.5%	45 36.3% 8.7%	94 56.0% 18.2%	71 37.8% 13.7%	79 58.1% 15.3%	35 30.2% 6.8%	40 38.1% 7.7%	49 28.5% 9.5%	31 33.7% 6.0%	182 46.9% 35.2%	98 45.0% 19.0%	98 39.7% 19.0%	103 38.0% 19.9%	184 38.8% 35.6%	277 43.4% 53.6%	50 50.5% 9.7%	63 48.5% 12.2%	193 41.2% 37.3%
Have a massage	436 35.5% 100.0%	407 35.5% 93.3%	58 41.7% 13.3%	49 39.5% 11.2%	79 47.0% 18.1%	69 36.7% 15.8%	56 41.2% 12.8%	25 21.6% 5.7%	39 37.1% 8.9%	32 18.6% 7.3%	32 34.8% 7.3%	149 38.4% 34.2%	77 35.3% 17.7%	85 34.4% 19.5%	89 32.8% 20.4%	159 33.5% 36.5%	227 35.6% 52.1%	43 43.4% 9.9%	50 38.5% 11.5%	158 33.8% 36.2%
Drink single-malt scotch/small-batch bourbon	431 35.1% 100.0%	409 35.6% 94.9%	72 51.8% 16.7%	48 38.7% 11.1%	91 54.2% 21.1%	69 36.7% 16.0%	50 36.8% 11.6%	28 24.1% 6.5%	25 23.8% 5.8%	26 15.1% 6.0%	19 20.7% 4.4%	132 34.0% 30.6%	88 40.4% 20.4%	87 35.2% 20.2%	100 36.9% 23.2%	141 29.7% 32.7%	231 36.2% 53.6%	53 53.5% 12.3%	52 40.0% 12.1%	140 29.9% 32.5%

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Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Own luxury car	403 32.8% 100.0%	381 33.2% 94.5%	49 35.3% 12.2%	46 37.1% 11.4%	72 42.9% 17.9%	54 28.7% 13.4%	52 38.2% 12.9%	41 35.3% 10.2%	24 22.9% 6.0%	43 25.0% 10.7%	28 30.4% 6.9%	135 34.8% 33.5%	74 33.9% 18.4%	77 31.2% 19.1%	86 31.7% 21.3%	150 31.6% 37.2%	203 31.8% 50.4%	43 43.4% 10.7%	50 38.5% 12.4%	144 30.8% 35.7%
Buy custom-made clothing	269 21.9% 100.0%	250 21.8% 92.9%	40 28.8% 14.9%	27 21.8% 10.0%	57 33.9% 21.2%	36 19.1% 13.4%	28 20.6% 10.4%	18 15.5% 6.7%	21 20.0% 7.8%	23 13.4% 8.6%	19 20.7% 7.1%	83 21.4% 30.9%	47 21.6% 17.5%	53 21.5% 19.7%	64 23.6% 23.8%	91 19.2% 33.8%	143 22.4% 53.2%	27 27.3% 10.0%	34 26.2% 12.6%	95 20.3% 35.3%
Have a manicure or facial	211 17.2% 100.0%	196 17.1% 92.9%	27 19.4% 12.8%	25 20.2% 11.8%	40 23.8% 19.0%	24 12.8% 11.4%	30 22.1% 14.2%	16 13.8% 7.6%	19 18.1% 9.0%	15 8.7% 7.1%	18 19.6% 8.5%	82 21.1% 38.9%	38 17.4% 18.0%	38 15.4% 18.0%	32 11.8% 15.2%	86 18.1% 40.8%	101 15.8% 47.9%	19 19.2% 9.0%	20 15.4% 9.5%	82 17.5% 38.9%
No answer	151 12.3% 100.0%	132 11.5% 87.4%	6 4.3% 4.0%	9 7.3% 6.0%	8 4.8% 5.3%	17 9.0% 11.3%	7 5.1% 4.6%	24 20.7% 15.9%	19 18.1% 12.6%	42 24.4% 27.8%	7 7.6% 4.6%	35 9.0% 23.2%	27 12.4% 17.9%	35 14.2% 23.2%	44 16.2% 29.1%	73 15.4% 48.3%	71 11.1% 47.0%	4 4.0% 2.6%	14 10.8% 9.3%	71 15.2% 47.0%

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Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Do Regularly																				
Domestic vacations	373	358	47	43	70	60	59	30	14	35	15	129	68	71	86	140	191	39	42	124
	30.3%	31.2%	33.8%	34.7%	41.7%	31.9%	43.4%	25.9%	13.3%	20.3%	16.3%	33.2%	31.2%	28.7%	31.7%	29.5%	29.9%	39.4%	32.3%	26.5%
	100.0%	96.0%	12.6%	11.5%	18.8%	16.1%	15.8%	8.0%	3.8%	9.4%	4.0%	34.6%	18.2%	19.0%	23.1%	37.5%	51.2%	10.5%	11.3%	33.2%
Drink fine wines	178	175	43	19	48	19	27	9	5	5	9	63	34	35	34	56	94	27	31	45
	14.5%	15.2%	30.9%	15.3%	28.6%	10.1%	19.9%	7.8%	4.8%	2.9%	9.8%	16.2%	15.6%	14.2%	12.5%	11.8%	14.7%	27.3%	23.8%	9.6%
	100.0%	98.3%	24.2%	10.7%	27.0%	10.7%	15.2%	5.1%	2.8%	2.8%	5.1%	35.4%	19.1%	19.7%	19.1%	31.5%	52.8%	15.2%	17.4%	25.3%
Buy gourmet food to eat at home/elsewhere	175	166	39	25	42	18	18	8	5	11	8	53	28	43	40	53	94	27	35	46
	14.2%	14.5%	28.1%	20.2%	25.0%	9.6%	13.2%	6.9%	4.8%	6.4%	8.7%	13.7%	12.8%	17.4%	14.8%	11.2%	14.7%	27.3%	26.9%	9.8%
	100.0%	94.9%	22.3%	14.3%	24.0%	10.3%	10.3%	4.6%	2.9%	6.3%	4.6%	30.3%	16.0%	24.6%	22.9%	30.3%	53.7%	15.4%	20.0%	26.3%
Eat in expensive restaurants	172	166	36	20	30	23	34	10	1	12	11	65	29	35	31	54	92	26	39	51
	14.0%	14.5%	25.9%	16.1%	17.9%	12.2%	25.0%	8.6%	1.0%	7.0%	12.0%	16.8%	13.3%	14.2%	11.4%	11.4%	14.4%	26.3%	30.0%	10.9%
	100.0%	96.5%	20.9%	11.6%	17.4%	13.4%	19.8%	5.8%	0.6%	7.0%	6.4%	37.8%	16.9%	20.3%	18.0%	31.4%	53.5%	15.1%	22.7%	29.7%
Drink single-malt scotch/small-batch bourbon	125	119	30	19	26	15	14	7	2	6	4	40	18	32	30	32	70	21	24	29
	10.2%	10.4%	21.6%	15.3%	15.5%	8.0%	10.3%	6.0%	1.9%	3.5%	4.3%	10.3%	8.3%	13.0%	11.1%	6.8%	11.0%	21.2%	18.5%	6.2%
	100.0%	95.2%	24.0%	15.2%	20.8%	12.0%	11.2%	5.6%	1.6%	4.8%	3.2%	32.0%	14.4%	25.6%	24.0%	25.6%	56.0%	16.8%	19.2%	23.2%
Own luxury car	106	102	17	11	23	17	15	9	2	8	5	40	14	20	26	38	52	15	19	26
	8.6%	8.9%	12.2%	8.9%	13.7%	9.0%	11.0%	7.8%	1.9%	4.7%	5.4%	10.3%	6.4%	8.1%	9.6%	8.0%	8.2%	15.2%	14.6%	5.6%
	100.0%	96.2%	16.0%	10.4%	21.7%	16.0%	14.2%	8.5%	1.9%	7.5%	4.7%	37.7%	13.2%	18.9%	24.5%	35.8%	49.1%	14.2%	17.9%	24.5%
Buy expensive clothing	99	97	24	11	22	8	16	4	3	9	12	40	16	16	14	36	44	18	21	29
	8.1%	8.4%	17.3%	8.9%	13.1%	4.3%	11.8%	3.4%	2.9%	5.2%	13.0%	10.3%	7.3%	6.5%	5.2%	7.6%	6.9%	18.2%	16.2%	6.2%
	100.0%	98.0%	24.2%	11.1%	22.2%	8.1%	16.2%	4.0%	3.0%	9.1%	12.1%	40.4%	16.2%	16.2%	14.1%	36.4%	44.4%	18.2%	21.2%	29.3%
Buy expensive gifts	96	92	18	14	18	13	15	2	2	10	6	35	17	19	18	30	52	14	18	32
	7.8%	8.0%	12.9%	11.3%	10.7%	6.9%	11.0%	1.7%	1.9%	5.8%	6.5%	9.0%	7.8%	7.7%	6.6%	6.3%	8.2%	14.1%	13.8%	6.8%
	100.0%	95.8%	18.8%	14.6%	18.8%	13.5%	15.6%	2.1%	2.1%	10.4%	6.3%	36.5%	17.7%	19.8%	18.8%	31.3%	54.2%	14.6%	18.8%	33.3%
Stay in luxury hotels	85	82	16	8	20	14	13	4	1	6	1	37	13	18	16	33	42	10	14	20
	6.9%	7.1%	11.5%	6.5%	11.9%	7.4%	9.6%	3.4%	1.0%	3.5%	1.1%	9.5%	6.0%	7.3%	5.9%	7.0%	6.6%	10.1%	10.8%	4.3%
	100.0%	96.5%	18.8%	9.4%	23.5%	16.5%	15.3%	4.7%	1.2%	7.1%	1.2%	43.5%	15.3%	21.2%	18.8%	38.8%	49.4%	11.8%	16.5%	23.5%
Foreign vacations	70	67	14	8	15	8	12	6	0	4	4	21	12	9	24	20	37	13	16	20
	5.7%	5.8%	10.1%	6.5%	8.9%	4.3%	8.8%	5.2%	0.0%	2.3%	4.3%	5.4%	5.5%	3.6%	8.9%	4.2%	5.8%	13.1%	12.3%	4.3%
	100.0%	95.7%	20.0%	11.4%	21.4%	11.4%	17.1%	8.6%	0.0%	5.7%	5.7%	30.0%	17.1%	12.9%	34.3%	28.6%	52.9%	18.6%	22.9%	28.6%

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Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Have a massage	47 3.8% 100.0%	44 3.8% 93.6%	11 7.9% 23.4%	3 2.4% 6.4%	9 5.4% 19.1%	5 2.7% 10.6%	7 5.1% 14.9%	1 0.9% 2.1%	5 4.8% 10.6%	3 1.7% 6.4%	6 6.5% 12.8%	18 4.6% 38.3%	5 2.3% 10.6%	7 2.8% 14.9%	10 3.7% 21.3%	15 3.2% 31.9%	26 4.1% 55.3%	5 5.1% 10.6%	9 6.9% 19.1%	13 2.8% 27.7%
Have a manicure or facial	24 2.0% 100.0%	23 2.0% 95.8%	2 1.4% 8.3%	3 2.4% 12.5%	6 3.6% 25.0%	5 2.7% 20.8%	3 2.2% 12.5%	2 1.7% 8.3%	0 0.0% 0.0%	2 1.2% 8.3%	3 3.3% 12.5%	11 2.8% 45.8%	2 0.9% 8.3%	5 2.0% 20.8%	2 0.7% 8.3%	11 2.3% 45.8%	9 1.4% 37.5%	3 3.0% 12.5%	4 3.1% 16.7%	9 1.9% 37.5%
Buy custom-made clothing	22 1.8% 100.0%	22 1.9% 100.0%	6 4.3% 27.3%	3 2.4% 13.6%	4 2.4% 18.2%	6 3.2% 27.3%	1 0.7% 4.5%	1 0.9% 4.5%	0 0.0% 0.0%	1 0.6% 4.5%	2 2.2% 9.1%	10 2.6% 45.5%	1 0.5% 4.5%	5 2.0% 22.7%	3 1.1% 13.6%	7 1.5% 31.8%	11 1.7% 50.0%	3 3.0% 13.6%	5 3.8% 22.7%	4 0.9% 18.2%
No answer	605 49.2% 100.0%	548 47.7% 90.6%	44 31.7% 7.3%	47 37.9% 7.8%	55 32.7% 9.1%	88 46.8% 14.5%	49 36.0% 8.1%	70 60.3% 11.6%	80 76.2% 13.2%	115 66.9% 19.0%	55 59.8% 9.1%	169 43.6% 27.9%	114 52.3% 18.8%	131 53.0% 21.7%	129 47.6% 21.3%	254 53.6% 42.0%	307 48.1% 50.7%	30 30.3% 5.0%	48 36.9% 7.9%	279 59.6% 46.1%

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Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Would Like To Do More Often																				
Domestic vacations	521	503	58	49	86	80	73	50	45	62	32	188	87	106	106	202	270	48	53	204
	42.4%	43.8%	41.7%	39.5%	51.2%	42.6%	53.7%	43.1%	42.9%	36.0%	34.8%	48.5%	39.9%	42.9%	39.1%	42.6%	42.3%	48.5%	40.8%	43.6%
	100.0%	96.5%	11.1%	9.4%	16.5%	15.4%	14.0%	9.6%	8.6%	11.9%	6.1%	36.1%	16.7%	20.3%	20.3%	38.8%	51.8%	9.2%	10.2%	39.2%
Stay in luxury hotels	464	442	60	46	77	71	72	38	31	47	30	161	86	93	89	183	234	44	43	175
	37.8%	38.5%	43.2%	37.1%	45.8%	37.8%	52.9%	32.8%	29.5%	27.3%	32.6%	41.5%	39.4%	37.7%	32.8%	38.6%	36.7%	44.4%	33.1%	37.4%
	100.0%	95.3%	12.9%	9.9%	16.6%	15.3%	15.5%	8.2%	6.7%	10.1%	6.5%	34.7%	18.5%	20.0%	19.2%	39.4%	50.4%	9.5%	9.3%	37.7%
Eat in expensive restaurants	378	359	45	42	66	52	53	31	32	38	23	130	69	80	73	147	195	35	43	150
	30.8%	31.3%	32.4%	33.9%	39.3%	27.7%	39.0%	26.7%	30.5%	22.1%	25.0%	33.5%	31.7%	32.4%	26.9%	31.0%	30.6%	35.4%	33.1%	32.1%
	100.0%	95.0%	11.9%	11.1%	17.5%	13.8%	14.0%	8.2%	8.5%	10.1%	6.1%	34.4%	18.3%	21.2%	19.3%	38.9%	51.6%	9.3%	11.4%	39.7%
Foreign vacations	367	353	52	29	77	51	66	25	25	28	24	118	69	70	84	125	193	46	44	138
	29.9%	30.7%	37.4%	23.4%	45.8%	27.1%	48.5%	21.6%	23.8%	16.3%	26.1%	30.4%	31.7%	28.3%	31.0%	26.4%	30.3%	46.5%	33.8%	29.5%
	100.0%	96.2%	14.2%	7.9%	21.0%	13.9%	18.0%	6.8%	6.8%	7.6%	6.5%	32.2%	18.8%	19.1%	22.9%	34.1%	52.6%	12.5%	12.0%	37.6%
Drink fine wines	314	300	54	32	64	44	44	16	23	23	24	106	65	59	59	107	165	40	35	109
	25.5%	26.1%	38.8%	25.8%	38.1%	23.4%	32.4%	13.8%	21.9%	13.4%	26.1%	27.3%	29.8%	23.9%	21.8%	22.6%	25.9%	40.4%	26.9%	23.3%
	100.0%	95.5%	17.2%	10.2%	20.4%	14.0%	14.0%	5.1%	7.3%	7.3%	7.6%	33.8%	20.7%	18.8%	18.8%	34.1%	52.5%	12.7%	11.1%	34.7%
Have a massage	292	280	45	31	56	48	40	16	27	17	19	113	51	60	48	115	148	27	28	106
	23.8%	24.4%	32.4%	25.0%	33.3%	25.5%	29.4%	13.8%	25.7%	9.9%	20.7%	29.1%	23.4%	24.3%	17.7%	24.3%	23.2%	27.3%	21.5%	22.6%
	100.0%	95.9%	15.4%	10.6%	19.2%	16.4%	13.7%	5.5%	9.2%	5.8%	6.5%	38.7%	17.5%	20.5%	16.4%	39.4%	50.7%	9.2%	9.6%	36.3%
Buy gourmet food to eat at home/elsewhere	262	250	38	30	43	36	34	23	29	17	10	71	59	59	61	90	139	31	30	96
	21.3%	21.8%	27.3%	24.2%	25.6%	19.1%	25.0%	19.8%	27.6%	9.9%	10.9%	18.3%	27.1%	23.9%	22.5%	19.0%	21.8%	31.3%	23.1%	20.5%
	100.0%	95.4%	14.5%	11.5%	16.4%	13.7%	13.0%	8.8%	11.1%	6.5%	3.8%	27.1%	22.5%	22.5%	23.3%	34.4%	53.1%	11.8%	11.5%	36.6%
Buy expensive clothing	226	212	29	20	35	33	36	16	23	20	18	80	52	38	37	95	111	19	27	85
	18.4%	18.5%	20.9%	16.1%	20.8%	17.6%	26.5%	13.8%	21.9%	11.6%	19.6%	20.6%	23.9%	15.4%	13.7%	20.0%	17.4%	19.2%	20.8%	18.2%
	100.0%	93.8%	12.8%	8.8%	15.5%	14.6%	15.9%	7.1%	10.2%	8.8%	8.0%	35.4%	23.0%	16.8%	16.4%	42.0%	49.1%	8.4%	11.9%	37.6%
Buy expensive gifts	225	216	27	22	37	30	35	18	23	24	11	77	48	42	45	94	110	20	25	92
	18.3%	18.8%	19.4%	17.7%	22.0%	16.0%	25.7%	15.5%	21.9%	14.0%	12.0%	19.8%	22.0%	17.0%	16.6%	19.8%	17.2%	20.2%	19.2%	19.7%
	100.0%	96.0%	12.0%	9.8%	16.4%	13.3%	15.6%	8.0%	10.2%	10.7%	4.9%	34.2%	21.3%	18.7%	20.0%	41.8%	48.9%	8.9%	11.1%	40.9%
Own luxury car	208	199	22	19	41	27	29	21	18	22	16	74	40	40	37	80	106	21	22	85
	16.9%	17.3%	15.8%	15.3%	24.4%	14.4%	21.3%	18.1%	17.1%	12.8%	17.4%	19.1%	18.3%	16.2%	13.7%	16.9%	16.6%	21.2%	16.9%	18.2%
	100.0%	95.7%	10.6%	9.1%	19.7%	13.0%	13.9%	10.1%	8.7%	10.6%	7.7%	35.6%	19.2%	19.2%	17.8%	38.5%	51.0%	10.1%	10.6%	40.9%

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Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Drink single-malt scotch/small-batch bourbon	173 14.1% 100.0%	165 14.4% 95.4%	35 25.2% 20.2%	18 14.5% 10.4%	40 23.8% 23.1%	21 11.2% 12.1%	24 17.6% 13.9%	9 7.8% 5.2%	14 13.3% 8.1%	4 2.3% 2.3%	6 6.5% 3.5%	59 15.2% 34.1%	30 13.8% 17.3%	41 16.6% 23.7%	36 13.3% 20.8%	57 12.0% 32.9%	98 15.4% 56.6%	18 18.2% 10.4%	23 17.7% 13.3%	62 13.2% 35.8%
Buy custom-made clothing	139 11.3% 100.0%	131 11.4% 94.2%	24 17.3% 17.3%	15 12.1% 10.8%	30 17.9% 21.6%	17 9.0% 12.2%	12 8.8% 8.6%	7 6.0% 5.0%	14 13.3% 10.1%	12 7.0% 8.6%	9 9.8% 6.5%	41 10.6% 29.5%	23 10.6% 16.5%	33 13.4% 23.7%	32 11.8% 23.0%	52 11.0% 37.4%	73 11.4% 52.5%	12 12.1% 8.6%	16 12.3% 11.5%	49 10.5% 35.3%
Have a manicure or facial	106 8.6% 100.0%	96 8.4% 90.6%	16 11.5% 15.1%	10 8.1% 9.4%	23 13.7% 21.7%	10 5.3% 9.4%	12 8.8% 11.3%	9 7.8% 8.5%	13 12.4% 12.3%	3 1.7% 2.8%	9 9.8% 8.5%	42 10.8% 39.6%	23 10.6% 21.7%	16 6.5% 15.1%	15 5.5% 14.2%	52 11.0% 49.1%	44 6.9% 41.5%	9 9.1% 8.5%	10 7.7% 9.4%	44 9.4% 41.5%
No answer	351 28.6% 100.0%	310 27.0% 88.3%	27 19.4% 7.7%	33 26.6% 9.4%	23 13.7% 6.6%	54 28.7% 15.4%	24 17.6% 6.8%	43 37.1% 12.3%	35 33.3% 10.0%	71 41.3% 20.2%	25 27.2% 7.1%	87 22.4% 24.8%	65 29.8% 18.5%	75 30.4% 21.4%	94 34.7% 26.8%	141 29.7% 40.2%	179 28.1% 51.0%	20 20.2% 5.7%	37 28.5% 10.5%	144 30.8% 41.0%

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Cigar Segmentation

Q15 Section VI. Do you own your own business?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Yes	193 15.7% 100.0%	179 15.6% 92.7%	24 17.3% 12.4%	25 20.2% 13.0%	24 14.3% 12.4%	28 14.9% 14.5%	19 14.0% 9.8%	24 20.7% 12.4%	10 9.5% 5.2%	25 14.5% 13.0%	15 16.3% 7.8%	59 15.2% 30.6%	24 11.0% 12.4%	40 16.2% 20.7%	53 19.6% 27.5%	60 12.7% 31.1%	105 16.5% 54.4%	25 25.3% 13.0%	27 20.8% 14.0%	58 12.4% 30.1%
No	957 77.9% 100.0%	898 78.2% 93.8%	108 77.7% 11.3%	89 71.8% 9.3%	134 79.8% 14.0%	144 76.6% 15.0%	111 81.6% 11.6%	84 72.4% 8.8%	86 81.9% 9.0%	142 82.6% 14.8%	74 80.4% 7.7%	302 77.8% 31.6%	180 82.6% 18.8%	191 77.3% 20.0%	201 74.2% 21.0%	387 81.6% 40.4%	495 77.6% 51.7%	64 64.6% 6.7%	96 73.8% 10.0%	385 82.3% 40.2%
No answer	79 6.4% 100.0%	71 6.2% 89.9%	7 5.0% 8.9%	10 8.1% 12.7%	10 6.0% 12.7%	16 8.5% 20.3%	6 4.4% 7.6%	8 6.9% 10.1%	9 8.6% 11.4%	5 2.9% 6.3%	3 3.3% 3.8%	27 7.0% 34.2%	14 6.4% 17.7%	16 6.5% 20.3%	17 6.3% 21.5%	27 5.7% 34.2%	38 6.0% 48.1%	10 10.1% 12.7%	7 5.4% 8.9%	25 5.3% 31.6%

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Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
WalMart	868	811	84	86	104	135	83	97	85	137	67	260	156	178	199	353	441	62	84	343
	70.6%	70.6%	60.4%	69.4%	61.9%	71.8%	61.0%	83.6%	81.0%	79.7%	72.8%	67.0%	71.6%	72.1%	73.4%	74.5%	69.1%	62.6%	64.6%	73.3%
	100.0%	93.4%	9.7%	9.9%	12.0%	15.6%	9.6%	11.2%	9.8%	15.8%	7.7%	30.0%	18.0%	20.5%	22.9%	40.7%	50.8%	7.1%	9.7%	39.5%
Kmart	762	712	79	82	90	108	73	85	71	124	61	219	135	164	172	301	406	40	71	302
	62.0%	62.0%	56.8%	66.1%	53.6%	57.4%	53.7%	73.3%	67.6%	72.1%	66.3%	56.4%	61.9%	66.4%	63.5%	63.5%	63.6%	40.4%	54.6%	64.5%
	100.0%	93.4%	10.4%	10.8%	11.8%	14.2%	9.6%	11.2%	9.3%	16.3%	8.0%	28.7%	17.7%	21.5%	22.6%	39.5%	53.3%	5.2%	9.3%	39.6%
Sears	681	647	83	67	84	118	65	75	58	97	44	204	112	146	169	261	369	42	68	266
	55.4%	56.4%	59.7%	54.0%	50.0%	62.8%	47.8%	64.7%	55.2%	56.4%	47.8%	52.6%	51.4%	59.1%	62.4%	55.1%	57.8%	42.4%	52.3%	56.8%
	100.0%	95.0%	12.2%	9.8%	12.3%	17.3%	9.5%	11.0%	8.5%	14.2%	6.5%	30.0%	16.4%	21.4%	24.8%	38.3%	54.2%	6.2%	10.0%	39.1%
JC Penney	637	604	75	59	92	113	71	62	49	83	52	206	109	126	137	244	342	43	64	240
	51.8%	52.6%	54.0%	47.6%	54.8%	60.1%	52.2%	53.4%	46.7%	48.3%	56.5%	53.1%	50.0%	51.0%	50.6%	51.5%	53.6%	43.4%	49.2%	51.3%
	100.0%	94.8%	11.8%	9.3%	14.4%	17.7%	11.1%	9.7%	7.7%	13.0%	8.2%	32.3%	17.1%	19.8%	21.5%	38.3%	53.7%	6.8%	10.0%	37.7%
Target	516	484	62	52	82	71	76	42	45	54	39	169	100	97	105	184	282	41	55	206
	42.0%	42.2%	44.6%	41.9%	48.8%	37.8%	55.9%	36.2%	42.9%	31.4%	42.4%	43.6%	45.9%	39.3%	38.7%	38.8%	44.2%	41.4%	42.3%	44.0%
	100.0%	93.8%	12.0%	10.1%	15.9%	13.8%	14.7%	8.1%	8.7%	10.5%	7.6%	32.8%	19.4%	18.8%	20.3%	35.7%	54.7%	7.9%	10.7%	39.9%
Sams Club	375	355	48	47	52	55	35	43	30	45	24	123	64	71	86	155	189	27	40	130
	30.5%	30.9%	34.5%	37.9%	31.0%	29.3%	25.7%	37.1%	28.6%	26.2%	26.1%	31.7%	29.4%	28.7%	31.7%	32.7%	29.6%	27.3%	30.8%	27.8%
	100.0%	94.7%	12.8%	12.5%	13.9%	14.7%	9.3%	11.5%	8.0%	12.0%	6.4%	32.8%	17.1%	18.9%	22.9%	41.3%	50.4%	7.2%	10.7%	34.7%
The Gap	253	243	38	29	50	28	59	10	11	18	16	113	48	49	26	90	142	19	28	85
	20.6%	21.2%	27.3%	23.4%	29.8%	14.9%	43.4%	8.6%	10.5%	10.5%	17.4%	29.1%	22.0%	19.8%	9.6%	19.0%	22.3%	19.2%	21.5%	18.2%
	100.0%	96.0%	15.0%	11.5%	19.8%	11.1%	23.3%	4.0%	4.3%	7.1%	6.3%	44.7%	19.0%	19.4%	10.3%	35.6%	56.1%	7.5%	11.1%	33.6%
Eddie Bauer	219	213	38	24	54	27	44	9	5	12	9	83	43	47	35	66	128	25	30	74
	17.8%	18.6%	27.3%	19.4%	32.1%	14.4%	32.4%	7.8%	4.8%	7.0%	9.8%	21.4%	19.7%	19.0%	12.9%	13.9%	20.1%	25.3%	23.1%	15.8%
	100.0%	97.3%	17.4%	11.0%	24.7%	12.3%	20.1%	4.1%	2.3%	5.5%	4.1%	37.9%	19.6%	21.5%	16.0%	30.1%	58.4%	11.4%	13.7%	33.8%
Old Navy	206	200	34	29	38	21	38	15	10	15	14	90	32	42	25	63	113	26	31	64
	16.8%	17.4%	24.5%	23.4%	22.6%	11.2%	27.9%	12.9%	9.5%	8.7%	15.2%	23.2%	14.7%	17.0%	9.2%	13.3%	17.7%	26.3%	23.8%	13.7%
	100.0%	97.1%	16.5%	14.1%	18.4%	10.2%	18.4%	7.3%	4.9%	7.3%	6.8%	43.7%	15.5%	20.4%	12.1%	30.6%	54.9%	12.6%	15.0%	31.1%
Price Club/Costco	200	196	36	14	34	36	32	11	12	21	17	72	32	50	28	59	116	21	21	78
	16.3%	17.1%	25.9%	11.3%	20.2%	19.1%	23.5%	9.5%	11.4%	12.2%	18.5%	18.6%	14.7%	20.2%	10.3%	12.4%	18.2%	21.2%	16.2%	16.7%
	100.0%	98.0%	18.0%	7.0%	17.0%	18.0%	16.0%	5.5%	6.0%	10.5%	8.5%	36.0%	16.0%	25.0%	14.0%	29.5%	58.0%	10.5%	10.5%	39.0%
Pier One	196	188	41	26	32	26	26	15	5	17	9	77	39	34	33	61	108	22	24	62
	15.9%	16.4%	29.5%	21.0%	19.0%	13.8%	19.1%	12.9%	4.8%	9.9%	9.8%	19.8%	17.9%	13.8%	12.2%	12.9%	16.9%	22.2%	18.5%	13.2%
	100.0%	95.9%	20.9%	13.3%	16.3%	13.3%	13.3%	7.7%	2.6%	8.7%	4.6%	39.3%	19.9%	17.3%	16.8%	31.1%	55.1%	11.2%	12.2%	31.6%
Montgomery Ward	189	175	27	19	17	26	19	21	21	25	18	48	38	38	45	75	100	11	18	74
	15.4%	15.2%	19.4%	15.3%	10.1%	13.8%	14.0%	18.1%	20.0%	14.5%	19.6%	12.4%	17.4%	15.4%	16.6%	15.8%	15.7%	11.1%	13.8%	15.8%
	100.0%	92.6%	14.3%	10.1%	9.0%	13.8%	10.1%	11.1%	11.1%	13.2%	9.5%	25.4%	20.1%	20.1%	23.8%	39.7%	52.9%	5.8%	9.5%	39.2%
Macys	187	180	40	21	33	24	34	9	10	9	12	66	31	45	31	56	102	28	29	67
	15.2%	15.7%	28.8%	16.9%	19.6%	12.8%	25.0%	7.8%	9.5%	5.2%	13.0%	17.0%	14.2%	18.2%	11.4%	11.8%	16.0%	28.3%	22.3%	14.3%
	100.0%	96.3%	21.4%	11.2%	17.6%	12.8%	18.2%	4.8%	5.3%	4.8%	6.4%	35.3%	16.6%	24.1%	16.6%	29.9%	54.5%	15.0%	15.5%	35.8%

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Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
TJ Maxx	146	139	17	14	31	24	22	11	5	15	11	62	21	22	28	54	75	15	14	48
	11.9%	12.1%	12.2%	11.3%	18.5%	12.8%	16.2%	9.5%	4.8%	8.7%	12.0%	16.0%	9.6%	8.9%	10.3%	11.4%	11.8%	15.2%	10.8%	10.3%
	100.0%	95.2%	11.6%	9.6%	21.2%	16.4%	15.1%	7.5%	3.4%	10.3%	7.5%	42.5%	14.4%	15.1%	19.2%	37.0%	51.4%	10.3%	9.6%	32.9%
Mervyns	135	129	18	10	23	23	22	10	9	14	13	47	18	34	23	47	77	11	16	56
	11.0%	11.2%	12.9%	8.1%	13.7%	12.2%	16.2%	8.6%	8.6%	8.1%	14.1%	12.1%	8.3%	13.8%	8.5%	9.9%	12.1%	11.1%	12.3%	12.0%
	100.0%	95.6%	13.3%	7.4%	17.0%	17.0%	16.3%	7.4%	6.7%	10.4%	9.6%	34.8%	13.3%	25.2%	17.0%	34.8%	57.0%	8.1%	11.9%	41.5%
Nordstrom	128	124	24	11	30	11	34	4	6	4	7	61	12	23	24	39	76	11	18	46
	10.4%	10.8%	17.3%	8.9%	17.9%	5.9%	25.0%	3.4%	5.7%	2.3%	7.6%	15.7%	5.5%	9.3%	8.9%	8.2%	11.9%	11.1%	13.8%	9.8%
	100.0%	96.9%	18.8%	8.6%	23.4%	8.6%	26.6%	3.1%	4.7%	3.1%	5.5%	47.7%	9.4%	18.0%	18.8%	30.5%	59.4%	8.6%	14.1%	35.9%
Marshalls	112	107	21	17	22	20	15	5	2	5	9	46	20	19	17	34	61	15	17	31
	9.1%	9.3%	15.1%	13.7%	13.1%	10.6%	11.0%	4.3%	1.9%	2.9%	9.8%	11.9%	9.2%	7.7%	6.3%	7.2%	9.6%	15.2%	13.1%	6.6%
	100.0%	95.5%	18.8%	15.2%	19.6%	17.9%	13.4%	4.5%	1.8%	4.5%	8.0%	41.1%	17.9%	17.0%	15.2%	30.4%	54.5%	13.4%	15.2%	27.7%
Big & Tall	102	94	23	19	11	13	4	8	3	13	10	30	15	13	31	33	54	12	21	27
	8.3%	8.2%	16.5%	15.3%	6.5%	6.9%	2.9%	6.9%	2.9%	7.6%	10.9%	7.7%	6.9%	5.3%	11.4%	7.0%	8.5%	12.1%	16.2%	5.8%
	100.0%	92.2%	22.5%	18.6%	10.8%	12.7%	3.9%	7.8%	2.9%	12.7%	9.8%	29.4%	14.7%	12.7%	30.4%	32.4%	52.9%	11.8%	20.6%	26.5%
Willams-Sonoma	80	77	13	11	23	8	18	1	3	0	5	28	14	19	13	25	47	8	13	19
	6.5%	6.7%	9.4%	8.9%	13.7%	4.3%	13.2%	0.9%	2.9%	0.0%	5.4%	7.2%	6.4%	7.7%	4.8%	5.3%	7.4%	8.1%	10.0%	4.1%
	100.0%	96.3%	16.3%	13.8%	28.8%	10.0%	22.5%	1.3%	3.8%	0.0%	6.3%	35.0%	17.5%	23.8%	16.3%	31.3%	58.8%	10.0%	16.3%	23.8%
Banana Republic	77	74	14	7	19	7	17	6	3	1	3	33	14	17	9	28	39	10	8	23
	6.3%	6.4%	10.1%	5.6%	11.3%	3.7%	12.5%	5.2%	2.9%	0.6%	3.3%	8.5%	6.4%	6.9%	3.3%	5.9%	6.1%	10.1%	6.2%	4.9%
	100.0%	96.1%	18.2%	9.1%	24.7%	9.1%	22.1%	7.8%	3.9%	1.3%	3.9%	42.9%	18.2%	22.1%	11.7%	36.4%	50.6%	13.0%	10.4%	29.9%
Sharper Image	77	71	19	13	11	8	12	0	4	4	1	20	21	14	19	23	44	9	13	25
	6.3%	6.2%	13.7%	10.5%	6.5%	4.3%	8.8%	0.0%	3.8%	2.3%	1.1%	5.2%	9.6%	5.7%	7.0%	4.9%	6.9%	9.1%	10.0%	5.3%
	100.0%	92.2%	24.7%	16.9%	14.3%	10.4%	15.6%	0.0%	5.2%	5.2%	1.3%	26.0%	27.3%	18.2%	24.7%	29.9%	57.1%	11.7%	16.9%	32.5%
Brookstone	73	70	12	7	16	12	14	2	1	6	2	27	7	17	18	21	41	10	10	27
	5.9%	6.1%	8.6%	5.6%	9.5%	6.4%	10.3%	1.7%	1.0%	3.5%	2.2%	7.0%	3.2%	6.9%	6.6%	4.4%	6.4%	10.1%	7.7%	5.8%
	100.0%	95.9%	16.4%	9.6%	21.9%	16.4%	19.2%	2.7%	1.4%	8.2%	2.7%	37.0%	9.6%	23.3%	24.7%	28.8%	56.2%	13.7%	13.7%	37.0%
Lord & Taylor	71	67	12	3	21	18	8	2	1	2	0	31	9	13	16	27	33	10	14	18
	5.8%	5.8%	8.6%	2.4%	12.5%	9.6%	5.9%	1.7%	1.0%	1.2%	0.0%	8.0%	4.1%	5.3%	5.9%	5.7%	5.2%	10.1%	10.8%	3.8%
	100.0%	94.4%	16.9%	4.2%	29.6%	25.4%	11.3%	2.8%	1.4%	2.8%	0.0%	43.7%	12.7%	18.3%	22.5%	38.0%	46.5%	14.1%	19.7%	25.4%
Neiman Marcus	68	65	16	9	15	7	12	5	0	1	3	25	9	14	16	27	31	10	17	13
	5.5%	5.7%	11.5%	7.3%	8.9%	3.7%	8.8%	4.3%	0.0%	0.6%	3.3%	6.4%	4.1%	5.7%	5.9%	5.7%	4.9%	10.1%	13.1%	2.8%
	100.0%	95.6%	23.5%	13.2%	22.1%	10.3%	17.6%	7.4%	0.0%	1.5%	4.4%	36.8%	13.2%	20.6%	23.5%	39.7%	45.6%	14.7%	25.0%	19.1%
Marshall Fields	62	60	6	11	10	10	12	4	2	5	2	29	7	9	15	24	32	6	8	16
	5.0%	5.2%	4.3%	8.9%	6.0%	5.3%	8.8%	3.4%	1.9%	2.9%	2.2%	7.5%	3.2%	3.6%	5.5%	5.1%	5.0%	6.1%	6.2%	3.4%
	100.0%	96.8%	9.7%	17.7%	16.1%	16.1%	19.4%	6.5%	3.2%	8.1%	3.2%	46.8%	11.3%	14.5%	24.2%	38.7%	51.6%	9.7%	12.9%	25.8%
Florsheim	60	59	12	9	18	10	5	3	0	2	4	17	9	12	16	25	30	5	12	15
	4.9%	5.1%	8.6%	7.3%	10.7%	5.3%	3.7%	2.6%	0.0%	1.2%	4.3%	4.4%	4.1%	4.9%	5.9%	5.3%	4.7%	5.1%	9.2%	3.2%
	100.0%	98.3%	20.0%	15.0%	30.0%	16.7%	8.3%	5.0%	0.0%	3.3%	6.7%	28.3%	15.0%	20.0%	26.7%	41.7%	50.0%	8.3%	20.0%	25.0%

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Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Brooks Brothers	59	59	19	6	13	8	8	1	1	3	2	21	11	9	16	18	29	12	15	13
	4.8%	5.1%	13.7%	4.8%	7.7%	4.3%	5.9%	0.9%	1.0%	1.7%	2.2%	5.4%	5.0%	3.6%	5.9%	3.8%	4.5%	12.1%	11.5%	2.8%
	100.0%	100.0%	32.2%	10.2%	22.0%	13.6%	13.6%	1.7%	1.7%	5.1%	3.4%	35.6%	18.6%	15.3%	27.1%	30.5%	49.2%	20.3%	25.4%	22.0%
Lazarus	48	45	9	6	9	8	5	5	2	1	1	14	13	8	11	14	25	8	8	12
	3.9%	3.9%	6.5%	4.8%	5.4%	4.3%	3.7%	4.3%	1.9%	0.6%	1.1%	3.6%	6.0%	3.2%	4.1%	3.0%	3.9%	8.1%	6.2%	2.6%
	100.0%	93.8%	18.8%	12.5%	18.8%	16.7%	10.4%	10.4%	4.2%	2.1%	2.1%	29.2%	27.1%	16.7%	22.9%	29.2%	52.1%	16.7%	16.7%	25.0%
Kaufmans	47	45	7	2	11	5	5	6	1	8	3	12	10	7	15	22	22	3	3	14
	3.8%	3.9%	5.0%	1.6%	6.5%	2.7%	3.7%	5.2%	1.0%	4.7%	3.3%	3.1%	4.6%	2.8%	5.5%	4.6%	3.4%	3.0%	2.3%	3.0%
	100.0%	95.7%	14.9%	4.3%	23.4%	10.6%	10.6%	12.8%	2.1%	17.0%	6.4%	25.5%	21.3%	14.9%	31.9%	46.8%	46.8%	6.4%	6.4%	29.8%
Belks	46	43	4	6	3	8	9	3	4	6	5	15	9	7	10	18	26	2	1	18
	3.7%	3.7%	2.9%	4.8%	1.8%	4.3%	6.6%	2.6%	3.8%	3.5%	5.4%	3.9%	4.1%	2.8%	3.7%	3.8%	4.1%	2.0%	0.8%	3.8%
	100.0%	93.5%	8.7%	13.0%	6.5%	17.4%	19.6%	6.5%	8.7%	13.0%	10.9%	32.6%	19.6%	15.2%	21.7%	39.1%	56.5%	4.3%	2.2%	39.1%
Saks Fifth Avenue	45	43	9	6	9	5	11	2	1	0	3	18	6	8	9	17	21	7	10	12
	3.7%	3.7%	6.5%	4.8%	5.4%	2.7%	8.1%	1.7%	1.0%	0.0%	3.3%	4.6%	2.8%	3.2%	3.3%	3.6%	3.3%	7.1%	7.7%	2.6%
	100.0%	95.6%	20.0%	13.3%	20.0%	11.1%	24.4%	4.4%	2.2%	0.0%	6.7%	40.0%	13.3%	17.8%	20.0%	37.8%	46.7%	15.6%	22.2%	26.7%
Bloomingdales	45	42	11	6	9	8	6	0	2	0	2	23	1	11	7	14	25	6	9	9
	3.7%	3.7%	7.9%	4.8%	5.4%	4.3%	4.4%	0.0%	1.9%	0.0%	2.2%	5.9%	0.5%	4.5%	2.6%	3.0%	3.9%	6.1%	6.9%	1.9%
	100.0%	93.3%	24.4%	13.3%	20.0%	17.8%	13.3%	0.0%	4.4%	0.0%	4.4%	51.1%	2.2%	24.4%	15.6%	31.1%	55.6%	13.3%	20.0%	20.0%
Filenes	43	40	9	6	10	5	5	2	1	2	2	18	6	6	10	9	27	7	12	8
	3.5%	3.5%	6.5%	4.8%	6.0%	2.7%	3.7%	1.7%	1.0%	1.2%	2.2%	4.6%	2.8%	2.4%	3.7%	1.9%	4.2%	7.1%	9.2%	1.7%
	100.0%	93.0%	20.9%	14.0%	23.3%	11.6%	11.6%	4.7%	2.3%	4.7%	4.7%	41.9%	14.0%	14.0%	23.3%	20.9%	62.8%	16.3%	27.9%	18.6%
Hechts	42	38	8	3	7	8	3	2	1	6	0	10	11	9	11	17	20	5	5	19
	3.4%	3.3%	5.8%	2.4%	4.2%	4.3%	2.2%	1.7%	1.0%	3.5%	0.0%	2.6%	5.0%	3.6%	4.1%	3.6%	3.1%	5.1%	3.8%	4.1%
	100.0%	90.5%	19.0%	7.1%	16.7%	19.0%	7.1%	4.8%	2.4%	14.3%	0.0%	23.8%	26.2%	21.4%	26.2%	40.5%	47.6%	11.9%	11.9%	45.2%
Robinsons-May	31	30	6	3	6	6	3	0	3	3	0	13	4	8	6	14	13	3	4	13
	2.5%	2.6%	4.3%	2.4%	3.6%	3.2%	2.2%	0.0%	2.9%	1.7%	0.0%	3.4%	1.8%	3.2%	2.2%	3.0%	2.0%	3.0%	3.1%	2.8%
	100.0%	96.8%	19.4%	9.7%	19.4%	19.4%	9.7%	0.0%	9.7%	9.7%	0.0%	41.9%	12.9%	25.8%	19.4%	45.2%	41.9%	9.7%	12.9%	41.9%
Burdines	27	27	4	1	7	9	3	1	2	0	2	15	4	2	4	8	17	1	2	10
	2.2%	2.4%	2.9%	0.8%	4.2%	4.8%	2.2%	0.9%	1.9%	0.0%	2.2%	3.9%	1.8%	0.8%	1.5%	1.7%	2.7%	1.0%	1.5%	2.1%
	100.0%	100.0%	14.8%	3.7%	25.9%	33.3%	11.1%	3.7%	7.4%	0.0%	7.4%	55.6%	14.8%	7.4%	14.8%	29.6%	63.0%	3.7%	7.4%	37.0%
Sterns	26	26	7	1	4	5	3	3	1	2	2	8	3	5	7	7	14	4	5	7
	2.1%	2.3%	5.0%	0.8%	2.4%	2.7%	2.2%	2.6%	1.0%	1.2%	2.2%	2.1%	1.4%	2.0%	2.6%	1.5%	2.2%	4.0%	3.8%	1.5%
	100.0%	100.0%	26.9%	3.8%	15.4%	19.2%	11.5%	11.5%	3.8%	7.7%	7.7%	30.8%	11.5%	19.2%	26.9%	26.9%	53.8%	15.4%	19.2%	26.9%
Richs	22	19	0	3	2	2	5	3	2	2	3	7	6	4	2	7	13	2	1	7
	1.8%	1.7%	0.0%	2.4%	1.2%	1.1%	3.7%	2.6%	1.9%	1.2%	3.3%	1.8%	2.8%	1.6%	0.7%	1.5%	2.0%	2.0%	0.8%	1.5%
	100.0%	86.4%	0.0%	13.6%	9.1%	9.1%	22.7%	13.6%	9.1%	9.1%	13.6%	31.8%	27.3%	18.2%	9.1%	31.8%	59.1%	9.1%	4.5%	31.8%
Cole Haan	19	19	9	2	3	0	4	1	0	0	1	5	2	5	6	6	10	3	6	3
	1.5%	1.7%	6.5%	1.6%	1.8%	0.0%	2.9%	0.9%	0.0%	0.0%	1.1%	1.3%	0.9%	2.0%	2.2%	1.3%	1.6%	3.0%	4.6%	0.6%
	100.0%	100.0%	47.4%	10.5%	15.8%	0.0%	21.1%	5.3%	0.0%	0.0%	5.3%	26.3%	10.5%	26.3%	31.6%	31.6%	52.6%	15.8%	31.6%	15.8%

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Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Barneys	18 1.5% 100.0%	16 1.4% 88.9%	4 2.9% 22.2%	1 0.8% 5.6%	4 2.4% 22.2%	3 1.6% 16.7%	3 2.2% 16.7%	1 0.9% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 5.6%	9 2.3% 50.0%	2 0.9% 11.1%	4 1.6% 22.2%	2 0.7% 11.1%	10 2.1% 55.6%	6 0.9% 33.3%	2 2.0% 11.1%	4 3.1% 22.2%	4 0.9% 22.2%
None of these	28 2.3% 100.0%	25 2.2% 89.3%	1 0.7% 3.6%	3 2.4% 10.7%	0 0.0% 0.0%	4 2.1% 14.3%	3 2.2% 10.7%	2 1.7% 7.1%	7 6.7% 25.0%	5 2.9% 17.9%	1 1.1% 3.6%	9 2.3% 32.1%	6 2.8% 21.4%	4 1.6% 14.3%	8 3.0% 28.6%	14 3.0% 50.0%	12 1.9% 42.9%	2 2.0% 7.1%	5 3.8% 17.9%	12 2.6% 42.9%
No answer	11 0.9% 100.0%	8 0.7% 72.7%	2 1.4% 18.2%	1 0.8% 9.1%	0 0.0% 0.0%	3 1.6% 27.3%	0 0.0% 0.0%	1 0.9% 9.1%	0 0.0% 0.0%	1 0.6% 9.1%	0 0.0% 0.0%	1 0.3% 9.1%	4 1.8% 36.4%	3 1.2% 27.3%	2 0.7% 18.2%	5 1.1% 45.5%	3 0.5% 27.3%	2 2.0% 18.2%	0 0.0% 0.0%	5 1.1% 45.5%

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Cigar Segmentation

Q17 Section VI. Which of the following brands of clothing do you wear?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Levis	831 67.6% 100.0%	779 67.9% 93.7%	99 71.2% 11.9%	74 59.7% 8.9%	123 73.2% 14.8%	124 66.0% 14.9%	104 76.5% 12.5%	72 62.1% 8.7%	72 68.6% 8.7%	111 64.5% 13.4%	54 58.7% 6.5%	280 72.2% 33.7%	149 68.3% 17.9%	172 69.6% 20.7%	167 61.6% 20.1%	301 63.5% 36.2%	452 70.8% 54.4%	67 67.7% 8.1%	86 66.2% 10.3%	328 70.1% 39.5%
Dockers	642 52.2% 100.0%	604 52.6% 94.1%	86 61.9% 13.4%	68 54.8% 10.6%	108 64.3% 16.8%	89 47.3% 13.9%	88 64.7% 13.7%	45 38.8% 7.0%	43 41.0% 6.7%	77 44.8% 12.0%	37 40.2% 5.8%	225 58.0% 35.0%	120 55.0% 18.7%	122 49.4% 19.0%	131 48.3% 20.4%	248 52.3% 38.6%	333 52.2% 51.9%	53 53.5% 8.3%	74 56.9% 11.5%	225 48.1% 35.0%
Hanes	525 42.7% 100.0%	486 42.3% 92.6%	61 43.9% 11.6%	45 36.3% 8.6%	83 49.4% 15.8%	77 41.0% 14.7%	57 41.9% 10.9%	44 37.9% 8.4%	44 41.9% 8.4%	75 43.6% 14.3%	44 47.8% 8.4%	154 39.7% 29.3%	101 46.3% 19.2%	105 42.5% 20.0%	115 42.4% 21.9%	202 42.6% 38.5%	279 43.7% 53.1%	38 38.4% 7.2%	43 33.1% 8.2%	205 43.8% 39.0%
Nike	510 41.5% 100.0%	478 41.6% 93.7%	72 51.8% 14.1%	41 33.1% 8.0%	94 56.0% 18.4%	68 36.2% 13.3%	85 62.5% 16.7%	29 25.0% 5.7%	32 30.5% 6.3%	57 33.1% 11.2%	51 55.4% 10.0%	195 50.3% 38.2%	96 44.0% 18.8%	83 33.6% 16.3%	79 29.2% 15.5%	183 38.6% 35.9%	273 42.8% 53.5%	47 47.5% 9.2%	55 42.3% 10.8%	188 40.2% 36.9%
Polo/Ralph Lauren	360 29.3% 100.0%	339 29.5% 94.2%	53 38.1% 14.7%	29 23.4% 8.1%	77 45.8% 21.4%	49 26.1% 13.6%	68 50.0% 18.9%	21 18.1% 5.8%	17 16.2% 4.7%	25 14.5% 6.9%	16 17.4% 4.4%	151 38.9% 41.9%	71 32.6% 19.7%	58 23.5% 16.1%	60 22.1% 16.7%	130 27.4% 36.1%	189 29.6% 52.5%	34 34.3% 9.4%	44 33.8% 12.2%	124 26.5% 34.4%
Calvin Klein	254 20.7% 100.0%	239 20.8% 94.1%	38 27.3% 15.0%	27 21.8% 10.6%	47 28.0% 18.5%	32 17.0% 12.6%	40 29.4% 15.7%	16 13.8% 6.3%	19 18.1% 7.5%	20 11.6% 7.9%	24 26.1% 9.4%	97 25.0% 38.2%	37 17.0% 14.6%	42 17.0% 16.5%	48 17.7% 18.9%	93 19.6% 36.6%	132 20.7% 52.0%	24 24.2% 9.4%	33 25.4% 13.0%	86 18.4% 33.9%
Tommy Hilfiger	238 19.4% 100.0%	227 19.8% 95.4%	35 25.2% 14.7%	20 16.1% 8.4%	57 33.9% 23.9%	25 13.3% 10.5%	43 31.6% 18.1%	15 12.9% 6.3%	13 12.4% 5.5%	19 11.0% 8.0%	20 21.7% 8.4%	111 28.6% 46.6%	46 21.1% 19.3%	32 13.0% 13.4%	25 9.2% 10.5%	83 17.5% 34.9%	126 19.7% 52.9%	26 26.3% 10.9%	27 20.8% 11.3%	80 17.1% 33.6%
Champion	185 15.1% 100.0%	178 15.5% 96.2%	27 19.4% 14.6%	15 12.1% 8.1%	46 27.4% 24.9%	23 12.2% 12.4%	40 29.4% 21.6%	8 6.9% 4.3%	10 9.5% 5.4%	9 5.2% 4.9%	12 13.0% 6.5%	73 18.8% 39.5%	41 18.8% 22.2%	37 15.0% 20.0%	21 7.7% 11.4%	55 11.6% 29.7%	111 17.4% 60.0%	19 19.2% 10.3%	21 16.2% 11.4%	56 12.0% 30.3%
Nautica	164 13.3% 100.0%	152 13.2% 92.7%	22 15.8% 13.4%	15 12.1% 9.1%	39 23.2% 23.8%	24 12.8% 14.6%	34 25.0% 20.7%	7 6.0% 4.3%	5 4.8% 3.0%	6 3.5% 3.7%	9 9.8% 5.5%	67 17.3% 40.9%	31 14.2% 18.9%	25 10.1% 15.2%	30 11.1% 18.3%	60 12.7% 36.6%	89 13.9% 54.3%	11 11.1% 6.7%	18 13.8% 11.0%	59 12.6% 36.0%
Perry Ellis	120 9.8% 100.0%	109 9.5% 90.8%	22 15.8% 18.3%	9 7.3% 7.5%	27 16.1% 22.5%	15 8.0% 12.5%	25 18.4% 20.8%	4 3.4% 3.3%	3 2.9% 2.5%	4 2.3% 3.3%	6 6.5% 5.0%	57 14.7% 47.5%	21 9.6% 17.5%	21 8.5% 17.5%	12 4.4% 10.0%	48 10.1% 40.0%	56 8.8% 46.7%	14 14.1% 11.7%	19 14.6% 15.8%	43 9.2% 35.8%
Armani/Giorgio Armani	87 7.1% 100.0%	80 7.0% 92.0%	26 18.7% 29.9%	4 3.2% 4.6%	18 10.7% 20.7%	8 4.3% 9.2%	16 11.8% 18.4%	2 1.7% 2.3%	1 1.0% 1.1%	5 2.9% 5.7%	4 4.3% 4.6%	36 9.3% 41.4%	15 6.9% 17.2%	17 6.9% 19.5%	14 5.2% 16.1%	26 5.5% 29.9%	44 6.9% 50.6%	16 16.2% 18.4%	16 12.3% 18.4%	20 4.3% 23.0%
Hugo Boss	65 5.3% 100.0%	62 5.4% 95.4%	16 11.5% 24.6%	7 5.6% 10.8%	17 10.1% 26.2%	3 1.6% 4.6%	10 7.4% 15.4%	3 2.6% 4.6%	1 1.0% 1.5%	5 2.9% 7.7%	4 4.3% 6.2%	33 8.5% 50.8%	12 5.5% 18.5%	9 3.6% 13.8%	5 1.8% 7.7%	22 4.6% 33.8%	30 4.7% 46.2%	10 10.1% 15.4%	15 11.5% 23.1%	15 3.2% 23.1%
Liz Claiborne for Men	61 5.0% 100.0%	60 5.2% 98.4%	16 11.5% 26.2%	4 3.2% 6.6%	13 7.7% 21.3%	8 4.3% 13.1%	8 5.9% 13.1%	5 4.3% 8.2%	1 1.0% 1.6%	5 2.9% 8.2%	4 4.3% 6.6%	22 5.7% 36.1%	14 6.4% 23.0%	14 5.7% 23.0%	7 2.6% 11.5%	23 4.9% 37.7%	27 4.2% 44.3%	10 10.1% 16.4%	10 7.7% 16.4%	21 4.5% 34.4%

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Cigar Segmentation

Q17 Section VI. Which of the following brands of clothing do you wear?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Burberry	36	35	13	4	6	5	3	2	0	2	0	8	6	9	13	6	21	9	11	6
	2.9%	3.0%	9.4%	3.2%	3.6%	2.7%	2.2%	1.7%	0.0%	1.2%	0.0%	2.1%	2.8%	3.6%	4.8%	1.3%	3.3%	9.1%	8.5%	1.3%
	100.0%	97.2%	36.1%	11.1%	16.7%	13.9%	8.3%	5.6%	0.0%	5.6%	0.0%	22.2%	16.7%	25.0%	36.1%	16.7%	58.3%	25.0%	30.6%	16.7%
Slates	27	24	4	4	7	2	2	3	1	1	1	7	5	7	7	11	14	2	5	7
	2.2%	2.1%	2.9%	3.2%	4.2%	1.1%	1.5%	2.6%	1.0%	0.6%	1.1%	1.8%	2.3%	2.8%	2.6%	2.3%	2.2%	2.0%	3.8%	1.5%
	100.0%	88.9%	14.8%	14.8%	25.9%	7.4%	7.4%	11.1%	3.7%	3.7%	3.7%	25.9%	18.5%	25.9%	25.9%	40.7%	51.9%	7.4%	18.5%	25.9%
Alfred Dunhill	18	16	4	4	2	2	1	2	0	1	0	7	3	5	3	6	5	7	4	3
	1.5%	1.4%	2.9%	3.2%	1.2%	1.1%	0.7%	1.7%	0.0%	0.6%	0.0%	1.8%	1.4%	2.0%	1.1%	1.3%	0.8%	7.1%	3.1%	0.6%
	100.0%	88.9%	22.2%	22.2%	11.1%	11.1%	5.6%	11.1%	0.0%	5.6%	0.0%	38.9%	16.7%	27.8%	16.7%	33.3%	27.8%	38.9%	22.2%	16.7%
Ermenegildo Zegna	16	14	2	1	4	1	4	2	0	0	1	5	3	5	2	5	10	1	4	3
	1.3%	1.2%	1.4%	0.8%	2.4%	0.5%	2.9%	1.7%	0.0%	0.0%	1.1%	1.3%	1.4%	2.0%	0.7%	1.1%	1.6%	1.0%	3.1%	0.6%
	100.0%	87.5%	12.5%	6.3%	25.0%	6.3%	25.0%	12.5%	0.0%	0.0%	6.3%	31.3%	18.8%	31.3%	12.5%	31.3%	62.5%	6.3%	25.0%	18.8%
None of these	133	119	6	19	4	27	2	18	16	27	9	28	21	25	49	59	66	5	14	53
	10.8%	10.4%	4.3%	15.3%	2.4%	14.4%	1.5%	15.5%	15.2%	15.7%	9.8%	7.2%	9.6%	10.1%	18.1%	12.4%	10.3%	5.1%	10.8%	11.3%
	100.0%	89.5%	4.5%	14.3%	3.0%	20.3%	1.5%	13.5%	12.0%	20.3%	6.8%	21.1%	15.8%	18.8%	36.8%	44.4%	49.6%	3.8%	10.5%	39.8%
No answer	17	14	1	3	0	2	0	3	2	3	2	3	2	6	3	12	3	1	0	8
	1.4%	1.2%	0.7%	2.4%	0.0%	1.1%	0.0%	2.6%	1.9%	1.7%	2.2%	0.8%	0.9%	2.4%	1.1%	2.5%	0.5%	1.0%	0.0%	1.7%
	100.0%	82.4%	5.9%	17.6%	0.0%	11.8%	0.0%	17.6%	11.8%	17.6%	11.8%	17.6%	11.8%	35.3%	17.6%	70.6%	17.6%	5.9%	0.0%	47.1%

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Cigar Segmentation

Q18 Section VI. Which of the following best describes the automobile you drive most often?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Do not own a car	62 5.0% 100.0%	52 4.5% 83.9%	7 5.0% 11.3%	8 6.5% 12.9%	4 2.4% 6.5%	5 2.7% 8.1%	3 2.2% 4.8%	3 2.6% 4.8%	13 12.4% 21.0%	9 5.2% 14.5%	9 9.8% 14.5%	14 3.6% 22.6%	11 5.0% 17.7%	12 4.9% 19.4%	15 5.5% 24.2%	17 3.6% 27.4%	36 5.6% 58.1%	9 9.1% 14.5%	6 4.6% 9.7%	28 6.0% 45.2%
No answer	61 5.0% 100.0%	50 4.4% 82.0%	2 1.4% 3.3%	8 6.5% 13.1%	2 1.2% 3.3%	13 6.9% 21.3%	3 2.2% 4.9%	7 6.0% 11.5%	4 3.8% 6.6%	11 6.4% 18.0%	6 6.5% 9.8%	16 4.1% 26.2%	11 5.0% 18.0%	11 4.5% 18.0%	15 5.5% 24.6%	28 5.9% 45.9%	29 4.5% 47.5%	0 0.0% 0.0%	7 5.4% 11.5%	20 4.3% 32.8%
Total answering own a car	1106 90.0% 100.0%	1046 91.1% 94.6%	130 93.5% 11.8%	108 87.1% 9.8%	162 96.4% 14.6%	170 90.4% 15.4%	130 95.6% 11.8%	106 91.4% 9.6%	88 83.8% 8.0%	152 88.4% 13.7%	77 83.7% 7.0%	358 92.3% 32.4%	196 89.9% 17.7%	224 90.7% 20.3%	241 88.9% 21.8%	429 90.5% 38.8%	573 89.8% 51.8%	90 90.9% 8.1%	117 90.0% 10.6%	420 89.7% 38.0%
Pick up truck	307 27.8% 100.0%	282 27.0% 91.9%	24 18.5% 7.8%	28 25.9% 9.1%	33 20.4% 10.7%	51 30.0% 16.6%	29 22.3% 9.4%	33 31.1% 10.7%	25 28.4% 8.1%	59 38.8% 19.2%	27 35.1% 8.8%	88 24.6% 28.7%	59 30.1% 19.2%	61 27.2% 19.9%	68 28.2% 22.1%	125 29.1% 40.7%	157 27.4% 51.1%	17 18.9% 5.5%	24 20.5% 7.8%	123 29.3% 40.1%
Traditional sedan	273 24.7% 100.0%	262 25.0% 96.0%	24 18.5% 8.8%	24 22.2% 8.8%	42 25.9% 15.4%	49 28.8% 17.9%	33 25.4% 12.1%	31 29.2% 11.4%	22 25.0% 8.1%	37 24.3% 13.6%	15 19.5% 5.5%	88 24.6% 32.2%	42 21.4% 15.4%	56 25.0% 20.5%	68 28.2% 24.9%	114 26.6% 41.8%	138 24.1% 50.5%	18 20.0% 6.6%	26 22.2% 9.5%	106 25.2% 38.8%
Sport utility vehicle	183 16.5% 100.0%	173 16.5% 94.5%	23 17.7% 12.6%	17 15.7% 9.3%	39 24.1% 21.3%	30 17.6% 16.4%	23 17.7% 12.6%	10 9.4% 5.5%	9 10.2% 4.9%	22 14.5% 12.0%	13 16.9% 7.1%	71 19.8% 38.8%	35 17.9% 19.1%	33 14.7% 18.0%	30 12.4% 16.4%	65 15.2% 35.5%	101 17.6% 55.2%	16 17.8% 8.7%	22 18.8% 12.0%	71 16.9% 38.8%
Sports coupe	126 11.4% 100.0%	123 11.8% 97.6%	23 17.7% 18.3%	11 10.2% 8.7%	16 9.9% 12.7%	13 7.6% 10.3%	27 20.8% 21.4%	8 7.5% 6.3%	12 13.6% 9.5%	13 8.6% 10.3%	10 13.0% 7.9%	47 13.1% 37.3%	25 12.8% 19.8%	21 9.4% 16.7%	23 9.5% 18.3%	51 11.9% 40.5%	59 10.3% 46.8%	15 16.7% 11.9%	13 11.1% 10.3%	49 11.7% 38.9%
Station wagon/minivan	96 8.7% 100.0%	92 8.8% 95.8%	12 9.2% 12.5%	16 14.8% 16.7%	11 6.8% 11.5%	14 8.2% 14.6%	2 1.5% 2.1%	13 12.3% 13.5%	11 12.5% 11.5%	13 8.6% 13.5%	5 6.5% 5.2%	26 7.3% 27.1%	18 9.2% 18.8%	20 8.9% 20.8%	27 11.2% 28.1%	31 7.2% 32.3%	55 9.6% 57.3%	9 10.0% 9.4%	11 9.4% 11.5%	33 7.9% 34.4%
Touring sedan	89 8.0% 100.0%	86 8.2% 96.6%	20 15.4% 22.5%	10 9.3% 11.2%	17 10.5% 19.1%	7 4.1% 7.9%	12 9.2% 13.5%	9 8.5% 10.1%	3 3.4% 3.4%	8 5.3% 9.0%	5 6.5% 5.6%	27 7.5% 30.3%	14 7.1% 15.7%	27 12.1% 30.3%	16 6.6% 18.0%	30 7.0% 33.7%	48 8.4% 53.9%	11 12.2% 12.4%	16 13.7% 18.0%	26 6.2% 29.2%
Convertible/open car	25 2.3% 100.0%	21 2.0% 84.0%	4 3.1% 16.0%	1 0.9% 4.0%	3 1.9% 12.0%	4 2.4% 16.0%	3 2.3% 12.0%	2 1.9% 8.0%	4 4.5% 16.0%	0 0.0% 0.0%	1 1.3% 4.0%	9 2.5% 36.0%	2 1.0% 8.0%	5 2.2% 20.0%	8 3.3% 32.0%	10 2.3% 40.0%	11 1.9% 44.0%	4 4.4% 16.0%	4 3.4% 16.0%	9 2.1% 36.0%
Extreme off-road	7 0.6% 100.0%	7 0.7% 100.0%	0 0.0% 0.0%	1 0.9% 14.3%	1 0.6% 14.3%	2 1.2% 28.6%	1 0.8% 14.3%	0 0.0% 0.0%	2 2.3% 28.6%	0 0.0% 0.0%	1 1.3% 14.3%	2 0.6% 28.6%	1 0.5% 14.3%	1 0.4% 14.3%	1 0.4% 14.3%	3 0.7% 42.9%	4 0.7% 57.1%	0 0.0% 0.0%	1 0.9% 14.3%	3 0.7% 42.9%

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Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Net - Hard Liquor	835 67.9% 100.0%	791 68.9% 94.7%	117 84.2% 14.0%	85 68.5% 10.2%	137 81.5% 16.4%	130 69.1% 15.6%	110 80.9% 13.2%	61 52.6% 7.3%	61 58.1% 7.3%	90 52.3% 10.8%	59 64.1% 7.1%	273 70.4% 32.7%	147 67.4% 17.6%	173 70.0% 20.7%	173 63.8% 20.7%	298 62.9% 35.7%	456 71.5% 54.6%	71 71.7% 8.5%	91 70.0% 10.9%	298 63.7% 35.7%
Subnet - Bourbon	456 37.1% 100.0%	431 37.5% 94.5%	73 52.5% 16.0%	50 40.3% 11.0%	73 43.5% 16.0%	68 36.2% 14.9%	57 41.9% 12.5%	30 25.9% 6.6%	32 30.5% 7.0%	48 27.9% 10.5%	28 30.4% 6.1%	147 37.9% 32.2%	83 38.1% 18.2%	98 39.7% 21.5%	93 34.3% 20.4%	159 33.5% 34.9%	244 38.2% 53.5%	47 47.5% 10.3%	53 40.8% 11.6%	165 35.3% 36.2%
Jack Daniels	340 27.7% 100.0%	322 28.0% 94.7%	56 40.3% 16.5%	37 29.8% 10.9%	57 33.9% 16.8%	49 26.1% 14.4%	42 30.9% 12.4%	21 18.1% 6.2%	26 24.8% 7.6%	34 19.8% 10.0%	22 23.9% 6.5%	118 30.4% 34.7%	58 26.6% 17.1%	71 28.7% 20.9%	64 23.6% 18.8%	117 24.7% 34.4%	183 28.7% 53.8%	35 35.4% 10.3%	39 30.0% 11.5%	132 28.2% 38.8%
Jim Beam	197 16.0% 100.0%	184 16.0% 93.4%	27 19.4% 13.7%	23 18.5% 11.7%	28 16.7% 14.2%	32 17.0% 16.2%	24 17.6% 12.2%	12 10.3% 6.1%	13 12.4% 6.6%	25 14.5% 12.7%	10 10.9% 5.1%	66 17.0% 33.5%	43 19.7% 21.8%	45 18.2% 22.8%	29 10.7% 14.7%	69 14.6% 35.0%	111 17.4% 56.3%	13 13.1% 6.6%	17 13.1% 8.6%	78 16.7% 39.6%
Wild Turkey	135 11.0% 100.0%	126 11.0% 93.3%	22 15.8% 16.3%	11 8.9% 8.1%	16 9.5% 11.9%	25 13.3% 18.5%	18 13.2% 13.3%	13 11.2% 9.6%	9 8.6% 6.7%	12 7.0% 8.9%	7 7.6% 5.2%	34 8.8% 25.2%	30 13.8% 22.2%	33 13.4% 24.4%	27 10.0% 20.0%	51 10.8% 37.8%	68 10.7% 50.4%	13 13.1% 9.6%	11 8.5% 8.1%	46 9.8% 34.1%
Makers' Mark	58 4.7% 100.0%	55 4.8% 94.8%	10 7.2% 17.2%	4 3.2% 6.9%	19 11.3% 32.8%	6 3.2% 10.3%	8 5.9% 13.8%	3 2.6% 5.2%	2 1.9% 3.4%	3 1.7% 5.2%	2 2.2% 3.4%	14 3.6% 24.1%	13 6.0% 22.4%	14 5.7% 24.1%	14 5.2% 24.1%	21 4.4% 36.2%	29 4.5% 50.0%	7 7.1% 12.1%	8 6.2% 13.8%	17 3.6% 29.3%
Knob Creek	23 1.9% 100.0%	22 1.9% 95.7%	5 3.6% 21.7%	2 1.6% 8.7%	5 3.0% 21.7%	4 2.1% 17.4%	6 4.4% 26.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 4.3%	9 2.3% 39.1%	4 1.8% 17.4%	6 2.4% 26.1%	3 1.1% 13.0%	9 1.9% 39.1%	10 1.6% 43.5%	4 4.0% 17.4%	3 2.3% 13.0%	6 1.3% 26.1%
Subnet - Vodka	424 34.5% 100.0%	402 35.0% 94.8%	65 46.8% 15.3%	38 30.6% 9.0%	78 46.4% 18.4%	56 29.8% 13.2%	72 52.9% 17.0%	27 23.3% 6.4%	29 27.6% 6.8%	37 21.5% 8.7%	29 31.5% 6.8%	153 39.4% 36.1%	72 33.0% 17.0%	91 36.8% 21.5%	74 27.3% 17.5%	148 31.2% 34.9%	238 37.3% 56.1%	34 34.3% 8.0%	44 33.8% 10.4%	155 33.1% 36.6%
Absolut	287 23.4% 100.0%	270 23.5% 94.1%	46 33.1% 16.0%	21 16.9% 7.3%	65 38.7% 22.6%	31 16.5% 10.8%	62 45.6% 21.6%	11 9.5% 3.8%	16 15.2% 5.6%	18 10.5% 6.3%	18 19.6% 6.3%	119 30.7% 41.5%	51 23.4% 17.8%	60 24.3% 20.9%	35 12.9% 12.2%	96 20.3% 33.4%	162 25.4% 56.4%	25 25.3% 8.7%	29 22.3% 10.1%	115 24.6% 40.1%
Smirnoff	201 16.4% 100.0%	187 16.3% 93.0%	22 15.8% 10.9%	17 13.7% 8.5%	18 10.7% 9.0%	35 18.6% 17.4%	32 23.5% 15.9%	21 18.1% 10.4%	16 15.2% 8.0%	26 15.1% 12.9%	15 16.3% 7.5%	68 17.5% 33.8%	30 13.8% 14.9%	41 16.6% 20.4%	43 15.9% 21.4%	76 16.0% 37.8%	110 17.2% 54.7%	12 12.1% 6.0%	17 13.1% 8.5%	81 17.3% 40.3%
Stolichnaya	133 10.8% 100.0%	129 11.2% 97.0%	28 20.1% 21.1%	14 11.3% 10.5%	30 17.9% 22.6%	18 9.6% 13.5%	28 20.6% 21.1%	6 5.2% 4.5%	4 3.8% 3.0%	1 0.6% 0.8%	8 8.7% 6.0%	42 10.8% 31.6%	18 8.3% 13.5%	35 14.2% 26.3%	28 10.3% 21.1%	40 8.4% 30.1%	76 11.9% 57.1%	16 16.2% 12.0%	25 19.2% 18.8%	43 9.2% 32.3%
Subnet - Rum	370 30.1% 100.0%	352 30.7% 95.1%	53 38.1% 14.3%	37 29.8% 10.0%	52 31.0% 14.1%	59 31.4% 15.9%	54 39.7% 14.6%	26 22.4% 7.0%	29 27.6% 7.8%	42 24.4% 11.4%	27 29.3% 7.3%	127 32.7% 34.3%	66 30.3% 17.8%	86 34.8% 23.2%	61 22.5% 16.5%	132 27.8% 35.7%	204 32.0% 55.1%	29 29.3% 7.8%	38 29.2% 10.3%	144 30.8% 38.9%
Bacardi	301 24.5% 100.0%	288 25.1% 95.7%	41 29.5% 13.6%	29 23.4% 9.6%	42 25.0% 14.0%	49 26.1% 16.3%	42 30.9% 14.0%	24 20.7% 8.0%	25 23.8% 8.3%	36 20.9% 12.0%	21 22.8% 7.0%	100 25.8% 33.2%	56 25.7% 18.6%	69 27.9% 22.9%	53 19.6% 17.6%	109 23.0% 36.2%	165 25.9% 54.8%	23 23.2% 7.6%	33 25.4% 11.0%	114 24.4% 37.9%

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Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Captain Morgans	129 10.5% 100.0%	121 10.5% 93.8%	24 17.3% 18.6%	11 8.9% 8.5%	22 13.1% 17.1%	17 9.0% 13.2%	25 18.4% 19.4%	7 6.0% 5.4%	6 5.7% 4.7%	9 5.2% 7.0%	8 8.7% 6.2%	51 13.1% 39.5%	26 11.9% 20.2%	32 13.0% 24.8%	10 3.7% 7.8%	40 8.4% 31.0%	75 11.8% 58.1%	13 13.1% 10.1%	13 10.0% 10.1%	54 11.5% 41.9%
Myers	40 3.3% 100.0%	39 3.4% 97.5%	4 2.9% 10.0%	6 4.8% 15.0%	12 7.1% 30.0%	7 3.7% 17.5%	4 2.9% 10.0%	3 2.6% 7.5%	1 1.0% 2.5%	2 1.2% 5.0%	3 3.3% 7.5%	15 3.9% 37.5%	2 0.9% 5.0%	6 2.4% 15.0%	13 4.8% 32.5%	19 4.0% 47.5%	17 2.7% 42.5%	2 2.0% 5.0%	5 3.8% 12.5%	14 3.0% 35.0%
Subnet - Scotch	321 26.1% 100.0%	300 26.1% 93.5%	64 46.0% 19.9%	37 29.8% 11.5%	61 36.3% 19.0%	46 24.5% 14.3%	30 22.1% 9.3%	29 25.0% 9.0%	10 9.5% 3.1%	23 13.4% 7.2%	17 18.5% 5.3%	94 24.2% 29.3%	54 24.8% 16.8%	73 29.6% 22.7%	78 28.8% 24.3%	94 19.8% 29.3%	182 28.5% 56.7%	37 37.4% 11.5%	44 33.8% 13.7%	91 19.4% 28.3%
Chivas Regal	125 10.2% 100.0%	117 10.2% 93.6%	31 22.3% 24.8%	13 10.5% 10.4%	18 10.7% 14.4%	22 11.7% 17.6%	12 8.8% 9.6%	15 12.9% 12.0%	1 1.0% 0.8%	5 2.9% 4.0%	8 8.7% 6.4%	35 9.0% 28.0%	21 9.6% 16.8%	29 11.7% 23.2%	30 11.1% 24.0%	43 9.1% 34.4%	66 10.3% 52.8%	12 12.1% 9.6%	20 15.4% 16.0%	33 7.1% 26.4%
Johnnie Walker	98 8.0% 100.0%	89 7.8% 90.8%	23 16.5% 23.5%	10 8.1% 10.2%	13 7.7% 13.3%	17 9.0% 17.3%	8 5.9% 8.2%	7 6.0% 7.1%	7 6.7% 7.1%	4 2.3% 4.1%	7 7.6% 7.1%	27 7.0% 27.6%	15 6.9% 15.3%	27 10.9% 27.6%	20 7.4% 20.4%	24 5.1% 24.5%	59 9.2% 60.2%	11 11.1% 11.2%	11 8.5% 11.2%	26 5.6% 26.5%
Glenlivet	90 7.3% 100.0%	87 7.6% 96.7%	20 14.4% 22.2%	9 7.3% 10.0%	25 14.9% 27.8%	14 7.4% 15.6%	12 8.8% 13.3%	2 1.7% 2.2%	1 1.0% 1.1%	4 2.3% 4.4%	3 3.3% 3.3%	27 7.0% 30.0%	12 5.5% 13.3%	27 10.9% 30.0%	21 7.7% 23.3%	23 4.9% 25.6%	55 8.6% 61.1%	12 12.1% 13.3%	15 11.5% 16.7%	23 4.9% 25.6%
Dewars	87 7.1% 100.0%	81 7.1% 93.1%	13 9.4% 14.9%	10 8.1% 11.5%	19 11.3% 21.8%	11 5.9% 12.6%	12 8.8% 13.8%	6 5.2% 6.9%	2 1.9% 2.3%	8 4.7% 9.2%	0 0.0% 0.0%	33 8.5% 37.9%	17 7.8% 19.5%	14 5.7% 16.1%	20 7.4% 23.0%	22 4.6% 25.3%	49 7.7% 56.3%	12 12.1% 13.8%	12 9.2% 13.8%	23 4.9% 26.4%
Glenfiddich	82 6.7% 100.0%	80 7.0% 97.6%	24 17.3% 29.3%	8 6.5% 9.8%	22 13.1% 26.8%	11 5.9% 13.4%	9 6.6% 11.0%	2 1.7% 2.4%	2 1.9% 2.4%	2 1.2% 2.4%	2 2.2% 2.4%	22 5.7% 26.8%	17 7.8% 20.7%	21 8.5% 25.6%	19 7.0% 23.2%	20 4.2% 24.4%	44 6.9% 53.7%	17 17.2% 20.7%	15 11.5% 18.3%	18 3.8% 22.0%
J & B	73 5.9% 100.0%	67 5.8% 91.8%	13 9.4% 17.8%	8 6.5% 11.0%	9 5.4% 12.3%	10 5.3% 13.7%	7 5.1% 9.6%	10 8.6% 13.7%	1 1.0% 1.4%	9 5.2% 12.3%	4 4.3% 5.5%	22 5.7% 30.1%	9 4.1% 12.3%	17 6.9% 23.3%	18 6.6% 24.7%	19 4.0% 26.0%	41 6.4% 56.2%	9 9.1% 12.3%	8 6.2% 11.0%	21 4.5% 28.8%
Clan Macgregor	15 1.2% 100.0%	14 1.2% 93.3%	3 2.2% 20.0%	1 0.8% 6.7%	1 0.6% 6.7%	2 1.1% 13.3%	1 0.7% 6.7%	4 3.4% 26.7%	0 0.0% 0.0%	2 1.2% 13.3%	0 0.0% 0.0%	1 0.3% 6.7%	2 0.9% 13.3%	4 1.6% 26.7%	8 3.0% 53.3%	5 1.1% 33.3%	8 1.3% 53.3%	2 2.0% 13.3%	2 1.5% 13.3%	4 0.9% 26.7%
Subnet - Other Whiskey	311 25.3% 100.0%	289 25.2% 92.9%	40 28.8% 12.9%	28 22.6% 9.0%	51 30.4% 16.4%	48 25.5% 15.4%	33 24.3% 10.6%	29 25.0% 9.3%	25 23.8% 8.0%	35 20.3% 11.3%	24 26.1% 7.7%	97 25.0% 31.2%	51 23.4% 16.4%	65 26.3% 20.9%	66 24.4% 21.2%	122 25.7% 39.2%	163 25.5% 52.4%	20 20.2% 6.4%	30 23.1% 9.6%	109 23.3% 35.0%
Crown Royal	209 17.0% 100.0%	193 16.8% 92.3%	30 21.6% 14.4%	17 13.7% 8.1%	37 22.0% 17.7%	29 15.4% 13.9%	24 17.6% 11.5%	16 13.8% 7.7%	15 14.3% 7.2%	25 14.5% 12.0%	16 17.4% 7.7%	72 18.6% 34.4%	38 17.4% 18.2%	41 16.6% 19.6%	36 13.3% 17.2%	85 17.9% 40.7%	105 16.5% 50.2%	14 14.1% 6.7%	21 16.2% 10.0%	79 16.9% 37.8%
Canadian Club	121 9.8% 100.0%	113 9.8% 93.4%	13 9.4% 10.7%	11 8.9% 9.1%	17 10.1% 14.0%	25 13.3% 20.7%	14 10.3% 11.6%	16 13.8% 13.2%	7 6.7% 5.8%	10 5.8% 8.3%	9 9.8% 7.4%	30 7.7% 24.8%	13 6.0% 10.7%	34 13.8% 28.1%	33 12.2% 27.3%	44 9.3% 36.4%	70 11.0% 57.9%	5 5.1% 4.1%	9 6.9% 7.4%	40 8.5% 33.1%

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Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
7 Crown	103	97	17	10	10	15	8	13	11	13	8	39	16	21	16	44	52	5	13	33
	8.4%	8.4%	12.2%	8.1%	6.0%	8.0%	5.9%	11.2%	10.5%	7.6%	8.7%	10.1%	7.3%	8.5%	5.9%	9.3%	8.2%	5.1%	10.0%	7.1%
	100.0%	94.2%	16.5%	9.7%	9.7%	14.6%	7.8%	12.6%	10.7%	12.6%	7.8%	37.9%	15.5%	20.4%	15.5%	42.7%	50.5%	4.9%	12.6%	32.0%
Subnet - Gin	263	251	47	30	58	38	35	18	11	14	11	80	42	65	62	75	153	30	32	84
	21.4%	21.9%	33.8%	24.2%	34.5%	20.2%	25.7%	15.5%	10.5%	8.1%	12.0%	20.6%	19.3%	26.3%	22.9%	15.8%	24.0%	30.3%	24.6%	17.9%
	100.0%	95.4%	17.9%	11.4%	22.1%	14.4%	13.3%	6.8%	4.2%	5.3%	4.2%	30.4%	16.0%	24.7%	23.6%	28.5%	58.2%	11.4%	12.2%	31.9%
Tanqueray	174	170	30	22	48	23	29	7	4	7	5	61	25	46	35	54	95	23	23	55
	14.2%	14.8%	21.6%	17.7%	28.6%	12.2%	21.3%	6.0%	3.8%	4.1%	5.4%	15.7%	11.5%	18.6%	12.9%	11.4%	14.9%	23.2%	17.7%	11.8%
	100.0%	97.7%	17.2%	12.6%	27.6%	13.2%	16.7%	4.0%	2.3%	4.0%	2.9%	35.1%	14.4%	26.4%	20.1%	31.0%	54.6%	13.2%	13.2%	31.6%
Beefeater	92	86	21	5	19	14	14	6	3	4	6	22	11	23	28	27	52	8	10	27
	7.5%	7.5%	15.1%	4.0%	11.3%	7.4%	10.3%	5.2%	2.9%	2.3%	6.5%	5.7%	5.0%	9.3%	10.3%	5.7%	8.2%	8.1%	7.7%	5.8%
	100.0%	93.5%	22.8%	5.4%	20.7%	15.2%	15.2%	6.5%	3.3%	4.3%	6.5%	23.9%	12.0%	25.0%	30.4%	29.3%	56.5%	8.7%	10.9%	29.3%
Gordons	74	70	13	11	9	9	6	9	6	7	5	18	11	20	17	22	43	8	9	33
	6.0%	6.1%	9.4%	8.9%	5.4%	4.8%	4.4%	7.8%	5.7%	4.1%	5.4%	4.6%	5.0%	8.1%	6.3%	4.6%	6.7%	8.1%	6.9%	7.1%
	100.0%	94.6%	17.6%	14.9%	12.2%	12.2%	8.1%	12.2%	8.1%	9.5%	6.8%	24.3%	14.9%	27.0%	23.0%	29.7%	58.1%	10.8%	12.2%	44.6%
Subnet - Cordials	239	222	42	26	39	40	21	14	17	23	10	72	38	59	56	74	139	24	32	82
	19.4%	19.3%	30.2%	21.0%	23.2%	21.3%	15.4%	12.1%	16.2%	13.4%	10.9%	18.6%	17.4%	23.9%	20.7%	15.6%	21.8%	24.2%	24.6%	17.5%
	100.0%	92.9%	17.6%	10.9%	16.3%	16.7%	8.8%	5.9%	7.1%	9.6%	4.2%	30.1%	15.9%	24.7%	23.4%	31.0%	58.2%	10.0%	13.4%	34.3%
Southern Comfort	136	125	23	13	14	21	16	9	16	13	6	48	22	28	28	43	78	13	13	53
	11.1%	10.9%	16.5%	10.5%	8.3%	11.2%	11.8%	7.8%	15.2%	7.6%	6.5%	12.4%	10.1%	11.3%	10.3%	9.1%	12.2%	13.1%	10.0%	11.3%
	100.0%	91.9%	16.9%	9.6%	10.3%	15.4%	11.8%	6.6%	11.8%	9.6%	4.4%	35.3%	16.2%	20.6%	20.6%	31.6%	57.4%	9.6%	9.6%	39.0%
Grand Marnier	94	89	22	11	21	16	7	4	2	6	2	29	10	27	25	29	54	11	19	28
	7.6%	7.8%	15.8%	8.9%	12.5%	8.5%	5.1%	3.4%	1.9%	3.5%	2.2%	7.5%	4.6%	10.9%	9.2%	6.1%	8.5%	11.1%	14.6%	6.0%
	100.0%	94.7%	23.4%	11.7%	22.3%	17.0%	7.4%	4.3%	2.1%	6.4%	2.1%	30.9%	10.6%	28.7%	26.6%	30.9%	57.4%	11.7%	20.2%	29.8%
DeKuyper	50	47	6	5	6	12	7	3	3	5	3	11	12	16	8	17	29	4	3	18
	4.1%	4.1%	4.3%	4.0%	3.6%	6.4%	5.1%	2.6%	2.9%	2.9%	3.3%	2.8%	5.5%	6.5%	3.0%	3.6%	4.5%	4.0%	2.3%	3.8%
	100.0%	94.0%	12.0%	10.0%	12.0%	24.0%	14.0%	6.0%	6.0%	10.0%	6.0%	22.0%	24.0%	32.0%	16.0%	34.0%	58.0%	8.0%	6.0%	36.0%
Subnet - Cognac	135	126	32	13	25	19	9	9	4	15	8	35	22	31	36	48	68	17	23	34
	11.0%	11.0%	23.0%	10.5%	14.9%	10.1%	6.6%	7.8%	3.8%	8.7%	8.7%	9.0%	10.1%	12.6%	13.3%	10.1%	10.7%	17.2%	17.7%	7.3%
	100.0%	93.3%	23.7%	9.6%	18.5%	14.1%	6.7%	6.7%	3.0%	11.1%	5.9%	25.9%	16.3%	23.0%	26.7%	35.6%	50.4%	12.6%	17.0%	25.2%
Courvoisier	66	63	17	5	16	9	5	2	1	8	1	18	12	18	16	22	37	7	9	17
	5.4%	5.5%	12.2%	4.0%	9.5%	4.8%	3.7%	1.7%	1.0%	4.7%	1.1%	4.6%	5.5%	7.3%	5.9%	4.6%	5.8%	7.1%	6.9%	3.6%
	100.0%	95.5%	25.8%	7.6%	24.2%	13.6%	7.6%	3.0%	1.5%	12.1%	1.5%	27.3%	18.2%	27.3%	24.2%	33.3%	56.1%	10.6%	13.6%	25.8%
Hennessy	58	54	15	4	9	6	4	4	2	10	5	20	7	9	14	23	24	9	11	15
	4.7%	4.7%	10.8%	3.2%	5.4%	3.2%	2.9%	3.4%	1.9%	5.8%	5.4%	5.2%	3.2%	3.6%	5.2%	4.9%	3.8%	9.1%	8.5%	3.2%
	100.0%	93.1%	25.9%	6.9%	15.5%	10.3%	6.9%	6.9%	3.4%	17.2%	8.6%	34.5%	12.1%	15.5%	24.1%	39.7%	41.4%	15.5%	19.0%	25.9%
Remy Martin	58	54	11	6	10	9	6	2	2	8	3	16	5	16	18	20	29	9	8	14
	4.7%	4.7%	7.9%	4.8%	6.0%	4.8%	4.4%	1.7%	1.9%	4.7%	3.3%	4.1%	2.3%	6.5%	6.6%	4.2%	4.5%	9.1%	6.2%	3.0%
	100.0%	93.1%	19.0%	10.3%	17.2%	15.5%	10.3%	3.4%	3.4%	13.8%	5.2%	27.6%	8.6%	27.6%	31.0%	34.5%	50.0%	15.5%	13.8%	24.1%

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Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Martell	18 1.5% 100.0%	16 1.4% 88.9%	7 5.0% 38.9%	0 0.0% 0.0%	3 1.8% 16.7%	2 1.1% 11.1%	0 0.0% 0.0%	3 2.6% 16.7%	0 0.0% 0.0%	1 0.6% 5.6%	0 0.0% 0.0%	5 1.3% 27.8%	2 0.9% 11.1%	0 0.0% 0.0%	11 4.1% 61.1%	6 1.3% 33.3%	11 1.7% 61.1%	1 1.0% 5.6%	2 1.5% 11.1%	1 0.2% 5.6%
Net - Other	415 33.8% 100.0%	394 34.3% 94.9%	60 43.2% 14.5%	37 29.8% 8.9%	53 31.5% 12.8%	59 31.4% 14.2%	66 48.5% 15.9%	37 31.9% 8.9%	32 30.5% 7.7%	50 29.1% 12.0%	37 40.2% 8.9%	141 36.3% 34.0%	75 34.4% 18.1%	80 32.4% 19.3%	74 27.3% 17.8%	144 30.4% 34.7%	236 37.0% 56.9%	29 29.3% 7.0%	39 30.0% 9.4%	166 35.5% 40.0%
Seagrams	236 19.2% 100.0%	225 19.6% 95.3%	32 23.0% 13.6%	14 11.3% 5.9%	20 11.9% 8.5%	38 20.2% 16.1%	36 26.5% 15.3%	28 24.1% 11.9%	23 21.9% 9.7%	34 19.8% 14.4%	23 25.0% 9.7%	77 19.8% 32.6%	44 20.2% 18.6%	45 18.2% 19.1%	42 15.5% 17.8%	86 18.1% 36.4%	134 21.0% 56.8%	11 11.1% 4.7%	21 16.2% 8.9%	104 22.2% 44.1%
Jose Cuervo	230 18.7% 100.0%	219 19.1% 95.2%	37 26.6% 16.1%	27 21.8% 11.7%	39 23.2% 17.0%	27 14.4% 11.7%	46 33.8% 20.0%	14 12.1% 6.1%	7 6.7% 3.0%	22 12.8% 9.6%	18 19.6% 7.8%	87 22.4% 37.8%	41 18.8% 17.8%	44 17.8% 19.1%	38 14.0% 16.5%	77 16.2% 33.5%	131 20.5% 57.0%	20 20.2% 8.7%	20 15.4% 8.7%	86 18.4% 37.4%
E & J	54 4.4% 100.0%	49 4.3% 90.7%	8 5.8% 14.8%	6 4.8% 11.1%	4 2.4% 7.4%	11 5.9% 20.4%	4 2.9% 7.4%	6 5.2% 11.1%	5 4.8% 9.3%	5 2.9% 9.3%	5 5.4% 9.3%	13 3.4% 24.1%	11 5.0% 20.4%	14 5.7% 25.9%	8 3.0% 14.8%	22 4.6% 40.7%	29 4.5% 53.7%	3 3.0% 5.6%	10 7.7% 18.5%	17 3.6% 31.5%
Net - Wine	279 22.7% 100.0%	269 23.4% 96.4%	44 31.7% 15.8%	23 18.5% 8.2%	64 38.1% 22.9%	49 26.1% 17.6%	56 41.2% 20.1%	9 7.8% 3.2%	13 12.4% 4.7%	11 6.4% 3.9%	13 14.1% 4.7%	110 28.4% 39.4%	58 26.6% 20.8%	46 18.6% 16.5%	49 18.1% 17.6%	91 19.2% 32.6%	156 24.5% 55.9%	28 28.3% 10.0%	30 23.1% 10.8%	93 19.9% 33.3%
Sutter Home	126 10.3% 100.0%	120 10.5% 95.2%	17 12.2% 13.5%	7 5.6% 5.6%	23 13.7% 18.3%	28 14.9% 22.2%	27 19.9% 21.4%	4 3.4% 3.2%	9 8.6% 7.1%	5 2.9% 4.0%	5 5.4% 4.0%	52 13.4% 41.3%	23 10.6% 18.3%	21 8.5% 16.7%	24 8.9% 19.0%	48 10.1% 38.1%	67 10.5% 53.2%	9 9.1% 7.1%	15 11.5% 11.9%	47 10.0% 37.3%
Kendall Jackson	92 7.5% 100.0%	90 7.8% 97.8%	15 10.8% 16.3%	13 10.5% 14.1%	25 14.9% 27.2%	11 5.9% 12.0%	21 15.4% 22.8%	1 0.9% 1.1%	2 1.9% 2.2%	2 1.2% 2.2%	5 5.4% 5.4%	34 8.8% 37.0%	17 7.8% 18.5%	19 7.7% 20.7%	17 6.3% 18.5%	22 4.6% 23.9%	55 8.6% 59.8%	15 15.2% 16.3%	10 7.7% 10.9%	31 6.6% 33.7%
Robert Mondavi	79 6.4% 100.0%	75 6.5% 94.9%	15 10.8% 19.0%	5 4.0% 6.3%	31 18.5% 39.2%	8 4.3% 10.1%	13 9.6% 16.5%	2 1.7% 2.5%	0 0.0% 0.0%	1 0.6% 1.3%	2 2.2% 2.5%	29 7.5% 36.7%	16 7.3% 20.3%	12 4.9% 15.2%	19 7.0% 24.1%	20 4.2% 25.3%	48 7.5% 60.8%	11 11.1% 13.9%	14 10.8% 17.7%	23 4.9% 29.1%
Beringer	74 6.0% 100.0%	72 6.3% 97.3%	14 10.1% 18.9%	4 3.2% 5.4%	19 11.3% 25.7%	11 5.9% 14.9%	14 10.3% 18.9%	2 1.7% 2.7%	2 1.9% 2.7%	6 3.5% 8.1%	5 5.4% 6.8%	27 7.0% 36.5%	16 7.3% 21.6%	16 6.5% 21.6%	8 3.0% 10.8%	28 5.9% 37.8%	35 5.5% 47.3%	11 11.1% 14.9%	10 7.7% 13.5%	20 4.3% 27.0%
Glen Ellen	73 5.9% 100.0%	73 6.4% 100.0%	13 9.4% 17.8%	5 4.0% 6.8%	18 10.7% 24.7%	16 8.5% 21.9%	14 10.3% 19.2%	2 1.7% 2.7%	3 2.9% 4.1%	2 1.2% 2.7%	2 2.2% 2.7%	23 5.9% 31.5%	15 6.9% 20.5%	18 7.3% 24.7%	14 5.2% 19.2%	21 4.4% 28.8%	45 7.1% 61.6%	5 5.1% 6.8%	6 4.6% 8.2%	26 5.6% 35.6%
Fetzer	40 3.3% 100.0%	39 3.4% 97.5%	7 5.0% 17.5%	4 3.2% 10.0%	6 3.6% 15.0%	8 4.3% 20.0%	8 5.9% 20.0%	4 3.4% 10.0%	2 1.9% 5.0%	0 0.0% 0.0%	2 2.2% 5.0%	14 3.6% 35.0%	9 4.1% 22.5%	7 2.8% 17.5%	8 3.0% 20.0%	12 2.5% 30.0%	21 3.3% 52.5%	6 6.1% 15.0%	3 2.3% 7.5%	10 2.1% 25.0%
Vendange	21 1.7% 100.0%	20 1.7% 95.2%	3 2.2% 14.3%	3 2.4% 14.3%	3 1.8% 14.3%	3 1.6% 14.3%	7 5.1% 33.3%	0 0.0% 0.0%	1 1.0% 4.8%	0 0.0% 0.0%	0 0.0% 0.0%	10 2.6% 47.6%	3 1.4% 14.3%	5 2.0% 23.8%	3 1.1% 14.3%	7 1.5% 33.3%	14 2.2% 66.7%	0 0.0% 0.0%	4 3.1% 19.0%	8 1.7% 38.1%

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Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Net - Champagne	207 16.8% 100.0%	196 17.1% 94.7%	39 28.1% 18.8%	19 15.3% 9.2%	35 20.8% 16.9%	29 15.4% 14.0%	30 22.1% 14.5%	13 11.2% 6.3%	16 15.2% 7.7%	15 8.7% 7.2%	12 13.0% 5.8%	70 18.0% 33.8%	37 17.0% 17.9%	46 18.6% 22.2%	42 15.5% 20.3%	68 14.3% 32.9%	113 17.7% 54.6%	25 25.3% 12.1%	22 16.9% 10.6%	65 13.9% 31.4%
Korbel	103 8.4% 100.0%	101 8.8% 98.1%	21 15.1% 20.4%	9 7.3% 8.7%	14 8.3% 13.6%	19 10.1% 18.4%	21 15.4% 20.4%	3 2.6% 2.9%	8 7.6% 7.8%	6 3.5% 5.8%	6 6.5% 5.8%	34 8.8% 33.0%	23 10.6% 22.3%	20 8.1% 19.4%	20 7.4% 19.4%	37 7.8% 35.9%	53 8.3% 51.5%	12 12.1% 11.7%	13 10.0% 12.6%	31 6.6% 30.1%
Moet & Chandon	70 5.7% 100.0%	63 5.5% 90.0%	16 11.5% 22.9%	6 4.8% 8.6%	18 10.7% 25.7%	7 3.7% 10.0%	12 8.8% 17.1%	1 0.9% 1.4%	2 1.9% 2.9%	1 0.6% 1.4%	3 3.3% 4.3%	27 7.0% 38.6%	9 4.1% 12.9%	16 6.5% 22.9%	15 5.5% 21.4%	19 4.0% 27.1%	43 6.7% 61.4%	8 8.1% 11.4%	11 8.5% 15.7%	19 4.1% 27.1%
Andre	48 3.9% 100.0%	45 3.9% 93.8%	11 7.9% 22.9%	1 0.8% 2.1%	3 1.8% 6.3%	7 3.7% 14.6%	1 0.7% 2.1%	7 6.0% 14.6%	7 6.7% 14.6%	8 4.7% 16.7%	5 5.4% 10.4%	10 2.6% 20.8%	10 4.6% 20.8%	13 5.3% 27.1%	10 3.7% 20.8%	15 3.2% 31.3%	31 4.9% 64.6%	2 2.0% 4.2%	4 3.1% 8.3%	16 3.4% 33.3%
Freixenet	41 3.3% 100.0%	41 3.6% 100.0%	7 5.0% 17.1%	5 4.0% 12.2%	9 5.4% 22.0%	8 4.3% 19.5%	7 5.1% 17.1%	1 0.9% 2.4%	3 2.9% 7.3%	1 0.6% 2.4%	0 0.0% 0.0%	14 3.6% 34.1%	7 3.2% 17.1%	14 5.7% 34.1%	6 2.2% 14.6%	12 2.5% 29.3%	19 3.0% 46.3%	10 10.1% 24.4%	6 4.6% 14.6%	17 3.6% 41.5%
Cooks	33 2.7% 100.0%	31 2.7% 93.9%	7 5.0% 21.2%	3 2.4% 9.1%	4 2.4% 12.1%	7 3.7% 21.2%	4 2.9% 12.1%	2 1.7% 6.1%	2 1.9% 6.1%	2 1.2% 6.1%	1 1.1% 3.0%	8 2.1% 24.2%	9 4.1% 27.3%	8 3.2% 24.2%	7 2.6% 21.2%	11 2.3% 33.3%	15 2.4% 45.5%	7 7.1% 21.2%	4 3.1% 12.1%	11 2.4% 33.3%
Net - Port	44 3.6% 100.0%	41 3.6% 93.2%	13 9.4% 29.5%	7 5.6% 15.9%	5 3.0% 11.4%	11 5.9% 25.0%	2 1.5% 4.5%	0 0.0% 0.0%	1 1.0% 2.3%	2 1.2% 4.5%	1 1.1% 2.3%	9 2.3% 20.5%	7 3.2% 15.9%	12 4.9% 27.3%	13 4.8% 29.5%	11 2.3% 25.0%	23 3.6% 52.3%	10 10.1% 22.7%	12 9.2% 27.3%	6 1.3% 13.6%
Taylor	32 2.6% 100.0%	29 2.5% 90.6%	6 4.3% 18.8%	6 4.8% 18.8%	2 1.2% 6.3%	10 5.3% 31.3%	2 1.5% 6.3%	0 0.0% 0.0%	1 1.0% 3.1%	2 1.2% 6.3%	1 1.1% 3.1%	6 1.5% 18.8%	6 2.8% 18.8%	6 2.4% 18.8%	11 4.1% 34.4%	11 2.3% 34.4%	16 2.5% 50.0%	5 5.1% 15.6%	8 6.2% 25.0%	6 1.3% 18.8%
Fonseca	12 1.0% 100.0%	12 1.0% 100.0%	7 5.0% 58.3%	1 0.8% 8.3%	3 1.8% 25.0%	1 0.5% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 0.8% 25.0%	1 0.5% 8.3%	6 2.4% 50.0%	2 0.7% 16.7%	0 0.0% 0.0%	7 1.1% 58.3%	5 5.1% 41.7%	4 3.1% 33.3%	0 0.0% 0.0%
None of these	282 22.9% 100.0%	256 22.3% 90.8%	14 10.1% 5.0%	30 24.2% 10.6%	16 9.5% 5.7%	40 21.3% 14.2%	16 11.8% 5.7%	45 38.8% 16.0%	33 31.4% 11.7%	62 36.0% 22.0%	28 30.4% 9.9%	77 19.8% 27.3%	46 21.1% 16.3%	58 23.5% 20.6%	72 26.6% 25.5%	134 28.3% 47.5%	125 19.6% 44.3%	17 17.2% 6.0%	27 20.8% 9.6%	125 26.7% 44.3%
No answer	56 4.6% 100.0%	49 4.3% 87.5%	5 3.6% 8.9%	5 4.0% 8.9%	7 4.2% 12.5%	7 3.7% 12.5%	4 2.9% 7.1%	6 5.2% 10.7%	5 4.8% 8.9%	10 5.8% 17.9%	1 1.1% 1.8%	21 5.4% 37.5%	12 5.5% 21.4%	6 2.4% 10.7%	15 5.5% 26.8%	26 5.5% 46.4%	22 3.4% 39.3%	6 6.1% 10.7%	8 6.2% 14.3%	25 5.3% 44.6%

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Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Geographic Divisions																				
New England	64 5.2% 100.0%	60 5.2% 93.8%	6 4.3% 9.4%	7 5.6% 10.9%	6 3.6% 9.4%	12 6.4% 18.8%	9 6.6% 14.1%	6 5.2% 9.4%	4 3.8% 6.3%	10 5.8% 15.6%	7 7.6% 10.9%	23 5.9% 35.9%	9 4.1% 14.1%	13 5.3% 20.3%	12 4.4% 18.8%	25 5.3% 39.1%	31 4.9% 48.4%	8 8.1% 12.5%	9 6.9% 14.1%	21 4.5% 32.8%
Middle Atlantic	180 14.6% 100.0%	168 14.6% 93.3%	35 25.2% 19.4%	16 12.9% 8.9%	25 14.9% 13.9%	24 12.8% 13.3%	15 11.0% 8.3%	16 13.8% 8.9%	12 11.4% 6.7%	25 14.5% 13.9%	10 10.9% 5.6%	56 14.4% 31.1%	34 15.6% 18.9%	37 15.0% 20.6%	40 14.8% 22.2%	65 13.7% 36.1%	97 15.2% 53.9%	16 16.2% 8.9%	19 14.6% 10.6%	62 13.2% 34.4%
East North Central	237 19.3% 100.0%	223 19.4% 94.1%	16 11.5% 6.8%	23 18.5% 9.7%	38 22.6% 16.0%	39 20.7% 16.5%	26 19.1% 11.0%	20 17.2% 8.4%	23 21.9% 9.7%	38 22.1% 16.0%	16 17.4% 6.8%	78 20.1% 32.9%	47 21.6% 19.8%	40 16.2% 16.9%	54 19.9% 22.8%	100 21.1% 42.2%	115 18.0% 48.5%	20 20.2% 8.4%	19 14.6% 8.0%	84 17.9% 35.4%
West North Central	86 7.0% 100.0%	79 6.9% 91.9%	10 7.2% 11.6%	8 6.5% 9.3%	10 6.0% 11.6%	10 5.3% 11.6%	15 11.0% 17.4%	11 9.5% 12.8%	10 9.5% 11.6%	5 2.9% 5.8%	4 4.3% 4.7%	33 8.5% 38.4%	12 5.5% 14.0%	19 7.7% 22.1%	18 6.6% 20.9%	35 7.4% 40.7%	46 7.2% 53.5%	3 3.0% 3.5%	13 10.0% 15.1%	30 6.4% 34.9%
South Atlantic	225 18.3% 100.0%	208 18.1% 92.4%	25 18.0% 11.1%	27 21.8% 12.0%	28 16.7% 12.4%	39 20.7% 17.3%	18 13.2% 8.0%	22 19.0% 9.8%	18 17.1% 8.0%	31 18.0% 13.8%	15 16.3% 6.7%	68 17.5% 30.2%	42 19.3% 18.7%	42 17.0% 18.7%	56 20.7% 24.9%	92 19.4% 40.9%	112 17.6% 49.8%	15 15.2% 6.7%	23 17.7% 10.2%	91 19.4% 40.4%
East South Central	86 7.0% 100.0%	78 6.8% 90.7%	10 7.2% 11.6%	4 3.2% 4.7%	5 3.0% 5.8%	14 7.4% 16.3%	5 3.7% 5.8%	11 9.5% 12.8%	8 7.6% 9.3%	21 12.2% 24.4%	7 7.6% 8.1%	23 5.9% 26.7%	15 6.9% 17.4%	19 7.7% 22.1%	20 7.4% 23.3%	36 7.6% 41.9%	45 7.1% 52.3%	4 4.0% 4.7%	12 9.2% 14.0%	35 7.5% 40.7%
West South Central	134 10.9% 100.0%	128 11.1% 95.5%	9 6.5% 6.7%	16 12.9% 11.9%	20 11.9% 14.9%	21 11.2% 15.7%	14 10.3% 10.4%	15 12.9% 11.2%	9 8.6% 6.7%	24 14.0% 17.9%	13 14.1% 9.7%	35 9.0% 26.1%	28 12.8% 20.9%	26 10.5% 19.4%	31 11.4% 23.1%	52 11.0% 38.8%	72 11.3% 53.7%	9 9.1% 6.7%	11 8.5% 8.2%	56 12.0% 41.8%
Mountain	65 5.3% 100.0%	60 5.2% 92.3%	8 5.8% 12.3%	5 4.0% 7.7%	10 6.0% 15.4%	11 5.9% 16.9%	10 7.4% 15.4%	2 1.7% 3.1%	7 6.7% 10.8%	7 4.1% 10.8%	6 6.5% 9.2%	18 4.6% 27.7%	14 6.4% 21.5%	14 5.7% 21.5%	12 4.4% 18.5%	20 4.2% 30.8%	40 6.3% 61.5%	4 4.0% 6.2%	4 3.1% 6.2%	31 6.6% 47.7%
Pacific	152 12.4% 100.0%	144 12.5% 94.7%	20 14.4% 13.2%	18 14.5% 11.8%	26 15.5% 17.1%	18 9.6% 11.8%	24 17.6% 15.8%	13 11.2% 8.6%	14 13.3% 9.2%	11 6.4% 7.2%	14 15.2% 9.2%	54 13.9% 35.5%	17 7.8% 11.2%	37 15.0% 24.3%	28 10.3% 18.4%	49 10.3% 32.2%	80 12.5% 52.6%	20 20.2% 13.2%	20 15.4% 13.2%	58 12.4% 38.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017607

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Market Size																				
Rural & cmsa or msa under 100,000	229	203	21	25	16	33	19	30	21	38	21	61	44	49	49	100	115	11	23	87
	18.6%	17.7%	15.1%	20.2%	9.5%	17.6%	14.0%	25.9%	20.0%	22.1%	22.8%	15.7%	20.2%	19.8%	18.1%	21.1%	18.0%	11.1%	17.7%	18.6%
	100.0%	88.6%	9.2%	10.9%	7.0%	14.4%	8.3%	13.1%	9.2%	16.6%	9.2%	26.6%	19.2%	21.4%	21.4%	43.7%	50.2%	4.8%	10.0%	38.0%
CMSA's or MSA's																				
100,000 - 499,999	191	181	13	19	19	32	22	15	24	37	17	51	33	43	45	71	107	12	15	80
	15.5%	15.8%	9.4%	15.3%	11.3%	17.0%	16.2%	12.9%	22.9%	21.5%	18.5%	13.1%	15.1%	17.4%	16.6%	15.0%	16.8%	12.1%	11.5%	17.1%
	100.0%	94.8%	6.8%	9.9%	9.9%	16.8%	11.5%	7.9%	12.6%	19.4%	8.9%	26.7%	17.3%	22.5%	23.6%	37.2%	56.0%	6.3%	7.9%	41.9%
500,000 - 1,999,999	270	257	39	32	38	39	33	22	21	33	18	90	55	49	57	115	122	27	32	98
	22.0%	22.4%	28.1%	25.8%	22.6%	20.7%	24.3%	19.0%	20.0%	19.2%	19.6%	23.2%	25.2%	19.8%	21.0%	24.3%	19.1%	27.3%	24.6%	20.9%
	100.0%	95.2%	14.4%	11.9%	14.1%	14.4%	12.2%	8.1%	7.8%	12.2%	6.7%	33.3%	20.4%	18.1%	21.1%	42.6%	45.2%	10.0%	11.9%	36.3%
2,000,000 or more	539	507	66	48	95	84	62	49	39	64	36	186	86	106	120	188	294	49	60	203
	43.9%	44.2%	47.5%	38.7%	56.5%	44.7%	45.6%	42.2%	37.1%	37.2%	39.1%	47.9%	39.4%	42.9%	44.3%	39.7%	46.1%	49.5%	46.2%	43.4%
	100.0%	94.1%	12.2%	8.9%	17.6%	15.6%	11.5%	9.1%	7.2%	11.9%	6.7%	34.5%	16.0%	19.7%	22.3%	34.9%	54.5%	9.1%	11.1%	37.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017608

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Household Size																				
1 member	265 21.6% 100.0%	243 21.2% 91.7%	30 21.6% 11.3%	31 25.0% 11.7%	39 23.2% 14.7%	26 13.8% 9.8%	39 28.7% 14.7%	22 19.0% 8.3%	35 33.3% 13.2%	21 12.2% 7.9%	25 27.2% 9.4%	85 21.9% 32.1%	45 20.6% 17.0%	53 21.5% 20.0%	54 19.9% 20.4%	105 22.2% 39.6%	130 20.4% 49.1%	25 25.3% 9.4%	22 16.9% 8.3%	100 21.4% 37.7%
2 members	371 30.2% 100.0%	347 30.2% 93.5%	48 34.5% 12.9%	35 28.2% 9.4%	53 31.5% 14.3%	58 30.9% 15.6%	51 37.5% 13.7%	34 29.3% 9.2%	21 20.0% 5.7%	47 27.3% 12.7%	26 28.3% 7.0%	106 27.3% 28.6%	68 31.2% 18.3%	64 25.9% 17.3%	103 38.0% 27.8%	147 31.0% 39.6%	191 29.9% 51.5%	26 26.3% 7.0%	39 30.0% 10.5%	148 31.6% 39.9%
3 members	226 18.4% 100.0%	214 18.6% 94.7%	21 15.1% 9.3%	20 16.1% 8.8%	30 17.9% 13.3%	41 21.8% 18.1%	18 13.2% 8.0%	24 20.7% 10.6%	18 17.1% 8.0%	42 24.4% 18.6%	14 15.2% 6.2%	70 18.0% 31.0%	43 19.7% 19.0%	45 18.2% 19.9%	52 19.2% 23.0%	82 17.3% 36.3%	124 19.4% 54.9%	18 18.2% 8.0%	21 16.2% 9.3%	89 19.0% 39.4%
4 members	226 18.4% 100.0%	212 18.5% 93.8%	23 16.5% 10.2%	24 19.4% 10.6%	30 17.9% 13.3%	37 19.7% 16.4%	19 14.0% 8.4%	25 21.6% 11.1%	19 18.1% 8.4%	35 20.3% 15.5%	11 12.0% 4.9%	78 20.1% 34.5%	42 19.3% 18.6%	50 20.2% 22.1%	43 15.9% 19.0%	85 17.9% 37.6%	122 19.1% 54.0%	16 16.2% 7.1%	33 25.4% 14.6%	84 17.9% 37.2%
5 or more members	141 11.5% 100.0%	132 11.5% 93.6%	17 12.2% 12.1%	14 11.3% 9.9%	16 9.5% 11.3%	26 13.8% 18.4%	9 6.6% 6.4%	11 9.5% 7.8%	12 11.4% 8.5%	27 15.7% 19.1%	16 17.4% 11.3%	49 12.6% 34.8%	20 9.2% 14.2%	35 14.2% 24.8%	19 7.0% 13.5%	55 11.6% 39.0%	71 11.1% 50.4%	14 14.1% 9.9%	15 11.5% 10.6%	47 10.0% 33.3%

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UNDER PROTECTIVE ORDER
GC 017609

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
HOUSEHOLD INCOME																				
Under $15,000	173	150	12	23	4	17	10	25	31	28	21	42	34	32	41	76	87	7	15	72
	14.1%	13.1%	8.6%	18.5%	2.4%	9.0%	7.4%	21.6%	29.5%	16.3%	22.8%	10.8%	15.6%	13.0%	15.1%	16.0%	13.6%	7.1%	11.5%	15.4%
	100.0%	86.7%	6.9%	13.3%	2.3%	9.8%	5.8%	14.5%	17.9%	16.2%	12.1%	24.3%	19.7%	18.5%	23.7%	43.9%	50.3%	4.0%	8.7%	41.6%
Under $7,500	56	44	3	10	0	6	3	7	7	8	7	10	13	9	15	20	32	2	5	21
	4.6%	3.8%	2.2%	8.1%	0.0%	3.2%	2.2%	6.0%	6.7%	4.7%	7.6%	2.6%	6.0%	3.6%	5.5%	4.2%	5.0%	2.0%	3.8%	4.5%
	100.0%	78.6%	5.4%	17.9%	0.0%	10.7%	5.4%	12.5%	12.5%	14.3%	12.5%	17.9%	23.2%	16.1%	26.8%	35.7%	57.1%	3.6%	8.9%	37.5%
$7,500 - $9,999	39	37	3	8	1	4	3	5	7	6	5	11	6	10	7	14	23	2	2	12
	3.2%	3.2%	2.2%	6.5%	0.6%	2.1%	2.2%	4.3%	6.7%	3.5%	5.4%	2.8%	2.8%	4.0%	2.6%	3.0%	3.6%	2.0%	1.5%	2.6%
	100.0%	94.9%	7.7%	20.5%	2.6%	10.3%	7.7%	12.8%	17.9%	15.4%	12.8%	28.2%	15.4%	25.6%	17.9%	35.9%	59.0%	5.1%	5.1%	30.8%
$10,000 - $12,499	43	39	4	4	2	4	2	8	10	5	5	14	9	5	9	22	18	2	7	19
	3.5%	3.4%	2.9%	3.2%	1.2%	2.1%	1.5%	6.9%	9.5%	2.9%	5.4%	3.6%	4.1%	2.0%	3.3%	4.6%	2.8%	2.0%	5.4%	4.1%
	100.0%	90.7%	9.3%	9.3%	4.7%	9.3%	4.7%	18.6%	23.3%	11.6%	11.6%	32.6%	20.9%	11.6%	20.9%	51.2%	41.9%	4.7%	16.3%	44.2%
$12,500 - $14,999	35	30	2	1	1	3	2	5	7	9	4	7	6	8	10	20	14	1	1	20
	2.8%	2.6%	1.4%	0.8%	0.6%	1.6%	1.5%	4.3%	6.7%	5.2%	4.3%	1.8%	2.8%	3.2%	3.7%	4.2%	2.2%	1.0%	0.8%	4.3%
	100.0%	85.7%	5.7%	2.9%	2.9%	8.6%	5.7%	14.3%	20.0%	25.7%	11.4%	20.0%	17.1%	22.9%	28.6%	57.1%	40.0%	2.9%	2.9%	57.1%
Net - $15,000 - $29,999	218	204	16	16	19	29	21	22	37	44	21	71	34	43	46	93	108	12	10	99
	17.7%	17.8%	11.5%	12.9%	11.3%	15.4%	15.4%	19.0%	35.2%	25.6%	22.8%	18.3%	15.6%	17.4%	17.0%	19.6%	16.9%	12.1%	7.7%	21.2%
	100.0%	93.6%	7.3%	7.3%	8.7%	13.3%	9.6%	10.1%	17.0%	20.2%	9.6%	32.6%	15.6%	19.7%	21.1%	42.7%	49.5%	5.5%	4.6%	45.4%
$15,000 - $17,499	26	25	2	4	0	3	2	2	6	6	1	10	3	6	6	11	13	1	2	8
	2.1%	2.2%	1.4%	3.2%	0.0%	1.6%	1.5%	1.7%	5.7%	3.5%	1.1%	2.6%	1.4%	2.4%	2.2%	2.3%	2.0%	1.0%	1.5%	1.7%
	100.0%	96.2%	7.7%	15.4%	0.0%	11.5%	7.7%	7.7%	23.1%	23.1%	3.8%	38.5%	11.5%	23.1%	23.1%	42.3%	50.0%	3.8%	7.7%	30.8%
$17,500 - $19,999	29	27	1	3	3	3	3	2	3	9	1	11	3	4	10	8	15	5	2	15
	2.4%	2.4%	0.7%	2.4%	1.8%	1.6%	2.2%	1.7%	2.9%	5.2%	1.1%	2.8%	1.4%	1.6%	3.7%	1.7%	2.4%	5.1%	1.5%	3.2%
	100.0%	93.1%	3.4%	10.3%	10.3%	10.3%	10.3%	6.9%	10.3%	31.0%	3.4%	37.9%	10.3%	13.8%	34.5%	27.6%	51.7%	17.2%	6.9%	51.7%
$20,000 - $22,499	42	38	0	2	3	6	3	5	10	9	4	14	6	12	6	20	21	0	1	19
	3.4%	3.3%	0.0%	1.6%	1.8%	3.2%	2.2%	4.3%	9.5%	5.2%	4.3%	3.6%	2.8%	4.9%	2.2%	4.2%	3.3%	0.0%	0.8%	4.1%
	100.0%	90.5%	0.0%	4.8%	7.1%	14.3%	7.1%	11.9%	23.8%	21.4%	9.5%	33.3%	14.3%	28.6%	14.3%	47.6%	50.0%	0.0%	2.4%	45.2%
$22,500 - $24,999	38	33	6	4	1	2	2	2	5	11	9	13	5	3	7	18	19	1	1	18
	3.1%	2.9%	4.3%	3.2%	0.6%	1.1%	1.5%	1.7%	4.8%	6.4%	9.8%	3.4%	2.3%	1.2%	2.6%	3.8%	3.0%	1.0%	0.8%	3.8%
	100.0%	86.8%	15.8%	10.5%	2.6%	5.3%	5.3%	5.3%	13.2%	28.9%	23.7%	34.2%	13.2%	7.9%	18.4%	47.4%	50.0%	2.6%	2.6%	47.4%
$25,000 - $27,499	44	44	5	0	4	9	6	10	5	5	3	13	7	11	10	25	17	1	2	20
	3.6%	3.8%	3.6%	0.0%	2.4%	4.8%	4.4%	8.6%	4.8%	2.9%	3.3%	3.4%	3.2%	4.5%	3.7%	5.3%	2.7%	1.0%	1.5%	4.3%
	100.0%	100.0%	11.4%	0.0%	9.1%	20.5%	13.6%	22.7%	11.4%	11.4%	6.8%	29.5%	15.9%	25.0%	22.7%	56.8%	38.6%	2.3%	4.5%	45.5%
$27,500 - $29,999	39	37	2	3	8	6	5	1	8	4	3	10	10	7	7	11	23	4	2	19
	3.2%	3.2%	1.4%	2.4%	4.8%	3.2%	3.7%	0.9%	7.6%	2.3%	3.3%	2.6%	4.6%	2.8%	2.6%	2.3%	3.6%	4.0%	1.5%	4.1%
	100.0%	94.9%	5.1%	7.7%	20.5%	15.4%	12.8%	2.6%	20.5%	10.3%	7.7%	25.6%	25.6%	17.9%	17.9%	28.2%	59.0%	10.3%	5.1%	48.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017610

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Net - $30,000 - $49,999	291 23.7% 100.0%	276 24.0% 94.8%	35 25.2% 12.0%	25 20.2% 8.6%	38 22.6% 13.1%	53 28.2% 18.2%	30 22.1% 10.3%	29 25.0% 10.0%	19 18.1% 6.5%	47 27.3% 16.2%	24 26.1% 8.2%	90 23.2% 30.9%	58 26.6% 19.9%	64 25.9% 22.0%	55 20.3% 18.9%	125 26.4% 43.0%	146 22.9% 50.2%	18 18.2% 6.2%	32 24.6% 11.0%	110 23.5% 37.8%
$30,000 - $32,499	36 2.9% 100.0%	35 3.0% 97.2%	4 2.9% 11.1%	2 1.6% 5.6%	2 1.2% 5.6%	10 5.3% 27.8%	3 2.2% 8.3%	4 3.4% 11.1%	4 3.8% 11.1%	6 3.5% 16.7%	2 2.2% 5.6%	8 2.1% 22.2%	12 5.5% 33.3%	9 3.6% 25.0%	5 1.8% 13.9%	14 3.0% 38.9%	20 3.1% 55.6%	2 2.0% 5.6%	3 2.3% 8.3%	13 2.8% 36.1%
$32,500 - $34,999	22 1.8% 100.0%	20 1.7% 90.9%	2 1.4% 9.1%	3 2.4% 13.6%	3 1.8% 13.6%	3 1.6% 13.6%	2 1.5% 9.1%	3 2.6% 13.6%	1 1.0% 4.5%	3 1.7% 13.6%	2 2.2% 9.1%	10 2.6% 45.5%	2 0.9% 9.1%	4 1.6% 18.2%	4 1.5% 18.2%	9 1.9% 40.9%	12 1.9% 54.5%	1 1.0% 4.5%	3 2.3% 13.6%	11 2.4% 50.0%
$35,000 - $37,499	49 4.0% 100.0%	46 4.0% 93.9%	9 6.5% 18.4%	6 4.8% 12.2%	11 6.5% 22.4%	6 3.2% 12.2%	2 1.5% 4.1%	2 1.7% 4.1%	2 1.9% 4.1%	8 4.7% 16.3%	5 5.4% 10.2%	16 4.1% 32.7%	9 4.1% 18.4%	12 4.9% 24.5%	7 2.6% 14.3%	24 5.1% 49.0%	22 3.4% 44.9%	3 3.0% 6.1%	7 5.4% 14.3%	13 2.8% 26.5%
$37,500 - $39,999	31 2.5% 100.0%	28 2.4% 90.3%	3 2.2% 9.7%	1 0.8% 3.2%	3 1.8% 9.7%	3 1.6% 9.7%	4 2.9% 12.9%	4 3.4% 12.9%	4 3.8% 12.9%	6 3.5% 19.4%	0 0.0% 0.0%	12 3.1% 38.7%	5 2.3% 16.1%	6 2.4% 19.4%	8 3.0% 25.8%	13 2.7% 41.9%	15 2.4% 48.4%	2 2.0% 6.5%	2 1.5% 6.5%	13 2.8% 41.9%
$40,000 - $44,999	82 6.7% 100.0%	79 6.9% 96.3%	5 3.6% 6.1%	8 6.5% 9.8%	14 8.3% 17.1%	13 6.9% 15.9%	11 8.1% 13.4%	8 6.9% 9.8%	7 6.7% 8.5%	13 7.6% 15.9%	13 14.1% 15.9%	25 6.4% 30.5%	17 7.8% 20.7%	14 5.7% 17.1%	13 4.8% 15.9%	38 8.0% 46.3%	39 6.1% 47.6%	5 5.1% 6.1%	8 6.2% 9.8%	32 6.8% 39.0%
$45,000 - $49,999	71 5.8% 100.0%	68 5.9% 95.8%	12 8.6% 16.9%	5 4.0% 7.0%	5 3.0% 7.0%	18 9.6% 25.4%	8 5.9% 11.3%	8 6.9% 11.3%	1 1.0% 1.4%	11 6.4% 15.5%	2 2.2% 2.8%	19 4.9% 26.8%	13 6.0% 18.3%	19 7.7% 26.8%	18 6.6% 25.4%	27 5.7% 38.0%	38 6.0% 53.5%	5 5.1% 7.0%	9 6.9% 12.7%	28 6.0% 39.4%
Net - $50,000 - $74,999	262 21.3% 100.0%	246 21.4% 93.9%	29 20.9% 11.1%	28 22.6% 10.7%	41 24.4% 15.6%	44 23.4% 16.8%	31 22.8% 11.8%	26 22.4% 9.9%	14 13.3% 5.3%	33 19.2% 12.6%	20 21.7% 7.6%	81 20.9% 30.9%	47 21.6% 17.9%	52 21.1% 19.8%	57 21.0% 21.8%	82 17.3% 31.3%	149 23.4% 56.9%	25 25.3% 9.5%	26 20.0% 9.9%	100 21.4% 38.2%
$50,000 - $59,999	113 9.2% 100.0%	104 9.1% 92.0%	11 7.9% 9.7%	9 7.3% 8.0%	15 8.9% 13.3%	21 11.2% 18.6%	10 7.4% 8.8%	14 12.1% 12.4%	8 7.6% 7.1%	16 9.3% 14.2%	13 14.1% 11.5%	32 8.2% 28.3%	18 8.3% 15.9%	19 7.7% 16.8%	27 10.0% 23.9%	31 6.5% 27.4%	72 11.3% 63.7%	5 5.1% 4.4%	5 3.8% 4.4%	36 7.7% 31.9%
$60,000 - $74,999	149 12.1% 100.0%	142 12.4% 95.3%	18 12.9% 12.1%	19 15.3% 12.8%	26 15.5% 17.4%	23 12.2% 15.4%	21 15.4% 14.1%	12 10.3% 8.1%	6 5.7% 4.0%	17 9.9% 11.4%	7 7.6% 4.7%	49 12.6% 32.9%	29 13.3% 19.5%	33 13.4% 22.1%	30 11.1% 20.1%	51 10.8% 34.2%	77 12.1% 51.7%	20 20.2% 13.4%	21 16.2% 14.1%	64 13.7% 43.0%
Net - $75,000 and over	285 23.2% 100.0%	272 23.7% 95.4%	47 33.8% 16.5%	32 25.8% 11.2%	66 39.3% 23.2%	45 23.9% 15.8%	44 32.4% 15.4%	14 12.1% 4.9%	4 3.8% 1.4%	20 11.6% 7.0%	6 6.5% 2.1%	104 26.8% 36.5%	45 20.6% 15.8%	56 22.7% 19.6%	72 26.6% 25.3%	98 20.7% 34.4%	148 23.2% 51.9%	37 37.4% 13.0%	47 36.2% 16.5%	87 18.6% 30.5%
$75,000 - $84,999	100 8.1% 100.0%	93 8.1% 93.0%	23 16.5% 23.0%	9 7.3% 9.0%	17 10.1% 17.0%	15 8.0% 15.0%	12 8.8% 12.0%	6 5.2% 6.0%	2 1.9% 2.0%	9 5.2% 9.0%	4 4.3% 4.0%	34 8.8% 34.0%	16 7.3% 16.0%	16 6.5% 16.0%	28 10.3% 28.0%	39 8.2% 39.0%	46 7.2% 46.0%	14 14.1% 14.0%	18 13.8% 18.0%	30 6.4% 30.0%
$85,000 - $99,999	63 5.1% 100.0%	61 5.3% 96.8%	8 5.8% 12.7%	9 7.3% 14.3%	13 7.7% 20.6%	13 6.9% 20.6%	11 8.1% 17.5%	1 0.9% 1.6%	1 1.0% 1.6%	5 2.9% 7.9%	1 1.1% 1.6%	24 6.2% 38.1%	11 5.0% 17.5%	12 4.9% 19.0%	15 5.5% 23.8%	17 3.6% 27.0%	41 6.4% 65.1%	5 5.1% 7.9%	8 6.2% 12.7%	20 4.3% 31.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017611

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
$100,000 - $124,999	71	68	8	7	20	11	16	4	0	2	0	27	12	14	18	29	33	8	9	24
	5.8%	5.9%	5.8%	5.6%	11.9%	5.9%	11.8%	3.4%	0.0%	1.2%	0.0%	7.0%	5.5%	5.7%	6.6%	6.1%	5.2%	8.1%	6.9%	5.1%
	100.0%	95.8%	11.3%	9.9%	28.2%	15.5%	22.5%	5.6%	0.0%	2.8%	0.0%	38.0%	16.9%	19.7%	25.4%	40.8%	46.5%	11.3%	12.7%	33.8%
$125,000 - $149,999	24	23	4	5	5	3	2	2	1	1	0	6	5	5	8	6	13	5	7	6
	2.0%	2.0%	2.9%	4.0%	3.0%	1.6%	1.5%	1.7%	1.0%	0.6%	0.0%	1.5%	2.3%	2.0%	3.0%	1.3%	2.0%	5.1%	5.4%	1.3%
	100.0%	95.8%	16.7%	20.8%	20.8%	12.5%	8.3%	8.3%	4.2%	4.2%	0.0%	25.0%	20.8%	20.8%	33.3%	25.0%	54.2%	20.8%	29.2%	25.0%
$150,000 - $174,999	8	8	2	1	2	1	0	1	0	1	0	3	0	4	1	3	3	2	2	1
	0.7%	0.7%	1.4%	0.8%	1.2%	0.5%	0.0%	0.9%	0.0%	0.6%	0.0%	0.8%	0.0%	1.6%	0.4%	0.6%	0.5%	2.0%	1.5%	0.2%
	100.0%	100.0%	25.0%	12.5%	25.0%	12.5%	0.0%	12.5%	0.0%	12.5%	0.0%	37.5%	0.0%	50.0%	12.5%	37.5%	37.5%	25.0%	25.0%	12.5%
$175,000 and over	19	19	2	1	9	2	3	0	0	2	1	10	1	5	2	4	12	3	3	6
	1.5%	1.7%	1.4%	0.8%	5.4%	1.1%	2.2%	0.0%	0.0%	1.2%	1.1%	2.6%	0.5%	2.0%	0.7%	0.8%	1.9%	3.0%	2.3%	1.3%
	100.0%	100.0%	10.5%	5.3%	47.4%	10.5%	15.8%	0.0%	0.0%	10.5%	5.3%	52.6%	5.3%	26.3%	10.5%	21.1%	63.2%	15.8%	15.8%	31.6%
Mean (In Thousands)	52.46	53.28	60.76	53.94	71.52	54.69	61.63	42.96	29.86	42.03	37.39	56.01	50.07	54.01	53.48	48.68	53.17	67.89	64.34	48.71
Std Dev	35.87	36.08	35.91	38.03	40.54	33.11	36.28	30.68	22.00	30.24	25.76	37.85	32.61	38.04	35.55	33.93	36.08	40.46	40.10	33.60
Std Err	1.023	1.065	3.045	3.415	3.128	2.415	3.111	2.848	2.147	2.306	2.686	1.921	2.209	2.420	2.159	1.558	1.428	4.066	3.517	1.553

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017612

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Marital Status																				
Now married	787	741	78	77	110	145	75	81	49	126	59	246	134	161	180	300	415	63	87	296
	64.0%	64.5%	56.1%	62.1%	65.5%	77.1%	55.1%	69.8%	46.7%	73.3%	64.1%	63.4%	61.5%	65.2%	66.4%	63.3%	65.0%	63.6%	66.9%	63.2%
	100.0%	94.2%	9.9%	9.8%	14.0%	18.4%	9.5%	10.3%	6.2%	16.0%	7.5%	31.3%	17.0%	20.5%	22.9%	38.1%	52.7%	8.0%	11.1%	37.6%
Never married	260	243	36	22	43	25	49	11	37	20	24	98	57	47	32	102	131	23	22	112
	21.2%	21.2%	25.9%	17.7%	25.6%	13.3%	36.0%	9.5%	35.2%	11.6%	26.1%	25.3%	26.1%	19.0%	11.8%	21.5%	20.5%	23.2%	16.9%	23.9%
	100.0%	93.5%	13.8%	8.5%	16.5%	9.6%	18.8%	4.2%	14.2%	7.7%	9.2%	37.7%	21.9%	18.1%	12.3%	39.2%	50.4%	8.8%	8.5%	43.1%
Divorced, widowed, separated	182	164	25	25	15	18	12	24	19	26	9	44	27	39	59	72	92	13	21	60
	14.8%	14.3%	18.0%	20.2%	8.9%	9.6%	8.8%	20.7%	18.1%	15.1%	9.8%	11.3%	12.4%	15.8%	21.8%	15.2%	14.4%	13.1%	16.2%	12.8%
	100.0%	90.1%	13.7%	13.7%	8.2%	9.9%	6.6%	13.2%	10.4%	14.3%	4.9%	24.2%	14.8%	21.4%	32.4%	39.6%	50.5%	7.1%	11.5%	33.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017613

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Home Ownership																				
Own or are buying	842	785	91	96	124	137	79	91	45	122	59	251	137	173	212	319	439	72	102	302
	68.5%	68.4%	65.5%	77.4%	73.8%	72.9%	58.1%	78.4%	42.9%	70.9%	64.1%	64.7%	62.8%	70.0%	78.2%	67.3%	68.8%	72.7%	78.5%	64.5%
	100.0%	93.2%	10.8%	11.4%	14.7%	16.3%	9.4%	10.8%	5.3%	14.5%	7.0%	29.8%	16.3%	20.5%	25.2%	37.9%	52.1%	8.6%	12.1%	35.9%
Rent	322	301	37	22	38	41	49	20	52	42	28	114	67	64	46	128	169	19	21	143
	26.2%	26.2%	26.6%	17.7%	22.6%	21.8%	36.0%	17.2%	49.5%	24.4%	30.4%	29.4%	30.7%	25.9%	17.0%	27.0%	26.5%	19.2%	16.2%	30.6%
	100.0%	93.5%	11.5%	6.8%	11.8%	12.7%	15.2%	6.2%	16.1%	13.0%	8.7%	35.4%	20.8%	19.9%	14.3%	39.8%	52.5%	5.9%	6.5%	44.4%
Live with relatives (in their home)	29	28	4	4	4	5	3	1	4	3	2	13	6	3	5	12	15	2	2	12
	2.4%	2.4%	2.9%	3.2%	2.4%	2.7%	2.2%	0.9%	3.8%	1.7%	2.2%	3.4%	2.8%	1.2%	1.8%	2.5%	2.4%	2.0%	1.5%	2.6%
	100.0%	96.6%	13.8%	13.8%	13.8%	17.2%	10.3%	3.4%	13.8%	10.3%	6.9%	44.8%	20.7%	10.3%	17.2%	41.4%	51.7%	6.9%	6.9%	41.4%
Other	27	25	7	1	1	2	4	2	4	4	3	8	5	4	7	10	13	4	4	8
	2.2%	2.2%	5.0%	0.8%	0.6%	1.1%	2.9%	1.7%	3.8%	2.3%	3.3%	2.1%	2.3%	1.6%	2.6%	2.1%	2.0%	4.0%	3.1%	1.7%
	100.0%	92.6%	25.9%	3.7%	3.7%	7.4%	14.8%	7.4%	14.8%	14.8%	11.1%	29.6%	18.5%	14.8%	25.9%	37.0%	48.1%	14.8%	14.8%	29.6%
No answer	9	9	0	1	1	3	1	2	0	1	0	2	3	3	1	5	2	2	1	3
	0.7%	0.8%	0.0%	0.8%	0.6%	1.6%	0.7%	1.7%	0.0%	0.6%	0.0%	0.5%	1.4%	1.2%	0.4%	1.1%	0.3%	2.0%	0.8%	0.6%
	100.0%	100.0%	0.0%	11.1%	11.1%	33.3%	11.1%	22.2%	0.0%	11.1%	0.0%	22.2%	33.3%	33.3%	11.1%	55.6%	22.2%	22.2%	11.1%	33.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017614

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Male Education																				
Grade school	8	7	0	0	0	0	0	1	1	5	1	2	0	3	2	5	3	0	1	4
	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.0%	2.9%	1.1%	0.5%	0.0%	1.2%	0.7%	1.1%	0.5%	0.0%	0.8%	0.9%
	100.0%	87.5%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	12.5%	62.5%	12.5%	25.0%	0.0%	37.5%	25.0%	62.5%	37.5%	0.0%	12.5%	50.0%
Some high school	66	58	4	10	0	13	1	8	11	11	6	20	9	10	20	34	28	3	4	31
	5.4%	5.1%	2.9%	8.1%	0.0%	6.9%	0.7%	6.9%	10.5%	6.4%	6.5%	5.2%	4.1%	4.0%	7.4%	7.2%	4.4%	3.0%	3.1%	6.6%
	100.0%	87.9%	6.1%	15.2%	0.0%	19.7%	1.5%	12.1%	16.7%	16.7%	9.1%	30.3%	13.6%	15.2%	30.3%	51.5%	42.4%	4.5%	6.1%	47.0%
Graduated high school	244	229	19	23	15	36	13	26	34	63	26	77	47	49	42	109	119	12	15	113
	19.9%	19.9%	13.7%	18.5%	8.9%	19.1%	9.6%	22.4%	32.4%	36.6%	28.3%	19.8%	21.6%	19.8%	15.5%	23.0%	18.7%	12.1%	11.5%	24.1%
	100.0%	93.9%	7.8%	9.4%	6.1%	14.8%	5.3%	10.7%	13.9%	25.8%	10.7%	31.6%	19.3%	20.1%	17.2%	44.7%	48.8%	4.9%	6.1%	46.3%
Some college - no degree	317	294	46	32	31	54	33	37	30	31	23	91	55	65	79	113	180	18	35	108
	25.8%	25.6%	33.1%	25.8%	18.5%	28.7%	24.3%	31.9%	28.6%	18.0%	25.0%	23.5%	25.2%	26.3%	29.2%	23.8%	28.2%	18.2%	26.9%	23.1%
	100.0%	92.7%	14.5%	10.1%	9.8%	17.0%	10.4%	11.7%	9.5%	9.8%	7.3%	28.7%	17.4%	20.5%	24.9%	35.6%	56.8%	5.7%	11.0%	34.1%
Graduated college - associate's degree	108	100	15	12	17	20	13	8	4	11	6	34	24	16	26	45	54	7	12	44
	8.8%	8.7%	10.8%	9.7%	10.1%	10.6%	9.6%	6.9%	3.8%	6.4%	6.5%	8.8%	11.0%	6.5%	9.6%	9.5%	8.5%	7.1%	9.2%	9.4%
	100.0%	92.6%	13.9%	11.1%	15.7%	18.5%	12.0%	7.4%	3.7%	10.2%	5.6%	31.5%	22.2%	14.8%	24.1%	41.7%	50.0%	6.5%	11.1%	40.7%
Graduated college - bachelor's degree	266	253	27	18	71	35	52	18	15	17	20	96	51	52	46	94	142	28	25	103
	21.6%	22.0%	19.4%	14.5%	42.3%	18.6%	38.2%	15.5%	14.3%	9.9%	21.7%	24.7%	23.4%	21.1%	17.0%	19.8%	22.3%	28.3%	19.2%	22.0%
	100.0%	95.1%	10.2%	6.8%	26.7%	13.2%	19.5%	6.8%	5.6%	6.4%	7.5%	36.1%	19.2%	19.5%	17.3%	35.3%	53.4%	10.5%	9.4%	38.7%
Post graduate degree	158	153	20	24	30	26	20	10	5	18	4	44	21	41	48	50	80	28	31	43
	12.9%	13.3%	14.4%	19.4%	17.9%	13.8%	14.7%	8.6%	4.8%	10.5%	4.3%	11.3%	9.6%	16.6%	17.7%	10.5%	12.5%	28.3%	23.8%	9.2%
	100.0%	96.8%	12.7%	15.2%	19.0%	16.5%	12.7%	6.3%	3.2%	11.4%	2.5%	27.8%	13.3%	25.9%	30.4%	31.6%	50.6%	17.7%	19.6%	27.2%
No answer	13	11	1	2	2	0	0	2	1	3	1	3	2	3	3	6	6	1	2	5
	1.1%	1.0%	0.7%	1.6%	1.2%	0.0%	0.0%	1.7%	1.0%	1.7%	1.1%	0.8%	0.9%	1.2%	1.1%	1.3%	0.9%	1.0%	1.5%	1.1%
	100.0%	84.6%	7.7%	15.4%	15.4%	0.0%	0.0%	15.4%	7.7%	23.1%	7.7%	23.1%	15.4%	23.1%	23.1%	46.2%	46.2%	7.7%	15.4%	38.5%
No male	49	43	7	3	2	4	4	6	4	13	5	21	9	8	5	18	26	2	5	17
	4.0%	3.7%	5.0%	2.4%	1.2%	2.1%	2.9%	5.2%	3.8%	7.6%	5.4%	5.4%	4.1%	3.2%	1.8%	3.8%	4.1%	2.0%	3.8%	3.6%
	100.0%	87.8%	14.3%	6.1%	4.1%	8.2%	8.2%	12.2%	8.2%	26.5%	10.2%	42.9%	18.4%	16.3%	10.2%	36.7%	53.1%	4.1%	10.2%	34.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017615

Cigar Segmentation

Demographics.

Base: Total completes

	TOTAL REP	TOTAL CLASIF	SEGMENTS: RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	HOW LONG SMOKED: ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	TASTE PREFERENCE: MILD	MEDIUM	STRONG	CIGAR KNOWLEDGE: KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Male Occupation																				
Managerial, professional, executive	476	461	61	45	98	83	71	27	26	50	28	162	83	104	96	159	261	55	60	165
	38.7%	40.2%	43.9%	36.3%	58.3%	44.1%	52.2%	23.3%	24.8%	29.1%	30.4%	41.8%	38.1%	42.1%	35.4%	33.5%	40.9%	55.6%	46.2%	35.3%
	100.0%	96.8%	12.8%	9.5%	20.6%	17.4%	14.9%	5.7%	5.5%	10.5%	5.9%	34.0%	17.4%	21.8%	20.2%	33.4%	54.8%	11.6%	12.6%	34.7%
Technical, sales, administrative support	119	109	15	10	24	18	19	6	10	7	9	44	22	21	22	46	63	8	13	52
	9.7%	9.5%	10.8%	8.1%	14.3%	9.6%	14.0%	5.2%	9.5%	4.1%	9.8%	11.3%	10.1%	8.5%	8.1%	9.7%	9.9%	8.1%	10.0%	11.1%
	100.0%	91.6%	12.6%	8.4%	20.2%	15.1%	16.0%	5.0%	8.4%	5.9%	7.6%	37.0%	18.5%	17.6%	18.5%	38.7%	52.9%	6.7%	10.9%	43.7%
Service	77	75	13	9	10	8	8	9	12	6	8	24	17	12	15	25	42	9	12	24
	6.3%	6.5%	9.4%	7.3%	6.0%	4.3%	5.9%	7.8%	11.4%	3.5%	8.7%	6.2%	7.8%	4.9%	5.5%	5.3%	6.6%	9.1%	9.2%	5.1%
	100.0%	97.4%	16.9%	11.7%	13.0%	10.4%	10.4%	11.7%	15.6%	7.8%	10.4%	31.2%	22.1%	15.6%	19.5%	32.5%	54.5%	11.7%	15.6%	31.2%
Farming, forestry, fishing	16	13	0	0	1	3	1	5	0	3	1	5	3	3	3	8	7	0	1	8
	1.3%	1.1%	0.0%	0.0%	0.6%	1.6%	0.7%	4.3%	0.0%	1.7%	1.1%	1.3%	1.4%	1.2%	1.1%	1.7%	1.1%	0.0%	0.8%	1.7%
	100.0%	81.3%	0.0%	0.0%	6.3%	18.8%	6.3%	31.3%	0.0%	18.8%	6.3%	31.3%	18.8%	18.8%	18.8%	50.0%	43.8%	0.0%	6.3%	50.0%
Craftsman, repairman	115	105	12	11	10	19	10	11	16	16	6	38	24	22	24	54	51	8	9	46
	9.4%	9.1%	8.6%	8.9%	6.0%	10.1%	7.4%	9.5%	15.2%	9.3%	6.5%	9.8%	11.0%	8.9%	8.9%	11.4%	8.0%	8.1%	6.9%	9.8%
	100.0%	91.3%	10.4%	9.6%	8.7%	16.5%	8.7%	9.6%	13.9%	13.9%	5.2%	33.0%	20.9%	19.1%	20.9%	47.0%	44.3%	7.0%	7.8%	40.0%
Operator, laborer	129	114	10	9	7	13	6	17	13	39	12	40	25	27	23	66	59	4	8	64
	10.5%	9.9%	7.2%	7.3%	4.2%	6.9%	4.4%	14.7%	12.4%	22.7%	13.0%	10.3%	11.5%	10.9%	8.5%	13.9%	9.2%	4.0%	6.2%	13.7%
	100.0%	88.4%	7.8%	7.0%	5.4%	10.1%	4.7%	13.2%	10.1%	30.2%	9.3%	31.0%	19.4%	20.9%	17.8%	51.2%	45.7%	3.1%	6.2%	49.6%
Retired, student, armed forces, other - no answer	248	228	21	37	16	40	17	35	24	38	23	54	35	50	83	98	129	13	22	92
	20.2%	19.9%	15.1%	29.8%	9.5%	21.3%	12.5%	30.2%	22.9%	22.1%	25.0%	13.9%	16.1%	20.2%	30.6%	20.7%	20.2%	13.1%	16.9%	19.7%
	100.0%	91.9%	8.5%	14.9%	6.5%	16.1%	6.9%	14.1%	9.7%	15.3%	9.3%	21.8%	14.1%	20.2%	33.5%	39.5%	52.0%	5.2%	8.9%	37.1%
No male	49	43	7	3	2	4	4	6	4	13	5	21	9	8	5	18	26	2	5	17
	4.0%	3.7%	5.0%	2.4%	1.2%	2.1%	2.9%	5.2%	3.8%	7.6%	5.4%	5.4%	4.1%	3.2%	1.8%	3.8%	4.1%	2.0%	3.8%	3.6%
	100.0%	87.8%	14.3%	6.1%	4.1%	8.2%	8.2%	12.2%	8.2%	26.5%	10.2%	42.9%	18.4%	16.3%	10.2%	36.7%	53.1%	4.1%	10.2%	34.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017616

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Male Employment																				
Full time	940	886	116	82	153	145	120	76	73	121	65	322	173	195	176	356	491	83	104	372
	76.5%	77.2%	83.5%	66.1%	91.1%	77.1%	88.2%	65.5%	69.5%	70.3%	70.7%	83.0%	79.4%	78.9%	64.9%	75.1%	77.0%	83.8%	80.0%	79.5%
	100.0%	94.3%	12.3%	8.7%	16.3%	15.4%	12.8%	8.1%	7.8%	12.9%	6.9%	34.3%	18.4%	20.7%	18.7%	37.9%	52.2%	8.8%	11.1%	39.6%
Part time	43	43	5	7	8	6	6	1	5	5	4	12	9	4	14	14	26	3	2	13
	3.5%	3.7%	3.6%	5.6%	4.8%	3.2%	4.4%	0.9%	4.8%	2.9%	4.3%	3.1%	4.1%	1.6%	5.2%	3.0%	4.1%	3.0%	1.5%	2.8%
	100.0%	100.0%	11.6%	16.3%	18.6%	14.0%	14.0%	2.3%	11.6%	11.6%	9.3%	27.9%	20.9%	9.3%	32.6%	32.6%	60.5%	7.0%	4.7%	30.2%
Retired	73	68	4	15	0	11	1	20	3	14	6	9	6	16	36	34	34	5	7	17
	5.9%	5.9%	2.9%	12.1%	0.0%	5.9%	0.7%	17.2%	2.9%	8.1%	6.5%	2.3%	2.8%	6.5%	13.3%	7.2%	5.3%	5.1%	5.4%	3.6%
	100.0%	93.2%	5.5%	20.5%	0.0%	15.1%	1.4%	27.4%	4.1%	19.2%	8.2%	12.3%	8.2%	21.9%	49.3%	46.6%	46.6%	6.8%	9.6%	23.3%
Not employed	67	59	5	10	2	14	3	5	10	10	6	12	11	18	19	28	35	2	6	28
	5.5%	5.1%	3.6%	8.1%	1.2%	7.4%	2.2%	4.3%	9.5%	5.8%	6.5%	3.1%	5.0%	7.3%	7.0%	5.9%	5.5%	2.0%	4.6%	6.0%
	100.0%	88.1%	7.5%	14.9%	3.0%	20.9%	4.5%	7.5%	14.9%	14.9%	9.0%	17.9%	16.4%	26.9%	28.4%	41.8%	52.2%	3.0%	9.0%	41.8%
No answer	57	49	2	7	3	8	2	8	10	9	6	12	10	6	21	24	26	4	6	21
	4.6%	4.3%	1.4%	5.6%	1.8%	4.3%	1.5%	6.9%	9.5%	5.2%	6.5%	3.1%	4.6%	2.4%	7.7%	5.1%	4.1%	4.0%	4.6%	4.5%
	100.0%	86.0%	3.5%	12.3%	5.3%	14.0%	3.5%	14.0%	17.5%	15.8%	10.5%	21.1%	17.5%	10.5%	36.8%	42.1%	45.6%	7.0%	10.5%	36.8%
No male	49	43	7	3	2	4	4	6	4	13	5	21	9	8	5	18	26	2	5	17
	4.0%	3.7%	5.0%	2.4%	1.2%	2.1%	2.9%	5.2%	3.8%	7.6%	5.4%	5.4%	4.1%	3.2%	1.8%	3.8%	4.1%	2.0%	3.8%	3.6%
	100.0%	87.8%	14.3%	6.1%	4.1%	8.2%	8.2%	12.2%	8.2%	26.5%	10.2%	42.9%	18.4%	16.3%	10.2%	36.7%	53.1%	4.1%	10.2%	34.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017617

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Presence of Children																				
Net- Children Present Under 18	478	450	48	46	65	86	41	36	41	87	36	164	88	113	72	184	256	35	56	183
	38.9%	39.2%	34.5%	37.1%	38.7%	45.7%	30.1%	31.0%	39.0%	50.6%	39.1%	42.3%	40.4%	45.7%	26.6%	38.8%	40.1%	35.4%	43.1%	39.1%
	100.0%	94.1%	10.0%	9.6%	13.6%	18.0%	8.6%	7.5%	8.6%	18.2%	7.5%	34.3%	18.4%	23.6%	15.1%	38.5%	53.6%	7.3%	11.7%	38.3%
Under 6	207	198	18	15	36	38	26	8	20	37	16	84	50	40	15	74	116	17	17	87
	16.8%	17.2%	12.9%	12.1%	21.4%	20.2%	19.1%	6.9%	19.0%	21.5%	17.4%	21.6%	22.9%	16.2%	5.5%	15.6%	18.2%	17.2%	13.1%	18.6%
	100.0%	95.7%	8.7%	7.2%	17.4%	18.4%	12.6%	3.9%	9.7%	17.9%	7.7%	40.6%	24.2%	19.3%	7.2%	35.7%	56.0%	8.2%	8.2%	42.0%
6 - 12	238	223	25	22	29	38	18	22	23	46	19	79	40	63	36	91	124	20	29	89
	19.4%	19.4%	18.0%	17.7%	17.3%	20.2%	13.2%	19.0%	21.9%	26.7%	20.7%	20.4%	18.3%	25.5%	13.3%	19.2%	19.4%	20.2%	22.3%	19.0%
	100.0%	93.7%	10.5%	9.2%	12.2%	16.0%	7.6%	9.2%	9.7%	19.3%	8.0%	33.2%	16.8%	26.5%	15.1%	38.2%	52.1%	8.4%	12.2%	37.4%
13 - 17	207	194	23	25	20	40	11	22	13	40	17	61	25	57	45	87	104	15	27	68
	16.8%	16.9%	16.5%	20.2%	11.9%	21.3%	8.1%	19.0%	12.4%	23.3%	18.5%	15.7%	11.5%	23.1%	16.6%	18.4%	16.3%	15.2%	20.8%	14.5%
	100.0%	93.7%	11.1%	12.1%	9.7%	19.3%	5.3%	10.6%	6.3%	19.3%	8.2%	29.5%	12.1%	27.5%	21.7%	42.0%	50.2%	7.2%	13.0%	32.9%
No children present under 18	751	698	91	78	103	102	95	80	64	85	56	224	130	134	199	290	382	64	74	285
	61.1%	60.8%	65.5%	62.9%	61.3%	54.3%	69.9%	69.0%	61.0%	49.4%	60.9%	57.7%	59.6%	54.3%	73.4%	61.2%	59.9%	64.6%	56.9%	60.9%
	100.0%	92.9%	12.1%	10.4%	13.7%	13.6%	12.6%	10.7%	8.5%	11.3%	7.5%	29.8%	17.3%	17.8%	26.5%	38.6%	50.9%	8.5%	9.9%	37.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017618

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Race																				
White	1119	1046	120	112	152	172	125	111	94	160	74	351	199	229	255	430	585	90	115	426
	91.0%	91.1%	86.3%	90.3%	90.5%	91.5%	91.9%	95.7%	89.5%	93.0%	80.4%	90.5%	91.3%	92.7%	94.1%	90.7%	91.7%	90.9%	88.5%	91.0%
	100.0%	93.5%	10.7%	10.0%	13.6%	15.4%	11.2%	9.9%	8.4%	14.3%	6.6%	31.4%	17.8%	20.5%	22.8%	38.4%	52.3%	8.0%	10.3%	38.1%
Black/African-American	39	35	8	3	3	5	2	4	3	7	10	13	10	3	2	20	16	1	4	15
	3.2%	3.0%	5.8%	2.4%	1.8%	2.7%	1.5%	3.4%	2.9%	4.1%	10.9%	3.4%	4.6%	1.2%	0.7%	4.2%	2.5%	1.0%	3.1%	3.2%
	100.0%	89.7%	20.5%	7.7%	7.7%	12.8%	5.1%	10.3%	7.7%	17.9%	25.6%	33.3%	25.6%	7.7%	5.1%	51.3%	41.0%	2.6%	10.3%	38.5%
Asian or Pacific Islander	10	9	2	0	3	0	3	0	1	0	2	5	1	2	0	4	6	0	0	5
	0.8%	0.8%	1.4%	0.0%	1.8%	0.0%	2.2%	0.0%	1.0%	0.0%	2.2%	1.3%	0.5%	0.8%	0.0%	0.8%	0.9%	0.0%	0.0%	1.1%
	100.0%	90.0%	20.0%	0.0%	30.0%	0.0%	30.0%	0.0%	10.0%	0.0%	20.0%	50.0%	10.0%	20.0%	0.0%	40.0%	60.0%	0.0%	0.0%	50.0%
Native American	4	4	1	2	0	0	0	0	1	0	0	3	0	0	1	1	3	0	2	1
	0.3%	0.3%	0.7%	1.6%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.4%	0.2%	0.5%	0.0%	1.5%	0.2%
	100.0%	100.0%	25.0%	50.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	75.0%	0.0%	0.0%	25.0%	25.0%	75.0%	0.0%	50.0%	25.0%
Other	38	37	5	4	7	8	6	0	4	3	6	11	4	11	5	11	21	4	4	14
	3.1%	3.2%	3.6%	3.2%	4.2%	4.3%	4.4%	0.0%	3.8%	1.7%	6.5%	2.8%	1.8%	4.5%	1.8%	2.3%	3.3%	4.0%	3.1%	3.0%
	100.0%	97.4%	13.2%	10.5%	18.4%	21.1%	15.8%	0.0%	10.5%	7.9%	15.8%	28.9%	10.5%	28.9%	13.2%	28.9%	55.3%	10.5%	10.5%	36.8%
No answer	19	17	3	3	3	3	0	1	2	2	0	5	4	2	8	8	7	4	5	7
	1.5%	1.5%	2.2%	2.4%	1.8%	1.6%	0.0%	0.9%	1.9%	1.2%	0.0%	1.3%	1.8%	0.8%	3.0%	1.7%	1.1%	4.0%	3.8%	1.5%
	100.0%	89.5%	15.8%	15.8%	15.8%	15.8%	0.0%	5.3%	10.5%	10.5%	0.0%	26.3%	21.1%	10.5%	42.1%	42.1%	36.8%	21.1%	26.3%	36.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017619

Cigar Segmentation

Demographics.

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Spanish Origin																				
Yes	39	38	6	8	5	7	6	0	3	3	3	15	6	10	5	14	22	2	9	16
	3.2%	3.3%	4.3%	6.5%	3.0%	3.7%	4.4%	0.0%	2.9%	1.7%	3.3%	3.9%	2.8%	4.0%	1.8%	3.0%	3.4%	2.0%	6.9%	3.4%
	100.0%	97.4%	15.4%	20;5%	12.8%	17.9%	15.4%	0.0%	7.7%	7.7%	7.7%	38.5%	15.4%	25.6%	12.8%	35.9%	56.4%	5.1%	23.1%	41.0%
No	1141	1067	129	110	159	173	127	106	97	166	84	362	201	228	254	431	602	92	118	435
	92.8%	92.9%	92.8%	88.7%	94.6%	92.0%	93.4%	91.4%	92.4%	96.5%	91.3%	93.3%	92.2%	92.3%	93.7%	90.9%	94.4%	92.9%	90.8%	92.9%
	100.0%	93.5%	11.3%	9.6%	13.9%	15.2%	11.1%	9.3%	8.5%	14.5%	7.4%	31.7%	17.6%	20.0%	22.3%	37.8%	52.8%	8.1%	10.3%	38.1%
No answer	49	43	4	6	4	8	3	10	5	3	5	11	11	9	12	29	14	5	3	17
	4.0%	3.7%	2.9%	4.8%	2.4%	4.3%	2.2%	8.6%	4.8%	1.7%	5.4%	2.8%	5.0%	3.6%	4.4%	6.1%	2.2%	5.1%	2.3%	3.6%
	100.0%	87.8%	8.2%	12.2%	8.2%	16.3%	6.1%	20.4%	10.2%	6.1%	10.2%	22.4%	22.4%	18.4%	24.5%	59.2%	28.6%	10.2%	6.1%	34.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017620

Cigar Segmentation

Segment

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Relationship driven connoisseurs	139	139	139	0	0	0	0	0	0	0	4	49	29	28	28	24	85	29	46	11
	11.3%	12.1%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	12.6%	13.3%	11.3%	10.3%	5.1%	13.3%	29.3%	35.4%	2.4%
	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	35.3%	20.9%	20.1%	20.1%	17.3%	61.2%	20.9%	33.1%	7.9%
Savvy self-reliant connoisseurs	124	124	0	124	0	0	0	0	0	0	8	25	22	30	39	34	69	20	42	8
	10.1%	10.8%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	6.4%	10.1%	12.1%	14.4%	7.2%	10.8%	20.2%	32.3%	1.7%
	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	20.2%	17.7%	24.2%	31.5%	27.4%	55.6%	16.1%	33.9%	6.5%
Emerging enthusiasts	168	168	0	0	168	0	0	0	0	0	6	73	30	37	20	44	109	13	10	51
	13.7%	14.6%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	18.8%	13.8%	15.0%	7.4%	9.3%	17.1%	13.1%	7.7%	10.9%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	43.5%	17.9%	22.0%	11.9%	26.2%	64.9%	7.7%	6.0%	30.4%
Casual enjoyers	188	188	0	0	0	188	0	0	0	0	7	49	32	44	55	71	104	12	10	61
	15.3%	16.4%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	7.6%	12.6%	14.7%	17.8%	20.3%	15.0%	16.3%	12.1%	7.7%	13.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	3.7%	26.1%	17.0%	23.4%	29.3%	37.8%	55.3%	6.4%	5.3%	32.4%
Special occasion only	136	136	0	0	0	0	136	0	0	0	24	70	25	12	5	60	70	6	2	105
	11.1%	11.8%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	26.1%	18.0%	11.5%	4.9%	1.8%	12.7%	11.0%	6.1%	1.5%	22.4%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	17.6%	51.5%	18.4%	8.8%	3.7%	44.1%	51.5%	4.4%	1.5%	77.2%
Established loyalists	116	116	0	0	0	0	0	116	0	0	7	22	18	26	42	56	48	8	10	32
	9.4%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	7.6%	5.7%	8.3%	10.5%	15.5%	11.8%	7.5%	8.1%	7.7%	6.8%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	6.0%	19.0%	15.5%	22.4%	36.2%	48.3%	41.4%	6.9%	8.6%	27.6%
Constrained indulgence seekers	105	105	0	0	0	0	0	0	105	0	13	31	26	19	15	55	44	6	2	65
	8.5%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	14.1%	8.0%	11.9%	7.7%	5.5%	11.6%	6.9%	6.1%	1.5%	13.9%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	12.4%	29.5%	24.8%	18.1%	14.3%	52.4%	41.9%	5.7%	1.9%	61.9%
Unenthusiastic functionalists	172	172	0	0	0	0	0	0	0	172	16	46	25	36	48	92	77	2	6	100
	14.0%	15.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	17.4%	11.9%	11.5%	14.6%	17.7%	19.4%	12.1%	2.0%	4.6%	21.4%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	9.3%	26.7%	14.5%	20.9%	27.9%	53.5%	44.8%	1.2%	3.5%	58.1%
Not classified	81	0	0	0	0	0	0	0	0	0	7	23	11	15	19	38	32	3	2	35
	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	5.9%	5.0%	6.1%	7.0%	8.0%	5.0%	3.0%	1.5%	7.5%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	28.4%	13.6%	18.5%	23.5%	46.9%	39.5%	3.7%	2.5%	43.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017621

Cigar Segmentation

Banner A

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
TOTAL REP	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
TOTAL CLASIF	1148 93.4% 100.0%	1148 100.0% 100.0%	139 100.0% 12.1%	124 100.0% 10.8%	168 100.0% 14.6%	188 100.0% 16.4%	136 100.0% 11.8%	116 100.0% 10.1%	105 100.0% 9.1%	172 100.0% 15.0%	85 92.4% 7.4%	365 94.1% 31.8%	207 95.0% 18.0%	232 93.9% 20.2%	252 93.0% 22.0%	436 92.0% 38.0%	606 95.0% 52.8%	96 97.0% 8.4%	128 98.5% 11.1%	433 92.5% 37.7%
RELATIONSHIP DRIVEN CONNOISSEURS	139 11.3% 100.0%	139 12.1% 100.0%	139 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.3% 2.9%	49 12.6% 35.3%	29 13.3% 20.9%	28 11.3% 20.1%	28 10.3% 20.1%	24 5.1% 17.3%	85 13.3% 61.2%	29 29.3% 20.9%	46 35.4% 33.1%	11 2.4% 7.9%
SAVVY SELF-RELIANT CONNOISSEURS	124 10.1% 100.0%	124 10.8% 100.0%	0 0.0% 0.0%	124 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 8.7% 6.5%	25 6.4% 20.2%	22 10.1% 17.7%	30 12.1% 24.2%	39 14.4% 31.5%	34 7.2% 27.4%	69 10.8% 55.6%	20 20.2% 16.1%	42 32.3% 33.9%	8 1.7% 6.5%
EMERGING ENTHUSIASTS	168 13.7% 100.0%	168 14.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	168 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	6 6.5% 3.6%	73 18.8% 43.5%	30 13.8% 17.9%	37 15.0% 22.0%	20 7.4% 11.9%	44 9.3% 26.2%	109 17.1% 64.9%	13 13.1% 7.7%	10 7.7% 6.0%	51 10.9% 30.4%
CASUAL ENJOYERS	188 15.3% 100.0%	188 16.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	188 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 7.6% 3.7%	49 12.6% 26.1%	32 14.7% 17.0%	44 17.8% 23.4%	55 20.3% 29.3%	71 15.0% 37.8%	104 16.3% 55.3%	12 12.1% 6.4%	10 7.7% 5.3%	61 13.0% 32.4%
SPECIAL OCCASION ONLY	136 11.1% 100.0%	136 11.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	136 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	24 26.1% 17.6%	70 18.0% 51.5%	25 11.5% 18.4%	12 4.9% 8.8%	5 1.8% 3.7%	60 12.7% 44.1%	70 11.0% 51.5%	6 6.1% 4.4%	2 1.5% 1.5%	105 22.4% 77.2%
ESTABLISHED LOYALISTS	116 9.4% 100.0%	116 10.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	116 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 7.6% 6.0%	22 5.7% 19.0%	18 8.3% 15.5%	26 10.5% 22.4%	42 15.5% 36.2%	56 11.8% 48.3%	48 7.5% 41.4%	8 8.1% 6.9%	10 7.7% 8.6%	32 6.8% 27.6%
CONSTRAINED INDULGENCE SEEKERS	105 8.5% 100.0%	105 9.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	105 100.0% 100.0%	0 0.0% 0.0%	13 14.1% 12.4%	31 8.0% 29.5%	26 11.9% 24.8%	19 7.7% 18.1%	15 5.5% 14.3%	55 11.6% 52.4%	44 6.9% 41.9%	6 6.1% 5.7%	2 1.5% 1.9%	65 13.9% 61.9%
UNENTHUSIASTIC FUNCTIONALISTS	172 14.0% 100.0%	172 15.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	172 100.0% 100.0%	16 17.4% 9.3%	46 11.9% 26.7%	25 11.5% 14.5%	36 14.6% 20.9%	48 17.7% 27.9%	92 19.4% 53.5%	77 12.1% 44.8%	2 2.0% 1.2%	6 4.6% 3.5%	100 21.4% 58.1%
ONE YR OR LESS	92 7.5% 100.0%	85 7.4% 92.4%	4 2.9% 4.3%	8 6.5% 8.7%	6 3.6% 6.5%	7 3.7% 7.6%	24 17.6% 26.1%	7 6.0% 7.6%	13 12.4% 14.1%	16 9.3% 17.4%	92 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	47 9.9% 51.1%	40 6.3% 43.5%	1 1.0% 1.1%	2 1.5% 2.2%	58 12.4% 63.0%
2-6 YEARS	388 31.6% 100.0%	365 31.8% 94.1%	49 35.3% 12.6%	25 20.2% 6.4%	73 43.5% 18.8%	49 26.1% 12.6%	70 51.5% 18.0%	22 19.0% 5.7%	31 29.5% 8.0%	46 26.7% 11.9%	0 0.0% 0.0%	388 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	168 35.4% 43.3%	186 29.2% 47.9%	31 31.3% 8.0%	36 27.7% 9.3%	161 34.4% 41.5%
7-11 YEARS	218 17.7% 100.0%	207 18.0% 95.0%	29 20.9% 13.3%	22 17.7% 10.1%	30 17.9% 13.8%	32 17.0% 14.7%	25 18.4% 11.5%	18 15.5% 8.3%	26 24.8% 11.9%	25 14.5% 11.5%	0 0.0% 0.0%	0 0.0% 0.0%	218 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	73 15.4% 33.5%	127 19.9% 58.3%	13 13.1% 6.0%	20 15.4% 9.2%	73 15.6% 33.5%
12-20 YEARS	247 20.1% 100.0%	232 20.2% 93.9%	28 20.1% 11.3%	30 24.2% 12.1%	37 22.0% 15.0%	44 23.4% 17.8%	12 8.8% 4.9%	26 22.4% 10.5%	19 18.1% 7.7%	36 20.9% 14.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	247 100.0% 100.0%	0 0.0% 0.0%	83 17.5% 33.6%	139 21.8% 56.3%	25 25.3% 10.1%	28 21.5% 11.3%	92 19.7% 37.2%

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Cigar Segmentation

Banner A

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
TOTAL REP	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
21+ YEARS	271	252	28	39	20	55	5	42	15	48	0	0	0	0	271	100	142	27	43	78
	22.1%	22.0%	20.1%	31.5%	11.9%	29.3%	3.7%	36.2%	14.3%	27.9%	0.0%	0.0%	0.0%	0.0%	100.0%	21.1%	22.3%	27.3%	33.1%	16.7%
	100.0%	93.0%	10.3%	14.4%	7.4%	20.3%	1.8%	15.5%	5.5%	17.7%	0.0%	0.0%	0.0%	0.0%	100.0%	36.9%	52.4%	10.0%	15.9%	28.8%
MILD	474	436	24	34	44	71	60	56	55	92	47	168	73	83	100	474	0	0	28	222
	38.6%	38.0%	17.3%	27.4%	26.2%	37.8%	44.1%	48.3%	52.4%	53.5%	51.1%	43.3%	33.5%	33.6%	36.9%	100.0%	0.0%	0.0%	21.5%	47.4%
	100.0%	92.0%	5.1%	7.2%	9.3%	15.0%	12.7%	11.8%	11.6%	19.4%	9.9%	35.4%	15.4%	17.5%	21.1%	100.0%	0.0%	0.0%	5.9%	46.8%
MEDIUM	638	606	85	69	109	104	70	48	44	77	40	186	127	139	142	0	638	0	70	221
	51.9%	52.8%	61.2%	55.6%	64.9%	55.3%	51.5%	41.4%	41.9%	44.8%	43.5%	47.9%	58.3%	56.3%	52.4%	0.0%	100.0%	0.0%	53.8%	47.2%
	100.0%	95.0%	13.3%	10.8%	17.1%	16.3%	11.0%	7.5%	6.9%	12.1%	6.3%	29.2%	19.9%	21.8%	22.3%	0.0%	100.0%	0.0%	11.0%	34.6%
STRONG	99	96	29	20	13	12	6	8	6	2	1	31	13	25	27	0	0	99	32	18
	8.1%	8.4%	20.9%	16.1%	7.7%	6.4%	4.4%	6.9%	5.7%	1.2%	1.1%	8.0%	6.0%	10.1%	10.0%	0.0%	0.0%	100.0%	24.6%	3.8%
	100.0%	97.0%	29.3%	20.2%	13.1%	12.1%	6.1%	8.1%	6.1%	2.0%	1.0%	31.3%	13.1%	25.3%	27.3%	0.0%	0.0%	100.0%	32.3%	18.2%
KNOWLEDGABLE SMOKERS	130	128	46	42	10	10	2	10	2	6	2	36	20	28	43	28	70	32	130	0
	10.6%	11.1%	33.1%	33.9%	6.0%	5.3%	1.5%	8.6%	1.9%	3.5%	2.2%	9.3%	9.2%	11.3%	15.9%	5.9%	11.0%	32.3%	100.0%	0.0%
	100.0%	98.5%	35.4%	32.3%	7.7%	7.7%	1.5%	7.7%	1.5%	4.6%	1.5%	27.7%	15.4%	21.5%	33.1%	21.5%	53.8%	24.6%	100.0%	0.0%
NOT KNOWLEDGEABLE SMOKRS	468	433	11	8	51	61	105	32	65	100	58	161	73	92	78	222	221	18	0	468
	38.1%	37.7%	7.9%	6.5%	30.4%	32.4%	77.2%	27.6%	61.9%	58.1%	63.0%	41.5%	33.5%	37.2%	28.8%	46.8%	34.6%	18.2%	0.0%	100.0%
	100.0%	92.5%	2.4%	1.7%	10.9%	13.0%	22.4%	6.8%	13.9%	21.4%	12.4%	34.4%	15.6%	19.7%	16.7%	47.4%	47.2%	3.8%	0.0%	100.0%

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Cigar Segmentation

Banner B

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
TOTAL	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Premium vs. Mass smoking habits																				
REG PREMIUM	456	443	105	69	106	69	45	10	20	19	25	172	81	87	87	129	262	61	81	93
	37.1%	38.6%	75.5%	55.6%	63.1%	36.7%	33.1%	8.6%	19.0%	11.0%	27.2%	44.3%	37.2%	35.2%	32.1%	27.2%	41.1%	61.6%	62.3%	19.9%
	100.0%	97.1%	23.0%	15.1%	23.2%	15.1%	9.9%	2.2%	4.4%	4.2%	5.5%	37.7%	17.8%	19.1%	19.1%	28.3%	57.5%	13.4%	17.8%	20.4%
REG MASS	583	542	52	53	42	93	35	87	69	111	43	147	104	120	162	261	294	23	42	236
	47.4%	47.2%	37.4%	42.7%	25.0%	49.5%	25.7%	75.0%	65.7%	64.5%	46.7%	37.9%	47.7%	48.6%	59.8%	55.1%	46.1%	23.2%	32.3%	50.4%
	100.0%	93.0%	8.9%	9.1%	7.2%	16.0%	6.0%	14.9%	11.8%	19.0%	7.4%	25.2%	17.8%	20.6%	27.8%	44.8%	50.4%	3.9%	7.2%	40.5%
REG DUAL	140	133	33	23	24	19	12	6	9	7	8	40	26	28	36	43	82	14	18	33
	11.4%	11.6%	23.7%	18.5%	14.3%	10.1%	8.8%	5.2%	8.6%	4.1%	8.7%	10.3%	11.9%	11.3%	13.3%	9.1%	12.9%	14.1%	13.8%	7.1%
	100.0%	95.0%	23.6%	16.4%	17.1%	13.6%	8.6%	4.3%	6.4%	5.0%	5.7%	28.6%	18.6%	20.0%	25.7%	30.7%	58.6%	10.0%	12.9%	23.6%
PREMIUM ONLY	316	310	72	46	82	50	33	4	11	12	17	132	55	59	51	86	180	47	63	60
	25.7%	27.0%	51.8%	37.1%	48.8%	26.6%	24.3%	3.4%	10.5%	7.0%	18.5%	34.0%	25.2%	23.9%	18.8%	18.1%	28.2%	47.5%	48.5%	12.8%
	100.0%	98.1%	22.8%	14.6%	25.9%	15.8%	10.4%	1.3%	3.5%	3.8%	5.4%	41.8%	17.4%	18.7%	16.1%	27.2%	57.0%	14.9%	19.9%	19.0%
MASS ONLY	443	409	19	30	18	74	23	81	60	104	35	107	78	92	126	218	212	9	24	203
	36.0%	35.6%	13.7%	24.2%	10.7%	39.4%	16.9%	69.8%	57.1%	60.5%	38.0%	27.6%	35.8%	37.2%	46.5%	46.0%	33.2%	9.1%	18.5%	43.4%
	100.0%	92.3%	4.3%	6.8%	4.1%	16.7%	5.2%	18.3%	13.5%	23.5%	7.9%	24.2%	17.6%	20.8%	28.4%	49.2%	47.9%	2.0%	5.4%	45.8%
Premium vs. Mass smoking habits - Dual smokers																				
MOSTLY PREMIUM	59	56	15	11	17	6	3	1	1	2	1	16	14	13	15	17	35	7	6	10
	4.8%	4.9%	10.8%	8.9%	10.1%	3.2%	2.2%	0.9%	1.0%	1.2%	1.1%	4.1%	6.4%	5.3%	5.5%	3.6%	5.5%	7.1%	4.6%	2.1%
	100.0%	94.9%	25.4%	18.6%	28.8%	10.2%	5.1%	1.7%	1.7%	3.4%	1.7%	27.1%	23.7%	22.0%	25.4%	28.8%	59.3%	11.9%	10.2%	16.9%
MOSTLY MASS	50	48	12	7	4	6	7	4	5	3	6	19	8	8	8	15	30	4	6	10
	4.1%	4.2%	8.6%	5.6%	2.4%	3.2%	5.1%	3.4%	4.8%	1.7%	6.5%	4.9%	3.7%	3.2%	3.0%	3.2%	4.7%	4.0%	4.6%	2.1%
	100.0%	96.0%	24.0%	14.0%	8.0%	12.0%	14.0%	8.0%	10.0%	6.0%	12.0%	38.0%	16.0%	16.0%	16.0%	30.0%	60.0%	8.0%	12.0%	20.0%
Premium users																				
HEAVY (45+)	86	85	34	26	3	9	1	9	0	3	0	24	19	17	26	21	46	19	33	5
	7.0%	7.4%	24.5%	21.0%	1.8%	4.8%	0.7%	7.8%	0.0%	1.7%	0.0%	6.2%	8.7%	6.9%	9.6%	4.4%	7.2%	19.2%	25.4%	1.1%
	100.0%	98.8%	39.5%	30.2%	3.5%	10.5%	1.2%	10.5%	0.0%	3.5%	0.0%	27.9%	22.1%	19.8%	30.2%	24.4%	53.5%	22.1%	38.4%	5.8%
MEDIUM (7-44)	167	163	48	23	45	21	12	4	5	5	10	65	32	39	20	43	103	19	25	31
	13.6%	14.2%	34.5%	18.5%	26.8%	11.2%	8.8%	3.4%	4.8%	2.9%	10.9%	16.8%	14.7%	15.8%	7.4%	9.1%	16.1%	19.2%	19.2%	6.6%
	100.0%	97.6%	28.7%	13.8%	26.9%	12.6%	7.2%	2.4%	3.0%	3.0%	6.0%	38.9%	19.2%	23.4%	12.0%	25.7%	61.7%	11.4%	15.0%	18.6%
LIGHT (1-6)	183	175	15	16	57	33	24	3	17	10	12	79	36	27	28	62	105	15	16	58
	14.9%	15.2%	10.8%	12.9%	33.9%	17.6%	17.6%	2.6%	16.2%	5.8%	13.0%	20.4%	16.5%	10.9%	10.3%	13.1%	16.5%	15.2%	12.3%	12.4%
	100.0%	95.6%	8.2%	8.7%	31.1%	18.0%	13.1%	1.6%	9.3%	5.5%	6.6%	43.2%	19.7%	14.8%	15.3%	33.9%	57.4%	8.2%	8.7%	31.7%
Mass users																				
HEAVY (90+)	108	100	9	13	1	9	1	48	7	12	5	28	22	23	30	57	46	4	11	35
	8.8%	8.7%	6.5%	10.5%	0.6%	4.8%	0.7%	41.4%	6.7%	7.0%	5.4%	7.2%	10.1%	9.3%	11.1%	12.0%	7.2%	4.0%	8.5%	7.5%
	100.0%	92.6%	8.3%	12.0%	0.9%	8.3%	0.9%	44.4%	6.5%	11.1%	4.6%	25.9%	20.4%	21.3%	27.8%	52.8%	42.6%	3.7%	10.2%	32.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017624

Cigar Segmentation

Banner B

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
TOTAL	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
MEDIUM (11-89)	217	201	28	17	14	37	5	25	26	49	13	49	39	48	65	94	112	10	14	80
	17.7%	17.5%	20.1%	13.7%	8.3%	19.7%	3.7%	21.6%	24.8%	28.5%	14.1%	12.6%	17.9%	19.4%	24.0%	19.8%	17.6%	10.1%	10.8%	17.1%
	100.0%	92.6%	12.9%	7.8%	6.5%	17.1%	2.3%	11.5%	12.0%	22.6%	6.0%	22.6%	18.0%	22.1%	30.0%	43.3%	51.6%	4.6%	6.5%	36.9%
LIGHT (1-10)	191	177	15	18	24	37	23	3	21	36	17	62	40	32	38	78	99	11	14	82
	15.5%	15.4%	10.8%	14.5%	14.3%	19.7%	16.9%	2.6%	20.0%	20.9%	18.5%	16.0%	18.3%	13.0%	14.0%	16.5%	15.5%	11.1%	10.8%	17.5%
	100.0%	92.7%	7.9%	9.4%	12.6%	19.4%	12.0%	1.6%	11.0%	18.8%	8.9%	32.5%	20.9%	16.8%	19.9%	40.8%	51.8%	5.8%	7.3%	42.9%
HEAVY CIGAR SMOKERS WEEKLY (7+)	251	233	41	48	3	18	1	85	13	24	14	66	44	53	72	98	121	27	47	68
	20.4%	20.3%	29.5%	38.7%	1.8%	9.6%	0.7%	73.3%	12.4%	14.0%	15.2%	17.0%	20.2%	21.5%	26.6%	20.7%	19.0%	27.3%	36.2%	14.5%
	100.0%	92.8%	16.3%	19.1%	1.2%	7.2%	0.4%	33.9%	5.2%	9.6%	5.6%	26.3%	17.5%	21.1%	28.7%	39.0%	48.2%	10.8%	18.7%	27.1%
HEAVY SPENDER WEEKLY ($20+)	193	182	58	43	13	18	2	34	5	9	7	61	33	42	49	48	111	30	56	29
	15.7%	15.9%	41.7%	34.7%	7.7%	9.6%	1.5%	29.3%	4.8%	5.2%	7.6%	15.7%	15.1%	17.0%	18.1%	10.1%	17.4%	30.3%	43.1%	6.2%
	100.0%	94.3%	30.1%	22.3%	6.7%	9.3%	1.0%	17.6%	2.6%	4.7%	3.6%	31.6%	17.1%	21.8%	25.4%	24.9%	57.5%	15.5%	29.0%	15.0%
HEAVY SPENDER PER CIGAR ($7+)	223	211	36	15	61	26	51	2	13	7	12	104	48	44	14	71	116	33	24	78
	18.1%	18.4%	25.9%	12.1%	36.3%	13.8%	37.5%	1.7%	12.4%	4.1%	13.0%	26.8%	22.0%	17.8%	5.2%	15.0%	18.2%	33.3%	18.5%	16.7%
	100.0%	94.6%	16.1%	6.7%	27.4%	11.7%	22.9%	0.9%	5.8%	3.1%	5.4%	46.6%	21.5%	19.7%	6.3%	31.8%	52.0%	14.8%	10.8%	35.0%
Source buy from most often																				
MASS CHANEL	380	350	11	32	13	48	25	65	51	105	35	91	73	79	100	185	181	11	23	176
	30.9%	30.5%	7.9%	25.8%	7.7%	25.5%	18.4%	56.0%	48.6%	61.0%	38.0%	23.5%	33.5%	32.0%	36.9%	39.0%	28.4%	11.1%	17.7%	37.6%
	100.0%	92.1%	2.9%	8.4%	3.4%	12.6%	6.6%	17.1%	13.4%	27.6%	9.2%	23.9%	19.2%	20.8%	26.3%	48.7%	47.6%	2.9%	6.1%	46.3%
TOBACCONIST	451	439	92	24	100	90	57	19	31	26	22	163	85	95	84	138	261	51	52	154
	36.7%	38.2%	66.2%	19.4%	59.5%	47.9%	41.9%	16.4%	29.5%	15.1%	23.9%	42.0%	39.0%	38.5%	31.0%	29.1%	40.9%	51.5%	40.0%	32.9%
	100.0%	97.3%	20.4%	5.3%	22.2%	20.0%	12.6%	4.2%	6.9%	5.8%	4.9%	36.1%	18.8%	21.1%	18.6%	30.6%	57.9%	11.3%	11.5%	34.1%
ON PREMISE	44	43	6	3	11	3	16	2	2	0	2	18	11	7	5	17	22	5	7	21
	3.6%	3.7%	4.3%	2.4%	6.5%	1.6%	11.8%	1.7%	1.9%	0.0%	2.2%	4.6%	5.0%	2.8%	1.8%	3.6%	3.4%	5.1%	5.4%	4.5%
	100.0%	97.7%	13.6%	6.8%	25.0%	6.8%	36.4%	4.5%	4.5%	0.0%	4.5%	40.9%	25.0%	15.9%	11.4%	38.6%	50.0%	11.4%	15.9%	47.7%
MAIL ORDER/CATALOG/ INTERNET	109	108	11	49	11	14	4	6	5	8	3	32	19	25	30	33	64	12	34	10
	8.9%	9.4%	7.9%	39.5%	6.5%	7.4%	2.9%	5.2%	4.8%	4.7%	3.3%	8.2%	8.7%	10.1%	11.1%	7.0%	10.0%	12.1%	26.2%	2.1%
	100.0%	99.1%	10.1%	45.0%	10.1%	12.8%	3.7%	5.5%	4.6%	7.3%	2.8%	29.4%	17.4%	22.9%	27.5%	30.3%	58.7%	11.0%	31.2%	9.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017625

Cigar Segmentation

Banner C

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
TOTAL	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
General Cigar Regular/most often users																				
MACANUDO	191 15.5% 100.0%	184 16.0% 96.3%	39 28.1% 20.4%	20 16.1% 10.5%	57 33.9% 29.8%	26 13.8% 13.6%	24 17.6% 12.6%	3 2.6% 1.6%	8 7.6% 4.2%	7 4.1% 3.7%	8 8.7% 4.2%	79 20.4% 41.4%	34 15.6% 17.8%	37 15.0% 19.4%	32 11.8% 16.8%	60 12.7% 31.4%	116 18.2% 60.7%	15 15.2% 7.9%	24 18.5% 12.6%	46 9.8% 24.1%
MACANUDO VINTAGE (+PP3M)	33 2.7% 100.0%	31 2.7% 93.9%	10 7.2% 30.3%	5 4.0% 15.2%	6 3.6% 18.2%	5 2.7% 15.2%	2 1.5% 6.1%	0 0.0% 0.0%	1 1.0% 3.0%	2 1.2% 6.1%	2 2.2% 6.1%	11 2.8% 33.3%	9 4.1% 27.3%	7 2.8% 21.2%	4 1.5% 12.1%	9 1.9% 27.3%	19 3.0% 57.6%	4 4.0% 12.1%	8 6.2% 24.2%	5 1.1% 15.2%
PARTAGAS	75 6.1% 100.0%	75 6.5% 100.0%	29 20.9% 38.7%	11 8.9% 14.7%	20 11.9% 26.7%	8 4.3% 10.7%	5 3.7% 6.7%	0 0.0% 0.0%	1 1.0% 1.3%	1 0.6% 1.3%	6 6.5% 8.0%	24 6.2% 32.0%	14 6.4% 18.7%	18 7.3% 24.0%	13 4.8% 17.3%	11 2.3% 14.7%	48 7.5% 64.0%	16 16.2% 21.3%	27 20.8% 36.0%	9 1.9% 12.0%
PUNCH	54 4.4% 100.0%	53 4.6% 98.1%	16 11.5% 29.6%	11 8.9% 20.4%	12 7.1% 22.2%	9 4.8% 16.7%	3 2.2% 5.6%	0 0.0% 0.0%	1 1.0% 1.9%	1 0.6% 1.9%	3 3.3% 5.6%	25 6.4% 46.3%	7 3.2% 13.0%	7 2.8% 13.0%	12 4.4% 22.2%	10 2.1% 18.5%	34 5.3% 63.0%	10 10.1% 18.5%	14 10.8% 25.9%	4 0.9% 7.4%
COHIBA	62 5.0% 100.0%	61 5.3% 98.4%	22 15.8% 35.5%	4 3.2% 6.5%	16 9.5% 25.8%	6 3.2% 9.7%	11 8.1% 17.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.2% 3.2%	4 4.3% 6.5%	25 6.4% 40.3%	11 5.0% 17.7%	11 4.5% 17.7%	10 3.7% 16.1%	13 2.7% 21.0%	35 5.5% 56.5%	13 13.1% 21.0%	13 10.0% 21.0%	13 2.8% 21.0%
HOYO DE MONTERREY	34 2.8% 100.0%	34 3.0% 100.0%	17 12.2% 50.0%	8 6.5% 23.5%	3 1.8% 8.8%	5 2.7% 14.7%	1 0.7% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	11 2.8% 32.4%	5 2.3% 14.7%	7 2.8% 20.6%	11 4.1% 32.4%	5 1.1% 14.7%	21 3.3% 61.8%	8 8.1% 23.5%	13 10.0% 38.2%	4 0.9% 11.8%
HOYO DE MONT. EXCAL (+PP3M)	36 2.9% 100.0%	35 3.0% 97.2%	15 10.8% 41.7%	6 4.8% 16.7%	7 4.2% 19.4%	2 1.1% 5.6%	1 0.7% 2.8%	3 2.6% 8.3%	0 0.0% 0.0%	1 0.6% 2.8%	1 1.1% 2.8%	13 3.4% 36.1%	5 2.3% 13.9%	7 2.8% 19.4%	9 3.3% 25.0%	6 1.3% 16.7%	21 3.3% 58.3%	8 8.1% 22.2%	13 10.0% 36.1%	2 0.4% 5.6%
GARCIA Y VEGA	79 6.4% 100.0%	71 6.2% 89.9%	14 10.1% 17.7%	5 4.0% 6.3%	9 5.4% 11.4%	15 8.0% 19.0%	7 5.1% 8.9%	6 5.2% 7.6%	6 5.7% 7.6%	9 5.2% 11.4%	4 4.3% 5.1%	23 5.9% 29.1%	12 5.5% 15.2%	20 8.1% 25.3%	20 7.4% 25.3%	26 5.5% 32.9%	49 7.7% 62.0%	3 3.0% 3.8%	5 3.8% 6.3%	28 6.0% 35.4%
TIPARILLO	49 4.0% 100.0%	48 4.2% 98.0%	7 5.0% 14.3%	2 1.6% 4.1%	2 1.2% 4.1%	9 4.8% 18.4%	2 1.5% 4.1%	9 7.8% 18.4%	6 5.7% 12.2%	11 6.4% 22.4%	3 3.3% 6.1%	14 3.6% 28.6%	10 4.6% 20.4%	14 5.7% 28.6%	8 3.0% 16.3%	27 5.7% 55.1%	22 3.4% 44.9%	0 0.0% 0.0%	2 1.5% 4.1%	22 4.7% 44.9%
WHITE OWL	63 5.1% 100.0%	60 5.2% 95.2%	7 5.0% 11.1%	6 4.8% 9.5%	3 1.8% 4.8%	10 5.3% 15.9%	2 1.5% 3.2%	13 11.2% 20.6%	10 9.5% 15.9%	9 5.2% 14.3%	4 4.3% 6.3%	10 2.6% 15.9%	13 6.0% 20.6%	14 5.7% 22.2%	21 7.7% 33.3%	19 4.0% 30.2%	39 6.1% 61.9%	3 3.0% 4.8%	7 5.4% 11.1%	22 4.7% 34.9%
General Cigar Heavy users																				
MACANUDO	33 2.7% 100.0%	32 2.8% 97.0%	13 9.4% 39.4%	8 6.5% 24.2%	3 1.8% 9.1%	3 1.6% 9.1%	1 0.7% 3.0%	1 0.9% 3.0%	1 1.0% 3.0%	2 1.2% 6.1%	1 1.1% 3.0%	12 3.1% 36.4%	9 4.1% 27.3%	8 3.2% 24.2%	3 1.1% 9.1%	13 2.7% 39.4%	19 3.0% 57.6%	1 1.0% 3.0%	11 8.5% 33.3%	2 0.4% 6.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017626

Cigar Segmentation

Banner C

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
TOTAL	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
COHIBA	17	16	6	2	4	4	0	0	0	0	1	5	4	4	3	3	7	7	4	1
	1.4%	1.4%	4.3%	1.6%	2.4%	2.1%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	1.8%	1.6%	1.1%	0.6%	1.1%	7.1%	3.1%	0.2%
	100.0%	94.1%	35.3%	11.8%	23.5%	23.5%	0.0%	0.0%	0.0%	0.0%	5.9%	29.4%	23.5%	23.5%	17.6%	17.6%	41.2%	41.2%	23.5%	5.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017627

Cigar Segmentation

Banner D

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
TOTAL REP AND OVERQUOTA	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Rep & overquota - Smoke competitors reg/most often																				
DAVIDOFF (+PP3M)	36	35	17	3	11	0	2	1	1	0	0	13	7	9	6	6	21	9	12	2
	2.9%	3.0%	12.2%	2.4%	6.5%	0.0%	1.5%	0.9%	1.0%	0.0%	0.0%	3.4%	3.2%	3.6%	2.2%	1.3%	3.3%	9.1%	9.2%	0.4%
	100.0%	97.2%	47.2%	8.3%	30.6%	0.0%	5.6%	2.8%	2.8%	0.0%	0.0%	36.1%	19.4%	25.0%	16.7%	16.7%	58.3%	25.0%	33.3%	5.6%
DON DIEGO	46	44	13	9	10	5	2	1	2	2	4	11	16	7	8	12	28	5	6	12
	3.7%	3.8%	9.4%	7.3%	6.0%	2.7%	1.5%	0.9%	1.9%	1.2%	4.3%	2.8%	7.3%	2.8%	3.0%	2.5%	4.4%	5.1%	4.6%	2.6%
	100.0%	95.7%	28.3%	19.6%	21.7%	10.9%	4.3%	2.2%	4.3%	4.3%	8.7%	23.9%	34.8%	15.2%	17.4%	26.1%	60.9%	10.9%	13.0%	26.1%
FUENTE/ARTURO FUENTE	94	91	36	14	24	13	2	0	1	1	3	42	15	19	14	13	55	26	29	9
	7.6%	7.9%	25.9%	11.3%	14.3%	6.9%	1.5%	0.0%	1.0%	0.6%	3.3%	10.8%	6.9%	7.7%	5.2%	2.7%	8.6%	26.3%	22.3%	1.9%
	100.0%	96.8%	38.3%	14.9%	25.5%	13.8%	2.1%	0.0%	1.1%	1.1%	3.2%	44.7%	16.0%	20.2%	14.9%	13.8%	58.5%	27.7%	30.9%	9.6%
H. UPMANN	73	71	24	10	22	13	2	0	0	0	1	25	12	16	17	13	42	17	21	5
	5.9%	6.2%	17.3%	8.1%	13.1%	6.9%	1.5%	0.0%	0.0%	0.0%	1.1%	6.4%	5.5%	6.5%	6.3%	2.7%	6.6%	17.2%	16.2%	1.1%
	100.0%	97.3%	32.9%	13.7%	30.1%	17.8%	2.7%	0.0%	0.0%	0.0%	1.4%	34.2%	16.4%	21.9%	23.3%	17.8%	57.5%	23.3%	28.8%	6.8%
MONTECRISTO	50	50	19	5	17	5	1	0	3	0	1	26	7	8	8	11	26	13	14	4
	4.1%	4.4%	13.7%	4.0%	10.1%	2.7%	0.7%	0.0%	2.9%	0.0%	1.1%	6.7%	3.2%	3.2%	3.0%	2.3%	4.1%	13.1%	10.8%	0.9%
	100.0%	100.0%	38.0%	10.0%	34.0%	10.0%	2.0%	0.0%	6.0%	0.0%	2.0%	52.0%	14.0%	16.0%	16.0%	22.0%	52.0%	26.0%	28.0%	8.0%
TE AMO	41	37	14	8	7	5	1	1	0	1	0	14	8	8	10	7	27	7	12	3
	3.3%	3.2%	10.1%	6.5%	4.2%	2.7%	0.7%	0.9%	0.0%	0.6%	0.0%	3.6%	3.7%	3.2%	3.7%	1.5%	4.2%	7.1%	9.2%	0.6%
	100.0%	90.2%	34.1%	19.5%	17.1%	12.2%	2.4%	2.4%	0.0%	2.4%	0.0%	34.1%	19.5%	19.5%	24.4%	17.1%	65.9%	17.1%	29.3%	7.3%
SWISHER SWEETS	235	212	12	16	7	37	20	37	35	48	15	63	56	57	39	139	89	6	14	104
	19.1%	18.5%	8.6%	12.9%	4.2%	19.7%	14.7%	31.9%	33.3%	27.9%	16.3%	16.2%	25.7%	23.1%	14.4%	29.3%	13.9%	6.1%	10.8%	22.2%
	100.0%	90.2%	5.1%	6.8%	3.0%	15.7%	8.5%	15.7%	14.9%	20.4%	6.4%	26.8%	23.8%	24.3%	16.6%	59.1%	37.9%	2.6%	6.0%	44.3%
HAV-A-TAMPA	70	68	9	5	4	14	3	14	11	8	5	17	10	19	17	27	39	2	6	32
	5.7%	5.9%	6.5%	4.0%	2.4%	7.4%	2.2%	12.1%	10.5%	4.7%	5.4%	4.4%	4.6%	7.7%	6.3%	5.7%	6.1%	2.0%	4.6%	6.8%
	100.0%	97.1%	12.9%	7.1%	5.7%	20.0%	4.3%	20.0%	15.7%	11.4%	7.1%	24.3%	14.3%	27.1%	24.3%	38.6%	55.7%	2.9%	8.6%	45.7%
PHILLIES	51	51	9	10	0	6	0	13	8	5	7	9	9	9	17	17	31	2	8	12
	4.1%	4.4%	6.5%	8.1%	0.0%	3.2%	0.0%	11.2%	7.6%	2.9%	7.6%	2.3%	4.1%	3.6%	6.3%	3.6%	4.9%	2.0%	6.2%	2.6%
	100.0%	100.0%	17.6%	19.6%	0.0%	11.8%	0.0%	25.5%	15.7%	9.8%	13.7%	17.6%	17.6%	17.6%	33.3%	33.3%	60.8%	3.9%	15.7%	23.5%
DUTCH MASTER	105	100	11	9	6	15	5	19	16	19	6	16	13	32	35	34	67	3	8	33
	8.5%	8.7%	7.9%	7.3%	3.6%	8.0%	3.7%	16.4%	15.2%	11.0%	6.5%	4.1%	6.0%	13.0%	12.9%	7.2%	10.5%	3.0%	6.2%	7.1%
	100.0%	95.2%	10.5%	8.6%	5.7%	14.3%	4.8%	18.1%	15.2%	18.1%	5.7%	15.2%	12.4%	30.5%	33.3%	32.4%	63.8%	2.9%	7.6%	31.4%
EL PRODUCTO	45	45	5	6	2	7	3	6	6	10	5	7	8	13	11	21	22	1	2	19
	3.7%	3.9%	3.6%	4.8%	1.2%	3.7%	2.2%	5.2%	5.7%	5.8%	5.4%	1.8%	3.7%	5.3%	4.1%	4.4%	3.4%	1.0%	1.5%	4.1%
	100.0%	100.0%	11.1%	13.3%	4.4%	15.6%	6.7%	13.3%	13.3%	22.2%	11.1%	15.6%	17.8%	28.9%	24.4%	46.7%	48.9%	2.2%	4.4%	42.2%
Total Rep Only	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%

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GC 017628

Cigar Segmentation

Banner D

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total Rep Only	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Rep only - Catalog purchasers																				
JR TOBACCO	78	77	19	27	9	3	2	11	1	5	2	27	11	16	22	18	53	7	26	9
	6.3%	6.7%	13.7%	21.8%	5.4%	1.6%	1.5%	9.5%	1.0%	2.9%	2.2%	7.0%	5.0%	6.5%	8.1%	3.8%	8.3%	7.1%	20.0%	1.9%
	100.0%	98.7%	24.4%	34.6%	11.5%	3.8%	2.6%	14.1%	1.3%	6.4%	2.6%	34.6%	14.1%	20.5%	28.2%	23.1%	67.9%	9.0%	33.3%	11.5%
THOMPSON	132	130	28	42	16	16	4	11	7	6	2	37	21	27	43	44	69	18	31	18
	10.7%	11.3%	20.1%	33.9%	9.5%	8.5%	2.9%	9.5%	6.7%	3.5%	2.2%	9.5%	9.6%	10.9%	15.9%	9.3%	10.8%	18.2%	23.8%	3.8%
	100.0%	98.5%	21.2%	31.8%	12.1%	12.1%	3.0%	8.3%	5.3%	4.5%	1.5%	28.0%	15.9%	20.5%	32.6%	33.3%	52.3%	13.6%	23.5%	13.6%
Rep only - Where find info																				
CIGAR AFICIONADO	174	169	74	31	38	13	7	1	3	2	6	70	35	34	27	39	100	32	65	18
	14.2%	14.7%	53.2%	25.0%	22.6%	6.9%	5.1%	0.9%	2.9%	1.2%	6.5%	18.0%	16.1%	13.8%	10.0%	8.2%	15.7%	32.3%	50.0%	3.8%
	100.0%	97.1%	42.5%	17.8%	21.8%	7.5%	4.0%	0.6%	1.7%	1.1%	3.4%	40.2%	20.1%	19.5%	15.5%	22.4%	57.5%	18.4%	37.4%	10.3%
CIGAR CATALOGS	257	253	50	72	41	37	11	17	11	14	13	78	48	51	65	78	149	27	58	38
	20.9%	22.0%	36.0%	58.1%	24.4%	19.7%	8.1%	14.7%	10.5%	8.1%	14.1%	20.1%	22.0%	20.6%	24.0%	16.5%	23.4%	27.3%	44.6%	8.1%
	100.0%	98.4%	19.5%	28.0%	16.0%	14.4%	4.3%	6.6%	4.3%	5.4%	5.1%	30.4%	18.7%	19.8%	25.3%	30.4%	58.0%	10.5%	22.6%	14.8%
Rep only																				
FREQ SMOKER AT BAR/REST	195	183	57	28	26	16	6	28	13	9	14	57	42	45	35	64	101	25	33	33
	15.9%	15.9%	41.0%	22.6%	15.5%	8.5%	4.4%	24.1%	12.4%	5.2%	15.2%	14.7%	19.3%	18.2%	12.9%	13.5%	15.8%	25.3%	25.4%	7.1%
	100.0%	93.8%	29.2%	14.4%	13.3%	8.2%	3.1%	14.4%	6.7%	4.6%	7.2%	29.2%	21.5%	23.1%	17.9%	32.8%	51.8%	12.8%	16.9%	16.9%
Rep only - Key Cities																				
CHICAGO	48	46	5	6	10	9	6	1	1	8	4	16	9	6	13	15	30	3	2	12
	3.9%	4.0%	3.6%	4.8%	6.0%	4.8%	4.4%	0.9%	1.0%	4.7%	4.3%	4.1%	4.1%	2.4%	4.8%	3.2%	4.7%	3.0%	1.5%	2.6%
	100.0%	95.8%	10.4%	12.5%	20.8%	18.8%	12.5%	2.1%	2.1%	16.7%	8.3%	33.3%	18.8%	12.5%	27.1%	31.3%	62.5%	6.3%	4.2%	25.0%
L.A.	18	17	2	2	6	3	3	0	0	1	1	7	2	4	3	8	7	2	5	4
	1.5%	1.5%	1.4%	1.6%	3.6%	1.6%	2.2%	0.0%	0.0%	0.6%	1.1%	1.8%	0.9%	1.6%	1.1%	1.7%	1.1%	2.0%	3.8%	0.9%
	100.0%	94.4%	11.1%	11.1%	33.3%	16.7%	16.7%	0.0%	0.0%	5.6%	5.6%	38.9%	11.1%	22.2%	16.7%	44.4%	38.9%	11.1%	27.8%	22.2%
N.Y.	23	23	6	5	1	0	4	3	2	2	2	6	4	8	3	8	12	3	4	5
	1.9%	2.0%	4.3%	4.0%	0.6%	0.0%	2.9%	2.6%	1.9%	1.2%	2.2%	1.5%	1.8%	3.2%	1.1%	1.7%	1.9%	3.0%	3.1%	1.1%
	100.0%	100.0%	26.1%	21.7%	4.3%	0.0%	17.4%	13.0%	8.7%	8.7%	8.7%	26.1%	17.4%	34.8%	13.0%	34.8%	52.2%	13.0%	17.4%	21.7%
D.C.	17	16	0	1	4	7	0	0	0	4	1	3	3	5	5	9	6	2	1	10
	1.4%	1.4%	0.0%	0.8%	2.4%	3.7%	0.0%	0.0%	0.0%	2.3%	1.1%	0.8%	1.4%	2.0%	1.8%	1.9%	0.9%	2.0%	0.8%	2.1%
	100.0%	94.1%	0.0%	5.9%	23.5%	41.2%	0.0%	0.0%	0.0%	23.5%	5.9%	17.6%	17.6%	29.4%	29.4%	52.9%	35.3%	11.8%	5.9%	58.8%

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Cigar Segmentation

Banner E

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Respondent age																				
21-24	51	46	6	6	6	2	11	1	7	7	6	36	6	2	0	20	27	2	5	23
	4.1%	4.0%	4.3%	4.8%	3.6%	1.1%	8.1%	0.9%	6.7%	4.1%	6.5%	9.3%	2.8%	0.8%	0.0%	4.2%	4.2%	2.0%	3.8%	4.9%
	100.0%	90.2%	11.8%	11.8%	11.8%	3.9%	21.6%	2.0%	13.7%	13.7%	11.8%	70.6%	11.8%	3.9%	0.0%	39.2%	52.9%	3.9%	9.8%	45.1%
25-34	339	325	52	15	65	36	69	12	38	38	29	170	97	39	2	118	183	32	26	148
	27.6%	28.3%	37.4%	12.1%	38.7%	19.1%	50.7%	10.3%	36.2%	22.1%	31.5%	43.8%	44.5%	15.8%	0.7%	24.9%	28.7%	32.3%	20.0%	31.6%
	100.0%	95.9%	15.3%	4.4%	19.2%	10.6%	20.4%	3.5%	11.2%	11.2%	8.6%	50.1%	28.6%	11.5%	0.6%	34.8%	54.0%	9.4%	7.7%	43.7%
35-44	368	338	34	43	52	58	40	25	36	50	32	110	67	111	43	152	191	22	38	142
	29.9%	29.4%	24.5%	34.7%	31.0%	30.9%	29.4%	21.6%	34.3%	29.1%	34.8%	28.4%	30.7%	44.9%	15.9%	32.1%	29.9%	22.2%	29.2%	30.3%
	100.0%	91.8%	9.2%	11.7%	14.1%	15.8%	10.9%	6.8%	9.8%	13.6%	8.7%	29.9%	18.2%	30.2%	11.7%	41.3%	51.9%	6.0%	10.3%	38.6%
45-54	309	288	35	35	33	64	9	43	14	55	15	58	34	72	126	124	154	28	38	102
	25.1%	25.1%	25.2%	28.2%	19.6%	34.0%	6.6%	37.1%	13.3%	32.0%	16.3%	14.9%	15.6%	29.1%	46.5%	26.2%	24.1%	28.3%	29.2%	21.8%
	100.0%	93.2%	11.3%	11.3%	10.7%	20.7%	2.9%	13.9%	4.5%	17.8%	4.9%	18.8%	11.0%	23.3%	40.8%	40.1%	49.8%	9.1%	12.3%	33.0%
55-65	162	151	12	25	12	28	7	35	10	22	10	14	14	23	100	60	83	15	23	53
	13.2%	13.2%	8.6%	20.2%	7.1%	14.9%	5.1%	30.2%	9.5%	12.8%	10.9%	3.6%	6.4%	9.3%	36.9%	12.7%	13.0%	15.2%	17.7%	11.3%
	100.0%	93.2%	7.4%	15.4%	7.4%	17.3%	4.3%	21.6%	6.2%	13.6%	6.2%	8.6%	8.6%	14.2%	61.7%	37.0%	51.2%	9.3%	14.2%	32.7%
NET 30-54	876	814	104	90	123	147	82	75	64	129	66	256	156	217	170	341	453	70	93	331
	71.3%	70.9%	74.8%	72.6%	73.2%	78.2%	60.3%	64.7%	61.0%	75.0%	71.7%	66.0%	71.6%	87.9%	62.7%	71.9%	71.0%	70.7%	71.5%	70.7%
	100.0%	92.9%	11.9%	10.3%	14.0%	16.8%	9.4%	8.6%	7.3%	14.7%	7.5%	29.2%	17.8%	24.8%	19.4%	38.9%	51.7%	8.0%	10.6%	37.8%
Household income																				
$50K-74.9K	262	246	29	28	41	44	31	26	14	33	20	81	47	52	57	82	149	25	26	100
	21.3%	21.4%	20.9%	22.6%	24.4%	23.4%	22.8%	22.4%	13.3%	19.2%	21.7%	20.9%	21.6%	21.1%	21.0%	17.3%	23.4%	25.3%	20.0%	21.4%
	100.0%	93.9%	11.1%	10.7%	15.6%	16.8%	11.8%	9.9%	5.3%	12.6%	7.6%	30.9%	17.9%	19.8%	21.8%	31.3%	56.9%	9.5%	9.9%	38.2%
$75-99.9K	163	154	31	18	30	28	23	7	3	14	5	58	27	28	43	56	87	19	26	50
	13.3%	13.4%	22.3%	14.5%	17.9%	14.9%	16.9%	6.0%	2.9%	8.1%	5.4%	14.9%	12.4%	11.3%	15.9%	11.8%	13.6%	19.2%	20.0%	10.7%
	100.0%	94.5%	19.0%	11.0%	18.4%	17.2%	14.1%	4.3%	1.8%	8.6%	3.1%	35.6%	16.6%	17.2%	26.4%	34.4%	53.4%	11.7%	16.0%	30.7%
NET $75K+	285	272	47	32	66	45	44	14	4	20	6	104	45	56	72	98	148	37	47	87
	23.2%	23.7%	33.8%	25.8%	39.3%	23.9%	32.4%	12.1%	3.8%	11.6%	6.5%	26.8%	20.6%	22.7%	26.6%	20.7%	23.2%	37.4%	36.2%	18.6%
	100.0%	95.4%	16.5%	11.2%	23.2%	15.8%	15.4%	4.9%	1.4%	7.0%	2.1%	36.5%	15.8%	19.6%	25.3%	34.4%	51.9%	13.0%	16.5%	30.5%
$100K+	122	118	16	14	36	17	21	7	1	6	1	46	18	28	29	42	61	18	21	37
	9.9%	10.3%	11.5%	11.3%	21.4%	9.0%	15.4%	6.0%	1.0%	3.5%	1.1%	11.9%	8.3%	11.3%	10.7%	8.9%	9.6%	18.2%	16.2%	7.9%
	100.0%	96.7%	13.1%	11.5%	29.5%	13.9%	17.2%	5.7%	0.8%	4.9%	0.8%	37.7%	14.8%	23.0%	23.8%	34.4%	50.0%	14.8%	17.2%	30.3%
Marital status																				
SINGLE NEVER MARRIED	260	243	36	22	43	25	49	11	37	20	24	98	57	47	32	102	131	23	22	112
	21.2%	21.2%	25.9%	17.7%	25.6%	13.3%	36.0%	9.5%	35.2%	11.6%	26.1%	25.3%	26.1%	19.0%	11.8%	21.5%	20.5%	23.2%	16.9%	23.9%
	100.0%	93.5%	13.8%	8.5%	16.5%	9.6%	18.8%	4.2%	14.2%	7.7%	9.2%	37.7%	21.9%	18.1%	12.3%	39.2%	50.4%	8.8%	8.5%	43.1%

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Banner E

Base: Total completes

Cigar Segmentation

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
MARRIED W/KIDS <18	422	397	39	41	61	75	39	31	34	77	33	150	78	97	61	159	228	32	48	162
	34.3%	34.6%	28.1%	33.1%	36.3%	39.9%	28.7%	26.7%	32.4%	44.8%	35.9%	38.7%	35.8%	39.3%	22.5%	33.5%	35.7%	32.3%	36.9%	34.6%
	100.0%	94.1%	9.2%	9.7%	14.5%	17.8%	9.2%	7.3%	8.1%	18.2%	7.8%	35.5%	18.5%	23.0%	14.5%	37.7%	54.0%	7.6%	11.4%	38.4%
MARRIED NO KIDS	365	344	39	36	49	70	36	50	15	49	26	96	56	64	119	141	187	31	39	134
	29.7%	30.0%	28.1%	29.0%	29.2%	37.2%	26.5%	43.1%	14.3%	28.5%	28.3%	24.7%	25.7%	25.9%	43.9%	29.7%	29.3%	31.3%	30.0%	28.6%
	100.0%	94.2%	10.7%	9.9%	13.4%	19.2%	9.9%	13.7%	4.1%	13.4%	7.1%	26.3%	15.3%	17.5%	32.6%	38.6%	51.2%	8.5%	10.7%	36.7%
DIVORCED/SEP./WIDOW	182	164	25	25	15	18	12	24	19	26	9	44	27	39	59	72	92	13	21	60
	14.8%	14.3%	18.0%	20.2%	8.9%	9.6%	8.8%	20.7%	18.1%	15.1%	9.8%	11.3%	12.4%	15.8%	21.8%	15.2%	14.4%	13.1%	16.2%	12.8%
	100.0%	90.1%	13.7%	13.7%	8.2%	9.9%	6.6%	13.2%	10.4%	14.3%	4.9%	24.2%	14.8%	21.4%	32.4%	39.6%	50.5%	7.1%	11.5%	33.0%
CATALOG SHOPPERS	1052	990	128	109	154	168	121	99	81	130	70	330	189	212	239	395	557	87	112	389
	85.6%	86.2%	92.1%	87.9%	91.7%	89.4%	89.0%	85.3%	77.1%	75.6%	76.1%	85.1%	86.7%	85.8%	88.2%	83.3%	87.3%	87.9%	86.2%	83.1%
	100.0%	94.1%	12.2%	10.4%	14.6%	16.0%	11.5%	9.4%	7.7%	12.4%	6.7%	31.4%	18.0%	20.2%	22.7%	37.5%	52.9%	8.3%	10.6%	37.0%
HEAVY SPEND CATALOGS $1000+	195	184	39	40	35	25	20	9	5	11	9	61	31	42	51	57	102	33	38	59
	15.9%	16.0%	28.1%	32.3%	20.8%	13.3%	14.7%	7.8%	4.8%	6.4%	9.8%	15.7%	14.2%	17.0%	18.8%	12.0%	16.0%	33.3%	29.2%	12.6%
	100.0%	94.4%	20.0%	20.5%	17.9%	12.8%	10.3%	4.6%	2.6%	5.6%	4.6%	31.3%	15.9%	21.5%	26.2%	29.2%	52.3%	16.9%	19.5%	30.3%
HEAVY SPEND KEY CATALOGS	103	99	23	24	23	9	12	3	2	3	3	35	18	22	25	29	51	21	22	23
	8.4%	8.6%	16.5%	19.4%	13.7%	4.8%	8.8%	2.6%	1.9%	1.7%	3.3%	9.0%	8.3%	8.9%	9.2%	6.1%	8.0%	21.2%	16.9%	4.9%
	100.0%	96.1%	22.3%	23.3%	22.3%	8.7%	11.7%	2.9%	1.9%	2.9%	2.9%	34.0%	17.5%	21.4%	24.3%	28.2%	49.5%	20.4%	21.4%	22.3%
HEAVY INDULGERS	127	123	33	12	34	17	16	6	1	4	3	48	22	25	27	45	64	17	30	30
	10.3%	10.7%	23.7%	9.7%	20.2%	9.0%	11.8%	5.2%	1.0%	2.3%	3.3%	12.4%	10.1%	10.1%	10.0%	9.5%	10.0%	17.2%	23.1%	6.4%
	100.0%	96.9%	26.0%	9.4%	26.8%	13.4%	12.6%	4.7%	0.8%	3.1%	2.4%	37.8%	17.3%	19.7%	21.3%	35.4%	50.4%	13.4%	23.6%	23.6%
CLUB MACANUDO AWARE	181	177	46	28	35	21	20	9	9	9	11	67	32	34	36	50	100	28	38	41
	14.7%	15.4%	33.1%	22.6%	20.8%	11.2%	14.7%	7.8%	8.6%	5.2%	12.0%	17.3%	14.7%	13.8%	13.3%	10.5%	15.7%	28.3%	29.2%	8.8%
	100.0%	97.8%	25.4%	15.5%	19.3%	11.6%	11.0%	5.0%	5.0%	5.0%	6.1%	37.0%	17.7%	18.8%	19.9%	27.6%	55.2%	15.5%	21.0%	22.7%

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GC 017631

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

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

AND

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

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

PARTY: RESPONDENT

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

Defendant's Exhibit 13

NFO Research, Inc.

NFO

Blumberg No. 5114

DEFENDANT'S EXHIBIT

D13

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NFO Research, Inc.

CIGAR SEGMENTATION
Conducted for
THE CAMBRIDGE GROUP
OCTOBER, 1998
BANNER C

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GC 018398

BANNER C

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GC 018399

JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
C	1 - 2	Q1 Section I. Respondent's age Base: Total completes
C	3 - 9	Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely) Base: Total completes
C	10 - 16	Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat) Base: Total completes
C	17 - 23	Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat) Base: Total completes
C	24 - 33	Q1A Section I. Rating of agreement - Mean Summary Base: Total completes
C	34 - 46	Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely) Base: Total completes
C	47 - 59	Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat) Base: Total completes
C	60 - 72	Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat) Base: Total completes
C	73 - 91	Q1B Section I. Rating of agreement - Mean Summary Base: Total completes
C	92 - 93	Q1 Section II. How long have you been smoking cigars? Base: Total completes
C	94 - 95	Q2 Section II. How frequently do you smoke cigars? Base: Total completes
C	96 - 97	Q3 Section II. On average, how many cigars do you smoke a week? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
C	98	Q4 Section II. On average, do you smoke cigars more or less often than you did a year ago? Base: Total completes
C	99	Q5 Section II. Do you smoke cigars . . . ? Base: Total completes
C	100	Q6 Section II. Do you usually smoke cigars . . . ? Base: Total completes
C	101	Q7 Section II. Do you . . . ? Base: Total completes
C	102 - 103	Q8 Section II. Where do you smoke cigars most often? Base: Total completes
C	104 - 107	Q9 Section II. How often, if ever do you smoke cigars at the following places? Base: Total completes
C	108	Q10 Section II. Have you ever heard of any of the following cigar bars? Base: Total completes
C	109	Q10 Section II. Have you ever been to any of the following cigar bars? Base: Total completes
C	110	Q11 Section II. Most of the time when you are smoking a cigar, are you . . . ? Base: Total completes
C	111 - 112	Q12 Section II. Approximately how much in total do you spend on a weekly basis for all cigars that you buy (on average)? Base: Total completes
C	113 - 114	Q13 Section II. How much do you typically spend for each cigar (on average)? Base: Total completes
C	115 - 116	Q14A Section II. Have you ever bought cigars from the following sources? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
C	117 - 134	Q14B Section II. How often do you buy cigars from the following sources? Base: Total completes ever bought from source (Q14A)
C	135 - 137	Q14B Section II. How often do you buy cigars from the following sources? - Mean summary Base: Total completes ever bought from source (Q14A)
C	138 - 139	Q14C Section II. From which source do you buy cigars from most often? Base: Total completes
C	140 - 147	Q15 Section II. What share of your total cigar purchases are made at that kind of store? Base: Total buy from source (Q14C)
C	148	Q15 Section II. What share of your total cigar purchases are made at that kind of store? - Mean Summary Base: Total buy from source (Q14C)
C	149	Q16A Section II. Is there one particular store where you make most of your purchases? Base: Total buy most often from tobacconist (Q14c codes 4 or 12)
C	150	Q16B Section II. How long have you been buying cigars from that particular tobacconist? Base: Total buy most often from one particular store (Q16A code 1)
C	151	Q17a Section II. Which of the following cigar lengths do you buy? Base: Total completes
C	152	Q17b Section II. Which of the following cigar lengths do you buy? Base: Total completes
C	153 - 154	Q17b Section II. Which of the following cigar widths/ring gauges do you buy? Base: Total completes
C	155	Q17a/b Section II. Most often cigar length/width purchases Base: Total completes
C	156	Q18 Section II. Do you generally smoke . . . ? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
C	157 - 162	Q19A Section II. Indicate which of the following brands of cigars you have ever smoked. Base: Total completes
C	163 - 167	Q19A Section II. Indicate which of the following brands of cigars you have ever smoked. Base: Total completes - Premium (Q19A)
C	168 - 172	Q19A Section II. Indicate which of the following brands of cigars you have ever smoked. Base: Total completes - Mass (Q19A)
C	173 - 178	Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more. Base: Total completes
C	179 - 183	Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more. Base: Total completes - Premium (Q19B)
C	184 - 188	Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more. Base: Total completes - Mass (Q19B)
C	189 - 194	Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months? Base: Total completes
C	195 - 199	Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months? Base: Total completes - Premium (Q19C)
C	200 - 204	Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months? Base: Total completes - Mass (Q19C)
C	205 - 211	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary Base: Total completes
C	212 - 216	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume Base: Total cigars purchased past 3 months (Q19D)
C	217 - 219	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Premium Base: Total cigars purchased past 3 months (Q19D) - Premium

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
C	220 - 221	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Mass Base: Total cigars purchased past 3 months (Q19D) - Mass
C	222 - 226	Q19E Section II. Indicate which is your most favorite brand. Base: Total completes
C	227 - 229	Q19E Section II. Indicate which is your most favorite brand. Base: Total completes -,Premium (Q19E)
C	230 - 232	Q19E Section II. Indicate which is your most favorite brand. Base: Total completes - Mass (Q19E)
C	233 - 237	Q19F Section II. Indicate what ONE brand you smoke most often. Base: Total completes
C	238 - 240	Q19F Section II. Indicate what ONE brand you smoke most often. Base: Total completes - Premium (Q19F)
C	241 - 243	Q19F Section II. Indicate what ONE brand you smoke most often. Base: Total completes - Mass (Q19F)
C	244 - 248	Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly. Base: Total completes
C	249 - 251	Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly. Base: Total completes - Premium (Q19G)
C	252 - 254	Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly. Base: Total completes - Mass (Q19G)
C	255 - 257	Q20 Section II. When you purchase the brands of cigars you smoke most often, do you purchase them . . . ? Base: Total completes
C	258 - 259	Q21 Section II. Please rate your level of knowledge on cigars using the ten-point scale shown below. Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
C	260 - 261	Q22 Section II. How often do you give cigars as a gift or bring extra to share with others? Base: Total completes
C	262	Q23 Section II. Which of the following cigar accessories do you currently own? Base: Total completes
C	263	Q24 Section II. Which of the following other tobacco products in addition to cigars do you use? Base: Total completes
C	264	Q25 Section II. How were you introduced to cigar smoking? Base: Total completes
C	265 - 266	Q26 Section II. How do you get information on cigars? Base: Total completes
C	267	Q27 Section II. How many other adults smoke cigars regularly in your household? Base: Total completes
C	268 - 270	Q1 Section III. Importance of factors in determining which cigar to purchase - Top Box Summary (Extremely Important) Base: Total completes
C	271 - 273	Q1 Section III. Importance of factors in determining which cigar to purchase - Top 2 Box Summary (Extremely/Very Important) Base: Total completes
C	274 - 276	Q1 Section III. Importance of factors in determining which cigar to purchase - Bottom 2 Box Summary (Somewhat Important/Not at all Important) Base: Total completes
C	277 - 280	Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary Base: Total completes
C	281	Q1A Section V. Which of the following brands are you aware of? Base: Total completes
C	282	Q1B Section V. Which of the following brands do you regularly smoke? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
C	283 - 330	Q1C Section V. Which of the following characteristics apply to the brands you are aware of? Base: Total aware of brand (Q1A)
C	331 - 378	Q1C Section V. Which of the following characteristics apply to the brands you are aware of? Base: Total regularly smoked brand (Q1B)
C	379 - 390	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. Base: Total aware of brand (Q1A)
C	391 - 392	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary Base: Total aware of brand (Q1A)
C	393 - 404	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. Base: Total regularly smoked brand (Q1B)
C	405 - 406	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary Base: Total regularly smoked brand (Q1B)
C	407	Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Top 2 Box Summary (Extremely Satisfied) Base: Total regularly smoked brand (Q1B)
C	408 - 409	Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Mean Summary Base: Total regularly smoked brand (Q1B)
C	410	Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Top 2 Box Summary (Extremely Satisfied) Base: Total regularly smoked brand (Q1B)
C	411 - 412	Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Mean Summary Base: Total regularly smoked brand (Q1B)
C	413 - 415	Q1 Section VI. Considering only the six listed activities below, please indicate which of them you personally do most frequently, second most frequently and third most frequently? Base: Total completes
C	416	Q2 Section VI. Do you own a personal computer? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
C	417	Q2a Section VI. Do you have access to the Internet? Base: Total completes
C	418	Q2B Section VI. Who is your Internet provider at home? Base: Total have access to the internet (Q2A codes 1-3)
C	419 - 420	Q3 Section VI. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months? Base: Total completes
C	421 - 422	Q4 Section VI. Which, if any, of the following programs/clubs do you belong to? Base: Total completes
C	423	Q5 Section VI. Which, if any, of the following airline and hotel programs do you belong to? Base: Total completes
C	424 - 425	Q6 Section VI. Which types of magazines do you subscribe to, buy, or read regularly? Base: Total completes
C	426 - 428	Q7 Section VI. Which of the following specific magazines do you read regularly? Base: Total completes
C	429 - 433	Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year? Base: Total completes
C	434 - 438	Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly? Base: Total completes
C	439 - 443	Q8C Section VI. In Column C, which of the following activities would you like to participate in more often? Base: Total completes
C	444 - 446	Q9 Section VI. Please X the sporting events that you enjoy watching either on television or in person. Base: Total completes
C	447	Q10A Section VI. Have you ever purchased products through catalogs? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
C	448 - 453	Q10B Section VI. What types of products have you bought through catalogs? Base: Total have purchased through catalogs (Q10A code 1)
C	454	Q10C Section VI. Approximately how much did you spend in the past 12 months on shopping through catalogs? Base: Total have purchased through catalogs (Q10A code 1)
C	455 - 459	Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year? Base: Total have purchased through catalogs (Q10A code 1)
C	460	Q11 Section VI. Have you ever purchased products through the Internet? Base: Total completes
C	461 - 463	Q12 Section VI. Which of the following brands of automobiles do you currently own? Base: Total completes
C	464	Q13a Section VI. Do you own a motorcycle? Base: Total completes
C	465	Q13B Section VI. What brand(s) of motorcycle do you own? Base: Total own a motorcycle (Q13A code 1)
C	466 - 471	Q14 Section VI. Which of the following activities do you engage in? Base: Total completes
C	472	Q15 Section VI. Do you own your own business? Base: Total completes
C	473 - 476	Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)? Base: Total completes
C	477 - 478	Q17 Section VI. Which of the following brands of clothing do you wear? Base: Total completes
C	479	Q18 Section VI. Which of the following best describes the automobile you drive most often? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
C	480 - 484	Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)? Base: Total completes
C	485 - 498	Demographics. Base: Total completes
C	499	Segment Base: Total completes
C	500 - 501	Banner A Base: Total completes
C	502 - 503	Banner B Base: Total completes
C	504	Banner C Base: Total completes
C	505 - 506	Banner D Base: Total completes
C	507 - 508	Banner E Base: Total completes

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Cigar Segmentation

Q1 Section I. Respondent's age

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Net - 21-24	54	9	1	3	3	3	0	0	3	5	1	3	1
	3.6%	3.3%	1.9%	2.4%	3.2%	3.0%	0.0%	0.0%	3.2%	9.1%	1.2%	6.1%	2.9%
	100.0%	16.7%	1.9%	5.6%	5.6%	5.6%	0.0%	0.0%	5.6%	9.3%	1.9%	5.6%	1.9%
Net - 25-34	387	88	18	28	23	25	17	12	17	8	12	9	5
	25.9%	32.2%	34.0%	22.2%	24.5%	25.0%	28.3%	20.3%	18.1%	14.5%	14.5%	18.4%	14.7%
	100.0%	22.7%	4.7%	7.2%	5.9%	6.5%	4.4%	3.1%	4.4%	2.1%	3.1%	2.3%	1.3%
25 - 29	161	37	8	6	12	13	5	5	9	2	5	3	2
	10.8%	13.6%	15.1%	4.8%	12.8%	13.0%	8.3%	8.5%	9.6%	3.6%	6.0%	6.1%	5.9%
	100.0%	23.0%	5.0%	3.7%	7.5%	8.1%	3.1%	3.1%	5.6%	1.2%	3.1%	1.9%	1.2%
30 - 34	226	51	10	22	11	12	12	7	8	6	7	6	3
	15.1%	18.7%	18.9%	17.5%	11.7%	12.0%	20.0%	11.9%	8.5%	10.9%	8.4%	12.2%	8.8%
	100.0%	22.6%	4.4%	9.7%	4.9%	5.3%	5.3%	3.1%	3.5%	2.7%	3.1%	2.7%	1.3%
Net - 35-44	466	94	19	42	27	36	23	24	23	13	19	18	13
	31.1%	34.4%	35.8%	33.3%	28.7%	36.0%	38.3%	40.7%	24.5%	23.6%	22.9%	36.7%	38.2%
	100.0%	20.2%	4.1%	9.0%	5.8%	7.7%	4.9%	5.2%	4.9%	2.8%	4.1%	3.9%	2.8%
35 - 39	241	54	10	28	19	26	16	14	13	4	8	9	8
	16.1%	19.8%	18.9%	22.2%	20.2%	26.0%	26.7%	23.7%	13.8%	7.3%	9.6%	18.4%	23.5%
	100.0%	22.4%	4.1%	11.6%	7.9%	10.8%	6.6%	5.8%	5.4%	1.7%	3.3%	3.7%	3.3%
40 - 44	225	40	9	14	8	10	7	10	10	9	11	9	5
	15.0%	14.7%	17.0%	11.1%	8.5%	10.0%	11.7%	16.9%	10.6%	16.4%	13.3%	18.4%	14.7%
	100.0%	17.8%	4.0%	6.2%	3.6%	4.4%	3.1%	4.4%	4.4%	4.0%	4.9%	4.0%	2.2%
Net - 45-54	387	58	9	42	28	25	14	19	29	18	26	14	11
	25.9%	21.2%	17.0%	33.3%	29.8%	25.0%	23.3%	32.2%	30.9%	32.7%	31.3%	28.6%	32.4%
	100.0%	15.0%	2.3%	10.9%	7.2%	6.5%	3.6%	4.9%	7.5%	4.7%	6.7%	3.6%	2.8%
45 - 49	205	29	6	23	15	13	6	9	15	7	12	8	5
	13.7%	10.6%	11.3%	18.3%	16.0%	13.0%	10.0%	15.3%	16.0%	12.7%	14.5%	16.3%	14.7%
	100.0%	14.1%	2.9%	11.2%	7.3%	6.3%	2.9%	4.4%	7.3%	3.4%	5.9%	3.9%	2.4%
50 - 54	182	29	3	19	13	12	8	10	14	11	14	6	6
	12.2%	10.6%	5.7%	15.1%	13.8%	12.0%	13.3%	16.9%	14.9%	20.0%	16.9%	12.2%	17.6%
	100.0%	15.9%	1.6%	10.4%	7.1%	6.6%	4.4%	5.5%	7.7%	6.0%	7.7%	3.3%	3.3%
Net - 55-65	203	24	6	11	13	11	6	4	22	11	25	5	4
	13.6%	8.8%	11.3%	8.7%	13.8%	11.0%	10.0%	6.8%	23.4%	20.0%	30.1%	10.2%	11.8%
	100.0%	11.8%	3.0%	5.4%	6.4%	5.4%	3.0%	2.0%	10.8%	5.4%	12.3%	2.5%	2.0%
55 - 59	116	14	2	5	6	5	2	1	11	7	14	3	3
	7.7%	5.1%	3.8%	4.0%	6.4%	5.0%	3.3%	1.7%	11.7%	12.7%	16.9%	6.1%	8.8%
	100.0%	12.1%	1.7%	4.3%	5.2%	4.3%	1.7%	0.9%	9.5%	6.0%	12.1%	2.6%	2.6%
60 - 65	87	10	4	6	7	6	4	3	11	4	11	2	1
	5.8%	3.7%	7.5%	4.8%	7.4%	6.0%	6.7%	5.1%	11.7%	7.3%	13.3%	4.1%	2.9%
	100.0%	11.5%	4.6%	6.9%	8.0%	6.9%	4.6%	3.4%	12.6%	4.6%	12.6%	2.3%	1.1%
Mean	41.56	39.38	39.45	41.68	41.60	40.52	40.75	41.76	44.84	44.25	47.19	41.33	42.74
Std. Dev.	10.684	10.069	10.176	9.598	10.883	10.534	9.605	8.978	11.640	11.541	10.966	10.044	9.873

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UNDER PROTECTIVE ORDER
GC 018410

Cigar Segmentation

Q1 Section I. Respondent's age

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.276	0.609	1.398	0.855	1.122	1.053	1.240	1.169	1.201	1.556	1.204	1.435	1.693

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GC 018411

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Time Pressure/Allocation/Free Time													
It's a daily challenge for me to find time for both work and my personal life	195 13.4% 100.0%	43 16.0% 22.1%	10 19.2% 5.1%	22 17.6% 11.3%	11 11.8% 5.6%	12 12.2% 6.2%	8 13.6% 4.1%	13 22.0% 6.7%	13 14.6% 6.7%	2 3.8% 1.0%	14 17.5% 7.2%	6 12.5% 3.1%	5 15.6% 2.6%
I have difficulty juggling work and family demands	87 5.9% 100.0%	15 5.6% 17.2%	4 7.5% 4.6%	6 4.8% 6.9%	6 6.6% 6.9%	5 5.2% 5.7%	1 1.7% 1.1%	3 5.2% 3.4%	5 5.6% 5.7%	3 5.5% 3.4%	6 7.4% 6.9%	2 4.1% 2.3%	1 3.0% 1.1%
I have less leisure time than I used to	391 26.3% 100.0%	87 32.0% 22.3%	19 35.8% 4.9%	44 35.2% 11.3%	30 32.3% 7.7%	29 29.0% 7.4%	15 25.0% 3.8%	20 33.9% 5.1%	22 23.7% 5.6%	9 16.4% 2.3%	18 21.7% 4.6%	15 30.6% 3.8%	9 26.5% 2.3%
My lifestyle is hectic	254 17.3% 100.0%	50 18.5% 19.7%	14 26.4% 5.5%	25 19.8% 9.8%	17 18.3% 6.7%	12 12.0% 4.7%	8 13.3% 3.1%	13 22.4% 5.1%	12 12.9% 4.7%	12 21.8% 4.7%	7 8.6% 2.8%	9 18.4% 3.5%	8 23.5% 3.1%
My work requires me to work long hours	402 27.2% 100.0%	99 36.4% 24.6%	24 45.3% 6.0%	39 31.0% 9.7%	30 32.6% 7.5%	34 34.3% 8.5%	11 18.3% 2.7%	20 33.9% 5.0%	19 20.7% 4.7%	13 23.6% 3.2%	17 20.5% 4.2%	16 32.7% 4.0%	13 39.4% 3.2%
I'm so busy that when I do take time off, I really want to make my free time count	431 29.0% 100.0%	89 32.6% 20.6%	23 43.4% 5.3%	45 35.7% 10.4%	33 35.5% 7.7%	32 32.0% 7.4%	22 36.7% 5.1%	22 37.9% 5.1%	22 23.7% 5.1%	17 30.9% 3.9%	22 26.5% 5.1%	15 30.6% 3.5%	11 32.4% 2.6%
I spend most of my free time at home	383 26.3% 100.0%	44 16.5% 11.5%	10 19.2% 2.6%	24 19.2% 6.3%	19 20.4% 5.0%	15 15.3% 3.9%	13 22.0% 3.4%	11 18.6% 2.9%	19 21.3% 5.0%	12 22.6% 3.1%	24 30.8% 6.3%	14 28.6% 3.7%	6 18.8% 1.6%
I wish I had more time to spend with my friends	156 10.5% 100.0%	29 10.7% 18.6%	9 17.3% 5.8%	14 11.1% 9.0%	11 12.0% 7.1%	7 7.1% 4.5%	9 15.3% 5.8%	10 17.2% 6.4%	9 9.7% 5.8%	2 3.6% 1.3%	12 14.5% 7.7%	4 8.2% 2.6%	1 3.0% 0.6%
I spend most of my free time with my family	404 27.3% 100.0%	57 20.9% 14.1%	13 24.5% 3.2%	35 27.8% 8.7%	24 25.8% 5.9%	22 22.0% 5.4%	17 28.3% 4.2%	14 24.1% 3.5%	24 25.8% 5.9%	18 32.7% 4.5%	20 24.1% 5.0%	14 28.6% 3.5%	8 23.5% 2.0%
I frequently entertain guests at home	112 7.5% 100.0%	18 6.6% 16.1%	5 9.4% 4.5%	13 10.3% 11.6%	10 10.8% 8.9%	7 7.0% 6.3%	8 13.3% 7.1%	4 6.8% 3.6%	4 4.3% 3.6%	8 14.5% 7.1%	8 9.8% 7.1%	4 8.2% 3.6%	4 11.8% 3.6%
Success,Relationship, Optimism													
I consider myself highly successful	141 9.5% 100.0%	35 12.9% 24.8%	8 15.1% 5.7%	21 16.8% 14.9%	19 20.4% 13.5%	14 14.0% 9.9%	10 16.7% 7.1%	7 11.9% 5.0%	11 12.1% 7.8%	7 12.7% 5.0%	9 10.8% 6.4%	5 10.2% 3.5%	9 26.5% 6.4%
I'm more successful than most of the people I know	95 6.4% 100.0%	21 7.7% 22.1%	9 17.0% 9.5%	11 8.8% 11.6%	12 12.9% 12.6%	7 7.0% 7.4%	6 10.0% 6.3%	5 8.5% 5.3%	6 6.4% 6.3%	2 3.7% 2.1%	4 4.9% 4.2%	4 8.3% 4.2%	4 11.8% 4.2%

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UNDER PROTECTIVE ORDER
GC 018412

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Achieving balance between work, family and social life is critical to my definition of success	496 34.0% 100.0%	100 37.5% 20.2%	25 48.1% 5.0%	59 46.8% 11.9%	39 42.4% 7.9%	35 35.4% 7.1%	24 40.7% 4.8%	27 45.8% 5.4%	35 39.8% 7.1%	16 29.6% 3.2%	22 27.5% 4.4%	15 30.6% 3.0%	12 36.4% 2.4%
I lead a healthy lifestyle	162 11.1% 100.0%	23 8.6% 14.2%	2 3.8% 1.2%	19 15.1% 11.7%	12 12.9% 7.4%	11 11.1% 6.8%	7 11.9% 4.3%	6 10.2% 3.7%	6 6.8% 3.7%	7 13.0% 4.3%	11 13.8% 6.8%	5 10.2% 3.1%	4 12.1% 2.5%
I believe it's more important for a wife to help her husbands career than to have one herself	57 3.9% 100.0%	4 1.5% 7.0%	2 3.8% 3.5%	3 2.4% 5.3%	1 1.1% 1.8%	1 1.0% 1.8%	2 3.3% 3.5%	5 8.5% 8.8%	3 3.3% 5.3%	2 3.8% 3.5%	6 7.6% 10.5%	0 0.0% 0.0%	0 0.0% 0.0%
I believe it's better for everyone involved if the woman takes care of the home and family	130 8.8% 100.0%	13 4.8% 10.0%	4 7.5% 3.1%	6 4.8% 4.6%	2 2.2% 1.5%	7 7.0% 5.4%	1 1.7% 0.8%	6 10.2% 4.6%	9 9.6% 6.9%	6 11.1% 4.6%	14 17.5% 10.8%	3 6.1% 2.3%	4 11.8% 3.1%
Being the best at my job is extremely important to me	729 49.0% 100.0%	134 49.1% 18.4%	30 56.6% 4.1%	62 49.2% 8.5%	54 58.1% 7.4%	58 58.0% 8.0%	34 56.7% 4.7%	25 42.4% 3.4%	46 48.9% 6.3%	33 60.0% 4.5%	45 54.2% 6.2%	26 53.1% 3.6%	21 61.8% 2.9%
I feel guilty that I don't spend enough time with my family	140 9.5% 100.0%	21 7.7% 15.0%	5 9.4% 3.6%	10 8.0% 7.1%	8 8.7% 5.7%	9 9.2% 6.4%	6 10.2% 4.3%	7 12.1% 5.0%	5 5.4% 3.6%	5 9.1% 3.6%	9 11.0% 6.4%	5 10.2% 3.6%	3 9.7% 2.1%
I approach each day optimistically	348 23.9% 100.0%	58 21.7% 16.7%	14 26.9% 4.0%	45 36.0% 12.9%	29 31.5% 8.3%	30 30.3% 8.6%	18 30.5% 5.2%	20 33.9% 5.7%	17 19.3% 4.9%	12 22.2% 3.4%	19 23.8% 5.5%	10 20.4% 2.9%	13 39.4% 3.7%
I try to find small victories every day	237 15.9% 100.0%	42 15.4% 17.7%	10 18.9% 4.2%	22 17.5% 9.3%	23 24.7% 9.7%	22 22.2% 9.3%	11 18.3% 4.6%	13 22.0% 5.5%	14 15.1% 5.9%	13 23.6% 5.5%	20 24.1% 8.4%	7 14.3% 3.0%	8 23.5% 3.4%
I'm extremely happy with my life	345 23.3% 100.0%	55 20.2% 15.9%	7 13.2% 2.0%	35 27.8% 10.1%	32 34.4% 9.3%	23 23.0% 6.7%	17 28.3% 4.9%	9 15.3% 2.6%	20 22.0% 5.8%	13 23.6% 3.8%	22 27.2% 6.4%	7 14.3% 2.0%	10 29.4% 2.9%
I enjoy spending money on my home	253 17.2% 100.0%	45 16.6% 17.8%	17 32.1% 6.7%	22 17.5% 8.7%	14 14.9% 5.5%	12 12.0% 4.7%	13 21.7% 5.1%	8 13.8% 3.2%	13 14.1% 5.1%	9 16.4% 3.6%	21 25.9% 8.3%	9 18.4% 3.6%	7 20.6% 2.8%
My home is my pride and joy	350 23.6% 100.0%	52 19.2% 14.9%	13 24.5% 3.7%	23 18.3% 6.6%	25 26.6% 7.1%	23 23.0% 6.6%	14 23.3% 4.0%	10 16.9% 2.9%	26 28.3% 7.4%	19 34.5% 5.4%	34 41.5% 9.7%	9 18.4% 2.6%	9 26.5% 2.6%
Having close friendships is critical to happiness	403 27.6% 100.0%	93 34.6% 23.1%	19 36.5% 4.7%	45 36.0% 11.2%	30 32.3% 7.4%	34 35.4% 8.4%	21 35.0% 5.2%	15 25.9% 3.7%	33 35.9% 8.2%	13 24.5% 3.2%	21 25.9% 5.2%	16 34.8% 4.0%	15 45.5% 3.7%
Having close family relationships is critical to happiness	624 42.9% 100.0%	107 40.2% 17.1%	20 39.2% 3.2%	68 54.0% 10.9%	45 48.4% 7.2%	41 41.8% 6.6%	24 40.7% 3.8%	25 42.4% 4.0%	33 37.9% 5.3%	24 44.4% 3.8%	37 46.3% 5.9%	22 45.8% 3.5%	16 48.5% 2.6%

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UNDER PROTECTIVE ORDER
GC 018413

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I take time out to make the most of everyday special occasions	149 10.1% 100.0%	18 6.6% 12.1%	5 9.4% 3.4%	13 10.3% 8.7%	6 6.4% 4.0%	9 9.0% 6.0%	6 10.0% 4.0%	4 6.8% 2.7%	8 8.7% 5.4%	8 14.5% 5.4%	19 23.2% 12.8%	1 2.0% 0.7%	4 11.8% 2.7%
I frequently treat myself to some of lifes little luxuries	275 18.5% 100.0%	58 21.3% 21.1%	20 37.7% 7.3%	38 30.4% 13.8%	18 19.6% 6.5%	27 27.0% 9.8%	15 25.4% 5.5%	16 27.6% 5.8%	19 20.9% 6.9%	5 9.1% 1.8%	19 22.9% 6.9%	8 16.3% 2.9%	12 35.3% 4.4%
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	161 11.0% 100.0%	29 10.8% 18.0%	9 17.3% 5.6%	16 12.7% 9.9%	11 11.8% 6.8%	12 12.1% 7.5%	9 15.3% 5.6%	10 16.9% 6.2%	7 7.9% 4.3%	2 3.7% 1.2%	8 10.0% 5.0%	4 8.2% 2.5%	7 21.2% 4.3%
Having a strong relationship with my spouse is extremely important to me	871 83.4% 100.0%	167 88.4% 19.2%	34 97.1% 3.9%	83 86.5% 9.5%	59 89.4% 6.8%	56 77.8% 6.4%	41 91.1% 4.7%	42 84.0% 4.8%	56 88.9% 6.4%	34 85.0% 3.9%	49 84.5% 5.6%	32 84.2% 3.7%	21 84.0% 2.4%
Being a good parent is extremely important to me	758 78.0% 100.0%	122 81.9% 16.1%	23 76.7% 3.0%	77 88.5% 10.2%	46 85.2% 6.1%	53 84.1% 7.0%	31 91.2% 4.1%	28 71.8% 3.7%	44 74.6% 5.8%	28 75.7% 3.7%	42 77.8% 5.5%	29 82.9% 3.8%	19 82.6% 2.5%
<u>Stylishness</u>													
Making sure I look my best at all times is very important to me	190 12.8% 100.0%	28 10.3% 14.7%	8 15.1% 4.2%	17 13.5% 8.9%	10 10.8% 5.3%	15 15.0% 7.9%	7 11.7% 3.7%	4 6.8% 2.1%	12 12.9% 6.3%	10 18.2% 5.3%	14 17.1% 7.4%	5 10.2% 2.6%	10 29.4% 5.3%
I consider myself to be very fashion conscious	79 5.3% 100.0%	18 6.6% 22.8%	3 5.7% 3.8%	11 8.7% 13.9%	7 7.6% 8.9%	10 10.0% 12.7%	4 6.7% 5.1%	4 6.8% 5.1%	2 2.1% 2.5%	3 5.5% 3.8%	8 9.6% 10.1%	3 6.1% 3.8%	4 12.1% 5.1%
What others think about me is very important	115 7.8% 100.0%	24 8.8% 20.9%	5 9.4% 4.3%	12 9.5% 10.4%	8 8.7% 7.0%	11 11.1% 9.6%	3 5.1% 2.6%	6 10.2% 5.2%	6 6.5% 5.2%	4 7.3% 3.5%	9 10.8% 7.8%	5 10.2% 4.3%	4 12.1% 3.5%
I am completely satisfied with my physical appearance	139 9.5% 100.0%	13 4.9% 9.4%	5 9.8% 3.6%	11 8.7% 7.9%	6 6.5% 4.3%	7 7.1% 5.0%	7 11.9% 5.0%	4 6.8% 2.9%	7 8.0% 5.0%	7 13.0% 5.0%	13 16.3% 9.4%	2 4.2% 1.4%	4 12.1% 2.9%
I like to go to the latest movies	186 12.5% 100.0%	37 13.6% 19.9%	6 11.3% 3.2%	18 14.3% 9.7%	10 10.8% 5.4%	13 13.0% 7.0%	7 11.7% 3.8%	10 16.9% 5.4%	12 13.0% 6.5%	5 9.1% 2.7%	11 13.3% 5.9%	5 10.2% 2.7%	4 11.8% 2.2%
I like to discover new and different places to go	425 28.7% 100.0%	81 29.9% 19.1%	23 43.4% 5.4%	41 32.8% 9.6%	28 30.4% 6.6%	29 29.0% 6.8%	21 35.0% 4.9%	16 27.1% 3.8%	31 34.1% 7.3%	18 32.7% 4.2%	27 32.5% 6.4%	12 24.5% 2.8%	14 41.2% 3.3%
I like to go to the most popular restaurants and bars	125 8.5% 100.0%	31 11.5% 24.8%	8 15.1% 6.4%	14 11.2% 11.2%	9 9.7% 7.2%	13 13.0% 10.4%	8 13.3% 6.4%	6 10.2% 4.8%	7 7.7% 5.6%	7 13.0% 5.6%	8 9.6% 6.4%	5 10.2% 4.0%	2 5.9% 1.6%
I am comfortable being separate from the crowd	523 36.0% 100.0%	89 33.6% 17.0%	20 38.5% 3.8%	49 39.2% 9.4%	32 34.4% 6.1%	35 36.1% 6.7%	24 41.4% 4.6%	26 44.1% 5.0%	23 26.4% 4.4%	18 33.3% 3.4%	34 42.0% 6.5%	13 26.5% 2.5%	16 48.5% 3.1%

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GC 018414

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Self-Image													
I am more confident in myself than most people	317 21.3% 100.0%	65 23.8% 20.5%	14 26.4% 4.4%	36 28.6% 11.4%	23 25.0% 7.3%	24 24.2% 7.6%	19 31.7% 6.0%	15 25.4% 4.7%	17 18.3% 5.4%	14 25.5% 4.4%	20 24.1% 6.3%	11 22.4% 3.5%	9 27.3% 2.8%
I have a better sense of humor than most people	383 26.4% 100.0%	80 29.9% 20.9%	18 34.6% 4.7%	44 34.9% 11.5%	24 25.8% 6.3%	32 32.7% 8.4%	17 28.8% 4.4%	24 40.7% 6.3%	29 33.0% 7.6%	13 25.0% 3.4%	15 19.5% 3.9%	14 28.6% 3.7%	10 31.3% 2.6%
I am more open-minded than most people	328 22.3% 100.0%	62 23.0% 18.9%	14 26.9% 4.3%	35 28.2% 10.7%	25 26.9% 7.6%	25 25.3% 7.6%	11 19.0% 3.4%	17 29.3% 5.2%	21 23.1% 6.4%	17 30.9% 5.2%	21 25.6% 6.4%	10 20.4% 3.0%	8 24.2% 2.4%
I do not like pretentious people	645 44.7% 100.0%	123 46.2% 19.1%	26 53.1% 4.0%	66 52.8% 10.2%	42 46.7% 6.5%	45 45.5% 7.0%	33 55.9% 5.1%	34 58.6% 5.3%	37 42.0% 5.7%	27 50.9% 4.2%	33 43.4% 5.1%	18 38.3% 2.8%	14 42.4% 2.2%
General Price/Value/Budget Challenge													
It's worth it to me to spend extra for the best quality	345 23.2% 100.0%	79 28.9% 22.9%	20 37.7% 5.8%	45 35.7% 13.0%	29 31.2% 8.4%	23 23.0% 6.7%	17 28.3% 4.9%	11 18.6% 3.2%	21 22.8% 6.1%	12 21.8% 3.5%	23 27.7% 6.7%	12 24.5% 3.5%	12 35.3% 3.5%
Once I find a brand that satisfies me, I usually don't experiment with new ones	168 11.5% 100.0%	15 5.6% 8.9%	4 7.8% 2.4%	11 8.8% 6.5%	8 8.9% 4.8%	8 8.2% 4.8%	3 5.1% 1.8%	5 8.6% 3.0%	9 10.0% 5.4%	5 9.4% 3.0%	9 10.8% 5.4%	3 6.3% 1.8%	3 9.7% 1.8%
I can't afford all the luxuries of life	595 39.9% 100.0%	82 30.0% 13.8%	19 35.8% 3.2%	27 21.4% 4.5%	30 32.3% 5.0%	24 24.0% 4.0%	16 26.7% 2.7%	18 30.5% 3.0%	33 35.5% 5.5%	29 52.7% 4.9%	47 56.6% 7.9%	13 26.5% 2.2%	9 26.5% 1.5%
I usually shop around to find the best price	371 25.0% 100.0%	45 16.5% 12.1%	8 15.1% 2.2%	24 19.0% 6.5%	14 15.1% 3.8%	14 14.0% 3.8%	9 15.0% 2.4%	8 13.6% 2.2%	23 24.7% 6.2%	20 37.0% 5.4%	28 34.1% 7.5%	9 18.4% 2.4%	5 14.7% 1.3%
Adventure Sought													
I'm much more adventurous than most people I know	205 13.9% 100.0%	40 14.7% 19.5%	13 24.5% 6.3%	26 20.6% 12.7%	21 22.6% 10.2%	19 19.0% 9.3%	11 18.3% 5.4%	10 17.2% 4.9%	8 8.9% 3.9%	7 12.7% 3.4%	15 18.5% 7.3%	4 8.2% 2.0%	11 32.4% 5.4%
I enjoy taking risks	145 9.8% 100.0%	25 9.2% 17.2%	7 13.2% 4.8%	13 10.3% 9.0%	6 6.5% 4.1%	14 14.0% 9.7%	5 8.3% 3.4%	9 15.3% 6.2%	10 10.8% 6.9%	5 9.1% 3.4%	13 15.7% 9.0%	5 10.2% 3.4%	6 17.6% 4.1%
I wish I had more adventure in my life	165 11.3% 100.0%	23 8.6% 13.9%	9 17.0% 5.5%	9 7.2% 5.5%	4 4.3% 2.4%	5 5.1% 3.0%	5 8.3% 3.0%	4 6.9% 2.4%	9 9.9% 5.5%	7 13.0% 4.2%	18 22.0% 10.9%	3 6.1% 1.8%	3 8.8% 1.8%
I'm not really interested in adventure, I prefer to take it easy in my free time	107 7.2% 100.0%	12 4.4% 11.2%	5 9.4% 4.7%	7 5.6% 6.5%	6 6.5% 5.6%	1 1.0% 0.9%	3 5.0% 2.8%	2 3.4% 1.9%	5 5.5% 4.7%	2 3.7% 1.9%	12 14.6% 11.2%	1 2.1% 0.9%	1 3.0% 0.9%

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UNDER PROTECTIVE ORDER
GC 018415

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Shopping													
I hate to shop	241 16.3% 100.0%	30 11.0% 12.4%	9 17.3% 3.7%	17 13.6% 7.1%	11 11.8% 4.6%	11 11.0% 4.6%	10 16.7% 4.1%	12 20.3% 5.0%	14 15.2% 5.8%	8 14.5% 3.3%	12 14.6% 5.0%	1 2.1% 0.4%	6 17.6% 2.5%
I love catalogs	205 13.9% 100.0%	32 11.8% 15.6%	12 22.6% 5.9%	17 13.5% 8.3%	14 14.9% 6.8%	8 8.1% 3.9%	8 13.3% 3.9%	9 15.3% 4.4%	9 9.9% 4.4%	11 20.0% 5.4%	17 21.0% 8.3%	9 18.4% 4.4%	5 14.7% 2.4%
I love to shop for products that personally interest me	375 25.4% 100.0%	66 24.3% 17.6%	21 39.6% 5.6%	34 27.2% 9.1%	24 25.5% 6.4%	22 22.0% 5.9%	16 27.1% 4.3%	14 23.7% 3.7%	18 19.6% 4.8%	10 18.2% 2.7%	27 33.8% 7.2%	9 18.4% 2.4%	13 38.2% 3.5%
When I shop, I'm extremely focused	297 20.3% 100.0%	43 16.0% 14.5%	5 9.6% 1.7%	19 15.2% 6.4%	13 14.0% 4.4%	13 13.3% 4.4%	12 20.3% 4.0%	10 17.2% 3.4%	17 19.1% 5.7%	13 24.1% 4.4%	24 30.0% 8.1%	5 10.2% 1.7%	8 24.2% 2.7%
I rarely buy things on impulse	237 16.1% 100.0%	32 11.9% 13.5%	5 9.6% 2.1%	15 12.0% 6.3%	9 9.6% 3.8%	7 7.1% 3.0%	9 15.0% 3.8%	4 6.8% 1.7%	14 15.4% 5.9%	13 23.6% 5.5%	25 31.3% 10.5%	4 8.2% 1.7%	3 9.1% 1.3%
I prefer stores that offer expert advice and assistance	359 24.2% 100.0%	68 25.0% 18.9%	15 28.3% 4.2%	38 30.2% 10.6%	29 31.5% 8.1%	30 30.0% 8.4%	12 20.0% 3.3%	13 22.4% 3.6%	18 19.4% 5.0%	17 30.9% 4.7%	28 33.7% 7.8%	10 20.4% 2.8%	12 36.4% 3.3%
I prefer stores that offer the lowest prices	466 31.7% 100.0%	49 18.2% 10.5%	17 32.7% 3.6%	18 14.4% 3.9%	19 20.2% 4.1%	14 14.1% 3.0%	14 23.3% 3.0%	13 22.0% 2.8%	32 35.2% 6.9%	22 40.7% 4.7%	31 39.2% 6.7%	8 16.7% 1.7%	6 18.2% 1.3%
It's worth it to pay a little extra when a store offers good service	325 21.8% 100.0%	64 23.4% 19.7%	19 35.8% 5.8%	39 31.0% 12.0%	27 29.0% 8.3%	20 20.0% 6.2%	14 23.3% 4.3%	12 20.3% 3.7%	16 17.2% 4.9%	9 16.4% 2.8%	19 23.2% 5.8%	11 22.4% 3.4%	11 32.4% 3.4%
I prefer catalog shopping vs. going to a store	64 4.4% 100.0%	10 3.7% 15.6%	4 7.7% 6.3%	5 4.0% 7.8%	5 5.4% 7.8%	4 4.0% 6.3%	4 6.8% 6.3%	3 5.2% 4.7%	1 1.1% 1.6%	5 9.4% 7.8%	7 9.0% 10.9%	2 4.1% 3.1%	3 9.1% 4.7%
When I shop, I like to get in and get out as quickly as possible	602 41.2% 100.0%	88 32.7% 14.6%	17 32.7% 2.8%	37 29.4% 6.1%	34 36.6% 5.6%	23 23.2% 3.8%	21 35.6% 3.5%	22 37.3% 3.7%	35 39.8% 5.8%	24 44.4% 4.0%	36 45.6% 6.0%	13 26.5% 2.2%	8 24.2% 1.3%
Shopping by catalog is too expensive to do regularly	177 12.0% 100.0%	20 7.4% 11.3%	3 5.7% 1.7%	9 7.1% 5.1%	5 5.3% 2.8%	7 7.0% 4.0%	3 5.0% 1.7%	8 13.6% 4.5%	7 7.6% 4.0%	9 17.0% 5.1%	11 14.1% 6.2%	4 8.2% 2.3%	1 2.9% 0.6%
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	156 10.5% 100.0%	21 7.7% 13.5%	7 13.2% 4.5%	15 11.9% 9.6%	8 8.5% 5.1%	8 8.0% 5.1%	6 10.0% 3.8%	12 20.3% 7.7%	10 10.9% 6.4%	4 7.3% 2.6%	11 13.4% 7.1%	2 4.1% 1.3%	6 17.6% 3.8%
I like shopping online	42 3.0% 100.0%	10 3.9% 23.8%	0 0.0% 0.0%	3 2.5% 7.1%	3 3.3% 7.1%	2 2.1% 4.8%	3 5.2% 7.1%	3 5.2% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 2.4%	4 8.3% 9.5%	2 6.3% 4.8%

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GC 018416

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Male Bonding Desire													
I wish there were more places to go that were primarily for men	89 6.0% 100.0%	11 4.0% 12.4%	4 7.7% 4.5%	9 7.1% 10.1%	5 5.4% 5.6%	4 4.0% 4.5%	3 5.1% 3.4%	5 8.6% 5.6%	2 2.1% 2.2%	4 7.3% 4.5%	7 8.5% 7.9%	1 2.1% 1.1%	1 3.0% 1.1%
I wish I were able to spend more time with my male friends	89 6.1% 100.0%	14 5.2% 15.7%	4 7.7% 4.5%	8 6.3% 9.0%	5 5.4% 5.6%	5 5.1% 5.6%	3 5.1% 3.4%	5 8.5% 5.6%	2 2.3% 2.2%	2 3.7% 2.2%	6 7.4% 6.7%	1 2.1% 1.1%	0 0.0% 0.0%
With all my other commitments, I don't spend as much time with my friends as I'd like to	128 8.6% 100.0%	19 7.0% 14.8%	6 11.3% 4.7%	16 13.0% 12.5%	12 12.9% 9.4%	11 11.1% 8.6%	5 8.5% 3.9%	10 16.9% 7.8%	10 10.6% 7.8%	5 9.1% 3.9%	14 17.1% 10.9%	4 8.2% 3.1%	3 9.1% 2.3%
I spend more time with my friends than I do with my family	88 6.0% 100.0%	16 5.9% 18.2%	5 9.4% 5.7%	5 4.0% 5.7%	4 4.3% 4.5%	9 9.1% 10.2%	4 6.7% 4.5%	4 6.8% 4.5%	6 6.5% 6.8%	5 9.1% 5.7%	5 6.1% 5.7%	3 6.3% 3.4%	4 11.8% 4.5%
Recognition													
I like it when companies or brands that I am loyal to recognize me for my loyalty	565 38.1% 100.0%	96 35.2% 17.0%	24 45.3% 4.2%	50 39.7% 8.8%	42 46.2% 7.4%	34 34.3% 6.0%	23 38.3% 4.1%	22 37.3% 3.9%	28 30.1% 5.0%	21 38.2% 3.7%	42 50.6% 7.4%	19 38.8% 3.4%	12 36.4% 2.1%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	486 33.3% 100.0%	85 31.7% 17.5%	21 40.4% 4.3%	41 32.5% 8.4%	34 36.6% 7.0%	21 21.2% 4.3%	25 42.4% 5.1%	22 37.3% 4.5%	29 33.0% 6.0%	18 33.3% 3.7%	33 41.3% 6.8%	16 33.3% 3.3%	7 21.2% 1.4%
I like being rewarded by companies for my loyalty	723 49.7% 100.0%	134 50.2% 18.5%	32 66.7% 4.4%	54 43.5% 7.5%	53 57.6% 7.3%	42 43.3% 5.8%	34 57.6% 4.7%	31 53.4% 4.3%	42 47.2% 5.8%	23 41.8% 3.2%	43 53.1% 5.9%	28 58.3% 3.9%	14 43.8% 1.9%
I think companies should take better care of their loyal customers	665 44.9% 100.0%	118 43.5% 17.7%	31 58.5% 4.7%	57 45.2% 8.6%	45 48.4% 6.8%	44 44.4% 6.6%	30 50.0% 4.5%	27 46.6% 4.1%	39 42.4% 5.9%	30 54.5% 4.5%	45 54.2% 6.8%	24 49.0% 3.6%	19 55.9% 2.9%
Communication													
I like it when companies send me information about their products	317 21.4% 100.0%	41 15.1% 12.9%	12 22.6% 3.8%	24 19.2% 7.6%	21 22.6% 6.6%	13 13.1% 4.1%	13 22.4% 4.1%	12 20.7% 3.8%	23 25.3% 7.3%	18 32.7% 5.7%	29 34.9% 9.1%	10 20.4% 3.2%	7 20.6% 2.2%
I wish I knew more about the products I buy a lot of	157 10.6% 100.0%	20 7.3% 12.7%	9 17.0% 5.7%	11 8.7% 7.0%	14 15.1% 8.9%	6 6.0% 3.8%	5 8.3% 3.2%	9 15.3% 5.7%	10 10.8% 6.4%	6 10.9% 3.8%	18 21.7% 11.5%	5 10.2% 3.2%	1 2.9% 0.6%
I don't mind sharing information with companies if it will result in improved products or services	584 39.3% 100.0%	92 33.8% 15.8%	21 39.6% 3.6%	50 39.7% 8.6%	31 33.0% 5.3%	34 34.0% 5.8%	22 36.7% 3.8%	23 39.0% 3.9%	35 38.0% 6.0%	31 56.4% 5.3%	43 52.4% 7.4%	17 34.7% 2.9%	11 32.4% 1.9%

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GC 018417

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Privacy is a big concern of mine	545 36.9% 100.0%	90 33.3% 16.5%	27 50.9% 5.0%	42 33.3% 7.7%	38 40.4% 7.0%	34 34.0% 6.2%	23 38.3% 4.2%	29 49.2% 5.3%	33 35.5% 6.1%	22 40.0% 4.0%	41 50.0% 7.5%	12 24.5% 2.2%	13 38.2% 2.4%
I like when I get offers for products or services through the mail	322 22.0% 100.0%	35 13.1% 10.9%	10 19.2% 3.1%	20 16.0% 6.2%	15 16.3% 4.7%	13 13.1% 4.0%	12 20.7% 3.7%	10 17.2% 3.1%	20 22.5% 6.2%	19 35.2% 5.9%	29 36.3% 9.0%	10 20.4% 3.1%	4 12.1% 1.2%
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	47 3.2% 100.0%	10 3.7% 21.3%	4 7.5% 8.5%	5 4.0% 10.6%	3 3.2% 6.4%	3 3.0% 6.4%	1 1.7% 2.1%	3 5.1% 6.4%	1 1.1% 2.1%	3 5.7% 6.4%	4 4.8% 8.5%	3 6.1% 6.4%	1 2.9% 2.1%
<u>Relationships</u>													
Relationships with manufacturers of products I buy a lot of are important to me	196 13.3% 100.0%	33 12.2% 16.8%	8 15.1% 4.1%	17 13.6% 8.7%	15 16.1% 7.7%	10 10.1% 5.1%	13 22.0% 6.6%	12 20.7% 6.1%	10 11.0% 5.1%	8 14.5% 4.1%	17 20.7% 8.7%	7 14.6% 3.6%	4 12.1% 2.0%
Relationships are important to me	676 45.9% 100.0%	134 49.3% 19.8%	33 62.3% 4.9%	67 53.2% 9.9%	47 50.5% 7.0%	50 50.0% 7.4%	31 52.5% 4.6%	31 53.4% 4.6%	44 47.3% 6.5%	31 56.4% 4.6%	39 47.6% 5.8%	25 51.0% 3.7%	16 47.1% 2.4%
I like loyalty programs like frequent flyer or frequent shopper programs	315 21.1% 100.0%	55 20.1% 17.5%	17 32.1% 5.4%	26 20.6% 8.3%	23 24.7% 7.3%	26 26.0% 8.3%	13 21.7% 4.1%	8 13.6% 2.5%	17 18.3% 5.4%	15 27.3% 4.8%	17 20.5% 5.4%	13 26.5% 4.1%	7 20.6% 2.2%
Frequent buyer or savings club programs are a waste of my time	122 8.2% 100.0%	16 5.9% 13.1%	3 5.7% 2.5%	8 6.3% 6.6%	9 9.7% 7.4%	9 9.0% 7.4%	6 10.0% 4.9%	9 15.3% 7.4%	7 7.5% 5.7%	3 5.5% 2.5%	4 4.9% 3.3%	2 4.1% 1.6%	4 11.8% 3.3%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	220 14.9% 100.0%	27 10.0% 12.3%	7 13.2% 3.2%	11 8.7% 5.0%	9 9.7% 4.1%	4 4.0% 1.8%	10 16.7% 4.5%	14 23.7% 6.4%	18 19.6% 8.2%	9 16.4% 4.1%	12 14.5% 5.5%	6 12.2% 2.7%	3 8.8% 1.4%

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GC 018418

Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Time Pressure/Allocation/Free Time													
It's a daily challenge for me to find time for both work and my personal life	470 32.3% 100.0%	95 35.4% 20.2%	20 38.5% 4.3%	48 38.4% 10.2%	27 29.0% 5.7%	34 34.7% 7.2%	21 35.6% 4.5%	27 45.8% 5.7%	28 31.5% 6.0%	14 26.4% 3.0%	28 35.0% 6.0%	20 41.7% 4.3%	9 28.1% 1.9%
I have difficulty juggling work and family demands	278 19.0% 100.0%	59 21.9% 21.2%	16 30.2% 5.8%	27 21.6% 9.7%	20 22.0% 7.2%	20 20.6% 7.2%	7 11.9% 2.5%	17 29.3% 6.1%	17 19.1% 6.1%	16 29.1% 5.8%	13 16.0% 4.7%	10 20.4% 3.6%	8 24.2% 2.9%
I have less leisure time than I used to	751 50.6% 100.0%	145 53.3% 19.3%	32 60.4% 4.3%	69 55.2% 9.2%	49 52.7% 6.5%	51 51.0% 6.8%	31 51.7% 4.1%	35 59.3% 4.7%	44 47.3% 5.9%	22 40.0% 2.9%	32 38.6% 4.3%	29 59.2% 3.9%	16 47.1% 2.1%
My lifestyle is hectic	584 39.7% 100.0%	112 41.3% 19.2%	25 47.2% 4.3%	57 45.2% 9.8%	43 46.2% 7.4%	45 45.0% 7.7%	23 38.3% 3.9%	26 44.8% 4.5%	32 34.4% 5.5%	24 43.6% 4.1%	24 29.6% 4.1%	17 34.7% 2.9%	18 52.9% 3.1%
My work requires me to work long hours	757 51.2% 100.0%	171 62.9% 22.6%	35 66.0% 4.6%	82 65.1% 10.8%	53 57.6% 7.0%	57 57.6% 7.5%	31 51.7% 4.1%	34 57.6% 4.5%	48 52.2% 6.3%	23 41.8% 3.0%	31 37.3% 4.1%	29 59.2% 3.8%	16 48.5% 2.1%
I'm so busy that when I do take time off, I really want to make my free time count	851 57.3% 100.0%	179 65.6% 21.0%	38 71.7% 4.5%	88 69.8% 10.3%	56 60.2% 6.6%	70 70.0% 8.2%	44 73.3% 5.2%	34 58.6% 4.0%	52 55.9% 6.1%	33 60.0% 3.9%	47 56.6% 5.5%	35 71.4% 4.1%	19 55.9% 2.2%
I spend most of my free time at home	820 56.4% 100.0%	124 46.6% 15.1%	20 38.5% 2.4%	67 53.6% 8.2%	54 58.1% 6.6%	44 44.9% 5.4%	33 55.9% 4.0%	39 66.1% 4.8%	50 56.2% 6.1%	28 52.8% 3.4%	51 65.4% 6.2%	32 65.3% 3.9%	14 43.8% 1.7%
I wish I had more time to spend with my friends	467 31.4% 100.0%	93 34.2% 19.9%	21 40.4% 4.5%	38 30.2% 8.1%	36 39.1% 7.7%	30 30.3% 6.4%	21 35.6% 4.5%	20 34.5% 4.3%	33 35.5% 7.1%	16 29.1% 3.4%	29 34.9% 6.2%	17 34.7% 3.6%	6 18.2% 1.3%
I spend most of my free time with my family	802 54.2% 100.0%	141 51.6% 17.6%	29 54.7% 3.6%	74 58.7% 9.2%	52 55.9% 6.5%	52 52.0% 6.5%	35 58.3% 4.4%	32 55.2% 4.0%	48 51.6% 6.0%	27 49.1% 3.4%	42 50.6% 5.2%	35 71.4% 4.4%	18 52.9% 2.2%
I frequently entertain guests at home	354 23.8% 100.0%	76 27.8% 21.5%	16 30.2% 4.5%	39 31.0% 11.0%	26 28.0% 7.3%	35 35.0% 9.9%	17 28.3% 4.8%	12 20.3% 3.4%	22 23.7% 6.2%	18 32.7% 5.1%	22 26.8% 6.2%	11 22.4% 3.1%	11 32.4% 3.1%
Success,Relationship, Optimism													
I consider myself highly successful	553 37.3% 100.0%	125 46.1% 22.6%	23 43.4% 4.2%	64 51.2% 11.6%	47 50.5% 8.5%	49 49.0% 8.9%	29 48.3% 5.2%	26 44.1% 4.7%	36 39.6% 6.5%	22 40.0% 4.0%	22 26.5% 4.0%	19 38.8% 3.4%	19 55.9% 3.4%
I'm more successful than most of the people I know	390 26.4% 100.0%	95 34.9% 24.4%	21 39.6% 5.4%	41 32.8% 10.5%	36 38.7% 9.2%	38 38.0% 9.7%	19 31.7% 4.9%	22 37.3% 5.6%	23 24.5% 5.9%	11 20.4% 2.8%	18 22.2% 4.6%	21 43.8% 5.4%	15 44.1% 3.8%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Achieving balance between work, family and social life is critical to my definition of success	923 63.3% 100.0%	184 68.9% 19.9%	33 63.5% 3.6%	96 76.2% 10.4%	64 69.6% 6.9%	71 71.7% 7.7%	37 62.7% 4.0%	43 72.9% 4.7%	59 67.0% 6.4%	35 64.8% 3.8%	43 53.8% 4.7%	35 71.4% 3.8%	25 75.8% 2.7%
I lead a healthy lifestyle	584 40.0% 100.0%	112 41.6% 19.2%	19 36.5% 3.3%	67 53.2% 11.5%	42 45.2% 7.2%	42 42.4% 7.2%	26 44.1% 4.5%	29 49.2% 5.0%	34 38.6% 5.8%	27 50.0% 4.6%	37 46.3% 6.3%	25 51.0% 4.3%	14 42.4% 2.4%
I believe it's more important for a wife to help her husbands career than to have one herself	126 8.6% 100.0%	12 4.4% 9.5%	3 5.7% 2.4%	9 7.2% 7.1%	4 4.3% 3.2%	6 6.1% 4.8%	3 5.0% 2.4%	7 11.9% 5.6%	8 8.7% 6.3%	6 11.3% 4.8%	11 13.9% 8.7%	2 4.1% 1.6%	2 5.9% 1.6%
I believe it's better for everyone involved if the woman takes care of the home and family	298 20.2% 100.0%	44 16.2% 14.8%	10 18.9% 3.4%	20 15.9% 6.7%	14 15.1% 4.7%	15 15.0% 5.0%	5 8.3% 1.7%	14 23.7% 4.7%	22 23.4% 7.4%	12 22.2% 4.0%	22 27.5% 7.4%	11 22.4% 3.7%	6 17.6% 2.0%
Being the best at my job is extremely important to me	1215 81.7% 100.0%	228 83.5% 18.8%	45 84.9% 3.7%	109 86.5% 9.0%	81 87.1% 6.7%	88 88.0% 7.2%	49 81.7% 4.0%	44 74.6% 3.6%	75 79.8% 6.2%	49 89.1% 4.0%	67 80.7% 5.5%	44 89.8% 3.6%	31 91.2% 2.6%
I feel guilty that I don't spend enough time with my family	357 24.2% 100.0%	58 21.2% 16.2%	15 28.3% 4.2%	31 24.8% 8.7%	23 25.0% 6.4%	24 24.5% 6.7%	10 16.9% 2.8%	16 27.6% 4.5%	20 21.5% 5.6%	16 29.1% 4.5%	22 26.8% 6.2%	13 26.5% 3.6%	8 25.8% 2.2%
I approach each day optimistically	877 60.1% 100.0%	171 64.0% 19.5%	33 63.5% 3.8%	93 74.4% 10.6%	63 68.5% 7.2%	71 71.7% 8.1%	39 66.1% 4.4%	39 66.1% 4.4%	57 64.8% 6.5%	36 66.7% 4.1%	52 65.0% 5.9%	37 75.5% 4.2%	25 75.8% 2.9%
I try to find small victories every day	648 43.6% 100.0%	124 45.4% 19.1%	29 54.7% 4.5%	65 51.6% 10.0%	56 60.2% 8.6%	55 55.6% 8.5%	33 55.0% 5.1%	35 59.3% 5.4%	41 44.1% 6.3%	27 49.1% 4.2%	33 39.8% 5.1%	22 44.9% 3.4%	20 58.8% 3.1%
I'm extremely happy with my life	930 62.9% 100.0%	179 65.8% 19.2%	37 69.8% 4.0%	97 77.0% 10.4%	75 80.6% 8.1%	78 78.0% 8.4%	38 63.3% 4.1%	38 64.4% 4.1%	59 64.8% 6.3%	35 63.6% 3.8%	41 50.6% 4.4%	36 73.5% 3.9%	28 82.4% 3.0%
I enjoy spending money on my home	683 46.4% 100.0%	133 49.1% 19.5%	32 60.4% 4.7%	75 59.5% 11.0%	48 51.1% 7.0%	54 54.0% 7.9%	34 56.7% 5.0%	32 55.2% 4.7%	42 45.7% 6.1%	27 49.1% 4.0%	42 51.9% 6.1%	24 49.0% 3.5%	20 58.8% 2.9%
My home is my pride and joy	798 53.8% 100.0%	145 53.5% 18.2%	31 58.5% 3.9%	67 53.2% 8.4%	56 59.6% 7.0%	50 50.0% 6.3%	34 56.7% 4.3%	35 59.3% 4.4%	51 55.4% 6.4%	32 58.2% 4.0%	52 63.4% 6.5%	29 59.2% 3.6%	18 52.9% 2.3%
Having close friendships is critical to happiness	854 58.4% 100.0%	187 69.5% 21.9%	34 65.4% 4.0%	88 70.4% 10.3%	62 66.7% 7.3%	72 75.0% 8.4%	43 71.7% 5.0%	34 58.6% 4.0%	57 62.0% 6.7%	30 56.6% 3.5%	39 48.1% 4.6%	34 73.9% 4.0%	23 69.7% 2.7%
Having close family relationships is critical to happiness	1091 75.0% 100.0%	199 74.8% 18.2%	36 70.6% 3.3%	104 82.5% 9.5%	78 83.9% 7.1%	82 83.7% 7.5%	48 81.4% 4.4%	46 78.0% 4.2%	65 74.7% 6.0%	44 81.5% 4.0%	64 80.0% 5.9%	41 85.4% 3.8%	26 78.8% 2.4%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I take time out to make the most of everyday special occasions	511 34.5% 100.0%	88 32.4% 17.2%	19 35.8% 3.7%	51 40.5% 10.0%	36 38.3% 7.0%	35 35.0% 6.8%	25 41.7% 4.9%	22 37.3% 4.3%	29 31.5% 5.7%	20 36.4% 3.9%	36 43.9% 7.0%	15 30.6% 2.9%	11 32.4% 2.2%
I frequently treat myself to some of lifes little luxuries	805 54.2% 100.0%	174 64.0% 21.6%	42 79.2% 5.2%	97 77.6% 12.0%	66 71.7% 8.2%	68 68.0% 8.4%	42 71.2% 5.2%	40 69.0% 5.0%	53 58.2% 6.6%	22 40.0% 2.7%	37 44.6% 4.6%	30 61.2% 3.7%	24 70.6% 3.0%
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	533 36.4% 100.0%	124 46.1% 23.3%	31 59.6% 5.8%	58 46.0% 10.9%	44 47.3% 8.3%	46 46.5% 8.6%	29 49.2% 5.4%	29 49.2% 5.4%	30 33.7% 5.6%	12 22.2% 2.3%	28 35.0% 5.3%	26 53.1% 4.9%	18 54.5% 3.4%
Having a strong relationship with my spouse is extremely important to me	973 93.2% 100.0%	186 98.4% 19.1%	35 100.0% 3.6%	91 94.8% 9.4%	64 97.0% 6.6%	67 93.1% 6.9%	44 97.8% 4.5%	47 94.0% 4.8%	60 95.2% 6.2%	37 92.5% 3.8%	54 93.1% 5.5%	37 97.4% 3.8%	22 88.0% 2.3%
Being a good parent is extremely important to me	894 92.0% 100.0%	140 94.0% 15.7%	27 90.0% 3.0%	85 97.7% 9.5%	52 96.3% 5.8%	62 98.4% 6.9%	34 100.0% 3.8%	36 92.3% 4.0%	48 81.4% 5.4%	35 94.6% 3.9%	49 90.7% 5.5%	32 91.4% 3.6%	23 100.0% 2.6%
<u>Stylishness</u>													
Making sure I look my best at all times is very important to me	534 36.1% 100.0%	108 39.7% 20.2%	26 49.1% 4.9%	53 42.1% 9.9%	40 43.0% 7.5%	48 48.0% 9.0%	21 35.0% 3.9%	23 39.0% 4.3%	32 34.4% 6.0%	22 40.0% 4.1%	28 34.1% 5.2%	17 34.7% 3.2%	17 50.0% 3.2%
I consider myself to be very fashion conscious	265 17.8% 100.0%	64 23.6% 24.2%	10 18.9% 3.8%	28 22.2% 10.6%	21 22.8% 7.9%	29 29.0% 10.9%	14 23.3% 5.3%	13 22.0% 4.9%	12 12.8% 4.5%	11 20.0% 4.2%	17 20.5% 6.4%	9 18.4% 3.4%	11 33.3% 4.2%
What others think about me is very important	426 28.8% 100.0%	89 32.7% 20.9%	16 30.2% 3.8%	42 33.3% 9.9%	34 37.0% 8.0%	38 38.4% 8.9%	18 30.5% 4.2%	21 35.6% 4.9%	32 34.4% 7.5%	14 25.5% 3.3%	22 26.5% 5.2%	18 36.7% 4.2%	13 39.4% 3.1%
I am completely satisfied with my physical appearance	531 36.4% 100.0%	78 29.2% 14.7%	15 29.4% 2.8%	54 42.9% 10.2%	32 34.4% 6.0%	32 32.3% 6.0%	25 42.4% 4.7%	20 33.9% 3.8%	29 33.0% 5.5%	25 46.3% 4.7%	30 37.5% 5.6%	8 16.7% 1.5%	14 42.4% 2.6%
I like to go to the latest movies	398 26.8% 100.0%	85 31.3% 21.4%	16 30.2% 4.0%	33 26.2% 8.3%	24 25.8% 6.0%	37 37.0% 9.3%	15 25.0% 3.8%	14 23.7% 3.5%	27 29.3% 6.8%	13 23.6% 3.3%	22 26.5% 5.5%	12 24.5% 3.0%	16 47.1% 4.0%
I like to discover new and different places to go	875 59.0% 100.0%	186 68.6% 21.3%	35 66.0% 4.0%	86 68.8% 9.8%	59 64.1% 6.7%	62 62.0% 7.1%	39 65.0% 4.5%	37 62.7% 4.2%	56 61.5% 6.4%	32 58.2% 3.7%	50 60.2% 5.7%	33 67.3% 3.8%	25 73.5% 2.9%
I like to go to the most popular restaurants and bars	322 21.8% 100.0%	70 25.9% 21.7%	13 24.5% 4.0%	33 26.4% 10.2%	23 24.7% 7.1%	30 30.0% 9.3%	15 25.0% 4.7%	17 28.8% 5.3%	14 15.4% 4.3%	12 22.2% 3.7%	13 15.7% 4.0%	9 18.4% 2.8%	12 35.3% 3.7%
I am comfortable being separate from the crowd	1042 71.7% 100.0%	193 72.8% 18.5%	41 78.8% 3.9%	104 83.2% 10.0%	72 77.4% 6.9%	76 78.4% 7.3%	42 72.4% 4.0%	47 79.7% 4.5%	62 71.3% 6.0%	42 77.8% 4.0%	56 69.1% 5.4%	34 69.4% 3.3%	27 81.8% 2.6%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Self-Image													
I am more confident in myself than most people	846 56.9% 100.0%	165 60.4% 19.5%	36 67.9% 4.3%	83 65.9% 9.8%	59 64.1% 7.0%	66 66.7% 7.8%	37 61.7% 4.4%	35 59.3% 4.1%	53 57.0% 6.3%	33 60.0% 3.9%	44 53.0% 5.2%	32 65.3% 3.8%	25 75.8% 3.0%
I have a better sense of humor than most people	888 61.2% 100.0%	173 64.6% 19.5%	35 67.3% 3.9%	90 71.4% 10.1%	65 69.9% 7.3%	68 69.4% 7.7%	41 69.5% 4.6%	46 78.0% 5.2%	56 63.6% 6.3%	37 71.2% 4.2%	37 48.1% 4.2%	33 67.3% 3.7%	19 59.4% 2.1%
I am more open-minded than most people	820 55.8% 100.0%	161 59.9% 19.6%	35 67.3% 4.3%	74 59.7% 9.0%	51 54.8% 6.2%	55 55.6% 6.7%	34 58.6% 4.1%	41 70.7% 5.0%	54 59.3% 6.6%	33 60.0% 4.0%	47 57.3% 5.7%	31 63.3% 3.8%	19 57.6% 2.3%
I do not like pretentious people	1046 72.5% 100.0%	206 77.4% 19.7%	40 81.6% 3.8%	104 83.2% 9.9%	61 67.8% 5.8%	72 72.7% 6.9%	47 79.7% 4.5%	46 79.3% 4.4%	67 76.1% 6.4%	37 69.8% 3.5%	53 69.7% 5.1%	37 78.7% 3.5%	26 78.8% 2.5%
General Price/Value/Budget Challenge													
It's worth it to me to spend extra for the best quality	909 61.2% 100.0%	196 71.8% 21.6%	36 67.9% 4.0%	93 73.8% 10.2%	68 73.1% 7.5%	68 68.0% 7.5%	45 75.0% 5.0%	45 76.3% 5.0%	46 50.0% 5.1%	31 56.4% 3.4%	48 57.8% 5.3%	39 79.6% 4.3%	28 82.4% 3.1%
Once I find a brand that satisfies me, I usually don't experiment with new ones	598 40.8% 100.0%	93 34.6% 15.6%	20 39.2% 3.3%	38 30.4% 6.4%	38 42.2% 6.4%	32 32.7% 5.4%	10 16.9% 1.7%	16 27.6% 2.7%	35 38.9% 5.9%	21 39.6% 3.5%	26 31.3% 4.3%	18 37.5% 3.0%	13 41.9% 2.2%
I can't afford all the luxuries of life	965 64.7% 100.0%	152 55.7% 15.8%	30 56.6% 3.1%	63 50.0% 6.5%	51 54.8% 5.3%	47 47.0% 4.9%	28 46.7% 2.9%	34 57.6% 3.5%	57 61.3% 5.9%	42 76.4% 4.4%	63 75.9% 6.5%	24 49.0% 2.5%	18 52.9% 1.9%
I usually shop around to find the best price	834 56.2% 100.0%	132 48.4% 15.8%	21 39.6% 2.5%	65 51.6% 7.8%	43 46.2% 5.2%	45 45.0% 5.4%	37 61.7% 4.4%	31 52.5% 3.7%	46 49.5% 5.5%	31 57.4% 3.7%	55 67.1% 6.6%	26 53.1% 3.1%	16 47.1% 1.9%
Adventure Sought													
I'm much more adventurous than most people I know	590 39.9% 100.0%	122 44.9% 20.7%	31 58.5% 5.3%	64 50.8% 10.8%	45 48.4% 7.6%	54 54.0% 9.2%	27 45.0% 4.6%	27 46.6% 4.6%	36 40.0% 6.1%	27 49.1% 4.6%	29 35.8% 4.9%	19 38.8% 3.2%	21 61.8% 3.6%
I enjoy taking risks	474 31.9% 100.0%	96 35.2% 20.3%	25 47.2% 5.3%	58 46.0% 12.2%	30 32.3% 6.3%	47 47.0% 9.9%	19 31.7% 4.0%	22 37.3% 4.6%	21 22.6% 4.4%	12 21.8% 2.5%	26 31.3% 5.5%	19 38.8% 4.0%	16 47.1% 3.4%
I wish I had more adventure in my life	438 30.0% 100.0%	80 30.1% 18.3%	16 30.2% 3.7%	36 28.8% 8.2%	20 21.5% 4.6%	25 25.5% 5.7%	19 31.7% 4.3%	19 32.8% 4.3%	27 29.7% 6.2%	15 27.8% 3.4%	38 46.3% 8.7%	16 32.7% 3.7%	6 17.6% 1.4%
I'm not really interested in adventure, I prefer to take it easy in my free time	349 23.6% 100.0%	44 16.3% 12.6%	15 28.3% 4.3%	20 15.9% 5.7%	27 29.0% 7.7%	18 18.2% 5.2%	11 18.3% 3.2%	12 20.7% 3.4%	22 24.2% 6.3%	12 22.2% 3.4%	24 29.3% 6.9%	10 20.8% 2.9%	7 21.2% 2.0%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Shopping													
I hate to shop	463 31.2% 100.0%	65 23.9% 14.0%	20 38.5% 4.3%	30 24.0% 6.5%	20 21.5% 4.3%	20 20.0% 4.3%	18 30.0% 3.9%	16 27.1% 3.5%	30 32.6% 6.5%	16 29.1% 3.5%	29 35.4% 6.3%	12 25.0% 2.6%	10 29.4% 2.2%
I love catalogs	474 32.1% 100.0%	84 31.0% 17.7%	22 41.5% 4.6%	42 33.3% 8.9%	37 39.4% 7.8%	26 26.3% 5.5%	24 40.0% 5.1%	23 39.0% 4.9%	29 31.9% 6.1%	21 38.2% 4.4%	34 42.0% 7.2%	19 38.8% 4.0%	10 29.4% 2.1%
I love to shop for products that personally interest me	893 60.4% 100.0%	185 68.0% 20.7%	40 75.5% 4.5%	87 69.6% 9.7%	66 70.2% 7.4%	67 67.0% 7.5%	44 74.6% 4.9%	40 67.8% 4.5%	61 66.3% 6.8%	30 54.5% 3.4%	47 58.8% 5.3%	35 71.4% 3.9%	26 76.5% 2.9%
When I shop, I'm extremely focused	714 48.9% 100.0%	134 50.0% 18.8%	25 48.1% 3.5%	60 48.0% 8.4%	39 41.9% 5.5%	44 44.9% 6.2%	32 54.2% 4.5%	31 53.4% 4.3%	45 50.6% 6.3%	29 53.7% 4.1%	35 43.8% 4.9%	21 42.9% 2.9%	14 42.4% 2.0%
I rarely buy things on impulse	588 39.9% 100.0%	81 30.0% 13.8%	22 42.3% 3.7%	37 29.6% 6.3%	35 37.2% 6.0%	29 29.3% 4.9%	22 36.7% 3.7%	25 42.4% 4.3%	26 28.6% 4.4%	31 56.4% 5.3%	40 50.0% 6.8%	15 30.6% 2.6%	12 36.4% 2.0%
I prefer stores that offer expert advice and assistance	849 57.2% 100.0%	162 59.6% 19.1%	29 54.7% 3.4%	81 64.3% 9.5%	55 59.8% 6.5%	67 67.0% 7.9%	36 60.0% 4.2%	34 58.6% 4.0%	54 58.1% 6.4%	29 52.7% 3.4%	46 55.4% 5.4%	31 63.3% 3.7%	29 87.9% 3.4%
I prefer stores that offer the lowest prices	920 62.6% 100.0%	134 49.8% 14.6%	28 53.8% 3.0%	56 44.8% 6.1%	41 43.6% 4.5%	36 36.4% 3.9%	28 46.7% 3.0%	28 47.5% 3.0%	54 59.3% 5.9%	43 79.6% 4.7%	59 74.7% 6.4%	25 52.1% 2.7%	11 33.3% 1.2%
It's worth it to pay a little extra when a store offers good service	889 59.7% 100.0%	182 66.7% 20.5%	35 66.0% 3.9%	84 66.7% 9.4%	66 71.0% 7.4%	66 66.0% 7.4%	41 68.3% 4.6%	37 62.7% 4.2%	45 48.4% 5.1%	31 56.4% 3.5%	53 64.6% 6.0%	37 75.5% 4.2%	28 82.4% 3.1%
I prefer catalog shopping vs. going to a store	199 13.7% 100.0%	30 11.2% 15.1%	11 21.2% 5.5%	16 12.7% 8.0%	16 17.2% 8.0%	8 8.1% 4.0%	12 20.3% 6.0%	10 17.2% 5.0%	14 15.9% 7.0%	9 17.0% 4.5%	15 19.2% 7.5%	7 14.3% 3.5%	6 18.2% 3.0%
When I shop, I like to get in and get out as quickly as possible	956 65.5% 100.0%	161 59.9% 16.8%	25 48.1% 2.6%	69 54.8% 7.2%	49 52.7% 5.1%	54 54.5% 5.6%	33 55.9% 3.5%	36 61.0% 3.8%	51 58.0% 5.3%	38 70.4% 4.0%	51 64.6% 5.3%	29 59.2% 3.0%	20 60.6% 2.1%
Shopping by catalog is too expensive to do regularly	427 29.0% 100.0%	58 21.3% 13.6%	13 24.5% 3.0%	20 15.9% 4.7%	18 19.1% 4.2%	20 20.0% 4.7%	7 11.7% 1.6%	13 22.0% 3.0%	26 28.3% 6.1%	20 37.7% 4.7%	29 37.2% 6.8%	11 22.4% 2.6%	3 8.8% 0.7%
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	510 34.4% 100.0%	96 35.3% 18.8%	19 35.8% 3.7%	50 39.7% 9.8%	32 34.0% 6.3%	37 37.0% 7.3%	22 36.7% 4.3%	30 50.8% 5.9%	24 26.1% 4.7%	17 30.9% 3.3%	25 30.5% 4.9%	15 30.6% 2.9%	15 44.1% 2.9%
I like shopping online	141 10.1% 100.0%	37 14.3% 26.2%	4 8.0% 2.8%	16 13.2% 11.3%	14 15.6% 9.9%	9 9.3% 6.4%	10 17.2% 7.1%	10 17.2% 7.1%	8 9.6% 5.7%	1 1.9% 0.7%	4 5.5% 2.8%	11 22.9% 7.8%	8 25.0% 5.7%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Male Bonding Desire													
I wish there were more places to go that were primarily for men	252 17.0% 100.0%	41 15.1% 16.3%	12 23.1% 4.8%	26 20.6% 10.3%	18 19.4% 7.1%	14 14.0% 5.6%	13 22.0% 5.2%	16 27.6% 6.3%	13 13.8% 5.2%	7 12.7% 2.8%	15 18.3% 6.0%	10 20.8% 4.0%	3 9.1% 1.2%
I wish I were able to spend more time with my male friends	331 22.7% 100.0%	66 24.6% 19.9%	12 23.1% 3.6%	30 23.8% 9.1%	17 18.3% 5.1%	22 22.2% 6.6%	9 15.3% 2.7%	15 25.4% 4.5%	19 21.8% 5.7%	10 18.5% 3.0%	20 24.7% 6.0%	14 29.2% 4.2%	5 15.2% 1.5%
With all my other commitments, I don't spend as much time with my friends as I'd like to	452 30.5% 100.0%	95 35.2% 21.0%	23 43.4% 5.1%	40 32.5% 8.8%	28 30.1% 6.2%	31 31.3% 6.9%	15 25.4% 3.3%	22 37.3% 4.9%	31 33.0% 6.9%	19 34.5% 4.2%	29 35.4% 6.4%	20 40.8% 4.4%	9 27.3% 2.0%
I spend more time with my friends than I do with my family	191 13.0% 100.0%	39 14.4% 20.4%	10 18.9% 5.2%	9 7.3% 4.7%	10 10.9% 5.2%	15 15.2% 7.9%	8 13.3% 4.2%	6 10.2% 3.1%	15 16.1% 7.9%	11 20.0% 5.8%	8 9.8% 4.2%	6 12.5% 3.1%	5 14.7% 2.6%
Recognition													
I like it when companies or brands that I am loyal to recognize me for my loyalty	1077 72.6% 100.0%	208 76.2% 19.3%	44 83.0% 4.1%	100 79.4% 9.3%	73 80.2% 6.8%	73 73.7% 6.8%	48 80.0% 4.5%	47 79.7% 4.4%	60 64.5% 5.6%	43 78.2% 4.0%	63 75.9% 5.8%	40 81.6% 3.7%	24 72.7% 2.2%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	914 62.6% 100.0%	174 64.9% 19.0%	38 73.1% 4.2%	82 65.1% 9.0%	70 75.3% 7.7%	58 58.6% 6.3%	46 78.0% 5.0%	43 72.9% 4.7%	52 59.1% 5.7%	36 66.7% 3.9%	49 61.3% 5.4%	32 66.7% 3.5%	19 57.6% 2.1%
I like being rewarded by companies for my loyalty	1116 76.8% 100.0%	210 78.7% 18.8%	40 83.3% 3.6%	92 74.2% 8.2%	79 85.9% 7.1%	69 71.1% 6.2%	47 79.7% 4.2%	45 77.6% 4.0%	70 78.7% 6.3%	44 80.0% 3.9%	67 82.7% 6.0%	40 83.3% 3.6%	25 78.1% 2.2%
I think companies should take better care of their loyal customers	1120 75.6% 100.0%	210 77.5% 18.8%	47 88.7% 4.2%	98 77.8% 8.8%	75 80.6% 6.7%	75 75.8% 6.7%	55 91.7% 4.9%	48 82.8% 4.3%	68 73.9% 6.1%	44 80.0% 3.9%	63 75.9% 5.6%	41 83.7% 3.7%	26 76.5% 2.3%
Communication													
I like it when companies send me information about their products	738 49.9% 100.0%	129 47.6% 17.5%	22 41.5% 3.0%	58 46.4% 7.9%	50 53.8% 6.8%	51 51.5% 6.9%	33 56.9% 4.5%	31 53.4% 4.2%	46 50.5% 6.2%	33 60.0% 4.5%	49 59.0% 6.6%	29 59.2% 3.9%	20 58.8% 2.7%
I wish I knew more about the products I buy a lot of	451 30.3% 100.0%	71 26.0% 15.7%	18 34.0% 4.0%	35 27.8% 7.8%	36 38.7% 8.0%	28 28.0% 6.2%	20 33.3% 4.4%	25 42.4% 5.5%	25 26.9% 5.5%	25 45.5% 5.5%	30 36.1% 6.7%	16 32.7% 3.5%	7 20.6% 1.6%
I don't mind sharing information with companies if it will result in improved products or services	1077 72.5% 100.0%	197 72.4% 18.3%	42 79.2% 3.9%	90 71.4% 8.4%	65 69.1% 6.0%	68 68.0% 6.3%	48 80.0% 4.5%	42 71.2% 3.9%	67 72.8% 6.2%	44 80.0% 4.1%	67 81.7% 6.2%	39 79.6% 3.6%	23 67.6% 2.1%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Privacy is a big concern of mine	999 67.6% 100.0%	178 65.9% 17.8%	37 69.8% 3.7%	94 74.6% 9.4%	63 67.0% 6.3%	67 67.0% 6.7%	46 76.7% 4.6%	44 74.6% 4.4%	59 63.4% 5.9%	39 70.9% 3.9%	56 68.3% 5.6%	31 63.3% 3.1%	22 64.7% 2.2%
I like when I get offers for products or services through the mail	693 47.4% 100.0%	116 43.3% 16.7%	24 46.2% 3.5%	53 42.4% 7.6%	40 43.5% 5.8%	44 44.4% 6.3%	28 48.3% 4.0%	26 44.8% 3.8%	48 53.9% 6.9%	36 66.7% 5.2%	46 57.5% 6.6%	25 51.0% 3.6%	16 48.5% 2.3%
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	162 11.0% 100.0%	24 8.8% 14.8%	9 17.0% 5.6%	13 10.3% 8.0%	9 9.7% 5.6%	11 11.1% 6.8%	4 6.7% 2.5%	7 11.9% 4.3%	7 7.7% 4.3%	7 13.2% 4.3%	11 13.3% 6.8%	4 8.2% 2.5%	3 8.8% 1.9%
<u>Relationships</u>													
Relationships with manufacturers of products I buy a lot of are important to me	575 39.1% 100.0%	110 40.7% 19.1%	22 41.5% 3.8%	45 36.0% 7.8%	43 46.2% 7.5%	43 43.4% 7.5%	29 49.2% 5.0%	31 53.4% 5.4%	40 44.0% 7.0%	24 43.6% 4.2%	39 47.6% 6.8%	22 45.8% 3.8%	13 39.4% 2.3%
Relationships are important to me	1189 80.7% 100.0%	238 87.5% 20.0%	45 84.9% 3.8%	110 87.3% 9.3%	86 92.5% 7.2%	88 88.0% 7.4%	55 93.2% 4.6%	51 87.9% 4.3%	74 79.6% 6.2%	47 85.5% 4.0%	66 80.5% 5.6%	45 91.8% 3.8%	30 88.2% 2.5%
I like loyalty programs like frequent flyer or frequent shopper programs	693 46.5% 100.0%	136 49.8% 19.6%	30 56.6% 4.3%	67 53.2% 9.7%	53 57.0% 7.6%	58 58.0% 8.4%	30 50.0% 4.3%	27 45.8% 3.9%	39 41.9% 5.6%	28 50.9% 4.0%	36 43.4% 5.2%	31 63.3% 4.5%	17 50.0% 2.5%
Frequent buyer or savings club programs are a waste of my time	318 21.4% 100.0%	50 18.4% 15.7%	10 18.9% 3.1%	29 23.0% 9.1%	17 18.3% 5.3%	22 22.0% 6.9%	13 21.7% 4.1%	16 27.1% 5.0%	18 19.4% 5.7%	12 21.8% 3.8%	19 23.2% 6.0%	12 24.5% 3.8%	10 29.4% 3.1%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	542 36.6% 100.0%	81 29.9% 14.9%	25 47.2% 4.6%	38 30.2% 7.0%	34 36.6% 6.3%	27 27.0% 5.0%	20 33.3% 3.7%	22 37.3% 4.1%	35 38.0% 6.5%	20 36.4% 3.7%	34 41.0% 6.3%	18 36.7% 3.3%	12 35.3% 2.2%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Time Pressure/Allocation/Free Time													
It's a daily challenge for me to find time for both work and my personal life	333 22.9% 100.0%	57 21.3% 17.1%	8 15.4% 2.4%	28 22.4% 8.4%	18 19.4% 5.4%	20 20.4% 6.0%	11 18.6% 3.3%	8 13.6% 2.4%	21 23.6% 6.3%	22 41.5% 6.6%	25 31.3% 7.5%	8 16.7% 2.4%	5 15.6% 1.5%
I have difficulty juggling work and family demands	525 35.8% 100.0%	91 33.7% 17.3%	16 30.2% 3.0%	39 31.2% 7.4%	32 35.2% 6.1%	27 27.8% 5.1%	20 33.9% 3.8%	16 27.6% 3.0%	31 34.8% 5.9%	24 43.6% 4.6%	35 43.2% 6.7%	16 32.7% 3.0%	12 36.4% 2.3%
I have less leisure time than I used to	265 17.8% 100.0%	30 11.0% 11.3%	4 7.5% 1.5%	14 11.2% 5.3%	13 14.0% 4.9%	10 10.0% 3.8%	11 18.3% 4.2%	4 6.8% 1.5%	22 23.7% 8.3%	13 23.6% 4.9%	26 31.3% 9.8%	5 10.2% 1.9%	4 11.8% 1.5%
My lifestyle is hectic	238 16.2% 100.0%	23 8.5% 9.7%	4 7.5% 1.7%	13 10.3% 5.5%	11 11.8% 4.6%	13 13.0% 5.5%	6 10.0% 2.5%	3 5.2% 1.3%	14 15.1% 5.9%	10 18.2% 4.2%	26 32.1% 10.9%	5 10.2% 2.1%	4 11.8% 1.7%
My work requires me to work long hours	277 18.7% 100.0%	29 10.7% 10.5%	6 11.3% 2.2%	13 10.3% 4.7%	11 12.0% 4.0%	14 14.1% 5.1%	10 16.7% 3.6%	7 11.9% 2.5%	21 22.8% 7.6%	22 40.0% 7.9%	31 37.3% 11.2%	6 12.2% 2.2%	6 18.2% 2.2%
I'm so busy that when I do take time off, I really want to make my free time count	155 10.4% 100.0%	24 8.8% 15.5%	5 9.4% 3.2%	13 10.3% 8.4%	14 15.1% 9.0%	8 8.0% 5.2%	6 10.0% 3.9%	7 12.1% 4.5%	12 12.9% 7.7%	6 10.9% 3.9%	10 12.0% 6.5%	4 8.2% 2.6%	2 5.9% 1.3%
I spend most of my free time at home	147 10.1% 100.0%	36 13.5% 24.5%	10 19.2% 6.8%	12 9.6% 8.2%	10 10.8% 6.8%	13 13.3% 8.8%	3 5.1% 2.0%	1 1.7% 0.7%	8 9.0% 5.4%	7 13.2% 4.8%	4 5.1% 2.7%	3 6.1% 2.0%	6 18.8% 4.1%
I wish I had more time to spend with my friends	221 14.9% 100.0%	25 9.2% 11.3%	7 13.5% 3.2%	16 12.7% 7.2%	15 16.3% 6.8%	12 12.1% 5.4%	7 11.9% 3.2%	8 13.8% 3.6%	12 12.9% 5.4%	11 20.0% 5.0%	14 16.9% 6.3%	2 4.1% 0.9%	5 15.2% 2.3%
I spend most of my free time with my family	177 12.0% 100.0%	39 14.3% 22.0%	5 9.4% 2.8%	12 9.5% 6.8%	14 15.1% 7.9%	16 16.0% 9.0%	7 11.7% 4.0%	6 10.3% 3.4%	8 8.6% 4.5%	7 12.7% 4.0%	10 12.0% 5.6%	4 8.2% 2.3%	3 8.8% 1.7%
I frequently entertain guests at home	492 33.1% 100.0%	79 28.9% 16.1%	12 22.6% 2.4%	32 25.4% 6.5%	23 24.7% 4.7%	25 25.0% 5.1%	12 20.0% 2.4%	16 27.1% 3.3%	25 26.9% 5.1%	19 34.5% 3.9%	27 32.9% 5.5%	10 20.4% 2.0%	4 11.8% 0.8%
Success,Relationship, Optimism													
I consider myself highly successful	179 12.1% 100.0%	14 5.2% 7.8%	5 9.4% 2.8%	5 4.0% 2.8%	7 7.5% 3.9%	7 7.0% 3.9%	6 10.0% 3.4%	11 18.6% 6.1%	8 8.8% 4.5%	10 18.2% 5.6%	12 14.5% 6.7%	1 2.0% 0.6%	2 5.9% 1.1%
I'm more successful than most of the people I know	254 17.2% 100.0%	29 10.7% 11.4%	7 13.2% 2.8%	14 11.2% 5.5%	13 14.0% 5.1%	8 8.0% 3.1%	10 16.7% 3.9%	8 13.6% 3.1%	15 16.0% 5.9%	8 14.8% 3.1%	18 22.2% 7.1%	1 2.1% 0.4%	1 2.9% 0.4%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Achieving balance between work, family and social life is critical to my definition of success	87 6.0% 100.0%	11 4.1% 12.6%	1 1.9% 1.1%	2 1.6% 2.3%	3 3.3% 3.4%	2 2.0% 2.3%	3 5.1% 3.4%	1 1.7% 1.1%	4 4.5% 4.6%	5 9.3% 5.7%	8 10.0% 9.2%	1 2.0% 1.1%	1 3.0% 1.1%
I lead a healthy lifestyle	157 10.8% 100.0%	34 12.6% 21.7%	2 3.8% 1.3%	9 7.1% 5.7%	7 7.5% 4.5%	7 7.1% 4.5%	2 3.4% 1.3%	2 3.4% 1.3%	9 10.2% 5.7%	6 11.1% 3.8%	6 7.5% 3.8%	6 12.2% 3.8%	3 9.1% 1.9%
I believe it's more important for a wife to help her husbands career than to have one herself	958 65.3% 100.0%	194 71.6% 20.3%	33 62.3% 3.4%	82 65.6% 8.6%	64 69.6% 6.7%	66 66.7% 6.9%	43 71.7% 4.5%	44 74.6% 4.6%	58 63.0% 6.1%	36 67.9% 3.8%	48 60.8% 5.0%	29 59.2% 3.0%	23 67.6% 2.4%
I believe it's better for everyone involved if the woman takes care of the home and family	754 51.1% 100.0%	152 56.1% 20.2%	28 52.8% 3.7%	71 56.3% 9.4%	59 63.4% 7.8%	51 51.0% 6.8%	37 61.7% 4.9%	36 61.0% 4.8%	44 46.8% 5.8%	29 53.7% 3.8%	34 42.5% 4.5%	21 42.9% 2.8%	18 52.9% 2.4%
Being the best at my job is extremely important to me	34 2.3% 100.0%	5 1.8% 14.7%	2 3.8% 5.9%	1 0.8% 2.9%	2 2.2% 5.9%	0 0.0% 0.0%	2 3.3% 5.9%	1 1.7% 2.9%	3 3.2% 8.8%	0 0.0% 0.0%	3 3.6% 8.8%	0 0.0% 0.0%	0 0.0% 0.0%
I feel guilty that I don't spend enough time with my family	505 34.2% 100.0%	85 31.1% 16.8%	16 30.2% 3.2%	39 31.2% 7.7%	40 43.5% 7.9%	32 32.7% 6.3%	25 42.4% 5.0%	22 37.9% 4.4%	35 37.6% 6.9%	22 40.0% 4.4%	28 34.1% 5.5%	16 32.7% 3.2%	11 35.5% 2.2%
I approach each day optimistically	74 5.1% 100.0%	11 4.1% 14.9%	3 5.8% 4.1%	3 2.4% 4.1%	5 5.4% 6.8%	4 4.0% 5.4%	6 10.2% 8.1%	5 8.5% 6.8%	3 3.4% 4.1%	0 0.0% 0.0%	3 3.8% 4.1%	1 2.0% 1.4%	2 6.1% 2.7%
I try to find small victories every day	145 9.8% 100.0%	22 8.1% 15.2%	3 5.7% 2.1%	13 10.3% 9.0%	6 6.5% 4.1%	2 2.0% 1.4%	8 13.3% 5.5%	5 8.5% 3.4%	8 8.6% 5.5%	5 9.1% 3.4%	11 13.3% 7.6%	4 8.2% 2.8%	1 2.9% 0.7%
I'm extremely happy with my life	111 7.5% 100.0%	10 3.7% 9.0%	3 5.7% 2.7%	4 3.2% 3.6%	3 3.2% 2.7%	0 0.0% 0.0%	4 6.7% 3.6%	5 8.5% 4.5%	6 6.6% 5.4%	5 9.1% 4.5%	9 11.1% 8.1%	0 0.0% 0.0%	0 0.0% 0.0%
I enjoy spending money on my home	137 9.3% 100.0%	19 7.0% 13.9%	1 1.9% 0.7%	9 7.1% 6.6%	3 3.2% 2.2%	6 6.0% 4.4%	4 6.7% 2.9%	6 10.3% 4.4%	6 6.5% 4.4%	2 3.6% 1.5%	7 8.6% 5.1%	1 2.0% 0.7%	2 5.9% 1.5%
My home is my pride and joy	90 6.1% 100.0%	15 5.5% 16.7%	2 3.8% 2.2%	4 3.2% 4.4%	2 2.1% 2.2%	8 8.0% 8.9%	2 3.3% 2.2%	3 5.1% 3.3%	4 4.3% 4.4%	2 3.6% 2.2%	3 3.7% 3.3%	2 4.1% 2.2%	2 5.9% 2.2%
Having close friendships is critical to happiness	159 10.9% 100.0%	16 5.9% 10.1%	6 11.5% 3.8%	11 8.8% 6.9%	10 10.8% 6.3%	8 8.3% 5.0%	4 6.7% 2.5%	4 6.9% 2.5%	8 8.7% 5.0%	7 13.2% 4.4%	12 14.8% 7.5%	2 4.3% 1.3%	4 12.1% 2.5%
Having close family relationships is critical to happiness	59 4.1% 100.0%	7 2.6% 11.9%	2 3.9% 3.4%	1 0.8% 1.7%	4 4.3% 6.8%	1 1.0% 1.7%	5 8.5% 8.5%	1 1.7% 1.7%	5 5.7% 8.5%	3 5.6% 5.1%	5 6.3% 8.5%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I take time out to make the most of everyday special occasions	161 10.9% 100.0%	29 10.7% 18.0%	7 13.2% 4.3%	7 5.6% 4.3%	8 8.5% 5.0%	6 6.0% 3.7%	4 6.7% 2.5%	7 11.9% 4.3%	7 7.6% 4.3%	6 10.9% 3.7%	9 11.0% 5.6%	4 8.2% 2.5%	1 2.9% 0.6%
I frequently treat myself to some of lifes little luxuries	127 8.6% 100.0%	9 3.3% 7.1%	1 1.9% 0.8%	5 4.0% 3.9%	3 3.3% 2.4%	5 5.0% 3.9%	1 1.7% 0.8%	1 1.7% 0.8%	4 4.4% 3.1%	12 21.8% 9.4%	12 14.5% 9.4%	0 0.0% 0.0%	2 5.9% 1.6%
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	284 19.4% 100.0%	35 13.0% 12.3%	0 0.0% 0.0%	13 10.3% 4.6%	9 9.7% 3.2%	12 12.1% 4.2%	7 11.9% 2.5%	7 11.9% 2.5%	17 19.1% 6.0%	16 29.6% 5.6%	20 25.0% 7.0%	4 8.2% 1.4%	2 6.1% 0.7%
Having a strong relationship with my spouse is extremely important to me	12 1.1% 100.0%	1 0.5% 8.3%	0 0.0% 0.0%	1 1.0% 8.3%	1 1.5% 8.3%	4 5.6% 33.3%	0 0.0% 0.0%	1 2.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 8.3%	1 2.6% 8.3%	1 4.0% 8.3%
Being a good parent is extremely important to me	8 0.8% 100.0%	1 0.7% 12.5%	1 3.3% 12.5%	0 0.0% 0.0%	1 1.9% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 12.5%	0 0.0% 0.0%	1 1.9% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%
<u>Stylishness</u>													
Making sure I look my best at all times is very important to me	264 17.8% 100.0%	36 13.2% 13.6%	4 7.5% 1.5%	16 12.7% 6.1%	14 15.1% 5.3%	9 9.0% 3.4%	13 21.7% 4.9%	10 16.9% 3.8%	13 14.0% 4.9%	10 18.2% 3.8%	17 20.7% 6.4%	7 14.3% 2.7%	0 0.0% 0.0%
I consider myself to be very fashion conscious	517 34.8% 100.0%	76 28.0% 14.7%	14 26.4% 2.7%	30 23.8% 5.8%	27 29.3% 5.2%	17 17.0% 3.3%	19 31.7% 3.7%	21 35.6% 4.1%	32 34.0% 6.2%	18 32.7% 3.5%	30 36.1% 5.8%	11 22.4% 2.1%	3 9.1% 0.6%
What others think about me is very important	403 27.3% 100.0%	66 24.3% 16.4%	14 26.4% 3.5%	35 27.8% 8.7%	23 25.0% 5.7%	25 25.3% 6.2%	20 33.9% 5.0%	11 18.6% 2.7%	19 20.4% 4.7%	19 34.5% 4.7%	29 34.9% 7.2%	9 18.4% 2.2%	9 27.3% 2.2%
I am completely satisfied with my physical appearance	278 19.0% 100.0%	65 24.3% 23.4%	14 27.5% 5.0%	20 15.9% 7.2%	23 24.7% 8.3%	22 22.2% 7.9%	9 15.3% 3.2%	13 22.0% 4.7%	22 25.0% 7.9%	8 14.8% 2.9%	17 21.3% 6.1%	7 14.6% 2.5%	7 21.2% 2.5%
I like to go to the latest movies	554 37.3% 100.0%	79 29.0% 14.3%	18 34.0% 3.2%	42 33.3% 7.6%	27 29.0% 4.9%	21 21.0% 3.8%	21 35.0% 3.8%	19 32.2% 3.4%	34 37.0% 6.1%	25 45.5% 4.5%	37 44.6% 6.7%	14 28.6% 2.5%	7 20.6% 1.3%
I like to discover new and different places to go	107 7.2% 100.0%	15 5.5% 14.0%	3 5.7% 2.8%	5 4.0% 4.7%	7 7.6% 6.5%	6 6.0% 5.6%	1 1.7% 0.9%	2 3.4% 1.9%	9 9.9% 8.4%	8 14.5% 7.5%	11 13.3% 10.3%	3 6.1% 2.8%	2 5.9% 1.9%
I like to go to the most popular restaurants and bars	485 32.8% 100.0%	61 22.6% 12.6%	20 37.7% 4.1%	31 24.8% 6.4%	22 23.7% 4.5%	20 20.0% 4.1%	18 30.0% 3.7%	18 30.5% 3.7%	32 35.2% 6.6%	23 42.6% 4.7%	36 43.4% 7.4%	10 20.4% 2.1%	5 14.7% 1.0%
I am comfortable being separate from the crowd	43 3.0% 100.0%	6 2.3% 14.0%	2 3.8% 4.7%	3 2.4% 7.0%	3 3.2% 7.0%	1 1.0% 2.3%	3 5.2% 7.0%	2 3.4% 4.7%	3 3.4% 7.0%	2 3.7% 4.7%	4 4.9% 9.3%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Self-Image													
I am more confident in myself than most people	80 5.4% 100.0%	4 1.5% 5.0%	1 1.9% 1.3%	1 0.8% 1.3%	2 2.2% 2.5%	1 1.0% 1.3%	1 1.7% 1.3%	3 5.1% 3.8%	2 2.2% 2.5%	1 1.8% 1.3%	7 8.4% 8.8%	0 0.0% 0.0%	0 0.0% 0.0%
I have a better sense of humor than most people	50 3.4% 100.0%	1 0.4% 2.0%	0 0.0% 0.0%	3 2.4% 6.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.4% 4.0%	0 0.0% 0.0%	1 1.1% 2.0%	3 5.8% 6.0%	5 6.5% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%
I am more open-minded than most people	104 7.1% 100.0%	15 5.6% 14.4%	3 5.8% 2.9%	8 6.5% 7.7%	7 7.5% 6.7%	8 8.1% 7.7%	5 8.6% 4.8%	2 3.4% 1.9%	4 4.4% 3.8%	4 7.3% 3.8%	5 6.1% 4.8%	3 6.1% 2.9%	2 6.1% 1.9%
I do not like pretentious people	51 3.5% 100.0%	6 2.3% 11.8%	0 0.0% 0.0%	3 2.4% 5.9%	4 4.4% 7.8%	4 4.0% 7.8%	2 3.4% 3.9%	2 3.4% 3.9%	2 2.3% 3.9%	4 7.5% 7.8%	5 6.6% 9.8%	1 2.1% 2.0%	1 3.0% 2.0%
General Price/Value/Budget Challenge													
It's worth it to me to spend extra for the best quality	58 3.9% 100.0%	4 1.5% 6.9%	3 5.7% 5.2%	4 3.2% 6.9%	5 5.4% 8.6%	2 2.0% 3.4%	4 6.7% 6.9%	4 6.8% 6.9%	2 2.2% 3.4%	4 7.3% 6.9%	7 8.4% 12.1%	0 0.0% 0.0%	0 0.0% 0.0%
Once I find a brand that satisfies me, I usually don't experiment with new ones	172 11.7% 100.0%	32 11.9% 18.6%	7 13.7% 4.1%	19 15.2% 11.0%	11 12.2% 6.4%	16 16.3% 9.3%	17 28.8% 9.9%	14 24.1% 8.1%	12 13.3% 7.0%	9 17.0% 5.2%	17 20.5% 9.9%	4 8.3% 2.3%	8 25.8% 4.7%
I can't afford all the luxuries of life	152 10.2% 100.0%	31 11.4% 20.4%	6 11.3% 3.9%	18 14.3% 11.8%	14 15.1% 9.2%	14 14.0% 9.2%	12 20.0% 7.9%	7 11.9% 4.6%	10 10.8% 6.6%	3 5.5% 2.0%	11 13.3% 7.2%	7 14.3% 4.6%	3 8.8% 2.0%
I usually shop around to find the best price	122 8.2% 100.0%	30 11.0% 24.6%	7 13.2% 5.7%	11 8.7% 9.0%	9 9.7% 7.4%	8 8.0% 6.6%	4 6.7% 3.3%	0 0.0% 0.0%	8 8.6% 6.6%	1 1.9% 0.8%	9 11.0% 7.4%	4 8.2% 3.3%	4 11.8% 3.3%
Adventure Sought													
I'm much more adventurous than most people I know	215 14.5% 100.0%	26 9.6% 12.1%	4 7.5% 1.9%	10 7.9% 4.7%	13 14.0% 6.0%	9 9.0% 4.2%	6 10.0% 2.8%	7 12.1% 3.3%	14 15.6% 6.5%	8 14.5% 3.7%	17 21.0% 7.9%	3 6.1% 1.4%	3 8.8% 1.4%
I enjoy taking risks	266 17.9% 100.0%	32 11.7% 12.0%	6 11.3% 2.3%	11 8.7% 4.1%	15 16.1% 5.6%	6 6.0% 2.3%	9 15.0% 3.4%	10 16.9% 3.8%	16 17.2% 6.0%	17 30.9% 6.4%	21 25.3% 7.9%	2 4.1% 0.8%	1 2.9% 0.4%
I wish I had more adventure in my life	256 17.5% 100.0%	48 18.0% 18.8%	9 17.0% 3.5%	25 20.0% 9.8%	25 26.9% 9.8%	23 23.5% 9.0%	12 20.0% 4.7%	7 12.1% 2.7%	11 12.1% 4.3%	8 14.8% 3.1%	15 18.3% 5.9%	8 16.3% 3.1%	8 23.5% 3.1%
I'm not really interested in adventure, I prefer to take it easy in my free time	412 27.9% 100.0%	86 31.9% 20.9%	21 39.6% 5.1%	48 38.1% 11.7%	26 28.0% 6.3%	38 38.4% 9.2%	16 26.7% 3.9%	18 31.0% 4.4%	23 25.3% 5.6%	17 31.5% 4.1%	24 29.3% 5.8%	10 20.8% 2.4%	13 39.4% 3.2%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Shopping													
I hate to shop	466 31.4% 100.0%	100 36.8% 21.5%	15 28.8% 3.2%	47 37.6% 10.1%	35 37.6% 7.5%	38 38.0% 8.2%	18 30.0% 3.9%	15 25.4% 3.2%	31 33.7% 6.7%	14 25.5% 3.0%	23 28.0% 4.9%	15 31.3% 3.2%	10 29.4% 2.1%
I love catalogs	321 21.7% 100.0%	50 18.5% 15.6%	4 7.5% 1.2%	24 19.0% 7.5%	16 17.0% 5.0%	14 14.1% 4.4%	9 15.0% 2.8%	7 11.9% 2.2%	20 22.0% 6.2%	12 21.8% 3.7%	20 24.7% 6.2%	6 12.2% 1.9%	4 11.8% 1.2%
I love to shop for products that personally interest me	87 5.9% 100.0%	8 2.9% 9.2%	0 0.0% 0.0%	3 2.4% 3.4%	3 3.2% 3.4%	2 2.0% 2.3%	2 3.4% 2.3%	3 5.1% 3.4%	11 12.0% 12.6%	3 5.5% 3.4%	4 5.0% 4.6%	1 2.0% 1.1%	0 0.0% 0.0%
When I shop, I'm extremely focused	145 9.9% 100.0%	24 9.0% 16.6%	4 7.7% 2.8%	12 9.6% 8.3%	11 11.8% 7.6%	11 11.2% 7.6%	3 5.1% 2.1%	7 12.1% 4.8%	6 6.7% 4.1%	10 18.5% 6.9%	11 13.8% 7.6%	2 4.1% 1.4%	2 6.1% 1.4%
I rarely buy things on impulse	280 19.0% 100.0%	77 28.5% 27.5%	12 23.1% 4.3%	33 26.4% 11.8%	18 19.1% 6.4%	23 23.2% 8.2%	11 18.3% 3.9%	10 16.9% 3.6%	18 19.8% 6.4%	6 10.9% 2.1%	9 11.3% 3.2%	15 30.6% 5.4%	8 24.2% 2.9%
I prefer stores that offer expert advice and assistance	80 5.4% 100.0%	9 3.3% 11.3%	2 3.8% 2.5%	3 2.4% 3.8%	4 4.3% 5.0%	2 2.0% 2.5%	2 3.3% 2.5%	2 3.4% 2.5%	5 5.4% 6.3%	1 1.8% 1.3%	6 7.2% 7.5%	1 2.0% 1.3%	0 0.0% 0.0%
I prefer stores that offer the lowest prices	68 4.6% 100.0%	21 7.8% 30.9%	5 9.6% 7.4%	14 11.2% 20.6%	11 11.7% 16.2%	13 13.1% 19.1%	1 1.7% 1.5%	2 3.4% 2.9%	6 6.6% 8.8%	0 0.0% 0.0%	3 3.8% 4.4%	1 2.1% 1.5%	5 15.2% 7.4%
It's worth it to pay a little extra when a store offers good service	57 3.8% 100.0%	2 0.7% 3.5%	1 1.9% 1.8%	3 2.4% 5.3%	1 1.1% 1.8%	1 1.0% 1.8%	2 3.3% 3.5%	3 5.1% 5.3%	2 2.2% 3.5%	6 10.9% 10.5%	6 7.3% 10.5%	0 0.0% 0.0%	0 0.0% 0.0%
I prefer catalog shopping vs. going to a store	637 43.8% 100.0%	120 44.8% 18.8%	22 42.3% 3.5%	52 41.3% 8.2%	33 35.5% 5.2%	42 42.4% 6.6%	22 37.3% 3.5%	23 39.7% 3.6%	37 42.0% 5.8%	26 49.1% 4.1%	33 42.3% 5.2%	18 36.7% 2.8%	7 21.2% 1.1%
When I shop, I like to get in and get out as quickly as possible	93 6.4% 100.0%	19 7.1% 20.4%	5 9.6% 5.4%	11 8.7% 11.8%	10 10.8% 10.8%	14 14.1% 15.1%	5 8.5% 5.4%	7 11.9% 7.5%	8 9.1% 8.6%	6 11.1% 6.5%	7 8.9% 7.5%	6 12.2% 6.5%	4 12.1% 4.3%
Shopping by catalog is too expensive to do regularly	365 24.8% 100.0%	80 29.4% 21.9%	17 32.1% 4.7%	41 32.5% 11.2%	33 35.1% 9.0%	29 29.0% 7.9%	17 28.3% 4.7%	19 32.2% 5.2%	26 28.3% 7.1%	10 18.9% 2.7%	16 20.5% 4.4%	12 24.5% 3.3%	15 44.1% 4.1%
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	161 10.9% 100.0%	26 9.6% 16.1%	8 15.1% 5.0%	9 7.1% 5.6%	10 10.6% 6.2%	8 8.0% 5.0%	9 15.0% 5.6%	3 5.1% 1.9%	11 12.0% 6.8%	7 12.7% 4.3%	9 11.0% 5.6%	2 4.1% 1.2%	2 5.9% 1.2%
I like shopping online	853 61.2% 100.0%	137 52.9% 16.1%	29 58.0% 3.4%	57 47.1% 6.7%	46 51.1% 5.4%	48 49.5% 5.6%	30 51.7% 3.5%	30 51.7% 3.5%	52 62.7% 6.1%	39 75.0% 4.6%	51 69.9% 6.0%	19 39.6% 2.2%	9 28.1% 1.1%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Male Bonding Desire													
I wish there were more places to go that were primarily for men	582 39.2% 100.0%	103 37.9% 17.7%	15 28.8% 2.6%	42 33.3% 7.2%	35 37.6% 6.0%	35 35.0% 6.0%	22 37.3% 3.8%	15 25.9% 2.6%	49 52.1% 8.4%	27 49.1% 4.6%	36 43.9% 6.2%	17 35.4% 2.9%	10 30.3% 1.7%
I wish I were able to spend more time with my male friends	296 20.3% 100.0%	34 12.7% 11.5%	7 13.5% 2.4%	20 15.9% 6.8%	18 19.4% 6.1%	19 19.2% 6.4%	6 10.2% 2.0%	7 11.9% 2.4%	18 20.7% 6.1%	16 29.6% 5.4%	23 28.4% 7.8%	7 14.6% 2.4%	5 15.2% 1.7%
With all my other commitments, I don't spend as much time with my friends as I'd like to	267 18.0% 100.0%	39 14.4% 14.6%	8 15.1% 3.0%	22 17.9% 8.2%	16 17.2% 6.0%	14 14.1% 5.2%	12 20.3% 4.5%	10 16.9% 3.7%	14 14.9% 5.2%	11 20.0% 4.1%	18 22.0% 6.7%	4 8.2% 1.5%	4 12.1% 1.5%
I spend more time with my friends than I do with my family	910 62.2% 100.0%	164 60.7% 18.0%	25 47.2% 2.7%	77 62.1% 8.5%	56 60.9% 6.2%	57 57.6% 6.3%	37 61.7% 4.1%	40 67.8% 4.4%	57 61.3% 6.3%	33 60.0% 3.6%	51 62.2% 5.6%	32 66.7% 3.5%	18 52.9% 2.0%
Recognition													
I like it when companies or brands that I am loyal to recognize me for my loyalty	46 3.1% 100.0%	5 1.8% 10.9%	1 1.9% 2.2%	2 1.6% 4.3%	2 2.2% 4.3%	1 1.0% 2.2%	1 1.7% 2.2%	0 0.0% 0.0%	1 1.1% 2.2%	0 0.0% 0.0%	3 3.6% 6.5%	0 0.0% 0.0%	0 0.0% 0.0%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	68 4.7% 100.0%	8 3.0% 11.8%	2 3.8% 2.9%	2 1.6% 2.9%	3 3.2% 4.4%	6 6.1% 8.8%	2 3.4% 2.9%	3 5.1% 4.4%	5 5.7% 7.4%	5 9.3% 7.4%	7 8.8% 10.3%	0 0.0% 0.0%	3 9.1% 4.4%
I like being rewarded by companies for my loyalty	38 2.6% 100.0%	2 0.7% 5.3%	1 2.1% 2.6%	1 0.8% 2.6%	1 1.1% 2.6%	4 4.1% 10.5%	1 1.7% 2.6%	4 6.9% 10.5%	0 0.0% 0.0%	1 1.8% 2.6%	3 3.7% 7.9%	1 2.1% 2.6%	0 0.0% 0.0%
I think companies should take better care of their loyal customers	27 1.8% 100.0%	2 0.7% 7.4%	1 1.9% 3.7%	2 1.6% 7.4%	3 3.2% 11.1%	1 1.0% 3.7%	1 1.7% 3.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.6% 7.4%	3 3.6% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%
Communication													
I like it when companies send me information about their products	109 7.4% 100.0%	21 7.7% 19.3%	5 9.4% 4.6%	11 8.8% 10.1%	8 8.6% 7.3%	8 8.1% 7.3%	4 6.9% 3.7%	6 10.3% 5.5%	2 2.2% 1.8%	1 1.8% 0.9%	9 10.8% 8.3%	2 4.1% 1.8%	3 8.8% 2.8%
I wish I knew more about the products I buy a lot of	193 13.0% 100.0%	35 12.8% 18.1%	7 13.2% 3.6%	23 18.3% 11.9%	18 19.4% 9.3%	13 13.0% 6.7%	10 16.7% 5.2%	7 11.9% 3.6%	12 12.9% 6.2%	5 9.1% 2.6%	11 13.3% 5.7%	4 8.2% 2.1%	5 14.7% 2.6%
I don't mind sharing information with companies if it will result in improved products or services	46 3.1% 100.0%	11 4.0% 23.9%	4 7.5% 8.7%	2 1.6% 4.3%	6 6.4% 13.0%	5 5.0% 10.9%	1 1.7% 2.2%	4 6.8% 8.7%	2 2.2% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 2.2%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Privacy is a big concern of mine	62 4.2% 100.0%	6 2.2% 9.7%	1 1.9% 1.6%	4 3.2% 6.5%	5 5.3% 8.1%	4 4.0% 6.5%	0 0.0% 0.0%	1 1.7% 1.6%	3 3.2% 4.8%	1 1.8% 1.6%	1 1.2% 1.6%	1 2.0% 1.6%	0 0.0% 0.0%
I like when I get offers for products or services through the mail	151 10.3% 100.0%	25 9.3% 16.6%	9 17.3% 6.0%	12 9.6% 7.9%	13 14.1% 8.6%	12 12.1% 7.9%	5 8.6% 3.3%	6 10.3% 4.0%	7 7.9% 4.6%	4 7.4% 2.6%	5 6.3% 3.3%	2 4.1% 1.3%	1 3.0% 0.7%
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	647 43.8% 100.0%	124 45.6% 19.2%	28 52.8% 4.3%	68 54.0% 10.5%	46 49.5% 7.1%	48 48.5% 7.4%	36 60.0% 5.6%	29 49.2% 4.5%	41 45.1% 6.3%	22 41.5% 3.4%	38 45.8% 5.9%	26 53.1% 4.0%	16 47.1% 2.5%
<u>Relationships</u>													
Relationships with manufacturers of products I buy a lot of are important to me	140 9.5% 100.0%	27 10.0% 19.3%	6 11.3% 4.3%	7 5.6% 5.0%	5 5.4% 3.6%	10 10.1% 7.1%	3 5.1% 2.1%	5 8.6% 3.6%	4 4.4% 2.9%	7 12.7% 5.0%	6 7.3% 4.3%	2 4.2% 1.4%	3 9.1% 2.1%
Relationships are important to me	32 2.2% 100.0%	4 1.5% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 3.1%	3 3.2% 9.4%	0 0.0% 0.0%	1 1.2% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%
I like loyalty programs like frequent flyer or frequent shopper programs	182 12.2% 100.0%	24 8.8% 13.2%	6 11.3% 3.3%	13 10.3% 7.1%	10 10.8% 5.5%	7 7.0% 3.8%	8 13.3% 4.4%	7 11.9% 3.8%	8 8.6% 4.4%	4 7.3% 2.2%	15 18.1% 8.2%	3 6.1% 1.6%	1 2.9% 0.5%
Frequent buyer or savings club programs are a waste of my time	550 37.0% 100.0%	110 40.4% 20.0%	20 37.7% 3.6%	54 42.9% 9.8%	37 39.8% 6.7%	36 36.0% 6.5%	27 45.0% 4.9%	22 37.3% 4.0%	30 32.3% 5.5%	22 40.0% 4.0%	31 37.8% 5.6%	20 40.8% 3.6%	9 26.5% 1.6%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	189 12.8% 100.0%	36 13.3% 19.0%	4 7.5% 2.1%	17 13.5% 9.0%	16 17.2% 8.5%	14 14.0% 7.4%	8 13.3% 4.2%	6 10.2% 3.2%	14 15.2% 7.4%	7 12.7% 3.7%	10 12.0% 5.3%	8 16.3% 4.2%	3 8.8% 1.6%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Time Pressure/Allocation/Free Time													
It's a daily challenge for me to find time for both work and my personal life													
Mean	3.72	3.87	4.06	3.94	3.74	3.78	3.90	4.19	3.70	3.17	3.64	4.00	3.78
Std. Dev.	1.501	1.477	1.434	1.480	1.413	1.496	1.423	1.491	1.555	1.541	1.671	1.429	1.453
Std. Err.	0.039	0.090	0.199	0.132	0.147	0.151	0.185	0.194	0.165	0.212	0.187	0.206	0.257
I have difficulty juggling work and family demands													
Mean	3.14	3.27	3.45	3.19	3.16	3.34	2.90	3.45	3.12	3.07	2.98	3.29	3.15
Std. Dev.	1.448	1.408	1.422	1.401	1.522	1.338	1.282	1.429	1.405	1.676	1.541	1.339	1.417
Std. Err.	0.038	0.086	0.195	0.125	0.160	0.136	0.167	0.188	0.149	0.226	0.171	0.191	0.247
I have less leisure time than I used to													
Mean	4.20	4.47	4.68	4.52	4.39	4.39	4.25	4.61	4.03	3.82	3.67	4.49	4.24
Std. Dev.	1.590	1.422	1.356	1.446	1.511	1.421	1.503	1.339	1.632	1.645	1.802	1.416	1.458
Std. Err.	0.041	0.086	0.186	0.129	0.157	0.142	0.194	0.174	0.169	0.222	0.198	0.202	0.250
My lifestyle is hectic													
Mean	4.01	4.23	4.36	4.26	4.22	4.08	4.08	4.33	3.83	4.00	3.40	4.10	4.21
Std. Dev.	1.437	1.242	1.331	1.285	1.318	1.361	1.279	1.248	1.372	1.610	1.610	1.279	1.591
Std. Err.	0.037	0.075	0.183	0.114	0.137	0.136	0.165	0.164	0.142	0.217	0.179	0.183	0.273
My work requires me to work long hours													
Mean	4.18	4.64	4.75	4.60	4.47	4.44	4.12	4.42	4.05	3.55	3.53	4.53	4.36
Std. Dev.	1.654	1.459	1.518	1.432	1.544	1.599	1.574	1.589	1.693	1.998	1.889	1.487	1.692
Std. Err.	0.043	0.088	0.209	0.128	0.161	0.161	0.203	0.207	0.176	0.269	0.207	0.212	0.295
I'm so busy that when I do take time off, I really want to make my free time count													
Mean	4.52	4.70	4.85	4.79	4.56	4.78	4.83	4.64	4.42	4.56	4.41	4.80	4.59
Std. Dev.	1.378	1.338	1.433	1.335	1.528	1.276	1.380	1.435	1.386	1.398	1.457	1.224	1.373
Std. Err.	0.036	0.081	0.197	0.119	0.158	0.128	0.178	0.188	0.144	0.188	0.160	0.175	0.236
I spend most of my free time at home													
Mean	4.49	4.21	4.04	4.43	4.49	4.19	4.53	4.71	4.52	4.43	4.78	4.78	4.06
Std. Dev.	1.331	1.331	1.468	1.234	1.212	1.265	1.209	0.948	1.179	1.308	1.147	1.104	1.413
Std. Err.	0.035	0.082	0.204	0.110	0.126	0.128	0.157	0.123	0.125	0.180	0.130	0.158	0.250
I wish I had more time to spend with my friends													
Mean	3.88	4.05	4.15	3.95	3.98	3.93	4.15	4.09	3.94	3.73	3.89	4.20	3.58
Std. Dev.	1.313	1.169	1.304	1.232	1.359	1.154	1.243	1.288	1.301	1.340	1.440	0.979	1.200
Std. Err.	0.034	0.071	0.181	0.110	0.142	0.116	0.162	0.169	0.135	0.181	0.158	0.140	0.209
I spend most of my free time with my family													
Mean	4.41	4.27	4.40	4.55	4.37	4.27	4.50	4.43	4.39	4.36	4.36	4.80	4.41
Std. Dev.	1.425	1.412	1.378	1.294	1.420	1.399	1.347	1.326	1.376	1.568	1.411	1.190	1.282

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GC 018433

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.037	0.085	0.189	0.115	0.147	0.140	0.174	0.174	0.143	0.211	0.155	0.170	0.220
I frequently entertain guests at home													
Mean	3.32	3.46	3.68	3.66	3.56	3.71	3.77	3.41	3.38	3.55	3.29	3.71	3.97
Std. Dev.	1.495	1.452	1.438	1.426	1.521	1.395	1.430	1.428	1.334	1.653	1.629	1.258	1.243
Std. Err.	0.039	0.088	0.198	0.127	0.158	0.139	0.185	0.186	0.138	0.223	0.180	0.180	0.213
Success,Relationship, Optimism													
I consider myself highly successful													
Mean	4.02	4.33	4.23	4.47	4.42	4.38	4.33	4.07	4.14	3.95	3.78	4.31	4.59
Std. Dev.	1.237	1.081	1.250	1.074	1.236	1.117	1.244	1.375	1.216	1.458	1.371	0.918	1.234
Std. Err.	0.032	0.066	0.172	0.096	0.128	0.112	0.161	0.179	0.128	0.197	0.150	0.131	0.212
I'm more successful than most of the people I know													
Mean	3.68	4.01	4.11	3.94	4.04	4.14	3.82	4.00	3.74	3.63	3.47	4.25	4.41
Std. Dev.	1.277	1.143	1.340	1.233	1.310	1.064	1.396	1.287	1.235	1.186	1.324	1.021	0.925
Std. Err.	0.033	0.069	0.184	0.110	0.136	0.106	0.180	0.167	0.127	0.161	0.147	0.147	0.159
Achieving balance between work, family and social life is critical to my definition of success													
Mean	4.74	4.91	4.98	5.15	4.99	4.94	4.86	5.07	4.85	4.63	4.43	4.88	4.97
Std. Dev.	1.250	1.151	1.180	0.980	1.114	1.058	1.210	1.096	1.227	1.350	1.412	1.073	1.075
Std. Err.	0.033	0.070	0.164	0.087	0.116	0.106	0.158	0.143	0.131	0.184	0.158	0.153	0.187
I lead a healthy lifestyle													
Mean	4.10	4.07	4.10	4.41	4.25	4.17	4.22	4.42	4.15	4.24	4.25	4.18	4.24
Std. Dev.	1.200	1.192	0.975	1.126	1.148	1.116	1.146	0.969	1.045	1.273	1.217	1.253	1.119
Std. Err.	0.031	0.073	0.135	0.100	0.119	0.112	0.149	0.126	0.111	0.173	0.136	0.179	0.195
I believe it's more important for a wife to help her husbands career than to have one herself													
Mean	2.20	1.97	2.19	2.15	1.98	2.05	2.07	2.15	2.25	2.19	2.47	2.29	2.03
Std. Dev.	1.419	1.226	1.374	1.397	1.213	1.312	1.326	1.585	1.339	1.481	1.640	1.275	1.314
Std. Err.	0.037	0.074	0.189	0.125	0.126	0.132	0.171	0.206	0.140	0.203	0.184	0.182	0.225
I believe it's better for everyone involved if the woman takes care of the home and family													
Mean	2.82	2.62	2.68	2.59	2.31	2.75	2.27	2.61	2.93	2.74	3.21	2.96	2.68
Std. Dev.	1.683	1.601	1.696	1.601	1.539	1.546	1.425	1.781	1.724	1.761	1.833	1.670	1.718
Std. Err.	0.044	0.097	0.233	0.143	0.160	0.155	0.184	0.232	0.178	0.240	0.205	0.239	0.295
Being the best at my job is extremely important to me													
Mean	5.22	5.27	5.30	5.32	5.37	5.41	5.28	5.10	5.18	5.49	5.22	5.43	5.50
Std. Dev.	0.984	0.902	1.067	0.816	0.964	0.830	1.059	0.995	1.047	0.690	1.148	0.677	0.749
Std. Err.	0.026	0.055	0.147	0.073	0.100	0.083	0.137	0.130	0.108	0.093	0.126	0.097	0.128

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Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
I feel guilty that I don't spend enough time with my family													
Mean	3.28	3.31	3.49	3.37	3.18	3.33	3.08	3.40	3.14	3.13	3.28	3.41	3.29
Std. Dev.	1.570	1.470	1.489	1.558	1.596	1.552	1.568	1.622	1.536	1.775	1.680	1.513	1.637
Std. Err.	0.041	0.089	0.204	0.139	0.166	0.157	0.204	0.213	0.159	0.239	0.185	0.216	0.294
I approach each day optimistically													
Mean	4.64	4.69	4.73	5.03	4.80	4.87	4.68	4.75	4.70	4.83	4.72	4.88	5.00
Std. Dev.	1.128	1.053	1.140	0.941	1.160	1.075	1.306	1.281	0.973	0.841	1.067	0.857	1.173
Std. Err.	0.030	0.064	0.158	0.084	0.121	0.108	0.170	0.167	0.104	0.114	0.119	0.122	0.204
I try to find small victories every day													
Mean	4.23	4.29	4.55	4.36	4.61	4.65	4.37	4.58	4.24	4.38	4.20	4.29	4.65
Std. Dev.	1.253	1.200	1.102	1.287	1.198	1.013	1.327	1.192	1.246	1.381	1.429	1.173	1.125
Std. Err.	0.032	0.073	0.151	0.115	0.124	0.102	0.171	0.155	0.129	0.186	0.157	0.168	0.193
I'm extremely happy with my life													
Mean	4.60	4.71	4.64	4.95	5.03	4.94	4.67	4.56	4.66	4.53	4.38	4.78	5.03
Std. Dev.	1.212	1.021	1.002	0.945	1.005	0.814	1.203	1.103	1.147	1.303	1.384	0.823	0.870
Std. Err.	0.032	0.062	0.138	0.084	0.104	0.081	0.155	0.144	0.120	0.176	0.154	0.118	0.149
I enjoy spending money on my home													
Mean	4.29	4.36	4.77	4.52	4.46	4.36	4.53	4.43	4.37	4.49	4.44	4.51	4.56
Std. Dev.	1.247	1.165	1.086	1.151	1.012	1.150	1.214	1.156	1.076	0.998	1.332	1.003	1.186
Std. Err.	0.033	0.071	0.149	0.102	0.104	0.115	0.157	0.152	0.112	0.135	0.148	0.143	0.203
My home is my pride and joy													
Mean	4.50	4.49	4.64	4.53	4.68	4.40	4.60	4.53	4.64	4.67	4.87	4.67	4.56
Std. Dev.	1.216	1.148	1.128	1.041	1.080	1.255	1.123	1.120	1.154	1.263	1.205	0.987	1.186
Std. Err.	0.032	0.070	0.155	0.093	0.111	0.126	0.145	0.146	0.120	0.170	0.133	0.141	0.203
Having close friendships is critical to happiness													
Mean	4.52	4.85	4.73	4.82	4.74	4.89	4.88	4.62	4.72	4.45	4.31	4.96	4.85
Std. Dev.	1.378	1.179	1.359	1.277	1.268	1.264	1.180	1.226	1.312	1.408	1.472	1.053	1.439
Std. Err.	0.036	0.072	0.188	0.114	0.131	0.129	0.152	0.161	0.137	0.193	0.164	0.155	0.250
Having close family relationships is critical to happiness													
Mean	5.03	5.03	4.94	5.27	5.22	5.16	5.03	5.17	4.94	5.09	5.06	5.31	5.18
Std. Dev.	1.127	1.076	1.156	0.975	1.031	0.927	1.159	0.874	1.204	1.154	1.246	0.719	0.983
Std. Err.	0.030	0.066	0.162	0.087	0.107	0.094	0.151	0.114	0.129	0.157	0.139	0.104	0.171
I take time out to make the most of everyday special occasions													
Mean	4.03	3.98	4.08	4.24	4.16	4.17	4.20	4.03	4.03	4.13	4.28	3.94	4.26
Std. Dev.	1.179	1.112	1.174	1.054	1.030	0.995	1.102	1.144	1.074	1.218	1.336	1.049	0.931
Std. Err.	0.031	0.067	0.161	0.094	0.106	0.100	0.142	0.149	0.112	0.164	0.148	0.150	0.160

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Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
I frequently treat myself to some of lifes little luxuries													
Mean	4.42	4.69	5.08	4.95	4.78	4.80	4.88	4.83	4.59	3.87	4.18	4.67	4.91
Std. Dev.	1.240	1.034	0.997	1.015	0.993	1.054	0.911	1.045	1.115	1.454	1.466	0.875	1.111
Std. Err.	0.032	0.063	0.137	0.091	0.103	0.105	0.119	0.137	0.117	0.196	0.161	0.125	0.191
Compared to most people I know, I tend to indulge myself more in some of the finer things in life													
Mean	3.84	4.18	4.69	4.25	4.24	4.23	4.32	4.34	3.78	3.24	3.65	4.31	4.52
Std. Dev.	1.401	1.230	0.853	1.184	1.210	1.211	1.224	1.240	1.355	1.466	1.485	1.084	1.149
Std. Err.	0.037	0.075	0.118	0.106	0.126	0.122	0.159	0.161	0.144	0.199	0.166	0.155	0.200
Having a strong relationship with my spouse is extremely important to me													
Mean	5.72	5.85	5.97	5.78	5.82	5.56	5.87	5.70	5.83	5.72	5.72	5.74	5.56
Std. Dev.	0.756	0.505	0.169	0.684	0.700	1.137	0.505	0.886	0.555	0.751	0.812	0.860	1.193
Std. Err.	0.023	0.037	0.029	0.070	0.086	0.134	0.075	0.125	0.070	0.119	0.107	0.140	0.239
Being a good parent is extremely important to me													
Mean	5.66	5.74	5.57	5.85	5.78	5.83	5.91	5.64	5.47	5.70	5.63	5.74	5.83
Std. Dev.	0.749	0.662	1.040	0.471	0.664	0.423	0.288	0.628	1.040	0.571	0.875	0.611	0.388
Std. Err.	0.024	0.054	0.190	0.050	0.090	0.053	0.049	0.101	0.135	0.094	0.119	0.103	0.081
Stylishness													
Making sure I look my best at all times is very important to me													
Mean	3.90	4.03	4.30	4.08	4.02	4.28	3.75	3.81	4.05	4.11	3.83	3.98	4.59
Std. Dev.	1.385	1.256	1.170	1.275	1.327	1.215	1.422	1.306	1.219	1.449	1.497	1.299	1.131
Std. Err.	0.036	0.076	0.161	0.114	0.138	0.122	0.184	0.170	0.126	0.195	0.165	0.186	0.194
I consider myself to be very fashion conscious													
Mean	3.12	3.38	3.42	3.42	3.33	3.74	3.22	3.25	3.12	3.16	3.17	3.49	3.97
Std. Dev.	1.434	1.430	1.365	1.439	1.468	1.360	1.474	1.457	1.252	1.549	1.521	1.260	1.237
Std. Err.	0.037	0.087	0.187	0.128	0.153	0.136	0.190	0.190	0.129	0.209	0.167	0.180	0.215
What others think about me is very important													
Mean	3.52	3.64	3.47	3.60	3.72	3.79	3.39	3.90	3.72	3.22	3.33	3.84	3.73
Std. Dev.	1.495	1.504	1.552	1.508	1.455	1.466	1.497	1.322	1.370	1.652	1.639	1.448	1.606
Std. Err.	0.039	0.091	0.213	0.134	0.152	0.147	0.195	0.172	0.142	0.223	0.180	0.207	0.280
I am completely satisfied with my physical appearance													
Mean	3.81	3.55	3.53	3.91	3.66	3.72	3.98	3.66	3.57	4.15	3.88	3.46	3.88
Std. Dev.	1.373	1.332	1.567	1.368	1.379	1.325	1.396	1.409	1.484	1.323	1.504	1.148	1.474
Std. Err.	0.036	0.082	0.219	0.122	0.143	0.133	0.182	0.183	0.158	0.180	0.168	0.166	0.257
I like to go to the latest movies													
Mean	3.29	3.58	3.43	3.48	3.54	3.83	3.33	3.42	3.40	3.05	3.12	3.51	4.06
Std. Dev.	1.686	1.610	1.693	1.633	1.536	1.511	1.591	1.684	1.678	1.715	1.777	1.583	1.434

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Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.044	0.098	0.233	0.145	0.159	0.151	0.205	0.219	0.175	0.231	0.195	0.226	0.246
I like to discover new and different places to go													
Mean	4.62	4.80	4.96	4.86	4.72	4.69	4.85	4.66	4.64	4.53	4.55	4.73	4.94
Std. Dev.	1.255	1.141	1.143	1.105	1.216	1.169	1.117	1.183	1.362	1.514	1.475	1.095	1.205
Std. Err.	0.033	0.069	0.157	0.099	0.127	0.117	0.144	0.154	0.143	0.204	0.162	0.156	0.207
I like to go to the most popular restaurants and bars													
Mean	3.25	3.59	3.38	3.59	3.55	3.75	3.52	3.51	3.14	3.02	2.95	3.59	3.82
Std. Dev.	1.507	1.416	1.632	1.432	1.387	1.388	1.546	1.535	1.472	1.775	1.569	1.306	1.242
Std. Err.	0.039	0.086	0.224	0.128	0.144	0.139	0.200	0.200	0.154	0.242	0.172	0.187	0.213
I am comfortable being separate from the crowd													
Mean	4.95	4.98	5.04	5.14	4.98	5.07	4.98	5.15	4.86	4.98	4.91	4.88	5.24
Std. Dev.	1.053	0.965	1.084	0.931	1.032	0.904	1.132	0.979	1.002	1.055	1.257	0.904	0.902
Std. Err.	0.028	0.059	0.150	0.083	0.107	0.092	0.149	0.127	0.107	0.144	0.140	0.129	0.157
Self-Image													
I am more confident in myself than most people													
Mean	4.55	4.69	4.83	4.85	4.75	4.79	4.87	4.64	4.56	4.67	4.43	4.78	5.00
Std. Dev.	1.149	1.026	0.975	0.956	1.034	0.961	0.965	1.156	1.047	1.106	1.318	0.919	0.791
Std. Err.	0.030	0.062	0.134	0.085	0.108	0.097	0.125	0.151	0.109	0.149	0.145	0.131	0.138
I have a better sense of humor than most people													
Mean	4.72	4.87	4.98	4.98	4.88	4.94	4.88	5.15	4.88	4.79	4.39	4.92	4.84
Std. Dev.	1.074	0.933	0.896	0.992	0.883	0.940	0.984	0.847	0.992	1.143	1.226	0.862	0.954
Std. Err.	0.028	0.057	0.124	0.088	0.092	0.095	0.128	0.110	0.106	0.159	0.140	0.123	0.169
I am more open-minded than most people													
Mean	4.52	4.62	4.75	4.65	4.55	4.55	4.50	4.86	4.60	4.71	4.51	4.67	4.55
Std. Dev.	1.201	1.145	1.153	1.176	1.256	1.239	1.203	1.099	1.114	1.181	1.317	1.088	1.252
Std. Err.	0.031	0.070	0.160	0.106	0.130	0.125	0.158	0.144	0.117	0.159	0.145	0.155	0.218
I do not like pretentious people													
Mean	5.02	5.16	5.33	5.26	4.97	4.98	5.25	5.28	5.09	4.92	4.91	5.04	5.03
Std. Dev.	1.140	0.989	0.826	1.015	1.249	1.229	1.076	1.089	0.990	1.412	1.267	1.062	1.185
Std. Err.	0.030	0.061	0.118	0.091	0.132	0.123	0.140	0.143	0.106	0.194	0.145	0.155	0.206
General Price/Value/Budget Challenge													
It's worth it to me to spend extra for the best quality													
Mean	4.66	4.90	4.87	4.97	4.90	4.79	4.83	4.75	4.62	4.53	4.54	5.00	5.15
Std. Dev.	1.092	0.963	1.210	1.050	1.074	0.957	1.181	1.092	1.004	1.168	1.346	0.764	0.784
Std. Err.	0.028	0.058	0.166	0.094	0.111	0.096	0.153	0.142	0.105	0.158	0.148	0.109	0.134

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Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Once I find a brand that satisfies me, I usually don't experiment with new ones													
Mean	4.06	3.93	3.94	3.77	3.99	3.85	3.22	3.55	4.00	3.92	3.80	4.02	3.84
Std. Dev.	1.261	1.158	1.207	1.296	1.268	1.271	1.287	1.314	1.281	1.357	1.377	1.158	1.440
Std. Err.	0.033	0.071	0.169	0.116	0.134	0.128	0.168	0.172	0.135	0.186	0.151	0.167	0.259
I can't afford all the luxuries of life													
Mean	4.73	4.49	4.57	4.25	4.42	4.28	4.12	4.44	4.62	5.13	4.98	4.33	4.32
Std. Dev.	1.395	1.396	1.394	1.436	1.542	1.400	1.648	1.489	1.444	1.203	1.530	1.449	1.471
Std. Err.	0.036	0.085	0.191	0.128	0.160	0.140	0.213	0.194	0.150	0.162	0.168	0.207	0.252
I usually shop around to find the best price													
Mean	4.52	4.26	4.04	4.33	4.22	4.28	4.47	4.42	4.39	4.87	4.67	4.41	4.24
Std. Dev.	1.273	1.281	1.372	1.320	1.301	1.147	1.200	1.004	1.376	1.065	1.458	1.223	1.232
Std. Err.	0.033	0.078	0.188	0.118	0.135	0.115	0.155	0.131	0.143	0.145	0.161	0.175	0.211
Adventure Sought													
I'm much more adventurous than most people I know													
Mean	4.01	4.22	4.58	4.40	4.25	4.42	4.27	4.22	3.98	4.13	3.93	4.12	4.71
Std. Dev.	1.356	1.221	1.247	1.220	1.380	1.199	1.260	1.271	1.315	1.428	1.539	1.092	1.244
Std. Err.	0.035	0.074	0.171	0.109	0.143	0.120	0.163	0.167	0.139	0.193	0.171	0.156	0.213
I enjoy taking risks													
Mean	3.80	3.98	4.19	4.21	3.85	4.33	3.88	4.05	3.68	3.36	3.65	4.12	4.38
Std. Dev.	1.360	1.238	1.374	1.191	1.242	1.111	1.263	1.370	1.345	1.556	1.611	1.148	1.101
Std. Err.	0.035	0.075	0.189	0.106	0.129	0.111	0.163	0.178	0.139	0.210	0.177	0.164	0.189
I wish I had more adventure in my life													
Mean	3.78	3.80	3.92	3.67	3.45	3.56	3.73	3.86	3.85	3.85	4.17	3.86	3.38
Std. Dev.	1.358	1.291	1.398	1.325	1.290	1.285	1.339	1.235	1.264	1.323	1.514	1.275	1.436
Std. Err.	0.036	0.079	0.192	0.118	0.134	0.130	0.173	0.162	0.133	0.180	0.167	0.182	0.246
I'm not really interested in adventure, I prefer to take it easy in my free time													
Mean	3.44	3.20	3.23	3.05	3.51	3.00	3.22	3.29	3.52	3.33	3.55	3.46	2.97
Std. Dev.	1.382	1.307	1.625	1.425	1.404	1.340	1.403	1.351	1.285	1.387	1.588	1.166	1.489
Std. Err.	0.036	0.080	0.223	0.127	0.146	0.135	0.181	0.177	0.135	0.189	0.175	0.168	0.259
Shopping													
I hate to shop													
Mean	3.51	3.27	3.65	3.22	3.26	3.11	3.57	3.56	3.39	3.56	3.54	3.25	3.44
Std. Dev.	1.659	1.565	1.691	1.655	1.587	1.614	1.640	1.664	1.703	1.642	1.737	1.480	1.673
Std. Err.	0.043	0.095	0.234	0.148	0.165	0.161	0.212	0.217	0.178	0.221	0.192	0.214	0.287

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Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
I love catalogs													
Mean	3.77	3.84	4.25	3.93	4.03	3.85	4.03	4.15	3.71	3.93	3.94	4.06	3.94
Std. Dev.	1.465	1.362	1.329	1.352	1.371	1.164	1.402	1.324	1.432	1.526	1.615	1.376	1.324
Std. Err.	0.038	0.083	0.183	0.120	0.141	0.117	0.181	0.172	0.150	0.206	0.179	0.197	0.227
I love to shop for products that personally interest me													
Mean	4.65	4.81	5.09	4.87	4.85	4.79	4.85	4.75	4.58	4.49	4.71	4.84	5.12
Std. Dev.	1.160	0.980	0.904	0.967	0.983	0.924	1.111	1.092	1.242	1.103	1.234	0.825	0.844
Std. Err.	0.030	0.059	0.124	0.086	0.101	0.092	0.145	0.142	0.130	0.149	0.138	0.118	0.145
When I shop, I'm extremely focused													
Mean	4.31	4.31	4.29	4.23	4.17	4.08	4.58	4.33	4.38	4.24	4.22	4.22	4.21
Std. Dev.	1.297	1.220	1.109	1.271	1.256	1.337	1.054	1.316	1.201	1.541	1.518	1.085	1.364
Std. Err.	0.034	0.075	0.154	0.114	0.130	0.135	0.137	0.173	0.127	0.210	0.170	0.155	0.237
I rarely buy things on impulse													
Mean	3.95	3.59	3.90	3.58	3.87	3.61	3.90	3.88	3.80	4.47	4.45	3.45	3.73
Std. Dev.	1.449	1.465	1.432	1.466	1.330	1.354	1.515	1.391	1.392	1.274	1.413	1.501	1.442
Std. Err.	0.038	0.089	0.199	0.131	0.137	0.136	0.196	0.181	0.146	0.172	0.158	0.214	0.251
I prefer stores that offer expert advice and assistance													
Mean	4.61	4.68	4.72	4.80	4.77	4.86	4.62	4.71	4.56	4.64	4.64	4.78	5.21
Std. Dev.	1.139	1.065	1.045	1.051	1.090	0.995	1.075	0.973	1.108	1.144	1.330	0.872	0.740
Std. Err.	0.030	0.065	0.144	0.094	0.114	0.100	0.139	0.128	0.115	0.154	0.146	0.125	0.129
I prefer stores that offer the lowest prices													
Mean	4.76	4.39	4.54	4.20	4.26	4.11	4.52	4.46	4.68	5.17	5.01	4.52	4.09
Std. Dev.	1.152	1.213	1.393	1.289	1.352	1.269	1.066	1.150	1.281	0.841	1.080	0.989	1.331
Std. Err.	0.030	0.074	0.193	0.115	0.139	0.128	0.138	0.150	0.134	0.114	0.122	0.143	0.232
It's worth it to pay a little extra when a store offers good service													
Mean	4.67	4.85	4.92	4.90	4.94	4.81	4.80	4.71	4.53	4.44	4.65	4.96	5.15
Std. Dev.	1.051	0.846	1.016	0.962	0.895	0.825	0.971	0.983	0.996	1.244	1.211	0.735	0.702
Std. Err.	0.027	0.051	0.140	0.086	0.093	0.083	0.125	0.128	0.103	0.168	0.134	0.105	0.120
I prefer catalog shopping vs. going to a store													
Mean	2.84	2.82	3.04	2.90	3.17	2.80	3.08	3.00	2.83	2.74	2.91	3.10	3.45
Std. Dev.	1.425	1.321	1.584	1.371	1.348	1.293	1.535	1.463	1.408	1.643	1.629	1.403	1.348
Std. Err.	0.037	0.081	0.220	0.122	0.140	0.130	0.200	0.192	0.150	0.226	0.184	0.200	0.235
When I shop, I like to get in and get out as quickly as possible													
Mean	4.84	4.65	4.42	4.56	4.51	4.35	4.58	4.59	4.65	4.87	4.87	4.51	4.42
Std. Dev.	1.270	1.289	1.460	1.300	1.442	1.416	1.404	1.498	1.439	1.401	1.334	1.416	1.415
Std. Err.	0.033	0.079	0.202	0.116	0.150	0.142	0.183	0.195	0.153	0.191	0.150	0.202	0.246

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GC 018439

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Shopping by catalog is too expensive to do regularly													
Mean	3.60	3.36	3.28	3.13	3.10	3.35	3.18	3.41	3.49	3.94	3.79	3.55	2.82
Std. Dev.	1.451	1.362	1.486	1.388	1.430	1.321	1.282	1.544	1.418	1.537	1.454	1.308	1.267
Std. Err.	0.038	0.083	0.204	0.124	0.147	0.132	0.166	0.201	0.148	0.211	0.165	0.187	0.217
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item													
Mean	4.00	4.01	4.00	4.20	4.02	4.07	4.02	4.51	3.86	3.91	4.05	4.04	4.29
Std. Dev.	1.215	1.133	1.286	1.103	1.145	1.075	1.282	1.120	1.245	1.191	1.216	0.912	1.169
Std. Err.	0.032	0.069	0.177	0.098	0.118	0.108	0.166	0.146	0.130	0.161	0.134	0.130	0.200
I like shopping online													
Mean	2.31	2.61	2.38	2.69	2.68	2.56	2.79	2.81	2.22	1.83	1.99	3.10	3.31
Std. Dev.	1.476	1.524	1.369	1.517	1.564	1.414	1.662	1.627	1.326	1.150	1.338	1.574	1.491
Std. Err.	0.040	0.095	0.194	0.138	0.165	0.144	0.218	0.214	0.146	0.159	0.157	0.227	0.263
Male Bonding Desire													
I wish there were more places to go that were primarily for men													
Mean	3.01	3.01	3.29	3.25	3.13	3.05	3.08	3.53	2.69	2.76	2.95	3.13	3.03
Std. Dev.	1.467	1.372	1.564	1.431	1.431	1.329	1.523	1.404	1.399	1.515	1.609	1.393	1.262
Std. Err.	0.038	0.083	0.217	0.127	0.148	0.133	0.198	0.184	0.144	0.204	0.178	0.201	0.220
I wish I were able to spend more time with my male friends													
Mean	3.57	3.77	3.88	3.72	3.57	3.67	3.71	3.85	3.43	3.28	3.48	3.81	3.52
Std. Dev.	1.298	1.180	1.149	1.231	1.201	1.245	1.068	1.142	1.254	1.393	1.406	1.214	1.121
Std. Err.	0.034	0.072	0.159	0.110	0.125	0.125	0.139	0.149	0.134	0.190	0.156	0.175	0.195
With all my other commitments, I don't spend as much time with my friends as I'd like to													
Mean	3.73	3.87	4.00	3.88	3.76	3.90	3.63	4.05	3.87	3.64	3.80	4.06	3.73
Std. Dev.	1.359	1.270	1.373	1.382	1.433	1.290	1.388	1.395	1.314	1.520	1.567	1.197	1.329
Std. Err.	0.035	0.077	0.189	0.125	0.149	0.130	0.181	0.182	0.135	0.205	0.173	0.171	0.231
I spend more time with my friends than I do with my family													
Mean	2.34	2.39	2.79	2.24	2.30	2.44	2.42	2.22	2.51	2.49	2.29	2.19	2.62
Std. Dev.	1.565	1.567	1.714	1.450	1.495	1.611	1.555	1.521	1.626	1.794	1.567	1.553	1.596
Std. Err.	0.041	0.095	0.235	0.130	0.156	0.162	0.201	0.198	0.169	0.242	0.173	0.224	0.274
Recognition													
I like it when companies or brands that I am loyal to recognize me for my loyalty													
Mean	5.00	5.04	5.19	5.14	5.16	5.01	5.13	5.14	4.91	5.11	5.16	5.16	5.09
Std. Dev.	1.034	0.929	1.001	0.892	1.036	0.920	0.911	0.819	0.880	0.875	1.087	0.825	0.805
Std. Err.	0.027	0.056	0.138	0.079	0.109	0.092	0.118	0.107	0.091	0.118	0.119	0.118	0.140

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Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to													
Mean	4.78	4.82	5.00	4.86	4.98	4.59	5.10	4.92	4.73	4.78	4.76	4.94	4.55
Std. Dev.	1.177	1.089	1.120	1.041	1.093	1.143	1.045	1.208	1.191	1.254	1.389	0.932	1.277
Std. Err.	0.031	0.067	0.155	0.093	0.113	0.115	0.136	0.157	0.127	0.171	0.155	0.135	0.222
I like being rewarded by companies for my loyalty													
Mean	5.17	5.25	5.46	5.15	5.38	5.00	5.32	5.14	5.21	5.15	5.22	5.38	5.16
Std. Dev.	1.040	0.893	0.898	0.890	0.900	1.137	0.973	1.220	0.885	0.931	1.118	0.890	0.920
Std. Err.	0.027	0.055	0.130	0.080	0.094	0.115	0.127	0.160	0.094	0.126	0.124	0.128	0.163
I think companies should take better care of their loyal customers													
Mean	5.13	5.15	5.42	5.14	5.19	5.14	5.37	5.26	5.12	5.22	5.19	5.33	5.29
Std. Dev.	0.982	0.914	0.908	1.010	1.024	0.937	0.802	0.828	0.900	1.117	1.098	0.747	0.906
Std. Err.	0.026	0.056	0.125	0.090	0.106	0.094	0.104	0.109	0.094	0.151	0.121	0.107	0.155
Communication													
I like it when companies send me information about their products													
Mean	4.42	4.35	4.36	4.38	4.49	4.35	4.48	4.41	4.60	4.78	4.61	4.69	4.53
Std. Dev.	1.229	1.151	1.242	1.190	1.230	1.137	1.328	1.351	1.074	1.117	1.438	0.962	1.237
Std. Err.	0.032	0.070	0.171	0.106	0.128	0.114	0.174	0.177	0.113	0.151	0.158	0.137	0.212
I wish I knew more about the products I buy a lot of													
Mean	3.91	3.82	3.96	3.76	3.97	3.86	3.87	4.10	3.92	4.18	4.16	4.08	3.53
Std. Dev.	1.236	1.162	1.386	1.323	1.440	1.146	1.268	1.322	1.200	1.219	1.357	1.077	1.212
Std. Err.	0.032	0.070	0.190	0.118	0.149	0.115	0.164	0.172	0.124	0.164	0.149	0.154	0.208
I don't mind sharing information with companies if it will result in improved products or services													
Mean	5.01	4.94	4.98	5.05	4.86	4.89	5.08	4.90	5.02	5.36	5.29	5.12	4.88
Std. Dev.	1.045	1.056	1.248	0.970	1.132	1.072	0.962	1.227	0.983	0.802	0.882	0.781	1.038
Std. Err.	0.027	0.064	0.171	0.086	0.117	0.107	0.124	0.160	0.102	0.108	0.097	0.112	0.178
Privacy is a big concern of mine													
Mean	4.88	4.84	5.11	4.98	4.90	4.85	5.13	5.15	4.83	5.00	5.10	4.78	4.94
Std. Dev.	1.149	1.090	1.068	1.004	1.201	1.104	0.812	1.047	1.157	1.072	1.073	0.963	1.013
Std. Err.	0.030	0.066	0.147	0.089	0.124	0.110	0.105	0.136	0.120	0.144	0.118	0.138	0.174
I like when I get offers for products or services through the mail													
Mean	4.31	4.17	4.13	4.20	4.17	4.13	4.36	4.26	4.46	4.81	4.74	4.51	4.36
Std. Dev.	1.341	1.262	1.495	1.295	1.323	1.299	1.280	1.278	1.289	1.199	1.250	1.120	1.025
Std. Err.	0.035	0.077	0.207	0.116	0.138	0.131	0.168	0.168	0.137	0.163	0.140	0.160	0.178
I have no interest in any kind of communication or dialogue with manufacturers of products I buy													
Mean	2.79	2.69	2.79	2.60	2.65	2.76	2.45	2.73	2.64	2.75	2.76	2.53	2.79
Std. Dev.	1.321	1.283	1.549	1.334	1.308	1.278	1.199	1.362	1.261	1.453	1.486	1.371	1.225

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GC 018441

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.034	0.078	0.213	0.119	0.136	0.128	0.155	0.177	0.132	0.200	0.163	0.196	0.210
Relationships													
Relationships with manufacturers of products I buy a lot of are important to me													
Mean	4.14	4.14	4.17	4.24	4.37	4.19	4.53	4.47	4.25	4.27	4.40	4.42	4.12
Std. Dev.	1.204	1.191	1.282	1.058	1.111	1.158	1.120	1.246	1.050	1.178	1.195	1.007	1.219
Std. Err.	0.031	0.072	0.176	0.095	0.115	0.116	0.146	0.164	0.110	0.159	0.132	0.145	0.212
Relationships are important to me													
Mean	5.19	5.32	5.45	5.39	5.42	5.37	5.44	5.36	5.17	5.42	5.21	5.41	5.32
Std. Dev.	0.949	0.840	0.798	0.748	0.665	0.720	0.676	0.852	1.007	0.738	0.939	0.705	0.768
Std. Err.	0.025	0.051	0.110	0.067	0.069	0.072	0.088	0.112	0.104	0.099	0.104	0.101	0.132
I like loyalty programs like frequent flyer or frequent shopper programs													
Mean	4.25	4.37	4.53	4.40	4.46	4.62	4.35	4.25	4.22	4.47	4.06	4.69	4.56
Std. Dev.	1.395	1.268	1.475	1.321	1.380	1.213	1.376	1.294	1.276	1.260	1.549	1.176	1.078
Std. Err.	0.036	0.077	0.203	0.118	0.143	0.121	0.178	0.169	0.132	0.170	0.170	0.168	0.185
Frequent buyer or savings club programs are a waste of my time													
Mean	3.20	3.02	3.09	3.10	3.15	3.16	3.00	3.32	3.28	3.09	3.20	3.02	3.41
Std. Dev.	1.495	1.454	1.445	1.520	1.503	1.522	1.605	1.624	1.440	1.543	1.527	1.588	1.617
Std. Err.	0.039	0.088	0.198	0.135	0.156	0.152	0.207	0.211	0.149	0.208	0.169	0.227	0.277
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers													
Mean	4.05	3.92	4.32	3.90	3.87	3.76	4.02	4.22	4.09	4.15	4.12	4.00	4.00
Std. Dev.	1.299	1.225	1.173	1.232	1.329	1.156	1.321	1.365	1.396	1.283	1.329	1.323	1.181
Std. Err.	0.034	0.074	0.161	0.110	0.138	0.116	0.171	0.178	0.146	0.173	0.146	0.189	0.202

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GC 018442

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Love/Involvement/Interest													
I love cigars	351 23.7% 100.0%	72 26.6% 20.5%	20 38.5% 5.7%	49 38.9% 14.0%	40 42.6% 11.4%	28 28.0% 8.0%	28 46.7% 8.0%	29 50.0% 8.3%	23 24.7% 6.6%	10 18.2% 2.8%	26 31.7% 7.4%	14 28.6% 4.0%	13 38.2% 3.7%
I have made my own homemade humidification system	103 7.0% 100.0%	26 9.7% 25.2%	5 9.8% 4.9%	19 15.2% 18.4%	18 19.4% 17.5%	11 11.0% 10.7%	12 20.0% 11.7%	12 20.3% 11.7%	1 1.1% 1.0%	1 1.8% 1.0%	5 6.1% 4.9%	5 10.6% 4.9%	6 17.6% 5.8%
Cigar smoking is one of my passions	123 8.4% 100.0%	21 7.8% 17.1%	6 11.3% 4.9%	22 17.6% 17.9%	14 14.9% 11.4%	8 8.0% 6.5%	11 18.3% 8.9%	15 25.4% 12.2%	8 8.5% 6.5%	2 3.6% 1.6%	11 13.6% 8.9%	7 14.6% 5.7%	3 8.8% 2.4%
Cigar smoking is a favorite hobby for me	109 7.4% 100.0%	19 7.1% 17.4%	5 9.4% 4.6%	15 12.1% 13.8%	15 16.1% 13.8%	9 9.1% 8.3%	6 10.0% 5.5%	8 13.6% 7.3%	3 3.2% 2.8%	3 5.5% 2.8%	13 15.7% 11.9%	4 8.2% 3.7%	6 18.2% 5.5%
Cigar smoking is one of lifes little pleasures	373 25.3% 100.0%	75 27.7% 20.1%	16 30.8% 4.3%	52 41.3% 13.9%	30 31.9% 8.0%	26 26.0% 7.0%	20 33.3% 5.4%	24 40.7% 6.4%	25 26.9% 6.7%	12 21.8% 3.2%	30 37.5% 8.0%	19 38.8% 5.1%	10 29.4% 2.7%
Cigar smoking is macho	44 3.0% 100.0%	5 1.9% 11.4%	1 1.9% 2.3%	3 2.4% 6.8%	2 2.2% 4.5%	4 4.1% 9.1%	2 3.3% 4.5%	1 1.7% 2.3%	3 3.2% 6.8%	0 0.0% 0.0%	6 7.4% 13.6%	1 2.0% 2.3%	1 2.9% 2.3%
I love the aroma of cigars	437 29.5% 100.0%	76 28.1% 17.4%	19 35.8% 4.3%	57 45.2% 13.0%	35 37.6% 8.0%	29 29.0% 6.6%	30 50.0% 6.9%	31 52.5% 7.1%	31 33.0% 7.1%	16 29.1% 3.7%	27 32.9% 6.2%	16 32.7% 3.7%	8 23.5% 1.8%
Cigar smoking is a classy thing to do	73 4.9% 100.0%	11 4.1% 15.1%	2 3.8% 2.7%	7 5.6% 9.6%	4 4.3% 5.5%	6 6.0% 8.2%	3 5.0% 4.1%	5 8.5% 6.8%	3 3.2% 4.1%	1 1.8% 1.4%	10 12.0% 13.7%	3 6.1% 4.1%	2 5.9% 2.7%
When you smoke a cigar, you are part of the finer things in life	104 7.0% 100.0%	18 6.6% 17.3%	4 7.7% 3.8%	16 12.7% 15.4%	11 11.7% 10.6%	4 4.0% 3.8%	6 10.0% 5.8%	10 16.9% 9.6%	8 8.6% 7.7%	2 3.6% 1.9%	13 16.0% 12.5%	4 8.2% 3.8%	1 2.9% 1.0%
Cigars are a status symbol	68 4.6% 100.0%	9 3.3% 13.2%	2 3.8% 2.9%	6 4.8% 8.8%	5 5.4% 7.4%	5 5.0% 7.4%	5 8.5% 7.4%	2 3.4% 2.9%	6 6.5% 8.8%	2 3.6% 2.9%	11 13.4% 16.2%	0 0.0% 0.0%	1 2.9% 1.5%
Cigars are prestigious	99 6.8% 100.0%	14 5.2% 14.1%	3 5.8% 3.0%	11 8.9% 11.1%	8 8.8% 8.1%	7 7.1% 7.1%	3 5.1% 3.0%	4 6.9% 4.0%	5 5.3% 5.1%	2 3.8% 2.0%	13 15.9% 13.1%	2 4.1% 2.0%	2 5.9% 2.0%
Cigars are a good conversation starter	93 6.3% 100.0%	19 7.0% 20.4%	6 11.3% 6.5%	11 8.7% 11.8%	6 6.5% 6.5%	7 7.1% 7.5%	4 6.7% 4.3%	6 10.2% 6.5%	9 9.6% 9.7%	3 5.6% 3.2%	8 9.8% 8.6%	5 10.2% 5.4%	2 5.9% 2.2%
A good cigar can make any occasion special	257 17.4% 100.0%	52 19.3% 20.2%	15 28.8% 5.8%	37 29.4% 14.4%	28 29.8% 10.9%	22 22.0% 8.6%	21 35.0% 8.2%	14 23.7% 5.4%	21 22.6% 8.2%	6 11.1% 2.3%	22 26.8% 8.6%	13 26.5% 5.1%	9 26.5% 3.5%

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GC 018443

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Smoking a cigar is a way of showing you accomplished something	38 2.6% 100.0%	3 1.1% 7.9%	1 2.0% 2.6%	1 0.8% 2.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 2.6%	3 3.2% 7.9%	1 1.8% 2.6%	9 11.1% 23.7%	0 0.0% 0.0%	0 0.0% 0.0%
I enjoy shopping for cigars	201 13.6% 100.0%	51 18.8% 25.4%	15 28.8% 7.5%	44 34.9% 21.9%	25 26.6% 12.4%	26 26.0% 12.9%	21 35.0% 10.4%	22 37.3% 10.9%	11 11.8% 5.5%	4 7.4% 2.0%	12 14.8% 6.0%	11 22.4% 5.5%	11 32.4% 5.5%
I really enjoy owning a humidor	178 12.4% 100.0%	52 19.8% 29.2%	11 21.2% 6.2%	40 32.3% 22.5%	31 33.3% 17.4%	27 28.1% 15.2%	21 35.6% 11.8%	28 49.1% 15.7%	10 10.9% 5.6%	7 12.7% 3.9%	10 12.7% 5.6%	13 27.7% 7.3%	10 30.3% 5.6%
I enjoy planning ahead to smoke a cigar	159 10.8% 100.0%	33 12.3% 20.8%	9 17.0% 5.7%	22 17.5% 13.8%	19 20.4% 11.9%	16 16.2% 10.1%	10 16.7% 6.3%	11 18.6% 6.9%	9 9.6% 5.7%	6 10.9% 3.8%	10 12.2% 6.3%	6 12.5% 3.8%	6 18.2% 3.8%
When I smoke a cigar, I don't do anything else	87 5.9% 100.0%	9 3.3% 10.3%	2 3.8% 2.3%	5 4.0% 5.7%	1 1.1% 1.1%	6 6.0% 6.9%	3 5.0% 3.4%	5 8.5% 5.7%	7 7.5% 8.0%	1 1.8% 1.1%	5 6.1% 5.7%	0 0.0% 0.0%	2 5.9% 2.3%
Cigar smoking is my private time	229 15.7% 100.0%	38 14.2% 16.6%	10 20.0% 4.4%	23 18.7% 10.0%	21 22.6% 9.2%	13 13.0% 5.7%	11 18.3% 4.8%	20 33.9% 8.7%	20 21.7% 8.7%	4 7.7% 1.7%	19 24.4% 8.3%	9 18.4% 3.9%	8 23.5% 3.5%
Shopping for cigars is like an adventure	121 8.2% 100.0%	26 9.6% 21.5%	13 25.0% 10.7%	19 15.1% 15.7%	18 19.1% 14.9%	17 17.0% 14.0%	11 18.3% 9.1%	9 15.3% 7.4%	11 12.0% 9.1%	2 3.7% 1.7%	15 18.3% 12.4%	6 12.2% 5.0%	8 23.5% 6.6%
I'm always on the lookout for new cigars	171 11.6% 100.0%	33 12.2% 19.3%	13 25.0% 7.6%	23 18.4% 13.5%	18 19.1% 10.5%	16 16.2% 9.4%	12 20.3% 7.0%	16 28.1% 9.4%	13 14.0% 7.6%	5 9.3% 2.9%	15 18.5% 8.8%	7 14.3% 4.1%	6 18.2% 3.5%
I could easily give up smoking cigars	581 39.5% 100.0%	111 41.4% 19.1%	17 32.7% 2.9%	42 33.3% 7.2%	36 38.3% 6.2%	32 32.0% 5.5%	26 43.3% 4.5%	20 33.9% 3.4%	31 33.0% 5.3%	18 32.7% 3.1%	27 32.9% 4.6%	15 31.3% 2.6%	10 29.4% 1.7%
Cigar smoking isn't that important to me	224 15.2% 100.0%	26 9.7% 11.6%	6 11.5% 2.7%	5 4.0% 2.2%	3 3.2% 1.3%	9 9.0% 4.0%	6 10.0% 2.7%	2 3.4% 0.9%	10 10.6% 4.5%	7 12.7% 3.1%	13 16.0% 5.8%	3 6.3% 1.3%	1 2.9% 0.4%
Smoking a cigar is part of a lifestyle of leisure	130 8.8% 100.0%	21 7.8% 16.2%	5 9.6% 3.8%	13 10.3% 10.0%	9 9.7% 6.9%	4 4.0% 3.1%	5 8.3% 3.8%	8 13.6% 6.2%	9 9.7% 6.9%	4 7.3% 3.1%	19 23.2% 14.6%	5 10.2% 3.8%	1 2.9% 0.8%
<u>Knowledgeability</u>													
Friends often ask me for recommendations on cigars	88 6.1% 100.0%	15 5.6% 17.0%	7 13.5% 8.0%	26 20.8% 29.5%	15 16.3% 17.0%	14 14.1% 15.9%	10 16.7% 11.4%	12 21.1% 13.6%	2 2.2% 2.3%	1 1.9% 1.1%	4 5.0% 4.5%	4 8.2% 4.5%	10 29.4% 11.4%
I'm extremely knowledgeable about cigars	64 4.3% 100.0%	12 4.4% 18.8%	7 13.2% 10.9%	11 8.8% 17.2%	8 8.6% 12.5%	8 8.0% 12.5%	9 15.3% 14.1%	12 20.7% 18.8%	2 2.2% 3.1%	2 3.7% 3.1%	5 6.1% 7.8%	1 2.0% 1.6%	4 11.8% 6.3%
I'm still relatively new to cigars	175 11.9% 100.0%	26 9.7% 14.9%	1 1.9% 0.6%	4 3.2% 2.3%	5 5.4% 2.9%	8 8.1% 4.6%	2 3.3% 1.1%	5 8.5% 2.9%	6 6.4% 3.4%	3 5.5% 1.7%	8 9.6% 4.6%	3 6.1% 1.7%	0 0.0% 0.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I seek out advice on which cigars to smoke	90 6.1% 100.0%	18 6.7% 20.0%	4 7.5% 4.4%	5 4.0% 5.6%	6 6.4% 6.7%	8 8.0% 8.9%	6 10.0% 6.7%	5 8.5% 5.6%	3 3.2% 3.3%	4 7.3% 4.4%	8 9.8% 8.9%	2 4.2% 2.2%	2 5.9% 2.2%
I wish I knew more about cigars	239 16.2% 100.0%	46 17.1% 19.2%	9 17.0% 3.8%	17 13.5% 7.1%	16 17.4% 6.7%	18 18.2% 7.5%	9 15.0% 3.8%	6 10.3% 2.5%	13 14.0% 5.4%	6 10.9% 2.5%	13 15.7% 5.4%	6 12.5% 2.5%	3 [illegible] 1.3%
You can never know enough about cigars	202 13.7% 100.0%	34 12.6% 16.8%	8 15.4% 4.0%	29 23.0% 14.4%	19 20.2% 9.4%	15 15.2% 7.4%	15 25.0% 7.4%	17 28.8% 8.4%	14 15.1% 6.9%	6 10.9% 3.0%	14 17.5% 6.9%	9 18.8% 4.5%	4 11.8% 2.0%
I really don't know that much about cigars	183 12.4% 100.0%	19 7.0% 10.4%	2 3.8% 1.1%	6 4.8% 3.3%	1 1.1% 0.5%	6 6.0% 3.3%	2 3.3% 1.1%	3 5.1% 1.6%	10 10.8% 5.5%	6 10.9% 3.3%	5 6.3% 2.7%	3 6.1% 1.6%	1 2.9% 0.5%
I like to read about cigars	132 8.9% 100.0%	28 10.4% 21.2%	10 18.9% 7.6%	24 19.0% 18.2%	23 25.0% 17.4%	14 14.0% 10.6%	14 23.3% 10.6%	18 30.5% 13.6%	5 5.3% 3.8%	3 5.5% 2.3%	11 13.3% 8.3%	9 18.4% 6.8%	8 23.5% 6.1%
Long term cigar smokers are a good source of information about cigars	250 16.9% 100.0%	49 18.1% 19.6%	13 25.0% 5.2%	29 23.0% 11.6%	14 14.9% 5.6%	15 15.0% 6.0%	18 30.0% 7.2%	18 30.5% 7.2%	17 18.1% 6.8%	13 24.1% 5.2%	22 26.8% 8.8%	10 20.4% 4.0%	8 23.5% 3.2%
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed	32 2.2% 100.0%	2 0.7% 6.3%	0 0.0% 0.0%	6 4.8% 18.8%	1 1.1% 3.1%	2 2.0% 6.3%	1 1.7% 3.1%	0 0.0% 0.0%	4 4.3% 12.5%	1 1.8% 3.1%	4 4.8% 12.5%	1 2.1% 3.1%	1 3.0% 3.1%
Cigar manufacturers are exploiting me through price increases	180 12.2% 100.0%	28 10.4% 15.6%	9 17.3% 5.0%	16 12.7% 8.9%	14 15.1% 7.8%	12 12.0% 6.7%	8 13.3% 4.4%	9 15.3% 5.0%	12 12.8% 6.7%	5 9.1% 2.8%	11 13.3% 6.1%	9 18.4% 5.0%	6 17.6% 3.3%
I am confused by the number of sizes and types of cigars	124 8.4% 100.0%	12 4.5% 9.7%	2 3.8% 1.6%	2 1.6% 1.6%	4 4.3% 3.2%	6 6.1% 4.8%	0 0.0% 0.0%	2 3.4% 1.6%	4 4.3% 3.2%	6 10.9% 4.8%	9 11.1% 7.3%	0 0.0% 0.0%	1 2.9% 0.8%
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like	247 16.9% 100.0%	30 11.3% 12.1%	2 3.8% 0.8%	10 7.9% 4.0%	8 8.6% 3.2%	9 9.0% 3.6%	5 8.5% 2.0%	4 6.9% 1.6%	7 7.4% 2.8%	10 18.2% 4.0%	12 14.8% 4.9%	4 8.5% 1.6%	3 8.8% 1.2%
When I see a dark wrapper, I assume the cigar is stronger	134 9.2% 100.0%	24 8.9% 17.9%	1 1.9% 0.7%	11 8.8% 8.2%	8 8.5% 6.0%	7 7.0% 5.2%	4 6.7% 3.0%	4 6.8% 3.0%	6 6.4% 4.5%	5 9.1% 3.7%	12 14.6% 9.0%	5 10.4% 3.7%	3 8.8% 2.2%
<u>Smoking Habits</u>													
I regularly smoke cigars	226 15.4% 100.0%	41 15.4% 18.1%	10 19.2% 4.4%	31 24.6% 13.7%	20 21.5% 8.8%	15 15.0% 6.6%	21 35.0% 9.3%	20 33.9% 8.8%	13 14.0% 5.8%	12 22.6% 5.3%	16 20.0% 7.1%	14 29.2% 6.2%	9 26.5% 4.0%
I only smoke cigars on special occasions, like weddings	64 4.3% 100.0%	8 3.0% 12.5%	1 1.9% 1.6%	1 0.8% 1.6%	3 3.2% 4.7%	4 4.0% 6.3%	1 1.7% 1.6%	1 1.7% 1.6%	1 1.1% 1.6%	3 5.5% 4.7%	4 4.9% 6.3%	0 0.0% 0.0%	1 2.9% 1.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I generally smoke cigars with friends/other people	222 15.0% 100.0%	46 17.1% 20.7%	8 15.4% 3.6%	18 14.3% 8.1%	13 13.8% 5.9%	16 16.0% 7.2%	10 16.7% 4.5%	10 16.9% 4.5%	13 14.0% 5.9%	8 14.5% 3.6%	10 12.2% 4.5%	6 12.5% 2.7%	4 11.8% 1.8%
I always remove the band on a cigar before I smoke it	390 26.5% 100.0%	39 14.5% 10.0%	7 13.2% 1.8%	18 14.3% 4.6%	15 16.1% 3.8%	14 14.1% 3.6%	9 15.0% 2.3%	12 20.7% 3.1%	20 21.5% 5.1%	14 25.9% 3.6%	28 34.1% 7.2%	4 8.2% 1.0%	3 9.1% 0.8%
I usually leave the band on a cigar when I smoke it	219 14.9% 100.0%	74 27.5% 33.8%	12 23.1% 5.5%	37 29.4% 16.9%	28 29.8% 12.8%	32 32.0% 14.6%	24 40.0% 11.0%	17 28.8% 7.8%	10 10.8% 4.6%	4 7.4% 1.8%	7 8.5% 3.2%	15 31.3% 6.8%	10 29.4% 4.6%
I like cigars, but only on an occasional basis	451 30.7% 100.0%	80 29.9% 17.7%	7 13.2% 1.6%	28 22.4% 6.2%	21 22.6% 4.7%	23 23.2% 5.1%	11 18.3% 2.4%	9 15.5% 2.0%	26 27.7% 5.8%	13 24.1% 2.9%	20 24.7% 4.4%	6 12.2% 1.3%	4 11.8% 0.9%
I smoke cigars on an everyday basis	163 11.1% 100.0%	16 5.9% 9.8%	5 9.6% 3.1%	14 11.1% 8.6%	12 12.9% 7.4%	9 9.1% 5.5%	8 13.3% 4.9%	7 12.1% 4.3%	8 8.6% 4.9%	9 16.4% 5.5%	14 17.3% 8.6%	6 12.2% 3.7%	5 14.7% 3.1%
I smoke both premium and less expensive cigar brands, my choice depends on the occasion	240 16.3% 100.0%	54 20.1% 22.5%	8 15.4% 3.3%	27 21.4% 11.3%	17 18.1% 7.1%	13 13.1% 5.4%	16 26.7% 6.7%	22 37.3% 9.2%	20 22.0% 8.3%	9 16.4% 3.8%	17 21.0% 7.1%	12 24.5% 5.0%	5 15.2% 2.1%
I only smoke cigars when someone gives me one	32 2.2% 100.0%	1 0.4% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 3.1%	0 0.0% 0.0%	1 1.7% 3.1%	0 0.0% 0.0%	1 1.8% 3.1%	3 3.7% 9.4%	0 0.0% 0.0%	0 0.0% 0.0%
I smoke much more often in the summer than in the winter	113 7.7% 100.0%	24 9.1% 21.2%	4 7.5% 3.5%	10 7.9% 8.8%	9 9.7% 8.0%	4 4.0% 3.5%	6 10.0% 5.3%	8 13.6% 7.1%	12 12.8% 10.6%	2 3.6% 1.8%	10 12.5% 8.8%	5 10.4% 4.4%	2 5.9% 1.8%
I hardly smoke cigars at all in the winter	76 5.2% 100.0%	9 3.3% 11.8%	5 9.6% 6.6%	1 0.8% 1.3%	1 1.1% 1.3%	3 3.0% 3.9%	0 0.0% 0.0%	1 1.7% 1.3%	4 4.3% 5.3%	2 3.6% 2.6%	4 4.9% 5.3%	1 2.1% 1.3%	0 0.0% 0.0%
I primarily smoke cigars at the end of the day	182 12.3% 100.0%	46 17.2% 25.3%	4 7.5% 2.2%	27 21.8% 14.8%	17 18.5% 9.3%	23 23.5% 12.6%	14 23.7% 7.7%	14 24.1% 7.7%	5 5.4% 2.7%	3 5.5% 1.6%	11 13.4% 6.0%	10 20.4% 5.5%	11 32.4% 6.0%
I smoke cigars throughout the day	114 7.7% 100.0%	12 4.5% 10.5%	4 7.7% 3.5%	10 8.1% 8.8%	5 5.4% 4.4%	1 1.0% 0.9%	4 6.8% 3.5%	3 5.2% 2.6%	2 2.2% 1.8%	9 17.3% 7.9%	11 13.8% 9.6%	6 12.5% 5.3%	1 3.0% 0.9%
I frequently give cigars as a gift	97 6.6% 100.0%	21 7.8% 21.6%	10 18.9% 10.3%	13 10.4% 13.4%	10 10.9% 10.3%	9 9.0% 9.3%	8 13.6% 8.2%	4 6.8% 4.1%	6 6.5% 6.2%	4 7.4% 4.1%	4 4.9% 4.1%	10 20.4% 10.3%	6 17.6% 6.2%
I often drink wine while smoking a cigar	116 7.8% 100.0%	19 7.0% 16.4%	4 7.7% 3.4%	12 9.5% 10.3%	7 7.4% 6.0%	11 11.0% 9.5%	7 11.7% 6.0%	7 11.9% 6.0%	10 10.8% 8.6%	4 7.3% 3.4%	9 11.0% 7.8%	2 4.1% 1.7%	4 11.8% 3.4%
I often drink beer while smoking a cigar	246 16.6% 100.0%	47 17.4% 19.1%	5 9.6% 2.0%	19 15.1% 7.7%	22 23.4% 8.9%	12 12.0% 4.9%	12 20.0% 4.9%	8 13.8% 3.3%	12 12.9% 4.9%	10 18.2% 4.1%	15 18.3% 6.1%	6 12.2% 2.4%	4 11.8% 1.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I often smoke cigars in my backyard/on my deck/ porch	519 35.1% 100.0%	109 40.2% 21.0%	17 32.7% 3.3%	55 44.0% 10.6%	40 42.6% 7.7%	37 37.0% 7.1%	32 53.3% 6.2%	31 52.5% 6.0%	28 30.1% 5.4%	16 29.1% 3.1%	29 35.8% 5.6%	26 53.1% 5.0%	14 41.2% 2.7%
I often drink liquor while smoking a cigar	227 15.4% 100.0%	51 18.9% 22.5%	10 19.2% 4.4%	25 19.8% 11.0%	20 21.3% 8.8%	20 20.0% 8.8%	15 25.0% 6.6%	12 20.3% 5.3%	10 10.8% 4.4%	7 12.7% 3.1%	10 12.2% 4.4%	7 14.3% 3.1%	8 23.5% 3.5%
I often drink coffee while smoking a cigar	109 7.4% 100.0%	10 3.7% 9.2%	5 9.8% 4.6%	6 4.8% 5.5%	8 8.5% 7.3%	6 6.0% 5.5%	4 6.7% 3.7%	5 8.6% 4.6%	4 4.3% 3.7%	6 10.9% 5.5%	23 28.0% 21.1%	4 8.2% 3.7%	4 11.8% 3.7%
I often smoke cigars during a meal	21 1.4% 100.0%	1 0.4% 4.8%	2 3.8% 9.5%	1 0.8% 4.8%	1 1.1% 4.8%	0 0.0% 0.0%	2 3.4% 9.5%	1 1.7% 4.8%	2 2.1% 9.5%	3 5.5% 14.3%	4 4.8% 19.0%	0 0.0% 0.0%	0 0.0% 0.0%
I often smoke cigars after a meal	165 11.2% 100.0%	31 11.7% 18.8%	8 15.4% 4.8%	22 17.6% 13.3%	16 17.2% 9.7%	14 14.0% 8.5%	11 18.3% 6.7%	8 13.8% 4.8%	11 11.8% 6.7%	7 12.7% 4.2%	21 25.6% 12.7%	5 10.6% 3.0%	8 23.5% 4.8%
<u>Benefits Realized</u>													
Cigar smoking has helped me to get to know other people	33 2.2% 100.0%	9 3.3% 27.3%	3 5.8% 9.1%	4 3.2% 12.1%	5 5.3% 15.2%	3 3.0% 9.1%	3 5.0% 9.1%	6 10.2% 18.2%	2 2.2% 6.1%	1 1.8% 3.0%	4 4.9% 12.1%	3 6.1% 9.1%	2 5.9% 6.1%
I feel a little more with it when I smoke a cigar	40 2.7% 100.0%	6 2.2% 15.0%	1 2.0% 2.5%	3 2.4% 7.5%	1 1.1% 2.5%	1 1.0% 2.5%	0 0.0% 0.0%	2 3.4% 5.0%	2 2.2% 5.0%	1 1.8% 2.5%	8 9.8% 20.0%	1 2.1% 2.5%	0 0.0% 0.0%
I smoke cigars to celebrate a good day	194 13.1% 100.0%	42 15.5% 21.6%	11 21.2% 5.7%	26 20.6% 13.4%	20 21.3% 10.3%	14 14.0% 7.2%	17 28.3% 8.8%	13 22.0% 6.7%	15 16.1% 7.7%	6 10.9% 3.1%	16 19.5% 8.2%	12 24.5% 6.2%	5 14.7% 2.6%
I reward myself with a cigar	268 18.2% 100.0%	57 21.2% 21.3%	14 26.9% 5.2%	40 31.7% 14.9%	32 34.4% 11.9%	21 21.0% 7.8%	22 36.7% 8.2%	17 28.8% 6.3%	17 18.5% 6.3%	5 9.3% 1.9%	25 30.5% 9.3%	17 34.7% 6.3%	9 26.5% 3.4%
I smoke cigars to relax	397 26.8% 100.0%	66 24.4% 16.6%	19 35.8% 4.8%	49 39.2% 12.3%	40 43.5% 10.1%	25 25.0% 6.3%	27 45.8% 6.8%	25 42.4% 6.3%	30 32.3% 7.6%	12 21.8% 3.0%	22 26.5% 5.5%	22 44.9% 5.5%	12 35.3% 3.0%
I find smoking cigars extremely relaxing	366 24.8% 100.0%	76 28.1% 20.8%	20 38.5% 5.5%	58 46.0% 15.8%	42 45.7% 11.5%	31 31.6% 8.5%	34 56.7% 9.3%	34 58.6% 9.3%	20 21.5% 5.5%	11 20.4% 3.0%	27 32.5% 7.4%	17 34.7% 4.6%	13 40.6% 3.6%
I really love the taste of cigars	400 27.2% 100.0%	79 29.5% 19.8%	17 32.1% 4.3%	60 48.0% 15.0%	37 39.4% 9.3%	30 30.0% 7.5%	28 46.7% 7.0%	33 55.9% 8.3%	25 26.6% 6.3%	14 25.5% 3.5%	29 35.8% 7.3%	19 39.6% 4.8%	12 35.3% 3.0%
For me, cigar smoking is an indulgence	217 14.8% 100.0%	47 17.5% 21.7%	11 21.6% 5.1%	25 19.8% 11.5%	19 20.2% 8.8%	8 8.0% 3.7%	7 11.7% 3.2%	8 13.6% 3.7%	17 18.3% 7.8%	5 9.1% 2.3%	18 22.2% 8.3%	12 25.0% 5.5%	3 8.8% 1.4%
When I smoke a cigar, I'm in a different world	70 4.8% 100.0%	6 2.2% 8.6%	3 5.7% 4.3%	7 5.6% 10.0%	7 7.5% 10.0%	2 2.0% 2.9%	5 8.3% 7.1%	8 13.6% 11.4%	3 3.2% 4.3%	0 0.0% 0.0%	6 7.2% 8.6%	0 0.0% 0.0%	2 5.9% 2.9%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I take a break from my every day responsibilities when I smoke a cigar	151 10.4% 100.0%	35 13.1% 23.2%	8 15.4% 5.3%	20 15.9% 13.2%	18 19.1% 11.9%	15 15.0% 9.9%	10 16.7% 6.6%	15 26.3% 9.9%	16 17.2% 10.6%	4 7.4% 2.6%	10 12.3% 6.6%	9 18.8% 6.0%	10 29.4% 6.6%
When I smoke a cigar, anything seems possible	45 3.1% 100.0%	5 1.9% 11.1%	1 1.9% 2.2%	2 1.6% 4.4%	3 3.3% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.1% 6.7%	2 2.1% 4.4%	0 0.0% 0.0%	5 6.0% 11.1%	1 2.0% 2.2%	0 0.0% 0.0%
I feel more self confident when I smoke a cigar	59 4.0% 100.0%	8 3.0% 13.6%	3 5.8% 5.1%	3 2.4% 5.1%	2 2.2% 3.4%	4 4.0% 6.8%	1 1.7% 1.7%	2 3.4% 3.4%	4 4.3% 6.8%	0 0.0% 0.0%	8 10.0% 13.6%	1 2.0% 1.7%	3 9.1% 5.1%
Cigars make the moment last longer	149 10.1% 100.0%	30 11.1% 20.1%	6 11.5% 4.0%	17 13.5% 11.4%	12 12.8% 8.1%	12 12.0% 8.1%	4 6.7% 2.7%	9 15.3% 6.0%	14 15.2% 9.4%	6 10.9% 4.0%	18 22.2% 12.1%	8 16.3% 5.4%	4 11.8% 2.7%
I smoke cigars primarily for the taste	368 25.0% 100.0%	54 19.9% 14.7%	17 32.7% 4.6%	39 31.2% 10.6%	32 34.0% 8.7%	20 20.2% 5.4%	20 33.3% 5.4%	23 39.7% 6.3%	22 23.7% 6.0%	13 24.1% 3.5%	36 44.4% 9.8%	9 18.4% 2.4%	10 30.3% 2.7%
Smoking cigars reminds me of my father or grandfather	125 8.5% 100.0%	13 4.8% 10.4%	3 5.7% 2.4%	7 5.6% 5.6%	8 8.5% 6.4%	4 4.0% 3.2%	6 10.0% 4.8%	7 11.9% 5.6%	6 6.5% 4.8%	7 13.2% 5.6%	13 15.9% 10.4%	1 2.1% 0.8%	4 11.8% 3.2%
<u>Social vs. Solitary</u>													
I have a lot of friends who smoke cigars	81 5.6% 100.0%	18 6.8% 22.2%	7 14.3% 8.6%	9 7.3% 11.1%	7 7.7% 8.6%	10 10.0% 12.3%	5 8.6% 6.2%	4 7.1% 4.9%	6 6.5% 7.4%	3 5.6% 3.7%	8 10.0% 9.9%	6 12.5% 7.4%	4 11.8% 4.9%
I value the social interaction with other cigar smokers as much as the taste of cigars	100 6.8% 100.0%	21 7.7% 21.0%	5 9.6% 5.0%	12 9.5% 12.0%	7 7.4% 7.0%	9 9.0% 9.0%	8 13.3% 8.0%	6 10.2% 6.0%	7 7.6% 7.0%	3 5.5% 3.0%	7 8.6% 7.0%	7 14.3% 7.0%	4 11.8% 4.0%
If my friends stopped smoking cigars, I probably would too	37 2.5% 100.0%	6 2.2% 16.2%	0 0.0% 0.0%	4 3.2% 10.8%	1 1.1% 2.7%	4 4.0% 10.8%	2 3.3% 5.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.5% 5.4%	0 0.0% 0.0%	4 11.8% 10.8%
I often use cigars as a way of developing camaraderie with business associates	52 3.5% 100.0%	15 5.6% 28.8%	3 5.8% 5.8%	5 4.0% 9.6%	6 6.4% 11.5%	3 3.0% 5.8%	5 8.3% 9.6%	5 8.5% 9.6%	4 4.3% 7.7%	3 5.5% 5.8%	4 4.9% 7.7%	7 14.6% 13.5%	2 5.9% 3.8%
The brand of cigar I smoke makes a statement about me to other people	34 2.3% 100.0%	3 1.1% 8.8%	1 1.9% 2.9%	0 0.0% 0.0%	2 2.1% 5.9%	2 2.0% 5.9%	2 3.3% 5.9%	3 5.1% 8.8%	1 1.1% 2.9%	2 3.6% 5.9%	7 8.6% 20.6%	0 0.0% 0.0%	2 5.9% 5.9%
I generally smoke cigars alone	230 15.6% 100.0%	28 10.3% 12.2%	7 13.5% 3.0%	21 16.7% 9.1%	17 18.1% 7.4%	10 10.0% 4.3%	10 16.7% 4.3%	15 25.4% 6.5%	17 18.5% 7.4%	11 20.0% 4.8%	25 30.5% 10.9%	5 10.2% 2.2%	5 14.7% 2.2%
I like being around other cigar smokers when I smoke cigars	193 13.1% 100.0%	51 19.0% 26.4%	10 19.2% 5.2%	22 17.5% 11.4%	15 16.0% 7.8%	13 13.0% 6.7%	11 18.3% 5.7%	11 19.0% 5.7%	14 15.1% 7.3%	5 9.1% 2.6%	14 17.3% 7.3%	13 27.1% 6.7%	5 14.7% 2.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Barriers to Smoking													
I don't have enough time to smoke cigars as often as I'd like	114 7.8% 100.0%	29 10.8% 25.4%	8 15.7% 7.0%	17 13.6% 14.9%	9 9.7% 7.9%	8 8.1% 7.0%	7 11.9% 6.1%	9 15.5% 7.9%	10 11.0% 8.8%	0 0.0% 0.0%	7 8.5% 6.1%	6 12.8% 5.3%	3 9.1% 2.6%
I don't have enough money to smoke cigars as often as I'd like	134 9.1% 100.0%	14 5.2% 10.4%	3 5.9% 2.2%	10 7.9% 7.5%	10 10.8% 7.5%	8 8.2% 6.0%	6 10.2% 4.5%	6 10.3% 4.5%	9 9.6% 6.7%	4 7.3% 3.0%	13 15.9% 9.7%	5 10.4% 3.7%	1 3.0% 0.7%
I don't have enough places where I can smoke cigars	225 15.3% 100.0%	44 16.2% 19.6%	11 21.2% 4.9%	28 22.2% 12.4%	17 18.1% 7.6%	17 17.0% 7.6%	12 20.0% 5.3%	14 24.1% 6.2%	11 12.0% 4.9%	7 12.7% 3.1%	21 25.6% 9.3%	8 16.3% 3.6%	11 32.4% 4.9%
I can't afford to smoke the cigars I'd like to on a regular basis	231 15.6% 100.0%	32 11.8% 13.9%	6 11.5% 2.6%	15 11.9% 6.5%	19 20.2% 8.2%	7 7.0% 3.0%	6 10.0% 2.6%	11 18.6% 4.8%	19 20.4% 8.2%	9 16.4% 3.9%	21 25.6% 9.1%	7 14.3% 3.0%	2 5.9% 0.9%
I'm extremely concerned about offending other people with my cigar smoking	195 13.3% 100.0%	27 10.1% 13.8%	4 7.7% 2.1%	17 13.6% 8.7%	16 17.2% 8.2%	10 10.1% 5.1%	12 20.0% 6.2%	9 15.5% 4.6%	12 12.9% 6.2%	7 12.7% 3.6%	16 19.5% 8.2%	6 12.2% 3.1%	4 11.8% 2.1%
I wish there were more places to go where I could smoke a cigar	211 14.3% 100.0%	55 20.4% 26.1%	15 29.4% 7.1%	35 27.8% 16.6%	26 28.0% 12.3%	19 19.0% 9.0%	14 23.3% 6.6%	20 33.9% 9.5%	13 13.8% 6.2%	8 14.8% 3.8%	19 23.2% 9.0%	13 26.5% 6.2%	8 23.5% 3.8%
I'm extremely interested in going to cigar bars	71 4.8% 100.0%	16 5.9% 22.5%	6 11.5% 8.5%	10 7.9% 14.1%	10 10.6% 14.1%	7 7.0% 9.9%	7 11.7% 9.9%	7 11.9% 9.9%	3 3.3% 4.2%	4 7.3% 5.6%	7 8.6% 9.9%	3 6.1% 4.2%	2 5.9% 2.8%
I hate the lingering after smell from cigar smoke	113 7.7% 100.0%	24 8.9% 21.2%	4 7.7% 3.5%	7 5.6% 6.2%	8 8.5% 7.1%	8 8.0% 7.1%	2 3.3% 1.8%	3 5.1% 2.7%	6 6.5% 5.3%	4 7.3% 3.5%	5 6.1% 4.4%	4 8.3% 3.5%	1 2.9% 0.9%
Cigar smoking is not allowed inside my house	548 37.2% 100.0%	115 42.8% 21.0%	25 47.2% 4.6%	57 45.6% 10.4%	39 41.9% 7.1%	42 42.0% 7.7%	24 40.7% 4.4%	29 49.2% 5.3%	27 28.7% 4.9%	18 33.3% 3.3%	19 23.5% 3.5%	28 57.1% 5.1%	13 38.2% 2.4%
I object to seeing someone smoking a cigar	17 1.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.3% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%
Cigars bars get too smoky for me to enjoy regularly	235 16.3% 100.0%	34 12.8% 14.5%	6 11.8% 2.6%	8 6.5% 3.4%	7 7.6% 3.0%	12 12.0% 5.1%	3 5.0% 1.3%	4 6.9% 1.7%	11 12.6% 4.7%	5 9.6% 2.1%	7 8.9% 3.0%	6 12.5% 2.6%	3 8.8% 1.3%
My spouse actively tries to get me to quit smoking cigars	150 11.4% 100.0%	22 9.2% 14.7%	4 8.0% 2.7%	8 6.8% 5.3%	6 7.1% 4.0%	3 3.2% 2.0%	1 1.7% 0.7%	6 10.5% 4.0%	4 4.8% 2.7%	8 16.7% 5.3%	18 25.0% 12.0%	5 11.4% 3.3%	1 3.2% 0.7%
The general public is now more tolerant of cigar smoking than it used to be	85 5.8% 100.0%	16 5.9% 18.8%	4 7.8% 4.7%	7 5.6% 8.2%	4 4.3% 4.7%	6 6.0% 7.1%	1 1.7% 1.2%	2 3.4% 2.4%	4 4.3% 4.7%	3 5.6% 3.5%	7 8.5% 8.2%	1 2.0% 1.2%	1 3.0% 1.2%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Cuban Affinity													
I prefer Cuban cigars to any other	159 10.9% 100.0%	26 9.8% 16.4%	4 7.7% 2.5%	20 16.3% 12.6%	9 9.9% 5.7%	27 27.0% 17.0%	8 13.6% 5.0%	7 12.1% 4.4%	12 12.9% 7.5%	1 1.9% 0.6%	7 8.5% 4.4%	3 6.1% 1.9%	11 32.4% 6.9%
If Cuban cigars were legal, I'd switch most of my smoking to Cubans	193 13.3% 100.0%	37 13.9% 19.2%	8 16.0% 4.1%	23 18.7% 11.9%	15 16.3% 7.8%	26 26.5% 13.5%	13 22.4% 6.7%	9 15.3% 4.7%	7 7.5% 3.6%	2 3.7% 1.0%	14 17.5% 7.3%	8 17.0% 4.1%	8 24.2% 4.1%
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly	327 22.3% 100.0%	68 25.4% 20.8%	13 24.5% 4.0%	35 27.8% 10.7%	29 31.2% 8.9%	26 26.3% 8.0%	17 28.3% 5.2%	12 20.3% 3.7%	24 25.5% 7.3%	8 14.5% 2.4%	21 25.6% 6.4%	11 22.9% 3.4%	10 30.3% 3.1%
Price Sensitivity/Brand Loyalty													
I buy mainly premium priced cigars	165 11.1% 100.0%	44 16.3% 26.7%	11 20.8% 6.7%	29 23.0% 17.6%	17 18.3% 10.3%	19 19.0% 11.5%	12 20.0% 7.3%	18 30.5% 10.9%	2 2.1% 1.2%	3 5.5% 1.8%	9 10.8% 5.5%	6 12.2% 3.6%	12 35.3% 7.3%
Real cigar smokers would never smoke just one brand	105 7.2% 100.0%	13 4.8% 12.4%	1 1.9% 1.0%	14 11.1% 13.3%	10 10.6% 9.5%	6 6.0% 5.7%	6 10.0% 5.7%	4 6.8% 3.8%	8 8.6% 7.6%	4 7.3% 3.8%	8 9.8% 7.6%	4 8.3% 3.8%	1 2.9% 1.0%
It's worth it to pay extra for a higher quality cigar	235 16.0% 100.0%	67 25.0% 28.5%	13 25.0% 5.5%	38 30.6% 16.2%	27 28.7% 11.5%	26 26.5% 11.1%	16 26.7% 6.8%	14 23.7% 6.0%	17 18.1% 7.2%	7 13.0% 3.0%	18 22.0% 7.7%	12 25.0% 5.1%	9 26.5% 3.8%
I have a few cigar brands I typically buy most often	444 30.1% 100.0%	82 30.3% 18.5%	18 34.6% 4.1%	54 42.9% 12.2%	41 43.6% 9.2%	33 33.0% 7.4%	22 36.7% 5.0%	23 39.0% 5.2%	20 21.7% 4.5%	16 29.1% 3.6%	28 34.6% 6.3%	20 40.8% 4.5%	14 41.2% 3.2%
The price of cigars has gotten so high, I've had to switch to less expensive brands	89 6.1% 100.0%	12 4.5% 13.5%	3 5.8% 3.4%	5 4.0% 5.6%	5 5.3% 5.6%	2 2.0% 2.2%	3 5.0% 3.4%	4 6.8% 4.5%	3 3.2% 3.4%	4 7.3% 4.5%	15 18.3% 16.9%	2 4.2% 2.2%	0 0.0% 0.0%
I'm loyal to the brands of cigars I smoke regularly	222 15.1% 100.0%	31 11.6% 14.0%	5 9.6% 2.3%	18 14.5% 8.1%	10 11.0% 4.5%	10 10.0% 4.5%	6 10.2% 2.7%	6 10.3% 2.7%	11 11.8% 5.0%	13 24.5% 5.9%	13 15.7% 5.9%	4 8.2% 1.8%	2 5.9% 0.9%
Private label/house brands of cigars are as good as brand name cigars	126 8.6% 100.0%	18 6.7% 14.3%	6 11.8% 4.8%	11 8.9% 8.7%	7 7.4% 5.6%	7 7.0% 5.6%	9 15.0% 7.1%	8 13.8% 6.3%	8 8.8% 6.3%	4 7.3% 3.2%	11 13.6% 8.7%	4 8.2% 3.2%	3 8.8% 2.4%
I buy some expensive brands of cigars and save them for special occasions	188 12.7% 100.0%	42 15.5% 22.3%	10 19.2% 5.3%	35 27.8% 18.6%	21 22.3% 11.2%	24 24.0% 12.8%	15 25.0% 8.0%	17 29.3% 9.0%	9 9.7% 4.8%	8 14.8% 4.3%	8 9.8% 4.3%	8 16.3% 4.3%	7 20.6% 3.7%
For special events, it's more important to have a brand with some prestige	98 6.7% 100.0%	20 7.5% 20.4%	3 5.8% 3.1%	14 11.1% 14.3%	8 8.5% 8.2%	11 11.0% 11.2%	10 16.7% 10.2%	8 13.6% 8.2%	6 6.4% 6.1%	4 7.3% 4.1%	10 12.2% 10.2%	5 10.4% 5.1%	3 8.8% 3.1%

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Cigar Segmentation

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Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Lower price means lower quality in cigars	96 6.5% 100.0%	27 10.0% 28.1%	5 9.6% 5.2%	14 11.1% 14.6%	6 6.4% 6.3%	10 10.0% 10.4%	2 3.3% 2.1%	4 6.9% 4.2%	4 4.3% 4.2%	5 9.1% 5.2%	8 9.9% 8.3%	1 2.0% 1.0%	5 14.7% 5.2%
I am smoking better quality cigars now than I used to	219 14.9% 100.0%	62 23.2% 28.3%	12 22.6% 5.5%	36 28.6% 16.4%	19 20.2% 8.7%	24 24.5% 11.0%	18 30.0% 8.2%	18 30.5% 8.2%	12 12.8% 5.5%	6 10.9% 2.7%	11 13.4% 5.0%	11 22.9% 5.0%	8 24.2% 3.7%
I am always interested in trying new cigar brands	310 20.9% 100.0%	63 23.3% 20.3%	17 32.1% 5.5%	37 29.6% 11.9%	27 29.0% 8.7%	30 30.0% 9.7%	24 40.0% 7.7%	23 39.0% 7.4%	23 24.5% 7.4%	7 13.0% 2.3%	27 32.5% 8.7%	10 20.4% 3.2%	13 38.2% 4.2%
Cigars are one of the few luxuries I can afford	139 9.4% 100.0%	18 6.7% 12.9%	4 7.5% 2.9%	11 8.8% 7.9%	13 14.1% 9.4%	7 7.0% 5.0%	8 13.6% 5.8%	8 13.8% 5.8%	6 6.5% 4.3%	4 7.3% 2.9%	13 15.7% 9.4%	5 10.2% 3.6%	1 2.9% 0.7%
I only like to smoke brands of cigars I've heard of	65 4.4% 100.0%	2 0.7% 3.1%	1 1.9% 1.5%	0 0.0% 0.0%	2 2.1% 3.1%	1 1.0% 1.5%	0 0.0% 0.0%	2 3.4% 3.1%	2 2.1% 3.1%	3 5.5% 4.6%	8 9.9% 12.3%	0 0.0% 0.0%	0 0.0% 0.0%
<u>Channel Preferences</u>													
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons	104 7.1% 100.0%	15 5.6% 14.4%	6 11.5% 5.8%	14 11.1% 13.5%	9 9.6% 8.7%	5 5.0% 4.8%	6 10.0% 5.8%	8 13.6% 7.7%	4 4.3% 3.8%	4 7.4% 3.8%	7 8.5% 6.7%	3 6.3% 2.9%	1 2.9% 1.0%
Catalogs offer the best prices on cigars	91 6.2% 100.0%	17 6.3% 18.7%	7 13.2% 7.7%	15 12.0% 16.5%	11 11.7% 12.1%	2 2.0% 2.2%	7 11.7% 7.7%	8 13.6% 8.8%	5 5.5% 5.5%	3 5.6% 3.3%	7 8.5% 7.7%	7 14.6% 7.7%	1 2.9% 1.1%
I prefer to buy cigars from a tobacconist	161 10.9% 100.0%	30 11.2% 18.6%	10 19.2% 6.2%	26 20.8% 16.1%	15 16.3% 9.3%	13 13.1% 8.1%	8 13.6% 5.0%	10 17.2% 6.2%	5 5.4% 3.1%	3 5.5% 1.9%	4 4.8% 2.5%	3 6.1% 1.9%	6 18.2% 3.7%
I'm willing to pay a little extra to buy from someone who can give advice on cigars	64 4.4% 100.0%	12 4.5% 18.8%	2 3.8% 3.1%	6 4.8% 9.4%	4 4.3% 6.3%	7 7.0% 10.9%	3 5.0% 4.7%	2 3.4% 3.1%	4 4.3% 6.3%	0 0.0% 0.0%	5 6.1% 7.8%	1 2.1% 1.6%	3 8.8% 4.7%
I would never trust buying cigars through a catalog	88 6.0% 100.0%	7 2.6% 8.0%	3 5.8% 3.4%	6 4.8% 6.8%	3 3.2% 3.4%	6 6.0% 6.8%	3 5.0% 3.4%	2 3.4% 2.3%	2 2.2% 2.3%	9 16.4% 10.2%	5 6.1% 5.7%	2 4.1% 2.3%	2 5.9% 2.3%
Tobacconists are the best place to buy cigars	184 12.4% 100.0%	43 15.9% 23.4%	15 28.8% 8.2%	31 24.6% 16.8%	17 18.1% 9.2%	21 21.0% 11.4%	12 20.0% 6.5%	12 20.3% 6.5%	13 14.0% 7.1%	8 14.8% 4.3%	18 22.0% 9.8%	6 12.2% 3.3%	9 26.5% 4.9%
I would never trust buying cigars through the Internet	239 16.3% 100.0%	27 10.0% 11.3%	9 17.3% 3.8%	18 14.5% 7.5%	13 13.8% 5.4%	17 17.3% 7.1%	10 16.9% 4.2%	8 14.0% 3.3%	13 14.1% 5.4%	12 22.2% 5.0%	19 23.5% 7.9%	4 8.2% 1.7%	5 15.2% 2.1%
I like buying cigars on the Internet	19 1.3% 100.0%	4 1.5% 21.1%	0 0.0% 0.0%	2 1.6% 10.5%	1 1.1% 5.3%	2 2.0% 10.5%	1 1.7% 5.3%	1 1.7% 5.3%	1 1.1% 5.3%	1 1.9% 5.3%	1 1.3% 5.3%	1 2.1% 5.3%	1 2.9% 5.3%

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GC 018451

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet	106 7.2% 100.0%	25 9.3% 23.6%	5 9.6% 4.7%	17 13.6% 16.0%	12 12.9% 11.3%	6 6.0% 5.7%	11 18.3% 10.4%	13 22.0% 12.3%	6 6.5% 5.7%	0 0.0% 0.0%	6 7.5% 5.7%	10 20.4% 9.4%	2 5.9% 1.9%
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist	125 8.5% 100.0%	6 2.2% 4.8%	1 1.9% 0.8%	2 1.6% 1.6%	3 3.2% 2.4%	2 2.0% 1.6%	0 0.0% 0.0%	1 1.7% 0.8%	5 5.4% 4.0%	4 7.5% 3.2%	16 19.3% 12.8%	1 2.0% 0.8%	1 2.9% 0.8%
I am very loyal to my tobacconist	59 4.0% 100.0%	8 3.0% 13.6%	3 5.7% 5.1%	5 4.0% 8.5%	5 5.5% 8.5%	8 8.2% 13.6%	2 3.4% 3.4%	7 12.1% 11.9%	2 2.2% 3.4%	2 3.7% 3.4%	5 6.1% 8.5%	0 0.0% 0.0%	2 6.1% 3.4%
When I buy my favorite brand of cigar, I usually shop around to get the best price	168 11.4% 100.0%	18 6.7% 10.7%	6 11.3% 3.6%	16 12.7% 9.5%	11 11.8% 6.5%	9 9.0% 5.4%	9 15.0% 5.4%	9 15.3% 5.4%	10 10.6% 6.0%	11 20.0% 6.5%	12 14.5% 7.1%	7 14.3% 4.2%	6 17.6% 3.6%
When shopping for cigars, I have to go somewhere where I trust the salesperson	145 9.8% 100.0%	27 10.0% 18.6%	8 15.1% 5.5%	11 8.7% 7.6%	16 17.2% 11.0%	15 15.0% 10.3%	6 10.0% 4.1%	11 18.6% 7.6%	6 6.4% 4.1%	4 7.3% 2.8%	9 10.8% 6.2%	4 8.2% 2.8%	6 17.6% 4.1%
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	142 9.7% 100.0%	22 8.1% 15.5%	6 11.3% 4.2%	19 15.1% 13.4%	8 8.5% 5.6%	8 8.0% 5.6%	9 15.0% 6.3%	10 16.9% 7.0%	9 9.7% 6.3%	5 9.3% 3.5%	12 14.6% 8.5%	0 0.0% 0.0%	2 5.9% 1.4%
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	122 8.3% 100.0%	18 6.7% 14.8%	4 7.5% 3.3%	16 12.7% 13.1%	6 6.4% 4.9%	10 10.0% 8.2%	6 10.0% 4.9%	9 15.3% 7.4%	7 7.5% 5.7%	6 11.3% 4.9%	8 9.9% 6.6%	0 0.0% 0.0%	4 11.8% 3.3%
<u>Taste Preferences</u>													
I prefer mild tasting cigars	305 20.9% 100.0%	43 16.2% 14.1%	3 6.1% 1.0%	7 5.7% 2.3%	8 8.8% 2.6%	12 12.2% 3.9%	5 8.6% 1.6%	6 10.5% 2.0%	20 21.5% 6.6%	14 25.5% 4.6%	22 27.2% 7.2%	8 16.7% 2.6%	3 9.1% 1.0%
I like to smoke a range of tastes	216 14.6% 100.0%	43 15.9% 19.9%	12 22.6% 5.6%	30 23.8% 13.9%	21 22.6% 9.7%	14 14.0% 6.5%	16 26.7% 7.4%	18 30.5% 8.3%	13 13.8% 6.0%	11 20.0% 5.1%	18 21.7% 8.3%	9 18.4% 4.2%	6 17.6% 2.8%
I prefer stronger tasting cigars	84 5.7% 100.0%	12 4.6% 14.3%	4 7.7% 4.8%	15 12.6% 17.9%	13 14.4% 15.5%	5 5.3% 6.0%	7 11.7% 8.3%	11 18.6% 13.1%	3 3.2% 3.6%	2 3.6% 2.4%	6 7.2% 7.1%	2 4.2% 2.4%	5 16.1% 6.0%
Mild-tasting cigars are easier to smoke on an everyday basis	260 17.7% 100.0%	42 15.6% 16.2%	6 11.3% 2.3%	17 13.5% 6.5%	14 15.1% 5.4%	12 12.1% 4.6%	8 13.3% 3.1%	9 15.3% 3.5%	24 25.5% 9.2%	14 25.5% 5.4%	23 28.8% 8.8%	10 20.4% 3.8%	4 11.8% 1.5%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
My preferences have evolved over time towards stronger cigars	92 6.2% 100.0%	14 5.2% 15.2%	3 5.7% 3.3%	15 11.9% 16.3%	16 17.2% 17.4%	8 8.0% 8.7%	8 13.3% 8.7%	13 22.0% 14.1%	4 4.3% 4.3%	2 3.7% 2.2%	6 7.2% 6.5%	4 8.2% 4.3%	8 23.5% 8.7%
My preferences have evolved over time towards more expensive cigars	125 8.5% 100.0%	34 12.7% 27.2%	6 11.5% 4.8%	23 18.3% 18.4%	17 18.1% 13.6%	19 19.0% 15.2%	8 13.3% 6.4%	15 25.9% 12.0%	7 7.5% 5.6%	4 7.4% 3.2%	7 8.5% 5.6%	7 14.6% 5.6%	5 14.7% 4.0%
My preferences have evolved over time towards less expensive cigars	77 5.2% 100.0%	4 1.5% 5.2%	1 2.0% 1.3%	2 1.6% 2.6%	1 1.1% 1.3%	1 1.0% 1.3%	0 0.0% 0.0%	2 3.4% 2.6%	1 1.1% 1.3%	2 3.7% 2.6%	7 8.5% 9.1%	2 4.1% 2.6%	1 2.9% 1.3%
I like to smoke a full-flavored cigar	333 22.6% 100.0%	57 21.0% 17.1%	17 32.7% 5.1%	45 35.7% 13.5%	37 39.4% 11.1%	26 26.0% 7.8%	20 33.3% 6.0%	23 39.0% 6.9%	22 24.2% 6.6%	12 22.2% 3.6%	32 39.5% 9.6%	9 18.4% 2.7%	9 26.5% 2.7%
Strong cigars are too harsh for me	268 18.2% 100.0%	29 10.8% 10.8%	5 9.6% 1.9%	7 5.6% 2.6%	6 6.5% 2.2%	12 12.1% 4.5%	3 5.0% 1.1%	6 10.2% 2.2%	17 18.1% 6.3%	12 21.8% 4.5%	20 24.4% 7.5%	7 14.6% 2.6%	1 2.9% 0.4%
Experienced cigar smokers smoke stronger cigars	82 5.6% 100.0%	14 5.2% 17.1%	3 5.7% 3.7%	10 7.9% 12.2%	4 4.3% 4.9%	5 5.0% 6.1%	4 6.7% 4.9%	7 11.9% 8.5%	6 6.4% 7.3%	6 10.9% 7.3%	8 9.6% 9.8%	3 6.3% 3.7%	1 2.9% 1.2%
How Started Smoking													
My father introduced me to smoking cigars	95 6.5% 100.0%	14 5.2% 14.7%	2 3.8% 2.1%	9 7.2% 9.5%	5 5.4% 5.3%	7 7.0% 7.4%	6 10.2% 6.3%	5 8.8% 5.3%	7 7.5% 7.4%	5 9.3% 5.3%	8 9.8% 8.4%	0 0.0% 0.0%	4 11.8% 4.2%
A friend introduced me to smoking cigars	222 15.2% 100.0%	44 16.4% 19.8%	7 13.5% 3.2%	25 19.8% 11.3%	19 20.2% 8.6%	23 23.0% 10.4%	14 23.3% 6.3%	12 20.3% 5.4%	5 5.5% 2.3%	3 5.5% 1.4%	8 9.8% 3.6%	8 16.7% 3.6%	5 14.7% 2.3%
I started smoking cigars before it became trendy	598 40.4% 100.0%	120 44.6% 20.1%	29 55.8% 4.8%	68 54.4% 11.4%	55 59.1% 9.2%	46 46.0% 7.7%	38 63.3% 6.4%	30 51.7% 5.0%	48 51.1% 8.0%	21 38.2% 3.5%	45 54.2% 7.5%	22 44.9% 3.7%	17 50.0% 2.8%
Role of Tobacconist													
When I go to the tobacconist, I feel like a kid in a candy store	174 11.9% 100.0%	43 16.0% 24.7%	15 28.8% 8.6%	39 31.0% 22.4%	27 28.7% 15.5%	21 21.0% 12.1%	16 26.7% 9.2%	23 39.0% 13.2%	12 12.9% 6.9%	3 5.5% 1.7%	11 13.6% 6.3%	7 14.6% 4.0%	8 23.5% 4.6%
I have a close relationship with my tobacconist	37 2.5% 100.0%	7 2.6% 18.9%	1 1.9% 2.7%	7 5.6% 18.9%	9 9.6% 24.3%	1 1.0% 2.7%	3 5.2% 8.1%	4 6.8% 10.8%	1 1.1% 2.7%	2 3.7% 5.4%	6 7.3% 16.2%	1 2.1% 2.7%	1 2.9% 2.7%
I trust my tobacconist	115 7.9% 100.0%	20 7.5% 17.4%	4 7.7% 3.5%	13 10.3% 11.3%	17 18.3% 14.8%	9 9.0% 7.8%	11 18.3% 9.6%	11 18.6% 9.6%	5 5.4% 4.3%	3 5.7% 2.6%	10 12.3% 8.7%	3 6.3% 2.6%	2 5.9% 1.7%
All tobacconists are pretty much the same	60 4.1% 100.0%	9 3.3% 15.0%	0 0.0% 0.0%	3 2.4% 5.0%	1 1.1% 1.7%	1 1.0% 1.7%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.2% 5.0%	2 3.7% 3.3%	4 4.9% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%

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GC 018453

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke	127 8.6% 100.0%	18 6.7% 14.2%	3 5.7% 2.4%	15 11.9% 11.8%	9 9.8% 7.1%	5 5.1% 3.9%	8 13.3% 6.3%	8 13.8% 6.3%	9 9.7% 7.1%	5 9.1% 3.9%	7 8.5% 5.5%	3 6.1% 2.4%	4 12.1% 3.1%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars	117 8.0% 100.0%	22 8.1% 18.8%	8 15.1% 6.8%	18 14.3% 15.4%	12 13.2% 10.3%	12 12.2% 10.3%	11 18.3% 9.4%	11 18.6% 9.4%	6 6.5% 5.1%	3 5.5% 2.6%	5 6.0% 4.3%	4 8.2% 3.4%	6 18.2% 5.1%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions	96 6.6% 100.0%	14 5.2% 14.6%	3 5.8% 3.1%	13 10.4% 13.5%	8 8.7% 8.3%	8 8.2% 8.3%	7 11.7% 7.3%	10 16.9% 10.4%	7 7.6% 7.3%	3 5.7% 3.1%	6 7.3% 6.3%	2 4.1% 2.1%	4 11.8% 4.2%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink	71 4.9% 100.0%	12 4.5% 16.9%	4 7.7% 5.6%	5 4.0% 7.0%	11 11.7% 15.5%	10 10.0% 14.1%	4 6.7% 5.6%	7 11.9% 9.9%	5 5.4% 7.0%	5 9.3% 7.0%	5 6.2% 7.0%	4 8.3% 5.6%	4 11.8% 5.6%
I wish the cigars displayed at a tobacconist were better organized	81 5.6% 100.0%	10 3.7% 12.3%	3 5.8% 3.7%	12 9.5% 14.8%	8 8.6% 9.9%	6 6.1% 7.4%	7 11.7% 8.6%	9 15.3% 11.1%	2 2.2% 2.5%	2 3.6% 2.5%	7 8.6% 8.6%	2 4.2% 2.5%	2 6.1% 2.5%
I wish it were easier to select new cigars at the tobacconist without having to ask for help	136 9.3% 100.0%	15 5.6% 11.0%	4 7.5% 2.9%	8 6.3% 5.9%	8 8.6% 5.9%	6 6.0% 4.4%	6 10.0% 4.4%	8 13.8% 5.9%	8 8.6% 5.9%	4 7.4% 2.9%	9 10.8% 6.6%	3 6.1% 2.2%	1 2.9% 0.7%
<u>Perceptions Of Cigar Smokers</u>													
People who smoke cigars are more confident in themselves than non-smokers	51 3.5% 100.0%	12 4.5% 23.5%	2 3.8% 3.9%	8 6.3% 15.7%	4 4.3% 7.8%	3 3.0% 5.9%	2 3.3% 3.9%	5 8.5% 9.8%	8 8.7% 15.7%	2 3.6% 3.9%	4 4.9% 7.8%	3 6.3% 5.9%	2 6.1% 3.9%
People who smoke cigars are more likely to have a good sense of humor than non-smokers	89 6.0% 100.0%	13 4.8% 14.6%	1 1.9% 1.1%	12 9.6% 13.5%	6 6.4% 6.7%	6 6.0% 6.7%	6 10.0% 6.7%	10 16.9% 11.2%	6 6.5% 6.7%	1 1.8% 1.1%	8 9.8% 9.0%	3 6.1% 3.4%	3 8.8% 3.4%
People who smoke cigars are more open-minded than non-smokers	74 5.1% 100.0%	16 6.0% 21.6%	2 3.8% 2.7%	12 9.5% 16.2%	5 5.4% 6.8%	6 6.1% 8.1%	8 14.0% 10.8%	7 12.1% 9.5%	7 7.5% 9.5%	2 3.7% 2.7%	9 11.1% 12.2%	3 6.3% 4.1%	3 9.1% 4.1%
People who smoke cigars are easy to talk to	62 4.3% 100.0%	15 5.6% 24.2%	1 1.9% 1.6%	14 11.1% 22.6%	4 4.3% 6.5%	6 6.1% 9.7%	6 10.0% 9.7%	7 11.9% 11.3%	5 5.5% 8.1%	1 1.9% 1.6%	8 9.9% 12.9%	3 6.3% 4.8%	4 12.1% 6.5%

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GC 018454

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Cigar smoking is trendy today	456 30.8% 100.0%	103 38.3% 22.6%	16 30.2% 3.5%	48 38.1% 10.5%	37 39.8% 8.1%	37 37.0% 8.1%	27 45.0% 5.9%	26 44.1% 5.7%	33 35.1% 7.2%	12 22.2% 2.6%	20 24.1% 4.4%	20 40.8% 4.4%	12 35.3% 2.6%
People smoke cigars primarily because they think it's a cool thing to do	102 6.9% 100.0%	20 7.4% 19.6%	6 11.5% 5.9%	6 4.8% 5.9%	11 11.7% 10.8%	9 9.0% 8.8%	5 8.3% 4.9%	7 11.9% 6.9%	5 5.4% 4.9%	5 9.1% 4.9%	5 6.1% 4.9%	3 6.1% 2.9%	4 11.8% 3.9%
People who have just taken up cigar smoking recently are spoiling it for the rest of us	61 4.1% 100.0%	8 3.0% 13.1%	1 1.9% 1.6%	7 5.6% 11.5%	9 9.7% 14.8%	3 3.0% 4.9%	6 10.0% 9.8%	7 11.9% 11.5%	0 0.0% 0.0%	2 3.7% 3.3%	6 7.2% 9.8%	4 8.2% 6.6%	2 5.9% 3.3%

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GC 018455

Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Love/Involvement/Interest													
I love cigars	685 46.3% 100.0%	145 53.5% 21.2%	34 65.4% 5.0%	85 67.5% 12.4%	70 74.5% 10.2%	55 55.0% 8.0%	49 81.7% 7.2%	46 79.3% 6.7%	48 51.6% 7.0%	23 41.8% 3.4%	42 51.2% 6.1%	34 69.4% 5.0%	24 70.6% 3.5%
I have made my own homemade humidification system	151 10.3% 100.0%	32 11.9% 21.2%	6 11.8% 4.0%	22 17.6% 14.6%	21 22.6% 13.9%	14 14.0% 9.3%	16 26.7% 10.6%	17 28.8% 11.3%	4 4.3% 2.6%	3 5.5% 2.0%	9 11.0% 6.0%	7 14.9% 4.6%	8 23.5% 5.3%
Cigar smoking is one of my passions	293 20.0% 100.0%	60 22.4% 20.5%	16 30.2% 5.5%	41 32.8% 14.0%	31 33.0% 10.6%	28 28.0% 9.6%	27 45.0% 9.2%	30 50.8% 10.2%	21 22.3% 7.2%	11 20.0% 3.8%	21 25.9% 7.2%	16 33.3% 5.5%	12 35.3% 4.1%
Cigar smoking is a favorite hobby for me	290 19.6% 100.0%	59 21.9% 20.3%	15 28.3% 5.2%	40 32.3% 13.8%	35 37.6% 12.1%	23 23.2% 7.9%	26 43.3% 9.0%	22 37.3% 7.6%	13 13.8% 4.5%	8 14.5% 2.8%	25 30.1% 8.6%	18 36.7% 6.2%	12 36.4% 4.1%
Cigar smoking is one of lifes little pleasures	812 55.0% 100.0%	171 63.1% 21.1%	32 61.5% 3.9%	94 74.6% 11.6%	63 67.0% 7.8%	65 65.0% 8.0%	47 78.3% 5.8%	47 79.7% 5.8%	57 61.3% 7.0%	26 47.3% 3.2%	49 61.3% 6.0%	36 73.5% 4.4%	24 70.6% 3.0%
Cigar smoking is macho	139 9.4% 100.0%	25 9.4% 18.0%	4 7.5% 2.9%	14 11.1% 10.1%	5 5.4% 3.6%	8 8.2% 5.8%	4 6.7% 2.9%	5 8.5% 3.6%	12 12.9% 8.6%	4 7.3% 2.9%	11 13.6% 7.9%	8 16.3% 5.8%	2 5.9% 1.4%
I love the aroma of cigars	900 60.8% 100.0%	165 61.1% 18.3%	29 54.7% 3.2%	87 69.0% 9.7%	69 74.2% 7.7%	61 61.0% 6.8%	49 81.7% 5.4%	47 79.7% 5.2%	56 59.6% 6.2%	33 60.0% 3.7%	50 61.0% 5.6%	32 65.3% 3.6%	22 64.7% 2.4%
Cigar smoking is a classy thing to do	219 14.8% 100.0%	54 20.0% 24.7%	8 15.1% 3.7%	24 19.2% 11.0%	14 15.1% 6.4%	20 20.0% 9.1%	13 21.7% 5.9%	12 20.3% 5.5%	10 10.6% 4.6%	3 5.5% 1.4%	17 20.5% 7.8%	10 20.4% 4.6%	7 20.6% 3.2%
When you smoke a cigar, you are part of the finer things in life	279 18.8% 100.0%	61 22.5% 21.9%	13 25.0% 4.7%	37 29.4% 13.3%	29 30.9% 10.4%	27 27.0% 9.7%	21 35.0% 7.5%	23 39.0% 8.2%	20 21.5% 7.2%	6 10.9% 2.2%	22 27.2% 7.9%	10 20.4% 3.6%	12 35.3% 4.3%
Cigars are a status symbol	199 13.5% 100.0%	33 12.2% 16.6%	5 9.4% 2.5%	21 16.7% 10.6%	14 15.1% 7.0%	15 15.0% 7.5%	15 25.4% 7.5%	8 13.6% 4.0%	16 17.2% 8.0%	5 9.1% 2.5%	15 18.3% 7.5%	4 8.2% 2.0%	3 8.8% 1.5%
Cigars are prestigious	260 17.8% 100.0%	55 20.4% 21.2%	11 21.2% 4.2%	30 24.4% 11.5%	23 25.3% 8.8%	20 20.2% 7.7%	12 20.3% 4.6%	12 20.7% 4.6%	16 17.0% 6.2%	10 18.9% 3.8%	22 26.8% 8.5%	10 20.4% 3.8%	6 17.6% 2.3%
Cigars are a good conversation starter	289 19.6% 100.0%	65 24.1% 22.5%	9 17.0% 3.1%	39 31.0% 13.5%	23 24.7% 8.0%	25 25.3% 8.7%	18 30.0% 6.2%	18 30.5% 6.2%	27 28.7% 9.3%	8 14.8% 2.8%	14 17.1% 4.8%	16 32.7% 5.5%	12 35.3% 4.2%
A good cigar can make any occasion special	620 42.0% 100.0%	132 48.9% 21.3%	29 55.8% 4.7%	76 60.3% 12.3%	53 56.4% 8.5%	52 52.0% 8.4%	42 70.0% 6.8%	34 57.6% 5.5%	42 45.2% 6.8%	20 37.0% 3.2%	42 51.2% 6.8%	34 69.4% 5.5%	23 67.6% 3.7%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Smoking a cigar is a way of showing you accomplished something	103 7.0% 100.0%	19 7.1% 18.4%	3 5.9% 2.9%	8 6.4% 7.8%	7 7.4% 6.8%	6 6.1% 5.8%	5 8.3% 4.9%	4 6.8% 3.9%	6 6.4% 5.8%	5 9.1% 4.9%	15 18.5% 14.6%	5 10.4% 4.9%	1 3.0% 1.0%
I enjoy shopping for cigars	504 34.1% 100.0%	135 49.8% 26.8%	28 53.8% 5.6%	83 65.9% 16.5%	62 66.0% 12.3%	52 52.0% 10.3%	44 73.3% 8.7%	41 69.5% 8.1%	30 32.3% 6.0%	13 24.1% 2.6%	23 28.4% 4.6%	26 53.1% 5.2%	19 55.9% 3.8%
I really enjoy owning a humidor	340 23.8% 100.0%	88 33.6% 25.9%	23 44.2% 6.8%	68 54.8% 20.0%	50 53.8% 14.7%	43 44.8% 12.6%	35 59.3% 10.3%	36 63.2% 10.6%	18 19.6% 5.3%	16 29.1% 4.7%	18 22.8% 5.3%	23 48.9% 6.8%	19 57.6% 5.6%
I enjoy planning ahead to smoke a cigar	476 32.3% 100.0%	126 46.8% 26.5%	25 47.2% 5.3%	61 48.4% 12.8%	43 46.2% 9.0%	45 45.5% 9.5%	29 48.3% 6.1%	30 50.8% 6.3%	28 29.8% 5.9%	13 23.6% 2.7%	18 22.0% 3.8%	26 54.2% 5.5%	18 54.5% 3.8%
When I smoke a cigar, I don't do anything else	231 15.6% 100.0%	39 14.5% 16.9%	6 11.5% 2.6%	20 15.9% 8.7%	15 16.0% 6.5%	15 15.0% 6.5%	15 25.0% 6.5%	16 27.1% 6.9%	12 12.9% 5.2%	4 7.3% 1.7%	13 15.9% 5.6%	5 10.2% 2.2%	8 23.5% 3.5%
Cigar smoking is my private time	540 37.0% 100.0%	91 34.1% 16.9%	15 30.0% 2.8%	55 44.7% 10.2%	46 49.5% 8.5%	37 37.0% 6.9%	27 45.0% 5.0%	34 57.6% 6.3%	39 42.4% 7.2%	18 34.6% 3.3%	37 47.4% 6.9%	21 42.9% 3.9%	16 47.1% 3.0%
Shopping for cigars is like an adventure	360 24.4% 100.0%	84 31.1% 23.3%	19 36.5% 5.3%	55 43.7% 15.3%	42 44.7% 11.7%	42 42.0% 11.7%	28 46.7% 7.8%	22 37.3% 6.1%	30 32.6% 8.3%	7 13.0% 1.9%	26 31.7% 7.2%	20 40.8% 5.6%	18 52.9% 5.0%
I'm always on the lookout for new cigars	423 28.7% 100.0%	97 35.8% 22.9%	21 40.4% 5.0%	56 44.8% 13.2%	48 51.1% 11.3%	40 40.4% 9.5%	29 49.2% 6.9%	33 57.9% 7.8%	31 33.3% 7.3%	15 27.8% 3.5%	30 37.0% 7.1%	19 38.8% 4.5%	17 51.5% 4.0%
I could easily give up smoking cigars	867 59.0% 100.0%	170 63.4% 19.6%	27 51.9% 3.1%	65 51.6% 7.5%	48 51.1% 5.5%	58 58.0% 6.7%	35 58.3% 4.0%	29 49.2% 3.3%	57 60.6% 6.6%	29 52.7% 3.3%	43 52.4% 5.0%	21 43.8% 2.4%	17 50.0% 2.0%
Cigar smoking isn't that important to me	479 32.6% 100.0%	69 25.7% 14.4%	13 25.0% 2.7%	17 13.5% 3.5%	14 14.9% 2.9%	23 23.0% 4.8%	11 18.3% 2.3%	4 6.8% 0.8%	29 30.9% 6.1%	16 29.1% 3.3%	23 28.4% 4.8%	9 18.8% 1.9%	5 14.7% 1.0%
Smoking a cigar is part of a lifestyle of leisure	384 26.0% 100.0%	84 31.1% 21.9%	15 28.8% 3.9%	47 37.3% 12.2%	37 39.8% 9.6%	29 29.0% 7.6%	25 41.7% 6.5%	26 44.1% 6.8%	32 34.4% 8.3%	13 23.6% 3.4%	30 36.6% 7.8%	20 40.8% 5.2%	15 44.1% 3.9%
<u>Knowledgeability</u>													
Friends often ask me for recommendations on cigars	279 19.2% 100.0%	72 27.0% 25.8%	21 40.4% 7.5%	55 44.0% 19.7%	36 39.1% 12.9%	38 38.4% 13.6%	31 51.7% 11.1%	30 52.6% 10.8%	14 15.1% 5.0%	7 13.2% 2.5%	15 18.8% 5.4%	19 38.8% 6.8%	17 50.0% 6.1%
I'm extremely knowledgeable about cigars	197 13.4% 100.0%	38 14.1% 19.3%	10 18.9% 5.1%	41 32.8% 20.8%	21 22.6% 10.7%	22 22.0% 11.2%	25 42.4% 12.7%	26 44.8% 13.2%	10 10.9% 5.1%	7 13.0% 3.6%	16 19.5% 8.1%	11 22.4% 5.6%	11 32.4% 5.6%
I'm still relatively new to cigars	373 25.3% 100.0%	55 20.4% 14.7%	4 7.5% 1.1%	11 8.7% 2.9%	16 17.2% 4.3%	20 20.2% 5.4%	6 10.0% 1.6%	9 15.3% 2.4%	17 18.1% 4.6%	15 27.3% 4.0%	20 24.1% 5.4%	7 14.3% 1.9%	3 8.8% 0.8%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I seek out advice on which cigars to smoke	304 20.7% 100.0%	77 28.8% 25.3%	19 35.8% 6.3%	34 27.0% 11.2%	32 34.0% 10.5%	33 33.0% 10.9%	16 26.7% 5.3%	14 23.7% 4.6%	19 20.2% 6.3%	7 12.7% 2.3%	10 12.2% 3.3%	18 37.5% 5.9%	11 32.4% 3.6%
I wish I knew more about cigars	543 36.9% 100.0%	120 44.6% 22.1%	19 35.8% 3.5%	46 36.5% 8.5%	37 40.2% 6.8%	43 43.4% 7.9%	19 31.7% 3.5%	22 37.9% 4.1%	41 44.1% 7.6%	17 30.9% 3.1%	30 36.1% 5.5%	21 43.8% 3.9%	10 30.3% 1.8%
You can never know enough about cigars	486 33.1% 100.0%	109 40.5% 22.4%	27 51.9% 5.6%	60 47.6% 12.3%	48 51.1% 9.9%	43 43.4% 8.8%	32 53.3% 6.6%	29 49.2% 6.0%	32 34.4% 6.6%	16 29.1% 3.3%	28 35.0% 5.8%	25 52.1% 5.1%	18 52.9% 3.7%
I really don't know that much about cigars	409 27.6% 100.0%	51 18.8% 12.5%	9 17.3% 2.2%	14 11.1% 3.4%	7 7.4% 1.7%	14 14.0% 3.4%	4 6.7% 1.0%	6 10.2% 1.5%	30 32.3% 7.3%	14 25.5% 3.4%	20 25.0% 4.9%	8 16.3% 2.0%	2 5.9% 0.5%
I like to read about cigars	348 23.5% 100.0%	82 30.4% 23.6%	24 45.3% 6.9%	54 42.9% 15.5%	44 47.8% 12.6%	36 36.0% 10.3%	33 55.0% 9.5%	33 55.9% 9.5%	18 19.1% 5.2%	8 14.5% 2.3%	21 25.3% 6.0%	27 55.1% 7.8%	15 44.1% 4.3%
Long term cigar smokers are a good source of information about cigars	728 49.3% 100.0%	142 52.6% 19.5%	28 53.8% 3.8%	75 59.5% 10.3%	53 56.4% 7.3%	54 54.0% 7.4%	42 70.0% 5.8%	35 59.3% 4.8%	53 56.4% 7.3%	27 50.0% 3.7%	45 54.9% 6.2%	26 53.1% 3.6%	23 67.6% 3.2%
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed	112 7.6% 100.0%	17 6.3% 15.2%	4 7.7% 3.6%	12 9.5% 10.7%	7 7.7% 6.3%	9 9.2% 8.0%	2 3.3% 1.8%	1 1.7% 0.9%	8 8.5% 7.1%	2 3.6% 1.8%	11 13.3% 9.8%	6 12.5% 5.4%	2 6.1% 1.8%
Cigar manufacturers are exploiting me through price increases	435 29.5% 100.0%	79 29.3% 18.2%	21 40.4% 4.8%	44 34.9% 10.1%	34 36.6% 7.8%	28 28.0% 6.4%	29 48.3% 6.7%	28 47.5% 6.4%	31 33.0% 7.1%	13 23.6% 3.0%	28 33.7% 6.4%	19 38.8% 4.4%	9 26.5% 2.1%
I am confused by the number of sizes and types of cigars	310 21.1% 100.0%	41 15.2% 13.2%	4 7.7% 1.3%	6 4.8% 1.9%	11 11.7% 3.5%	14 14.1% 4.5%	3 5.0% 1.0%	5 8.5% 1.6%	18 19.4% 5.8%	11 20.0% 3.5%	18 22.2% 5.8%	5 10.2% 1.6%	3 8.8% 1.0%
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like	609 41.6% 100.0%	100 37.6% 16.4%	10 19.2% 1.6%	29 23.0% 4.8%	30 32.3% 4.9%	31 31.0% 5.1%	17 28.8% 2.8%	12 20.7% 2.0%	44 46.8% 7.2%	20 36.4% 3.3%	22 27.2% 3.6%	19 40.4% 3.1%	10 29.4% 1.6%
When I see a dark wrapper, I assume the cigar is stronger	365 24.9% 100.0%	70 26.0% 19.2%	10 19.2% 2.7%	33 26.4% 9.0%	23 24.5% 6.3%	27 27.0% 7.4%	17 28.3% 4.7%	13 22.0% 3.6%	25 26.6% 6.8%	16 29.1% 4.4%	22 26.8% 6.0%	10 20.8% 2.7%	11 32.4% 3.0%
<u>Smoking Habits</u>													
I regularly smoke cigars	446 30.4% 100.0%	79 29.7% 17.7%	22 42.3% 4.9%	59 46.8% 13.2%	38 40.9% 8.5%	31 31.0% 7.0%	30 50.0% 6.7%	34 57.6% 7.6%	36 38.7% 8.1%	22 41.5% 4.9%	33 41.3% 7.4%	25 52.1% 5.6%	19 55.9% 4.3%
I only smoke cigars on special occasions, like weddings	159 10.8% 100.0%	25 9.3% 15.7%	4 7.7% 2.5%	5 4.0% 3.1%	6 6.4% 3.8%	10 10.0% 6.3%	2 3.3% 1.3%	1 1.7% 0.6%	9 9.8% 5.7%	4 7.3% 2.5%	6 7.4% 3.8%	2 4.2% 1.3%	2 5.9% 1.3%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I generally smoke cigars with friends/other people	526 35.6% 100.0%	123 45.7% 23.4%	19 36.5% 3.6%	51 40.5% 9.7%	38 40.4% 7.2%	51 51.0% 9.7%	29 48.3% 5.5%	23 39.0% 4.4%	28 30.1% 5.3%	18 32.7% 3.4%	16 19.5% 3.0%	22 45.8% 4.2%	14 41.2% 2.7%
I always remove the band on a cigar before I smoke it	599 40.7% 100.0%	75 27.9% 12.5%	15 28.3% 2.5%	29 23.0% 4.8%	21 22.6% 3.5%	24 24.2% 4.0%	11 18.3% 1.8%	17 29.3% 2.8%	43 46.2% 7.2%	25 46.3% 4.2%	46 56.1% 7.7%	5 10.2% 0.8%	9 27.3% 1.5%
I usually leave the band on a cigar when I smoke it	426 29.0% 100.0%	132 49.1% 31.0%	25 48.1% 5.9%	70 55.6% 16.4%	49 52.1% 11.5%	47 47.0% 11.0%	36 60.0% 8.5%	27 45.8% 6.3%	22 23.7% 5.2%	6 11.1% 1.4%	12 14.6% 2.8%	27 56.3% 6.3%	14 41.2% 3.3%
I like cigars, but only on an occasional basis	708 48.2% 100.0%	138 51.5% 19.5%	20 37.7% 2.8%	51 40.8% 7.2%	38 40.9% 5.4%	45 45.5% 6.4%	23 38.3% 3.2%	15 25.9% 2.1%	40 42.6% 5.6%	20 37.0% 2.8%	35 43.2% 4.9%	12 24.5% 1.7%	9 26.5% 1.3%
I smoke cigars on an everyday basis	275 18.6% 100.0%	32 11.9% 11.6%	12 23.1% 4.4%	28 22.2% 10.2%	20 21.5% 7.3%	20 20.2% 7.3%	20 33.3% 7.3%	18 31.0% 6.5%	12 12.9% 4.4%	15 27.3% 5.5%	24 29.6% 8.7%	14 28.6% 5.1%	10 29.4% 3.6%
I smoke both premium and less expensive cigar brands, my choice depends on the occasion	577 39.2% 100.0%	125 46.5% 21.7%	24 46.2% 4.2%	53 42.1% 9.2%	39 41.5% 6.8%	38 38.4% 6.6%	30 50.0% 5.2%	33 55.9% 5.7%	42 46.2% 7.3%	20 36.4% 3.5%	32 39.5% 5.5%	24 49.0% 4.2%	15 45.5% 2.6%
I only smoke cigars when someone gives me one	77 5.2% 100.0%	6 2.2% 7.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.0% 5.2%	0 0.0% 0.0%	1 1.7% 1.3%	2 2.1% 2.6%	4 7.3% 5.2%	8 9.8% 10.4%	0 0.0% 0.0%	0 0.0% 0.0%
I smoke much more often in the summer than in the winter	289 19.7% 100.0%	65 24.5% 22.5%	9 17.0% 3.1%	28 22.2% 9.7%	27 29.0% 9.3%	19 19.0% 6.6%	13 21.7% 4.5%	21 35.6% 7.3%	26 27.7% 9.0%	7 12.7% 2.4%	18 22.5% 6.2%	11 22.9% 3.8%	11 32.4% 3.8%
I hardly smoke cigars at all in the winter	173 11.8% 100.0%	27 10.0% 15.6%	9 17.3% 5.2%	8 6.4% 4.6%	10 10.6% 5.8%	10 10.1% 5.8%	4 6.7% 2.3%	6 10.2% 3.5%	9 9.6% 5.2%	4 7.3% 2.3%	8 9.8% 4.6%	1 2.1% 0.6%	4 11.8% 2.3%
I primarily smoke cigars at the end of the day	507 34.4% 100.0%	131 48.9% 25.8%	21 39.6% 4.1%	68 54.8% 13.4%	50 54.3% 9.9%	45 45.9% 8.9%	31 52.5% 6.1%	28 48.3% 5.5%	29 31.5% 5.7%	10 18.2% 2.0%	26 31.7% 5.1%	26 53.1% 5.1%	17 50.0% 3.4%
I smoke cigars throughout the day	194 13.2% 100.0%	21 7.8% 10.8%	5 9.6% 2.6%	13 10.5% 6.7%	11 12.0% 5.7%	6 6.1% 3.1%	8 13.6% 4.1%	7 12.1% 3.6%	10 11.0% 5.2%	13 25.0% 6.7%	17 21.3% 8.8%	10 20.8% 5.2%	3 9.1% 1.5%
I frequently give cigars as a gift	232 15.8% 100.0%	57 21.1% 24.6%	20 37.7% 8.6%	29 23.2% 12.5%	26 28.3% 11.2%	26 26.0% 11.2%	22 37.3% 9.5%	13 22.0% 5.6%	11 12.0% 4.7%	8 14.8% 3.4%	12 14.6% 5.2%	20 40.8% 8.6%	13 38.2% 5.6%
I often drink wine while smoking a cigar	279 18.8% 100.0%	56 20.7% 20.1%	11 21.2% 3.9%	32 25.4% 11.5%	21 22.3% 7.5%	31 31.0% 11.1%	17 28.3% 6.1%	18 30.5% 6.5%	24 25.8% 8.6%	7 12.7% 2.5%	14 17.1% 5.0%	10 20.4% 3.6%	12 35.3% 4.3%
I often drink beer while smoking a cigar	489 33.0% 100.0%	100 37.0% 20.4%	14 26.9% 2.9%	43 34.1% 8.8%	37 39.4% 7.6%	36 36.0% 7.4%	19 31.7% 3.9%	19 32.8% 3.9%	33 35.5% 6.7%	18 32.7% 3.7%	28 34.1% 5.7%	15 30.6% 3.1%	14 41.2% 2.9%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I often smoke cigars in my backyard/on my deck/ porch	912 61.7% 100.0%	184 67.9% 20.2%	36 69.2% 3.9%	90 72.0% 9.9%	72 76.6% 7.9%	72 72.0% 7.9%	46 76.7% 5.0%	43 72.9% 4.7%	52 55.9% 5.7%	34 61.8% 3.7%	60 74.1% 6.6%	42 85.7% 4.6%	28 82.4% 3.1%
I often drink liquor while smoking a cigar	520 35.2% 100.0%	129 47.8% 24.8%	23 44.2% 4.4%	58 46.0% 11.2%	49 52.1% 9.4%	54 54.0% 10.4%	33 55.0% 6.3%	29 49.2% 5.6%	35 37.6% 6.7%	14 25.5% 2.7%	21 25.6% 4.0%	24 49.0% 4.6%	16 47.1% 3.1%
I often drink coffee while smoking a cigar	210 14.2% 100.0%	28 10.4% 13.3%	9 17.6% 4.3%	17 13.7% 8.1%	18 19.1% 8.6%	15 15.0% 7.1%	12 20.0% 5.7%	13 22.4% 6.2%	11 11.8% 5.2%	15 27.3% 7.1%	34 41.5% 16.2%	11 22.4% 5.2%	8 23.5% 3.8%
I often smoke cigars during a meal	41 2.8% 100.0%	2 0.8% 4.9%	2 3.8% 4.9%	2 1.6% 4.9%	1 1.1% 2.4%	1 1.0% 2.4%	3 5.1% 7.3%	3 5.1% 7.3%	3 3.2% 7.3%	3 5.5% 7.3%	6 7.2% 14.6%	0 0.0% 0.0%	1 3.0% 2.4%
I often smoke cigars after a meal	373 25.4% 100.0%	73 27.5% 19.6%	20 38.5% 5.4%	50 40.0% 13.4%	35 37.6% 9.4%	35 35.0% 9.4%	28 46.7% 7.5%	23 39.7% 6.2%	34 36.6% 9.1%	16 29.1% 4.3%	30 36.6% 8.0%	19 40.4% 5.1%	18 52.9% 4.8%
<u>Benefits Realized</u>													
Cigar smoking has helped me to get to know other people	104 7.0% 100.0%	19 7.0% 18.3%	5 9.6% 4.8%	12 9.5% 11.5%	12 12.8% 11.5%	4 4.0% 3.8%	9 15.0% 8.7%	10 16.9% 9.6%	5 5.4% 4.8%	4 7.3% 3.8%	8 9.8% 7.7%	8 16.3% 7.7%	5 14.7% 4.8%
I feel a little more with it when I smoke a cigar	116 7.9% 100.0%	16 5.9% 13.8%	3 5.9% 2.6%	9 7.1% 7.8%	5 5.4% 4.3%	7 7.1% 6.0%	2 3.3% 1.7%	5 8.5% 4.3%	8 8.8% 6.9%	3 5.5% 2.6%	14 17.1% 12.1%	4 8.3% 3.4%	5 14.7% 4.3%
I smoke cigars to celebrate a good day	476 32.1% 100.0%	107 39.5% 22.5%	21 40.4% 4.4%	61 48.4% 12.8%	35 37.2% 7.4%	47 47.0% 9.9%	34 56.7% 7.1%	26 44.1% 5.5%	40 43.0% 8.4%	19 34.5% 4.0%	33 40.2% 6.9%	23 46.9% 4.8%	19 55.9% 4.0%
I reward myself with a cigar	614 41.7% 100.0%	130 48.3% 21.2%	26 50.0% 4.2%	76 60.3% 12.4%	60 64.5% 9.8%	53 53.0% 8.6%	40 66.7% 6.5%	44 74.6% 7.2%	38 41.3% 6.2%	18 33.3% 2.9%	39 47.6% 6.4%	30 61.2% 4.9%	23 67.6% 3.7%
I smoke cigars to relax	848 57.3% 100.0%	163 60.4% 19.2%	36 67.9% 4.2%	87 69.6% 10.3%	70 76.1% 8.3%	65 65.0% 7.7%	48 81.4% 5.7%	48 81.4% 5.7%	57 61.3% 6.7%	30 54.5% 3.5%	51 61.4% 6.0%	39 79.6% 4.6%	26 76.5% 3.1%
I find smoking cigars extremely relaxing	780 53.0% 100.0%	169 62.6% 21.7%	32 61.5% 4.1%	89 70.6% 11.4%	62 67.4% 7.9%	62 63.3% 7.9%	47 78.3% 6.0%	45 77.6% 5.8%	50 53.8% 6.4%	22 40.7% 2.8%	45 54.2% 5.8%	37 75.5% 4.7%	23 71.9% 2.9%
I really love the taste of cigars	949 64.6% 100.0%	192 71.6% 20.2%	40 75.5% 4.2%	101 80.8% 10.6%	75 79.8% 7.9%	68 68.0% 7.2%	51 85.0% 5.4%	50 84.7% 5.3%	65 69.1% 6.8%	33 60.0% 3.5%	54 66.7% 5.7%	41 85.4% 4.3%	28 82.4% 3.0%
For me, cigar smoking is an indulgence	549 37.4% 100.0%	117 43.7% 21.3%	24 47.1% 4.4%	58 46.0% 10.6%	43 45.7% 7.8%	33 33.0% 6.0%	22 36.7% 4.0%	28 47.5% 5.1%	36 38.7% 6.6%	10 18.2% 1.8%	33 40.7% 6.0%	20 41.7% 3.6%	12 35.3% 2.2%
When I smoke a cigar, I'm in a different world	201 13.7% 100.0%	41 15.2% 20.4%	7 13.2% 3.5%	21 16.8% 10.4%	22 23.7% 10.9%	15 15.2% 7.5%	18 30.0% 9.0%	16 27.1% 8.0%	18 19.1% 9.0%	3 5.5% 1.5%	17 20.5% 8.5%	8 16.3% 4.0%	4 11.8% 2.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I take a break from my every day responsibilities when I smoke a cigar	426 29.3% 100.0%	91 34.1% 21.4%	21 40.4% 4.9%	59 46.8% 13.8%	47 50.0% 11.0%	40 40.0% 9.4%	29 48.3% 6.8%	30 52.6% 7.0%	30 32.3% 7.0%	15 27.8% 3.5%	26 32.1% 6.1%	22 45.8% 5.2%	18 52.9% 4.2%
When I smoke a cigar, anything seems possible	107 7.3% 100.0%	14 5.2% 13.1%	3 5.8% 2.8%	10 8.1% 9.3%	9 9.9% 8.4%	5 5.1% 4.7%	4 6.7% 3.7%	7 11.9% 6.5%	5 5.3% 4.7%	4 7.3% 3.7%	14 16.9% 13.1%	4 8.2% 3.7%	3 9.1% 2.8%
I feel more self confident when I smoke a cigar	177 12.0% 100.0%	30 11.2% 16.9%	6 11.5% 3.4%	16 12.9% 9.0%	14 15.1% 7.9%	14 14.0% 7.9%	5 8.5% 2.8%	8 13.8% 4.5%	15 16.1% 8.5%	4 7.5% 2.3%	19 23.8% 10.7%	7 14.3% 4.0%	5 15.2% 2.8%
Cigars make the moment last longer	415 28.1% 100.0%	86 31.7% 20.7%	19 36.5% 4.6%	52 41.3% 12.5%	41 43.6% 9.9%	34 34.0% 8.2%	24 40.0% 5.8%	28 47.5% 6.7%	31 33.7% 7.5%	15 27.3% 3.6%	32 39.5% 7.7%	16 32.7% 3.9%	16 47.1% 3.9%
I smoke cigars primarily for the taste	865 58.8% 100.0%	161 59.4% 18.6%	28 53.8% 3.2%	83 66.4% 9.6%	60 63.8% 6.9%	61 61.6% 7.1%	46 76.7% 5.3%	44 75.9% 5.1%	53 57.0% 6.1%	35 64.8% 4.0%	49 60.5% 5.7%	30 61.2% 3.5%	22 66.7% 2.5%
Smoking cigars reminds me of my father or grandfather	263 17.9% 100.0%	42 15.6% 16.0%	10 18.9% 3.8%	18 14.3% 6.8%	17 18.1% 6.5%	15 15.0% 5.7%	13 21.7% 4.9%	11 18.6% 4.2%	20 21.7% 7.6%	14 26.4% 5.3%	27 32.9% 10.3%	4 8.3% 1.5%	11 32.4% 4.2%
Social vs. Solitary													
I have a lot of friends who smoke cigars	312 21.4% 100.0%	75 28.2% 24.0%	18 36.7% 5.8%	39 31.5% 12.5%	28 30.8% 9.0%	38 38.0% 12.2%	18 31.0% 5.8%	17 30.4% 5.4%	18 19.6% 5.8%	11 20.4% 3.5%	20 25.0% 6.4%	20 41.7% 6.4%	18 52.9% 5.8%
I value the social interaction with other cigar smokers as much as the taste of cigars	291 19.7% 100.0%	67 24.7% 23.0%	12 23.1% 4.1%	38 30.2% 13.1%	25 26.6% 8.6%	28 28.0% 9.6%	24 40.0% 8.2%	19 32.2% 6.5%	17 18.5% 5.8%	10 18.2% 3.4%	20 24.7% 6.9%	15 30.6% 5.2%	14 41.2% 4.8%
If my friends stopped smoking cigars, I probably would too	92 6.2% 100.0%	14 5.2% 15.2%	0 0.0% 0.0%	4 3.2% 4.3%	2 2.1% 2.2%	5 5.0% 5.4%	3 5.0% 3.3%	1 1.7% 1.1%	2 2.2% 2.2%	2 3.6% 2.2%	5 6.3% 5.4%	0 0.0% 0.0%	5 14.7% 5.4%
I often use cigars as a way of developing camaraderie with business associates	155 10.5% 100.0%	36 13.4% 23.2%	7 13.5% 4.5%	14 11.1% 9.0%	12 12.8% 7.7%	16 16.0% 10.3%	11 18.3% 7.1%	10 16.9% 6.5%	10 10.6% 6.5%	4 7.3% 2.6%	9 11.0% 5.8%	12 25.0% 7.7%	7 20.6% 4.5%
The brand of cigar I smoke makes a statement about me to other people	146 9.9% 100.0%	34 12.5% 23.3%	5 9.6% 3.4%	23 18.3% 15.8%	8 8.5% 5.5%	18 18.2% 12.3%	10 16.7% 6.8%	10 16.9% 6.8%	9 9.7% 6.2%	4 7.3% 2.7%	14 17.3% 9.6%	8 16.3% 5.5%	8 23.5% 5.5%
I generally smoke cigars alone	513 34.7% 100.0%	80 29.5% 15.6%	20 38.5% 3.9%	45 35.7% 8.8%	36 38.3% 7.0%	24 24.0% 4.7%	18 30.0% 3.5%	26 44.1% 5.1%	43 46.7% 8.4%	23 41.8% 4.5%	41 50.0% 8.0%	17 34.7% 3.3%	9 26.5% 1.8%
I like being around other cigar smokers when I smoke cigars	545 37.0% 100.0%	134 50.0% 24.6%	26 50.0% 4.8%	57 45.2% 10.5%	45 47.9% 8.3%	51 51.0% 9.4%	31 51.7% 5.7%	33 56.9% 6.1%	34 36.6% 6.2%	13 23.6% 2.4%	24 29.6% 4.4%	28 58.3% 5.1%	23 67.6% 4.2%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Barriers to Smoking													
I don't have enough time to smoke cigars as often as I'd like	309 21.1% 100.0%	72 26.9% 23.3%	12 23.5% 3.9%	40 32.0% 12.9%	27 29.0% 8.7%	26 26.3% 8.4%	18 30.5% 5.8%	25 43.1% 8.1%	23 25.3% 7.4%	9 16.7% 2.9%	18 22.0% 5.8%	15 31.9% 4.9%	8 24.2% 2.6%
I don't have enough money to smoke cigars as often as I'd like	303 20.6% 100.0%	46 17.2% 15.2%	6 11.8% 2.0%	20 15.9% 6.6%	17 18.3% 5.6%	15 15.3% 5.0%	11 18.6% 3.6%	13 22.4% 4.3%	19 20.2% 6.3%	17 30.9% 5.6%	22 26.8% 7.3%	15 31.3% 5.0%	4 12.1% 1.3%
I don't have enough places where I can smoke cigars	476 32.3% 100.0%	107 39.5% 22.5%	29 55.8% 6.1%	61 48.4% 12.8%	41 43.6% 8.6%	38 38.0% 8.0%	25 41.7% 5.3%	23 39.7% 4.8%	26 28.3% 5.5%	12 21.8% 2.5%	35 42.7% 7.4%	22 44.9% 4.6%	14 41.2% 2.9%
I can't afford to smoke the cigars I'd like to on a regular basis	476 32.2% 100.0%	83 30.6% 17.4%	10 19.2% 2.1%	36 28.6% 7.6%	32 34.0% 6.7%	25 25.0% 5.3%	20 33.3% 4.2%	25 42.4% 5.3%	42 45.2% 8.8%	20 36.4% 4.2%	34 41.5% 7.1%	20 40.8% 4.2%	8 23.5% 1.7%
I'm extremely concerned about offending other people with my cigar smoking	507 34.5% 100.0%	84 31.3% 16.6%	17 32.7% 3.4%	46 36.8% 9.1%	33 35.5% 6.5%	33 33.3% 6.5%	25 41.7% 4.9%	27 46.6% 5.3%	34 36.6% 6.7%	20 36.4% 3.9%	32 39.0% 6.3%	17 34.7% 3.4%	12 35.3% 2.4%
I wish there were more places to go where I could smoke a cigar	493 33.3% 100.0%	124 45.9% 25.2%	31 60.8% 6.3%	75 59.5% 15.2%	51 54.8% 10.3%	41 41.0% 8.3%	32 53.3% 6.5%	33 55.9% 6.7%	33 35.1% 6.7%	18 33.3% 3.7%	27 32.9% 5.5%	30 61.2% 6.1%	18 52.9% 3.7%
I'm extremely interested in going to cigar bars	191 13.0% 100.0%	49 18.1% 25.7%	12 23.1% 6.3%	34 27.0% 17.8%	17 18.1% 8.9%	26 26.0% 13.6%	15 25.0% 7.9%	14 23.7% 7.3%	7 7.6% 3.7%	9 16.4% 4.7%	12 14.8% 6.3%	6 12.2% 3.1%	10 29.4% 5.2%
I hate the lingering after smell from cigar smoke	268 18.2% 100.0%	44 16.4% 16.4%	9 17.3% 3.4%	17 13.5% 6.3%	21 22.3% 7.8%	18 18.0% 6.7%	8 13.3% 3.0%	10 16.9% 3.7%	8 8.7% 3.0%	8 14.5% 3.0%	9 11.0% 3.4%	5 10.4% 1.9%	6 17.6% 2.2%
Cigar smoking is not allowed inside my house	653 44.3% 100.0%	139 51.7% 21.3%	28 52.8% 4.3%	71 56.8% 10.9%	47 50.5% 7.2%	52 52.0% 8.0%	30 50.8% 4.6%	33 55.9% 5.1%	32 34.0% 4.9%	19 35.2% 2.9%	24 29.6% 3.7%	30 61.2% 4.6%	16 47.1% 2.5%
I object to seeing someone smoking a cigar	34 2.3% 100.0%	1 0.4% 2.9%	1 1.9% 2.9%	1 0.8% 2.9%	2 2.2% 5.9%	1 1.0% 2.9%	0 0.0% 0.0%	1 1.7% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.5% 5.9%	0 0.0% 0.0%	1 2.9% 2.9%
Cigars bars get too smoky for me to enjoy regularly	468 32.4% 100.0%	76 28.7% 16.2%	13 25.5% 2.8%	26 21.0% 5.6%	19 20.7% 4.1%	27 27.0% 5.8%	10 16.7% 2.1%	12 20.7% 2.6%	23 26.4% 4.9%	11 21.2% 2.4%	21 26.6% 4.5%	17 35.4% 3.6%	8 23.5% 1.7%
My spouse actively tries to get me to quit smoking cigars	217 16.5% 100.0%	34 14.3% 15.7%	7 14.0% 3.2%	12 10.2% 5.5%	9 10.6% 4.1%	8 8.6% 3.7%	2 3.4% 0.9%	8 14.0% 3.7%	9 10.7% 4.1%	9 18.8% 4.1%	21 29.2% 9.7%	9 20.5% 4.1%	3 9.7% 1.4%
The general public is now more tolerant of cigar smoking than it used to be	292 19.8% 100.0%	58 21.6% 19.9%	10 19.6% 3.4%	28 22.4% 9.6%	15 16.1% 5.1%	20 20.0% 6.8%	7 11.7% 2.4%	9 15.3% 3.1%	16 17.4% 5.5%	12 22.2% 4.1%	18 22.0% 6.2%	13 26.5% 4.5%	5 15.2% 1.7%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Cuban Affinity													
I prefer Cuban cigars to any other	307 21.0% 100.0%	61 22.9% 19.9%	11 21.2% 3.6%	46 37.4% 15.0%	21 23.1% 6.8%	46 46.0% 15.0%	22 37.3% 7.2%	19 32.8% 6.2%	24 25.8% 7.8%	4 7.4% 1.3%	19 23.2% 6.2%	10 20.4% 3.3%	17 50.0% 5.5%
If Cuban cigars were legal, I'd switch most of my smoking to Cubans	378 26.0% 100.0%	81 30.5% 21.4%	14 28.0% 3.7%	40 32.5% 10.6%	30 32.6% 7.9%	44 44.9% 11.6%	20 34.5% 5.3%	20 33.9% 5.3%	28 30.1% 7.4%	8 14.8% 2.1%	23 28.8% 6.1%	16 34.0% 4.2%	15 45.5% 4.0%
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly	691 47.1% 100.0%	139 51.9% 20.1%	28 52.8% 4.1%	76 60.3% 11.0%	55 59.1% 8.0%	63 63.6% 9.1%	37 61.7% 5.4%	31 52.5% 4.5%	50 53.2% 7.2%	22 40.0% 3.2%	37 45.1% 5.4%	26 54.2% 3.8%	17 51.5% 2.5%
Price Sensitivity/Brand Loyalty													
I buy mainly premium priced cigars	454 30.6% 100.0%	130 48.1% 28.6%	29 54.7% 6.4%	77 61.1% 17.0%	52 55.9% 11.5%	50 50.0% 11.0%	37 61.7% 8.1%	38 64.4% 8.4%	14 14.9% 3.1%	8 14.5% 1.8%	16 19.3% 3.5%	26 53.1% 5.7%	20 58.8% 4.4%
Real cigar smokers would never smoke just one brand	287 19.7% 100.0%	53 19.7% 18.5%	13 25.0% 4.5%	34 27.0% 11.8%	31 33.0% 10.8%	18 18.0% 6.3%	15 25.0% 5.2%	17 28.8% 5.9%	26 28.0% 9.1%	10 18.2% 3.5%	20 24.4% 7.0%	12 25.0% 4.2%	8 23.5% 2.8%
It's worth it to pay extra for a higher quality cigar	666 45.3% 100.0%	167 62.3% 25.1%	29 55.8% 4.4%	87 70.2% 13.1%	59 62.8% 8.9%	64 65.3% 9.6%	41 68.3% 6.2%	37 62.7% 5.6%	41 43.6% 6.2%	16 29.6% 2.4%	29 35.4% 4.4%	32 66.7% 4.8%	22 64.7% 3.3%
I have a few cigar brands I typically buy most often	949 64.3% 100.0%	199 73.4% 21.0%	41 78.8% 4.3%	93 73.8% 9.8%	77 81.9% 8.1%	68 68.0% 7.2%	47 78.3% 5.0%	44 74.6% 4.6%	58 63.0% 6.1%	33 60.0% 3.5%	56 69.1% 5.9%	41 83.7% 4.3%	26 76.5% 2.7%
The price of cigars has gotten so high, I've had to switch to less expensive brands	235 16.0% 100.0%	25 9.3% 10.6%	7 13.5% 3.0%	18 14.3% 7.7%	13 13.8% 5.5%	5 5.0% 2.1%	7 11.7% 3.0%	10 16.9% 4.3%	19 20.2% 8.1%	15 27.3% 6.4%	29 35.4% 12.3%	7 14.6% 3.0%	2 5.9% 0.9%
I'm loyal to the brands of cigars I smoke regularly	587 39.8% 100.0%	118 44.0% 20.1%	21 40.4% 3.6%	64 51.6% 10.9%	38 41.8% 6.5%	35 35.0% 6.0%	25 42.4% 4.3%	22 37.9% 3.7%	35 37.6% 6.0%	26 49.1% 4.4%	32 38.6% 5.5%	28 57.1% 4.8%	12 35.3% 2.0%
Private label/house brands of cigars are as good as brand name cigars	358 24.4% 100.0%	62 23.0% 17.3%	15 29.4% 4.2%	34 27.4% 9.5%	31 33.0% 8.7%	23 23.0% 6.4%	22 36.7% 6.1%	18 31.0% 5.0%	20 22.0% 5.6%	11 20.0% 3.1%	26 32.1% 7.3%	13 26.5% 3.6%	9 26.5% 2.5%
I buy some expensive brands of cigars and save them for special occasions	483 32.7% 100.0%	125 46.1% 25.9%	26 50.0% 5.4%	72 57.1% 14.9%	48 51.1% 9.9%	55 55.0% 11.4%	31 51.7% 6.4%	30 51.7% 6.2%	31 33.3% 6.4%	13 24.1% 2.7%	22 26.8% 4.6%	25 51.0% 5.2%	15 44.1% 3.1%
For special events, it's more important to have a brand with some prestige	352 23.9% 100.0%	100 37.3% 28.4%	16 30.8% 4.5%	40 31.7% 11.4%	29 30.9% 8.2%	37 37.0% 10.5%	18 30.0% 5.1%	22 37.3% 6.3%	24 25.5% 6.8%	10 18.2% 2.8%	16 19.5% 4.5%	22 45.8% 6.3%	12 35.3% 3.4%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Lower price means lower quality in cigars	316 21.5% 100.0%	73 26.9% 23.1%	15 28.8% 4.7%	34 27.0% 10.8%	20 21.3% 6.3%	26 26.0% 8.2%	8 13.3% 2.5%	13 22.4% 4.1%	18 19.6% 5.7%	10 18.2% 3.2%	18 22.2% 5.7%	10 20.4% 3.2%	9 26.5% 2.8%
I am smoking better quality cigars now than I used to	565 38.5% 100.0%	152 56.9% 26.9%	33 62.3% 5.8%	81 64.3% 14.3%	53 56.4% 9.4%	58 59.2% 10.3%	39 65.0% 6.9%	33 55.9% 5.8%	38 40.4% 6.7%	13 23.6% 2.3%	23 28.0% 4.1%	31 64.6% 5.5%	21 63.6% 3.7%
I am always interested in trying new cigar brands	683 46.1% 100.0%	144 53.3% 21.1%	32 60.4% 4.7%	80 64.0% 11.7%	55 59.1% 8.1%	52 52.0% 7.6%	42 70.0% 6.1%	42 71.2% 6.1%	44 46.8% 6.4%	18 33.3% 2.6%	39 47.0% 5.7%	28 57.1% 4.1%	21 61.8% 3.1%
Cigars are one of the few luxuries I can afford	347 23.5% 100.0%	50 18.5% 14.4%	9 17.0% 2.6%	24 19.2% 6.9%	18 19.6% 5.2%	19 19.0% 5.5%	18 30.5% 5.2%	22 37.9% 6.3%	22 23.7% 6.3%	9 16.4% 2.6%	22 26.5% 6.3%	9 18.4% 2.6%	3 8.8% 0.9%
I only like to smoke brands of cigars I've heard of	220 14.9% 100.0%	33 12.3% 15.0%	8 15.4% 3.6%	13 10.4% 5.9%	18 19.1% 8.2%	12 12.0% 5.5%	6 10.0% 2.7%	7 11.9% 3.2%	9 9.6% 4.1%	6 10.9% 2.7%	16 19.8% 7.3%	4 8.3% 1.8%	3 8.8% 1.4%
<u>Channel Preferences</u>													
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons	201 13.7% 100.0%	32 11.9% 15.9%	12 23.1% 6.0%	22 17.5% 10.9%	17 18.1% 8.5%	13 13.0% 6.5%	19 31.7% 9.5%	12 20.3% 6.0%	9 9.7% 4.5%	7 13.0% 3.5%	16 19.5% 8.0%	7 14.6% 3.5%	5 14.7% 2.5%
Catalogs offer the best prices on cigars	275 18.8% 100.0%	51 19.0% 18.5%	14 26.4% 5.1%	35 28.0% 12.7%	27 28.7% 9.8%	14 14.0% 5.1%	23 38.3% 8.4%	23 39.0% 8.4%	14 15.4% 5.1%	8 14.8% 2.9%	14 17.1% 5.1%	13 27.1% 4.7%	5 14.7% 1.8%
I prefer to buy cigars from a tobacconist	392 26.6% 100.0%	100 37.2% 25.5%	24 46.2% 6.1%	57 45.6% 14.5%	42 45.7% 10.7%	39 39.4% 9.9%	23 39.0% 5.9%	25 43.1% 6.4%	22 23.9% 5.6%	12 21.8% 3.1%	19 22.9% 4.8%	16 32.7% 4.1%	14 42.4% 3.6%
I'm willing to pay a little extra to buy from someone who can give advice on cigars	264 17.9% 100.0%	65 24.2% 24.6%	11 21.2% 4.2%	32 25.4% 12.1%	27 28.7% 10.2%	29 29.0% 11.0%	15 25.0% 5.7%	13 22.0% 4.9%	14 15.1% 5.3%	5 9.1% 1.9%	16 19.5% 6.1%	7 14.6% 2.7%	11 32.4% 4.2%
I would never trust buying cigars through a catalog	203 13.8% 100.0%	25 9.2% 12.3%	4 7.7% 2.0%	15 11.9% 7.4%	8 8.5% 3.9%	13 13.0% 6.4%	4 6.7% 2.0%	4 6.8% 2.0%	11 11.8% 5.4%	12 21.8% 5.9%	11 13.4% 5.4%	4 8.2% 2.0%	5 14.7% 2.5%
Tobacconists are the best place to buy cigars	486 32.9% 100.0%	117 43.2% 24.1%	22 42.3% 4.5%	63 50.0% 13.0%	39 41.5% 8.0%	50 50.0% 10.3%	25 41.7% 5.1%	25 42.4% 5.1%	25 26.9% 5.1%	16 29.6% 3.3%	26 31.7% 5.3%	17 34.7% 3.5%	15 44.1% 3.1%
I would never trust buying cigars through the Internet	390 26.7% 100.0%	57 21.1% 14.6%	16 30.8% 4.1%	31 25.0% 7.9%	26 27.7% 6.7%	26 26.5% 6.7%	16 27.1% 4.1%	15 26.3% 3.8%	17 18.5% 4.4%	20 37.0% 5.1%	25 30.9% 6.4%	8 16.3% 2.1%	8 24.2% 2.1%
I like buying cigars on the Internet	42 2.9% 100.0%	8 3.1% 19.0%	2 3.8% 4.8%	4 3.2% 9.5%	4 4.3% 9.5%	3 3.0% 7.1%	2 3.4% 4.8%	3 5.2% 7.1%	2 2.3% 4.8%	1 1.9% 2.4%	2 2.6% 4.8%	3 6.3% 7.1%	2 5.9% 4.8%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet	305 20.8% 100.0%	71 26.4% 23.3%	18 34.6% 5.9%	51 40.8% 16.7%	37 39.8% 12.1%	32 32.0% 10.5%	29 48.3% 9.5%	24 40.7% 7.9%	18 19.6% 5.9%	6 11.3% 2.0%	13 16.3% 4.3%	24 49.0% 7.9%	15 44.1% 4.9%
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist	263 17.9% 100.0%	22 8.2% 8.4%	1 1.9% 0.4%	8 6.3% 3.0%	11 11.8% 4.2%	8 8.0% 3.0%	3 5.0% 1.1%	7 11.9% 2.7%	14 15.1% 5.3%	7 13.2% 2.7%	23 27.7% 8.7%	4 8.2% 1.5%	2 5.9% 0.8%
I am very loyal to my tobacconist	161 11.0% 100.0%	36 13.4% 22.4%	9 17.0% 5.6%	21 16.7% 13.0%	18 19.8% 11.2%	18 18.4% 11.2%	7 11.9% 4.3%	14 24.1% 8.7%	11 11.8% 6.8%	5 9.3% 3.1%	8 9.8% 5.0%	4 8.2% 2.5%	4 12.1% 2.5%
When I buy my favorite brand of cigar, I usually shop around to get the best price	388 26.3% 100.0%	55 20.4% 14.2%	12 22.6% 3.1%	40 31.7% 10.3%	21 22.6% 5.4%	21 21.0% 5.4%	23 38.3% 5.9%	20 33.9% 5.2%	21 22.3% 5.4%	14 25.5% 3.6%	27 32.5% 7.0%	19 38.8% 4.9%	9 26.5% 2.3%
When shopping for cigars, I have to go somewhere where I trust the salesperson	370 25.1% 100.0%	86 31.9% 23.2%	18 34.0% 4.9%	35 27.8% 9.5%	31 33.3% 8.4%	36 36.0% 9.7%	16 26.7% 4.3%	18 30.5% 4.9%	23 24.5% 6.2%	13 23.6% 3.5%	21 25.3% 5.7%	19 38.8% 5.1%	14 41.2% 3.8%
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	346 23.5% 100.0%	67 24.8% 19.4%	20 37.7% 5.8%	37 29.4% 10.7%	30 31.9% 8.7%	33 33.0% 9.5%	19 31.7% 5.5%	22 37.3% 6.4%	20 21.5% 5.8%	14 25.9% 4.0%	23 28.0% 6.6%	10 20.8% 2.9%	11 32.4% 3.2%
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	274 18.7% 100.0%	51 19.0% 18.6%	16 30.2% 5.8%	31 24.6% 11.3%	22 23.4% 8.0%	25 25.0% 9.1%	11 18.3% 4.0%	15 25.4% 5.5%	19 20.4% 6.9%	13 24.5% 4.7%	21 25.9% 7.7%	7 14.6% 2.6%	8 23.5% 2.9%
<u>Taste Preferences</u>													
I prefer mild tasting cigars	684 46.9% 100.0%	116 43.6% 17.0%	16 32.7% 2.3%	34 27.6% 5.0%	29 31.9% 4.2%	37 37.8% 5.4%	18 31.0% 2.6%	17 29.8% 2.5%	44 47.3% 6.4%	33 60.0% 4.8%	45 55.6% 6.6%	19 39.6% 2.8%	9 27.3% 1.3%
I like to smoke a range of tastes	574 38.7% 100.0%	135 50.0% 23.5%	31 58.5% 5.4%	77 61.1% 13.4%	53 57.0% 9.2%	44 44.0% 7.7%	44 73.3% 7.7%	40 67.8% 7.0%	39 41.5% 6.8%	21 38.2% 3.7%	36 43.4% 6.3%	26 53.1% 4.5%	14 41.2% 2.4%
I prefer stronger tasting cigars	230 15.7% 100.0%	40 15.2% 17.4%	10 19.2% 4.3%	38 31.9% 16.5%	31 34.4% 13.5%	16 16.8% 7.0%	17 28.3% 7.4%	21 35.6% 9.1%	17 18.3% 7.4%	8 14.5% 3.5%	12 14.5% 5.2%	7 14.6% 3.0%	10 32.3% 4.3%
Mild-tasting cigars are easier to smoke on an everyday basis	648 44.1% 100.0%	123 45.7% 19.0%	20 37.7% 3.1%	46 36.5% 7.1%	33 35.5% 5.1%	40 40.4% 6.2%	22 36.7% 3.4%	21 35.6% 3.2%	53 56.4% 8.2%	33 60.0% 5.1%	49 61.3% 7.6%	28 57.1% 4.3%	16 47.1% 2.5%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
My preferences have evolved over time towards stronger cigars	266 18.0% 100.0%	49 18.1% 18.4%	16 30.2% 6.0%	40 31.7% 15.0%	38 40.9% 14.3%	25 25.0% 9.4%	19 31.7% 7.1%	23 39.0% 8.6%	10 10.6% 3.8%	10 18.5% 3.8%	12 14.5% 4.5%	12 24.5% 4.5%	14 41.2% 5.3%
My preferences have evolved over time towards more expensive cigars	414 28.2% 100.0%	117 43.7% 28.3%	26 50.0% 6.3%	65 51.6% 15.7%	44 46.8% 10.6%	49 49.0% 11.8%	23 38.3% 5.6%	28 48.3% 6.8%	29 31.2% 7.0%	9 16.7% 2.2%	18 22.0% 4.3%	24 50.0% 5.8%	17 50.0% 4.1%
My preferences have evolved over time towards less expensive cigars	223 15.2% 100.0%	12 4.5% 5.4%	2 4.0% 0.9%	8 6.4% 3.6%	8 8.5% 3.6%	3 3.0% 1.3%	3 5.0% 1.3%	5 8.6% 2.2%	13 14.4% 5.8%	10 18.5% 4.5%	19 23.2% 8.5%	3 6.1% 1.3%	3 8.8% 1.3%
I like to smoke a full-flavored cigar	723 49.0% 100.0%	134 49.4% 18.5%	38 73.1% 5.3%	88 69.8% 12.2%	71 75.5% 9.8%	58 58.0% 8.0%	46 76.7% 6.4%	47 79.7% 6.5%	49 53.8% 6.8%	29 53.7% 4.0%	52 64.2% 7.2%	25 51.0% 3.5%	19 55.9% 2.6%
Strong cigars are too harsh for me	510 34.7% 100.0%	77 28.7% 15.1%	12 23.1% 2.4%	22 17.5% 4.3%	16 17.2% 3.1%	25 25.3% 4.9%	11 18.3% 2.2%	13 22.0% 2.5%	31 33.0% 6.1%	19 34.5% 3.7%	34 41.5% 6.7%	15 31.3% 2.9%	4 11.8% 0.8%
Experienced cigar smokers smoke stronger cigars	253 17.3% 100.0%	44 16.4% 17.4%	10 18.9% 4.0%	29 23.0% 11.5%	14 15.1% 5.5%	14 14.0% 5.5%	10 16.7% 4.0%	14 23.7% 5.5%	21 22.3% 8.3%	8 14.5% 3.2%	14 16.9% 5.5%	7 14.6% 2.8%	4 11.8% 1.6%
<u>How Started Smoking</u>													
My father introduced me to smoking cigars	142 9.6% 100.0%	23 8.5% 16.2%	6 11.3% 4.2%	11 8.8% 7.7%	6 6.5% 4.2%	10 10.0% 7.0%	9 15.3% 6.3%	10 17.5% 7.0%	12 12.9% 8.5%	8 14.8% 5.6%	15 18.3% 10.6%	2 4.1% 1.4%	5 14.7% 3.5%
A friend introduced me to smoking cigars	415 28.3% 100.0%	84 31.3% 20.2%	15 28.8% 3.6%	42 33.3% 10.1%	30 31.9% 7.2%	35 35.0% 8.4%	18 30.0% 4.3%	18 30.5% 4.3%	15 16.5% 3.6%	11 20.0% 2.7%	15 18.3% 3.6%	16 33.3% 3.9%	9 26.5% 2.2%
I started smoking cigars before it became trendy	881 59.6% 100.0%	175 65.1% 19.9%	37 71.2% 4.2%	94 75.2% 10.7%	66 71.0% 7.5%	60 60.0% 6.8%	49 81.7% 5.6%	41 70.7% 4.7%	65 69.1% 7.4%	33 60.0% 3.7%	58 69.9% 6.6%	33 67.3% 3.7%	22 64.7% 2.5%
<u>Role of Tobacconist</u>													
When I go to the tobacconist, I feel like a kid in a candy store	385 26.3% 100.0%	98 36.4% 25.5%	28 53.8% 7.3%	63 50.0% 16.4%	47 50.0% 12.2%	41 41.0% 10.6%	31 51.7% 8.1%	38 64.4% 9.9%	28 30.1% 7.3%	6 10.9% 1.6%	16 19.8% 4.2%	21 43.8% 5.5%	17 50.0% 4.4%
I have a close relationship with my tobacconist	89 6.1% 100.0%	15 5.6% 16.9%	6 11.5% 6.7%	18 14.5% 20.2%	10 10.6% 11.2%	8 8.1% 9.0%	8 13.8% 9.0%	8 13.6% 9.0%	6 6.7% 6.7%	5 9.3% 5.6%	11 13.4% 12.4%	2 4.2% 2.2%	4 11.8% 4.5%
I trust my tobacconist	346 23.8% 100.0%	85 32.0% 24.6%	17 32.7% 4.9%	48 38.1% 13.9%	40 43.0% 11.6%	35 35.0% 10.1%	22 36.7% 6.4%	27 45.8% 7.8%	22 23.9% 6.4%	15 28.3% 4.3%	22 27.2% 6.4%	14 29.2% 4.0%	12 35.3% 3.5%
All tobacconists are pretty much the same	222 15.1% 100.0%	30 11.1% 13.5%	4 7.7% 1.8%	12 9.6% 5.4%	8 8.6% 3.6%	10 10.0% 4.5%	3 5.0% 1.4%	8 13.6% 3.6%	16 17.2% 7.2%	6 11.1% 2.7%	15 18.5% 6.8%	2 4.1% 0.9%	3 8.8% 1.4%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke	384 26.1% 100.0%	81 30.0% 21.1%	15 28.3% 3.9%	44 34.9% 11.5%	31 33.7% 8.1%	23 23.2% 6.0%	19 31.7% 4.9%	18 31.0% 4.7%	30 32.3% 7.8%	11 20.0% 2.9%	25 30.5% 6.5%	17 34.7% 4.4%	10 30.3% 2.6%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars	328 22.3% 100.0%	85 31.5% 25.9%	25 47.2% 7.6%	47 37.3% 14.3%	29 31.9% 8.8%	35 35.7% 10.7%	23 38.3% 7.0%	20 33.9% 6.1%	21 22.6% 6.4%	7 12.7% 2.1%	14 16.9% 4.3%	16 32.7% 4.9%	15 45.5% 4.6%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions	287 19.6% 100.0%	66 24.4% 23.0%	17 32.7% 5.9%	45 36.0% 15.7%	33 35.9% 11.5%	33 34.0% 11.5%	23 38.3% 8.0%	17 28.8% 5.9%	24 26.1% 8.4%	10 18.9% 3.5%	16 19.5% 5.6%	13 26.5% 4.5%	15 44.1% 5.2%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink	199 13.6% 100.0%	42 15.6% 21.1%	11 21.2% 5.5%	25 19.8% 12.6%	21 22.3% 10.6%	22 22.0% 11.1%	14 23.3% 7.0%	11 18.6% 5.5%	14 15.1% 7.0%	8 14.8% 4.0%	16 19.8% 8.0%	9 18.8% 4.5%	9 26.5% 4.5%
I wish the cigars displayed at a tobacconist were better organized	228 15.6% 100.0%	40 14.9% 17.5%	9 17.3% 3.9%	28 22.2% 12.3%	26 28.0% 11.4%	19 19.2% 8.3%	24 40.0% 10.5%	16 27.1% 7.0%	15 16.1% 6.6%	7 12.7% 3.1%	21 25.9% 9.2%	8 16.7% 3.5%	6 18.2% 2.6%
I wish it were easier to select new cigars at the tobacconist without having to ask for help	331 22.6% 100.0%	62 23.0% 18.7%	15 28.3% 4.5%	26 20.6% 7.9%	23 24.7% 6.9%	24 24.0% 7.3%	11 18.3% 3.3%	11 19.0% 3.3%	28 30.1% 8.5%	10 18.5% 3.0%	19 22.9% 5.7%	13 26.5% 3.9%	5 14.7% 1.5%
<u>Perceptions Of Cigar Smokers</u>													
People who smoke cigars are more confident in themselves than non-smokers	160 10.9% 100.0%	35 13.1% 21.9%	7 13.5% 4.4%	22 17.5% 13.8%	12 12.9% 7.5%	9 9.1% 5.6%	10 16.7% 6.3%	9 15.3% 5.6%	13 14.1% 8.1%	9 16.4% 5.6%	18 22.2% 11.3%	11 22.9% 6.9%	5 15.2% 3.1%
People who smoke cigars are more likely to have a good sense of humor than non-smokers	272 18.4% 100.0%	54 19.9% 19.9%	9 17.3% 3.3%	32 25.6% 11.8%	20 21.3% 7.4%	23 23.0% 8.5%	18 30.0% 6.6%	17 28.8% 6.3%	22 23.7% 8.1%	8 14.5% 2.9%	18 22.0% 6.6%	15 30.6% 5.5%	5 14.7% 1.8%
People who smoke cigars are more open-minded than non-smokers	224 15.3% 100.0%	47 17.7% 21.0%	9 17.3% 4.0%	31 24.6% 13.8%	20 21.5% 8.9%	15 15.2% 6.7%	17 29.8% 7.6%	14 24.1% 6.3%	17 18.3% 7.6%	11 20.4% 4.9%	19 23.5% 8.5%	9 18.8% 4.0%	6 18.2% 2.7%
People who smoke cigars are easy to talk to	223 15.3% 100.0%	49 18.4% 22.0%	8 15.4% 3.6%	39 31.0% 17.5%	22 23.4% 9.9%	20 20.2% 9.0%	17 28.3% 7.6%	18 30.5% 8.1%	18 19.8% 8.1%	7 13.0% 3.1%	20 24.7% 9.0%	12 25.0% 5.4%	10 30.3% 4.5%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Cigar smoking is trendy today	870 58.7% 100.0%	192 71.4% 22.1%	33 62.3% 3.8%	88 69.8% 10.1%	62 66.7% 7.1%	66 66.0% 7.6%	45 75.0% 5.2%	45 76.3% 5.2%	56 59.6% 6.4%	26 48.1% 3.0%	44 53.0% 5.1%	37 75.5% 4.3%	22 64.7% 2.5%
People smoke cigars primarily because they think it's a cool thing to do	306 20.7% 100.0%	59 21.8% 19.3%	11 21.2% 3.6%	17 13.5% 5.6%	22 23.4% 7.2%	19 19.0% 6.2%	10 16.7% 3.3%	11 18.6% 3.6%	17 18.3% 5.6%	8 14.5% 2.6%	14 17.1% 4.6%	8 16.3% 2.6%	6 17.6% 2.0%
People who have just taken up cigar smoking recently are spoiling it for the rest of us	149 10.1% 100.0%	31 11.5% 20.8%	5 9.4% 3.4%	20 15.9% 13.4%	18 19.4% 12.1%	11 11.0% 7.4%	11 18.3% 7.4%	12 20.3% 8.1%	11 11.8% 7.4%	5 9.3% 3.4%	10 12.0% 6.7%	11 22.4% 7.4%	4 11.8% 2.7%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Love/Involvement/Interest													
I love cigars	197 13.3% 100.0%	27 10.0% 13.7%	3 5.8% 1.5%	8 6.3% 4.1%	7 7.4% 3.6%	12 12.0% 6.1%	1 1.7% 0.5%	3 5.2% 1.5%	7 7.5% 3.6%	8 14.5% 4.1%	7 8.5% 3.6%	1 2.0% 0.5%	1 2.9% 0.5%
I have made my own homemade humidification system	1161 79.2% 100.0%	203 75.7% 17.5%	35 68.6% 3.0%	86 68.8% 7.4%	62 66.7% 5.3%	77 77.0% 6.6%	36 60.0% 3.1%	36 61.0% 3.1%	85 90.4% 7.3%	46 83.6% 4.0%	62 75.6% 5.3%	32 68.1% 2.8%	21 61.8% 1.8%
Cigar smoking is one of my passions	611 41.6% 100.0%	99 36.9% 16.2%	13 24.5% 2.1%	26 20.8% 4.3%	20 21.3% 3.3%	29 29.0% 4.7%	12 20.0% 2.0%	12 20.3% 2.0%	34 36.2% 5.6%	20 36.4% 3.3%	26 32.1% 4.3%	11 22.9% 1.8%	5 14.7% 0.8%
Cigar smoking is a favorite hobby for me	606 41.0% 100.0%	97 36.1% 16.0%	14 26.4% 2.3%	29 23.4% 4.8%	14 15.1% 2.3%	32 32.3% 5.3%	12 20.0% 2.0%	12 20.3% 2.0%	33 35.1% 5.4%	26 47.3% 4.3%	28 33.7% 4.6%	10 20.4% 1.7%	6 18.2% 1.0%
Cigar smoking is one of lifes little pleasures	128 8.7% 100.0%	8 3.0% 6.3%	4 7.7% 3.1%	2 1.6% 1.6%	1 1.1% 0.8%	5 5.0% 3.9%	0 0.0% 0.0%	1 1.7% 0.8%	5 5.4% 3.9%	5 9.1% 3.9%	6 7.5% 4.7%	1 2.0% 0.8%	2 5.9% 1.6%
Cigar smoking is macho	828 56.2% 100.0%	138 51.7% 16.7%	38 71.7% 4.6%	66 52.4% 8.0%	53 57.0% 6.4%	52 53.1% 6.3%	33 55.0% 4.0%	31 52.5% 3.7%	49 52.7% 5.9%	33 60.0% 4.0%	48 59.3% 5.8%	22 44.9% 2.7%	19 55.9% 2.3%
I love the aroma of cigars	100 6.8% 100.0%	11 4.1% 11.0%	0 0.0% 0.0%	3 2.4% 3.0%	3 3.2% 3.0%	5 5.0% 5.0%	1 1.7% 1.0%	3 5.1% 3.0%	1 1.1% 1.0%	4 7.3% 4.0%	6 7.3% 6.0%	0 0.0% 0.0%	1 2.9% 1.0%
Cigar smoking is a classy thing to do	504 34.1% 100.0%	61 22.6% 12.1%	18 34.0% 3.6%	30 24.0% 6.0%	21 22.6% 4.2%	23 23.0% 4.6%	15 25.0% 3.0%	15 25.4% 3.0%	34 36.2% 6.7%	21 38.2% 4.2%	31 37.3% 6.2%	8 16.3% 1.6%	10 29.4% 2.0%
When you smoke a cigar, you are part of the finer things in life	516 34.8% 100.0%	73 26.9% 14.1%	13 25.0% 2.5%	24 19.0% 4.7%	24 25.5% 4.7%	22 22.0% 4.3%	10 16.7% 1.9%	9 15.3% 1.7%	22 23.7% 4.3%	21 38.2% 4.1%	22 27.2% 4.3%	8 16.3% 1.6%	6 17.6% 1.2%
Cigars are a status symbol	661 44.9% 100.0%	104 38.5% 15.7%	21 39.6% 3.2%	46 36.5% 7.0%	36 38.7% 5.4%	36 36.0% 5.4%	20 33.9% 3.0%	23 39.0% 3.5%	39 41.9% 5.9%	26 47.3% 3.9%	38 46.3% 5.7%	16 32.7% 2.4%	13 38.2% 2.0%
Cigars are prestigious	479 32.8% 100.0%	65 24.2% 13.6%	16 30.8% 3.3%	26 21.1% 5.4%	19 20.9% 4.0%	26 26.3% 5.4%	9 15.3% 1.9%	15 25.9% 3.1%	32 34.0% 6.7%	23 43.4% 4.8%	26 31.7% 5.4%	10 20.4% 2.1%	8 23.5% 1.7%
Cigars are a good conversation starter	470 31.9% 100.0%	55 20.4% 11.7%	13 24.5% 2.8%	21 16.7% 4.5%	18 19.4% 3.8%	15 15.2% 3.2%	9 15.0% 1.9%	7 11.9% 1.5%	19 20.2% 4.0%	21 38.9% 4.5%	31 37.8% 6.6%	8 16.3% 1.7%	6 17.6% 1.3%
A good cigar can make any occasion special	258 17.5% 100.0%	30 11.1% 11.6%	3 5.8% 1.2%	6 4.8% 2.3%	7 7.4% 2.7%	12 12.0% 4.7%	2 3.3% 0.8%	4 6.8% 1.6%	12 12.9% 4.7%	13 24.1% 5.0%	5 6.1% 1.9%	4 8.2% 1.6%	2 5.9% 0.8%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3W)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3W)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Smoking a cigar is a way of showing you accomplished something	865 59.1% 100.0%	149 55.6% 17.2%	28 54.9% 3.2%	59 47.2% 6.8%	47 50.0% 5.4%	48 49.0% 5.5%	27 45.0% 3.1%	28 47.5% 3.2%	55 58.5% 6.4%	32 58.2% 3.7%	43 53.1% 5.0%	20 41.7% 2.3%	15 45.5% 1.7%
I enjoy shopping for cigars	319 21.6% 100.0%	27 10.0% 8.5%	3 5.8% 0.9%	9 7.1% 2.8%	8 8.5% 2.5%	11 11.0% 3.4%	5 8.3% 1.6%	4 6.8% 1.3%	20 21.5% 6.3%	15 27.8% 4.7%	17 21.0% 5.3%	4 8.2% 1.3%	2 5.9% 0.6%
I really enjoy owning a humidor	714 49.9% 100.0%	92 35.1% 12.9%	14 26.9% 2.0%	23 18.5% 3.2%	15 16.1% 2.1%	24 25.0% 3.4%	8 13.6% 1.1%	6 10.5% 0.8%	46 50.0% 6.4%	29 52.7% 4.1%	38 48.1% 5.3%	8 17.0% 1.1%	3 9.1% 0.4%
I enjoy planning ahead to smoke a cigar	417 28.3% 100.0%	43 16.0% 10.3%	11 20.8% 2.6%	18 14.3% 4.3%	15 16.1% 3.6%	13 13.1% 3.1%	11 18.3% 2.6%	9 15.3% 2.2%	24 25.5% 5.8%	20 36.4% 4.8%	25 30.5% 6.0%	10 20.8% 2.4%	4 12.1% 1.0%
When I smoke a cigar, I don't do anything else	735 49.7% 100.0%	134 49.8% 18.2%	24 46.2% 3.3%	61 48.4% 8.3%	38 40.4% 5.2%	46 46.0% 6.3%	28 46.7% 3.8%	24 40.7% 3.3%	45 48.4% 6.1%	30 54.5% 4.1%	33 40.2% 4.5%	25 51.0% 3.4%	13 38.2% 1.8%
Cigar smoking is my private time	355 24.3% 100.0%	59 22.1% 16.6%	14 28.0% 3.9%	17 13.8% 4.8%	15 16.1% 4.2%	19 19.0% 5.4%	11 18.3% 3.1%	6 10.2% 1.7%	20 21.7% 5.6%	11 21.2% 3.1%	14 17.9% 3.9%	10 20.4% 2.8%	7 20.6% 2.0%
Shopping for cigars is like an adventure	432 29.3% 100.0%	41 15.2% 9.5%	8 15.4% 1.9%	9 7.1% 2.1%	11 11.7% 2.5%	13 13.0% 3.0%	6 10.0% 1.4%	10 16.9% 2.3%	21 22.8% 4.9%	16 29.6% 3.7%	22 26.8% 5.1%	7 14.3% 1.6%	2 5.9% 0.5%
I'm always on the lookout for new cigars	417 28.3% 100.0%	45 16.6% 10.8%	4 7.7% 1.0%	12 9.6% 2.9%	11 11.7% 2.6%	18 18.2% 4.3%	6 10.2% 1.4%	3 5.3% 0.7%	22 23.7% 5.3%	12 22.2% 2.9%	17 21.0% 4.1%	6 12.2% 1.4%	1 3.0% 0.2%
I could easily give up smoking cigars	218 14.8% 100.0%	29 10.8% 13.3%	11 21.2% 5.0%	21 16.7% 9.6%	18 19.1% 8.3%	20 20.0% 9.2%	13 21.7% 6.0%	19 32.2% 8.7%	11 11.7% 5.0%	8 14.5% 3.7%	13 15.9% 6.0%	7 14.6% 3.2%	8 23.5% 3.7%
Cigar smoking isn't that important to me	322 21.9% 100.0%	54 20.1% 16.8%	13 25.0% 4.0%	47 37.3% 14.6%	37 39.4% 11.5%	27 27.0% 8.4%	30 50.0% 9.3%	28 47.5% 8.7%	18 19.1% 5.6%	15 27.3% 4.7%	17 21.0% 5.3%	10 20.8% 3.1%	13 38.2% 4.0%
Smoking a cigar is part of a lifestyle of leisure	386 26.2% 100.0%	51 18.9% 13.2%	13 25.0% 3.4%	16 12.7% 4.1%	14 15.1% 3.6%	16 16.0% 4.1%	5 8.3% 1.3%	8 13.6% 2.1%	17 18.3% 4.4%	13 23.6% 3.4%	16 19.5% 4.1%	8 16.3% 2.1%	4 11.8% 1.0%
Knowledgeability													
Friends often ask me for recommendations on cigars	668 46.0% 100.0%	73 27.3% 10.9%	3 5.8% 0.4%	19 15.2% 2.8%	20 21.7% 3.0%	23 23.2% 3.4%	8 13.3% 1.2%	13 22.8% 1.9%	41 44.1% 6.1%	26 49.1% 3.9%	34 42.5% 5.1%	8 16.3% 1.2%	4 11.8% 0.6%
I'm extremely knowledgeable about cigars	678 46.0% 100.0%	84 31.1% 12.4%	12 22.6% 1.8%	21 16.8% 3.1%	18 19.4% 2.7%	28 28.0% 4.1%	8 13.6% 1.2%	7 12.1% 1.0%	36 39.1% 5.3%	29 53.7% 4.3%	39 47.6% 5.8%	10 20.4% 1.5%	5 14.7% 0.7%
I'm still relatively new to cigars	633 43.0% 100.0%	120 44.6% 19.0%	28 52.8% 4.4%	70 55.6% 11.1%	46 49.5% 7.3%	42 42.4% 6.6%	45 75.0% 7.1%	34 57.6% 5.4%	49 52.1% 7.7%	24 43.6% 3.8%	44 53.0% 7.0%	26 53.1% 4.1%	18 52.9% 2.8%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I seek out advice on which cigars to smoke	512 34.8% 100.0%	51 19.1% 10.0%	12 22.6% 2.3%	26 20.6% 5.1%	19 20.2% 3.7%	13 13.0% 2.5%	15 25.0% 2.9%	17 28.8% 3.3%	27 28.7% 5.3%	21 38.2% 4.1%	38 46.3% 7.4%	6 12.5% 1.2%	6 17.6% 1.2%
I wish I knew more about cigars	297 20.2% 100.0%	26 9.7% 8.8%	11 20.8% 3.7%	22 17.5% 7.4%	8 8.7% 2.7%	15 15.2% 5.1%	18 30.0% 6.1%	11 19.0% 3.7%	13 14.0% 4.4%	12 21.8% 4.0%	18 21.7% 6.1%	3 6.3% 1.0%	11 33.3% 3.7%
You can never know enough about cigars	359 24.4% 100.0%	49 18.2% 13.6%	6 11.5% 1.7%	18 14.3% 5.0%	9 9.6% 2.5%	7 7.1% 1.9%	6 10.0% 1.7%	6 10.2% 1.7%	17 18.3% 4.7%	16 29.1% 4.5%	16 20.0% 4.5%	7 14.6% 1.9%	3 8.8% 0.8%
I really don't know that much about cigars	435 29.4% 100.0%	104 38.4% 23.9%	25 48.1% 5.7%	77 61.1% 17.7%	55 58.5% 12.6%	43 43.0% 9.9%	43 71.7% 9.9%	35 59.3% 8.0%	19 20.4% 4.4%	13 23.6% 3.0%	24 30.0% 5.5%	24 49.0% 5.5%	16 47.1% 3.7%
I like to read about cigars	517 34.9% 100.0%	62 23.0% 12.0%	11 20.8% 2.1%	15 11.9% 2.9%	8 8.7% 1.5%	17 17.0% 3.3%	5 8.3% 1.0%	4 6.8% 0.8%	24 25.5% 4.6%	26 47.3% 5.0%	29 34.9% 5.6%	5 10.2% 1.0%	2 5.9% 0.4%
Long term cigar smokers are a good source of information about cigars	196 13.3% 100.0%	21 7.8% 10.7%	2 3.8% 1.0%	8 6.3% 4.1%	7 7.4% 3.6%	10 10.0% 5.1%	2 3.3% 1.0%	5 8.5% 2.6%	9 9.6% 4.6%	11 20.4% 5.6%	14 17.1% 7.1%	1 2.0% 0.5%	3 8.8% 1.5%
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed	951 64.8% 100.0%	189 70.3% 19.9%	38 73.1% 4.0%	91 72.2% 9.6%	59 64.8% 6.2%	62 63.3% 6.5%	41 68.3% 4.3%	37 62.7% 3.9%	56 59.6% 5.9%	41 74.5% 4.3%	47 56.6% 4.9%	32 66.7% 3.4%	24 72.7% 2.5%
Cigar manufacturers are exploiting me through price increases	383 26.0% 100.0%	48 17.8% 12.5%	8 15.4% 2.1%	28 22.2% 7.3%	18 19.4% 4.7%	26 26.0% 6.8%	6 10.0% 1.6%	8 13.6% 2.1%	18 19.1% 4.7%	16 29.1% 4.2%	22 26.5% 5.7%	8 16.3% 2.1%	12 35.3% 3.1%
I am confused by the number of sizes and types of cigars	594 40.5% 100.0%	123 45.7% 20.7%	33 63.5% 5.6%	82 66.1% 13.8%	57 60.6% 9.6%	50 50.5% 8.4%	40 66.7% 6.7%	43 72.9% 7.2%	32 34.4% 5.4%	18 32.7% 3.0%	30 37.0% 5.1%	28 57.1% 4.7%	20 58.8% 3.4%
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like	258 17.6% 100.0%	45 16.9% 17.4%	17 32.7% 6.6%	43 34.1% 16.7%	24 25.8% 9.3%	22 22.0% 8.5%	18 30.5% 7.0%	22 37.9% 8.5%	16 17.0% 6.2%	9 16.4% 3.5%	19 23.5% 7.4%	12 25.5% 4.7%	8 23.5% 3.1%
When I see a dark wrapper, I assume the cigar is stronger	479 32.7% 100.0%	80 29.7% 16.7%	21 40.4% 4.4%	45 36.0% 9.4%	32 34.0% 6.7%	29 29.0% 6.1%	26 43.3% 5.4%	28 47.5% 5.8%	18 19.1% 3.8%	16 29.1% 3.3%	24 29.3% 5.0%	15 31.3% 3.1%	7 20.6% 1.5%
<u>Smoking Habits</u>													
I regularly smoke cigars	459 31.3% 100.0%	74 27.8% 16.1%	6 11.5% 1.3%	23 18.3% 5.0%	16 17.2% 3.5%	24 24.0% 5.2%	7 11.7% 1.5%	8 13.6% 1.7%	23 24.7% 5.0%	13 24.5% 2.8%	14 17.5% 3.1%	6 12.5% 1.3%	2 5.9% 0.4%
I only smoke cigars on special occasions, like weddings	915 62.2% 100.0%	178 66.2% 19.5%	40 76.9% 4.4%	98 77.8% 10.7%	72 76.6% 7.9%	68 68.0% 7.4%	47 78.3% 5.1%	49 83.1% 5.4%	63 68.5% 6.9%	38 69.1% 4.2%	53 65.4% 5.8%	38 79.2% 4.2%	26 76.5% 2.8%

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GC 018471

Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I generally smoke cigars with friends/other people	416 28.2% 100.0%	45 16.7% 10.8%	7 13.5% 1.7%	26 20.6% 6.3%	23 24.5% 5.5%	13 13.0% 3.1%	13 21.7% 3.1%	21 35.6% 5.0%	21 22.6% 5.0%	16 29.1% 3.8%	32 39.0% 7.7%	2 4.2% 0.5%	3 8.8% 0.7%
I always remove the band on a cigar before I smoke it	519 35.3% 100.0%	133 49.4% 25.6%	22 41.5% 4.2%	75 59.5% 14.5%	53 57.0% 10.2%	52 52.5% 10.0%	42 70.0% 8.1%	32 55.2% 6.2%	23 24.7% 4.4%	16 29.6% 3.1%	20 24.4% 3.9%	30 61.2% 5.8%	15 45.5% 2.9%
I usually leave the band on a cigar when I smoke it	676 46.0% 100.0%	72 26.8% 10.7%	13 25.0% 1.9%	30 23.8% 4.4%	23 24.5% 3.4%	27 27.0% 4.0%	14 23.3% 2.1%	19 32.2% 2.8%	39 41.9% 5.8%	30 55.6% 4.4%	48 58.5% 7.1%	6 12.5% 0.9%	9 26.5% 1.3%
I like cigars, but only on an occasional basis	346 23.6% 100.0%	53 19.8% 15.3%	16 30.2% 4.6%	40 32.0% 11.6%	27 29.0% 7.8%	26 26.3% 7.5%	27 45.0% 7.8%	27 46.6% 7.8%	24 25.5% 6.9%	16 29.6% 4.6%	21 25.9% 6.1%	18 36.7% 5.2%	14 41.2% 4.0%
I smoke cigars on an everyday basis	899 60.9% 100.0%	188 69.6% 20.9%	25 48.1% 2.8%	70 55.6% 7.8%	52 55.9% 5.8%	62 62.6% 6.9%	26 43.3% 2.9%	27 46.6% 3.0%	55 59.1% 6.1%	28 50.9% 3.1%	34 42.0% 3.8%	19 38.8% 2.1%	11 32.4% 1.2%
I smoke both premium and less expensive cigar brands, my choice depends on the occasion	301 20.5% 100.0%	36 13.4% 12.0%	9 17.3% 3.0%	24 19.0% 8.0%	17 18.1% 5.6%	16 16.2% 5.3%	4 6.7% 1.3%	5 8.5% 1.7%	7 7.7% 2.3%	15 27.3% 5.0%	15 18.5% 5.0%	6 12.2% 2.0%	6 18.2% 2.0%
I only smoke cigars when someone gives me one	1083 73.8% 100.0%	219 81.7% 20.2%	45 86.5% 4.2%	109 87.2% 10.1%	80 86.0% 7.4%	76 76.8% 7.0%	55 91.7% 5.1%	54 91.5% 5.0%	70 74.5% 6.5%	41 74.5% 3.8%	54 65.9% 5.0%	45 93.8% 4.2%	31 91.2% 2.9%
I smoke much more often in the summer than in the winter	632 43.0% 100.0%	101 38.1% 16.0%	24 45.3% 3.8%	55 43.7% 8.7%	29 31.2% 4.6%	36 36.0% 5.7%	26 43.3% 4.1%	17 28.8% 2.7%	31 33.0% 4.9%	22 40.0% 3.5%	31 38.8% 4.9%	14 29.2% 2.2%	6 17.6% 0.9%
I hardly smoke cigars at all in the winter	841 57.1% 100.0%	166 61.7% 19.7%	32 61.5% 3.8%	86 68.8% 10.2%	59 62.8% 7.0%	54 54.5% 6.4%	43 71.7% 5.1%	37 62.7% 4.4%	48 51.1% 5.7%	36 65.5% 4.3%	49 59.8% 5.8%	33 68.8% 3.9%	17 50.0% 2.0%
I primarily smoke cigars at the end of the day	528 35.8% 100.0%	65 24.3% 12.3%	15 28.3% 2.8%	23 18.5% 4.4%	21 22.8% 4.0%	26 26.5% 4.9%	12 20.3% 2.3%	14 24.1% 2.7%	30 32.6% 5.7%	23 41.8% 4.4%	32 39.0% 6.1%	7 14.3% 1.3%	4 11.8% 0.8%
I smoke cigars throughout the day	988 67.2% 100.0%	206 76.9% 20.9%	36 69.2% 3.6%	87 70.2% 8.8%	64 69.6% 6.5%	74 74.7% 7.5%	40 67.8% 4.0%	39 67.2% 3.9%	55 60.4% 5.6%	26 50.0% 2.6%	36 45.0% 3.6%	28 58.3% 2.8%	23 69.7% 2.3%
I frequently give cigars as a gift	751 51.1% 100.0%	109 40.4% 14.5%	10 18.9% 1.3%	42 33.6% 5.6%	26 28.3% 3.5%	35 35.0% 4.7%	16 27.1% 2.1%	23 39.0% 3.1%	44 47.8% 5.9%	28 51.9% 3.7%	43 52.4% 5.7%	12 24.5% 1.6%	9 26.5% 1.2%
I often drink wine while smoking a cigar	862 58.1% 100.0%	140 51.7% 16.2%	24 46.2% 2.8%	53 42.1% 6.1%	42 44.7% 4.9%	36 36.0% 4.2%	28 46.7% 3.2%	24 40.7% 2.8%	50 53.8% 5.8%	33 60.0% 3.8%	42 51.2% 4.9%	24 49.0% 2.8%	7 20.6% 0.8%
I often drink beer while smoking a cigar	611 41.3% 100.0%	83 30.7% 13.6%	23 44.2% 3.8%	39 31.0% 6.4%	30 31.9% 4.9%	36 36.0% 5.9%	23 38.3% 3.8%	20 34.5% 3.3%	31 33.3% 5.1%	23 41.8% 3.8%	42 51.2% 6.9%	14 28.6% 2.3%	10 29.4% 1.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I often smoke cigars in my backyard/on my deck/ porch	208 14.1% 100.0%	30 11.1% 14.4%	6 11.5% 2.9%	13 10.4% 6.3%	7 7.4% 3.4%	10 10.0% 4.8%	7 11.7% 3.4%	4 6.8% 1.9%	9 9.7% 4.3%	6 10.9% 2.9%	7 8.6% 3.4%	2 4.1% 1.0%	4 11.8% 1.9%
I often drink liquor while smoking a cigar	578 39.1% 100.0%	68 25.2% 11.8%	15 28.8% 2.6%	36 28.6% 6.2%	21 22.3% 3.6%	20 20.0% 3.5%	13 21.7% 2.2%	16 27.1% 2.8%	31 33.3% 5.4%	26 47.3% 4.5%	41 50.0% 7.1%	11 22.4% 1.9%	5 14.7% 0.9%
I often drink coffee while smoking a cigar	940 63.7% 100.0%	187 69.5% 19.9%	29 56.9% 3.1%	73 58.9% 7.8%	55 58.5% 5.9%	63 63.0% 6.7%	38 63.3% 4.0%	35 60.3% 3.7%	60 64.5% 6.4%	25 45.5% 2.7%	27 32.9% 2.9%	28 57.1% 3.0%	21 61.8% 2.2%
I often smoke cigars during a meal	1289 87.9% 100.0%	245 92.1% 19.0%	46 86.8% 3.6%	115 92.0% 8.9%	80 87.9% 6.2%	88 88.9% 6.8%	50 84.7% 3.9%	53 89.8% 4.1%	77 81.9% 6.0%	46 83.6% 3.6%	68 81.9% 5.3%	41 83.7% 3.2%	27 81.8% 2.1%
I often smoke cigars after a meal	578 39.3% 100.0%	93 35.1% 16.1%	14 26.9% 2.4%	33 26.4% 5.7%	26 28.0% 4.5%	33 33.0% 5.7%	8 13.3% 1.4%	13 22.4% 2.2%	33 35.5% 5.7%	14 25.5% 2.4%	22 26.8% 3.8%	8 17.0% 1.4%	3 8.8% 0.5%
<u>Benefits Realized</u>													
Cigar smoking has helped me to get to know other people	839 56.7% 100.0%	127 47.0% 15.1%	20 38.5% 2.4%	59 46.8% 7.0%	47 50.0% 5.6%	43 43.0% 5.1%	24 40.0% 2.9%	28 47.5% 3.3%	50 53.8% 6.0%	32 58.2% 3.8%	40 48.8% 4.8%	19 38.8% 2.3%	10 29.4% 1.2%
I feel a little more with it when I smoke a cigar	742 50.3% 100.0%	141 52.4% 19.0%	24 47.1% 3.2%	66 52.4% 8.9%	45 48.4% 6.1%	48 48.5% 6.5%	30 50.0% 4.0%	31 52.5% 4.2%	45 49.5% 6.1%	26 47.3% 3.5%	29 35.4% 3.9%	21 43.8% 2.8%	16 47.1% 2.2%
I smoke cigars to celebrate a good day	410 27.7% 100.0%	46 17.0% 11.2%	7 13.5% 1.7%	14 11.1% 3.4%	15 16.0% 3.7%	17 17.0% 4.1%	4 6.7% 1.0%	6 10.2% 1.5%	14 15.1% 3.4%	17 30.9% 4.1%	14 17.1% 3.4%	2 4.1% 0.5%	3 8.8% 0.7%
I reward myself with a cigar	323 21.9% 100.0%	42 15.6% 13.0%	7 13.5% 2.2%	13 10.3% 4.0%	8 8.6% 2.5%	14 14.0% 4.3%	3 5.0% 0.9%	2 3.4% 0.6%	13 14.1% 4.0%	16 29.6% 5.0%	15 18.3% 4.6%	3 6.1% 0.9%	3 8.8% 0.9%
I smoke cigars to relax	165 11.2% 100.0%	21 7.8% 12.7%	0 0.0% 0.0%	8 6.4% 4.8%	4 4.3% 2.4%	6 6.0% 3.6%	2 3.4% 1.2%	2 3.4% 1.2%	4 4.3% 2.4%	6 10.9% 3.6%	5 6.0% 3.0%	0 0.0% 0.0%	1 2.9% 0.6%
I find smoking cigars extremely relaxing	101 6.9% 100.0%	9 3.3% 8.9%	1 1.9% 1.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.0% 2.0%	0 0.0% 0.0%	2 3.4% 2.0%	2 2.2% 2.0%	3 5.6% 3.0%	5 6.0% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%
I really love the taste of cigars	61 4.2% 100.0%	3 1.1% 4.9%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 3.3%	3 3.0% 4.9%	2 3.3% 3.3%	1 1.7% 1.6%	1 1.1% 1.6%	2 3.6% 3.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
For me, cigar smoking is an indulgence	248 16.9% 100.0%	36 13.4% 14.5%	7 13.7% 2.8%	22 17.5% 8.9%	11 11.7% 4.4%	12 12.0% 4.8%	9 15.0% 3.6%	10 16.9% 4.0%	11 11.8% 4.4%	16 29.1% 6.5%	18 22.2% 7.3%	7 14.6% 2.8%	4 11.8% 1.6%
When I smoke a cigar, I'm in a different world	685 46.5% 100.0%	123 45.6% 18.0%	29 54.7% 4.2%	55 44.0% 8.0%	38 40.9% 5.5%	45 45.5% 6.6%	23 38.3% 3.4%	22 37.3% 3.2%	38 40.4% 5.5%	28 50.9% 4.1%	35 42.2% 5.1%	20 40.8% 2.9%	13 38.2% 1.9%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I take a break from my every day responsibilities when I smoke a cigar	469 32.2% 100.0%	71 26.6% 15.1%	10 19.2% 2.1%	19 15.1% 4.1%	17 18.1% 3.6%	21 21.0% 4.5%	9 15.0% 1.9%	11 19.3% 2.3%	16 17.2% 3.4%	17 31.5% 3.6%	24 29.6% 5.1%	7 14.6% 1.5%	5 14.7% 1.1%
When I smoke a cigar, anything seems possible	912 61.9% 100.0%	166 62.2% 18.2%	35 67.3% 3.8%	68 55.3% 7.5%	53 58.2% 5.8%	56 56.6% 6.1%	28 46.7% 3.1%	30 50.8% 3.3%	56 59.6% 6.1%	30 54.5% 3.3%	42 50.6% 4.6%	25 51.0% 2.7%	17 51.5% 1.9%
I feel more self confident when I smoke a cigar	664 45.2% 100.0%	117 43.5% 17.6%	29 55.8% 4.4%	44 35.5% 6.6%	37 39.8% 5.6%	37 37.0% 5.6%	24 40.7% 3.6%	21 36.2% 3.2%	41 44.1% 6.2%	24 45.3% 3.6%	28 35.0% 4.2%	19 38.8% 2.9%	10 30.3% 1.5%
Cigars make the moment last longer	422 28.5% 100.0%	64 23.6% 15.2%	11 21.2% 2.6%	20 15.9% 4.7%	20 21.3% 4.7%	20 20.0% 4.7%	8 13.3% 1.9%	9 15.3% 2.1%	20 21.7% 4.7%	18 32.7% 4.3%	12 14.8% 2.8%	5 10.2% 1.2%	4 11.8% 0.9%
I smoke cigars primarily for the taste	127 8.6% 100.0%	14 5.2% 11.0%	1 1.9% 0.8%	3 2.4% 2.4%	1 1.1% 0.8%	6 6.1% 4.7%	0 0.0% 0.0%	0 0.0% 0.0%	6 6.5% 4.7%	1 1.9% 0.8%	4 4.9% 3.1%	0 0.0% 0.0%	1 3.0% 0.8%
Smoking cigars reminds me of my father or grandfather	886 60.2% 100.0%	168 62.5% 19.0%	31 58.5% 3.5%	81 64.3% 9.1%	62 66.0% 7.0%	63 63.0% 7.1%	37 61.7% 4.2%	39 66.1% 4.4%	48 52.2% 5.4%	21 39.6% 2.4%	39 47.6% 4.4%	34 70.8% 3.8%	16 47.1% 1.8%
Social vs. Solitary													
I have a lot of friends who smoke cigars	456 31.3% 100.0%	51 19.2% 11.2%	9 18.4% 2.0%	17 13.7% 3.7%	18 19.8% 3.9%	15 15.0% 3.3%	7 12.1% 1.5%	12 21.4% 2.6%	25 27.2% 5.5%	22 40.7% 4.8%	28 35.0% 6.1%	3 6.3% 0.7%	2 5.9% 0.4%
I value the social interaction with other cigar smokers as much as the taste of cigars	541 36.6% 100.0%	62 22.9% 11.5%	10 19.2% 1.8%	24 19.0% 4.4%	27 28.7% 5.0%	18 18.0% 3.3%	14 23.3% 2.6%	19 32.2% 3.5%	34 37.0% 6.3%	18 32.7% 3.3%	24 29.6% 4.4%	6 12.2% 1.1%	2 5.9% 0.4%
If my friends stopped smoking cigars, I probably would too	1050 71.1% 100.0%	196 72.3% 18.7%	38 73.1% 3.6%	104 82.5% 9.9%	79 84.0% 7.5%	70 70.0% 6.7%	55 91.7% 5.2%	48 81.4% 4.6%	67 72.0% 6.4%	37 67.3% 3.5%	55 69.6% 5.2%	35 71.4% 3.3%	23 67.6% 2.2%
I often use cigars as a way of developing camaraderie with business associates	848 57.6% 100.0%	125 46.5% 14.7%	17 32.7% 2.0%	56 44.4% 6.6%	49 52.1% 5.8%	38 38.0% 4.5%	30 50.0% 3.5%	28 47.5% 3.3%	52 55.3% 6.1%	34 61.8% 4.0%	48 58.5% 5.7%	14 29.2% 1.7%	7 20.6% 0.8%
The brand of cigar I smoke makes a statement about me to other people	749 50.7% 100.0%	109 40.2% 14.6%	20 38.5% 2.7%	51 40.5% 6.8%	40 42.6% 5.3%	34 34.3% 4.5%	21 35.0% 2.8%	25 42.4% 3.3%	39 41.9% 5.2%	29 52.7% 3.9%	36 44.4% 4.8%	15 30.6% 2.0%	10 29.4% 1.3%
I generally smoke cigars alone	418 28.3% 100.0%	81 29.9% 19.4%	12 23.1% 2.9%	32 25.4% 7.7%	23 24.5% 5.5%	34 34.0% 8.1%	17 28.3% 4.1%	11 18.6% 2.6%	19 20.7% 4.5%	12 21.8% 2.9%	16 19.5% 3.8%	12 24.5% 2.9%	9 26.5% 2.2%
I like being around other cigar smokers when I smoke cigars	367 24.9% 100.0%	37 13.8% 10.1%	9 17.3% 2.5%	19 15.1% 5.2%	12 12.8% 3.3%	15 15.0% 4.1%	7 11.7% 1.9%	13 22.4% 3.5%	19 20.4% 5.2%	15 27.3% 4.1%	20 24.7% 5.4%	3 6.3% 0.8%	2 5.9% 0.5%

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GC 018474

Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Barriers to Smoking													
I don't have enough time to smoke cigars as often as I'd like	511 34.9% 100.0%	70 26.1% 13.7%	9 17.6% 1.8%	35 28.0% 6.8%	28 30.1% 5.5%	28 28.3% 5.5%	19 32.2% 3.7%	12 20.7% 2.3%	26 28.6% 5.1%	21 38.9% 4.1%	29 35.4% 5.7%	5 10.6% 1.0%	10 30.3% 2.0%
I don't have enough money to smoke cigars as often as I'd like	678 46.1% 100.0%	132 49.4% 19.5%	25 49.0% 3.7%	65 51.6% 9.6%	51 54.8% 7.5%	51 52.0% 7.5%	30 50.8% 4.4%	33 56.9% 4.9%	41 43.6% 6.0%	18 32.7% 2.7%	31 37.8% 4.6%	19 39.6% 2.8%	17 51.5% 2.5%
I don't have enough places where I can smoke cigars	471 32.0% 100.0%	64 23.6% 13.6%	9 17.3% 1.9%	25 19.8% 5.3%	17 18.1% 3.6%	20 20.0% 4.2%	12 20.0% 2.5%	11 19.0% 2.3%	31 33.7% 6.6%	18 32.7% 3.8%	23 28.0% 4.9%	8 16.3% 1.7%	0 0.0% 0.0%
I can't afford to smoke the cigars I'd like to on a regular basis	516 34.9% 100.0%	99 36.5% 19.2%	21 40.4% 4.1%	48 38.1% 9.3%	35 37.2% 6.8%	37 37.0% 7.2%	26 43.3% 5.0%	23 39.0% 4.5%	23 24.7% 4.5%	14 25.5% 2.7%	24 29.3% 4.7%	14 28.6% 2.7%	14 41.2% 2.7%
I'm extremely concerned about offending other people with my cigar smoking	383 26.0% 100.0%	65 24.3% 17.0%	16 30.8% 4.2%	22 17.6% 5.7%	21 22.6% 5.5%	18 18.2% 4.7%	12 20.0% 3.1%	14 24.1% 3.7%	25 26.9% 6.5%	19 34.5% 5.0%	24 29.3% 6.3%	7 14.3% 1.8%	9 26.5% 2.3%
I wish there were more places to go where I could smoke a cigar	402 27.2% 100.0%	45 16.7% 11.2%	6 11.8% 1.5%	11 8.7% 2.7%	10 10.8% 2.5%	16 16.0% 4.0%	7 11.7% 1.7%	6 10.2% 1.5%	21 22.3% 5.2%	19 35.2% 4.7%	20 24.4% 5.0%	1 2.0% 0.2%	4 11.8% 1.0%
I'm extremely interested in going to cigar bars	795 54.0% 100.0%	108 40.0% 13.6%	17 32.7% 2.1%	36 28.6% 4.5%	36 38.3% 4.5%	37 37.0% 4.7%	22 36.7% 2.8%	25 42.4% 3.1%	51 55.4% 6.4%	33 60.0% 4.2%	44 54.3% 5.5%	16 32.7% 2.0%	11 32.4% 1.4%
I hate the lingering after smell from cigar smoke	583 39.7% 100.0%	97 36.1% 16.6%	21 40.4% 3.6%	58 46.0% 9.9%	38 40.4% 6.5%	41 41.0% 7.0%	29 48.3% 5.0%	27 45.8% 4.6%	39 42.4% 6.7%	24 43.6% 4.1%	32 39.0% 5.5%	19 39.6% 3.3%	13 38.2% 2.2%
Cigar smoking is not allowed inside my house	603 40.9% 100.0%	98 36.4% 16.3%	20 37.7% 3.3%	41 32.8% 6.8%	31 33.3% 5.1%	32 32.0% 5.3%	21 35.6% 3.5%	15 25.4% 2.5%	44 46.8% 7.3%	22 40.7% 3.6%	45 55.6% 7.5%	12 24.5% 2.0%	12 35.3% 2.0%
I object to seeing someone smoking a cigar	1300 89.2% 100.0%	251 94.4% 19.3%	50 94.3% 3.8%	120 95.2% 9.2%	84 90.3% 6.5%	93 93.9% 7.2%	57 96.6% 4.4%	53 91.4% 4.1%	86 92.5% 6.6%	48 90.6% 3.7%	71 88.8% 5.5%	48 100.0% 3.7%	31 91.2% 2.4%
Cigars bars get too smoky for me to enjoy regularly	394 27.2% 100.0%	65 24.5% 16.5%	10 19.6% 2.5%	37 29.8% 9.4%	29 31.5% 7.4%	33 33.0% 8.4%	24 40.0% 6.1%	23 39.7% 5.8%	22 25.3% 5.6%	19 36.5% 4.8%	30 38.0% 7.6%	6 12.5% 1.5%	9 26.5% 2.3%
My spouse actively tries to get me to quit smoking cigars	860 65.5% 100.0%	169 71.0% 19.7%	37 74.0% 4.3%	93 78.8% 10.8%	65 76.5% 7.6%	72 77.4% 8.4%	49 84.5% 5.7%	38 66.7% 4.4%	53 63.1% 6.2%	26 54.2% 3.0%	40 55.6% 4.7%	32 72.7% 3.7%	26 83.9% 3.0%
The general public is now more tolerant of cigar smoking than it used to be	515 34.9% 100.0%	84 31.2% 16.3%	18 35.3% 3.5%	42 33.6% 8.2%	33 35.5% 6.4%	35 35.0% 6.8%	25 41.7% 4.9%	24 40.7% 4.7%	31 33.7% 6.0%	20 37.0% 3.9%	29 35.4% 5.6%	16 32.7% 3.1%	13 39.4% 2.5%

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GC 018475

Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Cuban Affinity													
I prefer Cuban cigars to any other	710 48.6% 100.0%	108 40.6% 15.2%	22 42.3% 3.1%	39 31.7% 5.5%	34 37.4% 4.8%	26 26.0% 3.7%	24 40.7% 3.4%	28 48.3% 3.9%	34 36.6% 4.8%	32 59.3% 4.5%	41 50.0% 5.8%	16 32.7% 2.3%	6 17.6% 0.8%
If Cuban cigars were legal, I'd switch most of my smoking to Cubans	490 33.7% 100.0%	60 22.6% 12.2%	14 28.0% 2.9%	27 22.0% 5.5%	18 19.6% 3.7%	14 14.3% 2.9%	12 20.7% 2.4%	17 28.8% 3.5%	24 25.8% 4.9%	26 48.1% 5.3%	29 36.3% 5.9%	8 17.0% 1.6%	3 9.1% 0.6%
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly	241 16.4% 100.0%	24 9.0% 10.0%	4 7.5% 1.7%	9 7.1% 3.7%	5 5.4% 2.1%	7 7.1% 2.9%	5 8.3% 2.1%	7 11.9% 2.9%	7 7.4% 2.9%	14 25.5% 5.8%	15 18.3% 6.2%	3 6.3% 1.2%	4 12.1% 1.7%
Price Sensitivity/Brand Loyalty													
I buy mainly premium priced cigars	416 28.1% 100.0%	21 7.8% 5.0%	5 9.4% 1.2%	2 1.6% 0.5%	10 10.8% 2.4%	9 9.0% 2.2%	4 6.7% 1.0%	9 15.3% 2.2%	27 28.7% 6.5%	22 40.0% 5.3%	24 28.9% 5.8%	4 8.2% 1.0%	1 2.9% 0.2%
Real cigar smokers would never smoke just one brand	567 38.8% 100.0%	94 34.9% 16.6%	17 32.7% 3.0%	37 29.4% 6.5%	25 26.6% 4.4%	36 36.0% 6.3%	20 33.3% 3.5%	24 40.7% 4.2%	26 28.0% 4.6%	23 41.8% 4.1%	24 29.3% 4.2%	15 31.3% 2.6%	11 32.4% 1.9%
It's worth it to pay extra for a higher quality cigar	187 12.7% 100.0%	6 2.2% 3.2%	6 11.5% 3.2%	5 4.0% 2.7%	4 4.3% 2.1%	3 3.1% 1.6%	5 8.3% 2.7%	5 8.5% 2.7%	6 6.4% 3.2%	9 16.7% 4.8%	9 11.0% 4.8%	0 0.0% 0.0%	1 2.9% 0.5%
I have a few cigar brands I typically buy most often	132 8.9% 100.0%	12 4.4% 9.1%	3 5.8% 2.3%	5 4.0% 3.8%	4 4.3% 3.0%	5 5.0% 3.8%	2 3.3% 1.5%	4 6.8% 3.0%	6 6.5% 4.5%	5 9.1% 3.8%	2 2.5% 1.5%	2 4.1% 1.5%	0 0.0% 0.0%
The price of cigars has gotten so high, I've had to switch to less expensive brands	610 41.5% 100.0%	125 46.5% 20.5%	29 55.8% 4.8%	68 54.0% 11.1%	48 51.1% 7.9%	55 55.0% 9.0%	30 50.0% 4.9%	28 47.5% 4.6%	26 27.7% 4.3%	19 34.5% 3.1%	22 26.8% 3.6%	18 37.5% 3.0%	22 64.7% 3.6%
I'm loyal to the brands of cigars I smoke regularly	281 19.1% 100.0%	41 15.3% 14.6%	9 17.3% 3.2%	12 9.7% 4.3%	14 15.4% 5.0%	16 16.0% 5.7%	8 13.6% 2.8%	8 13.8% 2.8%	17 18.3% 6.0%	6 11.3% 2.1%	10 12.0% 3.6%	4 8.2% 1.4%	4 11.8% 1.4%
Private label/house brands of cigars are as good as brand name cigars	286 19.5% 100.0%	55 20.4% 19.2%	8 15.7% 2.8%	23 18.5% 8.0%	14 14.9% 4.9%	28 28.0% 9.8%	8 13.3% 2.8%	11 19.0% 3.8%	10 11.0% 3.5%	12 21.8% 4.2%	20 24.7% 7.0%	5 10.2% 1.7%	7 20.6% 2.4%
I buy some expensive brands of cigars and save them for special occasions	483 32.7% 100.0%	41 15.1% 8.5%	5 9.6% 1.0%	20 15.9% 4.1%	17 18.1% 3.5%	10 10.0% 2.1%	9 15.0% 1.9%	11 19.0% 2.3%	24 25.8% 5.0%	22 40.7% 4.6%	29 35.4% 6.0%	6 12.2% 1.2%	1 2.9% 0.2%
For special events, it's more important to have a brand with some prestige	599 40.7% 100.0%	77 28.7% 12.9%	17 32.7% 2.8%	36 28.6% 6.0%	31 33.0% 5.2%	21 21.0% 3.5%	17 28.3% 2.8%	20 33.9% 3.3%	28 29.8% 4.7%	25 45.5% 4.2%	36 43.9% 6.0%	10 20.8% 1.7%	10 29.4% 1.7%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Lower price means lower quality in cigars	406 27.6% 100.0%	54 19.9% 13.3%	15 28.8% 3.7%	39 31.0% 9.6%	35 37.2% 8.6%	20 20.0% 4.9%	22 36.7% 5.4%	20 34.5% 4.9%	16 17.4% 3.9%	14 25.5% 3.4%	20 24.7% 4.9%	11 22.4% 2.7%	4 11.8% 1.0%
I am smoking better quality cigars now than I used to	327 22.3% 100.0%	25 9.4% 7.6%	3 5.7% 0.9%	15 11.9% 4.6%	16 17.0% 4.9%	5 5.1% 1.5%	3 5.0% 0.9%	5 8.5% 1.5%	14 14.9% 4.3%	15 27.3% 4.6%	17 20.7% 5.2%	5 10.4% 1.5%	1 3.0% 0.3%
I am always interested in trying new cigar brands	229 15.5% 100.0%	20 7.4% 8.7%	2 3.8% 0.9%	9 7.2% 3.9%	8 8.6% 3.5%	9 9.0% 3.9%	4 6.7% 1.7%	4 6.8% 1.7%	10 10.6% 4.4%	10 18.5% 4.4%	9 10.8% 3.9%	1 2.0% 0.4%	1 2.9% 0.4%
Cigars are one of the few luxuries I can afford	527 35.7% 100.0%	113 41.9% 21.4%	24 45.3% 4.6%	50 40.0% 9.5%	36 39.1% 6.8%	43 43.0% 8.2%	25 42.4% 4.7%	17 29.3% 3.2%	34 36.6% 6.5%	12 21.8% 2.3%	23 27.7% 4.4%	17 34.7% 3.2%	18 52.9% 3.4%
I only like to smoke brands of cigars I've heard of	640 43.5% 100.0%	114 42.4% 17.8%	18 34.6% 2.8%	55 44.0% 8.6%	35 37.2% 5.5%	38 38.0% 5.9%	31 51.7% 4.8%	32 54.2% 5.0%	40 42.6% 6.3%	25 45.5% 3.9%	32 39.5% 5.0%	19 39.6% 3.0%	14 41.2% 2.2%
<u>Channel Preferences</u>													
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons	815 55.7% 100.0%	139 51.9% 17.1%	18 34.6% 2.2%	55 43.7% 6.7%	35 37.2% 4.3%	44 44.0% 5.4%	22 36.7% 2.7%	23 39.0% 2.8%	47 50.5% 5.8%	35 64.8% 4.3%	43 52.4% 5.3%	14 29.2% 1.7%	11 32.4% 1.3%
Catalogs offer the best prices on cigars	467 31.9% 100.0%	59 22.0% 12.6%	13 24.5% 2.8%	24 19.2% 5.1%	15 16.0% 3.2%	32 32.0% 6.9%	14 23.3% 3.0%	11 18.6% 2.4%	26 28.6% 5.6%	28 51.9% 6.0%	29 35.4% 6.2%	7 14.6% 1.5%	8 23.5% 1.7%
I prefer to buy cigars from a tobacconist	503 34.1% 100.0%	48 17.8% 9.5%	6 11.5% 1.2%	19 15.2% 3.8%	14 15.2% 2.8%	18 18.2% 3.6%	14 23.7% 2.8%	11 19.0% 2.2%	23 25.0% 4.6%	21 38.2% 4.2%	32 38.6% 6.4%	8 16.3% 1.6%	4 12.1% 0.8%
I'm willing to pay a little extra to buy from someone who can give advice on cigars	493 33.5% 100.0%	49 18.2% 9.9%	5 9.6% 1.0%	27 21.4% 5.5%	16 17.0% 3.2%	13 13.0% 2.6%	11 18.3% 2.2%	16 27.1% 3.2%	24 25.8% 4.9%	25 45.5% 5.1%	27 32.9% 5.5%	6 12.5% 1.2%	1 2.9% 0.2%
I would never trust buying cigars through a catalog	694 47.1% 100.0%	135 49.8% 19.5%	24 46.2% 3.5%	71 56.3% 10.2%	53 56.4% 7.6%	44 44.0% 6.3%	41 68.3% 5.9%	35 59.3% 5.0%	44 47.3% 6.3%	17 30.9% 2.4%	33 40.2% 4.8%	30 61.2% 4.3%	16 47.1% 2.3%
Tobacconists are the best place to buy cigars	335 22.7% 100.0%	32 11.8% 9.6%	8 15.4% 2.4%	18 14.3% 5.4%	19 20.2% 5.7%	13 13.0% 3.9%	13 21.7% 3.9%	11 18.6% 3.3%	15 16.1% 4.5%	15 27.8% 4.5%	18 22.0% 5.4%	6 12.2% 1.8%	6 17.6% 1.8%
I would never trust buying cigars through the Internet	533 36.5% 100.0%	103 38.1% 19.3%	14 26.9% 2.6%	46 37.1% 8.6%	35 37.2% 6.6%	26 26.5% 4.9%	24 40.7% 4.5%	26 45.6% 4.9%	36 39.1% 6.8%	17 31.5% 3.2%	24 29.6% 4.5%	26 53.1% 4.9%	9 27.3% 1.7%
I like buying cigars on the Internet	1116 77.8% 100.0%	186 71.3% 16.7%	36 69.2% 3.2%	84 67.7% 7.5%	55 59.8% 4.9%	72 72.0% 6.5%	36 62.1% 3.2%	36 62.1% 3.2%	64 72.7% 5.7%	45 84.9% 4.0%	63 81.8% 5.6%	26 54.2% 2.3%	19 55.9% 1.7%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet	630 42.9% 100.0%	93 34.6% 14.8%	16 30.8% 2.5%	34 27.2% 5.4%	21 22.6% 3.3%	33 33.0% 5.2%	13 21.7% 2.1%	14 23.7% 2.2%	36 39.1% 5.7%	30 56.6% 4.8%	33 41.3% 5.2%	13 26.5% 2.1%	4 11.8% 0.6%
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist	618 42.0% 100.0%	138 51.3% 22.3%	33 62.3% 5.3%	74 58.7% 12.0%	53 57.0% 8.6%	47 47.0% 7.6%	37 61.7% 6.0%	38 64.4% 6.1%	36 38.7% 5.8%	23 43.4% 3.7%	28 33.7% 4.5%	24 49.0% 3.9%	17 50.0% 2.8%
I am very loyal to my tobacconist	829 56.6% 100.0%	138 51.3% 16.6%	24 45.3% 2.9%	51 40.5% 6.2%	32 35.2% 3.9%	41 41.8% 4.9%	27 45.8% 3.3%	27 46.6% 3.3%	48 51.6% 5.8%	26 48.1% 3.1%	48 58.5% 5.8%	23 46.9% 2.8%	13 39.4% 1.6%
When I buy my favorite brand of cigar, I usually shop around to get the best price	529 35.8% 100.0%	108 40.0% 20.4%	18 34.0% 3.4%	44 34.9% 8.3%	32 34.4% 6.0%	39 39.0% 7.4%	19 31.7% 3.6%	23 39.0% 4.3%	30 31.9% 5.7%	15 27.3% 2.8%	18 21.7% 3.4%	10 20.4% 1.9%	10 29.4% 1.9%
When shopping for cigars, I have to go somewhere where I trust the salesperson	507 34.3% 100.0%	56 20.7% 11.0%	11 20.8% 2.2%	33 26.2% 6.5%	19 20.4% 3.7%	17 17.0% 3.4%	20 33.3% 3.9%	19 32.2% 3.7%	28 29.8% 5.5%	23 41.8% 4.5%	32 38.6% 6.3%	10 20.4% 2.0%	5 14.7% 1.0%
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	499 33.9% 100.0%	64 23.7% 12.8%	16 30.2% 3.2%	35 27.8% 7.0%	27 28.7% 5.4%	21 21.0% 4.2%	19 31.7% 3.8%	17 28.8% 3.4%	28 30.1% 5.6%	19 35.2% 3.8%	22 26.8% 4.4%	17 35.4% 3.4%	9 26.5% 1.8%
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	628 42.9% 100.0%	98 36.6% 15.6%	17 32.1% 2.7%	50 39.7% 8.0%	35 37.2% 5.6%	28 28.0% 4.5%	26 43.3% 4.1%	23 39.0% 3.7%	40 43.0% 6.4%	22 41.5% 3.5%	31 38.3% 4.9%	24 50.0% 3.8%	10 29.4% 1.6%
<u>Taste Preferences</u>													
I prefer mild tasting cigars	189 13.0% 100.0%	24 9.0% 12.7%	3 6.1% 1.6%	28 22.8% 14.8%	17 18.7% 9.0%	13 13.3% 6.9%	15 25.9% 7.9%	17 29.8% 9.0%	8 8.6% 4.2%	6 10.9% 3.2%	7 8.6% 3.7%	5 10.4% 2.6%	5 15.2% 2.6%
I like to smoke a range of tastes	277 18.7% 100.0%	33 12.2% 11.9%	4 7.5% 1.4%	8 6.3% 2.9%	10 10.8% 3.6%	11 11.0% 4.0%	5 8.3% 1.8%	6 10.2% 2.2%	10 10.6% 3.6%	11 20.0% 4.0%	14 16.9% 5.1%	2 4.1% 0.7%	4 11.8% 1.4%
I prefer stronger tasting cigars	654 44.6% 100.0%	103 39.2% 15.7%	18 34.6% 2.8%	29 24.4% 4.4%	22 24.4% 3.4%	35 36.8% 5.4%	12 20.0% 1.8%	17 28.8% 2.6%	35 37.6% 5.4%	28 50.9% 4.3%	38 45.8% 5.8%	16 33.3% 2.4%	8 25.8% 1.2%
Mild-tasting cigars are easier to smoke on an everyday basis	195 13.3% 100.0%	28 10.4% 14.4%	6 11.3% 3.1%	24 19.0% 12.3%	20 21.5% 10.3%	14 14.1% 7.2%	16 26.7% 8.2%	17 28.8% 8.7%	5 5.3% 2.6%	6 10.9% 3.1%	9 11.3% 4.6%	4 8.2% 2.1%	6 17.6% 3.1%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
My preferences have evolved over time towards stronger cigars	527 35.7% 100.0%	65 24.1% 12.3%	8 15.1% 1.5%	22 17.5% 4.2%	15 16.1% 2.8%	21 21.0% 4.0%	12 20.0% 2.3%	9 15.3% 1.7%	23 24.5% 4.4%	23 42.6% 4.4%	33 39.8% 6.3%	10 20.4% 1.9%	3 8.8% 0.6%
My preferences have evolved over time towards more expensive cigars	413 28.2% 100.0%	22 8.2% 5.3%	4 7.7% 1.0%	12 9.5% 2.9%	11 11.7% 2.7%	7 7.0% 1.7%	6 10.0% 1.5%	5 8.6% 1.2%	22 23.7% 5.3%	24 44.4% 5.8%	29 35.4% 7.0%	5 10.4% 1.2%	2 5.9% 0.5%
My preferences have evolved over time towards less expensive cigars	569 38.7% 100.0%	136 50.6% 23.9%	29 58.0% 5.1%	73 58.4% 12.8%	56 59.6% 9.8%	58 58.0% 10.2%	39 65.0% 6.9%	27 46.6% 4.7%	28 31.1% 4.9%	14 25.9% 2.5%	19 23.2% 3.3%	26 53.1% 4.6%	18 52.9% 3.2%
I like to smoke a full-flavored cigar	159 10.8% 100.0%	17 6.3% 10.7%	3 5.8% 1.9%	2 1.6% 1.3%	2 2.1% 1.3%	8 8.0% 5.0%	0 0.0% 0.0%	4 6.8% 2.5%	9 9.9% 5.7%	4 7.4% 2.5%	2 2.5% 1.3%	1 2.0% 0.6%	3 8.8% 1.9%
Strong cigars are too harsh for me	425 28.9% 100.0%	79 29.5% 18.6%	17 32.7% 4.0%	60 47.6% 14.1%	44 47.3% 10.4%	28 28.3% 6.6%	30 50.0% 7.1%	29 49.2% 6.8%	26 27.7% 6.1%	18 32.7% 4.2%	20 24.4% 4.7%	10 20.8% 2.4%	7 20.6% 1.6%
Experienced cigar smokers smoke stronger cigars	556 38.0% 100.0%	106 39.6% 19.1%	21 39.6% 3.8%	55 43.7% 9.9%	35 37.6% 6.3%	47 47.0% 8.5%	27 45.0% 4.9%	26 44.1% 4.7%	24 25.5% 4.3%	28 50.9% 5.0%	30 36.1% 5.4%	24 50.0% 4.3%	14 41.2% 2.5%
<u>How Started Smoking</u>													
My father introduced me to smoking cigars	1203 81.7% 100.0%	230 85.2% 19.1%	43 81.1% 3.6%	106 84.8% 8.8%	78 84.8% 6.5%	82 82.0% 6.8%	46 78.0% 3.8%	42 73.7% 3.5%	69 74.2% 5.7%	42 77.8% 3.5%	58 70.7% 4.8%	42 85.7% 3.5%	25 73.5% 2.1%
A friend introduced me to smoking cigars	723 49.4% 100.0%	126 47.0% 17.4%	24 46.2% 3.3%	61 48.4% 8.4%	51 54.3% 7.1%	40 40.0% 5.5%	33 55.0% 4.6%	35 59.3% 4.8%	52 57.1% 7.2%	31 56.4% 4.3%	47 57.3% 6.5%	22 45.8% 3.0%	13 38.2% 1.8%
I started smoking cigars before it became trendy	223 15.1% 100.0%	26 9.7% 11.7%	3 5.8% 1.3%	9 7.2% 4.0%	6 6.5% 2.7%	10 10.0% 4.5%	6 10.0% 2.7%	5 8.6% 2.2%	9 9.6% 4.0%	12 21.8% 5.4%	10 12.0% 4.5%	3 6.1% 1.3%	4 11.8% 1.8%
<u>Role of Tobacconist</u>													
When I go to the tobacconist, I feel like a kid in a candy store	543 37.1% 100.0%	52 19.3% 9.6%	6 11.5% 1.1%	15 11.9% 2.8%	13 13.8% 2.4%	19 19.0% 3.5%	6 10.0% 1.1%	9 15.3% 1.7%	28 30.1% 5.2%	27 49.1% 5.0%	33 40.7% 6.1%	4 8.3% 0.7%	3 8.8% 0.6%
I have a close relationship with my tobacconist	1030 70.5% 100.0%	175 65.3% 17.0%	20 38.5% 1.9%	66 53.2% 6.4%	44 46.8% 4.3%	56 56.6% 5.4%	29 50.0% 2.8%	30 50.8% 2.9%	64 71.1% 6.2%	36 66.7% 3.5%	56 68.3% 5.4%	26 54.2% 2.5%	15 44.1% 1.5%
I trust my tobacconist	408 28.1% 100.0%	31 11.7% 7.6%	5 9.6% 1.2%	17 13.5% 4.2%	12 12.9% 2.9%	12 12.0% 2.9%	8 13.3% 2.0%	9 15.3% 2.2%	21 22.8% 5.1%	17 32.1% 4.2%	28 34.6% 6.9%	5 10.4% 1.2%	4 11.8% 1.0%
All tobacconists are pretty much the same	529 36.0% 100.0%	117 43.2% 22.1%	23 44.2% 4.3%	61 48.8% 11.5%	45 48.4% 8.5%	44 44.0% 8.3%	29 48.3% 5.5%	24 40.7% 4.5%	34 36.6% 6.4%	20 37.0% 3.8%	23 28.4% 4.3%	20 40.8% 3.8%	14 41.2% 2.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke	459 31.2% 100.0%	42 15.6% 9.2%	13 24.5% 2.8%	22 17.5% 4.8%	14 15.2% 3.1%	19 19.2% 4.1%	11 18.3% 2.4%	17 29.3% 3.7%	20 21.5% 4.4%	15 27.3% 3.3%	28 34.1% 6.1%	7 14.3% 1.5%	6 18.2% 1.3%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars	600 40.9% 100.0%	62 23.0% 10.3%	7 13.2% 1.2%	25 19.8% 4.2%	17 18.7% 2.8%	22 22.4% 3.7%	14 23.3% 2.3%	19 32.2% 3.2%	37 39.8% 6.2%	25 45.5% 4.2%	39 47.0% 6.5%	8 16.3% 1.3%	4 12.1% 0.7%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions	700 47.9% 100.0%	90 33.3% 12.9%	10 19.2% 1.4%	28 22.4% 4.0%	24 26.1% 3.4%	26 26.8% 3.7%	17 28.3% 2.4%	19 32.2% 2.7%	39 42.4% 5.6%	28 52.8% 4.0%	46 56.1% 6.6%	14 28.6% 2.0%	3 8.8% 0.4%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink	815 55.8% 100.0%	111 41.3% 13.6%	15 28.8% 1.8%	48 38.1% 5.9%	34 36.2% 4.2%	38 38.0% 4.7%	27 45.0% 3.3%	27 45.8% 3.3%	50 53.8% 6.1%	25 46.3% 3.1%	40 49.4% 4.9%	15 31.3% 1.8%	12 35.3% 1.5%
I wish the cigars displayed at a tobacconist were better organized	577 39.5% 100.0%	88 32.8% 15.3%	11 21.2% 1.9%	41 32.5% 7.1%	33 35.5% 5.7%	31 31.3% 5.4%	17 28.3% 2.9%	23 39.0% 4.0%	28 30.1% 4.9%	22 40.0% 3.8%	26 32.1% 4.5%	10 20.8% 1.7%	6 18.2% 1.0%
I wish it were easier to select new cigars at the tobacconist without having to ask for help	491 33.5% 100.0%	79 29.3% 16.1%	11 20.8% 2.2%	43 34.1% 8.8%	23 24.7% 4.7%	36 36.0% 7.3%	26 43.3% 5.3%	27 46.6% 5.5%	22 23.7% 4.5%	20 37.0% 4.1%	29 34.9% 5.9%	13 26.5% 2.6%	14 41.2% 2.9%
<u>Perceptions Of Cigar Smokers</u>													
People who smoke cigars are more confident in themselves than non-smokers	721 49.1% 100.0%	123 45.9% 17.1%	26 50.0% 3.6%	43 34.1% 6.0%	37 39.8% 5.1%	45 45.5% 6.2%	18 30.0% 2.5%	27 45.8% 3.7%	40 43.5% 5.5%	29 52.7% 4.0%	33 40.7% 4.6%	20 41.7% 2.8%	15 45.5% 2.1%
People who smoke cigars are more likely to have a good sense of humor than non-smokers	606 41.1% 100.0%	99 36.5% 16.3%	24 46.2% 4.0%	37 29.6% 6.1%	32 34.0% 5.3%	38 38.0% 6.3%	14 23.3% 2.3%	20 33.9% 3.3%	36 38.7% 5.9%	29 52.7% 4.8%	31 37.8% 5.1%	15 30.6% 2.5%	10 29.4% 1.7%
People who smoke cigars are more open-minded than non-smokers	623 42.6% 100.0%	103 38.7% 16.5%	18 34.6% 2.9%	36 28.6% 5.8%	27 29.0% 4.3%	40 40.4% 6.4%	15 26.3% 2.4%	20 34.5% 3.2%	36 38.7% 5.8%	26 48.1% 4.2%	24 29.6% 3.9%	14 29.2% 2.2%	13 39.4% 2.1%
People who smoke cigars are easy to talk to	497 34.2% 100.0%	69 25.9% 13.9%	18 34.6% 3.6%	31 24.6% 6.2%	26 27.7% 5.2%	29 29.3% 5.8%	13 21.7% 2.6%	15 25.4% 3.0%	22 24.2% 4.4%	16 29.6% 3.2%	21 25.9% 4.2%	8 16.7% 1.6%	8 24.2% 1.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Cigar smoking is trendy today	182 12.3% 100.0%	9 3.3% 4.9%	2 3.8% 1.1%	10 7.9% 5.5%	3 3.2% 1.6%	5 5.0% 2.7%	2 3.3% 1.1%	2 3.4% 1.1%	9 9.6% 4.9%	12 22.2% 6.6%	12 14.5% 6.6%	2 4.1% 1.1%	1 2.9% 0.5%
People smoke cigars primarily because they think it's a cool thing to do	567 38.3% 100.0%	92 33.9% 16.2%	21 40.4% 3.7%	50 39.7% 8.8%	36 38.3% 6.3%	32 32.0% 5.6%	20 33.3% 3.5%	21 35.6% 3.7%	34 36.6% 6.0%	26 47.3% 4.6%	34 41.5% 6.0%	16 32.7% 2.8%	9 26.5% 1.6%
People who have just taken up cigar smoking recently are spoiling it for the rest of us	922 62.6% 100.0%	160 59.5% 17.4%	33 62:3% 3.6%	64 50.8% 6.9%	50 53.8% 5.4%	61 61.0% 6.6%	25 41.7% 2.7%	30 50.8% 3.3%	55 59.1% 6.0%	38 70.4% 4.1%	53 63.9% 5.7%	22 44.9% 2.4%	24 70.6% 2.6%

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GC 018481

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Love/Involvement/Interest													
I love cigars													
Mean	4.27	4.46	4.79	4.84	4.97	4.45	5.17	5.17	4.46	4.11	4.54	4.80	4.94
Std. Dev.	1.422	1.343	1.289	1.261	1.222	1.395	1.044	1.078	1.230	1.436	1.344	1.118	1.099
Std. Err.	0.037	0.082	0.179	0.112	0.126	0.140	0.135	0.142	0.128	0.194	0.148	0.160	0.189
I have made my own homemade humidification system													
Mean	1.82	1.96	2.10	2.32	2.46	2.03	2.70	2.69	1.38	1.58	1.91	2.17	2.59
Std. Dev.	1.540	1.664	1.664	1.895	2.025	1.726	2.069	2.111	0.996	1.228	1.557	1.761	2.047
Std. Err.	0.040	0.102	0.233	0.169	0.210	0.173	0.267	0.275	0.103	0.166	0.172	0.257	0.351
Cigar smoking is one of my passions													
Mean	3.03	3.23	3.62	3.79	3.81	3.36	4.00	4.19	3.23	2.98	3.35	3.81	3.82
Std. Dev.	1.611	1.565	1.608	1.583	1.526	1.586	1.636	1.613	1.562	1.497	1.644	1.580	1.381
Std. Err.	0.042	0.096	0.221	0.142	0.157	0.159	0.211	0.210	0.161	0.202	0.183	0.228	0.237
Cigar smoking is a favorite hobby for me													
Mean	3.04	3.22	3.51	3.74	4.02	3.34	3.93	3.93	3.09	2.73	3.47	3.78	3.97
Std. Dev.	1.578	1.504	1.540	1.470	1.399	1.499	1.517	1.461	1.357	1.592	1.692	1.447	1.425
Std. Err.	0.041	0.092	0.211	0.132	0.145	0.151	0.196	0.190	0.140	0.215	0.186	0.207	0.248
Cigar smoking is one of lifes little pleasures													
Mean	4.51	4.79	4.63	5.06	4.95	4.73	5.07	5.14	4.75	4.38	4.75	5.04	4.79
Std. Dev.	1.312	1.043	1.329	1.026	0.896	1.145	0.841	0.918	1.070	1.284	1.317	0.978	1.200
Std. Err.	0.034	0.063	0.184	0.091	0.092	0.114	0.109	0.120	0.111	0.173	0.147	0.140	0.206
Cigar smoking is macho													
Mean	2.44	2.53	2.09	2.55	2.42	2.58	2.43	2.63	2.62	2.24	2.48	2.86	2.35
Std. Dev.	1.459	1.369	1.305	1.446	1.263	1.399	1.382	1.351	1.510	1.333	1.636	1.443	1.276
Std. Err.	0.038	0.084	0.179	0.129	0.131	0.141	0.178	0.176	0.157	0.180	0.182	0.206	0.219
I love the aroma of cigars													
Mean	4.67	4.72	4.79	5.04	5.00	4.70	5.27	5.17	4.84	4.64	4.76	4.90	4.74
Std. Dev.	1.245	1.105	1.063	1.061	1.032	1.159	0.899	1.162	0.998	1.253	1.233	0.963	1.024
Std. Err.	0.032	0.067	0.146	0.095	0.107	0.116	0.116	0.151	0.103	0.169	0.136	0.138	0.176
Cigar smoking is a classy thing to do													
Mean	3.08	3.43	3.09	3.40	3.33	3.44	3.37	3.37	3.09	2.76	3.12	3.51	3.29
Std. Dev.	1.406	1.268	1.334	1.338	1.263	1.297	1.438	1.461	1.325	1.333	1.626	1.260	1.360
Std. Err.	0.037	0.077	0.183	0.120	0.131	0.130	0.186	0.190	0.137	0.180	0.178	0.180	0.233
When you smoke a cigar, you are part of the finer things in life													
Mean	3.16	3.44	3.54	3.77	3.67	3.67	3.93	4.07	3.58	2.98	3.57	3.67	3.91
Std. Dev.	1.542	1.428	1.461	1.432	1.520	1.288	1.364	1.388	1.362	1.367	1.596	1.281	1.190

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Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.040	0.087	0.203	0.128	0.157	0.129	0.176	0.181	0.141	0.184	0.177	0.183	0.204
Cigars are a status symbol													
Mean	2.78	2.91	2.89	3.06	2.98	3.13	3.34	2.97	2.88	2.64	2.85	3.02	3.00
Std. Dev.	1.506	1.415	1.423	1.488	1.437	1.397	1.571	1.414	1.607	1.508	1.765	1.164	1.303
Std. Err.	0.039	0.086	0.195	0.133	0.149	0.140	0.205	0.184	0.167	0.203	0.195	0.166	0.223
Cigars are prestigious													
Mean	3.18	3.43	3.27	3.57	3.55	3.45	3.63	3.41	3.23	2.89	3.37	3.51	3.41
Std. Dev.	1.503	1.352	1.510	1.420	1.393	1.387	1.285	1.451	1.379	1.565	1.760	1.293	1.305
Std. Err.	0.039	0.082	0.209	0.128	0.146	0.139	0.167	0.191	0.142	0.215	0.194	0.185	0.224
Cigars are a good conversation starter													
Mean	3.27	3.65	3.49	3.81	3.70	3.82	3.88	3.98	3.71	2.98	3.04	3.92	3.82
Std. Dev.	1.488	1.371	1.476	1.372	1.358	1.207	1.250	1.196	1.373	1.536	1.621	1.351	1.314
Std. Err.	0.039	0.083	0.203	0.122	0.141	0.121	0.161	0.156	0.142	0.209	0.179	0.193	0.225
A good cigar can make any occasion special													
Mean	4.01	4.30	4.54	4.69	4.56	4.36	4.88	4.47	4.32	3.76	4.52	4.73	4.68
Std. Dev.	1.530	1.351	1.320	1.190	1.332	1.375	1.166	1.305	1.369	1.553	1.259	1.204	1.249
Std. Err.	0.040	0.082	0.183	0.106	0.137	0.137	0.151	0.170	0.142	0.211	0.139	0.172	0.214
Smoking a cigar is a way of showing you accomplished something													
Mean	2.32	2.44	2.35	2.67	2.54	2.71	2.75	2.78	2.40	2.40	2.75	2.73	2.79
Std. Dev.	1.388	1.324	1.293	1.306	1.301	1.201	1.336	1.287	1.378	1.448	1.685	1.349	1.111
Std. Err.	0.036	0.081	0.181	0.117	0.134	0.121	0.172	0.168	0.142	0.195	0.187	0.195	0.193
I enjoy shopping for cigars													
Mean	3.78	4.35	4.58	4.75	4.64	4.40	4.82	4.83	3.77	3.46	3.74	4.47	4.65
Std. Dev.	1.516	1.276	1.242	1.307	1.286	1.385	1.308	1.289	1.490	1.463	1.464	1.243	1.276
Std. Err.	0.039	0.078	0.172	0.116	0.133	0.139	0.169	0.168	0.155	0.199	0.163	0.178	0.219
I really enjoy owning a humidor													
Mean	2.84	3.43	3.79	4.29	4.33	3.97	4.54	4.77	2.71	2.73	2.86	4.23	4.52
Std. Dev.	1.846	1.898	1.872	1.710	1.683	1.792	1.601	1.570	1.770	1.957	1.796	1.618	1.439
Std. Err.	0.049	0.117	0.260	0.154	0.175	0.183	0.208	0.208	0.185	0.264	0.202	0.236	0.250
I enjoy planning ahead to smoke a cigar													
Mean	3.52	4.06	3.98	4.24	4.15	4.15	4.05	4.19	3.61	3.13	3.28	4.10	4.30
Std. Dev.	1.625	1.437	1.599	1.400	1.474	1.380	1.588	1.491	1.461	1.743	1.597	1.533	1.357
Std. Err.	0.042	0.088	0.220	0.125	0.153	0.139	0.205	0.194	0.151	0.235	0.176	0.221	0.236
When I smoke a cigar, I don't do anything else													
Mean	2.72	2.70	2.67	2.76	2.90	2.82	2.95	3.25	2.71	2.45	2.90	2.63	3.15
Std. Dev.	1.541	1.436	1.491	1.520	1.407	1.493	1.620	1.571	1.501	1.372	1.552	1.318	1.579

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Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Std. Err.	0.040	0.088	0.207	0.135	0.145	0.149	0.209	0.205	0.156	0.185	0.171	0.188	0.271
Cigar smoking is my private time													
Mean	3.75	3.75	3.76	4.19	4.20	3.89	4.07	4.58	3.96	3.71	4.14	4.04	4.15
Std. Dev.	1.624	1.549	1.585	1.405	1.500	1.399	1.561	1.429	1.644	1.513	1.617	1.527	1.560
Std. Err.	0.043	0.095	0.224	0.127	0.156	0.140	0.202	0.186	0.171	0.210	0.183	0.218	0.267
Shopping for cigars is like an adventure													
Mean	3.38	3.86	4.12	4.26	4.24	4.09	4.30	4.03	3.73	3.11	3.61	4.04	4.41
Std. Dev.	1.535	1.322	1.477	1.234	1.350	1.379	1.306	1.402	1.527	1.396	1.646	1.384	1.305
Std. Err.	0.040	0.080	0.205	0.110	0.139	0.138	0.169	0.182	0.159	0.190	0.182	0.198	0.224
I'm always on the lookout for new cigars													
Mean	3.52	3.94	4.44	4.25	4.30	3.96	4.41	4.63	3.75	3.57	3.88	4.14	4.39
Std. Dev.	1.563	1.344	1.195	1.299	1.366	1.456	1.233	1.205	1.472	1.525	1.576	1.242	1.197
Std. Err.	0.041	0.082	0.166	0.116	0.141	0.146	0.161	0.160	0.153	0.207	0.175	0.177	0.208
I could easily give up smoking cigars													
Mean	4.53	4.72	4.31	4.33	4.32	4.37	4.45	3.98	4.60	4.38	4.33	4.25	4.18
Std. Dev.	1.593	1.411	1.627	1.600	1.686	1.600	1.751	1.880	1.401	1.545	1.572	1.551	1.660
Std. Err.	0.042	0.086	0.226	0.143	0.174	0.160	0.226	0.245	0.145	0.208	0.174	0.224	0.285
Cigar smoking isn't that important to me													
Mean	3.76	3.63	3.46	3.11	2.99	3.49	2.90	2.86	3.70	3.53	3.72	3.48	3.12
Std. Dev.	1.502	1.347	1.488	1.340	1.364	1.396	1.623	1.279	1.382	1.562	1.567	1.255	1.343
Std. Err.	0.039	0.082	0.206	0.119	0.141	0.140	0.210	0.167	0.143	0.211	0.174	0.181	0.230
Smoking a cigar is part of a lifestyle of leisure													
Mean	3.52	3.77	3.62	4.05	3.97	3.79	4.22	4.15	3.82	3.38	3.93	4.00	3.94
Std. Dev.	1.491	1.345	1.484	1.238	1.355	1.200	1.136	1.324	1.367	1.497	1.654	1.323	1.301
Std. Err.	0.039	0.082	0.206	0.110	0.141	0.120	0.147	0.172	0.142	0.202	0.183	0.189	0.223
Knowledgeability													
Friends often ask me for recommendations on cigars													
Mean	2.87	3.43	4.23	4.14	3.88	3.79	4.25	4.07	2.78	2.66	2.91	4.00	4.35
Std. Dev.	1.634	1.486	1.165	1.446	1.547	1.573	1.445	1.678	1.495	1.506	1.647	1.339	1.454
Std. Err.	0.043	0.091	0.162	0.129	0.161	0.158	0.187	0.222	0.155	0.207	0.184	0.191	0.249
I'm extremely knowledgeable about cigars													
Mean	2.79	3.16	3.55	3.82	3.62	3.38	4.10	4.16	2.84	2.54	2.93	3.51	3.79
Std. Dev.	1.452	1.329	1.395	1.316	1.285	1.420	1.335	1.399	1.369	1.424	1.538	1.277	1.366
Std. Err.	0.038	0.081	0.192	0.118	0.133	0.142	0.174	0.184	0.143	0.194	0.170	0.182	0.234

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Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
I'm still relatively new to cigars													
Mean	3.10	3.02	2.62	2.46	2.77	3.07	2.03	2.53	2.70	3.02	2.80	2.61	2.56
Std. Dev.	1.749	1.669	1.390	1.435	1.636	1.573	1.449	1.726	1.645	1.779	1.833	1.525	1.353
Std. Err.	0.046	0.102	0.191	0.128	0.170	0.158	0.187	0.225	0.170	0.240	0.201	0.218	0.232
I seek out advice on which cigars to smoke													
Mean	3.20	3.81	3.79	3.67	3.79	3.93	3.62	3.53	3.32	2.96	2.79	3.92	3.85
Std. Dev.	1.524	1.265	1.378	1.277	1.302	1.217	1.403	1.419	1.423	1.575	1.553	1.269	1.282
Std. Err.	0.040	0.077	0.189	0.114	0.134	0.122	0.181	0.185	0.147	0.212	0.172	0.183	0.220
I wish I knew more about cigars													
Mean	3.87	4.27	3.92	3.96	4.21	4.13	3.70	3.90	4.12	3.71	3.80	4.27	3.48
Std. Dev.	1.540	1.265	1.492	1.388	1.236	1.419	1.555	1.423	1.334	1.524	1.614	1.125	1.523
Std. Err.	0.040	0.077	0.205	0.124	0.129	0.143	0.201	0.187	0.138	0.205	0.177	0.162	0.265
You can never know enough about cigars													
Mean	3.66	3.96	4.40	4.25	4.33	4.29	4.43	4.39	3.87	3.51	3.88	4.19	4.38
Std. Dev.	1.583	1.422	1.192	1.464	1.315	1.154	1.395	1.402	1.461	1.643	1.529	1.468	1.101
Std. Err.	0.041	0.087	0.165	0.130	0.136	0.116	0.180	0.183	0.152	0.222	0.171	0.212	0.189
I really don't know that much about cigars													
Mean	3.48	3.08	2.79	2.45	2.50	2.89	2.05	2.34	3.71	3.58	3.34	2.84	2.65
Std. Dev.	1.564	1.502	1.576	1.473	1.301	1.510	1.371	1.446	1.403	1.410	1.534	1.463	1.390
Std. Err.	0.041	0.091	0.219	0.131	0.134	0.151	0.177	0.188	0.146	0.190	0.172	0.209	0.238
I like to read about cigars													
Mean	3.24	3.66	3.96	4.17	4.42	3.95	4.45	4.61	3.30	2.80	3.42	4.39	4.35
Std. Dev.	1.595	1.474	1.640	1.378	1.277	1.403	1.333	1.260	1.450	1.556	1.578	1.336	1.276
Std. Err.	0.041	0.090	0.225	0.123	0.133	0.140	0.172	0.164	0.150	0.210	0.173	0.191	0.219
Long term cigar smokers are a good source of information about cigars													
Mean	4.23	4.42	4.62	4.59	4.46	4.37	4.87	4.61	4.41	4.22	4.32	4.63	4.65
Std. Dev.	1.402	1.207	1.157	1.202	1.161	1.244	1.096	1.326	1.299	1.586	1.586	0.951	1.252
Std. Err.	0.036	0.073	0.160	0.107	0.120	0.124	0.142	0.173	0.134	0.216	0.175	0.136	0.215
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed													
Mean	2.21	2.03	1.92	2.13	2.26	2.31	2.07	2.17	2.38	1.98	2.52	2.27	2.03
Std. Dev.	1.333	1.226	1.281	1.393	1.298	1.327	1.148	1.069	1.384	1.225	1.580	1.455	1.237
Std. Err.	0.035	0.075	0.178	0.124	0.136	0.134	0.148	0.139	0.143	0.165	0.173	0.210	0.215
Cigar manufacturers are exploiting me through price increases													
Mean	3.55	3.74	4.02	3.75	3.85	3.59	4.10	4.15	3.73	3.40	3.66	4.08	3.53
Std. Dev.	1.558	1.356	1.435	1.495	1.503	1.478	1.374	1.375	1.482	1.606	1.618	1.397	1.581
Std. Err.	0.041	0.082	0.199	0.133	0.156	0.148	0.177	0.179	0.153	0.216	0.178	0.200	0.271

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GC 018485

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
I am confused by the number of sizes and types of cigars													
Mean	3.08	2.86	2.33	2.15	2.45	2.71	2.08	2.12	3.28	3.24	3.21	2.53	2.38
Std. Dev.	1.609	1.484	1.424	1.273	1.521	1.547	1.357	1.403	1.394	1.610	1.664	1.356	1.436
Std. Err.	0.042	0.090	0.197	0.114	0.157	0.155	0.175	0.183	0.145	0.217	0.185	0.194	0.246
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like													
Mean	4.01	3.89	3.19	3.27	3.60	3.60	3.44	3.22	4.01	4.07	3.67	3.72	3.47
Std. Dev.	1.485	1.395	1.415	1.488	1.497	1.456	1.557	1.487	1.387	1.372	1.533	1.499	1.562
Std. Err.	0.039	0.086	0.196	0.133	0.155	0.146	0.203	0.195	0.143	0.185	0.170	0.219	0.268
When I see a dark wrapper, I assume the cigar is stronger													
Mean	3.30	3.43	3.06	3.29	3.35	3.47	3.13	2.88	3.68	3.44	3.46	3.31	3.82
Std. Dev.	1.594	1.528	1.461	1.621	1.536	1.453	1.672	1.693	1.370	1.619	1.619	1.573	1.359
Std. Err.	0.042	0.093	0.203	0.145	0.158	0.145	0.216	0.220	0.141	0.218	0.179	0.227	0.233
Smoking Habits													
I regularly smoke cigars													
Mean	3.49	3.61	4.12	4.17	4.06	3.68	4.55	4.51	3.71	3.89	4.04	4.38	4.53
Std. Dev.	1.669	1.556	1.464	1.506	1.480	1.517	1.371	1.478	1.632	1.683	1.522	1.496	1.285
Std. Err.	0.044	0.095	0.203	0.134	0.154	0.152	0.177	0.192	0.169	0.231	0.170	0.216	0.220
I only smoke cigars on special occasions, like weddings													
Mean	2.31	2.21	2.02	1.88	1.94	2.21	1.78	1.61	2.11	2.11	2.16	1.71	1.88
Std. Dev.	1.498	1.418	1.276	1.197	1.334	1.431	1.223	1.051	1.362	1.462	1.401	1.110	1.250
Std. Err.	0.039	0.086	0.177	0.107	0.138	0.143	0.158	0.137	0.142	0.197	0.156	0.160	0.214
I generally smoke cigars with friends/other people													
Mean	3.63	4.07	3.98	3.90	3.84	4.18	4.08	3.63	3.65	3.58	3.20	4.27	4.12
Std. Dev.	1.656	1.447	1.407	1.490	1.533	1.373	1.465	1.670	1.544	1.707	1.606	1.125	1.225
Std. Err.	0.043	0.088	0.195	0.133	0.158	0.137	0.189	0.217	0.160	0.230	0.177	0.162	0.210
I always remove the band on a cigar before I smoke it													
Mean	3.62	2.96	3.09	2.67	2.73	2.79	2.38	2.86	3.85	3.87	4.17	2.43	2.97
Std. Dev.	1.931	1.853	1.768	1.854	1.866	1.848	1.833	2.039	1.706	1.864	1.871	1.541	1.794
Std. Err.	0.050	0.113	0.243	0.165	0.193	0.186	0.237	0.268	0.177	0.254	0.207	0.220	0.312
I usually leave the band on a cigar when I smoke it													
Mean	3.05	3.97	3.92	4.14	4.04	3.97	4.33	3.85	3.05	2.48	2.52	4.46	3.88
Std. Dev.	1.877	1.825	1.792	1.805	1.854	1.872	1.866	1.910	1.703	1.634	1.672	1.501	1.855
Std. Err.	0.049	0.111	0.248	0.161	0.191	0.187	0.241	0.249	0.177	0.222	0.185	0.217	0.318
I like cigars, but only on an occasional basis													
Mean	4.07	4.23	3.70	3.70	3.76	3.94	3.35	3.12	3.94	3.74	3.81	3.27	3.18
Std. Dev.	1.773	1.644	1.564	1.841	1.766	1.689	1.903	1.826	1.752	1.750	1.831	1.591	1.623

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Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Std. Err.	0.046	0.100	0.215	0.165	0.183	0.170	0.246	0.240	0.181	0.238	0.203	0.227	0.278
I smoke cigars on an everyday basis													
Mean	2.52	2.17	2.90	2.77	2.78	2.51	3.23	3.10	2.44	3.05	3.30	3.29	3.47
Std. Dev.	1.767	1.547	1.706	1.790	1.817	1.711	1.872	1.889	1.632	1.870	1.833	1.732	1.581
Std. Err.	0.046	0.094	0.237	0.159	0.188	0.172	0.242	0.248	0.169	0.252	0.204	0.247	0.271
I smoke both premium and less expensive cigar brands, my choice depends on the occasion													
Mean	3.90	4.22	4.02	4.06	4.02	3.97	4.42	4.56	4.40	3.73	4.04	4.27	3.94
Std. Dev.	1.566	1.431	1.540	1.586	1.517	1.410	1.306	1.442	1.228	1.683	1.577	1.524	1.657
Std. Err.	0.041	0.087	0.214	0.141	0.156	0.142	0.169	0.188	0.129	0.227	0.175	0.218	0.288
I only smoke cigars when someone gives me one													
Mean	1.90	1.66	1.52	1.42	1.49	1.81	1.28	1.37	1.74	1.96	2.15	1.35	1.41
Std. Dev.	1.265	0.998	0.828	0.835	0.816	1.149	0.666	0.889	1.005	1.290	1.467	0.601	0.821
Std. Err.	0.033	0.061	0.115	0.075	0.085	0.115	0.086	0.116	0.104	0.174	0.162	0.087	0.141
I smoke much more often in the summer than in the winter													
Mean	2.95	3.18	2.89	3.02	3.41	3.12	3.08	3.58	3.35	2.87	3.06	3.40	3.71
Std. Dev.	1.602	1.599	1.565	1.642	1.583	1.437	1.660	1.694	1.631	1.479	1.709	1.526	1.360
Std. Err.	0.042	0.098	0.215	0.146	0.164	0.144	0.214	0.221	0.168	0.199	0.191	0.220	0.233
I hardly smoke cigars at all in the winter													
Mean	2.49	2.39	2.48	2.07	2.31	2.45	1.98	2.25	2.55	2.18	2.35	2.08	2.56
Std. Dev.	1.473	1.358	1.686	1.245	1.360	1.357	1.295	1.372	1.426	1.428	1.469	1.088	1.353
Std. Err.	0.038	0.083	0.234	0.111	0.140	0.136	0.167	0.179	0.147	0.193	0.162	0.157	0.232
I primarily smoke cigars at the end of the day													
Mean	3.38	3.93	3.57	4.14	4.04	3.89	4.08	3.95	3.37	3.02	3.29	4.24	4.38
Std. Dev.	1.774	1.690	1.647	1.630	1.683	1.781	1.745	1.771	1.553	1.604	1.809	1.493	1.518
Std. Err.	0.046	0.103	0.226	0.146	0.175	0.180	0.227	0.233	0.162	0.216	0.200	0.213	0.260
I smoke cigars throughout the day													
Mean	2.24	1.88	2.19	2.15	2.14	1.92	2.31	2.24	2.25	2.98	3.01	2.65	2.15
Std. Dev.	1.637	1.404	1.547	1.536	1.494	1.251	1.567	1.582	1.517	1.842	1.782	1.851	1.460
Std. Err.	0.043	0.086	0.215	0.138	0.156	0.126	0.204	0.208	0.159	0.255	0.199	0.267	0.254
I frequently give cigars as a gift													
Mean	2.73	3.14	3.89	3.39	3.57	3.36	3.75	3.27	2.77	2.59	2.60	3.86	3.76
Std. Dev.	1.617	1.599	1.527	1.586	1.564	1.547	1.593	1.552	1.541	1.608	1.601	1.671	1.577
Std. Err.	0.042	0.097	0.210	0.142	0.163	0.155	0.207	0.202	0.161	0.219	0.177	0.239	0.271
I often drink wine while smoking a cigar													
Mean	2.56	2.82	2.87	3.12	2.99	3.33	3.03	3.20	2.88	2.40	2.72	2.96	3.79
Std. Dev.	1.737	1.690	1.783	1.742	1.713	1.764	1.877	1.864	1.841	1.673	1.759	1.594	1.553

NFO #36789-010102

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Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Std. Err.	0.045	0.103	0.247	0.155	0.177	0.176	0.242	0.243	0.191	0.226	0.194	0.228	0.266
I often drink beer while smoking a cigar													
Mean	3.26	3.59	3.00	3.49	3.64	3.38	3.37	3.41	3.52	3.22	3.06	3.55	3.65
Std. Dev.	1.903	1.783	1.804	1.779	1.889	1.797	1.904	1.836	1.717	1.941	2.027	1.621	1.704
Std. Err.	0.049	0.109	0.250	0.158	0.195	0.180	0.246	0.241	0.178	0.262	0.224	0.232	0.292
I often smoke cigars in my backyard/on my deck/porch													
Mean	4.54	4.73	4.63	4.84	4.94	4.81	4.92	5.07	4.54	4.58	4.81	5.22	4.97
Std. Dev.	1.558	1.484	1.521	1.461	1.343	1.354	1.629	1.258	1.356	1.370	1.352	1.177	1.337
Std. Err.	0.041	0.090	0.211	0.131	0.138	0.135	0.210	0.164	0.141	0.185	0.150	0.168	0.229
I often drink liquor while smoking a cigar													
Mean	3.34	3.88	3.77	3.80	4.07	4.18	4.07	3.93	3.47	2.91	2.89	3.98	4.24
Std. Dev.	1.871	1.757	1.843	1.771	1.648	1.592	1.784	1.770	1.742	1.878	1.892	1.626	1.597
Std. Err.	0.049	0.107	0.256	0.158	0.170	0.159	0.230	0.230	0.181	0.253	0.209	0.232	0.274
I often drink coffee while smoking a cigar													
Mean	2.32	2.08	2.59	2.45	2.45	2.33	2.50	2.55	2.23	3.05	3.62	2.63	2.50
Std. Dev.	1.655	1.511	1.780	1.610	1.776	1.621	1.742	1.827	1.568	1.779	1.979	1.788	1.846
Std. Err.	0.043	0.092	0.249	0.145	0.183	0.162	0.225	0.240	0.163	0.240	0.219	0.255	0.317
I often smoke cigars during a meal													
Mean	1.45	1.30	1.55	1.34	1.49	1.44	1.58	1.46	1.64	1.73	1.78	1.51	1.64
Std. Dev.	1.004	0.761	1.170	0.862	0.982	0.883	1.303	1.150	1.144	1.380	1.380	0.916	1.194
Std. Err.	0.026	0.047	0.161	0.077	0.103	0.089	0.170	0.150	0.118	0.186	0.151	0.131	0.208
I often smoke cigars after a meal													
Mean	3.21	3.37	3.77	3.83	3.71	3.55	4.22	3.90	3.56	3.51	3.80	3.96	4.35
Std. Dev.	1.687	1.621	1.640	1.585	1.659	1.672	1.379	1.530	1.632	1.665	1.781	1.414	1.454
Std. Err.	0.044	0.100	0.227	0.142	0.172	0.167	0.178	0.201	0.169	0.225	0.197	0.206	0.249
Benefits Realized													
Cigar smoking has helped me to get to know other people													
Mean	2.39	2.66	2.90	2.67	2.66	2.75	3.02	2.92	2.41	2.35	2.60	3.04	3.18
Std. Dev.	1.359	1.397	1.432	1.385	1.535	1.313	1.490	1.633	1.296	1.336	1.481	1.471	1.424
Std. Err.	0.035	0.085	0.199	0.123	0.158	0.131	0.192	0.213	0.134	0.180	0.164	0.210	0.244
I feel a little more with it when I smoke a cigar													
Mean	2.56	2.52	2.63	2.56	2.57	2.55	2.55	2.61	2.65	2.55	3.10	2.88	2.65
Std. Dev.	1.365	1.309	1.326	1.359	1.263	1.264	1.141	1.365	1.377	1.259	1.560	1.265	1.323
Std. Err.	0.036	0.080	0.186	0.121	0.131	0.127	0.147	0.178	0.144	0.170	0.172	0.183	0.227

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GC 018488

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
I smoke cigars to celebrate a good day													
Mean	3.59	3.99	4.13	4.32	4.01	4.07	4.58	4.31	4.03	3.55	4.04	4.45	4.38
Std. Dev.	1.636	1.477	1.456	1.343	1.506	1.479	1.306	1.368	1.492	1.665	1.503	1.243	1.280
Std. Err.	0.042	0.090	0.202	0.120	0.155	0.148	0.169	0.178	0.155	0.224	0.166	0.178	0.219
I reward myself with a cigar													
Mean	3.91	4.20	4.38	4.57	4.71	4.30	4.82	4.86	4.08	3.56	4.23	4.76	4.62
Std. Dev.	1.626	1.493	1.444	1.411	1.315	1.446	1.255	1.090	1.492	1.586	1.635	1.234	1.371
Std. Err.	0.042	0.091	0.200	0.126	0.136	0.145	0.162	0.142	0.156	0.216	0.181	0.176	0.235
I smoke cigars to relax													
Mean	4.47	4.60	4.98	4.87	5.05	4.67	5.17	5.10	4.76	4.40	4.65	5.24	4.94
Std. Dev.	1.427	1.242	0.930	1.276	1.113	1.181	1.036	1.078	1.165	1.396	1.244	0.778	1.099
Std. Err.	0.037	0.076	0.128	0.114	0.116	0.118	0.135	0.140	0.121	0.188	0.137	0.111	0.189
I find smoking cigars extremely relaxing													
Mean	4.53	4.75	4.90	5.11	5.10	4.84	5.33	5.22	4.65	4.41	4.69	5.06	5.09
Std. Dev.	1.236	1.091	1.053	0.957	0.938	1.042	0.857	1.155	0.963	1.125	1.168	0.852	0.893
Std. Err.	0.032	0.066	0.146	0.085	0.098	0.105	0.111	0.152	0.100	0.153	0.128	0.122	0.158
I really love the taste of cigars													
Mean	4.75	4.94	5.04	5.27	5.10	4.86	5.23	5.36	4.89	4.73	4.98	5.23	5.15
Std. Dev.	1.117	0.910	0.831	0.807	0.984	1.054	0.981	0.924	0.886	1.062	0.922	0.751	0.784
Std. Err.	0.029	0.056	0.114	0.072	0.102	0.105	0.127	0.120	0.091	0.143	0.102	0.108	0.134
For me, cigar smoking is an indulgence													
Mean	3.96	4.18	4.24	4.14	4.27	3.99	4.00	4.15	4.11	3.33	3.94	4.23	4.03
Std. Dev.	1.458	1.372	1.436	1.516	1.361	1.219	1.340	1.400	1.410	1.588	1.638	1.462	1.193
Std. Err.	0.038	0.084	0.201	0.135	0.140	0.122	0.173	0.182	0.146	0.214	0.182	0.211	0.205
When I smoke a cigar, I'm in a different world													
Mean	2.74	2.80	2.60	2.94	3.15	2.88	3.22	3.31	2.99	2.44	2.93	2.88	3.06
Std. Dev.	1.512	1.457	1.561	1.585	1.574	1.409	1.688	1.704	1.506	1.371	1.659	1.481	1.391
Std. Err.	0.039	0.089	0.214	0.142	0.163	0.142	0.218	0.222	0.155	0.185	0.182	0.212	0.239
I take a break from my every day responsibilities when I smoke a cigar													
Mean	3.39	3.64	3.92	4.06	4.14	3.86	4.17	4.14	3.83	3.39	3.48	4.06	4.32
Std. Dev.	1.663	1.628	1.570	1.488	1.570	1.538	1.520	1.695	1.494	1.653	1.674	1.535	1.590
Std. Err.	0.044	0.100	0.218	0.133	0.162	0.154	0.196	0.224	0.155	0.225	0.186	0.222	0.273
When I smoke a cigar, anything seems possible													
Mean	2.26	2.24	2.13	2.44	2.38	2.37	2.63	2.56	2.30	2.36	2.72	2.53	2.67
Std. Dev.	1.385	1.296	1.284	1.392	1.420	1.166	1.288	1.534	1.351	1.406	1.618	1.445	1.291
Std. Err.	0.036	0.079	0.178	0.125	0.149	0.117	0.166	0.200	0.139	0.190	0.178	0.206	0.225

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GC 018489

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
I feel more self confident when I smoke a cigar													
Mean	2.76	2.82	2.71	3.00	2.97	2.99	2.81	3.10	2.89	2.66	3.25	3.00	3.18
Std. Dev.	1.470	1.427	1.576	1.385	1.410	1.411	1.371	1.347	1.507	1.239	1.627	1.354	1.489
Std. Err.	0.038	0.087	0.219	0.124	0.146	0.141	0.178	0.177	0.156	0.170	0.182	0.193	0.259
Cigars make the moment last longer													
Mean	3.47	3.69	3.81	4.06	3.97	3.85	4.02	4.20	3.83	3.36	4.10	4.08	4.21
Std. Dev.	1.580	1.498	1.509	1.361	1.470	1.395	1.269	1.362	1.494	1.626	1.480	1.272	1.250
Std. Err.	0.041	0.091	0.209	0.121	0.152	0.140	0.164	0.177	0.156	0.219	0.164	0.182	0.214
I smoke cigars primarily for the taste													
Mean	4.54	4.58	4.69	4.82	4.84	4.58	5.02	5.07	4.55	4.78	4.88	4.71	4.73
Std. Dev.	1.308	1.122	1.130	1.093	1.061	1.179	0.911	0.953	1.212	1.003	1.229	0.866	1.232
Std. Err.	0.034	0.068	0.157	0.098	0.109	0.118	0.118	0.125	0.126	0.137	0.137	0.124	0.214
Smoking cigars reminds me of my father or grandfather													
Mean	2.48	2.38	2.57	2.34	2.27	2.32	2.55	2.32	2.71	3.08	3.11	2.08	3.09
Std. Dev.	1.746	1.663	1.715	1.640	1.755	1.614	1.863	1.824	1.732	1.849	1.912	1.485	1.913
Std. Err.	0.046	0.101	0.236	0.146	0.181	0.161	0.241	0.237	0.181	0.254	0.211	0.214	0.328
Social vs. Solitary													
I have a lot of friends who smoke cigars													
Mean	3.27	3.69	3.90	3.88	3.71	3.90	3.88	3.73	3.33	2.94	3.20	4.17	4.38
Std. Dev.	1.456	1.319	1.432	1.227	1.327	1.345	1.272	1.328	1.415	1.547	1.578	1.243	1.074
Std. Err.	0.038	0.081	0.205	0.110	0.139	0.134	0.167	0.177	0.148	0.211	0.176	0.179	0.184
I value the social interaction with other cigar smokers as much as the taste of cigars													
Mean	3.13	3.59	3.69	3.72	3.45	3.70	3.90	3.56	3.12	3.04	3.28	4.02	4.12
Std. Dev.	1.542	1.382	1.394	1.401	1.493	1.367	1.570	1.590	1.525	1.527	1.567	1.266	1.250
Std. Err.	0.040	0.084	0.193	0.125	0.154	0.137	0.203	0.207	0.159	0.206	0.174	0.181	0.214
If my friends stopped smoking cigars, I probably would too													
Mean	2.00	2.00	1.81	1.65	1.70	2.05	1.58	1.68	1.95	2.00	2.03	1.90	2.53
Std. Dev.	1.280	1.206	0.930	1.090	1.004	1.290	1.094	0.990	1.107	1.186	1.320	0.963	1.674
Std. Err.	0.033	0.073	0.129	0.097	0.104	0.129	0.141	0.129	0.115	0.160	0.149	0.138	0.287
I often use cigars as a way of developing camaraderie with business associates													
Mean	2.41	2.80	3.10	2.82	2.67	2.99	2.88	2.90	2.54	2.25	2.40	3.44	3.50
Std. Dev.	1.496	1.526	1.459	1.433	1.541	1.460	1.678	1.647	1.515	1.493	1.490	1.649	1.308
Std. Err.	0.039	0.093	0.202	0.128	0.159	0.146	0.217	0.214	0.156	0.201	0.164	0.238	0.224
The brand of cigar I smoke makes a statement about me to other people													
Mean	2.58	2.87	2.83	2.95	2.83	3.08	3.20	3.00	2.77	2.51	2.78	3.12	3.32
Std. Dev.	1.415	1.362	1.396	1.402	1.365	1.412	1.350	1.450	1.312	1.426	1.636	1.285	1.471

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GC 018490

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.037	0.083	0.194	0.125	0.141	0.142	0.174	0.189	0.136	0.192	0.182	0.184	0.252
I generally smoke cigars alone													
Mean	3.61	3.44	3.83	3.67	3.73	3.26	3.57	4.08	3.90	3.91	4.20	3.59	3.56
Std. Dev.	1.656	1.564	1.505	1.653	1.634	1.555	1.651	1.601	1.638	1.647	1.659	1.540	1.561
Std. Err.	0.043	0.095	0.209	0.147	0.169	0.155	0.213	0.208	0.171	0.222	0.183	0.220	0.268
I like being around other cigar smokers when I smoke cigars													
Mean	3.73	4.28	4.17	4.20	4.23	4.19	4.33	4.22	3.87	3.53	3.78	4.60	4.56
Std. Dev.	1.604	1.391	1.505	1.392	1.323	1.398	1.311	1.522	1.505	1.526	1.541	1.267	1.211
Std. Err.	0.042	0.085	0.209	0.124	0.136	0.140	0.169	0.200	0.156	0.206	0.171	0.183	0.208
Barriers to Smoking													
I don't have enough time to smoke cigars as often as I'd like													
Mean	3.18	3.54	3.67	3.57	3.51	3.38	3.51	3.88	3.42	2.98	3.13	3.87	3.21
Std. Dev.	1.543	1.487	1.479	1.598	1.551	1.469	1.601	1.546	1.521	1.421	1.616	1.329	1.556
Std. Err.	0.040	0.091	0.207	0.143	0.161	0.148	0.208	0.203	0.159	0.193	0.178	0.194	0.271
I don't have enough money to smoke cigars as often as I'd like													
Mean	2.91	2.71	2.63	2.64	2.69	2.63	2.71	2.76	2.90	3.29	3.27	3.17	2.42
Std. Dev.	1.671	1.581	1.523	1.661	1.751	1.595	1.742	1.750	1.679	1.707	1.771	1.767	1.458
Std. Err.	0.044	0.097	0.213	0.148	0.182	0.161	0.227	0.230	0.173	0.230	0.196	0.255	0.254
I don't have enough places where I can smoke cigars													
Mean	3.47	3.78	4.19	4.06	4.03	3.86	3.92	3.97	3.39	3.29	3.82	4.08	4.47
Std. Dev.	1.721	1.620	1.609	1.638	1.499	1.531	1.619	1.622	1.610	1.629	1.792	1.412	1.212
Std. Err.	0.045	0.098	0.223	0.146	0.155	0.153	0.209	0.213	0.168	0.220	0.198	0.202	0.208
I can't afford to smoke the cigars I'd like to on a regular basis													
Mean	3.42	3.31	2.98	3.21	3.41	3.13	3.22	3.54	3.89	3.75	3.82	3.61	3.15
Std. Dev.	1.750	1.693	1.754	1.754	1.869	1.618	1.795	1.851	1.703	1.624	1.820	1.754	1.560
Std. Err.	0.045	0.103	0.243	0.156	0.193	0.162	0.232	0.241	0.177	0.219	0.201	0.251	0.267
I'm extremely concerned about offending other people with my cigar smoking													
Mean	3.67	3.65	3.46	3.92	3.88	3.84	4.00	3.91	3.68	3.47	3.82	4.06	3.65
Std. Dev.	1.606	1.482	1.602	1.451	1.552	1.398	1.636	1.668	1.609	1.783	1.679	1.197	1.686
Std. Err.	0.042	0.091	0.222	0.130	0.161	0.140	0.211	0.219	0.167	0.240	0.185	0.171	0.289
I wish there were more places to go where I could smoke a cigar													
Mean	3.62	4.12	4.57	4.56	4.44	4.08	4.35	4.58	3.76	3.46	3.78	4.76	4.29
Std. Dev.	1.648	1.500	1.418	1.360	1.425	1.495	1.459	1.417	1.543	1.756	1.722	1.011	1.508
Std. Err.	0.043	0.091	0.199	0.121	0.148	0.150	0.188	0.184	0.159	0.239	0.190	0.144	0.259

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GC 018491

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
I'm extremely interested in going to cigar bars													
Mean	2.57	3.03	3.33	3.48	3.16	3.22	3.27	3.20	2.41	2.44	2.58	3.20	3.41
Std. Dev.	1.546	1.539	1.593	1.474	1.547	1.567	1.656	1.638	1.446	1.653	1.627	1.384	1.540
Std. Err.	0.040	0.094	0.221	0.131	0.160	0.157	0.214	0.213	0.151	0.223	0.181	0.198	0.264
I hate the lingering after smell from cigar smoke													
Mean	3.04	3.13	3.04	2.78	3.15	3.02	2.77	2.95	2.79	2.87	2.90	2.98	3.09
Std. Dev.	1.521	1.462	1.521	1.430	1.559	1.491	1.454	1.431	1.387	1.564	1.479	1.451	1.357
Std. Err.	0.040	0.089	0.211	0.127	0.161	0.149	0.188	0.186	0.145	0.211	0.163	0.209	0.233
Cigar smoking is not allowed inside my house													
Mean	3.58	3.87	3.92	4.06	3.90	3.97	3.85	4.20	3.23	3.37	2.80	4.41	3.76
Std. Dev.	2.195	2.182	2.252	2.147	2.137	2.086	2.156	2.074	2.117	2.174	2.141	2.061	2.161
Std. Err.	0.057	0.133	0.309	0.192	0.222	0.209	0.281	0.270	0.218	0.296	0.238	0.294	0.371
I object to seeing someone smoking a cigar													
Mean	1.47	1.31	1.34	1.29	1.35	1.36	1.17	1.34	1.37	1.49	1.48	1.19	1.41
Std. Dev.	0.952	0.630	0.732	0.646	0.829	0.735	0.461	0.928	0.656	0.775	1.018	0.394	0.925
Std. Err.	0.025	0.039	0.101	0.058	0.086	0.074	0.060	0.122	0.068	0.106	0.114	0.057	0.159
Cigars bars get too smoky for me to enjoy regularly													
Mean	3.61	3.63	3.69	3.32	3.32	3.44	3.05	3.14	3.54	3.19	3.27	3.94	3.41
Std. Dev.	1.631	1.471	1.334	1.388	1.406	1.546	1.489	1.527	1.539	1.657	1.558	1.278	1.459
Std. Err.	0.043	0.090	0.187	0.125	0.147	0.155	0.192	0.200	0.165	0.230	0.175	0.185	0.250
My spouse actively tries to get me to quit smoking cigars													
Mean	2.38	2.28	2.20	1.95	1.96	1.98	1.66	2.46	2.32	2.69	2.86	2.34	1.84
Std. Dev.	1.762	1.643	1.666	1.501	1.531	1.367	1.178	1.691	1.554	1.881	2.158	1.791	1.369
Std. Err.	0.049	0.107	0.236	0.138	0.166	0.142	0.155	0.224	0.170	0.272	0.254	0.270	0.246
The general public is now more tolerant of cigar smoking than it used to be													
Mean	3.20	3.30	3.18	3.30	3.08	3.30	2.95	3.05	3.15	3.17	3.18	3.37	3.09
Std. Dev.	1.497	1.472	1.493	1.487	1.424	1.418	1.383	1.370	1.504	1.526	1.580	1.453	1.355
Std. Err.	0.039	0.090	0.209	0.133	0.148	0.142	0.179	0.178	0.157	0.208	0.175	0.208	0.236
Cuban Affinity													
I prefer Cuban cigars to any other													
Mean	2.83	3.08	3.06	3.54	3.20	3.96	3.31	3.14	3.16	2.39	2.87	3.16	4.26
Std. Dev.	1.748	1.660	1.614	1.766	1.607	1.763	1.878	1.840	1.734	1.420	1.734	1.519	1.657
Std. Err.	0.046	0.102	0.224	0.159	0.168	0.176	0.244	0.242	0.180	0.193	0.191	0.217	0.284
If Cuban cigars were legal, I'd switch most of my smoking to Cubans													
Mean	3.31	3.72	3.58	3.88	3.83	4.21	3.88	3.53	3.53	2.76	3.35	3.91	4.24
Std. Dev.	1.688	1.505	1.667	1.524	1.487	1.501	1.601	1.706	1.515	1.577	1.808	1.501	1.437

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018492

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.044	0.092	0.236	0.137	0.155	0.152	0.210	0.222	0.157	0.215	0.202	0.219	0.250
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly													
Mean	4.16	4.44	4.49	4.63	4.63	4.64	4.53	4.29	4.51	3.80	4.11	4.54	4.33
Std. Dev.	1.538	1.318	1.280	1.231	1.284	1.249	1.396	1.403	1.268	1.660	1.641	1.148	1.493
Std. Err.	0.040	0.081	0.176	0.110	0.133	0.126	0.180	0.183	0.131	0.224	0.181	0.166	0.260
Price Sensitivity/Brand Loyalty													
I buy mainly premium priced cigars													
Mean	3.52	4.32	4.45	4.71	4.37	4.32	4.58	4.53	3.17	2.98	3.29	4.29	4.76
Std. Dev.	1.583	1.220	1.249	0.995	1.342	1.332	1.183	1.546	1.275	1.533	1.534	1.242	1.156
Std. Err.	0.041	0.074	0.172	0.089	0.139	0.133	0.153	0.201	0.132	0.207	0.168	0.177	0.198
Real cigar smokers would never smoke just one brand													
Mean	3.04	3.13	3.21	3.41	3.61	3.10	3.30	3.25	3.48	3.00	3.37	3.31	3.21
Std. Dev.	1.568	1.425	1.460	1.581	1.518	1.411	1.640	1.538	1.515	1.599	1.599	1.518	1.431
Std. Err.	0.041	0.087	0.202	0.141	0.157	0.141	0.212	0.200	0.157	0.216	0.177	0.219	0.245
It's worth it to pay extra for a higher quality cigar													
Mean	4.18	4.78	4.46	4.83	4.74	4.79	4.73	4.59	4.35	3.76	4.12	4.88	4.76
Std. Dev.	1.381	0.963	1.393	1.124	1.135	1.058	1.219	1.288	1.161	1.453	1.391	0.841	1.103
Std. Err.	0.036	0.059	0.193	0.101	0.117	0.107	0.157	0.168	0.120	0.198	0.154	0.121	0.189
I have a few cigar brands I typically buy most often													
Mean	4.64	4.87	4.94	5.04	5.13	4.84	5.05	4.95	4.63	4.64	4.90	5.10	5.15
Std. Dev.	1.364	1.112	1.162	1.106	1.080	1.152	1.048	1.224	1.155	1.324	1.079	1.085	0.857
Std. Err.	0.036	0.068	0.161	0.098	0.111	0.115	0.135	0.159	0.120	0.179	0.120	0.155	0.147
The price of cigars has gotten so high, I've had to switch to less expensive brands													
Mean	2.92	2.74	2.62	2.65	2.70	2.44	2.62	2.88	3.26	3.33	3.71	3.00	2.15
Std. Dev.	1.515	1.379	1.536	1.509	1.558	1.225	1.485	1.555	1.375	1.611	1.718	1.444	1.234
Std. Err.	0.040	0.084	0.213	0.134	0.161	0.123	0.192	0.202	0.142	0.217	0.190	0.208	0.212
I'm loyal to the brands of cigars I smoke regularly													
Mean	3.91	4.07	3.94	4.25	4.04	3.92	4.03	3.98	3.90	4.26	4.12	4.41	4.03
Std. Dev.	1.510	1.317	1.420	1.304	1.299	1.308	1.389	1.331	1.460	1.508	1.292	1.117	1.087
Std. Err.	0.039	0.080	0.197	0.117	0.136	0.131	0.181	0.175	0.151	0.207	0.142	0.160	0.186
Private label/house brands of cigars are as good as brand name cigars													
Mean	3.62	3.56	3.63	3.66	3.80	3.31	4.00	3.83	3.71	3.49	3.63	3.84	3.44
Std. Dev.	1.355	1.342	1.483	1.379	1.316	1.475	1.353	1.416	1.186	1.332	1.577	1.179	1.521
Std. Err.	0.035	0.082	0.208	0.124	0.136	0.148	0.175	0.186	0.124	0.180	0.175	0.168	0.261

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Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
I buy some expensive brands of cigars and save them for special occasions													
Mean	3.45	4.13	4.31	4.38	4.23	4.48	4.40	4.33	3.65	3.26	3.35	4.24	4.41
Std. Dev.	1.713	1.404	1.351	1.522	1.491	1.283	1.417	1.549	1.530	1.782	1.651	1.347	1.104
Std. Err.	0.045	0.085	0.187	0.136	0.154	0.128	0.183	0.203	0.159	0.243	0.182	0.192	0.189
For special events, it's more important to have a brand with some prestige													
Mean	3.08	3.59	3.37	3.57	3.43	3.82	3.62	3.58	3.38	2.85	2.99	3.88	3.68
Std. Dev.	1.633	1.542	1.572	1.577	1.576	1.445	1.668	1.694	1.503	1.747	1.689	1.552	1.471
Std. Err.	0.043	0.094	0.218	0.140	0.163	0.145	0.215	0.221	0.155	0.236	0.186	0.224	0.252
Lower price means lower quality in cigars													
Mean	3.33	3.63	3.52	3.42	3.20	3.63	3.02	3.22	3.54	3.35	3.41	3.35	3.82
Std. Dev.	1.403	1.357	1.615	1.509	1.500	1.331	1.359	1.522	1.143	1.443	1.481	1.300	1.336
Std. Err.	0.037	0.082	0.224	0.134	0.155	0.133	0.175	0.200	0.119	0.195	0.165	0.186	0.229
I am smoking better quality cigars now than I used to													
Mean	3.80	4.46	4.62	4.55	4.27	4.59	4.70	4.56	3.89	3.36	3.71	4.50	4.64
Std. Dev.	1.582	1.327	1.164	1.446	1.504	1.191	1.225	1.317	1.455	1.614	1.527	1.337	1.194
Std. Err.	0.041	0.081	0.160	0.129	0.155	0.120	0.158	0.171	0.150	0.218	0.169	0.193	0.208
I am always interested in trying new cigar brands													
Mean	4.19	4.52	4.81	4.74	4.63	4.53	4.88	4.88	4.39	3.85	4.41	4.63	4.91
Std. Dev.	1.466	1.209	1.057	1.172	1.240	1.291	1.250	1.274	1.297	1.522	1.465	1.035	1.055
Std. Err.	0.038	0.074	0.145	0.105	0.129	0.129	0.161	0.166	0.134	0.207	0.161	0.148	0.181
Cigars are one of the few luxuries I can afford													
Mean	3.24	3.01	3.04	3.11	3.14	2.96	3.25	3.62	3.30	3.40	3.53	3.29	2.59
Std. Dev.	1.597	1.535	1.593	1.546	1.661	1.543	1.748	1.674	1.488	1.435	1.677	1.514	1.373
Std. Err.	0.042	0.093	0.219	0.138	0.173	0.154	0.228	0.220	0.154	0.193	0.184	0.216	0.236
I only like to smoke brands of cigars I've heard of													
Mean	2.87	2.82	3.02	2.69	3.06	2.96	2.60	2.68	2.85	2.85	3.10	2.75	3.00
Std. Dev.	1.448	1.293	1.350	1.260	1.326	1.188	1.251	1.292	1.270	1.446	1.609	1.120	1.073
Std. Err.	0.038	0.079	0.187	0.113	0.137	0.119	0.162	0.168	0.131	0.195	0.179	0.162	0.184
Channel Preferences													
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons													
Mean	2.54	2.67	3.21	2.94	3.15	2.73	3.25	3.20	2.59	2.28	2.77	3.27	3.00
Std. Dev.	1.572	1.444	1.588	1.594	1.495	1.420	1.653	1.617	1.424	1.630	1.628	1.333	1.255
Std. Err.	0.041	0.088	0.220	0.142	0.154	0.142	0.213	0.210	0.148	0.222	0.180	0.192	0.215
Catalogs offer the best prices on cigars													
Mean	3.18	3.45	3.60	3.74	3.79	3.10	3.73	3.95	3.33	2.67	3.09	3.79	3.38
Std. Dev.	1.448	1.281	1.536	1.396	1.343	1.259	1.572	1.455	1.283	1.578	1.442	1.429	1.231

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Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.038	0.078	0.211	0.125	0.139	0.126	0.203	0.189	0.134	0.215	0.159	0.206	0.211
I prefer to buy cigars from a tobacconist													
Mean	3.30	3.89	4.15	4.15	4.07	3.92	3.75	4.05	3.43	3.15	3.06	3.86	4.09
Std. Dev.	1.661	1.368	1.420	1.443	1.443	1.448	1.582	1.503	1.409	1.592	1.603	1.242	1.422
Std. Err.	0.043	0.083	0.197	0.129	0.150	0.145	0.206	0.197	0.147	0.215	0.176	0.177	0.248
I'm willing to pay a little extra to buy from someone who can give advice on cigars													
Mean	3.17	3.64	3.69	3.60	3.68	3.83	3.62	3.46	3.33	2.71	3.16	3.54	4.12
Std. Dev.	1.459	1.260	1.181	1.340	1.238	1.231	1.316	1.343	1.271	1.383	1.511	1.071	0.977
Std. Err.	0.038	0.077	0.164	0.119	0.128	0.123	0.170	0.175	0.132	0.187	0.167	0.155	0.168
I would never trust buying cigars through a catalog													
Mean	2.72	2.62	2.63	2.57	2.46	2.81	2.20	2.34	2.70	3.24	2.84	2.51	2.76
Std. Dev.	1.473	1.336	1.469	1.472	1.309	1.461	1.400	1.347	1.405	1.655	1.444	1.356	1.478
Std. Err.	0.038	0.081	0.204	0.131	0.135	0.146	0.181	0.175	0.146	0.223	0.159	0.194	0.254
Tobacconists are the best place to buy cigars													
Mean	3.73	4.18	4.21	4.27	4.00	4.28	4.02	4.14	3.87	3.57	3.77	4.02	4.21
Std. Dev.	1.510	1.309	1.525	1.461	1.496	1.341	1.513	1.432	1.345	1.597	1.628	1.233	1.452
Std. Err.	0.039	0.080	0.212	0.130	0.154	0.134	0.195	0.186	0.139	0.217	0.180	0.176	0.249
I would never trust buying cigars through the Internet													
Mean	3.28	3.13	3.63	3.24	3.31	3.49	3.20	3.14	3.09	3.57	3.60	2.82	3.48
Std. Dev.	1.700	1.545	1.560	1.664	1.640	1.535	1.690	1.716	1.615	1.755	1.722	1.564	1.482
Std. Err.	0.044	0.094	0.216	0.149	0.169	0.155	0.220	0.227	0.168	0.239	0.191	0.223	0.258
I like buying cigars on the Internet													
Mean	1.72	1.92	2.02	2.02	2.22	1.91	2.10	2.10	1.81	1.49	1.60	2.46	2.38
Std. Dev.	1.132	1.210	1.213	1.256	1.299	1.198	1.307	1.266	1.102	1.067	1.067	1.414	1.303
Std. Err.	0.030	0.075	0.168	0.113	0.135	0.120	0.172	0.166	0.118	0.147	0.122	0.204	0.223
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet													
Mean	3.00	3.32	3.56	3.70	3.88	3.37	3.97	3.90	3.09	2.53	2.94	3.88	3.94
Std. Dev.	1.639	1.600	1.614	1.675	1.510	1.561	1.677	1.709	1.538	1.514	1.602	1.775	1.301
Std. Err.	0.043	0.098	0.224	0.150	0.157	0.156	0.217	0.222	0.160	0.208	0.179	0.254	0.223
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist													
Mean	2.98	2.59	2.15	2.31	2.51	2.57	2.17	2.32	3.06	2.89	3.46	2.69	2.44
Std. Dev.	1.528	1.239	1.116	1.229	1.411	1.273	1.076	1.456	1.309	1.502	1.720	1.158	1.307
Std. Err.	0.040	0.076	0.153	0.110	0.146	0.127	0.139	0.189	0.136	0.206	0.189	0.165	0.224
I am very loyal to my tobacconist													
Mean	2.44	2.66	2.92	2.96	3.15	3.00	2.78	3.14	2.51	2.57	2.46	2.73	2.97
Std. Dev.	1.481	1.431	1.530	1.472	1.490	1.566	1.415	1.680	1.508	1.409	1.509	1.335	1.425

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Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.039	0.087	0.210	0.131	0.156	0.158	0.184	0.221	0.156	0.192	0.167	0.191	0.248
When I buy my favorite brand of cigar, I usually shop around to get the best price													
Mean	3.28	3.08	3.32	3.42	3.29	3.16	3.55	3.47	3.41	3.60	3.63	3.96	3.50
Std. Dev.	1.632	1.491	1.591	1.675	1.564	1.522	1.741	1.726	1.498	1.673	1.628	1.414	1.656
Std. Err.	0.042	0.091	0.218	0.149	0.162	0.152	0.225	0.225	0.155	0.226	0.179	0.202	0.284
When shopping for cigars, I have to go somewhere where I trust the salesperson													
Mean	3.27	3.72	3.75	3.54	3.75	3.88	3.35	3.54	3.35	3.04	3.17	3.78	4.03
Std. Dev.	1.617	1.393	1.543	1.473	1.551	1.409	1.571	1.685	1.522	1.688	1.731	1.433	1.403
Std. Err.	0.042	0.085	0.212	0.131	0.161	0.141	0.203	0.219	0.157	0.228	0.190	0.205	0.241
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist													
Mean	3.26	3.55	3.60	3.59	3.53	3.70	3.62	3.68	3.34	3.22	3.52	3.08	3.50
Std. Dev.	1.583	1.407	1.573	1.596	1.543	1.396	1.595	1.676	1.522	1.621	1.565	1.412	1.441
Std. Err.	0.041	0.086	0.216	0.142	0.159	0.140	0.206	0.218	0.158	0.221	0.173	0.204	0.247
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist													
Mean	2.96	3.15	3.36	3.20	3.15	3.37	2.95	3.19	2.98	3.17	3.26	2.67	3.26
Std. Dev.	1.601	1.483	1.606	1.673	1.488	1.548	1.641	1.766	1.615	1.695	1.611	1.404	1.620
Std. Err.	0.042	0.091	0.221	0.149	0.153	0.155	0.212	0.230	0.167	0.233	0.179	0.203	0.278
Taste Preferences													
I prefer mild tasting cigars													
Mean	4.20	4.18	4.02	3.49	3.71	3.87	3.50	3.44	4.34	4.51	4.52	4.15	3.67
Std. Dev.	1.431	1.288	1.051	1.399	1.393	1.375	1.525	1.570	1.290	1.386	1.305	1.304	1.315
Std. Err.	0.037	0.079	0.150	0.126	0.146	0.139	0.200	0.208	0.134	0.187	0.145	0.188	0.229
I like to smoke a range of tastes													
Mean	3.94	4.30	4.58	4.62	4.41	4.19	4.77	4.69	4.17	3.87	4.16	4.49	4.15
Std. Dev.	1.472	1.277	1.151	1.186	1.353	1.253	1.226	1.329	1.258	1.645	1.518	1.082	1.374
Std. Err.	0.038	0.078	0.158	0.106	0.140	0.125	0.158	0.173	0.130	0.222	0.167	0.155	0.236
I prefer stronger tasting cigars													
Mean	2.82	2.92	3.17	3.71	3.71	3.03	3.72	3.71	2.92	2.64	2.80	3.00	3.58
Std. Dev.	1.526	1.449	1.424	1.513	1.545	1.476	1.439	1.682	1.476	1.544	1.606	1.444	1.628
Std. Err.	0.040	0.089	0.197	0.139	0.163	0.151	0.186	0.219	0.153	0.208	0.176	0.208	0.292
Mild-tasting cigars are easier to smoke on an everyday basis													
Mean	4.17	4.22	4.04	3.77	3.81	4.02	3.75	3.66	4.61	4.47	4.54	4.45	4.06
Std. Dev.	1.409	1.300	1.315	1.513	1.534	1.348	1.580	1.604	1.193	1.464	1.466	1.292	1.369
Std. Err.	0.037	0.079	0.181	0.135	0.159	0.135	0.204	0.209	0.123	0.197	0.164	0.185	0.235

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Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
My preferences have evolved over time towards stronger cigars													
Mean	3.07	3.37	3.64	3.83	4.00	3.51	3.75	4.08	3.14	2.87	3.05	3.49	4.09
Std. Dev.	1.487	1.295	1.242	1.357	1.437	1.352	1.480	1.500	1.317	1.542	1.521	1.386	1.464
Std. Err.	0.039	0.079	0.171	0.121	0.149	0.135	0.191	0.195	0.136	0.210	0.167	0.198	0.251
My preferences have evolved over time towards more expensive cigars													
Mean	3.47	4.24	4.33	4.37	4.28	4.37	4.17	4.40	3.67	2.91	3.22	4.27	4.41
Std. Dev.	1.555	1.170	1.167	1.275	1.315	1.212	1.264	1.363	1.424	1.651	1.618	1.250	1.076
Std. Err.	0.041	0.071	0.162	0.114	0.136	0.121	0.163	0.179	0.148	0.225	0.179	0.180	0.185
My preferences have evolved over time towards less expensive cigars													
Mean	2.98	2.48	2.40	2.42	2.41	2.28	2.32	2.76	3.12	3.39	3.49	2.49	2.53
Std. Dev.	1.426	1.174	1.161	1.252	1.248	1.074	1.157	1.288	1.270	1.295	1.459	1.386	1.331
Std. Err.	0.037	0.072	0.164	0.112	0.129	0.107	0.149	0.169	0.134	0.176	0.161	0.198	0.228
I like to smoke a full-flavored cigar													
Mean	4.34	4.46	4.79	4.97	5.06	4.59	5.03	5.00	4.47	4.46	4.95	4.53	4.53
Std. Dev.	1.368	1.170	1.289	0.979	0.971	1.232	0.882	1.145	1.285	1.328	1.083	1.043	1.308
Std. Err.	0.036	0.071	0.179	0.087	0.100	0.123	0.114	0.149	0.135	0.181	0.120	0.149	0.224
Strong cigars are too harsh for me													
Mean	3.63	3.49	3.23	2.85	2.78	3.44	2.73	2.90	3.69	3.58	3.88	3.71	3.29
Std. Dev.	1.689	1.528	1.529	1.524	1.601	1.520	1.528	1.709	1.640	1.802	1.724	1.515	1.219
Std. Err.	0.044	0.093	0.212	0.136	0.166	0.153	0.197	0.222	0.169	0.243	0.190	0.219	0.209
Experienced cigar smokers smoke stronger cigars													
Mean	3.02	3.01	3.00	3.02	3.04	2.89	2.98	3.14	3.37	2.87	3.07	2.94	3.00
Std. Dev.	1.471	1.395	1.506	1.627	1.359	1.355	1.455	1.592	1.391	1.700	1.599	1.420	1.303
Std. Err.	0.038	0.085	0.207	0.145	0.141	0.136	0.188	0.207	0.143	0.229	0.175	0.205	0.223
How Started Smoking													
My father introduced me to smoking cigars													
Mean	1.73	1.61	1.75	1.62	1.57	1.70	1.93	2.04	1.96	1.96	2.15	1.51	2.06
Std. Dev.	1.495	1.404	1.479	1.463	1.385	1.534	1.741	1.772	1.668	1.704	1.792	1.139	1.825
Std. Err.	0.039	0.085	0.203	0.131	0.144	0.153	0.227	0.235	0.173	0.232	0.198	0.163	0.313
A friend introduced me to smoking cigars													
Mean	2.97	3.10	3.13	3.11	2.96	3.42	2.95	2.90	2.49	2.58	2.48	3.10	3.21
Std. Dev.	1.913	1.920	1.858	1.997	2.047	1.934	2.095	2.015	1.662	1.739	1.772	1.960	1.789
Std. Err.	0.050	0.117	0.258	0.178	0.211	0.193	0.270	0.262	0.174	0.235	0.196	0.283	0.307
I started smoking cigars before it became trendy													
Mean	4.52	4.75	5.06	5.03	5.09	4.74	5.22	4.97	4.89	4.36	4.90	4.84	4.74
Std. Dev.	1.640	1.468	1.305	1.391	1.324	1.461	1.329	1.414	1.455	1.799	1.519	1.359	1.639

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GC 018497

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.043	0.090	0.181	0.124	0.137	0.146	0.172	0.186	0.150	0.243	0.167	0.194	0.281
Role of Tobacconist													
When I go to the tobacconist, I feel like a kid in a candy store													
Mean	3.26	3.91	4.42	4.41	4.41	4.01	4.45	4.59	3.49	2.69	3.12	4.21	4.32
Std. Dev.	1.718	1.505	1.460	1.471	1.455	1.541	1.395	1.609	1.679	1.585	1.713	1.288	1.408
Std. Err.	0.045	0.092	0.202	0.131	0.150	0.154	0.180	0.210	0.174	0.214	0.190	0.186	0.242
I have a close relationship with my tobacconist													
Mean	2.00	2.19	2.81	2.67	2.74	2.49	2.76	2.85	2.06	2.11	2.27	2.40	2.79
Std. Dev.	1.322	1.312	1.401	1.523	1.572	1.281	1.479	1.540	1.319	1.423	1.595	1.284	1.409
Std. Err.	0.035	0.080	0.194	0.137	0.162	0.129	0.194	0.201	0.139	0.194	0.176	0.185	0.242
I trust my tobacconist													
Mean	3.42	3.97	3.94	4.03	4.16	3.99	4.10	4.14	3.54	3.36	3.41	3.98	3.94
Std. Dev.	1.524	1.205	1.211	1.245	1.362	1.283	1.386	1.456	1.362	1.545	1.626	1.082	1.278
Std. Err.	0.040	0.074	0.168	0.111	0.141	0.128	0.179	0.190	0.142	0.212	0.181	0.156	0.219
All tobacconists are pretty much the same													
Mean	3.03	2.79	2.69	2.61	2.63	2.72	2.52	2.80	3.06	2.93	3.21	2.71	2.79
Std. Dev.	1.389	1.348	1.292	1.337	1.317	1.272	1.200	1.374	1.405	1.286	1.421	1.137	1.274
Std. Err.	0.036	0.082	0.179	0.120	0.137	0.127	0.155	0.179	0.146	0.175	0.158	0.162	0.218
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke													
Mean	3.35	3.77	3.45	3.87	3.87	3.51	3.80	3.57	3.68	3.33	3.33	3.90	3.67
Std. Dev.	1.593	1.287	1.475	1.380	1.311	1.281	1.459	1.568	1.461	1.588	1.707	1.327	1.493
Std. Err.	0.042	0.078	0.203	0.123	0.137	0.129	0.188	0.206	0.151	0.214	0.189	0.190	0.260
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars													
Mean	3.08	3.72	4.21	3.89	3.87	3.84	3.80	3.63	3.15	2.85	2.84	3.88	4.30
Std. Dev.	1.668	1.469	1.405	1.508	1.424	1.531	1.624	1.721	1.601	1.533	1.693	1.394	1.287
Std. Err.	0.044	0.089	0.193	0.134	0.149	0.155	0.210	0.224	0.166	0.207	0.186	0.199	0.224
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions													
Mean	2.85	3.32	3.77	3.74	3.70	3.57	3.65	3.56	3.10	2.74	2.67	3.43	4.15
Std. Dev.	1.663	1.532	1.423	1.497	1.517	1.574	1.593	1.653	1.710	1.677	1.707	1.458	1.282
Std. Err.	0.043	0.093	0.197	0.134	0.158	0.160	0.206	0.215	0.178	0.230	0.189	0.208	0.220
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink													
Mean	2.50	2.91	3.29	3.03	3.17	3.15	3.00	2.90	2.53	2.76	2.72	3.21	3.35
Std. Dev.	1.584	1.516	1.601	1.491	1.683	1.648	1.657	1.729	1.612	1.704	1.668	1.597	1.649
Std. Err.	0.041	0.092	0.222	0.133	0.174	0.165	0.214	0.225	0.167	0.232	0.185	0.231	0.283

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GC 018498

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
I wish the cigars displayed at a tobacconist were better organized													
Mean	2.95	3.07	3.25	3.26	3.27	3.21	3.70	3.42	3.10	2.96	3.38	3.38	3.52
Std. Dev.	1.463	1.322	1.327	1.492	1.561	1.416	1.555	1.600	1.294	1.414	1.570	1.231	1.278
Std. Err.	0.038	0.081	0.184	0.133	0.162	0.142	0.201	0.208	0.134	0.191	0.174	0.178	0.222
I wish it were easier to select new cigars at the tobacconist without having to ask for help													
Mean	3.27	3.37	3.58	3.17	3.44	3.24	3.07	3.05	3.62	3.07	3.28	3.45	3.00
Std. Dev.	1.556	1.381	1.365	1.495	1.379	1.498	1.550	1.627	1.436	1.600	1.640	1.444	1.456
Std. Err.	0.041	0.084	0.187	0.133	0.143	0.150	0.200	0.214	0.149	0.218	0.180	0.206	0.250
Perceptions Of Cigar Smokers													
People who smoke cigars are more confident in themselves than non-smokers													
Mean	2.63	2.78	2.62	3.16	2.91	2.74	3.23	2.92	2.91	2.58	2.99	2.96	2.91
Std. Dev.	1.469	1.479	1.471	1.556	1.450	1.440	1.395	1.654	1.642	1.607	1.616	1.675	1.588
Std. Err.	0.038	0.090	0.204	0.139	0.150	0.145	0.180	0.215	0.171	0.217	0.180	0.242	0.276
People who smoke cigars are more likely to have a good sense of humor than non-smokers													
Mean	2.93	3.10	2.88	3.38	3.20	3.10	3.50	3.41	3.15	2.65	3.16	3.49	3.06
Std. Dev.	1.579	1.528	1.451	1.554	1.535	1.567	1.557	1.782	1.574	1.468	1.681	1.583	1.391
Std. Err.	0.041	0.093	0.201	0.139	0.158	0.157	0.201	0.232	0.163	0.198	0.186	0.226	0.239
People who smoke cigars are more open-minded than non-smokers													
Mean	2.86	3.00	3.02	3.42	3.31	3.04	3.61	3.28	3.02	2.74	3.28	3.21	3.21
Std. Dev.	1.538	1.520	1.475	1.530	1.467	1.449	1.590	1.652	1.546	1.673	1.637	1.501	1.495
Std. Err.	0.040	0.093	0.205	0.136	0.152	0.146	0.211	0.217	0.160	0.228	0.182	0.217	0.260
People who smoke cigars are easy to talk to													
Mean	3.09	3.40	3.08	3.65	3.43	3.33	3.72	3.63	3.40	3.09	3.38	3.56	3.67
Std. Dev.	1.432	1.357	1.426	1.530	1.387	1.443	1.427	1.553	1.341	1.444	1.586	1.367	1.493
Std. Err.	0.038	0.083	0.198	0.136	0.143	0.145	0.184	0.202	0.141	0.197	0.176	0.197	0.260
Cigar smoking is trendy today													
Mean	4.51	4.99	4.77	4.83	4.97	4.85	5.05	5.12	4.64	3.98	4.23	5.00	4.82
Std. Dev.	1.471	1.046	1.120	1.357	1.068	1.209	1.171	1.035	1.390	1.721	1.564	1.190	1.141
Std. Err.	0.038	0.064	0.154	0.121	0.111	0.121	0.151	0.135	0.143	0.234	0.172	0.170	0.196
People smoke cigars primarily because they think it's a cool thing to do													
Mean	3.12	3.28	3.13	3.05	3.22	3.29	3.27	3.31	3.15	2.89	2.85	3.22	3.32
Std. Dev.	1.553	1.492	1.645	1.463	1.660	1.499	1.539	1.622	1.437	1.571	1.564	1.418	1.492
Std. Err.	0.040	0.091	0.228	0.130	0.171	0.150	0.199	0.211	0.149	0.212	0.173	0.203	0.256
People who have just taken up cigar smoking recently are spoiling it for the rest of us													
Mean	2.31	2.45	2.47	2.75	2.78	2.41	3.08	2.86	2.34	2.15	2.36	3.00	2.44
Std. Dev.	1.450	1.454	1.449	1.563	1.680	1.401	1.608	1.776	1.410	1.485	1.574	1.646	1.375

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GC 018499

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.038	0.089	0.199	0.139	0.174	0.140	0.208	0.231	0.146	0.202	0.173	0.235	0.236

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GC 018500

Cigar Segmentation

Q1 Section II. How long have you been smoking cigars?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	14 0.9% 100.0%	1 0.4% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 7.1%	0 0.0% 0.0%	1 1.7% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	1483 99.1% 100.0%	272 99.6% 18.3%	53 100.0% 3.6%	126 100.0% 8.5%	94 100.0% 6.3%	99 99.0% 6.7%	60 100.0% 4.0%	58 98.3% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	82 98.8% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
0 to 2 months (.25)	10 0.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
3 to 6 months (.50)	16 1.1% 100.0%	2 0.7% 12.5%	0 0.0% 0.0%	1 0.8% 6.3%	1 1.1% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 6.3%	1 1.8% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 6.3%
7 to 11 months (.75)	21 1.4% 100.0%	4 1.5% 19.0%	1 1.9% 4.8%	1 0.8% 4.8%	1 1.1% 4.8%	1 1.0% 4.8%	0 0.0% 0.0%	2 3.4% 9.5%	1 1.1% 4.8%	1 1.8% 4.8%	0 0.0% 0.0%	2 4.1% 9.5%	0 0.0% 0.0%
1 year	57 3.8% 100.0%	7 2.6% 12.3%	1 1.9% 1.8%	6 4.8% 10.5%	5 5.3% 8.8%	4 4.0% 7.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 1.8%	1 1.8% 1.8%	4 4.9% 7.0%	1 2.0% 1.8%	1 2.9% 1.8%
2 years	133 9.0% 100.0%	26 9.6% 19.5%	3 5.7% 2.3%	6 4.8% 4.5%	7 7.4% 5.3%	9 9.1% 6.8%	4 6.7% 3.0%	4 6.9% 3.0%	7 7.4% 5.3%	3 5.5% 2.3%	2 2.4% 1.5%	2 4.1% 1.5%	3 8.8% 2.3%
3 years	121 8.2% 100.0%	30 11.0% 24.8%	4 7.5% 3.3%	9 7.1% 7.4%	15 16.0% 12.4%	12 12.1% 9.9%	4 6.7% 3.3%	2 3.4% 1.7%	6 6.4% 5.0%	3 5.5% 2.5%	5 6.1% 4.1%	5 10.2% 4.1%	3 8.8% 2.5%
4 years	71 4.8% 100.0%	17 6.3% 23.9%	4 7.5% 5.6%	8 6.3% 11.3%	4 4.3% 5.6%	7 7.1% 9.9%	4 6.7% 5.6%	4 6.9% 5.6%	7 7.4% 9.9%	3 5.5% 4.2%	3 3.7% 4.2%	5 10.2% 7.0%	1 2.9% 1.4%
5 years	112 7.6% 100.0%	24 8.8% 21.4%	6 11.3% 5.4%	9 7.1% 8.0%	8 8.5% 7.1%	9 9.1% 8.0%	6 10.0% 5.4%	10 17.2% 8.9%	4 4.3% 3.6%	2 3.6% 1.8%	4 4.9% 3.6%	4 8.2% 3.6%	2 5.9% 1.8%
6 years	58 3.9% 100.0%	16 5.9% 27.6%	2 3.8% 3.4%	10 7.9% 17.2%	5 5.3% 8.6%	5 5.1% 8.6%	6 10.0% 10.3%	2 3.4% 3.4%	2 2.1% 3.4%	3 5.5% 5.2%	1 1.2% 1.7%	6 12.2% 10.3%	1 2.9% 1.7%
7 years	47 3.2% 100.0%	10 3.7% 21.3%	1 1.9% 2.1%	5 4.0% 10.6%	1 1.1% 2.1%	6 6.1% 12.8%	2 3.3% 4.3%	1 1.7% 2.1%	2 2.1% 4.3%	3 5.5% 6.4%	2 2.4% 4.3%	1 2.0% 2.1%	2 5.9% 4.3%
8 years	42 2.8% 100.0%	10 3.7% 23.8%	1 1.9% 2.4%	6 4.8% 14.3%	4 4.3% 9.5%	4 4.0% 9.5%	1 1.7% 2.4%	0 0.0% 0.0%	2 2.1% 4.8%	2 3.6% 4.8%	3 3.7% 7.1%	3 6.1% 7.1%	2 5.9% 4.8%

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GC 018501

Cigar Segmentation

Q1 Section II. How long have you been smoking cigars?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
9 years	31	5	2	1	1	1	1	0	2	1	5	1	0
	2.1%	1.8%	3.8%	0.8%	1.1%	1.0%	1.7%	0.0%	2.1%	1.8%	6.1%	2.0%	0.0%
	100.0%	16.1%	6.5%	3.2%	3.2%	3.2%	3.2%	0.0%	6.5%	3.2%	16.1%	3.2%	0.0%
10 years	127	21	8	10	6	6	4	5	6	4	9	5	2
	8.6%	7.7%	15.1%	7.9%	6.4%	6.1%	6.7%	8.6%	6.4%	7.3%	11.0%	10.2%	5.9%
	100.0%	16.5%	6.3%	7.9%	4.7%	4.7%	3.1%	3.9%	4.7%	3.1%	7.1%	3.9%	1.6%
11 years	7	0	0	0	0	0	0	0	2	1	1	0	0
	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	1.8%	1.2%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%	14.3%	14.3%	0.0%	0.0%
12-15 years (13.5)	138	30	8	14	7	7	6	5	8	8	3	4	6
	9.3%	11.0%	15.1%	11.1%	7.4%	7.1%	10.0%	8.6%	8.5%	14.5%	3.7%	8.2%	17.6%
	100.0%	21.7%	5.8%	10.1%	5.1%	5.1%	4.3%	3.6%	5.8%	5.8%	2.2%	2.9%	4.3%
16-20 years (18)	158	26	3	14	8	11	6	6	14	7	14	4	4
	10.7%	9.6%	5.7%	11.1%	8.5%	11.1%	10.0%	10.3%	14.9%	12.7%	17.1%	8.2%	11.8%
	100.0%	16.5%	1.9%	8.9%	5.1%	7.0%	3.8%	3.8%	8.9%	4.4%	8.9%	2.5%	2.5%
21-30 years (25)	177	24	5	10	9	11	8	12	14	5	8	3	4
	11.9%	8.8%	9.4%	7.9%	9.6%	11.1%	13.3%	20.7%	14.9%	9.1%	9.8%	6.1%	11.8%
	100.0%	13.6%	2.8%	5.6%	5.1%	6.2%	4.5%	6.8%	7.9%	2.8%	4.5%	1.7%	2.3%
More than 30 years (35)	157	20	4	16	12	6	8	5	14	7	18	3	2
	10.6%	7.4%	7.5%	12.7%	12.8%	6.1%	13.3%	8.6%	14.9%	12.7%	22.0%	6.1%	5.9%
	100.0%	12.7%	2.5%	10.2%	7.6%	3.8%	5.1%	3.2%	8.9%	4.5%	11.5%	1.9%	1.3%
Mean	12.69	11.08	11.66	12.91	12.16	10.93	14.03	13.81	15.15	13.79	16.68	10.07	12.04
Std. Dev.	10.684	9.689	9.472	10.764	11.311	9.652	11.006	10.587	11.314	10.625	11.803	8.988	9.496
Std. Err.	0.277	0.587	1.301	0.959	1.167	0.970	1.421	1.390	1.167	1.433	1.303	1.284	1.629

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Cigar Segmentation

Q2 Section II. How frequently do you smoke cigars?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	15 1.0% 100.0%	0 0.0% 0.0%	1 1.9% 6.7%	1 0.8% 6.7%	0 0.0% 0.0%	1 1.0% 6.7%	1 1.7% 6.7%	1 1.7% 6.7%	0 0.0% 0.0%	1 1.8% 6.7%	1 1.2% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	1482 99.0% 100.0%	273 100.0% 18.4%	52 98.1% 3.5%	125 99.2% 8.4%	94 100.0% 6.3%	99 99.0% 6.7%	59 98.3% 4.0%	58 98.3% 3.9%	94 100.0% 6.3%	54 98.2% 3.6%	82 98.8% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Net - Once a month or more	1243 83.9% 100.0%	243 89.0% 19.5%	50 96.2% 4.0%	124 99.2% 10.0%	94 100.0% 7.6%	92 92.9% 7.4%	57 96.6% 4.6%	57 98.3% 4.6%	83 88.3% 6.7%	46 85.2% 3.7%	72 87.8% 5.8%	49 100.0% 3.9%	33 97.1% 2.7%
Subnet - Once a Week or more	769 51.9% 100.0%	135 49.5% 17.6%	39 75.0% 5.1%	83 66.4% 10.8%	64 68.1% 8.3%	54 54.5% 7.0%	44 74.6% 5.7%	47 81.0% 6.1%	57 60.6% 7.4%	36 66.7% 4.7%	60 73.2% 7.8%	42 85.7% 5.5%	29 85.3% 3.8%
Subsubnet - Once a day or more	281 19.0% 100.0%	31 11.4% 11.0%	9 17.3% 3.2%	20 16.0% 7.1%	19 20.2% 6.8%	11 11.1% 3.9%	17 28.8% 6.0%	15 25.9% 5.3%	15 16.0% 5.3%	14 25.9% 5.0%	30 36.6% 10.7%	14 28.6% 5.0%	8 23.5% 2.8%
More than once a day (60)	202 13.6% 100.0%	15 5.5% 7.4%	6 11.5% 3.0%	10 8.0% 5.0%	9 9.6% 4.5%	2 2.0% 1.0%	6 10.2% 3.0%	5 8.6% 2.5%	11 11.7% 5.4%	13 24.1% 6.4%	25 30.5% 12.4%	6 12.2% 3.0%	1 2.9% 0.5%
Once a day (30)	79 5.3% 100.0%	16 5.9% 20.3%	3 5.8% 3.8%	10 8.0% 12.7%	10 10.6% 12.7%	9 9.1% 11.4%	11 18.6% 13.9%	10 17.2% 12.7%	4 4.3% 5.1%	1 1.9% 1.3%	5 6.1% 6.3%	8 16.3% 10.1%	7 20.6% 8.9%
5-6 times a week (22)	98 6.6% 100.0%	24 8.8% 24.5%	7 13.5% 7.1%	17 13.6% 17.3%	7 7.4% 7.1%	12 12.1% 12.2%	10 16.9% 10.2%	7 12.1% 7.1%	13 13.8% 13.3%	8 14.8% 8.2%	7 8.5% 7.1%	9 18.4% 9.2%	5 14.7% 5.1%
2-4 times a week (12)	262 17.7% 100.0%	46 16.8% 17.6%	16 30.8% 6.1%	28 22.4% 10.7%	26 27.7% 9.9%	20 20.2% 7.6%	12 20.3% 4.6%	16 27.6% 6.1%	17 18.1% 6.5%	12 22.2% 4.6%	18 22.0% 6.9%	14 28.6% 5.3%	14 41.2% 5.3%
Once a week (4)	128 8.6% 100.0%	34 12.5% 26.6%	7 13.5% 5.5%	18 14.4% 14.1%	12 12.8% 9.4%	11 11.1% 8.6%	5 8.5% 3.9%	9 15.5% 7.0%	12 12.8% 9.4%	2 3.7% 1.6%	5 6.1% 3.9%	5 10.2% 3.9%	2 5.9% 1.6%
2-4 times a month (3)	274 18.5% 100.0%	71 26.0% 25.9%	9 17.3% 3.3%	27 21.6% 9.9%	14 14.9% 5.1%	20 20.2% 7.3%	9 15.3% 3.3%	7 12.1% 2.6%	17 18.1% 6.2%	5 9.3% 1.8%	5 6.1% 1.8%	6 12.2% 2.2%	3 8.8% 1.1%
Once a month (1)	200 13.5% 100.0%	37 13.6% 18.5%	2 3.8% 1.0%	14 11.2% 7.0%	16 17.0% 8.0%	18 18.2% 9.0%	4 6.8% 2.0%	3 5.2% 1.5%	9 9.6% 4.5%	5 9.3% 2.5%	7 8.5% 3.5%	1 2.0% 0.5%	1 2.9% 0.5%
2-4 times a year (.5)	196 13.2% 100.0%	28 10.3% 14.3%	2 3.8% 1.0%	1 0.8% 0.5%	0 0.0% 0.0%	7 7.1% 3.6%	2 3.4% 1.0%	1 1.7% 0.5%	9 9.6% 4.6%	7 13.0% 3.6%	7 8.5% 3.6%	0 0.0% 0.0%	1 2.9% 0.5%

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Cigar Segmentation

Q2 Section II. How frequently do you smoke cigars?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Once a year or less (.25)	43 2.9% 100.0%	2 0.7% 4.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 4.7%	1 1.9% 2.3%	3 3.7% 7.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mean	14.46	10.48	16.42	14.22	15.02	10.30	18.75	17.35	14.71	21.51	25.20	20.51	16.66
Std. Dev.	19.760	14.589	17.802	16.197	17.245	11.895	17.371	16.456	18.535	23.144	24.482	17.497	12.257
Std. Err.	0.513	0.883	2.469	1.449	1.779	1.195	2.261	2.161	1.912	3.150	2.704	2.500	2.102

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Cigar Segmentation

Q3 Section II. On average, how many cigars do you smoke a week?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	19 1.3% 100.0%	2 0.7% 10.5%	2 3.8% 10.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 5.3%	0 0.0% 0.0%	1 1.7% 5.3%	1 1.1% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 5.3%	0 0.0% 0.0%
Total answering	1478 98.7% 100.0%	271 99.3% 18.3%	51 96.2% 3.5%	126 100.0% 8.5%	94 100.0% 6.4%	99 99.0% 6.7%	60 100.0% 4.1%	58 98.3% 3.9%	93 98.9% 6.3%	55 100.0% 3.7%	83 100.0% 5.6%	48 98.0% 3.2%	34 100.0% 2.3%
Less than 1 (.5)	598 40.5% 100.0%	108 39.9% 18.1%	8 15.7% 1.3%	34 27.0% 5.7%	23 24.5% 3.8%	38 38.4% 6.4%	11 18.3% 1.8%	8 13.8% 1.3%	28 30.1% 4.7%	15 27.3% 2.5%	20 24.1% 3.3%	5 10.4% 0.8%	2 5.9% 0.3%
1	141 9.5% 100.0%	47 17.3% 33.3%	10 19.6% 7.1%	19 15.1% 13.5%	12 12.8% 8.5%	9 9.1% 6.4%	8 13.3% 5.7%	7 12.1% 5.0%	8 8.6% 5.7%	2 3.6% 1.4%	3 3.6% 2.1%	3 6.3% 2.1%	2 5.9% 1.4%
2	105 7.1% 100.0%	18 6.6% 17.1%	5 9.8% 4.8%	13 10.3% 12.4%	9 9.6% 8.6%	9 9.1% 8.6%	5 8.3% 4.8%	8 13.8% 7.6%	10 10.8% 9.5%	4 7.3% 3.8%	1 1.2% 1.0%	4 8.3% 3.8%	2 5.9% 1.9%
3	94 6.4% 100.0%	19 7.0% 20.2%	3 5.9% 3.2%	10 7.9% 10.6%	10 10.6% 10.6%	8 8.1% 8.5%	4 6.7% 4.3%	6 10.3% 6.4%	7 7.5% 7.4%	6 10.9% 6.4%	8 9.6% 8.5%	10 20.8% 10.6%	7 20.6% 7.4%
4	99 6.7% 100.0%	15 5.5% 15.2%	4 7.8% 4.0%	8 6.3% 8.1%	7 7.4% 7.1%	10 10.1% 10.1%	4 6.7% 4.0%	6 10.3% 6.1%	6 6.5% 6.1%	4 7.3% 4.0%	5 6.0% 5.1%	1 2.1% 1.0%	8 23.5% 8.1%
5	72 4.9% 100.0%	13 4.8% 18.1%	5 9.8% 6.9%	11 8.7% 15.3%	4 4.3% 5.6%	5 5.1% 6.9%	6 10.0% 8.3%	3 5.2% 4.2%	8 8.6% 11.1%	5 9.1% 6.9%	5 6.0% 6.9%	5 10.4% 6.9%	2 5.9% 2.8%
6	53 3.6% 100.0%	16 5.9% 30.2%	5 9.8% 9.4%	6 4.8% 11.3%	5 5.3% 9.4%	7 7.1% 13.2%	3 5.0% 5.7%	2 3.4% 3.8%	4 4.3% 7.5%	2 3.6% 3.8%	4 4.8% 7.5%	5 10.4% 9.4%	4 11.8% 7.5%
7	46 3.1% 100.0%	6 2.2% 13.0%	3 5.9% 6.5%	6 4.8% 13.0%	4 4.3% 8.7%	2 2.0% 4.3%	3 5.0% 6.5%	4 6.9% 8.7%	4 4.3% 8.7%	1 1.8% 2.2%	6 7.2% 13.0%	2 4.2% 4.3%	1 2.9% 2.2%
8	20 1.4% 100.0%	2 0.7% 10.0%	0 0.0% 0.0%	2 1.6% 10.0%	2 2.1% 10.0%	2 2.0% 10.0%	2 3.3% 10.0%	1 1.7% 5.0%	1 1.1% 5.0%	1 1.8% 5.0%	3 3.6% 15.0%	0 0.0% 0.0%	0 0.0% 0.0%
9	18 1.2% 100.0%	3 1.1% 16.7%	1 2.0% 5.6%	2 1.6% 11.1%	2 2.1% 11.1%	3 3.0% 16.7%	2 3.3% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 5.6%	0 0.0% 0.0%	1 2.1% 5.6%	3 8.8% 16.7%
10	44 3.0% 100.0%	7 2.6% 15.9%	3 5.9% 6.8%	6 4.8% 13.6%	5 5.3% 11.4%	1 1.0% 2.3%	6 10.0% 13.6%	4 6.9% 9.1%	4 4.3% 9.1%	1 1.8% 2.3%	6 7.2% 13.6%	4 8.3% 9.1%	1 2.9% 2.3%

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Cigar Segmentation

Q3 Section II. On average, how many cigars do you smoke a week?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
11	6	2	0	1	2	1	1	2	0	0	0	2	0
	0.4%	0.7%	0.0%	0.8%	2.1%	1.0%	1.7%	3.4%	0.0%	0.0%	0.0%	4.2%	0.0%
	100.0%	33.3%	0.0%	16.7%	33.3%	16.7%	16.7%	33.3%	0.0%	0.0%	0.0%	33.3%	0.0%
12	14	3	1	2	2	3	2	1	2	2	1	0	1
	0.9%	1.1%	2.0%	1.6%	2.1%	3.0%	3.3%	1.7%	2.2%	3.6%	1.2%	0.0%	2.9%
	100.0%	21.4%	7.1%	14.3%	14.3%	21.4%	14.3%	7.1%	14.3%	14.3%	7.1%	0.0%	7.1%
13	3	0	1	0	0	0	0	0	1	0	1	0	0
	0.2%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	0.0%	0.0%
	100.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%
14	31	3	1	0	2	1	1	2	2	1	6	1	0
	2.1%	1.1%	2.0%	0.0%	2.1%	1.0%	1.7%	3.4%	2.2%	1.8%	7.2%	2.1%	0.0%
	100.0%	9.7%	3.2%	0.0%	6.5%	3.2%	3.2%	6.5%	6.5%	3.2%	19.4%	3.2%	0.0%
15-19 (17)	43	4	1	1	1	0	0	0	4	4	5	3	0
	2.9%	1.5%	2.0%	0.8%	1.1%	0.0%	0.0%	0.0%	4.3%	7.3%	6.0%	6.3%	0.0%
	100.0%	9.3%	2.3%	2.3%	2.3%	0.0%	0.0%	0.0%	9.3%	9.3%	11.6%	7.0%	0.0%
20-24 (22)	30	3	0	2	3	0	1	2	3	2	3	1	0
	2.0%	1.1%	0.0%	1.6%	3.2%	0.0%	1.7%	3.4%	3.2%	3.6%	3.6%	2.1%	0.0%
	100.0%	10.0%	0.0%	6.7%	10.0%	0.0%	3.3%	6.7%	10.0%	6.7%	10.0%	3.3%	0.0%
25-29 (27)	15	1	0	3	0	0	1	1	1	1	1	0	0
	1.0%	0.4%	0.0%	2.4%	0.0%	0.0%	1.7%	1.7%	1.1%	1.8%	1.2%	0.0%	0.0%
	100.0%	6.7%	0.0%	20.0%	0.0%	0.0%	6.7%	6.7%	6.7%	6.7%	6.7%	0.0%	0.0%
30+ (35)	46	1	0	0	1	0	0	1	0	3	5	1	1
	3.1%	0.4%	0.0%	0.0%	1.1%	0.0%	0.0%	1.7%	0.0%	5.5%	6.0%	2.1%	2.9%
	100.0%	2.2%	0.0%	0.0%	2.2%	0.0%	0.0%	2.2%	0.0%	6.5%	10.9%	2.2%	2.2%
Mean	4.87	3.20	4.31	4.19	4.82	3.08	5.21	5.86	4.87	7.35	8.39	6.45	5.44
Std. Dev.	7.572	4.667	4.012	5.376	5.886	3.261	5.234	6.889	5.895	9.297	9.188	6.570	5.903
Std. Err.	0.197	0.283	0.562	0.479	0.607	0.328	0.676	0.905	0.611	1.254	1.009	0.948	1.012

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Cigar Segmentation

Q4 Section II. On average, do you smoke cigars more or less often than you did a year ago?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	12 0.8% 100.0%	1 0.4% 8.3%	1 1.9% 8.3%	1 0.8% 8.3%	0 0.0% 0.0%	1 1.0% 8.3%	0 0.0% 0.0%	1 1.7% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	1485 99.2% 100.0%	272 99.6% 18.3%	52 98.1% 3.5%	125 99.2% 8.4%	94 100.0% 6.3%	99 99.0% 6.7%	60 100.0% 4.0%	58 98.3% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.6%	49 100.0% 3.3%	34 100.0% 2.3%
More often	325 21.9% 100.0%	73 26.8% 22.5%	12 23.1% 3.7%	34 27.2% 10.5%	25 26.6% 7.7%	38 38.4% 11.7%	19 31.7% 5.8%	13 22.4% 4.0%	16 17.0% 4.9%	10 18.2% 3.1%	17 20.5% 5.2%	11 22.4% 3.4%	13 38.2% 4.0%
Less often	255 17.2% 100.0%	38 14.0% 14.9%	8 15.4% 3.1%	19 15.2% 7.5%	17 18.1% 6.7%	14 14.1% 5.5%	7 11.7% 2.7%	3 5.2% 1.2%	12 12.8% 4.7%	9 16.4% 3.5%	16 19.3% 6.3%	11 22.4% 4.3%	4 11.8% 1.6%
About the same	905 60.9% 100.0%	161 59.2% 17.8%	32 61.5% 3.5%	72 57.6% 8.0%	52 55.3% 5.7%	47 47.5% 5.2%	34 56.7% 3.8%	42 72.4% 4.6%	66 70.2% 7.3%	36 65.5% 4.0%	50 60.2% 5.5%	27 55.1% 3.0%	17 50.0% 1.9%

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Cigar Segmentation

Q5 Section II. Do you smoke cigars . . . ?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	25 1.7% 100.0%	1 0.4% 4.0%	1 1.9% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.0% 8.0%	0 0.0% 0.0%	2 3.4% 8.0%	1 1.1% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	1472 98.3% 100.0%	272 99.6% 18.5%	52 98.1% 3.5%	126 100.0% 8.6%	94 100.0% 6.4%	98 98.0% 6.7%	60 100.0% 4.1%	57 96.6% 3.9%	93 98.9% 6.3%	55 100.0% 3.7%	83 100.0% 5.6%	49 100.0% 3.3%	34 100.0% 2.3%
Mainly on weekdays	68 4.6% 100.0%	7 2.6% 10.3%	0 0.0% 0.0%	4 3.2% 5.9%	5 5.3% 7.4%	6 6.1% 8.8%	6 10.0% 8.8%	4 7.0% 5.9%	1 1.1% 1.5%	0 0.0% 0.0%	3 3.6% 4.4%	1 2.0% 1.5%	2 5.9% 2.9%
Mainly on weekends	547 37.2% 100.0%	136 50.0% 24.9%	22 42.3% 4.0%	55 43.7% 10.1%	44 46.8% 8.0%	44 44.9% 8.0%	18 30.0% 3.3%	19 33.3% 3.5%	33 35.5% 6.0%	15 27.3% 2.7%	9 10.8% 1.6%	17 34.7% 3.1%	7 20.6% 1.3%
On both weekends and weekdays about equally	857 58.2% 100.0%	129 47.4% 15.1%	30 57.7% 3.5%	67 53.2% 7.8%	45 47.9% 5.3%	48 49.0% 5.6%	36 60.0% 4.2%	34 59.6% 4.0%	59 63.4% 6.9%	40 72.7% 4.7%	71 85.5% 8.3%	31 63.3% 3.6%	25 73.5% 2.9%

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Cigar Segmentation

Q6 Section II. Do you usually smoke cigars . . . ?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	89 5.9% 100.0%	4 1.5% 4.5%	0 0.0% 0.0%	5 4.0% 5.6%	3 3.2% 3.4%	4 4.0% 4.5%	3 5.0% 3.4%	0 0.0% 0.0%	4 4.3% 4.5%	8 14.5% 9.0%	7 8.4% 7.9%	0 0.0% 0.0%	1 2.9% 1.1%
Total answering	1408 94.1% 100.0%	269 98.5% 19.1%	53 100.0% 3.8%	121 96.0% 8.6%	91 96.8% 6.5%	96 96.0% 6.8%	57 95.0% 4.0%	59 100.0% 4.2%	90 95.7% 6.4%	47 85.5% 3.3%	76 91.6% 5.4%	49 100.0% 3.5%	33 97.1% 2.3%
In the morning	52 3.7% 100.0%	5 1.9% 9.6%	2 3.8% 3.8%	3 2.5% 5.8%	2 2.2% 3.8%	2 2.1% 3.8%	3 5.3% 5.8%	5 8.5% 9.6%	2 2.2% 3.8%	2 4.3% 3.8%	6 7.9% 11.5%	1 2.0% 1.9%	1 3.0% 1.9%
At lunchtime	11 0.8% 100.0%	0 0.0% 0.0%	1 1.9% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.2% 18.2%	0 0.0% 0.0%	2 2.6% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%
Early afternoon	141 10.0% 100.0%	20 7.4% 14.2%	3 5.7% 2.1%	11 9.1% 7.8%	5 5.5% 3.5%	6 6.3% 4.3%	3 5.3% 2.1%	3 5.1% 2.1%	11 12.2% 7.8%	4 8.5% 2.8%	10 13.2% 7.1%	3 6.1% 2.1%	1 3.0% 0.7%
Late afternoon	355 25.2% 100.0%	51 19.0% 14.4%	15 28.3% 4.2%	32 26.4% 9.0%	16 17.6% 4.5%	17 17.7% 4.8%	13 22.8% 3.7%	14 23.7% 3.9%	29 32.2% 8.2%	12 25.5% 3.4%	26 34.2% 7.3%	8 16.3% 2.3%	6 18.2% 1.7%
Dinnertime	60 4.3% 100.0%	12 4.5% 20.0%	4 7.5% 6.7%	3 2.5% 5.0%	4 4.4% 6.7%	3 3.1% 5.0%	3 5.3% 5.0%	0 0.0% 0.0%	1 1.1% 1.7%	3 6.4% 5.0%	2 2.6% 3.3%	2 4.1% 3.3%	0 0.0% 0.0%
At night	789 56.0% 100.0%	181 67.3% 22.9%	28 52.8% 3.5%	72 59.5% 9.1%	64 70.3% 8.1%	68 70.8% 8.6%	35 61.4% 4.4%	37 62.7% 4.7%	45 50.0% 5.7%	26 55.3% 3.3%	30 39.5% 3.8%	35 71.4% 4.4%	25 75.8% 3.2%

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Cigar Segmentation

Q7 Section II. Do you . . . ?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	33 2.2% 100.0%	4 1.5% 12.1%	1 1.9% 3.0%	0 0.0% 0.0%	1 1.1% 3.0%	3 3.0% 9.1%	0 0.0% 0.0%	1 1.7% 3.0%	2 2.1% 6.1%	1 1.8% 3.0%	3 3.6% 9.1%	1 2.0% 3.0%	0 0.0% 0.0%
Total answering	1464 97.8% 100.0%	269 98.5% 18.4%	52 98.1% 3.6%	126 100.0% 8.6%	93 98.9% 6.4%	97 97.0% 6.6%	60 100.0% 4.1%	58 98.3% 4.0%	92 97.9% 6.3%	54 98.2% 3.7%	80 96.4% 5.5%	48 98.0% 3.3%	34 100.0% 2.3%
Typically smoke cigars alone (most often)	586 40.0% 100.0%	91 33.8% 15.5%	21 40.4% 3.6%	47 37.3% 8.0%	40 43.0% 6.8%	31 32.0% 5.3%	22 36.7% 3.8%	27 46.6% 4.6%	40 43.5% 6.8%	23 42.6% 3.9%	42 52.5% 7.2%	19 39.6% 3.2%	12 35.3% 2.0%
Typically smoke cigars with others (most often)	392 26.8% 100.0%	92 34.2% 23.5%	10 19.2% 2.6%	31 24.6% 7.9%	19 20.4% 4.8%	36 37.1% 9.2%	15 25.0% 3.8%	11 19.0% 2.8%	23 25.0% 5.9%	12 22.2% 3.1%	4 5.0% 1.0%	11 22.9% 2.8%	9 26.5% 2.3%
Smoke alone and with others about equally	486 33.2% 100.0%	86 32.0% 17.7%	21 40.4% 4.3%	48 38.1% 9.9%	34 36.6% 7.0%	30 30.9% 6.2%	23 38.3% 4.7%	20 34.5% 4.1%	29 31.5% 6.0%	19 35.2% 3.9%	34 42.5% 7.0%	18 37.5% 3.7%	13 38.2% 2.7%

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Cigar Segmentation

Q8 Section II. Where do you smoke cigars most often?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	19 1.3% 100.0%	2 0.7% 10.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 5.3%	1 1.0% 5.3%	0 0.0% 0.0%	1 1.7% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	1478 98.7% 100.0%	271 99.3% 18.3%	53 100.0% 3.6%	126 100.0% 8.5%	93 98.9% 6.3%	99 99.0% 6.7%	60 100.0% 4.1%	58 98.3% 3.9%	94 100.0% 6.4%	55 100.0% 3.7%	82 98.8% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Net - Home	910 61.6% 100.0%	165 60.9% 18.1%	32 60.4% 3.5%	77 61.1% 8.5%	56 60.2% 6.2%	56 56.6% 6.2%	38 63.3% 4.2%	38 65.5% 4.2%	51 54.3% 5.6%	36 65.5% 4.0%	56 68.3% 6.2%	30 61.2% 3.3%	17 50.0% 1.9%
Subnet - Own Home	839 56.8% 100.0%	144 53.1% 17.2%	30 56.6% 3.6%	70 55.6% 8.3%	53 57.0% 6.3%	50 50.5% 6.0%	35 58.3% 4.2%	37 63.8% 4.4%	51 54.3% 6.1%	35 63.6% 4.2%	56 68.3% 6.7%	29 59.2% 3.5%	16 47.1% 1.9%
At home (inside)	329 22.3% 100.0%	35 12.9% 10.6%	12 22.6% 3.6%	17 13.5% 5.2%	18 19.4% 5.5%	13 13.1% 4.0%	8 13.3% 2.4%	10 17.2% 3.0%	22 23.4% 6.7%	19 34.5% 5.8%	27 32.9% 8.2%	3 6.1% 0.9%	7 20.6% 2.1%
At home (outside)	529 35.8% 100.0%	109 40.2% 20.6%	18 34.0% 3.4%	54 42.9% 10.2%	36 38.7% 6.8%	37 37.4% 7.0%	27 45.0% 5.1%	27 46.6% 5.1%	30 31.9% 5.7%	16 29.1% 3.0%	29 35.4% 5.5%	26 53.1% 4.9%	9 26.5% 1.7%
Subnet - Friend's Home	95 6.4% 100.0%	21 7.7% 22.1%	3 5.7% 3.2%	8 6.3% 8.4%	5 5.4% 5.3%	7 7.1% 7.4%	5 8.3% 5.3%	1 1.7% 1.1%	1 1.1% 1.1%	1 1.8% 1.1%	3 3.7% 3.2%	1 2.0% 1.1%	1 2.9% 1.1%
Friends home (inside)	27 1.8% 100.0%	3 1.1% 11.1%	3 5.7% 11.1%	1 0.8% 3.7%	2 2.2% 7.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 3.7%	1 1.8% 3.7%	1 1.2% 3.7%	0 0.0% 0.0%	0 0.0% 0.0%
Friends home (outside)	73 4.9% 100.0%	18 6.6% 24.7%	0 0.0% 0.0%	7 5.6% 9.6%	4 4.3% 5.5%	7 7.1% 9.6%	5 8.3% 6.8%	1 1.7% 1.4%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.4% 2.7%	1 2.0% 1.4%	1 2.9% 1.4%
At work	87 5.9% 100.0%	9 3.3% 10.3%	3 5.7% 3.4%	5 4.0% 5.7%	3 3.2% 3.4%	2 2.0% 2.3%	4 6.7% 4.6%	0 0.0% 0.0%	2 2.1% 2.3%	4 7.3% 4.6%	5 6.1% 5.7%	2 4.1% 2.3%	2 5.9% 2.3%
In the car	85 5.8% 100.0%	10 3.7% 11.8%	6 11.3% 7.1%	11 8.7% 12.9%	3 3.2% 3.5%	7 7.1% 8.2%	3 5.0% 3.5%	2 3.4% 2.4%	10 10.6% 11.8%	2 3.6% 2.4%	5 6.1% 5.9%	6 12.2% 7.1%	4 11.8% 4.7%
Net - On Premise	153 10.4% 100.0%	36 13.3% 23.5%	3 5.7% 2.0%	14 11.1% 9.2%	10 10.8% 6.5%	17 17.2% 11.1%	6 10.0% 3.9%	6 10.3% 3.9%	5 5.3% 3.3%	2 3.6% 1.3%	4 4.9% 2.6%	3 6.1% 2.0%	3 8.8% 2.0%
Subnet - Restaurant	41 2.8% 100.0%	13 4.8% 31.7%	0 0.0% 0.0%	4 3.2% 9.8%	3 3.2% 7.3%	6 6.1% 14.6%	1 1.7% 2.4%	1 1.7% 2.4%	1 1.1% 2.4%	0 0.0% 0.0%	1 1.2% 2.4%	1 2.0% 2.4%	0 0.0% 0.0%

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Cigar Segmentation

Q8 Section II. Where do you smoke cigars most often?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
In a restaurant (inside)	27 1.8% 100.0%	8 3.0% 29.6%	0 0.0% 0.0%	3 2.4% 11.1%	1 1.1% 3.7%	2 2.0% 7.4%	1 1.7% 3.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 3.7%	1 2.0% 3.7%	0 0.0% 0.0%
In a restaurant (outside)	18 1.2% 100.0%	6 2.2% 33.3%	0 0.0% 0.0%	1 0.8% 5.6%	2 2.2% 11.1%	4 4.0% 22.2%	0 0.0% 0.0%	1 1.7% 5.6%	1 1.1% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Subnet - Bar/Club	116 7.8% 100.0%	25 9.2% 21.6%	3 5.7% 2.6%	10 7.9% 8.6%	8 8.6% 6.9%	13 13.1% 11.2%	5 8.3% 4.3%	5 8.6% 4.3%	4 4.3% 3.4%	2 3.6% 1.7%	3 3.7% 2.6%	2 4.1% 1.7%	3 8.8% 2.6%
In a cigar bar	17 1.2% 100.0%	4 1.5% 23.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 5.9%	3 3.0% 17.6%	1 1.7% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 5.9%	0 0.0% 0.0%	1 2.9% 5.9%
In another cigar-friendly bar	62 4.2% 100.0%	14 5.2% 22.6%	2 3.8% 3.2%	8 6.3% 12.9%	4 4.3% 6.5%	4 4.0% 6.5%	2 3.3% 3.2%	2 3.4% 3.2%	4 4.3% 6.5%	1 1.8% 1.6%	2 2.4% 3.2%	2 4.1% 3.2%	2 5.9% 3.2%
At a club	41 2.8% 100.0%	7 2.6% 17.1%	1 1.9% 2.4%	2 1.6% 4.9%	3 3.2% 7.3%	6 6.1% 14.6%	2 3.3% 4.9%	4 6.9% 9.8%	0 0.0% 0.0%	1 1.8% 2.4%	1 1.2% 2.4%	0 0.0% 0.0%	0 0.0% 0.0%
At a retail store/ tobacconist	6 0.4% 100.0%	1 0.4% 16.7%	2 3.8% 33.3%	0 0.0% 0.0%	3 3.2% 50.0%	0 0.0% 0.0%	1 1.7% 16.7%	1 1.7% 16.7%	1 1.1% 16.7%	0 0.0% 0.0%	1 1.2% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%
On the golf course	92 6.2% 100.0%	23 8.5% 25.0%	5 9.4% 5.4%	7 5.6% 7.6%	7 7.5% 7.6%	10 10.1% 10.9%	3 5.0% 3.3%	2 3.4% 2.2%	8 8.5% 8.7%	0 0.0% 0.0%	0 0.0% 0.0%	4 8.2% 4.3%	2 5.9% 2.2%
Walking around outside	102 6.9% 100.0%	15 5.5% 14.7%	2 3.8% 2.0%	6 4.8% 5.9%	6 6.5% 5.9%	4 4.0% 3.9%	5 8.3% 4.9%	3 5.2% 2.9%	15 16.0% 14.7%	3 5.5% 2.9%	5 6.1% 4.9%	3 6.1% 2.9%	2 5.9% 2.0%
Other outdoor location not specified above	130 8.8% 100.0%	16 5.9% 12.3%	4 7.5% 3.1%	7 5.6% 5.4%	4 4.3% 3.1%	5 5.1% 3.8%	6 10.0% 4.6%	7 12.1% 5.4%	9 9.6% 6.9%	8 14.5% 6.2%	10 12.2% 7.7%	1 2.0% 0.8%	2 5.9% 1.5%
Other indoor location not specified above	35 2.4% 100.0%	4 1.5% 11.4%	1 1.9% 2.9%	2 1.6% 5.7%	5 5.4% 14.3%	3 3.0% 8.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 2.9%	0 0.0% 0.0%	4 4.9% 11.4%	0 0.0% 0.0%	2 5.9% 5.7%
Net - Inside	510 34.5% 100.0%	75 27.7% 14.7%	19 35.8% 3.7%	33 26.2% 6.5%	36 38.7% 7.1%	31 31.3% 6.1%	15 25.0% 2.9%	16 27.6% 3.1%	27 28.7% 5.3%	22 40.0% 4.3%	34 41.5% 6.7%	6 12.2% 1.2%	12 35.3% 2.4%
Net - Outside	876 59.3% 100.0%	183 67.5% 20.9%	28 52.8% 3.2%	79 62.7% 9.0%	54 58.1% 6.2%	62 62.6% 7.1%	39 65.0% 4.5%	40 69.0% 4.6%	60 63.8% 6.8%	27 49.1% 3.1%	42 51.2% 4.8%	35 71.4% 4.0%	16 47.1% 1.8%

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Cigar Segmentation

Q9 Section II. How often, if ever do you smoke cigars at the following places?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	79 5.3% 100.0%	10 3.7% 12.7%	4 7.5% 5.1%	2 1.6% 2.5%	4 4.3% 5.1%	4 4.0% 5.1%	2 3.3% 2.5%	2 3.4% 2.5%	7 7.4% 8.9%	4 7.3% 5.1%	8 9.6% 10.1%	3 6.1% 3.8%	1 2.9% 1.3%
Total answering	1418 94.7% 100.0%	263 96.3% 18.5%	49 92.5% 3.5%	124 98.4% 8.7%	90 95.7% 6.3%	96 96.0% 6.8%	58 96.7% 4.1%	57 96.6% 4.0%	87 92.6% 6.1%	51 92.7% 3.6%	75 90.4% 5.3%	46 93.9% 3.2%	33 97.1% 2.3%
<u>Smoke at Cigar Bar</u>													
More than once a day (60)	6 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Everyday (30)	2 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
2-4 times a week (12)	10 0.7% 100.0%	0 0.0% 0.0%	1 2.0% 10.0%	1 0.8% 10.0%	1 1.1% 10.0%	2 2.1% 20.0%	1 1.7% 10.0%	3 5.3% 30.0%	1 1.1% 10.0%	1 2.0% 10.0%	1 1.3% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%
Once a week (4)	21 1.5% 100.0%	3 1.1% 14.3%	2 4.1% 9.5%	4 3.2% 19.0%	1 1.1% 4.8%	2 2.1% 9.5%	2 3.4% 9.5%	4 7.0% 19.0%	4 4.6% 19.0%	2 3.9% 9.5%	3 4.0% 14.3%	2 4.3% 9.5%	1 3.0% 4.8%
2-4 times a month (3)	27 1.9% 100.0%	12 4.6% 44.4%	2 4.1% 7.4%	3 2.4% 11.1%	3 3.3% 11.1%	5 5.2% 18.5%	3 5.2% 11.1%	1 1.8% 3.7%	1 1.1% 3.7%	2 3.9% 7.4%	3 4.0% 11.1%	2 4.3% 7.4%	2 6.1% 7.4%
Once a month (1)	60 4.2% 100.0%	18 6.8% 30.0%	6 12.2% 10.0%	14 11.3% 23.3%	11 12.2% 18.3%	8 8.3% 13.3%	6 10.3% 10.0%	5 8.8% 8.3%	1 1.1% 1.7%	1 2.0% 1.7%	2 2.7% 3.3%	0 0.0% 0.0%	3 9.1% 5.0%
2-4 times a year (.5)	133 9.4% 100.0%	46 17.5% 34.6%	7 14.3% 5.3%	28 22.6% 21.1%	12 13.3% 9.0%	18 18.8% 13.5%	8 13.8% 6.0%	16 28.1% 12.0%	6 6.9% 4.5%	1 2.0% 0.8%	1 1.3% 0.8%	13 28.3% 9.8%	7 21.2% 5.3%
Once a year or less (.25)	145 10.2% 100.0%	39 14.8% 26.9%	10 20.4% 6.9%	25 20.2% 17.2%	15 16.7% 10.3%	17 17.7% 11.7%	10 17.2% 6.9%	6 10.5% 4.1%	7 8.0% 4.8%	2 3.9% 1.4%	3 4.0% 2.1%	6 13.0% 4.1%	5 15.2% 3.4%
Never (0)	1014 71.5% 100.0%	145 55.1% 14.3%	21 42.9% 2.1%	48 38.7% 4.7%	47 52.2% 4.6%	44 45.8% 4.3%	28 48.3% 2.8%	22 38.6% 2.2%	67 77.0% 6.6%	41 80.4% 4.0%	62 82.7% 6.1%	23 50.0% 2.3%	15 45.5% 1.5%
Mean Std. Dev. Std. Err.	0.61 4.200 0.112	0.38 0.759 0.047	0.78 1.898 0.271	1.06 5.498 0.494	0.51 1.417 0.149	0.71 1.864 0.190	0.72 1.787 0.235	1.22 2.770 0.367	0.42 1.542 0.165	1.14 4.537 0.635	0.48 1.660 0.192	0.48 0.979 0.144	0.54 0.960 0.167

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GC 018513

Cigar Segmentation

Q9 Section II. How often, if ever do you smoke cigars at the following places?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	79 5.3% 100.0%	10 3.7% 12.7%	4 7.5% 5.1%	2 1.6% 2.5%	4 4.3% 5.1%	4 4.0% 5.1%	2 3.3% 2.5%	2 3.4% 2.5%	7 7.4% 8.9%	4 7.3% 5.1%	8 9.6% 10.1%	3 6.1% 3.8%	1 2.9% 1.3%
Total answering	1418 94.7% 100.0%	263 96.3% 18.5%	49 92.5% 3.5%	124 98.4% 8.7%	90 95.7% 6.3%	96 96.0% 6.8%	58 96.7% 4.1%	57 96.6% 4.0%	87 92.6% 6.1%	51 92.7% 3.6%	75 90.4% 5.3%	46 93.9% 3.2%	33 97.1% 2.3%
<u>Smoke at Other Bar</u>													
More than once a day (60)	7 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 14.3%	1 2.0% 14.3%	1 1.3% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%
Everyday (30)	10 0.7% 100.0%	1 0.4% 10.0%	0 0.0% 0.0%	1 0.8% 10.0%	1 1.1% 10.0%	1 1.0% 10.0%	0 0.0% 0.0%	1 1.8% 10.0%	2 2.3% 20.0%	1 2.0% 10.0%	1 1.3% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%
2-4 times a week (12)	44 3.1% 100.0%	9 3.4% 20.5%	4 8.2% 9.1%	4 3.2% 9.1%	4 4.4% 9.1%	3 3.1% 6.8%	3 5.2% 6.8%	1 1.8% 2.3%	8 9.2% 18.2%	2 3.9% 4.5%	6 8.0% 13.6%	5 10.9% 11.4%	2 6.1% 4.5%
Once a week (4)	51 3.6% 100.0%	8 3.0% 15.7%	4 8.2% 7.8%	8 6.5% 15.7%	6 6.7% 11.8%	4 4.2% 7.8%	5 8.6% 9.8%	8 14.0% 15.7%	5 5.7% 9.8%	3 5.9% 5.9%	2 2.7% 3.9%	7 15.2% 13.7%	3 9.1% 5.9%
2-4 times a month (3)	84 5.9% 100.0%	23 8.7% 27.4%	8 16.3% 9.5%	14 11.3% 16.7%	12 13.3% 14.3%	13 13.5% 15.5%	4 6.9% 4.8%	6 10.5% 7.1%	4 4.6% 4.8%	5 9.8% 6.0%	7 9.3% 8.3%	4 8.7% 4.8%	6 18.2% 7.1%
Once a month (1)	118 8.3% 100.0%	33 12.5% 28.0%	6 12.2% 5.1%	13 10.5% 11.0%	11 12.2% 9.3%	10 10.4% 8.5%	3 5.2% 2.5%	4 7.0% 3.4%	6 6.9% 5.1%	2 3.9% 1.7%	2 2.7% 1.7%	6 13.0% 5.1%	3 9.1% 2.5%
2-4 times a year (.5)	237 16.7% 100.0%	77 29.3% 32.5%	9 18.4% 3.8%	34 27.4% 14.3%	18 20.0% 7.6%	21 21.9% 8.9%	16 27.6% 6.8%	13 22.8% 5.5%	15 17.2% 6.3%	6 11.8% 2.5%	4 5.3% 1.7%	13 28.3% 5.5%	6 18.2% 2.5%
Once a year or less (.25)	180 12.7% 100.0%	37 14.1% 20.6%	3 6.1% 1.7%	15 12.1% 8.3%	6 6.7% 3.3%	11 11.5% 6.1%	8 13.8% 4.4%	5 8.8% 2.8%	14 16.1% 7.8%	6 11.8% 3.3%	7 9.3% 3.9%	4 8.7% 2.2%	2 6.1% 1.1%
Never (0)	687 48.4% 100.0%	75 28.5% 10.9%	15 30.6% 2.2%	35 28.2% 5.1%	32 35.6% 4.7%	33 34.4% 4.8%	19 32.8% 2.8%	19 33.3% 2.8%	32 36.8% 4.7%	25 49.0% 3.6%	45 60.0% 6.6%	7 15.2% 1.0%	11 33.3% 1.6%
Mean Std. Dev. Std. Err.	1.40 5.281 0.140	1.22 2.896 0.179	2.03 3.290 0.470	1.50 3.462 0.311	1.77 3.985 0.420	1.50 3.717 0.379	1.40 2.786 0.366	1.82 4.319 0.572	3.05 8.263 0.886	2.89 9.443 1.322	2.62 8.176 0.944	2.47 3.644 0.537	1.83 2.978 0.518

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GC 018514

Cigar Segmentation

Q9 Section II. How often, if ever do you smoke cigars at the following places?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	79 5.3% 100.0%	10 3.7% 12.7%	4 7.5% 5.1%	2 1.6% 2.5%	4 4.3% 5.1%	4 4.0% 5.1%	2 3.3% 2.5%	2 3.4% 2.5%	7 7.4% 8.9%	4 7.3% 5.1%	8 9.6% 10.1%	3 6.1% 3.8%	1 2.9% 1.3%
Total answering	1418 94.7% 100.0%	263 96.3% 18.5%	49 92.5% 3.5%	124 98.4% 8.7%	90 95.7% 6.3%	96 96.0% 6.8%	58 96.7% 4.1%	57 96.6% 4.0%	87 92.6% 6.1%	51 92.7% 3.6%	75 90.4% 5.3%	46 93.9% 3.2%	33 97.1% 2.3%
<u>Smoke at Cigar-Friendly Restaurants</u>													
More than once a day (60)	10 0.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 10.0%	0 0.0% 0.0%	1 1.8% 10.0%	2 2.3% 20.0%	1 2.0% 10.0%	1 1.3% 10.0%	0 0.0% 0.0%	1 3.0% 10.0%
Everyday (30)	8 0.6% 100.0%	1 0.4% 12.5%	1 2.0% 12.5%	1 0.8% 12.5%	1 1.1% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 12.5%	0 0.0% 0.0%	3 4.0% 37.5%	0 0.0% 0.0%	0 0.0% 0.0%
2-4 times a week (12)	21 1.5% 100.0%	5 1.9% 23.8%	3 6.1% 14.3%	3 2.4% 14.3%	1 1.1% 4.8%	2 2.1% 9.5%	1 1.7% 4.8%	1 1.8% 4.8%	3 3.4% 14.3%	5 9.8% 23.8%	3 4.0% 14.3%	3 6.5% 14.3%	1 3.0% 4.8%
Once a week (4)	36 2.5% 100.0%	9 3.4% 25.0%	2 4.1% 5.6%	1 0.8% 2.8%	2 2.2% 5.6%	3 3.1% 8.3%	0 0.0% 0.0%	1 1.8% 2.8%	5 5.7% 13.9%	2 3.9% 5.6%	2 2.7% 5.6%	6 13.0% 16.7%	3 9.1% 8.3%
2-4 times a month (3)	46 3.2% 100.0%	12 4.6% 26.1%	2 4.1% 4.3%	9 7.3% 19.6%	5 5.6% 10.9%	7 7.3% 15.2%	3 5.2% 6.5%	4 7.0% 8.7%	1 1.1% 2.2%	4 7.8% 8.7%	3 4.0% 6.5%	2 4.3% 4.3%	0 0.0% 0.0%
Once a month (1)	77 5.4% 100.0%	19 7.2% 24.7%	4 8.2% 5.2%	9 7.3% 11.7%	6 6.7% 7.8%	7 7.3% 9.1%	2 3.4% 2.6%	3 5.3% 3.9%	3 3.4% 3.9%	4 7.8% 5.2%	6 8.0% 7.8%	3 6.5% 3.9%	5 15.2% 6.5%
2-4 times a year (.5)	149 10.5% 100.0%	40 15.2% 26.8%	9 18.4% 6.0%	21 16.9% 14.1%	19 21.1% 12.8%	16 16.7% 10.7%	14 24.1% 9.4%	11 19.3% 7.4%	8 9.2% 5.4%	4 7.8% 2.7%	5 6.7% 3.4%	10 21.7% 6.7%	7 21.2% 4.7%
Once a year or less (.25)	175 12.3% 100.0%	42 16.0% 24.0%	8 16.3% 4.6%	16 12.9% 9.1%	12 13.3% 6.9%	10 10.4% 5.7%	9 15.5% 5.1%	10 17.5% 5.7%	9 10.3% 5.1%	6 11.8% 3.4%	8 10.7% 4.6%	6 13.0% 3.4%	2 6.1% 1.1%
Never (0)	896 63.2% 100.0%	135 51.3% 15.1%	20 40.8% 2.2%	64 51.6% 7.1%	44 48.9% 4.9%	50 52.1% 5.6%	29 50.0% 3.2%	26 45.6% 2.9%	55 63.2% 6.1%	25 49.0% 2.8%	44 58.7% 4.9%	16 34.8% 1.8%	14 42.4% 1.6%
Mean Std. Dev. Std. Err.	1.11 5.673 0.151	0.80 2.572 0.159	1.85 5.045 0.721	0.97 3.285 0.295	0.93 3.443 0.363	1.40 6.343 0.647	0.56 1.671 0.219	1.74 8.052 1.066	2.51 9.692 1.039	2.89 8.907 1.247	2.85 9.147 1.056	1.64 3.084 0.455	2.82 10.513 1.830

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GC 018515

Cigar Segmentation

Q9 Section II. How often, if ever do you smoke cigars at the following places?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
No answer	79	10	4	2	4	4	2	2	7	4	8	3	1
	5.3%	3.7%	7.5%	1.6%	4.3%	4.0%	3.3%	3.4%	7.4%	7.3%	9.6%	6.1%	2.9%
	100.0%	12.7%	5.1%	2.5%	5.1%	5.1%	2.5%	2.5%	8.9%	5.1%	10.1%	3.8%	1.3%
Total answering	1418	263	49	124	90	96	58	57	87	51	75	46	33
	94.7%	96.3%	92.5%	98.4%	95.7%	96.0%	96.7%	96.6%	92.6%	92.7%	90.4%	93.9%	97.1%
	100.0%	18.5%	3.5%	8.7%	6.3%	6.8%	4.1%	4.0%	6.1%	3.6%	5.3%	3.2%	2.3%
Smoke at Cigar Bar/Other Bar/Cigar-Friendly Restaurants													
Mean	3.12	2.40	4.65	3.53	3.21	3.61	2.67	4.78	5.98	6.92	5.95	4.59	5.19
Std. Dev.	11.776	5.264	8.867	8.761	7.300	8.658	4.422	12.941	17.886	18.906	13.966	6.064	10.846
Std. Err.	0.313	0.325	1.267	0.787	0.769	0.884	0.581	1.714	1.918	2.647	1.613	0.894	1.888

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GC 018516

Cigar Segmentation

Q10 Section II. Have you ever heard of any of the following cigar bars?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Bar & Books	118 7.9% 100.0%	23 8.4% 19.5%	12 22.6% 10.2%	10 7.9% 8.5%	9 9.6% 7.6%	16 16.0% 13.6%	4 6.7% 3.4%	7 11.9% 5.9%	8 8.5% 6.8%	8 14.5% 6.8%	19 22.9% 16.1%	7 14.3% 5.9%	5 14.7% 4.2%
Club Macanudo	264 17.6% 100.0%	92 33.7% 34.8%	23 43.4% 8.7%	52 41.3% 19.7%	30 31.9% 11.4%	38 38.0% 14.4%	25 41.7% 9.5%	23 39.0% 8.7%	15 16.0% 5.7%	11 20.0% 4.2%	19 22.9% 7.2%	22 44.9% 8.3%	17 50.0% 6.4%
Harry's Velvet Lounge	124 8.3% 100.0%	20 7.3% 16.1%	6 11.3% 4.8%	9 7.1% 7.3%	11 11.7% 8.9%	14 14.0% 11.3%	7 11.7% 5.6%	6 10.2% 4.8%	7 7.4% 5.6%	8 14.5% 6.5%	16 19.3% 12.9%	4 8.2% 3.2%	7 20.6% 5.6%
Havana	209 14.0% 100.0%	44 16.1% 21.1%	14 26.4% 6.7%	23 18.3% 11.0%	15 16.0% 7.2%	21 21.0% 10.0%	6 10.0% 2.9%	11 18.6% 5.3%	19 20.2% 9.1%	14 25.5% 6.7%	19 22.9% 9.1%	10 20.4% 4.8%	11 32.4% 5.3%
Shelly's Back Room	101 6.7% 100.0%	19 7.0% 18.8%	8 15.1% 7.9%	10 7.9% 9.9%	7 7.4% 6.9%	11 11.0% 10.9%	9 15.0% 8.9%	5 8.5% 5.0%	5 5.3% 5.0%	8 14.5% 7.9%	16 19.3% 15.8%	3 6.1% 3.0%	4 11.8% 4.0%
Grand Havana Room	187 12.5% 100.0%	43 15.8% 23.0%	14 26.4% 7.5%	29 23.0% 15.5%	18 19.1% 9.6%	26 26.0% 13.9%	13 21.7% 7.0%	10 16.9% 5.3%	11 11.7% 5.9%	12 21.8% 6.4%	18 21.7% 9.6%	11 22.4% 5.9%	13 38.2% 7.0%
No answer	1042 69.6% 100.0%	157 57.5% 15.1%	24 45.3% 2.3%	63 50.0% 6.0%	53 56.4% 5.1%	50 50.0% 4.8%	31 51.7% 3.0%	32 54.2% 3.1%	68 72.3% 6.5%	37 67.3% 3.6%	52 62.7% 5.0%	24 49.0% 2.3%	14 41.2% 1.3%

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GC 018517

Cigar Segmentation

Q10 Section II. Have you ever been to any of the following cigar bars?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Bar & Books	19	3	3	5	3	2	1	1	1	1	3	3	1
	1.3%	1.1%	5.7%	4.0%	3.2%	2.0%	1.7%	1.7%	1.1%	1.8%	3.6%	6.1%	2.9%
	100.0%	15.8%	15.8%	26.3%	15.8%	10.5%	5.3%	5.3%	5.3%	5.3%	15.8%	15.8%	5.3%
Club Macanudo	21	7	2	7	2	7	3	2	1	1	2	3	3
	1.4%	2.6%	3.8%	5.6%	2.1%	7.0%	5.0%	3.4%	1.1%	1.8%	2.4%	6.1%	8.8%
	100.0%	33.3%	9.5%	33.3%	9.5%	33.3%	14.3%	9.5%	4.8%	4.8%	9.5%	14.3%	14.3%
Harry's Velvet Lounge	13	3	1	2	1	2	1	0	2	1	3	1	0
	0.9%	1.1%	1.9%	1.6%	1.1%	2.0%	1.7%	0.0%	2.1%	1.8%	3.6%	2.0%	0.0%
	100.0%	23.1%	7.7%	15.4%	7.7%	15.4%	7.7%	0.0%	15.4%	7.7%	23.1%	7.7%	0.0%
Havana	23	8	3	7	2	2	1	0	1	0	2	1	1
	1.5%	2.9%	5.7%	5.6%	2.1%	2.0%	1.7%	0.0%	1.1%	0.0%	2.4%	2.0%	2.9%
	100.0%	34.8%	13.0%	30.4%	8.7%	8.7%	4.3%	0.0%	4.3%	0.0%	8.7%	4.3%	4.3%
Shelly's Back Room	15	4	3	2	2	2	3	1	1	1	2	1	1
	1.0%	1.5%	5.7%	1.6%	2.1%	2.0%	5.0%	1.7%	1.1%	1.8%	2.4%	2.0%	2.9%
	100.0%	26.7%	20.0%	13.3%	13.3%	13.3%	20.0%	6.7%	6.7%	6.7%	13.3%	6.7%	6.7%
Grand Havana Room	14	3	3	5	3	3	0	0	1	1	3	3	0
	0.9%	1.1%	5.7%	4.0%	3.2%	3.0%	0.0%	0.0%	1.1%	1.8%	3.6%	6.1%	0.0%
	100.0%	21.4%	21.4%	35.7%	21.4%	21.4%	0.0%	0.0%	7.1%	7.1%	21.4%	21.4%	0.0%
No answer	1430	256	45	107	84	90	53	56	91	53	77	44	29
	95.5%	93.8%	84.9%	84.9%	89.4%	90.0%	88.3%	94.9%	96.8%	96.4%	92.8%	89.8%	85.3%
	100.0%	17.9%	3.1%	7.5%	5.9%	6.3%	3.7%	3.9%	6.4%	3.7%	5.4%	3.1%	2.0%

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Cigar Segmentation

Q11 Section II. Most of the time when you are smoking a cigar, are you . . . ?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Net - Alcohol	679 45.4% 100.0%	155 56.8% 22.8%	25 47.2% 3.7%	68 54.0% 10.0%	51 54.3% 7.5%	57 57.0% 8.4%	30 50.0% 4.4%	30 50.8% 4.4%	38 40.4% 5.6%	19 34.5% 2.8%	26 31.3% 3.8%	21 42.9% 3.1%	16 47.1% 2.4%
Drinking beer	374 25.0% 100.0%	70 25.6% 18.7%	8 15.1% 2.1%	30 23.8% 8.0%	29 30.9% 7.8%	21 21.0% 5.6%	14 23.3% 3.7%	12 20.3% 3.2%	21 22.3% 5.6%	11 20.0% 2.9%	14 16.9% 3.7%	7 14.3% 1.9%	7 20.6% 1.9%
Drinking wine	69 4.6% 100.0%	18 6.6% 26.1%	1 1.9% 1.4%	10 7.9% 14.5%	4 4.3% 5.8%	11 11.0% 15.9%	5 8.3% 7.2%	4 6.8% 5.8%	3 3.2% 4.3%	2 3.6% 2.9%	2 2.4% 2.9%	4 8.2% 5.8%	2 5.9% 2.9%
Drinking liquor	247 16.5% 100.0%	67 24.5% 27.1%	16 30.2% 6.5%	28 22.2% 11.3%	18 19.1% 7.3%	26 26.0% 10.5%	11 18.3% 4.5%	15 25.4% 6.1%	14 14.9% 5.7%	6 10.9% 2.4%	10 12.0% 4.0%	10 20.4% 4.0%	7 20.6% 2.8%
Drinking coffee	81 5.4% 100.0%	6 2.2% 7.4%	4 7.5% 4.9%	5 4.0% 6.2%	6 6.4% 7.4%	3 3.0% 3.7%	4 6.7% 4.9%	4 6.8% 4.9%	5 5.3% 6.2%	5 9.1% 6.2%	12 14.5% 14.8%	4 8.2% 4.9%	2 5.9% 2.5%
Eating a meal	5 0.3% 100.0%	0 0.0% 0.0%	1 1.9% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 20.0%	1 1.1% 20.0%	0 0.0% 0.0%	1 1.2% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%
Resting after a meal	322 21.5% 100.0%	49 17.9% 15.2%	11 20.8% 3.4%	26 20.6% 8.1%	16 17.0% 5.0%	23 23.0% 7.1%	14 23.3% 4.3%	11 18.6% 3.4%	30 31.9% 9.3%	15 27.3% 4.7%	18 21.7% 5.6%	11 22.4% 3.4%	10 29.4% 3.1%
None of these	423 28.3% 100.0%	63 23.1% 14.9%	13 24.5% 3.1%	31 24.6% 7.3%	23 24.5% 5.4%	16 16.0% 3.8%	14 23.3% 3.3%	13 22.0% 3.1%	23 24.5% 5.4%	17 30.9% 4.0%	29 34.9% 6.9%	13 26.5% 3.1%	6 17.6% 1.4%
No answer	12 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q12 Section II. Approximately how much in total do you spend on a weekly basis for all cigars that you buy (on average)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	23 1.5% 100.0%	2 0.7% 8.7%	1 1.9% 4.3%	1 0.8% 4.3%	2 2.1% 8.7%	3 3.0% 13.0%	1 1.7% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 4.3%
Total answering	1474 98.5% 100.0%	271 99.3% 18.4%	52 98.1% 3.5%	125 99.2% 8.5%	92 97.9% 6.2%	97 97.0% 6.6%	59 98.3% 4.0%	59 100.0% 4.0%	94 100.0% 6.4%	55 100.0% 3.7%	83 100.0% 5.6%	49 100.0% 3.3%	33 97.1% 2.2%
Less than $5 (2.5)	604 41.0% 100.0%	81 29.9% 13.4%	6 11.5% 1.0%	21 16.8% 3.5%	18 19.6% 3.0%	20 20.6% 3.3%	8 13.6% 1.3%	6 10.2% 1.0%	39 41.5% 6.5%	21 38.2% 3.5%	26 31.3% 4.3%	5 10.2% 0.8%	1 3.0% 0.2%
$5 - $9 (7)	301 20.4% 100.0%	69 25.5% 22.9%	7 13.5% 2.3%	26 20.8% 8.6%	19 20.7% 6.3%	17 17.5% 5.6%	12 20.3% 4.0%	11 18.6% 3.7%	17 18.1% 5.6%	10 18.2% 3.3%	19 22.9% 6.3%	6 12.2% 2.0%	2 6.1% 0.7%
$10 - $14 (12)	206 14.0% 100.0%	29 10.7% 14.1%	7 13.5% 3.4%	24 19.2% 11.7%	12 13.0% 5.8%	14 14.4% 6.8%	10 16.9% 4.9%	12 20.3% 5.8%	14 14.9% 6.8%	12 21.8% 5.8%	15 18.1% 7.3%	6 12.2% 2.9%	4 12.1% 1.9%
$15 - $19 (17)	84 5.7% 100.0%	22 8.1% 26.2%	7 13.5% 8.3%	6 4.8% 7.1%	8 8.7% 9.5%	10 10.3% 11.9%	3 5.1% 3.6%	7 11.9% 8.3%	4 4.3% 4.8%	4 7.3% 4.8%	6 7.2% 7.1%	5 10.2% 6.0%	7 21.2% 8.3%
$20 - $29 (25)	130 8.8% 100.0%	27 10.0% 20.8%	7 13.5% 5.4%	19 15.2% 14.6%	9 9.8% 6.9%	12 12.4% 9.2%	6 10.2% 4.6%	10 16.9% 7.7%	8 8.5% 6.2%	2 3.6% 1.5%	5 6.0% 3.8%	9 18.4% 6.9%	4 12.1% 3.1%
$30 - $49 (40)	94 6.4% 100.0%	30 11.1% 31.9%	10 19.2% 10.6%	14 11.2% 14.9%	13 14.1% 13.8%	12 12.4% 12.8%	11 18.6% 11.7%	7 11.9% 7.4%	10 10.6% 10.6%	5 9.1% 5.3%	7 8.4% 7.4%	15 30.6% 16.0%	8 24.2% 8.5%
$50 - $74 (63)	32 2.2% 100.0%	8 3.0% 25.0%	6 11.5% 18.8%	10 8.0% 31.3%	8 8.7% 25.0%	7 7.2% 21.9%	6 10.2% 18.8%	1 1.7% 3.1%	2 2.1% 6.3%	0 0.0% 0.0%	2 2.4% 6.3%	0 0.0% 0.0%	5 15.2% 15.6%
$75 - $99 (88)	14 0.9% 100.0%	4 1.5% 28.6%	1 1.9% 7.1%	3 2.4% 21.4%	4 4.3% 28.6%	3 3.1% 21.4%	2 3.4% 14.3%	3 5.1% 21.4%	0 0.0% 0.0%	1 1.8% 7.1%	2 2.4% 14.3%	2 4.1% 14.3%	1 3.0% 7.1%
$100 - $124 (112)	4 0.3% 100.0%	1 0.4% 25.0%	1 1.9% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 50.0%	0 0.0% 0.0%	1 1.7% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 25.0%	1 3.0% 25.0%
$125 - $149 (138)	3 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.6% 66.7%	1 1.1% 33.3%	0 0.0% 0.0%	1 1.7% 33.3%	1 1.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
$150 - $199 (175)	2 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q12 Section II. Approximately how much in total do you spend on a weekly basis for all cigars that you buy (on average)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
$200 - $299 (250)	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
$300+ (350)	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mean	12.88	15.68	27.31	22.64	23.88	22.85	26.39	24.78	12.54	12.23	16.41	27.03	33.89
Std. Dev.	17.739	18.043	23.892	25.053	25.851	24.589	26.766	27.649	14.070	15.078	24.942	22.587	25.141
Std. Err.	0.462	1.096	3.313	2.241	2.695	2.497	3.485	3.600	1.451	2.033	2.738	3.227	4.376

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Cigar Segmentation

Q13 Section II. How much do you typically spend for each cigar (on average)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
No answer	19	0	0	0	0	2	0	1	0	1	0	0	0
	1.3%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	1.7%	0.0%	1.8%	0.0%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	5.3%	0.0%	5.3%	0.0%	0.0%	0.0%
Total answering	1478	273	53	126	94	98	60	58	94	54	83	49	34
	98.7%	100.0%	100.0%	100.0%	100.0%	98.0%	100.0%	98.3%	100.0%	98.2%	100.0%	100.0%	100.0%
	100.0%	18.5%	3.6%	8.5%	6.4%	6.6%	4.1%	3.9%	6.4%	3.7%	5.6%	3.3%	2.3%
Less than $1.00 (.50)	265	4	1	0	3	0	2	1	14	13	25	1	0
	17.9%	1.5%	1.9%	0.0%	3.2%	0.0%	3.3%	1.7%	14.9%	24.1%	30.1%	2.0%	0.0%
	100.0%	1.5%	0.4%	0.0%	1.1%	0.0%	0.8%	0.4%	5.3%	4.9%	9.4%	0.4%	0.0%
$1.00 - $1.99 (1.50)	224	10	2	4	3	2	3	4	23	15	25	2	1
	15.2%	3.7%	3.8%	3.2%	3.2%	2.0%	5.0%	6.9%	24.5%	27.8%	30.1%	4.1%	2.9%
	100.0%	4.5%	0.9%	1.8%	1.3%	0.9%	1.3%	1.8%	10.3%	6.7%	11.2%	0.9%	0.4%
$2.00 - $2.99 (2.50)	143	11	2	6	9	2	6	5	10	8	11	1	1
	9.7%	4.0%	3.8%	4.8%	9.6%	2.0%	10.0%	8.6%	10.6%	14.8%	13.3%	2.0%	2.9%
	100.0%	7.7%	1.4%	4.2%	6.3%	1.4%	4.2%	3.5%	7.0%	5.6%	7.7%	0.7%	0.7%
$3.00 - $3.99 (3.50)	138	28	5	11	12	5	6	6	18	7	6	10	2
	9.3%	10.3%	9.4%	8.7%	12.8%	5.1%	10.0%	10.3%	19.1%	13.0%	7.2%	20.4%	5.9%
	100.0%	20.3%	3.6%	8.0%	8.7%	3.6%	4.3%	4.3%	13.0%	5.1%	4.3%	7.2%	1.4%
$4.00 - $4.99 (4.50)	166	45	6	22	17	11	13	17	9	4	8	9	4
	11.2%	16.5%	11.3%	17.5%	18.1%	11.2%	21.7%	29.3%	9.6%	7.4%	9.6%	18.4%	11.8%
	100.0%	27.1%	3.6%	13.3%	10.2%	6.6%	7.8%	10.2%	5.4%	2.4%	4.8%	5.4%	2.4%
$5.00 - $5.99 (5.50)	145	37	8	18	11	9	6	6	5	1	2	6	3
	9.8%	13.6%	15.1%	14.3%	11.7%	9.2%	10.0%	10.3%	5.3%	1.9%	2.4%	12.2%	8.8%
	100.0%	25.5%	5.5%	12.4%	7.6%	6.2%	4.1%	4.1%	3.4%	0.7%	1.4%	4.1%	2.1%
$6.00 - $6.99 (6.50)	92	33	7	15	13	14	12	5	6	0	1	7	4
	6.2%	12.1%	13.2%	11.9%	13.8%	14.3%	20.0%	8.6%	6.4%	0.0%	1.2%	14.3%	11.8%
	100.0%	35.9%	7.6%	16.3%	14.1%	15.2%	13.0%	5.4%	6.5%	0.0%	1.1%	7.6%	4.3%
$7.00 - $7.99 (7.50)	81	29	5	18	8	18	3	3	1	2	2	4	5
	5.5%	10.6%	9.4%	14.3%	8.5%	18.4%	5.0%	5.2%	1.1%	3.7%	2.4%	8.2%	14.7%
	100.0%	35.8%	6.2%	22.2%	9.9%	22.2%	3.7%	3.7%	1.2%	2.5%	2.5%	4.9%	6.2%
$8.00 - $8.99 (8.50)	60	25	4	7	7	5	1	3	2	0	1	2	2
	4.1%	9.2%	7.5%	5.6%	7.4%	5.1%	1.7%	5.2%	2.1%	0.0%	1.2%	4.1%	5.9%
	100.0%	41.7%	6.7%	11.7%	11.7%	8.3%	1.7%	5.0%	3.3%	0.0%	1.7%	3.3%	3.3%
$9.00 - $9.99 (9.50)	44	20	5	10	3	8	2	1	3	1	2	3	4
	3.0%	7.3%	9.4%	7.9%	3.2%	8.2%	3.3%	1.7%	3.2%	1.9%	2.4%	6.1%	11.8%
	100.0%	45.5%	11.4%	22.7%	6.8%	18.2%	4.5%	2.3%	6.8%	2.3%	4.5%	6.8%	9.1%
$10.00 - $14.99 (12.50)	90	24	6	14	7	17	5	3	2	1	0	3	6
	6.1%	8.8%	11.3%	11.1%	7.4%	17.3%	8.3%	5.2%	2.1%	1.9%	0.0%	6.1%	17.6%
	100.0%	26.7%	6.7%	15.6%	7.8%	18.9%	5.6%	3.3%	2.2%	1.1%	0.0%	3.3%	6.7%

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Cigar Segmentation

Q13 Section II. How much do you typically spend for each cigar (on average)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
$15.00 - $19.99 (17.50)	18	6	2	1	1	4	1	3	1	2	0	1	1
	1.2%	2.2%	3.8%	0.8%	1.1%	4.1%	1.7%	5.2%	1.1%	3.7%	0.0%	2.0%	2.9%
	100.0%	33.3%	11.1%	5.6%	5.6%	22.2%	5.6%	16.7%	5.6%	11.1%	0.0%	5.6%	5.6%
$20.00 - $29.99 (25)	5	1	0	0	0	1	0	0	0	0	0	0	1
	0.3%	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
	100.0%	20.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%
$30.00 - $39.99 (35)	3	0	0	0	0	2	0	0	0	0	0	0	0
	0.2%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$40.00 - $49.99 (45)	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$50.00+ (55)	4	0	0	0	0	0	0	1	0	0	0	0	0
	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mean	4.65	6.64	7.01	6.64	5.80	8.64	5.68	6.63	3.53	3.13	2.34	5.93	8.28
Std. Dev.	4.807	3.470	3.683	3.046	3.117	5.472	3.296	7.481	3.011	3.703	2.150	3.182	4.601
Std. Err.	0.125	0.210	0.506	0.271	0.322	0.553	0.426	0.982	0.311	0.504	0.236	0.455	0.789

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Cigar Segmentation

Q14A Section II. Have you ever bought cigars from the following sources?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Department Store	302 20.2% 100.0%	39 14.3% 12.9%	8 15.1% 2.6%	18 14.3% 6.0%	16 17.0% 5.3%	11 11.0% 3.6%	12 20.0% 4.0%	11 18.6% 3.6%	23 24.5% 7.6%	17 30.9% 5.6%	30 36.1% 9.9%	6 12.2% 2.0%	3 8.8% 1.0%
Duty-Free Store	234 15.6% 100.0%	48 17.6% 20.5%	11 20.8% 4.7%	30 23.8% 12.8%	21 22.3% 9.0%	25 25.0% 10.7%	18 30.0% 7.7%	18 30.5% 7.7%	18 19.1% 7.7%	6 10.9% 2.6%	10 12.0% 4.3%	7 14.3% 3.0%	12 35.3% 5.1%
Liquor Store	514 34.3% 100.0%	112 41.0% 21.8%	26 49.1% 5.1%	44 34.9% 8.6%	43 45.7% 8.4%	40 40.0% 7.8%	28 46.7% 5.4%	26 44.1% 5.1%	35 37.2% 6.8%	23 41.8% 4.5%	27 32.5% 5.3%	13 26.5% 2.5%	12 35.3% 2.3%
Newsstand	220 14.7% 100.0%	49 17.9% 22.3%	10 18.9% 4.5%	20 15.9% 9.1%	17 18.1% 7.7%	14 14.0% 6.4%	11 18.3% 5.0%	15 25.4% 6.8%	24 25.5% 10.9%	8 14.5% 3.6%	19 22.9% 8.6%	10 20.4% 4.5%	6 17.6% 2.7%
Other	234 15.6% 100.0%	49 17.9% 20.9%	13 24.5% 5.6%	23 18.3% 9.8%	20 21.3% 8.5%	26 26.0% 11.1%	6 10.0% 2.6%	12 20.3% 5.1%	11 11.7% 4.7%	6 10.9% 2.6%	15 18.1% 6.4%	9 18.4% 3.8%	7 20.6% 3.0%
Net - Mass Channel	1053 70.3% 100.0%	167 61.2% 15.9%	37 69.8% 3.5%	76 60.3% 7.2%	57 60.6% 5.4%	46 46.0% 4.4%	34 56.7% 3.2%	33 55.9% 3.1%	86 91.5% 8.2%	46 83.6% 4.4%	79 95.2% 7.5%	26 53.1% 2.5%	20 58.8% 1.9%
Discount Store (like Kmart, Walmart)	600 40.1% 100.0%	69 25.3% 11.5%	14 26.4% 2.3%	26 20.6% 4.3%	24 25.5% 4.0%	15 15.0% 2.5%	15 25.0% 2.5%	13 22.0% 2.2%	49 52.1% 8.2%	31 56.4% 5.2%	53 63.9% 8.8%	7 14.3% 1.2%	8 23.5% 1.3%
Drug Store	704 47.0% 100.0%	129 47.3% 18.3%	27 50.9% 3.8%	57 45.2% 8.1%	40 42.6% 5.7%	33 33.0% 4.7%	23 38.3% 3.3%	24 40.7% 3.4%	72 76.6% 10.2%	32 58.2% 4.5%	54 65.1% 7.7%	17 34.7% 2.4%	13 38.2% 1.8%
Convenience Store	571 38.1% 100.0%	79 28.9% 13.8%	18 34.0% 3.2%	32 25.4% 5.6%	23 24.5% 4.0%	23 23.0% 4.0%	17 28.3% 3.0%	14 23.7% 2.5%	46 48.9% 8.1%	26 47.3% 4.6%	55 66.3% 9.6%	8 16.3% 1.4%	9 26.5% 1.6%
Grocery Store	543 36.3% 100.0%	65 23.8% 12.0%	17 32.1% 3.1%	23 18.3% 4.2%	19 20.2% 3.5%	19 19.0% 3.5%	13 21.7% 2.4%	13 22.0% 2.4%	40 42.6% 7.4%	26 47.3% 4.8%	53 63.9% 9.8%	10 20.4% 1.8%	8 23.5% 1.5%
Warehouse Club (like Sam's)	146 9.8% 100.0%	21 7.7% 14.4%	9 17.0% 6.2%	12 9.5% 8.2%	17 18.1% 11.6%	10 10.0% 6.8%	4 6.7% 2.7%	5 8.5% 3.4%	11 11.7% 7.5%	8 14.5% 5.5%	18 21.7% 12.3%	4 8.2% 2.7%	6 17.6% 4.1%
Net - Tobacconist	1111 74.2% 100.0%	260 95.2% 23.4%	52 98.1% 4.7%	122 96.8% 11.0%	90 95.7% 8.1%	97 97.0% 8.7%	58 96.7% 5.2%	58 98.3% 5.2%	78 83.0% 7.0%	41 74.5% 3.7%	55 66.3% 5.0%	49 100.0% 4.4%	34 100.0% 3.1%
Chain Tobacconist store (e.g., Tinder Box)	868 58.0% 100.0%	205 75.1% 23.6%	48 90.6% 5.5%	99 78.6% 11.4%	76 80.9% 8.8%	80 80.0% 9.2%	49 81.7% 5.6%	46 78.0% 5.3%	59 62.8% 6.8%	33 60.0% 3.8%	45 54.2% 5.2%	40 81.6% 4.6%	28 82.4% 3.2%

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Cigar Segmentation

Q14A Section II. Have you ever bought cigars from the following sources?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Local Tobacconist/ Independent Smoke Shop	836 55.8% 100.0%	210 76.9% 25.1%	42 79.2% 5.0%	108 85.7% 12.9%	73 77.7% 8.7%	79 79.0% 9.4%	50 83.3% 6.0%	48 81.4% 5.7%	55 58.5% 6.6%	27 49.1% 3.2%	35 42.2% 4.2%	40 81.6% 4.8%	28 82.4% 3.3%
Net - On Premises	576 38.5% 100.0%	165 60.4% 28.6%	30 56.6% 5.2%	76 60.3% 13.2%	59 62.8% 10.2%	63 63.0% 10.9%	32 53.3% 5.6%	36 61.0% 6.3%	35 37.2% 6.1%	18 32.7% 3.1%	33 39.8% 5.7%	32 65.3% 5.6%	24 70.6% 4.2%
Cigar Bar	341 22.8% 100.0%	106 38.8% 31.1%	23 43.4% 6.7%	56 44.4% 16.4%	39 41.5% 11.4%	49 49.0% 14.4%	21 35.0% 6.2%	30 50.8% 8.8%	17 18.1% 5.0%	8 14.5% 2.3%	17 20.5% 5.0%	22 44.9% 6.5%	21 61.8% 6.2%
Another bar that allows cigar smoking (not a cigar bar)	292 19.5% 100.0%	90 33.0% 30.8%	19 35.8% 6.5%	42 33.3% 14.4%	32 34.0% 11.0%	35 35.0% 12.0%	17 28.3% 5.8%	19 32.2% 6.5%	17 18.1% 5.8%	8 14.5% 2.7%	16 19.3% 5.5%	18 36.7% 6.2%	16 47.1% 5.5%
Restaurant	257 17.2% 100.0%	81 29.7% 31.5%	10 18.9% 3.9%	35 27.8% 13.6%	24 25.5% 9.3%	22 22.0% 8.6%	13 21.7% 5.1%	13 22.0% 5.1%	16 17.0% 6.2%	8 14.5% 3.1%	18 21.7% 7.0%	16 32.7% 6.2%	11 32.4% 4.3%
Sport Club/Sporting Event	164 11.0% 100.0%	48 17.6% 29.3%	14 26.4% 8.5%	22 17.5% 13.4%	24 25.5% 14.6%	21 21.0% 12.8%	9 15.0% 5.5%	11 18.6% 6.7%	10 10.6% 6.1%	6 10.9% 3.7%	13 15.7% 7.9%	11 22.4% 6.7%	9 26.5% 5.5%
Net - Internet/Mail Order	455 30.4% 100.0%	109 39.9% 24.0%	27 50.9% 5.9%	65 51.6% 14.3%	44 46.8% 9.7%	40 40.0% 8.8%	36 60.0% 7.9%	38 64.4% 8.4%	29 30.9% 6.4%	13 23.6% 2.9%	24 28.9% 5.3%	29 59.2% 6.4%	18 52.9% 4.0%
Internet Site	101 6.7% 100.0%	26 9.5% 25.7%	7 13.2% 6.9%	13 10.3% 12.9%	15 16.0% 14.9%	9 9.0% 8.9%	11 18.3% 10.9%	10 16.9% 9.9%	2 2.1% 2.0%	2 3.6% 2.0%	8 9.6% 7.9%	9 18.4% 8.9%	6 17.6% 5.9%
Mail Order/Catalog	445 29.7% 100.0%	107 39.2% 24.0%	27 50.9% 6.1%	63 50.0% 14.2%	44 46.8% 9.9%	40 40.0% 9.0%	36 60.0% 8.1%	38 64.4% 8.5%	28 29.8% 6.3%	12 21.8% 2.7%	24 28.9% 5.4%	28 57.1% 6.3%	18 52.9% 4.0%
No answer	12 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	302 100.0% 100.0%	39 100.0% 12.9%	8 100.0% 2.6%	18 100.0% 6.0%	16 100.0% 5.3%	11 100.0% 3.6%	12 100.0% 4.0%	11 100.0% 3.6%	23 100.0% 7.6%	17 100.0% 5.6%	30 100.0% 9.9%	6 100.0% 2.0%	3 100.0% 1.0%
No answer	65 21.5% 100.0%	9 23.1% 13.8%	1 12.5% 1.5%	4 22.2% 6.2%	6 37.5% 9.2%	5 45.5% 7.7%	3 25.0% 4.6%	2 18.2% 3.1%	0 0.0% 0.0%	3 17.6% 4.6%	5 16.7% 7.7%	2 33.3% 3.1%	3 100.0% 4.6%
Total answering	237 78.5% 100.0%	30 76.9% 12.7%	7 87.5% 3.0%	14 77.8% 5.9%	10 62.5% 4.2%	6 54.5% 2.5%	9 75.0% 3.8%	9 81.8% 3.8%	23 100.0% 9.7%	14 82.4% 5.9%	25 83.3% 10.5%	4 66.7% 1.7%	0 0.0% 0.0%
<u>Department Store</u>													
Once a week or more (52)	15 6.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.3% 6.7%	5 35.7% 33.3%	6 24.0% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%
Once-twice a month (18)	46 19.4% 100.0%	5 16.7% 10.9%	2 28.6% 4.3%	3 21.4% 6.5%	1 10.0% 2.2%	1 16.7% 2.2%	2 22.2% 4.3%	3 33.3% 6.5%	4 17.4% 8.7%	4 28.6% 8.7%	5 20.0% 10.9%	1 25.0% 2.2%	0 0.0% 0.0%
Once or twice a year (2)	84 35.4% 100.0%	10 33.3% 11.9%	2 28.6% 2.4%	5 35.7% 6.0%	2 20.0% 2.4%	2 33.3% 2.4%	1 11.1% 1.2%	0 0.0% 0.0%	11 47.8% 13.1%	3 21.4% 3.6%	5 20.0% 6.0%	3 75.0% 3.6%	0 0.0% 0.0%
Less than once a year (1)	92 38.8% 100.0%	15 50.0% 16.3%	3 42.9% 3.3%	6 42.9% 6.5%	7 70.0% 7.6%	2 33.3% 2.2%	6 66.7% 6.5%	6 66.7% 6.5%	7 30.4% 7.6%	2 14.3% 2.2%	9 36.0% 9.8%	0 0.0% 0.0%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	7.88 13.208 0.858	4.17 6.309 1.152	6.14 8.112 3.066	5.00 7.060 1.887	2.90 5.322 1.683	12.67 20.373 8.317	4.89 7.441 2.480	6.67 8.500 2.833	6.65 11.742 2.448	24.29 22.486 6.010	16.84 21.197 4.239	6.00 8.000 4.000	0.00 0.000 0.000

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	600 100.0% 100.0%	69 100.0% 11.5%	14 100.0% 2.3%	26 100.0% 4.3%	24 100.0% 4.0%	15 100.0% 2.5%	15 100.0% 2.5%	13 100.0% 2.2%	49 100.0% 8.2%	31 100.0% 5.2%	53 100.0% 8.8%	7 100.0% 1.2%	8 100.0% 1.3%
No answer	87 14.5% 100.0%	13 18.8% 14.9%	2 14.3% 2.3%	6 23.1% 6.9%	5 20.8% 5.7%	6 40.0% 6.9%	6 40.0% 6.9%	1 7.7% 1.1%	3 6.1% 3.4%	4 12.9% 4.6%	5 9.4% 5.7%	2 28.6% 2.3%	4 50.0% 4.6%
Total answering	513 85.5% 100.0%	56 81.2% 10.9%	12 85.7% 2.3%	20 76.9% 3.9%	19 79.2% 3.7%	9 60.0% 1.8%	9 60.0% 1.8%	12 92.3% 2.3%	46 93.9% 9.0%	27 87.1% 5.3%	48 90.6% 9.4%	5 71.4% 1.0%	4 50.0% 0.8%
Discount Store (like Kmart, Walmart)													
Once a week or more (52)	61 11.9% 100.0%	1 1.8% 1.6%	0 0.0% 0.0%	1 5.0% 1.6%	1 5.3% 1.6%	1 11.1% 1.6%	0 0.0% 0.0%	1 8.3% 1.6%	5 10.9% 8.2%	7 25.9% 11.5%	12 25.0% 19.7%	1 20.0% 1.6%	0 0.0% 0.0%
Once-twice a month (18)	122 23.8% 100.0%	8 14.3% 6.6%	2 16.7% 1.6%	3 15.0% 2.5%	4 21.1% 3.3%	2 22.2% 1.6%	2 22.2% 1.6%	0 0.0% 0.0%	10 21.7% 8.2%	8 29.6% 6.6%	19 39.6% 15.6%	1 20.0% 0.8%	1 25.0% 0.8%
Once or twice a year (2)	184 35.9% 100.0%	17 30.4% 9.2%	6 50.0% 3.3%	5 25.0% 2.7%	5 26.3% 2.7%	3 33.3% 1.6%	1 11.1% 0.5%	3 25.0% 1.6%	22 47.8% 12.0%	9 33.3% 4.9%	8 16.7% 4.3%	2 40.0% 1.1%	2 50.0% 1.1%
Less than once a year (1)	146 28.5% 100.0%	30 53.6% 20.5%	4 33.3% 2.7%	11 55.0% 7.5%	9 47.4% 6.2%	3 33.3% 2.1%	6 66.7% 4.1%	8 66.7% 5.5%	9 19.6% 6.2%	3 11.1% 2.1%	9 18.8% 6.2%	1 20.0% 0.7%	1 25.0% 0.7%
Mean Std. Dev. Std. Err.	11.47 16.412 0.725	4.64 8.725 1.166	4.33 6.401 1.848	6.35 12.356 2.763	7.53 12.808 2.938	10.78 17.035 5.678	4.89 7.441 2.480	5.50 14.650 4.229	10.72 16.037 2.365	19.59 20.750 3.993	20.65 19.670 2.839	15.00 21.863 9.778	5.75 8.180 4.090

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	704	129	27	57	40	33	23	24	72	32	54	17	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.3%	3.8%	8.1%	5.7%	4.7%	3.3%	3.4%	10.2%	4.5%	7.7%	2.4%	1.8%
No answer	98	10	2	7	4	5	5	2	2	6	11	1	1
	13.9%	7.8%	7.4%	12.3%	10.0%	15.2%	21.7%	8.3%	2.8%	18.8%	20.4%	5.9%	7.7%
	100.0%	10.2%	2.0%	7.1%	4.1%	5.1%	5.1%	2.0%	2.0%	6.1%	11.2%	1.0%	1.0%
Total answering	606	119	25	50	36	28	18	22	70	26	43	16	12
	86.1%	92.2%	92.6%	87.7%	90.0%	84.8%	78.3%	91.7%	97.2%	81.3%	79.6%	94.1%	92.3%
	100.0%	19.6%	4.1%	8.3%	5.9%	4.6%	3.0%	3.6%	11.6%	4.3%	7.1%	2.6%	2.0%
Drug Store													
Once a week or more (52)	63	7	0	3	2	1	2	0	5	5	13	2	1
	10.4%	5.9%	0.0%	6.0%	5.6%	3.6%	11.1%	0.0%	7.1%	19.2%	30.2%	12.5%	8.3%
	100.0%	11.1%	0.0%	4.8%	3.2%	1.6%	3.2%	0.0%	7.9%	7.9%	20.6%	3.2%	1.6%
Once-twice a month (18)	135	23	2	9	4	6	4	2	20	9	14	2	3
	22.3%	19.3%	8.0%	18.0%	11.1%	21.4%	22.2%	9.1%	28.6%	34.6%	32.6%	12.5%	25.0%
	100.0%	17.0%	1.5%	6.7%	3.0%	4.4%	3.0%	1.5%	14.8%	6.7%	10.4%	1.5%	2.2%
Once or twice a year (2)	236	53	16	24	15	11	7	10	33	7	7	11	2
	38.9%	44.5%	64.0%	48.0%	41.7%	39.3%	38.9%	45.5%	47.1%	26.9%	16.3%	68.8%	16.7%
	100.0%	22.5%	6.8%	10.2%	6.4%	4.7%	3.0%	4.2%	14.0%	3.0%	3.0%	4.7%	0.8%
Less than once a year (1)	172	36	7	14	15	10	5	10	12	5	9	1	6
	28.4%	30.3%	28.0%	28.0%	41.7%	35.7%	27.8%	45.5%	17.1%	19.2%	20.9%	6.3%	50.0%
	100.0%	20.9%	4.1%	8.1%	8.7%	5.8%	2.9%	5.8%	7.0%	2.9%	5.2%	0.6%	3.5%
Mean	10.48	7.73	3.00	7.60	6.14	6.86	10.83	3.00	9.97	16.96	22.12	10.19	9.67
Std. Dev.	15.676	12.860	4.537	12.976	12.447	11.198	16.493	4.880	13.823	18.962	21.096	17.205	15.281
Std. Err.	0.637	1.179	0.907	1.835	2.074	2.116	3.888	1.040	1.652	3.719	3.217	4.301	4.411

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	868 100.0% 100.0%	205 100.0% 23.6%	48 100.0% 5.5%	99 100.0% 11.4%	76 100.0% 8.8%	80 100.0% 9.2%	49 100.0% 5.6%	46 100.0% 5.3%	59 100.0% 6.8%	33 100.0% 3.8%	45 100.0% 5.2%	40 100.0% 4.6%	28 100.0% 3.2%
No answer	92 10.6% 100.0%	8 3.9% 8.7%	3 6.3% 3.3%	6 6.1% 6.5%	10 13.2% 10.9%	7 8.8% 7.6%	5 10.2% 5.4%	3 6.5% 3.3%	3 5.1% 3.3%	3 9.1% 3.3%	7 15.6% 7.6%	1 2.5% 1.1%	3 10.7% 3.3%
Total answering	776 89.4% 100.0%	197 96.1% 25.4%	45 93.8% 5.8%	93 93.9% 12.0%	66 86.8% 8.5%	73 91.3% 9.4%	44 89.8% 5.7%	43 93.5% 5.5%	56 94.9% 7.2%	30 90.9% 3.9%	38 84.4% 4.9%	39 97.5% 5.0%	25 89.3% 3.2%
<u>Chain Tobacconist store (e.g., Tinder Box)</u>													
Once a week or more (52)	58 7.5% 100.0%	14 7.1% 24.1%	4 8.9% 6.9%	5 5.4% 8.6%	6 9.1% 10.3%	6 8.2% 10.3%	3 6.8% 5.2%	4 9.3% 6.9%	7 12.5% 12.1%	5 16.7% 8.6%	9 23.7% 15.5%	5 12.8% 8.6%	4 16.0% 6.9%
Once-twice a month (18)	213 27.4% 100.0%	64 32.5% 30.0%	18 40.0% 8.5%	34 36.6% 16.0%	23 34.8% 10.8%	21 28.8% 9.9%	13 29.5% 6.1%	8 18.6% 3.8%	18 32.1% 8.5%	12 40.0% 5.6%	11 28.9% 5.2%	18 46.2% 8.5%	10 40.0% 4.7%
Once or twice a year (2)	329 42.4% 100.0%	86 43.7% 26.1%	18 40.0% 5.5%	42 45.2% 12.8%	31 47.0% 9.4%	37 50.7% 11.2%	21 47.7% 6.4%	22 51.2% 6.7%	21 37.5% 6.4%	7 23.3% 2.1%	10 26.3% 3.0%	14 35.9% 4.3%	6 24.0% 1.8%
Less than once a year (1)	176 22.7% 100.0%	33 16.8% 18.8%	5 11.1% 2.8%	12 12.9% 6.8%	6 9.1% 3.4%	9 12.3% 5.1%	7 15.9% 4.0%	9 20.9% 5.1%	10 17.9% 5.7%	6 20.0% 3.4%	8 21.1% 4.5%	2 5.1% 1.1%	5 20.0% 2.8%
Mean Std. Dev. Std. Err.	9.90 13.970 0.501	10.58 13.721 0.978	12.73 14.639 2.182	10.41 12.615 1.308	12.03 14.808 1.823	10.59 14.434 1.689	9.98 13.670 2.061	9.42 15.190 2.316	13.21 16.556 2.212	16.53 17.851 3.259	18.26 20.317 3.296	15.74 16.013 2.564	16.20 17.706 3.541

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	341 100.0% 100.0%	106 100.0% 31.1%	23 100.0% 6.7%	56 100.0% 16.4%	39 100.0% 11.4%	49 100.0% 14.4%	21 100.0% 6.2%	30 100.0% 8.8%	17 100.0% 5.0%	8 100.0% 2.3%	17 100.0% 5.0%	22 100.0% 6.5%	21 100.0% 6.2%
No answer	52 15.2% 100.0%	9 8.5% 17.3%	3 13.0% 5.8%	5 8.9% 9.6%	2 5.1% 3.8%	3 6.1% 5.8%	2 9.5% 3.8%	1 3.3% 1.9%	1 5.9% 1.9%	1 12.5% 1.9%	7 41.2% 13.5%	1 4.5% 1.9%	1 4.8% 1.9%
Total answering	289 84.8% 100.0%	97 91.5% 33.6%	20 87.0% 6.9%	51 91.1% 17.6%	37 94.9% 12.8%	46 93.9% 15.9%	19 90.5% 6.6%	29 96.7% 10.0%	16 94.1% 5.5%	7 87.5% 2.4%	10 58.8% 3.5%	21 95.5% 7.3%	20 95.2% 6.9%
Cigar Bar													
Once a week or more (52)	13 4.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 7.7%	1 2.7% 7.7%	2 4.3% 15.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 6.3% 7.7%	0 0.0% 0.0%	3 30.0% 23.1%	0 0.0% 0.0%	1 5.0% 7.7%
Once-twice a month (18)	75 26.0% 100.0%	28 28.9% 37.3%	8 40.0% 10.7%	12 23.5% 16.0%	11 29.7% 14.7%	16 34.8% 21.3%	8 42.1% 10.7%	9 31.0% 12.0%	8 50.0% 10.7%	3 42.9% 4.0%	2 20.0% 2.7%	6 28.6% 8.0%	5 25.0% 6.7%
Once or twice a year (2)	122 42.2% 100.0%	43 44.3% 35.2%	7 35.0% 5.7%	26 51.0% 21.3%	15 40.5% 12.3%	20 43.5% 16.4%	8 42.1% 6.6%	14 48.3% 11.5%	4 25.0% 3.3%	2 28.6% 1.6%	0 0.0% 0.0%	11 52.4% 9.0%	8 40.0% 6.6%
Less than once a year (1)	79 27.3% 100.0%	26 26.8% 32.9%	5 25.0% 6.3%	12 23.5% 15.2%	10 27.0% 12.7%	8 17.4% 10.1%	3 15.8% 3.8%	6 20.7% 7.6%	3 18.8% 3.8%	2 28.6% 2.5%	5 50.0% 6.3%	4 19.0% 5.1%	6 30.0% 7.6%
Mean Std. Dev. Std. Err.	8.13 11.921 0.701	6.35 7.471 0.759	8.15 8.261 1.847	6.51 9.536 1.335	7.84 10.626 1.747	9.57 11.992 1.768	8.58 8.262 1.895	6.76 7.684 1.427	12.94 13.259 3.315	8.57 8.829 3.337	19.70 23.295 7.367	6.38 7.540 1.645	8.20 12.602 2.818

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	292 100.0% 100.0%	90 100.0% 30.8%	19 100.0% 6.5%	42 100.0% 14.4%	32 100.0% 11.0%	35 100.0% 12.0%	17 100.0% 5.8%	19 100.0% 6.5%	17 100.0% 5.8%	8 100.0% 2.7%	16 100.0% 5.5%	18 100.0% 6.2%	16 100.0% 5.5%
No answer	53 18.2% 100.0%	9 10.0% 17.0%	0 0.0% 0.0%	4 9.5% 7.5%	5 15.6% 9.4%	5 14.3% 9.4%	3 17.6% 5.7%	3 15.8% 5.7%	1 5.9% 1.9%	2 25.0% 3.8%	6 37.5% 11.3%	1 5.6% 1.9%	2 12.5% 3.8%
Total answering	239 81.8% 100.0%	81 90.0% 33.9%	19 100.0% 7.9%	38 90.5% 15.9%	27 84.4% 11.3%	30 85.7% 12.6%	14 82.4% 5.9%	16 84.2% 6.7%	16 94.1% 6.7%	6 75.0% 2.5%	10 62.5% 4.2%	17 94.4% 7.1%	14 87.5% 5.9%
Another bar that allows cigar smoking (not a cigar bar)													
Once a week or more (52)	12 5.0% 100.0%	3 3.7% 25.0%	2 10.5% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 6.7% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 6.3% 8.3%	1 16.7% 8.3%	3 30.0% 25.0%	1 5.9% 8.3%	1 7.1% 8.3%
Once-twice a month (18)	44 18.4% 100.0%	14 17.3% 31.8%	5 26.3% 11.4%	7 18.4% 15.9%	6 22.2% 13.6%	7 23.3% 15.9%	2 14.3% 4.5%	4 25.0% 9.1%	3 18.8% 6.8%	3 50.0% 6.8%	3 30.0% 6.8%	7 41.2% 15.9%	6 42.9% 13.6%
Once or twice a year (2)	105 43.9% 100.0%	38 46.9% 36.2%	6 31.6% 5.7%	16 42.1% 15.2%	10 37.0% 9.5%	15 50.0% 14.3%	6 42.9% 5.7%	7 43.8% 6.7%	10 62.5% 9.5%	1 16.7% 1.0%	3 30.0% 2.9%	6 35.3% 5.7%	4 28.6% 3.8%
Less than once a year (1)	78 32.6% 100.0%	26 32.1% 33.3%	6 31.6% 7.7%	15 39.5% 19.2%	11 40.7% 14.1%	6 20.0% 7.7%	6 42.9% 7.7%	5 31.3% 6.4%	2 12.5% 2.6%	1 16.7% 1.3%	1 10.0% 1.3%	3 17.6% 3.8%	3 21.4% 3.8%
Mean Std. Dev. Std. Err.	7.13 12.136 0.785	6.30 10.963 1.218	11.16 16.146 3.704	4.55 6.492 1.053	5.15 7.015 1.350	8.87 13.625 2.488	3.86 6.011 1.607	5.69 7.355 1.839	8.00 13.401 3.350	18.17 18.444 7.530	21.70 22.081 6.983	11.35 13.247 3.213	12.21 14.083 3.764

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	571 100.0% 100.0%	79 100.0% 13.8%	18 100.0% 3.2%	32 100.0% 5.6%	23 100.0% 4.0%	23 100.0% 4.0%	17 100.0% 3.0%	14 100.0% 2.5%	46 100.0% 8.1%	26 100.0% 4.6%	55 100.0% 9.6%	8 100.0% 1.4%	9 100.0% 1.6%
No answer	79 13.8% 100.0%	5 6.3% 6.3%	1 5.6% 1.3%	5 15.6% 6.3%	4 17.4% 5.1%	4 17.4% 5.1%	3 17.6% 3.8%	1 7.1% 1.3%	4 8.7% 5.1%	6 23.1% 7.6%	6 10.9% 7.6%	1 12.5% 1.3%	2 22.2% 2.5%
Total answering	492 86.2% 100.0%	74 93.7% 15.0%	17 94.4% 3.5%	27 84.4% 5.5%	19 82.6% 3.9%	19 82.6% 3.9%	14 82.4% 2.8%	13 92.9% 2.6%	42 91.3% 8.5%	20 76.9% 4.1%	49 89.1% 10.0%	7 87.5% 1.4%	7 77.8% 1.4%
<u>Convenience Store</u>													
Once a week or more (52)	87 17.7% 100.0%	6 8.1% 6.9%	1 5.9% 1.1%	3 11.1% 3.4%	2 10.5% 2.3%	1 5.3% 1.1%	1 7.1% 1.1%	2 15.4% 2.3%	3 7.1% 3.4%	10 50.0% 11.5%	18 36.7% 20.7%	2 28.6% 2.3%	2 28.6% 2.3%
Once-twice a month (18)	129 26.2% 100.0%	16 21.6% 12.4%	1 5.9% 0.8%	5 18.5% 3.9%	5 26.3% 3.9%	4 21.1% 3.1%	5 35.7% 3.9%	0 0.0% 0.0%	9 21.4% 7.0%	4 20.0% 3.1%	13 26.5% 10.1%	2 28.6% 1.6%	1 14.3% 0.8%
Once or twice a year (2)	151 30.7% 100.0%	28 37.8% 18.5%	8 47.1% 5.3%	8 29.6% 5.3%	7 36.8% 4.6%	7 36.8% 4.6%	2 14.3% 1.3%	5 38.5% 3.3%	20 47.6% 13.2%	4 20.0% 2.6%	9 18.4% 6.0%	2 28.6% 1.3%	3 42.9% 2.0%
Less than once a year (1)	125 25.4% 100.0%	24 32.4% 19.2%	7 41.2% 5.6%	11 40.7% 8.8%	5 26.3% 4.0%	7 36.8% 5.6%	6 42.9% 4.8%	6 46.2% 4.8%	10 23.8% 8.0%	2 10.0% 1.6%	9 18.4% 7.2%	1 14.3% 0.8%	1 14.3% 0.8%
Mean	14.78	9.19	5.47	10.11	11.21	7.63	10.86	9.23	8.76	30.10	24.43	20.71	18.43
Std. Dev.	18.622	14.475	12.645	16.425	16.113	12.755	14.379	18.988	13.875	23.208	22.215	22.588	23.691
Std. Err.	0.840	1.683	3.067	3.161	3.697	2.926	3.843	5.266	2.141	5.190	3.174	8.538	8.955

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARIAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	234 100.0% 100.0%	48 100.0% 20.5%	11 100.0% 4.7%	30 100.0% 12.8%	21 100.0% 9.0%	25 100.0% 10.7%	18 100.0% 7.7%	18 100.0% 7.7%	18 100.0% 7.7%	6 100.0% 2.6%	10 100.0% 4.3%	7 100.0% 3.0%	12 100.0% 5.1%
No answer	49 20.9% 100.0%	5 10.4% 10.2%	0 0.0% 0.0%	4 13.3% 8.2%	3 14.3% 6.1%	9 36.0% 18.4%	4 22.2% 8.2%	4 22.2% 8.2%	2 11.1% 4.1%	1 16.7% 2.0%	3 30.0% 6.1%	1 14.3% 2.0%	4 33.3% 8.2%
Total answering	185 79.1% 100.0%	43 89.6% 23.2%	11 100.0% 5.9%	26 86.7% 14.1%	18 85.7% 9.7%	16 64.0% 8.6%	14 77.8% 7.6%	14 77.8% 7.6%	16 88.9% 8.6%	5 83.3% 2.7%	7 70.0% 3.8%	6 85.7% 3.2%	8 66.7% 4.3%
<u>Duty-Free Store</u>													
Once a week or more (52)	8 4.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 7.7% 25.0%	1 5.6% 12.5%	0 0.0% 0.0%	1 7.1% 12.5%	0 0.0% 0.0%	1 6.3% 12.5%	0 0.0% 0.0%	1 14.3% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%
Once-twice a month (18)	11 5.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 12.5% 18.2%	1 20.0% 9.1%	2 28.6% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%
Once or twice a year (2)	69 37.3% 100.0%	19 44.2% 27.5%	7 63.6% 10.1%	14 53.8% 20.3%	9 50.0% 13.0%	11 68.8% 15.9%	5 35.7% 7.2%	7 50.0% 10.1%	8 50.0% 11.6%	1 20.0% 1.4%	1 14.3% 1.4%	3 50.0% 4.3%	6 75.0% 8.7%
Less than once a year (1)	97 52.4% 100.0%	24 55.8% 24.7%	4 36.4% 4.1%	10 38.5% 10.3%	8 44.4% 8.2%	5 31.3% 5.2%	8 57.1% 8.2%	7 50.0% 7.2%	5 31.3% 5.2%	3 60.0% 3.1%	3 42.9% 3.1%	3 50.0% 3.1%	2 25.0% 2.1%
Mean Std. Dev. Std. Err.	4.59 10.853 0.798	1.44 0.502 0.077	1.64 0.505 0.152	5.46 13.709 2.689	4.33 11.906 2.806	1.69 0.479 0.120	5.00 13.536 3.618	1.50 0.519 0.139	6.81 13.283 3.321	4.60 7.503 3.356	13.29 18.812 7.110	1.50 0.548 0.224	1.75 0.463 0.164

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	543 100.0% 100.0%	65 100.0% 12.0%	17 100.0% 3.1%	23 100.0% 4.2%	19 100.0% 3.5%	19 100.0% 3.5%	13 100.0% 2.4%	13 100.0% 2.4%	40 100.0% 7.4%	26 100.0% 4.8%	53 100.0% 9.8%	10 100.0% 1.8%	8 100.0% 1.5%
No answer	87 16.0% 100.0%	6 9.2% 6.9%	1 5.9% 1.1%	3 13.0% 3.4%	3 15.8% 3.4%	7 36.8% 8.0%	1 7.7% 1.1%	2 15.4% 2.3%	3 7.5% 3.4%	7 26.9% 8.0%	9 17.0% 10.3%	1 10.0% 1.1%	3 37.5% 3.4%
Total answering	456 84.0% 100.0%	59 90.8% 12.9%	16 94.1% 3.5%	20 87.0% 4.4%	16 84.2% 3.5%	12 63.2% 2.6%	12 92.3% 2.6%	11 84.6% 2.4%	37 92.5% 8.1%	19 73.1% 4.2%	44 83.0% 9.6%	9 90.0% 2.0%	5 62.5% 1.1%
Grocery Store													
Once a week or more (52)	61 13.4% 100.0%	3 5.1% 4.9%	3 18.8% 4.9%	1 5.0% 1.6%	1 6.3% 1.6%	0 0.0% 0.0%	1 8.3% 1.6%	0 0.0% 0.0%	1 2.7% 1.6%	5 26.3% 8.2%	10 22.7% 16.4%	2 22.2% 3.3%	0 0.0% 0.0%
Once-twice a month (18)	124 27.2% 100.0%	12 20.3% 9.7%	2 12.5% 1.6%	2 10.0% 1.6%	4 25.0% 3.2%	3 25.0% 2.4%	4 33.3% 3.2%	0 0.0% 0.0%	11 29.7% 8.9%	6 31.6% 4.8%	17 38.6% 13.7%	1 11.1% 0.8%	2 40.0% 1.6%
Once or twice a year (2)	156 34.2% 100.0%	24 40.7% 15.4%	7 43.8% 4.5%	10 50.0% 6.4%	5 31.3% 3.2%	5 41.7% 3.2%	3 25.0% 1.9%	4 36.4% 2.6%	17 45.9% 10.9%	5 26.3% 3.2%	6 13.6% 3.8%	4 44.4% 2.6%	3 60.0% 1.9%
Less than once a year (1)	115 25.2% 100.0%	20 33.9% 17.4%	4 25.0% 3.5%	7 35.0% 6.1%	6 37.5% 5.2%	4 33.3% 3.5%	4 33.3% 3.5%	7 63.6% 6.1%	8 21.6% 7.0%	3 15.8% 2.6%	11 25.0% 9.6%	2 22.2% 1.7%	0 0.0% 0.0%
Mean	12.79	7.46	13.13	5.75	8.75	5.67	11.17	1.36	7.89	20.05	19.30	14.67	8.40
Std. Dev.	16.987	12.342	20.059	12.004	13.665	7.451	15.135	0.505	10.593	20.879	19.411	21.835	8.764
Std. Err.	0.795	1.607	5.015	2.684	3.416	2.151	4.369	0.152	1.741	4.790	2.926	7.278	3.919

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	514 100.0% 100.0%	112 100.0% 21.8%	26 100.0% 5.1%	44 100.0% 8.6%	43 100.0% 8.4%	40 100.0% 7.8%	28 100.0% 5.4%	26 100.0% 5.1%	35 100.0% 6.8%	23 100.0% 4.5%	27 100.0% 5.3%	13 100.0% 2.5%	12 100.0% 2.3%
No answer	78 15.2% 100.0%	8 7.1% 10.3%	3 11.5% 3.8%	10 22.7% 12.8%	4 9.3% 5.1%	5 12.5% 6.4%	6 21.4% 7.7%	7 26.9% 9.0%	3 8.6% 3.8%	5 21.7% 6.4%	5 18.5% 6.4%	0 0.0% 0.0%	2 16.7% 2.6%
Total answering	436 84.8% 100.0%	104 92.9% 23.9%	23 88.5% 5.3%	34 77.3% 7.8%	39 90.7% 8.9%	35 87.5% 8.0%	22 78.6% 5.0%	19 73.1% 4.4%	32 91.4% 7.3%	18 78.3% 4.1%	22 81.5% 5.0%	13 100.0% 3.0%	10 83.3% 2.3%
<u>Liquor Store</u>													
Once a week or more (52)	42 9.6% 100.0%	9 8.7% 21.4%	3 13.0% 7.1%	4 11.8% 9.5%	2 5.1% 4.8%	3 8.6% 7.1%	4 18.2% 9.5%	3 15.8% 7.1%	5 15.6% 11.9%	3 16.7% 7.1%	4 18.2% 9.5%	2 15.4% 4.8%	3 30.0% 7.1%
Once-twice a month (18)	103 23.6% 100.0%	27 26.0% 26.2%	9 39.1% 8.7%	6 17.6% 5.8%	13 33.3% 12.6%	9 25.7% 8.7%	6 27.3% 5.8%	4 21.1% 3.9%	9 28.1% 8.7%	5 27.8% 4.9%	5 22.7% 4.9%	7 53.8% 6.8%	2 20.0% 1.9%
Once or twice a year (2)	181 41.5% 100.0%	47 45.2% 26.0%	6 26.1% 3.3%	13 38.2% 7.2%	14 35.9% 7.7%	17 48.6% 9.4%	5 22.7% 2.8%	7 36.8% 3.9%	14 43.8% 7.7%	6 33.3% 3.3%	6 27.3% 3.3%	3 23.1% 1.7%	4 40.0% 2.2%
Less than once a year (1)	110 25.2% 100.0%	21 20.2% 19.1%	5 21.7% 4.5%	11 32.4% 10.0%	10 25.6% 9.1%	6 17.1% 5.5%	7 31.8% 6.4%	5 26.3% 4.5%	4 12.5% 3.6%	4 22.2% 3.6%	7 31.8% 6.4%	1 7.7% 0.9%	1 10.0% 0.9%
Mean Std. Dev. Std. Err.	10.34 15.247 0.730	10.28 14.716 1.443	14.57 16.757 3.494	10.38 16.659 2.857	9.64 12.629 2.022	10.23 14.793 2.500	15.14 19.206 4.095	13.00 18.604 4.268	14.19 18.010 3.184	14.56 18.703 4.408	14.41 19.395 4.135	18.23 16.754 4.647	20.10 22.942 7.255

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	101 100.0% 100.0%	26 100.0% 25.7%	7 100.0% 6.9%	13 100.0% 12.9%	15 100.0% 14.9%	9 100.0% 8.9%	11 100.0% 10.9%	10 100.0% 9.9%	2 100.0% 2.0%	2 100.0% 2.0%	8 100.0% 7.9%	9 100.0% 8.9%	6 100.0% 5.9%
No answer	34 33.7% 100.0%	7 26.9% 20.6%	2 28.6% 5.9%	3 23.1% 8.8%	5 33.3% 14.7%	3 33.3% 8.8%	1 9.1% 2.9%	1 10.0% 2.9%	0 0.0% 0.0%	2 100.0% 5.9%	4 50.0% 11.8%	2 22.2% 5.9%	3 50.0% 8.8%
Total answering	67 66.3% 100.0%	19 73.1% 28.4%	5 71.4% 7.5%	10 76.9% 14.9%	10 66.7% 14.9%	6 66.7% 9.0%	10 90.9% 14.9%	9 90.0% 13.4%	2 100.0% 3.0%	0 0.0% 0.0%	4 50.0% 6.0%	7 77.8% 10.4%	3 50.0% 4.5%
<u>Internet Site</u>													
Once a week or more (52)	2 3.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%
Once-twice a month (18)	19 28.4% 100.0%	8 42.1% 42.1%	2 40.0% 10.5%	4 40.0% 21.1%	5 50.0% 26.3%	2 33.3% 10.5%	3 30.0% 15.8%	2 22.2% 10.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 5.3%	5 71.4% 26.3%	1 33.3% 5.3%
Once or twice a year (2)	25 37.3% 100.0%	7 36.8% 28.0%	0 0.0% 0.0%	3 30.0% 12.0%	2 20.0% 8.0%	2 33.3% 8.0%	3 30.0% 12.0%	2 22.2% 8.0%	2 100.0% 8.0%	0 0.0% 0.0%	1 25.0% 4.0%	2 28.6% 8.0%	1 33.3% 4.0%
Less than once a year (1)	21 31.3% 100.0%	4 21.1% 19.0%	3 60.0% 14.3%	3 30.0% 14.3%	3 30.0% 14.3%	2 33.3% 9.5%	4 40.0% 19.0%	5 55.6% 23.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 4.8%	0 0.0% 0.0%	1 33.3% 4.8%
Mean Std. Dev. Std. Err.	7.72 10.798 1.319	8.53 8.309 1.906	7.80 9.311 4.164	8.10 8.530 2.698	9.70 8.757 2.769	7.00 8.532 3.483	6.40 8.017 2.535	5.00 7.382 2.461	2.00 0.000 0.000	0.00 0.000 0.000	18.25 23.810 11.905	13.43 7.807 2.951	7.00 9.539 5.508

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	836 100.0% 100.0%	210 100.0% 25.1%	42 100.0% 5.0%	108 100.0% 12.9%	73 100.0% 8.7%	79 100.0% 9.4%	50 100.0% 6.0%	48 100.0% 5.7%	55 100.0% 6.6%	27 100.0% 3.2%	35 100.0% 4.2%	40 100.0% 4.8%	28 100.0% 3.3%
No answer	98 11.7% 100.0%	16 7.6% 16.3%	5 11.9% 5.1%	11 10.2% 11.2%	7 9.6% 7.1%	8 10.1% 8.2%	3 6.0% 3.1%	4 8.3% 4.1%	6 10.9% 6.1%	4 14.8% 4.1%	3 8.6% 3.1%	6 15.0% 6.1%	3 10.7% 3.1%
Total answering	738 88.3% 100.0%	194 92.4% 26.3%	37 88.1% 5.0%	97 89.8% 13.1%	66 90.4% 8.9%	71 89.9% 9.6%	47 94.0% 6.4%	44 91.7% 6.0%	49 89.1% 6.6%	23 85.2% 3.1%	32 91.4% 4.3%	34 85.0% 4.6%	25 89.3% 3.4%
Local Tobacconist/Independent Smoke Shop													
Once a week or more (52)	99 13.4% 100.0%	22 11.3% 22.2%	9 24.3% 9.1%	16 16.5% 16.2%	15 22.7% 15.2%	17 23.9% 17.2%	9 19.1% 9.1%	10 22.7% 10.1%	7 14.3% 7.1%	6 26.1% 6.1%	8 25.0% 8.1%	5 14.7% 5.1%	6 24.0% 6.1%
Once-twice a month (18)	296 40.1% 100.0%	80 41.2% 27.0%	16 43.2% 5.4%	50 51.5% 16.9%	32 48.5% 10.8%	33 46.5% 11.1%	27 57.4% 9.1%	22 50.0% 7.4%	25 51.0% 8.4%	7 30.4% 2.4%	14 43.8% 4.7%	19 55.9% 6.4%	14 56.0% 4.7%
Once or twice a year (2)	245 33.2% 100.0%	78 40.2% 31.8%	9 24.3% 3.7%	26 26.8% 10.6%	18 27.3% 7.3%	20 28.2% 8.2%	9 19.1% 3.7%	11 25.0% 4.5%	8 16.3% 3.3%	7 30.4% 2.9%	5 15.6% 2.0%	10 29.4% 4.1%	5 20.0% 2.0%
Less than once a year (1)	98 13.3% 100.0%	14 7.2% 14.3%	3 8.1% 3.1%	5 5.2% 5.1%	1 1.5% 1.0%	1 1.4% 1.0%	2 4.3% 2.0%	1 2.3% 1.0%	9 18.4% 9.2%	3 13.0% 3.1%	5 15.6% 5.1%	0 0.0% 0.0%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	14.99 16.424 0.605	14.20 15.545 1.116	21.00 19.179 3.153	18.44 16.639 1.689	21.11 18.229 2.244	21.39 18.610 2.209	20.72 16.770 2.446	21.34 18.156 2.737	17.12 16.268 2.324	19.78 20.804 4.338	21.34 19.357 3.422	18.29 15.895 2.726	22.96 17.796 3.559

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	445 100.0% 100.0%	107 100.0% 24.0%	27 100.0% 6.1%	63 100.0% 14.2%	44 100.0% 9.9%	40 100.0% 9.0%	36 100.0% 8.1%	38 100.0% 8.5%	28 100.0% 6.3%	12 100.0% 2.7%	24 100.0% 5.4%	28 100.0% 6.3%	18 100.0% 4.0%
No answer	69 15.5% 100.0%	15 14.0% 21.7%	5 18.5% 7.2%	12 19.0% 17.4%	7 15.9% 10.1%	7 17.5% 10.1%	5 13.9% 7.2%	8 21.1% 11.6%	2 7.1% 2.9%	2 16.7% 2.9%	6 25.0% 8.7%	4 14.3% 5.8%	4 22.2% 5.8%
Total answering	376 84.5% 100.0%	92 86.0% 24.5%	22 81.5% 5.9%	51 81.0% 13.6%	37 84.1% 9.8%	33 82.5% 8.8%	31 86.1% 8.2%	30 78.9% 8.0%	26 92.9% 6.9%	10 83.3% 2.7%	18 75.0% 4.8%	24 85.7% 6.4%	14 77.8% 3.7%
Mail Order/Catalog													
Once a week or more (52)	7 1.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 16.7% 42.9%	0 0.0% 0.0%	0 0.0% 0.0%
Once-twice a month (18)	93 24.7% 100.0%	19 20.7% 20.4%	7 31.8% 7.5%	12 23.5% 12.9%	14 37.8% 15.1%	9 27.3% 9.7%	13 41.9% 14.0%	10 33.3% 10.8%	4 15.4% 4.3%	4 40.0% 4.3%	5 27.8% 5.4%	6 25.0% 6.5%	2 14.3% 2.2%
Once or twice a year (2)	179 47.6% 100.0%	51 55.4% 28.5%	11 50.0% 6.1%	30 58.8% 16.8%	19 51.4% 10.6%	19 57.6% 10.6%	12 38.7% 6.7%	15 50.0% 8.4%	16 61.5% 8.9%	4 40.0% 2.2%	7 38.9% 3.9%	16 66.7% 8.9%	10 71.4% 5.6%
Less than once a year (1)	97 25.8% 100.0%	22 23.9% 22.7%	4 18.2% 4.1%	9 17.6% 9.3%	4 10.8% 4.1%	5 15.2% 5.2%	6 19.4% 6.2%	5 16.7% 5.2%	6 23.1% 6.2%	2 20.0% 2.1%	3 16.7% 3.1%	2 8.3% 2.1%	2 14.3% 2.1%
Mean	6.63	5.07	6.91	5.59	7.95	6.21	8.52	7.17	4.23	8.20	14.61	5.92	4.14
Std. Dev.	9.430	6.648	7.764	6.963	7.958	7.339	8.201	7.800	6.002	8.443	18.662	7.132	5.882
Std. Err.	0.486	0.693	1.655	0.975	1.308	1.278	1.473	1.424	1.177	2.670	4.399	1.456	1.572

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GC 018538

Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	220 100.0% 100.0%	49 100.0% 22.3%	10 100.0% 4.5%	20 100.0% 9.1%	17 100.0% 7.7%	14 100.0% 6.4%	11 100.0% 5.0%	15 100.0% 6.8%	24 100.0% 10.9%	8 100.0% 3.6%	19 100.0% 8.6%	10 100.0% 4.5%	6 100.0% 2.7%
No answer	49 22.3% 100.0%	4 8.2% 8.2%	0 0.0% 0.0%	5 25.0% 10.2%	4 23.5% 8.2%	3 21.4% 6.1%	3 27.3% 6.1%	1 6.7% 2.0%	3 12.5% 6.1%	1 12.5% 2.0%	8 42.1% 16.3%	1 10.0% 2.0%	2 33.3% 4.1%
Total answering	171 77.7% 100.0%	45 91.8% 26.3%	10 100.0% 5.8%	15 75.0% 8.8%	13 76.5% 7.6%	11 78.6% 6.4%	8 72.7% 4.7%	14 93.3% 8.2%	21 87.5% 12.3%	7 87.5% 4.1%	11 57.9% 6.4%	9 90.0% 5.3%	4 66.7% 2.3%
<u>Newsstand</u>													
Once a week or more (52)	17 9.9% 100.0%	3 6.7% 17.6%	0 0.0% 0.0%	0 0.0% 0.0%	2 15.4% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.1% 5.9%	2 9.5% 11.8%	1 14.3% 5.9%	2 18.2% 11.8%	3 33.3% 17.6%	0 0.0% 0.0%
Once-twice a month (18)	30 17.5% 100.0%	7 15.6% 23.3%	3 30.0% 10.0%	3 20.0% 10.0%	2 15.4% 6.7%	2 18.2% 6.7%	2 25.0% 6.7%	4 28.6% 13.3%	3 14.3% 10.0%	3 42.9% 10.0%	3 27.3% 10.0%	2 22.2% 6.7%	0 0.0% 0.0%
Once or twice a year (2)	61 35.7% 100.0%	18 40.0% 29.5%	3 30.0% 4.9%	6 40.0% 9.8%	4 30.8% 6.6%	5 45.5% 8.2%	4 50.0% 6.6%	5 35.7% 8.2%	7 33.3% 11.5%	2 28.6% 3.3%	1 9.1% 1.6%	3 33.3% 4.9%	2 50.0% 3.3%
Less than once a year (1)	63 36.8% 100.0%	17 37.8% 27.0%	4 40.0% 6.3%	6 40.0% 9.5%	5 38.5% 7.9%	4 36.4% 6.3%	2 25.0% 3.2%	4 28.6% 6.3%	9 42.9% 14.3%	1 14.3% 1.6%	5 45.5% 7.9%	1 11.1% 1.6%	2 50.0% 3.2%
Mean Std. Dev. Std. Err.	9.41 15.502 1.186	7.44 13.463 2.007	6.40 8.017 2.535	4.80 6.847 1.768	11.77 18.877 5.236	4.55 6.669 2.011	5.75 7.573 2.678	9.86 14.314 3.826	8.62 15.584 3.401	15.86 17.911 6.770	15.00 19.784 5.965	22.11 23.380 7.793	1.50 0.577 0.289

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GC 018539

Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	257 100.0% 100.0%	81 100.0% 31.5%	10 100.0% 3.9%	35 100.0% 13.6%	24 100.0% 9.3%	22 100.0% 8.6%	13 100.0% 5.1%	13 100.0% 5.1%	16 100.0% 6.2%	8 100.0% 3.1%	18 100.0% 7.0%	16 100.0% 6.2%	11 100.0% 4.3%
No answer	49 19.1% 100.0%	9 11.1% 18.4%	0 0.0% 0.0%	4 11.4% 8.2%	3 12.5% 6.1%	5 22.7% 10.2%	1 7.7% 2.0%	3 23.1% 6.1%	1 6.3% 2.0%	2 25.0% 4.1%	5 27.8% 10.2%	1 6.3% 2.0%	3 27.3% 6.1%
Total answering	208 80.9% 100.0%	72 88.9% 34.6%	10 100.0% 4.8%	31 88.6% 14.9%	21 87.5% 10.1%	17 77.3% 8.2%	12 92.3% 5.8%	10 76.9% 4.8%	15 93.8% 7.2%	6 75.0% 2.9%	13 72.2% 6.3%	15 93.8% 7.2%	8 72.7% 3.8%
Restaurant													
Once a week or more (52)	2 1.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%
Once-twice a month (18)	24 11.5% 100.0%	4 5.6% 16.7%	1 10.0% 4.2%	5 16.1% 20.8%	3 14.3% 12.5%	3 17.6% 12.5%	2 16.7% 8.3%	1 10.0% 4.2%	2 13.3% 8.3%	0 0.0% 0.0%	2 15.4% 8.3%	3 20.0% 12.5%	3 37.5% 12.5%
Once or twice a year (2)	84 40.4% 100.0%	37 51.4% 44.0%	4 40.0% 4.8%	11 35.5% 13.1%	9 42.9% 10.7%	13 76.5% 15.5%	4 33.3% 4.8%	3 30.0% 3.6%	6 40.0% 7.1%	2 33.3% 2.4%	3 23.1% 3.6%	9 60.0% 10.7%	5 62.5% 6.0%
Less than once a year (1)	98 47.1% 100.0%	31 43.1% 31.6%	5 50.0% 5.1%	15 48.4% 15.3%	9 42.9% 9.2%	1 5.9% 1.0%	6 50.0% 6.1%	6 60.0% 6.1%	7 46.7% 7.1%	4 66.7% 4.1%	7 53.8% 7.1%	3 20.0% 3.1%	0 0.0% 0.0%
Mean	3.86	2.46	3.10	4.10	3.86	4.76	4.17	3.00	3.67	1.33	7.77	5.00	8.00
Std. Dev.	7.131	3.827	5.259	6.215	5.935	6.320	6.478	5.292	5.839	0.516	14.681	6.740	8.281
Std. Err.	0.494	0.451	1.663	1.116	1.295	1.533	1.870	1.673	1.508	0.211	4.072	1.740	2.928

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	164 100.0% 100.0%	48 100.0% 29.3%	14 100.0% 8.5%	22 100.0% 13.4%	24 100.0% 14.6%	21 100.0% 12.8%	9 100.0% 5.5%	11 100.0% 6.7%	10 100.0% 6.1%	6 100.0% 3.7%	13 100.0% 7.9%	11 100.0% 6.7%	9 100.0% 5.5%
No answer	37 22.6% 100.0%	6 12.5% 16.2%	1 7.1% 2.7%	6 27.3% 16.2%	5 20.8% 13.5%	4 19.0% 10.8%	1 11.1% 2.7%	2 18.2% 5.4%	1 10.0% 2.7%	1 16.7% 2.7%	4 30.8% 10.8%	1 9.1% 2.7%	3 33.3% 8.1%
Total answering	127 77.4% 100.0%	42 87.5% 33.1%	13 92.9% 10.2%	16 72.7% 12.6%	19 79.2% 15.0%	17 81.0% 13.4%	8 88.9% 6.3%	9 81.8% 7.1%	9 90.0% 7.1%	5 83.3% 3.9%	9 69.2% 7.1%	10 90.9% 7.9%	6 66.7% 4.7%
<u>Sport Club/Sporting Event</u>													
Once a week or more (52)	8 6.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 12.5%	1 5.9% 12.5%	0 0.0% 0.0%	1 11.1% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	2 22.2% 25.0%	0 0.0% 0.0%	1 16.7% 12.5%
Once-twice a month (18)	24 18.9% 100.0%	5 11.9% 20.8%	2 15.4% 8.3%	2 12.5% 8.3%	4 21.1% 16.7%	3 17.6% 12.5%	4 50.0% 16.7%	1 11.1% 4.2%	2 22.2% 8.3%	1 20.0% 4.2%	2 22.2% 8.3%	4 40.0% 16.7%	1 16.7% 4.2%
Once or twice a year (2)	57 44.9% 100.0%	28 66.7% 49.1%	7 53.8% 12.3%	11 68.8% 19.3%	8 42.1% 14.0%	11 64.7% 19.3%	2 25.0% 3.5%	4 44.4% 7.0%	4 44.4% 7.0%	4 80.0% 7.0%	2 22.2% 3.5%	6 60.0% 10.5%	3 50.0% 5.3%
Less than once a year (1)	38 29.9% 100.0%	9 21.4% 23.7%	4 30.8% 10.5%	3 18.8% 7.9%	6 31.6% 15.8%	2 11.8% 5.3%	2 25.0% 5.3%	3 33.3% 7.9%	3 33.3% 7.9%	0 0.0% 0.0%	3 33.3% 7.9%	0 0.0% 0.0%	1 16.7% 2.6%
Mean Std. Dev. Std. Err.	7.87 13.154 1.167	3.69 5.340 0.824	4.15 6.162 1.709	3.81 5.552 1.388	7.68 12.728 2.920	7.65 13.057 3.167	9.75 8.828 3.121	9.00 17.022 5.674	5.22 7.259 2.420	5.20 7.155 3.200	16.33 21.407 7.136	8.40 8.262 2.613	12.83 20.262 8.272

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	146 100.0% 100.0%	21 100.0% 14.4%	9 100.0% 6.2%	12 100.0% 8.2%	17 100.0% 11.6%	10 100.0% 6.8%	4 100.0% 2.7%	5 100.0% 3.4%	11 100.0% 7.5%	8 100.0% 5.5%	18 100.0% 12.3%	4 100.0% 2.7%	6 100.0% 4.1%
No answer	38 26.0% 100.0%	5 23.8% 13.2%	1 11.1% 2.6%	3 25.0% 7.9%	4 23.5% 10.5%	4 40.0% 10.5%	1 25.0% 2.6%	2 40.0% 5.3%	4 36.4% 10.5%	1 12.5% 2.6%	7 38.9% 18.4%	1 25.0% 2.6%	4 66.7% 10.5%
Total answering	108 74.0% 100.0%	16 76.2% 14.8%	8 88.9% 7.4%	9 75.0% 8.3%	13 76.5% 12.0%	6 60.0% 5.6%	3 75.0% 2.8%	3 60.0% 2.8%	7 63.6% 6.5%	7 87.5% 6.5%	11 61.1% 10.2%	3 75.0% 2.8%	2 33.3% 1.9%
Warehouse Club (like Sam's)													
Once a week or more (52)	9 8.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Once-twice a month (18)	24 22.2% 100.0%	3 18.8% 12.5%	1 12.5% 4.2%	2 22.2% 8.3%	2 15.4% 8.3%	1 16.7% 4.2%	1 33.3% 4.2%	0 0.0% 0.0%	1 14.3% 4.2%	3 42.9% 12.5%	7 63.6% 29.2%	1 33.3% 4.2%	0 0.0% 0.0%
Once or twice a year (2)	36 33.3% 100.0%	3 18.8% 8.3%	3 37.5% 8.3%	3 33.3% 8.3%	5 38.5% 13.9%	4 66.7% 11.1%	0 0.0% 0.0%	2 66.7% 5.6%	5 71.4% 13.9%	2 28.6% 5.6%	1 9.1% 2.8%	1 33.3% 2.8%	2 100.0% 5.6%
Less than once a year (1)	39 36.1% 100.0%	10 62.5% 25.6%	4 50.0% 10.3%	4 44.4% 10.3%	5 38.5% 12.8%	1 16.7% 2.6%	2 66.7% 5.1%	1 33.3% 2.6%	1 14.3% 2.6%	2 28.6% 5.1%	3 27.3% 7.7%	1 33.3% 2.6%	0 0.0% 0.0%
Mean	9.36	4.38	3.50	5.11	7.92	4.50	6.67	1.67	4.14	8.57	11.91	7.00	2.00
Std. Dev.	14.607	6.771	5.880	7.322	14.609	6.626	9.815	0.577	6.122	8.829	8.455	9.539	0.000
Std. Err.	1.406	1.693	2.079	2.441	4.052	2.705	5.667	0.333	2.314	3.337	2.549	5.508	0.000

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources?

Base: Total completes ever bought from source (Q14A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	234 100.0% 100.0%	49 100.0% 20.9%	13 100.0% 5.6%	23 100.0% 9.8%	20 100.0% 8.5%	26 100.0% 11.1%	6 100.0% 2.6%	12 100.0% 5.1%	11 100.0% 4.7%	6 100.0% 2.6%	15 100.0% 6.4%	9 100.0% 3.8%	7 100.0% 3.0%
No answer	54 23.1% 100.0%	5 10.2% 9.3%	1 7.7% 1.9%	4 17.4% 7.4%	4 20.0% 7.4%	3 11.5% 5.6%	0 0.0% 0.0%	1 8.3% 1.9%	0 0.0% 0.0%	1 16.7% 1.9%	2 13.3% 3.7%	1 11.1% 1.9%	1 14.3% 1.9%
Total answering	180 76.9% 100.0%	44 89.8% 24.4%	12 92.3% 6.7%	19 82.6% 10.6%	16 80.0% 8.9%	23 88.5% 12.8%	6 100.0% 3.3%	11 91.7% 6.1%	11 100.0% 6.1%	5 83.3% 2.8%	13 86.7% 7.2%	8 88.9% 4.4%	6 85.7% 3.3%
Other													
Once a week or more (52)	21 11.7% 100.0%	1 2.3% 4.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 8.7% 9.5%	1 16.7% 4.8%	1 9.1% 4.8%	1 9.1% 4.8%	0 0.0% 0.0%	3 23.1% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%
Once-twice a month (18)	39 21.7% 100.0%	7 15.9% 17.9%	1 8.3% 2.6%	5 26.3% 12.8%	3 18.8% 7.7%	7 30.4% 17.9%	2 33.3% 5.1%	2 18.2% 5.1%	4 36.4% 10.3%	2 40.0% 5.1%	4 30.8% 10.3%	2 25.0% 5.1%	2 33.3% 5.1%
Once or twice a year (2)	64 35.6% 100.0%	19 43.2% 29.7%	8 66.7% 12.5%	10 52.6% 15.6%	8 50.0% 12.5%	12 52.2% 18.8%	1 16.7% 1.6%	5 45.5% 7.8%	4 36.4% 6.3%	1 20.0% 1.6%	1 7.7% 1.6%	5 62.5% 7.8%	3 50.0% 4.7%
Less than once a year (1)	56 31.1% 100.0%	17 38.6% 30.4%	3 25.0% 5.4%	4 21.1% 7.1%	5 31.3% 8.9%	2 8.7% 3.6%	2 33.3% 3.6%	3 27.3% 5.4%	2 18.2% 3.6%	2 40.0% 3.6%	5 38.5% 8.9%	1 12.5% 1.8%	1 16.7% 1.8%
Mean Std. Dev. Std. Err.	10.99 16.375 1.221	5.30 9.439 1.423	3.08 4.719 1.362	6.00 7.379 1.693	4.69 6.620 1.655	11.13 14.888 3.104	15.33 19.735 8.057	9.18 15.645 4.717	12.18 15.446 4.657	8.00 9.138 4.087	18.08 20.754 5.756	5.88 7.492 2.649	7.17 8.400 3.429

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources? - Mean summary

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Department Store													
Mean	7.88	4.17	6.14	5.00	2.90	12.67	4.89	6.67	6.65	24.29	16.84	6.00	0.00
Std. Dev.	13.208	6.309	8.112	7.060	5.322	20.373	7.441	8.500	11.742	22.486	21.197	8.000	0.000
Std. Err.	0.858	1.152	3.066	1.887	1.683	8.317	2.480	2.833	2.448	6.010	4.239	4.000	0.000
Discount Store (like Kmart, Walmart)													
Mean	11.47	4.64	4.33	6.35	7.53	10.78	4.89	5.50	10.72	19.59	20.65	15.00	5.75
Std. Dev.	16.412	8.725	6.401	12.356	12.808	17.035	7.441	14.650	16.037	20.750	19.670	21.863	8.180
Std. Err.	0.725	1.166	1.848	2.763	2.938	5.678	2.480	4.229	2.365	3.993	2.839	9.778	4.090
Drug Store													
Mean	10.48	7.73	3.00	7.60	6.14	6.86	10.83	3.00	9.97	16.96	22.12	10.19	9.67
Std. Dev.	15.676	12.860	4.537	12.976	12.447	11.198	16.493	4.880	13.823	18.962	21.096	17.205	15.281
Std. Err.	0.637	1.179	0.907	1.835	2.074	2.116	3.888	1.040	1.652	3.719	3.217	4.301	4.411
Chain Tobacconist store (e.g., Tinder Box)													
Mean	9.90	10.58	12.73	10.41	12.03	10.59	9.98	9.42	13.21	16.53	18.26	15.74	16.20
Std. Dev.	13.970	13.721	14.639	12.615	14.808	14.434	13.670	15.190	16.556	17.851	20.317	16.013	17.706
Std. Err.	0.501	0.978	2.182	1.308	1.823	1.689	2.061	2.316	2.212	3.259	3.296	2.564	3.541
Cigar Bar													
Mean	8.13	6.35	8.15	6.51	7.84	9.57	8.58	6.76	12.94	8.57	19.70	6.38	8.20
Std. Dev.	11.921	7.471	8.261	9.536	10.626	11.992	8.262	7.684	13.259	8.829	23.295	7.540	12.602
Std. Err.	0.701	0.759	1.847	1.335	1.747	1.768	1.895	1.427	3.315	3.337	7.367	1.645	2.818
Another bar that allows cigar smoking (not a cigar bar)													
Mean	7.13	6.30	11.16	4.55	5.15	8.87	3.86	5.69	8.00	18.17	21.70	11.35	12.21
Std. Dev.	12.136	10.963	16.146	6.492	7.015	13.625	6.011	7.355	13.401	18.444	22.081	13.247	14.083
Std. Err.	0.785	1.218	3.704	1.053	1.350	2.488	1.607	1.839	3.350	7.530	6.983	3.213	3.764
Convenience Store													
Mean	14.78	9.19	5.47	10.11	11.21	7.63	10.86	9.23	8.76	30.10	24.43	20.71	18.43
Std. Dev.	18.622	14.475	12.645	16.425	16.113	12.755	14.379	18.988	13.875	23.208	22.215	22.588	23.691
Std. Err.	0.840	1.683	3.067	3.161	3.697	2.926	3.843	5.266	2.141	5.190	3.174	8.538	8.955
Duty-Free Store													
Mean	4.59	1.44	1.64	5.46	4.33	1.69	5.00	1.50	6.81	4.60	13.29	1.50	1.75
Std. Dev.	10.853	0.502	0.505	13.709	11.906	0.479	13.536	0.519	13.283	7.503	18.812	0.548	0.463
Std. Err.	0.798	0.077	0.152	2.689	2.806	0.120	3.618	0.139	3.321	3.356	7.110	0.224	0.164
Grocery Store													
Mean	12.79	7.46	13.13	5.75	8.75	5.67	11.17	1.36	7.89	20.05	19.30	14.67	8.40
Std. Dev.	16.987	12.342	20.059	12.004	13.665	7.451	15.135	0.505	10.593	20.879	19.411	21.835	8.764

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources? - Mean summary

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Std. Err.	0.795	1.607	5.015	2.684	3.416	2.151	4.369	0.152	1.741	4.790	2.926	7.278	3.919
Liquor Store													
Mean	10.34	10.28	14.57	10.38	9.64	10.23	15.14	13.00	14.19	14.56	14.41	18.23	20.10
Std. Dev.	15.247	14.716	16.757	16.659	12.629	14.793	19.206	18.604	18.010	18.703	19.395	16.754	22.942
Std. Err.	0.730	1.443	3.494	2.857	2.022	2.500	4.095	4.268	3.184	4.408	4.135	4.647	7.255
Internet Site													
Mean	7.72	8.53	7.80	8.10	9.70	7.00	6.40	5.00	2.00	0.00	18.25	13.43	7.00
Std. Dev.	10.798	8.309	9.311	8.530	8.757	8.532	8.017	7.382	0.000	0.000	23.810	7.807	9.539
Std. Err.	1.319	1.906	4.164	2.698	2.769	3.483	2.535	2.461	0.000	0.000	11.905	2.951	5.508
Local Tobacconist/Independent Smoke Shop													
Mean	14.99	14.20	21.00	18.44	21.11	21.39	20.72	21.34	17.12	19.78	21.34	18.29	22.96
Std. Dev.	16.424	15.545	19.179	16.639	18.229	18.610	16.770	18.156	16.268	20.804	19.357	15.895	17.796
Std. Err.	0.605	1.116	3.153	1.689	2.244	2.209	2.446	2.737	2.324	4.338	3.422	2.726	3.559
Mail Order/Catalog													
Mean	6.63	5.07	6.91	5.59	7.95	6.21	8.52	7.17	4.23	8.20	14.61	5.92	4.14
Std. Dev.	9.430	6.648	7.764	6.963	7.958	7.339	8.201	7.800	6.002	8.443	18.662	7.132	5.882
Std. Err.	0.486	0.693	1.655	0.975	1.308	1.278	1.473	1.424	1.177	2.670	4.399	1.456	1.572
Newsstand													
Mean	9.41	7.44	6.40	4.80	11.77	4.55	5.75	9.86	8.62	15.86	15.00	22.11	1.50
Std. Dev.	15.502	13.463	8.017	6.847	18.877	6.669	7.573	14.314	15.584	17.911	19.784	23.380	0.577
Std. Err.	1.186	2.007	2.535	1.768	5.236	2.011	2.678	3.826	3.401	6.770	5.965	7.793	0.289
Restaurant													
Mean	3.86	2.46	3.10	4.10	3.86	4.76	4.17	3.00	3.67	1.33	7.77	5.00	8.00
Std. Dev.	7.131	3.827	5.259	6.215	5.935	6.320	6.478	5.292	5.839	0.516	14.681	6.740	8.281
Std. Err.	0.494	0.451	1.663	1.116	1.295	1.533	1.870	1.673	1.508	0.211	4.072	1.740	2.928
Sport Club/Sporting Event													
Mean	7.87	3.69	4.15	3.81	7.68	7.65	9.75	9.00	5.22	5.20	16.33	8.40	12.83
Std. Dev.	13.154	5.340	6.162	5.552	12.728	13.057	8.828	17.022	7.259	7.155	21.407	8.262	20.262
Std. Err.	1.167	0.824	1.709	1.388	2.920	3.167	3.121	5.674	2.420	3.200	7.136	2.613	8.272
Warehouse Club (like Sam's)													
Mean	9.36	4.38	3.50	5.11	7.92	4.50	6.67	1.67	4.14	8.57	11.91	7.00	2.00
Std. Dev.	14.607	6.771	5.880	7.322	14.609	6.626	9.815	0.577	6.122	8.829	8.455	9.539	0.000
Std. Err.	1.406	1.693	2.079	2.441	4.052	2.705	5.667	0.333	2.314	3.337	2.549	5.508	0.000

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Cigar Segmentation

Q14B Section II. How often do you buy cigars from the following sources? - Mean summary

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Other													
Mean	10.99	5.30	3.08	6.00	4.69	11.13	15.33	9.18	12.18	8.00	18.08	5.88	7.17
Std. Dev.	16.375	9.439	4.719	7.379	6.620	14.888	19.735	15.645	15.446	9.138	20.754	7.492	8.400
Std. Err.	1.221	1.423	1.362	1.693	1.655	3.104	8.057	4.717	4.657	4.087	5.756	2.649	3.429

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Cigar Segmentation

Q14C Section II. From which source do you buy cigars from most often?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Department Store	8 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 12.5%	2 2.4% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
Duty-Free Store	10 0.7% 100.0%	1 0.4% 10.0%	0 0.0% 0.0%	2 1.6% 20.0%	0 0.0% 0.0%	1 1.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 10.0%	2 3.6% 20.0%	0 0.0% 0.0%	1 2.0% 10.0%	0 0.0% 0.0%
Liquor Store	77 5.1% 100.0%	15 5.5% 19.5%	2 3.8% 2.6%	2 1.6% 2.6%	4 4.3% 5.2%	3 3.0% 3.9%	0 0.0% 0.0%	3 5.1% 3.9%	7 7.4% 9.1%	5 9.1% 6.5%	2 2.4% 2.6%	0 0.0% 0.0%	1 2.9% 1.3%
Newsstand	14 0.9% 100.0%	4 1.5% 28.6%	1 1.9% 7.1%	0 0.0% 0.0%	3 3.2% 21.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 14.3%	0 0.0% 0.0%	1 1.2% 7.1%	2 4.1% 14.3%	0 0.0% 0.0%
Other	56 3.7% 100.0%	8 2.9% 14.3%	2 3.8% 3.6%	2 1.6% 3.6%	3 3.2% 5.4%	3 3.0% 5.4%	0 0.0% 0.0%	1 1.7% 1.8%	2 2.1% 3.6%	1 1.8% 1.8%	3 3.6% 5.4%	1 2.0% 1.8%	1 2.9% 1.8%
Net - Mass Channel	416 27.8% 100.0%	23 8.4% 5.5%	4 7.5% 1.0%	6 4.8% 1.4%	6 6.4% 1.4%	3 3.0% 0.7%	3 5.0% 0.7%	1 1.7% 0.2%	40 42.6% 9.6%	23 41.8% 5.5%	44 53.0% 10.6%	4 8.2% 1.0%	1 2.9% 0.2%
Discount Store (like Kmart, Walmart)	104 6.9% 100.0%	1 0.4% 1.0%	0 0.0% 0.0%	2 1.6% 1.9%	1 1.1% 1.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	10 10.6% 9.6%	5 9.1% 4.8%	11 13.3% 10.6%	1 2.0% 1.0%	0 0.0% 0.0%
Drug Store	126 8.4% 100.0%	8 2.9% 6.3%	1 1.9% 0.8%	4 3.2% 3.2%	3 3.2% 2.4%	2 2.0% 1.6%	1 1.7% 0.8%	0 0.0% 0.0%	20 21.3% 15.9%	8 14.5% 6.3%	19 22.9% 15.1%	1 2.0% 0.8%	1 2.9% 0.8%
Convenience Store	124 8.3% 100.0%	9 3.3% 7.3%	2 3.8% 1.6%	0 0.0% 0.0%	3 3.2% 2.4%	1 1.0% 0.8%	1 1.7% 0.8%	1 1.7% 0.8%	5 5.3% 4.0%	7 12.7% 5.6%	12 14.5% 9.7%	0 0.0% 0.0%	0 0.0% 0.0%
Grocery Store	87 5.8% 100.0%	7 2.6% 8.0%	3 5.7% 3.4%	0 0.0% 0.0%	1 1.1% 1.1%	0 0.0% 0.0%	1 1.7% 1.1%	0 0.0% 0.0%	6 6.4% 6.9%	8 14.5% 9.2%	8 9.6% 9.2%	2 4.1% 2.3%	0 0.0% 0.0%
Warehouse Club (like Sam's)	9 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Tobacconist	592 39.5% 100.0%	168 61.5% 28.4%	34 64.2% 5.7%	88 69.8% 14.9%	53 56.4% 9.0%	64 64.0% 10.8%	35 58.3% 5.9%	34 57.6% 5.7%	32 34.0% 5.4%	22 40.0% 3.7%	21 25.3% 3.5%	28 57.1% 4.7%	21 61.8% 3.5%
Chain Tobacconist store (e.g., Tinder Box)	198 13.2% 100.0%	53 19.4% 26.8%	12 22.6% 6.1%	24 19.0% 12.1%	18 19.1% 9.1%	19 19.0% 9.6%	7 11.7% 3.5%	9 15.3% 4.5%	12 12.8% 6.1%	14 25.5% 7.1%	10 12.0% 5.1%	7 14.3% 3.5%	8 23.5% 4.0%

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Cigar Segmentation

Q14C Section II. From which source do you buy cigars from most often?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Local Tobacconist/ Independent Smoke Shop	404 27.0% 100.0%	117 42.9% 29.0%	24 45.3% 5.9%	65 51.6% 16.1%	36 38.3% 8.9%	45 45.0% 11.1%	28 46.7% 6.9%	25 42.4% 6.2%	21 22.3% 5.2%	9 16.4% 2.2%	13 15.7% 3.2%	21 42.9% 5.2%	13 38.2% 3.2%
Net - On Premises	49 3.3% 100.0%	9 3.3% 18.4%	0 0.0% 0.0%	2 1.6% 4.1%	2 2.1% 4.1%	5 5.0% 10.2%	1 1.7% 2.0%	0 0.0% 0.0%	1 1.1% 2.0%	1 1.8% 2.0%	3 3.6% 6.1%	0 0.0% 0.0%	1 2.9% 2.0%
Cigar Bar	28 1.9% 100.0%	6 2.2% 21.4%	0 0.0% 0.0%	1 0.8% 3.6%	1 1.1% 3.6%	2 2.0% 7.1%	1 1.7% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 3.6%	0 0.0% 0.0%	1 2.9% 3.6%
Another bar that allows cigar smoking (not a cigar bar)	15 1.0% 100.0%	3 1.1% 20.0%	0 0.0% 0.0%	1 0.8% 6.7%	1 1.1% 6.7%	3 3.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 6.7%	1 1.8% 6.7%	1 1.2% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%
Restaurant	6 0.4% 100.0%	1 0.4% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%
Sport Club/Sporting Event	3 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Internet/Mail Order	153 10.2% 100.0%	33 12.1% 21.6%	12 22.6% 7.8%	19 15.1% 12.4%	19 20.2% 12.4%	9 9.0% 5.9%	11 18.3% 7.2%	15 25.4% 9.8%	7 7.4% 4.6%	3 5.5% 2.0%	1 1.2% 0.7%	12 24.5% 7.8%	6 17.6% 3.9%
Internet Site	14 0.9% 100.0%	7 2.6% 50.0%	1 1.9% 7.1%	1 0.8% 7.1%	3 3.2% 21.4%	1 1.0% 7.1%	1 1.7% 7.1%	1 1.7% 7.1%	0 0.0% 0.0%	1 1.8% 7.1%	0 0.0% 0.0%	4 8.2% 28.6%	2 5.9% 14.3%
Mail Order/Catalog	142 9.5% 100.0%	27 9.9% 19.0%	12 22.6% 8.5%	18 14.3% 12.7%	18 19.1% 12.7%	8 8.0% 5.6%	10 16.7% 7.0%	14 23.7% 9.9%	7 7.4% 4.9%	2 3.6% 1.4%	1 1.2% 0.7%	8 16.3% 5.6%	4 11.8% 2.8%
No answer	181 12.1% 100.0%	20 7.3% 11.0%	4 7.5% 2.2%	8 6.3% 4.4%	9 9.6% 5.0%	14 14.0% 7.7%	11 18.3% 6.1%	6 10.2% 3.3%	4 4.3% 2.2%	7 12.7% 3.9%	15 18.1% 8.3%	3 6.1% 1.7%	4 11.8% 2.2%

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3W)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3W)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	416 100.0% 100.0%	23 100.0% 5.5%	4 100.0% 1.0%	6 100.0% 1.4%	6 100.0% 1.4%	3 100.0% 0.7%	3 100.0% 0.7%	1 100.0% 0.2%	40 100.0% 9.6%	23 100.0% 5.5%	44 100.0% 10.6%	4 100.0% 1.0%	1 100.0% 0.2%
No answer	3 0.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	413 99.3% 100.0%	23 100.0% 5.6%	4 100.0% 1.0%	6 100.0% 1.5%	6 100.0% 1.5%	3 100.0% 0.7%	3 100.0% 0.7%	1 100.0% 0.2%	40 100.0% 9.7%	23 100.0% 5.6%	44 100.0% 10.7%	4 100.0% 1.0%	1 100.0% 0.2%
Net - Mass Channel (Q14c codes 2,3,7,9 or 17)													
Less than 10% (.05)	30 7.3% 100.0%	2 8.7% 6.7%	1 25.0% 3.3%	1 16.7% 3.3%	1 16.7% 3.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.3% 3.3%	3 6.8% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%
10% - 19% (.15)	21 5.1% 100.0%	1 4.3% 4.8%	0 0.0% 0.0%	2 33.3% 9.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 4.8%	0 0.0% 0.0%	2 5.0% 9.5%	2 8.7% 9.5%	3 6.8% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%
20% - 29% (.25)	8 1.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
30% - 39% (.35)	17 4.1% 100.0%	4 17.4% 23.5%	1 25.0% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 7.5% 17.6%	1 4.3% 5.9%	1 2.3% 5.9%	2 50.0% 11.8%	0 0.0% 0.0%
40% - 49% (.45)	25 6.1% 100.0%	1 4.3% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	6 15.0% 24.0%	2 8.7% 8.0%	3 6.8% 12.0%	1 25.0% 4.0%	0 0.0% 0.0%
50% - 59% (.55)	48 11.6% 100.0%	1 4.3% 2.1%	0 0.0% 0.0%	1 16.7% 2.1%	1 16.7% 2.1%	1 33.3% 2.1%	0 0.0% 0.0%	0 0.0% 0.0%	5 12.5% 10.4%	2 8.7% 4.2%	7 15.9% 14.6%	0 0.0% 0.0%	1 100.0% 2.1%
60% - 69% (.65)	24 5.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.0% 8.3%	0 0.0% 0.0%	4 9.1% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%
70% - 79% (.75)	71 17.2% 100.0%	8 34.8% 11.3%	2 50.0% 2.8%	1 16.7% 1.4%	1 16.7% 1.4%	1 33.3% 1.4%	2 66.7% 2.8%	1 100.0% 1.4%	11 27.5% 15.5%	3 13.0% 4.2%	9 20.5% 12.7%	1 25.0% 1.4%	0 0.0% 0.0%
80% - 89% (.85)	85 20.6% 100.0%	4 17.4% 4.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 33.3% 2.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 10.0% 4.7%	9 39.1% 10.6%	11 25.0% 12.9%	0 0.0% 0.0%	0 0.0% 0.0%
90% - 99% (.95)	60 14.5% 100.0%	2 8.7% 3.3%	0 0.0% 0.0%	1 16.7% 1.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 17.5% 11.7%	3 13.0% 5.0%	2 4.5% 3.3%	0 0.0% 0.0%	0 0.0% 0.0%
100% (1.00)	24 5.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.3% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Mean	0.66	0.61	0.47	0.43	0.58	0.65	0.55	0.75	0.66	0.67	0.63	0.48	0.55
Std. Dev.	0.282	0.283	0.340	0.371	0.308	0.100	0.346	0.000	0.224	0.278	0.261	0.189	0.000
Std. Err.	0.014	0.059	0.170	0.151	0.126	0.058	0.200	0.000	0.035	0.058	0.039	0.095	0.000

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	592 100.0% 100.0%	168 100.0% 28.4%	34 100.0% 5.7%	88 100.0% 14.9%	53 100.0% 9.0%	64 100.0% 10.8%	35 100.0% 5.9%	34 100.0% 5.7%	32 100.0% 5.4%	22 100.0% 3.7%	21 100.0% 3.5%	28 100.0% 4.7%	21 100.0% 3.5%
No answer	5 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.6% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.8% 20.0%
Total answering	587 99.2% 100.0%	168 100.0% 28.6%	34 100.0% 5.8%	88 100.0% 15.0%	53 100.0% 9.0%	63 98.4% 10.7%	35 100.0% 6.0%	34 100.0% 5.8%	32 100.0% 5.5%	22 100.0% 3.7%	21 100.0% 3.6%	28 100.0% 4.8%	20 95.2% 3.4%
Net - Tobacconist (Q14c codes 4 or 12)													
Less than 10% (.05)	9 1.5% 100.0%	2 1.2% 22.2%	1 2.9% 11.1%	1 1.1% 11.1%	1 1.9% 11.1%	1 1.6% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.1% 11.1%	1 4.5% 11.1%	1 4.8% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%
10% - 19% (.15)	8 1.4% 100.0%	1 0.6% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 12.5%	2 6.3% 25.0%	2 9.1% 25.0%	1 4.8% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%
20% - 29% (.25)	12 2.0% 100.0%	2 1.2% 16.7%	0 0.0% 0.0%	3 3.4% 25.0%	1 1.9% 8.3%	2 3.2% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.1% 8.3%	1 4.5% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
30% - 39% (.35)	21 3.6% 100.0%	5 3.0% 23.8%	5 14.7% 23.8%	1 1.1% 4.8%	3 5.7% 14.3%	3 4.8% 14.3%	1 2.9% 4.8%	1 2.9% 4.8%	2 6.3% 9.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.6% 4.8%	2 10.0% 9.5%
40% - 49% (.45)	30 5.1% 100.0%	5 3.0% 16.7%	1 2.9% 3.3%	4 4.5% 13.3%	1 1.9% 3.3%	3 4.8% 10.0%	3 8.6% 10.0%	0 0.0% 0.0%	2 6.3% 6.7%	0 0.0% 0.0%	2 9.5% 6.7%	1 3.6% 3.3%	0 0.0% 0.0%
50% - 59% (.55)	53 9.0% 100.0%	21 12.5% 39.6%	3 8.8% 5.7%	7 8.0% 13.2%	5 9.4% 9.4%	4 6.3% 7.5%	1 2.9% 1.9%	3 8.8% 5.7%	5 15.6% 9.4%	1 4.5% 1.9%	4 19.0% 7.5%	5 17.9% 9.4%	0 0.0% 0.0%
60% - 69% (.65)	45 7.7% 100.0%	17 10.1% 37.8%	3 8.8% 6.7%	5 5.7% 11.1%	3 5.7% 6.7%	3 4.8% 6.7%	5 14.3% 11.1%	4 11.8% 8.9%	5 15.6% 11.1%	2 9.1% 4.4%	4 19.0% 8.9%	1 3.6% 2.2%	0 0.0% 0.0%
70% - 79% (.75)	131 22.3% 100.0%	32 19.0% 24.4%	7 20.6% 5.3%	24 27.3% 18.3%	13 24.5% 9.9%	19 30.2% 14.5%	6 17.1% 4.6%	10 29.4% 7.6%	8 25.0% 6.1%	5 22.7% 3.8%	5 23.8% 3.8%	4 14.3% 3.1%	7 35.0% 5.3%
80% - 89% (.85)	151 25.7% 100.0%	46 27.4% 30.5%	8 23.5% 5.3%	24 27.3% 15.9%	13 24.5% 8.6%	17 27.0% 11.3%	9 25.7% 6.0%	7 20.6% 4.6%	4 12.5% 2.6%	6 27.3% 4.0%	4 19.0% 2.6%	10 35.7% 6.6%	8 40.0% 5.3%
90% - 99% (.95)	85 14.5% 100.0%	28 16.7% 32.9%	4 11.8% 4.7%	17 19.3% 20.0%	9 17.0% 10.6%	10 15.9% 11.8%	7 20.0% 8.2%	5 14.7% 5.9%	2 6.3% 2.4%	2 9.1% 2.4%	0 0.0% 0.0%	6 21.4% 7.1%	2 10.0% 2.4%
100% (1.00)	42 7.2% 100.0%	9 5.4% 21.4%	2 5.9% 4.8%	2 2.3% 4.8%	4 7.5% 9.5%	1 1.6% 2.4%	3 8.6% 7.1%	3 8.8% 7.1%	0 0.0% 0.0%	2 9.1% 4.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.0% 2.4%

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Mean	0.74	0.75	0.70	0.76	0.75	0.73	0.78	0.76	0.61	0.69	0.62	0.76	0.78
Std. Dev.	0.212	0.193	0.234	0.190	0.209	0.203	0.175	0.185	0.234	0.285	0.215	0.172	0.166
Std. Err.	0.009	0.015	0.040	0.020	0.029	0.026	0.030	0.032	0.041	0.061	0.047	0.032	0.037

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	49 100.0% 100.0%	9 100.0% 18.4%	0 0.0% 0.0%	2 100.0% 4.1%	2 100.0% 4.1%	5 100.0% 10.2%	1 100.0% 2.0%	0 0.0% 0.0%	1 100.0% 2.0%	1 100.0% 2.0%	3 100.0% 6.1%	0 0.0% 0.0%	1 100.0% 2.0%
No answer	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	49 100.0% 100.0%	9 100.0% 18.4%	0 0.0% 0.0%	2 100.0% 4.1%	2 100.0% 4.1%	5 100.0% 10.2%	1 100.0% 2.0%	0 0.0% 0.0%	1 100.0% 2.0%	1 100.0% 2.0%	3 100.0% 6.1%	0 0.0% 0.0%	1 100.0% 2.0%
Net - On premises (Q14c codes 5,6,15 or 16)													
Less than 10% (.05)	5 10.2% 100.0%	1 11.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
10% - 19% (.15)	1 2.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%
20% - 29% (.25)	5 10.2% 100.0%	1 11.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
30% - 39% (.35)	3 6.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
40% - 49% (.45)	5 10.2% 100.0%	2 22.2% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 40.0% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 100.0% 20.0%
50% - 59% (.55)	6 12.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 16.7%	1 50.0% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
60% - 69% (.65)	5 10.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 20.0%	1 100.0% 20.0%	0 0.0% 0.0%	1 100.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
70% - 79% (.75)	8 16.3% 100.0%	3 33.3% 37.5%	0 0.0% 0.0%	1 50.0% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%
80% - 89% (.85)	7 14.3% 100.0%	1 11.1% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 100.0% 14.3%	1 33.3% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%
90% - 99% (.95)	3 6.1% 100.0%	1 11.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
100% (1.00)	1 2.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Mean	0.56	0.58	0.00	0.65	0.70	0.37	0.65	0.00	0.65	0.85	0.58	0.00	0.45
Std. Dev.	0.278	0.300	0.000	0.141	0.212	0.228	0.000	0.000	0.000	0.000	0.379	0.000	0.000
Std. Err.	0.040	0.100	0.000	0.100	0.150	0.102	0.000	0.000	0.000	0.000	0.219	0.000	0.000

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	153 100.0% 100.0%	33 100.0% 21.6%	12 100.0% 7.8%	19 100.0% 12.4%	19 100.0% 12.4%	9 100.0% 5.9%	11 100.0% 7.2%	15 100.0% 9.8%	7 100.0% 4.6%	3 100.0% 2.0%	1 100.0% 0.7%	12 100.0% 7.8%	6 100.0% 3.9%
No answer	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	153 100.0% 100.0%	33 100.0% 21.6%	12 100.0% 7.8%	19 100.0% 12.4%	19 100.0% 12.4%	9 100.0% 5.9%	11 100.0% 7.2%	15 100.0% 9.8%	7 100.0% 4.6%	3 100.0% 2.0%	1 100.0% 0.7%	12 100.0% 7.8%	6 100.0% 3.9%
Net - Internet/Mail Order (Q14c codes 11 or 13)													
Less than 10% (.05)	2 1.3% 100.0%	1 3.0% 50.0%	1 8.3% 50.0%	0 0.0% 0.0%	1 5.3% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
10% - 19% (.15)	1 0.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
20% - 29% (.25)	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
30% - 39% (.35)	3 2.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 6.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
40% - 49% (.45)	5 3.3% 100.0%	2 6.1% 40.0%	0 0.0% 0.0%	1 5.3% 20.0%	1 5.3% 20.0%	1 11.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 14.3% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
50% - 59% (.55)	11 7.2% 100.0%	3 9.1% 27.3%	2 16.7% 18.2%	1 5.3% 9.1%	2 10.5% 18.2%	0 0.0% 0.0%	2 18.2% 18.2%	0 0.0% 0.0%	2 28.6% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
60% - 69% (.65)	13 8.5% 100.0%	5 15.2% 38.5%	3 25.0% 23.1%	2 10.5% 15.4%	1 5.3% 7.7%	0 0.0% 0.0%	1 9.1% 7.7%	1 6.7% 7.7%	1 14.3% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	3 25.0% 23.1%	0 0.0% 0.0%
70% - 79% (.75)	40 26.1% 100.0%	7 21.2% 17.5%	3 25.0% 7.5%	4 21.1% 10.0%	6 31.6% 15.0%	2 22.2% 5.0%	2 18.2% 5.0%	5 33.3% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 33.3% 10.0%	2 33.3% 5.0%
80% - 89% (.85)	40 26.1% 100.0%	9 27.3% 22.5%	2 16.7% 5.0%	7 36.8% 17.5%	4 21.1% 10.0%	5 55.6% 12.5%	5 45.5% 12.5%	6 40.0% 15.0%	2 28.6% 5.0%	2 66.7% 5.0%	1 100.0% 2.5%	4 33.3% 10.0%	4 66.7% 10.0%
90% - 99% (.95)	28 18.3% 100.0%	5 15.2% 17.9%	1 8.3% 3.6%	4 21.1% 14.3%	1 5.3% 3.6%	0 0.0% 0.0%	1 9.1% 3.6%	2 13.3% 7.1%	1 14.3% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 8.3% 3.6%	0 0.0% 0.0%
100% (1.00)	10 6.5% 100.0%	1 3.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 10.5% 20.0%	1 11.1% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store?

Base: Total buy from source (Q14C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Mean	0.78	0.74	0.67	0.79	0.71	0.80	0.77	0.78	0.69	0.62	0.85	0.78	0.82
Std. Dev.	0.179	0.193	0.229	0.139	0.236	0.150	0.133	0.145	0.190	0.404	0.000	0.097	0.052
Std. Err.	0.014	0.034	0.066	0.032	0.054	0.050	0.040	0.037	0.072	0.233	0.000	0.028	0.021

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Cigar Segmentation

Q15 Section II. What share of your total cigar purchases are made at that kind of store? - Mean Summary

Base: Total buy from source (Q14C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Net - Mass Channel (Q14c codes 2,3,7,9 or 17)													
Mean	0.66	0.61	0.47	0.43	0.58	0.65	0.55	0.75	0.66	0.67	0.63	0.48	0.55
Std. Dev.	0.282	0.283	0.340	0.371	0.308	0.100	0.346	0.000	0.224	0.278	0.261	0.189	0.000
Std. Err.	0.014	0.059	0.170	0.151	0.126	0.058	0.200	0.000	0.035	0.058	0.039	0.095	0.000
Net - Tobacconist (Q14c codes 4 or 12)													
Mean	0.74	0.75	0.70	0.76	0.75	0.73	0.78	0.76	0.61	0.69	0.62	0.76	0.78
Std. Dev.	0.212	0.193	0.234	0.190	0.209	0.203	0.175	0.185	0.234	0.285	0.215	0.172	0.166
Std. Err.	0.009	0.015	0.040	0.020	0.029	0.026	0.030	0.032	0.041	0.061	0.047	0.032	0.037
Net - On premises (Q14c codes 5,6,15 or 16)													
Mean	0.56	0.58	0.00	0.65	0.70	0.37	0.65	0.00	0.65	0.85	0.58	0.00	0.45
Std. Dev.	0.278	0.300	0.000	0.141	0.212	0.228	0.000	0.000	0.000	0.000	0.379	0.000	0.000
Std. Err.	0.040	0.100	0.000	0.100	0.150	0.102	0.000	0.000	0.000	0.000	0.219	0.000	0.000
Net - Internet/Mail Order (Q14c codes 11 or 13)													
Mean	0.78	0.74	0.67	0.79	0.71	0.80	0.77	0.78	0.69	0.62	0.85	0.78	0.82
Std. Dev.	0.179	0.193	0.229	0.139	0.236	0.150	0.133	0.145	0.190	0.404	0.000	0.097	0.052
Std. Err.	0.014	0.034	0.066	0.032	0.054	0.050	0.040	0.037	0.072	0.233	0.000	0.028	0.021

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Cigar Segmentation

Q16A Section II. Is there one particular store where you make most of your purchases?

Base: Total buy most often from tobacconist (Q14c codes 4 or 12)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	592 100.0% 100.0%	168 100.0% 28.4%	34 100.0% 5.7%	88 100.0% 14.9%	53 100.0% 9.0%	64 100.0% 10.8%	35 100.0% 5.9%	34 100.0% 5.7%	32 100.0% 5.4%	22 100.0% 3.7%	21 100.0% 3.5%	28 100.0% 4.7%	21 100.0% 3.5%
No answer	10 1.7% 100.0%	2 1.2% 20.0%	2 5.9% 20.0%	1 1.1% 10.0%	2 3.8% 20.0%	1 1.6% 10.0%	0 0.0% 0.0%	1 2.9% 10.0%	2 6.3% 20.0%	2 9.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	582 98.3% 100.0%	166 98.8% 28.5%	32 94.1% 5.5%	87 98.9% 14.9%	51 96.2% 8.8%	63 98.4% 10.8%	35 100.0% 6.0%	33 97.1% 5.7%	30 93.8% 5.2%	20 90.9% 3.4%	21 100.0% 3.6%	28 100.0% 4.8%	21 100.0% 3.6%
Yes	412 70.8% 100.0%	131 78.9% 31.8%	23 71.9% 5.6%	72 82.8% 17.5%	37 72.5% 9.0%	43 68.3% 10.4%	29 82.9% 7.0%	30 90.9% 7.3%	19 63.3% 4.6%	16 80.0% 3.9%	14 66.7% 3.4%	23 82.1% 5.6%	15 71.4% 3.6%
No	170 29.2% 100.0%	35 21.1% 20.6%	9 28.1% 5.3%	15 17.2% 8.8%	14 27.5% 8.2%	20 31.7% 11.8%	6 17.1% 3.5%	3 9.1% 1.8%	11 36.7% 6.5%	4 20.0% 2.4%	7 33.3% 4.1%	5 17.9% 2.9%	6 28.6% 3.5%

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Cigar Segmentation

Q16B Section II. How long have you been buying cigars from that particular tobacconist?

Base: Total buy most often from one particular store (Q16A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	412 100.0% 100.0%	131 100.0% 31.8%	23 100.0% 5.6%	72 100.0% 17.5%	37 100.0% 9.0%	43 100.0% 10.4%	29 100.0% 7.0%	30 100.0% 7.3%	19 100.0% 4.6%	16 100.0% 3.9%	14 100.0% 3.4%	23 100.0% 5.6%	15 100.0% 3.6%
No answer	9 2.2% 100.0%	5 3.8% 55.6%	1 4.3% 11.1%	2 2.8% 22.2%	1 2.7% 11.1%	0 0.0% 0.0%	1 3.4% 11.1%	1 3.3% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.3% 11.1%	0 0.0% 0.0%
Total answering	403 97.8% 100.0%	126 96.2% 31.3%	22 95.7% 5.5%	70 97.2% 17.4%	36 97.3% 8.9%	43 100.0% 10.7%	28 96.6% 6.9%	29 96.7% 7.2%	19 100.0% 4.7%	16 100.0% 4.0%	14 100.0% 3.5%	22 95.7% 5.5%	15 100.0% 3.7%
Less than 1 year (.5)	52 12.9% 100.0%	15 11.9% 28.8%	1 4.5% 1.9%	13 18.6% 25.0%	8 22.2% 15.4%	5 11.6% 9.6%	6 21.4% 11.5%	4 13.8% 7.7%	2 10.5% 3.8%	2 12.5% 3.8%	3 21.4% 5.8%	3 13.6% 5.8%	2 13.3% 3.8%
1-2 years (1.5)	144 35.7% 100.0%	51 40.5% 35.4%	8 36.4% 5.6%	23 32.9% 16.0%	14 38.9% 9.7%	11 25.6% 7.6%	6 21.4% 4.2%	7 24.1% 4.9%	2 10.5% 1.4%	4 25.0% 2.8%	3 21.4% 2.1%	8 36.4% 5.6%	3 20.0% 2.1%
3-4 years (3.5)	121 30.0% 100.0%	35 27.8% 28.9%	7 31.8% 5.8%	17 24.3% 14.0%	5 13.9% 4.1%	15 34.9% 12.4%	6 21.4% 5.0%	6 20.7% 5.0%	8 42.1% 6.6%	6 37.5% 5.0%	6 42.9% 5.0%	8 36.4% 6.6%	3 20.0% 2.5%
5-9 years (7)	52 12.9% 100.0%	13 10.3% 25.0%	2 9.1% 3.8%	10 14.3% 19.2%	5 13.9% 9.6%	6 14.0% 11.5%	5 17.9% 9.6%	5 17.2% 9.6%	4 21.1% 7.7%	3 18.8% 5.8%	1 7.1% 1.9%	1 4.5% 1.9%	4 26.7% 7.7%
10 years or more (15)	34 8.4% 100.0%	12 9.5% 35.3%	4 18.2% 11.8%	7 10.0% 20.6%	4 11.1% 11.8%	6 14.0% 17.6%	5 17.9% 14.7%	7 24.1% 20.6%	3 15.8% 8.8%	1 6.3% 2.9%	1 7.1% 2.9%	2 9.1% 5.9%	3 20.0% 8.8%
Mean Std. Dev. Std. Err.	3.82 3.907 0.195	3.79 4.074 0.363	5.05 5.080 1.083	3.94 4.246 0.507	3.82 4.518 0.753	4.73 4.605 0.702	5.11 5.193 0.981	5.98 5.581 1.036	5.53 4.677 1.073	4.00 3.642 0.911	3.50 3.757 1.004	3.57 3.998 0.852	5.93 5.257 1.357

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Cigar Segmentation

Q17a Section II. Which of the following cigar lengths do you buy?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Buy Regulary													
Short (e.g., Robusto, approx. 4 inch)	441 29.5% 100.0%	93 34.1% 21.1%	20 37.7% 4.5%	60 47.6% 13.6%	39 41.5% 8.8%	47 47.0% 10.7%	30 50.0% 6.8%	30 50.8% 6.8%	37 39.4% 8.4%	17 30.9% 3.9%	22 26.5% 5.0%	13 26.5% 2.9%	15 44.1% 3.4%
Medium (e.g., Corona, approx. 6 inch)	1048 70.0% 100.0%	231 84.6% 22.0%	43 81.1% 4.1%	112 88.9% 10.7%	77 81.9% 7.3%	85 85.0% 8.1%	53 88.3% 5.1%	47 79.7% 4.5%	77 81.9% 7.3%	41 74.5% 3.9%	62 74.7% 5.9%	39 79.6% 3.7%	28 82.4% 2.7%
Long (e.g., Churchill, approx. 7 inch)	530 35.4% 100.0%	141 51.6% 26.6%	31 58.5% 5.8%	77 61.1% 14.5%	50 53.2% 9.4%	51 51.0% 9.6%	38 63.3% 7.2%	34 57.6% 6.4%	36 38.3% 6.8%	15 27.3% 2.8%	30 36.1% 5.7%	27 55.1% 5.1%	16 47.1% 3.0%
Don't Know	128 8.6% 100.0%	5 1.8% 3.9%	0 0.0% 0.0%	2 1.6% 1.6%	0 0.0% 0.0%	1 1.0% 0.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 7.3% 3.1%	7 8.4% 5.5%	2 4.1% 1.6%	0 0.0% 0.0%
No answer	102 6.8% 100.0%	9 3.3% 8.8%	2 3.8% 2.0%	0 0.0% 0.0%	3 3.2% 2.9%	5 5.0% 4.9%	1 1.7% 1.0%	3 5.1% 2.9%	5 5.3% 4.9%	2 3.6% 2.0%	4 4.8% 3.9%	1 2.0% 1.0%	1 2.9% 1.0%

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GC 018560

Cigar Segmentation

Q17b Section II. Which of the following cigar lengths do you buy?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Buy Most Often													
Short (e.g., Robusto, approx. 4 inch)	155 10.4% 100.0%	20 7.3% 12.9%	7 13.2% 4.5%	12 9.5% 7.7%	7 7.4% 4.5%	11 11.0% 7.1%	9 15.0% 5.8%	8 13.6% 5.2%	8 8.5% 5.2%	7 12.7% 4.5%	5 6.0% 3.2%	2 4.1% 1.3%	7 20.6% 4.5%
Medium (e.g., Corona, approx. 6 inch)	820 54.8% 100.0%	176 64.5% 21.5%	27 50.9% 3.3%	74 58.7% 9.0%	58 61.7% 7.1%	57 57.0% 7.0%	30 50.0% 3.7%	33 55.9% 4.0%	65 69.1% 7.9%	33 60.0% 4.0%	47 56.6% 5.7%	30 61.2% 3.7%	16 47.1% 2.0%
Long (e.g., Churchill, approx. 7 inch)	240 16.0% 100.0%	58 21.2% 24.2%	16 30.2% 6.7%	29 23.0% 12.1%	25 26.6% 10.4%	23 23.0% 9.6%	16 26.7% 6.7%	14 23.7% 5.8%	13 13.8% 5.4%	4 7.3% 1.7%	13 15.7% 5.4%	12 24.5% 5.0%	8 23.5% 3.3%
Don't Know	88 5.9% 100.0%	4 1.5% 4.5%	0 0.0% 0.0%	1 0.8% 1.1%	0 0.0% 0.0%	1 1.0% 1.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.5% 3.4%	2 2.4% 2.3%	2 4.1% 2.3%	0 0.0% 0.0%
No answer	194 13.0% 100.0%	15 5.5% 7.7%	3 5.7% 1.5%	10 7.9% 5.2%	4 4.3% 2.1%	8 8.0% 4.1%	5 8.3% 2.6%	4 6.8% 2.1%	8 8.5% 4.1%	8 14.5% 4.1%	16 19.3% 8.2%	3 6.1% 1.5%	3 8.8% 1.5%

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GC 018561

Cigar Segmentation

Q17b Section II. Which of the following cigar widths/ring gauges do you buy?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Buy Regulary													
Small (e.g., Petit Corona, Cigarillo)	382 25.5% 100.0%	76 27.8% 19.9%	13 24.5% 3.4%	28 22.2% 7.3%	20 21.3% 5.2%	24 24.0% 6.3%	17 28.3% 4.5%	10 16.9% 2.6%	34 36.2% 8.9%	23 41.8% 6.0%	23 27.7% 6.0%	16 32.7% 4.2%	8 23.5% 2.1%
Medium (e.g., Corona)	1002 66.9% 100.0%	228 83.5% 22.8%	42 79.2% 4.2%	109 86.5% 10.9%	73 77.7% 7.3%	76 76.0% 7.6%	48 80.0% 4.8%	44 74.6% 4.4%	79 84.0% 7.9%	34 61.8% 3.4%	61 73.5% 6.1%	38 77.6% 3.8%	21 61.8% 2.1%
Large (e.g., Churchill, Robusto)	550 36.7% 100.0%	148 54.2% 26.9%	39 73.6% 7.1%	96 76.2% 17.5%	61 64.9% 11.1%	62 62.0% 11.3%	45 75.0% 8.2%	46 78.0% 8.4%	32 34.0% 5.8%	13 23.6% 2.4%	26 31.3% 4.7%	28 57.1% 5.1%	24 70.6% 4.4%
Don't Know	153 10.2% 100.0%	10 3.7% 6.5%	2 3.8% 1.3%	3 2.4% 2.0%	1 1.1% 0.7%	4 4.0% 2.6%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 1.3%	7 12.7% 4.6%	8 9.6% 5.2%	1 2.0% 0.7%	0 0.0% 0.0%
No answer	90 6.0% 100.0%	8 2.9% 8.9%	2 3.8% 2.2%	1 0.8% 1.1%	2 2.1% 2.2%	5 5.0% 5.6%	0 0.0% 0.0%	1 1.7% 1.1%	4 4.3% 4.4%	1 1.8% 1.1%	3 3.6% 3.3%	2 4.1% 2.2%	1 2.9% 1.1%

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GC 018562

Cigar Segmentation

Q17b Section II. Which of the following cigar widths/ring gauges do you buy?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Buy Most Often													
Small (e.g., Petit Corona, Cigarillo)	145 9.7% 100.0%	10 3.7% 6.9%	1 1.9% 0.7%	2 1.6% 1.4%	2 2.1% 1.4%	2 2.0% 1.4%	0 0.0% 0.0%	1 1.7% 0.7%	10 10.6% 6.9%	12 21.8% 8.3%	6 7.2% 4.1%	3 6.1% 2.1%	1 2.9% 0.7%
Medium (e.g., Corona)	777 51.9% 100.0%	185 67.8% 23.8%	23 43.4% 3.0%	71 56.3% 9.1%	55 58.5% 7.1%	55 55.0% 7.1%	29 48.3% 3.7%	28 47.5% 3.6%	65 69.1% 8.4%	25 45.5% 3.2%	45 54.2% 5.8%	31 63.3% 4.0%	16 47.1% 2.1%
Large (e.g., Churchill, Robusto)	257 17.2% 100.0%	55 20.1% 21.4%	24 45.3% 9.3%	44 34.9% 17.1%	32 34.0% 12.5%	32 32.0% 12.5%	26 43.3% 10.1%	26 44.1% 10.1%	10 10.6% 3.9%	4 7.3% 1.6%	12 14.5% 4.7%	11 22.4% 4.3%	15 44.1% 5.8%
Don't Know	107 7.1% 100.0%	6 2.2% 5.6%	2 3.8% 1.9%	1 0.8% 0.9%	1 1.1% 0.9%	2 2.0% 1.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 0.9%	5 9.1% 4.7%	2 2.4% 1.9%	1 2.0% 0.9%	0 0.0% 0.0%
No answer	211 14.1% 100.0%	17 6.2% 8.1%	3 5.7% 1.4%	8 6.3% 3.8%	4 4.3% 1.9%	9 9.0% 4.3%	5 8.3% 2.4%	4 6.8% 1.9%	8 8.5% 3.8%	9 16.4% 4.3%	18 21.7% 8.5%	3 6.1% 1.4%	2 5.9% 0.9%

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GC 018563

Cigar Segmentation

Q17a/b Section II. Most often cigar length/width purchases

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Miniature (Short-Small)	75 5.0% 100.0%	6 2.2% 8.0%	1 1.9% 1.3%	1 0.8% 1.3%	0 0.0% 0.0%	1 1.0% 1.3%	0 0.0% 0.0%	1 1.7% 1.3%	6 6.4% 8.0%	5 9.1% 6.7%	3 3.6% 4.0%	1 2.0% 1.3%	1 2.9% 1.3%
Robusto (Short-Large)	31 2.1% 100.0%	6 2.2% 19.4%	3 5.7% 9.7%	9 7.1% 29.0%	4 4.3% 12.9%	7 7.0% 22.6%	8 13.3% 25.8%	7 11.9% 22.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 3.2%	5 14.7% 16.1%
Churchill (Long-Large)	164 11.0% 100.0%	34 12.5% 20.7%	12 22.6% 7.3%	25 19.8% 15.2%	21 22.3% 12.8%	18 18.0% 11.0%	12 20.0% 7.3%	12 20.3% 7.3%	8 8.5% 4.9%	3 5.5% 1.8%	10 12.0% 6.1%	7 14.3% 4.3%	7 20.6% 4.3%
Other	1227 82.0% 100.0%	227 83.2% 18.5%	37 69.8% 3.0%	91 72.2% 7.4%	69 73.4% 5.6%	74 74.0% 6.0%	40 66.7% 3.3%	39 66.1% 3.2%	80 85.1% 6.5%	47 85.5% 3.8%	70 84.3% 5.7%	40 81.6% 3.3%	21 61.8% 1.7%

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GC 018564

Cigar Segmentation

Q18 Section II. Do you generally smoke . . . ?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	21 1.4% 100.0%	0 0.0% 0.0%	1 1.9% 4.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 4.8%	0 0.0% 0.0%	1 1.7% 4.8%	1 1.1% 4.8%	0 0.0% 0.0%	2 2.4% 9.5%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	1476 98.6% 100.0%	273 100.0% 18.5%	52 98.1% 3.5%	126 100.0% 8.5%	94 100.0% 6.4%	99 99.0% 6.7%	60 100.0% 4.1%	58 98.3% 3.9%	93 98.9% 6.3%	55 100.0% 3.7%	81 97.6% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
A milder cigar	546 37.0% 100.0%	83 30.4% 15.2%	13 25.0% 2.4%	18 14.3% 3.3%	17 18.1% 3.1%	26 26.3% 4.8%	9 15.0% 1.6%	10 17.2% 1.8%	33 35.5% 6.0%	28 50.9% 5.1%	27 33.3% 4.9%	17 34.7% 3.1%	6 17.6% 1.1%
A medium cigar	788 53.4% 100.0%	164 60.1% 20.8%	33 63.5% 4.2%	79 62.7% 10.0%	56 59.6% 7.1%	54 54.5% 6.9%	37 61.7% 4.7%	30 51.7% 3.8%	55 59.1% 7.0%	25 45.5% 3.2%	49 60.5% 6.2%	28 57.1% 3.6%	18 52.9% 2.3%
A strong cigar	142 9.6% 100.0%	26 9.5% 18.3%	6 11.5% 4.2%	29 23.0% 20.4%	21 22.3% 14.8%	19 19.2% 13.4%	14 23.3% 9.9%	18 31.0% 12.7%	5 5.4% 3.5%	2 3.6% 1.4%	5 6.2% 3.5%	4 8.2% 2.8%	10 29.4% 7.0%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
SuperNet - Both premium and mass brands	929 62.1% 100.0%	225 82.4% 24.2%	52 98.1% 5.6%	108 85.7% 11.6%	85 90.4% 9.1%	76 76.0% 8.2%	56 93.3% 6.0%	52 88.1% 5.6%	74 78.7% 8.0%	30 54.5% 3.2%	49 59.0% 5.3%	40 81.6% 4.3%	27 79.4% 2.9%
SuperNet - Premium brands only	135 9.0% 100.0%	48 17.6% 35.6%	1 1.9% 0.7%	18 14.3% 13.3%	9 9.6% 6.7%	24 24.0% 17.8%	4 6.7% 3.0%	7 11.9% 5.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 18.4% 6.7%	7 20.6% 5.2%
SuperNet - Mass brands Only	375 25.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	20 21.3% 5.3%	25 45.5% 6.7%	34 41.0% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	1064 71.1% 100.0%	273 100.0% 25.7%	53 100.0% 5.0%	126 100.0% 11.8%	94 100.0% 8.8%	100 100.0% 9.4%	60 100.0% 5.6%	59 100.0% 5.5%	74 78.7% 7.0%	30 54.5% 2.8%	49 59.0% 4.6%	49 100.0% 4.6%	34 100.0% 3.2%
SuperNet - Mass	1304 87.1% 100.0%	225 82.4% 17.3%	52 98.1% 4.0%	108 85.7% 8.3%	85 90.4% 6.5%	76 76.0% 5.8%	56 93.3% 4.3%	52 88.1% 4.0%	94 100.0% 7.2%	55 100.0% 4.2%	83 100.0% 6.4%	40 81.6% 3.1%	27 79.4% 2.1%
Net - Consolidated Cigar Co.	1236 82.6% 100.0%	247 90.5% 20.0%	51 96.2% 4.1%	118 93.7% 9.5%	90 95.7% 7.3%	89 89.0% 7.2%	59 98.3% 4.8%	55 93.2% 4.4%	90 95.7% 7.3%	50 90.9% 4.0%	75 90.4% 6.1%	45 91.8% 3.6%	32 94.1% 2.6%
Subnet - Premium	794 53.0% 100.0%	221 81.0% 27.8%	47 88.7% 5.9%	113 89.7% 14.2%	87 92.6% 11.0%	82 82.0% 10.3%	59 98.3% 7.4%	54 91.5% 6.8%	58 61.7% 7.3%	20 36.4% 2.5%	30 36.1% 3.8%	42 85.7% 5.3%	30 88.2% 3.8%
Don Diego	475 31.7% 100.0%	146 53.5% 30.7%	33 62.3% 6.9%	76 60.3% 16.0%	56 59.6% 11.8%	46 46.0% 9.7%	40 66.7% 8.4%	40 67.8% 8.4%	36 38.3% 7.6%	16 29.1% 3.4%	19 22.9% 4.0%	27 55.1% 5.7%	17 50.0% 3.6%
Montecristo	405 27.1% 100.0%	129 47.3% 31.9%	34 64.2% 8.4%	74 58.7% 18.3%	49 52.1% 12.1%	63 63.0% 15.6%	39 65.0% 9.6%	35 59.3% 8.6%	20 21.3% 4.9%	10 18.2% 2.5%	9 10.8% 2.2%	21 42.9% 5.2%	26 76.5% 6.4%
Royal Jamaica	218 14.6% 100.0%	62 22.7% 28.4%	20 37.7% 9.2%	46 36.5% 21.1%	30 31.9% 13.8%	25 25.0% 11.5%	27 45.0% 12.4%	30 50.8% 13.8%	15 16.0% 6.9%	7 12.7% 3.2%	10 12.0% 4.6%	13 26.5% 6.0%	13 38.2% 6.0%
Te-Amo	297 19.8% 100.0%	92 33.7% 31.0%	21 39.6% 7.1%	60 47.6% 20.2%	45 47.9% 15.2%	31 31.0% 10.4%	38 63.3% 12.8%	35 59.3% 11.8%	20 21.3% 6.7%	6 10.9% 2.0%	11 13.3% 3.7%	20 40.8% 6.7%	10 29.4% 3.4%
Upmann/H. Upmann	387 25.9% 100.0%	131 48.0% 33.9%	22 41.5% 5.7%	80 63.5% 20.7%	59 62.8% 15.2%	51 51.0% 13.2%	46 76.7% 11.9%	45 76.3% 11.6%	20 21.3% 5.2%	4 7.3% 1.0%	9 10.8% 2.3%	25 51.0% 6.5%	18 52.9% 4.7%
Subnet - Mass	1016 67.9% 100.0%	174 63.7% 17.1%	40 75.5% 3.9%	84 66.7% 8.3%	73 77.7% 7.2%	60 60.0% 5.9%	46 76.7% 4.5%	45 76.3% 4.4%	86 91.5% 8.5%	50 90.9% 4.9%	74 89.2% 7.3%	33 67.3% 3.2%	23 67.6% 2.3%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Antonio y Cleopatra	513 34.3% 100.0%	111 40.7% 21.6%	26 49.1% 5.1%	67 53.2% 13.1%	52 55.3% 10.1%	41 41.0% 8.0%	35 58.3% 6.8%	38 64.4% 7.4%	51 54.3% 9.9%	14 25.5% 2.7%	22 26.5% 4.3%	21 42.9% 4.1%	18 52.9% 3.5%
Backwoods	353 23.6% 100.0%	69 25.3% 19.5%	17 32.1% 4.8%	26 20.6% 7.4%	26 27.7% 7.4%	21 21.0% 5.9%	15 25.0% 4.2%	14 23.7% 4.0%	35 37.2% 9.9%	17 30.9% 4.8%	25 30.1% 7.1%	10 20.4% 2.8%	5 14.7% 1.4%
Dutch Masters	728 48.6% 100.0%	114 41.8% 15.7%	26 49.1% 3.6%	48 38.1% 6.6%	40 42.6% 5.5%	36 36.0% 4.9%	26 43.3% 3.6%	27 45.8% 3.7%	68 72.3% 9.3%	44 80.0% 6.0%	65 78.3% 8.9%	18 36.7% 2.5%	10 29.4% 1.4%
El Producto	519 34.7% 100.0%	94 34.4% 18.1%	26 49.1% 5.0%	43 34.1% 8.3%	35 37.2% 6.7%	28 28.0% 5.4%	22 36.7% 4.2%	23 39.0% 4.4%	62 66.0% 11.9%	30 54.5% 5.8%	53 63.9% 10.2%	12 24.5% 2.3%	11 32.4% 2.1%
Muriel	303 20.2% 100.0%	37 13.6% 12.2%	11 20.8% 3.6%	13 10.3% 4.3%	13 13.8% 4.3%	11 11.0% 3.6%	8 13.3% 2.6%	9 15.3% 3.0%	24 25.5% 7.9%	23 41.8% 7.6%	41 49.4% 13.5%	4 8.2% 1.3%	4 11.8% 1.3%
Net - General Cigar Holdings	1230 82.2% 100.0%	273 100.0% 22.2%	53 100.0% 4.3%	126 100.0% 10.2%	94 100.0% 7.6%	100 100.0% 8.1%	60 100.0% 4.9%	59 100.0% 4.8%	94 100.0% 7.6%	55 100.0% 4.5%	83 100.0% 6.7%	49 100.0% 4.0%	34 100.0% 2.8%
Subnet-General Cigar Holdings - Premium	821 54.8% 100.0%	273 100.0% 33.3%	53 100.0% 6.5%	126 100.0% 15.3%	94 100.0% 11.4%	100 100.0% 12.2%	60 100.0% 7.3%	59 100.0% 7.2%	53 56.4% 6.5%	19 34.5% 2.3%	21 25.3% 2.6%	49 100.0% 6.0%	34 100.0% 4.1%
SubNet - General Cigar Co.	1215 81.2% 100.0%	273 100.0% 22.5%	53 100.0% 4.4%	126 100.0% 10.4%	89 94.7% 7.3%	100 100.0% 8.2%	59 98.3% 4.9%	57 96.6% 4.7%	94 100.0% 7.7%	55 100.0% 4.5%	83 100.0% 6.8%	49 100.0% 4.0%	34 100.0% 2.8%
Sub-Subnet - Premium	786 52.5% 100.0%	273 100.0% 34.7%	53 100.0% 6.7%	126 100.0% 16.0%	86 91.5% 10.9%	100 100.0% 12.7%	57 95.0% 7.3%	56 94.9% 7.1%	52 55.3% 6.6%	16 29.1% 2.0%	21 25.3% 2.7%	49 100.0% 6.2%	34 100.0% 4.3%
Cohiba	430 28.7% 100.0%	151 55.3% 35.1%	28 52.8% 6.5%	90 71.4% 20.9%	60 63.8% 14.0%	100 100.0% 23.3%	44 73.3% 10.2%	40 67.8% 9.3%	21 22.3% 4.9%	10 18.2% 2.3%	10 12.0% 2.3%	31 63.3% 7.2%	34 100.0% 7.9%
Cifuentes	135 9.0% 100.0%	50 18.3% 37.0%	13 24.5% 9.6%	30 23.8% 22.2%	22 23.4% 16.3%	26 26.0% 19.3%	15 25.0% 11.1%	22 37.3% 16.3%	7 7.4% 5.2%	4 7.3% 3.0%	7 8.4% 5.2%	5 10.2% 3.7%	8 23.5% 5.9%
Macanudo	652 43.6% 100.0%	273 100.0% 41.9%	47 88.7% 7.2%	110 87.3% 16.9%	78 83.0% 12.0%	75 75.0% 11.5%	50 83.3% 7.7%	50 84.7% 7.7%	37 39.4% 5.7%	11 20.0% 1.7%	11 13.3% 1.7%	49 100.0% 7.5%	24 70.6% 3.7%
Macanudo Vintage	179 12.0% 100.0%	90 33.0% 50.3%	53 100.0% 29.6%	36 28.6% 20.1%	24 25.5% 13.4%	29 29.0% 16.2%	17 28.3% 9.5%	20 33.9% 11.2%	14 14.9% 7.8%	5 9.1% 2.8%	6 7.2% 3.4%	19 38.8% 10.6%	12 35.3% 6.7%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Partagas	388 25.9% 100.0%	134 49.1% 34.5%	21 39.6% 5.4%	126 100.0% 32.5%	55 58.5% 14.2%	54 54.0% 13.9%	49 81.7% 12.6%	43 72.9% 11.1%	16 17.0% 4.1%	5 9.1% 1.3%	10 12.0% 2.6%	26 53.1% 6.7%	16 47.1% 4.1%
Partagas Limited Reserve	114 7.6% 100.0%	41 15.0% 36.0%	18 34.0% 15.8%	46 36.5% 40.4%	19 20.2% 16.7%	21 21.0% 18.4%	18 30.0% 15.8%	23 39.0% 20.2%	8 8.5% 7.0%	4 7.3% 3.5%	7 8.4% 6.1%	9 18.4% 7.9%	9 26.5% 7.9%
Sub-Subnet - Mass	835 55.8% 100.0%	137 50.2% 16.4%	34 64.2% 4.1%	55 43.7% 6.6%	49 52.1% 5.9%	45 45.0% 5.4%	30 50.0% 3.6%	35 59.3% 4.2%	94 100.0% 11.3%	55 100.0% 6.6%	83 100.0% 9.9%	22 44.9% 2.6%	16 47.1% 1.9%
Garcia y Vega/Whiffs	442 29.5% 100.0%	105 38.5% 23.8%	28 52.8% 6.3%	45 35.7% 10.2%	39 41.5% 8.8%	33 33.0% 7.5%	19 31.7% 4.3%	22 37.3% 5.0%	94 100.0% 21.3%	15 27.3% 3.4%	24 28.9% 5.4%	19 38.8% 4.3%	12 35.3% 2.7%
Tiparillo	411 27.5% 100.0%	60 22.0% 14.6%	19 35.8% 4.6%	18 14.3% 4.4%	19 20.2% 4.6%	22 22.0% 5.4%	12 20.0% 2.9%	12 20.3% 2.9%	38 40.4% 9.2%	55 100.0% 13.4%	45 54.2% 10.9%	11 22.4% 2.7%	8 23.5% 1.9%
White Owl	539 36.0% 100.0%	65 23.8% 12.1%	17 32.1% 3.2%	25 19.8% 4.6%	21 22.3% 3.9%	18 18.0% 3.3%	12 20.0% 2.2%	18 30.5% 3.3%	57 60.6% 10.6%	37 67.3% 6.9%	83 100.0% 15.4%	11 22.4% 2.0%	4 11.8% 0.7%
William Penn	246 16.4% 100.0%	28 10.3% 11.4%	11 20.8% 4.5%	12 9.5% 4.9%	11 11.7% 4.5%	7 7.0% 2.8%	6 10.0% 2.4%	10 16.9% 4.1%	28 29.8% 11.4%	21 38.2% 8.5%	36 43.4% 14.6%	6 12.2% 2.4%	3 8.8% 1.2%
SubNet - Villazon	458 30.6% 100.0%	140 51.3% 30.6%	36 67.9% 7.9%	92 73.0% 20.1%	94 100.0% 20.5%	58 58.0% 12.7%	60 100.0% 13.1%	58 98.3% 12.7%	23 24.5% 5.0%	8 14.5% 1.7%	9 10.8% 2.0%	30 61.2% 6.6%	22 64.7% 4.8%
Hoyo de Monterrey	277 18.5% 100.0%	77 28.2% 27.8%	18 34.0% 6.5%	71 56.3% 25.6%	56 59.6% 20.2%	35 35.0% 12.6%	60 100.0% 21.7%	46 78.0% 16.6%	11 11.7% 4.0%	4 7.3% 1.4%	6 7.2% 2.2%	18 36.7% 6.5%	13 38.2% 4.7%
Hoyo de Monterrey Excalibur	172 11.5% 100.0%	48 17.6% 27.9%	17 32.1% 9.9%	46 36.5% 26.7%	31 33.0% 18.0%	34 34.0% 19.8%	30 50.0% 17.4%	58 98.3% 33.7%	7 7.4% 4.1%	5 9.1% 2.9%	6 7.2% 3.5%	12 24.5% 7.0%	10 29.4% 5.8%
Punch	356 23.8% 100.0%	113 41.4% 31.7%	25 47.2% 7.0%	76 60.3% 21.3%	94 100.0% 26.4%	48 48.0% 13.5%	51 85.0% 14.3%	44 74.6% 12.4%	11 11.7% 3.1%	5 9.1% 1.4%	8 9.6% 2.2%	24 49.0% 6.7%	18 52.9% 5.1%
Punch Grand Cru	78 5.2% 100.0%	15 5.5% 19.2%	10 18.9% 12.8%	12 9.5% 15.4%	22 23.4% 28.2%	15 15.0% 19.2%	13 21.7% 16.7%	16 27.1% 20.5%	4 4.3% 5.1%	4 7.3% 5.1%	7 8.4% 9.0%	6 12.2% 7.7%	10 29.4% 12.8%
Net - Swisher International	1049 70.1% 100.0%	175 64.1% 16.7%	38 71.7% 3.6%	87 69.0% 8.3%	67 71.3% 6.4%	58 58.0% 5.5%	47 78.3% 4.5%	41 69.5% 3.9%	75 79.8% 7.1%	41 74.5% 3.9%	65 78.3% 6.2%	28 57.1% 2.7%	19 55.9% 1.8%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Bering	283 18.9% 100.0%	78 28.6% 27.6%	22 41.5% 7.8%	69 54.8% 24.4%	44 46.8% 15.5%	33 33.0% 11.7%	36 60.0% 12.7%	38 64.4% 13.4%	22 23.4% 7.8%	8 14.5% 2.8%	12 14.5% 4.2%	18 36.7% 6.4%	12 35.3% 4.2%
King Edward	540 36.1% 100.0%	61 22.3% 11.3%	16 30.2% 3.0%	28 22.2% 5.2%	23 24.5% 4.3%	20 20.0% 3.7%	11 18.3% 2.0%	13 22.0% 2.4%	49 52.1% 9.1%	34 61.8% 6.3%	58 69.9% 10.7%	6 12.2% 1.1%	6 17.6% 1.1%
La Prima Dora	79 5.3% 100.0%	13 4.8% 16.5%	8 15.1% 10.1%	9 7.1% 11.4%	9 9.6% 11.4%	7 7.0% 8.9%	7 11.7% 8.9%	8 13.6% 10.1%	4 4.3% 5.1%	7 12.7% 8.9%	7 8.4% 8.9%	4 8.2% 5.1%	3 8.8% 3.8%
Swisher Sweets	801 53.5% 100.0%	126 46.2% 15.7%	25 47.2% 3.1%	45 35.7% 5.6%	41 43.6% 5.1%	33 33.0% 4.1%	25 41.7% 3.1%	21 35.6% 2.6%	60 63.8% 7.5%	33 60.0% 4.1%	53 63.9% 6.6%	15 30.6% 1.9%	10 29.4% 1.2%
Net - JR Tobacco Brands	191 12.8% 100.0%	56 20.5% 29.3%	18 34.0% 9.4%	45 35.7% 23.6%	29 30.9% 15.2%	19 19.0% 9.9%	27 45.0% 14.1%	31 52.5% 16.2%	12 12.8% 6.3%	12 21.8% 6.3%	15 18.1% 7.9%	15 30.6% 7.9%	7 20.6% 3.7%
El Rey Del Mundo	141 9.4% 100.0%	42 15.4% 29.8%	17 32.1% 12.1%	34 27.0% 24.1%	23 24.5% 16.3%	14 14.0% 9.9%	20 33.3% 14.2%	25 42.4% 17.7%	10 10.6% 7.1%	10 18.2% 7.1%	13 15.7% 9.2%	11 22.4% 7.8%	6 17.6% 4.3%
J.R. Ultimates	91 6.1% 100.0%	27 9.9% 29.7%	6 11.3% 6.6%	21 16.7% 23.1%	16 17.0% 17.6%	9 9.0% 9.9%	13 21.7% 14.3%	13 22.0% 14.3%	3 3.2% 3.3%	5 9.1% 5.5%	9 10.8% 9.9%	6 12.2% 6.6%	3 8.8% 3.3%
Net - Tabacalera	866 57.8% 100.0%	162 59.3% 18.7%	41 77.4% 4.7%	79 62.7% 9.1%	59 62.8% 6.8%	60 60.0% 6.9%	42 70.0% 4.8%	38 64.4% 4.4%	70 74.5% 8.1%	37 67.3% 4.3%	65 78.3% 7.5%	32 65.3% 3.7%	23 67.6% 2.7%
Subnet - Premium	300 20.0% 100.0%	92 33.7% 30.7%	26 49.1% 8.7%	57 45.2% 19.0%	39 41.5% 13.0%	44 44.0% 14.7%	35 58.3% 11.7%	29 49.2% 9.7%	20 21.3% 6.7%	7 12.7% 2.3%	9 10.8% 3.0%	20 40.8% 6.7%	19 55.9% 6.3%
Romeo y Julieta	300 20.0% 100.0%	92 33.7% 30.7%	26 49.1% 8.7%	57 45.2% 19.0%	39 41.5% 13.0%	44 44.0% 14.7%	35 58.3% 11.7%	29 49.2% 9.7%	20 21.3% 6.7%	7 12.7% 2.3%	9 10.8% 3.0%	20 40.8% 6.7%	19 55.9% 6.3%
Subnet - Mass	705 47.1% 100.0%	105 38.5% 14.9%	30 56.6% 4.3%	41 32.5% 5.8%	35 37.2% 5.0%	31 31.0% 4.4%	24 40.0% 3.4%	25 42.4% 3.5%	64 68.1% 9.1%	36 65.5% 5.1%	65 78.3% 9.2%	18 36.7% 2.6%	11 32.4% 1.6%
Black & Gold/Black & Mild	328 21.9% 100.0%	43 15.8% 13.1%	13 24.5% 4.0%	14 11.1% 4.3%	18 19.1% 5.5%	10 10.0% 3.0%	10 16.7% 3.0%	11 18.6% 3.4%	33 35.1% 10.1%	25 45.5% 7.6%	33 39.8% 10.1%	6 12.2% 1.8%	3 8.8% 0.9%
Hav-a-Tampa/Jewels	430 28.7% 100.0%	68 24.9% 15.8%	24 45.3% 5.6%	28 22.2% 6.5%	24 25.5% 5.6%	19 19.0% 4.4%	13 21.7% 3.0%	17 28.8% 4.0%	34 36.2% 7.9%	24 43.6% 5.6%	48 57.8% 11.2%	13 26.5% 3.0%	7 20.6% 1.6%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Phillies	331	49	11	14	13	12	9	9	38	25	45	11	3
	22.1%	17.9%	20.8%	11.1%	13.8%	12.0%	15.0%	15.3%	40.4%	45.5%	54.2%	22.4%	8.8%
	100.0%	14.8%	3.3%	4.2%	3.9%	3.6%	2.7%	2.7%	11.5%	7.6%	13.6%	3.3%	0.9%
Net - Other	1028	238	50	117	89	90	58	57	66	28	40	47	31
	68.7%	87.2%	94.3%	92.9%	94.7%	90.0%	96.7%	96.6%	70.2%	50.9%	48.2%	95.9%	91.2%
	100.0%	23.2%	4.9%	11.4%	8.7%	8.8%	5.6%	5.5%	6.4%	2.7%	3.9%	4.6%	3.0%
Subnet - Premium	808	223	48	115	86	86	56	57	48	19	32	44	30
	54.0%	81.7%	90.6%	91.3%	91.5%	86.0%	93.3%	96.6%	51.1%	34.5%	38.6%	89.8%	88.2%
	100.0%	27.6%	5.9%	14.2%	10.6%	10.6%	6.9%	7.1%	5.9%	2.4%	4.0%	5.4%	3.7%
Ashton	204	73	20	43	32	32	27	36	8	7	7	18	11
	13.6%	26.7%	37.7%	34.1%	34.0%	32.0%	45.0%	61.0%	8.5%	12.7%	8.4%	36.7%	32.4%
	100.0%	35.8%	9.8%	21.1%	15.7%	15.7%	13.2%	17.6%	3.9%	3.4%	3.4%	8.8%	5.4%
Bahia	69	19	4	13	10	9	6	9	1	4	7	2	4
	4.6%	7.0%	7.5%	10.3%	10.6%	9.0%	10.0%	15.3%	1.1%	7.3%	8.4%	4.1%	11.8%
	100.0%	27.5%	5.8%	18.8%	14.5%	13.0%	8.7%	13.0%	1.4%	5.8%	10.1%	2.9%	5.8%
Davidoff	227	80	19	58	30	37	30	35	4	4	6	16	13
	15.2%	29.3%	35.8%	46.0%	31.9%	37.0%	50.0%	59.3%	4.3%	7.3%	7.2%	32.7%	38.2%
	100.0%	35.2%	8.4%	25.6%	13.2%	16.3%	13.2%	15.4%	1.8%	1.8%	2.6%	7.0%	5.7%
Don Tomas	326	105	26	68	55	42	37	39	12	9	10	19	15
	21.8%	38.5%	49.1%	54.0%	58.5%	42.0%	61.7%	66.1%	12.8%	16.4%	12.0%	38.8%	44.1%
	100.0%	32.2%	8.0%	20.9%	16.9%	12.9%	11.3%	12.0%	3.7%	2.8%	3.1%	5.8%	4.6%
Dunhill	402	114	29	72	47	42	35	38	25	11	15	24	12
	26.9%	41.8%	54.7%	57.1%	50.0%	42.0%	58.3%	64.4%	26.6%	20.0%	18.1%	49.0%	35.3%
	100.0%	28.4%	7.2%	17.9%	11.7%	10.4%	8.7%	9.5%	6.2%	2.7%	3.7%	6.0%	3.0%
Fuente/Arturo Fuente	377	123	28	81	60	54	45	41	20	6	10	24	19
	25.2%	45.1%	52.8%	64.3%	63.8%	54.0%	75.0%	69.5%	21.3%	10.9%	12.0%	49.0%	55.9%
	100.0%	32.6%	7.4%	21.5%	15.9%	14.3%	11.9%	10.9%	5.3%	1.6%	2.7%	6.4%	5.0%
Thompson	280	64	16	36	27	24	23	25	26	11	14	12	10
	18.7%	23.4%	30.2%	28.6%	28.7%	24.0%	38.3%	42.4%	27.7%	20.0%	16.9%	24.5%	29.4%
	100.0%	22.9%	5.7%	12.9%	9.6%	8.6%	8.2%	8.9%	9.3%	3.9%	5.0%	4.3%	3.6%
Subnet - Mass	68	8	3	2	5	1	2	3	4	8	11	2	2
	4.5%	2.9%	5.7%	1.6%	5.3%	1.0%	3.3%	5.1%	4.3%	14.5%	13.3%	4.1%	5.9%
	100.0%	11.8%	4.4%	2.9%	7.4%	1.5%	2.9%	4.4%	5.9%	11.8%	16.2%	2.9%	2.9%
Middleton	68	8	3	2	5	1	2	3	4	8	11	2	2
	4.5%	2.9%	5.7%	1.6%	5.3%	1.0%	3.3%	5.1%	4.3%	14.5%	13.3%	4.1%	5.9%
	100.0%	11.8%	4.4%	2.9%	7.4%	1.5%	2.9%	4.4%	5.9%	11.8%	16.2%	2.9%	2.9%
Other	591	117	26	57	46	46	36	35	38	14	21	23	15
	39.5%	42.9%	49.1%	45.2%	48.9%	46.0%	60.0%	59.3%	40.4%	25.5%	25.3%	46.9%	44.1%
	100.0%	19.8%	4.4%	9.6%	7.8%	7.8%	6.1%	5.9%	6.4%	2.4%	3.6%	3.9%	2.5%

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GC 018570

Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
No answer	35	0	0	0	0	0	0	0	0	0	0	0	0
	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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GC 018571

Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Premium (Q19A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1064 100.0% 100.0%	273 100.0% 25.7%	53 100.0% 5.0%	126 100.0% 11.8%	94 100.0% 8.8%	100 100.0% 9.4%	60 100.0% 5.6%	59 100.0% 5.5%	74 100.0% 7.0%	30 100.0% 2.8%	49 100.0% 4.6%	49 100.0% 4.6%	34 100.0% 3.2%
SuperNet - Both premium and mass brands	929 87.3% 100.0%	225 82.4% 24.2%	52 98.1% 5.6%	108 85.7% 11.6%	85 90.4% 9.1%	76 76.0% 8.2%	56 93.3% 6.0%	52 88.1% 5.6%	74 100.0% 8.0%	30 100.0% 3.2%	49 100.0% 5.3%	40 81.6% 4.3%	27 79.4% 2.9%
SuperNet - Premium brands only	135 12.7% 100.0%	48 17.6% 35.6%	1 1.9% 0.7%	18 14.3% 13.3%	9 9.6% 6.7%	24 24.0% 17.8%	4 6.7% 3.0%	7 11.9% 5.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 18.4% 6.7%	7 20.6% 5.2%
SuperNet - Mass brands Only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	1064 100.0% 100.0%	273 100.0% 25.7%	53 100.0% 5.0%	126 100.0% 11.8%	94 100.0% 8.8%	100 100.0% 9.4%	60 100.0% 5.6%	59 100.0% 5.5%	74 100.0% 7.0%	30 100.0% 2.8%	49 100.0% 4.6%	49 100.0% 4.6%	34 100.0% 3.2%
SuperNet - Mass	929 87.3% 100.0%	225 82.4% 24.2%	52 98.1% 5.6%	108 85.7% 11.6%	85 90.4% 9.1%	76 76.0% 8.2%	56 93.3% 6.0%	52 88.1% 5.6%	74 100.0% 8.0%	30 100.0% 3.2%	49 100.0% 5.3%	40 81.6% 4.3%	27 79.4% 2.9%
Net - Consolidated Cigar Co.	976 91.7% 100.0%	247 90.5% 25.3%	51 96.2% 5.2%	118 93.7% 12.1%	90 95.7% 9.2%	89 89.0% 9.1%	59 98.3% 6.0%	55 93.2% 5.6%	71 95.9% 7.3%	29 96.7% 3.0%	46 93.9% 4.7%	45 91.8% 4.6%	32 94.1% 3.3%
Subnet - Premium	794 74.6% 100.0%	221 81.0% 27.8%	47 88.7% 5.9%	113 89.7% 14.2%	87 92.6% 11.0%	82 82.0% 10.3%	59 98.3% 7.4%	54 91.5% 6.8%	58 78.4% 7.3%	20 66.7% 2.5%	30 61.2% 3.8%	42 85.7% 5.3%	30 88.2% 3.8%
Don Diego	475 44.6% 100.0%	146 53.5% 30.7%	33 62.3% 6.9%	76 60.3% 16.0%	56 59.6% 11.8%	46 46.0% 9.7%	40 66.7% 8.4%	40 67.8% 8.4%	36 48.6% 7.6%	16 53.3% 3.4%	19 38.8% 4.0%	27 55.1% 5.7%	17 50.0% 3.6%
Montecristo	405 38.1% 100.0%	129 47.3% 31.9%	34 64.2% 8.4%	74 58.7% 18.3%	49 52.1% 12.1%	63 63.0% 15.6%	39 65.0% 9.6%	35 59.3% 8.6%	20 27.0% 4.9%	10 33.3% 2.5%	9 18.4% 2.2%	21 42.9% 5.2%	26 76.5% 6.4%
Royal Jamaica	218 20.5% 100.0%	62 22.7% 28.4%	20 37.7% 9.2%	46 36.5% 21.1%	30 31.9% 13.8%	25 25.0% 11.5%	27 45.0% 12.4%	30 50.8% 13.8%	15 20.3% 6.9%	7 23.3% 3.2%	10 20.4% 4.6%	13 26.5% 6.0%	13 38.2% 6.0%
Te-Amo	297 27.9% 100.0%	92 33.7% 31.0%	21 39.6% 7.1%	60 47.6% 20.2%	45 47.9% 15.2%	31 31.0% 10.4%	38 63.3% 12.8%	35 59.3% 11.8%	20 27.0% 6.7%	6 20.0% 2.0%	11 22.4% 3.7%	20 40.8% 6.7%	10 29.4% 3.4%
Upmann/H. Upmann	387 36.4% 100.0%	131 48.0% 33.9%	22 41.5% 5.7%	80 63.5% 20.7%	59 62.8% 15.2%	51 51.0% 13.2%	46 76.7% 11.9%	45 76.3% 11.6%	20 27.0% 5.2%	4 13.3% 1.0%	9 18.4% 2.3%	25 51.0% 6.5%	18 52.9% 4.7%
Subnet - Mass	756 71.1% 100.0%	174 63.7% 23.0%	40 75.5% 5.3%	84 66.7% 11.1%	73 77.7% 9.7%	60 60.0% 7.9%	46 76.7% 6.1%	45 76.3% 6.0%	67 90.5% 8.9%	29 96.7% 3.8%	45 91.8% 6.0%	33 67.3% 4.4%	23 67.6% 3.0%

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GC 018572

Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Premium (Q19A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1064 100.0% 100.0%	273 100.0% 25.7%	53 100.0% 5.0%	126 100.0% 11.8%	94 100.0% 8.8%	100 100.0% 9.4%	60 100.0% 5.6%	59 100.0% 5.5%	74 100.0% 7.0%	30 100.0% 2.8%	49 100.0% 4.6%	49 100.0% 4.6%	34 100.0% 3.2%
Antonio y Cleopatra	460 43.2% 100.0%	111 40.7% 24.1%	26 49.1% 5.7%	67 53.2% 14.6%	52 55.3% 11.3%	41 41.0% 8.9%	35 58.3% 7.6%	38 64.4% 8.3%	44 59.5% 9.6%	9 30.0% 2.0%	18 36.7% 3.9%	21 42.9% 4.6%	18 52.9% 3.9%
Backwoods	272 25.6% 100.0%	69 25.3% 25.4%	17 32.1% 6.3%	26 20.6% 9.6%	26 27.7% 9.6%	21 21.0% 7.7%	15 25.0% 5.5%	14 23.7% 5.1%	27 36.5% 9.9%	11 36.7% 4.0%	18 36.7% 6.6%	10 20.4% 3.7%	5 14.7% 1.8%
Dutch Masters	524 49.2% 100.0%	114 41.8% 21.8%	26 49.1% 5.0%	48 38.1% 9.2%	40 42.6% 7.6%	36 36.0% 6.9%	26 43.3% 5.0%	27 45.8% 5.2%	53 71.6% 10.1%	24 80.0% 4.6%	40 81.6% 7.6%	18 36.7% 3.4%	10 29.4% 1.9%
El Producto	403 37.9% 100.0%	94 34.4% 23.3%	26 49.1% 6.5%	43 34.1% 10.7%	35 37.2% 8.7%	28 28.0% 6.9%	22 36.7% 5.5%	23 39.0% 5.7%	47 63.5% 11.7%	16 53.3% 4.0%	33 67.3% 8.2%	12 24.5% 3.0%	11 32.4% 2.7%
Muriel	217 20.4% 100.0%	37 13.6% 17.1%	11 20.8% 5.1%	13 10.3% 6.0%	13 13.8% 6.0%	11 11.0% 5.1%	8 13.3% 3.7%	9 15.3% 4.1%	22 29.7% 10.1%	16 53.3% 7.4%	29 59.2% 13.4%	4 8.2% 1.8%	4 11.8% 1.8%
Net - General Cigar Holdings	996 93.6% 100.0%	273 100.0% 27.4%	53 100.0% 5.3%	126 100.0% 12.7%	94 100.0% 9.4%	100 100.0% 10.0%	60 100.0% 6.0%	59 100.0% 5.9%	74 100.0% 7.4%	30 100.0% 3.0%	49 100.0% 4.9%	49 100.0% 4.9%	34 100.0% 3.4%
Subnet-General Cigar Holdings - Premium	821 77.2% 100.0%	273 100.0% 33.3%	53 100.0% 6.5%	126 100.0% 15.3%	94 100.0% 11.4%	100 100.0% 12.2%	60 100.0% 7.3%	59 100.0% 7.2%	53 71.6% 6.5%	19 63.3% 2.3%	21 42.9% 2.6%	49 100.0% 6.0%	34 100.0% 4.1%
SubNet - General Cigar Co.	981 92.2% 100.0%	273 100.0% 27.8%	53 100.0% 5.4%	126 100.0% 12.8%	89 94.7% 9.1%	100 100.0% 10.2%	59 98.3% 6.0%	57 96.6% 5.8%	74 100.0% 7.5%	30 100.0% 3.1%	49 100.0% 5.0%	49 100.0% 5.0%	34 100.0% 3.5%
Sub-Subnet - Premium	786 73.9% 100.0%	273 100.0% 34.7%	53 100.0% 6.7%	126 100.0% 16.0%	86 91.5% 10.9%	100 100.0% 12.7%	57 95.0% 7.3%	56 94.9% 7.1%	52 70.3% 6.6%	16 53.3% 2.0%	21 42.9% 2.7%	49 100.0% 6.2%	34 100.0% 4.3%
Cohiba	430 40.4% 100.0%	151 55.3% 35.1%	28 52.8% 6.5%	90 71.4% 20.9%	60 63.8% 14.0%	100 100.0% 23.3%	44 73.3% 10.2%	40 67.8% 9.3%	21 28.4% 4.9%	10 33.3% 2.3%	10 20.4% 2.3%	31 63.3% 7.2%	34 100.0% 7.9%
Cifuentes	135 12.7% 100.0%	50 18.3% 37.0%	13 24.5% 9.6%	30 23.8% 22.2%	22 23.4% 16.3%	26 26.0% 19.3%	15 25.0% 11.1%	22 37.3% 16.3%	7 9.5% 5.2%	4 13.3% 3.0%	7 14.3% 5.2%	5 10.2% 3.7%	8 23.5% 5.9%
Macanudo	652 61.3% 100.0%	273 100.0% 41.9%	47 88.7% 7.2%	110 87.3% 16.9%	78 83.0% 12.0%	75 75.0% 11.5%	50 83.3% 7.7%	50 84.7% 7.7%	37 50.0% 5.7%	11 36.7% 1.7%	11 22.4% 1.7%	49 100.0% 7.5%	24 70.6% 3.7%
Macanudo Vintage	179 16.8% 100.0%	90 33.0% 50.3%	53 100.0% 29.6%	36 28.6% 20.1%	24 25.5% 13.4%	29 29.0% 16.2%	17 28.3% 9.5%	20 33.9% 11.2%	14 18.9% 7.8%	5 16.7% 2.8%	6 12.2% 3.4%	19 38.8% 10.6%	12 35.3% 6.7%

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GC 018573

Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Premium (Q19A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1064 100.0% 100.0%	273 100.0% 25.7%	53 100.0% 5.0%	126 100.0% 11.8%	94 100.0% 8.8%	100 100.0% 9.4%	60 100.0% 5.6%	59 100.0% 5.5%	74 100.0% 7.0%	30 100.0% 2.8%	49 100.0% 4.6%	49 100.0% 4.6%	34 100.0% 3.2%
Partagas	388 36.5% 100.0%	134 49.1% 34.5%	21 39.6% 5.4%	126 100.0% 32.5%	55 58.5% 14.2%	54 54.0% 13.9%	49 81.7% 12.6%	43 72.9% 11.1%	16 21.6% 4.1%	5 16.7% 1.3%	10 20.4% 2.6%	26 53.1% 6.7%	16 47.1% 4.1%
Partagas Limited Reserve	114 10.7% 100.0%	41 15.0% 36.0%	18 34.0% 15.8%	46 36.5% 40.4%	19 20.2% 16.7%	21 21.0% 18.4%	18 30.0% 15.8%	23 39.0% 20.2%	8 10.8% 7.0%	4 13.3% 3.5%	7 14.3% 6.1%	9 18.4% 7.9%	9 26.5% 7.9%
Sub-Subnet - Mass	601 56.5% 100.0%	137 50.2% 22.8%	34 64.2% 5.7%	55 43.7% 9.2%	49 52.1% 8.2%	45 45.0% 7.5%	30 50.0% 5.0%	35 59.3% 5.8%	74 100.0% 12.3%	30 100.0% 5.0%	49 100.0% 8.2%	22 44.9% 3.7%	16 47.1% 2.7%
Garcia y Vega/Whiffs	377 35.4% 100.0%	105 38.5% 27.9%	28 52.8% 7.4%	45 35.7% 11.9%	39 41.5% 10.3%	33 33.0% 8.8%	19 31.7% 5.0%	22 37.3% 5.8%	74 100.0% 19.6%	12 40.0% 3.2%	19 38.8% 5.0%	19 38.8% 5.0%	12 35.3% 3.2%
Tiparillo	282 26.5% 100.0%	60 22.0% 21.3%	19 35.8% 6.7%	18 14.3% 6.4%	19 20.2% 6.7%	22 22.0% 7.8%	12 20.0% 4.3%	12 20.3% 4.3%	31 41.9% 11.0%	30 100.0% 10.6%	29 59.2% 10.3%	11 22.4% 3.9%	8 23.5% 2.8%
White Owl	369 34.7% 100.0%	65 23.8% 17.6%	17 32.1% 4.6%	25 19.8% 6.8%	21 22.3% 5.7%	18 18.0% 4.9%	12 20.0% 3.3%	18 30.5% 4.9%	42 56.8% 11.4%	21 70.0% 5.7%	49 100.0% 13.3%	11 22.4% 3.0%	4 11.8% 1.1%
William Penn	178 16.7% 100.0%	28 10.3% 15.7%	11 20.8% 6.2%	12 9.5% 6.7%	11 11.7% 6.2%	7 7.0% 3.9%	6 10.0% 3.4%	10 16.9% 5.6%	24 32.4% 13.5%	12 40.0% 6.7%	25 51.0% 14.0%	6 12.2% 3.4%	3 8.8% 1.7%
SubNet - Villazon	458 43.0% 100.0%	140 51.3% 30.6%	36 67.9% 7.9%	92 73.0% 20.1%	94 100.0% 20.5%	58 58.0% 12.7%	60 100.0% 13.1%	58 98.3% 12.7%	23 31.1% 5.0%	8 26.7% 1.7%	9 18.4% 2.0%	30 61.2% 6.6%	22 64.7% 4.8%
Hoyo de Monterrey	277 26.0% 100.0%	77 28.2% 27.8%	18 34.0% 6.5%	71 56.3% 25.6%	56 59.6% 20.2%	35 35.0% 12.6%	60 100.0% 21.7%	46 78.0% 16.6%	11 14.9% 4.0%	4 13.3% 1.4%	6 12.2% 2.2%	18 36.7% 6.5%	13 38.2% 4.7%
Hoyo de Monterrey Excalibur	172 16.2% 100.0%	48 17.6% 27.9%	17 32.1% 9.9%	46 36.5% 26.7%	31 33.0% 18.0%	34 34.0% 19.8%	30 50.0% 17.4%	58 98.3% 33.7%	7 9.5% 4.1%	5 16.7% 2.9%	6 12.2% 3.5%	12 24.5% 7.0%	10 29.4% 5.8%
Punch	356 33.5% 100.0%	113 41.4% 31.7%	25 47.2% 7.0%	76 60.3% 21.3%	94 100.0% 26.4%	48 48.0% 13.5%	51 85.0% 14.3%	44 74.6% 12.4%	11 14.9% 3.1%	5 16.7% 1.4%	8 16.3% 2.2%	24 49.0% 6.7%	18 52.9% 5.1%
Punch Grand Cru	78 7.3% 100.0%	15 5.5% 19.2%	10 18.9% 12.8%	12 9.5% 15.4%	22 23.4% 28.2%	15 15.0% 19.2%	13 21.7% 16.7%	16 27.1% 20.5%	4 5.4% 5.1%	4 13.3% 5.1%	7 14.3% 9.0%	6 12.2% 7.7%	10 29.4% 12.8%
Net - Swisher International	757 71.1% 100.0%	175 64.1% 23.1%	38 71.7% 5.0%	87 69.0% 11.5%	67 71.3% 8.9%	58 58.0% 7.7%	47 78.3% 6.2%	41 69.5% 5.4%	61 82.4% 8.1%	25 83.3% 3.3%	43 87.8% 5.7%	28 57.1% 3.7%	19 55.9% 2.5%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Premium (Q19A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1064	273	53	126	94	100	60	59	74	30	49	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	25.7%	5.0%	11.8%	8.8%	9.4%	5.6%	5.5%	7.0%	2.8%	4.6%	4.6%	3.2%
Bering	275	78	22	69	44	33	36	38	22	8	10	18	12
	25.8%	28.6%	41.5%	54.8%	46.8%	33.0%	60.0%	64.4%	29.7%	26.7%	20.4%	36.7%	35.3%
	100.0%	28.4%	8.0%	25.1%	16.0%	12.0%	13.1%	13.8%	8.0%	2.9%	3.6%	6.5%	4.4%
King Edward	372	61	16	28	23	20	11	13	40	21	38	6	6
	35.0%	22.3%	30.2%	22.2%	24.5%	20.0%	18.3%	22.0%	54.1%	70.0%	77.6%	12.2%	17.6%
	100.0%	16.4%	4.3%	7.5%	6.2%	5.4%	3.0%	3.5%	10.8%	5.6%	10.2%	1.6%	1.6%
La Prima Dora	74	13	8	9	9	7	7	8	4	6	7	4	3
	7.0%	4.8%	15.1%	7.1%	9.6%	7.0%	11.7%	13.6%	5.4%	20.0%	14.3%	8.2%	8.8%
	100.0%	17.6%	10.8%	12.2%	12.2%	9.5%	9.5%	10.8%	5.4%	8.1%	9.5%	5.4%	4.1%
Swisher Sweets	546	126	25	45	41	33	25	21	49	21	34	15	10
	51.3%	46.2%	47.2%	35.7%	43.6%	33.0%	41.7%	35.6%	66.2%	70.0%	69.4%	30.6%	29.4%
	100.0%	23.1%	4.6%	8.2%	7.5%	6.0%	4.6%	3.8%	9.0%	3.8%	6.2%	2.7%	1.8%
Net - JR Tobacco Brands	191	56	18	45	29	19	27	31	12	12	15	15	7
	18.0%	20.5%	34.0%	35.7%	30.9%	19.0%	45.0%	52.5%	16.2%	40.0%	30.6%	30.6%	20.6%
	100.0%	29.3%	9.4%	23.6%	15.2%	9.9%	14.1%	16.2%	6.3%	6.3%	7.9%	7.9%	3.7%
El Rey Del Mundo	141	42	17	34	23	14	20	25	10	10	13	11	6
	13.3%	15.4%	32.1%	27.0%	24.5%	14.0%	33.3%	42.4%	13.5%	33.3%	26.5%	22.4%	17.6%
	100.0%	29.8%	12.1%	24.1%	16.3%	9.9%	14.2%	17.7%	7.1%	7.1%	9.2%	7.8%	4.3%
J.R. Ultimates	91	27	6	21	16	9	13	13	3	5	9	6	3
	8.6%	9.9%	11.3%	16.7%	17.0%	9.0%	21.7%	22.0%	4.1%	16.7%	18.4%	12.2%	8.8%
	100.0%	29.7%	6.6%	23.1%	17.6%	9.9%	14.3%	14.3%	3.3%	5.5%	9.9%	6.6%	3.3%
Net - Tabacalera	664	162	41	79	59	60	42	38	56	23	44	32	23
	62.4%	59.3%	77.4%	62.7%	62.8%	60.0%	70.0%	64.4%	75.7%	76.7%	89.8%	65.3%	67.6%
	100.0%	24.4%	6.2%	11.9%	8.9%	9.0%	6.3%	5.7%	8.4%	3.5%	6.6%	4.8%	3.5%
Subnet - Premium	300	92	26	57	39	44	35	29	20	7	9	20	19
	28.2%	33.7%	49.1%	45.2%	41.5%	44.0%	58.3%	49.2%	27.0%	23.3%	18.4%	40.8%	55.9%
	100.0%	30.7%	8.7%	19.0%	13.0%	14.7%	11.7%	9.7%	6.7%	2.3%	3.0%	6.7%	6.3%
Romeo y Julieta	300	92	26	57	39	44	35	29	20	7	9	20	19
	28.2%	33.7%	49.1%	45.2%	41.5%	44.0%	58.3%	49.2%	27.0%	23.3%	18.4%	40.8%	55.9%
	100.0%	30.7%	8.7%	19.0%	13.0%	14.7%	11.7%	9.7%	6.7%	2.3%	3.0%	6.7%	6.3%
Subnet - Mass	503	105	30	41	35	31	24	25	50	22	44	18	11
	47.3%	38.5%	56.6%	32.5%	37.2%	31.0%	40.0%	42.4%	67.6%	73.3%	89.8%	36.7%	32.4%
	100.0%	20.9%	6.0%	8.2%	7.0%	6.2%	4.8%	5.0%	9.9%	4.4%	8.7%	3.6%	2.2%
Black & Gold/Black & Mild	232	43	13	14	18	10	10	11	26	17	25	6	3
	21.8%	15.8%	24.5%	11.1%	19.1%	10.0%	16.7%	18.6%	35.1%	56.7%	51.0%	12.2%	8.8%
	100.0%	18.5%	5.6%	6.0%	7.8%	4.3%	4.3%	4.7%	11.2%	7.3%	10.8%	2.6%	1.3%
Hav-a-Tampa/Jewels	318	68	24	28	24	19	13	17	30	18	33	13	7
	29.9%	24.9%	45.3%	22.2%	25.5%	19.0%	21.7%	28.8%	40.5%	60.0%	67.3%	26.5%	20.6%
	100.0%	21.4%	7.5%	8.8%	7.5%	6.0%	4.1%	5.3%	9.4%	5.7%	10.4%	4.1%	2.2%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Premium (Q19A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1064 100.0% 100.0%	273 100.0% 25.7%	53 100.0% 5.0%	126 100.0% 11.8%	94 100.0% 8.8%	100 100.0% 9.4%	60 100.0% 5.6%	59 100.0% 5.5%	74 100.0% 7.0%	30 100.0% 2.8%	49 100.0% 4.6%	49 100.0% 4.6%	34 100.0% 3.2%
Phillies	246 23.1% 100.0%	49 17.9% 19.9%	11 20.8% 4.5%	14 11.1% 5.7%	13 13.8% 5.3%	12 12.0% 4.9%	9 15.0% 3.7%	9 15.3% 3.7%	30 40.5% 12.2%	16 53.3% 6.5%	31 63.3% 12.6%	11 22.4% 4.5%	3 8.8% 1.2%
Net - Other	904 85.0% 100.0%	238 87.2% 26.3%	50 94.3% 5.5%	117 92.9% 12.9%	89 94.7% 9.8%	90 90.0% 10.0%	58 96.7% 6.4%	57 96.6% 6.3%	59 79.7% 6.5%	22 73.3% 2.4%	35 71.4% 3.9%	47 95.9% 5.2%	31 91.2% 3.4%
Subnet - Premium	808 75.9% 100.0%	223 81.7% 27.6%	48 90.6% 5.9%	115 91.3% 14.2%	86 91.5% 10.6%	86 86.0% 10.6%	56 93.3% 6.9%	57 96.6% 7.1%	48 64.9% 5.9%	19 63.3% 2.4%	32 65.3% 4.0%	44 89.8% 5.4%	30 88.2% 3.7%
Ashton	204 19.2% 100.0%	73 26.7% 35.8%	20 37.7% 9.8%	43 34.1% 21.1%	32 34.0% 15.7%	32 32.0% 15.7%	27 45.0% 13.2%	36 61.0% 17.6%	8 10.8% 3.9%	7 23.3% 3.4%	7 14.3% 3.4%	18 36.7% 8.8%	11 32.4% 5.4%
Bahia	69 6.5% 100.0%	19 7.0% 27.5%	4 7.5% 5.8%	13 10.3% 18.8%	10 10.6% 14.5%	9 9.0% 13.0%	6 10.0% 8.7%	9 15.3% 13.0%	1 1.4% 1.4%	4 13.3% 5.8%	7 14.3% 10.1%	2 4.1% 2.9%	4 11.8% 5.8%
Davidoff	227 21.3% 100.0%	80 29.3% 35.2%	19 35.8% 8.4%	58 46.0% 25.6%	30 31.9% 13.2%	37 37.0% 16.3%	30 50.0% 13.2%	35 59.3% 15.4%	4 5.4% 1.8%	4 13.3% 1.8%	6 12.2% 2.6%	16 32.7% 7.0%	13 38.2% 5.7%
Don Tomas	326 30.6% 100.0%	105 38.5% 32.2%	26 49.1% 8.0%	68 54.0% 20.9%	55 58.5% 16.9%	42 42.0% 12.9%	37 61.7% 11.3%	39 66.1% 12.0%	12 16.2% 3.7%	9 30.0% 2.8%	10 20.4% 3.1%	19 38.8% 5.8%	15 44.1% 4.6%
Dunhill	402 37.8% 100.0%	114 41.8% 28.4%	29 54.7% 7.2%	72 57.1% 17.9%	47 50.0% 11.7%	42 42.0% 10.4%	35 58.3% 8.7%	38 64.4% 9.5%	25 33.8% 6.2%	11 36.7% 2.7%	15 30.6% 3.7%	24 49.0% 6.0%	12 35.3% 3.0%
Fuente/Arturo Fuente	377 35.4% 100.0%	123 45.1% 32.6%	28 52.8% 7.4%	81 64.3% 21.5%	60 63.8% 15.9%	54 54.0% 14.3%	45 75.0% 11.9%	41 69.5% 10.9%	20 27.0% 5.3%	6 20.0% 1.6%	10 20.4% 2.7%	24 49.0% 6.4%	19 55.9% 5.0%
Thompson	280 26.3% 100.0%	64 23.4% 22.9%	16 30.2% 5.7%	36 28.6% 12.9%	27 28.7% 9.6%	24 24.0% 8.6%	23 38.3% 8.2%	25 42.4% 8.9%	26 35.1% 9.3%	11 36.7% 3.9%	14 28.6% 5.0%	12 24.5% 4.3%	10 29.4% 3.6%
Subnet - Mass	48 4.5% 100.0%	8 2.9% 16.7%	3 5.7% 6.3%	2 1.6% 4.2%	5 5.3% 10.4%	1 1.0% 2.1%	2 3.3% 4.2%	3 5.1% 6.3%	4 5.4% 8.3%	5 16.7% 10.4%	8 16.3% 16.7%	2 4.1% 4.2%	2 5.9% 4.2%
Middleton	48 4.5% 100.0%	8 2.9% 16.7%	3 5.7% 6.3%	2 1.6% 4.2%	5 5.3% 10.4%	1 1.0% 2.1%	2 3.3% 4.2%	3 5.1% 6.3%	4 5.4% 8.3%	5 16.7% 10.4%	8 16.3% 16.7%	2 4.1% 4.2%	2 5.9% 4.2%
Other	483 45.4% 100.0%	117 42.9% 24.2%	26 49.1% 5.4%	57 45.2% 11.8%	46 48.9% 9.5%	46 46.0% 9.5%	36 60.0% 7.5%	35 59.3% 7.2%	31 41.9% 6.4%	11 36.7% 2.3%	19 38.8% 3.9%	23 46.9% 4.8%	15 44.1% 3.1%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Mass (Q19A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1304 100.0% 100.0%	225 100.0% 17.3%	52 100.0% 4.0%	108 100.0% 8.3%	85 100.0% 6.5%	76 100.0% 5.8%	56 100.0% 4.3%	52 100.0% 4.0%	94 100.0% 7.2%	55 100.0% 4.2%	83 100.0% 6.4%	40 100.0% 3.1%	27 100.0% 2.1%
SuperNet - Both premium and mass brands	929 71.2% 100.0%	225 100.0% 24.2%	52 100.0% 5.6%	108 100.0% 11.6%	85 100.0% 9.1%	76 100.0% 8.2%	56 100.0% 6.0%	52 100.0% 5.6%	74 78.7% 8.0%	30 54.5% 3.2%	49 59.0% 5.3%	40 100.0% 4.3%	27 100.0% 2.9%
SuperNet - Premium brands only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Mass brands Only	375 28.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	20 21.3% 5.3%	25 45.5% 6.7%	34 41.0% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	929 71.2% 100.0%	225 100.0% 24.2%	52 100.0% 5.6%	108 100.0% 11.6%	85 100.0% 9.1%	76 100.0% 8.2%	56 100.0% 6.0%	52 100.0% 5.6%	74 78.7% 8.0%	30 54.5% 3.2%	49 59.0% 5.3%	40 100.0% 4.3%	27 100.0% 2.9%
SuperNet - Mass	1304 100.0% 100.0%	225 100.0% 17.3%	52 100.0% 4.0%	108 100.0% 8.3%	85 100.0% 6.5%	76 100.0% 5.8%	56 100.0% 4.3%	52 100.0% 4.0%	94 100.0% 7.2%	55 100.0% 4.2%	83 100.0% 6.4%	40 100.0% 3.1%	27 100.0% 2.1%
Net - Consolidated Cigar Co.	1132 86.8% 100.0%	211 93.8% 18.6%	50 96.2% 4.4%	103 95.4% 9.1%	83 97.6% 7.3%	70 92.1% 6.2%	55 98.2% 4.9%	50 96.2% 4.4%	90 95.7% 8.0%	50 90.9% 4.4%	75 90.4% 6.6%	37 92.5% 3.3%	26 96.3% 2.3%
Subnet - Premium	690 52.9% 100.0%	185 82.2% 26.8%	46 88.5% 6.7%	98 90.7% 14.2%	80 94.1% 11.6%	63 82.9% 9.1%	55 98.2% 8.0%	49 94.2% 7.1%	58 61.7% 8.4%	20 36.4% 2.9%	30 36.1% 4.3%	34 85.0% 4.9%	24 88.9% 3.5%
Don Diego	425 32.6% 100.0%	124 55.1% 29.2%	32 61.5% 7.5%	70 64.8% 16.5%	52 61.2% 12.2%	40 52.6% 9.4%	37 66.1% 8.7%	37 71.2% 8.7%	36 38.3% 8.5%	16 29.1% 3.8%	19 22.9% 4.5%	23 57.5% 5.4%	16 59.3% 3.8%
Montecristo	351 26.9% 100.0%	111 49.3% 31.6%	33 63.5% 9.4%	65 60.2% 18.5%	44 51.8% 12.5%	52 68.4% 14.8%	35 62.5% 10.0%	31 59.6% 8.8%	20 21.3% 5.7%	10 18.2% 2.8%	9 10.8% 2.6%	17 42.5% 4.8%	20 74.1% 5.7%
Royal Jamaica	201 15.4% 100.0%	61 27.1% 30.3%	20 38.5% 10.0%	45 41.7% 22.4%	28 32.9% 13.9%	20 26.3% 10.0%	26 46.4% 12.9%	29 55.8% 14.4%	15 16.0% 7.5%	7 12.7% 3.5%	10 12.0% 5.0%	12 30.0% 6.0%	10 37.0% 5.0%
Te-Amo	267 20.5% 100.0%	78 34.7% 29.2%	21 40.4% 7.9%	57 52.8% 21.3%	42 49.4% 15.7%	27 35.5% 10.1%	36 64.3% 13.5%	31 59.6% 11.6%	20 21.3% 7.5%	6 10.9% 2.2%	11 13.3% 4.1%	16 40.0% 6.0%	10 37.0% 3.7%
Upmann/H. Upmann	334 25.6% 100.0%	112 49.8% 33.5%	22 42.3% 6.6%	73 67.6% 21.9%	56 65.9% 16.8%	42 55.3% 12.6%	43 76.8% 12.9%	41 78.8% 12.3%	20 21.3% 6.0%	4 7.3% 1.2%	9 10.8% 2.7%	19 47.5% 5.7%	16 59.3% 4.8%
Subnet - Mass	1016 77.9% 100.0%	174 77.3% 17.1%	40 76.9% 3.9%	84 77.8% 8.3%	73 85.9% 7.2%	60 78.9% 5.9%	46 82.1% 4.5%	45 86.5% 4.4%	86 91.5% 8.5%	50 90.9% 4.9%	74 89.2% 7.3%	33 82.5% 3.2%	23 85.2% 2.3%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Mass (Q19A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1304 100.0% 100.0%	225 100.0% 17.3%	52 100.0% 4.0%	108 100.0% 8.3%	85 100.0% 6.5%	76 100.0% 5.8%	56 100.0% 4.3%	52 100.0% 4.0%	94 100.0% 7.2%	55 100.0% 4.2%	83 100.0% 6.4%	40 100.0% 3.1%	27 100.0% 2.1%
Antonio y Cleopatra	513 39.3% 100.0%	111 49.3% 21.6%	26 50.0% 5.1%	67 62.0% 13.1%	52 61.2% 10.1%	41 53.9% 8.0%	35 62.5% 6.8%	38 73.1% 7.4%	51 54.3% 9.9%	14 25.5% 2.7%	22 26.5% 4.3%	21 52.5% 4.1%	18 66.7% 3.5%
Backwoods	353 27.1% 100.0%	69 30.7% 19.5%	17 32.7% 4.8%	26 24.1% 7.4%	26 30.6% 7.4%	21 27.6% 5.9%	15 26.8% 4.2%	14 26.9% 4.0%	35 37.2% 9.9%	17 30.9% 4.8%	25 30.1% 7.1%	10 25.0% 2.8%	5 18.5% 1.4%
Dutch Masters	728 55.8% 100.0%	114 50.7% 15.7%	26 50.0% 3.6%	48 44.4% 6.6%	40 47.1% 5.5%	36 47.4% 4.9%	26 46.4% 3.6%	27 51.9% 3.7%	68 72.3% 9.3%	44 80.0% 6.0%	65 78.3% 8.9%	18 45.0% 2.5%	10 37.0% 1.4%
El Producto	519 39.8% 100.0%	94 41.8% 18.1%	26 50.0% 5.0%	43 39.8% 8.3%	35 41.2% 6.7%	28 36.8% 5.4%	22 39.3% 4.2%	23 44.2% 4.4%	62 66.0% 11.9%	30 54.5% 5.8%	53 63.9% 10.2%	12 30.0% 2.3%	11 40.7% 2.1%
Muriel	303 23.2% 100.0%	37 16.4% 12.2%	11 21.2% 3.6%	13 12.0% 4.3%	13 15.3% 4.3%	11 14.5% 3.6%	8 14.3% 2.6%	9 17.3% 3.0%	24 25.5% 7.9%	23 41.8% 7.6%	41 49.4% 13.5%	4 10.0% 1.3%	4 14.8% 1.3%
Net - General Cigar Holdings	1107 84.9% 100.0%	225 100.0% 20.3%	52 100.0% 4.7%	108 100.0% 9.8%	85 100.0% 7.7%	76 100.0% 6.9%	56 100.0% 5.1%	52 100.0% 4.7%	94 100.0% 8.5%	55 100.0% 5.0%	83 100.0% 7.5%	40 100.0% 3.6%	27 100.0% 2.4%
Subnet-General Cigar Holdings - Premium	698 53.5% 100.0%	225 100.0% 32.2%	52 100.0% 7.4%	108 100.0% 15.5%	85 100.0% 12.2%	76 100.0% 10.9%	56 100.0% 8.0%	52 100.0% 7.4%	53 56.4% 7.6%	19 34.5% 2.7%	21 25.3% 3.0%	40 100.0% 5.7%	27 100.0% 3.9%
SubNet - General Cigar Co.	1096 84.0% 100.0%	225 100.0% 20.5%	52 100.0% 4.7%	108 100.0% 9.9%	81 95.3% 7.4%	76 100.0% 6.9%	55 98.2% 5.0%	51 98.1% 4.7%	94 100.0% 8.6%	55 100.0% 5.0%	83 100.0% 7.6%	40 100.0% 3.6%	27 100.0% 2.5%
Sub-Subnet - Premium	667 51.2% 100.0%	225 100.0% 33.7%	52 100.0% 7.8%	108 100.0% 16.2%	78 91.8% 11.7%	76 100.0% 11.4%	53 94.6% 7.9%	50 96.2% 7.5%	52 55.3% 7.8%	16 29.1% 2.4%	21 25.3% 3.1%	40 100.0% 6.0%	27 100.0% 4.0%
Cohiba	349 26.8% 100.0%	120 53.3% 34.4%	27 51.9% 7.7%	77 71.3% 22.1%	53 62.4% 15.2%	76 100.0% 21.8%	40 71.4% 11.5%	35 67.3% 10.0%	21 22.3% 6.0%	10 18.2% 2.9%	10 12.0% 2.9%	23 57.5% 6.6%	27 100.0% 7.7%
Cifuentes	116 8.9% 100.0%	42 18.7% 36.2%	12 23.1% 10.3%	26 24.1% 22.4%	20 23.5% 17.2%	19 25.0% 16.4%	13 23.2% 11.2%	21 40.4% 18.1%	7 7.4% 6.0%	4 7.3% 3.4%	7 8.4% 6.0%	4 10.0% 3.4%	5 18.5% 4.3%
Macanudo	549 42.1% 100.0%	225 100.0% 41.0%	46 88.5% 8.4%	95 88.0% 17.3%	71 83.5% 12.9%	60 78.9% 10.9%	46 82.1% 8.4%	45 86.5% 8.2%	37 39.4% 6.7%	11 20.0% 2.0%	11 13.3% 2.0%	40 100.0% 7.3%	20 74.1% 3.6%
Macanudo Vintage	160 12.3% 100.0%	82 36.4% 51.3%	52 100.0% 32.5%	31 28.7% 19.4%	23 27.1% 14.4%	25 32.9% 15.6%	17 30.4% 10.6%	19 36.5% 11.9%	14 14.9% 8.8%	5 9.1% 3.1%	6 7.2% 3.8%	19 47.5% 11.9%	11 40.7% 6.9%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Mass (Q19A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1304 100.0% 100.0%	225 100.0% 17.3%	52 100.0% 4.0%	108 100.0% 8.3%	85 100.0% 6.5%	76 100.0% 5.8%	56 100.0% 4.3%	52 100.0% 4.0%	94 100.0% 7.2%	55 100.0% 4.2%	83 100.0% 6.4%	40 100.0% 3.1%	27 100.0% 2.1%
Partagas	334 25.6% 100.0%	113 50.2% 33.8%	21 40.4% 6.3%	108 100.0% 32.3%	52 61.2% 15.6%	46 60.5% 13.8%	45 80.4% 13.5%	37 71.2% 11.1%	16 17.0% 4.8%	5 9.1% 1.5%	10 12.0% 3.0%	20 50.0% 6.0%	14 51.9% 4.2%
Partagas Limited Reserve	102 7.8% 100.0%	35 15.6% 34.3%	18 34.6% 17.6%	40 37.0% 39.2%	18 21.2% 17.6%	19 25.0% 18.6%	17 30.4% 16.7%	21 40.4% 20.6%	8 8.5% 7.8%	4 7.3% 3.9%	7 8.4% 6.9%	8 20.0% 7.8%	9 33.3% 8.8%
Sub-Subnet - Mass	835 64.0% 100.0%	137 60.9% 16.4%	34 65.4% 4.1%	55 50.9% 6.6%	49 57.6% 5.9%	45 59.2% 5.4%	30 53.6% 3.6%	35 67.3% 4.2%	94 100.0% 11.3%	55 100.0% 6.6%	83 100.0% 9.9%	22 55.0% 2.6%	16 59.3% 1.9%
Garcia y Vega/Whiffs	442 33.9% 100.0%	105 46.7% 23.8%	28 53.8% 6.3%	45 41.7% 10.2%	39 45.9% 8.8%	33 43.4% 7.5%	19 33.9% 4.3%	22 42.3% 5.0%	94 100.0% 21.3%	15 27.3% 3.4%	24 28.9% 5.4%	19 47.5% 4.3%	12 44.4% 2.7%
Tiparillo	411 31.5% 100.0%	60 26.7% 14.6%	19 36.5% 4.6%	18 16.7% 4.4%	19 22.4% 4.6%	22 28.9% 5.4%	12 21.4% 2.9%	12 23.1% 2.9%	38 40.4% 9.2%	55 100.0% 13.4%	45 54.2% 10.9%	11 27.5% 2.7%	8 29.6% 1.9%
White Owl	539 41.3% 100.0%	65 28.9% 12.1%	17 32.7% 3.2%	25 23.1% 4.6%	21 24.7% 3.9%	18 23.7% 3.3%	12 21.4% 2.2%	18 34.6% 3.3%	57 60.6% 10.6%	37 67.3% 6.9%	83 100.0% 15.4%	11 27.5% 2.0%	4 14.8% 0.7%
William Penn	246 18.9% 100.0%	28 12.4% 11.4%	11 21.2% 4.5%	12 11.1% 4.9%	11 12.9% 4.5%	7 9.2% 2.8%	6 10.7% 2.4%	10 19.2% 4.1%	28 29.8% 11.4%	21 38.2% 8.5%	36 43.4% 14.6%	6 15.0% 2.4%	3 11.1% 1.2%
SubNet - Villazon	399 30.6% 100.0%	122 54.2% 30.6%	35 67.3% 8.8%	81 75.0% 20.3%	85 100.0% 21.3%	46 60.5% 11.5%	56 100.0% 14.0%	51 98.1% 12.8%	23 24.5% 5.8%	8 14.5% 2.0%	9 10.8% 2.3%	25 62.5% 6.3%	17 63.0% 4.3%
Hoyo de Monterrey	247 18.9% 100.0%	69 30.7% 27.9%	18 34.6% 7.3%	65 60.2% 26.3%	53 62.4% 21.5%	31 40.8% 12.6%	56 100.0% 22.7%	42 80.8% 17.0%	11 11.7% 4.5%	4 7.3% 1.6%	6 7.2% 2.4%	14 35.0% 5.7%	11 40.7% 4.5%
Hoyo de Monterrey Excalibur	151 11.6% 100.0%	46 20.4% 30.5%	17 32.7% 11.3%	42 38.9% 27.8%	29 34.1% 19.2%	29 38.2% 19.2%	28 50.0% 18.5%	51 98.1% 33.8%	7 7.4% 4.6%	5 9.1% 3.3%	6 7.2% 4.0%	12 30.0% 7.9%	8 29.6% 5.3%
Punch	315 24.2% 100.0%	100 44.4% 31.7%	24 46.2% 7.6%	69 63.9% 21.9%	85 100.0% 27.0%	38 50.0% 12.1%	48 85.7% 15.2%	41 78.8% 13.0%	11 11.7% 3.5%	5 9.1% 1.6%	8 9.6% 2.5%	21 52.5% 6.7%	14 51.9% 4.4%
Punch Grand Cru	76 5.8% 100.0%	15 6.7% 19.7%	10 19.2% 13.2%	12 11.1% 15.8%	22 25.9% 28.9%	14 18.4% 18.4%	13 23.2% 17.1%	16 30.8% 21.1%	4 4.3% 5.3%	4 7.3% 5.3%	7 8.4% 9.2%	6 15.0% 7.9%	9 33.3% 11.8%
Net - Swisher International	1049 80.4% 100.0%	175 77.8% 16.7%	38 73.1% 3.6%	87 80.6% 8.3%	67 78.8% 6.4%	58 76.3% 5.5%	47 83.9% 4.5%	41 78.8% 3.9%	75 79.8% 7.1%	41 74.5% 3.9%	65 78.3% 6.2%	28 70.0% 2.7%	19 70.4% 1.8%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Mass (Q19A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1304 100.0% 100.0%	225 100.0% 17.3%	52 100.0% 4.0%	108 100.0% 8.3%	85 100.0% 6.5%	76 100.0% 5.8%	56 100.0% 4.3%	52 100.0% 4.0%	94 100.0% 7.2%	55 100.0% 4.2%	83 100.0% 6.4%	40 100.0% 3.1%	27 100.0% 2.1%
Bering	283 21.7% 100.0%	78 34.7% 27.6%	22 42.3% 7.8%	69 63.9% 24.4%	44 51.8% 15.5%	33 43.4% 11.7%	36 64.3% 12.7%	38 73.1% 13.4%	22 23.4% 7.8%	8 14.5% 2.8%	12 14.5% 4.2%	18 45.0% 6.4%	12 44.4% 4.2%
King Edward	540 41.4% 100.0%	61 27.1% 11.3%	16 30.8% 3.0%	28 25.9% 5.2%	23 27.1% 4.3%	20 26.3% 3.7%	11 19.6% 2.0%	13 25.0% 2.4%	49 52.1% 9.1%	34 61.8% 6.3%	58 69.9% 10.7%	6 15.0% 1.1%	6 22.2% 1.1%
La Prima Dora	79 6.1% 100.0%	13 5.8% 16.5%	8 15.4% 10.1%	9 8.3% 11.4%	9 10.6% 11.4%	7 9.2% 8.9%	7 12.5% 8.9%	8 15.4% 10.1%	4 4.3% 5.1%	7 12.7% 8.9%	7 8.4% 8.9%	4 10.0% 5.1%	3 11.1% 3.8%
Swisher Sweets	801 61.4% 100.0%	126 56.0% 15.7%	25 48.1% 3.1%	45 41.7% 5.6%	41 48.2% 5.1%	33 43.4% 4.1%	25 44.6% 3.1%	21 40.4% 2.6%	60 63.8% 7.5%	33 60.0% 4.1%	53 63.9% 6.6%	15 37.5% 1.9%	10 37.0% 1.2%
Net - JR Tobacco Brands	181 13.9% 100.0%	53 23.6% 29.3%	18 34.6% 9.9%	44 40.7% 24.3%	29 34.1% 16.0%	19 25.0% 10.5%	27 48.2% 14.9%	29 55.8% 16.0%	12 12.8% 6.6%	12 21.8% 6.6%	15 18.1% 8.3%	13 32.5% 7.2%	7 25.9% 3.9%
El Rey Del Mundo	134 10.3% 100.0%	40 17.8% 29.9%	17 32.7% 12.7%	33 30.6% 24.6%	23 27.1% 17.2%	14 18.4% 10.4%	20 35.7% 14.9%	23 44.2% 17.2%	10 10.6% 7.5%	10 18.2% 7.5%	13 15.7% 9.7%	10 25.0% 7.5%	6 22.2% 4.5%
J.R. Ultimates	88 6.7% 100.0%	26 11.6% 29.5%	6 11.5% 6.8%	21 19.4% 23.9%	16 18.8% 18.2%	9 11.8% 10.2%	13 23.2% 14.8%	13 25.0% 14.8%	3 3.2% 3.4%	5 9.1% 5.7%	9 10.8% 10.2%	5 12.5% 5.7%	3 11.1% 3.4%
Net - Tabacalera	836 64.1% 100.0%	152 67.6% 18.2%	40 76.9% 4.8%	74 68.5% 8.9%	56 65.9% 6.7%	55 72.4% 6.6%	40 71.4% 4.8%	36 69.2% 4.3%	70 74.5% 8.4%	37 67.3% 4.4%	65 78.3% 7.8%	28 70.0% 3.3%	20 74.1% 2.4%
Subnet - Premium	270 20.7% 100.0%	82 36.4% 30.4%	25 48.1% 9.3%	52 48.1% 19.3%	36 42.4% 13.3%	39 51.3% 14.4%	33 58.9% 12.2%	27 51.9% 10.0%	20 21.3% 7.4%	7 12.7% 2.6%	9 10.8% 3.3%	16 40.0% 5.9%	16 59.3% 5.9%
Romeo y Julieta	270 20.7% 100.0%	82 36.4% 30.4%	25 48.1% 9.3%	52 48.1% 19.3%	36 42.4% 13.3%	39 51.3% 14.4%	33 58.9% 12.2%	27 51.9% 10.0%	20 21.3% 7.4%	7 12.7% 2.6%	9 10.8% 3.3%	16 40.0% 5.9%	16 59.3% 5.9%
Subnet - Mass	705 54.1% 100.0%	105 46.7% 14.9%	30 57.7% 4.3%	41 38.0% 5.8%	35 41.2% 5.0%	31 40.8% 4.4%	24 42.9% 3.4%	25 48.1% 3.5%	64 68.1% 9.1%	36 65.5% 5.1%	65 78.3% 9.2%	18 45.0% 2.6%	11 40.7% 1.6%
Black & Gold/Black & Mild	328 25.2% 100.0%	43 19.1% 13.1%	13 25.0% 4.0%	14 13.0% 4.3%	18 21.2% 5.5%	10 13.2% 3.0%	10 17.9% 3.0%	11 21.2% 3.4%	33 35.1% 10.1%	25 45.5% 7.6%	33 39.8% 10.1%	6 15.0% 1.8%	3 11.1% 0.9%
Hav-a-Tampa/Jewels	430 33.0% 100.0%	68 30.2% 15.8%	24 46.2% 5.6%	28 25.9% 6.5%	24 28.2% 5.6%	19 25.0% 4.4%	13 23.2% 3.0%	17 32.7% 4.0%	34 36.2% 7.9%	24 43.6% 5.6%	48 57.8% 11.2%	13 32.5% 3.0%	7 25.9% 1.6%

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Cigar Segmentation

Q19A Section II. Indicate which of the following brands of cigars you have ever smoked.

Base: Total completes - Mass (Q19A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1304 100.0% 100.0%	225 100.0% 17.3%	52 100.0% 4.0%	108 100.0% 8.3%	85 100.0% 6.5%	76 100.0% 5.8%	56 100.0% 4.3%	52 100.0% 4.0%	94 100.0% 7.2%	55 100.0% 4.2%	83 100.0% 6.4%	40 100.0% 3.1%	27 100.0% 2.1%
Phillies	331 25.4% 100.0%	49 21.8% 14.8%	11 21.2% 3.3%	14 13.0% 4.2%	13 15.3% 3.9%	12 15.8% 3.6%	9 16.1% 2.7%	9 17.3% 2.7%	38 40.4% 11.5%	25 45.5% 7.6%	45 54.2% 13.6%	11 27.5% 3.3%	3 11.1% 0.9%
Net - Other	897 68.8% 100.0%	200 88.9% 22.3%	49 94.2% 5.5%	103 95.4% 11.5%	82 96.5% 9.1%	70 92.1% 7.8%	54 96.4% 6.0%	52 100.0% 5.8%	66 70.2% 7.4%	28 50.9% 3.1%	40 48.2% 4.5%	38 95.0% 4.2%	25 92.6% 2.8%
Subnet - Premium	714 54.8% 100.0%	186 82.7% 26.1%	47 90.4% 6.6%	101 93.5% 14.1%	79 92.9% 11.1%	68 89.5% 9.5%	53 94.6% 7.4%	52 100.0% 7.3%	48 51.1% 6.7%	19 34.5% 2.7%	32 38.6% 4.5%	35 87.5% 4.9%	24 88.9% 3.4%
Ashton	174 13.3% 100.0%	61 27.1% 35.1%	19 36.5% 10.9%	38 35.2% 21.8%	29 34.1% 16.7%	28 36.8% 16.1%	24 42.9% 13.8%	34 65.4% 19.5%	8 8.5% 4.6%	7 12.7% 4.0%	7 8.4% 4.0%	14 35.0% 8.0%	10 37.0% 5.7%
Bahia	62 4.8% 100.0%	17 7.6% 27.4%	4 7.7% 6.5%	11 10.2% 17.7%	10 11.8% 16.1%	9 11.8% 14.5%	6 10.7% 9.7%	8 15.4% 12.9%	1 1.1% 1.6%	4 7.3% 6.5%	7 8.4% 11.3%	2 5.0% 3.2%	4 14.8% 6.5%
Davidoff	190 14.6% 100.0%	64 28.4% 33.7%	18 34.6% 9.5%	50 46.3% 26.3%	27 31.8% 14.2%	30 39.5% 15.8%	27 48.2% 14.2%	32 61.5% 16.8%	4 4.3% 2.1%	4 7.3% 2.1%	6 7.2% 3.2%	12 30.0% 6.3%	10 37.0% 5.3%
Don Tomas	294 22.5% 100.0%	93 41.3% 31.6%	25 48.1% 8.5%	63 58.3% 21.4%	50 58.8% 17.0%	39 51.3% 13.3%	35 62.5% 11.9%	38 73.1% 12.9%	12 12.8% 4.1%	9 16.4% 3.1%	10 12.0% 3.4%	17 42.5% 5.8%	14 51.9% 4.8%
Dunhill	355 27.2% 100.0%	101 44.9% 28.5%	28 53.8% 7.9%	65 60.2% 18.3%	44 51.8% 12.4%	31 40.8% 8.7%	34 60.7% 9.6%	35 67.3% 9.9%	25 26.6% 7.0%	11 20.0% 3.1%	15 18.1% 4.2%	22 55.0% 6.2%	9 33.3% 2.5%
Fuente/Arturo Fuente	327 25.1% 100.0%	103 45.8% 31.5%	27 51.9% 8.3%	72 66.7% 22.0%	55 64.7% 16.8%	45 59.2% 13.8%	43 76.8% 13.1%	38 73.1% 11.6%	20 21.3% 6.1%	6 10.9% 1.8%	10 12.0% 3.1%	18 45.0% 5.5%	16 59.3% 4.9%
Thompson	270 20.7% 100.0%	62 27.6% 23.0%	16 30.8% 5.9%	36 33.3% 13.3%	27 31.8% 10.0%	21 27.6% 7.8%	23 41.1% 8.5%	23 44.2% 8.5%	26 27.7% 9.6%	11 20.0% 4.1%	14 16.9% 5.2%	12 30.0% 4.4%	8 29.6% 3.0%
Subnet - Mass	68 5.2% 100.0%	8 3.6% 11.8%	3 5.8% 4.4%	2 1.9% 2.9%	5 5.9% 7.4%	1 1.3% 1.5%	2 3.6% 2.9%	3 5.8% 4.4%	4 4.3% 5.9%	8 14.5% 11.8%	11 13.3% 16.2%	2 5.0% 2.9%	2 7.4% 2.9%
Middleton	68 5.2% 100.0%	8 3.6% 11.8%	3 5.8% 4.4%	2 1.9% 2.9%	5 5.9% 7.4%	1 1.3% 1.5%	2 3.6% 2.9%	3 5.8% 4.4%	4 4.3% 5.9%	8 14.5% 11.8%	11 13.3% 16.2%	2 5.0% 2.9%	2 7.4% 2.9%
Other	519 39.8% 100.0%	104 46.2% 20.0%	25 48.1% 4.8%	53 49.1% 10.2%	43 50.6% 8.3%	36 47.4% 6.9%	33 58.9% 6.4%	33 63.5% 6.4%	38 40.4% 7.3%	14 25.5% 2.7%	21 25.3% 4.0%	20 50.0% 3.9%	13 48.1% 2.5%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
SuperNet - Both premium and mass brands	186 12.4% 100.0%	65 23.8% 34.9%	22 41.5% 11.8%	26 20.6% 14.0%	28 29.8% 15.1%	21 21.0% 11.3%	19 31.7% 10.2%	13 22.0% 7.0%	46 48.9% 24.7%	13 23.6% 7.0%	17 20.5% 9.1%	13 26.5% 7.0%	6 17.6% 3.2%
SuperNet - Premium brands only	460 30.7% 100.0%	193 70.7% 42.0%	27 50.9% 5.9%	100 79.4% 21.7%	65 69.1% 14.1%	72 72.0% 15.7%	41 68.3% 8.9%	43 72.9% 9.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	33 67.3% 7.2%	25 73.5% 5.4%
SuperNet - Mass brands Only	483 32.3% 100.0%	1 0.4% 0.2%	1 1.9% 0.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	41 43.6% 8.5%	37 67.3% 7.7%	64 77.1% 13.3%	1 2.0% 0.2%	1 2.9% 0.2%
SuperNet - Premium	646 43.2% 100.0%	258 94.5% 39.9%	49 92.5% 7.6%	126 100.0% 19.5%	93 98.9% 14.4%	93 93.0% 14.4%	60 100.0% 9.3%	56 94.9% 8.7%	46 48.9% 7.1%	13 23.6% 2.0%	17 20.5% 2.6%	46 93.9% 7.1%	31 91.2% 4.8%
SuperNet - Mass	669 44.7% 100.0%	66 24.2% 9.9%	23 43.4% 3.4%	26 20.6% 3.9%	28 29.8% 4.2%	21 21.0% 3.1%	19 31.7% 2.8%	13 22.0% 1.9%	87 92.6% 13.0%	50 90.9% 7.5%	81 97.6% 12.1%	14 28.6% 2.1%	7 20.6% 1.0%
Net - Consolidated Cigar Co.	532 35.5% 100.0%	129 47.3% 24.2%	31 58.5% 5.8%	75 59.5% 14.1%	49 52.1% 9.2%	52 52.0% 9.8%	46 76.7% 8.6%	29 49.2% 5.5%	50 53.2% 9.4%	29 52.7% 5.5%	52 62.7% 9.8%	24 49.0% 4.5%	17 50.0% 3.2%
Subnet - Premium	280 18.7% 100.0%	107 39.2% 38.2%	26 49.1% 9.3%	67 53.2% 23.9%	42 44.7% 15.0%	48 48.0% 17.1%	42 70.0% 15.0%	26 44.1% 9.3%	25 26.6% 8.9%	5 9.1% 1.8%	8 9.6% 2.9%	21 42.9% 7.5%	16 47.1% 5.7%
Don Diego	72 4.8% 100.0%	32 11.7% 44.4%	9 17.0% 12.5%	17 13.5% 23.6%	10 10.6% 13.9%	11 11.0% 15.3%	9 15.0% 12.5%	6 10.2% 8.3%	13 13.8% 18.1%	4 7.3% 5.6%	3 3.6% 4.2%	7 14.3% 9.7%	4 11.8% 5.6%
Montecristo	72 4.8% 100.0%	34 12.5% 47.2%	14 26.4% 19.4%	27 21.4% 37.5%	12 12.8% 16.7%	23 23.0% 31.9%	19 31.7% 26.4%	9 15.3% 12.5%	8 8.5% 11.1%	3 5.5% 4.2%	1 1.2% 1.4%	5 10.2% 6.9%	11 32.4% 15.3%
Royal Jamaica	40 2.7% 100.0%	17 6.2% 42.5%	8 15.1% 20.0%	11 8.7% 27.5%	9 9.6% 22.5%	8 8.0% 20.0%	8 13.3% 20.0%	6 10.2% 15.0%	6 6.4% 15.0%	1 1.8% 2.5%	2 2.4% 5.0%	2 4.1% 5.0%	2 5.9% 5.0%
Te-Amo	62 4.1% 100.0%	23 8.4% 37.1%	8 15.1% 12.9%	15 11.9% 24.2%	17 18.1% 27.4%	9 9.0% 14.5%	12 20.0% 19.4%	11 18.6% 17.7%	5 5.3% 8.1%	1 1.8% 1.6%	2 2.4% 3.2%	6 12.2% 9.7%	1 2.9% 1.6%
Upmann/H. Upmann	123 8.2% 100.0%	58 21.2% 47.2%	11 20.8% 8.9%	40 31.7% 32.5%	27 28.7% 22.0%	28 28.0% 22.8%	22 36.7% 17.9%	14 23.7% 11.4%	5 5.3% 4.1%	1 1.8% 0.8%	1 1.2% 0.8%	10 20.4% 8.1%	8 23.5% 6.5%
Subnet - Mass	293 19.6% 100.0%	40 14.7% 13.7%	11 20.8% 3.8%	12 9.5% 4.1%	14 14.9% 4.8%	10 10.0% 3.4%	6 10.0% 2.0%	4 6.8% 1.4%	37 39.4% 12.6%	26 47.3% 8.9%	48 57.8% 16.4%	8 16.3% 2.7%	3 8.8% 1.0%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Antonio y Cleopatra	96 6.4% 100.0%	27 9.9% 28.1%	9 17.0% 9.4%	7 5.6% 7.3%	10 10.6% 10.4%	4 4.0% 4.2%	2 3.3% 2.1%	1 1.7% 1.0%	25 26.6% 26.0%	3 5.5% 3.1%	8 9.6% 8.3%	6 12.2% 6.3%	2 5.9% 2.1%
Backwoods	74 4.9% 100.0%	12 4.4% 16.2%	1 1.9% 1.4%	3 2.4% 4.1%	2 2.1% 2.7%	6 6.0% 8.1%	2 3.3% 2.7%	1 1.7% 1.4%	10 10.6% 13.5%	7 12.7% 9.5%	10 12.0% 13.5%	1 2.0% 1.4%	1 2.9% 1.4%
Dutch Masters	117 7.8% 100.0%	6 2.2% 5.1%	1 1.9% 0.9%	2 1.6% 1.7%	3 3.2% 2.6%	2 2.0% 1.7%	0 0.0% 0.0%	0 0.0% 0.0%	11 11.7% 9.4%	20 36.4% 17.1%	32 38.6% 27.4%	2 4.1% 1.7%	0 0.0% 0.0%
El Producto	55 3.7% 100.0%	3 1.1% 5.5%	2 3.8% 3.6%	2 1.6% 3.6%	4 4.3% 7.3%	1 1.0% 1.8%	1 1.7% 1.8%	1 1.7% 1.8%	3 3.2% 5.5%	10 18.2% 18.2%	21 25.3% 38.2%	2 4.1% 3.6%	1 2.9% 1.8%
Muriel	40 2.7% 100.0%	1 0.4% 2.5%	1 1.9% 2.5%	1 0.8% 2.5%	0 0.0% 0.0%	2 2.0% 5.0%	1 1.7% 2.5%	1 1.7% 2.5%	1 1.1% 2.5%	7 12.7% 17.5%	16 19.3% 40.0%	1 2.0% 2.5%	0 0.0% 0.0%
Net - General Cigar Holdings	606 40.5% 100.0%	259 94.9% 42.7%	48 90.6% 7.9%	126 100.0% 20.8%	93 98.9% 15.3%	92 92.0% 15.2%	59 98.3% 9.7%	51 86.4% 8.4%	87 92.6% 14.4%	50 90.9% 8.3%	80 96.4% 13.2%	46 93.9% 7.6%	31 91.2% 5.1%
Subnet-General Cigar Holdings - Premium	442 29.5% 100.0%	258 94.5% 58.4%	48 90.6% 10.9%	126 100.0% 28.5%	93 98.9% 21.0%	92 92.0% 20.8%	59 98.3% 13.3%	51 86.4% 11.5%	31 33.0% 7.0%	8 14.5% 1.8%	8 9.6% 1.8%	46 93.9% 10.4%	30 88.2% 6.8%
SubNet - General Cigar Co.	539 36.0% 100.0%	259 94.9% 48.1%	46 86.8% 8.5%	126 100.0% 23.4%	58 61.7% 10.8%	92 92.0% 17.1%	38 63.3% 7.1%	35 59.3% 6.5%	87 92.6% 16.1%	50 90.9% 9.3%	80 96.4% 14.8%	46 93.9% 8.5%	29 85.3% 5.4%
Sub-Subnet - Premium	370 24.7% 100.0%	258 94.5% 69.7%	46 86.8% 12.4%	126 100.0% 34.1%	56 59.6% 15.1%	92 92.0% 24.9%	38 63.3% 10.3%	33 55.9% 8.9%	29 30.9% 7.8%	7 12.7% 1.9%	7 8.4% 1.9%	46 93.9% 12.4%	28 82.4% 7.6%
Cohiba	92 6.1% 100.0%	40 14.7% 43.5%	10 18.9% 10.9%	31 24.6% 33.7%	21 22.3% 22.8%	92 92.0% 100.0%	15 25.0% 16.3%	13 22.0% 14.1%	6 6.4% 6.5%	3 5.5% 3.3%	2 2.4% 2.2%	7 14.3% 7.6%	27 79.4% 29.3%
Cifuentes	17 1.1% 100.0%	12 4.4% 70.6%	3 5.7% 17.6%	6 4.8% 35.3%	4 4.3% 23.5%	6 6.0% 35.3%	6 10.0% 35.3%	5 8.5% 29.4%	1 1.1% 5.9%	1 1.8% 5.9%	0 0.0% 0.0%	3 6.1% 17.6%	2 5.9% 11.8%
Macanudo	256 17.1% 100.0%	256 93.8% 100.0%	36 67.9% 14.1%	63 50.0% 24.6%	36 38.3% 14.1%	39 39.0% 15.2%	20 33.3% 7.8%	14 23.7% 5.5%	21 22.3% 8.2%	5 9.1% 2.0%	4 4.8% 1.6%	43 87.8% 16.8%	7 20.6% 2.7%
Macanudo Vintage	42 2.8% 100.0%	32 11.7% 76.2%	42 79.2% 100.0%	11 8.7% 26.2%	13 13.8% 31.0%	9 9.0% 21.4%	7 11.7% 16.7%	5 8.5% 11.9%	8 8.5% 19.0%	2 3.6% 4.8%	1 1.2% 2.4%	9 18.4% 21.4%	5 14.7% 11.9%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Partagas	125 8.4% 100.0%	63 23.1% 50.4%	13 24.5% 10.4%	125 99.2% 100.0%	27 28.7% 21.6%	31 31.0% 24.8%	24 40.0% 19.2%	18 30.5% 14.4%	6 6.4% 4.8%	2 3.6% 1.6%	1 1.2% 0.8%	15 30.6% 12.0%	6 17.6% 4.8%
Partagas Limited Reserve	17 1.1% 100.0%	9 3.3% 52.9%	8 15.1% 47.1%	13 10.3% 76.5%	8 8.5% 47.1%	6 6.0% 35.3%	7 11.7% 41.2%	7 11.9% 41.2%	1 1.1% 5.9%	1 1.8% 5.9%	0 0.0% 0.0%	1 2.0% 5.9%	2 5.9% 11.8%
Sub-Subnet - Mass	204 13.6% 100.0%	27 9.9% 13.2%	8 15.1% 3.9%	7 5.6% 3.4%	4 4.3% 2.0%	7 7.0% 3.4%	3 5.0% 1.5%	3 5.1% 1.5%	87 92.6% 42.6%	50 90.9% 24.5%	80 96.4% 39.2%	7 14.3% 3.4%	3 8.8% 1.5%
Garcia y Vega/Whiffs	87 5.8% 100.0%	22 8.1% 25.3%	8 15.1% 9.2%	6 4.8% 6.9%	3 3.2% 3.4%	6 6.0% 6.9%	2 3.3% 2.3%	2 3.4% 2.3%	87 92.6% 100.0%	6 10.9% 6.9%	4 4.8% 4.6%	7 14.3% 8.0%	2 5.9% 2.3%
Tiparillo	49 3.3% 100.0%	5 1.8% 10.2%	2 3.8% 4.1%	2 1.6% 4.1%	1 1.1% 2.0%	3 3.0% 6.1%	1 1.7% 2.0%	1 1.7% 2.0%	6 6.4% 12.2%	49 89.1% 100.0%	12 14.5% 24.5%	2 4.1% 4.1%	2 5.9% 4.1%
White Owl	80 5.3% 100.0%	4 1.5% 5.0%	1 1.9% 1.3%	1 0.8% 1.3%	1 1.1% 1.3%	2 2.0% 2.5%	1 1.7% 1.3%	0 0.0% 0.0%	4 4.3% 5.0%	13 23.6% 16.3%	80 96.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	17 1.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 5.9%	1 1.0% 5.9%	0 0.0% 0.0%	1 1.7% 5.9%	1 1.1% 5.9%	4 7.3% 23.5%	8 9.6% 47.1%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	160 10.7% 100.0%	53 19.4% 33.1%	19 35.8% 11.9%	44 34.9% 27.5%	93 98.9% 58.1%	30 30.0% 18.8%	59 98.3% 36.9%	46 78.0% 28.8%	6 6.4% 3.8%	2 3.6% 1.3%	3 3.6% 1.9%	9 18.4% 5.6%	11 32.4% 6.9%
Hoyo de Monterrey	59 3.9% 100.0%	20 7.3% 33.9%	7 13.2% 11.9%	24 19.0% 40.7%	19 20.2% 32.2%	15 15.0% 25.4%	59 98.3% 100.0%	18 30.5% 30.5%	2 2.1% 3.4%	1 1.8% 1.7%	1 1.2% 1.7%	3 6.1% 5.1%	5 14.7% 8.5%
Hoyo de Monterrey Excalibur	41 2.7% 100.0%	9 3.3% 22.0%	4 7.5% 9.8%	14 11.1% 34.1%	15 16.0% 36.6%	11 11.0% 26.8%	14 23.3% 34.1%	41 69.5% 100.0%	2 2.1% 4.9%	1 1.8% 2.4%	0 0.0% 0.0%	2 4.1% 4.9%	4 11.8% 9.8%
Punch	93 6.2% 100.0%	36 13.2% 38.7%	15 28.3% 16.1%	27 21.4% 29.0%	93 98.9% 100.0%	21 21.0% 22.6%	19 31.7% 20.4%	17 28.8% 18.3%	3 3.2% 3.2%	1 1.8% 1.1%	1 1.2% 1.1%	7 14.3% 7.5%	7 20.6% 7.5%
Punch Grand Cru	20 1.3% 100.0%	9 3.3% 45.0%	7 13.2% 35.0%	5 4.0% 25.0%	11 11.7% 55.0%	6 6.0% 30.0%	7 11.7% 35.0%	6 10.2% 30.0%	2 2.1% 10.0%	2 3.6% 10.0%	1 1.2% 5.0%	3 6.1% 15.0%	2 5.9% 10.0%
Net - Swisher International	317 21.2% 100.0%	27 9.9% 8.5%	10 18.9% 3.2%	17 13.5% 5.4%	19 20.2% 6.0%	13 13.0% 4.1%	15 25.0% 4.7%	9 15.3% 2.8%	24 25.5% 7.6%	26 47.3% 8.2%	35 42.2% 11.0%	8 16.3% 2.5%	5 14.7% 1.6%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Bering	37 2.5% 100.0%	15 5.5% 40.5%	6 11.3% 16.2%	12 9.5% 32.4%	12 12.8% 32.4%	6 6.0% 16.2%	9 15.0% 24.3%	5 8.5% 13.5%	6 6.4% 16.2%	1 1.8% 2.7%	3 3.6% 8.1%	6 12.2% 16.2%	1 2.9% 2.7%
King Edward	69 4.6% 100.0%	1 0.4% 1.4%	2 3.8% 2.9%	1 0.8% 1.4%	0 0.0% 0.0%	2 2.0% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	5 5.3% 7.2%	13 23.6% 18.8%	23 27.7% 33.3%	0 0.0% 0.0%	2 5.9% 2.9%
La Prima Dora	11 0.7% 100.0%	2 0.7% 18.2%	2 3.8% 18.2%	1 0.8% 9.1%	3 3.2% 27.3%	3 3.0% 27.3%	3 5.0% 27.3%	4 6.8% 36.4%	1 1.1% 9.1%	1 1.8% 9.1%	0 0.0% 0.0%	1 2.0% 9.1%	3 8.8% 27.3%
Swisher Sweets	237 15.8% 100.0%	10 3.7% 4.2%	1 1.9% 0.4%	4 3.2% 1.7%	5 5.3% 2.1%	4 4.0% 1.7%	4 6.7% 1.7%	1 1.7% 0.4%	16 17.0% 6.8%	23 41.8% 9.7%	22 26.5% 9.3%	2 4.1% 0.8%	1 2.9% 0.4%
Net - JR Tobacco Brands	47 3.1% 100.0%	17 6.2% 36.2%	5 9.4% 10.6%	18 14.3% 38.3%	12 12.8% 25.5%	8 8.0% 17.0%	12 20.0% 25.5%	12 20.3% 25.5%	3 3.2% 6.4%	4 7.3% 8.5%	3 3.6% 6.4%	5 10.2% 10.6%	3 8.8% 6.4%
El Rey Del Mundo	22 1.5% 100.0%	7 2.6% 31.8%	4 7.5% 18.2%	8 6.3% 36.4%	6 6.4% 27.3%	5 5.0% 22.7%	4 6.7% 18.2%	8 13.6% 36.4%	2 2.1% 9.1%	3 5.5% 13.6%	2 2.4% 9.1%	3 6.1% 13.6%	2 5.9% 9.1%
J.R. Ultimates	29 1.9% 100.0%	12 4.4% 41.4%	3 5.7% 10.3%	12 9.5% 41.4%	8 8.5% 27.6%	4 4.0% 13.8%	9 15.0% 31.0%	5 8.5% 17.2%	2 2.1% 6.9%	2 3.6% 6.9%	1 1.2% 3.4%	4 8.2% 13.8%	2 5.9% 6.9%
Net - Tabacalera	212 14.2% 100.0%	22 8.1% 10.4%	13 24.5% 6.1%	20 15.9% 9.4%	12 12.8% 5.7%	14 14.0% 6.6%	11 18.3% 5.2%	7 11.9% 3.3%	20 21.3% 9.4%	21 38.2% 9.9%	34 41.0% 16.0%	5 10.2% 2.4%	7 20.6% 3.3%
Subnet - Premium	38 2.5% 100.0%	10 3.7% 26.3%	7 13.2% 18.4%	16 12.7% 42.1%	9 9.6% 23.7%	12 12.0% 31.6%	10 16.7% 26.3%	4 6.8% 10.5%	8 8.5% 21.1%	2 3.6% 5.3%	2 2.4% 5.3%	2 4.1% 5.3%	6 17.6% 15.8%
Romeo y Julieta	38 2.5% 100.0%	10 3.7% 26.3%	7 13.2% 18.4%	16 12.7% 42.1%	9 9.6% 23.7%	12 12.0% 31.6%	10 16.7% 26.3%	4 6.8% 10.5%	8 8.5% 21.1%	2 3.6% 5.3%	2 2.4% 5.3%	2 4.1% 5.3%	6 17.6% 15.8%
Subnet - Mass	179 12.0% 100.0%	12 4.4% 6.7%	7 13.2% 3.9%	4 3.2% 2.2%	3 3.2% 1.7%	3 3.0% 1.7%	2 3.3% 1.1%	3 5.1% 1.7%	14 14.9% 7.8%	20 36.4% 11.2%	34 41.0% 19.0%	3 6.1% 1.7%	1 2.9% 0.6%
Black & Gold/Black & Mild	84 5.6% 100.0%	8 2.9% 9.5%	5 9.4% 6.0%	3 2.4% 3.6%	2 2.1% 2.4%	1 1.0% 1.2%	2 3.3% 2.4%	3 5.1% 3.6%	7 7.4% 8.3%	13 23.6% 15.5%	11 13.3% 13.1%	0 0.0% 0.0%	1 2.9% 1.2%
Hav-a-Tampa/Jewels	71 4.7% 100.0%	4 1.5% 5.6%	2 3.8% 2.8%	1 0.8% 1.4%	0 0.0% 0.0%	2 2.0% 2.8%	0 0.0% 0.0%	0 0.0% 0.0%	7 7.4% 9.9%	13 23.6% 18.3%	16 19.3% 22.5%	3 6.1% 4.2%	1 2.9% 1.4%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Phillies	58 3.9% 100.0%	4 1.5% 6.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 1.7%	2 2.0% 3.4%	0 0.0% 0.0%	0 0.0% 0.0%	7 7.4% 12.1%	8 14.5% 13.8%	22 26.5% 37.9%	1 2.0% 1.7%	1 2.9% 1.7%
Net - Other	517 34.5% 100.0%	125 45.8% 24.2%	31 58.5% 6.0%	79 62.7% 15.3%	53 56.4% 10.3%	51 51.0% 9.9%	49 81.7% 9.5%	40 67.8% 7.7%	32 34.0% 6.2%	16 29.1% 3.1%	14 16.9% 2.7%	23 46.9% 4.4%	16 47.1% 3.1%
Subnet - Premium	297 19.8% 100.0%	96 35.2% 32.3%	28 52.8% 9.4%	67 53.2% 22.6%	46 48.9% 15.5%	45 45.0% 15.2%	43 71.7% 14.5%	36 61.0% 12.1%	17 18.1% 5.7%	7 12.7% 2.4%	6 7.2% 2.0%	14 28.6% 4.7%	15 44.1% 5.1%
Ashton	34 2.3% 100.0%	14 5.1% 41.2%	6 11.3% 17.6%	9 7.1% 26.5%	8 8.5% 23.5%	9 9.0% 26.5%	5 8.3% 14.7%	7 11.9% 20.6%	1 1.1% 2.9%	1 1.8% 2.9%	0 0.0% 0.0%	3 6.1% 8.8%	4 11.8% 11.8%
Bahia	4 0.3% 100.0%	1 0.4% 25.0%	1 1.9% 25.0%	1 0.8% 25.0%	0 0.0% 0.0%	1 1.0% 25.0%	1 1.7% 25.0%	2 3.4% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 25.0%
Davidoff	37 2.5% 100.0%	17 6.2% 45.9%	4 7.5% 10.8%	14 11.1% 37.8%	5 5.3% 13.5%	15 15.0% 40.5%	7 11.7% 18.9%	7 11.9% 18.9%	1 1.1% 2.7%	1 1.8% 2.7%	0 0.0% 0.0%	3 6.1% 8.1%	4 11.8% 10.8%
Don Tomas	53 3.5% 100.0%	12 4.4% 22.6%	3 5.7% 5.7%	10 7.9% 18.9%	12 12.8% 22.6%	5 5.0% 9.4%	10 16.7% 18.9%	6 10.2% 11.3%	3 3.2% 5.7%	3 5.5% 5.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Dunhill	59 3.9% 100.0%	20 7.3% 33.9%	11 20.8% 18.6%	19 15.1% 32.2%	9 9.6% 15.3%	13 13.0% 22.0%	8 13.3% 13.6%	7 11.9% 11.9%	7 7.4% 11.9%	3 5.5% 5.1%	2 2.4% 3.4%	4 8.2% 6.8%	5 14.7% 8.5%
Fuente/Arturo Fuente	132 8.8% 100.0%	53 19.4% 40.2%	16 30.2% 12.1%	45 35.7% 34.1%	31 33.0% 23.5%	28 28.0% 21.2%	36 60.0% 27.3%	23 39.0% 17.4%	4 4.3% 3.0%	2 3.6% 1.5%	2 2.4% 1.5%	9 18.4% 6.8%	10 29.4% 7.6%
Thompson	63 4.2% 100.0%	17 6.2% 27.0%	6 11.3% 9.5%	8 6.3% 12.7%	8 8.5% 12.7%	4 4.0% 6.3%	6 10.0% 9.5%	5 8.5% 7.9%	8 8.5% 12.7%	3 5.5% 4.8%	3 3.6% 4.8%	4 8.2% 6.3%	2 5.9% 3.2%
Subnet - Mass	25 1.7% 100.0%	1 0.4% 4.0%	1 1.9% 4.0%	0 0.0% 0.0%	1 1.1% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 4.0%	1 1.1% 4.0%	4 7.3% 16.0%	3 3.6% 12.0%	0 0.0% 0.0%	0 0.0% 0.0%
Middleton	25 1.7% 100.0%	1 0.4% 4.0%	1 1.9% 4.0%	0 0.0% 0.0%	1 1.1% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 4.0%	1 1.1% 4.0%	4 7.3% 16.0%	3 3.6% 12.0%	0 0.0% 0.0%	0 0.0% 0.0%
Other	268 17.9% 100.0%	59 21.6% 22.0%	12 22.6% 4.5%	36 28.6% 13.4%	20 21.3% 7.5%	21 21.0% 7.8%	17 28.3% 6.3%	11 18.6% 4.1%	18 19.1% 6.7%	7 12.7% 2.6%	8 9.6% 3.0%	12 24.5% 4.5%	6 17.6% 2.2%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	266 17.8% 100.0%	14 5.1% 5.3%	1 1.9% 0.4%	0 0.0% 0.0%	1 1.1% 0.4%	7 7.0% 2.6%	0 0.0% 0.0%	2 3.4% 0.8%	7 7.4% 2.6%	4 7.3% 1.5%	2 2.4% 0.8%	2 4.1% 0.8%	1 2.9% 0.4%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Premium (Q19B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	646 100.0% 100.0%	258 100.0% 39.9%	49 100.0% 7.6%	126 100.0% 19.5%	93 100.0% 14.4%	93 100.0% 14.4%	60 100.0% 9.3%	56 100.0% 8.7%	46 100.0% 7.1%	13 100.0% 2.0%	17 100.0% 2.6%	46 100.0% 7.1%	31 100.0% 4.8%
SuperNet - Both premium and mass brands	186 28.8% 100.0%	65 25.2% 34.9%	22 44.9% 11.8%	26 20.6% 14.0%	28 30.1% 15.1%	21 22.6% 11.3%	19 31.7% 10.2%	13 23.2% 7.0%	46 100.0% 24.7%	13 100.0% 7.0%	17 100.0% 9.1%	13 28.3% 7.0%	6 19.4% 3.2%
SuperNet - Premium brands only	460 71.2% 100.0%	193 74.8% 42.0%	27 55.1% 5.9%	100 79.4% 21.7%	65 69.9% 14.1%	72 77.4% 15.7%	41 68.3% 8.9%	43 76.8% 9.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	33 71.7% 7.2%	25 80.6% 5.4%
SuperNet - Mass brands Only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	646 100.0% 100.0%	258 100.0% 39.9%	49 100.0% 7.6%	126 100.0% 19.5%	93 100.0% 14.4%	93 100.0% 14.4%	60 100.0% 9.3%	56 100.0% 8.7%	46 100.0% 7.1%	13 100.0% 2.0%	17 100.0% 2.6%	46 100.0% 7.1%	31 100.0% 4.8%
SuperNet - Mass	186 28.8% 100.0%	65 25.2% 34.9%	22 44.9% 11.8%	26 20.6% 14.0%	28 30.1% 15.1%	21 22.6% 11.3%	19 31.7% 10.2%	13 23.2% 7.0%	46 100.0% 24.7%	13 100.0% 7.0%	17 100.0% 9.1%	13 28.3% 7.0%	6 19.4% 3.2%
Net - Consolidated Cigar Co.	337 52.2% 100.0%	129 50.0% 38.3%	30 61.2% 8.9%	75 59.5% 22.3%	49 52.7% 14.5%	52 55.9% 15.4%	46 76.7% 13.6%	29 51.8% 8.6%	35 76.1% 10.4%	12 92.3% 3.6%	16 94.1% 4.7%	24 52.2% 7.1%	16 51.6% 4.7%
Subnet - Premium	280 43.3% 100.0%	107 41.5% 38.2%	26 53.1% 9.3%	67 53.2% 23.9%	42 45.2% 15.0%	48 51.6% 17.1%	42 70.0% 15.0%	26 46.4% 9.3%	25 54.3% 8.9%	5 38.5% 1.8%	8 47.1% 2.9%	21 45.7% 7.5%	16 51.6% 5.7%
Don Diego	72 11.1% 100.0%	32 12.4% 44.4%	9 18.4% 12.5%	17 13.5% 23.6%	10 10.8% 13.9%	11 11.8% 15.3%	9 15.0% 12.5%	6 10.7% 8.3%	13 28.3% 18.1%	4 30.8% 5.6%	3 17.6% 4.2%	7 15.2% 9.7%	4 12.9% 5.6%
Montecristo	72 11.1% 100.0%	34 13.2% 47.2%	14 28.6% 19.4%	27 21.4% 37.5%	12 12.9% 16.7%	23 24.7% 31.9%	19 31.7% 26.4%	9 16.1% 12.5%	8 17.4% 11.1%	3 23.1% 4.2%	1 5.9% 1.4%	5 10.9% 6.9%	11 35.5% 15.3%
Royal Jamaica	40 6.2% 100.0%	17 6.6% 42.5%	8 16.3% 20.0%	11 8.7% 27.5%	9 9.7% 22.5%	8 8.6% 20.0%	8 13.3% 20.0%	6 10.7% 15.0%	6 13.0% 15.0%	1 7.7% 2.5%	2 11.8% 5.0%	2 4.3% 5.0%	2 6.5% 5.0%
Te-Amo	62 9.6% 100.0%	23 8.9% 37.1%	8 16.3% 12.9%	15 11.9% 24.2%	17 18.3% 27.4%	9 9.7% 14.5%	12 20.0% 19.4%	11 19.6% 17.7%	5 10.9% 8.1%	1 7.7% 1.6%	2 11.8% 3.2%	6 13.0% 9.7%	1 3.2% 1.6%
Upmann/H. Upmann	123 19.0% 100.0%	58 22.5% 47.2%	11 22.4% 8.9%	40 31.7% 32.5%	27 29.0% 22.0%	28 30.1% 22.8%	22 36.7% 17.9%	14 25.0% 11.4%	5 10.9% 4.1%	1 7.7% 0.8%	1 5.9% 0.8%	10 21.7% 8.1%	8 25.8% 6.5%
Subnet - Mass	98 15.2% 100.0%	40 15.5% 40.8%	10 20.4% 10.2%	12 9.5% 12.2%	14 15.1% 14.3%	10 10.8% 10.2%	6 10.0% 6.1%	4 7.1% 4.1%	22 47.8% 22.4%	9 69.2% 9.2%	12 70.6% 12.2%	8 17.4% 8.2%	2 6.5% 2.0%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Premium (Q19B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	646 100.0% 100.0%	258 100.0% 39.9%	49 100.0% 7.6%	126 100.0% 19.5%	93 100.0% 14.4%	93 100.0% 14.4%	60 100.0% 9.3%	56 100.0% 8.7%	46 100.0% 7.1%	13 100.0% 2.0%	17 100.0% 2.6%	46 100.0% 7.1%	31 100.0% 4.8%
Antonio y Cleopatra	52 8.0% 100.0%	27 10.5% 51.9%	8 16.3% 15.4%	7 5.6% 13.5%	10 10.8% 19.2%	4 4.3% 7.7%	2 3.3% 3.8%	1 1.8% 1.9%	18 39.1% 34.6%	1 7.7% 1.9%	4 23.5% 7.7%	6 13.0% 11.5%	2 6.5% 3.8%
Backwoods	26 4.0% 100.0%	12 4.7% 46.2%	1 2.0% 3.8%	3 2.4% 11.5%	2 2.2% 7.7%	6 6.5% 23.1%	2 3.3% 7.7%	1 1.8% 3.8%	5 10.9% 19.2%	3 23.1% 11.5%	3 17.6% 11.5%	1 2.2% 3.8%	1 3.2% 3.8%
Dutch Masters	33 5.1% 100.0%	6 2.3% 18.2%	1 2.0% 3.0%	2 1.6% 6.1%	3 3.2% 9.1%	2 2.2% 6.1%	0 0.0% 0.0%	0 0.0% 0.0%	5 10.9% 15.2%	8 61.5% 24.2%	8 47.1% 24.2%	2 4.3% 6.1%	0 0.0% 0.0%
El Producto	13 2.0% 100.0%	3 1.2% 23.1%	2 4.1% 15.4%	2 1.6% 15.4%	4 4.3% 30.8%	1 1.1% 7.7%	1 1.7% 7.7%	1 1.8% 7.7%	3 6.5% 23.1%	3 23.1% 23.1%	5 29.4% 38.5%	2 4.3% 15.4%	0 0.0% 0.0%
Muriel	12 1.9% 100.0%	1 0.4% 8.3%	1 2.0% 8.3%	1 0.8% 8.3%	0 0.0% 0.0%	2 2.2% 16.7%	1 1.7% 8.3%	1 1.8% 8.3%	1 2.2% 8.3%	3 23.1% 25.0%	5 29.4% 41.7%	1 2.2% 8.3%	0 0.0% 0.0%
Net - General Cigar Holdings	471 72.9% 100.0%	258 100.0% 54.8%	48 98.0% 10.2%	126 100.0% 26.8%	93 100.0% 19.7%	92 98.9% 19.5%	59 98.3% 12.5%	51 91.1% 10.8%	46 100.0% 9.8%	13 100.0% 2.8%	17 100.0% 3.6%	46 100.0% 9.8%	30 96.8% 6.4%
Subnet-General Cigar Holdings - Premium	442 68.4% 100.0%	258 100.0% 58.4%	48 98.0% 10.9%	126 100.0% 28.5%	93 100.0% 21.0%	92 98.9% 20.8%	59 98.3% 13.3%	51 91.1% 11.5%	31 67.4% 7.0%	8 61.5% 1.8%	8 47.1% 1.8%	46 100.0% 10.4%	30 96.8% 6.8%
SubNet - General Cigar Co.	404 62.5% 100.0%	258 100.0% 63.9%	46 93.9% 11.4%	126 100.0% 31.2%	58 62.4% 14.4%	92 98.9% 22.8%	38 63.3% 9.4%	35 62.5% 8.7%	46 100.0% 11.4%	13 100.0% 3.2%	17 100.0% 4.2%	46 100.0% 11.4%	28 90.3% 6.9%
Sub-Subnet - Premium	370 57.3% 100.0%	258 100.0% 69.7%	46 93.9% 12.4%	126 100.0% 34.1%	56 60.2% 15.1%	92 98.9% 24.9%	38 63.3% 10.3%	33 58.9% 8.9%	29 63.0% 7.8%	7 53.8% 1.9%	7 41.2% 1.9%	46 100.0% 12.4%	28 90.3% 7.6%
Cohiba	92 14.2% 100.0%	40 15.5% 43.5%	10 20.4% 10.9%	31 24.6% 33.7%	21 22.6% 22.8%	92 98.9% 100.0%	15 25.0% 16.3%	13 23.2% 14.1%	6 13.0% 6.5%	3 23.1% 3.3%	2 11.8% 2.2%	7 15.2% 7.6%	27 87.1% 29.3%
Cifuentes	17 2.6% 100.0%	12 4.7% 70.6%	3 6.1% 17.6%	6 4.8% 35.3%	4 4.3% 23.5%	6 6.5% 35.3%	6 10.0% 35.3%	5 8.9% 29.4%	1 2.2% 5.9%	1 7.7% 5.9%	0 0.0% 0.0%	3 6.5% 17.6%	2 6.5% 11.8%
Macanudo	256 39.6% 100.0%	256 99.2% 100.0%	36 73.5% 14.1%	63 50.0% 24.6%	36 38.7% 14.1%	39 41.9% 15.2%	20 33.3% 7.8%	14 25.0% 5.5%	21 45.7% 8.2%	5 38.5% 2.0%	4 23.5% 1.6%	43 93.5% 16.8%	7 22.6% 2.7%
Macanudo Vintage	42 6.5% 100.0%	32 12.4% 76.2%	42 85.7% 100.0%	11 8.7% 26.2%	13 14.0% 31.0%	9 9.7% 21.4%	7 11.7% 16.7%	5 8.9% 11.9%	8 17.4% 19.0%	2 15.4% 4.8%	1 5.9% 2.4%	9 19.6% 21.4%	5 16.1% 11.9%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Premium (Q19B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	646 100.0% 100.0%	258 100.0% 39.9%	49 100.0% 7.6%	126 100.0% 19.5%	93 100.0% 14.4%	93 100.0% 14.4%	60 100.0% 9.3%	56 100.0% 8.7%	46 100.0% 7.1%	13 100.0% 2.0%	17 100.0% 2.6%	46 100.0% 7.1%	31 100.0% 4.8%
Partagas	125 19.3% 100.0%	63 24.4% 50.4%	13 26.5% 10.4%	125 99.2% 100.0%	27 29.0% 21.6%	31 33.3% 24.8%	24 40.0% 19.2%	18 32.1% 14.4%	6 13.0% 4.8%	2 15.4% 1.6%	1 5.9% 0.8%	15 32.6% 12.0%	6 19.4% 4.8%
Partagas Limited Reserve	17 2.6% 100.0%	9 3.5% 52.9%	8 16.3% 47.1%	13 10.3% 76.5%	8 8.6% 47.1%	6 6.5% 35.3%	7 11.7% 41.2%	7 12.5% 41.2%	1 2.2% 5.9%	1 7.7% 5.9%	0 0.0% 0.0%	1 2.2% 5.9%	2 6.5% 11.8%
Sub-Subnet - Mass	69 10.7% 100.0%	26 10.1% 37.7%	8 16.3% 11.6%	7 5.6% 10.1%	4 4.3% 5.8%	7 7.5% 10.1%	3 5.0% 4.3%	3 5.4% 4.3%	46 100.0% 66.7%	13 100.0% 18.8%	17 100.0% 24.6%	7 15.2% 10.1%	2 6.5% 2.9%
Garcia y Vega/Whiffs	46 7.1% 100.0%	21 8.1% 45.7%	8 16.3% 17.4%	6 4.8% 13.0%	3 3.2% 6.5%	6 6.5% 13.0%	2 3.3% 4.3%	2 3.6% 4.3%	46 100.0% 100.0%	4 30.8% 8.7%	3 17.6% 6.5%	7 15.2% 15.2%	2 6.5% 4.3%
Tiparillo	13 2.0% 100.0%	5 1.9% 38.5%	2 4.1% 15.4%	2 1.6% 15.4%	1 1.1% 7.7%	3 3.2% 23.1%	1 1.7% 7.7%	1 1.8% 7.7%	4 8.7% 30.8%	13 100.0% 100.0%	4 23.5% 30.8%	2 4.3% 15.4%	1 3.2% 7.7%
White Owl	17 2.6% 100.0%	4 1.6% 23.5%	1 2.0% 5.9%	1 0.8% 5.9%	1 1.1% 5.9%	2 2.2% 11.8%	1 1.7% 5.9%	0 0.0% 0.0%	3 6.5% 17.6%	4 30.8% 23.5%	17 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	6 0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 16.7%	1 1.1% 16.7%	0 0.0% 0.0%	1 1.8% 16.7%	1 2.2% 16.7%	1 7.7% 16.7%	3 17.6% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	160 24.8% 100.0%	53 20.5% 33.1%	19 38.8% 11.9%	44 34.9% 27.5%	93 100.0% 58.1%	30 32.3% 18.8%	59 98.3% 36.9%	46 82.1% 28.8%	6 13.0% 3.8%	2 15.4% 1.3%	3 17.6% 1.9%	9 19.6% 5.6%	11 35.5% 6.9%
Hoyo de Monterrey	59 9.1% 100.0%	20 7.8% 33.9%	7 14.3% 11.9%	24 19.0% 40.7%	19 20.4% 32.2%	15 16.1% 25.4%	59 98.3% 100.0%	18 32.1% 30.5%	2 4.3% 3.4%	1 7.7% 1.7%	1 5.9% 1.7%	3 6.5% 5.1%	5 16.1% 8.5%
Hoyo de Monterrey Excalibur	41 6.3% 100.0%	9 3.5% 22.0%	4 8.2% 9.8%	14 11.1% 34.1%	15 16.1% 36.6%	11 11.8% 26.8%	14 23.3% 34.1%	41 73.2% 100.0%	2 4.3% 4.9%	1 7.7% 2.4%	0 0.0% 0.0%	2 4.3% 4.9%	4 12.9% 9.8%
Punch	93 14.4% 100.0%	36 14.0% 38.7%	15 30.6% 16.1%	27 21.4% 29.0%	93 100.0% 100.0%	21 22.6% 22.6%	19 31.7% 20.4%	17 30.4% 18.3%	3 6.5% 3.2%	1 7.7% 1.1%	1 5.9% 1.1%	7 15.2% 7.5%	7 22.6% 7.5%
Punch Grand Cru	20 3.1% 100.0%	9 3.5% 45.0%	7 14.3% 35.0%	5 4.0% 25.0%	11 11.8% 55.0%	6 6.5% 30.0%	7 11.7% 35.0%	6 10.7% 30.0%	2 4.3% 10.0%	2 15.4% 10.0%	1 5.9% 5.0%	3 6.5% 15.0%	2 6.5% 10.0%
Net - Swisher International	86 13.3% 100.0%	27 10.5% 31.4%	10 20.4% 11.6%	17 13.5% 19.8%	19 20.4% 22.1%	13 14.0% 15.1%	15 25.0% 17.4%	9 16.1% 10.5%	14 30.4% 16.3%	9 69.2% 10.5%	11 64.7% 12.8%	8 17.4% 9.3%	4 12.9% 4.7%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Premium (Q19B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	646 100.0% 100.0%	258 100.0% 39.9%	49 100.0% 7.6%	126 100.0% 19.5%	93 100.0% 14.4%	93 100.0% 14.4%	60 100.0% 9.3%	56 100.0% 8.7%	46 100.0% 7.1%	13 100.0% 2.0%	17 100.0% 2.6%	46 100.0% 7.1%	31 100.0% 4.8%
Bering	30 4.6% 100.0%	15 5.8% 50.0%	6 12.2% 20.0%	12 9.5% 40.0%	12 12.9% 40.0%	6 6.5% 20.0%	9 15.0% 30.0%	5 8.9% 16.7%	6 13.0% 20.0%	1 7.7% 3.3%	1 5.9% 3.3%	6 13.0% 20.0%	1 3.2% 3.3%
King Edward	15 2.3% 100.0%	1 0.4% 6.7%	2 4.1% 13.3%	1 0.8% 6.7%	0 0.0% 0.0%	2 2.2% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	3 6.5% 20.0%	4 30.8% 26.7%	8 47.1% 53.3%	0 0.0% 0.0%	1 3.2% 6.7%
La Prima Dora	8 1.2% 100.0%	2 0.8% 25.0%	2 4.1% 25.0%	1 0.8% 12.5%	3 3.2% 37.5%	3 3.2% 37.5%	3 5.0% 37.5%	4 7.1% 50.0%	1 2.2% 12.5%	1 7.7% 12.5%	0 0.0% 0.0%	1 2.2% 12.5%	3 9.7% 37.5%
Swisher Sweets	40 6.2% 100.0%	10 3.9% 25.0%	1 2.0% 2.5%	4 3.2% 10.0%	5 5.4% 12.5%	4 4.3% 10.0%	4 6.7% 10.0%	1 1.8% 2.5%	6 13.0% 15.0%	7 53.8% 17.5%	5 29.4% 12.5%	2 4.3% 5.0%	0 0.0% 0.0%
Net - JR Tobacco Brands	47 7.3% 100.0%	17 6.6% 36.2%	5 10.2% 10.6%	18 14.3% 38.3%	12 12.9% 25.5%	8 8.6% 17.0%	12 20.0% 25.5%	12 21.4% 25.5%	3 6.5% 6.4%	4 30.8% 8.5%	3 17.6% 6.4%	5 10.9% 10.6%	3 9.7% 6.4%
El Rey Del Mundo	22 3.4% 100.0%	7 2.7% 31.8%	4 8.2% 18.2%	8 6.3% 36.4%	6 6.5% 27.3%	5 5.4% 22.7%	4 6.7% 18.2%	8 14.3% 36.4%	2 4.3% 9.1%	3 23.1% 13.6%	2 11.8% 9.1%	3 6.5% 13.6%	2 6.5% 9.1%
J.R. Ultimates	29 4.5% 100.0%	12 4.7% 41.4%	3 6.1% 10.3%	12 9.5% 41.4%	8 8.6% 27.6%	4 4.3% 13.8%	9 15.0% 31.0%	5 8.9% 17.2%	2 4.3% 6.9%	2 15.4% 6.9%	1 5.9% 3.4%	4 8.7% 13.8%	2 6.5% 6.9%
Net - Tabacalera	77 11.9% 100.0%	22 8.5% 28.6%	13 26.5% 16.9%	20 15.9% 26.0%	12 12.9% 15.6%	14 15.1% 18.2%	11 18.3% 14.3%	7 12.5% 9.1%	13 28.3% 16.9%	7 53.8% 9.1%	8 47.1% 10.4%	4 8.7% 5.2%	6 19.4% 7.8%
Subnet - Premium	38 5.9% 100.0%	10 3.9% 26.3%	7 14.3% 18.4%	16 12.7% 42.1%	9 9.7% 23.7%	12 12.9% 31.6%	10 16.7% 26.3%	4 7.1% 10.5%	8 17.4% 21.1%	2 15.4% 5.3%	2 11.8% 5.3%	2 4.3% 5.3%	6 19.4% 15.8%
Romeo y Julieta	38 5.9% 100.0%	10 3.9% 26.3%	7 14.3% 18.4%	16 12.7% 42.1%	9 9.7% 23.7%	12 12.9% 31.6%	10 16.7% 26.3%	4 7.1% 10.5%	8 17.4% 21.1%	2 15.4% 5.3%	2 11.8% 5.3%	2 4.3% 5.3%	6 19.4% 15.8%
Subnet - Mass	44 6.8% 100.0%	12 4.7% 27.3%	7 14.3% 15.9%	4 3.2% 9.1%	3 3.2% 6.8%	3 3.2% 6.8%	2 3.3% 4.5%	3 5.4% 6.8%	7 15.2% 15.9%	6 46.2% 13.6%	8 47.1% 18.2%	2 4.3% 4.5%	0 0.0% 0.0%
Black & Gold/Black & Mild	25 3.9% 100.0%	8 3.1% 32.0%	5 10.2% 20.0%	3 2.4% 12.0%	2 2.2% 8.0%	1 1.1% 4.0%	2 3.3% 8.0%	3 5.4% 12.0%	3 6.5% 12.0%	5 38.5% 20.0%	4 23.5% 16.0%	0 0.0% 0.0%	0 0.0% 0.0%
Hav-a-Tampa/Jewels	15 2.3% 100.0%	4 1.6% 26.7%	2 4.1% 13.3%	1 0.8% 6.7%	0 0.0% 0.0%	2 2.2% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	4 8.7% 26.7%	5 38.5% 33.3%	3 17.6% 20.0%	2 4.3% 13.3%	0 0.0% 0.0%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Premium (Q19B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	646 100.0% 100.0%	258 100.0% 39.9%	49 100.0% 7.6%	126 100.0% 19.5%	93 100.0% 14.4%	93 100.0% 14.4%	60 100.0% 9.3%	56 100.0% 8.7%	46 100.0% 7.1%	13 100.0% 2.0%	17 100.0% 2.6%	46 100.0% 7.1%	31 100.0% 4.8%
Phillies	15 2.3% 100.0%	4 1.6% 26.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 6.7%	2 2.2% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	4 8.7% 26.7%	3 23.1% 20.0%	5 29.4% 33.3%	1 2.2% 6.7%	0 0.0% 0.0%
Net - Other	357 55.3% 100.0%	124 48.1% 34.7%	29 59.2% 8.1%	79 62.7% 22.1%	53 57.0% 14.8%	51 54.8% 14.3%	49 81.7% 13.7%	39 69.6% 10.9%	22 47.8% 6.2%	8 61.5% 2.2%	8 47.1% 2.2%	23 50.0% 6.4%	15 48.4% 4.2%
Subnet - Premium	297 46.0% 100.0%	96 37.2% 32.3%	28 57.1% 9.4%	67 53.2% 22.6%	46 49.5% 15.5%	45 48.4% 15.2%	43 71.7% 14.5%	36 64.3% 12.1%	17 37.0% 5.7%	7 53.8% 2.4%	6 35.3% 2.0%	14 30.4% 4.7%	15 48.4% 5.1%
Ashton	34 5.3% 100.0%	14 5.4% 41.2%	6 12.2% 17.6%	9 7.1% 26.5%	8 8.6% 23.5%	9 9.7% 26.5%	5 8.3% 14.7%	7 12.5% 20.6%	1 2.2% 2.9%	1 7.7% 2.9%	0 0.0% 0.0%	3 6.5% 8.8%	4 12.9% 11.8%
Bahia	4 0.6% 100.0%	1 0.4% 25.0%	1 2.0% 25.0%	1 0.8% 25.0%	0 0.0% 0.0%	1 1.1% 25.0%	1 1.7% 25.0%	2 3.6% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.2% 25.0%
Davidoff	37 5.7% 100.0%	17 6.6% 45.9%	4 8.2% 10.8%	14 11.1% 37.8%	5 5.4% 13.5%	15 16.1% 40.5%	7 11.7% 18.9%	7 12.5% 18.9%	1 2.2% 2.7%	1 7.7% 2.7%	0 0.0% 0.0%	3 6.5% 8.1%	4 12.9% 10.8%
Don Tomas	53 8.2% 100.0%	12 4.7% 22.6%	3 6.1% 5.7%	10 7.9% 18.9%	12 12.9% 22.6%	5 5.4% 9.4%	10 16.7% 18.9%	6 10.7% 11.3%	3 6.5% 5.7%	3 23.1% 5.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Dunhill	59 9.1% 100.0%	20 7.8% 33.9%	11 22.4% 18.6%	19 15.1% 32.2%	9 9.7% 15.3%	13 14.0% 22.0%	8 13.3% 13.6%	7 12.5% 11.9%	7 15.2% 11.9%	3 23.1% 5.1%	2 11.8% 3.4%	4 8.7% 6.8%	5 16.1% 8.5%
Fuente/Arturo Fuente	132 20.4% 100.0%	53 20.5% 40.2%	16 32.7% 12.1%	45 35.7% 34.1%	31 33.3% 23.5%	28 30.1% 21.2%	36 60.0% 27.3%	23 41.1% 17.4%	4 8.7% 3.0%	2 15.4% 1.5%	2 11.8% 1.5%	9 19.6% 6.8%	10 32.3% 7.6%
Thompson	63 9.8% 100.0%	17 6.6% 27.0%	6 12.2% 9.5%	8 6.3% 12.7%	8 8.6% 12.7%	4 4.3% 6.3%	6 10.0% 9.5%	5 8.9% 7.9%	8 17.4% 12.7%	3 23.1% 4.8%	3 17.6% 4.8%	4 8.7% 6.3%	2 6.5% 3.2%
Subnet - Mass	5 0.8% 100.0%	1 0.4% 20.0%	1 2.0% 20.0%	0 0.0% 0.0%	1 1.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Middleton	5 0.8% 100.0%	1 0.4% 20.0%	1 2.0% 20.0%	0 0.0% 0.0%	1 1.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Other	126 19.5% 100.0%	58 22.5% 46.0%	10 20.4% 7.9%	36 28.6% 28.6%	20 21.5% 15.9%	21 22.6% 16.7%	17 28.3% 13.5%	10 17.9% 7.9%	8 17.4% 6.3%	2 15.4% 1.6%	4 23.5% 3.2%	12 26.1% 9.5%	5 16.1% 4.0%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Mass (Q19B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	669 100.0% 100.0%	66 100.0% 9.9%	23 100.0% 3.4%	26 100.0% 3.9%	28 100.0% 4.2%	21 100.0% 3.1%	19 100.0% 2.8%	13 100.0% 1.9%	87 100.0% 13.0%	50 100.0% 7.5%	81 100.0% 12.1%	14 100.0% 2.1%	7 100.0% 1.0%
SuperNet - Both premium and mass brands	186 27.8% 100.0%	65 98.5% 34.9%	22 95.7% 11.8%	26 100.0% 14.0%	28 100.0% 15.1%	21 100.0% 11.3%	19 100.0% 10.2%	13 100.0% 7.0%	46 52.9% 24.7%	13 26.0% 7.0%	17 21.0% 9.1%	13 92.9% 7.0%	6 85.7% 3.2%
SuperNet - Premium brands only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Mass brands Only	483 72.2% 100.0%	1 1.5% 0.2%	1 4.3% 0.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	41 47.1% 8.5%	37 74.0% 7.7%	64 79.0% 13.3%	1 7.1% 0.2%	1 14.3% 0.2%
SuperNet - Premium	186 27.8% 100.0%	65 98.5% 34.9%	22 95.7% 11.8%	26 100.0% 14.0%	28 100.0% 15.1%	21 100.0% 11.3%	19 100.0% 10.2%	13 100.0% 7.0%	46 52.9% 24.7%	13 26.0% 7.0%	17 21.0% 9.1%	13 92.9% 7.0%	6 85.7% 3.2%
SuperNet - Mass	669 100.0% 100.0%	66 100.0% 9.9%	23 100.0% 3.4%	26 100.0% 3.9%	28 100.0% 4.2%	21 100.0% 3.1%	19 100.0% 2.8%	13 100.0% 1.9%	87 100.0% 13.0%	50 100.0% 7.5%	81 100.0% 12.1%	14 100.0% 2.1%	7 100.0% 1.0%
Net - Consolidated Cigar Co.	340 50.8% 100.0%	52 78.8% 15.3%	17 73.9% 5.0%	20 76.9% 5.9%	20 71.4% 5.9%	16 76.2% 4.7%	15 78.9% 4.4%	10 76.9% 2.9%	50 57.5% 14.7%	29 58.0% 8.5%	52 64.2% 15.3%	10 71.4% 2.9%	5 71.4% 1.5%
Subnet - Premium	88 13.2% 100.0%	30 45.5% 34.1%	12 52.2% 13.6%	12 46.2% 13.6%	13 46.4% 14.8%	12 57.1% 13.6%	11 57.9% 12.5%	7 53.8% 8.0%	25 28.7% 28.4%	5 10.0% 5.7%	8 9.9% 9.1%	7 50.0% 8.0%	4 57.1% 4.5%
Don Diego	36 5.4% 100.0%	15 22.7% 41.7%	6 26.1% 16.7%	4 15.4% 11.1%	4 14.3% 11.1%	6 28.6% 16.7%	4 21.1% 11.1%	3 23.1% 8.3%	13 14.9% 36.1%	4 8.0% 11.1%	3 3.7% 8.3%	5 35.7% 13.9%	3 42.9% 8.3%
Montecristo	21 3.1% 100.0%	9 13.6% 42.9%	6 26.1% 28.6%	7 26.9% 33.3%	4 14.3% 19.0%	6 28.6% 28.6%	6 31.6% 28.6%	2 15.4% 9.5%	8 9.2% 38.1%	3 6.0% 14.3%	1 1.2% 4.8%	2 14.3% 9.5%	2 28.6% 9.5%
Royal Jamaica	13 1.9% 100.0%	5 7.6% 38.5%	4 17.4% 30.8%	2 7.7% 15.4%	3 10.7% 23.1%	2 9.5% 15.4%	4 21.1% 30.8%	3 23.1% 23.1%	6 6.9% 46.2%	1 2.0% 7.7%	2 2.5% 15.4%	2 14.3% 15.4%	1 14.3% 7.7%
Te-Amo	22 3.3% 100.0%	7 10.6% 31.8%	5 21.7% 22.7%	3 11.5% 13.6%	7 25.0% 31.8%	3 14.3% 13.6%	4 21.1% 18.2%	4 30.8% 18.2%	5 5.7% 22.7%	1 2.0% 4.5%	2 2.5% 9.1%	2 14.3% 9.1%	1 14.3% 4.5%
Upmann/H. Upmann	24 3.6% 100.0%	14 21.2% 58.3%	5 21.7% 20.8%	5 19.2% 20.8%	6 21.4% 25.0%	5 23.8% 20.8%	5 26.3% 20.8%	4 30.8% 16.7%	5 5.7% 20.8%	1 2.0% 4.2%	1 1.2% 4.2%	2 14.3% 8.3%	3 42.9% 12.5%
Subnet - Mass	293 43.8% 100.0%	40 60.6% 13.7%	11 47.8% 3.8%	12 46.2% 4.1%	14 50.0% 4.8%	10 47.6% 3.4%	6 31.6% 2.0%	4 30.8% 1.4%	37 42.5% 12.6%	26 52.0% 8.9%	48 59.3% 16.4%	8 57.1% 2.7%	3 42.9% 1.0%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Mass (Q19B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	669 100.0% 100.0%	66 100.0% 9.9%	23 100.0% 3.4%	26 100.0% 3.9%	28 100.0% 4.2%	21 100.0% 3.1%	19 100.0% 2.8%	13 100.0% 1.9%	87 100.0% 13.0%	50 100.0% 7.5%	81 100.0% 12.1%	14 100.0% 2.1%	7 100.0% 1.0%
Antonio y Cleopatra	96 14.3% 100.0%	27 40.9% 28.1%	9 39.1% 9.4%	7 26.9% 7.3%	10 35.7% 10.4%	4 19.0% 4.2%	2 10.5% 2.1%	1 7.7% 1.0%	25 28.7% 26.0%	3 6.0% 3.1%	8 9.9% 8.3%	6 42.9% 6.3%	2 28.6% 2.1%
Backwoods	74 11.1% 100.0%	12 18.2% 16.2%	1 4.3% 1.4%	3 11.5% 4.1%	2 7.1% 2.7%	6 28.6% 8.1%	2 10.5% 2.7%	1 7.7% 1.4%	10 11.5% 13.5%	7 14.0% 9.5%	10 12.3% 13.5%	1 7.1% 1.4%	1 14.3% 1.4%
Dutch Masters	117 17.5% 100.0%	6 9.1% 5.1%	1 4.3% 0.9%	2 7.7% 1.7%	3 10.7% 2.6%	2 9.5% 1.7%	0 0.0% 0.0%	0 0.0% 0.0%	11 12.6% 9.4%	20 40.0% 17.1%	32 39.5% 27.4%	2 14.3% 1.7%	0 0.0% 0.0%
El Producto	55 8.2% 100.0%	3 4.5% 5.5%	2 8.7% 3.6%	2 7.7% 3.6%	4 14.3% 7.3%	1 4.8% 1.8%	1 5.3% 1.8%	1 7.7% 1.8%	3 3.4% 5.5%	10 20.0% 18.2%	21 25.9% 38.2%	2 14.3% 3.6%	1 14.3% 1.8%
Muriel	40 6.0% 100.0%	1 1.5% 2.5%	1 4.3% 2.5%	1 3.8% 2.5%	0 0.0% 0.0%	2 9.5% 5.0%	1 5.3% 2.5%	1 7.7% 2.5%	1 1.1% 2.5%	7 14.0% 17.5%	16 19.8% 40.0%	1 7.1% 2.5%	0 0.0% 0.0%
Net - General Cigar Holdings	276 41.3% 100.0%	66 100.0% 23.9%	22 95.7% 8.0%	26 100.0% 9.4%	28 100.0% 10.1%	20 95.2% 7.2%	19 100.0% 6.9%	12 92.3% 4.3%	87 100.0% 31.5%	50 100.0% 18.1%	80 98.8% 29.0%	13 92.9% 4.7%	7 100.0% 2.5%
Subnet-General Cigar Holdings - Premium	112 16.7% 100.0%	65 98.5% 58.0%	22 95.7% 19.6%	26 100.0% 23.2%	28 100.0% 25.0%	20 95.2% 17.9%	19 100.0% 17.0%	12 92.3% 10.7%	31 35.6% 27.7%	8 16.0% 7.1%	8 9.9% 7.1%	13 92.9% 11.6%	6 85.7% 5.4%
SubNet - General Cigar Co.	263 39.3% 100.0%	66 100.0% 25.1%	22 95.7% 8.4%	26 100.0% 9.9%	18 64.3% 6.8%	20 95.2% 7.6%	15 78.9% 5.7%	10 76.9% 3.8%	87 100.0% 33.1%	50 100.0% 19.0%	80 98.8% 30.4%	13 92.9% 4.9%	6 85.7% 2.3%
Sub-Subnet - Premium	94 14.1% 100.0%	65 98.5% 69.1%	22 95.7% 23.4%	26 100.0% 27.7%	16 57.1% 17.0%	20 95.2% 21.3%	15 78.9% 16.0%	8 61.5% 8.5%	29 33.3% 30.9%	7 14.0% 7.4%	7 8.6% 7.4%	13 92.9% 13.8%	5 71.4% 5.3%
Cohiba	20 3.0% 100.0%	9 13.6% 45.0%	4 17.4% 20.0%	4 15.4% 20.0%	4 14.3% 20.0%	20 95.2% 100.0%	5 26.3% 25.0%	4 30.8% 20.0%	6 6.9% 30.0%	3 6.0% 15.0%	2 2.5% 10.0%	2 14.3% 10.0%	5 71.4% 25.0%
Cifuentes	4 0.6% 100.0%	3 4.5% 75.0%	1 4.3% 25.0%	1 3.8% 25.0%	1 3.6% 25.0%	2 9.5% 50.0%	2 10.5% 50.0%	2 15.4% 50.0%	1 1.1% 25.0%	1 2.0% 25.0%	0 0.0% 0.0%	1 7.1% 25.0%	1 14.3% 25.0%
Macanudo	65 9.7% 100.0%	65 98.5% 100.0%	18 78.3% 27.7%	11 42.3% 16.9%	13 46.4% 20.0%	9 42.9% 13.8%	8 42.1% 12.3%	4 30.8% 6.2%	21 24.1% 32.3%	5 10.0% 7.7%	4 4.9% 6.2%	13 92.9% 20.0%	2 28.6% 3.1%
Macanudo Vintage	20 3.0% 100.0%	16 24.2% 80.0%	20 87.0% 100.0%	5 19.2% 25.0%	6 21.4% 30.0%	4 19.0% 20.0%	3 15.8% 15.0%	2 15.4% 10.0%	8 9.2% 40.0%	2 4.0% 10.0%	1 1.2% 5.0%	5 35.7% 25.0%	3 42.9% 15.0%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Mass (Q19B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	669 100.0% 100.0%	66 100.0% 9.9%	23 100.0% 3.4%	26 100.0% 3.9%	28 100.0% 4.2%	21 100.0% 3.1%	19 100.0% 2.8%	13 100.0% 1.9%	87 100.0% 13.0%	50 100.0% 7.5%	81 100.0% 12.1%	14 100.0% 2.1%	7 100.0% 1.0%
Partagas	26 3.9% 100.0%	11 16.7% 42.3%	5 21.7% 19.2%	26 100.0% 100.0%	8 28.6% 30.8%	4 19.0% 15.4%	10 52.6% 38.5%	5 38.5% 19.2%	6 6.9% 23.1%	2 4.0% 7.7%	1 1.2% 3.8%	3 21.4% 11.5%	1 14.3% 3.8%
Partagas Limited Reserve	7 1.0% 100.0%	4 6.1% 57.1%	3 13.0% 42.9%	4 15.4% 57.1%	3 10.7% 42.9%	1 4.8% 14.3%	4 21.1% 57.1%	3 23.1% 42.9%	1 1.1% 14.3%	1 2.0% 14.3%	0 0.0% 0.0%	1 7.1% 14.3%	1 14.3% 14.3%
Sub-Subnet - Mass	204 30.5% 100.0%	27 40.9% 13.2%	8 34.8% 3.9%	7 26.9% 3.4%	4 14.3% 2.0%	7 33.3% 3.4%	3 15.8% 1.5%	3 23.1% 1.5%	87 100.0% 42.6%	50 100.0% 24.5%	80 98.8% 39.2%	7 50.0% 3.4%	3 42.9% 1.5%
Garcia y Vega/Whiffs	87 13.0% 100.0%	22 33.3% 25.3%	8 34.8% 9.2%	6 23.1% 6.9%	3 10.7% 3.4%	6 28.6% 6.9%	2 10.5% 2.3%	2 15.4% 2.3%	87 100.0% 100.0%	6 12.0% 6.9%	4 4.9% 4.6%	7 50.0% 8.0%	2 28.6% 2.3%
Tiparillo	49 7.3% 100.0%	5 7.6% 10.2%	2 8.7% 4.1%	2 7.7% 4.1%	1 3.6% 2.0%	3 14.3% 6.1%	1 5.3% 2.0%	1 7.7% 2.0%	6 6.9% 12.2%	49 98.0% 100.0%	12 14.8% 24.5%	2 14.3% 4.1%	2 28.6% 4.1%
White Owl	80 12.0% 100.0%	4 6.1% 5.0%	1 4.3% 1.3%	1 3.8% 1.3%	1 3.6% 1.3%	2 9.5% 2.5%	1 5.3% 1.3%	0 0.0% 0.0%	4 4.6% 5.0%	13 26.0% 16.3%	80 98.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	17 2.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.6% 5.9%	1 4.8% 5.9%	0 0.0% 0.0%	1 7.7% 5.9%	1 1.1% 5.9%	4 8.0% 23.5%	8 9.9% 47.1%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	44 6.6% 100.0%	16 24.2% 36.4%	8 34.8% 18.2%	13 50.0% 29.5%	28 100.0% 63.6%	7 33.3% 15.9%	19 100.0% 43.2%	12 92.3% 27.3%	6 6.9% 13.6%	2 4.0% 4.5%	3 3.7% 6.8%	3 21.4% 6.8%	2 28.6% 4.5%
Hoyo de Monterrey	19 2.8% 100.0%	8 12.1% 42.1%	3 13.0% 15.8%	10 38.5% 52.6%	9 32.1% 47.4%	5 23.8% 26.3%	19 100.0% 100.0%	8 61.5% 42.1%	2 2.3% 10.5%	1 2.0% 5.3%	1 1.2% 5.3%	2 14.3% 10.5%	1 14.3% 5.3%
Hoyo de Monterrey Excalibur	11 1.6% 100.0%	4 6.1% 36.4%	2 8.7% 18.2%	4 15.4% 36.4%	6 21.4% 54.5%	4 19.0% 36.4%	7 36.8% 63.6%	11 84.6% 100.0%	2 2.3% 18.2%	1 2.0% 9.1%	0 0.0% 0.0%	2 14.3% 18.2%	1 14.3% 9.1%
Punch	28 4.2% 100.0%	13 19.7% 46.4%	7 30.4% 25.0%	8 30.8% 28.6%	28 100.0% 100.0%	4 19.0% 14.3%	9 47.4% 32.1%	7 53.8% 25.0%	3 3.4% 10.7%	1 2.0% 3.6%	1 1.2% 3.6%	3 21.4% 10.7%	1 14.3% 3.6%
Punch Grand Cru	7 1.0% 100.0%	4 6.1% 57.1%	4 17.4% 57.1%	1 3.8% 14.3%	4 14.3% 57.1%	2 9.5% 28.6%	2 10.5% 28.6%	3 23.1% 42.9%	2 2.3% 28.6%	2 4.0% 28.6%	1 1.2% 14.3%	1 7.1% 14.3%	2 28.6% 28.6%
Net - Swisher International	317 47.4% 100.0%	27 40.9% 8.5%	10 43.5% 3.2%	17 65.4% 5.4%	19 67.9% 6.0%	13 61.9% 4.1%	15 78.9% 4.7%	9 69.2% 2.8%	24 27.6% 7.6%	26 52.0% 8.2%	35 43.2% 11.0%	8 57.1% 2.5%	5 71.4% 1.6%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Mass (Q19B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	669 100.0% 100.0%	66 100.0% 9.9%	23 100.0% 3.4%	26 100.0% 3.9%	28 100.0% 4.2%	21 100.0% 3.1%	19 100.0% 2.8%	13 100.0% 1.9%	87 100.0% 13.0%	50 100.0% 7.5%	81 100.0% 12.1%	14 100.0% 2.1%	7 100.0% 1.0%
Bering	37 5.5% 100.0%	15 22.7% 40.5%	6 26.1% 16.2%	12 46.2% 32.4%	12 42.9% 32.4%	6 28.6% 16.2%	9 47.4% 24.3%	5 38.5% 13.5%	6 6.9% 16.2%	1 2.0% 2.7%	3 3.7% 8.1%	6 42.9% 16.2%	1 14.3% 2.7%
King Edward	69 10.3% 100.0%	1 1.5% 1.4%	2 8.7% 2.9%	1 3.8% 1.4%	0 0.0% 0.0%	2 9.5% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	5 5.7% 7.2%	13 26.0% 18.8%	23 28.4% 33.3%	0 0.0% 0.0%	2 28.6% 2.9%
La Prima Dora	11 1.6% 100.0%	2 3.0% 18.2%	2 8.7% 18.2%	1 3.8% 9.1%	3 10.7% 27.3%	3 14.3% 27.3%	3 15.8% 27.3%	4 30.8% 36.4%	1 1.1% 9.1%	1 2.0% 9.1%	0 0.0% 0.0%	1 7.1% 9.1%	3 42.9% 27.3%
Swisher Sweets	237 35.4% 100.0%	10 15.2% 4.2%	1 4.3% 0.4%	4 15.4% 1.7%	5 17.9% 2.1%	4 19.0% 1.7%	4 21.1% 1.7%	1 7.7% 0.4%	16 18.4% 6.8%	23 46.0% 9.7%	22 27.2% 9.3%	2 14.3% 0.8%	1 14.3% 0.4%
Net - JR Tobacco Brands	17 2.5% 100.0%	4 6.1% 23.5%	1 4.3% 5.9%	5 19.2% 29.4%	5 17.9% 29.4%	4 19.0% 23.5%	7 36.8% 41.2%	6 46.2% 35.3%	3 3.4% 17.6%	4 8.0% 23.5%	3 3.7% 17.6%	2 14.3% 11.8%	1 14.3% 5.9%
El Rey Del Mundo	8 1.2% 100.0%	2 3.0% 25.0%	1 4.3% 12.5%	2 7.7% 25.0%	2 7.1% 25.0%	3 14.3% 37.5%	3 15.8% 37.5%	3 23.1% 37.5%	2 2.3% 25.0%	3 6.0% 37.5%	2 2.5% 25.0%	2 14.3% 25.0%	1 14.3% 12.5%
J.R. Ultimates	10 1.5% 100.0%	3 4.5% 30.0%	1 4.3% 10.0%	4 15.4% 40.0%	4 14.3% 40.0%	2 9.5% 20.0%	5 26.3% 50.0%	4 30.8% 40.0%	2 2.3% 20.0%	2 4.0% 20.0%	1 1.2% 10.0%	1 7.1% 10.0%	1 14.3% 10.0%
Net - Tabacalera	190 28.4% 100.0%	16 24.2% 8.4%	9 39.1% 4.7%	9 34.6% 4.7%	5 17.9% 2.6%	6 28.6% 3.2%	6 31.6% 3.2%	5 38.5% 2.6%	20 23.0% 10.5%	21 42.0% 11.1%	34 42.0% 17.9%	5 35.7% 2.6%	2 28.6% 1.1%
Subnet - Premium	16 2.4% 100.0%	4 6.1% 25.0%	3 13.0% 18.8%	5 19.2% 31.3%	2 7.1% 12.5%	4 19.0% 25.0%	5 26.3% 31.3%	2 15.4% 12.5%	8 9.2% 50.0%	2 4.0% 12.5%	2 2.5% 12.5%	2 14.3% 12.5%	1 14.3% 6.3%
Romeo y Julieta	16 2.4% 100.0%	4 6.1% 25.0%	3 13.0% 18.8%	5 19.2% 31.3%	2 7.1% 12.5%	4 19.0% 25.0%	5 26.3% 31.3%	2 15.4% 12.5%	8 9.2% 50.0%	2 4.0% 12.5%	2 2.5% 12.5%	2 14.3% 12.5%	1 14.3% 6.3%
Subnet - Mass	179 26.8% 100.0%	12 18.2% 6.7%	7 30.4% 3.9%	4 15.4% 2.2%	3 10.7% 1.7%	3 14.3% 1.7%	2 10.5% 1.1%	3 23.1% 1.7%	14 16.1% 7.8%	20 40.0% 11.2%	34 42.0% 19.0%	3 21.4% 1.7%	1 14.3% 0.6%
Black & Gold/Black & Mild	84 12.6% 100.0%	8 12.1% 9.5%	5 21.7% 6.0%	3 11.5% 3.6%	2 7.1% 2.4%	1 4.8% 1.2%	2 10.5% 2.4%	3 23.1% 3.6%	7 8.0% 8.3%	13 26.0% 15.5%	11 13.6% 13.1%	0 0.0% 0.0%	1 14.3% 1.2%
Hav-a-Tampa/Jewels	71 10.6% 100.0%	4 6.1% 5.6%	2 8.7% 2.8%	1 3.8% 1.4%	0 0.0% 0.0%	2 9.5% 2.8%	0 0.0% 0.0%	0 0.0% 0.0%	7 8.0% 9.9%	13 26.0% 18.3%	16 19.8% 22.5%	3 21.4% 4.2%	1 14.3% 1.4%

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Cigar Segmentation

Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more.

Base: Total completes - Mass (Q19B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	669 100.0% 100.0%	66 100.0% 9.9%	23 100.0% 3.4%	26 100.0% 3.9%	28 100.0% 4.2%	21 100.0% 3.1%	19 100.0% 2.8%	13 100.0% 1.9%	87 100.0% 13.0%	50 100.0% 7.5%	81 100.0% 12.1%	14 100.0% 2.1%	7 100.0% 1.0%
Phillies	58 8.7% 100.0%	4 6.1% 6.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.6% 1.7%	2 9.5% 3.4%	0 0.0% 0.0%	0 0.0% 0.0%	7 8.0% 12.1%	8 16.0% 13.8%	22 27.2% 37.9%	1 7.1% 1.7%	1 14.3% 1.7%
Net - Other	166 24.8% 100.0%	35 53.0% 21.1%	14 60.9% 8.4%	17 65.4% 10.2%	21 75.0% 12.7%	11 52.4% 6.6%	14 73.7% 8.4%	12 92.3% 7.2%	32 36.8% 19.3%	15 30.0% 9.0%	14 17.3% 8.4%	7 50.0% 4.2%	2 28.6% 1.2%
Subnet - Premium	87 13.0% 100.0%	25 37.9% 28.7%	14 60.9% 16.1%	16 61.5% 18.4%	19 67.9% 21.8%	11 52.4% 12.6%	12 63.2% 13.8%	11 84.6% 12.6%	17 19.5% 19.5%	7 14.0% 8.0%	6 7.4% 6.9%	5 35.7% 5.7%	2 28.6% 2.3%
Ashton	9 1.3% 100.0%	4 6.1% 44.4%	3 13.0% 33.3%	3 11.5% 33.3%	3 10.7% 33.3%	3 14.3% 33.3%	2 10.5% 22.2%	4 30.8% 44.4%	1 1.1% 11.1%	1 2.0% 11.1%	0 0.0% 0.0%	2 14.3% 22.2%	1 14.3% 11.1%
Bahia	4 0.6% 100.0%	1 1.5% 25.0%	1 4.3% 25.0%	1 3.8% 25.0%	0 0.0% 0.0%	1 4.8% 25.0%	1 5.3% 25.0%	2 15.4% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 14.3% 25.0%
Davidoff	7 1.0% 100.0%	4 6.1% 57.1%	1 4.3% 14.3%	2 7.7% 28.6%	1 3.6% 14.3%	5 23.8% 71.4%	3 15.8% 42.9%	2 15.4% 28.6%	1 1.1% 14.3%	1 2.0% 14.3%	0 0.0% 0.0%	1 7.1% 14.3%	0 0.0% 0.0%
Don Tomas	23 3.4% 100.0%	8 12.1% 34.8%	3 13.0% 13.0%	3 11.5% 13.0%	5 17.9% 21.7%	3 14.3% 13.0%	5 26.3% 21.7%	2 15.4% 8.7%	3 3.4% 13.0%	3 6.0% 13.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Dunhill	24 3.6% 100.0%	7 10.6% 29.2%	5 21.7% 20.8%	6 23.1% 25.0%	5 17.9% 20.8%	4 19.0% 16.7%	4 21.1% 16.7%	3 23.1% 12.5%	7 8.0% 29.2%	3 6.0% 12.5%	2 2.5% 8.3%	3 21.4% 12.5%	1 14.3% 4.2%
Fuente/Arturo Fuente	32 4.8% 100.0%	12 18.2% 37.5%	6 26.1% 18.8%	12 46.2% 37.5%	12 42.9% 37.5%	7 33.3% 21.9%	9 47.4% 28.1%	8 61.5% 25.0%	4 4.6% 12.5%	2 4.0% 6.3%	2 2.5% 6.3%	3 21.4% 9.4%	1 14.3% 3.1%
Thompson	24 3.6% 100.0%	7 10.6% 29.2%	4 17.4% 16.7%	3 11.5% 12.5%	4 14.3% 16.7%	2 9.5% 8.3%	2 10.5% 8.3%	1 7.7% 4.2%	8 9.2% 33.3%	3 6.0% 12.5%	3 3.7% 12.5%	2 14.3% 8.3%	1 14.3% 4.2%
Subnet - Mass	25 3.7% 100.0%	1 1.5% 4.0%	1 4.3% 4.0%	0 0.0% 0.0%	1 3.6% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 4.0%	1 1.1% 4.0%	4 8.0% 16.0%	3 3.7% 12.0%	0 0.0% 0.0%	0 0.0% 0.0%
Middleton	25 3.7% 100.0%	1 1.5% 4.0%	1 4.3% 4.0%	0 0.0% 0.0%	1 3.6% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 4.0%	1 1.1% 4.0%	4 8.0% 16.0%	3 3.7% 12.0%	0 0.0% 0.0%	0 0.0% 0.0%
Other	81 12.1% 100.0%	17 25.8% 21.0%	5 21.7% 6.2%	7 26.9% 8.6%	6 21.4% 7.4%	3 14.3% 3.7%	5 26.3% 6.2%	3 23.1% 3.7%	18 20.7% 22.2%	6 12.0% 7.4%	8 9.9% 9.9%	3 21.4% 3.7%	1 14.3% 1.2%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
SuperNet - Both premium and mass brands	254 17.0% 100.0%	66 24.2% 26.0%	21 39.6% 8.3%	26 20.6% 10.2%	32 34.0% 12.6%	19 19.0% 7.5%	16 26.7% 6.3%	19 32.2% 7.5%	45 47.9% 17.7%	15 27.3% 5.9%	18 21.7% 7.1%	19 38.8% 7.5%	11 32.4% 4.3%
SuperNet - Premium brands only	441 29.5% 100.0%	179 65.6% 40.6%	31 58.5% 7.0%	93 73.8% 21.1%	56 59.6% 12.7%	70 70.0% 15.9%	37 61.7% 8.4%	34 57.6% 7.7%	3 3.2% 0.7%	0 0.0% 0.0%	1 1.2% 0.2%	30 61.2% 6.8%	23 67.6% 5.2%
SuperNet - Mass brands Only	460 30.7% 100.0%	5 1.8% 1.1%	0 0.0% 0.0%	2 1.6% 0.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 0.2%	0 0.0% 0.0%	36 38.3% 7.8%	36 65.5% 7.8%	55 66.3% 12.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	695 46.4% 100.0%	245 89.7% 35.3%	52 98.1% 7.5%	119 94.4% 17.1%	88 93.6% 12.7%	89 89.0% 12.8%	53 88.3% 7.6%	53 89.8% 7.6%	48 51.1% 6.9%	15 27.3% 2.2%	19 22.9% 2.7%	49 100.0% 7.1%	34 100.0% 4.9%
SuperNet - Mass	714 47.7% 100.0%	71 26.0% 9.9%	21 39.6% 2.9%	28 22.2% 3.9%	32 34.0% 4.5%	19 19.0% 2.7%	17 28.3% 2.4%	19 32.2% 2.7%	81 86.2% 11.3%	51 92.7% 7.1%	73 88.0% 10.2%	19 38.8% 2.7%	11 32.4% 1.5%
Net - Consolidated Cigar Co.	599 40.0% 100.0%	130 47.6% 21.7%	31 58.5% 5.2%	71 56.3% 11.9%	50 53.2% 8.3%	50 50.0% 8.3%	42 70.0% 7.0%	37 62.7% 6.2%	48 51.1% 8.0%	24 43.6% 4.0%	45 54.2% 7.5%	27 55.1% 4.5%	24 70.6% 4.0%
Subnet - Premium	322 21.5% 100.0%	107 39.2% 33.2%	27 50.9% 8.4%	61 48.4% 18.9%	41 43.6% 12.7%	46 46.0% 14.3%	37 61.7% 11.5%	30 50.8% 9.3%	20 21.3% 6.2%	5 9.1% 1.6%	5 6.0% 1.6%	23 46.9% 7.1%	22 64.7% 6.8%
Don Diego	100 6.7% 100.0%	32 11.7% 32.0%	10 18.9% 10.0%	17 13.5% 17.0%	10 10.6% 10.0%	8 8.0% 8.0%	8 13.3% 8.0%	6 10.2% 6.0%	9 9.6% 9.0%	4 7.3% 4.0%	1 1.2% 1.0%	7 14.3% 7.0%	6 17.6% 6.0%
Montecristo	90 6.0% 100.0%	34 12.5% 37.8%	13 24.5% 14.4%	23 18.3% 25.6%	12 12.8% 13.3%	25 25.0% 27.8%	16 26.7% 17.8%	12 20.3% 13.3%	5 5.3% 5.6%	3 5.5% 3.3%	1 1.2% 1.1%	8 16.3% 8.9%	15 44.1% 16.7%
Royal Jamaica	47 3.1% 100.0%	16 5.9% 34.0%	8 15.1% 17.0%	10 7.9% 21.3%	10 10.6% 21.3%	8 8.0% 17.0%	7 11.7% 14.9%	7 11.9% 14.9%	5 5.3% 10.6%	2 3.6% 4.3%	1 1.2% 2.1%	3 6.1% 6.4%	3 8.8% 6.4%
Te-Amo	65 4.3% 100.0%	22 8.1% 33.8%	4 7.5% 6.2%	12 9.5% 18.5%	12 12.8% 18.5%	8 8.0% 12.3%	10 16.7% 15.4%	8 13.6% 12.3%	4 4.3% 6.2%	0 0.0% 0.0%	1 1.2% 1.5%	5 10.2% 7.7%	1 2.9% 1.5%
Upmann/H. Upmann	136 9.1% 100.0%	57 20.9% 41.9%	9 17.0% 6.6%	39 31.0% 28.7%	26 27.7% 19.1%	25 25.0% 18.4%	20 33.3% 14.7%	11 18.6% 8.1%	6 6.4% 4.4%	1 1.8% 0.7%	1 1.2% 0.7%	12 24.5% 8.8%	8 23.5% 5.9%
Subnet - Mass	330 22.0% 100.0%	41 15.0% 12.4%	12 22.6% 3.6%	14 11.1% 4.2%	18 19.1% 5.5%	11 11.0% 3.3%	9 15.0% 2.7%	9 15.3% 2.7%	37 39.4% 11.2%	21 38.2% 6.4%	42 50.6% 12.7%	8 16.3% 2.4%	7 20.6% 2.1%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Antonio y Cleopatra	123 8.2% 100.0%	25 9.2% 20.3%	10 18.9% 8.1%	6 4.8% 4.9%	13 13.8% 10.6%	6 6.0% 4.9%	6 10.0% 4.9%	4 6.8% 3.3%	24 25.5% 19.5%	4 7.3% 3.3%	7 8.4% 5.7%	5 10.2% 4.1%	5 14.7% 4.1%
Backwoods	87 5.8% 100.0%	14 5.1% 16.1%	1 1.9% 1.1%	6 4.8% 6.9%	2 2.1% 2.3%	5 5.0% 5.7%	2 3.3% 2.3%	1 1.7% 1.1%	9 9.6% 10.3%	6 10.9% 6.9%	9 10.8% 10.3%	2 4.1% 2.3%	2 5.9% 2.3%
Dutch Masters	126 8.4% 100.0%	6 2.2% 4.8%	1 1.9% 0.8%	3 2.4% 2.4%	2 2.1% 1.6%	1 1.0% 0.8%	1 1.7% 0.8%	2 3.4% 1.6%	9 9.6% 7.1%	14 25.5% 11.1%	25 30.1% 19.8%	2 4.1% 1.6%	0 0.0% 0.0%
El Producto	61 4.1% 100.0%	2 0.7% 3.3%	1 1.9% 1.6%	2 1.6% 3.3%	3 3.2% 4.9%	1 1.0% 1.6%	1 1.7% 1.6%	1 1.7% 1.6%	6 6.4% 9.8%	8 14.5% 13.1%	16 19.3% 26.2%	1 2.0% 1.6%	1 2.9% 1.6%
Muriel	43 2.9% 100.0%	1 0.4% 2.3%	1 1.9% 2.3%	1 0.8% 2.3%	0 0.0% 0.0%	2 2.0% 4.7%	1 1.7% 2.3%	2 3.4% 4.7%	1 1.1% 2.3%	5 9.1% 11.6%	13 15.7% 30.2%	1 2.0% 2.3%	0 0.0% 0.0%
Net - General Cigar Holdings	650 43.4% 100.0%	230 84.2% 35.4%	51 96.2% 7.8%	114 90.5% 17.5%	85 90.4% 13.1%	87 87.0% 13.4%	52 86.7% 8.0%	51 86.4% 7.8%	76 80.9% 11.7%	45 81.8% 6.9%	58 69.9% 8.9%	49 100.0% 7.5%	34 100.0% 5.2%
Subnet-General Cigar Holdings - Premium	471 31.5% 100.0%	229 83.9% 48.6%	51 96.2% 10.8%	113 89.7% 24.0%	85 90.4% 18.0%	86 86.0% 18.3%	51 85.0% 10.8%	50 84.7% 10.6%	29 30.9% 6.2%	7 12.7% 1.5%	4 4.8% 0.8%	49 100.0% 10.4%	34 100.0% 7.2%
SubNet - General Cigar Co.	593 39.6% 100.0%	224 82.1% 37.8%	50 94.3% 8.4%	110 87.3% 18.5%	59 62.8% 9.9%	85 85.0% 14.3%	41 68.3% 6.9%	36 61.0% 6.1%	76 80.9% 12.8%	45 81.8% 7.6%	58 69.9% 9.8%	49 100.0% 8.3%	34 100.0% 5.7%
Sub-Subnet - Premium	409 27.3% 100.0%	222 81.3% 54.3%	50 94.3% 12.2%	109 86.5% 26.7%	55 58.5% 13.4%	84 84.0% 20.5%	40 66.7% 9.8%	35 59.3% 8.6%	28 29.8% 6.8%	7 12.7% 1.7%	3 3.6% 0.7%	49 100.0% 12.0%	34 100.0% 8.3%
Cohiba	143 9.6% 100.0%	54 19.8% 37.8%	16 30.2% 11.2%	36 28.6% 25.2%	30 31.9% 21.0%	75 75.0% 52.4%	24 40.0% 16.8%	19 32.2% 13.3%	8 8.5% 5.6%	5 9.1% 3.5%	1 1.2% 0.7%	8 16.3% 5.6%	34 100.0% 23.8%
Cifuentes	18 1.2% 100.0%	9 3.3% 50.0%	3 5.7% 16.7%	3 2.4% 16.7%	3 3.2% 16.7%	5 5.0% 27.8%	3 5.0% 16.7%	6 10.2% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 5.6%	2 5.9% 11.1%
Macanudo	279 18.6% 100.0%	213 78.0% 76.3%	39 73.6% 14.0%	62 49.2% 22.2%	36 38.3% 12.9%	39 39.0% 14.0%	20 33.3% 7.2%	17 28.8% 6.1%	22 23.4% 7.9%	5 9.1% 1.8%	1 1.2% 0.4%	49 100.0% 17.6%	11 32.4% 3.9%
Macanudo Vintage	41 2.7% 100.0%	27 9.9% 65.9%	41 77.4% 100.0%	7 5.6% 17.1%	11 11.7% 26.8%	8 8.0% 19.5%	2 3.3% 4.9%	4 6.8% 9.8%	7 7.4% 17.1%	1 1.8% 2.4%	1 1.2% 2.4%	11 22.4% 26.8%	5 14.7% 12.2%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Partagas	140 9.4% 100.0%	63 23.1% 45.0%	12 22.6% 8.6%	100 79.4% 71.4%	26 27.7% 18.6%	27 27.0% 19.3%	23 38.3% 16.4%	16 27.1% 11.4%	6 6.4% 4.3%	1 1.8% 0.7%	0 0.0% 0.0%	18 36.7% 12.9%	6 17.6% 4.3%
Partagas Limited Reserve	18 1.2% 100.0%	9 3.3% 50.0%	8 15.1% 44.4%	10 7.9% 55.6%	6 6.4% 33.3%	4 4.0% 22.2%	5 8.3% 27.8%	5 8.5% 27.8%	1 1.1% 5.6%	1 1.8% 5.6%	0 0.0% 0.0%	2 4.1% 11.1%	2 5.9% 11.1%
Sub-Subnet - Mass	234 15.6% 100.0%	28 10.3% 12.0%	9 17.0% 3.8%	7 5.6% 3.0%	8 8.5% 3.4%	5 5.0% 2.1%	4 6.7% 1.7%	5 8.5% 2.1%	74 78.7% 31.6%	45 81.8% 19.2%	58 69.9% 24.8%	8 16.3% 3.4%	3 8.8% 1.3%
Garcia y Vega/Whiffs	109 7.3% 100.0%	24 8.8% 22.0%	8 15.1% 7.3%	6 4.8% 5.5%	6 6.4% 5.5%	5 5.0% 4.6%	3 5.0% 2.8%	3 5.1% 2.8%	74 78.7% 67.9%	7 12.7% 6.4%	5 6.0% 4.6%	8 16.3% 7.3%	2 5.9% 1.8%
Tiparillo	63 4.2% 100.0%	5 1.8% 7.9%	2 3.8% 3.2%	2 1.6% 3.2%	1 1.1% 1.6%	3 3.0% 4.8%	1 1.7% 1.6%	3 5.1% 4.8%	7 7.4% 11.1%	44 80.0% 69.8%	9 10.8% 14.3%	2 4.1% 3.2%	2 5.9% 3.2%
White Owl	85 5.7% 100.0%	3 1.1% 3.5%	2 3.8% 2.4%	1 0.8% 1.2%	2 2.1% 2.4%	1 1.0% 1.2%	1 1.7% 1.2%	1 1.7% 1.2%	7 7.4% 8.2%	11 20.0% 12.9%	57 68.7% 67.1%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	22 1.5% 100.0%	0 0.0% 0.0%	1 1.9% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 4.5%	0 0.0% 0.0%	1 1.7% 4.5%	3 3.2% 13.6%	4 7.3% 18.2%	6 7.2% 27.3%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	182 12.2% 100.0%	59 21.6% 32.4%	19 35.8% 10.4%	43 34.1% 23.6%	79 84.0% 43.4%	31 31.0% 17.0%	49 81.7% 26.9%	49 83.1% 26.9%	5 5.3% 2.7%	1 1.8% 0.5%	2 2.4% 1.1%	13 26.5% 7.1%	13 38.2% 7.1%
Hoyo de Monterrey	75 5.0% 100.0%	25 9.2% 33.3%	7 13.2% 9.3%	26 20.6% 34.7%	19 20.2% 25.3%	18 18.0% 24.0%	46 76.7% 61.3%	20 33.9% 26.7%	2 2.1% 2.7%	1 1.8% 1.3%	0 0.0% 0.0%	8 16.3% 10.7%	6 17.6% 8.0%
Hoyo de Monterrey Excalibur	47 3.1% 100.0%	13 4.8% 27.7%	5 9.4% 10.6%	15 11.9% 31.9%	13 13.8% 27.7%	12 12.0% 25.5%	15 25.0% 31.9%	47 79.7% 100.0%	1 1.1% 2.1%	1 1.8% 2.1%	0 0.0% 0.0%	3 6.1% 6.4%	5 14.7% 10.6%
Punch	103 6.9% 100.0%	35 12.8% 34.0%	11 20.8% 10.7%	22 17.5% 21.4%	74 78.7% 71.8%	16 16.0% 15.5%	16 26.7% 15.5%	15 25.4% 14.6%	3 3.2% 2.9%	1 1.8% 1.0%	1 1.2% 1.0%	8 16.3% 7.8%	6 17.6% 5.8%
Punch Grand Cru	16 1.1% 100.0%	6 2.2% 37.5%	5 9.4% 31.3%	2 1.6% 12.5%	7 7.4% 43.8%	3 3.0% 18.8%	5 8.3% 31.3%	4 6.8% 25.0%	2 2.1% 12.5%	1 1.8% 6.3%	1 1.2% 6.3%	3 6.1% 18.8%	2 5.9% 12.5%
Net - Swisher International	348 23.2% 100.0%	30 11.0% 8.6%	7 13.2% 2.0%	16 12.7% 4.6%	14 14.9% 4.0%	12 12.0% 3.4%	9 15.0% 2.6%	10 16.9% 2.9%	28 29.8% 8.0%	24 43.6% 6.9%	33 39.8% 9.5%	13 26.5% 3.7%	7 20.6% 2.0%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Bering	49 3.3% 100.0%	14 5.1% 28.6%	4 7.5% 8.2%	11 8.7% 22.4%	11 11.7% 22.4%	5 5.0% 10.2%	6 10.0% 12.2%	8 13.6% 16.3%	6 6.4% 12.2%	2 3.6% 4.1%	1 1.2% 2.0%	9 18.4% 18.4%	2 5.9% 4.1%
King Edward	91 6.1% 100.0%	3 1.1% 3.3%	2 3.8% 2.2%	1 0.8% 1.1%	0 0.0% 0.0%	2 2.0% 2.2%	1 1.7% 1.1%	1 1.7% 1.1%	10 10.6% 11.0%	11 20.0% 12.1%	21 25.3% 23.1%	0 0.0% 0.0%	2 5.9% 2.2%
La Prima Dora	7 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.0% 28.6%	0 0.0% 0.0%	1 1.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 14.3%	0 0.0% 0.0%	1 2.9% 14.3%
Swisher Sweets	253 16.9% 100.0%	15 5.5% 5.9%	2 3.8% 0.8%	4 3.2% 1.6%	3 3.2% 1.2%	3 3.0% 1.2%	4 6.7% 1.6%	1 1.7% 0.4%	18 19.1% 7.1%	19 34.5% 7.5%	20 24.1% 7.9%	4 8.2% 1.6%	3 8.8% 1.2%
Net - JR Tobacco Brands	53 3.5% 100.0%	15 5.5% 28.3%	5 9.4% 9.4%	16 12.7% 30.2%	11 11.7% 20.8%	6 6.0% 11.3%	12 20.0% 22.6%	13 22.0% 24.5%	3 3.2% 5.7%	4 7.3% 7.5%	3 3.6% 5.7%	7 14.3% 13.2%	3 8.8% 5.7%
El Rey Del Mundo	24 1.6% 100.0%	7 2.6% 29.2%	4 7.5% 16.7%	8 6.3% 33.3%	7 7.4% 29.2%	3 3.0% 12.5%	6 10.0% 25.0%	9 15.3% 37.5%	3 3.2% 12.5%	3 5.5% 12.5%	1 1.2% 4.2%	5 10.2% 20.8%	2 5.9% 8.3%
J.R. Ultimates	31 2.1% 100.0%	9 3.3% 29.0%	3 5.7% 9.7%	8 6.3% 25.8%	4 4.3% 12.9%	3 3.0% 9.7%	6 10.0% 19.4%	5 8.5% 16.1%	0 0.0% 0.0%	1 1.8% 3.2%	2 2.4% 6.5%	3 6.1% 9.7%	1 2.9% 3.2%
Net - Tabacalera	269 18.0% 100.0%	31 11.4% 11.5%	14 26.4% 5.2%	19 15.1% 7.1%	12 12.8% 4.5%	14 14.0% 5.2%	13 21.7% 4.8%	10 16.9% 3.7%	21 22.3% 7.8%	23 41.8% 8.6%	31 37.3% 11.5%	8 16.3% 3.0%	8 23.5% 3.0%
Subnet - Premium	54 3.6% 100.0%	18 6.6% 33.3%	9 17.0% 16.7%	16 12.7% 29.6%	9 9.6% 16.7%	12 12.0% 22.2%	10 16.7% 18.5%	6 10.2% 11.1%	8 8.5% 14.8%	1 1.8% 1.9%	1 1.2% 1.9%	4 8.2% 7.4%	7 20.6% 13.0%
Romeo y Julieta	54 3.6% 100.0%	18 6.6% 33.3%	9 17.0% 16.7%	16 12.7% 29.6%	9 9.6% 16.7%	12 12.0% 22.2%	10 16.7% 18.5%	6 10.2% 11.1%	8 8.5% 14.8%	1 1.8% 1.9%	1 1.2% 1.9%	4 8.2% 7.4%	7 20.6% 13.0%
Subnet - Mass	223 14.9% 100.0%	14 5.1% 6.3%	6 11.3% 2.7%	3 2.4% 1.3%	3 3.2% 1.3%	2 2.0% 0.9%	4 6.7% 1.8%	5 8.5% 2.2%	14 14.9% 6.3%	22 40.0% 9.9%	31 37.3% 13.9%	4 8.2% 1.8%	1 2.9% 0.4%
Black & Gold/Black & Mild	109 7.3% 100.0%	8 2.9% 7.3%	3 5.7% 2.8%	2 1.6% 1.8%	2 2.1% 1.8%	1 1.0% 0.9%	3 5.0% 2.8%	3 5.1% 2.8%	5 5.3% 4.6%	11 20.0% 10.1%	8 9.6% 7.3%	0 0.0% 0.0%	1 2.9% 0.9%
Hav-a-Tampa/Jewels	86 5.7% 100.0%	5 1.8% 5.8%	3 5.7% 3.5%	1 0.8% 1.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 1.2%	2 3.4% 2.3%	4 4.3% 4.7%	9 16.4% 10.5%	12 14.5% 14.0%	4 8.2% 4.7%	1 2.9% 1.2%

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GC 018601

Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Phillies	73 4.9% 100.0%	4 1.5% 5.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 1.4%	1 1.0% 1.4%	0 0.0% 0.0%	0 0.0% 0.0%	9 9.6% 12.3%	12 21.8% 16.4%	19 22.9% 26.0%	1 2.0% 1.4%	1 2.9% 1.4%
Net - Other	574 38.3% 100.0%	133 48.7% 23.2%	31 58.5% 5.4%	80 63.5% 13.9%	56 59.6% 9.8%	61 61.0% 10.6%	47 78.3% 8.2%	46 78.0% 8.0%	31 33.0% 5.4%	18 32.7% 3.1%	19 22.9% 3.3%	29 59.2% 5.1%	25 73.5% 4.4%
Subnet - Premium	367 24.5% 100.0%	103 37.7% 28.1%	29 54.7% 7.9%	69 54.8% 18.8%	50 53.2% 13.6%	55 55.0% 15.0%	42 70.0% 11.4%	41 69.5% 11.2%	19 20.2% 5.2%	10 18.2% 2.7%	12 14.5% 3.3%	22 44.9% 6.0%	22 64.7% 6.0%
Ashton	62 4.1% 100.0%	24 8.8% 38.7%	9 17.0% 14.5%	9 7.1% 14.5%	15 16.0% 24.2%	11 11.0% 17.7%	8 13.3% 12.9%	14 23.7% 22.6%	1 1.1% 1.6%	2 3.6% 3.2%	2 2.4% 3.2%	5 10.2% 8.1%	5 14.7% 8.1%
Bahia	13 0.9% 100.0%	3 1.1% 23.1%	1 1.9% 7.7%	2 1.6% 15.4%	0 0.0% 0.0%	1 1.0% 7.7%	1 1.7% 7.7%	1 1.7% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 7.7%	1 2.0% 7.7%	2 5.9% 15.4%
Davidoff	55 3.7% 100.0%	23 8.4% 41.8%	6 11.3% 10.9%	18 14.3% 32.7%	10 10.6% 18.2%	15 15.0% 27.3%	9 15.0% 16.4%	13 22.0% 23.6%	1 1.1% 1.8%	1 1.8% 1.8%	0 0.0% 0.0%	5 10.2% 9.1%	5 14.7% 9.1%
Don Tomas	77 5.1% 100.0%	20 7.3% 26.0%	5 9.4% 6.5%	10 7.9% 13.0%	18 19.1% 23.4%	7 7.0% 9.1%	11 18.3% 14.3%	9 15.3% 11.7%	3 3.2% 3.9%	4 7.3% 5.2%	0 0.0% 0.0%	2 4.1% 2.6%	4 11.8% 5.2%
Dunhill	83 5.5% 100.0%	23 8.4% 27.7%	9 17.0% 10.8%	18 14.3% 21.7%	10 10.6% 12.0%	12 12.0% 14.5%	7 11.7% 8.4%	10 16.9% 12.0%	8 8.5% 9.6%	4 7.3% 4.8%	6 7.2% 7.2%	7 14.3% 8.4%	5 14.7% 6.0%
Fuente/Arturo Fuente	156 10.4% 100.0%	53 19.4% 34.0%	18 34.0% 11.5%	51 40.5% 32.7%	31 33.0% 19.9%	33 33.0% 21.2%	34 56.7% 21.8%	21 35.6% 13.5%	4 4.3% 2.6%	1 1.8% 0.6%	1 1.2% 0.6%	12 24.5% 7.7%	14 41.2% 9.0%
Thompson	61 4.1% 100.0%	13 4.8% 21.3%	4 7.5% 6.6%	3 2.4% 4.9%	5 5.3% 8.2%	4 4.0% 6.6%	5 8.3% 8.2%	6 10.2% 9.8%	9 9.6% 14.8%	4 7.3% 6.6%	4 4.8% 6.6%	5 10.2% 8.2%	3 8.8% 4.9%
Subnet - Mass	19 1.3% 100.0%	1 0.4% 5.3%	1 1.9% 5.3%	0 0.0% 0.0%	1 1.1% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.5% 15.8%	2 2.4% 10.5%	0 0.0% 0.0%	1 2.9% 5.3%
Middleton	19 1.3% 100.0%	1 0.4% 5.3%	1 1.9% 5.3%	0 0.0% 0.0%	1 1.1% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.5% 15.8%	2 2.4% 10.5%	0 0.0% 0.0%	1 2.9% 5.3%
Other	291 19.4% 100.0%	58 21.2% 19.9%	13 24.5% 4.5%	34 27.0% 11.7%	29 30.9% 10.0%	24 24.0% 8.2%	18 30.0% 6.2%	18 30.5% 6.2%	16 17.0% 5.5%	9 16.4% 3.1%	10 12.0% 3.4%	13 26.5% 4.5%	10 29.4% 3.4%

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GC 018602

Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	266 17.8% 100.0%	21 7.7% 7.9%	1 1.9% 0.4%	5 4.0% 1.9%	5 5.3% 1.9%	10 10.0% 3.8%	4 6.7% 1.5%	4 6.8% 1.5%	9 9.6% 3.4%	4 7.3% 1.5%	9 10.8% 3.4%	0 0.0% 0.0%	0 0.0% 0.0%

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GC 018603

Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Premium (Q19C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	695 100.0% 100.0%	245 100.0% 35.3%	52 100.0% 7.5%	119 100.0% 17.1%	88 100.0% 12.7%	89 100.0% 12.8%	53 100.0% 7.6%	53 100.0% 7.6%	48 100.0% 6.9%	15 100.0% 2.2%	19 100.0% 2.7%	49 100.0% 7.1%	34 100.0% 4.9%
SuperNet - Both premium and mass brands	254 36.5% 100.0%	66 26.9% 26.0%	21 40.4% 8.3%	26 21.8% 10.2%	32 36.4% 12.6%	19 21.3% 7.5%	16 30.2% 6.3%	19 35.8% 7.5%	45 93.8% 17.7%	15 100.0% 5.9%	18 94.7% 7.1%	19 38.8% 7.5%	11 32.4% 4.3%
SuperNet - Premium brands only	441 63.5% 100.0%	179 73.1% 40.6%	31 59.6% 7.0%	93 78.2% 21.1%	56 63.6% 12.7%	70 78.7% 15.9%	37 69.8% 8.4%	34 64.2% 7.7%	3 6.3% 0.7%	0 0.0% 0.0%	1 5.3% 0.2%	30 61.2% 6.8%	23 67.6% 5.2%
SuperNet - Mass brands Only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	695 100.0% 100.0%	245 100.0% 35.3%	52 100.0% 7.5%	119 100.0% 17.1%	88 100.0% 12.7%	89 100.0% 12.8%	53 100.0% 7.6%	53 100.0% 7.6%	48 100.0% 6.9%	15 100.0% 2.2%	19 100.0% 2.7%	49 100.0% 7.1%	34 100.0% 4.9%
SuperNet - Mass	254 36.5% 100.0%	66 26.9% 26.0%	21 40.4% 8.3%	26 21.8% 10.2%	32 36.4% 12.6%	19 21.3% 7.5%	16 30.2% 6.3%	19 35.8% 7.5%	45 93.8% 17.7%	15 100.0% 5.9%	18 94.7% 7.1%	19 38.8% 7.5%	11 32.4% 4.3%
Net - Consolidated Cigar Co.	407 58.6% 100.0%	126 51.4% 31.0%	31 59.6% 7.6%	70 58.8% 17.2%	50 56.8% 12.3%	50 56.2% 12.3%	41 77.4% 10.1%	37 69.8% 9.1%	35 72.9% 8.6%	13 86.7% 3.2%	16 84.2% 3.9%	27 55.1% 6.6%	24 70.6% 5.9%
Subnet - Premium	322 46.3% 100.0%	107 43.7% 33.2%	27 51.9% 8.4%	61 51.3% 18.9%	41 46.6% 12.7%	46 51.7% 14.3%	37 69.8% 11.5%	30 56.6% 9.3%	20 41.7% 6.2%	5 33.3% 1.6%	5 26.3% 1.6%	23 46.9% 7.1%	22 64.7% 6.8%
Don Diego	100 14.4% 100.0%	32 13.1% 32.0%	10 19.2% 10.0%	17 14.3% 17.0%	10 11.4% 10.0%	8 9.0% 8.0%	8 15.1% 8.0%	6 11.3% 6.0%	9 18.8% 9.0%	4 26.7% 4.0%	1 5.3% 1.0%	7 14.3% 7.0%	6 17.6% 6.0%
Montecristo	90 12.9% 100.0%	34 13.9% 37.8%	13 25.0% 14.4%	23 19.3% 25.6%	12 13.6% 13.3%	25 28.1% 27.8%	16 30.2% 17.8%	12 22.6% 13.3%	5 10.4% 5.6%	3 20.0% 3.3%	1 5.3% 1.1%	8 16.3% 8.9%	15 44.1% 16.7%
Royal Jamaica	47 6.8% 100.0%	16 6.5% 34.0%	8 15.4% 17.0%	10 8.4% 21.3%	10 11.4% 21.3%	8 9.0% 17.0%	7 13.2% 14.9%	7 13.2% 14.9%	5 10.4% 10.6%	2 13.3% 4.3%	1 5.3% 2.1%	3 6.1% 6.4%	3 8.8% 6.4%
Te-Amo	65 9.4% 100.0%	22 9.0% 33.8%	4 7.7% 6.2%	12 10.1% 18.5%	12 13.6% 18.5%	8 9.0% 12.3%	10 18.9% 15.4%	8 15.1% 12.3%	4 8.3% 6.2%	0 0.0% 0.0%	1 5.3% 1.5%	5 10.2% 7.7%	1 2.9% 1.5%
Upmann/H. Upmann	136 19.6% 100.0%	57 23.3% 41.9%	9 17.3% 6.6%	39 32.8% 28.7%	26 29.5% 19.1%	25 28.1% 18.4%	20 37.7% 14.7%	11 20.8% 8.1%	6 12.5% 4.4%	1 6.7% 0.7%	1 5.3% 0.7%	12 24.5% 8.8%	8 23.5% 5.9%
Subnet - Mass	138 19.9% 100.0%	37 15.1% 26.8%	12 23.1% 8.7%	13 10.9% 9.4%	18 20.5% 13.0%	11 12.4% 8.0%	8 15.1% 5.8%	9 17.0% 6.5%	24 50.0% 17.4%	10 66.7% 7.2%	13 68.4% 9.4%	8 16.3% 5.8%	7 20.6% 5.1%

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GC 018604

Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Premium (Q19C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	695 100.0% 100.0%	245 100.0% 35.3%	52 100.0% 7.5%	119 100.0% 17.1%	88 100.0% 12.7%	89 100.0% 12.8%	53 100.0% 7.6%	53 100.0% 7.6%	48 100.0% 6.9%	15 100.0% 2.2%	19 100.0% 2.7%	49 100.0% 7.1%	34 100.0% 4.9%
Antonio y Cleopatra	78 11.2% 100.0%	22 9.0% 28.2%	10 19.2% 12.8%	6 5.0% 7.7%	13 14.8% 16.7%	6 6.7% 7.7%	5 9.4% 6.4%	4 7.5% 5.1%	17 35.4% 21.8%	2 13.3% 2.6%	2 10.5% 2.6%	5 10.2% 6.4%	5 14.7% 6.4%
Backwoods	32 4.6% 100.0%	13 5.3% 40.6%	1 1.9% 3.1%	6 5.0% 18.8%	2 2.3% 6.3%	5 5.6% 15.6%	2 3.8% 6.3%	1 1.9% 3.1%	4 8.3% 12.5%	4 26.7% 12.5%	3 15.8% 9.4%	2 4.1% 6.3%	2 5.9% 6.3%
Dutch Masters	41 5.9% 100.0%	6 2.4% 14.6%	1 1.9% 2.4%	2 1.7% 4.9%	2 2.3% 4.9%	1 1.1% 2.4%	1 1.9% 2.4%	2 3.8% 4.9%	6 12.5% 14.6%	6 40.0% 14.6%	9 47.4% 22.0%	2 4.1% 4.9%	0 0.0% 0.0%
El Producto	22 3.2% 100.0%	2 0.8% 9.1%	1 1.9% 4.5%	2 1.7% 9.1%	3 3.4% 13.6%	1 1.1% 4.5%	1 1.9% 4.5%	1 1.9% 4.5%	4 8.3% 18.2%	5 33.3% 22.7%	6 31.6% 27.3%	1 2.0% 4.5%	1 2.9% 4.5%
Muriel	14 2.0% 100.0%	1 0.4% 7.1%	1 1.9% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.2% 14.3%	1 1.9% 7.1%	2 3.8% 14.3%	1 2.1% 7.1%	2 13.3% 14.3%	4 21.1% 28.6%	1 2.0% 7.1%	0 0.0% 0.0%
Net - General Cigar Holdings	519 74.7% 100.0%	229 93.5% 44.1%	51 98.1% 9.8%	113 95.0% 21.8%	85 96.6% 16.4%	87 97.8% 16.8%	51 96.2% 9.8%	51 96.2% 9.8%	44 91.7% 8.5%	15 100.0% 2.9%	17 89.5% 3.3%	49 100.0% 9.4%	34 100.0% 6.6%
Subnet-General Cigar Holdings - Premium	471 67.8% 100.0%	229 93.5% 48.6%	51 98.1% 10.8%	113 95.0% 24.0%	85 96.6% 18.0%	86 96.6% 18.3%	51 96.2% 10.8%	50 94.3% 10.6%	29 60.4% 6.2%	7 46.7% 1.5%	4 21.1% 0.8%	49 100.0% 10.4%	34 100.0% 7.2%
SubNet - General Cigar Co.	462 66.5% 100.0%	223 91.0% 48.3%	50 96.2% 10.8%	109 91.6% 23.6%	59 67.0% 12.8%	85 95.5% 18.4%	40 75.5% 8.7%	36 67.9% 7.8%	44 91.7% 9.5%	15 100.0% 3.2%	17 89.5% 3.7%	49 100.0% 10.6%	34 100.0% 7.4%
Sub-Subnet - Premium	409 58.8% 100.0%	222 90.6% 54.3%	50 96.2% 12.2%	109 91.6% 26.7%	55 62.5% 13.4%	84 94.4% 20.5%	40 75.5% 9.8%	35 66.0% 8.6%	28 58.3% 6.8%	7 46.7% 1.7%	3 15.8% 0.7%	49 100.0% 12.0%	34 100.0% 8.3%
Cohiba	143 20.6% 100.0%	54 22.0% 37.8%	16 30.8% 11.2%	36 30.3% 25.2%	30 34.1% 21.0%	75 84.3% 52.4%	24 45.3% 16.8%	19 35.8% 13.3%	8 16.7% 5.6%	5 33.3% 3.5%	1 5.3% 0.7%	8 16.3% 5.6%	34 100.0% 23.8%
Cifuentes	18 2.6% 100.0%	9 3.7% 50.0%	3 5.8% 16.7%	3 2.5% 16.7%	3 3.4% 16.7%	5 5.6% 27.8%	3 5.7% 16.7%	6 11.3% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 5.6%	2 5.9% 11.1%
Macanudo	279 40.1% 100.0%	213 86.9% 76.3%	39 75.0% 14.0%	62 52.1% 22.2%	36 40.9% 12.9%	39 43.8% 14.0%	20 37.7% 7.2%	17 32.1% 6.1%	22 45.8% 7.9%	5 33.3% 1.8%	1 5.3% 0.4%	49 100.0% 17.6%	11 32.4% 3.9%
Macanudo Vintage	41 5.9% 100.0%	27 11.0% 65.9%	41 78.8% 100.0%	7 5.9% 17.1%	11 12.5% 26.8%	8 9.0% 19.5%	2 3.8% 4.9%	4 7.5% 9.8%	7 14.6% 17.1%	1 6.7% 2.4%	1 5.3% 2.4%	11 22.4% 26.8%	5 14.7% 12.2%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Premium (Q19C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	695 100.0% 100.0%	245 100.0% 35.3%	52 100.0% 7.5%	119 100.0% 17.1%	88 100.0% 12.7%	89 100.0% 12.8%	53 100.0% 7.6%	53 100.0% 7.6%	48 100.0% 6.9%	15 100.0% 2.2%	19 100.0% 2.7%	49 100.0% 7.1%	34 100.0% 4.9%
Partagas	140 20.1% 100.0%	63 25.7% 45.0%	12 23.1% 8.6%	100 84.0% 71.4%	26 29.5% 18.6%	27 30.3% 19.3%	23 43.4% 16.4%	16 30.2% 11.4%	6 12.5% 4.3%	1 6.7% 0.7%	0 0.0% 0.0%	18 36.7% 12.9%	6 17.6% 4.3%
Partagas Limited Reserve	18 2.6% 100.0%	9 3.7% 50.0%	8 15.4% 44.4%	10 8.4% 55.6%	6 6.8% 33.3%	4 4.5% 22.2%	5 9.4% 27.8%	5 9.4% 27.8%	1 2.1% 5.6%	1 6.7% 5.6%	0 0.0% 0.0%	2 4.1% 11.1%	2 5.9% 11.1%
Sub-Subnet - Mass	103 14.8% 100.0%	27 11.0% 26.2%	9 17.3% 8.7%	6 5.0% 5.8%	8 9.1% 7.8%	5 5.6% 4.9%	3 5.7% 2.9%	5 9.4% 4.9%	42 87.5% 40.8%	15 100.0% 14.6%	17 89.5% 16.5%	8 16.3% 7.8%	3 8.8% 2.9%
Garcia y Vega/Whiffs	69 9.9% 100.0%	24 9.8% 34.8%	8 15.4% 11.6%	6 5.0% 8.7%	6 6.8% 8.7%	5 5.6% 7.2%	3 5.7% 4.3%	3 5.7% 4.3%	42 87.5% 60.9%	6 40.0% 8.7%	4 21.1% 5.8%	8 16.3% 11.6%	2 5.9% 2.9%
Tiparillo	23 3.3% 100.0%	5 2.0% 21.7%	2 3.8% 8.7%	1 0.8% 4.3%	1 1.1% 4.3%	3 3.4% 13.0%	1 1.9% 4.3%	3 5.7% 13.0%	5 10.4% 21.7%	14 93.3% 60.9%	4 21.1% 17.4%	2 4.1% 8.7%	2 5.9% 8.7%
White Owl	27 3.9% 100.0%	2 0.8% 7.4%	2 3.8% 7.4%	0 0.0% 0.0%	2 2.3% 7.4%	1 1.1% 3.7%	0 0.0% 0.0%	1 1.9% 3.7%	5 10.4% 18.5%	5 33.3% 18.5%	17 89.5% 63.0%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	11 1.6% 100.0%	0 0.0% 0.0%	1 1.9% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 9.1%	0 0.0% 0.0%	1 1.9% 9.1%	2 4.2% 18.2%	2 13.3% 18.2%	5 26.3% 45.5%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	182 26.2% 100.0%	59 24.1% 32.4%	19 36.5% 10.4%	43 36.1% 23.6%	79 89.8% 43.4%	31 34.8% 17.0%	49 92.5% 26.9%	49 92.5% 26.9%	5 10.4% 2.7%	1 6.7% 0.5%	2 10.5% 1.1%	13 26.5% 7.1%	13 38.2% 7.1%
Hoyo de Monterrey	75 10.8% 100.0%	25 10.2% 33.3%	7 13.5% 9.3%	26 21.8% 34.7%	19 21.6% 25.3%	18 20.2% 24.0%	46 86.8% 61.3%	20 37.7% 26.7%	2 4.2% 2.7%	1 6.7% 1.3%	0 0.0% 0.0%	8 16.3% 10.7%	6 17.6% 8.0%
Hoyo de Monterrey Excalibur	47 6.8% 100.0%	13 5.3% 27.7%	5 9.6% 10.6%	15 12.6% 31.9%	13 14.8% 27.7%	12 13.5% 25.5%	15 28.3% 31.9%	47 88.7% 100.0%	1 2.1% 2.1%	1 6.7% 2.1%	0 0.0% 0.0%	3 6.1% 6.4%	5 14.7% 10.6%
Punch	103 14.8% 100.0%	35 14.3% 34.0%	11 21.2% 10.7%	22 18.5% 21.4%	74 84.1% 71.8%	16 18.0% 15.5%	16 30.2% 15.5%	15 28.3% 14.6%	3 6.3% 2.9%	1 6.7% 1.0%	1 5.3% 1.0%	8 16.3% 7.8%	6 17.6% 5.8%
Punch Grand Cru	16 2.3% 100.0%	6 2.4% 37.5%	5 9.6% 31.3%	2 1.7% 12.5%	7 8.0% 43.8%	3 3.4% 18.8%	5 9.4% 31.3%	4 7.5% 25.0%	2 4.2% 12.5%	1 6.7% 6.3%	1 5.3% 6.3%	3 6.1% 18.8%	2 5.9% 12.5%
Net - Swisher International	126 18.1% 100.0%	29 11.8% 23.0%	7 13.5% 5.6%	15 12.6% 11.9%	14 15.9% 11.1%	12 13.5% 9.5%	9 17.0% 7.1%	10 18.9% 7.9%	19 39.6% 15.1%	10 66.7% 7.9%	11 57.9% 8.7%	13 26.5% 10.3%	7 20.6% 5.6%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Premium (Q19C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	695 100.0% 100.0%	245 100.0% 35.3%	52 100.0% 7.5%	119 100.0% 17.1%	88 100.0% 12.7%	89 100.0% 12.8%	53 100.0% 7.6%	53 100.0% 7.6%	48 100.0% 6.9%	15 100.0% 2.2%	19 100.0% 2.7%	49 100.0% 7.1%	34 100.0% 4.9%
Bering	42 6.0% 100.0%	14 5.7% 33.3%	4 7.7% 9.5%	11 9.2% 26.2%	11 12.5% 26.2%	5 5.6% 11.9%	6 11.3% 14.3%	8 15.1% 19.0%	6 12.5% 14.3%	2 13.3% 4.8%	0 0.0% 0.0%	9 18.4% 21.4%	2 5.9% 4.8%
King Edward	29 4.2% 100.0%	3 1.2% 10.3%	2 3.8% 6.9%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.2% 6.9%	1 1.9% 3.4%	1 1.9% 3.4%	5 10.4% 17.2%	5 33.3% 17.2%	8 42.1% 27.6%	0 0.0% 0.0%	2 5.9% 6.9%
La Prima Dora	4 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.2% 50.0%	0 0.0% 0.0%	1 1.9% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 25.0%
Swisher Sweets	75 10.8% 100.0%	14 5.7% 18.7%	2 3.8% 2.7%	4 3.4% 5.3%	3 3.4% 4.0%	3 3.4% 4.0%	4 7.5% 5.3%	1 1.9% 1.3%	11 22.9% 14.7%	8 53.3% 10.7%	8 42.1% 10.7%	4 8.2% 5.3%	3 8.8% 4.0%
Net - JR Tobacco Brands	53 7.6% 100.0%	15 6.1% 28.3%	5 9.6% 9.4%	16 13.4% 30.2%	11 12.5% 20.8%	6 6.7% 11.3%	12 22.6% 22.6%	13 24.5% 24.5%	3 6.3% 5.7%	4 26.7% 7.5%	3 15.8% 5.7%	7 14.3% 13.2%	3 8.8% 5.7%
El Rey Del Mundo	24 3.5% 100.0%	7 2.9% 29.2%	4 7.7% 16.7%	8 6.7% 33.3%	7 8.0% 29.2%	3 3.4% 12.5%	6 11.3% 25.0%	9 17.0% 37.5%	3 6.3% 12.5%	3 20.0% 12.5%	1 5.3% 4.2%	5 10.2% 20.8%	2 5.9% 8.3%
J.R. Ultimates	31 4.5% 100.0%	9 3.7% 29.0%	3 5.8% 9.7%	8 6.7% 25.8%	4 4.5% 12.9%	3 3.4% 9.7%	6 11.3% 19.4%	5 9.4% 16.1%	0 0.0% 0.0%	1 6.7% 3.2%	2 10.5% 6.5%	3 6.1% 9.7%	1 2.9% 3.2%
Net - Tabacalera	121 17.4% 100.0%	30 12.2% 24.8%	14 26.9% 11.6%	18 15.1% 14.9%	12 13.6% 9.9%	14 15.7% 11.6%	13 24.5% 10.7%	10 18.9% 8.3%	15 31.3% 12.4%	9 60.0% 7.4%	10 52.6% 8.3%	8 16.3% 6.6%	8 23.5% 6.6%
Subnet - Premium	54 7.8% 100.0%	18 7.3% 33.3%	9 17.3% 16.7%	16 13.4% 29.6%	9 10.2% 16.7%	12 13.5% 22.2%	10 18.9% 18.5%	6 11.3% 11.1%	8 16.7% 14.8%	1 6.7% 1.9%	1 5.3% 1.9%	4 8.2% 7.4%	7 20.6% 13.0%
Romeo y Julieta	54 7.8% 100.0%	18 7.3% 33.3%	9 17.3% 16.7%	16 13.4% 29.6%	9 10.2% 16.7%	12 13.5% 22.2%	10 18.9% 18.5%	6 11.3% 11.1%	8 16.7% 14.8%	1 6.7% 1.9%	1 5.3% 1.9%	4 8.2% 7.4%	7 20.6% 13.0%
Subnet - Mass	75 10.8% 100.0%	13 5.3% 17.3%	6 11.5% 8.0%	2 1.7% 2.7%	3 3.4% 4.0%	2 2.2% 2.7%	4 7.5% 5.3%	5 9.4% 6.7%	8 16.7% 10.7%	8 53.3% 10.7%	10 52.6% 13.3%	4 8.2% 5.3%	1 2.9% 1.3%
Black & Gold/Black & Mild	34 4.9% 100.0%	7 2.9% 20.6%	3 5.8% 8.8%	2 1.7% 5.9%	2 2.3% 5.9%	1 1.1% 2.9%	3 5.7% 8.8%	3 5.7% 8.8%	1 2.1% 2.9%	3 20.0% 8.8%	4 21.1% 11.8%	0 0.0% 0.0%	1 2.9% 2.9%
Hav-a-Tampa/Jewels	28 4.0% 100.0%	5 2.0% 17.9%	3 5.8% 10.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.9% 3.6%	2 3.8% 7.1%	3 6.3% 10.7%	6 40.0% 21.4%	5 26.3% 17.9%	4 8.2% 14.3%	1 2.9% 3.6%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Premium (Q19C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	695 100.0% 100.0%	245 100.0% 35.3%	52 100.0% 7.5%	119 100.0% 17.1%	88 100.0% 12.7%	89 100.0% 12.8%	53 100.0% 7.6%	53 100.0% 7.6%	48 100.0% 6.9%	15 100.0% 2.2%	19 100.0% 2.7%	49 100.0% 7.1%	34 100.0% 4.9%
Phillies	30 4.3% 100.0%	4 1.6% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 3.3%	1 1.1% 3.3%	0 0.0% 0.0%	0 0.0% 0.0%	6 12.5% 20.0%	7 46.7% 23.3%	7 36.8% 23.3%	1 2.0% 3.3%	1 2.9% 3.3%
Net - Other	436 62.7% 100.0%	131 53.5% 30.0%	31 59.6% 7.1%	79 66.4% 18.1%	55 62.5% 12.6%	60 67.4% 13.8%	45 84.9% 10.3%	44 83.0% 10.1%	24 50.0% 5.5%	10 66.7% 2.3%	13 68.4% 3.0%	29 59.2% 6.7%	25 73.5% 5.7%
Subnet - Premium	367 52.8% 100.0%	103 42.0% 28.1%	29 55.8% 7.9%	69 58.0% 18.8%	50 56.8% 13.6%	55 61.8% 15.0%	42 79.2% 11.4%	41 77.4% 11.2%	19 39.6% 5.2%	10 66.7% 2.7%	12 63.2% 3.3%	22 44.9% 6.0%	22 64.7% 6.0%
Ashton	62 8.9% 100.0%	24 9.8% 38.7%	9 17.3% 14.5%	9 7.6% 14.5%	15 17.0% 24.2%	11 12.4% 17.7%	8 15.1% 12.9%	14 26.4% 22.6%	1 2.1% 1.6%	2 13.3% 3.2%	2 10.5% 3.2%	5 10.2% 8.1%	5 14.7% 8.1%
Bahia	13 1.9% 100.0%	3 1.2% 23.1%	1 1.9% 7.7%	2 1.7% 15.4%	0 0.0% 0.0%	1 1.1% 7.7%	1 1.9% 7.7%	1 1.9% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 7.7%	1 2.0% 7.7%	2 5.9% 15.4%
Davidoff	55 7.9% 100.0%	23 9.4% 41.8%	6 11.5% 10.9%	18 15.1% 32.7%	10 11.4% 18.2%	15 16.9% 27.3%	9 17.0% 16.4%	13 24.5% 23.6%	1 2.1% 1.8%	1 6.7% 1.8%	0 0.0% 0.0%	5 10.2% 9.1%	5 14.7% 9.1%
Don Tomas	77 11.1% 100.0%	20 8.2% 26.0%	5 9.6% 6.5%	10 8.4% 13.0%	18 20.5% 23.4%	7 7.9% 9.1%	11 20.8% 14.3%	9 17.0% 11.7%	3 6.3% 3.9%	4 26.7% 5.2%	0 0.0% 0.0%	2 4.1% 2.6%	4 11.8% 5.2%
Dunhill	83 11.9% 100.0%	23 9.4% 27.7%	9 17.3% 10.8%	18 15.1% 21.7%	10 11.4% 12.0%	12 13.5% 14.5%	7 13.2% 8.4%	10 18.9% 12.0%	8 16.7% 9.6%	4 26.7% 4.8%	6 31.6% 7.2%	7 14.3% 8.4%	5 14.7% 6.0%
Fuente/Arturo Fuente	156 22.4% 100.0%	53 21.6% 34.0%	18 34.6% 11.5%	51 42.9% 32.7%	31 35.2% 19.9%	33 37.1% 21.2%	34 64.2% 21.8%	21 39.6% 13.5%	4 8.3% 2.6%	1 6.7% 0.6%	1 5.3% 0.6%	12 24.5% 7.7%	14 41.2% 9.0%
Thompson	61 8.8% 100.0%	13 5.3% 21.3%	4 7.7% 6.6%	3 2.5% 4.9%	5 5.7% 8.2%	4 4.5% 6.6%	5 9.4% 8.2%	6 11.3% 9.8%	9 18.8% 14.8%	4 26.7% 6.6%	4 21.1% 6.6%	5 10.2% 8.2%	3 8.8% 4.9%
Subnet - Mass	3 0.4% 100.0%	1 0.4% 33.3%	1 1.9% 33.3%	0 0.0% 0.0%	1 1.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 33.3%
Middleton	3 0.4% 100.0%	1 0.4% 33.3%	1 1.9% 33.3%	0 0.0% 0.0%	1 1.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 33.3%
Other	169 24.3% 100.0%	56 22.9% 33.1%	13 25.0% 7.7%	33 27.7% 19.5%	28 31.8% 16.6%	23 25.8% 13.6%	16 30.2% 9.5%	16 30.2% 9.5%	9 18.8% 5.3%	4 26.7% 2.4%	6 31.6% 3.6%	13 26.5% 7.7%	10 29.4% 5.9%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Mass (Q19C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	714 100.0% 100.0%	71 100.0% 9.9%	21 100.0% 2.9%	28 100.0% 3.9%	32 100.0% 4.5%	19 100.0% 2.7%	17 100.0% 2.4%	19 100.0% 2.7%	81 100.0% 11.3%	51 100.0% 7.1%	73 100.0% 10.2%	19 100.0% 2.7%	11 100.0% 1.5%
SuperNet - Both premium and mass brands	254 35.6% 100.0%	66 93.0% 26.0%	21 100.0% 8.3%	26 92.9% 10.2%	32 100.0% 12.6%	19 100.0% 7.5%	16 94.1% 6.3%	19 100.0% 7.5%	45 55.6% 17.7%	15 29.4% 5.9%	18 24.7% 7.1%	19 100.0% 7.5%	11 100.0% 4.3%
SuperNet - Premium brands only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Mass brands Only	460 64.4% 100.0%	5 7.0% 1.1%	0 0.0% 0.0%	2 7.1% 0.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.9% 0.2%	0 0.0% 0.0%	36 44.4% 7.8%	36 70.6% 7.8%	55 75.3% 12.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	254 35.6% 100.0%	66 93.0% 26.0%	21 100.0% 8.3%	26 92.9% 10.2%	32 100.0% 12.6%	19 100.0% 7.5%	16 94.1% 6.3%	19 100.0% 7.5%	45 55.6% 17.7%	15 29.4% 5.9%	18 24.7% 7.1%	19 100.0% 7.5%	11 100.0% 4.3%
SuperNet - Mass	714 100.0% 100.0%	71 100.0% 9.9%	21 100.0% 2.9%	28 100.0% 3.9%	32 100.0% 4.5%	19 100.0% 2.7%	17 100.0% 2.4%	19 100.0% 2.7%	81 100.0% 11.3%	51 100.0% 7.1%	73 100.0% 10.2%	19 100.0% 2.7%	11 100.0% 1.5%
Net - Consolidated Cigar Co.	390 54.6% 100.0%	56 78.9% 14.4%	17 81.0% 4.4%	22 78.6% 5.6%	26 81.3% 6.7%	16 84.2% 4.1%	14 82.4% 3.6%	16 84.2% 4.1%	48 59.3% 12.3%	24 47.1% 6.2%	45 61.6% 11.5%	17 89.5% 4.4%	11 100.0% 2.8%
Subnet - Premium	113 15.8% 100.0%	33 46.5% 29.2%	13 61.9% 11.5%	12 42.9% 10.6%	17 53.1% 15.0%	12 63.2% 10.6%	9 52.9% 8.0%	9 47.4% 8.0%	20 24.7% 17.7%	5 9.8% 4.4%	5 6.8% 4.4%	13 68.4% 11.5%	9 81.8% 8.0%
Don Diego	48 6.7% 100.0%	16 22.5% 33.3%	6 28.6% 12.5%	6 21.4% 12.5%	4 12.5% 8.3%	5 26.3% 10.4%	5 29.4% 10.4%	2 10.5% 4.2%	9 11.1% 18.8%	4 7.8% 8.3%	1 1.4% 2.1%	5 26.3% 10.4%	5 45.5% 10.4%
Montecristo	26 3.6% 100.0%	8 11.3% 30.8%	5 23.8% 19.2%	5 17.9% 19.2%	3 9.4% 11.5%	6 31.6% 23.1%	5 29.4% 19.2%	3 15.8% 11.5%	5 6.2% 19.2%	3 5.9% 11.5%	1 1.4% 3.8%	4 21.1% 15.4%	6 54.5% 23.1%
Royal Jamaica	20 2.8% 100.0%	5 7.0% 25.0%	5 23.8% 25.0%	1 3.6% 5.0%	4 12.5% 20.0%	3 15.8% 15.0%	3 17.6% 15.0%	4 21.1% 20.0%	5 6.2% 25.0%	2 3.9% 10.0%	1 1.4% 5.0%	3 15.8% 15.0%	2 18.2% 10.0%
Te-Amo	25 3.5% 100.0%	7 9.9% 28.0%	2 9.5% 8.0%	1 3.6% 4.0%	5 15.6% 20.0%	2 10.5% 8.0%	2 11.8% 8.0%	2 10.5% 8.0%	4 4.9% 16.0%	0 0.0% 0.0%	1 1.4% 4.0%	4 21.1% 16.0%	1 9.1% 4.0%
Upmann/H. Upmann	40 5.6% 100.0%	17 23.9% 42.5%	4 19.0% 10.0%	9 32.1% 22.5%	9 28.1% 22.5%	4 21.1% 10.0%	4 23.5% 10.0%	3 15.8% 7.5%	6 7.4% 15.0%	1 2.0% 2.5%	1 1.4% 2.5%	6 31.6% 15.0%	3 27.3% 7.5%
Subnet - Mass	330 46.2% 100.0%	41 57.7% 12.4%	12 57.1% 3.6%	14 50.0% 4.2%	18 56.3% 5.5%	11 57.9% 3.3%	9 52.9% 2.7%	9 47.4% 2.7%	37 45.7% 11.2%	21 41.2% 6.4%	42 57.5% 12.7%	8 42.1% 2.4%	7 63.6% 2.1%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Mass (Q19C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	714 100.0% 100.0%	71 100.0% 9.9%	21 100.0% 2.9%	28 100.0% 3.9%	32 100.0% 4.5%	19 100.0% 2.7%	17 100.0% 2.4%	19 100.0% 2.7%	81 100.0% 11.3%	51 100.0% 7.1%	73 100.0% 10.2%	19 100.0% 2.7%	11 100.0% 1.5%
Antonio y Cleopatra	123 17.2% 100.0%	25 35.2% 20.3%	10 47.6% 8.1%	6 21.4% 4.9%	13 40.6% 10.6%	6 31.6% 4.9%	6 35.3% 4.9%	4 21.1% 3.3%	24 29.6% 19.5%	4 7.8% 3.3%	7 9.6% 5.7%	5 26.3% 4.1%	5 45.5% 4.1%
Backwoods	87 12.2% 100.0%	14 19.7% 16.1%	1 4.8% 1.1%	6 21.4% 6.9%	2 6.3% 2.3%	5 26.3% 5.7%	2 11.8% 2.3%	1 5.3% 1.1%	9 11.1% 10.3%	6 11.8% 6.9%	9 12.3% 10.3%	2 10.5% 2.3%	2 18.2% 2.3%
Dutch Masters	126 17.6% 100.0%	6 8.5% 4.8%	1 4.8% 0.8%	3 10.7% 2.4%	2 6.3% 1.6%	1 5.3% 0.8%	1 5.9% 0.8%	2 10.5% 1.6%	9 11.1% 7.1%	14 27.5% 11.1%	25 34.2% 19.8%	2 10.5% 1.6%	0 0.0% 0.0%
El Producto	61 8.5% 100.0%	2 2.8% 3.3%	1 4.8% 1.6%	2 7.1% 3.3%	3 9.4% 4.9%	1 5.3% 1.6%	1 5.9% 1.6%	1 5.3% 1.6%	6 7.4% 9.8%	8 15.7% 13.1%	16 21.9% 26.2%	1 5.3% 1.6%	1 9.1% 1.6%
Muriel	43 6.0% 100.0%	1 1.4% 2.3%	1 4.8% 2.3%	1 3.6% 2.3%	0 0.0% 0.0%	2 10.5% 4.7%	1 5.9% 2.3%	2 10.5% 4.7%	1 1.2% 2.3%	5 9.8% 11.6%	13 17.8% 30.2%	1 5.3% 2.3%	0 0.0% 0.0%
Net - General Cigar Holdings	332 46.5% 100.0%	64 90.1% 19.3%	21 100.0% 6.3%	27 96.4% 8.1%	32 100.0% 9.6%	18 94.7% 5.4%	17 100.0% 5.1%	19 100.0% 5.7%	74 91.4% 22.3%	45 88.2% 13.6%	58 79.5% 17.5%	19 100.0% 5.7%	11 100.0% 3.3%
Subnet-General Cigar Holdings - Premium	153 21.4% 100.0%	63 88.7% 41.2%	21 100.0% 13.7%	26 92.9% 17.0%	32 100.0% 20.9%	17 89.5% 11.1%	16 94.1% 10.5%	18 94.7% 11.8%	27 33.3% 17.6%	7 13.7% 4.6%	4 5.5% 2.6%	19 100.0% 12.4%	11 100.0% 7.2%
SubNet - General Cigar Co.	314 44.0% 100.0%	63 88.7% 20.1%	20 95.2% 6.4%	26 92.9% 8.3%	22 68.8% 7.0%	17 89.5% 5.4%	12 70.6% 3.8%	14 73.7% 4.5%	74 91.4% 23.6%	45 88.2% 14.3%	58 79.5% 18.5%	19 100.0% 6.1%	11 100.0% 3.5%
Sub-Subnet - Premium	130 18.2% 100.0%	61 85.9% 46.9%	20 95.2% 15.4%	25 89.3% 19.2%	18 56.3% 13.8%	16 84.2% 12.3%	11 64.7% 8.5%	13 68.4% 10.0%	26 32.1% 20.0%	7 13.7% 5.4%	3 4.1% 2.3%	19 100.0% 14.6%	11 100.0% 8.5%
Cohiba	44 6.2% 100.0%	12 16.9% 27.3%	6 28.6% 13.6%	6 21.4% 13.6%	9 28.1% 20.5%	15 78.9% 34.1%	6 35.3% 13.6%	9 47.4% 20.5%	7 8.6% 15.9%	5 9.8% 11.4%	1 1.4% 2.3%	4 21.1% 9.1%	11 100.0% 25.0%
Cifuentes	5 0.7% 100.0%	2 2.8% 40.0%	1 4.8% 20.0%	1 3.6% 20.0%	1 3.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 15.8% 60.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 20.0%	0 0.0% 0.0%
Macanudo	93 13.0% 100.0%	60 84.5% 64.5%	15 71.4% 16.1%	14 50.0% 15.1%	15 46.9% 16.1%	9 47.4% 9.7%	7 41.2% 7.5%	6 31.6% 6.5%	21 25.9% 22.6%	5 9.8% 5.4%	1 1.4% 1.1%	19 100.0% 20.4%	5 45.5% 5.4%
Macanudo Vintage	19 2.7% 100.0%	14 19.7% 73.7%	19 90.5% 100.0%	3 10.7% 15.8%	6 18.8% 31.6%	3 15.8% 15.8%	2 11.8% 10.5%	2 10.5% 10.5%	6 7.4% 31.6%	1 2.0% 5.3%	1 1.4% 5.3%	6 31.6% 31.6%	3 27.3% 15.8%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Mass (Q19C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	714 100.0% 100.0%	71 100.0% 9.9%	21 100.0% 2.9%	28 100.0% 3.9%	32 100.0% 4.5%	19 100.0% 2.7%	17 100.0% 2.4%	19 100.0% 2.7%	81 100.0% 11.3%	51 100.0% 7.1%	73 100.0% 10.2%	19 100.0% 2.7%	11 100.0% 1.5%
Partagas	36 5.0% 100.0%	14 19.7% 38.9%	4 19.0% 11.1%	24 85.7% 66.7%	10 31.3% 27.8%	5 26.3% 13.9%	8 47.1% 22.2%	6 31.6% 16.7%	6 7.4% 16.7%	1 2.0% 2.8%	0 0.0% 0.0%	8 42.1% 22.2%	3 27.3% 8.3%
Partagas Limited Reserve	8 1.1% 100.0%	2 2.8% 25.0%	3 14.3% 37.5%	3 10.7% 37.5%	3 9.4% 37.5%	1 5.3% 12.5%	3 17.6% 37.5%	4 21.1% 50.0%	1 1.2% 12.5%	1 2.0% 12.5%	0 0.0% 0.0%	2 10.5% 25.0%	1 9.1% 12.5%
Sub-Subnet - Mass	234 32.8% 100.0%	28 39.4% 12.0%	9 42.9% 3.8%	7 25.0% 3.0%	8 25.0% 3.4%	5 26.3% 2.1%	4 23.5% 1.7%	5 26.3% 2.1%	74 91.4% 31.6%	45 88.2% 19.2%	58 79.5% 24.8%	8 42.1% 3.4%	3 27.3% 1.3%
Garcia y Vega/Whiffs	109 15.3% 100.0%	24 33.8% 22.0%	8 38.1% 7.3%	6 21.4% 5.5%	6 18.8% 5.5%	5 26.3% 4.6%	3 17.6% 2.8%	3 15.8% 2.8%	74 91.4% 67.9%	7 13.7% 6.4%	5 6.8% 4.6%	8 42.1% 7.3%	2 18.2% 1.8%
Tiparillo	63 8.8% 100.0%	5 7.0% 7.9%	2 9.5% 3.2%	2 7.1% 3.2%	1 3.1% 1.6%	3 15.8% 4.8%	1 5.9% 1.6%	3 15.8% 4.8%	7 8.6% 11.1%	44 86.3% 69.8%	9 12.3% 14.3%	2 10.5% 3.2%	2 18.2% 3.2%
White Owl	85 11.9% 100.0%	3 4.2% 3.5%	2 9.5% 2.4%	1 3.6% 1.2%	2 6.3% 2.4%	1 5.3% 1.2%	1 5.9% 1.2%	1 5.3% 1.2%	7 8.6% 8.2%	11 21.6% 12.9%	57 78.1% 67.1%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	22 3.1% 100.0%	0 0.0% 0.0%	1 4.8% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 4.5%	0 0.0% 0.0%	1 5.3% 4.5%	3 3.7% 13.6%	4 7.8% 18.2%	6 8.2% 27.3%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	66 9.2% 100.0%	19 26.8% 28.8%	9 42.9% 13.6%	14 50.0% 21.2%	31 96.9% 47.0%	9 47.4% 13.6%	16 94.1% 24.2%	17 89.5% 25.8%	5 6.2% 7.6%	1 2.0% 1.5%	2 2.7% 3.0%	7 36.8% 10.6%	5 45.5% 7.6%
Hoyo de Monterrey	27 3.8% 100.0%	9 12.7% 33.3%	2 9.5% 7.4%	10 35.7% 37.0%	8 25.0% 29.6%	5 26.3% 18.5%	15 88.2% 55.6%	8 42.1% 29.6%	2 2.5% 7.4%	1 2.0% 3.7%	0 0.0% 0.0%	5 26.3% 18.5%	3 27.3% 11.1%
Hoyo de Monterrey Excalibur	15 2.1% 100.0%	4 5.6% 26.7%	2 9.5% 13.3%	4 14.3% 26.7%	7 21.9% 46.7%	5 26.3% 33.3%	5 29.4% 33.3%	15 78.9% 100.0%	1 1.2% 6.7%	1 2.0% 6.7%	0 0.0% 0.0%	3 15.8% 20.0%	2 18.2% 13.3%
Punch	39 5.5% 100.0%	14 19.7% 35.9%	6 28.6% 15.4%	8 28.6% 20.5%	28 87.5% 71.8%	4 21.1% 10.3%	5 29.4% 12.8%	8 42.1% 20.5%	3 3.7% 7.7%	1 2.0% 2.6%	1 1.4% 2.6%	5 26.3% 12.8%	1 9.1% 2.6%
Punch Grand Cru	9 1.3% 100.0%	3 4.2% 33.3%	4 19.0% 44.4%	1 3.6% 11.1%	5 15.6% 55.6%	2 10.5% 22.2%	1 5.9% 11.1%	2 10.5% 22.2%	2 2.5% 22.2%	1 2.0% 11.1%	1 1.4% 11.1%	2 10.5% 22.2%	2 18.2% 22.2%
Net - Swisher International	348 48.7% 100.0%	30 42.3% 8.6%	7 33.3% 2.0%	16 57.1% 4.6%	14 43.8% 4.0%	12 63.2% 3.4%	9 52.9% 2.6%	10 52.6% 2.9%	28 34.6% 8.0%	24 47.1% 6.9%	33 45.2% 9.5%	13 68.4% 3.7%	7 63.6% 2.0%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Mass (Q19C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	714 100.0% 100.0%	71 100.0% 9.9%	21 100.0% 2.9%	28 100.0% 3.9%	32 100.0% 4.5%	19 100.0% 2.7%	17 100.0% 2.4%	19 100.0% 2.7%	81 100.0% 11.3%	51 100.0% 7.1%	73 100.0% 10.2%	19 100.0% 2.7%	11 100.0% 1.5%
Bering	49 6.9% 100.0%	14 19.7% 28.6%	4 19.0% 8.2%	11 39.3% 22.4%	11 34.4% 22.4%	5 26.3% 10.2%	6 35.3% 12.2%	8 42.1% 16.3%	6 7.4% 12.2%	2 3.9% 4.1%	1 1.4% 2.0%	9 47.4% 18.4%	2 18.2% 4.1%
King Edward	91 12.7% 100.0%	3 4.2% 3.3%	2 9.5% 2.2%	1 3.6% 1.1%	0 0.0% 0.0%	2 10.5% 2.2%	1 5.9% 1.1%	1 5.3% 1.1%	10 12.3% 11.0%	11 21.6% 12.1%	21 28.8% 23.1%	0 0.0% 0.0%	2 18.2% 2.2%
La Prima Dora	7 1.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 10.5% 28.6%	0 0.0% 0.0%	1 5.3% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 14.3%	0 0.0% 0.0%	1 9.1% 14.3%
Swisher Sweets	253 35.4% 100.0%	15 21.1% 5.9%	2 9.5% 0.8%	4 14.3% 1.6%	3 9.4% 1.2%	3 15.8% 1.2%	4 23.5% 1.6%	1 5.3% 0.4%	18 22.2% 7.1%	19 37.3% 7.5%	20 27.4% 7.9%	4 21.1% 1.6%	3 27.3% 1.2%
Net - JR Tobacco Brands	21 2.9% 100.0%	5 7.0% 23.8%	2 9.5% 9.5%	5 17.9% 23.8%	3 9.4% 14.3%	3 15.8% 14.3%	5 29.4% 23.8%	5 26.3% 23.8%	3 3.7% 14.3%	4 7.8% 19.0%	3 4.1% 14.3%	4 21.1% 19.0%	1 9.1% 4.8%
El Rey Del Mundo	11 1.5% 100.0%	4 5.6% 36.4%	2 9.5% 18.2%	2 7.1% 18.2%	2 6.3% 18.2%	2 10.5% 18.2%	3 17.6% 27.3%	3 15.8% 27.3%	3 3.7% 27.3%	3 5.9% 27.3%	1 1.4% 9.1%	4 21.1% 36.4%	1 9.1% 9.1%
J.R. Ultimates	10 1.4% 100.0%	1 1.4% 10.0%	0 0.0% 0.0%	3 10.7% 30.0%	1 3.1% 10.0%	1 5.3% 10.0%	2 11.8% 20.0%	2 10.5% 20.0%	0 0.0% 0.0%	1 2.0% 10.0%	2 2.7% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Tabacalera	239 33.5% 100.0%	19 26.8% 7.9%	8 38.1% 3.3%	7 25.0% 2.9%	6 18.8% 2.5%	5 26.3% 2.1%	8 47.1% 3.3%	9 47.4% 3.8%	21 25.9% 8.8%	23 45.1% 9.6%	31 42.5% 13.0%	6 31.6% 2.5%	4 36.4% 1.7%
Subnet - Premium	24 3.4% 100.0%	6 8.5% 25.0%	3 14.3% 12.5%	4 14.3% 16.7%	3 9.4% 12.5%	3 15.8% 12.5%	5 29.4% 20.8%	5 26.3% 20.8%	8 9.9% 33.3%	1 2.0% 4.2%	1 1.4% 4.2%	2 10.5% 8.3%	3 27.3% 12.5%
Romeo y Julieta	24 3.4% 100.0%	6 8.5% 25.0%	3 14.3% 12.5%	4 14.3% 16.7%	3 9.4% 12.5%	3 15.8% 12.5%	5 29.4% 20.8%	5 26.3% 20.8%	8 9.9% 33.3%	1 2.0% 4.2%	1 1.4% 4.2%	2 10.5% 8.3%	3 27.3% 12.5%
Subnet - Mass	223 31.2% 100.0%	14 19.7% 6.3%	6 28.6% 2.7%	3 10.7% 1.3%	3 9.4% 1.3%	2 10.5% 0.9%	4 23.5% 1.8%	5 26.3% 2.2%	14 17.3% 6.3%	22 43.1% 9.9%	31 42.5% 13.9%	4 21.1% 1.8%	1 9.1% 0.4%
Black & Gold/Black & Mild	109 15.3% 100.0%	8 11.3% 7.3%	3 14.3% 2.8%	2 7.1% 1.8%	2 6.3% 1.8%	1 5.3% 0.9%	3 17.6% 2.8%	3 15.8% 2.8%	5 6.2% 4.6%	11 21.6% 10.1%	8 11.0% 7.3%	0 0.0% 0.0%	1 9.1% 0.9%
Hav-a-Tampa/Jewels	86 12.0% 100.0%	5 7.0% 5.8%	3 14.3% 3.5%	1 3.6% 1.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.9% 1.2%	2 10.5% 2.3%	4 4.9% 4.7%	9 17.6% 10.5%	12 16.4% 14.0%	4 21.1% 4.7%	1 9.1% 1.2%

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Cigar Segmentation

Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months?

Base: Total completes - Mass (Q19C)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	714 100.0% 100.0%	71 100.0% 9.9%	21 100.0% 2.9%	28 100.0% 3.9%	32 100.0% 4.5%	19 100.0% 2.7%	17 100.0% 2.4%	19 100.0% 2.7%	81 100.0% 11.3%	51 100.0% 7.1%	73 100.0% 10.2%	19 100.0% 2.7%	11 100.0% 1.5%
Phillies	73 10.2% 100.0%	4 5.6% 5.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.1% 1.4%	1 5.3% 1.4%	0 0.0% 0.0%	0 0.0% 0.0%	9 11.1% 12.3%	12 23.5% 16.4%	19 26.0% 26.0%	1 5.3% 1.4%	1 9.1% 1.4%
Net - Other	233 32.6% 100.0%	41 57.7% 17.6%	12 57.1% 5.2%	18 64.3% 7.7%	24 75.0% 10.3%	16 84.2% 6.9%	12 70.6% 5.2%	17 89.5% 7.3%	28 34.6% 12.0%	18 35.3% 7.7%	18 24.7% 7.7%	13 68.4% 5.6%	10 90.9% 4.3%
Subnet - Premium	146 20.4% 100.0%	31 43.7% 21.2%	11 52.4% 7.5%	16 57.1% 11.0%	22 68.8% 15.1%	15 78.9% 10.3%	11 64.7% 7.5%	16 84.2% 11.0%	18 22.2% 12.3%	10 19.6% 6.8%	11 15.1% 7.5%	11 57.9% 7.5%	9 81.8% 6.2%
Ashton	24 3.4% 100.0%	9 12.7% 37.5%	4 19.0% 16.7%	3 10.7% 12.5%	8 25.0% 33.3%	5 26.3% 20.8%	6 35.3% 25.0%	7 36.8% 29.2%	1 1.2% 4.2%	2 3.9% 8.3%	2 2.7% 8.3%	3 15.8% 12.5%	2 18.2% 8.3%
Bahia	10 1.4% 100.0%	2 2.8% 20.0%	1 4.8% 10.0%	1 3.6% 10.0%	0 0.0% 0.0%	1 5.3% 10.0%	1 5.9% 10.0%	1 5.3% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 10.0%	2 18.2% 20.0%
Davidoff	13 1.8% 100.0%	5 7.0% 38.5%	1 4.8% 7.7%	2 7.1% 15.4%	3 9.4% 23.1%	4 21.1% 30.8%	1 5.9% 7.7%	5 26.3% 38.5%	1 1.2% 7.7%	1 2.0% 7.7%	0 0.0% 0.0%	3 15.8% 23.1%	1 9.1% 7.7%
Don Tomas	40 5.6% 100.0%	13 18.3% 32.5%	5 23.8% 12.5%	3 10.7% 7.5%	9 28.1% 22.5%	3 15.8% 7.5%	5 29.4% 12.5%	4 21.1% 10.0%	3 3.7% 7.5%	4 7.8% 10.0%	0 0.0% 0.0%	2 10.5% 5.0%	3 27.3% 7.5%
Dunhill	44 6.2% 100.0%	10 14.1% 22.7%	2 9.5% 4.5%	6 21.4% 13.6%	5 15.6% 11.4%	3 15.8% 6.8%	3 17.6% 6.8%	6 31.6% 13.6%	7 8.6% 15.9%	4 7.8% 9.1%	6 8.2% 13.6%	6 31.6% 13.6%	1 9.1% 2.3%
Fuente/Arturo Fuente	42 5.9% 100.0%	11 15.5% 26.2%	4 19.0% 9.5%	10 35.7% 23.8%	14 43.8% 33.3%	7 36.8% 16.7%	7 41.2% 16.7%	6 31.6% 14.3%	4 4.9% 9.5%	1 2.0% 2.4%	1 1.4% 2.4%	5 26.3% 11.9%	4 36.4% 9.5%
Thompson	32 4.5% 100.0%	7 9.9% 21.9%	4 19.0% 12.5%	2 7.1% 6.3%	4 12.5% 12.5%	3 15.8% 9.4%	3 17.6% 9.4%	3 15.8% 9.4%	9 11.1% 28.1%	4 7.8% 12.5%	3 4.1% 9.4%	4 21.1% 12.5%	2 18.2% 6.3%
Subnet - Mass	19 2.7% 100.0%	1 1.4% 5.3%	1 4.8% 5.3%	0 0.0% 0.0%	1 3.1% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.9% 15.8%	2 2.7% 10.5%	0 0.0% 0.0%	1 9.1% 5.3%
Middleton	19 2.7% 100.0%	1 1.4% 5.3%	1 4.8% 5.3%	0 0.0% 0.0%	1 3.1% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.9% 15.8%	2 2.7% 10.5%	0 0.0% 0.0%	1 9.1% 5.3%
Other	113 15.8% 100.0%	19 26.8% 16.8%	5 23.8% 4.4%	6 21.4% 5.3%	11 34.4% 9.7%	5 26.3% 4.4%	4 23.5% 3.5%	7 36.8% 6.2%	14 17.3% 12.4%	9 17.6% 8.0%	9 12.3% 8.0%	5 26.3% 4.4%	4 36.4% 3.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018613

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
SuperNet - Premium													
Mean	16.31	28.72	47.30	46.06	48.44	41.22	61.98	53.02	16.08	10.35	3.58	71.45	74.65
Std. Dev.	32.007	38.574	50.700	52.250	56.424	52.093	65.783	63.025	38.163	43.335	12.955	51.921	67.839
Std. Err.	0.970	2.533	7.395	5.028	6.156	5.585	9.122	9.004	4.294	6.389	1.619	7.417	11.634
SuperNet - Mass													
Mean	23.86	8.17	12.19	5.34	9.44	4.71	6.73	4.80	40.59	51.26	62.73	18.76	8.35
Std. Dev.	43.295	25.695	24.051	21.570	32.174	15.220	16.404	14.463	48.741	44.534	54.423	35.303	22.067
Std. Err.	1.313	1.687	3.508	2.076	3.511	1.632	2.275	2.066	5.484	6.566	6.803	5.043	3.784
Net - Consolidated Cigar Co.													
Mean	10.49	8.35	16.09	10.50	14.31	9.74	11.96	8.27	13.84	9.63	14.67	15.69	15.53
Std. Dev.	24.180	18.046	30.014	21.627	25.706	17.051	18.330	16.009	24.143	18.482	25.036	28.345	21.833
Std. Err.	0.733	1.185	4.378	2.081	2.805	1.828	2.542	2.287	2.716	2.725	3.129	4.049	3.744
Subnet - Premium													
Mean	3.39	5.12	9.72	8.78	10.26	7.79	10.21	7.29	3.95	2.76	0.42	9.31	12.94
Std. Dev.	11.032	11.875	20.379	19.730	22.523	15.350	18.402	15.947	13.295	13.154	1.815	18.018	20.077
Std. Err.	0.334	0.780	2.973	1.898	2.458	1.646	2.552	2.278	1.496	1.939	0.227	2.574	3.443
Don Diego													
Mean	0.70	1.03	1.98	1.06	0.63	0.74	0.77	0.57	1.35	0.96	0.16	1.84	1.85
Std. Dev.	4.256	4.070	6.398	5.186	2.221	2.826	2.470	2.111	5.043	3.571	1.250	6.118	4.992
Std. Err.	0.129	0.267	0.933	0.499	0.242	0.303	0.343	0.302	0.567	0.527	0.156	0.874	0.856
Montecristo													
Mean	0.44	0.75	1.91	1.88	1.13	2.51	2.90	1.86	0.62	0.61	0.02	1.45	4.59
Std. Dev.	2.366	3.036	4.982	4.959	4.222	5.878	6.734	5.795	3.585	3.691	0.125	4.822	8.038
Std. Err.	0.072	0.199	0.727	0.477	0.461	0.630	0.934	0.828	0.403	0.544	0.016	0.689	1.379
Royal Jamaica													
Mean	0.46	0.48	1.72	1.31	1.00	0.61	1.31	1.49	0.39	0.11	0.05	0.61	0.35
Std. Dev.	4.090	2.842	5.728	6.233	3.930	3.353	4.646	5.576	2.835	0.526	0.375	3.593	1.228
Std. Err.	0.124	0.187	0.836	0.600	0.429	0.359	0.644	0.797	0.319	0.078	0.047	0.513	0.211
Te-Amo													
Mean	0.59	0.66	1.28	0.66	3.00	0.56	1.46	1.22	0.46	0.00	0.05	1.14	0.32
Std. Dev.	4.498	2.969	4.831	3.262	12.707	2.675	4.713	4.606	2.581	0.000	0.375	4.345	1.886
Std. Err.	0.136	0.195	0.705	0.314	1.386	0.287	0.654	0.658	0.290	0.000	0.047	0.621	0.324
Upmann/H. Upmann													
Mean	1.19	2.19	2.83	3.88	4.50	3.38	3.77	2.14	1.13	1.09	0.16	4.27	5.82
Std. Dev.	5.694	7.399	10.290	10.399	12.434	9.648	10.072	7.816	6.289	7.372	1.250	11.212	14.440
Std. Err.	0.173	0.486	1.501	1.001	1.357	1.034	1.397	1.117	0.708	1.087	0.156	1.602	2.476

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UNDER PROTECTIVE ORDER
GC 018614

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Subnet - Mass													
Mean	7.10	3.23	6.36	1.72	4.05	1.94	1.75	0.98	9.89	6.87	14.25	6.39	2.59
Std. Dev.	22.013	12.666	19.979	10.274	15.150	7.292	4.858	3.301	20.279	14.184	25.043	20.024	8.291
Std. Err.	0.667	0.832	2.914	0.989	1.653	0.782	0.674	0.472	2.282	2.091	3.130	2.861	1.422
Antonio y Cleopatra													
Mean	2.37	1.82	5.11	0.28	1.85	0.79	0.77	0.35	5.80	0.93	1.75	5.20	1.44
Std. Dev.	12.154	9.685	18.953	1.324	7.079	3.307	2.454	1.575	15.480	3.454	8.416	19.107	4.487
Std. Err.	0.368	0.636	2.765	0.127	0.772	0.355	0.340	0.225	1.742	0.509	1.052	2.730	0.770
Backwoods													
Mean	1.31	0.66	0.32	0.32	0.29	0.69	0.85	0.41	1.14	2.67	4.25	0.18	0.71
Std. Dev.	9.273	3.764	2.188	2.165	2.619	3.674	4.290	2.857	4.373	11.559	18.988	0.905	4.116
Std. Err.	0.281	0.247	0.319	0.208	0.286	0.394	0.595	0.408	0.492	1.704	2.373	0.129	0.706
Dutch Masters													
Mean	2.18	0.53	0.04	1.01	1.24	0.11	0.02	0.10	2.52	1.72	4.50	0.14	0.00
Std. Dev.	12.765	6.543	0.292	9.566	10.809	1.072	0.139	0.714	12.520	4.797	13.477	0.764	0.000
Std. Err.	0.387	0.430	0.043	0.920	1.179	0.115	0.019	0.102	1.409	0.707	1.685	0.109	0.000
El Producto													
Mean	0.50	0.05	0.04	0.11	0.68	0.07	0.04	0.04	0.18	0.96	2.52	0.04	0.44
Std. Dev.	3.216	0.669	0.292	0.980	5.478	0.643	0.277	0.286	0.797	2.974	5.987	0.286	2.572
Std. Err.	0.097	0.044	0.043	0.094	0.598	0.069	0.038	0.041	0.090	0.438	0.748	0.041	0.441
Muriel													
Mean	0.75	0.17	0.85	0.00	0.00	0.28	0.08	0.08	0.25	0.59	1.23	0.82	0.00
Std. Dev.	8.002	2.626	5.835	0.000	0.000	2.182	0.555	0.571	2.250	3.030	3.689	5.714	0.000
Std. Err.	0.243	0.172	0.851	0.000	0.000	0.234	0.077	0.082	0.253	0.447	0.461	0.816	0.000
Net - General Cigar Holdings													
Mean	11.09	18.79	27.89	26.19	28.46	23.89	28.08	27.55	24.84	29.85	26.28	55.69	42.12
Std. Dev.	23.520	27.735	27.452	34.138	34.176	30.676	32.417	33.931	30.111	41.130	38.104	37.443	38.098
Std. Err.	0.713	1.821	4.004	3.285	3.729	3.289	4.495	4.847	3.388	6.064	4.763	5.349	6.534
SubNet-General Cigar Holdings - Premium													
Mean	6.86	16.34	25.47	25.43	26.38	22.53	26.54	25.45	6.03	3.13	0.25	50.63	39.62
Std. Dev.	17.589	24.498	22.788	32.621	30.484	28.529	29.132	30.504	13.764	13.891	1.084	34.864	34.505
Std. Err.	0.533	1.608	3.324	3.139	3.326	3.059	4.040	4.358	1.549	2.048	0.135	4.981	5.918
SubNet - General Cigar Co.													
Mean	8.81	15.82	22.57	19.00	13.52	16.86	10.83	10.98	24.00	29.15	26.17	49.33	30.47
Std. Dev.	20.361	23.533	23.685	24.731	24.777	19.907	18.706	20.959	27.656	39.300	38.145	29.326	23.729
Std. Err.	0.617	1.545	3.455	2.380	2.703	2.134	2.594	2.994	3.112	5.794	4.768	4.189	4.069

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UNDER PROTECTIVE ORDER
GC 018615

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Sub-Subnet - Premium													
Mean	4.58	13.37	20.15	18.23	11.44	15.51	9.29	8.88	5.19	2.43	0.14	44.27	27.97
Std. Dev.	12.643	20.207	19.626	23.131	20.487	17.164	12.997	15.103	11.371	9.649	0.663	26.238	18.936
Std. Err.	0.383	1.327	2.863	2.226	2.235	1.840	1.802	2.158	1.279	1.423	0.083	3.748	3.248
Cohiba													
Mean	0.86	1.08	2.04	1.87	3.13	8.17	2.31	2.49	0.52	0.65	0.06	1.24	19.35
Std. Dev.	4.439	3.337	4.303	4.241	11.464	12.802	4.474	5.561	1.880	2.652	0.500	4.697	15.878
Std. Err.	0.135	0.219	0.628	0.408	1.251	1.373	0.621	0.794	0.212	0.391	0.063	0.671	2.723
Cifuentes													
Mean	0.09	0.15	0.13	0.09	0.10	0.20	0.73	0.82	0.00	0.00	0.00	0.10	1.03
Std. Dev.	1.105	0.798	0.536	0.589	0.594	0.913	4.229	4.338	0.000	0.000	0.000	0.714	5.190
Std. Err.	0.033	0.052	0.078	0.057	0.065	0.098	0.586	0.620	0.000	0.000	0.000	0.102	0.890
Macanudo													
Mean	2.18	9.16	9.89	5.99	4.21	3.80	2.77	3.08	3.38	1.30	0.03	31.82	3.91
Std. Dev.	7.694	14.347	14.072	10.734	9.908	7.138	5.897	8.505	8.547	5.692	0.250	17.465	7.545
Std. Err.	0.233	0.942	2.053	1.033	1.081	0.765	0.818	1.215	0.962	0.839	0.031	2.495	1.294
Macanudo Vintage													
Mean	0.26	0.72	6.06	0.22	0.68	0.87	0.42	0.33	0.78	0.22	0.05	2.84	1.38
Std. Dev.	2.006	3.171	7.691	1.225	2.987	3.450	2.145	1.586	2.850	1.474	0.375	6.562	3.908
Std. Err.	0.061	0.208	1.122	0.118	0.326	0.370	0.297	0.227	0.321	0.217	0.047	0.937	0.670
Partagas													
Mean	1.12	2.20	1.62	9.49	3.25	2.43	2.98	2.00	0.48	0.22	0.00	7.98	2.24
Std. Dev.	5.703	8.536	4.888	15.092	8.616	5.506	5.465	4.282	2.247	1.474	0.000	17.842	6.189
Std. Err.	0.173	0.560	0.713	1.452	0.940	0.590	0.758	0.612	0.253	0.217	0.000	2.549	1.061
Partagas Limited Reserve													
Mean	0.07	0.07	0.40	0.56	0.07	0.03	0.08	0.16	0.03	0.04	0.00	0.29	0.06
Std. Dev.	1.046	0.696	1.597	3.256	0.373	0.239	0.388	0.657	0.225	0.295	0.000	1.732	0.343
Std. Err.	0.032	0.046	0.233	0.313	0.041	0.026	0.054	0.094	0.025	0.043	0.000	0.247	0.059
Sub-Subnet - Mass													
Mean	4.23	2.45	2.43	0.77	2.08	1.36	1.54	2.10	18.81	26.72	26.03	5.06	2.50
Std. Dev.	16.452	10.653	9.086	5.945	12.587	7.293	8.719	10.194	23.192	37.316	38.134	14.659	10.607
Std. Err.	0.499	0.699	1.325	0.572	1.373	0.782	1.209	1.456	2.609	5.502	4.767	2.094	1.819
Garcia y Vega/Whiffs													
Mean	1.52	2.00	1.04	0.31	1.33	0.48	0.19	1.04	17.09	1.78	1.33	3.73	0.59
Std. Dev.	8.648	9.761	3.000	1.769	10.842	2.266	1.387	5.859	22.672	5.198	5.657	12.086	2.388
Std. Err.	0.262	0.641	0.438	0.170	1.183	0.243	0.192	0.837	2.551	0.766	0.707	1.727	0.410

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UNDER PROTECTIVE ORDER
GC 018616

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Tiparillo													
Mean	1.05	0.32	1.15	0.46	0.60	0.69	0.96	1.04	1.27	23.26	1.23	1.33	1.91
Std. Dev.	8.947	3.446	7.304	4.811	5.455	5.403	6.934	7.141	6.271	37.326	4.367	7.414	8.878
Std. Err.	0.271	0.226	1.065	0.463	0.595	0.579	0.962	1.020	0.706	5.503	0.546	1.059	1.522
White Owl													
Mean	1.48	0.13	0.19	0.00	0.15	0.09	0.38	0.00	0.32	1.33	22.86	0.00	0.00
Std. Dev.	10.482	1.390	0.924	0.000	1.135	0.858	2.774	0.000	1.225	4.412	36.937	0.000	0.000
Std. Err.	0.318	0.091	0.135	0.000	0.124	0.092	0.385	0.000	0.138	0.651	4.617	0.000	0.000
William Penn													
Mean	0.18	0.00	0.04	0.00	0.00	0.09	0.00	0.02	0.14	0.35	0.61	0.00	0.00
Std. Dev.	1.987	0.000	0.292	0.000	0.000	0.858	0.000	0.143	0.930	1.433	2.067	0.000	0.000
Std. Err.	0.060	0.000	0.043	0.000	0.000	0.092	0.000	0.020	0.105	0.211	0.258	0.000	0.000
SubNet - Villazon													
Mean	2.28	2.97	5.32	7.19	14.94	7.02	17.25	16.57	0.84	0.70	0.11	6.37	11.65
Std. Dev.	9.813	10.300	13.433	17.956	20.085	19.649	23.764	24.866	4.578	4.718	0.620	17.247	26.865
Std. Err.	0.298	0.676	1.959	1.728	2.191	2.107	3.296	3.552	0.515	0.696	0.078	2.464	4.607
Hoyo de Monterrey													
Mean	0.72	1.16	0.96	3.29	2.55	2.52	9.92	3.88	0.13	0.22	0.00	2.92	2.35
Std. Dev.	5.192	7.182	3.458	12.453	7.853	8.507	14.767	9.675	1.125	1.474	0.000	14.267	8.756
Std. Err.	0.157	0.472	0.504	1.198	0.857	0.912	2.048	1.382	0.127	0.217	0.000	2.038	1.502
Hoyo de Monterrey Excalibur													
Mean	0.47	0.45	2.04	1.19	1.73	1.90	4.17	10.33	0.13	0.22	0.00	0.43	2.56
Std. Dev.	4.350	4.075	9.236	6.116	7.981	9.166	12.794	18.013	1.125	1.474	0.000	2.000	10.454
Std. Err.	0.132	0.268	1.347	0.589	0.871	0.983	1.774	2.573	0.127	0.217	0.000	0.286	1.793
Punch													
Mean	0.92	1.06	1.74	2.69	10.33	2.51	2.81	2.16	0.51	0.22	0.05	2.27	5.21
Std. Dev.	5.372	3.780	4.599	10.638	16.078	11.284	6.013	5.214	3.059	1.474	0.375	6.228	18.739
Std. Err.	0.163	0.248	0.671	1.024	1.754	1.210	0.834	0.745	0.344	0.217	0.047	0.890	3.214
Punch Grand Cru													
Mean	0.17	0.30	0.57	0.03	0.33	0.10	0.35	0.20	0.08	0.04	0.06	0.76	1.53
Std. Dev.	2.365	3.368	2.154	0.214	1.539	0.683	1.507	0.912	0.501	0.295	0.500	3.822	8.571
Std. Err.	0.072	0.221	0.314	0.021	0.168	0.073	0.209	0.130	0.056	0.043	0.063	0.546	1.470
Net - Swisher International													
Mean	7.06	1.81	2.15	2.82	3.01	1.18	3.33	0.94	7.10	8.35	9.27	3.65	2.38
Std. Dev.	22.077	8.683	6.203	11.541	13.094	4.347	10.107	3.837	18.302	14.588	18.414	7.721	6.174
Std. Err.	0.669	0.570	0.905	1.111	1.429	0.466	1.402	0.548	2.059	2.151	2.302	1.103	1.059

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UNDER PROTECTIVE ORDER
GC 018617

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Bering													
Mean	0.47	0.37	1.26	1.17	1.12	0.47	1.42	0.90	0.48	0.24	0.16	2.02	0.32
Std. Dev.	4.742	2.227	4.518	4.498	4.232	2.901	5.070	3.836	2.407	1.479	1.250	5.618	1.718
Std. Err.	0.144	0.146	0.659	0.433	0.462	0.311	0.703	0.548	0.271	0.218	0.156	0.803	0.295
King Edward													
Mean	1.24	0.04	0.19	0.00	0.00	0.11	0.06	0.00	1.73	1.76	4.70	0.00	0.59
Std. Dev.	8.605	0.463	0.924	0.000	0.000	0.754	0.416	0.000	11.185	5.143	14.691	0.000	2.687
Std. Err.	0.261	0.030	0.135	0.000	0.000	0.081	0.058	0.000	1.258	0.758	1.836	0.000	0.461
La Prima Dora													
Mean	0.05	0.00	0.00	0.00	0.00	0.14	0.00	0.04	0.00	0.00	0.00	0.00	0.29
Std. Dev.	1.011	0.000	0.000	0.000	0.000	1.091	0.000	0.286	0.000	0.000	0.000	0.000	1.715
Std. Err.	0.031	0.000	0.000	0.000	0.000	0.117	0.000	0.041	0.000	0.000	0.000	0.000	0.294
Swisher Sweets													
Mean	5.30	1.40	0.70	1.66	1.89	0.46	1.85	0.00	4.89	6.35	4.41	1.63	1.18
Std. Dev.	19.453	8.445	4.388	10.810	12.563	3.110	8.969	0.000	14.975	11.501	11.595	5.897	3.904
Std. Err.	0.590	0.554	0.640	1.040	1.371	0.333	1.244	0.000	1.685	1.696	1.449	0.842	0.670
Net - JR Tobacco Brands													
Mean	0.79	1.54	1.91	2.75	1.35	0.91	3.96	3.45	0.11	0.20	0.19	2.41	1.38
Std. Dev.	5.803	9.218	8.172	11.998	4.836	4.122	13.716	10.192	0.716	0.687	0.906	7.438	5.405
Std. Err.	0.176	0.605	1.192	1.154	0.528	0.442	1.902	1.456	0.081	0.101	0.113	1.063	0.927
El Rey Del Mundo													
Mean	0.22	0.26	1.02	0.94	1.07	0.54	1.12	1.98	0.11	0.13	0.05	1.18	0.79
Std. Dev.	1.939	2.010	4.147	4.317	4.379	3.416	4.462	5.904	0.716	0.542	0.375	4.261	4.291
Std. Err.	0.059	0.132	0.605	0.415	0.478	0.366	0.619	0.843	0.081	0.080	0.047	0.609	0.736
J.R. Ultimates													
Mean	0.58	1.28	0.89	1.81	0.27	0.37	2.85	1.47	0.00	0.07	0.14	1.22	0.59
Std. Dev.	5.356	8.840	4.082	11.346	2.192	2.392	13.217	7.635	0.000	0.442	0.833	4.845	3.430
Std. Err.	0.162	0.580	0.595	1.092	0.239	0.256	1.833	1.091	0.000	0.065	0.104	0.692	0.588
Net - Tabacalera													
Mean	5.18	0.94	1.70	0.69	0.89	1.41	1.02	1.41	5.01	7.57	11.97	4.14	3.00
Std. Dev.	19.169	4.384	4.293	2.512	3.022	4.499	3.427	5.164	16.309	14.222	23.198	16.052	7.451
Std. Err.	0.581	0.288	0.626	0.242	0.330	0.482	0.475	0.738	1.835	2.097	2.900	2.293	1.278
Subnet - Premium													
Mean	0.21	0.28	0.55	0.66	0.65	1.18	0.90	0.63	0.22	0.04	0.06	0.49	2.12
Std. Dev.	1.482	1.555	1.442	2.503	2.548	4.260	3.189	2.949	0.827	0.295	0.500	2.873	5.735
Std. Err.	0.045	0.102	0.210	0.241	0.278	0.457	0.442	0.421	0.093	0.043	0.063	0.410	0.984

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UNDER PROTECTIVE ORDER
GC 018618

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Romeo y Julieta													
Mean	0.21	0.28	0.55	0.66	0.65	1.18	0.90	0.63	0.22	0.04	0.06	0.49	2.12
Std. Dev.	1.482	1.555	1.442	2.503	2.548	4.260	3.189	2.949	0.827	0.295	0.500	2.873	5.735
Std. Err.	0.045	0.102	0.210	0.241	0.278	0.457	0.442	0.421	0.093	0.043	0.063	0.410	0.984
Subnet - Mass													
Mean	4.96	0.66	1.15	0.03	0.24	0.23	0.12	0.78	4.80	7.52	11.91	3.65	0.88
Std. Dev.	19.159	4.141	4.160	0.289	1.719	1.626	0.615	4.355	16.346	14.242	23.219	15.908	5.145
Std. Err.	0.581	0.272	0.607	0.028	0.188	0.174	0.085	0.622	1.839	2.100	2.902	2.273	0.882
Black & Gold/Black & Mild													
Mean	1.77	0.22	1.06	0.03	0.18	0.07	0.08	0.73	0.99	1.67	1.81	0.00	0.00
Std. Dev.	10.877	1.724	4.162	0.289	1.637	0.643	0.555	4.353	5.523	3.950	6.451	0.000	0.000
Std. Err.	0.330	0.113	0.607	0.028	0.179	0.069	0.077	0.622	0.621	0.582	0.806	0.000	0.000
Hav-a-Tampa/Jewels													
Mean	1.74	0.19	0.09	0.00	0.00	0.00	0.04	0.04	0.63	3.52	2.03	2.84	0.44
Std. Dev.	10.920	1.622	0.408	0.000	0.000	0.000	0.277	0.286	3.502	11.837	7.261	14.439	2.572
Std. Err.	0.331	0.106	0.060	0.000	0.000	0.000	0.038	0.041	0.394	1.745	0.908	2.063	0.441
Phillies													
Mean	1.45	0.25	0.00	0.00	0.06	0.16	0.00	0.00	3.18	2.33	8.06	0.82	0.44
Std. Dev.	9.291	2.725	0.000	0.000	0.546	1.501	0.000	0.000	13.881	6.700	21.576	5.714	2.572
Std. Err.	0.282	0.179	0.000	0.000	0.060	0.161	0.000	0.000	1.562	0.988	2.697	0.816	0.441
Net - Other													
Mean	11.47	10.19	13.83	15.51	19.10	13.16	25.06	22.71	10.49	8.59	5.45	19.22	23.74
Std. Dev.	24.293	20.375	21.545	24.444	31.687	22.080	36.193	34.273	23.115	21.310	16.019	30.475	36.688
Std. Err.	0.736	1.338	3.143	2.352	3.457	2.367	5.019	4.896	2.601	3.142	2.002	4.354	6.292
Subnet - Premium													
Mean	5.05	5.44	9.64	8.44	9.80	8.80	20.37	16.20	5.77	4.22	2.66	8.61	18.59
Std. Dev.	15.662	13.532	18.766	16.080	19.307	18.486	34.561	31.867	18.270	16.680	12.671	18.874	35.686
Std. Err.	0.475	0.888	2.737	1.547	2.107	1.982	4.793	4.552	2.056	2.459	1.584	2.696	6.120
Ashton													
Mean	0.30	0.53	1.17	0.62	0.90	0.80	1.42	1.45	0.32	0.76	0.25	0.86	2.21
Std. Dev.	1.888	2.709	4.365	2.935	3.424	3.430	4.552	4.359	2.813	3.939	1.447	3.808	5.819
Std. Err.	0.057	0.178	0.637	0.282	0.374	0.368	0.631	0.623	0.316	0.581	0.181	0.544	0.998
Bahia													
Mean	0.14	0.28	0.21	0.11	0.00	0.11	0.19	0.20	0.00	0.00	0.78	0.10	0.35
Std. Dev.	2.430	3.359	1.459	0.980	0.000	1.072	1.387	1.429	0.000	0.000	6.250	0.714	1.739
Std. Err.	0.074	0.221	0.213	0.094	0.000	0.115	0.192	0.204	0.000	0.000	0.781	0.102	0.298

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UNDER PROTECTIVE ORDER
GC 018619

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Davidoff													
Mean	0.33	0.41	0.36	0.63	0.58	1.17	1.25	1.43	0.03	0.04	0.00	0.35	3.15
Std. Dev.	2.617	1.826	1.112	1.868	1.952	5.120	4.533	4.739	0.225	0.295	0.000	1.267	9.362
Std. Err.	0.079	0.120	0.162	0.180	0.213	0.549	0.629	0.677	0.025	0.043	0.000	0.181	1.606
Don Tomas													
Mean	0.49	0.34	0.81	0.39	1.56	0.56	1.10	1.06	0.63	0.72	0.00	0.18	1.15
Std. Dev.	3.861	1.756	3.321	1.593	5.881	2.705	2.788	3.902	3.337	3.270	0.000	0.950	4.567
Std. Err.	0.117	0.115	0.484	0.153	0.642	0.290	0.387	0.557	0.375	0.482	0.000	0.136	0.783
Dunhill													
Mean	0.52	0.53	1.15	0.98	0.70	0.76	1.75	1.47	1.00	0.76	0.50	1.12	2.32
Std. Dev.	3.362	2.292	3.929	3.464	3.096	2.980	5.663	5.083	4.092	3.772	1.952	3.993	7.180
Std. Err.	0.102	0.150	0.573	0.333	0.338	0.320	0.785	0.726	0.460	0.556	0.244	0.570	1.231
Fuente/Arturo Fuente													
Mean	1.51	1.55	3.40	5.02	3.85	4.30	9.38	5.69	0.34	0.22	0.02	2.35	6.91
Std. Dev.	7.651	4.668	8.448	11.982	11.968	12.577	19.668	14.954	1.663	1.474	0.125	5.060	18.926
Std. Err.	0.232	0.306	1.232	1.153	1.306	1.348	2.727	2.136	0.187	0.217	0.016	0.723	3.246
Thompson													
Mean	1.76	1.79	2.53	0.69	2.20	1.09	5.27	4.90	3.46	1.72	1.11	3.65	2.50
Std. Dev.	10.063	7.970	9.089	5.359	9.195	6.120	17.977	16.598	14.030	7.873	6.417	11.589	9.554
Std. Err.	0.305	0.523	1.326	0.516	1.003	0.656	2.493	2.371	1.578	1.161	0.802	1.656	1.639
Subnet - Mass													
Mean	0.50	0.02	0.11	0.00	0.06	0.00	0.00	0.00	0.00	1.80	1.28	0.00	0.00
Std. Dev.	6.479	0.328	0.729	0.000	0.546	0.000	0.000	0.000	0.000	10.072	8.553	0.000	0.000
Std. Err.	0.196	0.022	0.106	0.000	0.060	0.000	0.000	0.000	0.000	1.485	1.069	0.000	0.000
Middleton													
Mean	0.50	0.02	0.11	0.00	0.06	0.00	0.00	0.00	0.00	1.80	1.28	0.00	0.00
Std. Dev.	6.479	0.328	0.729	0.000	0.546	0.000	0.000	0.000	0.000	10.072	8.553	0.000	0.000
Std. Err.	0.196	0.022	0.106	0.000	0.060	0.000	0.000	0.000	0.000	1.485	1.069	0.000	0.000
Other													
Mean	5.91	4.72	4.09	7.06	9.24	4.36	4.69	6.51	4.72	2.57	1.52	10.61	5.15
Std. Dev.	17.577	15.117	8.243	18.563	22.705	11.137	15.203	15.856	14.686	10.506	5.011	25.093	11.196
Std. Err.	0.533	0.993	1.202	1.786	2.477	1.194	2.108	2.265	1.652	1.549	0.626	3.585	1.920

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UNDER PROTECTIVE ORDER
GC 018620

Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume

Base: Total cigars purchased past 3 months (Q19D)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	50134 100.0% 100.0%	9654 100.0% 19.3%	2988 100.0% 6.0%	6314 100.0% 12.6%	5638 100.0% 11.2%	4375 100.0% 8.7%	3817 100.0% 7.6%	3152 100.0% 6.3%	4850 100.0% 9.7%	2952 100.0% 5.9%	4341 100.0% 8.7%	4940 100.0% 9.9%	2997 100.0% 6.0%
SuperNet - Both premium and mass brands	12879 25.7% 100.0%	4287 44.4% 33.3%	1772 59.3% 13.8%	1871 29.6% 14.5%	2318 41.1% 18.0%	1282 29.3% 10.0%	1333 34.9% 10.4%	1101 34.9% 8.5%	3066 63.2% 23.8%	1088 36.9% 8.4%	1079 24.9% 8.4%	2560 51.8% 19.9%	906 30.2% 7.0%
SuperNet - Premium brands only	12011 24.0% 100.0%	4225 43.8% 35.2%	1024 34.3% 8.5%	3680 58.3% 30.6%	2544 45.1% 21.2%	2714 62.0% 22.6%	2210 57.9% 18.4%	1662 52.7% 13.8%	56 1.2% 0.5%	0 0.0% 0.0%	100 2.3% 0.8%	1860 37.7% 15.5%	1916 63.9% 16.0%
SuperNet - Mass brands only	18809 37.5% 100.0%	46 0.5% 0.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	30 0.8% 0.2%	70 2.2% 0.4%	1355 27.9% 7.2%	1746 59.1% 9.3%	3065 70.6% 16.3%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	17743 35.4% 100.0%	6662 69.0% 37.5%	2223 74.4% 12.5%	4974 78.8% 28.0%	4069 72.2% 22.9%	3586 82.0% 20.2%	3223 84.4% 18.2%	2598 82.4% 14.6%	1270 26.2% 7.2%	476 16.1% 2.7%	229 5.3% 1.3%	3501 70.9% 19.7%	2538 84.7% 14.3%
SuperNet - Mass	25956 51.8% 100.0%	1896 19.6% 7.3%	573 19.2% 2.2%	577 9.1% 2.2%	793 14.1% 3.1%	410 9.4% 1.6%	350 9.2% 1.3%	235 7.5% 0.9%	3207 66.1% 12.4%	2358 79.9% 9.1%	4015 92.5% 15.5%	919 18.6% 3.5%	284 9.5% 1.1%
Net - Consolidated Cigar Co.	11408 22.8% 100.0%	1938 20.1% 17.0%	756 25.3% 6.6%	1134 18.0% 9.9%	1202 21.3% 10.5%	847 19.4% 7.4%	622 16.3% 5.5%	405 12.8% 3.6%	1093 22.5% 9.6%	443 15.0% 3.9%	939 21.6% 8.2%	769 15.6% 6.7%	528 17.6% 4.6%
Subnet - Premium	3684 7.3% 100.0%	1188 12.3% 32.2%	457 15.3% 12.4%	948 15.0% 25.7%	862 15.3% 23.4%	678 15.5% 18.4%	531 13.9% 14.4%	357 11.3% 9.7%	312 6.4% 8.5%	127 4.3% 3.4%	27 0.6% 0.7%	456 9.2% 12.4%	440 14.7% 11.9%
Don Diego	763 1.5% 100.0%	239 2.5% 31.3%	93 3.1% 12.2%	114 1.8% 14.9%	53 0.9% 6.9%	64 1.5% 8.4%	40 1.0% 5.2%	28 0.9% 3.7%	107 2.2% 14.0%	44 1.5% 5.8%	10 0.2% 1.3%	90 1.8% 11.8%	63 2.1% 8.3%
Montecristo	483 1.0% 100.0%	174 1.8% 36.0%	90 3.0% 18.6%	203 3.2% 42.0%	95 1.7% 19.7%	218 5.0% 45.1%	151 4.0% 31.3%	91 2.9% 18.8%	49 1.0% 10.1%	28 0.9% 5.8%	1 0.0% 0.2%	71 1.4% 14.7%	156 5.2% 32.3%
Royal Jamaica	505 1.0% 100.0%	112 1.2% 22.2%	81 2.7% 16.0%	141 2.2% 27.9%	84 1.5% 16.6%	53 1.2% 10.5%	68 1.8% 13.5%	73 2.3% 14.5%	31 0.6% 6.1%	5 0.2% 1.0%	3 0.1% 0.6%	30 0.6% 5.9%	12 0.4% 2.4%
Te-Amo	638 1.3% 100.0%	154 1.6% 24.1%	60 2.0% 9.4%	71 1.1% 11.1%	252 4.5% 39.5%	49 1.1% 7.7%	76 2.0% 11.9%	60 1.9% 9.4%	36 0.7% 5.6%	0 0.0% 0.0%	3 0.1% 0.5%	56 1.1% 8.8%	11 0.4% 1.7%
Upmann/H. Upmann	1295 2.6% 100.0%	509 5.3% 39.3%	133 4.5% 10.3%	419 6.6% 32.4%	378 6.7% 29.2%	294 6.7% 22.7%	196 5.1% 15.1%	105 3.3% 8.1%	89 1.8% 6.9%	50 1.7% 3.9%	10 0.2% 0.8%	209 4.2% 16.1%	198 6.6% 15.3%
Subnet - Mass	7724 15.4% 100.0%	750 7.8% 9.7%	299 10.0% 3.9%	186 2.9% 2.4%	340 6.0% 4.4%	169 3.9% 2.2%	91 2.4% 1.2%	48 1.5% 0.6%	781 16.1% 10.1%	316 10.7% 4.1%	912 21.0% 11.8%	313 6.3% 4.1%	88 2.9% 1.1%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume

Base: Total cigars purchased past 3 months (Q19D)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	50134 100.0% 100.0%	9654 100.0% 19.3%	2988 100.0% 6.0%	6314 100.0% 12.6%	5638 100.0% 11.2%	4375 100.0% 8.7%	3817 100.0% 7.6%	3152 100.0% 6.3%	4850 100.0% 9.7%	2952 100.0% 5.9%	4341 100.0% 8.7%	4940 100.0% 9.9%	2997 100.0% 6.0%
Antonio y Cleopatra	2576 5.1% 100.0%	422 4.4% 16.4%	240 8.0% 9.3%	30 0.5% 1.2%	155 2.7% 6.0%	69 1.6% 2.7%	40 1.0% 1.6%	17 0.5% 0.7%	458 9.4% 17.8%	43 1.5% 1.7%	112 2.6% 4.3%	255 5.2% 9.9%	49 1.6% 1.9%
Backwoods	1421 2.8% 100.0%	153 1.6% 10.8%	15 0.5% 1.1%	35 0.6% 2.5%	24 0.4% 1.7%	60 1.4% 4.2%	44 1.2% 3.1%	20 0.6% 1.4%	90 1.9% 6.3%	123 4.2% 8.7%	272 6.3% 19.1%	9 0.2% 0.6%	24 0.8% 1.7%
Dutch Masters	2370 4.7% 100.0%	123 1.3% 5.2%	2 0.1% 0.1%	109 1.7% 4.6%	104 1.8% 4.4%	10 0.2% 0.4%	1 0.0% 0.0%	5 0.2% 0.2%	199 4.1% 8.4%	79 2.7% 3.3%	288 6.6% 12.2%	7 0.1% 0.3%	0 0.0% 0.0%
El Producto	541 1.1% 100.0%	12 0.1% 2.2%	2 0.1% 0.4%	12 0.2% 2.2%	57 1.0% 10.5%	6 0.1% 1.1%	2 0.1% 0.4%	2 0.1% 0.4%	14 0.3% 2.6%	44 1.5% 8.1%	161 3.7% 29.8%	2 0.0% 0.4%	15 0.5% 2.8%
Muriel	816 1.6% 100.0%	40 0.4% 4.9%	40 1.3% 4.9%	0 0.0% 0.0%	0 0.0% 0.0%	24 0.5% 2.9%	4 0.1% 0.5%	4 0.1% 0.5%	20 0.4% 2.5%	27 0.9% 3.3%	79 1.8% 9.7%	40 0.8% 4.9%	0 0.0% 0.0%
Net - General Cigar Holdings	12068 24.1% 100.0%	4359 45.2% 36.1%	1311 43.9% 10.9%	2829 44.8% 23.4%	2391 42.4% 19.8%	2078 47.5% 17.2%	1460 38.2% 12.1%	1350 42.8% 11.2%	1962 40.5% 16.3%	1373 46.5% 11.4%	1682 38.7% 13.9%	2729 55.2% 22.6%	1432 47.8% 11.9%
SubNet-General Cigar Holdings - Premium	7467 14.9% 100.0%	3791 39.3% 50.8%	1197 40.1% 16.0%	2746 43.5% 36.8%	2216 39.3% 29.7%	1960 44.8% 26.2%	1380 36.2% 18.5%	1247 39.6% 16.7%	476 9.8% 6.4%	144 4.9% 1.9%	16 0.4% 0.2%	2481 50.2% 33.2%	1347 44.9% 18.0%
SubNet - General Cigar Co.	9589 19.1% 100.0%	3670 38.0% 38.3%	1061 35.5% 11.1%	2052 32.5% 21.4%	1136 20.1% 11.8%	1467 33.5% 15.3%	563 14.7% 5.9%	538 17.1% 5.6%	1896 39.1% 19.8%	1341 45.4% 14.0%	1675 38.6% 17.5%	2417 48.9% 25.2%	1036 34.6% 10.8%
Sub-Subnet - Premium	4988 9.9% 100.0%	3102 32.1% 62.2%	947 31.7% 19.0%	1969 31.2% 39.5%	961 17.0% 19.3%	1349 30.8% 27.0%	483 12.7% 9.7%	435 13.8% 8.7%	410 8.5% 8.2%	112 3.8% 2.2%	9 0.2% 0.2%	2169 43.9% 43.5%	951 31.7% 19.1%
Cohiba	940 1.9% 100.0%	250 2.6% 26.6%	96 3.2% 10.2%	202 3.2% 21.5%	263 4.7% 28.0%	711 16.3% 75.6%	120 3.1% 12.8%	122 3.9% 13.0%	41 0.8% 4.4%	30 1.0% 3.2%	4 0.1% 0.4%	61 1.2% 6.5%	658 22.0% 70.0%
Cifuentes	98 0.2% 100.0%	34 0.4% 34.7%	6 0.2% 6.1%	10 0.2% 10.2%	8 0.1% 8.2%	17 0.4% 17.3%	38 1.0% 38.8%	40 1.3% 40.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 0.1% 5.1%	35 1.2% 35.7%
Macanudo	2376 4.7% 100.0%	2125 22.0% 89.4%	465 15.6% 19.6%	647 10.2% 27.2%	354 6.3% 14.9%	331 7.6% 13.9%	144 3.8% 6.1%	151 4.8% 6.4%	267 5.5% 11.2%	60 2.0% 2.5%	2 0.0% 0.1%	1559 31.6% 65.6%	133 4.4% 5.6%
Macanudo Vintage	285 0.6% 100.0%	166 1.7% 58.2%	285 9.5% 100.0%	24 0.4% 8.4%	57 1.0% 20.0%	76 1.7% 26.7%	22 0.6% 7.7%	16 0.5% 5.6%	62 1.3% 21.8%	10 0.3% 3.5%	3 0.1% 1.1%	139 2.8% 48.8%	47 1.6% 16.5%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume

Base: Total cigars purchased past 3 months (Q19D)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	50134 100.0% 100.0%	9654 100.0% 19.3%	2988 100.0% 6.0%	6314 100.0% 12.6%	5638 100.0% 11.2%	4375 100.0% 8.7%	3817 100.0% 7.6%	3152 100.0% 6.3%	4850 100.0% 9.7%	2952 100.0% 5.9%	4341 100.0% 8.7%	4940 100.0% 9.9%	2997 100.0% 6.0%
Partagas	1218 2.4% 100.0%	510 5.3% 41.9%	76 2.5% 6.2%	1025 16.2% 84.2%	273 4.8% 22.4%	211 4.8% 17.3%	155 4.1% 12.7%	98 3.1% 8.0%	38 0.8% 3.1%	10 0.3% 0.8%	0 0.0% 0.0%	391 7.9% 32.1%	76 2.5% 6.2%
Partagas Limited Reserve	71 0.1% 100.0%	17 0.2% 23.9%	19 0.6% 26.8%	61 1.0% 85.9%	6 0.1% 8.5%	3 0.1% 4.2%	4 0.1% 5.6%	8 0.3% 11.3%	2 0.0% 2.8%	2 0.1% 2.8%	0 0.0% 0.0%	14 0.3% 19.7%	2 0.1% 2.8%
Sub-Subnet - Mass	4601 9.2% 100.0%	568 5.9% 12.3%	114 3.8% 2.5%	83 1.3% 1.8%	175 3.1% 3.8%	118 2.7% 2.6%	80 2.1% 1.7%	103 3.3% 2.2%	1486 30.6% 32.3%	1229 41.6% 26.7%	1666 38.4% 36.2%	248 5.0% 5.4%	85 2.8% 1.8%
Garcia y Vega/Whiffs	1659 3.3% 100.0%	463 4.8% 27.9%	49 1.6% 3.0%	33 0.5% 2.0%	112 2.0% 6.8%	42 1.0% 2.5%	10 0.3% 0.6%	51 1.6% 3.1%	1350 27.8% 81.4%	82 2.8% 4.9%	85 2.0% 5.1%	183 3.7% 11.0%	20 0.7% 1.2%
Tiparillo	1139 2.3% 100.0%	75 0.8% 6.6%	54 1.8% 4.7%	50 0.8% 4.4%	50 0.9% 4.4%	60 1.4% 5.3%	50 1.3% 4.4%	51 1.6% 4.5%	100 2.1% 8.8%	1070 36.2% 93.9%	79 1.8% 6.9%	65 1.3% 5.7%	65 2.2% 5.7%
White Owl	1611 3.2% 100.0%	30 0.3% 1.9%	9 0.3% 0.6%	0 0.0% 0.0%	13 0.2% 0.8%	8 0.2% 0.5%	20 0.5% 1.2%	0 0.0% 0.0%	25 0.5% 1.6%	61 2.1% 3.8%	1463 33.7% 90.8%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	192 0.4% 100.0%	0 0.0% 0.0%	2 0.1% 1.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 0.2% 4.2%	0 0.0% 0.0%	1 0.0% 0.5%	11 0.2% 5.7%	16 0.5% 8.3%	39 0.9% 20.3%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	2479 4.9% 100.0%	689 7.1% 27.8%	250 8.4% 10.1%	777 12.3% 31.3%	1255 22.3% 50.6%	611 14.0% 24.6%	897 23.5% 36.2%	812 25.8% 32.8%	66 1.4% 2.7%	32 1.1% 1.3%	7 0.2% 0.3%	312 6.3% 12.6%	396 13.2% 16.0%
Hoyo de Monterrey	781 1.6% 100.0%	269 2.8% 34.4%	45 1.5% 5.8%	355 5.6% 45.5%	214 3.8% 27.4%	219 5.0% 28.0%	516 13.5% 66.1%	190 6.0% 24.3%	10 0.2% 1.3%	10 0.3% 1.3%	0 0.0% 0.0%	143 2.9% 18.3%	80 2.7% 10.2%
Hoyo de Monterrey Excalibur	506 1.0% 100.0%	104 1.1% 20.6%	96 3.2% 19.0%	128 2.0% 25.3%	145 2.6% 28.7%	165 3.8% 32.6%	217 5.7% 42.9%	506 16.1% 100.0%	10 0.2% 2.0%	10 0.3% 2.0%	0 0.0% 0.0%	21 0.4% 4.2%	87 2.9% 17.2%
Punch	1005 2.0% 100.0%	246 2.5% 24.5%	82 2.7% 8.2%	291 4.6% 29.0%	868 15.4% 86.4%	218 5.0% 21.7%	146 3.8% 14.5%	106 3.4% 10.5%	40 0.8% 4.0%	10 0.3% 1.0%	3 0.1% 0.3%	111 2.2% 11.0%	177 5.9% 17.6%
Punch Grand Cru	187 0.4% 100.0%	70 0.7% 37.4%	27 0.9% 14.4%	3 0.0% 1.6%	28 0.5% 15.0%	9 0.2% 4.8%	18 0.5% 9.6%	10 0.3% 5.3%	6 0.1% 3.2%	2 0.1% 1.1%	4 0.1% 2.1%	37 0.7% 19.8%	52 1.7% 27.8%
Net - Swisher International	7682 15.3% 100.0%	420 4.4% 5.5%	101 3.4% 1.3%	305 4.8% 4.0%	253 4.5% 3.3%	103 2.4% 1.3%	173 4.5% 2.3%	46 1.5% 0.6%	561 11.6% 7.3%	384 13.0% 5.0%	593 13.7% 7.7%	179 3.6% 2.3%	81 2.7% 1.1%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume

Base: Total cigars purchased past 3 months (Q19D)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	50134 100.0% 100.0%	9654 100.0% 19.3%	2988 100.0% 6.0%	6314 100.0% 12.6%	5638 100.0% 11.2%	4375 100.0% 8.7%	3817 100.0% 7.6%	3152 100.0% 6.3%	4850 100.0% 9.7%	2952 100.0% 5.9%	4341 100.0% 8.7%	4940 100.0% 9.9%	2997 100.0% 6.0%
Bering	507 1.0% 100.0%	86 0.9% 17.0%	59 2.0% 11.6%	126 2.0% 24.9%	94 1.7% 18.5%	41 0.9% 8.1%	74 1.9% 14.6%	44 1.4% 8.7%	38 0.8% 7.5%	11 0.4% 2.2%	10 0.2% 2.0%	99 2.0% 19.5%	11 0.4% 2.2%
King Edward	1348 2.7% 100.0%	10 0.1% 0.7%	9 0.3% 0.7%	0 0.0% 0.0%	0 0.0% 0.0%	10 0.2% 0.7%	3 0.1% 0.2%	0 0.0% 0.0%	137 2.8% 10.2%	81 2.7% 6.0%	301 6.9% 22.3%	0 0.0% 0.0%	20 0.7% 1.5%
La Prima Dora	56 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	12 0.3% 21.4%	0 0.0% 0.0%	2 0.1% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	10 0.3% 17.9%
Swisher Sweets	5771 11.5% 100.0%	324 3.4% 5.6%	33 1.1% 0.6%	179 2.8% 3.1%	159 2.8% 2.8%	40 0.9% 0.7%	96 2.5% 1.7%	0 0.0% 0.0%	386 8.0% 6.7%	292 9.9% 5.1%	282 6.5% 4.9%	80 1.6% 1.4%	40 1.3% 0.7%
Net - JR Tobacco Brands	861 1.7% 100.0%	357 3.7% 41.5%	90 3.0% 10.5%	297 4.7% 34.5%	113 2.0% 13.1%	79 1.8% 9.2%	206 5.4% 23.9%	169 5.4% 19.6%	9 0.2% 1.0%	9 0.3% 1.0%	12 0.3% 1.4%	118 2.4% 13.7%	47 1.6% 5.5%
El Rey Del Mundo	234 0.5% 100.0%	61 0.6% 26.1%	48 1.6% 20.5%	101 1.6% 43.2%	90 1.6% 38.5%	47 1.1% 20.1%	58 1.5% 24.8%	97 3.1% 41.5%	9 0.2% 3.8%	6 0.2% 2.6%	3 0.1% 1.3%	58 1.2% 24.8%	27 0.9% 11.5%
J.R. Ultimates	627 1.3% 100.0%	296 3.1% 47.2%	42 1.4% 6.7%	196 3.1% 31.3%	23 0.4% 3.7%	32 0.7% 5.1%	148 3.9% 23.6%	72 2.3% 11.5%	0 0.0% 0.0%	3 0.1% 0.5%	9 0.2% 1.4%	60 1.2% 9.6%	20 0.7% 3.2%
Net - Tabacalera	5632 11.2% 100.0%	217 2.2% 3.9%	80 2.7% 1.4%	74 1.2% 1.3%	75 1.3% 1.3%	123 2.8% 2.2%	53 1.4% 0.9%	69 2.2% 1.2%	396 8.2% 7.0%	348 11.8% 6.2%	766 17.6% 13.6%	203 4.1% 3.6%	102 3.4% 1.8%
Subnet - Premium	232 0.5% 100.0%	64 0.7% 27.6%	26 0.9% 11.2%	71 1.1% 30.6%	55 1.0% 23.7%	103 2.4% 44.4%	47 1.2% 20.3%	31 1.0% 13.4%	17 0.4% 7.3%	2 0.1% 0.9%	4 0.1% 1.7%	24 0.5% 10.3%	72 2.4% 31.0%
Romeo y Julieta	232 0.5% 100.0%	64 0.7% 27.6%	26 0.9% 11.2%	71 1.1% 30.6%	55 1.0% 23.7%	103 2.4% 44.4%	47 1.2% 20.3%	31 1.0% 13.4%	17 0.4% 7.3%	2 0.1% 0.9%	4 0.1% 1.7%	24 0.5% 10.3%	72 2.4% 31.0%
Subnet - Mass	5400 10.8% 100.0%	153 1.6% 2.8%	54 1.8% 1.0%	3 0.0% 0.1%	20 0.4% 0.4%	20 0.5% 0.4%	6 0.2% 0.1%	38 1.2% 0.7%	379 7.8% 7.0%	346 11.7% 6.4%	762 17.6% 14.1%	179 3.6% 3.3%	30 1.0% 0.6%
Black & Gold/Black & Mild	1925 3.8% 100.0%	52 0.5% 2.7%	50 1.7% 2.6%	3 0.0% 0.2%	15 0.3% 0.8%	6 0.1% 0.3%	4 0.1% 0.2%	36 1.1% 1.9%	78 1.6% 4.1%	77 2.6% 4.0%	116 2.7% 6.0%	0 0.0% 0.0%	0 0.0% 0.0%
Hav-a-Tampa/Jewels	1892 3.8% 100.0%	44 0.5% 2.3%	4 0.1% 0.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.1% 0.1%	2 0.1% 0.1%	50 1.0% 2.6%	162 5.5% 8.6%	130 3.0% 6.9%	139 2.8% 7.3%	15 0.5% 0.8%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume

Base: Total cigars purchased past 3 months (Q19D)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	50134	9654	2988	6314	5638	4375	3817	3152	4850	2952	4341	4940	2997
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.3%	6.0%	12.6%	11.2%	8.7%	7.6%	6.3%	9.7%	5.9%	8.7%	9.9%	6.0%
Phillies	1583	57	0	0	5	14	0	0	251	107	516	40	15
	3.2%	0.6%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%	5.2%	3.6%	11.9%	0.8%	0.5%
	100.0%	3.6%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	15.9%	6.8%	32.6%	2.5%	0.9%
Net - Other	12483	2363	650	1675	1604	1145	1303	1113	829	395	349	942	807
	24.9%	24.5%	21.8%	26.5%	28.4%	26.2%	34.1%	35.3%	17.1%	13.4%	8.0%	19.1%	26.9%
	100.0%	18.9%	5.2%	13.4%	12.8%	9.2%	10.4%	8.9%	6.6%	3.2%	2.8%	7.5%	6.5%
Subnet - Premium	5499	1262	453	912	823	766	1059	794	456	194	170	422	632
	11.0%	13.1%	15.2%	14.4%	14.6%	17.5%	27.7%	25.2%	9.4%	6.6%	3.9%	8.5%	21.1%
	100.0%	22.9%	8.2%	16.6%	15.0%	13.9%	19.3%	14.4%	8.3%	3.5%	3.1%	7.7%	11.5%
Ashton	321	123	55	67	76	70	74	71	25	35	16	42	75
	0.6%	1.3%	1.8%	1.1%	1.3%	1.6%	1.9%	2.3%	0.5%	1.2%	0.4%	0.9%	2.5%
	100.0%	38.3%	17.1%	20.9%	23.7%	21.8%	23.1%	22.1%	7.8%	10.9%	5.0%	13.1%	23.4%
Bahia	155	65	10	12	0	10	10	10	0	0	50	5	12
	0.3%	0.7%	0.3%	0.2%	0.0%	0.2%	0.3%	0.3%	0.0%	0.0%	1.2%	0.1%	0.4%
	100.0%	41.9%	6.5%	7.7%	0.0%	6.5%	6.5%	6.5%	0.0%	0.0%	32.3%	3.2%	7.7%
Davidoff	358	94	17	68	49	102	65	70	2	2	0	17	107
	0.7%	1.0%	0.6%	1.1%	0.9%	2.3%	1.7%	2.2%	0.0%	0.1%	0.0%	0.3%	3.6%
	100.0%	26.3%	4.7%	19.0%	13.7%	28.5%	18.2%	19.6%	0.6%	0.6%	0.0%	4.7%	29.9%
Don Tomas	537	80	38	42	131	49	57	52	50	33	0	9	39
	1.1%	0.8%	1.3%	0.7%	2.3%	1.1%	1.5%	1.6%	1.0%	1.1%	0.0%	0.2%	1.3%
	100.0%	14.9%	7.1%	7.8%	24.4%	9.1%	10.6%	9.7%	9.3%	6.1%	0.0%	1.7%	7.3%
Dunhill	569	124	54	106	59	66	91	72	79	35	32	55	79
	1.1%	1.3%	1.8%	1.7%	1.0%	1.5%	2.4%	2.3%	1.6%	1.2%	0.7%	1.1%	2.6%
	100.0%	21.8%	9.5%	18.6%	10.4%	11.6%	16.0%	12.7%	13.9%	6.2%	5.6%	9.7%	13.9%
Fuente/Arturo Fuente	1641	360	160	542	323	374	488	279	27	10	1	115	235
	3.3%	3.7%	5.4%	8.6%	5.7%	8.5%	12.8%	8.9%	0.6%	0.3%	0.0%	2.3%	7.8%
	100.0%	21.9%	9.8%	33.0%	19.7%	22.8%	29.7%	17.0%	1.6%	0.6%	0.1%	7.0%	14.3%
Thompson	1918	416	119	75	185	95	274	240	273	79	71	179	85
	3.8%	4.3%	4.0%	1.2%	3.3%	2.2%	7.2%	7.6%	5.6%	2.7%	1.6%	3.6%	2.8%
	100.0%	21.7%	6.2%	3.9%	9.6%	5.0%	14.3%	12.5%	14.2%	4.1%	3.7%	9.3%	4.4%
Subnet - Mass	549	5	5	0	5	0	0	0	0	83	82	0	0
	1.1%	0.1%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	2.8%	1.9%	0.0%	0.0%
	100.0%	0.9%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	15.1%	14.9%	0.0%	0.0%
Middleton	549	5	5	0	5	0	0	0	0	83	82	0	0
	1.1%	0.1%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	2.8%	1.9%	0.0%	0.0%
	100.0%	0.9%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	15.1%	14.9%	0.0%	0.0%
Other	6435	1096	192	763	776	379	244	319	373	118	97	520	175
	12.8%	11.4%	6.4%	12.1%	13.8%	8.7%	6.4%	10.1%	7.7%	4.0%	2.2%	10.5%	5.8%
	100.0%	17.0%	3.0%	11.9%	12.1%	5.9%	3.8%	5.0%	5.8%	1.8%	1.5%	8.1%	2.7%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Premium

Base: Total cigars purchased past 3 months (Q19D) - Premium

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	17743 100.0% 100.0%	6662 100.0% 37.5%	2223 100.0% 12.5%	4974 100.0% 28.0%	4069 100.0% 22.9%	3586 100.0% 20.2%	3223 100.0% 18.2%	2598 100.0% 14.6%	1270 100.0% 7.2%	476 100.0% 2.7%	229 100.0% 1.3%	3501 100.0% 19.7%	2538 100.0% 14.3%
Net - Consolidated Cigar Co.	3684 20.8% 100.0%	1188 17.8% 32.2%	457 20.6% 12.4%	948 19.1% 25.7%	862 21.2% 23.4%	678 18.9% 18.4%	531 16.5% 14.4%	357 13.7% 9.7%	312 24.6% 8.5%	127 26.7% 3.4%	27 11.8% 0.7%	456 13.0% 12.4%	440 17.3% 11.9%
Don Diego	763 4.3% 100.0%	239 3.6% 31.3%	93 4.2% 12.2%	114 2.3% 14.9%	53 1.3% 6.9%	64 1.8% 8.4%	40 1.2% 5.2%	28 1.1% 3.7%	107 8.4% 14.0%	44 9.2% 5.8%	10 4.4% 1.3%	90 2.6% 11.8%	63 2.5% 8.3%
Montecristo	483 2.7% 100.0%	174 2.6% 36.0%	90 4.0% 18.6%	203 4.1% 42.0%	95 2.3% 19.7%	218 6.1% 45.1%	151 4.7% 31.3%	91 3.5% 18.8%	49 3.9% 10.1%	28 5.9% 5.8%	1 0.4% 0.2%	71 2.0% 14.7%	156 6.1% 32.3%
Royal Jamaica	505 2.8% 100.0%	112 1.7% 22.2%	81 3.6% 16.0%	141 2.8% 27.9%	84 2.1% 16.6%	53 1.5% 10.5%	68 2.1% 13.5%	73 2.8% 14.5%	31 2.4% 6.1%	5 1.1% 1.0%	3 1.3% 0.6%	30 0.9% 5.9%	12 0.5% 2.4%
Te-Amo	638 3.6% 100.0%	154 2.3% 24.1%	60 2.7% 9.4%	71 1.4% 11.1%	252 6.2% 39.5%	49 1.4% 7.7%	76 2.4% 11.9%	60 2.3% 9.4%	36 2.8% 5.6%	0 0.0% 0.0%	3 1.3% 0.5%	56 1.6% 8.8%	11 0.4% 1.7%
Upmann/H. Upmann	1295 7.3% 100.0%	509 7.6% 39.3%	133 6.0% 10.3%	419 8.4% 32.4%	378 9.3% 29.2%	294 8.2% 22.7%	196 6.1% 15.1%	105 4.0% 8.1%	89 7.0% 6.9%	50 10.5% 3.9%	10 4.4% 0.8%	209 6.0% 16.1%	198 7.8% 15.3%
Net - General Cigar Holdings	7467 42.1% 100.0%	3791 56.9% 50.8%	1197 53.8% 16.0%	2746 55.2% 36.8%	2216 54.5% 29.7%	1960 54.7% 26.2%	1380 42.8% 18.5%	1247 48.0% 16.7%	476 37.5% 6.4%	144 30.3% 1.9%	16 7.0% 0.2%	2481 70.9% 33.2%	1347 53.1% 18.0%
SubNet-General Cigar Holdings - Premium	7467 42.1% 100.0%	3791 56.9% 50.8%	1197 53.8% 16.0%	2746 55.2% 36.8%	2216 54.5% 29.7%	1960 54.7% 26.2%	1380 42.8% 18.5%	1247 48.0% 16.7%	476 37.5% 6.4%	144 30.3% 1.9%	16 7.0% 0.2%	2481 70.9% 33.2%	1347 53.1% 18.0%
SubNet - General Cigar Co.	4988 28.1% 100.0%	3102 46.6% 62.2%	947 42.6% 19.0%	1969 39.6% 39.5%	961 23.6% 19.3%	1349 37.6% 27.0%	483 15.0% 9.7%	435 16.7% 8.7%	410 32.3% 8.2%	112 23.5% 2.2%	9 3.9% 0.2%	2169 62.0% 43.5%	951 37.5% 19.1%
Sub-Subnet - Premium	4988 28.1% 100.0%	3102 46.6% 62.2%	947 42.6% 19.0%	1969 39.6% 39.5%	961 23.6% 19.3%	1349 37.6% 27.0%	483 15.0% 9.7%	435 16.7% 8.7%	410 32.3% 8.2%	112 23.5% 2.2%	9 3.9% 0.2%	2169 62.0% 43.5%	951 37.5% 19.1%
Cohiba	940 5.3% 100.0%	250 3.8% 26.6%	96 4.3% 10.2%	202 4.1% 21.5%	263 6.5% 28.0%	711 19.8% 75.6%	120 3.7% 12.8%	122 4.7% 13.0%	41 3.2% 4.4%	30 6.3% 3.2%	4 1.7% 0.4%	61 1.7% 6.5%	658 25.9% 70.0%
Cifuentes	98 0.6% 100.0%	34 0.5% 34.7%	6 0.3% 6.1%	10 0.2% 10.2%	8 0.2% 8.2%	17 0.5% 17.3%	38 1.2% 38.8%	40 1.5% 40.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 0.1% 5.1%	35 1.4% 35.7%
Macanudo	2376 13.4% 100.0%	2125 31.9% 89.4%	465 20.9% 19.6%	647 13.0% 27.2%	354 8.7% 14.9%	331 9.2% 13.9%	144 4.5% 6.1%	151 5.8% 6.4%	267 21.0% 11.2%	60 12.6% 2.5%	2 0.9% 0.1%	1559 44.5% 65.6%	133 5.2% 5.6%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Premium

Base: Total cigars purchased past 3 months (Q19D) - Premium

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	17743 100.0% 100.0%	6662 100.0% 37.5%	2223 100.0% 12.5%	4974 100.0% 28.0%	4069 100.0% 22.9%	3586 100.0% 20.2%	3223 100.0% 18.2%	2598 100.0% 14.6%	1270 100.0% 7.2%	476 100.0% 2.7%	229 100.0% 1.3%	3501 100.0% 19.7%	2538 100.0% 14.3%
Macanudo Vintage	285 1.6% 100.0%	166 2.5% 58.2%	285 12.8% 100.0%	24 0.5% 8.4%	57 1.4% 20.0%	76 2.1% 26.7%	22 0.7% 7.7%	16 0.6% 5.6%	62 4.9% 21.8%	10 2.1% 3.5%	3 1.3% 1.1%	139 4.0% 48.8%	47 1.9% 16.5%
Partagas	1218 6.9% 100.0%	510 7.7% 41.9%	76 3.4% 6.2%	1025 20.6% 84.2%	273 6.7% 22.4%	211 5.9% 17.3%	155 4.8% 12.7%	98 3.8% 8.0%	38 3.0% 3.1%	10 2.1% 0.8%	0 0.0% 0.0%	391 11.2% 32.1%	76 3.0% 6.2%
Partagas Limited Reserve	71 0.4% 100.0%	17 0.3% 23.9%	19 0.9% 26.8%	61 1.2% 85.9%	6 0.1% 8.5%	3 0.1% 4.2%	4 0.1% 5.6%	8 0.3% 11.3%	2 0.2% 2.8%	2 0.4% 2.8%	0 0.0% 0.0%	14 0.4% 19.7%	2 0.1% 2.8%
SubNet - Villazon	2479 14.0% 100.0%	689 10.3% 27.8%	250 11.2% 10.1%	777 15.6% 31.3%	1255 30.8% 50.6%	611 17.0% 24.6%	897 27.8% 36.2%	812 31.3% 32.8%	66 5.2% 2.7%	32 6.7% 1.3%	7 3.1% 0.3%	312 8.9% 12.6%	396 15.6% 16.0%
Hoyo de Monterrey	781 4.4% 100.0%	269 4.0% 34.4%	45 2.0% 5.8%	355 7.1% 45.5%	214 5.3% 27.4%	219 6.1% 28.0%	516 16.0% 66.1%	190 7.3% 24.3%	10 0.8% 1.3%	10 2.1% 1.3%	0 0.0% 0.0%	143 4.1% 18.3%	80 3.2% 10.2%
Hoyo de Monterrey Excalibur	506 2.9% 100.0%	104 1.6% 20.6%	96 4.3% 19.0%	128 2.6% 25.3%	145 3.6% 28.7%	165 4.6% 32.6%	217 6.7% 42.9%	506 19.5% 100.0%	10 0.8% 2.0%	10 2.1% 2.0%	0 0.0% 0.0%	21 0.6% 4.2%	87 3.4% 17.2%
Punch	1005 5.7% 100.0%	246 3.7% 24.5%	82 3.7% 8.2%	291 5.9% 29.0%	868 21.3% 86.4%	218 6.1% 21.7%	146 4.5% 14.5%	106 4.1% 10.5%	40 3.1% 4.0%	10 2.1% 1.0%	3 1.3% 0.3%	111 3.2% 11.0%	177 7.0% 17.6%
Punch Grand Cru	187 1.1% 100.0%	70 1.1% 37.4%	27 1.2% 14.4%	3 0.1% 1.6%	28 0.7% 15.0%	9 0.3% 4.8%	18 0.6% 9.6%	10 0.4% 5.3%	6 0.5% 3.2%	2 0.4% 1.1%	4 1.7% 2.1%	37 1.1% 19.8%	52 2.0% 27.8%
Net - JR Tobacco Brands	861 4.9% 100.0%	357 5.4% 41.5%	90 4.0% 10.5%	297 6.0% 34.5%	113 2.8% 13.1%	79 2.2% 9.2%	206 6.4% 23.9%	169 6.5% 19.6%	9 0.7% 1.0%	9 1.9% 1.0%	12 5.2% 1.4%	118 3.4% 13.7%	47 1.9% 5.5%
El Rey Del Mundo	234 1.3% 100.0%	61 0.9% 26.1%	48 2.2% 20.5%	101 2.0% 43.2%	90 2.2% 38.5%	47 1.3% 20.1%	58 1.8% 24.8%	97 3.7% 41.5%	9 0.7% 3.8%	6 1.3% 2.6%	3 1.3% 1.3%	58 1.7% 24.8%	27 1.1% 11.5%
J.R. Ultimates	627 3.5% 100.0%	296 4.4% 47.2%	42 1.9% 6.7%	196 3.9% 31.3%	23 0.6% 3.7%	32 0.9% 5.1%	148 4.6% 23.6%	72 2.8% 11.5%	0 0.0% 0.0%	3 0.6% 0.5%	9 3.9% 1.4%	60 1.7% 9.6%	20 0.8% 3.2%
Net - Tabacalera	232 1.3% 100.0%	64 1.0% 27.6%	26 1.2% 11.2%	71 1.4% 30.6%	55 1.4% 23.7%	103 2.9% 44.4%	47 1.5% 20.3%	31 1.2% 13.4%	17 1.3% 7.3%	2 0.4% 0.9%	4 1.7% 1.7%	24 0.7% 10.3%	72 2.8% 31.0%
Romeo y Julieta	232 1.3% 100.0%	64 1.0% 27.6%	26 1.2% 11.2%	71 1.4% 30.6%	55 1.4% 23.7%	103 2.9% 44.4%	47 1.5% 20.3%	31 1.2% 13.4%	17 1.3% 7.3%	2 0.4% 0.9%	4 1.7% 1.7%	24 0.7% 10.3%	72 2.8% 31.0%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Premium

Base: Total cigars purchased past 3 months (Q19D) - Premium

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	17743 100.0% 100.0%	6662 100.0% 37.5%	2223 100.0% 12.5%	4974 100.0% 28.0%	4069 100.0% 22.9%	3586 100.0% 20.2%	3223 100.0% 18.2%	2598 100.0% 14.6%	1270 100.0% 7.2%	476 100.0% 2.7%	229 100.0% 1.3%	3501 100.0% 19.7%	2538 100.0% 14.3%
Net - Other	5499 31.0% 100.0%	1262 18.9% 22.9%	453 20.4% 8.2%	912 18.3% 16.6%	823 20.2% 15.0%	766 21.4% 13.9%	1059 32.9% 19.3%	794 30.6% 14.4%	456 35.9% 8.3%	194 40.8% 3.5%	170 74.2% 3.1%	422 12.1% 7.7%	632 24.9% 11.5%
Ashton	321 1.8% 100.0%	123 1.8% 38.3%	55 2.5% 17.1%	67 1.3% 20.9%	76 1.9% 23.7%	70 2.0% 21.8%	74 2.3% 23.1%	71 2.7% 22.1%	25 2.0% 7.8%	35 7.4% 10.9%	16 7.0% 5.0%	42 1.2% 13.1%	75 3.0% 23.4%
Bahia	155 0.9% 100.0%	65 1.0% 41.9%	10 0.4% 6.5%	12 0.2% 7.7%	0 0.0% 0.0%	10 0.3% 6.5%	10 0.3% 6.5%	10 0.4% 6.5%	0 0.0% 0.0%	0 0.0% 0.0%	50 21.8% 32.3%	5 0.1% 3.2%	12 0.5% 7.7%
Davidoff	358 2.0% 100.0%	94 1.4% 26.3%	17 0.8% 4.7%	68 1.4% 19.0%	49 1.2% 13.7%	102 2.8% 28.5%	65 2.0% 18.2%	70 2.7% 19.6%	2 0.2% 0.6%	2 0.4% 0.6%	0 0.0% 0.0%	17 0.5% 4.7%	107 4.2% 29.9%
Don Tomas	537 3.0% 100.0%	80 1.2% 14.9%	38 1.7% 7.1%	42 0.8% 7.8%	131 3.2% 24.4%	49 1.4% 9.1%	57 1.8% 10.6%	52 2.0% 9.7%	50 3.9% 9.3%	33 6.9% 6.1%	0 0.0% 0.0%	9 0.3% 1.7%	39 1.5% 7.3%
Dunhill	569 3.2% 100.0%	124 1.9% 21.8%	54 2.4% 9.5%	106 2.1% 18.6%	59 1.4% 10.4%	66 1.8% 11.6%	91 2.8% 16.0%	72 2.8% 12.7%	79 6.2% 13.9%	35 7.4% 6.2%	32 14.0% 5.6%	55 1.6% 9.7%	79 3.1% 13.9%
Fuente/Arturo Fuente	1641 9.2% 100.0%	360 5.4% 21.9%	160 7.2% 9.8%	542 10.9% 33.0%	323 7.9% 19.7%	374 10.4% 22.8%	488 15.1% 29.7%	279 10.7% 17.0%	27 2.1% 1.6%	10 2.1% 0.6%	1 0.4% 0.1%	115 3.3% 7.0%	235 9.3% 14.3%
Thompson	1918 10.8% 100.0%	416 6.2% 21.7%	119 5.4% 6.2%	75 1.5% 3.9%	185 4.5% 9.6%	95 2.6% 5.0%	274 8.5% 14.3%	240 9.2% 12.5%	273 21.5% 14.2%	79 16.6% 4.1%	71 31.0% 3.7%	179 5.1% 9.3%	85 3.3% 4.4%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Mass

Base: Total cigars purchased past 3 months (Q19D) - Mass

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	25956 100.0% 100.0%	1896 100.0% 7.3%	573 100.0% 2.2%	577 100.0% 2.2%	793 100.0% 3.1%	410 100.0% 1.6%	350 100.0% 1.3%	235 100.0% 0.9%	3207 100.0% 12.4%	2358 100.0% 9.1%	4015 100.0% 15.5%	919 100.0% 3.5%	284 100.0% 1.1%
Net - Consolidated Cigar Co.	7724 29.8% 100.0%	750 39.6% 9.7%	299 52.2% 3.9%	186 32.2% 2.4%	340 42.9% 4.4%	169 41.2% 2.2%	91 26.0% 1.2%	48 20.4% 0.6%	781 24.4% 10.1%	316 13.4% 4.1%	912 22.7% 11.8%	313 34.1% 4.1%	88 31.0% 1.1%
Antonio y Cleopatra	2576 9.9% 100.0%	422 22.3% 16.4%	240 41.9% 9.3%	30 5.2% 1.2%	155 19.5% 6.0%	69 16.8% 2.7%	40 11.4% 1.6%	17 7.2% 0.7%	458 14.3% 17.8%	43 1.8% 1.7%	112 2.8% 4.3%	255 27.7% 9.9%	49 17.3% 1.9%
Backwoods	1421 5.5% 100.0%	153 8.1% 10.8%	15 2.6% 1.1%	35 6.1% 2.5%	24 3.0% 1.7%	60 14.6% 4.2%	44 12.6% 3.1%	20 8.5% 1.4%	90 2.8% 6.3%	123 5.2% 8.7%	272 6.8% 19.1%	9 1.0% 0.6%	24 8.5% 1.7%
Dutch Masters	2370 9.1% 100.0%	123 6.5% 5.2%	2 0.3% 0.1%	109 18.9% 4.6%	104 13.1% 4.4%	10 2.4% 0.4%	1 0.3% 0.0%	5 2.1% 0.2%	199 6.2% 8.4%	79 3.4% 3.3%	288 7.2% 12.2%	7 0.8% 0.3%	0 0.0% 0.0%
El Producto	541 2.1% 100.0%	12 0.6% 2.2%	2 0.3% 0.4%	12 2.1% 2.2%	57 7.2% 10.5%	6 1.5% 1.1%	2 0.6% 0.4%	2 0.9% 0.4%	14 0.4% 2.6%	44 1.9% 8.1%	161 4.0% 29.8%	2 0.2% 0.4%	15 5.3% 2.8%
Muriel	816 3.1% 100.0%	40 2.1% 4.9%	40 7.0% 4.9%	0 0.0% 0.0%	0 0.0% 0.0%	24 5.9% 2.9%	4 1.1% 0.5%	4 1.7% 0.5%	20 0.6% 2.5%	27 1.1% 3.3%	79 2.0% 9.7%	40 4.4% 4.9%	0 0.0% 0.0%
Net - General Cigar Holdings	4601 17.7% 100.0%	568 30.0% 12.3%	114 19.9% 2.5%	83 14.4% 1.8%	175 22.1% 3.8%	118 28.8% 2.6%	80 22.9% 1.7%	103 43.8% 2.2%	1486 46.3% 32.3%	1229 52.1% 26.7%	1666 41.5% 36.2%	248 27.0% 5.4%	85 29.9% 1.8%
SubNet - General Cigar Co.	4601 17.7% 100.0%	568 30.0% 12.3%	114 19.9% 2.5%	83 14.4% 1.8%	175 22.1% 3.8%	118 28.8% 2.6%	80 22.9% 1.7%	103 43.8% 2.2%	1486 46.3% 32.3%	1229 52.1% 26.7%	1666 41.5% 36.2%	248 27.0% 5.4%	85 29.9% 1.8%
Garcia y Vega/Whiffs	1659 6.4% 100.0%	463 24.4% 27.9%	49 8.6% 3.0%	33 5.7% 2.0%	112 14.1% 6.8%	42 10.2% 2.5%	10 2.9% 0.6%	51 21.7% 3.1%	1350 42.1% 81.4%	82 3.5% 4.9%	85 2.1% 5.1%	183 19.9% 11.0%	20 7.0% 1.2%
Tiparillo	1139 4.4% 100.0%	75 4.0% 6.6%	54 9.4% 4.7%	50 8.7% 4.4%	50 6.3% 4.4%	60 14.6% 5.3%	50 14.3% 4.4%	51 21.7% 4.5%	100 3.1% 8.8%	1070 45.4% 93.9%	79 2.0% 6.9%	65 7.1% 5.7%	65 22.9% 5.7%
White Owl	1611 6.2% 100.0%	30 1.6% 1.9%	9 1.6% 0.6%	0 0.0% 0.0%	13 1.6% 0.8%	8 2.0% 0.5%	20 5.7% 1.2%	0 0.0% 0.0%	25 0.8% 1.6%	61 2.6% 3.8%	1463 36.4% 90.8%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	192 0.7% 100.0%	0 0.0% 0.0%	2 0.3% 1.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 2.0% 4.2%	0 0.0% 0.0%	1 0.4% 0.5%	11 0.3% 5.7%	16 0.7% 8.3%	39 1.0% 20.3%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Swisher International	7682 29.6% 100.0%	420 22.2% 5.5%	101 17.6% 1.3%	305 52.9% 4.0%	253 31.9% 3.3%	103 25.1% 1.3%	173 49.4% 2.3%	46 19.6% 0.6%	561 17.5% 7.3%	384 16.3% 5.0%	593 14.8% 7.7%	179 19.5% 2.3%	81 28.5% 1.1%

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Cigar Segmentation

Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Mass

Base: Total cigars purchased past 3 months (Q19D) - Mass

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	25956	1896	573	577	793	410	350	235	3207	2358	4015	919	284
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	7.3%	2.2%	2.2%	3.1%	1.6%	1.3%	0.9%	12.4%	9.1%	15.5%	3.5%	1.1%
Bering	507	86	59	126	94	41	74	44	38	11	10	99	11
	2.0%	4.5%	10.3%	21.8%	11.9%	10.0%	21.1%	18.7%	1.2%	0.5%	0.2%	10.8%	3.9%
	100.0%	17.0%	11.6%	24.9%	18.5%	8.1%	14.6%	8.7%	7.5%	2.2%	2.0%	19.5%	2.2%
King Edward	1348	10	9	0	0	10	3	0	137	81	301	0	20
	5.2%	0.5%	1.6%	0.0%	0.0%	2.4%	0.9%	0.0%	4.3%	3.4%	7.5%	0.0%	7.0%
	100.0%	0.7%	0.7%	0.0%	0.0%	0.7%	0.2%	0.0%	10.2%	6.0%	22.3%	0.0%	1.5%
La Prima Dora	56	0	0	0	0	12	0	2	0	0	0	0	10
	0.2%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	3.5%
	100.0%	0.0%	0.0%	0.0%	0.0%	21.4%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	17.9%
Swisher Sweets	5771	324	33	179	159	40	96	0	386	292	282	80	40
	22.2%	17.1%	5.8%	31.0%	20.1%	9.8%	27.4%	0.0%	12.0%	12.4%	7.0%	8.7%	14.1%
	100.0%	5.6%	0.6%	3.1%	2.8%	0.7%	1.7%	0.0%	6.7%	5.1%	4.9%	1.4%	0.7%
Net - Tabacalera	5400	153	54	3	20	20	6	38	379	346	762	179	30
	20.8%	8.1%	9.4%	0.5%	2.5%	4.9%	1.7%	16.2%	11.8%	14.7%	19.0%	19.5%	10.6%
	100.0%	2.8%	1.0%	0.1%	0.4%	0.4%	0.1%	0.7%	7.0%	6.4%	14.1%	3.3%	0.6%
Black & Gold/Black & Mild	1925	52	50	3	15	6	4	36	78	77	116	0	0
	7.4%	2.7%	8.7%	0.5%	1.9%	1.5%	1.1%	15.3%	2.4%	3.3%	2.9%	0.0%	0.0%
	100.0%	2.7%	2.6%	0.2%	0.8%	0.3%	0.2%	1.9%	4.1%	4.0%	6.0%	0.0%	0.0%
Hav-a-Tampa/Jewels	1892	44	4	0	0	0	2	2	50	162	130	139	15
	7.3%	2.3%	0.7%	0.0%	0.0%	0.0%	0.6%	0.9%	1.6%	6.9%	3.2%	15.1%	5.3%
	100.0%	2.3%	0.2%	0.0%	0.0%	0.0%	0.1%	0.1%	2.6%	8.6%	6.9%	7.3%	0.8%
Phillies	1583	57	0	0	5	14	0	0	251	107	516	40	15
	6.1%	3.0%	0.0%	0.0%	0.6%	3.4%	0.0%	0.0%	7.8%	4.5%	12.9%	4.4%	5.3%
	100.0%	3.6%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	15.9%	6.8%	32.6%	2.5%	0.9%
Net - Other	549	5	5	0	5	0	0	0	0	83	82	0	0
	2.1%	0.3%	0.9%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	3.5%	2.0%	0.0%	0.0%
	100.0%	0.9%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	15.1%	14.9%	0.0%	0.0%
Middleton	549	5	5	0	5	0	0	0	0	83	82	0	0
	2.1%	0.3%	0.9%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	3.5%	2.0%	0.0%	0.0%
	100.0%	0.9%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	15.1%	14.9%	0.0%	0.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
SuperNet - Premium	548 36.6% 100.0%	205 75.1% 37.4%	37 69.8% 6.8%	101 80.2% 18.4%	71 75.5% 13.0%	79 79.0% 14.4%	46 76.7% 8.4%	40 67.8% 7.3%	32 34.0% 5.8%	5 9.1% 0.9%	5 6.0% 0.9%	38 77.6% 6.9%	28 82.4% 5.1%
SuperNet - Mass	486 32.5% 100.0%	16 5.9% 3.3%	5 9.4% 1.0%	3 2.4% 0.6%	2 2.1% 0.4%	2 2.0% 0.4%	0 0.0% 0.0%	2 3.4% 0.4%	40 42.6% 8.2%	40 72.7% 8.2%	55 66.3% 11.3%	4 8.2% 0.8%	1 2.9% 0.2%
Net - Consolidated Cigar Co.	253 16.9% 100.0%	34 12.5% 13.4%	9 17.0% 3.6%	22 17.5% 8.7%	12 12.8% 4.7%	9 9.0% 3.6%	8 13.3% 3.2%	7 11.9% 2.8%	19 20.2% 7.5%	6 10.9% 2.4%	14 16.9% 5.5%	3 6.1% 1.2%	1 2.9% 0.4%
Subnet - Premium	110 7.3% 100.0%	27 9.9% 24.5%	6 11.3% 5.5%	21 16.7% 19.1%	12 12.8% 10.9%	7 7.0% 6.4%	8 13.3% 7.3%	7 11.9% 6.4%	6 6.4% 5.5%	2 3.6% 1.8%	2 2.4% 1.8%	1 2.0% 0.9%	1 2.9% 0.9%
Don Diego	22 1.5% 100.0%	5 1.8% 22.7%	0 0.0% 0.0%	3 2.4% 13.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Montecristo	27 1.8% 100.0%	6 2.2% 22.2%	2 3.8% 7.4%	6 4.8% 22.2%	2 2.1% 7.4%	4 4.0% 14.8%	4 6.7% 14.8%	3 5.1% 11.1%	2 2.1% 7.4%	2 3.6% 7.4%	1 1.2% 3.7%	1 2.0% 3.7%	1 2.9% 3.7%
Royal Jamaica	13 0.9% 100.0%	4 1.5% 30.8%	2 3.8% 15.4%	2 1.6% 15.4%	3 3.2% 23.1%	1 1.0% 7.7%	1 1.7% 7.7%	2 3.4% 15.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Te-Amo	13 0.9% 100.0%	2 0.7% 15.4%	0 0.0% 0.0%	1 0.8% 7.7%	1 1.1% 7.7%	0 0.0% 0.0%	1 1.7% 7.7%	1 1.7% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Upmann/H. Upmann	35 2.3% 100.0%	10 3.7% 28.6%	2 3.8% 5.7%	9 7.1% 25.7%	6 6.4% 17.1%	2 2.0% 5.7%	2 3.3% 5.7%	1 1.7% 2.9%	4 4.3% 11.4%	0 0.0% 0.0%	1 1.2% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%
Subnet - Mass	143 9.6% 100.0%	7 2.6% 4.9%	3 5.7% 2.1%	1 0.8% 0.7%	0 0.0% 0.0%	2 2.0% 1.4%	0 0.0% 0.0%	0 0.0% 0.0%	13 13.8% 9.1%	4 7.3% 2.8%	12 14.5% 8.4%	2 4.1% 1.4%	0 0.0% 0.0%
Antonio y Cleopatra	35 2.3% 100.0%	4 1.5% 11.4%	3 5.7% 8.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 9.6% 25.7%	1 1.8% 2.9%	2 2.4% 5.7%	2 4.1% 5.7%	0 0.0% 0.0%
Backwoods	36 2.4% 100.0%	3 1.1% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 2.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 2.8%	1 1.8% 2.8%	2 2.4% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%
Dutch Masters	41 2.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 2.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 4.9%	1 1.8% 2.4%	3 3.6% 7.3%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
El Producto	16 1.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.8% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
Muriel	15 1.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 6.7%	1 1.8% 6.7%	1 1.2% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%
Net - General Cigar Holdings	346 23.1% 100.0%	152 55.7% 43.9%	21 39.6% 6.1%	59 46.8% 17.1%	43 45.7% 12.4%	63 63.0% 18.2%	20 33.3% 5.8%	22 37.3% 6.4%	47 50.0% 13.6%	23 41.8% 6.6%	30 36.1% 8.7%	33 67.3% 9.5%	20 58.8% 5.8%
Subnet-General Cigar Holdings - Premium	266 17.8% 100.0%	148 54.2% 55.6%	21 39.6% 7.9%	58 46.0% 21.8%	42 44.7% 15.8%	63 63.0% 23.7%	20 33.3% 7.5%	21 35.6% 7.9%	21 22.3% 7.9%	1 1.8% 0.4%	1 1.2% 0.4%	33 67.3% 12.4%	20 58.8% 7.5%
SubNet - General Cigar Co.	301 20.1% 100.0%	147 53.8% 48.8%	20 37.7% 6.6%	55 43.7% 18.3%	18 19.1% 6.0%	57 57.0% 18.9%	12 20.0% 4.0%	9 15.3% 3.0%	46 48.9% 15.3%	23 41.8% 7.6%	29 34.9% 9.6%	33 67.3% 11.0%	16 47.1% 5.3%
Sub-Subnet - Premium	221 14.8% 100.0%	143 52.4% 64.7%	20 37.7% 9.0%	54 42.9% 24.4%	17 18.1% 7.7%	57 57.0% 25.8%	12 20.0% 5.4%	8 13.6% 3.6%	20 21.3% 9.0%	1 1.8% 0.5%	0 0.0% 0.0%	33 67.3% 14.9%	16 47.1% 7.2%
Cohiba	50 3.3% 100.0%	14 5.1% 28.0%	2 3.8% 4.0%	7 5.6% 14.0%	7 7.4% 14.0%	40 40.0% 80.0%	4 6.7% 8.0%	4 6.8% 8.0%	1 1.1% 2.0%	1 1.8% 2.0%	0 0.0% 0.0%	1 2.0% 2.0%	13 38.2% 26.0%
Cifuentes	3 0.2% 100.0%	1 0.4% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Macanudo	125 8.4% 100.0%	113 41.4% 90.4%	12 22.6% 9.6%	14 11.1% 11.2%	6 6.4% 4.8%	11 11.0% 8.8%	3 5.0% 2.4%	1 1.7% 0.8%	14 14.9% 11.2%	0 0.0% 0.0%	0 0.0% 0.0%	25 51.0% 20.0%	2 5.9% 1.6%
Macanudo Vintage	4 0.3% 100.0%	2 0.7% 50.0%	4 7.5% 100.0%	0 0.0% 0.0%	1 1.1% 25.0%	1 1.0% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 25.0%
Partagas	35 2.3% 100.0%	11 4.0% 31.4%	1 1.9% 2.9%	30 23.8% 85.7%	2 2.1% 5.7%	4 4.0% 11.4%	4 6.7% 11.4%	2 3.4% 5.7%	3 3.2% 8.6%	0 0.0% 0.0%	0 0.0% 0.0%	7 14.3% 20.0%	0 0.0% 0.0%
Partagas Limited Reserve	4 0.3% 100.0%	2 0.7% 50.0%	1 1.9% 25.0%	3 2.4% 75.0%	1 1.1% 25.0%	1 1.0% 25.0%	1 1.7% 25.0%	0 0.0% 0.0%	1 1.1% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Sub-Subnet - Mass	80 5.3% 100.0%	4 1.5% 5.0%	0 0.0% 0.0%	1 0.8% 1.3%	1 1.1% 1.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 1.3%	26 27.7% 32.5%	22 40.0% 27.5%	29 34.9% 36.3%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Garcia y Vega/Whiffs	27 1.8% 100.0%	3 1.1% 11.1%	0 0.0% 0.0%	1 0.8% 3.7%	1 1.1% 3.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 3.7%	26 27.7% 96.3%	1 1.8% 3.7%	2 2.4% 7.4%	0 0.0% 0.0%	0 0.0% 0.0%
Tiparillo	21 1.4% 100.0%	1 0.4% 4.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	21 38.2% 100.0%	2 2.4% 9.5%	0 0.0% 0.0%	0 0.0% 0.0%
White Owl	26 1.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	24 28.9% 92.3%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	6 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	45 3.0% 100.0%	5 1.8% 11.1%	1 1.9% 2.2%	4 3.2% 8.9%	25 26.6% 55.6%	6 6.0% 13.3%	8 13.3% 17.8%	13 22.0% 28.9%	1 1.1% 2.2%	0 0.0% 0.0%	1 1.2% 2.2%	0 0.0% 0.0%	4 11.8% 8.9%
Hoyo de Monterrey	6 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 8.3% 83.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Hoyo de Monterrey Excalibur	12 0.8% 100.0%	1 0.4% 8.3%	0 0.0% 0.0%	2 1.6% 16.7%	0 0.0% 0.0%	2 2.0% 16.7%	2 3.3% 16.7%	12 20.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.9% 16.7%
Punch	24 1.6% 100.0%	3 1.1% 12.5%	1 1.9% 4.2%	2 1.6% 8.3%	23 24.5% 95.8%	3 3.0% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 4.2%	0 0.0% 0.0%	2 5.9% 8.3%
Punch Grand Cru	3 0.2% 100.0%	1 0.4% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 66.7%	1 1.0% 33.3%	1 1.7% 33.3%	1 1.7% 33.3%	1 1.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Swisher International	170 11.4% 100.0%	3 1.1% 1.8%	1 1.9% 0.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 0.6%	0 0.0% 0.0%	7 12.7% 4.1%	8 9.6% 4.7%	0 0.0% 0.0%	0 0.0% 0.0%
Bering	8 0.5% 100.0%	1 0.4% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.4% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
King Edward	20 1.3% 100.0%	1 0.4% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%
La Prima Dora	3 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Swisher Sweets	139 9.3% 100.0%	1 0.4% 0.7%	1 1.9% 0.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 12.7% 5.0%	5 6.0% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%
Net - JR Tobacco Brands	11 0.7% 100.0%	3 1.1% 27.3%	2 3.8% 18.2%	1 0.8% 9.1%	2 2.1% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.4% 18.2%	0 0.0% 0.0%	1 1.8% 9.1%	1 1.2% 9.1%	1 2.0% 9.1%	0 0.0% 0.0%
El Rey Del Mundo	6 0.4% 100.0%	3 1.1% 50.0%	2 3.8% 33.3%	1 0.8% 16.7%	1 1.1% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 16.7%	0 0.0% 0.0%
J.R. Ultimates	5 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 20.0%	0 0.0% 0.0%	1 1.8% 20.0%	1 1.2% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Tabacalera	97 6.5% 100.0%	5 1.8% 5.2%	4 7.5% 4.1%	4 3.2% 4.1%	4 4.3% 4.1%	2 2.0% 2.1%	2 3.3% 2.1%	1 1.7% 1.0%	2 2.1% 2.1%	7 12.7% 7.2%	6 7.2% 6.2%	2 4.1% 2.1%	2 5.9% 2.1%
Subnet - Premium	16 1.1% 100.0%	3 1.1% 18.8%	3 5.7% 18.8%	3 2.4% 18.8%	3 3.2% 18.8%	2 2.0% 12.5%	2 3.3% 12.5%	1 1.7% 6.3%	1 1.1% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 6.3%
Romeo y Julieta	16 1.1% 100.0%	3 1.1% 18.8%	3 5.7% 18.8%	3 2.4% 18.8%	3 3.2% 18.8%	2 2.0% 12.5%	2 3.3% 12.5%	1 1.7% 6.3%	1 1.1% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 6.3%
Subnet - Mass	81 5.4% 100.0%	2 0.7% 2.5%	1 1.9% 1.2%	1 0.8% 1.2%	1 1.1% 1.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 1.2%	7 12.7% 8.6%	6 7.2% 7.4%	2 4.1% 2.5%	1 2.9% 1.2%
Black & Gold/Black & Mild	34 2.3% 100.0%	1 0.4% 2.9%	1 1.9% 2.9%	1 0.8% 2.9%	1 1.1% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 7.3% 11.8%	1 1.2% 2.9%	0 0.0% 0.0%	1 2.9% 2.9%
Hav-a-Tampa/Jewels	28 1.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 3.6%	1 1.2% 3.6%	1 2.0% 3.6%	0 0.0% 0.0%
Phillies	19 1.3% 100.0%	1 0.4% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 5.3%	2 3.6% 10.5%	4 4.8% 21.1%	1 2.0% 5.3%	0 0.0% 0.0%
Net - Other	350 23.4% 100.0%	54 19.8% 15.4%	11 20.8% 3.1%	31 24.6% 8.9%	23 24.5% 6.6%	17 17.0% 4.9%	24 40.0% 6.9%	18 30.5% 5.1%	16 17.0% 4.6%	3 5.5% 0.9%	4 4.8% 1.1%	9 18.4% 2.6%	10 29.4% 2.9%
Subnet - Premium	145 9.7% 100.0%	24 8.8% 16.6%	5 9.4% 3.4%	18 14.3% 12.4%	12 12.8% 8.3%	7 7.0% 4.8%	16 26.7% 11.0%	9 15.3% 6.2%	4 4.3% 2.8%	1 1.8% 0.7%	1 1.2% 0.7%	3 6.1% 2.1%	6 17.6% 4.1%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Ashton	8 0.5% 100.0%	4 1.5% 50.0%	2 3.8% 25.0%	0 0.0% 0.0%	2 2.1% 25.0%	1 1.0% 12.5%	2 3.3% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 12.5%	1 2.9% 12.5%
Bahia	2 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 50.0%	1 1.7% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Davidoff	12 0.8% 100.0%	3 1.1% 25.0%	1 1.9% 8.3%	1 0.8% 8.3%	1 1.1% 8.3%	1 1.0% 8.3%	1 1.7% 8.3%	1 1.7% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.9% 16.7%
Don Tomas	16 1.1% 100.0%	1 0.4% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 6.3%	0 0.0% 0.0%	2 3.3% 12.5%	0 0.0% 0.0%	2 2.1% 12.5%	0 0.0% 0.0%	1 1.2% 6.3%	0 0.0% 0.0%	1 2.9% 6.3%
Dunhill	17 1.1% 100.0%	1 0.4% 5.9%	0 0.0% 0.0%	1 0.8% 5.9%	0 0.0% 0.0%	1 1.0% 5.9%	1 1.7% 5.9%	0 0.0% 0.0%	1 1.1% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 5.9%
Fuente/Arturo Fuente	62 4.1% 100.0%	14 5.1% 22.6%	2 3.8% 3.2%	15 11.9% 24.2%	7 7.4% 11.3%	4 4.0% 6.5%	7 11.7% 11.3%	6 10.2% 9.7%	1 1.1% 1.6%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.1% 3.2%	1 2.9% 1.6%
Thompson	28 1.9% 100.0%	1 0.4% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 3.6%	0 0.0% 0.0%	2 3.3% 7.1%	1 1.7% 3.6%	0 0.0% 0.0%	1 1.8% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Subnet - Mass	12 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Middleton	12 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Other	193 12.9% 100.0%	30 11.0% 15.5%	6 11.3% 3.1%	13 10.3% 6.7%	11 11.7% 5.7%	10 10.0% 5.2%	8 13.3% 4.1%	9 15.3% 4.7%	12 12.8% 6.2%	2 3.6% 1.0%	3 3.6% 1.6%	6 12.2% 3.1%	4 11.8% 2.1%
No answer	270 18.0% 100.0%	22 8.1% 8.1%	5 9.4% 1.9%	9 7.1% 3.3%	10 10.6% 3.7%	9 9.0% 3.3%	6 10.0% 2.2%	8 13.6% 3.0%	10 10.6% 3.7%	8 14.5% 3.0%	20 24.1% 7.4%	1 2.0% 0.4%	1 2.9% 0.4%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Premium (Q19E)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	548 100.0% 100.0%	205 100.0% 37.4%	37 100.0% 6.8%	101 100.0% 18.4%	71 100.0% 13.0%	79 100.0% 14.4%	46 100.0% 8.4%	40 100.0% 7.3%	32 100.0% 5.8%	5 100.0% 0.9%	5 100.0% 0.9%	38 100.0% 6.9%	28 100.0% 5.1%
SuperNet - Premium	548 100.0% 100.0%	205 100.0% 37.4%	37 100.0% 6.8%	101 100.0% 18.4%	71 100.0% 13.0%	79 100.0% 14.4%	46 100.0% 8.4%	40 100.0% 7.3%	32 100.0% 5.8%	5 100.0% 0.9%	5 100.0% 0.9%	38 100.0% 6.9%	28 100.0% 5.1%
Net - Consolidated Cigar Co.	110 20.1% 100.0%	27 13.2% 24.5%	6 16.2% 5.5%	21 20.8% 19.1%	12 16.9% 10.9%	7 8.9% 6.4%	8 17.4% 7.3%	7 17.5% 6.4%	6 18.8% 5.5%	2 40.0% 1.8%	2 40.0% 1.8%	1 2.6% 0.9%	1 3.6% 0.9%
Subnet - Premium	110 20.1% 100.0%	27 13.2% 24.5%	6 16.2% 5.5%	21 20.8% 19.1%	12 16.9% 10.9%	7 8.9% 6.4%	8 17.4% 7.3%	7 17.5% 6.4%	6 18.8% 5.5%	2 40.0% 1.8%	2 40.0% 1.8%	1 2.6% 0.9%	1 3.6% 0.9%
Don Diego	22 4.0% 100.0%	5 2.4% 22.7%	0 0.0% 0.0%	3 3.0% 13.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Montecristo	27 4.9% 100.0%	6 2.9% 22.2%	2 5.4% 7.4%	6 5.9% 22.2%	2 2.8% 7.4%	4 5.1% 14.8%	4 8.7% 14.8%	3 7.5% 11.1%	2 6.3% 7.4%	2 40.0% 7.4%	1 20.0% 3.7%	1 2.6% 3.7%	1 3.6% 3.7%
Royal Jamaica	13 2.4% 100.0%	4 2.0% 30.8%	2 5.4% 15.4%	2 2.0% 15.4%	3 4.2% 23.1%	1 1.3% 7.7%	1 2.2% 7.7%	2 5.0% 15.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Te-Amo	13 2.4% 100.0%	2 1.0% 15.4%	0 0.0% 0.0%	1 1.0% 7.7%	1 1.4% 7.7%	0 0.0% 0.0%	1 2.2% 7.7%	1 2.5% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Upmann/H. Upmann	35 6.4% 100.0%	10 4.9% 28.6%	2 5.4% 5.7%	9 8.9% 25.7%	6 8.5% 17.1%	2 2.5% 5.7%	2 4.3% 5.7%	1 2.5% 2.9%	4 12.5% 11.4%	0 0.0% 0.0%	1 20.0% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%
Net - General Cigar Holdings	266 48.5% 100.0%	148 72.2% 55.6%	21 56.8% 7.9%	58 57.4% 21.8%	42 59.2% 15.8%	63 79.7% 23.7%	20 43.5% 7.5%	21 52.5% 7.9%	21 65.6% 7.9%	1 20.0% 0.4%	1 20.0% 0.4%	33 86.8% 12.4%	20 71.4% 7.5%
Subnet-General Cigar Holdings - Premium	266 48.5% 100.0%	148 72.2% 55.6%	21 56.8% 7.9%	58 57.4% 21.8%	42 59.2% 15.8%	63 79.7% 23.7%	20 43.5% 7.5%	21 52.5% 7.9%	21 65.6% 7.9%	1 20.0% 0.4%	1 20.0% 0.4%	33 86.8% 12.4%	20 71.4% 7.5%
SubNet - General Cigar Co.	221 40.3% 100.0%	143 69.8% 64.7%	20 54.1% 9.0%	54 53.5% 24.4%	17 23.9% 7.7%	57 72.2% 25.8%	12 26.1% 5.4%	8 20.0% 3.6%	20 62.5% 9.0%	1 20.0% 0.5%	0 0.0% 0.0%	33 86.8% 14.9%	16 57.1% 7.2%
Sub-Subnet - Premium	221 40.3% 100.0%	143 69.8% 64.7%	20 54.1% 9.0%	54 53.5% 24.4%	17 23.9% 7.7%	57 72.2% 25.8%	12 26.1% 5.4%	8 20.0% 3.6%	20 62.5% 9.0%	1 20.0% 0.5%	0 0.0% 0.0%	33 86.8% 14.9%	16 57.1% 7.2%
Cohiba	50 9.1% 100.0%	14 6.8% 28.0%	2 5.4% 4.0%	7 6.9% 14.0%	7 9.9% 14.0%	40 50.6% 80.0%	4 8.7% 8.0%	4 10.0% 8.0%	1 3.1% 2.0%	1 20.0% 2.0%	0 0.0% 0.0%	1 2.6% 2.0%	13 46.4% 26.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Premium (Q19E)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	548 100.0% 100.0%	205 100.0% 37.4%	37 100.0% 6.8%	101 100.0% 18.4%	71 100.0% 13.0%	79 100.0% 14.4%	46 100.0% 8.4%	40 100.0% 7.3%	32 100.0% 5.8%	5 100.0% 0.9%	5 100.0% 0.9%	38 100.0% 6.9%	28 100.0% 5.1%
Cifuentes	3 0.5% 100.0%	1 0.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Macanudo	125 22.8% 100.0%	113 55.1% 90.4%	12 32.4% 9.6%	14 13.9% 11.2%	6 8.5% 4.8%	11 13.9% 8.8%	3 6.5% 2.4%	1 2.5% 0.8%	14 43.8% 11.2%	0 0.0% 0.0%	0 0.0% 0.0%	25 65.8% 20.0%	2 7.1% 1.6%
Macanudo Vintage	4 0.7% 100.0%	2 1.0% 50.0%	4 10.8% 100.0%	0 0.0% 0.0%	1 1.4% 25.0%	1 1.3% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.1% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.6% 25.0%
Partagas	35 6.4% 100.0%	11 5.4% 31.4%	1 2.7% 2.9%	30 29.7% 85.7%	2 2.8% 5.7%	4 5.1% 11.4%	4 8.7% 11.4%	2 5.0% 5.7%	3 9.4% 8.6%	0 0.0% 0.0%	0 0.0% 0.0%	7 18.4% 20.0%	0 0.0% 0.0%
Partagas Limited Reserve	4 0.7% 100.0%	2 1.0% 50.0%	1 2.7% 25.0%	3 3.0% 75.0%	1 1.4% 25.0%	1 1.3% 25.0%	1 2.2% 25.0%	0 0.0% 0.0%	1 3.1% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	45 8.2% 100.0%	5 2.4% 11.1%	1 2.7% 2.2%	4 4.0% 8.9%	25 35.2% 55.6%	6 7.6% 13.3%	8 17.4% 17.8%	13 32.5% 28.9%	1 3.1% 2.2%	0 0.0% 0.0%	1 20.0% 2.2%	0 0.0% 0.0%	4 14.3% 8.9%
Hoyo de Monterrey	6 1.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 10.9% 83.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Hoyo de Monterrey Excalibur	12 2.2% 100.0%	1 0.5% 8.3%	0 0.0% 0.0%	2 2.0% 16.7%	0 0.0% 0.0%	2 2.5% 16.7%	2 4.3% 16.7%	12 30.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 7.1% 16.7%
Punch	24 4.4% 100.0%	3 1.5% 12.5%	1 2.7% 4.2%	2 2.0% 8.3%	23 32.4% 95.8%	3 3.8% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 4.2%	0 0.0% 0.0%	2 7.1% 8.3%
Punch Grand Cru	3 0.5% 100.0%	1 0.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.8% 66.7%	1 1.3% 33.3%	1 2.2% 33.3%	1 2.5% 33.3%	1 3.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - JR Tobacco Brands	11 2.0% 100.0%	3 1.5% 27.3%	2 5.4% 18.2%	1 1.0% 9.1%	2 2.8% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.0% 18.2%	0 0.0% 0.0%	1 20.0% 9.1%	1 20.0% 9.1%	1 2.6% 9.1%	0 0.0% 0.0%
El Rey Del Mundo	6 1.1% 100.0%	3 1.5% 50.0%	2 5.4% 33.3%	1 1.0% 16.7%	1 1.4% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.6% 16.7%	0 0.0% 0.0%
J.R. Ultimates	5 0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 20.0%	0 0.0% 0.0%	1 20.0% 20.0%	1 20.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Premium (Q19E)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	548	205	37	101	71	79	46	40	32	5	5	38	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.4%	6.8%	18.4%	13.0%	14.4%	8.4%	7.3%	5.8%	0.9%	0.9%	6.9%	5.1%
Net - Tabacalera	16	3	3	3	3	2	2	1	1	0	0	0	1
	2.9%	1.5%	8.1%	3.0%	4.2%	2.5%	4.3%	2.5%	3.1%	0.0%	0.0%	0.0%	3.6%
	100.0%	18.8%	18.8%	18.8%	18.8%	12.5%	12.5%	6.3%	6.3%	0.0%	0.0%	0.0%	6.3%
Subnet - Premium	16	3	3	3	3	2	2	1	1	0	0	0	1
	2.9%	1.5%	8.1%	3.0%	4.2%	2.5%	4.3%	2.5%	3.1%	0.0%	0.0%	0.0%	3.6%
	100.0%	18.8%	18.8%	18.8%	18.8%	12.5%	12.5%	6.3%	6.3%	0.0%	0.0%	0.0%	6.3%
Romeo y Julieta	16	3	3	3	3	2	2	1	1	0	0	0	1
	2.9%	1.5%	8.1%	3.0%	4.2%	2.5%	4.3%	2.5%	3.1%	0.0%	0.0%	0.0%	3.6%
	100.0%	18.8%	18.8%	18.8%	18.8%	12.5%	12.5%	6.3%	6.3%	0.0%	0.0%	0.0%	6.3%
Net - Other	145	24	5	18	12	7	16	9	4	1	1	3	6
	26.5%	11.7%	13.5%	17.8%	16.9%	8.9%	34.8%	22.5%	12.5%	20.0%	20.0%	7.9%	21.4%
	100.0%	16.6%	3.4%	12.4%	8.3%	4.8%	11.0%	6.2%	2.8%	0.7%	0.7%	2.1%	4.1%
Subnet - Premium	145	24	5	18	12	7	16	9	4	1	1	3	6
	26.5%	11.7%	13.5%	17.8%	16.9%	8.9%	34.8%	22.5%	12.5%	20.0%	20.0%	7.9%	21.4%
	100.0%	16.6%	3.4%	12.4%	8.3%	4.8%	11.0%	6.2%	2.8%	0.7%	0.7%	2.1%	4.1%
Ashton	8	4	2	0	2	1	2	0	0	0	0	1	1
	1.5%	2.0%	5.4%	0.0%	2.8%	1.3%	4.3%	0.0%	0.0%	0.0%	0.0%	2.6%	3.6%
	100.0%	50.0%	25.0%	0.0%	25.0%	12.5%	25.0%	0.0%	0.0%	0.0%	0.0%	12.5%	12.5%
Bahia	2	0	0	1	0	0	1	1	0	0	0	0	0
	0.4%	0.0%	0.0%	1.0%	0.0%	0.0%	2.2%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Davidoff	12	3	1	1	1	1	1	1	0	0	0	0	2
	2.2%	1.5%	2.7%	1.0%	1.4%	1.3%	2.2%	2.5%	0.0%	0.0%	0.0%	0.0%	7.1%
	100.0%	25.0%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	0.0%	0.0%	0.0%	0.0%	16.7%
Don Tomas	16	1	0	0	1	0	2	0	2	0	1	0	1
	2.9%	0.5%	0.0%	0.0%	1.4%	0.0%	4.3%	0.0%	6.3%	0.0%	20.0%	0.0%	3.6%
	100.0%	6.3%	0.0%	0.0%	6.3%	0.0%	12.5%	0.0%	12.5%	0.0%	6.3%	0.0%	6.3%
Dunhill	17	1	0	1	0	1	1	0	1	0	0	0	1
	3.1%	0.5%	0.0%	1.0%	0.0%	1.3%	2.2%	0.0%	3.1%	0.0%	0.0%	0.0%	3.6%
	100.0%	5.9%	0.0%	5.9%	0.0%	5.9%	5.9%	0.0%	5.9%	0.0%	0.0%	0.0%	5.9%
Fuente/Arturo Fuente	62	14	2	15	7	4	7	6	1	0	0	2	1
	11.3%	6.8%	5.4%	14.9%	9.9%	5.1%	15.2%	15.0%	3.1%	0.0%	0.0%	5.3%	3.6%
	100.0%	22.6%	3.2%	24.2%	11.3%	6.5%	11.3%	9.7%	1.6%	0.0%	0.0%	3.2%	1.6%
Thompson	28	1	0	0	1	0	2	1	0	1	0	0	0
	5.1%	0.5%	0.0%	0.0%	1.4%	0.0%	4.3%	2.5%	0.0%	20.0%	0.0%	0.0%	0.0%
	100.0%	3.6%	0.0%	0.0%	3.6%	0.0%	7.1%	3.6%	0.0%	3.6%	0.0%	0.0%	0.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Mass (Q19E)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	486 100.0% 100.0%	16 100.0% 3.3%	5 100.0% 1.0%	3 100.0% 0.6%	2 100.0% 0.4%	2 100.0% 0.4%	0 0.0% 0.0%	2 100.0% 0.4%	40 100.0% 8.2%	40 100.0% 8.2%	55 100.0% 11.3%	4 100.0% 0.8%	1 100.0% 0.2%
SuperNet - Mass	486 100.0% 100.0%	16 100.0% 3.3%	5 100.0% 1.0%	3 100.0% 0.6%	2 100.0% 0.4%	2 100.0% 0.4%	0 0.0% 0.0%	2 100.0% 0.4%	40 100.0% 8.2%	40 100.0% 8.2%	55 100.0% 11.3%	4 100.0% 0.8%	1 100.0% 0.2%
Net - Consolidated Cigar Co.	143 29.4% 100.0%	7 43.8% 4.9%	3 60.0% 2.1%	1 33.3% 0.7%	0 0.0% 0.0%	2 100.0% 1.4%	0 0.0% 0.0%	0 0.0% 0.0%	13 32.5% 9.1%	4 10.0% 2.8%	12 21.8% 8.4%	2 50.0% 1.4%	0 0.0% 0.0%
Subnet - Mass	143 29.4% 100.0%	7 43.8% 4.9%	3 60.0% 2.1%	1 33.3% 0.7%	0 0.0% 0.0%	2 100.0% 1.4%	0 0.0% 0.0%	0 0.0% 0.0%	13 32.5% 9.1%	4 10.0% 2.8%	12 21.8% 8.4%	2 50.0% 1.4%	0 0.0% 0.0%
Antonio y Cleopatra	35 7.2% 100.0%	4 25.0% 11.4%	3 60.0% 8.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 22.5% 25.7%	1 2.5% 2.9%	2 3.6% 5.7%	2 50.0% 5.7%	0 0.0% 0.0%
Backwoods	36 7.4% 100.0%	3 18.8% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 2.8%	1 2.5% 2.8%	2 3.6% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%
Dutch Masters	41 8.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 2.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.0% 4.9%	1 2.5% 2.4%	3 5.5% 7.3%	0 0.0% 0.0%	0 0.0% 0.0%
El Producto	16 3.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 7.3% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
Muriel	15 3.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 6.7%	1 2.5% 6.7%	1 1.8% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%
Net - General Cigar Holdings	80 16.5% 100.0%	4 25.0% 5.0%	0 0.0% 0.0%	1 33.3% 1.3%	1 50.0% 1.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 1.3%	26 65.0% 32.5%	22 55.0% 27.5%	29 52.7% 36.3%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - General Cigar Co.	80 16.5% 100.0%	4 25.0% 5.0%	0 0.0% 0.0%	1 33.3% 1.3%	1 50.0% 1.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 1.3%	26 65.0% 32.5%	22 55.0% 27.5%	29 52.7% 36.3%	0 0.0% 0.0%	0 0.0% 0.0%
Sub-Subnet - Mass	80 16.5% 100.0%	4 25.0% 5.0%	0 0.0% 0.0%	1 33.3% 1.3%	1 50.0% 1.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 1.3%	26 65.0% 32.5%	22 55.0% 27.5%	29 52.7% 36.3%	0 0.0% 0.0%	0 0.0% 0.0%
Garcia y Vega/Whiffs	27 5.6% 100.0%	3 18.8% 11.1%	0 0.0% 0.0%	1 33.3% 3.7%	1 50.0% 3.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 3.7%	26 65.0% 96.3%	1 2.5% 3.7%	2 3.6% 7.4%	0 0.0% 0.0%	0 0.0% 0.0%
Tiparillo	21 4.3% 100.0%	1 6.3% 4.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	21 52.5% 100.0%	2 3.6% 9.5%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Mass (Q19E)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	486 100.0% 100.0%	16 100.0% 3.3%	5 100.0% 1.0%	3 100.0% 0.6%	2 100.0% 0.4%	2 100.0% 0.4%	0 0.0% 0.0%	2 100.0% 0.4%	40 100.0% 8.2%	40 100.0% 8.2%	55 100.0% 11.3%	4 100.0% 0.8%	1 100.0% 0.2%
White Owl	26 5.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	24 43.6% 92.3%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	6 1.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Swisher International	170 35.0% 100.0%	3 18.8% 1.8%	1 20.0% 0.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 0.6%	0 0.0% 0.0%	7 17.5% 4.1%	8 14.5% 4.7%	0 0.0% 0.0%	0 0.0% 0.0%
Bering	8 1.6% 100.0%	1 6.3% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.6% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
King Edward	20 4.1% 100.0%	1 6.3% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%
La Prima Dora	3 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Swisher Sweets	139 28.6% 100.0%	1 6.3% 0.7%	1 20.0% 0.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	7 17.5% 5.0%	5 9.1% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Tabacalera	81 16.7% 100.0%	2 12.5% 2.5%	1 20.0% 1.2%	1 33.3% 1.2%	1 50.0% 1.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 1.2%	7 17.5% 8.6%	6 10.9% 7.4%	2 50.0% 2.5%	1 100.0% 1.2%
Subnet - Mass	81 16.7% 100.0%	2 12.5% 2.5%	1 20.0% 1.2%	1 33.3% 1.2%	1 50.0% 1.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 1.2%	7 17.5% 8.6%	6 10.9% 7.4%	2 50.0% 2.5%	1 100.0% 1.2%
Black & Gold/Black & Mild	34 7.0% 100.0%	1 6.3% 2.9%	1 20.0% 2.9%	1 33.3% 2.9%	1 50.0% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 10.0% 11.8%	1 1.8% 2.9%	0 0.0% 0.0%	1 100.0% 2.9%
Hav-a-Tampa/Jewels	28 5.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 3.6%	1 1.8% 3.6%	1 25.0% 3.6%	0 0.0% 0.0%
Phillies	19 3.9% 100.0%	1 6.3% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 5.3%	2 5.0% 10.5%	4 7.3% 21.1%	1 25.0% 5.3%	0 0.0% 0.0%
Net - Other	12 2.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19E Section II. Indicate which is your most favorite brand.

Base: Total completes - Mass (Q19E)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	486	16	5	3	2	2	0	2	40	40	55	4	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	3.3%	1.0%	0.6%	0.4%	0.4%	0.0%	0.4%	8.2%	8.2%	11.3%	0.8%	0.2%
Subnet - Mass	12	0	0	0	0	0	0	0	0	0	0	0	0
	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Middleton	12	0	0	0	0	0	0	0	0	0	0	0	0
	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
SuperNet - Premium	482 32.2% 100.0%	193 70.7% 40.0%	34 64.2% 7.1%	89 70.6% 18.5%	63 67.0% 13.1%	74 74.0% 15.4%	40 66.7% 8.3%	39 66.1% 8.1%	15 16.0% 3.1%	6 10.9% 1.2%	1 1.2% 0.2%	35 71.4% 7.3%	26 76.5% 5.4%
SuperNet - Mass	549 36.7% 100.0%	28 10.3% 5.1%	6 11.3% 1.1%	8 6.3% 1.5%	9 9.6% 1.6%	6 6.0% 1.1%	3 5.0% 0.5%	2 3.4% 0.4%	64 68.1% 11.7%	42 76.4% 7.7%	59 71.1% 10.7%	6 12.2% 1.1%	2 5.9% 0.4%
Net - Consolidated Cigar Co.	253 16.9% 100.0%	36 13.2% 14.2%	4 7.5% 1.6%	19 15.1% 7.5%	12 12.8% 4.7%	11 11.0% 4.3%	8 13.3% 3.2%	7 11.9% 2.8%	17 18.1% 6.7%	6 10.9% 2.4%	10 12.0% 4.0%	2 4.1% 0.8%	1 2.9% 0.4%
Subnet - Premium	95 6.3% 100.0%	23 8.4% 24.2%	2 3.8% 2.1%	16 12.7% 16.8%	9 9.6% 9.5%	6 6.0% 6.3%	6 10.0% 6.3%	6 10.2% 6.3%	2 2.1% 2.1%	1 1.8% 1.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Don Diego	19 1.3% 100.0%	4 1.5% 21.1%	0 0.0% 0.0%	3 2.4% 15.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Montecristo	16 1.1% 100.0%	3 1.1% 18.8%	0 0.0% 0.0%	4 3.2% 25.0%	0 0.0% 0.0%	3 3.0% 18.8%	3 5.0% 18.8%	0 0.0% 0.0%	1 1.1% 6.3%	1 1.8% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Royal Jamaica	9 0.6% 100.0%	3 1.1% 33.3%	2 3.8% 22.2%	2 1.6% 22.2%	2 2.1% 22.2%	2 2.0% 22.2%	1 1.7% 11.1%	2 3.4% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Te-Amo	17 1.1% 100.0%	2 0.7% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.4% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Upmann/H. Upmann	34 2.3% 100.0%	11 4.0% 32.4%	0 0.0% 0.0%	7 5.6% 20.6%	5 5.3% 14.7%	1 1.0% 2.9%	2 3.3% 5.9%	2 3.4% 5.9%	1 1.1% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Subnet - Mass	158 10.6% 100.0%	13 4.8% 8.2%	2 3.8% 1.3%	3 2.4% 1.9%	3 3.2% 1.9%	5 5.0% 3.2%	2 3.3% 1.3%	1 1.7% 0.6%	15 16.0% 9.5%	5 9.1% 3.2%	10 12.0% 6.3%	2 4.1% 1.3%	1 2.9% 0.6%
Antonio y Cleopatra	44 2.9% 100.0%	6 2.2% 13.6%	2 3.8% 4.5%	0 0.0% 0.0%	1 1.1% 2.3%	1 1.0% 2.3%	1 1.7% 2.3%	0 0.0% 0.0%	9 9.6% 20.5%	1 1.8% 2.3%	1 1.2% 2.3%	2 4.1% 4.5%	0 0.0% 0.0%
Backwoods	39 2.6% 100.0%	6 2.2% 15.4%	0 0.0% 0.0%	2 1.6% 5.1%	0 0.0% 0.0%	3 3.0% 7.7%	1 1.7% 2.6%	1 1.7% 2.6%	2 2.1% 5.1%	1 1.8% 2.6%	1 1.2% 2.6%	0 0.0% 0.0%	1 2.9% 2.6%
Dutch Masters	45 3.0% 100.0%	1 0.4% 2.2%	0 0.0% 0.0%	1 0.8% 2.2%	1 1.1% 2.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.2% 6.7%	2 3.6% 4.4%	3 3.6% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
El Producto	17 1.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.8% 23.5%	0 0.0% 0.0%	0 0.0% 0.0%
Muriel	13 0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 7.7%	1 1.8% 7.7%	1 1.2% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%
Net - General Cigar Holdings	321 21.4% 100.0%	146 53.5% 45.5%	21 39.6% 6.5%	54 42.9% 16.8%	46 48.9% 14.3%	53 53.0% 16.5%	20 33.3% 6.2%	23 39.0% 7.2%	49 52.1% 15.3%	25 45.5% 7.8%	32 38.6% 10.0%	31 63.3% 9.7%	18 52.9% 5.6%
Subnet-General Cigar Holdings - Premium	224 15.0% 100.0%	139 50.9% 62.1%	20 37.7% 8.9%	53 42.1% 23.7%	43 45.7% 19.2%	53 53.0% 23.7%	20 33.3% 8.9%	22 37.3% 9.8%	8 8.5% 3.6%	1 1.8% 0.4%	0 0.0% 0.0%	30 61.2% 13.4%	18 52.9% 8.0%
SubNet - General Cigar Co.	275 18.4% 100.0%	140 51.3% 50.9%	20 37.7% 7.3%	47 37.3% 17.1%	19 20.2% 6.9%	47 47.0% 17.1%	4 6.7% 1.5%	9 15.3% 3.3%	49 52.1% 17.8%	25 45.5% 9.1%	32 38.6% 11.6%	31 63.3% 11.3%	15 44.1% 5.5%
Sub-Subnet - Premium	178 11.9% 100.0%	133 48.7% 74.7%	19 35.8% 10.7%	46 36.5% 25.8%	16 17.0% 9.0%	47 47.0% 26.4%	4 6.7% 2.2%	8 13.6% 4.5%	8 8.5% 4.5%	1 1.8% 0.6%	0 0.0% 0.0%	30 61.2% 16.9%	15 44.1% 8.4%
Cohiba	32 2.1% 100.0%	6 2.2% 18.8%	0 0.0% 0.0%	4 3.2% 12.5%	3 3.2% 9.4%	32 32.0% 100.0%	0 0.0% 0.0%	2 3.4% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	12 35.3% 37.5%
Cifuentes	3 0.2% 100.0%	1 0.4% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Macanudo	116 7.7% 100.0%	116 42.5% 100.0%	12 22.6% 10.3%	20 15.9% 17.2%	9 9.6% 7.8%	10 10.0% 8.6%	2 3.3% 1.7%	3 5.1% 2.6%	5 5.3% 4.3%	1 1.8% 0.9%	0 0.0% 0.0%	25 51.0% 21.6%	2 5.9% 1.7%
Macanudo Vintage	5 0.3% 100.0%	2 0.7% 40.0%	5 9.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 20.0%	0 0.0% 0.0%	1 1.7% 20.0%	2 2.1% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.1% 40.0%	1 2.9% 20.0%
Partagas	20 1.3% 100.0%	7 2.6% 35.0%	1 1.9% 5.0%	20 15.9% 100.0%	4 4.3% 20.0%	3 3.0% 15.0%	2 3.3% 10.0%	2 3.4% 10.0%	1 1.1% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 6.1% 15.0%	0 0.0% 0.0%
Partagas Limited Reserve	2 0.1% 100.0%	1 0.4% 50.0%	1 1.9% 50.0%	2 1.6% 100.0%	0 0.0% 0.0%	1 1.0% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Sub-Subnet - Mass	97 6.5% 100.0%	7 2.6% 7.2%	1 1.9% 1.0%	1 0.8% 1.0%	3 3.2% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 1.0%	41 43.6% 42.3%	24 43.6% 24.7%	32 38.6% 33.0%	1 2.0% 1.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Garcia y Vega/Whiffs	41 2.7% 100.0%	7 2.6% 17.1%	1 1.9% 2.4%	0 0.0% 0.0%	2 2.1% 4.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 2.4%	41 43.6% 100.0%	1 1.8% 2.4%	1 1.2% 2.4%	1 2.0% 2.4%	0 0.0% 0.0%
Tiparillo	23 1.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	23 41.8% 100.0%	3 3.6% 13.0%	0 0.0% 0.0%	0 0.0% 0.0%
White Owl	28 1.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	28 33.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	5 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	46 3.1% 100.0%	6 2.2% 13.0%	1 1.9% 2.2%	7 5.6% 15.2%	27 28.7% 58.7%	6 6.0% 13.0%	16 26.7% 34.8%	14 23.7% 30.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 8.8% 6.5%
Hoyo de Monterrey	12 0.8% 100.0%	3 1.1% 25.0%	0 0.0% 0.0%	3 2.4% 25.0%	3 3.2% 25.0%	1 1.0% 8.3%	12 20.0% 100.0%	2 3.4% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Hoyo de Monterrey Excalibur	10 0.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 10.0%	0 0.0% 0.0%	1 1.0% 10.0%	1 1.7% 10.0%	10 16.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 10.0%
Punch	23 1.5% 100.0%	3 1.1% 13.0%	1 1.9% 4.3%	3 2.4% 13.0%	23 24.5% 100.0%	4 4.0% 17.4%	2 3.3% 8.7%	2 3.4% 8.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.9% 8.7%
Punch Grand Cru	1 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 100.0%	0 0.0% 0.0%	1 1.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Swisher International	200 13.4% 100.0%	6 2.2% 3.0%	2 3.8% 1.0%	3 2.4% 1.5%	3 3.2% 1.5%	1 1.0% 0.5%	1 1.7% 0.5%	0 0.0% 0.0%	4 4.3% 2.0%	8 14.5% 4.0%	11 13.3% 5.5%	1 2.0% 0.5%	0 0.0% 0.0%
Bering	8 0.5% 100.0%	1 0.4% 12.5%	1 1.9% 12.5%	1 0.8% 12.5%	2 2.1% 25.0%	0 0.0% 0.0%	1 1.7% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.4% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
King Edward	24 1.6% 100.0%	1 0.4% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 4.2%	0 0.0% 0.0%	1 1.2% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%
La Prima Dora	3 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Swisher Sweets	165 11.0% 100.0%	4 1.5% 2.4%	1 1.9% 0.6%	2 1.6% 1.2%	1 1.1% 0.6%	1 1.0% 0.6%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.2% 1.8%	8 14.5% 4.8%	8 9.6% 4.8%	1 2.0% 0.6%	0 0.0% 0.0%
Net - JR Tobacco Brands	14 0.9% 100.0%	5 1.8% 35.7%	2 3.8% 14.3%	2 1.6% 14.3%	2 2.1% 14.3%	1 1.0% 7.1%	0 0.0% 0.0%	2 3.4% 14.3%	0 0.0% 0.0%	1 1.8% 7.1%	1 1.2% 7.1%	2 4.1% 14.3%	1 2.9% 7.1%
El Rey Del Mundo	5 0.3% 100.0%	2 0.7% 40.0%	1 1.9% 20.0%	1 0.8% 20.0%	1 1.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
J.R. Ultimates	9 0.6% 100.0%	3 1.1% 33.3%	1 1.9% 11.1%	1 0.8% 11.1%	1 1.1% 11.1%	1 1.0% 11.1%	0 0.0% 0.0%	1 1.7% 11.1%	0 0.0% 0.0%	1 1.8% 11.1%	1 1.2% 11.1%	2 4.1% 22.2%	1 2.9% 11.1%
Net - Tabacalera	92 6.1% 100.0%	4 1.5% 4.3%	3 5.7% 3.3%	2 1.6% 2.2%	1 1.1% 1.1%	1 1.0% 1.1%	1 1.7% 1.1%	0 0.0% 0.0%	4 4.3% 4.3%	5 9.1% 5.4%	6 7.2% 6.5%	2 4.1% 2.2%	2 5.9% 2.2%
Subnet - Premium	10 0.7% 100.0%	2 0.7% 20.0%	2 3.8% 20.0%	1 0.8% 10.0%	1 1.1% 10.0%	1 1.0% 10.0%	1 1.7% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 10.0%
Romeo y Julieta	10 0.7% 100.0%	2 0.7% 20.0%	2 3.8% 20.0%	1 0.8% 10.0%	1 1.1% 10.0%	1 1.0% 10.0%	1 1.7% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 10.0%
Subnet - Mass	82 5.5% 100.0%	2 0.7% 2.4%	1 1.9% 1.2%	1 0.8% 1.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.3% 4.9%	5 9.1% 6.1%	6 7.2% 7.3%	2 4.1% 2.4%	1 2.9% 1.2%
Black & Gold/Black & Mild	29 1.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 3.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.6% 6.9%	1 1.2% 3.4%	0 0.0% 0.0%	0 0.0% 0.0%
Hav-a-Tampa/Jewels	29 1.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 3.4%	1 1.2% 3.4%	1 2.0% 3.4%	0 0.0% 0.0%
Phillies	24 1.6% 100.0%	2 0.7% 8.3%	1 1.9% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.3% 16.7%	2 3.6% 8.3%	4 4.8% 16.7%	1 2.0% 4.2%	1 2.9% 4.2%
Net - Other	355 23.7% 100.0%	57 20.9% 16.1%	15 28.3% 4.2%	35 27.8% 9.9%	21 22.3% 5.9%	25 25.0% 7.0%	23 38.3% 6.5%	19 32.2% 5.4%	12 12.8% 3.4%	5 9.1% 1.4%	3 3.6% 0.8%	10 20.4% 2.8%	10 29.4% 2.8%
Subnet - Premium	139 9.3% 100.0%	24 8.8% 17.3%	8 15.1% 5.8%	17 13.5% 12.2%	8 8.5% 5.8%	13 13.0% 9.4%	13 21.7% 9.4%	9 15.3% 6.5%	5 5.3% 3.6%	3 5.5% 2.2%	0 0.0% 0.0%	3 6.1% 2.2%	6 17.6% 4.3%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Ashton	9 0.6% 100.0%	4 1.5% 44.4%	1 1.9% 11.1%	0 0.0% 0.0%	1 1.1% 11.1%	2 2.0% 22.2%	1 1.7% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 11.1%
Bahia	2 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 50.0%	1 1.7% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Davidoff	12 0.8% 100.0%	2 0.7% 16.7%	1 1.9% 8.3%	0 0.0% 0.0%	1 1.1% 8.3%	1 1.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 8.3%
Don Tomas	14 0.9% 100.0%	1 0.4% 7.1%	1 1.9% 7.1%	1 0.8% 7.1%	0 0.0% 0.0%	1 1.0% 7.1%	2 3.3% 14.3%	0 0.0% 0.0%	2 2.1% 14.3%	1 1.8% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 7.1%
Dunhill	17 1.1% 100.0%	2 0.7% 11.8%	1 1.9% 5.9%	2 1.6% 11.8%	1 1.1% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 5.9%
Fuente/Arturo Fuente	45 3.0% 100.0%	10 3.7% 22.2%	3 5.7% 6.7%	11 8.7% 24.4%	3 3.2% 6.7%	8 8.0% 17.8%	5 8.3% 11.1%	4 6.8% 8.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 2.2%	1 2.9% 2.2%
Thompson	40 2.7% 100.0%	5 1.8% 12.5%	1 1.9% 2.5%	2 1.6% 5.0%	2 2.1% 5.0%	1 1.0% 2.5%	4 6.7% 10.0%	4 6.8% 10.0%	2 2.1% 5.0%	2 3.6% 5.0%	0 0.0% 0.0%	2 4.1% 5.0%	1 2.9% 2.5%
Subnet - Mass	12 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Middleton	12 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Other	204 13.6% 100.0%	33 12.1% 16.2%	7 13.2% 3.4%	18 14.3% 8.8%	13 13.8% 6.4%	12 12.0% 5.9%	10 16.7% 4.9%	10 16.9% 4.9%	7 7.4% 3.4%	2 3.6% 1.0%	3 3.6% 1.5%	7 14.3% 3.4%	4 11.8% 2.0%
No answer	262 17.5% 100.0%	19 7.0% 7.3%	6 11.3% 2.3%	11 8.7% 4.2%	9 9.6% 3.4%	8 8.0% 3.1%	7 11.7% 2.7%	8 13.6% 3.1%	8 8.5% 3.1%	5 9.1% 1.9%	20 24.1% 7.6%	1 2.0% 0.4%	2 5.9% 0.8%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Premium (Q19F)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	482 100.0% 100.0%	193 100.0% 40.0%	34 100.0% 7.1%	89 100.0% 18.5%	63 100.0% 13.1%	74 100.0% 15.4%	40 100.0% 8.3%	39 100.0% 8.1%	15 100.0% 3.1%	6 100.0% 1.2%	1 100.0% 0.2%	35 100.0% 7.3%	26 100.0% 5.4%
SuperNet - Premium	482 100.0% 100.0%	193 100.0% 40.0%	34 100.0% 7.1%	89 100.0% 18.5%	63 100.0% 13.1%	74 100.0% 15.4%	40 100.0% 8.3%	39 100.0% 8.1%	15 100.0% 3.1%	6 100.0% 1.2%	1 100.0% 0.2%	35 100.0% 7.3%	26 100.0% 5.4%
Net - Consolidated Cigar Co.	95 19.7% 100.0%	23 11.9% 24.2%	2 5.9% 2.1%	16 18.0% 16.8%	9 14.3% 9.5%	6 8.1% 6.3%	6 15.0% 6.3%	6 15.4% 6.3%	2 13.3% 2.1%	1 16.7% 1.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Subnet - Premium	95 19.7% 100.0%	23 11.9% 24.2%	2 5.9% 2.1%	16 18.0% 16.8%	9 14.3% 9.5%	6 8.1% 6.3%	6 15.0% 6.3%	6 15.4% 6.3%	2 13.3% 2.1%	1 16.7% 1.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Don Diego	19 3.9% 100.0%	4 2.1% 21.1%	0 0.0% 0.0%	3 3.4% 15.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Montecristo	16 3.3% 100.0%	3 1.6% 18.8%	0 0.0% 0.0%	4 4.5% 25.0%	0 0.0% 0.0%	3 4.1% 18.8%	3 7.5% 18.8%	0 0.0% 0.0%	1 6.7% 6.3%	1 16.7% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Royal Jamaica	9 1.9% 100.0%	3 1.6% 33.3%	2 5.9% 22.2%	2 2.2% 22.2%	2 3.2% 22.2%	2 2.7% 22.2%	1 2.5% 11.1%	2 5.1% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Te-Amo	17 3.5% 100.0%	2 1.0% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.2% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.1% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Upmann/H. Upmann	34 7.1% 100.0%	11 5.7% 32.4%	0 0.0% 0.0%	7 7.9% 20.6%	5 7.9% 14.7%	1 1.4% 2.9%	2 5.0% 5.9%	2 5.1% 5.9%	1 6.7% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - General Cigar Holdings	224 46.5% 100.0%	139 72.0% 62.1%	20 58.8% 8.9%	53 59.6% 23.7%	43 68.3% 19.2%	53 71.6% 23.7%	20 50.0% 8.9%	22 56.4% 9.8%	8 53.3% 3.6%	1 16.7% 0.4%	0 0.0% 0.0%	30 85.7% 13.4%	18 69.2% 8.0%
Subnet-General Cigar Holdings - Premium	224 46.5% 100.0%	139 72.0% 62.1%	20 58.8% 8.9%	53 59.6% 23.7%	43 68.3% 19.2%	53 71.6% 23.7%	20 50.0% 8.9%	22 56.4% 9.8%	8 53.3% 3.6%	1 16.7% 0.4%	0 0.0% 0.0%	30 85.7% 13.4%	18 69.2% 8.0%
SubNet - General Cigar Co.	178 36.9% 100.0%	133 68.9% 74.7%	19 55.9% 10.7%	46 51.7% 25.8%	16 25.4% 9.0%	47 63.5% 26.4%	4 10.0% 2.2%	8 20.5% 4.5%	8 53.3% 4.5%	1 16.7% 0.6%	0 0.0% 0.0%	30 85.7% 16.9%	15 57.7% 8.4%
Sub-Subnet - Premium	178 36.9% 100.0%	133 68.9% 74.7%	19 55.9% 10.7%	46 51.7% 25.8%	16 25.4% 9.0%	47 63.5% 26.4%	4 10.0% 2.2%	8 20.5% 4.5%	8 53.3% 4.5%	1 16.7% 0.6%	0 0.0% 0.0%	30 85.7% 16.9%	15 57.7% 8.4%
Cohiba	32 6.6% 100.0%	6 3.1% 18.8%	0 0.0% 0.0%	4 4.5% 12.5%	3 4.8% 9.4%	32 43.2% 100.0%	0 0.0% 0.0%	2 5.1% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	12 46.2% 37.5%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Premium (Q19F)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	482 100.0% 100.0%	193 100.0% 40.0%	34 100.0% 7.1%	89 100.0% 18.5%	63 100.0% 13.1%	74 100.0% 15.4%	40 100.0% 8.3%	39 100.0% 8.1%	15 100.0% 3.1%	6 100.0% 1.2%	1 100.0% 0.2%	35 100.0% 7.3%	26 100.0% 5.4%
Cifuentes	3 0.6% 100.0%	1 0.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Macanudo	116 24.1% 100.0%	116 60.1% 100.0%	12 35.3% 10.3%	20 22.5% 17.2%	9 14.3% 7.8%	10 13.5% 8.6%	2 5.0% 1.7%	3 7.7% 2.6%	5 33.3% 4.3%	1 16.7% 0.9%	0 0.0% 0.0%	25 71.4% 21.6%	2 7.7% 1.7%
Macanudo Vintage	5 1.0% 100.0%	2 1.0% 40.0%	5 14.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 20.0%	0 0.0% 0.0%	1 2.6% 20.0%	2 13.3% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.7% 40.0%	1 3.8% 20.0%
Partagas	20 4.1% 100.0%	7 3.6% 35.0%	1 2.9% 5.0%	20 22.5% 100.0%	4 6.3% 20.0%	3 4.1% 15.0%	2 5.0% 10.0%	2 5.1% 10.0%	1 6.7% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 8.6% 15.0%	0 0.0% 0.0%
Partagas Limited Reserve	2 0.4% 100.0%	1 0.5% 50.0%	1 2.9% 50.0%	2 2.2% 100.0%	0 0.0% 0.0%	1 1.4% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	46 9.5% 100.0%	6 3.1% 13.0%	1 2.9% 2.2%	7 7.9% 15.2%	27 42.9% 58.7%	6 8.1% 13.0%	16 40.0% 34.8%	14 35.9% 30.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 11.5% 6.5%
Hoyo de Monterrey	12 2.5% 100.0%	3 1.6% 25.0%	0 0.0% 0.0%	3 3.4% 25.0%	3 4.8% 25.0%	1 1.4% 8.3%	12 30.0% 100.0%	2 5.1% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Hoyo de Monterrey Excalibur	10 2.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 10.0%	0 0.0% 0.0%	1 1.4% 10.0%	1 2.5% 10.0%	10 25.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.8% 10.0%
Punch	23 4.8% 100.0%	3 1.6% 13.0%	1 2.9% 4.3%	3 3.4% 13.0%	23 36.5% 100.0%	4 5.4% 17.4%	2 5.0% 8.7%	2 5.1% 8.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 7.7% 8.7%
Punch Grand Cru	1 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.6% 100.0%	0 0.0% 0.0%	1 2.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - JR Tobacco Brands	14 2.9% 100.0%	5 2.6% 35.7%	2 5.9% 14.3%	2 2.2% 14.3%	2 3.2% 14.3%	1 1.4% 7.1%	0 0.0% 0.0%	2 5.1% 14.3%	0 0.0% 0.0%	1 16.7% 7.1%	1 100.0% 7.1%	2 5.7% 14.3%	1 3.8% 7.1%
El Rey Del Mundo	5 1.0% 100.0%	2 1.0% 40.0%	1 2.9% 20.0%	1 1.1% 20.0%	1 1.6% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.6% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
J.R. Ultimates	9 1.9% 100.0%	3 1.6% 33.3%	1 2.9% 11.1%	1 1.1% 11.1%	1 1.6% 11.1%	1 1.4% 11.1%	0 0.0% 0.0%	1 2.6% 11.1%	0 0.0% 0.0%	1 16.7% 11.1%	1 100.0% 11.1%	2 5.7% 22.2%	1 3.8% 11.1%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Premium (Q19F)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	482 100.0% 100.0%	193 100.0% 40.0%	34 100.0% 7.1%	89 100.0% 18.5%	63 100.0% 13.1%	74 100.0% 15.4%	40 100.0% 8.3%	39 100.0% 8.1%	15 100.0% 3.1%	6 100.0% 1.2%	1 100.0% 0.2%	35 100.0% 7.3%	26 100.0% 5.4%
Net - Tabacalera	10 2.1% 100.0%	2 1.0% 20.0%	2 5.9% 20.0%	1 1.1% 10.0%	1 1.6% 10.0%	1 1.4% 10.0%	1 2.5% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.8% 10.0%
Subnet - Premium	10 2.1% 100.0%	2 1.0% 20.0%	2 5.9% 20.0%	1 1.1% 10.0%	1 1.6% 10.0%	1 1.4% 10.0%	1 2.5% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.8% 10.0%
Romeo y Julieta	10 2.1% 100.0%	2 1.0% 20.0%	2 5.9% 20.0%	1 1.1% 10.0%	1 1.6% 10.0%	1 1.4% 10.0%	1 2.5% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.8% 10.0%
Net - Other	139 28.8% 100.0%	24 12.4% 17.3%	8 23.5% 5.8%	17 19.1% 12.2%	8 12.7% 5.8%	13 17.6% 9.4%	13 32.5% 9.4%	9 23.1% 6.5%	5 33.3% 3.6%	3 50.0% 2.2%	0 0.0% 0.0%	3 8.6% 2.2%	6 23.1% 4.3%
Subnet - Premium	139 28.8% 100.0%	24 12.4% 17.3%	8 23.5% 5.8%	17 19.1% 12.2%	8 12.7% 5.8%	13 17.6% 9.4%	13 32.5% 9.4%	9 23.1% 6.5%	5 33.3% 3.6%	3 50.0% 2.2%	0 0.0% 0.0%	3 8.6% 2.2%	6 23.1% 4.3%
Ashton	9 1.9% 100.0%	4 2.1% 44.4%	1 2.9% 11.1%	0 0.0% 0.0%	1 1.6% 11.1%	2 2.7% 22.2%	1 2.5% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.8% 11.1%
Bahia	2 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 50.0%	1 2.6% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Davidoff	12 2.5% 100.0%	2 1.0% 16.7%	1 2.9% 8.3%	0 0.0% 0.0%	1 1.6% 8.3%	1 1.4% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.8% 8.3%
Don Tomas	14 2.9% 100.0%	1 0.5% 7.1%	1 2.9% 7.1%	1 1.1% 7.1%	0 0.0% 0.0%	1 1.4% 7.1%	2 5.0% 14.3%	0 0.0% 0.0%	2 13.3% 14.3%	1 16.7% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.8% 7.1%
Dunhill	17 3.5% 100.0%	2 1.0% 11.8%	1 2.9% 5.9%	2 2.2% 11.8%	1 1.6% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 6.7% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.8% 5.9%
Fuente/Arturo Fuente	45 9.3% 100.0%	10 5.2% 22.2%	3 8.8% 6.7%	11 12.4% 24.4%	3 4.8% 6.7%	8 10.8% 17.8%	5 12.5% 11.1%	4 10.3% 8.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 2.2%	1 3.8% 2.2%
Thompson	40 8.3% 100.0%	5 2.6% 12.5%	1 2.9% 2.5%	2 2.2% 5.0%	2 3.2% 5.0%	1 1.4% 2.5%	4 10.0% 10.0%	4 10.3% 10.0%	2 13.3% 5.0%	2 33.3% 5.0%	0 0.0% 0.0%	2 5.7% 5.0%	1 3.8% 2.5%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Mass (Q19F)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	549 100.0% 100.0%	28 100.0% 5.1%	6 100.0% 1.1%	8 100.0% 1.5%	9 100.0% 1.6%	6 100.0% 1.1%	3 100.0% 0.5%	2 100.0% 0.4%	64 100.0% 11.7%	42 100.0% 7.7%	59 100.0% 10.7%	6 100.0% 1.1%	2 100.0% 0.4%
SuperNet - Mass	549 100.0% 100.0%	28 100.0% 5.1%	6 100.0% 1.1%	8 100.0% 1.5%	9 100.0% 1.6%	6 100.0% 1.1%	3 100.0% 0.5%	2 100.0% 0.4%	64 100.0% 11.7%	42 100.0% 7.7%	59 100.0% 10.7%	6 100.0% 1.1%	2 100.0% 0.4%
Net - Consolidated Cigar Co.	158 28.8% 100.0%	13 46.4% 8.2%	2 33.3% 1.3%	3 37.5% 1.9%	3 33.3% 1.9%	5 83.3% 3.2%	2 66.7% 1.3%	1 50.0% 0.6%	15 23.4% 9.5%	5 11.9% 3.2%	10 16.9% 6.3%	2 33.3% 1.3%	1 50.0% 0.6%
Subnet - Mass	158 28.8% 100.0%	13 46.4% 8.2%	2 33.3% 1.3%	3 37.5% 1.9%	3 33.3% 1.9%	5 83.3% 3.2%	2 66.7% 1.3%	1 50.0% 0.6%	15 23.4% 9.5%	5 11.9% 3.2%	10 16.9% 6.3%	2 33.3% 1.3%	1 50.0% 0.6%
Antonio y Cleopatra	44 8.0% 100.0%	6 21.4% 13.6%	2 33.3% 4.5%	0 0.0% 0.0%	1 11.1% 2.3%	1 16.7% 2.3%	1 33.3% 2.3%	0 0.0% 0.0%	9 14.1% 20.5%	1 2.4% 2.3%	1 1.7% 2.3%	2 33.3% 4.5%	0 0.0% 0.0%
Backwoods	39 7.1% 100.0%	6 21.4% 15.4%	0 0.0% 0.0%	2 25.0% 5.1%	0 0.0% 0.0%	3 50.0% 7.7%	1 33.3% 2.6%	1 50.0% 2.6%	2 3.1% 5.1%	1 2.4% 2.6%	1 1.7% 2.6%	0 0.0% 0.0%	1 50.0% 2.6%
Dutch Masters	45 8.2% 100.0%	1 3.6% 2.2%	0 0.0% 0.0%	1 12.5% 2.2%	1 11.1% 2.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 4.7% 6.7%	2 4.8% 4.4%	3 5.1% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%
El Producto	17 3.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 6.8% 23.5%	0 0.0% 0.0%	0 0.0% 0.0%
Muriel	13 2.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.6% 7.7%	1 2.4% 7.7%	1 1.7% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%
Net - General Cigar Holdings	97 17.7% 100.0%	7 25.0% 7.2%	1 16.7% 1.0%	1 12.5% 1.0%	3 33.3% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 1.0%	41 64.1% 42.3%	24 57.1% 24.7%	32 54.2% 33.0%	1 16.7% 1.0%	0 0.0% 0.0%
SubNet - General Cigar Co.	97 17.7% 100.0%	7 25.0% 7.2%	1 16.7% 1.0%	1 12.5% 1.0%	3 33.3% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 1.0%	41 64.1% 42.3%	24 57.1% 24.7%	32 54.2% 33.0%	1 16.7% 1.0%	0 0.0% 0.0%
Sub-Subnet - Mass	97 17.7% 100.0%	7 25.0% 7.2%	1 16.7% 1.0%	1 12.5% 1.0%	3 33.3% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 1.0%	41 64.1% 42.3%	24 57.1% 24.7%	32 54.2% 33.0%	1 16.7% 1.0%	0 0.0% 0.0%
Garcia y Vega/Whiffs	41 7.5% 100.0%	7 25.0% 17.1%	1 16.7% 2.4%	0 0.0% 0.0%	2 22.2% 4.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.4%	41 64.1% 100.0%	1 2.4% 2.4%	1 1.7% 2.4%	1 16.7% 2.4%	0 0.0% 0.0%
Tiparillo	23 4.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 12.5% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	23 54.8% 100.0%	3 5.1% 13.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Mass (Q19F)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	549 100.0% 100.0%	28 100.0% 5.1%	6 100.0% 1.1%	8 100.0% 1.5%	9 100.0% 1.6%	6 100.0% 1.1%	3 100.0% 0.5%	2 100.0% 0.4%	64 100.0% 11.7%	42 100.0% 7.7%	59 100.0% 10.7%	6 100.0% 1.1%	2 100.0% 0.4%
White Owl	28 5.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	28 47.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	5 0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Swisher International	200 36.4% 100.0%	6 21.4% 3.0%	2 33.3% 1.0%	3 37.5% 1.5%	3 33.3% 1.5%	1 16.7% 0.5%	1 33.3% 0.5%	0 0.0% 0.0%	4 6.3% 2.0%	8 19.0% 4.0%	11 18.6% 5.5%	1 16.7% 0.5%	0 0.0% 0.0%
Bering	8 1.5% 100.0%	1 3.6% 12.5%	1 16.7% 12.5%	1 12.5% 12.5%	2 22.2% 25.0%	0 0.0% 0.0%	1 33.3% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.4% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
King Edward	24 4.4% 100.0%	1 3.6% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.6% 4.2%	0 0.0% 0.0%	1 1.7% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%
La Prima Dora	3 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Swisher Sweets	165 30.1% 100.0%	4 14.3% 2.4%	1 16.7% 0.6%	2 25.0% 1.2%	1 11.1% 0.6%	1 16.7% 0.6%	0 0.0% 0.0%	0 0.0% 0.0%	3 4.7% 1.8%	8 19.0% 4.8%	8 13.6% 4.8%	1 16.7% 0.6%	0 0.0% 0.0%
Net - Tabacalera	82 14.9% 100.0%	2 7.1% 2.4%	1 16.7% 1.2%	1 12.5% 1.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 6.3% 4.9%	5 11.9% 6.1%	6 10.2% 7.3%	2 33.3% 2.4%	1 50.0% 1.2%
Subnet - Mass	82 14.9% 100.0%	2 7.1% 2.4%	1 16.7% 1.2%	1 12.5% 1.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 6.3% 4.9%	5 11.9% 6.1%	6 10.2% 7.3%	2 33.3% 2.4%	1 50.0% 1.2%
Black & Gold/Black & Mild	29 5.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 12.5% 3.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.8% 6.9%	1 1.7% 3.4%	0 0.0% 0.0%	0 0.0% 0.0%
Hav-a-Tampa/Jewels	29 5.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.4% 3.4%	1 1.7% 3.4%	1 16.7% 3.4%	0 0.0% 0.0%
Phillies	24 4.4% 100.0%	2 7.1% 8.3%	1 16.7% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 6.3% 16.7%	2 4.8% 8.3%	4 6.8% 16.7%	1 16.7% 4.2%	1 50.0% 4.2%
Net - Other	12 2.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19F Section II. Indicate what ONE brand you smoke most often.

Base: Total completes - Mass (Q19F)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	549 100.0% 100.0%	28 100.0% 5.1%	6 100.0% 1.1%	8 100.0% 1.5%	9 100.0% 1.6%	6 100.0% 1.1%	3 100.0% 0.5%	2 100.0% 0.4%	64 100.0% 11.7%	42 100.0% 7.7%	59 100.0% 10.7%	6 100.0% 1.1%	2 100.0% 0.4%
Subnet - Mass	12 2.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Middleton	12 2.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
SuperNet - Premium	376 25.1% 100.0%	149 54.6% 39.6%	27 50.9% 7.2%	70 55.6% 18.6%	55 58.5% 14.6%	58 58.0% 15.4%	37 61.7% 9.8%	30 50.8% 8.0%	8 8.5% 2.1%	2 3.6% 0.5%	1 1.2% 0.3%	29 59.2% 7.7%	22 64.7% 5.9%
SuperNet - Mass	688 46.0% 100.0%	72 26.4% 10.5%	17 32.1% 2.5%	35 27.8% 5.1%	24 25.5% 3.5%	20 20.0% 2.9%	13 21.7% 1.9%	17 28.8% 2.5%	70 74.5% 10.2%	46 83.6% 6.7%	61 73.5% 8.9%	9 18.4% 1.3%	6 17.6% 0.9%
Net - Consolidated Cigar Co.	268 17.9% 100.0%	41 15.0% 15.3%	10 18.9% 3.7%	22 17.5% 8.2%	21 22.3% 7.8%	16 16.0% 6.0%	17 28.3% 6.3%	12 20.3% 4.5%	17 18.1% 6.3%	11 20.0% 4.1%	12 14.5% 4.5%	9 18.4% 3.4%	5 14.7% 1.9%
Subnet - Premium	85 5.7% 100.0%	16 5.9% 18.8%	3 5.7% 3.5%	10 7.9% 11.8%	9 9.6% 10.6%	9 9.0% 10.6%	10 16.7% 11.8%	4 6.8% 4.7%	2 2.1% 2.4%	1 1.8% 1.2%	0 0.0% 0.0%	4 8.2% 4.7%	3 8.8% 3.5%
Don Diego	14 0.9% 100.0%	6 2.2% 42.9%	1 1.9% 7.1%	2 1.6% 14.3%	1 1.1% 7.1%	1 1.0% 7.1%	1 1.7% 7.1%	1 1.7% 7.1%	1 1.1% 7.1%	1 1.8% 7.1%	0 0.0% 0.0%	1 2.0% 7.1%	0 0.0% 0.0%
Montecristo	11 0.7% 100.0%	1 0.4% 9.1%	0 0.0% 0.0%	1 0.8% 9.1%	0 0.0% 0.0%	1 1.0% 9.1%	1 1.7% 9.1%	0 0.0% 0.0%	1 1.1% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 9.1%
Royal Jamaica	15 1.0% 100.0%	2 0.7% 13.3%	1 1.9% 6.7%	1 0.8% 6.7%	0 0.0% 0.0%	1 1.0% 6.7%	1 1.7% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Te-Amo	18 1.2% 100.0%	1 0.4% 5.6%	1 1.9% 5.6%	1 0.8% 5.6%	2 2.1% 11.1%	0 0.0% 0.0%	4 6.7% 22.2%	1 1.7% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 5.6%	0 0.0% 0.0%
Upmann/H. Upmann	27 1.8% 100.0%	6 2.2% 22.2%	0 0.0% 0.0%	5 4.0% 18.5%	6 6.4% 22.2%	6 6.0% 22.2%	3 5.0% 11.1%	2 3.4% 7.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.1% 7.4%	2 5.9% 7.4%
Subnet - Mass	183 12.2% 100.0%	25 9.2% 13.7%	7 13.2% 3.8%	12 9.5% 6.6%	12 12.8% 6.6%	7 7.0% 3.8%	7 11.7% 3.8%	8 13.6% 4.4%	15 16.0% 8.2%	10 18.2% 5.5%	12 14.5% 6.6%	5 10.2% 2.7%	2 5.9% 1.1%
Antonio y Cleopatra	51 3.4% 100.0%	11 4.0% 21.6%	5 9.4% 9.8%	5 4.0% 9.8%	6 6.4% 11.8%	1 1.0% 2.0%	2 3.3% 3.9%	5 8.5% 9.8%	9 9.6% 17.6%	1 1.8% 2.0%	0 0.0% 0.0%	5 10.2% 9.8%	1 2.9% 2.0%
Backwoods	25 1.7% 100.0%	4 1.5% 16.0%	0 0.0% 0.0%	1 0.8% 4.0%	0 0.0% 0.0%	2 2.0% 8.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 4.0%	1 1.2% 4.0%	0 0.0% 0.0%	1 2.9% 4.0%
Dutch Masters	69 4.6% 100.0%	7 2.6% 10.1%	1 1.9% 1.4%	4 3.2% 5.8%	5 5.3% 7.2%	3 3.0% 4.3%	3 5.0% 4.3%	2 3.4% 2.9%	5 5.3% 7.2%	6 10.9% 8.7%	6 7.2% 8.7%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
El Producto	27 1.8% 100.0%	1 0.4% 3.7%	1 1.9% 3.7%	2 1.6% 7.4%	1 1.1% 3.7%	1 1.0% 3.7%	2 3.3% 7.4%	1 1.7% 3.7%	1 1.1% 3.7%	2 3.6% 7.4%	4 4.8% 14.8%	0 0.0% 0.0%	0 0.0% 0.0%
Muriel	11 0.7% 100.0%	2 0.7% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%
Net - General Cigar Holdings	293 19.6% 100.0%	130 47.6% 44.4%	22 41.5% 7.5%	46 36.5% 15.7%	35 37.2% 11.9%	41 41.0% 14.0%	19 31.7% 6.5%	18 30.5% 6.1%	36 38.3% 12.3%	18 32.7% 6.1%	25 30.1% 8.5%	22 44.9% 7.5%	15 44.1% 5.1%
Subnet-General Cigar Holdings - Premium	181 12.1% 100.0%	116 42.5% 64.1%	19 35.8% 10.5%	42 33.3% 23.2%	32 34.0% 17.7%	38 38.0% 21.0%	18 30.0% 9.9%	16 27.1% 8.8%	4 4.3% 2.2%	0 0.0% 0.0%	1 1.2% 0.6%	22 44.9% 12.2%	13 38.2% 7.2%
SubNet - General Cigar Co.	264 17.6% 100.0%	126 46.2% 47.7%	21 39.6% 8.0%	43 34.1% 16.3%	22 23.4% 8.3%	39 39.0% 14.8%	12 20.0% 4.5%	7 11.9% 2.7%	36 38.3% 13.6%	18 32.7% 6.8%	25 30.1% 9.5%	22 44.9% 8.3%	13 38.2% 4.9%
Sub-Subnet - Premium	152 10.2% 100.0%	112 41.0% 73.7%	18 34.0% 11.8%	39 31.0% 25.7%	19 20.2% 12.5%	36 36.0% 23.7%	11 18.3% 7.2%	5 8.5% 3.3%	4 4.3% 2.6%	0 0.0% 0.0%	1 1.2% 0.7%	22 44.9% 14.5%	11 32.4% 7.2%
Cohiba	16 1.1% 100.0%	2 0.7% 12.5%	0 0.0% 0.0%	1 0.8% 6.3%	3 3.2% 18.8%	15 15.0% 93.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	6 17.6% 37.5%
Cifuentes	3 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 33.3%	0 0.0% 0.0%	1 1.0% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Macanudo	109 7.3% 100.0%	98 35.9% 89.9%	13 24.5% 11.9%	18 14.3% 16.5%	15 16.0% 13.8%	13 13.0% 11.9%	9 15.0% 8.3%	4 6.8% 3.7%	2 2.1% 1.8%	0 0.0% 0.0%	1 1.2% 0.9%	19 38.8% 17.4%	3 8.8% 2.8%
Macanudo Vintage	3 0.2% 100.0%	2 0.7% 66.7%	3 5.7% 100.0%	0 0.0% 0.0%	1 1.1% 33.3%	2 2.0% 66.7%	1 1.7% 33.3%	0 0.0% 0.0%	1 1.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 33.3%	2 5.9% 66.7%
Partagas	20 1.3% 100.0%	9 3.3% 45.0%	1 1.9% 5.0%	18 14.3% 90.0%	0 0.0% 0.0%	4 4.0% 20.0%	1 1.7% 5.0%	1 1.7% 5.0%	1 1.1% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.1% 10.0%	0 0.0% 0.0%
Partagas Limited Reserve	1 0.1% 100.0%	1 0.4% 100.0%	1 1.9% 100.0%	1 0.8% 100.0%	0 0.0% 0.0%	1 1.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Sub-Subnet - Mass	112 7.5% 100.0%	14 5.1% 12.5%	3 5.7% 2.7%	4 3.2% 3.6%	3 3.2% 2.7%	3 3.0% 2.7%	1 1.7% 0.9%	2 3.4% 1.8%	32 34.0% 28.6%	18 32.7% 16.1%	24 28.9% 21.4%	0 0.0% 0.0%	2 5.9% 1.8%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Garcia y Vega/Whiffs	39 2.6% 100.0%	10 3.7% 25.6%	1 1.9% 2.6%	4 3.2% 10.3%	2 2.1% 5.1%	1 1.0% 2.6%	0 0.0% 0.0%	1 1.7% 2.6%	29 30.9% 74.4%	1 1.8% 2.6%	1 1.2% 2.6%	0 0.0% 0.0%	0 0.0% 0.0%
Tiparillo	32 2.1% 100.0%	1 0.4% 3.1%	1 1.9% 3.1%	0 0.0% 0.0%	1 1.1% 3.1%	1 1.0% 3.1%	1 1.7% 3.1%	0 0.0% 0.0%	1 1.1% 3.1%	15 27.3% 46.9%	3 3.6% 9.4%	0 0.0% 0.0%	1 2.9% 3.1%
White Owl	37 2.5% 100.0%	3 1.1% 8.1%	1 1.9% 2.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 2.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 5.4%	2 3.6% 5.4%	20 24.1% 54.1%	0 0.0% 0.0%	1 2.9% 2.7%
William Penn	4 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	29 1.9% 100.0%	4 1.5% 13.8%	1 1.9% 3.4%	3 2.4% 10.3%	13 13.8% 44.8%	2 2.0% 6.9%	7 11.7% 24.1%	11 18.6% 37.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.9% 6.9%
Hoyo de Monterrey	5 0.3% 100.0%	1 0.4% 20.0%	0 0.0% 0.0%	1 0.8% 20.0%	1 1.1% 20.0%	0 0.0% 0.0%	2 3.3% 40.0%	1 1.7% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Hoyo de Monterrey Excalibur	9 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 11.1%	0 0.0% 0.0%	1 1.0% 11.1%	2 3.3% 22.2%	9 15.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 11.1%
Punch	14 0.9% 100.0%	3 1.1% 21.4%	1 1.9% 7.1%	1 0.8% 7.1%	11 11.7% 78.6%	1 1.0% 7.1%	2 3.3% 14.3%	1 1.7% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 7.1%
Punch Grand Cru	1 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 100.0%	0 0.0% 0.0%	1 1.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Swisher International	281 18.8% 100.0%	27 9.9% 9.6%	6 11.3% 2.1%	13 10.3% 4.6%	4 4.3% 1.4%	7 7.0% 2.5%	3 5.0% 1.1%	6 10.2% 2.1%	13 13.8% 4.6%	9 16.4% 3.2%	17 20.5% 6.0%	3 6.1% 1.1%	1 2.9% 0.4%
Bering	12 0.8% 100.0%	2 0.7% 16.7%	2 3.8% 16.7%	3 2.4% 25.0%	1 1.1% 8.3%	1 1.0% 8.3%	1 1.7% 8.3%	2 3.4% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
King Edward	43 2.9% 100.0%	2 0.7% 4.7%	0 0.0% 0.0%	1 0.8% 2.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 2.3%	1 1.1% 2.3%	1 1.8% 2.3%	6 7.2% 14.0%	0 0.0% 0.0%	0 0.0% 0.0%
La Prima Dora	2 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Swisher Sweets	224 15.0% 100.0%	23 8.4% 10.3%	4 7.5% 1.8%	9 7.1% 4.0%	3 3.2% 1.3%	6 6.0% 2.7%	2 3.3% 0.9%	3 5.1% 1.3%	12 12.8% 5.4%	8 14.5% 3.6%	11 13.3% 4.9%	3 6.1% 1.3%	1 2.9% 0.4%
Net - JR Tobacco Brands	2 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 50.0%	2 2.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
El Rey Del Mundo	1 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 100.0%	1 1.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
J.R. Ultimates	1 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Tabacalera	110 7.3% 100.0%	7 2.6% 6.4%	2 3.8% 1.8%	7 5.6% 6.4%	6 6.4% 5.5%	4 4.0% 3.6%	3 5.0% 2.7%	1 1.7% 0.9%	10 10.6% 9.1%	9 16.4% 8.2%	8 9.6% 7.3%	1 2.0% 0.9%	1 2.9% 0.9%
Subnet - Premium	7 0.5% 100.0%	1 0.4% 14.3%	1 1.9% 14.3%	1 0.8% 14.3%	1 1.1% 14.3%	1 1.0% 14.3%	1 1.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Romeo y Julieta	7 0.5% 100.0%	1 0.4% 14.3%	1 1.9% 14.3%	1 0.8% 14.3%	1 1.1% 14.3%	1 1.0% 14.3%	1 1.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Subnet - Mass	103 6.9% 100.0%	6 2.2% 5.8%	1 1.9% 1.0%	6 4.8% 5.8%	5 5.3% 4.9%	3 3.0% 2.9%	2 3.3% 1.9%	1 1.7% 1.0%	10 10.6% 9.7%	9 16.4% 8.7%	8 9.6% 7.8%	1 2.0% 1.0%	1 2.9% 1.0%
Black & Gold/Black & Mild	34 2.3% 100.0%	2 0.7% 5.9%	1 1.9% 2.9%	3 2.4% 8.8%	3 3.2% 8.8%	0 0.0% 0.0%	2 3.3% 5.9%	1 1.7% 2.9%	2 2.1% 5.9%	4 7.3% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 2.9%
Hav-a-Tampa/Jewels	45 3.0% 100.0%	2 0.7% 4.4%	0 0.0% 0.0%	2 1.6% 4.4%	1 1.1% 2.2%	2 2.0% 4.4%	0 0.0% 0.0%	0 0.0% 0.0%	5 5.3% 11.1%	3 5.5% 6.7%	3 3.6% 6.7%	1 2.0% 2.2%	0 0.0% 0.0%
Phillies	24 1.6% 100.0%	2 0.7% 8.3%	0 0.0% 0.0%	1 0.8% 4.2%	1 1.1% 4.2%	1 1.0% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.2% 12.5%	2 3.6% 8.3%	5 6.0% 20.8%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Other	243 16.2% 100.0%	34 12.5% 14.0%	8 15.1% 3.3%	23 18.3% 9.5%	17 18.1% 7.0%	16 16.0% 6.6%	12 20.0% 4.9%	13 22.0% 5.3%	8 8.5% 3.3%	3 5.5% 1.2%	2 2.4% 0.8%	8 16.3% 3.3%	10 29.4% 4.1%
Subnet - Premium	101 6.7% 100.0%	16 5.9% 15.8%	4 7.5% 4.0%	16 12.7% 15.8%	11 11.7% 10.9%	10 10.0% 9.9%	8 13.3% 7.9%	10 16.9% 9.9%	2 2.1% 2.0%	1 1.8% 1.0%	0 0.0% 0.0%	3 6.1% 3.0%	6 17.6% 5.9%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Ashton	6 0.4% 100.0%	1 0.4% 16.7%	0 0.0% 0.0%	2 1.6% 33.3%	1 1.1% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Bahia	1 0.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Davidoff	9 0.6% 100.0%	1 0.4% 11.1%	0 0.0% 0.0%	3 2.4% 33.3%	1 1.1% 11.1%	3 3.0% 33.3%	1 1.7% 11.1%	1 1.7% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.9% 22.2%
Don Tomas	14 0.9% 100.0%	1 0.4% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 7.1%	1 1.0% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 7.1%
Dunhill	12 0.8% 100.0%	2 0.7% 16.7%	1 1.9% 8.3%	0 0.0% 0.0%	1 1.1% 8.3%	1 1.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Fuente/Arturo Fuente	36 2.4% 100.0%	10 3.7% 27.8%	3 5.7% 8.3%	10 7.9% 27.8%	5 5.3% 13.9%	5 5.0% 13.9%	6 10.0% 16.7%	7 11.9% 19.4%	1 1.1% 2.8%	1 1.8% 2.8%	0 0.0% 0.0%	3 6.1% 8.3%	3 8.8% 8.3%
Thompson	23 1.5% 100.0%	1 0.4% 4.3%	0 0.0% 0.0%	1 0.8% 4.3%	2 2.1% 8.7%	0 0.0% 0.0%	1 1.7% 4.3%	1 1.7% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Subnet - Mass	9 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Middleton	9 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Other	133 8.9% 100.0%	18 6.6% 13.5%	4 7.5% 3.0%	7 5.6% 5.3%	6 6.4% 4.5%	6 6.0% 4.5%	4 6.7% 3.0%	3 5.1% 2.3%	6 6.4% 4.5%	2 3.6% 1.5%	2 2.4% 1.5%	5 10.2% 3.8%	4 11.8% 3.0%
No answer	300 20.0% 100.0%	34 12.5% 11.3%	5 9.4% 1.7%	14 11.1% 4.7%	9 9.6% 3.0%	16 16.0% 5.3%	6 10.0% 2.0%	9 15.3% 3.0%	10 10.6% 3.3%	5 9.1% 1.7%	19 22.9% 6.3%	6 12.2% 2.0%	2 5.9% 0.7%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Premium (Q19G)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	376 100.0% 100.0%	149 100.0% 39.6%	27 100.0% 7.2%	70 100.0% 18.6%	55 100.0% 14.6%	58 100.0% 15.4%	37 100.0% 9.8%	30 100.0% 8.0%	8 100.0% 2.1%	2 100.0% 0.5%	1 100.0% 0.3%	29 100.0% 7.7%	22 100.0% 5.9%
SuperNet - Premium	376 100.0% 100.0%	149 100.0% 39.6%	27 100.0% 7.2%	70 100.0% 18.6%	55 100.0% 14.6%	58 100.0% 15.4%	37 100.0% 9.8%	30 100.0% 8.0%	8 100.0% 2.1%	2 100.0% 0.5%	1 100.0% 0.3%	29 100.0% 7.7%	22 100.0% 5.9%
Net - Consolidated Cigar Co.	85 22.6% 100.0%	16 10.7% 18.8%	3 11.1% 3.5%	10 14.3% 11.8%	9 16.4% 10.6%	9 15.5% 10.6%	10 27.0% 11.8%	4 13.3% 4.7%	2 25.0% 2.4%	1 50.0% 1.2%	0 0.0% 0.0%	4 13.8% 4.7%	3 13.6% 3.5%
Subnet - Premium	85 22.6% 100.0%	16 10.7% 18.8%	3 11.1% 3.5%	10 14.3% 11.8%	9 16.4% 10.6%	9 15.5% 10.6%	10 27.0% 11.8%	4 13.3% 4.7%	2 25.0% 2.4%	1 50.0% 1.2%	0 0.0% 0.0%	4 13.8% 4.7%	3 13.6% 3.5%
Don Diego	14 3.7% 100.0%	6 4.0% 42.9%	1 3.7% 7.1%	2 2.9% 14.3%	1 1.8% 7.1%	1 1.7% 7.1%	1 2.7% 7.1%	1 3.3% 7.1%	1 12.5% 7.1%	1 50.0% 7.1%	0 0.0% 0.0%	1 3.4% 7.1%	0 0.0% 0.0%
Montecristo	11 2.9% 100.0%	1 0.7% 9.1%	0 0.0% 0.0%	1 1.4% 9.1%	0 0.0% 0.0%	1 1.7% 9.1%	1 2.7% 9.1%	0 0.0% 0.0%	1 12.5% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 9.1%
Royal Jamaica	15 4.0% 100.0%	2 1.3% 13.3%	1 3.7% 6.7%	1 1.4% 6.7%	0 0.0% 0.0%	1 1.7% 6.7%	1 2.7% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Te-Amo	18 4.8% 100.0%	1 0.7% 5.6%	1 3.7% 5.6%	1 1.4% 5.6%	2 3.6% 11.1%	0 0.0% 0.0%	4 10.8% 22.2%	1 3.3% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.4% 5.6%	0 0.0% 0.0%
Upmann/H. Upmann	27 7.2% 100.0%	6 4.0% 22.2%	0 0.0% 0.0%	5 7.1% 18.5%	6 10.9% 22.2%	6 10.3% 22.2%	3 8.1% 11.1%	2 6.7% 7.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 6.9% 7.4%	2 9.1% 7.4%
Net - General Cigar Holdings	181 48.1% 100.0%	116 77.9% 64.1%	19 70.4% 10.5%	42 60.0% 23.2%	32 58.2% 17.7%	38 65.5% 21.0%	18 48.6% 9.9%	16 53.3% 8.8%	4 50.0% 2.2%	0 0.0% 0.0%	1 100.0% 0.6%	22 75.9% 12.2%	13 59.1% 7.2%
Subnet-General Cigar Holdings - Premium	181 48.1% 100.0%	116 77.9% 64.1%	19 70.4% 10.5%	42 60.0% 23.2%	32 58.2% 17.7%	38 65.5% 21.0%	18 48.6% 9.9%	16 53.3% 8.8%	4 50.0% 2.2%	0 0.0% 0.0%	1 100.0% 0.6%	22 75.9% 12.2%	13 59.1% 7.2%
SubNet - General Cigar Co.	152 40.4% 100.0%	112 75.2% 73.7%	18 66.7% 11.8%	39 55.7% 25.7%	19 34.5% 12.5%	36 62.1% 23.7%	11 29.7% 7.2%	5 16.7% 3.3%	4 50.0% 2.6%	0 0.0% 0.0%	1 100.0% 0.7%	22 75.9% 14.5%	11 50.0% 7.2%
Sub-Subnet - Premium	152 40.4% 100.0%	112 75.2% 73.7%	18 66.7% 11.8%	39 55.7% 25.7%	19 34.5% 12.5%	36 62.1% 23.7%	11 29.7% 7.2%	5 16.7% 3.3%	4 50.0% 2.6%	0 0.0% 0.0%	1 100.0% 0.7%	22 75.9% 14.5%	11 50.0% 7.2%
Cohiba	16 4.3% 100.0%	2 1.3% 12.5%	0 0.0% 0.0%	1 1.4% 6.3%	3 5.5% 18.8%	15 25.9% 93.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	6 27.3% 37.5%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Premium (Q19G)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	376 100.0% 100.0%	149 100.0% 39.6%	27 100.0% 7.2%	70 100.0% 18.6%	55 100.0% 14.6%	58 100.0% 15.4%	37 100.0% 9.8%	30 100.0% 8.0%	8 100.0% 2.1%	2 100.0% 0.5%	1 100.0% 0.3%	29 100.0% 7.7%	22 100.0% 5.9%
Cifuentes	3 0.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 33.3%	0 0.0% 0.0%	1 1.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Macanudo	109 29.0% 100.0%	98 65.8% 89.9%	13 48.1% 11.9%	18 25.7% 16.5%	15 27.3% 13.8%	13 22.4% 11.9%	9 24.3% 8.3%	4 13.3% 3.7%	2 25.0% 1.8%	0 0.0% 0.0%	1 100.0% 0.9%	19 65.5% 17.4%	3 13.6% 2.8%
Macanudo Vintage	3 0.8% 100.0%	2 1.3% 66.7%	3 11.1% 100.0%	0 0.0% 0.0%	1 1.8% 33.3%	2 3.4% 66.7%	1 2.7% 33.3%	0 0.0% 0.0%	1 12.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.4% 33.3%	2 9.1% 66.7%
Partagas	20 5.3% 100.0%	9 6.0% 45.0%	1 3.7% 5.0%	18 25.7% 90.0%	0 0.0% 0.0%	4 6.9% 20.0%	1 2.7% 5.0%	1 3.3% 5.0%	1 12.5% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 6.9% 10.0%	0 0.0% 0.0%
Partagas Limited Reserve	1 0.3% 100.0%	1 0.7% 100.0%	1 3.7% 100.0%	1 1.4% 100.0%	0 0.0% 0.0%	1 1.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	29 7.7% 100.0%	4 2.7% 13.8%	1 3.7% 3.4%	3 4.3% 10.3%	13 23.6% 44.8%	2 3.4% 6.9%	7 18.9% 24.1%	11 36.7% 37.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 9.1% 6.9%
Hoyo de Monterrey	5 1.3% 100.0%	1 0.7% 20.0%	0 0.0% 0.0%	1 1.4% 20.0%	1 1.8% 20.0%	0 0.0% 0.0%	2 5.4% 40.0%	1 3.3% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Hoyo de Monterrey Excalibur	9 2.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 11.1%	0 0.0% 0.0%	1 1.7% 11.1%	2 5.4% 22.2%	9 30.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 11.1%
Punch	14 3.7% 100.0%	3 2.0% 21.4%	1 3.7% 7.1%	1 1.4% 7.1%	11 20.0% 78.6%	1 1.7% 7.1%	2 5.4% 14.3%	1 3.3% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 7.1%
Punch Grand Cru	1 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 100.0%	0 0.0% 0.0%	1 2.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - JR Tobacco Brands	2 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 50.0%	2 3.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
El Rey Del Mundo	1 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 100.0%	1 1.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
J.R. Ultimates	1 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Premium (Q19G)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	376 100.0% 100.0%	149 100.0% 39.6%	27 100.0% 7.2%	70 100.0% 18.6%	55 100.0% 14.6%	58 100.0% 15.4%	37 100.0% 9.8%	30 100.0% 8.0%	8 100.0% 2.1%	2 100.0% 0.5%	1 100.0% 0.3%	29 100.0% 7.7%	22 100.0% 5.9%
Net - Tabacalera	7 1.9% 100.0%	1 0.7% 14.3%	1 3.7% 14.3%	1 1.4% 14.3%	1 1.8% 14.3%	1 1.7% 14.3%	1 2.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Subnet - Premium	7 1.9% 100.0%	1 0.7% 14.3%	1 3.7% 14.3%	1 1.4% 14.3%	1 1.8% 14.3%	1 1.7% 14.3%	1 2.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Romeo y Julieta	7 1.9% 100.0%	1 0.7% 14.3%	1 3.7% 14.3%	1 1.4% 14.3%	1 1.8% 14.3%	1 1.7% 14.3%	1 2.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Other	101 26.9% 100.0%	16 10.7% 15.8%	4 14.8% 4.0%	16 22.9% 15.8%	11 20.0% 10.9%	10 17.2% 9.9%	8 21.6% 7.9%	10 33.3% 9.9%	2 25.0% 2.0%	1 50.0% 1.0%	0 0.0% 0.0%	3 10.3% 3.0%	6 27.3% 5.9%
Subnet - Premium	101 26.9% 100.0%	16 10.7% 15.8%	4 14.8% 4.0%	16 22.9% 15.8%	11 20.0% 10.9%	10 17.2% 9.9%	8 21.6% 7.9%	10 33.3% 9.9%	2 25.0% 2.0%	1 50.0% 1.0%	0 0.0% 0.0%	3 10.3% 3.0%	6 27.3% 5.9%
Ashton	6 1.6% 100.0%	1 0.7% 16.7%	0 0.0% 0.0%	2 2.9% 33.3%	1 1.8% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.3% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Bahia	1 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Davidoff	9 2.4% 100.0%	1 0.7% 11.1%	0 0.0% 0.0%	3 4.3% 33.3%	1 1.8% 11.1%	3 5.2% 33.3%	1 2.7% 11.1%	1 3.3% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 9.1% 22.2%
Don Tomas	14 3.7% 100.0%	1 0.7% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 7.1%	1 1.7% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 12.5% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.5% 7.1%
Dunhill	12 3.2% 100.0%	2 1.3% 16.7%	1 3.7% 8.3%	0 0.0% 0.0%	1 1.8% 8.3%	1 1.7% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Fuente/Arturo Fuente	36 9.6% 100.0%	10 6.7% 27.8%	3 11.1% 8.3%	10 14.3% 27.8%	5 9.1% 13.9%	5 8.6% 13.9%	6 16.2% 16.7%	7 23.3% 19.4%	1 12.5% 2.8%	1 50.0% 2.8%	0 0.0% 0.0%	3 10.3% 8.3%	3 13.6% 8.3%
Thompson	23 6.1% 100.0%	1 0.7% 4.3%	0 0.0% 0.0%	1 1.4% 4.3%	2 3.6% 8.7%	0 0.0% 0.0%	1 2.7% 4.3%	1 3.3% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Mass (Q19G)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	688 100.0% 100.0%	72 100.0% 10.5%	17 100.0% 2.5%	35 100.0% 5.1%	24 100.0% 3.5%	20 100.0% 2.9%	13 100.0% 1.9%	17 100.0% 2.5%	70 100.0% 10.2%	46 100.0% 6.7%	61 100.0% 8.9%	9 100.0% 1.3%	6 100.0% 0.9%
SuperNet - Mass	688 100.0% 100.0%	72 100.0% 10.5%	17 100.0% 2.5%	35 100.0% 5.1%	24 100.0% 3.5%	20 100.0% 2.9%	13 100.0% 1.9%	17 100.0% 2.5%	70 100.0% 10.2%	46 100.0% 6.7%	61 100.0% 8.9%	9 100.0% 1.3%	6 100.0% 0.9%
Net - Consolidated Cigar Co.	183 26.6% 100.0%	25 34.7% 13.7%	7 41.2% 3.8%	12 34.3% 6.6%	12 50.0% 6.6%	7 35.0% 3.8%	7 53.8% 3.8%	8 47.1% 4.4%	15 21.4% 8.2%	10 21.7% 5.5%	12 19.7% 6.6%	5 55.6% 2.7%	2 33.3% 1.1%
Subnet - Mass	183 26.6% 100.0%	25 34.7% 13.7%	7 41.2% 3.8%	12 34.3% 6.6%	12 50.0% 6.6%	7 35.0% 3.8%	7 53.8% 3.8%	8 47.1% 4.4%	15 21.4% 8.2%	10 21.7% 5.5%	12 19.7% 6.6%	5 55.6% 2.7%	2 33.3% 1.1%
Antonio y Cleopatra	51 7.4% 100.0%	11 15.3% 21.6%	5 29.4% 9.8%	5 14.3% 9.8%	6 25.0% 11.8%	1 5.0% 2.0%	2 15.4% 3.9%	5 29.4% 9.8%	9 12.9% 17.6%	1 2.2% 2.0%	0 0.0% 0.0%	5 55.6% 9.8%	1 16.7% 2.0%
Backwoods	25 3.6% 100.0%	4 5.6% 16.0%	0 0.0% 0.0%	1 2.9% 4.0%	0 0.0% 0.0%	2 10.0% 8.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.2% 4.0%	1 1.6% 4.0%	0 0.0% 0.0%	1 16.7% 4.0%
Dutch Masters	69 10.0% 100.0%	7 9.7% 10.1%	1 5.9% 1.4%	4 11.4% 5.8%	5 20.8% 7.2%	3 15.0% 4.3%	3 23.1% 4.3%	2 11.8% 2.9%	5 7.1% 7.2%	6 13.0% 8.7%	6 9.8% 8.7%	0 0.0% 0.0%	0 0.0% 0.0%
El Producto	27 3.9% 100.0%	1 1.4% 3.7%	1 5.9% 3.7%	2 5.7% 7.4%	1 4.2% 3.7%	1 5.0% 3.7%	2 15.4% 7.4%	1 5.9% 3.7%	1 1.4% 3.7%	2 4.3% 7.4%	4 6.6% 14.8%	0 0.0% 0.0%	0 0.0% 0.0%
Muriel	11 1.6% 100.0%	2 2.8% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.6% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%
Net - General Cigar Holdings	112 16.3% 100.0%	14 19.4% 12.5%	3 17.6% 2.7%	4 11.4% 3.6%	3 12.5% 2.7%	3 15.0% 2.7%	1 7.7% 0.9%	2 11.8% 1.8%	32 45.7% 28.6%	18 39.1% 16.1%	24 39.3% 21.4%	0 0.0% 0.0%	2 33.3% 1.8%
SubNet - General Cigar Co.	112 16.3% 100.0%	14 19.4% 12.5%	3 17.6% 2.7%	4 11.4% 3.6%	3 12.5% 2.7%	3 15.0% 2.7%	1 7.7% 0.9%	2 11.8% 1.8%	32 45.7% 28.6%	18 39.1% 16.1%	24 39.3% 21.4%	0 0.0% 0.0%	2 33.3% 1.8%
Sub-Subnet - Mass	112 16.3% 100.0%	14 19.4% 12.5%	3 17.6% 2.7%	4 11.4% 3.6%	3 12.5% 2.7%	3 15.0% 2.7%	1 7.7% 0.9%	2 11.8% 1.8%	32 45.7% 28.6%	18 39.1% 16.1%	24 39.3% 21.4%	0 0.0% 0.0%	2 33.3% 1.8%
Garcia y Vega/Whiffs	39 5.7% 100.0%	10 13.9% 25.6%	1 5.9% 2.6%	4 11.4% 10.3%	2 8.3% 5.1%	1 5.0% 2.6%	0 0.0% 0.0%	1 5.9% 2.6%	29 41.4% 74.4%	1 2.2% 2.6%	1 1.6% 2.6%	0 0.0% 0.0%	0 0.0% 0.0%
Tiparillo	32 4.7% 100.0%	1 1.4% 3.1%	1 5.9% 3.1%	0 0.0% 0.0%	1 4.2% 3.1%	1 5.0% 3.1%	1 7.7% 3.1%	0 0.0% 0.0%	1 1.4% 3.1%	15 32.6% 46.9%	3 4.9% 9.4%	0 0.0% 0.0%	1 16.7% 3.1%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Mass (Q19G)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	688 100.0% 100.0%	72 100.0% 10.5%	17 100.0% 2.5%	35 100.0% 5.1%	24 100.0% 3.5%	20 100.0% 2.9%	13 100.0% 1.9%	17 100.0% 2.5%	70 100.0% 10.2%	46 100.0% 6.7%	61 100.0% 8.9%	9 100.0% 1.3%	6 100.0% 0.9%
White Owl	37 5.4% 100.0%	3 4.2% 8.1%	1 5.9% 2.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.0% 2.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.9% 5.4%	2 4.3% 5.4%	20 32.8% 54.1%	0 0.0% 0.0%	1 16.7% 2.7%
William Penn	4 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.9% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Swisher International	281 40.8% 100.0%	27 37.5% 9.6%	6 35.3% 2.1%	13 37.1% 4.6%	4 16.7% 1.4%	7 35.0% 2.5%	3 23.1% 1.1%	6 35.3% 2.1%	13 18.6% 4.6%	9 19.6% 3.2%	17 27.9% 6.0%	3 33.3% 1.1%	1 16.7% 0.4%
Bering	12 1.7% 100.0%	2 2.8% 16.7%	2 11.8% 16.7%	3 8.6% 25.0%	1 4.2% 8.3%	1 5.0% 8.3%	1 7.7% 8.3%	2 11.8% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
King Edward	43 6.3% 100.0%	2 2.8% 4.7%	0 0.0% 0.0%	1 2.9% 2.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.9% 2.3%	1 1.4% 2.3%	1 2.2% 2.3%	6 9.8% 14.0%	0 0.0% 0.0%	0 0.0% 0.0%
La Prima Dora	2 0.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Swisher Sweets	224 32.6% 100.0%	23 31.9% 10.3%	4 23.5% 1.8%	9 25.7% 4.0%	3 12.5% 1.3%	6 30.0% 2.7%	2 15.4% 0.9%	3 17.6% 1.3%	12 17.1% 5.4%	8 17.4% 3.6%	11 18.0% 4.9%	3 33.3% 1.3%	1 16.7% 0.4%
Net - Tabacalera	103 15.0% 100.0%	6 8.3% 5.8%	1 5.9% 1.0%	6 17.1% 5.8%	5 20.8% 4.9%	3 15.0% 2.9%	2 15.4% 1.9%	1 5.9% 1.0%	10 14.3% 9.7%	9 19.6% 8.7%	8 13.1% 7.8%	1 11.1% 1.0%	1 16.7% 1.0%
Subnet - Mass	103 15.0% 100.0%	6 8.3% 5.8%	1 5.9% 1.0%	6 17.1% 5.8%	5 20.8% 4.9%	3 15.0% 2.9%	2 15.4% 1.9%	1 5.9% 1.0%	10 14.3% 9.7%	9 19.6% 8.7%	8 13.1% 7.8%	1 11.1% 1.0%	1 16.7% 1.0%
Black & Gold/Black & Mild	34 4.9% 100.0%	2 2.8% 5.9%	1 5.9% 2.9%	3 8.6% 8.8%	3 12.5% 8.8%	0 0.0% 0.0%	2 15.4% 5.9%	1 5.9% 2.9%	2 2.9% 5.9%	4 8.7% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 2.9%
Hav-a-Tampa/Jewels	45 6.5% 100.0%	2 2.8% 4.4%	0 0.0% 0.0%	2 5.7% 4.4%	1 4.2% 2.2%	2 10.0% 4.4%	0 0.0% 0.0%	0 0.0% 0.0%	5 7.1% 11.1%	3 6.5% 6.7%	3 4.9% 6.7%	1 11.1% 2.2%	0 0.0% 0.0%
Phillies	24 3.5% 100.0%	2 2.8% 8.3%	0 0.0% 0.0%	1 2.9% 4.2%	1 4.2% 4.2%	1 5.0% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	3 4.3% 12.5%	2 4.3% 8.3%	5 8.2% 20.8%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Other	9 1.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly.

Base: Total completes - Mass (Q19G)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	688 100.0% 100.0%	72 100.0% 10.5%	17 100.0% 2.5%	35 100.0% 5.1%	24 100.0% 3.5%	20 100.0% 2.9%	13 100.0% 1.9%	17 100.0% 2.5%	70 100.0% 10.2%	46 100.0% 6.7%	61 100.0% 8.9%	9 100.0% 1.3%	6 100.0% 0.9%
Subnet - Mass	9 1.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Middleton	9 1.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q20 Section II. When you purchase the brands of cigars you smoke most often, do you purchase them . . . ?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
No answer	49	4	2	1	4	1	3	4	5	1	8	0	0
	3.3%	1.5%	3.8%	0.8%	4.3%	1.0%	5.0%	6.8%	5.3%	1.8%	9.6%	0.0%	0.0%
	100.0%	8.2%	4.1%	2.0%	8.2%	2.0%	6.1%	8.2%	10.2%	2.0%	16.3%	0.0%	0.0%
Total answering	1448	269	51	125	90	99	57	55	89	54	75	49	34
	96.7%	98.5%	96.2%	99.2%	95.7%	99.0%	95.0%	93.2%	94.7%	98.2%	90.4%	100.0%	100.0%
	100.0%	18.6%	3.5%	8.6%	6.2%	6.8%	3.9%	3.8%	6.1%	3.7%	5.2%	3.4%	2.3%
Brand Smoked Most Often													
Individually	573	169	27	73	49	58	34	26	18	10	10	14	7
	39.6%	62.8%	52.9%	58.4%	54.4%	58.6%	59.6%	47.3%	20.2%	18.5%	13.3%	28.6%	20.6%
	100.0%	29.5%	4.7%	12.7%	8.6%	10.1%	5.9%	4.5%	3.1%	1.7%	1.7%	2.4%	1.2%
By the pack	445	33	4	6	6	9	3	5	50	28	42	8	5
	30.7%	12.3%	7.8%	4.8%	6.7%	9.1%	5.3%	9.1%	56.2%	51.9%	56.0%	16.3%	14.7%
	100.0%	7.4%	0.9%	1.3%	1.3%	2.0%	0.7%	1.1%	11.2%	6.3%	9.4%	1.8%	1.1%
By the box	359	56	19	40	30	26	15	21	21	15	21	25	20
	24.8%	20.8%	37.3%	32.0%	33.3%	26.3%	26.3%	38.2%	23.6%	27.8%	28.0%	51.0%	58.8%
	100.0%	15.6%	5.3%	11.1%	8.4%	7.2%	4.2%	5.8%	5.8%	4.2%	5.8%	7.0%	5.6%
By the bundle	71	11	1	6	5	6	5	3	0	1	2	2	2
	4.9%	4.1%	2.0%	4.8%	5.6%	6.1%	8.8%	5.5%	0.0%	1.9%	2.7%	4.1%	5.9%
	100.0%	15.5%	1.4%	8.5%	7.0%	8.5%	7.0%	4.2%	0.0%	1.4%	2.8%	2.8%	2.8%

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Cigar Segmentation

Q20 Section II. When you purchase the brands of cigars you smoke most often, do you purchase them . . . ?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	331 22.1% 100.0%	23 8.4% 6.9%	3 5.7% 0.9%	7 5.6% 2.1%	8 8.5% 2.4%	10 10.0% 3.0%	4 6.7% 1.2%	9 15.3% 2.7%	10 10.6% 3.0%	11 20.0% 3.3%	15 18.1% 4.5%	1 2.0% 0.3%	3 8.8% 0.9%
Total answering	1166 77.9% 100.0%	250 91.6% 21.4%	50 94.3% 4.3%	119 94.4% 10.2%	86 91.5% 7.4%	90 90.0% 7.7%	56 93.3% 4.8%	50 84.7% 4.3%	84 89.4% 7.2%	44 80.0% 3.8%	68 81.9% 5.8%	48 98.0% 4.1%	31 91.2% 2.7%
Brand Smoked 2nd Most Often													
Individually	634 54.4% 100.0%	185 74.0% 29.2%	33 66.0% 5.2%	81 68.1% 12.8%	60 69.8% 9.5%	67 74.4% 10.6%	36 64.3% 5.7%	31 62.0% 4.9%	28 33.3% 4.4%	17 38.6% 2.7%	16 23.5% 2.5%	26 54.2% 4.1%	20 64.5% 3.2%
By the pack	332 28.5% 100.0%	31 12.4% 9.3%	9 18.0% 2.7%	7 5.9% 2.1%	6 7.0% 1.8%	4 4.4% 1.2%	3 5.4% 0.9%	2 4.0% 0.6%	44 52.4% 13.3%	17 38.6% 5.1%	40 58.8% 12.0%	10 20.8% 3.0%	1 3.2% 0.3%
By the box	160 13.7% 100.0%	26 10.4% 16.3%	6 12.0% 3.8%	27 22.7% 16.9%	17 19.8% 10.6%	14 15.6% 8.8%	11 19.6% 6.9%	13 26.0% 8.1%	10 11.9% 6.3%	8 18.2% 5.0%	8 11.8% 5.0%	10 20.8% 6.3%	8 25.8% 5.0%
By the bundle	40 3.4% 100.0%	8 3.2% 20.0%	2 4.0% 5.0%	4 3.4% 10.0%	3 3.5% 7.5%	5 5.6% 12.5%	6 10.7% 15.0%	4 8.0% 10.0%	2 2.4% 5.0%	2 4.5% 5.0%	4 5.9% 10.0%	2 4.2% 5.0%	2 6.5% 5.0%

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Cigar Segmentation

Q20 Section II. When you purchase the brands of cigars you smoke most often, do you purchase them . . . ?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
No answer	447	38	4	11	10	14	5	11	23	16	21	5	5
	29.9%	13.9%	7.5%	8.7%	10.6%	14.0%	8.3%	18.6%	24.5%	29.1%	25.3%	10.2%	14.7%
	100.0%	8.5%	0.9%	2.5%	2.2%	3.1%	1.1%	2.5%	5.1%	3.6%	4.7%	1.1%	1.1%
Total answering	1050	235	49	115	84	86	55	48	71	39	62	44	29
	70.1%	86.1%	92.5%	91.3%	89.4%	86.0%	91.7%	81.4%	75.5%	70.9%	74.7%	89.8%	85.3%
	100.0%	22.4%	4.7%	11.0%	8.0%	8.2%	5.2%	4.6%	6.8%	3.7%	5.9%	4.2%	2.8%
Brand Smoked 3rd Most Often													
Individually	673	191	41	81	55	71	33	32	38	21	19	32	21
	64.1%	81.3%	83.7%	70.4%	65.5%	82.6%	60.0%	66.7%	53.5%	53.8%	30.6%	72.7%	72.4%
	100.0%	28.4%	6.1%	12.0%	8.2%	10.5%	4.9%	4.8%	5.6%	3.1%	2.8%	4.8%	3.1%
By the pack	228	17	1	7	8	3	5	2	29	11	37	2	1
	21.7%	7.2%	2.0%	6.1%	9.5%	3.5%	9.1%	4.2%	40.8%	28.2%	59.7%	4.5%	3.4%
	100.0%	7.5%	0.4%	3.1%	3.5%	1.3%	2.2%	0.9%	12.7%	4.8%	16.2%	0.9%	0.4%
By the box	107	18	4	17	16	8	11	10	2	4	4	7	3
	10.2%	7.7%	8.2%	14.8%	19.0%	9.3%	20.0%	20.8%	2.8%	10.3%	6.5%	15.9%	10.3%
	100.0%	16.8%	3.7%	15.9%	15.0%	7.5%	10.3%	9.3%	1.9%	3.7%	3.7%	6.5%	2.8%
By the bundle	42	9	3	10	5	4	6	4	2	3	2	3	4
	4.0%	3.8%	6.1%	8.7%	6.0%	4.7%	10.9%	8.3%	2.8%	7.7%	3.2%	6.8%	13.8%
	100.0%	21.4%	7.1%	23.8%	11.9%	9.5%	14.3%	9.5%	4.8%	7.1%	4.8%	7.1%	9.5%

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Cigar Segmentation

Q21 Section II. Please rate your level of knowledge on cigars using the ten-point scale shown below.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	30 2.0% 100.0%	2 0.7% 6.7%	0 0.0% 0.0%	1 0.8% 3.3%	2 2.1% 6.7%	1 1.0% 3.3%	1 1.7% 3.3%	1 1.7% 3.3%	4 4.3% 13.3%	0 0.0% 0.0%	2 2.4% 6.7%	0 0.0% 0.0%	1 2.9% 3.3%
Total answering	1467 98.0% 100.0%	271 99.3% 18.5%	53 100.0% 3.6%	125 99.2% 8.5%	92 97.9% 6.3%	99 99.0% 6.7%	59 98.3% 4.0%	58 98.3% 4.0%	90 95.7% 6.1%	55 100.0% 3.7%	81 97.6% 5.5%	49 100.0% 3.3%	33 97.1% 2.2%
Net - Bottom 3	511 34.8% 100.0%	54 19.9% 10.6%	6 11.3% 1.2%	12 9.6% 2.3%	7 7.6% 1.4%	22 22.2% 4.3%	4 6.8% 0.8%	2 3.4% 0.4%	29 32.2% 5.7%	23 41.8% 4.5%	27 33.3% 5.3%	3 6.1% 0.6%	4 12.1% 0.8%
Not very knowledgeable (1)	128 8.7% 100.0%	5 1.8% 3.9%	0 0.0% 0.0%	2 1.6% 1.6%	0 0.0% 0.0%	3 3.0% 2.3%	1 1.7% 0.8%	1 1.7% 0.8%	4 4.4% 3.1%	8 14.5% 6.3%	4 4.9% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%
(2)	169 11.5% 100.0%	9 3.3% 5.3%	0 0.0% 0.0%	5 4.0% 3.0%	3 3.3% 1.8%	5 5.1% 3.0%	1 1.7% 0.6%	0 0.0% 0.0%	10 11.1% 5.9%	8 14.5% 4.7%	11 13.6% 6.5%	0 0.0% 0.0%	0 0.0% 0.0%
(3)	214 14.6% 100.0%	40 14.8% 18.7%	6 11.3% 2.8%	5 4.0% 2.3%	4 4.3% 1.9%	14 14.1% 6.5%	2 3.4% 0.9%	1 1.7% 0.5%	15 16.7% 7.0%	7 12.7% 3.3%	12 14.8% 5.6%	3 6.1% 1.4%	4 12.1% 1.9%
Net - Middle 4	770 52.5% 100.0%	172 63.5% 22.3%	31 58.5% 4.0%	66 52.8% 8.6%	57 62.0% 7.4%	56 56.6% 7.3%	31 52.5% 4.0%	31 53.4% 4.0%	51 56.7% 6.6%	28 50.9% 3.6%	43 53.1% 5.6%	31 63.3% 4.0%	19 57.6% 2.5%
(4)	177 12.1% 100.0%	40 14.8% 22.6%	8 15.1% 4.5%	12 9.6% 6.8%	11 12.0% 6.2%	9 9.1% 5.1%	5 8.5% 2.8%	5 8.6% 2.8%	12 13.3% 6.8%	6 10.9% 3.4%	14 17.3% 7.9%	7 14.3% 4.0%	3 9.1% 1.7%
(5)	233 15.9% 100.0%	36 13.3% 15.5%	5 9.4% 2.1%	13 10.4% 5.6%	11 12.0% 4.7%	11 11.1% 4.7%	4 6.8% 1.7%	5 8.6% 2.1%	12 13.3% 5.2%	7 12.7% 3.0%	16 19.8% 6.9%	8 16.3% 3.4%	7 21.2% 3.0%
(6)	181 12.3% 100.0%	42 15.5% 23.2%	4 7.5% 2.2%	18 14.4% 9.9%	18 19.6% 9.9%	17 17.2% 9.4%	6 10.2% 3.3%	11 19.0% 6.1%	16 17.8% 8.8%	10 18.2% 5.5%	6 7.4% 3.3%	6 12.2% 3.3%	6 18.2% 3.3%
(7)	179 12.2% 100.0%	54 19.9% 30.2%	14 26.4% 7.8%	23 18.4% 12.8%	17 18.5% 9.5%	19 19.2% 10.6%	16 27.1% 8.9%	10 17.2% 5.6%	11 12.2% 6.1%	5 9.1% 2.8%	7 8.6% 3.9%	10 20.4% 5.6%	3 9.1% 1.7%
Net - Top 3	186 12.7% 100.0%	45 16.6% 24.2%	16 30.2% 8.6%	47 37.6% 25.3%	28 30.4% 15.1%	21 21.2% 11.3%	24 40.7% 12.9%	25 43.1% 13.4%	10 11.1% 5.4%	4 7.3% 2.2%	11 13.6% 5.9%	15 30.6% 8.1%	10 30.3% 5.4%
(8)	127 8.7% 100.0%	34 12.5% 26.8%	12 22.6% 9.4%	33 26.4% 26.0%	17 18.5% 13.4%	13 13.1% 10.2%	14 23.7% 11.0%	14 24.1% 11.0%	7 7.8% 5.5%	3 5.5% 2.4%	7 8.6% 5.5%	12 24.5% 9.4%	6 18.2% 4.7%

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Cigar Segmentation

Q21 Section II. Please rate your level of knowledge on cigars using the ten-point scale shown below.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
(9)	38	8	2	11	9	6	7	5	2	1	1	3	3
	2.6%	3.0%	3.8%	8.8%	9.8%	6.1%	11.9%	8.6%	2.2%	1.8%	1.2%	6.1%	9.1%
	100.0%	21.1%	5.3%	28.9%	23.7%	15.8%	18.4%	13.2%	5.3%	2.6%	2.6%	7.9%	7.9%
Extremely knowledgeable (10)	21	3	2	3	2	2	3	6	1	0	3	0	1
	1.4%	1.1%	3.8%	2.4%	2.2%	2.0%	5.1%	10.3%	1.1%	0.0%	3.7%	0.0%	3.0%
	100.0%	14.3%	9.5%	14.3%	9.5%	9.5%	14.3%	28.6%	4.8%	0.0%	14.3%	0.0%	4.8%
Mean	4.70	5.49	6.25	6.42	6.32	5.65	6.81	6.93	4.82	4.22	4.67	6.24	6.09
Std. Dev.	2.283	1.985	1.960	2.041	1.898	2.196	1.978	1.945	2.128	2.250	2.247	1.738	1.974
Std. Err.	0.060	0.121	0.269	0.183	0.198	0.221	0.258	0.255	0.224	0.303	0.250	0.248	0.344

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Cigar Segmentation

Q22 Section II. How often do you give cigars as a gift or bring extra to share with others?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	107 7.1% 100.0%	15 5.5% 14.0%	1 1.9% 0.9%	6 4.8% 5.6%	2 2.1% 1.9%	5 5.0% 4.7%	5 8.3% 4.7%	1 1.7% 0.9%	5 5.3% 4.7%	2 3.6% 1.9%	7 8.4% 6.5%	1 2.0% 0.9%	1 2.9% 0.9%
Total answering	1390 92.9% 100.0%	258 94.5% 18.6%	52 98.1% 3.7%	120 95.2% 8.6%	92 97.9% 6.6%	95 95.0% 6.8%	55 91.7% 4.0%	58 98.3% 4.2%	89 94.7% 6.4%	53 96.4% 3.8%	76 91.6% 5.5%	48 98.0% 3.5%	33 97.1% 2.4%
<u>Give as a gift</u>													
Never (0)	690 49.6% 100.0%	84 32.6% 12.2%	7 13.5% 1.0%	25 20.8% 3.6%	24 26.1% 3.5%	20 21.1% 2.9%	8 14.5% 1.2%	14 24.1% 2.0%	39 43.8% 5.7%	27 50.9% 3.9%	43 56.6% 6.2%	10 20.8% 1.4%	4 12.1% 0.6%
Net - At all	700 50.4% 100.0%	174 67.4% 24.9%	45 86.5% 6.4%	95 79.2% 13.6%	68 73.9% 9.7%	75 78.9% 10.7%	47 85.5% 6.7%	44 75.9% 6.3%	50 56.2% 7.1%	26 49.1% 3.7%	33 43.4% 4.7%	38 79.2% 5.4%	29 87.9% 4.1%
1 or 2 times a year (1)	461 33.2% 100.0%	110 42.6% 23.9%	24 46.2% 5.2%	53 44.2% 11.5%	36 39.1% 7.8%	41 43.2% 8.9%	26 47.3% 5.6%	24 41.4% 5.2%	31 34.8% 6.7%	19 35.8% 4.1%	19 25.0% 4.1%	16 33.3% 3.5%	16 48.5% 3.5%
3-6 times per year (6)	158 11.4% 100.0%	45 17.4% 28.5%	12 23.1% 7.6%	28 23.3% 17.7%	19 20.7% 12.0%	18 18.9% 11.4%	12 21.8% 7.6%	10 17.2% 6.3%	15 16.9% 9.5%	6 11.3% 3.8%	10 13.2% 6.3%	15 31.3% 9.5%	6 18.2% 3.8%
Subnet - Once a month +	81 5.8% 100.0%	19 7.4% 23.5%	9 17.3% 11.1%	14 11.7% 17.3%	13 14.1% 16.0%	16 16.8% 19.8%	9 16.4% 11.1%	10 17.2% 12.3%	4 4.5% 4.9%	1 1.9% 1.2%	4 5.3% 4.9%	7 14.6% 8.6%	7 21.2% 8.6%
Once a month (12)	43 3.1% 100.0%	9 3.5% 20.9%	4 7.7% 9.3%	8 6.7% 18.6%	5 5.4% 11.6%	8 8.4% 18.6%	2 3.6% 4.7%	3 5.2% 7.0%	3 3.4% 7.0%	0 0.0% 0.0%	1 1.3% 2.3%	2 4.2% 4.7%	1 3.0% 2.3%
Twice a month (24)	22 1.6% 100.0%	5 1.9% 22.7%	4 7.7% 18.2%	3 2.5% 13.6%	4 4.3% 18.2%	5 5.3% 22.7%	3 5.5% 13.6%	3 5.2% 13.6%	0 0.0% 0.0%	1 1.9% 4.5%	2 2.6% 9.1%	3 6.3% 13.6%	4 12.1% 18.2%
Sub-Subnet - Once a week +	16 1.2% 100.0%	5 1.9% 31.3%	1 1.9% 6.3%	3 2.5% 18.8%	4 4.3% 25.0%	3 3.2% 18.8%	4 7.3% 25.0%	4 6.9% 25.0%	1 1.1% 6.3%	0 0.0% 0.0%	1 1.3% 6.3%	2 4.2% 12.5%	2 6.1% 12.5%
Once a week (52)	9 0.6% 100.0%	4 1.6% 44.4%	0 0.0% 0.0%	2 1.7% 22.2%	3 3.3% 33.3%	3 3.2% 33.3%	2 3.6% 22.2%	2 3.4% 22.2%	1 1.1% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.2% 22.2%	1 3.0% 11.1%
More than once a week (104)	7 0.5% 100.0%	1 0.4% 14.3%	1 1.9% 14.3%	1 0.8% 14.3%	1 1.1% 14.3%	0 0.0% 0.0%	2 3.6% 28.6%	2 3.4% 28.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.3% 14.3%	0 0.0% 0.0%	1 3.0% 14.3%
Mean Std. Dev. Std. Err.	2.63 9.118 0.245	3.57 9.715 0.605	6.62 15.260 2.116	4.97 12.021 1.097	6.15 14.522 1.514	5.48 10.302 1.057	9.20 21.456 2.893	8.69 21.028 2.761	2.35 6.045 0.641	1.49 3.651 0.502	3.20 12.497 1.434	6.38 11.326 1.635	9.58 20.290 3.532

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Cigar Segmentation

Q22 Section II. How often do you give cigars as a gift or bring extra to share with others?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	136 9.1% 100.0%	9 3.3% 6.6%	1 1.9% 0.7%	4 3.2% 2.9%	2 2.1% 1.5%	3 3.0% 2.2%	3 5.0% 2.2%	7 11.9% 5.1%	7 7.4% 5.1%	5 9.1% 3.7%	11 13.3% 8.1%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	1361 90.9% 100.0%	264 96.7% 19.4%	52 98.1% 3.8%	122 96.8% 9.0%	92 97.9% 6.8%	97 97.0% 7.1%	57 95.0% 4.2%	52 88.1% 3.8%	87 92.6% 6.4%	50 90.9% 3.7%	72 86.7% 5.3%	49 100.0% 3.6%	34 100.0% 2.5%
Bring extra to share													
Never (0)	280 20.6% 100.0%	16 6.1% 5.7%	4 7.7% 1.4%	5 4.1% 1.8%	7 7.6% 2.5%	4 4.1% 1.4%	2 3.5% 0.7%	1 1.9% 0.4%	15 17.2% 5.4%	11 22.0% 3.9%	21 29.2% 7.5%	2 4.1% 0.7%	0 0.0% 0.0%
Net - At all	1081 79.4% 100.0%	248 93.9% 22.9%	48 92.3% 4.4%	117 95.9% 10.8%	85 92.4% 7.9%	93 95.9% 8.6%	55 96.5% 5.1%	51 98.1% 4.7%	72 82.8% 6.7%	39 78.0% 3.6%	51 70.8% 4.7%	47 95.9% 4.3%	34 100.0% 3.1%
1 or 2 times a year (1)	386 28.4% 100.0%	76 28.8% 19.7%	10 19.2% 2.6%	28 23.0% 7.3%	22 23.9% 5.7%	22 22.7% 5.7%	10 17.5% 2.6%	14 26.9% 3.6%	18 20.7% 4.7%	18 36.0% 4.7%	18 25.0% 4.7%	3 6.1% 0.8%	3 8.8% 0.8%
3-6 times per year (6)	310 22.8% 100.0%	81 30.7% 26.1%	12 23.1% 3.9%	38 31.1% 12.3%	19 20.7% 6.1%	24 24.7% 7.7%	17 29.8% 5.5%	14 26.9% 4.5%	22 25.3% 7.1%	8 16.0% 2.6%	12 16.7% 3.9%	12 24.5% 3.9%	4 11.8% 1.3%
Subnet - Once a month +	385 28.3% 100.0%	91 34.5% 23.6%	26 50.0% 6.8%	51 41.8% 13.2%	44 47.8% 11.4%	47 48.5% 12.2%	28 49.1% 7.3%	23 44.2% 6.0%	32 36.8% 8.3%	13 26.0% 3.4%	21 29.2% 5.5%	32 65.3% 8.3%	27 79.4% 7.0%
Once a month (12)	140 10.3% 100.0%	40 15.2% 28.6%	13 25.0% 9.3%	18 14.8% 12.9%	15 16.3% 10.7%	17 17.5% 12.1%	7 12.3% 5.0%	8 15.4% 5.7%	14 16.1% 10.0%	3 6.0% 2.1%	6 8.3% 4.3%	13 26.5% 9.3%	9 26.5% 6.4%
Twice a month (24)	101 7.4% 100.0%	21 8.0% 20.8%	6 11.5% 5.9%	10 8.2% 9.9%	13 14.1% 12.9%	16 16.5% 15.8%	10 17.5% 9.9%	5 9.6% 5.0%	7 8.0% 6.9%	5 10.0% 5.0%	5 6.9% 5.0%	7 14.3% 6.9%	7 20.6% 6.9%
Sub-Subnet - Once a week +	144 10.6% 100.0%	30 11.4% 20.8%	7 13.5% 4.9%	23 18.9% 16.0%	16 17.4% 11.1%	14 14.4% 9.7%	11 19.3% 7.6%	10 19.2% 6.9%	11 12.6% 7.6%	5 10.0% 3.5%	10 13.9% 6.9%	12 24.5% 8.3%	11 32.4% 7.6%
Once a week (52)	79 5.8% 100.0%	16 6.1% 20.3%	4 7.7% 5.1%	13 10.7% 16.5%	10 10.9% 12.7%	8 8.2% 10.1%	4 7.0% 5.1%	4 7.7% 5.1%	3 3.4% 3.8%	2 4.0% 2.5%	6 8.3% 7.6%	7 14.3% 8.9%	5 14.7% 6.3%
More than once a week (104)	65 4.8% 100.0%	14 5.3% 21.5%	3 5.8% 4.6%	10 8.2% 15.4%	6 6.5% 9.2%	6 6.2% 9.2%	7 12.3% 10.8%	6 11.5% 9.2%	8 9.2% 12.3%	3 6.0% 4.6%	4 5.6% 6.2%	5 10.2% 7.7%	6 17.6% 9.2%
Mean Std. Dev. Std. Err.	12.65 24.082 0.653	14.52 24.654 1.517	17.35 25.586 3.548	19.90 29.421 2.664	19.26 27.368 2.853	18.49 26.200 2.660	24.07 32.976 4.368	22.04 32.841 4.554	16.94 29.830 3.198	12.76 26.082 3.689	14.03 26.408 3.112	26.18 30.874 4.411	34.91 35.866 6.151

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Cigar Segmentation

Q23 Section II. Which of the following cigar accessories do you currently own?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Cigar cutter (e.g., bullet, guillotine)	802 53.6% 100.0%	220 80.6% 27.4%	45 84.9% 5.6%	114 90.5% 14.2%	90 95.7% 11.2%	86 86.0% 10.7%	53 88.3% 6.6%	55 93.2% 6.9%	54 57.4% 6.7%	13 23.6% 1.6%	26 31.3% 3.2%	45 91.8% 5.6%	32 94.1% 4.0%
Humidor	477 31.9% 100.0%	125 45.8% 26.2%	35 66.0% 7.3%	81 64.3% 17.0%	63 67.0% 13.2%	57 57.0% 11.9%	47 78.3% 9.9%	46 78.0% 9.6%	25 26.6% 5.2%	10 18.2% 2.1%	11 13.3% 2.3%	31 63.3% 6.5%	23 67.6% 4.8%
Cigar lighter	419 28.0% 100.0%	106 38.8% 25.3%	25 47.2% 6.0%	66 52.4% 15.8%	46 48.9% 11.0%	47 47.0% 11.2%	30 50.0% 7.2%	28 47.5% 6.7%	25 26.6% 6.0%	17 30.9% 4.1%	29 34.9% 6.9%	29 59.2% 6.9%	19 55.9% 4.5%
Cigar ashtray	316 21.1% 100.0%	67 24.5% 21.2%	21 39.6% 6.6%	49 38.9% 15.5%	37 39.4% 11.7%	36 36.0% 11.4%	26 43.3% 8.2%	25 42.4% 7.9%	14 14.9% 4.4%	12 21.8% 3.8%	26 31.3% 8.2%	13 26.5% 4.1%	18 52.9% 5.7%
Travel holder	248 16.6% 100.0%	74 27.1% 29.8%	21 39.6% 8.5%	49 38.9% 19.8%	33 35.1% 13.3%	35 35.0% 14.1%	27 45.0% 10.9%	26 44.1% 10.5%	11 11.7% 4.4%	7 12.7% 2.8%	3 3.6% 1.2%	18 36.7% 7.3%	16 47.1% 6.5%
Humidification system	153 10.2% 100.0%	43 15.8% 28.1%	12 22.6% 7.8%	38 30.2% 24.8%	31 33.0% 20.3%	26 26.0% 17.0%	23 38.3% 15.0%	27 45.8% 17.6%	2 2.1% 1.3%	2 3.6% 1.3%	2 2.4% 1.3%	13 26.5% 8.5%	14 41.2% 9.2%
Cigar holder	139 9.3% 100.0%	26 9.5% 18.7%	9 17.0% 6.5%	18 14.3% 12.9%	17 18.1% 12.2%	12 12.0% 8.6%	13 21.7% 9.4%	11 18.6% 7.9%	8 8.5% 5.8%	9 16.4% 6.5%	12 14.5% 8.6%	7 14.3% 5.0%	5 14.7% 3.6%
None	530 35.4% 100.0%	44 16.1% 8.3%	5 9.4% 0.9%	9 7.1% 1.7%	4 4.3% 0.8%	10 10.0% 1.9%	6 10.0% 1.1%	3 5.1% 0.6%	32 34.0% 6.0%	30 54.5% 5.7%	37 44.6% 7.0%	3 6.1% 0.6%	1 2.9% 0.2%
No answer	8 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q24 Section II. Which of the following other tobacco products in addition to cigars do you use?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Cigarettes	547	74	18	26	13	21	10	12	36	34	43	13	7
	36.5%	27.1%	34.0%	20.6%	13.8%	21.0%	16.7%	20.3%	38.3%	61.8%	51.8%	26.5%	20.6%
	100.0%	13.5%	3.3%	4.8%	2.4%	3.8%	1.8%	2.2%	6.6%	6.2%	7.9%	2.4%	1.3%
Pipe	299	40	8	19	17	10	14	13	26	15	30	5	2
	20.0%	14.7%	15.1%	15.1%	18.1%	10.0%	23.3%	22.0%	27.7%	27.3%	36.1%	10.2%	5.9%
	100.0%	13.4%	2.7%	6.4%	5.7%	3.3%	4.7%	4.3%	8.7%	5.0%	10.0%	1.7%	0.7%
Chewing tobacco	118	18	1	10	7	5	3	2	9	4	10	3	2
	7.9%	6.6%	1.9%	7.9%	7.4%	5.0%	5.0%	3.4%	9.6%	7.3%	12.0%	6.1%	5.9%
	100.0%	15.3%	0.8%	8.5%	5.9%	4.2%	2.5%	1.7%	7.6%	3.4%	8.5%	2.5%	1.7%
Dip/snuff	101	9	4	5	4	2	3	1	6	7	8	1	1
	6.7%	3.3%	7.5%	4.0%	4.3%	2.0%	5.0%	1.7%	6.4%	12.7%	9.6%	2.0%	2.9%
	100.0%	8.9%	4.0%	5.0%	4.0%	2.0%	3.0%	1.0%	5.9%	6.9%	7.9%	1.0%	1.0%
Do not use any other tobacco products	667	155	26	74	57	64	33	33	40	14	26	29	22
	44.6%	56.8%	49.1%	58.7%	60.6%	64.0%	55.0%	55.9%	42.6%	25.5%	31.3%	59.2%	64.7%
	100.0%	23.2%	3.9%	11.1%	8.5%	9.6%	4.9%	4.9%	6.0%	2.1%	3.9%	4.3%	3.3%
No answer	27	3	1	2	1	1	3	2	0	0	0	1	0
	1.8%	1.1%	1.9%	1.6%	1.1%	1.0%	5.0%	3.4%	0.0%	0.0%	0.0%	2.0%	0.0%
	100.0%	11.1%	3.7%	7.4%	3.7%	3.7%	11.1%	7.4%	0.0%	0.0%	0.0%	3.7%	0.0%

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Cigar Segmentation

Q25 Section II. How were you introduced to cigar smoking?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Net - Family	292 19.5% 100.0%	50 18.3% 17.1%	14 26.4% 4.8%	26 20.6% 8.9%	20 21.3% 6.8%	20 20.0% 6.8%	18 30.0% 6.2%	14 23.7% 4.8%	16 17.0% 5.5%	12 21.8% 4.1%	29 34.9% 9.9%	10 20.4% 3.4%	10 29.4% 3.4%
Father	137 9.2% 100.0%	26 9.5% 19.0%	6 11.3% 4.4%	10 7.9% 7.3%	7 7.4% 5.1%	9 9.0% 6.6%	9 15.0% 6.6%	7 11.9% 5.1%	11 11.7% 8.0%	6 10.9% 4.4%	15 18.1% 10.9%	4 8.2% 2.9%	4 11.8% 2.9%
Grandfather	56 3.7% 100.0%	11 4.0% 19.6%	4 7.5% 7.1%	6 4.8% 10.7%	7 7.4% 12.5%	4 4.0% 7.1%	2 3.3% 3.6%	1 1.7% 1.8%	1 1.1% 1.8%	3 5.5% 5.4%	6 7.2% 10.7%	2 4.1% 3.6%	2 5.9% 3.6%
Other family members	99 6.6% 100.0%	13 4.8% 13.1%	4 7.5% 4.0%	10 7.9% 10.1%	6 6.4% 6.1%	7 7.0% 7.1%	7 11.7% 7.1%	6 10.2% 6.1%	4 4.3% 4.0%	3 5.5% 3.0%	8 9.6% 8.1%	4 8.2% 4.0%	4 11.8% 4.0%
Friends	513 34.3% 100.0%	110 40.3% 21.4%	17 32.1% 3.3%	49 38.9% 9.6%	30 31.9% 5.8%	39 39.0% 7.6%	16 26.7% 3.1%	13 22.0% 2.5%	30 31.9% 5.8%	20 36.4% 3.9%	11 13.3% 2.1%	17 34.7% 3.3%	13 38.2% 2.5%
Military	65 4.3% 100.0%	10 3.7% 15.4%	1 1.9% 1.5%	4 3.2% 6.2%	1 1.1% 1.5%	2 2.0% 3.1%	1 1.7% 1.5%	2 3.4% 3.1%	2 2.1% 3.1%	2 3.6% 3.1%	4 4.8% 6.2%	1 2.0% 1.5%	1 2.9% 1.5%
Co-workers/business associates	86 5.7% 100.0%	22 8.1% 25.6%	2 3.8% 2.3%	9 7.1% 10.5%	8 8.5% 9.3%	8 8.0% 9.3%	2 3.3% 2.3%	3 5.1% 3.5%	5 5.3% 5.8%	2 3.6% 2.3%	3 3.6% 3.5%	6 12.2% 7.0%	2 5.9% 2.3%
Self-introduced	505 33.7% 100.0%	75 27.5% 14.9%	17 32.1% 3.4%	36 28.6% 7.1%	31 33.0% 6.1%	27 27.0% 5.3%	21 35.0% 4.2%	25 42.4% 5.0%	37 39.4% 7.3%	18 32.7% 3.6%	33 39.8% 6.5%	15 30.6% 3.0%	8 23.5% 1.6%
No answer	36 2.4% 100.0%	6 2.2% 16.7%	2 3.8% 5.6%	2 1.6% 5.6%	4 4.3% 11.1%	4 4.0% 11.1%	2 3.3% 5.6%	2 3.4% 5.6%	4 4.3% 11.1%	1 1.8% 2.8%	3 3.6% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q26 Section II. How do you get information on cigars?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Net - Non-People	668 44.6% 100.0%	149 54.6% 22.3%	30 56.6% 4.5%	94 74.6% 14.1%	71 75.5% 10.6%	66 66.0% 9.9%	47 78.3% 7.0%	49 83.1% 7.3%	45 47.9% 6.7%	20 36.4% 3.0%	40 48.2% 6.0%	35 71.4% 5.2%	26 76.5% 3.9%
Subnet - Magazine	297 19.8% 100.0%	96 35.2% 32.3%	24 45.3% 8.1%	67 53.2% 22.6%	45 47.9% 15.2%	45 45.0% 15.2%	35 58.3% 11.8%	35 59.3% 11.8%	12 12.8% 4.0%	6 10.9% 2.0%	12 14.5% 4.0%	25 51.0% 8.4%	13 38.2% 4.4%
Cigar Aficionado	260 17.4% 100.0%	92 33.7% 35.4%	22 41.5% 8.5%	65 51.6% 25.0%	42 44.7% 16.2%	45 45.0% 17.3%	31 51.7% 11.9%	31 52.5% 11.9%	10 10.6% 3.8%	4 7.3% 1.5%	4 4.8% 1.5%	25 51.0% 9.6%	13 38.2% 5.0%
Smoke Magazine	84 5.6% 100.0%	19 7.0% 22.6%	7 13.2% 8.3%	19 15.1% 22.6%	16 17.0% 19.0%	8 8.0% 9.5%	16 26.7% 19.0%	15 25.4% 17.9%	3 3.2% 3.6%	3 5.5% 3.6%	10 12.0% 11.9%	5 10.2% 6.0%	3 8.8% 3.6%
Cigar Books/Guides	147 9.8% 100.0%	38 13.9% 25.9%	7 13.2% 4.8%	34 27.0% 23.1%	22 23.4% 15.0%	26 26.0% 17.7%	16 26.7% 10.9%	18 30.5% 12.2%	6 6.4% 4.1%	4 7.3% 2.7%	11 13.3% 7.5%	8 16.3% 5.4%	9 26.5% 6.1%
Cigar Catalogs	349 23.3% 100.0%	75 27.5% 21.5%	20 37.7% 5.7%	48 38.1% 13.8%	41 43.6% 11.7%	30 30.0% 8.6%	32 53.3% 9.2%	29 49.2% 8.3%	24 25.5% 6.9%	11 20.0% 3.2%	22 26.5% 6.3%	23 46.9% 6.6%	13 38.2% 3.7%
Radio	92 6.1% 100.0%	11 4.0% 12.0%	1 1.9% 1.1%	7 5.6% 7.6%	4 4.3% 4.3%	6 6.0% 6.5%	4 6.7% 4.3%	5 8.5% 5.4%	9 9.6% 9.8%	6 10.9% 6.5%	13 15.7% 14.1%	1 2.0% 1.1%	2 5.9% 2.2%
TV	116 7.7% 100.0%	9 3.3% 7.8%	2 3.8% 1.7%	3 2.4% 2.6%	5 5.3% 4.3%	5 5.0% 4.3%	1 1.7% 0.9%	3 5.1% 2.6%	8 8.5% 6.9%	8 14.5% 6.9%	15 18.1% 12.9%	1 2.0% 0.9%	3 8.8% 2.6%
Internet	124 8.3% 100.0%	32 11.7% 25.8%	7 13.2% 5.6%	30 23.8% 24.2%	18 19.1% 14.5%	16 16.0% 12.9%	18 30.0% 14.5%	17 28.8% 13.7%	6 6.4% 4.8%	2 3.6% 1.6%	3 3.6% 2.4%	14 28.6% 11.3%	8 23.5% 6.5%
Net - People	1209 80.8% 100.0%	251 91.9% 20.8%	51 96.2% 4.2%	107 84.9% 8.9%	82 87.2% 6.8%	93 93.0% 7.7%	53 88.3% 4.4%	50 84.7% 4.1%	76 80.9% 6.3%	42 76.4% 3.5%	60 72.3% 5.0%	43 87.8% 3.6%	33 97.1% 2.7%
Tobacconist/Smoke Shop Personnel	652 43.6% 100.0%	178 65.2% 27.3%	44 83.0% 6.7%	85 67.5% 13.0%	63 67.0% 9.7%	65 65.0% 10.0%	46 76.7% 7.1%	42 71.2% 6.4%	45 47.9% 6.9%	18 32.7% 2.8%	27 32.5% 4.1%	36 73.5% 5.5%	27 79.4% 4.1%
Friends	902 60.3% 100.0%	197 72.2% 21.8%	34 64.2% 3.8%	89 70.6% 9.9%	68 72.3% 7.5%	74 74.0% 8.2%	38 63.3% 4.2%	33 55.9% 3.7%	48 51.1% 5.3%	34 61.8% 3.8%	43 51.8% 4.8%	33 67.3% 3.7%	27 79.4% 3.0%
Relatives	253 16.9% 100.0%	48 17.6% 19.0%	9 17.0% 3.6%	19 15.1% 7.5%	18 19.1% 7.1%	19 19.0% 7.5%	17 28.3% 6.7%	9 15.3% 3.6%	14 14.9% 5.5%	14 25.5% 5.5%	23 27.7% 9.1%	13 26.5% 5.1%	8 23.5% 3.2%

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Cigar Segmentation

Q26 Section II. How do you get information on cigars?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Business Associates/Co-workers	342 22.8% 100.0%	82 30.0% 24.0%	17 32.1% 5.0%	42 33.3% 12.3%	29 30.9% 8.5%	33 33.0% 9.6%	23 38.3% 6.7%	19 32.2% 5.6%	21 22.3% 6.1%	12 21.8% 3.5%	16 19.3% 4.7%	20 40.8% 5.8%	16 47.1% 4.7%
Net - Internet/Catalog	408 27.3% 100.0%	90 33.0% 22.1%	20 37.7% 4.9%	62 49.2% 15.2%	48 51.1% 11.8%	36 36.0% 8.8%	35 58.3% 8.6%	34 57.6% 8.3%	29 30.9% 7.1%	11 20.0% 2.7%	24 28.9% 5.9%	29 59.2% 7.1%	17 50.0% 4.2%
No answer	121 8.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 2.4% 2.5%	1 1.1% 0.8%	1 1.0% 0.8%	0 0.0% 0.0%	1 1.7% 0.8%	6 6.4% 5.0%	8 14.5% 6.6%	5 6.0% 4.1%	1 2.0% 0.8%	0 0.0% 0.0%

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Cigar Segmentation

Q27 Section II. How many other adults smoke cigars regularly in your household?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
0	1172	214	43	96	67	72	49	44	66	42	58	37	22
	78.3%	78.4%	81.1%	76.2%	71.3%	72.0%	81.7%	74.6%	70.2%	76.4%	69.9%	75.5%	64.7%
	100.0%	18.3%	3.7%	8.2%	5.7%	6.1%	4.2%	3.8%	5.6%	3.6%	4.9%	3.2%	1.9%
1	239	46	8	25	24	21	10	13	22	9	21	8	7
	16.0%	16.8%	15.1%	19.8%	25.5%	21.0%	16.7%	22.0%	23.4%	16.4%	25.3%	16.3%	20.6%
	100.0%	19.2%	3.3%	10.5%	10.0%	8.8%	4.2%	5.4%	9.2%	3.8%	8.8%	3.3%	2.9%
2	29	3	0	1	1	3	0	1	3	3	2	2	3
	1.9%	1.1%	0.0%	0.8%	1.1%	3.0%	0.0%	1.7%	3.2%	5.5%	2.4%	4.1%	8.8%
	100.0%	10.3%	0.0%	3.4%	3.4%	10.3%	0.0%	3.4%	10.3%	10.3%	6.9%	6.9%	10.3%
3+	4	0	0	0	0	0	0	0	0	0	1	0	0
	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%
No answer	53	10	2	4	2	4	1	1	3	1	1	2	2
	3.5%	3.7%	3.8%	3.2%	2.1%	4.0%	1.7%	1.7%	3.2%	1.8%	1.2%	4.1%	5.9%
	100.0%	18.9%	3.8%	7.5%	3.8%	7.5%	1.9%	1.9%	5.7%	1.9%	1.9%	3.8%	3.8%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top Box Summary (Extremely Important)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Freshness	833 57.2% 100.0%	169 62.6% 20.3%	34 66.7% 4.1%	91 73.4% 10.9%	62 66.7% 7.4%	58 59.8% 7.0%	40 70.2% 4.8%	43 81.1% 5.2%	51 55.4% 6.1%	33 62.3% 4.0%	48 58.5% 5.8%	31 63.3% 3.7%	18 54.5% 2.2%
Great taste	793 54.2% 100.0%	156 57.8% 19.7%	30 57.7% 3.8%	85 68.0% 10.7%	58 63.0% 7.3%	61 62.2% 7.7%	39 66.1% 4.9%	38 66.7% 4.8%	51 54.8% 6.4%	26 50.0% 3.3%	41 50.0% 5.2%	28 57.1% 3.5%	21 61.8% 2.6%
Smooth taste	592 40.9% 100.0%	112 41.8% 18.9%	22 42.3% 3.7%	51 41.5% 8.6%	40 43.5% 6.8%	44 44.9% 7.4%	20 34.5% 3.4%	25 44.6% 4.2%	39 42.9% 6.6%	25 48.1% 4.2%	30 38.5% 5.1%	20 42.6% 3.4%	17 51.5% 2.9%
Aroma/smell	514 35.2% 100.0%	79 29.3% 15.4%	17 32.7% 3.3%	44 35.2% 8.6%	30 32.3% 5.8%	28 28.6% 5.4%	22 37.3% 4.3%	24 42.1% 4.7%	41 44.1% 8.0%	23 44.2% 4.5%	32 39.5% 6.2%	16 32.7% 3.1%	11 32.4% 2.1%
Well constructed	543 37.5% 100.0%	111 41.4% 20.4%	22 43.1% 4.1%	60 48.4% 11.0%	45 48.4% 8.3%	40 40.8% 7.4%	30 52.6% 5.5%	34 60.7% 6.3%	32 34.8% 5.9%	17 32.1% 3.1%	31 38.8% 5.7%	19 38.8% 3.5%	16 47.1% 2.9%
Easy to smoke	444 30.4% 100.0%	78 28.9% 17.6%	14 27.5% 3.2%	34 27.9% 7.7%	34 37.4% 7.7%	25 25.3% 5.6%	20 34.5% 4.5%	16 28.1% 3.6%	21 22.6% 4.7%	19 35.8% 4.3%	33 40.2% 7.4%	11 22.9% 2.5%	8 23.5% 1.8%
Past brand experience	530 36.4% 100.0%	117 43.3% 22.1%	22 42.3% 4.2%	55 44.7% 10.4%	46 49.5% 8.7%	34 34.3% 6.4%	25 41.7% 4.7%	24 42.1% 4.5%	35 37.6% 6.6%	15 28.3% 2.8%	22 26.8% 4.2%	22 45.8% 4.2%	13 38.2% 2.5%
High quality	471 32.5% 100.0%	106 39.4% 22.5%	26 50.0% 5.5%	68 54.8% 14.4%	45 48.4% 9.6%	47 48.0% 10.0%	28 48.3% 5.9%	29 51.8% 6.2%	25 27.5% 5.3%	15 28.8% 3.2%	20 25.0% 4.2%	20 40.8% 4.2%	20 58.8% 4.2%
Easy draw	402 27.7% 100.0%	74 27.6% 18.4%	21 40.4% 5.2%	45 36.3% 11.2%	39 41.9% 9.7%	26 26.5% 6.5%	18 31.0% 4.5%	21 37.5% 5.2%	24 26.4% 6.0%	15 28.3% 3.7%	25 30.5% 6.2%	13 26.5% 3.2%	9 26.5% 2.2%
Highest quality	402 27.7% 100.0%	77 28.8% 19.2%	25 48.1% 6.2%	49 39.8% 12.2%	36 39.1% 9.0%	39 40.2% 9.7%	29 50.0% 7.2%	22 38.6% 5.5%	20 22.0% 5.0%	9 17.3% 2.2%	24 30.0% 6.0%	12 25.0% 3.0%	13 38.2% 3.2%
Good value	344 23.7% 100.0%	41 15.4% 11.9%	13 25.0% 3.8%	21 17.1% 6.1%	20 21.5% 5.8%	15 15.5% 4.4%	8 13.8% 2.3%	11 19.6% 3.2%	22 24.2% 6.4%	12 22.6% 3.5%	31 37.8% 9.0%	8 16.7% 2.3%	4 11.8% 1.2%
Full-bodied flavor	345 23.9% 100.0%	60 22.5% 17.4%	17 32.7% 4.9%	37 30.1% 10.7%	32 34.4% 9.3%	26 26.5% 7.5%	15 25.9% 4.3%	20 35.1% 5.8%	23 25.3% 6.7%	14 27.5% 4.1%	22 27.5% 6.4%	12 24.5% 3.5%	10 29.4% 2.9%
Mild taste	390 26.7% 100.0%	56 20.9% 14.4%	6 11.8% 1.5%	15 12.2% 3.8%	16 17.4% 4.1%	21 21.6% 5.4%	8 13.8% 2.1%	6 10.5% 1.5%	25 27.2% 6.4%	22 41.5% 5.6%	33 40.2% 8.5%	11 23.4% 2.8%	4 11.8% 1.0%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top Box Summary (Extremely Important)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Easy to find/widely available	307 21.2% 100.0%	32 11.9% 10.4%	7 13.5% 2.3%	12 9.8% 3.9%	14 15.1% 4.6%	11 11.3% 3.6%	10 17.5% 3.3%	10 17.5% 3.3%	16 17.4% 5.2%	23 43.4% 7.5%	32 39.5% 10.4%	3 6.3% 1.0%	4 11.8% 1.3%
Size	247 17.0% 100.0%	38 14.2% 15.4%	7 13.5% 2.8%	23 18.7% 9.3%	20 21.5% 8.1%	16 16.3% 6.5%	18 31.0% 7.3%	17 29.8% 6.9%	16 17.4% 6.5%	9 17.3% 3.6%	17 20.7% 6.9%	6 12.2% 2.4%	8 23.5% 3.2%
Good for everyday	249 17.2% 100.0%	26 9.7% 10.4%	9 17.3% 3.6%	13 10.4% 5.2%	13 14.0% 5.2%	8 8.2% 3.2%	9 15.3% 3.6%	7 12.3% 2.8%	15 16.3% 6.0%	18 34.6% 7.2%	22 27.5% 8.8%	5 10.4% 2.0%	6 18.2% 2.4%
Brand reputation	278 19.1% 100.0%	52 19.4% 18.7%	12 23.1% 4.3%	26 21.0% 9.4%	24 25.8% 8.6%	27 27.6% 9.7%	12 20.7% 4.3%	12 21.1% 4.3%	13 14.3% 4.7%	7 13.5% 2.5%	20 24.4% 7.2%	10 20.4% 3.6%	10 29.4% 3.6%
Medium taste	183 12.7% 100.0%	25 9.4% 13.7%	5 9.6% 2.7%	11 8.9% 6.0%	9 9.8% 4.9%	10 10.3% 5.5%	6 10.3% 3.3%	4 7.1% 2.2%	10 11.0% 5.5%	10 19.2% 5.5%	17 21.3% 9.3%	6 12.5% 3.3%	2 6.1% 1.1%
Shape	209 14.4% 100.0%	25 9.4% 12.0%	8 15.4% 3.8%	15 12.1% 7.2%	16 17.4% 7.7%	11 11.1% 5.3%	10 17.2% 4.8%	10 17.5% 4.8%	13 14.0% 6.2%	8 15.4% 3.8%	16 19.8% 7.7%	8 16.3% 3.8%	5 14.7% 2.4%
Feel	190 13.1% 100.0%	37 13.8% 19.5%	10 19.2% 5.3%	23 18.5% 12.1%	21 22.8% 11.1%	16 16.3% 8.4%	16 27.1% 8.4%	12 21.4% 6.3%	9 9.8% 4.7%	9 17.3% 4.7%	13 16.5% 6.8%	6 12.5% 3.2%	7 20.6% 3.7%
Low price	216 14.9% 100.0%	9 3.4% 4.2%	3 5.8% 1.4%	5 4.1% 2.3%	9 9.7% 4.2%	3 3.1% 1.4%	4 6.9% 1.9%	5 8.8% 2.3%	8 8.7% 3.7%	11 21.2% 5.1%	25 31.3% 11.6%	3 6.3% 1.4%	1 2.9% 0.5%
Friend recommendation	113 7.8% 100.0%	27 10.0% 23.9%	5 9.6% 4.4%	6 4.9% 5.3%	5 5.4% 4.4%	6 6.1% 5.3%	4 6.8% 3.5%	4 7.0% 3.5%	5 5.4% 4.4%	1 1.9% 0.9%	5 6.3% 4.4%	3 6.3% 2.7%	0 0.0% 0.0%
Type of occasion	132 9.1% 100.0%	26 9.7% 19.7%	6 11.5% 4.5%	10 8.2% 7.6%	5 5.5% 3.8%	15 15.3% 11.4%	7 12.1% 5.3%	4 7.0% 3.0%	8 8.7% 6.1%	3 5.8% 2.3%	7 8.6% 5.3%	7 14.6% 5.3%	6 18.2% 4.5%
Color/Wrapper	132 9.1% 100.0%	29 10.9% 22.0%	8 15.4% 6.1%	18 14.5% 13.6%	16 17.2% 12.1%	12 12.4% 9.1%	13 22.0% 9.8%	10 17.5% 7.6%	8 8.6% 6.1%	3 5.8% 2.3%	10 12.7% 7.6%	3 6.4% 2.3%	7 21.2% 5.3%
Country of origin	145 10.0% 100.0%	17 6.3% 11.7%	4 7.8% 2.8%	15 12.0% 10.3%	14 15.1% 9.7%	16 16.3% 11.0%	7 11.9% 4.8%	6 10.5% 4.1%	5 5.4% 3.4%	6 11.5% 4.1%	7 8.9% 4.8%	2 4.1% 1.4%	5 14.7% 3.4%
On sale/promotion	127 8.8% 100.0%	9 3.4% 7.1%	1 1.9% 0.8%	5 4.1% 3.9%	4 4.3% 3.1%	2 2.0% 1.6%	3 5.2% 2.4%	5 8.8% 3.9%	4 4.4% 3.1%	6 11.5% 4.7%	15 18.8% 11.8%	4 8.3% 3.1%	1 2.9% 0.8%
Strong taste	112 7.8% 100.0%	14 5.2% 12.5%	2 3.8% 1.8%	16 13.1% 14.3%	10 10.8% 8.9%	5 5.1% 4.5%	8 13.6% 7.1%	6 10.7% 5.4%	5 5.6% 4.5%	2 3.8% 1.8%	9 11.5% 8.0%	2 4.1% 1.8%	2 5.9% 1.8%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top Box Summary (Extremely Important)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Packaging	110	13	3	4	2	5	3	3	7	3	14	3	0
	7.6%	4.9%	5.8%	3.3%	2.2%	5.1%	5.2%	5.4%	7.7%	5.8%	17.5%	6.3%	0.0%
	100.0%	11.8%	2.7%	3.6%	1.8%	4.5%	2.7%	2.7%	6.4%	2.7%	12.7%	2.7%	0.0%
Sales person recommendation	68	12	1	7	3	7	2	2	2	3	5	1	1
	4.7%	4.5%	1.9%	5.7%	3.2%	7.1%	3.4%	3.5%	2.2%	5.8%	6.4%	2.1%	2.9%
	100.0%	17.6%	1.5%	10.3%	4.4%	10.3%	2.9%	2.9%	2.9%	4.4%	7.4%	1.5%	1.5%
Magazine recommendation	28	7	0	5	2	1	3	2	1	1	3	1	0
	1.9%	2.6%	0.0%	4.1%	2.2%	1.0%	5.2%	3.6%	1.1%	1.9%	3.8%	2.1%	0.0%
	100.0%	25.0%	0.0%	17.9%	7.1%	3.6%	10.7%	7.1%	3.6%	3.6%	10.7%	3.6%	0.0%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top 2 Box Summary (Extremely/Very Important)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Freshness	1300 89.3% 100.0%	257 95.2% 19.8%	50 98.0% 3.8%	117 94.4% 9.0%	93 100.0% 7.2%	91 93.8% 7.0%	55 96.5% 4.2%	53 100.0% 4.1%	85 92.4% 6.5%	48 90.6% 3.7%	75 91.5% 5.8%	48 98.0% 3.7%	32 97.0% 2.5%
Great taste	1309 89.5% 100.0%	254 94.1% 19.4%	50 96.2% 3.8%	118 94.4% 9.0%	87 94.6% 6.6%	92 93.9% 7.0%	55 93.2% 4.2%	55 96.5% 4.2%	88 94.6% 6.7%	44 84.6% 3.4%	73 89.0% 5.6%	48 98.0% 3.7%	33 97.1% 2.5%
Smooth taste	1211 83.6% 100.0%	232 86.6% 19.2%	43 82.7% 3.6%	105 85.4% 8.7%	75 81.5% 6.2%	88 89.8% 7.3%	47 81.0% 3.9%	44 78.6% 3.6%	75 82.4% 6.2%	45 86.5% 3.7%	70 89.7% 5.8%	42 89.4% 3.5%	30 90.9% 2.5%
Aroma/smell	1116 76.4% 100.0%	214 79.3% 19.2%	44 84.6% 3.9%	103 82.4% 9.2%	71 76.3% 6.4%	77 78.6% 6.9%	45 76.3% 4.0%	43 75.4% 3.9%	74 79.6% 6.6%	41 78.8% 3.7%	64 79.0% 5.7%	38 77.6% 3.4%	28 82.4% 2.5%
Well constructed	1102 76.2% 100.0%	228 85.1% 20.7%	40 78.4% 3.6%	114 91.9% 10.3%	80 86.0% 7.3%	80 81.6% 7.3%	53 93.0% 4.8%	53 94.6% 4.8%	71 77.2% 6.4%	42 79.2% 3.8%	60 75.0% 5.4%	43 87.8% 3.9%	30 88.2% 2.7%
Easy to smoke	1085 74.3% 100.0%	199 73.7% 18.3%	38 74.5% 3.5%	92 75.4% 8.5%	66 72.5% 6.1%	73 73.7% 6.7%	42 72.4% 3.9%	42 73.7% 3.9%	70 75.3% 6.5%	41 77.4% 3.8%	69 84.1% 6.4%	38 79.2% 3.5%	28 82.4% 2.6%
Past brand experience	1074 73.7% 100.0%	223 82.6% 20.8%	36 69.2% 3.4%	114 92.7% 10.6%	78 83.9% 7.3%	83 83.8% 7.7%	53 88.3% 4.9%	50 87.7% 4.7%	72 77.4% 6.7%	37 69.8% 3.4%	54 65.9% 5.0%	43 89.6% 4.0%	29 85.3% 2.7%
High quality	1079 74.4% 100.0%	233 86.6% 21.6%	45 86.5% 4.2%	112 90.3% 10.4%	79 84.9% 7.3%	88 89.8% 8.2%	52 89.7% 4.8%	51 91.1% 4.7%	65 71.4% 6.0%	34 65.4% 3.2%	58 72.5% 5.4%	44 89.8% 4.1%	28 82.4% 2.6%
Easy draw	1024 70.7% 100.0%	201 75.0% 19.6%	39 75.0% 3.8%	101 81.5% 9.9%	76 81.7% 7.4%	76 77.6% 7.4%	45 77.6% 4.4%	47 83.9% 4.6%	62 68.1% 6.1%	36 67.9% 3.5%	65 79.3% 6.3%	42 85.7% 4.1%	29 85.3% 2.8%
Highest quality	961 66.2% 100.0%	208 77.9% 21.6%	43 82.7% 4.5%	104 84.6% 10.8%	76 82.6% 7.9%	81 83.5% 8.4%	51 87.9% 5.3%	49 86.0% 5.1%	56 61.5% 5.8%	28 53.8% 2.9%	54 67.5% 5.6%	40 83.3% 4.2%	30 88.2% 3.1%
Good value	860 59.1% 100.0%	133 49.8% 15.5%	27 51.9% 3.1%	64 52.0% 7.4%	55 59.1% 6.4%	42 43.3% 4.9%	25 43.1% 2.9%	36 64.3% 4.2%	52 57.1% 6.0%	32 60.4% 3.7%	60 73.2% 7.0%	26 54.2% 3.0%	16 47.1% 1.9%
Full-bodied flavor	869 60.3% 100.0%	168 62.9% 19.3%	41 78.8% 4.7%	83 67.5% 9.6%	72 77.4% 8.3%	67 68.4% 7.7%	38 65.5% 4.4%	43 75.4% 4.9%	58 63.7% 6.7%	32 62.7% 3.7%	52 65.0% 6.0%	31 63.3% 3.6%	24 70.6% 2.8%
Mild taste	828 56.7% 100.0%	129 48.1% 15.6%	24 47.1% 2.9%	40 32.5% 4.8%	36 39.1% 4.3%	45 46.4% 5.4%	19 32.8% 2.3%	17 29.8% 2.1%	53 57.6% 6.4%	41 77.4% 5.0%	60 73.2% 7.2%	23 48.9% 2.8%	13 38.2% 1.6%

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top 2 Box Summary (Extremely/Very Important)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Easy to find/widely available	760 52.4% 100.0%	121 45.0% 15.9%	24 46.2% 3.2%	44 35.8% 5.8%	43 46.2% 5.7%	37 38.1% 4.9%	22 38.6% 2.9%	22 38.6% 2.9%	53 57.6% 7.0%	37 69.8% 4.9%	57 70.4% 7.5%	25 52.1% 3.3%	14 41.2% 1.8%
Size	770 52.9% 100.0%	157 58.6% 20.4%	31 59.6% 4.0%	73 59.3% 9.5%	55 59.1% 7.1%	60 61.2% 7.8%	41 70.7% 5.3%	40 70.2% 5.2%	50 54.3% 6.5%	25 48.1% 3.2%	43 52.4% 5.6%	32 65.3% 4.2%	26 76.5% 3.4%
Good for everyday	714 49.3% 100.0%	112 41.8% 15.7%	24 46.2% 3.4%	54 43.2% 7.6%	41 44.1% 5.7%	34 35.1% 4.8%	26 44.1% 3.6%	20 35.1% 2.8%	45 48.9% 6.3%	32 61.5% 4.5%	55 68.8% 7.7%	26 54.2% 3.6%	15 45.5% 2.1%
Brand reputation	754 51.8% 100.0%	156 58.2% 20.7%	31 59.6% 4.1%	77 62.1% 10.2%	60 64.5% 8.0%	68 69.4% 9.0%	38 65.5% 5.0%	35 61.4% 4.6%	49 53.8% 6.5%	23 44.2% 3.1%	48 58.5% 6.4%	29 59.2% 3.8%	26 76.5% 3.4%
Medium taste	714 49.5% 100.0%	130 48.7% 18.2%	30 57.7% 4.2%	60 48.8% 8.4%	38 41.3% 5.3%	49 50.5% 6.9%	29 50.0% 4.1%	21 37.5% 2.9%	48 52.7% 6.7%	30 57.7% 4.2%	58 72.5% 8.1%	26 54.2% 3.6%	17 51.5% 2.4%
Shape	620 42.7% 100.0%	119 44.6% 19.2%	21 40.4% 3.4%	59 47.6% 9.5%	43 46.7% 6.9%	37 37.4% 6.0%	30 51.7% 4.8%	34 59.6% 5.5%	40 43.0% 6.5%	27 51.9% 4.4%	43 53.1% 6.9%	24 49.0% 3.9%	16 47.1% 2.6%
Feel	602 41.7% 100.0%	131 48.9% 21.8%	27 51.9% 4.5%	65 52.4% 10.8%	50 54.3% 8.3%	47 48.0% 7.8%	37 62.7% 6.1%	35 62.5% 5.8%	34 37.0% 5.6%	24 46.2% 4.0%	36 45.6% 6.0%	24 50.0% 4.0%	22 64.7% 3.7%
Low price	502 34.6% 100.0%	41 15.3% 8.2%	12 23.1% 2.4%	17 13.9% 3.4%	21 22.6% 4.2%	11 11.2% 2.2%	10 17.2% 2.0%	12 21.1% 2.4%	28 30.4% 5.6%	23 44.2% 4.6%	50 62.5% 10.0%	7 14.6% 1.4%	6 17.6% 1.2%
Friend recommendation	528 36.4% 100.0%	120 44.6% 22.7%	22 42.3% 4.2%	40 32.5% 7.6%	31 33.3% 5.9%	44 44.4% 8.3%	19 32.2% 3.6%	20 35.1% 3.8%	35 37.6% 6.6%	14 26.9% 2.7%	16 20.0% 3.0%	18 37.5% 3.4%	18 52.9% 3.4%
Type of occasion	430 29.8% 100.0%	90 33.6% 20.9%	10 19.2% 2.3%	31 25.4% 7.2%	20 22.0% 4.7%	39 39.8% 9.1%	14 24.1% 3.3%	16 28.1% 3.7%	25 27.2% 5.8%	11 21.2% 2.6%	21 25.9% 4.9%	14 29.2% 3.3%	12 36.4% 2.8%
Color/Wrapper	424 29.3% 100.0%	95 35.6% 22.4%	20 38.5% 4.7%	51 41.1% 12.0%	45 48.4% 10.6%	35 36.1% 8.3%	36 61.0% 8.5%	32 56.1% 7.5%	25 26.9% 5.9%	13 25.0% 3.1%	26 32.9% 6.1%	16 34.0% 3.8%	17 51.5% 4.0%
Country of origin	400 27.6% 100.0%	77 28.6% 19.3%	16 31.4% 4.0%	52 41.6% 13.0%	28 30.1% 7.0%	44 44.9% 11.0%	22 37.3% 5.5%	25 43.9% 6.3%	21 22.8% 5.3%	16 30.8% 4.0%	21 26.6% 5.3%	16 32.7% 4.0%	16 47.1% 4.0%
On sale/promotion	334 23.1% 100.0%	38 14.2% 11.4%	8 15.4% 2.4%	15 12.3% 4.5%	13 14.0% 3.9%	9 9.2% 2.7%	8 13.8% 2.4%	7 12.3% 2.1%	16 17.6% 4.8%	15 28.8% 4.5%	28 35.0% 8.4%	7 14.6% 2.1%	5 14.7% 1.5%
Strong taste	339 23.5% 100.0%	62 23.0% 18.3%	11 21.2% 3.2%	45 36.9% 13.3%	30 32.3% 8.8%	24 24.5% 7.1%	19 32.2% 5.6%	21 37.5% 6.2%	12 13.5% 3.5%	10 19.2% 2.9%	19 24.4% 5.6%	11 22.4% 3.2%	11 32.4% 3.2%

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GC 018681

Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Top 2 Box Summary (Extremely/Very Important)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Packaging	308	51	15	22	14	15	6	10	19	12	29	12	4
	21.3%	19.0%	28.8%	17.9%	15.2%	15.3%	10.3%	17.9%	20.9%	23.1%	36.3%	25.0%	11.8%
	100.0%	16.6%	4.9%	7.1%	4.5%	4.9%	1.9%	3.2%	6.2%	3.9%	9.4%	3.9%	1.3%
Sales person recommendation	296	68	13	30	23	28	11	9	18	9	15	12	9
	20.5%	25.4%	25.0%	24.4%	24.7%	28.6%	19.0%	15.8%	19.8%	17.3%	19.2%	25.0%	26.5%
	100.0%	23.0%	4.4%	10.1%	7.8%	9.5%	3.7%	3.0%	6.1%	3.0%	5.1%	4.1%	3.0%
Magazine recommendation	136	28	10	15	14	14	7	8	4	3	8	7	6
	9.4%	10.5%	19.2%	12.2%	15.1%	14.3%	12.1%	14.3%	4.4%	5.8%	10.3%	14.6%	17.6%
	100.0%	20.6%	7.4%	11.0%	10.3%	10.3%	5.1%	5.9%	2.9%	2.2%	5.9%	5.1%	4.4%

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GC 018682

Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Bottom 2 Box Summary (Somewhat Important/Not at all Important)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Freshness	156 10.7% 100.0%	13 4.8% 8.3%	1 2.0% 0.6%	7 5.6% 4.5%	0 0.0% 0.0%	6 6.2% 3.8%	2 3.5% 1.3%	0 0.0% 0.0%	7 7.6% 4.5%	5 9.4% 3.2%	7 8.5% 4.5%	1 2.0% 0.6%	1 3.0% 0.6%
Great taste	153 10.5% 100.0%	16 5.9% 10.5%	2 3.8% 1.3%	7 5.6% 4.6%	5 5.4% 3.3%	6 6.1% 3.9%	4 6.8% 2.6%	2 3.5% 1.3%	5 5.4% 3.3%	8 15.4% 5.2%	9 11.0% 5.9%	1 2.0% 0.7%	1 2.9% 0.7%
Smooth taste	238 16.4% 100.0%	36 13.4% 15.1%	9 17.3% 3.8%	18 14.6% 7.6%	17 18.5% 7.1%	10 10.2% 4.2%	11 19.0% 4.6%	12 21.4% 5.0%	16 17.6% 6.7%	7 13.5% 2.9%	8 10.3% 3.4%	5 10.6% 2.1%	3 9.1% 1.3%
Aroma/smell	344 23.6% 100.0%	56 20.7% 16.3%	8 15.4% 2.3%	22 17.6% 6.4%	22 23.7% 6.4%	21 21.4% 6.1%	14 23.7% 4.1%	14 24.6% 4.1%	19 20.4% 5.5%	11 21.2% 3.2%	17 21.0% 4.9%	11 22.4% 3.2%	6 17.6% 1.7%
Well constructed	345 23.8% 100.0%	40 14.9% 11.6%	11 21.6% 3.2%	10 8.1% 2.9%	13 14.0% 3.8%	18 18.4% 5.2%	4 7.0% 1.2%	3 5.4% 0.9%	21 22.8% 6.1%	11 20.8% 3.2%	20 25.0% 5.8%	6 12.2% 1.7%	4 11.8% 1.2%
Easy to smoke	375 25.7% 100.0%	71 26.3% 18.9%	13 25.5% 3.5%	30 24.6% 8.0%	25 27.5% 6.7%	26 26.3% 6.9%	16 27.6% 4.3%	15 26.3% 4.0%	23 24.7% 6.1%	12 22.6% 3.2%	13 15.9% 3.5%	10 20.8% 2.7%	6 17.6% 1.6%
Past brand experience	384 26.3% 100.0%	47 17.4% 12.2%	16 30.8% 4.2%	9 7.3% 2.3%	15 16.1% 3.9%	16 16.2% 4.2%	7 11.7% 1.8%	7 12.3% 1.8%	21 22.6% 5.5%	16 30.2% 4.2%	28 34.1% 7.3%	5 10.4% 1.3%	5 14.7% 1.3%
High quality	371 25.6% 100.0%	36 13.4% 9.7%	7 13.5% 1.9%	12 9.7% 3.2%	14 15.1% 3.8%	10 10.2% 2.7%	6 10.3% 1.6%	5 8.9% 1.3%	26 28.6% 7.0%	18 34.6% 4.9%	22 27.5% 5.9%	5 10.2% 1.3%	6 17.6% 1.6%
Easy draw	425 29.3% 100.0%	67 25.0% 15.8%	13 25.0% 3.1%	23 18.5% 5.4%	17 18.3% 4.0%	22 22.4% 5.2%	13 22.4% 3.1%	9 16.1% 2.1%	29 31.9% 6.8%	17 32.1% 4.0%	17 20.7% 4.0%	7 14.3% 1.6%	5 14.7% 1.2%
Highest quality	491 33.8% 100.0%	59 22.1% 12.0%	9 17.3% 1.8%	19 15.4% 3.9%	16 17.4% 3.3%	16 16.5% 3.3%	7 12.1% 1.4%	8 14.0% 1.6%	35 38.5% 7.1%	24 46.2% 4.9%	26 32.5% 5.3%	8 16.7% 1.6%	4 11.8% 0.8%
Good value	594 40.9% 100.0%	134 50.2% 22.6%	25 48.1% 4.2%	59 48.0% 9.9%	38 40.9% 6.4%	55 56.7% 9.3%	33 56.9% 5.6%	20 35.7% 3.4%	39 42.9% 6.6%	21 39.6% 3.5%	22 26.8% 3.7%	22 45.8% 3.7%	18 52.9% 3.0%
Full-bodied flavor	573 39.7% 100.0%	99 37.1% 17.3%	11 21.2% 1.9%	40 32.5% 7.0%	21 22.6% 3.7%	31 31.6% 5.4%	20 34.5% 3.5%	14 24.6% 2.4%	33 36.3% 5.8%	19 37.3% 3.3%	28 35.0% 4.9%	18 36.7% 3.1%	10 29.4% 1.7%
Mild taste	633 43.3% 100.0%	139 51.9% 22.0%	27 52.9% 4.3%	83 67.5% 13.1%	56 60.9% 8.8%	52 53.6% 8.2%	39 67.2% 6.2%	40 70.2% 6.3%	39 42.4% 6.2%	12 22.6% 1.9%	22 26.8% 3.5%	24 51.1% 3.8%	21 61.8% 3.3%

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GC 018683

Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Bottom 2 Box Summary (Somewhat Important/Not at all Important)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Easy to find/widely available	689	148	28	79	50	60	35	35	39	16	24	23	20
	47.6%	55.0%	53.8%	64.2%	53.8%	61.9%	61.4%	61.4%	42.4%	30.2%	29.6%	47.9%	58.8%
	100.0%	21.5%	4.1%	11.5%	7.3%	8.7%	5.1%	5.1%	5.7%	2.3%	3.5%	3.3%	2.9%
Size	686	111	21	50	38	38	17	17	42	27	39	17	8
	47.1%	41.4%	40.4%	40.7%	40.9%	38.8%	29.3%	29.8%	45.7%	51.9%	47.6%	34.7%	23.5%
	100.0%	16.2%	3.1%	7.3%	5.5%	5.5%	2.5%	2.5%	6.1%	3.9%	5.7%	2.5%	1.2%
Good for everyday	735	156	28	71	52	63	33	37	47	20	25	22	18
	50.7%	58.2%	53.8%	56.8%	55.9%	64.9%	55.9%	64.9%	51.1%	38.5%	31.3%	45.8%	54.5%
	100.0%	21.2%	3.8%	9.7%	7.1%	8.6%	4.5%	5.0%	6.4%	2.7%	3.4%	3.0%	2.4%
Brand reputation	703	112	21	47	33	30	20	22	42	29	34	20	8
	48.2%	41.8%	40.4%	37.9%	35.5%	30.6%	34.5%	38.6%	46.2%	55.8%	41.5%	40.8%	23.5%
	100.0%	15.9%	3.0%	6.7%	4.7%	4.3%	2.8%	3.1%	6.0%	4.1%	4.8%	2.8%	1.1%
Medium taste	728	137	22	63	54	48	29	35	43	22	22	22	16
	50.5%	51.3%	42.3%	51.2%	58.7%	49.5%	50.0%	62.5%	47.3%	42.3%	27.5%	45.8%	48.5%
	100.0%	18.8%	3.0%	8.7%	7.4%	6.6%	4.0%	4.8%	5.9%	3.0%	3.0%	3.0%	2.2%
Shape	831	148	31	65	49	62	28	23	53	25	38	25	18
	57.3%	55.4%	59.6%	52.4%	53.3%	62.6%	48.3%	40.4%	57.0%	48.1%	46.9%	51.0%	52.9%
	100.0%	17.8%	3.7%	7.8%	5.9%	7.5%	3.4%	2.8%	6.4%	3.0%	4.6%	3.0%	2.2%
Feel	843	137	25	59	42	51	22	21	58	28	43	24	12
	58.3%	51.1%	48.1%	47.6%	45.7%	52.0%	37.3%	37.5%	63.0%	53.8%	54.4%	50.0%	35.3%
	100.0%	16.3%	3.0%	7.0%	5.0%	6.0%	2.6%	2.5%	6.9%	3.3%	5.1%	2.8%	1.4%
Low price	947	227	40	105	72	87	48	45	64	29	30	41	28
	65.4%	84.7%	76.9%	86.1%	77.4%	88.8%	82.8%	78.9%	69.6%	55.8%	37.5%	85.4%	82.4%
	100.0%	24.0%	4.2%	11.1%	7.6%	9.2%	5.1%	4.8%	6.8%	3.1%	3.2%	4.3%	3.0%
Friend recommendation	923	149	30	83	62	55	40	37	58	38	64	30	16
	63.6%	55.4%	57.7%	67.5%	66.7%	55.6%	67.8%	64.9%	62.4%	73.1%	80.0%	62.5%	47.1%
	100.0%	16.1%	3.3%	9.0%	6.7%	6.0%	4.3%	4.0%	6.3%	4.1%	6.9%	3.3%	1.7%
Type of occasion	1013	178	42	91	71	59	44	41	67	41	60	34	21
	70.2%	66.4%	80.8%	74.6%	78.0%	60.2%	75.9%	71.9%	72.8%	78.8%	74.1%	70.8%	63.6%
	100.0%	17.6%	4.1%	9.0%	7.0%	5.8%	4.3%	4.0%	6.6%	4.0%	5.9%	3.4%	2.1%
Color/Wrapper	1021	172	32	73	48	62	23	25	68	39	53	31	16
	70.7%	64.4%	61.5%	58.9%	51.6%	63.9%	39.0%	43.9%	73.1%	75.0%	67.1%	66.0%	48.5%
	100.0%	16.8%	3.1%	7.1%	4.7%	6.1%	2.3%	2.4%	6.7%	3.8%	5.2%	3.0%	1.6%
Country of origin	1050	192	35	73	65	54	37	32	71	36	58	33	18
	72.4%	71.4%	68.6%	58.4%	69.9%	55.1%	62.7%	56.1%	77.2%	69.2%	73.4%	67.3%	52.9%
	100.0%	18.3%	3.3%	7.0%	6.2%	5.1%	3.5%	3.0%	6.8%	3.4%	5.5%	3.1%	1.7%
On sale/promotion	1114	230	44	107	80	89	50	50	75	37	52	41	29
	76.9%	85.8%	84.6%	87.7%	86.0%	90.8%	86.2%	87.7%	82.4%	71.2%	65.0%	85.4%	85.3%
	100.0%	20.6%	3.9%	9.6%	7.2%	8.0%	4.5%	4.5%	6.7%	3.3%	4.7%	3.7%	2.6%
Strong taste	1105	208	41	77	63	74	40	35	77	42	59	38	23
	76.5%	77.0%	78.8%	63.1%	67.7%	75.5%	67.8%	62.5%	86.5%	80.8%	75.6%	77.6%	67.6%
	100.0%	18.8%	3.7%	7.0%	5.7%	6.7%	3.6%	3.2%	7.0%	3.8%	5.3%	3.4%	2.1%

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GC 018684

Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Bottom 2 Box Summary (Somewhat Important/Not at all Important)

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Packaging	1135	217	37	101	78	83	52	46	72	40	51	36	30
	78.7%	81.0%	71.2%	82.1%	84.8%	84.7%	89.7%	82.1%	79.1%	76.9%	63.8%	75.0%	88.2%
	100.0%	19.1%	3.3%	8.9%	6.9%	7.3%	4.6%	4.1%	6.3%	3.5%	4.5%	3.2%	2.6%
Sales person recommendation	1151	200	39	93	70	70	47	48	73	43	63	36	25
	79.5%	74.6%	75.0%	75.6%	75.3%	71.4%	81.0%	84.2%	80.2%	82.7%	80.8%	75.0%	73.5%
	100.0%	17.4%	3.4%	8.1%	6.1%	6.1%	4.1%	4.2%	6.3%	3.7%	5.5%	3.1%	2.2%
Magazine recommendation	1307	238	42	108	79	84	51	48	87	49	70	41	28
	90.6%	89.5%	80.8%	87.8%	84.9%	85.7%	87.9%	85.7%	95.6%	94.2%	89.7%	85.4%	82.4%
	100.0%	18.2%	3.2%	8.3%	6.0%	6.4%	3.9%	3.7%	6.7%	3.7%	5.4%	3.1%	2.1%

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GC 018685

Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Freshness													
Mean	2.43	2.56	2.65	2.66	2.67	2.54	2.65	2.81	2.46	2.53	2.48	2.61	2.52
Std. Dev.	0.766	0.635	0.522	0.636	0.474	0.613	0.612	0.395	0.702	0.668	0.724	0.533	0.566
Std. Err.	0.020	0.039	0.073	0.057	0.049	0.062	0.081	0.054	0.073	0.092	0.080	0.076	0.098
Great taste													
Mean	2.41	2.51	2.54	2.62	2.58	2.56	2.59	2.63	2.49	2.31	2.37	2.55	2.59
Std. Dev.	0.740	0.644	0.576	0.619	0.597	0.610	0.619	0.555	0.601	0.829	0.746	0.542	0.557
Std. Err.	0.019	0.039	0.080	0.055	0.062	0.062	0.081	0.074	0.062	0.115	0.082	0.077	0.096
Smooth taste													
Mean	2.21	2.28	2.25	2.27	2.25	2.35	2.16	2.21	2.22	2.35	2.26	2.32	2.42
Std. Dev.	0.794	0.698	0.738	0.702	0.750	0.660	0.721	0.825	0.814	0.711	0.711	0.663	0.663
Std. Err.	0.021	0.043	0.102	0.063	0.078	0.067	0.095	0.110	0.085	0.099	0.080	0.097	0.115
Aroma/smell													
Mean	2.08	2.06	2.15	2.18	2.06	2.05	2.14	2.18	2.20	2.19	2.15	2.10	2.15
Std. Dev.	0.832	0.752	0.724	0.708	0.791	0.751	0.776	0.805	0.841	0.864	0.838	0.743	0.702
Std. Err.	0.022	0.046	0.100	0.063	0.082	0.076	0.101	0.107	0.087	0.120	0.093	0.106	0.120
Well constructed													
Mean	2.07	2.24	2.20	2.40	2.32	2.20	2.44	2.55	2.04	2.08	2.06	2.27	2.32
Std. Dev.	0.894	0.758	0.825	0.660	0.768	0.786	0.682	0.601	0.901	0.805	0.932	0.670	0.768
Std. Err.	0.024	0.046	0.116	0.059	0.080	0.079	0.090	0.080	0.094	0.111	0.104	0.096	0.132
Easy to smoke													
Mean	1.99	1.98	1.98	2.02	2.09	1.97	2.03	1.96	1.92	2.08	2.21	2.02	2.03
Std. Dev.	0.853	0.829	0.812	0.760	0.825	0.762	0.858	0.844	0.797	0.874	0.797	0.668	0.717
Std. Err.	0.022	0.050	0.114	0.069	0.087	0.077	0.113	0.112	0.083	0.120	0.088	0.096	0.123
Past brand experience													
Mean	2.02	2.24	2.02	2.37	2.30	2.14	2.30	2.26	2.09	1.89	1.84	2.35	2.21
Std. Dev.	0.927	0.771	1.019	0.619	0.818	0.783	0.671	0.768	0.893	0.934	0.923	0.668	0.770
Std. Err.	0.024	0.047	0.141	0.056	0.085	0.079	0.087	0.102	0.093	0.128	0.102	0.096	0.132
High quality													
Mean	2.00	2.24	2.35	2.45	2.32	2.37	2.36	2.41	1.97	1.90	1.90	2.31	2.38
Std. Dev.	0.892	0.726	0.764	0.667	0.754	0.694	0.718	0.708	0.795	0.869	0.866	0.652	0.853
Std. Err.	0.023	0.044	0.106	0.060	0.078	0.070	0.094	0.095	0.083	0.121	0.097	0.093	0.146
Easy draw													
Mean	1.92	1.99	2.13	2.15	2.23	2.01	2.07	2.20	1.88	1.89	2.00	2.12	2.12
Std. Dev.	0.878	0.793	0.841	0.793	0.768	0.767	0.769	0.749	0.880	0.913	0.903	0.634	0.640
Std. Err.	0.023	0.048	0.117	0.071	0.080	0.077	0.101	0.100	0.092	0.125	0.100	0.091	0.110

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Highest quality													
Mean	1.85	2.04	2.29	2.22	2.21	2.22	2.36	2.19	1.81	1.62	1.88	2.08	2.21
Std. Dev.	0.926	0.767	0.800	0.763	0.749	0.767	0.742	0.811	0.802	0.889	0.960	0.647	0.808
Std. Err.	0.024	0.047	0.111	0.069	0.078	0.078	0.097	0.107	0.084	0.123	0.107	0.093	0.139
Good value													
Mean	1.72	1.51	1.60	1.57	1.71	1.40	1.41	1.79	1.75	1.72	2.05	1.63	1.47
Std. Dev.	0.942	0.919	1.053	0.915	0.916	0.965	0.918	0.825	0.902	0.948	0.915	0.866	0.861
Std. Err.	0.025	0.056	0.146	0.083	0.095	0.098	0.121	0.110	0.095	0.130	0.101	0.125	0.148
Full-bodied flavor													
Mean	1.73	1.77	2.10	1.94	2.08	1.90	1.86	2.05	1.81	1.82	1.83	1.82	1.97
Std. Dev.	0.950	0.896	0.774	0.852	0.837	0.855	0.868	0.875	0.906	0.932	0.952	0.882	0.834
Std. Err.	0.025	0.055	0.107	0.077	0.087	0.086	0.114	0.116	0.095	0.130	0.106	0.126	0.143
Mild taste													
Mean	1.70	1.58	1.43	1.22	1.34	1.52	1.19	1.09	1.77	2.09	2.05	1.62	1.26
Std. Dev.	1.001	0.943	0.900	0.937	1.019	1.012	0.999	0.969	0.939	0.966	0.967	0.968	0.963
Std. Err.	0.026	0.058	0.126	0.084	0.106	0.103	0.131	0.128	0.098	0.133	0.107	0.141	0.165
Easy to find/widely available													
Mean	1.57	1.41	1.44	1.21	1.51	1.27	1.32	1.42	1.59	2.06	2.00	1.48	1.24
Std. Dev.	0.999	0.896	0.916	0.926	0.880	0.941	1.038	0.944	0.963	0.989	1.000	0.772	1.017
Std. Err.	0.026	0.055	0.127	0.083	0.091	0.096	0.137	0.125	0.100	0.136	0.111	0.111	0.174
Size													
Mean	1.57	1.66	1.65	1.76	1.77	1.72	2.02	1.95	1.62	1.50	1.60	1.73	1.97
Std. Dev.	0.913	0.797	0.814	0.769	0.823	0.797	0.783	0.875	0.888	0.960	0.967	0.730	0.758
Std. Err.	0.024	0.049	0.113	0.069	0.085	0.080	0.103	0.116	0.093	0.133	0.107	0.104	0.130
Good for everyday													
Mean	1.45	1.29	1.48	1.34	1.39	1.24	1.39	1.32	1.43	1.83	1.89	1.54	1.55
Std. Dev.	1.011	0.923	0.960	0.915	0.956	0.863	0.983	0.890	1.009	1.061	0.900	0.824	0.905
Std. Err.	0.027	0.056	0.133	0.082	0.099	0.088	0.128	0.118	0.105	0.147	0.101	0.119	0.157
Brand reputation													
Mean	1.56	1.70	1.71	1.78	1.87	1.94	1.81	1.77	1.57	1.42	1.71	1.76	2.06
Std. Dev.	0.957	0.866	0.957	0.832	0.837	0.823	0.826	0.846	0.871	0.915	0.975	0.830	0.736
Std. Err.	0.025	0.053	0.133	0.075	0.087	0.083	0.108	0.112	0.091	0.127	0.108	0.119	0.126
Medium taste													
Mean	1.49	1.49	1.62	1.45	1.42	1.53	1.48	1.34	1.51	1.69	1.85	1.56	1.42
Std. Dev.	0.873	0.792	0.745	0.832	0.788	0.792	0.843	0.769	0.861	0.875	0.858	0.848	0.830
Std. Err.	0.023	0.048	0.103	0.075	0.082	0.080	0.111	0.103	0.090	0.121	0.096	0.122	0.145

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Shape													
Mean	1.37	1.40	1.37	1.51	1.50	1.37	1.62	1.72	1.43	1.46	1.58	1.55	1.59
Std. Dev.	0.961	0.841	0.971	0.821	0.943	0.828	0.855	0.818	0.902	0.999	0.973	0.891	0.783
Std. Err.	0.025	0.051	0.135	0.074	0.098	0.083	0.112	0.108	0.093	0.139	0.108	0.127	0.134
Feel													
Mean	1.34	1.49	1.63	1.59	1.68	1.51	1.83	1.80	1.29	1.40	1.44	1.50	1.79
Std. Dev.	0.949	0.893	0.886	0.928	0.925	0.922	0.913	0.818	0.871	1.034	0.971	0.875	0.845
Std. Err.	0.025	0.055	0.123	0.083	0.096	0.093	0.119	0.109	0.091	0.143	0.109	0.126	0.145
Low price													
Mean	1.24	0.81	0.94	0.76	0.98	0.65	0.83	1.05	1.16	1.50	1.83	0.92	0.82
Std. Dev.	0.999	0.774	0.873	0.793	0.932	0.761	0.881	0.854	0.881	1.000	1.003	0.794	0.797
Std. Err.	0.026	0.047	0.121	0.072	0.097	0.077	0.116	0.113	0.092	0.139	0.112	0.115	0.137
Friend recommendation													
Mean	1.25	1.44	1.38	1.27	1.27	1.46	1.22	1.26	1.26	1.12	0.98	1.33	1.44
Std. Dev.	0.856	0.816	0.844	0.714	0.739	0.675	0.811	0.813	0.806	0.704	0.826	0.753	0.660
Std. Err.	0.022	0.050	0.117	0.064	0.077	0.068	0.106	0.108	0.084	0.098	0.092	0.109	0.113
Type of occasion													
Mean	1.00	1.12	0.96	1.04	0.95	1.23	1.03	1.00	0.95	0.85	0.88	1.10	1.21
Std. Dev.	0.983	0.967	0.949	0.894	0.848	1.063	0.973	0.926	0.976	0.894	0.992	1.036	1.111
Std. Err.	0.026	0.059	0.132	0.081	0.089	0.107	0.128	0.123	0.102	0.124	0.110	0.150	0.193
Color/Wrapper													
Mean	0.99	1.13	1.21	1.33	1.44	1.15	1.64	1.60	1.00	0.73	1.05	1.11	1.55
Std. Dev.	0.982	1.003	1.073	0.985	1.016	1.024	1.030	0.942	0.944	0.972	1.061	0.914	1.034
Std. Err.	0.026	0.061	0.149	0.088	0.105	0.104	0.134	0.125	0.098	0.135	0.119	0.133	0.180
Country of origin													
Mean	1.01	1.07	1.12	1.38	1.25	1.46	1.27	1.37	0.99	0.98	0.91	1.04	1.47
Std. Dev.	0.969	0.867	0.909	0.895	0.952	0.943	0.944	0.899	0.832	1.057	0.990	0.889	0.929
Std. Err.	0.025	0.053	0.127	0.080	0.099	0.095	0.123	0.119	0.087	0.147	0.111	0.127	0.159
On sale/promotion													
Mean	0.90	0.66	0.69	0.66	0.72	0.58	0.66	0.79	0.82	1.04	1.30	0.83	0.76
Std. Dev.	0.949	0.803	0.781	0.799	0.812	0.717	0.849	0.881	0.825	1.009	1.036	0.883	0.781
Std. Err.	0.025	0.049	0.108	0.072	0.084	0.072	0.112	0.117	0.086	0.140	0.116	0.127	0.134
Strong taste													
Mean	0.91	0.90	1.00	1.27	1.17	0.94	1.15	1.23	0.70	0.73	0.91	0.84	1.06
Std. Dev.	0.930	0.873	0.767	0.962	0.940	0.871	1.014	0.953	0.845	0.866	1.022	0.874	0.919
Std. Err.	0.024	0.053	0.106	0.087	0.097	0.088	0.132	0.127	0.090	0.120	0.116	0.125	0.158

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Cigar Segmentation

Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Packaging													
Mean	0.88	0.79	1.04	0.80	0.72	0.74	0.71	0.84	0.91	0.94	1.24	0.90	0.71
Std. Dev.	0.917	0.862	0.885	0.809	0.775	0.841	0.795	0.848	0.902	0.873	1.070	0.928	0.676
Std. Err.	0.024	0.053	0.123	0.073	0.081	0.085	0.104	0.113	0.095	0.121	0.120	0.134	0.116
Sales person recommendation													
Mean	0.87	1.03	0.98	1.05	0.98	1.15	0.88	0.91	0.86	0.83	0.79	1.06	1.06
Std. Dev.	0.844	0.811	0.779	0.818	0.807	0.829	0.796	0.739	0.783	0.857	0.903	0.727	0.776
Std. Err.	0.022	0.050	0.108	0.074	0.084	0.084	0.105	0.098	0.082	0.119	0.102	0.105	0.133
Magazine recommendation													
Mean	0.52	0.62	0.71	0.78	0.71	0.74	0.69	0.82	0.42	0.46	0.53	0.71	0.85
Std. Dev.	0.718	0.744	0.776	0.763	0.774	0.722	0.821	0.765	0.616	0.670	0.785	0.771	0.702
Std. Err.	0.019	0.046	0.108	0.069	0.080	0.073	0.108	0.102	0.065	0.093	0.089	0.111	0.120

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Cigar Segmentation

Q1A Section V. Which of the following brands are you aware of?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Cohiba	565 37.7% 100.0%	174 63.7% 30.8%	34 64.2% 6.0%	101 80.2% 17.9%	71 75.5% 12.6%	96 96.0% 17.0%	52 86.7% 9.2%	48 81.4% 8.5%	31 33.0% 5.5%	7 12.7% 1.2%	15 18.1% 2.7%	36 73.5% 6.4%	31 91.2% 5.5%
Davidoff	406 27.1% 100.0%	123 45.1% 30.3%	27 50.9% 6.7%	81 64.3% 20.0%	52 55.3% 12.8%	46 46.0% 11.3%	39 65.0% 9.6%	44 74.6% 10.8%	17 18.1% 4.2%	6 10.9% 1.5%	11 13.3% 2.7%	27 55.1% 6.7%	16 47.1% 3.9%
Don Diego	755 50.4% 100.0%	203 74.4% 26.9%	47 88.7% 6.2%	101 80.2% 13.4%	70 74.5% 9.3%	71 71.0% 9.4%	51 85.0% 6.8%	52 88.1% 6.9%	46 48.9% 6.1%	21 38.2% 2.8%	32 38.6% 4.2%	37 75.5% 4.9%	23 67.6% 3.0%
Fuente/Arturo Fuente	511 34.1% 100.0%	156 57.1% 30.5%	34 64.2% 6.7%	91 72.2% 17.8%	66 70.2% 12.9%	60 60.0% 11.7%	48 80.0% 9.4%	50 84.7% 9.8%	28 29.8% 5.5%	8 14.5% 1.6%	11 13.3% 2.2%	30 61.2% 5.9%	23 67.6% 4.5%
H.Upmann	543 36.3% 100.0%	167 61.2% 30.8%	27 50.9% 5.0%	101 80.2% 18.6%	77 81.9% 14.2%	60 60.0% 11.0%	55 91.7% 10.1%	48 81.4% 8.8%	28 29.8% 5.2%	5 9.1% 0.9%	12 14.5% 2.2%	33 67.3% 6.1%	23 67.6% 4.2%
Hoyo de Monterrey	453 30.3% 100.0%	128 46.9% 28.3%	33 62.3% 7.3%	91 72.2% 20.1%	68 72.3% 15.0%	46 46.0% 10.2%	56 93.3% 12.4%	52 88.1% 11.5%	22 23.4% 4.9%	8 14.5% 1.8%	8 9.6% 1.8%	28 57.1% 6.2%	15 44.1% 3.3%
Hoyo de Monterrey Excalibur	408 27.3% 100.0%	112 41.0% 27.5%	34 64.2% 8.3%	81 64.3% 19.9%	64 68.1% 15.7%	45 45.0% 11.0%	56 93.3% 13.7%	56 94.9% 13.7%	21 22.3% 5.1%	7 12.7% 1.7%	11 13.3% 2.7%	23 46.9% 5.6%	15 44.1% 3.7%
Macanudo	748 50.0% 100.0%	266 97.4% 35.6%	49 92.5% 6.6%	115 91.3% 15.4%	80 85.1% 10.7%	77 77.0% 10.3%	57 95.0% 7.6%	52 88.1% 7.0%	46 48.9% 6.1%	8 14.5% 1.1%	15 18.1% 2.0%	46 93.9% 6.1%	24 70.6% 3.2%
Montecristo	600 40.1% 100.0%	171 62.6% 28.5%	41 77.4% 6.8%	101 80.2% 16.8%	69 73.4% 11.5%	68 68.0% 11.3%	52 86.7% 8.7%	48 81.4% 8.0%	32 34.0% 5.3%	16 29.1% 2.7%	16 19.3% 2.7%	35 71.4% 5.8%	25 73.5% 4.2%
Partagas	520 34.7% 100.0%	178 65.2% 34.2%	35 66.0% 6.7%	124 98.4% 23.8%	71 75.5% 13.7%	61 61.0% 11.7%	56 93.3% 10.8%	51 86.4% 9.8%	29 30.9% 5.6%	8 14.5% 1.5%	12 14.5% 2.3%	33 67.3% 6.3%	22 64.7% 4.2%
Punch	500 33.4% 100.0%	155 56.8% 31.0%	33 62.3% 6.6%	98 77.8% 19.6%	91 96.8% 18.2%	53 53.0% 10.6%	53 88.3% 10.6%	50 84.7% 10.0%	21 22.3% 4.2%	7 12.7% 1.4%	15 18.1% 3.0%	33 67.3% 6.6%	19 55.9% 3.8%
Te Amo	505 33.7% 100.0%	148 54.2% 29.3%	27 50.9% 5.3%	91 72.2% 18.0%	64 68.1% 12.7%	51 51.0% 10.1%	53 88.3% 10.5%	48 81.4% 9.5%	30 31.9% 5.9%	11 20.0% 2.2%	11 13.3% 2.2%	30 61.2% 5.9%	18 52.9% 3.6%
No answer	406 27.1% 100.0%	3 1.1% 0.7%	0 0.0% 0.0%	1 0.8% 0.2%	3 3.2% 0.7%	3 3.0% 0.7%	0 0.0% 0.0%	0 0.0% 0.0%	17 18.1% 4.2%	26 47.3% 6.4%	33 39.8% 8.1%	1 2.0% 0.2%	2 5.9% 0.5%

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Cigar Segmentation

Q1B Section V. Which of the following brands do you regularly smoke?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Cohiba	117 7.8% 100.0%	40 14.7% 34.2%	14 26.4% 12.0%	26 20.6% 22.2%	19 20.2% 16.2%	71 71.0% 60.7%	19 31.7% 16.2%	14 23.7% 12.0%	7 7.4% 6.0%	3 5.5% 2.6%	3 3.6% 2.6%	8 16.3% 6.8%	24 70.6% 20.5%
Davidoff	51 3.4% 100.0%	20 7.3% 39.2%	7 13.2% 13.7%	16 12.7% 31.4%	8 8.5% 15.7%	10 10.0% 19.6%	6 10.0% 11.8%	6 10.2% 11.8%	2 2.1% 3.9%	2 3.6% 3.9%	2 2.4% 3.9%	2 4.1% 3.9%	3 8.8% 5.9%
Don Diego	111 7.4% 100.0%	36 13.2% 32.4%	8 15.1% 7.2%	16 12.7% 14.4%	11 11.7% 9.9%	12 12.0% 10.8%	8 13.3% 7.2%	8 13.6% 7.2%	8 8.5% 7.2%	4 7.3% 3.6%	7 8.4% 6.3%	6 12.2% 5.4%	4 11.8% 3.6%
Fuente/Arturo Fuente	164 11.0% 100.0%	53 19.4% 32.3%	13 24.5% 7.9%	43 34.1% 26.2%	29 30.9% 17.7%	27 27.0% 16.5%	34 56.7% 20.7%	23 39.0% 14.0%	6 6.4% 3.7%	1 1.8% 0.6%	3 3.6% 1.8%	10 20.4% 6.1%	9 26.5% 5.5%
H.Upmann	158 10.6% 100.0%	68 24.9% 43.0%	10 18.9% 6.3%	41 32.5% 25.9%	33 35.1% 20.9%	29 29.0% 18.4%	22 36.7% 13.9%	9 15.3% 5.7%	5 5.3% 3.2%	1 1.8% 0.6%	3 3.6% 1.9%	10 20.4% 6.3%	9 26.5% 5.7%
Hoyo de Monterrey	63 4.2% 100.0%	19 7.0% 30.2%	7 13.2% 11.1%	21 16.7% 33.3%	17 18.1% 27.0%	14 14.0% 22.2%	40 66.7% 63.5%	17 28.8% 27.0%	2 2.1% 3.2%	1 1.8% 1.6%	0 0.0% 0.0%	3 6.1% 4.8%	6 17.6% 9.5%
Hoyo de Monterrey Excalibur	66 4.4% 100.0%	18 6.6% 27.3%	10 18.9% 15.2%	21 16.7% 31.8%	19 20.2% 28.8%	15 15.0% 22.7%	22 36.7% 33.3%	39 66.1% 59.1%	4 4.3% 6.1%	2 3.6% 3.0%	1 1.2% 1.5%	5 10.2% 7.6%	3 8.8% 4.5%
Macanudo	303 20.2% 100.0%	219 80.2% 72.3%	40 75.5% 13.2%	56 44.4% 18.5%	38 40.4% 12.5%	47 47.0% 15.5%	19 31.7% 6.3%	13 22.0% 4.3%	21 22.3% 6.9%	5 9.1% 1.7%	2 2.4% 0.7%	42 85.7% 13.9%	12 35.3% 4.0%
Montecristo	92 6.1% 100.0%	30 11.0% 32.6%	11 20.8% 12.0%	26 20.6% 28.3%	15 16.0% 16.3%	28 28.0% 30.4%	19 31.7% 20.7%	10 16.9% 10.9%	5 5.3% 5.4%	6 10.9% 6.5%	4 4.8% 4.3%	9 18.4% 9.8%	12 35.3% 13.0%
Partagas	150 10.0% 100.0%	65 23.8% 43.3%	11 20.8% 7.3%	101 80.2% 67.3%	26 27.7% 17.3%	29 29.0% 19.3%	24 40.0% 16.0%	18 30.5% 12.0%	8 8.5% 5.3%	2 3.6% 1.3%	2 2.4% 1.3%	19 38.8% 12.7%	6 17.6% 4.0%
Punch	126 8.4% 100.0%	39 14.3% 31.0%	14 26.4% 11.1%	31 24.6% 24.6%	75 79.8% 59.5%	17 17.0% 13.5%	18 30.0% 14.3%	19 32.2% 15.1%	5 5.3% 4.0%	2 3.6% 1.6%	2 2.4% 1.6%	13 26.5% 10.3%	5 14.7% 4.0%
Te Amo	87 5.8% 100.0%	22 8.1% 25.3%	4 7.5% 4.6%	15 11.9% 17.2%	10 10.6% 11.5%	10 10.0% 11.5%	7 11.7% 8.0%	6 10.2% 6.9%	4 4.3% 4.6%	0 0.0% 0.0%	3 3.6% 3.4%	4 8.2% 4.6%	2 5.9% 2.3%
No answer	813 54.3% 100.0%	22 8.1% 2.7%	6 11.3% 0.7%	5 4.0% 0.6%	9 9.6% 1.1%	6 6.0% 0.7%	2 3.3% 0.2%	5 8.5% 0.6%	53 56.4% 6.5%	41 74.5% 5.0%	60 72.3% 7.4%	3 6.1% 0.4%	4 11.8% 0.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	565 100.0% 100.0%	174 100.0% 30.8%	34 100.0% 6.0%	101 100.0% 17.9%	71 100.0% 12.6%	96 100.0% 17.0%	52 100.0% 9.2%	48 100.0% 8.5%	31 100.0% 5.5%	7 100.0% 1.2%	15 100.0% 2.7%	36 100.0% 6.4%	31 100.0% 5.5%
Cohiba													
Casual	61 10.8% 100.0%	21 12.1% 34.4%	4 11.8% 6.6%	17 16.8% 27.9%	5 7.0% 8.2%	20 20.8% 32.8%	4 7.7% 6.6%	3 6.3% 4.9%	5 16.1% 8.2%	3 42.9% 4.9%	5 33.3% 8.2%	3 8.3% 4.9%	3 9.7% 4.9%
Individualistic	106 18.8% 100.0%	36 20.7% 34.0%	10 29.4% 9.4%	27 26.7% 25.5%	17 23.9% 16.0%	31 32.3% 29.2%	13 25.0% 12.3%	11 22.9% 10.4%	9 29.0% 8.5%	2 28.6% 1.9%	3 20.0% 2.8%	9 25.0% 8.5%	9 29.0% 8.5%
Mild taste	62 11.0% 100.0%	19 10.9% 30.6%	2 5.9% 3.2%	10 9.9% 16.1%	9 12.7% 14.5%	19 19.8% 30.6%	5 9.6% 8.1%	5 10.4% 8.1%	3 9.7% 4.8%	1 14.3% 1.6%	5 33.3% 8.1%	2 5.6% 3.2%	7 22.6% 11.3%
High quality	236 41.8% 100.0%	79 45.4% 33.5%	14 41.2% 5.9%	49 48.5% 20.8%	37 52.1% 15.7%	54 56.3% 22.9%	28 53.8% 11.9%	25 52.1% 10.6%	13 41.9% 5.5%	3 42.9% 1.3%	9 60.0% 3.8%	17 47.2% 7.2%	19 61.3% 8.1%
Smart choice	95 16.8% 100.0%	35 20.1% 36.8%	10 29.4% 10.5%	19 18.8% 20.0%	14 19.7% 14.7%	29 30.2% 30.5%	7 13.5% 7.4%	7 14.6% 7.4%	4 12.9% 4.2%	2 28.6% 2.1%	4 26.7% 4.2%	5 13.9% 5.3%	9 29.0% 9.5%
Refined taste	134 23.7% 100.0%	48 27.6% 35.8%	14 41.2% 10.4%	28 27.7% 20.9%	18 25.4% 13.4%	39 40.6% 29.1%	19 36.5% 14.2%	12 25.0% 9.0%	9 29.0% 6.7%	1 14.3% 0.7%	6 40.0% 4.5%	8 22.2% 6.0%	14 45.2% 10.4%
Recommended by tobacconists	165 29.2% 100.0%	63 36.2% 38.2%	15 44.1% 9.1%	38 37.6% 23.0%	31 43.7% 18.8%	49 51.0% 29.7%	20 38.5% 12.1%	13 27.1% 7.9%	14 45.2% 8.5%	4 57.1% 2.4%	6 40.0% 3.6%	12 33.3% 7.3%	12 38.7% 7.3%
Attractive packaging	76 13.5% 100.0%	28 16.1% 36.8%	6 17.6% 7.9%	17 16.8% 22.4%	10 14.1% 13.2%	17 17.7% 22.4%	11 21.2% 14.5%	7 14.6% 9.2%	6 19.4% 7.9%	3 42.9% 3.9%	5 33.3% 6.6%	8 22.2% 10.5%	5 16.1% 6.6%
Sophisticated	111 19.6% 100.0%	41 23.6% 36.9%	8 23.5% 7.2%	30 29.7% 27.0%	18 25.4% 16.2%	31 32.3% 27.9%	19 36.5% 17.1%	13 27.1% 11.7%	8 25.8% 7.2%	3 42.9% 2.7%	5 33.3% 4.5%	10 27.8% 9.0%	10 32.3% 9.0%
Innovative	37 6.5% 100.0%	11 6.3% 29.7%	2 5.9% 5.4%	9 8.9% 24.3%	6 8.5% 16.2%	10 10.4% 27.0%	5 9.6% 13.5%	3 6.3% 8.1%	5 16.1% 13.5%	2 28.6% 5.4%	5 33.3% 13.5%	3 8.3% 8.1%	3 9.7% 8.1%
Trendy	146 25.8% 100.0%	50 28.7% 34.2%	8 23.5% 5.5%	32 31.7% 21.9%	20 28.2% 13.7%	28 29.2% 19.2%	14 26.9% 9.6%	16 33.3% 11.0%	9 29.0% 6.2%	2 28.6% 1.4%	3 20.0% 2.1%	15 41.7% 10.3%	10 32.3% 6.8%
Prestigious	191 33.8% 100.0%	66 37.9% 34.6%	18 52.9% 9.4%	41 40.6% 21.5%	34 47.9% 17.8%	38 39.6% 19.9%	22 42.3% 11.5%	23 47.9% 12.0%	10 32.3% 5.2%	2 28.6% 1.0%	5 33.3% 2.6%	18 50.0% 9.4%	13 41.9% 6.8%
Sporty	44 7.8% 100.0%	13 7.5% 29.5%	1 2.9% 2.3%	8 7.9% 18.2%	6 8.5% 13.6%	10 10.4% 22.7%	3 5.8% 6.8%	6 12.5% 13.6%	5 16.1% 11.4%	1 14.3% 2.3%	3 20.0% 6.8%	1 2.8% 2.3%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	565 100.0% 100.0%	174 100.0% 30.8%	34 100.0% 6.0%	101 100.0% 17.9%	71 100.0% 12.6%	96 100.0% 17.0%	52 100.0% 9.2%	48 100.0% 8.5%	31 100.0% 5.5%	7 100.0% 1.2%	15 100.0% 2.7%	36 100.0% 6.4%	31 100.0% 5.5%
Reliable	119 21.1% 100.0%	43 24.7% 36.1%	10 29.4% 8.4%	28 27.7% 23.5%	18 25.4% 15.1%	39 40.6% 32.8%	16 30.8% 13.4%	12 25.0% 10.1%	9 29.0% 7.6%	3 42.9% 2.5%	4 26.7% 3.4%	10 27.8% 8.4%	14 45.2% 11.8%
Recommended by magazine	113 20.0% 100.0%	36 20.7% 31.9%	9 26.5% 8.0%	33 32.7% 29.2%	17 23.9% 15.0%	26 27.1% 23.0%	14 26.9% 12.4%	11 22.9% 9.7%	7 22.6% 6.2%	2 28.6% 1.8%	3 20.0% 2.7%	12 33.3% 10.6%	4 12.9% 3.5%
Great taste	191 33.8% 100.0%	67 38.5% 35.1%	13 38.2% 6.8%	48 47.5% 25.1%	29 40.8% 15.2%	60 62.5% 31.4%	21 40.4% 11.0%	20 41.7% 10.5%	9 29.0% 4.7%	3 42.9% 1.6%	7 46.7% 3.7%	16 44.4% 8.4%	20 64.5% 10.5%
Good value	57 10.1% 100.0%	13 7.5% 22.8%	4 11.8% 7.0%	10 9.9% 17.5%	8 11.3% 14.0%	19 19.8% 33.3%	6 11.5% 10.5%	8 16.7% 14.0%	4 12.9% 7.0%	2 28.6% 3.5%	6 40.0% 10.5%	3 8.3% 5.3%	6 19.4% 10.5%
For social smokers	82 14.5% 100.0%	31 17.8% 37.8%	9 26.5% 11.0%	15 14.9% 18.3%	13 18.3% 15.9%	18 18.8% 22.0%	12 23.1% 14.6%	9 18.8% 11.0%	5 16.1% 6.1%	2 28.6% 2.4%	3 20.0% 3.7%	3 8.3% 3.7%	5 16.1% 6.1%
Good for everyday	51 9.0% 100.0%	12 6.9% 23.5%	4 11.8% 7.8%	12 11.9% 23.5%	9 12.7% 17.6%	13 13.5% 25.5%	6 11.5% 11.8%	6 12.5% 11.8%	2 6.5% 3.9%	1 14.3% 2.0%	5 33.3% 9.8%	0 0.0% 0.0%	5 16.1% 9.8%
Fresh	165 29.2% 100.0%	59 33.9% 35.8%	15 44.1% 9.1%	33 32.7% 20.0%	25 35.2% 15.2%	39 40.6% 23.6%	21 40.4% 12.7%	19 39.6% 11.5%	8 25.8% 4.8%	3 42.9% 1.8%	6 40.0% 3.6%	12 33.3% 7.3%	18 58.1% 10.9%
Good for relaxing	165 29.2% 100.0%	60 34.5% 36.4%	11 32.4% 6.7%	41 40.6% 24.8%	27 38.0% 16.4%	46 47.9% 27.9%	22 42.3% 13.3%	20 41.7% 12.1%	10 32.3% 6.1%	4 57.1% 2.4%	6 40.0% 3.6%	10 27.8% 6.1%	18 58.1% 10.9%
Easy to find/widely available	77 13.6% 100.0%	21 12.1% 27.3%	9 26.5% 11.7%	8 7.9% 10.4%	10 14.1% 13.0%	21 21.9% 27.3%	5 9.6% 6.5%	9 18.8% 11.7%	10 32.3% 13.0%	2 28.6% 2.6%	5 33.3% 6.5%	2 5.6% 2.6%	4 12.9% 5.2%
Full flavored	161 28.5% 100.0%	58 33.3% 36.0%	13 38.2% 8.1%	35 34.7% 21.7%	25 35.2% 15.5%	32 33.3% 19.9%	16 30.8% 9.9%	17 35.4% 10.6%	8 25.8% 5.0%	1 14.3% 0.6%	4 26.7% 2.5%	16 44.4% 9.9%	14 45.2% 8.7%
Medium taste	79 14.0% 100.0%	25 14.4% 31.6%	3 8.8% 3.8%	9 8.9% 11.4%	9 12.7% 11.4%	24 25.0% 30.4%	10 19.2% 12.7%	7 14.6% 8.9%	4 12.9% 5.1%	2 28.6% 2.5%	6 40.0% 7.6%	2 5.6% 2.5%	7 22.6% 8.9%
Good as a reward	159 28.1% 100.0%	54 31.0% 34.0%	14 41.2% 8.8%	34 33.7% 21.4%	27 38.0% 17.0%	45 46.9% 28.3%	22 42.3% 13.8%	21 43.8% 13.2%	11 35.5% 6.9%	4 57.1% 2.5%	5 33.3% 3.1%	17 47.2% 10.7%	16 51.6% 10.1%
Low price	15 2.7% 100.0%	4 2.3% 26.7%	0 0.0% 0.0%	2 2.0% 13.3%	2 2.8% 13.3%	3 3.1% 20.0%	0 0.0% 0.0%	1 2.1% 6.7%	1 3.2% 6.7%	1 14.3% 6.7%	3 20.0% 20.0%	1 2.8% 6.7%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	565 100.0% 100.0%	174 100.0% 30.8%	34 100.0% 6.0%	101 100.0% 17.9%	71 100.0% 12.6%	96 100.0% 17.0%	52 100.0% 9.2%	48 100.0% 8.5%	31 100.0% 5.5%	7 100.0% 1.2%	15 100.0% 2.7%	36 100.0% 6.4%	31 100.0% 5.5%
Smooth taste	140 24.8% 100.0%	42 24.1% 30.0%	7 20.6% 5.0%	29 28.7% 20.7%	19 26.8% 13.6%	49 51.0% 35.0%	18 34.6% 12.9%	17 35.4% 12.1%	8 25.8% 5.7%	2 28.6% 1.4%	5 33.3% 3.6%	8 22.2% 5.7%	15 48.4% 10.7%
Good for special occasions	203 35.9% 100.0%	79 45.4% 38.9%	16 47.1% 7.9%	44 43.6% 21.7%	33 46.5% 16.3%	45 46.9% 22.2%	25 48.1% 12.3%	21 43.8% 10.3%	7 22.6% 3.4%	4 57.1% 2.0%	8 53.3% 3.9%	20 55.6% 9.9%	17 54.8% 8.4%
Recommended by friends	116 20.5% 100.0%	42 24.1% 36.2%	10 29.4% 8.6%	24 23.8% 20.7%	17 23.9% 14.7%	36 37.5% 31.0%	8 15.4% 6.9%	8 16.7% 6.9%	8 25.8% 6.9%	3 42.9% 2.6%	3 20.0% 2.6%	10 27.8% 8.6%	10 32.3% 8.6%
Good for a gift	191 33.8% 100.0%	74 42.5% 38.7%	15 44.1% 7.9%	42 41.6% 22.0%	31 43.7% 16.2%	47 49.0% 24.6%	26 50.0% 13.6%	25 52.1% 13.1%	8 25.8% 4.2%	4 57.1% 2.1%	4 26.7% 2.1%	15 41.7% 7.9%	15 48.4% 7.9%
Consistent quality	210 37.2% 100.0%	82 47.1% 39.0%	22 64.7% 10.5%	53 52.5% 25.2%	36 50.7% 17.1%	56 58.3% 26.7%	33 63.5% 15.7%	24 50.0% 11.4%	13 41.9% 6.2%	4 57.1% 1.9%	5 33.3% 2.4%	19 52.8% 9.0%	21 67.7% 10.0%
Masculine	131 23.2% 100.0%	47 27.0% 35.9%	9 26.5% 6.9%	33 32.7% 25.2%	22 31.0% 16.8%	29 30.2% 22.1%	12 23.1% 9.2%	10 20.8% 7.6%	9 29.0% 6.9%	3 42.9% 2.3%	4 26.7% 3.1%	12 33.3% 9.2%	9 29.0% 6.9%
Brand I trust	176 31.2% 100.0%	64 36.8% 36.4%	13 38.2% 7.4%	45 44.6% 25.6%	30 42.3% 17.0%	55 57.3% 31.3%	23 44.2% 13.1%	24 50.0% 13.6%	12 38.7% 6.8%	4 57.1% 2.3%	5 33.3% 2.8%	12 33.3% 6.8%	19 61.3% 10.8%
Well constructed	224 39.6% 100.0%	80 46.0% 35.7%	18 52.9% 8.0%	51 50.5% 22.8%	34 47.9% 15.2%	48 50.0% 21.4%	30 57.7% 13.4%	29 60.4% 12.9%	12 38.7% 5.4%	4 57.1% 1.8%	6 40.0% 2.7%	15 41.7% 6.7%	18 58.1% 8.0%
Strong taste	110 19.5% 100.0%	34 19.5% 30.9%	12 35.3% 10.9%	27 26.7% 24.5%	18 25.4% 16.4%	18 18.8% 16.4%	13 25.0% 11.8%	10 20.8% 9.1%	10 32.3% 9.1%	4 57.1% 3.6%	6 40.0% 5.5%	12 33.3% 10.9%	10 32.3% 9.1%
For serious smokers	207 36.6% 100.0%	79 45.4% 38.2%	13 38.2% 6.3%	53 52.5% 25.6%	34 47.9% 16.4%	49 51.0% 23.7%	32 61.5% 15.5%	22 45.8% 10.6%	15 48.4% 7.2%	4 57.1% 1.9%	5 33.3% 2.4%	17 47.2% 8.2%	16 51.6% 7.7%
Popular	195 34.5% 100.0%	62 35.6% 31.8%	16 47.1% 8.2%	40 39.6% 20.5%	33 46.5% 16.9%	46 47.9% 23.6%	25 48.1% 12.8%	26 54.2% 13.3%	10 32.3% 5.1%	3 42.9% 1.5%	4 26.7% 2.1%	14 38.9% 7.2%	13 41.9% 6.7%
Easy to smoke	139 24.6% 100.0%	48 27.6% 34.5%	10 29.4% 7.2%	36 35.6% 25.9%	22 31.0% 15.8%	51 53.1% 36.7%	20 38.5% 14.4%	13 27.1% 9.4%	8 25.8% 5.8%	3 42.9% 2.2%	7 46.7% 5.0%	9 25.0% 6.5%	17 54.8% 12.2%
Easy draw	150 26.5% 100.0%	54 31.0% 36.0%	11 32.4% 7.3%	37 36.6% 24.7%	26 36.6% 17.3%	51 53.1% 34.0%	21 40.4% 14.0%	18 37.5% 12.0%	8 25.8% 5.3%	3 42.9% 2.0%	6 40.0% 4.0%	10 27.8% 6.7%	19 61.3% 12.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	565 100.0% 100.0%	174 100.0% 30.8%	34 100.0% 6.0%	101 100.0% 17.9%	71 100.0% 12.6%	96 100.0% 17.0%	52 100.0% 9.2%	48 100.0% 8.5%	31 100.0% 5.5%	7 100.0% 1.2%	15 100.0% 2.7%	36 100.0% 6.4%	31 100.0% 5.5%
No answer	139 24.6% 100.0%	35 20.1% 25.2%	5 14.7% 3.6%	16 15.8% 11.5%	11 15.5% 7.9%	9 9.4% 6.5%	6 11.5% 4.3%	7 14.6% 5.0%	8 25.8% 5.8%	1 14.3% 0.7%	4 26.7% 2.9%	7 19.4% 5.0%	2 6.5% 1.4%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	406 100.0% 100.0%	123 100.0% 30.3%	27 100.0% 6.7%	81 100.0% 20.0%	52 100.0% 12.8%	46 100.0% 11.3%	39 100.0% 9.6%	44 100.0% 10.8%	17 100.0% 4.2%	6 100.0% 1.5%	11 100.0% 2.7%	27 100.0% 6.7%	16 100.0% 3.9%
Davidoff													
Casual	34 8.4% 100.0%	11 8.9% 32.4%	3 11.1% 8.8%	5 6.2% 14.7%	3 5.8% 8.8%	4 8.7% 11.8%	1 2.6% 2.9%	1 2.3% 2.9%	1 5.9% 2.9%	1 16.7% 2.9%	2 18.2% 5.9%	0 0.0% 0.0%	1 6.3% 2.9%
Individualistic	69 17.0% 100.0%	28 22.8% 40.6%	2 7.4% 2.9%	19 23.5% 27.5%	13 25.0% 18.8%	13 28.3% 18.8%	13 33.3% 18.8%	10 22.7% 14.5%	1 5.9% 1.4%	1 16.7% 1.4%	1 9.1% 1.4%	6 22.2% 8.7%	4 25.0% 5.8%
Mild taste	66 16.3% 100.0%	22 17.9% 33.3%	5 18.5% 7.6%	14 17.3% 21.2%	13 25.0% 19.7%	8 17.4% 12.1%	8 20.5% 12.1%	6 13.6% 9.1%	3 17.6% 4.5%	0 0.0% 0.0%	4 36.4% 6.1%	4 14.8% 6.1%	5 31.3% 7.6%
High quality	173 42.6% 100.0%	59 48.0% 34.1%	12 44.4% 6.9%	36 44.4% 20.8%	27 51.9% 15.6%	20 43.5% 11.6%	24 61.5% 13.9%	26 59.1% 15.0%	7 41.2% 4.0%	2 33.3% 1.2%	5 45.5% 2.9%	12 44.4% 6.9%	7 43.8% 4.0%
Smart choice	60 14.8% 100.0%	22 17.9% 36.7%	5 18.5% 8.3%	16 19.8% 26.7%	8 15.4% 13.3%	8 17.4% 13.3%	8 20.5% 13.3%	7 15.9% 11.7%	1 5.9% 1.7%	0 0.0% 0.0%	4 36.4% 6.7%	2 7.4% 3.3%	2 12.5% 3.3%
Refined taste	107 26.4% 100.0%	42 34.1% 39.3%	4 14.8% 3.7%	26 32.1% 24.3%	17 32.7% 15.9%	20 43.5% 18.7%	18 46.2% 16.8%	17 38.6% 15.9%	3 17.6% 2.8%	0 0.0% 0.0%	3 27.3% 2.8%	6 22.2% 5.6%	6 37.5% 5.6%
Recommended by tobacconists	100 24.6% 100.0%	36 29.3% 36.0%	9 33.3% 9.0%	22 27.2% 22.0%	18 34.6% 18.0%	12 26.1% 12.0%	15 38.5% 15.0%	17 38.6% 17.0%	5 29.4% 5.0%	2 33.3% 2.0%	4 36.4% 4.0%	6 22.2% 6.0%	3 18.8% 3.0%
Attractive packaging	69 17.0% 100.0%	29 23.6% 42.0%	5 18.5% 7.2%	20 24.7% 29.0%	12 23.1% 17.4%	10 21.7% 14.5%	13 33.3% 18.8%	13 29.5% 18.8%	3 17.6% 4.3%	2 33.3% 2.9%	3 27.3% 4.3%	5 18.5% 7.2%	3 18.8% 4.3%
Sophisticated	97 23.9% 100.0%	36 29.3% 37.1%	4 14.8% 4.1%	26 32.1% 26.8%	19 36.5% 19.6%	17 37.0% 17.5%	16 41.0% 16.5%	12 27.3% 12.4%	2 11.8% 2.1%	1 16.7% 1.0%	2 18.2% 2.1%	7 25.9% 7.2%	4 25.0% 4.1%
Innovative	23 5.7% 100.0%	12 9.8% 52.2%	1 3.7% 4.3%	9 11.1% 39.1%	6 11.5% 26.1%	6 13.0% 26.1%	6 15.4% 26.1%	5 11.4% 21.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 4.3%	3 11.1% 13.0%	0 0.0% 0.0%
Trendy	84 20.7% 100.0%	24 19.5% 28.6%	5 18.5% 6.0%	18 22.2% 21.4%	15 28.8% 17.9%	12 26.1% 14.3%	13 33.3% 15.5%	12 27.3% 14.3%	1 5.9% 1.2%	0 0.0% 0.0%	2 18.2% 2.4%	6 22.2% 7.1%	1 6.3% 1.2%
Prestigious	124 30.5% 100.0%	41 33.3% 33.1%	6 22.2% 4.8%	34 42.0% 27.4%	22 42.3% 17.7%	19 41.3% 15.3%	19 48.7% 15.3%	19 43.2% 15.3%	3 17.6% 2.4%	1 16.7% 0.8%	2 18.2% 1.6%	10 37.0% 8.1%	2 12.5% 1.6%
Sporty	26 6.4% 100.0%	7 5.7% 26.9%	2 7.4% 7.7%	6 7.4% 23.1%	8 15.4% 30.8%	9 19.6% 34.6%	2 5.1% 7.7%	5 11.4% 19.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 3.8%	2 7.4% 7.7%	3 18.8% 11.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	406 100.0% 100.0%	123 100.0% 30.3%	27 100.0% 6.7%	81 100.0% 20.0%	52 100.0% 12.8%	46 100.0% 11.3%	39 100.0% 9.6%	44 100.0% 10.8%	17 100.0% 4.2%	6 100.0% 1.5%	11 100.0% 2.7%	27 100.0% 6.7%	16 100.0% 3.9%
Reliable	83 20.4% 100.0%	28 22.8% 33.7%	7 25.9% 8.4%	25 30.9% 30.1%	20 38.5% 24.1%	14 30.4% 16.9%	14 35.9% 16.9%	13 29.5% 15.7%	1 5.9% 1.2%	0 0.0% 0.0%	0 0.0% 0.0%	5 18.5% 6.0%	5 31.3% 6.0%
Recommended by magazine	69 17.0% 100.0%	28 22.8% 40.6%	6 22.2% 8.7%	21 25.9% 30.4%	10 19.2% 14.5%	17 37.0% 24.6%	14 35.9% 20.3%	10 22.7% 14.5%	1 5.9% 1.4%	2 33.3% 2.9%	1 9.1% 1.4%	7 25.9% 10.1%	3 18.8% 4.3%
Great taste	114 28.1% 100.0%	41 33.3% 36.0%	11 40.7% 9.6%	25 30.9% 21.9%	16 30.8% 14.0%	17 37.0% 14.9%	13 33.3% 11.4%	16 36.4% 14.0%	4 23.5% 3.5%	2 33.3% 1.8%	5 45.5% 4.4%	7 25.9% 6.1%	5 31.3% 4.4%
Good value	41 10.1% 100.0%	10 8.1% 24.4%	3 11.1% 7.3%	6 7.4% 14.6%	5 9.6% 12.2%	5 10.9% 12.2%	4 10.3% 9.8%	3 6.8% 7.3%	1 5.9% 2.4%	1 16.7% 2.4%	4 36.4% 9.8%	1 3.7% 2.4%	2 12.5% 4.9%
For social smokers	70 17.2% 100.0%	24 19.5% 34.3%	8 29.6% 11.4%	13 16.0% 18.6%	14 26.9% 20.0%	8 17.4% 11.4%	10 25.6% 14.3%	13 29.5% 18.6%	2 11.8% 2.9%	3 50.0% 4.3%	3 27.3% 4.3%	3 11.1% 4.3%	1 6.3% 1.4%
Good for everyday	43 10.6% 100.0%	9 7.3% 20.9%	4 14.8% 9.3%	10 12.3% 23.3%	7 13.5% 16.3%	6 13.0% 14.0%	5 12.8% 11.6%	6 13.6% 14.0%	2 11.8% 4.7%	1 16.7% 2.3%	4 36.4% 9.3%	0 0.0% 0.0%	2 12.5% 4.7%
Fresh	116 28.6% 100.0%	42 34.1% 36.2%	14 51.9% 12.1%	31 38.3% 26.7%	21 40.4% 18.1%	18 39.1% 15.5%	15 38.5% 12.9%	15 34.1% 12.9%	4 23.5% 3.4%	1 16.7% 0.9%	4 36.4% 3.4%	7 25.9% 6.0%	6 37.5% 5.2%
Good for relaxing	107 26.4% 100.0%	39 31.7% 36.4%	7 25.9% 6.5%	28 34.6% 26.2%	19 36.5% 17.8%	15 32.6% 14.0%	12 30.8% 11.2%	17 38.6% 15.9%	5 29.4% 4.7%	1 16.7% 0.9%	5 45.5% 4.7%	5 18.5% 4.7%	6 37.5% 5.6%
Easy to find/widely available	70 17.2% 100.0%	21 17.1% 30.0%	9 33.3% 12.9%	17 21.0% 24.3%	12 23.1% 17.1%	15 32.6% 21.4%	12 30.8% 17.1%	13 29.5% 18.6%	7 41.2% 10.0%	2 33.3% 2.9%	2 18.2% 2.9%	4 14.8% 5.7%	2 12.5% 2.9%
Full flavored	81 20.0% 100.0%	23 18.7% 28.4%	5 18.5% 6.2%	14 17.3% 17.3%	10 19.2% 12.3%	12 26.1% 14.8%	9 23.1% 11.1%	11 25.0% 13.6%	2 11.8% 2.5%	0 0.0% 0.0%	4 36.4% 4.9%	5 18.5% 6.2%	2 12.5% 2.5%
Medium taste	63 15.5% 100.0%	24 19.5% 38.1%	5 18.5% 7.9%	15 18.5% 23.8%	14 26.9% 22.2%	11 23.9% 17.5%	12 30.8% 19.0%	11 25.0% 17.5%	3 17.6% 4.8%	1 16.7% 1.6%	4 36.4% 6.3%	4 14.8% 6.3%	4 25.0% 6.3%
Good as a reward	83 20.4% 100.0%	27 22.0% 32.5%	4 14.8% 4.8%	27 33.3% 32.5%	13 25.0% 15.7%	14 30.4% 16.9%	13 33.3% 15.7%	12 27.3% 14.5%	1 5.9% 1.2%	0 0.0% 0.0%	2 18.2% 2.4%	7 25.9% 8.4%	3 18.8% 3.6%
Low price	15 3.7% 100.0%	6 4.9% 40.0%	0 0.0% 0.0%	2 2.5% 13.3%	2 3.8% 13.3%	2 4.3% 13.3%	1 2.6% 6.7%	2 4.5% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	406 100.0% 100.0%	123 100.0% 30.3%	27 100.0% 6.7%	81 100.0% 20.0%	52 100.0% 12.8%	46 100.0% 11.3%	39 100.0% 9.6%	44 100.0% 10.8%	17 100.0% 4.2%	6 100.0% 1.5%	11 100.0% 2.7%	27 100.0% 6.7%	16 100.0% 3.9%
Smooth taste	87 21.4% 100.0%	28 22.8% 32.2%	6 22.2% 6.9%	19 23.5% 21.8%	15 28.8% 17.2%	16 34.8% 18.4%	13 33.3% 14.9%	14 31.8% 16.1%	4 23.5% 4.6%	1 16.7% 1.1%	0 0.0% 0.0%	4 14.8% 4.6%	8 50.0% 9.2%
Good for special occasions	112 27.6% 100.0%	41 33.3% 36.6%	7 25.9% 6.3%	28 34.6% 25.0%	20 38.5% 17.9%	21 45.7% 18.8%	18 46.2% 16.1%	13 29.5% 11.6%	2 11.8% 1.8%	3 50.0% 2.7%	2 18.2% 1.8%	9 33.3% 8.0%	6 37.5% 5.4%
Recommended by friends	55 13.5% 100.0%	17 13.8% 30.9%	2 7.4% 3.6%	9 11.1% 16.4%	5 9.6% 9.1%	9 19.6% 16.4%	7 17.9% 12.7%	9 20.5% 16.4%	4 23.5% 7.3%	3 50.0% 5.5%	2 18.2% 3.6%	0 0.0% 0.0%	2 12.5% 3.6%
Good for a gift	123 30.3% 100.0%	41 33.3% 33.3%	10 37.0% 8.1%	36 44.4% 29.3%	22 42.3% 17.9%	22 47.8% 17.9%	22 56.4% 17.9%	20 45.5% 16.3%	4 23.5% 3.3%	1 16.7% 0.8%	5 45.5% 4.1%	7 25.9% 5.7%	7 43.8% 5.7%
Consistent quality	144 35.5% 100.0%	54 43.9% 37.5%	10 37.0% 6.9%	38 46.9% 26.4%	20 38.5% 13.9%	22 47.8% 15.3%	23 59.0% 16.0%	21 47.7% 14.6%	5 29.4% 3.5%	2 33.3% 1.4%	3 27.3% 2.1%	9 33.3% 6.3%	7 43.8% 4.9%
Masculine	78 19.2% 100.0%	35 28.5% 44.9%	6 22.2% 7.7%	22 27.2% 28.2%	19 36.5% 24.4%	15 32.6% 19.2%	12 30.8% 15.4%	7 15.9% 9.0%	4 23.5% 5.1%	1 16.7% 1.3%	2 18.2% 2.6%	7 25.9% 9.0%	3 18.8% 3.8%
Brand I trust	111 27.3% 100.0%	38 30.9% 34.2%	8 29.6% 7.2%	33 40.7% 29.7%	23 44.2% 20.7%	18 39.1% 16.2%	12 30.8% 10.8%	19 43.2% 17.1%	4 23.5% 3.6%	0 0.0% 0.0%	2 18.2% 1.8%	8 29.6% 7.2%	6 37.5% 5.4%
Well constructed	154 37.9% 100.0%	51 41.5% 33.1%	9 33.3% 5.8%	40 49.4% 26.0%	27 51.9% 17.5%	23 50.0% 14.9%	23 59.0% 14.9%	23 52.3% 14.9%	6 35.3% 3.9%	2 33.3% 1.3%	4 36.4% 2.6%	8 29.6% 5.2%	7 43.8% 4.5%
Strong taste	37 9.1% 100.0%	13 10.6% 35.1%	1 3.7% 2.7%	10 12.3% 27.0%	7 13.5% 18.9%	3 6.5% 8.1%	6 15.4% 16.2%	5 11.4% 13.5%	2 11.8% 5.4%	0 0.0% 0.0%	2 18.2% 5.4%	3 11.1% 8.1%	1 6.3% 2.7%
For serious smokers	123 30.3% 100.0%	42 34.1% 34.1%	5 18.5% 4.1%	32 39.5% 26.0%	21 40.4% 17.1%	22 47.8% 17.9%	21 53.8% 17.1%	17 38.6% 13.8%	4 23.5% 3.3%	2 33.3% 1.6%	4 36.4% 3.3%	9 33.3% 7.3%	7 43.8% 5.7%
Popular	92 22.7% 100.0%	30 24.4% 32.6%	10 37.0% 10.9%	25 30.9% 27.2%	15 28.8% 16.3%	14 30.4% 15.2%	11 28.2% 12.0%	14 31.8% 15.2%	3 17.6% 3.3%	3 50.0% 3.3%	1 9.1% 1.1%	4 14.8% 4.3%	2 12.5% 2.2%
Easy to smoke	105 25.9% 100.0%	40 32.5% 38.1%	10 37.0% 9.5%	27 33.3% 25.7%	18 34.6% 17.1%	16 34.8% 15.2%	14 35.9% 13.3%	14 31.8% 13.3%	5 29.4% 4.8%	2 33.3% 1.9%	4 36.4% 3.8%	5 18.5% 4.8%	5 31.3% 4.8%
Easy draw	108 26.6% 100.0%	33 26.8% 30.6%	9 33.3% 8.3%	29 35.8% 26.9%	19 36.5% 17.6%	15 32.6% 13.9%	14 35.9% 13.0%	16 36.4% 14.8%	5 29.4% 4.6%	1 16.7% 0.9%	4 36.4% 3.7%	6 22.2% 5.6%	7 43.8% 6.5%

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GC 018698

Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	406 100.0% 100.0%	123 100.0% 30.3%	27 100.0% 6.7%	81 100.0% 20.0%	52 100.0% 12.8%	46 100.0% 11.3%	39 100.0% 9.6%	44 100.0% 10.8%	17 100.0% 4.2%	6 100.0% 1.5%	11 100.0% 2.7%	27 100.0% 6.7%	16 100.0% 3.9%
No answer	106 26.1% 100.0%	31 25.2% 29.2%	5 18.5% 4.7%	20 24.7% 18.9%	11 21.2% 10.4%	8 17.4% 7.5%	6 15.4% 5.7%	10 22.7% 9.4%	4 23.5% 3.8%	1 16.7% 0.9%	4 36.4% 3.8%	7 25.9% 6.6%	3 18.8% 2.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	755 100.0% 100.0%	203 100.0% 26.9%	47 100.0% 6.2%	101 100.0% 13.4%	70 100.0% 9.3%	71 100.0% 9.4%	51 100.0% 6.8%	52 100.0% 6.9%	46 100.0% 6.1%	21 100.0% 2.8%	32 100.0% 4.2%	37 100.0% 4.9%	23 100.0% 3.0%
Don Diego													
Casual	120 15.9% 100.0%	35 17.2% 29.2%	5 10.6% 4.2%	20 19.8% 16.7%	10 14.3% 8.3%	13 18.3% 10.8%	7 13.7% 5.8%	5 9.6% 4.2%	9 19.6% 7.5%	7 33.3% 5.8%	9 28.1% 7.5%	5 13.5% 4.2%	4 17.4% 3.3%
Individualistic	83 11.0% 100.0%	15 7.4% 18.1%	5 10.6% 6.0%	8 7.9% 9.6%	7 10.0% 8.4%	6 8.5% 7.2%	7 13.7% 8.4%	4 7.7% 4.8%	7 15.2% 8.4%	5 23.8% 6.0%	9 28.1% 10.8%	1 2.7% 1.2%	1 4.3% 1.2%
Mild taste	114 15.1% 100.0%	33 16.3% 28.9%	8 17.0% 7.0%	17 16.8% 14.9%	8 11.4% 7.0%	15 21.1% 13.2%	7 13.7% 6.1%	6 11.5% 5.3%	5 10.9% 4.4%	6 28.6% 5.3%	9 28.1% 7.9%	9 24.3% 7.9%	5 21.7% 4.4%
High quality	205 27.2% 100.0%	57 28.1% 27.8%	11 23.4% 5.4%	19 18.8% 9.3%	13 18.6% 6.3%	14 19.7% 6.8%	15 29.4% 7.3%	14 26.9% 6.8%	17 37.0% 8.3%	12 57.1% 5.9%	14 43.8% 6.8%	8 21.6% 3.9%	7 30.4% 3.4%
Smart choice	100 13.2% 100.0%	33 16.3% 33.0%	9 19.1% 9.0%	10 9.9% 10.0%	6 8.6% 6.0%	11 15.5% 11.0%	5 9.8% 5.0%	4 7.7% 4.0%	8 17.4% 8.0%	7 33.3% 7.0%	6 18.8% 6.0%	4 10.8% 4.0%	7 30.4% 7.0%
Refined taste	94 12.5% 100.0%	30 14.8% 31.9%	6 12.8% 6.4%	6 5.9% 6.4%	4 5.7% 4.3%	6 8.5% 6.4%	5 9.8% 5.3%	4 7.7% 4.3%	7 15.2% 7.4%	3 14.3% 3.2%	7 21.9% 7.4%	4 10.8% 4.3%	3 13.0% 3.2%
Recommended by tobacconists	133 17.6% 100.0%	42 20.7% 31.6%	10 21.3% 7.5%	16 15.8% 12.0%	16 22.9% 12.0%	15 21.1% 11.3%	11 21.6% 8.3%	8 15.4% 6.0%	11 23.9% 8.3%	7 33.3% 5.3%	11 34.4% 8.3%	7 18.9% 5.3%	3 13.0% 2.3%
Attractive packaging	67 8.9% 100.0%	20 9.9% 29.9%	2 4.3% 3.0%	7 6.9% 10.4%	3 4.3% 4.5%	3 4.2% 4.5%	2 3.9% 3.0%	5 9.6% 7.5%	5 10.9% 7.5%	3 14.3% 4.5%	7 21.9% 10.4%	2 5.4% 3.0%	2 8.7% 3.0%
Sophisticated	65 8.6% 100.0%	17 8.4% 26.2%	3 6.4% 4.6%	2 2.0% 3.1%	4 5.7% 6.2%	4 5.6% 6.2%	1 2.0% 1.5%	3 5.8% 4.6%	5 10.9% 7.7%	5 23.8% 7.7%	6 18.8% 9.2%	2 5.4% 3.1%	1 4.3% 1.5%
Innovative	31 4.1% 100.0%	5 2.5% 16.1%	1 2.1% 3.2%	2 2.0% 6.5%	2 2.9% 6.5%	3 4.2% 9.7%	1 2.0% 3.2%	1 1.9% 3.2%	2 4.3% 6.5%	1 4.8% 3.2%	6 18.8% 19.4%	1 2.7% 3.2%	1 4.3% 3.2%
Trendy	78 10.3% 100.0%	25 12.3% 32.1%	3 6.4% 3.8%	7 6.9% 9.0%	4 5.7% 5.1%	6 8.5% 7.7%	3 5.9% 3.8%	3 5.8% 3.8%	11 23.9% 14.1%	3 14.3% 3.8%	6 18.8% 7.7%	5 13.5% 6.4%	2 8.7% 2.6%
Prestigious	90 11.9% 100.0%	22 10.8% 24.4%	3 6.4% 3.3%	6 5.9% 6.7%	5 7.1% 5.6%	6 8.5% 6.7%	4 7.8% 4.4%	5 9.6% 5.6%	10 21.7% 11.1%	6 28.6% 6.7%	8 25.0% 8.9%	3 8.1% 3.3%	1 4.3% 1.1%
Sporty	46 6.1% 100.0%	14 6.9% 30.4%	1 2.1% 2.2%	6 5.9% 13.0%	5 7.1% 10.9%	6 8.5% 13.0%	5 9.8% 10.9%	5 9.6% 10.9%	3 6.5% 6.5%	1 4.8% 2.2%	3 9.4% 6.5%	2 5.4% 4.3%	1 4.3% 2.2%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	755 100.0% 100.0%	203 100.0% 26.9%	47 100.0% 6.2%	101 100.0% 13.4%	70 100.0% 9.3%	71 100.0% 9.4%	51 100.0% 6.8%	52 100.0% 6.9%	46 100.0% 6.1%	21 100.0% 2.8%	32 100.0% 4.2%	37 100.0% 4.9%	23 100.0% 3.0%
Reliable	113 15.0% 100.0%	41 20.2% 36.3%	9 19.1% 8.0%	13 12.9% 11.5%	9 12.9% 8.0%	16 22.5% 14.2%	10 19.6% 8.8%	7 13.5% 6.2%	8 17.4% 7.1%	7 33.3% 6.2%	5 15.6% 4.4%	8 21.6% 7.1%	5 21.7% 4.4%
Recommended by magazine	88 11.7% 100.0%	23 11.3% 26.1%	6 12.8% 6.8%	13 12.9% 14.8%	6 8.6% 6.8%	10 14.1% 11.4%	9 17.6% 10.2%	7 13.5% 8.0%	8 17.4% 9.1%	4 19.0% 4.5%	5 15.6% 5.7%	2 5.4% 2.3%	4 17.4% 4.5%
Great taste	165 21.9% 100.0%	44 21.7% 26.7%	12 25.5% 7.3%	13 12.9% 7.9%	10 14.3% 6.1%	15 21.1% 9.1%	9 17.6% 5.5%	11 21.2% 6.7%	11 23.9% 6.7%	8 38.1% 4.8%	12 37.5% 7.3%	11 29.7% 6.7%	8 34.8% 4.8%
Good value	122 16.2% 100.0%	39 19.2% 32.0%	5 10.6% 4.1%	18 17.8% 14.8%	7 10.0% 5.7%	14 19.7% 11.5%	8 15.7% 6.6%	5 9.6% 4.1%	8 17.4% 6.6%	6 28.6% 4.9%	12 37.5% 9.8%	9 24.3% 7.4%	4 17.4% 3.3%
For social smokers	131 17.4% 100.0%	42 20.7% 32.1%	8 17.0% 6.1%	18 17.8% 13.7%	12 17.1% 9.2%	16 22.5% 12.2%	11 21.6% 8.4%	11 21.2% 8.4%	6 13.0% 4.6%	6 28.6% 4.6%	7 21.9% 5.3%	8 21.6% 6.1%	4 17.4% 3.1%
Good for everyday	108 14.3% 100.0%	34 16.7% 31.5%	9 19.1% 8.3%	20 19.8% 18.5%	11 15.7% 10.2%	12 16.9% 11.1%	7 13.7% 6.5%	9 17.3% 8.3%	7 15.2% 6.5%	7 33.3% 6.5%	8 25.0% 7.4%	8 21.6% 7.4%	2 8.7% 1.9%
Fresh	176 23.3% 100.0%	51 25.1% 29.0%	10 21.3% 5.7%	23 22.8% 13.1%	17 24.3% 9.7%	14 19.7% 8.0%	14 27.5% 8.0%	16 30.8% 9.1%	9 19.6% 5.1%	9 42.9% 5.1%	10 31.3% 5.7%	10 27.0% 5.7%	3 13.0% 1.7%
Good for relaxing	163 21.6% 100.0%	49 24.1% 30.1%	10 21.3% 6.1%	24 23.8% 14.7%	9 12.9% 5.5%	14 19.7% 8.6%	11 21.6% 6.7%	10 19.2% 6.1%	11 23.9% 6.7%	9 42.9% 5.5%	13 40.6% 8.0%	9 24.3% 5.5%	2 8.7% 1.2%
Easy to find/widely available	172 22.8% 100.0%	54 26.6% 31.4%	11 23.4% 6.4%	28 27.7% 16.3%	20 28.6% 11.6%	25 35.2% 14.5%	16 31.4% 9.3%	18 34.6% 10.5%	11 23.9% 6.4%	5 23.8% 2.9%	6 18.8% 3.5%	11 29.7% 6.4%	5 21.7% 2.9%
Full flavored	116 15.4% 100.0%	28 13.8% 24.1%	7 14.9% 6.0%	8 7.9% 6.9%	4 5.7% 3.4%	9 12.7% 7.8%	2 3.9% 1.7%	5 9.6% 4.3%	7 15.2% 6.0%	5 23.8% 4.3%	11 34.4% 9.5%	3 8.1% 2.6%	3 13.0% 2.6%
Medium taste	112 14.8% 100.0%	28 13.8% 25.0%	4 8.5% 3.6%	17 16.8% 15.2%	12 17.1% 10.7%	13 18.3% 11.6%	13 25.5% 11.6%	9 17.3% 8.0%	4 8.7% 3.6%	4 19.0% 3.6%	8 25.0% 7.1%	6 16.2% 5.4%	3 13.0% 2.7%
Good as a reward	77 10.2% 100.0%	19 9.4% 24.7%	2 4.3% 2.6%	5 5.0% 6.5%	4 5.7% 5.2%	7 9.9% 9.1%	1 2.0% 1.3%	2 3.8% 2.6%	5 10.9% 6.5%	6 28.6% 7.8%	7 21.9% 9.1%	5 13.5% 6.5%	1 4.3% 1.3%
Low price	70 9.3% 100.0%	25 12.3% 35.7%	6 12.8% 8.6%	21 20.8% 30.0%	11 15.7% 15.7%	15 21.1% 21.4%	8 15.7% 11.4%	6 11.5% 8.6%	4 8.7% 5.7%	2 9.5% 2.9%	3 9.4% 4.3%	5 13.5% 7.1%	1 4.3% 1.4%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	755 100.0% 100.0%	203 100.0% 26.9%	47 100.0% 6.2%	101 100.0% 13.4%	70 100.0% 9.3%	71 100.0% 9.4%	51 100.0% 6.8%	52 100.0% 6.9%	46 100.0% 6.1%	21 100.0% 2.8%	32 100.0% 4.2%	37 100.0% 4.9%	23 100.0% 3.0%
Smooth taste	139 18.4% 100.0%	40 19.7% 28.8%	11 23.4% 7.9%	10 9.9% 7.2%	8 11.4% 5.8%	15 21.1% 10.8%	6 11.8% 4.3%	10 19.2% 7.2%	10 21.7% 7.2%	8 38.1% 5.8%	6 18.8% 4.3%	8 21.6% 5.8%	5 21.7% 3.6%
Good for special occasions	127 16.8% 100.0%	41 20.2% 32.3%	8 17.0% 6.3%	12 11.9% 9.4%	8 11.4% 6.3%	11 15.5% 8.7%	6 11.8% 4.7%	7 13.5% 5.5%	9 19.6% 7.1%	9 42.9% 7.1%	9 28.1% 7.1%	7 18.9% 5.5%	2 8.7% 1.6%
Recommended by friends	84 11.1% 100.0%	26 12.8% 31.0%	8 17.0% 9.5%	11 10.9% 13.1%	5 7.1% 6.0%	7 9.9% 8.3%	2 3.9% 2.4%	4 7.7% 4.8%	9 19.6% 10.7%	8 38.1% 9.5%	5 15.6% 6.0%	5 13.5% 6.0%	2 8.7% 2.4%
Good for a gift	125 16.6% 100.0%	30 14.8% 24.0%	5 10.6% 4.0%	12 11.9% 9.6%	9 12.9% 7.2%	7 9.9% 5.6%	9 17.6% 7.2%	9 17.3% 7.2%	8 17.4% 6.4%	12 57.1% 9.6%	10 31.3% 8.0%	6 16.2% 4.8%	1 4.3% 0.8%
Consistent quality	190 25.2% 100.0%	55 27.1% 28.9%	12 25.5% 6.3%	20 19.8% 10.5%	13 18.6% 6.8%	15 21.1% 7.9%	12 23.5% 6.3%	13 25.0% 6.8%	19 41.3% 10.0%	9 42.9% 4.7%	11 34.4% 5.8%	13 35.1% 6.8%	5 21.7% 2.6%
Masculine	107 14.2% 100.0%	39 19.2% 36.4%	8 17.0% 7.5%	16 15.8% 15.0%	12 17.1% 11.2%	15 21.1% 14.0%	9 17.6% 8.4%	9 17.3% 8.4%	7 15.2% 6.5%	4 19.0% 3.7%	5 15.6% 4.7%	7 18.9% 6.5%	3 13.0% 2.8%
Brand I trust	135 17.9% 100.0%	44 21.7% 32.6%	10 21.3% 7.4%	15 14.9% 11.1%	11 15.7% 8.1%	13 18.3% 9.6%	8 15.7% 5.9%	11 21.2% 8.1%	8 17.4% 5.9%	10 47.6% 7.4%	9 28.1% 6.7%	9 24.3% 6.7%	4 17.4% 3.0%
Well constructed	200 26.5% 100.0%	55 27.1% 27.5%	13 27.7% 6.5%	22 21.8% 11.0%	14 20.0% 7.0%	18 25.4% 9.0%	16 31.4% 8.0%	18 34.6% 9.0%	14 30.4% 7.0%	10 47.6% 5.0%	8 25.0% 4.0%	11 29.7% 5.5%	5 21.7% 2.5%
Strong taste	67 8.9% 100.0%	18 8.9% 26.9%	9 19.1% 13.4%	10 9.9% 14.9%	7 10.0% 10.4%	5 7.0% 7.5%	4 7.8% 6.0%	7 13.5% 10.4%	4 8.7% 6.0%	4 19.0% 6.0%	7 21.9% 10.4%	3 8.1% 4.5%	1 4.3% 1.5%
For serious smokers	132 17.5% 100.0%	41 20.2% 31.1%	6 12.8% 4.5%	15 14.9% 11.4%	12 17.1% 9.1%	12 16.9% 9.1%	11 21.6% 8.3%	9 17.3% 6.8%	11 23.9% 8.3%	8 38.1% 6.1%	9 28.1% 6.8%	6 16.2% 4.5%	3 13.0% 2.3%
Popular	159 21.1% 100.0%	45 22.2% 28.3%	13 27.7% 8.2%	23 22.8% 14.5%	16 22.9% 10.1%	18 25.4% 11.3%	18 35.3% 11.3%	16 30.8% 10.1%	13 28.3% 8.2%	10 47.6% 6.3%	7 21.9% 4.4%	9 24.3% 5.7%	5 21.7% 3.1%
Easy to smoke	167 22.1% 100.0%	48 23.6% 28.7%	13 27.7% 7.8%	27 26.7% 16.2%	13 18.6% 7.8%	21 29.6% 12.6%	13 25.5% 7.8%	12 23.1% 7.2%	10 21.7% 6.0%	8 38.1% 4.8%	11 34.4% 6.6%	12 32.4% 7.2%	5 21.7% 3.0%
Easy draw	162 21.5% 100.0%	47 23.2% 29.0%	12 25.5% 7.4%	22 21.8% 13.6%	12 17.1% 7.4%	17 23.9% 10.5%	12 23.5% 7.4%	6 11.5% 3.7%	8 17.4% 4.9%	6 28.6% 3.7%	10 31.3% 6.2%	11 29.7% 6.8%	6 26.1% 3.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	755 100.0% 100.0%	203 100.0% 26.9%	47 100.0% 6.2%	101 100.0% 13.4%	70 100.0% 9.3%	71 100.0% 9.4%	51 100.0% 6.8%	52 100.0% 6.9%	46 100.0% 6.1%	21 100.0% 2.8%	32 100.0% 4.2%	37 100.0% 4.9%	23 100.0% 3.0%
No answer	266 35.2% 100.0%	68 33.5% 25.6%	15 31.9% 5.6%	31 30.7% 11.7%	23 32.9% 8.6%	24 33.8% 9.0%	12 23.5% 4.5%	16 30.8% 6.0%	12 26.1% 4.5%	3 14.3% 1.1%	12 37.5% 4.5%	14 37.8% 5.3%	7 30.4% 2.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	511 100.0% 100.0%	156 100.0% 30.5%	34 100.0% 6.7%	91 100.0% 17.8%	66 100.0% 12.9%	60 100.0% 11.7%	48 100.0% 9.4%	50 100.0% 9.8%	28 100.0% 5.5%	8 100.0% 1.6%	11 100.0% 2.2%	30 100.0% 5.9%	23 100.0% 4.5%
Fuente/Arturo Fuente													
Casual	64 12.5% 100.0%	21 13.5% 32.8%	5 14.7% 7.8%	16 17.6% 25.0%	7 10.6% 10.9%	12 20.0% 18.8%	7 14.6% 10.9%	5 10.0% 7.8%	1 3.6% 1.6%	1 12.5% 1.6%	4 36.4% 6.3%	2 6.7% 3.1%	3 13.0% 4.7%
Individualistic	75 14.7% 100.0%	18 11.5% 24.0%	7 20.6% 9.3%	16 17.6% 21.3%	12 18.2% 16.0%	13 21.7% 17.3%	12 25.0% 16.0%	9 18.0% 12.0%	4 14.3% 5.3%	2 25.0% 2.7%	3 27.3% 4.0%	4 13.3% 5.3%	4 17.4% 5.3%
Mild taste	79 15.5% 100.0%	26 16.7% 32.9%	6 17.6% 7.6%	14 15.4% 17.7%	9 13.6% 11.4%	11 18.3% 13.9%	11 22.9% 13.9%	11 22.0% 13.9%	6 21.4% 7.6%	0 0.0% 0.0%	2 18.2% 2.5%	6 20.0% 7.6%	4 17.4% 5.1%
High quality	227 44.4% 100.0%	65 41.7% 28.6%	15 44.1% 6.6%	44 48.4% 19.4%	35 53.0% 15.4%	29 48.3% 12.8%	34 70.8% 15.0%	30 60.0% 13.2%	9 32.1% 4.0%	3 37.5% 1.3%	4 36.4% 1.8%	10 33.3% 4.4%	12 52.2% 5.3%
Smart choice	135 26.4% 100.0%	46 29.5% 34.1%	13 38.2% 9.6%	37 40.7% 27.4%	24 36.4% 17.8%	22 36.7% 16.3%	20 41.7% 14.8%	15 30.0% 11.1%	7 25.0% 5.2%	3 37.5% 2.2%	4 36.4% 3.0%	6 20.0% 4.4%	10 43.5% 7.4%
Refined taste	122 23.9% 100.0%	38 24.4% 31.1%	13 38.2% 10.7%	25 27.5% 20.5%	19 28.8% 15.6%	17 28.3% 13.9%	22 45.8% 18.0%	19 38.0% 15.6%	4 14.3% 3.3%	2 25.0% 1.6%	3 27.3% 2.5%	5 16.7% 4.1%	8 34.8% 6.6%
Recommended by tobacconists	153 29.9% 100.0%	50 32.1% 32.7%	9 26.5% 5.9%	36 39.6% 23.5%	29 43.9% 19.0%	24 40.0% 15.7%	24 50.0% 15.7%	18 36.0% 11.8%	10 35.7% 6.5%	2 25.0% 1.3%	1 9.1% 0.7%	11 36.7% 7.2%	9 39.1% 5.9%
Attractive packaging	77 15.1% 100.0%	19 12.2% 24.7%	5 14.7% 6.5%	23 25.3% 29.9%	13 19.7% 16.9%	13 21.7% 16.9%	15 31.3% 19.5%	12 24.0% 15.6%	3 10.7% 3.9%	2 25.0% 2.6%	3 27.3% 3.9%	2 6.7% 2.6%	4 17.4% 5.2%
Sophisticated	71 13.9% 100.0%	20 12.8% 28.2%	3 8.8% 4.2%	16 17.6% 22.5%	9 13.6% 12.7%	11 18.3% 15.5%	9 18.8% 12.7%	9 18.0% 12.7%	1 3.6% 1.4%	0 0.0% 0.0%	2 18.2% 2.8%	4 13.3% 5.6%	3 13.0% 4.2%
Innovative	49 9.6% 100.0%	12 7.7% 24.5%	2 5.9% 4.1%	18 19.8% 36.7%	8 12.1% 16.3%	14 23.3% 28.6%	8 16.7% 16.3%	8 16.0% 16.3%	2 7.1% 4.1%	1 12.5% 2.0%	3 27.3% 6.1%	3 10.0% 6.1%	5 21.7% 10.2%
Trendy	68 13.3% 100.0%	19 12.2% 27.9%	3 8.8% 4.4%	16 17.6% 23.5%	6 9.1% 8.8%	9 15.0% 13.2%	6 12.5% 8.8%	9 18.0% 13.2%	4 14.3% 5.9%	1 12.5% 1.5%	3 27.3% 4.4%	5 16.7% 7.4%	3 13.0% 4.4%
Prestigious	109 21.3% 100.0%	32 20.5% 29.4%	4 11.8% 3.7%	21 23.1% 19.3%	18 27.3% 16.5%	11 18.3% 10.1%	15 31.3% 13.8%	12 24.0% 11.0%	2 7.1% 1.8%	0 0.0% 0.0%	2 18.2% 1.8%	6 20.0% 5.5%	3 13.0% 2.8%
Sporty	36 7.0% 100.0%	9 5.8% 25.0%	1 2.9% 2.8%	9 9.9% 25.0%	3 4.5% 8.3%	6 10.0% 16.7%	2 4.2% 5.6%	3 6.0% 8.3%	2 7.1% 5.6%	1 12.5% 2.8%	3 27.3% 8.3%	1 3.3% 2.8%	2 8.7% 5.6%

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GC 018704

Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	511 100.0% 100.0%	156 100.0% 30.5%	34 100.0% 6.7%	91 100.0% 17.8%	66 100.0% 12.9%	60 100.0% 11.7%	48 100.0% 9.4%	50 100.0% 9.8%	28 100.0% 5.5%	8 100.0% 1.6%	11 100.0% 2.2%	30 100.0% 5.9%	23 100.0% 4.5%
Reliable	140 27.4% 100.0%	46 29.5% 32.9%	11 32.4% 7.9%	35 38.5% 25.0%	30 45.5% 21.4%	22 36.7% 15.7%	26 54.2% 18.6%	23 46.0% 16.4%	6 21.4% 4.3%	2 25.0% 1.4%	3 27.3% 2.1%	8 26.7% 5.7%	9 39.1% 6.4%
Recommended by magazine	101 19.8% 100.0%	34 21.8% 33.7%	6 17.6% 5.9%	33 36.3% 32.7%	19 28.8% 18.8%	21 35.0% 20.8%	18 37.5% 17.8%	16 32.0% 15.8%	3 10.7% 3.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 30.0% 8.9%	7 30.4% 6.9%
Great taste	194 38.0% 100.0%	59 37.8% 30.4%	12 35.3% 6.2%	44 48.4% 22.7%	32 48.5% 16.5%	31 51.7% 16.0%	30 62.5% 15.5%	29 58.0% 14.9%	9 32.1% 4.6%	2 25.0% 1.0%	3 27.3% 1.5%	9 30.0% 4.6%	13 56.5% 6.7%
Good value	106 20.7% 100.0%	32 20.5% 30.2%	6 17.6% 5.7%	28 30.8% 26.4%	18 27.3% 17.0%	20 33.3% 18.9%	14 29.2% 13.2%	16 32.0% 15.1%	3 10.7% 2.8%	1 12.5% 0.9%	4 36.4% 3.8%	5 16.7% 4.7%	9 39.1% 8.5%
For social smokers	89 17.4% 100.0%	34 21.8% 38.2%	9 26.5% 10.1%	16 17.6% 18.0%	15 22.7% 16.9%	17 28.3% 19.1%	13 27.1% 14.6%	12 24.0% 13.5%	6 21.4% 6.7%	2 25.0% 2.2%	3 27.3% 3.4%	6 20.0% 6.7%	7 30.4% 7.9%
Good for everyday	91 17.8% 100.0%	28 17.9% 30.8%	8 23.5% 8.8%	27 29.7% 29.7%	14 21.2% 15.4%	18 30.0% 19.8%	16 33.3% 17.6%	15 30.0% 16.5%	5 17.9% 5.5%	2 25.0% 2.2%	3 27.3% 3.3%	6 20.0% 6.6%	8 34.8% 8.8%
Fresh	172 33.7% 100.0%	56 35.9% 32.6%	10 29.4% 5.8%	45 49.5% 26.2%	31 47.0% 18.0%	26 43.3% 15.1%	26 54.2% 15.1%	29 58.0% 16.9%	5 17.9% 2.9%	3 37.5% 1.7%	5 45.5% 2.9%	12 40.0% 7.0%	11 47.8% 6.4%
Good for relaxing	166 32.5% 100.0%	55 35.3% 33.1%	11 32.4% 6.6%	40 44.0% 24.1%	32 48.5% 19.3%	27 45.0% 16.3%	26 54.2% 15.7%	25 50.0% 15.1%	4 14.3% 2.4%	3 37.5% 1.8%	5 45.5% 3.0%	11 36.7% 6.6%	10 43.5% 6.0%
Easy to find/widely available	127 24.9% 100.0%	43 27.6% 33.9%	9 26.5% 7.1%	32 35.2% 25.2%	22 33.3% 17.3%	24 40.0% 18.9%	16 33.3% 12.6%	16 32.0% 12.6%	6 21.4% 4.7%	1 12.5% 0.8%	3 27.3% 2.4%	13 43.3% 10.2%	8 34.8% 6.3%
Full flavored	138 27.0% 100.0%	42 26.9% 30.4%	10 29.4% 7.2%	30 33.0% 21.7%	22 33.3% 15.9%	17 28.3% 12.3%	16 33.3% 11.6%	20 40.0% 14.5%	3 10.7% 2.2%	3 37.5% 2.2%	4 36.4% 2.9%	8 26.7% 5.8%	8 34.8% 5.8%
Medium taste	92 18.0% 100.0%	27 17.3% 29.3%	6 17.6% 6.5%	24 26.4% 26.1%	16 24.2% 17.4%	15 25.0% 16.3%	19 39.6% 20.7%	13 26.0% 14.1%	4 14.3% 4.3%	2 25.0% 2.2%	3 27.3% 3.3%	5 16.7% 5.4%	5 21.7% 5.4%
Good as a reward	102 20.0% 100.0%	30 19.2% 29.4%	4 11.8% 3.9%	23 25.3% 22.5%	16 24.2% 15.7%	15 25.0% 14.7%	17 35.4% 16.7%	17 34.0% 16.7%	5 17.9% 4.9%	2 25.0% 2.0%	4 36.4% 3.9%	9 30.0% 8.8%	4 17.4% 3.9%
Low price	29 5.7% 100.0%	11 7.1% 37.9%	5 14.7% 17.2%	9 9.9% 31.0%	6 9.1% 20.7%	10 16.7% 34.5%	8 16.7% 27.6%	8 16.0% 27.6%	2 7.1% 6.9%	1 12.5% 3.4%	2 18.2% 6.9%	1 3.3% 3.4%	3 13.0% 10.3%

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GC 018705

Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	511 100.0% 100.0%	156 100.0% 30.5%	34 100.0% 6.7%	91 100.0% 17.8%	66 100.0% 12.9%	60 100.0% 11.7%	48 100.0% 9.4%	50 100.0% 9.8%	28 100.0% 5.5%	8 100.0% 1.6%	11 100.0% 2.2%	30 100.0% 5.9%	23 100.0% 4.5%
Smooth taste	156 30.5% 100.0%	51 32.7% 32.7%	10 29.4% 6.4%	36 39.6% 23.1%	26 39.4% 16.7%	25 41.7% 16.0%	28 58.3% 17.9%	23 46.0% 14.7%	7 25.0% 4.5%	2 25.0% 1.3%	4 36.4% 2.6%	8 26.7% 5.1%	8 34.8% 5.1%
Good for special occasions	148 29.0% 100.0%	51 32.7% 34.5%	7 20.6% 4.7%	30 33.0% 20.3%	25 37.9% 16.9%	19 31.7% 12.8%	21 43.8% 14.2%	24 48.0% 16.2%	6 21.4% 4.1%	2 25.0% 1.4%	3 27.3% 2.0%	11 36.7% 7.4%	8 34.8% 5.4%
Recommended by friends	101 19.8% 100.0%	31 19.9% 30.7%	10 29.4% 9.9%	22 24.2% 21.8%	17 25.8% 16.8%	13 21.7% 12.9%	14 29.2% 13.9%	13 26.0% 12.9%	5 17.9% 5.0%	1 12.5% 1.0%	1 9.1% 1.0%	5 16.7% 5.0%	5 21.7% 5.0%
Good for a gift	154 30.1% 100.0%	45 28.8% 29.2%	6 17.6% 3.9%	38 41.8% 24.7%	25 37.9% 16.2%	21 35.0% 13.6%	27 56.3% 17.5%	24 48.0% 15.6%	7 25.0% 4.5%	2 25.0% 1.3%	4 36.4% 2.6%	7 23.3% 4.5%	6 26.1% 3.9%
Consistent quality	215 42.1% 100.0%	67 42.9% 31.2%	12 35.3% 5.6%	48 52.7% 22.3%	34 51.5% 15.8%	27 45.0% 12.6%	36 75.0% 16.7%	29 58.0% 13.5%	10 35.7% 4.7%	2 25.0% 0.9%	3 27.3% 1.4%	13 43.3% 6.0%	12 52.2% 5.6%
Masculine	98 19.2% 100.0%	33 21.2% 33.7%	5 14.7% 5.1%	27 29.7% 27.6%	16 24.2% 16.3%	13 21.7% 13.3%	11 22.9% 11.2%	12 24.0% 12.2%	4 14.3% 4.1%	2 25.0% 2.0%	3 27.3% 3.1%	4 13.3% 4.1%	6 26.1% 6.1%
Brand I trust	194 38.0% 100.0%	57 36.5% 29.4%	12 35.3% 6.2%	44 48.4% 22.7%	35 53.0% 18.0%	24 40.0% 12.4%	29 60.4% 14.9%	30 60.0% 15.5%	7 25.0% 3.6%	2 25.0% 1.0%	4 36.4% 2.1%	9 30.0% 4.6%	11 47.8% 5.7%
Well constructed	221 43.2% 100.0%	68 43.6% 30.8%	13 38.2% 5.9%	48 52.7% 21.7%	36 54.5% 16.3%	27 45.0% 12.2%	36 75.0% 16.3%	33 66.0% 14.9%	8 28.6% 3.6%	3 37.5% 1.4%	3 27.3% 1.4%	11 36.7% 5.0%	10 43.5% 4.5%
Strong taste	74 14.5% 100.0%	15 9.6% 20.3%	1 2.9% 1.4%	17 18.7% 23.0%	12 18.2% 16.2%	10 16.7% 13.5%	9 18.8% 12.2%	13 26.0% 17.6%	4 14.3% 5.4%	2 25.0% 2.7%	3 27.3% 4.1%	3 10.0% 4.1%	8 34.8% 10.8%
For serious smokers	147 28.8% 100.0%	52 33.3% 35.4%	7 20.6% 4.8%	36 39.6% 24.5%	23 34.8% 15.6%	19 31.7% 12.9%	24 50.0% 16.3%	19 38.0% 12.9%	4 14.3% 2.7%	2 25.0% 1.4%	3 27.3% 2.0%	11 36.7% 7.5%	7 30.4% 4.8%
Popular	148 29.0% 100.0%	45 28.8% 30.4%	11 32.4% 7.4%	39 42.9% 26.4%	30 45.5% 20.3%	22 36.7% 14.9%	26 54.2% 17.6%	26 52.0% 17.6%	6 21.4% 4.1%	1 12.5% 0.7%	2 18.2% 1.4%	9 30.0% 6.1%	6 26.1% 4.1%
Easy to smoke	170 33.3% 100.0%	54 34.6% 31.8%	10 29.4% 5.9%	39 42.9% 22.9%	31 47.0% 18.2%	26 43.3% 15.3%	28 58.3% 16.5%	27 54.0% 15.9%	10 35.7% 5.9%	4 50.0% 2.4%	4 36.4% 2.4%	8 26.7% 4.7%	9 39.1% 5.3%
Easy draw	170 33.3% 100.0%	51 32.7% 30.0%	11 32.4% 6.5%	39 42.9% 22.9%	33 50.0% 19.4%	26 43.3% 15.3%	27 56.3% 15.9%	25 50.0% 14.7%	8 28.6% 4.7%	3 37.5% 1.8%	2 18.2% 1.2%	8 26.7% 4.7%	9 39.1% 5.3%

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GC 018706

Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	511 100.0% 100.0%	156 100.0% 30.5%	34 100.0% 6.7%	91 100.0% 17.8%	66 100.0% 12.9%	60 100.0% 11.7%	48 100.0% 9.4%	50 100.0% 9.8%	28 100.0% 5.5%	8 100.0% 1.6%	11 100.0% 2.2%	30 100.0% 5.9%	23 100.0% 4.5%
No answer	136 26.6% 100.0%	43 27.6% 31.6%	9 26.5% 6.6%	16 17.6% 11.8%	10 15.2% 7.4%	12 20.0% 8.8%	3 6.3% 2.2%	9 18.0% 6.6%	9 32.1% 6.6%	3 37.5% 2.2%	6 54.5% 4.4%	8 26.7% 5.9%	3 13.0% 2.2%

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GC 018707

Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	543 100.0% 100.0%	167 100.0% 30.8%	27 100.0% 5.0%	101 100.0% 18.6%	77 100.0% 14.2%	60 100.0% 11.0%	55 100.0% 10.1%	48 100.0% 8.8%	28 100.0% 5.2%	5 100.0% 0.9%	12 100.0% 2.2%	33 100.0% 6.1%	23 100.0% 4.2%
H. Upmann													
Casual	67 12.3% 100.0%	25 15.0% 37.3%	4 14.8% 6.0%	13 12.9% 19.4%	9 11.7% 13.4%	8 13.3% 11.9%	9 16.4% 13.4%	4 8.3% 6.0%	4 14.3% 6.0%	0 0.0% 0.0%	2 16.7% 3.0%	4 12.1% 6.0%	3 13.0% 4.5%
Individualistic	63 11.6% 100.0%	26 15.6% 41.3%	5 18.5% 7.9%	14 13.9% 22.2%	16 20.8% 25.4%	12 20.0% 19.0%	12 21.8% 19.0%	4 8.3% 6.3%	4 14.3% 6.3%	1 20.0% 1.6%	1 8.3% 1.6%	4 12.1% 6.3%	4 17.4% 6.3%
Mild taste	87 16.0% 100.0%	32 19.2% 36.8%	4 14.8% 4.6%	10 9.9% 11.5%	13 16.9% 14.9%	11 18.3% 12.6%	6 10.9% 6.9%	6 12.5% 6.9%	5 17.9% 5.7%	0 0.0% 0.0%	3 25.0% 3.4%	8 24.2% 9.2%	4 17.4% 4.6%
High quality	203 37.4% 100.0%	70 41.9% 34.5%	10 37.0% 4.9%	36 35.6% 17.7%	33 42.9% 16.3%	27 45.0% 13.3%	25 45.5% 12.3%	22 45.8% 10.8%	12 42.9% 5.9%	1 20.0% 0.5%	3 25.0% 1.5%	10 30.3% 4.9%	10 43.5% 4.9%
Smart choice	96 17.7% 100.0%	35 21.0% 36.5%	5 18.5% 5.2%	19 18.8% 19.8%	17 22.1% 17.7%	15 25.0% 15.6%	7 12.7% 7.3%	3 6.3% 3.1%	5 17.9% 5.2%	0 0.0% 0.0%	2 16.7% 2.1%	3 9.1% 3.1%	7 30.4% 7.3%
Refined taste	96 17.7% 100.0%	41 24.6% 42.7%	6 22.2% 6.3%	19 18.8% 19.8%	15 19.5% 15.6%	14 23.3% 14.6%	9 16.4% 9.4%	7 14.6% 7.3%	5 17.9% 5.2%	0 0.0% 0.0%	3 25.0% 3.1%	1 3.0% 1.0%	5 21.7% 5.2%
Recommended by tobacconists	123 22.7% 100.0%	48 28.7% 39.0%	11 40.7% 8.9%	27 26.7% 22.0%	23 29.9% 18.7%	19 31.7% 15.4%	14 25.5% 11.4%	8 16.7% 6.5%	10 35.7% 8.1%	1 20.0% 0.8%	3 25.0% 2.4%	9 27.3% 7.3%	6 26.1% 4.9%
Attractive packaging	63 11.6% 100.0%	22 13.2% 34.9%	2 7.4% 3.2%	19 18.8% 30.2%	10 13.0% 15.9%	8 13.3% 12.7%	10 18.2% 15.9%	7 14.6% 11.1%	2 7.1% 3.2%	1 20.0% 1.6%	1 8.3% 1.6%	2 6.1% 3.2%	2 8.7% 3.2%
Sophisticated	66 12.2% 100.0%	22 13.2% 33.3%	4 14.8% 6.1%	11 10.9% 16.7%	12 15.6% 18.2%	7 11.7% 10.6%	6 10.9% 9.1%	3 6.3% 4.5%	3 10.7% 4.5%	1 20.0% 1.5%	1 8.3% 1.5%	1 3.0% 1.5%	3 13.0% 4.5%
Innovative	32 5.9% 100.0%	13 7.8% 40.6%	0 0.0% 0.0%	9 8.9% 28.1%	4 5.2% 12.5%	5 8.3% 15.6%	6 10.9% 18.8%	4 8.3% 12.5%	2 7.1% 6.3%	0 0.0% 0.0%	1 8.3% 3.1%	1 3.0% 3.1%	2 8.7% 6.3%
Trendy	63 11.6% 100.0%	20 12.0% 31.7%	3 11.1% 4.8%	17 16.8% 27.0%	8 10.4% 12.7%	10 16.7% 15.9%	7 12.7% 11.1%	4 8.3% 6.3%	5 17.9% 7.9%	0 0.0% 0.0%	1 8.3% 1.6%	5 15.2% 7.9%	2 8.7% 3.2%
Prestigious	104 19.2% 100.0%	28 16.8% 26.9%	3 11.1% 2.9%	17 16.8% 16.3%	15 19.5% 14.4%	12 20.0% 11.5%	12 21.8% 11.5%	8 16.7% 7.7%	7 25.0% 6.7%	0 0.0% 0.0%	2 16.7% 1.9%	2 6.1% 1.9%	2 8.7% 1.9%
Sporty	39 7.2% 100.0%	16 9.6% 41.0%	3 11.1% 7.7%	8 7.9% 20.5%	5 6.5% 12.8%	5 8.3% 12.8%	2 3.6% 5.1%	3 6.3% 7.7%	3 10.7% 7.7%	0 0.0% 0.0%	1 8.3% 2.6%	2 6.1% 5.1%	3 13.0% 7.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	543 100.0% 100.0%	167 100.0% 30.8%	27 100.0% 5.0%	101 100.0% 18.6%	77 100.0% 14.2%	60 100.0% 11.0%	55 100.0% 10.1%	48 100.0% 8.8%	28 100.0% 5.2%	5 100.0% 0.9%	12 100.0% 2.2%	33 100.0% 6.1%	23 100.0% 4.2%
Reliable	133 24.5% 100.0%	52 31.1% 39.1%	8 29.6% 6.0%	27 26.7% 20.3%	24 31.2% 18.0%	22 36.7% 16.5%	18 32.7% 13.5%	11 22.9% 8.3%	7 25.0% 5.3%	1 20.0% 0.8%	2 16.7% 1.5%	6 18.2% 4.5%	8 34.8% 6.0%
Recommended by magazine	83 15.3% 100.0%	26 15.6% 31.3%	4 14.8% 4.8%	27 26.7% 32.5%	10 13.0% 12.0%	15 25.0% 18.1%	14 25.5% 16.9%	9 18.8% 10.8%	1 3.6% 1.2%	0 0.0% 0.0%	0 0.0% 0.0%	5 15.2% 6.0%	4 17.4% 4.8%
Great taste	173 31.9% 100.0%	67 40.1% 38.7%	8 29.6% 4.6%	36 35.6% 20.8%	32 41.6% 18.5%	28 46.7% 16.2%	19 34.5% 11.0%	13 27.1% 7.5%	7 25.0% 4.0%	0 0.0% 0.0%	3 25.0% 1.7%	6 18.2% 3.5%	10 43.5% 5.8%
Good value	109 20.1% 100.0%	38 22.8% 34.9%	6 22.2% 5.5%	22 21.8% 20.2%	18 23.4% 16.5%	20 33.3% 18.3%	14 25.5% 12.8%	10 20.8% 9.2%	7 25.0% 6.4%	1 20.0% 0.9%	1 8.3% 0.9%	7 21.2% 6.4%	7 30.4% 6.4%
For social smokers	92 16.9% 100.0%	35 21.0% 38.0%	6 22.2% 6.5%	16 15.8% 17.4%	16 20.8% 17.4%	11 18.3% 12.0%	10 18.2% 10.9%	10 20.8% 10.9%	4 14.3% 4.3%	1 20.0% 1.1%	2 16.7% 2.2%	7 21.2% 7.6%	5 21.7% 5.4%
Good for everyday	94 17.3% 100.0%	34 20.4% 36.2%	5 18.5% 5.3%	23 22.8% 24.5%	19 24.7% 20.2%	14 23.3% 14.9%	14 25.5% 14.9%	12 25.0% 12.8%	5 17.9% 5.3%	1 20.0% 1.1%	1 8.3% 1.1%	5 15.2% 5.3%	5 21.7% 5.3%
Fresh	158 29.1% 100.0%	67 40.1% 42.4%	9 33.3% 5.7%	30 29.7% 19.0%	28 36.4% 17.7%	21 35.0% 13.3%	20 36.4% 12.7%	14 29.2% 8.9%	6 21.4% 3.8%	1 20.0% 0.6%	4 33.3% 2.5%	7 21.2% 4.4%	8 34.8% 5.1%
Good for relaxing	152 28.0% 100.0%	55 32.9% 36.2%	8 29.6% 5.3%	33 32.7% 21.7%	27 35.1% 17.8%	22 36.7% 14.5%	17 30.9% 11.2%	12 25.0% 7.9%	7 25.0% 4.6%	0 0.0% 0.0%	3 25.0% 2.0%	10 30.3% 6.6%	7 30.4% 4.6%
Easy to find/widely available	166 30.6% 100.0%	60 35.9% 36.1%	11 40.7% 6.6%	36 35.6% 21.7%	31 40.3% 18.7%	24 40.0% 14.5%	29 52.7% 17.5%	19 39.6% 11.4%	10 35.7% 6.0%	1 20.0% 0.6%	3 25.0% 1.8%	11 33.3% 6.6%	8 34.8% 4.8%
Full flavored	110 20.3% 100.0%	39 23.4% 35.5%	6 22.2% 5.5%	27 26.7% 24.5%	17 22.1% 15.5%	17 28.3% 15.5%	15 27.3% 13.6%	11 22.9% 10.0%	4 14.3% 3.6%	1 20.0% 0.9%	3 25.0% 2.7%	3 9.1% 2.7%	7 30.4% 6.4%
Medium taste	97 17.9% 100.0%	31 18.6% 32.0%	3 11.1% 3.1%	19 18.8% 19.6%	16 20.8% 16.5%	17 28.3% 17.5%	16 29.1% 16.5%	10 20.8% 10.3%	2 7.1% 2.1%	0 0.0% 0.0%	2 16.7% 2.1%	7 21.2% 7.2%	6 26.1% 6.2%
Good as a reward	74 13.6% 100.0%	28 16.8% 37.8%	5 18.5% 6.8%	14 13.9% 18.9%	12 15.6% 16.2%	15 25.0% 20.3%	10 18.2% 13.5%	5 10.4% 6.8%	3 10.7% 4.1%	0 0.0% 0.0%	2 16.7% 2.7%	6 18.2% 8.1%	5 21.7% 6.8%
Low price	36 6.6% 100.0%	14 8.4% 38.9%	1 3.7% 2.8%	8 7.9% 22.2%	8 10.4% 22.2%	4 6.7% 11.1%	2 3.6% 5.6%	2 4.2% 5.6%	2 7.1% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	2 6.1% 5.6%	1 4.3% 2.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	543 100.0% 100.0%	167 100.0% 30.8%	27 100.0% 5.0%	101 100.0% 18.6%	77 100.0% 14.2%	60 100.0% 11.0%	55 100.0% 10.1%	48 100.0% 8.8%	28 100.0% 5.2%	5 100.0% 0.9%	12 100.0% 2.2%	33 100.0% 6.1%	23 100.0% 4.2%
Smooth taste	138 25.4% 100.0%	57 34.1% 41.3%	7 25.9% 5.1%	23 22.8% 16.7%	26 33.8% 18.8%	21 35.0% 15.2%	18 32.7% 13.0%	10 20.8% 7.2%	9 32.1% 6.5%	1 20.0% 0.7%	4 33.3% 2.9%	7 21.2% 5.1%	5 21.7% 3.6%
Good for special occasions	110 20.3% 100.0%	40 24.0% 36.4%	4 14.8% 3.6%	15 14.9% 13.6%	17 22.1% 15.5%	13 21.7% 11.8%	11 20.0% 10.0%	7 14.6% 6.4%	5 17.9% 4.5%	2 40.0% 1.8%	3 25.0% 2.7%	8 24.2% 7.3%	5 21.7% 4.5%
Recommended by friends	72 13.3% 100.0%	25 15.0% 34.7%	9 33.3% 12.5%	13 12.9% 18.1%	16 20.8% 22.2%	11 18.3% 15.3%	6 10.9% 8.3%	7 14.6% 9.7%	5 17.9% 6.9%	2 40.0% 2.8%	2 16.7% 2.8%	4 12.1% 5.6%	4 17.4% 5.6%
Good for a gift	137 25.2% 100.0%	45 26.9% 32.8%	6 22.2% 4.4%	28 27.7% 20.4%	29 37.7% 21.2%	18 30.0% 13.1%	20 36.4% 14.6%	12 25.0% 8.8%	4 14.3% 2.9%	0 0.0% 0.0%	3 25.0% 2.2%	8 24.2% 5.8%	7 30.4% 5.1%
Consistent quality	194 35.7% 100.0%	75 44.9% 38.7%	7 25.9% 3.6%	39 38.6% 20.1%	35 45.5% 18.0%	25 41.7% 12.9%	24 43.6% 12.4%	14 29.2% 7.2%	10 35.7% 5.2%	1 20.0% 0.5%	3 25.0% 1.5%	9 27.3% 4.6%	9 39.1% 4.6%
Masculine	86 15.8% 100.0%	36 21.6% 41.9%	2 7.4% 2.3%	21 20.8% 24.4%	15 19.5% 17.4%	13 21.7% 15.1%	12 21.8% 14.0%	9 18.8% 10.5%	3 10.7% 3.5%	1 20.0% 1.2%	2 16.7% 2.3%	8 24.2% 9.3%	4 17.4% 4.7%
Brand I trust	184 33.9% 100.0%	73 43.7% 39.7%	10 37.0% 5.4%	35 34.7% 19.0%	35 45.5% 19.0%	26 43.3% 14.1%	20 36.4% 10.9%	16 33.3% 8.7%	10 35.7% 5.4%	2 40.0% 1.1%	5 41.7% 2.7%	12 36.4% 6.5%	10 43.5% 5.4%
Well constructed	189 34.8% 100.0%	68 40.7% 36.0%	11 40.7% 5.8%	39 38.6% 20.6%	29 37.7% 15.3%	25 41.7% 13.2%	24 43.6% 12.7%	18 37.5% 9.5%	11 39.3% 5.8%	2 40.0% 1.1%	3 25.0% 1.6%	9 27.3% 4.8%	11 47.8% 5.8%
Strong taste	54 9.9% 100.0%	24 14.4% 44.4%	3 11.1% 5.6%	19 18.8% 35.2%	11 14.3% 20.4%	10 16.7% 18.5%	8 14.5% 14.8%	5 10.4% 9.3%	2 7.1% 3.7%	1 20.0% 1.9%	1 8.3% 1.9%	3 9.1% 5.6%	5 21.7% 9.3%
For serious smokers	136 25.0% 100.0%	50 29.9% 36.8%	8 29.6% 5.9%	31 30.7% 22.8%	27 35.1% 19.9%	21 35.0% 15.4%	20 36.4% 14.7%	9 18.8% 6.6%	8 28.6% 5.9%	2 40.0% 1.5%	3 25.0% 2.2%	6 18.2% 4.4%	8 34.8% 5.9%
Popular	156 28.7% 100.0%	52 31.1% 33.3%	11 40.7% 7.1%	32 31.7% 20.5%	28 36.4% 17.9%	22 36.7% 14.1%	24 43.6% 15.4%	17 35.4% 10.9%	9 32.1% 5.8%	3 60.0% 1.9%	2 16.7% 1.3%	9 27.3% 5.8%	7 30.4% 4.5%
Easy to smoke	147 27.1% 100.0%	54 32.3% 36.7%	10 37.0% 6.8%	36 35.6% 24.5%	27 35.1% 18.4%	23 38.3% 15.6%	18 32.7% 12.2%	13 27.1% 8.8%	8 28.6% 5.4%	1 20.0% 0.7%	5 41.7% 3.4%	9 27.3% 6.1%	9 39.1% 6.1%
Easy draw	138 25.4% 100.0%	49 29.3% 35.5%	8 29.6% 5.8%	35 34.7% 25.4%	28 36.4% 20.3%	23 38.3% 16.7%	21 38.2% 15.2%	15 31.3% 10.9%	8 28.6% 5.8%	1 20.0% 0.7%	4 33.3% 2.9%	7 21.2% 5.1%	8 34.8% 5.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	543 100.0% 100.0%	167 100.0% 30.8%	27 100.0% 5.0%	101 100.0% 18.6%	77 100.0% 14.2%	60 100.0% 11.0%	55 100.0% 10.1%	48 100.0% 8.8%	28 100.0% 5.2%	5 100.0% 0.9%	12 100.0% 2.2%	33 100.0% 6.1%	23 100.0% 4.2%
No answer	148 27.3% 100.0%	46 27.5% 31.1%	6 22.2% 4.1%	26 25.7% 17.6%	16 20.8% 10.8%	10 16.7% 6.8%	10 18.2% 6.8%	12 25.0% 8.1%	7 25.0% 4.7%	1 20.0% 0.7%	6 50.0% 4.1%	12 36.4% 8.1%	4 17.4% 2.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	453 100.0% 100.0%	128 100.0% 28.3%	33 100.0% 7.3%	91 100.0% 20.1%	68 100.0% 15.0%	46 100.0% 10.2%	56 100.0% 12.4%	52 100.0% 11.5%	22 100.0% 4.9%	8 100.0% 1.8%	8 100.0% 1.8%	28 100.0% 6.2%	15 100.0% 3.3%
Hoyo de Monterrey													
Casual	47 10.4% 100.0%	14 10.9% 29.8%	2 6.1% 4.3%	10 11.0% 21.3%	5 7.4% 10.6%	8 17.4% 17.0%	7 12.5% 14.9%	3 5.8% 6.4%	4 18.2% 8.5%	2 25.0% 4.3%	3 37.5% 6.4%	1 3.6% 2.1%	2 13.3% 4.3%
Individualistic	49 10.8% 100.0%	12 9.4% 24.5%	2 6.1% 4.1%	11 12.1% 22.4%	11 16.2% 22.4%	8 17.4% 16.3%	11 19.6% 22.4%	6 11.5% 12.2%	3 13.6% 6.1%	3 37.5% 6.1%	1 12.5% 2.0%	2 7.1% 4.1%	3 20.0% 6.1%
Mild taste	47 10.4% 100.0%	11 8.6% 23.4%	0 0.0% 0.0%	7 7.7% 14.9%	5 7.4% 10.6%	5 10.9% 10.6%	8 14.3% 17.0%	1 1.9% 2.1%	1 4.5% 2.1%	0 0.0% 0.0%	1 12.5% 2.1%	1 3.6% 2.1%	2 13.3% 4.3%
High quality	124 27.4% 100.0%	33 25.8% 26.6%	5 15.2% 4.0%	25 27.5% 20.2%	18 26.5% 14.5%	18 39.1% 14.5%	24 42.9% 19.4%	20 38.5% 16.1%	7 31.8% 5.6%	3 37.5% 2.4%	3 37.5% 2.4%	5 17.9% 4.0%	6 40.0% 4.8%
Smart choice	56 12.4% 100.0%	15 11.7% 26.8%	3 9.1% 5.4%	11 12.1% 19.6%	6 8.8% 10.7%	10 21.7% 17.9%	14 25.0% 25.0%	7 13.5% 12.5%	2 9.1% 3.6%	2 25.0% 3.6%	2 25.0% 3.6%	1 3.6% 1.8%	4 26.7% 7.1%
Refined taste	51 11.3% 100.0%	13 10.2% 25.5%	2 6.1% 3.9%	11 12.1% 21.6%	5 7.4% 9.8%	10 21.7% 19.6%	15 26.8% 29.4%	9 17.3% 17.6%	1 4.5% 2.0%	2 25.0% 3.9%	2 25.0% 3.9%	1 3.6% 2.0%	4 26.7% 7.8%
Recommended by tobacconists	76 16.8% 100.0%	27 21.1% 35.5%	5 15.2% 6.6%	21 23.1% 27.6%	16 23.5% 21.1%	8 17.4% 10.5%	17 30.4% 22.4%	10 19.2% 13.2%	2 9.1% 2.6%	1 12.5% 1.3%	1 12.5% 1.3%	7 25.0% 9.2%	3 20.0% 3.9%
Attractive packaging	38 8.4% 100.0%	8 6.3% 21.1%	1 3.0% 2.6%	6 6.6% 15.8%	4 5.9% 10.5%	5 10.9% 13.2%	9 16.1% 23.7%	4 7.7% 10.5%	1 4.5% 2.6%	3 37.5% 7.9%	2 25.0% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%
Sophisticated	31 6.8% 100.0%	9 7.0% 29.0%	2 6.1% 6.5%	6 6.6% 19.4%	4 5.9% 12.9%	5 10.9% 16.1%	8 14.3% 25.8%	4 7.7% 12.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.6% 3.2%	1 6.7% 3.2%
Innovative	14 3.1% 100.0%	6 4.7% 42.9%	0 0.0% 0.0%	2 2.2% 14.3%	1 1.5% 7.1%	1 2.2% 7.1%	3 5.4% 21.4%	1 1.9% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Trendy	30 6.6% 100.0%	9 7.0% 30.0%	1 3.0% 3.3%	4 4.4% 13.3%	3 4.4% 10.0%	3 6.5% 10.0%	4 7.1% 13.3%	3 5.8% 10.0%	1 4.5% 3.3%	1 12.5% 3.3%	1 12.5% 3.3%	2 7.1% 6.7%	2 13.3% 6.7%
Prestigious	38 8.4% 100.0%	9 7.0% 23.7%	1 3.0% 2.6%	8 8.8% 21.1%	6 8.8% 15.8%	4 8.7% 10.5%	7 12.5% 18.4%	7 13.5% 18.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 7.1% 5.3%	0 0.0% 0.0%
Sporty	21 4.6% 100.0%	6 4.7% 28.6%	2 6.1% 9.5%	4 4.4% 19.0%	3 4.4% 14.3%	2 4.3% 9.5%	2 3.6% 9.5%	2 3.8% 9.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 6.7% 4.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	453 100.0% 100.0%	128 100.0% 28.3%	33 100.0% 7.3%	91 100.0% 20.1%	68 100.0% 15.0%	46 100.0% 10.2%	56 100.0% 12.4%	52 100.0% 11.5%	22 100.0% 4.9%	8 100.0% 1.8%	8 100.0% 1.8%	28 100.0% 6.2%	15 100.0% 3.3%
Reliable	71 15.7% 100.0%	21 16.4% 29.6%	4 12.1% 5.6%	16 17.6% 22.5%	14 20.6% 19.7%	14 30.4% 19.7%	19 33.9% 26.8%	15 28.8% 21.1%	2 9.1% 2.8%	1 12.5% 1.4%	1 12.5% 1.4%	3 10.7% 4.2%	6 40.0% 8.5%
Recommended by magazine	55 12.1% 100.0%	14 10.9% 25.5%	3 9.1% 5.5%	17 18.7% 30.9%	5 7.4% 9.1%	12 26.1% 21.8%	13 23.2% 23.6%	8 15.4% 14.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 7.1% 3.6%	3 20.0% 5.5%
Great taste	100 22.1% 100.0%	26 20.3% 26.0%	4 12.1% 4.0%	21 23.1% 21.0%	11 16.2% 11.0%	18 39.1% 18.0%	26 46.4% 26.0%	16 30.8% 16.0%	1 4.5% 1.0%	1 12.5% 1.0%	2 25.0% 2.0%	3 10.7% 3.0%	5 33.3% 5.0%
Good value	61 13.5% 100.0%	16 12.5% 26.2%	0 0.0% 0.0%	18 19.8% 29.5%	10 14.7% 16.4%	9 19.6% 14.8%	19 33.9% 31.1%	10 19.2% 16.4%	4 18.2% 6.6%	1 12.5% 1.6%	1 12.5% 1.6%	2 7.1% 3.3%	3 20.0% 4.9%
For social smokers	48 10.6% 100.0%	21 16.4% 43.8%	3 9.1% 6.3%	11 12.1% 22.9%	11 16.2% 22.9%	9 19.6% 18.8%	11 19.6% 22.9%	8 15.4% 16.7%	3 13.6% 6.3%	1 12.5% 2.1%	0 0.0% 0.0%	4 14.3% 8.3%	4 26.7% 8.3%
Good for everyday	57 12.6% 100.0%	16 12.5% 28.1%	2 6.1% 3.5%	15 16.5% 26.3%	9 13.2% 15.8%	11 23.9% 19.3%	19 33.9% 33.3%	13 25.0% 22.8%	3 13.6% 5.3%	1 12.5% 1.8%	0 0.0% 0.0%	3 10.7% 5.3%	4 26.7% 7.0%
Fresh	106 23.4% 100.0%	29 22.7% 27.4%	3 9.1% 2.8%	22 24.2% 20.8%	19 27.9% 17.9%	17 37.0% 16.0%	28 50.0% 26.4%	19 36.5% 17.9%	2 9.1% 1.9%	2 25.0% 1.9%	3 37.5% 2.8%	3 10.7% 2.8%	7 46.7% 6.6%
Good for relaxing	106 23.4% 100.0%	31 24.2% 29.2%	4 12.1% 3.8%	25 27.5% 23.6%	20 29.4% 18.9%	15 32.6% 14.2%	27 48.2% 25.5%	16 30.8% 15.1%	4 18.2% 3.8%	2 25.0% 1.9%	3 37.5% 2.8%	5 17.9% 4.7%	5 33.3% 4.7%
Easy to find/widely available	104 23.0% 100.0%	31 24.2% 29.8%	8 24.2% 7.7%	28 30.8% 26.9%	21 30.9% 20.2%	17 37.0% 16.3%	28 50.0% 26.9%	20 38.5% 19.2%	5 22.7% 4.8%	1 12.5% 1.0%	2 25.0% 1.9%	3 10.7% 2.9%	6 40.0% 5.8%
Full flavored	81 17.9% 100.0%	24 18.8% 29.6%	4 12.1% 4.9%	19 20.9% 23.5%	18 26.5% 22.2%	14 30.4% 17.3%	16 28.6% 19.8%	15 28.8% 18.5%	3 13.6% 3.7%	2 25.0% 2.5%	2 25.0% 2.5%	3 10.7% 3.7%	3 20.0% 3.7%
Medium taste	59 13.0% 100.0%	16 12.5% 27.1%	2 6.1% 3.4%	13 14.3% 22.0%	7 10.3% 11.9%	8 17.4% 13.6%	12 21.4% 20.3%	4 7.7% 6.8%	2 9.1% 3.4%	0 0.0% 0.0%	1 12.5% 1.7%	2 7.1% 3.4%	1 6.7% 1.7%
Good as a reward	48 10.6% 100.0%	12 9.4% 25.0%	0 0.0% 0.0%	12 13.2% 25.0%	7 10.3% 14.6%	9 19.6% 18.8%	11 19.6% 22.9%	8 15.4% 16.7%	2 9.1% 4.2%	2 25.0% 4.2%	2 25.0% 4.2%	1 3.6% 2.1%	1 6.7% 2.1%
Low price	38 8.4% 100.0%	13 10.2% 34.2%	1 3.0% 2.6%	13 14.3% 34.2%	6 8.8% 15.8%	10 21.7% 26.3%	12 21.4% 31.6%	9 17.3% 23.7%	3 13.6% 7.9%	1 12.5% 2.6%	1 12.5% 2.6%	5 17.9% 13.2%	3 20.0% 7.9%

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GC 018713

Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	453 100.0% 100.0%	128 100.0% 28.3%	33 100.0% 7.3%	91 100.0% 20.1%	68 100.0% 15.0%	46 100.0% 10.2%	56 100.0% 12.4%	52 100.0% 11.5%	22 100.0% 4.9%	8 100.0% 1.8%	8 100.0% 1.8%	28 100.0% 6.2%	15 100.0% 3.3%
Smooth taste	86 19.0% 100.0%	31 24.2% 36.0%	4 12.1% 4.7%	20 22.0% 23.3%	13 19.1% 15.1%	19 41.3% 22.1%	26 46.4% 30.2%	12 23.1% 14.0%	4 18.2% 4.7%	2 25.0% 2.3%	2 25.0% 2.3%	5 17.9% 5.8%	4 26.7% 4.7%
Good for special occasions	69 15.2% 100.0%	22 17.2% 31.9%	3 9.1% 4.3%	15 16.5% 21.7%	11 16.2% 15.9%	10 21.7% 14.5%	14 25.0% 20.3%	13 25.0% 18.8%	2 9.1% 2.9%	2 25.0% 2.9%	2 25.0% 2.9%	4 14.3% 5.8%	4 26.7% 5.8%
Recommended by friends	49 10.8% 100.0%	14 10.9% 28.6%	4 12.1% 8.2%	9 9.9% 18.4%	7 10.3% 14.3%	7 15.2% 14.3%	7 12.5% 14.3%	8 15.4% 16.3%	5 22.7% 10.2%	3 37.5% 6.1%	1 12.5% 2.0%	2 7.1% 4.1%	1 6.7% 2.0%
Good for a gift	77 17.0% 100.0%	21 16.4% 27.3%	2 6.1% 2.6%	18 19.8% 23.4%	14 20.6% 18.2%	13 28.3% 16.9%	22 39.3% 28.6%	15 28.8% 19.5%	3 13.6% 3.9%	3 37.5% 3.9%	3 37.5% 3.9%	2 7.1% 2.6%	3 20.0% 3.9%
Consistent quality	123 27.2% 100.0%	40 31.3% 32.5%	7 21.2% 5.7%	28 30.8% 22.8%	21 30.9% 17.1%	18 39.1% 14.6%	32 57.1% 26.0%	21 40.4% 17.1%	7 31.8% 5.7%	3 37.5% 2.4%	3 37.5% 2.4%	6 21.4% 4.9%	5 33.3% 4.1%
Masculine	65 14.3% 100.0%	28 21.9% 43.1%	3 9.1% 4.6%	22 24.2% 33.8%	14 20.6% 21.5%	11 23.9% 16.9%	11 19.6% 16.9%	9 17.3% 13.8%	3 13.6% 4.6%	3 37.5% 4.6%	2 25.0% 3.1%	4 14.3% 6.2%	2 13.3% 3.1%
Brand I trust	94 20.8% 100.0%	32 25.0% 34.0%	5 15.2% 5.3%	24 26.4% 25.5%	21 30.9% 22.3%	14 30.4% 14.9%	25 44.6% 26.6%	15 28.8% 16.0%	4 18.2% 4.3%	2 25.0% 2.1%	2 25.0% 2.1%	4 14.3% 4.3%	4 26.7% 4.3%
Well constructed	131 28.9% 100.0%	39 30.5% 29.8%	5 15.2% 3.8%	29 31.9% 22.1%	14 20.6% 10.7%	18 39.1% 13.7%	28 50.0% 21.4%	23 44.2% 17.6%	9 40.9% 6.9%	3 37.5% 2.3%	2 25.0% 1.5%	6 21.4% 4.6%	6 40.0% 4.6%
Strong taste	53 11.7% 100.0%	14 10.9% 26.4%	3 9.1% 5.7%	14 15.4% 26.4%	9 13.2% 17.0%	6 13.0% 11.3%	9 16.1% 17.0%	6 11.5% 11.3%	2 9.1% 3.8%	2 25.0% 3.8%	3 37.5% 5.7%	3 10.7% 5.7%	3 20.0% 5.7%
For serious smokers	85 18.8% 100.0%	33 25.8% 38.8%	5 15.2% 5.9%	22 24.2% 25.9%	19 27.9% 22.4%	15 32.6% 17.6%	23 41.1% 27.1%	14 26.9% 16.5%	1 4.5% 1.2%	2 25.0% 2.4%	1 12.5% 1.2%	4 14.3% 4.7%	5 33.3% 5.9%
Popular	76 16.8% 100.0%	29 22.7% 38.2%	6 18.2% 7.9%	17 18.7% 22.4%	17 25.0% 22.4%	15 32.6% 19.7%	19 33.9% 25.0%	13 25.0% 17.1%	3 13.6% 3.9%	2 25.0% 2.6%	1 12.5% 1.3%	6 21.4% 7.9%	4 26.7% 5.3%
Easy to smoke	97 21.4% 100.0%	30 23.4% 30.9%	6 18.2% 6.2%	21 23.1% 21.6%	15 22.1% 15.5%	16 34.8% 16.5%	26 46.4% 26.8%	18 34.6% 18.6%	6 27.3% 6.2%	5 62.5% 5.2%	3 37.5% 3.1%	4 14.3% 4.1%	5 33.3% 5.2%
Easy draw	101 22.3% 100.0%	28 21.9% 27.7%	7 21.2% 6.9%	24 26.4% 23.8%	19 27.9% 18.8%	17 37.0% 16.8%	27 48.2% 26.7%	19 36.5% 18.8%	4 18.2% 4.0%	3 37.5% 3.0%	1 12.5% 1.0%	6 21.4% 5.9%	4 26.7% 4.0%

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GC 018714

Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	453 100.0% 100.0%	128 100.0% 28.3%	33 100.0% 7.3%	91 100.0% 20.1%	68 100.0% 15.0%	46 100.0% 10.2%	56 100.0% 12.4%	52 100.0% 11.5%	22 100.0% 4.9%	8 100.0% 1.8%	8 100.0% 1.8%	28 100.0% 6.2%	15 100.0% 3.3%
No answer	146 32.2% 100.0%	37 28.9% 25.3%	13 39.4% 8.9%	24 26.4% 16.4%	16 23.5% 11.0%	9 19.6% 6.2%	4 7.1% 2.7%	11 21.2% 7.5%	5 22.7% 3.4%	2 25.0% 1.4%	4 50.0% 2.7%	11 39.3% 7.5%	1 6.7% 0.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	408 100.0% 100.0%	112 100.0% 27.5%	34 100.0% 8.3%	81 100.0% 19.9%	64 100.0% 15.7%	45 100.0% 11.0%	56 100.0% 13.7%	56 100.0% 13.7%	21 100.0% 5.1%	7 100.0% 1.7%	11 100.0% 2.7%	23 100.0% 5.6%	15 100.0% 3.7%
Hoyo de Monterrey Excalibur													
Casual	30 7.4% 100.0%	8 7.1% 26.7%	3 8.8% 10.0%	6 7.4% 20.0%	5 7.8% 16.7%	7 15.6% 23.3%	1 1.8% 3.3%	5 8.9% 16.7%	2 9.5% 6.7%	0 0.0% 0.0%	1 9.1% 3.3%	1 4.3% 3.3%	1 6.7% 3.3%
Individualistic	43 10.5% 100.0%	9 8.0% 20.9%	1 2.9% 2.3%	9 11.1% 20.9%	4 6.3% 9.3%	7 15.6% 16.3%	9 16.1% 20.9%	8 14.3% 18.6%	5 23.8% 11.6%	1 14.3% 2.3%	2 18.2% 4.7%	1 4.3% 2.3%	2 13.3% 4.7%
Mild taste	27 6.6% 100.0%	4 3.6% 14.8%	1 2.9% 3.7%	3 3.7% 11.1%	2 3.1% 7.4%	3 6.7% 11.1%	3 5.4% 11.1%	4 7.1% 14.8%	3 14.3% 11.1%	1 14.3% 3.7%	2 18.2% 7.4%	1 4.3% 3.7%	1 6.7% 3.7%
High quality	123 30.1% 100.0%	32 28.6% 26.0%	9 26.5% 7.3%	23 28.4% 18.7%	19 29.7% 15.4%	18 40.0% 14.6%	28 50.0% 22.8%	29 51.8% 23.6%	9 42.9% 7.3%	4 57.1% 3.3%	3 27.3% 2.4%	4 17.4% 3.3%	7 46.7% 5.7%
Smart choice	61 15.0% 100.0%	18 16.1% 29.5%	5 14.7% 8.2%	10 12.3% 16.4%	9 14.1% 14.8%	13 28.9% 21.3%	16 28.6% 26.2%	15 26.8% 24.6%	7 33.3% 11.5%	3 42.9% 4.9%	4 36.4% 6.6%	3 13.0% 4.9%	3 20.0% 4.9%
Refined taste	65 15.9% 100.0%	20 17.9% 30.8%	6 17.6% 9.2%	13 16.0% 20.0%	10 15.6% 15.4%	14 31.1% 21.5%	14 25.0% 21.5%	16 28.6% 24.6%	5 23.8% 7.7%	2 28.6% 3.1%	2 18.2% 3.1%	4 17.4% 6.2%	5 33.3% 7.7%
Recommended by tobacconists	77 18.9% 100.0%	24 21.4% 31.2%	9 26.5% 11.7%	22 27.2% 28.6%	21 32.8% 27.3%	12 26.7% 15.6%	16 28.6% 20.8%	15 26.8% 19.5%	4 19.0% 5.2%	3 42.9% 3.9%	1 9.1% 1.3%	7 30.4% 9.1%	4 26.7% 5.2%
Attractive packaging	39 9.6% 100.0%	10 8.9% 25.6%	2 5.9% 5.1%	9 11.1% 23.1%	6 9.4% 15.4%	7 15.6% 17.9%	9 16.1% 23.1%	7 12.5% 17.9%	2 9.5% 5.1%	2 28.6% 5.1%	2 18.2% 5.1%	1 4.3% 2.6%	1 6.7% 2.6%
Sophisticated	40 9.8% 100.0%	12 10.7% 30.0%	4 11.8% 10.0%	10 12.3% 25.0%	4 6.3% 10.0%	9 20.0% 22.5%	10 17.9% 25.0%	6 10.7% 15.0%	2 9.5% 5.0%	1 14.3% 2.5%	2 18.2% 5.0%	2 8.7% 5.0%	2 13.3% 5.0%
Innovative	19 4.7% 100.0%	7 6.3% 36.8%	0 0.0% 0.0%	4 4.9% 21.1%	1 1.6% 5.3%	5 11.1% 26.3%	5 8.9% 26.3%	5 8.9% 26.3%	1 4.8% 5.3%	0 0.0% 0.0%	1 9.1% 5.3%	0 0.0% 0.0%	2 13.3% 10.5%
Trendy	32 7.8% 100.0%	13 11.6% 40.6%	2 5.9% 6.3%	5 6.2% 15.6%	3 4.7% 9.4%	3 6.7% 9.4%	1 1.8% 3.1%	3 5.4% 9.4%	3 14.3% 9.4%	1 14.3% 3.1%	2 18.2% 6.3%	4 17.4% 12.5%	1 6.7% 3.1%
Prestigious	60 14.7% 100.0%	16 14.3% 26.7%	3 8.8% 5.0%	13 16.0% 21.7%	6 9.4% 10.0%	9 20.0% 15.0%	14 25.0% 23.3%	10 17.9% 16.7%	4 19.0% 6.7%	2 28.6% 3.3%	2 18.2% 3.3%	2 8.7% 3.3%	2 13.3% 3.3%
Sporty	23 5.6% 100.0%	5 4.5% 21.7%	1 2.9% 4.3%	5 6.2% 21.7%	3 4.7% 13.0%	4 8.9% 17.4%	2 3.6% 8.7%	4 7.1% 17.4%	4 19.0% 17.4%	1 14.3% 4.3%	2 18.2% 8.7%	0 0.0% 0.0%	1 6.7% 4.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	408 100.0% 100.0%	112 100.0% 27.5%	34 100.0% 8.3%	81 100.0% 19.9%	64 100.0% 15.7%	45 100.0% 11.0%	56 100.0% 13.7%	56 100.0% 13.7%	21 100.0% 5.1%	7 100.0% 1.7%	11 100.0% 2.7%	23 100.0% 5.6%	15 100.0% 3.7%
Reliable	72 17.6% 100.0%	17 15.2% 23.6%	7 20.6% 9.7%	17 21.0% 23.6%	11 17.2% 15.3%	15 33.3% 20.8%	19 33.9% 26.4%	19 33.9% 26.4%	3 14.3% 4.2%	2 28.6% 2.8%	1 9.1% 1.4%	5 21.7% 6.9%	7 46.7% 9.7%
Recommended by magazine	56 13.7% 100.0%	13 11.6% 23.2%	5 14.7% 8.9%	16 19.8% 28.6%	6 9.4% 10.7%	13 28.9% 23.2%	12 21.4% 21.4%	10 17.9% 17.9%	2 9.5% 3.6%	1 14.3% 1.8%	1 9.1% 1.8%	2 8.7% 3.6%	3 20.0% 5.4%
Great taste	101 24.8% 100.0%	26 23.2% 25.7%	7 20.6% 6.9%	21 25.9% 20.8%	17 26.6% 16.8%	19 42.2% 18.8%	23 41.1% 22.8%	32 57.1% 31.7%	5 23.8% 5.0%	3 42.9% 3.0%	2 18.2% 2.0%	2 8.7% 2.0%	4 26.7% 4.0%
Good value	41 10.0% 100.0%	8 7.1% 19.5%	0 0.0% 0.0%	9 11.1% 22.0%	9 14.1% 22.0%	7 15.6% 17.1%	9 16.1% 22.0%	17 30.4% 41.5%	3 14.3% 7.3%	1 14.3% 2.4%	2 18.2% 4.9%	1 4.3% 2.4%	1 6.7% 2.4%
For social smokers	45 11.0% 100.0%	16 14.3% 35.6%	5 14.7% 11.1%	9 11.1% 20.0%	12 18.8% 26.7%	10 22.2% 22.2%	8 14.3% 17.8%	11 19.6% 24.4%	6 28.6% 13.3%	3 42.9% 6.7%	2 18.2% 4.4%	3 13.0% 6.7%	2 13.3% 4.4%
Good for everyday	42 10.3% 100.0%	8 7.1% 19.0%	3 8.8% 7.1%	9 11.1% 21.4%	11 17.2% 26.2%	10 22.2% 23.8%	10 17.9% 23.8%	15 26.8% 35.7%	1 4.8% 2.4%	1 14.3% 2.4%	1 9.1% 2.4%	1 4.3% 2.4%	4 26.7% 9.5%
Fresh	94 23.0% 100.0%	30 26.8% 31.9%	8 23.5% 8.5%	17 21.0% 18.1%	18 28.1% 19.1%	14 31.1% 14.9%	18 32.1% 19.1%	23 41.1% 24.5%	5 23.8% 5.3%	2 28.6% 2.1%	3 27.3% 3.2%	2 8.7% 2.1%	5 33.3% 5.3%
Good for relaxing	98 24.0% 100.0%	25 22.3% 25.5%	7 20.6% 7.1%	17 21.0% 17.3%	18 28.1% 18.4%	13 28.9% 13.3%	20 35.7% 20.4%	24 42.9% 24.5%	4 19.0% 4.1%	2 28.6% 2.0%	2 18.2% 2.0%	2 8.7% 2.0%	5 33.3% 5.1%
Easy to find/widely available	71 17.4% 100.0%	19 17.0% 26.8%	7 20.6% 9.9%	19 23.5% 26.8%	20 31.3% 28.2%	14 31.1% 19.7%	17 30.4% 23.9%	22 39.3% 31.0%	4 19.0% 5.6%	1 14.3% 1.4%	1 9.1% 1.4%	4 17.4% 5.6%	4 26.7% 5.6%
Full flavored	83 20.3% 100.0%	19 17.0% 22.9%	6 17.6% 7.2%	21 25.9% 25.3%	18 28.1% 21.7%	11 24.4% 13.3%	15 26.8% 18.1%	23 41.1% 27.7%	4 19.0% 4.8%	1 14.3% 1.2%	1 9.1% 1.2%	3 13.0% 3.6%	5 33.3% 6.0%
Medium taste	46 11.3% 100.0%	16 14.3% 34.8%	3 8.8% 6.5%	12 14.8% 26.1%	9 14.1% 19.6%	8 17.8% 17.4%	10 17.9% 21.7%	8 14.3% 17.4%	3 14.3% 6.5%	0 0.0% 0.0%	1 9.1% 2.2%	3 13.0% 6.5%	1 6.7% 2.2%
Good as a reward	59 14.5% 100.0%	14 12.5% 23.7%	2 5.9% 3.4%	11 13.6% 18.6%	8 12.5% 13.6%	11 24.4% 18.6%	10 17.9% 16.9%	15 26.8% 25.4%	4 19.0% 6.8%	1 14.3% 1.7%	2 18.2% 3.4%	2 8.7% 3.4%	3 20.0% 5.1%
Low price	22 5.4% 100.0%	4 3.6% 18.2%	0 0.0% 0.0%	3 3.7% 13.6%	4 6.3% 18.2%	7 15.6% 31.8%	4 7.1% 18.2%	8 14.3% 36.4%	1 4.8% 4.5%	1 14.3% 4.5%	2 18.2% 9.1%	0 0.0% 0.0%	1 6.7% 4.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	408 100.0% 100.0%	112 100.0% 27.5%	34 100.0% 8.3%	81 100.0% 19.9%	64 100.0% 15.7%	45 100.0% 11.0%	56 100.0% 13.7%	56 100.0% 13.7%	21 100.0% 5.1%	7 100.0% 1.7%	11 100.0% 2.7%	23 100.0% 5.6%	15 100.0% 3.7%
Smooth taste	79 19.4% 100.0%	27 24.1% 34.2%	9 26.5% 11.4%	18 22.2% 22.8%	14 21.9% 17.7%	18 40.0% 22.8%	19 33.9% 24.1%	24 42.9% 30.4%	7 33.3% 8.9%	4 57.1% 5.1%	2 18.2% 2.5%	5 21.7% 6.3%	4 26.7% 5.1%
Good for special occasions	70 17.2% 100.0%	20 17.9% 28.6%	3 8.8% 4.3%	12 14.8% 17.1%	9 14.1% 12.9%	9 20.0% 12.9%	13 23.2% 18.6%	20 35.7% 28.6%	4 19.0% 5.7%	1 14.3% 1.4%	1 9.1% 1.4%	3 13.0% 4.3%	4 26.7% 5.7%
Recommended by friends	49 12.0% 100.0%	10 8.9% 20.4%	6 17.6% 12.2%	8 9.9% 16.3%	8 12.5% 16.3%	8 17.8% 16.3%	6 10.7% 12.2%	13 23.2% 26.5%	6 28.6% 12.2%	1 14.3% 2.0%	0 0.0% 0.0%	3 13.0% 6.1%	3 20.0% 6.1%
Good for a gift	86 21.1% 100.0%	25 22.3% 29.1%	6 17.6% 7.0%	18 22.2% 20.9%	13 20.3% 15.1%	16 35.6% 18.6%	22 39.3% 25.6%	23 41.1% 26.7%	5 23.8% 5.8%	2 28.6% 2.3%	2 18.2% 2.3%	2 8.7% 2.3%	3 20.0% 3.5%
Consistent quality	119 29.2% 100.0%	33 29.5% 27.7%	9 26.5% 7.6%	25 30.9% 21.0%	22 34.4% 18.5%	19 42.2% 16.0%	24 42.9% 20.2%	29 51.8% 24.4%	8 38.1% 6.7%	1 14.3% 0.8%	2 18.2% 1.7%	5 21.7% 4.2%	5 33.3% 4.2%
Masculine	71 17.4% 100.0%	27 24.1% 38.0%	4 11.8% 5.6%	17 21.0% 23.9%	14 21.9% 19.7%	10 22.2% 14.1%	10 17.9% 14.1%	10 17.9% 14.1%	5 23.8% 7.0%	2 28.6% 2.8%	2 18.2% 2.8%	4 17.4% 5.6%	2 13.3% 2.8%
Brand I trust	93 22.8% 100.0%	25 22.3% 26.9%	9 26.5% 9.7%	25 30.9% 26.9%	23 35.9% 24.7%	19 42.2% 20.4%	19 33.9% 20.4%	29 51.8% 31.2%	5 23.8% 5.4%	2 28.6% 2.2%	2 18.2% 2.2%	6 26.1% 6.5%	6 40.0% 6.5%
Well constructed	132 32.4% 100.0%	32 28.6% 24.2%	9 26.5% 6.8%	28 34.6% 21.2%	25 39.1% 18.9%	18 40.0% 13.6%	25 44.6% 18.9%	30 53.6% 22.7%	10 47.6% 7.6%	3 42.9% 2.3%	2 18.2% 1.5%	5 21.7% 3.8%	6 40.0% 4.5%
Strong taste	67 16.4% 100.0%	18 16.1% 26.9%	5 14.7% 7.5%	19 23.5% 28.4%	14 21.9% 20.9%	9 20.0% 13.4%	9 16.1% 13.4%	13 23.2% 19.4%	1 4.8% 1.5%	0 0.0% 0.0%	1 9.1% 1.5%	2 8.7% 3.0%	4 26.7% 6.0%
For serious smokers	110 27.0% 100.0%	37 33.0% 33.6%	8 23.5% 7.3%	32 39.5% 29.1%	28 43.8% 25.5%	18 40.0% 16.4%	24 42.9% 21.8%	25 44.6% 22.7%	7 33.3% 6.4%	2 28.6% 1.8%	1 9.1% 0.9%	6 26.1% 5.5%	4 26.7% 3.6%
Popular	71 17.4% 100.0%	19 17.0% 26.8%	7 20.6% 9.9%	16 19.8% 22.5%	16 25.0% 22.5%	11 24.4% 15.5%	16 28.6% 22.5%	14 25.0% 19.7%	3 14.3% 4.2%	1 14.3% 1.4%	1 9.1% 1.4%	5 21.7% 7.0%	4 26.7% 5.6%
Easy to smoke	88 21.6% 100.0%	25 22.3% 28.4%	7 20.6% 8.0%	21 25.9% 23.9%	18 28.1% 20.5%	16 35.6% 18.2%	20 35.7% 22.7%	26 46.4% 29.5%	5 23.8% 5.7%	3 42.9% 3.4%	2 18.2% 2.3%	6 26.1% 6.8%	4 26.7% 4.5%
Easy draw	92 22.5% 100.0%	25 22.3% 27.2%	7 20.6% 7.6%	22 27.2% 23.9%	19 29.7% 20.7%	17 37.8% 18.5%	19 33.9% 20.7%	28 50.0% 30.4%	6 28.6% 6.5%	3 42.9% 3.3%	2 18.2% 2.2%	5 21.7% 5.4%	4 26.7% 4.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	408 100.0% 100.0%	112 100.0% 27.5%	34 100.0% 8.3%	81 100.0% 19.9%	64 100.0% 15.7%	45 100.0% 11.0%	56 100.0% 13.7%	56 100.0% 13.7%	21 100.0% 5.1%	7 100.0% 1.7%	11 100.0% 2.7%	23 100.0% 5.6%	15 100.0% 3.7%
No answer	131 32.1% 100.0%	37 33.0% 28.2%	12 35.3% 9.2%	19 23.5% 14.5%	17 26.6% 13.0%	6 13.3% 4.6%	11 19.6% 8.4%	9 16.1% 6.9%	4 19.0% 3.1%	1 14.3% 0.8%	7 63.6% 5.3%	8 34.8% 6.1%	3 20.0% 2.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	748 100.0% 100.0%	266 100.0% 35.6%	49 100.0% 6.6%	115 100.0% 15.4%	80 100.0% 10.7%	77 100.0% 10.3%	57 100.0% 7.6%	52 100.0% 7.0%	46 100.0% 6.1%	8 100.0% 1.1%	15 100.0% 2.0%	46 100.0% 6.1%	24 100.0% 3.2%
Macanudo													
Casual	130 17.4% 100.0%	70 26.3% 53.8%	9 18.4% 6.9%	24 20.9% 18.5%	12 15.0% 9.2%	17 22.1% 13.1%	9 15.8% 6.9%	5 9.6% 3.8%	10 21.7% 7.7%	1 12.5% 0.8%	1 6.7% 0.8%	10 21.7% 7.7%	2 8.3% 1.5%
Individualistic	97 13.0% 100.0%	40 15.0% 41.2%	7 14.3% 7.2%	21 18.3% 21.6%	11 13.8% 11.3%	9 11.7% 9.3%	13 22.8% 13.4%	7 13.5% 7.2%	8 17.4% 8.2%	2 25.0% 2.1%	0 0.0% 0.0%	7 15.2% 7.2%	4 16.7% 4.1%
Mild taste	211 28.2% 100.0%	109 41.0% 51.7%	16 32.7% 7.6%	41 35.7% 19.4%	29 36.3% 13.7%	24 31.2% 11.4%	19 33.3% 9.0%	12 23.1% 5.7%	11 23.9% 5.2%	2 25.0% 0.9%	2 13.3% 0.9%	22 47.8% 10.4%	10 41.7% 4.7%
High quality	346 46.3% 100.0%	173 65.0% 50.0%	27 55.1% 7.8%	61 53.0% 17.6%	41 51.3% 11.8%	40 51.9% 11.6%	25 43.9% 7.2%	23 44.2% 6.6%	27 58.7% 7.8%	4 50.0% 1.2%	5 33.3% 1.4%	36 78.3% 10.4%	14 58.3% 4.0%
Smart choice	182 24.3% 100.0%	95 35.7% 52.2%	18 36.7% 9.9%	33 28.7% 18.1%	20 25.0% 11.0%	19 24.7% 10.4%	12 21.1% 6.6%	5 9.6% 2.7%	17 37.0% 9.3%	3 37.5% 1.6%	4 26.7% 2.2%	21 45.7% 11.5%	8 33.3% 4.4%
Refined taste	180 24.1% 100.0%	96 36.1% 53.3%	15 30.6% 8.3%	36 31.3% 20.0%	25 31.3% 13.9%	22 28.6% 12.2%	16 28.1% 8.9%	10 19.2% 5.6%	16 34.8% 8.9%	2 25.0% 1.1%	4 26.7% 2.2%	20 43.5% 11.1%	7 29.2% 3.9%
Recommended by tobacconists	225 30.1% 100.0%	114 42.9% 50.7%	21 42.9% 9.3%	48 41.7% 21.3%	34 42.5% 15.1%	30 39.0% 13.3%	19 33.3% 8.4%	16 30.8% 7.1%	14 30.4% 6.2%	1 12.5% 0.4%	3 20.0% 1.3%	26 56.5% 11.6%	9 37.5% 4.0%
Attractive packaging	123 16.4% 100.0%	66 24.8% 53.7%	9 18.4% 7.3%	28 24.3% 22.8%	14 17.5% 11.4%	13 16.9% 10.6%	12 21.1% 9.8%	8 15.4% 6.5%	9 19.6% 7.3%	1 12.5% 0.8%	2 13.3% 1.6%	15 32.6% 12.2%	3 12.5% 2.4%
Sophisticated	118 15.8% 100.0%	59 22.2% 50.0%	4 8.2% 3.4%	25 21.7% 21.2%	14 17.5% 11.9%	12 15.6% 10.2%	14 24.6% 11.9%	7 13.5% 5.9%	8 17.4% 6.8%	2 25.0% 1.7%	0 0.0% 0.0%	13 28.3% 11.0%	2 8.3% 1.7%
Innovative	42 5.6% 100.0%	21 7.9% 50.0%	2 4.1% 4.8%	12 10.4% 28.6%	6 7.5% 14.3%	8 10.4% 19.0%	8 14.0% 19.0%	6 11.5% 14.3%	3 6.5% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	3 6.5% 7.1%	2 8.3% 4.8%
Trendy	149 19.9% 100.0%	62 23.3% 41.6%	10 20.4% 6.7%	29 25.2% 19.5%	20 25.0% 13.4%	18 23.4% 12.1%	13 22.8% 8.7%	13 25.0% 8.7%	13 28.3% 8.7%	1 12.5% 0.7%	1 6.7% 0.7%	11 23.9% 7.4%	2 8.3% 1.3%
Prestigious	149 19.9% 100.0%	59 22.2% 39.6%	6 12.2% 4.0%	18 15.7% 12.1%	17 21.3% 11.4%	12 15.6% 8.1%	11 19.3% 7.4%	14 26.9% 9.4%	12 26.1% 8.1%	1 12.5% 0.7%	2 13.3% 1.3%	14 30.4% 9.4%	0 0.0% 0.0%
Sporty	64 8.6% 100.0%	27 10.2% 42.2%	6 12.2% 9.4%	14 12.2% 21.9%	12 15.0% 18.8%	12 15.6% 18.8%	7 12.3% 10.9%	8 15.4% 12.5%	5 10.9% 7.8%	1 12.5% 1.6%	0 0.0% 0.0%	7 15.2% 10.9%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	748 100.0% 100.0%	266 100.0% 35.6%	49 100.0% 6.6%	115 100.0% 15.4%	80 100.0% 10.7%	77 100.0% 10.3%	57 100.0% 7.6%	52 100.0% 7.0%	46 100.0% 6.1%	8 100.0% 1.1%	15 100.0% 2.0%	46 100.0% 6.1%	24 100.0% 3.2%
Reliable	212 28.3% 100.0%	122 45.9% 57.5%	19 38.8% 9.0%	43 37.4% 20.3%	30 37.5% 14.2%	27 35.1% 12.7%	19 33.3% 9.0%	14 26.9% 6.6%	20 43.5% 9.4%	4 50.0% 1.9%	4 26.7% 1.9%	26 56.5% 12.3%	6 25.0% 2.8%
Recommended by magazine	131 17.5% 100.0%	53 19.9% 40.5%	7 14.3% 5.3%	32 27.8% 24.4%	15 18.8% 11.5%	18 23.4% 13.7%	16 28.1% 12.2%	12 23.1% 9.2%	9 19.6% 6.9%	0 0.0% 0.0%	2 13.3% 1.5%	15 32.6% 11.5%	4 16.7% 3.1%
Great taste	315 42.1% 100.0%	179 67.3% 56.8%	28 57.1% 8.9%	57 49.6% 18.1%	38 47.5% 12.1%	41 53.2% 13.0%	23 40.4% 7.3%	20 38.5% 6.3%	22 47.8% 7.0%	4 50.0% 1.3%	5 33.3% 1.6%	36 78.3% 11.4%	13 54.2% 4.1%
Good value	168 22.5% 100.0%	98 36.8% 58.3%	17 34.7% 10.1%	39 33.9% 23.2%	18 22.5% 10.7%	23 29.9% 13.7%	12 21.1% 7.1%	9 17.3% 5.4%	12 26.1% 7.1%	1 12.5% 0.6%	3 20.0% 1.8%	23 50.0% 13.7%	8 33.3% 4.8%
For social smokers	184 24.6% 100.0%	94 35.3% 51.1%	13 26.5% 7.1%	36 31.3% 19.6%	24 30.0% 13.0%	25 32.5% 13.6%	21 36.8% 11.4%	17 32.7% 9.2%	13 28.3% 7.1%	1 12.5% 0.5%	2 13.3% 1.1%	15 32.6% 8.2%	6 25.0% 3.3%
Good for everyday	164 21.9% 100.0%	92 34.6% 56.1%	18 36.7% 11.0%	40 34.8% 24.4%	24 30.0% 14.6%	23 29.9% 14.0%	17 29.8% 10.4%	13 25.0% 7.9%	14 30.4% 8.5%	2 25.0% 1.2%	0 0.0% 0.0%	21 45.7% 12.8%	9 37.5% 5.5%
Fresh	271 36.2% 100.0%	153 57.5% 56.5%	19 38.8% 7.0%	53 46.1% 19.6%	35 43.8% 12.9%	31 40.3% 11.4%	21 36.8% 7.7%	19 36.5% 7.0%	19 41.3% 7.0%	3 37.5% 1.1%	3 20.0% 1.1%	29 63.0% 10.7%	11 45.8% 4.1%
Good for relaxing	270 36.1% 100.0%	152 57.1% 56.3%	19 38.8% 7.0%	52 45.2% 19.3%	33 41.3% 12.2%	36 46.8% 13.3%	23 40.4% 8.5%	18 34.6% 6.7%	19 41.3% 7.0%	2 25.0% 0.7%	4 26.7% 1.5%	29 63.0% 10.7%	9 37.5% 3.3%
Easy to find/widely available	301 40.2% 100.0%	154 57.9% 51.2%	26 53.1% 8.6%	61 53.0% 20.3%	45 56.3% 15.0%	40 51.9% 13.3%	30 52.6% 10.0%	26 50.0% 8.6%	23 50.0% 7.6%	3 37.5% 1.0%	2 13.3% 0.7%	30 65.2% 10.0%	11 45.8% 3.7%
Full flavored	169 22.6% 100.0%	86 32.3% 50.9%	11 22.4% 6.5%	30 26.1% 17.8%	25 31.3% 14.8%	22 28.6% 13.0%	9 15.8% 5.3%	11 21.2% 6.5%	10 21.7% 5.9%	2 25.0% 1.2%	2 13.3% 1.2%	17 37.0% 10.1%	7 29.2% 4.1%
Medium taste	141 18.9% 100.0%	72 27.1% 51.1%	12 24.5% 8.5%	28 24.3% 19.9%	15 18.8% 10.6%	21 27.3% 14.9%	17 29.8% 12.1%	10 19.2% 7.1%	6 13.0% 4.3%	1 12.5% 0.7%	1 6.7% 0.7%	17 37.0% 12.1%	5 20.8% 3.5%
Good as a reward	152 20.3% 100.0%	76 28.6% 50.0%	12 24.5% 7.9%	28 24.3% 18.4%	19 23.8% 12.5%	17 22.1% 11.2%	14 24.6% 9.2%	13 25.0% 8.6%	8 17.4% 5.3%	3 37.5% 2.0%	0 0.0% 0.0%	20 43.5% 13.2%	4 16.7% 2.6%
Low price	50 6.7% 100.0%	24 9.0% 48.0%	4 8.2% 8.0%	9 7.8% 18.0%	10 12.5% 20.0%	6 7.8% 12.0%	3 5.3% 6.0%	2 3.8% 4.0%	1 2.2% 2.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 10.9% 10.0%	1 4.2% 2.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	748 100.0% 100.0%	266 100.0% 35.6%	49 100.0% 6.6%	115 100.0% 15.4%	80 100.0% 10.7%	77 100.0% 10.3%	57 100.0% 7.6%	52 100.0% 7.0%	46 100.0% 6.1%	8 100.0% 1.1%	15 100.0% 2.0%	46 100.0% 6.1%	24 100.0% 3.2%
Smooth taste	273 36.5% 100.0%	160 60.2% 58.6%	22 44.9% 8.1%	48 41.7% 17.6%	31 38.8% 11.4%	36 46.8% 13.2%	22 38.6% 8.1%	13 25.0% 4.8%	21 45.7% 7.7%	5 62.5% 1.8%	4 26.7% 1.5%	31 67.4% 11.4%	8 33.3% 2.9%
Good for special occasions	226 30.2% 100.0%	122 45.9% 54.0%	14 28.6% 6.2%	35 30.4% 15.5%	27 33.8% 11.9%	19 24.7% 8.4%	17 29.8% 7.5%	16 30.8% 7.1%	16 34.8% 7.1%	7 87.5% 3.1%	5 33.3% 2.2%	26 56.5% 11.5%	4 16.7% 1.8%
Recommended by friends	188 25.1% 100.0%	95 35.7% 50.5%	21 42.9% 11.2%	33 28.7% 17.6%	24 30.0% 12.8%	18 23.4% 9.6%	9 15.8% 4.8%	11 21.2% 5.9%	12 26.1% 6.4%	5 62.5% 2.7%	4 26.7% 2.1%	18 39.1% 9.6%	2 8.3% 1.1%
Good for a gift	243 32.5% 100.0%	119 44.7% 49.0%	17 34.7% 7.0%	49 42.6% 20.2%	30 37.5% 12.3%	31 40.3% 12.8%	25 43.9% 10.3%	18 34.6% 7.4%	18 39.1% 7.4%	3 37.5% 1.2%	4 26.7% 1.6%	25 54.3% 10.3%	8 33.3% 3.3%
Consistent quality	350 46.8% 100.0%	178 66.9% 50.9%	30 61.2% 8.6%	62 53.9% 17.7%	41 51.3% 11.7%	36 46.8% 10.3%	29 50.9% 8.3%	22 42.3% 6.3%	24 52.2% 6.9%	3 37.5% 0.9%	4 26.7% 1.1%	40 87.0% 11.4%	10 41.7% 2.9%
Masculine	133 17.8% 100.0%	71 26.7% 53.4%	9 18.4% 6.8%	28 24.3% 21.1%	17 21.3% 12.8%	17 22.1% 12.8%	14 24.6% 10.5%	8 15.4% 6.0%	11 23.9% 8.3%	1 12.5% 0.8%	2 13.3% 1.5%	17 37.0% 12.8%	4 16.7% 3.0%
Brand I trust	312 41.7% 100.0%	187 70.3% 59.9%	29 59.2% 9.3%	61 53.0% 19.6%	42 52.5% 13.5%	40 51.9% 12.8%	25 43.9% 8.0%	21 40.4% 6.7%	22 47.8% 7.1%	5 62.5% 1.6%	3 20.0% 1.0%	37 80.4% 11.9%	11 45.8% 3.5%
Well constructed	314 42.0% 100.0%	163 61.3% 51.9%	25 51.0% 8.0%	57 49.6% 18.2%	40 50.0% 12.7%	32 41.6% 10.2%	27 47.4% 8.6%	21 40.4% 6.7%	21 45.7% 6.7%	5 62.5% 1.6%	3 20.0% 1.0%	35 76.1% 11.1%	11 45.8% 3.5%
Strong taste	70 9.4% 100.0%	27 10.2% 38.6%	6 12.2% 8.6%	12 10.4% 17.1%	10 12.5% 14.3%	14 18.2% 20.0%	5 8.8% 7.1%	7 13.5% 10.0%	4 8.7% 5.7%	2 25.0% 2.9%	2 13.3% 2.9%	8 17.4% 11.4%	7 29.2% 10.0%
For serious smokers	185 24.7% 100.0%	84 31.6% 45.4%	13 26.5% 7.0%	37 32.2% 20.0%	27 33.8% 14.6%	19 24.7% 10.3%	19 33.3% 10.3%	12 23.1% 6.5%	18 39.1% 9.7%	3 37.5% 1.6%	3 20.0% 1.6%	19 41.3% 10.3%	6 25.0% 3.2%
Popular	306 40.9% 100.0%	143 53.8% 46.7%	27 55.1% 8.8%	65 56.5% 21.2%	42 52.5% 13.7%	40 51.9% 13.1%	31 54.4% 10.1%	27 51.9% 8.8%	19 41.3% 6.2%	4 50.0% 1.3%	2 13.3% 0.7%	28 60.9% 9.2%	10 41.7% 3.3%
Easy to smoke	289 38.6% 100.0%	160 60.2% 55.4%	26 53.1% 9.0%	57 49.6% 19.7%	30 37.5% 10.4%	38 49.4% 13.1%	23 40.4% 8.0%	17 32.7% 5.9%	22 47.8% 7.6%	4 50.0% 1.4%	5 33.3% 1.7%	31 67.4% 10.7%	11 45.8% 3.8%
Easy draw	286 38.2% 100.0%	155 58.3% 54.2%	20 40.8% 7.0%	58 50.4% 20.3%	33 41.3% 11.5%	37 48.1% 12.9%	22 38.6% 7.7%	19 36.5% 6.6%	20 43.5% 7.0%	2 25.0% 0.7%	3 20.0% 1.0%	32 69.6% 11.2%	9 37.5% 3.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	748 100.0% 100.0%	266 100.0% 35.6%	49 100.0% 6.6%	115 100.0% 15.4%	80 100.0% 10.7%	77 100.0% 10.3%	57 100.0% 7.6%	52 100.0% 7.0%	46 100.0% 6.1%	8 100.0% 1.1%	15 100.0% 2.0%	46 100.0% 6.1%	24 100.0% 3.2%
No answer	166 22.2% 100.0%	20 7.5% 12.0%	5 10.2% 3.0%	16 13.9% 9.6%	12 15.0% 7.2%	5 6.5% 3.0%	10 17.5% 6.0%	11 21.2% 6.6%	10 21.7% 6.0%	1 12.5% 0.6%	8 53.3% 4.8%	0 0.0% 0.0%	2 8.3% 1.2%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	600 100.0% 100.0%	171 100.0% 28.5%	41 100.0% 6.8%	101 100.0% 16.8%	69 100.0% 11.5%	68 100.0% 11.3%	52 100.0% 8.7%	48 100.0% 8.0%	32 100.0% 5.3%	16 100.0% 2.7%	16 100.0% 2.7%	35 100.0% 5.8%	25 100.0% 4.2%
Montecristo													
Casual	56 9.3% 100.0%	14 8.2% 25.0%	2 4.9% 3.6%	8 7.9% 14.3%	7 10.1% 12.5%	9 13.2% 16.1%	4 7.7% 7.1%	1 2.1% 1.8%	5 15.6% 8.9%	0 0.0% 0.0%	3 18.8% 5.4%	1 2.9% 1.8%	2 8.0% 3.6%
Individualistic	87 14.5% 100.0%	24 14.0% 27.6%	6 14.6% 6.9%	22 21.8% 25.3%	7 10.1% 8.0%	18 26.5% 20.7%	13 25.0% 14.9%	7 14.6% 8.0%	4 12.5% 4.6%	3 18.8% 3.4%	4 25.0% 4.6%	5 14.3% 5.7%	6 24.0% 6.9%
Mild taste	71 11.8% 100.0%	15 8.8% 21.1%	4 9.8% 5.6%	8 7.9% 11.3%	7 10.1% 9.9%	12 17.6% 16.9%	8 15.4% 11.3%	5 10.4% 7.0%	2 6.3% 2.8%	3 18.8% 4.2%	5 31.3% 7.0%	3 8.6% 4.2%	7 28.0% 9.9%
High quality	223 37.2% 100.0%	67 39.2% 30.0%	14 34.1% 6.3%	43 42.6% 19.3%	27 39.1% 12.1%	34 50.0% 15.2%	26 50.0% 11.7%	24 50.0% 10.8%	16 50.0% 7.2%	10 62.5% 4.5%	11 68.8% 4.9%	10 28.6% 4.5%	14 56.0% 6.3%
Smart choice	88 14.7% 100.0%	26 15.2% 29.5%	6 14.6% 6.8%	20 19.8% 22.7%	9 13.0% 10.2%	22 32.4% 25.0%	8 15.4% 9.1%	5 10.4% 5.7%	6 18.8% 6.8%	4 25.0% 4.5%	5 31.3% 5.7%	5 14.3% 5.7%	8 32.0% 9.1%
Refined taste	108 18.0% 100.0%	33 19.3% 30.6%	7 17.1% 6.5%	17 16.8% 15.7%	11 15.9% 10.2%	17 25.0% 15.7%	12 23.1% 11.1%	12 25.0% 11.1%	10 31.3% 9.3%	2 12.5% 1.9%	7 43.8% 6.5%	5 14.3% 4.6%	6 24.0% 5.6%
Recommended by tobacconists	137 22.8% 100.0%	39 22.8% 28.5%	10 24.4% 7.3%	27 26.7% 19.7%	22 31.9% 16.1%	19 27.9% 13.9%	15 28.8% 10.9%	11 22.9% 8.0%	7 21.9% 5.1%	6 37.5% 4.4%	5 31.3% 3.6%	8 22.9% 5.8%	9 36.0% 6.6%
Attractive packaging	61 10.2% 100.0%	19 11.1% 31.1%	3 7.3% 4.9%	13 12.9% 21.3%	7 10.1% 11.5%	4 5.9% 6.6%	4 7.7% 6.6%	4 8.3% 6.6%	5 15.6% 8.2%	1 6.3% 1.6%	4 25.0% 6.6%	1 2.9% 1.6%	1 4.0% 1.6%
Sophisticated	97 16.2% 100.0%	23 13.5% 23.7%	7 17.1% 7.2%	20 19.8% 20.6%	11 15.9% 11.3%	19 27.9% 19.6%	14 26.9% 14.4%	10 20.8% 10.3%	8 25.0% 8.2%	4 25.0% 4.1%	5 31.3% 5.2%	4 11.4% 4.1%	2 8.0% 2.1%
Innovative	25 4.2% 100.0%	4 2.3% 16.0%	0 0.0% 0.0%	5 5.0% 20.0%	1 1.4% 4.0%	4 5.9% 16.0%	1 1.9% 4.0%	3 6.3% 12.0%	1 3.1% 4.0%	0 0.0% 0.0%	4 25.0% 16.0%	0 0.0% 0.0%	2 8.0% 8.0%
Trendy	83 13.8% 100.0%	19 11.1% 22.9%	5 12.2% 6.0%	12 11.9% 14.5%	5 7.2% 6.0%	9 13.2% 10.8%	5 9.6% 6.0%	6 12.5% 7.2%	3 9.4% 3.6%	1 6.3% 1.2%	6 37.5% 7.2%	5 14.3% 6.0%	2 8.0% 2.4%
Prestigious	135 22.5% 100.0%	35 20.5% 25.9%	7 17.1% 5.2%	26 25.7% 19.3%	19 27.5% 14.1%	18 26.5% 13.3%	18 34.6% 13.3%	11 22.9% 8.1%	6 18.8% 4.4%	3 18.8% 2.2%	5 31.3% 3.7%	8 22.9% 5.9%	4 16.0% 3.0%
Sporty	30 5.0% 100.0%	5 2.9% 16.7%	3 7.3% 10.0%	6 5.9% 20.0%	4 5.8% 13.3%	2 2.9% 6.7%	3 5.8% 10.0%	4 8.3% 13.3%	1 3.1% 3.3%	0 0.0% 0.0%	2 12.5% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	600 100.0% 100.0%	171 100.0% 28.5%	41 100.0% 6.8%	101 100.0% 16.8%	69 100.0% 11.5%	68 100.0% 11.3%	52 100.0% 8.7%	48 100.0% 8.0%	32 100.0% 5.3%	16 100.0% 2.7%	16 100.0% 2.7%	35 100.0% 5.8%	25 100.0% 4.2%
Reliable	109 18.2% 100.0%	36 21.1% 33.0%	10 24.4% 9.2%	22 21.8% 20.2%	16 23.2% 14.7%	22 32.4% 20.2%	17 32.7% 15.6%	14 29.2% 12.8%	8 25.0% 7.3%	6 37.5% 5.5%	6 37.5% 5.5%	6 17.1% 5.5%	9 36.0% 8.3%
Recommended by magazine	80 13.3% 100.0%	24 14.0% 30.0%	7 17.1% 8.8%	26 25.7% 32.5%	8 11.6% 10.0%	21 30.9% 26.3%	12 23.1% 15.0%	7 14.6% 8.8%	2 6.3% 2.5%	3 18.8% 3.8%	2 12.5% 2.5%	3 8.6% 3.8%	5 20.0% 6.3%
Great taste	166 27.7% 100.0%	47 27.5% 28.3%	11 26.8% 6.6%	28 27.7% 16.9%	21 30.4% 12.7%	29 42.6% 17.5%	21 40.4% 12.7%	16 33.3% 9.6%	10 31.3% 6.0%	8 50.0% 4.8%	8 50.0% 4.8%	7 20.0% 4.2%	12 48.0% 7.2%
Good value	69 11.5% 100.0%	21 12.3% 30.4%	4 9.8% 5.8%	12 11.9% 17.4%	7 10.1% 10.1%	11 16.2% 15.9%	7 13.5% 10.1%	5 10.4% 7.2%	7 21.9% 10.1%	7 43.8% 10.1%	7 43.8% 10.1%	3 8.6% 4.3%	4 16.0% 5.8%
For social smokers	74 12.3% 100.0%	24 14.0% 32.4%	6 14.6% 8.1%	14 13.9% 18.9%	9 13.0% 12.2%	10 14.7% 13.5%	8 15.4% 10.8%	8 16.7% 10.8%	5 15.6% 6.8%	5 31.3% 6.8%	5 31.3% 6.8%	3 8.6% 4.1%	6 24.0% 8.1%
Good for everyday	57 9.5% 100.0%	11 6.4% 19.3%	4 9.8% 7.0%	12 11.9% 21.1%	6 8.7% 10.5%	10 14.7% 17.5%	4 7.7% 7.0%	4 8.3% 7.0%	2 6.3% 3.5%	5 31.3% 8.8%	5 31.3% 8.8%	3 8.6% 5.3%	4 16.0% 7.0%
Fresh	160 26.7% 100.0%	49 28.7% 30.6%	9 22.0% 5.6%	35 34.7% 21.9%	25 36.2% 15.6%	25 36.8% 15.6%	22 42.3% 13.8%	18 37.5% 11.3%	11 34.4% 6.9%	8 50.0% 5.0%	9 56.3% 5.6%	7 20.0% 4.4%	12 48.0% 7.5%
Good for relaxing	155 25.8% 100.0%	47 27.5% 30.3%	12 29.3% 7.7%	30 29.7% 19.4%	18 26.1% 11.6%	22 32.4% 14.2%	19 36.5% 12.3%	14 29.2% 9.0%	12 37.5% 7.7%	6 37.5% 3.9%	6 37.5% 3.9%	9 25.7% 5.8%	11 44.0% 7.1%
Easy to find/widely available	106 17.7% 100.0%	31 18.1% 29.2%	9 22.0% 8.5%	16 15.8% 15.1%	17 24.6% 16.0%	15 22.1% 14.2%	11 21.2% 10.4%	13 27.1% 12.3%	8 25.0% 7.5%	3 18.8% 2.8%	4 25.0% 3.8%	7 20.0% 6.6%	4 16.0% 3.8%
Full flavored	122 20.3% 100.0%	36 21.1% 29.5%	9 22.0% 7.4%	26 25.7% 21.3%	14 20.3% 11.5%	22 32.4% 18.0%	10 19.2% 8.2%	8 16.7% 6.6%	6 18.8% 4.9%	4 25.0% 3.3%	6 37.5% 4.9%	5 14.3% 4.1%	8 32.0% 6.6%
Medium taste	97 16.2% 100.0%	26 15.2% 26.8%	5 12.2% 5.2%	13 12.9% 13.4%	12 17.4% 12.4%	14 20.6% 14.4%	15 28.8% 15.5%	8 16.7% 8.2%	6 18.8% 6.2%	4 25.0% 4.1%	6 37.5% 6.2%	5 14.3% 5.2%	5 20.0% 5.2%
Good as a reward	112 18.7% 100.0%	31 18.1% 27.7%	9 22.0% 8.0%	25 24.8% 22.3%	13 18.8% 11.6%	22 32.4% 19.6%	11 21.2% 9.8%	12 25.0% 10.7%	6 18.8% 5.4%	5 31.3% 4.5%	4 25.0% 3.6%	6 17.1% 5.4%	8 32.0% 7.1%
Low price	21 3.5% 100.0%	8 4.7% 38.1%	1 2.4% 4.8%	2 2.0% 9.5%	4 5.8% 19.0%	5 7.4% 23.8%	2 3.8% 9.5%	3 6.3% 14.3%	1 3.1% 4.8%	2 12.5% 9.5%	1 6.3% 4.8%	3 8.6% 14.3%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	600 100.0% 100.0%	171 100.0% 28.5%	41 100.0% 6.8%	101 100.0% 16.8%	69 100.0% 11.5%	68 100.0% 11.3%	52 100.0% 8.7%	48 100.0% 8.0%	32 100.0% 5.3%	16 100.0% 2.7%	16 100.0% 2.7%	35 100.0% 5.8%	25 100.0% 4.2%
Smooth taste	130 21.7% 100.0%	39 22.8% 30.0%	8 19.5% 6.2%	23 22.8% 17.7%	18 26.1% 13.8%	22 32.4% 16.9%	18 34.6% 13.8%	13 27.1% 10.0%	10 31.3% 7.7%	7 43.8% 5.4%	5 31.3% 3.8%	7 20.0% 5.4%	10 40.0% 7.7%
Good for special occasions	149 24.8% 100.0%	45 26.3% 30.2%	12 29.3% 8.1%	29 28.7% 19.5%	14 20.3% 9.4%	25 36.8% 16.8%	18 34.6% 12.1%	16 33.3% 10.7%	11 34.4% 7.4%	6 37.5% 4.0%	5 31.3% 3.4%	10 28.6% 6.7%	9 36.0% 6.0%
Recommended by friends	94 15.7% 100.0%	27 15.8% 28.7%	9 22.0% 9.6%	12 11.9% 12.8%	12 17.4% 12.8%	16 23.5% 17.0%	8 15.4% 8.5%	9 18.8% 9.6%	10 31.3% 10.6%	5 31.3% 5.3%	4 25.0% 4.3%	8 22.9% 8.5%	6 24.0% 6.4%
Good for a gift	154 25.7% 100.0%	43 25.1% 27.9%	9 22.0% 5.8%	28 27.7% 18.2%	19 27.5% 12.3%	24 35.3% 15.6%	24 46.2% 15.6%	18 37.5% 11.7%	9 28.1% 5.8%	5 31.3% 3.2%	7 43.8% 4.5%	6 17.1% 3.9%	9 36.0% 5.8%
Consistent quality	193 32.2% 100.0%	55 32.2% 28.5%	12 29.3% 6.2%	38 37.6% 19.7%	23 33.3% 11.9%	30 44.1% 15.5%	27 51.9% 14.0%	22 45.8% 11.4%	11 34.4% 5.7%	6 37.5% 3.1%	7 43.8% 3.6%	7 20.0% 3.6%	10 40.0% 5.2%
Masculine	107 17.8% 100.0%	39 22.8% 36.4%	8 19.5% 7.5%	24 23.8% 22.4%	16 23.2% 15.0%	17 25.0% 15.9%	8 15.4% 7.5%	9 18.8% 8.4%	4 12.5% 3.7%	4 25.0% 3.7%	4 25.0% 3.7%	4 11.4% 3.7%	4 16.0% 3.7%
Brand I trust	153 25.5% 100.0%	49 28.7% 32.0%	12 29.3% 7.8%	33 32.7% 21.6%	24 34.8% 15.7%	25 36.8% 16.3%	19 36.5% 12.4%	18 37.5% 11.8%	8 25.0% 5.2%	5 31.3% 3.3%	4 25.0% 2.6%	7 20.0% 4.6%	12 48.0% 7.8%
Well constructed	204 34.0% 100.0%	61 35.7% 29.9%	13 31.7% 6.4%	36 35.6% 17.6%	25 36.2% 12.3%	30 44.1% 14.7%	29 55.8% 14.2%	24 50.0% 11.8%	11 34.4% 5.4%	7 43.8% 3.4%	7 43.8% 3.4%	11 31.4% 5.4%	13 52.0% 6.4%
Strong taste	74 12.3% 100.0%	26 15.2% 35.1%	8 19.5% 10.8%	19 18.8% 25.7%	13 18.8% 17.6%	12 17.6% 16.2%	9 17.3% 12.2%	9 18.8% 12.2%	2 6.3% 2.7%	3 18.8% 4.1%	3 18.8% 4.1%	6 17.1% 8.1%	5 20.0% 6.8%
For serious smokers	143 23.8% 100.0%	49 28.7% 34.3%	9 22.0% 6.3%	35 34.7% 24.5%	21 30.4% 14.7%	23 33.8% 16.1%	23 44.2% 16.1%	16 33.3% 11.2%	6 18.8% 4.2%	5 31.3% 3.5%	6 37.5% 4.2%	10 28.6% 7.0%	7 28.0% 4.9%
Popular	136 22.7% 100.0%	35 20.5% 25.7%	12 29.3% 8.8%	23 22.8% 16.9%	16 23.2% 11.8%	20 29.4% 14.7%	16 30.8% 11.8%	17 35.4% 12.5%	6 18.8% 4.4%	9 56.3% 6.6%	6 37.5% 4.4%	8 22.9% 5.9%	6 24.0% 4.4%
Easy to smoke	143 23.8% 100.0%	39 22.8% 27.3%	12 29.3% 8.4%	30 29.7% 21.0%	19 27.5% 13.3%	25 36.8% 17.5%	19 36.5% 13.3%	15 31.3% 10.5%	11 34.4% 7.7%	7 43.8% 4.9%	5 31.3% 3.5%	6 17.1% 4.2%	11 44.0% 7.7%
Easy draw	147 24.5% 100.0%	41 24.0% 27.9%	11 26.8% 7.5%	32 31.7% 21.8%	26 37.7% 17.7%	28 41.2% 19.0%	18 34.6% 12.2%	14 29.2% 9.5%	10 31.3% 6.8%	7 43.8% 4.8%	5 31.3% 3.4%	7 20.0% 4.8%	14 56.0% 9.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	600 100.0% 100.0%	171 100.0% 28.5%	41 100.0% 6.8%	101 100.0% 16.8%	69 100.0% 11.5%	68 100.0% 11.3%	52 100.0% 8.7%	48 100.0% 8.0%	32 100.0% 5.3%	16 100.0% 2.7%	16 100.0% 2.7%	35 100.0% 5.8%	25 100.0% 4.2%
No answer	185 30.8% 100.0%	54 31.6% 29.2%	16 39.0% 8.6%	23 22.8% 12.4%	18 26.1% 9.7%	12 17.6% 6.5%	6 11.5% 3.2%	8 16.7% 4.3%	9 28.1% 4.9%	3 18.8% 1.6%	4 25.0% 2.2%	12 34.3% 6.5%	3 12.0% 1.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	520 100.0% 100.0%	178 100.0% 34.2%	35 100.0% 6.7%	124 100.0% 23.8%	71 100.0% 13.7%	61 100.0% 11.7%	56 100.0% 10.8%	51 100.0% 9.8%	29 100.0% 5.6%	8 100.0% 1.5%	12 100.0% 2.3%	33 100.0% 6.3%	22 100.0% 4.2%
Partagas													
Casual	64 12.3% 100.0%	24 13.5% 37.5%	4 11.4% 6.3%	25 20.2% 39.1%	6 8.5% 9.4%	12 19.7% 18.8%	7 12.5% 10.9%	5 9.8% 7.8%	5 17.2% 7.8%	2 25.0% 3.1%	2 16.7% 3.1%	0 0.0% 0.0%	1 4.5% 1.6%
Individualistic	69 13.3% 100.0%	26 14.6% 37.7%	2 5.7% 2.9%	27 21.8% 39.1%	13 18.3% 18.8%	10 16.4% 14.5%	13 23.2% 18.8%	9 17.6% 13.0%	4 13.8% 5.8%	2 25.0% 2.9%	0 0.0% 0.0%	5 15.2% 7.2%	2 9.1% 2.9%
Mild taste	64 12.3% 100.0%	21 11.8% 32.8%	6 17.1% 9.4%	26 21.0% 40.6%	8 11.3% 12.5%	13 21.3% 20.3%	7 12.5% 10.9%	5 9.8% 7.8%	5 17.2% 7.8%	3 37.5% 4.7%	2 16.7% 3.1%	5 15.2% 7.8%	2 9.1% 3.1%
High quality	227 43.7% 100.0%	86 48.3% 37.9%	17 48.6% 7.5%	73 58.9% 32.2%	34 47.9% 15.0%	25 41.0% 11.0%	30 53.6% 13.2%	30 58.8% 13.2%	13 44.8% 5.7%	5 62.5% 2.2%	3 25.0% 1.3%	16 48.5% 7.0%	9 40.9% 4.0%
Smart choice	103 19.8% 100.0%	39 21.9% 37.9%	9 25.7% 8.7%	50 40.3% 48.5%	14 19.7% 13.6%	20 32.8% 19.4%	14 25.0% 13.6%	10 19.6% 9.7%	8 27.6% 7.8%	3 37.5% 2.9%	3 25.0% 2.9%	8 24.2% 7.8%	5 22.7% 4.9%
Refined taste	109 21.0% 100.0%	49 27.5% 45.0%	6 17.1% 5.5%	43 34.7% 39.4%	20 28.2% 18.3%	17 27.9% 15.6%	13 23.2% 11.9%	14 27.5% 12.8%	5 17.2% 4.6%	1 12.5% 0.9%	1 8.3% 0.9%	10 30.3% 9.2%	6 27.3% 5.5%
Recommended by tobacconists	145 27.9% 100.0%	59 33.1% 40.7%	12 34.3% 8.3%	55 44.4% 37.9%	28 39.4% 19.3%	23 37.7% 15.9%	24 42.9% 16.6%	19 37.3% 13.1%	10 34.5% 6.9%	3 37.5% 2.1%	2 16.7% 1.4%	12 36.4% 8.3%	8 36.4% 5.5%
Attractive packaging	63 12.1% 100.0%	24 13.5% 38.1%	7 20.0% 11.1%	22 17.7% 34.9%	12 16.9% 19.0%	11 18.0% 17.5%	9 16.1% 14.3%	6 11.8% 9.5%	3 10.3% 4.8%	2 25.0% 3.2%	0 0.0% 0.0%	3 9.1% 4.8%	4 18.2% 6.3%
Sophisticated	66 12.7% 100.0%	29 16.3% 43.9%	5 14.3% 7.6%	25 20.2% 37.9%	9 12.7% 13.6%	10 16.4% 15.2%	10 17.9% 15.2%	6 11.8% 9.1%	3 10.3% 4.5%	1 12.5% 1.5%	0 0.0% 0.0%	6 18.2% 9.1%	4 18.2% 6.1%
Innovative	18 3.5% 100.0%	6 3.4% 33.3%	2 5.7% 11.1%	9 7.3% 50.0%	6 8.5% 33.3%	4 6.6% 22.2%	1 1.8% 5.6%	3 5.9% 16.7%	1 3.4% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.0% 5.6%	1 4.5% 5.6%
Trendy	64 12.3% 100.0%	24 13.5% 37.5%	1 2.9% 1.6%	22 17.7% 34.4%	6 8.5% 9.4%	10 16.4% 15.6%	12 21.4% 18.8%	9 17.6% 14.1%	4 13.8% 6.3%	1 12.5% 1.6%	1 8.3% 1.6%	4 12.1% 6.3%	3 13.6% 4.7%
Prestigious	108 20.8% 100.0%	39 21.9% 36.1%	5 14.3% 4.6%	29 23.4% 26.9%	16 22.5% 14.8%	13 21.3% 12.0%	16 28.6% 14.8%	13 25.5% 12.0%	7 24.1% 6.5%	1 12.5% 0.9%	0 0.0% 0.0%	8 24.2% 7.4%	4 18.2% 3.7%
Sporty	44 8.5% 100.0%	17 9.6% 38.6%	2 5.7% 4.5%	19 15.3% 43.2%	6 8.5% 13.6%	10 16.4% 22.7%	6 10.7% 13.6%	6 11.8% 13.6%	3 10.3% 6.8%	0 0.0% 0.0%	0 0.0% 0.0%	4 12.1% 9.1%	1 4.5% 2.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	520 100.0% 100.0%	178 100.0% 34.2%	35 100.0% 6.7%	124 100.0% 23.8%	71 100.0% 13.7%	61 100.0% 11.7%	56 100.0% 10.8%	51 100.0% 9.8%	29 100.0% 5.6%	8 100.0% 1.5%	12 100.0% 2.3%	33 100.0% 6.3%	22 100.0% 4.2%
Reliable	136 26.2% 100.0%	54 30.3% 39.7%	8 22.9% 5.9%	59 47.6% 43.4%	24 33.8% 17.6%	21 34.4% 15.4%	20 35.7% 14.7%	20 39.2% 14.7%	7 24.1% 5.1%	1 12.5% 0.7%	2 16.7% 1.5%	11 33.3% 8.1%	8 36.4% 5.9%
Recommended by magazine	105 20.2% 100.0%	38 21.3% 36.2%	6 17.1% 5.7%	43 34.7% 41.0%	14 19.7% 13.3%	20 32.8% 19.0%	16 28.6% 15.2%	13 25.5% 12.4%	4 13.8% 3.8%	2 25.0% 1.9%	1 8.3% 1.0%	10 30.3% 9.5%	2 9.1% 1.9%
Great taste	181 34.8% 100.0%	69 38.8% 38.1%	14 40.0% 7.7%	84 67.7% 46.4%	31 43.7% 17.1%	31 50.8% 17.1%	22 39.3% 12.2%	25 49.0% 13.8%	10 34.5% 5.5%	5 62.5% 2.8%	4 33.3% 2.2%	16 48.5% 8.8%	11 50.0% 6.1%
Good value	87 16.7% 100.0%	35 19.7% 40.2%	8 22.9% 9.2%	46 37.1% 52.9%	13 18.3% 14.9%	15 24.6% 17.2%	11 19.6% 12.6%	10 19.6% 11.5%	6 20.7% 6.9%	3 37.5% 3.4%	2 16.7% 2.3%	6 18.2% 6.9%	4 18.2% 4.6%
For social smokers	85 16.3% 100.0%	36 20.2% 42.4%	8 22.9% 9.4%	36 29.0% 42.4%	20 28.2% 23.5%	15 24.6% 17.6%	16 28.6% 18.8%	14 27.5% 16.5%	4 13.8% 4.7%	2 25.0% 2.4%	0 0.0% 0.0%	7 21.2% 8.2%	5 22.7% 5.9%
Good for everyday	88 16.9% 100.0%	30 16.9% 34.1%	10 28.6% 11.4%	45 36.3% 51.1%	13 18.3% 14.8%	16 26.2% 18.2%	12 21.4% 13.6%	10 19.6% 11.4%	7 24.1% 8.0%	3 37.5% 3.4%	1 8.3% 1.1%	5 15.2% 5.7%	5 22.7% 5.7%
Fresh	163 31.3% 100.0%	70 39.3% 42.9%	11 31.4% 6.7%	67 54.0% 41.1%	27 38.0% 16.6%	25 41.0% 15.3%	23 41.1% 14.1%	20 39.2% 12.3%	11 37.9% 6.7%	4 50.0% 2.5%	3 25.0% 1.8%	11 33.3% 6.7%	9 40.9% 5.5%
Good for relaxing	168 32.3% 100.0%	65 36.5% 38.7%	11 31.4% 6.5%	69 55.6% 41.1%	25 35.2% 14.9%	26 42.6% 15.5%	23 41.1% 13.7%	20 39.2% 11.9%	9 31.0% 5.4%	4 50.0% 2.4%	4 33.3% 2.4%	11 33.3% 6.5%	9 40.9% 5.4%
Easy to find/widely available	150 28.8% 100.0%	64 36.0% 42.7%	11 31.4% 7.3%	61 49.2% 40.7%	27 38.0% 18.0%	28 45.9% 18.7%	25 44.6% 16.7%	25 49.0% 16.7%	8 27.6% 5.3%	1 12.5% 0.7%	2 16.7% 1.3%	14 42.4% 9.3%	8 36.4% 5.3%
Full flavored	146 28.1% 100.0%	56 31.5% 38.4%	9 25.7% 6.2%	52 41.9% 35.6%	26 36.6% 17.8%	21 34.4% 14.4%	21 37.5% 14.4%	16 31.4% 11.0%	6 20.7% 4.1%	1 12.5% 0.7%	2 16.7% 1.4%	9 27.3% 6.2%	8 36.4% 5.5%
Medium taste	92 17.7% 100.0%	30 16.9% 32.6%	7 20.0% 7.6%	32 25.8% 34.8%	12 16.9% 13.0%	14 23.0% 15.2%	18 32.1% 19.6%	14 27.5% 15.2%	4 13.8% 4.3%	1 12.5% 1.1%	1 8.3% 1.1%	7 21.2% 7.6%	3 13.6% 3.3%
Good as a reward	99 19.0% 100.0%	39 21.9% 39.4%	4 11.4% 4.0%	41 33.1% 41.4%	15 21.1% 15.2%	17 27.9% 17.2%	11 19.6% 11.1%	11 21.6% 11.1%	5 17.2% 5.1%	1 12.5% 1.0%	1 8.3% 1.0%	13 39.4% 13.1%	4 18.2% 4.0%
Low price	20 3.8% 100.0%	8 4.5% 40.0%	0 0.0% 0.0%	8 6.5% 40.0%	4 5.6% 20.0%	6 9.8% 30.0%	4 7.1% 20.0%	3 5.9% 15.0%	2 6.9% 10.0%	1 12.5% 5.0%	1 8.3% 5.0%	1 3.0% 5.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	520 100.0% 100.0%	178 100.0% 34.2%	35 100.0% 6.7%	124 100.0% 23.8%	71 100.0% 13.7%	61 100.0% 11.7%	56 100.0% 10.8%	51 100.0% 9.8%	29 100.0% 5.6%	8 100.0% 1.5%	12 100.0% 2.3%	33 100.0% 6.3%	22 100.0% 4.2%
Smooth taste	144 27.7% 100.0%	57 32.0% 39.6%	11 31.4% 7.6%	66 53.2% 45.8%	21 29.6% 14.6%	23 37.7% 16.0%	21 37.5% 14.6%	16 31.4% 11.1%	11 37.9% 7.6%	4 50.0% 2.8%	2 16.7% 1.4%	10 30.3% 6.9%	4 18.2% 2.8%
Good for special occasions	137 26.3% 100.0%	54 30.3% 39.4%	8 22.9% 5.8%	53 42.7% 38.7%	22 31.0% 16.1%	24 39.3% 17.5%	17 30.4% 12.4%	18 35.3% 13.1%	5 17.2% 3.6%	2 25.0% 1.5%	0 0.0% 0.0%	12 36.4% 8.8%	7 31.8% 5.1%
Recommended by friends	95 18.3% 100.0%	32 18.0% 33.7%	7 20.0% 7.4%	36 29.0% 37.9%	16 22.5% 16.8%	16 26.2% 16.8%	9 16.1% 9.5%	11 21.6% 11.6%	5 17.2% 5.3%	2 25.0% 2.1%	0 0.0% 0.0%	6 18.2% 6.3%	4 18.2% 4.2%
Good for a gift	158 30.4% 100.0%	58 32.6% 36.7%	11 31.4% 7.0%	63 50.8% 39.9%	28 39.4% 17.7%	28 45.9% 17.7%	23 41.1% 14.6%	23 45.1% 14.6%	9 31.0% 5.7%	3 37.5% 1.9%	2 16.7% 1.3%	14 42.4% 8.9%	10 45.5% 6.3%
Consistent quality	217 41.7% 100.0%	89 50.0% 41.0%	15 42.9% 6.9%	89 71.8% 41.0%	34 47.9% 15.7%	30 49.2% 13.8%	30 53.6% 13.8%	26 51.0% 12.0%	11 37.9% 5.1%	4 50.0% 1.8%	4 33.3% 1.8%	19 57.6% 8.8%	9 40.9% 4.1%
Masculine	110 21.2% 100.0%	47 26.4% 42.7%	6 17.1% 5.5%	44 35.5% 40.0%	19 26.8% 17.3%	19 31.1% 17.3%	15 26.8% 13.6%	11 21.6% 10.0%	8 27.6% 7.3%	2 25.0% 1.8%	0 0.0% 0.0%	8 24.2% 7.3%	3 13.6% 2.7%
Brand I trust	191 36.7% 100.0%	72 40.4% 37.7%	13 37.1% 6.8%	87 70.2% 45.5%	39 54.9% 20.4%	27 44.3% 14.1%	25 44.6% 13.1%	27 52.9% 14.1%	11 37.9% 5.8%	3 37.5% 1.6%	2 16.7% 1.0%	16 48.5% 8.4%	6 27.3% 3.1%
Well constructed	226 43.5% 100.0%	92 51.7% 40.7%	19 54.3% 8.4%	86 69.4% 38.1%	40 56.3% 17.7%	32 52.5% 14.2%	34 60.7% 15.0%	28 54.9% 12.4%	12 41.4% 5.3%	5 62.5% 2.2%	3 25.0% 1.3%	17 51.5% 7.5%	10 45.5% 4.4%
Strong taste	80 15.4% 100.0%	30 16.9% 37.5%	6 17.1% 7.5%	26 21.0% 32.5%	21 29.6% 26.3%	10 16.4% 12.5%	14 25.0% 17.5%	13 25.5% 16.3%	2 6.9% 2.5%	1 12.5% 1.3%	2 16.7% 2.5%	7 21.2% 8.8%	5 22.7% 6.3%
For serious smokers	174 33.5% 100.0%	71 39.9% 40.8%	11 31.4% 6.3%	61 49.2% 35.1%	33 46.5% 19.0%	25 41.0% 14.4%	27 48.2% 15.5%	21 41.2% 12.1%	8 27.6% 4.6%	3 37.5% 1.7%	3 25.0% 1.7%	14 42.4% 8.0%	7 31.8% 4.0%
Popular	164 31.5% 100.0%	65 36.5% 39.6%	12 34.3% 7.3%	59 47.6% 36.0%	27 38.0% 16.5%	27 44.3% 16.5%	28 50.0% 17.1%	22 43.1% 13.4%	10 34.5% 6.1%	1 12.5% 0.6%	1 8.3% 0.6%	13 39.4% 7.9%	7 31.8% 4.3%
Easy to smoke	161 31.0% 100.0%	62 34.8% 38.5%	13 37.1% 8.1%	74 59.7% 46.0%	29 40.8% 18.0%	28 45.9% 17.4%	21 37.5% 13.0%	21 41.2% 13.0%	11 37.9% 6.8%	4 50.0% 2.5%	2 16.7% 1.2%	13 39.4% 8.1%	6 27.3% 3.7%
Easy draw	162 31.2% 100.0%	55 30.9% 34.0%	11 31.4% 6.8%	72 58.1% 44.4%	31 43.7% 19.1%	24 39.3% 14.8%	19 33.9% 11.7%	20 39.2% 12.3%	11 37.9% 6.8%	3 37.5% 1.9%	0 0.0% 0.0%	13 39.4% 8.0%	5 22.7% 3.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	520 100.0% 100.0%	178 100.0% 34.2%	35 100.0% 6.7%	124 100.0% 23.8%	71 100.0% 13.7%	61 100.0% 11.7%	56 100.0% 10.8%	51 100.0% 9.8%	29 100.0% 5.6%	8 100.0% 1.5%	12 100.0% 2.3%	33 100.0% 6.3%	22 100.0% 4.2%
No answer	126 24.2% 100.0%	39 21.9% 31.0%	8 22.9% 6.3%	9 7.3% 7.1%	12 16.9% 9.5%	9 14.8% 7.1%	6 10.7% 4.8%	8 15.7% 6.3%	8 27.6% 6.3%	0 0.0% 0.0%	4 33.3% 3.2%	5 15.2% 4.0%	3 13.6% 2.4%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	500 100.0% 100.0%	155 100.0% 31.0%	33 100.0% 6.6%	98 100.0% 19.6%	91 100.0% 18.2%	53 100.0% 10.6%	53 100.0% 10.6%	50 100.0% 10.0%	21 100.0% 4.2%	7 100.0% 1.4%	15 100.0% 3.0%	33 100.0% 6.6%	19 100.0% 3.8%
Reliable	100 20.0% 100.0%	32 20.6% 32.0%	6 18.2% 6.0%	22 22.4% 22.0%	41 45.1% 41.0%	14 26.4% 14.0%	15 28.3% 15.0%	16 32.0% 16.0%	4 19.0% 4.0%	2 28.6% 2.0%	1 6.7% 1.0%	9 27.3% 9.0%	5 26.3% 5.0%
Recommended by magazine	79 15.8% 100.0%	26 16.8% 32.9%	7 21.2% 8.9%	25 25.5% 31.6%	17 18.7% 21.5%	10 18.9% 12.7%	16 30.2% 20.3%	12 24.0% 15.2%	2 9.5% 2.5%	2 28.6% 2.5%	2 13.3% 2.5%	7 21.2% 8.9%	2 10.5% 2.5%
Great taste	141 28.2% 100.0%	33 21.3% 23.4%	8 24.2% 5.7%	28 28.6% 19.9%	61 67.0% 43.3%	19 35.8% 13.5%	18 34.0% 12.8%	20 40.0% 14.2%	5 23.8% 3.5%	1 14.3% 0.7%	3 20.0% 2.1%	9 27.3% 6.4%	6 31.6% 4.3%
Good value	103 20.6% 100.0%	26 16.8% 25.2%	7 21.2% 6.8%	22 22.4% 21.4%	43 47.3% 41.7%	13 24.5% 12.6%	14 26.4% 13.6%	17 34.0% 16.5%	6 28.6% 5.8%	3 42.9% 2.9%	3 20.0% 2.9%	11 33.3% 10.7%	4 21.1% 3.9%
For social smokers	73 14.6% 100.0%	26 16.8% 35.6%	5 15.2% 6.8%	16 16.3% 21.9%	25 27.5% 34.2%	10 18.9% 13.7%	13 24.5% 17.8%	12 24.0% 16.4%	2 9.5% 2.7%	3 42.9% 4.1%	3 20.0% 4.1%	10 30.3% 13.7%	3 15.8% 4.1%
Good for everyday	91 18.2% 100.0%	23 14.8% 25.3%	4 12.1% 4.4%	19 19.4% 20.9%	29 31.9% 31.9%	9 17.0% 9.9%	11 20.8% 12.1%	12 24.0% 13.2%	4 19.0% 4.4%	3 42.9% 3.3%	5 33.3% 5.5%	8 24.2% 8.8%	3 15.8% 3.3%
Fresh	145 29.0% 100.0%	50 32.3% 34.5%	12 36.4% 8.3%	36 36.7% 24.8%	56 61.5% 38.6%	16 30.2% 11.0%	19 35.8% 13.1%	21 42.0% 14.5%	4 19.0% 2.8%	2 28.6% 1.4%	4 26.7% 2.8%	11 33.3% 7.6%	7 36.8% 4.8%
Good for relaxing	129 25.8% 100.0%	37 23.9% 28.7%	9 27.3% 7.0%	31 31.6% 24.0%	51 56.0% 39.5%	15 28.3% 11.6%	21 39.6% 16.3%	18 36.0% 14.0%	4 19.0% 3.1%	2 28.6% 1.6%	4 26.7% 3.1%	8 24.2% 6.2%	5 26.3% 3.9%
Easy to find/widely available	166 33.2% 100.0%	55 35.5% 33.1%	13 39.4% 7.8%	37 37.8% 22.3%	47 51.6% 28.3%	23 43.4% 13.9%	29 54.7% 17.5%	24 48.0% 14.5%	8 38.1% 4.8%	2 28.6% 1.2%	2 13.3% 1.2%	16 48.5% 9.6%	7 36.8% 4.2%
Full flavored	129 25.8% 100.0%	36 23.2% 27.9%	8 24.2% 6.2%	32 32.7% 24.8%	40 44.0% 31.0%	15 28.3% 11.6%	11 20.8% 8.5%	23 46.0% 17.8%	4 19.0% 3.1%	3 42.9% 2.3%	4 26.7% 3.1%	10 30.3% 7.8%	5 26.3% 3.9%
Medium taste	76 15.2% 100.0%	22 14.2% 28.9%	6 18.2% 7.9%	12 12.2% 15.8%	25 27.5% 32.9%	9 17.0% 11.8%	18 34.0% 23.7%	9 18.0% 11.8%	3 14.3% 3.9%	2 28.6% 2.6%	3 20.0% 3.9%	7 21.2% 9.2%	1 5.3% 1.3%
Good as a reward	73 14.6% 100.0%	22 14.2% 30.1%	5 15.2% 6.8%	17 17.3% 23.3%	28 30.8% 38.4%	10 18.9% 13.7%	6 11.3% 8.2%	9 18.0% 12.3%	3 14.3% 4.1%	2 28.6% 2.7%	2 13.3% 2.7%	8 24.2% 11.0%	3 15.8% 4.1%
Low price	55 11.0% 100.0%	20 12.9% 36.4%	3 9.1% 5.5%	13 13.3% 23.6%	13 14.3% 23.6%	9 17.0% 16.4%	9 17.0% 16.4%	6 12.0% 10.9%	0 0.0% 0.0%	1 14.3% 1.8%	3 20.0% 5.5%	8 24.2% 14.5%	4 21.1% 7.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	500 100.0% 100.0%	155 100.0% 31.0%	33 100.0% 6.6%	98 100.0% 19.6%	91 100.0% 18.2%	53 100.0% 10.6%	53 100.0% 10.6%	50 100.0% 10.0%	21 100.0% 4.2%	7 100.0% 1.4%	15 100.0% 3.0%	33 100.0% 6.6%	19 100.0% 3.8%
Punch													
Casual	69 13.8% 100.0%	23 14.8% 33.3%	3 9.1% 4.3%	17 17.3% 24.6%	16 17.6% 23.2%	11 20.8% 15.9%	11 20.8% 15.9%	8 16.0% 11.6%	2 9.5% 2.9%	2 28.6% 2.9%	2 13.3% 2.9%	6 18.2% 8.7%	3 15.8% 4.3%
Individualistic	49 9.8% 100.0%	15 9.7% 30.6%	2 6.1% 4.1%	11 11.2% 22.4%	19 20.9% 38.8%	4 7.5% 8.2%	7 13.2% 14.3%	6 12.0% 12.2%	3 14.3% 6.1%	1 14.3% 2.0%	1 6.7% 2.0%	3 9.1% 6.1%	1 5.3% 2.0%
Mild taste	61 12.2% 100.0%	16 10.3% 26.2%	4 12.1% 6.6%	8 8.2% 13.1%	23 25.3% 37.7%	8 15.1% 13.1%	8 15.1% 13.1%	3 6.0% 4.9%	3 14.3% 4.9%	2 28.6% 3.3%	3 20.0% 4.9%	6 18.2% 9.8%	1 5.3% 1.6%
High quality	161 32.2% 100.0%	42 27.1% 26.1%	7 21.2% 4.3%	30 30.6% 18.6%	52 57.1% 32.3%	18 34.0% 11.2%	20 37.7% 12.4%	23 46.0% 14.3%	8 38.1% 5.0%	3 42.9% 1.9%	4 26.7% 2.5%	11 33.3% 6.8%	6 31.6% 3.7%
Smart choice	87 17.4% 100.0%	24 15.5% 27.6%	6 18.2% 6.9%	17 17.3% 19.5%	39 42.9% 44.8%	15 28.3% 17.2%	7 13.2% 8.0%	9 18.0% 10.3%	4 19.0% 4.6%	1 14.3% 1.1%	1 6.7% 1.1%	7 21.2% 8.0%	3 15.8% 3.4%
Refined taste	64 12.8% 100.0%	21 13.5% 32.8%	7 21.2% 10.9%	15 15.3% 23.4%	27 29.7% 42.2%	10 18.9% 15.6%	9 17.0% 14.1%	6 12.0% 9.4%	3 14.3% 4.7%	1 14.3% 1.6%	3 20.0% 4.7%	6 18.2% 9.4%	1 5.3% 1.6%
Recommended by tobacconists	113 22.6% 100.0%	41 26.5% 36.3%	13 39.4% 11.5%	30 30.6% 26.5%	42 46.2% 37.2%	14 26.4% 12.4%	17 32.1% 15.0%	16 32.0% 14.2%	9 42.9% 8.0%	4 57.1% 3.5%	3 20.0% 2.7%	8 24.2% 7.1%	4 21.1% 3.5%
Attractive packaging	42 8.4% 100.0%	17 11.0% 40.5%	1 3.0% 2.4%	12 12.2% 28.6%	12 13.2% 28.6%	5 9.4% 11.9%	7 13.2% 16.7%	5 10.0% 11.9%	2 9.5% 4.8%	2 28.6% 4.8%	2 13.3% 4.8%	4 12.1% 9.5%	1 5.3% 2.4%
Sophisticated	42 8.4% 100.0%	16 10.3% 38.1%	2 6.1% 4.8%	13 13.3% 31.0%	17 18.7% 40.5%	6 11.3% 14.3%	7 13.2% 16.7%	5 10.0% 11.9%	3 14.3% 7.1%	1 14.3% 2.4%	1 6.7% 2.4%	4 12.1% 9.5%	2 10.5% 4.8%
Innovative	21 4.2% 100.0%	9 5.8% 42.9%	2 6.1% 9.5%	7 7.1% 33.3%	5 5.5% 23.8%	3 5.7% 14.3%	1 1.9% 4.8%	3 6.0% 14.3%	0 0.0% 0.0%	1 14.3% 4.8%	2 13.3% 9.5%	2 6.1% 9.5%	0 0.0% 0.0%
Trendy	47 9.4% 100.0%	18 11.6% 38.3%	2 6.1% 4.3%	11 11.2% 23.4%	10 11.0% 21.3%	8 15.1% 17.0%	5 9.4% 10.6%	5 10.0% 10.6%	5 23.8% 10.6%	1 14.3% 2.1%	2 13.3% 4.3%	4 12.1% 8.5%	1 5.3% 2.1%
Prestigious	68 13.6% 100.0%	17 11.0% 25.0%	1 3.0% 1.5%	17 17.3% 25.0%	17 18.7% 25.0%	7 13.2% 10.3%	7 13.2% 10.3%	9 18.0% 13.2%	3 14.3% 4.4%	2 28.6% 2.9%	3 20.0% 4.4%	3 9.1% 4.4%	1 5.3% 1.5%
Sporty	39 7.8% 100.0%	14 9.0% 35.9%	0 0.0% 0.0%	9 9.2% 23.1%	9 9.9% 23.1%	4 7.5% 10.3%	3 5.7% 7.7%	4 8.0% 10.3%	2 9.5% 5.1%	2 28.6% 5.1%	3 20.0% 7.7%	3 9.1% 7.7%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	500 100.0% 100.0%	155 100.0% 31.0%	33 100.0% 6.6%	98 100.0% 19.6%	91 100.0% 18.2%	53 100.0% 10.6%	53 100.0% 10.6%	50 100.0% 10.0%	21 100.0% 4.2%	7 100.0% 1.4%	15 100.0% 3.0%	33 100.0% 6.6%	19 100.0% 3.8%
Smooth taste	110 22.0% 100.0%	28 18.1% 25.5%	6 18.2% 5.5%	23 23.5% 20.9%	46 50.5% 41.8%	13 24.5% 11.8%	14 26.4% 12.7%	13 26.0% 11.8%	6 28.6% 5.5%	2 28.6% 1.8%	3 20.0% 2.7%	10 30.3% 9.1%	4 21.1% 3.6%
Good for special occasions	104 20.8% 100.0%	30 19.4% 28.8%	8 24.2% 7.7%	22 22.4% 21.2%	40 44.0% 38.5%	14 26.4% 13.5%	12 22.6% 11.5%	15 30.0% 14.4%	3 14.3% 2.9%	3 42.9% 2.9%	4 26.7% 3.8%	8 24.2% 7.7%	4 21.1% 3.8%
Recommended by friends	81 16.2% 100.0%	22 14.2% 27.2%	7 21.2% 8.6%	16 16.3% 19.8%	25 27.5% 30.9%	15 28.3% 18.5%	9 17.0% 11.1%	13 26.0% 16.0%	4 19.0% 4.9%	3 42.9% 3.7%	2 13.3% 2.5%	3 9.1% 3.7%	6 31.6% 7.4%
Good for a gift	106 21.2% 100.0%	33 21.3% 31.1%	5 15.2% 4.7%	23 23.5% 21.7%	35 38.5% 33.0%	15 28.3% 14.2%	13 24.5% 12.3%	15 30.0% 14.2%	4 19.0% 3.8%	3 42.9% 2.8%	4 26.7% 3.8%	8 24.2% 7.5%	4 21.1% 3.8%
Consistent quality	162 32.4% 100.0%	50 32.3% 30.9%	12 36.4% 7.4%	36 36.7% 22.2%	62 68.1% 38.3%	21 39.6% 13.0%	25 47.2% 15.4%	19 38.0% 11.7%	8 38.1% 4.9%	3 42.9% 1.9%	3 20.0% 1.9%	12 36.4% 7.4%	7 36.8% 4.3%
Masculine	90 18.0% 100.0%	31 20.0% 34.4%	5 15.2% 5.6%	26 26.5% 28.9%	25 27.5% 27.8%	14 26.4% 15.6%	11 20.8% 12.2%	13 26.0% 14.4%	4 19.0% 4.4%	3 42.9% 3.3%	2 13.3% 2.2%	7 21.2% 7.8%	4 21.1% 4.4%
Brand I trust	152 30.4% 100.0%	44 28.4% 28.9%	12 36.4% 7.9%	38 38.8% 25.0%	61 67.0% 40.1%	17 32.1% 11.2%	21 39.6% 13.8%	22 44.0% 14.5%	7 33.3% 4.6%	3 42.9% 2.0%	2 13.3% 1.3%	12 36.4% 7.9%	6 31.6% 3.9%
Well constructed	180 36.0% 100.0%	57 36.8% 31.7%	14 42.4% 7.8%	44 44.9% 24.4%	59 64.8% 32.8%	26 49.1% 14.4%	25 47.2% 13.9%	27 54.0% 15.0%	8 38.1% 4.4%	4 57.1% 2.2%	3 20.0% 1.7%	14 42.4% 7.8%	9 47.4% 5.0%
Strong taste	92 18.4% 100.0%	32 20.6% 34.8%	8 24.2% 8.7%	31 31.6% 33.7%	24 26.4% 26.1%	12 22.6% 13.0%	11 20.8% 12.0%	15 30.0% 16.3%	3 14.3% 3.3%	1 14.3% 1.1%	3 20.0% 3.3%	5 15.2% 5.4%	5 26.3% 5.4%
For serious smokers	118 23.6% 100.0%	38 24.5% 32.2%	7 21.2% 5.9%	31 31.6% 26.3%	36 39.6% 30.5%	17 32.1% 14.4%	16 30.2% 13.6%	16 32.0% 13.6%	6 28.6% 5.1%	2 28.6% 1.7%	4 26.7% 3.4%	8 24.2% 6.8%	5 26.3% 4.2%
Popular	143 28.6% 100.0%	42 27.1% 29.4%	11 33.3% 7.7%	31 31.6% 21.7%	44 48.4% 30.8%	17 32.1% 11.9%	23 43.4% 16.1%	19 38.0% 13.3%	9 42.9% 6.3%	3 42.9% 2.1%	2 13.3% 1.4%	8 24.2% 5.6%	5 26.3% 3.5%
Easy to smoke	139 27.8% 100.0%	38 24.5% 27.3%	11 33.3% 7.9%	31 31.6% 22.3%	55 60.4% 39.6%	19 35.8% 13.7%	15 28.3% 10.8%	18 36.0% 12.9%	5 23.8% 3.6%	3 42.9% 2.2%	4 26.7% 2.9%	12 36.4% 8.6%	5 26.3% 3.6%
Easy draw	139 27.8% 100.0%	35 22.6% 25.2%	10 30.3% 7.2%	32 32.7% 23.0%	59 64.8% 42.4%	19 35.8% 13.7%	16 30.2% 11.5%	18 36.0% 12.9%	6 28.6% 4.3%	2 28.6% 1.4%	4 26.7% 2.9%	9 27.3% 6.5%	7 36.8% 5.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	500 100.0% 100.0%	155 100.0% 31.0%	33 100.0% 6.6%	98 100.0% 19.6%	91 100.0% 18.2%	53 100.0% 10.6%	53 100.0% 10.6%	50 100.0% 10.0%	21 100.0% 4.2%	7 100.0% 1.4%	15 100.0% 3.0%	33 100.0% 6.6%	19 100.0% 3.8%
No answer	133 26.6% 100.0%	43 27.7% 32.3%	8 24.2% 6.0%	22 22.4% 16.5%	7 7.7% 5.3%	13 24.5% 9.8%	12 22.6% 9.0%	10 20.0% 7.5%	4 19.0% 3.0%	0 0.0% 0.0%	6 40.0% 4.5%	5 15.2% 3.8%	4 21.1% 3.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	505 100.0% 100.0%	148 100.0% 29.3%	27 100.0% 5.3%	91 100.0% 18.0%	64 100.0% 12.7%	51 100.0% 10.1%	53 100.0% 10.5%	48 100.0% 9.5%	30 100.0% 5.9%	11 100.0% 2.2%	11 100.0% 2.2%	30 100.0% 5.9%	18 100.0% 3.6%
Te Amo													
Casual	102 20.2% 100.0%	42 28.4% 41.2%	7 25.9% 6.9%	32 35.2% 31.4%	19 29.7% 18.6%	19 37.3% 18.6%	20 37.7% 19.6%	12 25.0% 11.8%	8 26.7% 7.8%	1 9.1% 1.0%	1 9.1% 1.0%	6 20.0% 5.9%	4 22.2% 3.9%
Individualistic	41 8.1% 100.0%	7 4.7% 17.1%	1 3.7% 2.4%	7 7.7% 17.1%	2 3.1% 4.9%	2 3.9% 4.9%	1 1.9% 2.4%	2 4.2% 4.9%	4 13.3% 9.8%	0 0.0% 0.0%	1 9.1% 2.4%	1 3.3% 2.4%	2 11.1% 4.9%
Mild taste	55 10.9% 100.0%	18 12.2% 32.7%	2 7.4% 3.6%	10 11.0% 18.2%	6 9.4% 10.9%	9 17.6% 16.4%	6 11.3% 10.9%	3 6.3% 5.5%	2 6.7% 3.6%	0 0.0% 0.0%	1 9.1% 1.8%	1 3.3% 1.8%	2 11.1% 3.6%
High quality	88 17.4% 100.0%	21 14.2% 23.9%	2 7.4% 2.3%	15 16.5% 17.0%	10 15.6% 11.4%	6 11.8% 6.8%	6 11.3% 6.8%	8 16.7% 9.1%	8 26.7% 9.1%	2 18.2% 2.3%	3 27.3% 3.4%	2 6.7% 2.3%	3 16.7% 3.4%
Smart choice	53 10.5% 100.0%	21 14.2% 39.6%	4 14.8% 7.5%	12 13.2% 22.6%	7 10.9% 13.2%	6 11.8% 11.3%	3 5.7% 5.7%	4 8.3% 7.5%	2 6.7% 3.8%	0 0.0% 0.0%	1 9.1% 1.9%	2 6.7% 3.8%	2 11.1% 3.8%
Refined taste	47 9.3% 100.0%	14 9.5% 29.8%	1 3.7% 2.1%	5 5.5% 10.6%	6 9.4% 12.8%	3 5.9% 6.4%	2 3.8% 4.3%	2 4.2% 4.3%	2 6.7% 4.3%	0 0.0% 0.0%	1 9.1% 2.1%	1 3.3% 2.1%	1 5.6% 2.1%
Recommended by tobacconists	63 12.5% 100.0%	21 14.2% 33.3%	2 7.4% 3.2%	16 17.6% 25.4%	10 15.6% 15.9%	8 15.7% 12.7%	7 13.2% 11.1%	6 12.5% 9.5%	3 10.0% 4.8%	1 9.1% 1.6%	1 9.1% 1.6%	3 10.0% 4.8%	2 11.1% 3.2%
Attractive packaging	30 5.9% 100.0%	8 5.4% 26.7%	0 0.0% 0.0%	3 3.3% 10.0%	3 4.7% 10.0%	1 2.0% 3.3%	4 7.5% 13.3%	2 4.2% 6.7%	2 6.7% 6.7%	1 9.1% 3.3%	2 18.2% 6.7%	1 3.3% 3.3%	0 0.0% 0.0%
Sophisticated	17 3.4% 100.0%	6 4.1% 35.3%	0 0.0% 0.0%	3 3.3% 17.6%	1 1.6% 5.9%	2 3.9% 11.8%	1 1.9% 5.9%	3 6.3% 17.6%	2 6.7% 11.8%	0 0.0% 0.0%	1 9.1% 5.9%	1 3.3% 5.9%	0 0.0% 0.0%
Innovative	16 3.2% 100.0%	3 2.0% 18.8%	0 0.0% 0.0%	4 4.4% 25.0%	1 1.6% 6.3%	2 3.9% 12.5%	0 0.0% 0.0%	1 2.1% 6.3%	1 3.3% 6.3%	0 0.0% 0.0%	1 9.1% 6.3%	0 0.0% 0.0%	1 5.6% 6.3%
Trendy	40 7.9% 100.0%	20 13.5% 50.0%	1 3.7% 2.5%	6 6.6% 15.0%	5 7.8% 12.5%	5 9.8% 12.5%	1 1.9% 2.5%	4 8.3% 10.0%	5 16.7% 12.5%	1 9.1% 2.5%	1 9.1% 2.5%	2 6.7% 5.0%	0 0.0% 0.0%
Prestigious	31 6.1% 100.0%	8 5.4% 25.8%	1 3.7% 3.2%	5 5.5% 16.1%	2 3.1% 6.5%	2 3.9% 6.5%	0 0.0% 0.0%	3 6.3% 9.7%	3 10.0% 9.7%	2 18.2% 6.5%	2 18.2% 6.5%	0 0.0% 0.0%	0 0.0% 0.0%
Sporty	43 8.5% 100.0%	16 10.8% 37.2%	0 0.0% 0.0%	10 11.0% 23.3%	8 12.5% 18.6%	5 9.8% 11.6%	2 3.8% 4.7%	4 8.3% 9.3%	7 23.3% 16.3%	0 0.0% 0.0%	1 9.1% 2.3%	2 6.7% 4.7%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	505 100.0% 100.0%	148 100.0% 29.3%	27 100.0% 5.3%	91 100.0% 18.0%	64 100.0% 12.7%	51 100.0% 10.1%	53 100.0% 10.5%	48 100.0% 9.5%	30 100.0% 5.9%	11 100.0% 2.2%	11 100.0% 2.2%	30 100.0% 5.9%	18 100.0% 3.6%
Reliable	74 14.7% 100.0%	26 17.6% 35.1%	4 14.8% 5.4%	9 9.9% 12.2%	9 14.1% 12.2%	8 15.7% 10.8%	7 13.2% 9.5%	4 8.3% 5.4%	6 20.0% 8.1%	0 0.0% 0.0%	1 9.1% 1.4%	3 10.0% 4.1%	3 16.7% 4.1%
Recommended by magazine	58 11.5% 100.0%	22 14.9% 37.9%	5 18.5% 8.6%	13 14.3% 22.4%	5 7.8% 8.6%	8 15.7% 13.8%	6 11.3% 10.3%	6 12.5% 10.3%	7 23.3% 12.1%	2 18.2% 3.4%	1 9.1% 1.7%	2 6.7% 3.4%	1 5.6% 1.7%
Great taste	82 16.2% 100.0%	20 13.5% 24.4%	3 11.1% 3.7%	14 15.4% 17.1%	8 12.5% 9.8%	7 13.7% 8.5%	7 13.2% 8.5%	5 10.4% 6.1%	7 23.3% 8.5%	1 9.1% 1.2%	1 9.1% 1.2%	2 6.7% 2.4%	2 11.1% 2.4%
Good value	110 21.8% 100.0%	34 23.0% 30.9%	6 22.2% 5.5%	19 20.9% 17.3%	11 17.2% 10.0%	14 27.5% 12.7%	10 18.9% 9.1%	11 22.9% 10.0%	9 30.0% 8.2%	2 18.2% 1.8%	3 27.3% 2.7%	7 23.3% 6.4%	4 22.2% 3.6%
For social smokers	65 12.9% 100.0%	31 20.9% 47.7%	2 7.4% 3.1%	13 14.3% 20.0%	11 17.2% 16.9%	8 15.7% 12.3%	10 18.9% 15.4%	7 14.6% 10.8%	5 16.7% 7.7%	3 27.3% 4.6%	2 18.2% 3.1%	4 13.3% 6.2%	2 11.1% 3.1%
Good for everyday	99 19.6% 100.0%	35 23.6% 35.4%	7 25.9% 7.1%	22 24.2% 22.2%	14 21.9% 14.1%	11 21.6% 11.1%	13 24.5% 13.1%	9 18.8% 9.1%	7 23.3% 7.1%	1 9.1% 1.0%	4 36.4% 4.0%	5 16.7% 5.1%	1 5.6% 1.0%
Fresh	104 20.6% 100.0%	33 22.3% 31.7%	4 14.8% 3.8%	19 20.9% 18.3%	16 25.0% 15.4%	9 17.6% 8.7%	11 20.8% 10.6%	13 27.1% 12.5%	7 23.3% 6.7%	1 9.1% 1.0%	2 18.2% 1.9%	4 13.3% 3.8%	2 11.1% 1.9%
Good for relaxing	105 20.8% 100.0%	34 23.0% 32.4%	3 11.1% 2.9%	22 24.2% 21.0%	14 21.9% 13.3%	10 19.6% 9.5%	13 24.5% 12.4%	10 20.8% 9.5%	6 20.0% 5.7%	1 9.1% 1.0%	3 27.3% 2.9%	4 13.3% 3.8%	1 5.6% 1.0%
Easy to find/widely available	168 33.3% 100.0%	60 40.5% 35.7%	13 48.1% 7.7%	38 41.8% 22.6%	22 34.4% 13.1%	27 52.9% 16.1%	24 45.3% 14.3%	22 45.8% 13.1%	12 40.0% 7.1%	3 27.3% 1.8%	2 18.2% 1.2%	13 43.3% 7.7%	6 33.3% 3.6%
Full flavored	83 16.4% 100.0%	26 17.6% 31.3%	4 14.8% 4.8%	16 17.6% 19.3%	14 21.9% 16.9%	6 11.8% 7.2%	4 7.5% 4.8%	9 18.8% 10.8%	5 16.7% 6.0%	1 9.1% 1.2%	3 27.3% 3.6%	5 16.7% 6.0%	3 16.7% 3.6%
Medium taste	70 13.9% 100.0%	23 15.5% 32.9%	3 11.1% 4.3%	15 16.5% 21.4%	8 12.5% 11.4%	11 21.6% 15.7%	8 15.1% 11.4%	9 18.8% 12.9%	5 16.7% 7.1%	2 18.2% 2.9%	2 18.2% 2.9%	3 10.0% 4.3%	2 11.1% 2.9%
Good as a reward	40 7.9% 100.0%	15 10.1% 37.5%	2 7.4% 5.0%	5 5.5% 12.5%	4 6.3% 10.0%	4 7.8% 10.0%	3 5.7% 7.5%	3 6.3% 7.5%	3 10.0% 7.5%	2 18.2% 5.0%	3 27.3% 7.5%	4 13.3% 10.0%	2 11.1% 5.0%
Low price	123 24.4% 100.0%	39 26.4% 31.7%	8 29.6% 6.5%	28 30.8% 22.8%	17 26.6% 13.8%	21 41.2% 17.1%	19 35.8% 15.4%	16 33.3% 13.0%	5 16.7% 4.1%	0 0.0% 0.0%	2 18.2% 1.6%	8 26.7% 6.5%	4 22.2% 3.3%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	505 100.0% 100.0%	148 100.0% 29.3%	27 100.0% 5.3%	91 100.0% 18.0%	64 100.0% 12.7%	51 100.0% 10.1%	53 100.0% 10.5%	48 100.0% 9.5%	30 100.0% 5.9%	11 100.0% 2.2%	11 100.0% 2.2%	30 100.0% 5.9%	18 100.0% 3.6%
Smooth taste	77 15.2% 100.0%	24 16.2% 31.2%	3 11.1% 3.9%	10 11.0% 13.0%	7 10.9% 9.1%	8 15.7% 10.4%	7 13.2% 9.1%	5 10.4% 6.5%	5 16.7% 6.5%	0 0.0% 0.0%	2 18.2% 2.6%	3 10.0% 3.9%	0 0.0% 0.0%
Good for special occasions	57 11.3% 100.0%	16 10.8% 28.1%	1 3.7% 1.8%	6 6.6% 10.5%	5 7.8% 8.8%	4 7.8% 7.0%	3 5.7% 5.3%	6 12.5% 10.5%	4 13.3% 7.0%	3 27.3% 5.3%	3 27.3% 5.3%	2 6.7% 3.5%	1 5.6% 1.8%
Recommended by friends	45 8.9% 100.0%	16 10.8% 35.6%	5 18.5% 11.1%	11 12.1% 24.4%	7 10.9% 15.6%	7 13.7% 15.6%	6 11.3% 13.3%	6 12.5% 13.3%	5 16.7% 11.1%	3 27.3% 6.7%	1 9.1% 2.2%	4 13.3% 8.9%	1 5.6% 2.2%
Good for a gift	61 12.1% 100.0%	17 11.5% 27.9%	0 0.0% 0.0%	11 12.1% 18.0%	7 10.9% 11.5%	4 7.8% 6.6%	6 11.3% 9.8%	9 18.8% 14.8%	2 6.7% 3.3%	2 18.2% 3.3%	4 36.4% 6.6%	1 3.3% 1.6%	0 0.0% 0.0%
Consistent quality	118 23.4% 100.0%	38 25.7% 32.2%	4 14.8% 3.4%	22 24.2% 18.6%	16 25.0% 13.6%	9 17.6% 7.6%	13 24.5% 11.0%	7 14.6% 5.9%	10 33.3% 8.5%	1 9.1% 0.8%	2 18.2% 1.7%	4 13.3% 3.4%	4 22.2% 3.4%
Masculine	86 17.0% 100.0%	35 23.6% 40.7%	5 18.5% 5.8%	16 17.6% 18.6%	15 23.4% 17.4%	10 19.6% 11.6%	7 13.2% 8.1%	10 20.8% 11.6%	8 26.7% 9.3%	2 18.2% 2.3%	2 18.2% 2.3%	8 26.7% 9.3%	4 22.2% 4.7%
Brand I trust	85 16.8% 100.0%	28 18.9% 32.9%	4 14.8% 4.7%	14 15.4% 16.5%	12 18.8% 14.1%	5 9.8% 5.9%	5 9.4% 5.9%	7 14.6% 8.2%	5 16.7% 5.9%	2 18.2% 2.4%	3 27.3% 3.5%	3 10.0% 3.5%	3 16.7% 3.5%
Well constructed	119 23.6% 100.0%	37 25.0% 31.1%	4 14.8% 3.4%	20 22.0% 16.8%	11 17.2% 9.2%	11 21.6% 9.2%	11 20.8% 9.2%	12 25.0% 10.1%	6 20.0% 5.0%	2 18.2% 1.7%	2 18.2% 1.7%	4 13.3% 3.4%	4 22.2% 3.4%
Strong taste	80 15.8% 100.0%	25 16.9% 31.3%	3 11.1% 3.8%	17 18.7% 21.3%	15 23.4% 18.8%	9 17.6% 11.3%	7 13.2% 8.8%	9 18.8% 11.3%	3 10.0% 3.8%	0 0.0% 0.0%	1 9.1% 1.3%	4 13.3% 5.0%	3 16.7% 3.8%
For serious smokers	67 13.3% 100.0%	25 16.9% 37.3%	2 7.4% 3.0%	12 13.2% 17.9%	11 17.2% 16.4%	5 9.8% 7.5%	8 15.1% 11.9%	8 16.7% 11.9%	4 13.3% 6.0%	1 9.1% 1.5%	2 18.2% 3.0%	2 6.7% 3.0%	3 16.7% 4.5%
Popular	122 24.2% 100.0%	38 25.7% 31.1%	7 25.9% 5.7%	19 20.9% 15.6%	19 29.7% 15.6%	14 27.5% 11.5%	13 24.5% 10.7%	16 33.3% 13.1%	6 20.0% 4.9%	3 27.3% 2.5%	2 18.2% 1.6%	5 16.7% 4.1%	0 0.0% 0.0%
Easy to smoke	106 21.0% 100.0%	29 19.6% 27.4%	5 18.5% 4.7%	22 24.2% 20.8%	12 18.8% 11.3%	14 27.5% 13.2%	11 20.8% 10.4%	9 18.8% 8.5%	10 33.3% 9.4%	3 27.3% 2.8%	3 27.3% 2.8%	3 10.0% 2.8%	4 22.2% 3.8%
Easy draw	101 20.0% 100.0%	32 21.6% 31.7%	6 22.2% 5.9%	29 31.9% 28.7%	14 21.9% 13.9%	15 29.4% 14.9%	12 22.6% 11.9%	9 18.8% 8.9%	6 20.0% 5.9%	1 9.1% 1.0%	1 9.1% 1.0%	6 20.0% 5.9%	3 16.7% 3.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	505 100.0% 100.0%	148 100.0% 29.3%	27 100.0% 5.3%	91 100.0% 18.0%	64 100.0% 12.7%	51 100.0% 10.1%	53 100.0% 10.5%	48 100.0% 9.5%	30 100.0% 5.9%	11 100.0% 2.2%	11 100.0% 2.2%	30 100.0% 5.9%	18 100.0% 3.6%
No answer	144 28.5% 100.0%	35 23.6% 24.3%	6 22.2% 4.2%	20 22.0% 13.9%	13 20.3% 9.0%	9 17.6% 6.3%	12 22.6% 8.3%	10 20.8% 6.9%	8 26.7% 5.6%	4 36.4% 2.8%	5 45.5% 3.5%	8 26.7% 5.6%	4 22.2% 2.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	117 100.0% 100.0%	40 100.0% 34.2%	14 100.0% 12.0%	26 100.0% 22.2%	19 100.0% 16.2%	71 100.0% 60.7%	19 100.0% 16.2%	14 100.0% 12.0%	7 100.0% 6.0%	3 100.0% 2.6%	3 100.0% 2.6%	8 100.0% 6.8%	24 100.0% 20.5%
Cohiba													
Casual	20 17.1% 100.0%	7 17.5% 35.0%	3 21.4% 15.0%	5 19.2% 25.0%	2 10.5% 10.0%	13 18.3% 65.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 28.6% 10.0%	2 66.7% 10.0%	2 66.7% 10.0%	2 25.0% 10.0%	2 8.3% 10.0%
Individualistic	41 35.0% 100.0%	16 40.0% 39.0%	8 57.1% 19.5%	12 46.2% 29.3%	9 47.4% 22.0%	24 33.8% 58.5%	8 42.1% 19.5%	6 42.9% 14.6%	1 14.3% 2.4%	1 33.3% 2.4%	1 33.3% 2.4%	5 62.5% 12.2%	8 33.3% 19.5%
Mild taste	21 17.9% 100.0%	5 12.5% 23.8%	1 7.1% 4.8%	4 15.4% 19.0%	3 15.8% 14.3%	13 18.3% 61.9%	3 15.8% 14.3%	2 14.3% 9.5%	1 14.3% 4.8%	1 33.3% 4.8%	1 33.3% 4.8%	1 12.5% 4.8%	6 25.0% 28.6%
High quality	73 62.4% 100.0%	24 60.0% 32.9%	11 78.6% 15.1%	17 65.4% 23.3%	13 68.4% 17.8%	45 63.4% 61.6%	15 78.9% 20.5%	10 71.4% 13.7%	4 57.1% 5.5%	2 66.7% 2.7%	3 100.0% 4.1%	4 50.0% 5.5%	18 75.0% 24.7%
Smart choice	37 31.6% 100.0%	14 35.0% 37.8%	8 57.1% 21.6%	8 30.8% 21.6%	7 36.8% 18.9%	25 35.2% 67.6%	3 15.8% 8.1%	4 28.6% 10.8%	2 28.6% 5.4%	2 66.7% 5.4%	2 66.7% 5.4%	2 25.0% 5.4%	8 33.3% 21.6%
Refined taste	51 43.6% 100.0%	19 47.5% 37.3%	11 78.6% 21.6%	13 50.0% 25.5%	10 52.6% 19.6%	30 42.3% 58.8%	13 68.4% 25.5%	8 57.1% 15.7%	3 42.9% 5.9%	1 33.3% 2.0%	2 66.7% 3.9%	3 37.5% 5.9%	12 50.0% 23.5%
Recommended by tobacconists	62 53.0% 100.0%	23 57.5% 37.1%	12 85.7% 19.4%	15 57.7% 24.2%	13 68.4% 21.0%	41 57.7% 66.1%	8 42.1% 12.9%	6 42.9% 9.7%	7 100.0% 11.3%	3 100.0% 4.8%	2 66.7% 3.2%	5 62.5% 8.1%	12 50.0% 19.4%
Attractive packaging	19 16.2% 100.0%	9 22.5% 47.4%	5 35.7% 26.3%	6 23.1% 31.6%	4 21.1% 21.1%	11 15.5% 57.9%	3 15.8% 15.8%	2 14.3% 10.5%	1 14.3% 5.3%	1 33.3% 5.3%	2 66.7% 10.5%	4 50.0% 21.1%	5 20.8% 26.3%
Sophisticated	40 34.2% 100.0%	17 42.5% 42.5%	7 50.0% 17.5%	16 61.5% 40.0%	9 47.4% 22.5%	25 35.2% 62.5%	9 47.4% 22.5%	7 50.0% 17.5%	3 42.9% 7.5%	2 66.7% 5.0%	2 66.7% 5.0%	4 50.0% 10.0%	10 41.7% 25.0%
Innovative	15 12.8% 100.0%	4 10.0% 26.7%	2 14.3% 13.3%	5 19.2% 33.3%	3 15.8% 20.0%	9 12.7% 60.0%	2 10.5% 13.3%	2 14.3% 13.3%	1 14.3% 6.7%	1 33.3% 6.7%	3 100.0% 20.0%	2 25.0% 13.3%	3 12.5% 20.0%
Trendy	37 31.6% 100.0%	14 35.0% 37.8%	5 35.7% 13.5%	10 38.5% 27.0%	9 47.4% 24.3%	24 33.8% 64.9%	6 31.6% 16.2%	5 35.7% 13.5%	3 42.9% 8.1%	1 33.3% 2.7%	1 33.3% 2.7%	3 37.5% 8.1%	9 37.5% 24.3%
Prestigious	55 47.0% 100.0%	18 45.0% 32.7%	10 71.4% 18.2%	17 65.4% 30.9%	12 63.2% 21.8%	31 43.7% 56.4%	11 57.9% 20.0%	7 50.0% 12.7%	3 42.9% 5.5%	2 66.7% 3.6%	2 66.7% 3.6%	4 50.0% 7.3%	11 45.8% 20.0%
Sporty	13 11.1% 100.0%	3 7.5% 23.1%	0 0.0% 0.0%	2 7.7% 15.4%	1 5.3% 7.7%	7 9.9% 53.8%	1 5.3% 7.7%	2 14.3% 15.4%	2 28.6% 15.4%	1 33.3% 7.7%	2 66.7% 15.4%	1 12.5% 7.7%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	117 100.0% 100.0%	40 100.0% 34.2%	14 100.0% 12.0%	26 100.0% 22.2%	19 100.0% 16.2%	71 100.0% 60.7%	19 100.0% 16.2%	14 100.0% 12.0%	7 100.0% 6.0%	3 100.0% 2.6%	3 100.0% 2.6%	8 100.0% 6.8%	24 100.0% 20.5%
Reliable	46 39.3% 100.0%	16 40.0% 34.8%	8 57.1% 17.4%	13 50.0% 28.3%	7 36.8% 15.2%	29 40.8% 63.0%	11 57.9% 23.9%	6 42.9% 13.0%	4 57.1% 8.7%	2 66.7% 4.3%	2 66.7% 4.3%	5 62.5% 10.9%	10 41.7% 21.7%
Recommended by magazine	29 24.8% 100.0%	11 27.5% 37.9%	4 28.6% 13.8%	12 46.2% 41.4%	6 31.6% 20.7%	19 26.8% 65.5%	7 36.8% 24.1%	5 35.7% 17.2%	2 28.6% 6.9%	1 33.3% 3.4%	1 33.3% 3.4%	5 62.5% 17.2%	3 12.5% 10.3%
Great taste	71 60.7% 100.0%	23 57.5% 32.4%	8 57.1% 11.3%	19 73.1% 26.8%	15 78.9% 21.1%	47 66.2% 66.2%	13 68.4% 18.3%	8 57.1% 11.3%	3 42.9% 4.2%	2 66.7% 2.8%	2 66.7% 2.8%	4 50.0% 5.6%	17 70.8% 23.9%
Good value	29 24.8% 100.0%	7 17.5% 24.1%	3 21.4% 10.3%	6 23.1% 20.7%	7 36.8% 24.1%	18 25.4% 62.1%	5 26.3% 17.2%	4 28.6% 13.8%	2 28.6% 6.9%	2 66.7% 6.9%	2 66.7% 6.9%	3 37.5% 10.3%	6 25.0% 20.7%
For social smokers	26 22.2% 100.0%	10 25.0% 38.5%	5 35.7% 19.2%	5 19.2% 19.2%	5 26.3% 19.2%	15 21.1% 57.7%	6 31.6% 23.1%	4 28.6% 15.4%	2 28.6% 7.7%	2 66.7% 7.7%	1 33.3% 3.8%	3 37.5% 11.5%	4 16.7% 15.4%
Good for everyday	20 17.1% 100.0%	4 10.0% 20.0%	1 7.1% 5.0%	5 19.2% 25.0%	4 21.1% 20.0%	12 16.9% 60.0%	1 5.3% 5.0%	2 14.3% 10.0%	2 28.6% 10.0%	1 33.3% 5.0%	2 66.7% 10.0%	0 0.0% 0.0%	5 20.8% 25.0%
Fresh	54 46.2% 100.0%	17 42.5% 31.5%	8 57.1% 14.8%	12 46.2% 22.2%	10 52.6% 18.5%	30 42.3% 55.6%	10 52.6% 18.5%	4 28.6% 7.4%	4 57.1% 7.4%	2 66.7% 3.7%	2 66.7% 3.7%	3 37.5% 5.6%	14 58.3% 25.9%
Good for relaxing	58 49.6% 100.0%	20 50.0% 34.5%	7 50.0% 12.1%	17 65.4% 29.3%	11 57.9% 19.0%	33 46.5% 56.9%	10 52.6% 17.2%	7 50.0% 12.1%	4 57.1% 6.9%	3 100.0% 5.2%	3 100.0% 5.2%	4 50.0% 6.9%	13 54.2% 22.4%
Easy to find/widely available	25 21.4% 100.0%	9 22.5% 36.0%	5 35.7% 20.0%	3 11.5% 12.0%	5 26.3% 20.0%	16 22.5% 64.0%	3 15.8% 12.0%	3 21.4% 12.0%	5 71.4% 20.0%	2 66.7% 8.0%	2 66.7% 8.0%	1 12.5% 4.0%	2 8.3% 8.0%
Full flavored	45 38.5% 100.0%	16 40.0% 35.6%	9 64.3% 20.0%	13 50.0% 28.9%	10 52.6% 22.2%	25 35.2% 55.6%	10 52.6% 22.2%	7 50.0% 15.6%	3 42.9% 6.7%	1 33.3% 2.2%	1 33.3% 2.2%	5 62.5% 11.1%	12 50.0% 26.7%
Medium taste	31 26.5% 100.0%	12 30.0% 38.7%	2 14.3% 6.5%	6 23.1% 19.4%	4 21.1% 12.9%	20 28.2% 64.5%	5 26.3% 16.1%	2 14.3% 6.5%	2 28.6% 6.5%	1 33.3% 3.2%	3 100.0% 9.7%	1 12.5% 3.2%	5 20.8% 16.1%
Good as a reward	59 50.4% 100.0%	20 50.0% 33.9%	10 71.4% 16.9%	18 69.2% 30.5%	13 68.4% 22.0%	38 53.5% 64.4%	13 68.4% 22.0%	10 71.4% 16.9%	4 57.1% 6.8%	3 100.0% 5.1%	2 66.7% 3.4%	5 62.5% 8.5%	14 58.3% 23.7%
Low price	7 6.0% 100.0%	1 2.5% 14.3%	0 0.0% 0.0%	1 3.8% 14.3%	0 0.0% 0.0%	3 4.2% 42.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 14.3% 14.3%	1 33.3% 14.3%	2 66.7% 28.6%	1 12.5% 14.3%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	117 100.0% 100.0%	40 100.0% 34.2%	14 100.0% 12.0%	26 100.0% 22.2%	19 100.0% 16.2%	71 100.0% 60.7%	19 100.0% 16.2%	14 100.0% 12.0%	7 100.0% 6.0%	3 100.0% 2.6%	3 100.0% 2.6%	8 100.0% 6.8%	24 100.0% 20.5%
Smooth taste	57 48.7% 100.0%	17 42.5% 29.8%	6 42.9% 10.5%	13 50.0% 22.8%	8 42.1% 14.0%	39 54.9% 68.4%	10 52.6% 17.5%	7 50.0% 12.3%	4 57.1% 7.0%	2 66.7% 3.5%	3 100.0% 5.3%	2 25.0% 3.5%	13 54.2% 22.8%
Good for special occasions	60 51.3% 100.0%	24 60.0% 40.0%	11 78.6% 18.3%	17 65.4% 28.3%	13 68.4% 21.7%	36 50.7% 60.0%	14 73.7% 23.3%	10 71.4% 16.7%	3 42.9% 5.0%	3 100.0% 5.0%	3 100.0% 5.0%	6 75.0% 10.0%	13 54.2% 21.7%
Recommended by friends	42 35.9% 100.0%	16 40.0% 38.1%	7 50.0% 16.7%	14 53.8% 33.3%	9 47.4% 21.4%	31 43.7% 73.8%	6 31.6% 14.3%	6 42.9% 14.3%	5 71.4% 11.9%	2 66.7% 4.8%	1 33.3% 2.4%	4 50.0% 9.5%	9 37.5% 21.4%
Good for a gift	64 54.7% 100.0%	23 57.5% 35.9%	10 71.4% 15.6%	19 73.1% 29.7%	13 68.4% 20.3%	41 57.7% 64.1%	17 89.5% 26.6%	12 85.7% 18.8%	4 57.1% 6.3%	3 100.0% 4.7%	2 66.7% 3.1%	4 50.0% 6.3%	14 58.3% 21.9%
Consistent quality	73 62.4% 100.0%	26 65.0% 35.6%	13 92.9% 17.8%	21 80.8% 28.8%	13 68.4% 17.8%	47 66.2% 64.4%	17 89.5% 23.3%	11 78.6% 15.1%	6 85.7% 8.2%	3 100.0% 4.1%	3 100.0% 4.1%	6 75.0% 8.2%	19 79.2% 26.0%
Masculine	37 31.6% 100.0%	9 22.5% 24.3%	4 28.6% 10.8%	11 42.3% 29.7%	7 36.8% 18.9%	23 32.4% 62.2%	5 26.3% 13.5%	3 21.4% 8.1%	3 42.9% 8.1%	2 66.7% 5.4%	2 66.7% 5.4%	2 25.0% 5.4%	6 25.0% 16.2%
Brand I trust	70 59.8% 100.0%	23 57.5% 32.9%	12 85.7% 17.1%	19 73.1% 27.1%	12 63.2% 17.1%	47 66.2% 67.1%	15 78.9% 21.4%	11 78.6% 15.7%	6 85.7% 8.6%	3 100.0% 4.3%	3 100.0% 4.3%	5 62.5% 7.1%	17 70.8% 24.3%
Well constructed	64 54.7% 100.0%	21 52.5% 32.8%	10 71.4% 15.6%	19 73.1% 29.7%	13 68.4% 20.3%	41 57.7% 64.1%	15 78.9% 23.4%	10 71.4% 15.6%	4 57.1% 6.3%	2 66.7% 3.1%	2 66.7% 3.1%	4 50.0% 6.3%	16 66.7% 25.0%
Strong taste	30 25.6% 100.0%	10 25.0% 33.3%	8 57.1% 26.7%	8 30.8% 26.7%	5 26.3% 16.7%	14 19.7% 46.7%	6 31.6% 20.0%	4 28.6% 13.3%	4 57.1% 13.3%	3 100.0% 10.0%	2 66.7% 6.7%	5 62.5% 16.7%	8 33.3% 26.7%
For serious smokers	59 50.4% 100.0%	24 60.0% 40.7%	10 71.4% 16.9%	19 73.1% 32.2%	13 68.4% 22.0%	39 54.9% 66.1%	14 73.7% 23.7%	10 71.4% 16.9%	7 100.0% 11.9%	3 100.0% 5.1%	2 66.7% 3.4%	5 62.5% 8.5%	13 54.2% 22.0%
Popular	59 50.4% 100.0%	18 45.0% 30.5%	8 57.1% 13.6%	16 61.5% 27.1%	13 68.4% 22.0%	36 50.7% 61.0%	13 68.4% 22.0%	8 57.1% 13.6%	6 85.7% 10.2%	3 100.0% 5.1%	3 100.0% 5.1%	5 62.5% 8.5%	8 33.3% 13.6%
Easy to smoke	62 53.0% 100.0%	21 52.5% 33.9%	9 64.3% 14.5%	15 57.7% 24.2%	12 63.2% 19.4%	40 56.3% 64.5%	11 57.9% 17.7%	8 57.1% 12.9%	4 57.1% 6.5%	2 66.7% 3.2%	3 100.0% 4.8%	4 50.0% 6.5%	15 62.5% 24.2%
Easy draw	61 52.1% 100.0%	22 55.0% 36.1%	8 57.1% 13.1%	16 61.5% 26.2%	11 57.9% 18.0%	41 57.7% 67.2%	13 68.4% 21.3%	10 71.4% 16.4%	4 57.1% 6.6%	2 66.7% 3.3%	2 66.7% 3.3%	3 37.5% 4.9%	16 66.7% 26.2%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	117 100.0% 100.0%	40 100.0% 34.2%	14 100.0% 12.0%	26 100.0% 22.2%	19 100.0% 16.2%	71 100.0% 60.7%	19 100.0% 16.2%	14 100.0% 12.0%	7 100.0% 6.0%	3 100.0% 2.6%	3 100.0% 2.6%	8 100.0% 6.8%	24 100.0% 20.5%
No answer	9 7.7% 100.0%	2 5.0% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 11.1%	3 4.2% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.2% 11.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	51 100.0% 100.0%	20 100.0% 39.2%	7 100.0% 13.7%	16 100.0% 31.4%	8 100.0% 15.7%	10 100.0% 19.6%	6 100.0% 11.8%	6 100.0% 11.8%	2 100.0% 3.9%	2 100.0% 3.9%	2 100.0% 3.9%	2 100.0% 3.9%	3 100.0% 5.9%
Davidoff													
Casual	12 23.5% 100.0%	4 20.0% 33.3%	2 28.6% 16.7%	3 18.8% 25.0%	2 25.0% 16.7%	2 20.0% 16.7%	1 16.7% 8.3%	0 0.0% 0.0%	1 50.0% 8.3%	1 50.0% 8.3%	2 100.0% 16.7%	0 0.0% 0.0%	1 33.3% 8.3%
Individualistic	17 33.3% 100.0%	7 35.0% 41.2%	2 28.6% 11.8%	8 50.0% 47.1%	6 75.0% 35.3%	4 40.0% 23.5%	5 83.3% 29.4%	5 83.3% 29.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 5.9%	1 50.0% 5.9%	1 33.3% 5.9%
Mild taste	20 39.2% 100.0%	8 40.0% 40.0%	2 28.6% 10.0%	5 31.3% 25.0%	5 62.5% 25.0%	3 30.0% 15.0%	3 50.0% 15.0%	3 50.0% 15.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 10.0%	1 50.0% 5.0%	2 66.7% 10.0%
High quality	39 76.5% 100.0%	18 90.0% 46.2%	5 71.4% 12.8%	13 81.3% 33.3%	7 87.5% 17.9%	4 40.0% 10.3%	6 100.0% 15.4%	5 83.3% 12.8%	1 50.0% 2.6%	1 50.0% 2.6%	1 50.0% 2.6%	2 100.0% 5.1%	2 66.7% 5.1%
Smart choice	28 54.9% 100.0%	12 60.0% 42.9%	3 42.9% 10.7%	9 56.3% 32.1%	5 62.5% 17.9%	4 40.0% 14.3%	4 66.7% 14.3%	4 66.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 3.6%	1 50.0% 3.6%	1 33.3% 3.6%
Refined taste	29 56.9% 100.0%	12 60.0% 41.4%	2 28.6% 6.9%	8 50.0% 27.6%	4 50.0% 13.8%	6 60.0% 20.7%	5 83.3% 17.2%	5 83.3% 17.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 3.4%	1 50.0% 3.4%	3 100.0% 10.3%
Recommended by tobacconists	31 60.8% 100.0%	13 65.0% 41.9%	5 71.4% 16.1%	9 56.3% 29.0%	5 62.5% 16.1%	5 50.0% 16.1%	4 66.7% 12.9%	4 66.7% 12.9%	1 50.0% 3.2%	1 50.0% 3.2%	1 50.0% 3.2%	1 50.0% 3.2%	1 33.3% 3.2%
Attractive packaging	16 31.4% 100.0%	6 30.0% 37.5%	4 57.1% 25.0%	5 31.3% 31.3%	4 50.0% 25.0%	2 20.0% 12.5%	2 33.3% 12.5%	3 50.0% 18.8%	1 50.0% 6.3%	1 50.0% 6.3%	1 50.0% 6.3%	0 0.0% 0.0%	2 66.7% 12.5%
Sophisticated	19 37.3% 100.0%	7 35.0% 36.8%	2 28.6% 10.5%	8 50.0% 42.1%	3 37.5% 15.8%	4 40.0% 21.1%	3 50.0% 15.8%	3 50.0% 15.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 5.3%	1 50.0% 5.3%	1 33.3% 5.3%
Innovative	8 15.7% 100.0%	5 25.0% 62.5%	0 0.0% 0.0%	4 25.0% 50.0%	3 37.5% 37.5%	2 20.0% 25.0%	3 50.0% 37.5%	2 33.3% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 12.5%	1 50.0% 12.5%	0 0.0% 0.0%
Trendy	12 23.5% 100.0%	4 20.0% 33.3%	2 28.6% 16.7%	4 25.0% 33.3%	4 50.0% 33.3%	3 30.0% 25.0%	3 50.0% 25.0%	1 16.7% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 8.3%	1 50.0% 8.3%	0 0.0% 0.0%
Prestigious	26 51.0% 100.0%	12 60.0% 46.2%	3 42.9% 11.5%	12 75.0% 46.2%	6 75.0% 23.1%	6 60.0% 23.1%	4 66.7% 15.4%	3 50.0% 11.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 7.7%	1 33.3% 3.8%
Sporty	13 25.5% 100.0%	3 15.0% 23.1%	2 28.6% 15.4%	5 31.3% 38.5%	6 75.0% 46.2%	5 50.0% 38.5%	1 16.7% 7.7%	2 33.3% 15.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 7.7%	1 33.3% 7.7%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	51 100.0% 100.0%	20 100.0% 39.2%	7 100.0% 13.7%	16 100.0% 31.4%	8 100.0% 15.7%	10 100.0% 19.6%	6 100.0% 11.8%	6 100.0% 11.8%	2 100.0% 3.9%	2 100.0% 3.9%	2 100.0% 3.9%	2 100.0% 3.9%	3 100.0% 5.9%
Reliable	25 49.0% 100.0%	11 55.0% 44.0%	3 42.9% 12.0%	10 62.5% 40.0%	7 87.5% 28.0%	5 50.0% 20.0%	3 50.0% 12.0%	3 50.0% 12.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 8.0%	2 66.7% 8.0%
Recommended by magazine	15 29.4% 100.0%	7 35.0% 46.7%	2 28.6% 13.3%	6 37.5% 40.0%	4 50.0% 26.7%	5 50.0% 33.3%	3 50.0% 20.0%	2 33.3% 13.3%	1 50.0% 6.7%	1 50.0% 6.7%	0 0.0% 0.0%	1 50.0% 6.7%	1 33.3% 6.7%
Great taste	40 78.4% 100.0%	16 80.0% 40.0%	6 85.7% 15.0%	11 68.8% 27.5%	7 87.5% 17.5%	8 80.0% 20.0%	5 83.3% 12.5%	4 66.7% 10.0%	2 100.0% 5.0%	2 100.0% 5.0%	2 100.0% 5.0%	1 50.0% 2.5%	2 66.7% 5.0%
Good value	18 35.3% 100.0%	5 25.0% 27.8%	2 28.6% 11.1%	3 18.8% 16.7%	4 50.0% 22.2%	3 30.0% 16.7%	3 50.0% 16.7%	1 16.7% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 11.1%	1 50.0% 5.6%	1 33.3% 5.6%
For social smokers	18 35.3% 100.0%	10 50.0% 55.6%	3 42.9% 16.7%	5 31.3% 27.8%	4 50.0% 22.2%	2 20.0% 11.1%	3 50.0% 16.7%	3 50.0% 16.7%	2 100.0% 11.1%	2 100.0% 11.1%	1 50.0% 5.6%	1 50.0% 5.6%	0 0.0% 0.0%
Good for everyday	15 29.4% 100.0%	5 25.0% 33.3%	1 14.3% 6.7%	5 31.3% 33.3%	5 62.5% 33.3%	3 30.0% 20.0%	2 33.3% 13.3%	1 16.7% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 6.7%	0 0.0% 0.0%	1 33.3% 6.7%
Fresh	32 62.7% 100.0%	12 60.0% 37.5%	7 100.0% 21.9%	10 62.5% 31.3%	7 87.5% 21.9%	6 60.0% 18.8%	2 33.3% 6.3%	1 16.7% 3.1%	1 50.0% 3.1%	1 50.0% 3.1%	2 100.0% 6.3%	0 0.0% 0.0%	2 66.7% 6.3%
Good for relaxing	29 56.9% 100.0%	14 70.0% 48.3%	3 42.9% 10.3%	10 62.5% 34.5%	6 75.0% 20.7%	4 40.0% 13.8%	3 50.0% 10.3%	3 50.0% 10.3%	1 50.0% 3.4%	1 50.0% 3.4%	2 100.0% 6.9%	1 50.0% 3.4%	2 66.7% 6.9%
Easy to find/widely available	21 41.2% 100.0%	9 45.0% 42.9%	3 42.9% 14.3%	7 43.8% 33.3%	5 62.5% 23.8%	6 60.0% 28.6%	4 66.7% 19.0%	2 33.3% 9.5%	2 100.0% 9.5%	2 100.0% 9.5%	1 50.0% 4.8%	1 50.0% 4.8%	1 33.3% 4.8%
Full flavored	22 43.1% 100.0%	7 35.0% 31.8%	3 42.9% 13.6%	5 31.3% 22.7%	3 37.5% 13.6%	4 40.0% 18.2%	3 50.0% 13.6%	3 50.0% 13.6%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 9.1%	1 50.0% 4.5%	2 66.7% 9.1%
Medium taste	13 25.5% 100.0%	4 20.0% 30.8%	3 42.9% 23.1%	4 25.0% 30.8%	3 37.5% 23.1%	3 30.0% 23.1%	1 16.7% 7.7%	1 16.7% 7.7%	1 50.0% 7.7%	1 50.0% 7.7%	2 100.0% 15.4%	0 0.0% 0.0%	2 66.7% 15.4%
Good as a reward	21 41.2% 100.0%	8 40.0% 38.1%	2 28.6% 9.5%	8 50.0% 38.1%	3 37.5% 14.3%	3 30.0% 14.3%	4 66.7% 19.0%	3 50.0% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 4.8%	1 50.0% 4.8%	2 66.7% 9.5%
Low price	7 13.7% 100.0%	3 15.0% 42.9%	0 0.0% 0.0%	2 12.5% 28.6%	1 12.5% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	51 100.0% 100.0%	20 100.0% 39.2%	7 100.0% 13.7%	16 100.0% 31.4%	8 100.0% 15.7%	10 100.0% 19.6%	6 100.0% 11.8%	6 100.0% 11.8%	2 100.0% 3.9%	2 100.0% 3.9%	2 100.0% 3.9%	2 100.0% 3.9%	3 100.0% 5.9%
Smooth taste	29 56.9% 100.0%	13 65.0% 44.8%	4 57.1% 13.8%	8 50.0% 27.6%	5 62.5% 17.2%	4 40.0% 13.8%	4 66.7% 13.8%	4 66.7% 13.8%	1 50.0% 3.4%	1 50.0% 3.4%	0 0.0% 0.0%	1 50.0% 3.4%	3 100.0% 10.3%
Good for special occasions	31 60.8% 100.0%	12 60.0% 38.7%	4 57.1% 12.9%	11 68.8% 35.5%	6 75.0% 19.4%	5 50.0% 16.1%	6 100.0% 19.4%	5 83.3% 16.1%	1 50.0% 3.2%	1 50.0% 3.2%	0 0.0% 0.0%	1 50.0% 3.2%	2 66.7% 6.5%
Recommended by friends	20 39.2% 100.0%	9 45.0% 45.0%	1 14.3% 5.0%	5 31.3% 25.0%	1 12.5% 5.0%	4 40.0% 20.0%	2 33.3% 10.0%	3 50.0% 15.0%	2 100.0% 10.0%	2 100.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 66.7% 10.0%
Good for a gift	30 58.8% 100.0%	13 65.0% 43.3%	4 57.1% 13.3%	12 75.0% 40.0%	6 75.0% 20.0%	7 70.0% 23.3%	6 100.0% 20.0%	5 83.3% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 3.3%	1 50.0% 3.3%	3 100.0% 10.0%
Consistent quality	38 74.5% 100.0%	18 90.0% 47.4%	5 71.4% 13.2%	13 81.3% 34.2%	7 87.5% 18.4%	6 60.0% 15.8%	6 100.0% 15.8%	6 100.0% 15.8%	1 50.0% 2.6%	1 50.0% 2.6%	0 0.0% 0.0%	2 100.0% 5.3%	3 100.0% 7.9%
Masculine	15 29.4% 100.0%	5 25.0% 33.3%	2 28.6% 13.3%	7 43.8% 46.7%	7 87.5% 46.7%	3 30.0% 20.0%	2 33.3% 13.3%	2 33.3% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 6.7%	1 33.3% 6.7%
Brand I trust	35 68.6% 100.0%	15 75.0% 42.9%	6 85.7% 17.1%	13 81.3% 37.1%	8 100.0% 22.9%	7 70.0% 20.0%	5 83.3% 14.3%	5 83.3% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 5.7%	3 100.0% 8.6%
Well constructed	34 66.7% 100.0%	16 80.0% 47.1%	4 57.1% 11.8%	13 81.3% 38.2%	8 100.0% 23.5%	7 70.0% 20.6%	5 83.3% 14.7%	4 66.7% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 5.9%	3 100.0% 8.8%
Strong taste	10 19.6% 100.0%	5 25.0% 50.0%	0 0.0% 0.0%	5 31.3% 50.0%	3 37.5% 30.0%	1 10.0% 10.0%	2 33.3% 20.0%	2 33.3% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 10.0%	0 0.0% 0.0%
For serious smokers	24 47.1% 100.0%	11 55.0% 45.8%	3 42.9% 12.5%	11 68.8% 45.8%	5 62.5% 20.8%	4 40.0% 16.7%	5 83.3% 20.8%	4 66.7% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 4.2%	1 33.3% 4.2%
Popular	22 43.1% 100.0%	10 50.0% 45.5%	3 42.9% 13.6%	8 50.0% 36.4%	6 75.0% 27.3%	4 40.0% 18.2%	3 50.0% 13.6%	2 33.3% 9.1%	1 50.0% 4.5%	1 50.0% 4.5%	0 0.0% 0.0%	1 50.0% 4.5%	0 0.0% 0.0%
Easy to smoke	31 60.8% 100.0%	16 80.0% 51.6%	5 71.4% 16.1%	9 56.3% 29.0%	6 75.0% 19.4%	6 60.0% 19.4%	6 100.0% 19.4%	5 83.3% 16.1%	1 50.0% 3.2%	1 50.0% 3.2%	1 50.0% 3.2%	1 50.0% 3.2%	2 66.7% 6.5%
Easy draw	32 62.7% 100.0%	12 60.0% 37.5%	5 71.4% 15.6%	9 56.3% 28.1%	6 75.0% 18.8%	4 40.0% 12.5%	5 83.3% 15.6%	5 83.3% 15.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 3.1%	1 50.0% 3.1%	3 100.0% 9.4%

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GC 018746

Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	51 100.0% 100.0%	20 100.0% 39.2%	7 100.0% 13.7%	16 100.0% 31.4%	8 100.0% 15.7%	10 100.0% 19.6%	6 100.0% 11.8%	6 100.0% 11.8%	2 100.0% 3.9%	2 100.0% 3.9%	2 100.0% 3.9%	2 100.0% 3.9%	3 100.0% 5.9%
No answer	1 2.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	111 100.0% 100.0%	36 100.0% 32.4%	8 100.0% 7.2%	16 100.0% 14.4%	11 100.0% 9.9%	12 100.0% 10.8%	8 100.0% 7.2%	8 100.0% 7.2%	8 100.0% 7.2%	4 100.0% 3.6%	7 100.0% 6.3%	6 100.0% 5.4%	4 100.0% 3.6%
Don Diego													
Casual	39 35.1% 100.0%	9 25.0% 23.1%	2 25.0% 5.1%	5 31.3% 12.8%	4 36.4% 10.3%	3 25.0% 7.7%	3 37.5% 7.7%	1 12.5% 2.6%	3 37.5% 7.7%	4 100.0% 10.3%	5 71.4% 12.8%	2 33.3% 5.1%	1 25.0% 2.6%
Individualistic	29 26.1% 100.0%	6 16.7% 20.7%	1 12.5% 3.4%	3 18.8% 10.3%	2 18.2% 6.9%	3 25.0% 10.3%	3 37.5% 10.3%	3 37.5% 10.3%	3 37.5% 10.3%	3 75.0% 10.3%	5 71.4% 17.2%	1 16.7% 3.4%	0 0.0% 0.0%
Mild taste	44 39.6% 100.0%	12 33.3% 27.3%	2 25.0% 4.5%	4 25.0% 9.1%	4 36.4% 9.1%	3 25.0% 6.8%	3 37.5% 6.8%	3 37.5% 6.8%	1 12.5% 2.3%	2 50.0% 4.5%	5 71.4% 11.4%	3 50.0% 6.8%	2 50.0% 4.5%
High quality	70 63.1% 100.0%	23 63.9% 32.9%	7 87.5% 10.0%	11 68.8% 15.7%	7 63.6% 10.0%	7 58.3% 10.0%	6 75.0% 8.6%	4 50.0% 5.7%	6 75.0% 8.6%	3 75.0% 4.3%	7 100.0% 10.0%	4 66.7% 5.7%	4 100.0% 5.7%
Smart choice	48 43.2% 100.0%	15 41.7% 31.3%	6 75.0% 12.5%	6 37.5% 12.5%	5 45.5% 10.4%	4 33.3% 8.3%	5 62.5% 10.4%	3 37.5% 6.3%	5 62.5% 10.4%	4 100.0% 8.3%	5 71.4% 10.4%	3 50.0% 6.3%	3 75.0% 6.3%
Refined taste	42 37.8% 100.0%	13 36.1% 31.0%	4 50.0% 9.5%	3 18.8% 7.1%	3 27.3% 7.1%	3 25.0% 7.1%	4 50.0% 9.5%	3 37.5% 7.1%	3 37.5% 7.1%	3 75.0% 7.1%	6 85.7% 14.3%	3 50.0% 7.1%	1 25.0% 2.4%
Recommended by tobacconists	46 41.4% 100.0%	16 44.4% 34.8%	5 62.5% 10.9%	6 37.5% 13.0%	7 63.6% 15.2%	4 33.3% 8.7%	4 50.0% 8.7%	2 25.0% 4.3%	4 50.0% 8.7%	3 75.0% 6.5%	4 57.1% 8.7%	3 50.0% 6.5%	2 50.0% 4.3%
Attractive packaging	24 21.6% 100.0%	5 13.9% 20.8%	1 12.5% 4.2%	3 18.8% 12.5%	1 9.1% 4.2%	1 8.3% 4.2%	1 12.5% 4.2%	3 37.5% 12.5%	1 12.5% 4.2%	1 25.0% 4.2%	5 71.4% 20.8%	1 16.7% 4.2%	0 0.0% 0.0%
Sophisticated	21 18.9% 100.0%	4 11.1% 19.0%	1 12.5% 4.8%	1 6.3% 4.8%	1 9.1% 4.8%	2 16.7% 9.5%	0 0.0% 0.0%	1 12.5% 4.8%	1 12.5% 4.8%	2 50.0% 9.5%	5 71.4% 23.8%	0 0.0% 0.0%	0 0.0% 0.0%
Innovative	13 11.7% 100.0%	1 2.8% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 7.7%	0 0.0% 0.0%	1 12.5% 7.7%	0 0.0% 0.0%	1 12.5% 7.7%	1 25.0% 7.7%	5 71.4% 38.5%	1 16.7% 7.7%	0 0.0% 0.0%
Trendy	22 19.8% 100.0%	5 13.9% 22.7%	1 12.5% 4.5%	1 6.3% 4.5%	2 18.2% 9.1%	2 16.7% 9.1%	1 12.5% 4.5%	0 0.0% 0.0%	2 25.0% 9.1%	2 50.0% 9.1%	5 71.4% 22.7%	1 16.7% 4.5%	0 0.0% 0.0%
Prestigious	27 24.3% 100.0%	5 13.9% 18.5%	1 12.5% 3.7%	3 18.8% 11.1%	2 18.2% 7.4%	2 16.7% 7.4%	0 0.0% 0.0%	2 25.0% 7.4%	1 12.5% 3.7%	2 50.0% 7.4%	5 71.4% 18.5%	0 0.0% 0.0%	0 0.0% 0.0%
Sporty	18 16.2% 100.0%	5 13.9% 27.8%	0 0.0% 0.0%	3 18.8% 16.7%	3 27.3% 16.7%	1 8.3% 5.6%	2 25.0% 11.1%	2 25.0% 11.1%	0 0.0% 0.0%	1 25.0% 5.6%	3 42.9% 16.7%	2 33.3% 11.1%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	111 100.0% 100.0%	36 100.0% 32.4%	8 100.0% 7.2%	16 100.0% 14.4%	11 100.0% 9.9%	12 100.0% 10.8%	8 100.0% 7.2%	8 100.0% 7.2%	8 100.0% 7.2%	4 100.0% 3.6%	7 100.0% 6.3%	6 100.0% 5.4%	4 100.0% 3.6%
Reliable	46 41.4% 100.0%	12 33.3% 26.1%	4 50.0% 8.7%	4 25.0% 8.7%	3 27.3% 6.5%	5 41.7% 10.9%	3 37.5% 6.5%	3 37.5% 6.5%	4 50.0% 8.7%	4 100.0% 8.7%	5 71.4% 10.9%	4 66.7% 8.7%	1 25.0% 2.2%
Recommended by magazine	29 26.1% 100.0%	6 16.7% 20.7%	3 37.5% 10.3%	3 18.8% 10.3%	3 27.3% 10.3%	2 16.7% 6.9%	1 12.5% 3.4%	2 25.0% 6.9%	3 37.5% 10.3%	3 75.0% 10.3%	4 57.1% 13.8%	1 16.7% 3.4%	1 25.0% 3.4%
Great taste	68 61.3% 100.0%	20 55.6% 29.4%	6 75.0% 8.8%	9 56.3% 13.2%	6 54.5% 8.8%	5 41.7% 7.4%	4 50.0% 5.9%	4 50.0% 5.9%	4 50.0% 5.9%	4 100.0% 5.9%	6 85.7% 8.8%	5 83.3% 7.4%	4 100.0% 5.9%
Good value	49 44.1% 100.0%	13 36.1% 26.5%	2 25.0% 4.1%	3 18.8% 6.1%	4 36.4% 8.2%	3 25.0% 6.1%	3 37.5% 6.1%	0 0.0% 0.0%	3 37.5% 6.1%	3 75.0% 6.1%	7 100.0% 14.3%	2 33.3% 4.1%	2 50.0% 4.1%
For social smokers	38 34.2% 100.0%	12 33.3% 31.6%	3 37.5% 7.9%	4 25.0% 10.5%	4 36.4% 10.5%	2 16.7% 5.3%	3 37.5% 7.9%	3 37.5% 7.9%	2 25.0% 5.3%	2 50.0% 5.3%	4 57.1% 10.5%	2 33.3% 5.3%	0 0.0% 0.0%
Good for everyday	47 42.3% 100.0%	14 38.9% 29.8%	3 37.5% 6.4%	7 43.8% 14.9%	4 36.4% 8.5%	4 33.3% 8.5%	2 25.0% 4.3%	4 50.0% 8.5%	3 37.5% 6.4%	2 50.0% 4.3%	4 57.1% 8.5%	2 33.3% 4.3%	1 25.0% 2.1%
Fresh	57 51.4% 100.0%	19 52.8% 33.3%	5 62.5% 8.8%	8 50.0% 14.0%	7 63.6% 12.3%	4 33.3% 7.0%	3 37.5% 5.3%	4 50.0% 7.0%	3 37.5% 5.3%	3 75.0% 5.3%	6 85.7% 10.5%	5 83.3% 8.8%	2 50.0% 3.5%
Good for relaxing	60 54.1% 100.0%	18 50.0% 30.0%	4 50.0% 6.7%	8 50.0% 13.3%	5 45.5% 8.3%	3 25.0% 5.0%	3 37.5% 5.0%	3 37.5% 5.0%	3 37.5% 5.0%	2 50.0% 3.3%	7 100.0% 11.7%	4 66.7% 6.7%	1 25.0% 1.7%
Easy to find/widely available	50 45.0% 100.0%	16 44.4% 32.0%	4 50.0% 8.0%	6 37.5% 12.0%	7 63.6% 14.0%	3 25.0% 6.0%	5 62.5% 10.0%	3 37.5% 6.0%	5 62.5% 10.0%	3 75.0% 6.0%	4 57.1% 8.0%	3 50.0% 6.0%	0 0.0% 0.0%
Full flavored	34 30.6% 100.0%	8 22.2% 23.5%	3 37.5% 8.8%	4 25.0% 11.8%	2 18.2% 5.9%	2 16.7% 5.9%	1 12.5% 2.9%	1 12.5% 2.9%	1 12.5% 2.9%	2 50.0% 5.9%	5 71.4% 14.7%	0 0.0% 0.0%	0 0.0% 0.0%
Medium taste	32 28.8% 100.0%	7 19.4% 21.9%	1 12.5% 3.1%	3 18.8% 9.4%	3 27.3% 9.4%	1 8.3% 3.1%	2 25.0% 6.3%	0 0.0% 0.0%	2 25.0% 6.3%	1 25.0% 3.1%	4 57.1% 12.5%	3 50.0% 9.4%	1 25.0% 3.1%
Good as a reward	30 27.0% 100.0%	4 11.1% 13.3%	0 0.0% 0.0%	3 18.8% 10.0%	2 18.2% 6.7%	2 16.7% 6.7%	1 12.5% 3.3%	1 12.5% 3.3%	1 12.5% 3.3%	1 25.0% 3.3%	4 57.1% 13.3%	2 33.3% 6.7%	1 25.0% 3.3%
Low price	17 15.3% 100.0%	2 5.6% 11.8%	0 0.0% 0.0%	2 12.5% 11.8%	2 18.2% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 12.5% 5.9%	1 25.0% 5.9%	2 28.6% 11.8%	1 16.7% 5.9%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	111 100.0% 100.0%	36 100.0% 32.4%	8 100.0% 7.2%	16 100.0% 14.4%	11 100.0% 9.9%	12 100.0% 10.8%	8 100.0% 7.2%	8 100.0% 7.2%	8 100.0% 7.2%	4 100.0% 3.6%	7 100.0% 6.3%	6 100.0% 5.4%	4 100.0% 3.6%
Smooth taste	59 53.2% 100.0%	17 47.2% 28.8%	5 62.5% 8.5%	4 25.0% 6.8%	3 27.3% 5.1%	4 33.3% 6.8%	3 37.5% 5.1%	5 62.5% 8.5%	5 62.5% 8.5%	4 100.0% 6.8%	5 71.4% 8.5%	4 66.7% 6.8%	2 50.0% 3.4%
Good for special occasions	46 41.4% 100.0%	16 44.4% 34.8%	3 37.5% 6.5%	7 43.8% 15.2%	5 45.5% 10.9%	3 25.0% 6.5%	4 50.0% 8.7%	3 37.5% 6.5%	3 37.5% 6.5%	3 75.0% 6.5%	5 71.4% 10.9%	3 50.0% 6.5%	1 25.0% 2.2%
Recommended by friends	30 27.0% 100.0%	8 22.2% 26.7%	5 62.5% 16.7%	5 31.3% 16.7%	3 27.3% 10.0%	2 16.7% 6.7%	2 25.0% 6.7%	2 25.0% 6.7%	4 50.0% 13.3%	4 100.0% 13.3%	3 42.9% 10.0%	2 33.3% 6.7%	1 25.0% 3.3%
Good for a gift	36 32.4% 100.0%	10 27.8% 27.8%	3 37.5% 8.3%	5 31.3% 13.9%	4 36.4% 11.1%	2 16.7% 5.6%	4 50.0% 11.1%	2 25.0% 5.6%	3 37.5% 8.3%	4 100.0% 11.1%	5 71.4% 13.9%	3 50.0% 8.3%	1 25.0% 2.8%
Consistent quality	64 57.7% 100.0%	19 52.8% 29.7%	5 62.5% 7.8%	9 56.3% 14.1%	6 54.5% 9.4%	6 50.0% 9.4%	3 37.5% 4.7%	5 62.5% 7.8%	7 87.5% 10.9%	3 75.0% 4.7%	6 85.7% 9.4%	6 100.0% 9.4%	3 75.0% 4.7%
Masculine	26 23.4% 100.0%	6 16.7% 23.1%	1 12.5% 3.8%	3 18.8% 11.5%	4 36.4% 15.4%	2 16.7% 7.7%	1 12.5% 3.8%	2 25.0% 7.7%	2 25.0% 7.7%	2 50.0% 7.7%	4 57.1% 15.4%	1 16.7% 3.8%	0 0.0% 0.0%
Brand I trust	60 54.1% 100.0%	18 50.0% 30.0%	5 62.5% 8.3%	7 43.8% 11.7%	5 45.5% 8.3%	4 33.3% 6.7%	4 50.0% 6.7%	3 37.5% 5.0%	6 75.0% 10.0%	4 100.0% 6.7%	7 100.0% 11.7%	5 83.3% 8.3%	2 50.0% 3.3%
Well constructed	65 58.6% 100.0%	19 52.8% 29.2%	6 75.0% 9.2%	6 37.5% 9.2%	4 36.4% 6.2%	6 50.0% 9.2%	4 50.0% 6.2%	5 62.5% 7.7%	6 75.0% 9.2%	3 75.0% 4.6%	5 71.4% 7.7%	6 100.0% 9.2%	3 75.0% 4.6%
Strong taste	23 20.7% 100.0%	6 16.7% 26.1%	3 37.5% 13.0%	5 31.3% 21.7%	3 27.3% 13.0%	2 16.7% 8.7%	2 25.0% 8.7%	2 25.0% 8.7%	2 25.0% 8.7%	3 75.0% 13.0%	3 42.9% 13.0%	1 16.7% 4.3%	1 25.0% 4.3%
For serious smokers	41 36.9% 100.0%	14 38.9% 34.1%	4 50.0% 9.8%	9 56.3% 22.0%	7 63.6% 17.1%	5 41.7% 12.2%	5 62.5% 12.2%	3 37.5% 7.3%	5 62.5% 12.2%	3 75.0% 7.3%	5 71.4% 12.2%	4 66.7% 9.8%	2 50.0% 4.9%
Popular	51 45.9% 100.0%	18 50.0% 35.3%	6 75.0% 11.8%	10 62.5% 19.6%	5 45.5% 9.8%	6 50.0% 11.8%	7 87.5% 13.7%	5 62.5% 9.8%	5 62.5% 9.8%	3 75.0% 5.9%	5 71.4% 9.8%	3 50.0% 5.9%	1 25.0% 2.0%
Easy to smoke	64 57.7% 100.0%	16 44.4% 25.0%	6 75.0% 9.4%	7 43.8% 10.9%	5 45.5% 7.8%	5 41.7% 7.8%	4 50.0% 6.3%	4 50.0% 6.3%	5 62.5% 7.8%	4 100.0% 6.3%	6 85.7% 9.4%	5 83.3% 7.8%	3 75.0% 4.7%
Easy draw	65 58.6% 100.0%	17 47.2% 26.2%	6 75.0% 9.2%	8 50.0% 12.3%	6 54.5% 9.2%	5 41.7% 7.7%	5 62.5% 7.7%	3 37.5% 4.6%	5 62.5% 7.7%	4 100.0% 6.2%	7 100.0% 10.8%	5 83.3% 7.7%	4 100.0% 6.2%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	111 100.0% 100.0%	36 100.0% 32.4%	8 100.0% 7.2%	16 100.0% 14.4%	11 100.0% 9.9%	12 100.0% 10.8%	8 100.0% 7.2%	8 100.0% 7.2%	8 100.0% 7.2%	4 100.0% 3.6%	7 100.0% 6.3%	6 100.0% 5.4%	4 100.0% 3.6%
No answer	6 5.4% 100.0%	2 5.6% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 8.3% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 12.5% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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GC 018751

Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	164 100.0% 100.0%	53 100.0% 32.3%	13 100.0% 7.9%	43 100.0% 26.2%	29 100.0% 17.7%	27 100.0% 16.5%	34 100.0% 20.7%	23 100.0% 14.0%	6 100.0% 3.7%	1 100.0% 0.6%	3 100.0% 1.8%	10 100.0% 6.1%	9 100.0% 5.5%
Fuente/Arturo Fuente													
Casual	32 19.5% 100.0%	11 20.8% 34.4%	3 23.1% 9.4%	10 23.3% 31.3%	5 17.2% 15.6%	5 18.5% 15.6%	7 20.6% 21.9%	2 8.7% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 66.7% 6.3%	1 10.0% 3.1%	0 0.0% 0.0%
Individualistic	40 24.4% 100.0%	8 15.1% 20.0%	5 38.5% 12.5%	12 27.9% 30.0%	8 27.6% 20.0%	8 29.6% 20.0%	7 20.6% 17.5%	5 21.7% 12.5%	2 33.3% 5.0%	1 100.0% 2.5%	2 66.7% 5.0%	2 20.0% 5.0%	3 33.3% 7.5%
Mild taste	43 26.2% 100.0%	14 26.4% 32.6%	3 23.1% 7.0%	10 23.3% 23.3%	7 24.1% 16.3%	6 22.2% 14.0%	10 29.4% 23.3%	8 34.8% 18.6%	4 66.7% 9.3%	0 0.0% 0.0%	1 33.3% 2.3%	4 40.0% 9.3%	2 22.2% 4.7%
High quality	119 72.6% 100.0%	36 67.9% 30.3%	9 69.2% 7.6%	32 74.4% 26.9%	23 79.3% 19.3%	20 74.1% 16.8%	28 82.4% 23.5%	21 91.3% 17.6%	2 33.3% 1.7%	1 100.0% 0.8%	2 66.7% 1.7%	7 70.0% 5.9%	7 77.8% 5.9%
Smart choice	85 51.8% 100.0%	31 58.5% 36.5%	9 69.2% 10.6%	27 62.8% 31.8%	18 62.1% 21.2%	12 44.4% 14.1%	17 50.0% 20.0%	13 56.5% 15.3%	4 66.7% 4.7%	1 100.0% 1.2%	2 66.7% 2.4%	5 50.0% 5.9%	4 44.4% 4.7%
Refined taste	71 43.3% 100.0%	18 34.0% 25.4%	8 61.5% 11.3%	20 46.5% 28.2%	15 51.7% 21.1%	11 40.7% 15.5%	20 58.8% 28.2%	15 65.2% 21.1%	2 33.3% 2.8%	1 100.0% 1.4%	2 66.7% 2.8%	3 30.0% 4.2%	6 66.7% 8.5%
Recommended by tobacconists	83 50.6% 100.0%	30 56.6% 36.1%	7 53.8% 8.4%	27 62.8% 32.5%	19 65.5% 22.9%	18 66.7% 21.7%	21 61.8% 25.3%	12 52.2% 14.5%	4 66.7% 4.8%	1 100.0% 1.2%	0 0.0% 0.0%	8 80.0% 9.6%	6 66.7% 7.2%
Attractive packaging	45 27.4% 100.0%	9 17.0% 20.0%	3 23.1% 6.7%	18 41.9% 40.0%	10 34.5% 22.2%	10 37.0% 22.2%	14 41.2% 31.1%	9 39.1% 20.0%	2 33.3% 4.4%	0 0.0% 0.0%	2 66.7% 4.4%	0 0.0% 0.0%	3 33.3% 6.7%
Sophisticated	40 24.4% 100.0%	9 17.0% 22.5%	2 15.4% 5.0%	13 30.2% 32.5%	6 20.7% 15.0%	9 33.3% 22.5%	8 23.5% 20.0%	7 30.4% 17.5%	1 16.7% 2.5%	0 0.0% 0.0%	2 66.7% 5.0%	3 30.0% 7.5%	2 22.2% 5.0%
Innovative	31 18.9% 100.0%	8 15.1% 25.8%	1 7.7% 3.2%	14 32.6% 45.2%	7 24.1% 22.6%	9 33.3% 29.0%	8 23.5% 25.8%	6 26.1% 19.4%	1 16.7% 3.2%	0 0.0% 0.0%	2 66.7% 6.5%	2 20.0% 6.5%	3 33.3% 9.7%
Trendy	29 17.7% 100.0%	8 15.1% 27.6%	0 0.0% 0.0%	11 25.6% 37.9%	2 6.9% 6.9%	4 14.8% 13.8%	5 14.7% 17.2%	3 13.0% 10.3%	1 16.7% 3.4%	0 0.0% 0.0%	2 66.7% 6.9%	0 0.0% 0.0%	2 22.2% 6.9%
Prestigious	58 35.4% 100.0%	14 26.4% 24.1%	2 15.4% 3.4%	16 37.2% 27.6%	11 37.9% 19.0%	8 29.6% 13.8%	14 41.2% 24.1%	7 30.4% 12.1%	1 16.7% 1.7%	0 0.0% 0.0%	2 66.7% 3.4%	2 20.0% 3.4%	2 22.2% 3.4%
Sporty	20 12.2% 100.0%	4 7.5% 20.0%	0 0.0% 0.0%	6 14.0% 30.0%	2 6.9% 10.0%	2 7.4% 10.0%	2 5.9% 10.0%	1 4.3% 5.0%	1 16.7% 5.0%	0 0.0% 0.0%	2 66.7% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	164 100.0% 100.0%	53 100.0% 32.3%	13 100.0% 7.9%	43 100.0% 26.2%	29 100.0% 17.7%	27 100.0% 16.5%	34 100.0% 20.7%	23 100.0% 14.0%	6 100.0% 3.7%	1 100.0% 0.6%	3 100.0% 1.8%	10 100.0% 6.1%	9 100.0% 5.5%
Reliable	83 50.6% 100.0%	28 52.8% 33.7%	7 53.8% 8.4%	27 62.8% 32.5%	19 65.5% 22.9%	16 59.3% 19.3%	23 67.6% 27.7%	18 78.3% 21.7%	3 50.0% 3.6%	1 100.0% 1.2%	2 66.7% 2.4%	6 60.0% 7.2%	6 66.7% 7.2%
Recommended by magazine	58 35.4% 100.0%	19 35.8% 32.8%	4 30.8% 6.9%	23 53.5% 39.7%	12 41.4% 20.7%	14 51.9% 24.1%	15 44.1% 25.9%	12 52.2% 20.7%	2 33.3% 3.4%	0 0.0% 0.0%	0 0.0% 0.0%	5 50.0% 8.6%	4 44.4% 6.9%
Great taste	118 72.0% 100.0%	36 67.9% 30.5%	9 69.2% 7.6%	34 79.1% 28.8%	23 79.3% 19.5%	21 77.8% 17.8%	28 82.4% 23.7%	22 95.7% 18.6%	4 66.7% 3.4%	1 100.0% 0.8%	2 66.7% 1.7%	6 60.0% 5.1%	8 88.9% 6.8%
Good value	64 39.0% 100.0%	21 39.6% 32.8%	4 30.8% 6.3%	21 48.8% 32.8%	14 48.3% 21.9%	12 44.4% 18.8%	13 38.2% 20.3%	12 52.2% 18.8%	1 16.7% 1.6%	0 0.0% 0.0%	2 66.7% 3.1%	4 40.0% 6.3%	4 44.4% 6.3%
For social smokers	48 29.3% 100.0%	18 34.0% 37.5%	5 38.5% 10.4%	10 23.3% 20.8%	9 31.0% 18.8%	9 33.3% 18.8%	11 32.4% 22.9%	7 30.4% 14.6%	2 33.3% 4.2%	1 100.0% 2.1%	2 66.7% 4.2%	3 30.0% 6.3%	5 55.6% 10.4%
Good for everyday	55 33.5% 100.0%	14 26.4% 25.5%	4 30.8% 7.3%	19 44.2% 34.5%	10 34.5% 18.2%	11 40.7% 20.0%	12 35.3% 21.8%	10 43.5% 18.2%	3 50.0% 5.5%	1 100.0% 1.8%	2 66.7% 3.6%	4 40.0% 7.3%	6 66.7% 10.9%
Fresh	95 57.9% 100.0%	30 56.6% 31.6%	5 38.5% 5.3%	32 74.4% 33.7%	22 75.9% 23.2%	17 63.0% 17.9%	22 64.7% 23.2%	18 78.3% 18.9%	2 33.3% 2.1%	1 100.0% 1.1%	2 66.7% 2.1%	8 80.0% 8.4%	6 66.7% 6.3%
Good for relaxing	95 57.9% 100.0%	36 67.9% 37.9%	8 61.5% 8.4%	30 69.8% 31.6%	23 79.3% 24.2%	20 74.1% 21.1%	24 70.6% 25.3%	16 69.6% 16.8%	2 33.3% 2.1%	1 100.0% 1.1%	2 66.7% 2.1%	8 80.0% 8.4%	8 88.9% 8.4%
Easy to find/widely available	71 43.3% 100.0%	25 47.2% 35.2%	6 46.2% 8.5%	21 48.8% 29.6%	17 58.6% 23.9%	14 51.9% 19.7%	14 41.2% 19.7%	11 47.8% 15.5%	2 33.3% 2.8%	0 0.0% 0.0%	2 66.7% 2.8%	7 70.0% 9.9%	4 44.4% 5.6%
Full flavored	78 47.6% 100.0%	25 47.2% 32.1%	7 53.8% 9.0%	23 53.5% 29.5%	19 65.5% 24.4%	12 44.4% 15.4%	16 47.1% 20.5%	16 69.6% 20.5%	1 16.7% 1.3%	1 100.0% 1.3%	2 66.7% 2.6%	5 50.0% 6.4%	5 55.6% 6.4%
Medium taste	55 33.5% 100.0%	17 32.1% 30.9%	5 38.5% 9.1%	18 41.9% 32.7%	11 37.9% 20.0%	14 51.9% 25.5%	18 52.9% 32.7%	9 39.1% 16.4%	3 50.0% 5.5%	1 100.0% 1.8%	2 66.7% 3.6%	5 50.0% 9.1%	4 44.4% 7.3%
Good as a reward	60 36.6% 100.0%	17 32.1% 28.3%	3 23.1% 5.0%	20 46.5% 33.3%	13 44.8% 21.7%	9 33.3% 15.0%	15 44.1% 25.0%	13 56.5% 21.7%	2 33.3% 3.3%	0 0.0% 0.0%	2 66.7% 3.3%	6 60.0% 10.0%	2 22.2% 3.3%
Low price	17 10.4% 100.0%	8 15.1% 47.1%	4 30.8% 23.5%	7 16.3% 41.2%	5 17.2% 29.4%	7 25.9% 41.2%	8 23.5% 47.1%	7 30.4% 41.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 5.9%	1 11.1% 5.9%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	164 100.0% 100.0%	53 100.0% 32.3%	13 100.0% 7.9%	43 100.0% 26.2%	29 100.0% 17.7%	27 100.0% 16.5%	34 100.0% 20.7%	23 100.0% 14.0%	6 100.0% 3.7%	1 100.0% 0.6%	3 100.0% 1.8%	10 100.0% 6.1%	9 100.0% 5.5%
Smooth taste	101 61.6% 100.0%	33 62.3% 32.7%	8 61.5% 7.9%	30 69.8% 29.7%	22 75.9% 21.8%	18 66.7% 17.8%	26 76.5% 25.7%	18 78.3% 17.8%	3 50.0% 3.0%	1 100.0% 1.0%	2 66.7% 2.0%	7 70.0% 6.9%	7 77.8% 6.9%
Good for special occasions	87 53.0% 100.0%	28 52.8% 32.2%	6 46.2% 6.9%	21 48.8% 24.1%	19 65.5% 21.8%	15 55.6% 17.2%	19 55.9% 21.8%	15 65.2% 17.2%	4 66.7% 4.6%	1 100.0% 1.1%	2 66.7% 2.3%	6 60.0% 6.9%	7 77.8% 8.0%
Recommended by friends	64 39.0% 100.0%	21 39.6% 32.8%	8 61.5% 12.5%	15 34.9% 23.4%	12 41.4% 18.8%	10 37.0% 15.6%	12 35.3% 18.8%	9 39.1% 14.1%	2 33.3% 3.1%	1 100.0% 1.6%	1 33.3% 1.6%	4 40.0% 6.3%	4 44.4% 6.3%
Good for a gift	82 50.0% 100.0%	25 47.2% 30.5%	4 30.8% 4.9%	27 62.8% 32.9%	17 58.6% 20.7%	13 48.1% 15.9%	23 67.6% 28.0%	15 65.2% 18.3%	3 50.0% 3.7%	0 0.0% 0.0%	2 66.7% 2.4%	4 40.0% 4.9%	4 44.4% 4.9%
Consistent quality	116 70.7% 100.0%	37 69.8% 31.9%	10 76.9% 8.6%	33 76.7% 28.4%	24 82.8% 20.7%	20 74.1% 17.2%	31 91.2% 26.7%	21 91.3% 18.1%	2 33.3% 1.7%	1 100.0% 0.9%	2 66.7% 1.7%	7 70.0% 6.0%	8 88.9% 6.9%
Masculine	48 29.3% 100.0%	14 26.4% 29.2%	1 7.7% 2.1%	20 46.5% 41.7%	9 31.0% 18.8%	9 33.3% 18.8%	11 32.4% 22.9%	8 34.8% 16.7%	3 50.0% 6.3%	0 0.0% 0.0%	2 66.7% 4.2%	1 10.0% 2.1%	3 33.3% 6.3%
Brand I trust	114 69.5% 100.0%	34 64.2% 29.8%	8 61.5% 7.0%	29 67.4% 25.4%	22 75.9% 19.3%	18 66.7% 15.8%	26 76.5% 22.8%	19 82.6% 16.7%	4 66.7% 3.5%	1 100.0% 0.9%	2 66.7% 1.8%	6 60.0% 5.3%	7 77.8% 6.1%
Well constructed	114 69.5% 100.0%	31 58.5% 27.2%	8 61.5% 7.0%	35 81.4% 30.7%	23 79.3% 20.2%	18 66.7% 15.8%	30 88.2% 26.3%	22 95.7% 19.3%	2 33.3% 1.8%	1 100.0% 0.9%	2 66.7% 1.8%	6 60.0% 5.3%	6 66.7% 5.3%
Strong taste	36 22.0% 100.0%	8 15.1% 22.2%	1 7.7% 2.8%	13 30.2% 36.1%	9 31.0% 25.0%	6 22.2% 16.7%	7 20.6% 19.4%	8 34.8% 22.2%	2 33.3% 5.6%	1 100.0% 2.8%	2 66.7% 5.6%	2 20.0% 5.6%	3 33.3% 8.3%
For serious smokers	72 43.9% 100.0%	25 47.2% 34.7%	5 38.5% 6.9%	27 62.8% 37.5%	15 51.7% 20.8%	13 48.1% 18.1%	20 58.8% 27.8%	13 56.5% 18.1%	2 33.3% 2.8%	1 100.0% 1.4%	2 66.7% 2.8%	6 60.0% 8.3%	4 44.4% 5.6%
Popular	77 47.0% 100.0%	25 47.2% 32.5%	8 61.5% 10.4%	25 58.1% 32.5%	18 62.1% 23.4%	15 55.6% 19.5%	21 61.8% 27.3%	15 65.2% 19.5%	3 50.0% 3.9%	1 100.0% 1.3%	2 66.7% 2.6%	4 40.0% 5.2%	3 33.3% 3.9%
Easy to smoke	99 60.4% 100.0%	33 62.3% 33.3%	7 53.8% 7.1%	31 72.1% 31.3%	22 75.9% 22.2%	20 74.1% 20.2%	26 76.5% 26.3%	19 82.6% 19.2%	4 66.7% 4.0%	1 100.0% 1.0%	2 66.7% 2.0%	6 60.0% 6.1%	6 66.7% 6.1%
Easy draw	99 60.4% 100.0%	29 54.7% 29.3%	7 53.8% 7.1%	29 67.4% 29.3%	23 79.3% 23.2%	18 66.7% 18.2%	25 73.5% 25.3%	20 87.0% 20.2%	3 50.0% 3.0%	1 100.0% 1.0%	1 33.3% 1.0%	5 50.0% 5.1%	6 66.7% 6.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	164 100.0% 100.0%	53 100.0% 32.3%	13 100.0% 7.9%	43 100.0% 26.2%	29 100.0% 17.7%	27 100.0% 16.5%	34 100.0% 20.7%	23 100.0% 14.0%	6 100.0% 3.7%	1 100.0% 0.6%	3 100.0% 1.8%	10 100.0% 6.1%	9 100.0% 5.5%
No answer	8 4.9% 100.0%	3 5.7% 37.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.4% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 12.5%	0 0.0% 0.0%	1 33.3% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	158 100.0% 100.0%	68 100.0% 43.0%	10 100.0% 6.3%	41 100.0% 25.9%	33 100.0% 20.9%	29 100.0% 18.4%	22 100.0% 13.9%	9 100.0% 5.7%	5 100.0% 3.2%	1 100.0% 0.6%	3 100.0% 1.9%	10 100.0% 6.3%	9 100.0% 5.7%
H. Upmann													
Casual	35 22.2% 100.0%	15 22.1% 42.9%	2 20.0% 5.7%	8 19.5% 22.9%	7 21.2% 20.0%	7 24.1% 20.0%	6 27.3% 17.1%	1 11.1% 2.9%	3 60.0% 8.6%	0 0.0% 0.0%	1 33.3% 2.9%	3 30.0% 8.6%	2 22.2% 5.7%
Individualistic	37 23.4% 100.0%	21 30.9% 56.8%	4 40.0% 10.8%	13 31.7% 35.1%	13 39.4% 35.1%	12 41.4% 32.4%	10 45.5% 27.0%	3 33.3% 8.1%	2 40.0% 5.4%	0 0.0% 0.0%	1 33.3% 2.7%	3 30.0% 8.1%	4 44.4% 10.8%
Mild taste	47 29.7% 100.0%	23 33.8% 48.9%	2 20.0% 4.3%	8 19.5% 17.0%	10 30.3% 21.3%	9 31.0% 19.1%	4 18.2% 8.5%	2 22.2% 4.3%	4 80.0% 8.5%	0 0.0% 0.0%	2 66.7% 4.3%	6 60.0% 12.8%	4 44.4% 8.5%
High quality	90 57.0% 100.0%	42 61.8% 46.7%	6 60.0% 6.7%	26 63.4% 28.9%	21 63.6% 23.3%	17 58.6% 18.9%	11 50.0% 12.2%	6 66.7% 6.7%	3 60.0% 3.3%	0 0.0% 0.0%	1 33.3% 1.1%	4 40.0% 4.4%	6 66.7% 6.7%
Smart choice	59 37.3% 100.0%	26 38.2% 44.1%	4 40.0% 6.8%	17 41.5% 28.8%	13 39.4% 22.0%	13 44.8% 22.0%	4 18.2% 6.8%	2 22.2% 3.4%	3 60.0% 5.1%	0 0.0% 0.0%	1 33.3% 1.7%	2 20.0% 3.4%	6 66.7% 10.2%
Refined taste	58 36.7% 100.0%	29 42.6% 50.0%	6 60.0% 10.3%	14 34.1% 24.1%	11 33.3% 19.0%	13 44.8% 22.4%	6 27.3% 10.3%	3 33.3% 5.2%	2 40.0% 3.4%	0 0.0% 0.0%	2 66.7% 3.4%	1 10.0% 1.7%	4 44.4% 6.9%
Recommended by tobacconists	62 39.2% 100.0%	31 45.6% 50.0%	6 60.0% 9.7%	18 43.9% 29.0%	17 51.5% 27.4%	14 48.3% 22.6%	5 22.7% 8.1%	2 22.2% 3.2%	3 60.0% 4.8%	0 0.0% 0.0%	1 33.3% 1.6%	5 50.0% 8.1%	4 44.4% 6.5%
Attractive packaging	31 19.6% 100.0%	13 19.1% 41.9%	1 10.0% 3.2%	13 31.7% 41.9%	6 18.2% 19.4%	5 17.2% 16.1%	4 18.2% 12.9%	2 22.2% 6.5%	1 20.0% 3.2%	0 0.0% 0.0%	1 33.3% 3.2%	1 10.0% 3.2%	2 22.2% 6.5%
Sophisticated	34 21.5% 100.0%	14 20.6% 41.2%	3 30.0% 8.8%	8 19.5% 23.5%	10 30.3% 29.4%	7 24.1% 20.6%	3 13.6% 8.8%	1 11.1% 2.9%	1 20.0% 2.9%	0 0.0% 0.0%	1 33.3% 2.9%	0 0.0% 0.0%	3 33.3% 8.8%
Innovative	17 10.8% 100.0%	9 13.2% 52.9%	0 0.0% 0.0%	8 19.5% 47.1%	2 6.1% 11.8%	5 17.2% 29.4%	5 22.7% 29.4%	2 22.2% 11.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 5.9%	1 10.0% 5.9%	2 22.2% 11.8%
Trendy	22 13.9% 100.0%	10 14.7% 45.5%	1 10.0% 4.5%	8 19.5% 36.4%	3 9.1% 13.6%	5 17.2% 22.7%	3 13.6% 13.6%	0 0.0% 0.0%	1 20.0% 4.5%	0 0.0% 0.0%	1 33.3% 4.5%	2 20.0% 9.1%	1 11.1% 4.5%
Prestigious	43 27.2% 100.0%	17 25.0% 39.5%	2 20.0% 4.7%	9 22.0% 20.9%	10 30.3% 23.3%	8 27.6% 18.6%	4 18.2% 9.3%	1 11.1% 2.3%	1 20.0% 2.3%	0 0.0% 0.0%	1 33.3% 2.3%	0 0.0% 0.0%	1 11.1% 2.3%
Sporty	22 13.9% 100.0%	11 16.2% 50.0%	1 10.0% 4.5%	6 14.6% 27.3%	3 9.1% 13.6%	4 13.8% 18.2%	2 9.1% 9.1%	2 22.2% 9.1%	3 60.0% 13.6%	0 0.0% 0.0%	1 33.3% 4.5%	1 10.0% 4.5%	2 22.2% 9.1%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	158 100.0% 100.0%	68 100.0% 43.0%	10 100.0% 6.3%	41 100.0% 25.9%	33 100.0% 20.9%	29 100.0% 18.4%	22 100.0% 13.9%	9 100.0% 5.7%	5 100.0% 3.2%	1 100.0% 0.6%	3 100.0% 1.9%	10 100.0% 6.3%	9 100.0% 5.7%
Reliable	82 51.9% 100.0%	36 52.9% 43.9%	5 50.0% 6.1%	21 51.2% 25.6%	18 54.5% 22.0%	16 55.2% 19.5%	11 50.0% 13.4%	5 55.6% 6.1%	3 60.0% 3.7%	0 0.0% 0.0%	2 66.7% 2.4%	4 40.0% 4.9%	4 44.4% 4.9%
Recommended by magazine	35 22.2% 100.0%	15 22.1% 42.9%	1 10.0% 2.9%	16 39.0% 45.7%	6 18.2% 17.1%	11 37.9% 31.4%	5 22.7% 14.3%	1 11.1% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 20.0% 5.7%	3 33.3% 8.6%
Great taste	102 64.6% 100.0%	45 66.2% 44.1%	7 70.0% 6.9%	28 68.3% 27.5%	25 75.8% 24.5%	21 72.4% 20.6%	13 59.1% 12.7%	5 55.6% 4.9%	4 80.0% 3.9%	0 0.0% 0.0%	2 66.7% 2.0%	3 30.0% 2.9%	7 77.8% 6.9%
Good value	68 43.0% 100.0%	25 36.8% 36.8%	3 30.0% 4.4%	17 41.5% 25.0%	13 39.4% 19.1%	13 44.8% 19.1%	10 45.5% 14.7%	4 44.4% 5.9%	4 80.0% 5.9%	0 0.0% 0.0%	1 33.3% 1.5%	2 20.0% 2.9%	5 55.6% 7.4%
For social smokers	42 26.6% 100.0%	17 25.0% 40.5%	2 20.0% 4.8%	9 22.0% 21.4%	8 24.2% 19.0%	6 20.7% 14.3%	4 18.2% 9.5%	2 22.2% 4.8%	2 40.0% 4.8%	0 0.0% 0.0%	2 66.7% 4.8%	2 20.0% 4.8%	2 22.2% 4.8%
Good for everyday	53 33.5% 100.0%	24 35.3% 45.3%	3 30.0% 5.7%	16 39.0% 30.2%	12 36.4% 22.6%	9 31.0% 17.0%	8 36.4% 15.1%	4 44.4% 7.5%	3 60.0% 5.7%	0 0.0% 0.0%	1 33.3% 1.9%	2 20.0% 3.8%	3 33.3% 5.7%
Fresh	80 50.6% 100.0%	42 61.8% 52.5%	7 70.0% 8.8%	23 56.1% 28.8%	22 66.7% 27.5%	15 51.7% 18.8%	10 45.5% 12.5%	4 44.4% 5.0%	2 40.0% 2.5%	0 0.0% 0.0%	2 66.7% 2.5%	3 30.0% 3.8%	6 66.7% 7.5%
Good for relaxing	80 50.6% 100.0%	36 52.9% 45.0%	6 60.0% 7.5%	21 51.2% 26.3%	20 60.6% 25.0%	16 55.2% 20.0%	9 40.9% 11.3%	3 33.3% 3.8%	3 60.0% 3.8%	0 0.0% 0.0%	2 66.7% 2.5%	5 50.0% 6.3%	5 55.6% 6.3%
Easy to find/widely available	81 51.3% 100.0%	34 50.0% 42.0%	4 40.0% 4.9%	19 46.3% 23.5%	19 57.6% 23.5%	14 48.3% 17.3%	18 81.8% 22.2%	6 66.7% 7.4%	4 80.0% 4.9%	0 0.0% 0.0%	3 100.0% 3.7%	4 40.0% 4.9%	5 55.6% 6.2%
Full flavored	59 37.3% 100.0%	27 39.7% 45.8%	5 50.0% 8.5%	17 41.5% 28.8%	14 42.4% 23.7%	10 34.5% 16.9%	7 31.8% 11.9%	3 33.3% 5.1%	2 40.0% 3.4%	0 0.0% 0.0%	3 100.0% 5.1%	0 0.0% 0.0%	5 55.6% 8.5%
Medium taste	50 31.6% 100.0%	17 25.0% 34.0%	1 10.0% 2.0%	15 36.6% 30.0%	12 36.4% 24.0%	13 44.8% 26.0%	9 40.9% 18.0%	3 33.3% 6.0%	1 20.0% 2.0%	0 0.0% 0.0%	1 33.3% 2.0%	5 50.0% 10.0%	4 44.4% 8.0%
Good as a reward	45 28.5% 100.0%	20 29.4% 44.4%	4 40.0% 8.9%	12 29.3% 26.7%	9 27.3% 20.0%	12 41.4% 26.7%	7 31.8% 15.6%	1 11.1% 2.2%	1 20.0% 2.2%	0 0.0% 0.0%	2 66.7% 4.4%	3 30.0% 6.7%	4 44.4% 8.9%
Low price	17 10.8% 100.0%	8 11.8% 47.1%	0 0.0% 0.0%	4 9.8% 23.5%	4 12.1% 23.5%	2 6.9% 11.8%	2 9.1% 11.8%	1 11.1% 5.9%	1 20.0% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 5.9%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	158 100.0% 100.0%	68 100.0% 43.0%	10 100.0% 6.3%	41 100.0% 25.9%	33 100.0% 20.9%	29 100.0% 18.4%	22 100.0% 13.9%	9 100.0% 5.7%	5 100.0% 3.2%	1 100.0% 0.6%	3 100.0% 1.9%	10 100.0% 6.3%	9 100.0% 5.7%
Smooth taste	83 52.5% 100.0%	35 51.5% 42.2%	4 40.0% 4.8%	18 43.9% 21.7%	18 54.5% 21.7%	16 55.2% 19.3%	12 54.5% 14.5%	3 33.3% 3.6%	3 60.0% 3.6%	0 0.0% 0.0%	3 100.0% 3.6%	3 30.0% 3.6%	4 44.4% 4.8%
Good for special occasions	55 34.8% 100.0%	23 33.8% 41.8%	3 30.0% 5.5%	10 24.4% 18.2%	12 36.4% 21.8%	9 31.0% 16.4%	6 27.3% 10.9%	1 11.1% 1.8%	2 40.0% 3.6%	1 100.0% 1.8%	2 66.7% 3.6%	4 40.0% 7.3%	3 33.3% 5.5%
Recommended by friends	35 22.2% 100.0%	16 23.5% 45.7%	4 40.0% 11.4%	9 22.0% 25.7%	10 30.3% 28.6%	8 27.6% 22.9%	2 9.1% 5.7%	2 22.2% 5.7%	1 20.0% 2.9%	1 100.0% 2.9%	1 33.3% 2.9%	0 0.0% 0.0%	3 33.3% 8.6%
Good for a gift	70 44.3% 100.0%	28 41.2% 40.0%	4 40.0% 5.7%	17 41.5% 24.3%	20 60.6% 28.6%	13 44.8% 18.6%	13 59.1% 18.6%	5 55.6% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 66.7% 2.9%	5 50.0% 7.1%	4 44.4% 5.7%
Consistent quality	99 62.7% 100.0%	46 67.6% 46.5%	5 50.0% 5.1%	27 65.9% 27.3%	25 75.8% 25.3%	20 69.0% 20.2%	13 59.1% 13.1%	4 44.4% 4.0%	2 40.0% 2.0%	1 100.0% 1.0%	2 66.7% 2.0%	5 50.0% 5.1%	7 77.8% 7.1%
Masculine	37 23.4% 100.0%	18 26.5% 48.6%	0 0.0% 0.0%	12 29.3% 32.4%	10 30.3% 27.0%	5 17.2% 13.5%	4 18.2% 10.8%	3 33.3% 8.1%	1 20.0% 2.7%	0 0.0% 0.0%	2 66.7% 5.4%	3 30.0% 8.1%	0 0.0% 0.0%
Brand I trust	109 69.0% 100.0%	49 72.1% 45.0%	7 70.0% 6.4%	26 63.4% 23.9%	24 72.7% 22.0%	19 65.5% 17.4%	14 63.6% 12.8%	5 55.6% 4.6%	4 80.0% 3.7%	1 100.0% 0.9%	3 100.0% 2.8%	7 70.0% 6.4%	7 77.8% 6.4%
Well constructed	83 52.5% 100.0%	38 55.9% 45.8%	5 50.0% 6.0%	22 53.7% 26.5%	19 57.6% 22.9%	15 51.7% 18.1%	10 45.5% 12.0%	3 33.3% 3.6%	3 60.0% 3.6%	1 100.0% 1.2%	2 66.7% 2.4%	3 30.0% 3.6%	7 77.8% 8.4%
Strong taste	19 12.0% 100.0%	11 16.2% 57.9%	1 10.0% 5.3%	9 22.0% 47.4%	8 24.2% 42.1%	4 13.8% 21.1%	3 13.6% 15.8%	1 11.1% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 5.3%	0 0.0% 0.0%	1 11.1% 5.3%
For serious smokers	59 37.3% 100.0%	26 38.2% 44.1%	4 40.0% 6.8%	18 43.9% 30.5%	19 57.6% 32.2%	14 48.3% 23.7%	10 45.5% 16.9%	3 33.3% 5.1%	1 20.0% 1.7%	0 0.0% 0.0%	1 33.3% 1.7%	4 40.0% 6.8%	4 44.4% 6.8%
Popular	61 38.6% 100.0%	27 39.7% 44.3%	4 40.0% 6.6%	17 41.5% 27.9%	15 45.5% 24.6%	12 41.4% 19.7%	11 50.0% 18.0%	4 44.4% 6.6%	2 40.0% 3.3%	1 100.0% 1.6%	1 33.3% 1.6%	4 40.0% 6.6%	1 11.1% 1.6%
Easy to smoke	82 51.9% 100.0%	34 50.0% 41.5%	6 60.0% 7.3%	25 61.0% 30.5%	22 66.7% 26.8%	18 62.1% 22.0%	12 54.5% 14.6%	6 66.7% 7.3%	3 60.0% 3.7%	0 0.0% 0.0%	3 100.0% 3.7%	4 40.0% 4.9%	7 77.8% 8.5%
Easy draw	79 50.0% 100.0%	33 48.5% 41.8%	5 50.0% 6.3%	24 58.5% 30.4%	23 69.7% 29.1%	18 62.1% 22.8%	13 59.1% 16.5%	6 66.7% 7.6%	3 60.0% 3.8%	0 0.0% 0.0%	3 100.0% 3.8%	4 40.0% 5.1%	7 77.8% 8.9%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	158 100.0% 100.0%	68 100.0% 43.0%	10 100.0% 6.3%	41 100.0% 25.9%	33 100.0% 20.9%	29 100.0% 18.4%	22 100.0% 13.9%	9 100.0% 5.7%	5 100.0% 3.2%	1 100.0% 0.6%	3 100.0% 1.9%	10 100.0% 6.3%	9 100.0% 5.7%
No answer	8 5.1% 100.0%	4 5.9% 50.0%	0 0.0% 0.0%	1 2.4% 12.5%	0 0.0% 0.0%	1 3.4% 12.5%	1 4.5% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 12.5%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	63 100.0% 100.0%	19 100.0% 30.2%	7 100.0% 11.1%	21 100.0% 33.3%	17 100.0% 27.0%	14 100.0% 22.2%	40 100.0% 63.5%	17 100.0% 27.0%	2 100.0% 3.2%	1 100.0% 1.6%	0 0.0% 0.0%	3 100.0% 4.8%	6 100.0% 9.5%
Hoyo de Monterrey													
Casual	9 14.3% 100.0%	2 10.5% 22.2%	0 0.0% 0.0%	2 9.5% 22.2%	2 11.8% 22.2%	2 14.3% 22.2%	5 12.5% 55.6%	2 11.8% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 11.1%	1 16.7% 11.1%
Individualistic	12 19.0% 100.0%	4 21.1% 33.3%	1 14.3% 8.3%	5 23.8% 41.7%	5 29.4% 41.7%	3 21.4% 25.0%	7 17.5% 58.3%	3 17.6% 25.0%	1 50.0% 8.3%	1 100.0% 8.3%	0 0.0% 0.0%	1 33.3% 8.3%	2 33.3% 16.7%
Mild taste	10 15.9% 100.0%	2 10.5% 20.0%	0 0.0% 0.0%	2 9.5% 20.0%	2 11.8% 20.0%	1 7.1% 10.0%	6 15.0% 60.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 10.0%
High quality	31 49.2% 100.0%	8 42.1% 25.8%	2 28.6% 6.5%	14 66.7% 45.2%	8 47.1% 25.8%	9 64.3% 29.0%	20 50.0% 64.5%	11 64.7% 35.5%	1 50.0% 3.2%	1 100.0% 3.2%	0 0.0% 0.0%	1 33.3% 3.2%	4 66.7% 12.9%
Smart choice	21 33.3% 100.0%	5 26.3% 23.8%	2 28.6% 9.5%	6 28.6% 28.6%	5 29.4% 23.8%	6 42.9% 28.6%	12 30.0% 57.1%	5 29.4% 23.8%	1 50.0% 4.8%	1 100.0% 4.8%	0 0.0% 0.0%	1 33.3% 4.8%	4 66.7% 19.0%
Refined taste	13 20.6% 100.0%	4 21.1% 30.8%	1 14.3% 7.7%	5 23.8% 38.5%	3 17.6% 23.1%	6 42.9% 46.2%	11 27.5% 84.6%	7 41.2% 53.8%	1 50.0% 7.7%	1 100.0% 7.7%	0 0.0% 0.0%	1 33.3% 7.7%	3 50.0% 23.1%
Recommended by tobacconists	19 30.2% 100.0%	6 31.6% 31.6%	1 14.3% 5.3%	7 33.3% 36.8%	9 52.9% 47.4%	4 28.6% 21.1%	13 32.5% 68.4%	5 29.4% 26.3%	1 50.0% 5.3%	1 100.0% 5.3%	0 0.0% 0.0%	1 33.3% 5.3%	2 33.3% 10.5%
Attractive packaging	11 17.5% 100.0%	3 15.8% 27.3%	1 14.3% 9.1%	4 19.0% 36.4%	4 23.5% 36.4%	3 21.4% 27.3%	7 17.5% 63.6%	3 17.6% 27.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Sophisticated	9 14.3% 100.0%	2 10.5% 22.2%	0 0.0% 0.0%	2 9.5% 22.2%	2 11.8% 22.2%	2 14.3% 22.2%	6 15.0% 66.7%	2 11.8% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 11.1%
Innovative	2 3.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Trendy	4 6.3% 100.0%	1 5.3% 25.0%	0 0.0% 0.0%	1 4.8% 25.0%	1 5.9% 25.0%	1 7.1% 25.0%	2 5.0% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 25.0%
Prestigious	7 11.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.8% 14.3%	2 11.8% 28.6%	1 7.1% 14.3%	4 10.0% 57.1%	3 17.6% 42.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Sporty	5 7.9% 100.0%	1 5.3% 20.0%	0 0.0% 0.0%	2 9.5% 40.0%	1 5.9% 20.0%	0 0.0% 0.0%	2 5.0% 40.0%	1 5.9% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	63 100.0% 100.0%	19 100.0% 30.2%	7 100.0% 11.1%	21 100.0% 33.3%	17 100.0% 27.0%	14 100.0% 22.2%	40 100.0% 63.5%	17 100.0% 27.0%	2 100.0% 3.2%	1 100.0% 1.6%	0 0.0% 0.0%	3 100.0% 4.8%	6 100.0% 9.5%
Reliable	25 39.7% 100.0%	7 36.8% 28.0%	2 28.6% 8.0%	10 47.6% 40.0%	8 47.1% 32.0%	9 64.3% 36.0%	17 42.5% 68.0%	9 52.9% 36.0%	1 50.0% 4.0%	1 100.0% 4.0%	0 0.0% 0.0%	1 33.3% 4.0%	5 83.3% 20.0%
Recommended by magazine	14 22.2% 100.0%	2 10.5% 14.3%	1 14.3% 7.1%	7 33.3% 50.0%	2 11.8% 14.3%	5 35.7% 35.7%	10 25.0% 71.4%	5 29.4% 35.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 33.3% 14.3%
Great taste	34 54.0% 100.0%	9 47.4% 26.5%	1 14.3% 2.9%	9 42.9% 26.5%	6 35.3% 17.6%	9 64.3% 26.5%	21 52.5% 61.8%	8 47.1% 23.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 50.0% 8.8%
Good value	26 41.3% 100.0%	8 42.1% 30.8%	0 0.0% 0.0%	10 47.6% 38.5%	6 35.3% 23.1%	5 35.7% 19.2%	17 42.5% 65.4%	6 35.3% 23.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 3.8%	3 50.0% 11.5%
For social smokers	14 22.2% 100.0%	5 26.3% 35.7%	2 28.6% 14.3%	6 28.6% 42.9%	6 35.3% 42.9%	5 35.7% 35.7%	10 25.0% 71.4%	4 23.5% 28.6%	1 50.0% 7.1%	1 100.0% 7.1%	0 0.0% 0.0%	1 33.3% 7.1%	3 50.0% 21.4%
Good for everyday	24 38.1% 100.0%	9 47.4% 37.5%	1 14.3% 4.2%	10 47.6% 41.7%	7 41.2% 29.2%	7 50.0% 29.2%	18 45.0% 75.0%	10 58.8% 41.7%	1 50.0% 4.2%	1 100.0% 4.2%	0 0.0% 0.0%	2 66.7% 8.3%	3 50.0% 12.5%
Fresh	39 61.9% 100.0%	11 57.9% 28.2%	1 14.3% 2.6%	12 57.1% 30.8%	10 58.8% 25.6%	10 71.4% 25.6%	23 57.5% 59.0%	9 52.9% 23.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 2.6%	4 66.7% 10.3%
Good for relaxing	37 58.7% 100.0%	11 57.9% 29.7%	2 28.6% 5.4%	10 47.6% 27.0%	12 70.6% 32.4%	8 57.1% 21.6%	24 60.0% 64.9%	8 47.1% 21.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 66.7% 5.4%	3 50.0% 8.1%
Easy to find/widely available	35 55.6% 100.0%	11 57.9% 31.4%	4 57.1% 11.4%	13 61.9% 37.1%	9 52.9% 25.7%	9 64.3% 25.7%	23 57.5% 65.7%	11 64.7% 31.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 2.9%	4 66.7% 11.4%
Full flavored	25 39.7% 100.0%	10 52.6% 40.0%	1 14.3% 4.0%	10 47.6% 40.0%	10 58.8% 40.0%	7 50.0% 28.0%	14 35.0% 56.0%	7 41.2% 28.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 66.7% 8.0%	2 33.3% 8.0%
Medium taste	19 30.2% 100.0%	3 15.8% 15.8%	1 14.3% 5.3%	4 19.0% 21.1%	3 17.6% 15.8%	4 28.6% 21.1%	8 20.0% 42.1%	3 17.6% 15.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 5.3%
Good as a reward	11 17.5% 100.0%	3 15.8% 27.3%	0 0.0% 0.0%	4 19.0% 36.4%	5 29.4% 45.5%	3 21.4% 27.3%	8 20.0% 72.7%	4 23.5% 36.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 9.1%	0 0.0% 0.0%
Low price	16 25.4% 100.0%	4 21.1% 25.0%	0 0.0% 0.0%	6 28.6% 37.5%	4 23.5% 25.0%	6 42.9% 37.5%	11 27.5% 68.8%	8 47.1% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 66.7% 12.5%	2 33.3% 12.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	63 100.0% 100.0%	19 100.0% 30.2%	7 100.0% 11.1%	21 100.0% 33.3%	17 100.0% 27.0%	14 100.0% 22.2%	40 100.0% 63.5%	17 100.0% 27.0%	2 100.0% 3.2%	1 100.0% 1.6%	0 0.0% 0.0%	3 100.0% 4.8%	6 100.0% 9.5%
Smooth taste	28 44.4% 100.0%	10 52.6% 35.7%	1 14.3% 3.6%	9 42.9% 32.1%	7 41.2% 25.0%	8 57.1% 28.6%	21 52.5% 75.0%	6 35.3% 21.4%	1 50.0% 3.6%	1 100.0% 3.6%	0 0.0% 0.0%	2 66.7% 7.1%	3 50.0% 10.7%
Good for special occasions	18 28.6% 100.0%	4 21.1% 22.2%	2 28.6% 11.1%	6 28.6% 33.3%	7 41.2% 38.9%	6 42.9% 33.3%	11 27.5% 61.1%	6 35.3% 33.3%	1 50.0% 5.6%	1 100.0% 5.6%	0 0.0% 0.0%	1 33.3% 5.6%	3 50.0% 16.7%
Recommended by friends	12 19.0% 100.0%	3 15.8% 25.0%	1 14.3% 8.3%	3 14.3% 25.0%	5 29.4% 41.7%	2 14.3% 16.7%	7 17.5% 58.3%	4 23.5% 33.3%	1 50.0% 8.3%	1 100.0% 8.3%	0 0.0% 0.0%	1 33.3% 8.3%	1 16.7% 8.3%
Good for a gift	20 31.7% 100.0%	4 21.1% 20.0%	1 14.3% 5.0%	5 23.8% 25.0%	6 35.3% 30.0%	5 35.7% 25.0%	16 40.0% 80.0%	7 41.2% 35.0%	1 50.0% 5.0%	1 100.0% 5.0%	0 0.0% 0.0%	1 33.3% 5.0%	3 50.0% 15.0%
Consistent quality	40 63.5% 100.0%	13 68.4% 32.5%	4 57.1% 10.0%	14 66.7% 35.0%	12 70.6% 30.0%	10 71.4% 25.0%	28 70.0% 70.0%	12 70.6% 30.0%	2 100.0% 5.0%	1 100.0% 2.5%	0 0.0% 0.0%	2 66.7% 5.0%	4 66.7% 10.0%
Masculine	14 22.2% 100.0%	8 42.1% 57.1%	1 14.3% 7.1%	9 42.9% 64.3%	5 29.4% 35.7%	5 35.7% 35.7%	9 22.5% 64.3%	4 23.5% 28.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 7.1%	1 16.7% 7.1%
Brand I trust	32 50.8% 100.0%	12 63.2% 37.5%	3 42.9% 9.4%	11 52.4% 34.4%	11 64.7% 34.4%	7 50.0% 21.9%	22 55.0% 68.8%	7 41.2% 21.9%	1 50.0% 3.1%	1 100.0% 3.1%	0 0.0% 0.0%	2 66.7% 6.3%	3 50.0% 9.4%
Well constructed	36 57.1% 100.0%	10 52.6% 27.8%	2 28.6% 5.6%	13 61.9% 36.1%	8 47.1% 22.2%	8 57.1% 22.2%	23 57.5% 63.9%	11 64.7% 30.6%	1 50.0% 2.8%	1 100.0% 2.8%	0 0.0% 0.0%	2 66.7% 5.6%	4 66.7% 11.1%
Strong taste	12 19.0% 100.0%	3 15.8% 25.0%	1 14.3% 8.3%	4 19.0% 33.3%	5 29.4% 41.7%	2 14.3% 16.7%	5 12.5% 41.7%	3 17.6% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 8.3%
For serious smokers	26 41.3% 100.0%	13 68.4% 50.0%	3 42.9% 11.5%	11 52.4% 42.3%	11 64.7% 42.3%	8 57.1% 30.8%	19 47.5% 73.1%	9 52.9% 34.6%	1 50.0% 3.8%	1 100.0% 3.8%	0 0.0% 0.0%	2 66.7% 7.7%	3 50.0% 11.5%
Popular	18 28.6% 100.0%	9 47.4% 50.0%	4 57.1% 22.2%	8 38.1% 44.4%	10 58.8% 55.6%	6 42.9% 33.3%	14 35.0% 77.8%	6 35.3% 33.3%	1 50.0% 5.6%	1 100.0% 5.6%	0 0.0% 0.0%	2 66.7% 11.1%	3 50.0% 16.7%
Easy to smoke	33 52.4% 100.0%	8 42.1% 24.2%	3 42.9% 9.1%	12 57.1% 36.4%	8 47.1% 24.2%	8 57.1% 24.2%	20 50.0% 60.6%	11 64.7% 33.3%	1 50.0% 3.0%	1 100.0% 3.0%	0 0.0% 0.0%	1 33.3% 3.0%	4 66.7% 12.1%
Easy draw	37 58.7% 100.0%	10 52.6% 27.0%	3 42.9% 8.1%	13 61.9% 35.1%	10 58.8% 27.0%	10 71.4% 27.0%	23 57.5% 62.2%	13 76.5% 35.1%	1 50.0% 2.7%	1 100.0% 2.7%	0 0.0% 0.0%	2 66.7% 5.4%	4 66.7% 10.8%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	63 100.0% 100.0%	19 100.0% 30.2%	7 100.0% 11.1%	21 100.0% 33.3%	17 100.0% 27.0%	14 100.0% 22.2%	40 100.0% 63.5%	17 100.0% 27.0%	2 100.0% 3.2%	1 100.0% 1.6%	0 0.0% 0.0%	3 100.0% 4.8%	6 100.0% 9.5%
No answer	1 1.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	66	18	10	21	19	15	22	39	4	2	1	5	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	27.3%	15.2%	31.8%	28.8%	22.7%	33.3%	59.1%	6.1%	3.0%	1.5%	7.6%	4.5%
Hoyo de Monterrey Excalibur													
Casual	9	3	1	3	3	3	1	5	1	0	0	1	0
	13.6%	16.7%	10.0%	14.3%	15.8%	20.0%	4.5%	12.8%	25.0%	0.0%	0.0%	20.0%	0.0%
	100.0%	33.3%	11.1%	33.3%	33.3%	33.3%	11.1%	55.6%	11.1%	0.0%	0.0%	11.1%	0.0%
Individualistic	13	4	0	4	3	5	4	8	2	1	1	0	1
	19.7%	22.2%	0.0%	19.0%	15.8%	33.3%	18.2%	20.5%	50.0%	50.0%	100.0%	0.0%	33.3%
	100.0%	30.8%	0.0%	30.8%	23.1%	38.5%	30.8%	61.5%	15.4%	7.7%	7.7%	0.0%	7.7%
Mild taste	11	1	1	1	2	1	1	3	2	1	1	1	0
	16.7%	5.6%	10.0%	4.8%	10.5%	6.7%	4.5%	7.7%	50.0%	50.0%	100.0%	20.0%	0.0%
	100.0%	9.1%	9.1%	9.1%	18.2%	9.1%	9.1%	27.3%	18.2%	9.1%	9.1%	9.1%	0.0%
High quality	34	8	4	12	9	10	13	24	2	2	1	2	3
	51.5%	44.4%	40.0%	57.1%	47.4%	66.7%	59.1%	61.5%	50.0%	100.0%	100.0%	40.0%	100.0%
	100.0%	23.5%	11.8%	35.3%	26.5%	29.4%	38.2%	70.6%	5.9%	5.9%	2.9%	5.9%	8.8%
Smart choice	19	5	2	6	5	8	9	14	2	2	1	1	2
	28.8%	27.8%	20.0%	28.6%	26.3%	53.3%	40.9%	35.9%	50.0%	100.0%	100.0%	20.0%	66.7%
	100.0%	26.3%	10.5%	31.6%	26.3%	42.1%	47.4%	73.7%	10.5%	10.5%	5.3%	5.3%	10.5%
Refined taste	25	6	3	8	5	8	10	15	2	2	1	2	3
	37.9%	33.3%	30.0%	38.1%	26.3%	53.3%	45.5%	38.5%	50.0%	100.0%	100.0%	40.0%	100.0%
	100.0%	24.0%	12.0%	32.0%	20.0%	32.0%	40.0%	60.0%	8.0%	8.0%	4.0%	8.0%	12.0%
Recommended by tobacconists	24	8	4	10	11	4	10	12	1	1	0	5	1
	36.4%	44.4%	40.0%	47.6%	57.9%	26.7%	45.5%	30.8%	25.0%	50.0%	0.0%	100.0%	33.3%
	100.0%	33.3%	16.7%	41.7%	45.8%	16.7%	41.7%	50.0%	4.2%	4.2%	0.0%	20.8%	4.2%
Attractive packaging	12	4	1	4	3	3	4	6	1	1	1	0	0
	18.2%	22.2%	10.0%	19.0%	15.8%	20.0%	18.2%	15.4%	25.0%	50.0%	100.0%	0.0%	0.0%
	100.0%	33.3%	8.3%	33.3%	25.0%	25.0%	33.3%	50.0%	8.3%	8.3%	8.3%	0.0%	0.0%
Sophisticated	12	4	2	4	2	6	5	6	1	1	1	1	1
	18.2%	22.2%	20.0%	19.0%	10.5%	40.0%	22.7%	15.4%	25.0%	50.0%	100.0%	20.0%	33.3%
	100.0%	33.3%	16.7%	33.3%	16.7%	50.0%	41.7%	50.0%	8.3%	8.3%	8.3%	8.3%	8.3%
Innovative	6	2	0	1	1	2	2	4	0	0	0	0	1
	9.1%	11.1%	0.0%	4.8%	5.3%	13.3%	9.1%	10.3%	0.0%	0.0%	0.0%	0.0%	33.3%
	100.0%	33.3%	0.0%	16.7%	16.7%	33.3%	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%	16.7%
Trendy	4	3	1	1	1	0	0	2	0	0	0	1	0
	6.1%	16.7%	10.0%	4.8%	5.3%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	20.0%	0.0%
	100.0%	75.0%	25.0%	25.0%	25.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	25.0%	0.0%
Prestigious	14	3	1	3	2	3	3	6	2	1	1	1	0
	21.2%	16.7%	10.0%	14.3%	10.5%	20.0%	13.6%	15.4%	50.0%	50.0%	100.0%	20.0%	0.0%
	100.0%	21.4%	7.1%	21.4%	14.3%	21.4%	21.4%	42.9%	14.3%	7.1%	7.1%	7.1%	0.0%
Sporty	9	2	0	1	2	2	2	4	2	1	1	0	0
	13.6%	11.1%	0.0%	4.8%	10.5%	13.3%	9.1%	10.3%	50.0%	50.0%	100.0%	0.0%	0.0%
	100.0%	22.2%	0.0%	11.1%	22.2%	22.2%	22.2%	44.4%	22.2%	11.1%	11.1%	0.0%	0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	66 100.0% 100.0%	18 100.0% 27.3%	10 100.0% 15.2%	21 100.0% 31.8%	19 100.0% 28.8%	15 100.0% 22.7%	22 100.0% 33.3%	39 100.0% 59.1%	4 100.0% 6.1%	2 100.0% 3.0%	1 100.0% 1.5%	5 100.0% 7.6%	3 100.0% 4.5%
Reliable	28 42.4% 100.0%	7 38.9% 25.0%	4 40.0% 14.3%	10 47.6% 35.7%	8 42.1% 28.6%	6 40.0% 21.4%	10 45.5% 35.7%	18 46.2% 64.3%	1 25.0% 3.6%	1 50.0% 3.6%	0 0.0% 0.0%	3 60.0% 10.7%	3 100.0% 10.7%
Recommended by magazine	10 15.2% 100.0%	0 0.0% 0.0%	1 10.0% 10.0%	5 23.8% 50.0%	2 10.5% 20.0%	4 26.7% 40.0%	5 22.7% 50.0%	8 20.5% 80.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 66.7% 20.0%
Great taste	40 60.6% 100.0%	9 50.0% 22.5%	3 30.0% 7.5%	10 47.6% 25.0%	10 52.6% 25.0%	11 73.3% 27.5%	13 59.1% 32.5%	27 69.2% 67.5%	1 25.0% 2.5%	1 50.0% 2.5%	1 100.0% 2.5%	1 20.0% 2.5%	2 66.7% 5.0%
Good value	22 33.3% 100.0%	4 22.2% 18.2%	0 0.0% 0.0%	6 28.6% 27.3%	9 47.4% 40.9%	6 40.0% 27.3%	8 36.4% 36.4%	15 38.5% 68.2%	1 25.0% 4.5%	1 50.0% 4.5%	1 100.0% 4.5%	1 20.0% 4.5%	1 33.3% 4.5%
For social smokers	16 24.2% 100.0%	8 44.4% 50.0%	3 30.0% 18.8%	5 23.8% 31.3%	7 36.8% 43.8%	6 40.0% 37.5%	4 18.2% 25.0%	8 20.5% 50.0%	3 75.0% 18.8%	2 100.0% 12.5%	1 100.0% 6.3%	3 60.0% 18.8%	1 33.3% 6.3%
Good for everyday	16 24.2% 100.0%	4 22.2% 25.0%	2 20.0% 12.5%	4 19.0% 25.0%	7 36.8% 43.8%	6 40.0% 37.5%	6 27.3% 37.5%	13 33.3% 81.3%	1 25.0% 6.3%	1 50.0% 6.3%	0 0.0% 0.0%	1 20.0% 6.3%	3 100.0% 18.8%
Fresh	29 43.9% 100.0%	8 44.4% 27.6%	2 20.0% 6.9%	8 38.1% 27.6%	8 42.1% 27.6%	7 46.7% 24.1%	8 36.4% 27.6%	18 46.2% 62.1%	1 25.0% 3.4%	1 50.0% 3.4%	1 100.0% 3.4%	1 20.0% 3.4%	2 66.7% 6.9%
Good for relaxing	34 51.5% 100.0%	8 44.4% 23.5%	2 20.0% 5.9%	8 38.1% 23.5%	11 57.9% 32.4%	6 40.0% 17.6%	11 50.0% 32.4%	20 51.3% 58.8%	1 25.0% 2.9%	1 50.0% 2.9%	1 100.0% 2.9%	1 20.0% 2.9%	1 33.3% 2.9%
Easy to find/widely available	28 42.4% 100.0%	7 38.9% 25.0%	4 40.0% 14.3%	10 47.6% 35.7%	10 52.6% 35.7%	7 46.7% 25.0%	13 59.1% 46.4%	17 43.6% 60.7%	1 25.0% 3.6%	1 50.0% 3.6%	0 0.0% 0.0%	2 40.0% 7.1%	2 66.7% 7.1%
Full flavored	28 42.4% 100.0%	9 50.0% 32.1%	5 50.0% 17.9%	12 57.1% 42.9%	10 52.6% 35.7%	7 46.7% 25.0%	10 45.5% 35.7%	19 48.7% 67.9%	1 25.0% 3.6%	1 50.0% 3.6%	0 0.0% 0.0%	3 60.0% 10.7%	2 66.7% 7.1%
Medium taste	10 15.2% 100.0%	3 16.7% 30.0%	0 0.0% 0.0%	4 19.0% 40.0%	3 15.8% 30.0%	4 26.7% 40.0%	5 22.7% 50.0%	5 12.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 10.0%	0 0.0% 0.0%
Good as a reward	20 30.3% 100.0%	5 27.8% 25.0%	2 20.0% 10.0%	5 23.8% 25.0%	5 26.3% 25.0%	6 40.0% 30.0%	5 22.7% 25.0%	13 33.3% 65.0%	1 25.0% 5.0%	1 50.0% 5.0%	1 100.0% 5.0%	1 20.0% 5.0%	1 33.3% 5.0%
Low price	9 13.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 9.5% 22.2%	2 10.5% 22.2%	3 20.0% 33.3%	2 9.1% 22.2%	5 12.8% 55.6%	1 25.0% 11.1%	1 50.0% 11.1%	1 100.0% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	66 100.0% 100.0%	18 100.0% 27.3%	10 100.0% 15.2%	21 100.0% 31.8%	19 100.0% 28.8%	15 100.0% 22.7%	22 100.0% 33.3%	39 100.0% 59.1%	4 100.0% 6.1%	2 100.0% 3.0%	1 100.0% 1.5%	5 100.0% 7.6%	3 100.0% 4.5%
Smooth taste	33 50.0% 100.0%	9 50.0% 27.3%	5 50.0% 15.2%	12 57.1% 36.4%	9 47.4% 27.3%	10 66.7% 30.3%	13 59.1% 39.4%	20 51.3% 60.6%	2 50.0% 6.1%	2 100.0% 6.1%	1 100.0% 3.0%	3 60.0% 9.1%	3 100.0% 9.1%
Good for special occasions	24 36.4% 100.0%	8 44.4% 33.3%	2 20.0% 8.3%	6 28.6% 25.0%	5 26.3% 20.8%	5 33.3% 20.8%	6 27.3% 25.0%	18 46.2% 75.0%	2 50.0% 8.3%	1 50.0% 4.2%	0 0.0% 0.0%	2 40.0% 8.3%	2 66.7% 8.3%
Recommended by friends	14 21.2% 100.0%	5 27.8% 35.7%	2 20.0% 14.3%	3 14.3% 21.4%	4 21.1% 28.6%	3 20.0% 21.4%	3 13.6% 21.4%	10 25.6% 71.4%	2 50.0% 14.3%	1 50.0% 7.1%	0 0.0% 0.0%	2 40.0% 14.3%	1 33.3% 7.1%
Good for a gift	31 47.0% 100.0%	8 44.4% 25.8%	2 20.0% 6.5%	9 42.9% 29.0%	8 42.1% 25.8%	9 60.0% 29.0%	12 54.5% 38.7%	19 48.7% 61.3%	1 25.0% 3.2%	1 50.0% 3.2%	1 100.0% 3.2%	1 20.0% 3.2%	2 66.7% 6.5%
Consistent quality	38 57.6% 100.0%	9 50.0% 23.7%	4 40.0% 10.5%	12 57.1% 31.6%	9 47.4% 23.7%	8 53.3% 21.1%	12 54.5% 31.6%	26 66.7% 68.4%	2 50.0% 5.3%	1 50.0% 2.6%	1 100.0% 2.6%	2 40.0% 5.3%	2 66.7% 5.3%
Masculine	19 28.8% 100.0%	6 33.3% 31.6%	2 20.0% 10.5%	6 28.6% 31.6%	5 26.3% 26.3%	4 26.7% 21.1%	5 22.7% 26.3%	7 17.9% 36.8%	1 25.0% 5.3%	1 50.0% 5.3%	1 100.0% 5.3%	2 40.0% 10.5%	0 0.0% 0.0%
Brand I trust	43 65.2% 100.0%	12 66.7% 27.9%	6 60.0% 14.0%	15 71.4% 34.9%	12 63.2% 27.9%	12 80.0% 27.9%	14 63.6% 32.6%	26 66.7% 60.5%	2 50.0% 4.7%	2 100.0% 4.7%	1 100.0% 2.3%	4 80.0% 9.3%	3 100.0% 7.0%
Well constructed	40 60.6% 100.0%	9 50.0% 22.5%	4 40.0% 10.0%	13 61.9% 32.5%	11 57.9% 27.5%	10 66.7% 25.0%	13 59.1% 32.5%	25 64.1% 62.5%	2 50.0% 5.0%	2 100.0% 5.0%	1 100.0% 2.5%	3 60.0% 7.5%	3 100.0% 7.5%
Strong taste	24 36.4% 100.0%	6 33.3% 25.0%	2 20.0% 8.3%	8 38.1% 33.3%	5 26.3% 20.8%	4 26.7% 16.7%	7 31.8% 29.2%	13 33.3% 54.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 40.0% 8.3%	1 33.3% 4.2%
For serious smokers	33 50.0% 100.0%	11 61.1% 33.3%	5 50.0% 15.2%	16 76.2% 48.5%	12 63.2% 36.4%	10 66.7% 30.3%	13 59.1% 39.4%	21 53.8% 63.6%	1 25.0% 3.0%	1 50.0% 3.0%	0 0.0% 0.0%	3 60.0% 9.1%	3 100.0% 9.1%
Popular	23 34.8% 100.0%	8 44.4% 34.8%	4 40.0% 17.4%	9 42.9% 39.1%	9 47.4% 39.1%	6 40.0% 26.1%	9 40.9% 39.1%	12 30.8% 52.2%	1 25.0% 4.3%	1 50.0% 4.3%	0 0.0% 0.0%	2 40.0% 8.7%	2 66.7% 8.7%
Easy to smoke	36 54.5% 100.0%	12 66.7% 33.3%	6 60.0% 16.7%	12 57.1% 33.3%	11 57.9% 30.6%	10 66.7% 27.8%	14 63.6% 38.9%	21 53.8% 58.3%	2 50.0% 5.6%	2 100.0% 5.6%	1 100.0% 2.8%	4 80.0% 11.1%	3 100.0% 8.3%
Easy draw	38 57.6% 100.0%	11 61.1% 28.9%	4 40.0% 10.5%	13 61.9% 34.2%	12 63.2% 31.6%	12 80.0% 31.6%	15 68.2% 39.5%	23 59.0% 60.5%	3 75.0% 7.9%	2 100.0% 5.3%	1 100.0% 2.6%	3 60.0% 7.9%	3 100.0% 7.9%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	66 100.0% 100.0%	18 100.0% 27.3%	10 100.0% 15.2%	21 100.0% 31.8%	19 100.0% 28.8%	15 100.0% 22.7%	22 100.0% 33.3%	39 100.0% 59.1%	4 100.0% 6.1%	2 100.0% 3.0%	1 100.0% 1.5%	5 100.0% 7.6%	3 100.0% 4.5%
No answer	4 6.1% 100.0%	2 11.1% 50.0%	2 20.0% 50.0%	1 4.8% 25.0%	2 10.5% 50.0%	0 0.0% 0.0%	2 9.1% 50.0%	3 7.7% 75.0%	1 25.0% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	303 100.0% 100.0%	219 100.0% 72.3%	40 100.0% 13.2%	56 100.0% 18.5%	38 100.0% 12.5%	47 100.0% 15.5%	19 100.0% 6.3%	13 100.0% 4.3%	21 100.0% 6.9%	5 100.0% 1.7%	2 100.0% 0.7%	42 100.0% 13.9%	12 100.0% 4.0%
Macanudo													
Casual	78 25.7% 100.0%	60 27.4% 76.9%	7 17.5% 9.0%	13 23.2% 16.7%	7 18.4% 9.0%	8 17.0% 10.3%	3 15.8% 3.8%	2 15.4% 2.6%	6 28.6% 7.7%	1 20.0% 1.3%	1 50.0% 1.3%	8 19.0% 10.3%	2 16.7% 2.6%
Individualistic	46 15.2% 100.0%	30 13.7% 65.2%	5 12.5% 10.9%	14 25.0% 30.4%	6 15.8% 13.0%	4 8.5% 8.7%	6 31.6% 13.0%	3 23.1% 6.5%	4 19.0% 8.7%	0 0.0% 0.0%	0 0.0% 0.0%	6 14.3% 13.0%	1 8.3% 2.2%
Mild taste	124 40.9% 100.0%	95 43.4% 76.6%	12 30.0% 9.7%	21 37.5% 16.9%	20 52.6% 16.1%	15 31.9% 12.1%	9 47.4% 7.3%	5 38.5% 4.0%	7 33.3% 5.6%	1 20.0% 0.8%	1 50.0% 0.8%	21 50.0% 16.9%	4 33.3% 3.2%
High quality	186 61.4% 100.0%	144 65.8% 77.4%	23 57.5% 12.4%	40 71.4% 21.5%	25 65.8% 13.4%	25 53.2% 13.4%	10 52.6% 5.4%	8 61.5% 4.3%	15 71.4% 8.1%	3 60.0% 1.6%	1 50.0% 0.5%	33 78.6% 17.7%	8 66.7% 4.3%
Smart choice	115 38.0% 100.0%	86 39.3% 74.8%	16 40.0% 13.9%	23 41.1% 20.0%	16 42.1% 13.9%	12 25.5% 10.4%	8 42.1% 7.0%	4 30.8% 3.5%	11 52.4% 9.6%	2 40.0% 1.7%	2 100.0% 1.7%	20 47.6% 17.4%	4 33.3% 3.5%
Refined taste	105 34.7% 100.0%	82 37.4% 78.1%	12 30.0% 11.4%	21 37.5% 20.0%	17 44.7% 16.2%	13 27.7% 12.4%	7 36.8% 6.7%	5 38.5% 4.8%	10 47.6% 9.5%	1 20.0% 1.0%	1 50.0% 1.0%	19 45.2% 18.1%	3 25.0% 2.9%
Recommended by tobacconists	131 43.2% 100.0%	102 46.6% 77.9%	17 42.5% 13.0%	31 55.4% 23.7%	19 50.0% 14.5%	18 38.3% 13.7%	7 36.8% 5.3%	6 46.2% 4.6%	9 42.9% 6.9%	0 0.0% 0.0%	1 50.0% 0.8%	25 59.5% 19.1%	4 33.3% 3.1%
Attractive packaging	73 24.1% 100.0%	55 25.1% 75.3%	8 20.0% 11.0%	18 32.1% 24.7%	9 23.7% 12.3%	8 17.0% 11.0%	8 42.1% 11.0%	6 46.2% 8.2%	5 23.8% 6.8%	0 0.0% 0.0%	1 50.0% 1.4%	15 35.7% 20.5%	2 16.7% 2.7%
Sophisticated	60 19.8% 100.0%	48 21.9% 80.0%	4 10.0% 6.7%	15 26.8% 25.0%	8 21.1% 13.3%	7 14.9% 11.7%	8 42.1% 13.3%	4 30.8% 6.7%	4 19.0% 6.7%	1 20.0% 1.7%	0 0.0% 0.0%	13 31.0% 21.7%	1 8.3% 1.7%
Innovative	22 7.3% 100.0%	17 7.8% 77.3%	2 5.0% 9.1%	6 10.7% 27.3%	4 10.5% 18.2%	4 8.5% 18.2%	3 15.8% 13.6%	4 30.8% 18.2%	1 4.8% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	3 7.1% 13.6%	1 8.3% 4.5%
Trendy	71 23.4% 100.0%	50 22.8% 70.4%	8 20.0% 11.3%	14 25.0% 19.7%	13 34.2% 18.3%	12 25.5% 16.9%	5 26.3% 7.0%	6 46.2% 8.5%	6 28.6% 8.5%	1 20.0% 1.4%	0 0.0% 0.0%	11 26.2% 15.5%	2 16.7% 2.8%
Prestigious	67 22.1% 100.0%	50 22.8% 74.6%	5 12.5% 7.5%	8 14.3% 11.9%	8 21.1% 11.9%	7 14.9% 10.4%	4 21.1% 6.0%	5 38.5% 7.5%	6 28.6% 9.0%	1 20.0% 1.5%	0 0.0% 0.0%	14 33.3% 20.9%	0 0.0% 0.0%
Sporty	32 10.6% 100.0%	23 10.5% 71.9%	4 10.0% 12.5%	6 10.7% 18.8%	8 21.1% 25.0%	6 12.8% 18.8%	3 15.8% 9.4%	5 38.5% 15.6%	3 14.3% 9.4%	1 20.0% 3.1%	0 0.0% 0.0%	7 16.7% 21.9%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	303 100.0% 100.0%	219 100.0% 72.3%	40 100.0% 13.2%	56 100.0% 18.5%	38 100.0% 12.5%	47 100.0% 15.5%	19 100.0% 6.3%	13 100.0% 4.3%	21 100.0% 6.9%	5 100.0% 1.7%	2 100.0% 0.7%	42 100.0% 13.9%	12 100.0% 4.0%
Reliable	131 43.2% 100.0%	106 48.4% 80.9%	16 40.0% 12.2%	28 50.0% 21.4%	19 50.0% 14.5%	17 36.2% 13.0%	12 63.2% 9.2%	6 46.2% 4.6%	12 57.1% 9.2%	3 60.0% 2.3%	2 100.0% 1.5%	23 54.8% 17.6%	3 25.0% 2.3%
Recommended by magazine	65 21.5% 100.0%	46 21.0% 70.8%	5 12.5% 7.7%	17 30.4% 26.2%	10 26.3% 15.4%	11 23.4% 16.9%	4 21.1% 6.2%	6 46.2% 9.2%	5 23.8% 7.7%	0 0.0% 0.0%	1 50.0% 1.5%	15 35.7% 23.1%	1 8.3% 1.5%
Great taste	201 66.3% 100.0%	153 69.9% 76.1%	25 62.5% 12.4%	38 67.9% 18.9%	28 73.7% 13.9%	30 63.8% 14.9%	12 63.2% 6.0%	8 61.5% 4.0%	15 71.4% 7.5%	3 60.0% 1.5%	2 100.0% 1.0%	34 81.0% 16.9%	9 75.0% 4.5%
Good value	109 36.0% 100.0%	86 39.3% 78.9%	13 32.5% 11.9%	23 41.1% 21.1%	12 31.6% 11.0%	16 34.0% 14.7%	4 21.1% 3.7%	3 23.1% 2.8%	8 38.1% 7.3%	1 20.0% 0.9%	2 100.0% 1.8%	22 52.4% 20.2%	5 41.7% 4.6%
For social smokers	101 33.3% 100.0%	79 36.1% 78.2%	10 25.0% 9.9%	20 35.7% 19.8%	14 36.8% 13.9%	14 29.8% 13.9%	10 52.6% 9.9%	7 53.8% 6.9%	7 33.3% 6.9%	0 0.0% 0.0%	1 50.0% 1.0%	14 33.3% 13.9%	4 33.3% 4.0%
Good for everyday	98 32.3% 100.0%	79 36.1% 80.6%	12 30.0% 12.2%	23 41.1% 23.5%	14 36.8% 14.3%	14 29.8% 14.3%	6 31.6% 6.1%	5 38.5% 5.1%	11 52.4% 11.2%	1 20.0% 1.0%	0 0.0% 0.0%	19 45.2% 19.4%	5 41.7% 5.1%
Fresh	169 55.8% 100.0%	132 60.3% 78.1%	16 40.0% 9.5%	33 58.9% 19.5%	24 63.2% 14.2%	23 48.9% 13.6%	10 52.6% 5.9%	5 38.5% 3.0%	15 71.4% 8.9%	3 60.0% 1.8%	1 50.0% 0.6%	29 69.0% 17.2%	8 66.7% 4.7%
Good for relaxing	166 54.8% 100.0%	129 58.9% 77.7%	17 42.5% 10.2%	32 57.1% 19.3%	23 60.5% 13.9%	23 48.9% 13.9%	12 63.2% 7.2%	6 46.2% 3.6%	14 66.7% 8.4%	2 40.0% 1.2%	2 100.0% 1.2%	28 66.7% 16.9%	6 50.0% 3.6%
Easy to find/widely available	175 57.8% 100.0%	133 60.7% 76.0%	21 52.5% 12.0%	34 60.7% 19.4%	26 68.4% 14.9%	27 57.4% 15.4%	14 73.7% 8.0%	10 76.9% 5.7%	15 71.4% 8.6%	2 40.0% 1.1%	2 100.0% 1.1%	28 66.7% 16.0%	7 58.3% 4.0%
Full flavored	101 33.3% 100.0%	74 33.8% 73.3%	8 20.0% 7.9%	19 33.9% 18.8%	17 44.7% 16.8%	16 34.0% 15.8%	5 26.3% 5.0%	4 30.8% 4.0%	5 23.8% 5.0%	1 20.0% 1.0%	1 50.0% 1.0%	16 38.1% 15.8%	5 41.7% 5.0%
Medium taste	82 27.1% 100.0%	62 28.3% 75.6%	11 27.5% 13.4%	18 32.1% 22.0%	12 31.6% 14.6%	12 25.5% 14.6%	8 42.1% 9.8%	2 15.4% 2.4%	6 28.6% 7.3%	1 20.0% 1.2%	1 50.0% 1.2%	16 38.1% 19.5%	5 41.7% 6.1%
Good as a reward	90 29.7% 100.0%	63 28.8% 70.0%	11 27.5% 12.2%	18 32.1% 20.0%	13 34.2% 14.4%	13 27.7% 14.4%	7 36.8% 7.8%	5 38.5% 5.6%	5 23.8% 5.6%	3 60.0% 3.3%	0 0.0% 0.0%	20 47.6% 22.2%	2 16.7% 2.2%
Low price	34 11.2% 100.0%	24 11.0% 70.6%	2 5.0% 5.9%	5 8.9% 14.7%	6 15.8% 17.6%	3 6.4% 8.8%	1 5.3% 2.9%	1 7.7% 2.9%	1 4.8% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	4 9.5% 11.8%	1 8.3% 2.9%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	303 100.0% 100.0%	219 100.0% 72.3%	40 100.0% 13.2%	56 100.0% 18.5%	38 100.0% 12.5%	47 100.0% 15.5%	19 100.0% 6.3%	13 100.0% 4.3%	21 100.0% 6.9%	5 100.0% 1.7%	2 100.0% 0.7%	42 100.0% 13.9%	12 100.0% 4.0%
Smooth taste	174 57.4% 100.0%	134 61.2% 77.0%	18 45.0% 10.3%	27 48.2% 15.5%	20 52.6% 11.5%	27 57.4% 15.5%	12 63.2% 6.9%	6 46.2% 3.4%	14 66.7% 8.0%	4 80.0% 2.3%	2 100.0% 1.1%	28 66.7% 16.1%	6 50.0% 3.4%
Good for special occasions	131 43.2% 100.0%	104 47.5% 79.4%	12 30.0% 9.2%	21 37.5% 16.0%	17 44.7% 13.0%	12 25.5% 9.2%	8 42.1% 6.1%	5 38.5% 3.8%	10 47.6% 7.6%	5 100.0% 3.8%	2 100.0% 1.5%	25 59.5% 19.1%	1 8.3% 0.8%
Recommended by friends	115 38.0% 100.0%	87 39.7% 75.7%	16 40.0% 13.9%	21 37.5% 18.3%	15 39.5% 13.0%	13 27.7% 11.3%	3 15.8% 2.6%	4 30.8% 3.5%	9 42.9% 7.8%	4 80.0% 3.5%	2 100.0% 1.7%	17 40.5% 14.8%	0 0.0% 0.0%
Good for a gift	134 44.2% 100.0%	98 44.7% 73.1%	14 35.0% 10.4%	24 42.9% 17.9%	18 47.4% 13.4%	21 44.7% 15.7%	10 52.6% 7.5%	7 53.8% 5.2%	10 47.6% 7.5%	2 40.0% 1.5%	2 100.0% 1.5%	24 57.1% 17.9%	5 41.7% 3.7%
Consistent quality	200 66.0% 100.0%	152 69.4% 76.0%	27 67.5% 13.5%	40 71.4% 20.0%	26 68.4% 13.0%	27 57.4% 13.5%	12 63.2% 6.0%	8 61.5% 4.0%	14 66.7% 7.0%	2 40.0% 1.0%	2 100.0% 1.0%	37 88.1% 18.5%	7 58.3% 3.5%
Masculine	77 25.4% 100.0%	60 27.4% 77.9%	7 17.5% 9.1%	15 26.8% 19.5%	12 31.6% 15.6%	12 25.5% 15.6%	7 36.8% 9.1%	4 30.8% 5.2%	6 28.6% 7.8%	0 0.0% 0.0%	1 50.0% 1.3%	17 40.5% 22.1%	3 25.0% 3.9%
Brand I trust	207 68.3% 100.0%	163 74.4% 78.7%	25 62.5% 12.1%	39 69.6% 18.8%	28 73.7% 13.5%	31 66.0% 15.0%	12 63.2% 5.8%	7 53.8% 3.4%	16 76.2% 7.7%	4 80.0% 1.9%	2 100.0% 1.0%	34 81.0% 16.4%	8 66.7% 3.9%
Well constructed	184 60.7% 100.0%	143 65.3% 77.7%	21 52.5% 11.4%	35 62.5% 19.0%	24 63.2% 13.0%	24 51.1% 13.0%	12 63.2% 6.5%	7 53.8% 3.8%	13 61.9% 7.1%	4 80.0% 2.2%	2 100.0% 1.1%	32 76.2% 17.4%	7 58.3% 3.8%
Strong taste	39 12.9% 100.0%	23 10.5% 59.0%	5 12.5% 12.8%	6 10.7% 15.4%	7 18.4% 17.9%	10 21.3% 25.6%	2 10.5% 5.1%	3 23.1% 7.7%	3 14.3% 7.7%	1 20.0% 2.6%	1 50.0% 2.6%	6 14.3% 15.4%	5 41.7% 12.8%
For serious smokers	93 30.7% 100.0%	67 30.6% 72.0%	12 30.0% 12.9%	22 39.3% 23.7%	16 42.1% 17.2%	13 27.7% 14.0%	8 42.1% 8.6%	5 38.5% 5.4%	10 47.6% 10.8%	1 20.0% 1.1%	1 50.0% 1.1%	18 42.9% 19.4%	3 25.0% 3.2%
Popular	164 54.1% 100.0%	124 56.6% 75.6%	22 55.0% 13.4%	34 60.7% 20.7%	23 60.5% 14.0%	28 59.6% 17.1%	16 84.2% 9.8%	11 84.6% 6.7%	12 57.1% 7.3%	2 40.0% 1.2%	2 100.0% 1.2%	24 57.1% 14.6%	3 25.0% 1.8%
Easy to smoke	177 58.4% 100.0%	137 62.6% 77.4%	22 55.0% 12.4%	37 66.1% 20.9%	20 52.6% 11.3%	27 57.4% 15.3%	12 63.2% 6.8%	7 53.8% 4.0%	13 61.9% 7.3%	2 40.0% 1.1%	2 100.0% 1.1%	29 69.0% 16.4%	7 58.3% 4.0%
Easy draw	173 57.1% 100.0%	133 60.7% 76.9%	16 40.0% 9.2%	35 62.5% 20.2%	22 57.9% 12.7%	25 53.2% 14.5%	11 57.9% 6.4%	7 53.8% 4.0%	13 61.9% 7.5%	0 0.0% 0.0%	2 100.0% 1.2%	29 69.0% 16.8%	6 50.0% 3.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	303 100.0% 100.0%	219 100.0% 72.3%	40 100.0% 13.2%	56 100.0% 18.5%	38 100.0% 12.5%	47 100.0% 15.5%	19 100.0% 6.3%	13 100.0% 4.3%	21 100.0% 6.9%	5 100.0% 1.7%	2 100.0% 0.7%	42 100.0% 13.9%	12 100.0% 4.0%
No answer	22 7.3% 100.0%	14 6.4% 63.6%	3 7.5% 13.6%	1 1.8% 4.5%	3 7.9% 13.6%	1 2.1% 4.5%	1 5.3% 4.5%	2 15.4% 9.1%	1 4.8% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	92 100.0% 100.0%	30 100.0% 32.6%	11 100.0% 12.0%	26 100.0% 28.3%	15 100.0% 16.3%	28 100.0% 30.4%	19 100.0% 20.7%	10 100.0% 10.9%	5 100.0% 5.4%	6 100.0% 6.5%	4 100.0% 4.3%	9 100.0% 9.8%	12 100.0% 13.0%
Montecristo													
Casual	20 21.7% 100.0%	4 13.3% 20.0%	0 0.0% 0.0%	2 7.7% 10.0%	3 20.0% 15.0%	4 14.3% 20.0%	2 10.5% 10.0%	0 0.0% 0.0%	2 40.0% 10.0%	0 0.0% 0.0%	2 50.0% 10.0%	0 0.0% 0.0%	1 8.3% 5.0%
Individualistic	31 33.7% 100.0%	8 26.7% 25.8%	2 18.2% 6.5%	9 34.6% 29.0%	2 13.3% 6.5%	9 32.1% 29.0%	9 47.4% 29.0%	6 60.0% 19.4%	1 20.0% 3.2%	2 33.3% 6.5%	2 50.0% 6.5%	2 22.2% 6.5%	5 41.7% 16.1%
Mild taste	27 29.3% 100.0%	6 20.0% 22.2%	2 18.2% 7.4%	4 15.4% 14.8%	3 20.0% 11.1%	7 25.0% 25.9%	4 21.1% 14.8%	2 20.0% 7.4%	0 0.0% 0.0%	1 16.7% 3.7%	2 50.0% 7.4%	2 22.2% 7.4%	5 41.7% 18.5%
High quality	62 67.4% 100.0%	18 60.0% 29.0%	8 72.7% 12.9%	18 69.2% 29.0%	11 73.3% 17.7%	21 75.0% 33.9%	13 68.4% 21.0%	7 70.0% 11.3%	5 100.0% 8.1%	5 83.3% 8.1%	3 75.0% 4.8%	4 44.4% 6.5%	11 91.7% 17.7%
Smart choice	41 44.6% 100.0%	13 43.3% 31.7%	6 54.5% 14.6%	12 46.2% 29.3%	6 40.0% 14.6%	16 57.1% 39.0%	6 31.6% 14.6%	3 30.0% 7.3%	3 60.0% 7.3%	2 33.3% 4.9%	2 50.0% 4.9%	4 44.4% 9.8%	7 58.3% 17.1%
Refined taste	39 42.4% 100.0%	12 40.0% 30.8%	6 54.5% 15.4%	10 38.5% 25.6%	6 40.0% 15.4%	12 42.9% 30.8%	9 47.4% 23.1%	7 70.0% 17.9%	3 60.0% 7.7%	1 16.7% 2.6%	2 50.0% 5.1%	3 33.3% 7.7%	6 50.0% 15.4%
Recommended by tobacconists	41 44.6% 100.0%	11 36.7% 26.8%	6 54.5% 14.6%	12 46.2% 29.3%	7 46.7% 17.1%	13 46.4% 31.7%	8 42.1% 19.5%	4 40.0% 9.8%	3 60.0% 7.3%	3 50.0% 7.3%	1 25.0% 2.4%	4 44.4% 9.8%	6 50.0% 14.6%
Attractive packaging	18 19.6% 100.0%	4 13.3% 22.2%	1 9.1% 5.6%	4 15.4% 22.2%	3 20.0% 16.7%	2 7.1% 11.1%	1 5.3% 5.6%	1 10.0% 5.6%	1 20.0% 5.6%	0 0.0% 0.0%	2 50.0% 11.1%	0 0.0% 0.0%	1 8.3% 5.6%
Sophisticated	32 34.8% 100.0%	7 23.3% 21.9%	5 45.5% 15.6%	8 30.8% 25.0%	3 20.0% 9.4%	12 42.9% 37.5%	6 31.6% 18.8%	3 30.0% 9.4%	3 60.0% 9.4%	2 33.3% 6.3%	2 50.0% 6.3%	1 11.1% 3.1%	2 16.7% 6.3%
Innovative	14 15.2% 100.0%	2 6.7% 14.3%	0 0.0% 0.0%	2 7.7% 14.3%	1 6.7% 7.1%	1 3.6% 7.1%	1 5.3% 7.1%	2 20.0% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 50.0% 14.3%	0 0.0% 0.0%	1 8.3% 7.1%
Trendy	23 25.0% 100.0%	4 13.3% 17.4%	2 18.2% 8.7%	3 11.5% 13.0%	1 6.7% 4.3%	4 14.3% 17.4%	2 10.5% 8.7%	1 10.0% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 50.0% 8.7%	1 11.1% 4.3%	2 16.7% 8.7%
Prestigious	35 38.0% 100.0%	5 16.7% 14.3%	4 36.4% 11.4%	8 30.8% 22.9%	5 33.3% 14.3%	10 35.7% 28.6%	6 31.6% 17.1%	2 20.0% 5.7%	1 20.0% 2.9%	1 16.7% 2.9%	2 50.0% 5.7%	2 22.2% 5.7%	4 33.3% 11.4%
Sporty	12 13.0% 100.0%	1 3.3% 8.3%	0 0.0% 0.0%	2 7.7% 16.7%	1 6.7% 8.3%	0 0.0% 0.0%	1 5.3% 8.3%	1 10.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 50.0% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	92 100.0% 100.0%	30 100.0% 32.6%	11 100.0% 12.0%	26 100.0% 28.3%	15 100.0% 16.3%	28 100.0% 30.4%	19 100.0% 20.7%	10 100.0% 10.9%	5 100.0% 5.4%	6 100.0% 6.5%	4 100.0% 4.3%	9 100.0% 9.8%	12 100.0% 13.0%
Reliable	40 43.5% 100.0%	13 43.3% 32.5%	7 63.6% 17.5%	11 42.3% 27.5%	8 53.3% 20.0%	14 50.0% 35.0%	10 52.6% 25.0%	6 60.0% 15.0%	4 80.0% 10.0%	3 50.0% 7.5%	1 25.0% 2.5%	3 33.3% 7.5%	5 41.7% 12.5%
Recommended by magazine	25 27.2% 100.0%	6 20.0% 24.0%	2 18.2% 8.0%	7 26.9% 28.0%	2 13.3% 8.0%	11 39.3% 44.0%	6 31.6% 24.0%	2 20.0% 8.0%	1 20.0% 4.0%	2 33.3% 8.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 25.0% 12.0%
Great taste	61 66.3% 100.0%	18 60.0% 29.5%	9 81.8% 14.8%	16 61.5% 26.2%	11 73.3% 18.0%	22 78.6% 36.1%	14 73.7% 23.0%	7 70.0% 11.5%	5 100.0% 8.2%	4 66.7% 6.6%	3 75.0% 4.9%	5 55.6% 8.2%	10 83.3% 16.4%
Good value	27 29.3% 100.0%	5 16.7% 18.5%	2 18.2% 7.4%	7 26.9% 25.9%	6 40.0% 22.2%	6 21.4% 22.2%	6 31.6% 22.2%	3 30.0% 11.1%	3 60.0% 11.1%	4 66.7% 14.8%	3 75.0% 11.1%	1 11.1% 3.7%	4 33.3% 14.8%
For social smokers	24 26.1% 100.0%	6 20.0% 25.0%	3 27.3% 12.5%	6 23.1% 25.0%	4 26.7% 16.7%	5 17.9% 20.8%	4 21.1% 16.7%	3 30.0% 12.5%	2 40.0% 8.3%	2 33.3% 8.3%	2 50.0% 8.3%	2 22.2% 8.3%	4 33.3% 16.7%
Good for everyday	21 22.8% 100.0%	5 16.7% 23.8%	3 27.3% 14.3%	7 26.9% 33.3%	3 20.0% 14.3%	6 21.4% 28.6%	4 21.1% 19.0%	3 30.0% 14.3%	2 40.0% 9.5%	3 50.0% 14.3%	2 50.0% 9.5%	2 22.2% 9.5%	4 33.3% 19.0%
Fresh	51 55.4% 100.0%	16 53.3% 31.4%	7 63.6% 13.7%	17 65.4% 33.3%	12 80.0% 23.5%	18 64.3% 35.3%	13 68.4% 25.5%	6 60.0% 11.8%	5 100.0% 9.8%	4 66.7% 7.8%	2 50.0% 3.9%	4 44.4% 7.8%	8 66.7% 15.7%
Good for relaxing	53 57.6% 100.0%	19 63.3% 35.8%	8 72.7% 15.1%	16 61.5% 30.2%	11 73.3% 20.8%	16 57.1% 30.2%	12 63.2% 22.6%	5 50.0% 9.4%	5 100.0% 9.4%	3 50.0% 5.7%	2 50.0% 3.8%	6 66.7% 11.3%	9 75.0% 17.0%
Easy to find/widely available	28 30.4% 100.0%	10 33.3% 35.7%	4 36.4% 14.3%	6 23.1% 21.4%	5 33.3% 17.9%	6 21.4% 21.4%	4 21.1% 14.3%	0 0.0% 0.0%	3 60.0% 10.7%	2 33.3% 7.1%	2 50.0% 7.1%	2 22.2% 7.1%	2 16.7% 7.1%
Full flavored	37 40.2% 100.0%	10 33.3% 27.0%	6 54.5% 16.2%	12 46.2% 32.4%	7 46.7% 18.9%	14 50.0% 37.8%	7 36.8% 18.9%	2 20.0% 5.4%	3 60.0% 8.1%	2 33.3% 5.4%	2 50.0% 5.4%	3 33.3% 8.1%	6 50.0% 16.2%
Medium taste	27 29.3% 100.0%	7 23.3% 25.9%	3 27.3% 11.1%	4 15.4% 14.8%	3 20.0% 11.1%	5 17.9% 18.5%	6 31.6% 22.2%	3 30.0% 11.1%	3 60.0% 11.1%	2 33.3% 7.4%	2 50.0% 7.4%	2 22.2% 7.4%	3 25.0% 11.1%
Good as a reward	34 37.0% 100.0%	6 20.0% 17.6%	5 45.5% 14.7%	10 38.5% 29.4%	6 40.0% 17.6%	13 46.4% 38.2%	6 31.6% 17.6%	5 50.0% 14.7%	2 40.0% 5.9%	2 33.3% 5.9%	2 50.0% 5.9%	1 11.1% 2.9%	5 41.7% 14.7%
Low price	7 7.6% 100.0%	3 10.0% 42.9%	0 0.0% 0.0%	1 3.8% 14.3%	2 13.3% 28.6%	2 7.1% 28.6%	1 5.3% 14.3%	1 10.0% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 14.3%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	92 100.0% 100.0%	30 100.0% 32.6%	11 100.0% 12.0%	26 100.0% 28.3%	15 100.0% 16.3%	28 100.0% 30.4%	19 100.0% 20.7%	10 100.0% 10.9%	5 100.0% 5.4%	6 100.0% 6.5%	4 100.0% 4.3%	9 100.0% 9.8%	12 100.0% 13.0%
Smooth taste	43 46.7% 100.0%	14 46.7% 32.6%	6 54.5% 14.0%	13 50.0% 30.2%	8 53.3% 18.6%	13 46.4% 30.2%	11 57.9% 25.6%	5 50.0% 11.6%	4 80.0% 9.3%	3 50.0% 7.0%	3 75.0% 7.0%	4 44.4% 9.3%	7 58.3% 16.3%
Good for special occasions	42 45.7% 100.0%	12 40.0% 28.6%	7 63.6% 16.7%	13 50.0% 31.0%	6 40.0% 14.3%	15 53.6% 35.7%	9 47.4% 21.4%	6 60.0% 14.3%	5 100.0% 11.9%	2 33.3% 4.8%	2 50.0% 4.8%	4 44.4% 9.5%	5 41.7% 11.9%
Recommended by friends	27 29.3% 100.0%	8 26.7% 29.6%	5 45.5% 18.5%	7 26.9% 25.9%	5 33.3% 18.5%	8 28.6% 29.6%	5 26.3% 18.5%	4 40.0% 14.8%	5 100.0% 18.5%	2 33.3% 7.4%	1 25.0% 3.7%	3 33.3% 11.1%	3 25.0% 11.1%
Good for a gift	44 47.8% 100.0%	12 40.0% 27.3%	5 45.5% 11.4%	11 42.3% 25.0%	5 33.3% 11.4%	14 50.0% 31.8%	13 68.4% 29.5%	6 60.0% 13.6%	4 80.0% 9.1%	2 33.3% 4.5%	2 50.0% 4.5%	4 44.4% 9.1%	7 58.3% 15.9%
Consistent quality	59 64.1% 100.0%	19 63.3% 32.2%	9 81.8% 15.3%	18 69.2% 30.5%	10 66.7% 16.9%	19 67.9% 32.2%	13 68.4% 22.0%	7 70.0% 11.9%	4 80.0% 6.8%	3 50.0% 5.1%	2 50.0% 3.4%	4 44.4% 6.8%	7 58.3% 11.9%
Masculine	26 28.3% 100.0%	7 23.3% 26.9%	3 27.3% 11.5%	7 26.9% 26.9%	5 33.3% 19.2%	7 25.0% 26.9%	4 21.1% 15.4%	2 20.0% 7.7%	0 0.0% 0.0%	1 16.7% 3.8%	2 50.0% 7.7%	1 11.1% 3.8%	0 0.0% 0.0%
Brand I trust	57 62.0% 100.0%	21 70.0% 36.8%	10 90.9% 17.5%	18 69.2% 31.6%	11 73.3% 19.3%	19 67.9% 33.3%	13 68.4% 22.8%	8 80.0% 14.0%	4 80.0% 7.0%	3 50.0% 5.3%	2 50.0% 3.5%	5 55.6% 8.8%	9 75.0% 15.8%
Well constructed	56 60.9% 100.0%	18 60.0% 32.1%	9 81.8% 16.1%	16 61.5% 28.6%	11 73.3% 19.6%	20 71.4% 35.7%	13 68.4% 23.2%	7 70.0% 12.5%	4 80.0% 7.1%	4 66.7% 7.1%	2 50.0% 3.6%	5 55.6% 8.9%	9 75.0% 16.1%
Strong taste	27 29.3% 100.0%	11 36.7% 40.7%	6 54.5% 22.2%	9 34.6% 33.3%	6 40.0% 22.2%	10 35.7% 37.0%	7 36.8% 25.9%	4 40.0% 14.8%	2 40.0% 7.4%	3 50.0% 11.1%	1 25.0% 3.7%	3 33.3% 11.1%	4 33.3% 14.8%
For serious smokers	36 39.1% 100.0%	14 46.7% 38.9%	7 63.6% 19.4%	12 46.2% 33.3%	7 46.7% 19.4%	15 53.6% 41.7%	9 47.4% 25.0%	5 50.0% 13.9%	3 60.0% 8.3%	3 50.0% 8.3%	2 50.0% 5.6%	4 44.4% 11.1%	5 41.7% 13.9%
Popular	40 43.5% 100.0%	14 46.7% 35.0%	6 54.5% 15.0%	10 38.5% 25.0%	8 53.3% 20.0%	12 42.9% 30.0%	8 42.1% 20.0%	5 50.0% 12.5%	3 60.0% 7.5%	3 50.0% 7.5%	3 75.0% 7.5%	5 55.6% 12.5%	4 33.3% 10.0%
Easy to smoke	52 56.5% 100.0%	17 56.7% 32.7%	9 81.8% 17.3%	17 65.4% 32.7%	9 60.0% 17.3%	16 57.1% 30.8%	12 63.2% 23.1%	7 70.0% 13.5%	4 80.0% 7.7%	4 66.7% 7.7%	2 50.0% 3.8%	5 55.6% 9.6%	8 66.7% 15.4%
Easy draw	51 55.4% 100.0%	17 56.7% 33.3%	8 72.7% 15.7%	16 61.5% 31.4%	11 73.3% 21.6%	19 67.9% 37.3%	11 57.9% 21.6%	6 60.0% 11.8%	3 60.0% 5.9%	4 66.7% 7.8%	2 50.0% 3.9%	4 44.4% 7.8%	10 83.3% 19.6%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	92 100.0% 100.0%	30 100.0% 32.6%	11 100.0% 12.0%	26 100.0% 28.3%	15 100.0% 16.3%	28 100.0% 30.4%	19 100.0% 20.7%	10 100.0% 10.9%	5 100.0% 5.4%	6 100.0% 6.5%	4 100.0% 4.3%	9 100.0% 9.8%	12 100.0% 13.0%
No answer	6 6.5% 100.0%	3 10.0% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	150 100.0% 100.0%	65 100.0% 43.3%	11 100.0% 7.3%	101 100.0% 67.3%	26 100.0% 17.3%	29 100.0% 19.3%	24 100.0% 16.0%	18 100.0% 12.0%	8 100.0% 5.3%	2 100.0% 1.3%	2 100.0% 1.3%	19 100.0% 12.7%	6 100.0% 4.0%
Partagas													
Casual	32 21.3% 100.0%	14 21.5% 43.8%	1 9.1% 3.1%	22 21.8% 68.8%	6 23.1% 18.8%	8 27.6% 25.0%	5 20.8% 15.6%	4 22.2% 12.5%	2 25.0% 6.3%	0 0.0% 0.0%	1 50.0% 3.1%	0 0.0% 0.0%	1 16.7% 3.1%
Individualistic	30 20.0% 100.0%	15 23.1% 50.0%	1 9.1% 3.3%	25 24.8% 83.3%	7 26.9% 23.3%	8 27.6% 26.7%	8 33.3% 26.7%	7 38.9% 23.3%	2 25.0% 6.7%	1 50.0% 3.3%	0 0.0% 0.0%	3 15.8% 10.0%	2 33.3% 6.7%
Mild taste	31 20.7% 100.0%	15 23.1% 48.4%	3 27.3% 9.7%	25 24.8% 80.6%	6 23.1% 19.4%	10 34.5% 32.3%	5 20.8% 16.1%	4 22.2% 12.9%	4 50.0% 12.9%	1 50.0% 3.2%	0 0.0% 0.0%	4 21.1% 12.9%	2 33.3% 6.5%
High quality	91 60.7% 100.0%	45 69.2% 49.5%	8 72.7% 8.8%	67 66.3% 73.6%	17 65.4% 18.7%	14 48.3% 15.4%	16 66.7% 17.6%	14 77.8% 15.4%	5 62.5% 5.5%	2 100.0% 2.2%	1 50.0% 1.1%	11 57.9% 12.1%	3 50.0% 3.3%
Smart choice	58 38.7% 100.0%	26 40.0% 44.8%	5 45.5% 8.6%	47 46.5% 81.0%	11 42.3% 19.0%	12 41.4% 20.7%	11 45.8% 19.0%	10 55.6% 17.2%	5 62.5% 8.6%	1 50.0% 1.7%	0 0.0% 0.0%	5 26.3% 8.6%	3 50.0% 5.2%
Refined taste	52 34.7% 100.0%	27 41.5% 51.9%	4 36.4% 7.7%	38 37.6% 73.1%	11 42.3% 21.2%	12 41.4% 23.1%	7 29.2% 13.5%	9 50.0% 17.3%	3 37.5% 5.8%	1 50.0% 1.9%	0 0.0% 0.0%	9 47.4% 17.3%	4 66.7% 7.7%
Recommended by tobacconists	66 44.0% 100.0%	34 52.3% 51.5%	4 36.4% 6.1%	51 50.5% 77.3%	15 57.7% 22.7%	16 55.2% 24.2%	15 62.5% 22.7%	10 55.6% 15.2%	4 50.0% 6.1%	2 100.0% 3.0%	1 50.0% 1.5%	8 42.1% 12.1%	3 50.0% 4.5%
Attractive packaging	28 18.7% 100.0%	15 23.1% 53.6%	1 9.1% 3.6%	22 21.8% 78.6%	6 23.1% 21.4%	6 20.7% 21.4%	4 16.7% 14.3%	4 22.2% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 15.8% 10.7%	2 33.3% 7.1%
Sophisticated	31 20.7% 100.0%	17 26.2% 54.8%	2 18.2% 6.5%	24 23.8% 77.4%	6 23.1% 19.4%	7 24.1% 22.6%	6 25.0% 19.4%	5 27.8% 16.1%	2 25.0% 6.5%	0 0.0% 0.0%	0 0.0% 0.0%	5 26.3% 16.1%	2 33.3% 6.5%
Innovative	10 6.7% 100.0%	5 7.7% 50.0%	1 9.1% 10.0%	9 8.9% 90.0%	4 15.4% 40.0%	4 13.8% 40.0%	1 4.2% 10.0%	3 16.7% 30.0%	1 12.5% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 10.0%	1 16.7% 10.0%
Trendy	23 15.3% 100.0%	12 18.5% 52.2%	1 9.1% 4.3%	20 19.8% 87.0%	5 19.2% 21.7%	7 24.1% 30.4%	5 20.8% 21.7%	4 22.2% 17.4%	2 25.0% 8.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 10.5% 8.7%	1 16.7% 4.3%
Prestigious	36 24.0% 100.0%	18 27.7% 50.0%	1 9.1% 2.8%	27 26.7% 75.0%	6 23.1% 16.7%	8 27.6% 22.2%	7 29.2% 19.4%	5 27.8% 13.9%	2 25.0% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	5 26.3% 13.9%	1 16.7% 2.8%
Sporty	24 16.0% 100.0%	11 16.9% 45.8%	0 0.0% 0.0%	19 18.8% 79.2%	5 19.2% 20.8%	9 31.0% 37.5%	5 20.8% 20.8%	5 27.8% 20.8%	2 25.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 10.5% 8.3%	1 16.7% 4.2%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	150 100.0% 100.0%	65 100.0% 43.3%	11 100.0% 7.3%	101 100.0% 67.3%	26 100.0% 17.3%	29 100.0% 19.3%	24 100.0% 16.0%	18 100.0% 12.0%	8 100.0% 5.3%	2 100.0% 1.3%	2 100.0% 1.3%	19 100.0% 12.7%	6 100.0% 4.0%
Reliable	71 47.3% 100.0%	33 50.8% 46.5%	3 27.3% 4.2%	52 51.5% 73.2%	14 53.8% 19.7%	14 48.3% 19.7%	12 50.0% 16.9%	11 61.1% 15.5%	4 50.0% 5.6%	1 50.0% 1.4%	0 0.0% 0.0%	9 47.4% 12.7%	4 66.7% 5.6%
Recommended by magazine	46 30.7% 100.0%	19 29.2% 41.3%	1 9.1% 2.2%	38 37.6% 82.6%	10 38.5% 21.7%	13 44.8% 28.3%	10 41.7% 21.7%	8 44.4% 17.4%	3 37.5% 6.5%	0 0.0% 0.0%	0 0.0% 0.0%	6 31.6% 13.0%	1 16.7% 2.2%
Great taste	99 66.0% 100.0%	44 67.7% 44.4%	7 63.6% 7.1%	76 75.2% 76.8%	19 73.1% 19.2%	20 69.0% 20.2%	13 54.2% 13.1%	14 77.8% 14.1%	5 62.5% 5.1%	2 100.0% 2.0%	2 100.0% 2.0%	13 68.4% 13.1%	5 83.3% 5.1%
Good value	51 34.0% 100.0%	25 38.5% 49.0%	2 18.2% 3.9%	42 41.6% 82.4%	10 38.5% 19.6%	11 37.9% 21.6%	7 29.2% 13.7%	6 33.3% 11.8%	2 25.0% 3.9%	0 0.0% 0.0%	0 0.0% 0.0%	5 26.3% 9.8%	2 33.3% 3.9%
For social smokers	44 29.3% 100.0%	23 35.4% 52.3%	4 36.4% 9.1%	31 30.7% 70.5%	14 53.8% 31.8%	11 37.9% 25.0%	10 41.7% 22.7%	10 55.6% 22.7%	3 37.5% 6.8%	1 50.0% 2.3%	0 0.0% 0.0%	6 31.6% 13.6%	2 33.3% 4.5%
Good for everyday	51 34.0% 100.0%	20 30.8% 39.2%	3 27.3% 5.9%	43 42.6% 84.3%	9 34.6% 17.6%	12 41.4% 23.5%	6 25.0% 11.8%	6 33.3% 11.8%	4 50.0% 7.8%	2 100.0% 3.9%	1 50.0% 2.0%	4 21.1% 7.8%	3 50.0% 5.9%
Fresh	81 54.0% 100.0%	39 60.0% 48.1%	6 54.5% 7.4%	60 59.4% 74.1%	14 53.8% 17.3%	16 55.2% 19.8%	12 50.0% 14.8%	8 44.4% 9.9%	4 50.0% 4.9%	1 50.0% 1.2%	0 0.0% 0.0%	9 47.4% 11.1%	5 83.3% 6.2%
Good for relaxing	89 59.3% 100.0%	41 63.1% 46.1%	6 54.5% 6.7%	62 61.4% 69.7%	17 65.4% 19.1%	17 58.6% 19.1%	14 58.3% 15.7%	8 44.4% 9.0%	3 37.5% 3.4%	2 100.0% 2.2%	2 100.0% 2.2%	10 52.6% 11.2%	5 83.3% 5.6%
Easy to find/widely available	72 48.0% 100.0%	38 58.5% 52.8%	3 27.3% 4.2%	56 55.4% 77.8%	15 57.7% 20.8%	18 62.1% 25.0%	14 58.3% 19.4%	14 77.8% 19.4%	3 37.5% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	9 47.4% 12.5%	3 50.0% 4.2%
Full flavored	69 46.0% 100.0%	31 47.7% 44.9%	3 27.3% 4.3%	49 48.5% 71.0%	14 53.8% 20.3%	14 48.3% 20.3%	13 54.2% 18.8%	8 44.4% 11.6%	2 25.0% 2.9%	0 0.0% 0.0%	1 50.0% 1.4%	7 36.8% 10.1%	4 66.7% 5.8%
Medium taste	38 25.3% 100.0%	17 26.2% 44.7%	2 18.2% 5.3%	28 27.7% 73.7%	7 26.9% 18.4%	9 31.0% 23.7%	8 33.3% 21.1%	6 33.3% 15.8%	1 12.5% 2.6%	0 0.0% 0.0%	0 0.0% 0.0%	5 26.3% 13.2%	2 33.3% 5.3%
Good as a reward	51 34.0% 100.0%	23 35.4% 45.1%	2 18.2% 3.9%	36 35.6% 70.6%	8 30.8% 15.7%	12 41.4% 23.5%	7 29.2% 13.7%	6 33.3% 11.8%	3 37.5% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	10 52.6% 19.6%	3 50.0% 5.9%
Low price	8 5.3% 100.0%	5 7.7% 62.5%	0 0.0% 0.0%	8 7.9% 100.0%	2 7.7% 25.0%	4 13.8% 50.0%	3 12.5% 37.5%	2 11.1% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 12.5%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	150 100.0% 100.0%	65 100.0% 43.3%	11 100.0% 7.3%	101 100.0% 67.3%	26 100.0% 17.3%	29 100.0% 19.3%	24 100.0% 16.0%	18 100.0% 12.0%	8 100.0% 5.3%	2 100.0% 1.3%	2 100.0% 1.3%	19 100.0% 12.7%	6 100.0% 4.0%
Smooth taste	77 51.3% 100.0%	35 53.8% 45.5%	6 54.5% 7.8%	60 59.4% 77.9%	14 53.8% 18.2%	16 55.2% 20.8%	14 58.3% 18.2%	9 50.0% 11.7%	4 50.0% 5.2%	1 50.0% 1.3%	1 50.0% 1.3%	9 47.4% 11.7%	3 50.0% 3.9%
Good for special occasions	62 41.3% 100.0%	30 46.2% 48.4%	5 45.5% 8.1%	48 47.5% 77.4%	12 46.2% 19.4%	16 55.2% 25.8%	10 41.7% 16.1%	10 55.6% 16.1%	4 50.0% 6.5%	1 50.0% 1.6%	0 0.0% 0.0%	9 47.4% 14.5%	3 50.0% 4.8%
Recommended by friends	39 26.0% 100.0%	16 24.6% 41.0%	2 18.2% 5.1%	33 32.7% 84.6%	7 26.9% 17.9%	11 37.9% 28.2%	5 20.8% 12.8%	5 27.8% 12.8%	2 25.0% 5.1%	1 50.0% 2.6%	0 0.0% 0.0%	5 26.3% 12.8%	3 50.0% 7.7%
Good for a gift	75 50.0% 100.0%	35 53.8% 46.7%	6 54.5% 8.0%	56 55.4% 74.7%	15 57.7% 20.0%	18 62.1% 24.0%	13 54.2% 17.3%	10 55.6% 13.3%	4 50.0% 5.3%	1 50.0% 1.3%	1 50.0% 1.3%	12 63.2% 16.0%	4 66.7% 5.3%
Consistent quality	108 72.0% 100.0%	51 78.5% 47.2%	9 81.8% 8.3%	81 80.2% 75.0%	20 76.9% 18.5%	20 69.0% 18.5%	15 62.5% 13.9%	13 72.2% 12.0%	5 62.5% 4.6%	2 100.0% 1.9%	1 50.0% 0.9%	14 73.7% 13.0%	4 66.7% 3.7%
Masculine	47 31.3% 100.0%	22 33.8% 46.8%	1 9.1% 2.1%	37 36.6% 78.7%	10 38.5% 21.3%	13 44.8% 27.7%	10 41.7% 21.3%	7 38.9% 14.9%	2 25.0% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	4 21.1% 8.5%	1 16.7% 2.1%
Brand I trust	107 71.3% 100.0%	45 69.2% 42.1%	8 72.7% 7.5%	79 78.2% 73.8%	24 92.3% 22.4%	19 65.5% 17.8%	17 70.8% 15.9%	14 77.8% 13.1%	5 62.5% 4.7%	2 100.0% 1.9%	1 50.0% 0.9%	13 68.4% 12.1%	4 66.7% 3.7%
Well constructed	101 67.3% 100.0%	46 70.8% 45.5%	7 63.6% 6.9%	77 76.2% 76.2%	20 76.9% 19.8%	18 62.1% 17.8%	16 66.7% 15.8%	12 66.7% 11.9%	4 50.0% 4.0%	2 100.0% 2.0%	1 50.0% 1.0%	12 63.2% 11.9%	4 66.7% 4.0%
Strong taste	35 23.3% 100.0%	14 21.5% 40.0%	3 27.3% 8.6%	24 23.8% 68.6%	15 57.7% 42.9%	9 31.0% 25.7%	10 41.7% 28.6%	7 38.9% 20.0%	1 12.5% 2.9%	1 50.0% 2.9%	0 0.0% 0.0%	4 21.1% 11.4%	4 66.7% 11.4%
For serious smokers	73 48.7% 100.0%	34 52.3% 46.6%	6 54.5% 8.2%	54 53.5% 74.0%	18 69.2% 24.7%	15 51.7% 20.5%	13 54.2% 17.8%	11 61.1% 15.1%	4 50.0% 5.5%	1 50.0% 1.4%	1 50.0% 1.4%	9 47.4% 12.3%	4 66.7% 5.5%
Popular	68 45.3% 100.0%	34 52.3% 50.0%	6 54.5% 8.8%	51 50.5% 75.0%	14 53.8% 20.6%	18 62.1% 26.5%	14 58.3% 20.6%	10 55.6% 14.7%	6 75.0% 8.8%	1 50.0% 1.5%	0 0.0% 0.0%	9 47.4% 13.2%	3 50.0% 4.4%
Easy to smoke	86 57.3% 100.0%	39 60.0% 45.3%	6 54.5% 7.0%	67 66.3% 77.9%	18 69.2% 20.9%	18 62.1% 20.9%	14 58.3% 16.3%	11 61.1% 12.8%	5 62.5% 5.8%	1 50.0% 1.2%	0 0.0% 0.0%	11 57.9% 12.8%	3 50.0% 3.5%
Easy draw	84 56.0% 100.0%	36 55.4% 42.9%	6 54.5% 7.1%	64 63.4% 76.2%	19 73.1% 22.6%	16 55.2% 19.0%	13 54.2% 15.5%	10 55.6% 11.9%	5 62.5% 6.0%	1 50.0% 1.2%	0 0.0% 0.0%	11 57.9% 13.1%	2 33.3% 2.4%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	150 100.0% 100.0%	65 100.0% 43.3%	11 100.0% 7.3%	101 100.0% 67.3%	26 100.0% 17.3%	29 100.0% 19.3%	24 100.0% 16.0%	18 100.0% 12.0%	8 100.0% 5.3%	2 100.0% 1.3%	2 100.0% 1.3%	19 100.0% 12.7%	6 100.0% 4.0%
No answer	9 6.0% 100.0%	4 6.2% 44.4%	0 0.0% 0.0%	3 3.0% 33.3%	0 0.0% 0.0%	1 3.4% 11.1%	0 0.0% 0.0%	1 5.6% 11.1%	2 25.0% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 11.1%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	126 100.0% 100.0%	39 100.0% 31.0%	14 100.0% 11.1%	31 100.0% 24.6%	75 100.0% 59.5%	17 100.0% 13.5%	18 100.0% 14.3%	19 100.0% 15.1%	5 100.0% 4.0%	2 100.0% 1.6%	2 100.0% 1.6%	13 100.0% 10.3%	5 100.0% 4.0%
Punch													
Casual	26 20.6% 100.0%	9 23.1% 34.6%	2 14.3% 7.7%	4 12.9% 15.4%	13 17.3% 50.0%	4 23.5% 15.4%	5 27.8% 19.2%	4 21.1% 15.4%	1 20.0% 3.8%	2 100.0% 7.7%	1 50.0% 3.8%	4 30.8% 15.4%	1 20.0% 3.8%
Individualistic	25 19.8% 100.0%	7 17.9% 28.0%	1 7.1% 4.0%	6 19.4% 24.0%	19 25.3% 76.0%	2 11.8% 8.0%	5 27.8% 20.0%	4 21.1% 16.0%	3 60.0% 12.0%	1 50.0% 4.0%	1 50.0% 4.0%	1 7.7% 4.0%	1 20.0% 4.0%
Mild taste	32 25.4% 100.0%	9 23.1% 28.1%	3 21.4% 9.4%	5 16.1% 15.6%	22 29.3% 68.8%	5 29.4% 15.6%	6 33.3% 18.8%	1 5.3% 3.1%	2 40.0% 6.3%	1 50.0% 3.1%	1 50.0% 3.1%	5 38.5% 15.6%	1 20.0% 3.1%
High quality	72 57.1% 100.0%	22 56.4% 30.6%	6 42.9% 8.3%	18 58.1% 25.0%	50 66.7% 69.4%	11 64.7% 15.3%	12 66.7% 16.7%	14 73.7% 19.4%	3 60.0% 4.2%	1 50.0% 1.4%	2 100.0% 2.8%	7 53.8% 9.7%	3 60.0% 4.2%
Smart choice	54 42.9% 100.0%	13 33.3% 24.1%	5 35.7% 9.3%	10 32.3% 18.5%	37 49.3% 68.5%	10 58.8% 18.5%	6 33.3% 11.1%	8 42.1% 14.8%	3 60.0% 5.6%	1 50.0% 1.9%	1 50.0% 1.9%	6 46.2% 11.1%	2 40.0% 3.7%
Refined taste	36 28.6% 100.0%	10 25.6% 27.8%	6 42.9% 16.7%	9 29.0% 25.0%	27 36.0% 75.0%	7 41.2% 19.4%	6 33.3% 16.7%	6 31.6% 16.7%	2 40.0% 5.6%	1 50.0% 2.8%	1 50.0% 2.8%	4 30.8% 11.1%	1 20.0% 2.8%
Recommended by tobacconists	55 43.7% 100.0%	20 51.3% 36.4%	11 78.6% 20.0%	18 58.1% 32.7%	40 53.3% 72.7%	9 52.9% 16.4%	10 55.6% 18.2%	10 52.6% 18.2%	4 80.0% 7.3%	2 100.0% 3.6%	2 100.0% 3.6%	8 61.5% 14.5%	4 80.0% 7.3%
Attractive packaging	19 15.1% 100.0%	9 23.1% 47.4%	1 7.1% 5.3%	7 22.6% 36.8%	12 16.0% 63.2%	4 23.5% 21.1%	4 22.2% 21.1%	4 21.1% 21.1%	2 40.0% 10.5%	1 50.0% 5.3%	1 50.0% 5.3%	2 15.4% 10.5%	1 20.0% 5.3%
Sophisticated	23 18.3% 100.0%	9 23.1% 39.1%	2 14.3% 8.7%	8 25.8% 34.8%	17 22.7% 73.9%	4 23.5% 17.4%	6 33.3% 26.1%	4 21.1% 17.4%	2 40.0% 8.7%	1 50.0% 4.3%	1 50.0% 4.3%	3 23.1% 13.0%	2 40.0% 8.7%
Innovative	11 8.7% 100.0%	3 7.7% 27.3%	2 14.3% 18.2%	3 9.7% 27.3%	5 6.7% 45.5%	2 11.8% 18.2%	1 5.6% 9.1%	3 15.8% 27.3%	0 0.0% 0.0%	1 50.0% 9.1%	1 50.0% 9.1%	2 15.4% 18.2%	0 0.0% 0.0%
Trendy	15 11.9% 100.0%	6 15.4% 40.0%	1 7.1% 6.7%	3 9.7% 20.0%	10 13.3% 66.7%	4 23.5% 26.7%	4 22.2% 26.7%	3 15.8% 20.0%	1 20.0% 6.7%	1 50.0% 6.7%	1 50.0% 6.7%	2 15.4% 13.3%	0 0.0% 0.0%
Prestigious	26 20.6% 100.0%	8 20.5% 30.8%	1 7.1% 3.8%	7 22.6% 26.9%	17 22.7% 65.4%	3 17.6% 11.5%	4 22.2% 15.4%	3 15.8% 11.5%	1 20.0% 3.8%	1 50.0% 3.8%	1 50.0% 3.8%	1 7.7% 3.8%	0 0.0% 0.0%
Sporty	16 12.7% 100.0%	5 12.8% 31.3%	0 0.0% 0.0%	3 9.7% 18.8%	8 10.7% 50.0%	3 17.6% 18.8%	3 16.7% 18.8%	3 15.8% 18.8%	1 20.0% 6.3%	1 50.0% 6.3%	1 50.0% 6.3%	2 15.4% 12.5%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	126 100.0% 100.0%	39 100.0% 31.0%	14 100.0% 11.1%	31 100.0% 24.6%	75 100.0% 59.5%	17 100.0% 13.5%	18 100.0% 14.3%	19 100.0% 15.1%	5 100.0% 4.0%	2 100.0% 1.6%	2 100.0% 1.6%	13 100.0% 10.3%	5 100.0% 4.0%
Reliable	55 43.7% 100.0%	17 43.6% 30.9%	5 35.7% 9.1%	13 41.9% 23.6%	38 50.7% 69.1%	10 58.8% 18.2%	9 50.0% 16.4%	13 68.4% 23.6%	3 60.0% 5.5%	2 100.0% 3.6%	1 50.0% 1.8%	8 61.5% 14.5%	3 60.0% 5.5%
Recommended by magazine	27 21.4% 100.0%	10 25.6% 37.0%	5 35.7% 18.5%	12 38.7% 44.4%	17 22.7% 63.0%	4 23.5% 14.8%	6 33.3% 22.2%	4 21.1% 14.8%	0 0.0% 0.0%	1 50.0% 3.7%	1 50.0% 3.7%	6 46.2% 22.2%	0 0.0% 0.0%
Great taste	80 63.5% 100.0%	19 48.7% 23.8%	6 42.9% 7.5%	20 64.5% 25.0%	57 76.0% 71.3%	14 82.4% 17.5%	12 66.7% 15.0%	15 78.9% 18.8%	3 60.0% 3.8%	1 50.0% 1.3%	2 100.0% 2.5%	7 53.8% 8.8%	3 60.0% 3.8%
Good value	62 49.2% 100.0%	17 43.6% 27.4%	6 42.9% 9.7%	14 45.2% 22.6%	41 54.7% 66.1%	11 64.7% 17.7%	11 61.1% 17.7%	14 73.7% 22.6%	4 80.0% 6.5%	2 100.0% 3.2%	1 50.0% 1.6%	9 69.2% 14.5%	2 40.0% 3.2%
For social smokers	34 27.0% 100.0%	13 33.3% 38.2%	3 21.4% 8.8%	8 25.8% 23.5%	23 30.7% 67.6%	5 29.4% 14.7%	7 38.9% 20.6%	8 42.1% 23.5%	2 40.0% 5.9%	2 100.0% 5.9%	1 50.0% 2.9%	7 53.8% 20.6%	2 40.0% 5.9%
Good for everyday	48 38.1% 100.0%	12 30.8% 25.0%	2 14.3% 4.2%	11 35.5% 22.9%	27 36.0% 56.3%	6 35.3% 12.5%	8 44.4% 16.7%	8 42.1% 16.7%	2 40.0% 4.2%	1 50.0% 2.1%	1 50.0% 2.1%	6 46.2% 12.5%	2 40.0% 4.2%
Fresh	76 60.3% 100.0%	23 59.0% 30.3%	8 57.1% 10.5%	20 64.5% 26.3%	52 69.3% 68.4%	10 58.8% 13.2%	10 55.6% 13.2%	11 57.9% 14.5%	1 20.0% 1.3%	1 50.0% 1.3%	2 100.0% 2.6%	9 69.2% 11.8%	4 80.0% 5.3%
Good for relaxing	72 57.1% 100.0%	21 53.8% 29.2%	7 50.0% 9.7%	18 58.1% 25.0%	49 65.3% 68.1%	10 58.8% 13.9%	12 66.7% 16.7%	11 57.9% 15.3%	2 40.0% 2.8%	1 50.0% 1.4%	2 100.0% 2.8%	7 53.8% 9.7%	4 80.0% 5.6%
Easy to find/widely available	74 58.7% 100.0%	22 56.4% 29.7%	9 64.3% 12.2%	13 41.9% 17.6%	44 58.7% 59.5%	11 64.7% 14.9%	15 83.3% 20.3%	12 63.2% 16.2%	2 40.0% 2.7%	2 100.0% 2.7%	1 50.0% 1.4%	10 76.9% 13.5%	3 60.0% 4.1%
Full flavored	56 44.4% 100.0%	14 35.9% 25.0%	5 35.7% 8.9%	18 58.1% 32.1%	37 49.3% 66.1%	7 41.2% 12.5%	7 38.9% 12.5%	12 63.2% 21.4%	1 20.0% 1.8%	1 50.0% 1.8%	1 50.0% 1.8%	6 46.2% 10.7%	3 60.0% 5.4%
Medium taste	35 27.8% 100.0%	13 33.3% 37.1%	6 42.9% 17.1%	5 16.1% 14.3%	23 30.7% 65.7%	7 41.2% 20.0%	9 50.0% 25.7%	4 21.1% 11.4%	2 40.0% 5.7%	2 100.0% 5.7%	2 100.0% 5.7%	6 46.2% 17.1%	1 20.0% 2.9%
Good as a reward	40 31.7% 100.0%	14 35.9% 35.0%	5 35.7% 12.5%	12 38.7% 30.0%	28 37.3% 70.0%	8 47.1% 20.0%	5 27.8% 12.5%	6 31.6% 15.0%	1 20.0% 2.5%	1 50.0% 2.5%	1 50.0% 2.5%	6 46.2% 15.0%	3 60.0% 7.5%
Low price	22 17.5% 100.0%	5 12.8% 22.7%	2 14.3% 9.1%	3 9.7% 13.6%	11 14.7% 50.0%	2 11.8% 9.1%	5 27.8% 22.7%	4 21.1% 18.2%	0 0.0% 0.0%	1 50.0% 4.5%	1 50.0% 4.5%	2 15.4% 9.1%	1 20.0% 4.5%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	126 100.0% 100.0%	39 100.0% 31.0%	14 100.0% 11.1%	31 100.0% 24.6%	75 100.0% 59.5%	17 100.0% 13.5%	18 100.0% 14.3%	19 100.0% 15.1%	5 100.0% 4.0%	2 100.0% 1.6%	2 100.0% 1.6%	13 100.0% 10.3%	5 100.0% 4.0%
Smooth taste	63 50.0% 100.0%	19 48.7% 30.2%	5 35.7% 7.9%	14 45.2% 22.2%	43 57.3% 68.3%	12 70.6% 19.0%	10 55.6% 15.9%	8 42.1% 12.7%	3 60.0% 4.8%	2 100.0% 3.2%	2 100.0% 3.2%	10 76.9% 15.9%	3 60.0% 4.8%
Good for special occasions	52 41.3% 100.0%	17 43.6% 32.7%	5 35.7% 9.6%	14 45.2% 26.9%	37 49.3% 71.2%	10 58.8% 19.2%	8 44.4% 15.4%	11 57.9% 21.2%	2 40.0% 3.8%	1 50.0% 1.9%	1 50.0% 1.9%	6 46.2% 11.5%	2 40.0% 3.8%
Recommended by friends	37 29.4% 100.0%	11 28.2% 29.7%	4 28.6% 10.8%	8 25.8% 21.6%	23 30.7% 62.2%	8 47.1% 21.6%	4 22.2% 10.8%	6 31.6% 16.2%	2 40.0% 5.4%	2 100.0% 5.4%	1 50.0% 2.7%	3 23.1% 8.1%	3 60.0% 8.1%
Good for a gift	44 34.9% 100.0%	16 41.0% 36.4%	4 28.6% 9.1%	13 41.9% 29.5%	33 44.0% 75.0%	8 47.1% 18.2%	9 50.0% 20.5%	9 47.4% 20.5%	2 40.0% 4.5%	1 50.0% 2.3%	1 50.0% 2.3%	6 46.2% 13.6%	2 40.0% 4.5%
Consistent quality	88 69.8% 100.0%	29 74.4% 33.0%	9 64.3% 10.2%	23 74.2% 26.1%	57 76.0% 64.8%	13 76.5% 14.8%	14 77.8% 15.9%	15 78.9% 17.0%	4 80.0% 4.5%	2 100.0% 2.3%	2 100.0% 2.3%	9 69.2% 10.2%	4 80.0% 4.5%
Masculine	36 28.6% 100.0%	9 23.1% 25.0%	2 14.3% 5.6%	10 32.3% 27.8%	22 29.3% 61.1%	5 29.4% 13.9%	5 27.8% 13.9%	6 31.6% 16.7%	1 20.0% 2.8%	1 50.0% 2.8%	1 50.0% 2.8%	5 38.5% 13.9%	2 40.0% 5.6%
Brand I trust	86 68.3% 100.0%	24 61.5% 27.9%	10 71.4% 11.6%	26 83.9% 30.2%	55 73.3% 64.0%	12 70.6% 14.0%	13 72.2% 15.1%	16 84.2% 18.6%	4 80.0% 4.7%	2 100.0% 2.3%	1 50.0% 1.2%	10 76.9% 11.6%	4 80.0% 4.7%
Well constructed	80 63.5% 100.0%	24 61.5% 30.0%	10 71.4% 12.5%	24 77.4% 30.0%	55 73.3% 68.8%	13 76.5% 16.3%	12 66.7% 15.0%	15 78.9% 18.8%	3 60.0% 3.8%	2 100.0% 2.5%	2 100.0% 2.5%	9 69.2% 11.3%	4 80.0% 5.0%
Strong taste	34 27.0% 100.0%	11 28.2% 32.4%	4 28.6% 11.8%	15 48.4% 44.1%	23 30.7% 67.6%	4 23.5% 11.8%	5 27.8% 14.7%	5 26.3% 14.7%	0 0.0% 0.0%	1 50.0% 2.9%	1 50.0% 2.9%	2 15.4% 5.9%	2 40.0% 5.9%
For serious smokers	46 36.5% 100.0%	14 35.9% 30.4%	5 35.7% 10.9%	16 51.6% 34.8%	33 44.0% 71.7%	6 35.3% 13.0%	6 33.3% 13.0%	9 47.4% 19.6%	2 40.0% 4.3%	1 50.0% 2.2%	1 50.0% 2.2%	4 30.8% 8.7%	2 40.0% 4.3%
Popular	59 46.8% 100.0%	19 48.7% 32.2%	6 42.9% 10.2%	16 51.6% 27.1%	40 53.3% 67.8%	8 47.1% 13.6%	14 77.8% 23.7%	11 57.9% 18.6%	3 60.0% 5.1%	2 100.0% 3.4%	1 50.0% 1.7%	5 38.5% 8.5%	3 60.0% 5.1%
Easy to smoke	74 58.7% 100.0%	23 59.0% 31.1%	9 64.3% 12.2%	17 54.8% 23.0%	52 69.3% 70.3%	13 76.5% 17.6%	9 50.0% 12.2%	12 63.2% 16.2%	3 60.0% 4.1%	1 50.0% 1.4%	2 100.0% 2.7%	9 69.2% 12.2%	4 80.0% 5.4%
Easy draw	75 59.5% 100.0%	22 56.4% 29.3%	9 64.3% 12.0%	20 64.5% 26.7%	56 74.7% 74.7%	12 70.6% 16.0%	11 61.1% 14.7%	13 68.4% 17.3%	3 60.0% 4.0%	1 50.0% 1.3%	2 100.0% 2.7%	8 61.5% 10.7%	3 60.0% 4.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	126 100.0% 100.0%	39 100.0% 31.0%	14 100.0% 11.1%	31 100.0% 24.6%	75 100.0% 59.5%	17 100.0% 13.5%	18 100.0% 14.3%	19 100.0% 15.1%	5 100.0% 4.0%	2 100.0% 1.6%	2 100.0% 1.6%	13 100.0% 10.3%	5 100.0% 4.0%
No answer	5 4.0% 100.0%	2 5.1% 40.0%	1 7.1% 20.0%	1 3.2% 20.0%	2 2.7% 40.0%	0 0.0% 0.0%	1 5.6% 20.0%	1 5.3% 20.0%	1 20.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	87 100.0% 100.0%	22 100.0% 25.3%	4 100.0% 4.6%	15 100.0% 17.2%	10 100.0% 11.5%	10 100.0% 11.5%	7 100.0% 8.0%	6 100.0% 6.9%	4 100.0% 4.6%	0 0.0% 0.0%	3 100.0% 3.4%	4 100.0% 4.6%	2 100.0% 2.3%
Te Amo													
Casual	24 27.6% 100.0%	9 40.9% 37.5%	3 75.0% 12.5%	5 33.3% 20.8%	4 40.0% 16.7%	4 40.0% 16.7%	3 42.9% 12.5%	2 33.3% 8.3%	3 75.0% 12.5%	0 0.0% 0.0%	1 33.3% 4.2%	2 50.0% 8.3%	0 0.0% 0.0%
Individualistic	19 21.8% 100.0%	3 13.6% 15.8%	1 25.0% 5.3%	4 26.7% 21.1%	2 20.0% 10.5%	2 20.0% 10.5%	0 0.0% 0.0%	1 16.7% 5.3%	2 50.0% 10.5%	0 0.0% 0.0%	1 33.3% 5.3%	1 25.0% 5.3%	1 50.0% 5.3%
Mild taste	21 24.1% 100.0%	6 27.3% 28.6%	0 0.0% 0.0%	6 40.0% 28.6%	1 10.0% 4.8%	4 40.0% 19.0%	1 14.3% 4.8%	1 16.7% 4.8%	1 25.0% 4.8%	0 0.0% 0.0%	1 33.3% 4.8%	0 0.0% 0.0%	1 50.0% 4.8%
High quality	35 40.2% 100.0%	9 40.9% 25.7%	2 50.0% 5.7%	7 46.7% 20.0%	4 40.0% 11.4%	4 40.0% 11.4%	1 14.3% 2.9%	2 33.3% 5.7%	4 100.0% 11.4%	0 0.0% 0.0%	1 33.3% 2.9%	2 50.0% 5.7%	1 50.0% 2.9%
Smart choice	31 35.6% 100.0%	11 50.0% 35.5%	3 75.0% 9.7%	9 60.0% 29.0%	6 60.0% 19.4%	5 50.0% 16.1%	3 42.9% 9.7%	2 33.3% 6.5%	2 50.0% 6.5%	0 0.0% 0.0%	1 33.3% 3.2%	1 25.0% 3.2%	1 50.0% 3.2%
Refined taste	25 28.7% 100.0%	5 22.7% 20.0%	1 25.0% 4.0%	3 20.0% 12.0%	3 30.0% 12.0%	2 20.0% 8.0%	2 28.6% 8.0%	1 16.7% 4.0%	2 50.0% 8.0%	0 0.0% 0.0%	1 33.3% 4.0%	1 25.0% 4.0%	1 50.0% 4.0%
Recommended by tobacconists	22 25.3% 100.0%	6 27.3% 27.3%	1 25.0% 4.5%	7 46.7% 31.8%	2 20.0% 9.1%	3 30.0% 13.6%	0 0.0% 0.0%	1 16.7% 4.5%	1 25.0% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 4.5%	1 50.0% 4.5%
Attractive packaging	12 13.8% 100.0%	3 13.6% 25.0%	0 0.0% 0.0%	2 13.3% 16.7%	2 20.0% 16.7%	1 10.0% 8.3%	1 14.3% 8.3%	1 16.7% 8.3%	2 50.0% 16.7%	0 0.0% 0.0%	1 33.3% 8.3%	1 25.0% 8.3%	0 0.0% 0.0%
Sophisticated	9 10.3% 100.0%	3 13.6% 33.3%	0 0.0% 0.0%	2 13.3% 22.2%	1 10.0% 11.1%	1 10.0% 11.1%	0 0.0% 0.0%	1 16.7% 11.1%	2 50.0% 22.2%	0 0.0% 0.0%	1 33.3% 11.1%	1 25.0% 11.1%	0 0.0% 0.0%
Innovative	10 11.5% 100.0%	1 4.5% 10.0%	0 0.0% 0.0%	4 26.7% 40.0%	1 10.0% 10.0%	2 20.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 10.0%	0 0.0% 0.0%	1 33.3% 10.0%	0 0.0% 0.0%	1 50.0% 10.0%
Trendy	11 12.6% 100.0%	4 18.2% 36.4%	0 0.0% 0.0%	3 20.0% 27.3%	2 20.0% 18.2%	2 20.0% 18.2%	0 0.0% 0.0%	1 16.7% 9.1%	2 50.0% 18.2%	0 0.0% 0.0%	1 33.3% 9.1%	1 25.0% 9.1%	0 0.0% 0.0%
Prestigious	10 11.5% 100.0%	2 9.1% 20.0%	0 0.0% 0.0%	3 20.0% 30.0%	1 10.0% 10.0%	1 10.0% 10.0%	0 0.0% 0.0%	1 16.7% 10.0%	1 25.0% 10.0%	0 0.0% 0.0%	1 33.3% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%
Sporty	11 12.6% 100.0%	4 18.2% 36.4%	0 0.0% 0.0%	2 13.3% 18.2%	2 20.0% 18.2%	1 10.0% 9.1%	0 0.0% 0.0%	1 16.7% 9.1%	2 50.0% 18.2%	0 0.0% 0.0%	1 33.3% 9.1%	1 25.0% 9.1%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	87 100.0% 100.0%	22 100.0% 25.3%	4 100.0% 4.6%	15 100.0% 17.2%	10 100.0% 11.5%	10 100.0% 11.5%	7 100.0% 8.0%	6 100.0% 6.9%	4 100.0% 4.6%	0 0.0% 0.0%	3 100.0% 3.4%	4 100.0% 4.6%	2 100.0% 2.3%
Reliable	35 40.2% 100.0%	9 40.9% 25.7%	2 50.0% 5.7%	7 46.7% 20.0%	5 50.0% 14.3%	3 30.0% 8.6%	3 42.9% 8.6%	1 16.7% 2.9%	3 75.0% 8.6%	0 0.0% 0.0%	1 33.3% 2.9%	2 50.0% 5.7%	0 0.0% 0.0%
Recommended by magazine	14 16.1% 100.0%	5 22.7% 35.7%	1 25.0% 7.1%	4 26.7% 28.6%	3 30.0% 21.4%	2 20.0% 14.3%	0 0.0% 0.0%	1 16.7% 7.1%	3 75.0% 21.4%	0 0.0% 0.0%	0 0.0% 0.0%	2 50.0% 14.3%	0 0.0% 0.0%
Great taste	46 52.9% 100.0%	10 45.5% 21.7%	2 50.0% 4.3%	8 53.3% 17.4%	4 40.0% 8.7%	6 60.0% 13.0%	4 57.1% 8.7%	1 16.7% 2.2%	3 75.0% 6.5%	0 0.0% 0.0%	1 33.3% 2.2%	2 50.0% 4.3%	1 50.0% 2.2%
Good value	48 55.2% 100.0%	11 50.0% 22.9%	2 50.0% 4.2%	8 53.3% 16.7%	6 60.0% 12.5%	5 50.0% 10.4%	4 57.1% 8.3%	4 66.7% 8.3%	3 75.0% 6.3%	0 0.0% 0.0%	2 66.7% 4.2%	3 75.0% 6.3%	1 50.0% 2.1%
For social smokers	22 25.3% 100.0%	7 31.8% 31.8%	0 0.0% 0.0%	4 26.7% 18.2%	3 30.0% 13.6%	3 30.0% 13.6%	2 28.6% 9.1%	1 16.7% 4.5%	2 50.0% 9.1%	0 0.0% 0.0%	1 33.3% 4.5%	1 25.0% 4.5%	1 50.0% 4.5%
Good for everyday	36 41.4% 100.0%	9 40.9% 25.0%	2 50.0% 5.6%	7 46.7% 19.4%	5 50.0% 13.9%	4 40.0% 11.1%	3 42.9% 8.3%	3 50.0% 8.3%	3 75.0% 8.3%	0 0.0% 0.0%	2 66.7% 5.6%	2 50.0% 5.6%	0 0.0% 0.0%
Fresh	41 47.1% 100.0%	10 45.5% 24.4%	1 25.0% 2.4%	8 53.3% 19.5%	6 60.0% 14.6%	4 40.0% 9.8%	2 28.6% 4.9%	3 50.0% 7.3%	3 75.0% 7.3%	0 0.0% 0.0%	1 33.3% 2.4%	3 75.0% 7.3%	0 0.0% 0.0%
Good for relaxing	38 43.7% 100.0%	10 45.5% 26.3%	1 25.0% 2.6%	6 40.0% 15.8%	5 50.0% 13.2%	4 40.0% 10.5%	3 42.9% 7.9%	1 16.7% 2.6%	2 50.0% 5.3%	0 0.0% 0.0%	2 66.7% 5.3%	1 25.0% 2.6%	0 0.0% 0.0%
Easy to find/widely available	46 52.9% 100.0%	14 63.6% 30.4%	4 100.0% 8.7%	12 80.0% 26.1%	6 60.0% 13.0%	7 70.0% 15.2%	5 71.4% 10.9%	2 33.3% 4.3%	4 100.0% 8.7%	0 0.0% 0.0%	2 66.7% 4.3%	3 75.0% 6.5%	1 50.0% 2.2%
Full flavored	32 36.8% 100.0%	9 40.9% 28.1%	2 50.0% 6.3%	6 40.0% 18.8%	6 60.0% 18.8%	0 0.0% 0.0%	1 14.3% 3.1%	1 16.7% 3.1%	2 50.0% 6.3%	0 0.0% 0.0%	2 66.7% 6.3%	2 50.0% 6.3%	0 0.0% 0.0%
Medium taste	23 26.4% 100.0%	5 22.7% 21.7%	0 0.0% 0.0%	4 26.7% 17.4%	4 40.0% 17.4%	5 50.0% 21.7%	1 14.3% 4.3%	1 16.7% 4.3%	2 50.0% 8.7%	0 0.0% 0.0%	1 33.3% 4.3%	1 25.0% 4.3%	1 50.0% 4.3%
Good as a reward	18 20.7% 100.0%	4 18.2% 22.2%	0 0.0% 0.0%	2 13.3% 11.1%	0 0.0% 0.0%	1 10.0% 5.6%	1 14.3% 5.6%	0 0.0% 0.0%	2 50.0% 11.1%	0 0.0% 0.0%	2 66.7% 11.1%	1 25.0% 5.6%	0 0.0% 0.0%
Low price	23 26.4% 100.0%	4 18.2% 17.4%	2 50.0% 8.7%	3 20.0% 13.0%	4 40.0% 17.4%	4 40.0% 17.4%	3 42.9% 13.0%	2 33.3% 8.7%	1 25.0% 4.3%	0 0.0% 0.0%	2 66.7% 8.7%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	87 100.0% 100.0%	22 100.0% 25.3%	4 100.0% 4.6%	15 100.0% 17.2%	10 100.0% 11.5%	10 100.0% 11.5%	7 100.0% 8.0%	6 100.0% 6.9%	4 100.0% 4.6%	0 0.0% 0.0%	3 100.0% 3.4%	4 100.0% 4.6%	2 100.0% 2.3%
Smooth taste	41 47.1% 100.0%	12 54.5% 29.3%	1 25.0% 2.4%	5 33.3% 12.2%	3 30.0% 7.3%	4 40.0% 9.8%	4 57.1% 9.8%	1 16.7% 2.4%	4 100.0% 9.8%	0 0.0% 0.0%	2 66.7% 4.9%	2 50.0% 4.9%	0 0.0% 0.0%
Good for special occasions	27 31.0% 100.0%	7 31.8% 25.9%	1 25.0% 3.7%	4 26.7% 14.8%	2 20.0% 7.4%	2 20.0% 7.4%	1 14.3% 3.7%	1 16.7% 3.7%	2 50.0% 7.4%	0 0.0% 0.0%	1 33.3% 3.7%	1 25.0% 3.7%	0 0.0% 0.0%
Recommended by friends	15 17.2% 100.0%	3 13.6% 20.0%	1 25.0% 6.7%	3 20.0% 20.0%	4 40.0% 26.7%	2 20.0% 13.3%	2 28.6% 13.3%	2 33.3% 13.3%	1 25.0% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Good for a gift	25 28.7% 100.0%	5 22.7% 20.0%	0 0.0% 0.0%	5 33.3% 20.0%	4 40.0% 16.0%	2 20.0% 8.0%	2 28.6% 8.0%	1 16.7% 4.0%	1 25.0% 4.0%	0 0.0% 0.0%	2 66.7% 8.0%	0 0.0% 0.0%	0 0.0% 0.0%
Consistent quality	44 50.6% 100.0%	12 54.5% 27.3%	2 50.0% 4.5%	10 66.7% 22.7%	7 70.0% 15.9%	4 40.0% 9.1%	4 57.1% 9.1%	2 33.3% 4.5%	4 100.0% 9.1%	0 0.0% 0.0%	1 33.3% 2.3%	3 75.0% 6.8%	0 0.0% 0.0%
Masculine	26 29.9% 100.0%	7 31.8% 26.9%	2 50.0% 7.7%	5 33.3% 19.2%	6 60.0% 23.1%	2 20.0% 7.7%	0 0.0% 0.0%	3 50.0% 11.5%	3 75.0% 11.5%	0 0.0% 0.0%	1 33.3% 3.8%	3 75.0% 11.5%	0 0.0% 0.0%
Brand I trust	45 51.7% 100.0%	13 59.1% 28.9%	2 50.0% 4.4%	8 53.3% 17.8%	8 80.0% 17.8%	2 20.0% 4.4%	4 57.1% 8.9%	2 33.3% 4.4%	3 75.0% 6.7%	0 0.0% 0.0%	2 66.7% 4.4%	1 25.0% 2.2%	0 0.0% 0.0%
Well constructed	51 58.6% 100.0%	15 68.2% 29.4%	2 50.0% 3.9%	10 66.7% 19.6%	7 70.0% 13.7%	6 60.0% 11.8%	3 42.9% 5.9%	3 50.0% 5.9%	3 75.0% 5.9%	0 0.0% 0.0%	1 33.3% 2.0%	3 75.0% 5.9%	1 50.0% 2.0%
Strong taste	27 31.0% 100.0%	7 31.8% 25.9%	3 75.0% 11.1%	7 46.7% 25.9%	7 70.0% 25.9%	4 40.0% 14.8%	3 42.9% 11.1%	2 33.3% 7.4%	1 25.0% 3.7%	0 0.0% 0.0%	1 33.3% 3.7%	0 0.0% 0.0%	0 0.0% 0.0%
For serious smokers	25 28.7% 100.0%	9 40.9% 36.0%	1 25.0% 4.0%	6 40.0% 24.0%	5 50.0% 20.0%	2 20.0% 8.0%	3 42.9% 12.0%	2 33.3% 8.0%	2 50.0% 8.0%	0 0.0% 0.0%	1 33.3% 4.0%	2 50.0% 8.0%	0 0.0% 0.0%
Popular	33 37.9% 100.0%	9 40.9% 27.3%	2 50.0% 6.1%	8 53.3% 24.2%	7 70.0% 21.2%	6 60.0% 18.2%	4 57.1% 12.1%	3 50.0% 9.1%	2 50.0% 6.1%	0 0.0% 0.0%	1 33.3% 3.0%	1 25.0% 3.0%	0 0.0% 0.0%
Easy to smoke	46 52.9% 100.0%	12 54.5% 26.1%	2 50.0% 4.3%	8 53.3% 17.4%	5 50.0% 10.9%	4 40.0% 8.7%	2 28.6% 4.3%	3 50.0% 6.5%	4 100.0% 8.7%	0 0.0% 0.0%	2 66.7% 4.3%	2 50.0% 4.3%	1 50.0% 2.2%
Easy draw	49 56.3% 100.0%	17 77.3% 34.7%	3 75.0% 6.1%	13 86.7% 26.5%	7 70.0% 14.3%	6 60.0% 12.2%	4 57.1% 8.2%	3 50.0% 6.1%	4 100.0% 8.2%	0 0.0% 0.0%	1 33.3% 2.0%	3 75.0% 6.1%	1 50.0% 2.0%

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Cigar Segmentation

Q1C Section V. Which of the following characteristics apply to the brands you are aware of?

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	87 100.0% 100.0%	22 100.0% 25.3%	4 100.0% 4.6%	15 100.0% 17.2%	10 100.0% 11.5%	10 100.0% 11.5%	7 100.0% 8.0%	6 100.0% 6.9%	4 100.0% 4.6%	0 0.0% 0.0%	3 100.0% 3.4%	4 100.0% 4.6%	2 100.0% 2.3%
No answer	2 2.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	565 100.0% 100.0%	174 100.0% 30.8%	34 100.0% 6.0%	101 100.0% 17.9%	71 100.0% 12.6%	96 100.0% 17.0%	52 100.0% 9.2%	48 100.0% 8.5%	31 100.0% 5.5%	7 100.0% 1.2%	15 100.0% 2.7%	36 100.0% 6.4%	31 100.0% 5.5%
No answer	129 22.8% 100.0%	25 14.4% 19.4%	4 11.8% 3.1%	12 11.9% 9.3%	13 18.3% 10.1%	10 10.4% 7.8%	4 7.7% 3.1%	5 10.4% 3.9%	6 19.4% 4.7%	1 14.3% 0.8%	2 13.3% 1.6%	4 11.1% 3.1%	2 6.5% 1.6%
Total answering	436 77.2% 100.0%	149 85.6% 34.2%	30 88.2% 6.9%	89 88.1% 20.4%	58 81.7% 13.3%	86 89.6% 19.7%	48 92.3% 11.0%	43 89.6% 9.9%	25 80.6% 5.7%	6 85.7% 1.4%	13 86.7% 3.0%	32 88.9% 7.3%	29 93.5% 6.7%
<u>Cohiba</u>													
Mild Taste (1)	20 4.6% 100.0%	4 2.7% 20.0%	1 3.3% 5.0%	4 4.5% 20.0%	2 3.4% 10.0%	7 8.1% 35.0%	2 4.2% 10.0%	4 9.3% 20.0%	2 8.0% 10.0%	1 16.7% 5.0%	3 23.1% 15.0%	2 6.3% 10.0%	2 6.9% 10.0%
Mild to medium taste (2)	70 16.1% 100.0%	22 14.8% 31.4%	4 13.3% 5.7%	15 16.9% 21.4%	14 24.1% 20.0%	20 23.3% 28.6%	7 14.6% 10.0%	5 11.6% 7.1%	2 8.0% 2.9%	1 16.7% 1.4%	4 30.8% 5.7%	0 0.0% 0.0%	5 17.2% 7.1%
Medium taste (3)	121 27.8% 100.0%	39 26.2% 32.2%	10 33.3% 8.3%	17 19.1% 14.0%	13 22.4% 10.7%	28 32.6% 23.1%	11 22.9% 9.1%	13 30.2% 10.7%	6 24.0% 5.0%	1 16.7% 0.8%	2 15.4% 1.7%	6 18.8% 5.0%	8 27.6% 6.6%
Medium to strong taste (4)	152 34.9% 100.0%	54 36.2% 35.5%	11 36.7% 7.2%	36 40.4% 23.7%	18 31.0% 11.8%	23 26.7% 15.1%	20 41.7% 13.2%	11 25.6% 7.2%	12 48.0% 7.9%	2 33.3% 1.3%	3 23.1% 2.0%	14 43.8% 9.2%	11 37.9% 7.2%
Strong taste (5)	73 16.7% 100.0%	30 20.1% 41.1%	4 13.3% 5.5%	17 19.1% 23.3%	11 19.0% 15.1%	8 9.3% 11.0%	8 16.7% 11.0%	10 23.3% 13.7%	3 12.0% 4.1%	1 16.7% 1.4%	1 7.7% 1.4%	10 31.3% 13.7%	3 10.3% 4.1%
Mean Std. Dev. Std. Err.	3.43 1.086 0.052	3.56 1.055 0.086	3.43 1.006 0.184	3.53 1.119 0.119	3.38 1.152 0.151	3.06 1.099 0.119	3.52 1.072 0.155	3.42 1.239 0.189	3.48 1.085 0.217	3.17 1.472 0.601	2.62 1.325 0.368	3.94 1.045 0.185	3.28 1.099 0.204

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	406 100.0% 100.0%	123 100.0% 30.3%	27 100.0% 6.7%	81 100.0% 20.0%	52 100.0% 12.8%	46 100.0% 11.3%	39 100.0% 9.6%	44 100.0% 10.8%	17 100.0% 4.2%	6 100.0% 1.5%	11 100.0% 2.7%	27 100.0% 6.7%	16 100.0% 3.9%
No answer	103 25.4% 100.0%	24 19.5% 23.3%	5 18.5% 4.9%	10 12.3% 9.7%	11 21.2% 10.7%	6 13.0% 5.8%	2 5.1% 1.9%	5 11.4% 4.9%	5 29.4% 4.9%	1 16.7% 1.0%	5 45.5% 4.9%	6 22.2% 5.8%	3 18.8% 2.9%
Total answering	303 74.6% 100.0%	99 80.5% 32.7%	22 81.5% 7.3%	71 87.7% 23.4%	41 78.8% 13.5%	40 87.0% 13.2%	37 94.9% 12.2%	39 88.6% 12.9%	12 70.6% 4.0%	5 83.3% 1.7%	6 54.5% 2.0%	21 77.8% 6.9%	13 81.3% 4.3%
Davidoff													
Mild Taste (1)	37 12.2% 100.0%	11 11.1% 29.7%	4 18.2% 10.8%	10 14.1% 27.0%	7 17.1% 18.9%	7 17.5% 18.9%	7 18.9% 18.9%	10 25.6% 27.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 2.7%	1 4.8% 2.7%	1 7.7% 2.7%
Mild to medium taste (2)	74 24.4% 100.0%	25 25.3% 33.8%	4 18.2% 5.4%	17 23.9% 23.0%	12 29.3% 16.2%	5 12.5% 6.8%	8 21.6% 10.8%	11 28.2% 14.9%	2 16.7% 2.7%	1 20.0% 1.4%	2 33.3% 2.7%	5 23.8% 6.8%	2 15.4% 2.7%
Medium taste (3)	117 38.6% 100.0%	40 40.4% 34.2%	10 45.5% 8.5%	28 39.4% 23.9%	16 39.0% 13.7%	19 47.5% 16.2%	11 29.7% 9.4%	13 33.3% 11.1%	7 58.3% 6.0%	3 60.0% 2.6%	2 33.3% 1.7%	9 42.9% 7.7%	8 61.5% 6.8%
Medium to strong taste (4)	65 21.5% 100.0%	22 22.2% 33.8%	4 18.2% 6.2%	16 22.5% 24.6%	6 14.6% 9.2%	9 22.5% 13.8%	10 27.0% 15.4%	5 12.8% 7.7%	2 16.7% 3.1%	0 0.0% 0.0%	1 16.7% 1.5%	5 23.8% 7.7%	2 15.4% 3.1%
Strong taste (5)	10 3.3% 100.0%	1 1.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.7% 10.0%	0 0.0% 0.0%	1 8.3% 10.0%	1 20.0% 10.0%	0 0.0% 0.0%	1 4.8% 10.0%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	2.79 1.020 0.059	2.77 0.956 0.096	2.64 1.002 0.214	2.70 0.977 0.116	2.51 0.952 0.149	2.75 1.006 0.159	2.73 1.146 0.188	2.33 1.009 0.162	3.17 0.835 0.241	3.20 1.095 0.490	2.50 1.049 0.428	3.00 0.949 0.207	2.85 0.801 0.222

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	755 100.0% 100.0%	203 100.0% 26.9%	47 100.0% 6.2%	101 100.0% 13.4%	70 100.0% 9.3%	71 100.0% 9.4%	51 100.0% 6.8%	52 100.0% 6.9%	46 100.0% 6.1%	21 100.0% 2.8%	32 100.0% 4.2%	37 100.0% 4.9%	23 100.0% 3.0%
No answer	231 30.6% 100.0%	44 21.7% 19.0%	9 19.1% 3.9%	14 13.9% 6.1%	12 17.1% 5.2%	18 25.4% 7.8%	10 19.6% 4.3%	8 15.4% 3.5%	12 26.1% 5.2%	3 14.3% 1.3%	10 31.3% 4.3%	9 24.3% 3.9%	6 26.1% 2.6%
Total answering	524 69.4% 100.0%	159 78.3% 30.3%	38 80.9% 7.3%	87 86.1% 16.6%	58 82.9% 11.1%	53 74.6% 10.1%	41 80.4% 7.8%	44 84.6% 8.4%	34 73.9% 6.5%	18 85.7% 3.4%	22 68.8% 4.2%	28 75.7% 5.3%	17 73.9% 3.2%
Don Diego													
Mild Taste (1)	39 7.4% 100.0%	13 8.2% 33.3%	2 5.3% 5.1%	10 11.5% 25.6%	5 8.6% 12.8%	3 5.7% 7.7%	1 2.4% 2.6%	2 4.5% 5.1%	4 11.8% 10.3%	2 11.1% 5.1%	4 18.2% 10.3%	3 10.7% 7.7%	1 5.9% 2.6%
Mild to medium taste (2)	131 25.0% 100.0%	42 26.4% 32.1%	13 34.2% 9.9%	25 28.7% 19.1%	17 29.3% 13.0%	17 32.1% 13.0%	11 26.8% 8.4%	18 40.9% 13.7%	7 20.6% 5.3%	6 33.3% 4.6%	1 4.5% 0.8%	9 32.1% 6.9%	5 29.4% 3.8%
Medium taste (3)	207 39.5% 100.0%	59 37.1% 28.5%	13 34.2% 6.3%	31 35.6% 15.0%	27 46.6% 13.0%	21 39.6% 10.1%	19 46.3% 9.2%	18 40.9% 8.7%	9 26.5% 4.3%	4 22.2% 1.9%	8 36.4% 3.9%	9 32.1% 4.3%	9 52.9% 4.3%
Medium to strong taste (4)	123 23.5% 100.0%	35 22.0% 28.5%	6 15.8% 4.9%	16 18.4% 13.0%	7 12.1% 5.7%	10 18.9% 8.1%	8 19.5% 6.5%	5 11.4% 4.1%	10 29.4% 8.1%	4 22.2% 3.3%	5 22.7% 4.1%	4 14.3% 3.3%	2 11.8% 1.6%
Strong taste (5)	24 4.6% 100.0%	10 6.3% 41.7%	4 10.5% 16.7%	5 5.7% 20.8%	2 3.4% 8.3%	2 3.8% 8.3%	2 4.9% 8.3%	1 2.3% 4.2%	4 11.8% 16.7%	2 11.1% 8.3%	4 18.2% 16.7%	3 10.7% 12.5%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	2.93 0.981 0.043	2.92 1.031 0.082	2.92 1.075 0.174	2.78 1.061 0.114	2.72 0.914 0.120	2.83 0.935 0.128	2.98 0.880 0.137	2.66 0.834 0.126	3.09 1.215 0.208	2.89 1.231 0.290	3.18 1.332 0.284	2.82 1.156 0.219	2.71 0.772 0.187

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GC 018790

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	511 100.0% 100.0%	156 100.0% 30.5%	34 100.0% 6.7%	91 100.0% 17.8%	66 100.0% 12.9%	60 100.0% 11.7%	48 100.0% 9.4%	50 100.0% 9.8%	28 100.0% 5.5%	8 100.0% 1.6%	11 100.0% 2.2%	30 100.0% 5.9%	23 100.0% 4.5%
No answer	117 22.9% 100.0%	27 17.3% 23.1%	5 14.7% 4.3%	13 14.3% 11.1%	9 13.6% 7.7%	10 16.7% 8.5%	4 8.3% 3.4%	8 16.0% 6.8%	6 21.4% 5.1%	2 25.0% 1.7%	5 45.5% 4.3%	3 10.0% 2.6%	3 13.0% 2.6%
Total answering	394 77.1% 100.0%	129 82.7% 32.7%	29 85.3% 7.4%	78 85.7% 19.8%	57 86.4% 14.5%	50 83.3% 12.7%	44 91.7% 11.2%	42 84.0% 10.7%	22 78.6% 5.6%	6 75.0% 1.5%	6 54.5% 1.5%	27 90.0% 6.9%	20 87.0% 5.1%
Fuente/Arturo Fuente													
Mild Taste (1)	15 3.8% 100.0%	4 3.1% 26.7%	2 6.9% 13.3%	4 5.1% 26.7%	3 5.3% 20.0%	2 4.0% 13.3%	2 4.5% 13.3%	3 7.1% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.7% 6.7%	0 0.0% 0.0%
Mild to medium taste (2)	67 17.0% 100.0%	18 14.0% 26.9%	8 27.6% 11.9%	10 12.8% 14.9%	5 8.8% 7.5%	8 16.0% 11.9%	4 9.1% 6.0%	5 11.9% 7.5%	6 27.3% 9.0%	2 33.3% 3.0%	3 50.0% 4.5%	4 14.8% 6.0%	2 10.0% 3.0%
Medium taste (3)	157 39.8% 100.0%	56 43.4% 35.7%	10 34.5% 6.4%	34 43.6% 21.7%	27 47.4% 17.2%	22 44.0% 14.0%	24 54.5% 15.3%	22 52.4% 14.0%	8 36.4% 5.1%	1 16.7% 0.6%	0 0.0% 0.0%	12 44.4% 7.6%	7 35.0% 4.5%
Medium to strong taste (4)	129 32.7% 100.0%	45 34.9% 34.9%	8 27.6% 6.2%	24 30.8% 18.6%	17 29.8% 13.2%	18 36.0% 14.0%	13 29.5% 10.1%	10 23.8% 7.8%	7 31.8% 5.4%	3 50.0% 2.3%	2 33.3% 1.6%	8 29.6% 6.2%	10 50.0% 7.8%
Strong taste (5)	26 6.6% 100.0%	6 4.7% 23.1%	1 3.4% 3.8%	6 7.7% 23.1%	5 8.8% 19.2%	0 0.0% 0.0%	1 2.3% 3.8%	2 4.8% 7.7%	1 4.5% 3.8%	0 0.0% 0.0%	1 16.7% 3.8%	2 7.4% 7.7%	1 5.0% 3.8%
Mean Std. Dev. Std. Err.	3.21 0.933 0.047	3.24 0.864 0.076	2.93 0.998 0.185	3.23 0.952 0.108	3.28 0.940 0.125	3.12 0.824 0.117	3.16 0.805 0.121	3.07 0.921 0.142	3.14 0.889 0.190	3.17 0.983 0.401	3.17 1.329 0.543	3.22 0.934 0.180	3.50 0.761 0.170

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GC 018791

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	543 100.0% 100.0%	167 100.0% 30.8%	27 100.0% 5.0%	101 100.0% 18.6%	77 100.0% 14.2%	60 100.0% 11.0%	55 100.0% 10.1%	48 100.0% 8.8%	28 100.0% 5.2%	5 100.0% 0.9%	12 100.0% 2.2%	33 100.0% 6.1%	23 100.0% 4.2%
No answer	123 22.7% 100.0%	28 16.8% 22.8%	2 7.4% 1.6%	9 8.9% 7.3%	9 11.7% 7.3%	8 13.3% 6.5%	1 1.8% 0.8%	4 8.3% 3.3%	7 25.0% 5.7%	2 40.0% 1.6%	5 41.7% 4.1%	4 12.1% 3.3%	4 17.4% 3.3%
Total answering	420 77.3% 100.0%	139 83.2% 33.1%	25 92.6% 6.0%	92 91.1% 21.9%	68 88.3% 16.2%	52 86.7% 12.4%	54 98.2% 12.9%	44 91.7% 10.5%	21 75.0% 5.0%	3 60.0% 0.7%	7 58.3% 1.7%	29 87.9% 6.9%	19 82.6% 4.5%
H. Upmann													
Mild Taste (1)	20 4.8% 100.0%	7 5.0% 35.0%	1 4.0% 5.0%	3 3.3% 15.0%	1 1.5% 5.0%	2 3.8% 10.0%	1 1.9% 5.0%	2 4.5% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.4% 5.0%	2 10.5% 10.0%
Mild to medium taste (2)	101 24.0% 100.0%	33 23.7% 32.7%	10 40.0% 9.9%	17 18.5% 16.8%	17 25.0% 16.8%	10 19.2% 9.9%	8 14.8% 7.9%	11 25.0% 10.9%	8 38.1% 7.9%	0 0.0% 0.0%	1 14.3% 1.0%	3 10.3% 3.0%	3 15.8% 3.0%
Medium taste (3)	165 39.3% 100.0%	63 45.3% 38.2%	7 28.0% 4.2%	46 50.0% 27.9%	27 39.7% 16.4%	22 42.3% 13.3%	23 42.6% 13.9%	22 50.0% 13.3%	2 9.5% 1.2%	1 33.3% 0.6%	4 57.1% 2.4%	18 62.1% 10.9%	6 31.6% 3.6%
Medium to strong taste (4)	114 27.1% 100.0%	31 22.3% 27.2%	5 20.0% 4.4%	22 23.9% 19.3%	19 27.9% 16.7%	17 32.7% 14.9%	19 35.2% 16.7%	7 15.9% 6.1%	11 52.4% 9.6%	2 66.7% 1.8%	1 14.3% 0.9%	7 24.1% 6.1%	7 36.8% 6.1%
Strong taste (5)	20 4.8% 100.0%	5 3.6% 25.0%	2 8.0% 10.0%	4 4.3% 20.0%	4 5.9% 20.0%	1 1.9% 5.0%	3 5.6% 15.0%	2 4.5% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 14.3% 5.0%	0 0.0% 0.0%	1 5.3% 5.0%
Mean	3.03	2.96	2.88	3.08	3.12	3.10	3.28	2.91	3.14	3.67	3.29	3.07	3.11
Std. Dev.	0.946	0.900	1.054	0.855	0.907	0.869	0.856	0.884	0.964	0.577	0.951	0.704	1.100
Std. Err.	0.046	0.076	0.211	0.089	0.110	0.121	0.116	0.133	0.210	0.333	0.360	0.131	0.252

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GC 018792

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	453 100.0% 100.0%	128 100.0% 28.3%	33 100.0% 7.3%	91 100.0% 20.1%	68 100.0% 15.0%	46 100.0% 10.2%	56 100.0% 12.4%	52 100.0% 11.5%	22 100.0% 4.9%	8 100.0% 1.8%	8 100.0% 1.8%	28 100.0% 6.2%	15 100.0% 3.3%
No answer	121 26.7% 100.0%	25 19.5% 20.7%	9 27.3% 7.4%	10 11.0% 8.3%	9 13.2% 7.4%	7 15.2% 5.8%	5 8.9% 4.1%	5 9.6% 4.1%	4 18.2% 3.3%	3 37.5% 2.5%	4 50.0% 3.3%	6 21.4% 5.0%	2 13.3% 1.7%
Total answering	332 73.3% 100.0%	103 80.5% 31.0%	24 72.7% 7.2%	81 89.0% 24.4%	59 86.8% 17.8%	39 84.8% 11.7%	51 91.1% 15.4%	47 90.4% 14.2%	18 81.8% 5.4%	5 62.5% 1.5%	4 50.0% 1.2%	22 78.6% 6.6%	13 86.7% 3.9%
<u>Hoyo de Monterrey</u>													
Mild Taste (1)	6 1.8% 100.0%	3 2.9% 50.0%	3 12.5% 50.0%	1 1.2% 16.7%	2 3.4% 33.3%	2 5.1% 33.3%	3 5.9% 50.0%	2 4.3% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 16.7%
Mild to medium taste (2)	76 22.9% 100.0%	24 23.3% 31.6%	4 16.7% 5.3%	18 22.2% 23.7%	13 22.0% 17.1%	5 12.8% 6.6%	10 19.6% 13.2%	9 19.1% 11.8%	4 22.2% 5.3%	0 0.0% 0.0%	1 25.0% 1.3%	6 27.3% 7.9%	2 15.4% 2.6%
Medium taste (3)	137 41.3% 100.0%	40 38.8% 29.2%	10 41.7% 7.3%	34 42.0% 24.8%	28 47.5% 20.4%	19 48.7% 13.9%	20 39.2% 14.6%	20 42.6% 14.6%	8 44.4% 5.8%	2 40.0% 1.5%	1 25.0% 0.7%	9 40.9% 6.6%	5 38.5% 3.6%
Medium to strong taste (4)	89 26.8% 100.0%	29 28.2% 32.6%	6 25.0% 6.7%	22 27.2% 24.7%	13 22.0% 14.6%	10 25.6% 11.2%	16 31.4% 18.0%	12 25.5% 13.5%	5 27.8% 5.6%	2 40.0% 2.2%	0 0.0% 0.0%	6 27.3% 6.7%	4 30.8% 4.5%
Strong taste (5)	24 7.2% 100.0%	7 6.8% 29.2%	1 4.2% 4.2%	6 7.4% 25.0%	3 5.1% 12.5%	3 7.7% 12.5%	2 3.9% 8.3%	4 8.5% 16.7%	1 5.6% 4.2%	1 20.0% 4.2%	2 50.0% 8.3%	1 4.5% 4.2%	1 7.7% 4.2%
Mean Std. Dev. Std. Err.	3.15 0.916 0.050	3.13 0.946 0.093	2.92 1.060 0.216	3.17 0.905 0.101	3.03 0.890 0.116	3.18 0.942 0.151	3.08 0.956 0.134	3.15 0.978 0.143	3.17 0.857 0.202	3.80 0.837 0.374	3.75 1.500 0.750	3.09 0.868 0.185	3.15 1.068 0.296

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GC 018793

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	408 100.0% 100.0%	112 100.0% 27.5%	34 100.0% 8.3%	81 100.0% 19.9%	64 100.0% 15.7%	45 100.0% 11.0%	56 100.0% 13.7%	56 100.0% 13.7%	21 100.0% 5.1%	7 100.0% 1.7%	11 100.0% 2.7%	23 100.0% 5.6%	15 100.0% 3.7%
No answer	122 29.9% 100.0%	28 25.0% 23.0%	8 23.5% 6.6%	14 17.3% 11.5%	11 17.2% 9.0%	7 15.6% 5.7%	8 14.3% 6.6%	7 12.5% 5.7%	6 28.6% 4.9%	2 28.6% 1.6%	6 54.5% 4.9%	5 21.7% 4.1%	2 13.3% 1.6%
Total answering	286 70.1% 100.0%	84 75.0% 29.4%	26 76.5% 9.1%	67 82.7% 23.4%	53 82.8% 18.5%	38 84.4% 13.3%	48 85.7% 16.8%	49 87.5% 17.1%	15 71.4% 5.2%	5 71.4% 1.7%	5 45.5% 1.7%	18 78.3% 6.3%	13 86.7% 4.5%
Hoyo de Monterrey Excalibur													
Mild Taste (1)	12 4.2% 100.0%	5 6.0% 41.7%	2 7.7% 16.7%	3 4.5% 25.0%	1 1.9% 8.3%	3 7.9% 25.0%	4 8.3% 33.3%	2 4.1% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%
Mild to medium taste (2)	41 14.3% 100.0%	9 10.7% 22.0%	6 23.1% 14.6%	11 16.4% 26.8%	8 15.1% 19.5%	5 13.2% 12.2%	8 16.7% 19.5%	9 18.4% 22.0%	3 20.0% 7.3%	1 20.0% 2.4%	0 0.0% 0.0%	1 5.6% 2.4%	4 30.8% 9.8%
Medium taste (3)	86 30.1% 100.0%	21 25.0% 24.4%	6 23.1% 7.0%	17 25.4% 19.8%	18 34.0% 20.9%	14 36.8% 16.3%	10 20.8% 11.6%	12 24.5% 14.0%	6 40.0% 7.0%	1 20.0% 1.2%	2 40.0% 2.3%	5 27.8% 5.8%	6 46.2% 7.0%
Medium to strong taste (4)	120 42.0% 100.0%	37 44.0% 30.8%	10 38.5% 8.3%	27 40.3% 22.5%	23 43.4% 19.2%	14 36.8% 11.7%	23 47.9% 19.2%	22 44.9% 18.3%	5 33.3% 4.2%	2 40.0% 1.7%	2 40.0% 1.7%	9 50.0% 7.5%	1 7.7% 0.8%
Strong taste (5)	27 9.4% 100.0%	12 14.3% 44.4%	2 7.7% 7.4%	9 13.4% 33.3%	3 5.7% 11.1%	2 5.3% 7.4%	3 6.3% 11.1%	4 8.2% 14.8%	1 6.7% 3.7%	1 20.0% 3.7%	0 0.0% 0.0%	3 16.7% 11.1%	2 15.4% 7.4%
Mean Std. Dev. Std. Err.	3.38 0.983 0.058	3.50 1.059 0.115	3.15 1.120 0.220	3.42 1.061 0.130	3.36 0.879 0.121	3.18 1.010 0.164	3.27 1.086 0.157	3.35 1.011 0.144	3.27 0.884 0.228	3.60 1.140 0.510	3.00 1.225 0.548	3.78 0.808 0.191	3.08 1.038 0.288

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	748 100.0% 100.0%	266 100.0% 35.6%	49 100.0% 6.6%	115 100.0% 15.4%	80 100.0% 10.7%	77 100.0% 10.3%	57 100.0% 7.6%	52 100.0% 7.0%	46 100.0% 6.1%	8 100.0% 1.1%	15 100.0% 2.0%	46 100.0% 6.1%	24 100.0% 3.2%
No answer	135 18.0% 100.0%	16 6.0% 11.9%	4 8.2% 3.0%	8 7.0% 5.9%	10 12.5% 7.4%	6 7.8% 4.4%	9 15.8% 6.7%	5 9.6% 3.7%	8 17.4% 5.9%	0 0.0% 0.0%	7 46.7% 5.2%	3 6.5% 2.2%	1 4.2% 0.7%
Total answering	613 82.0% 100.0%	250 94.0% 40.8%	45 91.8% 7.3%	107 93.0% 17.5%	70 87.5% 11.4%	71 92.2% 11.6%	48 84.2% 7.8%	47 90.4% 7.7%	38 82.6% 6.2%	8 100.0% 1.3%	8 53.3% 1.3%	43 93.5% 7.0%	23 95.8% 3.8%
Macanudo													
Mild Taste (1)	85 13.9% 100.0%	36 14.4% 42.4%	9 20.0% 10.6%	21 19.6% 24.7%	13 18.6% 15.3%	9 12.7% 10.6%	14 29.2% 16.5%	14 29.8% 16.5%	2 5.3% 2.4%	0 0.0% 0.0%	0 0.0% 0.0%	4 9.3% 4.7%	4 17.4% 4.7%
Mild to medium taste (2)	183 29.9% 100.0%	85 34.0% 46.4%	18 40.0% 9.8%	32 29.9% 17.5%	24 34.3% 13.1%	23 32.4% 12.6%	11 22.9% 6.0%	12 25.5% 6.6%	12 31.6% 6.6%	2 25.0% 1.1%	2 25.0% 1.1%	16 37.2% 8.7%	6 26.1% 3.3%
Medium taste (3)	208 33.9% 100.0%	91 36.4% 43.8%	8 17.8% 3.8%	29 27.1% 13.9%	18 25.7% 8.7%	22 31.0% 10.6%	14 29.2% 6.7%	11 23.4% 5.3%	14 36.8% 6.7%	2 25.0% 1.0%	4 50.0% 1.9%	16 37.2% 7.7%	6 26.1% 2.9%
Medium to strong taste (4)	113 18.4% 100.0%	33 13.2% 29.2%	10 22.2% 8.8%	22 20.6% 19.5%	13 18.6% 11.5%	15 21.1% 13.3%	5 10.4% 4.4%	6 12.8% 5.3%	7 18.4% 6.2%	1 12.5% 0.9%	1 12.5% 0.9%	6 14.0% 5.3%	5 21.7% 4.4%
Strong taste (5)	24 3.9% 100.0%	5 2.0% 20.8%	0 0.0% 0.0%	3 2.8% 12.5%	2 2.9% 8.3%	2 2.8% 8.3%	4 8.3% 16.7%	4 8.5% 16.7%	3 7.9% 12.5%	3 37.5% 12.5%	1 12.5% 4.2%	1 2.3% 4.2%	2 8.7% 8.3%
Mean Std. Dev. Std. Err.	2.69 1.048 0.042	2.54 0.961 0.061	2.42 1.055 0.157	2.57 1.108 0.107	2.53 1.086 0.130	2.69 1.036 0.123	2.46 1.254 0.181	2.45 1.282 0.187	2.92 1.024 0.166	3.63 1.302 0.460	3.13 0.991 0.350	2.63 0.926 0.141	2.78 1.242 0.259

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	600 100.0% 100.0%	171 100.0% 28.5%	41 100.0% 6.8%	101 100.0% 16.8%	69 100.0% 11.5%	68 100.0% 11.3%	52 100.0% 8.7%	48 100.0% 8.0%	32 100.0% 5.3%	16 100.0% 2.7%	16 100.0% 2.7%	35 100.0% 5.8%	25 100.0% 4.2%
No answer	163 27.2% 100.0%	37 21.6% 22.7%	7 17.1% 4.3%	15 14.9% 9.2%	16 23.2% 9.8%	8 11.8% 4.9%	7 13.5% 4.3%	8 16.7% 4.9%	8 25.0% 4.9%	4 25.0% 2.5%	3 18.8% 1.8%	6 17.1% 3.7%	2 8.0% 1.2%
Total answering	437 72.8% 100.0%	134 78.4% 30.7%	34 82.9% 7.8%	86 85.1% 19.7%	53 76.8% 12.1%	60 88.2% 13.7%	45 86.5% 10.3%	40 83.3% 9.2%	24 75.0% 5.5%	12 75.0% 2.7%	13 81.3% 3.0%	29 82.9% 6.6%	23 92.0% 5.3%
Montecristo													
Mild Taste (1)	19 4.3% 100.0%	6 4.5% 31.6%	3 8.8% 15.8%	2 2.3% 10.5%	3 5.7% 15.8%	2 3.3% 10.5%	2 4.4% 10.5%	2 5.0% 10.5%	0 0.0% 0.0%	3 25.0% 15.8%	3 23.1% 15.8%	1 3.4% 5.3%	1 4.3% 5.3%
Mild to medium taste (2)	87 19.9% 100.0%	21 15.7% 24.1%	11 32.4% 12.6%	16 18.6% 18.4%	15 28.3% 17.2%	15 25.0% 17.2%	11 24.4% 12.6%	12 30.0% 13.8%	7 29.2% 8.0%	2 16.7% 2.3%	1 7.7% 1.1%	2 6.9% 2.3%	7 30.4% 8.0%
Medium taste (3)	177 40.5% 100.0%	57 42.5% 32.2%	12 35.3% 6.8%	39 45.3% 22.0%	19 35.8% 10.7%	28 46.7% 15.8%	14 31.1% 7.9%	12 30.0% 6.8%	12 50.0% 6.8%	3 25.0% 1.7%	3 23.1% 1.7%	12 41.4% 6.8%	10 43.5% 5.6%
Medium to strong taste (4)	126 28.8% 100.0%	38 28.4% 30.2%	7 20.6% 5.6%	22 25.6% 17.5%	12 22.6% 9.5%	9 15.0% 7.1%	15 33.3% 11.9%	10 25.0% 7.9%	4 16.7% 3.2%	4 33.3% 3.2%	4 30.8% 3.2%	12 41.4% 9.5%	5 21.7% 4.0%
Strong taste (5)	28 6.4% 100.0%	12 9.0% 42.9%	1 2.9% 3.6%	7 8.1% 25.0%	4 7.5% 14.3%	6 10.0% 21.4%	3 6.7% 10.7%	4 10.0% 14.3%	1 4.2% 3.6%	0 0.0% 0.0%	2 15.4% 7.1%	2 6.9% 7.1%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	3.13 0.950 0.045	3.22 0.968 0.084	2.76 0.987 0.169	3.19 0.914 0.099	2.98 1.028 0.141	3.03 0.974 0.126	3.13 1.014 0.151	3.05 1.085 0.172	2.96 0.806 0.165	2.67 1.231 0.355	3.08 1.441 0.400	3.41 0.867 0.161	2.83 0.834 0.174

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GC 018796

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	520 100.0% 100.0%	178 100.0% 34.2%	35 100.0% 6.7%	124 100.0% 23.8%	71 100.0% 13.7%	61 100.0% 11.7%	56 100.0% 10.8%	51 100.0% 9.8%	29 100.0% 5.6%	8 100.0% 1.5%	12 100.0% 2.3%	33 100.0% 6.3%	22 100.0% 4.2%
No answer	104 20.0% 100.0%	30 16.9% 28.8%	8 22.9% 7.7%	7 5.6% 6.7%	10 14.1% 9.6%	6 9.8% 5.8%	6 10.7% 5.8%	6 11.8% 5.8%	8 27.6% 7.7%	0 0.0% 0.0%	3 25.0% 2.9%	5 15.2% 4.8%	4 18.2% 3.8%
Total answering	416 80.0% 100.0%	148 83.1% 35.6%	27 77.1% 6.5%	117 94.4% 28.1%	61 85.9% 14.7%	55 90.2% 13.2%	50 89.3% 12.0%	45 88.2% 10.8%	21 72.4% 5.0%	8 100.0% 1.9%	9 75.0% 2.2%	28 84.8% 6.7%	18 81.8% 4.3%
Partagas													
Mild Taste (1)	16 3.8% 100.0%	7 4.7% 43.8%	3 11.1% 18.8%	7 6.0% 43.8%	3 4.9% 18.8%	1 1.8% 6.3%	1 2.0% 6.3%	1 2.2% 6.3%	3 14.3% 18.8%	0 0.0% 0.0%	0 0.0% 0.0%	3 10.7% 18.8%	0 0.0% 0.0%
Mild to medium taste (2)	86 20.7% 100.0%	29 19.6% 33.7%	4 14.8% 4.7%	28 23.9% 32.6%	12 19.7% 14.0%	16 29.1% 18.6%	11 22.0% 12.8%	7 15.6% 8.1%	5 23.8% 5.8%	5 62.5% 5.8%	4 44.4% 4.7%	4 14.3% 4.7%	4 22.2% 4.7%
Medium taste (3)	134 32.2% 100.0%	42 28.4% 31.3%	12 44.4% 9.0%	28 23.9% 20.9%	19 31.1% 14.2%	18 32.7% 13.4%	14 28.0% 10.4%	21 46.7% 15.7%	1 4.8% 0.7%	1 12.5% 0.7%	3 33.3% 2.2%	5 17.9% 3.7%	6 33.3% 4.5%
Medium to strong taste (4)	156 37.5% 100.0%	64 43.2% 41.0%	8 29.6% 5.1%	48 41.0% 30.8%	21 34.4% 13.5%	15 27.3% 9.6%	20 40.0% 12.8%	13 28.9% 8.3%	11 52.4% 7.1%	2 25.0% 1.3%	0 0.0% 0.0%	13 46.4% 8.3%	7 38.9% 4.5%
Strong taste (5)	24 5.8% 100.0%	6 4.1% 25.0%	0 0.0% 0.0%	6 5.1% 25.0%	6 9.8% 25.0%	5 9.1% 20.8%	4 8.0% 16.7%	3 6.7% 12.5%	1 4.8% 4.2%	0 0.0% 0.0%	2 22.2% 8.3%	3 10.7% 12.5%	1 5.6% 4.2%
Mean Std. Dev. Std. Err.	3.21 0.962 0.047	3.22 0.968 0.080	2.93 0.958 0.184	3.15 1.039 0.096	3.25 1.043 0.134	3.13 1.001 0.135	3.30 0.974 0.138	3.22 0.876 0.131	3.10 1.261 0.275	2.63 0.916 0.324	3.00 1.225 0.408	3.32 1.188 0.225	3.28 0.895 0.211

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GC 018797

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	500 100.0% 100.0%	155 100.0% 31.0%	33 100.0% 6.6%	98 100.0% 19.6%	91 100.0% 18.2%	53 100.0% 10.6%	53 100.0% 10.6%	50 100.0% 10.0%	21 100.0% 4.2%	7 100.0% 1.4%	15 100.0% 3.0%	33 100.0% 6.6%	19 100.0% 3.8%
No answer	102 20.4% 100.0%	27 17.4% 26.5%	5 15.2% 4.9%	15 15.3% 14.7%	6 6.6% 5.9%	9 17.0% 8.8%	6 11.3% 5.9%	3 6.0% 2.9%	4 19.0% 3.9%	0 0.0% 0.0%	6 40.0% 5.9%	5 15.2% 4.9%	1 5.3% 1.0%
Total answering	398 79.6% 100.0%	128 82.6% 32.2%	28 84.8% 7.0%	83 84.7% 20.9%	85 93.4% 21.4%	44 83.0% 11.1%	47 88.7% 11.8%	47 94.0% 11.8%	17 81.0% 4.3%	7 100.0% 1.8%	9 60.0% 2.3%	28 84.8% 7.0%	18 94.7% 4.5%
<u>Punch</u>													
Mild Taste (1)	26 6.5% 100.0%	7 5.5% 26.9%	4 14.3% 15.4%	5 6.0% 19.2%	7 8.2% 26.9%	3 6.8% 11.5%	3 6.4% 11.5%	2 4.3% 7.7%	2 11.8% 7.7%	2 28.6% 7.7%	2 22.2% 7.7%	2 7.1% 7.7%	2 11.1% 7.7%
Mild to medium taste (2)	94 23.6% 100.0%	27 21.1% 28.7%	9 32.1% 9.6%	18 21.7% 19.1%	22 25.9% 23.4%	13 29.5% 13.8%	16 34.0% 17.0%	11 23.4% 11.7%	8 47.1% 8.5%	4 57.1% 4.3%	3 33.3% 3.2%	4 14.3% 4.3%	4 22.2% 4.3%
Medium taste (3)	112 28.1% 100.0%	41 32.0% 36.6%	5 17.9% 4.5%	16 19.3% 14.3%	20 23.5% 17.9%	9 20.5% 8.0%	11 23.4% 9.8%	11 23.4% 9.8%	2 11.8% 1.8%	1 14.3% 0.9%	1 11.1% 0.9%	12 42.9% 10.7%	3 16.7% 2.7%
Medium to strong taste (4)	118 29.6% 100.0%	39 30.5% 33.1%	8 28.6% 6.8%	31 37.3% 26.3%	31 36.5% 26.3%	14 31.8% 11.9%	9 19.1% 7.6%	14 29.8% 11.9%	5 29.4% 4.2%	0 0.0% 0.0%	2 22.2% 1.7%	8 28.6% 6.8%	5 27.8% 4.2%
Strong taste (5)	48 12.1% 100.0%	14 10.9% 29.2%	2 7.1% 4.2%	13 15.7% 27.1%	5 5.9% 10.4%	5 11.4% 10.4%	8 17.0% 16.7%	9 19.1% 18.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 2.1%	2 7.1% 4.2%	4 22.2% 8.3%
Mean Std. Dev. Std. Err.	3.17 1.118 0.056	3.20 1.067 0.094	2.82 1.219 0.230	3.35 1.163 0.128	3.06 1.095 0.119	3.11 1.166 0.176	3.06 1.223 0.178	3.36 1.169 0.171	2.59 1.064 0.258	1.86 0.690 0.261	2.67 1.414 0.471	3.14 1.008 0.190	3.28 1.364 0.321

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GC 018798

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	505 100.0% 100.0%	148 100.0% 29.3%	27 100.0% 5.3%	91 100.0% 18.0%	64 100.0% 12.7%	51 100.0% 10.1%	53 100.0% 10.5%	48 100.0% 9.5%	30 100.0% 5.9%	11 100.0% 2.2%	11 100.0% 2.2%	30 100.0% 5.9%	18 100.0% 3.6%
No answer	127 25.1% 100.0%	30 20.3% 23.6%	7 25.9% 5.5%	13 14.3% 10.2%	14 21.9% 11.0%	10 19.6% 7.9%	11 20.8% 8.7%	7 14.6% 5.5%	8 26.7% 6.3%	3 27.3% 2.4%	3 27.3% 2.4%	7 23.3% 5.5%	3 16.7% 2.4%
Total answering	378 74.9% 100.0%	118 79.7% 31.2%	20 74.1% 5.3%	78 85.7% 20.6%	50 78.1% 13.2%	41 80.4% 10.8%	42 79.2% 11.1%	41 85.4% 10.8%	22 73.3% 5.8%	8 72.7% 2.1%	8 72.7% 2.1%	23 76.7% 6.1%	15 83.3% 4.0%
<u>Te Amo</u>													
Mild Taste (1)	31 8.2% 100.0%	9 7.6% 29.0%	2 10.0% 6.5%	7 9.0% 22.6%	4 8.0% 12.9%	3 7.3% 9.7%	3 7.1% 9.7%	1 2.4% 3.2%	3 13.6% 9.7%	2 25.0% 6.5%	2 25.0% 6.5%	3 13.0% 9.7%	2 13.3% 6.5%
Mild to medium taste (2)	100 26.5% 100.0%	26 22.0% 26.0%	4 20.0% 4.0%	18 23.1% 18.0%	11 22.0% 11.0%	12 29.3% 12.0%	11 26.2% 11.0%	14 34.1% 14.0%	5 22.7% 5.0%	3 37.5% 3.0%	3 37.5% 3.0%	3 13.0% 3.0%	3 20.0% 3.0%
Medium taste (3)	90 23.8% 100.0%	31 26.3% 34.4%	3 15.0% 3.3%	15 19.2% 16.7%	6 12.0% 6.7%	10 24.4% 11.1%	7 16.7% 7.8%	9 22.0% 10.0%	10 45.5% 11.1%	2 25.0% 2.2%	0 0.0% 0.0%	6 26.1% 6.7%	3 20.0% 3.3%
Medium to strong taste (4)	107 28.3% 100.0%	36 30.5% 33.6%	9 45.0% 8.4%	26 33.3% 24.3%	18 36.0% 16.8%	12 29.3% 11.2%	14 33.3% 13.1%	11 26.8% 10.3%	3 13.6% 2.8%	1 12.5% 0.9%	3 37.5% 2.8%	9 39.1% 8.4%	4 26.7% 3.7%
Strong taste (5)	50 13.2% 100.0%	16 13.6% 32.0%	2 10.0% 4.0%	12 15.4% 24.0%	11 22.0% 22.0%	4 9.8% 8.0%	7 16.7% 14.0%	6 14.6% 12.0%	1 4.5% 2.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 8.7% 4.0%	3 20.0% 6.0%
Mean Std. Dev. Std. Err.	3.12 1.181 0.061	3.20 1.159 0.107	3.25 1.209 0.270	3.23 1.227 0.139	3.42 1.279 0.181	3.05 1.139 0.178	3.26 1.231 0.190	3.17 1.138 0.178	2.73 1.032 0.220	2.25 1.035 0.366	2.50 1.309 0.463	3.17 1.193 0.249	3.20 1.373 0.355

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UNDER PROTECTIVE ORDER
GC 018799

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Cohiba													
Mean	3.43	3.56	3.43	3.53	3.38	3.06	3.52	3.42	3.48	3.17	2.62	3.94	3.28
Std. Dev.	1.086	1.055	1.006	1.119	1.152	1.099	1.072	1.239	1.085	1.472	1.325	1.045	1.099
Std. Err.	0.052	0.086	0.184	0.119	0.151	0.119	0.155	0.189	0.217	0.601	0.368	0.185	0.204
Davidoff													
Mean	2.79	2.77	2.64	2.70	2.51	2.75	2.73	2.33	3.17	3.20	2.50	3.00	2.85
Std. Dev.	1.020	0.956	1.002	0.977	0.952	1.006	1.146	1.009	0.835	1.095	1.049	0.949	0.801
Std. Err.	0.059	0.096	0.214	0.116	0.149	0.159	0.188	0.162	0.241	0.490	0.428	0.207	0.222
Don Diego													
Mean	2.93	2.92	2.92	2.78	2.72	2.83	2.98	2.66	3.09	2.89	3.18	2.82	2.71
Std. Dev.	0.981	1.031	1.075	1.061	0.914	0.935	0.880	0.834	1.215	1.231	1.332	1.156	0.772
Std. Err.	0.043	0.082	0.174	0.114	0.120	0.128	0.137	0.126	0.208	0.290	0.284	0.219	0.187
Fuente/Arturo Fuente													
Mean	3.21	3.24	2.93	3.23	3.28	3.12	3.16	3.07	3.14	3.17	3.17	3.22	3.50
Std. Dev.	0.933	0.864	0.998	0.952	0.940	0.824	0.805	0.921	0.889	0.983	1.329	0.934	0.761
Std. Err.	0.047	0.076	0.185	0.108	0.125	0.117	0.121	0.142	0.190	0.401	0.543	0.180	0.170
H. Upmann													
Mean	3.03	2.96	2.88	3.08	3.12	3.10	3.28	2.91	3.14	3.67	3.29	3.07	3.11
Std. Dev.	0.946	0.900	1.054	0.855	0.907	0.869	0.856	0.884	0.964	0.577	0.951	0.704	1.100
Std. Err.	0.046	0.076	0.211	0.089	0.110	0.121	0.116	0.133	0.210	0.333	0.360	0.131	0.252
Hoyo de Monterrey													
Mean	3.15	3.13	2.92	3.17	3.03	3.18	3.08	3.15	3.17	3.80	3.75	3.09	3.15
Std. Dev.	0.916	0.946	1.060	0.905	0.890	0.942	0.956	0.978	0.857	0.837	1.500	0.868	1.068
Std. Err.	0.050	0.093	0.216	0.101	0.116	0.151	0.134	0.143	0.202	0.374	0.750	0.185	0.296
Hoyo de Monterrey Excalibur													
Mean	3.38	3.50	3.15	3.42	3.36	3.18	3.27	3.35	3.27	3.60	3.00	3.78	3.08
Std. Dev.	0.983	1.059	1.120	1.061	0.879	1.010	1.086	1.011	0.884	1.140	1.225	0.808	1.038
Std. Err.	0.058	0.115	0.220	0.130	0.121	0.164	0.157	0.144	0.228	0.510	0.548	0.191	0.288
Macanudo													
Mean	2.69	2.54	2.42	2.57	2.53	2.69	2.46	2.45	2.92	3.63	3.13	2.63	2.78
Std. Dev.	1.048	0.961	1.055	1.108	1.086	1.036	1.254	1.282	1.024	1.302	0.991	0.926	1.242

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GC 018800

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary

Base: Total aware of brand (Q1A)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Std. Err.	0.042	0.061	0.157	0.107	0.130	0.123	0.181	0.187	0.166	0.460	0.350	0.141	0.259
Montecristo													
Mean	3.13	3.22	2.76	3.19	2.98	3.03	3.13	3.05	2.96	2.67	3.08	3.41	2.83
Std. Dev.	0.950	0.968	0.987	0.914	1.028	0.974	1.014	1.085	0.806	1.231	1.441	0.867	0.834
Std. Err.	0.045	0.084	0.169	0.099	0.141	0.126	0.151	0.172	0.165	0.355	0.400	0.161	0.174
Partagas													
Mean	3.21	3.22	2.93	3.15	3.25	3.13	3.30	3.22	3.10	2.63	3.00	3.32	3.28
Std. Dev.	0.962	0.968	0.958	1.039	1.043	1.001	0.974	0.876	1.261	0.916	1.225	1.188	0.895
Std. Err.	0.047	0.080	0.184	0.096	0.134	0.135	0.138	0.131	0.275	0.324	0.408	0.225	0.211
Punch													
Mean	3.17	3.20	2.82	3.35	3.06	3.11	3.06	3.36	2.59	1.86	2.67	3.14	3.28
Std. Dev.	1.118	1.067	1.219	1.163	1.095	1.166	1.223	1.169	1.064	0.690	1.414	1.008	1.364
Std. Err.	0.056	0.094	0.230	0.128	0.119	0.176	0.178	0.171	0.258	0.261	0.471	0.190	0.321
Te Amo													
Mean	3.12	3.20	3.25	3.23	3.42	3.05	3.26	3.17	2.73	2.25	2.50	3.17	3.20
Std. Dev.	1.181	1.159	1.209	1.227	1.279	1.139	1.231	1.138	1.032	1.035	1.309	1.193	1.373
Std. Err.	0.061	0.107	0.270	0.139	0.181	0.178	0.190	0.178	0.220	0.366	0.463	0.249	0.355

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UNDER PROTECTIVE ORDER
GC 018801

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	117 100.0% 100.0%	40 100.0% 34.2%	14 100.0% 12.0%	26 100.0% 22.2%	19 100.0% 16.2%	71 100.0% 60.7%	19 100.0% 16.2%	14 100.0% 12.0%	7 100.0% 6.0%	3 100.0% 2.6%	3 100.0% 2.6%	8 100.0% 6.8%	24 100.0% 20.5%
No answer	13 11.1% 100.0%	2 5.0% 15.4%	0 0.0% 0.0%	1 3.8% 7.7%	1 5.3% 7.7%	5 7.0% 38.5%	1 5.3% 7.7%	1 7.1% 7.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.2% 7.7%
Total answering	104 88.9% 100.0%	38 95.0% 36.5%	14 100.0% 13.5%	25 96.2% 24.0%	18 94.7% 17.3%	66 93.0% 63.5%	18 94.7% 17.3%	13 92.9% 12.5%	7 100.0% 6.7%	3 100.0% 2.9%	3 100.0% 2.9%	8 100.0% 7.7%	23 95.8% 22.1%
Cohiba													
Mild Taste (1)	9 8.7% 100.0%	2 5.3% 22.2%	1 7.1% 11.1%	2 8.0% 22.2%	1 5.6% 11.1%	6 9.1% 66.7%	2 11.1% 22.2%	3 23.1% 33.3%	1 14.3% 11.1%	1 33.3% 11.1%	1 33.3% 11.1%	1 12.5% 11.1%	2 8.7% 22.2%
Mild to medium taste (2)	19 18.3% 100.0%	6 15.8% 31.6%	2 14.3% 10.5%	5 20.0% 26.3%	5 27.8% 26.3%	15 22.7% 78.9%	2 11.1% 10.5%	1 7.7% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 5.3%	0 0.0% 0.0%	4 17.4% 21.1%
Medium taste (3)	36 34.6% 100.0%	15 39.5% 41.7%	5 35.7% 13.9%	8 32.0% 22.2%	7 38.9% 19.4%	22 33.3% 61.1%	5 27.8% 13.9%	2 15.4% 5.6%	2 28.6% 5.6%	1 33.3% 2.8%	1 33.3% 2.8%	3 37.5% 8.3%	5 21.7% 13.9%
Medium to strong taste (4)	28 26.9% 100.0%	10 26.3% 35.7%	5 35.7% 17.9%	6 24.0% 21.4%	3 16.7% 10.7%	17 25.8% 60.7%	5 27.8% 17.9%	4 30.8% 14.3%	2 28.6% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 25.0% 7.1%	10 43.5% 35.7%
Strong taste (5)	12 11.5% 100.0%	5 13.2% 41.7%	1 7.1% 8.3%	4 16.0% 33.3%	2 11.1% 16.7%	6 9.1% 50.0%	4 22.2% 33.3%	3 23.1% 25.0%	2 28.6% 16.7%	1 33.3% 8.3%	0 0.0% 0.0%	2 25.0% 16.7%	2 8.7% 16.7%
Mean Std. Dev. Std. Err.	3.14 1.118 0.110	3.26 1.057 0.172	3.21 1.051 0.281	3.20 1.190 0.238	3.00 1.085 0.256	3.03 1.109 0.137	3.39 1.290 0.304	3.23 1.536 0.426	3.57 1.397 0.528	3.00 2.000 1.155	2.00 1.000 0.577	3.50 1.309 0.463	3.26 1.137 0.237

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018802

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	51 100.0% 100.0%	20 100.0% 39.2%	7 100.0% 13.7%	16 100.0% 31.4%	8 100.0% 15.7%	10 100.0% 19.6%	6 100.0% 11.8%	6 100.0% 11.8%	2 100.0% 3.9%	2 100.0% 3.9%	2 100.0% 3.9%	2 100.0% 3.9%	3 100.0% 5.9%
No answer	3 5.9% 100.0%	2 10.0% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	48 94.1% 100.0%	18 90.0% 37.5%	7 100.0% 14.6%	16 100.0% 33.3%	8 100.0% 16.7%	10 100.0% 20.8%	6 100.0% 12.5%	6 100.0% 12.5%	2 100.0% 4.2%	2 100.0% 4.2%	1 50.0% 2.1%	2 100.0% 4.2%	3 100.0% 6.3%
<u>Davidoff</u>													
Mild Taste (1)	8 16.7% 100.0%	2 11.1% 25.0%	0 0.0% 0.0%	1 6.3% 12.5%	0 0.0% 0.0%	3 30.0% 37.5%	1 16.7% 12.5%	1 16.7% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 100.0% 12.5%	0 0.0% 0.0%	1 33.3% 12.5%
Mild to medium taste (2)	9 18.8% 100.0%	5 27.8% 55.6%	2 28.6% 22.2%	2 12.5% 22.2%	2 25.0% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Medium taste (3)	19 39.6% 100.0%	5 27.8% 26.3%	4 57.1% 21.1%	7 43.8% 36.8%	4 50.0% 21.1%	5 50.0% 26.3%	2 33.3% 10.5%	4 66.7% 21.1%	2 100.0% 10.5%	2 100.0% 10.5%	0 0.0% 0.0%	0 0.0% 0.0%	2 66.7% 10.5%
Medium to strong taste (4)	12 25.0% 100.0%	6 33.3% 50.0%	1 14.3% 8.3%	6 37.5% 50.0%	2 25.0% 16.7%	2 20.0% 16.7%	3 50.0% 25.0%	1 16.7% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 100.0% 16.7%	0 0.0% 0.0%
Strong taste (5)	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mean	2.73	2.83	2.86	3.13	3.00	2.60	3.17	2.83	3.00	3.00	1.00	4.00	2.33
Std. Dev.	1.026	1.043	0.690	0.885	0.756	1.174	1.169	0.983	0.000	0.000	0.000	0.000	1.155
Std. Err.	0.148	0.246	0.261	0.221	0.267	0.371	0.477	0.401	0.000	0.000	0.000	0.000	0.667

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UNDER PROTECTIVE ORDER
GC 018803

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	111 100.0% 100.0%	36 100.0% 32.4%	8 100.0% 7.2%	16 100.0% 14.4%	11 100.0% 9.9%	12 100.0% 10.8%	8 100.0% 7.2%	8 100.0% 7.2%	8 100.0% 7.2%	4 100.0% 3.6%	7 100.0% 6.3%	6 100.0% 5.4%	4 100.0% 3.6%
No answer	9 8.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 16.7% 22.2%	0 0.0% 0.0%	1 12.5% 11.1%	1 12.5% 11.1%	0 0.0% 0.0%	1 14.3% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	102 91.9% 100.0%	36 100.0% 35.3%	8 100.0% 7.8%	16 100.0% 15.7%	11 100.0% 10.8%	10 83.3% 9.8%	8 100.0% 7.8%	7 87.5% 6.9%	7 87.5% 6.9%	4 100.0% 3.9%	6 85.7% 5.9%	6 100.0% 5.9%	4 100.0% 3.9%
<u>Don Diego</u>													
Mild Taste (1)	11 10.8% 100.0%	3 8.3% 27.3%	0 0.0% 0.0%	3 18.8% 27.3%	1 9.1% 9.1%	1 10.0% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 14.3% 9.1%	0 0.0% 0.0%	2 33.3% 18.2%	0 0.0% 0.0%	1 25.0% 9.1%
Mild to medium taste (2)	29 28.4% 100.0%	11 30.6% 37.9%	3 37.5% 10.3%	2 12.5% 6.9%	4 36.4% 13.8%	4 40.0% 13.8%	1 12.5% 3.4%	5 71.4% 17.2%	2 28.6% 6.9%	1 25.0% 3.4%	1 16.7% 3.4%	3 50.0% 10.3%	2 50.0% 6.9%
Medium taste (3)	42 41.2% 100.0%	14 38.9% 33.3%	4 50.0% 9.5%	7 43.8% 16.7%	5 45.5% 11.9%	2 20.0% 4.8%	5 62.5% 11.9%	2 28.6% 4.8%	2 28.6% 4.8%	2 50.0% 4.8%	2 33.3% 4.8%	3 50.0% 7.1%	0 0.0% 0.0%
Medium to strong taste (4)	15 14.7% 100.0%	5 13.9% 33.3%	0 0.0% 0.0%	3 18.8% 20.0%	0 0.0% 0.0%	2 20.0% 13.3%	2 25.0% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 6.7%	0 0.0% 0.0%	1 25.0% 6.7%
Strong taste (5)	5 4.9% 100.0%	3 8.3% 60.0%	1 12.5% 20.0%	1 6.3% 20.0%	1 9.1% 20.0%	1 10.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 28.6% 40.0%	1 25.0% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	2.75 1.002 0.099	2.83 1.056 0.176	2.88 0.991 0.350	2.81 1.167 0.292	2.64 1.027 0.310	2.80 1.229 0.389	3.13 0.641 0.227	2.29 0.488 0.184	3.00 1.528 0.577	3.25 1.258 0.629	2.33 1.211 0.494	2.50 0.548 0.224	2.25 1.258 0.629

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UNDER PROTECTIVE ORDER
GC 018804

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	164 100.0% 100.0%	53 100.0% 32.3%	13 100.0% 7.9%	43 100.0% 26.2%	29 100.0% 17.7%	27 100.0% 16.5%	34 100.0% 20.7%	23 100.0% 14.0%	6 100.0% 3.7%	1 100.0% 0.6%	3 100.0% 1.8%	10 100.0% 6.1%	9 100.0% 5.5%
No answer	7 4.3% 100.0%	4 7.5% 57.1%	0 0.0% 0.0%	1 2.3% 14.3%	0 0.0% 0.0%	1 3.7% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	157 95.7% 100.0%	49 92.5% 31.2%	13 100.0% 8.3%	42 97.7% 26.8%	29 100.0% 18.5%	26 96.3% 16.6%	34 100.0% 21.7%	23 100.0% 14.6%	6 100.0% 3.8%	1 100.0% 0.6%	2 66.7% 1.3%	10 100.0% 6.4%	9 100.0% 5.7%
<u>Fuente/Arturo Fuente</u>													
Mild Taste (1)	8 5.1% 100.0%	2 4.1% 25.0%	1 7.7% 12.5%	2 4.8% 25.0%	3 10.3% 37.5%	1 3.8% 12.5%	2 5.9% 25.0%	2 8.7% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mild to medium taste (2)	32 20.4% 100.0%	7 14.3% 21.9%	3 23.1% 9.4%	5 11.9% 15.6%	2 6.9% 6.3%	3 11.5% 9.4%	3 8.8% 9.4%	2 8.7% 6.3%	3 50.0% 9.4%	0 0.0% 0.0%	0 0.0% 0.0%	2 20.0% 6.3%	0 0.0% 0.0%
Medium taste (3)	62 39.5% 100.0%	23 46.9% 37.1%	7 53.8% 11.3%	21 50.0% 33.9%	15 51.7% 24.2%	15 57.7% 24.2%	20 58.8% 32.3%	12 52.2% 19.4%	3 50.0% 4.8%	1 100.0% 1.6%	0 0.0% 0.0%	5 50.0% 8.1%	4 44.4% 6.5%
Medium to strong taste (4)	47 29.9% 100.0%	16 32.7% 34.0%	2 15.4% 4.3%	10 23.8% 21.3%	6 20.7% 12.8%	7 26.9% 14.9%	8 23.5% 17.0%	5 21.7% 10.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 2.1%	3 30.0% 6.4%	5 55.6% 10.6%
Strong taste (5)	8 5.1% 100.0%	1 2.0% 12.5%	0 0.0% 0.0%	4 9.5% 50.0%	3 10.3% 37.5%	0 0.0% 0.0%	1 2.9% 12.5%	2 8.7% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	3.10 0.953 0.076	3.14 0.842 0.120	2.77 0.832 0.231	3.21 0.951 0.147	3.14 1.060 0.197	3.08 0.744 0.146	3.09 0.830 0.142	3.13 1.014 0.211	2.50 0.548 0.224	3.00 0.000 0.000	4.50 0.707 0.500	3.10 0.738 0.233	3.56 0.527 0.176

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UNDER PROTECTIVE ORDER
GC 018805

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	158 100.0% 100.0%	68 100.0% 43.0%	10 100.0% 6.3%	41 100.0% 25.9%	33 100.0% 20.9%	29 100.0% 18.4%	22 100.0% 13.9%	9 100.0% 5.7%	5 100.0% 3.2%	1 100.0% 0.6%	3 100.0% 1.9%	10 100.0% 6.3%	9 100.0% 5.7%
No answer	11 7.0% 100.0%	4 5.9% 36.4%	0 0.0% 0.0%	2 4.9% 18.2%	0 0.0% 0.0%	2 6.9% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	147 93.0% 100.0%	64 94.1% 43.5%	10 100.0% 6.8%	39 95.1% 26.5%	33 100.0% 22.4%	27 93.1% 18.4%	22 100.0% 15.0%	9 100.0% 6.1%	5 100.0% 3.4%	1 100.0% 0.7%	3 100.0% 2.0%	10 100.0% 6.8%	9 100.0% 6.1%
H. Upmann													
Mild Taste (1)	6 4.1% 100.0%	3 4.7% 50.0%	0 0.0% 0.0%	1 2.6% 16.7%	0 0.0% 0.0%	1 3.7% 16.7%	1 4.5% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 16.7%
Mild to medium taste (2)	42 28.6% 100.0%	19 29.7% 45.2%	3 30.0% 7.1%	8 20.5% 19.0%	9 27.3% 21.4%	7 25.9% 16.7%	4 18.2% 9.5%	2 22.2% 4.8%	3 60.0% 7.1%	0 0.0% 0.0%	1 33.3% 2.4%	0 0.0% 0.0%	2 22.2% 4.8%
Medium taste (3)	59 40.1% 100.0%	27 42.2% 45.8%	4 40.0% 6.8%	18 46.2% 30.5%	14 42.4% 23.7%	11 40.7% 18.6%	11 50.0% 18.6%	6 66.7% 10.2%	0 0.0% 0.0%	1 100.0% 1.7%	1 33.3% 1.7%	7 70.0% 11.9%	3 33.3% 5.1%
Medium to strong taste (4)	36 24.5% 100.0%	14 21.9% 38.9%	3 30.0% 8.3%	11 28.2% 30.6%	9 27.3% 25.0%	8 29.6% 22.2%	6 27.3% 16.7%	0 0.0% 0.0%	2 40.0% 5.6%	0 0.0% 0.0%	1 33.3% 2.8%	3 30.0% 8.3%	3 33.3% 8.3%
Strong taste (5)	4 2.7% 100.0%	1 1.6% 25.0%	0 0.0% 0.0%	1 2.6% 25.0%	1 3.0% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 11.1% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mean	2.93	2.86	3.00	3.08	3.06	2.96	3.00	3.00	2.80	3.00	3.00	3.30	2.89
Std. Dev.	0.896	0.870	0.816	0.839	0.827	0.854	0.816	0.866	1.095	0.000	1.000	0.483	1.054
Std. Err.	0.074	0.109	0.258	0.134	0.144	0.164	0.174	0.289	0.490	0.000	0.577	0.153	0.351

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018806

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	63 100.0% 100.0%	19 100.0% 30.2%	7 100.0% 11.1%	21 100.0% 33.3%	17 100.0% 27.0%	14 100.0% 22.2%	40 100.0% 63.5%	17 100.0% 27.0%	2 100.0% 3.2%	1 100.0% 1.6%	0 0.0% 0.0%	3 100.0% 4.8%	6 100.0% 9.5%
No answer	2 3.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.5% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	61 96.8% 100.0%	19 100.0% 31.1%	7 100.0% 11.5%	21 100.0% 34.4%	17 100.0% 27.9%	14 100.0% 23.0%	39 97.5% 63.9%	17 100.0% 27.9%	2 100.0% 3.3%	1 100.0% 1.6%	0 0.0% 0.0%	3 100.0% 4.9%	6 100.0% 9.8%
<u>Hoyo de Monterrey</u>													
Mild Taste (1)	3 4.9% 100.0%	3 15.8% 100.0%	2 28.6% 66.7%	1 4.8% 33.3%	2 11.8% 66.7%	2 14.3% 66.7%	3 7.7% 100.0%	1 5.9% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 33.3%
Mild to medium taste (2)	8 13.1% 100.0%	1 5.3% 12.5%	1 14.3% 12.5%	1 4.8% 12.5%	1 5.9% 12.5%	0 0.0% 0.0%	7 17.9% 87.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Medium taste (3)	24 39.3% 100.0%	6 31.6% 25.0%	2 28.6% 8.3%	11 52.4% 45.8%	7 41.2% 29.2%	6 42.9% 25.0%	16 41.0% 66.7%	8 47.1% 33.3%	1 50.0% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	2 66.7% 8.3%	2 33.3% 8.3%
Medium to strong taste (4)	22 36.1% 100.0%	9 47.4% 40.9%	2 28.6% 9.1%	8 38.1% 36.4%	6 35.3% 27.3%	6 42.9% 27.3%	12 30.8% 54.5%	6 35.3% 27.3%	1 50.0% 4.5%	1 100.0% 4.5%	0 0.0% 0.0%	1 33.3% 4.5%	3 50.0% 13.6%
Strong taste (5)	4 6.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.9% 25.0%	0 0.0% 0.0%	1 2.6% 25.0%	2 11.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	3.26 0.947 0.121	3.11 1.100 0.252	2.57 1.272 0.481	3.24 0.768 0.168	3.18 1.074 0.261	3.14 1.027 0.275	3.03 0.959 0.154	3.47 0.943 0.229	3.50 0.707 0.500	4.00 0.000 0.000	0.00 0.000 0.000	3.33 0.577 0.333	3.17 1.169 0.477

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	66 100.0% 100.0%	18 100.0% 27.3%	10 100.0% 15.2%	21 100.0% 31.8%	19 100.0% 28.8%	15 100.0% 22.7%	22 100.0% 33.3%	39 100.0% 59.1%	4 100.0% 6.1%	2 100.0% 3.0%	1 100.0% 1.5%	5 100.0% 7.6%	3 100.0% 4.5%
No answer	7 10.6% 100.0%	1 5.6% 14.3%	1 10.0% 14.3%	2 9.5% 28.6%	2 10.5% 28.6%	1 6.7% 14.3%	1 4.5% 14.3%	4 10.3% 57.1%	1 25.0% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 14.3%	0 0.0% 0.0%
Total answering	59 89.4% 100.0%	17 94.4% 28.8%	9 90.0% 15.3%	19 90.5% 32.2%	17 89.5% 28.8%	14 93.3% 23.7%	21 95.5% 35.6%	35 89.7% 59.3%	3 75.0% 5.1%	2 100.0% 3.4%	1 100.0% 1.7%	4 80.0% 6.8%	3 100.0% 5.1%
Hoyo de Monterrey Excalibur													
Mild Taste (1)	3 5.1% 100.0%	2 11.8% 66.7%	1 11.1% 33.3%	1 5.3% 33.3%	1 5.9% 33.3%	1 7.1% 33.3%	2 9.5% 66.7%	2 5.7% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mild to medium taste (2)	7 11.9% 100.0%	2 11.8% 28.6%	1 11.1% 14.3%	3 15.8% 42.9%	3 17.6% 42.9%	2 14.3% 28.6%	4 19.0% 57.1%	7 20.0% 100.0%	1 33.3% 14.3%	1 50.0% 14.3%	0 0.0% 0.0%	1 25.0% 14.3%	2 66.7% 28.6%
Medium taste (3)	13 22.0% 100.0%	3 17.6% 23.1%	2 22.2% 15.4%	7 36.8% 53.8%	6 35.3% 46.2%	3 21.4% 23.1%	5 23.8% 38.5%	7 20.0% 53.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 7.7%	0 0.0% 0.0%
Medium to strong taste (4)	30 50.8% 100.0%	9 52.9% 30.0%	4 44.4% 13.3%	7 36.8% 23.3%	7 41.2% 23.3%	7 50.0% 23.3%	9 42.9% 30.0%	15 42.9% 50.0%	2 66.7% 6.7%	1 50.0% 3.3%	1 100.0% 3.3%	1 25.0% 3.3%	0 0.0% 0.0%
Strong taste (5)	6 10.2% 100.0%	1 5.9% 16.7%	1 11.1% 16.7%	1 5.3% 16.7%	0 0.0% 0.0%	1 7.1% 16.7%	1 4.8% 16.7%	4 11.4% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 25.0% 16.7%	1 33.3% 16.7%
Mean Std. Dev. Std. Err.	3.49 1.006 0.131	3.29 1.160 0.281	3.33 1.225 0.408	3.21 0.976 0.224	3.12 0.928 0.225	3.36 1.082 0.289	3.14 1.108 0.242	3.34 1.110 0.188	3.33 1.155 0.667	3.00 1.414 1.000	4.00 0.000 0.000	3.50 1.291 0.645	3.00 1.732 1.000

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	303 100.0% 100.0%	219 100.0% 72.3%	40 100.0% 13.2%	56 100.0% 18.5%	38 100.0% 12.5%	47 100.0% 15.5%	19 100.0% 6.3%	13 100.0% 4.3%	21 100.0% 6.9%	5 100.0% 1.7%	2 100.0% 0.7%	42 100.0% 13.9%	12 100.0% 4.0%
No answer	26 8.6% 100.0%	13 5.9% 50.0%	3 7.5% 11.5%	2 3.6% 7.7%	3 7.9% 11.5%	3 6.4% 11.5%	3 15.8% 11.5%	1 7.7% 3.8%	1 4.8% 3.8%	0 0.0% 0.0%	1 50.0% 3.8%	1 2.4% 3.8%	0 0.0% 0.0%
Total answering	277 91.4% 100.0%	206 94.1% 74.4%	37 92.5% 13.4%	54 96.4% 19.5%	35 92.1% 12.6%	44 93.6% 15.9%	16 84.2% 5.8%	12 92.3% 4.3%	20 95.2% 7.2%	5 100.0% 1.8%	1 50.0% 0.4%	41 97.6% 14.8%	12 100.0% 4.3%
Macanudo													
Mild Taste (1)	36 13.0% 100.0%	27 13.1% 75.0%	7 18.9% 19.4%	6 11.1% 16.7%	6 17.1% 16.7%	2 4.5% 5.6%	5 31.3% 13.9%	3 25.0% 8.3%	1 5.0% 2.8%	0 0.0% 0.0%	0 0.0% 0.0%	4 9.8% 11.1%	1 8.3% 2.8%
Mild to medium taste (2)	99 35.7% 100.0%	77 37.4% 77.8%	15 40.5% 15.2%	19 35.2% 19.2%	15 42.9% 15.2%	17 38.6% 17.2%	1 6.3% 1.0%	4 33.3% 4.0%	7 35.0% 7.1%	1 20.0% 1.0%	0 0.0% 0.0%	15 36.6% 15.2%	4 33.3% 4.0%
Medium taste (3)	97 35.0% 100.0%	71 34.5% 73.2%	6 16.2% 6.2%	14 25.9% 14.4%	8 22.9% 8.2%	12 27.3% 12.4%	8 50.0% 8.2%	2 16.7% 2.1%	8 40.0% 8.2%	2 40.0% 2.1%	1 100.0% 1.0%	15 36.6% 15.5%	3 25.0% 3.1%
Medium to strong taste (4)	41 14.8% 100.0%	28 13.6% 68.3%	9 24.3% 22.0%	13 24.1% 31.7%	5 14.3% 12.2%	11 25.0% 26.8%	1 6.3% 2.4%	2 16.7% 4.9%	4 20.0% 9.8%	1 20.0% 2.4%	0 0.0% 0.0%	6 14.6% 14.6%	3 25.0% 7.3%
Strong taste (5)	4 1.4% 100.0%	3 1.5% 75.0%	0 0.0% 0.0%	2 3.7% 50.0%	1 2.9% 25.0%	2 4.5% 50.0%	1 6.3% 25.0%	1 8.3% 25.0%	0 0.0% 0.0%	1 20.0% 25.0%	0 0.0% 0.0%	1 2.4% 25.0%	1 8.3% 25.0%
Mean Std. Dev. Std. Err.	2.56 0.945 0.057	2.53 0.935 0.065	2.46 1.070 0.176	2.74 1.067 0.145	2.43 1.037 0.175	2.86 1.002 0.151	2.50 1.211 0.303	2.50 1.314 0.379	2.75 0.851 0.190	3.40 1.140 0.510	3.00 0.000 0.000	2.63 0.942 0.147	2.92 1.165 0.336

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	92 100.0% 100.0%	30 100.0% 32.6%	11 100.0% 12.0%	26 100.0% 28.3%	15 100.0% 16.3%	28 100.0% 30.4%	19 100.0% 20.7%	10 100.0% 10.9%	5 100.0% 5.4%	6 100.0% 6.5%	4 100.0% 4.3%	9 100.0% 9.8%	12 100.0% 13.0%
No answer	6 6.5% 100.0%	2 6.7% 33.3%	0 0.0% 0.0%	1 3.8% 16.7%	1 6.7% 16.7%	1 3.6% 16.7%	1 5.3% 16.7%	1 10.0% 16.7%	0 0.0% 0.0%	1 16.7% 16.7%	1 25.0% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	86 93.5% 100.0%	28 93.3% 32.6%	11 100.0% 12.8%	25 96.2% 29.1%	14 93.3% 16.3%	27 96.4% 31.4%	18 94.7% 20.9%	9 90.0% 10.5%	5 100.0% 5.8%	5 83.3% 5.8%	3 75.0% 3.5%	9 100.0% 10.5%	12 100.0% 14.0%
<u>Montecristo</u>													
Mild Taste (1)	7 8.1% 100.0%	3 10.7% 42.9%	0 0.0% 0.0%	1 4.0% 14.3%	1 7.1% 14.3%	1 3.7% 14.3%	1 5.6% 14.3%	1 11.1% 14.3%	0 0.0% 0.0%	1 20.0% 14.3%	1 33.3% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%
Mild to medium taste (2)	21 24.4% 100.0%	7 25.0% 33.3%	4 36.4% 19.0%	7 28.0% 33.3%	4 28.6% 19.0%	8 29.6% 38.1%	4 22.2% 19.0%	3 33.3% 14.3%	1 20.0% 4.8%	1 20.0% 4.8%	0 0.0% 0.0%	2 22.2% 9.5%	4 33.3% 19.0%
Medium taste (3)	32 37.2% 100.0%	13 46.4% 40.6%	5 45.5% 15.6%	9 36.0% 28.1%	7 50.0% 21.9%	10 37.0% 31.3%	5 27.8% 15.6%	2 22.2% 6.3%	3 60.0% 9.4%	2 40.0% 6.3%	0 0.0% 0.0%	4 44.4% 12.5%	6 50.0% 18.8%
Medium to strong taste (4)	19 22.1% 100.0%	4 14.3% 21.1%	1 9.1% 5.3%	5 20.0% 26.3%	1 7.1% 5.3%	4 14.8% 21.1%	5 27.8% 26.3%	1 11.1% 5.3%	1 20.0% 5.3%	1 20.0% 5.3%	1 33.3% 5.3%	2 22.2% 10.5%	2 16.7% 10.5%
Strong taste (5)	7 8.1% 100.0%	1 3.6% 14.3%	1 9.1% 14.3%	3 12.0% 42.9%	1 7.1% 14.3%	4 14.8% 57.1%	3 16.7% 42.9%	2 22.2% 28.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 14.3%	1 11.1% 14.3%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	2.98 1.062 0.115	2.75 0.967 0.183	2.91 0.944 0.285	3.08 1.077 0.215	2.79 0.975 0.261	3.07 1.107 0.213	3.28 1.179 0.278	3.00 1.414 0.471	3.00 0.707 0.316	2.60 1.140 0.510	3.33 2.082 1.202	3.22 0.972 0.324	2.83 0.718 0.207

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	150 100.0% 100.0%	65 100.0% 43.3%	11 100.0% 7.3%	101 100.0% 67.3%	26 100.0% 17.3%	29 100.0% 19.3%	24 100.0% 16.0%	18 100.0% 12.0%	8 100.0% 5.3%	2 100.0% 1.3%	2 100.0% 1.3%	19 100.0% 12.7%	6 100.0% 4.0%
No answer	11 7.3% 100.0%	3 4.6% 27.3%	0 0.0% 0.0%	5 5.0% 45.5%	1 3.8% 9.1%	2 6.9% 18.2%	1 4.2% 9.1%	1 5.6% 9.1%	1 12.5% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 5.3% 9.1%	0 0.0% 0.0%
Total answering	139 92.7% 100.0%	62 95.4% 44.6%	11 100.0% 7.9%	96 95.0% 69.1%	25 96.2% 18.0%	27 93.1% 19.4%	23 95.8% 16.5%	17 94.4% 12.2%	7 87.5% 5.0%	2 100.0% 1.4%	2 100.0% 1.4%	18 94.7% 12.9%	6 100.0% 4.3%
<u>Partagas</u>													
Mild Taste (1)	9 6.5% 100.0%	5 8.1% 55.6%	2 18.2% 22.2%	7 7.3% 77.8%	2 8.0% 22.2%	0 0.0% 0.0%	1 4.3% 11.1%	1 5.9% 11.1%	2 28.6% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	2 11.1% 22.2%	0 0.0% 0.0%
Mild to medium taste (2)	33 23.7% 100.0%	14 22.6% 42.4%	3 27.3% 9.1%	21 21.9% 63.6%	4 16.0% 12.1%	9 33.3% 27.3%	5 21.7% 15.2%	4 23.5% 12.1%	3 42.9% 9.1%	1 50.0% 3.0%	1 50.0% 3.0%	4 22.2% 12.1%	3 50.0% 9.1%
Medium taste (3)	36 25.9% 100.0%	15 24.2% 41.7%	3 27.3% 8.3%	23 24.0% 63.9%	6 24.0% 16.7%	7 25.9% 19.4%	6 26.1% 16.7%	7 41.2% 19.4%	1 14.3% 2.8%	1 50.0% 2.8%	1 50.0% 2.8%	2 11.1% 5.6%	0 0.0% 0.0%
Medium to strong taste (4)	52 37.4% 100.0%	26 41.9% 50.0%	3 27.3% 5.8%	39 40.6% 75.0%	10 40.0% 19.2%	8 29.6% 15.4%	8 34.8% 15.4%	3 17.6% 5.8%	1 14.3% 1.9%	0 0.0% 0.0%	0 0.0% 0.0%	8 44.4% 15.4%	2 33.3% 3.8%
Strong taste (5)	9 6.5% 100.0%	2 3.2% 22.2%	0 0.0% 0.0%	6 6.3% 66.7%	3 12.0% 33.3%	3 11.1% 33.3%	3 13.0% 33.3%	2 11.8% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 11.1% 22.2%	1 16.7% 11.1%
Mean Std. Dev. Std. Err.	3.14 1.058 0.090	3.10 1.051 0.134	2.64 1.120 0.338	3.17 1.073 0.109	3.32 1.145 0.229	3.19 1.039 0.200	3.30 1.105 0.230	3.06 1.088 0.264	2.14 1.069 0.404	2.50 0.707 0.500	2.50 0.707 0.500	3.22 1.263 0.298	3.17 1.329 0.543

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Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	126 100.0% 100.0%	39 100.0% 31.0%	14 100.0% 11.1%	31 100.0% 24.6%	75 100.0% 59.5%	17 100.0% 13.5%	18 100.0% 14.3%	19 100.0% 15.1%	5 100.0% 4.0%	2 100.0% 1.6%	2 100.0% 1.6%	13 100.0% 10.3%	5 100.0% 4.0%
No answer	7 5.6% 100.0%	2 5.1% 28.6%	0 0.0% 0.0%	3 9.7% 42.9%	2 2.7% 28.6%	3 17.6% 42.9%	1 5.6% 14.3%	2 10.5% 28.6%	1 20.0% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 7.7% 14.3%	0 0.0% 0.0%
Total answering	119 94.4% 100.0%	37 94.9% 31.1%	14 100.0% 11.8%	28 90.3% 23.5%	73 97.3% 61.3%	14 82.4% 11.8%	17 94.4% 14.3%	17 89.5% 14.3%	4 80.0% 3.4%	2 100.0% 1.7%	2 100.0% 1.7%	12 92.3% 10.1%	5 100.0% 4.2%
<u>Punch</u>													
Mild Taste (1)	9 7.6% 100.0%	5 13.5% 55.6%	3 21.4% 33.3%	2 7.1% 22.2%	7 9.6% 77.8%	2 14.3% 22.2%	2 11.8% 22.2%	1 5.9% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 8.3% 11.1%	1 20.0% 11.1%
Mild to medium taste (2)	33 27.7% 100.0%	10 27.0% 30.3%	5 35.7% 15.2%	5 17.9% 15.2%	20 27.4% 60.6%	3 21.4% 9.1%	7 41.2% 21.2%	4 23.5% 12.1%	4 100.0% 12.1%	2 100.0% 6.1%	1 50.0% 3.0%	3 25.0% 9.1%	1 20.0% 3.0%
Medium taste (3)	29 24.4% 100.0%	11 29.7% 37.9%	2 14.3% 6.9%	5 17.9% 17.2%	13 17.8% 44.8%	3 21.4% 10.3%	4 23.5% 13.8%	5 29.4% 17.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 3.4%	6 50.0% 20.7%	0 0.0% 0.0%
Medium to strong taste (4)	38 31.9% 100.0%	9 24.3% 23.7%	4 28.6% 10.5%	13 46.4% 34.2%	28 38.4% 73.7%	6 42.9% 15.8%	2 11.8% 5.3%	5 29.4% 13.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 16.7% 5.3%	2 40.0% 5.3%
Strong taste (5)	10 8.4% 100.0%	2 5.4% 20.0%	0 0.0% 0.0%	3 10.7% 30.0%	5 6.8% 50.0%	0 0.0% 0.0%	2 11.8% 20.0%	2 11.8% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 20.0% 10.0%
Mean Std. Dev. Std. Err.	3.06 1.115 0.102	2.81 1.126 0.185	2.50 1.160 0.310	3.36 1.129 0.213	3.05 1.153 0.135	2.93 1.141 0.305	2.71 1.213 0.294	3.18 1.131 0.274	2.00 0.000 0.000	2.00 0.000 0.000	2.50 0.707 0.500	2.75 0.866 0.250	3.20 1.643 0.735

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GC 018812

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below.

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	87 100.0% 100.0%	22 100.0% 25.3%	4 100.0% 4.6%	15 100.0% 17.2%	10 100.0% 11.5%	10 100.0% 11.5%	7 100.0% 8.0%	6 100.0% 6.9%	4 100.0% 4.6%	0 0.0% 0.0%	3 100.0% 3.4%	4 100.0% 4.6%	2 100.0% 2.3%
No answer	6 6.9% 100.0%	1 4.5% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 16.7%	1 14.3% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 33.3% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	81 93.1% 100.0%	21 95.5% 25.9%	4 100.0% 4.9%	15 100.0% 18.5%	10 100.0% 12.3%	9 90.0% 11.1%	6 85.7% 7.4%	6 100.0% 7.4%	4 100.0% 4.9%	0 0.0% 0.0%	2 66.7% 2.5%	4 100.0% 4.9%	2 100.0% 2.5%
<u>Te Amo</u>													
Mild Taste (1)	5 6.2% 100.0%	1 4.8% 20.0%	0 0.0% 0.0%	1 6.7% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mild to medium taste (2)	24 29.6% 100.0%	6 28.6% 25.0%	0 0.0% 0.0%	3 20.0% 12.5%	1 10.0% 4.2%	4 44.4% 16.7%	1 16.7% 4.2%	3 50.0% 12.5%	1 25.0% 4.2%	0 0.0% 0.0%	1 50.0% 4.2%	0 0.0% 0.0%	1 50.0% 4.2%
Medium taste (3)	16 19.8% 100.0%	5 23.8% 31.3%	1 25.0% 6.3%	3 20.0% 18.8%	2 20.0% 12.5%	2 22.2% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	3 75.0% 18.8%	0 0.0% 0.0%	0 0.0% 0.0%	2 50.0% 12.5%	1 50.0% 6.3%
Medium to strong taste (4)	30 37.0% 100.0%	8 38.1% 26.7%	3 75.0% 10.0%	6 40.0% 20.0%	6 60.0% 20.0%	3 33.3% 10.0%	5 83.3% 16.7%	3 50.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 50.0% 3.3%	2 50.0% 6.7%	0 0.0% 0.0%
Strong taste (5)	6 7.4% 100.0%	1 4.8% 16.7%	0 0.0% 0.0%	2 13.3% 33.3%	1 10.0% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	3.10 1.102 0.122	3.10 1.044 0.228	3.75 0.500 0.250	3.33 1.175 0.303	3.70 0.823 0.260	2.89 0.928 0.309	3.67 0.816 0.333	3.00 1.095 0.447	2.75 0.500 0.250	0.00 0.000 0.000	3.00 1.414 1.000	3.50 0.577 0.289	2.50 0.707 0.500

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UNDER PROTECTIVE ORDER
GC 018813

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Cohiba													
Mean	3.14	3.26	3.21	3.20	3.00	3.03	3.39	3.23	3.57	3.00	2.00	3.50	3.26
Std. Dev.	1.118	1.057	1.051	1.190	1.085	1.109	1.290	1.536	1.397	2.000	1.000	1.309	1.137
Std. Err.	0.110	0.172	0.281	0.238	0.256	0.137	0.304	0.426	0.528	1.155	0.577	0.463	0.237
Davidoff													
Mean	2.73	2.83	2.86	3.13	3.00	2.60	3.17	2.83	3.00	3.00	1.00	4.00	2.33
Std. Dev.	1.026	1.043	0.690	0.885	0.756	1.174	1.169	0.983	0.000	0.000	0.000	0.000	1.155
Std. Err.	0.148	0.246	0.261	0.221	0.267	0.371	0.477	0.401	0.000	0.000	0.000	0.000	0.667
Don Diego													
Mean	2.75	2.83	2.88	2.81	2.64	2.80	3.13	2.29	3.00	3.25	2.33	2.50	2.25
Std. Dev.	1.002	1.056	0.991	1.167	1.027	1.229	0.641	0.488	1.528	1.258	1.211	0.548	1.258
Std. Err.	0.099	0.176	0.350	0.292	0.310	0.389	0.227	0.184	0.577	0.629	0.494	0.224	0.629
Fuente/Arturo Fuente													
Mean	3.10	3.14	2.77	3.21	3.14	3.08	3.09	3.13	2.50	3.00	4.50	3.10	3.56
Std. Dev.	0.953	0.842	0.832	0.951	1.060	0.744	0.830	1.014	0.548	0.000	0.707	0.738	0.527
Std. Err.	0.076	0.120	0.231	0.147	0.197	0.146	0.142	0.211	0.224	0.000	0.500	0.233	0.176
H. Upmann													
Mean	2.93	2.86	3.00	3.08	3.06	2.96	3.00	3.00	2.80	3.00	3.00	3.30	2.89
Std. Dev.	0.896	0.870	0.816	0.839	0.827	0.854	0.816	0.866	1.095	0.000	1.000	0.483	1.054
Std. Err.	0.074	0.109	0.258	0.134	0.144	0.164	0.174	0.289	0.490	0.000	0.577	0.153	0.351
Hoyo de Monterrey													
Mean	3.26	3.11	2.57	3.24	3.18	3.14	3.03	3.47	3.50	4.00	0.00	3.33	3.17
Std. Dev.	0.947	1.100	1.272	0.768	1.074	1.027	0.959	0.943	0.707	0.000	0.000	0.577	1.169
Std. Err.	0.121	0.252	0.481	0.168	0.261	0.275	0.154	0.229	0.500	0.000	0.000	0.333	0.477
Hoyo de Monterrey Excalibur													
Mean	3.49	3.29	3.33	3.21	3.12	3.36	3.14	3.34	3.33	3.00	4.00	3.50	3.00
Std. Dev.	1.006	1.160	1.225	0.976	0.928	1.082	1.108	1.110	1.155	1.414	0.000	1.291	1.732
Std. Err.	0.131	0.281	0.408	0.224	0.225	0.289	0.242	0.188	0.667	1.000	0.000	0.645	1.000
Macanudo													
Mean	2.56	2.53	2.46	2.74	2.43	2.86	2.50	2.50	2.75	3.40	3.00	2.63	2.92
Std. Dev.	0.945	0.935	1.070	1.067	1.037	1.002	1.211	1.314	0.851	1.140	0.000	0.942	1.165
Std. Err.	0.057	0.065	0.176	0.145	0.175	0.151	0.303	0.379	0.190	0.510	0.000	0.147	0.336

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UNDER PROTECTIVE ORDER
GC 018814

Cigar Segmentation

Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Montecristo													
Mean	2.98	2.75	2.91	3.08	2.79	3.07	3.28	3.00	3.00	2.60	3.33	3.22	2.83
Std. Dev.	1.062	0.967	0.944	1.077	0.975	1.107	1.179	1.414	0.707	1.140	2.082	0.972	0.718
Std. Err.	0.115	0.183	0.285	0.215	0.261	0.213	0.278	0.471	0.316	0.510	1.202	0.324	0.207
Partagas													
Mean	3.14	3.10	2.64	3.17	3.32	3.19	3.30	3.06	2.14	2.50	2.50	3.22	3.17
Std. Dev.	1.058	1.051	1.120	1.073	1.145	1.039	1.105	1.088	1.069	0.707	0.707	1.263	1.329
Std. Err.	0.090	0.134	0.338	0.109	0.229	0.200	0.230	0.264	0.404	0.500	0.500	0.298	0.543
Punch													
Mean	3.06	2.81	2.50	3.36	3.05	2.93	2.71	3.18	2.00	2.00	2.50	2.75	3.20
Std. Dev.	1.115	1.126	1.160	1.129	1.153	1.141	1.213	1.131	0.000	0.000	0.707	0.866	1.643
Std. Err.	0.102	0.185	0.310	0.213	0.135	0.305	0.294	0.274	0.000	0.000	0.500	0.250	0.735
Te Amo													
Mean	3.10	3.10	3.75	3.33	3.70	2.89	3.67	3.00	2.75	0.00	3.00	3.50	2.50
Std. Dev.	1.102	1.044	0.500	1.175	0.823	0.928	0.816	1.095	0.500	0.000	1.414	0.577	0.707
Std. Err.	0.122	0.228	0.250	0.303	0.260	0.309	0.333	0.447	0.250	0.000	1.000	0.289	0.500

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UNDER PROTECTIVE ORDER
GC 018815

Cigar Segmentation

Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Top 2 Box Summary (Extremely Satisfied)

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Cohiba	68 63.6% 100.0%	24 63.2% 35.3%	11 78.6% 16.2%	17 65.4% 25.0%	13 72.2% 19.1%	43 63.2% 63.2%	12 66.7% 17.6%	8 57.1% 11.8%	2 28.6% 2.9%	1 33.3% 1.5%	1 33.3% 1.5%	4 50.0% 5.9%	19 82.6% 27.9%
Davidoff	36 75.0% 100.0%	15 78.9% 41.7%	5 83.3% 13.9%	11 68.8% 30.6%	5 62.5% 13.9%	6 66.7% 16.7%	5 83.3% 13.9%	3 50.0% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 100.0% 2.8%	2 100.0% 5.6%	2 66.7% 5.6%
Don Diego	51 48.6% 100.0%	17 48.6% 33.3%	3 42.9% 5.9%	6 37.5% 11.8%	4 36.4% 7.8%	7 58.3% 13.7%	3 37.5% 5.9%	2 28.6% 3.9%	6 75.0% 11.8%	3 75.0% 5.9%	5 71.4% 9.8%	5 83.3% 9.8%	3 75.0% 5.9%
Fuente/Arturo Fuente	124 77.5% 100.0%	39 76.5% 31.5%	11 84.6% 8.9%	33 76.7% 26.6%	22 78.6% 17.7%	18 66.7% 14.5%	25 73.5% 20.2%	19 82.6% 15.3%	4 66.7% 3.2%	1 100.0% 0.8%	2 100.0% 1.6%	9 90.0% 7.3%	7 77.8% 5.6%
H. Upmann	86 58.9% 100.0%	36 55.4% 41.9%	5 50.0% 5.8%	20 52.6% 23.3%	18 62.1% 20.9%	15 53.6% 17.4%	7 36.8% 8.1%	2 28.6% 2.3%	4 80.0% 4.7%	0 0.0% 0.0%	2 100.0% 2.3%	5 55.6% 5.8%	6 66.7% 7.0%
Hoyo de Monterrey	34 55.7% 100.0%	8 42.1% 23.5%	3 42.9% 8.8%	9 42.9% 26.5%	12 70.6% 35.3%	7 50.0% 20.6%	22 57.9% 64.7%	7 41.2% 20.6%	2 100.0% 5.9%	1 100.0% 2.9%	0 0.0% 0.0%	2 66.7% 5.9%	5 83.3% 14.7%
Hoyo de Monterrey Excalibur	37 58.7% 100.0%	9 52.9% 24.3%	5 55.6% 13.5%	9 45.0% 24.3%	8 44.4% 21.6%	7 46.7% 18.9%	10 47.6% 27.0%	26 68.4% 70.3%	2 50.0% 5.4%	1 50.0% 2.7%	0 0.0% 0.0%	3 75.0% 8.1%	2 66.7% 5.4%
Macanudo	193 68.0% 100.0%	153 72.5% 79.3%	25 64.1% 13.0%	38 70.4% 19.7%	20 54.1% 10.4%	22 50.0% 11.4%	11 61.1% 5.7%	6 46.2% 3.1%	14 66.7% 7.3%	3 60.0% 1.6%	1 100.0% 0.5%	38 90.5% 19.7%	7 63.6% 3.6%
Montecristo	56 65.1% 100.0%	20 71.4% 35.7%	8 72.7% 14.3%	17 68.0% 30.4%	11 78.6% 19.6%	18 64.3% 32.1%	10 58.8% 17.9%	5 50.0% 8.9%	3 60.0% 5.4%	2 40.0% 3.6%	2 66.7% 3.6%	5 55.6% 8.9%	8 66.7% 14.3%
Partagas	91 63.2% 100.0%	38 60.3% 41.8%	6 60.0% 6.6%	63 63.6% 69.2%	13 52.0% 14.3%	17 58.6% 18.7%	13 59.1% 14.3%	11 61.1% 12.1%	7 100.0% 7.7%	1 50.0% 1.1%	0 0.0% 0.0%	12 66.7% 13.2%	5 83.3% 5.5%
Punch	69 59.5% 100.0%	19 50.0% 27.5%	6 42.9% 8.7%	16 53.3% 23.2%	47 64.4% 68.1%	8 50.0% 11.6%	12 66.7% 17.4%	11 57.9% 15.9%	2 50.0% 2.9%	0 0.0% 0.0%	1 100.0% 1.4%	7 58.3% 10.1%	4 80.0% 5.8%
Te Amo	35 42.7% 100.0%	7 31.8% 20.0%	1 25.0% 2.9%	7 46.7% 20.0%	3 30.0% 8.6%	4 44.4% 11.4%	1 16.7% 2.9%	2 33.3% 5.7%	2 50.0% 5.7%	0 0.0% 0.0%	1 50.0% 2.9%	1 25.0% 2.9%	1 50.0% 2.9%

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GC 018816

Cigar Segmentation

Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Mean Summary

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Cohiba													
Mean	8.43	8.05	7.71	8.27	8.00	8.22	7.61	7.57	7.00	6.67	7.67	7.38	8.78
Std. Dev.	2.211	2.770	3.338	2.601	3.181	2.544	3.483	3.368	2.449	3.215	2.517	3.462	2.295
Std. Err.	0.214	0.449	0.892	0.510	0.750	0.309	0.821	0.900	0.926	1.856	1.453	1.224	0.479
Davidoff													
Mean	9.13	9.32	9.50	9.19	9.00	9.22	9.33	8.67	6.00	6.00	10.00	10.00	9.33
Std. Dev.	1.496	0.946	0.837	1.047	1.195	0.972	0.816	1.506	0.000	0.000	0.000	0.000	1.155
Std. Err.	0.216	0.217	0.342	0.262	0.423	0.324	0.333	0.615	0.000	0.000	0.000	0.000	0.667
Don Diego													
Mean	8.13	8.29	7.43	7.63	7.73	8.67	7.25	7.86	9.00	8.75	9.00	9.00	9.00
Std. Dev.	1.947	1.426	2.637	1.928	1.489	1.073	2.053	1.345	0.756	1.258	1.414	1.095	0.816
Std. Err.	0.190	0.241	0.997	0.482	0.449	0.310	0.726	0.508	0.267	0.629	0.535	0.447	0.408
Fuente/Arturo Fuente													
Mean	8.93	8.76	8.92	8.88	9.04	8.26	8.65	8.87	8.33	9.00	10.00	9.40	8.33
Std. Dev.	1.592	1.986	1.706	1.651	1.527	2.297	2.116	1.984	1.506	0.000	0.000	0.699	2.449
Std. Err.	0.126	0.278	0.473	0.252	0.289	0.442	0.363	0.414	0.615	0.000	0.000	0.221	0.816
H. Upmann													
Mean	8.62	8.34	8.00	8.26	8.55	8.00	7.79	6.86	9.20	8.00	10.00	8.67	8.44
Std. Dev.	1.559	1.779	2.309	1.968	1.682	2.480	2.175	3.185	0.837	0.000	0.000	1.000	2.186
Std. Err.	0.129	0.221	0.730	0.319	0.312	0.469	0.499	1.204	0.374	0.000	0.000	0.333	0.729
Hoyo de Monterrey													
Mean	8.02	7.68	6.71	7.76	8.41	7.43	7.95	7.35	10.00	10.00	0.00	9.00	8.33
Std. Dev.	2.078	2.335	3.094	2.166	1.805	2.766	2.313	2.473	0.000	0.000	0.000	1.000	2.658
Std. Err.	0.266	0.536	1.169	0.473	0.438	0.739	0.375	0.600	0.000	0.000	0.000	0.577	1.085
Hoyo de Monterrey Excalibur													
Mean	8.08	7.71	7.89	7.75	7.72	7.27	7.62	8.42	8.00	7.50	6.00	8.75	6.67
Std. Dev.	2.097	2.616	2.571	2.531	2.191	2.987	2.747	2.088	1.826	2.121	0.000	1.258	4.933
Std. Err.	0.264	0.635	0.857	0.566	0.516	0.771	0.600	0.339	0.913	1.500	0.000	0.629	2.848
Macanudo													
Mean	8.54	8.61	8.00	8.65	8.08	7.80	8.06	7.92	8.57	8.40	9.00	9.31	8.45
Std. Dev.	1.886	1.957	2.656	1.662	2.203	2.397	2.485	2.253	1.938	1.517	0.000	1.316	1.753
Std. Err.	0.112	0.135	0.425	0.226	0.362	0.361	0.586	0.625	0.423	0.678	0.000	0.203	0.529
Montecristo													
Mean	8.55	8.54	8.73	8.40	9.07	8.50	7.71	7.90	8.80	7.40	8.67	8.44	8.50
Std. Dev.	1.877	1.856	1.489	2.121	0.730	2.082	2.733	2.470	1.789	1.949	2.309	1.509	2.276
Std. Err.	0.202	0.351	0.449	0.424	0.195	0.393	0.663	0.781	0.800	0.872	1.333	0.503	0.657

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GC 018817

Cigar Segmentation

Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Mean Summary

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Partagas													
Mean	8.62	8.49	8.10	8.69	8.28	8.41	8.18	8.39	9.86	9.00	6.50	8.94	9.33
Std. Dev.	1.564	1.703	2.424	1.475	1.990	1.900	2.152	1.944	0.378	1.414	2.121	1.434	0.816
Std. Err.	0.130	0.215	0.767	0.148	0.398	0.353	0.459	0.458	0.143	1.000	1.500	0.338	0.333
Punch													
Mean	8.60	8.16	7.64	8.33	8.68	8.31	8.39	8.32	8.00	8.00	10.00	8.92	9.40
Std. Dev.	1.503	1.824	2.098	1.647	1.623	1.852	1.914	1.765	2.828	0.000	0.000	1.240	0.894
Std. Err.	0.140	0.296	0.561	0.301	0.190	0.463	0.451	0.405	1.414	0.000	0.000	0.358	0.400
Te Amo													
Mean	7.85	7.45	7.75	7.87	8.10	7.11	6.50	7.83	7.75	0.00	7.50	7.75	7.50
Std. Dev.	1.880	1.819	2.062	1.846	1.595	2.205	2.074	1.722	2.872	0.000	3.536	1.500	2.121
Std. Err.	0.208	0.388	1.031	0.477	0.504	0.735	0.847	0.703	1.436	0.000	2.500	0.750	1.500

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Cigar Segmentation

Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Top 2 Box Summary (Extremely Satisfied)

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Cohiba	41 41.0% 100.0%	16 42.1% 39.0%	3 21.4% 7.3%	9 36.0% 22.0%	8 44.4% 19.5%	29 45.3% 70.7%	8 44.4% 19.5%	7 58.3% 17.1%	2 28.6% 4.9%	0 0.0% 0.0%	0 0.0% 0.0%	3 37.5% 7.3%	9 40.9% 22.0%
Davidoff	19 40.4% 100.0%	6 33.3% 31.6%	2 33.3% 10.5%	6 37.5% 31.6%	3 37.5% 15.8%	5 55.6% 26.3%	3 50.0% 15.8%	2 33.3% 10.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 100.0% 5.3%	0 0.0% 0.0%	1 33.3% 5.3%
Don Diego	30 30.6% 100.0%	11 33.3% 36.7%	3 42.9% 10.0%	4 25.0% 13.3%	3 30.0% 10.0%	6 54.5% 20.0%	2 25.0% 6.7%	1 16.7% 3.3%	3 42.9% 10.0%	2 50.0% 6.7%	4 66.7% 13.3%	3 50.0% 10.0%	3 75.0% 10.0%
Fuente/Arturo Fuente	64 42.1% 100.0%	20 40.8% 31.3%	5 41.7% 7.8%	23 54.8% 35.9%	13 46.4% 20.3%	14 53.8% 21.9%	17 51.5% 26.6%	13 56.5% 20.3%	1 20.0% 1.6%	1 100.0% 1.6%	2 100.0% 3.1%	5 50.0% 7.8%	6 75.0% 9.4%
H. Upmann	58 41.7% 100.0%	19 31.7% 32.8%	4 44.4% 6.9%	16 45.7% 27.6%	14 46.7% 24.1%	13 50.0% 22.4%	8 44.4% 13.8%	3 42.9% 5.2%	3 60.0% 5.2%	0 0.0% 0.0%	1 33.3% 1.7%	1 11.1% 1.7%	3 37.5% 5.2%
Hoyo de Monterrey	30 50.8% 100.0%	7 38.9% 23.3%	3 50.0% 10.0%	12 60.0% 40.0%	9 52.9% 30.0%	10 71.4% 33.3%	21 56.8% 70.0%	10 58.8% 33.3%	2 100.0% 6.7%	1 100.0% 3.3%	0 0.0% 0.0%	2 66.7% 6.7%	5 83.3% 16.7%
Hoyo de Monterrey Excalibur	22 38.6% 100.0%	7 41.2% 31.8%	4 44.4% 18.2%	10 52.6% 45.5%	8 47.1% 36.4%	8 61.5% 36.4%	12 57.1% 54.5%	19 55.9% 86.4%	2 66.7% 9.1%	1 50.0% 4.5%	0 0.0% 0.0%	2 50.0% 9.1%	3 100.0% 13.6%
Macanudo	95 35.8% 100.0%	72 36.5% 75.8%	11 33.3% 11.6%	17 31.5% 17.9%	18 48.6% 18.9%	17 38.6% 17.9%	4 23.5% 4.2%	3 25.0% 3.2%	4 21.1% 4.2%	1 20.0% 1.1%	0 0.0% 0.0%	14 34.1% 14.7%	6 54.5% 6.3%
Montecristo	33 40.2% 100.0%	10 38.5% 30.3%	5 45.5% 15.2%	9 37.5% 27.3%	5 35.7% 15.2%	12 44.4% 36.4%	6 35.3% 18.2%	4 40.0% 12.1%	2 40.0% 6.1%	1 20.0% 3.0%	2 66.7% 6.1%	4 44.4% 12.1%	3 25.0% 9.1%
Partagas	50 37.6% 100.0%	19 31.1% 38.0%	5 55.6% 10.0%	35 37.2% 70.0%	10 41.7% 20.0%	12 42.9% 24.0%	8 38.1% 16.0%	7 41.2% 14.0%	4 66.7% 8.0%	1 50.0% 2.0%	0 0.0% 0.0%	5 29.4% 10.0%	3 50.0% 6.0%
Punch	57 49.6% 100.0%	15 39.5% 26.3%	6 42.9% 10.5%	12 41.4% 21.1%	39 54.9% 68.4%	8 53.3% 14.0%	10 55.6% 17.5%	10 58.8% 17.5%	1 25.0% 1.8%	0 0.0% 0.0%	0 0.0% 0.0%	8 61.5% 14.0%	3 60.0% 5.3%
Te Amo	31 38.3% 100.0%	5 22.7% 16.1%	1 25.0% 3.2%	5 33.3% 16.1%	4 40.0% 12.9%	3 37.5% 9.7%	1 16.7% 3.2%	1 20.0% 3.2%	1 25.0% 3.2%	0 0.0% 0.0%	3 100.0% 9.7%	1 25.0% 3.2%	1 50.0% 3.2%

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Cigar Segmentation

Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Mean Summary

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Cohiba													
Mean	7.52	7.50	6.64	7.72	7.61	7.67	7.94	8.42	7.14	6.00	7.00	7.50	7.41
Std. Dev.	2.086	2.190	2.170	1.595	2.253	2.116	1.589	1.443	1.773	1.000	0.000	1.604	2.462
Std. Err.	0.209	0.355	0.580	0.319	0.531	0.265	0.375	0.417	0.670	0.577	0.000	0.567	0.525
Davidoff													
Mean	7.51	7.17	7.67	6.94	7.13	8.67	7.83	6.33	7.00	7.00	10.00	5.50	6.00
Std. Dev.	2.311	2.455	1.633	2.792	2.800	1.658	2.401	3.386	0.000	0.000	0.000	3.536	3.464
Std. Err.	0.337	0.579	0.667	0.698	0.990	0.553	0.980	1.382	0.000	0.000	0.000	2.500	2.000
Don Diego													
Mean	7.41	7.36	7.43	6.56	7.10	8.45	7.25	5.50	8.14	8.25	8.50	7.83	9.25
Std. Dev.	1.860	2.013	2.299	2.128	2.079	1.368	1.669	2.345	1.574	2.062	1.975	2.639	0.957
Std. Err.	0.188	0.350	0.869	0.532	0.657	0.413	0.590	0.957	0.595	1.031	0.806	1.078	0.479
Fuente/Arturo Fuente													
Mean	7.96	7.84	8.25	8.19	8.04	8.35	8.00	8.43	7.80	10.00	10.00	8.50	9.13
Std. Dev.	1.775	1.972	1.422	1.700	1.895	1.938	2.208	1.619	1.483	0.000	0.000	1.354	0.835
Std. Err.	0.144	0.282	0.411	0.262	0.358	0.380	0.384	0.338	0.663	0.000	0.000	0.428	0.295
H. Upmann													
Mean	7.84	7.50	8.00	7.89	8.17	8.08	7.61	7.71	8.60	7.00	7.33	7.56	8.00
Std. Dev.	1.750	1.682	1.936	1.745	1.510	1.809	1.883	2.059	1.673	0.000	2.309	1.130	1.927
Std. Err.	0.148	0.217	0.645	0.295	0.276	0.355	0.444	0.778	0.748	0.000	1.333	0.377	0.681
Hoyo de Monterrey													
Mean	7.85	7.67	7.50	8.25	8.00	8.36	7.95	7.88	10.00	10.00	0.00	9.00	9.00
Std. Dev.	2.024	1.815	2.739	1.860	1.732	1.737	2.027	2.147	0.000	0.000	0.000	1.732	1.095
Std. Err.	0.264	0.428	1.118	0.416	0.420	0.464	0.333	0.521	0.000	0.000	0.000	1.000	0.447
Hoyo de Monterrey Excalibur													
Mean	7.37	7.59	7.56	7.84	7.65	8.31	7.71	7.82	9.00	8.50	7.00	8.50	9.67
Std. Dev.	2.143	2.238	2.404	2.062	2.060	1.932	2.305	2.208	1.732	2.121	0.000	1.732	0.577
Std. Err.	0.284	0.543	0.801	0.473	0.500	0.536	0.503	0.379	1.000	1.500	0.000	0.866	0.333
Macanudo													
Mean	7.52	7.68	7.21	7.43	7.95	7.93	7.24	6.33	7.63	7.20	8.00	7.90	8.27
Std. Dev.	2.015	1.883	2.260	2.124	1.929	1.690	1.921	2.995	1.257	1.095	0.000	1.546	1.679
Std. Err.	0.124	0.134	0.394	0.289	0.317	0.255	0.466	0.865	0.288	0.490	0.000	0.241	0.506
Montecristo													
Mean	7.76	7.81	8.09	7.67	7.50	8.04	7.41	6.70	8.00	7.20	8.67	8.44	6.92
Std. Dev.	1.991	2.136	1.578	2.316	2.442	2.084	2.293	3.268	1.581	1.643	2.309	1.424	2.539
Std. Err.	0.220	0.419	0.476	0.473	0.653	0.401	0.556	1.033	0.707	0.735	1.333	0.475	0.733

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Cigar Segmentation

Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Mean Summary

Base: Total regularly smoked brand (Q1B)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Partagas													
Mean	7.77	7.59	8.22	7.80	7.75	8.00	7.62	7.59	8.50	9.00	8.00	7.82	8.67
Std. Dev.	1.816	1.838	2.048	1.841	2.172	1.846	1.857	2.181	2.345	1.414	0.000	1.845	1.211
Std. Err.	0.157	0.235	0.683	0.190	0.443	0.349	0.405	0.529	0.957	1.000	0.000	0.448	0.494
Punch													
Mean	8.09	7.76	7.86	7.72	8.23	8.40	8.11	8.29	7.00	6.00	6.50	8.46	8.80
Std. Dev.	1.565	1.635	1.610	1.709	1.623	1.242	1.711	1.532	1.414	1.414	2.121	1.506	1.304
Std. Err.	0.146	0.265	0.430	0.317	0.193	0.321	0.403	0.371	0.707	1.000	1.500	0.418	0.583
Te Amo													
Mean	7.58	6.95	7.50	7.27	7.90	7.13	6.17	7.00	7.00	0.00	9.67	7.50	8.00
Std. Dev.	1.948	1.812	1.915	1.751	1.792	2.100	2.041	1.414	2.582	0.000	0.577	1.915	1.414
Std. Err.	0.216	0.386	0.957	0.452	0.567	0.743	0.833	0.632	1.291	0.000	0.333	0.957	1.000

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Cigar Segmentation

Q1 Section VI. Considering only the six listed activities below, please indicate which of them you personally do most frequently, second most frequently and third most frequently?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Do most frequently													
Watching TV	755 50.4% 100.0%	119 43.6% 15.8%	22 41.5% 2.9%	53 42.1% 7.0%	43 45.7% 5.7%	46 46.0% 6.1%	28 46.7% 3.7%	19 32.2% 2.5%	49 52.1% 6.5%	26 47.3% 3.4%	48 57.8% 6.4%	26 53.1% 3.4%	14 41.2% 1.9%
Listening to radio	223 14.9% 100.0%	41 15.0% 18.4%	8 15.1% 3.6%	18 14.3% 8.1%	8 8.5% 3.6%	13 13.0% 5.8%	8 13.3% 3.6%	11 18.6% 4.9%	15 16.0% 6.7%	11 20.0% 4.9%	8 9.6% 3.6%	5 10.2% 2.2%	6 17.6% 2.7%
Reading newspapers	143 9.6% 100.0%	40 14.7% 28.0%	12 22.6% 8.4%	16 12.7% 11.2%	12 12.8% 8.4%	9 9.0% 6.3%	8 13.3% 5.6%	8 13.6% 5.6%	9 9.6% 6.3%	2 3.6% 1.4%	4 4.8% 2.8%	7 14.3% 4.9%	7 20.6% 4.9%
Reading magazines	72 4.8% 100.0%	14 5.1% 19.4%	3 5.7% 4.2%	12 9.5% 16.7%	10 10.6% 13.9%	11 11.0% 15.3%	6 10.0% 8.3%	6 10.2% 8.3%	4 4.3% 5.6%	4 7.3% 5.6%	1 1.2% 1.4%	1 2.0% 1.4%	4 11.8% 5.6%
Browsing the Internet	61 4.1% 100.0%	15 5.5% 24.6%	1 1.9% 1.6%	6 4.8% 9.8%	5 5.3% 8.2%	5 5.0% 8.2%	3 5.0% 4.9%	4 6.8% 6.6%	3 3.2% 4.9%	0 0.0% 0.0%	2 2.4% 3.3%	3 6.1% 4.9%	1 2.9% 1.6%
Using personal computer (not Internet/online)	95 6.3% 100.0%	22 8.1% 23.2%	2 3.8% 2.1%	15 11.9% 15.8%	8 8.5% 8.4%	7 7.0% 7.4%	5 8.3% 5.3%	6 10.2% 6.3%	5 5.3% 5.3%	5 9.1% 5.3%	1 1.2% 1.1%	4 8.2% 4.2%	1 2.9% 1.1%
No answer	148 9.9% 100.0%	22 8.1% 14.9%	5 9.4% 3.4%	6 4.8% 4.1%	8 8.5% 5.4%	9 9.0% 6.1%	2 3.3% 1.4%	5 8.5% 3.4%	9 9.6% 6.1%	7 12.7% 4.7%	19 22.9% 12.8%	3 6.1% 2.0%	1 2.9% 0.7%

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Cigar Segmentation

Q1 Section VI. Considering only the six listed activities below, please indicate which of them you personally do most frequently, second most frequently and third most frequently?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Do second most frequently													
Watching TV	292 19.5% 100.0%	53 19.4% 18.2%	10 18.9% 3.4%	26 20.6% 8.9%	14 14.9% 4.8%	19 19.0% 6.5%	6 10.0% 2.1%	11 18.6% 3.8%	20 21.3% 6.8%	15 27.3% 5.1%	9 10.8% 3.1%	9 18.4% 3.1%	6 17.6% 2.1%
Listening to radio	415 27.7% 100.0%	65 23.8% 15.7%	16 30.2% 3.9%	26 20.6% 6.3%	23 24.5% 5.5%	27 27.0% 6.5%	10 16.7% 2.4%	17 28.8% 4.1%	34 36.2% 8.2%	12 21.8% 2.9%	27 32.5% 6.5%	12 24.5% 2.9%	10 29.4% 2.4%
Reading newspapers	280 18.7% 100.0%	51 18.7% 18.2%	9 17.0% 3.2%	29 23.0% 10.4%	16 17.0% 5.7%	19 19.0% 6.8%	16 26.7% 5.7%	9 15.3% 3.2%	13 13.8% 4.6%	14 25.5% 5.0%	15 18.1% 5.4%	10 20.4% 3.6%	3 8.8% 1.1%
Reading magazines	165 11.0% 100.0%	37 13.6% 22.4%	7 13.2% 4.2%	23 18.3% 13.9%	17 18.1% 10.3%	12 12.0% 7.3%	15 25.0% 9.1%	12 20.3% 7.3%	9 9.6% 5.5%	7 12.7% 4.2%	12 14.5% 7.3%	7 14.3% 4.2%	5 14.7% 3.0%
Browsing the Internet	110 7.3% 100.0%	29 10.6% 26.4%	4 7.5% 3.6%	12 9.5% 10.9%	10 10.6% 9.1%	9 9.0% 8.2%	8 13.3% 7.3%	4 6.8% 3.6%	5 5.3% 4.5%	1 1.8% 0.9%	2 2.4% 1.8%	5 10.2% 4.5%	5 14.7% 4.5%
Using personal computer (not Internet/online)	83 5.5% 100.0%	19 7.0% 22.9%	3 5.7% 3.6%	4 3.2% 4.8%	6 6.4% 7.2%	6 6.0% 7.2%	2 3.3% 2.4%	3 5.1% 3.6%	6 6.4% 7.2%	2 3.6% 2.4%	3 3.6% 3.6%	3 6.1% 3.6%	5 14.7% 6.0%
No answer	152 10.2% 100.0%	19 7.0% 12.5%	4 7.5% 2.6%	6 4.8% 3.9%	8 8.5% 5.3%	8 8.0% 5.3%	3 5.0% 2.0%	3 5.1% 2.0%	7 7.4% 4.6%	4 7.3% 2.6%	15 18.1% 9.9%	3 6.1% 2.0%	0 0.0% 0.0%

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Cigar Segmentation

Q1 Section VI. Considering only the six listed activities below, please indicate which of them you personally do most frequently, second most frequently and third most frequently?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Do third most frequently													
Watching TV	211 14.1% 100.0%	45 16.5% 21.3%	10 18.9% 4.7%	23 18.3% 10.9%	16 17.0% 7.6%	15 15.0% 7.1%	13 21.7% 6.2%	15 25.4% 7.1%	17 18.1% 8.1%	8 14.5% 3.8%	13 15.7% 6.2%	6 12.2% 2.8%	8 23.5% 3.8%
Listening to radio	225 15.0% 100.0%	42 15.4% 18.7%	6 11.3% 2.7%	24 19.0% 10.7%	18 19.1% 8.0%	21 21.0% 9.3%	13 21.7% 5.8%	5 8.5% 2.2%	13 13.8% 5.8%	13 23.6% 5.8%	12 14.5% 5.3%	8 16.3% 3.6%	5 14.7% 2.2%
Reading newspapers	334 22.3% 100.0%	50 18.3% 15.0%	12 22.6% 3.6%	29 23.0% 8.7%	16 17.0% 4.8%	17 17.0% 5.1%	8 13.3% 2.4%	13 22.0% 3.9%	24 25.5% 7.2%	11 20.0% 3.3%	21 25.3% 6.3%	6 12.2% 1.8%	8 23.5% 2.4%
Reading magazines	295 19.7% 100.0%	54 19.8% 18.3%	16 30.2% 5.4%	17 13.5% 5.8%	11 11.7% 3.7%	20 20.0% 6.8%	10 16.7% 3.4%	11 18.6% 3.7%	13 13.8% 4.4%	10 18.2% 3.4%	10 12.0% 3.4%	9 18.4% 3.1%	5 14.7% 1.7%
Browsing the Internet	113 7.5% 100.0%	30 11.0% 26.5%	2 3.8% 1.8%	16 12.7% 14.2%	13 13.8% 11.5%	5 5.0% 4.4%	6 10.0% 5.3%	8 13.6% 7.1%	5 5.3% 4.4%	2 3.6% 1.8%	2 2.4% 1.8%	9 18.4% 8.0%	1 2.9% 0.9%
Using personal computer (not Internet/online)	103 6.9% 100.0%	26 9.5% 25.2%	4 7.5% 3.9%	9 7.1% 8.7%	10 10.6% 9.7%	10 10.0% 9.7%	7 11.7% 6.8%	1 1.7% 1.0%	15 16.0% 14.6%	4 7.3% 3.9%	4 4.8% 3.9%	6 12.2% 5.8%	5 14.7% 4.9%
No answer	216 14.4% 100.0%	26 9.5% 12.0%	3 5.7% 1.4%	8 6.3% 3.7%	10 10.6% 4.6%	12 12.0% 5.6%	3 5.0% 1.4%	6 10.2% 2.8%	7 7.4% 3.2%	7 12.7% 3.2%	21 25.3% 9.7%	5 10.2% 2.3%	2 5.9% 0.9%

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Cigar Segmentation

Q2 Section VI. Do you own a personal computer?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Yes	897 59.9% 100.0%	201 73.6% 22.4%	34 64.2% 3.8%	98 77.8% 10.9%	68 72.3% 7.6%	73 73.0% 8.1%	45 75.0% 5.0%	42 71.2% 4.7%	66 70.2% 7.4%	28 50.9% 3.1%	27 32.5% 3.0%	41 83.7% 4.6%	26 76.5% 2.9%
No	545 36.4% 100.0%	64 23.4% 11.7%	17 32.1% 3.1%	24 19.0% 4.4%	21 22.3% 3.9%	23 23.0% 4.2%	13 21.7% 2.4%	15 25.4% 2.8%	27 28.7% 5.0%	27 49.1% 5.0%	55 66.3% 10.1%	7 14.3% 1.3%	8 23.5% 1.5%
No answer	55 3.7% 100.0%	8 2.9% 14.5%	2 3.8% 3.6%	4 3.2% 7.3%	5 5.3% 9.1%	4 4.0% 7.3%	2 3.3% 3.6%	2 3.4% 3.6%	1 1.1% 1.8%	0 0.0% 0.0%	1 1.2% 1.8%	1 2.0% 1.8%	0 0.0% 0.0%

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Cigar Segmentation

Q2a Section VI. Do you have access to the Internet?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	39 2.6% 100.0%	6 2.2% 15.4%	0 0.0% 0.0%	3 2.4% 7.7%	3 3.2% 7.7%	3 3.0% 7.7%	2 3.3% 5.1%	2 3.4% 5.1%	0 0.0% 0.0%	1 1.8% 2.6%	5 6.0% 12.8%	2 4.1% 5.1%	0 0.0% 0.0%
Total answering	1458 97.4% 100.0%	267 97.8% 18.3%	53 100.0% 3.6%	123 97.6% 8.4%	91 96.8% 6.2%	97 97.0% 6.7%	58 96.7% 4.0%	57 96.6% 3.9%	94 100.0% 6.4%	54 98.2% 3.7%	78 94.0% 5.3%	47 95.9% 3.2%	34 100.0% 2.3%
Yes, at home only	314 21.5% 100.0%	66 24.7% 21.0%	9 17.0% 2.9%	31 25.2% 9.9%	16 17.6% 5.1%	17 17.5% 5.4%	13 22.4% 4.1%	10 17.5% 3.2%	22 23.4% 7.0%	5 9.3% 1.6%	13 16.7% 4.1%	11 23.4% 3.5%	3 8.8% 1.0%
Yes, at work only	188 12.9% 100.0%	34 12.7% 18.1%	8 15.1% 4.3%	18 14.6% 9.6%	20 22.0% 10.6%	11 11.3% 5.9%	7 12.1% 3.7%	10 17.5% 5.3%	13 13.8% 6.9%	8 14.8% 4.3%	11 14.1% 5.9%	4 8.5% 2.1%	5 14.7% 2.7%
Both at work and at home	350 24.0% 100.0%	98 36.7% 28.0%	18 34.0% 5.1%	47 38.2% 13.4%	31 34.1% 8.9%	41 42.3% 11.7%	24 41.4% 6.9%	22 38.6% 6.3%	17 18.1% 4.9%	4 7.4% 1.1%	1 1.3% 0.3%	21 44.7% 6.0%	17 50.0% 4.9%
No	606 41.6% 100.0%	69 25.8% 11.4%	18 34.0% 3.0%	27 22.0% 4.5%	24 26.4% 4.0%	28 28.9% 4.6%	14 24.1% 2.3%	15 26.3% 2.5%	42 44.7% 6.9%	37 68.5% 6.1%	53 67.9% 8.7%	11 23.4% 1.8%	9 26.5% 1.5%

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Cigar Segmentation

Q2B Section VI. Who is your Internet provider at home?

Base: Total have access to the internet (Q2A codes 1-3)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	852 100.0% 100.0%	198 100.0% 23.2%	35 100.0% 4.1%	96 100.0% 11.3%	67 100.0% 7.9%	69 100.0% 8.1%	44 100.0% 5.2%	42 100.0% 4.9%	52 100.0% 6.1%	17 100.0% 2.0%	25 100.0% 2.9%	36 100.0% 4.2%	25 100.0% 2.9%
America Online	272 31.9% 100.0%	69 34.8% 25.4%	13 37.1% 4.8%	39 40.6% 14.3%	17 25.4% 6.3%	26 37.7% 9.6%	17 38.6% 6.3%	13 31.0% 4.8%	18 34.6% 6.6%	5 29.4% 1.8%	5 20.0% 1.8%	14 38.9% 5.1%	10 40.0% 3.7%
AT&T Worldnet	40 4.7% 100.0%	7 3.5% 17.5%	2 5.7% 5.0%	4 4.2% 10.0%	3 4.5% 7.5%	4 5.8% 10.0%	2 4.5% 5.0%	3 7.1% 7.5%	1 1.9% 2.5%	1 5.9% 2.5%	1 4.0% 2.5%	2 5.6% 5.0%	1 4.0% 2.5%
CompuServe	24 2.8% 100.0%	7 3.5% 29.2%	2 5.7% 8.3%	6 6.3% 25.0%	5 7.5% 20.8%	3 4.3% 12.5%	2 4.5% 8.3%	3 7.1% 12.5%	1 1.9% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.6% 8.3%	0 0.0% 0.0%
Network	50 5.9% 100.0%	10 5.1% 20.0%	5 14.3% 10.0%	6 6.3% 12.0%	5 7.5% 10.0%	6 8.7% 12.0%	3 6.8% 6.0%	3 7.1% 6.0%	8 15.4% 16.0%	0 0.0% 0.0%	3 12.0% 6.0%	3 8.3% 6.0%	1 4.0% 2.0%
Prodigy	21 2.5% 100.0%	9 4.5% 42.9%	1 2.9% 4.8%	5 5.2% 23.8%	3 4.5% 14.3%	3 4.3% 14.3%	3 6.8% 14.3%	2 4.8% 9.5%	0 0.0% 0.0%	1 5.9% 4.8%	2 8.0% 9.5%	1 2.8% 4.8%	1 4.0% 4.8%
Local Internet Provider	167 19.6% 100.0%	38 19.2% 22.8%	2 5.7% 1.2%	16 16.7% 9.6%	19 28.4% 11.4%	20 29.0% 12.0%	11 25.0% 6.6%	15 35.7% 9.0%	9 17.3% 5.4%	1 5.9% 0.6%	2 8.0% 1.2%	6 16.7% 3.6%	7 28.0% 4.2%
Other	182 21.4% 100.0%	44 22.2% 24.2%	10 28.6% 5.5%	19 19.8% 10.4%	7 10.4% 3.8%	14 20.3% 7.7%	9 20.5% 4.9%	8 19.0% 4.4%	7 13.5% 3.8%	3 17.6% 1.6%	3 12.0% 1.6%	8 22.2% 4.4%	4 16.0% 2.2%
No access at home	113 13.3% 100.0%	18 9.1% 15.9%	3 8.6% 2.7%	5 5.2% 4.4%	9 13.4% 8.0%	3 4.3% 2.7%	2 4.5% 1.8%	4 9.5% 3.5%	7 13.5% 6.2%	5 29.4% 4.4%	9 36.0% 8.0%	2 5.6% 1.8%	2 8.0% 1.8%
No answer	51 6.0% 100.0%	7 3.5% 13.7%	3 8.6% 5.9%	6 6.3% 11.8%	6 9.0% 11.8%	3 4.3% 5.9%	3 6.8% 5.9%	3 7.1% 5.9%	2 3.8% 3.9%	2 11.8% 3.9%	2 8.0% 3.9%	1 2.8% 2.0%	1 4.0% 2.0%

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Cigar Segmentation

Q3 Section VI. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Have purchased													
Catalog	1009 67.4% 100.0%	210 76.9% 20.8%	44 83.0% 4.4%	106 84.1% 10.5%	78 83.0% 7.7%	78 78.0% 7.7%	45 75.0% 4.5%	50 84.7% 5.0%	65 69.1% 6.4%	31 56.4% 3.1%	53 63.9% 5.3%	42 85.7% 4.2%	28 82.4% 2.8%
Internet website	317 21.2% 100.0%	76 27.8% 24.0%	8 15.1% 2.5%	35 27.8% 11.0%	28 29.8% 8.8%	30 30.0% 9.5%	21 35.0% 6.6%	23 39.0% 7.3%	18 19.1% 5.7%	3 5.5% 0.9%	8 9.6% 2.5%	18 36.7% 5.7%	11 32.4% 3.5%
Mail solicitation, non-catalog	282 18.8% 100.0%	47 17.2% 16.7%	11 20.8% 3.9%	22 17.5% 7.8%	19 20.2% 6.7%	23 23.0% 8.2%	13 21.7% 4.6%	13 22.0% 4.6%	23 24.5% 8.2%	10 18.2% 3.5%	13 15.7% 4.6%	8 16.3% 2.8%	11 32.4% 3.9%
TV advertisement responded to directly (800#)	225 15.0% 100.0%	39 14.3% 17.3%	9 17.0% 4.0%	20 15.9% 8.9%	19 20.2% 8.4%	29 29.0% 12.9%	9 15.0% 4.0%	15 25.4% 6.7%	18 19.1% 8.0%	10 18.2% 4.4%	12 14.5% 5.3%	10 20.4% 4.4%	12 35.3% 5.3%
Magazine advertisement responded to directly (800#)	212 14.2% 100.0%	34 12.5% 16.0%	6 11.3% 2.8%	24 19.0% 11.3%	21 22.3% 9.9%	17 17.0% 8.0%	10 16.7% 4.7%	18 30.5% 8.5%	14 14.9% 6.6%	9 16.4% 4.2%	14 16.9% 6.6%	10 20.4% 4.7%	8 23.5% 3.8%
TV home shopping clubs/ QVC	201 13.4% 100.0%	33 12.1% 16.4%	9 17.0% 4.5%	12 9.5% 6.0%	14 14.9% 7.0%	21 21.0% 10.4%	9 15.0% 4.5%	11 18.6% 5.5%	12 12.8% 6.0%	5 9.1% 2.5%	14 16.9% 7.0%	12 24.5% 6.0%	7 20.6% 3.5%
Telemarketing	99 6.6% 100.0%	20 7.3% 20.2%	3 5.7% 3.0%	8 6.3% 8.1%	5 5.3% 5.1%	11 11.0% 11.1%	3 5.0% 3.0%	9 15.3% 9.1%	5 5.3% 5.1%	3 5.5% 3.0%	8 9.6% 8.1%	5 10.2% 5.1%	6 17.6% 6.1%
Door-to-door salesperson	77 5.1% 100.0%	9 3.3% 11.7%	2 3.8% 2.6%	8 6.3% 10.4%	5 5.3% 6.5%	6 6.0% 7.8%	4 6.7% 5.2%	5 8.5% 6.5%	8 8.5% 10.4%	7 12.7% 9.1%	7 8.4% 9.1%	3 6.1% 3.9%	5 14.7% 6.5%
No answer	337 22.5% 100.0%	47 17.2% 13.9%	7 13.2% 2.1%	17 13.5% 5.0%	12 12.8% 3.6%	15 15.0% 4.5%	7 11.7% 2.1%	4 6.8% 1.2%	17 18.1% 5.0%	19 34.5% 5.6%	25 30.1% 7.4%	5 10.2% 1.5%	3 8.8% 0.9%

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Cigar Segmentation

Q3 Section VI. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Purchased 3 times or more in past year													
Catalog	571 38.1% 100.0%	128 46.9% 22.4%	31 58.5% 5.4%	63 50.0% 11.0%	53 56.4% 9.3%	48 48.0% 8.4%	32 53.3% 5.6%	34 57.6% 6.0%	42 44.7% 7.4%	21 38.2% 3.7%	33 39.8% 5.8%	28 57.1% 4.9%	24 70.6% 4.2%
Internet website	143 9.6% 100.0%	38 13.9% 26.6%	3 5.7% 2.1%	19 15.1% 13.3%	16 17.0% 11.2%	13 13.0% 9.1%	10 16.7% 7.0%	10 16.9% 7.0%	7 7.4% 4.9%	0 0.0% 0.0%	5 6.0% 3.5%	13 26.5% 9.1%	4 11.8% 2.8%
Mail solicitation, non-catalog	93 6.2% 100.0%	13 4.8% 14.0%	6 11.3% 6.5%	10 7.9% 10.8%	6 6.4% 6.5%	8 8.0% 8.6%	6 10.0% 6.5%	4 6.8% 4.3%	4 4.3% 4.3%	3 5.5% 3.2%	7 8.4% 7.5%	2 4.1% 2.2%	4 11.8% 4.3%
Magazine advertisement responded to directly (800#)	62 4.1% 100.0%	8 2.9% 12.9%	3 5.7% 4.8%	7 5.6% 11.3%	4 4.3% 6.5%	3 3.0% 4.8%	5 8.3% 8.1%	5 8.5% 8.1%	4 4.3% 6.5%	5 9.1% 8.1%	8 9.6% 12.9%	1 2.0% 1.6%	2 5.9% 3.2%
TV home shopping clubs/ QVC	62 4.1% 100.0%	12 4.4% 19.4%	4 7.5% 6.5%	5 4.0% 8.1%	6 6.4% 9.7%	10 10.0% 16.1%	3 5.0% 4.8%	4 6.8% 6.5%	2 2.1% 3.2%	1 1.8% 1.6%	8 9.6% 12.9%	3 6.1% 4.8%	3 8.8% 4.8%
TV advertisement responded to directly (800#)	48 3.2% 100.0%	9 3.3% 18.8%	1 1.9% 2.1%	2 1.6% 4.2%	9 9.6% 18.8%	5 5.0% 10.4%	3 5.0% 6.3%	6 10.2% 12.5%	4 4.3% 8.3%	3 5.5% 6.3%	5 6.0% 10.4%	1 2.0% 2.1%	3 8.8% 6.3%
Door-to-door salesperson	17 1.1% 100.0%	6 2.2% 35.3%	2 3.8% 11.8%	1 0.8% 5.9%	1 1.1% 5.9%	1 1.0% 5.9%	2 3.3% 11.8%	1 1.7% 5.9%	1 1.1% 5.9%	1 1.8% 5.9%	4 4.8% 23.5%	3 6.1% 17.6%	3 8.8% 17.6%
Telemarketing	16 1.1% 100.0%	4 1.5% 25.0%	0 0.0% 0.0%	3 2.4% 18.8%	1 1.1% 6.3%	2 2.0% 12.5%	1 1.7% 6.3%	1 1.7% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.8% 25.0%	3 6.1% 18.8%	2 5.9% 12.5%
No answer	787 52.6% 100.0%	128 46.9% 16.3%	19 35.8% 2.4%	54 42.9% 6.9%	33 35.1% 4.2%	42 42.0% 5.3%	23 38.3% 2.9%	18 30.5% 2.3%	47 50.0% 6.0%	30 54.5% 3.8%	44 53.0% 5.6%	16 32.7% 2.0%	6 17.6% 0.8%

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Cigar Segmentation

Q4 Section VI. Which, if any, of the following programs/clubs do you belong to?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Regular status													
Airline frequent flier program	438 29.3% 100.0%	132 48.4% 30.1%	24 45.3% 5.5%	54 42.9% 12.3%	39 41.5% 8.9%	47 47.0% 10.7%	29 48.3% 6.6%	27 45.8% 6.2%	33 35.1% 7.5%	11 20.0% 2.5%	8 9.6% 1.8%	31 63.3% 7.1%	22 64.7% 5.0%
Hotel awards program	249 16.6% 100.0%	71 26.0% 28.5%	17 32.1% 6.8%	35 27.8% 14.1%	24 25.5% 9.6%	25 25.0% 10.0%	20 33.3% 8.0%	14 23.7% 5.6%	18 19.1% 7.2%	8 14.5% 3.2%	6 7.2% 2.4%	17 34.7% 6.8%	11 32.4% 4.4%
Grocery buyer program	486 32.5% 100.0%	99 36.3% 20.4%	22 41.5% 4.5%	44 34.9% 9.1%	37 39.4% 7.6%	44 44.0% 9.1%	24 40.0% 4.9%	20 33.9% 4.1%	33 35.1% 6.8%	21 38.2% 4.3%	22 26.5% 4.5%	21 42.9% 4.3%	15 44.1% 3.1%
Credit card award program	449 30.0% 100.0%	106 38.8% 23.6%	19 35.8% 4.2%	41 32.5% 9.1%	43 45.7% 9.6%	41 41.0% 9.1%	29 48.3% 6.5%	22 37.3% 4.9%	41 43.6% 9.1%	11 20.0% 2.4%	15 18.1% 3.3%	19 38.8% 4.2%	10 29.4% 2.2%
Car rental privilege program	183 12.2% 100.0%	46 16.8% 25.1%	10 18.9% 5.5%	22 17.5% 12.0%	18 19.1% 9.8%	18 18.0% 9.8%	12 20.0% 6.6%	10 16.9% 5.5%	10 10.6% 5.5%	3 5.5% 1.6%	9 10.8% 4.9%	9 18.4% 4.9%	6 17.6% 3.3%
No answer	591 39.5% 100.0%	73 26.7% 12.4%	15 28.3% 2.5%	37 29.4% 6.3%	22 23.4% 3.7%	21 21.0% 3.6%	12 20.0% 2.0%	17 28.8% 2.9%	26 27.7% 4.4%	29 52.7% 4.9%	48 57.8% 8.1%	8 16.3% 1.4%	7 20.6% 1.2%

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Cigar Segmentation

Q4 Section VI. Which, if any, of the following programs/clubs do you belong to?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Gold/Elite status													
Airline frequent flier program	91 6.1% 100.0%	21 7.7% 23.1%	5 9.4% 5.5%	15 11.9% 16.5%	16 17.0% 17.6%	12 12.0% 13.2%	3 5.0% 3.3%	8 13.6% 8.8%	4 4.3% 4.4%	1 1.8% 1.1%	3 3.6% 3.3%	3 6.1% 3.3%	2 5.9% 2.2%
Hotel awards program	70 4.7% 100.0%	23 8.4% 32.9%	6 11.3% 8.6%	11 8.7% 15.7%	13 13.8% 18.6%	11 11.0% 15.7%	5 8.3% 7.1%	5 8.5% 7.1%	6 6.4% 8.6%	0 0.0% 0.0%	1 1.2% 1.4%	6 12.2% 8.6%	2 5.9% 2.9%
Grocery buyer program	35 2.3% 100.0%	4 1.5% 11.4%	0 0.0% 0.0%	2 1.6% 5.7%	3 3.2% 8.6%	3 3.0% 8.6%	1 1.7% 2.9%	1 1.7% 2.9%	1 1.1% 2.9%	0 0.0% 0.0%	5 6.0% 14.3%	0 0.0% 0.0%	2 5.9% 5.7%
Credit card award program	140 9.4% 100.0%	37 13.6% 26.4%	11 20.8% 7.9%	20 15.9% 14.3%	20 21.3% 14.3%	14 14.0% 10.0%	10 16.7% 7.1%	7 11.9% 5.0%	15 16.0% 10.7%	4 7.3% 2.9%	9 10.8% 6.4%	7 14.3% 5.0%	5 14.7% 3.6%
Car rental privilege program	74 4.9% 100.0%	25 9.2% 33.8%	8 15.1% 10.8%	15 11.9% 20.3%	17 18.1% 23.0%	12 12.0% 16.2%	6 10.0% 8.1%	5 8.5% 6.8%	5 5.3% 6.8%	2 3.6% 2.7%	2 2.4% 2.7%	7 14.3% 9.5%	5 14.7% 6.8%
No answer	1268 84.7% 100.0%	212 77.7% 16.7%	40 75.5% 3.2%	95 75.4% 7.5%	63 67.0% 5.0%	73 73.0% 5.8%	46 76.7% 3.6%	45 76.3% 3.5%	77 81.9% 6.1%	50 90.9% 3.9%	70 84.3% 5.5%	36 73.5% 2.8%	24 70.6% 1.9%

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Cigar Segmentation

Q5 Section VI. Which, if any, of the following airline and hotel programs do you belong to?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
No answer	977 65.3% 100.0%	136 49.8% 13.9%	28 52.8% 2.9%	60 47.6% 6.1%	45 47.9% 4.6%	42 42.0% 4.3%	30 50.0% 3.1%	27 45.8% 2.8%	60 63.8% 6.1%	39 70.9% 4.0%	70 84.3% 7.2%	17 34.7% 1.7%	8 23.5% 0.8%
Total answering	520 34.7% 100.0%	137 50.2% 26.3%	25 47.2% 4.8%	66 52.4% 12.7%	49 52.1% 9.4%	58 58.0% 11.2%	30 50.0% 5.8%	32 54.2% 6.2%	34 36.2% 6.5%	16 29.1% 3.1%	13 15.7% 2.5%	32 65.3% 6.2%	26 76.5% 5.0%
American Airlines Advantage	251 48.3% 100.0%	72 52.6% 28.7%	13 52.0% 5.2%	37 56.1% 14.7%	31 63.3% 12.4%	28 48.3% 11.2%	18 60.0% 7.2%	20 62.5% 8.0%	20 58.8% 8.0%	5 31.3% 2.0%	5 38.5% 2.0%	14 43.8% 5.6%	11 42.3% 4.4%
Continental OnePass	150 28.8% 100.0%	47 34.3% 31.3%	10 40.0% 6.7%	23 34.8% 15.3%	18 36.7% 12.0%	16 27.6% 10.7%	7 23.3% 4.7%	11 34.4% 7.3%	8 23.5% 5.3%	1 6.3% 0.7%	2 15.4% 1.3%	9 28.1% 6.0%	4 15.4% 2.7%
Delta SkyMiles	229 44.0% 100.0%	70 51.1% 30.6%	13 52.0% 5.7%	31 47.0% 13.5%	31 63.3% 13.5%	26 44.8% 11.4%	14 46.7% 6.1%	15 46.9% 6.6%	16 47.1% 7.0%	6 37.5% 2.6%	1 7.7% 0.4%	19 59.4% 8.3%	11 42.3% 4.8%
Northwest World Perks	142 27.3% 100.0%	39 28.5% 27.5%	9 36.0% 6.3%	22 33.3% 15.5%	16 32.7% 11.3%	14 24.1% 9.9%	7 23.3% 4.9%	9 28.1% 6.3%	9 26.5% 6.3%	3 18.8% 2.1%	1 7.7% 0.7%	11 34.4% 7.7%	6 23.1% 4.2%
United Airlines Mileage Plus	197 37.9% 100.0%	55 40.1% 27.9%	11 44.0% 5.6%	29 43.9% 14.7%	20 40.8% 10.2%	30 51.7% 15.2%	12 40.0% 6.1%	14 43.8% 7.1%	15 44.1% 7.6%	4 25.0% 2.0%	7 53.8% 3.6%	11 34.4% 5.6%	12 46.2% 6.1%
US Airways Frequent Traveler Program	170 32.7% 100.0%	52 38.0% 30.6%	8 32.0% 4.7%	26 39.4% 15.3%	20 40.8% 11.8%	18 31.0% 10.6%	9 30.0% 5.3%	9 28.1% 5.3%	12 35.3% 7.1%	3 18.8% 1.8%	2 15.4% 1.2%	10 31.3% 5.9%	6 23.1% 3.5%
Hilton Honors	119 22.9% 100.0%	41 29.9% 34.5%	10 40.0% 8.4%	21 31.8% 17.6%	19 38.8% 16.0%	19 32.8% 16.0%	9 30.0% 7.6%	9 28.1% 7.6%	4 11.8% 3.4%	1 6.3% 0.8%	2 15.4% 1.7%	9 28.1% 7.6%	6 23.1% 5.0%
Marriott Rewards	149 28.7% 100.0%	45 32.8% 30.2%	10 40.0% 6.7%	22 33.3% 14.8%	20 40.8% 13.4%	19 32.8% 12.8%	9 30.0% 6.0%	10 31.3% 6.7%	12 35.3% 8.1%	6 37.5% 4.0%	7 53.8% 4.7%	10 31.3% 6.7%	9 34.6% 6.0%
Sheraton Club International	70 13.5% 100.0%	26 19.0% 37.1%	8 32.0% 11.4%	10 15.2% 14.3%	8 16.3% 11.4%	9 15.5% 12.9%	6 20.0% 8.6%	3 9.4% 4.3%	6 17.6% 8.6%	2 12.5% 2.9%	1 7.7% 1.4%	7 21.9% 10.0%	6 23.1% 8.6%
Westin Premier	30 5.8% 100.0%	13 9.5% 43.3%	3 12.0% 10.0%	6 9.1% 20.0%	5 10.2% 16.7%	5 8.6% 16.7%	3 10.0% 10.0%	2 6.3% 6.7%	2 5.9% 6.7%	1 6.3% 3.3%	2 15.4% 6.7%	2 6.3% 6.7%	1 3.8% 3.3%

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Cigar Segmentation

Q6 Section VI. Which types of magazines do you subscribe to, buy, or read regularly?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Do not subscribe to, buy, or read magazines regularly	194 13.0% 100.0%	21 7.7% 10.8%	2 3.8% 1.0%	11 8.7% 5.7%	7 7.4% 3.6%	3 3.0% 1.5%	6 10.0% 3.1%	3 5.1% 1.5%	10 10.6% 5.2%	10 18.2% 5.2%	12 14.5% 6.2%	2 4.1% 1.0%	0 0.0% 0.0%
Sports (Sports Illustrated, Field and Stream, Golf Digest)	478 31.9% 100.0%	109 39.9% 22.8%	27 50.9% 5.6%	55 43.7% 11.5%	37 39.4% 7.7%	52 52.0% 10.9%	23 38.3% 4.8%	21 35.6% 4.4%	33 35.1% 6.9%	24 43.6% 5.0%	25 30.1% 5.2%	21 42.9% 4.4%	15 44.1% 3.1%
Business (Business Week, Fortune, Forbes)	212 14.2% 100.0%	55 20.1% 25.9%	16 30.2% 7.5%	34 27.0% 16.0%	18 19.1% 8.5%	27 27.0% 12.7%	10 16.7% 4.7%	16 27.1% 7.5%	12 12.8% 5.7%	9 16.4% 4.2%	9 10.8% 4.2%	11 22.4% 5.2%	10 29.4% 4.7%
Computers (PC World)	213 14.2% 100.0%	42 15.4% 19.7%	7 13.2% 3.3%	23 18.3% 10.8%	10 10.6% 4.7%	11 11.0% 5.2%	11 18.3% 5.2%	11 18.6% 5.2%	11 11.7% 5.2%	4 7.3% 1.9%	5 6.0% 2.3%	8 16.3% 3.8%	7 20.6% 3.3%
Cooking and Food (Bon Appetit, Food & Wine, Southern Living)	202 13.5% 100.0%	47 17.2% 23.3%	15 28.3% 7.4%	29 23.0% 14.4%	20 21.3% 9.9%	18 18.0% 8.9%	14 23.3% 6.9%	15 25.4% 7.4%	13 13.8% 6.4%	8 14.5% 4.0%	10 12.0% 5.0%	15 30.6% 7.4%	9 26.5% 4.5%
Health (Prevention, In Health, Men's Health)	185 12.4% 100.0%	33 12.1% 17.8%	8 15.1% 4.3%	17 13.5% 9.2%	19 20.2% 10.3%	20 20.0% 10.8%	4 6.7% 2.2%	14 23.7% 7.6%	16 17.0% 8.6%	8 14.5% 4.3%	13 15.7% 7.0%	4 8.2% 2.2%	5 14.7% 2.7%
Fitness (Fitness, Shape)	69 4.6% 100.0%	15 5.5% 21.7%	4 7.5% 5.8%	7 5.6% 10.1%	8 8.5% 11.6%	10 10.0% 14.5%	2 3.3% 2.9%	6 10.2% 8.7%	6 6.4% 8.7%	7 12.7% 10.1%	6 7.2% 8.7%	3 6.1% 4.3%	3 8.8% 4.3%
News (Time, Newsweek, US News & World Report)	291 19.4% 100.0%	71 26.0% 24.4%	19 35.8% 6.5%	39 31.0% 13.4%	27 28.7% 9.3%	33 33.0% 11.3%	14 23.3% 4.8%	21 35.6% 7.2%	17 18.1% 5.8%	9 16.4% 3.1%	18 21.7% 6.2%	17 34.7% 5.8%	10 29.4% 3.4%
General (TV Guide, Readers' Digest, Life)	390 26.1% 100.0%	64 23.4% 16.4%	17 32.1% 4.4%	30 23.8% 7.7%	17 18.1% 4.4%	23 23.0% 5.9%	16 26.7% 4.1%	10 16.9% 2.6%	22 23.4% 5.6%	16 29.1% 4.1%	41 49.4% 10.5%	14 28.6% 3.6%	7 20.6% 1.8%
In-flight airline magazines (United Airlines, Hemispheres)	54 3.6% 100.0%	17 6.2% 31.5%	3 5.7% 5.6%	4 3.2% 7.4%	7 7.4% 13.0%	6 6.0% 11.1%	1 1.7% 1.9%	5 8.5% 9.3%	4 4.3% 7.4%	1 1.8% 1.9%	1 1.2% 1.9%	6 12.2% 11.1%	7 20.6% 13.0%
Political & Social Opinion (New Republic, Commentary)	82 5.5% 100.0%	24 8.8% 29.3%	4 7.5% 4.9%	14 11.1% 17.1%	11 11.7% 13.4%	10 10.0% 12.2%	8 13.3% 9.8%	9 15.3% 11.0%	8 8.5% 9.8%	2 3.6% 2.4%	2 2.4% 2.4%	4 8.2% 4.9%	3 8.8% 3.7%
Mature (Modern Maturity, New Chronicles)	149 10.0% 100.0%	19 7.0% 12.8%	5 9.4% 3.4%	9 7.1% 6.0%	8 8.5% 5.4%	6 6.0% 4.0%	6 10.0% 4.0%	5 8.5% 3.4%	17 18.1% 11.4%	6 10.9% 4.0%	13 15.7% 8.7%	6 12.2% 4.0%	3 8.8% 2.0%
Entertainment (People, US, Entertainment Weekly)	189 12.6% 100.0%	44 16.1% 23.3%	11 20.8% 5.8%	18 14.3% 9.5%	12 12.8% 6.3%	13 13.0% 6.9%	9 15.0% 4.8%	11 18.6% 5.8%	16 17.0% 8.5%	10 18.2% 5.3%	17 20.5% 9.0%	9 18.4% 4.8%	4 11.8% 2.1%

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Cigar Segmentation

Q6 Section VI. Which types of magazines do you subscribe to, buy, or read regularly?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Homes (Better Homes and Gardens, Architectural Digest)	192 12.8% 100.0%	37 13.6% 19.3%	7 13.2% 3.6%	18 14.3% 9.4%	19 20.2% 9.9%	20 20.0% 10.4%	15 25.0% 7.8%	17 28.8% 8.9%	11 11.7% 5.7%	8 14.5% 4.2%	10 12.0% 5.2%	8 16.3% 4.2%	11 32.4% 5.7%
Parenting (Parents, Child)	81 5.4% 100.0%	16 5.9% 19.8%	2 3.8% 2.5%	6 4.8% 7.4%	1 1.1% 1.2%	6 6.0% 7.4%	2 3.3% 2.5%	3 5.1% 3.7%	4 4.3% 4.9%	6 10.9% 7.4%	3 3.6% 3.7%	3 6.1% 3.7%	3 8.8% 3.7%
Home improvement (Family Handyman)	194 13.0% 100.0%	31 11.4% 16.0%	8 15.1% 4.1%	11 8.7% 5.7%	12 12.8% 6.2%	11 11.0% 5.7%	7 11.7% 3.6%	10 16.9% 5.2%	9 9.6% 4.6%	12 21.8% 6.2%	20 24.1% 10.3%	3 6.1% 1.5%	6 17.6% 3.1%
Science (Popular Science)	152 10.2% 100.0%	30 11.0% 19.7%	5 9.4% 3.3%	13 10.3% 8.6%	7 7.4% 4.6%	13 13.0% 8.6%	9 15.0% 5.9%	10 16.9% 6.6%	6 6.4% 3.9%	7 12.7% 4.6%	15 18.1% 9.9%	6 12.2% 3.9%	6 17.6% 3.9%
Mens fashion magazines (GQ, Details)	97 6.5% 100.0%	21 7.7% 21.6%	5 9.4% 5.2%	9 7.1% 9.3%	10 10.6% 10.3%	20 20.0% 20.6%	6 10.0% 6.2%	8 13.6% 8.2%	5 5.3% 5.2%	5 9.1% 5.2%	7 8.4% 7.2%	3 6.1% 3.1%	8 23.5% 8.2%
Mens general interest magazines (Playboy, Men's Journal, Esquire)	266 17.8% 100.0%	52 19.0% 19.5%	13 24.5% 4.9%	23 18.3% 8.6%	16 17.0% 6.0%	27 27.0% 10.2%	8 13.3% 3.0%	13 22.0% 4.9%	16 17.0% 6.0%	12 21.8% 4.5%	18 21.7% 6.8%	12 24.5% 4.5%	12 35.3% 4.5%
Auto magazines (Road and Track, Motor Trend)	233 15.6% 100.0%	37 13.6% 15.9%	5 9.4% 2.1%	17 13.5% 7.3%	15 16.0% 6.4%	17 17.0% 7.3%	9 15.0% 3.9%	11 18.6% 4.7%	15 16.0% 6.4%	8 14.5% 3.4%	17 20.5% 7.3%	11 22.4% 4.7%	11 32.4% 4.7%
Cigar magazines (Cigar Aficionado, Smoke)	208 13.9% 100.0%	54 19.8% 26.0%	18 34.0% 8.7%	46 36.5% 22.1%	33 35.1% 15.9%	37 37.0% 17.8%	29 48.3% 13.9%	26 44.1% 12.5%	6 6.4% 2.9%	6 10.9% 2.9%	11 13.3% 5.3%	17 34.7% 8.2%	14 41.2% 6.7%
Consumer magazines (Consumer Reports, Consumer Digest)	218 14.6% 100.0%	41 15.0% 18.8%	8 15.1% 3.7%	16 12.7% 7.3%	10 10.6% 4.6%	15 15.0% 6.9%	9 15.0% 4.1%	11 18.6% 5.0%	13 13.8% 6.0%	8 14.5% 3.7%	11 13.3% 5.0%	7 14.3% 3.2%	7 20.6% 3.2%
Money/Finance (Money, Worth)	217 14.5% 100.0%	46 16.8% 21.2%	9 17.0% 4.1%	27 21.4% 12.4%	17 18.1% 7.8%	20 20.0% 9.2%	16 26.7% 7.4%	15 25.4% 6.9%	8 8.5% 3.7%	7 12.7% 3.2%	6 7.2% 2.8%	11 22.4% 5.1%	12 35.3% 5.5%
No answer	65 4.3% 100.0%	7 2.6% 10.8%	1 1.9% 1.5%	0 0.0% 0.0%	3 3.2% 4.6%	4 4.0% 6.2%	1 1.7% 1.5%	0 0.0% 0.0%	4 4.3% 6.2%	1 1.8% 1.5%	3 3.6% 4.6%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q7 Section VI. Which of the following specific magazines do you read regularly?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Playboy	244 16.3% 100.0%	41 15.0% 16.8%	12 22.6% 4.9%	16 12.7% 6.6%	13 13.8% 5.3%	22 22.0% 9.0%	8 13.3% 3.3%	9 15.3% 3.7%	16 17.0% 6.6%	11 20.0% 4.5%	25 30.1% 10.2%	9 18.4% 3.7%	9 26.5% 3.7%
Sports Illustrated	190 12.7% 100.0%	47 17.2% 24.7%	11 20.8% 5.8%	22 17.5% 11.6%	16 17.0% 8.4%	21 21.0% 11.1%	9 15.0% 4.7%	7 11.9% 3.7%	13 13.8% 6.8%	11 20.0% 5.8%	17 20.5% 8.9%	10 20.4% 5.3%	4 11.8% 2.1%
Newsweek	187 12.5% 100.0%	53 19.4% 28.3%	14 26.4% 7.5%	27 21.4% 14.4%	12 12.8% 6.4%	15 15.0% 8.0%	8 13.3% 4.3%	14 23.7% 7.5%	12 12.8% 6.4%	9 16.4% 4.8%	12 14.5% 6.4%	13 26.5% 7.0%	3 8.8% 1.6%
Cigar Aficionado	163 10.9% 100.0%	53 19.4% 32.5%	15 28.3% 9.2%	46 36.5% 28.2%	27 28.7% 16.6%	35 35.0% 21.5%	26 43.3% 16.0%	23 39.0% 14.1%	7 7.4% 4.3%	4 7.3% 2.5%	6 7.2% 3.7%	16 32.7% 9.8%	12 35.3% 7.4%
Field & Stream	160 10.7% 100.0%	15 5.5% 9.4%	7 13.2% 4.4%	11 8.7% 6.9%	8 8.5% 5.0%	9 9.0% 5.6%	6 10.0% 3.8%	6 10.2% 3.8%	16 17.0% 10.0%	14 25.5% 8.8%	16 19.3% 10.0%	4 8.2% 2.5%	4 11.8% 2.5%
Time	154 10.3% 100.0%	40 14.7% 26.0%	10 18.9% 6.5%	28 22.2% 18.2%	16 17.0% 10.4%	16 16.0% 10.4%	12 20.0% 7.8%	8 13.6% 5.2%	4 4.3% 2.6%	3 5.5% 1.9%	12 14.5% 7.8%	8 16.3% 5.2%	5 14.7% 3.2%
Family Handyman	121 8.1% 100.0%	19 7.0% 15.7%	5 9.4% 4.1%	7 5.6% 5.8%	5 5.3% 4.1%	6 6.0% 5.0%	3 5.0% 2.5%	3 5.1% 2.5%	6 6.4% 5.0%	11 20.0% 9.1%	20 24.1% 16.5%	2 4.1% 1.7%	3 8.8% 2.5%
Car & Driver	117 7.8% 100.0%	25 9.2% 21.4%	2 3.8% 1.7%	11 8.7% 9.4%	6 6.4% 5.1%	6 6.0% 5.1%	6 10.0% 5.1%	4 6.8% 3.4%	5 5.3% 4.3%	4 7.3% 3.4%	7 8.4% 6.0%	9 18.4% 7.7%	4 11.8% 3.4%
Men's Health	111 7.4% 100.0%	25 9.2% 22.5%	6 11.3% 5.4%	11 8.7% 9.9%	16 17.0% 14.4%	15 15.0% 13.5%	4 6.7% 3.6%	12 20.3% 10.8%	9 9.6% 8.1%	7 12.7% 6.3%	12 14.5% 10.8%	2 4.1% 1.8%	2 5.9% 1.8%
Popular Mechanics	110 7.3% 100.0%	12 4.4% 10.9%	3 5.7% 2.7%	7 5.6% 6.4%	6 6.4% 5.5%	6 6.0% 5.5%	5 8.3% 4.5%	2 3.4% 1.8%	7 7.4% 6.4%	8 14.5% 7.3%	15 18.1% 13.6%	1 2.0% 0.9%	2 5.9% 1.8%
Golf Digest	108 7.2% 100.0%	28 10.3% 25.9%	5 9.4% 4.6%	15 11.9% 13.9%	13 13.8% 12.0%	21 21.0% 19.4%	11 18.3% 10.2%	9 15.3% 8.3%	9 9.6% 8.3%	1 1.8% 0.9%	4 4.8% 3.7%	7 14.3% 6.5%	5 14.7% 4.6%
PC Magazine	106 7.1% 100.0%	17 6.2% 16.0%	3 5.7% 2.8%	14 11.1% 13.2%	6 6.4% 5.7%	6 6.0% 5.7%	7 11.7% 6.6%	5 8.5% 4.7%	5 5.3% 4.7%	4 7.3% 3.8%	4 4.8% 3.8%	4 8.2% 3.8%	3 8.8% 2.8%
Outdoor Life	100 6.7% 100.0%	14 5.1% 14.0%	7 13.2% 7.0%	7 5.6% 7.0%	5 5.3% 5.0%	10 10.0% 10.0%	8 13.3% 8.0%	5 8.5% 5.0%	7 7.4% 7.0%	9 16.4% 9.0%	12 14.5% 12.0%	4 8.2% 4.0%	4 11.8% 4.0%

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Cigar Segmentation

Q7 Section VI. Which of the following specific magazines do you read regularly?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Penthouse	100 6.7% 100.0%	15 5.5% 15.0%	6 11.3% 6.0%	7 5.6% 7.0%	5 5.3% 5.0%	8 8.0% 8.0%	2 3.3% 2.0%	2 3.4% 2.0%	8 8.5% 8.0%	9 16.4% 9.0%	14 16.9% 14.0%	4 8.2% 4.0%	5 14.7% 5.0%
Business Week	99 6.6% 100.0%	31 11.4% 31.3%	6 11.3% 6.1%	14 11.1% 14.1%	7 7.4% 7.1%	10 10.0% 10.1%	4 6.7% 4.0%	8 13.6% 8.1%	3 3.2% 3.0%	3 5.5% 3.0%	3 3.6% 3.0%	4 8.2% 4.0%	3 8.8% 3.0%
Motor Trend	81 5.4% 100.0%	13 4.8% 16.0%	1 1.9% 1.2%	7 5.6% 8.6%	2 2.1% 2.5%	2 2.0% 2.5%	5 8.3% 6.2%	4 6.8% 4.9%	4 4.3% 4.9%	5 9.1% 6.2%	10 12.0% 12.3%	5 10.2% 6.2%	1 2.9% 1.2%
Golf Mazagine	70 4.7% 100.0%	17 6.2% 24.3%	7 13.2% 10.0%	8 6.3% 11.4%	7 7.4% 10.0%	8 8.0% 11.4%	8 13.3% 11.4%	4 6.8% 5.7%	7 7.4% 10.0%	2 3.6% 2.9%	0 0.0% 0.0%	3 6.1% 4.3%	6 17.6% 8.6%
Forbes	65 4.3% 100.0%	16 5.9% 24.6%	3 5.7% 4.6%	10 7.9% 15.4%	3 3.2% 4.6%	14 14.0% 21.5%	5 8.3% 7.7%	5 8.5% 7.7%	5 5.3% 7.7%	3 5.5% 4.6%	4 4.8% 6.2%	3 6.1% 4.6%	6 17.6% 9.2%
Esquire	60 4.0% 100.0%	10 3.7% 16.7%	4 7.5% 6.7%	3 2.4% 5.0%	6 6.4% 10.0%	9 9.0% 15.0%	2 3.3% 3.3%	3 5.1% 5.0%	3 3.2% 5.0%	4 7.3% 6.7%	7 8.4% 11.7%	1 2.0% 1.7%	5 14.7% 8.3%
Wine Spectator	60 4.0% 100.0%	16 5.9% 26.7%	4 7.5% 6.7%	11 8.7% 18.3%	8 8.5% 13.3%	6 6.0% 10.0%	4 6.7% 6.7%	6 10.2% 10.0%	3 3.2% 5.0%	2 3.6% 3.3%	1 1.2% 1.7%	3 6.1% 5.0%	3 8.8% 5.0%
GQ	56 3.7% 100.0%	18 6.6% 32.1%	4 7.5% 7.1%	10 7.9% 17.9%	8 8.5% 14.3%	13 13.0% 23.2%	3 5.0% 5.4%	6 10.2% 10.7%	4 4.3% 7.1%	4 7.3% 7.1%	2 2.4% 3.6%	3 6.1% 5.4%	5 14.7% 8.9%
Men's Fitness	54 3.6% 100.0%	10 3.7% 18.5%	3 5.7% 5.6%	5 4.0% 9.3%	4 4.3% 7.4%	7 7.0% 13.0%	1 1.7% 1.9%	5 8.5% 9.3%	2 2.1% 3.7%	2 3.6% 3.7%	8 9.6% 14.8%	1 2.0% 1.9%	1 2.9% 1.9%
Today's Homeowner	46 3.1% 100.0%	7 2.6% 15.2%	3 5.7% 6.5%	2 1.6% 4.3%	3 3.2% 6.5%	3 3.0% 6.5%	2 3.3% 4.3%	1 1.7% 2.2%	2 2.1% 4.3%	4 7.3% 8.7%	5 6.0% 10.9%	0 0.0% 0.0%	4 11.8% 8.7%
Smoke	44 2.9% 100.0%	9 3.3% 20.5%	4 7.5% 9.1%	16 12.7% 36.4%	11 11.7% 25.0%	8 8.0% 18.2%	11 18.3% 25.0%	10 16.9% 22.7%	1 1.1% 2.3%	2 3.6% 4.5%	4 4.8% 9.1%	3 6.1% 6.8%	2 5.9% 4.5%
Men's Journal	35 2.3% 100.0%	11 4.0% 31.4%	2 3.8% 5.7%	5 4.0% 14.3%	4 4.3% 11.4%	5 5.0% 14.3%	2 3.3% 5.7%	6 10.2% 17.1%	1 1.1% 2.9%	1 1.8% 2.9%	3 3.6% 8.6%	2 4.1% 5.7%	2 5.9% 5.7%
Details	30 2.0% 100.0%	6 2.2% 20.0%	0 0.0% 0.0%	4 3.2% 13.3%	3 3.2% 10.0%	4 4.0% 13.3%	3 5.0% 10.0%	0 0.0% 0.0%	4 4.3% 13.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 3.3%	0 0.0% 0.0%

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Cigar Segmentation

Q7 Section VI. Which of the following specific magazines do you read regularly?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Outside	12 0.8% 100.0%	4 1.5% 33.3%	3 5.7% 25.0%	1 0.8% 8.3%	1 1.1% 8.3%	1 1.0% 8.3%	1 1.7% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 8.3%	1 1.2% 8.3%	2 4.1% 16.7%	1 2.9% 8.3%
No answer	484 32.3% 100.0%	60 22.0% 12.4%	8 15.1% 1.7%	19 15.1% 3.9%	24 25.5% 5.0%	15 15.0% 3.1%	8 13.3% 1.7%	12 20.3% 2.5%	31 33.0% 6.4%	19 34.5% 3.9%	23 27.7% 4.8%	7 14.3% 1.4%	6 17.6% 1.2%

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Cigar Segmentation

Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Participated in Past Year													
Baseball	241 16.1% 100.0%	53 19.4% 22.0%	13 24.5% 5.4%	23 18.3% 9.5%	18 19.1% 7.5%	27 27.0% 11.2%	12 20.0% 5.0%	12 20.3% 5.0%	19 20.2% 7.9%	17 30.9% 7.1%	16 19.3% 6.6%	10 20.4% 4.1%	9 26.5% 3.7%
Basketball	304 20.3% 100.0%	71 26.0% 23.4%	16 30.2% 5.3%	31 24.6% 10.2%	23 24.5% 7.6%	39 39.0% 12.8%	11 18.3% 3.6%	15 25.4% 4.9%	15 16.0% 4.9%	12 21.8% 3.9%	15 18.1% 4.9%	15 30.6% 4.9%	11 32.4% 3.6%
Biking outdoors	417 27.9% 100.0%	104 38.1% 24.9%	19 35.8% 4.6%	43 34.1% 10.3%	31 33.0% 7.4%	39 39.0% 9.4%	18 30.0% 4.3%	22 37.3% 5.3%	24 25.5% 5.8%	14 25.5% 3.4%	12 14.5% 2.9%	23 46.9% 5.5%	16 47.1% 3.8%
Bowling	382 25.5% 100.0%	93 34.1% 24.3%	19 35.8% 5.0%	42 33.3% 11.0%	34 36.2% 8.9%	39 39.0% 10.2%	20 33.3% 5.2%	18 30.5% 4.7%	25 26.6% 6.5%	14 25.5% 3.7%	13 15.7% 3.4%	21 42.9% 5.5%	12 35.3% 3.1%
Camping	468 31.3% 100.0%	87 31.9% 18.6%	21 39.6% 4.5%	37 29.4% 7.9%	32 34.0% 6.8%	32 32.0% 6.8%	16 26.7% 3.4%	16 27.1% 3.4%	30 31.9% 6.4%	26 47.3% 5.6%	30 36.1% 6.4%	17 34.7% 3.6%	13 38.2% 2.8%
Canoeing	152 10.2% 100.0%	35 12.8% 23.0%	9 17.0% 5.9%	19 15.1% 12.5%	10 10.6% 6.6%	17 17.0% 11.2%	8 13.3% 5.3%	14 23.7% 9.2%	11 11.7% 7.2%	5 9.1% 3.3%	8 9.6% 5.3%	9 18.4% 5.9%	9 26.5% 5.9%
Casino gambling	525 35.1% 100.0%	123 45.1% 23.4%	26 49.1% 5.0%	57 45.2% 10.9%	45 47.9% 8.6%	51 51.0% 9.7%	25 41.7% 4.8%	19 32.2% 3.6%	30 31.9% 5.7%	23 41.8% 4.4%	22 26.5% 4.2%	21 42.9% 4.0%	17 50.0% 3.2%
Collecting antiques	220 14.7% 100.0%	44 16.1% 20.0%	11 20.8% 5.0%	31 24.6% 14.1%	14 14.9% 6.4%	22 22.0% 10.0%	13 21.7% 5.9%	14 23.7% 6.4%	11 11.7% 5.0%	5 9.1% 2.3%	8 9.6% 3.6%	11 22.4% 5.0%	9 26.5% 4.1%
Collecting sports memorabilia	174 11.6% 100.0%	38 13.9% 21.8%	13 24.5% 7.5%	14 11.1% 8.0%	14 14.9% 8.0%	18 18.0% 10.3%	8 13.3% 4.6%	6 10.2% 3.4%	12 12.8% 6.9%	8 14.5% 4.6%	6 7.2% 3.4%	9 18.4% 5.2%	6 17.6% 3.4%
Exercise machines (Stairmaster, bikes)	364 24.3% 100.0%	95 34.8% 26.1%	18 34.0% 4.9%	34 27.0% 9.3%	35 37.2% 9.6%	29 29.0% 8.0%	13 21.7% 3.6%	17 28.8% 4.7%	31 33.0% 8.5%	11 20.0% 3.0%	15 18.1% 4.1%	17 34.7% 4.7%	10 29.4% 2.7%

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Cigar Segmentation

Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Fly fishing	112 7.5% 100.0%	25 9.2% 22.3%	10 18.9% 8.9%	12 9.5% 10.7%	7 7.4% 6.3%	14 14.0% 12.5%	6 10.0% 5.4%	5 8.5% 4.5%	16 17.0% 14.3%	6 10.9% 5.4%	9 10.8% 8.0%	7 14.3% 6.3%	4 11.8% 3.6%
Freshwater fishing	471 31.5% 100.0%	79 28.9% 16.8%	19 35.8% 4.0%	38 30.2% 8.1%	20 21.3% 4.2%	36 36.0% 7.6%	18 30.0% 3.8%	18 30.5% 3.8%	32 34.0% 6.8%	28 50.9% 5.9%	29 34.9% 6.2%	13 26.5% 2.8%	15 44.1% 3.2%
Saltwater fishing	217 14.5% 100.0%	38 13.9% 17.5%	13 24.5% 6.0%	18 14.3% 8.3%	10 10.6% 4.6%	20 20.0% 9.2%	13 21.7% 6.0%	7 11.9% 3.2%	14 14.9% 6.5%	9 16.4% 4.1%	9 10.8% 4.1%	7 14.3% 3.2%	8 23.5% 3.7%
Fitness walking	285 19.0% 100.0%	68 24.9% 23.9%	15 28.3% 5.3%	23 18.3% 8.1%	26 27.7% 9.1%	25 25.0% 8.8%	12 20.0% 4.2%	17 28.8% 6.0%	26 27.7% 9.1%	6 10.9% 2.1%	16 19.3% 5.6%	8 16.3% 2.8%	11 32.4% 3.9%
Football	199 13.3% 100.0%	49 17.9% 24.6%	13 24.5% 6.5%	20 15.9% 10.1%	15 16.0% 7.5%	23 23.0% 11.6%	8 13.3% 4.0%	11 18.6% 5.5%	13 13.8% 6.5%	10 18.2% 5.0%	8 9.6% 4.0%	9 18.4% 4.5%	7 20.6% 3.5%
Gardening	560 37.4% 100.0%	94 34.4% 16.8%	17 32.1% 3.0%	56 44.4% 10.0%	30 31.9% 5.4%	34 34.0% 6.1%	29 48.3% 5.2%	27 45.8% 4.8%	46 48.9% 8.2%	19 34.5% 3.4%	41 49.4% 7.3%	20 40.8% 3.6%	13 38.2% 2.3%
Golf	473 31.6% 100.0%	117 42.9% 24.7%	21 39.6% 4.4%	54 42.9% 11.4%	41 43.6% 8.7%	50 50.0% 10.6%	23 38.3% 4.9%	22 37.3% 4.7%	37 39.4% 7.8%	13 23.6% 2.7%	13 15.7% 2.7%	24 49.0% 5.1%	10 29.4% 2.1%
Hiking	281 18.8% 100.0%	62 22.7% 22.1%	16 30.2% 5.7%	28 22.2% 10.0%	21 22.3% 7.5%	22 22.0% 7.8%	16 26.7% 5.7%	18 30.5% 6.4%	20 21.3% 7.1%	11 20.0% 3.9%	11 13.3% 3.9%	9 18.4% 3.2%	10 29.4% 3.6%
Hockey	49 3.3% 100.0%	14 5.1% 28.6%	5 9.4% 10.2%	7 5.6% 14.3%	3 3.2% 6.1%	5 5.0% 10.2%	2 3.3% 4.1%	6 10.2% 12.2%	4 4.3% 8.2%	3 5.5% 6.1%	3 3.6% 6.1%	3 6.1% 6.1%	0 0.0% 0.0%
Horseback riding	93 6.2% 100.0%	16 5.9% 17.2%	7 13.2% 7.5%	11 8.7% 11.8%	7 7.4% 7.5%	12 12.0% 12.9%	3 5.0% 3.2%	5 8.5% 5.4%	6 6.4% 6.5%	7 12.7% 7.5%	7 8.4% 7.5%	3 6.1% 3.2%	3 8.8% 3.2%

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Cigar Segmentation

Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Hunting	310 20.7% 100.0%	48 17.6% 15.5%	12 22.6% 3.9%	28 22.2% 9.0%	17 18.1% 5.5%	21 21.0% 6.8%	12 20.0% 3.9%	13 22.0% 4.2%	22 23.4% 7.1%	20 36.4% 6.5%	20 24.1% 6.5%	8 16.3% 2.6%	10 29.4% 3.2%
Jogging/running	181 12.1% 100.0%	44 16.1% 24.3%	12 22.6% 6.6%	19 15.1% 10.5%	13 13.8% 7.2%	19 19.0% 10.5%	9 15.0% 5.0%	9 15.3% 5.0%	15 16.0% 8.3%	6 10.9% 3.3%	7 8.4% 3.9%	6 12.2% 3.3%	7 20.6% 3.9%
Kayaking	28 1.9% 100.0%	7 2.6% 25.0%	3 5.7% 10.7%	1 0.8% 3.6%	3 3.2% 10.7%	5 5.0% 17.9%	0 0.0% 0.0%	3 5.1% 10.7%	3 3.2% 10.7%	0 0.0% 0.0%	1 1.2% 3.6%	0 0.0% 0.0%	3 8.8% 10.7%
Motor boating/boating	272 18.2% 100.0%	65 23.8% 23.9%	16 30.2% 5.9%	27 21.4% 9.9%	12 12.8% 4.4%	27 27.0% 9.9%	12 20.0% 4.4%	12 20.3% 4.4%	19 20.2% 7.0%	15 27.3% 5.5%	12 14.5% 4.4%	9 18.4% 3.3%	10 29.4% 3.7%
Mountain climbing/rock climbing	76 5.1% 100.0%	16 5.9% 21.1%	4 7.5% 5.3%	6 4.8% 7.9%	4 4.3% 5.3%	5 5.0% 6.6%	3 5.0% 3.9%	6 10.2% 7.9%	3 3.2% 3.9%	3 5.5% 3.9%	5 6.0% 6.6%	3 6.1% 3.9%	2 5.9% 2.6%
Museums/art galleries	341 22.8% 100.0%	90 33.0% 26.4%	15 28.3% 4.4%	48 38.1% 14.1%	30 31.9% 8.8%	31 31.0% 9.1%	24 40.0% 7.0%	24 40.7% 7.0%	31 33.0% 9.1%	10 18.2% 2.9%	12 14.5% 3.5%	13 26.5% 3.8%	11 32.4% 3.2%
Playing cards	609 40.7% 100.0%	131 48.0% 21.5%	23 43.4% 3.8%	61 48.4% 10.0%	47 50.0% 7.7%	45 45.0% 7.4%	17 28.3% 2.8%	21 35.6% 3.4%	42 44.7% 6.9%	25 45.5% 4.1%	25 30.1% 4.1%	22 44.9% 3.6%	14 41.2% 2.3%
Riding a motorcycle	165 11.0% 100.0%	27 9.9% 16.4%	9 17.0% 5.5%	11 8.7% 6.7%	9 9.6% 5.5%	12 12.0% 7.3%	5 8.3% 3.0%	13 22.0% 7.9%	13 13.8% 7.9%	8 14.5% 4.8%	10 12.0% 6.1%	8 16.3% 4.8%	5 14.7% 3.0%
Roller skating/blading	133 8.9% 100.0%	31 11.4% 23.3%	3 5.7% 2.3%	5 4.0% 3.8%	5 5.3% 3.8%	13 13.0% 9.8%	2 3.3% 1.5%	6 10.2% 4.5%	5 5.3% 3.8%	5 9.1% 3.8%	3 3.6% 2.3%	5 10.2% 3.8%	2 5.9% 1.5%
Sailing	69 4.6% 100.0%	21 7.7% 30.4%	3 5.7% 4.3%	10 7.9% 14.5%	4 4.3% 5.8%	11 11.0% 15.9%	5 8.3% 7.2%	5 8.5% 7.2%	4 4.3% 5.8%	3 5.5% 4.3%	5 6.0% 7.2%	3 6.1% 4.3%	3 8.8% 4.3%

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Cigar Segmentation

Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Skiing downhill	141 9.4% 100.0%	39 14.3% 27.7%	5 9.4% 3.5%	20 15.9% 14.2%	8 8.5% 5.7%	14 14.0% 9.9%	8 13.3% 5.7%	6 10.2% 4.3%	6 6.4% 4.3%	7 12.7% 5.0%	4 4.8% 2.8%	7 14.3% 5.0%	3 8.8% 2.1%
Skiing Cross Country	36 2.4% 100.0%	8 2.9% 22.2%	2 3.8% 5.6%	4 3.2% 11.1%	1 1.1% 2.8%	4 4.0% 11.1%	1 1.7% 2.8%	4 6.8% 11.1%	5 5.3% 13.9%	1 1.8% 2.8%	1 1.2% 2.8%	1 2.0% 2.8%	2 5.9% 5.6%
Snowboarding	23 1.5% 100.0%	9 3.3% 39.1%	2 3.8% 8.7%	2 1.6% 8.7%	1 1.1% 4.3%	4 4.0% 17.4%	0 0.0% 0.0%	2 3.4% 8.7%	2 2.1% 8.7%	3 5.5% 13.0%	1 1.2% 4.3%	2 4.1% 8.7%	2 5.9% 8.7%
Snowmobiling	42 2.8% 100.0%	7 2.6% 16.7%	1 1.9% 2.4%	2 1.6% 4.8%	2 2.1% 4.8%	4 4.0% 9.5%	1 1.7% 2.4%	3 5.1% 7.1%	2 2.1% 4.8%	3 5.5% 7.1%	2 2.4% 4.8%	0 0.0% 0.0%	1 2.9% 2.4%
Softball	230 15.4% 100.0%	62 22.7% 27.0%	13 24.5% 5.7%	25 19.8% 10.9%	15 16.0% 6.5%	30 30.0% 13.0%	9 15.0% 3.9%	9 15.3% 3.9%	16 17.0% 7.0%	16 29.1% 7.0%	12 14.5% 5.2%	11 22.4% 4.8%	9 26.5% 3.9%
Soccer	77 5.1% 100.0%	21 7.7% 27.3%	5 9.4% 6.5%	8 6.3% 10.4%	8 8.5% 10.4%	12 12.0% 15.6%	2 3.3% 2.6%	2 3.4% 2.6%	7 7.4% 9.1%	5 9.1% 6.5%	5 6.0% 6.5%	3 6.1% 3.9%	5 14.7% 6.5%
Sport/Target Shooting	230 15.4% 100.0%	47 17.2% 20.4%	11 20.8% 4.8%	28 22.2% 12.2%	19 20.2% 8.3%	19 19.0% 8.3%	12 20.0% 5.2%	16 27.1% 7.0%	18 19.1% 7.8%	8 14.5% 3.5%	9 10.8% 3.9%	7 14.3% 3.0%	7 20.6% 3.0%
Swimming	462 30.9% 100.0%	92 33.7% 19.9%	19 35.8% 4.1%	56 44.4% 12.1%	29 30.9% 6.3%	40 40.0% 8.7%	21 35.0% 4.5%	20 33.9% 4.3%	34 36.2% 7.4%	19 34.5% 4.1%	17 20.5% 3.7%	16 32.7% 3.5%	20 58.8% 4.3%
Tennis	141 9.4% 100.0%	43 15.8% 30.5%	6 11.3% 4.3%	20 15.9% 14.2%	14 14.9% 9.9%	18 18.0% 12.8%	5 8.3% 3.5%	5 8.5% 3.5%	13 13.8% 9.2%	8 14.5% 5.7%	6 7.2% 4.3%	7 14.3% 5.0%	7 20.6% 5.0%
Volleyball	144 9.6% 100.0%	34 12.5% 23.6%	6 11.3% 4.2%	17 13.5% 11.8%	15 16.0% 10.4%	14 14.0% 9.7%	9 15.0% 6.3%	9 15.3% 6.3%	12 12.8% 8.3%	6 10.9% 4.2%	4 4.8% 2.8%	6 12.2% 4.2%	4 11.8% 2.8%

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Cigar Segmentation

Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Weightlifting	287 19.2% 100.0%	62 22.7% 21.6%	11 20.8% 3.8%	30 23.8% 10.5%	27 28.7% 9.4%	20 20.0% 7.0%	11 18.3% 3.8%	20 33.9% 7.0%	18 19.1% 6.3%	9 16.4% 3.1%	8 9.6% 2.8%	9 18.4% 3.1%	5 14.7% 1.7%
Whitewater rafting	63 4.2% 100.0%	17 6.2% 27.0%	10 18.9% 15.9%	10 7.9% 15.9%	7 7.4% 11.1%	10 10.0% 15.9%	4 6.7% 6.3%	5 8.5% 7.9%	3 3.2% 4.8%	2 3.6% 3.2%	4 4.8% 6.3%	4 8.2% 6.3%	7 20.6% 11.1%
Wine tasting	340 22.7% 100.0%	93 34.1% 27.4%	15 28.3% 4.4%	45 35.7% 13.2%	30 31.9% 8.8%	36 36.0% 10.6%	21 35.0% 6.2%	23 39.0% 6.8%	27 28.7% 7.9%	5 9.1% 1.5%	10 12.0% 2.9%	19 38.8% 5.6%	13 38.2% 3.8%
No answer	92 6.1% 100.0%	10 3.7% 10.9%	4 7.5% 4.3%	2 1.6% 2.2%	5 5.3% 5.4%	5 5.0% 5.4%	4 6.7% 4.3%	3 5.1% 3.3%	6 6.4% 6.5%	2 3.6% 2.2%	12 14.5% 13.0%	1 2.0% 1.1%	0 0.0% 0.0%

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Cigar Segmentation

Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Participate in Regularly													
Baseball	68 4.5% 100.0%	16 5.9% 23.5%	5 9.4% 7.4%	8 6.3% 11.8%	3 3.2% 4.4%	6 6.0% 8.8%	2 3.3% 2.9%	4 6.8% 5.9%	4 4.3% 5.9%	8 14.5% 11.8%	7 8.4% 10.3%	2 4.1% 2.9%	1 2.9% 1.5%
Basketball	105 7.0% 100.0%	21 7.7% 20.0%	5 9.4% 4.8%	7 5.6% 6.7%	10 10.6% 9.5%	17 17.0% 16.2%	3 5.0% 2.9%	3 5.1% 2.9%	4 4.3% 3.8%	7 12.7% 6.7%	8 9.6% 7.6%	6 12.2% 5.7%	6 17.6% 5.7%
Biking outdoors	203 13.6% 100.0%	52 19.0% 25.6%	11 20.8% 5.4%	21 16.7% 10.3%	12 12.8% 5.9%	18 18.0% 8.9%	11 18.3% 5.4%	6 10.2% 3.0%	15 16.0% 7.4%	7 12.7% 3.4%	9 10.8% 4.4%	10 20.4% 4.9%	8 23.5% 3.9%
Bowling	105 7.0% 100.0%	21 7.7% 20.0%	3 5.7% 2.9%	12 9.5% 11.4%	6 6.4% 5.7%	10 10.0% 9.5%	7 11.7% 6.7%	3 5.1% 2.9%	8 8.5% 7.6%	6 10.9% 5.7%	5 6.0% 4.8%	6 12.2% 5.7%	1 2.9% 1.0%
Camping	217 14.5% 100.0%	38 13.9% 17.5%	12 22.6% 5.5%	19 15.1% 8.8%	12 12.8% 5.5%	12 12.0% 5.5%	9 15.0% 4.1%	8 13.6% 3.7%	20 21.3% 9.2%	18 32.7% 8.3%	19 22.9% 8.8%	6 12.2% 2.8%	5 14.7% 2.3%
Canoeing	34 2.3% 100.0%	8 2.9% 23.5%	4 7.5% 11.8%	3 2.4% 8.8%	1 1.1% 2.9%	5 5.0% 14.7%	2 3.3% 5.9%	2 3.4% 5.9%	6 6.4% 17.6%	3 5.5% 8.8%	5 6.0% 14.7%	2 4.1% 5.9%	1 2.9% 2.9%
Casino gambling	146 9.8% 100.0%	43 15.8% 29.5%	10 18.9% 6.8%	22 17.5% 15.1%	12 12.8% 8.2%	21 21.0% 14.4%	8 13.3% 5.5%	4 6.8% 2.7%	12 12.8% 8.2%	9 16.4% 6.2%	8 9.6% 5.5%	8 16.3% 5.5%	7 20.6% 4.8%
Collecting antiques	127 8.5% 100.0%	31 11.4% 24.4%	7 13.2% 5.5%	19 15.1% 15.0%	8 8.5% 6.3%	13 13.0% 10.2%	9 15.0% 7.1%	6 10.2% 4.7%	6 6.4% 4.7%	3 5.5% 2.4%	8 9.6% 6.3%	9 18.4% 7.1%	9 26.5% 7.1%
Collecting sports memorabilia	100 6.7% 100.0%	26 9.5% 26.0%	12 22.6% 12.0%	8 6.3% 8.0%	6 6.4% 6.0%	8 8.0% 8.0%	4 6.7% 4.0%	2 3.4% 2.0%	10 10.6% 10.0%	5 9.1% 5.0%	7 8.4% 7.0%	7 14.3% 7.0%	3 8.8% 3.0%
Exercise machines (Stairmaster, bikes)	214 14.3% 100.0%	63 23.1% 29.4%	14 26.4% 6.5%	23 18.3% 10.7%	26 27.7% 12.1%	19 19.0% 8.9%	8 13.3% 3.7%	11 18.6% 5.1%	20 21.3% 9.3%	5 9.1% 2.3%	6 7.2% 2.8%	12 24.5% 5.6%	10 29.4% 4.7%

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Cigar Segmentation

Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Fly fishing	54 3.6% 100.0%	13 4.8% 24.1%	8 15.1% 14.8%	5 4.0% 9.3%	5 5.3% 9.3%	9 9.0% 16.7%	3 5.0% 5.6%	5 8.5% 9.3%	9 9.6% 16.7%	4 7.3% 7.4%	5 6.0% 9.3%	5 10.2% 9.3%	2 5.9% 3.7%
Freshwater fishing	300 20.0% 100.0%	51 18.7% 17.0%	13 24.5% 4.3%	28 22.2% 9.3%	17 18.1% 5.7%	22 22.0% 7.3%	14 23.3% 4.7%	13 22.0% 4.3%	22 23.4% 7.3%	24 43.6% 8.0%	23 27.7% 7.7%	9 18.4% 3.0%	11 32.4% 3.7%
Saltwater fishing	85 5.7% 100.0%	15 5.5% 17.6%	8 15.1% 9.4%	9 7.1% 10.6%	5 5.3% 5.9%	10 10.0% 11.8%	6 10.0% 7.1%	2 3.4% 2.4%	7 7.4% 8.2%	5 9.1% 5.9%	5 6.0% 5.9%	3 6.1% 3.5%	5 14.7% 5.9%
Fitness walking	184 12.3% 100.0%	42 15.4% 22.8%	11 20.8% 6.0%	18 14.3% 9.8%	18 19.1% 9.8%	16 16.0% 8.7%	10 16.7% 5.4%	10 16.9% 5.4%	14 14.9% 7.6%	3 5.5% 1.6%	14 16.9% 7.6%	6 12.2% 3.3%	7 20.6% 3.8%
Football	57 3.8% 100.0%	14 5.1% 24.6%	4 7.5% 7.0%	5 4.0% 8.8%	3 3.2% 5.3%	5 5.0% 8.8%	2 3.3% 3.5%	5 8.5% 8.8%	5 5.3% 8.8%	5 9.1% 8.8%	5 6.0% 8.8%	4 8.2% 7.0%	1 2.9% 1.8%
Gardening	400 26.7% 100.0%	76 27.8% 19.0%	13 24.5% 3.3%	44 34.9% 11.0%	21 22.3% 5.3%	27 27.0% 6.8%	19 31.7% 4.8%	12 20.3% 3.0%	40 42.6% 10.0%	17 30.9% 4.3%	34 41.0% 8.5%	18 36.7% 4.5%	13 38.2% 3.3%
Golf	297 19.8% 100.0%	85 31.1% 28.6%	19 35.8% 6.4%	39 31.0% 13.1%	31 33.0% 10.4%	40 40.0% 13.5%	16 26.7% 5.4%	14 23.7% 4.7%	27 28.7% 9.1%	8 14.5% 2.7%	9 10.8% 3.0%	18 36.7% 6.1%	11 32.4% 3.7%
Hiking	109 7.3% 100.0%	24 8.8% 22.0%	6 11.3% 5.5%	13 10.3% 11.9%	6 6.4% 5.5%	7 7.0% 6.4%	6 10.0% 5.5%	8 13.6% 7.3%	6 6.4% 5.5%	6 10.9% 5.5%	10 12.0% 9.2%	3 6.1% 2.8%	2 5.9% 1.8%
Hockey	25 1.7% 100.0%	7 2.6% 28.0%	2 3.8% 8.0%	4 3.2% 16.0%	0 0.0% 0.0%	2 2.0% 8.0%	1 1.7% 4.0%	2 3.4% 8.0%	1 1.1% 4.0%	2 3.6% 8.0%	1 1.2% 4.0%	1 2.0% 4.0%	0 0.0% 0.0%
Horseback riding	21 1.4% 100.0%	6 2.2% 28.6%	1 1.9% 4.8%	2 1.6% 9.5%	1 1.1% 4.8%	2 2.0% 9.5%	1 1.7% 4.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 4.8%	3 3.6% 14.3%	1 2.0% 4.8%	0 0.0% 0.0%

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Cigar Segmentation

Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Hunting	210 14.0% 100.0%	35 12.8% 16.7%	10 18.9% 4.8%	21 16.7% 10.0%	11 11.7% 5.2%	15 15.0% 7.1%	9 15.0% 4.3%	11 18.6% 5.2%	19 20.2% 9.0%	16 29.1% 7.6%	16 19.3% 7.6%	6 12.2% 2.9%	7 20.6% 3.3%
Jogging/running	120 8.0% 100.0%	32 11.7% 26.7%	7 13.2% 5.8%	15 11.9% 12.5%	12 12.8% 10.0%	13 13.0% 10.8%	5 8.3% 4.2%	6 10.2% 5.0%	8 8.5% 6.7%	4 7.3% 3.3%	2 2.4% 1.7%	6 12.2% 5.0%	3 8.8% 2.5%
Kayaking	8 0.5% 100.0%	3 1.1% 37.5%	1 1.9% 12.5%	1 0.8% 12.5%	2 2.1% 25.0%	1 1.0% 12.5%	0 0.0% 0.0%	1 1.7% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Motor boating/boating	140 9.4% 100.0%	35 12.8% 25.0%	9 17.0% 6.4%	13 10.3% 9.3%	4 4.3% 2.9%	14 14.0% 10.0%	9 15.0% 6.4%	6 10.2% 4.3%	11 11.7% 7.9%	9 16.4% 6.4%	4 4.8% 2.9%	4 8.2% 2.9%	7 20.6% 5.0%
Mountain climbing/rock climbing	20 1.3% 100.0%	5 1.8% 25.0%	2 3.8% 10.0%	1 0.8% 5.0%	0 0.0% 0.0%	1 1.0% 5.0%	0 0.0% 0.0%	1 1.7% 5.0%	1 1.1% 5.0%	1 1.8% 5.0%	3 3.6% 15.0%	1 2.0% 5.0%	0 0.0% 0.0%
Museums/art galleries	128 8.6% 100.0%	34 12.5% 26.6%	8 15.1% 6.3%	20 15.9% 15.6%	17 18.1% 13.3%	7 7.0% 5.5%	10 16.7% 7.8%	12 20.3% 9.4%	12 12.8% 9.4%	4 7.3% 3.1%	7 8.4% 5.5%	6 12.2% 4.7%	3 8.8% 2.3%
Playing cards	301 20.1% 100.0%	74 27.1% 24.6%	14 26.4% 4.7%	29 23.0% 9.6%	29 30.9% 9.6%	29 29.0% 9.6%	10 16.7% 3.3%	11 18.6% 3.7%	21 22.3% 7.0%	16 29.1% 5.3%	20 24.1% 6.6%	16 32.7% 5.3%	8 23.5% 2.7%
Riding a motorcycle	96 6.4% 100.0%	12 4.4% 12.5%	4 7.5% 4.2%	6 4.8% 6.3%	11 11.7% 11.5%	7 7.0% 7.3%	2 3.3% 2.1%	7 11.9% 7.3%	6 6.4% 6.3%	4 7.3% 4.2%	4 4.8% 4.2%	4 8.2% 4.2%	3 8.8% 3.1%
Roller skating/blading	53 3.5% 100.0%	15 5.5% 28.3%	3 5.7% 5.7%	3 2.4% 5.7%	3 3.2% 5.7%	9 9.0% 17.0%	2 3.3% 3.8%	4 6.8% 7.5%	1 1.1% 1.9%	2 3.6% 3.8%	1 1.2% 1.9%	3 6.1% 5.7%	2 5.9% 3.8%
Sailing	16 1.1% 100.0%	5 1.8% 31.3%	1 1.9% 6.3%	2 1.6% 12.5%	2 2.1% 12.5%	7 7.0% 43.8%	3 5.0% 18.8%	2 3.4% 12.5%	3 3.2% 18.8%	2 3.6% 12.5%	2 2.4% 12.5%	1 2.0% 6.3%	3 8.8% 18.8%

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Cigar Segmentation

Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Skiing downhill	63 4.2% 100.0%	19 7.0% 30.2%	2 3.8% 3.2%	7 5.6% 11.1%	4 4.3% 6.3%	7 7.0% 11.1%	0 0.0% 0.0%	2 3.4% 3.2%	4 4.3% 6.3%	4 7.3% 6.3%	3 3.6% 4.8%	7 14.3% 11.1%	2 5.9% 3.2%
Skiing Cross Country	10 0.7% 100.0%	2 0.7% 20.0%	0 0.0% 0.0%	2 1.6% 20.0%	0 0.0% 0.0%	1 1.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Snowboarding	9 0.6% 100.0%	1 0.4% 11.1%	1 1.9% 11.1%	1 0.8% 11.1%	0 0.0% 0.0%	1 1.0% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 11.1%	1 1.8% 11.1%	1 1.2% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%
Snowmobiling	10 0.7% 100.0%	1 0.4% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%
Softball	94 6.3% 100.0%	31 11.4% 33.0%	6 11.3% 6.4%	10 7.9% 10.6%	6 6.4% 6.4%	14 14.0% 14.9%	4 6.7% 4.3%	4 6.8% 4.3%	6 6.4% 6.4%	7 12.7% 7.4%	7 8.4% 7.4%	4 8.2% 4.3%	4 11.8% 4.3%
Soccer	33 2.2% 100.0%	7 2.6% 21.2%	1 1.9% 3.0%	5 4.0% 15.2%	4 4.3% 12.1%	4 4.0% 12.1%	0 0.0% 0.0%	2 3.4% 6.1%	2 2.1% 6.1%	2 3.6% 6.1%	3 3.6% 9.1%	2 4.1% 6.1%	2 5.9% 6.1%
Sport/Target Shooting	128 8.6% 100.0%	29 10.6% 22.7%	9 17.0% 7.0%	15 11.9% 11.7%	17 18.1% 13.3%	12 12.0% 9.4%	7 11.7% 5.5%	11 18.6% 8.6%	12 12.8% 9.4%	6 10.9% 4.7%	4 4.8% 3.1%	5 10.2% 3.9%	6 17.6% 4.7%
Swimming	186 12.4% 100.0%	45 16.5% 24.2%	11 20.8% 5.9%	21 16.7% 11.3%	14 14.9% 7.5%	25 25.0% 13.4%	9 15.0% 4.8%	10 16.9% 5.4%	15 16.0% 8.1%	11 20.0% 5.9%	10 12.0% 5.4%	10 20.4% 5.4%	10 29.4% 5.4%
Tennis	47 3.1% 100.0%	9 3.3% 19.1%	2 3.8% 4.3%	5 4.0% 10.6%	0 0.0% 0.0%	4 4.0% 8.5%	2 3.3% 4.3%	1 1.7% 2.1%	4 4.3% 8.5%	3 5.5% 6.4%	2 2.4% 4.3%	2 4.1% 4.3%	2 5.9% 4.3%
Volleyball	39 2.6% 100.0%	7 2.6% 17.9%	2 3.8% 5.1%	4 3.2% 10.3%	5 5.3% 12.8%	6 6.0% 15.4%	3 5.0% 7.7%	3 5.1% 7.7%	4 4.3% 10.3%	3 5.5% 7.7%	1 1.2% 2.6%	3 6.1% 7.7%	1 2.9% 2.6%

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Cigar Segmentation

Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Weightlifting	190 12.7% 100.0%	45 16.5% 23.7%	8 15.1% 4.2%	20 15.9% 10.5%	22 23.4% 11.6%	19 19.0% 10.0%	8 13.3% 4.2%	13 22.0% 6.8%	14 14.9% 7.4%	6 10.9% 3.2%	5 6.0% 2.6%	9 18.4% 4.7%	5 14.7% 2.6%
Whitewater rafting	14 0.9% 100.0%	5 1.8% 35.7%	4 7.5% 28.6%	4 3.2% 28.6%	2 2.1% 14.3%	4 4.0% 28.6%	2 3.3% 14.3%	1 1.7% 7.1%	1 1.1% 7.1%	1 1.8% 7.1%	2 2.4% 14.3%	2 4.1% 14.3%	2 5.9% 14.3%
Wine tasting	130 8.7% 100.0%	31 11.4% 23.8%	9 17.0% 6.9%	18 14.3% 13.8%	16 17.0% 12.3%	17 17.0% 13.1%	4 6.7% 3.1%	9 15.3% 6.9%	12 12.8% 9.2%	4 7.3% 3.1%	4 4.8% 3.1%	7 14.3% 5.4%	8 23.5% 6.2%
No answer	233 15.6% 100.0%	25 9.2% 10.7%	3 5.7% 1.3%	9 7.1% 3.9%	11 11.7% 4.7%	11 11.0% 4.7%	6 10.0% 2.6%	8 13.6% 3.4%	7 7.4% 3.0%	5 9.1% 2.1%	21 25.3% 9.0%	2 4.1% 0.9%	2 5.9% 0.9%

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Cigar Segmentation

Q8C Section VI. In Column C, which of the following activities would you like to participate in more often?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Would Like To Do More Often													
Baseball	118 7.9% 100.0%	28 10.3% 23.7%	7 13.2% 5.9%	14 11.1% 11.9%	11 11.7% 9.3%	11 11.0% 9.3%	7 11.7% 5.9%	8 13.6% 6.8%	9 9.6% 7.6%	5 9.1% 4.2%	6 7.2% 5.1%	3 6.1% 2.5%	1 2.9% 0.8%
Basketball	134 9.0% 100.0%	36 13.2% 26.9%	8 15.1% 6.0%	16 12.7% 11.9%	14 14.9% 10.4%	16 16.0% 11.9%	5 8.3% 3.7%	5 8.5% 3.7%	8 8.5% 6.0%	3 5.5% 2.2%	7 8.4% 5.2%	4 8.2% 3.0%	3 8.8% 2.2%
Biking outdoors	292 19.5% 100.0%	68 24.9% 23.3%	17 32.1% 5.8%	35 27.8% 12.0%	26 27.7% 8.9%	23 23.0% 7.9%	15 25.0% 5.1%	18 30.5% 6.2%	17 18.1% 5.8%	6 10.9% 2.1%	7 8.4% 2.4%	11 22.4% 3.8%	8 23.5% 2.7%
Bowling	179 12.0% 100.0%	37 13.6% 20.7%	8 15.1% 4.5%	16 12.7% 8.9%	10 10.6% 5.6%	13 13.0% 7.3%	10 16.7% 5.6%	9 15.3% 5.0%	21 22.3% 11.7%	8 14.5% 4.5%	11 13.3% 6.1%	7 14.3% 3.9%	1 2.9% 0.6%
Camping	380 25.4% 100.0%	70 25.6% 18.4%	16 30.2% 4.2%	35 27.8% 9.2%	23 24.5% 6.1%	26 26.0% 6.8%	16 26.7% 4.2%	18 30.5% 4.7%	26 27.7% 6.8%	18 32.7% 4.7%	25 30.1% 6.6%	14 28.6% 3.7%	4 11.8% 1.1%
Canoeing	137 9.2% 100.0%	24 8.8% 17.5%	8 15.1% 5.8%	16 12.7% 11.7%	5 5.3% 3.6%	13 13.0% 9.5%	8 13.3% 5.8%	10 16.9% 7.3%	15 16.0% 10.9%	4 7.3% 2.9%	9 10.8% 6.6%	6 12.2% 4.4%	5 14.7% 3.6%
Casino gambling	213 14.2% 100.0%	46 16.8% 21.6%	9 17.0% 4.2%	22 17.5% 10.3%	19 20.2% 8.9%	17 17.0% 8.0%	11 18.3% 5.2%	10 16.9% 4.7%	15 16.0% 7.0%	12 21.8% 5.6%	14 16.9% 6.6%	10 20.4% 4.7%	6 17.6% 2.8%
Collecting antiques	113 7.5% 100.0%	27 9.9% 23.9%	5 9.4% 4.4%	17 13.5% 15.0%	4 4.3% 3.5%	11 11.0% 9.7%	9 15.0% 8.0%	7 11.9% 6.2%	4 4.3% 3.5%	4 7.3% 3.5%	8 9.6% 7.1%	3 6.1% 2.7%	4 11.8% 3.5%
Collecting sports memorabilia	62 4.1% 100.0%	16 5.9% 25.8%	7 13.2% 11.3%	6 4.8% 9.7%	4 4.3% 6.5%	8 8.0% 12.9%	2 3.3% 3.2%	0 0.0% 0.0%	5 5.3% 8.1%	4 7.3% 6.5%	4 4.8% 6.5%	1 2.0% 1.6%	2 5.9% 3.2%
Exercise machines (Stairmaster, bikes)	174 11.6% 100.0%	47 17.2% 27.0%	9 17.0% 5.2%	17 13.5% 9.8%	15 16.0% 8.6%	15 15.0% 8.6%	4 6.7% 2.3%	6 10.2% 3.4%	15 16.0% 8.6%	2 3.6% 1.1%	7 8.4% 4.0%	8 16.3% 4.6%	5 14.7% 2.9%

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Cigar Segmentation

Q8C Section VI. In Column C, which of the following activities would you like to participate in more often?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Fly fishing	128 8.6% 100.0%	27 9.9% 21.1%	7 13.2% 5.5%	14 11.1% 10.9%	8 8.5% 6.3%	10 10.0% 7.8%	6 10.0% 4.7%	4 6.8% 3.1%	17 18.1% 13.3%	6 10.9% 4.7%	11 13.3% 8.6%	5 10.2% 3.9%	3 8.8% 2.3%
Freshwater fishing	384 25.7% 100.0%	69 25.3% 18.0%	13 24.5% 3.4%	29 23.0% 7.6%	16 17.0% 4.2%	27 27.0% 7.0%	16 26.7% 4.2%	13 22.0% 3.4%	25 26.6% 6.5%	24 43.6% 6.3%	28 33.7% 7.3%	10 20.4% 2.6%	8 23.5% 2.1%
Saltwater fishing	199 13.3% 100.0%	38 13.9% 19.1%	12 22.6% 6.0%	16 12.7% 8.0%	12 12.8% 6.0%	15 15.0% 7.5%	11 18.3% 5.5%	6 10.2% 3.0%	14 14.9% 7.0%	9 16.4% 4.5%	12 14.5% 6.0%	4 8.2% 2.0%	5 14.7% 2.5%
Fitness walking	144 9.6% 100.0%	35 12.8% 24.3%	6 11.3% 4.2%	15 11.9% 10.4%	13 13.8% 9.0%	10 10.0% 6.9%	6 10.0% 4.2%	7 11.9% 4.9%	13 13.8% 9.0%	2 3.6% 1.4%	10 12.0% 6.9%	3 6.1% 2.1%	5 14.7% 3.5%
Football	93 6.2% 100.0%	21 7.7% 22.6%	7 13.2% 7.5%	11 8.7% 11.8%	12 12.8% 12.9%	7 7.0% 7.5%	3 5.0% 3.2%	3 5.1% 3.2%	6 6.4% 6.5%	3 5.5% 3.2%	6 7.2% 6.5%	4 8.2% 4.3%	2 5.9% 2.2%
Gardening	181 12.1% 100.0%	26 9.5% 14.4%	5 9.4% 2.8%	14 11.1% 7.7%	13 13.8% 7.2%	8 8.0% 4.4%	5 8.3% 2.8%	3 5.1% 1.7%	17 18.1% 9.4%	8 14.5% 4.4%	22 26.5% 12.2%	4 8.2% 2.2%	2 5.9% 1.1%
Golf	366 24.4% 100.0%	91 33.3% 24.9%	13 24.5% 3.6%	46 36.5% 12.6%	33 35.1% 9.0%	39 39.0% 10.7%	18 30.0% 4.9%	15 25.4% 4.1%	29 30.9% 7.9%	11 20.0% 3.0%	14 16.9% 3.8%	15 30.6% 4.1%	6 17.6% 1.6%
Hiking	174 11.6% 100.0%	40 14.7% 23.0%	10 18.9% 5.7%	22 17.5% 12.6%	13 13.8% 7.5%	12 12.0% 6.9%	10 16.7% 5.7%	12 20.3% 6.9%	14 14.9% 8.0%	7 12.7% 4.0%	9 10.8% 5.2%	8 16.3% 4.6%	2 5.9% 1.1%
Hockey	45 3.0% 100.0%	11 4.0% 24.4%	3 5.7% 6.7%	6 4.8% 13.3%	2 2.1% 4.4%	5 5.0% 11.1%	1 1.7% 2.2%	5 8.5% 11.1%	4 4.3% 8.9%	3 5.5% 6.7%	4 4.8% 8.9%	2 4.1% 4.4%	1 2.9% 2.2%
Horseback riding	91 6.1% 100.0%	15 5.5% 16.5%	5 9.4% 5.5%	10 7.9% 11.0%	7 7.4% 7.7%	7 7.0% 7.7%	5 8.3% 5.5%	7 11.9% 7.7%	5 5.3% 5.5%	3 5.5% 3.3%	7 8.4% 7.7%	3 6.1% 3.3%	2 5.9% 2.2%

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Cigar Segmentation

Q8C Section VI. In Column C, which of the following activities would you like to participate in more often?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Hunting	261 17.4% 100.0%	46 16.8% 17.6%	'12 22.6% 4.6%	23 18.3% 8.8%	15 16.0% 5.7%	19 19.0% 7.3%	12 20.0% 4.6%	11 18.6% 4.2%	17 18.1% 6.5%	16 29.1% 6.1%	22 26.5% 8.4%	8 16.3% 3.1%	8 23.5% 3.1%
Jogging/running	98 6.5% 100.0%	21 7.7% 21.4%	2 3.8% 2.0%	8 6.3% 8.2%	8 8.5% 8.2%	7 7.0% 7.1%	4 6.7% 4.1%	7 11.9% 7.1%	8 8.5% 8.2%	1 1.8% 1.0%	5 6.0% 5.1%	1 2.0% 1.0%	2 5.9% 2.0%
Kayaking	49 3.3% 100.0%	10 3.7% 20.4%	3 5.7% 6.1%	2 1.6% 4.1%	3 3.2% 6.1%	4 4.0% 8.2%	1 1.7% 2.0%	2 3.4% 4.1%	5 5.3% 10.2%	1 1.8% 2.0%	4 4.8% 8.2%	0 0.0% 0.0%	1 2.9% 2.0%
Motor boating/boating	234 15.6% 100.0%	48 17.6% 20.5%	16 30.2% 6.8%	18 14.3% 7.7%	11 11.7% 4.7%	22 22.0% 9.4%	14 23.3% 6.0%	13 22.0% 5.6%	19 20.2% 8.1%	13 23.6% 5.6%	15 18.1% 6.4%	10 20.4% 4.3%	6 17.6% 2.6%
Mountain climbing/rock climbing	75 5.0% 100.0%	14 5.1% 18.7%	4 7.5% 5.3%	6 4.8% 8.0%	5 5.3% 6.7%	6 6.0% 8.0%	3 5.0% 4.0%	4 6.8% 5.3%	5 5.3% 6.7%	3 5.5% 4.0%	4 4.8% 5.3%	3 6.1% 4.0%	1 2.9% 1.3%
Museums/art galleries	203 13.6% 100.0%	41 15.0% 20.2%	8 15.1% 3.9%	22 17.5% 10.8%	17 18.1% 8.4%	20 20.0% 9.9%	10 16.7% 4.9%	11 18.6% 5.4%	15 16.0% 7.4%	3 5.5% 1.5%	15 18.1% 7.4%	5 10.2% 2.5%	6 17.6% 3.0%
Playing cards	208 13.9% 100.0%	42 15.4% 20.2%	7 13.2% 3.4%	16 12.7% 7.7%	15 16.0% 7.2%	13 13.0% 6.3%	10 16.7% 4.8%	13 22.0% 6.3%	14 14.9% 6.7%	11 20.0% 5.3%	11 13.3% 5.3%	7 14.3% 3.4%	3 8.8% 1.4%
Riding a motorcycle	158 10.6% 100.0%	24 8.8% 15.2%	8 15.1% 5.1%	10 7.9% 6.3%	9 9.6% 5.7%	8 8.0% 5.1%	6 10.0% 3.8%	8 13.6% 5.1%	12 12.8% 7.6%	8 14.5% 5.1%	9 10.8% 5.7%	4 8.2% 2.5%	1 2.9% 0.6%
Roller skating/blading	86 5.7% 100.0%	18 6.6% 20.9%	2 3.8% 2.3%	3 2.4% 3.5%	6 6.4% 7.0%	9 9.0% 10.5%	3 5.0% 3.5%	4 6.8% 4.7%	5 5.3% 5.8%	2 3.6% 2.3%	4 4.8% 4.7%	0 0.0% 0.0%	1 2.9% 1.2%
Sailing	98 6.5% 100.0%	23 8.4% 23.5%	3 5.7% 3.1%	12 9.5% 12.2%	3 3.2% 3.1%	10 10.0% 10.2%	5 8.3% 5.1%	6 10.2% 6.1%	4 4.3% 4.1%	2 3.6% 2.0%	7 8.4% 7.1%	2 4.1% 2.0%	2 5.9% 2.0%

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Cigar Segmentation

Q8C Section VI. In Column C, which of the following activities would you like to participate in more often?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Skiing downhill	159 10.6% 100.0%	41 15.0% 25.8%	6 11.3% 3.8%	22 17.5% 13.8%	9 9.6% 5.7%	13 13.0% 8.2%	9 15.0% 5.7%	6 10.2% 3.8%	10 10.6% 6.3%	6 10.9% 3.8%	6 7.2% 3.8%	7 14.3% 4.4%	1 2.9% 0.6%
Skiing Cross Country	45 3.0% 100.0%	10 3.7% 22.2%	1 1.9% 2.2%	4 3.2% 8.9%	3 3.2% 6.7%	5 5.0% 11.1%	1 1.7% 2.2%	1 1.7% 2.2%	5 5.3% 11.1%	0 0.0% 0.0%	2 2.4% 4.4%	1 2.0% 2.2%	2 5.9% 4.4%
Snowboarding	32 2.1% 100.0%	7 2.6% 21.9%	2 3.8% 6.3%	3 2.4% 9.4%	1 1.1% 3.1%	1 1.0% 3.1%	1 1.7% 3.1%	1 1.7% 3.1%	3 3.2% 9.4%	3 5.5% 9.4%	2 2.4% 6.3%	1 2.0% 3.1%	0 0.0% 0.0%
Snowmobiling	62 4.1% 100.0%	12 4.4% 19.4%	3 5.7% 4.8%	5 4.0% 8.1%	4 4.3% 6.5%	3 3.0% 4.8%	2 3.3% 3.2%	2 3.4% 3.2%	5 5.3% 8.1%	4 7.3% 6.5%	5 6.0% 8.1%	0 0.0% 0.0%	0 0.0% 0.0%
Softball	123 8.2% 100.0%	33 12.1% 26.8%	5 9.4% 4.1%	18 14.3% 14.6%	7 7.4% 5.7%	11 11.0% 8.9%	9 15.0% 7.3%	6 10.2% 4.9%	7 7.4% 5.7%	5 9.1% 4.1%	9 10.8% 7.3%	2 4.1% 1.6%	0 0.0% 0.0%
Soccer	49 3.3% 100.0%	8 2.9% 16.3%	1 1.9% 2.0%	7 5.6% 14.3%	7 7.4% 14.3%	6 6.0% 12.2%	3 5.0% 6.1%	2 3.4% 4.1%	3 3.2% 6.1%	0 0.0% 0.0%	4 4.8% 8.2%	0 0.0% 0.0%	1 2.9% 2.0%
Sport/Target Shooting	191 12.8% 100.0%	35 12.8% 18.3%	9 17.0% 4.7%	23 18.3% 12.0%	16 17.0% 8.4%	12 12.0% 6.3%	15 25.0% 7.9%	13 22.0% 6.8%	10 10.6% 5.2%	6 10.9% 3.1%	11 13.3% 5.8%	8 16.3% 4.2%	2 5.9% 1.0%
Swimming	215 14.4% 100.0%	47 17.2% 21.9%	8 15.1% 3.7%	31 24.6% 14.4%	12 12.8% 5.6%	17 17.0% 7.9%	13 21.7% 6.0%	11 18.6% 5.1%	12 12.8% 5.6%	5 9.1% 2.3%	14 16.9% 6.5%	4 8.2% 1.9%	7 20.6% 3.3%
Tennis	97 6.5% 100.0%	20 7.3% 20.6%	2 3.8% 2.1%	13 10.3% 13.4%	7 7.4% 7.2%	9 9.0% 9.3%	6 10.0% 6.2%	4 6.8% 4.1%	7 7.4% 7.2%	2 3.6% 2.1%	6 7.2% 6.2%	2 4.1% 2.1%	4 11.8% 4.1%
Volleyball	82 5.5% 100.0%	19 7.0% 23.2%	2 3.8% 2.4%	9 7.1% 11.0%	7 7.4% 8.5%	6 6.0% 7.3%	5 8.3% 6.1%	5 8.5% 6.1%	7 7.4% 8.5%	3 5.5% 3.7%	8 9.6% 9.8%	4 8.2% 4.9%	0 0.0% 0.0%

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Cigar Segmentation

Q8C Section VI. In Column C, which of the following activities would you like to participate in more often?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Weightlifting	177 11.8% 100.0%	39 14.3% 22.0%	5 9.4% 2.8%	17 13.5% 9.6%	10 10.6% 5.6%	14 14.0% 7.9%	8 13.3% 4.5%	13 22.0% 7.3%	13 13.8% 7.3%	5 9.1% 2.8%	5 6.0% 2.8%	5 10.2% 2.8%	2 5.9% 1.1%
Whitewater rafting	97 6.5% 100.0%	18 6.6% 18.6%	11 20.8% 11.3%	9 7.1% 9.3%	9 9.6% 9.3%	7 7.0% 7.2%	4 6.7% 4.1%	9 15.3% 9.3%	9 9.6% 9.3%	4 7.3% 4.1%	6 7.2% 6.2%	4 8.2% 4.1%	4 11.8% 4.1%
Wine tasting	237 15.8% 100.0%	54 19.8% 22.8%	7 13.2% 3.0%	26 20.6% 11.0%	15 16.0% 6.3%	20 20.0% 8.4%	16 26.7% 6.8%	18 30.5% 7.6%	19 20.2% 8.0%	4 7.3% 1.7%	14 16.9% 5.9%	8 16.3% 3.4%	4 11.8% 1.7%
No answer	227 15.2% 100.0%	24 8.8% 10.6%	5 9.4% 2.2%	11 8.7% 4.8%	12 12.8% 5.3%	12 12.0% 5.3%	8 13.3% 3.5%	12 20.3% 5.3%	13 13.8% 5.7%	7 12.7% 3.1%	16 19.3% 7.0%	8 16.3% 3.5%	5 14.7% 2.2%

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Cigar Segmentation

Q9 Section VI. Please X the sporting events that you enjoy watching either on television or in person.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Professional football	948 63.3% 100.0%	196 71.8% 20.7%	34 64.2% 3.6%	82 65.1% 8.6%	61 64.9% 6.4%	80 80.0% 8.4%	34 56.7% 3.6%	34 57.6% 3.6%	63 67.0% 6.6%	34 61.8% 3.6%	44 53.0% 4.6%	39 79.6% 4.1%	28 82.4% 3.0%
Professional baseball	647 43.2% 100.0%	132 48.4% 20.4%	25 47.2% 3.9%	68 54.0% 10.5%	49 52.1% 7.6%	59 59.0% 9.1%	35 58.3% 5.4%	24 40.7% 3.7%	48 51.1% 7.4%	25 45.5% 3.9%	35 42.2% 5.4%	24 49.0% 3.7%	20 58.8% 3.1%
College football	629 42.0% 100.0%	131 48.0% 20.8%	25 47.2% 4.0%	60 47.6% 9.5%	50 53.2% 7.9%	61 61.0% 9.7%	25 41.7% 4.0%	25 42.4% 4.0%	32 34.0% 5.1%	18 32.7% 2.9%	29 34.9% 4.6%	24 49.0% 3.8%	23 67.6% 3.7%
Boxing	532 35.5% 100.0%	100 36.6% 18.8%	21 39.6% 3.9%	49 38.9% 9.2%	33 35.1% 6.2%	45 45.0% 8.5%	21 35.0% 3.9%	23 39.0% 4.3%	42 44.7% 7.9%	23 41.8% 4.3%	39 47.0% 7.3%	18 36.7% 3.4%	16 47.1% 3.0%
Professional basketball	504 33.7% 100.0%	104 38.1% 20.6%	19 35.8% 3.8%	46 36.5% 9.1%	39 41.5% 7.7%	48 48.0% 9.5%	19 31.7% 3.8%	19 32.2% 3.8%	30 31.9% 6.0%	20 36.4% 4.0%	31 37.3% 6.2%	22 44.9% 4.4%	18 52.9% 3.6%
NASCAR (Winston Cup) racing	473 31.6% 100.0%	81 29.7% 17.1%	18 34.0% 3.8%	33 26.2% 7.0%	29 30.9% 6.1%	27 27.0% 5.7%	13 21.7% 2.7%	12 20.3% 2.5%	26 27.7% 5.5%	23 41.8% 4.9%	37 44.6% 7.8%	16 32.7% 3.4%	9 26.5% 1.9%
Professional golf	452 30.2% 100.0%	114 41.8% 25.2%	20 37.7% 4.4%	52 41.3% 11.5%	40 42.6% 8.8%	55 55.0% 12.2%	25 41.7% 5.5%	20 33.9% 4.4%	35 37.2% 7.7%	15 27.3% 3.3%	15 18.1% 3.3%	22 44.9% 4.9%	14 41.2% 3.1%
College basketball	422 28.2% 100.0%	95 34.8% 22.5%	19 35.8% 4.5%	45 35.7% 10.7%	36 38.3% 8.5%	46 46.0% 10.9%	19 31.7% 4.5%	19 32.2% 4.5%	18 19.1% 4.3%	12 21.8% 2.8%	22 26.5% 5.2%	18 36.7% 4.3%	17 50.0% 4.0%
Professional ice hockey	379 25.3% 100.0%	102 37.4% 26.9%	22 41.5% 5.8%	44 34.9% 11.6%	35 37.2% 9.2%	37 37.0% 9.8%	18 30.0% 4.7%	15 25.4% 4.0%	21 22.3% 5.5%	13 23.6% 3.4%	14 16.9% 3.7%	19 38.8% 5.0%	11 32.4% 2.9%
Fishing show	364 24.3% 100.0%	53 19.4% 14.6%	15 28.3% 4.1%	28 22.2% 7.7%	21 22.3% 5.8%	25 25.0% 6.9%	9 15.0% 2.5%	11 18.6% 3.0%	31 33.0% 8.5%	27 49.1% 7.4%	30 36.1% 8.2%	10 20.4% 2.7%	12 35.3% 3.3%
Drag racing	328 21.9% 100.0%	44 16.1% 13.4%	12 22.6% 3.7%	20 15.9% 6.1%	21 22.3% 6.4%	17 17.0% 5.2%	9 15.0% 2.7%	12 20.3% 3.7%	25 26.6% 7.6%	18 32.7% 5.5%	24 28.9% 7.3%	8 16.3% 2.4%	10 29.4% 3.0%
Wrestling (professional)	302 20.2% 100.0%	27 9.9% 8.9%	9 17.0% 3.0%	17 13.5% 5.6%	14 14.9% 4.6%	14 14.0% 4.6%	8 13.3% 2.6%	7 11.9% 2.3%	18 19.1% 6.0%	14 25.5% 4.6%	27 32.5% 8.9%	4 8.2% 1.3%	5 14.7% 1.7%
Hunting shows	293 19.6% 100.0%	47 17.2% 16.0%	14 26.4% 4.8%	27 21.4% 9.2%	18 19.1% 6.1%	20 20.0% 6.8%	9 15.0% 3.1%	13 22.0% 4.4%	22 23.4% 7.5%	23 41.8% 7.8%	23 27.7% 7.8%	9 18.4% 3.1%	7 20.6% 2.4%

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Cigar Segmentation

Q9 Section VI. Please X the sporting events that you enjoy watching either on television or in person.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Rodeo	243 16.2% 100.0%	33 12.1% 13.6%	4 7.5% 1.6%	18 14.3% 7.4%	11 11.7% 4.5%	13 13.0% 5.3%	5 8.3% 2.1%	7 11.9% 2.9%	17 18.1% 7.0%	17 30.9% 7.0%	19 22.9% 7.8%	6 12.2% 2.5%	4 11.8% 1.6%
Indy CART racing	221 14.8% 100.0%	46 16.8% 20.8%	11 20.8% 5.0%	23 18.3% 10.4%	26 27.7% 11.8%	23 23.0% 10.4%	8 13.3% 3.6%	12 20.3% 5.4%	11 11.7% 5.0%	11 20.0% 5.0%	16 19.3% 7.2%	11 22.4% 5.0%	10 29.4% 4.5%
Tennis	214 14.3% 100.0%	51 18.7% 23.8%	9 17.0% 4.2%	27 21.4% 12.6%	20 21.3% 9.3%	23 23.0% 10.7%	10 16.7% 4.7%	4 6.8% 1.9%	18 19.1% 8.4%	8 14.5% 3.7%	11 13.3% 5.1%	9 18.4% 4.2%	10 29.4% 4.7%
Formula 1 racing	201 13.4% 100.0%	37 13.6% 18.4%	9 17.0% 4.5%	21 16.7% 10.4%	20 21.3% 10.0%	17 17.0% 8.5%	9 15.0% 4.5%	15 25.4% 7.5%	7 7.4% 3.5%	10 18.2% 5.0%	13 15.7% 6.5%	7 14.3% 3.5%	9 26.5% 4.5%
Power boat racing	194 13.0% 100.0%	34 12.5% 17.5%	10 18.9% 5.2%	14 11.1% 7.2%	16 17.0% 8.2%	15 15.0% 7.7%	7 11.7% 3.6%	9 15.3% 4.6%	8 8.5% 4.1%	13 23.6% 6.7%	14 16.9% 7.2%	8 16.3% 4.1%	7 20.6% 3.6%
Horse racing	158 10.6% 100.0%	29 10.6% 18.4%	8 15.1% 5.1%	19 15.1% 12.0%	11 11.7% 7.0%	17 17.0% 10.8%	7 11.7% 4.4%	8 13.6% 5.1%	10 10.6% 6.3%	10 18.2% 6.3%	12 14.5% 7.6%	7 14.3% 4.4%	5 14.7% 3.2%
Professional bowling	149 10.0% 100.0%	20 7.3% 13.4%	6 11.3% 4.0%	9 7.1% 6.0%	11 11.7% 7.4%	8 8.0% 5.4%	5 8.3% 3.4%	4 6.8% 2.7%	17 18.1% 11.4%	11 20.0% 7.4%	12 14.5% 8.1%	9 18.4% 6.0%	2 5.9% 1.3%
Skiing	147 9.8% 100.0%	37 13.6% 25.2%	10 18.9% 6.8%	20 15.9% 13.6%	12 12.8% 8.2%	16 16.0% 10.9%	7 11.7% 4.8%	4 6.8% 2.7%	11 11.7% 7.5%	12 21.8% 8.2%	10 12.0% 6.8%	11 22.4% 7.5%	5 14.7% 3.4%
Soccer	144 9.6% 100.0%	29 10.6% 20.1%	10 18.9% 6.9%	20 15.9% 13.9%	19 20.2% 13.2%	16 16.0% 11.1%	4 6.7% 2.8%	5 8.5% 3.5%	10 10.6% 6.9%	5 9.1% 3.5%	2 2.4% 1.4%	5 10.2% 3.5%	7 20.6% 4.9%
Wrestling (amateur)	143 9.6% 100.0%	19 7.0% 13.3%	3 5.7% 2.1%	14 11.1% 9.8%	7 7.4% 4.9%	9 9.0% 6.3%	8 13.3% 5.6%	10 16.9% 7.0%	11 11.7% 7.7%	10 18.2% 7.0%	11 13.3% 7.7%	5 10.2% 3.5%	1 2.9% 0.7%
Track and field	138 9.2% 100.0%	30 11.0% 21.7%	4 7.5% 2.9%	17 13.5% 12.3%	12 12.8% 8.7%	16 16.0% 11.6%	9 15.0% 6.5%	6 10.2% 4.3%	17 18.1% 12.3%	8 14.5% 5.8%	9 10.8% 6.5%	7 14.3% 5.1%	5 14.7% 3.6%
Ice skating	127 8.5% 100.0%	17 6.2% 13.4%	4 7.5% 3.1%	9 7.1% 7.1%	10 10.6% 7.9%	12 12.0% 9.4%	8 13.3% 6.3%	6 10.2% 4.7%	7 7.4% 5.5%	12 21.8% 9.4%	13 15.7% 10.2%	3 6.1% 2.4%	3 8.8% 2.4%
Sailing	68 4.5% 100.0%	15 5.5% 22.1%	3 5.7% 4.4%	8 6.3% 11.8%	5 5.3% 7.4%	9 9.0% 13.2%	3 5.0% 4.4%	5 8.5% 7.4%	5 5.3% 7.4%	3 5.5% 4.4%	6 7.2% 8.8%	2 4.1% 2.9%	5 14.7% 7.4%

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Cigar Segmentation

Q9 Section VI. Please X the sporting events that you enjoy watching either on television or in person.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Polo	23 1.5% 100.0%	4 1.5% 17.4%	1 1.9% 4.3%	4 3.2% 17.4%	2 2.1% 8.7%	5 5.0% 21.7%	3 5.0% 13.0%	3 5.1% 13.0%	1 1.1% 4.3%	2 3.6% 8.7%	0 0.0% 0.0%	1 2.0% 4.3%	3 8.8% 13.0%
Other	158 10.6% 100.0%	27 9.9% 17.1%	13 24.5% 8.2%	16 12.7% 10.1%	12 12.8% 7.6%	14 14.0% 8.9%	7 11.7% 4.4%	9 15.3% 5.7%	13 13.8% 8.2%	6 10.9% 3.8%	12 14.5% 7.6%	7 14.3% 4.4%	3 8.8% 1.9%
No answer	88 5.9% 100.0%	15 5.5% 17.0%	3 5.7% 3.4%	1 0.8% 1.1%	7 7.4% 8.0%	5 5.0% 5.7%	5 8.3% 5.7%	2 3.4% 2.3%	5 5.3% 5.7%	1 1.8% 1.1%	4 4.8% 4.5%	0 0.0% 0.0%	1 2.9% 1.1%

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Cigar Segmentation

Q10A Section VI. Have you ever purchased products through catalogs?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Yes	1298 86.7% 100.0%	246 90.1% 19.0%	48 90.6% 3.7%	121 96.0% 9.3%	88 93.6% 6.8%	93 93.0% 7.2%	55 91.7% 4.2%	55 93.2% 4.2%	82 87.2% 6.3%	45 81.8% 3.5%	76 91.6% 5.9%	47 95.9% 3.6%	32 94.1% 2.5%
No	199 13.3% 100.0%	27 9.9% 13.6%	5 9.4% 2.5%	5 4.0% 2.5%	6 6.4% 3.0%	7 7.0% 3.5%	5 8.3% 2.5%	4 6.8% 2.0%	12 12.8% 6.0%	10 18.2% 5.0%	7 8.4% 3.5%	2 4.1% 1.0%	2 5.9% 1.0%
No answer	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
For Self													
Net - Other	977 75.3% 100.0%	192 78.0% 19.7%	32 66.7% 3.3%	88 72.7% 9.0%	70 79.5% 7.2%	69 74.2% 7.1%	37 67.3% 3.8%	42 76.4% 4.3%	65 79.3% 6.7%	35 77.8% 3.6%	51 67.1% 5.2%	32 68.1% 3.3%	27 84.4% 2.8%
Music CD's	683 52.6% 100.0%	140 56.9% 20.5%	25 52.1% 3.7%	60 49.6% 8.8%	57 64.8% 8.3%	51 54.8% 7.5%	30 54.5% 4.4%	30 54.5% 4.4%	48 58.5% 7.0%	21 46.7% 3.1%	33 43.4% 4.8%	23 48.9% 3.4%	23 71.9% 3.4%
Sports equipment	261 20.1% 100.0%	64 26.0% 24.5%	20 41.7% 7.7%	30 24.8% 11.5%	22 25.0% 8.4%	32 34.4% 12.3%	15 27.3% 5.7%	17 30.9% 6.5%	12 14.6% 4.6%	16 35.6% 6.1%	15 19.7% 5.7%	11 23.4% 4.2%	11 34.4% 4.2%
Home office: pens, desk accessories, lighting, chairs	234 18.0% 100.0%	44 17.9% 18.8%	12 25.0% 5.1%	29 24.0% 12.4%	21 23.9% 9.0%	20 21.5% 8.5%	14 25.5% 6.0%	12 21.8% 5.1%	18 22.0% 7.7%	10 22.2% 4.3%	14 18.4% 6.0%	10 21.3% 4.3%	7 21.9% 3.0%
Storage: music, video, CD's, clothing	215 16.6% 100.0%	30 12.2% 14.0%	10 20.8% 4.7%	15 12.4% 7.0%	15 17.0% 7.0%	14 15.1% 6.5%	4 7.3% 1.9%	8 14.5% 3.7%	9 11.0% 4.2%	8 17.8% 3.7%	14 18.4% 6.5%	7 14.9% 3.3%	4 12.5% 1.9%
Casino: slot/video machines, poker accessories, etc.	34 2.6% 100.0%	5 2.0% 14.7%	1 2.1% 2.9%	3 2.5% 8.8%	4 4.5% 11.8%	6 6.5% 17.6%	2 3.6% 5.9%	3 5.5% 8.8%	3 3.7% 8.8%	2 4.4% 5.9%	7 9.2% 20.6%	2 4.3% 5.9%	2 6.3% 5.9%
Net - Clothing/Shoes	872 67.2% 100.0%	185 75.2% 21.2%	39 81.3% 4.5%	96 79.3% 11.0%	69 78.4% 7.9%	80 86.0% 9.2%	46 83.6% 5.3%	42 76.4% 4.8%	59 72.0% 6.8%	27 60.0% 3.1%	49 64.5% 5.6%	35 74.5% 4.0%	28 87.5% 3.2%
Clothing	826 63.6% 100.0%	178 72.4% 21.5%	37 77.1% 4.5%	91 75.2% 11.0%	66 75.0% 8.0%	78 83.9% 9.4%	44 80.0% 5.3%	40 72.7% 4.8%	54 65.9% 6.5%	24 53.3% 2.9%	46 60.5% 5.6%	34 72.3% 4.1%	28 87.5% 3.4%
Shoes	271 20.9% 100.0%	40 16.3% 14.8%	8 16.7% 3.0%	18 14.9% 6.6%	22 25.0% 8.1%	21 22.6% 7.7%	15 27.3% 5.5%	16 29.1% 5.9%	19 23.2% 7.0%	12 26.7% 4.4%	20 26.3% 7.4%	6 12.8% 2.2%	9 28.1% 3.3%
Net - Destination Macanudo's	804 61.9% 100.0%	165 67.1% 20.5%	38 79.2% 4.7%	88 72.7% 10.9%	68 77.3% 8.5%	69 74.2% 8.6%	46 83.6% 5.7%	45 81.8% 5.6%	56 68.3% 7.0%	19 42.2% 2.4%	48 63.2% 6.0%	36 76.6% 4.5%	25 78.1% 3.1%
Cigars	458 35.3% 100.0%	102 41.5% 22.3%	27 56.3% 5.9%	66 54.5% 14.4%	47 53.4% 10.3%	44 47.3% 9.6%	36 65.5% 7.9%	34 61.8% 7.4%	34 41.5% 7.4%	10 22.2% 2.2%	26 34.2% 5.7%	33 70.2% 7.2%	20 62.5% 4.4%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
Personal electronics	305 23.5% 100.0%	60 24.4% 19.7%	12 25.0% 3.9%	23 19.0% 7.5%	20 22.7% 6.6%	30 32.3% 9.8%	16 29.1% 5.2%	15 27.3% 4.9%	27 32.9% 8.9%	8 17.8% 2.6%	22 28.9% 7.2%	12 25.5% 3.9%	13 40.6% 4.3%
Cooking accessories and utensils, e.g., knives	289 22.3% 100.0%	68 27.6% 23.5%	11 22.9% 3.8%	38 31.4% 13.1%	24 27.3% 8.3%	26 28.0% 9.0%	20 36.4% 6.9%	14 25.5% 4.8%	23 28.0% 8.0%	7 15.6% 2.4%	21 27.6% 7.3%	14 29.8% 4.8%	6 18.8% 2.1%
Travel accessories, such as a radar detector or alarm clock	160 12.3% 100.0%	37 15.0% 23.1%	9 18.8% 5.6%	12 9.9% 7.5%	14 15.9% 8.8%	15 16.1% 9.4%	6 10.9% 3.8%	10 18.2% 6.3%	7 8.5% 4.4%	6 13.3% 3.8%	8 10.5% 5.0%	10 21.3% 6.3%	7 21.9% 4.4%
Entertaining accessories, such as wine glasses and bottle openers	153 11.8% 100.0%	43 17.5% 28.1%	12 25.0% 7.8%	26 21.5% 17.0%	23 26.1% 15.0%	12 12.9% 7.8%	11 20.0% 7.2%	8 14.5% 5.2%	14 17.1% 9.2%	4 8.9% 2.6%	4 5.3% 2.6%	11 23.4% 7.2%	4 12.5% 2.6%
Barbecue grills and accessories	107 8.2% 100.0%	11 4.5% 10.3%	6 12.5% 5.6%	11 9.1% 10.3%	10 11.4% 9.3%	9 9.7% 8.4%	6 10.9% 5.6%	6 10.9% 5.6%	8 9.8% 7.5%	7 15.6% 6.5%	13 17.1% 12.1%	3 6.4% 2.8%	3 9.4% 2.8%
Net - Home Entertainment	501 38.6% 100.0%	110 44.7% 22.0%	25 52.1% 5.0%	64 52.9% 12.8%	41 46.6% 8.2%	42 45.2% 8.4%	27 49.1% 5.4%	23 41.8% 4.6%	35 42.7% 7.0%	12 26.7% 2.4%	30 39.5% 6.0%	19 40.4% 3.8%	11 34.4% 2.2%
Cooking accessories and utensils, e.g., knives	289 22.3% 100.0%	68 27.6% 23.5%	11 22.9% 3.8%	38 31.4% 13.1%	24 27.3% 8.3%	26 28.0% 9.0%	20 36.4% 6.9%	14 25.5% 4.8%	23 28.0% 8.0%	7 15.6% 2.4%	21 27.6% 7.3%	14 29.8% 4.8%	6 18.8% 2.1%
Gourmet Foods	212 16.3% 100.0%	49 19.9% 23.1%	13 27.1% 6.1%	34 28.1% 16.0%	18 20.5% 8.5%	22 23.7% 10.4%	15 27.3% 7.1%	14 25.5% 6.6%	14 17.1% 6.6%	4 8.9% 1.9%	8 10.5% 3.8%	10 21.3% 4.7%	8 25.0% 3.8%
Entertaining accessories, such as wine glasses and bottle openers	153 11.8% 100.0%	43 17.5% 28.1%	12 25.0% 7.8%	26 21.5% 17.0%	23 26.1% 15.0%	12 12.9% 7.8%	11 20.0% 7.2%	8 14.5% 5.2%	14 17.1% 9.2%	4 8.9% 2.6%	4 5.3% 2.6%	11 23.4% 7.2%	4 12.5% 2.6%
Barbecue grills and accessories	107 8.2% 100.0%	11 4.5% 10.3%	6 12.5% 5.6%	11 9.1% 10.3%	10 11.4% 9.3%	9 9.7% 8.4%	6 10.9% 5.6%	6 10.9% 5.6%	8 9.8% 7.5%	7 15.6% 6.5%	13 17.1% 12.1%	3 6.4% 2.8%	3 9.4% 2.8%
Wine	92 7.1% 100.0%	34 13.8% 37.0%	8 16.7% 8.7%	15 12.4% 16.3%	10 11.4% 10.9%	11 11.8% 12.0%	8 14.5% 8.7%	6 10.9% 6.5%	8 9.8% 8.7%	3 6.7% 3.3%	4 5.3% 4.3%	8 17.0% 8.7%	5 15.6% 5.4%
Net - Personal Accessories	309 23.8% 100.0%	55 22.4% 17.8%	13 27.1% 4.2%	27 22.3% 8.7%	25 28.4% 8.1%	28 30.1% 9.1%	14 25.5% 4.5%	17 30.9% 5.5%	18 22.0% 5.8%	12 26.7% 3.9%	26 34.2% 8.4%	13 27.7% 4.2%	16 50.0% 5.2%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
Travel accessories, such as a radar detector or alarm clock	160 12.3% 100.0%	37 15.0% 23.1%	9 18.8% 5.6%	12 9.9% 7.5%	14 15.9% 8.8%	15 16.1% 9.4%	6 10.9% 3.8%	10 18.2% 6.3%	7 8.5% 4.4%	6 13.3% 3.8%	8 10.5% 5.0%	10 21.3% 6.3%	7 21.9% 4.4%
Jewelry	156 12.0% 100.0%	21 8.5% 13.5%	3 6.3% 1.9%	14 11.6% 9.0%	12 13.6% 7.7%	9 9.7% 5.8%	8 14.5% 5.1%	8 14.5% 5.1%	11 13.4% 7.1%	7 15.6% 4.5%	18 23.7% 11.5%	5 10.6% 3.2%	5 15.6% 3.2%
Leather goods, such as luggage	96 7.4% 100.0%	13 5.3% 13.5%	4 8.3% 4.2%	13 10.7% 13.5%	7 8.0% 7.3%	9 9.7% 9.4%	5 9.1% 5.2%	6 10.9% 6.3%	7 8.5% 7.3%	4 8.9% 4.2%	10 13.2% 10.4%	3 6.4% 3.1%	6 18.8% 6.3%
No answer	66 5.1% 100.0%	6 2.4% 9.1%	0 0.0% 0.0%	3 2.5% 4.5%	1 1.1% 1.5%	1 1.1% 1.5%	2 3.6% 3.0%	1 1.8% 1.5%	4 4.9% 6.1%	6 13.3% 9.1%	4 5.3% 6.1%	3 6.4% 4.5%	1 3.1% 1.5%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
As a Gift													
Net - Other	900 69.3% 100.0%	163 66.3% 18.1%	27 56.3% 3.0%	68 56.2% 7.6%	56 63.6% 6.2%	58 62.4% 6.4%	35 63.6% 3.9%	41 74.5% 4.6%	59 72.0% 6.6%	32 71.1% 3.6%	54 71.1% 6.0%	30 63.8% 3.3%	19 59.4% 2.1%
Music CD's	228 17.6% 100.0%	42 17.1% 18.4%	6 12.5% 2.6%	20 16.5% 8.8%	27 30.7% 11.8%	16 17.2% 7.0%	11 20.0% 4.8%	12 21.8% 5.3%	17 20.7% 7.5%	5 11.1% 2.2%	12 15.8% 5.3%	7 14.9% 3.1%	5 15.6% 2.2%
Home office: pens, desk accessories, lighting, chairs	61 4.7% 100.0%	12 4.9% 19.7%	2 4.2% 3.3%	7 5.8% 11.5%	8 9.1% 13.1%	8 8.6% 13.1%	3 5.5% 4.9%	2 3.6% 3.3%	4 4.9% 6.6%	3 6.7% 4.9%	3 3.9% 4.9%	3 6.4% 4.9%	3 9.4% 4.9%
Sports equipment	54 4.2% 100.0%	9 3.7% 16.7%	1 2.1% 1.9%	2 1.7% 3.7%	5 5.7% 9.3%	5 5.4% 9.3%	2 3.6% 3.7%	4 7.3% 7.4%	3 3.7% 5.6%	6 13.3% 11.1%	4 5.3% 7.4%	2 4.3% 3.7%	3 9.4% 5.6%
Storage: music, video, CD's, clothing	47 3.6% 100.0%	6 2.4% 12.8%	2 4.2% 4.3%	4 3.3% 8.5%	7 8.0% 14.9%	6 6.5% 12.8%	1 1.8% 2.1%	1 1.8% 2.1%	0 0.0% 0.0%	3 6.7% 6.4%	4 5.3% 8.5%	1 2.1% 2.1%	2 6.3% 4.3%
Casino: slot/video machines, poker accessories, etc.	14 1.1% 100.0%	3 1.2% 21.4%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.2% 21.4%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.9% 28.6%	2 4.4% 14.3%	2 2.6% 14.3%	1 2.1% 7.1%	0 0.0% 0.0%
Net - Clothing/Shoes	427 32.9% 100.0%	83 33.7% 19.4%	20 41.7% 4.7%	48 39.7% 11.2%	34 38.6% 8.0%	32 34.4% 7.5%	21 38.2% 4.9%	23 41.8% 5.4%	27 32.9% 6.3%	14 31.1% 3.3%	17 22.4% 4.0%	18 38.3% 4.2%	11 34.4% 2.6%
Clothing	416 32.0% 100.0%	83 33.7% 20.0%	20 41.7% 4.8%	47 38.8% 11.3%	33 37.5% 7.9%	32 34.4% 7.7%	20 36.4% 4.8%	22 40.0% 5.3%	26 31.7% 6.3%	13 28.9% 3.1%	16 21.1% 3.8%	18 38.3% 4.3%	11 34.4% 2.6%
Shoes	39 3.0% 100.0%	5 2.0% 12.8%	1 2.1% 2.6%	3 2.5% 7.7%	4 4.5% 10.3%	4 4.3% 10.3%	3 5.5% 7.7%	3 5.5% 7.7%	3 3.7% 7.7%	4 8.9% 10.3%	2 2.6% 5.1%	1 2.1% 2.6%	1 3.1% 2.6%
Net - Destination Macanudo's	307 23.7% 100.0%	78 31.7% 25.4%	21 43.8% 6.8%	42 34.7% 13.7%	32 36.4% 10.4%	36 38.7% 11.7%	19 34.5% 6.2%	18 32.7% 5.9%	25 30.5% 8.1%	11 24.4% 3.6%	18 23.7% 5.9%	18 38.3% 5.9%	14 43.8% 4.6%
Cigars	118 9.1% 100.0%	31 12.6% 26.3%	11 22.9% 9.3%	20 16.5% 16.9%	13 14.8% 11.0%	21 22.6% 17.8%	12 21.8% 10.2%	9 16.4% 7.6%	8 9.8% 6.8%	6 13.3% 5.1%	8 10.5% 6.8%	10 21.3% 8.5%	11 34.4% 9.3%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
Cooking accessories and utensils, e.g., knives	114 8.8% 100.0%	31 12.6% 27.2%	9 18.8% 7.9%	16 13.2% 14.0%	10 11.4% 8.8%	11 11.8% 9.6%	6 10.9% 5.3%	6 10.9% 5.3%	10 12.2% 8.8%	6 13.3% 5.3%	7 9.2% 6.1%	9 19.1% 7.9%	2 6.3% 1.8%
Entertaining accessories, such as wine glasses and bottle openers	77 5.9% 100.0%	21 8.5% 27.3%	6 12.5% 7.8%	15 12.4% 19.5%	13 14.8% 16.9%	7 7.5% 9.1%	5 9.1% 6.5%	4 7.3% 5.2%	7 8.5% 9.1%	4 8.9% 5.2%	4 5.3% 5.2%	6 12.8% 7.8%	2 6.3% 2.6%
Personal electronics	61 4.7% 100.0%	14 5.7% 23.0%	4 8.3% 6.6%	4 3.3% 6.6%	6 6.8% 9.8%	10 10.8% 16.4%	4 7.3% 6.6%	4 7.3% 6.6%	8 9.8% 13.1%	2 4.4% 3.3%	2 2.6% 3.3%	4 8.5% 6.6%	3 9.4% 4.9%
Barbecue grills and accessories	33 2.5% 100.0%	9 3.7% 27.3%	2 4.2% 6.1%	5 4.1% 15.2%	4 4.5% 12.1%	4 4.3% 12.1%	4 7.3% 12.1%	4 7.3% 12.1%	2 2.4% 6.1%	1 2.2% 3.0%	2 2.6% 6.1%	1 2.1% 3.0%	2 6.3% 6.1%
Travel accessories, such as a radar detector or alarm clock	31 2.4% 100.0%	8 3.3% 25.8%	4 8.3% 12.9%	3 2.5% 9.7%	5 5.7% 16.1%	4 4.3% 12.9%	2 3.6% 6.5%	3 5.5% 9.7%	2 2.4% 6.5%	2 4.4% 6.5%	1 1.3% 3.2%	2 4.3% 6.5%	1 3.1% 3.2%
Net - Home Entertainment	276 21.3% 100.0%	70 28.5% 25.4%	17 35.4% 6.2%	45 37.2% 16.3%	32 36.4% 11.6%	30 32.3% 10.9%	14 25.5% 5.1%	15 27.3% 5.4%	17 20.7% 6.2%	10 22.2% 3.6%	15 19.7% 5.4%	14 29.8% 5.1%	10 31.3% 3.6%
Gourmet Foods	138 10.6% 100.0%	29 11.8% 21.0%	9 18.8% 6.5%	25 20.7% 18.1%	14 15.9% 10.1%	15 16.1% 10.9%	9 16.4% 6.5%	7 12.7% 5.1%	6 7.3% 4.3%	3 6.7% 2.2%	6 7.9% 4.3%	8 17.0% 5.8%	5 15.6% 3.6%
Cooking accessories and utensils, e.g., knives	114 8.8% 100.0%	31 12.6% 27.2%	9 18.8% 7.9%	16 13.2% 14.0%	10 11.4% 8.8%	11 11.8% 9.6%	6 10.9% 5.3%	6 10.9% 5.3%	10 12.2% 8.8%	6 13.3% 5.3%	7 9.2% 6.1%	9 19.1% 7.9%	2 6.3% 1.8%
Entertaining accessories, such as wine glasses and bottle openers	77 5.9% 100.0%	21 8.5% 27.3%	6 12.5% 7.8%	15 12.4% 19.5%	13 14.8% 16.9%	7 7.5% 9.1%	5 9.1% 6.5%	4 7.3% 5.2%	7 8.5% 9.1%	4 8.9% 5.2%	4 5.3% 5.2%	6 12.8% 7.8%	2 6.3% 2.6%
Wine	55 4.2% 100.0%	20 8.1% 36.4%	5 10.4% 9.1%	13 10.7% 23.6%	8 9.1% 14.5%	12 12.9% 21.8%	3 5.5% 5.5%	6 10.9% 10.9%	3 3.7% 5.5%	3 6.7% 5.5%	4 5.3% 7.3%	4 8.5% 7.3%	7 21.9% 12.7%
Barbecue grills and accessories	33 2.5% 100.0%	9 3.7% 27.3%	2 4.2% 6.1%	5 4.1% 15.2%	4 4.5% 12.1%	4 4.3% 12.1%	4 7.3% 12.1%	4 7.3% 12.1%	2 2.4% 6.1%	1 2.2% 3.0%	2 2.6% 6.1%	1 2.1% 3.0%	2 6.3% 6.1%
Net - Personal Accessories	182 14.0% 100.0%	24 9.8% 13.2%	8 16.7% 4.4%	15 12.4% 8.2%	13 14.8% 7.1%	8 8.6% 4.4%	7 12.7% 3.8%	9 16.4% 4.9%	12 14.6% 6.6%	8 17.8% 4.4%	16 21.1% 8.8%	8 17.0% 4.4%	5 15.6% 2.7%

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Cigar Segmentation

Q10B Section VI. What types of products have you bought through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
Jewelry	156 12.0% 100.0%	19 7.7% 12.2%	5 10.4% 3.2%	13 10.7% 8.3%	10 11.4% 6.4%	5 5.4% 3.2%	6 10.9% 3.8%	7 12.7% 4.5%	11 13.4% 7.1%	8 17.8% 5.1%	16 21.1% 10.3%	7 14.9% 4.5%	2 6.3% 1.3%
Travel accessories, such as a radar detector or alarm clock	31 2.4% 100.0%	8 3.3% 25.8%	4 8.3% 12.9%	3 2.5% 9.7%	5 5.7% 16.1%	4 4.3% 12.9%	2 3.6% 6.5%	3 5.5% 9.7%	2 2.4% 6.5%	2 4.4% 6.5%	1 1.3% 3.2%	2 4.3% 6.5%	1 3.1% 3.2%
Leather goods, such as luggage	30 2.3% 100.0%	4 1.6% 13.3%	1 2.1% 3.3%	5 4.1% 16.7%	4 4.5% 13.3%	3 3.2% 10.0%	0 0.0% 0.0%	4 7.3% 13.3%	1 1.2% 3.3%	3 6.7% 10.0%	1 1.3% 3.3%	2 4.3% 6.7%	2 6.3% 6.7%
No answer	584 45.0% 100.0%	105 42.7% 18.0%	18 37.5% 3.1%	44 36.4% 7.5%	23 26.1% 3.9%	32 34.4% 5.5%	22 40.0% 3.8%	26 47.3% 4.5%	35 42.7% 6.0%	19 42.2% 3.3%	36 47.4% 6.2%	19 40.4% 3.3%	10 31.3% 1.7%

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Cigar Segmentation

Q10C Section VI. Approximately how much did you spend in the past 12 months on shopping through catalogs?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
No answer	16 1.2% 100.0%	1 0.4% 6.3%	0 0.0% 0.0%	3 2.5% 18.8%	0 0.0% 0.0%	1 1.1% 6.3%	2 3.6% 12.5%	2 3.6% 12.5%	1 1.2% 6.3%	1 2.2% 6.3%	3 3.9% 18.8%	0 0.0% 0.0%	1 3.1% 6.3%
Total answering	1282 98.8% 100.0%	245 99.6% 19.1%	48 100.0% 3.7%	118 97.5% 9.2%	88 100.0% 6.9%	92 98.9% 7.2%	53 96.4% 4.1%	53 96.4% 4.1%	81 98.8% 6.3%	44 97.8% 3.4%	73 96.1% 5.7%	47 100.0% 3.7%	31 96.9% 2.4%
Under $100 (50)	270 21.1% 100.0%	37 15.1% 13.7%	1 2.1% 0.4%	11 9.3% 4.1%	11 12.5% 4.1%	8 8.7% 3.0%	6 11.3% 2.2%	4 7.5% 1.5%	9 11.1% 3.3%	12 27.3% 4.4%	22 30.1% 8.1%	4 8.5% 1.5%	1 3.2% 0.4%
$100 - $249 (175)	311 24.3% 100.0%	57 23.3% 18.3%	8 16.7% 2.6%	29 24.6% 9.3%	16 18.2% 5.1%	22 23.9% 7.1%	7 13.2% 2.3%	8 15.1% 2.6%	21 25.9% 6.8%	6 13.6% 1.9%	14 19.2% 4.5%	10 21.3% 3.2%	5 16.1% 1.6%
$250 - $499 (375)	231 18.0% 100.0%	44 18.0% 19.0%	9 18.8% 3.9%	19 16.1% 8.2%	14 15.9% 6.1%	15 16.3% 6.5%	11 20.8% 4.8%	8 15.1% 3.5%	16 19.8% 6.9%	12 27.3% 5.2%	15 20.5% 6.5%	10 21.3% 4.3%	5 16.1% 2.2%
$500 - $999 (750)	215 16.8% 100.0%	44 18.0% 20.5%	17 35.4% 7.9%	21 17.8% 9.8%	10 11.4% 4.7%	20 21.7% 9.3%	7 13.2% 3.3%	12 22.6% 5.6%	23 28.4% 10.7%	9 20.5% 4.2%	10 13.7% 4.7%	9 19.1% 4.2%	7 22.6% 3.3%
$1,000 - $1,999 (1500)	150 11.7% 100.0%	44 18.0% 29.3%	7 14.6% 4.7%	18 15.3% 12.0%	17 19.3% 11.3%	13 14.1% 8.7%	11 20.8% 7.3%	13 24.5% 8.7%	6 7.4% 4.0%	3 6.8% 2.0%	5 6.8% 3.3%	9 19.1% 6.0%	5 16.1% 3.3%
$2,000 - $2,999 (2500)	60 4.7% 100.0%	12 4.9% 20.0%	3 6.3% 5.0%	10 8.5% 16.7%	12 13.6% 20.0%	8 8.7% 13.3%	8 15.1% 13.3%	5 9.4% 8.3%	5 6.2% 8.3%	2 4.5% 3.3%	6 8.2% 10.0%	5 10.6% 8.3%	2 6.5% 3.3%
$3,000 - $3,999 (3500)	20 1.6% 100.0%	4 1.6% 20.0%	3 6.3% 15.0%	6 5.1% 30.0%	6 6.8% 30.0%	2 2.2% 10.0%	2 3.8% 10.0%	3 5.7% 15.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 6.5% 10.0%
$4,000 - $4,999 (4500)	7 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 14.3%	1 1.1% 14.3%	3 3.3% 42.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 9.7% 42.9%
$5,000 - $9,999 (7500)	16 1.2% 100.0%	2 0.8% 12.5%	0 0.0% 0.0%	3 2.5% 18.8%	1 1.1% 6.3%	1 1.1% 6.3%	1 1.9% 6.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 6.3%	0 0.0% 0.0%	1 3.2% 6.3%
More than $10,000 (12000)	2 0.2% 100.0%	1 0.4% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Mean Std. Dev. Std. Err.	730.3 1174.5 32.8	809.5 1200.6 76.7	959.9 900.3 130.0	1089.0 1435.1 132.1	1188.6 1300.0 138.6	1004.1 1249.4 130.3	1167.9 1307.7 179.6	1058.5 940.5 129.2	751.5 1409.1 156.6	509.1 586.9 88.5	639.4 1076.1 125.9	818.1 763.7 111.4	1566.1 1770.2 317.9

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Cigar Segmentation

Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
Net - Music	945 72.8% 100.0%	158 64.2% 16.7%	33 68.8% 3.5%	73 60.3% 7.7%	58 65.9% 6.1%	59 63.4% 6.2%	39 70.9% 4.1%	31 56.4% 3.3%	58 70.7% 6.1%	36 80.0% 3.8%	62 81.6% 6.6%	23 48.9% 2.4%	19 59.4% 2.0%
Columbia House	294 22.7% 100.0%	59 24.0% 20.1%	15 31.3% 5.1%	22 18.2% 7.5%	27 30.7% 9.2%	20 21.5% 6.8%	16 29.1% 5.4%	9 16.4% 3.1%	16 19.5% 5.4%	7 15.6% 2.4%	19 25.0% 6.5%	9 19.1% 3.1%	7 21.9% 2.4%
BMG	184 14.2% 100.0%	34 13.8% 18.5%	6 12.5% 3.3%	13 10.7% 7.1%	15 17.0% 8.2%	13 14.0% 7.1%	11 20.0% 6.0%	11 20.0% 6.0%	8 9.8% 4.3%	4 8.9% 2.2%	8 10.5% 4.3%	4 8.5% 2.2%	3 9.4% 1.6%
Net - Apparel	491 37.8% 100.0%	129 52.4% 26.3%	31 64.6% 6.3%	65 53.7% 13.2%	49 55.7% 10.0%	54 58.1% 11.0%	28 50.9% 5.7%	25 45.5% 5.1%	35 42.7% 7.1%	18 40.0% 3.7%	26 34.2% 5.3%	29 61.7% 5.9%	25 78.1% 5.1%
L. L. Bean	287 22.1% 100.0%	70 28.5% 24.4%	19 39.6% 6.6%	42 34.7% 14.6%	35 39.8% 12.2%	29 31.2% 10.1%	18 32.7% 6.3%	16 29.1% 5.6%	18 22.0% 6.3%	12 26.7% 4.2%	19 25.0% 6.6%	17 36.2% 5.9%	12 37.5% 4.2%
Lands End	258 19.9% 100.0%	69 28.0% 26.7%	15 31.3% 5.8%	42 34.7% 16.3%	30 34.1% 11.6%	31 33.3% 12.0%	15 27.3% 5.8%	14 25.5% 5.4%	21 25.6% 8.1%	7 15.6% 2.7%	10 13.2% 3.9%	19 40.4% 7.4%	19 59.4% 7.4%
Eddie Bauer	186 14.3% 100.0%	59 24.0% 31.7%	15 31.3% 8.1%	33 27.3% 17.7%	26 29.5% 14.0%	26 28.0% 14.0%	19 34.5% 10.2%	11 20.0% 5.9%	16 19.5% 8.6%	10 22.2% 5.4%	7 9.2% 3.8%	15 31.9% 8.1%	11 34.4% 5.9%
J. Crew	74 5.7% 100.0%	29 11.8% 39.2%	6 12.5% 8.1%	14 11.6% 18.9%	10 11.4% 13.5%	10 10.8% 13.5%	5 9.1% 6.8%	5 9.1% 6.8%	3 3.7% 4.1%	3 6.7% 4.1%	2 2.6% 2.7%	9 19.1% 12.2%	5 15.6% 6.8%
Orvis	42 3.2% 100.0%	13 5.3% 31.0%	7 14.6% 16.7%	7 5.8% 16.7%	4 4.5% 9.5%	6 6.5% 14.3%	6 10.9% 14.3%	5 9.1% 11.9%	4 4.9% 9.5%	3 6.7% 7.1%	1 1.3% 2.4%	4 8.5% 9.5%	4 12.5% 9.5%
Neiman Marcus	41 3.2% 100.0%	12 4.9% 29.3%	5 10.4% 12.2%	8 6.6% 19.5%	8 9.1% 19.5%	7 7.5% 17.1%	4 7.3% 9.8%	5 9.1% 12.2%	3 3.7% 7.3%	2 4.4% 4.9%	1 1.3% 2.4%	4 8.5% 9.8%	2 6.3% 4.9%
Brooks Brothers	28 2.2% 100.0%	5 2.0% 17.9%	0 0.0% 0.0%	5 4.1% 17.9%	3 3.4% 10.7%	3 3.2% 10.7%	1 1.8% 3.6%	2 3.6% 7.1%	0 0.0% 0.0%	1 2.2% 3.6%	3 3.9% 10.7%	0 0.0% 0.0%	1 3.1% 3.6%
J. Peterman	20 1.5% 100.0%	6 2.4% 30.0%	0 0.0% 0.0%	3 2.5% 15.0%	2 2.3% 10.0%	3 3.2% 15.0%	3 5.5% 15.0%	0 0.0% 0.0%	2 2.4% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.1% 5.0%
Johnston & Murphy	15 1.2% 100.0%	4 1.6% 26.7%	2 4.2% 13.3%	2 1.7% 13.3%	4 4.5% 26.7%	1 1.1% 6.7%	1 1.8% 6.7%	1 1.8% 6.7%	1 1.2% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.1% 6.7%	1 3.1% 6.7%

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Cigar Segmentation

Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
Joseph A. Banks	14 1.1% 100.0%	5 2.0% 35.7%	1 2.1% 7.1%	2 1.7% 14.3%	1 1.1% 7.1%	2 2.2% 14.3%	3 5.5% 21.4%	1 1.8% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.1% 7.1%	0 0.0% 0.0%
Paul Frederick	11 0.8% 100.0%	4 1.6% 36.4%	0 0.0% 0.0%	3 2.5% 27.3%	1 1.1% 9.1%	2 2.2% 18.2%	0 0.0% 0.0%	2 3.6% 18.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.1% 9.1%
Bullock & Jones	4 0.3% 100.0%	1 0.4% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.2% 25.0%	1 1.3% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Tobacco	263 20.3% 100.0%	68 27.6% 25.9%	18 37.5% 6.8%	49 40.5% 18.6%	35 39.8% 13.3%	28 30.1% 10.6%	28 50.9% 10.6%	25 45.5% 9.5%	21 25.6% 8.0%	6 13.3% 2.3%	15 19.7% 5.7%	22 46.8% 8.4%	12 37.5% 4.6%
Thompson's	180 13.9% 100.0%	47 19.1% 26.1%	11 22.9% 6.1%	32 26.4% 17.8%	24 27.3% 13.3%	20 21.5% 11.1%	18 32.7% 10.0%	18 32.7% 10.0%	18 22.0% 10.0%	3 6.7% 1.7%	5 6.6% 2.8%	15 31.9% 8.3%	9 28.1% 5.0%
J. R. Tobacco	118 9.1% 100.0%	33 13.4% 28.0%	10 20.8% 8.5%	27 22.3% 22.9%	21 23.9% 17.8%	18 19.4% 15.3%	17 30.9% 14.4%	14 25.5% 11.9%	6 7.3% 5.1%	5 11.1% 4.2%	13 17.1% 11.0%	11 23.4% 9.3%	6 18.8% 5.1%
Net - Home	188 14.5% 100.0%	52 21.1% 27.7%	12 25.0% 6.4%	23 19.0% 12.2%	20 22.7% 10.6%	17 18.3% 9.0%	10 18.2% 5.3%	6 10.9% 3.2%	14 17.1% 7.4%	5 11.1% 2.7%	12 15.8% 6.4%	13 27.7% 6.9%	5 15.6% 2.7%
Damark	107 8.2% 100.0%	27 11.0% 25.2%	5 10.4% 4.7%	5 4.1% 4.7%	6 6.8% 5.6%	5 5.4% 4.7%	4 7.3% 3.7%	3 5.5% 2.8%	12 14.6% 11.2%	5 11.1% 4.7%	7 9.2% 6.5%	6 12.8% 5.6%	2 6.3% 1.9%
Crate & Barrel	63 4.9% 100.0%	24 9.8% 38.1%	7 14.6% 11.1%	14 11.6% 22.2%	8 9.1% 12.7%	8 8.6% 12.7%	3 5.5% 4.8%	2 3.6% 3.2%	3 3.7% 4.8%	0 0.0% 0.0%	2 2.6% 3.2%	8 17.0% 12.7%	3 9.4% 4.8%
Pottery Barn	36 2.8% 100.0%	9 3.7% 25.0%	1 2.1% 2.8%	5 4.1% 13.9%	6 6.8% 16.7%	2 2.2% 5.6%	3 5.5% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.9% 8.3%	2 4.3% 5.6%	0 0.0% 0.0%
Hold Everything	23 1.8% 100.0%	4 1.6% 17.4%	2 4.2% 8.7%	6 5.0% 26.1%	5 5.7% 21.7%	3 3.2% 13.0%	0 0.0% 0.0%	1 1.8% 4.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.3% 4.3%	2 4.3% 8.7%	0 0.0% 0.0%
Gumps	10 0.8% 100.0%	1 0.4% 10.0%	1 2.1% 10.0%	2 1.7% 20.0%	3 3.4% 30.0%	1 1.1% 10.0%	2 3.6% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.3% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Toys	167 12.9% 100.0%	38 15.4% 22.8%	13 27.1% 7.8%	25 20.7% 15.0%	22 25.0% 13.2%	22 23.7% 13.2%	9 16.4% 5.4%	8 14.5% 4.8%	14 17.1% 8.4%	7 15.6% 4.2%	7 9.2% 4.2%	9 19.1% 5.4%	8 25.0% 4.8%

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Cigar Segmentation

Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
The Sharper Image	99 7.6% 100.0%	21 8.5% 21.2%	8 16.7% 8.1%	13 10.7% 13.1%	14 15.9% 14.1%	12 12.9% 12.1%	8 14.5% 8.1%	7 12.7% 7.1%	6 7.3% 6.1%	6 13.3% 6.1%	5 6.6% 5.1%	7 14.9% 7.1%	6 18.8% 6.1%
Brookstone	55 4.2% 100.0%	12 4.9% 21.8%	2 4.2% 3.6%	6 5.0% 10.9%	4 4.5% 7.3%	2 2.2% 3.6%	2 3.6% 3.6%	1 1.8% 1.8%	5 6.1% 9.1%	4 8.9% 7.3%	0 0.0% 0.0%	3 6.4% 5.5%	1 3.1% 1.8%
Hammacher Schlemmer	54 4.2% 100.0%	14 5.7% 25.9%	3 6.3% 5.6%	12 9.9% 22.2%	10 11.4% 18.5%	10 10.8% 18.5%	4 7.3% 7.4%	6 10.9% 11.1%	2 2.4% 3.7%	2 4.4% 3.7%	3 3.9% 5.6%	2 4.3% 3.7%	2 6.3% 3.7%
Levenger	28 2.2% 100.0%	4 1.6% 14.3%	2 4.2% 7.1%	5 4.1% 17.9%	3 3.4% 10.7%	1 1.1% 3.6%	2 3.6% 7.1%	2 3.6% 7.1%	2 2.4% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.1% 3.6%	0 0.0% 0.0%
Frontgate	20 1.5% 100.0%	5 2.0% 25.0%	3 6.3% 15.0%	3 2.5% 15.0%	3 3.4% 15.0%	2 2.2% 10.0%	1 1.8% 5.0%	1 1.8% 5.0%	1 1.2% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.3% 10.0%	0 0.0% 0.0%
Vroom	3 0.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.8% 33.3%	1 1.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Wallstreet Creators	3 0.2% 100.0%	1 0.4% 33.3%	1 2.1% 33.3%	1 0.8% 33.3%	1 1.1% 33.3%	1 1.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.1% 33.3%
Net - Food/Wine	112 8.6% 100.0%	20 8.1% 17.9%	7 14.6% 6.3%	20 16.5% 17.9%	14 15.9% 12.5%	11 11.8% 9.8%	7 12.7% 6.3%	7 12.7% 6.3%	7 8.5% 6.3%	5 11.1% 4.5%	7 9.2% 6.3%	7 14.9% 6.3%	5 15.6% 4.5%
Omaha Steaks	77 5.9% 100.0%	14 5.7% 18.2%	4 8.3% 5.2%	12 9.9% 15.6%	8 9.1% 10.4%	8 8.6% 10.4%	4 7.3% 5.2%	6 10.9% 7.8%	4 4.9% 5.2%	4 8.9% 5.2%	4 5.3% 5.2%	4 8.5% 5.2%	4 12.5% 5.2%
Wine Enthusiast	31 2.4% 100.0%	7 2.8% 22.6%	3 6.3% 9.7%	7 5.8% 22.6%	5 5.7% 16.1%	4 4.3% 12.9%	1 1.8% 3.2%	2 3.6% 6.5%	3 3.7% 9.7%	2 4.4% 6.5%	5 6.6% 16.1%	3 6.4% 9.7%	1 3.1% 3.2%
Balduccis	10 0.8% 100.0%	2 0.8% 20.0%	2 4.2% 20.0%	2 1.7% 20.0%	1 1.1% 10.0%	0 0.0% 0.0%	2 3.6% 20.0%	0 0.0% 0.0%	2 2.4% 20.0%	0 0.0% 0.0%	1 1.3% 10.0%	1 2.1% 10.0%	0 0.0% 0.0%
Dean & Deluca	7 0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Sports/Gaming	104 8.0% 100.0%	20 8.1% 19.2%	6 12.5% 5.8%	6 5.0% 5.8%	9 10.2% 8.7%	7 7.5% 6.7%	8 14.5% 7.7%	7 12.7% 6.7%	7 8.5% 6.7%	3 6.7% 2.9%	4 5.3% 3.8%	4 8.5% 3.8%	1 3.1% 1.0%

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Cigar Segmentation

Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
The Sportsmans Guide	76 5.9% 100.0%	11 4.5% 14.5%	6 12.5% 7.9%	3 2.5% 3.9%	6 6.8% 7.9%	3 3.2% 3.9%	7 12.7% 9.2%	5 9.1% 6.6%	7 8.5% 9.2%	3 6.7% 3.9%	4 5.3% 5.3%	3 6.4% 3.9%	1 3.1% 1.3%
Austed	18 1.4% 100.0%	4 1.6% 22.2%	0 0.0% 0.0%	2 1.7% 11.1%	2 2.3% 11.1%	2 2.2% 11.1%	0 0.0% 0.0%	1 1.8% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.1% 5.6%	0 0.0% 0.0%
Overton	12 0.9% 100.0%	4 1.6% 33.3%	1 2.1% 8.3%	1 0.8% 8.3%	1 1.1% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Sports Preferred Living	10 0.8% 100.0%	2 0.8% 20.0%	1 2.1% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.2% 20.0%	1 1.8% 10.0%	1 1.8% 10.0%	0 0.0% 0.0%	1 2.2% 10.0%	3 3.9% 30.0%	1 2.1% 10.0%	0 0.0% 0.0%
Net - Accessories/ Entertaining	97 7.5% 100.0%	27 11.0% 27.8%	11 22.9% 11.3%	17 14.0% 17.5%	17 19.3% 17.5%	14 15.1% 14.4%	8 14.5% 8.2%	7 12.7% 7.2%	6 7.3% 6.2%	2 4.4% 2.1%	4 5.3% 4.1%	7 14.9% 7.2%	5 15.6% 5.2%
Williams-Sonoma	84 6.5% 100.0%	25 10.2% 29.8%	10 20.8% 11.9%	15 12.4% 17.9%	15 17.0% 17.9%	12 12.9% 14.3%	7 12.7% 8.3%	6 10.9% 7.1%	5 6.1% 6.0%	2 4.4% 2.4%	2 2.6% 2.4%	7 14.9% 8.3%	5 15.6% 6.0%
Ross Simons	14 1.1% 100.0%	4 1.6% 28.6%	3 6.3% 21.4%	2 1.7% 14.3%	2 2.3% 14.3%	2 2.2% 14.3%	1 1.8% 7.1%	2 3.6% 14.3%	2 2.4% 14.3%	1 2.2% 7.1%	1 1.3% 7.1%	1 2.1% 7.1%	1 3.1% 7.1%
Horchow	12 0.9% 100.0%	1 0.4% 8.3%	1 2.1% 8.3%	1 0.8% 8.3%	1 1.1% 8.3%	2 2.2% 16.7%	1 1.8% 8.3%	1 1.8% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.3% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Adventure/Travel	59 4.5% 100.0%	12 4.9% 20.3%	7 14.6% 11.9%	8 6.6% 13.6%	9 10.2% 15.3%	8 8.6% 13.6%	5 9.1% 8.5%	6 10.9% 10.2%	4 4.9% 6.8%	3 6.7% 5.1%	8 10.5% 13.6%	2 4.3% 3.4%	4 12.5% 6.8%
Patagonia	14 1.1% 100.0%	2 0.8% 14.3%	2 4.2% 14.3%	3 2.5% 21.4%	2 2.3% 14.3%	1 1.1% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.1% 7.1%
Travelsmith	13 1.0% 100.0%	3 1.2% 23.1%	2 4.2% 15.4%	2 1.7% 15.4%	1 1.1% 7.7%	2 2.2% 15.4%	0 0.0% 0.0%	4 7.3% 30.8%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.3% 7.7%	0 0.0% 0.0%	1 3.1% 7.7%
Travelers	12 0.9% 100.0%	2 0.8% 16.7%	2 4.2% 16.7%	1 0.8% 8.3%	2 2.3% 16.7%	1 1.1% 8.3%	1 1.8% 8.3%	1 1.8% 8.3%	1 1.2% 8.3%	2 4.4% 16.7%	4 5.3% 33.3%	1 2.1% 8.3%	1 3.1% 8.3%
Autosport	11 0.8% 100.0%	1 0.4% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.3% 18.2%	1 1.1% 9.1%	1 1.8% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.2% 9.1%	3 3.9% 27.3%	0 0.0% 0.0%	1 3.1% 9.1%

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Cigar Segmentation

Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year?

Base: Total have purchased through catalogs (Q10A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1298 100.0% 100.0%	246 100.0% 19.0%	48 100.0% 3.7%	121 100.0% 9.3%	88 100.0% 6.8%	93 100.0% 7.2%	55 100.0% 4.2%	55 100.0% 4.2%	82 100.0% 6.3%	45 100.0% 3.5%	76 100.0% 5.9%	47 100.0% 3.6%	32 100.0% 2.5%
Dooney & Bourke	8 0.6% 100.0%	2 0.8% 25.0%	1 2.1% 12.5%	2 1.7% 25.0%	2 2.3% 25.0%	2 2.2% 25.0%	1 1.8% 12.5%	2 3.6% 25.0%	1 1.2% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.1% 12.5%	0 0.0% 0.0%
Magellans	7 0.5% 100.0%	1 0.4% 14.3%	0 0.0% 0.0%	2 1.7% 28.6%	1 1.1% 14.3%	1 1.1% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 14.3%	1 2.2% 14.3%	1 1.3% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%
Willis & Geiger	6 0.5% 100.0%	1 0.4% 16.7%	0 0.0% 0.0%	1 0.8% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.6% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Field Trips	5 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.2% 20.0%	2 2.6% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%
Other	490 37.8% 100.0%	84 34.1% 17.1%	22 45.8% 4.5%	49 40.5% 10.0%	35 39.8% 7.1%	36 38.7% 7.3%	22 40.0% 4.5%	16 29.1% 3.3%	33 40.2% 6.7%	20 44.4% 4.1%	34 44.7% 6.9%	10 21.3% 2.0%	11 34.4% 2.2%
No answer	204 15.7% 100.0%	28 11.4% 13.7%	3 6.3% 1.5%	10 8.3% 4.9%	6 6.8% 2.9%	7 7.5% 3.4%	4 7.3% 2.0%	5 9.1% 2.5%	11 13.4% 5.4%	10 22.2% 4.9%	15 19.7% 7.4%	5 10.6% 2.5%	1 3.1% 0.5%

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Cigar Segmentation

Q11 Section VI. Have you ever purchased products through the Internet?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Yes	335 22.4% 100.0%	87 31.9% 26.0%	11 20.8% 3.3%	38 30.2% 11.3%	29 30.9% 8.7%	34 34.0% 10.1%	24 40.0% 7.2%	18 30.5% 5.4%	17 18.1% 5.1%	4 7.3% 1.2%	3 3.6% 0.9%	21 42.9% 6.3%	14 41.2% 4.2%
No	994 66.4% 100.0%	158 57.9% 15.9%	35 66.0% 3.5%	82 65.1% 8.2%	53 56.4% 5.3%	53 53.0% 5.3%	30 50.0% 3.0%	32 54.2% 3.2%	67 71.3% 6.7%	47 85.5% 4.7%	71 85.5% 7.1%	26 53.1% 2.6%	14 41.2% 1.4%
No answer	168 11.2% 100.0%	28 10.3% 16.7%	7 13.2% 4.2%	6 4.8% 3.6%	12 12.8% 7.1%	13 13.0% 7.7%	6 10.0% 3.6%	9 15.3% 5.4%	10 10.6% 6.0%	4 7.3% 2.4%	9 10.8% 5.4%	2 4.1% 1.2%	6 17.6% 3.6%

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Cigar Segmentation

Q12 Section VI. Which of the following brands of automobiles do you currently own?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Do not own an auto	73 4.9% 100.0%	7 2.6% 9.6%	2 3.8% 2.7%	3 2.4% 4.1%	0 0.0% 0.0%	1 1.0% 1.4%	1 1.7% 1.4%	0 0.0% 0.0%	3 3.2% 4.1%	2 3.6% 2.7%	11 13.3% 15.1%	0 0.0% 0.0%	1 2.9% 1.4%
Total own an auto	1424 95.1% 100.0%	266 97.4% 18.7%	51 96.2% 3.6%	123 97.6% 8.6%	94 100.0% 6.6%	99 99.0% 7.0%	59 98.3% 4.1%	59 100.0% 4.1%	91 96.8% 6.4%	53 96.4% 3.7%	72 86.7% 5.1%	49 100.0% 3.4%	33 97.1% 2.3%
Ford	432 30.3% 100.0%	75 28.2% 17.4%	12 23.5% 2.8%	31 25.2% 7.2%	27 28.7% 6.3%	26 26.3% 6.0%	17 28.8% 3.9%	20 33.9% 4.6%	23 25.3% 5.3%	22 41.5% 5.1%	28 38.9% 6.5%	12 24.5% 2.8%	10 30.3% 2.3%
Chevrolet	396 27.8% 100.0%	64 24.1% 16.2%	15 29.4% 3.8%	32 26.0% 8.1%	21 22.3% 5.3%	24 24.2% 6.1%	18 30.5% 4.5%	11 18.6% 2.8%	27 29.7% 6.8%	20 37.7% 5.1%	27 37.5% 6.8%	12 24.5% 3.0%	9 27.3% 2.3%
Dodge	189 13.3% 100.0%	31 11.7% 16.4%	3 5.9% 1.6%	16 13.0% 8.5%	8 8.5% 4.2%	9 9.1% 4.8%	9 15.3% 4.8%	9 15.3% 4.8%	13 14.3% 6.9%	5 9.4% 2.6%	13 18.1% 6.9%	8 16.3% 4.2%	3 9.1% 1.6%
Toyota	124 8.7% 100.0%	24 9.0% 19.4%	3 5.9% 2.4%	17 13.8% 13.7%	5 5.3% 4.0%	13 13.1% 10.5%	5 8.5% 4.0%	8 13.6% 6.5%	10 11.0% 8.1%	7 13.2% 5.6%	3 4.2% 2.4%	5 10.2% 4.0%	3 9.1% 2.4%
Honda	106 7.4% 100.0%	23 8.6% 21.7%	3 5.9% 2.8%	15 12.2% 14.2%	12 12.8% 11.3%	10 10.1% 9.4%	6 10.2% 5.7%	11 18.6% 10.4%	4 4.4% 3.8%	1 1.9% 0.9%	3 4.2% 2.8%	2 4.1% 1.9%	5 15.2% 4.7%
Nissan	101 7.1% 100.0%	25 9.4% 24.8%	2 3.9% 2.0%	9 7.3% 8.9%	10 10.6% 9.9%	10 10.1% 9.9%	1 1.7% 1.0%	4 6.8% 4.0%	3 3.3% 3.0%	1 1.9% 1.0%	2 2.8% 2.0%	7 14.3% 6.9%	4 12.1% 4.0%
GMC	96 6.7% 100.0%	18 6.8% 18.8%	4 7.8% 4.2%	11 8.9% 11.5%	11 11.7% 11.5%	4 4.0% 4.2%	7 11.9% 7.3%	1 1.7% 1.0%	12 13.2% 12.5%	2 3.8% 2.1%	2 2.8% 2.1%	7 14.3% 7.3%	0 0.0% 0.0%
Pontiac	92 6.5% 100.0%	16 6.0% 17.4%	4 7.8% 4.3%	10 8.1% 10.9%	7 7.4% 7.6%	6 6.1% 6.5%	6 10.2% 6.5%	2 3.4% 2.2%	5 5.5% 5.4%	1 1.9% 1.1%	4 5.6% 4.3%	1 2.0% 1.1%	2 6.1% 2.2%
Buick	90 6.3% 100.0%	11 4.1% 12.2%	3 5.9% 3.3%	8 6.5% 8.9%	5 5.3% 5.6%	2 2.0% 2.2%	3 5.1% 3.3%	2 3.4% 2.2%	11 12.1% 12.2%	2 3.8% 2.2%	8 11.1% 8.9%	2 4.1% 2.2%	1 3.0% 1.1%
Jeep	72 5.1% 100.0%	13 4.9% 18.1%	4 7.8% 5.6%	8 6.5% 11.1%	9 9.6% 12.5%	5 5.1% 6.9%	3 5.1% 4.2%	1 1.7% 1.4%	5 5.5% 6.9%	2 3.8% 2.8%	3 4.2% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%
Mercury	63 4.4% 100.0%	16 6.0% 25.4%	3 5.9% 4.8%	3 2.4% 4.8%	4 4.3% 6.3%	4 4.0% 6.3%	1 1.7% 1.6%	4 6.8% 6.3%	4 4.4% 6.3%	1 1.9% 1.6%	3 4.2% 4.8%	2 4.1% 3.2%	2 6.1% 3.2%

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Cigar Segmentation

Q12 Section VI. Which of the following brands of automobiles do you currently own?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Chrysler	62 4.4% 100.0%	13 4.9% 21.0%	3 5.9% 4.8%	6 4.9% 9.7%	2 2.1% 3.2%	2 2.0% 3.2%	0 0.0% 0.0%	2 3.4% 3.2%	2 2.2% 3.2%	1 1.9% 1.6%	5 6.9% 8.1%	4 8.2% 6.5%	2 6.1% 3.2%
Plymouth	59 4.1% 100.0%	11 4.1% 18.6%	1 2.0% 1.7%	3 2.4% 5.1%	7 7.4% 11.9%	1 1.0% 1.7%	1 1.7% 1.7%	2 3.4% 3.4%	3 3.3% 5.1%	4 7.5% 6.8%	5 6.9% 8.5%	3 6.1% 5.1%	0 0.0% 0.0%
Cadillac	56 3.9% 100.0%	13 4.9% 23.2%	4 7.8% 7.1%	5 4.1% 8.9%	5 5.3% 8.9%	3 3.0% 5.4%	1 1.7% 1.8%	3 5.1% 5.4%	7 7.7% 12.5%	1 1.9% 1.8%	2 2.8% 3.6%	4 8.2% 7.1%	1 3.0% 1.8%
Mazda	34 2.4% 100.0%	6 2.3% 17.6%	0 0.0% 0.0%	3 2.4% 8.8%	3 3.2% 8.8%	3 3.0% 8.8%	1 1.7% 2.9%	0 0.0% 0.0%	2 2.2% 5.9%	1 1.9% 2.9%	1 1.4% 2.9%	1 2.0% 2.9%	0 0.0% 0.0%
VW	31 2.2% 100.0%	9 3.4% 29.0%	1 2.0% 3.2%	4 3.3% 12.9%	2 2.1% 6.5%	2 2.0% 6.5%	1 1.7% 3.2%	1 1.7% 3.2%	4 4.4% 12.9%	0 0.0% 0.0%	1 1.4% 3.2%	2 4.1% 6.5%	0 0.0% 0.0%
Lincoln	30 2.1% 100.0%	6 2.3% 20.0%	2 3.9% 6.7%	4 3.3% 13.3%	1 1.1% 3.3%	1 1.0% 3.3%	1 1.7% 3.3%	0 0.0% 0.0%	3 3.3% 10.0%	1 1.9% 3.3%	1 1.4% 3.3%	3 6.1% 10.0%	0 0.0% 0.0%
Mitsubishi	29 2.0% 100.0%	5 1.9% 17.2%	1 2.0% 3.4%	3 2.4% 10.3%	1 1.1% 3.4%	2 2.0% 6.9%	2 3.4% 6.9%	1 1.7% 3.4%	1 1.1% 3.4%	2 3.8% 6.9%	0 0.0% 0.0%	2 4.1% 6.9%	1 3.0% 3.4%
Mercedes-Benz	26 1.8% 100.0%	7 2.6% 26.9%	1 2.0% 3.8%	3 2.4% 11.5%	3 3.2% 11.5%	5 5.1% 19.2%	1 1.7% 3.8%	2 3.4% 7.7%	0 0.0% 0.0%	1 1.9% 3.8%	1 1.4% 3.8%	1 2.0% 3.8%	2 6.1% 7.7%
Volvo	25 1.8% 100.0%	7 2.6% 28.0%	1 2.0% 4.0%	6 4.9% 24.0%	6 6.4% 24.0%	10 10.1% 40.0%	1 1.7% 4.0%	2 3.4% 8.0%	1 1.1% 4.0%	1 1.9% 4.0%	0 0.0% 0.0%	2 4.1% 8.0%	3 9.1% 12.0%
Saturn	25 1.8% 100.0%	9 3.4% 36.0%	1 2.0% 4.0%	3 2.4% 12.0%	3 3.2% 12.0%	3 3.0% 12.0%	3 5.1% 12.0%	0 0.0% 0.0%	1 1.1% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.1% 8.0%	0 0.0% 0.0%
Isuzu	22 1.5% 100.0%	6 2.3% 27.3%	3 5.9% 13.6%	2 1.6% 9.1%	0 0.0% 0.0%	1 1.0% 4.5%	1 1.7% 4.5%	2 3.4% 9.1%	0 0.0% 0.0%	1 1.9% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Acura	20 1.4% 100.0%	4 1.5% 20.0%	2 3.9% 10.0%	3 2.4% 15.0%	0 0.0% 0.0%	1 1.0% 5.0%	1 1.7% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
BMW	20 1.4% 100.0%	6 2.3% 30.0%	1 2.0% 5.0%	5 4.1% 25.0%	1 1.1% 5.0%	4 4.0% 20.0%	0 0.0% 0.0%	2 3.4% 10.0%	1 1.1% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 6.1% 10.0%
Hyundai	10 0.7% 100.0%	2 0.8% 20.0%	1 2.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 10.0%	0 0.0% 0.0%	1 1.7% 10.0%	0 0.0% 0.0%	2 3.8% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 3.0% 10.0%

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Cigar Segmentation

Q12 Section VI. Which of the following brands of automobiles do you currently own?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Lexus	10	4	0	0	1	2	0	0	0	0	1	1	0
	0.7%	1.5%	0.0%	0.0%	1.1%	2.0%	0.0%	0.0%	0.0%	0.0%	1.4%	2.0%	0.0%
	100.0%	40.0%	0.0%	0.0%	10.0%	20.0%	0.0%	0.0%	0.0%	0.0%	10.0%	10.0%	0.0%
Jaguar	8	2	1	1	1	0	1	2	0	0	0	0	0
	0.6%	0.8%	2.0%	0.8%	1.1%	0.0%	1.7%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	25.0%	12.5%	12.5%	12.5%	0.0%	12.5%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Audi	7	0	0	1	0	1	1	0	0	0	0	0	1
	0.5%	0.0%	0.0%	0.8%	0.0%	1.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
	100.0%	0.0%	0.0%	14.3%	0.0%	14.3%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%
Saab	7	4	0	0	0	0	0	0	1	0	0	0	0
	0.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
	100.0%	57.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%
Land Rover	5	4	1	2	0	0	0	0	0	0	0	1	1
	0.4%	1.5%	2.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	3.0%
	100.0%	80.0%	20.0%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	20.0%
Infiniti	4	2	0	1	0	3	0	1	0	0	0	1	1
	0.3%	0.8%	0.0%	0.8%	0.0%	3.0%	0.0%	1.7%	0.0%	0.0%	0.0%	2.0%	3.0%
	100.0%	50.0%	0.0%	25.0%	0.0%	75.0%	0.0%	25.0%	0.0%	0.0%	0.0%	25.0%	25.0%
Other	128	20	4	10	5	7	4	4	10	4	10	7	3
	9.0%	7.5%	7.8%	8.1%	5.3%	7.1%	6.8%	6.8%	11.0%	7.5%	13.9%	14.3%	9.1%
	100.0%	15.6%	3.1%	7.8%	3.9%	5.5%	3.1%	3.1%	7.8%	3.1%	7.8%	5.5%	2.3%
No answer	132	13	5	4	4	4	4	3	5	6	13	2	2
	9.3%	4.9%	9.8%	3.3%	4.3%	4.0%	6.8%	5.1%	5.5%	11.3%	18.1%	4.1%	6.1%
	100.0%	9.8%	3.8%	3.0%	3.0%	3.0%	3.0%	2.3%	3.8%	4.5%	9.8%	1.5%	1.5%

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Cigar Segmentation

Q13a Section VI. Do you own a motorcycle?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Yes	170 11.4% 100.0%	22 8.1% 12.9%	6 11.3% 3.5%	10 7.9% 5.9%	11 11.7% 6.5%	12 12.0% 7.1%	6 10.0% 3.5%	8 13.6% 4.7%	11 11.7% 6.5%	10 18.2% 5.9%	12 14.5% 7.1%	7 14.3% 4.1%	5 14.7% 2.9%
No	1327 88.6% 100.0%	251 91.9% 18.9%	47 88.7% 3.5%	116 92.1% 8.7%	83 88.3% 6.3%	88 88.0% 6.6%	54 90.0% 4.1%	51 86.4% 3.8%	83 88.3% 6.3%	45 81.8% 3.4%	71 85.5% 5.4%	42 85.7% 3.2%	29 85.3% 2.2%
No answer	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q13B Section VI. What brand(s) of motorcycle do you own?

Base: Total own a motorcycle (Q13A code 1)

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	170 100.0% 100.0%	22 100.0% 12.9%	6 100.0% 3.5%	10 100.0% 5.9%	11 100.0% 6.5%	12 100.0% 7.1%	6 100.0% 3.5%	8 100.0% 4.7%	11 100.0% 6.5%	10 100.0% 5.9%	12 100.0% 7.1%	7 100.0% 4.1%	5 100.0% 2.9%
Harley Davidson	55 32.4% 100.0%	7 31.8% 12.7%	2 33.3% 3.6%	5 50.0% 9.1%	6 54.5% 10.9%	6 50.0% 10.9%	2 33.3% 3.6%	3 37.5% 5.5%	4 36.4% 7.3%	2 20.0% 3.6%	6 50.0% 10.9%	2 28.6% 3.6%	3 60.0% 5.5%
BMW	6 3.5% 100.0%	2 9.1% 33.3%	2 33.3% 33.3%	0 0.0% 0.0%	1 9.1% 16.7%	1 8.3% 16.7%	1 16.7% 16.7%	0 0.0% 0.0%	2 18.2% 33.3%	2 20.0% 33.3%	1 8.3% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%
Yamaha	27 15.9% 100.0%	2 9.1% 7.4%	1 16.7% 3.7%	1 10.0% 3.7%	2 18.2% 7.4%	1 8.3% 3.7%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 3.7%	2 20.0% 7.4%	1 8.3% 3.7%	1 14.3% 3.7%	0 0.0% 0.0%
Honda	54 31.8% 100.0%	9 40.9% 16.7%	1 16.7% 1.9%	2 20.0% 3.7%	1 9.1% 1.9%	1 8.3% 1.9%	2 33.3% 3.7%	2 25.0% 3.7%	2 18.2% 3.7%	2 20.0% 3.7%	2 16.7% 3.7%	3 42.9% 5.6%	0 0.0% 0.0%
Suzuki	19 11.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 9.1% 5.3%	1 8.3% 5.3%	0 0.0% 0.0%	1 12.5% 5.3%	2 18.2% 10.5%	3 30.0% 15.8%	1 8.3% 5.3%	0 0.0% 0.0%	1 20.0% 5.3%
Kawasaki	22 12.9% 100.0%	3 13.6% 13.6%	0 0.0% 0.0%	2 20.0% 9.1%	2 18.2% 9.1%	2 16.7% 9.1%	2 33.3% 9.1%	2 25.0% 9.1%	0 0.0% 0.0%	1 10.0% 4.5%	0 0.0% 0.0%	1 14.3% 4.5%	1 20.0% 4.5%
All others	11 6.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 10.0% 9.1%	0 0.0% 0.0%	1 8.3% 9.1%	0 0.0% 0.0%	1 12.5% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 8.3% 9.1%	0 0.0% 0.0%	0 0.0% 0.0%
No answer	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Ever Done													
Domestic vacations	1102 73.6% 100.0%	235 86.1% 21.3%	44 83.0% 4.0%	112 88.9% 10.2%	80 85.1% 7.3%	88 88.0% 8.0%	51 85.0% 4.6%	53 89.8% 4.8%	66 70.2% 6.0%	38 69.1% 3.4%	58 69.9% 5.3%	43 87.8% 3.9%	31 91.2% 2.8%
Stay in luxury hotels	1039 69.4% 100.0%	231 84.6% 22.2%	44 83.0% 4.2%	107 84.9% 10.3%	77 81.9% 7.4%	89 89.0% 8.6%	50 83.3% 4.8%	48 81.4% 4.6%	73 77.7% 7.0%	37 67.3% 3.6%	47 56.6% 4.5%	37 75.5% 3.6%	34 100.0% 3.3%
Eat in expensive restaurants	992 66.3% 100.0%	218 79.9% 22.0%	41 77.4% 4.1%	104 82.5% 10.5%	74 78.7% 7.5%	93 93.0% 9.4%	50 83.3% 5.0%	52 88.1% 5.2%	58 61.7% 5.8%	32 58.2% 3.2%	48 57.8% 4.8%	37 75.5% 3.7%	32 94.1% 3.2%
Drink fine wines	877 58.6% 100.0%	200 73.3% 22.8%	37 69.8% 4.2%	101 80.2% 11.5%	69 73.4% 7.9%	85 85.0% 9.7%	43 71.7% 4.9%	46 78.0% 5.2%	58 61.7% 6.6%	28 50.9% 3.2%	42 50.6% 4.8%	33 67.3% 3.8%	30 88.2% 3.4%
Buy gourmet food to eat at home/elsewhere	769 51.4% 100.0%	175 64.1% 22.8%	33 62.3% 4.3%	93 73.8% 12.1%	60 63.8% 7.8%	72 72.0% 9.4%	42 70.0% 5.5%	40 67.8% 5.2%	47 50.0% 6.1%	22 40.0% 2.9%	41 49.4% 5.3%	24 49.0% 3.1%	25 73.5% 3.3%
Foreign vacations	698 46.6% 100.0%	168 61.5% 24.1%	30 56.6% 4.3%	75 59.5% 10.7%	54 57.4% 7.7%	68 68.0% 9.7%	35 58.3% 5.0%	34 57.6% 4.9%	45 47.9% 6.4%	20 36.4% 2.9%	34 41.0% 4.9%	31 63.3% 4.4%	27 79.4% 3.9%
Buy expensive clothing	688 46.0% 100.0%	167 61.2% 24.3%	35 66.0% 5.1%	79 62.7% 11.5%	57 60.6% 8.3%	76 76.0% 11.0%	37 61.7% 5.4%	35 59.3% 5.1%	36 38.3% 5.2%	24 43.6% 3.5%	36 43.4% 5.2%	27 55.1% 3.9%	28 82.4% 4.1%
Buy expensive gifts	656 43.8% 100.0%	155 56.8% 23.6%	32 60.4% 4.9%	83 65.9% 12.7%	54 57.4% 8.2%	72 72.0% 11.0%	35 58.3% 5.3%	38 64.4% 5.8%	35 37.2% 5.3%	21 38.2% 3.2%	34 41.0% 5.2%	30 61.2% 4.6%	26 76.5% 4.0%
Drink single-malt scotch/small-batch bourbon	586 39.1% 100.0%	149 54.6% 25.4%	27 50.9% 4.6%	72 57.1% 12.3%	54 57.4% 9.2%	56 56.0% 9.6%	39 65.0% 6.7%	39 66.1% 6.7%	38 40.4% 6.5%	15 27.3% 2.6%	25 30.1% 4.3%	24 49.0% 4.1%	23 67.6% 3.9%
Have a massage	544 36.3% 100.0%	139 50.9% 25.6%	30 56.6% 5.5%	71 56.3% 13.1%	46 48.9% 8.5%	57 57.0% 10.5%	23 38.3% 4.2%	27 45.8% 5.0%	31 33.0% 5.7%	21 38.2% 3.9%	27 32.5% 5.0%	22 44.9% 4.0%	20 58.8% 3.7%

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GC 018875

Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Own luxury car	515 34.4% 100.0%	111 40.7% 21.6%	23 43.4% 4.5%	61 48.4% 11.8%	41 43.6% 8.0%	46 46.0% 8.9%	21 35.0% 4.1%	25 42.4% 4.9%	27 28.7% 5.2%	17 30.9% 3.3%	30 36.1% 5.8%	25 51.0% 4.9%	20 58.8% 3.9%
Buy custom-made clothing	348 23.2% 100.0%	82 30.0% 23.6%	17 32.1% 4.9%	49 38.9% 14.1%	40 42.6% 11.5%	37 37.0% 10.6%	15 25.0% 4.3%	24 40.7% 6.9%	17 18.1% 4.9%	14 25.5% 4.0%	27 32.5% 7.8%	15 30.6% 4.3%	13 38.2% 3.7%
Have a manicure or facial	265 17.7% 100.0%	66 24.2% 24.9%	17 32.1% 6.4%	30 23.8% 11.3%	19 20.2% 7.2%	36 36.0% 13.6%	10 16.7% 3.8%	13 22.0% 4.9%	11 11.7% 4.2%	14 25.5% 5.3%	21 25.3% 7.9%	10 20.4% 3.8%	15 44.1% 5.7%
No answer	166 11.1% 100.0%	10 3.7% 6.0%	3 5.7% 1.8%	2 1.6% 1.2%	3 3.2% 1.8%	1 1.0% 0.6%	1 1.7% 0.6%	1 1.7% 0.6%	7 7.4% 4.2%	8 14.5% 4.8%	17 20.5% 10.2%	2 4.1% 1.2%	0 0.0% 0.0%

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Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Do Regularly													
Domestic vacations	487 32.5% 100.0%	122 44.7% 25.1%	21 39.6% 4.3%	64 50.8% 13.1%	38 40.4% 7.8%	43 43.0% 8.8%	21 35.0% 4.3%	19 32.2% 3.9%	34 36.2% 7.0%	9 16.4% 1.8%	15 18.1% 3.1%	21 42.9% 4.3%	14 41.2% 2.9%
Drink fine wines	258 17.2% 100.0%	70 25.6% 27.1%	16 30.2% 6.2%	41 32.5% 15.9%	33 35.1% 12.8%	40 40.0% 15.5%	16 26.7% 6.2%	19 32.2% 7.4%	17 18.1% 6.6%	10 18.2% 3.9%	8 9.6% 3.1%	14 28.6% 5.4%	16 47.1% 6.2%
Eat in expensive restaurants	250 16.7% 100.0%	72 26.4% 28.8%	16 30.2% 6.4%	36 28.6% 14.4%	32 34.0% 12.8%	38 38.0% 15.2%	16 26.7% 6.4%	15 25.4% 6.0%	14 14.9% 5.6%	5 9.1% 2.0%	3 3.6% 1.2%	18 36.7% 7.2%	14 41.2% 5.6%
Buy gourmet food to eat at home/elsewhere	244 16.3% 100.0%	71 26.0% 29.1%	15 28.3% 6.1%	46 36.5% 18.9%	29 30.9% 11.9%	33 33.0% 13.5%	21 35.0% 8.6%	23 39.0% 9.4%	12 12.8% 4.9%	4 7.3% 1.6%	9 10.8% 3.7%	16 32.7% 6.6%	11 32.4% 4.5%
Drink single-malt scotch/small-batch bourbon	166 11.1% 100.0%	47 17.2% 28.3%	4 7.5% 2.4%	33 26.2% 19.9%	16 17.0% 9.6%	21 21.0% 12.7%	11 18.3% 6.6%	17 28.8% 10.2%	13 13.8% 7.8%	3 5.5% 1.8%	4 4.8% 2.4%	11 22.4% 6.6%	7 20.6% 4.2%
Own luxury car	144 9.6% 100.0%	43 15.8% 29.9%	10 18.9% 6.9%	26 20.6% 18.1%	15 16.0% 10.4%	21 21.0% 14.6%	3 5.0% 2.1%	6 10.2% 4.2%	8 8.5% 5.6%	1 1.8% 0.7%	2 2.4% 1.4%	12 24.5% 8.3%	8 23.5% 5.6%
Buy expensive clothing	135 9.0% 100.0%	47 17.2% 34.8%	13 24.5% 9.6%	31 24.6% 23.0%	19 20.2% 14.1%	21 21.0% 15.6%	10 16.7% 7.4%	8 13.6% 5.9%	3 3.2% 2.2%	3 5.5% 2.2%	3 3.6% 2.2%	12 24.5% 8.9%	7 20.6% 5.2%
Buy expensive gifts	130 8.7% 100.0%	38 13.9% 29.2%	8 15.1% 6.2%	28 22.2% 21.5%	19 20.2% 14.6%	23 23.0% 17.7%	9 15.0% 6.9%	8 13.6% 6.2%	7 7.4% 5.4%	3 5.5% 2.3%	5 6.0% 3.8%	5 10.2% 3.8%	5 14.7% 3.8%
Stay in luxury hotels	123 8.2% 100.0%	39 14.3% 31.7%	10 18.9% 8.1%	23 18.3% 18.7%	17 18.1% 13.8%	20 20.0% 16.3%	12 20.0% 9.8%	8 13.6% 6.5%	8 8.5% 6.5%	3 5.5% 2.4%	5 6.0% 4.1%	9 18.4% 7.3%	7 20.6% 5.7%
Foreign vacations	104 6.9% 100.0%	32 11.7% 30.8%	9 17.0% 8.7%	24 19.0% 23.1%	15 16.0% 14.4%	16 16.0% 15.4%	11 18.3% 10.6%	7 11.9% 6.7%	5 5.3% 4.8%	1 1.8% 1.0%	1 1.2% 1.0%	6 12.2% 5.8%	6 17.6% 5.8%

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GC 018877

Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Have a massage	69 4.6% 100.0%	23 8.4% 33.3%	5 9.4% 7.2%	14 11.1% 20.3%	11 11.7% 15.9%	13 13.0% 18.8%	4 6.7% 5.8%	3 5.1% 4.3%	5 5.3% 7.2%	1 1.8% 1.4%	3 3.6% 4.3%	1 2.0% 1.4%	3 8.8% 4.3%
Buy custom-made clothing	32 2.1% 100.0%	10 3.7% 31.3%	4 7.5% 12.5%	12 9.5% 37.5%	10 10.6% 31.3%	10 10.0% 31.3%	4 6.7% 12.5%	6 10.2% 18.8%	3 3.2% 9.4%	2 3.6% 6.3%	2 2.4% 6.3%	5 10.2% 15.6%	2 5.9% 6.3%
Have a manicure or facial	30 2.0% 100.0%	6 2.2% 20.0%	3 5.7% 10.0%	4 3.2% 13.3%	2 2.1% 6.7%	6 6.0% 20.0%	0 0.0% 0.0%	2 3.4% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 3.3%	1 2.9% 3.3%
No answer	679 45.4% 100.0%	82 30.0% 12.1%	18 34.0% 2.7%	28 22.2% 4.1%	23 24.5% 3.4%	28 28.0% 4.1%	17 28.3% 2.5%	11 18.6% 1.6%	35 37.2% 5.2%	35 63.6% 5.2%	51 61.4% 7.5%	12 24.5% 1.8%	7 20.6% 1.0%

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GC 018878

Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Would Like To Do More Often													
Domestic vacations	644 43.0% 100.0%	132 48.4% 20.5%	22 41.5% 3.4%	59 46.8% 9.2%	42 44.7% 6.5%	37 37.0% 5.7%	29 48.3% 4.5%	26 44.1% 4.0%	37 39.4% 5.7%	25 45.5% 3.9%	40 48.2% 6.2%	26 53.1% 4.0%	6 17.6% 0.9%
Stay in luxury hotels	588 39.3% 100.0%	138 50.5% 23.5%	28 52.8% 4.8%	54 42.9% 9.2%	34 36.2% 5.8%	45 45.0% 7.7%	23 38.3% 3.9%	24 40.7% 4.1%	36 38.3% 6.1%	27 49.1% 4.6%	30 36.1% 5.1%	24 49.0% 4.1%	16 47.1% 2.7%
Foreign vacations	485 32.4% 100.0%	116 42.5% 23.9%	19 35.8% 3.9%	52 41.3% 10.7%	33 35.1% 6.8%	47 47.0% 9.7%	24 40.0% 4.9%	24 40.7% 4.9%	29 30.9% 6.0%	13 23.6% 2.7%	22 26.5% 4.5%	20 40.8% 4.1%	17 50.0% 3.5%
Eat in expensive restaurants	484 32.3% 100.0%	107 39.2% 22.1%	22 41.5% 4.5%	51 40.5% 10.5%	37 39.4% 7.6%	38 38.0% 7.9%	22 36.7% 4.5%	30 50.8% 6.2%	31 33.0% 6.4%	18 32.7% 3.7%	31 37.3% 6.4%	19 38.8% 3.9%	8 23.5% 1.7%
Drink fine wines	396 26.5% 100.0%	98 35.9% 24.7%	12 22.6% 3.0%	44 34.9% 11.1%	30 31.9% 7.6%	32 32.0% 8.1%	19 31.7% 4.8%	24 40.7% 6.1%	27 28.7% 6.8%	12 21.8% 3.0%	21 25.3% 5.3%	15 30.6% 3.8%	8 23.5% 2.0%
Have a massage	356 23.8% 100.0%	87 31.9% 24.4%	20 37.7% 5.6%	45 35.7% 12.6%	26 27.7% 7.3%	32 32.0% 9.0%	14 23.3% 3.9%	16 27.1% 4.5%	15 16.0% 4.2%	16 29.1% 4.5%	15 18.1% 4.2%	12 24.5% 3.4%	8 23.5% 2.2%
Buy gourmet food to eat at home/elsewhere	336 22.4% 100.0%	75 27.5% 22.3%	14 26.4% 4.2%	37 29.4% 11.0%	27 28.7% 8.0%	29 29.0% 8.6%	21 35.0% 6.3%	17 28.8% 5.1%	26 27.7% 7.7%	13 23.6% 3.9%	28 33.7% 8.3%	6 12.2% 1.8%	7 20.6% 2.1%
Buy expensive clothing	302 20.2% 100.0%	71 26.0% 23.5%	15 28.3% 5.0%	30 23.8% 9.9%	25 26.6% 8.3%	35 35.0% 11.6%	9 15.0% 3.0%	14 23.7% 4.6%	13 13.8% 4.3%	16 29.1% 5.3%	23 27.7% 7.6%	11 22.4% 3.6%	9 26.5% 3.0%
Buy expensive gifts	289 19.3% 100.0%	66 24.2% 22.8%	13 24.5% 4.5%	29 23.0% 10.0%	21 22.3% 7.3%	27 27.0% 9.3%	11 18.3% 3.8%	13 22.0% 4.5%	19 20.2% 6.6%	14 25.5% 4.8%	17 20.5% 5.9%	15 30.6% 5.2%	8 23.5% 2.8%
Own luxury car	254 17.0% 100.0%	53 19.4% 20.9%	9 17.0% 3.5%	22 17.5% 8.7%	20 21.3% 7.9%	19 19.0% 7.5%	9 15.0% 3.5%	12 20.3% 4.7%	17 18.1% 6.7%	10 18.2% 3.9%	15 18.1% 5.9%	10 20.4% 3.9%	4 11.8% 1.6%

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Cigar Segmentation

Q14 Section VI. Which of the following activities do you engage in?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Drink single-malt scotch/small-batch bourbon	245 16.4% 100.0%	62 22.7% 25.3%	13 24.5% 5.3%	29 23.0% 11.8%	27 28.7% 11.0%	19 19.0% 7.8%	18 30.0% 7.3%	21 35.6% 8.6%	15 16.0% 6.1%	5 9.1% 2.0%	13 15.7% 5.3%	9 18.4% 3.7%	6 17.6% 2.4%
Buy custom-made clothing	184 12.3% 100.0%	45 16.5% 24.5%	5 9.4% 2.7%	22 17.5% 12.0%	19 20.2% 10.3%	13 13.0% 7.1%	5 8.3% 2.7%	8 13.6% 4.3%	7 7.4% 3.8%	8 14.5% 4.3%	16 19.3% 8.7%	6 12.2% 3.3%	3 8.8% 1.6%
Have a manicure or facial	129 8.6% 100.0%	27 9.9% 20.9%	7 13.2% 5.4%	8 6.3% 6.2%	6 6.4% 4.7%	13 13.0% 10.1%	3 5.0% 2.3%	5 8.5% 3.9%	4 4.3% 3.1%	7 12.7% 5.4%	11 13.3% 8.5%	2 4.1% 1.6%	6 17.6% 4.7%
No answer	399 26.7% 100.0%	37 13.6% 9.3%	8 15.1% 2.0%	20 15.9% 5.0%	16 17.0% 4.0%	14 14.0% 3.5%	8 13.3% 2.0%	9 15.3% 2.3%	26 27.7% 6.5%	20 36.4% 5.0%	27 32.5% 6.8%	9 18.4% 2.3%	3 8.8% 0.8%

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Cigar Segmentation

Q15 Section VI. Do you own your own business?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Yes	243 16.2% 100.0%	53 19.4% 21.8%	11 20.8% 4.5%	30 23.8% 12.3%	18 19.1% 7.4%	27 27.0% 11.1%	15 25.0% 6.2%	14 23.7% 5.8%	18 19.1% 7.4%	9 16.4% 3.7%	12 14.5% 4.9%	12 24.5% 4.9%	9 26.5% 3.7%
No	1156 77.2% 100.0%	207 75.8% 17.9%	40 75.5% 3.5%	86 68.3% 7.4%	68 72.3% 5.9%	64 64.0% 5.5%	44 73.3% 3.8%	40 67.8% 3.5%	65 69.1% 5.6%	45 81.8% 3.9%	65 78.3% 5.6%	36 73.5% 3.1%	23 67.6% 2.0%
No answer	98 6.5% 100.0%	13 4.8% 13.3%	2 3.8% 2.0%	10 7.9% 10.2%	8 8.5% 8.2%	9 9.0% 9.2%	1 1.7% 1.0%	5 8.5% 5.1%	11 11.7% 11.2%	1 1.8% 1.0%	6 7.2% 6.1%	1 2.0% 1.0%	2 5.9% 2.0%

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Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
WalMart	1019 68.1% 100.0%	150 54.9% 14.7%	34 64.2% 3.3%	61 48.4% 6.0%	57 60.6% 5.6%	53 53.0% 5.2%	38 63.3% 3.7%	30 50.8% 2.9%	70 74.5% 6.9%	44 80.0% 4.3%	65 78.3% 6.4%	28 57.1% 2.7%	22 64.7% 2.2%
Kmart	880 58.8% 100.0%	134 49.1% 15.2%	28 52.8% 3.2%	56 44.4% 6.4%	46 48.9% 5.2%	45 45.0% 5.1%	33 55.0% 3.8%	29 49.2% 3.3%	65 69.1% 7.4%	44 80.0% 5.0%	62 74.7% 7.0%	27 55.1% 3.1%	11 32.4% 1.3%
Sears	824 55.0% 100.0%	130 47.6% 15.8%	26 49.1% 3.2%	60 47.6% 7.3%	54 57.4% 6.6%	49 49.0% 5.9%	38 63.3% 4.6%	28 47.5% 3.4%	55 58.5% 6.7%	35 63.6% 4.2%	57 68.7% 6.9%	25 51.0% 3.0%	21 61.8% 2.5%
JC Penney	754 50.4% 100.0%	124 45.4% 16.4%	24 45.3% 3.2%	56 44.4% 7.4%	49 52.1% 6.5%	52 52.0% 6.9%	28 46.7% 3.7%	27 45.8% 3.6%	57 60.6% 7.6%	30 54.5% 4.0%	46 55.4% 6.1%	30 61.2% 4.0%	15 44.1% 2.0%
Target	636 42.5% 100.0%	117 42.9% 18.4%	19 35.8% 3.0%	54 42.9% 8.5%	44 46.8% 6.9%	45 45.0% 7.1%	33 55.0% 5.2%	25 42.4% 3.9%	38 40.4% 6.0%	20 36.4% 3.1%	31 37.3% 4.9%	21 42.9% 3.3%	12 35.3% 1.9%
Sams Club	462 30.9% 100.0%	87 31.9% 18.8%	19 35.8% 4.1%	40 31.7% 8.7%	36 38.3% 7.8%	30 30.0% 6.5%	16 26.7% 3.5%	20 33.9% 4.3%	23 24.5% 5.0%	17 30.9% 3.7%	30 36.1% 6.5%	21 42.9% 4.5%	14 41.2% 3.0%
The Gap	326 21.8% 100.0%	77 28.2% 23.6%	19 35.8% 5.8%	29 23.0% 8.9%	25 26.6% 7.7%	41 41.0% 12.6%	15 25.0% 4.6%	16 27.1% 4.9%	24 25.5% 7.4%	10 18.2% 3.1%	20 24.1% 6.1%	18 36.7% 5.5%	15 44.1% 4.6%
Eddie Bauer	286 19.1% 100.0%	82 30.0% 28.7%	22 41.5% 7.7%	43 34.1% 15.0%	35 37.2% 12.2%	32 32.0% 11.2%	19 31.7% 6.6%	16 27.1% 5.6%	19 20.2% 6.6%	9 16.4% 3.1%	5 6.0% 1.7%	20 40.8% 7.0%	16 47.1% 5.6%
Price Club/Costco	265 17.7% 100.0%	73 26.7% 27.5%	14 26.4% 5.3%	34 27.0% 12.8%	17 18.1% 6.4%	30 30.0% 11.3%	12 20.0% 4.5%	9 15.3% 3.4%	19 20.2% 7.2%	8 14.5% 3.0%	13 15.7% 4.9%	19 38.8% 7.2%	10 29.4% 3.8%
Old Navy	263 17.6% 100.0%	66 24.2% 25.1%	13 24.5% 4.9%	34 27.0% 12.9%	25 26.6% 9.5%	37 37.0% 14.1%	13 21.7% 4.9%	15 25.4% 5.7%	16 17.0% 6.1%	7 12.7% 2.7%	12 14.5% 4.6%	15 30.6% 5.7%	17 50.0% 6.5%
Pier One	251 16.8% 100.0%	60 22.0% 23.9%	19 35.8% 7.6%	29 23.0% 11.6%	25 26.6% 10.0%	28 28.0% 11.2%	12 20.0% 4.8%	9 15.3% 3.6%	17 18.1% 6.8%	12 21.8% 4.8%	16 19.3% 6.4%	15 30.6% 6.0%	11 32.4% 4.4%
Macys	246 16.4% 100.0%	75 27.5% 30.5%	15 28.3% 6.1%	29 23.0% 11.8%	27 28.7% 11.0%	30 30.0% 12.2%	16 26.7% 6.5%	15 25.4% 6.1%	21 22.3% 8.5%	8 14.5% 3.3%	12 14.5% 4.9%	15 30.6% 6.1%	9 26.5% 3.7%
Montgomery Ward	230 15.4% 100.0%	33 12.1% 14.3%	11 20.8% 4.8%	12 9.5% 5.2%	15 16.0% 6.5%	9 9.0% 3.9%	9 15.0% 3.9%	7 11.9% 3.0%	20 21.3% 8.7%	14 25.5% 6.1%	26 31.3% 11.3%	6 12.2% 2.6%	3 8.8% 1.3%

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Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Nordstrom	186 12.4% 100.0%	56 20.5% 30.1%	18 34.0% 9.7%	27 21.4% 14.5%	19 20.2% 10.2%	22 22.0% 11.8%	14 23.3% 7.5%	10 16.9% 5.4%	12 12.8% 6.5%	5 9.1% 2.7%	7 8.4% 3.8%	12 24.5% 6.5%	8 23.5% 4.3%
TJ Maxx	181 12.1% 100.0%	41 15.0% 22.7%	9 17.0% 5.0%	22 17.5% 12.2%	9 9.6% 5.0%	20 20.0% 11.0%	4 6.7% 2.2%	6 10.2% 3.3%	7 7.4% 3.9%	8 14.5% 4.4%	7 8.4% 3.9%	7 14.3% 3.9%	6 17.6% 3.3%
Mervyns	176 11.8% 100.0%	36 13.2% 20.5%	6 11.3% 3.4%	17 13.5% 9.7%	9 9.6% 5.1%	14 14.0% 8.0%	11 18.3% 6.3%	7 11.9% 4.0%	18 19.1% 10.2%	10 18.2% 5.7%	6 7.2% 3.4%	6 12.2% 3.4%	2 5.9% 1.1%
Marshalls	149 10.0% 100.0%	47 17.2% 31.5%	8 15.1% 5.4%	25 19.8% 16.8%	16 17.0% 10.7%	20 20.0% 13.4%	13 21.7% 8.7%	11 18.6% 7.4%	11 11.7% 7.4%	4 7.3% 2.7%	8 9.6% 5.4%	11 22.4% 7.4%	7 20.6% 4.7%
Big & Tall	135 9.0% 100.0%	36 13.2% 26.7%	11 20.8% 8.1%	15 11.9% 11.1%	10 10.6% 7.4%	14 14.0% 10.4%	10 16.7% 7.4%	6 10.2% 4.4%	11 11.7% 8.1%	6 10.9% 4.4%	10 12.0% 7.4%	12 24.5% 8.9%	5 14.7% 3.7%
Willams-Sonoma	117 7.8% 100.0%	37 13.6% 31.6%	8 15.1% 6.8%	24 19.0% 20.5%	16 17.0% 13.7%	20 20.0% 17.1%	7 11.7% 6.0%	5 8.5% 4.3%	8 8.5% 6.8%	1 1.8% 0.9%	0 0.0% 0.0%	11 22.4% 9.4%	8 23.5% 6.8%
Sharper Image	107 7.1% 100.0%	30 11.0% 28.0%	6 11.3% 5.6%	17 13.5% 15.9%	14 14.9% 13.1%	17 17.0% 15.9%	7 11.7% 6.5%	9 15.3% 8.4%	4 4.3% 3.7%	5 9.1% 4.7%	5 6.0% 4.7%	7 14.3% 6.5%	8 23.5% 7.5%
Neiman Marcus	101 6.7% 100.0%	38 13.9% 37.6%	11 20.8% 10.9%	17 13.5% 16.8%	17 18.1% 16.8%	16 16.0% 15.8%	6 10.0% 5.9%	9 15.3% 8.9%	5 5.3% 5.0%	3 5.5% 3.0%	5 6.0% 5.0%	10 20.4% 9.9%	6 17.6% 5.9%
Brookstone	100 6.7% 100.0%	29 10.6% 29.0%	2 3.8% 2.0%	11 8.7% 11.0%	9 9.6% 9.0%	13 13.0% 13.0%	5 8.3% 5.0%	4 6.8% 4.0%	7 7.4% 7.0%	5 9.1% 5.0%	3 3.6% 3.0%	7 14.3% 7.0%	7 20.6% 7.0%
Lord & Taylor	100 6.7% 100.0%	35 12.8% 35.0%	7 13.2% 7.0%	11 8.7% 11.0%	8 8.5% 8.0%	15 15.0% 15.0%	3 5.0% 3.0%	4 6.8% 4.0%	5 5.3% 5.0%	2 3.6% 2.0%	4 4.8% 4.0%	9 18.4% 9.0%	6 17.6% 6.0%
Banana Republic	98 6.5% 100.0%	34 12.5% 34.7%	2 3.8% 2.0%	18 14.3% 18.4%	10 10.6% 10.2%	17 17.0% 17.3%	3 5.0% 3.1%	8 13.6% 8.2%	2 2.1% 2.0%	1 1.8% 1.0%	3 3.6% 3.1%	7 14.3% 7.1%	7 20.6% 7.1%
Marshall Fields	88 5.9% 100.0%	20 7.3% 22.7%	6 11.3% 6.8%	8 6.3% 9.1%	12 12.8% 13.6%	13 13.0% 14.8%	4 6.7% 4.5%	4 6.8% 4.5%	8 8.5% 9.1%	3 5.5% 3.4%	8 9.6% 9.1%	4 8.2% 4.5%	4 11.8% 4.5%
Brooks Brothers	84 5.6% 100.0%	31 11.4% 36.9%	4 7.5% 4.8%	20 15.9% 23.8%	10 10.6% 11.9%	14 14.0% 16.7%	5 8.3% 6.0%	8 13.6% 9.5%	4 4.3% 4.8%	2 3.6% 2.4%	3 3.6% 3.6%	3 6.1% 3.6%	4 11.8% 4.8%

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Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Florsheim	80	21	4	9	10	8	4	8	4	5	7	7	4
	5.3%	7.7%	7.5%	7.1%	10.6%	8.0%	6.7%	13.6%	4.3%	9.1%	8.4%	14.3%	11.8%
	100.0%	26.3%	5.0%	11.3%	12.5%	10.0%	5.0%	10.0%	5.0%	6.3%	8.8%	8.8%	5.0%
Bloomingdales	68	25	6	13	10	11	3	4	2	0	3	5	2
	4.5%	9.2%	11.3%	10.3%	10.6%	11.0%	5.0%	6.8%	2.1%	0.0%	3.6%	10.2%	5.9%
	100.0%	36.8%	8.8%	19.1%	14.7%	16.2%	4.4%	5.9%	2.9%	0.0%	4.4%	7.4%	2.9%
Saks Fifth Avenue	67	23	6	14	12	10	5	5	4	2	3	4	3
	4.5%	8.4%	11.3%	11.1%	12.8%	10.0%	8.3%	8.5%	4.3%	3.6%	3.6%	8.2%	8.8%
	100.0%	34.3%	9.0%	20.9%	17.9%	14.9%	7.5%	7.5%	6.0%	3.0%	4.5%	6.0%	4.5%
Kaufmans	59	13	1	8	7	6	2	4	7	3	3	1	2
	3.9%	4.8%	1.9%	6.3%	7.4%	6.0%	3.3%	6.8%	7.4%	5.5%	3.6%	2.0%	5.9%
	100.0%	22.0%	1.7%	13.6%	11.9%	10.2%	3.4%	6.8%	11.9%	5.1%	5.1%	1.7%	3.4%
Hechts	58	18	4	8	7	3	6	3	2	1	1	2	0
	3.9%	6.6%	7.5%	6.3%	7.4%	3.0%	10.0%	5.1%	2.1%	1.8%	1.2%	4.1%	0.0%
	100.0%	31.0%	6.9%	13.8%	12.1%	5.2%	10.3%	5.2%	3.4%	1.7%	1.7%	3.4%	0.0%
Lazarus	57	11	2	7	6	9	2	3	6	2	2	1	5
	3.8%	4.0%	3.8%	5.6%	6.4%	9.0%	3.3%	5.1%	6.4%	3.6%	2.4%	2.0%	14.7%
	100.0%	19.3%	3.5%	12.3%	10.5%	15.8%	3.5%	5.3%	10.5%	3.5%	3.5%	1.8%	8.8%
Filenes	56	17	3	5	3	6	2	5	4	1	1	1	2
	3.7%	6.2%	5.7%	4.0%	3.2%	6.0%	3.3%	8.5%	4.3%	1.8%	1.2%	2.0%	5.9%
	100.0%	30.4%	5.4%	8.9%	5.4%	10.7%	3.6%	8.9%	7.1%	1.8%	1.8%	1.8%	3.6%
Belks	55	10	1	5	3	2	2	1	5	0	2	1	0
	3.7%	3.7%	1.9%	4.0%	3.2%	2.0%	3.3%	1.7%	5.3%	0.0%	2.4%	2.0%	0.0%
	100.0%	18.2%	1.8%	9.1%	5.5%	3.6%	3.6%	1.8%	9.1%	0.0%	3.6%	1.8%	0.0%
Robinsons-May	44	10	3	7	4	6	3	1	5	3	2	2	1
	2.9%	3.7%	5.7%	5.6%	4.3%	6.0%	5.0%	1.7%	5.3%	5.5%	2.4%	4.1%	2.9%
	100.0%	22.7%	6.8%	15.9%	9.1%	13.6%	6.8%	2.3%	11.4%	6.8%	4.5%	4.5%	2.3%
Burdines	36	15	1	7	4	6	2	2	3	1	0	5	2
	2.4%	5.5%	1.9%	5.6%	4.3%	6.0%	3.3%	3.4%	3.2%	1.8%	0.0%	10.2%	5.9%
	100.0%	41.7%	2.8%	19.4%	11.1%	16.7%	5.6%	5.6%	8.3%	2.8%	0.0%	13.9%	5.6%
Sterns	32	11	1	4	1	4	3	2	3	1	5	1	1
	2.1%	4.0%	1.9%	3.2%	1.1%	4.0%	5.0%	3.4%	3.2%	1.8%	6.0%	2.0%	2.9%
	100.0%	34.4%	3.1%	12.5%	3.1%	12.5%	9.4%	6.3%	9.4%	3.1%	15.6%	3.1%	3.1%
Cole Haan	28	11	1	10	5	4	2	3	1	0	0	2	1
	1.9%	4.0%	1.9%	7.9%	5.3%	4.0%	3.3%	5.1%	1.1%	0.0%	0.0%	4.1%	2.9%
	100.0%	39.3%	3.6%	35.7%	17.9%	14.3%	7.1%	10.7%	3.6%	0.0%	0.0%	7.1%	3.6%
Barneys	25	10	1	7	3	2	1	2	1	1	3	0	1
	1.7%	3.7%	1.9%	5.6%	3.2%	2.0%	1.7%	3.4%	1.1%	1.8%	3.6%	0.0%	2.9%
	100.0%	40.0%	4.0%	28.0%	12.0%	8.0%	4.0%	8.0%	4.0%	4.0%	12.0%	0.0%	4.0%

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Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Richs	25 1.7% 100.0%	6 2.2% 24.0%	1 1.9% 4.0%	0 0.0% 0.0%	2 2.1% 8.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 4.0%	3 3.2% 12.0%	0 0.0% 0.0%	2 2.4% 8.0%	1 2.0% 4.0%	0 0.0% 0.0%
None of these	35 2.3% 100.0%	4 1.5% 11.4%	0 0.0% 0.0%	1 0.8% 2.9%	2 2.1% 5.7%	2 2.0% 5.7%	1 1.7% 2.9%	1 1.7% 2.9%	1 1.1% 2.9%	0 0.0% 0.0%	4 4.8% 11.4%	0 0.0% 0.0%	0 0.0% 0.0%
No answer	12 0.8% 100.0%	1 0.4% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 8.3%	0 0.0% 0.0%	1 1.7% 8.3%	1 1.7% 8.3%	0 0.0% 0.0%	1 1.8% 8.3%	0 0.0% 0.0%	1 2.0% 8.3%	1 2.9% 8.3%

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Cigar Segmentation

Q17 Section VI. Which of the following brands of clothing do you wear?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Levis	1004 67.1% 100.0%	187 68.5% 18.6%	36 67.9% 3.6%	85 67.5% 8.5%	58 61.7% 5.8%	73 73.0% 7.3%	41 68.3% 4.1%	37 62.7% 3.7%	63 67.0% 6.3%	43 78.2% 4.3%	58 69.9% 5.8%	38 77.6% 3.8%	27 79.4% 2.7%
Dockers	825 55.1% 100.0%	175 64.1% 21.2%	38 71.7% 4.6%	77 61.1% 9.3%	52 55.3% 6.3%	73 73.0% 8.8%	40 66.7% 4.8%	35 59.3% 4.2%	63 67.0% 7.6%	25 45.5% 3.0%	37 44.6% 4.5%	39 79.6% 4.7%	31 91.2% 3.8%
Hanes	639 42.7% 100.0%	131 48.0% 20.5%	28 52.8% 4.4%	51 40.5% 8.0%	41 43.6% 6.4%	41 41.0% 6.4%	27 45.0% 4.2%	23 39.0% 3.6%	49 52.1% 7.7%	26 47.3% 4.1%	36 43.4% 5.6%	25 51.0% 3.9%	16 47.1% 2.5%
Nike	621 41.5% 100.0%	128 46.9% 20.6%	29 54.7% 4.7%	60 47.6% 9.7%	38 40.4% 6.1%	54 54.0% 8.7%	25 41.7% 4.0%	25 42.4% 4.0%	36 38.3% 5.8%	19 34.5% 3.1%	25 30.1% 4.0%	24 49.0% 3.9%	17 50.0% 2.7%
Polo/Ralph Lauren	467 31.2% 100.0%	123 45.1% 26.3%	28 52.8% 6.0%	58 46.0% 12.4%	38 40.4% 8.1%	57 57.0% 12.2%	24 40.0% 5.1%	20 33.9% 4.3%	27 28.7% 5.8%	15 27.3% 3.2%	17 20.5% 3.6%	25 51.0% 5.4%	24 70.6% 5.1%
Calvin Klein	323 21.6% 100.0%	83 30.4% 25.7%	22 41.5% 6.8%	33 26.2% 10.2%	21 22.3% 6.5%	38 38.0% 11.8%	17 28.3% 5.3%	18 30.5% 5.6%	19 20.2% 5.9%	15 27.3% 4.6%	20 24.1% 6.2%	14 28.6% 4.3%	13 38.2% 4.0%
Tommy Hilfiger	301 20.1% 100.0%	79 28.9% 26.2%	18 34.0% 6.0%	39 31.0% 13.0%	18 19.1% 6.0%	37 37.0% 12.3%	12 20.0% 4.0%	8 13.6% 2.7%	14 14.9% 4.7%	10 18.2% 3.3%	8 9.6% 2.7%	17 34.7% 5.6%	14 41.2% 4.7%
Champion	229 15.3% 100.0%	56 20.5% 24.5%	11 20.8% 4.8%	26 20.6% 11.4%	28 29.8% 12.2%	29 29.0% 12.7%	10 16.7% 4.4%	15 25.4% 6.6%	23 24.5% 10.0%	6 10.9% 2.6%	7 8.4% 3.1%	9 18.4% 3.9%	7 20.6% 3.1%
Nautica	216 14.4% 100.0%	65 23.8% 30.1%	17 32.1% 7.9%	28 22.2% 13.0%	15 16.0% 6.9%	29 29.0% 13.4%	8 13.3% 3.7%	12 20.3% 5.6%	11 11.7% 5.1%	9 16.4% 4.2%	5 6.0% 2.3%	10 20.4% 4.6%	12 35.3% 5.6%
Perry Ellis	160 10.7% 100.0%	50 18.3% 31.3%	8 15.1% 5.0%	20 15.9% 12.5%	12 12.8% 7.5%	23 23.0% 14.4%	9 15.0% 5.6%	3 5.1% 1.9%	7 7.4% 4.4%	6 10.9% 3.8%	8 9.6% 5.0%	9 18.4% 5.6%	8 23.5% 5.0%
Armani/Giorgio Armani	112 7.5% 100.0%	30 11.0% 26.8%	10 18.9% 8.9%	16 12.7% 14.3%	11 11.7% 9.8%	22 22.0% 19.6%	4 6.7% 3.6%	9 15.3% 8.0%	2 2.1% 1.8%	3 5.5% 2.7%	7 8.4% 6.3%	3 6.1% 2.7%	6 17.6% 5.4%
Hugo Boss	84 5.6% 100.0%	30 11.0% 35.7%	10 18.9% 11.9%	11 8.7% 13.1%	9 9.6% 10.7%	15 15.0% 17.9%	4 6.7% 4.8%	6 10.2% 7.1%	5 5.3% 6.0%	5 9.1% 6.0%	4 4.8% 4.8%	5 10.2% 6.0%	5 14.7% 6.0%
Liz Claiborne for Men	82 5.5% 100.0%	23 8.4% 28.0%	2 3.8% 2.4%	16 12.7% 19.5%	6 6.4% 7.3%	8 8.0% 9.8%	6 10.0% 7.3%	4 6.8% 4.9%	2 2.1% 2.4%	3 5.5% 3.7%	2 2.4% 2.4%	7 14.3% 8.5%	2 5.9% 2.4%

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Cigar Segmentation

Q17 Section VI. Which of the following brands of clothing do you wear?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Burberry	52 3.5% 100.0%	19 7.0% 36.5%	4 7.5% 7.7%	14 11.1% 26.9%	7 7.4% 13.5%	14 14.0% 26.9%	4 6.7% 7.7%	9 15.3% 17.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 1.9%	2 4.1% 3.8%	6 17.6% 11.5%
Slates	36 2.4% 100.0%	11 4.0% 30.6%	3 5.7% 8.3%	3 2.4% 8.3%	4 4.3% 11.1%	4 4.0% 11.1%	2 3.3% 5.6%	3 5.1% 8.3%	4 4.3% 11.1%	1 1.8% 2.8%	0 0.0% 0.0%	3 6.1% 8.3%	1 2.9% 2.8%
Alfred Dunhill	21 1.4% 100.0%	7 2.6% 33.3%	2 3.8% 9.5%	4 3.2% 19.0%	3 3.2% 14.3%	3 3.0% 14.3%	0 0.0% 0.0%	1 1.7% 4.8%	1 1.1% 4.8%	0 0.0% 0.0%	1 1.2% 4.8%	2 4.1% 9.5%	2 5.9% 9.5%
Ermenegildo Zegna	18 1.2% 100.0%	9 3.3% 50.0%	0 0.0% 0.0%	3 2.4% 16.7%	3 3.2% 16.7%	2 2.0% 11.1%	1 1.7% 5.6%	2 3.4% 11.1%	2 2.1% 11.1%	0 0.0% 0.0%	1 1.2% 5.6%	2 4.1% 11.1%	0 0.0% 0.0%
None of these	157 10.5% 100.0%	13 4.8% 8.3%	4 7.5% 2.5%	9 7.1% 5.7%	9 9.6% 5.7%	0 0.0% 0.0%	6 10.0% 3.8%	6 10.2% 3.8%	10 10.6% 6.4%	4 7.3% 2.5%	12 14.5% 7.6%	3 6.1% 1.9%	0 0.0% 0.0%
No answer	19 1.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 5.3%	1 1.1% 5.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q18 Section VI. Which of the following best describes the automobile you drive most often?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Do not own a car	72 4.8% 100.0%	7 2.6% 9.7%	2 3.8% 2.8%	3 2.4% 4.2%	1 1.1% 1.4%	1 1.0% 1.4%	2 3.3% 2.8%	2 3.4% 2.8%	3 3.2% 4.2%	2 3.6% 2.8%	12 14.5% 16.7%	0 0.0% 0.0%	1 2.9% 1.4%
No answer	71 4.7% 100.0%	5 1.8% 7.0%	3 5.7% 4.2%	4 3.2% 5.6%	3 3.2% 4.2%	3 3.0% 4.2%	2 3.3% 2.8%	2 3.4% 2.8%	4 4.3% 5.6%	4 7.3% 5.6%	8 9.6% 11.3%	1 2.0% 1.4%	0 0.0% 0.0%
Total answering own a car	1354 90.4% 100.0%	261 95.6% 19.3%	48 90.6% 3.5%	119 94.4% 8.8%	90 95.7% 6.6%	96 96.0% 7.1%	56 93.3% 4.1%	55 93.2% 4.1%	87 92.6% 6.4%	49 89.1% 3.6%	63 75.9% 4.7%	48 98.0% 3.5%	33 97.1% 2.4%
Pick up truck	363 26.8% 100.0%	52 19.9% 14.3%	11 22.9% 3.0%	26 21.8% 7.2%	13 14.4% 3.6%	18 18.8% 5.0%	15 26.8% 4.1%	13 23.6% 3.6%	24 27.6% 6.6%	18 36.7% 5.0%	24 38.1% 6.6%	8 16.7% 2.2%	9 27.3% 2.5%
Traditional sedan	330 24.4% 100.0%	58 22.2% 17.6%	10 20.8% 3.0%	28 23.5% 8.5%	19 21.1% 5.8%	20 20.8% 6.1%	11 19.6% 3.3%	16 29.1% 4.8%	30 34.5% 9.1%	10 20.4% 3.0%	14 22.2% 4.2%	11 22.9% 3.3%	4 12.1% 1.2%
Sport utility vehicle	228 16.8% 100.0%	54 20.7% 23.7%	8 16.7% 3.5%	28 23.5% 12.3%	23 25.6% 10.1%	18 18.8% 7.9%	12 21.4% 5.3%	7 12.7% 3.1%	11 12.6% 4.8%	11 22.4% 4.8%	7 11.1% 3.1%	11 22.9% 4.8%	5 15.2% 2.2%
Sports coupe	154 11.4% 100.0%	35 13.4% 22.7%	8 16.7% 5.2%	12 10.1% 7.8%	12 13.3% 7.8%	19 19.8% 12.3%	9 16.1% 5.8%	10 18.2% 6.5%	5 5.7% 3.2%	4 8.2% 2.6%	7 11.1% 4.5%	6 12.5% 3.9%	8 24.2% 5.2%
Touring sedan	121 8.9% 100.0%	35 13.4% 28.9%	8 16.7% 6.6%	13 10.9% 10.7%	13 14.4% 10.7%	13 13.5% 10.7%	4 7.1% 3.3%	5 9.1% 4.1%	8 9.2% 6.6%	4 8.2% 3.3%	3 4.8% 2.5%	10 20.8% 8.3%	5 15.2% 4.1%
Station wagon/minivan	117 8.6% 100.0%	18 6.9% 15.4%	1 2.1% 0.9%	11 9.2% 9.4%	8 8.9% 6.8%	5 5.2% 4.3%	5 8.9% 4.3%	2 3.6% 1.7%	8 9.2% 6.8%	1 2.0% 0.9%	7 11.1% 6.0%	1 2.1% 0.9%	1 3.0% 0.9%
Convertible/open car	32 2.4% 100.0%	7 2.7% 21.9%	1 2.1% 3.1%	1 0.8% 3.1%	2 2.2% 6.3%	1 1.0% 3.1%	0 0.0% 0.0%	1 1.8% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.6% 3.1%	1 2.1% 3.1%	1 3.0% 3.1%
Extreme off-road	9 0.7% 100.0%	2 0.8% 22.2%	1 2.1% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 22.2%	0 0.0% 0.0%	1 1.8% 11.1%	1 1.1% 11.1%	1 2.0% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Net - Hard Liquor	1046 69.9% 100.0%	229 83.9% 21.9%	41 77.4% 3.9%	99 78.6% 9.5%	73 77.7% 7.0%	85 85.0% 8.1%	54 90.0% 5.2%	47 79.7% 4.5%	68 72.3% 6.5%	32 58.2% 3.1%	46 55.4% 4.4%	41 83.7% 3.9%	30 88.2% 2.9%
Subnet - Bourbon	575 38.4% 100.0%	127 46.5% 22.1%	21 39.6% 3.7%	51 40.5% 8.9%	43 45.7% 7.5%	42 42.0% 7.3%	32 53.3% 5.6%	24 40.7% 4.2%	35 37.2% 6.1%	24 43.6% 4.2%	31 37.3% 5.4%	22 44.9% 3.8%	16 47.1% 2.8%
Jack Daniels	427 28.5% 100.0%	95 34.8% 22.2%	13 24.5% 3.0%	38 30.2% 8.9%	30 31.9% 7.0%	30 30.0% 7.0%	23 38.3% 5.4%	15 25.4% 3.5%	26 27.7% 6.1%	19 34.5% 4.4%	27 32.5% 6.3%	17 34.7% 4.0%	12 35.3% 2.8%
Jim Beam	234 15.6% 100.0%	44 16.1% 18.8%	8 15.1% 3.4%	19 15.1% 8.1%	13 13.8% 5.6%	9 9.0% 3.8%	10 16.7% 4.3%	12 20.3% 5.1%	14 14.9% 6.0%	11 20.0% 4.7%	16 19.3% 6.8%	6 12.2% 2.6%	3 8.8% 1.3%
Wild Turkey	176 11.8% 100.0%	28 10.3% 15.9%	8 15.1% 4.5%	16 12.7% 9.1%	17 18.1% 9.7%	10 10.0% 5.7%	8 13.3% 4.5%	10 16.9% 5.7%	11 11.7% 6.3%	13 23.6% 7.4%	14 16.9% 8.0%	4 8.2% 2.3%	4 11.8% 2.3%
Makers' Mark	79 5.3% 100.0%	25 9.2% 31.6%	5 9.4% 6.3%	11 8.7% 13.9%	10 10.6% 12.7%	8 8.0% 10.1%	7 11.7% 8.9%	8 13.6% 10.1%	2 2.1% 2.5%	2 3.6% 2.5%	1 1.2% 1.3%	4 8.2% 5.1%	3 8.8% 3.8%
Knob Creek	38 2.5% 100.0%	13 4.8% 34.2%	5 9.4% 13.2%	6 4.8% 15.8%	7 7.4% 18.4%	6 6.0% 15.8%	4 6.7% 10.5%	4 6.8% 10.5%	4 4.3% 10.5%	2 3.6% 5.3%	0 0.0% 0.0%	3 6.1% 7.9%	2 5.9% 5.3%
Subnet - Vodka	549 36.7% 100.0%	146 53.5% 26.6%	27 50.9% 4.9%	60 47.6% 10.9%	50 53.2% 9.1%	57 57.0% 10.4%	34 56.7% 6.2%	27 45.8% 4.9%	29 30.9% 5.3%	14 25.5% 2.6%	18 21.7% 3.3%	29 59.2% 5.3%	19 55.9% 3.5%
Absolut	373 24.9% 100.0%	116 42.5% 31.1%	22 41.5% 5.9%	36 28.6% 9.7%	38 40.4% 10.2%	48 48.0% 12.9%	21 35.0% 5.6%	22 37.3% 5.9%	21 22.3% 5.6%	7 12.7% 1.9%	6 7.2% 1.6%	22 44.9% 5.9%	13 38.2% 3.5%
Smirnoff	254 17.0% 100.0%	51 18.7% 20.1%	12 22.6% 4.7%	26 20.6% 10.2%	18 19.1% 7.1%	20 20.0% 7.9%	15 25.0% 5.9%	14 23.7% 5.5%	15 16.0% 5.9%	11 20.0% 4.3%	12 14.5% 4.7%	13 26.5% 5.1%	8 23.5% 3.1%
Stolichnaya	179 12.0% 100.0%	61 22.3% 34.1%	12 22.6% 6.7%	31 24.6% 17.3%	23 24.5% 12.8%	25 25.0% 14.0%	13 21.7% 7.3%	10 16.9% 5.6%	8 8.5% 4.5%	5 9.1% 2.8%	3 3.6% 1.7%	15 30.6% 8.4%	12 35.3% 6.7%
Subnet - Rum	459 30.7% 100.0%	107 39.2% 23.3%	23 43.4% 5.0%	45 35.7% 9.8%	37 39.4% 8.1%	40 40.0% 8.7%	26 43.3% 5.7%	22 37.3% 4.8%	34 36.2% 7.4%	20 36.4% 4.4%	19 22.9% 4.1%	15 30.6% 3.3%	12 35.3% 2.6%
Bacardi	371 24.8% 100.0%	83 30.4% 22.4%	20 37.7% 5.4%	36 28.6% 9.7%	28 29.8% 7.5%	31 31.0% 8.4%	26 43.3% 7.0%	20 33.9% 5.4%	26 27.7% 7.0%	17 30.9% 4.6%	18 21.7% 4.9%	11 22.4% 3.0%	12 35.3% 3.2%

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Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLOS	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Captain Morgans	158 10.6% 100.0%	46 16.8% 29.1%	7 13.2% 4.4%	20 15.9% 12.7%	10 10.6% 6.3%	20 20.0% 12.7%	6 10.0% 3.8%	6 10.2% 3.8%	14 14.9% 8.9%	11 20.0% 7.0%	6 7.2% 3.8%	5 10.2% 3.2%	4 11.8% 2.5%
Myers	58 3.9% 100.0%	14 5.1% 24.1%	2 3.8% 3.4%	11 8.7% 19.0%	4 4.3% 6.9%	7 7.0% 12.1%	5 8.3% 8.6%	6 10.2% 10.3%	4 4.3% 6.9%	1 1.8% 1.7%	1 1.2% 1.7%	3 6.1% 5.2%	1 2.9% 1.7%
Subnet - Scotch	424 28.3% 100.0%	103 37.7% 24.3%	23 43.4% 5.4%	49 38.9% 11.6%	34 36.2% 8.0%	40 40.0% 9.4%	20 33.3% 4.7%	22 37.3% 5.2%	31 33.0% 7.3%	17 30.9% 4.0%	23 27.7% 5.4%	25 51.0% 5.9%	13 38.2% 3.1%
Chivas Regal	165 11.0% 100.0%	47 17.2% 28.5%	13 24.5% 7.9%	26 20.6% 15.8%	15 16.0% 9.1%	23 23.0% 13.9%	11 18.3% 6.7%	10 16.9% 6.1%	12 12.8% 7.3%	9 16.4% 5.5%	11 13.3% 6.7%	11 22.4% 6.7%	6 17.6% 3.6%
Johnnie Walker	132 8.8% 100.0%	35 12.8% 26.5%	11 20.8% 8.3%	18 14.3% 13.6%	13 13.8% 9.8%	12 12.0% 9.1%	2 3.3% 1.5%	6 10.2% 4.5%	9 9.6% 6.8%	10 18.2% 7.6%	9 10.8% 6.8%	9 18.4% 6.8%	4 11.8% 3.0%
Glenlivet	126 8.4% 100.0%	38 13.9% 30.2%	5 9.4% 4.0%	20 15.9% 15.9%	12 12.8% 9.5%	17 17.0% 13.5%	3 5.0% 2.4%	11 18.6% 8.7%	11 11.7% 8.7%	1 1.8% 0.8%	5 6.0% 4.0%	12 24.5% 9.5%	5 14.7% 4.0%
Dewars	124 8.3% 100.0%	39 14.3% 31.5%	4 7.5% 3.2%	15 11.9% 12.1%	11 11.7% 8.9%	14 14.0% 11.3%	5 8.3% 4.0%	7 11.9% 5.6%	8 8.5% 6.5%	3 5.5% 2.4%	6 7.2% 4.8%	10 20.4% 8.1%	6 17.6% 4.8%
Glenfiddich	113 7.5% 100.0%	41 15.0% 36.3%	7 13.2% 6.2%	22 17.5% 19.5%	15 16.0% 13.3%	21 21.0% 18.6%	7 11.7% 6.2%	7 11.9% 6.2%	12 12.8% 10.6%	2 3.6% 1.8%	1 1.2% 0.9%	14 28.6% 12.4%	6 17.6% 5.3%
J & B	93 6.2% 100.0%	13 4.8% 14.0%	2 3.8% 2.2%	5 4.0% 5.4%	2 2.1% 2.2%	3 3.0% 3.2%	2 3.3% 2.2%	5 8.5% 5.4%	7 7.4% 7.5%	6 10.9% 6.5%	9 10.8% 9.7%	3 6.1% 3.2%	1 2.9% 1.1%
Clan Macgregor	18 1.2% 100.0%	2 0.7% 11.1%	1 1.9% 5.6%	2 1.6% 11.1%	0 0.0% 0.0%	3 3.0% 16.7%	1 1.7% 5.6%	1 1.7% 5.6%	1 1.1% 5.6%	2 3.6% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 5.6%
Subnet - Other Whiskey	396 26.5% 100.0%	74 27.1% 18.7%	18 34.0% 4.5%	34 27.0% 8.6%	24 25.5% 6.1%	29 29.0% 7.3%	18 30.0% 4.5%	17 28.8% 4.3%	24 25.5% 6.1%	18 32.7% 4.5%	27 32.5% 6.8%	12 24.5% 3.0%	11 32.4% 2.8%
Crown Royal	275 18.4% 100.0%	57 20.9% 20.7%	12 22.6% 4.4%	26 20.6% 9.5%	20 21.3% 7.3%	24 24.0% 8.7%	13 21.7% 4.7%	9 15.3% 3.3%	16 17.0% 5.8%	13 23.6% 4.7%	15 18.1% 5.5%	10 20.4% 3.6%	10 29.4% 3.6%
Canadian Club	147 9.8% 100.0%	26 9.5% 17.7%	5 9.4% 3.4%	11 8.7% 7.5%	9 9.6% 6.1%	8 8.0% 5.4%	4 6.7% 2.7%	6 10.2% 4.1%	12 12.8% 8.2%	9 16.4% 6.1%	13 15.7% 8.8%	2 4.1% 1.4%	1 2.9% 0.7%

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Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
7 Crown	134 9.0% 100.0%	19 7.0% 14.2%	7 13.2% 5.2%	13 10.3% 9.7%	8 8.5% 6.0%	8 8.0% 6.0%	9 15.0% 6.7%	9 15.3% 6.7%	7 7.4% 5.2%	11 20.0% 8.2%	16 19.3% 11.9%	3 6.1% 2.2%	3 8.8% 2.2%
Subnet - Gin	336 22.4% 100.0%	86 31.5% 25.6%	10 18.9% 3.0%	37 29.4% 11.0%	32 34.0% 9.5%	29 29.0% 8.6%	17 28.3% 5.1%	23 39.0% 6.8%	27 28.7% 8.0%	16 29.1% 4.8%	14 16.9% 4.2%	13 26.5% 3.9%	11 32.4% 3.3%
Tanqueray	220 14.7% 100.0%	63 23.1% 28.6%	3 5.7% 1.4%	26 20.6% 11.8%	21 22.3% 9.5%	20 20.0% 9.1%	8 13.3% 3.6%	16 27.1% 7.3%	16 17.0% 7.3%	7 12.7% 3.2%	6 7.2% 2.7%	7 14.3% 3.2%	5 14.7% 2.3%
Beefeater	123 8.2% 100.0%	32 11.7% 26.0%	8 15.1% 6.5%	17 13.5% 13.8%	14 14.9% 11.4%	12 12.0% 9.8%	11 18.3% 8.9%	13 22.0% 10.6%	12 12.8% 9.8%	4 7.3% 3.3%	6 7.2% 4.9%	7 14.3% 5.7%	6 17.6% 4.9%
Gordons	96 6.4% 100.0%	21 7.7% 21.9%	4 7.5% 4.2%	12 9.5% 12.5%	10 10.6% 10.4%	6 6.0% 6.3%	5 8.3% 5.2%	6 10.2% 6.3%	10 10.6% 10.4%	11 20.0% 11.5%	7 8.4% 7.3%	4 8.2% 4.2%	3 8.8% 3.1%
Subnet - Cordials	305 20.4% 100.0%	66 24.2% 21.6%	13 24.5% 4.3%	34 27.0% 11.1%	23 24.5% 7.5%	29 29.0% 9.5%	16 26.7% 5.2%	17 28.8% 5.6%	28 29.8% 9.2%	16 29.1% 5.2%	22 26.5% 7.2%	13 26.5% 4.3%	12 35.3% 3.9%
Southern Comfort	169 11.3% 100.0%	30 11.0% 17.8%	5 9.4% 3.0%	13 10.3% 7.7%	11 11.7% 6.5%	12 12.0% 7.1%	6 10.0% 3.6%	7 11.9% 4.1%	16 17.0% 9.5%	14 25.5% 8.3%	18 21.7% 10.7%	3 6.1% 1.8%	4 11.8% 2.4%
Grand Marnier	128 8.6% 100.0%	36 13.2% 28.1%	10 18.9% 7.8%	20 15.9% 15.6%	12 12.8% 9.4%	18 18.0% 14.1%	10 16.7% 7.8%	10 16.9% 7.8%	14 14.9% 10.9%	6 10.9% 4.7%	6 7.2% 4.7%	11 22.4% 8.6%	8 23.5% 6.3%
DeKuyper	60 4.0% 100.0%	11 4.0% 18.3%	1 1.9% 1.7%	5 4.0% 8.3%	5 5.3% 8.3%	1 1.0% 1.7%	2 3.3% 3.3%	3 5.1% 5.0%	7 7.4% 11.7%	4 7.3% 6.7%	4 4.8% 6.7%	1 2.0% 1.7%	0 0.0% 0.0%
Subnet - Cognac	198 13.2% 100.0%	55 20.1% 27.8%	15 28.3% 7.6%	32 25.4% 16.2%	18 19.1% 9.1%	24 24.0% 12.1%	15 25.0% 7.6%	16 27.1% 8.1%	12 12.8% 6.1%	10 18.2% 5.1%	11 13.3% 5.6%	14 28.6% 7.1%	7 20.6% 3.5%
Courvoisier	102 6.8% 100.0%	32 11.7% 31.4%	9 17.0% 8.8%	21 16.7% 20.6%	11 11.7% 10.8%	16 16.0% 15.7%	8 13.3% 7.8%	9 15.3% 8.8%	10 10.6% 9.8%	4 7.3% 3.9%	2 2.4% 2.0%	7 14.3% 6.9%	5 14.7% 4.9%
Hennessy	88 5.9% 100.0%	20 7.3% 22.7%	7 13.2% 8.0%	14 11.1% 15.9%	13 13.8% 14.8%	11 11.0% 12.5%	8 13.3% 9.1%	9 15.3% 10.2%	6 6.4% 6.8%	7 12.7% 8.0%	8 9.6% 9.1%	5 10.2% 5.7%	3 8.8% 3.4%
Remy Martin	87 5.8% 100.0%	24 8.8% 27.6%	6 11.3% 6.9%	14 11.1% 16.1%	12 12.8% 13.8%	12 12.0% 13.8%	8 13.3% 9.2%	9 15.3% 10.3%	4 4.3% 4.6%	4 7.3% 4.6%	3 3.6% 3.4%	7 14.3% 8.0%	5 14.7% 5.7%

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Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Martell	29 1.9% 100.0%	7 2.6% 24.1%	3 5.7% 10.3%	1 0.8% 3.4%	1 1.1% 3.4%	2 2.0% 6.9%	1 1.7% 3.4%	5 8.5% 17.2%	1 1.1% 3.4%	2 3.6% 6.9%	1 1.2% 3.4%	2 4.1% 6.9%	2 5.9% 6.9%
Net - Other	520 34.7% 100.0%	104 38.1% 20.0%	18 34.0% 3.5%	44 34.9% 8.5%	37 39.4% 7.1%	45 45.0% 8.7%	26 43.3% 5.0%	24 40.7% 4.6%	34 36.2% 6.5%	26 47.3% 5.0%	30 36.1% 5.8%	16 32.7% 3.1%	11 32.4% 2.1%
Jose Cuervo	302 20.2% 100.0%	82 30.0% 27.2%	15 28.3% 5.0%	31 24.6% 10.3%	27 28.7% 8.9%	37 37.0% 12.3%	18 30.0% 6.0%	15 25.4% 5.0%	23 24.5% 7.6%	9 16.4% 3.0%	9 10.8% 3.0%	14 28.6% 4.6%	10 29.4% 3.3%
Seagrams	285 19.0% 100.0%	34 12.5% 11.9%	6 11.3% 2.1%	21 16.7% 7.4%	18 19.1% 6.3%	19 19.0% 6.7%	15 25.0% 5.3%	10 16.9% 3.5%	17 18.1% 6.0%	19 34.5% 6.7%	24 28.9% 8.4%	6 12.2% 2.1%	3 8.8% 1.1%
E & J	62 4.1% 100.0%	10 3.7% 16.1%	1 1.9% 1.6%	3 2.4% 4.8%	4 4.3% 6.5%	2 2.0% 3.2%	1 1.7% 1.6%	5 8.5% 8.1%	5 5.3% 8.1%	4 7.3% 6.5%	4 4.8% 6.5%	0 0.0% 0.0%	1 2.9% 1.6%
Net - Wine	382 25.5% 100.0%	108 39.6% 28.3%	22 41.5% 5.8%	56 44.4% 14.7%	34 36.2% 8.9%	48 48.0% 12.6%	23 38.3% 6.0%	23 39.0% 6.0%	33 35.1% 8.6%	7 12.7% 1.8%	8 9.6% 2.1%	23 46.9% 6.0%	19 55.9% 5.0%
Sutter Home	173 11.6% 100.0%	39 14.3% 22.5%	9 17.0% 5.2%	21 16.7% 12.1%	11 11.7% 6.4%	22 22.0% 12.7%	13 21.7% 7.5%	10 16.9% 5.8%	18 19.1% 10.4%	3 5.5% 1.7%	5 6.0% 2.9%	10 20.4% 5.8%	9 26.5% 5.2%
Kendall Jackson	131 8.8% 100.0%	48 17.6% 36.6%	7 13.2% 5.3%	21 16.7% 16.0%	13 13.8% 9.9%	21 21.0% 16.0%	8 13.3% 6.1%	11 18.6% 8.4%	8 8.5% 6.1%	2 3.6% 1.5%	1 1.2% 0.8%	13 26.5% 9.9%	5 14.7% 3.8%
Robert Mondavi	111 7.4% 100.0%	36 13.2% 32.4%	10 18.9% 9.0%	22 17.5% 19.8%	15 16.0% 13.5%	20 20.0% 18.0%	10 16.7% 9.0%	13 22.0% 11.7%	7 7.4% 6.3%	1 1.8% 0.9%	1 1.2% 0.9%	9 18.4% 8.1%	8 23.5% 7.2%
Glen Ellen	103 6.9% 100.0%	26 9.5% 25.2%	7 13.2% 6.8%	10 7.9% 9.7%	6 6.4% 5.8%	16 16.0% 15.5%	8 13.3% 7.8%	6 10.2% 5.8%	13 13.8% 12.6%	4 7.3% 3.9%	2 2.4% 1.9%	6 12.2% 5.8%	7 20.6% 6.8%
Beringer	95 6.3% 100.0%	26 9.5% 27.4%	9 17.0% 9.5%	15 11.9% 15.8%	7 7.4% 7.4%	8 8.0% 8.4%	5 8.3% 5.3%	11 18.6% 11.6%	8 8.5% 8.4%	1 1.8% 1.1%	1 1.2% 1.1%	6 12.2% 6.3%	7 20.6% 7.4%
Fetzer	54 3.6% 100.0%	17 6.2% 31.5%	2 3.8% 3.7%	8 6.3% 14.8%	6 6.4% 11.1%	8 8.0% 14.8%	4 6.7% 7.4%	5 8.5% 9.3%	3 3.2% 5.6%	2 3.6% 3.7%	2 2.4% 3.7%	2 4.1% 3.7%	2 5.9% 3.7%
Vendange	32 2.1% 100.0%	11 4.0% 34.4%	2 3.8% 6.3%	6 4.8% 18.8%	5 5.3% 15.6%	7 7.0% 21.9%	3 5.0% 9.4%	2 3.4% 6.3%	5 5.3% 15.6%	0 0.0% 0.0%	0 0.0% 0.0%	3 6.1% 9.4%	2 5.9% 6.3%

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Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Net - Champagne	277 18.5% 100.0%	75 27.5% 27.1%	23 43.4% 8.3%	36 28.6% 13.0%	29 30.9% 10.5%	30 30.0% 10.8%	20 33.3% 7.2%	15 25.4% 5.4%	22 23.4% 7.9%	12 21.8% 4.3%	13 15.7% 4.7%	15 30.6% 5.4%	10 29.4% 3.6%
Korbel	138 9.2% 100.0%	38 13.9% 27.5%	11 20.8% 8.0%	18 14.3% 13.0%	16 17.0% 11.6%	12 12.0% 8.7%	12 20.0% 8.7%	5 8.5% 3.6%	10 10.6% 7.2%	7 12.7% 5.1%	5 6.0% 3.6%	8 16.3% 5.8%	4 11.8% 2.9%
Moet & Chandon	105 7.0% 100.0%	43 15.8% 41.0%	16 30.2% 15.2%	22 17.5% 21.0%	15 16.0% 14.3%	20 20.0% 19.0%	8 13.3% 7.6%	9 15.3% 8.6%	6 6.4% 5.7%	6 10.9% 5.7%	4 4.8% 3.8%	10 20.4% 9.5%	8 23.5% 7.6%
Andre	58 3.9% 100.0%	4 1.5% 6.9%	3 5.7% 5.2%	3 2.4% 5.2%	3 3.2% 5.2%	3 3.0% 5.2%	2 3.3% 3.4%	5 8.5% 8.6%	3 3.2% 5.2%	2 3.6% 3.4%	5 6.0% 8.6%	1 2.0% 1.7%	1 2.9% 1.7%
Freixenet	53 3.5% 100.0%	15 5.5% 28.3%	4 7.5% 7.5%	8 6.3% 15.1%	6 6.4% 11.3%	5 5.0% 9.4%	7 11.7% 13.2%	6 10.2% 11.3%	3 3.2% 5.7%	1 1.8% 1.9%	0 0.0% 0.0%	2 4.1% 3.8%	2 5.9% 3.8%
Cooks	41 2.7% 100.0%	8 2.9% 19.5%	3 5.7% 7.3%	3 2.4% 7.3%	4 4.3% 9.8%	5 5.0% 12.2%	1 1.7% 2.4%	3 5.1% 7.3%	8 8.5% 19.5%	5 9.1% 12.2%	1 1.2% 2.4%	2 4.1% 4.9%	1 2.9% 2.4%
Net - Port	62 4.1% 100.0%	12 4.4% 19.4%	1 1.9% 1.6%	11 8.7% 17.7%	7 7.4% 11.3%	6 6.0% 9.7%	4 6.7% 6.5%	7 11.9% 11.3%	2 2.1% 3.2%	5 9.1% 8.1%	5 6.0% 8.1%	2 4.1% 3.2%	3 8.8% 4.8%
Taylor	42 2.8% 100.0%	6 2.2% 14.3%	1 1.9% 2.4%	6 4.8% 14.3%	3 3.2% 7.1%	4 4.0% 9.5%	2 3.3% 4.8%	5 8.5% 11.9%	1 1.1% 2.4%	5 9.1% 11.9%	5 6.0% 11.9%	0 0.0% 0.0%	1 2.9% 2.4%
Fonseca	22 1.5% 100.0%	7 2.6% 31.8%	0 0.0% 0.0%	6 4.8% 27.3%	5 5.3% 22.7%	2 2.0% 9.1%	2 3.3% 9.1%	3 5.1% 13.6%	1 1.1% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.1% 9.1%	2 5.9% 9.1%
None of these	321 21.4% 100.0%	27 9.9% 8.4%	9 17.0% 2.8%	15 11.9% 4.7%	10 10.6% 3.1%	9 9.0% 2.8%	3 5.0% 0.9%	5 8.5% 1.6%	20 21.3% 6.2%	18 32.7% 5.6%	30 36.1% 9.3%	7 14.3% 2.2%	4 11.8% 1.2%
No answer	64 4.3% 100.0%	9 3.3% 14.1%	2 3.8% 3.1%	7 5.6% 10.9%	6 6.4% 9.4%	3 3.0% 4.7%	3 5.0% 4.7%	4 6.8% 6.3%	0 0.0% 0.0%	3 5.5% 4.7%	3 3.6% 4.7%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Geographic Divisions													
New England	77 5.1% 100.0%	18 6.6% 23.4%	3 5.7% 3.9%	5 4.0% 6.5%	3 3.2% 3.9%	4 4.0% 5.2%	2 3.3% 2.6%	5 8.5% 6.5%	11 11.7% 14.3%	2 3.6% 2.6%	4 4.8% 5.2%	3 6.1% 3.9%	0 0.0% 0.0%
Middle Atlantic	223 14.9% 100.0%	54 19.8% 24.2%	8 15.1% 3.6%	21 16.7% 9.4%	14 14.9% 6.3%	18 18.0% 8.1%	12 20.0% 5.4%	10 16.9% 4.5%	21 22.3% 9.4%	12 21.8% 5.4%	15 18.1% 6.7%	10 20.4% 4.5%	9 26.5% 4.0%
East North Central	290 19.4% 100.0%	48 17.6% 16.6%	9 17.0% 3.1%	17 13.5% 5.9%	25 26.6% 8.6%	21 21.0% 7.2%	7 11.7% 2.4%	11 18.6% 3.8%	12 12.8% 4.1%	7 12.7% 2.4%	16 19.3% 5.5%	8 16.3% 2.8%	7 20.6% 2.4%
West North Central	102 6.8% 100.0%	19 7.0% 18.6%	3 5.7% 2.9%	8 6.3% 7.8%	9 9.6% 8.8%	5 5.0% 4.9%	1 1.7% 1.0%	4 6.8% 3.9%	3 3.2% 2.9%	0 0.0% 0.0%	6 7.2% 5.9%	2 4.1% 2.0%	2 5.9% 2.0%
South Atlantic	270 18.0% 100.0%	55 20.1% 20.4%	13 24.5% 4.8%	28 22.2% 10.4%	15 16.0% 5.6%	14 14.0% 5.2%	14 23.3% 5.2%	8 13.6% 3.0%	15 16.0% 5.6%	5 9.1% 1.9%	15 18.1% 5.6%	14 28.6% 5.2%	6 17.6% 2.2%
East South Central	100 6.7% 100.0%	9 3.3% 9.0%	4 7.5% 4.0%	6 4.8% 6.0%	7 7.4% 7.0%	5 5.0% 5.0%	6 10.0% 6.0%	6 10.2% 6.0%	6 6.4% 6.0%	8 14.5% 8.0%	10 12.0% 10.0%	3 6.1% 3.0%	2 5.9% 2.0%
West South Central	165 11.0% 100.0%	28 10.3% 17.0%	5 9.4% 3.0%	16 12.7% 9.7%	7 7.4% 4.2%	8 8.0% 4.8%	4 6.7% 2.4%	6 10.2% 3.6%	4 4.3% 2.4%	6 10.9% 3.6%	4 4.8% 2.4%	4 8.2% 2.4%	4 11.8% 2.4%
Mountain	83 5.5% 100.0%	10 3.7% 12.0%	2 3.8% 2.4%	5 4.0% 6.0%	2 2.1% 2.4%	6 6.0% 7.2%	3 5.0% 3.6%	5 8.5% 6.0%	9 9.6% 10.8%	6 10.9% 7.2%	4 4.8% 4.8%	1 2.0% 1.2%	2 5.9% 2.4%
Pacific	187 12.5% 100.0%	32 11.7% 17.1%	6 11.3% 3.2%	20 15.9% 10.7%	12 12.8% 6.4%	19 19.0% 10.2%	11 18.3% 5.9%	4 6.8% 2.1%	13 13.8% 7.0%	9 16.4% 4.8%	9 10.8% 4.8%	4 8.2% 2.1%	2 5.9% 1.1%

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GC 018894

Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Market Size													
Rural & cmsa or msa under 100,000	254 17.0% 100.0%	21 7.7% 8.3%	6 11.3% 2.4%	9 7.1% 3.5%	7 7.4% 2.8%	10 10.0% 3.9%	2 3.3% 0.8%	6 10.2% 2.4%	13 13.8% 5.1%	13 23.6% 5.1%	23 27.7% 9.1%	2 4.1% 0.8%	4 11.8% 1.6%
CMSA's or MSA's													
100,000 - 499,999	226 15.1% 100.0%	29 10.6% 12.8%	7 13.2% 3.1%	17 13.5% 7.5%	9 9.6% 4.0%	12 12.0% 5.3%	12 20.0% 5.3%	6 10.2% 2.7%	12 12.8% 5.3%	11 20.0% 4.9%	12 14.5% 5.3%	4 8.2% 1.8%	6 17.6% 2.7%
500,000 - 1,999,999	317 21.2% 100.0%	55 20.1% 17.4%	6 11.3% 1.9%	27 21.4% 8.5%	19 20.2% 6.0%	16 16.0% 5.0%	17 28.3% 5.4%	13 22.0% 4.1%	19 20.2% 6.0%	8 14.5% 2.5%	17 20.5% 5.4%	13 26.5% 4.1%	5 14.7% 1.6%
2,000,000 or more	700 46.8% 100.0%	168 61.5% 24.0%	34 64.2% 4.9%	73 57.9% 10.4%	59 62.8% 8.4%	62 62.0% 8.9%	29 48.3% 4.1%	34 57.6% 4.9%	50 53.2% 7.1%	23 41.8% 3.3%	31 37.3% 4.4%	30 61.2% 4.3%	19 55.9% 2.7%

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GC 018895

Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Household Size													
1 member	318 21.2% 100.0%	58 21.2% 18.2%	12 22.6% 3.8%	25 19.8% 7.9%	19 20.2% 6.0%	20 20.0% 6.3%	11 18.3% 3.5%	9 15.3% 2.8%	18 19.1% 5.7%	12 21.8% 3.8%	26 31.3% 8.2%	8 16.3% 2.5%	3 8.8% 0.9%
2 members	464 31.0% 100.0%	99 36.3% 21.3%	19 35.8% 4.1%	38 30.2% 8.2%	31 33.0% 6.7%	28 28.0% 6.0%	19 31.7% 4.1%	16 27.1% 3.4%	37 39.4% 8.0%	11 20.0% 2.4%	23 27.7% 5.0%	16 32.7% 3.4%	10 29.4% 2.2%
3 members	279 18.6% 100.0%	47 17.2% 16.8%	9 17.0% 3.2%	22 17.5% 7.9%	16 17.0% 5.7%	22 22.0% 7.9%	10 16.7% 3.6%	10 16.9% 3.6%	18 19.1% 6.5%	19 34.5% 6.8%	15 18.1% 5.4%	8 16.3% 2.9%	10 29.4% 3.6%
4 members	268 17.9% 100.0%	50 18.3% 18.7%	10 18.9% 3.7%	26 20.6% 9.7%	22 23.4% 8.2%	17 17.0% 6.3%	14 23.3% 5.2%	17 28.8% 6.3%	13 13.8% 4.9%	5 9.1% 1.9%	10 12.0% 3.7%	12 24.5% 4.5%	4 11.8% 1.5%
5 or more members	168 11.2% 100.0%	19 7.0% 11.3%	3 5.7% 1.8%	15 11.9% 8.9%	6 6.4% 3.6%	13 13.0% 7.7%	6 10.0% 3.6%	7 11.9% 4.2%	8 8.5% 4.8%	8 14.5% 4.8%	9 10.8% 5.4%	5 10.2% 3.0%	7 20.6% 4.2%

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GC 018896

Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
HOUSEHOLD INCOME													
Under $15,000	193 12.9% 100.0%	8 2.9% 4.1%	4 7.5% 2.1%	4 3.2% 2.1%	4 4.3% 2.1%	2 2.0% 1.0%	4 6.7% 2.1%	4 6.8% 2.1%	9 9.6% 4.7%	15 27.3% 7.8%	25 30.1% 13.0%	1 2.0% 0.5%	0 0.0% 0.0%
Under $7,500	64 4.3% 100.0%	1 0.4% 1.6%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 3.1%	1 1.0% 1.6%	0 0.0% 0.0%	1 1.7% 1.6%	4 4.3% 6.3%	5 9.1% 7.8%	10 12.0% 15.6%	0 0.0% 0.0%	0 0.0% 0.0%
$7,500 - $9,999	40 2.7% 100.0%	5 1.8% 12.5%	1 1.9% 2.5%	1 0.8% 2.5%	1 1.1% 2.5%	1 1.0% 2.5%	3 5.0% 7.5%	2 3.4% 5.0%	0 0.0% 0.0%	4 7.3% 10.0%	4 4.8% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%
$10,000 - $12,499	48 3.2% 100.0%	2 0.7% 4.2%	1 1.9% 2.1%	2 1.6% 4.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 2.1%	3 3.2% 6.3%	3 5.5% 6.3%	5 6.0% 10.4%	1 2.0% 2.1%	0 0.0% 0.0%
$12,500 - $14,999	41 2.7% 100.0%	0 0.0% 0.0%	2 3.8% 4.9%	1 0.8% 2.4%	1 1.1% 2.4%	0 0.0% 0.0%	1 1.7% 2.4%	0 0.0% 0.0%	2 2.1% 4.9%	3 5.5% 7.3%	6 7.2% 14.6%	0 0.0% 0.0%	0 0.0% 0.0%
Net - $15,000 - $29,999	245 16.4% 100.0%	26 9.5% 10.6%	6 11.3% 2.4%	10 7.9% 4.1%	4 4.3% 1.6%	8 8.0% 3.3%	4 6.7% 1.6%	5 8.5% 2.0%	15 16.0% 6.1%	8 14.5% 3.3%	18 21.7% 7.3%	2 4.1% 0.8%	3 8.8% 1.2%
$15,000 - $17,499	28 1.9% 100.0%	2 0.7% 7.1%	0 0.0% 0.0%	3 2.4% 10.7%	1 1.1% 3.6%	1 1.0% 3.6%	1 1.7% 3.6%	1 1.7% 3.6%	2 2.1% 7.1%	0 0.0% 0.0%	2 2.4% 7.1%	0 0.0% 0.0%	1 2.9% 3.6%
$17,500 - $19,999	32 2.1% 100.0%	1 0.4% 3.1%	1 1.9% 3.1%	0 0.0% 0.0%	1 1.1% 3.1%	1 1.0% 3.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.8% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%
$20,000 - $22,499	45 3.0% 100.0%	4 1.5% 8.9%	0 0.0% 0.0%	1 0.8% 2.2%	0 0.0% 0.0%	1 1.0% 2.2%	1 1.7% 2.2%	2 3.4% 4.4%	4 4.3% 8.9%	2 3.6% 4.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.9% 2.2%
$22,500 - $24,999	43 2.9% 100.0%	6 2.2% 14.0%	1 1.9% 2.3%	1 0.8% 2.3%	0 0.0% 0.0%	1 1.0% 2.3%	1 1.7% 2.3%	2 3.4% 4.7%	1 1.1% 2.3%	1 1.8% 2.3%	4 4.8% 9.3%	1 2.0% 2.3%	0 0.0% 0.0%
$25,000 - $27,499	50 3.3% 100.0%	4 1.5% 8.0%	1 1.9% 2.0%	2 1.6% 4.0%	0 0.0% 0.0%	2 2.0% 4.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 5.3% 10.0%	4 7.3% 8.0%	4 4.8% 8.0%	1 2.0% 2.0%	0 0.0% 0.0%
$27,500 - $29,999	47 3.1% 100.0%	9 3.3% 19.1%	3 5.7% 6.4%	3 2.4% 6.4%	2 2.1% 4.3%	2 2.0% 4.3%	1 1.7% 2.1%	0 0.0% 0.0%	3 3.2% 6.4%	1 1.8% 2.1%	4 4.8% 8.5%	0 0.0% 0.0%	1 2.9% 2.1%
Net - $30,000 - $49,999	343 22.9% 100.0%	75 27.5% 21.9%	12 22.6% 3.5%	24 19.0% 7.0%	16 17.0% 4.7%	14 14.0% 4.1%	10 16.7% 2.9%	10 16.9% 2.9%	20 21.3% 5.8%	13 23.6% 3.8%	22 26.5% 6.4%	9 18.4% 2.6%	3 8.8% 0.9%

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Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
$30,000 - $32,499	45 3.0% 100.0%	10 3.7% 22.2%	1 1.9% 2.2%	4 3.2% 8.9%	1 1.1% 2.2%	1 1.0% 2.2%	1 1.7% 2.2%	2 3.4% 4.4%	3 3.2% 6.7%	4 7.3% 8.9%	4 4.8% 8.9%	1 2.0% 2.2%	1 2.9% 2.2%
$32,500 - $34,999	28 1.9% 100.0%	5 1.8% 17.9%	0 0.0% 0.0%	1 0.8% 3.6%	1 1.1% 3.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.4% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%
$35,000 - $37,499	55 3.7% 100.0%	16 5.9% 29.1%	2 3.8% 3.6%	4 3.2% 7.3%	2 2.1% 3.6%	4 4.0% 7.3%	2 3.3% 3.6%	1 1.7% 1.8%	7 7.4% 12.7%	1 1.8% 1.8%	2 2.4% 3.6%	4 8.2% 7.3%	0 0.0% 0.0%
$37,500 - $39,999	40 2.7% 100.0%	9 3.3% 22.5%	2 3.8% 5.0%	3 2.4% 7.5%	4 4.3% 10.0%	2 2.0% 5.0%	3 5.0% 7.5%	2 3.4% 5.0%	2 2.1% 5.0%	1 1.8% 2.5%	2 2.4% 5.0%	0 0.0% 0.0%	0 0.0% 0.0%
$40,000 - $44,999	89 5.9% 100.0%	19 7.0% 21.3%	4 7.5% 4.5%	5 4.0% 5.6%	3 3.2% 3.4%	3 3.0% 3.4%	2 3.3% 2.2%	2 3.4% 2.2%	4 4.3% 4.5%	3 5.5% 3.4%	5 6.0% 5.6%	3 6.1% 3.4%	1 2.9% 1.1%
$45,000 - $49,999	86 5.7% 100.0%	16 5.9% 18.6%	3 5.7% 3.5%	7 5.6% 8.1%	5 5.3% 5.8%	4 4.0% 4.7%	2 3.3% 2.3%	3 5.1% 3.5%	4 4.3% 4.7%	4 7.3% 4.7%	7 8.4% 8.1%	1 2.0% 1.2%	1 2.9% 1.2%
Net - $50,000 - $74,999	326 21.8% 100.0%	61 22.3% 18.7%	11 20.8% 3.4%	29 23.0% 8.9%	24 25.5% 7.4%	26 26.0% 8.0%	16 26.7% 4.9%	13 22.0% 4.0%	30 31.9% 9.2%	13 23.6% 4.0%	11 13.3% 3.4%	12 24.5% 3.7%	6 17.6% 1.8%
$50,000 - $59,999	139 9.3% 100.0%	30 11.0% 21.6%	6 11.3% 4.3%	13 10.3% 9.4%	11 11.7% 7.9%	12 12.0% 8.6%	6 10.0% 4.3%	4 6.8% 2.9%	15 16.0% 10.8%	5 9.1% 3.6%	5 6.0% 3.6%	4 8.2% 2.9%	1 2.9% 0.7%
$60,000 - $74,999	187 12.5% 100.0%	31 11.4% 16.6%	5 9.4% 2.7%	16 12.7% 8.6%	13 13.8% 7.0%	14 14.0% 7.5%	10 16.7% 5.3%	9 15.3% 4.8%	15 16.0% 8.0%	8 14.5% 4.3%	6 7.2% 3.2%	8 16.3% 4.3%	5 14.7% 2.7%
Net - $75,000 and over	390 26.1% 100.0%	103 37.7% 26.4%	20 37.7% 5.1%	59 46.8% 15.1%	46 48.9% 11.8%	50 50.0% 12.8%	26 43.3% 6.7%	27 45.8% 6.9%	20 21.3% 5.1%	6 10.9% 1.5%	7 8.4% 1.8%	25 51.0% 6.4%	22 64.7% 5.6%
$75,000 - $84,999	124 8.3% 100.0%	25 9.2% 20.2%	6 11.3% 4.8%	14 11.1% 11.3%	9 9.6% 7.3%	7 7.0% 5.6%	11 18.3% 8.9%	11 18.6% 8.9%	9 9.6% 7.3%	3 5.5% 2.4%	3 3.6% 2.4%	7 14.3% 5.6%	2 5.9% 1.6%
$85,000 - $99,999	88 5.9% 100.0%	21 7.7% 23.9%	5 9.4% 5.7%	12 9.5% 13.6%	12 12.8% 13.6%	11 11.0% 12.5%	5 8.3% 5.7%	4 6.8% 4.5%	6 6.4% 6.8%	1 1.8% 1.1%	1 1.2% 1.1%	7 14.3% 8.0%	5 14.7% 5.7%
$100,000 - $124,999	99 6.6% 100.0%	38 13.9% 38.4%	5 9.4% 5.1%	17 13.5% 17.2%	9 9.6% 9.1%	16 16.0% 16.2%	4 6.7% 4.0%	4 6.8% 4.0%	3 3.2% 3.0%	1 1.8% 1.0%	3 3.6% 3.0%	9 18.4% 9.1%	6 17.6% 6.1%

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Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
$125,000 - $149,999	34 2.3% 100.0%	5 1.8% 14.7%	2 3.8% 5.9%	7 5.6% 20.6%	6 6.4% 17.6%	4 4.0% 11.8%	1 1.7% 2.9%	2 3.4% 5.9%	1 1.1% 2.9%	1 1.8% 2.9%	0 0.0% 0.0%	0 0.0% 0.0%	3 8.8% 8.8%
$150,000 - $174,999	14 0.9% 100.0%	2 0.7% 14.3%	0 0.0% 0.0%	2 1.6% 14.3%	4 4.3% 28.6%	3 3.0% 21.4%	1 1.7% 7.1%	2 3.4% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.9% 14.3%
$175,000 and over	31 2.1% 100.0%	12 4.4% 38.7%	2 3.8% 6.5%	7 5.6% 22.6%	6 6.4% 19.4%	9 9.0% 29.0%	4 6.7% 12.9%	4 6.8% 12.9%	1 1.1% 3.2%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.1% 6.5%	4 11.8% 12.9%
Mean (In Thousands)	55.60	68.74	65.92	76.92	81.25	83.72	72.13	74.13	53.16	41.14	35.05	76.38	97.50
Std Dev	37.70	39.05	39.08	41.90	43.88	44.89	41.57	44.82	30.35	29.05	26.08	34.71	46.94
Std Err	0.974	2.364	5.368	3.732	4.526	4.489	5.367	5.836	3.130	3.917	2.863	4.959	8.051

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GC 018899

Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Marital Status													
Now married	971 64.9% 100.0%	180 65.9% 18.5%	32 60.4% 3.3%	92 73.0% 9.5%	64 68.1% 6.6%	69 69.0% 7.1%	41 68.3% 4.2%	46 78.0% 4.7%	60 63.8% 6.2%	34 61.8% 3.5%	44 53.0% 4.5%	36 73.5% 3.7%	27 79.4% 2.8%
Never married	303 20.2% 100.0%	65 23.8% 21.5%	14 26.4% 4.6%	19 15.1% 6.3%	18 19.1% 5.9%	21 21.0% 6.9%	10 16.7% 3.3%	9 15.3% 3.0%	15 16.0% 5.0%	9 16.4% 3.0%	17 20.5% 5.6%	11 22.4% 3.6%	3 8.8% 1.0%
Divorced, widowed, separated	223 14.9% 100.0%	28 10.3% 12.6%	7 13.2% 3.1%	15 11.9% 6.7%	12 12.8% 5.4%	10 10.0% 4.5%	9 15.0% 4.0%	4 6.8% 1.8%	19 20.2% 8.5%	12 21.8% 5.4%	22 26.5% 9.9%	2 4.1% 0.9%	4 11.8% 1.8%

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UNDER PROTECTIVE ORDER
GC 018900

Demographics.

Base: Total completes

Cigar Segmentation

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Home Ownership													
Own or are buying	1044 69.7% 100.0%	195 71.4% 18.7%	39 73.6% 3.7%	102 81.0% 9.8%	77 81.9% 7.4%	74 74.0% 7.1%	45 75.0% 4.3%	43 72.9% 4.1%	70 74.5% 6.7%	39 70.9% 3.7%	55 66.3% 5.3%	42 85.7% 4.0%	30 88.2% 2.9%
Rent	376 25.1% 100.0%	65 23.8% 17.3%	12 22.6% 3.2%	16 12.7% 4.3%	14 14.9% 3.7%	21 21.0% 5.6%	11 18.3% 2.9%	10 16.9% 2.7%	23 24.5% 6.1%	14 25.5% 3.7%	24 28.9% 6.4%	4 8.2% 1.1%	4 11.8% 1.1%
Live with relatives (in their home)	34 2.3% 100.0%	7 2.6% 20.6%	0 0.0% 0.0%	2 1.6% 5.9%	0 0.0% 0.0%	2 2.0% 5.9%	1 1.7% 2.9%	0 0.0% 0.0%	1 1.1% 2.9%	1 1.8% 2.9%	3 3.6% 8.8%	2 4.1% 5.9%	0 0.0% 0.0%
Other	33 2.2% 100.0%	3 1.1% 9.1%	2 3.8% 6.1%	4 3.2% 12.1%	3 3.2% 9.1%	2 2.0% 6.1%	3 5.0% 9.1%	6 10.2% 18.2%	0 0.0% 0.0%	1 1.8% 3.0%	1 1.2% 3.0%	0 0.0% 0.0%	0 0.0% 0.0%
No answer	10 0.7% 100.0%	3 1.1% 30.0%	0 0.0% 0.0%	2 1.6% 20.0%	0 0.0% 0.0%	1 1.0% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 10.0%	0 0.0% 0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018901

Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Male Education													
Grade school	10 0.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.1% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.8% 10.0%	1 1.2% 10.0%	0 0.0% 0.0%	0 0.0% 0.0%
Some high school	77 5.1% 100.0%	3 1.1% 3.9%	0 0.0% 0.0%	2 1.6% 2.6%	1 1.1% 1.3%	3 3.0% 3.9%	3 5.0% 3.9%	0 0.0% 0.0%	4 4.3% 5.2%	4 7.3% 5.2%	10 12.0% 13.0%	0 0.0% 0.0%	1 2.9% 1.3%
Graduated high school	280 18.7% 100.0%	32 11.7% 11.4%	10 18.9% 3.6%	12 9.5% 4.3%	10 10.6% 3.6%	6 6.0% 2.1%	4 6.7% 1.4%	5 8.5% 1.8%	19 20.2% 6.8%	12 21.8% 4.3%	22 26.5% 7.9%	6 12.2% 2.1%	3 8.8% 1.1%
Some college - no degree	385 25.7% 100.0%	82 30.0% 21.3%	16 30.2% 4.2%	29 23.0% 7.5%	24 25.5% 6.2%	28 28.0% 7.3%	16 26.7% 4.2%	13 22.0% 3.4%	31 33.0% 8.1%	13 23.6% 3.4%	29 34.9% 7.5%	17 34.7% 4.4%	8 23.5% 2.1%
Graduated college - associate's degree	129 8.6% 100.0%	19 7.0% 14.7%	4 7.5% 3.1%	9 7.1% 7.0%	5 5.3% 3.9%	11 11.0% 8.5%	6 10.0% 4.7%	5 8.5% 3.9%	5 5.3% 3.9%	5 9.1% 3.9%	7 8.4% 5.4%	4 8.2% 3.1%	5 14.7% 3.9%
Graduated college - bachelor's degree	334 22.3% 100.0%	91 33.3% 27.2%	13 24.5% 3.9%	41 32.5% 12.3%	25 26.6% 7.5%	33 33.0% 9.9%	13 21.7% 3.9%	14 23.7% 4.2%	22 23.4% 6.6%	8 14.5% 2.4%	4 4.8% 1.2%	15 30.6% 4.5%	9 26.5% 2.7%
Post graduate degree	209 14.0% 100.0%	41 15.0% 19.6%	9 17.0% 4.3%	26 20.6% 12.4%	24 25.5% 11.5%	17 17.0% 8.1%	14 23.3% 6.7%	19 32.2% 9.1%	13 13.8% 6.2%	4 7.3% 1.9%	4 4.8% 1.9%	7 14.3% 3.3%	7 20.6% 3.3%
No answer	14 0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.6% 14.3%	1 1.1% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 7.1%	0 0.0% 0.0%	2 3.6% 14.3%	1 1.2% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%
No male	59 3.9% 100.0%	5 1.8% 8.5%	1 1.9% 1.7%	5 4.0% 8.5%	3 3.2% 5.1%	2 2.0% 3.4%	4 6.7% 6.8%	2 3.4% 3.4%	0 0.0% 0.0%	6 10.9% 10.2%	5 6.0% 8.5%	0 0.0% 0.0%	1 2.9% 1.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018902

Demographics.

Base: Total completes

Cigar Segmentation

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Male Occupation													
Managerial, professional, executive	607 40.5% 100.0%	150 54.9% 24.7%	21 39.6% 3.5%	82 65.1% 13.5%	57 60.6% 9.4%	55 55.0% 9.1%	31 51.7% 5.1%	34 57.6% 5.6%	41 43.6% 6.8%	13 23.6% 2.1%	16 19.3% 2.6%	24 49.0% 4.0%	15 44.1% 2.5%
Technical, sales, administrative support	138 9.2% 100.0%	31 11.4% 22.5%	5 9.4% 3.6%	12 9.5% 8.7%	7 7.4% 5.1%	14 14.0% 10.1%	5 8.3% 3.6%	3 5.1% 2.2%	4 4.3% 2.9%	4 7.3% 2.9%	6 7.2% 4.3%	10 20.4% 7.2%	5 14.7% 3.6%
Service	96 6.4% 100.0%	22 8.1% 22.9%	3 5.7% 3.1%	7 5.6% 7.3%	6 6.4% 6.3%	10 10.0% 10.4%	3 5.0% 3.1%	4 6.8% 4.2%	6 6.4% 6.3%	1 1.8% 1.0%	3 3.6% 3.1%	2 4.1% 2.1%	2 5.9% 2.1%
Farming, forestry, fishing	17 1.1% 100.0%	1 0.4% 5.9%	0 0.0% 0.0%	1 0.8% 5.9%	1 1.1% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Craftsman, repairman	130 8.7% 100.0%	20 7.3% 15.4%	5 9.4% 3.8%	7 5.6% 5.4%	2 2.1% 1.5%	2 2.0% 1.5%	4 6.7% 3.1%	2 3.4% 1.5%	12 12.8% 9.2%	8 14.5% 6.2%	10 12.0% 7.7%	3 6.1% 2.3%	2 5.9% 1.5%
Operator, laborer	148 9.9% 100.0%	14 5.1% 9.5%	6 11.3% 4.1%	7 5.6% 4.7%	4 4.3% 2.7%	9 9.0% 6.1%	4 6.7% 2.7%	4 6.8% 2.7%	6 6.4% 4.1%	7 12.7% 4.7%	10 12.0% 6.8%	3 6.1% 2.0%	3 8.8% 2.0%
Retired, student, armed forces, other - no answer	302 20.2% 100.0%	30 11.0% 9.9%	12 22.6% 4.0%	5 4.0% 1.7%	14 14.9% 4.6%	8 8.0% 2.6%	9 15.0% 3.0%	10 16.9% 3.3%	25 26.6% 8.3%	16 29.1% 5.3%	33 39.8% 10.9%	7 14.3% 2.3%	6 17.6% 2.0%
No male	59 3.9% 100.0%	5 1.8% 8.5%	1 1.9% 1.7%	5 4.0% 8.5%	3 3.2% 5.1%	2 2.0% 3.4%	4 6.7% 6.8%	2 3.4% 3.4%	0 0.0% 0.0%	6 10.9% 10.2%	5 6.0% 8.5%	0 0.0% 0.0%	1 2.9% 1.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018903

Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Male Employment													
Full time	1149 76.8% 100.0%	239 87.5% 20.8%	41 77.4% 3.6%	114 90.5% 9.9%	79 84.0% 6.9%	90 90.0% 7.8%	49 81.7% 4.3%	49 83.1% 4.3%	74 78.7% 6.4%	35 63.6% 3.0%	40 48.2% 3.5%	44 89.8% 3.8%	27 79.4% 2.3%
Part time	52 3.5% 100.0%	8 2.9% 15.4%	3 5.7% 5.8%	3 2.4% 5.8%	3 3.2% 5.8%	4 4.0% 7.7%	1 1.7% 1.9%	2 3.4% 3.8%	3 3.2% 5.8%	1 1.8% 1.9%	7 8.4% 13.5%	0 0.0% 0.0%	3 8.8% 5.8%
Retired	94 6.3% 100.0%	6 2.2% 6.4%	2 3.8% 2.1%	1 0.8% 1.1%	3 3.2% 3.2%	1 1.0% 1.1%	1 1.7% 1.1%	2 3.4% 2.1%	8 8.5% 8.5%	8 14.5% 8.5%	21 25.3% 22.3%	2 4.1% 2.1%	0 0.0% 0.0%
Not employed	81 5.4% 100.0%	7 2.6% 8.6%	5 9.4% 6.2%	0 0.0% 0.0%	4 4.3% 4.9%	2 2.0% 2.5%	4 6.7% 4.9%	3 5.1% 3.7%	3 3.2% 3.7%	4 7.3% 4.9%	6 7.2% 7.4%	2 4.1% 2.5%	2 5.9% 2.5%
No answer	62 4.1% 100.0%	8 2.9% 12.9%	1 1.9% 1.6%	3 2.4% 4.8%	2 2.1% 3.2%	1 1.0% 1.6%	1 1.7% 1.6%	1 1.7% 1.6%	6 6.4% 9.7%	1 1.8% 1.6%	4 4.8% 6.5%	1 2.0% 1.6%	1 2.9% 1.6%
No male	59 3.9% 100.0%	5 1.8% 8.5%	1 1.9% 1.7%	5 4.0% 8.5%	3 3.2% 5.1%	2 2.0% 3.4%	4 6.7% 6.8%	2 3.4% 3.4%	0 0.0% 0.0%	6 10.9% 10.2%	5 6.0% 8.5%	0 0.0% 0.0%	1 2.9% 1.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018904

Demographics.

Base: Total completes

Cigar Segmentation

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Presence of Children													
Net- Children Present Under 18	570 38.1% 100.0%	95 34.8% 16.7%	17 32.1% 3.0%	50 39.7% 8.8%	33 35.1% 5.8%	40 40.0% 7.0%	20 33.3% 3.5%	29 49.2% 5.1%	30 31.9% 5.3%	21 38.2% 3.7%	23 27.7% 4.0%	20 40.8% 3.5%	17 50.0% 3.0%
Under 6	248 16.6% 100.0%	48 17.6% 19.4%	8 15.1% 3.2%	24 19.0% 9.7%	12 12.8% 4.8%	22 22.0% 8.9%	13 21.7% 5.2%	14 23.7% 5.6%	16 17.0% 6.5%	9 16.4% 3.6%	5 6.0% 2.0%	12 24.5% 4.8%	9 26.5% 3.6%
6 - 12	285 19.0% 100.0%	39 14.3% 13.7%	8 15.1% 2.8%	26 20.6% 9.1%	17 18.1% 6.0%	17 17.0% 6.0%	12 20.0% 4.2%	18 30.5% 6.3%	10 10.6% 3.5%	10 18.2% 3.5%	15 18.1% 5.3%	10 20.4% 3.5%	5 14.7% 1.8%
13 - 17	239 16.0% 100.0%	38 13.9% 15.9%	4 7.5% 1.7%	21 16.7% 8.8%	14 14.9% 5.9%	15 15.0% 6.3%	3 5.0% 1.3%	8 13.6% 3.3%	11 11.7% 4.6%	10 18.2% 4.2%	13 15.7% 5.4%	7 14.3% 2.9%	7 20.6% 2.9%
No children present under 18	927 61.9% 100.0%	178 65.2% 19.2%	36 67.9% 3.9%	76 60.3% 8.2%	61 64.9% 6.6%	60 60.0% 6.5%	40 66.7% 4.3%	30 50.8% 3.2%	64 68.1% 6.9%	34 61.8% 3.7%	60 72.3% 6.5%	29 59.2% 3.1%	17 50.0% 1.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018905

Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Race													
White	1368 91.4% 100.0%	253 92.7% 18.5%	48 90.6% 3.5%	115 91.3% 8.4%	87 92.6% 6.4%	88 88.0% 6.4%	51 85.0% 3.7%	56 94.9% 4.1%	91 96.8% 6.7%	48 87.3% 3.5%	72 86.7% 5.3%	46 93.9% 3.4%	29 85.3% 2.1%
Black/African-American	45 3.0% 100.0%	2 0.7% 4.4%	1 1.9% 2.2%	3 2.4% 6.7%	1 1.1% 2.2%	3 3.0% 6.7%	1 1.7% 2.2%	1 1.7% 2.2%	0 0.0% 0.0%	5 9.1% 11.1%	6 7.2% 13.3%	0 0.0% 0.0%	2 5.9% 4.4%
Asian or Pacific Islander	12 0.8% 100.0%	2 0.7% 16.7%	1 1.9% 8.3%	1 0.8% 8.3%	1 1.1% 8.3%	2 2.0% 16.7%	1 1.7% 8.3%	1 1.7% 8.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Native American	4 0.3% 100.0%	2 0.7% 50.0%	1 1.9% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 25.0%	1 2.0% 25.0%	0 0.0% 0.0%
Other	45 3.0% 100.0%	7 2.6% 15.6%	1 1.9% 2.2%	4 3.2% 8.9%	2 2.1% 4.4%	4 4.0% 8.9%	5 8.3% 11.1%	1 1.7% 2.2%	3 3.2% 6.7%	0 0.0% 0.0%	2 2.4% 4.4%	2 4.1% 4.4%	1 2.9% 2.2%
No answer	23 1.5% 100.0%	7 2.6% 30.4%	1 1.9% 4.3%	3 2.4% 13.0%	3 3.2% 13.0%	3 3.0% 13.0%	2 3.3% 8.7%	0 0.0% 0.0%	0 0.0% 0.0%	2 3.6% 8.7%	2 2.4% 8.7%	0 0.0% 0.0%	2 5.9% 8.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018906

Cigar Segmentation

Demographics.

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Spanish Origin													
Yes	45 3.0% 100.0%	5 1.8% 11.1%	2 3.8% 4.4%	5 4.0% 11.1%	2 2.1% 4.4%	7 7.0% 15.6%	4 6.7% 8.9%	2 3.4% 4.4%	1 1.1% 2.2%	1 1.8% 2.2%	4 4.8% 8.9%	2 4.1% 4.4%	0 0.0% 0.0%
No	1390 92.9% 100.0%	260 95.2% 18.7%	51 96.2% 3.7%	116 92.1% 8.3%	91 96.8% 6.5%	93 93.0% 6.7%	55 91.7% 4.0%	53 89.8% 3.8%	90 95.7% 6.5%	51 92.7% 3.7%	72 86.7% 5.2%	43 87.8% 3.1%	34 100.0% 2.4%
No answer	62 4.1% 100.0%	8 2.9% 12.9%	0 0.0% 0.0%	5 4.0% 8.1%	1 1.1% 1.6%	0 0.0% 0.0%	1 1.7% 1.6%	4 6.8% 6.5%	3 3.2% 4.8%	3 5.5% 4.8%	7 8.4% 11.3%	4 8.2% 6.5%	0 0.0% 0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018907

Cigar Segmentation

Segment

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
Relationship driven connoisseurs	210 14.0% 100.0%	65 23.8% 31.0%	21 39.6% 10.0%	53 42.1% 25.2%	35 37.2% 16.7%	38 38.0% 18.1%	30 50.0% 14.3%	25 42.4% 11.9%	18 19.1% 8.6%	10 18.2% 4.8%	11 13.3% 5.2%	19 38.8% 9.0%	16 47.1% 7.6%
Savvy self-reliant connoisseurs	162 10.8% 100.0%	32 11.7% 19.8%	7 13.2% 4.3%	18 14.3% 11.1%	18 19.1% 11.1%	7 7.0% 4.3%	15 25.0% 9.3%	11 18.6% 6.8%	8 8.5% 4.9%	2 3.6% 1.2%	7 8.4% 4.3%	11 22.4% 6.8%	3 8.8% 1.9%
Emerging enthusiasts	231 15.4% 100.0%	83 30.4% 35.9%	12 22.6% 5.2%	34 27.0% 14.7%	19 20.2% 8.2%	27 27.0% 11.7%	6 10.0% 2.6%	14 23.7% 6.1%	13 13.8% 5.6%	2 3.6% 0.9%	4 4.8% 1.7%	9 18.4% 3.9%	7 20.6% 3.0%
Casual enjoyers	225 15.0% 100.0%	36 13.2% 16.0%	6 11.3% 2.7%	11 8.7% 4.9%	12 12.8% 5.3%	9 9.0% 4.0%	6 10.0% 2.7%	3 5.1% 1.3%	16 17.0% 7.1%	10 18.2% 4.4%	14 16.9% 6.2%	4 8.2% 1.8%	5 14.7% 2.2%
Special occasion only	143 9.6% 100.0%	27 9.9% 18.9%	2 3.8% 1.4%	6 4.8% 4.2%	3 3.2% 2.1%	13 13.0% 9.1%	2 3.3% 1.4%	1 1.7% 0.7%	7 7.4% 4.9%	2 3.6% 1.4%	2 2.4% 1.4%	1 2.0% 0.7%	0 0.0% 0.0%
Established loyalists	129 8.6% 100.0%	4 1.5% 3.1%	0 0.0% 0.0%	2 1.6% 1.6%	1 1.1% 0.8%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.1% 2.3%	7 7.4% 5.4%	10 18.2% 7.8%	18 21.7% 14.0%	1 2.0% 0.8%	0 0.0% 0.0%
Constrained indulgence seekers	120 8.0% 100.0%	9 3.3% 7.5%	1 1.9% 0.8%	1 0.8% 0.8%	3 3.2% 2.5%	2 2.0% 1.7%	0 0.0% 0.0%	0 0.0% 0.0%	6 6.4% 5.0%	7 12.7% 5.8%	10 12.0% 8.3%	1 2.0% 0.8%	2 5.9% 1.7%
Unenthusiastic functionalists	181 12.1% 100.0%	8 2.9% 4.4%	2 3.8% 1.1%	1 0.8% 0.6%	1 1.1% 0.6%	3 3.0% 1.7%	0 0.0% 0.0%	1 1.7% 0.6%	11 11.7% 6.1%	11 20.0% 6.1%	11 13.3% 6.1%	2 4.1% 1.1%	0 0.0% 0.0%
Not classified	96 6.4% 100.0%	9 3.3% 9.4%	2 3.8% 2.1%	0 0.0% 0.0%	2 2.1% 2.1%	1 1.0% 1.0%	1 1.7% 1.0%	1 1.7% 1.0%	8 8.5% 8.3%	1 1.8% 1.0%	6 7.2% 6.3%	1 2.0% 1.0%	1 2.9% 1.0%

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Banner A

Base: Total completes

Cigar Segmentation

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
TOTAL REP	1229 100.0% 100.0%	191 100.0% 15.5%	33 100.0% 2.7%	75 100.0% 6.1%	54 100.0% 4.4%	62 100.0% 5.0%	34 100.0% 2.8%	36 100.0% 2.9%	79 100.0% 6.4%	49 100.0% 4.0%	63 100.0% 5.1%	33 100.0% 2.7%	17 100.0% 1.4%
TOTAL CLASIF	1148 93.4% 100.0%	184 96.3% 16.0%	31 93.9% 2.7%	75 100.0% 6.5%	53 98.1% 4.6%	61 98.4% 5.3%	34 100.0% 3.0%	35 97.2% 3.0%	71 89.9% 6.2%	48 98.0% 4.2%	60 95.2% 5.2%	32 97.0% 2.8%	16 94.1% 1.4%
RELATIONSHIP DRIVEN CONNOISSEURS	139 11.3% 100.0%	39 20.4% 28.1%	10 30.3% 7.2%	29 38.7% 20.9%	16 29.6% 11.5%	22 35.5% 15.8%	17 50.0% 12.2%	15 41.7% 10.8%	14 17.7% 10.1%	7 14.3% 5.0%	7 11.1% 5.0%	13 39.4% 9.4%	6 35.3% 4.3%
SAVVY SELF-RELIANT CONNOISSEURS	124 10.1% 100.0%	20 10.5% 16.1%	5 15.2% 4.0%	11 14.7% 8.9%	11 20.4% 8.9%	4 6.5% 3.2%	8 23.5% 6.5%	6 16.7% 4.8%	5 6.3% 4.0%	2 4.1% 1.6%	6 9.5% 4.8%	8 24.2% 6.5%	2 11.8% 1.6%
EMERGING ENTHUSIASTS	168 13.7% 100.0%	57 29.8% 33.9%	6 18.2% 3.6%	20 26.7% 11.9%	12 22.2% 7.1%	16 25.8% 9.5%	3 8.8% 1.8%	7 19.4% 4.2%	9 11.4% 5.4%	2 4.1% 1.2%	3 4.8% 1.8%	3 9.1% 1.8%	4 23.5% 2.4%
CASUAL ENJOYERS	188 15.3% 100.0%	26 13.6% 13.8%	5 15.2% 2.7%	8 10.7% 4.3%	9 16.7% 4.8%	6 9.7% 3.2%	5 14.7% 2.7%	2 5.6% 1.1%	15 19.0% 8.0%	9 18.4% 4.8%	10 15.9% 5.3%	3 9.1% 1.6%	4 23.5% 2.1%
SPECIAL OCCASION ONLY	136 11.1% 100.0%	24 12.6% 17.6%	2 6.1% 1.5%	5 6.7% 3.7%	3 5.6% 2.2%	11 17.7% 8.1%	1 2.9% 0.7%	1 2.8% 0.7%	7 8.9% 5.1%	2 4.1% 1.5%	2 3.2% 1.5%	1 3.0% 0.7%	0 0.0% 0.0%
ESTABLISHED LOYALISTS	116 9.4% 100.0%	3 1.6% 2.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 8.3% 2.6%	6 7.6% 5.2%	9 18.4% 7.8%	13 20.6% 11.2%	1 3.0% 0.9%	0 0.0% 0.0%
CONSTRAINED INDULGENCE SEEKERS	105 8.5% 100.0%	8 4.2% 7.6%	1 3.0% 1.0%	1 1.3% 1.0%	1 1.9% 1.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	6 7.6% 5.7%	6 12.2% 5.7%	10 15.9% 9.5%	1 3.0% 1.0%	0 0.0% 0.0%
UNENTHUSIASTIC FUNCTIONALISTS	172 14.0% 100.0%	7 3.7% 4.1%	2 6.1% 1.2%	1 1.3% 0.6%	1 1.9% 0.6%	2 3.2% 1.2%	0 0.0% 0.0%	1 2.8% 0.6%	9 11.4% 5.2%	11 22.4% 6.4%	9 14.3% 5.2%	2 6.1% 1.2%	0 0.0% 0.0%
ONE YR OR LESS	92 7.5% 100.0%	8 4.2% 8.7%	2 6.1% 2.2%	6 8.0% 6.5%	3 5.6% 3.3%	4 6.5% 4.3%	0 0.0% 0.0%	1 2.8% 1.1%	4 5.1% 4.3%	3 6.1% 3.3%	4 6.3% 4.3%	1 3.0% 1.1%	1 5.9% 1.1%
2-6 YEARS	388 31.6% 100.0%	79 41.4% 20.4%	11 33.3% 2.8%	24 32.0% 6.2%	25 46.3% 6.4%	25 40.3% 6.4%	11 32.4% 2.8%	13 36.1% 3.4%	23 29.1% 5.9%	14 28.6% 3.6%	10 15.9% 2.6%	12 36.4% 3.1%	5 29.4% 1.3%
7-11 YEARS	218 17.7% 100.0%	34 17.8% 15.6%	9 27.3% 4.1%	14 18.7% 6.4%	7 13.0% 3.2%	11 17.7% 5.0%	5 14.7% 2.3%	5 13.9% 2.3%	12 15.2% 5.5%	10 20.4% 4.6%	13 20.6% 6.0%	9 27.3% 4.1%	4 23.5% 1.8%
12-20 YEARS	247 20.1% 100.0%	37 19.4% 15.0%	7 21.2% 2.8%	18 24.0% 7.3%	7 13.0% 2.8%	11 17.7% 4.5%	7 20.6% 2.8%	7 19.4% 2.8%	20 25.3% 8.1%	14 28.6% 5.7%	14 22.2% 5.7%	8 24.2% 3.2%	4 23.5% 1.6%

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Cigar Segmentation

Banner A

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
TOTAL REP	1229	191	33	75	54	62	34	36	79	49	63	33	17
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	15.5%	2.7%	6.1%	4.4%	5.0%	2.8%	2.9%	6.4%	4.0%	5.1%	2.7%	1.4%
21+ YEARS	271	32	4	13	12	10	11	9	20	8	21	3	3
	22.1%	16.8%	12.1%	17.3%	22.2%	16.1%	32.4%	25.0%	25.3%	16.3%	33.3%	9.1%	17.6%
	100.0%	11.8%	1.5%	4.8%	4.4%	3.7%	4.1%	3.3%	7.4%	3.0%	7.7%	1.1%	1.1%
MILD	474	60	9	11	10	13	5	6	26	27	19	13	3
	38.6%	31.4%	27.3%	14.7%	18.5%	21.0%	14.7%	16.7%	32.9%	55.1%	30.2%	39.4%	17.6%
	100.0%	12.7%	1.9%	2.3%	2.1%	2.7%	1.1%	1.3%	5.5%	5.7%	4.0%	2.7%	0.6%
MEDIUM	638	116	19	48	34	35	21	21	49	22	39	19	7
	51.9%	60.7%	57.6%	64.0%	63.0%	56.5%	61.8%	58.3%	62.0%	44.9%	61.9%	57.6%	41.2%
	100.0%	18.2%	3.0%	7.5%	5.3%	5.5%	3.3%	3.3%	7.7%	3.4%	6.1%	3.0%	1.1%
STRONG	99	15	4	16	10	13	8	8	3	0	3	1	7
	8.1%	7.9%	12.1%	21.3%	18.5%	21.0%	23.5%	22.2%	3.8%	0.0%	4.8%	3.0%	41.2%
	100.0%	15.2%	4.0%	16.2%	10.1%	13.1%	8.1%	8.1%	3.0%	0.0%	3.0%	1.0%	7.1%
KNOWLEDGABLE SMOKERS	130	24	8	27	14	13	13	13	5	2	7	11	4
	10.6%	12.6%	24.2%	36.0%	25.9%	21.0%	38.2%	36.1%	6.3%	4.1%	11.1%	33.3%	23.5%
	100.0%	18.5%	6.2%	20.8%	10.8%	10.0%	10.0%	10.0%	3.8%	1.5%	5.4%	8.5%	3.1%
NOT KNOWLEDGEABLE SMOKRS	468	46	5	9	4	13	4	2	28	22	22	2	1
	38.1%	24.1%	15.2%	12.0%	7.4%	21.0%	11.8%	5.6%	35.4%	44.9%	34.9%	6.1%	5.9%
	100.0%	9.8%	1.1%	1.9%	0.9%	2.8%	0.9%	0.4%	6.0%	4.7%	4.7%	0.4%	0.2%

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Cigar Segmentation

Banner B

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
TOTAL	1229 100.0% 100.0%	191 100.0% 15.5%	33 100.0% 2.7%	75 100.0% 6.1%	54 100.0% 4.4%	62 100.0% 5.0%	34 100.0% 2.8%	36 100.0% 2.9%	79 100.0% 6.4%	49 100.0% 4.0%	63 100.0% 5.1%	33 100.0% 2.7%	17 100.0% 1.4%
Premium vs. Mass smoking habits													
REG PREMIUM	456 37.1% 100.0%	177 92.7% 38.8%	29 87.9% 6.4%	75 100.0% 16.4%	53 98.1% 11.6%	56 90.3% 12.3%	34 100.0% 7.5%	34 94.4% 7.5%	32 40.5% 7.0%	8 16.3% 1.8%	12 19.0% 2.6%	30 90.9% 6.6%	14 82.4% 3.1%
REG MASS	583 47.4% 100.0%	48 25.1% 8.2%	15 45.5% 2.6%	21 28.0% 3.6%	18 33.3% 3.1%	14 22.6% 2.4%	13 38.2% 2.2%	8 22.2% 1.4%	72 91.1% 12.3%	44 89.8% 7.5%	62 98.4% 10.6%	9 27.3% 1.5%	3 17.6% 0.5%
REG DUAL	140 11.4% 100.0%	47 24.6% 33.6%	14 42.4% 10.0%	21 28.0% 15.0%	18 33.3% 12.9%	14 22.6% 10.0%	13 38.2% 9.3%	8 22.2% 5.7%	32 40.5% 22.9%	8 16.3% 5.7%	12 19.0% 8.6%	8 24.2% 5.7%	2 11.8% 1.4%
PREMIUM ONLY	316 25.7% 100.0%	130 68.1% 41.1%	15 45.5% 4.7%	54 72.0% 17.1%	35 64.8% 11.1%	42 67.7% 13.3%	21 61.8% 6.6%	26 72.2% 8.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	22 66.7% 7.0%	12 70.6% 3.8%
MASS ONLY	443 36.0% 100.0%	1 0.5% 0.2%	1 3.0% 0.2%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	40 50.6% 9.0%	36 73.5% 8.1%	50 79.4% 11.3%	1 3.0% 0.2%	1 5.9% 0.2%
Premium vs. Mass smoking habits - Dual smokers													
MOSTLY PREMIUM	59 4.8% 100.0%	21 11.0% 35.6%	9 27.3% 15.3%	15 20.0% 25.4%	12 22.2% 20.3%	8 12.9% 13.6%	8 23.5% 13.6%	4 11.1% 6.8%	10 12.7% 16.9%	3 6.1% 5.1%	1 1.6% 1.7%	4 12.1% 6.8%	2 11.8% 3.4%
MOSTLY MASS	50 4.1% 100.0%	17 8.9% 34.0%	2 6.1% 4.0%	4 5.3% 8.0%	3 5.6% 6.0%	3 4.8% 6.0%	2 5.9% 4.0%	1 2.8% 2.0%	15 19.0% 30.0%	5 10.2% 10.0%	10 15.9% 20.0%	3 9.1% 6.0%	0 0.0% 0.0%
Premium users													
HEAVY (45+)	86 7.0% 100.0%	29 15.2% 33.7%	9 27.3% 10.5%	19 25.3% 22.1%	17 31.5% 19.8%	17 27.4% 19.8%	12 35.3% 14.0%	10 27.8% 11.6%	5 6.3% 5.8%	1 2.0% 1.2%	1 1.6% 1.2%	21 63.6% 24.4%	10 58.8% 11.6%
MEDIUM (7-44)	167 13.6% 100.0%	54 28.3% 32.3%	14 42.4% 8.4%	29 38.7% 17.4%	19 35.2% 11.4%	19 30.6% 11.4%	13 38.2% 7.8%	15 41.7% 9.0%	15 19.0% 9.0%	6 12.2% 3.6%	4 6.3% 2.4%	12 36.4% 7.2%	7 41.2% 4.2%
LIGHT (1-6)	183 14.9% 100.0%	66 34.6% 36.1%	6 18.2% 3.3%	13 17.3% 7.1%	9 16.7% 4.9%	14 22.6% 7.7%	2 5.9% 1.1%	2 5.6% 1.1%	12 15.2% 6.6%	4 8.2% 2.2%	7 11.1% 3.8%	0 0.0% 0.0%	0 0.0% 0.0%
Mass users													
HEAVY (90+)	108 8.8% 100.0%	4 2.1% 3.7%	1 3.0% 0.9%	1 1.3% 0.9%	2 3.7% 1.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	10 12.7% 9.3%	10 20.4% 9.3%	13 20.6% 12.0%	3 9.1% 2.8%	1 5.9% 0.9%

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Cigar Segmentation

Banner B

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
TOTAL	1229 100.0% 100.0%	191 100.0% 15.5%	33 100.0% 2.7%	75 100.0% 6.1%	54 100.0% 4.4%	62 100.0% 5.0%	34 100.0% 2.8%	36 100.0% 2.9%	79 100.0% 6.4%	49 100.0% 4.0%	63 100.0% 5.1%	33 100.0% 2.7%	17 100.0% 1.4%
MEDIUM (11-89)	217 17.7% 100.0%	21 11.0% 9.7%	7 21.2% 3.2%	11 14.7% 5.1%	7 13.0% 3.2%	5 8.1% 2.3%	6 17.6% 2.8%	2 5.6% 0.9%	28 35.4% 12.9%	22 44.9% 10.1%	26 41.3% 12.0%	9 27.3% 4.1%	2 11.8% 0.9%
LIGHT (1-10)	191 15.5% 100.0%	18 9.4% 9.4%	4 12.1% 2.1%	7 9.3% 3.7%	7 13.0% 3.7%	3 4.8% 1.6%	4 11.8% 2.1%	9 25.0% 4.7%	20 25.3% 10.5%	9 18.4% 4.7%	8 12.7% 4.2%	0 0.0% 0.0%	1 5.9% 0.5%
HEAVY CIGAR SMOKERS WEEKLY (7+)	251 20.4% 100.0%	26 13.6% 10.4%	9 27.3% 3.6%	16 21.3% 6.4%	15 27.8% 6.0%	11 17.7% 4.4%	14 41.2% 5.6%	10 27.8% 4.0%	17 21.5% 6.8%	16 32.7% 6.4%	26 41.3% 10.4%	12 36.4% 4.8%	3 17.6% 1.2%
HEAVY SPENDER WEEKLY ($20+)	193 15.7% 100.0%	40 20.9% 20.7%	14 42.4% 7.3%	27 36.0% 14.0%	18 33.3% 9.3%	20 32.3% 10.4%	14 41.2% 7.3%	10 27.8% 5.2%	14 17.7% 7.3%	7 14.3% 3.6%	13 20.6% 6.7%	19 57.6% 9.8%	7 41.2% 3.6%
HEAVY SPENDER PER CIGAR ($7+)	223 18.1% 100.0%	71 37.2% 31.8%	12 36.4% 5.4%	27 36.0% 12.1%	11 20.4% 4.9%	34 54.8% 15.2%	3 8.8% 1.3%	6 16.7% 2.7%	6 7.6% 2.7%	4 8.2% 1.8%	2 3.2% 0.9%	10 30.3% 4.5%	10 58.8% 4.5%
Source buy from most often													
MASS CHANEL	380 30.9% 100.0%	19 9.9% 5.0%	3 9.1% 0.8%	5 6.7% 1.3%	3 5.6% 0.8%	2 3.2% 0.5%	3 8.8% 0.8%	1 2.8% 0.3%	36 45.6% 9.5%	22 44.9% 5.8%	31 49.2% 8.2%	3 9.1% 0.8%	0 0.0% 0.0%
TOBACCONIST	451 36.7% 100.0%	114 59.7% 25.3%	21 63.6% 4.7%	52 69.3% 11.5%	27 50.0% 6.0%	36 58.1% 8.0%	21 61.8% 4.7%	19 52.8% 4.2%	21 26.6% 4.7%	19 38.8% 4.2%	16 25.4% 3.5%	21 63.6% 4.7%	11 64.7% 2.4%
ON PREMISE	44 3.6% 100.0%	9 4.7% 20.5%	0 0.0% 0.0%	2 2.7% 4.5%	1 1.9% 2.3%	5 8.1% 11.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.3% 2.3%	1 2.0% 2.3%	3 4.8% 6.8%	0 0.0% 0.0%	1 5.9% 2.3%
MAIL ORDER/CATALOG/ INTERNET	109 8.9% 100.0%	18 9.4% 16.5%	5 15.2% 4.6%	10 13.3% 9.2%	10 18.5% 9.2%	4 6.5% 3.7%	4 11.8% 3.7%	9 25.0% 8.3%	5 6.3% 4.6%	2 4.1% 1.8%	1 1.6% 0.9%	5 15.2% 4.6%	2 11.8% 1.8%

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Cigar Segmentation

Banner C

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
TOTAL	1497 100.0% 100.0%	273 100.0% 18.2%	53 100.0% 3.5%	126 100.0% 8.4%	94 100.0% 6.3%	100 100.0% 6.7%	60 100.0% 4.0%	59 100.0% 3.9%	94 100.0% 6.3%	55 100.0% 3.7%	83 100.0% 5.5%	49 100.0% 3.3%	34 100.0% 2.3%
General Cigar Regular/most often users													
MACANUDO	273 18.2% 100.0%	273 100.0% 100.0%	37 69.8% 13.6%	64 50.8% 23.4%	36 38.3% 13.2%	40 40.0% 14.7%	20 33.3% 7.3%	14 23.7% 5.1%	22 23.4% 8.1%	5 9.1% 1.8%	4 4.8% 1.5%	46 93.9% 16.8%	8 23.5% 2.9%
MACANUDO VINTAGE (+PP3M)	53 3.5% 100.0%	37 13.6% 69.8%	53 100.0% 100.0%	13 10.3% 24.5%	15 16.0% 28.3%	10 10.0% 18.9%	7 11.7% 13.2%	6 10.2% 11.3%	8 8.5% 15.1%	2 3.6% 3.8%	1 1.2% 1.9%	12 24.5% 22.6%	5 14.7% 9.4%
PARTAGAS	126 8.4% 100.0%	64 23.4% 50.8%	13 24.5% 10.3%	126 100.0% 100.0%	27 28.7% 21.4%	31 31.0% 24.6%	24 40.0% 19.0%	18 30.5% 14.3%	6 6.4% 4.8%	2 3.6% 1.6%	1 1.2% 0.8%	15 30.6% 11.9%	6 17.6% 4.8%
PUNCH	94 6.3% 100.0%	36 13.2% 38.3%	15 28.3% 16.0%	27 21.4% 28.7%	94 100.0% 100.0%	21 21.0% 22.3%	19 31.7% 20.2%	17 28.8% 18.1%	3 3.2% 3.2%	1 1.8% 1.1%	1 1.2% 1.1%	7 14.3% 7.4%	7 20.6% 7.4%
COHIBA	100 6.7% 100.0%	40 14.7% 40.0%	10 18.9% 10.0%	31 24.6% 31.0%	21 22.3% 21.0%	100 100.0% 100.0%	15 25.0% 15.0%	14 23.7% 14.0%	6 6.4% 6.0%	3 5.5% 3.0%	2 2.4% 2.0%	7 14.3% 7.0%	28 82.4% 28.0%
HOYO DE MONTERREY	60 4.0% 100.0%	20 7.3% 33.3%	7 13.2% 11.7%	24 19.0% 40.0%	19 20.2% 31.7%	15 15.0% 25.0%	60 100.0% 100.0%	18 30.5% 30.0%	2 2.1% 3.3%	1 1.8% 1.7%	1 1.2% 1.7%	3 6.1% 5.0%	5 14.7% 8.3%
HOYO DE MONT. EXCAL (+PP3M)	59 3.9% 100.0%	14 5.1% 23.7%	6 11.3% 10.2%	18 14.3% 30.5%	17 18.1% 28.8%	14 14.0% 23.7%	18 30.0% 30.5%	59 100.0% 100.0%	2 2.1% 3.4%	1 1.8% 1.7%	0 0.0% 0.0%	3 6.1% 5.1%	5 14.7% 8.5%
GARCIA Y VEGA	94 6.3% 100.0%	22 8.1% 23.4%	8 15.1% 8.5%	6 4.8% 6.4%	3 3.2% 3.2%	6 6.0% 6.4%	2 3.3% 2.1%	2 3.4% 2.1%	94 100.0% 100.0%	6 10.9% 6.4%	4 4.8% 4.3%	7 14.3% 7.4%	2 5.9% 2.1%
TIPARILLO	55 3.7% 100.0%	5 1.8% 9.1%	2 3.8% 3.6%	2 1.6% 3.6%	1 1.1% 1.8%	3 3.0% 5.5%	1 1.7% 1.8%	1 1.7% 1.8%	6 6.4% 10.9%	55 100.0% 100.0%	13 15.7% 23.6%	2 4.1% 3.6%	2 5.9% 3.6%
WHITE OWL	83 5.5% 100.0%	4 1.5% 4.8%	1 1.9% 1.2%	1 0.8% 1.2%	1 1.1% 1.2%	2 2.0% 2.4%	1 1.7% 1.2%	0 0.0% 0.0%	4 4.3% 4.8%	13 23.6% 15.7%	83 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%
General Cigar Heavy users													
MACANUDO	49 3.3% 100.0%	46 16.8% 93.9%	12 22.6% 24.5%	15 11.9% 30.6%	7 7.4% 14.3%	7 7.0% 14.3%	3 5.0% 6.1%	3 5.1% 6.1%	7 7.4% 14.3%	2 3.6% 4.1%	0 0.0% 0.0%	49 100.0% 100.0%	3 8.8% 6.1%
COHIBA	34 2.3% 100.0%	8 2.9% 23.5%	5 9.4% 14.7%	6 4.8% 17.6%	7 7.4% 20.6%	28 28.0% 82.4%	5 8.3% 14.7%	5 8.5% 14.7%	2 2.1% 5.9%	2 3.6% 5.9%	0 0.0% 0.0%	3 6.1% 8.8%	34 100.0% 100.0%

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Cigar Segmentation

Banner D

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
TOTAL REP AND OVERQUOTA	1497	273	53	126	94	100	60	59	94	55	83	49	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.2%	3.5%	8.4%	6.3%	6.7%	4.0%	3.9%	6.3%	3.7%	5.5%	3.3%	2.3%
Rep & overquota - Smoke competitors reg/most often													
DAVIDOFF (+PP3M)	62	26	6	20	11	17	10	13	1	1	0	5	5
	4.1%	9.5%	11.3%	15.9%	11.7%	17.0%	16.7%	22.0%	1.1%	1.8%	0.0%	10.2%	14.7%
	100.0%	41.9%	9.7%	32.3%	17.7%	27.4%	16.1%	21.0%	1.6%	1.6%	0.0%	8.1%	8.1%
DON DIEGO	77	33	9	17	10	11	9	6	13	4	3	7	4
	5.1%	12.1%	17.0%	13.5%	10.6%	11.0%	15.0%	10.2%	13.8%	7.3%	3.6%	14.3%	11.8%
	100.0%	42.9%	11.7%	22.1%	13.0%	14.3%	11.7%	7.8%	16.9%	5.2%	3.9%	9.1%	5.2%
FUENTE/ARTURO FUENTE	138	53	16	45	31	30	36	23	4	2	2	9	10
	9.2%	19.4%	30.2%	35.7%	33.0%	30.0%	60.0%	39.0%	4.3%	3.6%	2.4%	18.4%	29.4%
	100.0%	38.4%	11.6%	32.6%	22.5%	21.7%	26.1%	16.7%	2.9%	1.4%	1.4%	6.5%	7.2%
H. UPMANN	126	58	11	40	27	28	22	14	5	1	1	10	8
	8.4%	21.2%	20.8%	31.7%	28.7%	28.0%	36.7%	23.7%	5.3%	1.8%	1.2%	20.4%	23.5%
	100.0%	46.0%	8.7%	31.7%	21.4%	22.2%	17.5%	11.1%	4.0%	0.8%	0.8%	7.9%	6.3%
MONTECRISTO	72	34	14	27	12	23	19	9	8	3	1	5	11
	4.8%	12.5%	26.4%	21.4%	12.8%	23.0%	31.7%	15.3%	8.5%	5.5%	1.2%	10.2%	32.4%
	100.0%	47.2%	19.4%	37.5%	16.7%	31.9%	26.4%	12.5%	11.1%	4.2%	1.4%	6.9%	15.3%
TE AMO	66	23	8	15	17	9	12	11	5	1	2	6	1
	4.4%	8.4%	15.1%	11.9%	18.1%	9.0%	20.0%	18.6%	5.3%	1.8%	2.4%	12.2%	2.9%
	100.0%	34.8%	12.1%	22.7%	25.8%	13.6%	18.2%	16.7%	7.6%	1.5%	3.0%	9.1%	1.5%
SWISHER SWEETS	260	11	1	5	5	4	4	1	16	24	22	3	1
	17.4%	4.0%	1.9%	4.0%	5.3%	4.0%	6.7%	1.7%	17.0%	43.6%	26.5%	6.1%	2.9%
	100.0%	4.2%	0.4%	1.9%	1.9%	1.5%	1.5%	0.4%	6.2%	9.2%	8.5%	1.2%	0.4%
HAV-A-TAMPA	75	4	2	1	0	2	0	0	7	14	16	3	1
	5.0%	1.5%	3.8%	0.8%	0.0%	2.0%	0.0%	0.0%	7.4%	25.5%	19.3%	6.1%	2.9%
	100.0%	5.3%	2.7%	1.3%	0.0%	2.7%	0.0%	0.0%	9.3%	18.7%	21.3%	4.0%	1.3%
PHILLIES	61	5	1	0	1	2	0	0	7	8	22	1	1
	4.1%	1.8%	1.9%	0.0%	1.1%	2.0%	0.0%	0.0%	7.4%	14.5%	26.5%	2.0%	2.9%
	100.0%	8.2%	1.6%	0.0%	1.6%	3.3%	0.0%	0.0%	11.5%	13.1%	36.1%	1.6%	1.6%
DUTCH MASTER	121	6	1	2	3	2	0	0	11	20	32	2	0
	8.1%	2.2%	1.9%	1.6%	3.2%	2.0%	0.0%	0.0%	11.7%	36.4%	38.6%	4.1%	0.0%
	100.0%	5.0%	0.8%	1.7%	2.5%	1.7%	0.0%	0.0%	9.1%	16.5%	26.4%	1.7%	0.0%
EL PRODUCTO	57	3	2	2	4	1	1	1	3	10	21	2	1
	3.8%	1.1%	3.8%	1.6%	4.3%	1.0%	1.7%	1.7%	3.2%	18.2%	25.3%	4.1%	2.9%
	100.0%	5.3%	3.5%	3.5%	7.0%	1.8%	1.8%	1.8%	5.3%	17.5%	36.8%	3.5%	1.8%
Total Rep Only	1229	191	33	75	54	62	34	36	79	49	63	33	17
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	15.5%	2.7%	6.1%	4.4%	5.0%	2.8%	2.9%	6.4%	4.0%	5.1%	2.7%	1.4%

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Cigar Segmentation

Banner D

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total Rep Only	1229 100.0% 100.0%	191 100.0% 15.5%	33 100.0% 2.7%	75 100.0% 6.1%	54 100.0% 4.4%	62 100.0% 5.0%	34 100.0% 2.8%	36 100.0% 2.9%	79 100.0% 6.4%	49 100.0% 4.0%	63 100.0% 5.1%	33 100.0% 2.7%	17 100.0% 1.4%
Rep only - Catalog purchasers													
JR TOBACCO	78 6.3% 100.0%	19 9.9% 24.4%	6 18.2% 7.7%	14 18.7% 17.9%	11 20.4% 14.1%	13 21.0% 16.7%	8 23.5% 10.3%	7 19.4% 9.0%	5 6.3% 6.4%	4 8.2% 5.1%	10 15.9% 12.8%	7 21.2% 9.0%	4 23.5% 5.1%
THOMPSON	132 10.7% 100.0%	26 13.6% 19.7%	6 18.2% 4.5%	17 22.7% 12.9%	15 27.8% 11.4%	14 22.6% 10.6%	11 32.4% 8.3%	9 25.0% 6.8%	14 17.7% 10.6%	2 4.1% 1.5%	4 6.3% 3.0%	8 24.2% 6.1%	5 29.4% 3.8%
Rep only - Where find info													
CIGAR AFICIONADO	174 14.2% 100.0%	56 29.3% 32.2%	12 36.4% 6.9%	39 52.0% 22.4%	21 38.9% 12.1%	31 50.0% 17.8%	18 52.9% 10.3%	16 44.4% 9.2%	6 7.6% 3.4%	2 4.1% 1.1%	2 3.2% 1.1%	15 45.5% 8.6%	8 47.1% 4.6%
CIGAR CATALOGS	257 20.9% 100.0%	43 22.5% 16.7%	10 30.3% 3.9%	27 36.0% 10.5%	25 46.3% 9.7%	18 29.0% 7.0%	16 47.1% 6.2%	17 47.2% 6.6%	19 24.1% 7.4%	10 20.4% 3.9%	16 25.4% 6.2%	13 39.4% 5.1%	5 29.4% 1.9%
Rep only													
FREQ SMOKER AT BAR/REST	195 15.9% 100.0%	33 17.3% 16.9%	9 27.3% 4.6%	24 32.0% 12.3%	13 24.1% 6.7%	19 30.6% 9.7%	10 29.4% 5.1%	12 33.3% 6.2%	18 22.8% 9.2%	14 28.6% 7.2%	18 28.6% 9.2%	13 39.4% 6.7%	9 52.9% 4.6%
Rep only - Key Cities													
CHICAGO	48 3.9% 100.0%	8 4.2% 16.7%	0 0.0% 0.0%	2 2.7% 4.2%	6 11.1% 12.5%	3 4.8% 6.3%	1 2.9% 2.1%	1 2.8% 2.1%	3 3.8% 6.3%	1 2.0% 2.1%	2 3.2% 4.2%	1 3.0% 2.1%	1 5.9% 2.1%
L.A.	18 1.5% 100.0%	4 2.1% 22.2%	1 3.0% 5.6%	2 2.7% 11.1%	0 0.0% 0.0%	4 6.5% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.5% 11.1%	4 8.2% 22.2%	0 0.0% 0.0%	1 3.0% 5.6%	1 5.9% 5.6%
N.Y.	23 1.9% 100.0%	4 2.1% 17.4%	1 3.0% 4.3%	4 5.3% 17.4%	1 1.9% 4.3%	1 1.6% 4.3%	1 2.9% 4.3%	1 2.8% 4.3%	1 1.3% 4.3%	0 0.0% 0.0%	2 3.2% 8.7%	1 3.0% 4.3%	1 5.9% 4.3%
D.C.	17 1.4% 100.0%	2 1.0% 11.8%	1 3.0% 5.9%	1 1.3% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.8% 5.9%	2 2.5% 11.8%	1 2.0% 5.9%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%

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Cigar Segmentation

Banner E

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1229 100.0% 100.0%	191 100.0% 15.5%	33 100.0% 2.7%	75 100.0% 6.1%	54 100.0% 4.4%	62 100.0% 5.0%	34 100.0% 2.8%	36 100.0% 2.9%	79 100.0% 6.4%	49 100.0% 4.0%	63 100.0% 5.1%	33 100.0% 2.7%	17 100.0% 1.4%
Respondent age													
21-24	51 4.1% 100.0%	9 4.7% 17.6%	1 3.0% 2.0%	2 2.7% 3.9%	2 3.7% 3.9%	2 3.2% 3.9%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.8% 5.9%	5 10.2% 9.8%	1 1.6% 2.0%	3 9.1% 5.9%	1 5.9% 2.0%
25-34	339 27.6% 100.0%	68 35.6% 20.1%	14 42.4% 4.1%	21 28.0% 6.2%	16 29.6% 4.7%	15 24.2% 4.4%	14 41.2% 4.1%	10 27.8% 2.9%	15 19.0% 4.4%	7 14.3% 2.1%	10 15.9% 2.9%	8 24.2% 2.4%	2 11.8% 0.6%
35-44	368 29.9% 100.0%	60 31.4% 16.3%	9 27.3% 2.4%	24 32.0% 6.5%	12 22.2% 3.3%	22 35.5% 6.0%	8 23.5% 2.2%	13 36.1% 3.5%	20 25.3% 5.4%	12 24.5% 3.3%	15 23.8% 4.1%	13 39.4% 3.5%	6 35.3% 1.6%
45-54	309 25.1% 100.0%	39 20.4% 12.6%	6 18.2% 1.9%	23 30.7% 7.4%	15 27.8% 4.9%	16 25.8% 5.2%	8 23.5% 2.6%	10 27.8% 3.2%	25 31.6% 8.1%	16 32.7% 5.2%	20 31.7% 6.5%	8 24.2% 2.6%	7 41.2% 2.3%
55-65	162 13.2% 100.0%	15 7.9% 9.3%	3 9.1% 1.9%	5 6.7% 3.1%	9 16.7% 5.6%	7 11.3% 4.3%	4 11.8% 2.5%	3 8.3% 1.9%	16 20.3% 9.9%	9 18.4% 5.6%	17 27.0% 10.5%	1 3.0% 0.6%	1 5.9% 0.6%
NET 30-54	876 71.3% 100.0%	141 73.8% 16.1%	23 69.7% 2.6%	64 85.3% 7.3%	35 64.8% 4.0%	45 72.6% 5.1%	25 73.5% 2.9%	30 83.3% 3.4%	53 67.1% 6.1%	34 69.4% 3.9%	41 65.1% 4.7%	26 78.8% 3.0%	14 82.4% 1.6%
Household income													
$50K-74.9K	262 21.3% 100.0%	43 22.5% 16.4%	7 21.2% 2.7%	16 21.3% 6.1%	16 29.6% 6.1%	18 29.0% 6.9%	11 32.4% 4.2%	8 22.2% 3.1%	25 31.6% 9.5%	10 20.4% 3.8%	7 11.1% 2.7%	8 24.2% 3.1%	4 23.5% 1.5%
$75-99.9K	163 13.3% 100.0%	34 17.8% 20.9%	8 24.2% 4.9%	16 21.3% 9.8%	12 22.2% 7.4%	11 17.7% 6.7%	9 26.5% 5.5%	11 30.6% 6.7%	11 13.9% 6.7%	4 8.2% 2.5%	2 3.2% 1.2%	10 30.3% 6.1%	2 11.8% 1.2%
NET $75K+	285 23.2% 100.0%	67 35.1% 23.5%	12 36.4% 4.2%	32 42.7% 11.2%	25 46.3% 8.8%	31 50.0% 10.9%	13 38.2% 4.6%	16 44.4% 5.6%	16 20.3% 5.6%	6 12.2% 2.1%	5 7.9% 1.8%	16 48.5% 5.6%	10 58.8% 3.5%
$100K+	122 9.9% 100.0%	33 17.3% 27.0%	4 12.1% 3.3%	16 21.3% 13.1%	13 24.1% 10.7%	20 32.3% 16.4%	4 11.8% 3.3%	5 13.9% 4.1%	5 6.3% 4.1%	2 4.1% 1.6%	3 4.8% 2.5%	6 18.2% 4.9%	8 47.1% 6.6%
Marital status													
SINGLE NEVER MARRIED	260 21.2% 100.0%	51 26.7% 19.6%	10 30.3% 3.8%	16 21.3% 6.2%	12 22.2% 4.6%	13 21.0% 5.0%	9 26.5% 3.5%	7 19.4% 2.7%	13 16.5% 5.0%	8 16.3% 3.1%	13 20.6% 5.0%	10 30.3% 3.8%	1 5.9% 0.4%
MARRIED W/KIDS <18	422 34.3% 100.0%	62 32.5% 14.7%	10 30.3% 2.4%	31 41.3% 7.3%	13 24.1% 3.1%	22 35.5% 5.2%	10 29.4% 2.4%	15 41.7% 3.6%	25 31.6% 5.9%	15 30.6% 3.6%	11 17.5% 2.6%	14 42.4% 3.3%	8 47.1% 1.9%

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Cigar Segmentation

Banner E

Base: Total completes

	GENERAL CIGAR												
		REGULAR/MOST OFTEN USERS										HEAVY USERS	
	TOTAL	MACANUDO	MACANUDO VINTAGE (+PP3M)	PARTAGAS	PUNCH	COHIBA	HOYO DE MONTERREY	HOYO DE MONT. EXCAL (+PP3M)	GARCIA Y VEGA	TIPARILLO	WHITE OWL	MACANUDO	COHIBA
Total	1229 100.0% 100.0%	191 100.0% 15.5%	33 100.0% 2.7%	75 100.0% 6.1%	54 100.0% 4.4%	62 100.0% 5.0%	34 100.0% 2.8%	36 100.0% 2.9%	79 100.0% 6.4%	49 100.0% 4.0%	63 100.0% 5.1%	33 100.0% 2.7%	17 100.0% 1.4%
MARRIED NO KIDS	365 29.7% 100.0%	55 28.8% 15.1%	9 27.3% 2.5%	21 28.0% 5.8%	23 42.6% 6.3%	19 30.6% 5.2%	10 29.4% 2.7%	11 30.6% 3.0%	24 30.4% 6.6%	15 30.6% 4.1%	24 38.1% 6.6%	7 21.2% 1.9%	5 29.4% 1.4%
DIVORCED/SEP./WIDOW	182 14.8% 100.0%	23 12.0% 12.6%	4 12.1% 2.2%	7 9.3% 3.8%	6 11.1% 3.3%	8 12.9% 4.4%	5 14.7% 2.7%	3 8.3% 1.6%	17 21.5% 9.3%	11 22.4% 6.0%	15 23.8% 8.2%	2 6.1% 1.1%	3 17.6% 1.6%
CATALOG SHOPPERS	1052 85.6% 100.0%	170 89.0% 16.2%	30 90.9% 2.9%	71 94.7% 6.7%	49 90.7% 4.7%	56 90.3% 5.3%	30 88.2% 2.9%	34 94.4% 3.2%	70 88.6% 6.7%	39 79.6% 3.7%	58 92.1% 5.5%	31 93.9% 2.9%	17 100.0% 1.6%
HEAVY SPEND CATALOGS $1000+	195 15.9% 100.0%	42 22.0% 21.5%	8 24.2% 4.1%	21 28.0% 10.8%	22 40.7% 11.3%	18 29.0% 9.2%	11 32.4% 5.6%	11 30.6% 5.6%	10 12.7% 5.1%	4 8.2% 2.1%	9 14.3% 4.6%	9 27.3% 4.6%	7 41.2% 3.6%
HEAVY SPEND KEY CATALOGS	103 8.4% 100.0%	26 13.6% 25.2%	7 21.2% 6.8%	15 20.0% 14.6%	19 35.2% 18.4%	13 21.0% 12.6%	10 29.4% 9.7%	5 13.9% 4.9%	7 8.9% 6.8%	1 2.0% 1.0%	6 9.5% 5.8%	8 24.2% 7.8%	5 29.4% 4.9%
HEAVY INDULGERS	127 10.3% 100.0%	38 19.9% 29.9%	5 15.2% 3.9%	24 32.0% 18.9%	12 22.2% 9.4%	21 33.9% 16.5%	5 14.7% 3.9%	8 22.2% 6.3%	6 7.6% 4.7%	2 4.1% 1.6%	2 3.2% 1.6%	11 33.3% 8.7%	5 29.4% 3.9%
CLUB MACANUDO AWARE	181 14.7% 100.0%	54 28.3% 29.8%	11 33.3% 6.1%	28 37.3% 15.5%	12 22.2% 6.6%	20 32.3% 11.0%	10 29.4% 5.5%	10 27.8% 5.5%	10 12.7% 5.5%	9 18.4% 5.0%	16 25.4% 8.8%	14 42.4% 7.7%	6 35.3% 3.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 018917

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

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

AND

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

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

PARTY: RESPONDENT

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

Defendant's Exhibit 14

NFO Research, Inc.

NFO

Blumberg No. 6114

DEFENDANT'S EXHIBIT

D 14

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019063

CIGAR SEGMENTATION
Conducted for
THE CAMBRIDGE GROUP
OCTOBER, 1998
BANNER B

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019064

BANNER B

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019065

JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
B	1 - 2	Q1 Section I. Respondent's age Base: Total completes
B	3 - 9	Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely) Base: Total completes
B	10 - 16	Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat) Base: Total completes
B	17 - 23	Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat) Base: Total completes
B	24 - 33	Q1A Section I. Rating of agreement - Mean Summary Base: Total completes
B	34 - 46	Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely) Base: Total completes
B	47 - 59	Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat) Base: Total completes
B	60 - 72	Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat) Base: Total completes
B	73 - 90	Q1B Section I. Rating of agreement - Mean Summary Base: Total completes
B	91 - 92	Q1 Section II. How long have you been smoking cigars? Base: Total completes
B	93 - 94	Q2 Section II. How frequently do you smoke cigars? Base: Total completes
B	95 - 96	Q3 Section II. On average, how many cigars do you smoke a week? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
B	97	Q4 Section II. On average, do you smoke cigars more or less often than you did a year ago? Base: Total completes
B	98	Q5 Section II. Do you smoke cigars . . . ? Base: Total completes
B	99	Q6 Section II. Do you usually smoke cigars . . . ? Base: Total completes
B	100	Q7 Section II. Do you . . . ? Base: Total completes
B	101 - 102	Q8 Section II. Where do you smoke cigars most often? Base: Total completes
B	103 - 106	Q9 Section II. How often, if ever do you smoke cigars at the following places? Base: Total completes
B	107	Q10 Section II. Have you ever heard of any of the following cigar bars? Base: Total completes
B	108	Q10 Section II. Have you ever been to any of the following cigar bars? Base: Total completes
B	109	Q11 Section II. Most of the time when you are smoking a cigar, are you . . . ? Base: Total completes
B	110 - 111	Q12 Section II. Approximately how much in total do you spend on a weekly basis for all cigars that you buy (on average)? Base: Total completes
B	112 - 113	Q13 Section II. How much do you typically spend for each cigar (on average)? Base: Total completes
B	114 - 115	Q14A Section II. Have you ever bought cigars from the following sources? Base: Total completes

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UNDER PROTECTIVE ORDER
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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
B	116 - 133	Q14B Section II. How often do you buy cigars from the following sources? Base: Total completes ever bought from source (Q14A)
B	134 - 136	Q14B Section II. How often do you buy cigars from the following sources? - Mean summary Base: Total completes ever bought from source (Q14A)
B	137 - 138	Q14C Section II. From which source do you buy cigars from most often? Base: Total completes
B	139 - 146	Q15 Section II. What share of your total cigar purchases are made at that kind of store? Base: Total buy from source (Q14C)
B	147	Q15 Section II. What share of your total cigar purchases are made at that kind of store? - Mean Summary Base: Total buy from source (Q14C)
B	148	Q16A Section II. Is there one particular store where you make most of your purchases? Base: Total buy most often from tobacconist (Q14c codes 4 or 12)
B	149	Q16B Section II. How long have you been buying cigars from that particular tobacconist? Base: Total buy most often from one particular store (Q16A code 1)
B	150	Q17a Section II. Which of the following cigar lengths do you buy? Base: Total completes
B	151	Q17b Section II. Which of the following cigar lengths do you buy? Base: Total completes
B	152 - 153	Q17b Section II. Which of the following cigar widths/ring gauges do you buy? Base: Total completes
B	154	Q17a/b Section II. Most often cigar length/width purchases Base: Total completes
B	155	Q18 Section II. Do you generally smoke . . . ? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
B	156 - 161	Q19A Section II. Indicate which of the following brands of cigars you have ever smoked. Base: Total completes
B	162 - 166	Q19A Section II. Indicate which of the following brands of cigars you have ever smoked. Base: Total completes - Premium (Q19A)
B	167 - 171	Q19A Section II. Indicate which of the following brands of cigars you have ever smoked. Base: Total completes - Mass (Q19A)
B	172 - 177	Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more. Base: Total completes
B	178 - 182	Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more. Base: Total completes - Premium (Q19B)
B	183 - 187	Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more. Base: Total completes - Mass (Q19B)
B	188 - 193	Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months? Base: Total completes
B	194 - 198	Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months? Base: Total completes - Premium (Q19C)
B	199 - 203	Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months? Base: Total completes - Mass (Q19C)
B	204 - 210	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary Base: Total completes
B	211 - 215	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume Base: Total cigars purchased past 3 months (Q19D)
B	216 - 218	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Premium Base: Total cigars purchased past 3 months (Q19D) - Premium

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
B	219 - 220	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Mass Base: Total cigars purchased past 3 months (Q19D) - Mass
B	221 - 225	Q19E Section II. Indicate which is your most favorite brand. Base: Total completes
B	226 - 228	Q19E Section II. Indicate which is your most favorite brand. Base: Total completes - Premium (Q19E)
B	229 - 231	Q19E Section II. Indicate which is your most favorite brand. Base: Total completes - Mass (Q19E)
B	232 - 236	Q19F Section II. Indicate what ONE brand you smoke most often. Base: Total completes
B	237 - 239	Q19F Section II. Indicate what ONE brand you smoke most often. Base: Total completes - Premium (Q19F)
B	240 - 242	Q19F Section II. Indicate what ONE brand you smoke most often. Base: Total completes - Mass (Q19F)
B	243 - 247	Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly. Base: Total completes
B	248 - 250	Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly. Base: Total completes - Premium (Q19G)
B	251 - 253	Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly. Base: Total completes - Mass (Q19G)
B	254 - 256	Q20 Section II. When you purchase the brands of cigars you smoke most often, do you purchase them . . . ? Base: Total completes
B	257 - 258	Q21 Section II. Please rate your level of knowledge on cigars using the ten-point scale shown below. Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
B	259 - 260	Q22 Section II. How often do you give cigars as a gift or bring extra to share with others? Base: Total completes
B	261	Q23 Section II. Which of the following cigar accessories do you currently own? Base: Total completes
B	262	Q24 Section II. Which of the following other tobacco products in addition to cigars do you use? Base: Total completes
B	263	Q25 Section II. How were you introduced to cigar smoking? Base: Total completes
B	264 - 265	Q26 Section II. How do you get information on cigars? Base: Total completes
B	266	Q27 Section II. How many other adults smoke cigars regularly in your household? Base: Total completes
B	267 - 269	Q1 Section III. Importance of factors in determining which cigar to purchase - Top Box Summary (Extremely Important) Base: Total completes
B	270 - 272	Q1 Section III. Importance of factors in determining which cigar to purchase - Top 2 Box Summary (Extremely/Very Important) Base: Total completes
B	273 - 275	Q1 Section III. Importance of factors in determining which cigar to purchase - Bottom 2 Box Summary (Somewhat Important/Not at all Important) Base: Total completes
B	276 - 279	Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary Base: Total completes
B	280	Q1A Section V. Which of the following brands are you aware of? Base: Total completes
B	281	Q1B Section V. Which of the following brands do you regularly smoke? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
B	282 - 329	Q1C Section V. Which of the following characteristics apply to the brands you are aware of? Base: Total aware of brand (Q1A)
B	330 - 377	Q1C Section V. Which of the following characteristics apply to the brands you are aware of? Base: Total regularly smoked brand (Q1B)
B	378 - 389	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. Base: Total aware of brand (Q1A)
B	390 - 391	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary Base: Total aware of brand (Q1A)
B	392 - 403	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. Base: Total regularly smoked brand (Q1B)
B	404 - 405	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary Base: Total regularly smoked brand (Q1B)
B	406	Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Top 2 Box Summary (Extremely Satisfied) Base: Total regularly smoked brand (Q1B)
B	407 - 408	Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Mean Summary Base: Total regularly smoked brand (Q1B)
B	409	Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Top 2 Box Summary (Extremely Satisfied) Base: Total regularly smoked brand (Q1B)
B	410 - 411	Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Mean Summary Base: Total regularly smoked brand (Q1B)
B	412 - 414	Q1 Section VI. Considering only the six listed activities below, please indicate which of them you personally do most frequently, second most frequently and third most frequently? Base: Total completes
B	415	Q2 Section VI. Do you own a personal computer? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
B	416	Q2a Section VI. Do you have access to the Internet? Base: Total completes
B	417	Q2B Section VI. Who is your Internet provider at home? Base: Total have access to the internet (Q2A codes 1-3)
B	418 - 419	Q3 Section VI. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months? Base: Total completes
B	420 - 421	Q4 Section VI. Which, if any, of the following programs/clubs do you belong to? Base: Total completes
B	422	Q5 Section VI. Which, if any, of the following airline and hotel programs do you belong to? Base: Total completes
B	423 - 424	Q6 Section VI. Which types of magazines do you subscribe to, buy, or read regularly? Base: Total completes
B	425 - 427	Q7 Section VI. Which of the following specific magazines do you read regularly? Base: Total completes
B	428 - 432	Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year? Base: Total completes
B	433 - 437	Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly? Base: Total completes
B	438 - 442	Q8C Section VI. In Column C, which of the following activities would you like to participate in more often? Base: Total completes
B	443 - 445	Q9 Section VI. Please X the sporting events that you enjoy watching either on television or in person. Base: Total completes
B	446	Q10A Section VI. Have you ever purchased products through catalogs? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
B	447 - 452	Q10B Section VI. What types of products have you bought through catalogs? Base: Total have purchased through catalogs (Q10A code 1)
B	453	Q10C Section VI. Approximately how much did you spend in the past 12 months on shopping through catalogs? Base: Total have purchased through catalogs (Q10A code 1)
B	454 - 458	Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year? Base: Total have purchased through catalogs (Q10A code 1)
B	459	Q11 Section VI. Have you ever purchased products through the Internet? Base: Total completes
B	460 - 462	Q12 Section VI. Which of the following brands of automobiles do you currently own? Base: Total completes
B	463	Q13a Section VI. Do you own a motorcycle? Base: Total completes
B	464	Q13B Section VI. What brand(s) of motorcycle do you own? Base: Total own a motorcycle (Q13A code 1)
B	465 - 470	Q14 Section VI. Which of the following activities do you engage in? Base: Total completes
B	471	Q15 Section VI. Do you own your own business? Base: Total completes
B	472 - 475	Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)? Base: Total completes
B	476 - 477	Q17 Section VI. Which of the following brands of clothing do you wear? Base: Total completes
B	478	Q18 Section VI. Which of the following best describes the automobile you drive most often? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
B	479 - 483	Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)? Base: Total completes
B	484 - 497	Demographics. Base: Total completes
B	498	Segment Base: Total completes
B	499 - 500	Banner A Base: Total completes
B	501 - 502	Banner B Base: Total completes
B	503	Banner C Base: Total completes
B	504 - 505	Banner D Base: Total completes
B	506 - 507	Banner E Base: Total completes

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GC 019075

Cigar Segmentation

Q1 Section I. Respondent's age

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																	SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Net - 21-24	51	19	28	6	13	22	1	5	3	4	12	6	8	10	11	7	12	20	17	1	0
	4.1%	4.2%	4.8%	4.3%	4.1%	5.0%	1.7%	10.0%	3.5%	2.4%	6.6%	5.6%	3.7%	5.2%	4.4%	3.6%	5.4%	5.3%	3.8%	2.3%	0.0%
	100.0%	37.3%	54.9%	11.8%	25.5%	43.1%	2.0%	9.8%	5.9%	7.8%	23.5%	11.8%	15.7%	19.6%	21.6%	13.7%	23.5%	39.2%	33.3%	2.0%	0.0%
Net - 25-34	339	140	131	35	105	96	19	9	15	47	71	8	47	60	31	41	101	93	143	22	18
	27.6%	30.7%	22.5%	25.0%	33.2%	21.7%	32.2%	18.0%	17.4%	28.1%	38.8%	7.4%	21.7%	31.4%	12.4%	21.2%	45.3%	24.5%	31.7%	50.0%	16.5%
	100.0%	41.3%	38.6%	10.3%	31.0%	28.3%	5.6%	2.7%	4.4%	13.9%	20.9%	2.4%	13.9%	17.7%	9.1%	12.1%	29.8%	27.4%	42.2%	6.5%	5.3%
25 - 29	140	57	59	18	39	41	9	5	6	13	36	1	18	25	8	13	45	45	57	10	7
	11.4%	12.5%	10.1%	12.9%	12.3%	9.3%	15.3%	10.0%	7.0%	7.8%	19.7%	0.9%	8.3%	13.1%	3.2%	6.7%	20.2%	11.8%	12.6%	22.7%	6.4%
	100.0%	40.7%	42.1%	12.9%	27.9%	29.3%	6.4%	3.6%	4.3%	9.3%	25.7%	0.7%	12.9%	17.9%	5.7%	9.3%	32.1%	32.1%	40.7%	7.1%	5.0%
30 - 34	199	83	72	17	66	55	10	4	9	34	35	7	29	35	23	28	56	48	86	12	11
	16.2%	18.2%	12.3%	12.1%	20.9%	12.4%	16.9%	8.0%	10.5%	20.4%	19.1%	6.5%	13.4%	18.3%	9.2%	14.5%	25.1%	12.6%	19.1%	27.3%	10.1%
	100.0%	41.7%	36.2%	8.5%	33.2%	27.6%	5.0%	2.0%	4.5%	17.1%	17.6%	3.5%	14.6%	17.6%	11.6%	14.1%	28.1%	24.1%	43.2%	6.0%	5.5%
Net - 35-44	368	136	168	40	96	128	17	18	23	63	50	33	57	62	64	49	71	102	148	12	35
	29.9%	29.8%	28.8%	28.6%	30.4%	28.9%	28.8%	36.0%	26.7%	37.7%	27.3%	30.6%	26.3%	32.5%	25.5%	25.4%	31.8%	26.8%	32.8%	27.3%	32.1%
	100.0%	37.0%	45.7%	10.9%	26.1%	34.8%	4.6%	4.9%	6.3%	17.1%	13.6%	9.0%	15.5%	16.8%	17.4%	13.3%	19.3%	27.7%	40.2%	3.3%	9.5%
35 - 39	188	70	80	22	48	58	9	10	6	37	34	12	28	37	19	16	46	49	76	7	17
	15.3%	15.4%	13.7%	15.7%	15.2%	13.1%	15.3%	20.0%	7.0%	22.2%	18.6%	11.1%	12.9%	19.4%	7.6%	8.3%	20.6%	12.9%	16.9%	15.9%	15.6%
	100.0%	37.2%	42.6%	11.7%	25.5%	30.9%	4.8%	5.3%	3.2%	19.7%	18.1%	6.4%	14.9%	19.7%	10.1%	8.5%	24.5%	26.1%	40.4%	3.7%	9.0%
40 - 44	180	66	88	18	48	70	8	8	17	26	16	21	29	25	45	33	25	53	72	5	18
	14.6%	14.5%	15.1%	12.9%	15.2%	15.8%	13.6%	16.0%	19.8%	15.6%	8.7%	19.4%	13.4%	13.1%	17.9%	17.1%	11.2%	13.9%	16.0%	11.4%	16.5%
	100.0%	36.7%	48.9%	10.0%	26.7%	38.9%	4.4%	4.4%	9.4%	14.4%	8.9%	11.7%	16.1%	13.9%	25.0%	18.3%	13.9%	29.4%	40.0%	2.8%	10.0%
Net - 45-54	309	117	158	35	82	123	9	10	32	40	36	34	63	41	85	63	30	103	105	7	36
	25.1%	25.7%	27.1%	25.0%	25.9%	27.8%	15.3%	20.0%	37.2%	24.0%	19.7%	31.5%	29.0%	21.5%	33.9%	32.6%	13.5%	27.1%	23.3%	15.9%	33.0%
	100.0%	37.9%	51.1%	11.3%	26.5%	39.8%	2.9%	3.2%	10.4%	12.9%	11.7%	11.0%	20.4%	13.3%	27.5%	20.4%	9.7%	33.3%	34.0%	2.3%	11.7%
45 - 49	166	58	86	15	43	71	4	5	13	25	19	21	31	26	47	32	16	58	55	4	17
	13.5%	12.7%	14.8%	10.7%	13.6%	16.0%	6.8%	10.0%	15.1%	15.0%	10.4%	19.4%	14.3%	13.6%	18.7%	16.6%	7.2%	15.3%	12.2%	9.1%	15.6%
	100.0%	34.9%	51.8%	9.0%	25.9%	42.8%	2.4%	3.0%	7.8%	15.1%	11.4%	12.7%	18.7%	15.7%	28.3%	19.3%	9.6%	34.9%	33.1%	2.4%	10.2%
50 - 54	143	59	72	20	39	52	5	5	19	15	17	13	32	15	38	31	14	45	50	3	19
	11.6%	12.9%	12.3%	14.3%	12.3%	11.7%	8.5%	10.0%	22.1%	9.0%	9.3%	12.0%	14.7%	7.9%	15.1%	16.1%	6.3%	11.8%	11.1%	6.8%	17.4%
	100.0%	41.3%	50.3%	14.0%	27.3%	36.4%	3.5%	3.5%	13.3%	10.5%	11.9%	9.1%	22.4%	10.5%	26.6%	21.7%	9.8%	31.5%	35.0%	2.1%	13.3%
Net - 55-65	162	44	98	24	20	74	13	8	13	13	14	27	42	18	60	33	9	62	38	2	20
	13.2%	9.6%	16.8%	17.1%	6.3%	16.7%	22.0%	16.0%	15.1%	7.8%	7.7%	25.0%	19.4%	9.4%	23.9%	17.1%	4.0%	16.3%	8.4%	4.5%	18.3%
	100.0%	27.2%	60.5%	14.8%	12.3%	45.7%	8.0%	4.9%	8.0%	8.0%	8.6%	16.7%	25.9%	11.1%	37.0%	20.4%	5.6%	38.3%	23.5%	1.2%	12.3%
55 - 59	90	24	54	13	11	41	6	5	6	9	6	16	22	12	32	19	7	30	26	0	9
	7.3%	5.3%	9.3%	9.3%	3.5%	9.3%	10.2%	10.0%	7.0%	5.4%	3.3%	14.8%	10.1%	6.3%	12.7%	9.8%	3.1%	7.9%	5.8%	0.0%	8.3%
	100.0%	26.7%	60.0%	14.4%	12.2%	45.6%	6.7%	5.6%	6.7%	10.0%	6.7%	17.8%	24.4%	13.3%	35.6%	21.1%	7.8%	33.3%	28.9%	0.0%	10.0%
60 - 65	72	20	44	11	9	33	7	3	7	4	8	11	20	6	28	14	2	32	12	2	11
	5.9%	4.4%	7.5%	7.9%	2.8%	7.4%	11.9%	6.0%	8.1%	2.4%	4.4%	10.2%	9.2%	3.1%	11.2%	7.3%	0.9%	8.4%	2.7%	4.5%	10.1%
	100.0%	27.8%	61.1%	15.3%	12.5%	45.8%	9.7%	4.2%	9.7%	5.6%	11.1%	15.3%	27.8%	8.3%	38.9%	19.4%	2.8%	44.4%	16.7%	2.8%	15.3%
Mean	41.19	40.22	42.44	41.94	39.46	42.60	41.71	40.78	44.43	40.02	37.79	45.87	43.50	39.31	45.94	43.65	35.89	42.11	39.73	36.45	44.95
Std. Dev.	10.784	10.479	11.188	11.573	9.880	11.072	12.219	11.685	10.529	9.307	10.707	10.527	11.163	10.203	10.627	10.673	8.893	11.431	9.915	9.929	10.063

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UNDER PROTECTIVE ORDER
GC 019076

Cigar Segmentation

Q1 Section I. Respondent's age

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.308	0.491	0.463	0.978	0.556	0.526	1.591	1.653	1.135	0.720	0.791	1.013	0.758	0.738	0.671	0.768	0.596	0.586	0.467	1.497	0.964

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UNDER PROTECTIVE ORDER
GC 019077

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Time Pressure/Allocation/Free Time																					
It's a daily challenge for me to find time for both work and my personal life	151	54	76	14	40	62	6	3	8	17	16	14	24	27	27	23	36	49	52	5	8
	12.6%	11.9%	13.5%	10.2%	12.7%	14.6%	10.3%	6.3%	9.3%	10.3%	8.8%	13.3%	11.4%	14.5%	11.3%	12.4%	16.4%	13.2%	11.7%	11.9%	7.4%
	100.0%	35.8%	50.3%	9.3%	26.5%	41.1%	4.0%	2.0%	5.3%	11.3%	10.6%	9.3%	15.9%	17.9%	17.9%	15.2%	23.8%	32.5%	34.4%	3.3%	5.3%
I have difficulty juggling work and family demands	77	25	38	6	19	32	4	2	3	13	7	9	14	12	21	17	21	26	28	3	2
	6.4%	5.6%	6.7%	4.4%	6.1%	7.4%	7.0%	4.1%	3.6%	7.8%	3.9%	8.5%	6.6%	6.4%	8.6%	9.2%	9.7%	7.0%	6.3%	7.0%	1.9%
	100.0%	32.5%	49.4%	7.8%	24.7%	41.6%	5.2%	2.6%	3.9%	16.9%	9.1%	11.7%	18.2%	15.6%	27.3%	22.1%	27.3%	33.8%	36.4%	3.9%	2.6%
I have less leisure time than I used to	323	125	145	33	92	112	15	13	26	49	54	25	63	50	53	54	76	95	123	11	19
	26.5%	27.5%	25.0%	23.6%	29.3%	25.5%	25.4%	26.0%	30.2%	29.3%	29.7%	23.4%	29.4%	26.2%	21.5%	28.4%	34.7%	25.2%	27.4%	25.0%	17.4%
	100.0%	38.7%	44.9%	10.2%	28.5%	34.7%	4.6%	4.0%	8.0%	15.2%	16.7%	7.7%	19.5%	15.5%	16.4%	16.7%	23.5%	29.4%	38.1%	3.4%	5.9%
My lifestyle is hectic	201	69	91	17	52	74	9	3	13	22	33	18	40	31	37	34	45	65	71	8	10
	16.6%	15.3%	16.0%	12.4%	16.6%	17.1%	15.3%	6.1%	15.1%	13.3%	18.4%	17.5%	18.7%	16.6%	15.2%	18.2%	20.5%	17.5%	16.0%	18.6%	9.3%
	100.0%	34.3%	45.3%	8.5%	25.9%	36.8%	4.5%	1.5%	6.5%	10.9%	16.4%	9.6%	19.9%	15.4%	18.4%	16.9%	22.4%	32.3%	35.3%	4.0%	5.0%
My work requires me to work long hours	333	142	141	33	109	108	15	9	20	54	53	21	55	55	58	67	90	97	132	18	18
	27.5%	31.3%	24.7%	23.7%	34.7%	24.9%	25.4%	18.4%	23.5%	32.5%	29.1%	20.0%	25.7%	28.8%	23.8%	35.4%	40.9%	25.8%	29.5%	40.9%	16.7%
	100.0%	42.6%	42.3%	9.9%	32.7%	32.4%	4.5%	2.7%	6.0%	16.2%	15.9%	6.3%	16.5%	16.5%	17.4%	20.1%	27.0%	29.1%	39.6%	5.4%	5.4%
I'm so busy that when I do take time off, I really want to make my free time count	345	125	166	39	86	127	19	12	22	42	57	36	57	55	69	56	67	106	132	12	16
	28.3%	27.7%	28.7%	28.1%	27.5%	28.9%	32.2%	24.0%	25.6%	25.1%	31.5%	34.0%	26.5%	28.8%	28.0%	29.5%	30.5%	28.1%	29.3%	27.3%	14.7%
	100.0%	36.2%	48.1%	11.3%	24.9%	36.8%	5.5%	3.5%	6.4%	12.2%	16.5%	10.4%	16.5%	15.9%	20.0%	16.2%	19.4%	30.7%	38.3%	3.5%	4.6%
I spend most of my free time at home	326	88	178	29	59	149	13	7	25	29	26	30	72	53	65	46	44	132	98	4	28
	27.3%	19.7%	31.5%	21.2%	19.0%	34.8%	22.4%	14.6%	29.4%	17.7%	14.4%	28.8%	34.6%	28.2%	27.0%	24.7%	20.1%	35.6%	22.4%	9.1%	25.7%
	100.0%	27.0%	54.6%	8.9%	18.1%	45.7%	4.0%	2.1%	7.7%	8.9%	8.0%	9.2%	22.1%	16.3%	19.9%	14.1%	13.5%	40.5%	30.1%	1.2%	8.6%
I wish I had more time to spend with my friends	123	44	57	10	34	47	4	3	11	10	17	8	23	16	24	22	21	47	43	4	9
	10.1%	9.7%	9.8%	7.2%	10.8%	10.6%	6.8%	6.0%	12.8%	6.0%	9.3%	7.4%	10.6%	8.5%	9.6%	11.6%	9.5%	12.4%	9.6%	9.3%	8.3%
	100.0%	35.8%	46.3%	8.1%	27.6%	38.2%	3.3%	2.4%	8.9%	8.1%	13.8%	6.5%	18.7%	13.0%	19.5%	17.9%	17.1%	38.2%	35.0%	3.3%	7.3%
I spend most of my free time with my family	338	109	163	33	76	130	13	10	26	30	39	35	66	53	71	50	65	114	119	10	28
	27.8%	24.1%	28.2%	23.7%	24.2%	29.7%	22.0%	20.0%	30.2%	18.0%	21.4%	32.7%	30.6%	28.2%	29.0%	26.7%	29.5%	30.4%	26.4%	22.7%	26.7%
	100.0%	32.2%	48.2%	9.8%	22.5%	38.5%	3.8%	3.0%	7.7%	8.9%	11.5%	10.4%	19.5%	15.7%	21.0%	14.8%	19.2%	33.7%	35.2%	3.0%	8.3%
I frequently entertain guests at home	84	26	43	9	17	34	5	2	6	12	11	10	12	14	17	14	18	32	28	4	3
	6.9%	5.7%	7.4%	6.5%	5.4%	7.7%	8.5%	4.1%	7.0%	7.2%	6.1%	9.3%	5.6%	7.3%	6.8%	7.4%	8.2%	8.5%	6.2%	9.1%	2.8%
	100.0%	31.0%	51.2%	10.7%	20.2%	40.5%	6.0%	2.4%	7.1%	14.3%	13.1%	11.9%	14.3%	16.7%	20.2%	16.7%	21.4%	38.1%	33.3%	4.8%	3.6%
Success,Relationship, Optimism																					
I consider myself highly successful	106	50	42	12	38	30	8	2	16	15	14	11	13	12	26	22	31	23	42	3	19
	8.7%	11.1%	7.3%	8.6%	12.1%	6.8%	13.6%	4.1%	18.6%	9.0%	7.8%	10.4%	6.0%	6.3%	10.5%	11.6%	14.0%	6.1%	9.4%	6.8%	17.4%
	100.0%	47.2%	39.6%	11.3%	35.8%	28.3%	7.5%	1.9%	15.1%	14.2%	13.2%	10.4%	12.3%	11.3%	24.5%	20.8%	29.2%	21.7%	39.6%	2.8%	17.9%
I'm more successful than most of the people I know	74	29	26	7	22	19	4	0	8	9	10	7	7	14	17	16	25	14	35	2	11
	6.1%	6.4%	4.5%	5.0%	7.1%	4.4%	6.8%	0.0%	9.3%	5.4%	5.5%	6.5%	3.3%	7.3%	6.9%	8.4%	11.4%	3.7%	7.8%	4.5%	10.4%
	100.0%	39.2%	35.1%	9.5%	29.7%	25.7%	5.4%	0.0%	10.8%	12.2%	13.5%	9.5%	9.5%	18.9%	23.0%	21.6%	33.8%	18.9%	47.3%	2.7%	14.9%

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UNDER PROTECTIVE ORDER
GC 019078

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Achieving balance between work, family and social life is critical to my definition of success	396 33.1% 100.0%	173 38.5% 43.7%	172 30.4% 43.4%	50 36.8% 12.6%	123 39.3% 31.1%	122 28.4% 30.8%	24 42.1% 6.1%	13 27.1% 3.3%	30 35.3% 7.6%	71 43.3% 17.9%	58 32.0% 14.6%	31 29.8% 7.8%	60 28.7% 15.2%	66 35.7% 16.7%	69 28.6% 17.4%	65 34.6% 16.4%	94 42.9% 23.7%	106 28.5% 26.8%	161 36.3% 40.7%	14 32.6% 3.5%	43 39.8% 10.9%
I lead a healthy lifestyle	138 11.5% 100.0%	49 10.9% 35.5%	66 11.6% 47.8%	17 12.5% 12.3%	32 10.2% 23.2%	49 11.4% 35.5%	10 17.2% 7.2%	4 8.5% 2.9%	6 7.0% 4.3%	19 11.6% 13.8%	10 5.6% 7.2%	15 14.4% 10.9%	17 8.1% 12.3%	18 9.6% 13.0%	33 13.7% 23.9%	24 12.8% 17.4%	25 11.3% 18.1%	29 7.8% 21.0%	53 11.9% 38.4%	5 11.4% 3.6%	18 16.5% 13.0%
I believe it's more important for a wife to help her husbands career than to have one herself	48 4.0% 100.0%	13 2.9% 27.1%	27 4.7% 56.3%	6 4.3% 12.5%	7 2.3% 14.6%	21 4.9% 43.8%	1 1.7% 2.1%	2 4.1% 4.2%	2 2.3% 4.2%	3 1.8% 6.3%	2 1.1% 4.2%	3 2.8% 6.3%	10 4.7% 20.8%	5 2.7% 10.4%	11 4.5% 22.9%	11 5.9% 22.9%	7 3.2% 14.6%	16 4.3% 33.3%	14 3.2% 29.2%	0 0.0% 0.0%	3 2.8% 6.3%
I believe it's better for everyone involved if the woman takes care of the home and family	111 9.2% 100.0%	27 6.0% 24.3%	57 9.9% 51.4%	5 3.6% 4.5%	22 7.1% 19.8%	52 11.9% 46.8%	0 0.0% 0.0%	4 8.0% 3.6%	7 8.1% 6.3%	11 6.6% 9.9%	10 5.6% 9.0%	14 13.0% 12.6%	26 12.1% 23.4%	13 7.0% 11.7%	30 12.1% 27.0%	24 12.7% 21.6%	20 9.1% 18.0%	35 9.4% 31.5%	32 7.2% 28.8%	4 9.1% 3.6%	3 2.8% 2.7%
Being the best at my job is extremely important to me	590 48.3% 100.0%	218 47.9% 36.9%	294 50.8% 49.8%	66 47.1% 11.2%	152 48.3% 25.8%	228 51.9% 38.6%	31 52.5% 5.3%	21 42.0% 3.6%	46 53.5% 7.8%	81 48.5% 13.7%	83 45.9% 14.1%	64 59.8% 10.8%	107 49.8% 18.1%	90 47.4% 15.3%	128 51.6% 21.7%	103 54.2% 17.5%	117 53.2% 19.8%	183 48.3% 31.0%	222 49.4% 37.6%	21 47.7% 3.6%	52 48.1% 8.8%
I feel guilty that I don't spend enough time with my family	118 9.7% 100.0%	36 8.1% 30.5%	66 11.5% 55.9%	14 10.2% 11.9%	22 7.1% 18.6%	52 11.9% 44.1%	5 8.8% 4.2%	5 10.2% 4.2%	6 7.1% 5.1%	13 7.8% 11.0%	13 7.3% 11.0%	12 11.1% 10.2%	28 13.2% 23.7%	14 7.4% 11.9%	29 11.7% 24.6%	25 13.3% 21.2%	22 10.1% 18.6%	46 12.2% 39.0%	30 6.7% 25.4%	2 4.5% 1.7%	6 5.5% 5.1%
I approach each day optimistically	270 22.5% 100.0%	116 25.8% 43.0%	122 21.5% 45.2%	32 23.5% 11.9%	84 26.8% 31.1%	90 20.9% 33.3%	17 29.3% 6.3%	10 20.8% 3.7%	25 29.1% 9.3%	46 27.9% 17.0%	28 15.6% 10.4%	31 29.5% 11.5%	42 19.9% 15.6%	39 21.0% 14.4%	68 28.0% 25.2%	53 28.2% 19.6%	58 26.5% 21.5%	69 18.6% 25.6%	103 23.2% 38.1%	10 22.7% 3.7%	35 32.1% 13.0%
I try to find small victories every day	188 15.4% 100.0%	74 16.4% 39.4%	97 16.7% 51.6%	28 20.0% 14.9%	46 14.7% 24.5%	69 15.7% 36.7%	8 13.6% 4.3%	12 24.0% 6.4%	14 16.3% 7.4%	20 12.0% 10.6%	26 14.3% 13.8%	25 23.1% 13.3%	32 14.9% 17.0%	24 12.6% 12.8%	46 18.5% 24.5%	36 19.1% 19.1%	39 17.7% 20.7%	56 14.9% 29.8%	73 16.2% 38.8%	3 6.8% 1.6%	19 17.6% 10.1%
I'm extremely happy with my life	277 22.8% 100.0%	107 23.6% 38.6%	133 23.2% 48.0%	30 21.6% 10.8%	77 24.5% 27.8%	103 23.7% 37.2%	13 22.0% 4.7%	11 22.4% 4.0%	19 22.1% 6.9%	41 24.7% 14.8%	26 14.4% 9.4%	34 33.0% 12.3%	38 17.7% 13.7%	43 22.6% 15.5%	63 25.7% 22.7%	48 25.1% 17.3%	58 26.2% 20.9%	83 22.2% 30.0%	100 22.4% 36.1%	12 27.9% 4.3%	28 25.7% 10.1%
I enjoy spending money on my home	198 16.4% 100.0%	66 14.6% 33.3%	112 19.5% 56.6%	22 15.9% 11.1%	44 14.0% 22.2%	90 20.6% 45.5%	10 16.9% 5.1%	8 16.3% 4.0%	17 19.8% 8.6%	29 17.6% 14.6%	19 10.4% 9.6%	20 19.0% 10.1%	44 20.6% 22.2%	29 15.4% 14.6%	53 21.8% 26.8%	42 22.3% 21.2%	30 13.7% 15.2%	65 17.5% 32.8%	64 14.3% 32.3%	6 13.6% 3.0%	15 14.0% 7.6%
My home is my pride and joy	287 23.6% 100.0%	92 20.2% 32.1%	172 29.8% 59.9%	39 28.1% 13.6%	53 16.8% 18.5%	133 30.4% 46.3%	15 25.4% 5.2%	13 26.5% 4.5%	17 19.8% 5.9%	37 22.3% 12.9%	32 17.6% 11.1%	32 30.2% 11.1%	70 32.4% 24.4%	51 26.8% 17.8%	74 30.0% 25.8%	56 29.3% 19.5%	39 17.6% 13.6%	100 26.5% 34.8%	89 19.9% 31.0%	4 9.1% 1.4%	23 21.1% 8.0%
Having close friendships is critical to happiness	314 26.2% 100.0%	129 28.9% 41.1%	147 25.7% 46.8%	37 27.0% 11.8%	92 29.8% 29.3%	110 25.3% 35.0%	16 28.6% 5.1%	17 34.0% 5.4%	20 23.8% 6.4%	46 28.2% 14.6%	57 31.7% 18.2%	31 29.0% 9.9%	48 22.9% 15.3%	38 20.3% 12.1%	64 26.2% 20.4%	60 32.1% 19.1%	71 33.0% 22.6%	87 23.4% 27.7%	123 27.7% 39.2%	17 38.6% 5.4%	28 26.2% 8.9%
Having close family relationships is critical to happiness	511 42.8% 100.0%	188 41.9% 36.8%	252 44.6% 49.3%	55 40.4% 10.8%	133 42.5% 26.0%	197 45.9% 38.6%	28 49.1% 5.5%	16 33.3% 3.1%	34 40.0% 6.7%	74 44.8% 14.5%	64 35.6% 12.5%	45 43.3% 8.8%	92 43.8% 18.0%	85 45.5% 16.6%	103 42.9% 20.2%	85 45.7% 16.6%	105 47.9% 20.5%	157 42.8% 30.7%	195 43.9% 38.2%	17 40.5% 3.3%	48 44.4% 9.4%
I take time out to make the most of everyday special occasions	118 9.7% 100.0%	40 8.8% 33.9%	70 12.2% 59.3%	17 12.2% 14.4%	23 7.3% 19.5%	53 12.2% 44.9%	6 10.2% 5.1%	6 12.2% 5.1%	7 8.1% 5.9%	18 10.8% 15.3%	14 7.7% 11.9%	17 16.0% 14.4%	23 10.6% 19.5%	20 10.8% 16.9%	41 16.7% 34.7%	33 17.4% 28.0%	26 11.7% 22.0%	42 11.2% 35.6%	33 7.4% 28.0%	6 13.6% 5.1%	8 7.5% 6.8%

NFO #36789-010102

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GC 019079

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I frequently treat myself to some of lifes little luxuries	203 16.7% 100.0%	89 19.6% 43.8%	86 14.9% 42.4%	22 15.9% 10.8%	67 21.3% 33.0%	64 14.6% 31.5%	7 12.1% 3.4%	9 18.4% 4.4%	27 31.4% 13.3%	27 16.4% 13.3%	27 14.8% 13.3%	14 13.2% 6.9%	41 19.1% 20.2%	28 14.7% 13.8%	49 19.8% 24.1%	55 28.8% 27.1%	47 21.2% 23.2%	55 14.6% 27.1%	81 18.1% 39.9%	7 15.9% 3.4%	22 20.2% 10.8%
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	126 10.5% 100.0%	55 12.2% 43.7%	49 8.6% 38.9%	12 8.8% 9.5%	43 13.7% 34.1%	37 8.6% 29.4%	6 10.3% 4.8%	2 4.2% 1.6%	17 19.8% 13.5%	19 11.5% 15.1%	18 9.9% 14.3%	8 7.7% 6.3%	21 10.0% 16.7%	20 10.8% 15.9%	36 14.9% 28.6%	29 15.3% 23.0%	35 15.8% 27.8%	26 7.0% 20.6%	51 11.5% 40.5%	5 11.4% 4.0%	20 18.3% 15.9%
Having a strong relationship with my spouse is extremely important to me	703 83.1% 100.0%	258 84.0% 36.7%	337 81.8% 47.9%	78 83.9% 11.1%	180 84.1% 25.6%	259 81.2% 36.8%	35 85.4% 5.0%	27 81.8% 3.8%	52 80.0% 7.4%	95 85.6% 13.5%	98 83.8% 13.9%	72 86.7% 10.2%	118 79.2% 16.8%	115 83.3% 16.4%	152 83.1% 21.6%	123 87.2% 17.5%	132 84.6% 18.8%	227 80.8% 32.3%	271 86.9% 38.5%	21 77.8% 3.0%	57 87.7% 8.1%
Being a good parent is extremely important to me	631 78.3% 100.0%	218 79.9% 34.5%	316 77.8% 50.1%	67 78.8% 10.6%	151 80.3% 23.9%	249 77.6% 39.5%	29 78.4% 4.6%	22 73.3% 3.5%	51 78.5% 8.1%	78 79.6% 12.4%	80 80.8% 12.7%	70 84.3% 11.1%	121 77.6% 19.2%	99 73.3% 15.7%	146 79.8% 23.1%	107 77.5% 17.0%	104 79.4% 16.5%	211 77.9% 33.4%	226 79.6% 35.8%	18 81.8% 2.9%	53 84.1% 8.4%
Stylishness																					
Making sure I look my best at all times is very important to me	154 12.7% 100.0%	47 10.4% 30.5%	78 13.5% 50.6%	12 8.6% 7.8%	35 11.2% 22.7%	66 15.1% 42.9%	5 8.5% 3.2%	5 10.0% 3.2%	18 20.9% 11.7%	15 9.0% 9.7%	19 10.6% 12.3%	21 19.4% 13.6%	33 15.5% 21.4%	21 11.2% 13.6%	47 18.9% 30.5%	35 18.3% 22.7%	28 12.7% 18.2%	58 15.3% 37.7%	45 10.1% 29.2%	8 18.2% 5.2%	9 8.3% 5.8%
I consider myself to be very fashion conscious	55 4.5% 100.0%	24 5.3% 43.6%	21 3.6% 38.2%	4 2.9% 7.3%	20 6.4% 36.4%	17 3.8% 30.9%	0 0.0% 0.0%	2 4.0% 3.6%	6 7.0% 10.9%	4 2.4% 7.3%	11 6.0% 20.0%	5 4.6% 9.1%	8 3.7% 14.5%	8 4.2% 14.5%	16 6.4% 29.1%	17 8.9% 30.9%	19 8.6% 34.5%	12 3.2% 21.8%	22 4.9% 40.0%	2 4.5% 3.6%	2 1.8% 3.6%
What others think about me is very important	85 7.0% 100.0%	26 5.8% 30.6%	37 6.4% 43.5%	3 2.2% 3.5%	23 7.4% 27.1%	34 7.8% 40.0%	2 3.4% 2.4%	1 2.0% 1.2%	4 4.7% 4.7%	5 3.0% 5.9%	14 7.7% 16.5%	7 6.5% 8.2%	12 5.6% 14.1%	13 6.9% 15.3%	18 7.2% 21.2%	17 9.0% 20.0%	14 6.4% 16.5%	30 8.0% 35.3%	27 6.0% 31.8%	8 18.2% 9.4%	6 5.5% 7.1%
I am completely satisfied with my physical appearance	119 9.9% 100.0%	32 7.1% 26.9%	61 10.8% 51.3%	9 6.6% 7.6%	23 7.3% 19.3%	52 12.1% 43.7%	2 3.4% 1.7%	4 8.3% 3.4%	9 10.6% 7.6%	13 7.9% 10.9%	6 3.3% 5.0%	19 18.4% 16.0%	23 10.9% 19.3%	13 7.0% 10.9%	37 15.4% 31.1%	28 15.1% 23.5%	20 9.0% 16.8%	39 10.5% 32.8%	34 7.7% 28.6%	5 11.6% 4.2%	10 9.3% 8.4%
I like to go to the latest movies	150 12.3% 100.0%	57 12.6% 38.0%	66 11.4% 44.0%	18 12.9% 12.0%	39 12.4% 26.0%	48 11.0% 32.0%	6 10.2% 4.0%	7 14.3% 4.7%	7 8.1% 4.7%	28 16.9% 18.7%	23 12.7% 15.3%	10 9.4% 6.7%	27 12.6% 18.0%	24 12.6% 16.0%	29 11.7% 19.3%	27 14.1% 18.0%	36 16.2% 24.0%	39 10.3% 26.0%	59 13.2% 39.3%	12 27.3% 8.0%	10 9.3% 6.7%
I like to discover new and different places to go	337 27.7% 100.0%	132 29.1% 39.2%	147 25.5% 43.6%	36 25.9% 10.7%	96 30.6% 28.5%	111 25.4% 32.9%	13 22.0% 3.9%	13 26.5% 3.9%	23 26.7% 6.8%	55 33.3% 16.3%	50 27.5% 14.8%	28 26.4% 8.3%	48 22.4% 14.2%	54 28.3% 16.0%	64 26.0% 19.0%	60 31.7% 17.8%	81 36.7% 24.0%	88 23.3% 26.1%	139 31.1% 41.2%	15 34.1% 4.5%	29 26.6% 8.6%
I like to go to the most popular restaurants and bars	98 8.1% 100.0%	43 9.5% 43.9%	44 7.6% 44.9%	14 10.2% 14.3%	29 9.2% 29.6%	30 6.8% 30.6%	7 12.3% 7.1%	4 8.2% 4.1%	8 9.3% 8.2%	17 10.3% 17.3%	20 11.1% 20.4%	10 9.4% 10.2%	17 7.9% 17.3%	16 8.6% 16.3%	22 8.9% 22.4%	18 9.5% 18.4%	27 12.2% 27.6%	26 6.9% 26.5%	39 8.7% 39.8%	7 15.9% 7.1%	4 3.7% 4.1%
I am comfortable being separate from the crowd	426 35.7% 100.0%	167 37.4% 39.2%	198 34.9% 46.5%	45 32.8% 10.6%	122 39.5% 28.6%	153 35.5% 35.9%	17 29.3% 4.0%	14 29.2% 3.3%	31 36.0% 7.3%	64 39.0% 15.0%	55 31.1% 12.9%	34 32.4% 8.0%	71 34.0% 16.7%	61 32.6% 14.3%	78 32.8% 18.3%	63 34.1% 14.8%	94 42.7% 22.1%	130 35.4% 30.5%	169 38.6% 39.7%	13 29.5% 3.1%	40 37.0% 9.4%
Self-Image																					
I am more confident in myself than most people	247 20.3% 100.0%	104 23.0% 42.1%	106 18.3% 42.9%	29 20.9% 11.7%	75 24.0% 30.4%	77 17.5% 31.2%	16 27.1% 6.5%	8 16.0% 3.2%	24 28.2% 9.7%	41 24.6% 16.6%	27 14.9% 10.9%	26 24.1% 10.5%	34 15.7% 13.8%	39 20.5% 15.8%	60 24.0% 24.3%	53 27.7% 21.5%	62 28.2% 25.1%	68 18.0% 27.5%	103 22.9% 41.7%	10 23.3% 4.0%	24 22.2% 9.7%

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GC 019080

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I have a better sense of humor than most people	289	126	125	38	88	87	17	11	19	42	52	26	47	43	56	46	69	71	121	5	38
	24.2%	28.1%	22.2%	27.9%	28.2%	20.3%	29.3%	23.4%	22.1%	25.5%	29.1%	24.8%	22.5%	23.1%	23.2%	24.6%	31.4%	19.4%	27.4%	11.9%	35.2%
	100.0%	43.6%	43.3%	13.1%	30.4%	30.1%	5.9%	3.8%	6.6%	14.5%	18.0%	9.0%	16.3%	14.9%	19.4%	15.9%	23.9%	24.6%	41.9%	1.7%	13.1%
I am more open-minded than most people	253	91	122	29	62	93	16	7	14	36	36	21	46	40	54	43	48	72	105	7	21
	21.0%	20.3%	21.4%	21.2%	19.9%	21.5%	27.6%	14.6%	16.3%	22.0%	19.9%	19.8%	21.7%	21.2%	22.1%	23.0%	21.9%	19.5%	23.5%	15.9%	19.4%
	100.0%	36.0%	48.2%	11.5%	24.5%	36.8%	6.3%	2.8%	5.5%	14.2%	14.2%	8.3%	18.2%	15.8%	21.3%	17.0%	19.0%	28.5%	41.5%	2.8%	8.3%
I do not like pretentious people	526	217	237	57	160	180	28	14	38	78	76	40	85	81	99	83	100	162	204	18	56
	44.3%	48.8%	42.1%	42.2%	51.6%	42.1%	48.3%	29.2%	45.2%	48.1%	42.5%	38.5%	41.1%	43.1%	41.3%	44.9%	46.1%	44.1%	46.8%	40.9%	51.9%
	100.0%	41.3%	45.1%	10.8%	30.4%	34.2%	5.3%	2.7%	7.2%	14.8%	14.4%	7.6%	16.2%	15.4%	18.8%	15.8%	19.0%	30.8%	38.8%	3.4%	10.6%
General Price/Value/Budget Challenge																					
It's worth it to me to spend extra for the best quality	269	105	123	31	74	92	15	13	25	39	37	20	52	41	64	62	61	71	109	9	17
	22.1%	23.2%	21.2%	22.5%	23.6%	20.9%	25.4%	27.1%	29.1%	23.4%	20.6%	18.5%	24.5%	21.6%	25.6%	32.5%	27.7%	18.8%	24.2%	20.9%	15.6%
	100.0%	39.0%	45.7%	11.5%	27.5%	34.2%	5.6%	4.8%	9.3%	14.5%	13.8%	7.4%	19.3%	15.2%	23.8%	23.0%	22.7%	26.4%	40.5%	3.3%	6.3%
Once I find a brand that satisfies me, I usually don't experiment with new ones	145	41	85	16	25	69	8	4	9	17	8	21	30	22	39	31	26	59	37	6	10
	12.1%	9.1%	14.9%	11.7%	8.0%	15.9%	13.8%	8.2%	10.6%	10.4%	4.4%	20.0%	14.2%	11.6%	16.0%	16.5%	12.0%	15.9%	8.4%	13.6%	9.3%
	100.0%	28.3%	58.6%	11.0%	17.2%	47.6%	5.5%	2.8%	6.2%	11.7%	5.5%	14.5%	20.7%	15.2%	26.9%	21.4%	17.9%	40.7%	25.5%	4.1%	6.9%
I can't afford all the luxuries of life	501	149	277	50	99	227	17	21	25	60	61	52	107	83	109	67	76	204	159	12	39
	40.9%	32.7%	47.6%	35.7%	31.4%	51.4%	28.8%	42.0%	29.1%	35.9%	33.5%	48.1%	49.5%	43.9%	43.4%	34.9%	34.2%	53.7%	35.3%	27.3%	35.8%
	100.0%	29.7%	55.3%	10.0%	19.8%	45.3%	3.4%	4.2%	5.0%	12.0%	12.2%	10.4%	21.4%	16.6%	21.8%	13.4%	15.2%	40.7%	31.7%	2.4%	7.8%
I usually shop around to find the best price	315	90	168	33	57	135	13	12	21	30	32	39	57	42	75	60	52	121	101	13	27
	25.9%	19.8%	29.0%	23.6%	18.1%	30.8%	22.0%	24.0%	24.4%	18.0%	17.6%	36.4%	26.6%	22.1%	30.4%	31.7%	23.5%	32.1%	22.4%	29.5%	25.0%
	100.0%	28.6%	53.3%	10.5%	18.1%	42.9%	4.1%	3.8%	6.7%	9.5%	10.2%	12.4%	18.1%	13.3%	23.8%	19.0%	16.5%	38.4%	32.1%	4.1%	8.6%
Adventure Sought																					
I'm much more adventurous than most people I know	157	71	70	23	48	47	13	7	14	30	18	15	21	26	36	31	41	41	60	9	16
	12.9%	15.7%	12.2%	16.5%	15.3%	10.8%	22.0%	14.3%	16.3%	18.1%	9.9%	14.2%	9.8%	13.7%	14.6%	16.2%	18.5%	10.9%	13.4%	20.5%	14.7%
	100.0%	45.2%	44.6%	14.6%	30.6%	29.9%	8.3%	4.5%	8.9%	19.1%	11.5%	9.6%	13.4%	16.6%	22.9%	19.7%	26.1%	26.1%	38.2%	5.7%	10.2%
I enjoy taking risks	110	45	50	14	31	36	8	5	9	23	12	14	15	15	30	23	33	26	42	3	9
	9.0%	9.9%	8.6%	10.0%	9.9%	8.2%	13.6%	10.0%	10.5%	13.8%	6.6%	13.0%	6.9%	7.9%	12.1%	12.2%	14.9%	6.9%	9.3%	7.0%	8.3%
	100.0%	40.9%	45.5%	12.7%	28.2%	32.7%	7.3%	4.5%	8.2%	20.9%	10.9%	12.7%	13.6%	13.6%	27.3%	20.9%	30.0%	23.6%	38.2%	2.7%	8.2%
I wish I had more adventure in my life	135	40	77	13	27	64	5	6	5	14	16	17	31	15	30	25	24	48	40	3	6
	11.3%	8.9%	13.5%	9.5%	8.7%	14.8%	8.6%	12.0%	5.9%	8.5%	8.9%	16.3%	14.6%	8.2%	12.4%	13.4%	11.1%	13.0%	9.0%	7.0%	5.7%
	100.0%	29.6%	57.0%	9.6%	20.0%	47.4%	3.7%	4.4%	3.7%	10.4%	11.9%	12.6%	23.0%	11.1%	22.2%	18.5%	17.8%	35.6%	29.6%	2.2%	4.4%
I'm not really interested in adventure, I prefer to take it easy in my free time	86	23	52	12	11	40	6	1	7	7	7	13	12	17	24	17	12	34	28	2	7
	7.1%	5.1%	9.0%	8.7%	3.5%	9.2%	10.3%	2.0%	8.2%	4.2%	3.9%	12.4%	5.6%	9.0%	9.7%	8.9%	5.5%	9.0%	6.3%	4.5%	6.5%
	100.0%	26.7%	60.5%	14.0%	12.8%	46.5%	7.0%	1.2%	8.1%	8.1%	8.1%	15.1%	14.0%	19.8%	27.9%	19.8%	14.0%	39.5%	32.6%	2.3%	8.1%
Shopping																					
I hate to shop	206	65	97	18	47	79	12	3	14	23	21	14	35	34	36	25	41	60	61	4	21
	16.9%	14.4%	16.8%	12.9%	15.0%	18.0%	20.7%	6.0%	16.5%	13.8%	11.5%	13.1%	16.4%	17.9%	14.6%	13.2%	18.3%	15.9%	13.6%	9.1%	19.3%
	100.0%	31.6%	47.1%	8.7%	22.8%	38.3%	5.8%	1.5%	6.8%	11.2%	10.2%	6.8%	17.0%	16.5%	17.5%	12.1%	19.9%	29.1%	29.6%	1.9%	10.2%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I love catalogs	161	43	96	16	27	80	8	3	13	17	12	19	43	21	42	37	23	60	53	2	15
	13.3%	9.5%	16.8%	11.6%	8.6%	18.4%	13.6%	6.1%	15.1%	10.3%	6.6%	18.1%	19.9%	11.2%	17.1%	19.5%	10.5%	16.1%	11.9%	4.7%	13.8%
	100.0%	26.7%	59.6%	9.9%	16.8%	49.7%	5.0%	1.9%	8.1%	10.6%	7.5%	11.8%	26.7%	13.0%	26.1%	23.0%	14.3%	37.3%	32.9%	1.2%	9.3%
I love to shop for products that personally interest me	298	98	162	30	68	132	13	10	18	37	33	28	58	45	70	60	51	101	100	9	25
	24.5%	21.7%	28.2%	22.1%	21.5%	30.1%	22.4%	20.8%	20.9%	22.4%	18.1%	26.4%	27.0%	23.7%	28.3%	31.4%	23.0%	27.0%	22.4%	20.5%	22.9%
	100.0%	32.9%	54.4%	10.1%	22.8%	44.3%	4.4%	3.4%	6.0%	12.4%	11.1%	9.4%	19.5%	15.1%	23.5%	20.1%	17.1%	33.9%	33.6%	3.0%	8.4%
When I shop, I'm extremely focused	237	75	120	19	56	101	5	12	18	26	31	29	46	31	64	47	39	78	79	9	26
	19.7%	16.7%	21.2%	14.0%	17.8%	23.5%	8.6%	25.0%	20.9%	15.9%	17.1%	27.9%	21.8%	16.6%	26.7%	25.1%	17.8%	21.1%	17.8%	20.5%	23.9%
	100.0%	31.6%	50.6%	8.0%	23.6%	42.6%	2.1%	5.1%	7.6%	11.0%	13.1%	12.2%	19.4%	13.1%	27.0%	19.8%	16.5%	32.9%	33.3%	3.8%	11.0%
I rarely buy things on impulse	200	60	106	21	39	85	7	10	9	24	21	19	46	35	36	25	28	63	64	7	22
	16.6%	13.3%	18.5%	15.3%	12.4%	19.5%	12.1%	20.8%	10.5%	14.5%	11.7%	18.1%	21.9%	18.6%	14.8%	13.2%	12.6%	16.9%	14.3%	15.9%	20.2%
	100.0%	30.0%	53.0%	10.5%	19.5%	42.5%	3.5%	5.0%	4.5%	12.0%	10.5%	9.5%	23.0%	17.5%	18.0%	12.5%	14.0%	31.5%	32.0%	3.5%	11.0%
I prefer stores that offer expert advice and assistance	286	110	148	38	72	110	14	15	25	34	36	35	55	39	69	60	57	83	102	9	20
	23.4%	24.3%	25.5%	27.3%	23.0%	24.9%	24.1%	30.0%	29.1%	20.6%	19.8%	32.4%	25.5%	20.5%	27.8%	31.7%	25.8%	21.9%	22.7%	20.5%	18.3%
	100.0%	38.5%	51.7%	13.3%	25.2%	38.5%	4.9%	5.2%	8.7%	11.9%	12.6%	12.2%	19.2%	13.6%	24.1%	21.0%	19.9%	29.0%	35.7%	3.1%	7.0%
I prefer stores that offer the lowest prices	399	96	224	32	64	192	13	11	19	47	38	49	91	64	97	60	58	156	127	10	32
	33.1%	21.3%	39.3%	23.4%	20.4%	44.3%	22.4%	22.9%	22.4%	28.5%	21.0%	47.1%	43.1%	34.0%	40.1%	31.9%	26.1%	42.0%	28.5%	22.7%	29.4%
	100.0%	24.1%	56.1%	8.0%	16.0%	48.1%	3.3%	2.8%	4.8%	11.8%	9.5%	12.3%	22.8%	16.0%	24.3%	15.0%	14.5%	39.1%	31.8%	2.5%	8.0%
It's worth it to pay a little extra when a store offers good service	255	100	119	28	72	91	12	8	23	34	35	22	52	31	59	55	51	69	91	9	18
	20.8%	22.0%	20.5%	20.0%	22.9%	20.7%	20.3%	16.0%	26.7%	20.4%	19.2%	20.4%	24.2%	16.3%	23.7%	28.8%	23.0%	18.3%	20.2%	20.5%	16.5%
	100.0%	39.2%	46.7%	11.0%	28.2%	35.7%	4.7%	3.1%	9.0%	13.3%	13.7%	8.6%	20.4%	12.2%	23.1%	21.6%	20.0%	27.1%	35.7%	3.5%	7.1%
I prefer catalog shopping vs. going to a store	46	17	20	3	14	17	1	0	3	5	4	4	9	7	14	13	9	11	18	1	11
	3.9%	3.8%	3.6%	2.2%	4.5%	4.0%	1.7%	0.0%	3.5%	3.0%	2.2%	3.8%	4.3%	3.8%	5.8%	6.9%	4.1%	3.0%	4.1%	2.3%	10.1%
	100.0%	37.0%	43.5%	6.5%	30.4%	37.0%	2.2%	0.0%	6.5%	10.9%	8.7%	8.7%	19.6%	15.2%	30.4%	28.3%	19.6%	23.9%	39.1%	2.2%	23.9%
When I shop, I like to get in and get out as quickly as possible	510	162	267	56	106	211	23	17	25	64	62	49	93	88	107	81	84	183	156	13	42
	42.5%	36.0%	47.3%	41.5%	33.7%	49.1%	39.7%	37.0%	29.1%	38.8%	34.6%	47.1%	44.5%	47.3%	44.2%	42.9%	38.2%	49.5%	35.2%	29.5%	38.5%
	100.0%	31.8%	52.4%	11.0%	20.8%	41.4%	4.5%	3.3%	4.9%	12.5%	12.2%	9.6%	18.2%	17.3%	21.0%	15.9%	16.5%	35.9%	30.6%	2.5%	8.2%
Shopping by catalog is too expensive to do regularly	154	41	96	21	20	75	4	9	3	13	11	20	28	25	39	17	20	70	43	6	5
	12.8%	9.1%	17.0%	15.4%	6.4%	17.4%	6.8%	19.6%	3.5%	7.8%	6.2%	19.4%	13.2%	13.5%	16.0%	8.9%	9.0%	19.0%	9.6%	13.6%	4.6%
	100.0%	26.6%	62.3%	13.6%	13.0%	48.7%	2.6%	5.8%	1.9%	8.4%	7.1%	13.0%	18.2%	16.2%	25.3%	11.0%	13.0%	45.5%	27.9%	3.9%	3.2%
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	121	37	65	12	25	53	4	5	10	13	12	15	27	21	35	27	25	35	34	5	10
	9.9%	8.1%	11.3%	8.6%	7.9%	12.1%	6.8%	10.2%	11.6%	7.8%	6.6%	14.2%	12.5%	11.1%	14.2%	14.1%	11.3%	9.3%	7.6%	11.4%	9.2%
	100.0%	30.6%	53.7%	9.9%	20.7%	43.8%	3.3%	4.1%	8.3%	10.7%	9.9%	12.4%	22.3%	17.4%	28.9%	22.3%	20.7%	28.9%	28.1%	4.1%	8.3%
I like shopping online	32	14	9	1	13	8	0	0	3	7	6	3	3	2	7	10	13	2	13	3	6
	2.8%	3.2%	1.7%	0.8%	4.3%	2.0%	0.0%	0.0%	3.6%	4.4%	3.5%	3.0%	1.5%	1.1%	3.1%	5.7%	6.2%	0.6%	3.1%	7.0%	5.8%
	100.0%	43.8%	28.1%	3.1%	40.6%	25.0%	0.0%	0.0%	9.4%	21.9%	18.8%	9.4%	9.4%	6.3%	21.9%	31.3%	40.6%	6.3%	40.6%	9.4%	18.8%
Male Bonding Desire																					
I wish there were more places to go that were primarily for men	78	28	41	9	19	32	3	3	4	11	6	8	17	7	23	23	21	21	29	4	5
	6.4%	6.2%	7.1%	6.5%	6.1%	7.3%	5.2%	6.0%	4.7%	6.6%	3.3%	7.4%	7.9%	3.7%	9.3%	12.1%	9.5%	5.6%	6.5%	9.1%	4.6%
	100.0%	35.9%	52.6%	11.5%	24.4%	41.0%	3.8%	3.8%	5.1%	14.1%	7.7%	10.3%	21.8%	9.0%	29.5%	29.5%	26.9%	26.9%	37.2%	5.1%	6.4%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I wish I were able to spend more time with my male friends	71 5.9% 100.0%	24 5.3% 33.8%	33 5.8% 46.5%	4 2.9% 5.6%	20 6.4% 28.2%	29 6.7% 40.8%	2 3.4% 2.8%	1 2.1% 1.4%	5 5.8% 7.0%	11 6.7% 15.5%	9 5.0% 12.7%	7 6.8% 9.9%	9 4.3% 12.7%	8 4.3% 11.3%	16 6.7% 22.5%	16 8.5% 22.5%	17 7.7% 23.9%	23 6.3% 32.4%	22 5.0% 31.0%	7 15.9% 9.9%	10 9.2% 14.1%
With all my other commitments, I don't spend as much time with my friends as I'd like to	106 8.7% 100.0%	38 8.4% 35.8%	55 9.5% 51.9%	11 7.9% 10.4%	27 8.7% 25.5%	44 10.0% 41.5%	4 6.8% 3.8%	6 12.0% 5.7%	7 8.2% 6.6%	12 7.2% 11.3%	21 11.5% 19.8%	11 10.2% 10.4%	22 10.2% 20.8%	15 7.9% 14.2%	22 8.9% 20.8%	19 10.2% 17.9%	25 11.4% 23.6%	37 9.8% 34.9%	37 8.3% 34.9%	5 11.4% 4.7%	9 8.3% 8.5%
I spend more time with my friends than I do with my family	72 6.0% 100.0%	22 4.9% 30.6%	32 5.6% 44.4%	9 6.4% 12.5%	13 4.2% 18.1%	23 5.3% 31.9%	1 1.7% 1.4%	5 10.0% 6.9%	4 4.7% 5.6%	4 2.4% 5.6%	12 6.8% 16.7%	3 2.8% 4.2%	15 7.0% 20.8%	9 4.8% 12.5%	10 4.1% 13.9%	9 4.9% 12.5%	13 6.1% 18.1%	18 4.9% 25.0%	26 5.9% 36.1%	2 4.7% 2.8%	4 3.7% 5.6%
<u>Recognition</u>																					
I like it when companies or brands that I am loyal to recognize me for my loyalty	457 37.6% 100.0%	169 37.5% 37.0%	244 42.1% 53.4%	56 40.3% 12.3%	113 36.2% 24.7%	188 42.6% 41.1%	25 42.4% 5.5%	17 34.0% 3.7%	35 41.2% 7.7%	50 30.3% 10.9%	63 34.8% 13.8%	42 38.9% 9.2%	86 40.0% 18.8%	80 42.3% 17.5%	102 41.1% 22.3%	87 46.3% 19.0%	88 40.7% 19.3%	147 39.0% 32.2%	156 34.7% 34.1%	18 40.9% 3.9%	38 35.2% 8.3%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	389 32.5% 100.0%	142 31.6% 36.5%	198 34.9% 50.9%	44 32.4% 11.3%	98 31.3% 25.2%	154 35.6% 39.6%	21 36.2% 5.4%	14 29.2% 3.6%	33 38.8% 8.5%	50 30.3% 12.9%	49 27.4% 12.6%	35 33.3% 9.0%	80 38.1% 20.6%	64 34.2% 16.5%	94 38.7% 24.2%	82 43.4% 21.1%	67 30.6% 17.2%	120 32.4% 30.8%	144 32.7% 37.0%	14 31.8% 3.6%	40 36.7% 10.3%
I like being rewarded by companies for my loyalty	583 49.0% 100.0%	211 47.3% 36.2%	292 52.0% 50.1%	65 48.1% 11.1%	146 46.9% 25.0%	227 53.2% 38.9%	28 50.0% 4.8%	24 50.0% 4.1%	45 54.2% 7.7%	74 44.8% 12.7%	79 44.6% 13.6%	49 46.7% 8.4%	115 56.1% 19.7%	90 49.2% 15.4%	131 54.8% 22.5%	102 55.1% 17.5%	100 45.9% 17.2%	181 49.7% 31.0%	220 49.7% 37.7%	23 53.5% 3.9%	45 42.5% 7.7%
I think companies should take better care of their loyal customers	541 44.5% 100.0%	201 44.5% 37.2%	280 48.4% 51.8%	63 45.0% 11.6%	138 44.2% 25.5%	217 49.4% 40.1%	25 42.4% 4.6%	23 46.0% 4.3%	39 45.3% 7.2%	69 42.1% 12.8%	77 42.3% 14.2%	54 50.5% 10.0%	103 47.9% 19.0%	85 44.7% 15.7%	127 51.2% 23.5%	102 53.7% 18.9%	107 48.4% 19.8%	174 46.0% 32.2%	189 42.0% 34.9%	21 48.8% 3.9%	50 46.3% 9.2%
<u>Communication</u>																					
I like it when companies send me information about their products	248 20.5% 100.0%	68 15.1% 27.4%	146 25.5% 58.9%	20 14.6% 8.1%	48 15.3% 19.4%	126 28.9% 50.8%	8 13.8% 3.2%	8 16.3% 3.2%	20 23.8% 8.1%	26 15.7% 10.5%	21 11.5% 8.5%	36 34.0% 14.5%	61 28.5% 24.6%	33 17.4% 13.3%	74 30.0% 29.8%	60 31.9% 24.2%	34 15.5% 13.7%	95 25.3% 38.3%	80 17.9% 32.3%	12 27.3% 4.8%	23 21.1% 9.3%
I wish I knew more about the products I buy a lot of	125 10.2% 100.0%	41 9.0% 32.8%	72 12.4% 57.6%	14 10.0% 11.2%	27 8.6% 21.6%	58 13.2% 46.4%	5 8.5% 4.0%	5 10.0% 4.0%	9 10.5% 7.2%	11 6.6% 8.8%	9 4.9% 7.2%	23 21.3% 18.4%	25 11.6% 20.0%	20 10.6% 16.0%	41 16.5% 32.8%	27 14.2% 21.6%	13 5.9% 10.4%	45 12.0% 36.0%	38 8.4% 30.4%	4 9.1% 3.2%	11 10.1% 8.8%
I don't mind sharing information with companies if it will result in improved products or services	481 39.4% 100.0%	155 34.1% 32.2%	274 47.4% 57.0%	60 43.2% 12.5%	95 30.1% 19.8%	214 48.7% 44.5%	29 49.2% 6.0%	19 38.8% 4.0%	31 36.0% 6.4%	56 33.7% 11.6%	67 36.6% 13.9%	53 50.0% 11.0%	109 50.5% 22.7%	75 39.5% 15.6%	114 46.0% 23.7%	96 50.0% 20.0%	77 34.7% 16.0%	163 43.1% 33.9%	172 38.3% 35.8%	20 45.5% 4.2%	39 35.8% 8.1%
Privacy is a big concern of mine	451 37.3% 100.0%	158 34.9% 35.0%	226 39.4% 50.1%	47 33.8% 10.4%	111 35.4% 24.6%	179 41.2% 39.7%	22 37.3% 4.9%	12 24.5% 2.7%	29 33.7% 6.4%	61 36.7% 13.5%	62 34.4% 13.7%	46 44.7% 10.2%	82 38.0% 18.2%	69 36.9% 15.3%	97 39.8% 21.5%	81 43.1% 18.0%	79 36.1% 17.5%	152 40.8% 33.7%	161 36.2% 35.7%	13 30.2% 2.9%	35 32.4% 7.8%
I like when I get offers for products or services through the mail	262 21.8% 100.0%	73 16.2% 27.9%	154 27.1% 58.8%	29 21.2% 11.1%	44 14.1% 16.8%	125 29.0% 47.7%	10 17.2% 3.8%	13 27.1% 5.0%	12 14.0% 4.6%	31 18.9% 11.8%	23 12.8% 8.8%	32 30.8% 12.2%	64 30.3% 24.4%	46 24.5% 17.6%	74 30.7% 28.2%	58 30.7% 22.1%	40 18.2% 15.3%	95 25.7% 36.3%	82 18.5% 31.3%	8 18.2% 3.1%	14 13.0% 5.3%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	43	15	19	3	12	16	1	1	2	7	3	5	6	5	9	6	13	19	13	3	1
	3.5%	3.3%	3.3%	2.2%	3.8%	3.7%	1.7%	2.0%	2.3%	4.2%	1.7%	4.8%	2.8%	2.7%	3.7%	3.2%	5.9%	5.1%	2.9%	6.8%	0.9%
	100.0%	34.9%	44.2%	7.0%	27.9%	37.2%	2.3%	2.3%	4.7%	16.3%	7.0%	11.6%	14.0%	11.6%	20.9%	14.0%	30.2%	44.2%	30.2%	7.0%	2.3%
Relationships																					
Relationships with manufacturers of products I buy a lot of are important to me	147	49	90	22	27	68	11	7	10	19	21	14	38	27	47	38	28	48	50	5	9
	12.2%	11.0%	15.7%	16.2%	8.7%	15.6%	19.3%	14.6%	11.9%	11.5%	11.7%	13.5%	17.7%	14.3%	19.4%	20.7%	12.8%	12.8%	11.3%	11.6%	8.4%
	100.0%	33.3%	61.2%	15.0%	18.4%	46.3%	7.5%	4.8%	6.8%	12.9%	14.3%	9.5%	25.9%	18.4%	32.0%	25.9%	19.0%	32.7%	34.0%	3.4%	6.1%
Relationships are important to me	551	219	268	65	154	203	32	22	35	80	91	46	99	83	108	84	111	164	209	22	44
	45.7%	48.7%	46.9%	47.4%	49.2%	46.7%	54.2%	44.9%	41.7%	48.5%	50.3%	44.2%	46.3%	44.1%	44.3%	44.9%	50.5%	44.1%	47.0%	50.0%	41.1%
	100.0%	39.7%	48.6%	11.8%	27.9%	36.8%	5.8%	4.0%	6.4%	14.5%	16.5%	8.3%	18.0%	15.1%	19.6%	15.2%	20.1%	29.8%	37.9%	4.0%	8.0%
I like loyalty programs like frequent flyer or frequent shopper programs	252	93	129	31	62	98	14	10	22	33	34	28	46	36	64	51	52	76	96	12	19
	20.6%	20.4%	22.2%	22.1%	19.7%	22.2%	23.7%	20.0%	25.6%	19.8%	18.7%	25.9%	21.3%	19.0%	25.6%	26.7%	23.4%	20.1%	21.3%	27.3%	17.4%
	100.0%	36.9%	51.2%	12.3%	24.6%	38.9%	5.6%	4.0%	8.7%	13.1%	13.5%	11.1%	18.3%	14.3%	25.4%	20.2%	20.6%	30.2%	38.1%	4.8%	7.5%
Frequent buyer or savings club programs are a waste of my time	105	32	54	10	22	44	4	2	4	8	13	12	20	12	25	14	13	39	26	2	8
	8.6%	7.1%	9.3%	7.2%	7.0%	10.0%	6.8%	4.0%	4.7%	4.8%	7.2%	11.1%	9.3%	6.3%	10.0%	7.3%	5.9%	10.3%	5.8%	4.5%	7.4%
	100.0%	30.5%	51.4%	9.5%	21.0%	41.9%	3.8%	1.9%	3.8%	7.6%	12.4%	11.4%	19.0%	11.4%	23.8%	13.3%	12.4%	37.1%	24.8%	1.9%	7.6%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	192	59	104	23	36	81	9	6	7	19	21	21	30	33	49	32	31	67	51	5	13
	15.8%	13.0%	18.1%	16.5%	11.5%	18.5%	15.3%	12.2%	8.1%	11.4%	11.7%	19.8%	14.0%	17.4%	19.8%	16.8%	14.0%	17.8%	11.4%	11.4%	11.9%
	100.0%	30.7%	54.2%	12.0%	18.8%	42.2%	4.7%	3.1%	3.6%	9.9%	10.9%	10.9%	15.6%	17.2%	25.5%	16.7%	16.1%	34.9%	26.6%	2.6%	6.8%

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UNDER PROTECTIVE ORDER
GC 019084

Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																	SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS										
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Time Pressure/Allocation/Free Time																					
It's a daily challenge for me to find time for both work and my personal life	385	144	190	44	100	146	22	10	28	54	55	33	67	67	69	66	85	132	137	11	29
	32.1%	31.9%	33.7%	32.1%	31.7%	34.3%	37.9%	20.8%	32.6%	32.7%	30.4%	31.4%	31.9%	36.0%	28.9%	35.7%	38.6%	35.7%	30.9%	26.2%	26.9%
	100.0%	37.4%	49.4%	11.4%	26.0%	37.9%	5.7%	2.6%	7.3%	14.0%	14.3%	8.6%	17.4%	17.4%	17.9%	17.1%	22.1%	34.3%	35.6%	2.9%	7.5%
I have difficulty juggling work and family demands	230	80	117	22	58	95	8	10	15	35	28	21	49	34	50	42	51	82	87	9	14
	19.1%	17.9%	20.6%	16.3%	18.6%	21.9%	14.0%	20.4%	18.1%	21.1%	15.7%	19.8%	23.0%	18.1%	20.4%	22.7%	23.6%	22.0%	19.5%	20.9%	13.1%
	100.0%	34.8%	50.9%	9.6%	25.2%	41.3%	3.5%	4.3%	6.5%	15.2%	12.2%	9.1%	21.3%	14.8%	21.7%	18.3%	22.2%	35.7%	37.8%	3.9%	6.1%
I have less leisure time than I used to	613	237	289	71	166	218	29	30	42	88	100	53	109	102	114	102	124	191	228	29	46
	50.2%	52.2%	49.9%	50.7%	52.9%	49.7%	49.2%	60.0%	48.8%	52.7%	54.9%	49.5%	50.9%	53.4%	46.2%	53.7%	56.6%	50.7%	50.8%	65.9%	42.2%
	100.0%	38.7%	47.1%	11.6%	27.1%	35.6%	4.7%	4.9%	6.9%	14.4%	16.3%	8.6%	17.8%	16.6%	18.6%	16.6%	20.2%	31.2%	37.2%	4.7%	7.5%
My lifestyle is hectic	482	190	223	50	140	173	24	16	39	65	86	41	98	70	92	82	106	149	192	19	27
	39.9%	42.1%	39.2%	36.5%	44.6%	40.0%	40.7%	32.7%	45.3%	39.2%	48.0%	39.8%	45.8%	37.4%	37.9%	43.9%	48.4%	40.2%	43.2%	44.2%	25.0%
	100.0%	39.4%	46.3%	10.4%	29.0%	35.9%	5.0%	3.3%	8.1%	13.5%	17.8%	8.5%	20.3%	14.5%	19.1%	17.0%	22.0%	30.9%	39.8%	3.9%	5.6%
My work requires me to work long hours	611	252	274	71	181	203	34	22	43	101	105	43	100	113	111	110	135	174	247	28	44
	50.5%	55.6%	47.9%	51.1%	57.6%	46.9%	57.6%	44.9%	50.6%	60.8%	57.7%	41.0%	46.7%	59.2%	45.5%	58.2%	61.4%	46.3%	55.3%	63.6%	40.7%
	100.0%	41.2%	44.8%	11.6%	29.6%	33.2%	5.6%	3.6%	7.0%	16.5%	17.2%	7.0%	16.4%	18.5%	18.2%	18.0%	22.1%	28.5%	40.4%	4.6%	7.2%
I'm so busy that when I do take time off, I really want to make my free time count	693	271	331	89	182	242	40	34	47	104	109	62	118	108	139	114	134	214	271	28	44
	56.8%	60.0%	57.3%	64.0%	58.1%	55.1%	67.8%	68.0%	54.7%	62.3%	60.2%	58.5%	54.9%	56.5%	56.5%	60.0%	60.9%	56.8%	60.2%	63.6%	40.4%
	100.0%	39.1%	47.8%	12.8%	26.3%	34.9%	5.8%	4.9%	6.8%	15.0%	15.7%	8.9%	17.0%	15.6%	20.1%	16.5%	19.3%	30.9%	39.1%	4.0%	6.3%
I spend most of my free time at home	679	235	350	77	158	273	32	24	52	83	95	62	128	116	147	112	112	239	233	19	58
	56.8%	52.6%	61.9%	56.2%	51.0%	63.8%	55.2%	50.0%	61.2%	50.6%	52.8%	59.6%	61.5%	61.7%	61.0%	60.2%	51.1%	64.4%	53.2%	43.2%	53.2%
	100.0%	34.6%	51.5%	11.3%	23.3%	40.2%	4.7%	3.5%	7.7%	12.2%	14.0%	9.1%	18.9%	17.1%	21.6%	16.5%	16.5%	35.2%	34.3%	2.8%	8.5%
I wish I had more time to spend with my friends	381	155	170	40	115	130	19	14	22	60	57	25	71	53	68	60	69	132	134	15	30
	31.2%	34.1%	29.3%	28.8%	36.5%	29.4%	32.2%	28.0%	25.6%	35.9%	31.3%	23.1%	32.9%	28.0%	27.3%	31.6%	31.2%	34.7%	29.8%	34.9%	27.5%
	100.0%	40.7%	44.6%	10.5%	30.2%	34.1%	5.0%	3.7%	5.8%	15.7%	15.0%	6.6%	18.6%	13.9%	17.8%	15.7%	18.1%	34.6%	35.2%	3.9%	7.9%
I spend most of my free time with my family	661	250	311	74	176	237	33	23	55	79	94	70	115	105	145	105	126	207	247	19	51
	54.4%	55.2%	53.9%	53.2%	56.1%	54.1%	55.9%	46.0%	64.0%	47.3%	51.6%	65.4%	53.2%	55.9%	59.2%	56.1%	57.3%	55.2%	54.9%	43.2%	48.6%
	100.0%	37.8%	47.0%	11.2%	26.6%	35.9%	5.0%	3.5%	8.3%	12.0%	14.2%	10.6%	17.4%	15.9%	21.9%	15.9%	19.1%	31.3%	37.4%	2.9%	7.7%
I frequently entertain guests at home	277	118	124	37	81	87	16	13	24	40	48	24	51	35	66	57	59	70	111	16	29
	22.7%	26.0%	21.4%	26.8%	25.7%	19.7%	27.1%	26.5%	27.9%	24.0%	26.5%	22.2%	23.9%	18.3%	26.4%	30.0%	26.8%	18.6%	24.7%	36.4%	26.9%
	100.0%	42.6%	44.8%	13.4%	29.2%	31.4%	5.8%	4.7%	8.7%	14.4%	17.3%	8.7%	18.4%	12.6%	23.8%	20.6%	21.3%	25.3%	40.1%	5.8%	10.5%
Success,Relationship, Optimism																					
I consider myself highly successful	436	187	188	54	133	134	27	17	40	67	78	34	68	70	93	79	100	103	193	21	48
	35.8%	41.4%	32.5%	38.8%	42.5%	30.5%	45.8%	34.7%	46.5%	40.4%	43.3%	32.1%	31.6%	36.8%	37.7%	41.6%	45.0%	27.3%	43.0%	47.7%	44.0%
	100.0%	42.9%	43.1%	12.4%	30.5%	30.7%	6.2%	3.9%	9.2%	15.4%	17.9%	7.8%	15.6%	16.1%	21.3%	18.1%	22.9%	23.6%	44.3%	4.8%	11.0%
I'm more successful than most of the people I know	300	137	113	32	105	81	13	12	35	53	53	30	44	42	72	68	78	73	118	13	31
	24.8%	30.3%	19.6%	22.9%	33.7%	18.6%	22.0%	24.0%	40.7%	31.7%	29.3%	28.0%	20.8%	22.0%	29.3%	35.8%	35.6%	19.5%	26.3%	29.5%	29.2%
	100.0%	45.7%	37.7%	10.7%	35.0%	27.0%	4.3%	4.0%	11.7%	17.7%	17.7%	10.0%	14.7%	14.0%	24.0%	22.7%	26.0%	24.3%	39.3%	4.3%	10.3%

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GC 019085

Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Achieving balance between work, family and social life is critical to my definition of success	738 61.7% 100.0%	304 67.7% 41.2%	340 60.1% 46.1%	92 67.6% 12.5%	212 67.7% 28.7%	248 57.7% 33.6%	41 71.9% 5.6%	31 64.6% 4.2%	56 65.9% 7.6%	116 70.7% 15.7%	115 63.5% 15.6%	61 58.7% 8.3%	123 58.9% 16.7%	122 65.9% 16.5%	140 58.1% 19.0%	123 65.4% 16.7%	155 70.8% 21.0%	214 57.5% 29.0%	300 67.6% 40.7%	31 72.1% 4.2%	70 64.8% 9.5%
I lead a healthy lifestyle	482 40.2% 100.0%	186 41.4% 38.6%	224 39.5% 46.5%	60 44.1% 12.4%	126 40.3% 26.1%	164 38.1% 34.0%	30 51.7% 6.2%	18 38.3% 3.7%	38 44.2% 7.9%	70 42.7% 14.5%	62 34.4% 12.9%	45 43.3% 9.3%	80 38.1% 16.6%	75 40.1% 15.6%	102 42.3% 21.2%	82 43.9% 17.0%	96 43.4% 19.9%	132 35.7% 27.4%	183 41.2% 38.0%	21 47.7% 4.4%	50 45.9% 10.4%
I believe it's more important for a wife to help her husbands career than to have one herself	109 9.1% 100.0%	33 7.3% 30.3%	55 9.7% 50.5%	14 10.1% 12.8%	19 6.1% 17.4%	41 9.5% 37.6%	3 5.1% 2.8%	5 10.2% 4.6%	8 9.3% 7.3%	11 6.6% 10.1%	9 5.1% 8.3%	6 5.7% 5.5%	30 14.0% 27.5%	14 7.7% 12.8%	24 9.8% 22.0%	19 10.1% 17.4%	23 10.5% 21.1%	32 8.6% 29.4%	39 8.9% 35.8%	4 9.1% 3.7%	8 7.5% 7.3%
I believe it's better for everyone involved if the woman takes care of the home and family	249 20.6% 100.0%	71 15.7% 28.5%	126 21.9% 50.6%	19 13.6% 7.6%	52 16.7% 20.9%	107 24.5% 43.0%	6 10.2% 2.4%	9 18.0% 3.6%	17 19.8% 6.8%	26 15.6% 10.4%	28 15.6% 11.2%	26 24.1% 10.4%	55 25.6% 22.1%	36 19.3% 14.5%	64 25.9% 25.7%	45 23.8% 18.1%	39 17.8% 15.7%	86 23.1% 34.5%	73 16.4% 29.3%	9 20.5% 3.6%	15 13.9% 6.0%
Being the best at my job is extremely important to me	988 80.9% 100.0%	366 80.4% 37.0%	473 81.7% 47.9%	106 75.7% 10.7%	260 82.5% 26.3%	367 83.6% 37.1%	47 79.7% 4.8%	38 76.0% 3.8%	80 93.0% 8.1%	128 76.6% 13.0%	150 82.9% 15.2%	93 86.9% 9.4%	183 85.1% 13.5%	146 76.8% 14.8%	208 83.9% 21.1%	163 85.8% 16.5%	184 83.6% 18.6%	294 77.6% 29.8%	371 82.6% 37.6%	37 84.1% 3.7%	91 84.3% 9.2%
I feel guilty that I don't spend enough time with my family	297 24.5% 100.0%	94 21.0% 31.6%	152 26.4% 51.2%	28 20.4% 9.4%	66 21.3% 22.2%	124 28.3% 41.8%	9 15.8% 3.0%	12 24.5% 4.0%	17 20.0% 5.7%	40 24.1% 13.5%	40 22.3% 13.5%	31 28.7% 10.4%	64 30.2% 21.5%	43 22.9% 14.5%	66 26.6% 22.2%	51 27.1% 17.2%	58 26.6% 19.5%	101 26.9% 34.0%	101 22.6% 34.0%	13 29.5% 4.4%	18 16.5% 6.1%
I approach each day optimistically	702 58.5% 100.0%	291 64.7% 41.5%	333 58.7% 47.4%	87 64.0% 12.4%	204 65.0% 29.1%	246 57.1% 35.0%	35 60.3% 5.0%	34 70.8% 4.8%	57 66.3% 8.1%	118 71.5% 16.8%	97 53.9% 13.8%	72 68.6% 10.3%	125 59.2% 17.8%	101 54.3% 14.4%	159 65.4% 22.6%	125 66.5% 17.8%	134 61.2% 19.1%	200 54.1% 28.5%	265 59.7% 37.7%	32 72.7% 4.6%	68 62.4% 9.7%
I try to find small victories every day	519 42.5% 100.0%	227 50.2% 43.7%	236 40.7% 45.5%	73 52.1% 14.1%	154 49.4% 29.7%	163 37.0% 31.4%	29 49.2% 5.6%	27 54.0% 5.2%	45 52.3% 8.7%	85 51.2% 16.4%	79 43.4% 15.2%	50 46.3% 9.6%	84 39.1% 16.2%	79 41.6% 15.2%	115 46.4% 22.2%	101 53.7% 19.5%	93 42.3% 17.9%	140 37.1% 27.0%	200 44.4% 38.5%	23 52.3% 4.4%	55 50.9% 10.6%
I'm extremely happy with my life	743 61.3% 100.0%	289 63.8% 38.9%	339 59.1% 45.6%	89 64.0% 12.0%	200 63.7% 26.9%	250 57.5% 33.6%	40 67.8% 5.4%	34 69.4% 4.6%	56 65.1% 7.5%	114 68.7% 15.3%	112 62.2% 15.1%	66 64.1% 8.9%	127 59.1% 17.1%	114 60.0% 15.3%	153 62.4% 20.6%	128 67.0% 17.2%	149 67.4% 20.1%	214 57.2% 28.8%	288 64.6% 38.8%	33 76.7% 4.4%	74 67.9% 10.0%
I enjoy spending money on my home	543 45.0% 100.0%	210 46.4% 38.7%	262 45.6% 48.3%	64 46.4% 11.8%	146 46.3% 26.9%	198 45.4% 36.5%	28 47.5% 5.2%	23 46.9% 4.2%	39 45.3% 7.2%	89 53.9% 16.4%	76 41.8% 14.0%	46 43.3% 8.5%	109 50.9% 20.1%	81 43.1% 14.9%	116 47.7% 21.4%	90 47.9% 16.6%	103 47.0% 19.0%	167 44.9% 30.8%	200 44.7% 36.8%	28 63.6% 5.2%	48 44.9% 8.8%
My home is my pride and joy	647 53.2% 100.0%	236 51.9% 36.5%	340 58.9% 52.6%	82 59.0% 12.7%	154 48.7% 23.8%	258 58.9% 39.9%	35 59.3% 5.4%	28 57.1% 4.3%	49 57.0% 7.6%	88 53.0% 13.6%	83 45.6% 12.8%	63 59.4% 9.7%	129 59.7% 19.9%	103 54.2% 15.9%	159 64.4% 24.6%	120 62.8% 18.5%	107 48.4% 16.5%	212 56.2% 32.8%	224 50.0% 34.6%	12 27.3% 1.9%	59 54.1% 9.1%
Having close friendships is critical to happiness	680 56.7% 100.0%	284 63.7% 41.8%	310 54.2% 45.6%	90 65.7% 13.2%	194 62.8% 28.5%	220 50.6% 32.4%	37 66.1% 5.4%	35 70.0% 5.1%	46 54.8% 6.8%	115 70.6% 16.9%	104 57.8% 15.3%	60 56.1% 8.8%	115 54.8% 16.9%	89 47.6% 13.1%	132 54.1% 19.4%	114 61.0% 16.8%	140 65.1% 20.6%	183 49.2% 26.9%	274 61.7% 40.3%	31 70.5% 4.6%	65 60.7% 9.6%
Having close family relationships is critical to happiness	892 74.6% 100.0%	334 74.4% 37.4%	430 76.1% 48.2%	101 74.3% 11.3%	233 74.4% 26.1%	329 76.7% 36.9%	42 73.7% 4.7%	37 77.1% 4.1%	66 77.6% 7.4%	125 75.8% 14.0%	126 70.0% 14.1%	79 76.0% 8.9%	162 77.1% 18.2%	148 79.1% 16.6%	180 75.0% 20.2%	151 81.2% 16.9%	170 77.6% 19.1%	271 73.8% 30.4%	348 78.4% 39.0%	30 71.4% 3.4%	74 68.5% 8.3%
I take time out to make the most of everyday special occasions	408 33.6% 100.0%	158 34.8% 38.7%	215 37.4% 52.7%	55 39.6% 13.5%	103 32.7% 25.2%	160 36.7% 39.2%	21 35.6% 5.1%	22 44.9% 5.4%	30 34.9% 7.4%	61 36.7% 15.0%	56 30.8% 13.7%	41 38.7% 10.0%	87 40.3% 21.3%	61 32.8% 15.0%	99 40.2% 24.3%	79 41.6% 19.4%	66 29.7% 16.2%	129 34.3% 31.6%	150 33.5% 36.8%	18 40.9% 4.4%	37 34.6% 9.1%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I frequently treat myself to some of lifes little luxuries	623 51.1% 100.0%	285 62.9% 45.7%	277 48.0% 44.5%	83 60.1% 13.3%	202 64.1% 32.4%	194 44.2% 31.1%	37 63.8% 5.9%	29 59.2% 4.7%	61 70.9% 9.8%	96 58.2% 15.4%	112 61.5% 18.0%	40 37.7% 6.4%	120 55.8% 19.3%	90 47.4% 14.4%	121 48.8% 19.4%	127 66.5% 20.4%	130 58.6% 20.9%	156 41.4% 25.0%	250 55.8% 40.1%	24 54.5% 3.9%	63 57.8% 10.1%
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	412 34.2% 100.0%	198 43.8% 48.1%	175 30.9% 42.5%	54 39.4% 13.1%	144 45.7% 35.0%	121 28.1% 29.4%	25 43.1% 6.1%	15 31.3% 3.6%	48 55.8% 11.7%	69 41.8% 16.7%	68 37.6% 16.5%	30 28.8% 7.3%	65 30.8% 15.8%	65 34.9% 15.8%	93 38.4% 22.6%	96 50.3% 23.3%	98 44.3% 23.8%	88 23.8% 21.4%	171 38.4% 41.5%	23 52.3% 5.6%	46 42.2% 11.2%
Having a strong relationship with my spouse is extremely important to me	781 92.3% 100.0%	288 93.8% 36.9%	374 90.8% 47.9%	89 95.7% 11.4%	199 93.0% 25.5%	285 89.3% 36.5%	41 100.0% 5.2%	31 93.9% 4.0%	59 90.8% 7.6%	106 95.5% 13.6%	106 90.6% 13.6%	76 91.6% 9.7%	135 90.6% 17.3%	125 90.6% 16.0%	172 94.0% 22.0%	132 93.6% 16.9%	145 92.9% 18.6%	255 90.7% 32.7%	295 94.6% 37.8%	24 88.9% 3.1%	61 93.8% 7.8%
Being a good parent is extremely important to me	740 91.8% 100.0%	254 93.0% 34.3%	368 90.6% 49.7%	79 92.9% 10.7%	175 93.1% 23.6%	289 90.0% 39.1%	34 91.9% 4.6%	27 90.0% 3.6%	61 93.8% 8.2%	90 91.8% 12.2%	89 89.9% 12.0%	76 91.6% 10.3%	143 91.7% 19.3%	121 89.6% 16.4%	170 92.9% 23.0%	127 92.0% 17.2%	120 91.6% 16.2%	244 90.0% 33.0%	266 93.7% 35.9%	22 100.0% 3.0%	59 93.7% 8.0%
Stylishness																					
Making sure I look my best at all times is very important to me	423 34.8% 100.0%	177 39.1% 41.8%	197 34.1% 46.6%	42 30.0% 9.9%	135 43.1% 31.9%	155 35.4% 36.6%	13 22.0% 3.1%	18 36.0% 4.3%	45 52.3% 10.6%	52 31.1% 12.3%	66 36.7% 15.6%	37 34.3% 8.7%	89 41.8% 21.0%	57 30.3% 13.5%	99 39.8% 23.4%	82 42.9% 19.4%	81 36.8% 19.1%	138 36.5% 32.6%	150 33.6% 35.5%	17 38.6% 4.0%	40 36.7% 9.5%
I consider myself to be very fashion conscious	205 16.8% 100.0%	92 20.3% 44.9%	82 14.1% 40.0%	17 12.1% 8.3%	75 23.9% 36.6%	65 14.7% 31.7%	2 3.4% 1.0%	10 20.0% 4.9%	16 18.6% 7.8%	32 19.3% 15.6%	34 18.7% 16.6%	17 15.7% 8.3%	40 18.5% 19.5%	27 14.1% 13.2%	48 19.3% 23.4%	40 21.1% 19.5%	51 23.2% 24.9%	56 14.8% 27.3%	83 18.5% 40.5%	14 31.8% 6.8%	8 7.3% 3.9%
What others think about me is very important	335 27.6% 100.0%	135 30.0% 40.3%	143 24.8% 42.7%	33 23.7% 9.9%	102 32.8% 30.4%	110 25.2% 32.8%	11 18.6% 3.3%	14 28.0% 4.2%	26 30.6% 7.8%	47 28.1% 14.0%	56 30.9% 16.7%	27 25.0% 8.1%	60 27.9% 17.9%	45 23.8% 13.4%	68 27.3% 20.3%	57 30.2% 17.0%	59 27.1% 17.6%	107 28.5% 31.9%	120 26.8% 35.8%	20 45.5% 6.0%	36 33.0% 10.7%
I am completely satisfied with my physical appearance	453 37.8% 100.0%	161 35.7% 35.5%	216 38.2% 47.7%	43 31.4% 9.5%	118 37.6% 26.0%	173 40.3% 38.2%	22 37.9% 4.9%	13 27.1% 2.9%	28 32.9% 6.2%	64 38.8% 14.1%	59 32.8% 13.0%	40 38.8% 8.8%	73 34.6% 16.1%	67 36.2% 14.8%	98 40.8% 21.6%	72 38.7% 15.9%	80 36.2% 17.7%	139 37.6% 30.7%	156 35.2% 34.4%	18 41.9% 4.0%	35 32.4% 7.7%
I like to go to the latest movies	322 26.5% 100.0%	131 28.9% 40.7%	148 25.6% 46.0%	40 28.8% 12.4%	91 28.9% 28.3%	108 24.7% 33.5%	16 27.1% 5.0%	13 26.5% 4.0%	20 23.3% 6.2%	50 30.1% 15.5%	51 28.2% 15.8%	27 25.5% 8.4%	55 25.7% 17.1%	51 26.8% 15.8%	57 23.0% 17.7%	58 30.4% 18.0%	73 32.9% 22.7%	86 22.8% 26.7%	134 30.0% 41.6%	19 43.2% 5.9%	17 15.7% 5.3%
I like to discover new and different places to go	695 57.2% 100.0%	285 62.9% 41.0%	313 54.3% 45.0%	86 61.9% 12.4%	199 63.4% 28.6%	227 51.9% 32.7%	37 62.7% 5.3%	30 61.2% 4.3%	51 59.3% 7.3%	105 63.6% 15.1%	109 59.9% 15.7%	55 51.9% 7.9%	112 52.3% 16.1%	112 58.6% 16.1%	127 51.6% 18.3%	113 59.8% 16.3%	151 68.3% 21.7%	188 49.9% 27.1%	281 62.9% 40.4%	34 77.3% 4.9%	61 56.0% 8.8%
I like to go to the most popular restaurants and bars	251 20.7% 100.0%	113 25.1% 45.0%	102 17.7% 40.6%	29 21.2% 11.6%	84 26.8% 33.5%	73 16.6% 29.1%	13 22.8% 5.2%	9 18.4% 3.6%	25 29.1% 10.0%	41 24.8% 16.3%	47 26.1% 18.7%	18 17.0% 7.2%	42 19.5% 16.7%	49 26.2% 19.5%	48 19.4% 19.1%	49 25.8% 19.5%	66 29.9% 26.3%	56 14.9% 22.3%	97 21.7% 38.6%	17 38.6% 6.8%	18 16.5% 7.2%
I am comfortable being separate from the crowd	850 71.3% 100.0%	335 75.1% 39.4%	394 69.4% 46.4%	102 74.5% 12.0%	233 75.4% 27.4%	292 67.7% 34.4%	39 67.2% 4.6%	37 77.1% 4.4%	65 75.6% 7.6%	125 76.2% 14.7%	127 71.8% 14.9%	78 74.3% 9.2%	141 67.5% 16.6%	128 68.4% 15.1%	164 68.9% 19.3%	137 74.1% 16.1%	171 77.7% 20.1%	252 68.7% 29.6%	324 74.0% 38.1%	25 56.8% 2.9%	77 71.3% 9.1%
Self-Image																					
I am more confident in myself than most people	681 55.9% 100.0%	273 60.4% 40.1%	313 54.0% 46.0%	84 60.4% 12.3%	189 60.4% 27.8%	229 51.9% 33.6%	39 66.1% 5.7%	31 62.0% 4.6%	58 68.2% 8.5%	106 63.5% 15.6%	106 58.6% 15.6%	66 61.1% 9.7%	111 51.4% 16.3%	106 55.8% 15.6%	144 57.6% 21.1%	126 66.0% 18.5%	141 64.1% 20.7%	188 49.7% 27.6%	275 61.2% 40.4%	23 53.5% 3.4%	67 62.0% 9.8%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I have a better sense of humor than most people	713	295	312	92	203	220	42	29	57	106	115	59	114	113	140	117	141	195	280	26	78
	59.7%	65.8%	55.3%	67.6%	65.1%	51.4%	72.4%	61.7%	66.3%	64.2%	64.2%	56.2%	54.5%	60.8%	58.1%	62.6%	64.1%	53.3%	63.3%	61.9%	72.2%
	100.0%	41.4%	43.8%	12.9%	28.5%	30.9%	5.9%	4.1%	8.0%	14.9%	16.1%	8.3%	16.0%	15.8%	19.6%	16.4%	19.8%	27.3%	39.3%	3.6%	10.9%
I am more open-minded than most people	658	255	316	79	176	237	36	26	47	99	95	52	126	94	131	108	123	200	247	30	67
	54.5%	56.9%	55.4%	57.7%	56.6%	54.7%	62.1%	54.2%	54.7%	60.4%	52.5%	49.1%	59.4%	49.7%	53.7%	57.8%	56.2%	54.2%	55.4%	68.2%	62.0%
	100.0%	38.8%	48.0%	12.0%	26.7%	36.0%	5.5%	4.0%	7.1%	15.0%	14.4%	7.9%	19.1%	14.3%	19.9%	16.4%	18.7%	30.4%	37.5%	4.6%	10.2%
I do not like pretentious people	855	342	400	106	236	294	49	34	67	127	125	67	147	138	163	134	153	258	332	28	82
	72.0%	76.9%	71.0%	78.5%	76.1%	68.7%	84.5%	70.8%	79.8%	78.4%	69.8%	64.4%	71.0%	73.4%	67.9%	72.4%	70.5%	70.3%	76.1%	63.6%	75.9%
	100.0%	40.0%	46.8%	12.4%	27.6%	34.4%	5.7%	4.0%	7.8%	14.9%	14.6%	7.8%	17.2%	16.1%	19.1%	15.7%	17.9%	30.2%	38.8%	3.3%	9.6%
General Price/Value/Budget Challenge																					
It's worth it to me to spend extra for the best quality	728	309	332	97	212	235	44	37	65	115	117	60	128	110	151	128	150	197	285	27	67
	59.7%	68.4%	57.3%	70.3%	67.5%	53.3%	74.6%	77.1%	75.6%	68.9%	65.0%	55.6%	60.4%	57.9%	60.4%	67.0%	68.2%	52.3%	63.3%	62.8%	61.5%
	100.0%	42.4%	45.6%	13.3%	29.1%	32.3%	6.0%	5.1%	8.9%	15.8%	16.1%	8.2%	17.6%	15.1%	20.7%	17.6%	20.6%	27.1%	39.1%	3.7%	9.2%
Once I find a brand that satisfies me, I usually don't experiment with new ones	507	171	251	51	120	200	26	16	34	60	68	48	101	80	110	77	92	171	170	19	40
	42.2%	38.0%	44.0%	37.2%	38.3%	46.2%	44.8%	32.7%	40.0%	36.8%	37.8%	45.7%	47.6%	42.3%	45.1%	41.0%	42.6%	46.0%	38.4%	43.2%	37.4%
	100.0%	33.7%	49.5%	10.1%	23.7%	39.4%	5.1%	3.2%	6.7%	11.8%	13.4%	9.5%	19.9%	15.8%	21.7%	15.2%	18.1%	33.7%	33.5%	3.7%	7.9%
I can't afford all the luxuries of life	809	264	413	88	176	325	34	34	42	103	107	80	148	131	163	111	130	290	274	25	63
	66.0%	58.0%	71.0%	62.9%	55.9%	73.5%	57.6%	68.0%	48.8%	61.7%	58.8%	74.1%	68.5%	69.3%	64.9%	57.8%	58.6%	76.3%	60.8%	56.8%	57.8%
	100.0%	32.6%	51.1%	10.9%	21.8%	40.2%	4.2%	4.2%	5.2%	12.7%	13.2%	9.9%	18.3%	16.2%	20.1%	13.7%	16.1%	35.8%	33.9%	3.1%	7.8%
I usually shop around to find the best price	695	233	340	75	158	265	27	30	47	82	95	69	127	105	148	108	116	227	265	25	52
	57.1%	51.2%	58.7%	53.6%	50.2%	60.4%	45.8%	60.0%	54.7%	49.1%	52.2%	64.5%	59.3%	55.3%	59.9%	57.1%	52.5%	60.2%	58.8%	56.8%	48.1%
	100.0%	33.5%	48.9%	10.8%	22.7%	38.1%	3.9%	4.3%	6.8%	11.8%	13.7%	9.9%	18.3%	15.1%	21.3%	15.5%	16.7%	32.7%	38.1%	3.6%	7.5%
Adventure Sought																					
I'm much more adventurous than most people I know	470	205	209	64	141	145	29	23	40	80	75	34	75	77	96	93	112	121	181	26	46
	38.7%	45.3%	36.3%	46.0%	44.9%	33.2%	49.2%	46.9%	46.5%	48.2%	41.2%	32.1%	35.0%	40.5%	39.0%	48.7%	50.5%	32.2%	40.4%	59.1%	42.2%
	100.0%	43.6%	44.5%	13.6%	30.0%	30.9%	6.2%	4.9%	8.5%	17.0%	16.0%	7.2%	16.0%	16.4%	20.4%	19.8%	23.8%	25.7%	38.5%	5.5%	9.8%
I enjoy taking risks	365	144	163	35	109	128	18	11	28	55	58	29	54	48	78	72	100	95	158	16	27
	30.0%	31.7%	28.1%	25.0%	34.7%	29.0%	30.5%	22.0%	32.6%	32.9%	32.0%	26.9%	25.0%	25.4%	31.5%	38.1%	45.2%	25.2%	35.1%	37.2%	25.0%
	100.0%	39.5%	44.7%	9.6%	29.9%	35.1%	4.9%	3.0%	7.7%	15.1%	15.9%	7.9%	14.8%	13.2%	21.4%	19.7%	27.4%	26.0%	43.3%	4.4%	7.4%
I wish I had more adventure in my life	359	131	180	39	92	141	13	20	25	49	51	34	78	41	75	68	68	124	128	12	25
	30.0%	29.3%	31.6%	28.5%	29.7%	32.6%	22.4%	40.0%	29.4%	29.9%	28.3%	32.7%	36.6%	22.3%	31.0%	36.4%	31.3%	33.6%	29.0%	27.9%	23.6%
	100.0%	36.5%	50.1%	10.9%	25.6%	39.3%	3.6%	5.6%	7.0%	13.6%	14.2%	9.5%	21.7%	11.4%	20.9%	18.9%	18.9%	34.5%	35.7%	3.3%	7.0%
I'm not really interested in adventure, I prefer to take it easy in my free time	295	90	163	29	61	134	12	8	25	26	33	30	63	50	71	46	44	117	96	7	23
	24.3%	20.0%	28.3%	21.0%	19.5%	30.7%	20.7%	16.3%	29.4%	15.8%	18.2%	28.6%	29.3%	26.5%	28.7%	24.2%	20.1%	31.0%	21.4%	15.9%	21.3%
	100.0%	30.5%	55.3%	9.8%	20.7%	45.4%	4.1%	2.7%	8.5%	8.8%	11.2%	10.2%	21.4%	16.9%	24.1%	15.6%	14.9%	39.7%	32.5%	2.4%	7.8%
Shopping																					
I hate to shop	396	129	203	42	87	161	21	13	26	47	49	31	77	65	74	54	71	127	130	9	35
	32.5%	28.5%	35.2%	30.2%	27.8%	36.8%	36.2%	26.0%	30.6%	28.1%	26.9%	29.0%	36.2%	34.2%	30.1%	28.6%	32.6%	33.6%	29.0%	20.5%	32.1%
	100.0%	32.6%	51.3%	10.6%	22.0%	40.7%	5.3%	3.3%	6.6%	11.9%	12.4%	7.8%	19.4%	16.4%	18.7%	13.6%	17.9%	32.1%	32.8%	2.3%	8.8%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I love catalogs	386	148	190	48	100	142	21	15	35	51	48	33	74	57	85	74	66	123	149	8	39
	31.8%	32.7%	33.2%	34.8%	31.7%	32.6%	35.6%	30.6%	40.7%	30.9%	26.4%	31.4%	34.3%	30.3%	34.6%	38.9%	30.1%	33.0%	33.5%	18.6%	35.8%
	100.0%	38.3%	49.2%	12.4%	25.9%	36.8%	5.4%	3.9%	9.1%	13.2%	12.4%	8.5%	19.2%	14.8%	22.0%	19.2%	17.1%	31.9%	38.6%	2.1%	10.1%
I love to shop for products that personally interest me	721	297	347	94	203	253	40	32	59	108	107	59	130	116	149	124	133	222	270	28	67
	59.4%	65.7%	60.3%	69.1%	64.2%	57.6%	69.0%	66.7%	68.6%	65.5%	58.8%	55.7%	60.5%	61.1%	60.3%	64.9%	59.9%	59.4%	60.5%	63.6%	61.5%
	100.0%	41.2%	48.1%	13.0%	28.2%	35.1%	5.5%	4.4%	8.2%	15.0%	14.8%	8.2%	18.0%	16.1%	20.7%	17.2%	18.4%	30.8%	37.4%	3.9%	9.3%
When I shop, I'm extremely focused	572	217	282	71	146	211	31	28	38	83	91	53	107	94	115	91	96	176	213	22	61
	47.6%	48.2%	49.8%	52.2%	46.5%	49.1%	53.4%	58.3%	44.2%	50.6%	50.3%	51.0%	50.7%	50.3%	47.9%	48.7%	43.8%	47.6%	48.0%	50.0%	56.0%
	100.0%	37.9%	49.3%	12.4%	25.5%	36.9%	5.4%	4.9%	6.6%	14.5%	15.9%	9.3%	18.7%	16.4%	20.1%	15.9%	16.8%	30.8%	37.2%	3.8%	10.7%
I rarely buy things on impulse	502	164	239	44	120	195	14	18	34	65	60	42	98	77	96	72	87	162	181	12	44
	41.6%	36.3%	41.8%	32.1%	38.1%	44.8%	24.1%	37.5%	39.5%	39.4%	33.3%	40.0%	46.7%	41.0%	39.5%	38.1%	39.2%	43.4%	40.5%	27.3%	40.4%
	100.0%	32.7%	47.6%	8.8%	23.9%	38.8%	2.8%	3.6%	6.8%	12.9%	12.0%	8.4%	19.5%	15.3%	19.1%	14.3%	17.3%	32.3%	36.1%	2.4%	8.8%
I prefer stores that offer expert advice and assistance	682	268	319	84	184	235	38	29	58	93	105	61	124	102	137	122	130	192	271	28	54
	55.9%	59.3%	55.0%	60.4%	58.8%	53.3%	65.5%	58.0%	67.4%	56.4%	57.7%	56.5%	57.4%	53.7%	55.2%	64.6%	58.8%	50.7%	60.4%	63.6%	49.5%
	100.0%	39.3%	46.8%	12.3%	27.0%	34.5%	5.6%	4.3%	8.5%	13.6%	15.4%	8.9%	18.2%	15.0%	20.1%	17.9%	19.1%	28.2%	39.7%	4.1%	7.9%
I prefer stores that offer the lowest prices	784	253	411	81	172	330	29	34	51	93	99	88	160	123	179	131	119	284	266	23	66
	65.0%	56.1%	72.1%	59.1%	54.8%	76.2%	50.0%	70.8%	60.0%	56.4%	54.7%	84.6%	75.8%	65.4%	74.0%	69.7%	53.6%	76.5%	59.6%	52.3%	60.6%
	100.0%	32.3%	52.4%	10.3%	21.9%	42.1%	3.7%	4.3%	6.5%	11.9%	12.6%	11.2%	20.4%	15.7%	22.8%	16.7%	15.2%	36.2%	33.9%	2.9%	8.4%
It's worth it to pay a little extra when a store offers good service	717	294	330	83	211	247	35	34	61	104	109	62	132	101	143	121	141	197	280	27	57
	58.6%	64.6%	56.9%	59.3%	67.0%	56.1%	59.3%	68.0%	70.9%	62.3%	59.9%	57.4%	61.4%	53.2%	57.4%	63.4%	63.5%	52.1%	62.1%	61.4%	52.3%
	100.0%	41.0%	46.0%	11.6%	29.4%	34.4%	4.9%	4.7%	8.5%	14.5%	15.2%	8.6%	18.4%	14.1%	19.9%	16.9%	19.7%	27.5%	39.1%	3.8%	7.9%
I prefer catalog shopping vs. going to a store	162	63	75	23	40	52	12	4	19	16	24	11	38	23	38	36	36	42	54	5	34
	13.6%	14.0%	13.3%	16.9%	12.7%	12.2%	20.7%	8.5%	22.1%	9.7%	13.4%	10.6%	18.3%	12.4%	15.8%	19.1%	16.3%	11.4%	12.3%	11.4%	31.2%
	100.0%	38.9%	46.3%	14.2%	24.7%	32.1%	7.4%	2.5%	11.7%	9.9%	14.8%	6.8%	23.5%	14.2%	23.5%	22.2%	22.2%	25.9%	33.3%	3.1%	21.0%
When I shop, I like to get in and get out as quickly as possible	795	270	393	81	189	312	33	30	53	99	116	67	153	129	157	122	137	262	267	29	69
	66.3%	60.0%	69.6%	60.0%	60.0%	72.6%	56.9%	65.2%	61.6%	60.0%	64.8%	64.4%	73.2%	69.4%	64.9%	64.6%	62.3%	70.8%	60.3%	65.9%	63.3%
	100.0%	34.0%	49.4%	10.2%	23.8%	39.2%	4.2%	3.8%	6.7%	12.5%	14.6%	8.4%	19.2%	16.2%	19.7%	15.3%	17.2%	33.0%	33.6%	3.6%	8.7%
Shopping by catalog is too expensive to do regularly	366	100	204	38	62	166	14	13	16	38	43	37	68	65	83	46	46	153	111	10	13
	30.4%	22.2%	36.0%	27.9%	19.7%	38.6%	23.7%	28.3%	18.8%	22.9%	24.2%	35.9%	32.1%	35.1%	34.2%	24.2%	20.8%	41.5%	24.8%	22.7%	12.0%
	100.0%	27.3%	55.7%	10.4%	16.9%	45.4%	3.8%	3.6%	4.4%	10.4%	11.7%	10.1%	18.6%	17.8%	22.7%	12.6%	12.6%	41.8%	30.3%	2.7%	3.6%
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	410	164	196	48	116	148	19	19	36	58	50	38	73	57	96	84	76	112	148	16	30
	33.7%	36.0%	34.0%	34.5%	36.7%	33.8%	32.2%	38.8%	41.9%	34.9%	27.3%	35.8%	33.8%	30.0%	38.9%	44.0%	34.4%	29.7%	33.0%	36.4%	27.5%
	100.0%	40.0%	47.8%	11.7%	28.3%	36.1%	4.6%	4.6%	8.8%	14.1%	12.2%	9.3%	17.8%	13.9%	23.4%	20.5%	18.5%	27.3%	36.1%	3.9%	7.3%
I like shopping online	103	57	30	13	44	17	4	4	10	23	20	4	12	8	17	23	36	10	48	8	11
	9.0%	13.1%	5.6%	9.9%	14.5%	4.2%	7.3%	8.7%	11.9%	14.5%	11.6%	4.0%	6.0%	4.5%	7.5%	13.1%	17.1%	2.9%	11.5%	18.6%	10.6%
	100.0%	55.3%	29.1%	12.6%	42.7%	16.5%	3.9%	3.9%	9.7%	22.3%	19.4%	3.9%	11.7%	7.8%	16.5%	22.3%	35.0%	9.7%	46.6%	7.8%	10.7%
Male Bonding Desire																					
I wish there were more places to go that were primarily for men	211	83	112	30	53	82	13	10	21	25	29	14	46	28	48	52	46	70	75	8	18
	17.3%	18.3%	19.4%	21.6%	16.9%	18.7%	22.4%	20.0%	24.7%	15.0%	15.9%	13.0%	21.4%	14.7%	19.4%	27.4%	20.9%	18.6%	16.7%	18.2%	16.5%
	100.0%	39.3%	53.1%	14.2%	25.1%	38.9%	6.2%	4.7%	10.0%	11.8%	13.7%	6.6%	21.8%	13.3%	22.7%	24.6%	21.8%	33.2%	35.5%	3.8%	8.5%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I wish I were able to spend more time with my male friends	267 22.3% 100.0%	107 23.8% 40.1%	114 20.1% 42.7%	26 19.1% 9.7%	81 25.8% 30.3%	88 20.5% 33.0%	12 20.7% 4.5%	11 23.4% 4.1%	21 24.4% 7.9%	39 23.8% 14.6%	45 25.0% 16.9%	17 16.5% 6.4%	41 19.4% 15.4%	38 20.4% 14.2%	49 20.4% 18.4%	50 26.6% 18.7%	57 25.9% 21.3%	77 20.9% 28.8%	110 24.8% 41.2%	16 36.4% 6.0%	24 22.0% 9.0%
With all my other commitments, I don't spend as much time with my friends as I'd like to	372 30.5% 100.0%	140 31.0% 37.6%	172 29.7% 46.2%	39 27.9% 10.5%	101 32.5% 27.2%	133 30.3% 35.8%	19 32.2% 5.1%	13 26.0% 3.5%	21 24.7% 5.6%	55 33.1% 14.8%	67 36.8% 18.0%	34 31.5% 9.1%	65 30.1% 17.5%	52 27.2% 14.0%	72 29.3% 19.4%	59 31.6% 15.9%	81 36.8% 21.8%	130 34.4% 34.9%	127 28.4% 34.1%	16 36.4% 4.3%	28 25.9% 7.5%
I spend more time with my friends than I do with my family	159 13.2% 100.0%	61 13.6% 38.4%	68 11.8% 42.8%	20 14.3% 12.6%	41 13.3% 25.8%	48 11.1% 30.2%	8 13.6% 5.0%	8 16.0% 5.0%	11 12.9% 6.9%	16 9.7% 10.1%	30 17.0% 18.9%	5 4.7% 3.1%	27 12.6% 17.0%	20 10.6% 12.6%	28 11.5% 17.6%	20 10.8% 12.6%	35 16.4% 22.0%	46 12.4% 28.9%	59 13.3% 37.1%	13 30.2% 8.2%	11 10.2% 6.9%
<u>Recognition</u>																					
I like it when companies or brands that I am loyal to recognize me for my loyalty	870 71.5% 100.0%	341 75.6% 39.2%	417 71.9% 47.9%	101 72.7% 11.6%	240 76.9% 27.6%	316 71.7% 36.3%	45 76.3% 5.2%	35 70.0% 4.0%	68 80.0% 7.8%	116 70.3% 13.3%	134 74.0% 15.4%	76 70.4% 8.7%	161 74.9% 18.5%	126 66.7% 14.5%	180 72.6% 20.7%	156 83.0% 17.9%	159 72.6% 18.3%	264 70.0% 30.3%	326 72.6% 37.5%	31 70.5% 3.6%	78 72.2% 9.0%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	728 60.8% 100.0%	289 64.4% 39.7%	355 62.5% 48.8%	89 65.4% 12.2%	200 63.9% 27.5%	266 61.6% 36.5%	43 74.1% 5.9%	27 56.3% 3.7%	63 74.1% 8.7%	105 63.6% 14.4%	98 54.7% 13.5%	59 56.2% 8.1%	138 65.7% 19.0%	119 63.6% 16.3%	153 63.0% 21.0%	134 70.9% 18.4%	119 54.3% 16.3%	209 56.5% 28.7%	274 62.1% 37.6%	27 61.4% 3.7%	76 69.7% 10.4%
I like being rewarded by companies for my loyalty	901 75.7% 100.0%	341 76.5% 37.8%	437 77.8% 48.5%	107 79.3% 11.9%	234 75.2% 26.0%	330 77.3% 36.6%	45 80.4% 5.0%	39 81.3% 4.3%	68 81.9% 7.5%	123 74.5% 13.7%	130 73.4% 14.4%	73 69.5% 8.1%	164 80.0% 18.2%	148 80.9% 16.4%	182 76.2% 20.2%	151 81.6% 16.8%	153 70.2% 17.0%	267 73.4% 29.6%	344 77.7% 38.2%	35 81.4% 3.9%	76 71.7% 8.4%
I think companies should take better care of their loyal customers	912 75.0% 100.0%	346 76.5% 37.9%	448 77.4% 49.1%	104 74.3% 11.4%	242 77.6% 26.5%	344 78.4% 37.7%	46 78.0% 5.0%	37 74.0% 4.1%	65 75.6% 7.1%	125 76.2% 13.7%	144 79.1% 15.8%	82 76.6% 9.0%	169 78.6% 18.5%	141 74.2% 15.5%	184 74.2% 20.2%	152 80.0% 16.7%	169 76.5% 18.5%	282 74.6% 30.9%	347 77.1% 38.0%	32 74.4% 3.5%	80 74.1% 8.8%
<u>Communication</u>																					
I like it when companies send me information about their products	593 49.0% 100.0%	216 47.9% 36.4%	299 52.2% 50.4%	66 48.2% 11.1%	150 47.8% 25.3%	233 53.4% 39.3%	29 50.0% 4.9%	25 51.0% 4.2%	49 58.3% 8.3%	80 48.2% 13.5%	74 40.7% 12.5%	56 52.8% 9.4%	131 61.2% 22.1%	76 40.0% 12.8%	143 57.9% 24.1%	124 66.0% 20.9%	88 40.0% 14.8%	190 50.5% 32.0%	219 49.0% 36.9%	23 52.3% 3.9%	53 48.6% 8.9%
I wish I knew more about the products I buy a lot of	363 29.8% 100.0%	133 29.3% 36.6%	187 32.3% 51.5%	40 28.6% 11.0%	93 29.6% 25.6%	147 33.5% 40.5%	14 23.7% 3.9%	15 30.0% 4.1%	26 30.2% 7.2%	45 26.9% 12.4%	45 24.7% 12.4%	46 42.6% 12.7%	64 29.8% 17.6%	50 26.5% 13.8%	92 36.9% 25.3%	68 35.8% 18.7%	49 22.2% 13.5%	121 32.2% 33.3%	126 27.9% 34.7%	11 25.0% 3.0%	32 29.4% 8.8%
I don't mind sharing information with companies if it will result in improved products or services	878 72.0% 100.0%	330 72.5% 37.6%	445 77.0% 50.7%	110 79.1% 12.5%	220 69.6% 25.1%	335 76.3% 38.2%	47 79.7% 5.4%	36 73.5% 4.1%	70 81.4% 8.0%	121 72.9% 13.8%	116 63.4% 13.2%	76 71.7% 8.7%	172 79.6% 19.6%	134 70.5% 15.3%	190 76.6% 21.6%	163 84.9% 18.6%	150 67.6% 17.1%	275 72.8% 31.3%	330 73.5% 37.6%	30 68.2% 3.4%	77 70.6% 8.8%
Privacy is a big concern of mine	825 68.2% 100.0%	306 67.5% 37.1%	403 70.3% 48.8%	90 64.7% 10.9%	216 68.8% 26.2%	313 72.1% 37.9%	38 64.4% 4.6%	29 59.2% 3.5%	52 60.5% 6.3%	115 69.3% 13.9%	128 71.1% 15.5%	79 76.7% 9.6%	147 68.1% 17.8%	127 67.9% 15.4%	169 69.3% 20.5%	129 68.6% 15.6%	156 71.2% 18.9%	253 67.8% 30.7%	318 71.5% 38.5%	30 69.8% 3.6%	67 62.0% 8.1%
I like when I get offers for products or services through the mail	561 46.7% 100.0%	196 43.6% 34.9%	298 52.5% 53.1%	70 51.1% 12.5%	126 40.3% 22.5%	228 52.9% 40.6%	31 53.4% 5.5%	26 54.2% 4.6%	42 48.8% 7.5%	75 45.7% 13.4%	74 41.1% 13.2%	57 54.8% 10.2%	129 61.1% 23.0%	88 46.8% 15.7%	135 56.0% 24.1%	120 63.5% 21.4%	87 39.5% 15.5%	180 48.6% 32.1%	202 45.6% 36.0%	17 38.6% 3.0%	47 43.5% 8.4%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	145	49	68	18	31	50	7	7	8	19	23	13	23	24	29	19	36	51	40	6	7
	12.0%	10.8%	11.9%	13.0%	9.8%	11.5%	11.9%	14.3%	9.3%	11.5%	12.7%	12.4%	10.8%	12.8%	11.8%	10.1%	16.4%	13.6%	8.9%	13.6%	6.4%
	100.0%	33.8%	46.9%	12.4%	21.4%	34.5%	4.8%	4.8%	5.5%	13.1%	15.9%	9.0%	15.9%	16.6%	20.0%	13.1%	24.8%	35.2%	27.6%	4.1%	4.8%
Relationships																					
Relationships with manufacturers of products I buy a lot of are important to me	449	169	235	61	108	174	29	19	39	61	56	44	88	73	121	91	76	132	157	17	45
	37.2%	37.8%	41.1%	44.9%	34.7%	39.9%	50.9%	39.6%	46.4%	37.0%	31.3%	42.3%	40.9%	38.6%	50.0%	49.5%	34.9%	35.2%	35.6%	39.5%	42.1%
	100.0%	37.6%	52.3%	13.6%	24.1%	38.8%	6.5%	4.2%	8.7%	13.6%	12.5%	9.8%	19.6%	16.3%	26.9%	20.3%	16.9%	29.4%	35.0%	3.8%	10.0%
Relationships are important to me	959	372	452	111	261	341	53	37	67	137	147	79	172	151	187	151	178	295	363	34	76
	79.5%	82.7%	79.0%	81.0%	83.4%	78.4%	89.8%	75.5%	79.8%	83.0%	81.2%	76.0%	80.4%	80.3%	76.6%	80.7%	80.9%	79.3%	81.6%	77.3%	71.0%
	100.0%	38.8%	47.1%	11.6%	27.2%	35.6%	5.5%	3.9%	7.0%	14.3%	15.3%	8.2%	17.9%	15.7%	19.5%	15.7%	18.6%	30.8%	37.9%	3.5%	7.9%
I like loyalty programs like frequent flyer or frequent shopper programs	565	233	252	69	164	183	34	23	49	84	95	46	106	79	113	104	123	150	225	30	48
	46.2%	51.2%	43.4%	49.3%	52.1%	41.5%	57.6%	46.0%	57.0%	50.3%	52.2%	42.6%	49.1%	41.8%	45.2%	54.5%	55.4%	39.6%	49.9%	68.2%	44.0%
	100.0%	41.2%	44.6%	12.2%	29.0%	32.4%	6.0%	4.1%	8.7%	14.9%	16.8%	8.1%	18.8%	14.0%	20.0%	18.4%	21.8%	26.5%	39.8%	5.3%	8.5%
Frequent buyer or savings club programs are a waste of my time	271	89	129	23	66	106	8	9	16	31	34	27	47	33	57	33	38	93	83	7	17
	22.2%	19.6%	22.2%	16.5%	21.0%	24.0%	13.6%	18.0%	18.6%	18.7%	18.8%	25.0%	21.8%	17.5%	22.8%	17.3%	17.3%	24.5%	18.4%	15.9%	15.7%
	100.0%	32.8%	47.6%	8.5%	24.4%	39.1%	3.0%	3.3%	5.9%	11.4%	12.5%	10.0%	17.3%	12.2%	21.0%	12.2%	14.0%	34.3%	30.6%	2.6%	6.3%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	461	161	233	52	109	181	21	17	30	61	52	47	85	75	108	77	79	169	156	13	34
	38.0%	35.5%	40.5%	37.4%	34.7%	41.4%	35.6%	34.7%	34.9%	36.7%	29.1%	44.3%	39.7%	39.5%	43.5%	40.3%	35.7%	44.9%	34.8%	29.5%	31.2%
	100.0%	34.9%	50.5%	11.3%	23.6%	39.3%	4.6%	3.7%	6.5%	13.2%	11.3%	10.2%	18.4%	16.3%	23.4%	16.7%	17.1%	36.7%	33.8%	2.8%	7.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019091

Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Time Pressure/Allocation/Free Time																					
It's a daily challenge for me to find time for both work and my personal life	281	108	142	34	74	108	17	10	24	33	43	36	53	30	74	39	40	98	101	13	31
	23.5%	23.9%	25.2%	24.8%	23.5%	25.4%	29.3%	20.8%	27.9%	20.0%	23.8%	34.3%	25.2%	16.1%	31.0%	21.1%	18.2%	26.5%	22.7%	31.0%	28.7%
	100.0%	38.4%	50.5%	12.1%	26.3%	38.4%	6.0%	3.6%	8.5%	11.7%	15.3%	12.8%	18.9%	10.7%	26.3%	13.9%	14.2%	34.9%	35.9%	4.6%	11.0%
I have difficulty juggling work and family demands	428	174	203	56	118	147	27	17	38	63	61	38	76	63	89	58	71	115	163	11	58
	35.6%	38.9%	35.7%	41.5%	37.8%	33.9%	47.4%	34.7%	45.8%	38.0%	34.3%	35.8%	35.7%	33.5%	36.3%	31.4%	32.9%	30.8%	36.5%	25.6%	54.2%
	100.0%	40.7%	47.4%	13.1%	27.6%	34.3%	6.3%	4.0%	8.9%	14.7%	14.3%	8.9%	17.8%	14.7%	20.8%	13.6%	16.6%	26.9%	38.1%	2.6%	13.6%
I have less leisure time than I used to	215	62	122	20	42	102	10	3	16	16	24	23	44	34	48	26	25	90	49	5	26
	17.6%	13.7%	21.1%	14.3%	13.4%	23.2%	16.9%	6.0%	18.6%	9.6%	13.2%	21.5%	20.6%	17.8%	19.4%	13.7%	11.4%	23.9%	10.9%	11.4%	23.9%
	100.0%	28.8%	56.7%	9.3%	19.5%	47.4%	4.7%	1.4%	7.4%	7.4%	11.2%	10.7%	20.5%	15.8%	22.3%	12.1%	11.6%	41.9%	22.8%	2.3%	12.1%
My lifestyle is hectic	194	55	108	24	31	84	9	5	10	20	15	25	34	23	45	30	26	66	59	9	22
	16.1%	12.2%	19.0%	17.5%	9.9%	19.4%	15.3%	10.2%	11.6%	12.0%	8.4%	24.3%	15.9%	12.3%	18.5%	16.0%	11.9%	17.8%	13.3%	20.9%	20.4%
	100.0%	28.4%	55.7%	12.4%	16.0%	43.3%	4.6%	2.6%	5.2%	10.3%	7.7%	12.9%	17.5%	11.9%	23.2%	15.5%	13.4%	34.0%	30.4%	4.6%	11.3%
My work requires me to work long hours	234	69	138	26	43	112	9	8	16	21	21	27	55	29	59	29	27	91	70	5	22
	19.3%	15.2%	24.1%	18.7%	13.7%	25.9%	15.3%	16.3%	18.8%	12.7%	11.5%	25.7%	25.7%	15.2%	24.2%	15.3%	12.3%	24.2%	15.7%	11.4%	20.4%
	100.0%	29.5%	59.0%	11.1%	18.4%	47.9%	3.8%	3.4%	6.8%	9.0%	9.0%	11.5%	23.5%	12.4%	25.2%	12.4%	11.5%	38.9%	29.9%	2.1%	9.4%
I'm so busy that when I do take time off, I really want to make my free time count	129	53	61	17	36	44	9	3	14	14	13	7	22	19	27	21	21	45	38	3	18
	10.6%	11.7%	10.6%	12.2%	11.5%	10.0%	15.3%	6.0%	16.3%	8.4%	7.2%	6.6%	10.2%	9.9%	11.0%	11.1%	9.5%	11.9%	8.4%	6.8%	16.5%
	100.0%	41.1%	47.3%	13.2%	27.9%	34.1%	7.0%	2.3%	10.9%	10.9%	10.1%	5.4%	17.1%	14.7%	20.9%	16.3%	16.3%	34.9%	29.5%	2.3%	14.0%
I spend most of my free time at home	122	51	43	9	42	34	4	4	10	17	27	6	28	9	24	17	30	31	48	8	13
	10.2%	11.4%	7.6%	6.6%	13.5%	7.9%	6.9%	8.3%	11.8%	10.4%	15.0%	5.8%	13.5%	4.8%	10.0%	9.1%	13.7%	8.4%	11.0%	18.2%	11.9%
	100.0%	41.8%	35.2%	7.4%	34.4%	27.9%	3.3%	3.3%	8.2%	13.9%	22.1%	4.9%	23.0%	7.4%	19.7%	13.9%	24.6%	25.4%	39.3%	6.6%	10.7%
I wish I had more time to spend with my friends	183	64	98	24	40	74	9	7	13	18	25	19	35	31	42	26	36	61	60	2	18
	15.0%	14.1%	16.9%	17.3%	12.7%	16.7%	15.3%	14.0%	15.1%	10.8%	13.7%	17.6%	16.2%	16.4%	16.9%	13.7%	16.3%	16.1%	13.4%	4.7%	16.5%
	100.0%	35.0%	53.6%	13.1%	21.9%	40.4%	4.9%	3.8%	7.1%	9.8%	13.7%	10.4%	19.1%	16.9%	23.0%	14.2%	19.7%	33.3%	32.8%	1.1%	9.8%
I spend most of my free time with my family	140	50	60	17	33	43	6	9	5	21	27	6	27	18	17	9	30	44	50	8	13
	11.5%	11.0%	10.4%	12.2%	10.5%	9.8%	10.2%	18.0%	5.8%	12.6%	14.8%	5.6%	12.5%	9.6%	6.9%	4.8%	13.6%	11.7%	11.1%	18.2%	12.4%
	100.0%	35.7%	42.9%	12.1%	23.6%	30.7%	4.3%	6.4%	3.6%	15.0%	19.3%	4.3%	19.3%	12.9%	12.1%	6.4%	21.4%	31.4%	35.7%	5.7%	9.3%
I frequently entertain guests at home	415	128	207	37	91	170	13	16	21	44	58	42	80	62	81	50	69	150	134	6	37
	34.0%	28.3%	35.8%	26.8%	28.9%	38.5%	22.0%	32.7%	24.4%	26.3%	32.0%	38.9%	37.6%	32.5%	32.4%	26.3%	31.4%	39.9%	29.8%	13.6%	34.3%
	100.0%	30.8%	49.9%	8.9%	21.9%	41.0%	3.1%	3.9%	5.1%	10.6%	14.0%	10.1%	19.3%	14.9%	19.5%	12.0%	16.6%	36.1%	32.3%	1.4%	8.9%
Success, Relationship, Optimism																					
I consider myself highly successful	155	39	82	13	26	69	5	2	5	15	18	13	29	19	28	15	18	70	43	3	12
	12.7%	8.6%	14.2%	9.4%	8.3%	15.7%	8.5%	4.1%	5.8%	9.0%	10.0%	12.3%	13.5%	10.0%	11.3%	7.9%	8.1%	18.6%	9.6%	6.8%	11.0%
	100.0%	25.2%	52.9%	8.4%	16.8%	44.5%	3.2%	1.3%	3.2%	9.7%	11.6%	8.4%	18.7%	12.3%	18.1%	9.7%	11.6%	45.2%	27.7%	1.9%	7.7%
I'm more successful than most of the people I know	208	52	118	21	31	97	10	5	3	27	21	20	43	41	48	21	20	100	53	3	11
	17.2%	11.5%	20.5%	15.0%	9.9%	22.2%	16.9%	10.0%	3.5%	16.2%	11.6%	18.7%	20.3%	21.5%	19.5%	11.1%	9.1%	26.7%	11.8%	6.8%	10.4%
	100.0%	25.0%	56.7%	10.1%	14.9%	46.6%	4.8%	2.4%	1.4%	13.0%	10.1%	9.6%	20.7%	19.7%	23.1%	10.1%	9.6%	43.1%	25.5%	1.4%	5.3%

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GC 019092

Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Achieving balance between work, family and social life is critical to my definition of success	73 6.1% 100.0%	15 3.3% 20.5%	40 7.1% 54.8%	6 4.4% 8.2%	9 2.9% 12.3%	34 7.9% 46.6%	1 1.8% 1.4%	3 6.3% 4.1%	4 4.7% 5.5%	6 3.7% 8.2%	5 2.8% 6.8%	6 5.8% 8.2%	16 7.7% 21.9%	8 4.3% 11.0%	16 6.6% 21.9%	5 2.7% 6.8%	7 3.2% 9.6%	35 9.4% 47.9%	18 4.1% 24.7%	2 4.7% 2.7%	8 7.4% 11.0%
I lead a healthy lifestyle	131 10.9% 100.0%	49 10.9% 37.4%	66 11.6% 50.4%	15 11.0% 11.5%	34 10.9% 26.0%	51 11.8% 38.9%	3 5.2% 2.3%	4 8.5% 3.1%	11 12.8% 8.4%	12 7.3% 9.2%	18 10.0% 13.7%	9 8.7% 6.9%	31 14.8% 23.7%	17 9.1% 13.0%	30 12.4% 22.9%	24 12.8% 18.3%	29 13.1% 22.1%	50 13.5% 38.2%	40 9.0% 30.5%	3 6.8% 2.3%	10 9.2% 7.6%
I believe it's more important for a wife to help her husbands career than to have one herself	778 64.8% 100.0%	314 69.8% 40.4%	357 62.7% 45.9%	93 66.9% 12.0%	221 71.1% 28.4%	264 61.4% 33.9%	44 74.6% 5.7%	30 61.2% 3.9%	56 65.1% 7.2%	120 72.3% 15.4%	114 64.4% 14.7%	67 63.2% 8.6%	122 56.7% 15.7%	118 64.5% 15.2%	157 64.1% 20.2%	125 66.5% 16.1%	147 67.1% 18.9%	236 63.6% 30.3%	303 68.9% 38.9%	26 59.1% 3.3%	72 67.9% 9.3%
I believe it's better for everyone involved if the woman takes care of the home and family	602 49.8% 100.0%	249 55.1% 41.4%	273 47.4% 45.3%	77 55.0% 12.8%	172 55.1% 28.6%	196 45.0% 32.6%	33 55.9% 5.5%	26 52.0% 4.3%	42 48.8% 7.0%	98 58.7% 16.3%	94 52.5% 15.6%	51 47.2% 8.5%	95 44.2% 15.8%	90 48.1% 15.0%	112 45.3% 18.6%	96 50.8% 15.9%	126 57.5% 20.9%	163 43.8% 27.1%	247 55.5% 41.0%	23 52.3% 3.8%	55 50.9% 9.1%
Being the best at my job is extremely important to me	28 2.3% 100.0%	9 2.0% 32.1%	18 3.1% 64.3%	4 2.9% 14.3%	5 1.6% 17.9%	14 3.2% 50.0%	2 3.4% 7.1%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.8% 10.7%	2 1.1% 7.1%	2 1.9% 7.1%	6 2.8% 21.4%	4 2.1% 14.3%	8 3.2% 28.6%	2 1.1% 7.1%	2 0.9% 7.1%	13 3.4% 46.4%	7 1.6% 25.0%	0 0.0% 0.0%	3 2.8% 10.7%
I feel guilty that I don't spend enough time with my family	411 33.9% 100.0%	157 35.1% 38.2%	190 33.0% 46.2%	54 39.4% 13.1%	103 33.2% 25.1%	136 31.1% 33.1%	25 43.9% 6.1%	20 40.8% 4.9%	36 42.4% 8.8%	54 32.5% 13.1%	54 30.2% 13.1%	36 33.3% 8.8%	74 34.9% 18.0%	57 30.3% 13.9%	82 33.1% 20.0%	55 29.3% 13.4%	67 30.7% 16.3%	122 32.4% 29.7%	149 33.3% 36.3%	10 22.7% 2.4%	47 43.1% 11.4%
I approach each day optimistically	64 5.3% 100.0%	25 5.6% 39.1%	29 5.1% 45.3%	7 5.1% 10.9%	18 5.7% 28.1%	22 5.1% 34.4%	2 3.4% 3.1%	2 4.2% 3.1%	8 9.3% 12.5%	5 3.0% 7.8%	10 5.6% 15.6%	3 2.9% 4.7%	13 6.2% 20.3%	10 5.4% 15.6%	15 6.2% 23.4%	10 5.3% 15.6%	9 4.1% 14.1%	25 6.8% 39.1%	15 3.4% 23.4%	1 2.3% 1.6%	7 6.4% 10.9%
I try to find small victories every day	116 9.5% 100.0%	40 8.8% 34.5%	63 10.9% 54.3%	13 9.3% 11.2%	27 8.7% 23.3%	50 11.4% 43.1%	8 13.6% 6.9%	3 6.0% 2.6%	7 8.1% 6.0%	11 6.6% 9.5%	16 8.8% 13.8%	8 7.4% 6.9%	25 11.6% 21.6%	21 11.1% 18.1%	22 8.9% 19.0%	15 8.0% 12.9%	20 9.1% 17.2%	47 12.5% 40.5%	37 8.2% 31.9%	3 6.8% 2.6%	9 8.3% 7.8%
I'm extremely happy with my life	97 8.0% 100.0%	23 5.1% 23.7%	52 9.1% 53.6%	6 4.3% 6.2%	17 5.4% 17.5%	46 10.6% 47.4%	1 1.7% 1.0%	2 4.1% 2.1%	4 4.7% 4.1%	6 3.6% 6.2%	10 5.6% 10.3%	8 7.8% 8.2%	20 9.3% 20.6%	12 6.3% 12.4%	20 8.2% 20.6%	11 5.8% 11.3%	11 5.0% 11.3%	37 9.9% 38.1%	24 5.4% 24.7%	2 4.7% 2.1%	7 6.4% 7.2%
I enjoy spending money on my home	115 9.5% 100.0%	39 8.6% 33.9%	44 7.7% 38.3%	10 7.2% 8.7%	29 9.2% 25.2%	34 7.8% 29.6%	3 5.1% 2.6%	5 10.2% 4.3%	7 8.1% 6.1%	14 8.5% 12.2%	21 11.5% 18.3%	9 8.6% 7.8%	15 7.0% 13.0%	20 10.6% 17.4%	22 9.1% 19.1%	15 8.0% 13.0%	20 9.1% 17.4%	36 9.7% 31.3%	43 9.6% 37.4%	2 4.5% 1.7%	9 8.4% 7.8%
My home is my pride and joy	77 6.3% 100.0%	29 6.4% 37.7%	30 5.2% 39.0%	7 5.0% 9.1%	22 7.0% 28.6%	23 5.3% 29.9%	3 5.1% 3.9%	3 6.1% 3.9%	3 3.5% 3.9%	10 6.0% 13.0%	17 9.3% 22.1%	4 3.8% 5.2%	17 7.9% 22.1%	7 3.7% 9.1%	13 5.3% 16.9%	7 3.7% 9.1%	19 8.6% 24.7%	25 6.6% 32.5%	28 6.3% 36.4%	5 11.4% 6.5%	7 6.4% 9.1%
Having close friendships is critical to happiness	133 11.1% 100.0%	33 7.4% 24.8%	75 13.1% 56.4%	12 8.8% 9.0%	21 6.8% 15.8%	63 14.5% 47.4%	5 8.9% 3.8%	3 6.0% 2.3%	9 10.7% 6.8%	12 7.4% 9.0%	14 7.8% 10.5%	15 14.0% 11.3%	30 14.3% 22.6%	20 10.7% 15.0%	39 16.0% 29.3%	16 8.6% 12.0%	20 9.3% 15.0%	59 15.9% 44.4%	40 9.0% 30.1%	2 4.5% 1.5%	8 7.5% 6.0%
Having close family relationships is critical to happiness	50 4.2% 100.0%	11 2.4% 22.0%	24 4.2% 48.0%	4 2.9% 8.0%	7 2.2% 14.0%	20 4.7% 40.0%	0 0.0% 0.0%	3 6.3% 6.0%	1 1.2% 2.0%	5 3.0% 10.0%	8 4.4% 16.0%	4 3.8% 8.0%	10 4.8% 20.0%	4 2.1% 8.0%	11 4.6% 22.0%	5 2.7% 10.0%	6 2.7% 12.0%	18 4.9% 36.0%	14 3.2% 28.0%	1 2.4% 2.0%	5 4.6% 10.0%
I take time out to make the most of everyday special occasions	137 11.3% 100.0%	46 10.1% 33.6%	62 10.8% 45.3%	9 6.5% 6.6%	37 11.7% 27.0%	53 12.2% 38.7%	0 0.0% 0.0%	4 8.2% 2.9%	11 12.8% 8.0%	11 6.6% 8.0%	17 9.3% 12.4%	9 8.5% 6.6%	28 13.0% 20.4%	20 10.8% 14.6%	27 11.0% 19.7%	17 8.9% 12.4%	26 11.7% 19.0%	45 12.0% 32.8%	42 9.4% 30.7%	4 9.1% 2.9%	15 14.0% 10.9%

NFO #36789-010102

CONFIDENTIAL
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GC 019093

Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I frequently treat myself to some of lifes little luxuries	115	22	60	8	14	52	3	4	5	8	6	14	20	15	24	16	15	56	33	6	9
	9.4%	4.9%	10.4%	5.8%	4.4%	11.8%	5.2%	8.2%	5.8%	4.8%	3.3%	13.2%	9.3%	7.9%	9.7%	8.4%	6.8%	14.9%	7.4%	13.6%	8.3%
	100.0%	19.1%	52.2%	7.0%	12.2%	45.2%	2.6%	3.5%	4.3%	7.0%	5.2%	12.2%	17.4%	13.0%	20.9%	13.9%	13.0%	48.7%	28.7%	5.2%	7.8%
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	253	55	128	14	41	114	3	8	8	21	24	31	51	42	52	28	34	112	75	6	16
	21.0%	12.2%	22.6%	10.2%	13.0%	26.5%	5.2%	16.7%	9.3%	12.7%	13.3%	29.8%	24.2%	22.6%	21.5%	14.8%	15.4%	30.4%	16.9%	13.6%	14.7%
	100.0%	21.7%	50.6%	5.5%	16.2%	45.1%	1.2%	3.2%	3.2%	8.3%	9.5%	12.3%	20.2%	16.6%	20.6%	11.1%	13.4%	44.3%	29.6%	2.4%	6.3%
Having a strong relationship with my spouse is extremely important to me	11	5	6	1	4	5	0	0	3	0	1	1	1	3	1	1	3	3	5	2	1
	1.3%	1.6%	1.5%	1.1%	1.9%	1.6%	0.0%	0.0%	4.6%	0.0%	0.9%	1.2%	0.7%	2.2%	0.5%	0.7%	1.9%	1.1%	1.6%	7.4%	1.5%
	100.0%	45.5%	54.5%	9.1%	36.4%	45.5%	0.0%	0.0%	27.3%	0.0%	9.1%	9.1%	9.1%	27.3%	9.1%	9.1%	27.3%	27.3%	45.5%	18.2%	9.1%
Being a good parent is extremely important to me	5	3	1	1	2	0	0	1	1	1	2	0	2	0	1	2	2	0	2	0	1
	0.6%	1.1%	0.2%	1.2%	1.1%	0.0%	0.0%	3.3%	1.5%	1.0%	2.0%	0.0%	1.3%	0.0%	0.5%	1.4%	1.5%	0.0%	0.7%	0.0%	1.6%
	100.0%	60.0%	20.0%	20.0%	40.0%	0.0%	0.0%	20.0%	20.0%	20.0%	40.0%	0.0%	40.0%	0.0%	20.0%	40.0%	40.0%	0.0%	40.0%	0.0%	20.0%
Stylishness																					
Making sure I look my best at all times is very important to me	222	73	117	33	40	84	16	9	11	27	26	20	40	36	46	32	38	68	83	5	16
	18.3%	16.1%	20.2%	23.6%	12.8%	19.2%	27.1%	18.0%	12.8%	16.2%	14.4%	18.5%	18.8%	19.1%	18.5%	16.8%	17.3%	18.0%	18.6%	11.4%	14.7%
	100.0%	32.9%	52.7%	14.9%	18.0%	37.8%	7.2%	4.1%	5.0%	12.2%	11.7%	9.0%	18.0%	16.2%	20.7%	14.4%	17.1%	30.6%	37.4%	2.3%	7.2%
I consider myself to be very fashion conscious	439	133	235	48	85	187	22	13	27	44	56	36	93	72	82	59	63	155	149	8	41
	36.0%	29.3%	40.4%	34.3%	27.1%	42.3%	37.3%	26.0%	31.4%	26.5%	30.8%	33.3%	43.1%	37.7%	32.9%	31.1%	28.6%	41.0%	33.2%	18.2%	37.6%
	100.0%	30.3%	53.5%	10.9%	19.4%	42.6%	5.0%	3.0%	6.2%	10.0%	12.8%	8.2%	21.2%	16.4%	18.7%	13.4%	14.4%	35.3%	33.9%	1.8%	9.3%
What others think about me is very important	335	125	174	51	74	123	26	18	24	42	51	26	66	62	67	50	72	102	137	6	29
	27.6%	27.8%	30.2%	36.7%	23.8%	28.1%	44.1%	36.0%	28.2%	25.1%	28.2%	24.1%	30.7%	32.8%	26.9%	26.5%	33.0%	27.1%	30.6%	13.6%	26.6%
	100.0%	37.3%	51.9%	15.2%	22.1%	36.7%	7.8%	5.4%	7.2%	12.5%	15.2%	7.8%	19.7%	18.5%	20.0%	14.9%	21.5%	30.4%	40.9%	1.8%	8.7%
I am completely satisfied with my physical appearance	219	95	102	29	66	73	9	8	22	24	46	12	45	35	38	41	47	63	90	8	21
	18.3%	21.1%	18.0%	21.2%	21.0%	17.0%	15.5%	16.7%	25.9%	14.5%	25.6%	11.7%	21.3%	18.9%	15.8%	22.0%	21.3%	17.0%	20.3%	18.6%	19.4%
	100.0%	43.4%	46.6%	13.2%	30.1%	33.3%	4.1%	3.7%	10.0%	11.0%	21.0%	5.5%	20.5%	16.0%	17.4%	18.7%	21.5%	28.8%	41.1%	3.7%	9.6%
I like to go to the latest movies	466	156	237	49	107	188	24	9	30	56	57	46	92	63	103	70	70	151	146	12	53
	38.3%	34.4%	41.1%	35.3%	34.0%	42.9%	40.7%	18.4%	34.9%	33.7%	31.5%	43.4%	43.0%	33.2%	41.5%	36.6%	31.5%	39.9%	32.7%	27.3%	49.1%
	100.0%	33.5%	50.9%	10.5%	23.0%	40.3%	5.2%	1.9%	6.4%	12.0%	12.2%	9.9%	19.7%	13.5%	22.1%	15.0%	15.0%	32.4%	31.3%	2.6%	11.4%
I like to discover new and different places to go	90	24	44	7	17	37	3	1	10	8	7	10	17	10	28	13	14	34	20	2	9
	7.4%	5.3%	7.6%	5.0%	5.4%	8.5%	5.1%	2.0%	11.6%	4.8%	3.8%	9.4%	7.9%	5.2%	11.4%	6.9%	6.3%	9.0%	4.5%	4.5%	8.3%
	100.0%	26.7%	48.9%	7.8%	18.9%	41.1%	3.3%	1.1%	11.1%	8.9%	7.8%	11.1%	18.9%	11.1%	31.1%	14.4%	15.6%	37.8%	22.2%	2.2%	10.0%
I like to go to the most popular restaurants and bars	411	123	220	41	82	179	15	10	20	39	49	45	77	58	92	60	60	142	129	7	38
	33.9%	27.3%	38.2%	29.9%	26.1%	40.8%	26.3%	20.4%	23.3%	23.6%	27.2%	42.5%	35.8%	31.0%	37.2%	31.6%	27.1%	37.7%	28.8%	15.9%	34.9%
	100.0%	29.9%	53.5%	10.0%	20.0%	43.6%	3.6%	2.4%	4.9%	9.5%	11.9%	10.9%	18.7%	14.1%	22.4%	14.6%	14.6%	34.5%	31.4%	1.7%	9.2%
I am comfortable being separate from the crowd	33	10	18	4	6	14	2	2	1	6	4	5	9	6	10	5	2	13	13	2	4
	2.8%	2.2%	3.2%	2.9%	1.9%	3.2%	3.4%	4.2%	1.2%	3.7%	2.3%	4.8%	4.3%	3.2%	4.2%	2.7%	0.9%	3.5%	3.0%	4.5%	3.7%
	100.0%	30.3%	54.5%	12.1%	18.2%	42.4%	6.1%	6.1%	3.0%	18.2%	12.1%	15.2%	27.3%	18.2%	30.3%	15.2%	6.1%	39.4%	39.4%	6.1%	12.1%
Self-Image																					
I am more confident in myself than most people	69	13	36	3	10	33	1	1	3	3	5	6	16	7	15	9	10	31	17	2	6
	5.7%	2.9%	6.2%	2.2%	3.2%	7.5%	1.7%	2.0%	3.5%	1.8%	2.8%	5.6%	7.4%	3.7%	6.0%	4.7%	4.5%	8.2%	3.8%	4.7%	5.6%
	100.0%	18.8%	52.2%	4.3%	14.5%	47.8%	1.4%	1.4%	4.3%	4.3%	7.2%	8.7%	23.2%	10.1%	21.7%	13.0%	14.5%	44.9%	24.6%	2.9%	8.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019094

Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I have a better sense of humor than most people	44	10	26	3	7	23	0	2	2	2	4	5	8	6	15	9	3	28	7	2	2
	3.7%	2.2%	4.6%	2.2%	2.2%	5.4%	0.0%	4.3%	2.3%	1.2%	2.2%	4.8%	3.8%	3.2%	6.2%	4.8%	1.4%	7.7%	1.6%	4.8%	1.9%
	100.0%	22.7%	59.1%	6.8%	15.9%	52.3%	0.0%	4.5%	4.5%	4.5%	9.1%	11.4%	18.2%	13.6%	34.1%	20.5%	6.8%	63.6%	15.9%	4.5%	4.5%
I am more open-minded than most people	85	30	38	10	20	28	6	2	8	6	15	7	13	10	21	8	18	27	36	2	5
	7.0%	6.7%	6.7%	7.3%	6.4%	6.5%	10.3%	4.2%	9.3%	3.7%	8.3%	6.6%	6.1%	5.3%	8.6%	4.3%	8.2%	7.3%	8.1%	4.5%	4.6%
	100.0%	35.3%	44.7%	11.8%	23.5%	32.9%	7.1%	2.4%	9.4%	7.1%	17.6%	8.2%	15.3%	11.8%	24.7%	9.4%	21.2%	31.8%	42.4%	2.4%	5.9%
I do not like pretentious people	43	11	24	5	6	19	2	1	4	2	2	6	8	3	14	9	6	16	14	1	4
	3.6%	2.5%	4.3%	3.7%	1.9%	4.4%	3.4%	2.1%	4.8%	1.2%	1.1%	5.8%	3.9%	1.6%	5.8%	4.9%	2.8%	4.4%	3.2%	2.3%	3.7%
	100.0%	25.6%	55.8%	11.6%	14.0%	44.2%	4.7%	2.3%	9.3%	4.7%	4.7%	14.0%	18.6%	7.0%	32.6%	20.9%	14.0%	37.2%	32.6%	2.3%	9.3%
General Price/Value/Budget Challenge																					
It's worth it to me to spend extra for the best quality	48	19	23	9	10	14	3	3	2	4	8	4	6	10	13	7	8	19	16	3	1
	3.9%	4.2%	4.0%	6.5%	3.2%	3.2%	5.1%	6.3%	2.3%	2.4%	4.4%	3.7%	2.8%	5.3%	5.2%	3.7%	3.6%	5.0%	3.6%	7.0%	0.9%
	100.0%	39.6%	47.9%	18.8%	20.8%	29.2%	6.3%	6.3%	4.2%	8.3%	16.7%	8.3%	12.5%	20.8%	27.1%	14.6%	16.7%	39.6%	33.3%	6.3%	2.1%
Once I find a brand that satisfies me, I usually don't experiment with new ones	125	50	57	13	37	44	3	6	5	20	21	9	29	18	25	22	23	40	51	3	12
	10.4%	11.1%	10.0%	9.5%	11.8%	10.2%	5.2%	12.2%	5.9%	12.3%	11.7%	8.6%	13.7%	9.5%	10.2%	11.7%	10.6%	10.8%	11.5%	6.8%	11.2%
	100.0%	40.0%	45.6%	10.4%	29.6%	35.2%	2.4%	4.8%	4.0%	16.0%	16.8%	7.2%	23.2%	14.4%	20.0%	17.6%	18.4%	32.0%	40.8%	2.4%	9.6%
I can't afford all the luxuries of life	113	49	43	11	38	32	4	3	13	13	15	9	18	11	30	27	26	24	43	8	15
	9.2%	10.8%	7.4%	7.9%	12.1%	7.2%	6.8%	6.0%	15.1%	7.8%	8.2%	8.3%	8.3%	5.8%	12.0%	14.1%	11.7%	6.3%	9.5%	18.2%	13.8%
	100.0%	43.4%	38.1%	9.7%	33.6%	28.3%	3.5%	2.7%	11.5%	11.5%	13.3%	8.0%	15.9%	9.7%	26.5%	23.9%	23.0%	21.2%	38.1%	7.1%	13.3%
I usually shop around to find the best price	98	44	44	13	31	31	8	3	3	18	19	5	14	15	14	13	22	27	34	4	8
	8.0%	9.7%	7.6%	9.3%	9.8%	7.1%	13.6%	6.0%	3.5%	10.8%	10.4%	4.7%	6.5%	7.9%	5.7%	6.9%	10.0%	7.2%	7.5%	9.1%	7.4%
	100.0%	44.9%	44.9%	13.3%	31.6%	31.6%	8.2%	3.1%	3.1%	18.4%	19.4%	5.1%	14.3%	15.3%	14.3%	13.3%	22.4%	27.6%	34.7%	4.1%	8.2%
Adventure Sought																					
I'm much more adventurous than most people I know	183	48	105	16	32	89	5	5	13	14	15	27	39	25	49	29	20	83	48	2	15
	15.1%	10.6%	18.2%	11.5%	10.2%	20.4%	8.5%	10.2%	15.1%	8.4%	8.2%	25.5%	18.2%	13.2%	19.9%	15.2%	9.0%	22.1%	10.7%	4.5%	13.8%
	100.0%	26.2%	57.4%	8.7%	17.5%	48.6%	2.7%	2.7%	7.1%	7.7%	8.2%	14.8%	21.3%	13.7%	26.8%	15.8%	10.9%	45.4%	26.2%	1.1%	8.2%
I enjoy taking risks	225	61	128	25	36	103	9	8	11	15	21	22	51	36	44	29	22	96	67	4	16
	18.5%	13.4%	22.0%	17.9%	11.5%	23.4%	15.3%	16.0%	12.8%	9.0%	11.6%	20.4%	23.6%	19.0%	17.7%	15.3%	10.0%	25.5%	14.9%	9.3%	14.8%
	100.0%	27.1%	56.9%	11.1%	16.0%	45.8%	4.0%	3.6%	4.9%	6.7%	9.3%	9.8%	22.7%	16.0%	19.6%	12.9%	9.8%	42.7%	29.8%	1.8%	7.1%
I wish I had more adventure in my life	199	77	94	24	53	70	16	4	14	34	26	13	36	37	39	32	38	63	81	7	16
	16.6%	17.2%	16.5%	17.5%	17.1%	16.2%	27.6%	8.0%	16.5%	20.7%	14.4%	12.5%	16.9%	20.1%	16.1%	17.1%	17.5%	17.1%	18.3%	16.3%	15.1%
	100.0%	38.7%	47.2%	12.1%	26.6%	35.2%	8.0%	2.0%	7.0%	17.1%	13.1%	6.5%	18.1%	18.6%	19.6%	16.1%	19.1%	31.7%	40.7%	3.5%	8.0%
I'm not really interested in adventure, I prefer to take it easy in my free time	325	140	133	34	106	99	18	10	27	58	52	20	54	45	51	57	74	61	157	14	32
	26.8%	31.0%	23.1%	24.6%	33.9%	22.7%	31.0%	20.4%	31.8%	35.2%	28.7%	19.0%	25.1%	23.8%	20.6%	30.0%	33.8%	16.2%	35.0%	31.8%	29.6%
	100.0%	43.1%	40.9%	10.5%	32.6%	30.5%	5.5%	3.1%	8.3%	17.8%	16.0%	6.2%	16.6%	13.8%	15.7%	17.5%	22.8%	18.8%	48.3%	4.3%	9.8%
Shopping																					
I hate to shop	367	150	158	40	110	118	15	17	25	55	57	31	65	51	79	62	75	110	147	21	28
	30.1%	33.2%	27.4%	28.8%	35.1%	26.9%	25.9%	34.0%	29.4%	32.9%	31.3%	29.0%	30.5%	26.8%	32.1%	32.8%	34.4%	29.1%	32.7%	47.7%	25.7%
	100.0%	40.9%	43.1%	10.9%	30.0%	32.2%	4.1%	4.6%	6.8%	15.0%	15.5%	8.4%	17.7%	13.9%	21.5%	16.9%	20.4%	30.0%	40.1%	5.7%	7.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019095

Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I love catalogs	261 21.5% 100.0%	76 16.8% 29.1%	131 22.9% 50.2%	20 14.5% 7.7%	56 17.8% 21.5%	111 25.5% 42.5%	6 10.2% 2.3%	10 20.4% 3.8%	14 16.3% 5.4%	22 13.3% 8.4%	37 20.3% 14.2%	24 22.9% 9.2%	44 20.4% 16.9%	40 21.3% 15.3%	59 24.0% 22.6%	32 16.8% 12.3%	48 21.9% 18.4%	88 23.6% 33.7%	78 17.5% 29.9%	9 20.9% 3.4%	20 18.3% 7.7%
I love to shop for products that personally interest me	73 6.0% 100.0%	20 4.4% 27.4%	34 5.9% 46.6%	6 4.4% 8.2%	14 4.4% 19.2%	28 6.4% 38.4%	2 3.4% 2.7%	4 8.3% 5.5%	6 7.0% 8.2%	8 4.8% 11.0%	5 2.7% 6.8%	11 10.4% 15.1%	8 3.7% 11.0%	11 5.8% 15.1%	21 8.5% 28.8%	12 6.3% 16.4%	10 4.5% 13.7%	25 6.7% 34.2%	19 4.3% 26.0%	2 4.5% 2.7%	9 8.3% 12.3%
When I shop, I'm extremely focused	121 10.1% 100.0%	45 10.0% 37.2%	56 9.9% 46.3%	8 5.9% 6.6%	37 11.8% 30.6%	48 11.2% 39.7%	2 3.4% 1.7%	3 6.3% 2.5%	10 11.6% 8.3%	17 10.4% 14.0%	15 8.3% 12.4%	5 4.8% 4.1%	16 7.6% 13.2%	20 10.7% 16.5%	21 8.8% 17.4%	14 7.5% 11.6%	26 11.9% 21.5%	39 10.5% 32.2%	42 9.5% 34.7%	3 6.8% 2.5%	9 8.3% 7.4%
I rarely buy things on impulse	219 18.1% 100.0%	103 22.8% 47.0%	93 16.3% 42.5%	29 21.2% 13.2%	74 23.5% 33.8%	64 14.7% 29.2%	13 22.4% 5.9%	9 18.8% 4.1%	22 25.6% 10.0%	26 15.8% 11.9%	43 23.9% 19.6%	11 10.5% 5.0%	36 17.1% 16.4%	29 15.4% 13.2%	43 17.7% 19.6%	38 20.1% 17.4%	64 28.8% 29.2%	59 15.8% 26.9%	87 19.5% 39.7%	16 36.4% 7.3%	21 19.3% 9.6%
I prefer stores that offer expert advice and assistance	67 5.5% 100.0%	18 4.0% 26.9%	37 6.4% 55.2%	6 4.3% 9.0%	12 3.8% 17.9%	31 7.0% 46.3%	0 0.0% 0.0%	3 6.0% 4.5%	1 1.2% 1.5%	6 3.6% 9.0%	11 6.0% 16.4%	7 6.5% 10.4%	12 5.6% 17.9%	13 6.3% 19.4%	16 6.5% 23.9%	8 4.2% 11.9%	12 5.4% 17.9%	34 9.0% 50.7%	14 3.1% 20.9%	1 2.3% 1.5%	4 3.7% 6.0%
I prefer stores that offer the lowest prices	47 3.9% 100.0%	35 7.8% 74.5%	15 2.6% 31.9%	9 6.6% 19.1%	26 8.3% 55.3%	6 1.4% 12.8%	5 8.6% 10.6%	1 2.1% 2.1%	3 3.5% 6.4%	13 7.9% 27.7%	7 3.9% 14.9%	0 0.0% 0.0%	5 2.4% 10.6%	6 3.2% 12.8%	6 2.5% 12.8%	7 3.7% 14.9%	18 8.1% 38.3%	8 2.2% 17.0%	25 5.6% 53.2%	3 6.8% 6.4%	4 3.7% 8.5%
It's worth it to pay a little extra when a store offers good service	45 3.7% 100.0%	8 1.8% 17.8%	27 4.7% 60.0%	5 3.6% 11.1%	3 1.0% 6.7%	22 5.0% 48.9%	2 3.4% 4.4%	2 4.0% 4.4%	1 1.2% 2.2%	3 1.8% 6.7%	3 1.6% 6.7%	5 4.6% 11.1%	10 4.7% 22.2%	8 4.2% 17.8%	12 4.8% 26.7%	6 3.1% 13.3%	7 3.2% 15.6%	20 5.3% 44.4%	12 2.7% 26.7%	1 2.3% 2.2%	0 0.0% 0.0%
I prefer catalog shopping vs. going to a store	530 44.4% 100.0%	182 40.4% 34.3%	260 46.3% 49.1%	51 37.5% 9.6%	131 41.7% 24.7%	209 49.1% 39.4%	17 29.3% 3.2%	21 44.7% 4.0%	31 36.0% 5.8%	62 37.6% 11.7%	81 45.3% 15.3%	45 43.3% 8.5%	91 43.8% 17.2%	89 48.1% 16.8%	110 45.6% 20.8%	71 37.8% 13.4%	94 42.5% 17.7%	201 54.3% 37.9%	190 43.2% 35.8%	13 29.5% 2.5%	25 22.9% 4.7%
When I shop, I like to get in and get out as quickly as possible	70 5.8% 100.0%	25 5.6% 35.7%	33 5.8% 47.1%	8 5.9% 11.4%	17 5.4% 24.3%	25 5.8% 35.7%	4 6.9% 5.7%	2 4.3% 2.9%	5 5.8% 7.1%	7 4.2% 10.0%	8 4.5% 11.4%	7 6.7% 10.0%	14 6.7% 20.0%	8 4.3% 11.4%	15 6.2% 21.4%	11 5.8% 15.7%	15 6.8% 21.4%	17 4.6% 24.3%	33 7.4% 47.1%	2 4.5% 2.9%	5 4.6% 7.1%
Shopping by catalog is too expensive to do regularly	279 23.2% 100.0%	132 29.3% 47.3%	116 20.5% 41.6%	42 30.9% 15.1%	90 28.7% 32.3%	74 17.2% 26.5%	18 30.5% 6.5%	14 30.4% 5.0%	29 34.1% 10.4%	51 30.7% 18.3%	42 23.6% 15.1%	21 20.4% 7.5%	42 19.8% 15.1%	43 23.2% 15.4%	52 21.4% 18.6%	56 29.5% 20.1%	62 28.1% 22.2%	64 17.3% 22.9%	113 25.3% 40.5%	12 27.3% 4.3%	44 40.7% 15.8%
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	129 10.6% 100.0%	43 9.5% 33.3%	66 11.4% 51.2%	15 10.8% 11.6%	28 8.9% 21.7%	51 11.6% 39.5%	6 10.2% 4.7%	4 8.2% 3.1%	12 14.0% 9.3%	15 9.0% 11.6%	20 10.9% 15.5%	13 12.3% 10.1%	24 11.1% 18.6%	20 10.5% 15.5%	27 10.9% 20.9%	20 10.5% 15.5%	24 10.9% 18.6%	48 12.7% 37.2%	40 8.9% 31.0%	4 9.1% 3.1%	19 17.4% 14.7%
I like shopping online	724 63.5% 100.0%	241 55.5% 33.3%	379 70.7% 52.3%	76 58.0% 10.5%	165 54.5% 22.8%	303 74.8% 41.9%	32 58.2% 4.4%	25 54.3% 3.5%	47 56.0% 6.5%	86 54.1% 11.9%	101 58.4% 14.0%	72 72.0% 9.9%	136 67.7% 18.8%	127 70.9% 17.5%	165 72.7% 22.8%	100 57.1% 13.8%	98 46.4% 13.5%	269 77.3% 37.2%	244 58.5% 33.7%	17 39.5% 2.3%	61 58.7% 8.4%
Male Bonding Desire																					
I wish there were more places to go that were primarily for men	480 39.4% 100.0%	166 36.6% 34.6%	234 40.5% 48.8%	48 34.5% 10.0%	118 37.6% 24.6%	186 42.4% 38.8%	18 31.0% 3.8%	17 34.0% 3.5%	33 38.8% 6.9%	61 36.5% 12.7%	69 37.9% 14.4%	46 42.6% 9.6%	94 43.7% 19.6%	62 32.6% 12.9%	103 41.7% 21.5%	62 32.6% 12.9%	77 35.0% 16.0%	166 44.0% 34.6%	168 37.4% 35.0%	14 31.8% 2.9%	46 42.2% 9.6%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)				MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I wish I were able to spend more time with my male friends	240 20.0% 100.0%	72 16.0% 30.0%	135 23.9% 56.3%	23 16.9% 9.6%	49 15.6% 20.4%	112 26.0% 46.7%	9 15.5% 3.8%	7 14.9% 2.9%	15 17.4% 6.3%	19 11.6% 7.9%	28 15.6% 11.7%	26 25.2% 10.8%	56 26.5% 23.3%	37 19.9% 15.4%	55 22.9% 22.9%	32 17.0% 13.3%	32 14.5% 13.3%	88 23.9% 36.7%	77 17.3% 32.1%	3 6.8% 1.3%	19 17.4% 7.9%
With all my other commitments, I don't spend as much time with my friends as I'd like to	212 17.4% 100.0%	71 15.7% 33.5%	114 19.7% 53.8%	30 21.4% 14.2%	41 13.2% 19.3%	84 19.1% 39.6%	12 20.3% 5.7%	11 22.0% 5.2%	10 11.8% 4.7%	22 13.3% 10.4%	24 13.2% 11.3%	19 17.6% 9.0%	47 21.8% 22.2%	29 15.2% 13.7%	44 17.9% 20.8%	25 13.4% 11.8%	38 17.3% 17.9%	74 19.6% 34.9%	70 15.7% 33.0%	6 13.6% 2.8%	14 13.0% 6.6%
I spend more time with my friends than I do with my family	743 61.9% 100.0%	276 61.6% 37.1%	364 63.4% 49.0%	86 61.4% 11.6%	190 61.7% 25.6%	278 64.1% 37.4%	37 62.7% 5.0%	27 54.0% 3.6%	57 67.1% 7.7%	96 58.2% 12.9%	101 57.4% 13.6%	71 66.4% 9.6%	128 59.8% 17.2%	126 66.7% 17.0%	151 61.9% 20.3%	114 61.6% 15.3%	132 62.0% 17.8%	233 62.8% 31.4%	268 60.6% 36.1%	15 34.9% 2.0%	70 64.8% 9.4%
<u>Recognition</u>																					
I like it when companies or brands that I am loyal to recognize me for my loyalty	39 3.2% 100.0%	11 2.4% 28.2%	19 3.3% 48.7%	5 3.6% 12.8%	6 1.9% 15.4%	14 3.2% 35.9%	1 1.7% 2.6%	2 4.0% 5.1%	1 1.2% 2.6%	6 3.6% 15.4%	3 1.7% 7.7%	5 4.6% 12.8%	6 2.8% 15.4%	7 3.7% 17.9%	12 4.8% 30.8%	6 3.2% 15.4%	12 5.5% 30.8%	17 4.5% 43.6%	10 2.2% 25.6%	2 4.5% 5.1%	3 2.8% 7.7%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	62 5.2% 100.0%	26 5.8% 41.9%	26 4.6% 41.9%	6 4.4% 9.7%	20 6.4% 32.3%	20 4.6% 32.3%	0 0.0% 0.0%	4 8.3% 6.5%	4 4.7% 6.5%	9 5.5% 14.5%	8 4.5% 12.9%	3 2.9% 4.8%	11 5.2% 17.7%	8 4.3% 12.9%	13 5.3% 21.0%	7 3.7% 11.3%	14 6.4% 22.6%	22 5.9% 35.5%	13 2.9% 21.0%	3 6.8% 4.8%	10 9.2% 16.1%
I like being rewarded by companies for my loyalty	37 3.1% 100.0%	19 4.3% 51.4%	13 2.3% 35.1%	5 3.7% 13.5%	14 4.5% 37.8%	8 1.9% 21.6%	1 1.8% 2.7%	1 2.1% 2.7%	4 4.8% 10.8%	6 3.6% 16.2%	5 2.8% 13.5%	2 1.9% 5.4%	5 2.4% 13.5%	4 2.2% 10.8%	11 4.6% 29.7%	5 2.7% 13.5%	10 4.6% 27.0%	12 3.3% 32.4%	12 2.7% 32.4%	3 7.0% 8.1%	7 6.6% 18.9%
I think companies should take better care of their loyal customers	22 1.8% 100.0%	5 1.1% 22.7%	11 1.9% 50.0%	3 2.1% 13.6%	2 0.6% 9.1%	8 1.8% 36.4%	1 1.7% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.8% 13.6%	4 2.2% 18.2%	1 0.9% 4.5%	4 1.9% 18.2%	6 3.2% 27.3%	4 1.6% 18.2%	3 1.6% 13.6%	3 1.4% 13.6%	10 2.6% 45.5%	7 1.6% 31.8%	0 0.0% 0.0%	2 1.9% 9.1%
<u>Communication</u>																					
I like it when companies send me information about their products	91 7.5% 100.0%	37 8.2% 40.7%	34 5.9% 37.4%	8 5.8% 8.8%	29 9.2% 31.9%	26 6.0% 28.6%	2 3.4% 2.2%	4 8.2% 4.4%	4 4.8% 4.4%	11 6.6% 12.1%	20 11.0% 22.0%	4 3.8% 4.4%	10 4.7% 11.0%	15 7.9% 16.5%	11 4.5% 12.1%	7 3.7% 7.7%	28 12.7% 30.8%	27 7.2% 29.7%	30 6.7% 33.0%	5 11.4% 5.5%	6 5.5% 6.6%
I wish I knew more about the products I buy a lot of	152 12.5% 100.0%	62 13.7% 40.8%	58 10.0% 38.2%	16 11.4% 10.5%	46 14.6% 30.3%	42 9.6% 27.6%	9 15.3% 5.9%	6 12.0% 3.9%	10 11.6% 6.6%	24 14.4% 15.8%	23 12.6% 15.1%	6 5.6% 3.9%	23 10.7% 15.1%	23 12.2% 15.1%	19 7.6% 12.5%	15 7.9% 9.9%	39 17.6% 25.7%	44 11.7% 28.9%	61 13.5% 40.1%	3 6.8% 2.0%	14 12.8% 9.2%
I don't mind sharing information with companies if it will result in improved products or services	39 3.2% 100.0%	15 3.3% 38.5%	7 1.2% 17.9%	1 0.7% 2.6%	14 4.4% 35.9%	6 1.4% 15.4%	1 1.7% 2.6%	0 0.0% 0.0%	3 3.5% 7.7%	5 3.0% 12.8%	10 5.5% 25.6%	2 1.9% 5.1%	2 0.9% 5.1%	9 4.7% 23.1%	7 2.8% 17.9%	3 1.6% 7.7%	13 5.9% 33.3%	9 2.4% 23.1%	14 3.1% 35.9%	3 6.8% 7.7%	1 0.9% 2.6%
Privacy is a big concern of mine	49 4.0% 100.0%	14 3.1% 28.6%	24 4.2% 49.0%	5 3.6% 10.2%	9 2.9% 18.4%	19 4.4% 38.8%	1 1.7% 2.0%	1 2.0% 2.0%	2 2.3% 4.1%	3 1.8% 6.1%	7 3.9% 14.3%	5 4.9% 10.2%	9 4.2% 18.4%	4 2.1% 8.2%	9 3.7% 18.4%	6 3.2% 12.2%	9 4.1% 18.4%	17 4.6% 34.7%	11 2.5% 22.4%	2 4.7% 4.1%	7 6.5% 14.3%
I like when I get offers for products or services through the mail	123 10.2% 100.0%	52 11.6% 42.3%	41 7.2% 33.3%	9 6.6% 7.3%	43 13.7% 35.0%	32 7.4% 26.0%	4 6.9% 3.3%	5 10.4% 4.1%	8 9.3% 6.5%	18 11.0% 14.6%	20 11.1% 16.3%	10 9.6% 8.1%	12 5.7% 9.8%	11 5.9% 8.9%	25 10.4% 20.3%	18 9.5% 14.6%	34 15.5% 27.6%	33 8.9% 26.8%	39 8.8% 31.7%	3 6.8% 2.4%	11 10.2% 8.9%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	500	204	262	69	135	193	30	25	46	71	67	52	105	67	113	91	96	136	193	19	56
	41.3%	45.0%	45.7%	50.0%	42.9%	44.4%	50.8%	51.0%	53.5%	43.0%	37.0%	49.5%	49.3%	35.6%	45.9%	48.1%	43.6%	36.3%	43.2%	43.2%	51.4%
	100.0%	40.8%	52.4%	13.8%	27.0%	38.6%	6.0%	5.0%	9.2%	14.2%	13.4%	10.4%	21.0%	13.4%	22.6%	18.2%	19.2%	27.2%	38.6%	3.8%	11.2%
Relationships																					
Relationships with manufacturers of products I buy a lot of are important to me	118	38	56	11	27	45	2	5	4	13	21	7	18	23	19	6	25	41	38	6	8
	9.8%	8.5%	9.8%	8.1%	8.7%	10.3%	3.5%	10.4%	4.8%	7.9%	11.7%	6.7%	8.4%	12.2%	7.9%	3.3%	11.5%	10.9%	8.6%	14.0%	7.5%
	100.0%	32.2%	47.5%	9.3%	22.9%	38.1%	1.7%	4.2%	3.4%	11.0%	17.8%	5.9%	15.3%	19.5%	16.1%	5.1%	21.2%	34.7%	32.2%	5.1%	6.8%
Relationships are important to me	26	5	14	2	3	12	0	0	0	0	5	1	6	0	5	2	5	12	8	2	3
	2.2%	1.1%	2.4%	1.5%	1.0%	2.8%	0.0%	0.0%	0.0%	0.0%	2.8%	1.0%	2.8%	0.0%	2.0%	1.1%	2.3%	3.2%	1.8%	4.5%	2.8%
	100.0%	19.2%	53.8%	7.7%	11.5%	46.2%	0.0%	0.0%	0.0%	0.0%	19.2%	3.8%	23.1%	0.0%	19.2%	7.7%	19.2%	46.2%	30.8%	7.7%	11.5%
I like loyalty programs like frequent flyer or frequent shopper programs	155	47	86	16	31	70	6	5	9	13	16	12	24	29	41	22	27	60	47	2	12
	12.7%	10.3%	14.8%	11.4%	9.8%	15.9%	10.2%	10.0%	10.5%	7.8%	8.8%	11.1%	11.1%	15.3%	16.4%	11.5%	12.2%	15.8%	10.4%	4.5%	11.0%
	100.0%	30.3%	55.5%	10.3%	20.0%	45.2%	3.9%	3.2%	5.8%	8.4%	10.3%	7.7%	15.5%	18.7%	26.5%	14.2%	17.4%	38.7%	30.3%	1.3%	7.7%
Frequent buyer or savings club programs are a waste of my time	431	164	203	53	111	150	25	18	34	58	66	33	87	60	90	81	89	110	175	21	45
	35.3%	36.2%	34.9%	38.1%	35.4%	33.9%	42.4%	36.0%	39.5%	34.9%	36.5%	30.6%	40.3%	31.7%	36.0%	42.4%	40.5%	29.0%	38.9%	47.7%	41.7%
	100.0%	38.1%	47.1%	12.3%	25.8%	34.8%	5.8%	4.2%	7.9%	13.5%	15.3%	7.7%	20.2%	13.9%	20.9%	18.8%	20.6%	25.5%	40.6%	4.9%	10.4%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	152	59	73	17	42	56	11	3	17	17	23	12	25	23	29	30	24	42	45	10	20
	12.5%	13.0%	12.7%	12.2%	13.4%	12.8%	18.6%	6.1%	19.8%	10.2%	12.8%	11.3%	11.7%	12.1%	11.7%	15.7%	10.9%	11.2%	10.0%	22.7%	18.3%
	100.0%	38.8%	48.0%	11.2%	27.6%	36.8%	7.2%	2.0%	11.2%	11.2%	15.1%	7.9%	16.4%	15.1%	19.1%	19.7%	15.8%	27.6%	29.6%	6.6%	13.2%

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Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Time Pressure/Allocation/Free Time																					
It's a daily challenge for me to find time for both work and my personal life																					
Mean	3.69	3.70	3.70	3.64	3.72	3.72	3.76	3.50	3.59	3.76	3.69	3.50	3.62	3.94	3.49	3.82	3.96	3.68	3.71	3.50	3.36
Std. Dev.	1.498	1.468	1.548	1.494	1.458	1.566	1.525	1.305	1.537	1.371	1.397	1.676	1.543	1.364	1.579	1.484	1.460	1.586	1.447	1.486	1.513
Std. Err.	0.043	0.069	0.065	0.128	0.082	0.076	0.200	0.188	0.166	0.107	0.104	0.164	0.106	0.100	0.102	0.109	0.098	0.082	0.069	0.229	0.146
I have difficulty juggling work and family demands																					
Mean	3.16	3.10	3.16	2.96	3.16	3.22	2.82	3.12	2.92	3.16	3.18	3.17	3.18	3.23	3.18	3.30	3.36	3.27	3.18	3.37	2.65
Std. Dev.	1.454	1.420	1.488	1.440	1.409	1.499	1.525	1.379	1.425	1.481	1.328	1.540	1.545	1.386	1.519	1.508	1.503	1.488	1.417	1.398	1.381
Std. Err.	0.042	0.067	0.062	0.124	0.080	0.072	0.202	0.197	0.156	0.115	0.100	0.150	0.106	0.101	0.097	0.111	0.102	0.077	0.067	0.213	0.134
I have less leisure time than I used to																					
Mean	4.21	4.35	4.10	4.23	4.40	4.06	4.19	4.54	4.17	4.45	4.47	4.06	4.19	4.27	4.05	4.36	4.50	4.05	4.37	4.48	3.86
Std. Dev.	1.581	1.470	1.655	1.485	1.462	1.706	1.559	1.313	1.661	1.369	1.409	1.664	1.671	1.546	1.580	1.501	1.510	1.714	1.426	1.470	1.578
Std. Err.	0.045	0.069	0.069	0.126	0.083	0.081	0.203	0.186	0.179	0.106	0.104	0.161	0.114	0.112	0.101	0.109	0.102	0.088	0.067	0.222	0.151
My lifestyle is hectic																					
Mean	4.01	4.13	3.92	3.87	4.25	3.94	4.02	3.94	4.14	4.08	4.36	3.83	4.13	4.09	3.91	4.07	4.29	3.99	4.12	4.09	3.58
Std. Dev.	1.430	1.299	1.500	1.403	1.236	1.530	1.371	1.126	1.339	1.236	1.193	1.617	1.459	1.321	1.475	1.446	1.346	1.492	1.358	1.411	1.368
Std. Err.	0.041	0.061	0.063	0.120	0.070	0.074	0.178	0.161	0.144	0.096	0.089	0.159	0.100	0.097	0.095	0.106	0.091	0.077	0.064	0.215	0.132
My work requires me to work long hours																					
Mean	4.17	4.37	4.01	4.12	4.48	3.97	4.27	4.06	4.15	4.50	4.48	3.86	3.95	4.41	3.95	4.45	4.59	3.99	4.33	4.70	3.91
Std. Dev.	1.667	1.591	1.745	1.668	1.544	1.770	1.649	1.506	1.658	1.501	1.440	1.712	1.798	1.539	1.740	1.629	1.569	1.755	1.591	1.534	1.562
Std. Err.	0.048	0.075	0.073	0.142	0.087	0.085	0.215	0.215	0.180	0.116	0.107	0.167	0.123	0.111	0.111	0.118	0.106	0.091	0.075	0.231	0.150
I'm so busy that when I do take time off, I really want to make my free time count																					
Mean	4.50	4.52	4.50	4.53	4.51	4.49	4.56	4.68	4.30	4.60	4.67	4.61	4.45	4.51	4.46	4.49	4.63	4.46	4.60	4.70	4.02
Std. Dev.	1.377	1.396	1.395	1.421	1.387	1.388	1.546	1.186	1.550	1.246	1.243	1.356	1.373	1.357	1.416	1.465	1.354	1.421	1.326	1.231	1.381
Std. Err.	0.039	0.066	0.058	0.121	0.078	0.066	0.201	0.168	0.167	0.096	0.092	0.132	0.094	0.098	0.090	0.106	0.091	0.073	0.063	0.186	0.132
I spend most of my free time at home																					
Mean	4.51	4.36	4.68	4.55	4.27	4.72	4.59	4.35	4.58	4.35	4.19	4.64	4.59	4.68	4.55	4.53	4.31	4.73	4.40	4.05	4.39
Std. Dev.	1.338	1.309	1.261	1.131	1.373	1.298	1.109	1.176	1.392	1.221	1.375	1.222	1.475	1.167	1.369	1.324	1.359	1.314	1.315	1.257	1.395
Std. Err.	0.039	0.062	0.053	0.097	0.078	0.063	0.146	0.170	0.151	0.095	0.102	0.120	0.102	0.085	0.088	0.097	0.092	0.068	0.063	0.189	0.134
I wish I had more time to spend with my friends																					
Mean	3.87	3.93	3.81	3.73	4.01	3.83	3.86	3.74	3.86	4.01	3.88	3.71	3.82	3.81	3.81	3.99	3.86	3.89	3.91	4.19	3.75
Std. Dev.	1.314	1.307	1.338	1.338	1.286	1.339	1.279	1.275	1.303	1.177	1.269	1.276	1.404	1.273	1.306	1.264	1.344	1.400	1.250	1.029	1.292
Std. Err.	0.038	0.061	0.056	0.114	0.072	0.064	0.167	0.180	0.141	0.091	0.094	0.123	0.096	0.093	0.083	0.092	0.090	0.072	0.059	0.157	0.124
I spend most of my free time with my family																					
Mean	4.42	4.40	4.44	4.35	4.42	4.47	4.41	4.10	4.71	4.20	4.25	4.68	4.44	4.48	4.57	4.57	4.45	4.44	4.44	4.14	4.30
Std. Dev.	1.423	1.374	1.422	1.434	1.348	1.418	1.341	1.581	1.245	1.351	1.475	1.322	1.455	1.401	1.318	1.226	1.453	1.479	1.364	1.488	1.475

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019099

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.041	0.065	0.059	0.122	0.076	0.068	0.175	0.224	0.134	0.105	0.109	0.128	0.099	0.102	0.084	0.090	0.098	0.076	0.064	0.224	0.144
I frequently entertain guests at home																					
Mean	3.28	3.44	3.21	3.43	3.45	3.15	3.56	3.27	3.65	3.47	3.39	3.19	3.19	3.23	3.36	3.54	3.45	3.09	3.41	3.91	3.29
Std. Dev.	1.487	1.427	1.483	1.424	1.430	1.496	1.393	1.497	1.344	1.400	1.474	1.548	1.502	1.458	1.520	1.471	1.502	1.521	1.440	1.291	1.441
Std. Err.	0.043	0.067	0.062	0.121	0.081	0.071	0.181	0.214	0.145	0.108	0.110	0.149	0.103	0.105	0.096	0.107	0.101	0.078	0.068	0.195	0.139
Success,Relationship, Optimism																					
I consider myself highly successful																					
Mean	3.98	4.20	3.87	4.09	4.25	3.79	4.27	4.06	4.40	4.17	4.14	3.98	3.86	3.97	4.04	4.18	4.30	3.69	4.16	4.25	4.22
Std. Dev.	1.240	1.147	1.265	1.167	1.137	1.287	1.201	0.988	1.161	1.132	1.173	1.234	1.224	1.199	1.270	1.188	1.135	1.323	1.159	1.081	1.301
Std. Err.	0.036	0.054	0.053	0.099	0.064	0.061	0.156	0.141	0.125	0.088	0.087	0.120	0.083	0.087	0.081	0.086	0.076	0.068	0.055	0.163	0.125
I'm more successful than most of the people I know																					
Mean	3.65	3.87	3.47	3.65	3.97	3.41	3.68	3.64	4.19	3.80	3.85	3.62	3.47	3.53	3.62	3.91	4.06	3.32	3.85	3.93	3.91
Std. Dev.	1.264	1.174	1.260	1.205	1.148	1.273	1.252	1.005	1.068	1.238	1.144	1.308	1.244	1.341	1.343	1.239	1.201	1.313	1.158	1.087	1.269
Std. Err.	0.036	0.055	0.053	0.102	0.065	0.061	0.163	0.142	0.115	0.096	0.085	0.126	0.085	0.097	0.086	0.090	0.081	0.068	0.055	0.164	0.123
Achieving balance between work, family and social life is critical to my definition of success																					
Mean	4.71	4.91	4.64	4.87	4.93	4.57	5.05	4.67	4.79	4.99	4.83	4.63	4.58	4.86	4.56	4.84	5.01	4.51	4.87	4.86	4.78
Std. Dev.	1.260	1.138	1.273	1.179	1.122	1.295	1.007	1.260	1.235	1.148	1.059	1.248	1.310	1.133	1.309	1.123	1.109	1.363	1.160	1.167	1.349
Std. Err.	0.036	0.054	0.054	0.101	0.063	0.062	0.133	0.182	0.134	0.090	0.079	0.122	0.091	0.083	0.084	0.082	0.075	0.071	0.055	0.178	0.130
I lead a healthy lifestyle																					
Mean	4.10	4.12	4.09	4.19	4.09	4.06	4.45	4.15	4.10	4.22	3.97	4.19	3.98	4.16	4.13	4.16	4.11	3.93	4.17	4.27	4.30
Std. Dev.	1.209	1.192	1.228	1.226	1.177	1.229	1.095	1.103	1.168	1.108	1.101	1.231	1.251	1.129	1.267	1.250	1.235	1.240	1.157	1.107	1.221
Std. Err.	0.035	0.056	0.052	0.105	0.067	0.059	0.144	0.161	0.126	0.087	0.082	0.121	0.086	0.083	0.082	0.091	0.083	0.064	0.055	0.167	0.117
I believe it's more important for a wife to help her husbands career than to have one herself																					
Mean	2.22	2.07	2.29	2.20	2.02	2.31	1.98	2.29	2.20	1.98	2.17	2.22	2.49	2.17	2.27	2.21	2.18	2.23	2.14	2.16	2.10
Std. Dev.	1.427	1.330	1.463	1.420	1.286	1.478	1.182	1.429	1.388	1.267	1.236	1.331	1.582	1.310	1.451	1.486	1.459	1.454	1.380	1.397	1.309
Std. Err.	0.041	0.063	0.061	0.120	0.073	0.071	0.154	0.204	0.150	0.098	0.093	0.129	0.108	0.097	0.093	0.108	0.099	0.076	0.066	0.211	0.127
I believe it's better for everyone involved if the woman takes care of the home and family																					
Mean	2.86	2.63	2.94	2.55	2.67	3.07	2.44	2.74	2.87	2.53	2.73	3.01	3.13	2.84	3.06	2.92	2.68	3.03	2.67	2.84	2.68
Std. Dev.	1.688	1.595	1.692	1.519	1.628	1.727	1.381	1.676	1.658	1.638	1.571	1.737	1.758	1.631	1.761	1.801	1.697	1.682	1.614	1.697	1.478
Std. Err.	0.049	0.075	0.071	0.128	0.092	0.083	0.180	0.237	0.179	0.127	0.117	0.167	0.120	0.119	0.112	0.131	0.115	0.087	0.077	0.256	0.142
Being the best at my job is extremely important to me																					
Mean	5.21	5.20	5.23	5.13	5.23	5.26	5.22	5.18	5.47	5.16	5.24	5.41	5.27	5.15	5.27	5.36	5.31	5.15	5.25	5.23	5.27
Std. Dev.	0.988	0.973	1.027	1.031	0.945	1.025	1.035	0.800	0.627	1.024	0.878	0.900	0.954	1.020	0.988	0.854	0.895	1.056	0.938	0.937	0.892
Std. Err.	0.028	0.046	0.043	0.087	0.053	0.049	0.135	0.113	0.068	0.079	0.065	0.087	0.065	0.074	0.063	0.062	0.060	0.054	0.044	0.141	0.086
I feel guilty that I don't spend enough time with my family																					
Mean	3.29	3.24	3.34	3.10	3.30	3.42	2.95	3.14	3.09	3.31	3.36	3.36	3.38	3.31	3.38	3.45	3.41	3.36	3.27	3.52	2.90

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019100

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	1.573	1.494	1.622	1.592	1.448	1.626	1.540	1.696	1.517	1.509	1.463	1.638	1.706	1.500	1.592	1.580	1.558	1.620	1.501	1.406	1.497
Std. Err.	0.045	0.071	0.068	0.136	0.082	0.078	0.204	0.242	0.165	0.117	0.109	0.158	0.117	0.109	0.101	0.115	0.106	0.084	0.071	0.212	0.143
I approach each day optimistically																					
Mean	4.59	4.71	4.60	4.72	4.70	4.56	4.78	4.79	4.70	4.87	4.47	4.86	4.56	4.52	4.72	4.80	4.70	4.45	4.67	4.86	4.75
Std. Dev.	1.137	1.134	1.120	1.059	1.166	1.137	1.044	0.967	1.284	1.001	1.075	1.032	1.150	1.150	1.190	1.095	1.100	1.180	1.058	0.905	1.195
Std. Err.	0.033	0.053	0.047	0.091	0.066	0.055	0.137	0.140	0.138	0.078	0.080	0.101	0.079	0.084	0.076	0.080	0.074	0.061	0.050	0.136	0.114
I try to find small victories every day																					
Mean	4.21	4.35	4.17	4.39	4.33	4.10	4.25	4.52	4.37	4.39	4.27	4.42	4.08	4.17	4.30	4.39	4.24	4.05	4.30	4.30	4.36
Std. Dev.	1.244	1.225	1.297	1.279	1.202	1.296	1.281	1.249	1.189	1.110	1.185	1.239	1.337	1.223	1.267	1.251	1.268	1.341	1.197	1.133	1.219
Std. Err.	0.036	0.058	0.054	0.108	0.068	0.062	0.167	0.177	0.128	0.086	0.088	0.119	0.091	0.089	0.080	0.091	0.086	0.069	0.056	0.171	0.117
I'm extremely happy with my life																					
Mean	4.56	4.67	4.50	4.65	4.68	4.46	4.76	4.71	4.66	4.77	4.54	4.75	4.44	4.56	4.60	4.69	4.75	4.44	4.67	4.91	4.68
Std. Dev.	1.227	1.121	1.279	1.109	1.128	1.327	0.971	1.155	1.113	1.067	1.095	1.226	1.251	1.223	1.269	1.190	1.106	1.320	1.106	1.065	1.224
Std. Err.	0.035	0.053	0.053	0.094	0.064	0.064	0.126	0.165	0.120	0.083	0.082	0.121	0.085	0.089	0.081	0.086	0.074	0.068	0.052	0.162	0.117
I enjoy spending money on my home																					
Mean	4.25	4.29	4.33	4.36	4.26	4.31	4.42	4.31	4.31	4.42	4.12	4.28	4.38	4.22	4.35	4.39	4.28	4.23	4.25	4.61	4.27
Std. Dev.	1.247	1.189	1.228	1.133	1.214	1.258	1.102	1.194	1.267	1.220	1.220	1.275	1.253	1.264	1.303	1.256	1.178	1.276	1.212	1.017	1.186
Std. Err.	0.036	0.056	0.051	0.096	0.068	0.060	0.143	0.171	0.137	0.095	0.090	0.124	0.086	0.092	0.084	0.092	0.080	0.066	0.057	0.153	0.115
My home is my pride and joy																					
Mean	4.49	4.46	4.66	4.70	4.35	4.65	4.68	4.63	4.58	4.52	4.25	4.71	4.63	4.62	4.75	4.77	4.33	4.56	4.42	3.93	4.46
Std. Dev.	1.218	1.177	1.201	1.121	1.188	1.226	1.090	1.149	1.068	1.158	1.267	1.163	1.327	1.115	1.176	1.090	1.223	1.245	1.186	1.149	1.229
Std. Err.	0.035	0.055	0.050	0.095	0.067	0.059	0.142	0.164	0.115	0.090	0.094	0.113	0.090	0.081	0.075	0.079	0.082	0.064	0.056	0.173	0.118
Having close friendships is critical to happiness																					
Mean	4.47	4.69	4.39	4.64	4.71	4.31	4.70	4.80	4.48	4.79	4.60	4.44	4.35	4.29	4.34	4.64	4.69	4.24	4.60	4.91	4.62
Std. Dev.	1.382	1.231	1.440	1.293	1.204	1.476	1.278	1.212	1.294	1.159	1.319	1.474	1.421	1.361	1.492	1.326	1.353	1.500	1.301	1.197	1.226
Std. Err.	0.040	0.058	0.060	0.110	0.068	0.071	0.171	0.171	0.141	0.091	0.098	0.143	0.098	0.100	0.096	0.097	0.092	0.078	0.062	0.180	0.119
Having close family relationships is critical to happiness																					
Mean	5.02	5.04	5.05	5.01	5.05	5.06	5.14	4.90	5.08	5.06	4.90	5.06	5.05	5.16	5.01	5.15	5.15	5.00	5.10	4.95	4.96
Std. Dev.	1.134	1.055	1.158	1.089	1.041	1.180	1.008	1.225	0.966	1.125	1.109	1.113	1.169	0.970	1.179	1.068	1.036	1.172	1.063	1.168	1.199
Std. Err.	0.033	0.050	0.049	0.093	0.059	0.057	0.133	0.177	0.105	0.088	0.083	0.109	0.081	0.071	0.076	0.078	0.070	0.061	0.050	0.180	0.115
I take time out to make the most of everyday special occasions																					
Mean	4.00	4.05	4.09	4.24	3.97	4.04	4.31	4.27	4.00	4.17	3.97	4.21	4.08	4.02	4.15	4.21	3.96	4.01	4.03	4.16	3.89
Std. Dev.	1.184	1.131	1.209	1.074	1.148	1.246	0.856	1.114	1.237	1.077	1.092	1.193	1.262	1.172	1.299	1.270	1.203	1.231	1.097	1.219	1.239
Std. Err.	0.034	0.053	0.050	0.091	0.065	0.060	0.111	0.159	0.133	0.084	0.081	0.116	0.086	0.086	0.083	0.092	0.081	0.063	0.052	0.184	0.120
I frequently treat myself to some of lifes little luxuries																					
Mean	4.34	4.64	4.27	4.55	4.68	4.18	4.62	4.47	4.86	4.57	4.59	4.08	4.44	4.29	4.37	4.71	4.55	4.08	4.47	4.27	4.50
Std. Dev.	1.257	1.073	1.263	1.054	1.080	1.310	0.933	1.192	1.118	1.037	1.019	1.307	1.270	1.198	1.272	1.264	1.201	1.363	1.207	1.404	1.237

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019101

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.036	0.050	0.053	0.090	0.061	0.063	0.123	0.170	0.121	0.081	0.076	0.127	0.087	0.087	0.081	0.091	0.081	0.070	0.057	0.212	0.118
Compared to most people I know, I tend to indulge myself more in some of the finer things in life																					
Mean	3.76	4.15	3.65	4.07	4.18	3.51	4.28	3.79	4.45	4.10	4.03	3.42	3.67	3.74	3.83	4.21	4.13	3.35	3.96	4.18	4.12
Std. Dev.	1.413	1.244	1.409	1.158	1.280	1.456	1.022	1.184	1.262	1.243	1.245	1.473	1.458	1.413	1.509	1.370	1.363	1.437	1.355	1.334	1.379
Std. Err.	0.041	0.059	0.059	0.099	0.072	0.070	0.134	0.171	0.136	0.097	0.093	0.144	0.100	0.104	0.097	0.100	0.092	0.075	0.064	0.201	0.132
Having a strong relationship with my spouse is extremely important to me																					
Mean	5.70	5.73	5.67	5.76	5.71	5.64	5.85	5.76	5.58	5.81	5.69	5.75	5.64	5.66	5.75	5.79	5.72	5.67	5.77	5.48	5.75
Std. Dev.	0.791	0.777	0.836	0.682	0.815	0.875	0.358	0.561	1.074	0.496	0.793	0.763	0.823	0.900	0.637	0.653	0.818	0.812	0.744	1.252	0.811
Std. Err.	0.027	0.044	0.041	0.071	0.056	0.049	0.056	0.098	0.133	0.047	0.073	0.084	0.067	0.077	0.047	0.055	0.065	0.048	0.042	0.241	0.101
Being a good parent is extremely important to me																					
Mean	5.67	5.70	5.66	5.67	5.71	5.65	5.68	5.53	5.68	5.68	5.64	5.75	5.64	5.61	5.70	5.65	5.67	5.65	5.71	5.82	5.75
Std. Dev.	0.729	0.732	0.733	0.793	0.705	0.717	0.709	1.042	0.752	0.754	0.920	0.641	0.827	0.712	0.705	0.789	0.779	0.740	0.668	0.395	0.695
Std. Err.	0.026	0.044	0.036	0.086	0.051	0.040	0.117	0.190	0.093	0.076	0.092	0.070	0.066	0.061	0.052	0.067	0.068	0.045	0.040	0.084	0.088
Stylishness																					
Making sure I look my best at all times is very important to me																					
Mean	3.87	3.94	3.85	3.67	4.06	3.90	3.47	3.92	4.27	3.80	3.98	3.94	4.01	3.76	4.01	4.07	3.92	3.94	3.83	4.18	3.85
Std. Dev.	1.393	1.355	1.429	1.401	1.318	1.435	1.394	1.322	1.413	1.338	1.275	1.474	1.454	1.372	1.463	1.460	1.401	1.427	1.336	1.244	1.353
Std. Err.	0.040	0.064	0.059	0.118	0.074	0.069	0.181	0.187	0.153	0.104	0.095	0.142	0.100	0.100	0.093	0.106	0.094	0.073	0.063	0.188	0.130
I consider myself to be very fashion conscious																					
Mean	3.07	3.28	2.92	3.04	3.39	2.88	2.83	3.32	3.30	3.28	3.23	3.04	2.99	2.97	3.17	3.33	3.40	2.91	3.16	3.61	2.89
Std. Dev.	1.416	1.396	1.401	1.333	1.411	1.422	1.147	1.406	1.373	1.325	1.403	1.400	1.493	1.384	1.458	1.483	1.500	1.392	1.410	1.418	1.250
Std. Err.	0.041	0.066	0.058	0.113	0.080	0.068	0.149	0.199	0.148	0.103	0.104	0.135	0.102	0.100	0.092	0.108	0.101	0.072	0.067	0.214	0.120
What others think about me is very important																					
Mean	3.49	3.51	3.39	3.24	3.62	3.44	3.05	3.32	3.47	3.51	3.59	3.56	3.33	3.33	3.50	3.53	3.37	3.51	3.41	4.16	3.54
Std. Dev.	1.485	1.484	1.494	1.469	1.478	1.500	1.490	1.477	1.501	1.397	1.464	1.369	1.571	1.509	1.465	1.532	1.543	1.528	1.489	1.430	1.482
Std. Err.	0.043	0.070	0.062	0.125	0.084	0.072	0.194	0.209	0.163	0.108	0.109	0.132	0.107	0.110	0.093	0.111	0.105	0.079	0.070	0.216	0.142
I am completely satisfied with my physical appearance																					
Mean	3.85	3.73	3.88	3.68	3.75	3.94	3.86	3.69	3.60	3.88	3.62	4.11	3.73	3.81	4.00	3.82	3.78	3.88	3.74	3.98	3.66
Std. Dev.	1.365	1.367	1.386	1.388	1.360	1.380	1.249	1.339	1.498	1.310	1.304	1.313	1.462	1.320	1.401	1.516	1.349	1.356	1.343	1.354	1.448
Std. Err.	0.039	0.064	0.058	0.119	0.077	0.067	0.164	0.193	0.162	0.102	0.097	0.129	0.101	0.097	0.090	0.111	0.091	0.071	0.064	0.206	0.139
I like to go to the latest movies																					
Mean	3.26	3.40	3.16	3.33	3.43	3.11	3.25	3.63	3.27	3.55	3.45	3.00	3.20	3.34	3.09	3.36	3.56	3.13	3.46	3.98	2.89
Std. Dev.	1.687	1.659	1.694	1.704	1.641	1.689	1.657	1.523	1.655	1.657	1.600	1.751	1.706	1.656	1.707	1.747	1.703	1.645	1.637	1.691	1.648
Std. Err.	0.048	0.078	0.071	0.145	0.092	0.081	0.216	0.218	0.178	0.129	0.119	0.170	0.117	0.120	0.108	0.126	0.114	0.085	0.077	0.255	0.159
I like to discover new and different places to go																					
Mean	4.59	4.73	4.51	4.68	4.75	4.46	4.64	4.76	4.51	4.81	4.70	4.46	4.45	4.64	4.40	4.66	4.85	4.41	4.76	4.93	4.51

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019102

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	1.256	1.158	1.262	1.143	1.165	1.294	1.126	1.011	1.353	1.152	1.117	1.332	1.258	1.214	1.384	1.264	1.210	1.285	1.140	1.149	1.331
Std. Err.	0.036	0.054	0.053	0.097	0.066	0.062	0.147	0.144	0.146	0.090	0.083	0.129	0.086	0.088	0.088	0.092	0.081	0.066	0.054	0.173	0.127
I like to go to the most popular restaurants and bars																					
Mean	3.20	3.45	3.04	3.30	3.52	2.96	3.44	3.43	3.60	3.54	3.52	2.99	3.13	3.32	3.10	3.39	3.59	2.99	3.37	3.82	2.97
Std. Dev.	1.506	1.470	1.523	1.526	1.441	1.515	1.524	1.307	1.449	1.425	1.482	1.577	1.519	1.563	1.533	1.532	1.498	1.473	1.438	1.514	1.443
Std. Err.	0.043	0.069	0.063	0.130	0.081	0.072	0.202	0.187	0.156	0.111	0.110	0.153	0.104	0.114	0.098	0.111	0.101	0.076	0.068	0.228	0.138
I am comfortable being separate from the crowd																					
Mean	4.95	5.03	4.91	4.97	5.06	4.89	4.88	4.92	5.01	5.05	4.94	4.91	4.86	4.89	4.85	4.95	5.13	4.89	5.02	4.68	4.94
Std. Dev.	1.052	0.994	1.082	1.007	0.988	1.105	0.975	1.108	0.976	1.032	0.958	1.102	1.160	1.026	1.132	1.065	0.944	1.119	1.045	1.216	1.121
Std. Err.	0.030	0.047	0.045	0.086	0.056	0.053	0.128	0.160	0.105	0.081	0.072	0.108	0.080	0.075	0.073	0.078	0.064	0.058	0.050	0.183	0.108
Self-Image																					
I am more confident in myself than most people																					
Mean	4.52	4.66	4.46	4.68	4.65	4.39	4.83	4.64	4.82	4.75	4.56	4.62	4.37	4.58	4.54	4.74	4.74	4.35	4.66	4.51	4.67
Std. Dev.	1.155	1.062	1.173	1.000	1.090	1.214	1.003	0.942	1.037	1.009	0.985	1.174	1.224	1.070	1.216	1.139	1.116	1.242	1.073	1.242	1.119
Std. Err.	0.033	0.050	0.049	0.085	0.062	0.058	0.131	0.133	0.112	0.078	0.073	0.113	0.083	0.078	0.077	0.082	0.075	0.064	0.051	0.189	0.108
I have a better sense of humor than most people																					
Mean	4.68	4.83	4.58	4.86	4.81	4.50	4.98	4.70	4.76	4.82	4.82	4.63	4.62	4.69	4.59	4.68	4.85	4.48	4.81	4.48	4.98
Std. Dev.	1.071	1.004	1.111	0.960	1.024	1.142	0.827	1.041	1.017	0.932	1.019	1.162	1.046	1.034	1.180	1.142	0.998	1.172	0.977	1.153	1.014
Std. Err.	0.031	0.047	0.047	0.082	0.058	0.055	0.109	0.152	0.110	0.073	0.076	0.113	0.072	0.076	0.076	0.084	0.067	0.061	0.046	0.178	0.098
I am more open-minded than most people																					
Mean	4.49	4.53	4.49	4.53	4.53	4.48	4.60	4.50	4.48	4.64	4.44	4.38	4.58	4.43	4.45	4.61	4.49	4.45	4.51	4.66	4.65
Std. Dev.	1.186	1.146	1.202	1.195	1.127	1.206	1.297	1.011	1.135	1.068	1.189	1.230	1.147	1.181	1.251	1.103	1.243	1.201	1.232	1.010	1.026
Std. Err.	0.034	0.054	0.050	0.102	0.064	0.058	0.170	0.146	0.122	0.083	0.088	0.119	0.079	0.086	0.080	0.081	0.084	0.063	0.058	0.152	0.099
I do not like pretentious people																					
Mean	5.02	5.15	4.96	5.07	5.18	4.93	5.21	4.88	5.11	5.17	5.02	4.82	4.97	5.04	4.87	4.99	5.05	4.97	5.11	4.93	5.17
Std. Dev.	1.140	1.061	1.172	1.097	1.046	1.194	1.056	1.044	1.130	1.011	1.047	1.260	1.151	1.059	1.259	1.202	1.109	1.190	1.095	1.087	1.089
Std. Err.	0.033	0.050	0.049	0.094	0.059	0.058	0.139	0.151	0.123	0.079	0.078	0.124	0.080	0.077	0.081	0.088	0.075	0.062	0.052	0.164	0.105
General Price/Value/Budget Challenge																					
It's worth it to me to spend extra for the best quality																					
Mean	4.63	4.78	4.58	4.75	4.80	4.53	4.85	4.90	4.98	4.83	4.69	4.56	4.67	4.54	4.64	4.85	4.82	4.46	4.71	4.58	4.70
Std. Dev.	1.086	1.009	1.106	1.081	0.977	1.110	1.064	1.036	0.894	0.938	1.042	1.071	1.077	1.166	1.160	1.092	1.043	1.127	1.075	1.200	0.833
Std. Err.	0.031	0.047	0.046	0.092	0.055	0.053	0.138	0.150	0.096	0.073	0.078	0.103	0.074	0.085	0.073	0.079	0.070	0.058	0.051	0.183	0.080
Once I find a brand that satisfies me, I usually don't experiment with new ones																					
Mean	4.12	4.03	4.19	4.08	4.01	4.23	4.22	4.00	4.16	3.95	4.03	4.30	4.19	4.11	4.21	4.11	4.17	4.19	4.02	4.27	3.99
Std. Dev.	1.234	1.193	1.256	1.201	1.192	1.273	1.170	1.190	1.078	1.266	1.090	1.272	1.307	1.222	1.284	1.314	1.205	1.305	1.195	1.107	1.232
Std. Err.	0.036	0.056	0.053	0.103	0.067	0.061	0.154	0.170	0.117	0.099	0.081	0.124	0.090	0.089	0.082	0.096	0.082	0.068	0.057	0.167	0.119

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019103

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ TNTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
I can't afford all the luxuries of life																					
Mean	4.78	4.56	4.95	4.71	4.49	5.03	4.64	4.86	4.35	4.71	4.63	5.00	4.94	4.92	4.76	4.53	4.56	5.11	4.66	4.30	4.47
Std. Dev.	1.365	1.399	1.316	1.338	1.422	1.301	1.242	1.325	1.461	1.327	1.305	1.333	1.359	1.250	1.448	1.483	1.428	1.250	1.352	1.564	1.555
Std. Err.	0.039	0.066	0.055	0.113	0.080	0.062	0.162	0.187	0.158	0.103	0.097	0.128	0.092	0.091	0.091	0.107	0.096	0.064	0.064	0.236	0.149
I usually shop around to find the best price																					
Mean	4.55	4.38	4.60	4.42	4.36	4.65	4.19	4.62	4.59	4.30	4.37	4.86	4.60	4.52	4.68	4.64	4.39	4.66	4.53	4.48	4.45
Std. Dev.	1.272	1.273	1.311	1.357	1.235	1.292	1.514	1.176	1.121	1.306	1.250	1.169	1.247	1.242	1.222	1.262	1.356	1.301	1.237	1.422	1.285
Std. Err.	0.036	0.060	0.054	0.115	0.070	0.062	0.197	0.166	0.121	0.101	0.093	0.113	0.085	0.090	0.078	0.092	0.091	0.067	0.058	0.214	0.124
Adventure Sought																					
I'm much more adventurous than most people I know																					
Mean	3.97	4.21	3.87	4.24	4.20	3.75	4.41	4.27	4.10	4.34	4.13	3.74	3.82	4.02	3.95	4.18	4.33	3.72	4.11	4.52	4.08
Std. Dev.	1.352	1.268	1.410	1.305	1.253	1.423	1.301	1.186	1.406	1.239	1.147	1.520	1.403	1.341	1.438	1.384	1.257	1.450	1.238	1.191	1.348
Std. Err.	0.039	0.060	0.059	0.111	0.071	0.068	0.169	0.169	0.152	0.096	0.085	0.148	0.096	0.097	0.092	0.100	0.084	0.075	0.058	0.180	0.129
I enjoy taking risks																					
Mean	3.76	3.91	3.64	3.75	3.98	3.61	3.90	3.76	3.90	4.06	3.92	3.70	3.55	3.65	3.81	3.97	4.24	3.51	3.90	4.07	3.73
Std. Dev.	1.346	1.253	1.397	1.298	1.228	1.426	1.335	1.238	1.329	1.196	1.154	1.396	1.417	1.303	1.375	1.374	1.243	1.395	1.295	1.163	1.309
Std. Err.	0.039	0.059	0.058	0.110	0.069	0.068	0.174	0.175	0.143	0.093	0.086	0.134	0.096	0.095	0.087	0.100	0.084	0.072	0.061	0.177	0.126
I wish I had more adventure in my life																					
Mean	3.80	3.74	3.86	3.71	3.76	3.91	3.48	4.02	3.73	3.65	3.86	3.99	3.92	3.59	3.82	3.91	3.81	3.86	3.75	3.79	3.62
Std. Dev.	1.339	1.310	1.358	1.324	1.305	1.367	1.380	1.270	1.267	1.373	1.233	1.273	1.419	1.298	1.325	1.341	1.356	1.381	1.317	1.245	1.230
Std. Err.	0.039	0.062	0.057	0.113	0.074	0.066	0.181	0.180	0.137	0.107	0.092	0.125	0.097	0.096	0.085	0.098	0.092	0.072	0.063	0.190	0.119
I'm not really interested in adventure, I prefer to take it easy in my free time																					
Mean	3.48	3.30	3.62	3.45	3.24	3.68	3.43	3.33	3.45	3.19	3.33	3.76	3.58	3.66	3.69	3.43	3.22	3.84	3.28	3.23	3.42
Std. Dev.	1.368	1.329	1.391	1.357	1.314	1.399	1.440	1.214	1.500	1.309	1.269	1.383	1.405	1.322	1.381	1.478	1.405	1.276	1.394	1.236	1.326
Std. Err.	0.039	0.063	0.058	0.115	0.074	0.067	0.189	0.173	0.163	0.102	0.094	0.135	0.096	0.096	0.088	0.107	0.095	0.066	0.066	0.186	0.128
Shopping																					
I hate to shop																					
Mean	3.56	3.42	3.63	3.48	3.39	3.68	3.76	3.20	3.56	3.38	3.44	3.37	3.67	3.65	3.43	3.42	3.50	3.57	3.43	2.93	3.65
Std. Dev.	1.656	1.623	1.660	1.594	1.638	1.680	1.689	1.539	1.686	1.634	1.539	1.651	1.647	1.625	1.684	1.660	1.726	1.673	1.587	1.648	1.652
Std. Err.	0.047	0.076	0.069	0.135	0.093	0.080	0.222	0.218	0.183	0.126	0.114	0.160	0.113	0.118	0.107	0.121	0.117	0.086	0.075	0.248	0.158
I love catalogs																					
Mean	3.76	3.88	3.78	3.99	3.83	3.71	4.14	3.76	4.03	3.93	3.71	3.81	3.86	3.71	3.85	4.09	3.68	3.74	3.87	3.49	3.92
Std. Dev.	1.463	1.320	1.542	1.293	1.331	1.609	1.210	1.347	1.418	1.281	1.278	1.539	1.553	1.456	1.516	1.418	1.432	1.550	1.358	1.316	1.408
Std. Err.	0.042	0.062	0.064	0.110	0.075	0.077	0.158	0.192	0.153	0.100	0.095	0.150	0.106	0.106	0.097	0.103	0.097	0.080	0.064	0.201	0.135
I love to shop for products that personally interest me																					
Mean	4.62	4.71	4.67	4.76	4.69	4.65	4.79	4.60	4.67	4.69	4.62	4.50	4.69	4.66	4.62	4.75	4.65	4.63	4.66	4.61	4.56

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019104

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	1.165	1.071	1.182	1.071	1.071	1.215	1.005	1.284	1.193	1.102	0.988	1.326	1.132	1.115	1.279	1.218	1.081	1.195	1.067	1.185	1.294
Std. Err.	0.033	0.050	0.049	0.092	0.060	0.058	0.132	0.185	0.129	0.086	0.073	0.129	0.077	0.081	0.081	0.088	0.073	0.062	0.051	0.179	0.124
When I shop, I'm extremely focused																					
Mean	4.29	4.30	4.34	4.38	4.26	4.32	4.38	4.54	4.28	4.35	4.34	4.56	4.42	4.25	4.42	4.47	4.20	4.27	4.30	4.41	4.50
Std. Dev.	1.288	1.231	1.308	1.136	1.270	1.358	1.023	1.254	1.325	1.191	1.213	1.205	1.237	1.301	1.317	1.232	1.298	1.339	1.245	1.226	1.252
Std. Err.	0.037	0.058	0.055	0.097	0.072	0.066	0.134	0.181	0.143	0.093	0.090	0.118	0.085	0.095	0.085	0.090	0.088	0.070	0.059	0.185	0.120
I rarely buy things on impulse																					
Mean	3.99	3.78	4.06	3.80	3.77	4.15	3.57	4.02	3.76	3.95	3.72	4.19	4.12	4.04	3.98	3.86	3.67	4.08	3.91	3.55	3.99
Std. Dev.	1.451	1.471	1.438	1.456	1.479	1.423	1.403	1.466	1.487	1.411	1.430	1.309	1.520	1.419	1.408	1.434	1.591	1.415	1.456	1.517	1.512
Std. Err.	0.042	0.069	0.060	0.124	0.083	0.068	0.184	0.212	0.160	0.110	0.107	0.128	0.105	0.104	0.090	0.104	0.107	0.073	0.069	0.229	0.145
I prefer stores that offer expert advice and assistance																					
Mean	4.58	4.67	4.56	4.71	4.66	4.52	4.83	4.66	4.88	4.61	4.55	4.65	4.62	4.52	4.60	4.81	4.65	4.43	4.70	4.75	4.53
Std. Dev.	1.140	1.073	1.202	1.119	1.054	1.225	0.881	1.222	0.938	1.022	1.125	1.270	1.160	1.140	1.203	1.099	1.153	1.248	1.007	0.967	1.014
Std. Err.	0.033	0.050	0.050	0.095	0.060	0.058	0.116	0.173	0.101	0.080	0.083	0.122	0.079	0.083	0.076	0.080	0.078	0.064	0.048	0.146	0.097
I prefer stores that offer the lowest prices																					
Mean	4.82	4.50	5.00	4.58	4.46	5.13	4.41	4.79	4.62	4.59	4.56	5.31	5.07	4.84	5.05	4.85	4.48	5.10	4.66	4.50	4.72
Std. Dev.	1.123	1.214	1.046	1.174	1.231	0.966	1.257	0.988	1.102	1.259	1.092	0.751	1.054	1.109	1.009	1.110	1.300	0.974	1.198	1.171	1.121
Std. Err.	0.032	0.057	0.044	0.100	0.069	0.046	0.165	0.143	0.119	0.098	0.081	0.074	0.073	0.081	0.065	0.081	0.087	0.051	0.057	0.177	0.107
It's worth it to pay a little extra when a store offers good service																					
Mean	4.64	4.79	4.59	4.66	4.84	4.57	4.64	4.72	4.88	4.76	4.68	4.60	4.68	4.52	4.64	4.79	4.73	4.48	4.71	4.73	4.64
Std. Dev.	1.041	0.910	1.100	1.016	0.855	1.125	1.013	0.970	0.951	0.873	0.957	1.085	1.108	1.043	1.098	1.055	1.033	1.131	0.972	0.973	0.811
Std. Err.	0.030	0.043	0.046	0.086	0.048	0.054	0.132	0.137	0.103	0.068	0.071	0.104	0.076	0.076	0.070	0.076	0.069	0.058	0.046	0.147	0.078
I prefer catalog shopping vs. going to a store																					
Mean	2.83	2.94	2.77	2.97	2.93	2.70	3.19	2.72	3.14	2.94	2.84	2.76	2.95	2.78	2.85	3.12	2.96	2.55	2.86	2.98	3.57
Std. Dev.	1.418	1.374	1.447	1.430	1.351	1.448	1.395	1.297	1.448	1.291	1.327	1.438	1.507	1.418	1.520	1.515	1.427	1.410	1.374	1.210	1.493
Std. Err.	0.041	0.065	0.061	0.123	0.076	0.070	0.183	0.189	0.156	0.101	0.099	0.141	0.105	0.104	0.098	0.111	0.096	0.073	0.066	0.182	0.143
When I shop, I like to get in and get out as quickly as possible																					
Mean	4.88	4.70	4.98	4.73	4.69	5.05	4.71	4.76	4.64	4.77	4.79	4.92	4.98	4.99	4.90	4.85	4.76	5.05	4.69	4.77	4.80
Std. Dev.	1.250	1.271	1.249	1.367	1.230	1.201	1.351	1.320	1.255	1.238	1.190	1.259	1.232	1.197	1.245	1.288	1.300	1.182	1.282	1.118	1.246
Std. Err.	0.036	0.060	0.053	0.118	0.069	0.058	0.177	0.195	0.135	0.096	0.089	0.124	0.085	0.088	0.080	0.094	0.088	0.061	0.061	0.169	0.119
Shopping by catalog is too expensive to do regularly																					
Mean	3.66	3.38	3.84	3.48	3.34	3.96	3.34	3.54	3.22	3.36	3.48	3.83	3.79	3.78	3.79	3.44	3.39	4.01	3.51	3.52	2.88
Std. Dev.	1.446	1.411	1.478	1.554	1.345	1.436	1.446	1.588	1.331	1.419	1.290	1.517	1.416	1.451	1.481	1.416	1.383	1.460	1.382	1.422	1.351
Std. Err.	0.042	0.067	0.062	0.133	0.076	0.069	0.188	0.234	0.144	0.110	0.097	0.150	0.097	0.107	0.095	0.103	0.093	0.076	0.065	0.214	0.130
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item																					
Mean	3.98	4.04	3.99	4.01	4.06	3.98	4.02	4.12	4.10	4.03	3.89	4.04	4.03	3.94	4.11	4.23	4.01	3.87	4.02	4.02	3.71
Std. Dev.	1.201	1.140	1.232	1.170	1.128	1.252	1.058	1.184	1.311	1.125	1.106	1.287	1.225	1.211	1.269	1.238	1.247	1.227	1.108	1.210	1.321

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019105

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMIUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.034	0.053	0.051	0.099	0.063	0.060	0.138	0.169	0.141	0.087	0.082	0.125	0.083	0.088	0.081	0.090	0.084	0.063	0.052	0.182	0.127
I like shopping online																					
Mean	2.24	2.53	1.95	2.30	2.63	1.84	2.25	2.39	2.49	2.65	2.42	1.90	2.05	1.99	2.01	2.51	2.83	1.77	2.40	3.05	2.51
Std. Dev.	1.450	1.527	1.304	1.450	1.551	1.235	1.364	1.374	1.525	1.539	1.506	1.291	1.326	1.283	1.394	1.590	1.606	1.110	1.489	1.542	1.589
Std. Err.	0.043	0.073	0.056	0.127	0.089	0.061	0.184	0.203	0.166	0.122	0.114	0.129	0.094	0.096	0.093	0.120	0.111	0.060	0.073	0.235	0.156
Male Bonding Desire																					
I wish there were more places to go that were primarily for men																					
Mean	3.02	3.11	3.01	3.17	3.08	2.96	3.24	3.18	3.19	3.07	3.04	2.89	3.00	3.07	3.10	3.44	3.21	2.94	3.08	3.27	2.92
Std. Dev.	1.482	1.461	1.555	1.502	1.444	1.570	1.455	1.466	1.516	1.419	1.384	1.443	1.629	1.365	1.557	1.578	1.545	1.539	1.444	1.336	1.422
Std. Err.	0.042	0.069	0.065	0.127	0.082	0.075	0.191	0.207	0.164	0.110	0.103	0.139	0.111	0.099	0.099	0.114	0.104	0.079	0.068	0.201	0.136
I wish I were able to spend more time with my male friends																					
Mean	3.56	3.69	3.43	3.53	3.76	3.40	3.60	3.57	3.67	3.79	3.71	3.36	3.34	3.53	3.48	3.72	3.78	3.46	3.67	4.23	3.63
Std. Dev.	1.290	1.207	1.326	1.154	1.224	1.375	1.184	1.137	1.222	1.180	1.194	1.335	1.347	1.222	1.326	1.311	1.261	1.343	1.232	1.118	1.289
Std. Err.	0.037	0.057	0.056	0.099	0.069	0.066	0.155	0.166	0.132	0.092	0.089	0.132	0.093	0.090	0.086	0.096	0.085	0.070	0.058	0.169	0.123
With all my other commitments, I don't spend as much time with my friends as I'd like to																					
Mean	3.75	3.81	3.70	3.62	3.89	3.72	3.75	3.66	3.75	3.90	3.95	3.78	3.72	3.68	3.73	3.90	3.90	3.75	3.77	4.05	3.74
Std. Dev.	1.347	1.296	1.396	1.396	1.241	1.397	1.347	1.479	1.204	1.227	1.327	1.342	1.429	1.322	1.341	1.262	1.380	1.426	1.292	1.200	1.241
Std. Err.	0.039	0.061	0.058	0.118	0.070	0.067	0.175	0.209	0.131	0.095	0.098	0.129	0.097	0.096	0.085	0.092	0.093	0.073	0.061	0.181	0.119
I spend more time with my friends than I do with my family																					
Mean	2.36	2.36	2.31	2.42	2.33	2.27	2.36	2.66	2.25	2.34	2.53	2.06	2.41	2.22	2.32	2.30	2.37	2.30	2.38	3.14	2.26
Std. Dev.	1.573	1.544	1.543	1.601	1.519	1.524	1.506	1.686	1.495	1.395	1.635	1.331	1.607	1.481	1.514	1.494	1.636	1.550	1.565	1.641	1.468
Std. Err.	0.045	0.073	0.064	0.135	0.087	0.073	0.196	0.238	0.162	0.109	0.123	0.129	0.110	0.108	0.097	0.110	0.112	0.080	0.074	0.250	0.141
Recognition																					
I like it when companies or brands that I am loyal to recognize me for my loyalty																					
Mean	4.98	5.04	5.03	5.02	5.05	5.04	5.10	4.96	5.14	4.89	5.02	4.97	5.06	4.95	4.98	5.19	4.97	4.94	5.00	4.98	4.98
Std. Dev.	1.045	0.986	1.061	1.066	0.949	1.060	1.012	0.989	0.915	1.042	0.931	1.072	1.022	1.136	1.131	1.015	1.145	1.126	0.957	1.151	1.023
Std. Err.	0.030	0.046	0.044	0.090	0.054	0.050	0.132	0.140	0.099	0.081	0.069	0.103	0.070	0.083	0.072	0.074	0.077	0.058	0.045	0.174	0.098
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to																					
Mean	4.73	4.76	4.81	4.82	4.73	4.81	5.05	4.60	4.92	4.75	4.65	4.74	4.86	4.80	4.82	5.02	4.61	4.66	4.80	4.59	4.80
Std. Dev.	1.201	1.206	1.157	1.135	1.236	1.165	0.887	1.300	1.217	1.155	1.118	1.127	1.213	1.163	1.237	1.108	1.257	1.252	1.095	1.386	1.332
Std. Err.	0.035	0.057	0.049	0.097	0.070	0.056	0.116	0.188	0.132	0.090	0.084	0.110	0.084	0.085	0.079	0.081	0.085	0.065	0.052	0.209	0.128
I like being rewarded by companies for my loyalty																					
Mean	5.14	5.11	5.20	5.14	5.10	5.22	5.23	5.23	5.25	5.09	5.08	5.07	5.26	5.23	5.16	5.28	5.04	5.10	5.19	5.14	4.99
Std. Dev.	1.073	1.114	1.050	1.141	1.104	1.020	0.991	1.016	1.046	1.064	1.058	1.068	1.057	0.945	1.182	1.008	1.131	1.131	1.022	1.265	1.159
Std. Err.	0.031	0.053	0.044	0.098	0.063	0.049	0.132	0.147	0.115	0.083	0.080	0.104	0.074	0.070	0.076	0.074	0.077	0.059	0.049	0.193	0.113

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019106

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
I think companies should take better care of their loyal customers																					
Mean	5.12	5.15	5.19	5.10	5.17	5.22	5.12	5.16	5.16	5.11	5.12	5.23	5.20	5.06	5.20	5.26	5.15	5.12	5.12	5.19	5.13
Std. Dev.	0.984	0.950	0.975	1.055	0.900	0.947	1.001	0.912	0.906	0.966	1.006	0.907	0.945	1.111	0.968	0.973	1.040	1.029	0.945	0.932	1.006
Std. Err.	0.028	0.045	0.041	0.089	0.051	0.045	0.130	0.129	0.098	0.075	0.075	0.088	0.064	0.081	0.061	0.071	0.070	0.053	0.045	0.142	0.097
Communication																					
I like it when companies send me information about their products																					
Mean	4.39	4.33	4.53	4.45	4.29	4.56	4.48	4.49	4.65	4.41	4.08	4.65	4.71	4.25	4.66	4.82	4.10	4.48	4.39	4.34	4.50
Std. Dev.	1.232	1.182	1.206	1.043	1.236	1.253	0.960	1.102	1.092	1.118	1.255	1.227	1.175	1.180	1.208	1.122	1.308	1.258	1.175	1.462	1.111
Std. Err.	0.035	0.056	0.050	0.089	0.070	0.060	0.126	0.157	0.119	0.087	0.093	0.119	0.080	0.086	0.077	0.082	0.088	0.065	0.056	0.220	0.106
I wish I knew more about the products I buy a lot of																					
Mean	3.91	3.88	4.04	3.96	3.84	4.07	3.81	4.02	3.98	3.80	3.81	4.32	4.01	3.88	4.18	4.14	3.69	4.00	3.85	3.98	3.84
Std. Dev.	1.215	1.212	1.184	1.166	1.232	1.191	1.224	1.116	1.158	1.195	1.102	1.198	1.192	1.190	1.186	1.171	1.235	1.203	1.206	1.067	1.226
Std. Err.	0.035	0.057	0.049	0.099	0.070	0.057	0.159	0.158	0.125	0.092	0.082	0.115	0.081	0.087	0.075	0.085	0.083	0.062	0.057	0.161	0.117
I don't mind sharing information with companies if it will result in improved products or services																					
Mean	5.00	4.96	5.18	5.17	4.86	5.18	5.19	5.08	5.06	4.98	4.83	5.14	5.26	4.91	5.13	5.30	4.84	5.07	5.01	4.98	5.02
Std. Dev.	1.054	1.023	0.950	0.914	1.056	0.963	1.042	0.886	1.010	0.997	1.162	1.018	0.888	1.198	1.015	0.858	1.176	1.029	1.031	1.229	0.923
Std. Err.	0.030	0.048	0.040	0.077	0.059	0.046	0.136	0.127	0.109	0.077	0.086	0.099	0.060	0.087	0.064	0.062	0.079	0.053	0.049	0.185	0.088
Privacy is a big concern of mine																					
Mean	4.89	4.89	4.95	4.82	4.91	4.99	4.85	4.71	4.84	4.93	4.92	5.07	4.90	4.92	4.95	5.01	4.91	4.90	4.97	4.74	4.71
Std. Dev.	1.148	1.093	1.137	1.150	1.067	1.131	1.157	1.041	1.039	1.068	1.096	1.123	1.173	1.067	1.110	1.085	1.124	1.217	1.024	1.236	1.238
Std. Err.	0.033	0.051	0.047	0.098	0.060	0.054	0.151	0.149	0.112	0.083	0.082	0.111	0.080	0.078	0.071	0.079	0.076	0.063	0.049	0.189	0.119
I like when I get offers for products or services through the mail																					
Mean	4.30	4.17	4.51	4.46	4.05	4.53	4.45	4.46	4.26	4.27	4.09	4.54	4.69	4.43	4.53	4.62	4.02	4.42	4.29	4.16	4.19
Std. Dev.	1.339	1.339	1.277	1.219	1.371	1.295	1.157	1.443	1.267	1.331	1.292	1.365	1.217	1.241	1.384	1.381	1.469	1.305	1.261	1.328	1.254
Std. Err.	0.039	0.063	0.054	0.104	0.077	0.062	0.152	0.208	0.137	0.104	0.096	0.134	0.084	0.091	0.089	0.100	0.099	0.068	0.060	0.200	0.121
I have no interest in any kind of communication or dialogue with manufacturers of products I buy																					
Mean	2.87	2.76	2.76	2.63	2.82	2.80	2.58	2.65	2.58	2.82	2.97	2.70	2.69	2.97	2.74	2.69	2.98	3.01	2.79	2.82	2.57
Std. Dev.	1.340	1.332	1.367	1.367	1.314	1.366	1.354	1.362	1.306	1.302	1.289	1.447	1.353	1.300	1.395	1.376	1.455	1.361	1.275	1.467	1.212
Std. Err.	0.038	0.063	0.057	0.116	0.074	0.065	0.176	0.195	0.141	0.101	0.096	0.141	0.093	0.095	0.089	0.100	0.098	0.070	0.060	0.221	0.116
Relationships																					
Relationships with manufacturers of products I buy a lot of are important to me																					
Mean	4.09	4.13	4.21	4.32	4.05	4.17	4.53	4.25	4.31	4.18	3.99	4.24	4.30	4.11	4.38	4.51	4.04	4.07	4.08	3.98	4.13
Std. Dev.	1.198	1.153	1.217	1.178	1.133	1.229	1.037	1.139	1.097	1.117	1.199	1.128	1.170	1.250	1.240	1.096	1.233	1.204	1.173	1.406	1.142
Std. Err.	0.035	0.055	0.051	0.101	0.064	0.059	0.137	0.164	0.120	0.087	0.090	0.111	0.080	0.091	0.080	0.081	0.083	0.062	0.056	0.214	0.110
Relationships are important to me																					
Mean	5.18	5.27	5.18	5.23	5.29	5.16	5.41	5.16	5.15	5.28	5.24	5.13	5.16	5.23	5.11	5.19	5.25	5.13	5.22	5.16	5.05

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GC 019107

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	0.961	0.859	0.982	0.907	0.837	1.005	0.768	0.898	0.885	0.831	0.974	0.946	1.038	0.787	1.012	0.907	0.962	1.027	0.922	1.119	0.994
Std. Err.	0.028	0.040	0.041	0.078	0.047	0.048	0.100	0.128	0.097	0.065	0.072	0.093	0.071	0.057	0.065	0.066	0.065	0.053	0.044	0.169	0.096
I like loyalty programs like frequent flyer or frequent shopper programs																					
Mean	4.22	4.35	4.17	4.36	4.34	4.11	4.49	4.38	4.45	4.40	4.36	4.27	4.29	4.11	4.15	4.43	4.42	4.06	4.34	4.77	4.17
Std. Dev.	1.409	1.337	1.462	1.352	1.332	1.492	1.369	1.193	1.386	1.256	1.279	1.405	1.389	1.447	1.568	1.427	1.392	1.471	1.346	1.138	1.371
Std. Err.	0.040	0.063	0.061	0.114	0.075	0.071	0.178	0.169	0.149	0.097	0.095	0.135	0.094	0.105	0.099	0.103	0.093	0.076	0.063	0.172	0.131
Frequent buyer or savings club programs are a waste of my time																					
Mean	3.26	3.15	3.26	3.04	3.20	3.33	2.93	3.16	3.05	3.16	3.20	3.41	3.17	3.22	3.25	3.04	3.05	3.44	3.12	2.84	3.01
Std. Dev.	1.493	1.461	1.509	1.469	1.457	1.516	1.425	1.405	1.471	1.375	1.392	1.541	1.522	1.404	1.549	1.506	1.450	1.490	1.420	1.430	1.488
Std. Err.	0.043	0.069	0.063	0.125	0.082	0.072	0.185	0.199	0.159	0.107	0.103	0.148	0.104	0.102	0.098	0.109	0.098	0.077	0.067	0.216	0.143
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers																					
Mean	4.09	4.03	4.13	4.07	4.01	4.15	3.90	4.12	3.80	4.06	3.95	4.22	4.14	4.15	4.19	4.03	4.08	4.23	4.04	3.64	3.88
Std. Dev.	1.305	1.270	1.346	1.328	1.246	1.353	1.398	1.201	1.388	1.199	1.224	1.359	1.269	1.309	1.372	1.443	1.240	1.315	1.195	1.432	1.345
Std. Err.	0.037	0.060	0.056	0.113	0.070	0.065	0.182	0.172	0.150	0.093	0.091	0.132	0.087	0.095	0.087	0.104	0.083	0.068	0.056	0.216	0.129

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GC 019108

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Love/Involvement/Interest																					
I love cigars	265	126	139	46	80	93	22	17	40	47	24	44	51	31	113	102	47	69	97	9	39
	21.8%	27.9%	24.1%	33.3%	25.6%	21.2%	37.3%	34.7%	46.5%	28.3%	13.2%	41.5%	23.6%	16.4%	45.7%	53.4%	21.4%	18.4%	21.6%	20.5%	35.8%
	100.0%	47.5%	52.5%	17.4%	30.2%	35.1%	8.3%	6.4%	15.1%	17.7%	9.1%	16.6%	19.2%	11.7%	42.6%	38.5%	17.7%	26.0%	36.6%	3.4%	14.7%
I have made my own homemade humidification system	69	42	18	7	35	11	1	1	9	19	8	4	5	6	21	25	23	11	26	2	18
	5.7%	9.3%	3.2%	5.0%	11.2%	2.5%	1.7%	2.0%	10.6%	11.5%	4.4%	3.8%	2.3%	3.2%	8.6%	13.2%	10.4%	3.0%	5.9%	4.8%	16.5%
	100.0%	60.9%	26.1%	10.1%	50.7%	15.9%	1.4%	1.4%	13.0%	27.5%	11.6%	5.8%	7.2%	8.7%	30.4%	36.2%	33.3%	15.9%	37.7%	2.9%	26.1%
Cigar smoking is one of my passions	89	43	44	18	25	26	8	7	16	15	5	17	17	11	53	43	19	19	27	5	13
	7.4%	9.5%	7.7%	13.0%	8.0%	6.0%	13.8%	14.3%	18.8%	9.1%	2.8%	16.3%	8.0%	5.9%	21.7%	22.8%	8.6%	5.2%	6.0%	11.9%	12.0%
	100.0%	48.3%	49.4%	20.2%	28.1%	29.2%	9.0%	7.9%	18.0%	16.9%	5.6%	19.1%	19.1%	12.4%	59.6%	48.3%	21.3%	21.3%	30.3%	5.6%	14.6%
Cigar smoking is a favorite hobby for me	78	42	33	12	30	21	6	3	14	11	11	8	14	11	39	38	16	14	30	3	12
	6.4%	9.3%	5.7%	8.7%	9.6%	4.8%	10.3%	6.1%	16.5%	6.7%	6.1%	7.5%	6.5%	5.9%	15.8%	19.9%	7.3%	3.7%	6.7%	7.0%	11.0%
	100.0%	53.8%	42.3%	15.4%	38.5%	26.9%	7.7%	3.8%	17.9%	14.1%	14.1%	10.3%	17.9%	14.1%	50.0%	48.7%	20.5%	17.9%	38.5%	3.8%	15.4%
Cigar smoking is one of lifes little pleasures	287	131	142	42	89	100	18	14	36	49	30	37	64	31	87	86	51	81	101	9	45
	23.6%	28.9%	24.6%	30.2%	28.3%	22.8%	30.5%	28.6%	41.9%	29.5%	16.4%	34.9%	29.6%	16.4%	35.4%	44.8%	23.0%	21.5%	22.6%	20.5%	41.3%
	100.0%	45.6%	49.5%	14.6%	31.0%	34.8%	6.3%	4.9%	12.5%	17.1%	10.5%	12.9%	22.3%	10.8%	30.3%	30.0%	17.8%	28.2%	35.2%	3.1%	15.7%
Cigar smoking is macho	35	10	15	5	5	10	1	3	2	3	3	2	9	1	12	13	7	9	9	3	1
	2.9%	2.2%	2.6%	3.6%	1.6%	2.3%	1.8%	6.0%	2.4%	1.8%	1.7%	1.9%	4.2%	0.5%	4.9%	6.9%	3.2%	2.4%	2.0%	7.0%	0.9%
	100.0%	28.6%	42.9%	14.3%	14.3%	28.6%	2.9%	8.6%	5.7%	8.6%	8.6%	5.7%	25.7%	2.9%	34.3%	37.1%	20.0%	25.7%	25.7%	8.6%	2.9%
I love the aroma of cigars	344	144	177	49	95	128	25	15	43	55	41	40	68	52	101	87	59	102	132	10	50
	28.4%	31.8%	30.8%	35.5%	30.2%	29.3%	43.9%	30.0%	50.0%	33.1%	22.8%	37.7%	31.8%	27.7%	40.7%	45.8%	26.8%	27.1%	29.6%	22.7%	45.9%
	100.0%	41.9%	51.5%	14.2%	27.6%	37.2%	7.3%	4.4%	12.5%	16.0%	11.9%	11.6%	19.8%	15.1%	29.4%	25.3%	17.2%	29.7%	38.4%	2.9%	14.5%
Cigar smoking is a classy thing to do	57	26	27	10	16	17	2	7	6	11	7	5	14	6	21	20	15	16	22	6	5
	4.7%	5.8%	4.7%	7.2%	5.1%	3.9%	3.4%	14.0%	7.0%	6.7%	3.9%	4.7%	6.5%	3.2%	8.4%	10.4%	6.8%	4.2%	4.9%	13.6%	4.6%
	100.0%	45.6%	47.4%	17.5%	28.1%	29.8%	3.5%	12.3%	10.5%	19.3%	12.3%	8.8%	24.6%	10.5%	36.8%	35.1%	26.3%	28.1%	38.6%	10.5%	8.8%
When you smoke a cigar, you are part of the finer things in life	80	33	37	13	20	24	6	6	13	15	9	7	17	11	30	30	15	23	27	5	13
	6.6%	7.3%	6.4%	9.4%	6.4%	5.5%	10.2%	12.2%	15.1%	9.0%	4.9%	6.6%	7.9%	5.8%	12.1%	15.6%	6.8%	6.1%	6.0%	11.4%	11.9%
	100.0%	41.3%	46.3%	16.3%	25.0%	30.0%	7.5%	7.5%	16.3%	18.8%	11.3%	8.8%	21.3%	13.8%	37.5%	37.5%	18.8%	28.8%	33.8%	6.3%	16.3%
Cigars are a status symbol	56	26	25	9	17	16	2	5	3	10	7	4	10	8	15	14	12	14	19	6	6
	4.6%	5.8%	4.3%	6.5%	5.4%	3.7%	3.5%	10.0%	3.5%	6.0%	3.9%	3.7%	4.7%	4.3%	6.0%	7.4%	5.5%	3.7%	4.3%	13.6%	5.6%
	100.0%	46.4%	44.6%	16.1%	30.4%	28.6%	3.6%	8.9%	5.4%	17.9%	12.5%	7.1%	17.9%	14.3%	26.8%	25.0%	21.4%	25.0%	33.9%	10.7%	10.7%
Cigars are prestigious	78	35	34	11	24	23	5	5	9	10	9	7	11	7	26	26	19	23	26	3	10
	6.5%	7.8%	6.0%	8.0%	7.7%	5.4%	8.9%	10.0%	10.5%	6.1%	5.0%	6.6%	5.2%	3.8%	10.6%	13.8%	8.8%	6.2%	5.8%	7.0%	9.3%
	100.0%	44.9%	43.6%	14.1%	30.8%	29.5%	6.4%	6.4%	11.5%	12.8%	11.5%	9.0%	14.1%	9.0%	33.3%	33.3%	24.4%	29.5%	33.3%	3.8%	12.8%
Cigars are a good conversation starter	72	29	35	11	18	24	7	2	7	15	5	7	14	9	25	24	14	22	26	5	6
	6.0%	6.4%	6.1%	8.0%	5.8%	5.5%	12.3%	4.0%	8.1%	9.0%	2.8%	6.5%	6.6%	4.8%	10.0%	12.6%	6.4%	5.9%	5.8%	11.4%	5.5%
	100.0%	40.3%	48.6%	15.3%	25.0%	33.3%	9.7%	2.8%	9.7%	20.8%	6.9%	9.7%	19.4%	12.5%	34.7%	33.3%	19.4%	30.6%	36.1%	6.9%	8.3%
A good cigar can make any occasion special	188	93	89	31	62	58	15	10	26	37	25	23	41	20	60	64	43	51	69	8	27
	15.5%	20.5%	15.5%	22.3%	19.7%	13.3%	25.4%	20.4%	30.2%	22.3%	13.7%	21.7%	19.1%	10.6%	24.3%	33.3%	19.5%	13.7%	15.4%	18.2%	24.8%
	100.0%	49.5%	47.3%	16.5%	33.0%	30.9%	8.0%	5.3%	13.8%	19.7%	13.3%	12.2%	21.8%	10.6%	31.9%	34.0%	22.9%	27.1%	36.7%	4.3%	14.4%

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UNDER PROTECTIVE ORDER
GC 019109

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Smoking a cigar is a way of showing you accomplished something	30	10	19	6	4	13	2	4	1	5	3	5	5	6	11	12	6	12	7	4	2
	2.5%	2.2%	3.3%	4.3%	1.3%	3.0%	3.5%	8.0%	1.2%	3.0%	1.7%	4.8%	2.4%	3.2%	4.5%	6.3%	2.7%	3.3%	1.6%	9.3%	1.8%
	100.0%	33.3%	63.3%	20.0%	13.3%	43.3%	6.7%	13.3%	3.3%	16.7%	10.0%	16.7%	16.7%	20.0%	36.7%	40.0%	20.0%	40.0%	23.3%	13.3%	6.7%
I enjoy shopping for cigars	141	80	59	27	53	32	17	7	21	40	14	12	27	18	48	56	34	25	70	4	18
	11.6%	17.7%	10.3%	19.6%	16.9%	7.3%	29.3%	14.3%	24.4%	24.4%	7.7%	11.4%	12.5%	9.6%	19.5%	29.5%	15.3%	6.7%	15.6%	9.3%	16.5%
	100.0%	56.7%	41.8%	19.1%	37.6%	22.7%	12.1%	5.0%	14.9%	28.4%	9.9%	8.5%	19.1%	12.8%	34.0%	39.7%	24.1%	17.7%	49.6%	2.8%	12.8%
I really enjoy owning a humidor	113	76	33	19	57	14	11	5	25	28	14	8	19	11	32	44	32	13	50	4	32
	9.6%	17.2%	5.9%	13.8%	18.8%	3.3%	19.3%	10.0%	29.4%	17.4%	7.9%	7.8%	9.1%	5.9%	13.2%	23.3%	15.0%	3.6%	11.5%	10.0%	29.9%
	100.0%	67.3%	29.2%	16.8%	50.4%	12.4%	9.7%	4.4%	22.1%	24.8%	12.4%	7.1%	16.8%	9.7%	28.3%	38.9%	28.3%	11.5%	44.2%	3.5%	28.3%
I enjoy planning ahead to smoke a cigar	123	65	52	21	44	31	8	8	12	25	17	8	23	12	26	30	30	20	52	5	13
	10.2%	14.4%	9.1%	15.3%	14.0%	7.1%	14.0%	16.0%	14.1%	15.1%	9.5%	7.5%	10.8%	6.5%	10.4%	15.8%	13.8%	5.3%	11.7%	11.4%	12.1%
	100.0%	52.8%	42.3%	17.1%	35.8%	25.2%	6.5%	6.5%	9.8%	20.3%	13.8%	6.5%	18.7%	9.8%	21.1%	24.4%	24.4%	16.3%	42.3%	4.1%	10.6%
When I smoke a cigar, I don't do anything else	70	26	34	10	16	24	4	2	4	12	6	4	11	13	10	12	16	21	23	4	9
	5.8%	5.8%	5.9%	7.2%	5.1%	5.5%	6.8%	4.1%	4.7%	7.2%	3.3%	3.8%	5.1%	6.9%	4.0%	6.3%	7.2%	5.6%	5.1%	9.3%	8.3%
	100.0%	37.1%	48.6%	14.3%	22.9%	34.3%	5.7%	2.9%	5.7%	17.1%	8.6%	5.7%	15.7%	18.6%	14.3%	17.1%	22.9%	30.0%	32.9%	5.7%	12.9%
Cigar smoking is my private time	175	67	87	21	46	66	8	9	13	31	21	19	32	32	50	40	28	56	53	6	20
	14.6%	15.0%	15.3%	15.4%	14.8%	15.3%	13.6%	19.1%	15.5%	18.9%	11.5%	18.8%	15.0%	16.9%	21.1%	21.5%	12.8%	15.3%	11.9%	14.0%	18.5%
	100.0%	38.3%	49.7%	12.0%	26.3%	37.7%	4.6%	5.1%	7.4%	17.7%	12.0%	10.9%	18.3%	18.3%	28.6%	22.9%	16.0%	32.0%	30.3%	3.4%	11.4%
Shopping for cigars is like an adventure	83	42	38	16	26	22	6	6	12	16	11	9	17	7	28	35	22	13	42	2	11
	6.8%	9.3%	6.6%	11.5%	8.3%	5.0%	10.2%	12.2%	14.0%	9.6%	6.0%	8.5%	7.9%	3.7%	11.3%	18.2%	10.0%	3.5%	9.4%	4.5%	10.1%
	100.0%	50.6%	45.8%	19.3%	31.3%	26.5%	7.2%	7.2%	14.5%	19.3%	13.3%	10.8%	20.5%	8.4%	33.7%	42.2%	26.5%	15.7%	50.6%	2.4%	13.3%
I'm always on the lookout for new cigars	128	58	60	20	38	40	12	8	15	28	13	20	24	17	45	47	25	33	45	7	14
	10.6%	12.9%	10.5%	14.5%	12.1%	9.2%	20.3%	16.3%	17.6%	16.9%	7.1%	19.0%	11.2%	9.0%	18.4%	24.7%	11.3%	8.8%	10.1%	15.9%	13.1%
	100.0%	45.3%	46.9%	15.6%	29.7%	31.3%	9.4%	6.3%	11.7%	21.9%	10.2%	15.6%	18.8%	13.3%	35.2%	36.7%	19.5%	25.8%	35.2%	5.5%	10.9%
I could easily give up smoking cigars	500	186	197	51	135	146	19	19	28	58	79	22	70	80	55	52	124	139	200	23	37
	41.5%	41.2%	34.4%	36.7%	43.1%	33.7%	32.8%	38.0%	33.3%	34.9%	43.4%	21.0%	32.9%	43.0%	22.4%	27.4%	56.1%	37.6%	45.0%	53.5%	34.3%
	100.0%	37.2%	39.4%	10.2%	27.0%	29.2%	3.8%	3.8%	5.6%	11.6%	15.8%	4.4%	14.0%	16.0%	11.0%	10.4%	24.8%	27.8%	40.0%	4.6%	7.4%
Cigar smoking isn't that important to me	203	45	88	15	30	73	3	6	4	12	23	9	19	37	23	13	43	68	66	10	10
	16.9%	10.0%	15.4%	10.8%	9.6%	16.9%	5.2%	12.0%	4.7%	7.3%	12.7%	8.6%	9.0%	19.9%	9.4%	6.8%	19.3%	18.5%	14.8%	23.3%	9.2%
	100.0%	22.2%	43.3%	7.4%	14.8%	36.0%	1.5%	3.0%	2.0%	5.9%	11.3%	4.4%	9.4%	18.2%	11.3%	6.4%	21.2%	33.5%	32.5%	4.9%	4.9%
Smoking a cigar is part of a lifestyle of leisure	100	36	46	11	25	35	5	5	10	17	10	11	24	13	37	31	19	32	29	3	12
	8.3%	8.0%	8.0%	7.9%	8.1%	8.0%	8.5%	10.2%	11.6%	10.4%	5.5%	10.5%	11.1%	6.9%	15.0%	16.5%	8.6%	8.5%	6.5%	7.0%	11.2%
	100.0%	36.0%	46.0%	11.0%	25.0%	35.0%	5.0%	5.0%	10.0%	17.0%	10.0%	11.0%	24.0%	13.0%	37.0%	31.0%	19.0%	32.0%	29.0%	3.0%	12.0%
<u>Knowledgeability</u>																					
Friends often ask me for recommendations on cigars	60	35	15	5	30	10	1	2	17	15	3	8	10	4	31	36	21	7	26	5	10
	5.0%	7.8%	2.7%	3.6%	9.7%	2.3%	1.7%	4.1%	19.8%	9.1%	1.7%	7.7%	4.8%	2.2%	12.8%	19.1%	9.8%	1.9%	5.9%	11.9%	9.2%
	100.0%	58.3%	25.0%	8.3%	50.0%	16.7%	1.7%	3.3%	28.3%	25.0%	5.0%	13.3%	16.7%	6.7%	51.7%	60.0%	35.0%	11.7%	43.3%	8.3%	16.7%
I'm extremely knowledgeable about cigars	46	22	15	5	17	10	0	2	8	6	4	5	7	3	25	23	12	7	17	4	6
	3.8%	4.9%	2.6%	3.6%	5.4%	2.3%	0.0%	4.0%	9.3%	3.6%	2.2%	4.7%	3.3%	1.6%	10.1%	12.2%	5.5%	1.9%	3.8%	9.1%	5.5%
	100.0%	47.8%	32.6%	10.9%	37.0%	21.7%	0.0%	4.3%	17.4%	13.0%	8.7%	10.9%	15.2%	6.5%	54.3%	50.0%	26.1%	15.2%	37.0%	8.7%	13.0%
I'm still relatively new to cigars	156	45	66	12	33	54	3	5	1	13	24	7	21	29	16	15	36	51	51	14	12
	12.9%	10.0%	11.5%	8.8%	10.5%	12.4%	5.3%	10.0%	1.2%	7.8%	13.5%	6.5%	9.8%	15.8%	6.4%	7.9%	16.5%	13.7%	11.4%	31.8%	11.1%
	100.0%	28.8%	42.3%	7.7%	21.2%	34.6%	1.9%	3.2%	0.6%	8.3%	15.4%	4.5%	13.5%	18.6%	10.3%	9.6%	23.1%	32.7%	32.7%	9.0%	7.7%

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UNDER PROTECTIVE ORDER
GC 019110

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I seek out advice on which cigars to smoke	65	28	26	12	16	14	6	3	4	10	10	5	9	11	18	20	24	10	38	5	1
	5.4%	6.2%	4.5%	8.6%	5.1%	3.2%	10.3%	6.0%	4.7%	6.1%	5.5%	4.7%	4.3%	5.9%	7.3%	10.5%	11.0%	2.7%	8.5%	11.9%	0.9%
	100.0%	43.1%	40.0%	18.5%	24.6%	21.5%	9.2%	4.6%	6.2%	15.4%	15.4%	7.7%	13.8%	16.9%	27.7%	30.8%	36.9%	15.4%	58.5%	7.7%	1.5%
I wish I knew more about cigars	196	79	98	28	51	70	11	7	12	30	28	18	41	23	45	40	47	60	75	9	19
	16.2%	17.6%	17.1%	20.4%	16.3%	16.0%	19.3%	14.0%	14.0%	18.1%	15.6%	17.0%	19.2%	12.2%	18.1%	20.9%	21.8%	16.0%	16.9%	20.5%	17.6%
	100.0%	40.3%	50.0%	14.3%	26.0%	35.7%	5.6%	3.6%	6.1%	15.3%	14.3%	9.2%	20.9%	11.7%	23.0%	20.4%	24.0%	30.6%	38.3%	4.6%	9.7%
You can never know enough about cigars	152	62	73	20	42	53	8	7	15	28	16	19	25	23	47	52	36	42	57	6	17
	12.6%	13.7%	12.8%	14.4%	13.4%	12.3%	13.8%	14.0%	17.6%	16.9%	8.8%	18.1%	11.7%	12.4%	19.2%	27.4%	16.3%	11.4%	12.7%	14.0%	15.6%
	100.0%	40.8%	48.0%	13.2%	27.6%	34.9%	5.3%	4.6%	9.9%	18.4%	10.5%	12.5%	16.4%	15.1%	30.9%	34.2%	23.7%	27.6%	37.5%	3.9%	11.2%
I really don't know that much about cigars	174	34	82	9	25	73	3	1	5	8	16	11	24	27	28	17	40	75	40	11	5
	14.3%	7.5%	14.2%	6.5%	8.0%	16.7%	5.1%	2.0%	5.8%	4.8%	8.8%	10.5%	11.2%	14.3%	11.3%	8.9%	18.0%	20.0%	8.9%	25.0%	4.6%
	100.0%	19.5%	47.1%	5.2%	14.4%	42.0%	1.7%	0.6%	2.9%	4.6%	9.2%	6.3%	13.8%	15.5%	16.1%	9.8%	23.0%	43.1%	23.0%	6.3%	2.9%
I like to read about cigars	97	54	41	16	38	25	7	4	22	20	12	9	23	13	34	41	25	20	40	8	19
	8.0%	11.9%	7.1%	11.6%	12.1%	5.7%	12.3%	8.0%	25.9%	12.0%	6.6%	8.5%	10.7%	6.9%	13.7%	21.5%	11.4%	5.3%	8.9%	18.2%	17.4%
	100.0%	55.7%	42.3%	16.5%	39.2%	25.8%	7.2%	4.1%	22.7%	20.6%	12.4%	9.3%	23.7%	13.4%	35.1%	42.3%	25.8%	20.6%	41.2%	8.2%	19.6%
Long term cigar smokers are a good source of information about cigars	178	68	89	28	40	61	9	13	16	25	26	17	36	25	48	42	35	55	72	9	11
	14.7%	15.0%	15.6%	20.1%	12.7%	14.1%	15.5%	26.0%	18.6%	15.1%	14.3%	16.2%	16.7%	13.4%	19.4%	21.8%	15.8%	14.7%	16.1%	20.9%	10.1%
	100.0%	38.2%	50.0%	15.7%	22.5%	34.3%	5.1%	7.3%	9.0%	14.0%	14.6%	9.6%	20.2%	14.0%	27.0%	23.6%	19.7%	30.9%	40.4%	5.1%	6.2%
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed	23	7	11	2	5	9	1	0	4	2	1	2	2	3	10	7	4	11	7	0	0
	1.9%	1.6%	1.9%	1.4%	1.6%	2.1%	1.8%	0.0%	4.8%	1.2%	0.6%	1.9%	0.9%	1.6%	4.0%	3.7%	1.9%	2.9%	1.6%	0.0%	0.0%
	100.0%	30.4%	47.8%	8.7%	21.7%	39.1%	4.3%	0.0%	17.4%	8.7%	4.3%	8.7%	8.7%	13.0%	43.5%	30.4%	17.4%	47.8%	30.4%	0.0%	0.0%
Cigar manufacturers are exploiting me through price increases	141	62	63	16	46	47	8	5	21	25	9	19	22	16	52	37	21	38	49	4	21
	11.7%	13.7%	11.0%	11.7%	14.6%	10.8%	14.3%	10.0%	24.4%	15.2%	5.0%	17.9%	10.4%	8.5%	21.0%	19.7%	9.7%	10.1%	11.0%	9.1%	19.3%
	100.0%	44.0%	44.7%	11.3%	32.6%	33.3%	5.7%	3.5%	14.9%	17.7%	6.4%	13.5%	15.6%	11.3%	36.9%	26.2%	14.9%	27.0%	34.8%	2.8%	14.9%
I am confused by the number of sizes and types of cigars	110	28	63	16	12	47	6	5	2	8	12	12	16	19	23	16	17	46	29	4	7
	9.1%	6.2%	10.9%	11.5%	3.8%	10.8%	10.2%	10.2%	2.3%	4.8%	6.6%	11.4%	7.4%	10.1%	9.3%	8.4%	7.7%	12.4%	6.5%	9.3%	6.5%
	100.0%	25.5%	57.3%	14.5%	10.9%	42.7%	5.5%	4.5%	1.8%	7.3%	10.9%	10.9%	14.5%	17.3%	20.9%	14.5%	15.5%	41.8%	26.4%	3.6%	6.4%
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like	217	65	109	19	46	90	6	6	9	19	24	22	38	25	54	29	40	83	71	8	22
	18.1%	14.5%	19.2%	13.9%	14.8%	20.8%	10.5%	12.0%	10.7%	11.6%	13.3%	20.8%	18.0%	13.4%	22.1%	15.3%	18.3%	22.6%	15.8%	18.6%	20.2%
	100.0%	30.0%	50.2%	8.8%	21.2%	41.5%	2.8%	2.8%	4.1%	8.8%	11.1%	10.1%	17.5%	11.5%	24.9%	13.4%	18.4%	38.2%	32.7%	3.7%	10.1%
When I see a dark wrapper, I assume the cigar is stronger	110	43	50	10	33	40	3	3	12	16	14	12	19	11	28	24	23	31	43	3	13
	9.2%	9.6%	8.8%	7.2%	10.6%	9.3%	5.2%	6.1%	14.1%	9.6%	7.7%	11.4%	9.0%	5.9%	11.4%	12.6%	10.6%	8.4%	9.6%	7.0%	11.9%
	100.0%	39.1%	45.5%	9.1%	30.0%	36.4%	2.7%	2.7%	10.9%	14.5%	12.7%	10.9%	17.3%	10.0%	25.5%	21.8%	20.9%	28.2%	39.1%	2.7%	11.8%
<u>Smoking Habits</u>																					
I regularly smoke cigars	170	69	90	24	45	66	10	10	37	22	5	49	28	10	127	87	18	60	50	5	25
	14.2%	15.4%	15.9%	17.6%	14.4%	15.4%	17.9%	20.4%	45.1%	13.4%	2.8%	47.6%	13.3%	5.4%	52.7%	46.5%	8.2%	16.3%	11.2%	11.6%	23.8%
	100.0%	40.6%	52.9%	14.1%	26.5%	38.8%	5.9%	5.9%	21.8%	12.9%	2.9%	28.8%	16.5%	5.9%	74.7%	51.2%	10.6%	35.3%	29.4%	2.9%	14.7%
I only smoke cigars on special occasions, like weddings	61	21	23	8	13	15	3	2	1	5	13	3	4	7	5	4	19	13	27	3	1
	5.0%	4.6%	4.0%	5.8%	4.2%	3.5%	5.2%	4.0%	1.2%	3.0%	7.2%	2.8%	1.9%	3.8%	2.0%	2.1%	8.6%	3.5%	6.0%	7.0%	0.9%
	100.0%	34.4%	37.7%	13.1%	21.3%	24.6%	4.9%	3.3%	1.6%	8.2%	21.3%	4.9%	6.6%	11.5%	8.2%	6.6%	31.1%	21.3%	44.3%	4.9%	1.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019111

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I generally smoke cigars with friends/other people	180 14.9% 100.0%	75 16.6% 41.7%	64 11.2% 35.6%	20 14.5% 11.1%	55 17.5% 30.6%	44 10.1% 24.4%	8 13.8% 4.4%	10 20.0% 5.6%	12 14.1% 6.7%	27 16.3% 15.0%	31 17.1% 17.2%	11 10.4% 6.1%	22 10.3% 12.2%	22 11.8% 12.2%	28 11.3% 15.6%	28 14.7% 15.6%	60 26.9% 33.3%	34 9.2% 18.9%	72 16.1% 40.0%	16 37.2% 8.9%	11 10.1% 6.1%
I always remove the band on a cigar before I smoke it	331 27.4% 100.0%	97 21.6% 29.3%	183 31.9% 55.3%	31 22.5% 9.4%	66 21.2% 19.9%	152 34.9% 45.9%	13 22.8% 3.9%	14 28.0% 4.2%	27 31.4% 8.2%	28 17.0% 8.5%	45 25.1% 13.6%	40 38.8% 12.1%	72 33.6% 21.8%	54 28.7% 16.3%	86 35.0% 26.0%	60 32.1% 18.1%	47 21.6% 14.2%	126 33.8% 38.1%	117 26.2% 35.3%	11 25.0% 3.3%	34 31.5% 10.3%
I usually leave the band on a cigar when I smoke it	159 13.2% 100.0%	104 23.1% 65.4%	50 8.8% 31.4%	25 18.1% 15.7%	79 25.2% 49.7%	25 5.8% 15.7%	11 19.3% 6.9%	6 12.0% 3.8%	24 28.2% 15.1%	41 24.7% 25.8%	28 15.5% 17.6%	5 4.9% 3.1%	25 11.7% 15.7%	19 10.3% 11.9%	33 13.6% 20.8%	38 20.0% 23.9%	41 18.6% 25.8%	24 6.5% 15.1%	76 17.0% 47.8%	9 20.9% 5.7%	20 18.3% 12.6%
I like cigars, but only on an occasional basis	397 32.9% 100.0%	139 30.8% 35.0%	164 28.6% 41.3%	36 26.5% 9.1%	103 32.7% 25.9%	128 29.3% 32.2%	13 22.8% 3.3%	8 16.3% 2.0%	5 5.8% 1.3%	38 23.0% 9.6%	72 40.4% 18.1%	6 5.6% 1.5%	51 24.2% 12.8%	78 41.9% 19.6%	18 7.2% 4.5%	23 12.1% 5.8%	96 43.6% 24.2%	115 30.7% 29.0%	152 34.0% 38.3%	19 43.2% 4.8%	29 26.6% 7.3%
I smoke cigars on an everyday basis	131 10.8% 100.0%	38 8.5% 29.0%	77 13.4% 58.8%	12 8.8% 9.2%	26 8.3% 19.8%	65 14.9% 49.6%	5 8.5% 3.8%	7 14.6% 5.3%	25 29.1% 19.1%	11 6.6% 8.4%	2 1.1% 1.5%	47 44.8% 35.9%	19 8.8% 14.5%	8 4.3% 6.1%	114 46.5% 87.0%	71 37.4% 54.2%	10 4.5% 7.6%	55 14.7% 42.0%	27 6.0% 20.6%	5 11.4% 3.8%	14 13.0% 10.7%
I smoke both premium and less expensive cigar brands, my choice depends on the occasion	185 15.3% 100.0%	91 20.1% 49.2%	94 16.4% 50.8%	36 26.1% 19.5%	55 17.5% 29.7%	58 13.4% 31.4%	15 25.4% 8.1%	16 33.3% 8.6%	22 25.6% 11.9%	46 27.7% 24.9%	30 16.5% 16.2%	24 23.1% 13.0%	37 17.4% 20.0%	28 14.9% 15.1%	47 19.3% 25.4%	43 22.5% 23.2%	37 16.8% 20.0%	51 13.7% 27.6%	74 16.6% 40.0%	3 6.8% 1.6%	24 22.0% 13.0%
I only smoke cigars when someone gives me one	28 2.3% 100.0%	4 0.9% 14.3%	12 2.1% 42.9%	2 1.4% 7.1%	2 0.6% 7.1%	10 2.3% 35.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 3.6%	4 3.8% 14.3%	1 0.5% 3.6%	3 1.6% 10.7%	7 2.8% 25.0%	4 2.1% 14.3%	7 3.2% 25.0%	13 3.5% 46.4%	7 1.6% 25.0%	1 2.3% 3.6%	2 1.8% 7.1%
I smoke much more often in the summer than in the winter	80 6.6% 100.0%	35 7.8% 43.8%	33 5.8% 41.3%	7 5.1% 8.8%	28 9.1% 35.0%	26 6.0% 32.5%	2 3.4% 2.5%	3 6.1% 3.8%	7 8.3% 8.8%	15 9.1% 18.8%	12 6.7% 15.0%	4 3.8% 5.0%	16 7.5% 20.0%	10 5.4% 12.5%	16 6.5% 20.0%	14 7.3% 17.5%	18 8.2% 22.5%	20 5.4% 25.0%	28 6.3% 35.0%	2 4.7% 2.5%	12 11.1% 15.0%
I hardly smoke cigars at all in the winter	67 5.6% 100.0%	11 2.4% 16.4%	26 4.6% 38.8%	4 2.9% 6.0%	7 2.2% 10.4%	22 5.1% 32.8%	2 3.4% 3.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 3.0% 7.5%	7 3.9% 10.4%	2 1.9% 3.0%	9 4.3% 13.4%	10 5.3% 14.9%	7 2.8% 10.4%	6 3.2% 9.0%	11 5.0% 16.4%	21 5.7% 31.3%	21 4.7% 31.3%	1 2.3% 1.5%	3 2.8% 4.5%
I primarily smoke cigars at the end of the day	133 11.0% 100.0%	74 16.4% 55.6%	52 9.1% 39.1%	17 12.3% 12.8%	57 18.3% 42.9%	35 8.0% 26.3%	6 10.5% 4.5%	6 12.0% 4.5%	17 19.8% 12.8%	27 16.4% 20.3%	15 8.3% 11.3%	10 9.5% 7.5%	22 10.3% 16.5%	16 8.5% 12.0%	28 11.3% 21.1%	28 14.7% 21.1%	34 15.5% 25.6%	27 7.2% 20.3%	58 13.0% 43.6%	2 4.5% 1.5%	12 11.1% 9.0%
I smoke cigars throughout the day	99 8.2% 100.0%	23 5.1% 23.2%	67 11.8% 67.7%	12 8.7% 12.1%	11 3.5% 11.1%	55 12.7% 55.6%	4 7.0% 4.0%	7 14.0% 7.1%	15 17.4% 15.2%	7 4.2% 7.1%	1 0.6% 1.0%	39 36.8% 39.4%	15 7.0% 15.2%	6 3.2% 6.1%	82 33.3% 82.8%	53 28.3% 53.5%	7 3.2% 7.1%	45 12.1% 45.5%	23 5.2% 23.2%	3 6.8% 3.0%	9 8.3% 9.1%
I frequently give cigars as a gift	75 6.2% 100.0%	44 9.8% 58.7%	33 5.8% 44.0%	17 12.7% 22.7%	27 8.6% 36.0%	16 3.7% 21.3%	10 18.2% 13.3%	4 8.2% 5.3%	14 16.7% 18.7%	19 11.5% 25.3%	8 4.4% 10.7%	9 8.7% 12.0%	15 7.1% 20.0%	6 3.2% 8.0%	27 11.0% 36.0%	34 18.0% 45.3%	26 11.8% 34.7%	14 3.7% 18.7%	34 7.6% 45.3%	6 13.6% 8.0%	11 10.1% 14.7%
I often drink wine while smoking a cigar	81 6.6% 100.0%	41 9.1% 50.6%	37 6.4% 45.7%	16 11.5% 19.8%	25 8.0% 30.9%	21 4.8% 25.9%	11 18.6% 13.6%	2 4.1% 2.5%	6 7.0% 7.4%	22 13.3% 27.2%	18 9.8% 22.2%	7 6.6% 8.6%	11 5.1% 13.6%	15 7.9% 18.5%	16 6.5% 19.8%	18 9.4% 22.2%	26 11.7% 32.1%	14 3.7% 17.3%	42 9.4% 51.9%	4 9.1% 4.9%	9 8.3% 11.1%
I often drink beer while smoking a cigar	202 16.6% 100.0%	72 15.9% 35.6%	95 16.5% 47.0%	21 15.2% 10.4%	51 16.2% 25.2%	74 16.9% 36.6%	13 22.0% 6.4%	7 14.3% 3.5%	11 12.8% 5.4%	26 15.7% 12.9%	32 17.6% 15.8%	15 14.2% 7.4%	42 19.4% 20.8%	33 17.5% 16.3%	34 13.8% 16.8%	26 13.6% 12.9%	40 18.2% 19.8%	46 12.3% 22.8%	72 16.1% 35.6%	12 27.3% 5.9%	15 13.8% 7.4%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I often smoke cigars in my backyard/on my deck/ porch	405 33.4% 100.0%	165 36.5% 40.7%	198 34.4% 48.9%	46 33.3% 11.4%	119 37.9% 29.4%	152 34.7% 37.5%	22 37.3% 5.4%	15 31.3% 3.7%	38 44.2% 9.4%	68 41.0% 16.8%	50 27.6% 12.3%	48 45.3% 11.9%	86 40.2% 21.2%	60 31.7% 14.8%	109 44.1% 26.9%	88 46.1% 21.7%	62 28.1% 15.3%	129 34.5% 31.9%	146 32.7% 36.0%	8 18.2% 2.0%	49 45.0% 12.1%
I often drink liquor while smoking a cigar	183 15.1% 100.0%	91 20.1% 49.7%	70 12.2% 38.3%	24 17.3% 13.1%	67 21.4% 36.6%	46 10.6% 25.1%	13 22.0% 7.1%	5 10.2% 2.7%	12 14.0% 6.6%	41 24.7% 22.4%	34 18.7% 18.6%	8 7.6% 4.4%	31 14.6% 16.9%	30 15.9% 16.4%	27 10.9% 14.8%	31 16.2% 16.9%	58 26.2% 31.7%	30 8.0% 16.4%	67 15.0% 36.6%	12 27.3% 6.6%	19 17.4% 10.4%
I often drink coffee while smoking a cigar	88 7.2% 100.0%	26 5.8% 29.5%	59 10.2% 67.0%	12 8.6% 13.6%	14 4.5% 15.9%	47 10.7% 53.4%	4 6.8% 4.5%	4 8.2% 4.5%	11 12.8% 12.5%	8 4.8% 9.1%	5 2.7% 5.7%	20 18.9% 22.7%	15 7.0% 17.0%	9 4.8% 10.2%	40 16.1% 45.5%	29 15.1% 33.0%	15 6.8% 17.0%	29 7.8% 33.0%	29 6.5% 33.0%	6 13.6% 6.8%	12 11.0% 13.6%
I often smoke cigars during a meal	18 1.5% 100.0%	3 0.7% 16.7%	15 2.6% 83.3%	3 2.2% 16.7%	0 0.0% 0.0%	12 2.8% 66.7%	0 0.0% 0.0%	1 2.0% 5.6%	0 0.0% 0.0%	1 0.6% 5.6%	1 0.6% 5.6%	5 4.7% 27.8%	2 0.9% 11.1%	3 1.6% 16.7%	12 4.8% 66.7%	7 3.7% 38.9%	4 1.8% 22.2%	8 2.2% 44.4%	3 0.7% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%
I often smoke cigars after a meal	116 9.6% 100.0%	51 11.4% 44.0%	70 12.3% 60.3%	23 16.9% 19.8%	28 9.0% 24.1%	47 10.8% 40.5%	10 17.5% 8.6%	9 18.8% 7.8%	22 26.2% 19.0%	13 8.0% 11.2%	7 3.9% 6.0%	33 31.1% 28.4%	17 8.1% 14.7%	15 8.1% 12.9%	72 29.3% 62.1%	54 28.3% 46.6%	18 8.1% 15.5%	43 11.7% 37.1%	32 7.1% 27.6%	5 11.6% 4.3%	12 11.1% 10.3%
<u>Benefits Realized</u>																					
Cigar smoking has helped me to get to know other people	22 1.8% 100.0%	12 2.7% 54.5%	9 1.6% 40.9%	2 1.4% 9.1%	10 3.2% 45.5%	7 1.6% 31.8%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.7% 18.2%	6 3.6% 27.3%	1 0.5% 4.5%	4 3.8% 18.2%	2 0.9% 9.1%	0 0.0% 0.0%	11 4.4% 50.0%	12 6.3% 54.5%	9 4.1% 40.9%	5 1.3% 22.7%	9 2.0% 40.9%	2 4.5% 9.1%	3 2.8% 13.6%
I feel a little more with it when I smoke a cigar	30 2.5% 100.0%	11 2.4% 36.7%	17 3.0% 56.7%	5 3.6% 16.7%	6 1.9% 20.0%	12 2.8% 40.0%	2 3.4% 6.7%	2 4.1% 6.7%	4 4.7% 13.3%	3 1.8% 10.0%	4 2.2% 13.3%	8 7.5% 26.7%	5 2.3% 16.7%	1 0.5% 3.3%	16 6.5% 53.3%	16 8.4% 53.3%	7 3.2% 23.3%	9 2.4% 30.0%	8 1.8% 26.7%	4 9.1% 13.3%	3 2.8% 10.0%
I smoke cigars to celebrate a good day	140 11.5% 100.0%	70 15.5% 50.0%	61 10.6% 43.6%	23 16.5% 16.4%	47 15.0% 33.6%	38 8.7% 27.1%	12 20.3% 8.6%	7 14.3% 5.0%	20 23.3% 14.3%	29 17.5% 20.7%	17 9.3% 12.1%	12 11.3% 8.6%	27 12.5% 19.3%	15 7.9% 10.7%	43 17.3% 30.7%	45 23.4% 32.1%	32 14.5% 22.9%	31 8.2% 22.1%	56 12.5% 40.0%	6 13.6% 4.3%	20 18.3% 14.3%
I reward myself with a cigar	209 17.2% 100.0%	94 20.9% 45.0%	103 17.9% 49.3%	33 23.7% 15.8%	61 19.6% 29.2%	70 16.1% 33.5%	14 23.7% 6.7%	10 20.4% 4.8%	26 30.2% 12.4%	33 20.0% 15.8%	26 14.4% 12.4%	22 21.2% 10.5%	43 20.0% 20.6%	24 12.7% 11.5%	66 26.8% 31.6%	59 30.9% 28.2%	41 18.6% 19.6%	60 16.0% 28.7%	75 16.8% 35.9%	6 13.6% 2.9%	20 18.5% 9.6%
I smoke cigars to relax	303 25.0% 100.0%	137 30.4% 45.2%	152 26.5% 50.2%	42 30.9% 13.9%	95 30.2% 31.4%	110 25.1% 36.3%	16 28.6% 5.3%	16 32.0% 5.3%	42 49.4% 13.9%	53 31.9% 17.5%	28 15.6% 9.2%	39 36.8% 12.9%	63 29.4% 20.8%	40 21.4% 13.2%	96 38.7% 31.7%	76 39.8% 25.1%	48 21.7% 15.8%	35 22.7% 28.1%	109 24.3% 36.0%	7 15.9% 2.3%	46 42.2% 15.2%
I find smoking cigars extremely relaxing	277 22.9% 100.0%	143 31.8% 51.6%	122 21.3% 44.0%	42 30.9% 15.2%	101 32.2% 36.5%	80 18.3% 28.9%	19 33.9% 6.9%	13 26.0% 4.7%	39 45.9% 14.1%	49 29.7% 17.7%	36 20.1% 13.0%	29 27.4% 10.5%	52 24.4% 18.8%	33 17.7% 11.9%	88 35.6% 31.8%	78 41.5% 28.2%	58 26.7% 20.9%	68 18.1% 24.5%	112 25.2% 40.4%	9 20.5% 3.2%	38 34.9% 13.7%
I really love the taste of cigars	303 25.2% 100.0%	132 29.4% 43.6%	146 25.6% 48.2%	42 30.7% 13.9%	90 28.8% 29.7%	104 24.0% 34.3%	20 34.5% 6.6%	13 27.1% 4.3%	40 47.1% 13.2%	47 28.3% 15.5%	35 19.7% 11.6%	37 35.6% 12.2%	61 28.6% 20.1%	37 20.1% 12.2%	105 42.7% 34.7%	96 50.3% 31.7%	61 27.7% 20.1%	77 20.9% 25.4%	119 26.8% 39.3%	12 27.3% 4.0%	37 33.9% 12.2%
For me, cigar smoking is an indulgence	169 14.0% 100.0%	60 13.3% 35.5%	70 12.3% 41.4%	21 15.2% 12.4%	39 12.5% 23.1%	49 11.3% 29.0%	8 14.0% 4.7%	10 20.0% 5.9%	11 12.9% 6.5%	26 15.7% 15.4%	23 12.7% 13.6%	13 12.3% 7.7%	29 13.7% 17.2%	19 10.2% 11.2%	32 13.0% 18.9%	33 17.3% 19.5%	36 16.3% 21.3%	41 11.1% 24.3%	63 14.2% 37.3%	11 25.6% 6.5%	11 10.2% 6.5%
When I smoke a cigar, I'm in a different world	55 4.6% 100.0%	20 4.4% 36.4%	27 4.7% 49.1%	6 4.4% 10.9%	14 4.5% 25.5%	21 4.8% 38.2%	1 1.8% 1.8%	2 4.0% 3.6%	6 7.0% 10.9%	5 3.0% 9.1%	5 2.8% 9.1%	6 5.7% 10.9%	9 4.2% 16.4%	3 1.6% 5.5%	21 8.5% 38.2%	25 13.2% 45.5%	9 4.1% 16.4%	14 3.8% 25.5%	16 3.6% 29.1%	2 4.5% 3.6%	7 6.5% 12.7%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I take a break from my every day responsibilities when I smoke a cigar	111 9.3% 100.0%	51 11.4% 45.9%	57 10.1% 51.4%	20 14.7% 18.0%	31 9.9% 27.9%	37 8.6% 33.3%	7 12.3% 6.3%	7 14.3% 6.3%	16 18.8% 14.4%	21 12.9% 18.9%	7 3.9% 6.3%	15 14.2% 13.5%	20 9.5% 18.0%	14 7.8% 12.6%	40 16.3% 36.0%	36 18.9% 32.4%	26 11.9% 23.4%	31 8.5% 27.9%	40 9.0% 36.0%	5 11.6% 4.5%	9 8.3% 8.1%
When I smoke a cigar, anything seems possible	34 2.8% 100.0%	13 2.9% 38.2%	16 2.8% 47.1%	4 2.9% 11.8%	9 2.9% 26.5%	12 2.7% 35.3%	0 0.0% 0.0%	3 6.0% 8.8%	3 3.5% 8.8%	5 3.0% 14.7%	1 0.6% 2.9%	6 5.6% 17.6%	5 2.3% 14.7%	3 1.6% 8.8%	19 7.6% 55.9%	16 8.4% 47.1%	7 3.2% 20.6%	7 1.9% 20.6%	8 1.8% 23.5%	3 6.8% 8.8%	2 1.9% 5.9%
I feel more self confident when I smoke a cigar	46 3.8% 100.0%	21 4.7% 45.7%	20 3.5% 43.5%	7 5.1% 15.2%	14 4.5% 30.4%	13 3.0% 28.3%	3 5.1% 6.5%	3 6.3% 6.5%	8 9.3% 17.4%	10 6.1% 21.7%	2 1.1% 4.3%	4 3.8% 8.7%	10 4.7% 21.7%	5 2.7% 10.9%	20 8.1% 43.5%	21 11.0% 45.7%	12 5.5% 26.1%	11 2.9% 23.9%	12 2.7% 26.1%	4 9.3% 8.7%	4 3.7% 8.7%
Cigars make the moment last longer	116 9.5% 100.0%	49 10.8% 42.2%	61 10.6% 52.6%	18 12.9% 15.5%	31 9.9% 26.7%	43 9.8% 37.1%	7 11.9% 6.0%	7 14.3% 6.0%	11 12.8% 9.5%	21 12.7% 18.1%	11 6.0% 9.5%	15 14.2% 12.9%	28 13.0% 24.1%	11 5.8% 9.5%	41 16.5% 35.3%	39 20.3% 33.6%	21 9.5% 18.1%	40 10.6% 34.5%	36 8.0% 31.0%	5 11.4% 4.3%	15 13.9% 12.9%
I smoke cigars primarily for the taste	285 23.6% 100.0%	114 25.4% 40.0%	146 25.4% 51.2%	38 27.5% 13.3%	76 24.4% 26.7%	108 24.7% 37.9%	15 25.4% 5.3%	11 22.4% 3.9%	23 26.7% 8.1%	42 25.6% 14.7%	30 16.4% 10.5%	36 34.0% 12.6%	58 27.2% 20.4%	44 23.3% 15.4%	71 28.9% 24.9%	63 33.3% 22.1%	45 20.7% 15.8%	87 23.2% 30.5%	104 23.4% 36.5%	9 20.5% 3.2%	33 30.8% 11.6%
Smoking cigars reminds me of my father or grandfather	99 8.2% 100.0%	40 8.8% 40.4%	56 9.8% 56.6%	17 12.2% 17.2%	23 7.3% 23.2%	39 9.0% 39.4%	4 6.9% 4.0%	7 14.0% 7.1%	11 12.9% 11.1%	14 8.4% 14.1%	12 6.6% 12.1%	11 10.6% 11.1%	23 10.7% 23.2%	13 7.0% 13.1%	26 10.5% 26.3%	24 12.5% 24.2%	19 8.7% 19.2%	36 9.8% 36.4%	31 6.9% 31.3%	3 6.8% 3.0%	9 8.3% 9.1%
Social vs. Solitary																					
I have a lot of friends who smoke cigars	58 4.9% 100.0%	25 5.6% 43.1%	28 5.0% 48.3%	12 9.0% 20.7%	13 4.2% 22.4%	16 3.7% 27.6%	5 8.8% 8.6%	4 8.5% 6.9%	4 4.8% 6.9%	11 6.7% 19.0%	9 5.1% 15.5%	6 5.8% 10.3%	12 5.7% 20.7%	6 3.2% 10.3%	21 8.7% 36.2%	18 9.6% 31.0%	16 7.3% 27.6%	10 2.7% 17.2%	24 5.4% 41.4%	3 7.1% 5.2%	4 3.7% 6.9%
I value the social interaction with other cigar smokers as much as the taste of cigars	77 6.3% 100.0%	37 8.2% 48.1%	33 5.7% 42.9%	13 9.4% 16.9%	24 7.6% 31.2%	20 4.6% 26.0%	5 8.5% 6.5%	5 10.2% 6.5%	9 10.5% 11.7%	14 8.4% 18.2%	14 7.7% 18.2%	8 7.5% 10.4%	15 6.9% 19.5%	5 2.6% 6.5%	28 11.3% 36.4%	26 13.5% 33.8%	22 10.0% 28.6%	15 4.0% 19.5%	31 6.9% 40.3%	5 11.4% 6.5%	7 6.4% 9.1%
If my friends stopped smoking cigars, I probably would too	30 2.5% 100.0%	8 1.8% 26.7%	8 1.4% 26.7%	0 0.0% 0.0%	8 2.5% 26.7%	8 1.8% 26.7%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.5% 10.0%	0 0.0% 0.0%	2 1.1% 6.7%	2 1.9% 6.7%	4 1.9% 13.3%	3 1.6% 10.0%	9 3.6% 30.0%	9 4.7% 30.0%	9 4.1% 30.0%	5 1.3% 16.7%	10 2.2% 33.3%	1 2.3% 3.3%	1 0.9% 3.3%
I often use cigars as a way of developing camaraderie with business associates	40 3.3% 100.0%	23 5.1% 57.5%	15 2.6% 37.5%	8 5.8% 20.0%	15 4.8% 37.5%	7 1.6% 17.5%	2 3.4% 5.0%	3 6.1% 7.5%	6 7.1% 15.0%	10 6.0% 25.0%	6 3.3% 15.0%	7 6.6% 17.5%	5 2.4% 12.5%	1 0.5% 2.5%	15 6.1% 37.5%	18 9.4% 45.0%	14 6.4% 35.0%	6 1.6% 15.0%	17 3.8% 42.5%	2 4.7% 5.0%	5 4.6% 12.5%
The brand of cigar I smoke makes a statement about me to other people	24 2.0% 100.0%	9 2.0% 37.5%	14 2.4% 58.3%	5 3.6% 20.8%	4 1.3% 16.7%	9 2.1% 37.5%	2 3.4% 8.3%	3 6.1% 12.5%	2 2.3% 8.3%	5 3.0% 20.8%	2 1.1% 8.3%	5 4.8% 20.8%	5 2.3% 20.8%	3 1.6% 12.5%	13 5.3% 54.2%	12 6.3% 50.0%	7 3.2% 29.2%	7 1.9% 29.2%	7 1.6% 29.2%	3 7.0% 12.5%	0 0.0% 0.0%
I generally smoke cigars alone	192 15.8% 100.0%	58 12.8% 30.2%	116 20.1% 60.4%	18 13.0% 9.4%	40 12.7% 20.8%	98 22.4% 51.0%	9 15.3% 4.7%	4 8.2% 2.1%	20 23.3% 10.4%	17 10.2% 8.9%	18 10.0% 9.4%	28 26.4% 14.6%	48 22.2% 25.0%	30 16.1% 15.6%	67 27.1% 34.9%	42 22.1% 21.9%	19 8.6% 9.9%	78 20.9% 40.6%	51 11.4% 26.6%	3 6.8% 1.6%	23 21.1% 12.0%
I like being around other cigar smokers when I smoke cigars	149 12.4% 100.0%	73 16.3% 49.0%	52 9.1% 34.9%	20 14.6% 13.4%	53 17.0% 35.6%	32 7.4% 21.5%	9 15.5% 6.0%	8 16.3% 5.4%	11 12.9% 7.4%	29 17.5% 19.5%	23 12.8% 15.4%	10 9.4% 6.7%	25 11.8% 16.8%	13 7.0% 8.7%	35 14.2% 23.5%	35 18.3% 23.5%	40 18.3% 26.8%	27 7.3% 18.1%	60 13.5% 40.3%	9 20.9% 6.0%	11 10.1% 7.4%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Barriers to Smoking																					
I don't have enough time to smoke cigars as often as I'd like	85 7.1% 100.0%	37 8.2% 43.5%	40 7.1% 47.1%	10 7.3% 11.8%	27 8.6% 31.8%	30 7.0% 35.3%	4 6.9% 4.7%	5 10.2% 5.9%	9 10.6% 10.6%	12 7.2% 14.1%	13 7.2% 15.3%	10 9.5% 11.8%	12 5.7% 14.1%	16 8.7% 18.8%	18 7.3% 21.2%	15 8.0% 17.6%	22 10.0% 25.9%	27 7.4% 31.8%	29 6.5% 34.1%	3 7.0% 3.5%	14 12.8% 16.5%
I don't have enough money to smoke cigars as often as I'd like	102 8.5% 100.0%	20 4.4% 19.6%	61 10.7% 59.8%	11 8.0% 10.8%	9 2.9% 8.8%	50 11.5% 49.0%	5 8.6% 4.9%	2 4.0% 2.0%	3 3.5% 2.9%	10 6.1% 9.8%	7 3.9% 6.9%	15 14.2% 14.7%	20 9.4% 19.6%	16 8.6% 15.7%	26 10.6% 25.5%	19 10.0% 18.6%	12 5.5% 11.8%	43 11.6% 42.2%	30 6.7% 29.4%	4 9.3% 3.9%	8 7.3% 7.8%
I don't have enough places where I can smoke cigars	174 14.4% 100.0%	82 18.1% 47.1%	80 13.9% 46.0%	20 14.4% 11.5%	62 19.8% 35.6%	60 13.8% 34.5%	7 11.9% 4.0%	7 14.3% 4.0%	27 31.4% 15.5%	24 14.5% 13.8%	20 10.9% 11.5%	22 20.8% 12.6%	28 13.1% 16.1%	14 7.4% 8.0%	55 22.2% 31.6%	57 29.7% 32.8%	36 16.3% 20.7%	48 13.9% 27.6%	61 13.6% 35.1%	11 25.0% 6.3%	31 28.4% 17.8%
I can't afford to smoke the cigars I'd like to on a regular basis	188 15.5% 100.0%	58 12.8% 30.9%	99 17.2% 52.7%	19 13.7% 10.1%	39 12.4% 20.7%	80 18.3% 42.6%	9 15.3% 4.8%	7 14.3% 3.7%	17 19.8% 9.0%	25 15.1% 13.3%	23 12.6% 12.2%	18 17.0% 9.6%	38 17.6% 20.2%	30 16.0% 16.0%	43 17.3% 22.9%	33 17.2% 17.6%	31 14.0% 16.5%	65 17.3% 34.6%	68 15.1% 36.2%	7 15.9% 3.7%	23 21.1% 12.2%
I'm extremely concerned about offending other people with my cigar smoking	160 13.2% 100.0%	55 12.2% 34.4%	81 14.1% 50.6%	18 13.0% 11.3%	37 11.9% 23.1%	63 14.4% 39.4%	10 16.9% 6.3%	5 10.2% 3.1%	13 15.1% 8.1%	29 17.5% 18.1%	12 6.6% 7.5%	18 17.0% 11.3%	30 13.9% 18.8%	23 12.2% 14.4%	43 17.6% 26.9%	35 18.3% 21.9%	28 13.0% 17.5%	47 12.7% 29.4%	56 12.5% 35.0%	7 16.3% 4.4%	11 10.1% 6.9%
I wish there were more places to go where I could smoke a cigar	152 12.5% 100.0%	79 17.4% 52.0%	74 12.9% 48.7%	29 20.9% 19.1%	50 15.9% 32.9%	45 10.3% 29.6%	14 24.1% 9.2%	8 16.0% 5.3%	30 34.9% 19.7%	26 15.7% 17.1%	21 11.5% 13.8%	20 19.0% 13.2%	29 13.5% 19.1%	17 9.0% 11.2%	54 21.8% 35.5%	60 31.1% 39.5%	30 13.5% 19.7%	38 10.1% 25.0%	56 12.5% 36.8%	8 18.6% 5.3%	34 31.2% 22.4%
I'm extremely interested in going to cigar bars	46 3.8% 100.0%	23 5.1% 50.0%	19 3.3% 41.3%	9 6.5% 19.6%	14 4.5% 30.4%	10 2.3% 21.7%	5 8.5% 10.9%	4 8.3% 8.7%	7 8.1% 15.2%	11 6.7% 23.9%	6 3.3% 13.0%	6 5.7% 13.0%	12 5.6% 26.1%	6 3.2% 13.0%	18 7.3% 39.1%	19 9.9% 41.3%	15 6.8% 32.6%	7 1.9% 15.2%	18 4.0% 39.1%	3 6.8% 6.5%	7 6.5% 15.2%
I hate the lingering after smell from cigar smoke	92 7.6% 100.0%	33 7.3% 35.9%	32 5.6% 34.8%	8 5.8% 8.7%	25 8.0% 27.2%	24 5.6% 26.1%	3 5.2% 3.3%	4 8.0% 4.3%	4 4.7% 4.3%	12 7.2% 13.0%	13 7.1% 14.1%	9 8.6% 9.8%	11 5.2% 12.0%	10 5.4% 10.9%	18 7.3% 19.6%	13 6.8% 14.1%	28 12.6% 30.4%	27 7.3% 29.3%	29 6.5% 31.5%	4 9.3% 4.3%	9 8.3% 9.8%
Cigar smoking is not allowed inside my house	436 36.1% 100.0%	188 41.6% 43.1%	163 28.5% 37.4%	40 29.2% 9.2%	148 47.0% 33.9%	123 28.3% 28.2%	18 31.0% 4.1%	13 26.5% 3.0%	37 43.0% 8.5%	78 47.0% 17.9%	71 39.7% 16.3%	22 20.6% 5.0%	63 29.7% 14.4%	57 30.6% 13.1%	68 27.4% 15.6%	64 33.9% 14.7%	103 46.8% 23.6%	111 29.8% 25.5%	189 42.2% 43.3%	17 38.6% 3.9%	46 42.6% 10.6%
I object to seeing someone smoking a cigar	12 1.0% 100.0%	2 0.4% 16.7%	6 1.1% 50.0%	0 0.0% 0.0%	2 0.6% 16.7%	6 1.4% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 8.3%	0 0.0% 0.0%	1 0.6% 8.3%	2 1.9% 16.7%	1 0.5% 8.3%	0 0.0% 0.0%	4 1.6% 33.3%	3 1.6% 25.0%	5 2.3% 41.7%	5 1.4% 41.7%	3 0.7% 25.0%	1 2.3% 8.3%	2 1.9% 16.7%
Cigars bars get too smoky for me to enjoy regularly	216 18.2% 100.0%	70 15.8% 32.4%	92 16.4% 42.6%	18 13.3% 8.3%	52 16.8% 24.1%	74 17.4% 34.3%	6 10.9% 2.8%	7 14.0% 3.2%	10 12.2% 4.6%	20 12.2% 9.3%	31 17.4% 14.4%	12 11.9% 5.6%	36 17.2% 16.7%	32 17.4% 14.8%	31 12.9% 14.4%	25 13.4% 11.6%	47 21.4% 21.8%	75 20.5% 34.7%	72 16.5% 33.3%	7 15.9% 3.2%	19 18.3% 8.8%
My spouse actively tries to get me to quit smoking cigars	120 11.3% 100.0%	26 6.5% 21.7%	69 13.5% 57.5%	11 8.9% 9.2%	15 5.5% 12.5%	58 15.0% 48.3%	5 9.1% 4.2%	4 9.5% 3.3%	8 10.3% 6.7%	5 3.4% 4.2%	16 10.2% 13.3%	19 19.8% 15.8%	28 14.9% 23.3%	14 8.4% 11.7%	35 15.6% 29.2%	15 8.5% 12.5%	16 8.2% 13.3%	49 14.8% 40.8%	35 8.8% 29.2%	3 8.3% 2.5%	6 6.7% 5.0%
The general public is now more tolerant of cigar smoking than it used to be	76 6.3% 100.0%	30 6.7% 39.5%	36 6.3% 47.4%	11 8.0% 14.5%	19 6.1% 25.0%	25 5.7% 32.9%	6 10.3% 7.9%	4 8.3% 5.3%	5 5.9% 6.6%	14 8.5% 18.4%	11 6.0% 14.5%	4 3.8% 5.3%	17 7.9% 22.4%	14 7.5% 18.4%	21 8.5% 27.6%	20 10.5% 26.3%	20 9.0% 26.3%	23 6.1% 30.3%	24 5.4% 31.6%	5 11.4% 6.6%	7 6.5% 9.2%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Cuban Affinity																					
I prefer Cuban cigars to any other	126 10.5% 100.0%	61 13.8% 48.4%	48 8.5% 38.1%	19 14.2% 15.1%	42 13.6% 33.3%	29 6.7% 23.0%	10 18.5% 7.9%	4 8.2% 3.2%	13 15.5% 10.3%	22 13.5% 17.5%	24 13.6% 19.0%	8 7.5% 6.3%	14 6.6% 11.1%	17 9.1% 13.5%	25 10.0% 19.8%	31 16.4% 24.6%	49 22.6% 38.9%	18 4.8% 14.3%	59 13.4% 46.8%	3 7.0% 2.4%	10 9.3% 7.9%
If Cuban cigars were legal, I'd switch most of my smoking to Cubans	154 13.0% 100.0%	73 16.4% 47.4%	58 10.3% 37.7%	23 17.0% 14.9%	50 16.2% 32.5%	35 8.2% 22.7%	9 16.4% 5.8%	9 18.0% 5.8%	14 16.9% 9.1%	31 19.0% 20.1%	22 12.3% 14.3%	11 10.5% 7.1%	20 9.6% 13.0%	16 8.7% 10.4%	36 14.7% 23.4%	43 22.8% 27.9%	54 24.9% 35.1%	31 8.5% 20.1%	61 13.9% 39.6%	8 19.0% 5.2%	16 14.7% 10.4%
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly	254 21.1% 100.0%	114 25.3% 44.9%	114 20.0% 44.9%	39 28.1% 15.4%	75 24.0% 29.5%	75 17.4% 29.5%	18 31.0% 7.1%	11 22.0% 4.3%	23 27.4% 9.1%	47 28.5% 18.5%	34 18.9% 13.4%	23 21.9% 9.1%	39 18.4% 15.4%	33 17.8% 13.0%	59 24.0% 23.2%	62 32.5% 24.4%	56 25.6% 22.0%	68 18.5% 26.8%	97 21.7% 38.2%	11 25.6% 4.3%	33 30.3% 13.0%
Price Sensitivity/Brand Loyalty																					
I buy mainly premium priced cigars	122 10.0% 100.0%	72 15.9% 59.0%	36 6.2% 29.5%	10 7.2% 8.2%	62 19.7% 50.8%	26 5.9% 21.3%	4 6.9% 3.3%	4 8.0% 3.3%	21 24.4% 17.2%	26 15.7% 21.3%	14 7.8% 11.5%	12 11.2% 9.8%	17 7.9% 13.9%	9 4.8% 7.4%	41 16.4% 33.6%	47 24.7% 38.5%	45 20.5% 36.9%	19 5.1% 15.6%	66 14.7% 54.1%	8 18.2% 6.6%	10 9.2% 8.2%
Real cigar smokers would never smoke just one brand	77 6.4% 100.0%	36 8.0% 46.8%	39 6.9% 50.6%	17 12.3% 22.1%	19 6.1% 24.7%	22 5.1% 28.6%	8 13.8% 10.4%	7 14.0% 9.1%	8 9.4% 10.4%	15 9.0% 19.5%	9 5.0% 11.7%	10 9.5% 13.0%	11 5.2% 14.3%	13 7.0% 16.9%	29 11.8% 37.7%	29 15.3% 37.7%	23 10.6% 29.9%	20 5.4% 26.0%	31 7.1% 40.3%	4 9.3% 5.2%	5 4.6% 6.5%
It's worth it to pay extra for a higher quality cigar	168 14.0% 100.0%	105 23.3% 62.5%	67 11.7% 39.9%	33 23.7% 19.6%	72 23.2% 42.9%	34 7.9% 20.2%	11 19.0% 6.5%	19 38.0% 11.3%	23 27.1% 13.7%	38 23.0% 22.6%	34 18.7% 20.2%	13 12.3% 7.7%	28 13.1% 16.7%	24 12.9% 14.3%	36 14.6% 21.4%	47 24.9% 28.0%	56 25.6% 33.3%	29 7.9% 17.3%	84 18.8% 50.0%	6 14.0% 3.6%	14 12.8% 8.3%
I have a few cigar brands I typically buy most often	350 28.9% 100.0%	138 30.5% 39.4%	184 32.1% 52.6%	38 27.3% 10.9%	100 31.8% 28.6%	146 33.6% 41.7%	19 32.2% 5.4%	14 28.6% 4.0%	37 43.5% 10.6%	59 35.5% 16.9%	37 20.2% 10.6%	45 42.9% 12.9%	80 37.2% 22.9%	40 21.3% 11.4%	117 47.4% 33.4%	93 48.7% 26.6%	59 26.8% 16.9%	116 31.2% 33.1%	130 29.1% 37.1%	9 20.5% 2.6%	39 35.8% 11.1%
The price of cigars has gotten so high, I've had to switch to less expensive brands	69 5.7% 100.0%	22 4.9% 31.9%	42 7.4% 60.9%	9 6.5% 13.0%	13 4.2% 18.8%	33 7.6% 47.8%	4 6.9% 5.8%	2 4.1% 2.9%	7 8.2% 10.1%	5 3.0% 7.2%	5 2.8% 7.2%	17 16.0% 24.6%	8 3.8% 11.6%	11 5.9% 15.9%	27 10.9% 39.1%	16 8.4% 23.2%	11 5.0% 15.9%	29 7.8% 42.0%	16 3.6% 23.2%	2 4.7% 2.9%	10 9.2% 14.5%
I'm loyal to the brands of cigars I smoke regularly	190 15.7% 100.0%	57 12.7% 30.0%	115 20.0% 60.5%	17 12.4% 8.9%	40 12.8% 21.1%	98 22.4% 51.6%	7 12.1% 3.7%	7 14.0% 3.7%	12 14.0% 6.3%	21 12.7% 11.1%	18 10.0% 9.5%	36 33.6% 18.9%	37 17.5% 19.5%	19 10.2% 10.0%	78 31.5% 41.1%	50 26.6% 26.3%	24 11.0% 12.6%	76 20.2% 40.0%	66 14.8% 34.7%	4 9.3% 2.1%	15 13.8% 7.9%
Private label/house brands of cigars are as good as brand name cigars	100 8.3% 100.0%	35 7.8% 35.0%	50 8.8% 50.0%	14 10.2% 14.0%	21 6.7% 21.0%	36 8.3% 36.0%	7 11.9% 7.0%	4 8.3% 4.0%	9 10.5% 9.0%	12 7.3% 12.0%	2 1.1% 2.0%	8 7.5% 8.0%	13 6.1% 13.0%	13 7.0% 13.0%	39 15.9% 39.0%	29 15.3% 29.0%	14 6.4% 14.0%	31 8.3% 31.0%	28 6.3% 28.0%	5 11.4% 5.0%	16 14.7% 16.0%
I buy some expensive brands of cigars and save them for special occasions	140 11.5% 100.0%	80 17.7% 57.1%	54 9.4% 38.6%	20 14.4% 14.3%	60 19.2% 42.9%	34 7.8% 24.3%	11 18.6% 7.9%	5 10.2% 3.6%	18 20.9% 12.9%	41 24.7% 29.3%	22 12.0% 15.7%	9 8.6% 6.4%	21 9.8% 15.0%	21 11.1% 15.0%	28 11.3% 20.0%	39 20.3% 27.9%	39 17.6% 27.9%	26 7.0% 18.6%	67 15.0% 47.9%	4 9.1% 2.9%	14 12.8% 10.0%
For special events, it's more important to have a brand with some prestige	71 5.9% 100.0%	35 7.7% 49.3%	30 5.2% 42.3%	13 9.4% 18.3%	22 7.0% 31.0%	17 3.9% 23.9%	7 12.1% 9.9%	5 10.0% 7.0%	7 8.2% 9.9%	17 10.3% 23.9%	7 3.8% 9.9%	5 4.7% 7.0%	12 5.6% 16.9%	13 7.0% 18.3%	19 7.7% 26.8%	17 8.9% 23.9%	19 8.6% 26.8%	18 4.9% 25.4%	24 5.4% 33.8%	4 9.3% 5.6%	6 5.5% 8.5%
Lower price means lower quality in cigars	82 6.8% 100.0%	37 8.2% 45.1%	35 6.1% 42.7%	7 5.1% 8.5%	30 9.6% 36.6%	28 6.5% 34.1%	3 5.1% 3.7%	4 8.3% 4.9%	9 10.5% 11.0%	15 9.0% 18.3%	10 5.5% 12.2%	11 10.5% 13.4%	16 7.5% 19.5%	6 3.2% 7.3%	22 9.0% 26.8%	21 11.1% 25.6%	23 10.5% 28.0%	21 5.7% 25.6%	29 6.5% 35.4%	3 7.0% 3.7%	9 8.3% 11.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I am smoking better quality cigars now than I used to	160 13.3% 100.0%	101 22.4% 63.1%	49 8.6% 30.6%	23 16.7% 14.4%	78 25.0% 48.8%	26 6.0% 16.3%	12 21.1% 7.5%	6 12.0% 3.8%	27 31.8% 16.9%	40 24.4% 25.0%	21 11.7% 13.1%	13 12.3% 8.1%	25 11.7% 15.6%	15 8.1% 9.4%	50 20.4% 31.3%	56 29.5% 35.0%	45 20.5% 28.1%	20 5.4% 12.5%	84 18.7% 52.5%	9 20.9% 5.6%	26 24.1% 16.3%
I am always interested in trying new cigar brands	237 19.5% 100.0%	106 23.5% 44.7%	115 19.9% 48.5%	39 28.1% 16.5%	67 21.4% 28.3%	76 17.3% 32.1%	13 22.4% 5.5%	18 36.0% 7.6%	24 27.9% 10.1%	49 29.7% 20.7%	31 17.1% 13.1%	30 28.3% 12.7%	47 21.9% 19.8%	37 19.8% 15.6%	74 29.7% 31.2%	67 34.9% 28.3%	54 24.5% 22.8%	70 18.6% 29.5%	96 21.5% 40.5%	9 20.5% 3.8%	24 22.2% 10.1%
Cigars are one of the few luxuries I can afford	111 9.2% 100.0%	46 10.2% 41.4%	55 9.6% 49.5%	15 10.9% 13.5%	31 9.9% 27.9%	40 9.2% 36.0%	5 8.8% 4.5%	6 12.0% 5.4%	12 14.0% 10.8%	18 10.8% 16.2%	12 6.7% 10.8%	12 11.2% 10.8%	22 10.3% 19.8%	17 9.0% 15.3%	39 15.6% 35.1%	31 16.2% 27.9%	22 10.0% 19.8%	40 10.7% 36.0%	37 8.3% 33.3%	4 9.1% 3.6%	7 6.4% 6.3%
I only like to smoke brands of cigars I've heard of	54 4.5% 100.0%	13 2.9% 24.1%	33 5.8% 61.1%	4 2.9% 7.4%	9 2.9% 16.7%	29 6.7% 53.7%	1 1.7% 1.9%	0 0.0% 0.0%	1 1.2% 1.9%	4 2.4% 7.4%	5 2.8% 9.3%	10 9.4% 18.5%	9 4.3% 16.7%	7 3.7% 13.0%	14 5.7% 25.9%	10 5.2% 18.5%	13 5.9% 24.1%	22 6.0% 40.7%	17 3.8% 31.5%	2 4.7% 3.7%	5 4.6% 9.3%
Channel Preferences																					
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons	81 6.8% 100.0%	48 10.7% 59.3%	25 4.4% 30.9%	10 7.2% 12.3%	38 12.2% 46.9%	15 3.5% 18.5%	3 5.2% 3.7%	3 6.0% 3.7%	20 23.8% 24.7%	9 5.4% 11.1%	8 4.4% 9.9%	7 6.8% 8.6%	10 4.7% 12.3%	4 2.2% 4.9%	28 11.5% 34.6%	27 14.4% 33.3%	8 3.6% 9.9%	12 3.3% 14.8%	10 2.2% 12.3%	3 7.1% 3.7%	51 46.8% 63.0%
Catalogs offer the best prices on cigars	63 5.3% 100.0%	36 8.0% 57.1%	18 3.2% 28.6%	7 5.1% 11.1%	29 9.4% 46.0%	11 2.6% 17.5%	1 1.7% 1.6%	5 10.2% 7.9%	17 20.0% 27.0%	10 6.0% 15.9%	7 3.9% 11.1%	7 6.7% 11.1%	8 3.8% 12.7%	5 2.7% 7.9%	19 7.7% 30.2%	21 10.9% 33.3%	9 4.1% 14.3%	7 1.9% 11.1%	10 2.3% 15.9%	3 7.0% 4.8%	29 26.6% 46.0%
I prefer to buy cigars from a tobacconist	118 9.7% 100.0%	67 14.8% 56.8%	38 6.6% 32.2%	20 14.5% 16.9%	47 15.0% 39.8%	18 4.1% 15.3%	10 17.5% 8.5%	5 10.0% 4.2%	9 10.6% 7.6%	27 16.3% 22.9%	18 10.0% 15.3%	6 5.7% 5.1%	15 7.1% 12.7%	18 9.6% 15.3%	28 11.2% 23.7%	31 16.4% 26.3%	47 21.4% 39.8%	12 3.2% 10.2%	78 17.4% 66.1%	5 11.6% 4.2%	5 4.6% 4.2%
I'm willing to pay a little extra to buy from someone who can give advice on cigars	41 3.4% 100.0%	18 4.0% 43.9%	17 3.0% 41.5%	4 2.9% 9.8%	14 4.5% 34.1%	13 3.0% 31.7%	1 1.7% 2.4%	2 4.0% 4.9%	3 3.5% 7.3%	5 3.0% 12.2%	2 1.1% 4.9%	2 1.9% 4.9%	5 2.4% 12.2%	4 2.1% 9.8%	9 3.6% 22.0%	14 7.3% 34.1%	15 6.8% 36.6%	12 3.3% 29.3%	17 3.8% 41.5%	2 4.7% 4.9%	3 2.8% 7.3%
I would never trust buying cigars through a catalog	72 6.0% 100.0%	18 4.0% 25.0%	46 8.0% 63.9%	10 7.2% 13.9%	8 2.5% 11.1%	36 8.3% 50.0%	3 5.1% 4.2%	4 8.2% 5.6%	4 4.7% 5.6%	3 1.8% 4.2%	5 2.7% 6.9%	10 9.4% 13.9%	23 10.7% 31.9%	8 4.3% 11.1%	18 7.3% 25.0%	12 6.3% 16.7%	14 6.4% 19.4%	34 9.1% 47.2%	24 5.4% 33.3%	2 4.7% 2.8%	2 1.8% 2.8%
Tobacconists are the best place to buy cigars	131 10.8% 100.0%	65 14.3% 49.6%	68 11.8% 51.9%	27 19.4% 20.6%	38 12.1% 29.0%	41 9.4% 31.3%	10 16.9% 7.6%	11 22.4% 8.4%	13 15.1% 9.9%	26 15.7% 19.8%	15 8.2% 11.5%	11 10.4% 8.4%	25 11.6% 19.1%	20 10.6% 15.3%	37 15.0% 28.2%	40 20.8% 30.5%	35 15.8% 26.7%	30 8.1% 22.9%	68 15.2% 51.9%	2 4.5% 1.5%	3 2.8% 2.3%
I would never trust buying tigars through the Internet	202 16.8% 100.0%	60 13.3% 29.7%	123 21.6% 60.9%	25 18.0% 12.4%	35 11.3% 17.3%	98 22.8% 48.5%	10 16.9% 5.0%	6 12.2% 3.0%	16 18.8% 7.9%	17 10.4% 8.4%	17 9.3% 8.4%	20 19.0% 9.9%	50 23.5% 24.8%	32 17.1% 15.8%	57 23.2% 28.2%	37 19.6% 18.3%	26 11.9% 12.9%	86 23.2% 42.6%	66 14.8% 32.7%	4 9.1% 2.0%	15 14.0% 7.4%
I like buying cigars on the Internet	14 1.2% 100.0%	7 1.6% 50.0%	6 1.1% 42.9%	1 0.7% 7.1%	6 2.0% 42.9%	5 1.2% 35.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.8% 21.4%	0 0.0% 0.0%	2 2.0% 14.3%	2 1.0% 14.3%	0 0.0% 0.0%	4 1.7% 28.6%	5 2.7% 35.7%	5 2.3% 35.7%	3 0.8% 21.4%	4 0.9% 28.6%	0 0.0% 0.0%	7 6.5% 50.0%
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet	77 6.4% 100.0%	48 10.7% 62.3%	25 4.4% 32.5%	12 8.6% 15.6%	36 11.6% 46.8%	13 3.0% 16.9%	6 10.2% 7.8%	6 12.2% 7.8%	16 18.8% 20.8%	23 13.9% 29.9%	6 3.3% 7.8%	7 6.6% 9.1%	13 6.1% 16.9%	4 2.1% 5.2%	26 10.6% 33.8%	29 15.3% 37.7%	15 6.8% 19.5%	7 1.9% 9.1%	18 4.0% 23.4%	2 4.5% 2.6%	33 30.6% 42.9%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist	114	19	66	5	14	61	1	4	3	5	7	20	23	14	44	20	15	54	22	4	10
	9.5%	4.2%	11.5%	3.6%	4.5%	14.0%	1.8%	8.0%	3.5%	3.0%	4.0%	19.2%	10.7%	7.5%	17.8%	10.5%	6.9%	14.4%	4.9%	9.1%	9.3%
	100.0%	16.7%	57.9%	4.4%	12.3%	53.5%	0.9%	3.5%	2.6%	4.4%	6.1%	17.5%	20.2%	12.3%	38.6%	17.5%	13.2%	47.4%	19.3%	3.5%	8.8%
I am very loyal to my tobacconist	42	21	17	7	14	10	3	2	1	9	3	0	7	8	16	15	11	7	24	2	2
	3.5%	4.7%	3.0%	5.1%	4.5%	2.3%	5.3%	4.0%	1.2%	5.4%	1.7%	0.0%	3.3%	4.3%	6.6%	8.0%	5.1%	1.9%	5.4%	4.5%	1.9%
	100.0%	50.0%	40.5%	16.7%	33.3%	23.8%	7.1%	4.8%	2.4%	21.4%	7.1%	0.0%	16.7%	19.0%	38.1%	35.7%	26.2%	16.7%	57.1%	4.8%	4.8%
When I buy my favorite brand of cigar, I usually shop around to get the best price	136	46	82	19	27	63	5	8	15	18	6	23	31	17	44	40	13	52	41	4	21
	11.2%	10.2%	14.3%	13.8%	8.6%	14.4%	8.8%	16.0%	17.4%	10.8%	3.3%	21.5%	14.6%	9.1%	17.7%	20.9%	6.0%	13.8%	9.2%	9.1%	19.3%
	100.0%	33.8%	60.3%	14.0%	19.9%	46.3%	3.7%	5.9%	11.0%	13.2%	4.4%	16.9%	22.8%	12.5%	32.4%	29.4%	9.6%	38.2%	30.1%	2.9%	15.4%
When shopping for cigars, I have to go somewhere where I trust the salesperson	113	57	58	23	34	35	12	5	12	19	12	11	24	13	35	37	28	24	61	7	8
	9.3%	12.6%	10.1%	16.7%	10.8%	8.0%	21.1%	10.0%	14.0%	11.4%	6.7%	10.4%	11.2%	7.0%	14.1%	19.5%	12.8%	6.4%	13.6%	15.9%	7.4%
	100.0%	50.4%	51.3%	20.4%	30.1%	31.0%	10.6%	4.4%	10.6%	16.8%	10.6%	9.7%	21.2%	11.5%	31.0%	32.7%	24.8%	21.2%	54.0%	6.2%	7.1%
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	112	46	67	21	25	46	7	7	5	16	12	14	26	21	33	25	26	33	55	4	3
	9.3%	10.2%	11.8%	15.1%	8.0%	10.7%	12.1%	14.0%	5.9%	9.7%	6.6%	13.3%	12.4%	11.3%	13.5%	13.1%	11.8%	9.1%	12.3%	9.3%	2.8%
	100.0%	41.1%	59.8%	18.8%	22.3%	41.1%	6.3%	6.3%	4.5%	14.3%	10.7%	12.5%	23.2%	18.8%	29.5%	22.3%	23.2%	29.5%	49.1%	3.6%	2.7%
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	93	37	54	17	20	37	7	5	3	14	9	14	18	15	30	22	21	25	49	4	2
	7.8%	8.2%	9.5%	12.3%	6.4%	8.6%	12.3%	10.0%	3.5%	8.5%	5.0%	13.5%	8.6%	8.1%	12.3%	11.6%	9.5%	6.9%	11.0%	9.3%	1.8%
	100.0%	39.8%	58.1%	18.3%	21.5%	39.8%	7.5%	5.4%	3.2%	15.1%	9.7%	15.1%	19.4%	16.1%	32.3%	23.7%	22.6%	26.9%	52.7%	4.3%	2.2%
<u>Taste Preferences</u>																					
I prefer mild tasting cigars	264	76	145	24	52	121	9	6	19	27	30	34	51	42	66	39	40	95	80	7	29
	22.1%	17.1%	25.7%	17.8%	16.8%	28.1%	15.5%	12.2%	22.6%	16.6%	16.8%	32.1%	24.3%	23.0%	26.9%	20.7%	18.4%	26.0%	18.1%	16.3%	26.6%
	100.0%	28.8%	54.9%	9.1%	19.7%	45.8%	3.4%	2.3%	7.2%	10.2%	11.4%	12.9%	19.3%	15.9%	25.0%	14.8%	15.2%	36.0%	30.3%	2.7%	11.0%
I like to smoke a range of tastes	163	74	82	33	41	49	16	8	15	31	23	16	34	23	46	47	29	44	60	3	17
	13.4%	16.3%	14.2%	23.9%	13.0%	11.2%	28.1%	16.0%	17.4%	18.7%	12.8%	15.0%	15.9%	12.2%	18.4%	24.6%	13.1%	11.7%	13.4%	6.8%	15.6%
	100.0%	45.4%	50.3%	20.2%	25.2%	30.1%	9.8%	4.9%	9.2%	19.0%	14.1%	9.8%	20.9%	14.1%	28.2%	28.8%	17.8%	27.0%	36.8%	1.8%	10.4%
I prefer stronger tasting cigars	56	31	20	12	19	8	4	5	9	11	4	6	9	4	30	26	19	10	24	6	8
	4.6%	6.9%	3.5%	8.9%	6.1%	1.8%	7.3%	10.2%	10.6%	6.7%	2.2%	5.7%	4.2%	2.1%	12.1%	13.8%	8.7%	2.7%	5.4%	13.6%	7.3%
	100.0%	55.4%	35.7%	21.4%	33.9%	14.3%	7.1%	8.9%	16.1%	19.6%	7.1%	10.7%	16.1%	7.1%	53.6%	46.4%	33.9%	17.9%	42.9%	10.7%	14.3%
Mild-tasting cigars are easier to smoke on an everyday basis	221	73	135	30	43	105	13	10	22	27	20	40	41	33	71	43	28	83	57	7	27
	18.4%	16.2%	23.5%	21.7%	13.7%	24.1%	22.8%	20.0%	25.6%	16.3%	11.1%	37.4%	19.3%	17.6%	28.5%	22.6%	13.0%	22.2%	12.9%	15.9%	24.8%
	100.0%	33.0%	61.1%	13.6%	19.5%	47.5%	5.9%	4.5%	10.0%	12.2%	9.0%	18.1%	18.6%	14.9%	32.1%	19.5%	12.7%	37.6%	25.8%	3.2%	12.2%
My preferences have evolved over time towards stronger cigars	65	36	20	9	27	11	3	5	13	12	6	3	15	5	26	29	20	9	29	2	9
	5.4%	8.0%	3.5%	6.5%	8.6%	2.5%	5.2%	10.0%	15.1%	7.2%	3.4%	2.8%	7.0%	2.7%	10.4%	15.3%	9.3%	2.4%	6.5%	4.5%	8.3%
	100.0%	55.4%	30.8%	13.8%	41.5%	16.9%	4.6%	7.7%	20.0%	18.5%	9.2%	4.6%	23.1%	7.7%	40.0%	44.6%	30.8%	13.8%	44.6%	3.1%	13.8%
My preferences have evolved over time towards more expensive cigars	91	62	28	14	48	14	8	3	20	25	10	4	13	15	28	35	32	15	54	3	11
	7.6%	13.8%	4.9%	10.1%	15.4%	3.2%	14.0%	6.0%	23.5%	15.2%	5.6%	3.8%	6.2%	8.1%	11.4%	18.5%	14.5%	4.1%	12.1%	7.0%	10.1%
	100.0%	68.1%	30.8%	15.4%	52.7%	15.4%	8.8%	3.3%	22.0%	27.5%	11.0%	4.4%	14.3%	16.5%	30.8%	38.5%	35.2%	16.5%	59.3%	3.3%	12.1%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
My preferences have evolved over time towards less expensive cigars	65 5.4% 100.0%	11 2.5% 16.9%	43 7.5% 66.2%	3 2.2% 4.6%	8 2.6% 12.3%	40 9.2% 61.5%	1 1.8% 1.5%	1 2.0% 1.5%	3 3.5% 4.6%	4 2.4% 6.2%	2 1.1% 3.1%	8 7.5% 12.3%	11 5.2% 16.9%	12 6.5% 18.5%	25 10.2% 38.5%	10 5.3% 15.4%	8 3.7% 12.3%	32 8.6% 49.2%	9 2.0% 13.8%	3 7.0% 4.6%	3 2.8% 4.6%
I like to smoke a full-flavored cigar	252 20.8% 100.0%	109 24.1% 43.3%	125 21.7% 49.6%	36 26.1% 14.3%	73 23.2% 29.0%	89 20.4% 35.3%	14 23.7% 5.6%	15 30.6% 6.0%	26 30.2% 10.3%	40 24.2% 15.9%	26 14.3% 10.3%	29 27.4% 11.5%	51 23.9% 20.2%	32 16.9% 12.7%	75 30.2% 29.8%	67 34.9% 26.6%	51 23.0% 20.2%	71 19.0% 28.2%	97 21.7% 38.5%	6 13.6% 2.4%	25 23.1% 9.9%
Strong cigars are too harsh for me	234 19.4% 100.0%	59 13.1% 25.2%	124 21.7% 53.0%	24 17.4% 10.3%	35 11.3% 15.0%	100 23.0% 42.7%	9 15.5% 3.8%	5 10.2% 2.1%	12 14.5% 5.1%	23 13.9% 9.8%	20 11.0% 8.5%	31 29.5% 13.2%	38 17.9% 16.2%	38 20.3% 16.2%	56 22.9% 23.9%	32 16.9% 13.7%	33 14.9% 14.1%	81 21.9% 34.6%	76 17.0% 32.5%	7 16.3% 3.0%	23 21.3% 9.8%
Experienced cigar smokers smoke stronger cigars	63 5.3% 100.0%	24 5.4% 38.1%	40 7.0% 63.5%	11 8.0% 17.5%	13 4.2% 20.6%	29 6.7% 46.0%	2 3.6% 3.2%	6 12.0% 9.5%	6 7.0% 9.5%	12 7.3% 19.0%	4 2.2% 6.3%	7 6.6% 11.1%	16 7.6% 25.4%	11 5.9% 17.5%	22 9.1% 34.9%	16 8.6% 25.4%	9 4.1% 14.3%	27 7.3% 42.9%	20 4.5% 31.7%	1 2.4% 1.6%	4 3.7% 6.3%
<u>How Started Smoking</u>																					
My father introduced me to smoking cigars	73 6.0% 100.0%	25 5.5% 34.2%	45 7.9% 61.6%	13 9.6% 17.8%	12 3.8% 16.4%	32 7.3% 43.8%	7 12.5% 9.6%	3 6.0% 4.1%	8 9.3% 11.0%	9 5.5% 12.3%	6 3.4% 8.2%	5 4.7% 6.8%	16 7.5% 21.9%	12 6.5% 16.4%	20 8.1% 27.4%	20 10.5% 27.4%	13 5.9% 17.8%	25 6.7% 34.2%	22 4.9% 30.1%	3 6.8% 4.1%	7 6.4% 9.6%
A friend introduced me to smoking cigars	177 14.7% 100.0%	80 17.8% 45.2%	63 11.1% 35.6%	18 13.1% 10.2%	62 19.8% 35.0%	45 10.4% 25.4%	9 15.5% 5.1%	5 10.2% 2.8%	17 20.0% 9.6%	29 17.5% 16.4%	30 16.7% 16.9%	12 11.3% 6.8%	24 11.5% 13.6%	17 9.2% 9.6%	33 13.5% 18.6%	34 17.9% 19.2%	48 21.7% 27.1%	40 10.9% 22.6%	86 19.4% 48.6%	9 20.9% 5.1%	16 14.7% 9.0%
I started smoking cigars before it became trendy	464 38.3% 100.0%	198 43.8% 42.7%	241 41.8% 51.9%	66 47.8% 14.2%	132 42.0% 28.4%	175 40.0% 37.7%	27 46.6% 5.8%	23 46.0% 5.0%	52 60.5% 11.2%	67 40.4% 14.4%	68 37.6% 14.7%	58 54.2% 12.5%	103 48.1% 22.2%	55 29.4% 11.9%	131 52.6% 28.2%	111 58.4% 23.9%	69 31.5% 14.9%	147 39.0% 31.7%	184 41.1% 39.7%	13 29.5% 2.8%	59 54.1% 12.7%
<u>Role of Tobacconist</u>																					
When I go to the tobacconist, I feel like a kid in a candy store	119 9.9% 100.0%	79 17.5% 66.4%	49 8.7% 41.2%	26 18.7% 21.8%	53 17.0% 44.5%	23 5.4% 19.3%	15 25.9% 12.6%	6 12.0% 5.0%	22 25.9% 18.5%	29 17.5% 24.4%	14 7.7% 11.8%	6 5.9% 5.0%	19 9.1% 16.0%	19 10.2% 16.0%	31 12.8% 26.1%	43 22.6% 36.1%	35 15.8% 29.4%	16 4.4% 13.4%	59 13.2% 49.6%	3 7.1% 2.5%	18 16.7% 15.1%
I have a close relationship with my tobacconist	26 2.2% 100.0%	16 3.6% 61.5%	12 2.1% 46.2%	6 4.4% 23.1%	10 3.2% 38.5%	6 1.4% 23.1%	2 3.4% 7.7%	2 4.0% 7.7%	3 3.6% 11.5%	7 4.2% 26.9%	1 0.6% 3.8%	2 1.9% 7.7%	3 1.4% 11.5%	4 2.2% 15.4%	12 4.9% 46.2%	9 4.8% 34.6%	10 4.5% 38.5%	3 0.8% 11.5%	18 4.0% 69.2%	1 2.3% 3.8%	0 0.0% 0.0%
I trust my tobacconist	75 6.3% 100.0%	38 8.5% 50.7%	35 6.2% 46.7%	16 11.6% 21.3%	22 7.1% 29.3%	19 4.5% 25.3%	11 19.3% 14.7%	3 6.0% 4.0%	9 10.7% 12.0%	15 9.1% 20.0%	7 3.9% 9.3%	6 5.8% 8.0%	13 6.2% 17.3%	13 7.1% 17.3%	32 13.2% 42.7%	27 14.3% 36.0%	21 9.7% 28.0%	15 4.1% 20.0%	42 9.5% 56.0%	3 7.0% 4.0%	4 3.7% 5.3%
All tobacconists are pretty much the same	52 4.3% 100.0%	15 3.3% 28.8%	28 4.9% 53.8%	8 5.8% 15.4%	7 2.2% 13.5%	20 4.6% 38.5%	4 6.8% 7.7%	2 4.1% 3.8%	1 1.2% 1.9%	5 3.0% 9.6%	3 1.6% 5.8%	5 4.8% 9.6%	5 2.3% 9.6%	7 3.7% 13.5%	15 6.1% 28.8%	11 5.8% 21.2%	8 3.6% 15.4%	17 4.6% 32.7%	13 2.9% 25.0%	2 4.5% 3.8%	6 5.6% 11.5%
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke	97 8.0% 100.0%	48 10.7% 49.5%	46 8.1% 47.4%	15 10.9% 15.5%	33 10.6% 34.0%	31 7.2% 32.0%	5 8.8% 5.2%	7 14.0% 7.2%	9 10.6% 9.3%	19 11.4% 19.6%	10 5.6% 10.3%	10 9.4% 10.3%	18 8.5% 18.6%	18 9.6% 18.6%	27 11.0% 27.8%	29 15.3% 29.9%	18 8.3% 18.6%	27 7.3% 27.8%	46 10.3% 47.4%	3 6.8% 3.1%	7 6.5% 7.2%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars	84 7.0% 100.0%	44 9.8% 52.4%	44 7.7% 52.4%	18 13.0% 21.4%	26 8.3% 31.0%	26 6.0% 31.0%	11 19.3% 13.1%	5 10.0% 6.0%	10 11.8% 11.9%	19 11.4% 22.6%	12 6.7% 14.3%	10 9.4% 11.9%	16 7.6% 19.0%	18 9.6% 21.4%	31 12.6% 36.9%	35 18.4% 41.7%	21 9.8% 25.0%	17 4.6% 20.2%	48 10.7% 57.1%	3 6.8% 3.6%	3 2.8% 3.6%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions	71 5.9% 100.0%	36 8.0% 50.7%	33 5.8% 46.5%	13 9.4% 18.3%	23 7.4% 32.4%	20 4.7% 28.2%	9 15.8% 12.7%	2 4.0% 2.8%	5 5.8% 7.0%	14 8.5% 19.7%	9 5.1% 12.7%	5 4.8% 7.0%	11 5.3% 15.5%	12 6.4% 16.9%	21 8.5% 29.6%	26 13.8% 36.6%	23 10.6% 32.4%	15 4.1% 21.1%	42 9.5% 59.2%	5 11.6% 7.0%	3 2.8% 4.2%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink	49 4.1% 100.0%	25 5.5% 51.0%	28 5.0% 57.1%	13 9.4% 26.5%	12 3.8% 24.5%	15 3.5% 30.6%	6 10.3% 12.2%	6 12.0% 12.2%	7 8.2% 14.3%	12 7.2% 24.5%	5 2.7% 10.2%	7 6.8% 14.3%	11 5.3% 22.4%	7 3.7% 14.3%	13 5.3% 26.5%	19 9.9% 38.8%	16 7.3% 32.7%	8 2.2% 16.3%	24 5.4% 49.0%	2 4.8% 4.1%	2 1.8% 4.1%
I wish the cigars displayed at a tobacconist were better organized	65 5.4% 100.0%	32 7.1% 49.2%	30 5.3% 46.2%	12 8.6% 18.5%	20 6.4% 30.8%	18 4.2% 27.7%	5 8.6% 7.7%	4 8.0% 6.2%	7 8.2% 10.8%	12 7.3% 18.5%	7 3.8% 10.8%	9 8.6% 13.8%	12 5.7% 18.5%	4 2.2% 6.2%	21 8.6% 32.3%	19 10.0% 29.2%	13 6.0% 20.0%	13 3.6% 20.0%	29 6.5% 44.6%	2 4.7% 3.1%	6 5.5% 9.2%
I wish it were easier to select new cigars at the tobacconist without having to ask for help	107 8.9% 100.0%	34 7.5% 31.8%	61 10.7% 57.0%	14 10.2% 13.1%	20 6.4% 18.7%	47 10.9% 43.9%	4 7.0% 3.7%	3 6.0% 2.8%	5 5.9% 4.7%	11 6.6% 10.3%	14 7.8% 13.1%	11 10.5% 10.3%	23 11.0% 21.5%	13 6.9% 12.1%	32 13.2% 29.9%	25 13.3% 23.4%	22 10.1% 20.6%	37 10.0% 34.6%	39 8.8% 36.4%	6 13.6% 5.6%	9 8.3% 8.4%
<u>Perceptions Of Cigar Smokers</u>																					
People who smoke cigars are more confident in themselves than non-smokers	37 3.1% 100.0%	16 3.6% 43.2%	18 3.2% 48.6%	5 3.6% 13.5%	11 3.5% 29.7%	13 3.0% 35.1%	1 1.7% 2.7%	3 6.0% 8.1%	6 7.1% 16.2%	7 4.2% 18.9%	5 2.8% 13.5%	9 8.5% 24.3%	7 3.3% 18.9%	5 2.7% 13.5%	18 7.3% 48.6%	16 8.4% 43.2%	9 4.1% 24.3%	14 3.8% 37.8%	10 2.2% 27.0%	2 4.7% 5.4%	7 6.5% 18.9%
People who smoke cigars are more likely to have a good sense of humor than non-smokers	68 5.6% 100.0%	32 7.1% 47.1%	28 4.9% 41.2%	9 6.5% 13.2%	23 7.3% 33.8%	19 4.4% 27.9%	3 5.1% 4.4%	3 6.3% 4.4%	10 11.6% 14.7%	13 7.9% 19.1%	8 4.4% 11.8%	7 6.7% 10.3%	9 4.2% 13.2%	10 5.3% 14.7%	24 9.8% 35.3%	22 11.5% 32.4%	15 6.8% 22.1%	13 3.5% 19.1%	21 4.7% 30.9%	3 6.8% 4.4%	12 11.1% 17.6%
People who smoke cigars are more open-minded than non-smokers	56 4.7% 100.0%	23 5.1% 41.1%	20 3.5% 35.7%	8 5.9% 14.3%	15 4.8% 26.8%	12 2.8% 21.4%	3 5.2% 5.4%	4 8.2% 7.1%	9 10.7% 16.1%	10 6.1% 17.9%	5 2.8% 8.9%	8 7.5% 14.3%	9 4.3% 16.1%	10 5.4% 17.9%	23 9.4% 41.1%	21 11.0% 37.5%	10 4.5% 17.9%	16 4.4% 28.6%	17 3.8% 30.4%	4 9.3% 7.1%	8 7.4% 14.3%
People who smoke cigars are easy to talk to	43 3.6% 100.0%	21 4.7% 48.8%	22 3.9% 51.2%	7 5.1% 16.3%	14 4.5% 32.6%	15 3.5% 34.9%	4 7.0% 9.3%	2 4.0% 4.7%	9 10.6% 20.9%	6 3.7% 14.0%	6 3.4% 14.0%	7 6.9% 16.3%	9 4.3% 20.9%	4 2.2% 9.3%	25 10.4% 58.1%	23 12.3% 53.5%	10 4.6% 23.3%	13 3.6% 30.2%	15 3.4% 34.9%	3 7.0% 7.0%	4 3.7% 9.3%
Cigar smoking is trendy today	361 29.7% 100.0%	184 40.7% 51.0%	132 22.8% 36.6%	51 36.7% 14.1%	133 42.5% 36.8%	81 18.5% 22.4%	22 37.9% 6.1%	19 38.0% 5.3%	37 43.0% 10.2%	62 37.3% 17.2%	61 33.9% 16.9%	16 15.1% 4.4%	53 24.7% 14.7%	52 27.7% 14.4%	69 27.7% 19.1%	76 39.6% 21.1%	97 44.3% 26.9%	77 20.5% 21.3%	166 37.1% 46.0%	19 43.2% 5.3%	35 32.4% 9.7%
People smoke cigars primarily because they think it's a cool thing to do	86 7.1% 100.0%	31 6.8% 36.0%	38 6.6% 44.2%	11 7.9% 12.8%	20 6.4% 23.3%	27 6.2% 31.4%	4 6.8% 4.7%	3 6.1% 3.5%	7 8.1% 8.1%	13 7.8% 15.1%	9 4.9% 10.5%	5 4.8% 5.8%	11 5.1% 12.8%	16 8.5% 18.6%	21 8.5% 24.4%	23 12.0% 26.7%	25 11.3% 29.1%	26 7.0% 30.2%	31 6.9% 36.0%	6 13.6% 7.0%	6 5.6% 7.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
People who have just taken up cigar smoking recently are spoiling it for the rest of us	43 3.6% 100.0%	21 4.7% 48.8%	21 3.7% 48.8%	5 3.7% 11.6%	16 5.1% 37.2%	16 3.7% 37.2%	3 5.3% 7.0%	1 2.1% 2.3%	12 14.0% 27.9%	5 3.0% 11.6%	3 1.7% 7.0%	10 9.5% 23.3%	7 3.3% 16.3%	6 3.2% 14.0%	22 8.9% 51.2%	19 10.1% 44.2%	6 2.8% 14.0%	10 2.7% 23.3%	13 2.9% 30.2%	2 4.5% 4.7%	12 11.1% 27.9%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Love/Involvement/Interest																					
I love cigars	517	231	257	75	156	182	36	27	64	98	60	66	101	65	170	148	84	144	206	14	66
	42.6%	51.2%	44.5%	54.3%	49.8%	41.5%	61.0%	55.1%	74.4%	59.0%	33.0%	62.3%	46.8%	34.4%	68.8%	77.5%	38.2%	38.5%	45.9%	31.8%	60.6%
	100.0%	44.7%	49.7%	14.5%	30.2%	35.2%	7.0%	5.2%	12.4%	19.0%	11.6%	12.8%	19.5%	12.6%	32.9%	28.6%	16.2%	27.9%	39.8%	2.7%	12.8%
I have made my own homemade humidification system	110	58	33	10	48	23	1	3	15	26	12	6	12	10	30	35	28	21	42	3	25
	9.1%	12.8%	5.8%	7.2%	15.3%	5.3%	1.7%	6.0%	17.6%	15.8%	6.6%	5.7%	5.6%	5.4%	12.2%	18.5%	12.6%	5.7%	9.5%	7.1%	22.9%
	100.0%	52.7%	30.0%	9.1%	43.6%	20.9%	0.9%	2.7%	13.6%	23.6%	10.9%	5.5%	10.9%	9.1%	27.3%	31.8%	25.5%	19.1%	38.2%	2.7%	22.7%
Cigar smoking is one of my passions	211	106	105	36	70	69	15	12	39	39	21	36	41	27	96	91	40	50	80	8	26
	17.5%	23.5%	18.5%	26.1%	22.4%	16.0%	25.9%	24.5%	45.9%	23.6%	11.7%	34.6%	19.3%	14.5%	39.3%	48.1%	18.1%	13.7%	17.9%	19.0%	24.1%
	100.0%	50.2%	49.8%	17.1%	33.2%	32.7%	7.1%	5.7%	18.5%	18.5%	10.0%	17.1%	19.4%	12.8%	45.5%	43.1%	19.0%	23.7%	37.9%	3.8%	12.3%
Cigar smoking is a favorite hobby for me	215	111	96	34	77	62	15	9	33	46	24	27	39	23	84	80	43	52	83	7	25
	17.7%	24.7%	16.7%	24.6%	24.7%	14.2%	25.9%	18.4%	38.8%	27.9%	13.3%	25.2%	18.2%	12.3%	34.0%	41.9%	19.6%	13.9%	18.6%	16.3%	22.9%
	100.0%	51.6%	44.7%	15.8%	35.8%	28.8%	7.0%	4.2%	15.3%	21.4%	11.2%	12.6%	18.1%	10.7%	39.1%	37.2%	20.0%	24.2%	38.6%	3.3%	11.6%
Cigar smoking is one of lifes little pleasures	636	277	304	89	188	215	37	31	64	108	92	69	116	85	157	140	117	185	241	22	79
	52.4%	61.1%	52.7%	64.0%	59.9%	49.1%	62.7%	63.3%	74.4%	65.1%	50.3%	65.1%	53.7%	45.0%	63.8%	72.9%	52.7%	49.2%	54.0%	50.0%	72.5%
	100.0%	43.6%	47.8%	14.0%	29.6%	33.8%	5.8%	4.9%	10.1%	17.0%	14.5%	10.8%	18.2%	13.4%	24.7%	22.0%	18.4%	29.1%	37.9%	3.5%	12.4%
Cigar smoking is macho	118	44	46	9	35	37	2	5	9	21	14	6	24	14	27	31	25	28	42	10	6
	9.7%	9.8%	8.0%	6.6%	11.2%	8.4%	3.6%	10.0%	10.6%	12.7%	7.8%	5.6%	11.3%	7.4%	10.9%	16.4%	11.4%	7.4%	9.4%	23.3%	5.5%
	100.0%	37.3%	39.0%	7.6%	29.7%	31.4%	1.7%	4.2%	7.6%	17.8%	11.9%	5.1%	20.3%	11.9%	22.9%	26.3%	21.2%	23.7%	35.6%	8.5%	5.1%
I love the aroma of cigars	716	288	361	96	192	265	41	34	64	118	94	66	141	110	165	133	120	217	278	21	80
	59.0%	63.6%	62.8%	69.6%	61.0%	60.6%	71.9%	68.0%	74.4%	71.1%	52.2%	62.3%	65.9%	58.5%	66.5%	70.0%	54.5%	57.6%	62.3%	47.7%	73.4%
	100.0%	40.2%	50.4%	13.4%	26.8%	37.0%	5.7%	4.7%	8.9%	16.5%	13.1%	9.2%	19.7%	15.4%	23.0%	18.6%	16.8%	30.3%	38.8%	2.9%	11.2%
Cigar smoking is a classy thing to do	165	75	73	23	52	50	7	11	18	31	22	12	38	19	50	51	39	44	61	12	13
	13.6%	16.6%	12.7%	16.5%	16.6%	11.4%	12.1%	22.0%	20.9%	18.8%	12.2%	11.2%	17.8%	10.2%	20.1%	26.6%	17.7%	11.7%	13.6%	27.3%	12.0%
	100.0%	45.5%	44.2%	13.9%	31.5%	30.3%	4.2%	6.7%	10.9%	18.8%	13.3%	7.3%	23.0%	11.5%	30.3%	30.9%	23.6%	26.7%	37.0%	7.3%	7.9%
When you smoke a cigar, you are part of the finer things in life	209	97	88	29	68	59	16	9	26	38	31	19	40	23	64	70	40	51	78	7	27
	17.2%	21.4%	15.2%	20.9%	21.7%	13.4%	27.1%	18.4%	30.2%	22.9%	16.9%	17.9%	18.5%	12.2%	25.8%	36.5%	18.0%	13.6%	17.4%	15.9%	24.8%
	100.0%	46.4%	42.1%	13.9%	32.5%	28.2%	7.7%	4.3%	12.4%	18.2%	14.8%	9.1%	19.1%	11.0%	30.6%	33.5%	19.1%	24.4%	37.3%	3.3%	12.9%
Cigars are a status symbol	158	69	70	21	48	49	6	9	12	26	25	9	30	23	38	35	36	43	59	14	12
	13.1%	15.3%	12.2%	15.2%	15.3%	11.2%	10.5%	18.0%	14.1%	15.7%	13.9%	8.4%	14.0%	12.3%	15.2%	18.4%	16.4%	11.5%	13.3%	31.8%	11.1%
	100.0%	43.7%	44.3%	13.3%	30.4%	31.0%	3.8%	5.7%	7.6%	16.5%	15.8%	5.7%	19.0%	14.6%	24.1%	22.2%	22.8%	27.2%	37.3%	8.9%	7.6%
Cigars are prestigious	203	89	93	27	62	66	13	10	24	37	28	17	41	30	63	58	48	54	79	9	20
	16.9%	19.8%	16.4%	19.7%	19.8%	15.4%	23.2%	20.0%	27.9%	22.4%	15.6%	16.0%	19.4%	16.2%	25.7%	30.7%	22.1%	14.5%	17.7%	20.9%	18.7%
	100.0%	43.8%	45.8%	13.3%	30.5%	32.5%	6.4%	4.9%	11.8%	18.2%	13.8%	8.4%	20.2%	14.8%	31.0%	28.6%	23.6%	26.6%	38.9%	4.4%	9.9%
Cigars are a good conversation starter	210	104	92	31	73	61	12	9	24	49	30	16	40	30	53	59	49	52	85	11	19
	17.4%	23.1%	16.0%	22.5%	23.3%	13.9%	21.1%	18.0%	27.9%	29.5%	16.9%	15.0%	18.8%	16.0%	21.2%	30.9%	22.4%	13.9%	19.1%	25.0%	17.4%
	100.0%	49.5%	43.8%	14.8%	34.8%	29.0%	5.7%	4.3%	11.4%	23.3%	14.3%	7.6%	19.0%	14.3%	25.2%	28.1%	23.3%	24.8%	40.5%	5.2%	9.0%
A good cigar can make any occasion special	468	210	223	67	143	156	29	25	55	74	66	50	89	57	129	121	92	124	182	20	53
	38.6%	46.4%	38.8%	48.2%	45.5%	35.8%	49.2%	51.0%	64.0%	44.6%	36.3%	47.2%	41.4%	30.3%	52.2%	63.0%	41.6%	33.2%	40.7%	45.5%	48.6%
	100.0%	44.9%	47.6%	14.3%	30.6%	33.3%	6.2%	5.3%	11.8%	15.8%	14.1%	10.7%	19.0%	12.2%	27.6%	25.9%	19.7%	26.5%	38.9%	4.3%	11.3%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Smoking a cigar is a way of showing you accomplished something	82 6.8% 100.0%	36 8.0% 43.9%	42 7.4% 51.2%	15 10.9% 18.3%	21 6.7% 25.6%	27 6.3% 32.9%	5 8.8% 6.1%	6 12.0% 7.3%	10 11.8% 12.2%	12 7.2% 14.6%	9 5.0% 11.0%	8 7.7% 9.8%	17 8.0% 20.7%	14 7.5% 17.1%	26 10.6% 31.7%	27 14.1% 32.9%	15 6.8% 18.3%	23 6.3% 28.0%	31 7.0% 37.8%	5 11.6% 6.1%	6 5.5% 7.3%
I enjoy shopping for cigars	368 30.3% 100.0%	198 43.8% 53.8%	157 27.3% 42.7%	62 44.9% 16.8%	136 43.3% 37.0%	95 21.7% 25.8%	30 51.7% 8.2%	23 46.9% 6.3%	42 48.8% 11.4%	88 53.7% 23.9%	60 32.8% 16.3%	30 28.6% 8.2%	63 29.3% 17.1%	54 28.7% 14.7%	95 38.6% 25.8%	104 54.7% 28.3%	84 37.8% 22.8%	78 20.9% 21.2%	174 38.8% 47.3%	12 27.9% 3.3%	49 45.0% 13.3%
I really enjoy owning a humidor	232 19.7% 100.0%	147 33.3% 63.4%	79 14.1% 34.1%	40 29.0% 17.2%	107 35.2% 46.1%	39 9.2% 16.8%	19 33.3% 8.2%	14 28.0% 6.0%	45 52.9% 19.4%	61 37.9% 26.3%	32 18.1% 13.8%	17 16.5% 7.3%	39 18.7% 16.8%	27 14.5% 11.6%	66 27.3% 28.4%	82 43.4% 35.3%	59 27.6% 25.4%	34 9.4% 14.7%	104 23.9% 44.8%	7 17.5% 3.0%	53 49.5% 22.8%
I enjoy planning ahead to smoke a cigar	357 29.6% 100.0%	181 40.1% 50.7%	140 24.4% 39.2%	47 34.3% 13.2%	134 42.7% 37.5%	93 21.3% 26.1%	19 33.3% 5.3%	17 34.0% 4.8%	33 38.8% 9.2%	75 45.2% 21.0%	62 34.6% 17.4%	23 21.5% 6.4%	57 26.8% 16.0%	53 28.5% 14.8%	61 24.5% 17.1%	69 36.3% 19.3%	92 42.2% 25.8%	70 18.6% 19.6%	163 36.6% 45.7%	17 38.6% 4.8%	33 30.8% 9.2%
When I smoke a cigar, I don't do anything else	186 15.3% 100.0%	82 18.2% 44.1%	91 15.7% 48.9%	25 18.0% 13.4%	57 18.3% 30.6%	66 15.0% 35.5%	9 15.3% 4.8%	8 16.3% 4.3%	15 17.4% 8.1%	30 18.1% 16.1%	27 14.8% 14.5%	13 12.3% 7.0%	37 17.1% 19.9%	34 18.0% 18.3%	31 12.5% 16.7%	33 17.3% 17.7%	38 17.2% 20.4%	56 14.9% 30.1%	72 16.0% 38.7%	7 16.3% 3.8%	19 17.4% 10.2%
Cigar smoking is my private time	425 35.4% 100.0%	170 38.0% 40.0%	204 35.9% 48.0%	49 36.0% 11.5%	121 38.9% 28.5%	155 35.9% 36.5%	20 33.9% 4.7%	18 38.3% 4.2%	33 39.3% 7.8%	68 41.5% 16.0%	61 33.5% 14.4%	42 41.6% 9.9%	78 36.6% 18.4%	65 34.4% 15.3%	104 43.9% 24.5%	85 45.7% 20.0%	67 30.7% 15.8%	128 34.9% 30.1%	144 32.4% 33.9%	11 25.6% 2.6%	49 45.4% 11.5%
Shopping for cigars is like an adventure	263 21.7% 100.0%	138 30.5% 52.5%	117 20.3% 44.5%	49 35.3% 18.6%	89 28.3% 33.8%	68 15.6% 25.9%	20 33.9% 7.6%	18 36.7% 6.8%	36 41.9% 13.7%	59 35.5% 22.4%	38 20.9% 14.4%	20 18.9% 7.6%	56 26.0% 21.3%	33 17.6% 12.5%	62 25.1% 23.6%	79 41.1% 30.0%	67 30.3% 25.5%	50 13.4% 19.0%	123 27.4% 46.8%	6 13.6% 2.3%	34 31.2% 12.9%
I'm always on the lookout for new cigars	313 25.8% 100.0%	157 34.8% 50.2%	140 24.4% 44.7%	55 39.9% 17.6%	102 32.6% 32.6%	85 19.5% 27.2%	25 42.4% 8.0%	24 49.0% 7.7%	39 45.9% 12.5%	74 44.6% 23.6%	44 24.2% 14.1%	36 34.3% 11.5%	59 27.4% 18.8%	43 22.9% 13.7%	93 38.0% 29.7%	93 48.9% 29.7%	65 29.4% 20.8%	71 19.0% 22.7%	134 30.0% 42.8%	10 22.7% 3.2%	44 41.1% 14.1%
I could easily give up smoking cigars	719 59.7% 100.0%	271 60.0% 37.7%	310 54.2% 43.1%	79 56.8% 11.0%	192 61.3% 26.7%	231 53.3% 32.1%	32 55.2% 4.5%	29 58.0% 4.0%	42 50.0% 5.8%	93 56.0% 12.9%	115 63.2% 16.0%	42 40.0% 5.8%	110 51.6% 15.3%	118 63.4% 16.4%	95 38.8% 13.2%	84 44.2% 11.7%	158 71.5% 22.0%	206 55.7% 28.7%	277 62.4% 38.5%	32 74.4% 4.5%	58 53.7% 8.1%
Cigar smoking isn't that important to me	423 35.1% 100.0%	123 27.2% 29.1%	181 31.8% 42.8%	33 23.7% 7.8%	90 28.8% 21.3%	148 34.3% 35.0%	10 17.2% 2.4%	12 24.0% 2.8%	11 12.9% 2.6%	36 21.8% 8.5%	78 43.1% 18.4%	18 17.1% 4.3%	63 29.9% 14.9%	67 36.0% 15.8%	40 16.3% 9.5%	23 12.1% 5.4%	96 43.0% 22.7%	132 35.9% 31.2%	152 34.0% 35.9%	19 44.2% 4.5%	25 22.9% 5.9%
Smoking a cigar is part of a lifestyle of leisure	294 24.3% 100.0%	125 27.8% 42.5%	131 22.7% 44.6%	38 27.3% 12.9%	87 28.1% 29.6%	93 21.2% 31.6%	15 25.4% 5.1%	15 30.6% 5.1%	36 41.9% 12.2%	48 29.3% 16.3%	39 21.4% 13.3%	23 21.9% 7.8%	62 28.7% 21.1%	39 20.7% 13.3%	77 31.3% 26.2%	75 39.9% 25.5%	65 29.5% 22.1%	76 20.3% 25.9%	97 21.9% 33.0%	12 27.9% 4.1%	34 31.8% 11.6%
<u>Knowledgeability</u>																					
Friends often ask me for recommendations on cigars	198 16.6% 100.0%	124 27.7% 62.6%	65 11.5% 32.8%	28 20.4% 14.1%	96 31.0% 48.5%	37 8.6% 18.7%	10 16.9% 5.1%	12 24.5% 6.1%	41 47.7% 20.7%	59 36.0% 29.8%	24 13.5% 12.1%	18 17.3% 9.1%	35 16.7% 17.7%	21 11.5% 10.6%	64 26.3% 32.3%	79 42.0% 39.9%	56 26.2% 28.3%	26 7.1% 13.1%	99 22.4% 50.0%	7 16.7% 3.5%	31 28.4% 15.7%
I'm extremely knowledgeable about cigars	140 11.6% 100.0%	77 17.1% 55.0%	54 9.4% 38.6%	23 16.8% 16.4%	54 17.2% 38.6%	31 7.1% 22.1%	10 17.2% 7.1%	9 18.0% 6.4%	29 33.7% 20.7%	28 16.9% 20.0%	15 8.3% 10.7%	18 16.8% 12.9%	20 9.3% 14.3%	15 8.0% 10.7%	53 21.4% 37.9%	54 28.6% 38.6%	37 17.0% 26.4%	22 5.9% 15.7%	65 14.5% 46.4%	6 13.6% 4.3%	21 19.3% 15.0%
I'm still relatively new to cigars	322 26.7% 100.0%	92 20.5% 28.6%	140 24.4% 43.5%	26 19.1% 8.1%	66 21.1% 20.5%	114 26.1% 35.4%	11 19.3% 3.4%	9 18.0% 2.8%	7 8.1% 2.2%	36 21.7% 11.2%	47 26.4% 14.6%	16 15.0% 5.0%	51 23.8% 15.8%	59 32.1% 18.3%	38 15.3% 11.8%	31 16.4% 9.6%	66 30.3% 20.5%	97 26.1% 30.1%	120 26.8% 37.3%	22 50.0% 6.8%	20 18.5% 6.2%

NFO #36789-010102

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)				MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I seek out advice on which cigars to smoke	231 19.2% 100.0%	118 26.2% 51.1%	79 13.8% 34.2%	38 27.3% 16.5%	80 25.6% 34.6%	41 9.4% 17.7%	19 32.8% 8.2%	10 20.0% 4.3%	21 24.7% 9.1%	47 28.7% 20.3%	42 23.2% 18.2%	13 12.3% 5.6%	28 13.3% 12.1%	35 18.8% 15.2%	44 17.9% 19.0%	54 28.3% 23.4%	70 32.0% 30.3%	27 7.3% 11.7%	131 29.3% 56.7%	13 31.0% 5.6%	23 21.1% 10.0%
I wish I knew more about cigars	433 35.8% 100.0%	192 42.7% 44.3%	209 36.4% 48.3%	67 48.9% 15.5%	125 39.9% 28.9%	142 32.5% 32.8%	24 42.1% 5.5%	26 52.0% 6.0%	32 37.2% 7.4%	74 44.6% 17.1%	71 39.4% 16.4%	36 34.0% 8.3%	77 36.2% 17.8%	60 31.9% 13.9%	87 35.1% 20.1%	73 38.2% 16.9%	98 45.4% 22.6%	118 31.4% 27.3%	177 39.9% 40.9%	24 54.5% 5.5%	34 31.5% 7.9%
You can never know enough about cigars	368 30.5% 100.0%	173 38.3% 47.0%	174 30.5% 47.3%	57 41.0% 15.5%	116 37.1% 31.5%	117 27.1% 31.8%	22 37.9% 6.0%	21 42.0% 5.7%	44 51.8% 12.0%	68 41.0% 18.5%	52 28.6% 14.1%	35 33.3% 9.5%	67 31.5% 18.2%	51 27.4% 13.9%	98 40.0% 26.6%	103 54.2% 28.0%	83 37.6% 22.6%	91 24.7% 24.7%	156 34.8% 42.4%	14 32.6% 3.8%	41 37.6% 11.1%
I really don't know that much about cigars	373 30.6% 100.0%	89 19.6% 23.9%	188 32.6% 50.4%	33 23.7% 8.8%	56 17.8% 15.0%	155 35.4% 41.6%	11 18.6% 2.9%	12 24.5% 3.2%	8 9.3% 2.1%	28 16.9% 7.5%	45 24.7% 12.1%	28 26.7% 7.5%	63 29.3% 16.9%	67 35.4% 18.0%	59 23.9% 15.8%	33 17.2% 8.8%	74 33.3% 19.8%	144 38.4% 38.6%	113 25.2% 30.3%	17 38.6% 4.6%	17 15.6% 4.6%
I like to read about cigars	254 20.9% 100.0%	148 32.7% 58.3%	92 15.9% 36.2%	38 27.5% 15.0%	110 35.0% 43.3%	54 12.3% 21.3%	14 24.6% 5.5%	17 34.0% 6.7%	44 51.8% 17.3%	56 33.7% 22.0%	44 24.3% 17.3%	20 18.9% 7.9%	45 20.9% 17.7%	33 17.6% 13.0%	69 27.8% 27.2%	83 43.5% 32.7%	60 27.3% 23.6%	49 13.0% 19.3%	116 25.8% 45.7%	13 29.5% 5.1%	41 37.6% 16.1%
Long term cigar smokers are a good source of information about cigars	584 48.2% 100.0%	246 54.3% 42.1%	273 47.7% 46.7%	81 58.3% 13.9%	165 52.5% 28.3%	192 44.3% 32.9%	31 53.4% 5.3%	32 64.0% 5.5%	54 62.8% 9.2%	88 53.0% 15.1%	94 51.6% 16.1%	45 42.9% 7.7%	107 49.8% 18.3%	86 46.0% 14.7%	121 48.8% 20.7%	115 59.6% 19.7%	118 53.4% 20.2%	163 43.7% 27.9%	235 52.6% 40.2%	27 62.8% 4.6%	61 56.0% 10.4%
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed	84 7.0% 100.0%	27 6.0% 32.1%	41 7.1% 48.8%	9 6.5% 10.7%	18 5.8% 21.4%	32 7.3% 38.1%	6 10.5% 7.1%	1 2.0% 1.2%	10 11.9% 11.9%	12 7.2% 14.3%	9 5.0% 10.7%	6 5.6% 7.1%	17 8.0% 20.2%	14 7.5% 16.7%	26 10.5% 31.0%	19 10.1% 22.6%	16 7.4% 19.0%	31 8.3% 36.9%	27 6.1% 32.1%	6 13.6% 7.1%	4 3.7% 4.8%
Cigar manufacturers are exploiting me through price increases	353 29.2% 100.0%	161 35.7% 45.6%	166 28.9% 47.0%	49 35.8% 13.9%	112 35.7% 31.7%	117 26.8% 33.1%	21 37.5% 5.9%	15 30.0% 4.2%	44 51.2% 12.5%	59 35.8% 16.7%	44 24.4% 12.5%	33 31.1% 9.3%	67 31.6% 19.0%	44 23.4% 12.5%	102 41.1% 28.9%	83 44.1% 23.5%	55 25.3% 15.6%	105 28.0% 29.7%	133 29.9% 37.7%	5 11.4% 1.4%	50 45.9% 14.2%
I am confused by the number of sizes and types of cigars	270 22.4% 100.0%	75 16.6% 27.8%	148 25.7% 54.8%	33 23.7% 12.2%	42 13.4% 15.6%	115 26.3% 42.6%	16 27.1% 5.9%	11 22.4% 4.1%	7 8.1% 2.6%	30 18.1% 11.1%	38 20.8% 14.1%	25 23.8% 9.3%	45 20.8% 16.7%	49 25.9% 18.1%	52 21.1% 19.3%	35 18.4% 13.0%	50 22.6% 18.5%	96 25.9% 35.6%	83 18.5% 30.7%	12 27.9% 4.4%	12 11.1% 4.4%
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like	530 44.1% 100.0%	181 40.4% 34.2%	262 46.0% 49.4%	64 46.7% 12.1%	117 37.6% 22.1%	198 45.8% 37.4%	28 49.1% 5.3%	21 42.0% 4.0%	34 40.5% 6.4%	55 33.5% 10.4%	84 46.4% 15.8%	49 46.2% 9.2%	97 46.0% 18.3%	81 43.5% 15.3%	99 40.6% 18.7%	68 36.0% 12.8%	101 46.3% 19.1%	175 47.7% 33.0%	195 43.5% 36.8%	19 44.2% 3.6%	50 45.9% 9.4%
When I see a dark wrapper, I assume the cigar is stronger	289 24.1% 100.0%	122 27.1% 42.2%	133 23.4% 46.0%	34 24.6% 11.8%	88 28.2% 30.4%	99 23.0% 34.3%	11 19.0% 3.8%	16 32.7% 5.5%	27 31.8% 9.3%	46 27.7% 15.9%	45 24.9% 15.6%	26 24.8% 9.0%	54 25.7% 18.7%	42 22.5% 14.5%	64 26.0% 22.1%	51 26.8% 17.6%	51 23.4% 17.6%	86 23.4% 29.8%	116 26.0% 40.1%	10 23.3% 3.5%	29 26.6% 10.0%
<u>Smoking Habits</u>																					
I regularly smoke cigars	337 28.1% 100.0%	142 31.6% 42.1%	184 32.6% 54.6%	51 37.5% 15.1%	91 29.1% 27.0%	133 31.0% 39.5%	23 41.1% 6.8%	19 38.8% 5.6%	58 70.7% 17.2%	54 32.9% 16.0%	27 15.0% 8.0%	75 72.8% 22.3%	73 34.6% 21.7%	28 15.1% 8.3%	187 77.6% 55.5%	136 72.7% 40.4%	36 16.4% 10.7%	112 30.5% 33.2%	117 26.3% 34.7%	7 16.3% 2.1%	45 42.9% 13.4%
I only smoke cigars on special occasions, like weddings	145 12.0% 100.0%	39 8.6% 26.9%	51 8.9% 35.2%	10 7.2% 6.9%	29 9.3% 20.0%	41 9.4% 28.3%	4 6.9% 2.8%	3 6.0% 2.1%	1 1.2% 0.7%	12 7.2% 8.3%	26 14.4% 17.9%	5 4.7% 3.4%	8 3.8% 5.5%	20 10.8% 13.8%	12 4.9% 8.3%	11 5.8% 7.6%	45 20.4% 31.0%	33 8.9% 22.8%	62 13.9% 42.8%	8 18.6% 5.5%	5 4.6% 3.4%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I generally smoke cigars with friends/other people	419 34.6% 100.0%	184 40.7% 43.9%	154 26.9% 36.8%	44 31.9% 10.5%	140 44.6% 33.4%	110 25.3% 26.3%	21 36.2% 5.0%	15 30.0% 3.6%	27 31.8% 6.4%	70 42.2% 16.7%	71 39.2% 16.9%	23 21.7% 5.5%	70 32.9% 16.7%	57 30.6% 13.6%	58 23.5% 13.8%	67 35.1% 16.0%	128 57.4% 30.5%	84 22.7% 20.0%	180 40.3% 43.0%	30 69.8% 7.2%	29 26.6% 6.9%
I always remove the band on a cigar before I smoke it	505 41.8% 100.0%	146 32.4% 28.9%	281 49.0% 55.6%	46 33.3% 9.1%	100 32.1% 19.8%	235 53.9% 46.5%	19 33.3% 3.8%	18 36.0% 3.6%	32 37.2% 6.3%	43 26.1% 8.5%	76 42.5% 15.0%	54 52.4% 10.7%	99 46.3% 19.6%	84 44.7% 16.6%	122 49.6% 24.2%	80 42.8% 15.8%	75 34.4% 14.9%	197 52.8% 39.0%	173 38.7% 34.3%	21 47.7% 4.2%	44 40.7% 8.7%
I usually leave the band on a cigar when I smoke it	314 26.1% 100.0%	188 41.7% 59.9%	110 19.4% 35.0%	54 39.1% 17.2%	134 42.8% 42.7%	56 13.0% 17.8%	20 35.1% 6.4%	20 40.0% 6.4%	36 42.4% 11.5%	78 47.0% 24.8%	51 28.2% 16.2%	16 15.5% 5.1%	49 23.0% 15.6%	38 20.5% 12.1%	60 24.8% 19.1%	69 36.3% 22.0%	77 35.0% 24.5%	57 15.5% 18.2%	144 32.3% 45.9%	14 32.6% 4.5%	35 32.1% 11.1%
I like cigars, but only on an occasional basis	603 49.9% 100.0%	216 47.9% 35.8%	251 43.8% 41.6%	58 42.6% 9.6%	158 50.2% 26.2%	193 44.2% 32.0%	22 38.6% 3.6%	16 32.7% 2.7%	9 10.5% 1.5%	72 43.6% 11.9%	111 62.4% 18.4%	14 13.1% 2.3%	82 38.9% 13.6%	118 63.4% 19.6%	33 13.2% 5.5%	34 17.9% 5.6%	142 64.5% 23.5%	171 45.6% 28.4%	236 52.8% 39.1%	30 68.2% 5.0%	42 38.5% 7.0%
I smoke cigars on an everyday basis	217 17.9% 100.0%	69 15.4% 31.8%	131 22.8% 60.4%	23 16.8% 10.6%	46 14.7% 21.2%	108 24.7% 49.8%	12 20.3% 5.5%	9 18.8% 4.1%	43 50.0% 19.8%	22 13.3% 10.1%	7 3.9% 3.2%	67 63.8% 30.9%	41 19.0% 18.9%	9 4.8% 4.1%	171 69.8% 78.8%	108 56.8% 49.8%	15 6.8% 6.9%	84 22.5% 38.7%	54 12.1% 24.9%	6 13.6% 2.8%	29 26.9% 13.4%
I smoke both premium and less expensive cigar brands, my choice depends on the occasion	460 38.0% 100.0%	208 46.0% 45.2%	223 39.0% 48.5%	72 52.2% 15.7%	136 43.3% 29.6%	151 34.8% 32.8%	30 50.8% 6.5%	27 56.3% 5.9%	41 47.7% 8.9%	90 54.2% 19.6%	80 44.0% 17.4%	44 42.3% 9.6%	79 37.1% 17.2%	75 39.9% 16.3%	92 37.7% 20.0%	90 47.1% 19.6%	96 43.6% 20.9%	122 32.8% 26.5%	197 44.1% 42.8%	14 31.8% 3.0%	52 47.7% 11.3%
I only smoke cigars when someone gives me one	70 5.8% 100.0%	14 3.1% 20.0%	32 5.6% 45.7%	5 3.6% 7.1%	9 2.9% 12.9%	27 6.2% 38.6%	1 1.7% 1.4%	1 2.0% 1.4%	0 0.0% 0.0%	1 0.6% 1.4%	9 5.1% 12.9%	4 3.8% 5.7%	8 3.8% 11.4%	10 5.4% 14.3%	8 3.2% 11.4%	5 2.6% 7.1%	17 7.7% 24.3%	25 6.8% 35.7%	16 3.6% 22.9%	2 4.7% 2.9%	4 3.7% 5.7%
I smoke much more often in the summer than in the winter	229 19.0% 100.0%	106 23.8% 46.3%	89 15.6% 38.9%	25 18.1% 10.9%	81 26.3% 35.4%	64 14.7% 27.9%	12 20.7% 5.2%	6 12.2% 2.6%	27 32.1% 11.8%	41 25.0% 17.9%	29 16.3% 12.7%	14 13.3% 6.1%	38 17.9% 16.6%	30 16.1% 13.1%	45 18.3% 19.7%	44 23.0% 19.2%	46 21.0% 20.1%	56 15.2% 24.5%	83 18.6% 36.2%	6 14.0% 2.6%	34 31.5% 14.8%
I hardly smoke cigars at all in the winter	150 12.4% 100.0%	44 9.8% 29.3%	54 9.5% 36.0%	11 8.0% 7.3%	33 10.5% 22.0%	43 9.9% 28.7%	5 8.6% 3.3%	2 4.1% 1.3%	3 3.5% 2.0%	22 13.3% 14.7%	18 9.9% 12.0%	6 5.7% 4.0%	18 8.5% 12.0%	23 12.3% 15.3%	13 5.3% 8.7%	18 9.5% 12.0%	36 16.4% 24.0%	40 10.8% 26.7%	52 11.6% 34.7%	5 11.6% 3.3%	14 12.8% 9.3%
I primarily smoke cigars at the end of the day	385 31.8% 100.0%	194 43.1% 50.4%	159 27.7% 41.3%	50 36.2% 13.0%	144 46.2% 37.4%	109 25.1% 28.3%	16 28.1% 4.2%	21 42.0% 5.5%	39 45.3% 10.1%	74 44.8% 19.2%	57 31.7% 14.8%	22 21.0% 5.7%	64 29.9% 16.6%	53 28.2% 13.8%	68 27.5% 17.7%	65 34.0% 16.9%	88 40.0% 22.9%	91 24.3% 23.6%	160 35.9% 41.6%	15 34.1% 3.9%	41 38.0% 10.6%
I smoke cigars throughout the day	169 14.0% 100.0%	46 10.2% 27.2%	109 19.1% 64.5%	20 14.5% 11.8%	26 8.3% 15.4%	89 20.6% 52.7%	7 12.3% 4.1%	8 16.0% 4.7%	26 30.2% 15.4%	13 7.8% 7.7%	6 3.4% 3.6%	58 54.7% 34.3%	30 14.1% 17.8%	10 5.3% 5.9%	127 51.6% 75.1%	79 42.2% 46.7%	11 5.0% 6.5%	77 20.7% 45.6%	39 8.8% 23.1%	5 11.4% 3.0%	16 14.7% 9.5%
I frequently give cigars as a gift	178 14.8% 100.0%	99 22.0% 55.6%	72 12.7% 40.4%	33 24.6% 18.5%	66 21.0% 37.1%	39 9.0% 21.9%	17 30.9% 9.6%	9 18.4% 5.1%	30 35.7% 16.9%	44 26.7% 24.7%	22 12.2% 12.4%	18 17.3% 10.1%	35 16.5% 19.7%	12 6.5% 6.7%	56 22.9% 31.5%	68 36.0% 38.2%	46 20.9% 25.8%	33 8.8% 18.5%	75 16.9% 42.1%	10 22.7% 5.6%	24 22.0% 13.5%
I often drink wine while smoking a cigar	205 16.8% 100.0%	108 23.8% 52.7%	77 13.3% 37.6%	34 24.5% 16.6%	74 23.6% 36.1%	43 9.8% 21.0%	19 32.2% 9.3%	8 16.3% 3.9%	19 22.1% 9.3%	40 24.1% 19.5%	46 25.1% 22.4%	13 12.3% 6.3%	28 13.0% 13.7%	34 18.0% 16.6%	41 16.5% 20.0%	47 24.5% 22.9%	61 27.5% 29.8%	39 10.4% 19.0%	94 20.9% 45.9%	11 25.0% 5.4%	17 15.6% 8.3%
I often drink beer while smoking a cigar	400 32.9% 100.0%	165 36.5% 41.3%	185 32.1% 46.3%	49 35.5% 12.3%	116 36.9% 29.0%	136 31.0% 34.0%	25 42.4% 6.3%	15 30.6% 3.8%	30 34.9% 7.5%	55 33.1% 13.8%	74 40.7% 18.5%	22 20.8% 5.5%	82 38.0% 20.5%	69 36.5% 17.3%	60 24.3% 15.0%	54 28.3% 13.5%	76 34.5% 19.0%	108 28.8% 27.0%	146 32.6% 36.5%	18 40.9% 4.5%	32 29.4% 8.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I often smoke cigars in my backyard/on my deck/ porch	739	307	359	91	216	268	41	31	70	118	107	74	146	103	179	146	121	222	281	21	84
	60.9%	67.9%	62.3%	65.9%	68.8%	61.2%	69.5%	64.6%	81.4%	71.1%	59.1%	69.8%	68.2%	54.5%	72.5%	76.4%	54.8%	59.4%	62.9%	47.7%	77.1%
	100.0%	41.5%	48.6%	12.3%	29.2%	36.3%	5.5%	4.2%	9.5%	16.0%	14.5%	10.0%	19.8%	13.9%	24.2%	19.8%	16.4%	30.0%	38.0%	2.8%	11.4%
I often drink liquor while smoking a cigar	406	208	161	66	142	95	32	20	38	76	76	20	66	69	63	75	117	78	162	22	37
	33.5%	46.0%	28.0%	47.5%	45.4%	21.8%	54.2%	40.8%	44.2%	45.8%	41.8%	19.0%	31.0%	36.5%	25.5%	39.3%	52.9%	20.9%	36.2%	50.0%	33.9%
	100.0%	51.2%	39.7%	16.3%	35.0%	23.4%	7.9%	4.9%	9.4%	18.7%	18.7%	4.9%	16.3%	17.0%	15.5%	18.5%	28.8%	19.2%	39.9%	5.4%	9.1%
I often drink coffee while smoking a cigar	170	62	102	24	38	78	10	10	21	26	16	34	35	19	75	51	23	59	52	6	23
	14.0%	13.7%	17.7%	17.3%	12.2%	17.8%	16.9%	20.4%	24.4%	15.7%	8.8%	32.1%	16.3%	10.1%	30.2%	26.6%	10.5%	15.8%	11.6%	13.6%	21.1%
	100.0%	36.5%	60.0%	14.1%	22.4%	45.9%	5.9%	5.9%	12.4%	15.3%	9.4%	20.0%	20.6%	11.2%	44.1%	30.0%	13.5%	34.7%	30.6%	3.5%	13.5%
I often smoke cigars during a meal	30	9	23	7	2	16	3	1	1	4	2	8	2	4	18	12	5	11	7	1	1
	2.5%	2.0%	4.0%	5.2%	0.6%	3.7%	5.4%	2.0%	1.2%	2.4%	1.1%	7.5%	0.9%	2.2%	7.3%	6.4%	2.3%	3.0%	1.6%	2.3%	0.9%
	100.0%	30.0%	76.7%	23.3%	6.7%	53.3%	10.0%	3.3%	3.3%	13.3%	6.7%	26.7%	6.7%	13.3%	60.0%	40.0%	16.7%	36.7%	23.3%	3.3%	3.3%
I often smoke cigars after a meal	276	122	145	41	81	104	19	14	48	42	22	57	46	29	127	89	45	85	94	8	37
	22.9%	27.3%	25.4%	30.1%	26.0%	24.0%	33.3%	29.2%	57.1%	25.9%	12.2%	53.8%	21.9%	15.6%	51.6%	46.6%	20.3%	23.1%	21.0%	18.6%	34.3%
	100.0%	44.2%	52.5%	14.9%	29.3%	37.7%	6.9%	5.1%	17.4%	15.2%	8.0%	20.7%	16.7%	10.5%	46.0%	32.2%	16.3%	30.8%	34.1%	2.9%	13.4%
Benefits Realized																					
Cigar smoking has helped me to get to know other people	75	40	31	9	31	22	4	2	11	22	8	9	15	7	31	29	23	15	35	4	6
	6.2%	8.8%	5.4%	6.5%	9.9%	5.0%	6.8%	4.1%	12.8%	13.3%	4.4%	8.5%	6.9%	3.7%	12.5%	15.1%	10.4%	4.0%	7.8%	9.1%	5.5%
	100.0%	53.3%	41.3%	12.0%	41.3%	29.3%	5.3%	2.7%	14.7%	29.3%	10.7%	12.0%	20.0%	9.3%	41.3%	38.7%	30.7%	20.0%	46.7%	5.3%	8.0%
I feel a little more with it when I smoke a cigar	91	32	45	9	23	36	3	4	14	12	11	16	22	7	36	35	19	24	29	5	10
	7.5%	7.1%	7.8%	6.5%	7.4%	8.3%	5.1%	8.2%	16.5%	7.2%	6.0%	15.1%	10.3%	3.7%	14.6%	18.3%	8.6%	6.4%	6.5%	11.4%	9.2%
	100.0%	35.2%	49.5%	9.9%	25.3%	39.6%	3.3%	4.4%	15.4%	13.2%	12.1%	17.6%	24.2%	7.7%	39.6%	38.5%	20.9%	26.4%	31.9%	5.5%	11.0%
I smoke cigars to celebrate a good day	365	172	167	58	114	109	28	18	37	68	57	31	66	45	87	81	74	92	147	17	44
	30.0%	38.0%	28.9%	41.7%	36.3%	24.8%	47.5%	36.7%	43.0%	41.0%	31.1%	29.2%	30.6%	23.8%	35.1%	42.2%	33.5%	24.5%	32.8%	38.6%	40.4%
	100.0%	47.1%	45.8%	15.9%	31.2%	29.9%	7.7%	4.9%	10.1%	18.6%	15.6%	8.5%	18.1%	12.3%	23.8%	22.2%	20.3%	25.2%	40.3%	4.7%	12.1%
I reward myself with a cigar	480	221	220	69	152	151	27	27	55	89	67	50	89	63	124	117	91	121	192	17	57
	39.6%	49.1%	38.3%	49.6%	48.9%	34.6%	45.8%	55.1%	64.0%	53.9%	37.0%	48.1%	41.4%	33.3%	50.4%	61.3%	41.4%	32.3%	43.0%	38.6%	52.8%
	100.0%	46.0%	45.8%	14.4%	31.7%	31.5%	5.6%	5.6%	11.5%	18.5%	14.0%	10.4%	18.5%	13.1%	25.8%	24.4%	19.0%	25.2%	40.0%	3.5%	11.9%
I smoke cigars to relax	669	291	330	93	198	237	39	31	70	117	87	69	128	103	164	144	110	201	252	19	77
	55.2%	64.5%	57.5%	68.4%	62.9%	54.1%	69.6%	62.0%	82.4%	70.5%	48.3%	65.1%	59.8%	55.1%	66.1%	75.4%	49.8%	53.7%	56.1%	43.2%	70.6%
	100.0%	43.5%	49.3%	13.9%	29.6%	35.4%	5.8%	4.6%	10.5%	17.5%	13.0%	10.3%	19.1%	15.4%	24.5%	21.5%	16.4%	30.0%	37.7%	2.8%	11.5%
I find smoking cigars extremely relaxing	597	271	280	85	186	195	36	29	65	100	85	67	108	85	159	133	112	169	230	18	67
	49.4%	60.2%	48.9%	62.5%	59.2%	44.6%	64.3%	58.0%	76.5%	60.6%	47.5%	63.2%	50.7%	45.7%	64.4%	70.7%	51.6%	45.1%	51.7%	40.9%	61.5%
	100.0%	45.4%	46.9%	14.2%	31.2%	32.7%	6.0%	4.9%	10.9%	16.8%	14.2%	11.2%	18.1%	14.2%	26.6%	22.3%	18.8%	28.3%	38.5%	3.0%	11.2%
I really love the taste of cigars	744	316	353	97	219	256	44	32	76	122	104	72	149	102	189	157	138	218	296	20	84
	61.8%	70.4%	61.9%	70.8%	70.2%	59.1%	75.9%	66.7%	89.4%	73.5%	58.4%	69.2%	70.0%	55.4%	76.8%	82.2%	62.7%	59.2%	66.7%	45.5%	77.1%
	100.0%	42.5%	47.4%	13.0%	29.4%	34.4%	5.9%	4.3%	10.2%	16.4%	14.0%	9.7%	20.0%	13.7%	25.4%	21.1%	18.5%	29.3%	39.8%	2.7%	11.3%
For me, cigar smoking is an indulgence	434	184	180	49	135	131	20	20	34	68	73	37	63	60	82	81	94	114	168	22	38
	36.1%	40.8%	31.6%	35.5%	43.1%	30.3%	35.1%	40.0%	40.0%	41.0%	40.3%	34.9%	29.7%	32.3%	33.2%	42.4%	42.5%	30.9%	37.8%	51.2%	35.2%
	100.0%	42.4%	41.5%	11.3%	31.1%	30.2%	4.6%	4.6%	7.8%	15.7%	16.8%	8.5%	14.5%	13.8%	18.9%	18.7%	21.7%	26.3%	38.7%	5.1%	8.8%
When I smoke a cigar, I'm in a different world	150	73	73	22	51	51	6	8	19	22	18	16	33	15	44	51	30	38	54	7	14
	12.4%	16.2%	12.7%	16.1%	16.3%	11.7%	10.5%	16.0%	22.1%	13.3%	10.1%	15.1%	15.5%	8.0%	17.7%	27.0%	13.7%	10.2%	12.1%	15.9%	13.0%
	100.0%	48.7%	48.7%	14.7%	34.0%	34.0%	4.0%	5.3%	12.7%	14.7%	12.0%	10.7%	22.0%	10.0%	29.3%	34.0%	20.0%	25.3%	36.0%	4.7%	9.3%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I take a break from my every day responsibilities when I smoke a cigar	324 27.1% 100.0%	153 34.2% 47.2%	152 27.0% 46.9%	51 37.5% 15.7%	102 32.7% 31.5%	101 23.6% 31.2%	20 35.1% 6.2%	19 38.8% 5.9%	35 41.2% 10.8%	65 39.9% 20.1%	43 23.8% 13.3%	33 31.1% 10.2%	61 29.0% 18.8%	45 25.1% 13.9%	88 35.9% 27.2%	84 44.2% 25.9%	63 28.9% 19.4%	89 24.5% 27.5%	127 28.5% 39.2%	13 30.2% 4.0%	36 33.3% 11.1%
When I smoke a cigar, anything seems possible	82 6.8% 100.0%	31 6.9% 37.8%	39 6.8% 47.6%	8 5.8% 9.8%	23 7.3% 28.0%	31 7.1% 37.8%	4 7.0% 4.9%	3 6.0% 3.7%	11 12.8% 13.4%	12 7.3% 14.6%	6 3.4% 7.3%	13 12.1% 15.9%	18 8.4% 22.0%	9 4.8% 11.0%	36 14.4% 43.9%	32 16.8% 39.0%	15 6.8% 18.3%	19 5.1% 23.2%	24 5.4% 29.3%	5 11.4% 6.1%	5 4.6% 6.1%
I feel more self confident when I smoke a cigar	147 12.2% 100.0%	55 12.3% 37.4%	72 12.6% 49.0%	19 13.8% 12.9%	36 11.6% 24.5%	53 12.2% 36.1%	8 13.6% 5.4%	7 14.6% 4.8%	17 19.8% 11.6%	21 12.7% 14.3%	23 12.7% 15.6%	17 16.2% 11.6%	33 15.3% 22.4%	16 8.5% 10.9%	54 21.9% 36.7%	46 24.1% 31.3%	27 12.3% 18.4%	45 12.1% 30.6%	39 8.8% 26.5%	6 14.0% 4.1%	12 11.0% 8.2%
Cigars make the moment last longer	321 26.4% 100.0%	143 31.6% 44.5%	154 26.7% 48.0%	41 29.5% 12.8%	102 32.5% 31.8%	113 25.8% 35.2%	20 33.9% 6.2%	12 24.5% 3.7%	37 43.0% 11.5%	50 30.1% 15.6%	47 25.7% 14.6%	41 38.7% 12.8%	55 25.5% 17.1%	41 21.7% 12.8%	96 38.7% 29.9%	91 47.4% 28.3%	56 25.2% 17.4%	94 25.0% 29.3%	112 25.0% 34.9%	11 25.0% 3.4%	42 38.9% 13.1%
I smoke cigars primarily for the taste	687 56.9% 100.0%	264 58.8% 38.4%	343 59.7% 49.9%	80 58.0% 11.6%	184 59.2% 26.8%	263 60.2% 38.3%	38 64.4% 5.5%	24 49.0% 3.5%	58 67.4% 8.4%	103 62.8% 15.0%	90 49.2% 13.1%	71 67.0% 10.3%	140 65.7% 20.4%	106 56.1% 15.4%	163 66.3% 23.7%	124 65.6% 18.0%	117 53.9% 17.0%	208 55.5% 30.3%	264 59.3% 38.4%	19 43.2% 2.8%	74 69.2% 10.8%
Smoking cigars reminds me of my father or grandfather	215 17.8% 100.0%	83 18.3% 38.6%	122 21.3% 56.7%	34 24.5% 15.8%	49 15.6% 22.8%	88 20.3% 40.9%	10 17.2% 4.7%	11 22.0% 5.1%	21 24.7% 9.8%	27 16.3% 12.6%	29 15.9% 13.5%	19 18.3% 8.8%	50 23.4% 23.3%	30 16.1% 14.0%	51 20.6% 23.7%	43 22.4% 20.0%	41 18.7% 19.1%	74 20.1% 34.4%	66 14.8% 30.7%	7 15.9% 3.3%	20 18.3% 9.3%
Social vs. Solitary																					
I have a lot of friends who smoke cigars	241 20.2% 100.0%	120 27.0% 49.8%	106 18.8% 44.0%	35 26.1% 14.5%	85 27.4% 35.3%	71 16.5% 29.5%	17 29.8% 7.1%	11 23.4% 4.6%	26 31.3% 10.8%	52 31.7% 21.6%	38 21.5% 15.8%	15 14.6% 6.2%	54 25.7% 22.4%	32 17.3% 13.3%	63 26.0% 26.1%	75 40.1% 31.1%	61 28.0% 25.3%	62 17.0% 25.7%	101 22.9% 41.9%	10 23.8% 4.1%	23 21.5% 9.5%
I value the social interaction with other cigar smokers as much as the taste of cigars	219 18.0% 100.0%	105 23.2% 47.9%	83 14.4% 37.9%	27 19.4% 12.3%	78 24.8% 35.6%	56 12.8% 25.6%	11 18.6% 5.0%	11 22.4% 5.0%	24 27.9% 11.0%	46 27.7% 21.0%	41 22.4% 18.7%	22 20.8% 10.0%	30 13.9% 13.7%	23 12.2% 10.5%	56 22.6% 25.6%	53 27.6% 24.2%	66 30.0% 30.1%	45 12.0% 20.5%	93 20.7% 42.5%	11 25.0% 5.0%	16 14.7% 7.3%
If my friends stopped smoking cigars, I probably would too	74 6.1% 100.0%	18 4.0% 24.3%	27 4.7% 36.5%	1 0.7% 1.4%	17 5.4% 23.0%	26 5.9% 35.1%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.7% 5.4%	2 1.2% 2.7%	11 6.0% 14.9%	5 4.7% 6.8%	9 4.2% 12.2%	11 5.9% 14.9%	18 7.3% 24.3%	12 6.3% 16.2%	23 10.5% 31.1%	21 5.6% 28.4%	28 6.3% 37.8%	2 4.5% 2.7%	2 1.8% 2.7%
I often use cigars as a way of developing camaraderie with business associates	118 9.8% 100.0%	64 14.2% 54.2%	36 6.3% 30.5%	17 12.3% 14.4%	47 15.0% 39.8%	19 4.4% 16.1%	6 10.3% 5.1%	6 12.2% 5.1%	18 21.2% 15.3%	30 18.1% 25.4%	20 11.0% 16.9%	9 8.5% 7.6%	16 7.6% 13.6%	13 7.0% 11.0%	31 12.6% 26.3%	40 20.9% 33.9%	41 18.6% 34.7%	23 6.2% 19.5%	51 11.4% 43.2%	6 14.0% 5.1%	12 11.0% 10.2%
The brand of cigar I smoke makes a statement about me to other people	112 9.2% 100.0%	52 11.5% 46.4%	45 7.8% 40.2%	16 11.6% 14.3%	36 11.5% 32.1%	29 6.7% 25.9%	7 11.9% 6.3%	6 12.2% 5.4%	14 16.3% 12.5%	23 13.9% 20.5%	17 9.3% 15.2%	9 8.6% 8.0%	18 8.4% 16.1%	15 7.9% 13.4%	30 12.1% 26.8%	33 17.3% 29.5%	30 13.6% 26.8%	26 7.0% 23.2%	45 10.1% 40.2%	6 14.0% 5.4%	9 8.3% 8.0%
I generally smoke cigars alone	418 34.4% 100.0%	138 30.5% 33.0%	231 40.1% 55.3%	45 32.6% 10.8%	93 29.6% 22.2%	186 42.5% 44.5%	21 35.6% 5.0%	14 28.6% 3.3%	39 45.3% 9.3%	44 26.5% 10.5%	49 27.2% 11.7%	52 49.1% 12.4%	84 38.9% 20.1%	65 34.9% 15.6%	127 51.4% 30.4%	83 43.7% 19.9%	44 19.9% 10.5%	159 42.6% 38.0%	133 29.6% 31.8%	5 11.4% 1.2%	53 48.6% 12.7%
I like being around other cigar smokers when I smoke cigars	428 35.5% 100.0%	204 45.4% 47.7%	168 29.4% 39.3%	58 42.3% 13.6%	146 46.8% 34.1%	110 25.3% 25.7%	24 41.4% 5.6%	23 46.9% 5.4%	38 44.7% 8.9%	83 50.0% 19.4%	74 41.1% 17.3%	26 24.5% 6.1%	69 32.7% 16.1%	66 35.5% 15.4%	79 32.0% 18.5%	78 40.8% 18.2%	104 47.5% 24.3%	98 26.4% 22.9%	177 39.7% 41.4%	23 53.5% 5.4%	43 39.4% 10.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Barriers to Smoking																					
I don't have enough time to smoke cigars as often as I'd like	235 19.6% 100.0%	107 23.8% 45.5%	108 19.0% 46.0%	29 21.2% 12.3%	78 24.9% 33.2%	79 18.4% 33.6%	11 19.0% 4.7%	12 24.5% 5.1%	25 29.4% 10.6%	44 26.5% 18.7%	38 21.0% 16.2%	24 22.9% 10.2%	43 20.4% 18.3%	33 17.9% 14.0%	43 17.6% 18.3%	49 26.1% 20.9%	56 25.5% 23.8%	55 15.1% 23.4%	95 21.3% 40.4%	7 16.3% 3.0%	28 25.7% 11.9%
I don't have enough money to smoke cigars as often as I'd like	247 20.5% 100.0%	77 17.1% 31.2%	131 22.9% 53.0%	25 18.1% 10.1%	52 16.7% 21.1%	106 24.4% 42.9%	11 19.0% 4.5%	9 18.0% 3.6%	15 17.6% 6.1%	31 18.9% 12.6%	32 17.7% 13.0%	25 23.6% 10.1%	52 24.4% 21.1%	37 19.9% 15.0%	53 21.5% 21.5%	38 20.0% 15.4%	40 18.3% 16.2%	90 24.3% 36.4%	90 20.2% 36.4%	7 16.3% 2.8%	17 15.6% 6.9%
I don't have enough places where I can smoke cigars	365 30.1% 100.0%	161 35.6% 44.1%	169 29.4% 46.3%	43 30.9% 11.8%	118 37.7% 32.3%	126 29.0% 34.5%	19 32.2% 5.2%	12 24.5% 3.3%	45 52.3% 12.3%	56 33.7% 15.3%	54 29.5% 14.8%	41 38.7% 11.2%	63 29.4% 17.3%	44 23.4% 12.1%	103 41.5% 28.2%	103 53.6% 28.2%	68 30.8% 18.6%	97 26.2% 26.6%	131 29.2% 35.9%	18 40.9% 4.9%	52 47.7% 14.2%
I can't afford to smoke the cigars I'd like to on a regular basis	392 32.2% 100.0%	147 32.5% 37.5%	199 34.5% 50.8%	48 34.5% 12.2%	99 31.5% 25.3%	151 34.5% 38.5%	18 30.5% 4.6%	18 36.7% 4.6%	40 46.5% 10.2%	59 35.5% 15.1%	57 31.1% 14.5%	37 34.9% 9.4%	79 36.6% 20.2%	63 33.5% 16.1%	88 35.5% 22.4%	68 35.4% 17.3%	66 29.7% 16.8%	128 34.1% 32.7%	145 32.3% 37.0%	13 29.5% 3.3%	45 41.3% 11.5%
I'm extremely concerned about offending other people with my cigar smoking	419 34.7% 100.0%	154 34.3% 36.8%	196 34.1% 46.8%	44 31.9% 10.5%	110 35.4% 26.3%	152 34.8% 36.3%	22 37.3% 5.3%	10 20.4% 2.4%	32 37.2% 7.6%	68 41.0% 16.2%	54 29.7% 12.9%	43 40.6% 10.3%	76 35.2% 18.1%	57 30.3% 13.6%	101 41.2% 24.1%	81 42.4% 19.3%	64 29.6% 15.3%	131 35.5% 31.3%	150 33.6% 35.8%	16 37.2% 3.8%	42 38.5% 10.0%
I wish there were more places to go where I could smoke a cigar	357 29.4% 100.0%	173 38.2% 48.5%	170 29.6% 47.6%	59 42.4% 16.5%	114 36.3% 31.9%	111 25.5% 31.1%	28 48.3% 7.8%	14 28.0% 3.9%	48 55.8% 13.4%	62 37.3% 17.4%	55 30.2% 15.4%	35 33.3% 9.8%	73 34.0% 20.4%	43 22.9% 12.0%	102 41.1% 28.6%	113 58.5% 31.7%	76 34.2% 21.3%	93 24.8% 26.1%	140 31.2% 39.2%	13 30.2% 3.6%	50 45.9% 14.0%
I'm extremely interested in going to cigar bars	130 10.7% 100.0%	71 15.7% 54.6%	43 7.5% 33.1%	18 13.0% 13.8%	53 16.9% 40.8%	25 5.7% 19.2%	9 15.3% 6.9%	7 14.6% 5.4%	17 19.8% 13.1%	31 18.8% 23.8%	28 15.5% 21.5%	13 12.4% 10.0%	20 9.3% 15.4%	14 7.5% 10.8%	31 12.6% 23.8%	44 22.9% 33.8%	41 18.5% 31.5%	22 5.9% 16.9%	55 12.3% 42.3%	10 22.7% 7.7%	14 13.0% 10.8%
I hate the lingering after smell from cigar smoke	223 18.5% 100.0%	77 17.0% 34.5%	92 16.1% 41.3%	19 13.7% 8.5%	58 18.5% 26.0%	73 16.9% 32.7%	7 12.1% 3.1%	8 16.0% 3.6%	10 11.8% 4.5%	32 19.3% 14.3%	27 14.8% 12.1%	17 16.2% 7.6%	31 14.6% 13.9%	28 15.2% 12.6%	42 17.1% 18.8%	32 16.8% 14.3%	56 25.2% 25.1%	67 18.2% 30.0%	72 16.2% 32.3%	8 18.6% 3.6%	24 22.2% 10.8%
Cigar smoking is not allowed inside my house	515 42.6% 100.0%	221 48.9% 42.9%	194 33.9% 37.7%	47 34.3% 9.1%	174 55.2% 33.8%	147 33.8% 28.5%	21 36.2% 4.1%	15 30.6% 2.9%	40 46.5% 7.8%	90 54.2% 17.5%	84 46.9% 16.3%	27 25.2% 5.2%	75 35.4% 14.6%	75 40.3% 14.6%	82 33.1% 15.9%	75 39.7% 14.6%	123 55.9% 23.9%	136 36.5% 26.4%	216 48.2% 41.9%	21 47.7% 4.1%	51 47.2% 9.9%
I object to seeing someone smoking a cigar	26 2.2% 100.0%	7 1.6% 26.9%	15 2.6% 57.7%	1 0.7% 3.8%	6 1.9% 23.1%	14 3.2% 53.8%	1 1.7% 3.8%	0 0.0% 0.0%	3 3.5% 11.5%	3 1.8% 11.5%	2 1.1% 7.7%	3 2.9% 11.5%	3 1.4% 11.5%	3 1.6% 11.5%	5 2.1% 19.2%	4 2.1% 15.4%	10 4.6% 38.5%	8 2.2% 30.8%	5 1.1% 19.2%	1 2.3% 3.8%	2 1.9% 7.7%
Cigars bars get too smoky for me to enjoy regularly	420 35.5% 100.0%	152 34.2% 36.2%	182 32.4% 43.3%	42 31.1% 10.0%	110 35.6% 26.2%	140 32.9% 33.3%	15 27.3% 3.6%	13 26.0% 3.1%	22 26.8% 5.2%	54 32.9% 12.9%	69 38.8% 16.4%	25 24.8% 6.0%	67 32.1% 16.0%	69 37.5% 16.4%	69 28.8% 16.4%	62 33.2% 14.8%	90 40.9% 21.4%	131 35.9% 31.2%	166 38.1% 39.5%	12 27.3% 2.9%	37 35.6% 8.8%
My spouse actively tries to get me to quit smoking cigars	177 16.6% 100.0%	43 10.8% 24.3%	99 19.4% 55.9%	13 10.5% 7.3%	30 11.0% 16.9%	86 22.3% 48.6%	5 9.1% 2.8%	4 9.5% 2.3%	13 16.7% 7.3%	11 7.4% 6.2%	22 14.0% 12.4%	25 26.0% 14.1%	37 19.7% 20.9%	21 12.7% 11.9%	57 25.4% 32.2%	32 18.1% 18.1%	27 13.9% 15.3%	74 22.4% 41.8%	48 12.1% 27.1%	4 11.1% 2.3%	10 11.1% 5.6%
The general public is now more tolerant of cigar smoking than it used to be	243 20.0% 100.0%	89 19.7% 36.6%	106 18.4% 43.6%	27 19.7% 11.1%	62 19.7% 25.5%	79 18.0% 32.5%	10 17.2% 4.1%	10 20.8% 4.1%	18 21.2% 7.4%	31 18.8% 12.8%	37 20.2% 15.2%	16 15.2% 6.6%	42 19.5% 17.3%	37 19.8% 15.2%	56 22.7% 23.0%	45 23.7% 18.5%	56 25.2% 23.0%	79 21.1% 32.5%	88 19.7% 36.2%	11 25.0% 4.5%	16 14.8% 6.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Cuban Affinity																					
I prefer Cuban cigars to any other	228	107	87	32	75	55	15	9	17	43	39	12	31	34	35	46	81	44	92	12	19
	19.0%	24.2%	15.3%	23.9%	24.3%	12.7%	27.8%	18.4%	20.2%	26.4%	22.0%	11.3%	14.7%	18.3%	14.1%	24.3%	37.3%	11.8%	21.0%	27.9%	17.8%
	100.0%	46.9%	38.2%	14.0%	32.9%	24.1%	6.6%	3.9%	7.5%	18.9%	17.1%	5.3%	13.6%	14.9%	15.4%	20.2%	35.5%	19.3%	40.4%	5.3%	8.3%
If Cuban cigars were legal, I'd switch most of my smoking to Cubans	294	139	117	46	93	71	20	18	25	55	54	21	38	45	57	67	94	65	114	12	30
	24.7%	31.3%	20.9%	34.1%	30.1%	16.7%	36.4%	36.0%	30.1%	33.7%	30.2%	20.0%	18.3%	24.5%	23.3%	35.4%	43.3%	17.8%	26.0%	28.6%	27.5%
	100.0%	47.3%	39.8%	15.6%	31.6%	24.1%	6.8%	6.1%	8.5%	18.7%	18.4%	7.1%	12.9%	15.3%	19.4%	22.8%	32.0%	22.1%	38.8%	4.1%	10.2%
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly	560	237	265	79	158	186	36	26	49	87	91	45	102	86	113	109	121	147	227	26	61
	46.6%	52.5%	46.5%	56.8%	50.6%	43.2%	62.1%	52.0%	58.3%	52.7%	50.6%	42.9%	48.1%	46.5%	45.9%	57.1%	55.3%	39.9%	50.8%	60.5%	56.0%
	100.0%	42.3%	47.3%	14.1%	28.2%	33.2%	6.4%	4.6%	8.8%	15.5%	16.3%	8.0%	18.2%	15.4%	20.2%	19.5%	21.6%	26.3%	40.5%	4.6%	10.9%
Price Sensitivity/Brand Loyalty																					
I buy mainly premium priced cigars	331	192	99	38	154	61	19	15	48	69	63	18	48	35	72	87	96	52	169	17	35
	27.2%	42.4%	17.2%	27.5%	48.9%	13.9%	32.8%	30.0%	55.8%	41.6%	35.0%	16.8%	22.4%	18.7%	28.8%	45.8%	43.6%	13.9%	37.7%	38.6%	32.1%
	100.0%	58.0%	29.9%	11.5%	46.5%	18.4%	5.7%	4.5%	14.5%	20.8%	19.0%	5.4%	14.5%	10.6%	21.8%	26.3%	29.0%	15.7%	51.1%	5.1%	10.6%
Real cigar smokers would never smoke just one brand	220	93	102	39	54	63	17	15	25	44	31	27	37	32	68	62	47	51	86	6	29
	18.4%	20.7%	18.0%	28.3%	17.3%	14.7%	29.3%	30.0%	29.4%	26.5%	17.2%	25.7%	17.5%	17.2%	27.6%	32.6%	21.6%	13.8%	19.6%	14.0%	26.9%
	100.0%	42.3%	46.4%	17.7%	24.5%	28.6%	7.7%	6.8%	11.4%	20.0%	14.1%	12.3%	16.8%	14.5%	30.9%	28.2%	21.4%	23.2%	39.1%	2.7%	13.2%
It's worth it to pay extra for a higher quality cigar	509	259	188	67	192	121	28	28	48	97	91	30	81	63	81	104	141	89	243	25	48
	42.3%	57.6%	32.9%	48.2%	61.7%	27.9%	48.3%	56.0%	56.5%	58.8%	50.0%	28.3%	38.0%	33.9%	32.9%	55.0%	64.4%	24.2%	54.4%	58.1%	44.0%
	100.0%	50.9%	36.9%	13.2%	37.7%	23.8%	5.5%	5.5%	9.4%	19.1%	17.9%	5.9%	15.9%	12.4%	15.9%	20.4%	27.7%	17.5%	47.7%	4.9%	9.4%
I have a few cigar brands I typically buy most often	752	307	364	85	222	279	40	31	69	119	114	79	153	111	196	158	135	243	288	22	77
	62.0%	67.8%	63.5%	61.2%	70.7%	64.3%	67.8%	63.3%	81.2%	71.7%	62.3%	75.2%	71.2%	59.0%	79.4%	82.7%	61.4%	65.3%	64.4%	50.0%	70.6%
	100.0%	40.8%	48.4%	11.3%	29.5%	37.1%	5.3%	4.1%	9.2%	15.8%	15.2%	10.5%	20.3%	14.8%	26.1%	21.0%	18.0%	32.3%	38.3%	2.9%	10.2%
The price of cigars has gotten so high, I've had to switch to less expensive brands	191	62	107	19	43	88	9	4	23	18	17	28	36	29	63	40	24	70	56	3	27
	15.9%	13.7%	18.8%	13.8%	13.7%	20.4%	15.5%	8.2%	27.1%	10.8%	9.4%	26.4%	17.1%	15.5%	25.5%	21.1%	10.9%	19.0%	12.6%	7.0%	24.8%
	100.0%	32.5%	56.0%	9.9%	22.5%	46.1%	4.7%	2.1%	12.0%	9.4%	8.9%	14.7%	18.8%	15.2%	33.0%	20.9%	12.6%	36.6%	29.3%	1.6%	14.1%
I'm loyal to the brands of cigars I smoke regularly	472	190	251	48	142	203	24	18	51	67	59	74	95	56	156	109	74	160	177	12	47
	39.0%	42.2%	43.7%	35.0%	45.4%	46.5%	41.4%	36.0%	59.3%	40.6%	32.8%	69.2%	44.8%	29.9%	62.9%	58.0%	33.9%	42.4%	39.7%	27.9%	43.1%
	100.0%	40.3%	53.2%	10.2%	30.1%	43.0%	5.1%	3.8%	10.8%	14.2%	12.5%	15.7%	20.1%	11.9%	33.1%	23.1%	15.7%	33.9%	37.5%	2.5%	10.0%
Private label/house brands of cigars are as good as brand name cigars	285	115	143	42	73	101	22	11	30	38	30	29	50	41	89	63	41	89	93	7	46
	23.7%	25.5%	25.0%	30.7%	23.2%	23.3%	37.3%	22.9%	34.9%	23.0%	16.4%	27.4%	23.4%	22.0%	36.3%	33.2%	18.7%	23.9%	20.8%	15.9%	42.2%
	100.0%	40.4%	50.2%	14.7%	25.6%	35.4%	7.7%	3.9%	10.5%	13.3%	10.5%	10.2%	17.5%	14.4%	31.2%	22.1%	14.4%	31.2%	32.6%	2.5%	16.1%
I buy some expensive brands of cigars and save them for special occasions	365	204	140	60	144	80	29	21	41	88	67	31	53	54	77	92	102	60	174	13	42
	30.1%	45.1%	24.4%	43.2%	46.0%	18.4%	49.2%	42.9%	47.7%	53.0%	36.6%	29.5%	24.8%	28.6%	31.2%	47.9%	45.9%	16.1%	38.9%	29.5%	38.5%
	100.0%	55.9%	38.4%	16.4%	39.5%	21.9%	7.9%	5.8%	11.2%	24.1%	18.4%	8.5%	14.5%	14.8%	21.1%	25.2%	27.9%	16.4%	47.7%	3.6%	11.5%
For special events, it's more important to have a brand with some prestige	270	136	102	36	100	66	17	12	31	58	38	18	39	37	53	62	80	58	121	14	26
	22.4%	30.1%	17.8%	25.9%	31.9%	15.2%	29.3%	24.0%	36.5%	35.2%	20.9%	17.0%	18.3%	19.9%	21.5%	32.5%	36.4%	15.7%	27.1%	32.6%	23.9%
	100.0%	50.4%	37.8%	13.3%	37.0%	24.4%	6.3%	4.4%	11.5%	21.5%	14.1%	6.7%	14.4%	13.7%	19.6%	23.0%	29.6%	21.5%	44.8%	5.2%	9.6%
Lower price means lower quality in cigars	259	116	99	26	90	73	10	14	20	47	42	18	43	33	50	47	67	61	102	12	26
	21.4%	25.7%	17.3%	18.8%	28.7%	16.8%	16.9%	29.2%	23.3%	28.3%	23.1%	17.1%	20.1%	17.6%	20.5%	24.9%	30.5%	16.5%	22.8%	27.9%	24.1%
	100.0%	44.8%	38.2%	10.0%	34.7%	28.2%	3.9%	5.4%	7.7%	18.1%	16.2%	6.9%	16.6%	12.7%	19.3%	18.1%	25.9%	23.6%	39.4%	4.6%	10.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I am smoking better quality cigars now than I used to	426	240	145	63	177	82	28	20	54	90	73	32	61	53	97	110	118	75	209	19	59
	35.4%	53.3%	25.3%	45.7%	56.7%	18.9%	49.1%	40.0%	63.5%	54.9%	40.6%	30.2%	28.6%	28.6%	39.6%	57.9%	53.9%	20.3%	46.5%	44.2%	54.6%
	100.0%	56.3%	34.0%	14.8%	41.5%	19.2%	6.6%	4.7%	12.7%	21.1%	17.1%	7.5%	14.3%	12.4%	22.8%	25.8%	27.7%	17.6%	49.1%	4.5%	13.8%
I am always interested in trying new cigar brands	528	234	242	77	157	165	33	28	51	95	83	47	101	74	122	116	109	140	227	21	55
	43.5%	51.8%	41.9%	55.4%	50.2%	37.6%	56.9%	56.0%	59.3%	57.6%	45.9%	44.3%	47.0%	39.6%	49.0%	60.4%	49.5%	37.2%	50.8%	47.7%	50.9%
	100.0%	44.3%	45.8%	14.6%	29.7%	31.3%	6.3%	5.3%	9.7%	18.0%	15.7%	8.9%	19.1%	14.0%	23.1%	22.0%	20.6%	26.5%	43.0%	4.0%	10.4%
Cigars are one of the few luxuries I can afford	285	112	144	37	75	107	17	11	26	47	31	30	58	43	88	63	46	104	94	12	21
	23.6%	24.8%	25.1%	26.8%	23.9%	24.6%	29.8%	22.0%	30.2%	28.3%	17.2%	28.0%	27.2%	22.9%	35.2%	33.0%	20.9%	27.9%	21.0%	27.3%	19.3%
	100.0%	39.3%	50.5%	13.0%	26.3%	37.5%	6.0%	3.9%	9.1%	16.5%	10.9%	10.5%	20.4%	15.1%	30.9%	22.1%	16.1%	36.5%	33.0%	4.2%	7.4%
I only like to smoke brands of cigars I've heard of	184	62	96	14	48	82	5	4	10	24	23	27	26	24	46	32	44	62	68	4	16
	15.2%	13.7%	16.8%	10.1%	15.3%	18.9%	8.6%	8.2%	11.8%	14.5%	12.7%	25.5%	12.3%	12.8%	18.6%	16.8%	19.9%	16.8%	15.2%	9.3%	14.7%
	100.0%	33.7%	52.2%	7.6%	26.1%	44.6%	2.7%	2.2%	5.4%	13.0%	12.5%	14.7%	14.1%	13.0%	25.0%	17.4%	23.9%	33.7%	37.0%	2.2%	8.7%
Channel Preferences																					
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons	153	81	60	18	63	42	7	5	33	26	13	20	27	8	53	42	21	28	28	4	79
	12.8%	18.0%	10.6%	13.0%	20.3%	9.8%	12.1%	10.0%	39.3%	15.7%	7.1%	19.4%	12.7%	4.3%	21.8%	22.3%	9.5%	7.7%	6.3%	9.5%	72.5%
	100.0%	52.9%	39.2%	11.8%	41.2%	27.5%	4.6%	3.3%	21.6%	17.0%	8.5%	13.1%	17.6%	5.2%	34.6%	27.5%	13.7%	18.3%	18.3%	2.6%	51.6%
Catalogs offer the best prices on cigars	213	111	78	33	78	45	16	9	39	39	29	18	34	24	57	52	29	41	68	7	69
	17.8%	24.8%	13.7%	23.9%	25.2%	10.4%	27.6%	18.4%	45.9%	23.5%	16.2%	17.1%	16.1%	13.0%	23.0%	27.1%	13.3%	11.2%	15.3%	16.3%	63.3%
	100.0%	52.1%	36.6%	15.5%	36.6%	21.1%	7.5%	4.2%	18.3%	18.3%	13.6%	8.5%	16.0%	11.3%	26.8%	24.4%	13.6%	19.2%	31.9%	3.3%	32.4%
I prefer to buy cigars from a tobacconist	295	167	106	53	114	53	21	20	27	63	54	12	49	45	55	63	89	36	202	11	11
	24.4%	36.9%	18.5%	38.4%	36.3%	12.2%	36.8%	40.0%	31.8%	38.0%	30.0%	11.3%	23.1%	23.9%	22.1%	33.3%	40.5%	9.6%	45.0%	25.6%	10.1%
	100.0%	56.6%	35.9%	18.0%	38.6%	18.0%	7.1%	6.8%	9.2%	21.4%	18.3%	4.1%	16.6%	15.3%	18.6%	21.4%	30.2%	12.2%	68.5%	3.7%	3.7%
I'm willing to pay a little extra to buy from someone who can give advice on cigars	191	96	66	24	72	42	8	11	15	38	31	9	32	23	31	42	59	29	99	10	15
	15.9%	21.2%	11.6%	17.3%	23.0%	9.7%	13.8%	22.0%	17.6%	22.9%	17.0%	8.5%	15.1%	12.3%	12.6%	22.0%	26.7%	7.9%	22.2%	23.3%	13.8%
	100.0%	50.3%	34.6%	12.6%	37.7%	22.0%	4.2%	5.8%	7.9%	19.9%	16.2%	4.7%	16.8%	12.0%	16.2%	22.0%	30.9%	15.2%	51.8%	5.2%	7.9%
I would never trust buying cigars through a catalog	170	48	103	18	30	85	6	8	9	14	20	17	49	29	34	21	34	67	61	2	4
	14.0%	10.6%	17.9%	12.9%	9.6%	19.5%	10.2%	16.3%	10.5%	8.4%	10.9%	16.0%	22.8%	15.5%	13.7%	11.0%	15.5%	18.0%	13.6%	4.7%	3.7%
	100.0%	28.2%	60.6%	10.6%	17.6%	50.0%	3.5%	4.7%	5.3%	8.2%	11.8%	10.0%	28.8%	17.1%	20.0%	12.4%	20.0%	39.4%	35.9%	1.2%	2.4%
Tobacconists are the best place to buy cigars	365	166	166	52	114	114	20	18	26	63	60	24	61	56	61	70	89	86	194	16	11
	30.0%	36.6%	28.9%	37.4%	36.2%	26.1%	33.9%	36.7%	30.2%	38.0%	32.8%	22.6%	28.4%	29.8%	24.7%	36.5%	40.1%	23.1%	43.3%	36.4%	10.1%
	100.0%	45.5%	45.5%	14.2%	31.2%	31.2%	5.5%	4.9%	7.1%	17.3%	16.4%	6.6%	16.7%	15.3%	16.7%	19.2%	24.4%	23.6%	53.2%	4.4%	3.0%
I would never trust buying cigars through the Internet	331	108	193	41	67	152	19	11	27	27	44	32	78	52	82	58	51	128	115	8	23
	27.5%	24.0%	33.9%	29.5%	21.5%	35.3%	32.2%	22.4%	31.8%	16.5%	24.0%	30.5%	36.6%	27.8%	33.3%	30.7%	23.4%	34.6%	25.8%	18.2%	21.5%
	100.0%	32.6%	58.3%	12.4%	20.2%	45.9%	5.7%	3.3%	8.2%	8.2%	13.3%	9.7%	23.6%	15.7%	24.8%	17.5%	15.4%	38.7%	34.7%	2.4%	6.9%
I like buying cigars on the Internet	31	18	11	3	15	8	1	1	6	7	2	2	5	2	9	10	11	4	9	0	12
	2.6%	4.1%	2.0%	2.2%	4.9%	1.9%	1.8%	2.0%	7.2%	4.3%	1.1%	2.0%	2.4%	1.1%	3.8%	5.4%	5.0%	1.1%	2.1%	0.0%	11.1%
	100.0%	58.1%	35.5%	9.7%	48.4%	25.8%	3.2%	3.2%	19.4%	22.6%	6.5%	6.5%	16.1%	6.5%	29.0%	32.3%	35.5%	12.9%	29.0%	0.0%	38.7%
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet	223	129	82	33	96	49	16	10	42	55	23	19	34	20	62	70	43	37	71	8	68
	18.5%	28.7%	14.3%	23.7%	31.0%	11.3%	27.1%	20.4%	49.4%	33.1%	12.6%	17.9%	15.9%	10.6%	25.2%	36.8%	19.5%	10.0%	15.9%	18.2%	63.0%
	100.0%	57.8%	36.8%	14.8%	43.0%	22.0%	7.2%	4.5%	18.8%	24.7%	10.3%	8.5%	15.2%	9.0%	27.8%	31.4%	19.3%	16.6%	31.8%	3.6%	30.5%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist	242 20.1% 100.0%	65 14.4% 26.9%	130 22.7% 53.7%	19 13.9% 7.9%	46 14.6% 19.0%	111 25.5% 45.9%	5 8.8% 2.1%	9 18.0% 3.7%	14 16.3% 5.8%	21 12.7% 8.7%	21 11.9% 8.7%	28 26.9% 11.6%	49 22.9% 20.2%	32 17.2% 13.2%	73 29.6% 30.2%	38 20.0% 15.7%	24 11.1% 9.9%	102 27.3% 42.1%	57 12.8% 23.6%	8 18.2% 3.3%	25 23.1% 10.3%
I am very loyal to my tobacconist	119 9.9% 100.0%	64 14.3% 53.8%	55 9.6% 46.2%	22 15.9% 18.5%	42 13.5% 35.3%	33 7.6% 27.7%	10 17.5% 8.4%	8 16.0% 6.7%	10 11.8% 8.4%	23 13.9% 19.3%	15 8.4% 12.6%	9 8.7% 7.6%	26 12.3% 21.8%	18 9.6% 15.1%	41 16.8% 34.5%	36 19.1% 30.3%	27 12.4% 22.7%	20 5.4% 16.8%	67 15.1% 56.3%	5 11.4% 4.2%	6 5.6% 5.0%
When I buy my favorite brand of cigar, I usually shop around to get the best price	313 25.8% 100.0%	118 26.0% 37.7%	176 30.7% 56.2%	42 30.4% 13.4%	76 24.1% 24.3%	134 30.7% 42.8%	16 28.1% 5.1%	17 34.0% 5.4%	35 40.7% 11.2%	44 26.5% 14.1%	29 16.1% 9.3%	45 42.1% 14.4%	66 31.1% 21.1%	44 23.5% 14.1%	103 41.5% 32.9%	81 42.4% 25.9%	35 16.1% 11.2%	112 29.8% 35.8%	115 25.8% 36.7%	6 13.6% 1.9%	43 39.4% 13.7%
When shopping for cigars, I have to go somewhere where I trust the salesperson	282 23.3% 100.0%	141 31.2% 50.0%	125 21.8% 44.3%	45 32.6% 16.0%	96 30.6% 34.0%	80 18.3% 28.4%	21 36.8% 7.4%	15 30.0% 5.3%	29 33.7% 10.3%	55 33.1% 19.5%	42 23.3% 14.9%	22 20.8% 7.8%	54 25.2% 19.1%	32 17.1% 11.3%	62 24.9% 22.0%	62 32.6% 22.0%	68 31.1% 24.1%	54 14.4% 19.1%	146 32.6% 51.8%	16 36.4% 5.7%	21 19.4% 7.4%
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	271 22.5% 100.0%	119 26.3% 43.9%	132 23.2% 48.7%	43 30.9% 15.9%	76 24.2% 28.0%	89 20.7% 32.8%	16 27.6% 5.9%	17 34.0% 6.3%	20 23.5% 7.4%	49 29.7% 18.1%	43 23.6% 15.9%	30 28.6% 11.1%	43 20.5% 15.9%	45 24.2% 16.6%	62 25.3% 22.9%	53 27.7% 19.6%	69 31.2% 25.5%	62 17.0% 22.9%	145 32.4% 53.5%	11 25.6% 4.1%	6 5.5% 2.2%
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	216 18.0% 100.0%	87 19.2% 40.3%	119 21.0% 55.1%	41 29.7% 19.0%	46 14.6% 21.3%	78 18.1% 36.1%	18 31.6% 8.3%	15 30.0% 6.9%	9 10.6% 4.2%	35 21.2% 16.2%	31 17.2% 14.4%	21 20.2% 9.7%	42 20.0% 19.4%	42 22.6% 19.4%	51 20.9% 23.6%	44 23.2% 20.4%	51 23.2% 23.6%	47 12.9% 21.8%	121 27.1% 56.0%	7 16.3% 3.2%	4 3.7% 1.9%
<u>Taste Preferences</u>																					
I prefer mild tasting cigars	579 48.4% 100.0%	182 41.0% 31.4%	315 55.8% 54.4%	63 46.7% 10.9%	119 38.5% 20.6%	252 58.6% 43.5%	26 44.8% 4.5%	21 42.9% 3.6%	32 38.1% 5.5%	72 44.2% 12.4%	72 40.2% 12.4%	63 59.4% 10.9%	119 56.7% 20.6%	94 51.4% 16.2%	134 54.7% 23.1%	79 42.0% 13.6%	87 40.1% 15.0%	208 56.8% 35.9%	191 43.2% 33.0%	16 37.2% 2.8%	53 48.6% 9.2%
I like to smoke a range of tastes	436 35.8% 100.0%	193 42.6% 44.3%	207 35.9% 47.5%	73 52.9% 16.7%	120 38.1% 27.5%	134 30.5% 30.7%	33 57.9% 7.6%	26 52.0% 6.0%	43 50.0% 9.9%	79 47.6% 18.1%	62 34.4% 14.2%	29 27.1% 6.7%	88 41.1% 20.2%	75 39.9% 17.2%	93 37.2% 21.3%	104 54.5% 23.9%	93 42.1% 21.3%	116 30.8% 26.6%	184 41.0% 42.2%	15 34.1% 3.4%	45 41.3% 10.3%
I prefer stronger tasting cigars	169 14.0% 100.0%	93 20.8% 55.0%	59 10.3% 34.9%	29 21.5% 17.2%	64 20.4% 37.9%	30 6.8% 17.8%	11 20.0% 6.5%	13 26.5% 7.7%	26 30.6% 15.4%	33 20.2% 19.5%	27 15.1% 16.0%	12 11.3% 7.1%	26 12.2% 15.4%	20 10.7% 11.8%	52 21.0% 30.8%	51 27.1% 30.2%	42 19.2% 24.9%	31 8.3% 18.3%	79 17.7% 46.7%	11 25.0% 6.5%	21 19.3% 12.4%
Mild-tasting cigars are easier to smoke on an everyday basis	538 44.7% 100.0%	194 43.0% 36.1%	301 52.4% 55.9%	73 52.9% 13.6%	121 38.7% 22.5%	228 52.3% 42.4%	29 50.9% 5.4%	26 52.0% 4.8%	44 51.2% 8.2%	74 44.6% 13.8%	76 42.2% 14.1%	65 60.7% 12.1%	111 52.4% 20.6%	83 44.4% 15.4%	138 55.4% 25.7%	90 47.4% 16.7%	75 34.7% 13.9%	192 51.3% 35.7%	169 38.1% 31.4%	17 38.6% 3.2%	61 56.0% 11.3%
My preferences have evolved over time towards stronger cigars	201 16.6% 100.0%	111 24.6% 55.2%	67 11.7% 33.3%	31 22.5% 15.4%	80 25.6% 39.8%	36 8.2% 17.9%	12 20.7% 6.0%	15 30.0% 7.5%	31 36.0% 15.4%	47 28.3% 23.4%	27 15.1% 13.4%	11 10.4% 5.5%	30 14.1% 14.9%	30 16.0% 14.9%	54 21.7% 26.9%	57 30.0% 28.4%	59 27.3% 29.4%	29 7.7% 14.4%	89 20.0% 44.3%	11 25.0% 5.5%	28 25.9% 13.9%
My preferences have evolved over time towards more expensive cigars	310 25.8% 100.0%	184 41.0% 59.4%	110 19.3% 35.5%	53 38.4% 17.1%	131 42.1% 42.3%	57 13.2% 18.4%	24 42.1% 7.7%	18 36.0% 5.8%	42 49.4% 13.5%	73 44.2% 23.5%	55 30.6% 17.7%	16 15.1% 5.2%	48 22.7% 15.5%	41 22.0% 13.2%	54 22.0% 17.4%	73 38.6% 23.5%	92 41.6% 29.7%	50 13.6% 16.1%	163 36.5% 52.6%	14 32.6% 4.5%	36 33.0% 11.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
My preferences have evolved over time towards less expensive cigars	189 15.7% 100.0%	34 7.6% 18.0%	126 22.0% 66.7%	14 10.2% 7.4%	20 6.4% 10.6%	112 25.7% 59.3%	5 8.8% 2.6%	4 8.2% 2.1%	7 8.2% 3.7%	14 8.5% 7.4%	13 7.1% 6.9%	31 29.2% 16.4%	43 20.3% 22.8%	29 15.6% 15.3%	65 26.4% 34.4%	25 13.2% 13.2%	14 6.4% 7.4%	94 25.4% 49.7%	38 8.6% 20.1%	6 14.0% 3.2%	12 11.0% 6.3%
I like to smoke a full-flavored cigar	570 47.0% 100.0%	254 56.2% 44.6%	275 47.8% 48.2%	84 60.9% 14.7%	170 54.1% 29.8%	191 43.7% 33.5%	38 64.4% 6.7%	30 61.2% 5.3%	54 62.8% 9.5%	92 55.8% 16.1%	81 44.5% 14.2%	56 52.8% 9.8%	102 47.9% 17.9%	87 46.0% 15.3%	135 54.4% 23.7%	124 64.6% 21.8%	111 50.0% 19.5%	151 40.5% 26.5%	229 51.1% 40.2%	22 50.0% 3.9%	58 53.7% 10.2%
Strong cigars are too harsh for me	428 35.5% 100.0%	130 29.0% 30.4%	216 37.8% 50.5%	44 31.9% 10.3%	86 27.7% 20.1%	172 39.6% 40.2%	18 31.0% 4.2%	13 26.5% 3.0%	25 30.1% 5.8%	47 28.3% 11.0%	56 30.9% 13.1%	41 39.0% 9.6%	82 38.7% 19.2%	65 34.8% 15.2%	82 33.5% 19.2%	50 26.5% 11.7%	70 31.7% 16.4%	141 38.1% 32.9%	145 32.4% 33.9%	16 37.2% 3.7%	45 41.7% 10.5%
Experienced cigar smokers smoke stronger cigars	199 16.6% 100.0%	77 17.2% 38.7%	100 17.5% 50.3%	28 20.4% 14.1%	49 15.8% 24.6%	72 16.6% 36.2%	8 14.3% 4.0%	14 28.0% 7.0%	16 18.6% 8.0%	36 22.0% 18.1%	17 9.6% 8.5%	16 15.1% 8.0%	42 19.9% 21.1%	30 16.0% 15.1%	47 19.3% 23.6%	38 20.5% 19.1%	34 15.6% 17.1%	70 18.9% 35.2%	73 16.5% 36.7%	7 16.7% 3.5%	14 13.1% 7.0%
<u>How Started Smoking</u>																					
My father introduced me to smoking cigars	112 9.3% 100.0%	39 8.6% 34.8%	66 11.5% 58.9%	18 13.2% 16.1%	21 6.7% 18.8%	48 11.0% 42.9%	7 12.5% 6.3%	6 12.0% 5.4%	11 12.8% 9.8%	12 7.3% 10.7%	13 7.3% 11.6%	7 6.6% 6.3%	27 12.6% 24.1%	19 10.2% 17.0%	26 10.5% 23.2%	23 12.1% 20.5%	19 8.6% 17.0%	40 10.7% 35.7%	33 7.4% 29.5%	3 6.8% 2.7%	9 8.3% 8.0%
A friend introduced me to smoking cigars	339 28.2% 100.0%	134 29.8% 39.5%	129 22.7% 38.1%	32 23.4% 9.4%	102 32.6% 30.1%	97 22.5% 28.6%	14 24.1% 4.1%	11 22.4% 3.2%	25 29.4% 7.4%	55 33.1% 16.2%	51 28.3% 15.0%	20 18.9% 5.9%	53 25.4% 15.6%	42 22.7% 12.4%	58 23.8% 17.1%	57 30.0% 16.8%	85 38.5% 25.1%	87 23.8% 25.7%	155 34.9% 45.7%	15 34.9% 4.4%	28 25.7% 8.3%
I started smoking cigars before it became trendy	699 57.6% 100.0%	283 62.6% 40.5%	348 60.4% 49.8%	89 64.5% 12.7%	194 61.8% 27.8%	259 59.1% 37.1%	38 65.5% 5.4%	34 68.0% 4.9%	72 83.7% 10.3%	101 60.8% 14.4%	97 53.6% 13.9%	81 75.7% 11.6%	136 63.6% 19.5%	94 50.3% 13.4%	180 72.3% 25.8%	140 73.7% 20.0%	116 53.0% 16.6%	207 54.9% 29.6%	284 63.4% 40.6%	22 50.0% 3.1%	81 74.3% 11.6%
<u>Role of Tobacconist</u>																					
When I go to the tobacconist, I feel like a kid in a candy store	274 22.9% 100.0%	166 36.8% 60.6%	113 20.0% 41.2%	52 37.4% 19.0%	114 36.5% 41.6%	61 14.3% 22.3%	26 44.8% 9.5%	15 30.0% 5.5%	38 44.7% 13.9%	69 41.6% 25.2%	39 21.5% 14.2%	15 14.7% 5.5%	46 22.0% 16.8%	37 19.8% 13.5%	59 24.4% 21.5%	71 37.4% 25.9%	59 26.6% 21.5%	46 12.6% 16.8%	129 28.9% 47.1%	10 23.8% 3.6%	39 36.1% 14.2%
I have a close relationship with my tobacconist	64 5.3% 100.0%	34 7.6% 53.1%	30 5.3% 46.9%	13 9.5% 20.3%	21 6.8% 32.8%	17 4.0% 26.6%	6 10.3% 9.4%	4 8.0% 6.3%	7 8.3% 10.9%	13 7.9% 20.3%	7 3.9% 10.9%	5 4.8% 7.8%	9 4.3% 14.1%	9 4.9% 14.1%	24 9.8% 37.5%	21 11.1% 32.8%	18 8.1% 28.1%	10 2.7% 15.6%	41 9.2% 64.1%	3 7.0% 4.7%	1 0.9% 1.6%
I trust my tobacconist	261 21.9% 100.0%	137 30.5% 52.5%	118 20.9% 45.2%	47 34.1% 18.0%	90 28.9% 34.5%	71 16.7% 27.2%	24 42.1% 9.2%	16 32.0% 6.1%	26 31.0% 10.0%	58 35.2% 22.2%	39 21.7% 14.9%	15 14.6% 5.7%	57 27.0% 21.8%	37 20.1% 14.2%	63 25.9% 24.1%	63 33.3% 24.1%	63 29.0% 24.1%	48 13.3% 18.4%	145 32.7% 55.6%	10 23.3% 3.8%	19 17.4% 7.3%
All tobacconists are pretty much the same	190 15.7% 100.0%	49 10.8% 25.8%	94 16.4% 49.5%	16 11.5% 8.4%	33 10.5% 17.4%	78 18.0% 41.1%	8 13.6% 4.2%	3 6.1% 1.6%	12 14.0% 6.3%	17 10.2% 8.9%	18 9.8% 9.5%	16 15.4% 8.4%	34 15.9% 17.9%	31 16.4% 16.3%	41 16.7% 21.6%	23 12.1% 12.1%	30 13.6% 15.8%	69 18.6% 36.3%	51 11.4% 26.8%	4 9.1% 2.1%	22 20.4% 11.6%
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke	305 25.3% 100.0%	158 35.2% 51.8%	136 23.8% 44.6%	50 36.2% 16.4%	108 34.7% 35.4%	86 19.9% 28.2%	22 38.6% 7.2%	21 42.0% 6.9%	34 40.0% 11.1%	69 41.6% 22.6%	47 26.1% 15.4%	19 17.9% 6.2%	61 28.8% 20.0%	46 24.5% 15.1%	71 28.9% 23.3%	78 41.3% 25.6%	61 28.0% 20.0%	66 17.8% 21.6%	164 36.8% 53.8%	10 22.7% 3.3%	22 20.4% 7.2%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS ChANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars	237 19.7% 100.0%	129 28.7% 54.4%	109 19.1% 46.0%	42 30.4% 17.7%	87 27.9% 36.7%	67 15.5% 28.3%	22 38.6% 9.3%	13 26.0% 5.5%	29 34.1% 12.2%	54 32.5% 22.8%	37 20.7% 15.6%	24 22.6% 10.1%	47 22.4% 19.8%	32 17.0% 13.5%	68 27.6% 28.7%	75 39.5% 31.6%	55 25.6% 23.2%	48 13.0% 20.3%	130 29.1% 54.9%	11 25.0% 4.6%	21 19.4% 8.9%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions	205 17.1% 100.0%	112 25.0% 54.6%	88 15.5% 42.9%	36 26.1% 17.6%	76 24.5% 37.1%	52 12.1% 25.4%	18 31.6% 8.8%	14 28.0% 6.8%	19 22.1% 9.3%	44 26.8% 21.5%	32 18.1% 15.6%	12 11.5% 5.9%	37 17.7% 18.0%	37 19.7% 18.0%	45 18.3% 22.0%	56 29.6% 27.3%	55 25.2% 26.8%	37 10.0% 18.0%	116 26.1% 56.6%	15 34.9% 7.3%	14 13.1% 6.8%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink	147 12.3% 100.0%	85 18.8% 57.8%	64 11.3% 43.5%	32 23.0% 21.8%	53 17.0% 36.1%	32 7.5% 21.8%	16 27.6% 10.9%	12 24.0% 8.2%	16 18.8% 10.9%	33 19.9% 22.4%	32 17.6% 21.8%	10 9.7% 6.8%	26 12.4% 17.7%	26 13.9% 17.7%	34 14.0% 23.1%	48 25.1% 32.7%	43 19.5% 29.3%	21 5.8% 14.3%	79 17.8% 53.7%	8 19.0% 5.4%	8 7.3% 5.4%
I wish the cigars displayed at a tobacconist were better organized	172 14.4% 100.0%	79 17.5% 45.9%	84 14.8% 48.8%	28 20.1% 16.3%	51 16.3% 29.7%	56 13.1% 32.6%	12 20.7% 7.0%	10 20.0% 5.8%	20 23.5% 11.6%	26 15.8% 15.1%	32 17.6% 18.6%	19 18.1% 11.0%	34 16.1% 19.8%	19 10.3% 11.0%	50 20.6% 29.1%	49 25.8% 28.5%	35 16.1% 20.3%	37 10.2% 21.5%	74 16.6% 43.0%	8 18.6% 4.7%	18 16.5% 10.5%
I wish it were easier to select new cigars at the tobacconist without having to ask for help	261 21.8% 100.0%	103 22.8% 39.5%	133 23.4% 51.0%	36 26.3% 13.8%	67 21.3% 25.7%	97 22.5% 37.2%	15 26.3% 5.7%	12 24.0% 4.6%	17 20.0% 6.5%	38 22.9% 14.6%	41 22.8% 15.7%	22 21.0% 8.4%	59 28.1% 22.6%	33 17.6% 12.6%	60 24.7% 23.0%	61 32.4% 23.4%	55 25.2% 21.1%	75 20.2% 28.7%	110 24.9% 42.1%	9 20.5% 3.4%	22 20.4% 8.4%
<u>Perceptions Of Cigar Smokers</u>																					
People who smoke cigars are more confident in themselves than non-smokers	124 10.3% 100.0%	53 11.8% 42.7%	58 10.2% 46.8%	16 11.6% 12.9%	37 11.9% 29.8%	42 9.7% 33.9%	7 12.1% 5.6%	6 12.0% 4.8%	21 25.0% 16.9%	17 10.3% 13.7%	18 9.9% 14.5%	23 21.7% 18.5%	20 9.4% 16.1%	13 7.1% 10.5%	42 17.0% 33.9%	38 19.9% 30.6%	24 11.0% 19.4%	35 9.5% 28.2%	43 9.7% 34.7%	5 11.6% 4.0%	18 16.7% 14.5%
People who smoke cigars are more likely to have a good sense of humor than non-smokers	206 17.0% 100.0%	91 20.1% 44.2%	95 16.6% 46.1%	33 23.9% 16.0%	58 18.5% 28.2%	62 14.3% 30.1%	13 22.0% 6.3%	13 27.1% 6.3%	20 23.3% 9.7%	41 24.8% 19.9%	26 14.2% 12.6%	23 22.1% 11.2%	34 15.7% 16.5%	30 16.0% 14.6%	63 25.7% 30.6%	48 25.1% 23.3%	41 18.5% 19.9%	47 12.6% 22.8%	67 14.9% 32.5%	11 25.0% 5.3%	22 20.4% 10.7%
People who smoke cigars are more open-minded than non-smokers	169 14.1% 100.0%	72 16.1% 42.6%	83 14.6% 49.1%	28 20.6% 16.6%	44 14.1% 26.0%	55 12.7% 32.5%	13 22.4% 7.7%	10 20.4% 5.9%	19 22.6% 11.2%	29 17.6% 17.2%	23 12.8% 13.6%	22 20.8% 13.0%	31 14.8% 18.3%	24 13.0% 14.2%	53 21.7% 31.4%	48 25.1% 28.4%	29 13.1% 17.2%	46 12.6% 27.2%	62 13.9% 36.7%	10 23.3% 5.9%	17 15.7% 10.1%
People who smoke cigars are easy to talk to	162 13.6% 100.0%	80 17.9% 49.4%	77 13.6% 47.5%	29 21.2% 17.9%	51 16.5% 31.5%	48 11.2% 29.6%	10 17.5% 6.2%	11 22.0% 6.8%	30 35.3% 18.5%	23 14.0% 14.2%	26 14.8% 16.0%	24 23.5% 14.8%	32 15.2% 19.8%	17 9.2% 10.5%	62 25.7% 38.3%	55 29.4% 34.0%	37 17.1% 22.8%	41 11.2% 25.3%	51 11.7% 31.5%	9 20.9% 5.6%	26 24.3% 16.0%
Cigar smoking is trendy today	691 56.9% 100.0%	314 69.5% 45.4%	287 49.7% 41.5%	90 64.7% 13.0%	224 71.6% 32.4%	197 44.9% 28.5%	38 65.5% 5.5%	32 64.0% 4.6%	65 75.6% 9.4%	112 67.5% 16.2%	122 67.8% 17.7%	47 44.3% 6.8%	115 53.5% 16.6%	92 48.9% 13.3%	133 53.4% 19.2%	129 67.2% 18.7%	148 67.6% 21.4%	167 44.4% 24.2%	291 65.0% 42.1%	36 81.8% 5.2%	74 68.5% 10.7%
People smoke cigars primarily because they think it's a cool thing to do	259 21.3% 100.0%	104 23.0% 40.2%	92 16.0% 35.5%	27 19.4% 10.4%	77 24.5% 29.7%	65 14.9% 25.1%	13 22.0% 5.0%	7 14.3% 2.7%	14 16.3% 5.4%	36 21.7% 13.9%	46 25.1% 17.8%	13 12.4% 5.0%	33 15.3% 12.7%	40 21.2% 15.4%	36 14.6% 13.9%	38 19.8% 14.7%	71 32.1% 27.4%	63 16.8% 24.3%	102 22.7% 39.4%	22 50.0% 8.5%	19 17.6% 7.3%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
People who have just	109	63	41	15	48	26	7	3	24	18	12	13	16	13	38	37	21	21	33	5	26
taken up cigar smoking	9.0%	14.0%	7.2%	11.1%	15.3%	6.0%	12.3%	6.3%	27.9%	10.9%	6.7%	12.4%	7.5%	7.0%	15.3%	19.6%	9.6%	5.6%	7.4%	11.4%	24.1%
recently are spoiling it	100.0%	57.8%	37.6%	13.8%	44.0%	23.9%	6.4%	2.8%	22.0%	16.5%	11.0%	11.9%	14.7%	11.9%	34.9%	33.9%	19.3%	19.3%	30.3%	4.6%	23.9%
for the rest of us																					

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Love/Involvement/Interest																					
I love cigars	185	53	67	13	40	54	2	5	5	12	32	4	22	38	12	5	35	54	70	11	8
	15.2%	11.8%	11.6%	9.4%	12.8%	12.3%	3.4%	10.2%	5.8%	7.2%	17.6%	3.8%	10.2%	20.1%	4.9%	2.6%	15.9%	14.4%	15.6%	25.0%	7.3%
	100.0%	28.6%	36.2%	7.0%	21.6%	29.2%	1.1%	2.7%	2.7%	6.5%	17.3%	2.2%	11.9%	20.5%	6.5%	2.7%	18.9%	29.2%	37.8%	5.9%	4.3%
I have made my own homemade humidification system	972	340	470	108	232	362	48	40	58	119	152	81	180	163	182	123	175	315	358	35	72
	80.7%	75.2%	82.3%	77.7%	74.1%	83.8%	82.8%	80.0%	68.2%	72.1%	84.0%	77.1%	84.5%	87.6%	74.3%	65.1%	78.8%	84.9%	80.6%	83.3%	66.1%
	100.0%	35.0%	48.4%	11.1%	23.9%	37.2%	4.9%	4.1%	6.0%	12.2%	15.6%	8.3%	18.5%	16.8%	18.7%	12.7%	18.0%	32.4%	36.8%	3.6%	7.4%
Cigar smoking is one of my passions	538	157	234	41	116	193	14	15	16	48	84	24	82	95	53	33	112	177	188	25	32
	44.7%	34.8%	41.1%	29.7%	37.1%	44.8%	24.1%	30.6%	18.8%	29.1%	46.7%	23.1%	38.7%	51.1%	21.7%	17.5%	50.7%	48.5%	42.1%	59.5%	29.6%
	100.0%	29.2%	43.5%	7.6%	21.6%	35.9%	2.6%	2.8%	3.0%	8.9%	15.6%	4.5%	15.2%	17.7%	9.9%	6.1%	20.8%	32.9%	34.9%	4.6%	5.9%
Cigar smoking is a favorite hobby for me	527	149	243	42	107	201	14	16	22	44	69	37	81	100	62	35	98	177	183	21	41
	43.5%	33.1%	42.2%	30.4%	34.3%	45.9%	24.1%	32.7%	25.9%	26.7%	38.1%	34.6%	37.9%	53.5%	25.1%	18.3%	44.7%	47.2%	40.9%	48.8%	37.6%
	100.0%	28.3%	46.1%	8.0%	20.3%	38.1%	2.7%	3.0%	4.2%	8.3%	13.1%	7.0%	15.4%	19.0%	11.8%	6.6%	18.6%	33.6%	34.7%	4.0%	7.8%
Cigar smoking is one of lifes little pleasures	115	21	52	7	14	45	0	5	4	6	7	3	20	17	19	9	23	44	32	6	2
	9.5%	4.6%	9.0%	5.0%	4.5%	10.3%	0.0%	10.2%	4.7%	3.6%	3.8%	2.8%	9.3%	9.0%	7.7%	4.7%	10.4%	11.7%	7.2%	13.6%	1.8%
	100.0%	18.3%	45.2%	6.1%	12.2%	39.1%	0.0%	4.3%	3.5%	5.2%	6.1%	2.6%	17.4%	14.8%	16.5%	7.8%	20.0%	38.3%	27.8%	5.2%	1.7%
Cigar smoking is macho	683	229	347	76	153	271	35	24	46	78	95	66	120	113	145	101	108	242	231	20	61
	56.4%	51.0%	60.3%	55.5%	49.0%	61.9%	62.5%	48.0%	54.1%	47.3%	52.8%	61.7%	56.3%	60.1%	58.7%	53.4%	49.3%	64.4%	51.8%	46.5%	56.0%
	100.0%	33.5%	50.8%	11.1%	22.4%	39.7%	5.1%	3.5%	6.7%	11.4%	13.9%	9.7%	17.6%	16.5%	21.2%	14.8%	15.8%	35.4%	33.8%	2.9%	8.9%
I love the aroma of cigars	88	18	33	3	15	30	0	2	0	3	9	5	8	14	13	7	18	33	22	5	4
	7.3%	4.0%	5.7%	2.2%	4.8%	6.9%	0.0%	4.0%	0.0%	1.8%	5.0%	4.7%	3.7%	7.4%	5.2%	3.7%	8.2%	8.8%	4.9%	11.4%	3.7%
	100.0%	20.5%	37.5%	3.4%	17.0%	34.1%	0.0%	2.3%	0.0%	3.4%	10.2%	5.7%	9.1%	15.9%	14.8%	8.0%	20.5%	37.5%	25.0%	5.7%	4.5%
Cigar smoking is a classy thing to do	439	134	219	45	89	174	16	12	24	44	43	44	75	67	81	53	74	154	142	12	35
	36.2%	29.6%	38.0%	32.4%	28.4%	39.7%	27.6%	24.0%	27.9%	26.7%	23.8%	41.1%	35.0%	35.8%	32.5%	27.6%	33.6%	40.8%	31.8%	27.3%	32.4%
	100.0%	30.5%	49.9%	10.3%	20.3%	39.6%	3.6%	2.7%	5.5%	10.0%	9.8%	10.0%	17.1%	15.3%	18.5%	12.1%	16.9%	35.1%	32.3%	2.7%	8.0%
When you smoke a cigar, you are part of the finer things in life	456	127	218	39	88	179	14	14	19	43	59	33	75	81	78	40	80	164	162	18	33
	37.4%	28.0%	37.7%	28.1%	28.0%	40.8%	23.7%	28.6%	22.1%	25.9%	32.2%	31.1%	34.7%	42.9%	31.5%	20.8%	36.0%	43.0%	36.2%	40.9%	30.3%
	100.0%	27.9%	47.8%	8.6%	19.3%	39.3%	3.1%	3.1%	4.2%	9.4%	12.9%	7.2%	16.4%	17.8%	17.1%	8.8%	17.5%	36.0%	35.5%	3.9%	7.2%
Cigars are a status symbol	558	177	287	58	119	229	31	16	38	62	69	66	102	84	135	88	87	199	188	17	45
	46.2%	39.2%	49.9%	42.0%	38.0%	52.4%	54.4%	32.0%	44.7%	37.3%	38.3%	61.7%	47.7%	44.9%	54.0%	46.3%	39.7%	53.1%	42.2%	38.6%	41.7%
	100.0%	31.7%	51.4%	10.4%	21.3%	41.0%	5.6%	2.9%	6.8%	11.1%	12.4%	11.8%	18.3%	15.1%	24.2%	15.8%	15.6%	35.7%	33.7%	3.0%	8.1%
Cigars are prestigious	408	114	208	37	77	171	13	12	17	40	49	48	66	72	80	46	65	144	128	14	36
	34.1%	25.3%	36.7%	27.0%	24.6%	39.9%	23.2%	24.0%	19.8%	24.2%	27.4%	45.3%	31.3%	38.9%	32.7%	24.3%	30.0%	38.6%	28.7%	32.6%	33.6%
	100.0%	27.9%	51.0%	9.1%	18.9%	41.9%	3.2%	2.9%	4.2%	9.8%	12.0%	11.8%	16.2%	17.6%	19.6%	11.3%	15.9%	35.3%	31.4%	3.4%	8.8%
Cigars are a good conversation starter	408	103	206	27	76	179	6	13	18	37	50	51	71	58	94	47	57	162	119	8	29
	33.7%	22.8%	35.8%	19.6%	24.3%	40.9%	10.5%	26.0%	20.9%	22.3%	28.1%	47.7%	33.3%	31.0%	37.6%	24.6%	26.0%	43.2%	26.7%	18.2%	26.6%
	100.0%	25.2%	50.5%	6.6%	18.6%	43.9%	1.5%	3.2%	4.4%	9.1%	12.3%	12.5%	17.4%	14.2%	23.0%	11.5%	14.0%	39.7%	29.2%	2.0%	7.1%
A good cigar can make any occasion special	233	44	114	14	30	100	3	4	5	14	20	17	47	37	37	12	29	94	79	3	5
	19.2%	9.7%	19.8%	10.1%	9.6%	22.9%	5.1%	8.2%	5.8%	8.4%	11.0%	16.0%	21.9%	19.7%	15.0%	6.3%	13.1%	25.2%	17.7%	6.8%	4.6%
	100.0%	18.9%	48.9%	6.0%	12.9%	42.9%	1.3%	1.7%	2.1%	6.0%	8.6%	7.3%	20.2%	15.9%	15.9%	5.2%	12.4%	40.3%	33.9%	1.3%	2.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019135

Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Smoking a cigar is a way of showing you accomplished something	727 60.5% 100.0%	252 56.0% 34.7%	340 59.8% 46.8%	74 53.6% 10.2%	178 57.1% 24.5%	266 61.7% 36.6%	27 47.4% 3.7%	29 58.0% 4.0%	41 48.2% 5.6%	87 52.4% 12.0%	102 56.7% 14.0%	58 55.8% 8.0%	126 59.4% 17.3%	118 63.1% 16.2%	131 53.3% 18.0%	83 43.5% 11.4%	127 58.0% 17.5%	237 64.6% 32.6%	268 60.4% 36.9%	23 53.5% 3.2%	62 56.9% 8.5%
I enjoy shopping for cigars	290 23.9% 100.0%	52 11.5% 17.9%	157 27.3% 54.1%	18 13.0% 6.2%	34 10.8% 11.7%	139 31.8% 47.9%	3 5.2% 1.0%	7 14.3% 2.4%	13 15.1% 4.5%	12 7.3% 4.1%	23 12.6% 7.9%	28 26.7% 9.7%	49 22.8% 16.9%	60 31.9% 20.7%	58 23.6% 20.0%	21 11.1% 7.2%	35 15.8% 12.1%	128 34.3% 44.1%	59 13.2% 20.3%	12 27.9% 4.1%	17 15.6% 5.9%
I really enjoy owning a humidor	645 54.8% 100.0%	158 35.7% 24.5%	334 59.5% 51.8%	51 37.0% 7.9%	107 35.2% 16.6%	283 66.9% 43.9%	16 28.1% 2.5%	23 46.0% 3.6%	13 15.3% 2.0%	48 29.8% 7.4%	103 58.2% 16.0%	62 60.2% 9.6%	116 55.5% 18.0%	112 60.2% 17.4%	117 48.3% 18.1%	61 32.3% 9.5%	102 47.7% 15.8%	244 67.2% 37.8%	215 49.3% 33.3%	24 60.0% 3.7%	27 25.2% 4.2%
I enjoy planning ahead to smoke a cigar	376 31.2% 100.0%	91 20.2% 24.2%	194 33.8% 51.6%	26 19.0% 6.9%	65 20.7% 17.3%	168 38.4% 44.7%	10 17.5% 2.7%	11 22.0% 2.9%	23 27.1% 6.1%	23 13.9% 6.1%	36 20.1% 9.6%	41 38.3% 10.9%	65 30.5% 17.3%	57 30.6% 15.2%	93 37.3% 24.7%	48 25.3% 12.8%	51 23.4% 13.6%	154 40.8% 41.0%	100 22.5% 26.6%	12 27.3% 3.2%	28 26.2% 7.4%
When I smoke a cigar, I don't do anything else	611 50.2% 100.0%	207 45.9% 33.9%	280 48.4% 45.8%	55 39.6% 9.0%	152 48.7% 24.9%	225 51.3% 36.8%	21 35.6% 3.4%	23 46.9% 3.8%	48 55.8% 7.9%	71 42.8% 11.6%	88 48.4% 14.4%	60 56.6% 9.8%	114 52.8% 18.7%	87 46.0% 14.2%	140 56.5% 22.9%	94 49.2% 15.4%	106 48.0% 17.3%	195 51.9% 31.9%	226 50.3% 37.0%	22 51.2% 3.6%	52 47.7% 8.5%
Cigar smoking is my private time	305 25.4% 100.0%	93 20.8% 30.5%	139 24.5% 45.6%	31 22.8% 10.2%	62 19.9% 20.3%	108 25.0% 35.4%	8 13.6% 2.6%	13 27.7% 4.3%	16 19.0% 5.2%	32 19.5% 10.5%	38 20.9% 12.5%	23 22.8% 7.5%	49 23.0% 16.1%	46 24.3% 15.1%	47 19.8% 15.4%	32 17.2% 10.5%	62 28.4% 20.3%	95 25.9% 31.1%	111 25.0% 36.4%	15 34.9% 4.9%	23 21.3% 7.5%
Shopping for cigars is like an adventure	391 32.2% 100.0%	93 20.5% 23.8%	207 36.0% 52.9%	28 20.1% 7.2%	65 20.7% 16.6%	179 41.1% 45.8%	7 11.9% 1.8%	11 22.4% 2.8%	17 19.8% 4.3%	25 15.1% 6.4%	45 24.7% 11.5%	35 33.0% 9.0%	76 35.3% 19.4%	75 39.9% 19.2%	78 31.6% 19.9%	34 17.7% 8.7%	49 22.2% 12.5%	162 43.5% 41.4%	99 22.0% 25.3%	11 25.0% 2.8%	26 23.9% 6.6%
I'm always on the lookout for new cigars	384 31.7% 100.0%	81 18.0% 21.1%	179 31.2% 46.6%	21 15.2% 5.5%	60 19.2% 15.6%	158 36.3% 41.1%	4 6.8% 1.0%	7 14.3% 1.8%	11 12.9% 2.9%	14 8.4% 3.6%	47 25.8% 12.2%	30 28.6% 7.8%	59 27.4% 15.4%	61 32.4% 15.9%	66 26.9% 17.2%	26 13.7% 6.8%	62 28.1% 16.1%	143 38.3% 37.2%	121 27.1% 31.5%	16 36.4% 4.2%	17 15.9% 4.4%
I could easily give up smoking cigars	171 14.2% 100.0%	59 13.1% 34.5%	86 15.0% 50.3%	18 12.9% 10.5%	41 13.1% 24.0%	68 15.7% 39.8%	9 15.5% 5.3%	6 12.0% 3.5%	20 23.8% 11.7%	25 15.1% 14.6%	20 11.0% 11.7%	30 28.6% 17.5%	35 16.4% 20.5%	16 8.6% 9.4%	76 31.0% 44.4%	50 26.3% 29.2%	18 8.1% 10.5%	55 14.9% 32.2%	49 11.0% 28.7%	5 11.6% 2.9%	19 17.6% 11.1%
Cigar smoking isn't that important to me	238 19.8% 100.0%	105 23.2% 44.1%	124 21.8% 52.1%	36 25.9% 15.1%	69 22.0% 29.0%	88 20.4% 37.0%	15 25.9% 6.3%	13 26.0% 5.5%	39 45.9% 16.4%	39 23.6% 16.4%	20 11.0% 8.4%	37 35.2% 15.5%	49 23.2% 20.6%	28 15.1% 11.8%	100 40.8% 42.0%	77 40.5% 32.4%	37 16.6% 15.5%	72 19.6% 30.3%	81 18.1% 34.0%	6 14.0% 2.5%	34 31.2% 14.3%
Smoking a cigar is part of a lifestyle of leisure	341 28.2% 100.0%	94 20.9% 27.6%	168 29.1% 49.3%	30 21.6% 8.8%	64 20.6% 18.8%	138 31.5% 40.5%	10 16.9% 2.9%	8 16.3% 2.3%	16 18.6% 4.7%	23 14.0% 6.7%	51 28.0% 15.0%	30 28.6% 8.8%	47 21.8% 13.8%	61 32.4% 17.9%	64 26.0% 18.8%	33 17.6% 9.7%	54 24.5% 15.8%	129 34.4% 37.8%	119 26.9% 34.9%	13 30.2% 3.8%	21 19.6% 6.2%
<u>Knowledgeability</u>																					
Friends often ask me for recommendations on cigars	596 50.0% 100.0%	142 31.8% 23.8%	303 53.5% 50.8%	49 35.8% 8.2%	93 30.0% 15.6%	254 59.2% 42.6%	14 23.7% 2.3%	19 38.8% 3.2%	15 17.4% 2.5%	36 22.0% 6.0%	82 46.1% 13.8%	46 44.2% 7.7%	108 51.4% 18.1%	101 55.2% 16.9%	95 39.1% 15.9%	38 20.2% 6.4%	89 41.6% 14.9%	237 64.8% 39.8%	178 40.3% 29.9%	26 61.9% 4.4%	37 33.9% 6.2%
I'm extremely knowledgeable about cigars	599 49.5% 100.0%	154 34.1% 25.7%	295 51.4% 49.2%	49 35.8% 8.2%	105 33.4% 17.5%	246 56.3% 41.1%	16 27.6% 2.7%	22 44.0% 3.7%	14 16.3% 2.3%	53 31.9% 8.8%	81 45.0% 13.5%	47 43.9% 7.8%	107 50.0% 17.9%	98 52.4% 16.4%	87 35.1% 14.5%	49 25.9% 8.2%	95 43.6% 15.9%	206 54.9% 34.4%	209 46.7% 34.9%	26 59.1% 4.3%	32 29.4% 5.3%
I'm still relatively new to cigars	500 41.4% 100.0%	199 44.3% 39.8%	256 44.7% 51.2%	62 45.6% 12.4%	137 43.8% 27.4%	194 44.4% 38.8%	27 47.4% 5.4%	18 36.0% 3.6%	61 70.9% 12.2%	65 39.2% 13.0%	60 33.7% 12.0%	66 61.7% 13.2%	105 49.1% 21.0%	58 31.5% 11.6%	158 63.5% 31.6%	112 59.3% 22.4%	62 28.4% 12.4%	169 45.4% 33.8%	163 36.5% 32.6%	8 18.2% 1.6%	62 57.4% 12.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019136

Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I seek out advice on which cigars to smoke	451	105	244	33	72	211	16	14	22	35	47	49	91	70	110	63	43	200	106	8	32
	37.4%	23.3%	42.6%	23.7%	23.1%	48.6%	27.6%	28.0%	25.9%	21.3%	26.0%	46.2%	43.1%	37.6%	44.7%	33.0%	19.6%	54.1%	23.7%	19.0%	29.4%
	100.0%	23.3%	54.1%	7.3%	16.0%	46.8%	3.5%	3.1%	4.9%	7.8%	10.4%	10.9%	20.2%	15.5%	24.4%	14.0%	9.5%	44.3%	23.5%	1.8%	7.1%
I wish I knew more about cigars	258	65	136	24	41	112	7	9	16	18	27	31	56	38	63	35	30	102	58	5	20
	21.4%	14.4%	23.7%	17.5%	13.1%	25.6%	12.3%	18.0%	18.6%	10.8%	15.0%	29.2%	26.3%	20.2%	25.4%	18.3%	13.9%	27.1%	13.1%	11.4%	18.5%
	100.0%	25.2%	52.7%	9.3%	15.9%	43.4%	2.7%	3.5%	6.2%	7.0%	10.5%	12.0%	21.7%	14.7%	24.4%	13.6%	11.6%	39.5%	22.5%	1.9%	7.8%
You can never know enough about cigars	319	97	151	28	69	123	7	14	10	35	36	32	51	56	60	30	55	114	100	15	22
	26.5%	21.5%	26.5%	20.1%	22.0%	28.5%	12.1%	28.0%	11.8%	21.1%	19.8%	30.5%	23.9%	30.1%	24.5%	15.8%	24.9%	30.9%	22.3%	34.9%	20.2%
	100.0%	30.4%	47.3%	8.8%	21.6%	38.6%	2.2%	4.4%	3.1%	11.0%	11.3%	10.0%	16.0%	17.6%	18.8%	9.4%	17.2%	35.7%	31.3%	4.7%	6.9%
I really don't know that much about cigars	315	169	124	44	125	80	20	18	54	65	39	30	51	41	85	85	56	65	127	10	49
	25.9%	37.3%	21.5%	31.7%	39.8%	18.3%	33.9%	36.7%	62.8%	39.2%	21.4%	28.6%	23.7%	21.7%	34.4%	44.3%	25.2%	17.3%	28.3%	22.7%	45.0%
	100.0%	53.7%	39.4%	14.0%	39.7%	25.4%	6.3%	5.7%	17.1%	20.6%	12.4%	9.5%	16.2%	13.0%	27.0%	27.0%	17.8%	20.6%	40.3%	3.2%	15.6%
I like to read about cigars	469	109	249	36	73	213	11	15	11	30	56	46	82	73	93	39	66	185	144	17	21
	38.6%	24.1%	43.1%	26.1%	23.2%	48.4%	19.3%	30.0%	12.9%	18.1%	30.9%	43.4%	38.1%	38.8%	37.5%	20.4%	30.0%	49.1%	32.1%	38.6%	19.3%
	100.0%	23.2%	53.1%	7.7%	15.6%	45.4%	2.3%	3.2%	2.3%	6.4%	11.9%	9.8%	17.5%	15.6%	19.8%	8.3%	14.1%	39.4%	30.7%	3.6%	4.5%
Long term cigar smokers are a good source of information about cigars	175	43	84	12	31	72	5	4	8	11	23	20	31	28	38	18	28	69	48	2	10
	14.5%	9.5%	14.7%	8.6%	9.9%	16.6%	8.6%	8.0%	9.3%	6.6%	12.6%	19.0%	14.4%	15.0%	15.3%	9.3%	12.7%	18.5%	10.7%	4.7%	9.2%
	100.0%	24.6%	48.0%	6.9%	17.7%	41.1%	2.9%	2.3%	4.6%	6.3%	13.1%	11.4%	17.7%	16.0%	21.7%	10.3%	16.0%	39.4%	27.4%	1.1%	5.7%
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed	784	294	355	81	213	274	32	30	57	97	123	65	129	117	146	118	146	236	304	29	76
	65.2%	65.3%	61.8%	58.7%	68.3%	62.8%	56.1%	60.0%	67.9%	58.4%	68.3%	60.7%	60.8%	62.9%	59.1%	62.4%	67.9%	63.1%	68.3%	65.9%	70.4%
	100.0%	37.5%	45.3%	10.3%	27.2%	34.9%	4.1%	3.8%	7.3%	12.4%	15.7%	8.3%	16.5%	14.9%	18.6%	15.1%	18.6%	30.1%	38.8%	3.7%	9.7%
Cigar manufacturers are exploiting me through price increases	322	80	162	25	55	137	10	10	12	28	36	27	57	53	53	30	57	116	90	14	15
	26.7%	17.7%	28.2%	18.2%	17.5%	31.4%	17.9%	20.0%	14.0%	17.0%	20.0%	25.5%	26.9%	28.2%	21.4%	16.0%	26.3%	30.9%	20.2%	31.8%	13.8%
	100.0%	24.8%	50.3%	7.8%	17.1%	42.5%	3.1%	3.1%	3.7%	8.7%	11.2%	8.4%	17.7%	16.5%	16.5%	9.3%	17.7%	36.0%	28.0%	4.3%	4.7%
I am confused by the number of sizes and types of cigars	466	203	198	52	151	146	19	19	61	73	52	46	80	56	118	98	76	133	169	11	67
	38.6%	44.8%	34.4%	37.4%	48.1%	33.4%	32.2%	38.8%	70.9%	44.0%	28.4%	43.8%	37.0%	29.6%	48.0%	51.6%	34.4%	35.8%	37.7%	25.6%	62.0%
	100.0%	43.6%	42.5%	11.2%	32.4%	31.3%	4.1%	4.1%	13.1%	15.7%	11.2%	9.9%	17.2%	12.0%	25.3%	21.0%	16.3%	28.5%	36.3%	2.4%	14.4%
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like	193	71	86	23	48	63	8	8	18	33	19	18	35	31	49	45	30	55	62	5	19
	16.1%	15.8%	15.1%	16.8%	15.4%	14.6%	14.0%	16.0%	21.4%	20.1%	10.5%	17.0%	16.6%	16.7%	20.1%	23.8%	13.8%	15.0%	13.8%	11.6%	17.4%
	100.0%	36.8%	44.6%	11.9%	24.9%	32.6%	4.1%	4.1%	9.3%	17.1%	9.8%	9.3%	18.1%	16.1%	25.4%	23.3%	15.5%	28.5%	32.1%	2.6%	9.8%
When I see a dark wrapper, I assume the cigar is stronger	395	138	176	38	100	138	16	15	28	58	42	38	71	48	88	61	78	116	140	17	40
	32.9%	30.7%	31.0%	27.5%	32.1%	32.1%	27.6%	30.6%	32.9%	34.9%	23.2%	36.2%	33.8%	25.7%	35.8%	32.1%	35.8%	31.5%	31.4%	39.5%	36.7%
	100.0%	34.9%	44.6%	9.6%	25.3%	34.9%	4.1%	3.8%	7.1%	14.7%	10.6%	9.6%	18.0%	12.2%	22.3%	15.4%	19.7%	29.4%	35.4%	4.3%	10.1%
Smoking Habits																					
I regularly smoke cigars	413	120	150	27	93	123	6	11	4	31	74	5	44	70	11	13	104	115	155	24	24
	34.4%	26.7%	26.5%	19.9%	29.7%	28.7%	10.7%	22.4%	4.9%	18.9%	41.1%	4.9%	20.9%	37.8%	4.6%	7.0%	47.3%	31.3%	34.8%	55.8%	22.9%
	100.0%	29.1%	36.3%	6.5%	22.5%	29.8%	1.5%	2.7%	1.0%	7.5%	17.9%	1.2%	10.7%	16.9%	2.7%	3.1%	25.2%	27.8%	37.5%	5.8%	5.8%
I only smoke cigars on special occasions, like weddings	727	292	365	89	203	276	35	34	76	116	81	87	150	103	211	157	107	228	255	19	85
	60.2%	64.6%	63.7%	64.0%	64.9%	63.6%	60.3%	68.0%	89.4%	69.9%	44.8%	82.1%	70.8%	55.4%	85.4%	82.2%	48.4%	61.6%	57.0%	44.2%	78.0%
	100.0%	40.2%	50.2%	12.2%	27.9%	38.0%	4.8%	4.7%	10.5%	16.0%	11.1%	12.0%	20.6%	14.2%	29.0%	21.6%	14.7%	31.4%	35.1%	2.6%	11.7%

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GC 019137

Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I generally smoke cigars with friends/other people	360 29.8% 100.0%	99 21.9% 27.5%	201 35.1% 55.8%	33 23.9% 9.2%	66 21.0% 18.3%	168 38.7% 46.7%	9 15.5% 2.5%	13 26.0% 3.6%	26 30.6% 7.2%	27 16.3% 7.5%	40 22.1% 11.1%	45 42.5% 12.5%	71 33.3% 19.7%	54 29.0% 15.0%	106 42.9% 29.4%	56 29.3% 15.6%	28 12.6% 7.8%	154 41.6% 42.8%	102 22.8% 28.3%	7 16.3% 1.9%	38 34.9% 10.6%
I always remove the band on a cigar before I smoke it	399 33.1% 100.0%	199 44.2% 49.9%	146 25.4% 36.6%	53 38.4% 13.3%	146 46.8% 36.6%	93 21.3% 23.3%	22 38.6% 5.5%	20 40.0% 5.0%	39 45.3% 9.8%	80 48.5% 20.1%	58 32.4% 14.5%	20 19.4% 5.0%	67 31.3% 16.8%	46 24.5% 11.5%	74 30.1% 18.5%	73 39.0% 18.3%	90 41.3% 22.6%	85 22.8% 21.3%	165 36.9% 41.4%	15 34.1% 3.8%	38 35.2% 9.5%
I usually leave the band on a cigar when I smoke it	582 48.4% 100.0%	168 37.3% 28.9%	308 54.2% 52.9%	55 39.9% 9.5%	113 36.1% 19.4%	253 58.8% 43.5%	22 38.6% 3.8%	21 42.0% 3.6%	37 43.5% 6.4%	50 30.1% 8.6%	84 46.4% 14.4%	55 53.4% 9.5%	113 53.1% 19.4%	99 53.5% 17.0%	132 54.5% 22.7%	82 43.2% 14.1%	81 36.8% 13.9%	214 58.3% 36.8%	181 40.6% 31.1%	17 39.5% 2.9%	53 48.6% 9.1%
I like cigars, but only on an occasional basis	264 21.9% 100.0%	100 22.2% 37.9%	140 24.4% 53.0%	36 26.5% 13.6%	64 20.3% 24.2%	104 23.8% 39.4%	15 26.3% 5.7%	14 28.6% 5.3%	52 60.5% 19.7%	31 18.8% 11.7%	14 7.9% 5.3%	55 51.4% 20.8%	55 26.1% 20.8%	13 7.0% 4.9%	153 61.2% 58.0%	110 57.9% 41.7%	26 11.8% 9.8%	98 26.1% 37.1%	69 15.4% 26.1%	6 13.6% 2.3%	41 37.6% 15.5%
I smoke cigars on an everyday basis	763 63.0% 100.0%	288 64.1% 37.7%	301 52.4% 39.4%	79 57.7% 10.4%	209 67.0% 27.4%	222 50.8% 29.1%	33 55.9% 4.3%	26 54.2% 3.4%	21 24.4% 2.8%	99 59.6% 13.0%	148 81.8% 19.4%	8 7.6% 1.0%	117 54.2% 15.3%	147 79.0% 19.3%	23 9.4% 3.0%	43 22.6% 5.6%	178 80.5% 23.3%	213 57.0% 27.9%	307 68.5% 40.2%	32 72.7% 4.2%	54 50.0% 7.1%
I smoke both premium and less expensive cigar brands, my choice depends on the occasion	254 21.0% 100.0%	66 14.6% 26.0%	123 21.5% 48.4%	10 7.2% 3.9%	56 17.8% 22.0%	113 26.0% 44.5%	1 1.7% 0.4%	4 8.3% 1.6%	12 14.0% 4.7%	14 8.4% 5.5%	36 19.8% 14.2%	25 24.0% 9.8%	53 24.9% 20.9%	28 14.9% 11.0%	62 25.4% 24.4%	30 15.7% 11.8%	41 18.6% 16.1%	99 26.6% 39.0%	71 15.9% 28.0%	5 11.4% 2.0%	18 16.5% 7.1%
I only smoke cigars when someone gives me one	860 71.5% 100.0%	364 80.7% 42.3%	407 71.2% 47.3%	110 79.7% 12.8%	254 81.2% 29.5%	297 68.4% 34.5%	51 87.9% 5.9%	40 81.6% 4.7%	81 95.3% 9.4%	145 87.9% 16.9%	124 69.7% 14.4%	88 83.0% 10.2%	169 80.1% 19.7%	119 64.0% 13.8%	209 84.6% 24.3%	162 84.8% 18.8%	147 66.8% 17.1%	250 67.9% 29.1%	333 74.3% 38.7%	24 55.8% 2.8%	94 86.2% 10.9%
I smoke much more often in the summer than in the winter	526 43.7% 100.0%	181 40.6% 34.4%	256 44.8% 48.7%	64 46.4% 12.2%	117 38.0% 22.2%	192 44.2% 36.5%	28 48.3% 5.3%	19 38.8% 3.6%	31 36.9% 5.9%	64 39.0% 12.2%	71 39.9% 13.5%	46 43.8% 8.7%	88 41.5% 16.7%	84 45.2% 16.0%	112 45.5% 21.3%	77 40.3% 14.6%	100 45.7% 19.0%	175 47.4% 33.3%	195 43.6% 37.1%	18 41.9% 3.4%	39 36.1% 7.4%
I hardly smoke cigars at all in the winter	671 55.6% 100.0%	273 60.5% 40.7%	328 57.4% 48.9%	91 65.9% 13.6%	182 58.1% 27.1%	237 54.7% 35.3%	36 62.1% 5.4%	39 79.6% 5.8%	62 72.9% 9.2%	104 62.7% 15.5%	88 48.6% 13.1%	72 67.9% 10.7%	133 63.0% 19.8%	99 52.9% 14.8%	183 74.1% 27.3%	132 69.5% 19.7%	107 48.6% 15.9%	209 56.5% 31.1%	246 55.0% 36.7%	24 55.8% 3.6%	68 62.4% 10.1%
I primarily smoke cigars at the end of the day	454 37.6% 100.0%	112 24.9% 24.7%	216 37.7% 47.6%	32 23.2% 7.0%	80 25.6% 17.6%	184 42.3% 40.5%	11 19.3% 2.4%	14 28.0% 3.1%	21 24.4% 4.6%	31 18.8% 6.8%	62 34.4% 13.7%	47 44.8% 10.4%	74 34.6% 16.3%	70 37.2% 15.4%	110 44.5% 24.2%	62 32.5% 13.7%	79 35.9% 17.4%	166 44.4% 36.6%	144 32.3% 31.7%	18 40.9% 4.0%	36 33.3% 7.9%
I smoke cigars throughout the day	806 66.8% 100.0%	328 72.7% 40.7%	317 55.6% 39.3%	90 65.2% 11.2%	238 76.0% 29.5%	227 52.5% 28.2%	38 66.7% 4.7%	32 64.0% 4.0%	38 44.2% 4.7%	122 73.5% 15.1%	146 81.6% 18.1%	18 17.0% 2.2%	118 55.4% 14.6%	144 77.0% 17.9%	53 21.5% 6.6%	61 32.6% 7.6%	180 82.2% 22.3%	210 56.5% 26.1%	326 73.6% 40.4%	32 72.7% 4.0%	70 64.2% 8.7%
I frequently give cigars as a gift	640 53.2% 100.0%	189 42.1% 29.5%	311 54.8% 48.6%	55 41.0% 8.6%	134 42.5% 20.9%	256 59.0% 40.0%	15 27.3% 2.3%	24 49.0% 3.8%	25 29.8% 3.9%	54 32.7% 8.4%	89 49.4% 13.9%	55 52.9% 8.6%	110 51.9% 17.2%	108 58.4% 16.9%	121 49.4% 18.9%	54 28.6% 8.4%	100 45.5% 15.6%	247 66.0% 38.6%	206 46.3% 32.2%	22 50.0% 3.4%	42 38.5% 6.6%
I often drink wine while smoking a cigar	744 61.0% 100.0%	220 48.6% 29.6%	365 63.1% 49.1%	63 45.3% 8.5%	157 50.0% 21.1%	302 68.8% 40.6%	24 40.7% 3.2%	23 46.9% 3.1%	42 48.8% 5.6%	84 50.6% 11.3%	86 47.0% 11.6%	68 64.2% 9.1%	143 66.2% 19.2%	107 56.6% 14.4%	163 65.7% 21.9%	99 51.6% 13.3%	101 45.5% 13.6%	262 69.7% 35.2%	245 54.6% 32.9%	24 54.5% 3.2%	67 61.5% 9.0%
I often drink beer while smoking a cigar	513 42.2% 100.0%	161 35.6% 31.4%	249 43.2% 48.5%	46 33.3% 9.0%	115 36.6% 22.4%	203 46.2% 39.6%	17 28.8% 3.3%	18 36.7% 3.5%	41 47.7% 8.0%	58 34.9% 11.3%	57 31.3% 11.1%	59 55.7% 11.5%	88 40.7% 17.2%	66 34.9% 12.9%	137 55.5% 26.7%	94 49.2% 18.3%	74 33.6% 14.4%	173 46.1% 33.7%	174 38.8% 33.9%	15 34.1% 2.9%	56 51.4% 10.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019138

Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I often smoke cigars in my backyard/on my deck/ porch	179	48	66	9	39	57	4	3	7	12	26	8	20	24	23	16	38	48	66	13	8
	14.7%	10.6%	11.5%	6.5%	12.4%	13.0%	6.8%	6.3%	8.1%	7.2%	14.4%	7.5%	9.3%	12.7%	9.3%	8.4%	17.2%	12.8%	14.8%	29.5%	7.3%
	100.0%	26.8%	36.9%	5.0%	21.8%	31.8%	2.2%	1.7%	3.9%	6.7%	14.5%	4.5%	11.2%	13.4%	12.8%	8.9%	21.2%	26.8%	36.9%	7.3%	4.5%
I often drink liquor while smoking a cigar	500	128	271	41	87	230	12	18	30	47	51	61	99	72	141	77	47	200	154	13	45
	41.2%	28.3%	47.2%	29.5%	27.8%	52.9%	20.3%	36.7%	34.9%	28.3%	28.0%	58.1%	46.5%	38.1%	57.1%	40.3%	21.3%	53.5%	34.5%	29.5%	41.3%
	100.0%	25.6%	54.2%	8.2%	17.4%	46.0%	2.4%	3.6%	6.0%	9.4%	10.2%	12.2%	19.8%	14.4%	28.2%	15.4%	9.4%	40.0%	30.8%	2.6%	9.0%
I often drink coffee while smoking a cigar	778	294	327	79	215	248	37	20	50	101	123	39	124	132	115	95	154	226	292	31	70
	64.1%	65.2%	56.7%	56.8%	68.9%	56.6%	62.7%	40.8%	58.1%	60.8%	67.6%	36.8%	57.7%	69.8%	46.4%	49.5%	70.0%	60.4%	65.3%	70.5%	64.2%
	100.0%	37.8%	42.0%	10.2%	27.6%	31.9%	4.8%	2.6%	6.4%	13.0%	15.8%	5.0%	15.9%	17.0%	14.8%	12.2%	19.8%	29.0%	37.5%	4.0%	9.0%
I often smoke cigars during a meal	1048	399	482	117	282	365	49	45	72	150	159	81	186	164	190	149	194	317	397	38	102
	87.4%	89.7%	84.4%	86.7%	91.0%	83.7%	87.5%	91.8%	85.7%	90.4%	89.8%	76.4%	87.7%	88.2%	76.6%	79.7%	88.6%	85.2%	89.6%	88.4%	94.4%
	100.0%	38.1%	46.0%	11.2%	26.9%	34.8%	4.7%	4.3%	6.9%	14.3%	15.2%	7.7%	17.7%	15.6%	18.1%	14.2%	18.5%	30.2%	37.9%	3.6%	9.7%
I often smoke cigars after a meal	511	159	210	42	117	168	15	15	12	58	80	16	76	87	36	37	118	151	200	21	36
	42.4%	35.6%	36.8%	30.9%	37.6%	38.7%	26.3%	31.3%	14.3%	35.8%	44.4%	15.1%	36.2%	46.8%	14.6%	19.4%	53.2%	41.0%	44.6%	48.8%	33.3%
	100.0%	31.1%	41.1%	8.2%	22.9%	32.9%	2.9%	2.9%	2.3%	11.4%	15.7%	3.1%	14.9%	17.0%	7.0%	7.2%	23.1%	29.5%	39.1%	4.1%	7.0%
Benefits Realized																					
Cigar smoking has helped me to get to know other people	718	228	347	71	157	276	27	26	42	76	93	63	130	117	134	87	117	249	235	23	65
	59.0%	50.4%	60.2%	51.1%	50.2%	63.2%	45.8%	53.1%	48.8%	45.8%	51.1%	59.4%	60.2%	61.9%	54.0%	45.3%	52.7%	66.2%	52.3%	52.3%	59.6%
	100.0%	31.8%	48.3%	9.9%	21.9%	38.4%	3.8%	3.6%	5.8%	10.6%	13.0%	8.8%	18.1%	16.3%	18.7%	12.1%	16.3%	34.7%	32.7%	3.2%	9.1%
I feel a little more with it when I smoke a cigar	615	217	274	59	158	215	24	20	37	74	85	40	101	103	97	71	117	205	239	18	48
	50.7%	48.1%	47.7%	42.4%	50.6%	49.3%	40.7%	40.8%	43.5%	44.6%	46.7%	37.7%	47.2%	54.8%	39.4%	37.2%	53.2%	54.5%	53.8%	40.9%	44.0%
	100.0%	35.3%	44.6%	9.6%	25.7%	35.0%	3.9%	3.3%	6.0%	12.0%	13.8%	6.5%	16.4%	16.7%	15.8%	11.5%	19.0%	33.3%	38.9%	2.9%	7.8%
I smoke cigars to celebrate a good day	360	85	165	23	62	142	9	8	11	24	42	28	63	55	66	28	62	129	119	7	22
	29.6%	18.8%	28.5%	16.5%	19.7%	32.3%	15.3%	16.3%	12.8%	14.5%	23.0%	26.4%	29.2%	29.1%	26.6%	14.6%	28.1%	34.3%	26.6%	15.9%	20.2%
	100.0%	23.6%	45.8%	6.4%	17.2%	39.4%	2.5%	2.2%	3.1%	6.7%	11.7%	7.8%	17.5%	15.3%	18.3%	7.8%	17.2%	35.8%	33.1%	1.9%	6.1%
I reward myself with a cigar	286	72	131	22	50	109	7	10	7	23	39	15	52	49	36	23	49	115	82	11	17
	23.6%	16.0%	22.8%	15.8%	16.1%	25.0%	11.9%	20.4%	8.1%	13.9%	21.5%	14.4%	24.2%	25.9%	14.6%	12.0%	22.3%	30.7%	18.4%	25.0%	15.7%
	100.0%	25.2%	45.8%	7.7%	17.5%	38.1%	2.4%	3.5%	2.4%	8.0%	13.6%	5.2%	18.2%	17.1%	12.6%	8.0%	17.1%	40.2%	28.7%	3.8%	5.9%
I smoke cigars to relax	150	27	56	8	19	48	1	7	1	8	18	7	18	23	17	7	30	56	45	7	4
	12.4%	6.0%	9.8%	5.9%	6.0%	11.0%	1.8%	14.0%	1.2%	4.8%	10.0%	6.6%	8.4%	12.3%	6.9%	3.7%	13.6%	15.0%	10.0%	15.9%	3.7%
	100.0%	18.0%	37.3%	5.3%	12.7%	32.0%	0.7%	4.7%	0.7%	5.3%	12.0%	4.7%	12.0%	15.3%	11.3%	4.7%	20.0%	37.3%	30.0%	4.7%	2.7%
I find smoking cigars extremely relaxing	94	15	42	6	9	36	1	4	0	5	7	3	14	18	10	4	14	31	31	2	2
	7.8%	3.3%	7.3%	4.4%	2.9%	8.2%	1.8%	8.0%	0.0%	3.0%	3.9%	2.8%	6.6%	9.7%	4.0%	2.1%	6.5%	8.3%	7.0%	4.5%	1.8%
	100.0%	16.0%	44.7%	6.4%	9.6%	38.3%	1.1%	4.3%	0.0%	5.3%	7.4%	3.2%	14.9%	19.1%	10.6%	4.3%	14.9%	33.0%	33.0%	2.1%	2.1%
I really love the taste of cigars	58	7	17	1	6	16	0	0	1	3	5	4	1	4	8	4	12	16	20	1	1
	4.8%	1.6%	3.0%	0.7%	1.9%	3.7%	0.0%	0.0%	1.2%	1.8%	2.8%	3.8%	0.5%	2.2%	3.3%	2.1%	5.5%	4.3%	4.5%	2.3%	0.9%
	100.0%	12.1%	29.3%	1.7%	10.3%	27.6%	0.0%	0.0%	1.7%	5.2%	8.6%	6.9%	1.7%	6.9%	13.8%	6.9%	20.7%	27.6%	34.5%	1.7%	1.7%
For me, cigar smoking is an indulgence	202	55	104	16	39	88	6	7	15	24	13	24	39	30	65	40	26	80	58	4	14
	16.8%	12.2%	18.2%	11.6%	12.5%	20.4%	10.5%	14.0%	17.6%	14.5%	7.2%	22.6%	18.4%	16.1%	26.3%	20.9%	11.8%	21.7%	13.0%	9.3%	13.0%
	100.0%	27.2%	51.5%	7.9%	19.3%	43.6%	3.0%	3.5%	7.4%	11.9%	6.4%	11.9%	19.3%	14.9%	32.2%	19.8%	12.9%	39.6%	28.7%	2.0%	6.9%
When I smoke a cigar, I'm in a different world	571	192	263	57	135	206	23	20	32	68	73	48	89	97	115	72	101	188	210	22	42
	47.3%	42.7%	45.9%	41.6%	43.1%	47.2%	40.4%	40.0%	37.2%	41.0%	41.0%	45.3%	41.8%	51.9%	46.4%	38.1%	46.1%	50.4%	47.0%	50.0%	38.9%
	100.0%	33.6%	46.1%	10.0%	23.6%	36.1%	4.0%	3.5%	5.6%	11.9%	12.8%	8.4%	15.6%	17.0%	20.1%	12.6%	17.7%	32.9%	36.8%	3.9%	7.4%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I take a break from my every day responsibilities when I smoke a cigar	401 33.6% 100.0%	108 24.1% 26.9%	185 32.8% 46.1%	24 17.6% 6.0%	84 26.9% 20.9%	161 37.6% 40.1%	3 5.3% 0.7%	12 24.5% 3.0%	15 17.6% 3.7%	30 18.4% 7.5%	55 30.4% 13.7%	35 33.0% 8.7%	70 33.3% 17.5%	58 32.4% 14.5%	70 28.6% 17.5%	38 20.0% 9.5%	73 33.5% 18.2%	139 38.2% 34.7%	135 30.3% 33.7%	17 39.5% 4.2%	25 23.1% 6.2%
When I smoke a cigar, anything seems possible	764 63.1% 100.0%	274 60.9% 35.9%	352 61.2% 46.1%	87 63.5% 11.4%	187 59.7% 24.5%	265 60.5% 34.7%	35 61.4% 4.6%	33 66.0% 4.3%	46 53.5% 6.0%	102 61.8% 13.4%	109 60.9% 14.3%	53 49.5% 6.9%	125 58.4% 16.4%	127 67.9% 16.6%	126 50.4% 16.5%	90 47.4% 11.8%	142 64.8% 18.6%	238 63.6% 31.2%	291 65.0% 38.1%	28 63.6% 3.7%	71 65.7% 9.3%
I feel more self confident when I smoke a cigar	550 45.5% 100.0%	195 43.5% 35.5%	257 44.9% 46.7%	62 44.9% 11.3%	133 42.9% 24.2%	195 44.8% 35.5%	25 42.4% 4.5%	21 43.8% 3.8%	30 34.9% 5.5%	73 44.2% 13.3%	72 39.8% 13.1%	30 28.6% 5.5%	91 42.3% 16.5%	102 54.3% 18.5%	80 32.4% 14.5%	63 33.0% 11.5%	106 48.2% 19.3%	179 48.0% 32.5%	212 47.6% 38.5%	17 39.5% 3.1%	42 38.5% 7.6%
Cigars make the moment last longer	370 30.4% 100.0%	104 23.0% 28.1%	164 28.4% 44.3%	29 20.9% 7.8%	75 23.9% 20.3%	135 30.8% 36.5%	11 18.6% 3.0%	9 18.4% 2.4%	16 18.6% 4.3%	38 22.9% 10.3%	46 25.1% 12.4%	17 16.0% 4.6%	61 28.2% 16.5%	67 35.4% 18.1%	54 21.8% 14.6%	27 14.1% 7.3%	75 33.8% 20.3%	126 33.5% 34.1%	133 29.7% 35.9%	14 31.8% 3.8%	23 21.3% 6.2%
I smoke cigars primarily for the taste	120 9.9% 100.0%	23 5.1% 19.2%	50 8.7% 41.7%	4 2.9% 3.3%	19 6.1% 15.8%	46 10.5% 38.3%	0 0.0% 0.0%	2 4.1% 1.7%	2 2.3% 1.7%	9 5.5% 7.5%	11 6.0% 9.2%	9 8.5% 7.5%	13 6.1% 10.8%	16 8.5% 13.3%	20 8.1% 16.7%	8 4.2% 6.7%	22 10.1% 18.3%	.43 11.5% 35.8%	34 7.6% 28.3%	7 15.9% 5.8%	5 4.7% 4.2%
Smoking cigars reminds me of my father or grandfather	720 59.7% 100.0%	275 60.7% 38.2%	312 54.5% 43.3%	78 56.1% 10.8%	197 62.7% 27.4%	234 53.9% 32.5%	34 58.6% 4.7%	31 62.0% 4.3%	50 58.8% 6.9%	106 63.9% 14.7%	107 58.8% 14.9%	52 50.0% 7.2%	114 53.3% 15.8%	110 59.1% 15.3%	136 55.1% 18.9%	102 53.1% 14.2%	133 60.7% 18.5%	201 54.5% 27.9%	292 65.3% 40.6%	27 61.4% 3.8%	71 65.1% 9.9%
Social vs. Solitary																					
I have a lot of friends who smoke cigars	400 33.5% 100.0%	99 22.3% 24.8%	201 35.6% 50.3%	26 19.4% 6.5%	73 23.5% 18.3%	175 40.6% 43.8%	5 8.8% 1.3%	10 21.3% 2.5%	17 20.5% 4.3%	23 14.0% 5.8%	51 28.8% 12.8%	41 39.8% 10.3%	58 27.6% 14.5%	68 36.8% 17.0%	83 34.3% 20.8%	42 22.5% 10.5%	50 22.9% 12.5%	141 38.6% 35.3%	132 29.9% 33.0%	11 26.2% 2.8%	34 31.8% 8.5%
I value the social interaction with other cigar smokers as much as the taste of cigars	477 39.3% 100.0%	132 29.1% 27.7%	246 42.7% 51.6%	38 27.3% 8.0%	94 29.9% 19.7%	208 47.6% 43.6%	11 18.6% 2.3%	12 24.5% 2.5%	24 27.9% 5.0%	40 24.1% 8.4%	56 30.6% 11.7%	44 41.5% 9.2%	92 42.6% 19.3%	87 46.0% 18.2%	99 39.9% 20.8%	55 28.6% 11.5%	50 22.7% 10.5%	185 49.5% 38.8%	153 34.1% 32.1%	10 22.7% 2.1%	41 37.6% 8.6%
If my friends stopped smoking cigars, I probably would too	854 70.2% 100.0%	327 72.2% 38.3%	425 73.5% 49.8%	105 75.5% 12.3%	222 70.7% 26.0%	320 72.9% 37.5%	46 78.0% 5.4%	37 75.5% 4.3%	71 82.6% 8.3%	129 77.7% 15.1%	119 65.0% 13.9%	78 73.6% 9.1%	168 77.8% 19.7%	128 68.1% 15.0%	185 74.9% 21.7%	151 78.6% 17.7%	128 58.2% 15.0%	274 72.9% 32.1%	324 72.3% 37.9%	25 56.8% 2.9%	84 77.1% 9.8%
I often use cigars as a way of developing camaraderie with business associates	725 60.1% 100.0%	234 51.9% 32.3%	367 64.3% 50.6%	73 52.9% 10.1%	161 51.4% 22.2%	294 67.9% 40.6%	30 51.7% 4.1%	27 55.1% 3.7%	43 50.6% 5.9%	72 43.4% 9.9%	101 55.8% 13.9%	70 66.0% 9.7%	141 66.8% 19.4%	111 59.4% 15.3%	147 59.5% 20.3%	91 47.6% 12.6%	103 46.8% 14.2%	249 67.3% 34.3%	258 57.7% 35.6%	16 37.2% 2.2%	62 56.9% 8.6%
The brand of cigar I smoke makes a statement about me to other people	638 52.6% 100.0%	202 44.7% 31.7%	304 53.0% 47.6%	61 44.2% 9.6%	141 44.9% 22.1%	243 55.7% 38.1%	26 44.1% 4.1%	20 40.8% 3.1%	33 38.4% 5.2%	67 40.4% 10.5%	89 48.6% 13.9%	56 53.3% 8.8%	110 51.2% 17.2%	105 55.6% 16.5%	125 50.6% 19.6%	72 37.7% 11.3%	96 43.4% 15.0%	225 60.3% 35.3%	224 50.1% 35.1%	19 44.2% 3.0%	52 48.1% 8.2%
I generally smoke cigars alone	347 28.6% 100.0%	128 28.3% 36.9%	130 22.6% 37.5%	26 18.8% 7.5%	102 32.5% 29.4%	104 23.7% 30.0%	11 18.6% 3.2%	11 22.4% 3.2%	17 19.8% 4.9%	45 27.1% 13.0%	57 31.7% 16.4%	20 18.9% 5.8%	47 21.8% 13.5%	48 25.8% 13.8%	40 16.2% 11.5%	42 22.1% 12.1%	96 43.4% 27.7%	88 23.6% 25.4%	137 30.5% 39.5%	24 54.5% 6.9%	15 13.8% 4.3%
I like being around other cigar smokers when I smoke cigars	321 26.6% 100.0%	81 18.0% 25.2%	172 30.1% 53.6%	28 20.4% 8.7%	53 17.0% 16.5%	144 33.2% 44.9%	9 15.5% 2.8%	11 22.4% 3.4%	14 16.5% 4.4%	27 16.3% 8.4%	37 20.6% 11.5%	37 34.9% 11.5%	63 29.9% 19.6%	47 25.3% 14.6%	80 32.4% 24.9%	42 22.0% 13.1%	32 14.6% 10.0%	136 36.7% 42.4%	91 20.4% 28.3%	6 14.0% 1.9%	23 21.1% 7.2%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Barriers to Smoking																					
I don't have enough time to smoke cigars as often as I'd like	432 36.0% 100.0%	149 33.1% 34.5%	217 38.3% 50.2%	50 36.5% 11.6%	99 31.6% 22.9%	167 38.8% 38.7%	19 32.8% 4.4%	21 42.9% 4.9%	29 34.1% 6.7%	47 28.3% 10.9%	52 28.7% 12.0%	43 41.0% 10.0%	78 37.0% 18.1%	64 34.8% 14.8%	102 41.6% 23.6%	60 31.9% 13.9%	62 28.2% 14.4%	144 39.5% 33.3%	140 31.4% 32.4%	18 41.9% 4.2%	41 37.6% 9.5%
I don't have enough money to smoke cigars as often as I'd like	552 45.8% 100.0%	211 46.9% 38.2%	238 41.6% 43.1%	58 42.0% 10.5%	153 49.0% 27.7%	180 41.5% 32.6%	25 43.1% 4.5%	22 44.0% 4.0%	47 55.3% 8.5%	65 39.6% 11.8%	86 47.5% 15.6%	51 48.1% 9.2%	89 41.8% 16.1%	81 43.5% 14.7%	126 51.2% 22.8%	94 49.5% 17.0%	104 47.5% 18.8%	165 44.6% 29.9%	198 44.5% 35.9%	23 53.5% 4.2%	57 52.3% 10.3%
I don't have enough places where I can smoke cigars	411 33.9% 100.0%	118 26.1% 28.7%	207 36.1% 50.4%	42 30.2% 10.2%	76 24.3% 18.5%	165 37.9% 40.1%	15 25.4% 3.6%	13 26.5% 3.2%	17 19.8% 4.1%	36 21.7% 8.8%	45 24.6% 10.9%	28 26.4% 6.8%	77 36.0% 18.7%	72 38.3% 17.5%	66 26.6% 16.1%	35 18.2% 8.5%	66 29.9% 16.1%	151 40.8% 36.7%	141 31.4% 34.3%	11 25.0% 2.7%	27 24.8% 6.6%
I can't afford to smoke the cigars I'd like to on a regular basis	412 33.9% 100.0%	145 32.0% 35.2%	181 31.4% 43.9%	33 23.7% 8.0%	112 35.7% 27.2%	148 33.8% 35.9%	12 20.3% 2.9%	13 26.5% 3.2%	25 29.1% 6.1%	46 27.7% 11.2%	59 32.2% 14.3%	36 34.0% 8.7%	71 32.9% 17.2%	65 34.6% 15.8%	85 34.3% 20.6%	67 34.9% 16.3%	85 38.3% 20.6%	129 34.4% 31.3%	143 31.8% 34.7%	18 40.9% 4.4%	33 30.3% 8.0%
I'm extremely concerned about offending other people with my cigar smoking	323 26.7% 100.0%	104 23.2% 32.2%	164 28.5% 50.8%	39 28.3% 12.1%	65 20.9% 20.1%	125 28.6% 38.7%	15 25.4% 4.6%	14 28.6% 4.3%	20 23.3% 6.2%	30 18.1% 9.3%	44 24.2% 13.6%	19 17.9% 5.9%	67 31.0% 20.7%	50 26.6% 15.5%	58 23.7% 18.0%	46 24.1% 14.2%	56 25.9% 17.3%	108 29.3% 33.4%	111 24.8% 34.4%	8 18.6% 2.5%	23 21.1% 7.1%
I wish there were more places to go where I could smoke a cigar	363 29.9% 100.0%	91 20.1% 25.1%	177 30.8% 48.8%	28 20.1% 7.7%	63 20.1% 17.4%	149 34.3% 41.0%	9 15.5% 2.5%	12 24.0% 3.3%	10 11.6% 2.8%	23 13.9% 6.3%	49 26.9% 13.5%	30 28.6% 8.3%	57 26.5% 15.7%	63 33.5% 17.4%	60 24.2% 16.5%	24 12.4% 6.6%	58 26.1% 16.0%	136 36.3% 37.5%	124 27.6% 34.2%	8 18.6% 2.2%	13 11.9% 3.6%
I'm extremely interested in going to cigar bars	697 57.6% 100.0%	199 44.1% 28.6%	344 59.8% 49.4%	55 39.9% 7.9%	144 46.0% 20.7%	289 66.1% 41.5%	16 27.1% 2.3%	25 52.1% 3.6%	32 37.2% 4.6%	61 37.0% 8.8%	91 50.3% 13.1%	64 61.0% 9.2%	121 56.5% 17.4%	110 58.8% 15.8%	144 58.3% 20.7%	83 43.2% 11.9%	94 42.3% 13.5%	261 70.0% 37.4%	234 52.3% 33.6%	15 34.1% 2.2%	61 56.5% 8.8%
I hate the lingering after smell from cigar smoke	467 38.8% 100.0%	181 40.0% 38.8%	229 40.1% 49.0%	63 45.3% 13.5%	118 37.7% 25.3%	166 38.4% 35.5%	25 43.1% 5.4%	21 42.0% 4.5%	42 49.4% 9.0%	58 34.9% 12.4%	67 36.8% 14.3%	49 46.7% 10.5%	86 40.4% 18.4%	72 39.1% 15.4%	118 48.0% 25.3%	88 46.1% 18.8%	78 35.1% 16.7%	143 38.9% 30.6%	166 37.3% 35.5%	12 27.9% 2.6%	48 44.4% 10.3%
Cigar smoking is not allowed inside my house	506 41.9% 100.0%	172 38.1% 34.0%	283 49.5% 55.9%	69 50.4% 13.6%	103 32.7% 20.4%	214 49.2% 42.3%	29 50.0% 5.7%	26 53.1% 5.1%	37 43.0% 7.3%	56 33.7% 11.1%	62 34.6% 12.3%	60 56.1% 11.5%	105 49.5% 20.8%	79 42.5% 15.6%	131 52.8% 25.9%	92 48.7% 18.2%	72 32.7% 14.2%	177 47.5% 35.0%	167 37.3% 33.0%	16 36.4% 3.2%	47 43.5% 9.3%
I object to seeing someone smoking a cigar	1054 88.1% 100.0%	405 90.6% 38.4%	501 88.2% 47.5%	126 92.6% 12.0%	279 89.7% 26.5%	375 86.8% 35.6%	55 94.8% 5.2%	45 93.8% 4.3%	81 95.3% 7.7%	156 95.1% 14.8%	155 86.1% 14.7%	92 87.6% 8.7%	194 92.4% 18.4%	161 87.0% 15.3%	216 88.9% 20.5%	171 90.0% 16.2%	184 84.0% 17.5%	313 85.5% 29.7%	406 92.1% 38.5%	39 90.7% 3.7%	102 94.4% 9.7%
Cigars bars get too smoky for me to enjoy regularly	299 25.3% 100.0%	92 20.7% 30.8%	161 28.7% 53.8%	31 23.0% 10.4%	61 19.7% 20.4%	130 30.5% 43.5%	13 23.6% 4.3%	13 26.0% 4.3%	24 29.3% 8.0%	29 17.7% 9.7%	34 19.1% 11.4%	32 31.7% 10.7%	61 29.2% 20.4%	47 25.5% 15.7%	80 33.3% 26.8%	44 23.5% 14.7%	41 18.6% 13.7%	110 30.1% 36.8%	92 21.1% 30.8%	12 27.3% 4.0%	20 19.2% 6.7%
My spouse actively tries to get me to quit smoking cigars	684 64.2% 100.0%	288 72.5% 42.1%	307 60.2% 44.9%	90 72.6% 13.2%	198 72.5% 28.9%	217 56.2% 31.7%	41 74.5% 6.0%	29 69.0% 4.2%	60 76.9% 8.8%	107 72.3% 15.6%	106 67.5% 15.5%	41 42.7% 6.0%	120 63.8% 17.5%	109 65.7% 15.9%	111 49.6% 16.2%	111 62.7% 16.2%	137 70.6% 20.0%	183 55.3% 26.8%	283 71.3% 41.4%	22 61.1% 3.2%	70 77.8% 10.2%
The general public is now more tolerant of cigar smoking than it used to be	423 34.8% 100.0%	149 33.0% 35.2%	207 36.0% 48.9%	41 29.9% 9.7%	108 34.4% 25.5%	166 37.9% 39.2%	15 25.9% 3.5%	13 27.1% 3.1%	35 41.2% 8.3%	54 32.7% 12.8%	52 28.4% 12.3%	35 33.3% 8.3%	82 38.1% 19.4%	67 35.8% 15.8%	89 36.0% 21.0%	66 34.7% 15.6%	59 26.6% 13.9%	132 35.3% 31.2%	151 33.8% 35.7%	9 20.5% 2.1%	49 45.4% 11.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)				MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Cuban Affinity																					
I prefer Cuban cigars to any other	608 50.8% 100.0%	190 42.9% 31.3%	295 51.9% 48.5%	47 35.1% 7.7%	143 46.3% 23.5%	248 57.1% 40.8%	17 31.5% 2.8%	18 36.7% 3.0%	40 47.6% 6.6%	61 37.4% 10.0%	76 42.9% 12.5%	68 64.2% 11.2%	106 50.2% 17.4%	89 47.8% 14.6%	158 63.5% 26.0%	86 45.5% 14.1%	77 35.5% 12.7%	227 60.7% 37.3%	202 46.0% 33.2%	18 41.9% 3.0%	61 57.0% 10.0%
If Cuban cigars were legal, I'd switch most of my smoking to Cubans	435 36.6% 100.0%	116 26.1% 26.7%	230 41.0% 52.9%	31 23.0% 7.1%	85 27.5% 19.5%	199 46.7% 45.7%	7 12.7% 1.6%	15 30.0% 3.4%	30 36.1% 6.9%	34 20.9% 7.8%	48 26.8% 11.0%	46 43.8% 10.6%	87 41.8% 20.0%	74 40.2% 17.0%	110 44.9% 25.3%	54 28.6% 12.4%	37 17.1% 8.5%	171 46.7% 39.3%	124 28.3% 28.5%	9 21.4% 2.1%	39 35.8% 9.0%
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly	211 17.6% 100.0%	57 12.6% 27.0%	100 17.5% 47.4%	12 8.6% 5.7%	45 14.4% 21.3%	88 20.4% 41.7%	3 5.2% 1.4%	6 12.0% 2.8%	13 15.5% 6.2%	17 10.3% 8.1%	24 13.3% 11.4%	22 21.0% 10.4%	35 16.5% 16.6%	33 17.8% 15.6%	45 18.3% 21.3%	23 12.0% 10.9%	28 12.8% 13.3%	74 20.1% 35.1%	55 12.3% 26.1%	7 16.3% 3.3%	22 20.2% 10.4%
Price Sensitivity/Brand Loyalty																					
I buy mainly premium priced cigars	383 31.5% 100.0%	59 13.0% 15.4%	222 38.5% 58.0%	22 15.9% 5.7%	37 11.7% 9.7%	200 45.6% 52.2%	6 10.3% 1.6%	8 16.0% 2.1%	13 15.1% 3.4%	18 10.8% 4.7%	28 15.6% 7.3%	46 43.0% 12.0%	74 34.6% 19.3%	63 33.7% 16.4%	91 36.4% 23.8%	37 19.5% 9.7%	23 10.5% 6.0%	181 48.3% 47.3%	82 18.3% 21.4%	6 13.6% 1.6%	28 25.7% 7.3%
Real cigar smokers would never smoke just one brand	483 40.4% 100.0%	157 34.9% 32.5%	219 38.6% 45.3%	30 21.7% 6.2%	127 40.7% 26.3%	189 44.1% 39.1%	11 19.0% 2.3%	11 22.0% 2.3%	33 38.8% 6.8%	49 29.5% 10.1%	60 33.3% 12.4%	42 40.0% 8.7%	85 40.1% 17.6%	66 35.5% 13.7%	98 39.8% 20.3%	57 30.0% 11.8%	85 39.0% 17.6%	166 45.0% 34.4%	165 37.7% 34.2%	14 32.6% 2.9%	43 39.8% 8.9%
It's worth it to pay extra for a higher quality cigar	168 14.0% 100.0%	22 4.9% 13.1%	90 15.7% 53.6%	8 5.8% 4.8%	14 4.5% 8.3%	82 18.9% 48.8%	2 3.4% 1.2%	2 4.0% 1.2%	7 8.2% 4.2%	10 6.1% 6.0%	8 4.4% 4.8%	22 20.8% 13.1%	34 16.0% 20.2%	32 17.2% 19.0%	57 23.2% 33.9%	19 10.1% 11.3%	8 3.7% 4.8%	85 23.1% 50.6%	31 6.9% 18.5%	3 7.0% 1.8%	13 11.9% 7.7%
I have a few cigar brands I typically buy most often	125 10.3% 100.0%	24 5.3% 19.2%	46 8.0% 36.8%	9 6.5% 7.2%	15 4.8% 12.0%	37 8.5% 29.6%	2 3.4% 1.6%	2 4.1% 1.6%	2 2.4% 1.6%	4 2.4% 3.2%	12 6.6% 9.6%	7 6.7% 5.6%	10 4.7% 8.0%	18 9.6% 14.4%	16 6.5% 12.8%	5 2.6% 4.0%	27 12.3% 21.6%	35 9.4% 28.0%	32 7.2% 25.6%	11 25.0% 8.8%	3 2.8% 2.4%
The price of cigars has gotten so high, I've had to switch to less expensive brands	489 40.6% 100.0%	199 44.1% 40.7%	196 34.4% 40.1%	54 39.1% 11.0%	145 46.3% 29.7%	142 32.9% 29.0%	22 37.9% 4.5%	23 46.9% 4.7%	32 37.6% 6.5%	77 46.4% 15.7%	75 41.4% 15.3%	34 32.1% 7.0%	81 38.6% 16.6%	68 36.4% 13.9%	87 35.2% 17.8%	78 41.1% 16.0%	108 49.1% 22.1%	127 34.5% 26.0%	184 41.3% 37.6%	23 53.5% 4.7%	43 39.4% 8.8%
I'm loyal to the brands of cigars I smoke regularly	241 19.9% 100.0%	68 15.1% 28.2%	75 13.1% 31.1%	22 16.1% 9.1%	46 14.7% 19.1%	53 12.1% 22.0%	8 13.8% 3.3%	7 14.0% 2.9%	12 14.0% 5.0%	24 14.5% 10.0%	31 17.2% 12.9%	6 5.6% 2.5%	26 12.3% 10.8%	44 23.5% 18.3%	19 7.7% 7.9%	18 9.6% 7.5%	56 25.7% 23.2%	64 17.0% 26.6%	87 19.5% 36.1%	14 32.6% 5.8%	14 12.8% 5.8%
Private label/house brands of cigars are as good as brand name cigars	241 20.0% 100.0%	86 19.1% 35.7%	102 17.9% 42.3%	20 14.6% 8.3%	66 21.0% 27.4%	82 18.9% 34.0%	6 10.2% 2.5%	8 16.7% 3.3%	12 14.0% 5.0%	30 18.2% 12.4%	36 19.7% 14.9%	22 20.8% 9.1%	35 16.4% 14.5%	33 17.7% 13.7%	44 18.0% 18.3%	35 18.4% 14.5%	54 24.7% 22.4%	69 18.5% 28.6%	83 18.6% 34.4%	9 20.5% 3.7%	13 11.9% 5.4%
I buy some expensive brands of cigars and save them for special occasions	431 35.5% 100.0%	81 17.9% 18.8%	230 40.1% 53.4%	24 17.3% 5.6%	57 18.2% 13.2%	206 47.4% 47.8%	6 10.2% 1.4%	10 20.4% 2.3%	15 17.4% 3.5%	23 13.9% 5.3%	38 20.8% 8.8%	45 42.9% 10.4%	94 43.9% 21.8%	66 34.9% 15.3%	107 43.3% 24.8%	41 21.4% 9.5%	41 18.5% 9.5%	190 50.9% 44.1%	106 23.7% 24.6%	14 31.8% 3.2%	31 28.4% 7.2%
For special events, it's more important to have a brand with some prestige	513 42.5% 100.0%	154 34.1% 30.0%	251 43.8% 48.9%	42 30.2% 8.2%	112 35.8% 21.8%	209 48.2% 40.7%	15 25.9% 2.9%	14 28.0% 2.7%	29 34.1% 5.7%	52 31.5% 10.1%	68 37.4% 13.3%	54 50.9% 10.5%	91 42.7% 17.7%	82 44.1% 16.0%	117 47.4% 22.8%	69 36.1% 13.5%	75 34.1% 14.6%	185 50.0% 36.1%	170 38.0% 33.1%	11 25.6% 2.1%	47 43.1% 9.2%
Lower price means lower quality in cigars	330 27.3% 100.0%	101 22.3% 30.6%	172 30.1% 52.1%	35 25.4% 10.6%	66 21.0% 20.0%	137 31.6% 41.5%	14 23.7% 4.2%	11 22.9% 3.3%	26 30.2% 7.9%	36 21.7% 10.9%	30 16.5% 9.1%	35 33.3% 10.6%	60 28.0% 18.2%	45 23.9% 13.6%	90 36.9% 27.3%	63 33.3% 19.1%	40 13.2% 12.1%	114 30.8% 34.5%	96 21.4% 29.1%	12 27.9% 3.6%	33 30.6% 10.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)				MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
I am smoking better quality cigars now than I used to	292	49	167	13	36	154	2	8	8	20	21	35	58	44	70	26	31	128	64	8	15
	24.2%	10.9%	29.1%	9.4%	11.5%	35.4%	3.5%	16.0%	9.4%	12.2%	11.7%	33.0%	27.2%	23.8%	28.6%	13.7%	14.2%	34.6%	14.3%	18.6%	13.9%
	100.0%	16.8%	57.2%	4.5%	12.3%	52.7%	0.7%	2.7%	2.7%	6.8%	7.2%	12.0%	19.9%	15.1%	24.0%	8.9%	10.6%	43.8%	21.9%	2.7%	5.1%
I am always interested in trying new cigar brands	208	36	111	9	27	102	1	6	6	8	19	25	35	32	50	19	28	94	44	4	10
	17.1%	8.0%	19.2%	6.5%	8.6%	23.2%	1.7%	12.0%	7.0%	4.8%	10.5%	23.6%	16.3%	17.1%	20.1%	9.9%	12.7%	25.0%	9.8%	9.1%	9.3%
	100.0%	17.3%	53.4%	4.3%	13.0%	49.0%	0.5%	2.9%	2.9%	3.8%	9.1%	12.0%	16.8%	15.4%	24.0%	9.1%	13.5%	45.2%	21.2%	1.9%	4.8%
Cigars are one of the few luxuries I can afford	417	145	167	38	107	129	16	14	33	49	59	38	62	57	84	58	86	115	145	17	41
	34.5%	32.1%	29.1%	27.5%	34.1%	29.7%	28.1%	28.0%	38.4%	29.5%	32.8%	35.5%	29.1%	30.3%	33.6%	30.4%	39.1%	30.8%	32.4%	38.6%	37.6%
	100.0%	34.8%	40.0%	9.1%	25.7%	30.9%	3.8%	3.4%	7.9%	11.8%	14.1%	9.1%	14.9%	13.7%	20.1%	13.9%	20.6%	27.6%	34.8%	4.1%	9.8%
I only like to smoke brands of cigars I've heard of	518	209	233	72	137	161	30	29	41	79	65	39	93	78	105	83	75	139	180	21	65
	42.9%	46.3%	40.8%	52.2%	43.8%	37.2%	51.7%	59.2%	48.2%	47.6%	35.9%	36.8%	44.1%	41.7%	42.5%	43.5%	33.9%	37.7%	40.2%	48.8%	59.6%
	100.0%	40.3%	45.0%	13.9%	26.4%	31.1%	5.8%	5.6%	7.9%	15.3%	12.5%	7.5%	18.0%	15.1%	20.3%	16.0%	14.5%	26.8%	34.7%	4.1%	12.5%
<u>Channel Preferences</u>																					
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons	695	209	350	69	140	281	25	30	20	68	114	55	130	114	136	81	139	243	278	20	4
	58.0%	46.5%	61.7%	50.0%	45.0%	65.5%	43.1%	60.0%	23.8%	41.0%	62.6%	53.4%	61.3%	61.3%	56.0%	43.1%	62.9%	66.6%	62.5%	47.6%	3.7%
	100.0%	30.1%	50.4%	9.9%	20.1%	40.4%	3.6%	4.3%	2.9%	9.8%	16.4%	7.9%	18.7%	16.4%	19.6%	11.7%	20.0%	35.0%	40.0%	2.9%	0.6%
Catalogs offer the best prices on cigars	400	102	219	37	65	182	11	18	9	29	48	35	77	67	82	51	71	160	132	15	5
	33.4%	22.8%	38.5%	26.8%	21.0%	42.2%	19.0%	36.7%	10.6%	17.5%	26.8%	33.3%	36.5%	36.2%	33.1%	26.6%	32.6%	43.6%	29.7%	34.9%	4.6%
	100.0%	25.5%	54.8%	9.3%	16.3%	45.5%	2.8%	4.5%	2.3%	7.3%	12.0%	8.8%	19.3%	16.8%	20.5%	12.8%	17.8%	40.0%	33.0%	3.8%	1.3%
I prefer to buy cigars from a tobacconist	451	102	244	29	73	215	9	14	30	32	39	55	83	63	118	57	42	218	56	10	63
	37.2%	22.6%	42.5%	21.0%	23.2%	49.3%	15.8%	28.0%	35.3%	19.3%	21.7%	51.9%	39.2%	33.5%	47.4%	30.2%	19.1%	58.3%	12.5%	23.3%	57.8%
	100.0%	22.6%	54.1%	6.4%	16.2%	47.7%	2.0%	3.1%	6.7%	7.1%	8.6%	12.2%	18.4%	14.0%	26.2%	12.6%	9.3%	48.3%	12.4%	2.2%	14.0%
I'm willing to pay a little extra to buy from someone who can give advice on cigars	438	111	232	37	74	195	13	14	23	39	45	54	85	79	124	59	39	186	99	7	51
	36.3%	24.6%	40.6%	26.6%	23.6%	45.1%	22.4%	28.0%	27.1%	23.5%	24.7%	50.9%	40.1%	42.2%	50.2%	30.9%	17.6%	50.5%	22.2%	16.3%	46.8%
	100.0%	25.3%	53.0%	8.4%	16.9%	44.5%	3.0%	3.2%	5.3%	8.9%	10.3%	12.3%	19.4%	18.0%	28.3%	13.5%	8.9%	42.5%	22.6%	1.6%	11.6%
I would never trust buying cigars through a catalog	559	239	223	65	174	158	26	21	56	93	69	47	79	79	122	100	83	151	185	23	100
	46.2%	52.8%	38.8%	46.8%	55.4%	36.2%	44.1%	42.9%	65.1%	56.0%	37.7%	44.3%	36.7%	42.2%	49.2%	52.4%	37.7%	40.5%	41.4%	53.5%	91.7%
	100.0%	42.8%	39.9%	11.6%	31.1%	28.3%	4.7%	3.8%	10.0%	16.6%	12.3%	8.4%	14.1%	14.1%	21.8%	17.9%	14.8%	27.0%	33.1%	4.1%	17.9%
Tobacconists are the best place to buy cigars	294	75	143	18	57	125	11	4	24	28	21	28	58	48	79	42	26	121	48	7	46
	24.2%	16.5%	24.9%	12.9%	18.1%	28.7%	18.6%	8.2%	27.9%	16.9%	11.5%	26.4%	27.0%	25.5%	32.0%	21.9%	11.7%	32.5%	10.7%	15.9%	42.2%
	100.0%	25.5%	48.6%	6.1%	19.4%	42.5%	3.7%	1.4%	8.2%	9.5%	7.1%	9.5%	19.7%	16.3%	26.9%	14.3%	8.8%	41.2%	16.3%	2.4%	15.6%
I would never trust buying cigars through the Internet	422	153	173	34	119	139	10	13	28	63	54	40	59	60	90	63	66	122	142	17	49
	35.1%	34.0%	30.4%	24.5%	38.3%	32.3%	16.9%	26.5%	32.9%	38.4%	29.5%	38.1%	27.7%	32.1%	36.6%	33.3%	30.3%	33.0%	31.9%	38.6%	45.8%
	100.0%	36.3%	41.0%	8.1%	28.2%	32.9%	2.4%	3.1%	6.6%	14.9%	12.8%	9.5%	14.0%	14.2%	21.3%	14.9%	15.6%	28.9%	33.6%	4.0%	11.6%
I like buying cigars on the Internet	945	322	462	103	219	359	41	39	58	112	136	80	174	151	196	136	165	315	342	29	72
	80.1%	72.7%	82.8%	75.2%	71.6%	85.3%	73.2%	78.0%	69.9%	68.3%	75.6%	78.4%	84.9%	81.2%	81.7%	73.5%	74.7%	87.0%	78.8%	70.7%	66.7%
	100.0%	34.1%	48.9%	10.9%	23.2%	38.0%	4.3%	4.1%	6.1%	11.9%	14.4%	8.5%	18.4%	16.0%	20.7%	14.4%	17.5%	33.3%	36.2%	3.1%	7.6%
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet	552	146	296	50	96	246	16	20	20	44	69	41	108	94	106	58	95	224	186	15	11
	45.8%	32.5%	51.7%	36.0%	31.0%	56.7%	27.1%	40.8%	23.5%	26.5%	37.9%	38.7%	50.5%	50.0%	43.1%	30.5%	43.2%	60.4%	41.6%	34.1%	10.2%
	100.0%	26.4%	53.6%	9.1%	17.4%	44.6%	2.9%	3.6%	3.6%	8.0%	12.5%	7.4%	19.6%	17.0%	19.2%	10.5%	17.2%	40.6%	33.7%	2.7%	2.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)				MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist	479	203	212	65	138	147	27	25	43	81	73	32	81	78	78	76	99	114	216	18	41
	39.7%	45.0%	37.0%	47.4%	43.9%	33.7%	47.4%	50.0%	50.0%	48.8%	41.2%	30.8%	37.9%	41.9%	31.6%	40.0%	45.6%	30.5%	48.5%	40.9%	38.0%
	100.0%	42.4%	44.3%	13.6%	28.8%	30.7%	5.6%	5.2%	9.0%	16.9%	15.2%	6.7%	16.9%	16.3%	16.3%	15.9%	20.7%	23.8%	45.1%	3.8%	8.6%
I am very loyal to my tobacconist	703	207	327	54	153	273	20	21	41	75	87	63	119	110	135	78	117	258	198	25	72
	58.5%	46.1%	57.2%	39.1%	49.2%	62.9%	35.1%	42.0%	48.2%	45.2%	48.6%	60.6%	56.1%	58.8%	55.3%	41.5%	53.9%	69.5%	44.5%	56.8%	67.3%
	100.0%	29.4%	46.5%	7.7%	21.8%	38.8%	2.8%	3.0%	5.8%	10.7%	12.4%	9.0%	16.9%	15.6%	19.2%	11.1%	16.6%	36.7%	28.2%	3.6%	10.2%
When I buy my favorite brand of cigar, I usually shop around to get the best price	447	157	178	44	113	134	16	16	15	53	86	19	69	66	55	41	101	130	169	19	26
	36.9%	34.7%	31.0%	31.9%	35.9%	30.7%	28.1%	32.0%	17.4%	31.9%	47.8%	17.8%	32.5%	35.3%	22.2%	21.5%	46.3%	34.6%	38.0%	43.2%	23.9%
	100.0%	35.1%	39.8%	9.8%	25.3%	30.0%	3.6%	3.6%	3.4%	11.9%	19.2%	4.3%	15.4%	14.8%	12.3%	9.2%	22.6%	29.1%	37.8%	4.3%	5.8%
When shopping for cigars, I have to go somewhere where I trust the salesperson	442	123	218	35	88	183	12	16	30	46	49	41	81	72	96	58	47	185	107	10	43
	36.5%	27.2%	38.0%	25.4%	28.0%	42.0%	21.1%	32.0%	34.9%	27.7%	27.2%	38.7%	37.9%	38.5%	38.6%	30.5%	21.5%	49.5%	23.9%	22.7%	39.8%
	100.0%	27.8%	49.3%	7.9%	19.9%	41.4%	2.7%	3.6%	6.8%	10.4%	11.1%	9.3%	18.3%	16.3%	21.7%	13.1%	10.6%	41.9%	24.2%	2.3%	9.7%
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	418	119	201	31	88	170	15	7	39	42	34	46	76	51	112	65	48	154	79	11	81
	34.7%	26.3%	35.3%	22.3%	28.0%	39.5%	25.9%	14.0%	45.9%	25.5%	18.7%	43.8%	36.2%	27.4%	45.7%	34.0%	21.7%	42.3%	17.6%	25.6%	74.3%
	100.0%	28.5%	48.1%	7.4%	21.1%	40.7%	3.6%	1.7%	9.3%	10.0%	8.1%	11.0%	18.2%	12.2%	26.8%	15.6%	11.5%	36.8%	18.9%	2.6%	19.4%
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	526	177	252	47	130	205	19	16	53	64	52	52	98	77	121	84	71	180	135	17	91
	43.9%	39.2%	44.4%	34.1%	41.4%	47.7%	33.3%	32.0%	62.4%	38.8%	28.9%	50.0%	46.7%	41.4%	49.6%	44.2%	32.3%	49.6%	30.3%	39.5%	83.5%
	100.0%	33.7%	47.9%	8.9%	24.7%	39.0%	3.6%	3.0%	10.1%	12.2%	9.9%	9.9%	18.6%	14.6%	23.0%	16.0%	13.5%	34.2%	25.7%	3.2%	17.3%
<u>Taste Preferences</u>																					
I prefer mild tasting cigars	140	61	39	11	50	28	6	4	17	25	15	7	9	15	31	30	27	25	60	7	12
	11.7%	13.7%	6.9%	8.1%	16.2%	6.5%	10.3%	8.2%	20.2%	15.3%	8.4%	6.6%	4.3%	8.2%	12.7%	16.0%	12.4%	6.8%	13.6%	16.3%	11.0%
	100.0%	43.6%	27.9%	7.9%	35.7%	20.0%	4.3%	2.9%	12.1%	17.9%	10.7%	5.0%	6.4%	10.7%	22.1%	21.4%	19.3%	17.9%	42.9%	5.0%	8.6%
I like to smoke a range of tastes	245	52	116	12	40	104	7	4	9	16	32	28	35	36	64	27	35	99	65	8	12
	20.1%	11.5%	20.1%	8.7%	12.7%	23.7%	12.3%	8.0%	10.5%	9.6%	17.8%	26.2%	16.4%	19.1%	25.6%	14.1%	15.8%	26.3%	14.5%	18.2%	11.0%
	100.0%	21.2%	47.3%	4.9%	16.3%	42.4%	2.9%	1.6%	3.7%	6.5%	13.1%	11.4%	14.3%	14.7%	26.1%	11.0%	14.3%	40.4%	26.5%	3.3%	4.9%
I prefer stronger tasting cigars	566	168	282	47	121	235	20	14	29	64	71	59	107	85	115	62	90	204	182	18	51
	46.9%	37.5%	49.2%	34.8%	38.7%	53.7%	36.4%	28.6%	34.1%	39.3%	39.7%	55.7%	50.2%	45.5%	46.4%	33.0%	41.1%	54.7%	40.8%	40.9%	46.8%
	100.0%	29.7%	49.8%	8.3%	21.4%	41.5%	3.5%	2.5%	5.1%	11.3%	12.5%	10.4%	18.9%	15.0%	20.3%	11.0%	15.9%	36.0%	32.2%	3.2%	9.0%
Mild-tasting cigars are easier to smoke on an everyday basis	149	51	47	6	45	41	2	1	11	17	16	4	20	19	31	24	27	37	49	5	13
	12.4%	11.3%	8.2%	4.3%	14.4%	9.4%	3.5%	2.0%	12.8%	10.2%	8.9%	3.7%	9.4%	10.2%	12.4%	12.6%	12.5%	9.9%	11.1%	11.4%	11.9%
	100.0%	34.2%	31.5%	4.0%	30.2%	27.5%	1.3%	0.7%	7.4%	11.4%	10.7%	2.7%	13.4%	12.8%	20.8%	16.1%	18.1%	24.8%	32.9%	3.4%	8.7%
My preferences have evolved over time towards stronger cigars	457	113	242	35	78	207	12	12	18	37	49	43	92	76	91	42	53	185	128	12	37
	37.8%	25.1%	42.1%	25.4%	24.9%	47.4%	20.7%	24.0%	20.9%	22.3%	27.4%	40.6%	43.2%	40.6%	36.5%	22.1%	24.5%	49.2%	28.8%	27.3%	34.3%
	100.0%	24.7%	53.0%	7.7%	17.1%	45.3%	2.6%	2.6%	3.9%	8.1%	10.7%	9.4%	20.1%	16.6%	19.9%	9.2%	11.6%	40.5%	28.0%	2.6%	8.1%
My preferences have evolved over time towards more expensive cigars	372	63	222	24	39	198	6	9	13	20	28	56	72	59	106	41	31	175	79	9	29
	30.9%	14.0%	39.0%	17.4%	12.5%	45.9%	10.5%	18.0%	15.3%	12.1%	15.6%	52.8%	34.1%	31.7%	43.1%	21.7%	14.0%	47.6%	17.7%	20.9%	26.6%
	100.0%	16.9%	59.7%	6.5%	10.5%	53.2%	1.6%	2.4%	3.5%	5.4%	7.5%	15.1%	19.4%	15.9%	28.5%	11.0%	8.3%	47.0%	21.2%	2.4%	7.8%

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GC 019144

Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
My preferences have evolved over time towards less expensive cigars	433 35.9% 100.0%	211 47.1% 48.7%	142 24.8% 32.8%	43 31.4% 9.9%	168 54.0% 38.8%	99 22.8% 22.9%	20 35.1% 4.6%	14 28.6% 3.2%	50 58.8% 11.5%	74 45.1% 17.1%	63 34.6% 14.5%	12 11.3% 2.8%	63 29.7% 14.5%	56 30.1% 12.9%	61 24.8% 14.1%	80 42.3% 18.5%	109 49.8% 25.2%	88 23.8% 20.3%	199 44.8% 46.0%	19 44.2% 4.4%	44 40.4% 10.2%
I like to smoke a full-flavored cigar	139 11.5% 100.0%	31 6.9% 22.3%	61 10.6% 43.9%	8 5.8% 5.8%	23 7.3% 16.5%	53 12.1% 38.1%	1 1.7% 0.7%	3 6.1% 2.2%	5 5.8% 3.6%	9 5.5% 6.5%	17 9.3% 12.2%	10 9.4% 7.2%	21 9.9% 15.1%	24 12.7% 17.3%	22 8.9% 15.8%	9 4.7% 6.5%	26 11.7% 18.7%	54 14.5% 38.8%	37 8.3% 26.6%	5 11.4% 3.6%	5 4.6% 3.6%
Strong cigars are too harsh for me	328 27.2% 100.0%	149 33.2% 45.4%	142 24.8% 43.3%	46 33.3% 14.0%	103 33.1% 31.4%	96 22.1% 29.3%	19 32.8% 5.8%	20 40.8% 6.1%	30 36.1% 9.1%	53 31.9% 16.2%	47 26.0% 14.3%	27 25.7% 8.2%	56 26.4% 17.1%	44 23.5% 13.4%	75 30.6% 22.9%	66 34.9% 20.1%	63 28.5% 19.2%	88 23.8% 26.8%	122 27.3% 37.2%	16 37.2% 4.9%	30 27.8% 9.1%
Experienced cigar smokers smoke stronger cigars	464 38.8% 100.0%	165 36.8% 35.6%	215 37.7% 46.3%	46 33.6% 9.9%	119 38.3% 25.6%	169 39.0% 36.4%	16 28.6% 3.4%	21 42.0% 4.5%	33 38.4% 7.1%	57 34.8% 12.3%	59 33.1% 12.7%	44 41.5% 9.5%	84 39.8% 18.1%	68 36.4% 14.7%	90 37.0% 19.4%	69 37.3% 14.9%	77 35.3% 16.6%	136 36.7% 29.3%	164 37.1% 35.3%	19 45.2% 4.1%	39 36.4% 8.4%
<u>How Started Smoking</u>																					
My father introduced me to smoking cigars	985 81.5% 100.0%	372 82.5% 37.8%	448 78.2% 45.5%	106 77.9% 10.8%	266 84.4% 27.0%	342 78.3% 34.7%	48 85.7% 4.9%	37 74.0% 3.8%	70 81.4% 7.1%	137 83.0% 13.9%	153 85.5% 15.5%	87 82.1% 8.8%	166 77.6% 16.9%	153 82.3% 15.5%	199 80.6% 20.2%	150 78.9% 15.2%	185 84.1% 18.8%	297 79.6% 30.2%	383 85.9% 38.9%	36 81.8% 3.7%	94 86.2% 9.5%
A friend introduced me to smoking cigars	595 49.5% 100.0%	220 48.9% 37.0%	297 52.3% 49.9%	68 49.6% 11.4%	152 48.6% 25.5%	229 53.1% 38.5%	26 44.8% 4.4%	26 53.1% 4.4%	54 63.5% 9.1%	69 41.6% 11.6%	78 43.3% 13.1%	65 61.3% 10.9%	109 52.2% 18.3%	91 49.2% 15.3%	147 60.2% 24.7%	103 54.2% 17.3%	84 38.0% 14.1%	200 54.6% 33.6%	181 40.8% 30.4%	13 30.2% 2.2%	64 58.7% 10.8%
I started smoking cigars before it became trendy	191 15.7% 100.0%	53 11.7% 27.7%	84 14.6% 44.0%	11 8.0% 5.8%	42 13.4% 22.0%	73 16.7% 38.2%	3 5.2% 1.6%	3 6.0% 1.6%	4 4.7% 2.1%	21 12.7% 11.0%	23 12.7% 12.0%	9 8.4% 4.7%	38 17.8% 19.9%	34 18.2% 17.8%	27 10.8% 14.1%	16 8.4% 8.4%	37 16.9% 19.4%	73 19.4% 38.2%	51 11.4% 26.7%	5 11.4% 2.6%	12 11.0% 6.3%
<u>Role of Tobacconist</u>																					
When I go to the tobacconist, I feel like a kid in a candy store	486 40.5% 100.0%	100 22.2% 20.6%	254 44.9% 52.3%	28 20.1% 5.8%	72 23.1% 14.8%	226 52.9% 46.5%	9 15.5% 1.9%	11 22.0% 2.3%	18 21.2% 3.7%	36 21.7% 7.4%	47 26.0% 9.7%	50 49.0% 10.3%	93 44.5% 19.1%	79 42.2% 16.3%	101 41.7% 20.8%	52 27.4% 10.7%	67 30.2% 13.8%	201 55.2% 41.4%	121 27.1% 24.9%	17 40.5% 3.5%	33 30.6% 6.8%
I have a close relationship with my tobacconist	871 72.7% 100.0%	278 62.2% 31.9%	405 71.9% 46.5%	76 55.5% 8.7%	202 65.2% 23.2%	329 77.2% 37.8%	27 46.6% 3.1%	31 62.0% 3.6%	47 56.0% 5.4%	98 59.4% 11.3%	127 70.6% 14.6%	73 70.2% 8.4%	153 72.9% 17.6%	136 73.9% 15.6%	155 63.5% 17.8%	101 53.4% 11.6%	151 68.3% 17.3%	297 81.6% 34.1%	277 62.2% 31.8%	33 76.7% 3.8%	85 78.0% 9.8%
I trust my tobacconist	361 30.3% 100.0%	76 16.9% 21.1%	181 32.1% 50.1%	16 11.6% 4.4%	60 19.3% 16.6%	165 38.7% 45.7%	6 10.5% 1.7%	5 10.0% 1.4%	20 23.8% 5.5%	19 11.5% 5.3%	35 19.4% 9.7%	42 40.8% 11.6%	69 32.7% 19.1%	54 29.3% 15.0%	90 37.0% 24.9%	42 22.2% 11.6%	43 19.8% 11.9%	144 39.8% 39.9%	76 17.1% 21.1%	10 23.3% 2.8%	32 29.4% 8.9%
All tobacconists are pretty much the same	423 35.0% 100.0%	188 41.5% 44.4%	192 33.6% 45.4%	59 42.4% 13.9%	129 41.1% 30.5%	133 30.7% 31.4%	24 40.7% 5.7%	20 40.8% 4.7%	36 41.9% 8.5%	80 48.2% 18.9%	61 33.3% 14.4%	32 30.8% 7.6%	75 35.0% 17.7%	69 36.5% 16.3%	80 32.7% 18.9%	81 42.6% 19.1%	89 40.3% 21.0%	112 30.3% 26.5%	176 39.4% 41.6%	17 38.6% 4.0%	39 36.1% 9.2%
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke	402 33.4% 100.0%	87 19.4% 21.6%	196 34.3% 48.8%	17 12.3% 4.2%	70 22.5% 17.4%	179 41.3% 44.5%	5 8.8% 1.2%	6 12.0% 1.5%	23 27.1% 5.7%	30 18.1% 7.5%	33 18.3% 8.2%	48 45.3% 11.9%	66 31.1% 16.4%	65 34.6% 16.2%	94 38.2% 23.4%	40 21.2% 10.0%	60 27.5% 14.9%	166 44.7% 41.3%	84 18.8% 20.9%	17 38.6% 4.2%	40 37.0% 10.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars	542 45.1% 100.0%	138 30.7% 25.5%	275 48.2% 50.7%	41 29.7% 7.6%	97 31.1% 17.9%	234 54.2% 43.2%	15 26.3% 2.8%	14 28.0% 2.6%	27 31.8% 5.0%	43 25.9% 7.9%	59 33.0% 10.9%	52 49.1% 9.6%	97 46.2% 17.9%	86 45.7% 15.9%	113 45.9% 20.8%	55 28.9% 10.1%	73 34.0% 13.5%	222 60.0% 41.0%	135 30.2% 24.9%	18 40.9% 3.3%	48 44.4% 8.9%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions	616 51.5% 100.0%	165 36.8% 26.8%	315 55.5% 51.1%	49 35.5% 8.0%	116 37.4% 18.8%	266 61.9% 43.2%	17 29.8% 2.8%	17 34.0% 2.8%	33 38.4% 5.4%	52 31.7% 8.4%	80 45.2% 13.0%	64 61.5% 10.4%	114 54.5% 18.5%	95 50.5% 15.4%	134 54.5% 21.8%	63 33.3% 10.2%	90 41.3% 14.6%	244 66.1% 39.6%	172 38.7% 27.9%	14 32.6% 2.3%	60 56.1% 9.7%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink	712 59.5% 100.0%	212 47.0% 29.8%	340 60.3% 47.8%	55 39.6% 7.7%	157 50.3% 22.1%	285 67.1% 40.0%	19 32.8% 2.7%	22 44.0% 3.1%	43 50.6% 6.0%	74 44.6% 10.4%	89 48.9% 12.5%	66 64.1% 9.3%	131 62.7% 18.4%	113 60.4% 15.9%	151 62.1% 21.2%	85 44.5% 11.9%	100 45.5% 14.0%	258 70.9% 36.2%	211 47.6% 29.6%	17 40.5% 2.4%	73 67.0% 10.3%
I wish the cigars displayed at a tobacconist were better organized	490 41.0% 100.0%	157 34.8% 32.0%	227 40.0% 46.3%	44 31.7% 9.0%	113 36.2% 23.1%	183 42.8% 37.3%	17 29.3% 3.5%	15 30.0% 3.1%	29 34.1% 5.9%	59 35.8% 12.0%	53 29.1% 10.8%	39 37.1% 8.0%	94 44.5% 19.2%	76 41.3% 15.5%	96 39.5% 19.6%	60 31.6% 12.2%	71 32.6% 14.5%	168 46.4% 34.3%	159 35.7% 32.4%	15 34.9% 3.1%	42 38.5% 8.6%
I wish it were easier to select new cigars at the tobacconist without having to ask for help	404 33.7% 100.0%	131 29.0% 32.4%	183 32.2% 45.3%	30 21.9% 7.4%	101 32.2% 25.0%	153 35.5% 37.9%	9 15.8% 2.2%	14 28.0% 3.5%	31 36.5% 7.7%	43 25.9% 10.6%	52 28.9% 12.9%	35 33.3% 8.7%	63 30.0% 15.6%	68 36.2% 16.8%	86 35.4% 21.3%	52 27.7% 12.9%	64 29.4% 15.8%	134 36.1% 33.2%	127 28.7% 31.4%	13 29.5% 3.2%	36 33.3% 8.9%
<u>Perceptions Of Cigar Smokers</u>																					
People who smoke cigars are more confident in themselves than non-smokers	618 51.4% 100.0%	216 48.0% 35.0%	290 50.8% 46.9%	66 47.8% 10.7%	150 48.1% 24.3%	224 51.7% 36.2%	26 44.8% 4.2%	23 46.0% 3.7%	31 36.9% 5.0%	76 46.1% 12.3%	94 51.9% 15.2%	45 42.5% 7.3%	106 49.8% 17.2%	93 50.5% 15.0%	103 41.7% 16.7%	77 40.3% 12.5%	123 56.4% 19.9%	203 54.9% 32.8%	225 50.6% 36.4%	26 60.5% 4.2%	42 38.9% 6.8%
People who smoke cigars are more likely to have a good sense of humor than non-smokers	526 43.4% 100.0%	164 36.3% 31.2%	253 44.2% 48.1%	51 37.0% 9.7%	113 36.0% 21.5%	202 46.4% 38.4%	20 33.9% 3.8%	17 35.4% 3.2%	27 31.4% 5.1%	60 36.4% 11.4%	66 36.1% 12.5%	34 32.7% 6.5%	98 45.4% 18.6%	88 46.8% 16.7%	92 37.6% 17.5%	63 33.0% 12.0%	107 48.2% 20.3%	177 47.6% 33.7%	188 41.9% 35.7%	20 45.5% 3.8%	40 37.0% 7.6%
People who smoke cigars are more open-minded than non-smokers	535 44.7% 100.0%	178 39.8% 33.3%	239 42.1% 44.7%	45 33.1% 8.4%	133 42.8% 24.9%	194 44.9% 36.3%	14 24.1% 2.6%	17 34.7% 3.2%	24 28.6% 4.5%	64 38.8% 12.0%	72 40.2% 13.5%	36 34.0% 6.7%	87 41.4% 16.3%	84 45.7% 15.7%	88 36.1% 16.4%	61 31.9% 11.4%	111 50.2% 20.7%	164 44.8% 30.7%	198 44.4% 37.0%	19 44.2% 3.6%	43 39.8% 8.0%
People who smoke cigars are easy to talk to	430 36.2% 100.0%	136 30.5% 31.6%	196 34.6% 45.6%	39 28.5% 9.1%	97 31.4% 22.6%	157 36.6% 36.5%	17 29.8% 4.0%	12 24.0% 2.8%	12 14.1% 2.8%	52 31.7% 12.1%	55 31.3% 12.8%	30 29.4% 7.0%	62 29.5% 14.4%	75 40.8% 17.4%	65 27.0% 15.1%	43 23.0% 10.0%	71 32.9% 16.5%	141 38.5% 32.8%	160 36.6% 37.2%	15 34.9% 3.5%	23 21.5% 5.3%
Cigar smoking is trendy today	164 13.5% 100.0%	25 5.5% 15.2%	94 16.3% 57.3%	4 2.9% 2.4%	21 6.7% 12.8%	90 20.5% 54.9%	0 0.0% 0.0%	3 6.0% 1.8%	4 4.7% 2.4%	5 3.0% 3.0%	7 3.9% 4.3%	24 22.6% 14.6%	30 14.0% 18.3%	24 12.8% 14.6%	45 18.1% 27.4%	19 9.9% 11.6%	14 6.4% 8.5%	81 21.5% 49.4%	36 8.0% 22.0%	2 4.5% 1.2%	7 6.5% 4.3%
People smoke cigars primarily because they think it's a cool thing to do	461 37.9% 100.0%	145 32.0% 31.5%	259 45.0% 56.2%	52 37.4% 11.3%	93 29.6% 20.2%	207 47.4% 44.9%	22 37.3% 4.8%	19 38.8% 4.1%	34 39.5% 7.4%	56 33.7% 12.1%	53 29.0% 11.5%	53 50.5% 11.5%	105 48.6% 22.8%	68 36.0% 14.8%	124 50.2% 26.9%	87 45.3% 18.9%	58 26.2% 12.6%	166 44.4% 36.0%	147 32.7% 31.9%	8 18.2% 1.7%	38 35.2% 8.2%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
People who have just taken up cigar smoking recently are spoiling it for the rest of us	760	249	370	77	172	293	32	29	43	92	110	67	140	114	145	97	131	256	279	31	56
	63.0%	55.5%	64.9%	57.0%	54.8%	67.4%	56.1%	60.4%	50.0%	55.8%	61.5%	63.8%	66.0%	61.3%	58.5%	51.3%	60.1%	68.4%	62.6%	70.5%	51.9%
	100.0%	32.8%	48.7%	10.1%	22.6%	38.6%	4.2%	3.8%	5.7%	12.1%	14.5%	8.8%	18.4%	15.0%	19.1%	12.8%	17.2%	33.7%	36.7%	4.1%	7.4%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY			SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Love/Involvement/Interest																					
I love cigars																					
Mean	4.16	4.41	4.29	4.51	4.37	4.22	4.78	4.51	5.02	4.62	3.91	4.87	4.33	3.88	5.00	5.23	4.06	4.08	4.21	3.84	4.72
Std. Dev.	1.446	1.398	1.380	1.421	1.388	1.361	1.219	1.431	1.208	1.238	1.385	1.188	1.363	1.454	1.184	1.009	1.473	1.400	1.447	1.554	1.313
Std. Err.	0.041	0.066	0.057	0.121	0.078	0.065	0.159	0.204	0.130	0.096	0.103	0.115	0.093	0.106	0.075	0.073	0.099	0.072	0.068	0.234	0.126
I have made my own homemade humidification system																					
Mean	1.74	1.98	1.64	1.85	2.04	1.57	1.64	1.72	2.22	2.11	1.61	1.72	1.59	1.51	1.97	2.34	1.87	1.54	1.75	1.67	2.42
Std. Dev.	1.468	1.683	1.289	1.474	1.766	1.218	1.119	1.371	1.815	1.801	1.327	1.362	1.232	1.187	1.652	1.885	1.694	1.228	1.490	1.408	1.987
Std. Err.	0.042	0.079	0.054	0.125	0.100	0.059	0.147	0.194	0.197	0.140	0.099	0.133	0.084	0.087	0.106	0.137	0.114	0.064	0.071	0.217	0.190
Cigar smoking is one of my passions																					
Mean	2.91	3.29	3.02	3.46	3.21	2.87	3.62	3.41	4.15	3.38	2.78	3.81	3.06	2.70	3.96	4.17	2.80	2.75	2.98	2.57	3.47
Std. Dev.	1.595	1.582	1.565	1.567	1.585	1.540	1.424	1.619	1.492	1.556	1.380	1.589	1.566	1.548	1.596	1.532	1.637	1.532	1.552	1.796	1.544
Std. Err.	0.046	0.075	0.066	0.133	0.090	0.074	0.187	0.231	0.162	0.121	0.103	0.156	0.108	0.113	0.102	0.111	0.110	0.080	0.073	0.277	0.149
Cigar smoking is a favorite hobby for me																					
Mean	2.93	3.34	2.93	3.33	3.35	2.80	3.50	3.22	3.80	3.49	3.03	3.23	3.09	2.64	3.66	4.00	2.95	2.74	3.04	2.74	3.28
Std. Dev.	1.567	1.546	1.520	1.534	1.554	1.496	1.430	1.462	1.660	1.492	1.372	1.599	1.511	1.505	1.648	1.573	1.573	1.494	1.538	1.529	1.616
Std. Err.	0.045	0.073	0.063	0.131	0.088	0.071	0.188	0.209	0.180	0.116	0.102	0.155	0.103	0.110	0.105	0.114	0.106	0.077	0.073	0.233	0.155
Cigar smoking is one of lifes little pleasures																					
Mean	4.44	4.73	4.48	4.78	4.71	4.38	4.86	4.71	5.00	4.83	4.50	4.79	4.56	4.31	4.70	4.98	4.41	4.32	4.51	4.30	5.06
Std. Dev.	1.339	1.140	1.300	1.108	1.154	1.342	0.937	1.190	1.168	1.050	1.026	1.193	1.332	1.221	1.372	1.249	1.378	1.386	1.243	1.456	0.993
Std. Err.	0.038	0.054	0.054	0.094	0.065	0.064	0.122	0.170	0.126	0.082	0.076	0.116	0.091	0.089	0.087	0.090	0.092	0.071	0.059	0.220	0.095
Cigar smoking is macho																					
Mean	2.44	2.57	2.33	2.47	2.62	2.28	2.20	2.74	2.53	2.70	2.46	2.13	2.49	2.34	2.40	2.62	2.64	2.20	2.56	2.84	2.38
Std. Dev.	1.472	1.433	1.431	1.425	1.437	1.432	1.242	1.523	1.428	1.453	1.423	1.325	1.541	1.376	1.522	1.648	1.478	1.417	1.406	1.717	1.386
Std. Err.	0.042	0.068	0.060	0.122	0.081	0.068	0.166	0.215	0.155	0.113	0.106	0.128	0.106	0.100	0.097	0.120	0.100	0.073	0.067	0.262	0.133
I love the aroma of cigars																					
Mean	4.62	4.79	4.75	4.96	4.71	4.68	5.12	4.86	5.21	4.94	4.53	4.85	4.84	4.60	4.91	5.02	4.53	4.54	4.73	4.34	5.06
Std. Dev.	1.267	1.125	1.180	1.010	1.166	1.222	0.908	1.069	0.909	0.995	1.136	1.169	1.099	1.265	1.178	1.143	1.294	1.327	1.157	1.328	1.137
Std. Err.	0.036	0.053	0.049	0.086	0.066	0.058	0.120	0.151	0.098	0.077	0.085	0.114	0.075	0.092	0.075	0.083	0.087	0.068	0.055	0.200	0.109
Cigar smoking is a classy thing to do																					
Mean	3.02	3.26	2.93	3.21	3.28	2.84	3.24	3.48	3.34	3.33	3.35	2.77	3.12	2.93	3.17	3.44	3.21	2.84	3.14	3.50	3.15
Std. Dev.	1.408	1.375	1.416	1.452	1.341	1.394	1.275	1.529	1.452	1.367	1.228	1.483	1.457	1.322	1.536	1.523	1.440	1.401	1.355	1.577	1.303
Std. Err.	0.040	0.065	0.059	0.123	0.076	0.067	0.167	0.216	0.157	0.106	0.091	0.143	0.100	0.097	0.097	0.110	0.097	0.072	0.064	0.238	0.125
When you smoke a cigar, you are part of the finer things in life																					
Mean	3.06	3.36	3.03	3.40	3.34	2.92	3.63	3.45	3.78	3.46	3.13	3.25	3.12	2.87	3.42	3.82	3.11	2.84	3.08	3.09	3.40
Std. Dev.	1.546	1.470	1.521	1.488	1.463	1.514	1.425	1.487	1.506	1.467	1.439	1.487	1.562	1.503	1.610	1.552	1.566	1.551	1.506	1.709	1.582

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