ESTTA Tracking number: **ESTTA1085310**
Filing date: **09/29/2020**

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

Proceeding	92025859
Party	Defendant General Cigar Co., Inc.
Correspondence Address	ANDREW DEUTSCH DLA PIPER LLP US 2000 AVENUE OF THE STARS SUITE 400 LOS ANGELES, DE 90067 UNITED STATES Primary Email: Andrew.Deutsch@dlapiper.com Secondary Email(s): David.Huff@dlapiper.com, mkrinsky@rbskl.com, joshua.schwartzman@us.dlapiper.com, john.nading@us.dlapiper.com 212.335.4880
Submission	Testimony For Defendant
Filer's Name	Andrew L. Deutsch
Filer's email	andrew.deutsch@us.dlapiper.com, Joshua.Schwartzman@us.dlapiper.com, john.nading@us.dlapiper.com, Valerie.fadis@us.dlapiper.com
Signature	/Andrew L. Deutsch/
Date	09/29/2020
Attachments	GC Exs Part 34.pdf(5698549 bytes) GC Exs Part 35.pdf(5737009 bytes) GC Exs Part 36.pdf(5749941 bytes) GC Exs Part 37.pdf(5718742 bytes) GC Exs Part 38.pdf(4105088 bytes) GC Exs Part 39.pdf(5016656 bytes) GC Exs Part 40.pdf(5743568 bytes) GC Exs Part 41.pdf(1561487 bytes) GC Exs Part 42.pdf(5634625 bytes) GC Exs Part 43.pdf(4146190 bytes) GC Exs Part 44.pdf(3686419 bytes)

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.044	0.069	0.063	0.126	0.083	0.072	0.186	0.212	0.162	0.114	0.106	0.144	0.106	0.109	0.102	0.112	0.105	0.080	0.071	0.258	0.152
Cigars are a status symbol																					
Mean	2.73	2.96	2.61	2.91	2.99	2.51	2.61	3.16	2.91	3.00	2.96	2.29	2.70	2.70	2.62	2.88	2.91	2.52	2.85	3.23	2.86
Std. Dev.	1.513	1.498	1.503	1.528	1.487	1.485	1.411	1.570	1.477	1.510	1.441	1.454	1.543	1.476	1.607	1.614	1.558	1.482	1.465	1.866	1.488
Std. Err.	0.044	0.071	0.063	0.130	0.084	0.071	0.187	0.222	0.160	0.117	0.107	0.141	0.105	0.108	0.102	0.117	0.105	0.077	0.069	0.281	0.143
Cigars are prestigious																					
Mean	3.13	3.42	3.04	3.40	3.43	2.92	3.57	3.54	3.72	3.48	3.25	2.86	3.22	2.97	3.31	3.65	3.31	2.97	3.25	3.30	3.29
Std. Dev.	1.510	1.413	1.530	1.437	1.404	1.543	1.386	1.403	1.436	1.378	1.365	1.576	1.502	1.487	1.653	1.583	1.529	1.507	1.436	1.567	1.548
Std. Err.	0.044	0.067	0.064	0.123	0.079	0.074	0.185	0.198	0.155	0.107	0.102	0.153	0.103	0.109	0.106	0.115	0.104	0.078	0.068	0.239	0.150
Cigars are a good conversation starter																					
Mean	3.19	3.57	3.10	3.65	3.54	2.92	3.91	3.40	3.72	3.73	3.31	2.80	3.19	3.23	3.18	3.68	3.46	2.88	3.43	3.64	3.38
Std. Dev.	1.481	1.363	1.496	1.365	1.363	1.494	1.199	1.370	1.395	1.393	1.290	1.581	1.503	1.393	1.617	1.538	1.424	1.531	1.362	1.432	1.380
Std. Err.	0.043	0.064	0.062	0.116	0.077	0.071	0.159	0.194	0.150	0.108	0.097	0.153	0.103	0.102	0.102	0.111	0.096	0.079	0.064	0.216	0.132
A good cigar can make any occasion special																					
Mean	3.90	4.29	3.92	4.32	4.27	3.79	4.47	4.43	4.69	4.31	4.06	4.15	3.95	3.74	4.29	4.73	4.14	3.67	3.98	4.32	4.43
Std. Dev.	1.547	1.343	1.549	1.379	1.329	1.579	1.251	1.258	1.267	1.306	1.322	1.572	1.633	1.441	1.531	1.265	1.433	1.631	1.498	1.290	1.265
Std. Err.	0.044	0.063	0.065	0.117	0.075	0.076	0.163	0.180	0.137	0.101	0.098	0.153	0.111	0.105	0.097	0.091	0.096	0.084	0.071	0.194	0.121
Smoking a cigar is a way of showing you accomplished something																					
Mean	2.27	2.42	2.29	2.53	2.38	2.21	2.58	2.56	2.66	2.51	2.39	2.40	2.28	2.19	2.52	2.79	2.36	2.14	2.30	2.63	2.28
Std. Dev.	1.384	1.368	1.423	1.476	1.317	1.399	1.349	1.606	1.393	1.365	1.318	1.465	1.429	1.420	1.475	1.546	1.382	1.408	1.345	1.619	1.318
Std. Err.	0.040	0.064	0.060	0.126	0.075	0.067	0.179	0.227	0.151	0.106	0.098	0.144	0.098	0.104	0.094	0.112	0.093	0.073	0.064	0.247	0.126
I enjoy shopping for cigars																					
Mean	3.64	4.20	3.50	4.19	4.21	3.29	4.55	4.14	4.30	4.50	3.95	3.51	3.67	3.43	3.82	4.49	3.95	3.21	4.08	3.42	4.15
Std. Dev.	1.521	1.331	1.535	1.402	1.301	1.513	1.216	1.384	1.440	1.256	1.201	1.513	1.503	1.619	1.625	1.387	1.437	1.514	1.348	1.622	1.393
Std. Err.	0.044	0.063	0.064	0.119	0.073	0.072	0.160	0.198	0.155	0.098	0.089	0.148	0.102	0.118	0.104	0.101	0.096	0.078	0.064	0.247	0.133
I really enjoy owning a humidor																					
Mean	2.63	3.40	2.39	3.29	3.45	2.09	3.61	3.00	4.34	3.64	2.49	2.49	2.55	2.38	2.97	3.71	2.96	2.08	2.87	2.40	4.05
Std. Dev.	1.780	1.854	1.621	1.772	1.891	1.453	1.770	1.818	1.593	1.794	1.739	1.650	1.737	1.670	1.856	1.874	1.924	1.477	1.840	1.809	1.840
Std. Err.	0.052	0.088	0.068	0.151	0.108	0.071	0.234	0.257	0.173	0.141	0.131	0.163	0.120	0.122	0.119	0.136	0.132	0.078	0.088	0.286	0.178
I enjoy planning ahead to smoke a cigar																					
Mean	3.41	3.91	3.26	3.88	3.92	3.06	3.91	3.82	3.76	4.11	3.77	3.06	3.38	3.37	3.16	3.67	3.81	2.95	3.77	3.64	3.63
Std. Dev.	1.640	1.516	1.595	1.435	1.552	1.594	1.327	1.535	1.630	1.410	1.422	1.664	1.588	1.596	1.695	1.672	1.623	1.580	1.516	1.644	1.587
Std. Err.	0.047	0.071	0.067	0.123	0.088	0.076	0.176	0.217	0.177	0.109	0.106	0.161	0.109	0.117	0.107	0.121	0.110	0.081	0.072	0.248	0.153
When I smoke a cigar, I don't do anything else																					
Mean	2.68	2.85	2.70	2.95	2.81	2.62	2.97	2.82	2.73	2.95	2.72	2.48	2.63	2.77	2.49	2.77	2.76	2.60	2.73	2.60	2.80
Std. Dev.	1.546	1.533	1.554	1.505	1.545	1.562	1.402	1.495	1.475	1.566	1.435	1.469	1.597	1.584	1.484	1.589	1.610	1.568	1.525	1.650	1.574

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019149

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																	SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY						
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.044	0.072	0.065	0.128	0.087	0.075	0.182	0.214	0.159	0.122	0.106	0.143	0.109	0.115	0.094	0.115	0.108	0.081	0.072	0.252	0.151
Cigar smoking is my private time																					
Mean	3.69	3.88	3.72	3.81	3.91	3.69	4.03	3.74	4.00	3.99	3.78	3.81	3.77	3.74	4.00	4.09	3.52	3.66	3.68	3.23	4.02
Std. Dev.	1.627	1.507	1.627	1.552	1.488	1.650	1.273	1.687	1.431	1.537	1.459	1.689	1.619	1.582	1.614	1.555	1.647	1.646	1.558	1.716	1.577
Std. Err.	0.047	0.071	0.068	0.133	0.084	0.079	0.166	0.246	0.156	0.120	0.108	0.168	0.111	0.115	0.105	0.114	0.112	0.086	0.074	0.262	0.152
Shopping for cigars is like an adventure																					
Mean	3.26	3.73	3.12	3.78	3.70	2.92	3.92	3.82	3.94	3.93	3.47	3.18	3.23	2.96	3.35	3.96	3.67	2.81	3.63	3.27	3.64
Std. Dev.	1.531	1.402	1.565	1.480	1.368	1.536	1.277	1.509	1.498	1.346	1.345	1.578	1.632	1.484	1.623	1.541	1.484	1.474	1.452	1.420	1.519
Std. Err.	0.044	0.066	0.065	0.125	0.077	0.074	0.166	0.216	0.162	0.105	0.100	0.153	0.111	0.108	0.103	0.111	0.100	0.076	0.069	0.214	0.145
I'm always on the lookout for new cigars																					
Mean	3.39	3.88	3.37	4.02	3.81	3.17	4.29	4.18	4.25	4.28	3.46	3.69	3.53	3.30	3.79	4.32	3.50	3.10	3.58	3.23	4.00
Std. Dev.	1.576	1.414	1.573	1.411	1.413	1.568	1.260	1.409	1.335	1.225	1.416	1.695	1.561	1.547	1.658	1.460	1.569	1.550	1.507	1.750	1.460
Std. Err.	0.045	0.067	0.066	0.120	0.080	0.075	0.164	0.201	0.145	0.095	0.105	0.165	0.106	0.113	0.106	0.106	0.106	0.080	0.071	0.264	0.141
I could easily give up smoking cigars																					
Mean	4.57	4.62	4.41	4.53	4.65	4.38	4.45	4.54	4.12	4.49	4.71	3.79	4.33	4.78	3.69	3.92	5.00	4.45	4.70	4.93	4.40
Std. Dev.	1.592	1.513	1.557	1.505	1.518	1.574	1.524	1.541	1.759	1.524	1.455	1.691	1.621	1.370	1.790	1.780	1.409	1.594	1.498	1.549	1.576
Std. Err.	0.046	0.071	0.065	0.128	0.086	0.076	0.200	0.218	0.192	0.118	0.108	0.165	0.111	0.100	0.114	0.129	0.095	0.083	0.071	0.236	0.152
Cigar smoking isn't that important to me																					
Mean	3.85	3.61	3.73	3.50	3.65	3.81	3.33	3.56	2.86	3.46	4.13	3.16	3.60	4.04	2.98	2.89	4.08	3.89	3.86	4.23	3.35
Std. Dev.	1.498	1.416	1.508	1.476	1.388	1.512	1.316	1.527	1.338	1.368	1.261	1.520	1.445	1.414	1.550	1.444	1.450	1.510	1.414	1.493	1.474
Std. Err.	0.043	0.067	0.063	0.125	0.078	0.073	0.173	0.216	0.145	0.107	0.094	0.148	0.099	0.104	0.099	0.105	0.097	0.079	0.067	0.228	0.141
Smoking a cigar is part of a lifestyle of leisure																					
Mean	3.44	3.67	3.38	3.65	3.68	3.30	3.73	3.78	3.93	3.83	3.41	3.41	3.62	3.28	3.67	3.97	3.61	3.23	3.44	3.44	3.76
Std. Dev.	1.503	1.377	1.504	1.392	1.372	1.529	1.271	1.433	1.462	1.323	1.403	1.530	1.508	1.517	1.597	1.471	1.472	1.558	1.428	1.578	1.446
Std. Err.	0.043	0.065	0.063	0.118	0.078	0.073	0.165	0.205	0.158	0.103	0.104	0.149	0.103	0.111	0.102	0.107	0.099	0.080	0.068	0.241	0.140
Knowledgeability																					
Friends often ask me for recommendations on cigars																					
Mean	2.72	3.37	2.53	3.15	3.47	2.33	3.44	3.10	4.17	3.71	2.78	2.86	2.70	2.51	3.21	3.98	3.13	2.17	3.07	2.50	3.39
Std. Dev.	1.614	1.594	1.505	1.524	1.616	1.445	1.222	1.623	1.528	1.527	1.400	1.645	1.598	1.522	1.756	1.617	1.703	1.388	1.601	1.811	1.649
Std. Err.	0.047	0.075	0.063	0.130	0.092	0.070	0.159	0.232	0.165	0.119	0.105	0.161	0.110	0.113	0.113	0.118	0.116	0.073	0.076	0.279	0.158
I'm extremely knowledgeable about cigars																					
Mean	2.69	3.18	2.59	3.09	3.22	2.43	3.28	2.96	3.88	3.22	2.81	2.95	2.64	2.53	3.23	3.63	2.94	2.39	2.85	2.55	3.34
Std. Dev.	1.435	1.367	1.370	1.339	1.380	1.342	1.121	1.428	1.296	1.309	1.256	1.482	1.379	1.329	1.553	1.462	1.511	1.305	1.422	1.691	1.356
Std. Err.	0.041	0.064	0.057	0.114	0.078	0.064	0.147	0.202	0.140	0.102	0.094	0.143	0.094	0.097	0.099	0.106	0.102	0.067	0.067	0.255	0.130
I'm still relatively new to cigars																					
Mean	3.16	3.00	3.05	2.96	3.02	3.07	2.88	3.18	2.07	3.08	3.40	2.38	2.92	3.49	2.37	2.50	3.59	3.07	3.27	4.20	2.68

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019150

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	1.767	1.678	1.760	1.673	1.683	1.788	1.626	1.625	1.362	1.629	1.662	1.617	1.778	1.743	1.641	1.703	1.669	1.796	1.698	1.679	1.734
Std. Err.	0.051	0.079	0.074	0.143	0.095	0.086	0.215	0.230	0.147	0.126	0.125	0.156	0.122	0.128	0.104	0.124	0.113	0.093	0.080	0.253	0.167
I seek out advice on which cigars to smoke																					
Mean	3.11	3.60	2.89	3.63	3.59	2.65	3.71	3.32	3.41	3.70	3.50	2.74	2.89	3.10	2.88	3.38	3.79	2.51	3.63	3.76	3.29
Std. Dev.	1.530	1.362	1.513	1.441	1.327	1.460	1.463	1.477	1.374	1.316	1.397	1.514	1.494	1.541	1.604	1.608	1.397	1.417	1.428	1.445	1.376
Std. Err.	0.044	0.064	0.063	0.122	0.075	0.070	0.192	0.209	0.149	0.103	0.104	0.147	0.103	0.113	0.102	0.116	0.094	0.074	0.068	0.223	0.132
I wish I knew more about cigars																					
Mean	3.82	4.11	3.79	4.15	4.09	3.67	4.16	4.12	3.91	4.22	4.07	3.58	3.75	3.74	3.70	3.94	4.22	3.60	4.12	4.34	3.84
Std. Dev.	1.566	1.416	1.611	1.512	1.373	1.626	1.360	1.507	1.436	1.337	1.374	1.735	1.685	1.498	1.674	1.580	1.454	1.658	1.353	1.413	1.480
Std. Err.	0.045	0.067	0.067	0.129	0.078	0.078	0.180	0.213	0.155	0.104	0.102	0.168	0.115	0.109	0.106	0.114	0.099	0.085	0.064	0.213	0.142
You can never know enough about cigars																					
Mean	3.56	3.85	3.56	3.96	3.81	3.43	4.12	3.84	4.24	3.95	3.69	3.55	3.63	3.46	3.81	4.28	3.78	3.36	3.73	3.47	3.83
Std. Dev.	1.590	1.498	1.581	1.432	1.527	1.606	1.229	1.517	1.360	1.507	1.416	1.743	1.507	1.611	1.661	1.588	1.632	1.594	1.538	1.723	1.543
Std. Err.	0.046	0.070	0.066	0.121	0.086	0.077	0.161	0.214	0.147	0.117	0.105	0.170	0.103	0.118	0.106	0.115	0.110	0.083	0.073	0.263	0.148
I really don't know that much about cigars																					
Mean	3.62	3.16	3.75	3.32	3.09	3.88	3.14	3.27	2.38	3.08	3.57	3.40	3.60	3.79	3.23	2.92	3.66	3.98	3.45	3.84	2.85
Std. Dev.	1.560	1.497	1.494	1.484	1.499	1.473	1.491	1.426	1.416	1.416	1.388	1.573	1.509	1.478	1.638	1.578	1.650	1.483	1.472	1.725	1.445
Std. Err.	0.045	0.070	0.062	0.126	0.085	0.070	0.194	0.204	0.153	0.110	0.103	0.153	0.103	0.108	0.104	0.114	0.111	0.077	0.069	0.260	0.138
I like to read about cigars																					
Mean	3.11	3.68	2.91	3.57	3.73	2.70	3.67	3.56	4.38	3.83	3.33	2.99	3.10	3.03	3.30	4.00	3.43	2.71	3.37	3.32	3.89
Std. Dev.	1.599	1.521	1.566	1.523	1.520	1.522	1.431	1.567	1.456	1.451	1.461	1.630	1.660	1.537	1.735	1.589	1.573	1.543	1.559	1.814	1.524
Std. Err.	0.046	0.072	0.065	0.130	0.086	0.073	0.190	0.222	0.158	0.113	0.109	0.158	0.113	0.112	0.110	0.115	0.106	0.079	0.074	0.274	0.146
Long term cigar smokers are a good source of information about cigars																					
Mean	4.17	4.38	4.16	4.50	4.32	4.06	4.43	4.58	4.53	4.44	4.30	3.96	4.21	4.12	4.15	4.46	4.31	4.00	4.34	4.63	4.40
Std. Dev.	1.413	1.236	1.431	1.270	1.219	1.465	1.186	1.357	1.234	1.114	1.296	1.562	1.423	1.418	1.512	1.365	1.347	1.527	1.299	1.176	1.107
Std. Err.	0.041	0.058	0.060	0.108	0.069	0.070	0.156	0.192	0.133	0.086	0.096	0.152	0.097	0.104	0.096	0.098	0.091	0.079	0.061	0.179	0.106
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed																					
Mean	2.19	2.20	2.24	2.35	2.13	2.21	2.54	2.20	2.25	2.36	2.12	2.20	2.28	2.25	2.34	2.34	2.13	2.23	2.14	2.27	2.00
Std. Dev.	1.310	1.278	1.335	1.322	1.254	1.339	1.402	1.195	1.455	1.313	1.197	1.313	1.319	1.333	1.467	1.448	1.334	1.349	1.258	1.484	1.144
Std. Err.	0.038	0.060	0.056	0.113	0.071	0.064	0.186	0.169	0.159	0.102	0.089	0.127	0.091	0.098	0.093	0.105	0.091	0.070	0.060	0.224	0.110
Cigar manufacturers are exploiting me through price increases																					
Mean	3.52	3.84	3.49	3.77	3.87	3.41	3.79	3.64	4.22	3.89	3.53	3.68	3.55	3.36	3.90	4.04	3.44	3.42	3.67	3.18	4.11
Std. Dev.	1.573	1.447	1.589	1.477	1.435	1.615	1.546	1.439	1.522	1.436	1.322	1.654	1.571	1.515	1.680	1.544	1.512	1.607	1.437	1.402	1.455
Std. Err.	0.045	0.068	0.066	0.126	0.081	0.077	0.207	0.204	0.164	0.112	0.099	0.161	0.108	0.111	0.107	0.113	0.103	0.083	0.068	0.211	0.139
I am confused by the number of sizes and types of cigars																					
Mean	3.15	2.92	3.31	3.29	2.75	3.32	3.37	3.29	2.17	2.95	3.35	3.01	3.19	3.38	2.89	2.76	3.22	3.26	3.10	3.51	2.47
Std. Dev.	1.610	1.531	1.623	1.621	1.462	1.626	1.596	1.620	1.348	1.545	1.402	1.718	1.559	1.561	1.694	1.643	1.564	1.671	1.533	1.549	1.494

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019151

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.046	0.072	0.068	0.137	0.082	0.078	0.208	0.231	0.145	0.120	0.104	0.168	0.106	0.114	0.108	0.119	0.105	0.087	0.072	0.236	0.144
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like																					
Mean	4.10	4.02	4.15	4.04	4.01	4.19	4.16	4.00	3.83	3.84	4.21	4.09	4.15	4.03	3.97	3.75	4.18	4.20	4.13	4.19	4.11
Std. Dev.	1.466	1.377	1.455	1.434	1.354	1.461	1.293	1.385	1.455	1.379	1.274	1.571	1.435	1.414	1.597	1.560	1.418	1.491	1.366	1.435	1.493
Std. Err.	0.042	0.065	0.061	0.123	0.077	0.070	0.171	0.196	0.159	0.108	0.095	0.153	0.099	0.104	0.102	0.113	0.096	0.078	0.065	0.219	0.143
When I see a dark wrapper, I assume the cigar is stronger																					
Mean	3.27	3.42	3.31	3.46	3.39	3.26	3.41	3.51	3.48	3.37	3.50	3.26	3.31	3.36	3.26	3.35	3.24	3.26	3.37	3.07	3.27
Std. Dev.	1.585	1.558	1.569	1.485	1.590	1.593	1.377	1.543	1.702	1.585	1.421	1.676	1.606	1.435	1.680	1.638	1.575	1.561	1.555	1.639	1.698
Std. Err.	0.046	0.073	0.066	0.126	0.090	0.077	0.181	0.220	0.185	0.123	0.106	0.164	0.111	0.105	0.107	0.119	0.107	0.081	0.074	0.250	0.163
Smoking Habits																					
I regularly smoke cigars																					
Mean	3.36	3.63	3.64	3.88	3.52	3.57	4.14	3.88	5.01	3.84	2.91	5.04	3.81	2.98	5.14	4.99	2.86	3.46	3.31	2.67	3.99
Std. Dev.	1.684	1.588	1.612	1.537	1.599	1.630	1.299	1.641	1.160	1.411	1.395	1.212	1.466	1.424	1.182	1.257	1.573	1.716	1.616	1.714	1.614
Std. Err.	0.049	0.075	0.068	0.132	0.090	0.079	0.174	0.234	0.128	0.110	0.104	0.119	0.101	0.105	0.076	0.092	0.106	0.090	0.077	0.261	0.158
I only smoke cigars on special occasions, like weddings																					
Mean	2.38	2.24	2.23	2.23	2.24	2.22	2.31	2.10	1.45	2.09	2.80	1.64	1.94	2.51	1.57	1.69	2.90	2.26	2.51	2.95	1.77
Std. Dev.	1.539	1.432	1.451	1.426	1.436	1.460	1.417	1.403	0.880	1.339	1.530	1.189	1.246	1.475	1.141	1.220	1.661	1.459	1.569	1.573	1.191
Std. Err.	0.044	0.067	0.061	0.121	0.081	0.070	0.186	0.198	0.095	0.104	0.114	0.115	0.086	0.108	0.073	0.088	0.112	0.076	0.074	0.240	0.114
I generally smoke cigars with friends/other people																					
Mean	3.59	3.89	3.31	3.66	3.99	3.21	3.93	3.68	3.55	4.05	3.88	3.10	3.42	3.54	3.09	3.58	4.41	3.10	3.84	4.58	3.35
Std. Dev.	1.673	1.544	1.651	1.540	1.537	1.672	1.349	1.634	1.629	1.422	1.537	1.638	1.685	1.598	1.686	1.649	1.464	1.671	1.582	1.651	1.595
Std. Err.	0.048	0.073	0.069	0.131	0.087	0.080	0.177	0.231	0.177	0.110	0.114	0.159	0.115	0.117	0.107	0.119	0.098	0.087	0.075	0.252	0.153
I always remove the band on a cigar before I smoke it																					
Mean	3.70	3.25	4.03	3.43	3.17	4.22	3.42	3.50	3.40	3.01	3.70	4.24	3.90	3.96	3.97	3.63	3.36	4.16	3.57	3.75	3.64
Std. Dev.	1.907	1.922	1.835	1.871	1.941	1.784	1.927	1.919	2.099	1.848	1.857	1.807	1.943	1.783	1.950	2.045	1.906	1.798	1.921	1.930	1.993
Std. Err.	0.055	0.091	0.077	0.159	0.110	0.085	0.255	0.271	0.226	0.144	0.139	0.178	0.133	0.130	0.124	0.150	0.129	0.093	0.091	0.291	0.192
I usually leave the band on a cigar when I smoke it																					
Mean	2.93	3.57	2.64	3.46	3.62	2.37	3.51	3.30	3.44	3.87	3.06	2.51	2.74	2.74	2.77	3.28	3.42	2.44	3.27	3.26	3.07
Std. Dev.	1.842	1.929	1.728	1.880	1.951	1.591	1.824	1.898	2.124	1.820	1.850	1.608	1.824	1.719	1.879	1.984	1.865	1.628	1.874	1.891	1.952
Std. Err.	0.053	0.091	0.073	0.160	0.110	0.077	0.242	0.268	0.230	0.141	0.138	0.158	0.125	0.126	0.121	0.144	0.126	0.085	0.089	0.288	0.187
I like cigars, but only on an occasional basis																					
Mean	4.15	4.11	3.97	3.93	4.19	3.98	3.81	3.65	2.43	4.04	4.76	2.54	3.84	4.77	2.36	2.58	4.70	3.95	4.37	4.68	3.55
Std. Dev.	1.764	1.720	1.764	1.714	1.720	1.781	1.663	1.678	1.507	1.575	1.341	1.525	1.733	1.376	1.578	1.764	1.529	1.847	1.592	1.625	1.936
Std. Err.	0.051	0.081	0.074	0.147	0.097	0.085	0.220	0.240	0.163	0.123	0.100	0.147	0.119	0.101	0.100	0.128	0.103	0.095	0.075	0.245	0.185
I smoke cigars on an everyday basis																					
Mean	2.44	2.37	2.83	2.60	2.27	2.90	2.71	2.73	4.07	2.46	1.67	4.78	2.75	1.84	4.86	4.34	1.78	2.73	2.17	2.11	2.91

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019152

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	1.759	1.655	1.809	1.634	1.657	1.856	1.682	1.735	1.781	1.571	1.075	1.400	1.664	1.293	1.436	1.734	1.364	1.864	1.562	1.742	1.822
Std. Err.	0.051	0.078	0.075	0.140	0.094	0.089	0.219	0.250	0.192	0.122	0.080	0.137	0.113	0.095	0.092	0.126	0.092	0.096	0.074	0.263	0.175
I smoke both premium and less expensive cigar brands, my choice depends on the occasion																					
Mean	3.86	4.17	3.87	4.51	4.02	3.67	4.56	4.63	4.20	4.52	4.01	3.88	3.79	4.01	3.77	4.15	4.02	3.64	4.05	3.89	4.23
Std. Dev.	1.564	1.467	1.585	1.234	1.536	1.631	1.134	1.282	1.570	1.324	1.514	1.753	1.635	1.435	1.700	1.554	1.542	1.612	1.499	1.280	1.457
Std. Err.	0.045	0.069	0.066	0.105	0.087	0.078	0.148	0.185	0.169	0.103	0.112	0.172	0.112	0.105	0.109	0.112	0.104	0.084	0.071	0.193	0.140
I only smoke cigars when someone gives me one																					
Mean	1.97	1.68	1.98	1.77	1.64	2.05	1.60	1.65	1.22	1.47	2.02	1.64	1.71	2.20	1.56	1.55	2.15	2.08	1.89	2.30	1.46
Std. Dev.	1.298	1.063	1.275	1.129	1.031	1.313	0.935	1.032	0.564	0.823	1.210	1.205	1.069	1.324	1.106	1.103	1.368	1.359	1.195	1.282	1.059
Std. Err.	0.037	0.050	0.053	0.096	0.058	0.063	0.123	0.147	0.061	0.064	0.091	0.117	0.074	0.097	0.070	0.080	0.092	0.071	0.056	0.196	0.101
I smoke much more often in the summer than in the winter																					
Mean	2.91	3.08	2.84	2.85	3.18	2.83	2.93	2.88	3.31	3.20	2.96	2.78	2.92	2.87	2.86	3.02	2.89	2.78	2.95	2.77	3.25
Std. Dev.	1.585	1.596	1.544	1.542	1.611	1.546	1.520	1.438	1.650	1.589	1.505	1.519	1.586	1.462	1.629	1.630	1.648	1.536	1.541	1.477	1.703
Std. Err.	0.046	0.076	0.065	0.131	0.092	0.074	0.200	0.205	0.180	0.124	0.113	0.148	0.109	0.107	0.104	0.118	0.111	0.080	0.073	0.225	0.164
I hardly smoke cigars at all in the winter																					
Mean	2.54	2.37	2.41	2.22	2.44	2.47	2.31	1.96	1.95	2.46	2.67	1.95	2.34	2.60	1.89	2.11	2.72	2.48	2.56	2.49	2.38
Std. Dev.	1.489	1.358	1.438	1.333	1.365	1.466	1.392	1.060	1.154	1.438	1.334	1.297	1.420	1.457	1.286	1.434	1.499	1.469	1.439	1.420	1.458
Std. Err.	0.043	0.064	0.060	0.113	0.077	0.070	0.183	0.151	0.125	0.112	0.099	0.126	0.098	0.107	0.082	0.104	0.101	0.076	0.068	0.217	0.140
I primarily smoke cigars at the end of the day																					
Mean	3.28	3.82	3.21	3.73	3.85	3.04	3.68	3.70	3.87	3.98	3.41	2.87	3.32	3.28	3.01	3.43	3.50	2.96	3.50	3.16	3.54
Std. Dev.	1.768	1.680	1.710	1.582	1.723	1.716	1.478	1.669	1.727	1.564	1.647	1.727	1.693	1.680	1.820	1.772	1.854	1.711	1.738	1.778	1.721
Std. Err.	0.051	0.079	0.071	0.135	0.098	0.082	0.196	0.236	0.186	0.122	0.123	0.169	0.116	0.123	0.116	0.128	0.125	0.088	0.082	0.268	0.166
I smoke cigars throughout the day																					
Mean	2.26	2.05	2.67	2.40	1.90	2.75	2.32	2.50	3.21	2.02	1.66	4.37	2.55	1.84	4.16	3.71	1.68	2.65	1.98	1.95	2.36
Std. Dev.	1.667	1.483	1.779	1.637	1.385	1.815	1.583	1.753	1.822	1.442	1.087	1.698	1.626	1.293	1.788	1.916	1.241	1.819	1.481	1.555	1.647
Std. Err.	0.048	0.070	0.075	0.139	0.078	0.087	0.210	0.248	0.196	0.112	0.081	0.165	0.111	0.095	0.114	0.140	0.084	0.094	0.070	0.234	0.158
I frequently give cigars as a gift																					
Mean	2.64	3.08	2.56	3.15	3.05	2.37	3.62	2.84	3.62	3.41	2.68	2.71	2.70	2.40	2.85	3.65	2.99	2.16	2.92	2.84	3.15
Std. Dev.	1.609	1.676	1.566	1.719	1.659	1.470	1.616	1.688	1.721	1.623	1.530	1.670	1.650	1.388	1.773	1.718	1.723	1.458	1.591	1.879	1.671
Std. Err.	0.046	0.079	0.066	0.148	0.093	0.071	0.218	0.241	0.188	0.126	0.114	0.164	0.113	0.102	0.113	0.125	0.116	0.075	0.075	0.283	0.160
I often drink wine while smoking a cigar																					
Mean	2.44	2.92	2.31	3.06	2.87	2.08	3.36	2.88	2.94	2.92	2.96	2.29	2.22	2.50	2.33	2.85	3.01	2.10	2.70	2.82	2.49
Std. Dev.	1.697	1.772	1.634	1.781	1.768	1.511	1.892	1.603	1.711	1.859	1.772	1.639	1.613	1.728	1.703	1.813	1.843	1.498	1.782	1.833	1.730
Std. Err.	0.049	0.083	0.068	0.151	0.100	0.072	0.246	0.229	0.184	0.144	0.131	0.159	0.110	0.126	0.108	0.131	0.124	0.077	0.084	0.276	0.166
I often drink beer while smoking a cigar																					
Mean	3.23	3.45	3.20	3.51	3.42	3.10	3.83	3.31	3.13	3.46	3.62	2.70	3.39	3.46	2.75	2.96	3.46	3.05	3.31	3.68	2.93
Std. Dev.	1.919	1.848	1.924	1.777	1.880	1.960	1.743	1.828	1.927	1.788	1.810	1.873	1.971	1.864	1.900	1.898	1.837	1.872	1.858	1.950	1.933

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019153

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PRMTS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.055	0.087	0.080	0.151	0.106	0.094	0.227	0.261	0.208	0.139	0.134	0.182	0.134	0.136	0.121	0.137	0.124	0.097	0.088	0.294	0.185
I often smoke cigars in my backyard/on my deck/porch																					
Mean	4.49	4.73	4.60	4.75	4.72	4.55	4.85	4.71	4.99	4.87	4.46	4.89	4.79	4.46	4.87	4.95	4.31	4.51	4.54	3.89	4.96
Std. Dev.	1.575	1.409	1.488	1.302	1.456	1.540	1.297	1.288	1.359	1.313	1.466	1.375	1.431	1.503	1.423	1.391	1.603	1.563	1.534	1.701	1.340
Std. Err.	0.045	0.066	0.062	0.111	0.082	0.074	0.169	0.186	0.147	0.102	0.109	0.134	0.098	0.109	0.091	0.101	0.108	0.081	0.073	0.256	0.128
I often drink liquor while smoking a cigar																					
Mean	3.25	3.81	2.99	3.74	3.83	2.75	4.10	3.43	3.59	3.83	3.75	2.58	3.07	3.37	2.71	3.38	4.13	2.70	3.48	3.86	3.28
Std. Dev.	1.886	1.803	1.858	1.795	1.809	1.815	1.647	1.826	1.817	1.857	1.766	1.753	1.923	1.860	1.879	1.915	1.738	1.763	1.814	1.948	1.900
Std. Err.	0.054	0.085	0.078	0.152	0.102	0.087	0.214	0.261	0.196	0.144	0.131	0.171	0.132	0.135	0.120	0.139	0.117	0.091	0.086	0.294	0.182
I often drink coffee while smoking a cigar																					
Mean	2.31	2.27	2.59	2.58	2.13	2.60	2.49	2.98	2.69	2.42	2.06	3.38	2.50	2.10	3.10	2.95	2.06	2.42	2.26	2.11	2.45
Std. Dev.	1.654	1.615	1.754	1.707	1.556	1.770	1.685	1.652	1.861	1.638	1.415	1.849	1.682	1.523	1.916	1.890	1.557	1.690	1.589	1.755	1.848
Std. Err.	0.047	0.076	0.073	0.145	0.088	0.085	0.219	0.236	0.201	0.127	0.105	0.180	0.115	0.111	0.122	0.136	0.105	0.087	0.075	0.265	0.177
I often smoke cigars during a meal																					
Mean	1.46	1.39	1.59	1.58	1.31	1.59	1.57	1.41	1.45	1.40	1.38	1.86	1.48	1.42	1.83	1.75	1.44	1.51	1.40	1.47	1.21
Std. Dev.	0.999	0.916	1.156	1.181	0.760	1.150	1.093	0.934	0.949	0.908	0.846	1.376	0.936	0.957	1.381	1.333	1.000	1.060	0.887	0.960	0.642
Std. Err.	0.029	0.043	0.048	0.102	0.043	0.055	0.146	0.133	0.104	0.070	0.064	0.134	0.064	0.070	0.088	0.098	0.068	0.055	0.042	0.146	0.062
I often smoke cigars after a meal																					
Mean	3.09	3.36	3.29	3.59	3.25	3.20	3.74	3.58	4.43	3.35	2.85	4.38	3.19	2.88	4.33	4.13	2.83	3.14	3.00	2.86	3.53
Std. Dev.	1.674	1.632	1.675	1.649	1.617	1.674	1.576	1.711	1.425	1.577	1.428	1.582	1.578	1.587	1.560	1.654	1.682	1.699	1.629	1.684	1.620
Std. Err.	0.048	0.077	0.070	0.141	0.092	0.080	0.209	0.247	0.155	0.124	0.106	0.154	0.109	0.116	0.099	0.120	0.113	0.089	0.077	0.257	0.156
Benefits Realized																					
Cigar smoking has helped me to get to know other people																					
Mean	2.31	2.61	2.23	2.54	2.64	2.14	2.64	2.41	2.77	2.81	2.46	2.32	2.28	2.10	2.56	2.84	2.61	2.04	2.53	2.61	2.36
Std. Dev.	1.331	1.393	1.309	1.347	1.414	1.283	1.323	1.306	1.477	1.456	1.233	1.418	1.336	1.214	1.504	1.538	1.441	1.234	1.355	1.450	1.288
Std. Err.	0.038	0.066	0.055	0.114	0.080	0.061	0.172	0.187	0.159	0.113	0.091	0.138	0.091	0.088	0.096	0.111	0.097	0.064	0.064	0.219	0.123
I feel a little more with it when I smoke a cigar																					
Mean	2.53	2.59	2.61	2.71	2.54	2.58	2.71	2.88	2.94	2.67	2.58	3.00	2.67	2.35	2.99	3.13	2.48	2.44	2.45	2.91	2.74
Std. Dev.	1.359	1.329	1.392	1.380	1.305	1.397	1.314	1.394	1.483	1.300	1.318	1.561	1.417	1.247	1.505	1.523	1.399	1.367	1.292	1.626	1.350
Std. Err.	0.039	0.063	0.058	0.117	0.074	0.067	0.171	0.199	0.161	0.101	0.098	0.152	0.097	0.091	0.096	0.110	0.094	0.070	0.061	0.245	0.129
I smoke cigars to celebrate a good day																					
Mean	3.50	3.93	3.49	4.02	3.89	3.33	4.20	3.92	4.24	4.05	3.66	3.52	3.54	3.40	3.71	4.14	3.62	3.24	3.64	3.89	3.95
Std. Dev.	1.636	1.491	1.615	1.501	1.487	1.615	1.460	1.470	1.479	1.451	1.459	1.634	1.670	1.525	1.700	1.537	1.646	1.636	1.588	1.466	1.566
Std. Err.	0.047	0.070	0.067	0.127	0.084	0.077	0.190	0.210	0.159	0.113	0.108	0.159	0.114	0.111	0.108	0.111	0.111	0.084	0.075	0.221	0.150
I reward myself with a cigar																					
Mean	3.84	4.20	3.85	4.23	4.19	3.72	4.32	4.10	4.63	4.32	3.85	4.21	3.85	3.67	4.29	4.57	3.91	3.53	4.04	3.84	4.19

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019154

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	1.644	1.494	1.634	1.557	1.467	1.641	1.407	1.711	1.372	1.431	1.496	1.459	1.704	1.621	1.523	1.434	1.642	1.728	1.508	1.599	1.519
Std. Err.	0.047	0.070	0.068	0.132	0.083	0.079	0.183	0.244	0.148	0.111	0.111	0.143	0.116	0.118	0.097	0.104	0.111	0.089	0.071	0.241	0.146
I smoke cigars to relax																					
Mean	4.40	4.74	4.52	4.78	4.72	4.44	4.88	4.56	5.26	4.87	4.25	4.81	4.62	4.32	4.82	5.03	4.28	4.30	4.48	4.09	4.97
Std. Dev.	1.455	1.203	1.365	1.197	1.208	1.404	0.974	1.487	0.902	1.107	1.307	1.281	1.322	1.453	1.299	1.068	1.449	1.502	1.341	1.491	1.174
Std. Err.	0.042	0.057	0.057	0.103	0.068	0.067	0.130	0.210	0.098	0.086	0.097	0.124	0.090	0.106	0.082	0.077	0.097	0.078	0.063	0.225	0.112
I find smoking cigars extremely relaxing																					
Mean	4.44	4.78	4.45	4.80	4.77	4.34	4.91	4.62	5.19	4.78	4.51	4.79	4.53	4.30	4.84	5.01	4.55	4.32	4.53	4.39	4.89
Std. Dev.	1.255	1.093	1.199	1.081	1.100	1.214	0.978	1.210	0.880	1.067	1.046	1.039	1.208	1.236	1.164	1.075	1.217	1.237	1.211	1.146	0.994
Std. Err.	0.036	0.052	0.050	0.093	0.062	0.058	0.131	0.171	0.095	0.083	0.078	0.101	0.083	0.091	0.074	0.078	0.083	0.064	0.057	0.173	0.095
I really love the taste of cigars																					
Mean	4.68	4.91	4.74	4.95	4.89	4.67	5.05	4.88	5.33	4.94	4.64	4.88	4.94	4.59	5.07	5.26	4.72	4.60	4.77	4.52	5.05
Std. Dev.	1.140	0.945	1.053	0.902	0.965	1.088	0.867	0.890	0.777	0.906	1.017	1.143	0.869	1.041	1.080	0.953	1.159	1.120	1.106	1.171	0.886
Std. Err.	0.033	0.045	0.044	0.077	0.055	0.052	0.114	0.128	0.084	0.070	0.076	0.112	0.060	0.077	0.069	0.069	0.078	0.058	0.052	0.177	0.085
For me, cigar smoking is an indulgence																					
Mean	3.94	4.12	3.82	4.09	4.13	3.74	4.09	4.14	3.95	4.08	4.24	3.69	3.82	3.89	3.61	3.91	4.20	3.70	4.09	4.33	3.97
Std. Dev.	1.451	1.289	1.447	1.258	1.304	1.494	1.214	1.385	1.471	1.377	1.102	1.600	1.462	1.361	1.634	1.613	1.317	1.516	1.308	1.492	1.264
Std. Err.	0.042	0.061	0.061	0.107	0.074	0.072	0.161	0.196	0.160	0.107	0.082	0.155	0.100	0.100	0.104	0.117	0.089	0.079	0.062	0.227	0.122
When I smoke a cigar, I'm in a different world																					
Mean	2.69	2.90	2.72	2.92	2.89	2.65	2.84	2.98	3.19	2.88	2.83	2.75	2.88	2.49	2.85	3.22	2.77	2.56	2.73	2.70	2.88
Std. Dev.	1.497	1.492	1.502	1.520	1.482	1.493	1.412	1.478	1.576	1.439	1.351	1.543	1.536	1.377	1.642	1.730	1.507	1.474	1.434	1.651	1.502
Std. Err.	0.043	0.070	0.063	0.130	0.084	0.071	0.187	0.209	0.170	0.112	0.101	0.150	0.105	0.101	0.104	0.126	0.102	0.076	0.068	0.249	0.145
I take a break from my every day responsibilities when I smoke a cigar																					
Mean	3.32	3.67	3.32	3.85	3.60	3.15	4.05	3.73	4.00	3.89	3.30	3.46	3.34	3.28	3.64	4.01	3.39	3.13	3.42	3.26	3.66
Std. Dev.	1.654	1.575	1.654	1.539	1.587	1.656	1.216	1.655	1.543	1.487	1.502	1.686	1.644	1.646	1.689	1.572	1.679	1.676	1.620	1.801	1.480
Std. Err.	0.048	0.074	0.070	0.132	0.090	0.080	0.161	0.236	0.167	0.116	0.112	0.164	0.113	0.123	0.108	0.114	0.114	0.088	0.077	0.275	0.142
When I smoke a cigar, anything seems possible																					
Mean	2.21	2.28	2.25	2.20	2.32	2.26	2.23	2.22	2.63	2.31	2.18	2.68	2.32	2.02	2.68	2.83	2.19	2.17	2.15	2.30	2.15
Std. Dev.	1.364	1.339	1.379	1.324	1.347	1.397	1.195	1.447	1.464	1.351	1.201	1.527	1.412	1.259	1.596	1.605	1.371	1.320	1.282	1.651	1.274
Std. Err.	0.039	0.063	0.058	0.113	0.076	0.067	0.158	0.205	0.158	0.105	0.090	0.148	0.096	0.092	0.101	0.116	0.093	0.068	0.061	0.249	0.123
I feel more self confident when I smoke a cigar																					
Mean	2.74	2.85	2.74	2.80	2.87	2.72	2.85	2.94	3.29	2.89	2.81	3.17	2.87	2.46	3.27	3.31	2.68	2.66	2.64	2.98	2.95
Std. Dev.	1.474	1.468	1.475	1.504	1.454	1.468	1.483	1.522	1.548	1.506	1.370	1.417	1.535	1.373	1.547	1.601	1.543	1.461	1.402	1.551	1.423
Std. Err.	0.042	0.069	0.062	0.128	0.083	0.070	0.193	0.220	0.167	0.117	0.102	0.138	0.105	0.100	0.098	0.116	0.104	0.076	0.066	0.236	0.136
Cigars make the moment last longer																					
Mean	3.39	3.67	3.47	3.74	3.64	3.39	3.88	3.67	4.00	3.70	3.44	3.92	3.46	3.22	3.87	4.19	3.26	3.31	3.36	3.39	3.84
Std. Dev.	1.589	1.492	1.577	1.461	1.506	1.604	1.391	1.477	1.479	1.490	1.436	1.487	1.605	1.537	1.575	1.464	1.643	1.624	1.547	1.674	1.560

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019155

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100:0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.046	0.070	0.066	0.124	0.085	0.077	0.181	0.211	0.160	0.116	0.106	0.144	0.109	0.112	0.100	0.106	0.110	0.084	0.073	0.252	0.150
I smoke cigars primarily for the taste																					
Mean	4.48	4.62	4.56	4.71	4.59	4.52	4.86	4.53	4.77	4.68	4.43	4.76	4.73	4.48	4.68	4.79	4.37	4.41	4.57	4.07	4.86
Std. Dev.	1.344	1.176	1.304	1.082	1.215	1.364	0.840	1.120	1.081	1.160	1.112	1.284	1.189	1.323	1.283	1.201	1.372	1.386	1.242	1.591	1.077
Std. Err.	0.039	0.055	0.054	0.092	0.069	0.065	0.109	0.160	0.117	0.091	0.082	0.125	0.081	0.096	0.082	0.087	0.093	0.072	0.059	0.240	0.104
Smoking cigars reminds me of my father or grandfather																					
Mean	2.49	2.48	2.69	2.76	2.36	2.67	2.60	2.58	2.65	2.39	2.48	2.74	2.77	2.48	2.68	2.75	2.46	2.64	2.33	2.45	2.32
Std. Dev.	1.742	1.758	1.802	1.876	1.692	1.779	1.675	1.928	1.932	1.715	1.697	1.795	1.843	1.674	1.816	1.867	1.787	1.781	1.664	1.691	1.779
Std. Err.	0.050	0.083	0.075	0.159	0.095	0.085	0.220	0.273	0.210	0.133	0.126	0.176	0.126	0.123	0.116	0.135	0.121	0.093	0.079	0.255	0.170
Social vs. Solitary																					
I have a lot of friends who smoke cigars																					
Mean	3.20	3.57	3.12	3.61	3.55	2.97	4.02	3.38	3.67	3.85	3.34	2.92	3.42	3.12	3.26	3.79	3.58	2.95	3.36	3.43	3.25
Std. Dev.	1.457	1.369	1.470	1.403	1.357	1.459	1.061	1.483	1.380	1.261	1.344	1.493	1.469	1.383	1.582	1.505	1.403	1.449	1.435	1.500	1.461
Std. Err.	0.042	0.065	0.062	0.121	0.077	0.070	0.140	0.216	0.152	0.098	0.101	0.147	0.101	0.102	0.102	0.110	0.095	0.076	0.068	0.231	0.141
I value the social interaction with other cigar smokers as much as the taste of cigars																					
Mean	3.05	3.41	2.88	3.38	3.42	2.72	3.61	3.45	3.57	3.58	3.32	2.98	2.89	2.80	3.16	3.55	3.65	2.64	3.25	3.61	3.08
Std. Dev.	1.543	1.484	1.525	1.510	1.475	1.497	1.326	1.515	1.598	1.445	1.456	1.627	1.527	1.465	1.658	1.571	1.459	1.492	1.494	1.558	1.473
Std. Err.	0.044	0.070	0.064	0.128	0.083	0.072	0.173	0.216	0.172	0.112	0.108	0.158	0.104	0.107	0.105	0.113	0.098	0.077	0.071	0.235	0.141
If my friends stopped smoking cigars, I probably would too																					
Mean	2.02	1.95	1.90	1.78	2.02	1.94	1.73	1.86	1.74	1.81	2.16	1.89	1.81	2.04	1.91	1.81	2.38	1.94	1.99	2.27	1.75
Std. Dev.	1.284	1.181	1.195	0.986	1.252	1.253	0.925	0.979	1.219	1.020	1.250	1.221	1.194	1.272	1.345	1.333	1.440	1.238	1.269	1.208	1.047
Std. Err.	0.037	0.056	0.050	0.084	0.071	0.060	0.120	0.140	0.131	0.079	0.092	0.119	0.081	0.093	0.086	0.096	0.097	0.064	0.060	0.182	0.100
I often use cigars as a way of developing camaraderie with business associates																					
Mean	2.33	2.66	2.17	2.61	2.68	2.03	2.67	2.53	2.86	2.93	2.48	2.18	2.16	2.30	2.40	2.92	2.81	2.04	2.45	2.86	2.49
Std. Dev.	1.480	1.559	1.380	1.559	1.561	1.289	1.468	1.556	1.663	1.586	1.467	1.511	1.369	1.362	1.584	1.681	1.625	1.342	1.511	1.582	1.513
Std. Err.	0.043	0.073	0.058	0.133	0.088	0.062	0.193	0.222	0.180	0.123	0.109	0.147	0.094	0.100	0.101	0.122	0.110	0.070	0.071	0.241	0.145
The brand of cigar I smoke makes a statement about me to other people																					
Mean	2.52	2.74	2.47	2.74	2.74	2.39	2.75	2.88	2.99	2.88	2.61	2.50	2.53	2.42	2.67	3.00	2.81	2.31	2.57	2.74	2.60
Std. Dev.	1.404	1.412	1.385	1.431	1.406	1.361	1.385	1.509	1.410	1.422	1.350	1.442	1.377	1.369	1.499	1.525	1.480	1.351	1.385	1.663	1.346
Std. Err.	0.040	0.066	0.058	0.122	0.079	0.065	0.180	0.216	0.152	0.110	0.100	0.141	0.094	0.100	0.095	0.110	0.100	0.070	0.065	0.254	0.130
I generally smoke cigars alone																					
Mean	3.60	3.53	3.86	3.76	3.43	3.89	3.92	3.49	4.01	3.52	3.35	4.16	3.89	3.63	4.27	3.95	2.95	3.89	3.45	2.41	4.22
Std. Dev.	1.671	1.576	1.637	1.427	1.629	1.698	1.418	1.431	1.677	1.459	1.584	1.645	1.619	1.640	1.563	1.639	1.639	1.661	1.595	1.618	1.449
Std. Err.	0.048	0.074	0.068	0.122	0.092	0.081	0.185	0.204	0.181	0.113	0.118	0.160	0.110	0.120	0.099	0.119	0.110	0.086	0.075	0.244	0.139
I like being around other cigar smokers when I smoke cigars																					
Mean	3.66	4.06	3.45	3.93	4.13	3.29	4.07	3.94	3.99	4.17	3.94	3.25	3.52	3.67	3.47	3.87	4.16	3.20	3.91	4.30	3.83

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019156

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	1.615	1.484	1.597	1.527	1.464	1.590	1.387	1.651	1.452	1.473	1.465	1.614	1.651	1.498	1.691	1.604	1.481	1.630	1.507	1.456	1.465
Std. Err.	0.047	0.070	0.067	0.130	0.083	0.076	0.182	0.236	0.157	0.114	0.109	0.157	0.114	0.110	0.108	0.116	0.100	0.085	0.071	0.222	0.140
Barriers to Smoking																					
I don't have enough time to smoke cigars as often as I'd like																					
Mean	3.12	3.32	3.06	3.23	3.35	3.01	3.26	3.20	3.35	3.38	3.35	3.03	3.10	3.17	2.90	3.25	3.40	2.98	3.26	2.95	3.26
Std. Dev.	1.529	1.523	1.534	1.501	1.533	1.542	1.446	1.620	1.660	1.528	1.408	1.667	1.521	1.509	1.587	1.584	1.542	1.520	1.450	1.511	1.685
Std. Err.	0.044	0.072	0.064	0.128	0.087	0.074	0.190	0.231	0.180	0.119	0.105	0.163	0.105	0.111	0.101	0.116	0.104	0.080	0.069	0.230	0.161
I don't have enough money to smoke cigars as often as I'd like																					
Mean	2.92	2.81	3.09	3.00	2.73	3.12	3.02	2.86	2.65	2.98	2.82	2.91	3.10	2.96	2.83	2.84	2.83	3.05	2.93	2.67	2.65
Std. Dev.	1.658	1.543	1.682	1.561	1.529	1.719	1.550	1.578	1.556	1.551	1.539	1.813	1.685	1.637	1.737	1.703	1.610	1.741	1.612	1.728	1.577
Std. Err.	0.048	0.073	0.070	0.133	0.087	0.083	0.204	0.223	0.169	0.121	0.114	0.176	0.115	0.120	0.111	0.124	0.109	0.091	0.076	0.264	0.151
I don't have enough places where I can smoke cigars																					
Mean	3.39	3.72	3.33	3.53	3.80	3.26	3.63	3.55	4.23	3.80	3.57	3.75	3.32	3.10	3.79	4.22	3.50	3.15	3.43	3.89	3.98
Std. Dev.	1.725	1.651	1.732	1.634	1.654	1.758	1.449	1.569	1.678	1.491	1.524	1.741	1.726	1.609	1.762	1.687	1.689	1.760	1.660	1.715	1.805
Std. Err.	0.050	0.078	0.072	0.139	0.093	0.084	0.189	0.224	0.181	0.116	0.113	0.169	0.118	0.117	0.112	0.122	0.114	0.091	0.078	0.259	0.173
I can't afford to smoke the cigars I'd like to on a regular basis																					
Mean	3.44	3.45	3.54	3.68	3.35	3.50	3.69	3.67	3.76	3.60	3.42	3.42	3.60	3.45	3.45	3.46	3.26	3.46	3.50	3.27	3.72
Std. Dev.	1.737	1.656	1.740	1.552	1.693	1.795	1.465	1.638	1.808	1.651	1.638	1.831	1.752	1.747	1.821	1.833	1.780	1.782	1.685	1.872	1.770
Std. Err.	0.050	0.078	0.072	0.132	0.096	0.086	0.191	0.234	0.195	0.128	0.121	0.178	0.119	0.127	0.116	0.132	0.119	0.092	0.080	0.282	0.169
I'm extremely concerned about offending other people with my cigar smoking																					
Mean	3.65	3.76	3.60	3.59	3.83	3.61	3.73	3.45	3.87	4.01	3.60	3.96	3.57	3.59	3.87	3.94	3.62	3.60	3.66	3.98	3.83
Std. Dev.	1.621	1.514	1.660	1.620	1.461	1.674	1.649	1.528	1.493	1.522	1.418	1.524	1.697	1.602	1.613	1.585	1.560	1.670	1.581	1.520	1.446
Std. Err.	0.047	0.071	0.069	0.138	0.083	0.080	0.215	0.218	0.161	0.118	0.105	0.148	0.115	0.117	0.103	0.115	0.106	0.087	0.075	0.232	0.138
I wish there were more places to go where I could smoke a cigar																					
Mean	3.48	3.95	3.45	4.01	3.92	3.28	4.28	3.64	4.52	4.08	3.63	3.58	3.66	3.27	3.86	4.48	3.68	3.25	3.60	3.79	4.30
Std. Dev.	1.649	1.525	1.671	1.572	1.505	1.665	1.412	1.588	1.485	1.366	1.542	1.764	1.618	1.564	1.728	1.500	1.609	1.661	1.609	1.552	1.525
Std. Err.	0.047	0.072	0.070	0.133	0.085	0.080	0.185	0.225	0.160	0.106	0.114	0.172	0.110	0.114	0.110	0.108	0.108	0.086	0.076	0.237	0.146
I'm extremely interested in going to cigar bars																					
Mean	2.44	2.92	2.29	2.97	2.90	2.08	3.41	2.65	3.22	3.15	2.73	2.34	2.37	2.34	2.48	3.01	2.96	2.01	2.63	3.20	2.57
Std. Dev.	1.497	1.516	1.428	1.494	1.527	1.339	1.366	1.578	1.552	1.515	1.468	1.556	1.523	1.425	1.607	1.706	1.594	1.314	1.473	1.679	1.596
Std. Err.	0.043	0.071	0.060	0.127	0.086	0.064	0.178	0.228	0.167	0.118	0.109	0.152	0.104	0.104	0.102	0.123	0.107	0.068	0.070	0.253	0.154
I hate the lingering after smell from cigar smoke																					
Mean	3.07	3.08	2.97	2.93	3.15	2.98	2.91	3.04	2.79	3.19	3.17	2.85	2.94	2.99	2.82	2.85	3.35	3.03	3.10	3.28	3.04
Std. Dev.	1.519	1.478	1.472	1.448	1.488	1.481	1.341	1.511	1.473	1.438	1.382	1.610	1.441	1.408	1.625	1.587	1.584	1.522	1.420	1.517	1.617
Std. Err.	0.044	0.070	0.062	0.123	0.084	0.071	0.176	0.214	0.160	0.112	0.102	0.157	0.099	0.104	0.104	0.115	0.106	0.079	0.067	0.231	0.156

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019157

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Cigar smoking is not allowed inside my house																					
Mean	3.51	3.77	3.13	3.15	4.04	3.13	3.24	3.00	3.62	4.01	3.81	2.79	3.14	3.42	3.00	3.27	4.03	3.21	3.77	3.73	3.58
Std. Dev.	2.194	2.196	2.144	2.151	2.163	2.144	2.146	2.151	2.302	2.189	2.114	2.033	2.187	2.128	2.172	2.240	2.182	2.168	2.199	2.214	2.317
Std. Err.	0.063	0.103	0.090	0.184	0.122	0.103	0.282	0.307	0.248	0.170	0.158	0.197	0.150	0.156	0.138	0.163	0.147	0.112	0.104	0.334	0.223
I object to seeing someone smoking a cigar																					
Mean	1.50	1.42	1.49	1.33	1.46	1.54	1.34	1.31	1.29	1.34	1.57	1.44	1.36	1.55	1.43	1.39	1.68	1.57	1.41	1.44	1.28
Std. Dev.	0.961	0.840	0.981	0.731	0.882	1.044	0.715	0.719	0.870	0.762	0.916	1.028	0.777	0.920	0.986	0.963	1.160	1.004	0.818	0.983	0.830
Std. Err.	0.028	0.040	0.041	0.063	0.050	0.050	0.094	0.104	0.094	0.059	0.068	0.100	0.054	0.068	0.063	0.070	0.078	0.052	0.039	0.150	0.080
Cigars bars get too smoky for me to enjoy regularly																					
Mean	3.70	3.81	3.55	3.66	3.87	3.51	3.55	3.52	3.45	3.79	3.92	3.32	3.51	3.68	3.35	3.66	3.96	3.58	3.86	3.55	3.86
Std. Dev.	1.653	1.497	1.672	1.527	1.482	1.715	1.525	1.515	1.541	1.439	1.516	1.574	1.727	1.666	1.668	1.555	1.580	1.772	1.523	1.547	1.585
Std. Err.	0.048	0.071	0.071	0.131	0.084	0.083	0.206	0.214	0.170	0.112	0.114	0.157	0.119	0.123	0.108	0.114	0.107	0.093	0.073	0.233	0.155
My spouse actively tries to get me to quit smoking cigars																					
Mean	2.39	2.11	2.55	2.14	2.10	2.69	2.09	2.26	2.14	2.04	2.28	3.08	2.46	2.31	2.88	2.38	2.18	2.70	2.16	2.33	1.92
Std. Dev.	1.762	1.541	1.841	1.599	1.516	1.895	1.567	1.594	1.711	1.394	1.690	1.934	1.868	1.640	1.924	1.768	1.646	1.889	1.623	1.621	1.508
Std. Err.	0.054	0.077	0.082	0.144	0.092	0.096	0.211	0.246	0.194	0.115	0.135	0.197	0.136	0.127	0.129	0.133	0.118	0.104	0.081	0.270	0.159
The general public is now more tolerant of cigar smoking than it used to be																					
Mean	3.21	3.25	3.16	3.29	3.23	3.12	3.34	3.40	3.04	3.29	3.38	3.14	3.14	3.21	3.25	3.27	3.47	3.21	3.22	3.61	2.86
Std. Dev.	1.506	1.470	1.502	1.466	1.474	1.512	1.396	1.498	1.515	1.490	1.408	1.383	1.569	1.551	1.547	1.592	1.488	1.519	1.475	1.513	1.513
Std. Err.	0.043	0.069	0.063	0.125	0.083	0.072	0.183	0.216	0.164	0.116	0.104	0.135	0.107	0.113	0.098	0.116	0.100	0.079	0.070	0.228	0.146
Cuban Affinity																					
I prefer Cuban cigars to any other																					
Mean	2.74	3.09	2.62	3.25	3.02	2.42	3.46	3.08	2.89	3.24	3.07	2.30	2.66	2.76	2.37	3.06	3.53	2.32	2.91	3.14	2.62
Std. Dev.	1.736	1.750	1.663	1.688	1.775	1.608	1.723	1.566	1.810	1.731	1.716	1.569	1.620	1.720	1.697	1.821	1.898	1.549	1.753	1.754	1.714
Std. Err.	0.050	0.083	0.070	0.146	0.101	0.077	0.235	0.224	0.198	0.136	0.129	0.152	0.112	0.126	0.108	0.132	0.129	0.080	0.084	0.267	0.166
If Cuban cigars were legal, I'd switch most of my smoking to Cubans																					
Mean	3.23	3.62	3.04	3.73	3.58	2.81	4.05	3.68	3.40	3.81	3.56	2.91	3.03	3.09	3.05	3.73	4.06	2.81	3.46	3.67	3.32
Std. Dev.	1.709	1.636	1.680	1.622	1.643	1.639	1.380	1.743	1.801	1.608	1.580	1.699	1.662	1.700	1.794	1.725	1.615	1.645	1.619	1.588	1.758
Std. Err.	0.050	0.078	0.071	0.140	0.093	0.079	0.186	0.247	0.198	0.126	0.118	0.166	0.115	0.125	0.115	0.125	0.110	0.086	0.077	0.245	0.168
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly																					
Mean	4.11	4.37	4.10	4.53	4.30	3.96	4.74	4.30	4.39	4.45	4.24	3.91	4.11	4.06	4.09	4.50	4.37	3.90	4.33	4.30	4.29
Std. Dev.	1.559	1.437	1.557	1.380	1.458	1.587	1.178	1.488	1.545	1.386	1.420	1.693	1.534	1.571	1.621	1.472	1.467	1.617	1.384	1.698	1.668
Std. Err.	0.045	0.068	0.065	0.117	0.083	0.076	0.155	0.210	0.169	0.108	0.106	0.165	0.105	0.116	0.103	0.107	0.099	0.084	0.065	0.259	0.160
Price Sensitivity/Brand Loyalty																					
I buy mainly premium priced cigars																					
Mean	3.38	4.10	3.01	3.67	4.29	2.80	3.90	3.68	4.31	4.11	3.86	2.89	3.21	3.18	3.33	4.10	4.25	2.72	3.92	3.95	3.65

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019158

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CICAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	1.597	1.374	1.513	1.320	1.357	1.511	1.238	1.316	1.513	1.341	1.329	1.633	1.551	1.465	1.749	1.612	1.349	1.507	1.463	1.524	1.499
Std. Err.	0.046	0.065	0.063	0.112	0.076	0.072	0.163	0.186	0.163	0.104	0.099	0.158	0.106	0.107	0.111	0.117	0.091	0.078	0.069	0.230	0.144
Real cigar smokers would never smoke just one brand																					
Mean	2.98	3.17	3.01	3.57	3.00	2.83	3.67	3.64	3.28	3.43	3.09	3.14	2.98	3.08	3.19	3.55	3.12	2.77	3.08	3.19	3.16
Std. Dev.	1.562	1.519	1.561	1.499	1.497	1.540	1.503	1.481	1.681	1.475	1.429	1.695	1.556	1.496	1.754	1.692	1.629	1.523	1.544	1.468	1.578
Std. Err.	0.045	0.072	0.066	0.128	0.085	0.074	0.197	0.209	0.182	0.114	0.106	0.165	0.107	0.110	0.112	0.123	0.110	0.079	0.074	0.224	0.152
It's worth it to pay extra for a higher quality cigar																					
Mean	4.09	4.62	3.88	4.48	4.69	3.69	4.52	4.76	4.60	4.62	4.49	3.69	3.95	3.89	3.71	4.44	4.74	3.54	4.47	4.49	4.22
Std. Dev.	1.393	1.126	1.395	1.212	1.082	1.397	1.047	1.188	1.274	1.139	1.086	1.482	1.478	1.427	1.579	1.389	1.114	1.450	1.194	1.203	1.279
Std. Err.	0.040	0.053	0.058	0.103	0.061	0.067	0.137	0.168	0.138	0.089	0.081	0.144	0.098	0.105	0.101	0.101	0.075	0.076	0.056	0.183	0.123
I have a few cigar brands I typically buy most often																					
Mean	4.57	4.80	4.68	4.63	4.87	4.69	4.88	4.71	5.16	4.95	4.60	4.95	4.93	4.46	5.05	5.23	4.49	4.66	4.68	3.95	4.94
Std. Dev.	1.412	1.161	1.342	1.263	1.107	1.368	1.068	1.208	0.974	1.049	1.148	1.318	1.152	1.350	1.285	0.977	1.463	1.375	1.274	1.751	1.070
Std. Err.	0.041	0.055	0.056	0.107	0.062	0.066	0.139	0.173	0.106	0.081	0.085	0.129	0.079	0.098	0.082	0.071	0.099	0.071	0.060	0.264	0.102
The price of cigars has gotten so high, I've had to switch to less expensive brands																					
Mean	2.94	2.84	3.13	3.01	2.77	3.17	3.05	2.73	3.24	2.77	2.81	3.41	2.97	3.07	3.26	3.04	2.65	3.13	2.89	2.47	3.16
Std. Dev.	1.502	1.461	1.518	1.437	1.469	1.543	1.456	1.396	1.623	1.417	1.324	1.695	1.477	1.485	1.667	1.637	1.434	1.528	1.400	1.351	1.594
Std. Err.	0.043	0.069	0.064	0.122	0.083	0.074	0.191	0.199	0.176	0.110	0.098	0.165	0.102	0.109	0.106	0.119	0.097	0.080	0.066	0.206	0.153
I'm loyal to the brands of cigars I smoke regularly																					
Mean	3.88	4.00	4.16	3.85	4.07	4.25	4.03	3.92	4.31	4.00	3.79	4.83	4.19	3.58	4.67	4.54	3.65	4.04	3.90	3.23	4.08
Std. Dev.	1.535	1.397	1.438	1.429	1.379	1.429	1.363	1.412	1.366	1.375	1.358	1.201	1.365	1.513	1.305	1.318	1.527	1.541	1.489	1.660	1.362
Std. Err.	0.044	0.066	0.060	0.122	0.078	0.068	0.179	0.200	0.147	0.107	0.101	0.116	0.094	0.111	0.083	0.096	0.103	0.079	0.071	0.253	0.130
Private label/house brands of cigars are as good as brand name cigars																					
Mean	3.59	3.66	3.64	3.83	3.59	3.59	4.05	3.69	3.98	3.62	3.43	3.60	3.67	3.59	3.91	3.86	3.37	3.61	3.58	3.64	4.09
Std. Dev.	1.359	1.329	1.349	1.326	1.326	1.352	1.238	1.339	1.328	1.285	1.150	1.392	1.265	1.317	1.468	1.482	1.357	1.354	1.253	1.278	1.385
Std. Err.	0.039	0.063	0.056	0.113	0.075	0.065	0.161	0.193	0.143	0.100	0.085	0.135	0.087	0.097	0.094	0.108	0.092	0.070	0.059	0.193	0.133
I buy some expensive brands of cigars and save them for special occasions																					
Mean	3.33	4.06	3.12	4.05	4.07	2.82	4.37	3.92	4.10	4.37	3.83	3.09	3.05	3.33	3.15	3.99	4.04	2.68	3.80	3.41	3.61
Std. Dev.	1.721	1.507	1.707	1.446	1.535	1.678	1.285	1.455	1.557	1.449	1.482	1.777	1.754	1.704	1.808	1.648	1.560	1.650	1.607	1.618	1.688
Std. Err.	0.049	0.071	0.071	0.123	0.087	0.080	0.167	0.208	0.168	0.112	0.110	0.173	0.120	0.124	0.115	0.119	0.105	0.085	0.076	0.244	0.162
For special events, it's more important to have a brand with some prestige																					
Mean	3.00	3.36	2.89	3.40	3.34	2.72	3.62	3.46	3.44	3.54	3.12	2.72	2.92	2.94	2.89	3.33	3.46	2.67	3.19	3.56	3.08
Std. Dev.	1.626	1.609	1.579	1.573	1.628	1.546	1.485	1.593	1.679	1.647	1.485	1.649	1.582	1.633	1.675	1.699	1.684	1.555	1.615	1.637	1.617
Std. Err.	0.047	0.076	0.066	0.133	0.092	0.074	0.195	0.225	0.182	0.128	0.110	0.160	0.108	0.120	0.107	0.123	0.114	0.081	0.076	0.250	0.155
Lower price means lower quality in cigars																					
Mean	3.34	3.54	3.20	3.37	3.61	3.15	3.32	3.56	3.31	3.63	3.57	3.16	3.29	3.28	3.12	3.31	3.73	3.15	3.52	3.49	3.26
Std. Dev.	1.408	1.370	1.399	1.307	1.392	1.424	1.319	1.382	1.544	1.377	1.236	1.494	1.440	1.287	1.553	1.579	1.374	1.390	1.314	1.470	1.494

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019159

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.040	0.064	0.058	0.111	0.079	0.068	0.172	0.200	0.166	0.107	0.092	0.146	0.098	0.094	0.099	0.115	0.093	0.072	0.062	0.224	0.144
I am smoking better quality cigars now than I used to																					
Mean	3.68	4.38	3.39	4.26	4.43	3.11	4.47	4.04	4.61	4.33	4.07	3.42	3.51	3.55	3.70	4.38	4.30	3.12	4.17	4.09	4.31
Std. Dev.	1.592	1.382	1.533	1.297	1.417	1.498	1.167	1.355	1.364	1.503	1.310	1.667	1.559	1.482	1.748	1.575	1.474	1.509	1.437	1.556	1.488
Std. Err.	0.046	0.065	0.064	0.110	0.080	0.072	0.155	0.192	0.148	0.117	0.098	0.162	0.107	0.109	0.112	0.114	0.100	0.078	0.068	0.237	0.143
I am always interested in trying new cigar brands																					
Mean	4.10	4.48	4.05	4.65	4.41	3.86	4.72	4.62	4.63	4.70	4.28	4.07	4.20	4.07	4.22	4.63	4.33	3.84	4.38	4.30	4.44
Std. Dev.	1.494	1.243	1.534	1.166	1.271	1.588	0.914	1.413	1.237	1.166	1.265	1.714	1.500	1.478	1.649	1.416	1.421	1.613	1.315	1.374	1.306
Std. Err.	0.043	0.058	0.064	0.099	0.072	0.076	0.120	0.200	0.133	0.091	0.094	0.166	0.102	0.108	0.104	0.102	0.096	0.083	0.062	0.207	0.126
Cigars are one of the few luxuries I can afford																					
Mean	3.27	3.37	3.43	3.56	3.29	3.39	3.58	3.50	3.43	3.54	3.21	3.35	3.48	3.36	3.56	3.64	3.15	3.38	3.33	3.16	3.20
Std. Dev.	1.587	1.544	1.557	1.490	1.563	1.577	1.511	1.446	1.677	1.528	1.421	1.660	1.568	1.540	1.730	1.657	1.632	1.631	1.480	1.670	1.483
Std. Err.	0.046	0.073	0.065	0.127	0.088	0.076	0.200	0.205	0.181	0.119	0.106	0.161	0.107	0.112	0.109	0.120	0.110	0.084	0.070	0.252	0.142
I only like to smoke brands of cigars I've heard of																					
Mean	2.89	2.79	2.98	2.61	2.87	3.10	2.55	2.45	2.76	2.77	2.96	3.20	2.87	2.89	2.92	2.86	3.14	3.03	2.94	2.79	2.59
Std. Dev.	1.456	1.362	1.497	1.315	1.377	1.534	1.273	1.191	1.315	1.353	1.275	1.624	1.445	1.371	1.569	1.516	1.453	1.498	1.395	1.337	1.486
Std. Err.	0.042	0.064	0.063	0.112	0.078	0.074	0.167	0.170	0.143	0.105	0.095	0.158	0.099	0.100	0.100	0.110	0.098	0.078	0.066	0.204	0.142
Channel Preferences																					
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons																					
Mean	2.46	2.88	2.33	2.77	2.94	2.19	2.90	2.52	3.85	2.94	2.27	2.62	2.41	2.22	2.69	3.03	2.27	2.14	2.24	2.64	5.03
Std. Dev.	1.569	1.610	1.489	1.466	1.670	1.470	1.385	1.418	1.675	1.430	1.394	1.669	1.553	1.314	1.798	1.730	1.426	1.409	1.281	1.394	1.166
Std. Err.	0.045	0.076	0.063	0.125	0.095	0.071	0.182	0.200	0.183	0.111	0.103	0.164	0.107	0.096	0.115	0.126	0.096	0.074	0.061	0.215	0.112
Catalogs offer the best prices on cigars																					
Mean	3.12	3.54	2.93	3.42	3.60	2.77	3.60	3.16	4.29	3.61	3.24	3.04	3.01	2.97	3.22	3.50	3.13	2.71	3.18	3.12	4.73
Std. Dev.	1.442	1.375	1.392	1.382	1.371	1.360	1.213	1.505	1.326	1.273	1.251	1.538	1.416	1.327	1.565	1.528	1.318	1.375	1.289	1.418	1.127
Std. Err.	0.042	0.065	0.058	0.118	0.078	0.066	0.159	0.215	0.144	0.099	0.094	0.150	0.097	0.098	0.099	0.110	0.089	0.072	0.061	0.216	0.108
I prefer to buy cigars from a tobacconist																					
Mean	3.18	3.80	2.93	3.87	3.77	2.64	4.00	3.70	3.33	3.90	3.71	2.57	3.09	3.23	2.90	3.52	3.97	2.36	4.17	3.60	2.49
Std. Dev.	1.661	1.529	1.609	1.459	1.560	1.541	1.389	1.555	1.665	1.504	1.433	1.562	1.655	1.597	1.752	1.725	1.583	1.434	1.382	1.514	1.399
Std. Err.	0.048	0.072	0.067	0.124	0.088	0.074	0.184	0.220	0.181	0.117	0.107	0.152	0.114	0.117	0.111	0.125	0.107	0.074	0.065	0.231	0.134
I'm willing to pay a little extra to buy from someone who can give advice on cigars																					
Mean	3.06	3.46	2.88	3.33	3.51	2.73	3.33	3.46	3.31	3.53	3.36	2.59	2.92	2.89	2.71	3.33	3.70	2.60	3.48	3.84	2.90
Std. Dev.	1.450	1.347	1.420	1.321	1.357	1.421	1.205	1.328	1.354	1.310	1.248	1.399	1.476	1.408	1.488	1.508	1.346	1.401	1.335	1.153	1.440
Std. Err.	0.042	0.063	0.059	0.112	0.077	0.068	0.158	0.188	0.147	0.102	0.092	0.136	0.101	0.103	0.095	0.109	0.091	0.073	0.063	0.176	0.138
I would never trust buying cigars through a catalog																					
Mean	2.74	2.57	2.97	2.76	2.48	3.03	2.78	2.94	2.40	2.46	2.84	2.89	3.12	2.84	2.71	2.63	2.95	2.95	2.86	2.40	1.48

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019160

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	1.479	1.406	1.525	1.477	1.366	1.536	1.365	1.547	1.433	1.351	1.293	1.545	1.632	1.409	1.545	1.474	1.442	1.548	1.399	1.348	0.987
Std. Err.	0.043	0.066	0.064	0.125	0.077	0.074	0.178	0.221	0.155	0.105	0.096	0.150	0.111	0.103	0.098	0.107	0.097	0.080	0.066	0.206	0.095
Tobacconists are the best place to buy cigars																					
Mean	3.64	3.97	3.59	4.10	3.92	3.42	3.88	4.27	3.58	4.01	4.05	3.38	3.53	3.61	3.38	3.80	4.17	3.27	4.21	3.98	2.84
Std. Dev.	1.509	1.408	1.535	1.405	1.407	1.541	1.510	1.287	1.553	1.446	1.137	1.477	1.588	1.528	1.621	1.628	1.302	1.547	1.272	1.285	1.341
Std. Err.	0.043	0.066	0.064	0.119	0.079	0.074	0.197	0.184	0.167	0.112	0.084	0.143	0.108	0.111	0.103	0.118	0.087	0.080	0.060	0.194	0.128
I would never trust buying cigars through the Internet																					
Mean	3.32	3.25	3.56	3.58	3.10	3.56	3.76	3.43	3.42	3.05	3.28	3.30	3.71	3.40	3.45	3.42	3.28	3.55	3.33	2.95	2.98
Std. Dev.	1.711	1.609	1.766	1.606	1.590	1.817	1.512	1.472	1.782	1.504	1.492	1.834	1.734	1.686	1.874	1.774	1.552	1.824	1.617	1.555	1.699
Std. Err.	0.049	0.076	0.074	0.136	0.090	0.088	0.197	0.210	0.193	0.117	0.110	0.179	0.119	0.123	0.120	0.129	0.105	0.095	0.077	0.234	0.164
I like buying cigars on the Internet																					
Mean	1.66	1.91	1.58	1.85	1.93	1.49	1.93	1.78	1.96	2.07	1.77	1.66	1.55	1.61	1.62	1.87	1.86	1.43	1.70	1.88	2.22
Std. Dev.	1.095	1.229	1.029	1.135	1.271	0.977	1.042	1.112	1.347	1.266	1.056	1.121	1.045	0.925	1.148	1.333	1.266	0.903	1.054	0.954	1.590
Std. Err.	0.032	0.058	0.044	0.097	0.073	0.048	0.139	0.157	0.148	0.099	0.079	0.111	0.073	0.068	0.074	0.098	0.085	0.047	0.051	0.149	0.153
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet																					
Mean	2.88	3.42	2.66	3.28	3.48	2.46	3.53	3.16	4.00	3.66	3.01	2.92	2.71	2.63	3.02	3.58	3.02	2.32	2.96	3.20	4.64
Std. Dev.	1.621	1.614	1.567	1.565	1.634	1.516	1.478	1.650	1.633	1.601	1.366	1.616	1.641	1.451	1.745	1.719	1.570	1.466	1.486	1.472	1.397
Std. Err.	0.047	0.076	0.065	0.133	0.093	0.073	0.192	0.236	0.177	0.124	0.101	0.157	0.112	0.106	0.111	0.125	0.106	0.076	0.070	0.222	0.134
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist																					
Mean	3.08	2.82	3.22	2.74	2.85	3.37	2.61	2.84	2.84	2.68	2.84	3.51	3.22	2.92	3.49	3.09	2.77	3.47	2.73	2.89	3.18
Std. Dev.	1.552	1.385	1.582	1.372	1.391	1.615	1.176	1.557	1.345	1.362	1.296	1.643	1.600	1.516	1.662	1.574	1.415	1.608	1.385	1.603	1.546
Std. Err.	0.045	0.065	0.066	0.117	0.079	0.077	0.156	0.220	0.145	0.106	0.097	0.161	0.109	0.111	0.106	0.114	0.096	0.083	0.066	0.242	0.149
I am very loyal to my tobacconist																					
Mean	2.36	2.78	2.36	2.94	2.71	2.17	3.04	2.92	2.73	2.83	2.54	2.22	2.46	2.33	2.56	2.97	2.53	1.95	2.84	2.36	2.17
Std. Dev.	1.458	1.498	1.452	1.518	1.486	1.381	1.500	1.550	1.401	1.529	1.308	1.393	1.516	1.468	1.643	1.605	1.503	1.308	1.499	1.542	1.307
Std. Err.	0.042	0.071	0.061	0.129	0.084	0.066	0.199	0.219	0.152	0.119	0.098	0.137	0.104	0.107	0.105	0.117	0.102	0.068	0.071	0.232	0.126
When I buy my favorite brand of cigar, I usually shop around to get the best price																					
Mean	3.25	3.31	3.48	3.50	3.23	3.48	3.47	3.62	4.01	3.40	2.84	4.07	3.48	3.19	3.90	3.95	2.85	3.36	3.24	2.91	3.86
Std. Dev.	1.642	1.576	1.658	1.627	1.549	1.670	1.548	1.627	1.467	1.576	1.395	1.556	1.673	1.602	1.619	1.638	1.509	1.712	1.581	1.597	1.619
Std. Err.	0.047	0.074	0.069	0.138	0.087	0.080	0.205	0.230	0.158	0.122	0.104	0.150	0.115	0.117	0.103	0.118	0.102	0.088	0.075	0.241	0.155
When shopping for cigars, I have to go somewhere where I trust the salesperson																					
Mean	3.19	3.58	3.12	3.71	3.53	2.94	3.89	3.46	3.41	3.60	3.47	3.02	3.18	3.07	3.15	3.56	3.71	2.71	3.71	3.73	3.04
Std. Dev.	1.620	1.543	1.643	1.558	1.536	1.627	1.578	1.528	1.704	1.569	1.376	1.668	1.698	1.538	1.728	1.707	1.470	1.578	1.519	1.590	1.558
Std. Err.	0.047	0.073	0.069	0.133	0.087	0.078	0.209	0.216	0.184	0.122	0.103	0.162	0.116	0.112	0.109	0.124	0.099	0.082	0.072	0.240	0.150
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist																					
Mean	3.23	3.51	3.24	3.72	3.42	3.08	3.62	3.86	3.00	3.58	3.63	3.12	3.19	3.35	3.04	3.38	3.70	2.94	3.84	3.47	1.99
Std. Dev.	1.588	1.503	1.624	1.523	1.487	1.627	1.543	1.414	1.626	1.486	1.314	1.796	1.610	1.574	1.780	1.687	1.508	1.597	1.391	1.470	1.236

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019161

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.046	0.071	0.068	0.129	0.084	0.078	0.203	0.200	0.176	0.116	0.097	0.175	0.111	0.115	0.114	0.122	0.101	0.084	0.066	0.224	0.118
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist																					
Mean	2.92	3.08	2.98	3.41	2.94	2.84	3.49	3.40	2.35	3.12	3.28	2.82	2.89	3.04	2.80	3.00	3.35	2.69	3.46	3.12	1.69
Std. Dev.	1.599	1.567	1.658	1.677	1.495	1.629	1.713	1.629	1.486	1.592	1.358	1.772	1.675	1.634	1.759	1.746	1.538	1.521	1.545	1.577	1.086
Std. Err.	0.046	0.074	0.070	0.143	0.084	0.079	0.227	0.230	0.161	0.124	0.101	0.174	0.116	0.120	0.113	0.127	0.104	0.080	0.073	0.240	0.104
Taste Preferences																					
I prefer mild tasting cigars																					
Mean	4.26	4.04	4.52	4.27	3.94	4.60	4.24	4.18	3.90	4.09	4.15	4.62	4.62	4.43	4.36	4.04	4.10	4.55	4.11	3.91	4.26
Std. Dev.	1.412	1.398	1.283	1.248	1.449	1.286	1.233	1.219	1.603	1.391	1.281	1.369	1.127	1.281	1.505	1.537	1.394	1.272	1.405	1.461	1.462
Std. Err.	0.041	0.066	0.054	0.107	0.082	0.062	0.162	0.174	0.175	0.109	0.096	0.133	0.078	0.095	0.096	0.112	0.095	0.066	0.067	0.223	0.140
I like to smoke a range of tastes																					
Mean	3.85	4.20	3.85	4.49	4.08	3.65	4.54	4.42	4.33	4.36	3.95	3.55	4.06	3.92	3.75	4.33	4.05	3.59	4.08	3.80	4.21
Std. Dev.	1.487	1.279	1.502	1.234	1.280	1.523	1.310	1.162	1.278	1.217	1.347	1.603	1.413	1.477	1.663	1.462	1.389	1.569	1.343	1.374	1.270
Std. Err.	0.043	0.060	0.063	0.105	0.072	0.073	0.174	0.164	0.138	0.094	0.100	0.155	0.097	0.108	0.105	0.106	0.093	0.081	0.063	0.207	0.122
I prefer stronger tasting cigars																					
Mean	2.73	3.09	2.60	3.19	3.05	2.42	3.16	3.35	3.34	3.11	2.89	2.53	2.58	2.68	2.91	3.37	2.97	2.42	2.96	3.16	2.87
Std. Dev.	1.496	1.542	1.413	1.546	1.541	1.319	1.475	1.562	1.694	1.511	1.402	1.475	1.470	1.384	1.691	1.651	1.615	1.374	1.497	1.751	1.634
Std. Err.	0.043	0.073	0.059	0.133	0.087	0.063	0.199	0.223	0.184	0.118	0.105	0.143	0.101	0.101	0.107	0.120	0.109	0.071	0.071	0.264	0.156
Mild-tasting cigars are easier to smoke on an everyday basis																					
Mean	4.20	4.16	4.45	4.51	4.01	4.44	4.51	4.56	4.33	4.19	4.21	4.82	4.40	4.25	4.43	4.22	3.99	4.41	4.09	4.07	4.40
Std. Dev.	1.401	1.346	1.309	1.185	1.387	1.347	1.151	1.053	1.491	1.302	1.191	1.156	1.282	1.333	1.474	1.502	1.376	1.339	1.272	1.404	1.460
Std. Err.	0.040	0.063	0.055	0.101	0.078	0.065	0.153	0.149	0.161	0.101	0.089	0.112	0.088	0.098	0.093	0.109	0.094	0.069	0.060	0.212	0.140
My preferences have evolved over time towards stronger cigars																					
Mean	2.98	3.45	2.78	3.38	3.48	2.59	3.48	3.58	3.83	3.51	3.23	2.75	2.85	2.92	3.15	3.62	3.48	2.55	3.29	3.30	3.23
Std. Dev.	1.481	1.436	1.416	1.421	1.444	1.362	1.314	1.472	1.558	1.422	1.289	1.379	1.526	1.451	1.608	1.592	1.485	1.362	1.417	1.488	1.574
Std. Err.	0.043	0.068	0.059	0.121	0.082	0.065	0.173	0.208	0.168	0.110	0.096	0.134	0.105	0.108	0.102	0.115	0.101	0.070	0.067	0.224	0.151
My preferences have evolved over time towards more expensive cigars																					
Mean	3.35	4.06	3.05	3.93	4.12	2.76	4.21	3.88	4.22	4.18	3.78	2.65	3.21	3.26	3.06	3.81	4.07	2.75	3.87	3.63	3.61
Std. Dev.	1.564	1.359	1.536	1.394	1.341	1.471	1.235	1.335	1.523	1.306	1.314	1.543	1.561	1.549	1.688	1.652	1.409	1.492	1.430	1.480	1.575
Std. Err.	0.045	0.064	0.064	0.119	0.076	0.071	0.164	0.189	0.165	0.102	0.098	0.150	0.107	0.114	0.108	0.120	0.095	0.078	0.068	0.226	0.151
My preferences have evolved over time towards less expensive cigars																					
Mean	3.04	2.64	3.43	3.04	2.46	3.55	2.96	3.08	2.48	2.74	2.85	3.83	3.30	3.19	3.52	2.86	2.54	3.51	2.69	2.95	2.83
Std. Dev.	1.418	1.258	1.391	1.162	1.259	1.435	1.101	1.187	1.359	1.280	1.135	1.238	1.391	1.353	1.481	1.435	1.314	1.447	1.272	1.413	1.353
Std. Err.	0.041	0.059	0.058	0.099	0.071	0.069	0.146	0.170	0.147	0.100	0.084	0.120	0.096	0.099	0.094	0.104	0.089	0.075	0.060	0.216	0.130
I like to smoke a full-flavored cigar																					
Mean	4.28	4.55	4.31	4.64	4.50	4.21	4.76	4.67	4.71	4.59	4.25	4.41	4.35	4.23	4.50	4.81	4.36	4.10	4.43	4.25	4.56

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019162

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Dev.	1.376	1.213	1.361	1.176	1.229	1.400	0.971	1.248	1.216	1.152	1.217	1.433	1.364	1.320	1.411	1.197	1.377	1.414	1.267	1.366	1.130
Std. Err.	0.040	0.057	0.057	0.100	0.069	0.067	0.126	0.178	0.131	0.090	0.090	0.139	0.093	0.096	0.090	0.086	0.092	0.073	0.060	0.206	0.109
Strong cigars are too harsh for me																					
Mean	3.70	3.45	3.82	3.51	3.42	3.91	3.40	3.31	3.40	3.48	3.61	3.89	3.74	3.81	3.62	3.35	3.57	3.83	3.64	3.44	3.81
Std. Dev.	1.681	1.607	1.673	1.671	1.580	1.663	1.696	1.557	1.732	1.567	1.500	1.804	1.665	1.612	1.788	1.725	1.629	1.678	1.616	1.790	1.725
Std. Err.	0.048	0.076	0.070	0.142	0.090	0.080	0.223	0.222	0.190	0.122	0.111	0.176	0.114	0.118	0.114	0.125	0.110	0.087	0.076	0.273	0.166
Experienced cigar smokers smoke stronger cigars																					
Mean	2.97	3.04	3.02	3.18	2.98	2.97	3.16	3.20	3.06	3.20	2.94	2.82	3.08	3.02	3.03	3.06	3.03	3.03	3.05	2.76	2.98
Std. Dev.	1.463	1.406	1.514	1.476	1.371	1.523	1.318	1.654	1.482	1.452	1.222	1.517	1.572	1.442	1.576	1.541	1.393	1.541	1.385	1.527	1.332
Std. Err.	0.042	0.066	0.063	0.126	0.078	0.073	0.176	0.234	0.160	0.113	0.092	0.147	0.108	0.105	0.101	0.113	0.094	0.080	0.066	0.236	0.129
How Started Smoking																					
My father introduced me to smoking cigars																					
Mean	1.73	1.69	1.87	1.93	1.59	1.86	1.77	1.98	1.84	1.67	1.58	1.69	1.88	1.77	1.79	1.87	1.65	1.81	1.58	1.70	1.61
Std. Dev.	1.478	1.457	1.585	1.672	1.345	1.559	1.684	1.610	1.672	1.424	1.319	1.390	1.604	1.501	1.573	1.684	1.446	1.536	1.358	1.456	1.434
Std. Err.	0.043	0.069	0.066	0.143	0.076	0.075	0.225	0.228	0.180	0.111	0.099	0.135	0.110	0.110	0.100	0.122	0.097	0.080	0.064	0.220	0.137
A friend introduced me to smoking cigars																					
Mean	2.96	3.03	2.77	2.83	3.11	2.74	3.10	2.63	2.67	3.28	3.14	2.43	2.80	2.88	2.57	2.86	3.52	2.71	3.33	3.67	2.67
Std. Dev.	1.906	1.948	1.827	1.857	1.983	1.818	1.842	1.834	2.072	1.896	1.854	1.841	1.864	1.757	1.935	2.040	1.894	1.839	1.925	1.782	1.934
Std. Err.	0.055	0.092	0.077	0.159	0.112	0.088	0.242	0.262	0.225	0.147	0.138	0.179	0.129	0.129	0.124	0.148	0.127	0.096	0.091	0.272	0.185
I started smoking cigars before it became trendy																					
Mean	4.46	4.68	4.56	4.84	4.61	4.47	4.90	4.92	5.27	4.66	4.45	5.02	4.61	4.20	4.90	5.04	4.29	4.33	4.68	4.39	5.01
Std. Dev.	1.655	1.533	1.637	1.405	1.583	1.695	1.320	1.291	1.192	1.500	1.568	1.441	1.718	1.663	1.539	1.438	1.636	1.765	1.494	1.482	1.430
Std. Err.	0.048	0.072	0.068	0.120	0.089	0.081	0.173	0.183	0.129	0.116	0.117	0.139	0.117	0.122	0.098	0.104	0.111	0.091	0.071	0.223	0.137
Role of Tobacconist																					
When I go to the tobacconist, I feel like a kid in a candy store																					
Mean	3.10	3.86	2.93	3.96	3.82	2.59	4.19	3.80	4.04	3.95	3.46	2.67	3.00	2.98	3.08	3.72	3.47	2.51	3.59	3.07	3.63
Std. Dev.	1.703	1.575	1.693	1.525	1.598	1.609	1.550	1.429	1.707	1.568	1.447	1.619	1.717	1.691	1.783	1.800	1.674	1.553	1.585	1.716	1.743
Std. Err.	0.049	0.074	0.071	0.129	0.090	0.078	0.204	0.202	0.185	0.122	0.108	0.160	0.119	0.124	0.115	0.131	0.112	0.081	0.075	0.265	0.168
I have a close relationship with my tobacconist																					
Mean	1.92	2.27	1.96	2.52	2.16	1.78	2.78	2.28	2.49	2.39	1.99	1.95	1.92	1.86	2.28	2.58	2.10	1.63	2.27	1.93	1.72
Std. Dev.	1.288	1.407	1.301	1.476	1.364	1.186	1.415	1.485	1.435	1.443	1.179	1.280	1.252	1.296	1.525	1.520	1.431	1.074	1.458	1.316	1.017
Std. Err.	0.037	0.067	0.055	0.126	0.077	0.057	0.186	0.210	0.157	0.112	0.088	0.126	0.086	0.096	0.098	0.111	0.096	0.056	0.069	0.201	0.097
I trust my tobacconist																					
Mean	3.32	3.84	3.25	4.03	3.76	3.00	4.23	4.00	3.70	4.01	3.61	2.92	3.31	3.34	3.27	3.72	3.72	2.90	3.86	3.56	3.27
Std. Dev.	1.524	1.324	1.538	1.261	1.345	1.536	1.310	1.125	1.495	1.210	1.301	1.538	1.611	1.521	1.693	1.570	1.452	1.486	1.370	1.501	1.412
Std. Err.	0.044	0.063	0.065	0.107	0.076	0.074	0.173	0.159	0.163	0.094	0.097	0.152	0.111	0.112	0.109	0.114	0.099	0.078	0.065	0.229	0.135

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019163

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
All tobacconists are pretty much the same																					
Mean	3.07	2.84	3.11	2.84	2.84	3.20	2.86	2.84	2.88	2.66	2.99	3.18	3.09	2.99	3.17	2.86	2.89	3.24	2.89	2.89	3.12
Std. Dev.	1.396	1.341	1.418	1.384	1.324	1.420	1.408	1.297	1.305	1.355	1.231	1.392	1.357	1.418	1.443	1.422	1.407	1.417	1.311	1.434	1.452
Std. Err.	0.040	0.063	0.059	0.117	0.075	0.068	0.183	0.185	0.141	0.105	0.091	0.136	0.093	0.103	0.092	0.103	0.095	0.074	0.062	0.216	0.140
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke																					
Mean	3.28	3.80	3.23	3.92	3.74	3.01	4.02	4.10	3.69	3.92	3.67	2.90	3.41	3.23	3.23	3.87	3.47	2.89	3.84	3.18	3.16
Std. Dev.	1.615	1.438	1.621	1.302	1.493	1.653	1.203	1.313	1.633	1.431	1.302	1.718	1.607	1.653	1.753	1.599	1.554	1.650	1.431	1.646	1.566
Std. Err.	0.047	0.068	0.068	0.111	0.085	0.079	0.159	0.186	0.177	0.111	0.097	0.167	0.110	0.121	0.112	0.116	0.105	0.086	0.068	0.248	0.151
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars																					
Mean	2.93	3.51	2.84	3.60	3.46	2.60	3.88	3.54	3.56	3.72	3.27	2.78	2.97	2.86	3.03	3.69	3.33	2.41	3.52	3.11	2.93
Std. Dev.	1.661	1.575	1.690	1.610	1.561	1.644	1.648	1.528	1.679	1.524	1.520	1.810	1.701	1.697	1.848	1.776	1.651	1.573	1.586	1.715	1.563
Std. Err.	0.048	0.074	0.071	0.137	0.088	0.079	0.218	0.216	0.182	0.118	0.114	0.176	0.117	0.124	0.118	0.129	0.113	0.082	0.075	0.259	0.150
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions																					
Mean	2.71	3.26	2.58	3.31	3.24	2.35	3.56	3.30	3.15	3.42	2.97	2.35	2.67	2.73	2.66	3.41	3.12	2.19	3.23	3.37	2.58
Std. Dev.	1.641	1.608	1.636	1.647	1.593	1.564	1.690	1.619	1.576	1.590	1.543	1.600	1.656	1.688	1.711	1.694	1.725	1.497	1.664	1.800	1.517
Std. Err.	0.047	0.076	0.069	0.140	0.090	0.075	0.224	0.229	0.170	0.124	0.116	0.157	0.115	0.123	0.109	0.123	0.117	0.078	0.079	0.274	0.147
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink																					
Mean	2.38	2.81	2.36	3.06	2.69	2.12	3.34	2.92	2.82	2.89	2.69	2.25	2.31	2.41	2.33	2.98	2.87	1.96	2.79	2.98	2.15
Std. Dev.	1.552	1.615	1.554	1.691	1.570	1.434	1.650	1.759	1.692	1.627	1.589	1.539	1.579	1.571	1.595	1.756	1.684	1.321	1.607	1.630	1.339
Std. Err.	0.045	0.076	0.065	0.143	0.089	0.070	0.217	0.249	0.183	0.126	0.118	0.152	0.109	0.115	0.102	0.127	0.114	0.069	0.076	0.252	0.128
I wish the cigars displayed at a tobacconist were better organized																					
Mean	2.89	3.15	2.92	3.26	3.10	2.81	3.31	3.30	3.32	3.07	3.19	2.99	2.82	2.86	3.04	3.34	3.06	2.63	3.08	3.00	3.05
Std. Dev.	1.461	1.430	1.472	1.441	1.425	1.467	1.465	1.403	1.466	1.459	1.318	1.566	1.538	1.331	1.550	1.540	1.419	1.417	1.435	1.431	1.468
Std. Err.	0.042	0.067	0.062	0.122	0.081	0.071	0.192	0.198	0.159	0.114	0.098	0.153	0.106	0.098	0.099	0.112	0.096	0.074	0.068	0.218	0.141
I wish it were easier to select new cigars at the tobacconist without having to ask for help																					
Mean	3.25	3.39	3.32	3.60	3.30	3.23	3.67	3.40	3.19	3.39	3.44	3.21	3.45	3.09	3.25	3.55	3.42	3.15	3.47	3.43	3.19
Std. Dev.	1.553	1.423	1.595	1.396	1.428	1.645	1.286	1.370	1.516	1.405	1.407	1.603	1.583	1.542	1.693	1.616	1.529	1.618	1.444	1.485	1.523
Std. Err.	0.045	0.067	0.067	0.119	0.081	0.079	0.170	0.194	0.164	0.109	0.105	0.156	0.109	0.112	0.109	0.118	0.104	0.084	0.069	0.224	0.147
Perceptions Of Cigar Smokers																					
People who smoke cigars are more confident in themselves than non-smokers																					
Mean	2.56	2.71	2.58	2.76	2.69	2.52	2.86	2.86	3.24	2.74	2.57	2.96	2.61	2.52	2.94	3.00	2.47	2.48	2.57	2.35	3.00
Std. Dev.	1.458	1.459	1.465	1.468	1.457	1.461	1.357	1.578	1.610	1.473	1.415	1.723	1.448	1.359	1.605	1.638	1.500	1.458	1.406	1.602	1.535
Std. Err.	0.042	0.069	0.061	0.125	0.083	0.070	0.178	0.223	0.176	0.115	0.105	0.167	0.099	0.100	0.102	0.119	0.102	0.076	0.067	0.244	0.148
People who smoke cigars are more likely to have a good sense of humor than non-smokers																					
Mean	2.85	3.10	2.82	3.16	3.07	2.71	3.27	3.25	3.36	3.25	2.96	3.17	2.78	2.73	3.15	3.31	2.76	2.63	2.86	2.84	3.15
Std. Dev.	1.573	1.552	1.557	1.544	1.558	1.547	1.375	1.605	1.601	1.556	1.392	1.554	1.575	1.549	1.695	1.652	1.643	1.513	1.500	1.765	1.634

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019164

Cigar Segmentation

Q1B Section I. Rating of agreement - Mean Summary

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Std. Err.	0.045	0.073	0.065	0.131	0.088	0.074	0.179	0.232	0.173	0.121	0.103	0.152	0.107	0.113	0.108	0.120	0.110	0.078	0.071	0.266	0.157
People who smoke cigars are more open-minded than non-smokers																					
Mean	2.78	2.98	2.83	3.18	2.89	2.72	3.40	3.16	3.45	3.02	2.84	3.12	2.89	2.70	3.17	3.33	2.64	2.69	2.80	2.98	3.06
Std. Dev.	1.534	1.516	1.523	1.553	1.493	1.499	1.450	1.612	1.548	1.486	1.454	1.620	1.519	1.549	1.628	1.642	1.521	1.511	1.496	1.752	1.554
Std. Err.	0.044	0.072	0.064	0.133	0.085	0.072	0.190	0.230	0.169	0.116	0.109	0.157	0.105	0.114	0.104	0.119	0.102	0.079	0.071	0.267	0.150
People who smoke cigars are easy to talk to																					
Mean	3.01	3.28	3.03	3.34	3.25	2.93	3.30	3.46	3.88	3.23	3.21	3.40	3.11	2.83	3.47	3.66	3.18	2.86	3.01	3.19	3.54
Std. Dev.	1.415	1.392	1.418	1.452	1.366	1.394	1.401	1.388	1.384	1.309	1.334	1.464	1.420	1.344	1.525	1.521	1.423	1.427	1.354	1.562	1.334
Std. Err.	0.041	0.066	0.060	0.124	0.078	0.067	0.186	0.196	0.150	0.102	0.101	0.145	0.098	0.099	0.098	0.111	0.097	0.075	0.065	0.238	0.129
Cigar smoking is trendy today																					
Mean	4.45	4.93	4.22	4.89	4.95	4.00	4.98	4.84	5.06	4.93	4.86	3.87	4.36	4.34	4.24	4.74	4.91	3.99	4.76	5.14	4.85
Std. Dev.	1.501	1.199	1.524	1.081	1.250	1.582	0.946	1.184	1.099	1.085	1.152	1.628	1.462	1.477	1.628	1.415	1.314	1.624	1.341	1.069	1.126
Std. Err.	0.043	0.056	0.063	0.092	0.071	0.075	0.124	0.167	0.119	0.084	0.086	0.158	0.100	0.108	0.103	0.102	0.089	0.084	0.063	0.161	0.108
People smoke cigars primarily because they think it's a cool thing to do																					
Mean	3.13	3.34	2.86	3.19	3.40	2.75	3.22	3.10	3.10	3.34	3.42	2.61	2.78	3.15	2.75	2.98	3.65	2.86	3.31	4.09	3.16
Std. Dev.	1.566	1.475	1.554	1.503	1.460	1.556	1.554	1.447	1.549	1.512	1.396	1.516	1.545	1.565	1.598	1.697	1.538	1.562	1.502	1.522	1.461
Std. Err.	0.045	0.069	0.065	0.127	0.082	0.074	0.202	0.207	0.167	0.117	0.103	0.148	0.105	0.114	0.102	0.122	0.103	0.081	0.071	0.229	0.141
People who have just taken up cigar smoking recently are spoiling it for the rest of us																					
Mean	2.26	2.57	2.20	2.50	2.61	2.10	2.61	2.31	3.06	2.58	2.26	2.39	2.16	2.27	2.54	2.81	2.34	2.03	2.28	2.20	2.93
Std. Dev.	1.413	1.494	1.397	1.465	1.507	1.363	1.485	1.401	1.798	1.406	1.304	1.644	1.398	1.361	1.659	1.690	1.403	1.293	1.352	1.472	1.739
Std. Err.	0.041	0.070	0.059	0.126	0.085	0.065	0.197	0.202	0.194	0.109	0.097	0.160	0.096	0.100	0.105	0.123	0.095	0.067	0.064	0.222	0.167

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019165

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	13	4	7	2	2	5	0	1	0	1	1	0	3	2	2	1	1	2	2	1	0
	1.1%	0.9%	1.2%	1.4%	0.6%	1.1%	0.0%	2.0%	0.0%	0.6%	0.5%	0.0%	1.4%	1.0%	0.8%	0.5%	0.4%	0.5%	0.4%	2.3%	0.0%
	100.0%	30.8%	53.8%	15.4%	15.4%	38.5%	0.0%	7.7%	0.0%	7.7%	7.7%	0.0%	23.1%	15.4%	15.4%	7.7%	7.7%	15.4%	15.4%	7.7%	0.0%
Total answering	1216	452	576	138	314	438	59	49	86	166	182	108	214	189	249	192	222	378	449	43	109
	98.9%	99.1%	98.8%	98.6%	99.4%	98.9%	100.0%	98.0%	100.0%	99.4%	99.5%	100.0%	98.6%	99.0%	99.2%	99.5%	99.6%	99.5%	99.6%	97.7%	100.0%
	100.0%	37.2%	47.4%	11.3%	25.8%	36.0%	4.9%	4.0%	7.1%	13.7%	15.0%	8.9%	17.6%	15.5%	20.5%	15.8%	18.3%	31.1%	36.9%	3.5%	9.0%
0 to 2 months (.25)	10	0	2	0	0	2	0	0	0	0	0	0	0	2	0	0	1	4	0	0	0
	0.8%	0.0%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.5%	1.1%	0.0%	0.0%	0.0%
	100.0%	0.0%	20.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	10.0%	40.0%	0.0%	0.0%	0.0%
3 to 6 months (.50)	14	4	7	0	4	7	0	0	0	2	3	2	1	3	2	3	3	4	4	0	0
	1.2%	0.9%	1.2%	0.0%	1.3%	1.6%	0.0%	0.0%	0.0%	1.2%	1.6%	1.9%	0.5%	1.6%	0.8%	1.6%	1.4%	1.1%	0.9%	0.0%	0.0%
	100.0%	28.6%	50.0%	0.0%	28.6%	50.0%	0.0%	0.0%	0.0%	14.3%	21.4%	14.3%	7.1%	21.4%	14.3%	21.4%	21.4%	28.6%	28.6%	0.0%	0.0%
7 to 11 months (.75)	20	7	12	4	3	8	0	4	0	4	2	1	3	6	4	1	4	12	5	1	1
	1.6%	1.5%	2.1%	2.9%	1.0%	1.8%	0.0%	8.2%	0.0%	2.4%	1.1%	0.9%	1.4%	3.2%	1.6%	0.5%	1.8%	3.2%	1.1%	2.3%	0.9%
	100.0%	35.0%	60.0%	20.0%	15.0%	40.0%	0.0%	20.0%	0.0%	20.0%	10.0%	5.0%	15.0%	30.0%	20.0%	5.0%	20.0%	60.0%	25.0%	5.0%	5.0%
1 year	48	14	22	4	10	18	1	2	0	4	7	2	9	6	8	3	4	15	13	1	2
	3.9%	3.1%	3.8%	2.9%	3.2%	4.1%	1.7%	4.1%	0.0%	2.4%	3.8%	1.9%	4.2%	3.2%	3.2%	1.6%	1.8%	4.0%	2.9%	2.3%	1.8%
	100.0%	29.2%	45.8%	8.3%	20.8%	37.5%	2.1%	4.2%	0.0%	8.3%	14.6%	4.2%	18.8%	12.5%	16.7%	6.3%	8.3%	31.3%	27.1%	2.1%	4.2%
2 years	107	42	39	8	34	31	3	2	4	14	26	10	10	21	17	13	27	30	46	4	8
	8.8%	9.3%	6.8%	5.8%	10.8%	7.1%	5.1%	4.1%	4.7%	8.4%	14.3%	9.3%	4.7%	11.1%	6.8%	6.8%	12.2%	7.9%	10.2%	9.3%	7.3%
	100.0%	39.3%	36.4%	7.5%	31.8%	29.0%	2.8%	1.9%	3.7%	13.1%	24.3%	9.3%	9.3%	19.6%	15.9%	12.1%	25.2%	28.0%	43.0%	3.7%	7.5%
3 years	89	45	27	8	37	19	3	5	5	15	19	5	9	12	12	14	29	16	36	6	2
	7.3%	10.0%	4.7%	5.8%	11.8%	4.3%	5.1%	10.2%	5.8%	9.0%	10.4%	4.6%	4.2%	6.3%	4.8%	7.3%	13.1%	4.2%	8.0%	14.0%	1.8%
	100.0%	50.6%	30.3%	9.0%	41.6%	21.3%	3.4%	5.6%	5.6%	16.9%	21.3%	5.6%	10.1%	13.5%	13.5%	15.7%	32.6%	18.0%	40.4%	6.7%	2.2%
4 years	59	23	22	7	16	15	2	5	4	10	12	3	12	8	11	12	16	15	28	1	3
	4.9%	5.1%	3.8%	5.1%	5.1%	3.4%	3.4%	10.2%	4.7%	6.0%	6.6%	2.8%	5.6%	4.2%	4.4%	6.3%	7.2%	4.0%	6.2%	2.3%	2.8%
	100.0%	39.0%	37.3%	11.9%	27.1%	25.4%	3.4%	8.5%	6.8%	16.9%	20.3%	5.1%	20.3%	13.6%	18.6%	20.3%	27.1%	25.4%	47.5%	1.7%	5.1%
5 years	88	40	37	11	29	26	6	4	4	19	15	5	8	16	13	12	25	19	37	6	13
	7.2%	8.8%	6.4%	8.0%	9.2%	5.9%	10.2%	8.2%	4.7%	11.4%	8.2%	4.6%	3.7%	8.5%	5.2%	6.3%	11.3%	5.0%	8.2%	14.0%	11.9%
	100.0%	45.5%	42.0%	12.5%	33.0%	29.5%	6.8%	4.5%	4.5%	21.6%	17.0%	5.7%	9.1%	18.2%	14.8%	13.6%	28.4%	21.6%	42.0%	6.8%	14.8%
6 years	45	22	22	6	16	16	2	3	7	7	7	5	10	5	13	10	7	11	16	1	6
	3.7%	4.9%	3.8%	4.3%	5.1%	3.7%	3.4%	6.1%	8.1%	4.2%	3.8%	4.6%	4.7%	2.6%	5.2%	5.2%	3.2%	2.9%	3.6%	2.3%	5.5%
	100.0%	48.9%	48.9%	13.3%	35.6%	35.6%	4.4%	6.7%	15.6%	15.6%	15.6%	11.1%	22.2%	11.1%	28.9%	22.2%	15.6%	24.4%	35.6%	2.2%	13.3%
7 years	39	16	17	4	12	13	4	0	3	7	7	2	5	9	6	4	6	13	12	1	6
	3.2%	3.5%	3.0%	2.9%	3.8%	3.0%	6.8%	0.0%	3.5%	4.2%	3.8%	1.9%	2.3%	4.8%	2.4%	2.1%	2.7%	3.4%	2.7%	2.3%	5.5%
	100.0%	41.0%	43.6%	10.3%	30.8%	33.3%	10.3%	0.0%	7.7%	17.9%	17.9%	5.1%	12.8%	23.1%	15.4%	10.3%	15.4%	33.3%	30.8%	2.6%	15.4%
8 years	37	18	15	5	13	10	2	2	6	8	6	2	9	5	7	9	9	14	16	1	4
	3.0%	4.0%	2.6%	3.6%	4.1%	2.3%	3.4%	4.1%	7.0%	4.8%	3.3%	1.9%	4.2%	2.6%	2.8%	4.7%	4.1%	3.7%	3.6%	2.3%	3.7%
	100.0%	48.6%	40.5%	13.5%	35.1%	27.0%	5.4%	5.4%	16.2%	21.6%	16.2%	5.4%	24.3%	13.5%	18.9%	24.3%	24.3%	37.8%	43.2%	2.7%	10.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019166

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
9 years	26	7	15	3	4	12	1	1	2	1	5	5	4	6	10	5	5	13	9	3	2
	2.1%	1.5%	2.6%	2.2%	1.3%	2.7%	1.7%	2.0%	2.3%	0.6%	2.7%	4.6%	1.9%	3.2%	4.0%	2.6%	2.3%	3.4%	2.0%	7.0%	1.8%
	100.0%	26.9%	57.7%	11.5%	15.4%	46.2%	3.8%	3.8%	7.7%	3.8%	19.2%	19.2%	15.4%	23.1%	38.5%	19.2%	19.2%	50.0%	34.6%	11.5%	7.7%
10 years	110	40	53	14	26	39	7	5	8	16	18	11	20	19	19	14	27	31	45	5	7
	9.0%	8.8%	9.2%	10.1%	8.3%	8.9%	11.9%	10.2%	9.3%	9.6%	9.9%	10.2%	9.3%	10.1%	7.6%	7.3%	12.2%	8.2%	10.0%	11.6%	6.4%
	100.0%	36.4%	48.2%	12.7%	23.6%	35.5%	6.4%	4.5%	7.3%	14.5%	16.4%	10.0%	18.2%	17.3%	17.3%	12.7%	24.5%	28.2%	40.9%	4.5%	6.4%
11 years	6	0	4	0	0	4	0	0	0	0	0	2	1	1	2	1	1	2	3	1	0
	0.5%	0.0%	0.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.5%	0.5%	0.8%	0.5%	0.5%	0.5%	0.7%	2.3%	0.0%
	100.0%	0.0%	66.7%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	16.7%	16.7%	33.3%	16.7%	16.7%	33.3%	50.0%	16.7%	0.0%
12-15 years (13.5)	116	44	53	11	33	42	6	3	5	21	16	7	22	22	20	17	26	43	43	3	14
	9.5%	9.7%	9.2%	8.0%	10.5%	9.6%	10.2%	6.1%	5.8%	12.7%	8.8%	6.5%	10.3%	11.6%	8.0%	8.9%	11.7%	11.4%	9.6%	7.0%	12.8%
	100.0%	37.9%	45.7%	9.5%	28.4%	36.2%	5.2%	2.6%	4.3%	18.1%	13.8%	6.0%	19.0%	19.0%	17.2%	14.7%	22.4%	37.1%	37.1%	2.6%	12.1%
16-20 years (18)	131	43	67	17	26	50	7	5	12	18	11	16	26	10	33	25	18	36	52	4	11
	10.8%	9.5%	11.6%	12.3%	8.3%	11.4%	11.9%	10.2%	14.0%	10.8%	6.0%	14.8%	12.1%	5.3%	13.3%	13.0%	8.1%	9.5%	11.6%	9.3%	10.1%
	100.0%	32.8%	51.1%	13.0%	19.8%	38.2%	5.3%	3.8%	9.2%	13.7%	8.4%	12.2%	19.8%	7.6%	25.2%	19.1%	13.7%	27.5%	39.7%	3.1%	8.4%
21-30 years (25)	144	53	80	21	32	59	6	6	13	14	13	14	29	19	35	22	7	47	49	2	22
	11.8%	11.7%	13.9%	15.2%	10.2%	13.5%	10.2%	12.2%	15.1%	8.4%	7.1%	13.0%	13.6%	10.1%	14.1%	11.5%	3.2%	12.4%	10.9%	4.7%	20.2%
	100.0%	36.8%	55.6%	14.6%	22.2%	41.0%	4.2%	4.2%	9.0%	9.7%	9.0%	9.7%	20.1%	13.2%	24.3%	15.3%	4.9%	32.6%	34.0%	1.4%	15.3%
More than 30 years (35)	127	34	82	15	19	67	9	2	13	6	15	16	36	19	37	27	7	53	35	3	8
	10.4%	7.5%	14.2%	10.9%	6.1%	15.3%	15.3%	4.1%	15.1%	3.6%	8.2%	14.8%	16.8%	10.1%	14.9%	14.1%	3.2%	14.0%	7.8%	7.0%	7.3%
	100.0%	26.8%	64.6%	11.8%	15.0%	52.8%	7.1%	1.6%	10.2%	4.7%	11.8%	12.6%	28.3%	15.0%	29.1%	21.3%	5.5%	41.7%	27.6%	2.4%	6.3%
Mean	12.70	11.65	14.48	13.81	10.70	14.69	14.59	10.36	15.48	10.29	10.27	14.86	15.47	11.68	14.87	14.12	8.63	13.93	11.92	10.19	13.92
Std. Dev.	10.632	9.947	11.221	10.662	9.479	11.395	10.963	9.315	10.957	8.463	9.917	11.176	11.381	10.517	11.237	11.082	7.549	11.254	9.912	9.196	9.913
Std. Err.	0.305	0.468	0.468	0.908	0.535	0.544	1.427	1.331	1.181	0.657	0.735	1.075	0.778	0.765	0.712	0.800	0.507	0.579	0.468	1.402	0.950

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019167

Cigar Segmentation

Q2 Section II. How frequently do you smoke cigars?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	14	4	6	2	2	4	0	1	0	3	1	0	3	5	0	1	1	5	3	1	0
	1.1%	0.9%	1.0%	1.4%	0.6%	0.9%	0.0%	2.0%	0.0%	1.8%	0.5%	0.0%	1.4%	2.6%	0.0%	0.5%	0.4%	1.3%	0.7%	2.3%	0.0%
	100.0%	28.6%	42.9%	14.3%	14.3%	28.6%	0.0%	7.1%	0.0%	21.4%	7.1%	0.0%	21.4%	35.7%	0.0%	7.1%	7.1%	35.7%	21.4%	7.1%	0.0%
Total answering	1215	452	577	138	314	439	59	49	86	164	182	108	214	186	251	192	222	375	448	43	109
	98.9%	99.1%	99.0%	98.6%	99.4%	99.1%	100.0%	98.0%	100.0%	98.2%	99.5%	100.0%	98.6%	97.4%	100.0%	99.5%	99.6%	98.7%	99.3%	97.7%	100.0%
	100.0%	37.2%	47.5%	11.4%	25.8%	36.1%	4.9%	4.0%	7.1%	13.5%	15.0%	8.9%	17.6%	15.3%	20.7%	15.8%	18.3%	30.9%	36.9%	3.5%	9.0%
Net - Once a month or more	979	399	511	127	272	384	58	44	86	157	150	108	207	155	251	190	157	316	351	28	101
	80.6%	88.3%	88.6%	92.0%	86.6%	87.5%	98.3%	89.8%	100.0%	95.7%	82.4%	100.0%	96.7%	83.3%	100.0%	99.0%	70.7%	84.3%	78.3%	65.1%	92.7%
	100.0%	40.8%	52.2%	13.0%	27.8%	39.2%	5.9%	4.5%	8.8%	16.0%	15.3%	11.0%	21.1%	15.8%	25.6%	19.4%	16.0%	32.3%	35.9%	2.9%	10.3%
Subnet - Once a Week or more	593	233	340	86	147	254	37	35	79	111	51	108	164	43	250	180	58	199	189	14	80
	48.8%	51.5%	58.9%	62.3%	46.8%	57.9%	62.7%	71.4%	91.9%	67.7%	28.0%	100.0%	76.6%	23.1%	99.6%	93.8%	26.1%	53.1%	42.2%	32.6%	73.4%
	100.0%	39.3%	57.3%	14.5%	24.8%	42.8%	6.2%	5.9%	13.3%	18.7%	8.6%	18.2%	27.7%	7.3%	42.2%	30.4%	9.8%	33.6%	31.9%	2.4%	13.5%
Subsubnet - Once a day or more	228	60	149	22	38	127	11	9	40	18	6	98	24	9	208	107	14	103	53	6	26
	18.8%	13.3%	25.8%	15.9%	12.1%	28.9%	18.6%	18.4%	46.5%	11.0%	3.3%	90.7%	11.2%	4.8%	82.9%	55.7%	6.3%	27.5%	11.8%	14.0%	23.9%
	100.0%	26.3%	65.4%	9.6%	16.7%	55.7%	4.8%	3.9%	17.5%	7.9%	2.6%	43.0%	10.5%	3.9%	91.2%	46.9%	6.1%	45.2%	23.2%	2.6%	11.4%
More than once a day (60)	167	32	118	15	17	103	6	8	25	9	6	82	17	4	160	81	5	84	35	3	15
	13.7%	7.1%	20.5%	10.9%	5.4%	23.5%	10.2%	16.3%	29.1%	5.5%	3.3%	75.9%	7.9%	2.2%	63.7%	42.2%	2.3%	22.4%	7.8%	7.0%	13.8%
	100.0%	19.2%	70.7%	9.0%	10.2%	61.7%	3.6%	4.8%	15.0%	5.4%	3.6%	49.1%	10.2%	2.4%	95.8%	48.5%	3.0%	50.3%	21.0%	1.8%	9.0%
Once a day (30)	61	28	31	7	21	24	5	1	15	9	0	16	7	5	48	26	9	19	18	3	11
	5.0%	6.2%	5.4%	5.1%	6.7%	5.5%	8.5%	2.0%	17.4%	5.5%	0.0%	14.8%	3.3%	2.7%	19.1%	13.5%	4.1%	5.1%	4.0%	7.0%	10.1%
	100.0%	45.9%	50.8%	11.5%	34.4%	39.3%	8.2%	1.6%	24.6%	14.8%	0.0%	26.2%	11.5%	8.2%	78.7%	42.6%	14.8%	31.1%	29.5%	4.9%	18.0%
5-6 times a week (22)	72	32	46	16	16	30	3	9	11	15	4	4	37	0	32	27	8	22	27	3	8
	5.9%	7.1%	8.0%	11.6%	5.1%	6.8%	5.1%	18.4%	12.8%	9.1%	2.2%	3.7%	17.3%	0.0%	12.7%	14.1%	3.6%	5.9%	6.0%	7.0%	7.3%
	100.0%	44.4%	63.9%	22.2%	22.2%	41.7%	4.2%	12.5%	15.3%	20.8%	5.6%	5.6%	51.4%	0.0%	44.4%	37.5%	11.1%	30.6%	37.5%	4.2%	11.1%
2-4 times a week (12)	200	100	105	37	63	68	17	14	24	53	23	4	76	22	9	39	20	54	80	3	29
	16.5%	22.1%	18.2%	26.8%	20.1%	15.5%	28.8%	28.6%	27.9%	32.3%	12.6%	3.7%	35.5%	11.8%	3.6%	20.3%	9.0%	14.4%	17.9%	7.0%	26.6%
	100.0%	50.0%	52.5%	18.5%	31.5%	34.0%	8.5%	7.0%	12.0%	26.5%	11.5%	2.0%	38.0%	11.0%	4.5%	19.5%	10.0%	27.0%	40.0%	1.5%	14.5%
Once a week (4)	93	41	40	11	30	29	6	3	4	25	18	2	27	12	1	7	16	20	29	2	17
	7.7%	9.1%	6.9%	8.0%	9.6%	6.6%	10.2%	6.1%	4.7%	15.2%	9.9%	1.9%	12.6%	6.5%	0.4%	3.6%	7.2%	5.3%	6.5%	4.7%	15.6%
	100.0%	44.1%	43.0%	11.8%	32.3%	31.2%	6.5%	3.2%	4.3%	26.9%	19.4%	2.2%	29.0%	12.9%	1.1%	7.5%	17.2%	21.5%	31.2%	2.2%	18.3%
2-4 times a month (3)	215	101	104	30	71	74	16	5	5	38	48	0	31	66	0	5	54	69	88	9	12
	17.7%	22.3%	18.0%	21.7%	22.6%	16.9%	27.1%	10.2%	5.8%	23.2%	26.4%	0.0%	14.5%	35.5%	0.0%	2.6%	24.3%	18.4%	19.6%	20.9%	11.0%
	100.0%	47.0%	48.4%	14.0%	33.0%	34.4%	7.4%	2.3%	2.3%	17.7%	22.3%	0.0%	14.4%	30.7%	0.0%	2.3%	25.1%	32.1%	40.9%	4.2%	5.6%
Once a month (1)	171	65	67	11	54	56	5	4	2	8	51	0	12	46	1	5	45	48	74	5	9
	14.1%	14.4%	11.6%	8.0%	17.2%	12.8%	8.5%	8.2%	2.3%	4.9%	28.0%	0.0%	5.6%	24.7%	0.4%	2.6%	20.3%	12.8%	16.5%	11.6%	8.3%
	100.0%	38.0%	39.2%	6.4%	31.6%	32.7%	2.9%	2.3%	1.2%	4.7%	29.8%	0.0%	7.0%	26.9%	0.6%	2.9%	26.3%	28.1%	43.3%	2.9%	5.3%
2-4 times a year (.5)	193	52	57	10	42	47	1	4	0	7	31	0	7	28	0	2	52	47	81	14	6
	15.9%	11.5%	9.9%	7.2%	13.4%	10.7%	1.7%	8.2%	0.0%	4.3%	17.0%	0.0%	3.3%	15.1%	0.0%	1.0%	23.4%	12.5%	18.1%	32.6%	5.5%
	100.0%	26.9%	29.5%	5.2%	21.8%	24.4%	0.5%	2.1%	0.0%	3.6%	16.1%	0.0%	3.6%	14.5%	0.0%	1.0%	26.9%	24.4%	42.0%	7.3%	3.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019168

Cigar Segmentation

Q2 Section II. How frequently do you smoke cigars?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Once a year or less (.25)	43	1	9	1	0	8	0	1	0	0	1	0	0	3	0	0	13	12	16	1	2
	3.5%	0.2%	1.6%	0.7%	0.0%	1.8%	0.0%	2.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.6%	0.0%	0.0%	5.9%	3.2%	3.6%	2.3%	1.8%
	100.0%	2.3%	20.9%	2.3%	0.0%	18.6%	0.0%	2.3%	0.0%	0.0%	2.3%	0.0%	0.0%	7.0%	0.0%	0.0%	30.2%	27.9%	37.2%	2.3%	4.7%
Mean	14.10	11.55	18.81	14.90	10.08	20.04	14.53	18.56	29.22	12.20	5.53	51.33	14.82	5.17	47.24	35.16	5.79	18.94	10.47	9.75	17.16
Std. Dev.	19.924	15.730	22.347	17.756	14.541	23.490	17.510	20.051	21.409	13.949	11.039	16.047	15.328	9.849	17.423	22.474	10.888	23.376	16.315	16.488	19.303
Std. Err.	0.572	0.740	0.930	1.511	0.821	1.121	2.280	2.864	2.309	1.089	0.818	1.544	1.048	0.722	1.100	1.622	0.731	1.207	0.771	2.514	1.849

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019169

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	19	5	7	1	4	6	0	1	1	2	1	0	3	4	0	1	2	6	4	3	2
	1.5%	1.1%	1.2%	0.7%	1.3%	1.4%	0.0%	2.0%	1.2%	1.2%	0.5%	0.0%	1.4%	2.1%	0.0%	0.5%	0.9%	1.6%	0.9%	6.8%	1.8%
	100.0%	26.3%	36.8%	5.3%	21.1%	31.6%	0.0%	5.3%	5.3%	10.5%	5.3%	0.0%	15.8%	21.1%	0.0%	5.3%	10.5%	31.6%	21.1%	15.8%	10.5%
Total answering	1210	451	576	139	312	437	59	49	85	165	182	108	214	187	251	192	221	374	447	41	107
	98.5%	98.9%	98.8%	99.3%	98.7%	98.6%	100.0%	98.0%	98.8%	98.8%	99.5%	100.0%	98.6%	97.9%	100.0%	99.5%	99.1%	98.4%	99.1%	93.2%	98.2%
	100.0%	37.3%	47.6%	11.5%	25.8%	36.1%	4.9%	4.0%	7.0%	13.6%	15.0%	8.9%	17.7%	15.5%	20.7%	15.9%	18.3%	30.9%	36.9%	3.4%	8.8%
Less than 1 (.5)	530	178	182	37	141	145	13	11	5	38	111	0	38	107	0	9	148	138	225	25	24
	43.8%	39.5%	31.6%	26.6%	45.2%	33.2%	22.0%	22.4%	5.9%	23.0%	61.0%	0.0%	17.8%	57.2%	0.0%	4.7%	67.0%	36.9%	50.3%	61.0%	22.4%
	100.0%	33.6%	34.3%	7.0%	26.6%	27.4%	2.5%	2.1%	0.9%	7.2%	20.9%	0.0%	7.2%	20.2%	0.0%	1.7%	27.9%	26.0%	42.5%	4.7%	4.5%
1	104	53	52	17	36	35	11	4	1	24	24	0	17	30	0	4	19	32	36	4	11
	8.6%	11.8%	9.0%	12.2%	11.5%	8.0%	18.6%	8.2%	1.2%	14.5%	13.2%	0.0%	7.9%	16.0%	0.0%	2.1%	8.6%	8.6%	8.1%	9.8%	10.3%
	100.0%	51.0%	50.0%	16.3%	34.6%	33.7%	10.6%	3.8%	1.0%	23.1%	23.1%	0.0%	16.3%	28.8%	0.0%	3.8%	18.3%	30.8%	34.6%	3.8%	10.6%
2	85	38	38	12	26	26	6	4	6	26	14	1	24	21	0	4	14	22	32	1	12
	7.0%	8.4%	6.6%	8.6%	8.3%	5.9%	10.2%	8.2%	7.1%	15.8%	7.7%	0.9%	11.2%	11.2%	0.0%	2.1%	6.3%	5.9%	7.2%	2.4%	11.2%
	100.0%	44.7%	44.7%	14.1%	30.6%	30.6%	7.1%	4.7%	7.1%	30.6%	16.5%	1.2%	28.2%	24.7%	0.0%	4.7%	16.5%	25.9%	37.6%	1.2%	14.1%
3	72	38	39	15	23	24	8	5	10	19	8	0	29	7	0	13	6	17	27	2	13
	6.0%	8.4%	6.8%	10.8%	7.4%	5.5%	13.6%	10.2%	11.8%	11.5%	4.4%	0.0%	13.6%	3.7%	0.0%	6.8%	2.7%	4.5%	6.0%	4.9%	12.1%
	100.0%	52.8%	54.2%	20.8%	31.9%	33.3%	11.1%	6.9%	13.9%	26.4%	11.1%	0.0%	40.3%	9.7%	0.0%	18.1%	8.3%	23.6%	37.5%	2.8%	18.1%
4	71	34	39	15	19	24	7	5	8	18	7	2	23	9	0	17	6	19	31	1	8
	5.9%	7.5%	6.8%	10.8%	6.1%	5.5%	11.9%	10.2%	9.4%	10.9%	3.8%	1.9%	10.7%	4.8%	0.0%	8.9%	2.7%	5.1%	6.9%	2.4%	7.5%
	100.0%	47.9%	54.9%	21.1%	26.8%	33.8%	9.9%	7.0%	11.3%	25.4%	9.9%	2.8%	32.4%	12.7%	0.0%	23.9%	8.5%	26.8%	43.7%	1.4%	11.3%
5	58	22	33	7	15	26	1	2	5	9	7	5	20	4	0	13	6	22	18	0	7
	4.8%	4.9%	5.7%	5.0%	4.8%	5.9%	1.7%	4.1%	5.9%	5.5%	3.8%	4.6%	9.3%	2.1%	0.0%	6.8%	2.7%	5.9%	4.0%	0.0%	6.5%
	100.0%	37.9%	56.9%	12.1%	25.9%	44.8%	1.7%	3.4%	8.6%	15.5%	12.1%	8.6%	34.5%	6.9%	0.0%	22.4%	10.3%	37.9%	31.0%	0.0%	12.1%
6	39	16	25	6	10	19	2	4	7	6	2	3	18	1	0	12	5	13	13	2	5
	3.2%	3.5%	4.3%	4.3%	3.2%	4.3%	3.4%	8.2%	8.2%	3.6%	1.1%	2.8%	8.4%	0.5%	0.0%	6.3%	2.3%	3.5%	2.9%	4.9%	4.7%
	100.0%	41.0%	64.1%	15.4%	25.6%	48.7%	5.1%	10.3%	17.9%	15.4%	5.1%	7.7%	46.2%	2.6%	0.0%	30.8%	12.8%	33.3%	33.3%	5.1%	12.8%
7	36	14	20	4	10	16	1	2	3	7	1	10	9	3	36	10	4	10	13	1	8
	3.0%	3.1%	3.5%	2.9%	3.2%	3.7%	1.7%	4.1%	3.5%	4.2%	0.5%	9.3%	4.2%	1.6%	14.3%	5.2%	1.8%	2.7%	2.9%	2.4%	7.5%
	100.0%	38.9%	55.6%	11.1%	27.8%	44.4%	2.8%	5.6%	8.3%	19.4%	2.8%	27.8%	25.0%	8.3%	100.0%	27.8%	11.1%	27.8%	36.1%	2.8%	22.2%
8	13	6	7	2	4	5	0	1	3	3	0	1	3	0	13	6	0	3	5	0	1
	1.1%	1.3%	1.2%	1.4%	1.3%	1.1%	0.0%	2.0%	3.5%	1.8%	0.0%	0.9%	1.4%	0.0%	5.2%	3.1%	0.0%	0.8%	1.1%	0.0%	0.9%
	100.0%	46.2%	53.8%	15.4%	30.8%	38.5%	0.0%	7.7%	23.1%	23.1%	0.0%	7.7%	23.1%	0.0%	100.0%	46.2%	0.0%	23.1%	38.5%	0.0%	7.7%
9	14	6	6	1	5	5	1	0	5	2	0	2	4	0	14	9	2	4	5	1	0
	1.2%	1.3%	1.0%	0.7%	1.6%	1.1%	1.7%	0.0%	5.9%	1.2%	0.0%	1.9%	1.9%	0.0%	5.6%	4.7%	0.9%	1.1%	1.1%	2.4%	0.0%
	100.0%	42.9%	42.9%	7.1%	35.7%	35.7%	7.1%	0.0%	35.7%	14.3%	0.0%	14.3%	28.6%	0.0%	100.0%	64.3%	14.3%	28.6%	35.7%	7.1%	0.0%
10	35	11	23	5	6	18	3	1	7	3	1	9	8	2	35	12	4	14	8	0	5
	2.9%	2.4%	4.0%	3.6%	1.9%	4.1%	5.1%	2.0%	8.2%	1.8%	0.5%	8.3%	3.7%	1.1%	13.9%	6.3%	1.8%	3.7%	1.8%	0.0%	4.7%
	100.0%	31.4%	65.7%	14.3%	17.1%	51.4%	8.6%	2.9%	20.0%	8.6%	2.9%	25.7%	22.9%	5.7%	100.0%	34.3%	11.4%	40.0%	22.9%	0.0%	14.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019170

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
11	2	1	2	1	0	1	1	0	1	1	0	0	2	0	2	1	0	1	1	0	0
	0.2%	0.2%	0.3%	0.7%	0.0%	0.2%	1.7%	0.0%	1.2%	0.6%	0.0%	0.0%	0.9%	0.0%	0.8%	0.5%	0.0%	0.3%	0.2%	0.0%	0.0%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%	0.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%
12	12	6	8	3	3	5	0	3	2	3	1	3	4	0	12	7	2	6	5	0	0
	1.0%	1.3%	1.4%	2.2%	1.0%	1.1%	0.0%	6.1%	2.4%	1.8%	0.5%	2.8%	1.9%	0.0%	4.8%	3.6%	0.9%	1.6%	1.1%	0.0%	0.0%
	100.0%	50.0%	66.7%	25.0%	25.0%	41.7%	0.0%	25.0%	16.7%	25.0%	8.3%	25.0%	33.3%	0.0%	100.0%	58.3%	16.7%	50.0%	41.7%	0.0%	0.0%
13	3	1	2	1	0	1	0	1	0	1	0	2	1	0	3	3	0	0	1	0	0
	0.2%	0.2%	0.3%	0.7%	0.0%	0.2%	0.0%	2.0%	0.0%	0.6%	0.0%	1.9%	0.5%	0.0%	1.2%	1.6%	0.0%	0.0%	0.2%	0.0%	0.0%
	100.0%	33.3%	66.7%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	66.7%	33.3%	0.0%	100.0%	100.0%	0.0%	0.0%	33.3%	0.0%	0.0%
14	24	5	17	1	4	16	1	0	3	0	2	9	4	0	24	12	2	11	7	2	3
	2.0%	1.1%	3.0%	0.7%	1.3%	3.7%	1.7%	0.0%	3.5%	0.0%	1.1%	8.3%	1.9%	0.0%	9.6%	6.3%	0.9%	2.9%	1.6%	4.9%	2.8%
	100.0%	20.8%	70.8%	4.2%	16.7%	66.7%	4.2%	0.0%	12.5%	0.0%	8.3%	37.5%	16.7%	0.0%	100.0%	50.0%	8.3%	45.8%	29.2%	8.3%	12.5%
15-19 (17)	34	9	23	5	4	18	2	2	9	2	2	16	4	1	34	19	1	16	10	0	0
	2.8%	2.0%	4.0%	3.6%	1.3%	4.1%	3.4%	4.1%	10.6%	1.2%	1.1%	14.8%	1.9%	0.5%	13.5%	9.9%	0.5%	4.3%	2.2%	0.0%	0.0%
	100.0%	26.5%	67.6%	14.7%	11.8%	52.9%	5.9%	5.9%	26.5%	5.9%	5.9%	47.1%	11.8%	2.9%	100.0%	55.9%	2.9%	47.1%	29.4%	0.0%	0.0%
20-24 (22)	23	6	17	4	2	13	2	2	4	2	2	12	4	1	23	12	0	13	4	0	5
	1.9%	1.3%	3.0%	2.9%	0.6%	3.0%	3.4%	4.1%	4.7%	1.2%	1.1%	11.1%	1.9%	0.5%	9.2%	6.3%	0.0%	3.5%	0.9%	0.0%	4.7%
	100.0%	26.1%	73.9%	17.4%	8.7%	56.5%	8.7%	8.7%	17.4%	8.7%	8.7%	52.2%	17.4%	4.3%	100.0%	52.2%	0.0%	56.5%	17.4%	0.0%	21.7%
25-29 (27)	11	2	8	0	2	8	0	0	2	0	0	6	2	0	11	5	0	7	2	0	2
	0.9%	0.4%	1.4%	0.0%	0.6%	1.8%	0.0%	0.0%	2.4%	0.0%	0.0%	5.6%	0.9%	0.0%	4.4%	2.6%	0.0%	1.9%	0.4%	0.0%	1.9%
	100.0%	18.2%	72.7%	0.0%	18.2%	72.7%	0.0%	0.0%	18.2%	0.0%	0.0%	54.5%	18.2%	0.0%	100.0%	45.5%	0.0%	63.6%	18.2%	0.0%	18.2%
30+ (35)	44	5	35	3	2	32	0	2	4	1	0	27	0	1	44	24	2	26	4	2	3
	3.6%	1.1%	6.1%	2.2%	0.6%	7.3%	0.0%	4.1%	4.7%	0.6%	0.0%	25.0%	0.0%	0.5%	17.5%	12.5%	0.9%	7.0%	0.9%	4.9%	2.8%
	100.0%	11.4%	79.5%	6.8%	4.5%	72.7%	0.0%	4.5%	9.1%	2.3%	0.0%	61.4%	0.0%	2.3%	100.0%	54.5%	4.5%	59.1%	9.1%	4.5%	6.8%
Mean	4.84	3.69	6.73	4.97	3.12	7.29	4.19	6.44	9.61	3.63	1.88	19.17	4.78	1.73	17.11	12.73	2.03	7.02	3.30	3.77	5.68
Std. Dev.	7.832	5.578	9.301	6.751	4.872	9.918	5.209	8.126	8.531	4.522	3.430	10.862	4.887	3.493	9.763	10.537	4.189	9.911	5.344	7.922	7.714
Std. Err.	0.225	0.263	0.388	0.573	0.276	0.474	0.678	1.161	0.925	0.352	0.254	1.045	0.334	0.255	0.616	0.760	0.282	0.512	0.253	1.237	0.746

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019171

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY		HVY				
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	12	4	5	1	3	4	0	1	0	1	0	0	2	3	0	0	3	4	3	1	0
	1.0%	0.9%	0.9%	0.7%	0.9%	0.9%	0.0%	2.0%	0.0%	0.6%	0.0%	0.0%	0.9%	1.6%	0.0%	0.0%	1.3%	1.1%	0.7%	2.3%	0.0%
	100.0%	33.3%	41.7%	8.3%	25.0%	33.3%	0.0%	8.3%	0.0%	8.3%	0.0%	0.0%	16.7%	25.0%	0.0%	0.0%	25.0%	33.3%	25.0%	8.3%	0.0%
Total answering	1217	452	578	139	313	439	59	49	86	166	183	108	215	188	251	193	220	376	448	43	109
	99.0%	99.1%	99.1%	99.3%	99.1%	99.1%	100.0%	98.0%	100.0%	99.4%	100.0%	100.0%	99.1%	98.4%	100.0%	100.0%	98.7%	98.9%	99.3%	97.7%	100.0%
	100.0%	37.1%	47.5%	11.4%	25.7%	36.1%	4.8%	4.0%	7.1%	13.6%	15.0%	8.9%	17.7%	15.4%	20.6%	15.9%	18.1%	30.9%	36.8%	3.5%	9.0%
More often	255	115	118	29	86	89	11	15	24	53	42	33	47	35	72	56	58	70	101	11	20
	21.0%	25.4%	20.4%	20.9%	27.5%	20.3%	18.6%	30.6%	27.9%	31.9%	23.0%	30.6%	21.9%	18.6%	28.7%	29.0%	26.4%	18.6%	22.5%	25.6%	18.3%
	100.0%	45.1%	46.3%	11.4%	33.7%	34.9%	4.3%	5.9%	9.4%	20.8%	16.5%	12.9%	18.4%	13.7%	28.2%	22.0%	22.7%	27.5%	39.6%	4.3%	7.8%
Less often	224	84	93	24	60	69	7	8	17	16	35	8	27	38	24	19	50	62	86	8	18
	18.4%	18.6%	16.1%	17.3%	19.2%	15.7%	11.9%	16.3%	19.8%	9.6%	19.1%	7.4%	12.6%	20.2%	9.6%	9.8%	22.7%	16.5%	19.2%	18.6%	16.5%
	100.0%	37.5%	41.5%	10.7%	26.8%	30.8%	3.1%	3.6%	7.6%	7.1%	15.6%	3.6%	12.1%	17.0%	10.7%	8.5%	22.3%	27.7%	38.4%	3.6%	8.0%
About the same	738	253	367	86	167	281	41	26	45	97	106	67	141	115	155	118	112	244	261	24	71
	60.6%	56.0%	63.5%	61.9%	53.4%	64.0%	69.5%	53.1%	52.3%	58.4%	57.9%	62.0%	65.6%	61.2%	61.8%	61.1%	50.9%	64.9%	58.3%	55.8%	65.1%
	100.0%	34.3%	49.7%	11.7%	22.6%	38.1%	5.6%	3.5%	6.1%	13.1%	14.4%	9.1%	19.1%	15.6%	21.0%	16.0%	15.2%	33.1%	35.4%	3.3%	9.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019172

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	23	6	7	2	4	5	1	1	0	3	1	0	3	3	2	3	3	6	2	2	0
	1.9%	1.3%	1.2%	1.4%	1.3%	1.1%	1.7%	2.0%	0.0%	1.8%	0.5%	0.0%	1.4%	1.6%	0.8%	1.6%	1.3%	1.6%	0.4%	4.5%	0.0%
	100.0%	26.1%	30.4%	8.7%	17.4%	21.7%	4.3%	4.3%	0.0%	13.0%	4.3%	0.0%	13.0%	13.0%	8.7%	13.0%	13.0%	26.1%	8.7%	8.7%	0.0%
Total answering	1206	450	576	138	312	438	58	49	86	164	182	108	214	188	249	190	220	374	449	42	109
	98.1%	98.7%	98.8%	98.6%	98.7%	98.9%	98.3%	98.0%	100.0%	98.2%	99.5%	100.0%	98.6%	98.4%	99.2%	98.4%	98.7%	98.4%	99.6%	95.5%	100.0%
	100.0%	37.3%	47.8%	11.4%	25.9%	36.3%	4.8%	4.1%	7.1%	13.6%	15.1%	9.0%	17.7%	15.6%	20.6%	15.8%	18.2%	31.0%	37.2%	3.5%	9.0%
Mainly on weekdays	53	17	23	3	14	20	1	1	3	7	6	6	10	8	9	7	8	23	12	1	7
	4.4%	3.8%	4.0%	2.2%	4.5%	4.6%	1.7%	2.0%	3.5%	4.3%	3.3%	5.6%	4.7%	4.3%	3.6%	3.7%	3.6%	6.1%	2.7%	2.4%	6.4%
	100.0%	32.1%	43.4%	5.7%	26.4%	37.7%	1.9%	1.9%	5.7%	13.2%	11.3%	11.3%	18.9%	15.1%	17.0%	13.2%	15.1%	43.4%	22.6%	1.9%	13.2%
Mainly on weekends	450	198	166	57	141	109	23	24	14	66	107	2	62	80	8	25	126	98	210	20	32
	37.3%	44.0%	28.8%	41.3%	45.2%	24.9%	39.7%	49.0%	16.3%	40.2%	58.8%	1.9%	29.0%	42.6%	3.2%	13.2%	57.3%	26.2%	46.8%	47.6%	29.4%
	100.0%	44.0%	36.9%	12.7%	31.3%	24.2%	5.1%	5.3%	3.1%	14.7%	23.8%	0.4%	13.8%	17.8%	1.8%	5.6%	28.0%	21.8%	46.7%	4.4%	7.1%
On both weekends and weekdays about equally	703	235	387	78	157	309	34	24	69	91	69	100	142	100	232	158	86	253	227	21	70
	58.3%	52.2%	67.2%	56.5%	50.3%	70.5%	58.6%	49.0%	80.2%	55.5%	37.9%	92.6%	66.4%	53.2%	93.2%	83.2%	39.1%	67.6%	50.6%	50.0%	64.2%
	100.0%	33.4%	55.0%	11.1%	22.3%	44.0%	4.8%	3.4%	9.8%	12.9%	9.8%	14.2%	20.2%	14.2%	33.0%	22.5%	12.2%	36.0%	32.3%	3.0%	10.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019173

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	83	19	43	9	10	34	3	3	6	5	4	15	11	7	36	26	8	32	19	4	8
	6.8%	4.2%	7.4%	6.4%	3.2%	7.7%	5.1%	6.0%	7.0%	3.0%	2.2%	13.9%	5.1%	3.7%	14.3%	13.5%	3.6%	8.4%	4.2%	9.1%	7.3%
	100.0%	22.9%	51.8%	10.8%	12.0%	41.0%	3.6%	3.6%	7.2%	6.0%	4.8%	18.1%	13.3%	8.4%	43.4%	31.3%	9.6%	38.6%	22.9%	4.8%	9.6%
Total answering	1146	437	540	131	306	409	56	47	80	162	179	93	206	184	215	167	215	348	432	40	101
	93.2%	95.8%	92.6%	93.6%	96.8%	92.3%	94.9%	94.0%	93.0%	97.0%	97.8%	86.1%	94.9%	96.3%	85.7%	86.5%	96.4%	91.6%	95.8%	90.9%	92.7%
	100.0%	38.1%	47.1%	11.4%	26.7%	35.7%	4.9%	4.1%	7.0%	14.1%	15.6%	8.1%	18.0%	16.1%	18.8%	14.6%	18.8%	30.4%	37.7%	3.5%	8.8%
In the morning	46	13	29	5	8	24	2	1	2	4	4	16	7	5	30	15	4	17	10	2	7
	4.0%	3.0%	5.4%	3.8%	2.6%	5.9%	3.6%	2.1%	2.5%	2.5%	2.2%	17.2%	3.4%	2.7%	14.0%	9.0%	1.9%	4.9%	2.3%	5.0%	6.9%
	100.0%	28.3%	63.0%	10.9%	17.4%	52.2%	4.3%	2.2%	4.3%	8.7%	8.7%	34.8%	15.2%	10.9%	65.2%	32.6%	8.7%	37.0%	21.7%	4.3%	15.2%
At lunchtime	10	2	8	1	1	7	0	1	1	2	1	4	4	0	6	5	0	6	2	0	1
	0.9%	0.5%	1.5%	0.8%	0.3%	1.7%	0.0%	2.1%	1.3%	1.2%	0.6%	4.3%	1.9%	0.0%	2.8%	3.0%	0.0%	1.7%	0.5%	0.0%	1.0%
	100.0%	20.0%	80.0%	10.0%	10.0%	70.0%	0.0%	10.0%	10.0%	20.0%	10.0%	40.0%	40.0%	0.0%	60.0%	50.0%	0.0%	60.0%	20.0%	0.0%	10.0%
Early afternoon	117	37	72	14	23	58	7	3	8	16	11	13	32	18	27	21	16	44	34	2	15
	10.2%	8.5%	13.3%	10.7%	7.5%	14.2%	12.5%	6.4%	10.0%	9.9%	6.1%	14.0%	15.5%	9.8%	12.6%	12.6%	7.4%	12.6%	7.9%	5.0%	14.9%
	100.0%	31.6%	61.5%	12.0%	19.7%	49.6%	6.0%	2.6%	6.8%	13.7%	9.4%	11.1%	27.4%	15.4%	23.1%	17.9%	13.7%	37.6%	29.1%	1.7%	12.8%
Late afternoon	289	89	151	34	55	117	13	14	16	38	37	26	63	46	62	43	28	101	106	6	23
	25.2%	20.4%	28.0%	26.0%	18.0%	28.6%	23.2%	29.8%	20.0%	23.5%	20.7%	28.0%	30.6%	25.0%	28.8%	25.7%	13.0%	29.0%	24.5%	15.0%	22.8%
	100.0%	30.8%	52.2%	11.8%	19.0%	40.5%	4.5%	4.8%	5.5%	13.1%	12.8%	9.0%	21.8%	15.9%	21.5%	14.9%	9.7%	34.9%	36.7%	2.1%	8.0%
Dinnertime	53	23	22	6	17	16	1	3	5	5	12	2	9	6	9	11	18	11	21	1	6
	4.6%	5.3%	4.1%	4.6%	5.6%	3.9%	1.8%	6.4%	6.3%	3.1%	6.7%	2.2%	4.4%	3.3%	4.2%	6.6%	8.4%	3.2%	4.9%	2.5%	5.9%
	100.0%	43.4%	41.5%	11.3%	32.1%	30.2%	1.9%	5.7%	9.4%	9.4%	22.6%	3.8%	17.0%	11.3%	17.0%	20.8%	34.0%	20.8%	39.6%	1.9%	11.3%
At night	631	273	258	71	202	187	33	25	48	97	114	32	91	109	81	72	149	169	259	29	49
	55.1%	62.5%	47.8%	54.2%	66.0%	45.7%	58.9%	53.2%	60.0%	59.9%	63.7%	34.4%	44.2%	59.2%	37.7%	43.1%	69.3%	48.6%	60.0%	72.5%	48.5%
	100.0%	43.3%	40.9%	11.3%	32.0%	29.6%	5.2%	4.0%	7.6%	15.4%	18.1%	5.1%	14.4%	17.3%	12.8%	11.4%	23.6%	26.8%	41.0%	4.6%	7.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019174

Cigar Segmentation

Q7 Section II. Do you . . . ?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	31	11	15	5	6	10	1	3	2	4	2	1	8	6	4	3	1	8	8	1	1
	2.5%	2.4%	2.6%	3.6%	1.9%	2.3%	1.7%	6.0%	2.3%	2.4%	1.1%	0.9%	3.7%	3.1%	1.6%	1.6%	0.4%	2.1%	1.8%	2.3%	0.9%
	100.0%	35.5%	48.4%	16.1%	19.4%	32.3%	3.2%	9.7%	6.5%	12.9%	6.5%	3.2%	25.8%	19.4%	12.9%	9.7%	3.2%	25.8%	25.8%	3.2%	3.2%
Total answering	1198	445	568	135	310	433	58	47	84	163	181	107	209	185	247	190	222	372	443	43	108
	97.5%	97.6%	97.4%	96.4%	98.1%	97.7%	98.3%	94.0%	97.7%	97.6%	98.9%	99.1%	96.3%	96.9%	98.4%	98.4%	99.6%	97.9%	98.2%	97.7%	99.1%
	100.0%	37.1%	47.4%	11.3%	25.9%	36.1%	4.8%	3.9%	7.0%	13.6%	15.1%	8.9%	17.4%	15.4%	20.6%	15.9%	18.5%	31.1%	37.0%	3.6%	9.0%
Typically smoke cigars alone (most often)	471	164	254	53	111	201	23	18	47	53	59	51	98	69	139	85	50	177	144	7	56
	39.3%	36.9%	44.7%	39.3%	35.8%	46.4%	39.7%	38.3%	56.0%	32.5%	32.6%	47.7%	46.9%	37.3%	56.3%	44.7%	22.5%	47.6%	32.5%	16.3%	51.9%
	100.0%	34.8%	53.9%	11.3%	23.6%	42.7%	4.9%	3.8%	10.0%	11.3%	12.5%	10.8%	20.8%	14.6%	29.5%	18.0%	10.6%	37.6%	30.6%	1.5%	11.9%
Typically smoke cigars with others (most often)	319	129	94	24	105	70	9	11	8	39	71	8	25	45	14	24	106	64	136	26	16
	26.6%	29.0%	16.5%	17.8%	33.9%	16.2%	15.5%	23.4%	9.5%	23.9%	39.2%	7.5%	12.0%	24.3%	5.7%	12.6%	47.7%	17.2%	30.7%	60.5%	14.8%
	100.0%	40.4%	29.5%	7.5%	32.9%	21.9%	2.8%	3.4%	2.5%	12.2%	22.3%	2.5%	7.8%	14.1%	4.4%	7.5%	33.2%	20.1%	42.6%	8.2%	5.0%
Smoke alone and with others about equally	408	152	220	58	94	162	26	18	29	71	51	48	86	71	94	81	66	131	163	10	36
	34.1%	34.2%	38.7%	43.0%	30.3%	37.4%	44.8%	38.3%	34.5%	43.6%	28.2%	44.9%	41.1%	38.4%	38.1%	42.6%	29.7%	35.2%	36.8%	23.3%	33.3%
	100.0%	37.3%	53.9%	14.2%	23.0%	39.7%	6.4%	4.4%	7.1%	17.4%	12.5%	11.8%	21.1%	17.4%	23.0%	19.9%	16.2%	32.1%	40.0%	2.5%	8.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019175

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	18	7	7	3	4	4	1	1	1	1	0	0	2	2	2	2	2	4	4	1	1
	1.5%	1.5%	1.2%	2.1%	1.3%	0.9%	1.7%	2.0%	1.2%	0.6%	0.0%	0.0%	0.9%	1.0%	0.8%	1.0%	0.9%	1.1%	0.9%	2.3%	0.9%
	100.0%	38.9%	38.9%	16.7%	22.2%	22.2%	5.6%	5.6%	5.6%	5.6%	0.0%	0.0%	11.1%	11.1%	11.1%	11.1%	11.1%	22.2%	22.2%	5.6%	5.6%
Total answering	1211	449	576	137	312	439	58	49	85	166	183	108	215	189	249	191	221	376	447	43	108
	98.5%	98.5%	98.8%	97.9%	98.7%	99.1%	98.3%	98.0%	98.8%	99.4%	100.0%	100.0%	99.1%	99.0%	99.2%	99.0%	99.1%	98.9%	99.1%	97.7%	99.1%
	100.0%	37.1%	47.6%	11.3%	25.8%	36.3%	4.8%	4.0%	7.0%	13.7%	15.1%	8.9%	17.8%	15.6%	20.6%	15.8%	18.2%	31.0%	36.9%	3.6%	8.9%
Net - Home	747	268	371	90	178	281	37	36	53	98	98	68	138	119	162	120	123	241	279	10	72
	61.7%	59.7%	64.4%	65.7%	57.1%	64.0%	63.8%	73.5%	62.4%	59.0%	53.6%	63.0%	64.2%	63.0%	65.1%	62.8%	55.7%	64.1%	62.4%	23.3%	66.7%
	100.0%	35.9%	49.7%	12.0%	23.8%	37.6%	5.0%	4.8%	7.1%	13.1%	13.1%	9.1%	18.5%	15.9%	21.7%	16.1%	16.5%	32.3%	37.3%	1.3%	9.6%
Subnet - Own Home	686	245	356	86	159	270	36	34	51	91	87	68	136	109	160	115	102	233	247	8	69
	56.6%	54.6%	61.8%	62.8%	51.0%	61.5%	62.1%	69.4%	60.0%	54.8%	47.5%	63.0%	63.3%	57.7%	64.3%	60.2%	46.2%	62.0%	55.3%	18.6%	63.9%
	100.0%	35.7%	51.9%	12.5%	23.2%	39.4%	5.2%	5.0%	7.4%	13.3%	12.7%	9.9%	19.8%	15.9%	23.3%	16.8%	14.9%	34.0%	36.0%	1.2%	10.1%
At home (inside)	277	80	166	39	41	127	19	14	22	28	26	43	53	47	93	57	29	111	83	4	23
	22.9%	17.8%	28.8%	28.5%	13.1%	28.9%	32.8%	28.6%	25.9%	16.9%	14.2%	39.8%	24.7%	24.9%	37.3%	29.8%	13.1%	29.5%	18.6%	9.3%	21.3%
	100.0%	28.9%	59.9%	14.1%	14.8%	45.8%	6.9%	5.1%	7.9%	10.1%	9.4%	15.5%	19.1%	17.0%	33.6%	20.6%	10.5%	40.1%	30.0%	1.4%	8.3%
At home (outside)	426	169	198	48	121	150	18	20	29	63	63	29	84	64	74	63	75	128	167	5	49
	35.2%	37.6%	34.4%	35.0%	38.8%	34.2%	31.0%	40.8%	34.1%	38.0%	34.4%	26.9%	39.1%	33.9%	29.7%	33.0%	33.9%	34.0%	37.4%	11.6%	45.4%
	100.0%	39.7%	46.5%	11.3%	28.4%	35.2%	4.2%	4.7%	6.8%	14.8%	14.8%	6.8%	19.7%	15.0%	17.4%	14.8%	17.6%	30.0%	39.2%	1.2%	11.5%
Subnet - Friend's Home	84	31	23	7	24	16	1	3	2	10	15	2	3	15	9	13	26	17	40	3	6
	6.9%	6.9%	4.0%	5.1%	7.7%	3.6%	1.7%	6.1%	2.4%	6.0%	8.2%	1.9%	1.4%	7.9%	3.6%	6.8%	11.8%	4.5%	8.9%	7.0%	5.6%
	100.0%	36.9%	27.4%	8.3%	28.6%	19.0%	1.2%	3.6%	2.4%	11.9%	17.9%	2.4%	3.6%	17.9%	10.7%	15.5%	31.0%	20.2%	47.6%	3.6%	7.1%
Friends home (inside)	25	6	11	4	2	7	1	3	0	4	1	2	3	6	8	5	5	7	8	1	2
	2.1%	1.3%	1.9%	2.9%	0.6%	1.6%	1.7%	6.1%	0.0%	2.4%	0.5%	1.9%	1.4%	3.2%	3.2%	2.6%	2.3%	1.9%	1.8%	2.3%	1.9%
	100.0%	24.0%	44.0%	16.0%	8.0%	28.0%	4.0%	12.0%	0.0%	16.0%	4.0%	8.0%	12.0%	24.0%	32.0%	20.0%	20.0%	28.0%	32.0%	4.0%	8.0%
Friends home (outside)	63	26	14	3	23	11	0	0	2	6	14	2	0	9	3	9	22	12	32	2	6
	5.2%	5.8%	2.4%	2.2%	7.4%	2.5%	0.0%	0.0%	2.4%	3.6%	7.7%	1.9%	0.0%	4.8%	1.2%	4.7%	10.0%	3.2%	7.2%	4.7%	5.6%
	100.0%	41.3%	22.2%	4.8%	36.5%	17.5%	0.0%	0.0%	3.2%	9.5%	22.2%	3.2%	0.0%	14.3%	4.8%	14.3%	34.9%	19.0%	50.8%	3.2%	9.5%
At work	70	16	43	4	12	39	1	2	8	5	4	20	15	8	31	22	7	33	11	2	7
	5.8%	3.6%	7.5%	2.9%	3.8%	8.9%	1.7%	4.1%	9.4%	3.0%	2.2%	18.5%	7.0%	4.2%	12.4%	11.5%	3.2%	8.8%	2.5%	4.7%	6.5%
	100.0%	22.9%	61.4%	5.7%	17.1%	55.7%	1.4%	2.9%	11.4%	7.1%	5.7%	28.6%	21.4%	11.4%	44.3%	31.4%	10.0%	47.1%	15.7%	2.9%	10.0%
In the car	74	24	41	5	19	36	2	2	8	11	8	12	11	12	31	23	4	36	17	1	8
	6.1%	5.3%	7.1%	3.6%	6.1%	8.2%	3.4%	4.1%	9.4%	6.6%	4.4%	11.1%	5.1%	6.3%	12.4%	12.0%	1.8%	9.6%	3.8%	2.3%	7.4%
	100.0%	32.4%	55.4%	6.8%	25.7%	48.6%	2.7%	2.7%	10.8%	14.9%	10.8%	16.2%	14.9%	16.2%	41.9%	31.1%	5.4%	48.6%	23.0%	1.4%	10.8%
Net - On Premise	115	58	35	11	47	24	6	2	3	17	36	3	8	19	12	13	46	22	45	24	2
	9.5%	12.9%	6.1%	8.0%	15.1%	5.5%	10.3%	4.1%	3.5%	10.2%	19.7%	2.8%	3.7%	10.1%	4.8%	6.8%	20.8%	5.9%	10.1%	55.8%	1.9%
	100.0%	50.4%	30.4%	9.6%	40.9%	20.9%	5.2%	1.7%	2.6%	14.8%	31.3%	2.6%	7.0%	16.5%	10.4%	11.3%	40.0%	19.1%	39.1%	20.9%	1.7%
Subnet - Restaurant	28	14	5	0	14	5	0	0	2	6	6	2	0	5	6	7	12	4	14	6	0
	2.3%	3.1%	0.9%	0.0%	4.5%	1.1%	0.0%	0.0%	2.4%	3.6%	3.3%	1.9%	0.0%	2.6%	2.4%	3.7%	5.4%	1.1%	3.1%	14.0%	0.0%
	100.0%	50.0%	17.9%	0.0%	50.0%	17.9%	0.0%	0.0%	7.1%	21.4%	21.4%	7.1%	0.0%	17.9%	21.4%	25.0%	42.9%	14.3%	50.0%	21.4%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019176

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
In a restaurant (inside)	18 1.5% 100.0%	9 2.0% 50.0%	2 0.3% 11.1%	0 0.0% 0.0%	9 2.9% 50.0%	2 0.5% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 5.6%	4 2.4% 22.2%	4 2.2% 22.2%	2 1.9% 11.1%	0 0.0% 0.0%	2 1.1% 11.1%	5 2.0% 27.8%	5 2.6% 27.8%	7 3.2% 38.9%	4 1.1% 22.2%	9 2.0% 50.0%	4 9.3% 22.2%	0 0.0% 0.0%
In a restaurant (outside)	11 0.9% 100.0%	5 1.1% 45.5%	4 0.7% 36.4%	0 0.0% 0.0%	5 1.6% 45.5%	4 0.9% 36.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 9.1%	2 1.2% 18.2%	2 1.1% 18.2%	1 0.9% 9.1%	0 0.0% 0.0%	3 1.6% 27.3%	2 0.8% 18.2%	3 1.6% 27.3%	5 2.3% 45.5%	1 0.3% 9.1%	5 1.1% 45.5%	2 4.7% 18.2%	0 0.0% 0.0%
Subnet - Bar/Club	89 7.3% 100.0%	45 10.0% 50.6%	31 5.4% 34.8%	11 8.0% 12.4%	34 10.9% 38.2%	20 4.6% 22.5%	6 10.3% 6.7%	2 4.1% 2.2%	1 1.2% 1.1%	11 6.6% 12.4%	31 16.9% 34.8%	2 1.9% 2.2%	8 3.7% 9.0%	14 7.4% 15.7%	7 2.8% 7.9%	7 3.7% 7.9%	34 15.4% 38.2%	19 5.1% 21.3%	32 7.2% 36.0%	18 41.9% 20.2%	2 1.9% 2.2%
In a cigar bar	13 1.1% 100.0%	7 1.6% 53.8%	0 0.0% 0.0%	0 0.0% 0.0%	7 2.2% 53.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 7.7%	5 2.7% 38.5%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.6% 23.1%	0 0.0% 0.0%	0 0.0% 0.0%	6 2.7% 46.2%	1 0.3% 7.7%	3 0.7% 23.1%	9 20.9% 69.2%	0 0.0% 0.0%
In another cigar-friendly bar	48 4.0% 100.0%	26 5.8% 54.2%	19 3.3% 39.6%	9 6.6% 18.8%	17 5.4% 35.4%	10 2.3% 20.8%	6 10.3% 12.5%	2 4.1% 4.2%	1 1.2% 2.1%	6 3.6% 12.5%	18 9.8% 37.5%	1 0.9% 2.1%	4 1.9% 8.3%	11 5.8% 22.9%	3 1.2% 6.3%	4 2.1% 8.3%	19 8.6% 39.6%	10 2.7% 20.8%	22 4.9% 45.8%	7 16.3% 14.6%	1 0.9% 2.1%
At a club	30 2.5% 100.0%	14 3.1% 46.7%	12 2.1% 40.0%	2 1.5% 6.7%	12 3.8% 40.0%	10 2.3% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	4 2.4% 13.3%	9 4.9% 30.0%	1 0.9% 3.3%	4 1.9% 13.3%	1 0.5% 3.3%	4 1.6% 13.3%	3 1.6% 10.0%	9 4.1% 30.0%	8 2.1% 26.7%	8 1.8% 26.7%	2 4.7% 6.7%	1 0.9% 3.3%
At a retail store/ tobacconist	3 0.2% 100.0%	2 0.4% 66.7%	3 0.5% 100.0%	2 1.5% 66.7%	0 0.0% 0.0%	1 0.2% 33.3%	0 0.0% 0.0%	1 2.0% 33.3%	0 0.0% 0.0%	1 0.6% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.5% 33.3%	1 0.5% 33.3%	2 0.8% 66.7%	1 0.5% 33.3%	1 0.5% 33.3%	0 0.0% 0.0%	2 0.4% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%
On the golf course	78 6.4% 100.0%	42 9.4% 53.8%	21 3.6% 26.9%	10 7.3% 12.8%	32 10.3% 41.0%	11 2.5% 14.1%	3 5.2% 3.8%	3 6.1% 3.8%	7 8.2% 9.0%	19 11.4% 24.4%	14 7.7% 17.9%	3 2.8% 3.8%	12 5.6% 15.4%	7 3.7% 9.0%	9 3.6% 11.5%	11 5.8% 14.1%	21 9.5% 26.9%	11 2.9% 14.1%	42 9.4% 53.8%	3 7.0% 3.8%	9 8.3% 11.5%
Walking around outside	82 6.8% 100.0%	24 5.3% 29.3%	41 7.1% 50.0%	8 5.8% 9.8%	16 5.1% 19.5%	33 7.5% 40.2%	3 5.2% 3.7%	1 2.0% 1.2%	5 5.9% 6.1%	9 5.4% 11.0%	14 7.7% 17.1%	11 10.2% 13.4%	13 6.0% 15.9%	15 7.9% 18.3%	23 9.2% 28.0%	19 9.9% 23.2%	8 3.6% 9.8%	28 7.4% 34.1%	21 4.7% 25.6%	3 7.0% 3.7%	10 9.3% 12.2%
Other outdoor location not specified above	111 9.2% 100.0%	31 6.9% 27.9%	57 9.9% 51.4%	14 10.2% 12.6%	17 5.4% 15.3%	43 9.8% 38.7%	4 6.9% 3.6%	5 10.2% 4.5%	2 2.4% 1.8%	13 7.8% 11.7%	19 10.4% 17.1%	9 8.3% 8.1%	22 10.2% 19.8%	19 10.1% 17.1%	16 6.4% 14.4%	16 8.4% 14.4%	17 7.7% 15.3%	40 10.6% 36.0%	41 9.2% 36.9%	4 9.3% 3.6%	2 1.9% 1.8%
Other indoor location not specified above	33 2.7% 100.0%	10 2.2% 30.3%	14 2.4% 42.4%	4 2.9% 12.1%	6 1.9% 18.2%	10 2.3% 30.3%	3 5.2% 9.1%	1 2.0% 3.0%	4 4.7% 12.1%	3 1.8% 9.1%	2 1.1% 6.1%	4 3.7% 12.1%	7 3.3% 21.2%	3 1.6% 9.1%	12 4.8% 36.4%	7 3.7% 21.2%	4 1.8% 12.1%	9 2.4% 27.3%	12 2.7% 36.4%	2 4.7% 6.1%	2 1.9% 6.1%
Net - Inside	421 34.8% 100.0%	147 32.7% 34.9%	217 37.7% 51.5%	57 41.6% 13.5%	90 28.8% 21.4%	160 36.4% 38.0%	29 50.0% 6.9%	19 38.8% 4.5%	28 32.9% 6.7%	48 28.9% 11.4%	62 33.9% 14.7%	47 43.5% 11.2%	70 32.6% 16.6%	68 36.0% 16.2%	110 44.2% 26.1%	70 36.6% 16.6%	77 34.8% 18.3%	135 35.9% 32.1%	144 32.2% 34.2%	26 60.5% 6.2%	26 24.1% 6.2%
Net - Outside	713 58.9% 100.0%	278 61.9% 39.0%	314 54.5% 44.0%	79 57.7% 11.1%	199 63.8% 27.9%	235 53.5% 33.0%	28 48.3% 3.9%	29 59.2% 4.1%	44 51.8% 6.2%	105 63.3% 14.7%	119 65.0% 16.7%	47 43.5% 6.6%	127 59.1% 17.8%	111 58.7% 15.6%	111 44.6% 15.6%	101 52.9% 14.2%	140 63.3% 19.6%	200 53.2% 28.1%	285 63.8% 40.0%	17 39.5% 2.4%	70 64.8% 9.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019177

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	67	13	42	7	6	35	2	4	3	5	4	9	15	7	19	13	4	30	18	4	4
	5.5%	2.9%	7.2%	5.0%	1.9%	7.9%	3.4%	8.0%	3.5%	3.0%	2.2%	8.3%	6.9%	3.7%	7.6%	6.7%	1.8%	7.9%	4.0%	9.1%	3.7%
	100.0%	19.4%	62.7%	10:4%	9.0%	52.2%	3.0%	6.0%	4.5%	7.5%	6.0%	13.4%	22.4%	10.4%	28.4%	19.4%	6.0%	44.8%	26.9%	6.0%	6.0%
Total answering	1162	443	541	133	310	408	57	46	83	162	179	99	202	184	232	180	219	350	433	40	105
	94.5%	97.1%	92.8%	95.0%	98.1%	92.1%	96.6%	92.0%	96.5%	97.0%	97.8%	91.7%	93.1%	96.3%	92.4%	93.3%	98.2%	92.1%	96.0%	90.9%	96.3%
	100.0%	38.1%	46.6%	11.4%	26.7%	35.1%	4.9%	4.0%	7.1%	13.9%	15.4%	8.5%	17.4%	15.8%	20.0%	15.5%	18.8%	30.1%	37.3%	3.4%	9.0%
Smoke at Cigar Bar																					
More than once a day (60)	4	1	1	0	1	1	0	0	0	0	0	0	0	0	3	2	2	1	1	0	0
	0.3%	0.2%	0.2%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	0.9%	0.3%	0.2%	0.0%	0.0%
	100.0%	25.0%	25.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	75.0%	50.0%	50.0%	25.0%	25.0%	0.0%	0.0%
Everyday (30)	2	1	2	1	0	1	0	1	0	0	1	1	1	0	1	0	1	0	0	0	0
	0.2%	0.2%	0.4%	0.8%	0.0%	0.2%	0.0%	2.2%	0.0%	0.0%	0.6%	1.0%	0.5%	0.0%	0.4%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%
2-4 times a week (12)	9	6	4	3	3	1	1	1	1	3	1	1	1	2	4	3	4	1	5	1	0
	0.8%	1.4%	0.7%	2.3%	1.0%	0.2%	1.8%	2.2%	1.2%	1.9%	0.6%	1.0%	0.5%	1.1%	1.7%	1.7%	1.8%	0.3%	1.2%	2.5%	0.0%
	100.0%	66.7%	44.4%	33.3%	33.3%	11.1%	11.1%	11.1%	11.1%	33.3%	11.1%	11.1%	11.1%	22.2%	44.4%	33.3%	44.4%	11.1%	55.6%	11.1%	0.0%
Once a week (4)	17	12	10	7	5	3	3	4	2	7	3	4	3	3	6	7	5	3	7	3	0
	1.5%	2.7%	1.8%	5.3%	1.6%	0.7%	5.3%	8.7%	2.4%	4.3%	1.7%	4.0%	1.5%	1.6%	2.6%	3.9%	2.3%	0.9%	1.6%	7.5%	0.0%
	100.0%	70.6%	58.8%	41.2%	29.4%	17.6%	17.6%	23.5%	11.8%	41.2%	17.6%	23.5%	17.6%	17.6%	35.3%	41.2%	29.4%	17.6%	41.2%	17.6%	0.0%
2-4 times a month (3)	18	11	8	4	7	4	1	1	2	7	3	1	6	2	4	5	5	1	7	3	0
	1.5%	2.5%	1.5%	3.0%	2.3%	1.0%	1.8%	2.2%	2.4%	4.3%	1.7%	1.0%	3.0%	1.1%	1.7%	2.8%	2.3%	0.3%	1.6%	7.5%	0.0%
	100.0%	61.1%	44.4%	22.2%	38.9%	22.2%	5.6%	5.6%	11.1%	38.9%	16.7%	5.6%	33.3%	11.1%	22.2%	27.8%	27.8%	5.6%	38.9%	16.7%	0.0%
Once a month (1)	32	23	6	4	19	2	0	2	5	9	7	0	3	4	3	7	14	2	13	5	4
	2.8%	5.2%	1.1%	3.0%	6.1%	0.5%	0.0%	4.3%	6.0%	5.6%	3.9%	0.0%	1.5%	2.2%	1.3%	3.9%	6.4%	0.6%	3.0%	12.5%	3.8%
	100.0%	71.9%	18.8%	12.5%	59.4%	6.3%	0.0%	6.3%	15.6%	28.1%	21.9%	0.0%	9.4%	12.5%	9.4%	21.9%	43.8%	6.3%	40.6%	15.6%	12.5%
2-4 times a year (.5)	90	64	27	15	49	12	9	3	12	28	19	2	5	15	12	21	30	8	47	10	7
	7.7%	14.4%	5.0%	11.3%	15.8%	2.9%	15.8%	6.5%	14.5%	17.3%	10.6%	2.0%	2.5%	8.2%	5.2%	11.7%	13.7%	2.3%	10.9%	25.0%	6.7%
	100.0%	71.1%	30.0%	16.7%	54.4%	13.3%	10.0%	3.3%	13.3%	31.1%	21.1%	2.2%	5.6%	16.7%	13.3%	23.3%	33.3%	8.9%	52.2%	11.1%	7.8%
Once a year or less (.25)	106	58	38	18	40	20	8	5	8	19	21	5	12	13	11	21	29	17	53	6	12
	9.1%	13.1%	7.0%	13.5%	12.9%	4.9%	14.0%	10.9%	9.6%	11.7%	11.7%	5.1%	5.9%	7.1%	4.7%	11.7%	13.2%	4.9%	12.2%	15.0%	11.4%
	100.0%	54.7%	35.8%	17.0%	37.7%	18.9%	7.5%	4.7%	7.5%	17.9%	19.8%	4.7%	11.3%	12.3%	10.4%	19.8%	27.4%	16.0%	50.0%	5.7%	11.3%
Never (0)	884	267	445	81	186	364	35	29	53	89	124	85	171	145	188	114	129	317	300	12	82
	76.1%	60.3%	82.3%	60.9%	60.0%	89.2%	61.4%	63.0%	63.9%	54.9%	69.3%	85.9%	84.7%	78.8%	81.0%	63.3%	58.9%	90.6%	69.3%	30.0%	78.1%
	100.0%	30.2%	50.3%	9.2%	21.0%	41.2%	4.0%	3.3%	6.0%	10.1%	14.0%	9.6%	19.3%	16.4%	21.3%	12.9%	14.6%	35.9%	33.9%	1.4%	9.3%
Mean	0.55	0.71	0.48	0.92	0.61	0.34	0.59	1.43	0.47	0.70	0.47	0.64	0.40	0.31	1.32	1.23	1.23	0.28	0.51	1.11	0.10
Std. Dev.	3.899	3.520	3.360	3.230	3.639	3.393	1.813	4.775	1.499	1.841	2.477	3.316	2.359	1.373	7.211	6.486	6.242	3.291	3.196	2.133	0.229
Std. Err.	0.114	0.167	0.144	0.280	0.207	0.168	0.240	0.704	0.165	0.145	0.185	0.333	0.166	0.101	0.473	0.483	0.422	0.176	0.154	0.337	0.022

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019178

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	67	13	42	7	6	35	2	4	3	5	4	9	15	7	19	13	4	30	18	4	4
	5.5%	2.9%	7.2%	5.0%	1.9%	7.9%	3.4%	8.0%	3.5%	3.0%	2.2%	8.3%	6.9%	3.7%	7.6%	6.7%	1.8%	7.9%	4.0%	9.1%	3.7%
	100.0%	19.4%	62.7%	10.4%	9.0%	52.2%	3.0%	6.0%	4.5%	7.5%	6.0%	13.4%	22.4%	10.4%	28.4%	19.4%	6.0%	44.8%	26.9%	6.0%	6.0%
Total answering	1162	443	541	133	310	408	57	46	83	162	179	99	202	184	232	180	219	350	433	40	105
	94.5%	97.1%	92.8%	95.0%	98.1%	92.1%	96.6%	92.0%	96.5%	97.0%	97.8%	91.7%	93.1%	96.3%	92.4%	93.3%	98.2%	92.1%	96.0%	90.9%	96.3%
	100.0%	38.1%	46.6%	11.4%	26.7%	35.1%	4.9%	4.0%	7.1%	13.9%	15.4%	8.5%	17.4%	15.8%	20.0%	15.5%	18.8%	30.1%	37.3%	3.4%	9.0%
Smoke at Other Bar																					
More than once a day (60)	4	0	2	0	0	2	0	0	0	0	0	0	2	1	2	0	0	3	0	0	0
	0.3%	0.0%	0.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.5%	0.9%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
	100.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	25.0%	50.0%	0.0%	0.0%	75.0%	0.0%	0.0%	0.0%
Everyday (30)	8	2	4	1	1	3	0	1	0	2	1	3	2	1	7	5	2	2	3	0	0
	0.7%	0.5%	0.7%	0.8%	0.3%	0.7%	0.0%	2.2%	0.0%	1.2%	0.6%	3.0%	1.0%	0.5%	3.0%	2.8%	0.9%	0.6%	0.7%	0.0%	0.0%
	100.0%	25.0%	50.0%	12.5%	12.5%	37.5%	0.0%	12.5%	0.0%	25.0%	12.5%	37.5%	25.0%	12.5%	87.5%	62.5%	25.0%	25.0%	37.5%	0.0%	0.0%
2-4 times a week (12)	33	20	20	12	8	8	5	7	8	8	6	7	11	3	17	13	2	8	11	2	1
	2.8%	4.5%	3.7%	9.0%	2.6%	2.0%	8.8%	15.2%	9.6%	4.9%	3.4%	7.1%	5.4%	1.6%	7.3%	7.2%	0.9%	2.3%	2.5%	5.0%	1.0%
	100.0%	60.6%	60.6%	36.4%	24.2%	24.2%	15.2%	21.2%	24.2%	24.2%	18.2%	21.2%	33.3%	9.1%	51.5%	39.4%	6.1%	24.2%	33.3%	6.1%	3.0%
Once a week (4)	34	21	13	3	18	10	2	0	7	12	3	5	5	2	11	11	4	4	14	2	6
	2.9%	4.7%	2.4%	2.3%	5.8%	2.5%	3.5%	0.0%	8.4%	7.4%	1.7%	5.1%	2.5%	1.1%	4.7%	6.1%	1.8%	1.1%	3.2%	5.0%	5.7%
	100.0%	61.8%	38.2%	8.8%	52.9%	29.4%	5.9%	0.0%	20.6%	35.3%	8.8%	14.7%	14.7%	5.9%	32.4%	32.4%	11.8%	11.8%	41.2%	5.9%	17.6%
2-4 times a month (3)	58	34	31	14	20	17	8	2	9	17	9	4	10	13	16	16	17	12	31	5	5
	5.0%	7.7%	5.7%	10.5%	6.5%	4.2%	14.0%	4.3%	10.8%	10.5%	5.0%	4.0%	5.0%	7.1%	6.9%	8.9%	7.8%	3.4%	7.2%	12.5%	4.8%
	100.0%	58.6%	53.4%	24.1%	34.5%	29.3%	13.8%	3.4%	15.5%	29.3%	15.5%	6.9%	17.2%	22.4%	27.6%	27.6%	29.3%	20.7%	53.4%	8.6%	8.6%
Once a month (1)	89	49	35	14	35	21	7	2	11	15	23	2	11	16	6	13	25	15	41	3	13
	7.7%	11.1%	6.5%	10.5%	11.3%	5.1%	12.3%	4.3%	13.3%	9.3%	12.8%	2.0%	5.4%	8.7%	2.6%	7.2%	11.4%	4.3%	9.5%	7.5%	12.4%
	100.0%	55.1%	39.3%	15.7%	39.3%	23.6%	7.9%	2.2%	12.4%	16.9%	25.8%	2.2%	12.4%	18.0%	6.7%	14.6%	28.1%	16.9%	46.1%	3.4%	14.6%
2-4 times a year (.5)	182	100	80	28	72	52	17	6	18	38	41	10	25	29	24	26	49	43	88	10	16
	15.7%	22.6%	14.8%	21.1%	23.2%	12.7%	29.8%	13.0%	21.7%	23.5%	22.9%	10.1%	12.4%	15.8%	10.3%	14.4%	22.4%	12.3%	20.3%	25.0%	15.2%
	100.0%	54.9%	44.0%	15.4%	39.6%	28.6%	9.3%	3.3%	9.9%	20.9%	22.5%	5.5%	13.7%	15.9%	13.2%	14.3%	26.9%	23.6%	48.4%	5.5%	8.8%
Once a year or less (.25)	148	46	63	14	32	49	6	7	5	15	27	9	22	26	17	18	28	41	65	9	8
	12.7%	10.4%	11.6%	10.5%	10.3%	12.0%	10.5%	15.2%	6.0%	9.3%	15.1%	9.1%	10.9%	14.1%	7.3%	10.0%	12.8%	11.7%	15.0%	22.5%	7.6%
	100.0%	31.1%	42.6%	9.5%	21.6%	33.1%	4.1%	4.7%	3.4%	10.1%	18.2%	6.1%	14.9%	17.6%	11.5%	12.2%	18.9%	27.7%	43.9%	6.1%	5.4%
Never (0)	606	171	293	47	124	246	12	21	25	55	69	59	114	93	132	78	92	222	180	9	56
	52.2%	38.6%	54.2%	35.3%	40.0%	60.3%	21.1%	45.7%	30.1%	34.0%	38.5%	59.6%	56.4%	50.5%	56.9%	43.3%	42.0%	63.4%	41.6%	22.5%	53.3%
	100.0%	28.2%	48.3%	7.8%	20.5%	40.6%	2.0%	3.5%	4.1%	9.1%	11.4%	9.7%	18.8%	15.3%	21.8%	12.9%	15.2%	36.6%	29.7%	1.5%	9.2%
Mean	1.21	1.35	1.32	1.95	1.09	1.12	1.91	2.76	2.08	1.81	1.07	2.17	1.94	1.14	2.79	2.38	0.95	1.24	1.09	1.43	0.70
Std. Dev.	4.720	3.225	4.959	4.190	2.674	5.173	3.347	5.927	3.498	4.165	3.112	5.856	7.059	5.157	7.915	5.639	3.139	6.199	3.169	2.723	1.552
Std. Err.	0.138	0.153	0.213	0.363	0.152	0.256	0.443	0.874	0.384	0.327	0.233	0.589	0.497	0.380	0.520	0.420	0.212	0.331	0.152	0.431	0.151

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019179

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	67	13	42	7	6	35	2	4	3	5	4	9	15	7	19	13	4	30	18	4	4
	5.5%	2.9%	7.2%	5.0%	1.9%	7.9%	3.4%	8.0%	3.5%	3.0%	2.2%	8.3%	6.9%	3.7%	7.6%	6.7%	1.8%	7.9%	4.0%	9.1%	3.7%
	100.0%	19.4%	62.7%	10.4%	9.0%	52.2%	3.0%	6.0%	4.5%	7.5%	6.0%	13.4%	22.4%	10.4%	28.4%	19.4%	6.0%	44.8%	26.9%	6.0%	6.0%
Total answering	1162	443	541	133	310	408	57	46	83	162	179	99	202	184	232	180	219	350	433	40	105
	94.5%	97.1%	92.8%	95.0%	98.1%	92.1%	96.6%	92.0%	96.5%	97.0%	97.8%	91.7%	93.1%	96.3%	92.4%	93.3%	98.2%	92.1%	96.0%	90.9%	96.3%
	100.0%	38.1%	46.6%	11.4%	26.7%	35.1%	4.9%	4.0%	7.1%	13.9%	15.4%	8.5%	17.4%	15.8%	20.0%	15.5%	18.8%	30.1%	37.3%	3.4%	9.0%
Smoke at Cigar-Friendly Restaurants																					
More than once a day (60)	7	0	3	0	0	3	0	0	1	0	0	2	2	0	6	3	2	2	1	1	0
	0.6%	0.0%	0.6%	0.0%	0.0%	0.7%	0.0%	0.0%	1.2%	0.0%	0.0%	2.0%	1.0%	0.0%	2.6%	1.7%	0.9%	0.6%	0.2%	2.5%	0.0%
	100.0%	0.0%	42.9%	0.0%	0.0%	42.9%	0.0%	0.0%	14.3%	0.0%	0.0%	28.6%	28.6%	0.0%	85.7%	42.9%	28.6%	28.6%	14.3%	14.3%	0.0%
Everyday (30)	7	2	5	1	1	4	0	1	0	2	0	2	2	0	6	3	1	2	1	0	0
	0.6%	0.5%	0.9%	0.8%	0.3%	1.0%	0.0%	2.2%	0.0%	1.2%	0.0%	2.0%	1.0%	0.0%	2.6%	1.7%	0.5%	0.6%	0.2%	0.0%	0.0%
	100.0%	28.6%	71.4%	14.3%	14.3%	57.1%	0.0%	14.3%	0.0%	28.6%	0.0%	28.6%	28.6%	0.0%	85.7%	42.9%	14.3%	28.6%	14.3%	0.0%	0.0%
2-4 times a week (12)	17	7	11	5	2	6	1	2	2	3	2	5	5	0	11	8	2	8	6	1	0
	1.5%	1.6%	2.0%	3.8%	0.6%	1.5%	1.8%	4.3%	2.4%	1.9%	1.1%	5.1%	2.5%	0.0%	4.7%	4.4%	0.9%	2.3%	1.4%	2.5%	0.0%
	100.0%	41.2%	64.7%	29.4%	11.8%	35.3%	5.9%	11.8%	11.8%	17.6%	11.8%	29.4%	29.4%	0.0%	64.7%	47.1%	11.8%	47.1%	35.3%	5.9%	0.0%
Once a week (4)	26	11	15	2	9	13	0	1	6	5	5	8	7	2	12	10	6	9	10	3	2
	2.2%	2.5%	2.8%	1.5%	2.9%	3.2%	0.0%	2.2%	7.2%	3.1%	2.8%	8.1%	3.5%	1.1%	5.2%	5.6%	2.7%	2.6%	2.3%	7.5%	1.9%
	100.0%	42.3%	57.7%	7.7%	34.6%	50.0%	0.0%	3.8%	23.1%	19.2%	19.2%	30.8%	26.9%	7.7%	46.2%	38.5%	23.1%	34.6%	38.5%	11.5%	7.7%
2-4 times a month (3)	32	16	16	6	10	10	2	1	3	6	5	5	3	6	13	12	9	9	14	2	1
	2.8%	3.6%	3.0%	4.5%	3.2%	2.5%	3.5%	2.2%	3.6%	3.7%	2.8%	5.1%	1.5%	3.3%	5.6%	6.7%	4.1%	2.6%	3.2%	5.0%	1.0%
	100.0%	50.0%	50.0%	18.8%	31.3%	31.3%	6.3%	3.1%	9.4%	18.8%	15.6%	15.6%	9.4%	18.8%	40.6%	37.5%	28.1%	28.1%	43.8%	6.3%	3.1%
Once a month (1)	54	33	29	14	19	15	6	4	8	12	8	7	6	9	12	15	13	7	26	1	5
	4.6%	7.4%	5.4%	10.5%	6.1%	3.7%	10.5%	8.7%	9.6%	7.4%	4.5%	7.1%	3.0%	4.9%	5.2%	8.3%	5.9%	2.0%	6.0%	2.5%	4.8%
	100.0%	61.1%	53.7%	25.9%	35.2%	27.8%	11.1%	7.4%	14.8%	22.2%	14.8%	13.0%	11.1%	16.7%	22.2%	27.8%	24.1%	13.0%	48.1%	1.9%	9.3%
2-4 times a year (.5)	114	58	48	15	43	33	9	4	13	26	17	10	20	15	25	17	28	28	50	4	11
	9.8%	13.1%	8.9%	11.3%	13.9%	8.1%	15.8%	8.7%	15.7%	16.0%	9.5%	10.1%	9.9%	8.2%	10.8%	9.4%	12.8%	8.0%	11.5%	10.0%	10.5%
	100.0%	50.9%	42.1%	13.2%	37.7%	28.9%	7.9%	3.5%	11.4%	22.8%	14.9%	8.8%	17.5%	13.2%	21.9%	14.9%	24.6%	24.6%	43.9%	3.5%	9.6%
Once a year or less (.25)	141	68	60	20	48	40	11	7	13	19	31	7	23	25	16	18	24	31	69	9	11
	12.1%	15.3%	11.1%	15.0%	15.5%	9.8%	19.3%	15.2%	15.7%	11.7%	17.3%	7.1%	11.4%	13.6%	6.9%	10.0%	11.0%	8.9%	15.9%	22.5%	10.5%
	100.0%	48.2%	42.6%	14.2%	34.0%	28.4%	7.8%	5.0%	9.2%	13.5%	22.0%	5.0%	16.3%	17.7%	11.3%	12.8%	17.0%	22.0%	48.9%	6.4%	7.8%
Never (0)	764	248	354	70	178	284	28	26	37	89	111	53	134	127	131	94	134	254	256	19	75
	65.7%	56.0%	65.4%	52.6%	57.4%	69.6%	49.1%	56.5%	44.6%	54.9%	62.0%	53.5%	66.3%	69.0%	56.5%	52.2%	61.2%	72.6%	59.1%	47.5%	71.4%
	100.0%	32.5%	46.3%	9.2%	23.3%	37.2%	3.7%	3.4%	4.8%	11.6%	14.5%	6.9%	17.5%	16.6%	17.1%	12.3%	17.5%	33.2%	33.5%	2.5%	9.8%
Mean	1.02	0.71	1.18	1.07	0.56	1.21	0.55	1.49	1.62	1.01	0.47	3.04	1.48	0.26	3.39	2.61	1.18	1.05	0.72	2.38	0.23
Std. Dev.	5.375	2.586	5.538	3.451	2.097	6.068	1.657	4.979	6.811	3.713	1.477	9.577	6.849	0.691	10.658	8.753	6.164	5.355	3.558	9.589	0.649
Std. Err.	0.158	0.123	0.238	0.299	0.119	0.300	0.220	0.734	0.748	0.292	0.110	0.963	0.482	0.051	0.700	0.652	0.417	0.286	0.171	1.516	0.063

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019180

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	67	13	42	7	6	35	2	4	3	5	4	9	15	7	19	13	4	30	18	4	4
	5.5%	2.9%	7.2%	5.0%	1.9%	7.9%	3.4%	8.0%	3.5%	3.0%	2.2%	8.3%	6.9%	3.7%	7.6%	6.7%	1.8%	7.9%	4.0%	9.1%	3.7%
	100.0%	19.4%	62.7%	10.4%	9.0%	52.2%	3.0%	6.0%	4.5%	7.5%	6.0%	13.4%	22.4%	10.4%	28.4%	19.4%	6.0%	44.8%	26.9%	6.0%	6.0%
Total answering	1162	443	541	133	310	408	57	46	83	162	179	99	202	184	232	180	219	350	433	40	105
	94.5%	97.1%	92.8%	95.0%	98.1%	92.1%	96.6%	92.0%	96.5%	97.0%	97.8%	91.7%	93.1%	96.3%	92.4%	93.3%	98.2%	92.1%	96.0%	90.9%	96.3%
	100.0%	38.1%	46.6%	11.4%	26.7%	35.1%	4.9%	4.0%	7.1%	13.9%	15.4%	8.5%	17.4%	15.8%	20.0%	15.5%	18.8%	30.1%	37.3%	3.4%	9.0%
Smoke at Cigar Bar/Other Bar/Cigar-Friendly Restaurants																					
Mean	2.77	2.76	2.98	3.94	2.26	2.67	3.05	5.68	4.17	3.51	2.01	5.85	3.81	1.71	7.51	6.22	3.36	2.57	2.32	4.93	1.04
Std. Dev.	9.993	6.738	9.556	7.800	6.173	10.051	4.698	11.558	7.942	8.178	4.948	12.465	12.457	5.577	18.274	13.519	10.165	11.973	6.817	10.076	1.760
Std. Err.	0.293	0.320	0.411	0.676	0.351	0.498	0.622	1.704	0.872	0.643	0.370	1.253	0.876	0.411	1.200	1.008	0.687	0.640	0.328	1.593	0.172

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019181

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Bar & Books	93	40	56	22	18	34	8	8	9	16	17	9	23	13	30	28	23	27	35	5	5
	7.6%	8.8%	9.6%	15.7%	5.7%	7.7%	13.6%	16.0%	10.5%	9.6%	9.3%	8.3%	10.6%	6.8%	12.0%	14.5%	10.3%	7.1%	7.8%	11.4%	4.6%
	100.0%	43.0%	60.2%	23.7%	19.4%	36.6%	8.6%	8.6%	9.7%	17.2%	18.3%	9.7%	24.7%	14.0%	32.3%	30.1%	24.7%	29.0%	37.6%	5.4%	5.4%
Club Macanudo	181	108	71	34	74	37	17	10	27	39	35	9	26	26	43	54	59	24	92	12	18
	14.7%	23.7%	12.2%	24.3%	23.4%	8.4%	28.8%	20.0%	31.4%	23.4%	19.1%	8.3%	12.0%	13.6%	17.1%	28.0%	26.5%	6.3%	20.4%	27.3%	16.5%
	100.0%	59.7%	39.2%	18.8%	40.9%	20.4%	9.4%	5.5%	14.9%	21.5%	19.3%	5.0%	14.4%	14.4%	23.8%	29.8%	32.6%	13.3%	50.8%	6.6%	9.9%
Harry's Velvet Lounge	94	45	51	16	29	35	8	5	7	16	21	8	22	17	23	28	20	28	38	4	6
	7.6%	9.9%	8.7%	11.4%	9.2%	7.9%	13.6%	10.0%	8.1%	9.6%	11.5%	7.4%	10.1%	8.9%	9.2%	14.5%	9.0%	7.4%	8.4%	9.1%	5.5%
	100.0%	47.9%	54.3%	17.0%	30.9%	37.2%	8.5%	5.3%	7.4%	17.0%	22.3%	8.5%	23.4%	18.1%	24.5%	29.8%	21.3%	29.8%	40.4%	4.3%	6.4%
Havana	162	67	81	26	41	55	12	9	12	22	32	12	28	29	30	35	45	43	62	13	10
	13.2%	14.7%	13.9%	18.6%	13.0%	12.4%	20.3%	18.0%	14.0%	13.2%	17.5%	11.1%	12.9%	15.2%	12.0%	18.1%	20.2%	11.3%	13.7%	29.5%	9.2%
	100.0%	41.4%	50.0%	16.0%	25.3%	34.0%	7.4%	5.6%	7.4%	13.6%	19.8%	7.4%	17.3%	17.9%	18.5%	21.6%	27.8%	26.5%	38.3%	8.0%	6.2%
Shelly's Back Room	75	29	44	16	13	28	4	7	3	10	16	5	20	15	19	18	14	19	27	1	2
	6.1%	6.4%	7.5%	11.4%	4.1%	6.3%	6.8%	14.0%	3.5%	6.0%	8.7%	4.6%	9.2%	7.9%	7.6%	9.3%	6.3%	5.0%	6.0%	2.3%	1.8%
	100.0%	38.7%	58.7%	21.3%	17.3%	37.3%	5.3%	9.3%	4.0%	13.3%	21.3%	6.7%	26.7%	20.0%	25.3%	24.0%	18.7%	25.3%	36.0%	1.3%	2.7%
Grand Havana Room	139	67	70	22	45	48	9	8	15	26	20	8	32	20	25	29	32	34	58	9	12
	11.3%	14.7%	12.0%	15.7%	14.2%	10.8%	15.3%	16.0%	17.4%	15.6%	10.9%	7.4%	14.7%	10.5%	10.0%	15.0%	14.3%	8.9%	12.9%	20.5%	11.0%
	100.0%	48.2%	50.4%	15.8%	32.4%	34.5%	6.5%	5.8%	10.8%	18.7%	14.4%	5.8%	23.0%	14.4%	18.0%	20.9%	23.0%	24.5%	41.7%	6.5%	8.6%
No answer	892	293	435	91	202	344	36	35	53	111	111	90	159	135	186	117	126	313	296	21	81
	72.6%	64.3%	74.6%	65.0%	63.9%	77.7%	61.0%	70.0%	61.6%	66.5%	60.7%	83.3%	73.3%	70.7%	74.1%	60.6%	56.5%	82.4%	65.6%	47.7%	74.3%
	100.0%	32.8%	48.8%	10.2%	22.6%	38.6%	4.0%	3.9%	5.9%	12.4%	12.4%	10.1%	17.8%	15.1%	20.9%	13.1%	14.1%	35.1%	33.2%	2.4%	9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019182

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Bar & Books	14	7	9	4	3	5	2	1	2	2	3	1	5	1	4	3	3	4	7	1	1
	1.1%	1.5%	1.5%	2.9%	0.9%	1.1%	3.4%	2.0%	2.3%	1.2%	1.6%	0.9%	2.3%	0.5%	1.6%	1.6%	1.3%	1.1%	1.6%	2.3%	0.9%
	100.0%	50.0%	64.3%	28.6%	21.4%	35.7%	14.3%	7.1%	14.3%	14.3%	21.4%	7.1%	35.7%	7.1%	28.6%	21.4%	21.4%	28.6%	50.0%	7.1%	7.1%
Club Macanudo	13	10	6	5	5	1	3	1	2	6	0	0	2	2	5	5	6	2	6	2	0
	1.1%	2.2%	1.0%	3.6%	1.6%	0.2%	5.1%	2.0%	2.3%	3.6%	0.0%	0.0%	0.9%	1.0%	2.0%	2.6%	2.7%	0.5%	1.3%	4.5%	0.0%
	100.0%	76.9%	46.2%	38.5%	38.5%	7.7%	23.1%	7.7%	15.4%	46.2%	0.0%	0.0%	15.4%	15.4%	38.5%	38.5%	46.2%	15.4%	46.2%	15.4%	0.0%
Harry's Velvet Lounge	11	7	4	3	4	1	0	2	1	3	3	0	2	0	3	3	3	1	5	1	1
	0.9%	1.5%	0.7%	2.1%	1.3%	0.2%	0.0%	4.0%	1.2%	1.8%	1.6%	0.0%	0.9%	0.0%	1.2%	1.6%	1.3%	0.3%	1.1%	2.3%	0.9%
	100.0%	63.6%	36.4%	27.3%	36.4%	9.1%	0.0%	18.2%	9.1%	27.3%	27.3%	0.0%	18.2%	0.0%	27.3%	27.3%	27.3%	9.1%	45.5%	9.1%	9.1%
Havana	20	10	7	3	7	4	1	1	2	5	3	1	2	2	6	5	4	2	7	1	3
	1.6%	2.2%	1.2%	2.1%	2.2%	0.9%	1.7%	2.0%	2.3%	3.0%	1.6%	0.9%	0.9%	1.0%	2.4%	2.6%	1.8%	0.5%	1.6%	2.3%	2.8%
	100.0%	50.0%	35.0%	15.0%	35.0%	20.0%	5.0%	5.0%	10.0%	25.0%	15.0%	5.0%	10.0%	10.0%	30.0%	25.0%	20.0%	10.0%	35.0%	5.0%	15.0%
Shelly's Back Room	10	6	6	3	3	3	1	1	1	4	2	0	2	2	2	1	2	2	5	0	1
	0.8%	1.3%	1.0%	2.1%	0.9%	0.7%	1.7%	2.0%	1.2%	2.4%	1.1%	0.0%	0.9%	1.0%	0.8%	0.5%	0.9%	0.5%	1.1%	0.0%	0.9%
	100.0%	60.0%	60.0%	30.0%	30.0%	30.0%	10.0%	10.0%	10.0%	40.0%	20.0%	0.0%	20.0%	20.0%	20.0%	10.0%	20.0%	20.0%	50.0%	0.0%	10.0%
Grand Havana Room	12	8	6	4	4	2	2	1	4	5	0	1	3	1	4	6	4	2	6	1	2
	1.0%	1.8%	1.0%	2.9%	1.3%	0.5%	3.4%	2.0%	4.7%	3.0%	0.0%	0.9%	1.4%	0.5%	1.6%	3.1%	1.8%	0.5%	1.3%	2.3%	1.8%
	100.0%	66.7%	50.0%	33.3%	33.3%	16.7%	16.7%	8.3%	33.3%	41.7%	0.0%	8.3%	25.0%	8.3%	33.3%	50.0%	33.3%	16.7%	50.0%	8.3%	16.7%
No answer	1183	430	566	132	298	434	55	47	81	154	174	106	208	186	238	179	211	372	430	39	104
	96.3%	94.3%	97.1%	94.3%	94.3%	98.0%	93.2%	94.0%	94.2%	92.2%	95.1%	98.1%	95.9%	97.4%	94.8%	92.7%	94.6%	97.9%	95.3%	88.6%	95.4%
	100.0%	36.3%	47.8%	11.2%	25.2%	36.7%	4.6%	4.0%	6.8%	13.0%	14.7%	9.0%	17.6%	15.7%	20.1%	15.1%	17.8%	31.4%	36.3%	3.3%	8.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019183

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Net - Alcohol	556	257	227	76	181	151	35	26	33	90	115	15	92	92	49	62	138	125	230	27	50
	45.2%	56.4%	38.9%	54.3%	57.3%	34.1%	59.3%	52.0%	38.4%	53.9%	62.8%	13.9%	42.4%	48.2%	19.5%	32.1%	61.9%	32.9%	51.0%	61.4%	45.9%
	100.0%	46.2%	40.8%	13.7%	32.6%	27.2%	6.3%	4.7%	5.9%	16.2%	20.7%	2.7%	16.5%	16.5%	8.8%	11.2%	24.8%	22.5%	41.4%	4.9%	9.0%
Drinking beer	317	131	145	39	92	106	20	12	17	39	62	7	57	57	24	27	65	91	117	14	24
	25.8%	28.7%	24.9%	27.9%	29.1%	23.9%	33.9%	24.0%	19.8%	23.4%	33.9%	6.5%	26.3%	29.8%	9.6%	14.0%	29.1%	23.9%	25.9%	31.8%	22.0%
	100.0%	41.3%	45.7%	12.3%	29.0%	33.4%	6.3%	3.8%	5.4%	12.3%	19.6%	2.2%	18.0%	18.0%	7.6%	8.5%	20.5%	28.7%	36.9%	4.4%	7.6%
Drinking wine	50	27	22	10	17	12	3	4	2	13	8	5	5	8	9	9	9	10	21	2	7
	4.1%	5.9%	3.8%	7.1%	5.4%	2.7%	5.1%	8.0%	2.3%	7.8%	4.4%	4.6%	2.3%	4.2%	3.6%	4.7%	4.0%	2.6%	4.7%	4.5%	6.4%
	100.0%	54.0%	44.0%	20.0%	34.0%	24.0%	6.0%	8.0%	4.0%	26.0%	16.0%	10.0%	10.0%	16.0%	18.0%	18.0%	18.0%	20.0%	42.0%	4.0%	14.0%
Drinking liquor	198	102	65	28	74	37	12	10	14	39	46	4	30	27	17	27	65	27	93	11	20
	16.1%	22.4%	11.1%	20.0%	23.4%	8.4%	20.3%	20.0%	16.3%	23.4%	25.1%	3.7%	13.8%	14.1%	6.8%	14.0%	29.1%	7.1%	20.6%	25.0%	18.3%
	100.0%	51.5%	32.8%	14.1%	37.4%	18.7%	6.1%	5.1%	7.1%	19.7%	23.2%	2.0%	15.2%	13.6%	8.6%	13.6%	32.8%	13.6%	47.0%	5.6%	10.1%
Drinking coffee	70	21	41	7	14	34	2	3	7	7	6	14	10	7	31	18	8	25	21	2	12
	5.7%	4.6%	7.0%	5.0%	4.4%	7.7%	3.4%	6.0%	8.1%	4.2%	3.3%	13.0%	4.6%	3.7%	12.4%	9.3%	3.6%	6.6%	4.7%	4.5%	11.0%
	100.0%	30.0%	58.6%	10.0%	20.0%	48.6%	2.9%	4.3%	10.0%	10.0%	8.6%	20.0%	14.3%	10.0%	44.3%	25.7%	11.4%	35.7%	30.0%	2.9%	17.1%
Eating a meal	5	2	2	2	0	0	0	1	0	1	0	0	1	0	5	4	1	1	0	1	0
	0.4%	0.4%	0.3%	1.4%	0.0%	0.0%	0.0%	2.0%	0.0%	0.6%	0.0%	0.0%	0.5%	0.0%	2.0%	2.1%	0.4%	0.3%	0.0%	2.3%	0.0%
	100.0%	40.0%	40.0%	40.0%	0.0%	0.0%	0.0%	20.0%	0.0%	20.0%	0.0%	0.0%	20.0%	0.0%	100.0%	80.0%	20.0%	20.0%	0.0%	20.0%	0.0%
Resting after a meal	256	87	141	30	57	111	11	10	19	34	31	42	42	38	79	48	39	93	88	8	15
	20.8%	19.1%	24.2%	21.4%	18.0%	25.1%	18.6%	20.0%	22.1%	20.4%	16.9%	38.9%	19.4%	19.9%	31.5%	24.9%	17.5%	24.5%	19.5%	18.2%	13.8%
	100.0%	34.0%	55.1%	11.7%	22.3%	43.4%	4.3%	3.9%	7.4%	13.3%	12.1%	16.4%	16.4%	14.8%	30.9%	18.8%	15.2%	36.3%	34.4%	3.1%	5.9%
None of these	355	97	178	30	67	148	11	10	27	36	31	38	72	53	96	67	39	145	116	7	35
	28.9%	21.3%	30.5%	21.4%	21.2%	33.4%	18.6%	20.0%	31.4%	21.6%	16.9%	35.2%	33.2%	27.7%	38.2%	34.7%	17.5%	38.2%	25.7%	15.9%	32.1%
	100.0%	27.3%	50.1%	8.5%	18.9%	41.7%	3.1%	2.8%	7.6%	10.1%	8.7%	10.7%	20.3%	14.9%	27.0%	18.9%	11.0%	40.8%	32.7%	2.0%	9.9%
No answer	12	3	4	1	2	3	0	1	0	1	1	0	2	3	0	1	1	3	2	1	0
	1.0%	0.7%	0.7%	0.7%	0.6%	0.7%	0.0%	2.0%	0.0%	0.6%	0.5%	0.0%	0.9%	1.6%	0.0%	0.5%	0.4%	0.8%	0.4%	2.3%	0.0%
	100.0%	25.0%	33.3%	8.3%	16.7%	25.0%	0.0%	8.3%	0.0%	8.3%	8.3%	0.0%	16.7%	25.0%	0.0%	8.3%	8.3%	25.0%	16.7%	8.3%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019184

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	20	7	6	3	4	3	1	1	1	2	1	1	2	3	1	0	4	3	4	2	1
	1.6%	1.5%	1.0%	2.1%	1.3%	0.7%	1.7%	2.0%	1.2%	1.2%	0.5%	0.9%	0.9%	1.6%	0.4%	0.0%	1.8%	0.8%	0.9%	4.5%	0.9%
	100.0%	35.0%	30.0%	15.0%	20.0%	15.0%	5.0%	5.0%	5.0%	10.0%	5.0%	5.0%	10.0%	15.0%	5.0%	0.0%	20.0%	15.0%	20.0%	10.0%	5.0%
Total answering	1209	449	577	137	312	440	58	49	85	165	182	107	215	188	250	193	219	377	447	42	108
	98.4%	98.5%	99.0%	97.9%	98.7%	99.3%	98.3%	98.0%	98.8%	98.8%	99.5%	99.1%	99.1%	98.4%	99.6%	100.0%	98.2%	99.2%	99.1%	95.5%	99.1%
	100.0%	37.1%	47.7%	11.3%	25.8%	36.4%	4.8%	4.1%	7.0%	13.6%	15.1%	8.9%	17.8%	15.6%	20.7%	16.0%	18.1%	31.2%	37.0%	3.5%	8.9%
Less than $5 (2.5)	552	146	254	40	106	214	16	12	6	26	97	12	86	112	17	0	96	202	179	18	31
	45.7%	32.5%	44.0%	29.2%	34.0%	48.6%	27.6%	24.5%	7.1%	15.8%	53.3%	11.2%	40.0%	59.6%	6.8%	0.0%	43.8%	53.6%	40.0%	42.9%	28.7%
	100.0%	26.4%	46.0%	7.2%	19.2%	38.8%	2.9%	2.2%	1.1%	4.7%	17.6%	2.2%	15.6%	20.3%	3.1%	0.0%	17.4%	36.6%	32.4%	3.3%	5.6%
$5 - $9 (7)	245	102	123	33	69	90	17	11	8	50	39	21	55	35	43	0	38	72	96	12	22
	20.3%	22.7%	21.3%	24.1%	22.1%	20.5%	29.3%	22.4%	9.4%	30.3%	21.4%	19.6%	25.6%	18.6%	17.2%	0.0%	17.4%	19.1%	21.5%	28.6%	20.4%
	100.0%	41.6%	50.2%	13.5%	28.2%	36.7%	6.9%	4.5%	3.3%	20.4%	15.9%	8.6%	22.4%	14.3%	17.6%	0.0%	15.5%	29.4%	39.2%	4.9%	9.0%
$10 - $14 (12)	157	62	83	22	40	61	7	12	9	35	25	26	26	23	51	0	25	44	68	2	14
	13.0%	13.8%	14.4%	16.1%	12.8%	13.9%	12.1%	24.5%	10.6%	21.2%	13.7%	24.3%	12.1%	12.2%	20.4%	0.0%	11.4%	11.7%	15.2%	4.8%	13.0%
	100.0%	39.5%	52.9%	14.0%	25.5%	38.9%	4.5%	7.6%	5.7%	22.3%	15.9%	16.6%	16.6%	14.6%	32.5%	0.0%	15.9%	28.0%	43.3%	1.3%	8.9%
$15 - $19 (17)	62	32	27	8	24	19	3	2	13	16	4	9	12	7	19	0	16	16	26	2	12
	5.1%	7.1%	4.7%	5.8%	7.7%	4.3%	5.2%	4.1%	15.3%	9.7%	2.2%	8.4%	5.6%	3.7%	7.6%	0.0%	7.3%	4.2%	5.8%	4.8%	11.1%
	100.0%	51.6%	43.5%	12.9%	38.7%	30.6%	4.8%	3.2%	21.0%	25.8%	6.5%	14.5%	19.4%	11.3%	30.6%	0.0%	25.8%	25.8%	41.9%	3.2%	19.4%
$20 - $29 (25)	85	43	42	13	30	29	4	4	15	17	9	19	13	5	46	85	13	22	25	5	14
	7.0%	9.6%	7.3%	9.5%	9.6%	6.6%	6.9%	8.2%	17.6%	10.3%	4.9%	17.8%	6.0%	2.7%	18.4%	44.0%	5.9%	5.8%	5.6%	11.9%	13.0%
	100.0%	50.6%	49.4%	15.3%	35.3%	34.1%	4.7%	4.7%	17.6%	20.0%	10.6%	22.4%	15.3%	5.9%	54.1%	100.0%	15.3%	25.9%	29.4%	5.9%	16.5%
$30 - $49 (40)	67	39	32	14	25	18	7	7	19	14	6	13	19	2	44	67	10	17	32	1	8
	5.5%	8.7%	5.5%	10.2%	8.0%	4.1%	12.1%	14.3%	22.4%	8.5%	3.3%	12.1%	8.8%	1.1%	17.6%	34.7%	4.6%	4.5%	7.2%	2.4%	7.4%
	100.0%	58.2%	47.8%	20.9%	37.3%	26.9%	10.4%	10.4%	28.4%	20.9%	9.0%	19.4%	28.4%	3.0%	65.7%	100.0%	14.9%	25.4%	47.8%	1.5%	11.9%
$50 - $74 (63)	21	14	7	5	9	2	2	1	9	4	1	2	2	2	13	21	9	1	11	1	2
	1.7%	3.1%	1.2%	3.6%	2.9%	0.5%	3.4%	2.0%	10.6%	2.4%	0.5%	1.9%	0.9%	1.1%	5.2%	10.9%	4.1%	0.3%	2.5%	2.4%	1.9%
	100.0%	66.7%	33.3%	23.8%	42.9%	9.5%	9.5%	4.8%	42.9%	19.0%	4.8%	9.5%	9.5%	9.5%	61.9%	100.0%	42.9%	4.8%	52.4%	4.8%	9.5%
$75 - $99 (88)	12	6	5	0	6	5	0	0	4	2	1	3	1	1	10	12	6	2	5	1	5
	1.0%	1.3%	0.9%	0.0%	1.9%	1.1%	0.0%	0.0%	4.7%	1.2%	0.5%	2.8%	0.5%	0.5%	4.0%	6.2%	2.7%	0.5%	1.1%	2.4%	4.6%
	100.0%	50.0%	41.7%	0.0%	50.0%	41.7%	0.0%	0.0%	33.3%	16.7%	8.3%	25.0%	8.3%	8.3%	83.3%	100.0%	50.0%	16.7%	41.7%	8.3%	41.7%
$100 - $124 (112)	3	2	2	1	1	1	1	0	2	0	0	1	1	0	3	3	3	1	2	0	0
	0.2%	0.4%	0.3%	0.7%	0.3%	0.2%	1.7%	0.0%	2.4%	0.0%	0.0%	0.9%	0.5%	0.0%	1.2%	1.6%	1.4%	0.3%	0.4%	0.0%	0.0%
	100.0%	66.7%	66.7%	33.3%	33.3%	33.3%	33.3%	0.0%	66.7%	0.0%	0.0%	33.3%	33.3%	0.0%	100.0%	100.0%	100.0%	33.3%	66.7%	0.0%	0.0%
$125 - $149 (138)	3	3	1	1	2	0	1	0	0	1	0	0	0	1	3	3	2	0	2	0	0
	0.2%	0.7%	0.2%	0.7%	0.6%	0.0%	1.7%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	1.2%	1.6%	0.9%	0.0%	0.4%	0.0%	0.0%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	33.3%	100.0%	100.0%	66.7%	0.0%	66.7%	0.0%	0.0%
$150 - $199 (175)	2	0	1	0	0	1	0	0	0	0	0	1	0	0	1	2	1	0	1	0	0
	0.2%	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.4%	1.0%	0.5%	0.0%	0.2%	0.0%	0.0%
	100.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	100.0%	50.0%	0.0%	50.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019185

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
$200 - $299 (250)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$300+ (350)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mean	11.84	15.70	11.61	15.92	15.61	10.27	18.10	14.86	31.51	16.11	8.24	21.63	11.75	7.86	27.25	42.92	16.83	8.99	13.63	11.98	17.03
Std. Dev.	17.714	20.426	17.094	20.034	20.627	15.857	25.487	14.269	25.040	17.959	10.989	24.652	14.898	14.104	27.109	26.717	27.204	12.443	20.264	17.094	20.194
Std. Err.	0.509	0.964	0.712	1.712	1.168	0.756	3.347	2.038	2.716	1.398	0.815	2.383	1.016	1.029	1.714	1.923	1.838	0.641	0.958	2.638	1.943

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019186

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	18	2	5	1	1	4	0	1	0	2	0	0	3	3	2	1	0	4	5	2	0
	1.5%	0.4%	0.9%	0.7%	0.3%	0.9%	0.0%	2.0%	0.0%	1.2%	0.0%	0.0%	1.4%	1.6%	0.8%	0.5%	0.0%	1.1%	1.1%	4.5%	0.0%
	100.0%	11.1%	27.8%	5.6%	5.6%	22.2%	0.0%	5.6%	0.0%	11.1%	0.0%	0.0%	16.7%	16.7%	11.1%	5.6%	0.0%	22.2%	27.8%	11.1%	0.0%
Total answering	1211	454	578	139	315	439	59	49	86	165	183	108	214	188	249	192	223	376	446	42	109
	98.5%	99.6%	99.1%	99.3%	99.7%	99.1%	100.0%	98.0%	100.0%	98.8%	100.0%	100.0%	98.6%	98.4%	99.2%	99.5%	100.0%	98.9%	98.9%	95.5%	100.0%
	100.0%	37.5%	47.7%	11.5%	26.0%	36.3%	4.9%	4.0%	7.1%	13.6%	15.1%	8.9%	17.7%	15.5%	20.6%	15.9%	18.4%	31.0%	36.8%	3.5%	9.0%
Less than $1.00 (.50)	251	20	188	14	6	174	4	3	8	3	9	51	64	32	92	18	0	152	37	1	15
	20.7%	4.4%	32.5%	10.1%	1.9%	39.6%	6.8%	6.1%	9.3%	1.8%	4.9%	47.2%	29.9%	17.0%	36.9%	9.4%	0.0%	40.4%	8.3%	2.4%	13.8%
	100.0%	8.0%	74.9%	5.6%	2.4%	69.3%	1.6%	1.2%	3.2%	1.2%	3.6%	20.3%	25.5%	12.7%	36.7%	7.2%	0.0%	60.6%	14.7%	0.4%	6.0%
$1.00 - $1.99 (1.50)	204	36	139	15	21	124	2	11	10	16	12	38	55	36	65	31	0	105	36	1	23
	16.8%	7.9%	24.0%	10.8%	6.7%	28.2%	3.4%	22.4%	11.6%	9.7%	6.6%	35.2%	25.7%	19.1%	26.1%	16.1%	0.0%	27.9%	8.1%	2.4%	21.1%
	100.0%	17.6%	68.1%	7.4%	10.3%	60.8%	1.0%	5.4%	4.9%	7.8%	5.9%	18.6%	27.0%	17.6%	31.9%	15.2%	0.0%	51.5%	17.6%	0.5%	11.3%
$2.00 - $2.99 (2.50)	120	39	69	20	19	49	8	7	9	15	9	6	33	23	22	18	0	45	39	2	19
	9.9%	8.6%	11.9%	14.4%	6.0%	11.2%	13.6%	14.3%	10.5%	9.1%	4.9%	5.6%	15.4%	12.2%	8.8%	9.4%	0.0%	12.0%	8.7%	4.8%	17.4%
	100.0%	32.5%	57.5%	16.7%	15.8%	40.8%	6.7%	5.8%	7.5%	12.5%	7.5%	5.0%	27.5%	19.2%	18.3%	15.0%	0.0%	37.5%	32.5%	1.7%	15.8%
$3.00 - $3.99 (3.50)	102	48	50	26	22	24	11	10	13	24	10	4	24	15	20	21	0	23	40	4	12
	8.4%	10.6%	8.7%	18.7%	7.0%	5.5%	18.6%	20.4%	15.1%	14.5%	5.5%	3.7%	11.2%	8.0%	8.0%	10.9%	0.0%	6.1%	9.0%	9.5%	11.0%
	100.0%	47.1%	49.0%	25.5%	21.6%	23.5%	10.8%	9.8%	12.7%	23.5%	9.8%	3.9%	23.5%	14.7%	19.6%	20.6%	0.0%	22.5%	39.2%	3.9%	11.8%
$4.00 - $4.99 (4.50)	125	74	39	14	60	25	10	3	14	24	29	2	12	21	15	21	0	14	68	6	14
	10.3%	16.3%	6.7%	10.1%	19.0%	5.7%	16.9%	6.1%	16.3%	14.5%	15.8%	1.9%	5.6%	11.2%	6.0%	10.9%	0.0%	3.7%	15.2%	14.3%	12.8%
	100.0%	59.2%	31.2%	11.2%	48.0%	20.0%	8.0%	2.4%	11.2%	19.2%	23.2%	[illegible]	9.6%	16.8%	12.0%	16.8%	0.0%	11.2%	54.4%	4.8%	11.2%
$5.00 - $5.99 (5.50)	114	59	36	22	37	14	10	8	8	23	30	3	10	25	10	19	0	17	64	2	7
	9.4%	13.0%	6.2%	15.8%	11.7%	3.2%	16.9%	16.3%	9.3%	13.9%	16.4%	2.8%	4.7%	13.3%	4.0%	9.9%	0.0%	4.5%	14.3%	4.8%	6.4%
	100.0%	51.8%	31.6%	19.3%	32.5%	12.3%	8.8%	7.0%	7.0%	20.2%	26.3%	2.6%	8.3%	21.9%	8.8%	16.7%	0.0%	14.9%	56.1%	1.8%	6.1%
$6.00 - $6.99 (6.50)	72	48	13	9	39	4	5	3	6	19	17	0	5	13	8	20	0	3	38	7	5
	5.9%	10.6%	2.2%	6.5%	12.4%	0.9%	8.5%	6.1%	7.0%	11.5%	9.3%	0.0%	2.3%	6.9%	3.2%	10.4%	0.0%	0.8%	8.5%	16.7%	4.6%
	100.0%	66.7%	18.1%	12.5%	54.2%	5.6%	6.9%	4.2%	8.3%	26.4%	23.6%	0.0%	6.9%	18.1%	11.1%	27.8%	0.0%	4.2%	52.8%	9.7%	6.9%
$7.00 - $7.99 (7.50)	57	37	13	5	32	8	2	2	8	13	14	2	4	5	7	13	57	4	37	4	4
	4.7%	8.1%	2.2%	3.6%	10.2%	1.8%	3.4%	4.1%	9.3%	7.9%	7.7%	1.9%	1.9%	2.7%	2.8%	6.8%	25.6%	1.1%	8.3%	9.5%	3.7%
	100.0%	64.9%	22.8%	8.8%	56.1%	14.0%	3.5%	3.5%	14.0%	22.8%	24.6%	3.5%	7.0%	8.8%	12.3%	22.8%	100.0%	7.0%	64.9%	7.0%	7.0%
$8.00 - $8.99 (8.50)	42	26	10	5	21	5	3	0	3	10	11	1	3	6	3	6	42	3	24	2	4
	3.5%	5.7%	1.7%	3.6%	6.7%	1.1%	5.1%	0.0%	3.5%	6.1%	6.0%	0.9%	1.4%	3.2%	1.2%	3.1%	18.8%	0.8%	5.4%	4.8%	3.7%
	100.0%	61.9%	23.8%	11.9%	50.0%	11.9%	7.1%	0.0%	7.1%	23.8%	26.2%	2.4%	7.1%	14.3%	7.1%	14.3%	100.0%	7.1%	57.1%	4.8%	9.5%
$9.00 - $9.99 (9.50)	30	18	7	3	15	4	0	1	2	3	12	1	0	3	2	6	30	1	22	3	0
	2.5%	4.0%	1.2%	2.2%	4.8%	0.9%	0.0%	2.0%	2.3%	1.8%	6.6%	0.9%	0.0%	1.6%	0.8%	3.1%	13.5%	0.3%	4.9%	7.1%	0.0%
	100.0%	60.0%	23.3%	10.0%	50.0%	13.3%	0.0%	3.3%	6.7%	10.0%	40.0%	3.3%	0.0%	10.0%	6.7%	20.0%	100.0%	3.3%	73.3%	10.0%	0.0%
$10.00 - $14.99 (12.50)	67	37	9	5	32	4	4	1	5	11	24	0	2	8	3	15	67	7	31	6	6
	5.5%	8.1%	1.6%	3.6%	10.2%	0.9%	6.8%	2.0%	5.8%	6.7%	13.1%	0.0%	0.9%	4.3%	1.2%	7.8%	30.0%	1.9%	7.0%	14.3%	5.5%
	100.0%	55.2%	13.4%	7.5%	47.8%	6.0%	6.0%	1.5%	7.5%	16.4%	35.8%	0.0%	3.0%	11.9%	4.5%	22.4%	100.0%	10.4%	46.3%	9.0%	9.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019187

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
$15.00 - $19.99 (17.50)	15	7	2	0	7	2	0	0	0	3	6	0	1	1	0	2	15	1	7	3	0
	1.2%	1.5%	0.3%	0.0%	2.2%	0.5%	0.0%	0.0%	0.0%	1.8%	3.3%	0.0%	0.5%	0.5%	0.0%	1.0%	6.7%	0.3%	1.6%	7.1%	0.0%
	100.0%	46.7%	13.3%	0.0%	46.7%	13.3%	0.0%	0.0%	0.0%	20.0%	40.0%	0.0%	6.7%	6.7%	0.0%	13.3%	100.0%	6.7%	46.7%	20.0%	0.0%
$20.00 - $29.99 (25)	5	2	0	0	2	0	0	0	0	1	0	0	0	0	0	0	5	0	2	1	0
	0.4%	0.4%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.4%	2.4%	0.0%
	100.0%	40.0%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	40.0%	20.0%	0.0%
$30.00 - $39.99 (35)	3	2	0	0	2	0	0	0	0	0	0	0	0	0	0	1	3	0	1	0	0
	0.2%	0.4%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%	0.0%	0.2%	0.0%	0.0%
	100.0%	66.7%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	100.0%	0.0%	33.3%	0.0%	0.0%
$40.00 - $49.99 (45)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$50.00+ (55)	4	1	3	1	0	2	0	0	0	0	0	0	1	0	2	1	4	1	0	0	0
	0.3%	0.2%	0.5%	0.7%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.8%	0.5%	1.8%	0.3%	0.0%	0.0%	0.0%
	100.0%	25.0%	75.0%	25.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	50.0%	25.0%	100.0%	25.0%	0.0%	0.0%	0.0%
Mean	4.43	6.01	2.89	4.60	6.63	2.35	4.86	3.77	4.65	5.64	6.58	1.57	2.69	3.89	2.76	5.32	11.75	2.20	5.61	7.92	3.71
Std. Dev.	5.036	4.714	4.596	5.102	4.398	4.290	2.845	2.439	3.043	3.615	3.893	1.739	4.298	3.142	5.278	5.497	7.395	3.614	3.962	5.015	3.009
Std. Err.	0.145	0.221	0.191	0.433	0.248	0.205	0.370	0.348	0.328	0.281	0.288	0.167	0.294	0.229	0.334	0.397	0.495	0.186	0.188	0.774	0.288

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019188

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Department Store	250	72	154	35	37	119	14	15	21	22	26	33	67	37	71	49	26	106	73	9	20
	20.3%	15.8%	26.4%	25.0%	11.7%	26.9%	23.7%	30.0%	24.4%	13.2%	14.2%	30.6%	30.9%	19.4%	28.3%	25.4%	11.7%	27.9%	16.2%	20.5%	18.3%
	100.0%	28.8%	61.6%	14.0%	14.8%	47.6%	5.6%	6.0%	8.4%	8.8%	10.4%	13.2%	26.8%	14.8%	28.4%	19.6%	10.4%	42.4%	29.2%	3.6%	8.0%
Duty-Free Store	180	95	79	33	62	46	12	13	21	31	25	15	30	25	36	34	39	45	70	8	22
	14.6%	20.8%	13.6%	23.6%	19.6%	10.4%	20.3%	26.0%	24.4%	18.6%	13.7%	13.9%	13.8%	13.1%	14.3%	17.6%	17.5%	11.8%	15.5%	18.2%	20.2%
	100.0%	52.8%	43.9%	18.3%	34.4%	25.6%	6.7%	7.2%	11.7%	17.2%	13.9%	8.3%	16.7%	13.9%	20.0%	18.9%	21.7%	25.0%	38.9%	4.4%	12.2%
Liquor Store	404	159	188	49	110	139	17	20	26	60	68	32	73	65	66	56	82	100	140	17	32
	32.9%	34.9%	32.2%	35.0%	34.8%	31.4%	28.8%	40.0%	30.2%	35.9%	37.2%	29.6%	33.6%	34.0%	26.3%	29.0%	36.8%	26.3%	31.0%	38.6%	29.4%
	100.0%	39.4%	46.5%	12.1%	27.2%	34.4%	4.2%	5.0%	6.4%	14.9%	16.8%	7.9%	18.1%	16.1%	16.3%	13.9%	20.3%	24.8%	34.7%	4.2%	7.9%
Newsstand	181	91	87	35	56	52	13	11	15	36	33	19	28	26	40	31	31	42	71	11	21
	14.7%	20.0%	14.9%	25.0%	17.7%	11.7%	22.0%	22.0%	17.4%	21.6%	18.0%	17.6%	12.9%	13.6%	15.9%	16.1%	13.9%	11.1%	15.7%	25.0%	19.3%
	100.0%	50.3%	48.1%	19.3%	30.9%	28.7%	7.2%	6.1%	8.3%	19.9%	18.2%	10.5%	15.5%	14.4%	22.1%	17.1%	17.1%	23.2%	39.2%	6.1%	11.6%
Other	187	77	74	26	51	48	11	10	13	31	29	18	31	24	44	41	50	34	63	6	13
	15.2%	16.9%	12.7%	18.6%	16.1%	10.8%	18.6%	20.0%	15.1%	18.6%	15.8%	16.7%	14.3%	12.6%	17.5%	21.2%	22.4%	8.9%	14.0%	13.6%	11.9%
	100.0%	41.2%	39.6%	13.9%	27.3%	25.7%	5.9%	5.3%	7.0%	16.6%	15.5%	9.6%	16.6%	12.8%	23.5%	21.9%	26.7%	18.2%	33.7%	3.2%	7.0%
Net - Mass Channel	888	276	517	114	162	403	46	42	57	101	117	102	197	153	207	134	101	380	263	21	66
	72.3%	60.5%	88.7%	81.4%	51.3%	91.0%	78.0%	84.0%	66.3%	60.5%	63.9%	94.4%	90.8%	80.1%	82.5%	69.4%	45.3%	100.0%	58.3%	47.7%	60.6%
	100.0%	31.1%	58.2%	12.8%	18.2%	45.4%	5.2%	4.7%	6.4%	11.4%	13.2%	11.5%	22.2%	17.2%	23.3%	15.1%	11.4%	42.8%	29.6%	2.4%	7.4%
Discount Store (like Kmart, Walmart)	517	126	347	66	60	281	24	26	27	44	60	80	139	92	153	80	43	252	141	10	38
	42.1%	27.6%	59.5%	47.1%	19.0%	63.4%	40.7%	52.0%	31.4%	26.3%	32.8%	74.1%	64.1%	48.2%	61.0%	41.5%	19.3%	66.3%	31.3%	22.7%	34.9%
	100.0%	24.4%	67.1%	12.8%	11.6%	54.4%	4.6%	5.0%	5.2%	8.5%	11.6%	15.5%	26.9%	17.8%	29.6%	15.5%	8.3%	48.7%	27.3%	1.9%	7.4%
Drug Store	585	201	344	87	114	257	33	35	47	68	74	72	140	93	147	92	64	256	167	16	52
	47.6%	44.1%	59.0%	62.1%	36.1%	58.0%	55.9%	70.0%	54.7%	40.7%	40.4%	66.7%	64.5%	48.7%	58.6%	47.7%	28.7%	67.4%	37.0%	36.4%	47.7%
	100.0%	34.4%	58.8%	14.9%	19.5%	43.9%	5.6%	6.0%	8.0%	11.6%	12.6%	12.3%	23.9%	15.9%	25.1%	15.7%	10.9%	43.8%	28.5%	2.7%	8.9%
Convenience Store	495	134	311	58	76	253	21	26	28	52	59	70	127	93	132	68	48	239	124	10	28
	40.3%	29.4%	53.3%	41.4%	24.1%	57.1%	35.6%	52.0%	32.6%	31.1%	32.2%	64.8%	58.5%	48.7%	52.6%	35.2%	21.5%	62.9%	27.5%	22.7%	25.7%
	100.0%	27.1%	62.8%	11.7%	15.4%	51.1%	4.2%	5.3%	5.7%	10.5%	11.9%	14.1%	25.7%	18.8%	26.7%	13.7%	9.7%	48.3%	25.1%	2.0%	5.7%
Grocery Store	475	113	319	56	57	263	21	24	24	39	53	67	124	91	126	63	50	246	109	14	27
	38.6%	24.8%	54.7%	40.0%	18.0%	59.4%	35.6%	48.0%	27.9%	23.4%	29.0%	62.0%	57.1%	47.6%	50.2%	32.6%	22.4%	64.7%	24.2%	31.8%	24.8%
	100.0%	23.8%	67.2%	11.8%	12.0%	55.4%	4.4%	5.1%	5.1%	8.2%	11.2%	14.1%	26.1%	19.2%	26.5%	13.3%	10.5%	51.8%	22.9%	2.9%	5.7%
Warehouse Club (like Sam's)	114	44	71	23	21	48	9	8	8	25	9	19	28	19	35	31	18	44	37	4	10
	9.3%	9.6%	12.2%	16.4%	6.6%	10.8%	15.3%	16.0%	9.3%	15.0%	4.9%	17.6%	12.9%	9.9%	13.9%	16.1%	8.1%	11.6%	8.2%	9.1%	9.2%
	100.0%	38.6%	62.3%	20.2%	18.4%	42.1%	7.9%	7.0%	7.0%	21.9%	7.9%	16.7%	24.6%	16.7%	30.7%	27.2%	15.8%	38.6%	32.5%	3.5%	8.8%
Net - Tobacconist	874	420	366	126	294	240	55	45	81	154	161	65	140	123	169	164	198	181	451	32	91
	71.1%	92.1%	62.8%	90.0%	93.0%	54.2%	93.2%	90.0%	94.2%	92.2%	88.0%	60.2%	64.5%	64.4%	67.3%	85.0%	88.8%	47.6%	100.0%	72.7%	83.5%
	100.0%	48.1%	41.9%	14.4%	33.6%	27.5%	6.3%	5.1%	9.3%	17.6%	18.4%	7.4%	16.0%	14.1%	19.3%	18.8%	22.7%	20.7%	51.6%	3.7%	10.4%
Chain Tobacconist store (e.g., Tinder Box)	681	337	293	105	232	188	46	39	76	119	113	56	117	98	138	139	148	141	346	25	79
	55.4%	73.9%	50.3%	75.0%	73.4%	42.4%	78.0%	78.0%	88.4%	71.3%	61.7%	51.9%	53.9%	51.3%	55.0%	72.0%	66.4%	37.1%	76.7%	56.8%	72.5%
	100.0%	49.5%	43.0%	15.4%	34.1%	27.6%	6.8%	5.7%	11.2%	17.5%	16.6%	8.2%	17.2%	14.4%	20.3%	20.4%	21.7%	20.7%	50.8%	3.7%	11.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019189

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Local Tobacconist/ Independent Smoke Shop	644	339	252	102	237	150	42	37	64	132	132	42	93	90	119	129	154	112	363	24	74
	52.4%	74.3%	43.2%	72.9%	75.0%	33.9%	71.2%	74.0%	74.4%	79.0%	72.1%	38.9%	42.9%	47.1%	47.4%	66.8%	69.1%	29.5%	80.5%	54.5%	67.9%
	100.0%	52.6%	39.1%	15.8%	36.8%	23.3%	6.5%	5.7%	9.9%	20.5%	20.5%	6.5%	14.4%	14.0%	18.5%	20.0%	23.9%	17.4%	56.4%	3.7%	11.5%
Net - On Premises	438	256	155	73	183	82	32	28	57	96	84	23	66	58	76	93	123	77	200	44	44
	35.6%	56.1%	26.6%	52.1%	57.9%	18.5%	54.2%	56.0%	66.3%	57.5%	45.9%	21.3%	30.4%	30.4%	30.3%	48.2%	55.2%	20.3%	44.3%	100.0%	40.4%
	100.0%	58.4%	35.4%	16.7%	41.8%	18.7%	7.3%	6.4%	13.0%	21.9%	19.2%	5.3%	15.1%	13.2%	17.4%	21.2%	28.1%	17.6%	45.7%	10.0%	10.0%
Cigar Bar	244	154	75	44	110	31	18	17	34	65	40	11	36	29	47	62	80	30	111	35	25
	19.9%	33.8%	12.9%	31.4%	34.8%	7.0%	30.5%	34.0%	39.5%	38.9%	21.9%	10.2%	16.6%	15.2%	18.7%	32.1%	35.9%	7.9%	24.6%	79.5%	22.9%
	100.0%	63.1%	30.7%	18.0%	45.1%	12.7%	7.4%	7.0%	13.9%	26.6%	16.4%	4.5%	14.8%	11.9%	19.3%	25.4%	32.8%	12.3%	45.5%	14.3%	10.2%
Another bar that allows cigar smoking (not a cigar bar)	221	132	88	44	88	44	22	15	28	55	43	11	38	37	35	40	58	41	94	28	26
	18.0%	28.9%	15.1%	31.4%	27.8%	9.9%	37.3%	30.0%	32.6%	32.9%	23.5%	10.2%	17.5%	19.4%	13.9%	20.7%	26.0%	10.8%	20.8%	63.6%	23.9%
	100.0%	59.7%	39.8%	19.9%	39.8%	19.9%	10.0%	6.8%	12.7%	24.9%	19.5%	5.0%	17.2%	16.7%	15.8%	18.1%	26.2%	18.6%	42.5%	12.7%	11.8%
Restaurant	194	121	68	34	87	34	15	11	31	43	39	14	30	26	38	44	52	34	90	15	20
	15.8%	26.5%	11.7%	24.3%	27.5%	7.7%	25.4%	22.0%	36.0%	25.7%	21.3%	13.0%	13.8%	13.6%	15.1%	22.8%	23.3%	8.9%	20.0%	34.1%	18.3%
	100.0%	62.4%	35.1%	17.5%	44.8%	17.5%	7.7%	5.7%	16.0%	22.2%	20.1%	7.2%	15.5%	13.4%	19.6%	22.7%	26.8%	17.5%	46.4%	7.7%	10.3%
Sport Club/Sporting Event	120	74	48	27	47	21	11	10	16	28	23	6	22	19	23	29	33	15	56	13	10
	9.8%	16.2%	8.2%	19.3%	14.9%	4.7%	18.6%	20.0%	18.6%	16.8%	12.6%	5.6%	10.1%	9.9%	9.2%	15.0%	14.8%	3.9%	12.4%	29.5%	9.2%
	100.0%	61.7%	40.0%	22.5%	39.2%	17.5%	9.2%	8.3%	13.3%	23.3%	19.2%	5.0%	18.3%	15.8%	19.2%	24.2%	27.5%	12.5%	46.7%	10.8%	8.3%
Net - Internet/Mail Order	339	192	136	61	131	75	28	17	60	72	43	34	52	41	88	84	49	71	113	9	109
	27.6%	42.1%	23.3%	43.6%	41.5%	16.9%	47.5%	34.0%	69.8%	43.1%	23.5%	31.5%	24.0%	21.5%	35.1%	43.5%	22.0%	18.7%	25.1%	20.5%	100.0%
	100.0%	56.6%	40.1%	18.0%	38.6%	22.1%	8.3%	5.0%	17.7%	21.2%	12.7%	10.0%	15.3%	12.1%	26.0%	24.8%	14.5%	20.9%	33.3%	2.7%	32.2%
Internet Site	70	42	25	13	29	12	4	6	11	16	8	5	13	8	14	17	15	13	22	3	24
	5.7%	9.2%	4.3%	9.3%	9.2%	2.7%	6.8%	12.0%	12.8%	9.6%	4.4%	4.6%	6.0%	4.2%	5.6%	8.8%	6.7%	3.4%	4.9%	6.8%	22.0%
	100.0%	60.0%	35.7%	18.6%	41.4%	17.1%	5.7%	8.6%	15.7%	22.9%	11.4%	7.1%	18.6%	11.4%	20.0%	24.3%	21.4%	18.6%	31.4%	4.3%	34.3%
Mail Order/Catalog	331	187	132	59	128	73	26	17	58	70	42	33	50	40	86	82	48	70	107	9	106
	26.9%	41.0%	22.6%	42.1%	40.5%	16.5%	44.1%	34.0%	67.4%	41.9%	23.0%	30.6%	23.0%	20.9%	34.3%	42.5%	21.5%	18.4%	23.7%	20.5%	97.2%
	100.0%	56.5%	39.9%	17.8%	38.7%	22.1%	7.9%	5.1%	17.5%	21.1%	12.7%	10.0%	15.1%	12.1%	26.0%	24.8%	14.5%	21.1%	32.3%	2.7%	32.0%
No answer	12	1	1	0	1	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
	1.0%	0.2%	0.2%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	8.3%	8.3%	0.0%	8.3%	8.3%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019190

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	250	72	154	35	37	119	14	15	21	22	26	33	67	37	71	49	26	106	73	9	20
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	28.8%	61.6%	14.0%	14.8%	47.6%	5.6%	6.0%	8.4%	8.8%	10.4%	13.2%	26.8%	14.8%	28.4%	19.6%	10.4%	42.4%	29.2%	3.6%	8.0%
No answer	54	19	27	7	12	20	3	2	5	4	5	5	14	6	14	11	12	14	15	3	7
	21.6%	26.4%	17.5%	20.0%	32.4%	16.8%	21.4%	13.3%	23.8%	18.2%	19.2%	15.2%	20.9%	16.2%	19.7%	22.4%	46.2%	13.2%	20.5%	33.3%	35.0%
	100.0%	35.2%	50.0%	13.0%	22.2%	37.0%	5.6%	3.7%	9.3%	7.4%	9.3%	9.3%	25.9%	11.1%	25.9%	20.4%	22.2%	25.9%	27.8%	5.6%	13.0%
Total answering	196	53	127	28	25	99	11	13	16	18	21	28	53	31	57	38	14	92	58	6	13
	78.4%	73.6%	82.5%	80.0%	67.6%	83.2%	78.6%	86.7%	76.2%	81.8%	80.8%	84.8%	79.1%	83.8%	80.3%	77.6%	53.8%	86.8%	79.5%	66.7%	65.0%
	100.0%	27.0%	64.8%	14.3%	12.8%	50.5%	5.6%	6.6%	8.2%	9.2%	10.7%	14.3%	27.0%	15.8%	29.1%	19.4%	7.1%	46.9%	29.6%	3.1%	6.6%
Department Store																					
Once a week or more (52)	13	2	8	2	0	6	0	2	0	1	0	6	1	1	10	6	2	6	4	2	1
	6.6%	3.8%	6.3%	7.1%	0.0%	6.1%	0.0%	15.4%	0.0%	5.6%	0.0%	21.4%	1.9%	3.2%	17.5%	15.8%	14.3%	6.5%	6.9%	33.3%	7.7%
	100.0%	15.4%	61.5%	15.4%	0.0%	46.2%	0.0%	15.4%	0.0%	7.7%	0.0%	46.2%	7.7%	7.7%	76.9%	46.2%	15.4%	46.2%	30.8%	15.4%	7.7%
Once-twice a month (18)	38	13	32	9	4	23	3	5	3	7	7	10	12	3	16	11	2	19	12	1	0
	19.4%	24.5%	25.2%	32.1%	16.0%	23.2%	27.3%	38.5%	18.8%	38.9%	33.3%	35.7%	22.6%	9.7%	28.1%	28.9%	14.3%	20.7%	20.7%	16.7%	0.0%
	100.0%	34.2%	84.2%	23.7%	10.5%	60.5%	7.9%	13.2%	7.9%	18.4%	18.4%	26.3%	31.6%	7.9%	42.1%	28.9%	5.3%	50.0%	31.6%	2.6%	0.0%
Once or twice a year (2)	73	16	55	9	7	46	5	3	9	4	4	9	23	14	19	13	2	37	11	0	7
	37.2%	30.2%	43.3%	32.1%	28.0%	46.5%	45.5%	23.1%	56.3%	22.2%	19.0%	32.1%	43.4%	45.2%	33.3%	34.2%	14.3%	40.2%	19.0%	0.0%	53.8%
	100.0%	21.9%	75.3%	12.3%	9.6%	63.0%	6.8%	4.1%	12.3%	5.5%	5.5%	12.3%	31.5%	19.2%	26.0%	17.8%	2.7%	50.7%	15.1%	0.0%	9.6%
Less than once a year (1)	72	22	32	8	14	24	3	3	4	6	10	3	17	13	12	8	8	30	31	3	5
	36.7%	41.5%	25.2%	28.6%	56.0%	24.2%	27.3%	23.1%	25.0%	33.3%	47.6%	10.7%	32.1%	41.9%	21.1%	21.1%	57.1%	32.6%	53.4%	50.0%	38.5%
	100.0%	30.6%	44.4%	11.1%	19.4%	33.3%	4.2%	4.2%	5.6%	8.3%	13.9%	4.2%	23.6%	18.1%	16.7%	11.1%	11.1%	41.7%	43.1%	4.2%	6.9%
Mean	8.05	7.40	8.93	10.43	4.00	8.51	6.09	15.62	4.75	10.67	6.86	18.32	6.25	4.74	15.05	14.32	10.86	8.24	8.22	20.83	5.46
Std. Dev.	13.421	11.441	13.252	14.041	6.252	13.063	7.661	17.965	6.588	13.164	8.083	19.345	9.440	10.080	18.611	18.054	18.443	13.389	13.801	25.023	13.992
Std. Err.	0.959	1.572	1.176	2.653	1.250	1.313	2.310	4.983	1.647	3.103	1.764	3.656	1.297	1.810	2.465	2.929	4.929	1.396	1.812	10.216	3.881

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019191

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	517	126	347	66	60	281	24	26	27	44	60	80	139	92	153	80	43	252	141	10	38
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	24.4%	67.1%	12.8%	11.6%	54.4%	4.6%	5.0%	5.2%	8.5%	11.6%	15.5%	26.9%	17.8%	29.6%	15.5%	8.3%	48.7%	27.3%	1.9%	7.4%
No answer	77	21	43	8	13	35	2	3	4	6	6	8	22	8	18	11	11	35	17	2	7
	14.9%	16.7%	12.4%	12.1%	21.7%	12.5%	8.3%	11.5%	14.8%	13.6%	10.0%	10.0%	15.8%	8.7%	11.8%	13.8%	25.6%	13.9%	12.1%	20.0%	18.4%
	100.0%	27.3%	55.8%	10.4%	16.9%	45.5%	2.6%	3.9%	5.2%	7.8%	7.8%	10.4%	28.6%	10.4%	23.4%	14.3%	14.3%	45.5%	22.1%	2.6%	9.1%
Total answering	440	105	304	58	47	246	22	23	23	38	54	72	117	84	135	69	32	217	124	8	31
	85.1%	83.3%	87.6%	87.9%	78.3%	87.5%	91.7%	88.5%	85.2%	86.4%	90.0%	90.0%	84.2%	91.3%	88.2%	86.3%	74.4%	86.1%	87.9%	80.0%	81.6%
	100.0%	23.9%	69.1%	13.2%	10.7%	55.9%	5.0%	5.2%	5.2%	8.6%	12.3%	16.4%	26.6%	19.1%	30.7%	15.7%	7.3%	49.3%	28.2%	1.8%	7.0%
Discount Store (like Kmart, Walmart)																					
Once a week or more (52)	52	7	46	7	0	39	0	5	3	2	2	23	16	3	37	18	6	37	7	3	2
	11.8%	6.7%	15.1%	12.1%	0.0%	15.9%	0.0%	21.7%	13.0%	5.3%	3.7%	31.9%	13.7%	3.6%	27.4%	26.1%	18.8%	17.1%	5.6%	37.5%	6.5%
	100.0%	13.5%	88.5%	13.5%	0.0%	75.0%	0.0%	9.6%	5.8%	3.8%	3.8%	44.2%	30.8%	5.8%	71.2%	34.6%	11.5%	71.2%	13.5%	5.8%	3.8%
Once-twice a month (18)	100	18	83	14	4	69	6	8	4	13	7	23	36	14	44	18	2	62	22	1	2
	22.7%	17.1%	27.3%	24.1%	8.5%	28.0%	27.3%	34.8%	17.4%	34.2%	13.0%	31.9%	30.8%	16.7%	32.6%	26.1%	6.3%	28.6%	17.7%	12.5%	6.5%
	100.0%	18.0%	83.0%	14.0%	4.0%	69.0%	6.0%	8.0%	4.0%	13.0%	7.0%	23.0%	36.0%	14.0%	44.0%	18.0%	2.0%	62.0%	22.0%	1.0%	2.0%
Once or twice a year (2)	169	35	121	19	16	102	10	4	7	13	22	23	48	40	37	20	8	79	47	0	11
	38.4%	33.3%	39.8%	32.8%	34.0%	41.5%	45.5%	17.4%	30.4%	34.2%	40.7%	31.9%	41.0%	47.6%	27.4%	29.0%	25.0%	36.4%	37.9%	0.0%	35.5%
	100.0%	20.7%	71.6%	11.2%	9.5%	60.4%	5.9%	2.4%	4.1%	7.7%	13.0%	13.6%	28.4%	23.7%	21.9%	11.8%	4.7%	46.7%	27.8%	0.0%	6.5%
Less than once a year (1)	119	45	54	18	27	36	6	6	9	10	23	3	17	27	17	13	16	39	48	4	16
	27.0%	42.9%	17.8%	31.0%	57.4%	14.6%	27.3%	26.1%	39.1%	26.3%	42.6%	4.2%	14.5%	32.1%	12.6%	18.8%	50.0%	18.0%	38.7%	50.0%	51.6%
	100.0%	37.8%	45.4%	15.1%	22.7%	30.3%	5.0%	5.0%	7.6%	8.4%	19.3%	2.5%	14.3%	22.7%	14.3%	10.9%	13.4%	32.8%	40.3%	3.4%	13.4%
Mean	11.27	7.65	13.76	11.59	2.79	14.27	6.09	18.17	10.91	9.84	5.50	23.04	13.62	6.13	20.79	19.03	11.88	14.92	7.27	22.25	5.74
Std. Dev.	16.386	13.446	17.640	16.634	4.713	17.863	7.476	19.699	17.459	12.735	10.775	21.068	16.981	10.798	20.462	20.868	20.006	18.283	12.665	25.297	13.031
Std. Err.	0.781	1.312	1.012	2.184	0.687	1.139	1.594	4.108	3.640	2.066	1.466	2.483	1.570	1.178	1.761	2.512	3.537	1.241	1.137	8.944	2.340

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019192

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	585	201	344	87	114	257	33	35	47	68	74	72	140	93	147	92	64	256	167	16	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	34.4%	58.8%	14.9%	19.5%	43.9%	5.6%	6.0%	8.0%	11.6%	12.6%	12.3%	23.9%	15.9%	25.1%	15.7%	10.9%	43.8%	28.5%	2.7%	8.9%
No answer	78	22	46	12	10	34	3	6	3	6	9	10	17	9	24	13	13	28	20	5	7
	13.3%	10.9%	13.4%	13.8%	8.8%	13.2%	9.1%	17.1%	6.4%	8.8%	12.2%	13.9%	12.1%	9.7%	16.3%	14.1%	20.3%	10.9%	12.0%	31.3%	13.5%
	100.0%	28.2%	59.0%	15.4%	12.8%	43.6%	3.8%	7.7%	3.8%	7.7%	11.5%	12.8%	21.8%	11.5%	30.8%	16.7%	16.7%	35.9%	25.6%	6.4%	9.0%
Total answering	507	179	298	75	104	223	30	29	44	62	65	62	123	84	123	79	51	228	147	11	45
	86.7%	89.1%	86.6%	86.2%	91.2%	86.8%	90.9%	82.9%	93.6%	91.2%	87.8%	86.1%	87.9%	90.3%	83.7%	85.9%	79.7%	89.1%	88.0%	68.8%	86.5%
	100.0%	35.3%	58.8%	14.8%	20.5%	44.0%	5.9%	5.7%	8.7%	12.2%	12.8%	12.2%	24.3%	16.6%	24.3%	15.6%	10.1%	45.0%	29.0%	2.2%	8.9%
Drug Store																					
Once a week or more (52)	51	11	38	7	4	31	0	6	4	4	5	17	12	3	33	15	2	39	4	2	1
	10.1%	6.1%	12.8%	9.3%	3.8%	13.9%	0.0%	20.7%	9.1%	6.5%	7.7%	27.4%	9.8%	3.6%	26.8%	19.0%	3.9%	17.1%	2.7%	18.2%	2.2%
	100.0%	21.6%	74.5%	13.7%	7.8%	60.8%	0.0%	11.8%	7.8%	7.8%	9.8%	33.3%	23.5%	5.9%	64.7%	29.4%	3.9%	76.5%	7.8%	3.9%	2.0%
Once-twice a month (18)	109	33	83	19	14	64	8	10	10	15	12	21	41	17	39	23	3	64	26	1	5
	21.5%	18.4%	27.9%	25.3%	13.5%	28.7%	26.7%	34.5%	22.7%	24.2%	18.5%	33.9%	33.3%	20.2%	31.7%	29.1%	5.9%	28.1%	17.7%	9.1%	11.1%
	100.0%	30.3%	76.1%	17.4%	12.8%	58.7%	7.3%	9.2%	9.2%	13.8%	11.0%	19.3%	37.6%	15.6%	35.8%	21.1%	2.8%	58.7%	23.9%	0.9%	4.6%
Once or twice a year (2)	202	75	125	35	40	90	15	11	17	31	23	18	55	42	36	28	23	85	52	2	23
	39.8%	41.9%	41.9%	46.7%	38.5%	40.4%	50.0%	37.9%	38.6%	50.0%	35.4%	29.0%	44.7%	50.0%	29.3%	35.4%	45.1%	37.3%	35.4%	18.2%	51.1%
	100.0%	37.1%	61.9%	17.3%	19.8%	44.6%	7.4%	5.4%	8.4%	15.3%	11.4%	8.9%	27.2%	20.8%	17.8%	13.9%	11.4%	42.1%	25.7%	1.0%	11.4%
Less than once a year (1)	145	60	52	14	46	38	7	2	13	12	25	6	15	22	15	13	23	40	65	6	16
	28.6%	33.5%	17.4%	18.7%	44.2%	17.0%	23.3%	6.9%	29.5%	19.4%	38.5%	9.7%	12.2%	26.2%	12.2%	16.5%	45.1%	17.5%	44.2%	54.5%	35.6%
	100.0%	41.4%	35.9%	9.7%	31.7%	26.2%	4.8%	1.4%	9.0%	8.3%	17.2%	4.1%	10.3%	15.2%	10.3%	9.0%	15.9%	27.6%	44.8%	4.1%	11.0%
Mean	10.18	7.69	12.66	10.53	5.63	13.37	6.03	17.79	9.89	8.90	8.42	21.03	12.09	6.76	20.37	15.99	4.45	14.87	5.75	12.00	4.53
Std. Dev.	15.502	13.029	16.662	15.120	10.908	17.122	7.351	19.206	15.125	13.366	14.209	20.415	15.147	10.960	20.448	18.928	10.473	18.318	10.019	20.401	8.928
Std. Err.	0.688	0.974	0.965	1.746	1.070	1.147	1.342	3.567	2.280	1.697	1.762	2.593	1.366	1.196	1.844	2.130	1.467	1.213	0.826	6.151	1.331

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019193

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	681	337	293	105	232	188	46	39	76	119	113	56	117	98	138	139	148	141	346	25	79
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	43.0%	15.4%	34.1%	27.6%	6.8%	5.7%	11.2%	17.5%	16.6%	8.2%	17.2%	14.4%	20.3%	20.4%	21.7%	20.7%	50.8%	3.7%	11.6%
No answer	76	26	36	8	18	28	3	2	5	8	10	8	13	12	19	12	11	19	34	2	11
	11.2%	7.7%	12.3%	7.6%	7.8%	14.9%	6.5%	5.1%	6.6%	6.7%	8.8%	14.3%	11.1%	12.2%	13.8%	8.6%	7.4%	13.5%	9.8%	8.0%	13.9%
	100.0%	34.2%	47.4%	10.5%	23.7%	36.8%	3.9%	2.6%	6.6%	10.5%	13.2%	10.5%	17.1%	15.8%	25.0%	15.8%	14.5%	25.0%	44.7%	2.6%	14.5%
Total answering	605	311	257	97	214	160	43	37	71	111	103	48	104	86	119	127	137	122	312	23	68
	88.8%	92.3%	87.7%	92.4%	92.2%	85.1%	93.5%	94.9%	93.4%	93.3%	91.2%	85.7%	88.9%	87.8%	86.2%	91.4%	92.6%	86.5%	90.2%	92.0%	86.1%
	100.0%	51.4%	42.5%	16.0%	35.4%	26.4%	7.1%	6.1%	11.7%	18.3%	17.0%	7.9%	17.2%	14.2%	19.7%	21.0%	22.6%	20.2%	51.6%	3.8%	11.2%
Chain Tobacconist store (e.g., Tinder Box)																					
Once a week or more (52)	44	21	29	15	6	14	4	10	6	13	1	14	10	5	26	21	7	9	29	3	3
	7.3%	6.8%	11.3%	15.5%	2.8%	8.8%	9.3%	27.0%	8.5%	11.7%	1.0%	29.2%	9.6%	5.8%	21.8%	16.5%	5.1%	7.4%	9.3%	13.0%	4.4%
	100.0%	47.7%	65.9%	34.1%	13.6%	31.8%	9.1%	22.7%	13.6%	29.5%	2.3%	31.8%	22.7%	11.4%	59.1%	47.7%	15.9%	20.5%	65.9%	6.8%	6.8%
Once-twice a month (18)	140	89	67	28	61	39	12	10	22	37	22	9	33	17	22	38	35	19	88	5	8
	23.1%	28.6%	26.1%	28.9%	28.5%	24.4%	27.9%	27.0%	31.0%	33.3%	21.4%	18.8%	31.7%	19.8%	18.5%	29.9%	25.5%	15.6%	28.2%	21.7%	11.8%
	100.0%	63.6%	47.9%	20.0%	43.6%	27.9%	8.6%	7.1%	15.7%	26.4%	15.7%	6.4%	23.6%	12.1%	15.7%	27.1%	25.0%	13.6%	62.9%	3.6%	5.7%
Once or twice a year (2)	265	143	94	39	104	55	21	12	30	47	55	17	32	40	47	46	63	47	133	13	31
	43.8%	46.0%	36.6%	40.2%	48.6%	34.4%	48.8%	32.4%	42.3%	42.3%	53.4%	35.4%	30.8%	46.5%	39.5%	36.2%	46.0%	38.5%	42.6%	56.5%	45.6%
	100.0%	54.0%	35.5%	14.7%	39.2%	20.8%	7.9%	4.5%	11.3%	17.7%	20.8%	6.4%	12.1%	15.1%	17.7%	17.4%	23.8%	17.7%	50.2%	4.9%	11.7%
Less than once a year (1)	156	58	67	15	43	52	6	5	13	14	25	8	29	24	24	22	32	47	62	2	26
	25.8%	18.6%	26.1%	15.5%	20.1%	32.5%	14.0%	13.5%	18.3%	12.6%	24.3%	16.7%	27.9%	27.9%	20.2%	17.3%	23.4%	38.5%	19.9%	8.7%	38.2%
	100.0%	37.2%	42.9%	9.6%	27.6%	33.3%	3.8%	3.2%	8.3%	9.0%	16.0%	5.1%	18.6%	15.4%	15.4%	14.1%	20.5%	30.1%	39.7%	1.3%	16.7%
Mean	9.08	9.77	11.55	14.20	7.76	9.95	10.98	19.70	11.00	13.06	5.66	19.42	11.61	7.79	15.68	14.88	8.41	7.80	10.96	11.91	5.71
Std. Dev.	13.838	13.509	16.089	17.753	10.516	14.820	15.129	21.062	14.587	16.068	8.151	22.002	15.227	12.830	20.249	18.077	12.386	13.881	15.006	17.218	11.356
Std. Err.	0.563	0.766	1.004	1.803	0.719	1.172	2.307	3.463	1.731	1.525	0.803	3.176	1.493	1.384	1.856	1.604	1.058	1.257	0.850	3.590	1.377

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019194

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	244	154	75	44	110	31	18	17	34	65	40	11	36	29	47	62	80	30	111	35	25
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	63.1%	30.7%	18.0%	45.1%	12.7%	7.4%	7.0%	13.9%	26.6%	16.4%	4.5%	14.8%	11.9%	19.3%	25.4%	32.8%	12.3%	45.5%	14.3%	10.2%
No answer	43	25	15	8	17	7	1	3	4	5	6	1	7	4	8	7	9	8	16	3	5
	17.6%	16.2%	20.0%	18.2%	15.5%	22.6%	5.6%	17.6%	11.8%	7.7%	15.0%	9.1%	19.4%	13.8%	17.0%	11.3%	11.3%	26.7%	14.4%	8.6%	20.0%
	100.0%	58.1%	34.9%	18.6%	39.5%	16.3%	2.3%	7.0%	9.3%	11.6%	14.0%	2.3%	16.3%	9.3%	18.6%	16.3%	20.9%	18.6%	37.2%	7.0%	11.6%
Total answering	201	129	60	36	93	24	17	14	30	60	34	10	29	25	39	55	71	22	95	32	20
	82.4%	83.8%	80.0%	81.8%	84.5%	77.4%	94.4%	82.4%	88.2%	92.3%	85.0%	90.9%	80.6%	86.2%	83.0%	88.7%	88.8%	73.3%	85.6%	91.4%	80.0%
	100.0%	64.2%	29.9%	17.9%	46.3%	11.9%	8.5%	7.0%	14.9%	29.9%	16.9%	5.0%	14.4%	12.4%	19.4%	27.4%	35.3%	10.9%	47.3%	15.9%	10.0%
Cigar Bar																					
Once a week or more (52)	10	4	6	2	2	4	1	1	1	1	2	3	2	0	6	6	5	3	4	4	1
	5.0%	3.1%	10.0%	5.6%	2.2%	16.7%	5.9%	7.1%	3.3%	1.7%	5.9%	30.0%	6.9%	0.0%	15.4%	10.9%	7.0%	13.6%	4.2%	12.5%	5.0%
	100.0%	40.0%	60.0%	20.0%	20.0%	40.0%	10.0%	10.0%	10.0%	10.0%	20.0%	30.0%	20.0%	0.0%	60.0%	60.0%	50.0%	30.0%	40.0%	40.0%	10.0%
Once-twice a month (18)	50	38	17	13	25	4	5	7	8	24	7	3	12	4	13	18	14	6	24	10	2
	24.9%	29.5%	28.3%	36.1%	26.9%	16.7%	29.4%	50.0%	26.7%	40.0%	20.6%	30.0%	41.4%	16.0%	33.3%	32.7%	19.7%	27.3%	25.3%	31.3%	10.0%
	100.0%	76.0%	34.0%	26.0%	50.0%	8.0%	10.0%	14.0%	16.0%	48.0%	14.0%	6.0%	24.0%	8.0%	26.0%	36.0%	28.0%	12.0%	48.0%	20.0%	4.0%
Once or twice a year (2)	84	59	23	16	43	7	9	4	14	22	16	2	5	15	11	20	35	5	38	15	9
	41.8%	45.7%	38.3%	44.4%	46.2%	29.2%	52.9%	28.6%	46.7%	36.7%	47.1%	20.0%	17.2%	60.0%	28.2%	36.4%	49.3%	22.7%	40.0%	46.9%	45.0%
	100.0%	70.2%	27.4%	19.0%	51.2%	8.3%	10.7%	4.8%	16.7%	26.2%	19.0%	2.4%	6.0%	17.9%	13.1%	23.8%	41.7%	6.0%	45.2%	17.9%	10.7%
Less than once a year (1)	57	28	14	5	23	9	2	2	7	13	9	2	10	6	9	11	17	8	29	3	8
	28.4%	21.7%	23.3%	13.9%	24.7%	37.5%	11.8%	14.3%	23.3%	21.7%	26.5%	20.0%	34.5%	24.0%	23.1%	20.0%	23.9%	36.4%	30.5%	9.4%	40.0%
	100.0%	49.1%	24.6%	8.8%	40.4%	15.8%	3.5%	3.5%	12.3%	22.8%	15.8%	3.5%	17.5%	10.5%	15.8%	19.3%	29.8%	14.0%	50.9%	5.3%	14.0%
Mean	8.18	8.05	11.30	10.42	7.13	12.63	9.53	13.43	7.70	9.02	7.97	21.60	11.72	4.32	14.79	12.49	8.44	12.82	7.84	13.16	5.70
Std. Dev.	12.282	10.840	15.501	12.854	9.878	19.024	13.272	13.771	11.111	9.832	13.014	22.182	13.810	6.108	17.735	15.850	13.711	17.552	11.729	16.637	12.022
Std. Err.	0.866	0.954	2.001	2.142	1.024	3.883	3.219	3.681	2.029	1.269	2.232	7.015	2.564	1.222	2.840	2.137	1.627	3.742	1.203	2.941	2.688

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019195

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	221	132	88	44	88	44	22	15	28	55	43	11	38	37	35	40	58	41	94	28	26
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	59.7%	39.8%	19.9%	39.8%	19.9%	10.0%	6.8%	12.7%	24.9%	19.5%	5.0%	17.2%	16.7%	15.8%	18.1%	26.2%	18.6%	42.5%	12.7%	11.8%
No answer	42	21	19	9	12	10	3	3	3	7	6	4	7	7	7	7	10	10	13	5	8
	19.0%	15.9%	21.6%	20.5%	13.6%	22.7%	13.6%	20.0%	10.7%	12.7%	14.0%	36.4%	18.4%	18.9%	20.0%	17.5%	17.2%	24.4%	13.8%	17.9%	30.8%
	100.0%	50.0%	45.2%	21.4%	28.6%	23.8%	7.1%	7.1%	7.1%	16.7%	14.3%	9.5%	16.7%	16.7%	16.7%	16.7%	23.8%	23.8%	31.0%	11.9%	19.0%
Total answering	179	111	69	35	76	34	19	12	25	48	37	7	31	30	28	33	48	31	81	23	18
	81.0%	84.1%	78.4%	79.5%	86.4%	77.3%	86.4%	80.0%	89.3%	87.3%	86.0%	63.6%	81.6%	81.1%	80.0%	82.5%	82.8%	75.6%	86.2%	82.1%	69.2%
	100.0%	62.0%	38.5%	19.6%	42.5%	19.0%	10.6%	6.7%	14.0%	26.8%	20.7%	3.9%	17.3%	16.8%	15.6%	18.4%	26.8%	17.3%	45.3%	12.8%	10.1%
Another bar that allows cigar smoking (not a cigar bar)																					
Once a week or more (52)	8	4	6	3	1	3	1	2	1	4	0	2	4	0	4	3	0	3	3	4	1
	4.5%	3.6%	8.7%	8.6%	1.3%	8.8%	5.3%	16.7%	4.0%	8.3%	0.0%	28.6%	12.9%	0.0%	14.3%	9.1%	0.0%	9.7%	3.7%	17.4%	5.6%
	100.0%	50.0%	75.0%	37.5%	12.5%	37.5%	12.5%	25.0%	12.5%	50.0%	0.0%	25.0%	50.0%	0.0%	50.0%	37.5%	0.0%	37.5%	37.5%	50.0%	12.5%
Once-twice a month (18)	36	22	15	6	16	9	2	3	8	9	10	1	8	7	7	8	10	6	15	7	2
	20.1%	19.8%	21.7%	17.1%	21.1%	26.5%	10.5%	25.0%	32.0%	18.8%	27.0%	14.3%	25.8%	23.3%	25.0%	24.2%	20.8%	19.4%	18.5%	30.4%	11.1%
	100.0%	61.1%	41.7%	16.7%	44.4%	25.0%	5.6%	8.3%	22.2%	25.0%	27.8%	2.8%	22.2%	19.4%	19.4%	22.2%	27.8%	16.7%	41.7%	19.4%	5.6%
Once or twice a year (2)	74	51	30	19	32	11	11	5	9	21	20	3	9	12	10	13	21	11	37	5	7
	41.3%	45.9%	43.5%	54.3%	42.1%	32.4%	57.9%	41.7%	36.0%	43.8%	54.1%	42.9%	29.0%	40.0%	35.7%	39.4%	43.8%	35.5%	45.7%	21.7%	38.9%
	100.0%	68.9%	40.5%	25.7%	43.2%	14.9%	14.9%	6.8%	12.2%	28.4%	27.0%	4.1%	12.2%	16.2%	13.5%	17.6%	28.4%	14.9%	50.0%	6.8%	9.5%
Less than once a year (1)	61	34	18	7	27	11	5	2	7	14	7	1	10	11	7	9	17	11	26	7	8
	34.1%	30.6%	26.1%	20.0%	35.5%	32.4%	26.3%	16.7%	28.0%	29.2%	18.9%	14.3%	32.3%	36.7%	25.0%	27.3%	35.4%	35.5%	32.1%	30.4%	44.4%
	100.0%	55.7%	29.5%	11.5%	44.3%	18.0%	8.2%	3.3%	11.5%	23.0%	11.5%	1.6%	16.4%	18.0%	11.5%	14.8%	27.9%	18.0%	42.6%	11.5%	13.1%
Mean	7.11	6.67	9.57	8.83	5.67	10.32	6.05	14.17	8.84	8.88	6.14	18.43	12.26	5.37	12.89	10.15	4.98	9.58	6.49	15.26	6.11
Std. Dev.	11.756	10.975	14.807	14.764	8.640	15.035	12.259	19.054	11.877	14.622	7.330	23.691	17.123	7.103	17.719	15.170	6.765	15.562	11.029	18.774	12.639
Std. Err.	0.879	1.042	1.783	2.496	0.991	2.578	2.812	5.500	2.375	2.111	1.205	8.955	3.075	1.297	3.349	2.641	0.976	2.795	1.225	3.915	2.979

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019196

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)				MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	495	134	311	58	76	253	21	26	28	52	59	70	127	93	132	68	48	239	124	10	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	27.1%	62.8%	11.7%	15.4%	51.1%	4.2%	5.3%	5.7%	10.5%	11.9%	14.1%	25.7%	18.8%	26.7%	13.7%	9.7%	48.3%	25.1%	2.0%	5.7%
No answer	68	17	39	9	8	30	2	3	5	6	6	13	21	6	24	13	12	31	11	5	7
	13.7%	12.7%	12.5%	15.5%	10.5%	11.9%	9.5%	11.5%	17.9%	11.5%	10.2%	18.6%	16.5%	6.5%	18.2%	19.1%	25.0%	13.0%	8.9%	50.0%	25.0%
	100.0%	25.0%	57.4%	13.2%	11.8%	44.1%	2.9%	4.4%	7.4%	8.8%	8.8%	19.1%	30.9%	8.8%	35.3%	19.1%	17.6%	45.6%	16.2%	7.4%	10.3%
Total answering	427	117	272	49	68	223	19	23	23	46	53	57	106	87	108	55	36	208	113	5	21
	86.3%	87.3%	87.5%	84.5%	89.5%	88.1%	90.5%	88.5%	82.1%	88.5%	89.8%	81.4%	83.5%	93.5%	81.8%	80.9%	75.0%	87.0%	91.1%	50.0%	75.0%
	100.0%	27.4%	63.7%	11.5%	15.9%	52.2%	4.4%	5.4%	5.4%	10.8%	12.4%	13.3%	24.8%	20.4%	25.3%	12.9%	8.4%	48.7%	26.5%	1.2%	4.9%
Convenience Store																					
Once a week or more (52)	75	11	64	6	5	58	1	4	2	8	3	30	21	4	50	20	4	49	11	0	2
	17.6%	9.4%	23.5%	12.2%	7.4%	26.0%	5.3%	17.4%	8.7%	17.4%	5.7%	52.6%	19.8%	4.6%	46.3%	36.4%	11.1%	23.6%	9.7%	0.0%	9.5%
	100.0%	14.7%	85.3%	8.0%	6.7%	77.3%	1.3%	5.3%	2.7%	10.7%	4.0%	40.0%	28.0%	5.3%	66.7%	26.7%	5.3%	65.3%	14.7%	0.0%	2.7%
Once-twice a month (18)	113	23	88	13	10	75	3	9	6	11	10	16	39	23	29	13	5	68	17	1	3
	26.5%	19.7%	32.4%	26.5%	14.7%	33.6%	15.8%	39.1%	26.1%	23.9%	18.9%	28.1%	36.8%	26.4%	26.9%	23.6%	13.9%	32.7%	15.0%	20.0%	14.3%
	100.0%	20.4%	77.9%	11.5%	8.8%	66.4%	2.7%	8.0%	5.3%	9.7%	8.8%	14.2%	34.5%	20.4%	25.7%	11.5%	4.4%	60.2%	15.0%	0.9%	2.7%
Once or twice a year (2)	127	41	82	22	19	60	12	7	6	18	21	9	31	37	17	13	13	51	45	1	8
	29.7%	35.0%	30.1%	44.9%	27.9%	26.9%	63.2%	30.4%	26.1%	39.1%	39.6%	15.8%	29.2%	42.5%	15.7%	23.6%	36.1%	24.5%	39.8%	20.0%	38.1%
	100.0%	32.3%	64.6%	17.3%	15.0%	47.2%	9.4%	5.5%	4.7%	14.2%	16.5%	7.1%	24.4%	29.1%	13.4%	10.2%	10.2%	40.2%	35.4%	0.8%	6.3%
Less than once a year (1)	112	42	38	8	34	30	3	3	9	9	19	2	15	23	12	9	14	40	40	3	8
	26.2%	35.9%	14.0%	16.3%	50.0%	13.5%	15.8%	13.0%	39.1%	19.6%	35.8%	3.5%	14.2%	26.4%	11.1%	16.4%	38.9%	19.2%	35.4%	60.0%	38.1%
	100.0%	37.5%	33.9%	7.1%	30.4%	26.8%	2.7%	2.7%	8.0%	8.0%	17.0%	1.8%	13.4%	20.5%	10.7%	8.0%	12.5%	35.7%	35.7%	2.7%	7.1%
Mean	14.75	9.49	18.80	12.20	7.53	20.25	7.00	16.83	10.13	14.33	7.49	32.77	17.65	8.26	29.33	23.80	9.39	18.82	8.92	4.60	8.67
Std. Dev.	18.581	15.220	19.757	16.604	13.937	20.129	12.463	18.155	15.113	18.759	12.771	21.181	18.653	12.055	21.992	22.443	16.326	19.796	15.376	7.503	15.561
Std. Err.	0.899	1.407	1.198	2.372	1.690	1.348	2.859	3.786	3.151	2.766	1.754	2.806	1.812	1.292	2.116	3.026	2.721	1.373	1.446	3.356	3.396

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019197

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	180	95	79	33	62	46	12	13	21	31	25	15	30	25	36	34	39	45	70	8	22
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	52.8%	43.9%	18.3%	34.4%	25.6%	6.7%	7.2%	11.7%	17.2%	13.9%	8.3%	16.7%	13.9%	20.0%	18.9%	21.7%	25.0%	38.9%	4.4%	12.2%
No answer	38	17	17	7	10	10	3	1	4	4	4	2	5	6	9	7	12	11	11	4	4
	21.1%	17.9%	21.5%	21.2%	16.1%	21.7%	25.0%	7.7%	19.0%	12.9%	16.0%	13.3%	16.7%	24.0%	25.0%	20.6%	30.8%	24.4%	15.7%	50.0%	18.2%
	100.0%	44.7%	44.7%	18.4%	26.3%	26.3%	7.9%	2.6%	10.5%	10.5%	10.5%	5.3%	13.2%	15.8%	23.7%	18.4%	31.6%	28.9%	28.9%	10.5%	10.5%
Total answering	142	78	62	26	52	36	9	12	17	27	21	13	25	19	27	27	27	34	59	4	18
	78.9%	82.1%	78.5%	78.8%	83.9%	78.3%	75.0%	92.3%	81.0%	87.1%	84.0%	86.7%	83.3%	76.0%	75.0%	79.4%	69.2%	75.6%	84.3%	50.0%	81.8%
	100.0%	54.9%	43.7%	18.3%	36.6%	25.4%	6.3%	8.5%	12.0%	19.0%	14.8%	9.2%	17.6%	13.4%	19.0%	19.0%	19.0%	23.9%	41.5%	2.8%	12.7%
Duty-Free Store																					
Once a week or more (52)	7	4	4	2	2	2	0	1	1	1	0	2	1	0	2	0	1	3	1	1	0
	4.9%	5.1%	6.5%	7.7%	3.8%	5.6%	0.0%	8.3%	5.9%	3.7%	0.0%	15.4%	4.0%	0.0%	7.4%	0.0%	3.7%	8.8%	1.7%	25.0%	0.0%
	100.0%	57.1%	57.1%	28.6%	28.6%	28.6%	0.0%	14.3%	14.3%	14.3%	0.0%	28.6%	14.3%	0.0%	28.6%	0.0%	14.3%	42.9%	14.3%	14.3%	0.0%
Once-twice a month (18)	10	5	10	5	0	5	2	3	0	3	2	2	1	5	2	0	1	4	2	0	0
	7.0%	6.4%	16.1%	19.2%	0.0%	13.9%	22.2%	25.0%	0.0%	11.1%	9.5%	15.4%	4.0%	26.3%	7.4%	0.0%	3.7%	11.8%	3.4%	0.0%	0.0%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	20.0%	30.0%	0.0%	30.0%	20.0%	20.0%	10.0%	50.0%	20.0%	0.0%	10.0%	40.0%	20.0%	0.0%	0.0%
Once or twice a year (2)	48	25	22	9	16	13	3	3	6	7	7	3	9	5	8	8	9	9	23	1	4
	33.8%	32.1%	35.5%	34.6%	30.8%	36.1%	33.3%	25.0%	35.3%	25.9%	33.3%	23.1%	36.0%	26.3%	29.6%	29.6%	33.3%	26.5%	39.0%	25.0%	22.2%
	100.0%	52.1%	45.8%	18.8%	33.3%	27.1%	6.3%	6.3%	12.5%	14.6%	14.6%	6.3%	18.8%	10.4%	16.7%	16.7%	18.8%	18.8%	47.9%	2.1%	8.3%
Less than once a year (1)	77	44	26	10	34	16	4	5	10	16	12	6	14	9	15	19	16	18	33	2	14
	54.2%	56.4%	41.9%	38.5%	65.4%	44.4%	44.4%	41.7%	58.8%	59.3%	57.1%	46.2%	56.0%	47.4%	55.6%	70.4%	59.3%	52.9%	55.9%	50.0%	77.8%
	100.0%	57.1%	33.8%	13.0%	44.2%	20.8%	5.2%	6.5%	13.0%	20.8%	15.6%	7.8%	18.2%	11.7%	19.5%	24.7%	20.8%	23.4%	42.9%	2.6%	18.2%
Mean	5.05	5.03	7.39	8.54	3.27	6.56	5.11	9.75	4.35	5.04	2.95	11.69	4.08	5.74	6.33	1.30	3.85	7.76	2.83	14.00	1.22
Std. Dev.	11.552	11.738	13.298	14.392	9.852	12.591	7.322	15.232	12.288	10.804	5.025	18.923	10.531	7.541	13.895	0.465	10.152	14.987	7.197	25.338	0.428
Std. Err.	0.969	1.329	1.689	2.823	1.366	2.099	2.441	4.397	2.980	2.079	1.096	5.248	2.106	1.730	2.674	0.090	1.954	2.570	0.937	12.669	0.101

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019198

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	475	113	319	56	57	263	21	24	24	39	53	67	124	91	126	63	50	246	109	14	27
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	23.8%	67.2%	11.8%	12.0%	55.4%	4.4%	5.1%	5.1%	8.2%	11.2%	14.1%	26.1%	19.2%	26.5%	13.3%	10.5%	51.8%	22.9%	2.9%	5.7%
No answer	72	17	42	7	10	35	2	3	3	5	6	12	15	8	26	12	12	33	13	4	3
	15.2%	15.0%	13.2%	12.5%	17.5%	13.3%	9.5%	12.5%	12.5%	12.8%	11.3%	17.9%	12.1%	8.8%	20.6%	19.0%	24.0%	13.4%	11.9%	28.6%	11.1%
	100.0%	23.6%	58.3%	9.7%	13.9%	48.6%	2.8%	4.2%	4.2%	6.9%	8.3%	16.7%	20.8%	11.1%	36.1%	16.7%	16.7%	45.8%	18.1%	5.6%	4.2%
Total answering	403	96	277	49	47	228	19	21	21	34	47	55	109	83	100	51	38	213	96	10	24
	84.8%	85.0%	86.8%	87.5%	82.5%	86.7%	90.5%	87.5%	87.5%	87.2%	88.7%	82.1%	87.9%	91.2%	79.4%	81.0%	76.0%	86.6%	88.1%	71.4%	88.9%
	100.0%	23.8%	68.7%	12.2%	11.7%	56.6%	4.7%	5.2%	5.2%	8.4%	11.7%	13.6%	27.0%	20.6%	24.8%	12.7%	9.4%	52.9%	23.8%	2.5%	6.0%
Grocery Store																					
Once a week or more (52)	51	5	43	5	0	38	3	2	3	1	1	22	16	2	34	17	4	33	6	3	2
	12.7%	5.2%	15.5%	10.2%	0.0%	16.7%	15.8%	9.5%	14.3%	2.9%	2.1%	40.0%	14.7%	2.4%	34.0%	33.3%	10.5%	15.5%	6.3%	30.0%	8.3%
	100.0%	9.8%	84.3%	9.8%	0.0%	74.5%	5.9%	3.9%	5.9%	2.0%	2.0%	43.1%	31.4%	3.9%	66.7%	33.3%	7.8%	64.7%	11.8%	5.9%	3.9%
Once-twice a month (18)	109	18	88	12	6	76	3	9	8	6	14	18	38	21	36	15	3	78	14	1	2
	27.0%	18.8%	31.8%	24.5%	12.8%	33.3%	15.8%	42.9%	38.1%	17.6%	29.8%	32.7%	34.9%	25.3%	36.0%	29.4%	7.9%	36.6%	14.6%	10.0%	8.3%
	100.0%	16.5%	80.7%	11.0%	5.5%	69.7%	2.8%	8.3%	7.3%	5.5%	12.8%	16.5%	34.9%	19.3%	33.0%	13.8%	2.8%	71.6%	12.8%	0.9%	1.8%
Once or twice a year (2)	138	42	95	23	19	72	12	5	4	17	18	13	37	40	20	7	14	73	33	5	10
	34.2%	43.8%	34.3%	46.9%	40.4%	31.6%	63.2%	23.8%	19.0%	50.0%	38.3%	23.6%	33.9%	48.2%	20.0%	13.7%	36.8%	34.3%	34.4%	50.0%	41.7%
	100.0%	30.4%	68.8%	16.7%	13.8%	52.2%	8.7%	3.6%	2.9%	12.3%	13.0%	9.4%	26.8%	29.0%	14.5%	5.1%	10.1%	52.9%	23.9%	3.6%	7.2%
Less than once a year (1)	105	31	51	9	22	42	1	5	6	10	14	2	18	20	10	12	17	29	43	1	10
	26.1%	32.3%	18.4%	18.4%	46.8%	18.4%	5.3%	23.8%	28.6%	29.4%	29.8%	3.6%	16.5%	24.1%	10.0%	23.5%	44.7%	13.6%	44.8%	10.0%	41.7%
	100.0%	29.5%	48.6%	8.6%	21.0%	40.0%	1.0%	4.8%	5.7%	9.5%	13.3%	1.9%	17.1%	19.0%	9.5%	11.4%	16.2%	27.6%	41.0%	1.0%	9.5%
Mean	12.39	7.28	14.66	10.84	3.57	15.48	12.37	13.38	14.95	6.00	7.53	27.20	14.75	7.01	24.66	23.14	8.08	15.47	7.01	18.50	7.08
Std. Dev.	16.689	12.338	17.619	15.649	5.598	17.939	18.599	15.148	17.365	10.302	10.065	21.380	17.219	10.067	20.811	21.710	15.923	17.355	13.065	23.651	14.599
Std. Err.	0.831	1.259	1.059	2.236	0.817	1.188	4.267	3.305	3.789	1.767	1.468	2.883	1.649	1.105	2.081	3.040	2.583	1.189	1.333	7.479	2.980

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019199

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMIUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	404	159	188	49	110	139	17	20	26	60	68	32	73	65	66	56	82	100	140	17	32
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.4%	46.5%	12.1%	27.2%	34.4%	4.2%	5.0%	6.4%	14.9%	16.8%	7.9%	18.1%	16.1%	16.3%	13.9%	20.3%	24.8%	34.7%	4.2%	7.9%
No answer	65	27	31	11	16	20	4	5	4	9	9	5	15	10	15	10	14	15	25	2	6
	16.1%	17.0%	16.5%	22.4%	14.5%	14.4%	23.5%	25.0%	15.4%	15.0%	13.2%	15.6%	20.5%	15.4%	22.7%	17.9%	17.1%	15.0%	17.9%	11.8%	18.8%
	100.0%	41.5%	47.7%	16.9%	24.6%	30.8%	6.2%	7.7%	6.2%	13.8%	13.8%	7.7%	23.1%	15.4%	23.1%	15.4%	21.5%	23.1%	38.5%	3.1%	9.2%
Total answering	339	132	157	38	94	119	13	15	22	51	59	27	58	55	51	46	68	85	115	15	26
	83.9%	83.0%	83.5%	77.6%	85.5%	85.6%	76.5%	75.0%	84.6%	85.0%	86.8%	84.4%	79.5%	84.6%	77.3%	82.1%	82.9%	85.0%	82.1%	88.2%	81.3%
	100.0%	38.9%	46.3%	11.2%	27.7%	35.1%	3.8%	4.4%	6.5%	15.0%	17.4%	8.0%	17.1%	16.2%	15.0%	13.6%	20.1%	25.1%	33.9%	4.4%	7.7%
Liquor Store																					
Once a week or more (52)	31	8	22	5	3	17	0	2	1	5	4	10	6	5	14	10	3	8	4	2	1
	9.1%	6.1%	14.0%	13.2%	3.2%	14.3%	0.0%	13.3%	4.5%	9.8%	6.8%	37.0%	10.3%	9.1%	27.5%	21.7%	4.4%	9.4%	3.5%	13.3%	3.8%
	100.0%	25.8%	71.0%	16.1%	9.7%	54.8%	0.0%	6.5%	3.2%	16.1%	12.9%	32.3%	19.4%	16.1%	45.2%	32.3%	9.7%	25.8%	12.9%	6.5%	3.2%
Once-twice a month (18)	76	30	45	11	19	34	4	4	8	16	9	7	20	8	16	13	13	22	22	4	3
	22.4%	22.7%	28.7%	28.9%	20.2%	28.6%	30.8%	26.7%	36.4%	31.4%	15.3%	25.9%	34.5%	14.5%	31.4%	28.3%	19.1%	25.9%	19.1%	26.7%	11.5%
	100.0%	39.5%	59.2%	14.5%	25.0%	44.7%	5.3%	5.3%	10.5%	21.1%	11.8%	9.2%	26.3%	10.5%	21.1%	17.1%	17.1%	28.9%	28.9%	5.3%	3.9%
Once or twice a year (2)	139	55	61	14	41	47	7	5	6	17	31	10	17	31	16	13	28	34	45	6	15
	41.0%	41.7%	38.9%	36.8%	43.6%	39.5%	53.8%	33.3%	27.3%	33.3%	52.5%	37.0%	29.3%	56.4%	31.4%	28.3%	41.2%	40.0%	39.1%	40.0%	57.7%
	100.0%	39.6%	43.9%	10.1%	29.5%	33.8%	5.0%	3.6%	4.3%	12.2%	22.3%	7.2%	12.2%	22.3%	11.5%	9.4%	20.1%	24.5%	32.4%	4.3%	10.8%
Less than once a year (1)	93	39	29	8	31	21	2	4	7	13	15	0	15	11	5	10	24	21	44	3	7
	27.4%	29.5%	18.5%	21.1%	33.0%	17.6%	15.4%	26.7%	31.8%	25.5%	25.4%	0.0%	25.9%	20.0%	9.8%	21.7%	35.3%	24.7%	38.3%	20.0%	26.9%
	100.0%	41.9%	31.2%	8.6%	33.3%	22.6%	2.2%	4.3%	7.5%	14.0%	16.1%	0.0%	16.1%	11.8%	5.4%	10.8%	25.8%	22.6%	47.3%	3.2%	7.5%
Mean	9.88	8.37	13.41	13.00	6.50	13.54	6.77	12.67	9.77	11.67	7.58	24.67	12.43	8.67	20.65	17.17	6.91	10.60	6.42	12.73	5.50
Std. Dev.	14.992	13.065	17.194	17.026	10.621	17.316	7.801	17.569	12.394	15.390	13.445	22.292	15.573	14.975	20.673	19.859	11.725	15.184	10.855	17.523	10.875
Std. Err.	0.814	1.137	1.372	2.762	1.096	1.587	2.164	4.536	2.642	2.155	1.750	4.290	2.045	2.019	2.895	2.928	1.422	1.647	1.012	4.525	2.133

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019200

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	70	42	25	13	29	12	4	6	11	16	8	5	13	8	14	17	15	13	22	3	24
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	60.0%	35.7%	18.6%	41.4%	17.1%	5.7%	8.6%	15.7%	22.9%	11.4%	7.1%	18.6%	11.4%	20.0%	24.3%	21.4%	18.6%	31.4%	4.3%	34.3%
No answer	26	12	11	5	7	6	1	2	3	3	2	2	5	2	5	3	6	4	6	2	7
	37.1%	28.6%	44.0%	38.5%	24.1%	50.0%	25.0%	33.3%	27.3%	18.8%	25.0%	40.0%	38.5%	25.0%	35.7%	17.6%	40.0%	30.8%	27.3%	66.7%	29.2%
	100.0%	46.2%	42.3%	19.2%	26.9%	23.1%	3.8%	7.7%	11.5%	11.5%	7.7%	7.7%	19.2%	7.7%	19.2%	11.5%	23.1%	15.4%	23.1%	7.7%	26.9%
Total answering	44	30	14	8	22	6	3	4	8	13	6	3	8	6	9	14	9	9	16	1	17
	62.9%	71.4%	56.0%	61.5%	75.9%	50.0%	75.0%	66.7%	72.7%	81.3%	75.0%	60.0%	61.5%	75.0%	64.3%	82.4%	60.0%	69.2%	72.7%	33.3%	70.8%
	100.0%	68.2%	31.8%	18.2%	50.0%	13.6%	6.8%	9.1%	18.2%	29.5%	13.6%	6.8%	18.2%	13.6%	20.5%	31.8%	20.5%	20.5%	36.4%	2.3%	38.6%
Internet Site																					
Once a week or more (52)	1	0	1	0	0	1	0	0	0	0	0	1	0	0	1	1	0	1	1	1	1
	2.3%	0.0%	7.1%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	11.1%	7.1%	0.0%	11.1%	6.3%	100.0%	5.9%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Once-twice a month (18)	12	11	4	4	7	0	1	2	2	5	2	0	1	3	3	3	5	1	3	0	6
	27.3%	36.7%	28.6%	50.0%	31.8%	0.0%	33.3%	50.0%	25.0%	38.5%	33.3%	0.0%	12.5%	50.0%	33.3%	21.4%	55.6%	11.1%	18.8%	0.0%	35.3%
	100.0%	91.7%	33.3%	33.3%	58.3%	0.0%	8.3%	16.7%	16.7%	41.7%	16.7%	0.0%	8.3%	25.0%	25.0%	25.0%	41.7%	8.3%	25.0%	0.0%	50.0%
Once or twice a year (2)	15	12	4	3	9	1	2	1	4	4	2	1	2	2	3	6	1	2	6	0	6
	34.1%	40.0%	28.6%	37.5%	40.9%	16.7%	66.7%	25.0%	50.0%	30.8%	33.3%	33.3%	25.0%	33.3%	33.3%	42.9%	11.1%	22.2%	37.5%	0.0%	35.3%
	100.0%	80.0%	26.7%	20.0%	60.0%	6.7%	13.3%	6.7%	26.7%	26.7%	13.3%	6.7%	13.3%	13.3%	20.0%	40.0%	6.7%	13.3%	40.0%	0.0%	40.0%
Less than once a year (1)	16	7	5	1	6	4	0	1	2	4	2	1	5	1	2	4	3	5	6	0	4
	36.4%	23.3%	35.7%	12.5%	27.3%	66.7%	0.0%	25.0%	25.0%	30.8%	33.3%	33.3%	62.5%	16.7%	22.2%	28.6%	33.3%	55.6%	37.5%	0.0%	23.5%
	100.0%	43.8%	31.3%	6.3%	37.5%	25.0%	0.0%	6.3%	12.5%	25.0%	12.5%	6.3%	31.3%	6.3%	12.5%	25.0%	18.8%	31.3%	37.5%	0.0%	25.0%
Mean	7.14	7.63	9.79	9.88	6.82	9.67	7.33	9.75	5.75	7.85	7.00	18.33	3.38	9.83	12.67	8.71	10.56	8.78	7.75	52.00	10.35
Std. Dev.	10.147	8.032	14.359	8.692	7.829	20.743	9.238	9.535	7.573	8.365	8.532	29.160	5.927	8.954	16.756	14.253	8.833	17.130	13.528	0.000	13.355
Std. Err.	1.530	1.466	3.838	3.073	1.669	8.468	5.333	4.768	2.678	2.320	3.483	16.836	2.095	3.655	5.585	3.809	2.944	5.710	3.382	0.000	3.239

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019201

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	644	339	252	102	237	150	42	37	64	132	132	42	93	90	119	129	154	112	363	24	74
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	52.6%	39.1%	15.8%	36.8%	23.3%	6.5%	5.7%	9.9%	20.5%	20.5%	6.5%	14.4%	14.0%	18.5%	20.0%	23.9%	17.4%	56.4%	3.7%	11.5%
No answer	79	30	31	9	21	22	2	4	5	10	17	4	15	13	18	16	18	15	39	3	14
	12.3%	8.8%	12.3%	8.8%	8.9%	14.7%	4.8%	10.8%	7.8%	7.6%	12.9%	9.5%	16.1%	14.4%	15.1%	12.4%	11.7%	13.4%	10.7%	12.5%	18.9%
	100.0%	38.0%	39.2%	11.4%	26.6%	27.8%	2.5%	5.1%	6.3%	12.7%	21.5%	5.1%	19.0%	16.5%	22.8%	20.3%	22.8%	19.0%	49.4%	3.8%	17.7%
Total answering	565	309	221	93	216	128	40	33	59	122	115	38	78	77	101	113	136	97	324	21	60
	87.7%	91.2%	87.7%	91.2%	91.1%	85.3%	95.2%	89.2%	92.2%	92.4%	87.1%	90.5%	83.9%	85.6%	84.9%	87.6%	88.3%	86.6%	89.3%	87.5%	81.1%
	100.0%	54.7%	39.1%	16.5%	38.2%	22.7%	7.1%	5.8%	10.4%	21.6%	20.4%	6.7%	13.8%	13.6%	17.9%	20.0%	24.1%	17.2%	57.3%	3.7%	10.6%
Local Tobacconist/Independent Smoke Shop																					
Once a week or more (52)	75	42	40	16	26	24	9	4	13	26	7	12	15	6	33	42	17	8	59	3	2
	13.3%	13.6%	18.1%	17.2%	12.0%	18.8%	22.5%	12.1%	22.0%	21.3%	6.1%	31.6%	19.2%	7.8%	32.7%	37.2%	12.5%	8.2%	18.2%	14.3%	3.3%
	100.0%	56.0%	53.3%	21.3%	34.7%	32.0%	12.0%	5.3%	17.3%	34.7%	9.3%	16.0%	20.0%	8.0%	44.0%	56.0%	22.7%	10.7%	78.7%	4.0%	2.7%
Once-twice a month (18)	198	129	88	45	84	43	19	18	27	59	49	14	36	34	37	39	41	29	128	7	18
	35.0%	41.7%	39.8%	48.4%	38.9%	33.6%	47.5%	54.5%	45.8%	48.4%	42.6%	36.8%	46.2%	44.2%	36.6%	34.5%	30.1%	29.9%	39.5%	33.3%	30.0%
	100.0%	65.2%	44.4%	22.7%	42.4%	21.7%	9.6%	9.1%	13.6%	29.8%	24.7%	7.1%	18.2%	17.2%	18.7%	19.7%	20.7%	14.6%	64.6%	3.5%	9.1%
Once or twice a year (2)	199	107	59	22	85	37	9	8	16	30	48	10	14	24	25	25	49	29	104	8	29
	35.2%	34.6%	26.7%	23.7%	39.4%	28.9%	22.5%	24.2%	27.1%	24.6%	41.7%	26.3%	17.9%	31.2%	24.8%	22.1%	36.0%	29.9%	32.1%	38.1%	48.3%
	100.0%	53.8%	29.6%	11.1%	42.7%	18.6%	4.5%	4.0%	8.0%	15.1%	24.1%	5.0%	7.0%	12.1%	12.6%	12.6%	24.6%	14.6%	52.3%	4.0%	14.6%
Less than once a year (1)	93	31	34	10	21	24	3	3	3	7	11	2	13	13	6	7	29	31	33	3	11
	16.5%	10.0%	15.4%	10.8%	9.7%	18.8%	7.5%	9.1%	5.1%	5.7%	9.6%	5.3%	16.7%	16.9%	5.9%	6.2%	21.3%	32.0%	10.2%	14.3%	18.3%
	100.0%	33.3%	36.6%	10.8%	22.6%	25.8%	3.2%	3.2%	3.2%	7.5%	11.8%	2.2%	14.0%	14.0%	6.5%	7.5%	31.2%	33.3%	35.5%	3.2%	11.8%
Mean	14.08	15.38	17.27	18.24	14.14	16.56	20.77	16.70	20.29	20.34	11.77	23.63	18.83	12.79	24.14	26.04	12.86	10.59	17.32	14.33	8.28
Std. Dev.	16.622	16.394	17.971	17.135	15.947	18.590	18.444	15.292	18.421	17.975	12.940	20.668	17.884	13.931	20.610	21.057	16.552	14.542	17.963	17.465	11.085
Std. Err.	0.699	0.933	1.209	1.777	1.085	1.643	2.916	2.662	2.398	1.627	1.207	3.353	2.025	1.588	2.051	1.981	1.419	1.477	0.998	3.811	1.431

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019202

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	331	187	132	59	128	73	26	17	58	70	42	33	50	40	86	82	48	70	107	9	106
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	56.5%	39.9%	17.8%	38.7%	22.1%	7.9%	5.1%	17.5%	21.1%	12.7%	10.0%	15.1%	12.1%	26.0%	24.8%	14.5%	21.1%	32.3%	2.7%	32.0%
No answer	48	25	18	7	18	11	1	2	4	6	6	3	6	8	8	7	11	11	11	3	14
	14.5%	13.4%	13.6%	11.9%	14.1%	15.1%	3.8%	11.8%	6.9%	8.6%	14.3%	9.1%	12.0%	20.0%	9.3%	8.5%	22.9%	15.7%	10.3%	33.3%	13.2%
	100.0%	52.1%	37.5%	14.6%	37.5%	22.9%	2.1%	4.2%	8.3%	12.5%	12.5%	6.3%	12.5%	16.7%	16.7%	14.6%	22.9%	22.9%	22.9%	6.3%	29.2%
Total answering	283	162	114	52	110	62	25	15	54	64	36	30	44	32	78	75	37	59	96	6	92
	85.5%	86.6%	86.4%	88.1%	85.9%	84.9%	96.2%	88.2%	93.1%	91.4%	85.7%	90.9%	88.0%	80.0%	90.7%	91.5%	77.1%	84.3%	89.7%	66.7%	86.8%
	100.0%	57.2%	40.3%	18.4%	38.9%	21.9%	8.8%	5.3%	19.1%	22.6%	12.7%	10.6%	15.5%	11.3%	27.6%	26.5%	13.1%	20.8%	33.9%	2.1%	32.5%
Mail Order/Catalog																					
Once a week or more (52)	4	1	3	1	0	2	0	1	0	0	1	0	1	1	2	0	2	1	0	0	0
	1.4%	0.6%	2.6%	1.9%	0.0%	3.2%	0.0%	6.7%	0.0%	0.0%	2.8%	0.0%	2.3%	3.1%	2.6%	0.0%	5.4%	1.7%	0.0%	0.0%	0.0%
	100.0%	25.0%	75.0%	25.0%	0.0%	50.0%	0.0%	25.0%	0.0%	0.0%	25.0%	0.0%	25.0%	25.0%	50.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%
Once-twice a month (18)	69	49	23	12	37	11	6	4	29	14	6	10	9	7	34	31	8	6	15	1	41
	24.4%	30.2%	20.2%	23.1%	33.6%	17.7%	24.0%	26.7%	53.7%	21.9%	16.7%	33.3%	20.5%	21.9%	43.6%	41.3%	21.6%	10.2%	15.6%	16.7%	44.6%
	100.0%	71.0%	33.3%	17.4%	53.6%	15.9%	8.7%	5.8%	42.0%	20.3%	8.7%	14.5%	13.0%	10.1%	49.3%	44.9%	11.6%	8.7%	21.7%	1.4%	59.4%
Once or twice a year (2)	130	78	55	29	49	26	15	7	22	40	11	12	22	10	29	34	18	23	53	3	39
	45.9%	48.1%	48.2%	55.8%	44.5%	41.9%	60.0%	46.7%	40.7%	62.5%	30.6%	40.0%	50.0%	31.3%	37.2%	45.3%	48.6%	39.0%	55.2%	50.0%	42.4%
	100.0%	60.0%	42.3%	22.3%	37.7%	20.0%	11.5%	5.4%	16.9%	30.8%	8.5%	9.2%	16.9%	7.7%	22.3%	26.2%	13.8%	17.7%	40.8%	2.3%	30.0%
Less than once a year (1)	80	34	33	10	24	23	4	3	3	10	18	8	12	14	13	10	9	29	28	2	12
	28.3%	21.0%	28.9%	19.2%	21.8%	37.1%	16.0%	20.0%	5.6%	15.6%	50.0%	26.7%	27.3%	43.8%	16.7%	13.3%	24.3%	49.2%	29.2%	33.3%	13.0%
	100.0%	42.5%	41.3%	12.5%	30.0%	28.8%	5.0%	3.8%	3.8%	12.5%	22.5%	10.0%	15.0%	17.5%	16.3%	12.5%	11.3%	36.3%	35.0%	2.5%	15.0%
Mean	6.33	6.94	6.25	6.46	7.16	6.08	5.68	9.40	10.54	5.34	5.56	7.07	6.14	6.63	10.09	8.48	7.92	3.98	4.21	4.33	9.00
Std. Dev.	8.922	8.313	10.025	9.442	7.760	10.563	7.075	13.902	8.116	6.759	10.140	7.874	9.721	10.808	10.576	8.051	12.650	8.129	5.982	6.713	8.120
Std. Err.	0.530	0.653	0.939	1.309	0.740	1.342	1.415	3.589	1.105	0.845	1.690	1.438	1.465	1.911	1.197	0.930	2.080	1.058	0.611	2.741	0.847

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019203

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	181	91	87	35	56	52	13	11	15	36	33	19	28	26	40	31	31	42	71	11	21
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	50.3%	48.1%	19.3%	30.9%	28.7%	7.2%	6.1%	8.3%	19.9%	18.2%	10.5%	15.5%	14.4%	22.1%	17.1%	17.1%	23.2%	39.2%	6.1%	11.6%
No answer	40	20	20	9	11	11	4	3	3	6	7	2	8	5	8	7	8	9	10	3	6
	22.1%	22.0%	23.0%	25.7%	19.6%	21.2%	30.8%	27.3%	20.0%	16.7%	21.2%	10.5%	28.6%	19.2%	20.0%	22.6%	25.8%	21.4%	14.1%	27.3%	28.6%
	100.0%	50.0%	50.0%	22.5%	27.5%	27.5%	10.0%	7.5%	7.5%	15.0%	17.5%	5.0%	20.0%	12.5%	20.0%	17.5%	20.0%	22.5%	25.0%	7.5%	15.0%
Total answering	141	71	67	26	45	41	9	8	12	30	26	17	20	21	32	24	23	33	61	8	15
	77.9%	78.0%	77.0%	74.3%	80.4%	78.8%	69.2%	72.7%	80.0%	83.3%	78.8%	89.5%	71.4%	80.8%	80.0%	77.4%	74.2%	78.6%	85.9%	72.7%	71.4%
	100.0%	50.4%	47.5%	18.4%	31.9%	29.1%	6.4%	5.7%	8.5%	21.3%	18.4%	12.1%	14.2%	14.9%	22.7%	17.0%	16.3%	23.4%	43.3%	5.7%	10.6%
<u>Newsstand</u>																					
Once a week or more (52)	14	5	9	4	1	5	3	1	3	4	0	6	2	2	8	5	1	4	4	2	2
	9.9%	7.0%	13.4%	15.4%	2.2%	12.2%	33.3%	12.5%	25.0%	13.3%	0.0%	35.3%	10.0%	9.5%	25.0%	20.8%	4.3%	12.1%	6.6%	25.0%	13.3%
	100.0%	35.7%	64.3%	28.6%	7.1%	35.7%	21.4%	7.1%	21.4%	28.6%	0.0%	42.9%	14.3%	14.3%	57.1%	35.7%	7.1%	28.6%	28.6%	14.3%	14.3%
Once-twice a month (18)	22	9	16	6	3	10	1	3	2	5	4	4	6	2	10	7	3	6	5	3	2
	15.6%	12.7%	23.9%	23.1%	6.7%	24.4%	11.1%	37.5%	16.7%	16.7%	15.4%	23.5%	30.0%	9.5%	31.3%	29.2%	13.0%	18.2%	8.2%	37.5%	13.3%
	100.0%	40.9%	72.7%	27.3%	13.6%	45.5%	4.5%	13.6%	9.1%	22.7%	18.2%	18.2%	27.3%	9.1%	45.5%	31.8%	13.6%	27.3%	22.7%	13.6%	9.1%
Once or twice a year (2)	48	28	19	8	20	11	3	1	3	12	10	3	4	11	8	4	5	9	24	1	5
	34.0%	39.4%	28.4%	30.8%	44.4%	26.8%	33.3%	12.5%	25.0%	40.0%	38.5%	17.6%	20.0%	52.4%	25.0%	16.7%	21.7%	27.3%	39.3%	12.5%	33.3%
	100.0%	58.3%	39.6%	16.7%	41.7%	22.9%	6.3%	2.1%	6.3%	25.0%	20.8%	6.3%	8.3%	22.9%	16.7%	8.3%	10.4%	18.8%	50.0%	2.1%	10.4%
Less than once a year (1)	57	29	23	8	21	15	2	3	4	9	12	4	8	6	6	8	14	14	28	2	6
	40.4%	40.8%	34.3%	30.8%	46.7%	36.6%	22.2%	37.5%	33.3%	30.0%	46.2%	23.5%	40.0%	28.6%	18.8%	33.3%	60.9%	42.4%	45.9%	25.0%	40.0%
	100.0%	50.9%	40.4%	14.0%	36.8%	26.3%	3.5%	5.3%	7.0%	15.8%	21.1%	7.0%	14.0%	10.5%	10.5%	14.0%	24.6%	24.6%	49.1%	3.5%	10.5%
Mean	9.06	7.14	12.19	13.08	3.71	11.63	20.22	13.88	16.83	11.03	4.00	23.18	11.40	8.00	19.31	16.75	5.65	10.55	6.13	20.25	10.40
Std. Dev.	15.507	13.605	17.258	18.280	8.471	16.785	24.417	17.496	22.106	17.460	6.106	22.919	15.856	15.430	20.458	19.867	11.629	16.901	13.081	21.063	17.848
Std. Err.	1.306	1.615	2.108	3.585	1.263	2.621	8.139	6.186	6.382	3.188	1.197	5.559	3.545	3.367	3.617	4.055	2.425	2.942	1.675	7.447	4.608

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019204

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	194	121	68	34	87	34	15	11	31	43	39	14	30	26	38	44	52	34	90	15	20
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	62.4%	35.1%	17.5%	44.8%	17.5%	7.7%	5.7%	16.0%	22.2%	20.1%	7.2%	15.5%	13.4%	19.6%	22.7%	26.8%	17.5%	46.4%	7.7%	10.3%
No answer	37	22	15	8	14	7	1	4	5	5	6	2	6	3	7	7	11	5	10	2	9
	19.1%	18.2%	22.1%	23.5%	16.1%	20.6%	6.7%	36.4%	16.1%	11.6%	15.4%	14.3%	20.0%	11.5%	18.4%	15.9%	21.2%	14.7%	11.1%	13.3%	45.0%
	100.0%	59.5%	40.5%	21.6%	37.8%	18.9%	2.7%	10.8%	13.5%	13.5%	16.2%	5.4%	16.2%	8.1%	18.9%	18.9%	29.7%	13.5%	27.0%	5.4%	24.3%
Total answering	157	99	53	26	73	27	14	7	26	38	33	12	24	23	31	37	41	29	80	13	11
	80.9%	81.8%	77.9%	76.5%	83.9%	79.4%	93.3%	63.6%	83.9%	88.4%	84.6%	85.7%	80.0%	88.5%	81.6%	84.1%	78.8%	85.3%	88.9%	86.7%	55.0%
	100.0%	63.1%	33.8%	16.6%	46.5%	17.2%	8.9%	4.5%	16.6%	24.2%	21.0%	7.6%	15.3%	14.6%	19.7%	23.6%	26.1%	18.5%	51.0%	8.3%	7.0%
<u>Restaurant</u>																					
Once a week or more (52)	2	0	2	0	0	2	0	0	0	0	0	1	0	0	1	1	1	0	0	0	0
	1.3%	0.0%	3.8%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	3.2%	2.7%	2.4%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%
Once-twice a month (18)	15	9	6	3	6	3	2	1	4	3	3	3	3	3	7	7	6	3	7	1	0
	9.6%	9.1%	11.3%	11.5%	8.2%	11.1%	14.3%	14.3%	15.4%	7.9%	9.1%	25.0%	12.5%	13.0%	22.6%	18.9%	14.6%	10.3%	8.8%	7.7%	0.0%
	100.0%	60.0%	40.0%	20.0%	40.0%	20.0%	13.3%	6.7%	26.7%	20.0%	20.0%	20.0%	20.0%	20.0%	46.7%	46.7%	40.0%	20.0%	46.7%	6.7%	0.0%
Once or twice a year (2)	63	51	22	16	35	6	10	2	15	20	13	3	8	13	13	17	15	8	30	6	6
	40.1%	51.5%	41.5%	61.5%	47.9%	22.2%	71.4%	28.6%	57.7%	52.6%	39.4%	25.0%	33.3%	56.5%	41.9%	45.9%	36.6%	27.6%	37.5%	46.2%	54.5%
	100.0%	81.0%	34.9%	25.4%	55.6%	9.5%	15.9%	3.2%	23.8%	31.7%	20.6%	4.8%	12.7%	20.6%	20.6%	27.0%	23.8%	12.7%	47.6%	9.5%	9.5%
Less than once a year (1)	77	39	23	7	32	16	2	4	7	15	17	5	13	7	10	12	19	18	43	6	5
	49.0%	39.4%	43.4%	26.9%	43.8%	59.3%	14.3%	57.1%	26.9%	39.5%	51.5%	41.7%	54.2%	30.4%	32.3%	32.4%	46.3%	62.1%	53.8%	46.2%	45.5%
	100.0%	50.6%	29.9%	9.1%	41.6%	20.8%	2.6%	5.2%	9.1%	19.5%	22.1%	6.5%	16.9%	9.1%	13.0%	15.6%	24.7%	23.4%	55.8%	7.8%	6.5%
Mean	3.68	3.06	5.26	3.58	2.88	6.89	4.14	3.71	4.19	2.87	2.94	9.75	3.46	3.78	6.90	6.05	5.10	3.03	2.86	2.77	1.55
Std. Dev.	7.371	4.772	10.737	5.330	4.582	14.058	5.882	6.317	6.020	4.515	4.860	15.232	5.634	5.648	10.888	10.132	9.568	5.193	4.741	4.604	0.522
Std. Err.	0.588	0.480	1.475	1.045	0.536	2.706	1.572	2.388	1.181	0.732	0.846	4.397	1.150	1.178	1.956	1.666	1.494	0.964	0.530	1.277	0.157

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019205

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	120	74	48	27	47	21	11	10	16	28	23	6	22	19	23	29	33	15	56	13	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	61.7%	40.0%	22.5%	39.2%	17.5%	9.2%	8.3%	13.3%	23.3%	19.2%	5.0%	18.3%	15.8%	19.2%	24.2%	27.5%	12.5%	46.7%	10.8%	8.3%
No answer	27	17	10	7	10	3	2	3	3	6	4	1	5	2	6	5	7	3	9	2	4
	22.5%	23.0%	20.8%	25.9%	21.3%	14.3%	18.2%	30.0%	18.8%	21.4%	17.4%	16.7%	22.7%	10.5%	26.1%	17.2%	21.2%	20.0%	16.1%	15.4%	40.0%
	100.0%	63.0%	37.0%	25.9%	37.0%	11.1%	7.4%	11.1%	11.1%	22.2%	14.8%	3.7%	18.5%	7.4%	22.2%	18.5%	25.9%	11.1%	33.3%	7.4%	14.8%
Total answering	93	57	38	20	37	18	9	7	13	22	19	5	17	17	17	24	26	12	47	11	6
	77.5%	77.0%	79.2%	74.1%	78.7%	85.7%	81.8%	70.0%	81.3%	78.6%	82.6%	83.3%	77.3%	89.5%	73.9%	82.8%	78.8%	80.0%	83.9%	84.6%	60.0%
	100.0%	61.3%	40.9%	21.5%	39.8%	19.4%	9.7%	7.5%	14.0%	23.7%	20.4%	5.4%	18.3%	18.3%	18.3%	25.8%	28.0%	12.9%	50.5%	11.8%	6.5%
Sport Club/Sporting Event																					
Once a week or more (52)	6	3	4	2	1	2	0	1	1	0	0	1	1	1	3	3	3	3	1	2	1
	6.5%	5.3%	10.5%	10.0%	2.7%	11.1%	0.0%	14.3%	7.7%	0.0%	0.0%	20.0%	5.9%	5.9%	17.6%	12.5%	11.5%	25.0%	2.1%	18.2%	16.7%
	100.0%	50.0%	66.7%	33.3%	16.7%	33.3%	0.0%	16.7%	16.7%	0.0%	0.0%	16.7%	16.7%	16.7%	50.0%	50.0%	50.0%	50.0%	16.7%	33.3%	16.7%
Once-twice a month (18)	19	13	11	7	6	4	1	4	4	4	4	2	3	3	6	6	4	1	7	5	1
	20.4%	22.8%	28.9%	35.0%	16.2%	22.2%	11.1%	57.1%	30.8%	18.2%	21.1%	40.0%	17.6%	17.6%	35.3%	25.0%	15.4%	8.3%	14.9%	45.5%	16.7%
	100.0%	68.4%	57.9%	36.8%	31.6%	21.1%	5.3%	21.1%	21.1%	21.1%	21.1%	10.5%	15.8%	15.8%	31.6%	31.6%	21.1%	5.3%	36.8%	26.3%	5.3%
Once or twice a year (2)	38	27	15	9	18	6	6	2	4	14	10	0	8	8	4	8	12	4	23	4	2
	40.9%	47.4%	39.5%	45.0%	48.6%	33.3%	66.7%	28.6%	30.8%	63.6%	52.6%	0.0%	47.1%	47.1%	23.5%	33.3%	46.2%	33.3%	48.9%	36.4%	33.3%
	100.0%	71.1%	39.5%	23.7%	47.4%	15.8%	15.8%	5.3%	10.5%	36.8%	26.3%	0.0%	21.1%	21.1%	10.5%	21.1%	31.6%	10.5%	60.5%	10.5%	5.3%
Less than once a year (1)	30	14	8	2	12	6	2	0	4	4	5	2	5	5	4	7	7	4	16	0	2
	32.3%	24.6%	21.1%	10.0%	32.4%	33.3%	22.2%	0.0%	30.8%	18.2%	26.3%	40.0%	29.4%	29.4%	23.5%	29.2%	26.9%	33.3%	34.0%	0.0%	33.3%
	100.0%	46.7%	26.7%	6.7%	40.0%	20.0%	6.7%	0.0%	13.3%	13.3%	16.7%	6.7%	16.7%	16.7%	13.3%	23.3%	23.3%	13.3%	53.3%	0.0%	6.7%
Mean	8.17	8.04	11.68	12.50	5.62	10.78	3.56	18.29	10.46	4.73	5.11	18.00	7.47	7.47	16.24	11.96	9.96	15.50	5.11	18.36	12.67
Std. Dev.	13.332	12.511	15.820	15.541	9.948	16.526	5.434	16.670	14.712	6.416	6.855	20.821	13.144	13.144	18.700	17.020	16.593	22.509	9.154	18.261	20.373
Std. Err.	1.382	1.657	2.566	3.475	1.635	3.895	1.811	6.301	4.080	1.368	1.573	9.311	3.188	3.188	4.535	3.474	3.254	6.498	1.335	5.506	8.317

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019206

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	114	44	71	23	21	48	9	8	8	25	9	19	28	19	35	31	18	44	37	4	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	38.6%	62.3%	20.2%	18.4%	42.1%	7.9%	7.0%	7.0%	21.9%	7.9%	16.7%	24.6%	16.7%	30.7%	27.2%	15.8%	38.6%	32.5%	3.5%	8.8%
No answer	30	15	16	7	8	9	1	2	2	4	3	2	7	3	7	7	6	8	6	1	4
	26.3%	34.1%	22.5%	30.4%	38.1%	18.8%	11.1%	25.0%	25.0%	16.0%	33.3%	10.5%	25.0%	15.8%	20.0%	22.6%	33.3%	18.2%	16.2%	25.0%	40.0%
	100.0%	50.0%	53.3%	23.3%	26.7%	30.0%	3.3%	6.7%	6.7%	13.3%	10.0%	6.7%	23.3%	10.0%	23.3%	23.3%	20.0%	26.7%	20.0%	3.3%	13.3%
Total answering	84	29	55	16	13	39	8	6	6	21	6	17	21	16	28	24	12	36	31	3	6
	73.7%	65.9%	77.5%	69.6%	61.9%	81.3%	88.9%	75.0%	75.0%	84.0%	66.7%	89.5%	75.0%	84.2%	80.0%	77.4%	66.7%	81.8%	83.8%	75.0%	60.0%
	100.0%	34.5%	65.5%	19.0%	15.5%	46.4%	9.5%	7.1%	7.1%	25.0%	7.1%	20.2%	25.0%	19.0%	33.3%	28.6%	14.3%	42.9%	36.9%	3.6%	7.1%
Warehouse Club (like Sam's)																					
Once a week or more (52)	7	1	5	1	0	4	0	1	0	2	0	5	0	0	6	3	1	4	1	2	1
	8.3%	3.4%	9.1%	6.3%	0.0%	10.3%	0.0%	16.7%	0.0%	9.5%	0.0%	29.4%	0.0%	0.0%	21.4%	12.5%	8.3%	11.1%	3.2%	66.7%	16.7%
	100.0%	14.3%	71.4%	14.3%	0.0%	57.1%	0.0%	14.3%	0.0%	28.6%	0.0%	71.4%	0.0%	0.0%	85.7%	42.9%	14.3%	57.1%	14.3%	28.6%	14.3%
Once-twice a month (18)	16	7	14	5	2	9	2	3	2	5	1	3	6	3	6	7	2	2	9	0	1
	19.0%	24.1%	25.5%	31.3%	15.4%	23.1%	25.0%	50.0%	33.3%	23.8%	16.7%	17.6%	28.6%	18.8%	21.4%	29.2%	16.7%	5.6%	29.0%	0.0%	16.7%
	100.0%	43.8%	87.5%	31.3%	12.5%	56.3%	12.5%	18.8%	12.5%	31.3%	6.3%	18.8%	37.5%	18.8%	37.5%	43.8%	12.5%	12.5%	56.3%	0.0%	6.3%
Once or twice a year (2)	30	9	19	6	3	13	4	1	2	9	1	5	11	6	10	8	3	16	9	0	2
	35.7%	31.0%	34.5%	37.5%	23.1%	33.3%	50.0%	16.7%	33.3%	42.9%	16.7%	29.4%	52.4%	37.5%	35.7%	33.3%	25.0%	44.4%	29.0%	0.0%	33.3%
	100.0%	30.0%	63.3%	20.0%	10.0%	43.3%	13.3%	3.3%	6.7%	30.0%	3.3%	16.7%	36.7%	20.0%	33.3%	26.7%	10.0%	53.3%	30.0%	0.0%	6.7%
Less than once a year (1)	31	12	17	4	8	13	2	1	2	5	4	4	4	7	6	6	6	14	12	1	2
	36.9%	41.4%	30.9%	25.0%	61.5%	33.3%	25.0%	16.7%	33.3%	23.8%	66.7%	23.5%	19.0%	43.8%	21.4%	25.0%	50.0%	38.9%	38.7%	33.3%	33.3%
	100.0%	38.7%	54.8%	12.9%	25.8%	41.9%	6.5%	3.2%	6.5%	16.1%	12.9%	12.9%	12.9%	22.6%	19.4%	19.4%	19.4%	45.2%	38.7%	3.2%	6.5%
Mean	8.85	7.17	10.31	9.88	3.85	10.49	5.75	18.17	7.00	10.33	4.00	19.29	6.38	4.56	15.93	12.67	8.33	8.06	7.87	35.00	12.67
Std. Dev.	14.599	11.225	15.095	13.642	6.296	15.818	7.573	18.444	8.532	15.535	6.870	22.621	7.540	6.683	20.285	16.898	15.186	16.218	11.177	29.445	20.373
Std. Err.	1.593	2.084	2.035	3.411	1.746	2.533	2.678	7.530	3.483	3.390	2.805	5.486	1.645	1.671	3.833	3.449	4.384	2.703	2.007	17.000	8.317

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019207

Cigar Segmentation

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

Base: Total completes ever bought from source (Q14A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	187	77	74	26	51	48	11	10	13	31	29	18	31	24	44	41	50	34	63	6	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	41.2%	39.6%	13.9%	27.3%	25.7%	5.9%	5.3%	7.0%	16.6%	15.5%	9.6%	16.6%	12.8%	23.5%	21.9%	26.7%	18.2%	33.7%	3.2%	7.0%
No answer	47	16	16	5	11	11	2	2	2	4	8	7	6	3	14	11	12	9	10	4	6
	25.1%	20.8%	21.6%	19.2%	21.6%	22.9%	18.2%	20.0%	15.4%	12.9%	27.6%	38.9%	19.4%	12.5%	31.8%	26.8%	24.0%	26.5%	15.9%	66.7%	46.2%
	100.0%	34.0%	34.0%	10.6%	23.4%	23.4%	4.3%	4.3%	4.3%	8.5%	17.0%	14.9%	12.8%	6.4%	29.8%	23.4%	25.5%	19.1%	21.3%	8.5%	12.8%
Total answering	140	61	58	21	40	37	9	8	11	27	21	11	25	21	30	30	38	25	53	2	7
	74.9%	79.2%	78.4%	80.8%	78.4%	77.1%	81.8%	80.0%	84.6%	87.1%	72.4%	61.1%	80.6%	87.5%	68.2%	73.2%	76.0%	73.5%	84.1%	33.3%	53.8%
	100.0%	43.6%	41.4%	15.0%	28.6%	26.4%	6.4%	5.7%	7.9%	19.3%	15.0%	7.9%	17.9%	15.0%	21.4%	21.4%	27.1%	17.9%	37.9%	1.4%	5.0%
Other																					
Once a week or more (52)	18	5	10	3	2	7	1	2	0	4	1	6	5	1	10	5	0	3	2	0	0
	12.9%	8.2%	17.2%	14.3%	5.0%	18.9%	11.1%	25.0%	0.0%	14.8%	4.8%	54.5%	20.0%	4.8%	33.3%	16.7%	0.0%	12.0%	3.8%	0.0%	0.0%
	100.0%	27.8%	55.6%	16.7%	11.1%	38.9%	5.6%	11.1%	0.0%	22.2%	5.6%	33.3%	27.8%	5.6%	55.6%	27.8%	0.0%	16.7%	11.1%	0.0%	0.0%
Once-twice a month (18)	28	12	15	6	6	9	2	3	4	5	4	1	7	6	7	8	8	3	8	1	1
	20.0%	19.7%	25.9%	28.6%	15.0%	24.3%	22.2%	37.5%	36.4%	18.5%	19.0%	9.1%	28.0%	28.6%	23.3%	26.7%	21.1%	12.0%	15.1%	50.0%	14.3%
	100.0%	42.9%	53.6%	21.4%	21.4%	32.1%	7.1%	10.7%	14.3%	17.9%	14.3%	3.6%	25.0%	21.4%	25.0%	28.6%	28.6%	10.7%	28.6%	3.6%	3.6%
Once or twice a year (2)	49	24	17	5	19	12	2	1	5	10	9	2	6	7	7	9	16	11	20	0	4
	35.0%	39.3%	29.3%	23.8%	47.5%	32.4%	22.2%	12.5%	45.5%	37.0%	42.9%	18.2%	24.0%	33.3%	23.3%	30.0%	42.1%	44.0%	37.7%	0.0%	57.1%
	100.0%	49.0%	34.7%	10.2%	38.8%	24.5%	4.1%	2.0%	10.2%	20.4%	18.4%	4.1%	12.2%	14.3%	14.3%	18.4%	32.7%	22.4%	40.8%	0.0%	8.2%
Less than once a year (1)	45	20	16	7	13	9	4	2	2	8	7	2	7	7	6	8	14	8	23	1	2
	32.1%	32.8%	27.6%	33.3%	32.5%	24.3%	44.4%	25.0%	18.2%	29.6%	33.3%	18.2%	28.0%	33.3%	20.0%	26.7%	36.8%	32.0%	43.4%	50.0%	28.6%
	100.0%	44.4%	35.6%	15.6%	28.9%	20.0%	8.9%	4.4%	4.4%	17.8%	15.6%	4.4%	15.6%	15.6%	13.3%	17.8%	31.1%	17.8%	51.1%	2.2%	4.4%
Mean	11.31	8.92	14.48	13.38	6.57	15.11	10.67	20.25	7.64	12.07	7.10	30.55	16.20	8.62	22.20	14.33	5.00	9.60	5.87	9.50	4.00
Std. Dev.	16.982	14.533	18.647	17.781	12.102	19.333	17.103	21.063	8.225	18.132	12.218	25.089	19.641	12.496	22.404	18.563	6.818	16.872	10.988	12.021	6.191
Std. Err.	1.435	1.861	2.448	3.880	1.913	3.178	5.701	7.447	2.480	3.489	2.666	7.565	3.928	2.727	4.090	3.389	1.106	3.374	1.509	8.500	2.340

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019208

Cigar Segmentation

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Department Store																					
Mean	8.05	7.40	8.93	10.43	4.00	8.51	6.09	15.62	4.75	10.67	6.86	18.32	6.25	4.74	15.05	14.32	10.86	8.24	8.22	20.83	5.46
Std. Dev.	13.421	11.441	13.252	14.041	6.252	13.063	7.661	17.965	6.588	13.164	8.083	19.345	9.440	10.080	18.611	18.054	18.443	13.389	13.801	25.023	13.992
Std. Err.	0.959	1.572	1.176	2.653	1.250	1.313	2.310	4.983	1.647	3.103	1.764	3.656	1.297	1.810	2.465	2.929	4.929	1.396	1.812	10.216	3.881
Discount Store (like Kmart, Walmart)																					
Mean	11.27	7.65	13.76	11.59	2.79	14.27	6.09	18.17	10.91	9.84	5.50	23.04	13.62	6.13	20.79	19.03	11.88	14.92	7.27	22.25	5.74
Std. Dev.	16.386	13.446	17.640	16.634	4.713	17.863	7.476	19.699	17.459	12.735	10.775	21.068	16.981	10.798	20.462	20.868	20.006	18.283	12.665	25.297	13.031
Std. Err.	0.781	1.312	1.012	2.184	0.687	1.139	1.594	4.108	3.640	2.066	1.466	2.483	1.570	1.178	1.761	2.512	3.537	1.241	1.137	8.944	2.340
Drug Store																					
Mean	10.18	7.69	12.66	10.53	5.63	13.37	6.03	17.79	9.89	8.90	8.42	21.03	12.09	6.76	20.37	15.99	4.45	14.87	5.75	12.00	4.53
Std. Dev.	15.502	13.029	16.662	15.120	10.908	17.122	7.351	19.206	15.125	13.366	14.209	20.415	15.147	10.960	20.448	18.928	10.473	18.318	10.019	20.401	8.928
Std. Err.	0.688	0.974	0.965	1.746	1.070	1.147	1.342	3.567	2.280	1.697	1.762	2.593	1.366	1.196	1.844	2.130	1.467	1.213	0.826	6.151	1.331
Chain Tobacconist store (e.g., Tinder Box)																					
Mean	9.08	9.77	11.55	14.20	7.76	9.95	10.98	19.70	11.00	13.06	5.66	19.42	11.61	7.79	15.68	14.88	8.41	7.80	10.96	11.91	5.71
Std. Dev.	13.838	13.509	16.089	17.753	10.516	14.820	15.129	21.062	14.587	16.068	8.151	22.002	15.227	12.830	20.249	18.077	12.386	13.881	15.006	17.218	11.356
Std. Err.	0.563	0.766	1.004	1.803	0.719	1.172	2.307	3.463	1.731	1.525	0.803	3.176	1.493	1.384	1.856	1.604	1.058	1.257	0.850	3.590	1.377
Cigar Bar																					
Mean	8.18	8.05	11.30	10.42	7.13	12.63	9.53	13.43	7.70	9.02	7.97	21.60	11.72	4.32	14.79	12.49	8.44	12.82	7.84	13.16	5.70
Std. Dev.	12.282	10.840	15.501	12.854	9.878	19.024	13.272	13.771	11.111	9.832	13.014	22.182	13.810	6.108	17.735	15.850	13.711	17.552	11.729	16.637	12.022
Std. Err.	0.866	0.954	2.001	2.142	1.024	3.883	3.219	3.681	2.029	1.269	2.232	7.015	2.564	1.222	2.840	2.137	1.627	3.742	1.203	2.941	2.688
Another bar that allows cigar smoking (not a cigar bar)																					
Mean	7.11	6.67	9.57	8.83	5.67	10.32	6.05	14.17	8.84	8.88	6.14	18.43	12.26	5.37	12.89	10.15	4.98	9.58	6.49	15.26	6.11
Std. Dev.	11.756	10.975	14.807	14.764	8.640	15.035	12.259	19.054	11.877	14.622	7.330	23.691	17.123	7.103	17.719	15.170	6.765	15.562	11.029	18.774	12.639
Std. Err.	0.879	1.042	1.783	2.496	0.991	2.578	2.812	5.500	2.375	2.111	1.205	8.955	3.075	1.297	3.349	2.641	0.976	2.795	1.225	3.915	2.979
Convenience Store																					
Mean	14.75	9.49	18.80	12.20	7.53	20.25	7.00	16.83	10.13	14.33	7.49	32.77	17.65	8.26	29.33	23.80	9.39	18.82	8.92	4.60	8.67
Std. Dev.	18.581	15.220	19.757	16.604	13.937	20.129	12.463	18.155	15.113	18.759	12.771	21.181	18.653	12.055	21.992	22.443	16.326	19.796	15.376	7.503	15.561
Std. Err.	0.899	1.407	1.198	2.372	1.690	1.348	2.859	3.786	3.151	2.766	1.754	2.806	1.812	1.292	2.116	3.026	2.721	1.373	1.446	3.356	3.396
Duty-Free Store																					
Mean	5.05	5.03	7.39	8.54	3.27	6.56	5.11	9.75	4.35	5.04	2.95	11.69	4.08	5.74	6.33	1.30	3.85	7.76	2.83	14.00	1.22
Std. Dev.	11.552	11.738	13.298	14.392	9.852	12.591	7.322	15.232	12.288	10.804	5.025	18.923	10.531	7.541	13.895	0.465	10.152	14.987	7.197	25.338	0.428
Std. Err.	0.969	1.329	1.689	2.823	1.366	2.099	2.441	4.397	2.980	2.079	1.096	5.248	2.106	1.730	2.674	0.090	1.954	2.570	0.937	12.669	0.101
Grocery Store																					
Mean	12.39	7.28	14.66	10.84	3.57	15.48	12.37	13.38	14.95	6.00	7.53	27.20	14.75	7.01	24.66	23.14	8.08	15.47	7.01	18.50	7.08
Std. Dev.	16.689	12.338	17.619	15.649	5.598	17.939	18.599	15.148	17.365	10.302	10.065	21.380	17.219	10.067	20.811	21.710	15.923	17.355	13.065	23.651	14.599

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019209

Cigar Segmentation

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Std. Err.	0.831	1.259	1.059	2.236	0.817	1.188	4.267	3.305	3.789	1.767	1.468	2.883	1.649	1.105	2.081	3.040	2.583	1.189	1.333	7.479	2.980
Liquor Store																					
Mean	9.88	8.37	13.41	13.00	6.50	13.54	6.77	12.67	9.77	11.67	7.58	24.67	12.43	8.67	20.65	17.17	6.91	10.60	6.42	12.73	5.50
Std. Dev.	14.992	13.065	17.194	17.026	10.621	17.316	7.801	17.569	12.394	15.390	13.445	22.292	15.573	14.975	20.673	19.859	11.725	15.184	10.855	17.523	10.875
Std. Err.	0.814	1.137	1.372	2.762	1.096	1.587	2.164	4.536	2.642	2.155	1.750	4.290	2.045	2.019	2.895	2.928	1.422	1.647	1.012	4.525	2.133
Internet Site																					
Mean	7.14	7.63	9.79	9.88	6.82	9.67	7.33	9.75	5.75	7.85	7.00	18.33	3.38	9.83	12.67	8.71	10.56	8.78	7.75	52.00	10.35
Std. Dev.	10.147	8.032	14.359	8.692	7.829	20.743	9.238	9.535	7.573	8.365	8.532	29.160	5.927	8.954	16.756	14.253	8.833	17.130	13.528	0.000	13.355
Std. Err.	1.530	1.466	3.838	3.073	1.669	8.468	5.333	4.768	2.678	2.320	3.483	16.836	2.095	3.655	5.585	3.809	2.944	5.710	3.382	0.000	3.239
Local Tobacconist/Independent Smoke Shop																					
Mean	14.08	15.38	17.27	18.24	14.14	16.56	20.77	16.70	20.29	20.34	11.77	23.63	18.83	12.79	24.14	26.04	12.86	10.59	17.32	14.33	8.28
Std. Dev.	16.622	16.394	17.971	17.135	15.947	18.590	18.444	15.292	18.421	17.975	12.940	20.668	17.884	13.931	20.610	21.057	16.552	14.542	17.963	17.465	11.085
Std. Err.	0.699	0.933	1.209	1.777	1.085	1.643	2.916	2.662	2.398	1.627	1.207	3.353	2.025	1.588	2.051	1.981	1.419	1.477	0.998	3.811	1.431
Mail Order/Catalog																					
Mean	6.33	6.94	6.25	6.46	7.16	6.08	5.68	9.40	10.54	5.34	5.56	7.07	6.14	6.63	10.09	8.48	7.92	3.98	4.21	4.33	9.00
Std. Dev.	8.922	8.313	10.025	9.442	7.760	10.563	7.075	13.902	8.116	6.759	10.140	7.874	9.721	10.808	10.576	8.051	12.650	8.129	5.982	6.713	8.120
Std. Err.	0.530	0.653	0.939	1.309	0.740	1.342	1.415	3.589	1.105	0.845	1.690	1.438	1.465	1.911	1.197	0.930	2.080	1.058	0.611	2.741	0.847
Newsstand																					
Mean	9.06	7.14	12.19	13.08	3.71	11.63	20.22	13.88	16.83	11.03	4.00	23.18	11.40	8.00	19.31	16.75	5.65	10.55	6.13	20.25	10.40
Std. Dev.	15.507	13.605	17.258	18.280	8.471	16.785	24.417	17.496	22.106	17.460	6.106	22.919	15.856	15.430	20.458	19.867	11.629	16.901	13.081	21.063	17.848
Std. Err.	1.306	1.615	2.108	3.585	1.263	2.621	8.139	6.186	6.382	3.188	1.197	5.559	3.545	3.367	3.617	4.055	2.425	2.942	1.675	7.447	4.608
Restaurant																					
Mean	3.68	3.06	5.26	3.58	2.88	6.89	4.14	3.71	4.19	2.87	2.94	9.75	3.46	3.78	6.90	6.05	5.10	3.03	2.86	2.77	1.55
Std. Dev.	7.371	4.772	10.737	5.330	4.582	14.058	5.882	6.317	6.020	4.515	4.860	15.232	5.634	5.648	10.888	10.132	9.568	5.193	4.741	4.604	0.522
Std. Err.	0.588	0.480	1.475	1.045	0.536	2.706	1.572	2.388	1.181	0.732	0.846	4.397	1.150	1.178	1.956	1.666	1.494	0.964	0.530	1.277	0.157
Sport Club/Sporting Event																					
Mean	8.17	8.04	11.68	12.50	5.62	10.78	3.56	18.29	10.46	4.73	5.11	18.00	7.47	7.47	16.24	11.96	9.96	15.50	5.11	18.36	12.67
Std. Dev.	13.332	12.511	15.820	15.541	9.948	16.526	5.434	16.670	14.712	6.416	6.855	20.821	13.144	13.144	18.700	17.020	16.593	22.509	9.154	18.261	20.373
Std. Err.	1.382	1.657	2.566	3.475	1.635	3.895	1.811	6.301	4.080	1.368	1.573	9.311	3.188	3.188	4.535	3.474	3.254	6.498	1.335	5.506	8.317
Warehouse Club (like Sam's)																					
Mean	8.85	7.17	10.31	9.88	3.85	10.49	5.75	18.17	7.00	10.33	4.00	19.29	6.38	4.56	15.93	12.67	8.33	8.06	7.87	35.00	12.67
Std. Dev.	14.599	11.225	15.095	13.642	6.296	15.818	7.573	18.444	8.532	15.535	6.870	22.621	7.540	6.683	20.285	16.898	15.186	16.218	11.177	29.445	20.373
Std. Err.	1.593	2.084	2.035	3.411	1.746	2.533	2.678	7.530	3.483	3.390	2.805	5.486	1.645	1.671	3.833	3.449	4.384	2.703	2.007	17.000	8.317

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019210

Cigar Segmentation

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Other																					
Mean	11.31	8.92	14.48	13.38	6.57	15.11	10.67	20.25	7.64	12.07	7.10	30.55	16.20	8.62	22.20	14.33	5.00	9.60	5.87	9.50	4.00
Std. Dev.	16.982	14.533	18.647	17.781	12.102	19.333	17.103	21.063	8.225	18.132	12.218	25.089	19.641	12.496	22.404	18.563	6.818	16.872	10.988	12.021	6.191
Std. Err.	1.435	1.861	2.448	3.880	1.913	3.178	5.701	7.447	2.480	3.489	2.666	7.565	3.928	2.727	4.090	3.389	1.106	3.374	1.509	8.500	2.340

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019211

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Department Store	8	1	6	1	0	5	1	0	0	1	0	1	1	1	3	1	0	2	2	2	0
	0.7%	0.2%	1.0%	0.7%	0.0%	1.1%	1.7%	0.0%	0.0%	0.6%	0.0%	0.9%	0.5%	0.5%	1.2%	0.5%	0.0%	0.5%	0.4%	4.5%	0.0%
	100.0%	12.5%	75.0%	12.5%	0.0%	62.5%	12.5%	0.0%	0.0%	12.5%	0.0%	12.5%	12.5%	12.5%	37.5%	12.5%	0.0%	25.0%	25.0%	25.0%	0.0%
Duty-Free Store	10	4	5	0	4	5	0	0	1	1	0	2	2	1	1	2	3	2	2	1	1
	0.8%	0.9%	0.9%	0.0%	1.3%	1.1%	0.0%	0.0%	1.2%	0.6%	0.0%	1.9%	0.9%	0.5%	0.4%	1.0%	1.3%	0.5%	0.4%	2.3%	0.9%
	100.0%	40.0%	50.0%	0.0%	40.0%	50.0%	0.0%	0.0%	10.0%	10.0%	0.0%	20.0%	20.0%	10.0%	10.0%	20.0%	30.0%	20.0%	20.0%	10.0%	10.0%
Liquor Store	66	16	33	5	11	28	1	2	1	6	10	7	8	13	9	10	12	8	3	1	1
	5.4%	3.5%	5.7%	3.6%	3.5%	6.3%	1.7%	4.0%	1.2%	3.6%	5.5%	6.5%	3.7%	6.8%	3.6%	5.2%	5.4%	2.1%	0.7%	2.3%	0.9%
	100.0%	24.2%	50.0%	7.6%	16.7%	42.4%	1.5%	3.0%	1.5%	9.1%	15.2%	10.6%	12.1%	19.7%	13.6%	15.2%	18.2%	12.1%	4.5%	1.5%	1.5%
Newsstand	12	6	9	4	2	5	2	2	3	2	2	3	3	2	3	2	1	0	0	0	0
	1.0%	1.3%	1.5%	2.9%	0.6%	1.1%	3.4%	4.0%	3.5%	1.2%	1.1%	2.8%	1.4%	1.0%	1.2%	1.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	100.0%	50.0%	75.0%	33.3%	16.7%	41.7%	16.7%	16.7%	25.0%	16.7%	16.7%	25.0%	25.0%	16.7%	25.0%	16.7%	8.3%	0.0%	0.0%	0.0%	0.0%
Other	49	11	19	2	9	17	1	1	1	5	8	7	12	5	15	14	11	4	2	2	1
	4.0%	2.4%	3.3%	1.4%	2.8%	3.8%	1.7%	2.0%	1.2%	3.0%	4.4%	6.5%	5.5%	2.6%	6.0%	7.3%	4.9%	1.1%	0.4%	4.5%	0.9%
	100.0%	22.4%	38.8%	4.1%	18.4%	34.7%	2.0%	2.0%	2.0%	10.2%	16.3%	14.3%	24.5%	10.2%	30.6%	28.6%	22.4%	8.2%	4.1%	4.1%	2.0%
Net - Mass Channel	380	52	284	33	19	251	8	17	8	13	34	61	99	81	111	43	17	380	16	5	3
	30.9%	11.4%	48.7%	23.6%	6.0%	56.7%	13.6%	34.0%	9.3%	7.8%	18.6%	56.5%	45.6%	42.4%	44.2%	22.3%	7.6%	100.0%	3.5%	11.4%	2.8%
	100.0%	13.7%	74.7%	8.7%	5.0%	66.1%	2.1%	4.5%	2.1%	3.4%	8.9%	16.1%	26.1%	21.3%	29.2%	11.3%	4.5%	100.0%	4.2%	1.3%	0.8%
Discount Store (like Kmart, Walmart)	96	10	79	6	4	73	1	3	1	3	7	19	32	12	27	14	3	96	7	3	3
	7.8%	2.2%	13.6%	4.3%	1.3%	16.5%	1.7%	6.0%	1.2%	1.8%	3.8%	17.6%	14.7%	6.3%	10.8%	7.3%	1.3%	25.3%	1.6%	6.8%	2.8%
	100.0%	10.4%	82.3%	6.3%	4.2%	76.0%	1.0%	3.1%	1.0%	3.1%	7.3%	19.8%	33.3%	12.5%	28.1%	14.6%	3.1%	100.0%	7.3%	3.1%	3.1%
Drug Store	106	17	81	15	2	66	4	8	4	4	13	20	24	23	33	13	1	106	6	3	2
	8.6%	3.7%	13.9%	10.7%	0.6%	14.9%	6.8%	16.0%	4.7%	2.4%	7.1%	18.5%	11.1%	12.0%	13.1%	6.7%	0.4%	27.9%	1.3%	6.8%	1.8%
	100.0%	16.0%	76.4%	14.2%	1.9%	62.3%	3.8%	7.5%	3.8%	3.8%	12.3%	18.9%	22.6%	21.7%	31.1%	12.3%	0.9%	100.0%	5.7%	2.8%	1.9%
Convenience Store	118	14	87	7	7	80	1	5	1	5	9	22	32	30	38	11	6	118	6	1	1
	9.6%	3.1%	14.9%	5.0%	2.2%	18.1%	1.7%	10.0%	1.2%	3.0%	4.9%	20.4%	14.7%	15.7%	15.1%	5.7%	2.7%	31.1%	1.3%	2.3%	0.9%
	100.0%	11.9%	73.7%	5.9%	5.9%	67.8%	0.8%	4.2%	0.8%	4.2%	7.6%	18.6%	27.1%	25.4%	32.2%	9.3%	5.1%	100.0%	5.1%	0.8%	0.8%
Grocery Store	82	12	58	5	7	53	2	2	2	3	8	11	20	17	21	7	7	82	4	2	0
	6.7%	2.6%	9.9%	3.6%	2.2%	12.0%	3.4%	4.0%	2.3%	1.8%	4.4%	10.2%	9.2%	8.9%	8.4%	3.6%	3.1%	21.6%	0.9%	4.5%	0.0%
	100.0%	14.6%	70.7%	6.1%	8.5%	64.6%	2.4%	2.4%	2.4%	3.7%	9.8%	13.4%	24.4%	20.7%	25.6%	8.5%	8.5%	100.0%	4.9%	2.4%	0.0%
Warehouse Club (like Sam's)	8	1	4	1	0	3	0	0	0	1	0	1	1	2	2	1	0	8	0	0	0
	0.7%	0.2%	0.7%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	0.6%	0.0%	0.9%	0.5%	1.0%	0.8%	0.5%	0.0%	2.1%	0.0%	0.0%	0.0%
	100.0%	12.5%	50.0%	12.5%	0.0%	37.5%	0.0%	0.0%	0.0%	12.5%	0.0%	12.5%	12.5%	25.0%	25.0%	12.5%	0.0%	100.0%	0.0%	0.0%	0.0%
Net - Tobacconist	451	242	159	67	175	92	38	18	38	94	105	22	60	61	65	78	124	16	451	6	5
	36.7%	53.1%	27.3%	47.9%	55.4%	20.8%	64.4%	36.0%	44.2%	56.3%	57.4%	20.4%	27.6%	31.9%	25.9%	40.4%	55.6%	4.2%	100.0%	13.6%	4.6%
	100.0%	53.7%	35.3%	14.9%	38.8%	20.4%	8.4%	4.0%	8.4%	20.8%	23.3%	4.9%	13.3%	13.5%	14.4%	17.3%	27.5%	3.5%	100.0%	1.3%	1.1%
Chain Tobacconist store (e.g., Tinder Box)	149	70	59	20	50	39	11	7	10	24	32	12	19	19	22	19	35	12	149	4	2
	12.1%	15.4%	10.1%	14.3%	15.8%	8.8%	18.6%	14.0%	11.6%	14.4%	17.5%	11.1%	8.8%	9.9%	8.8%	9.8%	15.7%	3.2%	33.0%	9.1%	1.8%
	100.0%	47.0%	39.6%	13.4%	33.6%	26.2%	7.4%	4.7%	6.7%	16.1%	21.5%	8.1%	12.8%	12.8%	14.8%	12.8%	23.5%	8.1%	100.0%	2.7%	1.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019212

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Local Tobacconist/ Independent Smoke Shop	309	176	104	49	127	55	27	13	28	71	75	13	41	44	46	60	90	7	309	3	4
	25.1%	38.6%	17.8%	35.0%	40.2%	12.4%	45.8%	26.0%	32.6%	42.5%	41.0%	12.0%	18.9%	23.0%	18.3%	31.1%	40.4%	1.8%	68.5%	6.8%	3.7%
	100.0%	57.0%	33.7%	15.9%	41.1%	17.8%	8.7%	4.2%	9.1%	23.0%	24.3%	4.2%	13.3%	14.2%	14.9%	19.4%	29.1%	2.3%	100.0%	1.0%	1.3%
Net - On Premises	44	19	14	5	14	9	2	3	0	7	11	4	2	8	6	8	19	5	6	44	1
	3.6%	4.2%	2.4%	3.6%	4.4%	2.0%	3.4%	6.0%	0.0%	4.2%	6.0%	3.7%	0.9%	4.2%	2.4%	4.1%	8.5%	1.3%	1.3%	100.0%	0.9%
	100.0%	43.2%	31.8%	11.4%	31.8%	20.5%	4.5%	6.8%	0.0%	15.9%	25.0%	9.1%	4.5%	18.2%	13.6%	18.2%	43.2%	11.4%	13.6%	100.0%	2.3%
Cigar Bar	23	12	6	3	9	3	1	2	0	4	4	3	1	4	4	6	10	3	4	23	1
	1.9%	2.6%	1.0%	2.1%	2.8%	0.7%	1.7%	4.0%	0.0%	2.4%	2.2%	2.8%	0.5%	2.1%	1.6%	3.1%	4.5%	0.8%	0.9%	52.3%	0.9%
	100.0%	52.2%	26.1%	13.0%	39.1%	13.0%	4.3%	8.7%	0.0%	17.4%	17.4%	13.0%	4.3%	17.4%	17.4%	26.1%	43.5%	13.0%	17.4%	100.0%	4.3%
Another bar that allows cigar smoking (not a cigar bar)	15	8	8	3	5	5	1	2	0	3	5	2	2	2	1	2	8	2	3	15	1
	1.2%	1.8%	1.4%	2.1%	1.6%	1.1%	1.7%	4.0%	0.0%	1.8%	2.7%	1.9%	0.9%	1.0%	0.4%	1.0%	3.6%	0.5%	0.7%	34.1%	0.9%
	100.0%	53.3%	53.3%	20.0%	33.3%	33.3%	6.7%	13.3%	0.0%	20.0%	33.3%	13.3%	13.3%	13.3%	6.7%	13.3%	53.3%	13.3%	20.0%	100.0%	6.7%
Restaurant	6	1	1	0	1	1	0	0	0	0	2	0	0	2	1	0	1	1	0	6	0
	0.5%	0.2%	0.2%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.0%	0.4%	0.0%	0.4%	0.3%	0.0%	13.6%	0.0%
	100.0%	16.7%	16.7%	0.0%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	33.3%	16.7%	0.0%	16.7%	16.7%	0.0%	100.0%	0.0%
Sport Club/Sporting Event	3	0	1	0	0	1	0	0	0	0	0	0	0	1	1	1	0	0	0	3	0
	0.2%	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.5%	0.0%	0.0%	0.0%	6.8%	0.0%
	100.0%	0.0%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	0.0%	0.0%	100.0%	0.0%
Net - Internet/Mail Order	109	74	28	15	59	13	5	3	31	25	8	9	12	10	27	29	14	3	5	1	109
	8.9%	16.2%	4.8%	10.7%	18.7%	2.9%	8.5%	6.0%	36.0%	15.0%	4.4%	8.3%	5.5%	5.2%	10.8%	15.0%	6.3%	0.8%	1.1%	2.3%	100.0%
	100.0%	67.9%	25.7%	13.8%	54.1%	11.9%	4.6%	2.8%	28.4%	22.9%	7.3%	8.3%	11.0%	9.2%	24.8%	26.6%	12.8%	2.8%	4.6%	0.9%	100.0%
Internet Site	9	6	3	0	6	3	0	0	1	3	0	2	1	0	3	3	1	2	3	1	9
	0.7%	1.3%	0.5%	0.0%	1.9%	0.7%	0.0%	0.0%	1.2%	1.8%	0.0%	1.9%	0.5%	0.0%	1.2%	1.6%	0.4%	0.5%	0.7%	2.3%	8.3%
	100.0%	66.7%	33.3%	0.0%	66.7%	33.3%	0.0%	0.0%	11.1%	33.3%	0.0%	22.2%	11.1%	0.0%	33.3%	33.3%	11.1%	22.2%	33.3%	11.1%	100.0%
Mail Order/Catalog	102	69	26	15	54	11	5	3	30	22	8	8	11	10	25	27	13	2	3	1	102
	8.3%	15.1%	4.5%	10.7%	17.1%	2.5%	8.5%	6.0%	34.9%	13.2%	4.4%	7.4%	5.1%	5.2%	10.0%	14.0%	5.8%	0.5%	0.7%	2.3%	93.6%
	100.0%	67.6%	25.5%	14.7%	52.9%	10.8%	4.9%	2.9%	29.4%	21.6%	7.8%	7.8%	10.8%	9.8%	24.5%	26.5%	12.7%	2.0%	2.9%	1.0%	100.0%
No answer	149	42	59	13	29	46	2	6	4	14	12	8	26	19	31	21	26	0	0	0	0
	12.1%	9.2%	10.1%	9.3%	9.2%	10.4%	3.4%	12.0%	4.7%	8.4%	6.6%	7.4%	12.0%	9.9%	12.4%	10.9%	11.7%	0.0%	0.0%	0.0%	0.0%
	100.0%	28.2%	39.6%	8.7%	19.5%	30.9%	1.3%	4.0%	2.7%	9.4%	8.1%	5.4%	17.4%	12.8%	20.8%	14.1%	17.4%	0.0%	0.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019213

Cigar Segmentation

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

Base: Total buy from source (Q14C)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	380	52	284	33	19	251	8	17	8	13	34	61	99	81	111	43	17	380	16	5	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	13.7%	74.7%	8.7%	5.0%	66.1%	2.1%	4.5%	2.1%	3.4%	8.9%	16.1%	26.1%	21.3%	29.2%	11.3%	4.5%	100.0%	4.2%	1.3%	0.8%
No answer	3	0	3	0	0	3	0	0	0	0	0	0	2	1	0	0	0	3	0	0	0
	0.8%	0.0%	1.1%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%	33.3%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Total answering	377	52	281	33	19	248	8	17	8	13	34	61	97	80	111	43	17	377	16	5	3
	99.2%	100.0%	98.9%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.0%	98.8%	100.0%	100.0%	100.0%	99.2%	100.0%	100.0%	100.0%
	100.0%	13.8%	74.5%	8.8%	5.0%	65.8%	2.1%	4.5%	2.1%	3.4%	9.0%	16.2%	25.7%	21.2%	29.4%	11.4%	4.5%	100.0%	4.2%	1.3%	0.8%
Net - Mass Channel (Q14c codes 2,3,7,9 or 17)																					
Less than 10% (.05)	27	4	19	2	2	17	0	1	0	0	1	3	2	11	5	2	1	27	3	2	1
	7.2%	7.7%	6.8%	6.1%	10.5%	6.9%	0.0%	5.9%	0.0%	0.0%	2.9%	4.9%	2.1%	13.8%	4.5%	4.7%	5.9%	7.2%	18.8%	40.0%	33.3%
	100.0%	14.8%	70.4%	7.4%	7.4%	63.0%	0.0%	3.7%	0.0%	0.0%	3.7%	11.1%	7.4%	40.7%	18.5%	7.4%	3.7%	100.0%	11.1%	7.4%	3.7%
10% - 19% (.15)	21	3	17	2	1	15	0	1	0	2	2	5	5	2	7	3	0	21	3	1	1
	5.6%	5.8%	6.0%	6.1%	5.3%	6.0%	0.0%	5.9%	0.0%	15.4%	5.9%	8.2%	5.2%	2.5%	6.3%	7.0%	0.0%	5.6%	18.8%	20.0%	33.3%
	100.0%	14.3%	81.0%	9.5%	4.8%	71.4%	0.0%	4.8%	0.0%	9.5%	9.5%	23.8%	23.8%	9.5%	33.3%	14.3%	0.0%	100.0%	14.3%	4.8%	4.8%
20% - 29% (.25)	7	0	5	0	0	5	0	0	1	0	0	2	1	0	4	4	0	7	0	0	0
	1.9%	0.0%	1.8%	0.0%	0.0%	2.0%	0.0%	0.0%	12.5%	0.0%	0.0%	3.3%	1.0%	0.0%	3.6%	9.3%	0.0%	1.9%	0.0%	0.0%	0.0%
	100.0%	0.0%	71.4%	0.0%	0.0%	71.4%	0.0%	0.0%	14.3%	0.0%	0.0%	28.6%	14.3%	0.0%	57.1%	57.1%	0.0%	100.0%	0.0%	0.0%	0.0%
30% - 39% (.35)	16	4	9	3	1	6	1	1	2	0	4	3	4	3	7	5	3	16	1	0	0
	4.2%	7.7%	3.2%	9.1%	5.3%	2.4%	12.5%	5.9%	25.0%	0.0%	11.8%	4.9%	4.1%	3.8%	6.3%	11.6%	17.6%	4.2%	6.3%	0.0%	0.0%
	100.0%	25.0%	56.3%	18.8%	6.3%	37.5%	6.3%	6.3%	12.5%	0.0%	25.0%	18.8%	25.0%	18.8%	43.8%	31.3%	18.8%	100.0%	6.3%	0.0%	0.0%
40% - 49% (.45)	19	2	17	2	0	15	1	1	0	1	4	2	9	1	3	4	2	19	1	0	0
	5.0%	3.8%	6.0%	6.1%	0.0%	6.0%	12.5%	5.9%	0.0%	7.7%	11.8%	3.3%	9.3%	1.3%	2.7%	9.3%	11.8%	5.0%	6.3%	0.0%	0.0%
	100.0%	10.5%	89.5%	10.5%	0.0%	78.9%	5.3%	5.3%	0.0%	5.3%	21.1%	10.5%	47.4%	5.3%	15.8%	21.1%	10.5%	100.0%	5.3%	0.0%	0.0%
50% - 59% (.55)	39	6	24	3	3	21	1	0	2	1	4	4	10	10	12	4	2	39	0	0	1
	10.3%	11.5%	8.5%	9.1%	15.8%	8.5%	12.5%	0.0%	25.0%	7.7%	11.8%	6.6%	10.3%	12.5%	10.8%	9.3%	11.8%	10.3%	0.0%	0.0%	33.3%
	100.0%	15.4%	61.5%	7.7%	7.7%	53.8%	2.6%	0.0%	5.1%	2.6%	10.3%	10.3%	25.6%	25.6%	30.8%	10.3%	5.1%	100.0%	0.0%	0.0%	2.6%
60% - 69% (.65)	20	4	14	2	2	12	0	1	0	1	1	3	4	3	7	3	1	20	0	1	0
	5.3%	7.7%	5.0%	6.1%	10.5%	4.8%	0.0%	5.9%	0.0%	7.7%	2.9%	4.9%	4.1%	3.8%	6.3%	7.0%	5.9%	5.3%	0.0%	20.0%	0.0%
	100.0%	20.0%	70.0%	10.0%	10.0%	60.0%	0.0%	5.0%	0.0%	5.0%	5.0%	15.0%	20.0%	15.0%	35.0%	15.0%	5.0%	100.0%	0.0%	5.0%	0.0%
70% - 79% (.75)	69	18	55	12	6	43	4	7	2	5	8	11	21	13	20	8	1	69	1	0	0
	18.3%	34.6%	19.6%	36.4%	31.6%	17.3%	50.0%	41.2%	25.0%	38.5%	23.5%	18.0%	21.6%	16.3%	18.0%	18.6%	5.9%	18.3%	6.3%	0.0%	0.0%
	100.0%	26.1%	79.7%	17.4%	8.7%	62.3%	5.8%	10.1%	2.9%	7.2%	11.6%	15.9%	30.4%	18.8%	29.0%	11.6%	1.4%	100.0%	1.4%	0.0%	0.0%
80% - 89% (.85)	78	7	60	5	2	55	0	4	0	2	5	18	24	18	25	5	3	78	7	1	0
	20.7%	13.5%	21.4%	15.2%	10.5%	22.2%	0.0%	23.5%	0.0%	15.4%	14.7%	29.5%	24.7%	22.5%	22.5%	11.6%	17.6%	20.7%	43.8%	20.0%	0.0%
	100.0%	9.0%	76.9%	6.4%	2.6%	70.5%	0.0%	5.1%	0.0%	2.6%	6.4%	23.1%	30.8%	23.1%	32.1%	6.4%	3.8%	100.0%	9.0%	1.3%	0.0%
90% - 99% (.95)	58	4	45	2	2	43	1	1	1	1	4	8	12	14	18	4	3	58	0	0	0
	15.4%	7.7%	16.0%	6.1%	10.5%	17.3%	12.5%	5.9%	12.5%	7.7%	11.8%	13.1%	12.4%	17.5%	16.2%	9.3%	17.6%	15.4%	0.0%	0.0%	0.0%
	100.0%	6.9%	77.6%	3.4%	3.4%	74.1%	1.7%	1.7%	1.7%	1.7%	6.9%	13.8%	20.7%	24.1%	31.0%	6.9%	5.2%	100.0%	0.0%	0.0%	0.0%
100% (1.00)	23	0	16	0	0	16	0	0	0	0	1	2	5	5	3	1	1	23	0	0	0
	6.1%	0.0%	5.7%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	2.9%	3.3%	5.2%	6.3%	2.7%	2.3%	5.9%	6.1%	0.0%	0.0%	0.0%
	100.0%	0.0%	69.6%	0.0%	0.0%	69.6%	0.0%	0.0%	0.0%	0.0%	4.3%	8.7%	21.7%	21.7%	13.0%	4.3%	4.3%	100.0%	0.0%	0.0%	0.0%
Mean	0.67	0.62	0.67	0.62	0.61	0.68	0.66	0.66	0.56	0.64	0.63	0.67	0.69	0.66	0.66	0.57	0.64	0.67	0.51	0.35	0.25

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019214

Cigar Segmentation

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

Base: Total buy from source (Q14C)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Std. Dev.	0.284	0.260	0.283	0.254	0.277	0.286	0.196	0.257	0.242	0.253	0.256	0.283	0.242	0.310	0.274	0.277	0.280	0.284	0.358	0.374	0.265
Std. Err.	0.015	0.036	0.017	0.044	0.064	0.018	0.069	0.062	0.085	0.070	0.044	0.036	0.025	0.035	0.026	0.042	0.068	0.015	0.089	0.167	0.153

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019215

Cigar Segmentation

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

Base: Total buy from source (Q14C)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMIUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	451	242	159	67	175	92	38	18	38	94	105	22	60	61	65	78	124	16	451	6	5
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	53.7%	35.3%	14.9%	38.8%	20.4%	8.4%	4.0%	8.4%	20.8%	23.3%	4.9%	13.3%	13.5%	14.4%	17.3%	27.5%	3.5%	100.0%	1.3%	1.1%
No answer	5	2	1	0	2	1	0	0	1	1	1	0	0	1	1	1	1	0	5	0	0
	1.1%	0.8%	0.6%	0.0%	1.1%	1.1%	0.0%	0.0%	2.6%	1.1%	1.0%	0.0%	0.0%	1.6%	1.5%	1.3%	0.8%	0.0%	1.1%	0.0%	0.0%
	100.0%	40.0%	20.0%	0.0%	40.0%	20.0%	0.0%	0.0%	20.0%	20.0%	20.0%	0.0%	0.0%	20.0%	20.0%	20.0%	20.0%	0.0%	100.0%	0.0%	0.0%
Total answering	446	240	158	67	173	91	38	18	37	93	104	22	60	60	64	77	123	16	446	6	5
	98.9%	99.2%	99.4%	100.0%	98.9%	98.9%	100.0%	100.0%	97.4%	98.9%	99.0%	100.0%	100.0%	98.4%	98.5%	98.7%	99.2%	100.0%	98.9%	100.0%	100.0%
	100.0%	53.8%	35.4%	15.0%	38.8%	20.4%	8.5%	4.0%	8.3%	20.9%	23.3%	4.9%	13.5%	13.5%	14.3%	17.3%	27.6%	3.6%	100.0%	1.3%	1.1%
Net - Tobacconist (Q14c codes 4 or 12)																					
Less than 10% (.05)	8	4	5	2	2	3	0	2	0	0	1	1	0	3	1	1	3	3	8	2	1
	1.8%	1.7%	3.2%	3.0%	1.2%	3.3%	0.0%	11.1%	0.0%	0.0%	1.0%	4.5%	0.0%	5.0%	1.6%	1.3%	2.4%	18.8%	1.8%	33.3%	20.0%
	100.0%	50.0%	62.5%	25.0%	25.0%	37.5%	0.0%	25.0%	0.0%	0.0%	12.5%	12.5%	0.0%	37.5%	12.5%	12.5%	37.5%	37.5%	100.0%	25.0%	12.5%
10% - 19% (.15)	7	0	5	0	0	5	0	0	0	0	2	2	0	2	2	0	0	3	7	1	1
	1.6%	0.0%	3.2%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	1.9%	9.1%	0.0%	3.3%	3.1%	0.0%	0.0%	18.8%	1.6%	16.7%	20.0%
	100.0%	0.0%	71.4%	0.0%	0.0%	71.4%	0.0%	0.0%	0.0%	0.0%	28.6%	28.6%	0.0%	28.6%	28.6%	0.0%	0.0%	42.9%	100.0%	14.3%	14.3%
20% - 29% (.25)	8	2	5	1	1	4	0	1	0	1	0	1	1	2	1	0	2	0	8	1	0
	1.8%	0.8%	3.2%	1.5%	0.6%	4.4%	0.0%	5.6%	0.0%	1.1%	0.0%	4.5%	1.7%	3.3%	1.6%	0.0%	1.6%	0.0%	1.8%	16.7%	0.0%
	100.0%	25.0%	62.5%	12.5%	12.5%	50.0%	0.0%	12.5%	0.0%	12.5%	0.0%	12.5%	12.5%	25.0%	12.5%	0.0%	25.0%	0.0%	100.0%	12.5%	0.0%
30% - 39% (.35)	15	8	9	4	4	5	2	1	1	2	5	0	6	3	1	1	5	1	15	0	1
	3.4%	3.3%	5.7%	6.0%	2.3%	5.5%	5.3%	5.6%	2.7%	2.2%	4.8%	0.0%	10.0%	5.0%	1.6%	1.3%	4.1%	6.3%	3.4%	0.0%	20.0%
	100.0%	53.3%	60.0%	26.7%	26.7%	33.3%	13.3%	6.7%	6.7%	13.3%	33.3%	0.0%	40.0%	20.0%	6.7%	6.7%	33.3%	6.7%	100.0%	0.0%	6.7%
40% - 49% (.45)	24	12	7	2	10	5	1	1	2	5	7	0	6	1	2	2	3	1	24	0	0
	5.4%	5.0%	4.4%	3.0%	5.8%	5.5%	2.6%	5.6%	5.4%	5.4%	6.7%	0.0%	10.0%	1.7%	3.1%	2.6%	2.4%	6.3%	5.4%	0.0%	0.0%
	100.0%	50.0%	29.2%	8.3%	41.7%	20.8%	4.2%	4.2%	8.3%	20.8%	29.2%	0.0%	25.0%	4.2%	8.3%	8.3%	12.5%	4.2%	100.0%	0.0%	0.0%
50% - 59% (.55)	33	21	13	8	13	5	5	3	4	7	6	2	6	3	3	4	7	0	33	0	0
	7.4%	8.8%	8.2%	11.9%	7.5%	5.5%	13.2%	16.7%	10.8%	7.5%	5.8%	9.1%	10.0%	5.0%	4.7%	5.2%	5.7%	0.0%	7.4%	0.0%	0.0%
	100.0%	63.6%	39.4%	24.2%	39.4%	15.2%	15.2%	9.1%	12.1%	21.2%	18.2%	6.1%	18.2%	9.1%	9.1%	12.1%	21.2%	0.0%	100.0%	0.0%	0.0%
60% - 69% (.65)	29	16	13	5	11	8	4	1	1	6	11	2	6	6	4	4	9	0	29	0	0
	6.5%	6.7%	8.2%	7.5%	6.4%	8.8%	10.5%	5.6%	2.7%	6.5%	10.6%	9.1%	10.0%	10.0%	6.3%	5.2%	7.3%	0.0%	6.5%	0.0%	0.0%
	100.0%	55.2%	44.8%	17.2%	37.9%	27.6%	13.8%	3.4%	3.4%	20.7%	37.9%	6.9%	20.7%	20.7%	13.8%	13.8%	31.0%	0.0%	100.0%	0.0%	0.0%
70% - 79% (.75)	105	58	41	20	38	21	11	6	9	27	27	5	12	19	13	22	30	1	105	0	1
	23.5%	24.2%	25.9%	29.9%	22.0%	23.1%	28.9%	33.3%	24.3%	29.0%	26.0%	22.7%	20.0%	31.7%	20.3%	28.6%	24.4%	6.3%	23.5%	0.0%	20.0%
	100.0%	55.2%	39.0%	19.0%	36.2%	20.0%	10.5%	5.7%	8.6%	25.7%	25.7%	4.8%	11.4%	18.1%	12.4%	21.0%	28.6%	1.0%	100.0%	0.0%	1.0%
80% - 89% (.85)	118	68	35	14	54	21	8	3	13	27	28	5	14	14	18	23	33	7	118	1	1
	26.5%	28.3%	22.2%	20.9%	31.2%	23.1%	21.1%	16.7%	35.1%	29.0%	26.9%	22.7%	23.3%	23.3%	28.1%	29.9%	26.8%	43.8%	26.5%	16.7%	20.0%
	100.0%	57.6%	29.7%	11.9%	45.8%	17.8%	6.8%	2.5%	11.0%	22.9%	23.7%	4.2%	11.9%	11.9%	15.3%	19.5%	28.0%	5.9%	100.0%	0.8%	0.8%
90% - 99% (.95)	62	37	15	7	30	8	5	0	7	13	11	3	6	4	12	16	19	0	62	0	0
	13.9%	15.4%	9.5%	10.4%	17.3%	8.8%	13.2%	0.0%	18.9%	14.0%	10.6%	13.6%	10.0%	6.7%	18.8%	20.8%	15.4%	0.0%	13.9%	0.0%	0.0%
	100.0%	59.7%	24.2%	11.3%	48.4%	12.9%	8.1%	0.0%	11.3%	21.0%	17.7%	4.8%	9.7%	6.5%	19.4%	25.8%	30.6%	0.0%	100.0%	0.0%	0.0%
100% (1.00)	37	14	10	4	10	6	2	0	0	5	6	1	3	3	7	4	12	0	37	1	0
	8.3%	5.8%	6.3%	6.0%	5.8%	6.6%	5.3%	0.0%	0.0%	5.4%	5.8%	4.5%	5.0%	5.0%	10.9%	5.2%	9.8%	0.0%	8.3%	16.7%	0.0%
	100.0%	37.8%	27.0%	10.8%	27.0%	16.2%	5.4%	0.0%	0.0%	13.5%	16.2%	2.7%	8.1%	8.1%	18.9%	10.8%	32.4%	0.0%	100.0%	2.7%	0.0%
Mean	0.74	0.76	0.69	0.71	0.77	0.67	0.74	0.58	0.77	0.77	0.73	0.68	0.70	0.68	0.77	0.80	0.76	0.51	0.74	0.39	0.43

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019216

Cigar Segmentation

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

Base: Total buy from source (Q14C)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Std. Dev.	0.215	0.192	0.242	0.213	0.182	0.261	0.169	0.259	0.158	0.163	0.198	0.282	0.204	0.249	0.219	0.161	0.207	0.358	0.215	0.422	0.356
Std. Err.	0.010	0.012	0.019	0.026	0.014	0.027	0.027	0.061	0.026	0.017	0.019	0.060	0.026	0.032	0.027	0.018	0.019	0.089	0.010	0.172	0.159

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019217

Cigar Segmentation

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

Base: Total buy from source (Q14C)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	44	19	14	5	14	9	2	3	0	7	11	4	2	8	6	8	19	5	6	44	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	43.2%	31.8%	11:4%	31.8%	20.5%	4.5%	6.8%	0.0%	15.9%	25.0%	9.1%	4.5%	18.2%	13.6%	18.2%	43.2%	11.4%	13.6%	100.0%	2.3%
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total answering	44	19	14	5	14	9	2	3	0	7	11	4	2	8	6	8	19	5	6	44	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	43.2%	31.8%	11.4%	31.8%	20.5%	4.5%	6.8%	0.0%	15.9%	25.0%	9.1%	4.5%	18.2%	13.6%	18.2%	43.2%	11.4%	13.6%	100.0%	2.3%
Net - On premises (Q14c codes 5,6,15 or 16)																					
Less than 10% (.05)	5	1	2	0	1	2	0	0	0	0	2	1	0	0	2	2	3	2	2	5	1
	11.4%	5.3%	14.3%	0.0%	7.1%	22.2%	0.0%	0.0%	0.0%	0.0%	18.2%	25.0%	0.0%	0.0%	33.3%	25.0%	15.8%	40.0%	33.3%	11.4%	100.0%
	100.0%	20.0%	40.0%	0.0%	20.0%	40.0%	0.0%	0.0%	0.0%	0.0%	40.0%	20.0%	0.0%	0.0%	40.0%	40.0%	60.0%	40.0%	40.0%	100.0%	20.0%
10% - 19% (.15)	1	0	1	0	0	1	0	0	0	0	1	1	0	0	1	0	0	1	1	1	0
	2.3%	0.0%	7.1%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	9.1%	25.0%	0.0%	0.0%	16.7%	0.0%	0.0%	20.0%	16.7%	2.3%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
20% - 29% (.25)	4	3	2	2	1	0	0	2	0	1	1	0	0	2	0	1	1	0	1	4	0
	9.1%	15.8%	14.3%	40.0%	7.1%	0.0%	0.0%	66.7%	0.0%	14.3%	9.1%	0.0%	0.0%	25.0%	0.0%	12.5%	5.3%	0.0%	16.7%	9.1%	0.0%
	100.0%	75.0%	50.0%	50.0%	25.0%	0.0%	0.0%	50.0%	0.0%	25.0%	25.0%	0.0%	0.0%	50.0%	0.0%	25.0%	25.0%	0.0%	25.0%	100.0%	0.0%
30% - 39% (.35)	2	1	2	1	0	1	1	0	0	1	1	1	0	1	1	1	0	0	0	2	0
	4.5%	5.3%	14.3%	20.0%	0.0%	11.1%	50.0%	0.0%	0.0%	14.3%	9.1%	25.0%	0.0%	12.5%	16.7%	12.5%	0.0%	0.0%	0.0%	4.5%	0.0%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%	0.0%
40% - 49% (.45)	5	3	1	0	3	1	0	0	0	2	0	0	1	1	1	1	1	0	0	5	0
	11.4%	15.8%	7.1%	0.0%	21.4%	11.1%	0.0%	0.0%	0.0%	28.6%	0.0%	0.0%	50.0%	12.5%	16.7%	12.5%	5.3%	0.0%	0.0%	11.4%	0.0%
	100.0%	60.0%	20.0%	0.0%	60.0%	20.0%	0.0%	0.0%	0.0%	40.0%	0.0%	0.0%	20.0%	20.0%	20.0%	20.0%	20.0%	0.0%	0.0%	100.0%	0.0%
50% - 59% (.55)	6	4	2	1	3	1	0	1	0	1	2	0	1	1	0	1	4	0	0	6	0
	13.6%	21.1%	14.3%	20.0%	21.4%	11.1%	0.0%	33.3%	0.0%	14.3%	18.2%	0.0%	50.0%	12.5%	0.0%	12.5%	21.1%	0.0%	0.0%	13.6%	0.0%
	100.0%	66.7%	33.3%	16.7%	50.0%	16.7%	0.0%	16.7%	0.0%	16.7%	33.3%	0.0%	16.7%	16.7%	0.0%	16.7%	66.7%	0.0%	0.0%	100.0%	0.0%
60% - 69% (.65)	4	1	2	1	0	1	1	0	0	1	1	0	0	0	1	1	3	1	0	4	0
	9.1%	5.3%	14.3%	20.0%	0.0%	11.1%	50.0%	0.0%	0.0%	14.3%	9.1%	0.0%	0.0%	0.0%	16.7%	12.5%	15.8%	20.0%	0.0%	9.1%	0.0%
	100.0%	25.0%	50.0%	25.0%	0.0%	25.0%	25.0%	0.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	25.0%	25.0%	75.0%	25.0%	0.0%	100.0%	0.0%
70% - 79% (.75)	8	4	1	0	4	1	0	0	0	0	1	0	0	2	0	1	4	0	0	8	0
	18.2%	21.1%	7.1%	0.0%	28.6%	11.1%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	25.0%	0.0%	12.5%	21.1%	0.0%	0.0%	18.2%	0.0%
	100.0%	50.0%	12.5%	0.0%	50.0%	12.5%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	25.0%	0.0%	12.5%	50.0%	0.0%	0.0%	100.0%	0.0%
80% - 89% (.85)	5	1	1	0	1	1	0	0	0	1	0	1	0	0	0	0	2	1	1	5	0
	11.4%	5.3%	7.1%	0.0%	7.1%	11.1%	0.0%	0.0%	0.0%	14.3%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	10.5%	20.0%	16.7%	11.4%	0.0%
	100.0%	20.0%	20.0%	0.0%	20.0%	20.0%	0.0%	0.0%	0.0%	20.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	40.0%	20.0%	20.0%	100.0%	0.0%
90% - 99% (.95)	3	1	0	0	1	0	0	0	0	0	2	0	0	1	0	0	1	0	0	3	0
	6.8%	5.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	18.2%	0.0%	0.0%	12.5%	0.0%	0.0%	5.3%	0.0%	0.0%	6.8%	0.0%
	100.0%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	100.0%	0.0%
100% (1.00)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	2.3%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Mean	0.55	0.53	0.42	0.41	0.58	0.43	0.50	0.35	0.00	0.51	0.48	0.35	0.50	0.54	0.28	0.39	0.56	0.35	0.39	0.55	0.05

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019218

Cigar Segmentation

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

Base: Total buy from source (Q14C)

		PREMIUM VS MASS SMOKING HABITS																			SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS												
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Std. Dev.	0.281	0.236	0.255	0.182	0.243	0.299	0.212	0.173	0.000	0.199	0.332	0.356	0.071	0.259	0.242	0.262	0.277	0.374	0.422	0.281	0.000
Std. Err.	0.042	0.054	0.068	0.081	0.065	0.100	0.150	0.100	0.000	0.075	0.100	0.178	0.050	0.091	0.099	0.092	0.063	0.167	0.172	0.042	0.000

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019219

Cigar Segmentation

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

Base: Total buy from source (Q14C)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	109	74	28	15	59	13	5	3	31	25	8	9	12	10	27	29	14	3	5	1	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	67.9%	25.7%	13.8%	54.1%	11.9%	4.6%	2.8%	28.4%	22.9%	7.3%	8.3%	11.0%	9.2%	24.8%	26.6%	12.8%	2.8%	4.6%	0.9%	100.0%
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total answering	109	74	28	15	59	13	5	3	31	25	8	9	12	10	27	29	14	3	5	1	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	67.9%	25.7%	13.8%	54.1%	11.9%	4.6%	2.8%	28.4%	22.9%	7.3%	8.3%	11.0%	9.2%	24.8%	26.6%	12.8%	2.8%	4.6%	0.9%	100.0%
Net - Internet/Mail Order (Q14c codes 11 or 13)																					
Less than 10% (.05)	1	0	1	0	0	1	0	0	0	0	0	1	0	0	1	1	0	1	1	1	1
	0.9%	0.0%	3.6%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	3.7%	3.4%	0.0%	33.3%	20.0%	100.0%	0.9%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
10% - 19% (.15)	1	0	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	1	1	0	1
	0.9%	0.0%	3.6%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	3.7%	0.0%	0.0%	33.3%	20.0%	0.0%	0.9%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
20% - 29% (.25)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
30% - 39% (.35)	2	2	0	0	2	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	2
	1.8%	2.7%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	1.8%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	100.0%
40% - 49% (.45)	4	4	3	3	1	0	0	1	0	2	0	0	1	0	1	0	0	0	0	0	4
	3.7%	5.4%	10.7%	20.0%	1.7%	0.0%	0.0%	33.3%	0.0%	8.0%	0.0%	0.0%	8.3%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%
	100.0%	100.0%	75.0%	75.0%	25.0%	0.0%	0.0%	25.0%	0.0%	50.0%	0.0%	0.0%	25.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
50% - 59% (.55)	7	4	4	2	2	2	0	1	0	3	0	0	1	2	0	1	1	1	0	0	7
	6.4%	5.4%	14.3%	13.3%	3.4%	15.4%	0.0%	33.3%	0.0%	12.0%	0.0%	0.0%	8.3%	20.0%	0.0%	3.4%	7.1%	33.3%	0.0%	0.0%	6.4%
	100.0%	57.1%	57.1%	28.6%	28.6%	28.6%	0.0%	14.3%	0.0%	42.9%	0.0%	0.0%	14.3%	28.6%	0.0%	14.3%	14.3%	14.3%	0.0%	0.0%	100.0%
60% - 69% (.65)	7	4	2	1	3	1	0	0	0	3	1	1	0	0	1	1	1	0	0	0	7
	6.4%	5.4%	7.1%	6.7%	5.1%	7.7%	0.0%	0.0%	0.0%	12.0%	12.5%	11.1%	0.0%	0.0%	3.7%	3.4%	7.1%	0.0%	0.0%	0.0%	6.4%
	100.0%	57.1%	28.6%	14.3%	42.9%	14.3%	0.0%	0.0%	0.0%	42.9%	14.3%	14.3%	0.0%	0.0%	14.3%	14.3%	14.3%	0.0%	0.0%	0.0%	100.0%
70% - 79% (.75)	29	19	7	2	17	5	1	0	10	5	3	3	4	3	6	11	7	0	1	0	29
	26.6%	25.7%	25.0%	13.3%	28.8%	38.5%	20.0%	0.0%	32.3%	20.0%	37.5%	33.3%	33.3%	30.0%	22.2%	37.9%	50.0%	0.0%	20.0%	0.0%	26.6%
	100.0%	65.5%	24.1%	6.9%	58.6%	17.2%	3.4%	0.0%	34.5%	17.2%	10.3%	10.3%	13.8%	10.3%	20.7%	37.9%	24.1%	0.0%	3.4%	0.0%	100.0%
80% - 89% (.85)	27	19	7	5	14	2	2	1	11	7	1	2	5	3	9	8	4	0	1	0	27
	24.8%	25.7%	25.0%	33.3%	23.7%	15.4%	40.0%	33.3%	35.5%	28.0%	12.5%	22.2%	41.7%	30.0%	33.3%	27.6%	28.6%	0.0%	20.0%	0.0%	24.8%
	100.0%	70.4%	25.9%	18.5%	51.9%	7.4%	7.4%	3.7%	40.7%	25.9%	3.7%	7.4%	18.5%	11.1%	33.3%	29.6%	14.8%	0.0%	3.7%	0.0%	100.0%
90% - 99% (.95)	23	17	2	1	16	1	1	0	8	4	1	1	1	2	6	5	0	0	0	0	23
	21.1%	23.0%	7.1%	6.7%	27.1%	7.7%	20.0%	0.0%	25.8%	16.0%	12.5%	11.1%	8.3%	20.0%	22.2%	17.2%	0.0%	0.0%	0.0%	0.0%	21.1%
	100.0%	73.9%	8.7%	4.3%	69.6%	4.3%	4.3%	0.0%	34.8%	17.4%	4.3%	4.3%	4.3%	8.7%	26.1%	21.7%	0.0%	0.0%	0.0%	0.0%	100.0%
100% (1.00)	8	5	1	1	4	0	1	0	2	1	1	0	0	0	2	2	1	0	0	0	8
	7.3%	6.8%	3.6%	6.7%	6.8%	0.0%	20.0%	0.0%	6.5%	4.0%	12.5%	0.0%	0.0%	0.0%	7.4%	6.9%	7.1%	0.0%	0.0%	0.0%	7.3%
	100.0%	62.5%	12.5%	12.5%	50.0%	0.0%	12.5%	0.0%	25.0%	12.5%	12.5%	0.0%	0.0%	0.0%	25.0%	25.0%	12.5%	0.0%	0.0%	0.0%	100.0%
Mean	0.79	0.80	0.68	0.72	0.81	0.64	0.88	0.62	0.85	0.76	0.76	0.64	0.77	0.78	0.78	0.79	0.78	0.25	0.43	0.05	0.79

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019220

Cigar Segmentation

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

Base: Total buy from source (Q14C)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Std. Dev.	0.178	0.162	0.227	0.189	0.150	0.266	0.097	0.208	0.087	0.161	0.201	0.318	0.140	0.142	0.230	0.178	0.105	0.265	0.356	0.000	0.178
Std. Err.	0.017	0.019	0.043	0.049	0.020	0.074	0.044	0.120	0.016	0.032	0.071	0.106	0.041	0.045	0.044	0.033	0.028	0.153	0.159	0.000	0.017

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019221

Cigar Segmentation

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

Base: Total buy from source (Q14C)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Net - Mass Channel (Q14c codes 2,3,7,9 or 17)																					
Mean	0.67	0.62	0.67	0.62	0.61	0.68	0.66	0.66	0.56	0.64	0.63	0.67	0.69	0.66	0.66	0.57	0.64	0.67	0.51	0.35	0.25
Std. Dev.	0.284	0.260	0.283	0.254	0.277	0.286	0.196	0.257	0.242	0.253	0.256	0.283	0.242	0.310	0.274	0.277	0.280	0.284	0.358	0.374	0.265
Std. Err.	0.015	0.036	0.017	0.044	0.064	0.018	0.069	0.062	0.085	0.070	0.044	0.036	0.025	0.035	0.026	0.042	0.068	0.015	0.089	0.167	0.153
Net - Tobacconist (Q14c codes 4 or 12)																					
Mean	0.74	0.76	0.69	0.71	0.77	0.67	0.74	0.58	0.77	0.77	0.73	0.68	0.70	0.68	0.77	0.80	0.76	0.51	0.74	0.39	0.43
Std. Dev.	0.215	0.192	0.242	0.213	0.182	0.261	0.169	0.259	0.158	0.163	0.198	0.282	0.204	0.249	0.219	0.161	0.207	0.358	0.215	0.422	0.356
Std. Err.	0.010	0.012	0.019	0.026	0.014	0.027	0.027	0.061	0.026	0.017	0.019	0.060	0.026	0.032	0.027	0.018	0.019	0.089	0.010	0.172	0.159
Net - On premises (Q14c codes 5,6,15 or 16)																					
Mean	0.55	0.53	0.42	0.41	0.58	0.43	0.50	0.35	0.00	0.51	0.48	0.35	0.50	0.54	0.28	0.39	0.56	0.35	0.39	0.55	0.05
Std. Dev.	0.281	0.236	0.255	0.182	0.243	0.299	0.212	0.173	0.000	0.199	0.332	0.356	0.071	0.259	0.242	0.262	0.277	0.374	0.422	0.281	0.000
Std. Err.	0.042	0.054	0.068	0.081	0.065	0.100	0.150	0.100	0.000	0.075	0.100	0.178	0.050	0.091	0.099	0.092	0.063	0.167	0.172	0.042	0.000
Net - Internet/Mail Order (Q14c codes 11 or 13)																					
Mean	0.79	0.80	0.68	0.72	0.81	0.64	0.88	0.62	0.85	0.76	0.76	0.64	0.77	0.78	0.78	0.79	0.78	0.25	0.43	0.05	0.79
Std. Dev.	0.178	0.162	0.227	0.189	0.150	0.266	0.097	0.208	0.087	0.161	0.201	0.318	0.140	0.142	0.230	0.178	0.105	0.265	0.356	0.000	0.178
Std. Err.	0.017	0.019	0.043	0.049	0.020	0.074	0.044	0.120	0.016	0.032	0.071	0.106	0.041	0.045	0.044	0.033	0.028	0.153	0.159	0.000	0.017

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019222

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	451	242	159	67	175	92	38	18	38	94	105	22	60	61	65	78	124	16	451	6	5
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	53.7%	35.3%	14.9%	38.8%	20.4%	8.4%	4.0%	8.4%	20.8%	23.3%	4.9%	13.3%	13.5%	14.4%	17.3%	27.5%	3.5%	100.0%	1.3%	1.1%
No answer	5	1	4	0	1	4	0	0	0	1	0	3	0	0	3	1	0	1	5	0	1
	1.1%	0.4%	2.5%	0.0%	0.6%	4.3%	0.0%	0.0%	0.0%	1.1%	0.0%	13.6%	0.0%	0.0%	4.6%	1.3%	0.0%	6.3%	1.1%	0.0%	20.0%
	100.0%	20.0%	80.0%	0.0%	20.0%	80.0%	0.0%	0.0%	0.0%	20.0%	0.0%	60.0%	0.0%	0.0%	60.0%	20.0%	0.0%	20.0%	100.0%	0.0%	20.0%
Total answering	446	241	155	67	174	88	38	18	38	93	105	19	60	61	62	77	124	15	446	6	4
	98.9%	99.6%	97.5%	100.0%	99.4%	95.7%	100.0%	100.0%	100.0%	98.9%	100.0%	86.4%	100.0%	100.0%	95.4%	98.7%	100.0%	93.8%	98.9%	100.0%	80.0%
	100.0%	54.0%	34.8%	15.0%	39.0%	19.7%	8.5%	4.0%	8.5%	20.9%	23.5%	4.3%	13.5%	13.7%	13.9%	17.3%	27.8%	3.4%	100.0%	1.3%	0.9%
Yes	310	178	112	49	129	63	26	15	28	72	72	16	45	42	50	61	74	11	310	2	3
	69.5%	73.9%	72.3%	73.1%	74.1%	71.6%	68.4%	83.3%	73.7%	77.4%	68.6%	84.2%	75.0%	68.9%	80.6%	79.2%	59.7%	73.3%	69.5%	33.3%	75.0%
	100.0%	57.4%	36.1%	15.8%	41.6%	20.3%	8.4%	4.8%	9.0%	23.2%	23.2%	5.2%	14.5%	13.5%	16.1%	19.7%	23.9%	3.5%	100.0%	0.6%	1.0%
No	136	63	43	18	45	25	12	3	10	21	33	3	15	19	12	16	50	4	136	4	1
	30.5%	26.1%	27.7%	26.9%	25.9%	28.4%	31.6%	16.7%	26.3%	22.6%	31.4%	15.8%	25.0%	31.1%	19.4%	20.8%	40.3%	26.7%	30.5%	66.7%	25.0%
	100.0%	46.3%	31.6%	13.2%	33.1%	18.4%	8.8%	2.2%	7.4%	15.4%	24.3%	2.2%	11.0%	14.0%	8.8%	11.8%	36.8%	2.9%	100.0%	2.9%	0.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019223

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	310	178	112	49	129	63	26	15	28	72	72	16	45	42	50	61	74	11	310	2	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	57.4%	36.1%	15.8%	41.6%	20.3%	8.4%	4.8%	9.0%	23.2%	23.2%	5.2%	14.5%	13.5%	16.1%	19.7%	23.9%	3.5%	100.0%	0.6%	1.0%
No answer	7	6	2	2	4	0	2	0	2	0	2	0	1	0	3	3	2	0	7	0	0
	2.3%	3.4%	1.8%	4.1%	3.1%	0.0%	7.7%	0.0%	7.1%	0.0%	2.8%	0.0%	2.2%	0.0%	6.0%	4.9%	2.7%	0.0%	2.3%	0.0%	0.0%
	100.0%	85.7%	28.6%	28.6%	57.1%	0.0%	28.6%	0.0%	28.6%	0.0%	28.6%	0.0%	14.3%	0.0%	42.9%	42.9%	28.6%	0.0%	100.0%	0.0%	0.0%
Total answering	303	172	110	47	125	63	24	15	26	72	70	16	44	42	47	58	72	11	303	2	3
	97.7%	96.6%	98.2%	95.9%	96.9%	100.0%	92.3%	100.0%	92.9%	100.0%	97.2%	100.0%	97.8%	100.0%	94.0%	95.1%	97.3%	100.0%	97.7%	100.0%	100.0%
	100.0%	56.8%	36.3%	15.5%	41.3%	20.8%	7.9%	5.0%	8.6%	23.8%	23.1%	5.3%	14.5%	13.9%	15.5%	19.1%	23.8%	3.6%	100.0%	0.7%	1.0%
Less than 1 year (.5)	38	19	15	9	10	6	5	4	1	8	8	2	7	4	3	5	8	2	38	1	0
	12.5%	11.0%	13.6%	19.1%	8.0%	9.5%	20.8%	26.7%	3.8%	11.1%	11.4%	12.5%	15.9%	9.5%	6.4%	8.6%	11.1%	18.2%	12.5%	50.0%	0.0%
	100.0%	50.0%	39.5%	23.7%	26.3%	15.8%	13.2%	10.5%	2.6%	21.1%	21.1%	5.3%	18.4%	10.5%	7.9%	13.2%	21.1%	5.3%	100.0%	2.6%	0.0%
1-2 years (1.5)	109	62	32	11	51	21	7	2	6	26	28	3	11	17	13	18	33	5	109	0	1
	36.0%	36.0%	29.1%	23.4%	40.8%	33.3%	29.2%	13.3%	23.1%	36.1%	40.0%	18.8%	25.0%	40.5%	27.7%	31.0%	45.8%	45.5%	36.0%	0.0%	33.3%
	100.0%	56.9%	29.4%	10.1%	46.8%	19.3%	6.4%	1.8%	5.5%	23.9%	25.7%	2.8%	10.1%	15.6%	11.9%	16.5%	30.3%	4.6%	100.0%	0.0%	0.9%
3-4 years (3.5)	86	49	39	16	33	23	6	8	6	25	19	6	19	14	13	15	14	2	86	0	1
	28.4%	28.5%	35.5%	34.0%	26.4%	36.5%	25.0%	53.3%	23.1%	34.7%	27.1%	37.5%	43.2%	33.3%	27.7%	25.9%	19.4%	18.2%	28.4%	0.0%	33.3%
	100.0%	57.0%	45.3%	18.6%	38.4%	26.7%	7.0%	9.3%	7.0%	29.1%	22.1%	7.0%	22.1%	16.3%	15.1%	17.4%	16.3%	2.3%	100.0%	0.0%	1.2%
5-9 years (7)	43	23	15	5	18	10	3	0	7	9	8	4	5	5	10	13	10	2	43	1	1
	14.2%	13.4%	13.6%	10.6%	14.4%	15.9%	12.5%	0.0%	26.9%	12.5%	11.4%	25.0%	11.4%	11.9%	21.3%	22.4%	13.9%	18.2%	14.2%	50.0%	33.3%
	100.0%	53.5%	34.9%	11.6%	41.9%	23.3%	7.0%	0.0%	16.3%	20.9%	18.6%	9.3%	11.6%	11.6%	23.3%	30.2%	23.3%	4.7%	100.0%	2.3%	2.3%
10 years or more (15)	27	19	9	6	13	3	3	1	6	4	7	1	2	2	8	7	7	0	27	0	0
	8.9%	11.0%	8.2%	12.8%	10.4%	4.8%	12.5%	6.7%	23.1%	5.6%	10.0%	6.3%	4.5%	4.8%	17.0%	12.1%	9.7%	0.0%	8.9%	0.0%	0.0%
	100.0%	70.4%	33.3%	22.2%	48.1%	11.1%	11.1%	3.7%	22.2%	14.8%	25.9%	3.7%	7.4%	7.4%	29.6%	25.9%	25.9%	0.0%	100.0%	0.0%	0.0%
Mean	3.93	4.19	3.93	4.30	4.14	3.65	4.17	3.20	6.52	3.52	3.91	4.34	3.44	3.37	5.46	4.79	3.85	2.68	3.93	3.75	4.00
Std. Dev.	3.995	4.280	3.852	4.544	4.195	3.252	4.643	3.535	5.197	3.389	4.164	3.650	3.172	3.235	4.844	4.403	4.185	2.348	3.995	4.596	2.784
Std. Err.	0.230	0.326	0.367	0.663	0.375	0.410	0.948	0.913	1.019	0.399	0.498	0.913	0.478	0.499	0.707	0.578	0.493	0.708	0.230	3.250	1.607

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019224

Cigar Segmentation

Q17a Section II. Which of the following cigar lengths do you buy?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Buy Regulary																					
Short (e.g., Robusto, approx. 4 inch)	338	143	182	45	98	137	19	13	30	68	41	34	61	60	76	61	60	105	139	8	28
	27.5%	31.4%	31.2%	32.1%	31.0%	30.9%	32.2%	26.0%	34.9%	40.7%	22.4%	31.5%	28.1%	31.4%	30.3%	31.6%	26.9%	27.6%	30.8%	18.2%	25.7%
	100.0%	42.3%	53.8%	13.3%	29.0%	40.5%	5.6%	3.8%	8.9%	20.1%	12.1%	10.1%	18.0%	17.8%	22.5%	18.0%	17.8%	31.1%	41.1%	2.4%	8.3%
Medium (e.g., Corona, approx. 6 inch)	832	374	382	114	260	268	48	40	70	137	150	60	161	132	149	133	163	236	345	28	87
	67.7%	82.0%	65.5%	81.4%	82.3%	60.5%	81.4%	80.0%	81.4%	82.0%	82.0%	55.6%	74.2%	69.1%	59.4%	68.9%	73.1%	62.1%	76.5%	63.6%	79.8%
	100.0%	45.0%	45.9%	13.7%	31.3%	32.2%	5.8%	4.8%	8.4%	16.5%	18.0%	7.2%	19.4%	15.9%	17.9%	16.0%	19.6%	28.4%	41.5%	3.4%	10.5%
Long (e.g., Churchill, approx. 7 inch)	395	227	163	72	155	91	35	21	49	91	76	28	66	56	83	101	98	67	184	18	55
	32.1%	49.8%	28.0%	51.4%	49.1%	20.5%	59.3%	42.0%	57.0%	54.5%	41.5%	25.9%	30.4%	29.3%	33.1%	52.3%	43.9%	17.6%	40.8%	40.9%	50.5%
	100.0%	57.5%	41.3%	18.2%	39.2%	23.0%	8.9%	5.3%	12.4%	23.0%	19.2%	7.1%	16.7%	14.2%	21.0%	25.6%	24.8%	17.0%	46.6%	4.6%	13.9%
Don't Know	122	7	64	2	5	62	0	2	1	3	4	16	13	22	32	8	15	55	22	8	2
	9.9%	1.5%	11.0%	1.4%	1.6%	14.0%	0.0%	4.0%	1.2%	1.8%	2.2%	14.8%	6.0%	11.5%	12.7%	4.1%	6.7%	14.5%	4.9%	18.2%	1.8%
	100.0%	5.7%	52.5%	1.6%	4.1%	50.8%	0.0%	1.6%	0.8%	2.5%	3.3%	13.1%	10.7%	18.0%	26.2%	6.6%	12.3%	45.1%	18.0%	6.6%	1.6%
No answer	93	13	36	5	8	31	1	2	2	2	6	3	14	13	17	7	15	31	25	1	5
	7.6%	2.9%	6.2%	3.6%	2.5%	7.0%	1.7%	4.0%	2.3%	1.2%	3.3%	2.8%	6.5%	6.8%	6.8%	3.6%	6.7%	8.2%	5.5%	2.3%	4.6%
	100.0%	14.0%	38.7%	5.4%	8.6%	33.3%	1.1%	2.2%	2.2%	2.2%	6.5%	3.2%	15.1%	14.0%	18.3%	7.5%	16.1%	33.3%	26.9%	1.1%	5.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019225

Cigar Segmentation

Q17b Section II. Which of the following cigar lengths do you buy?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)				
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)				MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Buy Most Often																					
Short (e.g., Robusto, approx. 4 inch)	129	34	83	9	25	74	3	3	9	14	7	22	24	16	39	23	17	58	42	2	8
	10.5%	7.5%	14.2%	6.4%	7.9%	16.7%	5.1%	6.0%	10.5%	8.4%	3.8%	20.4%	11.1%	8.4%	15.5%	11.9%	7.6%	15.3%	9.3%	4.5%	7.3%
	100.0%	26.4%	64.3%	7.0%	19.4%	57.4%	2.3%	2.3%	7.0%	10.9%	5.4%	17.1%	18.6%	12.4%	30.2%	17.8%	13.2%	45.0%	32.6%	1.6%	6.2%
Medium (e.g., Corona, approx. 6 inch)	663	278	315	90	188	225	39	34	50	103	126	45	134	111	106	88	123	195	268	22	67
	53.9%	61.0%	54.0%	64.3%	59.5%	50.8%	66.1%	68.0%	58.1%	61.7%	68.9%	41.7%	61.8%	58.1%	42.2%	45.6%	55.2%	51.3%	59.4%	50.0%	61.5%
	100.0%	41.9%	47.5%	13.6%	28.4%	33.9%	5.9%	5.1%	7.5%	15.5%	19.0%	6.8%	20.2%	16.7%	16.0%	13.3%	18.6%	29.4%	40.4%	3.3%	10.1%
Long (e.g., Churchill, approx. 7 inch)	185	106	69	29	77	40	16	7	22	38	35	12	27	26	41	53	50	26	82	8	25
	15.1%	23.2%	11.8%	20.7%	24.4%	9.0%	27.1%	14.0%	25.6%	22.8%	19.1%	11.1%	12.4%	13.6%	16.3%	27.5%	22.4%	6.8%	18.2%	18.2%	22.9%
	100.0%	57.3%	37.3%	15.7%	41.6%	21.6%	8.6%	3.8%	11.9%	20.5%	18.9%	6.5%	14.6%	14.1%	22.2%	28.6%	27.0%	14.1%	44.3%	4.3%	13.5%
Don't Know	84	6	45	2	4	43	0	2	0	3	2	9	12	16	19	6	9	38	17	5	2
	6.8%	1.3%	7.7%	1.4%	1.3%	9.7%	0.0%	4.0%	0.0%	1.8%	1.1%	8.3%	5.5%	8.4%	7.6%	3.1%	4.0%	10.0%	3.8%	11.4%	1.8%
	100.0%	7.1%	53.6%	2.4%	4.8%	51.2%	0.0%	2.4%	0.0%	3.6%	2.4%	10.7%	14.3%	19.0%	22.6%	7.1%	10.7%	45.2%	20.2%	6.0%	2.4%
No answer	168	32	71	10	22	61	1	4	5	9	13	20	20	22	46	23	24	63	42	7	7
	13.7%	7.0%	12.2%	7.1%	7.0%	13.8%	1.7%	8.0%	5.8%	5.4%	7.1%	18.5%	9.2%	11.5%	18.3%	11.9%	10.8%	16.6%	9.3%	15.9%	6.4%
	100.0%	19.0%	42.3%	6.0%	13.1%	36.3%	0.6%	2.4%	3.0%	5.4%	7.7%	11.9%	11.9%	13.1%	27.4%	13.7%	14.3%	37.5%	25.0%	4.2%	4.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019226

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Buy Regulary																					
Small (e.g., Petit Corona, Cigarillo)	317	99	206	40	59	166	11	17	16	41	41	42	75	61	72	44	39	122	115	5	19
	25.8%	21.7%	35.3%	28.6%	18.7%	37.5%	18.6%	34.0%	18.6%	24.6%	22.4%	38.9%	34.6%	31.9%	28.7%	22.8%	17.5%	32.1%	25.5%	11.4%	17.4%
	100.0%	31.2%	65.0%	12.6%	18.6%	52.4%	3.5%	5.4%	5.0%	12.9%	12.9%	13.2%	23.7%	19.2%	22.7%	13.9%	12.3%	38.5%	36.3%	1.6%	6.0%
Medium (e.g., Corona)	789	354	361	109	245	252	48	37	63	138	140	58	153	124	138	132	156	219	334	29	80
	64.2%	77.6%	61.9%	77.9%	77.5%	56.9%	81.4%	74.0%	73.3%	82.6%	76.5%	53.7%	70.5%	64.9%	55.0%	68.4%	70.0%	57.6%	74.1%	65.9%	73.4%
	100.0%	44.9%	45.8%	13.8%	31.1%	31.9%	6.1%	4.7%	8.0%	17.5%	17.7%	7.4%	19.4%	15.7%	17.5%	16.7%	19.8%	27.8%	42.3%	3.7%	10.1%
Large (e.g., Churchill, Robusto)	396	240	141	69	171	72	32	22	54	96	78	24	54	55	83	103	103	59	200	18	59
	32.2%	52.6%	24.2%	49.3%	54.1%	16.3%	54.2%	44.0%	62.8%	57.5%	42.6%	22.2%	24.9%	28.8%	33.1%	53.4%	46.2%	15.5%	44.3%	40.9%	54.1%
	100.0%	60.6%	35.6%	17.4%	43.2%	18.2%	8.1%	5.6%	13.6%	24.2%	19.7%	6.1%	13.6%	13.9%	21.0%	26.0%	26.0%	14.9%	50.5%	4.5%	14.9%
Don't Know	145	20	73	7	13	66	3	3	1	5	10	17	19	21	35	10	20	60	32	7	3
	11.8%	4.4%	12.5%	5.0%	4.1%	14.9%	5.1%	6.0%	1.2%	3.0%	5.5%	15.7%	8.8%	11.0%	13.9%	5.2%	9.0%	15.8%	7.1%	15.9%	2.8%
	100.0%	13.8%	50.3%	4.8%	9.0%	45.5%	2.1%	2.1%	0.7%	3.4%	6.9%	11.7%	13.1%	14.5%	24.1%	6.9%	13.8%	41.4%	22.1%	4.8%	2.1%
No answer	83	13	28	4	9	24	1	2	3	3	5	3	8	13	12	5	14	25	26	1	5
	6.8%	2.9%	4.8%	2.9%	2.8%	5.4%	1.7%	4.0%	3.5%	1.8%	2.7%	2.8%	3.7%	6.8%	4.8%	2.6%	6.3%	6.6%	5.8%	2.3%	4.6%
	100.0%	15.7%	33.7%	4.8%	10.8%	28.9%	1.2%	2.4%	3.6%	3.6%	6.0%	3.6%	9.6%	15.7%	14.5%	6.0%	16.9%	30.1%	31.3%	1.2%	6.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019227

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Buy Most Often																					
Small (e.g., Petit Corona, Cigarillo)	131	14	105	8	6	97	3	4	3	7	9	25	34	25	41	14	5	73	30	0	7
	10.7%	3.1%	18.0%	5.7%	1.9%	21.9%	5.1%	8.0%	3.5%	4.2%	4.9%	23.1%	15.7%	13.1%	16.3%	7.3%	2.2%	19.2%	6.7%	0.0%	6.4%
	100.0%	10.7%	80.2%	6.1%	4.6%	74.0%	2.3%	3.1%	2.3%	5.3%	6.9%	19.1%	26.0%	19.1%	31.3%	10.7%	3.8%	55.7%	22.9%	0.0%	5.3%
Medium (e.g., Corona)	622	274	287	90	184	197	40	32	46	103	117	37	120	102	93	89	124	174	261	19	57
	50.6%	60.1%	49.2%	64.3%	58.2%	44.5%	67.8%	64.0%	53.5%	61.7%	63.9%	34.3%	55.3%	53.4%	37.1%	46.1%	55.6%	45.8%	57.9%	43.2%	52.3%
	100.0%	44.1%	46.1%	14.5%	29.6%	31.7%	6.4%	5.1%	7.4%	16.6%	18.8%	5.9%	19.3%	16.4%	15.0%	14.3%	19.9%	28.0%	42.0%	3.1%	9.2%
Large (e.g., Churchill, Robusto)	185	111	54	20	91	34	12	4	31	42	32	14	21	22	50	59	49	24	86	10	35
	15.1%	24.3%	9.3%	14.3%	28.8%	7.7%	20.3%	8.0%	36.0%	25.1%	17.5%	13.0%	9.7%	11.5%	19.9%	30.6%	22.0%	6.3%	19.1%	22.7%	32.1%
	100.0%	60.0%	29.2%	10.8%	49.2%	18.4%	6.5%	2.2%	16.8%	22.7%	17.3%	7.6%	11.4%	11.9%	27.0%	31.9%	26.5%	13.0%	46.5%	5.4%	18.9%
Don't Know	102	15	49	6	9	43	2	3	0	4	8	9	15	17	18	6	15	41	26	3	2
	8.3%	3.3%	8.4%	4.3%	2.8%	9.7%	3.4%	6.0%	0.0%	2.4%	4.4%	8.3%	6.9%	8.9%	7.2%	3.1%	6.7%	10.8%	5.8%	6.8%	1.8%
	100.0%	14.7%	48.0%	5.9%	8.8%	42.2%	2.0%	2.9%	0.0%	3.9%	7.8%	8.8%	14.7%	16.7%	17.6%	5.9%	14.7%	40.2%	25.5%	2.9%	2.0%
No answer	189	42	88	16	26	72	2	7	6	11	17	23	27	25	49	25	30	68	48	12	8
	15.4%	9.2%	15.1%	11.4%	8.2%	16.3%	3.4%	14.0%	7.0%	6.6%	9.3%	21.3%	12.4%	13.1%	19.5%	13.0%	13.5%	17.9%	10.6%	27.3%	7.3%
	100.0%	22.2%	46.6%	8.5%	13.8%	38.1%	1.1%	3.7%	3.2%	5.8%	9.0%	12.2%	14.3%	13.2%	25.9%	13.2%	15.9%	36.0%	25.4%	6.3%	4.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019228

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Miniature (Short-Small)	67	6	53	2	4	51	1	0	1	2	3	17	15	7	26	9	3	44	13	0	2
	5.5%	1.3%	9.1%	1.4%	1.3%	11.5%	1.7%	0.0%	1.2%	1.2%	1.6%	15.7%	6.9%	3.7%	10.4%	4.7%	1.3%	11.6%	2.9%	0.0%	1.8%
	100.0%	9.0%	79.1%	3.0%	6.0%	76.1%	1.5%	0.0%	1.5%	3.0%	4.5%	25.4%	22.4%	10.4%	38.8%	13.4%	4.5%	65.7%	19.4%	0.0%	3.0%
Robusto (Short-Large)	21	17	1	0	17	1	0	0	8	7	1	1	0	2	5	7	8	1	13	0	6
	1.7%	3.7%	0.2%	0.0%	5.4%	0.2%	0.0%	0.0%	9.3%	4.2%	0.5%	0.9%	0.0%	1.0%	2.0%	3.6%	3.6%	0.3%	2.9%	0.0%	5.5%
	100.0%	81.0%	4.8%	0.0%	81.0%	4.8%	0.0%	0.0%	38.1%	33.3%	4.8%	4.8%	0.0%	9.5%	23.8%	33.3%	38.1%	4.8%	61.9%	0.0%	28.6%
Churchill (Long-Large)	125	72	44	17	55	27	10	3	17	27	21	8	16	14	33	41	37	17	54	8	22
	10.2%	15.8%	7.5%	12.1%	17.4%	6.1%	16.9%	6.0%	19.8%	16.2%	11.5%	7.4%	7.4%	7.3%	13.1%	21.2%	16.6%	4.5%	12.0%	18.2%	20.2%
	100.0%	57.6%	35.2%	13.6%	44.0%	21.6%	8.0%	2.4%	13.6%	21.6%	16.8%	6.4%	12.8%	11.2%	26.4%	32.8%	29.6%	13.6%	43.2%	6.4%	17.6%
Other	1016	361	485	121	240	364	48	47	60	131	158	82	186	168	187	136	175	318	371	36	79
	82.7%	79.2%	83.2%	86.4%	75.9%	82.2%	81.4%	94.0%	69.8%	78.4%	86.3%	75.9%	85.7%	88.0%	74.5%	70.5%	78.5%	83.7%	82.3%	81.8%	72.5%
	100.0%	35.5%	47.7%	11.9%	23.6%	35.8%	4.7%	4.6%	5.9%	12.9%	15.6%	8.1%	18.3%	16.5%	18.4%	13.4%	17.2%	31.3%	36.5%	3.5%	7.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019229

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	18	4	5	1	3	4	0	1	0	2	1	1	1	3	5	4	3	3	1	0	0
	1.5%	0.9%	0.9%	0.7%	0.9%	0.9%	0.0%	2.0%	0.0%	1.2%	0.5%	0.9%	0.5%	1.6%	2.0%	2.1%	1.3%	0.8%	0.2%	0.0%	0.0%
	100.0%	22.2%	27.8%	5.6%	16.7%	22.2%	0.0%	5.6%	0.0%	11.1%	5.6%	5.6%	5.6%	16.7%	27.8%	22.2%	16.7%	16.7%	5.6%	0.0%	0.0%
Total answering	1211	452	578	139	313	439	59	49	86	165	182	107	216	188	246	189	220	377	450	44	109
	98.5%	99.1%	99.1%	99.3%	99.1%	99.1%	100.0%	98.0%	100.0%	98.8%	99.5%	99.1%	99.5%	98.4%	98.0%	97.9%	98.7%	99.2%	99.8%	100.0%	100.0%
	100.0%	37.3%	47.7%	11.5%	25.8%	36.3%	4.9%	4.0%	7.1%	13.6%	15.0%	8.8%	17.8%	15.5%	20.3%	15.6%	18.2%	31.1%	37.2%	3.6%	9.0%
A milder cigar	474	129	261	43	86	218	17	15	21	43	62	57	94	78	98	48	71	185	138	17	33
	39.1%	28.5%	45.2%	30.9%	27.5%	49.7%	28.8%	30.6%	24.4%	26.1%	34.1%	53.3%	43.5%	41.5%	39.8%	25.4%	32.3%	49.1%	30.7%	38.6%	30.3%
	100.0%	27.2%	55.1%	9.1%	18.1%	46.0%	3.6%	3.2%	4.4%	9.1%	13.1%	12.0%	19.8%	16.5%	20.7%	10.1%	15.0%	39.0%	29.1%	3.6%	7.0%
A medium cigar	638	262	294	82	180	212	35	30	46	103	105	46	112	99	121	111	116	181	261	22	64
	52.7%	58.0%	50.9%	59.0%	57.5%	48.3%	59.3%	61.2%	53.5%	62.4%	57.7%	43.0%	51.9%	52.7%	49.2%	58.7%	52.7%	48.0%	58.0%	50.0%	58.7%
	100.0%	41.1%	46.1%	12.9%	28.2%	33.2%	5.5%	4.7%	7.2%	16.1%	16.5%	7.2%	17.6%	15.5%	19.0%	17.4%	18.2%	28.4%	40.9%	3.4%	10.0%
A strong cigar	99	61	23	14	47	9	7	4	19	19	15	4	10	11	27	30	33	11	51	5	12
	8.2%	13.5%	4.0%	10.1%	15.0%	2.1%	11.9%	8.2%	22.1%	11.5%	8.2%	3.7%	4.6%	5.9%	11.0%	15.9%	15.0%	2.9%	11.3%	11.4%	11.0%
	100.0%	61.6%	23.2%	14.1%	47.5%	9.1%	7.1%	4.0%	19.2%	19.2%	15.2%	4.0%	10.1%	11.1%	27.3%	30.3%	33.3%	11.1%	51.5%	5.1%	12.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019230

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
SuperNet - Both premium and mass brands	721	389	311	140	249	171	59	50	77	143	157	51	117	119	140	141	151	157	317	27	98
	58.7%	85.3%	53.3%	100.0%	78.8%	38.6%	100.0%	100.0%	89.5%	85.6%	85.8%	47.2%	53.9%	62.3%	55.8%	73.1%	67.7%	41.3%	70.3%	61.4%	89.9%
	100.0%	54.0%	43.1%	19.4%	34.5%	23.7%	8.2%	6.9%	10.7%	19.8%	21.8%	7.1%	16.2%	16.5%	19.4%	19.6%	20.9%	21.8%	44.0%	3.7%	13.6%
SuperNet - Premium brands only	96	67	0	0	67	0	0	0	9	24	25	0	0	2	6	17	46	8	56	9	6
	7.8%	14.7%	0.0%	0.0%	21.2%	0.0%	0.0%	0.0%	10.5%	14.4%	13.7%	0.0%	0.0%	1.0%	2.4%	8.8%	20.6%	2.1%	12.4%	20.5%	5.5%
	100.0%	69.8%	0.0%	0.0%	69.8%	0.0%	0.0%	0.0%	9.4%	25.0%	26.0%	0.0%	0.0%	2.1%	6.3%	17.7%	47.9%	8.3%	58.3%	9.4%	6.3%
SuperNet - Mass brands Only	356	0	272	0	0	272	0	0	0	0	1	57	100	70	97	29	10	205	60	4	3
	29.0%	0.0%	46.7%	0.0%	0.0%	61.4%	0.0%	0.0%	0.0%	0.0%	0.5%	52.8%	46.1%	36.6%	38.6%	15.0%	4.5%	53.9%	13.3%	9.1%	2.8%
	100.0%	0.0%	76.4%	0.0%	0.0%	76.4%	0.0%	0.0%	0.0%	0.0%	0.3%	16.0%	28.1%	19.7%	27.2%	8.1%	2.8%	57.6%	16.9%	1.1%	0.8%
SuperNet - Premium	817	456	311	140	316	171	59	50	86	167	182	51	117	121	146	158	197	165	373	36	104
	66.5%	100.0%	53.3%	100.0%	100.0%	38.6%	100.0%	100.0%	100.0%	100.0%	99.5%	47.2%	53.9%	63.4%	58.2%	81.9%	88.3%	43.4%	82.7%	81.8%	95.4%
	100.0%	55.8%	38.1%	17.1%	38.7%	20.9%	7.2%	6.1%	10.5%	20.4%	22.3%	6.2%	14.3%	14.8%	17.9%	19.3%	24.1%	20.2%	45.7%	4.4%	12.7%
SuperNet - Mass	1077	389	583	140	249	443	59	50	77	143	158	108	217	189	237	170	161	362	377	31	101
	87.6%	85.3%	100.0%	100.0%	78.8%	100.0%	100.0%	100.0%	89.5%	85.6%	86.3%	100.0%	100.0%	99.0%	94.4%	88.1%	72.2%	95.3%	83.6%	70.5%	92.7%
	100.0%	36.1%	54.1%	13.0%	23.1%	41.1%	5.5%	4.6%	7.1%	13.3%	14.7%	10.0%	20.1%	17.5%	22.0%	15.8%	14.9%	33.6%	35.0%	2.9%	9.4%
Net - Consolidated Cigar Co.	984	413	487	133	280	354	56	48	83	156	167	91	188	157	206	173	180	294	386	31	98
	80.1%	90.6%	83.5%	95.0%	88.6%	79.9%	94.9%	96.0%	96.5%	93.4%	91.3%	84.3%	86.6%	82.2%	82.1%	89.6%	80.7%	77.4%	85.6%	70.5%	89.9%
	100.0%	42.0%	49.5%	13.5%	28.5%	36.0%	5.7%	4.9%	8.4%	15.9%	17.0%	9.2%	19.1%	16.0%	20.9%	17.6%	18.3%	29.9%	39.2%	3.2%	10.0%
Subnet - Premium	575	364	200	110	254	90	50	37	75	142	126	34	62	91	105	127	152	91	286	23	79
	46.8%	79.8%	34.3%	78.6%	80.4%	20.3%	84.7%	74.0%	87.2%	85.0%	68.9%	31.5%	28.6%	47.6%	41.8%	65.8%	68.2%	23.9%	63.4%	52.3%	72.5%
	100.0%	63.3%	34.8%	19.1%	44.2%	15.7%	8.7%	6.4%	13.0%	24.7%	21.9%	5.9%	10.8%	15.8%	18.3%	22.1%	26.4%	15.8%	49.7%	4.0%	13.7%
Don Diego	325	212	124	73	139	51	34	24	44	93	67	19	40	52	60	76	84	50	162	12	42
	26.4%	46.5%	21.3%	52.1%	44.0%	11.5%	57.6%	48.0%	51.2%	55.7%	36.6%	17.6%	18.4%	27.2%	23.9%	39.4%	37.7%	13.2%	35.9%	27.3%	38.5%
	100.0%	65.2%	38.2%	22.5%	42.8%	15.7%	10.5%	7.4%	13.5%	28.6%	20.6%	5.8%	12.3%	16.0%	18.5%	23.4%	25.8%	15.4%	49.8%	3.7%	12.9%
Montecristo	282	200	73	45	155	28	24	10	45	71	70	5	26	41	41	64	95	24	159	13	39
	22.9%	43.9%	12.5%	32.1%	49.1%	6.3%	40.7%	20.0%	52.3%	42.5%	38.3%	4.6%	12.0%	21.5%	16.3%	33.2%	42.6%	6.3%	35.3%	29.5%	35.8%
	100.0%	70.9%	25.9%	16.0%	55.0%	9.9%	8.5%	3.5%	16.0%	25.2%	24.8%	1.8%	9.2%	14.5%	14.5%	22.7%	33.7%	8.5%	56.4%	4.6%	13.8%
Royal Jamaica	155	104	49	33	71	16	15	9	32	43	24	9	15	24	35	43	35	14	82	3	31
	12.6%	22.8%	8.4%	23.6%	22.5%	3.6%	25.4%	18.0%	37.2%	25.7%	13.1%	8.3%	6.9%	12.6%	13.9%	22.3%	15.7%	3.7%	18.2%	6.8%	28.4%
	100.0%	67.1%	31.6%	21.3%	45.8%	10.3%	9.7%	5.8%	20.6%	27.7%	15.5%	5.8%	9.7%	15.5%	22.6%	27.7%	22.6%	9.0%	52.9%	1.9%	20.0%
Te-Amo	202	137	69	46	91	23	17	17	38	61	27	11	27	27	48	59	43	28	103	5	38
	16.4%	30.0%	11.8%	32.9%	28.8%	5.2%	28.8%	34.0%	44.2%	36.5%	14.8%	10.2%	12.4%	14.1%	19.1%	30.6%	19.3%	7.4%	22.8%	11.4%	34.9%
	100.0%	67.8%	34.2%	22.8%	45.0%	11.4%	8.4%	8.4%	18.8%	30.2%	13.4%	5.4%	13.4%	13.4%	23.8%	29.2%	21.3%	13.9%	51.0%	2.5%	18.8%
Upmann/H. Upmann	251	190	59	39	151	20	19	10	52	75	48	9	26	27	50	68	67	20	132	5	50
	20.4%	41.7%	10.1%	27.9%	47.8%	4.5%	32.2%	20.0%	60.5%	44.9%	26.2%	8.3%	12.0%	14.1%	19.9%	35.2%	30.0%	5.3%	29.3%	11.4%	45.9%
	100.0%	75.7%	23.5%	15.5%	60.2%	8.0%	7.6%	4.0%	20.7%	29.9%	19.1%	3.6%	10.4%	10.8%	19.9%	27.1%	26.7%	8.0%	52.6%	2.0%	19.9%
Subnet - Mass	820	299	468	120	179	348	49	45	64	112	120	89	182	142	192	140	108	274	299	24	82
	66.7%	65.6%	80.3%	85.7%	56.6%	78.6%	83.1%	90.0%	74.4%	67.1%	65.6%	82.4%	83.9%	74.3%	76.5%	72.5%	48.4%	72.1%	66.3%	54.5%	75.2%
	100.0%	36.5%	57.1%	14.6%	21.8%	42.4%	6.0%	5.5%	7.8%	13.7%	14.6%	10.9%	22.2%	17.3%	23.4%	17.1%	13.2%	33.4%	36.5%	2.9%	10.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019231

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Antonio y Cleopatra	389	195	189	74	121	115	30	23	44	73	59	38	79	65	92	86	52	93	160	12	60
	31.7%	42.8%	32.4%	52.9%	38.3%	26.0%	50.8%	46.0%	51.2%	43.7%	32.2%	35.2%	36.4%	34.0%	36.7%	44.6%	23.3%	24.5%	35.5%	27.3%	55.0%
	100.0%	50.1%	48.6%	19.0%	31.1%	29.6%	7.7%	5.9%	11.3%	18.8%	15.2%	9.8%	20.3%	16.7%	23.7%	22.1%	13.4%	23.9%	41.1%	3.1%	15.4%
Backwoods	292	114	187	56	58	131	17	24	23	42	42	45	71	56	76	60	34	97	114	5	32
	23.8%	25.0%	32.1%	40.0%	18.4%	29.6%	28.8%	48.0%	26.7%	25.1%	23.0%	41.7%	32.7%	29.3%	30.3%	31.1%	15.2%	25.5%	25.3%	11.4%	29.4%
	100.0%	39.0%	64.0%	19.2%	19.9%	44.9%	5.8%	8.2%	7.9%	14.4%	14.4%	15.4%	24.3%	19.2%	26.0%	20.5%	11.6%	33.2%	39.0%	1.7%	11.0%
Dutch Masters	616	201	379	96	105	283	42	33	43	81	75	75	149	114	149	102	65	231	219	16	57
	50.1%	44.1%	65.0%	68.6%	33.2%	63.9%	71.2%	66.0%	50.0%	48.5%	41.0%	69.4%	68.7%	59.7%	59.4%	52.8%	29.1%	60.8%	48.6%	36.4%	52.3%
	100.0%	32.6%	61.5%	15.6%	17.0%	45.9%	6.8%	5.4%	7.0%	13.1%	12.2%	12.2%	24.2%	18.5%	24.2%	16.6%	10.6%	37.5%	35.6%	2.6%	9.3%
El Producto	433	154	267	70	84	197	29	24	37	56	58	51	114	69	107	84	48	153	157	14	45
	35.2%	33.8%	45.8%	50.0%	26.6%	44.5%	49.2%	48.0%	43.0%	33.5%	31.7%	47.2%	52.5%	36.1%	42.6%	43.5%	21.5%	40.3%	34.8%	31.8%	41.3%
	100.0%	35.6%	61.7%	16.2%	19.4%	45.5%	6.7%	5.5%	8.5%	12.9%	13.4%	11.8%	26.3%	15.9%	24.7%	19.4%	11.1%	35.3%	36.3%	3.2%	10.4%
Muriel	248	69	171	43	26	128	15	16	11	27	24	33	70	43	65	39	17	103	81	7	14
	20.2%	15.1%	29.3%	30.7%	8.2%	28.9%	25.4%	32.0%	12.8%	16.2%	13.1%	30.6%	32.3%	22.5%	25.9%	20.2%	7.6%	27.1%	18.0%	15.9%	12.8%
	100.0%	27.8%	69.0%	17.3%	10.5%	51.6%	6.0%	6.5%	4.4%	10.9%	9.7%	13.3%	28.2%	17.3%	26.2%	15.7%	6.9%	41.5%	32.7%	2.8%	5.6%
Net - General Cigar Holdings	981	439	456	132	307	324	57	46	86	162	167	80	183	145	196	171	188	268	396	36	100
	79.8%	96.3%	78.2%	94.3%	97.2%	73.1%	96.6%	92.0%	100.0%	97.0%	91.3%	74.1%	84.3%	75.9%	78.1%	88.6%	84.3%	70.5%	87.8%	81.8%	91.7%
	100.0%	44.8%	46.5%	13.5%	31.3%	33.0%	5.8%	4.7%	8.8%	16.5%	17.0%	8.2%	18.7%	14.8%	20.0%	17.4%	19.2%	27.3%	40.4%	3.7%	10.2%
Subnet-General Cigar Holdings - Premium	607	406	193	116	290	77	50	42	79	152	149	32	71	85	110	141	173	82	304	28	83
	49.4%	89.0%	33.1%	82.9%	91.8%	17.4%	84.7%	84.0%	91.9%	91.0%	81.4%	29.6%	32.7%	44.5%	43.8%	73.1%	77.6%	21.6%	67.4%	63.6%	76.1%
	100.0%	66.9%	31.8%	19.1%	47.8%	12.7%	8.2%	6.9%	13.0%	25.0%	24.5%	5.3%	11.7%	14.0%	18.1%	23.2%	28.5%	13.5%	50.1%	4.6%	13.7%
SubNet - General Cigar Co.	970	432	456	132	300	324	57	46	85	159	165	80	183	142	195	169	187	266	391	36	98
	78.9%	94.7%	78.2%	94.3%	94.9%	73.1%	96.6%	92.0%	98.8%	95.2%	90.2%	74.1%	84.3%	74.3%	77.7%	87.6%	83.9%	70.0%	86.7%	81.8%	89.9%
	100.0%	44.5%	47.0%	13.6%	30.9%	33.4%	5.9%	4.7%	8.8%	16.4%	17.0%	8.2%	18.9%	14.6%	20.1%	17.4%	19.3%	27.4%	40.3%	3.7%	10.1%
Sub-Subnet - Premium	580	388	184	109	279	75	48	38	76	144	146	30	67	77	103	135	171	77	292	27	79
	47.2%	85.1%	31.6%	77.9%	88.3%	16.9%	81.4%	76.0%	88.4%	86.2%	79.8%	27.8%	30.9%	40.3%	41.0%	69.9%	76.7%	20.3%	64.7%	61.4%	72.5%
	100.0%	66.9%	31.7%	18.8%	48.1%	12.9%	8.3%	6.6%	13.1%	24.8%	25.2%	5.2%	11.6%	13.3%	17.8%	23.3%	29.5%	13.3%	50.3%	4.7%	13.6%
Cohiba	278	203	66	42	161	24	19	13	51	81	65	11	24	32	54	71	99	19	146	16	39
	22.6%	44.5%	11.3%	30.0%	50.9%	5.4%	32.2%	26.0%	59.3%	48.5%	35.5%	10.2%	11.1%	16.8%	21.5%	36.8%	44.4%	5.0%	32.4%	36.4%	35.8%
	100.0%	73.0%	23.7%	15.1%	57.9%	8.6%	6.8%	4.7%	18.3%	29.1%	23.4%	4.0%	8.6%	11.5%	19.4%	25.5%	35.6%	6.8%	52.5%	5.8%	14.0%
Cifuentes	93	68	32	18	50	14	6	5	12	24	23	3	12	10	19	27	28	11	53	4	8
	7.6%	14.9%	5.5%	12.9%	15.8%	3.2%	10.2%	10.0%	14.0%	14.4%	12.6%	2.8%	5.5%	5.2%	7.6%	14.0%	12.6%	2.9%	11.8%	9.1%	7.3%
	100.0%	73.1%	34.4%	19.4%	53.8%	15.1%	6.5%	5.4%	12.9%	25.8%	24.7%	3.2%	12.9%	10.8%	20.4%	29.0%	30.1%	11.8%	57.0%	4.3%	8.6%
Macanudo	470	331	132	89	242	43	43	29	69	119	120	20	52	57	84	114	136	49	253	22	71
	38.2%	72.6%	22.6%	63.6%	76.6%	9.7%	72.9%	58.0%	80.2%	71.3%	65.6%	18.5%	24.0%	29.8%	33.5%	59.1%	61.0%	12.9%	56.1%	50.0%	65.1%
	100.0%	70.4%	28.1%	18.9%	51.5%	9.1%	9.1%	6.2%	14.7%	25.3%	25.5%	4.3%	11.1%	12.1%	17.9%	24.3%	28.9%	10.4%	53.8%	4.7%	15.1%
Macanudo Vintage	122	96	43	34	62	9	20	6	20	32	32	3	15	17	23	42	39	10	73	3	11
	9.9%	21.1%	7.4%	24.3%	19.6%	2.0%	33.9%	12.0%	23.3%	19.2%	17.5%	2.8%	6.9%	8.9%	9.2%	21.8%	17.5%	2.6%	16.2%	6.8%	10.1%
	100.0%	78.7%	35.2%	27.9%	50.8%	7.4%	16.4%	4.9%	16.4%	26.2%	26.2%	2.5%	12.3%	13.9%	18.9%	34.4%	32.0%	8.2%	59.8%	2.5%	9.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019232

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Partagas	258	191	70	44	147	26	23	12	49	74	56	13	25	27	55	71	77	26	150	6	41
	21.0%	41.9%	12.0%	31.4%	46.5%	5.9%	39.0%	24.0%	57.0%	44.3%	30.6%	12.0%	11.5%	14.1%	21.9%	36.8%	34.5%	6.8%	33.3%	13.6%	37.6%
	100.0%	74.0%	27.1%	17.1%	57.0%	10.1%	8.9%	4.7%	19.0%	28.7%	21.7%	5.0%	9.7%	10.5%	21.3%	27.5%	29.8%	10.1%	58.1%	2.3%	15.9%
Partagas Limited Reserve	74	57	25	17	40	8	8	3	15	20	11	4	7	11	20	28	25	6	40	3	7
	6.0%	12.5%	4.3%	12.1%	12.7%	1.8%	13.6%	6.0%	17.4%	12.0%	6.0%	3.7%	3.2%	5.8%	8.0%	14.5%	11.2%	1.6%	8.9%	6.8%	6.4%
	100.0%	77.0%	33.8%	23.0%	54.1%	10.8%	10.8%	4.1%	20.3%	27.0%	14.9%	5.4%	9.5%	14.9%	27.0%	37.8%	33.8%	8.1%	54.1%	4.1%	9.5%
Sub-Subnet - Mass	707	242	419	107	135	312	41	41	41	95	101	75	166	122	159	108	85	249	252	22	57
	57.5%	53.1%	71.9%	76.4%	42.7%	70.4%	69.5%	82.0%	47.7%	56.9%	55.2%	69.4%	76.5%	63.9%	63.3%	56.0%	38.1%	65.5%	55.9%	50.0%	52.3%
	100.0%	34.2%	59.3%	15.1%	19.1%	44.1%	5.8%	5.8%	5.8%	13.4%	14.3%	10.6%	23.5%	17.3%	22.5%	15.3%	12.0%	35.2%	35.6%	3.1%	8.1%
Garcia y Vega/Whiffs	367	158	197	67	91	130	27	26	31	67	64	33	82	63	76	66	58	104	151	9	36
	29.9%	34.6%	33.8%	47.9%	28.8%	29.3%	45.8%	52.0%	36.0%	40.1%	35.0%	30.6%	37.8%	33.0%	30.3%	34.2%	26.0%	27.4%	33.5%	20.5%	33.0%
	100.0%	43.1%	53.7%	18.3%	24.8%	35.4%	7.4%	7.1%	8.4%	18.3%	17.4%	9.0%	22.3%	17.2%	20.7%	18.0%	15.8%	28.3%	41.1%	2.5%	9.8%
Tiparillo	354	112	229	57	55	172	18	25	19	41	43	41	93	71	76	49	31	130	122	13	25
	28.8%	24.6%	39.3%	40.7%	17.4%	38.8%	30.5%	50.0%	22.1%	24.6%	23.5%	38.0%	42.9%	37.2%	30.3%	25.4%	13.9%	34.2%	27.1%	29.5%	22.9%
	100.0%	31.6%	64.7%	16.1%	15.5%	48.6%	5.1%	7.1%	5.4%	11.6%	12.1%	11.6%	26.3%	20.1%	21.5%	13.8%	8.8%	36.7%	34.5%	3.7%	7.1%
White Owl	459	129	311	73	56	238	27	30	24	45	51	59	129	74	114	73	39	185	152	15	33
	37.3%	28.3%	53.3%	52.1%	17.7%	53.7%	45.8%	60.0%	27.9%	26.9%	27.9%	54.6%	59.4%	38.7%	45.4%	37.8%	17.5%	48.7%	33.7%	34.1%	30.3%
	100.0%	28.1%	67.8%	15.9%	12.2%	51.9%	5.9%	6.5%	5.2%	9.8%	11.1%	12.9%	28.1%	16.1%	24.8%	15.9%	8.5%	40.3%	33.1%	3.3%	7.2%
William Penn	208	65	147	39	26	108	15	13	14	25	20	30	58	35	58	35	14	78	75	10	11
	16.9%	14.3%	25.2%	27.9%	8.2%	24.4%	25.4%	26.0%	16.3%	15.0%	10.9%	27.8%	26.7%	18.3%	23.1%	18.1%	6.3%	20.5%	16.6%	22.7%	10.1%
	100.0%	31.3%	70.7%	18.8%	12.5%	51.9%	7.2%	6.3%	6.7%	12.0%	9.6%	14.4%	27.9%	16.8%	27.9%	16.8%	6.7%	37.5%	36.1%	4.8%	5.3%
SubNet - Villazon	305	235	88	68	167	20	30	22	65	92	53	15	36	40	68	87	69	29	151	10	62
	24.8%	51.5%	15.1%	48.6%	52.8%	4.5%	50.8%	44.0%	75.6%	55.1%	29.0%	13.9%	16.6%	20.9%	27.1%	45.1%	30.9%	7.6%	33.5%	22.7%	56.9%
	100.0%	77.0%	28.9%	22.3%	54.8%	6.6%	9.8%	7.2%	21.3%	30.2%	17.4%	4.9%	11.8%	13.1%	22.3%	28.5%	22.6%	9.5%	49.5%	3.3%	20.3%
Hoyo de Monterrey	178	146	45	39	107	6	18	11	49	51	25	6	21	22	50	60	34	13	92	4	43
	14.5%	32.0%	7.7%	27.9%	33.9%	1.4%	30.5%	22.0%	57.0%	30.5%	13.7%	5.6%	9.7%	11.5%	19.9%	31.1%	15.2%	3.4%	20.4%	9.1%	39.4%
	100.0%	82.0%	25.3%	21.9%	60.1%	3.4%	10.1%	6.2%	27.5%	28.7%	14.0%	3.4%	11.8%	12.4%	28.1%	33.7%	19.1%	7.3%	51.7%	2.2%	24.2%
Hoyo de Monterrey Excalibur	107	84	32	23	61	9	10	6	28	29	14	7	13	15	34	40	26	7	54	3	22
	8.7%	18.4%	5.5%	16.4%	19.3%	2.0%	16.9%	12.0%	32.6%	17.4%	7.7%	6.5%	6.0%	7.9%	13.5%	20.7%	11.7%	1.8%	12.0%	6.8%	20.2%
	100.0%	78.5%	29.9%	21.5%	57.0%	8.4%	9.3%	5.6%	26.2%	27.1%	13.1%	6.5%	12.1%	14.0%	31.8%	37.4%	24.3%	6.5%	50.5%	2.8%	20.6%
Punch	233	182	63	49	133	14	24	14	53	71	38	9	27	31	49	65	53	17	113	6	55
	19.0%	39.9%	10.8%	35.0%	42.1%	3.2%	40.7%	28.0%	61.6%	42.5%	20.8%	8.3%	12.4%	16.2%	19.5%	33.7%	23.8%	4.5%	25.1%	13.6%	50.5%
	100.0%	78.1%	27.0%	21.0%	57.1%	6.0%	10.3%	6.0%	22.7%	30.5%	16.3%	3.9%	11.6%	13.3%	21.0%	27.9%	22.7%	7.3%	48.5%	2.6%	23.6%
Punch Grand Cru	53	43	16	11	32	5	2	4	15	12	8	2	4	6	17	26	15	4	30	0	7
	4.3%	9.4%	2.7%	7.9%	10.1%	1.1%	3.4%	8.0%	17.4%	7.2%	4.4%	1.9%	1.8%	3.1%	6.8%	13.5%	6.7%	1.1%	6.7%	0.0%	6.4%
	100.0%	81.1%	30.2%	20.8%	60.4%	9.4%	3.8%	7.5%	28.3%	22.6%	15.1%	3.8%	7.5%	11.3%	32.1%	49.1%	28.3%	7.5%	56.6%	0.0%	13.2%
Net - Swisher International	876	315	490	120	195	370	51	46	61	118	131	91	180	159	187	139	117	299	311	27	80
	71.3%	69.1%	84.0%	85.7%	61.7%	83.5%	86.4%	92.0%	70.9%	70.7%	71.6%	84.3%	82.9%	83.2%	74.5%	72.0%	52.5%	78.7%	69.0%	61.4%	73.4%
	100.0%	36.0%	55.9%	13.7%	22.3%	42.2%	5.8%	5.3%	7.0%	13.5%	15.0%	10.4%	20.5%	18.2%	21.3%	15.9%	13.4%	34.1%	35.5%	3.1%	9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019233

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Bering	207	133	87	50	83	37	23	16	39	49	42	15	36	35	54	63	34	32	96	3	43
	16.8%	29.2%	14.9%	35.7%	26.3%	8.4%	39.0%	32.0%	45.3%	29.3%	23.0%	13.9%	16.6%	18.3%	21.5%	32.6%	15.2%	8.4%	21.3%	6.8%	39.4%
	100.0%	64.3%	42.0%	24.2%	40.1%	17.9%	11.1%	7.7%	18.8%	23.7%	20.3%	7.2%	17.4%	16.9%	26.1%	30.4%	16.4%	15.5%	46.4%	1.4%	20.8%
King Edward	466	131	318	74	57	244	31	27	23	56	50	67	118	85	116	68	39	194	150	18	29
	37.9%	28.7%	54.5%	52.9%	18.0%	55.1%	52.5%	54.0%	26.7%	33.5%	27.3%	62.0%	54.4%	44.5%	46.2%	35.2%	17.5%	51.1%	33.3%	40.9%	26.6%
	100.0%	28.1%	68.2%	15.9%	12.2%	52.4%	6.7%	5.8%	4.9%	12.0%	10.7%	14.4%	25.3%	18.2%	24.9%	14.6%	8.4%	41.6%	32.2%	3.9%	6.2%
La Prima Dora	61	33	33	15	18	18	7	3	5	12	8	2	7	13	14	16	14	16	26	0	5
	5.0%	7.2%	5.7%	10.7%	5.7%	4.1%	11.9%	6.0%	5.8%	7.2%	4.4%	1.9%	3.2%	6.8%	5.6%	8.3%	6.3%	4.2%	5.8%	0.0%	4.6%
	100.0%	54.1%	54.1%	24.6%	29.5%	29.5%	11.5%	4.9%	8.2%	19.7%	13.1%	3.3%	11.5%	21.3%	23.0%	26.2%	23.0%	26.2%	42.6%	0.0%	8.2%
Swisher Sweets	684	220	413	91	129	322	38	36	32	85	100	78	149	131	138	89	86	254	243	20	45
	55.7%	48.2%	70.8%	65.0%	40.8%	72.7%	64.4%	72.0%	37.2%	50.9%	54.6%	72.2%	68.7%	68.6%	55.0%	46.1%	38.6%	66.8%	53.9%	45.5%	41.3%
	100.0%	32.2%	60.4%	13.3%	18.9%	47.1%	5.6%	5.3%	4.7%	12.4%	14.6%	11.4%	21.8%	19.2%	20.2%	13.0%	12.6%	37.1%	35.5%	2.9%	6.6%
Net - JR Tobacco Brands	125	85	56	33	52	23	13	9	26	33	17	8	26	21	41	44	30	24	51	4	25
	10.2%	18.6%	9.6%	23.6%	16.5%	5.2%	22.0%	18.0%	30.2%	19.8%	9.3%	7.4%	12.0%	11.0%	16.3%	22.8%	13.5%	6.3%	11.3%	9.1%	22.9%
	100.0%	68.0%	44.8%	26.4%	41.6%	18.4%	10.4%	7.2%	20.8%	26.4%	13.6%	6.4%	20.8%	16.8%	32.8%	35.2%	24.0%	19.2%	40.8%	3.2%	20.0%
El Rey Del Mundo	90	59	40	23	36	17	9	4	16	22	12	6	17	18	28	33	25	17	36	3	14
	7.3%	12.9%	6.9%	16.4%	11.4%	3.8%	15.3%	8.0%	18.6%	13.2%	6.6%	5.6%	7.8%	9.4%	11.2%	17.1%	11.2%	4.5%	8.0%	6.8%	12.8%
	100.0%	65.6%	44.4%	25.6%	40.0%	18.9%	10.0%	4.4%	17.8%	24.4%	13.3%	6.7%	18.9%	20.0%	31.1%	36.7%	27.8%	18.9%	40.0%	3.3%	15.6%
J.R. Ultimates	63	41	26	14	27	12	4	7	17	16	8	6	14	5	27	27	11	10	24	1	20
	5.1%	9.0%	4.5%	10.0%	8.5%	2.7%	6.8%	14.0%	19.8%	9.6%	4.4%	5.6%	6.5%	2.6%	10.8%	14.0%	4.9%	2.6%	5.3%	2.3%	18.3%
	100.0%	65.1%	41.3%	22.2%	42.9%	19.0%	6.3%	11.1%	27.0%	25.4%	12.7%	9.5%	22.2%	7.9%	42.9%	42.9%	17.5%	15.9%	38.1%	1.6%	31.7%
Net - Tabacalera	694	257	402	107	150	295	41	43	57	96	110	75	164	119	164	123	106	249	237	23	58
	56.5%	56.4%	69.0%	76.4%	47.5%	66.6%	69.5%	86.0%	66.3%	57.5%	60.1%	69.4%	75.6%	62.3%	65.3%	63.7%	47.5%	65.5%	52.5%	52.3%	53.2%
	100.0%	37.0%	57.9%	15.4%	21.6%	42.5%	5.9%	6.2%	8.2%	13.8%	15.9%	10.8%	23.6%	17.1%	23.6%	17.7%	15.3%	35.9%	34.1%	3.3%	8.4%
Subnet - Premium	204	134	65	40	94	25	18	13	34	54	46	8	24	31	50	59	62	24	103	12	28
	16.6%	29.4%	11.1%	28.6%	29.7%	5.6%	30.5%	26.0%	39.5%	32.3%	25.1%	7.4%	11.1%	16.2%	19.9%	30.6%	27.8%	6.3%	22.8%	27.3%	25.7%
	100.0%	65.7%	31.9%	19.6%	46.1%	12.3%	8.8%	6.4%	16.7%	26.5%	22.5%	3.9%	11.8%	15.2%	24.5%	28.9%	30.4%	11.8%	50.5%	5.9%	13.7%
Romeo y Julieta	204	134	65	40	94	25	18	13	34	54	46	8	24	31	50	59	62	24	103	12	28
	16.6%	29.4%	11.1%	28.6%	29.7%	5.6%	30.5%	26.0%	39.5%	32.3%	25.1%	7.4%	11.1%	16.2%	19.9%	30.6%	27.8%	6.3%	22.8%	27.3%	25.7%
	100.0%	65.7%	31.9%	19.6%	46.1%	12.3%	8.8%	6.4%	16.7%	26.5%	22.5%	3.9%	11.8%	15.2%	24.5%	28.9%	30.4%	11.8%	50.5%	5.9%	13.7%
Subnet - Mass	589	179	387	96	83	291	36	40	36	67	79	74	158	108	144	99	65	242	188	16	42
	47.9%	39.3%	66.4%	68.6%	26.3%	65.7%	61.0%	80.0%	41.9%	40.1%	43.2%	68.5%	72.8%	56.5%	57.4%	51.3%	29.1%	63.7%	41.7%	36.4%	38.5%
	100.0%	30.4%	65.7%	16.3%	14.1%	49.4%	6.1%	6.8%	6.1%	11.4%	13.4%	12.6%	26.8%	18.3%	24.4%	16.8%	11.0%	41.1%	31.9%	2.7%	7.1%
Black & Gold/Black & Mild	284	80	212	52	28	160	20	22	10	36	34	44	88	59	71	45	32	135	86	9	14
	23.1%	17.5%	36.4%	37.1%	8.9%	36.1%	33.9%	44.0%	11.6%	21.6%	18.6%	40.7%	40.6%	30.9%	28.3%	23.3%	14.3%	35.5%	19.1%	20.5%	12.8%
	100.0%	28.2%	74.6%	18.3%	9.9%	56.3%	7.0%	7.7%	3.5%	12.7%	12.0%	15.5%	31.0%	20.8%	25.0%	15.8%	11.3%	47.5%	30.3%	3.2%	4.9%
Hav-a-Tampa/Jewels	356	112	235	62	50	173	26	21	23	44	40	51	95	58	98	69	33	140	120	8	27
	29.0%	24.6%	40.3%	44.3%	15.8%	39.1%	44.1%	42.0%	26.7%	26.3%	21.9%	47.2%	43.8%	30.4%	39.0%	35.8%	14.8%	36.8%	26.6%	18.2%	24.8%
	100.0%	31.5%	66.0%	17.4%	14.0%	48.6%	7.3%	5.9%	6.5%	12.4%	11.2%	14.3%	26.7%	16.3%	27.5%	19.4%	9.3%	39.3%	33.7%	2.2%	7.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019234

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Phillies	284	83	192	50	33	142	19	22	18	38	36	42	83	51	78	52	24	124	84	7	18
	23.1%	18.2%	32.9%	35.7%	10.4%	32.1%	32.2%	44.0%	20.9%	22.8%	19.7%	38.9%	38.2%	26.7%	31.1%	26.9%	10.8%	32.6%	18.6%	15.9%	16.5%
	100.0%	29.2%	67.6%	17.6%	11.6%	50.0%	6.7%	7.7%	6.3%	13.4%	12.7%	14.8%	29.2%	18.0%	27.5%	18.3%	8.5%	43.7%	29.6%	2.5%	6.3%
Net - Other	800	394	311	117	277	194	53	39	84	151	139	62	113	115	155	152	182	176	344	34	100
	65.1%	86.4%	53.3%	83.6%	87.7%	43.8%	89.8%	78.0%	97.7%	90.4%	76.0%	57.4%	52.1%	60.2%	61.8%	78.8%	81.6%	46.3%	76.3%	77.3%	91.7%
	100.0%	49.3%	38.9%	14.6%	34.6%	24.3%	6.6%	4.9%	10.5%	18.9%	17.4%	7.8%	14.1%	14.4%	19.4%	19.0%	22.8%	22.0%	43.0%	4.3%	12.5%
Subnet - Premium	595	370	210	107	263	103	50	35	83	146	118	37	80	82	106	125	151	92	280	26	95
	48.4%	81.1%	36.0%	76.4%	83.2%	23.3%	84.7%	70.0%	96.5%	87.4%	64.5%	34.3%	36.9%	42.9%	42.2%	64.8%	67.7%	24.2%	62.1%	59.1%	87.2%
	100.0%	62.2%	35.3%	18.0%	44.2%	17.3%	8.4%	5.9%	13.9%	24.5%	19.8%	6.2%	13.4%	13.8%	17.8%	21.0%	25.4%	15.5%	47.1%	4.4%	16.0%
Ashton	132	101	34	23	78	11	9	7	32	43	20	4	16	16	35	42	41	13	64	3	27
	10.7%	22.1%	5.8%	16.4%	24.7%	2.5%	15.3%	14.0%	37.2%	25.7%	10.9%	3.7%	7.4%	8.4%	13.9%	21.8%	18.4%	3.4%	14.2%	6.8%	24.8%
	100.0%	76.5%	25.8%	17.4%	59.1%	8.3%	6.8%	5.3%	24.2%	32.6%	15.2%	3.0%	12.1%	12.1%	26.5%	31.8%	31.1%	9.8%	48.5%	2.3%	20.5%
Bahia	45	24	16	8	16	8	5	1	8	9	8	4	8	5	12	16	15	4	19	6	6
	3.7%	5.3%	2.7%	5.7%	5.1%	1.8%	8.5%	2.0%	9.3%	5.4%	4.4%	3.7%	3.7%	2.6%	4.8%	8.3%	6.7%	1.1%	4.2%	13.6%	5.5%
	100.0%	53.3%	35.6%	17.8%	35.6%	17.8%	11.1%	2.2%	17.8%	20.0%	17.8%	8.9%	17.8%	11.1%	26.7%	35.6%	33.3%	8.9%	42.2%	13.3%	13.3%
Davidoff	146	104	36	26	78	10	13	7	29	36	33	3	15	15	32	44	54	8	85	5	18
	11.9%	22.8%	6.2%	18.6%	24.7%	2.3%	22.0%	14.0%	33.7%	21.6%	18.0%	2.8%	6.9%	7.9%	12.7%	22.8%	24.2%	2.1%	18.8%	11.4%	16.5%
	100.0%	71.2%	24.7%	17.8%	53.4%	6.8%	8.9%	4.8%	19.9%	24.7%	22.6%	2.1%	10.3%	10.3%	21.9%	30.1%	37.0%	5.5%	58.2%	3.4%	12.3%
Don Tomas	216	163	66	43	120	23	25	9	42	65	47	7	28	33	45	57	48	22	112	5	40
	17.6%	35.7%	11.3%	30.7%	38.0%	5.2%	42.4%	18.0%	48.8%	38.9%	25.7%	6.5%	12.9%	17.3%	17.9%	29.5%	21.5%	5.8%	24.8%	11.4%	36.7%
	100.0%	75.5%	30.6%	19.9%	55.6%	10.6%	11.6%	4.2%	19.4%	30.1%	21.8%	3.2%	13.0%	15.3%	20.8%	26.4%	22.2%	10.2%	51.9%	2.3%	18.5%
Dunhill	284	176	94	49	127	45	22	18	41	73	54	18	38	39	51	66	75	38	146	18	37
	23.1%	38.6%	16.1%	35.0%	40.2%	10.2%	37.3%	36.0%	47.7%	43.7%	29.5%	16.7%	17.5%	20.4%	20.3%	34.2%	33.6%	10.0%	32.4%	40.9%	33.9%
	100.0%	62.0%	33.1%	17.3%	44.7%	15.8%	7.7%	6.3%	14.4%	25.7%	19.0%	6.3%	13.4%	13.7%	18.0%	23.2%	26.4%	13.4%	51.4%	6.3%	13.0%
Fuente/Arturo Fuente	256	195	71	49	146	22	22	17	50	76	55	6	30	29	53	73	70	19	143	8	44
	20.8%	42.8%	12.2%	35.0%	46.2%	5.0%	37.3%	34.0%	58.1%	45.5%	30.1%	5.6%	13.8%	15.2%	21.1%	37.8%	31.4%	5.0%	31.7%	18.2%	40.4%
	100.0%	76.2%	27.7%	19.1%	57.0%	8.6%	8.6%	6.6%	19.5%	29.7%	21.5%	2.3%	11.7%	11.3%	20.7%	28.5%	27.3%	7.4%	55.9%	3.1%	17.2%
Thompson	207	124	93	47	77	46	22	11	37	45	27	22	33	20	55	50	28	40	70	4	62
	16.8%	27.2%	16.0%	33.6%	24.4%	10.4%	37.3%	22.0%	43.0%	26.9%	14.8%	20.4%	15.2%	10.5%	21.9%	25.9%	12.6%	10.5%	15.5%	9.1%	56.9%
	100.0%	59.9%	44.9%	22.7%	37.2%	22.2%	10.6%	5.3%	17.9%	21.7%	13.0%	10.6%	15.9%	9.7%	26.6%	24.2%	13.5%	19.3%	33.8%	1.9%	30.0%
Subnet - Mass	56	14	45	11	3	34	1	5	1	4	4	19	12	9	18	8	5	23	16	1	4
	4.6%	3.1%	7.7%	7.9%	0.9%	7.7%	1.7%	10.0%	1.2%	2.4%	2.2%	17.6%	5.5%	4.7%	7.2%	4.1%	2.2%	6.1%	3.5%	2.3%	3.7%
	100.0%	25.0%	80.4%	19.6%	5.4%	60.7%	1.8%	8.9%	1.8%	7.1%	7.1%	33.9%	21.4%	16.1%	32.1%	14.3%	8.9%	41.1%	28.6%	1.8%	7.1%
Middleton	56	14	45	11	3	34	1	5	1	4	4	19	12	9	18	8	5	23	16	1	4
	4.6%	3.1%	7.7%	7.9%	0.9%	7.7%	1.7%	10.0%	1.2%	2.4%	2.2%	17.6%	5.5%	4.7%	7.2%	4.1%	2.2%	6.1%	3.5%	2.3%	3.7%
	100.0%	25.0%	80.4%	19.6%	5.4%	60.7%	1.8%	8.9%	1.8%	7.1%	7.1%	33.9%	21.4%	16.1%	32.1%	14.3%	8.9%	41.1%	28.6%	1.8%	7.1%
Other	467	197	180	66	131	114	27	21	38	79	68	33	65	68	104	93	89	118	186	17	62
	38.0%	43.2%	30.9%	47.1%	41.5%	25.7%	45.8%	42.0%	44.2%	47.3%	37.2%	30.6%	30.0%	35.6%	41.4%	48.2%	39.9%	31.1%	41.2%	38.6%	56.9%
	100.0%	42.2%	38.5%	14.1%	28.1%	24.4%	5.8%	4.5%	8.1%	16.9%	14.6%	7.1%	13.9%	14.6%	22.3%	19.9%	19.1%	25.3%	39.8%	3.6%	13.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019235

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	34	0	0	0	0	0	0	0	0	0	0	0	0	0	5	3	8	7	11	3	2
	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.6%	3.6%	1.8%	2.4%	6.8%	1.8%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.7%	8.8%	23.5%	20.6%	32.4%	8.8%	5.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019236

Cigar Segmentation

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

Base: Total completes - Premium (Q19A)

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	817 100.0% 100.0%	456 100.0% 55.8%	311 100.0% 38.1%	140 100.0% 17.1%	316 100.0% 38.7%	171 100.0% 20.9%	59 100.0% 7.2%	50 100.0% 6.1%	86 100.0% 10.5%	167 100.0% 20.4%	182 100.0% 22.3%	51 100.0% 6.2%	117 100.0% 14.3%	121 100.0% 14.8%	146 100.0% 17.9%	158 100.0% 19.3%	197 100.0% 24.1%	165 100.0% 20.2%	373 100.0% 45.7%	36 100.0% 4.4%	104 100.0% 12.7%
SuperNet - Both premium and mass brands	721 88.2% 100.0%	389 85.3% 54.0%	311 100.0% 43.1%	140 100.0% 19.4%	249 78.8% 34.5%	171 100.0% 23.7%	59 100.0% 8.2%	50 100.0% 6.9%	77 89.5% 10.7%	143 85.6% 19.8%	157 86.3% 21.8%	51 100.0% 7.1%	117 100.0% 16.2%	119 98.3% 16.5%	140 95.9% 19.4%	141 89.2% 19.6%	151 76.6% 20.9%	157 95.2% 21.8%	317 85.0% 44.0%	27 75.0% 3.7%	98 94.2% 13.6%
SuperNet - Premium brands only	96 11.8% 100.0%	67 14.7% 69.8%	0 0.0% 0.0%	0 0.0% 0.0%	67 21.2% 69.8%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	9 10.5% 9.4%	24 14.4% 25.0%	25 13.7% 26.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.7% 2.1%	6 4.1% 6.3%	17 10.8% 17.7%	46 23.4% 47.9%	8 4.8% 8.3%	56 15.0% 58.3%	9 25.0% 9.4%	6 5.8% 6.3%
SuperNet - Mass brands Only	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
SuperNet - Premium	817 100.0% 100.0%	456 100.0% 55.8%	311 100.0% 38.1%	140 100.0% 17.1%	316 100.0% 38.7%	171 100.0% 20.9%	59 100.0% 7.2%	50 100.0% 6.1%	86 100.0% 10.5%	167 100.0% 20.4%	182 100.0% 22.3%	51 100.0% 6.2%	117 100.0% 14.3%	121 100.0% 14.8%	146 100.0% 17.9%	158 100.0% 19.3%	197 100.0% 24.1%	165 100.0% 20.2%	373 100.0% 45.7%	36 100.0% 4.4%	104 100.0% 12.7%
SuperNet - Mass	721 88.2% 100.0%	389 85.3% 54.0%	311 100.0% 43.1%	140 100.0% 19.4%	249 78.8% 34.5%	171 100.0% 23.7%	59 100.0% 8.2%	50 100.0% 6.9%	77 89.5% 10.7%	143 85.6% 19.8%	157 86.3% 21.8%	51 100.0% 7.1%	117 100.0% 16.2%	119 98.3% 16.5%	140 95.9% 19.4%	141 89.2% 19.6%	151 76.6% 20.9%	157 95.2% 21.8%	317 85.0% 44.0%	27 75.0% 3.7%	98 94.2% 13.6%
Net - Consolidated Cigar Co.	737 90.2% 100.0%	413 90.6% 56.0%	293 94.2% 39.8%	133 95.0% 18.0%	280 88.6% 38.0%	160 93.6% 21.7%	56 94.9% 7.6%	48 96.0% 6.5%	83 96.5% 11.3%	156 93.4% 21.2%	166 91.2% 22.5%	49 96.1% 6.6%	114 97.4% 15.5%	110 90.9% 14.9%	136 93.2% 18.5%	149 94.3% 20.2%	175 88.8% 23.7%	150 90.9% 20.4%	338 90.6% 45.9%	28 77.8% 3.8%	96 92.3% 13.0%
Subnet - Premium	575 70.4% 100.0%	364 79.8% 63.3%	200 64.3% 34.8%	110 78.6% 19.1%	254 80.4% 44.2%	90 52.6% 15.7%	50 84.7% 8.7%	37 74.0% 6.4%	75 87.2% 13.0%	142 85.0% 24.7%	126 69.2% 21.9%	34 66.7% 5.9%	62 53.0% 10.8%	91 75.2% 15.8%	105 71.9% 18.3%	127 80.4% 22.1%	152 77.2% 26.4%	91 55.2% 15.8%	286 76.7% 49.7%	23 63.9% 4.0%	79 76.0% 13.7%
Don Diego	325 39.8% 100.0%	212 46.5% 65.2%	124 39.9% 38.2%	73 52.1% 22.5%	139 44.0% 42.8%	51 29.8% 15.7%	34 57.6% 10.5%	24 48.0% 7.4%	44 51.2% 13.5%	93 55.7% 28.6%	67 36.8% 20.6%	19 37.3% 5.8%	40 34.2% 12.3%	52 43.0% 16.0%	60 41.1% 18.5%	76 48.1% 23.4%	84 42.6% 25.8%	50 30.3% 15.4%	162 43.4% 49.8%	12 33.3% 3.7%	42 40.4% 12.9%
Montecristo	282 34.5% 100.0%	200 43.9% 70.9%	73 23.5% 25.9%	45 32.1% 16.0%	155 49.1% 55.0%	28 16.4% 9.9%	24 40.7% 8.5%	10 20.0% 3.5%	45 52.3% 16.0%	71 42.5% 25.2%	70 38.5% 24.8%	5 9.8% 1.8%	26 22.2% 9.2%	41 33.9% 14.5%	41 28.1% 14.5%	64 40.5% 22.7%	95 48.2% 33.7%	24 14.5% 8.5%	159 42.6% 56.4%	13 36.1% 4.6%	39 37.5% 13.8%
Royal Jamaica	155 19.0% 100.0%	104 22.8% 67.1%	49 15.8% 31.6%	33 23.6% 21.3%	71 22.5% 45.8%	16 9.4% 10.3%	15 25.4% 9.7%	9 18.0% 5.8%	32 37.2% 20.6%	43 25.7% 27.7%	24 13.2% 15.5%	9 17.6% 5.8%	15 12.8% 9.7%	24 19.8% 15.5%	35 24.0% 22.6%	43 27.2% 27.7%	35 17.8% 22.6%	14 8.5% 9.0%	82 22.0% 52.9%	3 8.3% 1.9%	31 29.8% 20.0%
Te-Amo	202 24.7% 100.0%	137 30.0% 67.8%	69 22.2% 34.2%	46 32.9% 22.8%	91 28.8% 45.0%	23 13.5% 11.4%	17 28.8% 8.4%	17 34.0% 8.4%	38 44.2% 18.8%	61 36.5% 30.2%	27 14.8% 13.4%	11 21.6% 5.4%	27 23.1% 13.4%	27 22.3% 13.4%	48 32.9% 23.8%	59 37.3% 29.2%	43 21.8% 21.3%	28 17.0% 13.9%	103 27.6% 51.0%	5 13.9% 2.5%	38 36.5% 18.8%
Upmann/H. Upmann	251 30.7% 100.0%	190 41.7% 75.7%	59 19.0% 23.5%	39 27.9% 15.5%	151 47.8% 60.2%	20 11.7% 8.0%	19 32.2% 7.6%	10 20.0% 4.0%	52 60.5% 20.7%	75 44.9% 29.9%	48 26.4% 19.1%	9 17.6% 3.6%	26 22.2% 10.4%	27 22.3% 10.8%	50 34.2% 19.9%	68 43.0% 27.1%	67 34.0% 26.7%	20 12.1% 8.0%	132 35.4% 52.6%	5 13.9% 2.0%	50 48.1% 19.9%
Subnet - Mass	573 70.1% 100.0%	299 65.6% 52.2%	274 88.1% 47.8%	120 85.7% 20.9%	179 56.6% 31.2%	154 90.1% 26.9%	49 83.1% 8.6%	45 90.0% 7.9%	64 74.4% 11.2%	112 67.1% 19.5%	119 65.4% 20.8%	47 92.2% 8.2%	108 92.3% 18.8%	95 78.5% 16.6%	122 83.6% 21.3%	116 73.4% 20.2%	103 52.3% 18.0%	130 78.8% 22.7%	251 67.3% 43.8%	21 58.3% 3.7%	80 76.9% 14.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019237

Cigar Segmentation

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

Base: Total completes - Premium (Q19A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	817	456	311	140	316	171	59	50	86	167	182	51	117	121	146	158	197	165	373	36	104
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.8%	38.1%	17.1%	38.7%	20.9%	7.2%	6.1%	10.5%	20.4%	22.3%	6.2%	14.3%	14.8%	17.9%	19.3%	24.1%	20.2%	45.7%	4.4%	12.7%
Antonio y Cleopatra	338	195	153	74	121	79	30	23	44	73	59	29	63	56	79	81	52	63	149	12	59
	41.4%	42.8%	49.2%	52.9%	38.3%	46.2%	50.8%	46.0%	51.2%	43.7%	32.4%	56.9%	53.8%	46.3%	54.1%	51.3%	26.4%	38.2%	39.9%	33.3%	56.7%
	100.0%	57.7%	45.3%	21.9%	35.8%	23.4%	8.9%	6.8%	13.0%	21.6%	17.5%	8.6%	18.6%	16.6%	23.4%	24.0%	15.4%	18.6%	44.1%	3.6%	17.5%
Backwoods	213	114	122	56	58	66	17	24	23	42	42	26	48	38	52	51	33	53	92	4	31
	26.1%	25.0%	39.2%	40.0%	18.4%	38.6%	28.8%	48.0%	26.7%	25.1%	23.1%	51.0%	41.0%	31.4%	35.6%	32.3%	16.8%	32.1%	24.7%	11.1%	29.8%
	100.0%	53.5%	57.3%	26.3%	27.2%	31.0%	8.0%	11.3%	10.8%	19.7%	19.7%	12.2%	22.5%	17.8%	24.4%	23.9%	15.5%	24.9%	43.2%	1.9%	14.6%
Dutch Masters	420	201	226	96	105	130	42	33	43	81	74	39	90	73	91	80	61	114	182	13	56
	51.4%	44.1%	72.7%	68.6%	33.2%	76.0%	71.2%	66.0%	50.0%	48.5%	40.7%	76.5%	76.9%	60.3%	62.3%	50.6%	31.0%	69.1%	48.8%	36.1%	53.8%
	100.0%	47.9%	53.8%	22.9%	25.0%	31.0%	10.0%	7.9%	10.2%	19.3%	17.6%	9.3%	21.4%	17.4%	21.7%	19.0%	14.5%	27.1%	43.3%	3.1%	13.3%
El Producto	320	154	171	70	84	101	29	24	37	56	57	31	69	50	73	71	47	86	134	12	44
	39.2%	33.8%	55.0%	50.0%	26.6%	59.1%	49.2%	48.0%	43.0%	33.5%	31.3%	60.8%	59.0%	41.3%	50.0%	44.9%	23.9%	52.1%	35.9%	33.3%	42.3%
	100.0%	48.1%	53.4%	21.9%	26.3%	31.6%	9.1%	7.5%	11.6%	17.5%	17.8%	9.7%	21.6%	15.6%	22.8%	22.2%	14.7%	26.9%	41.9%	3.8%	13.8%
Muriel	169	69	105	43	26	62	15	16	11	27	23	18	43	29	41	31	16	57	66	5	13
	20.7%	15.1%	33.8%	30.7%	8.2%	36.3%	25.4%	32.0%	12.8%	16.2%	12.6%	35.3%	36.8%	24.0%	28.1%	19.6%	8.1%	34.5%	17.7%	13.9%	12.5%
	100.0%	40.8%	62.1%	25.4%	15.4%	36.7%	8.9%	9.5%	6.5%	16.0%	13.6%	10.7%	25.4%	17.2%	24.3%	18.3%	9.5%	33.7%	39.1%	3.0%	7.7%
Net - General Cigar Holdings	759	439	287	132	307	155	57	46	86	162	166	48	111	109	139	151	184	148	351	33	99
	92.9%	96.3%	92.3%	94.3%	97.2%	90.6%	96.6%	92.0%	100.0%	97.0%	91.2%	94.1%	94.9%	90.1%	95.2%	95.6%	93.4%	89.7%	94.1%	91.7%	95.2%
	100.0%	57.8%	37.8%	17.4%	40.4%	20.4%	7.5%	6.1%	11.3%	21.3%	21.9%	6.3%	14.6%	14.4%	18.3%	19.9%	24.2%	19.5%	46.2%	4.3%	13.0%
Subnet-General Cigar Holdings - Premium	607	406	193	116	290	77	50	42	79	152	149	32	71	85	110	141	173	82	304	28	83
	74.3%	89.0%	62.1%	82.9%	91.8%	45.0%	84.7%	84.0%	91.9%	91.0%	81.9%	62.7%	60.7%	70.2%	75.3%	89.2%	87.8%	49.7%	81.5%	77.8%	79.8%
	100.0%	66.9%	31.8%	19.1%	47.8%	12.7%	8.2%	6.9%	13.0%	25.0%	24.5%	5.3%	11.7%	14.0%	18.1%	23.2%	28.5%	13.5%	50.1%	4.6%	13.7%
SubNet - General Cigar Co.	748	432	287	132	300	155	57	46	85	159	164	48	111	106	138	149	183	146	346	33	97
	91.6%	94.7%	92.3%	94.3%	94.9%	90.6%	96.6%	92.0%	98.8%	95.2%	90.1%	94.1%	94.9%	87.6%	94.5%	94.3%	92.9%	88.5%	92.8%	91.7%	93.3%
	100.0%	57.8%	38.4%	17.6%	40.1%	20.7%	7.6%	6.1%	11.4%	21.3%	21.9%	6.4%	14.8%	14.2%	18.4%	19.9%	24.5%	19.5%	46.3%	4.4%	13.0%
Sub-Subnet - Premium	580	388	184	109	279	75	48	38	76	144	146	30	67	77	103	135	171	77	292	27	79
	71.0%	85.1%	59.2%	77.9%	88.3%	43.9%	81.4%	76.0%	88.4%	86.2%	80.2%	58.8%	57.3%	63.6%	70.5%	85.4%	86.8%	46.7%	78.3%	75.0%	76.0%
	100.0%	66.9%	31.7%	18.8%	48.1%	12.9%	8.3%	6.6%	13.1%	24.8%	25.2%	5.2%	11.6%	13.3%	17.8%	23.3%	29.5%	13.3%	50.3%	4.7%	13.6%
Cohiba	278	203	66	42	161	24	19	13	51	81	65	11	24	32	54	71	99	19	146	16	39
	34.0%	44.5%	21.2%	30.0%	50.9%	14.0%	32.2%	26.0%	59.3%	48.5%	35.7%	21.6%	20.5%	26.4%	37.0%	44.9%	50.3%	11.5%	39.1%	44.4%	37.5%
	100.0%	73.0%	23.7%	15.1%	57.9%	8.6%	6.8%	4.7%	18.3%	29.1%	23.4%	4.0%	8.6%	11.5%	19.4%	25.5%	35.6%	6.8%	52.5%	5.8%	14.0%
Cifuentes	93	68	32	18	50	14	6	5	12	24	23	3	12	10	19	27	28	11	53	4	8
	11.4%	14.9%	10.3%	12.9%	15.8%	8.2%	10.2%	10.0%	14.0%	14.4%	12.6%	5.9%	10.3%	8.3%	13.0%	17.1%	14.2%	6.7%	14.2%	11.1%	7.7%
	100.0%	73.1%	34.4%	19.4%	53.8%	15.1%	6.5%	5.4%	12.9%	25.8%	24.7%	3.2%	12.9%	10.8%	20.4%	29.0%	30.1%	11.8%	57.0%	4.3%	8.6%
Macanudo	470	331	132	89	242	43	43	29	69	119	120	20	52	57	84	114	136	49	253	22	71
	57.5%	72.6%	42.4%	63.6%	76.6%	25.1%	72.9%	58.0%	80.2%	71.3%	65.9%	39.2%	44.4%	47.1%	57.5%	72.2%	69.0%	29.7%	67.8%	61.1%	68.3%
	100.0%	70.4%	28.1%	18.9%	51.5%	9.1%	9.1%	6.2%	14.7%	25.3%	25.5%	4.3%	11.1%	12.1%	17.9%	24.3%	28.9%	10.4%	53.8%	4.7%	15.1%
Macanudo Vintage	122	96	43	34	62	9	20	6	20	32	32	3	15	17	23	42	39	10	73	3	11
	14.9%	21.1%	13.8%	24.3%	19.6%	5.3%	33.9%	12.0%	23.3%	19.2%	17.6%	5.9%	12.8%	14.0%	15.8%	26.6%	19.8%	6.1%	19.6%	8.3%	10.6%
	100.0%	78.7%	35.2%	27.9%	50.8%	7.4%	16.4%	4.9%	16.4%	26.2%	26.2%	2.5%	12.3%	13.9%	18.9%	34.4%	32.0%	8.2%	59.8%	2.5%	9.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019238

Cigar Segmentation

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

Base: Total completes - Premium (Q19A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	817	456	311	140	316	171	59	50	86	167	182	51	117	121	146	158	197	165	373	36	104
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.8%	38.1%	17.1%	38.7%	20.9%	7.2%	6.1%	10.5%	20.4%	22.3%	6.2%	14.3%	14.8%	17.9%	19.3%	24.1%	20.2%	45.7%	4.4%	12.7%
Partagas	258	191	70	44	147	26	23	12	49	74	56	13	25	27	55	71	77	26	150	6	41
	31.6%	41.9%	22.5%	31.4%	46.5%	15.2%	39.0%	24.0%	57.0%	44.3%	30.8%	25.5%	21.4%	22.3%	37.7%	44.9%	39.1%	15.8%	40.2%	16.7%	39.4%
	100.0%	74.0%	27.1%	17.1%	57.0%	10.1%	8.9%	4.7%	19.0%	28.7%	21.7%	5.0%	9.7%	10.5%	21.3%	27.5%	29.8%	10.1%	58.1%	2.3%	15.9%
Partagas Limited Reserve	74	57	25	17	40	8	8	3	15	20	11	4	7	11	20	28	25	6	40	3	7
	9.1%	12.5%	8.0%	12.1%	12.7%	4.7%	13.6%	6.0%	17.4%	12.0%	6.0%	7.8%	6.0%	9.1%	13.7%	17.7%	12.7%	3.6%	10.7%	8.3%	6.7%
	100.0%	77.0%	33.8%	23.0%	54.1%	10.8%	10.8%	4.1%	20.3%	27.0%	14.9%	5.4%	9.5%	14.9%	27.0%	37.8%	33.8%	8.1%	54.1%	4.1%	9.5%
Sub-Subnet - Mass	485	242	250	107	135	143	41	41	41	95	100	43	94	86	102	88	81	129	207	19	56
	59.4%	53.1%	80.4%	76.4%	42.7%	83.6%	69.5%	82.0%	47.7%	56.9%	54.9%	84.3%	80.3%	71.1%	69.9%	55.7%	41.1%	78.2%	55.5%	52.8%	53.8%
	100.0%	49.9%	51.5%	22.1%	27.8%	29.5%	8.5%	8.5%	8.5%	19.6%	20.6%	8.9%	19.4%	17.7%	21.0%	18.1%	16.7%	26.6%	42.7%	3.9%	11.5%
Garcia y Vega/Whiffs	302	158	147	67	91	80	27	26	31	67	64	24	60	51	60	61	56	71	136	9	35
	37.0%	34.6%	47.3%	47.9%	28.8%	46.8%	45.8%	52.0%	36.0%	40.1%	35.2%	47.1%	51.3%	42.1%	41.1%	38.6%	28.4%	43.0%	36.5%	25.0%	33.7%
	100.0%	52.3%	48.7%	22.2%	30.1%	26.5%	8.9%	8.6%	10.3%	22.2%	21.2%	7.9%	19.9%	16.9%	19.9%	20.2%	18.5%	23.5%	45.0%	3.0%	11.6%
Tiparillo	229	112	130	57	55	73	18	25	19	41	42	24	52	45	48	39	29	65	93	11	25
	28.0%	24.6%	41.8%	40.7%	17.4%	42.7%	30.5%	50.0%	22.1%	24.6%	23.1%	47.1%	44.4%	37.2%	32.9%	24.7%	14.7%	39.4%	24.9%	30.6%	24.0%
	100.0%	48.9%	56.8%	24.9%	24.0%	31.9%	7.9%	10.9%	8.3%	17.9%	18.3%	10.5%	22.7%	19.7%	21.0%	17.0%	12.7%	28.4%	40.6%	4.8%	10.9%
White Owl	299	129	183	73	56	110	27	30	24	45	50	36	70	50	75	57	36	92	119	13	32
	36.6%	28.3%	58.8%	52.1%	17.7%	64.3%	45.8%	60.0%	27.9%	26.9%	27.5%	70.6%	59.8%	41.3%	51.4%	36.1%	18.3%	55.8%	31.9%	36.1%	30.8%
	100.0%	43.1%	61.2%	24.4%	18.7%	36.8%	9.0%	10.0%	8.0%	15.1%	16.7%	12.0%	23.4%	16.7%	25.1%	19.1%	12.0%	30.8%	39.8%	4.3%	10.7%
William Penn	143	65	95	39	26	56	15	13	14	25	19	19	34	28	42	28	14	44	58	7	11
	17.5%	14.3%	30.5%	27.9%	8.2%	32.7%	25.4%	26.0%	16.3%	15.0%	10.4%	37.3%	29.1%	23.1%	28.8%	17.7%	7.1%	26.7%	15.5%	19.4%	10.6%
	100.0%	45.5%	66.4%	27.3%	18.2%	39.2%	10.5%	9.1%	9.8%	17.5%	13.3%	13.3%	23.8%	19.6%	29.4%	19.6%	9.8%	30.8%	40.6%	4.9%	7.7%
SubNet - Villazon	305	235	88	68	167	20	30	22	65	92	53	15	36	40	68	87	69	29	151	10	62
	37.3%	51.5%	28.3%	48.6%	52.8%	11.7%	50.8%	44.0%	75.6%	55.1%	29.1%	29.4%	30.8%	33.1%	46.6%	55.1%	35.0%	17.6%	40.5%	27.8%	59.6%
	100.0%	77.0%	28.9%	22.3%	54.8%	6.6%	9.8%	7.2%	21.3%	30.2%	17.4%	4.9%	11.8%	13.1%	22.3%	28.5%	22.6%	9.5%	49.5%	3.3%	20.3%
Hoyo de Monterrey	178	146	45	39	107	6	18	11	49	51	25	6	21	22	50	60	34	13	92	4	43
	21.8%	32.0%	14.5%	27.9%	33.9%	3.5%	30.5%	22.0%	57.0%	30.5%	13.7%	11.8%	17.9%	18.2%	34.2%	38.0%	17.3%	7.9%	24.7%	11.1%	41.3%
	100.0%	82.0%	25.3%	21.9%	60.1%	3.4%	10.1%	6.2%	27.5%	28.7%	14.0%	3.4%	11.8%	12.4%	28.1%	33.7%	19.1%	7.3%	51.7%	2.2%	24.2%
Hoyo de Monterrey Excalibur	107	84	32	23	61	9	10	6	28	29	14	7	13	15	34	40	26	7	54	3	22
	13.1%	18.4%	10.3%	16.4%	19.3%	5.3%	16.9%	12.0%	32.6%	17.4%	7.7%	13.7%	11.1%	12.4%	23.3%	25.3%	13.2%	4.2%	14.5%	8.3%	21.2%
	100.0%	78.5%	29.9%	21.5%	57.0%	8.4%	9.3%	5.6%	26.2%	27.1%	13.1%	6.5%	12.1%	14.0%	31.8%	37.4%	24.3%	6.5%	50.5%	2.8%	20.6%
Punch	233	182	63	49	133	14	24	14	53	71	38	9	27	31	49	65	53	17	113	6	55
	28.5%	39.9%	20.3%	35.0%	42.1%	8.2%	40.7%	28.0%	61.6%	42.5%	20.9%	17.6%	23.1%	25.6%	33.6%	41.1%	26.9%	10.3%	30.3%	16.7%	52.9%
	100.0%	78.1%	27.0%	21.0%	57.1%	6.0%	10.3%	6.0%	22.7%	30.5%	16.3%	3.9%	11.6%	13.3%	21.0%	27.9%	22.7%	7.3%	48.5%	2.6%	23.6%
Punch Grand Cru	53	43	16	11	32	5	2	4	15	12	8	2	4	6	17	26	15	4	30	0	7
	6.5%	9.4%	5.1%	7.9%	10.1%	2.9%	3.4%	8.0%	17.4%	7.2%	4.4%	3.9%	3.4%	5.0%	11.6%	16.5%	7.6%	2.4%	8.0%	0.0%	6.7%
	100.0%	81.1%	30.2%	20.8%	60.4%	9.4%	3.8%	7.5%	28.3%	22.6%	15.1%	3.8%	7.5%	11.3%	32.1%	49.1%	28.3%	7.5%	56.6%	0.0%	13.2%
Net - Swisher International	596	315	276	120	195	156	51	46	61	118	130	46	100	102	117	117	110	133	261	24	78
	72.9%	69.1%	88.7%	85.7%	61.7%	91.2%	86.4%	92.0%	70.9%	70.7%	71.4%	90.2%	85.5%	84.3%	80.1%	74.1%	55.8%	80.6%	70.0%	66.7%	75.0%
	100.0%	52.9%	46.3%	20.1%	32.7%	26.2%	8.6%	7.7%	10.2%	19.8%	21.8%	7.7%	16.8%	17.1%	19.6%	19.6%	18.5%	22.3%	43.8%	4.0%	13.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019239

Cigar Segmentation

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

Base: Total completes - Premium (Q19A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	817	456	311	140	316	171	59	50	86	167	182	51	117	121	146	158	197	165	373	36	104
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.8%	38.1%	17.1%	38.7%	20.9%	7.2%	6.1%	10.5%	20.4%	22.3%	6.2%	14.3%	14.8%	17.9%	19.3%	24.1%	20.2%	45.7%	4.4%	12.7%
Bering	199	133	80	50	83	30	23	16	39	49	42	14	34	33	54	63	34	25	95	3	43
	24.4%	29.2%	25.7%	35.7%	26.3%	17.5%	39.0%	32.0%	45.3%	29.3%	23.1%	27.5%	29.1%	27.3%	37.0%	39.9%	17.3%	15.2%	25.5%	8.3%	41.3%
	100.0%	66.8%	40.2%	25.1%	41.7%	15.1%	11.6%	8.0%	19.6%	24.6%	21.1%	7.0%	17.1%	16.6%	27.1%	31.7%	17.1%	12.6%	47.7%	1.5%	21.6%
King Edward	306	131	187	74	57	113	31	27	23	56	49	36	64	58	69	51	34	101	118	15	29
	37.5%	28.7%	60.1%	52.9%	18.0%	66.1%	52.5%	54.0%	26.7%	33.5%	26.9%	70.6%	54.7%	47.9%	47.3%	32.3%	17.3%	61.2%	31.6%	41.7%	27.9%
	100.0%	42.8%	61.1%	24.2%	18.6%	36.9%	10.1%	8.8%	7.5%	18.3%	16.0%	11.8%	20.9%	19.0%	22.5%	16.7%	11.1%	33.0%	38.6%	4.9%	9.5%
La Prima Dora	56	33	29	15	18	14	7	3	5	12	8	2	6	10	14	15	13	13	25	0	5
	6.9%	7.2%	9.3%	10.7%	5.7%	8.2%	11.9%	6.0%	5.8%	7.2%	4.4%	3.9%	5.1%	8.3%	9.6%	9.5%	6.6%	7.9%	6.7%	0.0%	4.8%
	100.0%	58.9%	51.8%	26.8%	32.1%	25.0%	12.5%	5.4%	8.9%	21.4%	14.3%	3.6%	10.7%	17.9%	25.0%	26.8%	23.2%	23.2%	44.6%	0.0%	8.9%
Swisher Sweets	438	220	224	91	129	133	38	36	32	85	99	36	81	79	74	68	79	106	198	17	43
	53.6%	48.2%	72.0%	65.0%	40.8%	77.8%	64.4%	72.0%	37.2%	50.9%	54.4%	70.6%	69.2%	65.3%	50.7%	43.0%	40.1%	64.2%	53.1%	47.2%	41.3%
	100.0%	50.2%	51.1%	20.8%	29.5%	30.4%	8.7%	8.2%	7.3%	19.4%	22.6%	8.2%	18.5%	18.0%	16.9%	15.5%	18.0%	24.2%	45.2%	3.9%	9.8%
Net - JR Tobacco Brands	125	85	56	33	52	23	13	9	26	33	17	8	26	21	41	44	30	24	51	4	25
	15.3%	18.6%	18.0%	23.6%	16.5%	13.5%	22.0%	18.0%	30.2%	19.8%	9.3%	15.7%	22.2%	17.4%	28.1%	27.8%	15.2%	14.5%	13.7%	11.1%	24.0%
	100.0%	68.0%	44.8%	26.4%	41.6%	18.4%	10.4%	7.2%	20.8%	26.4%	13.6%	6.4%	20.8%	16.8%	32.8%	35.2%	24.0%	19.2%	40.8%	3.2%	20.0%
El Rey Del Mundo	90	59	40	23	36	17	9	4	16	22	12	6	17	18	28	33	25	17	36	3	14
	11.0%	12.9%	12.9%	16.4%	11.4%	9.9%	15.3%	8.0%	18.6%	13.2%	6.6%	11.8%	14.5%	14.9%	19.2%	20.9%	12.7%	10.3%	9.7%	8.3%	13.5%
	100.0%	65.6%	44.4%	25.6%	40.0%	18.9%	10.0%	4.4%	17.8%	24.4%	13.3%	6.7%	18.9%	20.0%	31.1%	36.7%	27.8%	18.9%	40.0%	3.3%	15.6%
J.R. Ultimates	63	41	26	14	27	12	4	7	17	16	8	6	14	5	27	27	11	10	24	1	20
	7.7%	9.0%	8.4%	10.0%	8.5%	7.0%	6.8%	14.0%	19.8%	9.6%	4.4%	11.8%	12.0%	4.1%	18.5%	17.1%	5.6%	6.1%	6.4%	2.8%	19.2%
	100.0%	65.1%	41.3%	22.2%	42.9%	19.0%	6.3%	11.1%	27.0%	25.4%	12.7%	9.5%	22.2%	7.9%	42.9%	42.9%	17.5%	15.9%	38.1%	1.6%	31.7%
Net - Tabacalera	500	257	242	107	150	135	41	43	57	96	109	42	94	85	104	105	101	126	209	21	57
	61.2%	56.4%	77.8%	76.4%	47.5%	78.9%	69.5%	86.0%	66.3%	57.5%	59.9%	82.4%	80.3%	70.2%	71.2%	66.5%	51.3%	76.4%	56.0%	58.3%	54.8%
	100.0%	51.4%	48.4%	21.4%	30.0%	27.0%	8.2%	8.6%	11.4%	19.2%	21.8%	8.4%	18.8%	17.0%	20.8%	21.0%	20.2%	25.2%	41.8%	4.2%	11.4%
Subnet - Premium	204	134	65	40	94	25	18	13	34	54	46	8	24	31	50	59	62	24	103	12	28
	25.0%	29.4%	20.9%	28.6%	29.7%	14.6%	30.5%	26.0%	39.5%	32.3%	25.3%	15.7%	20.5%	25.6%	34.2%	37.3%	31.5%	14.5%	27.6%	33.3%	26.9%
	100.0%	65.7%	31.9%	19.6%	46.1%	12.3%	8.8%	6.4%	16.7%	26.5%	22.5%	3.9%	11.8%	15.2%	24.5%	28.9%	30.4%	11.8%	50.5%	5.9%	13.7%
Romeo y Julieta	204	134	65	40	94	25	18	13	34	54	46	8	24	31	50	59	62	24	103	12	28
	25.0%	29.4%	20.9%	28.6%	29.7%	14.6%	30.5%	26.0%	39.5%	32.3%	25.3%	15.7%	20.5%	25.6%	34.2%	37.3%	31.5%	14.5%	27.6%	33.3%	26.9%
	100.0%	65.7%	31.9%	19.6%	46.1%	12.3%	8.8%	6.4%	16.7%	26.5%	22.5%	3.9%	11.8%	15.2%	24.5%	28.9%	30.4%	11.8%	50.5%	5.9%	13.7%
Subnet - Mass	395	179	227	96	83	131	36	40	36	67	78	41	88	74	84	81	60	119	160	14	41
	48.3%	39.3%	73.0%	68.6%	26.3%	76.6%	61.0%	80.0%	41.9%	40.1%	42.9%	80.4%	75.2%	61.2%	57.5%	51.3%	30.5%	72.1%	42.9%	38.9%	39.4%
	100.0%	45.3%	57.5%	24.3%	21.0%	33.2%	9.1%	10.1%	9.1%	17.0%	19.7%	10.4%	22.3%	18.7%	21.3%	20.5%	15.2%	30.1%	40.5%	3.5%	10.4%
Black & Gold/Black & Mild	190	80	130	52	28	78	20	22	10	36	33	25	48	44	42	36	28	72	71	7	14
	23.3%	17.5%	41.8%	37.1%	8.9%	45.6%	33.9%	44.0%	11.6%	21.6%	18.1%	49.0%	41.0%	36.4%	28.8%	22.8%	14.2%	43.6%	19.0%	19.4%	13.5%
	100.0%	42.1%	68.4%	27.4%	14.7%	41.1%	10.5%	11.6%	5.3%	18.9%	17.4%	13.2%	25.3%	23.2%	22.1%	18.9%	14.7%	37.9%	37.4%	3.7%	7.4%
Hav-a-Tampa/Jewels	247	112	145	62	50	83	26	21	23	44	39	28	58	40	60	56	31	69	103	7	27
	30.2%	24.6%	46.6%	44.3%	15.8%	48.5%	44.1%	42.0%	26.7%	26.3%	21.4%	54.9%	49.6%	33.1%	41.1%	35.4%	15.7%	41.8%	27.6%	19.4%	26.0%
	100.0%	45.3%	58.7%	25.1%	20.2%	33.6%	10.5%	8.5%	9.3%	17.8%	15.8%	11.3%	23.5%	16.2%	24.3%	22.7%	12.6%	27.9%	41.7%	2.8%	10.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019240

Cigar Segmentation

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

Base: Total completes - Premium (Q19A)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	817	456	311	140	316	171	59	50	86	167	182	51	117	121	146	158	197	165	373	36	104
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.8%	38.1%	17.1%	38.7%	20.9%	7.2%	6.1%	10.5%	20.4%	22.3%	6.2%	14.3%	14.8%	17.9%	19.3%	24.1%	20.2%	45.7%	4.4%	12.7%
Phillies	205	83	128	50	33	78	19	22	18	38	35	32	51	36	55	46	23	70	73	6	17
	25.1%	18.2%	41.2%	35.7%	10.4%	45.6%	32.2%	44.0%	20.9%	22.8%	19.2%	62.7%	43.6%	29.8%	37.7%	29.1%	11.7%	42.4%	19.6%	16.7%	16.3%
	100.0%	40.5%	62.4%	24.4%	16.1%	38.0%	9.3%	10.7%	8.8%	18.5%	17.1%	15.6%	24.9%	17.6%	26.8%	22.4%	11.2%	34.1%	35.6%	2.9%	8.3%
Net - Other	679	394	245	117	277	128	53	39	84	151	139	45	90	97	126	139	169	122	315	30	99
	83.1%	86.4%	78.8%	83.6%	87.7%	74.9%	89.8%	78.0%	97.7%	90.4%	76.4%	88.2%	76.9%	80.2%	86.3%	88.0%	85.8%	73.9%	84.5%	83.3%	95.2%
	100.0%	58.0%	36.1%	17.2%	40.8%	18.9%	7.8%	5.7%	12.4%	22.2%	20.5%	6.6%	13.3%	14.3%	18.6%	20.5%	24.9%	18.0%	46.4%	4.4%	14.6%
Subnet - Premium	595	370	210	107	263	103	50	35	83	146	118	37	80	82	106	125	151	92	280	26	95
	72.8%	81.1%	67.5%	76.4%	83.2%	60.2%	84.7%	70.0%	96.5%	87.4%	64.8%	72.5%	68.4%	67.8%	72.6%	79.1%	76.6%	55.8%	75.1%	72.2%	91.3%
	100.0%	62.2%	35.3%	18.0%	44.2%	17.3%	8.4%	5.9%	13.9%	24.5%	19.8%	6.2%	13.4%	13.8%	17.8%	21.0%	25.4%	15.5%	47.1%	4.4%	16.0%
Ashton	132	101	34	23	78	11	9	7	32	43	20	4	16	16	35	42	41	13	64	3	27
	16.2%	22.1%	10.9%	16.4%	24.7%	6.4%	15.3%	14.0%	37.2%	25.7%	11.0%	7.8%	13.7%	13.2%	24.0%	26.6%	20.8%	7.9%	17.2%	8.3%	26.0%
	100.0%	76.5%	25.8%	17.4%	59.1%	8.3%	6.8%	5.3%	24.2%	32.6%	15.2%	3.0%	12.1%	12.1%	26.5%	31.8%	31.1%	9.8%	48.5%	2.3%	20.5%
Bahia	45	24	16	8	16	8	5	1	8	9	8	4	8	5	12	16	15	4	19	6	6
	5.5%	5.3%	5.1%	5.7%	5.1%	4.7%	8.5%	2.0%	9.3%	5.4%	4.4%	7.8%	6.8%	4.1%	8.2%	10.1%	7.6%	2.4%	5.1%	16.7%	5.8%
	100.0%	53.3%	35.6%	17.8%	35.6%	17.8%	11.1%	2.2%	17.8%	20.0%	17.8%	8.9%	17.8%	11.1%	26.7%	35.6%	33.3%	8.9%	42.2%	13.3%	13.3%
Davidoff	146	104	36	26	78	10	13	7	29	36	33	3	15	15	32	44	54	8	85	5	18
	17.9%	22.8%	11.6%	18.6%	24.7%	5.8%	22.0%	14.0%	33.7%	21.6%	18.1%	5.9%	12.8%	12.4%	21.9%	27.8%	27.4%	4.8%	22.8%	13.9%	17.3%
	100.0%	71.2%	24.7%	17.8%	53.4%	6.8%	8.9%	4.8%	19.9%	24.7%	22.6%	2.1%	10.3%	10.3%	21.9%	30.1%	37.0%	5.5%	58.2%	3.4%	12.3%
Don Tomas	216	163	66	43	120	23	25	9	42	65	47	7	28	33	45	57	48	22	112	5	40
	26.4%	35.7%	21.2%	30.7%	38.0%	13.5%	42.4%	18.0%	48.8%	38.9%	25.8%	13.7%	23.9%	27.3%	30.8%	36.1%	24.4%	13.3%	30.0%	13.9%	38.5%
	100.0%	75.5%	30.6%	19.9%	55.6%	10.6%	11.6%	4.2%	19.4%	30.1%	21.8%	3.2%	13.0%	15.3%	20.8%	26.4%	22.2%	10.2%	51.9%	2.3%	18.5%
Dunhill	284	176	94	49	127	45	22	18	41	73	54	18	38	39	51	66	75	38	146	18	37
	34.8%	38.6%	30.2%	35.0%	40.2%	26.3%	37.3%	36.0%	47.7%	43.7%	29.7%	35.3%	32.5%	32.2%	34.9%	41.8%	38.1%	23.0%	39.1%	50.0%	35.6%
	100.0%	62.0%	33.1%	17.3%	44.7%	15.8%	7.7%	6.3%	14.4%	25.7%	19.0%	6.3%	13.4%	13.7%	18.0%	23.2%	26.4%	13.4%	51.4%	6.3%	13.0%
Fuente/Arturo Fuente	256	195	71	49	146	22	22	17	50	76	55	6	30	29	53	73	70	19	143	8	44
	31.3%	42.8%	22.8%	35.0%	46.2%	12.9%	37.3%	34.0%	58.1%	45.5%	30.2%	11.8%	25.6%	24.0%	36.3%	46.2%	35.5%	11.5%	38.3%	22.2%	42.3%
	100.0%	76.2%	27.7%	19.1%	57.0%	8.6%	8.6%	6.6%	19.5%	29.7%	21.5%	2.3%	11.7%	11.3%	20.7%	28.5%	27.3%	7.4%	55.9%	3.1%	17.2%
Thompson	207	124	93	47	77	46	22	11	37	45	27	22	33	20	55	50	28	40	70	4	62
	25.3%	27.2%	29.9%	33.6%	24.4%	26.9%	37.3%	22.0%	43.0%	26.9%	14.8%	43.1%	28.2%	16.5%	37.7%	31.6%	14.2%	24.2%	18.8%	11.1%	59.6%
	100.0%	59.9%	44.9%	22.7%	37.2%	22.2%	10.6%	5.3%	17.9%	21.7%	13.0%	10.6%	15.9%	9.7%	26.6%	24.2%	13.5%	19.3%	33.8%	1.9%	30.0%
Subnet - Mass	36	14	28	11	3	17	1	5	1	4	4	10	8	6	11	7	5	11	12	0	4
	4.4%	3.1%	9.0%	7.9%	0.9%	9.9%	1.7%	10.0%	1.2%	2.4%	2.2%	19.6%	6.8%	5.0%	7.5%	4.4%	2.5%	6.7%	3.2%	0.0%	3.8%
	100.0%	38.9%	77.8%	30.6%	8.3%	47.2%	2.8%	13.9%	2.8%	11.1%	11.1%	27.8%	22.2%	16.7%	30.6%	19.4%	13.9%	30.6%	33.3%	0.0%	11.1%
Middleton	36	14	28	11	3	17	1	5	1	4	4	10	8	6	11	7	5	11	12	0	4
	4.4%	3.1%	9.0%	7.9%	0.9%	9.9%	1.7%	10.0%	1.2%	2.4%	2.2%	19.6%	6.8%	5.0%	7.5%	4.4%	2.5%	6.7%	3.2%	0.0%	3.8%
	100.0%	38.9%	77.8%	30.6%	8.3%	47.2%	2.8%	13.9%	2.8%	11.1%	11.1%	27.8%	22.2%	16.7%	30.6%	19.4%	13.9%	30.6%	33.3%	0.0%	11.1%
Other	362	197	128	66	131	62	27	21	38	79	68	22	46	53	78	81	76	72	161	14	61
	44.3%	43.2%	41.2%	47.1%	41.5%	36.3%	45.8%	42.0%	44.2%	47.3%	37.4%	43.1%	39.3%	43.8%	53.4%	51.3%	38.6%	43.6%	43.2%	38.9%	58.7%
	100.0%	54.4%	35.4%	18.2%	36.2%	17.1%	7.5%	5.8%	10.5%	21.8%	18.8%	6.1%	12.7%	14.6%	21.5%	22.4%	21.0%	19.9%	44.5%	3.9%	16.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019241

Cigar Segmentation

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

Base: Total completes - Mass (Q19A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1077	389	583	140	249	443	59	50	77	143	158	108	217	189	237	170	161	362	377	31	101
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	36.1%	54.1%	13.0%	23.1%	41.1%	5.5%	4.6%	7.1%	13.3%	14.7%	10.0%	20.1%	17.5%	22.0%	15.8%	14.9%	33.6%	35.0%	2.9%	9.4%
SuperNet - Both premium and mass brands	721	389	311	140	249	171	59	50	77	143	157	51	117	119	140	141	151	157	317	27	98
	66.9%	100.0%	53.3%	100.0%	100.0%	38.6%	100.0%	100.0%	100.0%	100.0%	99.4%	47.2%	53.9%	63.0%	59.1%	82.9%	93.8%	43.4%	84.1%	87.1%	97.0%
	100.0%	54.0%	43.1%	19.4%	34.5%	23.7%	8.2%	6.9%	10.7%	19.8%	21.8%	7.1%	16.2%	16.5%	19.4%	19.6%	20.9%	21.8%	44.0%	3.7%	13.6%
SuperNet - Premium brands only	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SuperNet - Mass brands Only	356	0	272	0	0	272	0	0	0	0	1	57	100	70	97	29	10	205	60	4	3
	33.1%	0.0%	46.7%	0.0%	0.0%	61.4%	0.0%	0.0%	0.0%	0.0%	0.6%	52.8%	46.1%	37.0%	40.9%	17.1%	6.2%	56.6%	15.9%	12.9%	3.0%
	100.0%	0.0%	76.4%	0.0%	0.0%	76.4%	0.0%	0.0%	0.0%	0.0%	0.3%	16.0%	28.1%	19.7%	27.2%	8.1%	2.8%	57.6%	16.9%	1.1%	0.8%
SuperNet - Premium	721	389	311	140	249	171	59	50	77	143	157	51	117	119	140	141	151	157	317	27	98
	66.9%	100.0%	53.3%	100.0%	100.0%	38.6%	100.0%	100.0%	100.0%	100.0%	99.4%	47.2%	53.9%	63.0%	59.1%	82.9%	93.8%	43.4%	84.1%	87.1%	97.0%
	100.0%	54.0%	43.1%	19.4%	34.5%	23.7%	8.2%	6.9%	10.7%	19.8%	21.8%	7.1%	16.2%	16.5%	19.4%	19.6%	20.9%	21.8%	44.0%	3.7%	13.6%
SuperNet - Mass	1077	389	583	140	249	443	59	50	77	143	158	108	217	189	237	170	161	362	377	31	101
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	36.1%	54.1%	13.0%	23.1%	41.1%	5.5%	4.6%	7.1%	13.3%	14.7%	10.0%	20.1%	17.5%	22.0%	15.8%	14.9%	33.6%	35.0%	2.9%	9.4%
Net - Consolidated Cigar Co.	916	363	487	133	230	354	56	48	75	137	148	91	188	156	203	159	147	288	345	26	94
	85.1%	93.3%	83.5%	95.0%	92.4%	79.9%	94.9%	96.0%	97.4%	95.8%	93.7%	84.3%	86.6%	82.5%	85.7%	93.5%	91.3%	79.6%	91.5%	83.9%	93.1%
	100.0%	39.6%	53.2%	14.5%	25.1%	38.6%	6.1%	5.2%	8.2%	15.0%	16.2%	9.9%	20.5%	17.0%	22.2%	17.4%	16.0%	31.4%	37.7%	2.8%	10.3%
Subnet - Premium	507	314	200	110	204	90	50	37	67	123	107	34	62	90	102	113	119	85	245	18	75
	47.1%	80.7%	34.3%	78.6%	81.9%	20.3%	84.7%	74.0%	87.0%	86.0%	67.7%	31.5%	28.6%	47.6%	43.0%	66.5%	73.9%	23.5%	65.0%	58.1%	74.3%
	100.0%	61.9%	39.4%	21.7%	40.2%	17.8%	9.9%	7.3%	13.2%	24.3%	21.1%	6.7%	12.2%	17.8%	20.1%	22.3%	23.5%	16.8%	48.3%	3.6%	14.8%
Don Diego	297	193	124	73	120	51	34	24	42	85	58	19	40	52	59	72	69	47	145	10	40
	27.6%	49.6%	21.3%	52.1%	48.2%	11.5%	57.6%	48.0%	54.5%	59.4%	36.7%	17.6%	18.4%	27.5%	24.9%	42.4%	42.9%	13.0%	38.5%	32.3%	39.6%
	100.0%	65.0%	41.8%	24.6%	40.4%	17.2%	11.4%	8.1%	14.1%	28.6%	19.5%	6.4%	13.5%	17.5%	19.9%	24.2%	23.2%	15.8%	48.8%	3.4%	13.5%
Montecristo	246	170	73	45	125	28	24	10	39	57	62	5	26	40	39	56	78	21	136	11	38
	22.8%	43.7%	12.5%	32.1%	50.2%	6.3%	40.7%	20.0%	50.6%	39.9%	39.2%	4.6%	12.0%	21.2%	16.5%	32.9%	48.4%	5.8%	36.1%	35.5%	37.6%
	100.0%	69.1%	29.7%	18.3%	50.8%	11.4%	9.8%	4.1%	15.9%	23.2%	25.2%	2.0%	10.6%	16.3%	15.9%	22.8%	31.7%	8.5%	55.3%	4.5%	15.4%
Royal Jamaica	141	94	49	33	61	16	15	9	29	40	21	9	15	24	34	41	28	14	74	3	29
	13.1%	24.2%	8.4%	23.6%	24.5%	3.6%	25.4%	18.0%	37.7%	28.0%	13.3%	8.3%	6.9%	12.7%	14.3%	24.1%	17.4%	3.9%	19.6%	9.7%	28.7%
	100.0%	66.7%	34.8%	23.4%	43.3%	11.3%	10.6%	6.4%	20.6%	28.4%	14.9%	6.4%	10.6%	17.0%	24.1%	29.1%	19.9%	9.9%	52.5%	2.1%	20.6%
Te-Amo	186	124	69	46	78	23	17	17	35	55	27	11	27	26	47	53	37	27	94	3	36
	17.3%	31.9%	11.8%	32.9%	31.3%	5.2%	28.8%	34.0%	45.5%	38.5%	17.1%	10.2%	12.4%	13.8%	19.8%	31.2%	23.0%	7.5%	24.9%	9.7%	35.6%
	100.0%	66.7%	37.1%	24.7%	41.9%	12.4%	9.1%	9.1%	18.8%	29.6%	14.5%	5.9%	14.5%	14.0%	25.3%	28.5%	19.9%	14.5%	50.5%	1.6%	19.4%
Upmann/H. Upmann	219	165	59	39	126	20	19	10	47	62	43	9	26	26	47	62	54	19	111	3	48
	20.3%	42.4%	10.1%	27.9%	50.6%	4.5%	32.2%	20.0%	61.0%	43.4%	27.2%	8.3%	12.0%	13.8%	19.8%	36.5%	33.5%	5.2%	29.4%	9.7%	47.5%
	100.0%	75.3%	26.9%	17.8%	57.5%	9.1%	8.7%	4.6%	21.5%	28.3%	19.6%	4.1%	11.9%	11.9%	21.5%	28.3%	24.7%	8.7%	50.7%	1.4%	21.9%
Subnet - Mass	820	299	468	120	179	348	49	45	64	112	120	89	182	142	192	140	108	274	299	24	82
	76.1%	76.9%	80.3%	85.7%	71.9%	78.6%	83.1%	90.0%	83.1%	78.3%	75.9%	82.4%	83.9%	75.1%	81.0%	82.4%	67.1%	75.7%	79.3%	77.4%	81.2%
	100.0%	36.5%	57.1%	14.6%	21.8%	42.4%	6.0%	5.5%	7.8%	13.7%	14.6%	10.9%	22.2%	17.3%	23.4%	17.1%	13.2%	33.4%	36.5%	2.9%	10.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019242

Cigar Segmentation

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

Base: Total completes - Mass (Q19A)

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1077 100.0% 100.0%	389 100.0% 36.1%	583 100.0% 54.1%	140 100.0% 13.0%	249 100.0% 23.1%	443 100.0% 41.1%	59 100.0% 5.5%	50 100.0% 4.6%	77 100.0% 7.1%	143 100.0% 13.3%	158 100.0% 14.7%	108 100.0% 10.0%	217 100.0% 20.1%	189 100.0% 17.5%	237 100.0% 22.0%	170 100.0% 15.8%	161 100.0% 14.9%	362 100.0% 33.6%	377 100.0% 35.0%	31 100.0% 2.9%	101 100.0% 9.4%
Antonio y Cleopatra	389 36.1% 100.0%	195 50.1% 50.1%	189 32.4% 48.6%	74 52.9% 19.0%	121 48.6% 31.1%	115 26.0% 29.6%	30 50.8% 7.7%	23 46.0% 5.9%	44 57.1% 11.3%	73 51.0% 18.8%	59 37.3% 15.2%	38 35.2% 9.8%	79 36.4% 20.3%	65 34.4% 16.7%	92 38.8% 23.7%	86 50.6% 22.1%	52 32.3% 13.4%	93 25.7% 23.9%	160 42.4% 41.1%	12 38.7% 3.1%	60 59.4% 15.4%
Backwoods	292 27.1% 100.0%	114 29.3% 39.0%	187 32.1% 64.0%	56 40.0% 19.2%	58 23.3% 19.9%	131 29.6% 44.9%	17 28.8% 5.8%	24 48.0% 8.2%	23 29.9% 7.9%	42 29.4% 14.4%	42 26.6% 14.4%	45 41.7% 15.4%	71 32.7% 24.3%	56 29.6% 19.2%	76 32.1% 26.0%	60 35.3% 20.5%	34 21.1% 11.6%	97 26.8% 33.2%	114 30.2% 39.0%	5 16.1% 1.7%	32 31.7% 11.0%
Dutch Masters	616 57.2% 100.0%	201 51.7% 32.6%	379 65.0% 61.5%	96 68.6% 15.6%	105 42.2% 17.0%	283 63.9% 45.9%	42 71.2% 6.8%	33 66.0% 5.4%	43 55.8% 7.0%	81 56.6% 13.1%	75 47.5% 12.2%	75 69.4% 12.2%	149 68.7% 24.2%	114 60.3% 18.5%	149 62.9% 24.2%	102 60.0% 16.6%	65 40.4% 10.6%	231 63.8% 37.5%	219 58.1% 35.6%	16 51.6% 2.6%	57 56.4% 9.3%
El Producto	433 40.2% 100.0%	154 39.6% 35.6%	267 45.8% 61.7%	70 50.0% 16.2%	84 33.7% 19.4%	197 44.5% 45.5%	29 49.2% 6.7%	24 48.0% 5.5%	37 48.1% 8.5%	56 39.2% 12.9%	58 36.7% 13.4%	51 47.2% 11.8%	114 52.5% 26.3%	69 36.5% 15.9%	107 45.1% 24.7%	84 49.4% 19.4%	48 29.8% 11.1%	153 42.3% 35.3%	157 41.6% 36.3%	14 45.2% 3.2%	45 44.6% 10.4%
Muriel	248 23.0% 100.0%	69 17.7% 27.8%	171 29.3% 69.0%	43 30.7% 17.3%	26 10.4% 10.5%	128 28.9% 51.6%	15 25.4% 6.0%	16 32.0% 6.5%	11 14.3% 4.4%	27 18.9% 10.9%	24 15.2% 9.7%	33 30.6% 13.3%	70 32.3% 28.2%	43 22.8% 17.3%	65 27.4% 26.2%	39 22.9% 15.7%	17 10.6% 6.9%	103 28.5% 41.5%	81 21.5% 32.7%	7 22.6% 2.8%	14 13.9% 5.6%
Net - General Cigar Holdings	895 83.1% 100.0%	377 96.9% 42.1%	456 78.2% 50.9%	132 94.3% 14.7%	245 98.4% 27.4%	324 73.1% 36.2%	57 96.6% 6.4%	46 92.0% 5.1%	77 100.0% 8.6%	139 97.2% 15.5%	145 91.8% 16.2%	80 74.1% 8.9%	183 84.3% 20.4%	143 75.7% 16.0%	191 80.6% 21.3%	154 90.6% 17.2%	146 90.7% 16.3%	263 72.7% 29.4%	344 91.2% 38.4%	28 90.3% 3.1%	95 94.1% 10.6%
Subnet-General Cigar Holdings - Premium	521 48.4% 100.0%	344 88.4% 66.0%	193 33.1% 37.0%	116 82.9% 22.3%	228 91.6% 43.8%	77 17.4% 14.8%	50 84.7% 9.6%	42 84.0% 8.1%	70 90.9% 13.4%	129 90.2% 24.8%	127 80.4% 24.4%	32 29.6% 6.1%	71 32.7% 13.6%	83 43.9% 15.9%	105 44.3% 20.2%	124 72.9% 23.8%	131 81.4% 25.1%	77 21.3% 14.8%	252 66.8% 48.4%	20 64.5% 3.8%	78 77.2% 15.0%
SubNet - General Cigar Co.	887 82.4% 100.0%	373 95.9% 42.1%	456 78.2% 51.4%	132 94.3% 14.9%	241 96.8% 27.2%	324 73.1% 36.5%	57 96.6% 6.4%	46 92.0% 5.2%	76 98.7% 8.6%	137 95.8% 15.4%	144 91.1% 16.2%	80 74.1% 9.0%	183 84.3% 20.6%	140 74.1% 15.8%	191 80.6% 21.5%	152 89.4% 17.1%	145 90.1% 16.3%	262 72.4% 29.5%	340 90.2% 38.3%	28 90.3% 3.2%	94 93.1% 10.6%
Sub-Subnet - Premium	497 46.1% 100.0%	329 84.6% 66.2%	184 31.6% 37.0%	109 77.9% 21.9%	220 88.4% 44.3%	75 16.9% 15.1%	48 81.4% 9.7%	38 76.0% 7.6%	67 87.0% 13.5%	122 85.3% 24.5%	125 79.1% 25.2%	30 27.8% 6.0%	67 30.9% 13.5%	75 39.7% 15.1%	99 41.8% 19.9%	118 69.4% 23.7%	129 80.1% 26.0%	73 20.2% 14.7%	241 63.9% 48.5%	19 61.3% 3.8%	75 74.3% 15.1%
Cohiba	227 21.1% 100.0%	163 41.9% 71.8%	66 11.3% 29.1%	42 30.0% 18.5%	121 48.6% 53.3%	24 5.4% 10.6%	19 32.2% 8.4%	13 26.0% 5.7%	44 57.1% 19.4%	64 44.8% 28.2%	52 32.9% 22.9%	11 10.2% 4.8%	24 11.1% 10.6%	30 15.9% 13.2%	52 21.9% 22.9%	62 36.5% 27.3%	73 45.3% 32.2%	18 5.0% 7.9%	116 30.8% 51.1%	9 29.0% 4.0%	37 36.6% 16.3%
Cifuentes	79 7.3% 100.0%	55 14.1% 69.6%	32 5.5% 40.5%	18 12.9% 22.8%	37 14.9% 46.8%	14 3.2% 17.7%	6 10.2% 7.6%	5 10.0% 6.3%	9 11.7% 11.4%	17 11.9% 21.5%	21 13.3% 26.6%	3 2.8% 3.8%	12 5.5% 15.2%	10 5.3% 12.7%	18 7.6% 22.8%	23 13.5% 29.1%	20 12.4% 25.3%	10 2.8% 12.7%	43 11.4% 54.4%	2 6.5% 2.5%	8 7.9% 10.1%
Macanudo	399 37.0% 100.0%	278 71.5% 69.7%	132 22.6% 33.1%	89 63.6% 22.3%	189 75.9% 47.4%	43 9.7% 10.8%	43 72.9% 10.8%	29 58.0% 7.3%	61 79.2% 15.3%	99 69.2% 24.8%	104 65.8% 26.1%	20 18.5% 5.0%	52 24.0% 13.0%	56 29.6% 14.0%	80 33.8% 20.1%	99 58.2% 24.8%	100 62.1% 25.1%	45 12.4% 11.3%	209 55.4% 52.4%	15 48.4% 3.8%	68 67.3% 17.0%
Macanudo Vintage	108 10.0% 100.0%	84 21.6% 77.8%	43 7.4% 39.8%	34 24.3% 31.5%	50 20.1% 46.3%	9 2.0% 8.3%	20 33.9% 18.5%	6 12.0% 5.6%	18 23.4% 16.7%	28 19.6% 25.9%	30 19.0% 27.8%	3 2.8% 2.8%	15 6.9% 13.9%	16 8.5% 14.8%	22 9.3% 20.4%	38 22.4% 35.2%	34 21.1% 31.5%	10 2.8% 9.3%	63 16.7% 58.3%	2 6.5% 1.9%	9 8.9% 8.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019243

Cigar Segmentation

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

Base: Total completes - Mass (Q19A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1077	389	583	140	249	443	59	50	77	143	158	108	217	189	237	170	161	362	377	31	101
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	36.1%	54.1%	13.0%	23.1%	41.1%	5.5%	4.6%	7.1%	13.3%	14.7%	10.0%	20.1%	17.5%	22.0%	15.8%	14.9%	33.6%	35.0%	2.9%	9.4%
Partagas	225	166	70	44	122	26	23	12	42	64	51	13	25	27	53	65	59	25	129	4	39
	20.9%	42.7%	12.0%	31.4%	49.0%	5.9%	39.0%	24.0%	54.5%	44.8%	32.3%	12.0%	11.5%	14.3%	22.4%	38.2%	36.6%	6.9%	34.2%	12.9%	38.6%
	100.0%	73.8%	31.1%	19.6%	54.2%	11.6%	10.2%	5.3%	18.7%	28.4%	22.7%	5.8%	11.1%	12.0%	23.6%	28.9%	26.2%	11.1%	57.3%	1.8%	17.3%
Partagas Limited Reserve	65	48	25	17	31	8	8	3	14	16	9	4	7	11	20	27	19	6	33	2	7
	6.0%	12.3%	4.3%	12.1%	12.4%	1.8%	13.6%	6.0%	18.2%	11.2%	5.7%	3.7%	3.2%	5.8%	8.4%	15.9%	11.8%	1.7%	8.8%	6.5%	6.9%
	100.0%	73.8%	38.5%	26.2%	47.7%	12.3%	12.3%	4.6%	21.5%	24.6%	13.8%	6.2%	10.8%	16.9%	30.8%	41.5%	29.2%	9.2%	50.8%	3.1%	10.8%
Sub-Subnet - Mass	707	242	419	107	135	312	41	41	41	95	101	75	166	122	159	108	85	249	252	22	57
	65.6%	62.2%	71.9%	76.4%	54.2%	70.4%	69.5%	82.0%	53.2%	66.4%	63.9%	69.4%	76.5%	64.6%	67.1%	63.5%	52.8%	68.8%	66.8%	71.0%	56.4%
	100.0%	34.2%	59.3%	15.1%	19.1%	44.1%	5.8%	5.8%	5.8%	13.4%	14.3%	10.6%	23.5%	17.3%	22.5%	15.3%	12.0%	35.2%	35.6%	3.1%	8.1%
Garcia y Vega/Whiffs	367	158	197	67	91	130	27	26	31	67	64	33	82	63	76	66	58	104	151	9	36
	34.1%	40.6%	33.8%	47.9%	36.5%	29.3%	45.8%	52.0%	40.3%	46.9%	40.5%	30.6%	37.8%	33.3%	32.1%	38.8%	36.0%	28.7%	40.1%	29.0%	35.6%
	100.0%	43.1%	53.7%	18.3%	24.8%	35.4%	7.4%	7.1%	8.4%	18.3%	17.4%	9.0%	22.3%	17.2%	20.7%	18.0%	15.8%	28.3%	41.1%	2.5%	9.8%
Tiparillo	354	112	229	57	55	172	18	25	19	41	43	41	93	71	76	49	31	130	122	13	25
	32.9%	28.8%	39.3%	40.7%	22.1%	38.8%	30.5%	50.0%	24.7%	28.7%	27.2%	38.0%	42.9%	37.6%	32.1%	28.8%	19.3%	35.9%	32.4%	41.9%	24.8%
	100.0%	31.6%	64.7%	16.1%	15.5%	48.6%	5.1%	7.1%	5.4%	11.6%	12.1%	11.6%	26.3%	20.1%	21.5%	13.8%	8.8%	36.7%	34.5%	3.7%	7.1%
White Owl	459	129	311	73	56	238	27	30	24	45	51	59	129	74	114	73	39	185	152	15	33
	42.6%	33.2%	53.3%	52.1%	22.5%	53.7%	45.8%	60.0%	31.2%	31.5%	32.3%	54.6%	59.4%	39.2%	48.1%	42.9%	24.2%	51.1%	40.3%	48.4%	32.7%
	100.0%	28.1%	67.8%	15.9%	12.2%	51.9%	5.9%	6.5%	5.2%	9.8%	11.1%	12.9%	28.1%	16.1%	24.8%	15.9%	8.5%	40.3%	33.1%	3.3%	7.2%
William Penn	208	65	147	39	26	108	15	13	14	25	20	30	58	35	58	35	14	78	75	10	11
	19.3%	16.7%	25.2%	27.9%	10.4%	24.4%	25.4%	26.0%	18.2%	17.5%	12.7%	27.8%	26.7%	18.5%	24.5%	20.6%	8.7%	21.5%	19.9%	32.3%	10.9%
	100.0%	31.3%	70.7%	18.8%	12.5%	51.9%	7.2%	6.3%	6.7%	12.0%	9.6%	14.4%	27.9%	16.8%	27.9%	16.8%	6.7%	37.5%	36.1%	4.8%	5.3%
SubNet - Villazon	271	208	88	68	140	20	30	22	58	80	46	15	36	39	65	80	57	27	130	8	59
	25.2%	53.5%	15.1%	48.6%	56.2%	4.5%	50.8%	44.0%	75.3%	55.9%	29.1%	13.9%	16.6%	20.6%	27.4%	47.1%	35.4%	7.5%	34.5%	25.8%	58.4%
	100.0%	76.8%	32.5%	25.1%	51.7%	7.4%	11.1%	8.1%	21.4%	29.5%	17.0%	5.5%	13.3%	14.4%	24.0%	29.5%	21.0%	10.0%	48.0%	3.0%	21.8%
Hoyo de Monterrey	158	130	45	39	91	6	18	11	44	44	20	6	21	21	48	54	28	13	79	4	42
	14.7%	33.4%	7.7%	27.9%	36.5%	1.4%	30.5%	22.0%	57.1%	30.8%	12.7%	5.6%	9.7%	11.1%	20.3%	31.8%	17.4%	3.6%	21.0%	12.9%	41.6%
	100.0%	82.3%	28.5%	24.7%	57.6%	3.8%	11.4%	7.0%	27.8%	27.8%	12.7%	3.8%	13.3%	13.3%	30.4%	34.2%	17.7%	8.2%	50.0%	2.5%	26.6%
Hoyo de Monterrey Excalibur	92	71	32	23	48	9	10	6	25	26	10	7	13	14	31	35	20	6	43	2	22
	8.5%	18.3%	5.5%	16.4%	19.3%	2.0%	16.9%	12.0%	32.5%	18.2%	6.3%	6.5%	6.0%	7.4%	13.1%	20.6%	12.4%	1.7%	11.4%	6.5%	21.8%
	100.0%	77.2%	34.8%	25.0%	52.2%	9.8%	10.9%	6.5%	27.2%	28.3%	10.9%	7.6%	14.1%	15.2%	33.7%	38.0%	21.7%	6.5%	46.7%	2.2%	23.9%
Punch	209	164	63	49	115	14	24	14	48	62	35	9	27	30	47	61	44	16	100	4	52
	19.4%	42.2%	10.8%	35.0%	46.2%	3.2%	40.7%	28.0%	62.3%	43.4%	22.2%	8.3%	12.4%	15.9%	19.8%	35.9%	27.3%	4.4%	26.5%	12.9%	51.5%
	100.0%	78.5%	30.1%	23.4%	55.0%	6.7%	11.5%	6.7%	23.0%	29.7%	16.7%	4.3%	12.9%	14.4%	22.5%	29.2%	21.1%	7.7%	47.8%	1.9%	24.9%
Punch Grand Cru	51	41	16	11	30	5	2	4	14	12	7	2	4	6	16	25	14	4	28	0	7
	4.7%	10.5%	2.7%	7.9%	12.0%	1.1%	3.4%	8.0%	18.2%	8.4%	4.4%	1.9%	1.8%	3.2%	6.8%	14.7%	8.7%	1.1%	7.4%	0.0%	6.9%
	100.0%	80.4%	31.4%	21.6%	58.8%	9.8%	3.9%	7.8%	27.5%	23.5%	13.7%	3.9%	7.8%	11.8%	31.4%	49.0%	27.5%	7.8%	54.9%	0.0%	13.7%
Net - Swisher International	876	315	490	120	195	370	51	46	61	118	131	91	180	159	187	139	117	299	311	27	80
	81.3%	81.0%	84.0%	85.7%	78.3%	83.5%	86.4%	92.0%	79.2%	82.5%	82.9%	84.3%	82.9%	84.1%	78.9%	81.8%	72.7%	82.6%	82.5%	87.1%	79.2%
	100.0%	36.0%	55.9%	13.7%	22.3%	42.2%	5.8%	5.3%	7.0%	13.5%	15.0%	10.4%	20.5%	18.2%	21.3%	15.9%	13.4%	34.1%	35.5%	3.1%	9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019244

Cigar Segmentation

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

Base: Total completes - Mass (Q19A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1077	389	583	140	249	443	59	50	77	143	158	108	217	189	237	170	161	362	377	31	101
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	36.1%	54.1%	13.0%	23.1%	41.1%	5.5%	4.6%	7.1%	13.3%	14.7%	10.0%	20.1%	17.5%	22.0%	15.8%	14.9%	33.6%	35.0%	2.9%	9.4%
Bering	207	133	87	50	83	37	23	16	39	49	42	15	36	35	54	63	34	32	96	3	43
	19.2%	34.2%	14.9%	35.7%	33.3%	8.4%	39.0%	32.0%	50.6%	34.3%	26.6%	13.9%	16.6%	18.5%	22.8%	37.1%	21.1%	8.8%	25.5%	9.7%	42.6%
	100.0%	64.3%	42.0%	24.2%	40.1%	17.9%	11.1%	7.7%	18.8%	23.7%	20.3%	7.2%	17.4%	16.9%	26.1%	30.4%	16.4%	15.5%	46.4%	1.4%	20.8%
King Edward	466	131	318	74	57	244	31	27	23	56	50	67	118	85	116	68	39	194	150	18	29
	43.3%	33.7%	54.5%	52.9%	22.9%	55.1%	52.5%	54.0%	29.9%	39.2%	31.6%	62.0%	54.4%	45.0%	48.9%	40.0%	24.2%	53.6%	39.8%	58.1%	28.7%
	100.0%	28.1%	68.2%	15.9%	12.2%	52.4%	6.7%	5.8%	4.9%	12.0%	10.7%	14.4%	25.3%	18.2%	24.9%	14.6%	8.4%	41.6%	32.2%	3.9%	6.2%
La Prima Dora	61	33	33	15	18	18	7	3	5	12	8	2	7	13	14	16	14	16	26	0	5
	5.7%	8.5%	5.7%	10.7%	7.2%	4.1%	11.9%	6.0%	6.5%	8.4%	5.1%	1.9%	3.2%	6.9%	5.9%	9.4%	8.7%	4.4%	6.9%	0.0%	5.0%
	100.0%	54.1%	54.1%	24.6%	29.5%	29.5%	11.5%	4.9%	8.2%	19.7%	13.1%	3.3%	11.5%	21.3%	23.0%	26.2%	23.0%	26.2%	42.6%	0.0%	8.2%
Swisher Sweets	684	220	413	91	129	322	38	36	32	85	100	78	149	131	138	89	86	254	243	20	45
	63.5%	56.6%	70.8%	65.0%	51.8%	72.7%	64.4%	72.0%	41.6%	59.4%	63.3%	72.2%	68.7%	69.3%	58.2%	52.4%	53.4%	70.2%	64.5%	64.5%	44.6%
	100.0%	32.2%	60.4%	13.3%	18.9%	47.1%	5.6%	5.3%	4.7%	12.4%	14.6%	11.4%	21.8%	19.2%	20.2%	13.0%	12.6%	37.1%	35.5%	2.9%	6.6%
Net - JR Tobacco Brands	119	81	56	33	48	23	13	9	25	32	16	8	26	21	41	43	25	24	48	4	25
	11.0%	20.8%	9.6%	23.6%	19.3%	5.2%	22.0%	18.0%	32.5%	22.4%	10.1%	7.4%	12.0%	11.1%	17.3%	25.3%	15.5%	6.6%	12.7%	12.9%	24.8%
	100.0%	68.1%	47.1%	27.7%	40.3%	19.3%	10.9%	7.6%	21.0%	26.9%	13.4%	6.7%	21.8%	17.6%	34.5%	36.1%	21.0%	20.2%	40.3%	3.4%	21.0%
El Rey Del Mundo	85	56	40	23	33	17	9	4	16	21	11	6	17	18	28	32	21	17	34	3	14
	7.9%	14.4%	6.9%	16.4%	13.3%	3.8%	15.3%	8.0%	20.8%	14.7%	7.0%	5.6%	7.8%	9.5%	11.8%	18.8%	13.0%	4.7%	9.0%	9.7%	13.9%
	100.0%	65.9%	47.1%	27.1%	38.8%	20.0%	10.6%	4.7%	18.8%	24.7%	12.9%	7.1%	20.0%	21.2%	32.9%	37.6%	24.7%	20.0%	40.0%	3.5%	16.5%
J.R. Ultimates	62	40	26	14	26	12	4	7	16	16	8	6	14	5	27	27	10	10	23	1	20
	5.8%	10.3%	4.5%	10.0%	10.4%	2.7%	6.8%	14.0%	20.8%	11.2%	5.1%	5.6%	6.5%	2.6%	11.4%	15.9%	6.2%	2.8%	6.1%	3.2%	19.8%
	100.0%	64.5%	41.9%	22.6%	41.9%	19.4%	6.5%	11.3%	25.8%	25.8%	12.9%	9.7%	22.6%	8.1%	43.5%	43.5%	16.1%	16.1%	37.1%	1.6%	32.3%
Net - Tabacalera	679	247	402	107	140	295	41	43	53	93	105	75	164	119	163	121	97	249	229	20	58
	63.0%	63.5%	69.0%	76.4%	56.2%	66.6%	69.5%	86.0%	68.8%	65.0%	66.5%	69.4%	75.6%	63.0%	68.8%	71.2%	60.2%	68.8%	60.7%	64.5%	57.4%
	100.0%	36.4%	59.2%	15.8%	20.6%	43.4%	6.0%	6.3%	7.8%	13.7%	15.5%	11.0%	24.2%	17.5%	24.0%	17.8%	14.3%	36.7%	33.7%	2.9%	8.5%
Subnet - Premium	189	124	65	40	84	25	18	13	30	51	41	8	24	31	49	57	53	24	95	9	28
	17.5%	31.9%	11.1%	28.6%	33.7%	5.6%	30.5%	26.0%	39.0%	35.7%	25.9%	7.4%	11.1%	16.4%	20.7%	33.5%	32.9%	6.6%	25.2%	29.0%	27.7%
	100.0%	65.6%	34.4%	21.2%	44.4%	13.2%	9.5%	6.9%	15.9%	27.0%	21.7%	4.2%	12.7%	16.4%	25.9%	30.2%	28.0%	12.7%	50.3%	4.8%	14.8%
Romeo y Julieta	189	124	65	40	84	25	18	13	30	51	41	8	24	31	49	57	53	24	95	9	28
	17.5%	31.9%	11.1%	28.6%	33.7%	5.6%	30.5%	26.0%	39.0%	35.7%	25.9%	7.4%	11.1%	16.4%	20.7%	33.5%	32.9%	6.6%	25.2%	29.0%	27.7%
	100.0%	65.6%	34.4%	21.2%	44.4%	13.2%	9.5%	6.9%	15.9%	27.0%	21.7%	4.2%	12.7%	16.4%	25.9%	30.2%	28.0%	12.7%	50.3%	4.8%	14.8%
Subnet - Mass	589	179	387	96	83	291	36	40	36	67	79	74	158	108	144	99	65	242	188	16	42
	54.7%	46.0%	66.4%	68.6%	33.3%	65.7%	61.0%	80.0%	46.8%	46.9%	50.0%	68.5%	72.8%	57.1%	60.8%	58.2%	40.4%	66.9%	49.9%	51.6%	41.6%
	100.0%	30.4%	65.7%	16.3%	14.1%	49.4%	6.1%	6.8%	6.1%	11.4%	13.4%	12.6%	26.8%	18.3%	24.4%	16.8%	11.0%	41.1%	31.9%	2.7%	7.1%
Black & Gold/Black & Mild	284	80	212	52	28	160	20	22	10	36	34	44	88	59	71	45	32	135	86	9	14
	26.4%	20.6%	36.4%	37.1%	11.2%	36.1%	33.9%	44.0%	13.0%	25.2%	21.5%	40.7%	40.6%	31.2%	30.0%	26.5%	19.9%	37.3%	22.8%	29.0%	13.9%
	100.0%	28.2%	74.6%	18.3%	9.9%	56.3%	7.0%	7.7%	3.5%	12.7%	12.0%	15.5%	31.0%	20.8%	25.0%	15.8%	11.3%	47.5%	30.3%	3.2%	4.9%
Hav-a-Tampa/Jewels	356	112	235	62	50	173	26	21	23	44	40	51	95	58	98	69	33	140	120	8	27
	33.1%	28.8%	40.3%	44.3%	20.1%	39.1%	44.1%	42.0%	29.9%	30.8%	25.3%	47.2%	43.8%	30.7%	41.4%	40.6%	20.5%	38.7%	31.8%	25.8%	26.7%
	100.0%	31.5%	66.0%	17.4%	14.0%	48.6%	7.3%	5.9%	6.5%	12.4%	11.2%	14.3%	26.7%	16.3%	27.5%	19.4%	9.3%	39.3%	33.7%	2.2%	7.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019245

Cigar Segmentation

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

Base: Total completes - Mass (Q19A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1077	389	583	140	249	443	59	50	77	143	158	108	217	189	237	170	161	362	377	31	101
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	36.1%	54.1%	13.0%	23.1%	41.1%	5.5%	4.6%	7.1%	13.3%	14.7%	10.0%	20.1%	17.5%	22.0%	15.8%	14.9%	33.6%	35.0%	2.9%	9.4%
Phillies	284	83	192	50	33	142	19	22	18	38	36	42	83	51	78	52	24	124	84	7	18
	26.4%	21.3%	32.9%	35.7%	13.3%	32.1%	32.2%	44.0%	23.4%	26.6%	22.8%	38.9%	38.2%	27.0%	32.9%	30.6%	14.9%	34.3%	22.3%	22.6%	17.8%
	100.0%	29.2%	67.6%	17.6%	11.6%	50.0%	6.7%	7.7%	6.3%	13.4%	12.7%	14.8%	29.2%	18.0%	27.5%	18.3%	8.5%	43.7%	29.6%	2.5%	6.3%
Net - Other	702	340	311	117	223	194	53	39	75	130	120	62	113	113	149	137	135	168	292	27	95
	65.2%	87.4%	53.3%	83.6%	89.6%	43.8%	89.8%	78.0%	97.4%	90.9%	75.9%	57.4%	52.1%	59.8%	62.9%	80.6%	83.9%	46.4%	77.5%	87.1%	94.1%
	100.0%	48.4%	44.3%	16.7%	31.8%	27.6%	7.5%	5.6%	10.7%	18.5%	17.1%	8.8%	16.1%	16.1%	21.2%	19.5%	19.2%	23.9%	41.6%	3.8%	13.5%
Subnet - Premium	530	318	210	107	211	103	50	35	74	125	105	37	80	80	103	113	118	87	242	21	91
	49.2%	81.7%	36.0%	76.4%	84.7%	23.3%	84.7%	70.0%	96.1%	87.4%	66.5%	34.3%	36.9%	42.3%	43.5%	66.5%	73.3%	24.0%	64.2%	67.7%	90.1%
	100.0%	60.0%	39.6%	20.2%	39.8%	19.4%	9.4%	6.6%	14.0%	23.6%	19.8%	7.0%	15.1%	15.1%	19.4%	21.3%	22.3%	16.4%	45.7%	4.0%	17.2%
Ashton	113	85	34	23	62	11	9	7	28	36	16	4	16	16	34	40	32	11	54	2	25
	10.5%	21.9%	5.8%	16.4%	24.9%	2.5%	15.3%	14.0%	36.4%	25.2%	10.1%	3.7%	7.4%	8.5%	14.3%	23.5%	19.9%	3.0%	14.3%	6.5%	24.8%
	100.0%	75.2%	30.1%	20.4%	54.9%	9.7%	8.0%	6.2%	24.8%	31.9%	14.2%	3.5%	14.2%	14.2%	30.1%	35.4%	28.3%	9.7%	47.8%	1.8%	22.1%
Bahia	38	20	16	8	12	8	5	1	8	8	6	4	8	4	12	16	10	4	16	4	6
	3.5%	5.1%	2.7%	5.7%	4.8%	1.8%	8.5%	2.0%	10.4%	5.6%	3.8%	3.7%	3.7%	2.1%	5.1%	9.4%	6.2%	1.1%	4.2%	12.9%	5.9%
	100.0%	52.6%	42.1%	21.1%	31.6%	21.1%	13.2%	2.6%	21.1%	21.1%	15.8%	10.5%	21.1%	10.5%	31.6%	42.1%	26.3%	10.5%	42.1%	10.5%	15.8%
Davidoff	127	89	36	26	63	10	13	7	25	31	29	3	15	15	31	41	42	8	74	2	18
	11.8%	22.9%	6.2%	18.6%	25.3%	2.3%	22.0%	14.0%	32.5%	21.7%	18.4%	2.8%	6.9%	7.9%	13.1%	24.1%	26.1%	2.2%	19.6%	6.5%	17.8%
	100.0%	70.1%	28.3%	20.5%	49.6%	7.9%	10.2%	5.5%	19.7%	24.4%	22.8%	2.4%	11.8%	11.8%	24.4%	32.3%	33.1%	6.3%	58.3%	1.6%	14.2%
Don Tomas	197	146	66	43	103	23	25	9	38	59	44	7	28	33	44	54	42	18	100	5	39
	18.3%	37.5%	11.3%	30.7%	41.4%	5.2%	42.4%	18.0%	49.4%	41.3%	27.8%	6.5%	12.9%	17.5%	18.6%	31.8%	26.1%	5.0%	26.5%	16.1%	38.6%
	100.0%	74.1%	33.5%	21.8%	52.3%	11.7%	12.7%	4.6%	19.3%	29.9%	22.3%	3.6%	14.2%	16.8%	22.3%	27.4%	21.3%	9.1%	50.8%	2.5%	19.8%
Dunhill	253	151	94	49	102	45	22	18	37	62	49	18	38	38	50	60	59	38	127	15	35
	23.5%	38.8%	16.1%	35.0%	41.0%	10.2%	37.3%	36.0%	48.1%	43.4%	31.0%	16.7%	17.5%	20.1%	21.1%	35.3%	36.6%	10.5%	33.7%	48.4%	34.7%
	100.0%	59.7%	37.2%	19.4%	40.3%	17.8%	8.7%	7.1%	14.6%	24.5%	19.4%	7.1%	15.0%	15.0%	19.8%	23.7%	23.3%	15.0%	50.2%	5.9%	13.8%
Fuente/Arturo Fuente	224	165	71	49	116	22	22	17	45	63	49	6	30	28	50	67	56	17	123	6	42
	20.8%	42.4%	12.2%	35.0%	46.6%	5.0%	37.3%	34.0%	58.4%	44.1%	31.0%	5.6%	13.8%	14.8%	21.1%	39.4%	34.8%	4.7%	32.6%	19.4%	41.6%
	100.0%	73.7%	31.7%	21.9%	51.8%	9.8%	9.8%	7.6%	20.1%	28.1%	21.9%	2.7%	13.4%	12.5%	22.3%	29.9%	25.0%	7.6%	54.9%	2.7%	18.8%
Thompson	200	119	93	47	72	46	22	11	36	42	27	22	33	20	53	46	23	40	66	4	61
	18.6%	30.6%	16.0%	33.6%	28.9%	10.4%	37.3%	22.0%	46.8%	29.4%	17.1%	20.4%	15.2%	10.6%	22.4%	27.1%	14.3%	11.0%	17.5%	12.9%	60.4%
	100.0%	59.5%	46.5%	23.5%	36.0%	23.0%	11.0%	5.5%	18.0%	21.0%	13.5%	11.0%	16.5%	10.0%	26.5%	23.0%	11.5%	20.0%	33.0%	2.0%	30.5%
Subnet - Mass	56	14	45	11	3	34	1	5	1	4	4	19	12	9	18	8	5	23	16	1	4
	5.2%	3.6%	7.7%	7.9%	1.2%	7.7%	1.7%	10.0%	1.3%	2.8%	2.5%	17.6%	5.5%	4.8%	7.6%	4.7%	3.1%	6.4%	4.2%	3.2%	4.0%
	100.0%	25.0%	80.4%	19.6%	5.4%	60.7%	1.8%	8.9%	1.8%	7.1%	7.1%	33.9%	21.4%	16.1%	32.1%	14.3%	8.9%	41.1%	28.6%	1.8%	7.1%
Middleton	56	14	45	11	3	34	1	5	1	4	4	19	12	9	18	8	5	23	16	1	4
	5.2%	3.6%	7.7%	7.9%	1.2%	7.7%	1.7%	10.0%	1.3%	2.8%	2.5%	17.6%	5.5%	4.8%	7.6%	4.7%	3.1%	6.4%	4.2%	3.2%	4.0%
	100.0%	25.0%	80.4%	19.6%	5.4%	60.7%	1.8%	8.9%	1.8%	7.1%	7.1%	33.9%	21.4%	16.1%	32.1%	14.3%	8.9%	41.1%	28.6%	1.8%	7.1%
Other	411	176	180	66	110	114	27	21	35	71	56	33	65	68	98	84	67	113	156	15	60
	38.2%	45.2%	30.9%	47.1%	44.2%	25.7%	45.8%	42.0%	45.5%	49.7%	35.4%	30.6%	30.0%	36.0%	41.4%	49.4%	41.6%	31.2%	41.4%	48.4%	59.4%
	100.0%	42.8%	43.8%	16.1%	26.8%	27.7%	6.6%	5.1%	8.5%	17.3%	13.6%	8.0%	15.8%	16.5%	23.8%	20.4%	16.3%	27.5%	38.0%	3.6%	14.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019246

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
SuperNet - Both premium and mass brands	140	140	140	140	0	0	59	50	18	50	36	9	42	48	30	34	19	33	67	5	15
	11.4%	30.7%	24.0%	100.0%	0.0%	0.0%	100.0%	100.0%	20.9%	29.9%	19.7%	8.3%	19.4%	25.1%	12.0%	17.6%	8.5%	8.7%	14.9%	11.4%	13.8%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	42.1%	35.7%	12.9%	35.7%	25.7%	6.4%	30.0%	34.3%	21.4%	24.3%	13.6%	23.6%	47.9%	3.6%	10.7%
SuperNet - Premium brands only	316	316	0	0	316	0	0	0	59	93	94	0	8	16	42	73	111	19	175	14	59
	25.7%	69.3%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	68.6%	55.7%	51.4%	0.0%	3.7%	8.4%	16.7%	37.8%	49.8%	5.0%	38.8%	31.8%	54.1%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	18.7%	29.4%	29.7%	0.0%	2.5%	5.1%	13.3%	23.1%	35.1%	6.0%	55.4%	4.4%	18.7%
SuperNet - Mass brands Only	443	0	443	0	0	443	0	0	6	10	20	97	146	89	138	56	25	251	92	9	13
	36.0%	0.0%	76.0%	0.0%	0.0%	100.0%	0.0%	0.0%	7.0%	6.0%	10.9%	89.8%	67.3%	46.6%	55.0%	29.0%	11.2%	66.1%	20.4%	20.5%	11.9%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	1.4%	2.3%	4.5%	21.9%	33.0%	20.1%	31.2%	12.6%	5.6%	56.7%	20.8%	2.0%	2.9%
SuperNet - Premium	456	456	140	140	316	0	59	50	77	143	130	9	50	64	72	107	130	52	242	19	74
	37.1%	100.0%	24.0%	100.0%	100.0%	0.0%	100.0%	100.0%	89.5%	85.6%	71.0%	8.3%	23.0%	33.5%	28.7%	55.4%	58.3%	13.7%	53.7%	43.2%	67.9%
	100.0%	100.0%	30.7%	30.7%	69.3%	0.0%	12.9%	11.0%	16.9%	31.4%	28.5%	2.0%	11.0%	14.0%	15.8%	23.5%	28.5%	11.4%	53.1%	4.2%	16.2%
SuperNet - Mass	583	140	583	140	0	443	59	50	24	60	56	106	188	137	168	90	44	284	159	14	28
	47.4%	30.7%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	27.9%	35.9%	30.6%	98.1%	86.6%	71.7%	66.9%	46.6%	19.7%	74.7%	35.3%	31.8%	25.7%
	100.0%	24.0%	100.0%	24.0%	0.0%	76.0%	10.1%	8.6%	4.1%	10.3%	9.6%	18.2%	32.2%	23.5%	28.8%	15.4%	7.5%	48.7%	27.3%	2.4%	4.8%
Net - Consolidated Cigar Co.	401	227	281	107	120	174	44	40	46	85	65	49	99	74	96	83	64	119	166	12	39
	32.6%	49.8%	48.2%	76.4%	38.0%	39.3%	74.6%	80.0%	53.5%	50.9%	35.5%	45.4%	45.6%	38.7%	38.2%	43.0%	28.7%	31.3%	36.8%	27.3%	35.8%
	100.0%	56.6%	70.1%	26.7%	29.9%	43.4%	11.0%	10.0%	11.5%	21.2%	16.2%	12.2%	24.7%	18.5%	23.9%	20.7%	16.0%	29.7%	41.4%	3.0%	9.7%
Subnet - Premium	183	183	63	63	120	0	28	22	36	66	47	5	20	28	38	53	53	15	107	4	22
	14.9%	40.1%	10.8%	45.0%	38.0%	0.0%	47.5%	44.0%	41.9%	39.5%	25.7%	4.6%	9.2%	14.7%	15.1%	27.5%	23.8%	3.9%	23.7%	9.1%	20.2%
	100.0%	100.0%	34.4%	34.4%	65.6%	0.0%	15.3%	12.0%	19.7%	36.1%	25.7%	2.7%	10.9%	15.3%	20.8%	29.0%	29.0%	8.2%	58.5%	2.2%	12.0%
Don Diego	42	42	23	23	19	0	11	8	6	16	11	2	6	8	9	14	7	5	20	2	2
	3.4%	9.2%	3.9%	16.4%	6.0%	0.0%	18.6%	16.0%	7.0%	9.6%	6.0%	1.9%	2.8%	4.2%	3.6%	7.3%	3.1%	1.3%	4.4%	4.5%	1.8%
	100.0%	100.0%	54.8%	54.8%	45.2%	0.0%	26.2%	19.0%	14.3%	38.1%	26.2%	4.8%	14.3%	19.0%	21.4%	33.3%	16.7%	11.9%	47.6%	4.8%	4.8%
Montecristo	50	50	15	15	35	0	8	3	12	15	19	0	4	8	9	17	25	4	36	2	4
	4.1%	11.0%	2.6%	10.7%	11.1%	0.0%	13.6%	6.0%	14.0%	9.0%	10.4%	0.0%	1.8%	4.2%	3.6%	8.8%	11.2%	1.1%	8.0%	4.5%	3.7%
	100.0%	100.0%	30.0%	30.0%	70.0%	0.0%	16.0%	6.0%	24.0%	30.0%	38.0%	0.0%	8.0%	16.0%	18.0%	34.0%	50.0%	8.0%	72.0%	4.0%	8.0%
Royal Jamaica	29	29	9	9	20	0	3	5	6	12	5	2	3	2	10	8	8	2	16	0	3
	2.4%	6.4%	1.5%	6.4%	6.3%	0.0%	5.1%	10.0%	7.0%	7.2%	2.7%	1.9%	1.4%	1.0%	4.0%	4.1%	3.6%	0.5%	3.5%	0.0%	2.8%
	100.0%	100.0%	31.0%	31.0%	69.0%	0.0%	10.3%	17.2%	20.7%	41.4%	17.2%	6.9%	10.3%	6.9%	34.5%	27.6%	27.6%	6.9%	55.2%	0.0%	10.3%
Te-Amo	39	39	17	17	22	0	5	6	8	16	5	1	5	5	13	13	6	4	19	1	6
	3.2%	8.6%	2.9%	12.1%	7.0%	0.0%	8.5%	12.0%	9.3%	9.6%	2.7%	0.9%	2.3%	2.6%	5.2%	6.7%	2.7%	1.1%	4.2%	2.3%	5.5%
	100.0%	100.0%	43.6%	43.6%	56.4%	0.0%	12.8%	15.4%	20.5%	41.0%	12.8%	2.6%	12.8%	12.8%	33.3%	33.3%	15.4%	10.3%	48.7%	2.6%	15.4%
Upmann/H. Upmann	71	71	13	13	58	0	6	1	21	22	11	0	7	6	15	24	16	2	41	0	12
	5.8%	15.6%	2.2%	9.3%	18.4%	0.0%	10.2%	2.0%	24.4%	13.2%	6.0%	0.0%	3.2%	3.1%	6.0%	12.4%	7.2%	0.5%	9.1%	0.0%	11.0%
	100.0%	100.0%	18.3%	18.3%	81.7%	0.0%	8.5%	1.4%	29.6%	31.0%	15.5%	0.0%	9.9%	8.5%	21.1%	33.8%	22.5%	2.8%	57.7%	0.0%	16.9%
Subnet - Mass	245	71	245	71	0	174	26	29	13	29	26	46	89	56	62	38	18	108	73	9	20
	19.9%	15.6%	42.0%	50.7%	0.0%	39.3%	44.1%	58.0%	15.1%	17.4%	14.2%	42.6%	41.0%	29.3%	24.7%	19.7%	8.1%	28.4%	16.2%	20.5%	18.3%
	100.0%	29.0%	100.0%	29.0%	0.0%	71.0%	10.6%	11.8%	5.3%	11.8%	10.6%	18.8%	36.3%	22.9%	25.3%	15.5%	7.3%	44.1%	29.8%	3.7%	8.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019247

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Antonio y Cleopatra	76	38	76	38	0	38	15	13	8	17	12	14	34	15	19	16	9	24	29	3	11
	6.2%	8.3%	13.0%	27.1%	0.0%	8.6%	25.4%	26.0%	9.3%	10.2%	6.6%	13.0%	15.7%	7.9%	7.6%	8.3%	4.0%	6.3%	6.4%	6.8%	10.1%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	19.7%	17.1%	10.5%	22.4%	15.8%	18.4%	44.7%	19.7%	25.0%	21.1%	11.8%	31.6%	38.2%	3.9%	14.5%
Backwoods	65	18	65	18	0	47	4	10	2	7	7	12	24	14	12	7	4	30	16	2	5
	5.3%	3.9%	11.1%	12.9%	0.0%	10.6%	6.8%	20.0%	2.3%	4.2%	3.8%	11.1%	11.1%	7.3%	4.8%	3.6%	1.8%	7.9%	3.5%	4.5%	4.6%
	100.0%	27.7%	100.0%	27.7%	0.0%	72.3%	6.2%	15.4%	3.1%	10.8%	10.8%	18.5%	36.9%	21.5%	18.5%	10.8%	6.2%	46.2%	24.6%	3.1%	7.7%
Dutch Masters	101	25	101	25	0	76	7	13	3	9	8	22	30	26	29	17	4	53	28	4	5
	8.2%	5.5%	17.3%	17.9%	0.0%	17.2%	11.9%	26.0%	3.5%	5.4%	4.4%	20.4%	13.8%	13.6%	11.6%	8.8%	1.8%	13.9%	6.2%	9.1%	4.6%
	100.0%	24.8%	100.0%	24.8%	0.0%	75.2%	6.9%	12.9%	3.0%	8.9%	7.9%	21.8%	29.7%	25.7%	28.7%	16.8%	4.0%	52.5%	27.7%	4.0%	5.0%
El Producto	43	6	43	6	0	37	2	4	1	5	4	9	16	8	10	5	3	19	14	5	0
	3.5%	1.3%	7.4%	4.3%	0.0%	8.4%	3.4%	8.0%	1.2%	3.0%	2.2%	8.3%	7.4%	4.2%	4.0%	2.6%	1.3%	5.0%	3.1%	11.4%	0.0%
	100.0%	14.0%	100.0%	14.0%	0.0%	86.0%	4.7%	9.3%	2.3%	11.6%	9.3%	20.9%	37.2%	18.6%	23.3%	11.6%	7.0%	44.2%	32.6%	11.6%	0.0%
Muriel	30	8	30	8	0	22	1	5	1	2	3	6	12	4	10	8	4	17	6	3	2
	2.4%	1.8%	5.1%	5.7%	0.0%	5.0%	1.7%	10.0%	1.2%	1.2%	1.6%	5.6%	5.5%	2.1%	4.0%	4.1%	1.8%	4.5%	1.3%	6.8%	1.8%
	100.0%	26.7%	100.0%	26.7%	0.0%	73.3%	3.3%	16.7%	3.3%	6.7%	10.0%	20.0%	40.0%	13.3%	33.3%	26.7%	13.3%	56.7%	20.0%	10.0%	6.7%
Net - General Cigar Holdings	443	325	221	103	222	118	47	36	57	111	93	32	86	63	89	97	109	96	212	15	41
	36.0%	71.3%	37.9%	73.6%	70.3%	26.6%	79.7%	72.0%	66.3%	66.5%	50.8%	29.6%	39.6%	33.0%	35.5%	50.3%	48.9%	25.3%	47.0%	34.1%	37.6%
	100.0%	73.4%	49.9%	23.3%	50.1%	26.6%	10.6%	8.1%	12.9%	25.1%	21.0%	7.2%	19.4%	14.2%	20.1%	21.9%	24.6%	21.7%	47.9%	3.4%	9.3%
Subnet-General Cigar Holdings - Premium	305	305	83	83	222	0	41	26	55	102	78	6	32	36	52	81	103	30	172	12	37
	24.8%	66.9%	14.2%	59.3%	70.3%	0.0%	69.5%	52.0%	64.0%	61.1%	42.6%	5.6%	14.7%	18.8%	20.7%	42.0%	46.2%	7.9%	38.1%	27.3%	33.9%
	100.0%	100.0%	27.2%	27.2%	72.8%	0.0%	13.4%	8.5%	18.0%	33.4%	25.6%	2.0%	10.5%	11.8%	17.0%	26.6%	33.8%	9.8%	56.4%	3.9%	12.1%
SubNet - General Cigar Co.	396	278	212	94	184	118	41	34	45	93	88	31	84	54	79	84	104	92	195	15	27
	32.2%	61.0%	36.4%	67.1%	58.2%	26.6%	69.5%	68.0%	52.3%	55.7%	48.1%	28.7%	38.7%	28.3%	31.5%	43.5%	46.6%	24.2%	43.2%	34.1%	24.8%
	100.0%	70.2%	53.5%	23.7%	46.5%	29.8%	10.4%	8.6%	11.4%	23.5%	22.2%	7.8%	21.2%	13.6%	19.9%	21.2%	26.3%	23.2%	49.2%	3.8%	6.8%
Sub-Subnet - Premium	256	256	72	72	184	0	35	23	43	84	73	5	30	26	41	67	97	25	154	12	23
	20.8%	56.1%	12.3%	51.4%	58.2%	0.0%	59.3%	46.0%	50.0%	50.3%	39.9%	4.6%	13.8%	13.6%	16.3%	34.7%	43.5%	6.6%	34.1%	27.3%	21.1%
	100.0%	100.0%	28.1%	28.1%	71.9%	0.0%	13.7%	9.0%	16.8%	32.8%	28.5%	2.0%	11.7%	10.2%	16.0%	26.2%	37.9%	9.8%	60.2%	4.7%	9.0%
Cohiba	56	56	14	14	42	0	8	3	16	19	10	0	4	3	10	19	28	2	31	4	4
	4.6%	12.3%	2.4%	10.0%	13.3%	0.0%	13.6%	6.0%	18.6%	11.4%	5.5%	0.0%	1.8%	1.6%	4.0%	9.8%	12.6%	0.5%	6.9%	9.1%	3.7%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	14.3%	5.4%	28.6%	33.9%	17.9%	0.0%	7.1%	5.4%	17.9%	33.9%	50.0%	3.6%	55.4%	7.1%	7.1%
Cifuentes	12	12	3	3	9	0	1	0	2	7	1	0	1	0	3	4	4	0	9	0	1
	1.0%	2.6%	0.5%	2.1%	2.8%	0.0%	1.7%	0.0%	2.3%	4.2%	0.5%	0.0%	0.5%	0.0%	1.2%	2.1%	1.8%	0.0%	2.0%	0.0%	0.9%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	8.3%	0.0%	16.7%	58.3%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	33.3%	0.0%	75.0%	0.0%	8.3%
Macanudo	175	175	47	47	128	0	21	17	26	52	59	4	21	16	26	39	66	18	104	9	16
	14.2%	38.4%	8.1%	33.6%	40.5%	0.0%	35.6%	34.0%	30.2%	31.1%	32.2%	3.7%	9.7%	8.4%	10.4%	20.2%	29.6%	4.7%	23.1%	20.5%	14.7%
	100.0%	100.0%	26.9%	26.9%	73.1%	0.0%	12.0%	9.7%	14.9%	29.7%	33.7%	2.3%	12.0%	9.1%	14.9%	22.3%	37.7%	10.3%	59.4%	5.1%	9.1%
Macanudo Vintage	26	26	13	13	13	0	8	2	6	11	5	0	6	4	7	11	10	2	21	0	1
	2.1%	5.7%	2.2%	9.3%	4.1%	0.0%	13.6%	4.0%	7.0%	6.6%	2.7%	0.0%	2.8%	2.1%	2.8%	5.7%	4.5%	0.5%	4.7%	0.0%	0.9%
	100.0%	100.0%	50.0%	50.0%	50.0%	0.0%	30.8%	7.7%	23.1%	42.3%	19.2%	0.0%	23.1%	15.4%	26.9%	42.3%	38.5%	7.7%	80.8%	0.0%	3.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019248

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Partagas	74	74	21	21	53	0	15	4	19	29	13	1	11	7	16	26	26	5	52	2	9
	6.0%	16.2%	3.6%	15.0%	16.8%	0.0%	25.4%	8.0%	22.1%	17.4%	7.1%	0.9%	5.1%	3.7%	6.4%	13.5%	11.7%	1.3%	11.5%	4.5%	8.3%
	100.0%	100.0%	28.4%	28.4%	71.6%	0.0%	20.3%	5.4%	25.7%	39.2%	17.6%	1.4%	14.9%	9.5%	21.6%	35.1%	35.1%	6.8%	70.3%	2.7%	12.2%
Partagas Limited Reserve	5	5	3	3	2	0	2	0	2	2	0	0	1	2	3	3	3	0	4	0	0
	0.4%	1.1%	0.5%	2.1%	0.6%	0.0%	3.4%	0.0%	2.3%	1.2%	0.0%	0.0%	0.5%	1.0%	1.2%	1.6%	1.3%	0.0%	0.9%	0.0%	0.0%
	100.0%	100.0%	60.0%	60.0%	40.0%	0.0%	40.0%	0.0%	40.0%	40.0%	0.0%	0.0%	20.0%	40.0%	60.0%	60.0%	60.0%	0.0%	80.0%	0.0%	0.0%
Sub-Subnet - Mass	166	48	166	48	0	118	15	24	6	21	21	29	65	34	49	28	10	75	50	4	7
	13.5%	10.5%	28.5%	34.3%	0.0%	26.6%	25.4%	48.0%	7.0%	12.6%	11.5%	26.9%	30.0%	17.8%	19.5%	14.5%	4.5%	19.7%	11.1%	9.1%	6.4%
	100.0%	28.9%	100.0%	28.9%	0.0%	71.1%	9.0%	14.5%	3.6%	12.7%	12.7%	17.5%	39.2%	20.5%	29.5%	16.9%	6.0%	45.2%	30.1%	2.4%	4.2%
Garcia y Vega/Whiffs	72	32	72	32	0	40	10	15	5	15	12	10	27	17	17	14	6	31	20	1	5
	5.9%	7.0%	12.3%	22.9%	0.0%	9.0%	16.9%	30.0%	5.8%	9.0%	6.6%	9.3%	12.4%	8.9%	6.8%	7.3%	2.7%	8.2%	4.4%	2.3%	4.6%
	100.0%	44.4%	100.0%	44.4%	0.0%	55.6%	13.9%	20.8%	6.9%	20.8%	16.7%	13.9%	37.5%	23.6%	23.6%	19.4%	8.3%	43.1%	27.8%	1.4%	6.9%
Tiparillo	43	8	43	8	0	35	3	5	1	5	4	9	21	7	14	6	4	19	17	1	2
	3.5%	1.8%	7.4%	5.7%	0.0%	7.9%	5.1%	10.0%	1.2%	3.0%	2.2%	8.3%	9.7%	3.7%	5.6%	3.1%	1.8%	5.0%	3.8%	2.3%	1.8%
	100.0%	18.6%	100.0%	18.6%	0.0%	81.4%	7.0%	11.6%	2.3%	11.6%	9.3%	20.9%	48.8%	16.3%	32.6%	14.0%	9.3%	44.2%	39.5%	2.3%	4.7%
White Owl	61	12	61	12	0	49	1	10	1	4	7	13	26	7	26	13	2	31	16	2	0
	5.0%	2.6%	10.5%	8.6%	0.0%	11.1%	1.7%	20.0%	1.2%	2.4%	3.8%	12.0%	12.0%	3.7%	10.4%	6.7%	0.9%	8.2%	3.5%	4.5%	0.0%
	100.0%	19.7%	100.0%	19.7%	0.0%	80.3%	1.6%	16.4%	1.6%	6.6%	11.5%	21.3%	42.6%	11.5%	42.6%	21.3%	3.3%	50.8%	26.2%	3.3%	0.0%
William Penn	14	4	14	4	0	10	1	1	0	3	1	3	3	3	5	3	2	4	5	2	0
	1.1%	0.9%	2.4%	2.9%	0.0%	2.3%	1.7%	2.0%	0.0%	1.8%	0.5%	2.8%	1.4%	1.6%	2.0%	1.6%	0.9%	1.1%	1.1%	4.5%	0.0%
	100.0%	28.6%	100.0%	28.6%	0.0%	71.4%	7.1%	7.1%	0.0%	21.4%	7.1%	21.4%	21.4%	21.4%	35.7%	21.4%	14.3%	28.6%	35.7%	14.3%	0.0%
SubNet - Villazon	94	94	29	29	65	0	15	7	27	35	12	2	11	13	25	31	17	7	47	1	18
	7.6%	20.6%	5.0%	20.7%	20.6%	0.0%	25.4%	14.0%	31.4%	21.0%	6.6%	1.9%	5.1%	6.8%	10.0%	16.1%	7.6%	1.8%	10.4%	2.3%	16.5%
	100.0%	100.0%	30.9%	30.9%	69.1%	0.0%	16.0%	7.4%	28.7%	37.2%	12.8%	2.1%	11.7%	13.8%	26.6%	33.0%	18.1%	7.4%	50.0%	1.1%	19.1%
Hoyo de Monterrey	34	34	13	13	21	0	8	2	12	13	2	0	6	4	14	14	3	3	21	0	4
	2.8%	7.5%	2.2%	9.3%	6.6%	0.0%	13.6%	4.0%	14.0%	7.8%	1.1%	0.0%	2.8%	2.1%	5.6%	7.3%	1.3%	0.8%	4.7%	0.0%	3.7%
	100.0%	100.0%	38.2%	38.2%	61.8%	0.0%	23.5%	5.9%	35.3%	38.2%	5.9%	0.0%	17.6%	11.8%	41.2%	41.2%	8.8%	8.8%	61.8%	0.0%	11.8%
Hoyo de Monterrey Excalibur	25	25	7	7	18	0	3	1	8	7	2	0	2	5	9	10	4	1	14	0	6
	2.0%	5.5%	1.2%	5.0%	5.7%	0.0%	5.1%	2.0%	9.3%	4.2%	1.1%	0.0%	0.9%	2.6%	3.6%	5.2%	1.8%	0.3%	3.1%	0.0%	5.5%
	100.0%	100.0%	28.0%	28.0%	72.0%	0.0%	12.0%	4.0%	32.0%	28.0%	8.0%	0.0%	8.0%	20.0%	36.0%	40.0%	16.0%	4.0%	56.0%	0.0%	24.0%
Punch·	53	53	18	18	35	0	12	3	17	19	9	2	7	7	15	18	11	3	26	1	10
	4.3%	11.6%	3.1%	12.9%	11.1%	0.0%	20.3%	6.0%	19.8%	11.4%	4.9%	1.9%	3.2%	3.7%	6.0%	9.3%	4.9%	0.8%	5.8%	2.3%	9.2%
	100.0%	100.0%	34.0%	34.0%	66.0%	0.0%	22.6%	5.7%	32.1%	35.8%	17.0%	3.8%	13.2%	13.2%	28.3%	34.0%	20.8%	5.7%	49.1%	1.9%	18.9%
Punch Grand Cru	12	12	3	3	9	0	0	2	6	4	0	0	1	2	5	8	2	1	9	0	2
	1.0%	2.6%	0.5%	2.1%	2.8%	0.0%	0.0%	4.0%	7.0%	2.4%	0.0%	0.0%	0.5%	1.0%	2.0%	4.1%	0.9%	0.3%	2.0%	0.0%	1.8%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	0.0%	16.7%	50.0%	33.3%	0.0%	0.0%	8.3%	16.7%	41.7%	66.7%	16.7%	8.3%	75.0%	0.0%	16.7%
Net - Swisher International	276	61	276	61	0	215	23	29	10	31	23	54	86	71	83	44	20	152	68	9	7
	22.5%	13.4%	47.3%	43.6%	0.0%	48.5%	39.0%	58.0%	11.6%	18.6%	12.6%	50.0%	39.6%	37.2%	33.1%	22.8%	9.0%	40.0%	15.1%	20.5%	6.4%
	100.0%	22.1%	100.0%	22.1%	0.0%	77.9%	8.3%	10.5%	3.6%	11.2%	8.3%	19.6%	31.2%	25.7%	30.1%	15.9%	7.2%	55.1%	24.6%	3.3%	2.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019249

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Bering	28	22	28	22	0	6	16	4	7	10	3	1	8	14	8	10	6	2	18	2	1
	2.3%	4.8%	4.8%	15.7%	0.0%	1.4%	27.1%	8.0%	8.1%	6.0%	1.6%	0.9%	3.7%	7.3%	3.2%	5.2%	2.7%	0.5%	4.0%	4.5%	0.9%
	100.0%	78.6%	100.0%	78.6%	0.0%	21.4%	57.1%	14.3%	25.0%	35.7%	10.7%	3.6%	28.6%	50.0%	28.6%	35.7%	21.4%	7.1%	64.3%	7.1%	3.6%
King Edward	60	12	60	12	0	48	1	9	0	10	4	16	18	15	24	11	4	33	13	5	0
	4.9%	2.6%	10.3%	8.6%	0.0%	10.8%	1.7%	18.0%	0.0%	6.0%	2.2%	14.8%	8.3%	7.9%	9.6%	5.7%	1.8%	8.7%	2.9%	11.4%	0.0%
	100.0%	20.0%	100.0%	20.0%	0.0%	80.0%	1.7%	15.0%	0.0%	16.7%	6.7%	26.7%	30.0%	25.0%	40.0%	18.3%	6.7%	55.0%	21.7%	8.3%	0.0%
La Prima Dora	6	4	6	4	0	2	2	0	0	2	0	0	0	3	2	2	2	1	5	0	0
	0.5%	0.9%	1.0%	2.9%	0.0%	0.5%	3.4%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.6%	0.8%	1.0%	0.9%	0.3%	1.1%	0.0%	0.0%
	100.0%	66.7%	100.0%	66.7%	0.0%	33.3%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	50.0%	33.3%	33.3%	33.3%	16.7%	83.3%	0.0%	0.0%
Swisher Sweets	212	28	212	28	0	184	5	20	3	14	17	47	68	48	62	28	12	134	40	3	6
	17.2%	6.1%	36.4%	20.0%	0.0%	41.5%	8.5%	40.0%	3.5%	8.4%	9.3%	43.5%	31.3%	25.1%	24.7%	14.5%	5.4%	35.3%	8.9%	6.8%	5.5%
	100.0%	13.2%	100.0%	13.2%	0.0%	86.8%	2.4%	9.4%	1.4%	6.6%	8.0%	22.2%	32.1%	22.6%	29.2%	13.2%	5.7%	63.2%	18.9%	1.4%	2.8%
Net - JR Tobacco Brands	26	26	9	9	17	0	4	3	10	9	4	0	5	4	8	11	9	2	9	0	8
	2.1%	5.7%	1.5%	6.4%	5.4%	0.0%	6.8%	6.0%	11.6%	5.4%	2.2%	0.0%	2.3%	2.1%	3.2%	5.7%	4.0%	0.5%	2.0%	0.0%	7.3%
	100.0%	100.0%	34.6%	34.6%	65.4%	0.0%	15.4%	11.5%	38.5%	34.6%	15.4%	0.0%	19.2%	15.4%	30.8%	42.3%	34.6%	7.7%	34.6%	0.0%	30.8%
El Rey Del Mundo	12	12	4	4	8	0	1	1	4	3	3	0	2	2	5	8	8	1	5	0	1
	1.0%	2.6%	0.7%	2.9%	2.5%	0.0%	1.7%	2.0%	4.7%	1.8%	1.6%	0.0%	0.9%	1.0%	2.0%	4.1%	3.6%	0.3%	1.1%	0.0%	0.9%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	8.3%	8.3%	33.3%	25.0%	25.0%	0.0%	16.7%	16.7%	41.7%	66.7%	66.7%	8.3%	41.7%	0.0%	8.3%
J.R. Ultimates	16	16	5	5	11	0	3	2	8	6	1	0	3	2	4	4	2	1	5	0	8
	1.3%	3.5%	0.9%	3.6%	3.5%	0.0%	5.1%	4.0%	9.3%	3.6%	0.5%	0.0%	1.4%	1.0%	1.6%	2.1%	0.9%	0.3%	1.1%	0.0%	7.3%
	100.0%	100.0%	31.3%	31.3%	68.8%	0.0%	18.8%	12.5%	50.0%	37.5%	6.3%	0.0%	18.8%	12.5%	25.0%	25.0%	12.5%	6.3%	31.3%	0.0%	50.0%
Net - Tabacalera	184	58	168	42	16	126	15	17	14	21	25	40	52	42	67	40	23	90	59	8	5
	15.0%	12.7%	28.8%	30.0%	5.1%	28.4%	25.4%	34.0%	16.3%	12.6%	13.7%	37.0%	24.0%	22.0%	26.7%	20.7%	10.3%	23.7%	13.1%	18.2%	4.6%
	100.0%	31.5%	91.3%	22.8%	8.7%	68.5%	8.2%	9.2%	7.6%	11.4%	13.6%	21.7%	28.3%	22.8%	36.4%	21.7%	12.5%	48.9%	32.1%	4.3%	2.7%
Subnet - Premium	30	30	14	14	16	0	6	5	7	10	10	0	3	9	8	10	11	2	19	3	2
	2.4%	6.6%	2.4%	10.0%	5.1%	0.0%	10.2%	10.0%	8.1%	6.0%	5.5%	0.0%	1.4%	4.7%	3.2%	5.2%	4.9%	0.5%	4.2%	6.8%	1.8%
	100.0%	100.0%	46.7%	46.7%	53.3%	0.0%	20.0%	16.7%	23.3%	33.3%	33.3%	0.0%	10.0%	30.0%	26.7%	33.3%	36.7%	6.7%	63.3%	10.0%	6.7%
Romeo y Julieta	30	30	14	14	16	0	6	5	7	10	10	0	3	9	8	10	11	2	19	3	2
	2.4%	6.6%	2.4%	10.0%	5.1%	0.0%	10.2%	10.0%	8.1%	6.0%	5.5%	0.0%	1.4%	4.7%	3.2%	5.2%	4.9%	0.5%	4.2%	6.8%	1.8%
	100.0%	100.0%	46.7%	46.7%	53.3%	0.0%	20.0%	16.7%	23.3%	33.3%	33.3%	0.0%	10.0%	30.0%	26.7%	33.3%	36.7%	6.7%	63.3%	10.0%	6.7%
Subnet - Mass	159	33	159	33	0	126	12	14	7	15	16	40	51	36	61	32	14	88	44	5	3
	12.9%	7.2%	27.3%	23.6%	0.0%	28.4%	20.3%	28.0%	8.1%	9.0%	8.7%	37.0%	23.5%	18.8%	24.3%	16.6%	6.3%	23.2%	9.8%	11.4%	2.8%
	100.0%	20.8%	100.0%	20.8%	0.0%	79.2%	7.5%	8.8%	4.4%	9.4%	10.1%	25.2%	32.1%	22.6%	38.4%	20.1%	8.8%	55.3%	27.7%	3.1%	1.9%
Black & Gold/Black & Mild	76	18	76	18	0	58	7	8	2	7	8	15	25	21	23	12	9	38	25	1	1
	6.2%	3.9%	13.0%	12.9%	0.0%	13.1%	11.9%	16.0%	2.3%	4.2%	4.4%	13.9%	11.5%	11.0%	9.2%	6.2%	4.0%	10.0%	5.5%	2.3%	0.9%
	100.0%	23.7%	100.0%	23.7%	0.0%	76.3%	9.2%	10.5%	2.6%	9.2%	10.5%	19.7%	32.9%	27.6%	30.3%	15.8%	11.8%	50.0%	32.9%	1.3%	1.3%
Hav-a-Tampa/Jewels	67	13	67	13	0	54	3	6	3	6	7	20	23	13	29	13	7	37	18	2	1
	5.5%	2.9%	11.5%	9.3%	0.0%	12.2%	5.1%	12.0%	3.5%	3.6%	3.8%	18.5%	10.6%	6.8%	11.6%	6.7%	3.1%	9.7%	4.0%	4.5%	0.9%
	100.0%	19.4%	100.0%	19.4%	0.0%	80.6%	4.5%	9.0%	4.5%	9.0%	10.4%	29.9%	34.3%	19.4%	43.3%	19.4%	10.4%	55.2%	26.9%	3.0%	1.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019250

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Phillies	48	11	48	11	0	37	3	8	3	7	6	17	15	8	23	14	2	34	12	2	1
	3.9%	2.4%	8.2%	7.9%	0.0%	8.4%	5.1%	16.0%	3.5%	4.2%	3.3%	15.7%	6.9%	4.2%	9.2%	7.3%	0.9%	8.9%	2.7%	4.5%	0.9%
	100.0%	22.9%	100.0%	22.9%	0.0%	77.1%	6.3%	16.7%	6.3%	14.6%	12.5%	35.4%	31.3%	16.7%	47.9%	29.2%	4.2%	70.8%	25.0%	4.2%	2.1%
Net - Other	384	242	131	78	164	53	36	24	55	91	55	17	51	51	83	83	81	73	173	11	63
	31.2%	53.1%	22.5%	55.7%	51.9%	12.0%	61.0%	48.0%	64.0%	54.5%	30.1%	15.7%	23.5%	26.7%	33.1%	43.0%	36.3%	19.2%	38.4%	25.0%	57.8%
	100.0%	63.0%	34.1%	20.3%	42.7%	13.8%	9.4%	6.3%	14.3%	23.7%	14.3%	4.4%	13.3%	13.3%	21.6%	21.6%	21.1%	19.0%	45.1%	2.9%	16.4%
Subnet - Premium	207	207	64	64	143	0	31	17	51	74	35	4	23	29	37	53	56	17	107	8	46
	16.8%	45.4%	11.0%	45.7%	45.3%	0.0%	52.5%	34.0%	59.3%	44.3%	19.1%	3.7%	10.6%	15.2%	14.7%	27.5%	25.1%	4.5%	23.7%	18.2%	42.2%
	100.0%	100.0%	30.9%	30.9%	69.1%	0.0%	15.0%	8.2%	24.6%	35.7%	16.9%	1.9%	11.1%	14.0%	17.9%	25.6%	27.1%	8.2%	51.7%	3.9%	22.2%
Ashton	25	25	6	6	19	0	3	1	6	11	5	0	2	2	5	6	14	1	13	1	4
	2.0%	5.5%	1.0%	4.3%	6.0%	0.0%	5.1%	2.0%	7.0%	6.6%	2.7%	0.0%	0.9%	1.0%	2.0%	3.1%	6.3%	0.3%	2.9%	2.3%	3.7%
	100.0%	100.0%	24.0%	24.0%	76.0%	0.0%	12.0%	4.0%	24.0%	44.0%	20.0%	0.0%	8.0%	8.0%	20.0%	24.0%	56.0%	4.0%	52.0%	4.0%	16.0%
Bahia	3	3	3	3	0	0	2	0	0	2	0	0	0	2	2	2	2	0	1	0	0
	0.2%	0.7%	0.5%	2.1%	0.0%	0.0%	3.4%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.0%	0.8%	1.0%	0.9%	0.0%	0.2%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	66.7%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	66.7%	66.7%	66.7%	66.7%	0.0%	33.3%	0.0%	0.0%
Davidoff	21	21	6	6	15	0	4	0	8	5	4	0	1	2	7	8	11	0	15	2	1
	1.7%	4.6%	1.0%	4.3%	4.7%	0.0%	6.8%	0.0%	9.3%	3.0%	2.2%	0.0%	0.5%	1.0%	2.8%	4.1%	4.9%	0.0%	3.3%	4.5%	0.9%
	100.0%	100.0%	28.6%	28.6%	71.4%	0.0%	19.0%	0.0%	38.1%	23.8%	19.0%	0.0%	4.8%	9.5%	33.3%	38.1%	52.4%	0.0%	71.4%	9.5%	4.8%
Don Tomas	40	40	16	16	24	0	11	2	7	20	9	1	3	11	6	9	7	5	21	0	5
	3.3%	8.8%	2.7%	11.4%	7.6%	0.0%	18.6%	4.0%	8.1%	12.0%	4.9%	0.9%	1.4%	5.8%	2.4%	4.7%	3.1%	1.3%	4.7%	0.0%	4.6%
	100.0%	100.0%	40.0%	40.0%	60.0%	0.0%	27.5%	5.0%	17.5%	50.0%	22.5%	2.5%	7.5%	27.5%	15.0%	22.5%	17.5%	12.5%	52.5%	0.0%	12.5%
Dunhill	37	37	16	16	21	0	9	6	8	10	8	2	4	8	6	11	12	3	24	4	2
	3.0%	8.1%	2.7%	11.4%	6.6%	0.0%	15.3%	12.0%	9.3%	6.0%	4.4%	1.9%	1.8%	4.2%	2.4%	5.7%	5.4%	0.8%	5.3%	9.1%	1.8%
	100.0%	100.0%	43.2%	43.2%	56.8%	0.0%	24.3%	16.2%	21.6%	27.0%	21.6%	5.4%	10.8%	21.6%	16.2%	29.7%	32.4%	8.1%	64.9%	10.8%	5.4%
Fuente/Arturo Fuente	89	89	24	24	65	0	12	7	24	39	9	0	11	9	23	32	24	5	58	2	12
	7.2%	19.5%	4.1%	17.1%	20.6%	0.0%	20.3%	14.0%	27.9%	23.4%	4.9%	0.0%	5.1%	4.7%	9.2%	16.6%	10.8%	1.3%	12.9%	4.5%	11.0%
	100.0%	100.0%	27.0%	27.0%	73.0%	0.0%	13.5%	7.9%	27.0%	43.8%	10.1%	0.0%	12.4%	10.1%	25.8%	36.0%	27.0%	5.6%	65.2%	2.2%	13.5%
Thompson	44	44	17	17	27	0	6	3	16	9	4	1	8	3	9	9	4	5	9	0	27
	3.6%	9.6%	2.9%	12.1%	8.5%	0.0%	10.2%	6.0%	18.6%	5.4%	2.2%	0.9%	3.7%	1.6%	3.6%	4.7%	1.8%	1.3%	2.0%	0.0%	24.8%
	100.0%	100.0%	38.6%	38.6%	61.4%	0.0%	13.6%	6.8%	36.4%	20.5%	9.1%	2.3%	18.2%	6.8%	20.5%	20.5%	9.1%	11.4%	20.5%	0.0%	61.4%
Subnet - Mass	23	4	23	4	0	19	0	2	0	1	1	7	7	4	6	2	1	12	8	1	0
	1.9%	0.9%	3.9%	2.9%	0.0%	4.3%	0.0%	4.0%	0.0%	0.6%	0.5%	6.5%	3.2%	2.1%	2.4%	1.0%	0.4%	3.2%	1.8%	2.3%	0.0%
	100.0%	17.4%	100.0%	17.4%	0.0%	82.6%	0.0%	8.7%	0.0%	4.3%	4.3%	30.4%	30.4%	17.4%	26.1%	8.7%	4.3%	52.2%	34.8%	4.3%	0.0%
Middleton	23	4	23	4	0	19	0	2	0	1	1	7	7	4	6	2	1	12	8	1	0
	1.9%	0.9%	3.9%	2.9%	0.0%	4.3%	0.0%	4.0%	0.0%	0.6%	0.5%	6.5%	3.2%	2.1%	2.4%	1.0%	0.4%	3.2%	1.8%	2.3%	0.0%
	100.0%	17.4%	100.0%	17.4%	0.0%	82.6%	0.0%	8.7%	0.0%	4.3%	4.3%	30.4%	30.4%	17.4%	26.1%	8.7%	4.3%	52.2%	34.8%	4.3%	0.0%
Other	204	79	64	28	51	36	13	9	16	33	25	8	29	22	52	40	34	47	82	3	30
	16.6%	17.3%	11.0%	20.0%	16.1%	8.1%	22.0%	18.0%	18.6%	19.8%	13.7%	7.4%	13.4%	11.5%	20.7%	20.7%	15.2%	12.4%	18.2%	6.8%	27.5%
	100.0%	38.7%	31.4%	13.7%	25.0%	17.6%	6.4%	4.4%	7.8%	16.2%	12.3%	3.9%	14.2%	10.8%	25.5%	19.6%	16.7%	23.0%	40.2%	1.5%	14.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019251

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	241	0	0	0	0	0	0	0	3	9	27	1	16	34	22	18	56	55	85	14	12
	19.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	5.4%	14.8%	0.9%	7.4%	17.8%	8.8%	9.3%	25.1%	14.5%	18.8%	31.8%	11.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.7%	11.2%	0.4%	6.6%	14.1%	9.1%	7.5%	23.2%	22.8%	35.3%	5.8%	5.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019252

Cigar Segmentation

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

Base: Total completes - Premium (Q19B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	456	456	140	140	316	0	59	50	77	143	130	9	50	64	72	107	130	52	242	19	74
	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	30.7%	30.7%	69.3%	0.0%	12.9%	11.0%	16.9%	31.4%	28.5%	2.0%	11.0%	14.0%	15.8%	23.5%	28.5%	11.4%	53.1%	4.2%	16.2%
SuperNet - Both premium and mass brands	140	140	140	140	0	0	59	50	18	50	36	9	42	48	30	34	19	33	67	5	15
	30.7%	30.7%	100.0%	100.0%	0.0%	0.0%	100.0%	100.0%	23.4%	35.0%	27.7%	100.0%	84.0%	75.0%	41.7%	31.8%	14.6%	63.5%	27.7%	26.3%	20.3%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	42.1%	35.7%	12.9%	35.7%	25.7%	6.4%	30.0%	34.3%	21.4%	24.3%	13.6%	23.6%	47.9%	3.6%	10.7%
SuperNet - Premium brands only	316	316	0	0	316	0	0	0	59	93	94	0	8	16	42	73	111	19	175	14	59
	69.3%	69.3%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	76.6%	65.0%	72.3%	0.0%	16.0%	25.0%	58.3%	68.2%	85.4%	36.5%	72.3%	73.7%	79.7%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	18.7%	29.4%	29.7%	0.0%	2.5%	5.1%	13.3%	23.1%	35.1%	6.0%	55.4%	4.4%	18.7%
SuperNet - Mass brands Only	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SuperNet - Premium	456	456	140	140	316	0	59	50	77	143	130	9	50	64	72	107	130	52	242	19	74
	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	30.7%	30.7%	69.3%	0.0%	12.9%	11.0%	16.9%	31.4%	28.5%	2.0%	11.0%	14.0%	15.8%	23.5%	28.5%	11.4%	53.1%	4.2%	16.2%
SuperNet - Mass	140	140	140	140	0	0	59	50	18	50	36	9	42	48	30	34	19	33	67	5	15
	30.7%	30.7%	100.0%	100.0%	0.0%	0.0%	100.0%	100.0%	23.4%	35.0%	27.7%	100.0%	84.0%	75.0%	41.7%	31.8%	14.6%	63.5%	27.7%	26.3%	20.3%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	42.1%	35.7%	12.9%	35.7%	25.7%	6.4%	30.0%	34.3%	21.4%	24.3%	13.6%	23.6%	47.9%	3.6%	10.7%
Net - Consolidated Cigar Co.	227	227	107	107	120	0	44	40	43	80	57	9	36	39	46	59	54	31	123	5	30
	49.8%	49.8%	76.4%	76.4%	38.0%	0.0%	74.6%	80.0%	55.8%	55.9%	43.8%	100.0%	72.0%	60.9%	63.9%	55.1%	41.5%	59.6%	50.8%	26.3%	40.5%
	100.0%	100.0%	47.1%	47.1%	52.9%	0.0%	19.4%	17.6%	18.9%	35.2%	25.1%	4.0%	15.9%	17.2%	20.3%	26.0%	23.8%	13.7%	54.2%	2.2%	13.2%
Subnet - Premium	183	183	63	63	120	0	28	22	36	66	47	5	20	28	38	53	53	15	107	4	22
	40.1%	40.1%	45.0%	45.0%	38.0%	0.0%	47.5%	44.0%	46.8%	46.2%	36.2%	55.6%	40.0%	43.8%	52.8%	49.5%	40.8%	28.8%	44.2%	21.1%	29.7%
	100.0%	100.0%	34.4%	34.4%	65.6%	0.0%	15.3%	12.0%	19.7%	36.1%	25.7%	2.7%	10.9%	15.3%	20.8%	29.0%	29.0%	8.2%	58.5%	2.2%	12.0%
Don Diego	42	42	23	23	19	0	11	8	6	16	11	2	6	8	9	14	7	5	20	2	2
	9.2%	9.2%	16.4%	16.4%	6.0%	0.0%	18.6%	16.0%	7.8%	11.2%	8.5%	22.2%	12.0%	12.5%	12.5%	13.1%	5.4%	9.6%	8.3%	10.5%	2.7%
	100.0%	100.0%	54.8%	54.8%	45.2%	0.0%	26.2%	19.0%	14.3%	38.1%	26.2%	4.8%	14.3%	19.0%	21.4%	33.3%	16.7%	11.9%	47.6%	4.8%	4.8%
Montecristo	50	50	15	15	35	0	8	3	12	15	19	0	4	8	9	17	25	4	36	2	4
	11.0%	11.0%	10.7%	10.7%	11.1%	0.0%	13.6%	6.0%	15.6%	10.5%	14.6%	0.0%	8.0%	12.5%	12.5%	15.9%	19.2%	7.7%	14.9%	10.5%	5.4%
	100.0%	100.0%	30.0%	30.0%	70.0%	0.0%	16.0%	6.0%	24.0%	30.0%	38.0%	0.0%	8.0%	16.0%	18.0%	34.0%	50.0%	8.0%	72.0%	4.0%	8.0%
Royal Jamaica	29	29	9	9	20	0	3	5	6	12	5	2	3	2	10	8	8	2	16	0	3
	6.4%	6.4%	6.4%	6.4%	6.3%	0.0%	5.1%	10.0%	7.8%	8.4%	3.8%	22.2%	6.0%	3.1%	13.9%	7.5%	6.2%	3.8%	6.6%	0.0%	4.1%
	100.0%	100.0%	31.0%	31.0%	69.0%	0.0%	10.3%	17.2%	20.7%	41.4%	17.2%	6.9%	10.3%	6.9%	34.5%	27.6%	27.6%	6.9%	55.2%	0.0%	10.3%
Te-Amo	39	39	17	17	22	0	5	6	8	16	5	1	5	5	13	13	6	4	19	1	6
	8.6%	8.6%	12.1%	12.1%	7.0%	0.0%	8.5%	12.0%	10.4%	11.2%	3.8%	11.1%	10.0%	7.8%	18.1%	12.1%	4.6%	7.7%	7.9%	5.3%	8.1%
	100.0%	100.0%	43.6%	43.6%	56.4%	0.0%	12.8%	15.4%	20.5%	41.0%	12.8%	2.6%	12.8%	12.8%	33.3%	33.3%	15.4%	10.3%	48.7%	2.6%	15.4%
Upmann/H. Upmann	71	71	13	13	58	0	6	1	21	22	11	0	7	6	15	24	16	2	41	0	12
	15.6%	15.6%	9.3%	9.3%	18.4%	0.0%	10.2%	2.0%	27.3%	15.4%	8.5%	0.0%	14.0%	9.4%	20.8%	22.4%	12.3%	3.8%	16.9%	0.0%	16.2%
	100.0%	100.0%	18.3%	18.3%	81.7%	0.0%	8.5%	1.4%	29.6%	31.0%	15.5%	0.0%	9.9%	8.5%	21.1%	33.8%	22.5%	2.8%	57.7%	0.0%	16.9%
Subnet - Mass	71	71	71	71	0	0	26	29	10	24	18	6	26	21	12	14	8	20	30	2	11
	15.6%	15.6%	50.7%	50.7%	0.0%	0.0%	44.1%	58.0%	13.0%	16.8%	13.8%	66.7%	52.0%	32.8%	16.7%	13.1%	6.2%	38.5%	12.4%	10.5%	14.9%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	36.6%	40.8%	14.1%	33.8%	25.4%	8.5%	36.6%	29.6%	16.9%	19.7%	11.3%	28.2%	42.3%	2.8%	15.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019253

Cigar Segmentation

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

Base: Total completes - Premium (Q19B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	456	456	140	140	316	0	59	50	77	143	130	9	50	64	72	107	130	52	242	19	74
	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	30.7%	30.7%	69.3%	0.0%	12.9%	11.0%	16.9%	31.4%	28.5%	2.0%	11.0%	14.0%	15.8%	23.5%	28.5%	11.4%	53.1%	4.2%	16.2%
Antonio y Cleopatra	38	38	38	38	0	0	15	13	6	16	7	3	15	12	8	8	5	8	18	1	6
	8.3%	8.3%	27.1%	27.1%	0.0%	0.0%	25.4%	26.0%	7.8%	11.2%	5.4%	33.3%	30.0%	18.8%	11.1%	7.5%	3.8%	15.4%	7.4%	5.3%	8.1%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	39.5%	34.2%	15.8%	42.1%	18.4%	7.9%	39.5%	31.6%	21.1%	21.1%	13.2%	21.1%	47.4%	2.6%	15.8%
Backwoods	18	18	18	18	0	0	4	10	1	5	7	1	9	3	2	5	3	4	6	1	3
	3.9%	3.9%	12.9%	12.9%	0.0%	0.0%	6.8%	20.0%	1.3%	3.5%	5.4%	11.1%	18.0%	4.7%	2.8%	4.7%	2.3%	7.7%	2.5%	5.3%	4.1%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	22.2%	55.6%	5.6%	27.8%	38.9%	5.6%	50.0%	16.7%	11.1%	27.8%	16.7%	22.2%	33.3%	5.6%	16.7%
Dutch Masters	25	25	25	25	0	0	7	13	3	8	7	4	6	9	5	5	2	9	10	1	3
	5.5%	5.5%	17.9%	17.9%	0.0%	0.0%	11.9%	26.0%	3.9%	5.6%	5.4%	44.4%	12.0%	14.1%	6.9%	4.7%	1.5%	17.3%	4.1%	5.3%	4.1%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	28.0%	52.0%	12.0%	32.0%	28.0%	16.0%	24.0%	36.0%	20.0%	20.0%	8.0%	36.0%	40.0%	4.0%	12.0%
El Producto	6	6	6	6	0	0	2	4	1	3	2	0	4	2	1	2	1	2	4	0	0
	1.3%	1.3%	4.3%	4.3%	0.0%	0.0%	3.4%	8.0%	1.3%	2.1%	1.5%	0.0%	8.0%	3.1%	1.4%	1.9%	0.8%	3.8%	1.7%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	33.3%	66.7%	16.7%	50.0%	33.3%	0.0%	66.7%	33.3%	16.7%	33.3%	16.7%	33.3%	66.7%	0.0%	0.0%
Muriel	8	8	8	8	0	0	1	5	1	1	3	0	5	2	2	3	3	5	2	1	0
	1.8%	1.8%	5.7%	5.7%	0.0%	0.0%	1.7%	10.0%	1.3%	0.7%	2.3%	0.0%	10.0%	3.1%	2.8%	2.8%	2.3%	9.6%	0.8%	5.3%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	12.5%	62.5%	12.5%	12.5%	37.5%	0.0%	62.5%	25.0%	25.0%	37.5%	37.5%	62.5%	25.0%	12.5%	0.0%
Net - General Cigar Holdings	325	325	103	103	222	0	47	36	56	108	85	7	38	46	54	83	105	36	179	12	39
	71.3%	71.3%	73.6%	73.6%	70.3%	0.0%	79.7%	72.0%	72.7%	75.5%	65.4%	77.8%	76.0%	71.9%	75.0%	77.6%	80.8%	69.2%	74.0%	63.2%	52.7%
	100.0%	100.0%	31.7%	31.7%	68.3%	0.0%	14.5%	11.1%	17.2%	33.2%	26.2%	2.2%	11.7%	14.2%	16.6%	25.5%	32.3%	11.1%	55.1%	3.7%	12.0%
Subnet-General Cigar Holdings - Premium	305	305	83	83	222	0	41	26	55	102	78	6	32	36	52	81	103	30	172	12	37
	66.9%	66.9%	59.3%	59.3%	70.3%	0.0%	69.5%	52.0%	71.4%	71.3%	60.0%	66.7%	64.0%	56.3%	72.2%	75.7%	79.2%	57.7%	71.1%	63.2%	50.0%
	100.0%	100.0%	27.2%	27.2%	72.8%	0.0%	13.4%	8.5%	18.0%	33.4%	25.6%	2.0%	10.5%	11.8%	17.0%	26.6%	33.8%	9.8%	56.4%	3.9%	12.1%
SubNet - General Cigar Co.	278	278	94	94	184	0	41	34	44	90	80	6	36	37	44	70	100	32	162	12	25
	61.0%	61.0%	67.1%	67.1%	58.2%	0.0%	69.5%	68.0%	57.1%	62.9%	61.5%	66.7%	72.0%	57.8%	61.1%	65.4%	76.9%	61.5%	66.9%	63.2%	33.8%
	100.0%	100.0%	33.8%	33.8%	66.2%	0.0%	14.7%	12.2%	15.8%	32.4%	28.8%	2.2%	12.9%	13.3%	15.8%	25.2%	36.0%	11.5%	58.3%	4.3%	9.0%
Sub-Subnet - Premium	256	256	72	72	184	0	35	23	43	84	73	5	30	26	41	67	97	25	154	12	23
	56.1%	56.1%	51.4%	51.4%	58.2%	0.0%	59.3%	46.0%	55.8%	58.7%	56.2%	55.6%	60.0%	40.6%	56.9%	62.6%	74.6%	48.1%	63.6%	63.2%	31.1%
	100.0%	100.0%	28.1%	28.1%	71.9%	0.0%	13.7%	9.0%	16.8%	32.8%	28.5%	2.0%	11.7%	10.2%	16.0%	26.2%	37.9%	9.8%	60.2%	4.7%	9.0%
Cohiba	56	56	14	14	42	0	8	3	16	19	10	0	4	3	10	19	28	2	31	4	4
	12.3%	12.3%	10.0%	10.0%	13.3%	0.0%	13.6%	6.0%	20.8%	13.3%	7.7%	0.0%	8.0%	4.7%	13.9%	17.8%	21.5%	3.8%	12.8%	21.1%	5.4%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	14.3%	5.4%	28.6%	33.9%	17.9%	0.0%	7.1%	5.4%	17.9%	33.9%	50.0%	3.6%	55.4%	7.1%	7.1%
Cifuentes	12	12	3	3	9	0	1	0	2	7	1	0	1	0	3	4	4	0	9	0	1
	2.6%	2.6%	2.1%	2.1%	2.8%	0.0%	1.7%	0.0%	2.6%	4.9%	0.8%	0.0%	2.0%	0.0%	4.2%	3.7%	3.1%	0.0%	3.7%	0.0%	1.4%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	8.3%	0.0%	16.7%	58.3%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	33.3%	0.0%	75.0%	0.0%	8.3%
Macanudo	175	175	47	47	128	0	21	17	26	52	59	4	21	16	26	39	66	18	104	9	16
	38.4%	38.4%	33.6%	33.6%	40.5%	0.0%	35.6%	34.0%	33.8%	36.4%	45.4%	44.4%	42.0%	25.0%	36.1%	36.4%	50.8%	34.6%	43.0%	47.4%	21.6%
	100.0%	100.0%	26.9%	26.9%	73.1%	0.0%	12.0%	9.7%	14.9%	29.7%	33.7%	2.3%	12.0%	9.1%	14.9%	22.3%	37.7%	10.3%	59.4%	5.1%	9.1%
Macanudo Vintage	26	26	13	13	13	0	8	2	6	11	5	0	6	4	7	11	10	2	21	0	1
	5.7%	5.7%	9.3%	9.3%	4.1%	0.0%	13.6%	4.0%	7.8%	7.7%	3.8%	0.0%	12.0%	6.3%	9.7%	10.3%	7.7%	3.8%	8.7%	0.0%	1.4%
	100.0%	100.0%	50.0%	50.0%	50.0%	0.0%	30.8%	7.7%	23.1%	42.3%	19.2%	0.0%	23.1%	15.4%	26.9%	42.3%	38.5%	7.7%	80.8%	0.0%	3.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019254

Cigar Segmentation

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

Base: Total completes - Premium (Q19B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	456 100.0% 100.0%	456 100.0% 100.0%	140 100.0% 30.7%	140 100.0% 30.7%	316 100.0% 69.3%	0 0.0% 0.0%	59 100.0% 12.9%	50 100.0% 11.0%	77 100.0% 16.9%	143 100.0% 31.4%	130 100.0% 28.5%	9 100.0% 2.0%	50 100.0% 11.0%	64 100.0% 14.0%	72 100.0% 15.8%	107 100.0% 23.5%	130 100.0% 28.5%	52 100.0% 11.4%	242 100.0% 53.1%	19 100.0% 4.2%	74 100.0% 16.2%
Partagas	74 16.2% 100.0%	74 16.2% 100.0%	21 15.0% 28.4%	21 15.0% 28.4%	53 16.8% 71.6%	0 0.0% 0.0%	15 25.4% 20.3%	4 8.0% 5.4%	19 24.7% 25.7%	29 20.3% 39.2%	13 10.0% 17.6%	1 11.1% 1.4%	11 22.0% 14.9%	7 10.9% 9.5%	16 22.2% 21.6%	26 24.3% 35.1%	26 20.0% 35.1%	5 9.6% 6.8%	52 21.5% 70.3%	2 10.5% 2.7%	9 12.2% 12.2%
Partagas Limited Reserve	5 1.1% 100.0%	5 1.1% 100.0%	3 2.1% 60.0%	3 2.1% 60.0%	2 0.6% 40.0%	0 0.0% 0.0%	2 3.4% 40.0%	0 0.0% 0.0%	2 2.6% 40.0%	2 1.4% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 20.0%	2 3.1% 40.0%	3 4.2% 60.0%	3 2.8% 60.0%	3 2.3% 60.0%	0 0.0% 0.0%	4 1.7% 80.0%	0 0.0% 0.0%	0 0.0% 0.0%
Sub-Subnet - Mass	48 10.5% 100.0%	48 10.5% 100.0%	48 34.3% 100.0%	48 34.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	15 25.4% 31.3%	24 48.0% 50.0%	5 6.5% 10.4%	18 12.6% 37.5%	13 10.0% 27.1%	4 44.4% 8.3%	17 34.0% 35.4%	17 26.6% 35.4%	14 19.4% 29.2%	14 13.1% 29.2%	6 4.6% 12.5%	15 28.8% 31.3%	17 7.0% 35.4%	1 5.3% 2.1%	5 6.8% 10.4%
Garcia y Vega/Whiffs	32 7.0% 100.0%	32 7.0% 100.0%	32 22.9% 100.0%	32 22.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	10 16.9% 31.3%	15 30.0% 46.9%	4 5.2% 12.5%	15 10.5% 46.9%	7 5.4% 21.9%	4 44.4% 12.5%	11 22.0% 34.4%	10 15.6% 31.3%	10 13.9% 31.3%	11 10.3% 34.4%	4 3.1% 12.5%	9 17.3% 28.1%	14 5.8% 43.8%	1 5.3% 3.1%	4 5.4% 12.5%
Tiparillo	8 1.8% 100.0%	8 1.8% 100.0%	8 5.7% 100.0%	8 5.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 5.1% 37.5%	5 10.0% 62.5%	1 1.3% 12.5%	3 2.1% 37.5%	3 2.3% 37.5%	1 11.1% 12.5%	4 8.0% 50.0%	3 4.7% 37.5%	2 2.8% 25.0%	2 1.9% 25.0%	2 1.5% 25.0%	3 5.8% 37.5%	4 1.7% 50.0%	0 0.0% 0.0%	1 1.4% 12.5%
White Owl	12 2.6% 100.0%	12 2.6% 100.0%	12 8.6% 100.0%	12 8.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 8.3%	10 20.0% 83.3%	1 1.3% 8.3%	2 1.4% 16.7%	5 3.8% 41.7%	0 0.0% 0.0%	7 14.0% 58.3%	3 4.7% 25.0%	6 8.3% 50.0%	5 4.7% 41.7%	1 0.8% 8.3%	4 7.7% 33.3%	2 0.8% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%
William Penn	4 0.9% 100.0%	4 0.9% 100.0%	4 2.9% 100.0%	4 2.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 25.0%	1 2.0% 25.0%	0 0.0% 0.0%	2 1.4% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 25.0%	1 1.6% 25.0%	2 2.8% 50.0%	2 1.9% 50.0%	2 1.5% 50.0%	0 0.0% 0.0%	1 0.4% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
SubNet - Villazon	94 20.6% 100.0%	94 20.6% 100.0%	29 20.7% 30.9%	29 20.7% 30.9%	65 20.6% 69.1%	0 0.0% 0.0%	15 25.4% 16.0%	7 14.0% 7.4%	27 35.1% 28.7%	35 24.5% 37.2%	12 9.2% 12.8%	2 22.2% 2.1%	11 22.0% 11.7%	13 20.3% 13.8%	25 34.7% 26.6%	31 29.0% 33.0%	17 13.1% 18.1%	7 13.5% 7.4%	47 19.4% 50.0%	1 5.3% 1.1%	18 24.3% 19.1%
Hoyo de Monterrey	34 7.5% 100.0%	34 7.5% 100.0%	13 9.3% 38.2%	13 9.3% 38.2%	21 6.6% 61.8%	0 0.0% 0.0%	8 13.6% 23.5%	2 4.0% 5.9%	12 15.6% 35.3%	13 9.1% 38.2%	2 1.5% 5.9%	0 0.0% 0.0%	6 12.0% 17.6%	4 6.3% 11.8%	14 19.4% 41.2%	14 13.1% 41.2%	3 2.3% 8.8%	3 5.8% 8.8%	21 8.7% 61.8%	0 0.0% 0.0%	4 5.4% 11.8%
Hoyo de Monterrey Excalibur	25 5.5% 100.0%	25 5.5% 100.0%	7 5.0% 28.0%	7 5.0% 28.0%	18 5.7% 72.0%	0 0.0% 0.0%	3 5.1% 12.0%	1 2.0% 4.0%	8 10.4% 32.0%	7 4.9% 28.0%	2 1.5% 8.0%	0 0.0% 0.0%	2 4.0% 8.0%	5 7.8% 20.0%	9 12.5% 36.0%	10 9.3% 40.0%	4 3.1% 16.0%	1 1.9% 4.0%	14 5.8% 56.0%	0 0.0% 0.0%	6 8.1% 24.0%
Punch	53 11.6% 100.0%	53 11.6% 100.0%	18 12.9% 34.0%	18 12.9% 34.0%	35 11.1% 66.0%	0 0.0% 0.0%	12 20.3% 22.6%	3 6.0% 5.7%	17 22.1% 32.1%	19 13.3% 35.8%	9 6.9% 17.0%	2 22.2% 3.8%	7 14.0% 13.2%	7 10.9% 13.2%	15 20.8% 28.3%	18 16.8% 34.0%	11 8.5% 20.8%	3 5.8% 5.7%	26 10.7% 49.1%	1 5.3% 1.9%	10 13.5% 18.9%
Punch Grand Cru	12 2.6% 100.0%	12 2.6% 100.0%	3 2.1% 25.0%	3 2.1% 25.0%	9 2.8% 75.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 4.0% 16.7%	6 7.8% 50.0%	4 2.8% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.0% 8.3%	2 3.1% 16.7%	5 6.9% 41.7%	8 7.5% 66.7%	2 1.5% 16.7%	1 1.9% 8.3%	9 3.7% 75.0%	0 0.0% 0.0%	2 2.7% 16.7%
Net - Swisher International	61 13.4% 100.0%	61 13.4% 100.0%	61 43.6% 100.0%	61 43.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	23 39.0% 37.7%	29 58.0% 47.5%	8 10.4% 13.1%	24 16.8% 39.3%	15 11.5% 24.6%	6 66.7% 9.8%	18 36.0% 29.5%	23 35.9% 37.7%	18 25.0% 29.5%	18 16.8% 29.5%	9 6.9% 14.8%	12 23.1% 19.7%	33 13.6% 54.1%	3 15.8% 4.9%	4 5.4% 6.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019255

Cigar Segmentation

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

Base: Total completes - Premium (Q19B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	456	456	140	140	316	0	59	50	77	143	130	9	50	64	72	107	130	52	242	19	74
	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	30.7%	30.7%	69.3%	0.0%	12.9%	11.0%	16.9%	31.4%	28.5%	2.0%	11.0%	14.0%	15.8%	23.5%	28.5%	11.4%	53.1%	4.2%	16.2%
Bering	22	22	22	22	0	0	16	4	7	9	3	1	5	12	8	10	6	1	14	1	1
	4.8%	4.8%	15.7%	15.7%	0.0%	0.0%	27.1%	8.0%	9.1%	6.3%	2.3%	11.1%	10.0%	18.8%	11.1%	9.3%	4.6%	1.9%	5.8%	5.3%	1.4%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	72.7%	18.2%	31.8%	40.9%	13.6%	4.5%	22.7%	54.5%	36.4%	45.5%	27.3%	4.5%	63.6%	4.5%	4.5%
King Edward	12	12	12	12	0	0	1	9	0	5	2	2	3	5	5	4	1	3	3	1	0
	2.6%	2.6%	8.6%	8.6%	0.0%	0.0%	1.7%	18.0%	0.0%	3.5%	1.5%	22.2%	6.0%	7.8%	6.9%	3.7%	0.8%	5.8%	1.2%	5.3%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	8.3%	75.0%	0.0%	41.7%	16.7%	16.7%	25.0%	41.7%	41.7%	33.3%	8.3%	25.0%	25.0%	8.3%	0.0%
La Prima Dora	4	4	4	4	0	0	2	0	0	2	0	0	0	1	2	1	1	0	4	0	0
	0.9%	0.9%	2.9%	2.9%	0.0%	0.0%	3.4%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.6%	2.8%	0.9%	0.8%	0.0%	1.7%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	25.0%	50.0%	25.0%	25.0%	0.0%	100.0%	0.0%	0.0%
Swisher Sweets	28	28	28	28	0	0	5	20	1	11	10	4	11	8	5	4	2	10	14	1	3
	6.1%	6.1%	20.0%	20.0%	0.0%	0.0%	8.5%	40.0%	1.3%	7.7%	7.7%	44.4%	22.0%	12.5%	6.9%	3.7%	1.5%	19.2%	5.8%	5.3%	4.1%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	17.9%	71.4%	3.6%	39.3%	35.7%	14.3%	39.3%	28.6%	17.9%	14.3%	7.1%	35.7%	50.0%	3.6%	10.7%
Net - JR Tobacco Brands	26	26	9	9	17	0	4	3	10	9	4	0	5	4	8	11	9	2	9	0	8
	5.7%	5.7%	6.4%	6.4%	5.4%	0.0%	6.8%	6.0%	13.0%	6.3%	3.1%	0.0%	10.0%	6.3%	11.1%	10.3%	6.9%	3.8%	3.7%	0.0%	10.8%
	100.0%	100.0%	34.6%	34.6%	65.4%	0.0%	15.4%	11.5%	38.5%	34.6%	15.4%	0.0%	19.2%	15.4%	30.8%	42.3%	34.6%	7.7%	34.6%	0.0%	30.8%
El Rey Del Mundo	12	12	4	4	8	0	1	1	4	3	3	0	2	2	5	8	8	1	5	0	1
	2.6%	2.6%	2.9%	2.9%	2.5%	0.0%	1.7%	2.0%	5.2%	2.1%	2.3%	0.0%	4.0%	3.1%	6.9%	7.5%	6.2%	1.9%	2.1%	0.0%	1.4%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	8.3%	8.3%	33.3%	25.0%	25.0%	0.0%	16.7%	16.7%	41.7%	66.7%	66.7%	8.3%	41.7%	0.0%	8.3%
J.R. Ultimates	16	16	5	5	11	0	3	2	8	6	1	0	3	2	4	4	2	1	5	0	8
	3.5%	3.5%	3.6%	3.6%	3.5%	0.0%	5.1%	4.0%	10.4%	4.2%	0.8%	0.0%	6.0%	3.1%	5.6%	3.7%	1.5%	1.9%	2.1%	0.0%	10.8%
	100.0%	100.0%	31.3%	31.3%	68.8%	0.0%	18.8%	12.5%	50.0%	37.5%	6.3%	0.0%	18.8%	12.5%	25.0%	25.0%	12.5%	6.3%	31.3%	0.0%	50.0%
Net - Tabacalera	58	58	42	42	16	0	15	17	10	17	19	3	8	20	13	17	14	11	32	5	3
	12.7%	12.7%	30.0%	30.0%	5.1%	0.0%	25.4%	34.0%	13.0%	11.9%	14.6%	33.3%	16.0%	31.3%	18.1%	15.9%	10.8%	21.2%	13.2%	26.3%	4.1%
	100.0%	100.0%	72.4%	72.4%	27.6%	0.0%	25.9%	29.3%	17.2%	29.3%	32.8%	5.2%	13.8%	34.5%	22.4%	29.3%	24.1%	19.0%	55.2%	8.6%	5.2%
Subnet - Premium	30	30	14	14	16	0	6	5	7	10	10	0	3	9	8	10	11	2	19	3	2
	6.6%	6.6%	10.0%	10.0%	5.1%	0.0%	10.2%	10.0%	9.1%	7.0%	7.7%	0.0%	6.0%	14.1%	11.1%	9.3%	8.5%	3.8%	7.9%	15.8%	2.7%
	100.0%	100.0%	46.7%	46.7%	53.3%	0.0%	20.0%	16.7%	23.3%	33.3%	33.3%	0.0%	10.0%	30.0%	26.7%	33.3%	36.7%	6.7%	63.3%	10.0%	6.7%
Romeo'y Julieta	30	30	14	14	16	0	6	5	7	10	10	0	3	9	8	10	11	2	19	3	2
	6.6%	6.6%	10.0%	10.0%	5.1%	0.0%	10.2%	10.0%	9.1%	7.0%	7.7%	0.0%	6.0%	14.1%	11.1%	9.3%	8.5%	3.8%	7.9%	15.8%	2.7%
	100.0%	100.0%	46.7%	46.7%	53.3%	0.0%	20.0%	16.7%	23.3%	33.3%	33.3%	0.0%	10.0%	30.0%	26.7%	33.3%	36.7%	6.7%	63.3%	10.0%	6.7%
Subnet - Mass	33	33	33	33	0	0	12	14	3	11	10	3	7	14	7	9	5	9	17	2	1
	7.2%	7.2%	23.6%	23.6%	0.0%	0.0%	20.3%	28.0%	3.9%	7.7%	7.7%	33.3%	14.0%	21.9%	9.7%	8.4%	3.8%	17.3%	7.0%	10.5%	1.4%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	36.4%	42.4%	9.1%	33.3%	30.3%	9.1%	21.2%	42.4%	21.2%	27.3%	15.2%	27.3%	51.5%	6.1%	3.0%
Black & Gold/Black & Mild	18	18	18	18	0	0	7	8	1	6	6	1	4	7	4	4	2	5	10	1	1
	3.9%	3.9%	12.9%	12.9%	0.0%	0.0%	11.9%	16.0%	1.3%	4.2%	4.6%	11.1%	8.0%	10.9%	5.6%	3.7%	1.5%	9.6%	4.1%	5.3%	1.4%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	38.9%	44.4%	5.6%	33.3%	33.3%	5.6%	22.2%	38.9%	22.2%	22.2%	11.1%	27.8%	55.6%	5.6%	5.6%
Hav-a-Tampa/Jewels	13	13	13	13	0	0	3	6	1	4	4	1	4	5	3	4	4	3	9	1	0
	2.9%	2.9%	9.3%	9.3%	0.0%	0.0%	5.1%	12.0%	1.3%	2.8%	3.1%	11.1%	8.0%	7.8%	4.2%	3.7%	3.1%	5.8%	3.7%	5.3%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	23.1%	46.2%	7.7%	30.8%	30.8%	7.7%	30.8%	38.5%	23.1%	30.8%	30.8%	23.1%	69.2%	7.7%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019256

Cigar Segmentation

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

Base: Total completes - Premium (Q19B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	456	456	140	140	316	0	59	50	77	143	130	9	50	64	72	107	130	52	242	19	74
	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	100.0%	30.7%	30.7%	69.3%	0.0%	12.9%	11.0%	16.9%	31.4%	28.5%	2.0%	11.0%	14.0%	15.8%	23.5%	28.5%	11.4%	53.1%	4.2%	16.2%
Phillies	11	11	11	11	0	0	3	8	2	3	4	2	3	5	3	4	1	5	3	0	0
	2.4%	2.4%	7.9%	7.9%	0.0%	0.0%	5.1%	16.0%	2.6%	2.1%	3.1%	22.2%	6.0%	7.8%	4.2%	3.7%	0.8%	9.6%	1.2%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	27.3%	72.7%	18.2%	27.3%	36.4%	18.2%	27.3%	45.5%	27.3%	36.4%	9.1%	45.5%	27.3%	0.0%	0.0%
Net - Other	242	242	78	78	164	0	36	24	54	85	46	4	28	35	46	65	65	21	127	8	52
	53.1%	53.1%	55.7%	55.7%	51.9%	0.0%	61.0%	48.0%	70.1%	59.4%	35.4%	44.4%	56.0%	54.7%	63.9%	60.7%	50.0%	40.4%	52.5%	42.1%	70.3%
	100.0%	100.0%	32.2%	32.2%	67.8%	0.0%	14.9%	9.9%	22.3%	35.1%	19.0%	1.7%	11.6%	14.5%	19.0%	26.9%	26.9%	8.7%	52.5%	3.3%	21.5%
Subnet - Premium	207	207	64	64	143	0	31	17	51	74	35	4	23	29	37	53	56	17	107	8	46
	45.4%	45.4%	45.7%	45.7%	45.3%	0.0%	52.5%	34.0%	66.2%	51.7%	26.9%	44.4%	46.0%	45.3%	51.4%	49.5%	43.1%	32.7%	44.2%	42.1%	62.2%
	100.0%	100.0%	30.9%	30.9%	69.1%	0.0%	15.0%	8.2%	24.6%	35.7%	16.9%	1.9%	11.1%	14.0%	17.9%	25.6%	27.1%	8.2%	51.7%	3.9%	22.2%
Ashton	25	25	6	6	19	0	3	1	6	11	5	0	2	2	5	6	14	1	13	1	4
	5.5%	5.5%	4.3%	4.3%	6.0%	0.0%	5.1%	2.0%	7.8%	7.7%	3.8%	0.0%	4.0%	3.1%	6.9%	5.6%	10.8%	1.9%	5.4%	5.3%	5.4%
	100.0%	100.0%	24.0%	24.0%	76.0%	0.0%	12.0%	4.0%	24.0%	44.0%	20.0%	0.0%	8.0%	8.0%	20.0%	24.0%	56.0%	4.0%	52.0%	4.0%	16.0%
Bahia	3	3	3	3	0	0	2	0	0	2	0	0	0	2	2	2	2	0	1	0	0
	0.7%	0.7%	2.1%	2.1%	0.0%	0.0%	3.4%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	3.1%	2.8%	1.9%	1.5%	0.0%	0.4%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	66.7%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	66.7%	66.7%	66.7%	66.7%	0.0%	33.3%	0.0%	0.0%
Davidoff	21	21	6	6	15	0	4	0	8	5	4	0	1	2	7	8	11	0	15	2	1
	4.6%	4.6%	4.3%	4.3%	4.7%	0.0%	6.8%	0.0%	10.4%	3.5%	3.1%	0.0%	2.0%	3.1%	9.7%	7.5%	8.5%	0.0%	6.2%	10.5%	1.4%
	100.0%	100.0%	28.6%	28.6%	71.4%	0.0%	19.0%	0.0%	38.1%	23.8%	19.0%	0.0%	4.8%	9.5%	33.3%	38.1%	52.4%	0.0%	71.4%	9.5%	4.8%
Don Tomas	40	40	16	16	24	0	11	2	7	20	9	1	3	11	6	9	7	5	21	0	5
	8.8%	8.8%	11.4%	11.4%	7.6%	0.0%	18.6%	4.0%	9.1%	14.0%	6.9%	11.1%	6.0%	17.2%	8.3%	8.4%	5.4%	9.6%	8.7%	0.0%	6.8%
	100.0%	100.0%	40.0%	40.0%	60.0%	0.0%	27.5%	5.0%	17.5%	50.0%	22.5%	2.5%	7.5%	27.5%	15.0%	22.5%	17.5%	12.5%	52.5%	0.0%	12.5%
Dunhill	37	37	16	16	21	0	9	6	8	10	8	2	4	8	6	11	12	3	24	4	2
	8.1%	8.1%	11.4%	11.4%	6.6%	0.0%	15.3%	12.0%	10.4%	7.0%	6.2%	22.2%	8.0%	12.5%	8.3%	10.3%	9.2%	5.8%	9.9%	21.1%	2.7%
	100.0%	100.0%	43.2%	43.2%	56.8%	0.0%	24.3%	16.2%	21.6%	27.0%	21.6%	5.4%	10.8%	21.6%	16.2%	29.7%	32.4%	8.1%	64.9%	10.8%	5.4%
Fuente/Arturo Fuente	89	89	24	24	65	0	12	7	24	39	9	0	11	9	23	32	24	5	58	2	12
	19.5%	19.5%	17.1%	17.1%	20.6%	0.0%	20.3%	14.0%	31.2%	27.3%	6.9%	0.0%	22.0%	14.1%	31.9%	29.9%	18.5%	9.6%	24.0%	10.5%	16.2%
	100.0%	100.0%	27.0%	27.0%	73.0%	0.0%	13.5%	7.9%	27.0%	43.8%	10.1%	0.0%	12.4%	10.1%	25.8%	36.0%	27.0%	5.6%	65.2%	2.2%	13.5%
Thompson	44	44	17	17	27	0	6	3	16	9	4	1	8	3	9	9	4	5	9	0	27
	9.6%	9.6%	12.1%	12.1%	8.5%	0.0%	10.2%	6.0%	20.8%	6.3%	3.1%	11.1%	16.0%	4.7%	12.5%	8.4%	3.1%	9.6%	3.7%	0.0%	36.5%
	100.0%	100.0%	38.6%	38.6%	61.4%	0.0%	13.6%	6.8%	36.4%	20.5%	9.1%	2.3%	18.2%	6.8%	20.5%	20.5%	9.1%	11.4%	20.5%	0.0%	61.4%
Subnet - Mass	4	4	4	4	0	0	0	2	0	1	1	0	2	0	1	1	1	1	2	0	0
	0.9%	0.9%	2.9%	2.9%	0.0%	0.0%	0.0%	4.0%	0.0%	0.7%	0.8%	0.0%	4.0%	0.0%	1.4%	0.9%	0.8%	1.9%	0.8%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	50.0%	0.0%	25.0%	25.0%	0.0%	50.0%	0.0%	25.0%	25.0%	25.0%	25.0%	50.0%	0.0%	0.0%
Middleton	4	4	4	4	0	0	0	2	0	1	1	0	2	0	1	1	1	1	2	0	0
	0.9%	0.9%	2.9%	2.9%	0.0%	0.0%	0.0%	4.0%	0.0%	0.7%	0.8%	0.0%	4.0%	0.0%	1.4%	0.9%	0.8%	1.9%	0.8%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	50.0%	0.0%	25.0%	25.0%	0.0%	50.0%	0.0%	25.0%	25.0%	25.0%	25.0%	50.0%	0.0%	0.0%
Other	79	79	28	28	51	0	13	9	15	27	16	1	10	10	19	23	18	5	42	1	19
	17.3%	17.3%	20.0%	20.0%	16.1%	0.0%	22.0%	18.0%	19.5%	18.9%	12.3%	11.1%	20.0%	15.6%	26.4%	21.5%	13.8%	9.6%	17.4%	5.3%	25.7%
	100.0%	100.0%	35.4%	35.4%	64.6%	0.0%	16.5%	11.4%	19.0%	34.2%	20.3%	1.3%	12.7%	12.7%	24.1%	29.1%	22.8%	6.3%	53.2%	1.3%	24.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019257

Cigar Segmentation

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

Base: Total completes - Mass (Q19B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	583	140	583	140	0	443	59	50	24	60	56	106	188	137	168	90	44	284	159	14	28
	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	24.0%	100.0%	24.0%	0.0%	76.0%	10.1%	8.6%	4.1%	10.3%	9.6%	18.2%	32.2%	23.5%	28.8%	15.4%	7.5%	48.7%	27.3%	2.4%	4.8%
SuperNet - Both premium and mass brands	140	140	140	140	0	0	59	50	18	50	36	9	42	48	30	34	19	33	67	5	15
	24.0%	100.0%	24.0%	100.0%	0.0%	0.0%	100.0%	100.0%	75.0%	83.3%	64.3%	8.5%	22.3%	35.0%	17.9%	37.8%	43.2%	11.6%	42.1%	35.7%	53.6%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	42.1%	35.7%	12.9%	35.7%	25.7%	6.4%	30.0%	34.3%	21.4%	24.3%	13.6%	23.6%	47.9%	3.6%	10.7%
SuperNet - Premium brands only	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SuperNet - Mass brands Only	443	0	443	0	0	443	0	0	6	10	20	97	146	89	138	56	25	251	92	9	13
	76.0%	0.0%	76.0%	0.0%	0.0%	100.0%	0.0%	0.0%	25.0%	16.7%	35.7%	91.5%	77.7%	65.0%	82.1%	62.2%	56.8%	88.4%	57.9%	64.3%	46.4%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	1.4%	2.3%	4.5%	21.9%	33.0%	20.1%	31.2%	12.6%	5.6%	56.7%	20.8%	2.0%	2.9%
SuperNet - Premium	140	140	140	140	0	0	59	50	18	50	36	9	42	48	30	34	19	33	67	5	15
	24.0%	100.0%	24.0%	100.0%	0.0%	0.0%	100.0%	100.0%	75.0%	83.3%	64.3%	8.5%	22.3%	35.0%	17.9%	37.8%	43.2%	11.6%	42.1%	35.7%	53.6%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	42.1%	35.7%	12.9%	35.7%	25.7%	6.4%	30.0%	34.3%	21.4%	24.3%	13.6%	23.6%	47.9%	3.6%	10.7%
SuperNet - Mass	583	140	583	140	0	443	59	50	24	60	56	106	188	137	168	90	44	284	159	14	28
	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	24.0%	100.0%	24.0%	0.0%	76.0%	10.1%	8.6%	4.1%	10.3%	9.6%	18.2%	32.2%	23.5%	28.8%	15.4%	7.5%	48.7%	27.3%	2.4%	4.8%
Net - Consolidated Cigar Co.	281	107	281	107	0	174	44	40	17	45	34	49	95	70	75	47	25	114	92	9	21
	48.2%	76.4%	48.2%	76.4%	0.0%	39.3%	74.6%	80.0%	70.8%	75.0%	60.7%	46.2%	50.5%	51.1%	44.6%	52.2%	56.8%	40.1%	57.9%	64.3%	75.0%
	100.0%	38.1%	100.0%	38.1%	0.0%	61.9%	15.7%	14.2%	6.0%	16.0%	12.1%	17.4%	33.8%	24.9%	26.7%	16.7%	8.9%	40.6%	32.7%	3.2%	7.5%
Subnet - Premium	63	63	63	63	0	0	28	22	7	26	16	5	16	24	17	17	14	10	33	1	4
	10.8%	45.0%	10.8%	45.0%	0.0%	0.0%	47.5%	44.0%	29.2%	43.3%	28.6%	4.7%	8.5%	17.5%	10.1%	18.9%	31.8%	3.5%	20.8%	7.1%	14.3%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	44.4%	34.9%	11.1%	41.3%	25.4%	7.9%	25.4%	38.1%	27.0%	27.0%	22.2%	15.9%	52.4%	1.6%	6.3%
Don Diego	23	23	23	23	0	0	11	8	2	9	6	2	5	8	5	7	3	4	13	1	0
	3.9%	16.4%	3.9%	16.4%	0.0%	0.0%	18.6%	16.0%	8.3%	15.0%	10.7%	1.9%	2.7%	5.8%	3.0%	7.8%	6.8%	1.4%	8.2%	7.1%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	47.8%	34.8%	8.7%	39.1%	26.1%	8.7%	21.7%	34.8%	21.7%	30.4%	13.0%	17.4%	56.5%	4.3%	0.0%
Montecristo	15	15	15	15	0	0	8	3	2	3	8	0	3	7	2	4	7	2	11	1	0
	2.6%	10.7%	2.6%	10.7%	0.0%	0.0%	13.6%	6.0%	8.3%	5.0%	14.3%	0.0%	1.6%	5.1%	1.2%	4.4%	15.9%	0.7%	6.9%	7.1%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	53.3%	20.0%	13.3%	20.0%	53.3%	0.0%	20.0%	46.7%	13.3%	26.7%	46.7%	13.3%	73.3%	6.7%	0.0%
Royal Jamaica	9	9	9	9	0	0	3	5	2	4	0	2	3	2	6	4	0	2	4	0	1
	1.5%	6.4%	1.5%	6.4%	0.0%	0.0%	5.1%	10.0%	8.3%	6.7%	0.0%	1.9%	1.6%	1.5%	3.6%	4.4%	0.0%	0.7%	2.5%	0.0%	3.6%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	33.3%	55.6%	22.2%	44.4%	0.0%	22.2%	33.3%	22.2%	66.7%	44.4%	0.0%	22.2%	44.4%	0.0%	11.1%
Te-Amo	17	17	17	17	0	0	5	6	2	6	3	1	4	5	7	5	3	3	6	0	2
	2.9%	12.1%	2.9%	12.1%	0.0%	0.0%	8.5%	12.0%	8.3%	10.0%	5.4%	0.9%	2.1%	3.6%	4.2%	5.6%	6.8%	1.1%	3.8%	0.0%	7.1%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	29.4%	35.3%	11.8%	35.3%	17.6%	5.9%	23.5%	29.4%	41.2%	29.4%	17.6%	17.6%	35.3%	0.0%	11.8%
Upmann/H. Upmann	13	13	13	13	0	0	6	1	3	4	1	0	4	3	4	5	3	0	7	0	2
	2.2%	9.3%	2.2%	9.3%	0.0%	0.0%	10.2%	2.0%	12.5%	6.7%	1.8%	0.0%	2.1%	2.2%	2.4%	5.6%	6.8%	0.0%	4.4%	0.0%	7.1%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	46.2%	7.7%	23.1%	30.8%	7.7%	0.0%	30.8%	23.1%	30.8%	38.5%	23.1%	0.0%	53.8%	0.0%	15.4%
Subnet - Mass	245	71	245	71	0	174	26	29	13	29	26	46	89	56	62	38	18	108	73	9	20
	42.0%	50.7%	42.0%	50.7%	0.0%	39.3%	44.1%	58.0%	54.2%	48.3%	46.4%	43.4%	47.3%	40.9%	36.9%	42.2%	40.9%	38.0%	45.9%	64.3%	71.4%
	100.0%	29.0%	100.0%	29.0%	0.0%	71.0%	10.6%	11.8%	5.3%	11.8%	10.6%	18.8%	36.3%	22.9%	25.3%	15.5%	7.3%	44.1%	29.8%	3.7%	8.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019258

Cigar Segmentation

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

Base: Total completes - Mass (Q19B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	583 100.0% 100.0%	140 100.0% 24.0%	583 100.0% 100.0%	140 100.0% 24.0%	0 0.0% 0.0%	443 100.0% 76.0%	59 100.0% 10.1%	50 100.0% 8.6%	24 100.0% 4.1%	60 100.0% 10.3%	56 100.0% 9.6%	106 100.0% 18.2%	188 100.0% 32.2%	137 100.0% 23.5%	168 100.0% 28.8%	90 100.0% 15.4%	44 100.0% 7.5%	284 100.0% 48.7%	159 100.0% 27.3%	14 100.0% 2.4%	28 100.0% 4.8%
Antonio y Cleopatra	76 13.0% 100.0%	38 27.1% 50.0%	76 13.0% 100.0%	38 27.1% 50.0%	0 0.0% 0.0%	38 8.6% 50.0%	15 25.4% 19.7%	13 26.0% 17.1%	8 33.3% 10.5%	17 28.3% 22.4%	12 21.4% 15.8%	14 13.2% 18.4%	34 18.1% 44.7%	15 10.9% 19.7%	19 11.3% 25.0%	16 17.8% 21.1%	9 20.5% 11.8%	24 8.5% 31.6%	29 18.2% 38.2%	3 21.4% 3.9%	11 39.3% 14.5%
Backwoods	65 11.1% 100.0%	18 12.9% 27.7%	65 11.1% 100.0%	18 12.9% 27.7%	0 0.0% 0.0%	47 10.6% 72.3%	4 6.8% 6.2%	10 20.0% 15.4%	2 8.3% 3.1%	7 11.7% 10.8%	7 12.5% 10.8%	12 11.3% 18.5%	24 12.8% 36.9%	14 10.2% 21.5%	12 7.1% 18.5%	7 7.8% 10.8%	4 9.1% 6.2%	30 10.6% 46.2%	16 10.1% 24.6%	2 14.3% 3.1%	5 17.9% 7.7%
Dutch Masters	101 17.3% 100.0%	25 17.9% 24.8%	101 17.3% 100.0%	25 17.9% 24.8%	0 0.0% 0.0%	76 17.2% 75.2%	7 11.9% 6.9%	13 26.0% 12.9%	3 12.5% 3.0%	9 15.0% 8.9%	8 14.3% 7.9%	22 20.8% 21.8%	30 16.0% 29.7%	26 19.0% 25.7%	29 17.3% 28.7%	17 18.9% 16.8%	4 9.1% 4.0%	53 18.7% 52.5%	28 17.6% 27.7%	4 28.6% 4.0%	5 17.9% 5.0%
El Producto	43 7.4% 100.0%	6 4.3% 14.0%	43 7.4% 100.0%	6 4.3% 14.0%	0 0.0% 0.0%	37 8.4% 86.0%	2 3.4% 4.7%	4 8.0% 9.3%	1 4.2% 2.3%	5 8.3% 11.6%	4 7.1% 9.3%	9 8.5% 20.9%	16 8.5% 37.2%	8 5.8% 18.6%	10 6.0% 23.3%	5 5.6% 11.6%	3 6.8% 7.0%	19 6.7% 44.2%	14 8.8% 32.6%	5 35.7% 11.6%	0 0.0% 0.0%
Muriel	30 5.1% 100.0%	8 5.7% 26.7%	30 [illegible] 100.0%	8 5.7% 26.7%	0 0.0% 0.0%	22 5.0% 73.3%	1 1.7% 3.3%	5 10.0% 16.7%	1 4.2% 3.3%	2 3.3% 6.7%	3 5.4% 10.0%	6 5.7% 20.0%	12 6.4% 40.0%	4 2.9% 13.3%	10 6.0% 33.3%	8 8.9% 26.7%	4 9.1% 13.3%	17 6.0% 56.7%	6 3.8% 20.0%	3 21.4% 10.0%	2 7.1% 6.7%
Net - General Cigar Holdings	221 37.9% 100.0%	103 73.6% 46.6%	221 37.9% 100.0%	103 73.6% 46.6%	0 0.0% 0.0%	118 26.6% 53.4%	47 79.7% 21.3%	36 72.0% 16.3%	16 66.7% 7.2%	43 71.7% 19.5%	32 57.1% 14.5%	32 30.2% 14.5%	81 43.1% 36.7%	53 38.7% 24.0%	62 36.9% 28.1%	43 47.8% 19.5%	19 43.2% 8.6%	84 29.6% 38.0%	83 52.2% 37.6%	4 28.6% 1.8%	10 35.7% 4.5%
Subnet-General Cigar Holdings - Premium	83 14.2% 100.0%	83 59.3% 100.0%	83 14.2% 100.0%	83 59.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	41 69.5% 49.4%	26 52.0% 31.3%	14 58.3% 16.9%	34 56.7% 41.0%	17 30.4% 20.5%	6 5.7% 7.2%	27 14.4% 32.5%	26 19.0% 31.3%	25 14.9% 30.1%	27 30.0% 32.5%	13 29.5% 15.7%	18 6.3% 21.7%	43 27.0% 51.8%	1 7.1% 1.2%	6 21.4% 7.2%
SubNet - General Cigar Co.	212 36.4% 100.0%	94 67.1% 44.3%	212 36.4% 100.0%	94 67.1% 44.3%	0 0.0% 0.0%	118 26.6% 55.7%	41 69.5% 19.3%	34 68.0% 16.0%	14 58.3% 6.6%	37 61.7% 17.5%	32 57.1% 15.1%	31 29.2% 14.6%	79 42.0% 37.3%	48 35.0% 22.6%	59 35.1% 27.8%	41 45.6% 19.3%	18 40.9% 8.5%	83 29.2% 39.2%	79 49.7% 37.3%	4 28.6% 1.9%	8 28.6% 3.8%
Sub-Subnet - Premium	72 12.3% 100.0%	72 51.4% 100.0%	72 12.3% 100.0%	72 51.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	35 59.3% 48.6%	23 46.0% 31.9%	12 50.0% 16.7%	28 46.7% 38.9%	17 30.4% 23.6%	5 4.7% 6.9%	25 13.3% 34.7%	20 14.6% 27.8%	21 12.5% 29.2%	24 26.7% 33.3%	11 25.0% 15.3%	16 5.6% 22.2%	38 23.9% 52.8%	1 7.1% 1.4%	4 14.3% 5.6%
Cohiba	14 2.4% 100.0%	14 10.0% 100.0%	14 2.4% 100.0%	14 10.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 13.6% 57.1%	3 6.0% 21.4%	2 8.3% 14.3%	5 8.3% 35.7%	4 7.1% 28.6%	0 0.0% 0.0%	4 2.1% 28.6%	3 2.2% 21.4%	3 1.8% 21.4%	5 5.6% 35.7%	3 6.8% 21.4%	1 0.4% 7.1%	10 6.3% 71.4%	1 7.1% 7.1%	0 0.0% 0.0%
Cifuentes	3 0.5% 100.0%	3 2.1% 100.0%	3 0.5% 100.0%	3 2.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 33.3%	0 0.0% 0.0%	1 2.3% 33.3%	0 0.0% 0.0%	2 1.3% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%
Macanudo	47 8.1% 100.0%	47 33.6% 100.0%	47 8.1% 100.0%	47 33.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	21 35.6% 44.7%	17 34.0% 36.2%	9 37.5% 19.1%	17 28.3% 36.2%	11 19.6% 23.4%	4 3.8% 8.5%	17 9.0% 36.2%	13 9.5% 27.7%	15 8.9% 31.9%	16 17.8% 34.0%	5 11.4% 10.6%	11 3.9% 23.4%	22 13.8% 46.8%	0 0.0% 0.0%	3 10.7% 6.4%
Macanudo Vintage	13 2.2% 100.0%	13 9.3% 100.0%	13 2.2% 100.0%	13 9.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 13.6% 61.5%	2 4.0% 15.4%	3 12.5% 23.1%	6 10.0% 46.2%	2 3.6% 15.4%	0 0.0% 0.0%	6 3.2% 46.2%	3 2.2% 23.1%	4 2.4% 30.8%	6 6.7% 46.2%	3 6.8% 23.1%	2 0.7% 15.4%	10 6.3% 76.9%	0 0.0% 0.0%	0 0.0% 0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019259

Cigar Segmentation

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

Base: Total completes - Mass (Q19B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	583	140	583	140	0	443	59	50	24	60	56	106	188	137	168	90	44	284	159	14	28
	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		24.0%	100.0%	24.0%	0.0%	76.0%	10.1%	8.6%	4.1%	10.3%	9.6%	18.2%	32.2%	23.5%	28.8%	15.4%	7.5%	48.7%	27.3%	2.4%	4.8%
Partagas	21	21	21	21	0	0	15	4	7	8	4	1	8	6	6	8	3	4	16	0	1
	3.6%	15.0%	3.6%	15.0%	0.0%	0.0%	25.4%	8.0%	29.2%	13.3%	7.1%	0.9%	4.3%	4.4%	3.6%	8.9%	6.8%	1.4%	10.1%	0.0%	3.6%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	71.4%	19.0%	33.3%	38.1%	19.0%	4.8%	38.1%	28.6%	28.6%	38.1%	14.3%	19.0%	76.2%	0.0%	4.8%
Partagas Limited Reserve	3	3	3	3	0	0	2	0	1	1	0	0	1	1	2	2	2	0	3	0	0
	0.5%	2.1%	0.5%	2.1%	0.0%	0.0%	3.4%	0.0%	4.2%	1.7%	0.0%	0.0%	0.5%	0.7%	1.2%	2.2%	4.5%	0.0%	1.9%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	66.7%	0.0%	33.3%	33.3%	0.0%	0.0%	33.3%	33.3%	66.7%	66.7%	66.7%	0.0%	100.0%	0.0%	0.0%
Sub-Subnet - Mass	166	48	166	48	0	118	15	24	6	21	21	29	65	34	49	28	10	75	50	4	7
	28.5%	34.3%	28.5%	34.3%	0.0%	26.6%	25.4%	48.0%	25.0%	35.0%	37.5%	27.4%	34.6%	24.8%	29.2%	31.1%	22.7%	26.4%	31.4%	28.6%	25.0%
	100.0%	28.9%	100.0%	28.9%	0.0%	71.1%	9.0%	14.5%	3.6%	12.7%	12.7%	17.5%	39.2%	20.5%	29.5%	16.9%	6.0%	45.2%	30.1%	2.4%	4.2%
Garcia y Vega/Whiffs	72	32	72	32	0	40	10	15	5	15	12	10	27	17	17	14	6	31	20	1	5
	12.3%	22.9%	12.3%	22.9%	0.0%	9.0%	16.9%	30.0%	20.8%	25.0%	21.4%	9.4%	14.4%	12.4%	10.1%	15.6%	13.6%	10.9%	12.6%	7.1%	17.9%
	100.0%	44.4%	100.0%	44.4%	0.0%	55.6%	13.9%	20.8%	6.9%	20.8%	16.7%	13.9%	37.5%	23.6%	23.6%	19.4%	8.3%	43.1%	27.8%	1.4%	6.9%
Tiparillo	43	8	43	8	0	35	3	5	1	5	4	9	21	7	14	6	4	19	17	1	2
	7.4%	5.7%	7.4%	5.7%	0.0%	7.9%	5.1%	10.0%	4.2%	8.3%	7.1%	8.5%	11.2%	5.1%	8.3%	6.7%	9.1%	6.7%	10.7%	7.1%	7.1%
	100.0%	18.6%	100.0%	18.6%	0.0%	81.4%	7.0%	11.6%	2.3%	11.6%	9.3%	20.9%	48.8%	16.3%	32.6%	14.0%	9.3%	44.2%	39.5%	2.3%	4.7%
White Owl	61	12	61	12	0	49	1	10	1	4	7	13	26	7	26	13	2	31	16	2	0
	10.5%	8.6%	10.5%	8.6%	0.0%	11.1%	1.7%	20.0%	4.2%	6.7%	12.5%	12.3%	13.8%	5.1%	15.5%	14.4%	4.5%	10.9%	10.1%	14.3%	0.0%
	100.0%	19.7%	100.0%	19.7%	0.0%	80.3%	1.6%	16.4%	1.6%	6.6%	11.5%	21.3%	42.6%	11.5%	42.6%	21.3%	3.3%	50.8%	26.2%	3.3%	0.0%
William Penn	14	4	14	4	0	10	1	1	0	3	1	3	3	3	5	3	2	4	5	2	0
	2.4%	2.9%	2.4%	2.9%	0.0%	2.3%	1.7%	2.0%	0.0%	5.0%	1.8%	2.8%	1.6%	2.2%	3.0%	3.3%	4.5%	1.4%	3.1%	14.3%	0.0%
	100.0%	28.6%	100.0%	28.6%	0.0%	71.4%	7.1%	7.1%	0.0%	21.4%	7.1%	21.4%	21.4%	21.4%	35.7%	21.4%	14.3%	28.6%	35.7%	14.3%	0.0%
SubNet - Villazon	29	29	29	29	0	0	15	7	7	13	1	2	10	9	12	10	5	4	18	0	3
	5.0%	20.7%	5.0%	20.7%	0.0%	0.0%	25.4%	14.0%	29.2%	21.7%	1.8%	1.9%	5.3%	6.6%	7.1%	11.1%	11.4%	1.4%	11.3%	0.0%	10.7%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	51.7%	24.1%	24.1%	44.8%	3.4%	6.9%	34.5%	31.0%	41.4%	34.5%	17.2%	13.8%	62.1%	0.0%	10.3%
Hoyo de Monterrey	13	13	13	13	0	0	8	2	5	4	0	0	5	4	8	6	1	2	9	0	1
	2.2%	9.3%	2.2%	9.3%	0.0%	0.0%	13.6%	4.0%	20.8%	6.7%	0.0%	0.0%	2.7%	2.9%	4.8%	6.7%	2.3%	0.7%	5.7%	0.0%	3.6%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	61.5%	15.4%	38.5%	30.8%	0.0%	0.0%	38.5%	30.8%	61.5%	46.2%	7.7%	15.4%	69.2%	0.0%	7.7%
Hoyo de Monterrey Excalibur	7	7	7	7	0	0	3	1	2	2	0	0	2	2	5	4	3	0	5	0	1
	1.2%	5.0%	1.2%	5.0%	0.0%	0.0%	5.1%	2.0%	8.3%	3.3%	0.0%	0.0%	1.1%	1.5%	3.0%	4.4%	6.8%	0.0%	3.1%	0.0%	3.6%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	42.9%	14.3%	28.6%	28.6%	0.0%	0.0%	28.6%	28.6%	71.4%	57.1%	42.9%	0.0%	71.4%	0.0%	14.3%
Punch	18	18	18	18	0	0	12	3	6	9	1	2	7	6	7	6	2	1	12	0	3
	3.1%	12.9%	3.1%	12.9%	0.0%	0.0%	20.3%	6.0%	25.0%	15.0%	1.8%	1.9%	3.7%	4.4%	4.2%	6.7%	4.5%	0.4%	7.5%	0.0%	10.7%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	66.7%	16.7%	33.3%	50.0%	5.6%	11.1%	38.9%	33.3%	38.9%	33.3%	11.1%	5.6%	66.7%	0.0%	16.7%
Punch Grand Cru	3	3	3	3	0	0	0	2	0	1	0	0	1	1	2	1	0	1	2	0	0
	0.5%	2.1%	0.5%	2.1%	0.0%	0.0%	0.0%	4.0%	0.0%	1.7%	0.0%	0.0%	0.5%	0.7%	1.2%	1.1%	0.0%	0.4%	1.3%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	66.7%	0.0%	33.3%	0.0%	0.0%	33.3%	33.3%	66.7%	33.3%	0.0%	33.3%	66.7%	0.0%	0.0%
Net - Swisher International	276	61	276	61	0	215	23	29	10	31	23	54	86	71	83	44	20	152	68	9	7
	47.3%	43.6%	47.3%	43.6%	0.0%	48.5%	39.0%	58.0%	41.7%	51.7%	41.1%	50.9%	45.7%	51.8%	49.4%	48.9%	45.5%	53.5%	42.8%	64.3%	25.0%
	100.0%	22.1%	100.0%	22.1%	0.0%	77.9%	8.3%	10.5%	3.6%	11.2%	8.3%	19.6%	31.2%	25.7%	30.1%	15.9%	7.2%	55.1%	24.6%	3.3%	2.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019260

Cigar Segmentation

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

Base: Total completes - Mass (Q19B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	583	140	583	140	0	443	59	50	24	60	56	106	188	137	168	90	44	284	159	14	28
	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	24.0%	100.0%	24.0%	0.0%	76.0%	10.1%	8.6%	4.1%	10.3%	9.6%	18.2%	32.2%	23.5%	28.8%	15.4%	7.5%	48.7%	27.3%	2.4%	4.8%
Bering	28	22	28	22	0	6	16	4	7	10	3	1	8	14	8	10	6	2	18	2	1
	4.8%	15.7%	4.8%	15.7%	0.0%	1.4%	27.1%	8.0%	29.2%	16.7%	5.4%	0.9%	4.3%	10.2%	4.8%	11.1%	13.6%	0.7%	11.3%	14.3%	3.6%
	100.0%	78.6%	100.0%	78.6%	0.0%	21.4%	57.1%	14.3%	25.0%	35.7%	10.7%	3.6%	28.6%	50.0%	28.6%	35.7%	21.4%	7.1%	64.3%	7.1%	3.6%
King Edward	60	12	60	12	0	48	1	9	0	10	4	16	18	15	24	11	4	33	13	5	0
	10.3%	8.6%	10.3%	8.6%	0.0%	10.8%	1.7%	18.0%	0.0%	16.7%	7.1%	15.1%	9.6%	10.9%	14.3%	12.2%	9.1%	11.6%	8.2%	35.7%	0.0%
	100.0%	20.0%	100.0%	20.0%	0.0%	80.0%	1.7%	15.0%	0.0%	16.7%	6.7%	26.7%	30.0%	25.0%	40.0%	18.3%	6.7%	55.0%	21.7%	8.3%	0.0%
La Prima Dora	6	4	6	4	0	2	2	0	0	2	0	0	0	3	2	2	2	1	5	0	0
	1.0%	2.9%	1.0%	2.9%	0.0%	0.5%	3.4%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	2.2%	1.2%	2.2%	4.5%	0.4%	3.1%	0.0%	0.0%
	100.0%	66.7%	100.0%	66.7%	0.0%	33.3%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	50.0%	33.3%	33.3%	33.3%	16.7%	83.3%	0.0%	0.0%
Swisher Sweets	212	28	212	28	0	184	5	20	3	14	17	47	68	48	62	28	12	134	40	3	6
	36.4%	20.0%	36.4%	20.0%	0.0%	41.5%	8.5%	40.0%	12.5%	23.3%	30.4%	44.3%	36.2%	35.0%	36.9%	31.1%	27.3%	47.2%	25.2%	21.4%	21.4%
	100.0%	13.2%	100.0%	13.2%	0.0%	86.8%	2.4%	9.4%	1.4%	6.6%	8.0%	22.2%	32.1%	22.6%	29.2%	13.2%	5.7%	63.2%	18.9%	1.4%	2.8%
Net - JR Tobacco Brands	9	9	9	9	0	0	4	3	2	4	2	0	4	3	3	4	3	2	4	0	2
	1.5%	6.4%	1.5%	6.4%	0.0%	0.0%	6.8%	6.0%	8.3%	6.7%	3.6%	0.0%	2.1%	2.2%	1.8%	4.4%	6.8%	0.7%	2.5%	0.0%	7.1%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	44.4%	33.3%	22.2%	44.4%	22.2%	0.0%	44.4%	33.3%	33.3%	44.4%	33.3%	22.2%	44.4%	0.0%	22.2%
El Rey Del Mundo	4	4	4	4	0	0	1	1	1	1	1	0	2	1	3	4	3	1	2	0	0
	0.7%	2.9%	0.7%	2.9%	0.0%	0.0%	1.7%	2.0%	4.2%	1.7%	1.8%	0.0%	1.1%	0.7%	1.8%	4.4%	6.8%	0.4%	1.3%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	25.0%	25.0%	25.0%	25.0%	25.0%	0.0%	50.0%	25.0%	75.0%	100.0%	75.0%	25.0%	50.0%	0.0%	0.0%
J.R. Ultimates	5	5	5	5	0	0	3	2	1	3	1	0	2	2	0	0	0	1	2	0	2
	0.9%	3.6%	0.9%	3.6%	0.0%	0.0%	5.1%	4.0%	4.2%	5.0%	1.8%	0.0%	1.1%	1.5%	0.0%	0.0%	0.0%	0.4%	1.3%	0.0%	7.1%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	60.0%	40.0%	20.0%	60.0%	20.0%	0.0%	40.0%	40.0%	0.0%	0.0%	0.0%	20.0%	40.0%	0.0%	40.0%
Net - Tabacalera	168	42	168	42	0	126	15	17	9	16	20	40	52	41	62	34	15	90	50	6	3
	28.8%	30.0%	28.8%	30.0%	0.0%	28.4%	25.4%	34.0%	37.5%	26.7%	35.7%	37.7%	27.7%	29.9%	36.9%	37.8%	34.1%	31.7%	31.4%	42.9%	10.7%
	100.0%	25.0%	100.0%	25.0%	0.0%	75.0%	8.9%	10.1%	5.4%	9.5%	11.9%	23.8%	31.0%	24.4%	36.9%	20.2%	8.9%	53.6%	29.8%	3.6%	1.8%
Subnet - Premium	14	14	14	14	0	0	6	5	2	5	5	0	3	8	3	4	3	2	10	1	0
	2.4%	10.0%	2.4%	10.0%	0.0%	0.0%	10.2%	10.0%	8.3%	8.3%	8.9%	0.0%	1.6%	5.8%	1.8%	4.4%	6.8%	0.7%	6.3%	7.1%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	42.9%	35.7%	14.3%	35.7%	35.7%	0.0%	21.4%	57.1%	21.4%	28.6%	21.4%	14.3%	71.4%	7.1%	0.0%
Romeo y Julieta	14	14	14	14	0	0	6	5	2	5	5	0	3	8	3	4	3	2	10	1	0
	2.4%	10.0%	2.4%	10.0%	0.0%	0.0%	10.2%	10.0%	8.3%	8.3%	8.9%	0.0%	1.6%	5.8%	1.8%	4.4%	6.8%	0.7%	6.3%	7.1%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	42.9%	35.7%	14.3%	35.7%	35.7%	0.0%	21.4%	57.1%	21.4%	28.6%	21.4%	14.3%	71.4%	7.1%	0.0%
Subnet - Mass	159	33	159	33	0	126	12	14	7	15	16	40	51	36	61	32	14	88	44	5	3
	27.3%	23.6%	27.3%	23.6%	0.0%	28.4%	20.3%	28.0%	29.2%	25.0%	28.6%	37.7%	27.1%	26.3%	36.3%	35.6%	31.8%	31.0%	27.7%	35.7%	10.7%
	100.0%	20.8%	100.0%	20.8%	0.0%	79.2%	7.5%	8.8%	4.4%	9.4%	10.1%	25.2%	32.1%	22.6%	38.4%	20.1%	8.8%	55.3%	27.7%	3.1%	1.9%
Black & Gold/Black & Mild	76	18	76	18	0	58	7	8	2	7	8	15	25	21	23	12	9	38	25	1	1
	13.0%	12.9%	13.0%	12.9%	0.0%	13.1%	11.9%	16.0%	8.3%	11.7%	14.3%	14.2%	13.3%	15.3%	13.7%	13.3%	20.5%	13.4%	15.7%	7.1%	3.6%
	100.0%	23.7%	100.0%	23.7%	0.0%	76.3%	9.2%	10.5%	2.6%	9.2%	10.5%	19.7%	32.9%	27.6%	30.3%	15.8%	11.8%	50.0%	32.9%	1.3%	1.3%
Hav-a-Tampa/Jewels	67	13	67	13	0	54	3	6	3	6	7	20	23	13	29	13	7	37	18	2	1
	11.5%	9.3%	11.5%	9.3%	0.0%	12.2%	5.1%	12.0%	12.5%	10.0%	12.5%	18.9%	12.2%	9.5%	17.3%	14.4%	15.9%	13.0%	11.3%	14.3%	3.6%
	100.0%	19.4%	100.0%	19.4%	0.0%	80.6%	4.5%	9.0%	4.5%	9.0%	10.4%	29.9%	34.3%	19.4%	43.3%	19.4%	10.4%	55.2%	26.9%	3.0%	1.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019261

Cigar Segmentation

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

Base: Total completes - Mass (Q19B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMIUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	583	140	583	140	0	443	59	50	24	60	56	106	188	137	168	90	44	284	159	14	28
	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	24.0%	100.0%	24.0%	0.0%	76.0%	10.1%	8.6%	4.1%	10.3%	9.6%	18.2%	32.2%	23.5%	28.8%	15.4%	7.5%	48.7%	27.3%	2.4%	4.8%
Phillies	48	11	48	11	0	37	3	8	3	7	6	17	15	8	23	14	2	34	12	2	1
	8.2%	7.9%	8.2%	7.9%	0.0%	8.4%	5.1%	16.0%	12.5%	11.7%	10.7%	16.0%	8.0%	5.8%	13.7%	15.6%	4.5%	12.0%	7.5%	14.3%	3.6%
	100.0%	22.9%	100.0%	22.9%	0.0%	77.1%	6.3%	16.7%	6.3%	14.6%	12.5%	35.4%	31.3%	16.7%	47.9%	29.2%	4.2%	70.8%	25.0%	4.2%	2.1%
Net - Other	131	78	131	78	0	53	36	24	14	31	17	16	42	40	34	24	17	44	55	4	13
	22.5%	55.7%	22.5%	55.7%	0.0%	12.0%	61.0%	48.0%	58.3%	51.7%	30.4%	15.1%	22.3%	29.2%	20.2%	26.7%	38.6%	15.5%	34.6%	28.6%	46.4%
	100.0%	59.5%	100.0%	59.5%	0.0%	40.5%	27.5%	18.3%	10.7%	23.7%	13.0%	12.2%	32.1%	30.5%	26.0%	18.3%	13.0%	33.6%	42.0%	3.1%	9.9%
Subnet - Premium	64	64	64	64	0	0	31	17	12	25	11	4	19	23	13	14	11	10	34	3	10
	11.0%	45.7%	11.0%	45.7%	0.0%	0.0%	52.5%	34.0%	50.0%	41.7%	19.6%	3.8%	10.1%	16.8%	7.7%	15.6%	25.0%	3.5%	21.4%	21.4%	35.7%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	48.4%	26.6%	18.8%	39.1%	17.2%	6.3%	29.7%	35.9%	20.3%	21.9%	17.2%	15.6%	53.1%	4.7%	15.6%
Ashton	6	6	6	6	0	0	3	1	1	1	2	0	2	2	2	2	3	1	3	0	0
	1.0%	4.3%	1.0%	4.3%	0.0%	0.0%	5.1%	2.0%	4.2%	1.7%	3.6%	0.0%	1.1%	1.5%	1.2%	2.2%	6.8%	0.4%	1.9%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	50.0%	16.7%	16.7%	16.7%	33.3%	0.0%	33.3%	33.3%	33.3%	33.3%	50.0%	16.7%	50.0%	0.0%	0.0%
Bahia	3	3	3	3	0	0	2	0	0	2	0	0	0	2	2	2	2	0	1	0	0
	0.5%	2.1%	0.5%	2.1%	0.0%	0.0%	3.4%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	1.5%	1.2%	2.2%	4.5%	0.0%	0.6%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	66.7%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	66.7%	66.7%	66.7%	66.7%	0.0%	33.3%	0.0%	0.0%
Davidoff	6	6	6	6	0	0	4	0	2	0	2	0	1	2	2	2	3	0	5	0	0
	1.0%	4.3%	1.0%	4.3%	0.0%	0.0%	6.8%	0.0%	8.3%	0.0%	3.6%	0.0%	0.5%	1.5%	1.2%	2.2%	6.8%	0.0%	3.1%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	66.7%	0.0%	33.3%	0.0%	33.3%	0.0%	16.7%	33.3%	33.3%	33.3%	50.0%	0.0%	83.3%	0.0%	0.0%
Don Tomas	16	16	16	16	0	0	11	2	3	8	3	1	3	7	4	3	3	2	8	0	1
	2.7%	11.4%	2.7%	11.4%	0.0%	0.0%	18.6%	4.0%	12.5%	13.3%	5.4%	0.9%	1.6%	5.1%	2.4%	3.3%	6.8%	0.7%	5.0%	0.0%	3.6%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	68.8%	12.5%	18.8%	50.0%	18.8%	6.3%	18.8%	43.8%	25.0%	18.8%	18.8%	12.5%	50.0%	0.0%	6.3%
Dunhill	16	16	16	16	0	0	9	6	4	5	4	2	4	8	3	6	2	2	12	3	0
	2.7%	11.4%	2.7%	11.4%	0.0%	0.0%	15.3%	12.0%	16.7%	8.3%	7.1%	1.9%	2.1%	5.8%	1.8%	6.7%	4.5%	0.7%	7.5%	21.4%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	56.3%	37.5%	25.0%	31.3%	25.0%	12.5%	25.0%	50.0%	18.8%	37.5%	12.5%	12.5%	75.0%	18.8%	0.0%
Fuente/Arturo Fuente	24	24	24	24	0	0	12	7	5	12	1	0	9	7	9	8	5	3	15	0	2
	4.1%	17.1%	4.1%	17.1%	0.0%	0.0%	20.3%	14.0%	20.8%	20.0%	1.8%	0.0%	4.8%	5.1%	5.4%	8.9%	11.4%	1.1%	9.4%	0.0%	7.1%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	50.0%	29.2%	20.8%	50.0%	4.2%	0.0%	37.5%	29.2%	37.5%	33.3%	20.8%	12.5%	62.5%	0.0%	8.3%
Thompson	17	17	17	17	0	0	6	3	4	6	1	1	6	2	2	3	1	3	5	0	8
	2.9%	12.1%	2.9%	12.1%	0.0%	0.0%	10.2%	6.0%	16.7%	10.0%	1.8%	0.9%	3.2%	1.5%	1.2%	3.3%	2.3%	1.1%	3.1%	0.0%	28.6%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	35.3%	17.6%	23.5%	35.3%	5.9%	5.9%	35.3%	11.8%	11.8%	17.6%	5.9%	17.6%	29.4%	0.0%	47.1%
Subnet - Mass	23	4	23	4	0	19	0	2	0	1	1	7	7	4	6	2	1	12	8	1	0
	3.9%	2.9%	3.9%	2.9%	0.0%	4.3%	0.0%	4.0%	0.0%	1.7%	1.8%	6.6%	3.7%	2.9%	3.6%	2.2%	2.3%	4.2%	5.0%	7.1%	0.0%
	100.0%	17.4%	100.0%	17.4%	0.0%	82.6%	0.0%	8.7%	0.0%	4.3%	4.3%	30.4%	30.4%	17.4%	26.1%	8.7%	4.3%	52.2%	34.8%	4.3%	0.0%
Middleton	23	4	23	4	0	19	0	2	0	1	1	7	7	4	6	2	1	12	8	1	0
	3.9%	2.9%	3.9%	2.9%	0.0%	4.3%	0.0%	4.0%	0.0%	1.7%	1.8%	6.6%	3.7%	2.9%	3.6%	2.2%	2.3%	4.2%	5.0%	7.1%	0.0%
	100.0%	17.4%	100.0%	17.4%	0.0%	82.6%	0.0%	8.7%	0.0%	4.3%	4.3%	30.4%	30.4%	17.4%	26.1%	8.7%	4.3%	52.2%	34.8%	4.3%	0.0%
Other	64	28	64	28	0	36	13	9	6	10	7	7	22	17	22	11	8	24	22	1	7
	11.0%	20.0%	11.0%	20.0%	0.0%	8.1%	22.0%	18.0%	25.0%	16.7%	12.5%	6.6%	11.7%	12.4%	13.1%	12.2%	18.2%	8.5%	13.8%	7.1%	25.0%
	100.0%	43.8%	100.0%	43.8%	0.0%	56.3%	20.3%	14.1%	9.4%	15.6%	10.9%	10.9%	34.4%	26.6%	34.4%	17.2%	12.5%	37.5%	34.4%	1.6%	10.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019262

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
SuperNet - Both premium and mass brands	192	135	139	103	32	36	48	41	33	74	68	24	69	72	54	55	27	47	88	8	23
	15.6%	29.6%	23.8%	73.6%	10.1%	8.1%	81.4%	82.0%	38.4%	44.3%	37.2%	22.2%	31.8%	37.7%	21.5%	28.5%	12.1%	12.4%	19.5%	18.2%	21.1%
	100.0%	70.3%	72.4%	53.6%	16.7%	18.8%	25.0%	21.4%	17.2%	38.5%	35.4%	12.5%	35.9%	37.5%	28.1%	28.6%	14.1%	24.5%	45.8%	4.2%	12.0%
SuperNet - Premium brands only	298	259	17	13	246	4	11	0	53	93	115	0	0	0	35	66	114	16	175	13	49
	24.2%	56.8%	2.9%	9.3%	77.8%	0.9%	18.6%	0.0%	61.6%	55.7%	62.8%	0.0%	0.0%	0.0%	13.9%	34.2%	51.1%	4.2%	38.8%	29.5%	45.0%
	100.0%	86.9%	5.7%	4.4%	82.6%	1.3%	3.7%	0.0%	17.8%	31.2%	38.6%	0.0%	0.0%	0.0%	11.7%	22.1%	38.3%	5.4%	58.7%	4.4%	16.4%
SuperNet - Mass brands Only	426	12	375	11	1	364	0	9	0	0	0	84	148	119	132	48	17	248	77	6	10
	34.7%	2.6%	64.3%	7.9%	0.3%	82.2%	0.0%	18.0%	0.0%	0.0%	0.0%	77.8%	68.2%	62.3%	52.6%	24.9%	7.6%	65.3%	17.1%	13.6%	9.2%
	100.0%	2.8%	88.0%	2.6%	0.2%	85.4%	0.0%	2.1%	0.0%	0.0%	0.0%	19.7%	34.7%	27.9%	31.0%	11.3%	4.0%	58.2%	18.1%	1.4%	2.3%
SuperNet - Premium	490	394	156	116	278	40	59	41	86	167	183	24	69	72	89	121	141	63	263	21	72
	39.9%	86.4%	26.8%	82.9%	88.0%	9.0%	100.0%	82.0%	100.0%	100.0%	100.0%	22.2%	31.8%	37.7%	35.5%	62.7%	63.2%	16.6%	58.3%	47.7%	66.1%
	100.0%	80.4%	31.8%	23.7%	56.7%	8.2%	12.0%	8.4%	17.6%	34.1%	37.3%	4.9%	14.1%	14.7%	18.2%	24.7%	28.8%	12.9%	53.7%	4.3%	14.7%
SuperNet - Mass	618	147	514	114	33	400	48	50	33	74	68	108	217	191	186	103	44	295	165	14	33
	50.3%	32.2%	88.2%	81.4%	10.4%	90.3%	81.4%	100.0%	38.4%	44.3%	37.2%	100.0%	100.0%	100.0%	74.1%	53.4%	19.7%	77.6%	36.6%	31.8%	30.3%
	100.0%	23.8%	83.2%	18.4%	5.3%	64.7%	7.8%	8.1%	5.3%	12.0%	11.0%	17.5%	35.1%	30.9%	30.1%	16.7%	7.1%	47.7%	26.7%	2.3%	5.3%
Net - Consolidated Cigar Co.	451	221	261	85	136	176	36	37	60	100	90	59	128	89	119	106	74	132	182	11	46
	36.7%	48.5%	44.8%	60.7%	43.0%	39.7%	61.0%	74.0%	69.8%	59.9%	49.2%	54.6%	59.0%	46.6%	47.4%	54.9%	33.2%	34.7%	40.4%	25.0%	42.2%
	100.0%	49.0%	57.9%	18.8%	30.2%	39.0%	8.0%	8.2%	13.3%	22.2%	20.0%	13.1%	28.4%	19.7%	26.4%	23.5%	16.4%	29.3%	40.4%	2.4%	10.2%
Subnet - Premium	206	169	55	43	126	12	24	12	48	76	62	7	24	30	43	64	62	21	118	4	27
	16.8%	37.1%	9.4%	30.7%	39.9%	2.7%	40.7%	24.0%	55.8%	45.5%	33.9%	6.5%	11.1%	15.7%	17.1%	33.2%	27.8%	5.5%	26.2%	9.1%	24.8%
	100.0%	82.0%	26.7%	20.9%	61.2%	5.8%	11.7%	5.8%	23.3%	36.9%	30.1%	3.4%	11.7%	14.6%	20.9%	31.1%	30.1%	10.2%	57.3%	1.9%	13.1%
Don Diego	58	40	22	15	25	7	11	2	12	24	14	4	9	9	13	20	10	7	30	2	6
	4.7%	8.8%	3.8%	10.7%	7.9%	1.6%	18.6%	4.0%	14.0%	14.4%	7.7%	3.7%	4.1%	4.7%	5.2%	10.4%	4.5%	1.8%	6.7%	4.5%	5.5%
	100.0%	69.0%	37.9%	25.9%	43.1%	12.1%	19.0%	3.4%	20.7%	41.4%	24.1%	6.9%	15.5%	15.5%	22.4%	34.5%	17.2%	12.1%	51.7%	3.4%	10.3%
Montecristo	55	47	12	10	37	2	6	2	12	19	21	0	6	7	9	17	26	5	36	2	6
	4.5%	10.3%	2.1%	7.1%	11.7%	0.5%	10.2%	4.0%	14.0%	11.4%	11.5%	0.0%	2.8%	3.7%	3.6%	8.8%	11.7%	1.3%	8.0%	4.5%	5.5%
	100.0%	85.5%	21.8%	18.2%	67.3%	3.6%	10.9%	3.6%	21.8%	34.5%	38.2%	0.0%	10.9%	12.7%	16.4%	30.9%	47.3%	9.1%	65.5%	3.6%	10.9%
Royal Jamaica	32	26	8	5	21	3	3	2	11	12	8	3	4	5	12	13	8	2	18	0	4
	2.6%	5.7%	1.4%	3.6%	6.6%	0.7%	5.1%	4.0%	12.8%	7.2%	4.4%	2.8%	1.8%	2.6%	4.8%	6.7%	3.6%	0.5%	4.0%	0.0%	3.7%
	100.0%	81.3%	25.0%	15.6%	65.6%	9.4%	9.4%	6.3%	34.4%	37.5%	25.0%	9.4%	12.5%	15.6%	37.5%	40.6%	25.0%	6.3%	56.3%	0.0%	12.5%
Te-Amo	42	35	13	12	23	1	4	5	13	19	5	1	8	7	14	18	10	7	22	0	7
	3.4%	7.7%	2.2%	8.6%	7.3%	0.2%	6.8%	10.0%	15.1%	11.4%	2.7%	0.9%	3.7%	3.7%	5.6%	9.3%	4.5%	1.8%	4.9%	0.0%	6.4%
	100.0%	83.3%	31.0%	28.6%	54.8%	2.4%	9.5%	11.9%	31.0%	45.2%	11.9%	2.4%	19.0%	16.7%	33.3%	42.9%	23.8%	16.7%	52.4%	0.0%	16.7%
Upmann/H. Upmann	77	68	10	8	60	2	6	1	24	30	16	0	8	9	14	25	24	4	44	0	11
	6.3%	14.9%	1.7%	5.7%	19.0%	0.5%	10.2%	2.0%	27.9%	18.0%	8.7%	0.0%	3.7%	4.7%	5.6%	13.0%	10.8%	1.1%	9.8%	0.0%	10.1%
	100.0%	88.3%	13.0%	10.4%	77.9%	2.6%	7.8%	1.3%	31.2%	39.0%	20.8%	0.0%	10.4%	11.7%	18.2%	32.5%	31.2%	5.2%	57.1%	0.0%	14.3%
Subnet - Mass	276	74	228	59	15	169	22	29	20	35	38	55	115	70	86	55	19	115	81	8	24
	22.5%	16.2%	39.1%	42.1%	4.7%	38.1%	37.3%	58.0%	23.3%	21.0%	20.8%	50.9%	53.0%	36.6%	34.3%	28.5%	8.5%	30.3%	18.0%	18.2%	22.0%
	100.0%	26.8%	82.6%	21.4%	5.4%	61.2%	8.0%	10.5%	7.2%	12.7%	13.8%	19.9%	41.7%	25.4%	31.2%	19.9%	6.9%	41.7%	29.3%	2.9%	8.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019263

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Antonio y Cleopatra	95	38	73	30	8	43	12	13	13	19	18	19	47	23	34	24	9	28	32	4	17
	7.7%	8.3%	12.5%	21.4%	2.5%	9.7%	20.3%	26.0%	15.1%	11.4%	9.8%	17.6%	21.7%	12.0%	13.5%	12.4%	4.0%	7.4%	7.1%	9.1%	15.6%
	100.0%	40.0%	76.8%	31.6%	8.4%	45.3%	12.6%	13.7%	13.7%	20.0%	18.9%	20.0%	49.5%	24.2%	35.8%	25.3%	9.5%	29.5%	33.7%	4.2%	17.9%
Backwoods	80	18	66	14	4	52	4	9	4	8	11	18	30	20	19	13	3	34	24	1	7
	6.5%	3.9%	11.3%	10.0%	1.3%	11.7%	6.8%	18.0%	4.7%	4.8%	6.0%	16.7%	13.8%	10.5%	7.6%	6.7%	1.3%	8.9%	5.3%	2.3%	6.4%
	100.0%	22.5%	82.5%	17.5%	5.0%	65.0%	5.0%	11.3%	5.0%	10.0%	13.8%	22.5%	37.5%	25.0%	23.8%	16.3%	3.8%	42.5%	30.0%	1.3%	8.8%
Dutch Masters	107	24	86	18	6	68	4	12	7	11	12	25	49	20	45	26	5	54	23	3	5
	8.7%	5.3%	14.8%	12.9%	1.9%	15.3%	6.8%	24.0%	8.1%	6.6%	6.6%	23.1%	22.6%	10.5%	17.9%	13.5%	2.2%	14.2%	5.1%	6.8%	4.6%
	100.0%	22.4%	80.4%	16.8%	5.6%	63.6%	3.7%	11.2%	6.5%	10.3%	11.2%	23.4%	45.8%	18.7%	42.1%	24.3%	4.7%	50.5%	21.5%	2.8%	4.7%
El Producto	50	10	43	6	4	37	3	3	5	6	5	8	29	8	17	10	3	20	13	3	3
	4.1%	2.2%	7.4%	4.3%	1.3%	8.4%	5.1%	6.0%	5.8%	3.6%	2.7%	7.4%	13.4%	4.2%	6.8%	5.2%	1.3%	5.3%	2.9%	6.8%	2.8%
	100.0%	20.0%	86.0%	12.0%	8.0%	74.0%	6.0%	6.0%	10.0%	12.0%	10.0%	16.0%	58.0%	16.0%	34.0%	20.0%	6.0%	40.0%	26.0%	6.0%	6.0%
Muriel	33	9	30	8	1	22	1	5	2	2	4	6	16	5	13	10	5	17	7	2	2
	2.7%	2.0%	5.1%	5.7%	0.3%	5.0%	1.7%	10.0%	2.3%	1.2%	2.2%	5.6%	7.4%	2.6%	5.2%	5.2%	2.2%	4.5%	1.6%	4.5%	1.8%
	100.0%	27.3%	90.9%	24.2%	3.0%	66.7%	3.0%	15.2%	6.1%	6.1%	12.1%	18.2%	48.5%	15.2%	39.4%	30.3%	15.2%	51.5%	21.2%	6.1%	6.1%
Net - General Cigar Holdings	477	296	212	89	207	123	44	34	68	136	122	40	109	79	111	114	112	104	227	14	51
	38.8%	64.9%	36.4%	63.6%	65.5%	27.8%	74.6%	68.0%	79.1%	81.4%	66.7%	37.0%	50.2%	41.4%	44.2%	59.1%	50.2%	27.4%	50.3%	31.8%	46.8%
	100.0%	62.1%	44.4%	18.7%	43.4%	25.8%	9.2%	7.1%	14.3%	28.5%	25.6%	8.4%	22.9%	16.6%	23.3%	23.9%	23.5%	21.8%	47.6%	2.9%	10.7%
Subnet-General Cigar Holdings - Premium	325	272	87	70	202	17	38	22	62	123	106	12	40	46	60	89	106	28	190	12	43
	26.4%	59.6%	14.9%	50.0%	63.9%	3.8%	64.4%	44.0%	72.1%	73.7%	57.9%	11.1%	18.4%	24.1%	23.9%	46.1%	47.5%	7.4%	42.1%	27.3%	39.4%
	100.0%	83.7%	26.8%	21.5%	62.2%	5.2%	11.7%	6.8%	19.1%	37.8%	32.6%	3.7%	12.3%	14.2%	18.5%	27.4%	32.6%	8.6%	58.5%	3.7%	13.2%
SubNet - General Cigar Co.	436	258	204	81	177	123	37	33	56	122	113	39	106	70	102	105	108	102	208	14	38
	35.5%	56.6%	35.0%	57.9%	56.0%	27.8%	62.7%	66.0%	65.1%	73.1%	61.7%	36.1%	48.8%	36.6%	40.6%	54.4%	48.4%	26.8%	46.1%	31.8%	34.9%
	100.0%	59.2%	46.8%	18.6%	40.6%	28.2%	8.5%	7.6%	12.8%	28.0%	25.9%	8.9%	24.3%	16.1%	23.4%	24.1%	24.8%	23.4%	47.7%	3.2%	8.7%
Sub-Subnet - Premium	282	232	77	60	172	17	31	19	50	107	97	10	37	36	51	80	101	26	171	12	29
	22.9%	50.9%	13.2%	42.9%	54.4%	3.8%	52.5%	38.0%	58.1%	64.1%	53.0%	9.3%	17.1%	18.8%	20.3%	41.5%	45.3%	6.8%	37.9%	27.3%	26.6%
	100.0%	82.3%	27.3%	21.3%	61.0%	6.0%	11.0%	6.7%	17.7%	37.9%	34.4%	3.5%	13.1%	12.8%	18.1%	28.4%	35.8%	9.2%	60.6%	4.3%	10.3%
Cohiba	86	67	20	15	52	5	9	4	25	31	23	2	9	14	19	29	33	5	48	3	7
	7.0%	14.7%	3.4%	10.7%	16.5%	1.1%	15.3%	8.0%	29.1%	18.6%	12.6%	1.9%	4.1%	7.3%	7.6%	15.0%	14.8%	1.3%	10.6%	6.8%	6.4%
	100.0%	77.9%	23.3%	17.4%	60.5%	5.8%	10.5%	4.7%	29.1%	36.0%	26.7%	2.3%	10.5%	16.3%	22.1%	33.7%	38.4%	5.8%	55.8%	3.5%	8.1%
Cifuentes	13	13	2	2	11	0	1	0	2	9	1	0	1	1	2	4	5	0	10	0	1
	1.1%	2.9%	0.3%	1.4%	3.5%	0.0%	1.7%	0.0%	2.3%	5.4%	0.5%	0.0%	0.5%	0.5%	0.8%	2.1%	2.2%	0.0%	2.2%	0.0%	0.9%
	100.0%	100.0%	15.4%	15.4%	84.6%	0.0%	7.7%	0.0%	15.4%	69.2%	7.7%	0.0%	7.7%	7.7%	15.4%	30.8%	38.5%	0.0%	76.9%	0.0%	7.7%
Macanudo	201	170	55	45	125	10	22	15	36	73	71	7	30	23	36	54	71	17	125	8	23
	16.4%	37.3%	9.4%	32.1%	39.6%	2.3%	37.3%	30.0%	41.9%	43.7%	38.8%	6.5%	13.8%	12.0%	14.3%	28.0%	31.8%	4.5%	27.7%	18.2%	21.1%
	100.0%	84.6%	27.4%	22.4%	62.2%	5.0%	10.9%	7.5%	17.9%	36.3%	35.3%	3.5%	14.9%	11.4%	17.9%	26.9%	35.3%	8.5%	62.2%	4.0%	11.4%
Macanudo Vintage	26	22	12	11	11	1	7	2	6	13	4	1	6	4	6	11	11	3	15	0	4
	2.1%	4.8%	2.1%	7.9%	3.5%	0.2%	11.9%	4.0%	7.0%	7.8%	2.2%	0.9%	2.8%	2.1%	2.4%	5.7%	4.9%	0.8%	3.3%	0.0%	3.7%
	100.0%	84.6%	46.2%	42.3%	42.3%	3.8%	26.9%	7.7%	23.1%	50.0%	15.4%	3.8%	23.1%	15.4%	23.1%	42.3%	42.3%	11.5%	57.7%	0.0%	15.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019264

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Partagas	85	71	19	17	54	2	12	4	23	40	15	2	14	7	20	31	29	5	60	2	10
	6.9%	15.6%	3.3%	12.1%	17.1%	0.5%	20.3%	8.0%	26.7%	24.0%	8.2%	1.9%	6.5%	3.7%	8.0%	16.1%	13.0%	1.3%	13.3%	4.5%	9.2%
	100.0%	83.5%	22.4%	20.0%	63.5%	2.4%	14.1%	4.7%	27.1%	47.1%	17.6%	2.4%	16.5%	8.2%	23.5%	36.5%	34.1%	5.9%	70.6%	2.4%	11.8%
Partagas Limited Reserve	9	9	3	3	6	0	2	0	3	4	1	0	2	2	2	6	5	0	6	0	0
	0.7%	2.0%	0.5%	2.1%	1.9%	0.0%	3.4%	0.0%	3.5%	2.4%	0.5%	0.0%	0.9%	1.0%	0.8%	3.1%	2.2%	0.0%	1.3%	0.0%	0.0%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	22.2%	0.0%	33.3%	44.4%	11.1%	0.0%	22.2%	22.2%	22.2%	66.7%	55.6%	0.0%	66.7%	0.0%	0.0%
Sub-Subnet - Mass	190	54	154	43	11	111	12	25	9	31	28	34	82	46	63	35	12	86	51	2	11
	15.5%	11.8%	26.4%	30.7%	3.5%	25.1%	20.3%	50.0%	10.5%	18.6%	15.3%	31.5%	37.8%	24.1%	25.1%	18.1%	5.4%	22.6%	11.3%	4.5%	10.1%
	100.0%	28.4%	81.1%	22.6%	5.8%	58.4%	6.3%	13.2%	4.7%	16.3%	14.7%	17.9%	43.2%	24.2%	33.2%	18.4%	6.3%	45.3%	26.8%	1.1%	5.8%
Garcia y Vega/Whiffs	88	36	68	30	6	38	8	17	7	22	15	14	37	26	25	18	7	37	26	0	5
	7.2%	7.9%	11.7%	21.4%	1.9%	8.6%	13.6%	34.0%	8.1%	13.2%	8.2%	13.0%	17.1%	13.6%	10.0%	9.3%	3.1%	9.7%	5.8%	0.0%	4.6%
	100.0%	40.9%	77.3%	34.1%	6.8%	43.2%	9.1%	19.3%	8.0%	25.0%	17.0%	15.9%	42.0%	29.5%	28.4%	20.5%	8.0%	42.0%	29.5%	0.0%	5.7%
Tiparillo	57	12	48	10	2	38	3	6	2	9	8	10	28	11	21	9	6	24	20	1	3
	4.6%	2.6%	8.2%	7.1%	0.6%	8.6%	5.1%	12.0%	2.3%	5.4%	4.4%	9.3%	12.9%	5.8%	8.4%	4.7%	2.7%	6.3%	4.4%	2.3%	2.8%
	100.0%	21.1%	84.2%	17.5%	3.5%	66.7%	5.3%	10.5%	3.5%	15.8%	14.0%	17.5%	49.1%	19.3%	36.8%	15.8%	10.5%	42.1%	35.1%	1.8%	5.3%
White Owl	65	12	55	10	2	45	0	9	1	5	12	13	34	6	29	16	3	32	13	1	2
	5.3%	2.6%	9.4%	7.1%	0.6%	10.2%	0.0%	18.0%	1.2%	3.0%	6.6%	12.0%	15.7%	3.1%	11.6%	8.3%	1.3%	8.4%	2.9%	2.3%	1.8%
	100.0%	18.5%	84.6%	15.4%	3.1%	69.2%	0.0%	13.8%	1.5%	7.7%	18.5%	20.0%	52.3%	9.2%	44.6%	24.6%	4.6%	49.2%	20.0%	1.5%	3.1%
William Penn	18	5	16	3	2	13	1	2	1	5	3	3	10	5	7	3	2	9	4	2	1
	1.5%	1.1%	2.7%	2.1%	0.6%	2.9%	1.7%	4.0%	1.2%	3.0%	1.6%	2.8%	4.6%	2.6%	2.8%	1.6%	0.9%	2.4%	0.9%	4.5%	0.9%
	100.0%	27.8%	88.9%	16.7%	11.1%	72.2%	5.6%	11.1%	5.6%	27.8%	16.7%	16.7%	55.6%	27.8%	38.9%	16.7%	11.1%	50.0%	22.2%	11.1%	5.6%
SubNet - Villazon	106	96	27	26	70	1	15	7	37	44	14	4	16	16	28	40	20	6	54	0	22
	8.6%	21.1%	4.6%	18.6%	22.2%	0.2%	25.4%	14.0%	43.0%	26.3%	7.7%	3.7%	7.4%	8.4%	11.2%	20.7%	9.0%	1.6%	12.0%	0.0%	20.2%
	100.0%	90.6%	25.5%	24.5%	66.0%	0.9%	14.2%	6.6%	34.9%	41.5%	13.2%	3.8%	15.1%	15.1%	26.4%	37.7%	18.9%	5.7%	50.9%	0.0%	20.8%
Hoyo de Monterrey	42	38	11	11	27	0	7	2	17	17	4	1	8	7	14	21	7	2	26	0	5
	3.4%	8.3%	1.9%	7.9%	8.5%	0.0%	11.9%	4.0%	19.8%	10.2%	2.2%	0.9%	3.7%	3.7%	5.6%	10.9%	3.1%	0.5%	5.8%	0.0%	4.6%
	100.0%	90.5%	26.2%	26.2%	64.3%	0.0%	16.7%	4.8%	40.5%	40.5%	9.5%	2.4%	19.0%	16.7%	33.3%	50.0%	16.7%	4.8%	61.9%	0.0%	11.9%
Hoyo de Monterrey Excalibur	27	26	4	4	22	0	4	0	10	14	2	0	1	9	8	9	3	1	13	0	9
	2.2%	5.7%	0.7%	2.9%	7.0%	0.0%	6.8%	0.0%	11.6%	8.4%	1.1%	0.0%	0.5%	4.7%	3.2%	4.7%	1.3%	0.3%	2.9%	0.0%	8.3%
	100.0%	96.3%	14.8%	14.8%	81.5%	0.0%	14.8%	0.0%	37.0%	51.9%	7.4%	0.0%	3.7%	33.3%	29.6%	33.3%	11.1%	3.7%	48.1%	0.0%	33.3%
Punch	62	54	17	16	38	1	10	4	20	26	10	3	9	7	15	21	13	4	30	0	13
	5.0%	11.8%	2.9%	11.4%	12.0%	0.2%	16.9%	8.0%	23.3%	15.6%	5.5%	2.8%	4.1%	3.7%	6.0%	10.9%	5.8%	1.1%	6.7%	0.0%	11.9%
	100.0%	87.1%	27.4%	25.8%	61.3%	1.6%	16.1%	6.5%	32.3%	41.9%	16.1%	4.8%	14.5%	11.3%	24.2%	33.9%	21.0%	6.5%	48.4%	0.0%	21.0%
Punch Grand Cru	9	8	2	1	7	1	0	1	6	3	0	1	1	1	3	7	0	0	5	0	2
	0.7%	1.8%	0.3%	0.7%	2.2%	0.2%	0.0%	2.0%	7.0%	1.8%	0.0%	0.9%	0.5%	0.5%	1.2%	3.6%	0.0%	0.0%	1.1%	0.0%	1.8%
	100.0%	88.9%	22.2%	11.1%	77.8%	11.1%	0.0%	11.1%	66.7%	33.3%	0.0%	11.1%	11.1%	11.1%	33.3%	77.8%	0.0%	0.0%	55.6%	0.0%	22.2%
Net - Swisher International	303	66	259	53	13	206	21	28	19	34	33	60	112	88	93	55	21	154	79	10	10
	24.7%	14.5%	44.4%	37.9%	4.1%	46.5%	35.6%	56.0%	22.1%	20.4%	18.0%	55.6%	51.6%	46.1%	37.1%	28.5%	9.4%	40.5%	17.5%	22.7%	9.2%
	100.0%	21.8%	85.5%	17.5%	4.3%	68.0%	6.9%	9.2%	6.3%	11.2%	10.9%	19.8%	37.0%	29.0%	30.7%	18.2%	6.9%	50.8%	26.1%	3.3%	3.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019265

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Bering	37	24	28	18	6	10	13	4	10	11	8	4	14	17	11	15	5	5	21	1	3
	3.0%	5.3%	4.8%	12.9%	1.9%	2.3%	22.0%	8.0%	11.6%	6.6%	4.4%	3.7%	6.5%	8.9%	4.4%	7.8%	2.2%	1.3%	4.7%	2.3%	2.8%
	100.0%	64.9%	75.7%	48.6%	16.2%	27.0%	35.1%	10.8%	27.0%	29.7%	21.6%	10.8%	37.8%	45.9%	29.7%	40.5%	13.5%	13.5%	56.8%	2.7%	8.1%
King Edward	79	15	69	12	3	57	2	8	1	9	10	19	34	17	30	16	8	35	22	4	1
	6.4%	3.3%	11.8%	8.6%	0.9%	12.9%	3.4%	16.0%	1.2%	5.4%	5.5%	17.6%	15.7%	8.9%	12.0%	8.3%	3.6%	9.2%	4.9%	9.1%	0.9%
	100.0%	19.0%	87.3%	15.2%	3.8%	72.2%	2.5%	10.1%	1.3%	11.4%	12.7%	24.1%	43.0%	21.5%	38.0%	20.3%	10.1%	44.3%	27.8%	5.1%	1.3%
La Prima Dora	5	1	5	1	0	4	1	0	1	1	0	1	0	3	2	3	2	1	3	0	0
	0.4%	0.2%	0.9%	0.7%	0.0%	0.9%	1.7%	0.0%	1.2%	0.6%	0.0%	0.9%	0.0%	1.6%	0.8%	1.6%	0.9%	0.3%	0.7%	0.0%	0.0%
	100.0%	20.0%	100.0%	20.0%	0.0%	80.0%	20.0%	0.0%	20.0%	20.0%	0.0%	20.0%	0.0%	60.0%	40.0%	60.0%	40.0%	20.0%	60.0%	0.0%	0.0%
Swisher Sweets	227	33	196	26	7	170	6	18	10	19	25	53	82	57	29	36	13	135	47	6	6
	18.5%	7.2%	33.6%	18.6%	2.2%	38.4%	10.2%	36.0%	11.6%	11.4%	13.7%	49.1%	37.8%	29.8%	28.7%	18.7%	5.8%	35.5%	10.4%	13.6%	5.5%
	100.0%	14.5%	86.3%	11.5%	3.1%	74.9%	2.6%	7.9%	4.4%	8.4%	11.0%	23.3%	36.1%	25.1%	31.7%	15.9%	5.7%	59.5%	20.7%	2.6%	2.6%
Net - JR Tobacco Brands	33	26	10	5	21	5	4	1	16	11	3	2	8	4	14	16	7	3	14	1	12
	2.7%	5.7%	1.7%	3.6%	6.6%	1.1%	6.8%	2.0%	18.6%	6.6%	1.6%	1.9%	3.7%	2.1%	5.6%	8.3%	3.1%	0.8%	3.1%	2.3%	11.0%
	100.0%	78.8%	30.3%	15.2%	63.6%	15.2%	12.1%	3.0%	48.5%	33.3%	9.1%	6.1%	24.2%	12.1%	42.4%	48.5%	21.2%	9.1%	42.4%	3.0%	36.4%
El Rey Del Mundo	13	10	3	1	9	2	1	0	5	6	1	0	4	2	4	6	5	0	6	1	2
	1.1%	2.2%	0.5%	0.7%	2.8%	0.5%	1.7%	0.0%	5.8%	3.6%	0.5%	0.0%	1.8%	1.0%	1.6%	3.1%	2.2%	0.0%	1.3%	2.3%	1.8%
	100.0%	76.9%	23.1%	7.7%	69.2%	15.4%	7.7%	0.0%	38.5%	46.2%	7.7%	0.0%	30.8%	15.4%	30.8%	46.2%	38.5%	0.0%	46.2%	7.7%	15.4%
J.R. Ultimates	21	17	7	4	13	3	3	1	12	5	2	2	4	2	10	11	3	3	8	0	11
	1.7%	3.7%	1.2%	2.9%	4.1%	0.7%	5.1%	2.0%	14.0%	3.0%	1.1%	1.9%	1.8%	1.0%	4.0%	5.7%	1.3%	0.8%	1.8%	0.0%	10.1%
	100.0%	81.0%	33.3%	19.0%	61.9%	14.3%	14.3%	4.8%	57.1%	23.8%	9.5%	9.5%	19.0%	9.5%	47.6%	52.4%	14.3%	14.3%	38.1%	0.0%	52.4%
Net - Tabacalera	230	64	175	38	26	137	13	19	21	36	31	41	88	53	81	50	27	99	65	7	8
	18.7%	14.0%	30.0%	27.1%	8.2%	30.9%	22.0%	38.0%	24.4%	21.6%	16.9%	38.0%	40.6%	27.7%	32.3%	25.9%	12.1%	26.1%	14.4%	15.9%	7.3%
	100.0%	27.8%	76.1%	16.5%	11.3%	59.6%	5.7%	8.3%	9.1%	15.7%	13.5%	17.8%	38.3%	23.0%	35.2%	21.7%	11.7%	43.0%	28.3%	3.0%	3.5%
Subnet - Premium	41	32	16	14	18	2	7	4	11	16	11	0	7	10	11	14	14	1	21	2	4
	3.3%	7.0%	2.7%	10.0%	5.7%	0.5%	11.9%	8.0%	12.8%	9.6%	6.0%	0.0%	3.2%	5.2%	4.4%	7.3%	6.3%	0.3%	4.7%	4.5%	3.7%
	100.0%	78.0%	39.0%	34.1%	43.9%	4.9%	17.1%	9.8%	26.8%	39.0%	26.8%	0.0%	17.1%	24.4%	26.8%	34.1%	34.1%	2.4%	51.2%	4.9%	9.8%
Romeo y Julieta	41	32	16	14	18	2	7	4	11	16	11	0	7	10	11	14	14	1	21	2	4
	3.3%	7.0%	2.7%	10.0%	5.7%	0.5%	11.9%	8.0%	12.8%	9.6%	6.0%	0.0%	3.2%	5.2%	4.4%	7.3%	6.3%	0.3%	4.7%	4.5%	3.7%
	100.0%	78.0%	39.0%	34.1%	43.9%	4.9%	17.1%	9.8%	26.8%	39.0%	26.8%	0.0%	17.1%	24.4%	26.8%	34.1%	34.1%	2.4%	51.2%	4.9%	9.8%
Subnet - Mass	195	38	165	30	8	135	9	17	10	23	22	41	82	47	72	38	15	98	47	6	4
	15.9%	8.3%	28.3%	21.4%	2.5%	30.5%	15.3%	34.0%	11.6%	13.8%	12.0%	38.0%	37.8%	24.6%	28.7%	19.7%	6.7%	25.8%	10.4%	13.6%	3.7%
	100.0%	19.5%	84.6%	15.4%	4.1%	69.2%	4.6%	8.7%	5.1%	11.8%	11.3%	21.0%	42.1%	24.1%	36.9%	19.5%	7.7%	50.3%	24.1%	3.1%	2.1%
Black & Gold/Black & Mild	93	18	79	14	4	65	5	9	2	11	9	18	43	22	26	14	7	51	21	4	3
	7.6%	3.9%	13.6%	10.0%	1.3%	14.7%	8.5%	18.0%	2.3%	6.6%	4.9%	16.7%	19.8%	11.5%	10.4%	7.3%	3.1%	13.4%	4.7%	9.1%	2.8%
	100.0%	19.4%	84.9%	15.1%	4.3%	69.9%	5.4%	9.7%	2.2%	11.8%	9.7%	19.4%	46.2%	23.7%	28.0%	15.1%	7.5%	54.8%	22.6%	4.3%	3.2%
Hav-a-Tampa/Jewels	79	14	66	10	4	56	2	4	5	10	7	22	32	14	38	21	4	34	19	2	2
	6.4%	3.1%	11.3%	7.1%	1.3%	12.6%	3.4%	8.0%	5.8%	6.0%	3.8%	20.4%	14.7%	7.3%	15.1%	10.9%	1.8%	8.9%	4.2%	4.5%	1.8%
	100.0%	17.7%	83.5%	12.7%	5.1%	70.9%	2.5%	5.1%	6.3%	12.7%	8.9%	27.8%	40.5%	17.7%	48.1%	26.6%	5.1%	43.0%	24.1%	2.5%	2.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019266

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Phillies	65	13	54	10	3	44	3	7	5	9	12	18	28	11	28	15	5	34	19	2	1
	5.3%	2.9%	9.3%	7.1%	0.9%	9.9%	5.1%	14.0%	5.8%	5.4%	6.6%	16.7%	12.9%	5.8%	11.2%	7.8%	2.2%	8.9%	4.2%	4.5%	0.9%
	100.0%	20.0%	83.1%	15.4%	4.6%	67.7%	4.6%	10.8%	7.7%	13.8%	18.5%	27.7%	43.1%	16.9%	43.1%	23.1%	7.7%	52.3%	29.2%	3.1%	1.5%
Net - Other	415	245	144	75	170	69	38	24	65	118	80	30	69	64	101	105	86	79	190	18	67
	33.8%	53.7%	24.7%	53.6%	53.8%	15.6%	64.4%	48.0%	75.6%	70.7%	43.7%	27.8%	31.8%	33.5%	40.2%	54.4%	38.6%	20.8%	42.1%	40.9%	61.5%
	100.0%	59.0%	34.7%	18.1%	41.0%	16.6%	9.2%	5.8%	15.7%	28.4%	19.3%	7.2%	16.6%	15.4%	24.3%	25.3%	20.7%	19.0%	45.8%	4.3%	16.1%
Subnet - Premium	249	203	80	60	143	20	33	19	62	104	57	12	45	39	56	72	67	29	126	12	48
	20.3%	44.5%	13.7%	42.9%	45.3%	4.5%	55.9%	38.0%	72.1%	62.3%	31.1%	11.1%	20.7%	20.4%	22.3%	37.3%	30.0%	7.6%	27.9%	27.3%	44.0%
	100.0%	81.5%	32.1%	24.1%	57.4%	8.0%	13.3%	7.6%	24.9%	41.8%	22.9%	4.8%	18.1%	15.7%	22.5%	28.9%	26.9%	11.6%	50.6%	4.8%	19.3%
Ashton	42	36	9	6	30	3	3	2	11	19	9	1	6	6	9	7	17	5	23	2	6
	3.4%	7.9%	1.5%	4.3%	9.5%	0.7%	5.1%	4.0%	12.8%	11.4%	4.9%	0.9%	2.8%	3.1%	3.6%	3.6%	7.6%	1.3%	5.1%	4.5%	5.5%
	100.0%	85.7%	21.4%	14.3%	71.4%	7.1%	7.1%	4.8%	26.2%	45.2%	21.4%	2.4%	14.3%	14.3%	21.4%	16.7%	40.5%	11.9%	54.8%	4.8%	14.3%
Bahia	11	5	6	3	2	3	3	0	3	5	2	1	3	3	4	4	3	2	5	3	2
	0.9%	1.1%	1.0%	2.1%	0.6%	0.7%	5.1%	0.0%	3.5%	3.0%	1.1%	0.9%	1.4%	1.6%	1.6%	2.1%	1.3%	0.5%	1.1%	6.8%	1.8%
	100.0%	45.5%	54.5%	27.3%	18.2%	27.3%	27.3%	0.0%	27.3%	45.5%	18.2%	9.1%	27.3%	27.3%	36.4%	36.4%	27.3%	18.2%	45.5%	27.3%	18.2%
Davidoff	32	27	8	7	20	1	4	1	11	11	7	1	3	3	10	15	17	0	20	1	2
	2.6%	5.9%	1.4%	5.0%	6.3%	0.2%	6.8%	2.0%	12.8%	6.6%	3.8%	0.9%	1.4%	1.6%	4.0%	7.8%	7.6%	0.0%	4.4%	2.3%	1.8%
	100.0%	84.4%	25.0%	21.9%	62.5%	3.1%	12.5%	3.1%	34.4%	34.4%	21.9%	3.1%	9.4%	9.4%	31.3%	46.9%	53.1%	0.0%	62.5%	3.1%	6.3%
Don Tomas	50	40	13	11	29	2	9	1	8	28	13	1	9	14	7	11	10	7	23	0	7
	4.1%	8.8%	2.2%	7.9%	9.2%	0.5%	15.3%	2.0%	9.3%	16.8%	7.1%	0.9%	4.1%	7.3%	2.8%	5.7%	4.5%	1.8%	5.1%	0.0%	6.4%
	100.0%	80.0%	26.0%	22.0%	58.0%	4.0%	18.0%	2.0%	16.0%	56.0%	26.0%	2.0%	18.0%	28.0%	14.0%	22.0%	20.0%	14.0%	46.0%	0.0%	14.0%
Dunhill	51	36	24	17	19	7	10	6	10	21	15	6	9	14	12	16	11	6	32	7	4
	4.1%	7.9%	4.1%	12.1%	6.0%	1.6%	16.9%	12.0%	11.6%	12.6%	8.2%	5.6%	4.1%	7.3%	4.8%	8.3%	4.9%	1.6%	7.1%	15.9%	3.7%
	100.0%	70.6%	47.1%	33.3%	37.3%	13.7%	19.6%	11.8%	19.6%	41.2%	29.4%	11.8%	17.6%	27.5%	23.5%	31.4%	21.6%	11.8%	62.7%	13.7%	7.8%
Fuente/Arturo Fuente	103	92	25	22	70	3	13	7	27	48	17	0	16	11	25	38	31	6	69	1	15
	8.4%	20.2%	4.3%	15.7%	22.2%	0.7%	22.0%	14.0%	31.4%	28.7%	9.3%	0.0%	7.4%	5.8%	10.0%	19.7%	13.9%	1.6%	15.3%	2.3%	13.8%
	100.0%	89.3%	24.3%	21.4%	68.0%	2.9%	12.6%	6.8%	26.2%	46.6%	16.5%	0.0%	15.5%	10.7%	24.3%	36.9%	30.1%	5.8%	67.0%	1.0%	14.6%
Thompson	45	36	21	14	22	7	9	2	20	13	5	3	15	4	15	15	4	9	7	0	23
	3.7%	7.9%	3.6%	10.0%	7.0%	1.6%	15.3%	4.0%	23.3%	7.8%	2.7%	2.8%	6.9%	2.1%	6.0%	7.8%	1.8%	2.4%	1.6%	0.0%	21.1%
	100.0%	80.0%	46.7%	31.1%	48.9%	15.6%	20.0%	4.4%	44.4%	28.9%	11.1%	6.7%	33.3%	8.9%	33.3%	33.3%	8.9%	20.0%	15.6%	0.0%	51.1%
Subnet - Mass	17	1	16	1	0	15	0	1	0	1	0	8	5	4	5	1	0	10	6	1	1
	1.4%	0.2%	2.7%	0.7%	0.0%	3.4%	0.0%	2.0%	0.0%	0.6%	0.0%	7.4%	2.3%	2.1%	2.0%	0.5%	0.0%	2.6%	1.3%	2.3%	0.9%
	100.0%	5.9%	94.1%	5.9%	0.0%	88.2%	0.0%	5.9%	0.0%	5.9%	0.0%	47.1%	29.4%	23.5%	29.4%	5.9%	0.0%	58.8%	35.3%	5.9%	5.9%
Middleton	17	1	16	1	0	15	0	1	0	1	0	8	5	4	5	1	0	10	6	1	1
	1.4%	0.2%	2.7%	0.7%	0.0%	3.4%	0.0%	2.0%	0.0%	0.6%	0.0%	7.4%	2.3%	2.1%	2.0%	0.5%	0.0%	2.6%	1.3%	2.3%	0.9%
	100.0%	5.9%	94.1%	5.9%	0.0%	88.2%	0.0%	5.9%	0.0%	5.9%	0.0%	47.1%	29.4%	23.5%	29.4%	5.9%	0.0%	58.8%	35.3%	5.9%	5.9%
Other	218	90	73	30	60	43	14	9	22	46	34	13	35	31	59	53	37	45	89	7	35
	17.7%	19.7%	12.5%	21.4%	19.0%	9.7%	23.7%	18.0%	25.6%	27.5%	18.6%	12.0%	16.1%	16.2%	23.5%	27.5%	16.6%	11.8%	19.7%	15.9%	32.1%
	100.0%	41.3%	33.5%	13.8%	27.5%	19.7%	6.4%	4.1%	10.1%	21.1%	15.6%	6.0%	16.1%	14.2%	27.1%	24.3%	17.0%	20.6%	40.8%	3.2%	16.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019267

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	249	43	48	11	32	37	0	0	0	0	0	0	0	0	18	13	56	54	91	15	18
	20.3%	9.4%	8.2%	7.9%	10.1%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	6.7%	25.1%	14.2%	20.2%	34.1%	16.5%
	100.0%	17.3%	19.3%	4.4%	12.9%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	5.2%	22.5%	21.7%	36.5%	6.0%	7.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019268

Cigar Segmentation

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

Base: Total completes - Premium (Q19C)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	490	394	156	116	278	40	59	41	86	167	183	24	69	72	89	121	141	63	263	21	72
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	80.4%	31.8%	23.7%	56.7%	8.2%	12.0%	8.4%	17.6%	34.1%	37.3%	4.9%	14.1%	14.7%	18.2%	24.7%	28.8%	12.9%	53.7%	4.3%	14.7%
SuperNet - Both premium and mass brands	192	135	139	103	32	36	48	41	33	74	68	24	69	72	54	55	27	47	88	8	23
	39.2%	34.3%	89.1%	88.8%	11.5%	90.0%	81.4%	100.0%	38.4%	44.3%	37.2%	100.0%	100.0%	100.0%	60.7%	45.5%	19.1%	74.6%	33.5%	38.1%	31.9%
	100.0%	70.3%	72.4%	53.6%	16.7%	18.8%	25.0%	21.4%	17.2%	38.5%	35.4%	12.5%	35.9%	37.5%	28.1%	28.6%	14.1%	24.5%	45.8%	4.2%	12.0%
SuperNet - Premium brands only	298	259	17	13	246	4	11	0	53	93	115	0	0	0	35	66	114	16	175	13	49
	60.8%	65.7%	10.9%	11.2%	88.5%	10.0%	18.6%	0.0%	61.6%	55.7%	62.8%	0.0%	0.0%	0.0%	39.3%	54.5%	80.9%	25.4%	66.5%	61.9%	68.1%
	100.0%	86.9%	5.7%	4.4%	82.6%	1.3%	3.7%	0.0%	17.8%	31.2%	38.6%	0.0%	0.0%	0.0%	11.7%	22.1%	38.3%	5.4%	58.7%	4.4%	16.4%
SuperNet - Mass brands Only	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SuperNet - Premium	490	394	156	116	278	40	59	41	86	167	183	24	69	72	89	121	141	63	263	21	72
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	80.4%	31.8%	23.7%	56.7%	8.2%	12.0%	8.4%	17.6%	34.1%	37.3%	4.9%	14.1%	14.7%	18.2%	24.7%	28.8%	12.9%	53.7%	4.3%	14.7%
SuperNet - Mass	192	135	139	103	32	36	48	41	33	74	68	24	69	72	54	55	27	47	88	8	23
	39.2%	34.3%	89.1%	88.8%	11.5%	90.0%	81.4%	100.0%	38.4%	44.3%	37.2%	100.0%	100.0%	100.0%	60.7%	45.5%	19.1%	74.6%	33.5%	38.1%	31.9%
	100.0%	70.3%	72.4%	53.6%	16.7%	18.8%	25.0%	21.4%	17.2%	38.5%	35.4%	12.5%	35.9%	37.5%	28.1%	28.6%	14.1%	24.5%	45.8%	4.2%	12.0%
Net - Consolidated Cigar Co.	275	216	108	80	136	28	36	33	60	100	90	23	53	51	67	81	69	40	145	8	39
	56.1%	54.8%	69.2%	69.0%	48.9%	70.0%	61.0%	80.5%	69.8%	59.9%	49.2%	95.8%	76.8%	70.8%	75.3%	66.9%	48.9%	63.5%	55.1%	38.1%	54.2%
	100.0%	78.5%	39.3%	29.1%	49.5%	10.2%	13.1%	12.0%	21.8%	36.4%	32.7%	8.4%	19.3%	18.5%	24.4%	29.5%	25.1%	14.5%	52.7%	2.9%	14.2%
Subnet - Premium	206	169	55	43	126	12	24	12	48	76	62	7	24	30	43	64	62	21	118	4	27
	42.0%	42.9%	35.3%	37.1%	45.3%	30.0%	40.7%	29.3%	55.8%	45.5%	33.9%	29.2%	34.8%	41.7%	48.3%	52.9%	44.0%	33.3%	44.9%	19.0%	37.5%
	100.0%	82.0%	26.7%	20.9%	61.2%	5.8%	11.7%	5.8%	23.3%	36.9%	30.1%	3.4%	11.7%	14.6%	20.9%	31.1%	30.1%	10.2%	57.3%	1.9%	13.1%
Don Diego	58	40	22	15	25	7	11	2	12	24	14	4	9	9	13	20	10	7	30	2	6
	11.8%	10.2%	14.1%	12.9%	9.0%	17.5%	18.6%	4.9%	14.0%	14.4%	7.7%	16.7%	13.0%	12.5%	14.6%	16.5%	7.1%	11.1%	11.4%	9.5%	8.3%
	100.0%	69.0%	37.9%	25.9%	43.1%	12.1%	19.0%	3.4%	20.7%	41.4%	24.1%	6.9%	15.5%	15.5%	22.4%	34.5%	17.2%	12.1%	51.7%	3.4%	10.3%
Montecristo	55	47	12	10	37	2	6	2	12	19	21	0	6	7	9	17	26	5	36	2	6
	11.2%	11.9%	7.7%	8.6%	13.3%	5.0%	10.2%	4.9%	14.0%	11.4%	11.5%	0.0%	8.7%	9.7%	10.1%	14.0%	18.4%	7.9%	13.7%	9.5%	8.3%
	100.0%	85.5%	21.8%	18.2%	67.3%	3.6%	10.9%	3.6%	21.8%	34.5%	38.2%	0.0%	10.9%	12.7%	16.4%	30.9%	47.3%	9.1%	65.5%	3.6%	10.9%
Royal Jamaica	32	26	8	5	21	3	3	2	11	12	8	3	4	5	12	13	8	2	18	0	4
	6.5%	6.6%	5.1%	4.3%	7.6%	7.5%	5.1%	4.9%	12.8%	7.2%	4.4%	12.5%	5.8%	6.9%	13.5%	10.7%	5.7%	3.2%	6.8%	0.0%	5.6%
	100.0%	81.3%	25.0%	15.6%	65.6%	9.4%	9.4%	6.3%	34.4%	37.5%	25.0%	9.4%	12.5%	15.6%	37.5%	40.6%	25.0%	6.3%	56.3%	0.0%	12.5%
Te-Amo	42	35	13	12	23	1	4	5	13	19	5	1	8	7	14	18	10	7	22	0	7
	8.6%	8.9%	8.3%	10.3%	8.3%	2.5%	6.8%	12.2%	15.1%	11.4%	2.7%	4.2%	11.6%	9.7%	15.7%	14.9%	7.1%	11.1%	8.4%	0.0%	9.7%
	100.0%	83.3%	31.0%	28.6%	54.8%	2.4%	9.5%	11.9%	31.0%	45.2%	11.9%	2.4%	19.0%	16.7%	33.3%	42.9%	23.8%	16.7%	52.4%	0.0%	16.7%
Upmann/H. Upmann	77	68	10	8	60	2	6	1	24	30	16	0	8	9	14	25	24	4	44	0	11
	15.7%	17.3%	6.4%	6.9%	21.6%	5.0%	10.2%	2.4%	27.9%	18.0%	8.7%	0.0%	11.6%	12.5%	15.7%	20.7%	17.0%	6.3%	16.7%	0.0%	15.3%
	100.0%	88.3%	13.0%	10.4%	77.9%	2.6%	7.8%	1.3%	31.2%	39.0%	20.8%	0.0%	10.4%	11.7%	18.2%	32.5%	31.2%	5.2%	57.1%	0.0%	14.3%
Subnet - Mass	100	69	75	54	15	21	22	25	20	35	38	19	40	32	34	30	14	23	44	5	17
	20.4%	17.5%	48.1%	46.6%	5.4%	52.5%	37.3%	61.0%	23.3%	21.0%	20.8%	79.2%	58.0%	44.4%	38.2%	24.8%	9.9%	36.5%	16.7%	23.8%	23.6%
	100.0%	69.0%	75.0%	54.0%	15.0%	21.0%	22.0%	25.0%	20.0%	35.0%	38.0%	19.0%	40.0%	32.0%	34.0%	30.0%	14.0%	23.0%	44.0%	5.0%	17.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019269

Cigar Segmentation

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

Base: Total completes - Premium (Q19C)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	490	394	156	116	278	40	59	41	86	167	183	24	69	72	89	121	141	63	263	21	72
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	80.4%	31.8%	23.7%	56.7%	8.2%	12.0%	8.4%	17.6%	34.1%	37.3%	4.9%	14.1%	14.7%	18.2%	24.7%	28.8%	12.9%	53.7%	4.3%	14.7%
Antonio y Cleopatra	54	35	39	27	8	12	12	11	13	19	18	9	25	17	20	17	8	9	26	3	13
	11.0%	8.9%	25.0%	23.3%	2.9%	30.0%	20.3%	26.8%	15.1%	11.4%	9.8%	37.5%	36.2%	23.6%	22.5%	14.0%	5.7%	14.3%	9.9%	14.3%	18.1%
	100.0%	64.8%	72.2%	50.0%	14.8%	22.2%	22.2%	20.4%	24.1%	35.2%	33.3%	16.7%	46.3%	31.5%	37.0%	31.5%	14.8%	16.7%	48.1%	5.6%	24.1%
Backwoods	25	17	19	13	4	6	4	8	4	8	11	4	12	4	7	8	2	7	10	0	3
	5.1%	4.3%	12.2%	11.2%	1.4%	15.0%	6.8%	19.5%	4.7%	4.8%	6.0%	16.7%	17.4%	5.6%	7.9%	6.6%	1.4%	11.1%	3.8%	0.0%	4.2%
	100.0%	68.0%	76.0%	52.0%	16.0%	24.0%	16.0%	32.0%	16.0%	32.0%	44.0%	16.0%	48.0%	16.0%	28.0%	32.0%	8.0%	28.0%	40.0%	0.0%	12.0%
Dutch Masters	32	23	24	17	6	7	4	11	7	11	12	9	13	8	15	11	4	10	10	3	4
	6.5%	5.8%	15.4%	14.7%	2.2%	17.5%	6.8%	26.8%	8.1%	6.6%	6.6%	37.5%	18.8%	11.1%	16.9%	9.1%	2.8%	15.9%	3.8%	14.3%	5.6%
	100.0%	71.9%	75.0%	53.1%	18.8%	21.9%	12.5%	34.4%	21.9%	34.4%	37.5%	28.1%	40.6%	25.0%	46.9%	34.4%	12.5%	31.3%	31.3%	9.4%	12.5%
El Producto	16	10	12	6	4	6	3	3	5	6	5	4	9	3	9	4	2	4	6	2	3
	3.3%	2.5%	7.7%	5.2%	1.4%	15.0%	5.1%	7.3%	5.8%	3.6%	2.7%	16.7%	13.0%	4.2%	10.1%	3.3%	1.4%	6.3%	2.3%	9.5%	4.2%
	100.0%	62.5%	75.0%	37.5%	25.0%	37.5%	18.8%	18.8%	31.3%	37.5%	31.3%	25.0%	56.3%	18.8%	56.3%	25.0%	12.5%	25.0%	37.5%	12.5%	18.8%
Muriel	10	8	9	7	1	2	1	4	2	2	4	1	5	3	4	5	4	4	3	2	0
	2.0%	2.0%	5.8%	6.0%	0.4%	5.0%	1.7%	9.8%	2.3%	1.2%	2.2%	4.2%	7.2%	4.2%	4.5%	4.1%	2.8%	6.3%	1.1%	9.5%	0.0%
	100.0%	80.0%	90.0%	70.0%	10.0%	20.0%	10.0%	40.0%	20.0%	20.0%	40.0%	10.0%	50.0%	30.0%	40.0%	50.0%	40.0%	40.0%	30.0%	20.0%	0.0%
Net - General Cigar Holdings	362	293	114	86	207	28	44	31	68	136	122	18	58	57	72	97	109	44	202	13	48
	73.9%	74.4%	73.1%	74.1%	74.5%	70.0%	74.6%	75.6%	79.1%	81.4%	66.7%	75.0%	84.1%	79.2%	80.9%	80.2%	77.3%	69.8%	76.8%	61.9%	66.7%
	100.0%	80.9%	31.5%	23.8%	57.2%	7.7%	12.2%	8.6%	18.8%	37.6%	33.7%	5.0%	16.0%	15.7%	19.9%	26.8%	30.1%	12.2%	55.8%	3.6%	13.3%
Subnet-General Cigar Holdings - Premium	325	272	87	70	202	17	38	22	62	123	106	12	40	46	60	89	106	28	190	12	43
	66.3%	69.0%	55.8%	60.3%	72.7%	42.5%	64.4%	53.7%	72.1%	73.7%	57.9%	50.0%	58.0%	63.9%	67.4%	73.6%	75.2%	44.4%	72.2%	57.1%	59.7%
	100.0%	83.7%	26.8%	21.5%	62.2%	5.2%	11.7%	6.8%	19.1%	37.8%	32.6%	3.7%	12.3%	14.2%	18.5%	27.4%	32.6%	8.6%	58.5%	3.7%	13.2%
SubNet - General Cigar Co.	321	255	106	78	177	28	37	30	56	122	113	17	55	48	63	88	105	42	183	13	35
	65.5%	64.7%	67.9%	67.2%	63.7%	70.0%	62.7%	73.2%	65.1%	73.1%	61.7%	70.8%	79.7%	66.7%	70.8%	72.7%	74.5%	66.7%	69.6%	61.9%	48.6%
	100.0%	79.4%	33.0%	24.3%	55.1%	8.7%	11.5%	9.3%	17.4%	38.0%	35.2%	5.3%	17.1%	15.0%	19.6%	27.4%	32.7%	13.1%	57.0%	4.0%	10.9%
Sub-Subnet - Premium	282	232	77	60	172	17	31	19	50	107	97	10	37	36	51	80	101	26	171	12	29
	57.6%	58.9%	49.4%	51.7%	61.9%	42.5%	52.5%	46.3%	58.1%	64.1%	53.0%	41.7%	53.6%	50.0%	57.3%	66.1%	71.6%	41.3%	65.0%	57.1%	40.3%
	100.0%	82.3%	27.3%	21.3%	61.0%	6.0%	11.0%	6.7%	17.7%	37.9%	34.4%	3.5%	13.1%	12.8%	18.1%	28.4%	35.8%	9.2%	60.6%	4.3%	10.3%
Cohiba	86	67	20	15	52	5	9	4	25	31	23	2	9	14	19	29	33	5	48	3	7
	17.6%	17.0%	12.8%	12.9%	18.7%	12.5%	15.3%	9.8%	29.1%	18.6%	12.6%	8.3%	13.0%	19.4%	21.3%	24.0%	23.4%	7.9%	18.3%	14.3%	9.7%
	100.0%	77.9%	23.3%	17.4%	60.5%	5.8%	10.5%	4.7%	29.1%	36.0%	26.7%	2.3%	10.5%	16.3%	22.1%	33.7%	38.4%	5.8%	55.8%	3.5%	8.1%
Cifuentes	13	13	2	2	11	0	1	0	2	9	1	0	1	1	2	4	5	0	10	0	1
	2.7%	3.3%	1.3%	1.7%	4.0%	0.0%	1.7%	0.0%	2.3%	5.4%	0.5%	0.0%	1.4%	1.4%	2.2%	3.3%	3.5%	0.0%	3.8%	0.0%	1.4%
	100.0%	100.0%	15.4%	15.4%	84.6%	0.0%	7.7%	0.0%	15.4%	69.2%	7.7%	0.0%	7.7%	7.7%	15.4%	30.8%	38.5%	0.0%	76.9%	0.0%	7.7%
Macanudo	201	170	55	45	125	10	22	15	36	73	71	7	30	23	36	54	71	17	125	8	23
	41.0%	43.1%	35.3%	38.8%	45.0%	25.0%	37.3%	36.6%	41.9%	43.7%	38.8%	29.2%	43.5%	31.9%	40.4%	44.6%	50.4%	27.0%	47.5%	38.1%	31.9%
	100.0%	84.6%	27.4%	22.4%	62.2%	5.0%	10.9%	7.5%	17.9%	36.3%	35.3%	3.5%	14.9%	11.4%	17.9%	26.9%	35.3%	8.5%	62.2%	4.0%	11.4%
Macanudo Vintage	26	22	12	11	11	1	7	2	6	13	4	1	6	4	6	11	11	3	15	0	4
	5.3%	5.6%	7.7%	9.5%	4.0%	2.5%	11.9%	4.9%	7.0%	7.8%	2.2%	4.2%	8.7%	5.6%	6.7%	9.1%	7.8%	4.8%	5.7%	0.0%	5.6%
	100.0%	84.6%	46.2%	42.3%	42.3%	3.8%	26.9%	7.7%	23.1%	50.0%	15.4%	3.8%	23.1%	15.4%	23.1%	42.3%	42.3%	11.5%	57.7%	0.0%	15.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019270

Cigar Segmentation

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

Base: Total completes - Premium (Q19C)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	490	394	156	116	278	40	59	41	86	167	183	24	69	72	89	121	141	63	263	21	72
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	80.4%	31.8%	23.7%	56.7%	8.2%	12.0%	8.4%	17.6%	34.1%	37.3%	4.9%	14.1%	14.7%	18.2%	24.7%	28.8%	12.9%	53.7%	4.3%	14.7%
Partagas	85	71	19	17	54	2	12	4	23	40	15	2	14	7	20	31	29	5	60	2	10
	17.3%	18.0%	12.2%	14.7%	19.4%	5.0%	20.3%	9.8%	26.7%	24.0%	8.2%	8.3%	20.3%	9.7%	22.5%	25.6%	20.6%	7.9%	22.8%	9.5%	13.9%
	100.0%	83.5%	22.4%	20.0%	63.5%	2.4%	14.1%	4.7%	27.1%	47.1%	17.6%	2.4%	16.5%	8.2%	23.5%	36.5%	34.1%	5.9%	70.6%	2.4%	11.8%
Partagas Limited Reserve	9	9	3	3	6	0	2	0	3	4	1	0	2	2	2	6	5	0	6	0	0
	1.8%	2.3%	1.9%	2.6%	2.2%	0.0%	3.4%	0.0%	3.5%	2.4%	0.5%	0.0%	2.9%	2.8%	2.2%	5.0%	3.5%	0.0%	2.3%	0.0%	0.0%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	22.2%	0.0%	33.3%	44.4%	11.1%	0.0%	22.2%	22.2%	22.2%	66.7%	55.6%	0.0%	66.7%	0.0%	0.0%
Sub-Subnet - Mass	75	51	56	40	11	16	12	22	9	31	28	12	31	24	24	18	9	26	26	1	8
	15.3%	12.9%	35.9%	34.5%	4.0%	40.0%	20.3%	53.7%	10.5%	18.6%	15.3%	50.0%	44.9%	33.3%	27.0%	14.9%	6.4%	41.3%	9.9%	4.8%	11.1%
	100.0%	68.0%	74.7%	53.3%	14.7%	21.3%	16.0%	29.3%	12.0%	41.3%	37.3%	16.0%	41.3%	32.0%	32.0%	24.0%	12.0%	34.7%	34.7%	1.3%	10.7%
Garcia y Vega/Whiffs	50	35	37	29	6	8	8	16	7	22	15	7	21	16	14	13	6	15	20	0	4
	10.2%	8.9%	23.7%	25.0%	2.2%	20.0%	13.6%	39.0%	8.1%	13.2%	8.2%	29.2%	30.4%	22.2%	15.7%	10.7%	4.3%	23.8%	7.6%	0.0%	5.6%
	100.0%	70.0%	74.0%	58.0%	12.0%	16.0%	16.0%	32.0%	14.0%	44.0%	30.0%	14.0%	42.0%	32.0%	28.0%	26.0%	12.0%	30.0%	40.0%	0.0%	8.0%
Tiparillo	20	11	15	9	2	6	3	5	2	9	8	3	12	4	8	5	4	6	7	1	2
	4.1%	2.8%	9.6%	7.8%	0.7%	15.0%	5.1%	12.2%	2.3%	5.4%	4.4%	12.5%	17.4%	5.6%	9.0%	4.1%	2.8%	9.5%	2.7%	4.8%	2.8%
	100.0%	55.0%	75.0%	45.0%	10.0%	30.0%	15.0%	25.0%	10.0%	45.0%	40.0%	15.0%	60.0%	20.0%	40.0%	25.0%	20.0%	30.0%	35.0%	5.0%	10.0%
White Owl	19	11	16	9	2	7	0	8	1	5	12	3	11	3	10	6	2	9	5	1	1
	3.9%	2.8%	10.3%	7.8%	0.7%	17.5%	0.0%	19.5%	1.2%	3.0%	6.6%	12.5%	15.9%	4.2%	11.2%	5.0%	1.4%	14.3%	1.9%	4.8%	1.4%
	100.0%	57.9%	84.2%	47.4%	10.5%	36.8%	0.0%	42.1%	5.3%	26.3%	63.2%	15.8%	57.9%	15.8%	52.6%	31.6%	10.5%	47.4%	26.3%	5.3%	5.3%
William Penn	9	5	7	3	2	4	1	2	1	5	3	2	5	2	6	3	2	3	3	1	1
	1.8%	1.3%	4.5%	2.6%	0.7%	10.0%	1.7%	4.9%	1.2%	3.0%	1.6%	8.3%	7.2%	2.8%	6.7%	2.5%	1.4%	4.8%	1.1%	4.8%	1.4%
	100.0%	55.6%	77.8%	33.3%	22.2%	44.4%	11.1%	22.2%	11.1%	55.6%	33.3%	22.2%	55.6%	22.2%	66.7%	33.3%	22.2%	33.3%	33.3%	11.1%	11.1%
SubNet - Villazon	106	96	27	26	70	1	15	7	37	44	14	4	16	16	28	40	20	6	54	0	22
	21.6%	24.4%	17.3%	22.4%	25.2%	2.5%	25.4%	17.1%	43.0%	26.3%	7.7%	16.7%	23.2%	22.2%	31.5%	33.1%	14.2%	9.5%	20.5%	0.0%	30.6%
	100.0%	90.6%	25.5%	24.5%	66.0%	0.9%	14.2%	6.6%	34.9%	41.5%	13.2%	3.8%	15.1%	15.1%	26.4%	37.7%	18.9%	5.7%	50.9%	0.0%	20.8%
Hoyo de Monterrey	42	38	11	11	27	0	7	2	17	17	4	1	8	7	14	21	7	2	26	0	5
	8.6%	9.6%	7.1%	9.5%	9.7%	0.0%	11.9%	4.9%	19.8%	10.2%	2.2%	4.2%	11.6%	9.7%	15.7%	17.4%	5.0%	3.2%	9.9%	0.0%	6.9%
	100.0%	90.5%	26.2%	26.2%	64.3%	0.0%	16.7%	4.8%	40.5%	40.5%	9.5%	2.4%	19.0%	16.7%	33.3%	50.0%	16.7%	4.8%	61.9%	0.0%	11.9%
Hoyo de Monterrey Excalibur	27	26	4	4	22	0	4	0	10	14	2	0	1	9	8	9	3	1	13	0	9
	5.5%	6.6%	2.6%	3.4%	7.9%	0.0%	6.8%	0.0%	11.6%	8.4%	1.1%	0.0%	1.4%	12.5%	9.0%	7.4%	2.1%	1.6%	4.9%	0.0%	12.5%
	100.0%	96.3%	14.8%	14.8%	81.5%	0.0%	14.8%	0.0%	37.0%	51.9%	7.4%	0.0%	3.7%	33.3%	29.6%	33.3%	11.1%	3.7%	48.1%	0.0%	33.3%
Punch	62	54	17	16	38	1	10	4	20	26	10	3	9	7	15	21	13	4	30	0	13
	12.7%	13.7%	10.9%	13.8%	13.7%	2.5%	16.9%	9.8%	23.3%	15.6%	5.5%	12.5%	13.0%	9.7%	16.9%	17.4%	9.2%	6.3%	11.4%	0.0%	18.1%
	100.0%	87.1%	27.4%	25.8%	61.3%	1.6%	16.1%	6.5%	32.3%	41.9%	16.1%	4.8%	14.5%	11.3%	24.2%	33.9%	21.0%	6.5%	48.4%	0.0%	21.0%
Punch Grand Cru	9	8	2	1	7	1	0	1	6	3	0	1	1	1	3	7	0	0	5	0	2
	1.8%	2.0%	1.3%	0.9%	2.5%	2.5%	0.0%	2.4%	7.0%	1.8%	0.0%	4.2%	1.4%	1.4%	3.4%	5.8%	0.0%	0.0%	1.9%	0.0%	2.8%
	100.0%	88.9%	22.2%	11.1%	77.8%	11.1%	0.0%	11.1%	66.7%	33.3%	0.0%	11.1%	11.1%	11.1%	33.3%	77.8%	0.0%	0.0%	55.6%	0.0%	22.2%
Net - Swisher International	96	62	76	50	12	26	21	25	19	34	33	18	41	27	32	33	13	23	48	6	7
	19.6%	15.7%	48.7%	43.1%	4.3%	65.0%	35.6%	61.0%	22.1%	20.4%	18.0%	75.0%	59.4%	37.5%	36.0%	27.3%	9.2%	36.5%	18.3%	28.6%	9.7%
	100.0%	64.6%	79.2%	52.1%	12.5%	27.1%	21.9%	26.0%	19.8%	35.4%	34.4%	18.8%	42.7%	28.1%	33.3%	34.4%	13.5%	24.0%	50.0%	6.3%	7.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019271

Cigar Segmentation

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

Base: Total completes - Premium (Q19C)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	490	394	156	116	278	40	59	41	86	167	183	24	69	72	89	121	141	63	263	21	72
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	80.4%	31.8%	23.7%	56.7%	8.2%	12.0%	8.4%	17.6%	34.1%	37.3%	4.9%	14.1%	14.7%	18.2%	24.7%	28.8%	12.9%	53.7%	4.3%	14.7%
Bering	31	24	22	18	6	4	13	4	10	11	8	2	12	15	9	14	5	4	17	1	2
	6.3%	6.1%	14.1%	15.5%	2.2%	10.0%	22.0%	9.8%	11.6%	6.6%	4.4%	8.3%	17.4%	20.8%	10.1%	11.6%	3.5%	6.3%	6.5%	4.8%	2.8%
	100.0%	77.4%	71.0%	58.1%	19.4%	12.9%	41.9%	12.9%	32.3%	35.5%	25.8%	6.5%	38.7%	48.4%	29.0%	45.2%	16.1%	12.9%	54.8%	3.2%	6.5%
King Edward	24	13	20	10	3	10	2	6	1	9	10	6	9	4	11	7	4	6	8	4	0
	4.9%	3.3%	12.8%	8.6%	1.1%	25.0%	3.4%	14.6%	1.2%	5.4%	5.5%	25.0%	13.0%	5.6%	12.4%	5.8%	2.8%	9.5%	3.0%	19.0%	0.0%
	100.0%	54.2%	83.3%	41.7%	12.5%	41.7%	8.3%	25.0%	4.2%	37.5%	41.7%	25.0%	37.5%	16.7%	45.8%	29.2%	16.7%	25.0%	33.3%	16.7%	0.0%
La Prima Dora	2	1	2	1	0	1	1	0	1	1	0	1	0	1	1	1	1	0	2	0	0
	0.4%	0.3%	1.3%	0.9%	0.0%	2.5%	1.7%	0.0%	1.2%	0.6%	0.0%	4.2%	0.0%	1.4%	1.1%	0.8%	0.7%	0.0%	0.8%	0.0%	0.0%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	50.0%	0.0%	50.0%	50.0%	50.0%	50.0%	0.0%	100.0%	0.0%	0.0%
Swisher Sweets	60	31	48	25	6	23	6	17	10	19	25	16	28	10	21	19	7	19	30	2	5
	12.2%	7.9%	30.8%	21.6%	2.2%	57.5%	10.2%	41.5%	11.6%	11.4%	13.7%	66.7%	40.6%	13.9%	23.6%	15.7%	5.0%	30.2%	11.4%	9.5%	6.9%
	100.0%	51.7%	80.0%	41.7%	10.0%	38.3%	10.0%	28.3%	16.7%	31.7%	41.7%	26.7%	46.7%	16.7%	35.0%	31.7%	11.7%	31.7%	50.0%	3.3%	8.3%
Net - JR Tobacco Brands	33	26	10	5	21	5	4	1	16	11	3	2	8	4	14	16	7	3	14	1	12
	6.7%	6.6%	6.4%	4.3%	7.6%	12.5%	6.8%	2.4%	18.6%	6.6%	1.6%	8.3%	11.6%	5.6%	15.7%	13.2%	5.0%	4.8%	5.3%	4.8%	16.7%
	100.0%	78.8%	30.3%	15.2%	63.6%	15.2%	12.1%	3.0%	48.5%	33.3%	9.1%	6.1%	24.2%	12.1%	42.4%	48.5%	21.2%	9.1%	42.4%	3.0%	36.4%
El Rey Del Mundo	13	10	3	1	9	2	1	0	5	6	1	0	4	2	4	6	5	0	6	1	2
	2.7%	2.5%	1.9%	0.9%	3.2%	5.0%	1.7%	0.0%	5.8%	3.6%	0.5%	0.0%	5.8%	2.8%	4.5%	5.0%	3.5%	0.0%	2.3%	4.8%	2.8%
	100.0%	76.9%	23.1%	7.7%	69.2%	15.4%	7.7%	0.0%	38.5%	46.2%	7.7%	0.0%	30.8%	15.4%	30.8%	46.2%	38.5%	0.0%	46.2%	7.7%	15.4%
J.R. Ultimates	21	17	7	4	13	3	3	1	12	5	2	2	4	2	10	11	3	3	8	0	11
	4.3%	4.3%	4.5%	3.4%	4.7%	7.5%	5.1%	2.4%	14.0%	3.0%	1.1%	8.3%	5.8%	2.8%	11.2%	9.1%	2.1%	4.8%	3.0%	0.0%	15.3%
	100.0%	81.0%	33.3%	19.0%	61.9%	14.3%	14.3%	4.8%	57.1%	23.8%	9.5%	9.5%	19.0%	9.5%	47.6%	52.4%	14.3%	14.3%	38.1%	0.0%	52.4%
Net - Tabacalera	92	58	54	33	25	21	13	15	21	36	31	13	27	23	32	30	19	19	43	5	6
	18.8%	14.7%	34.6%	28.4%	9.0%	52.5%	22.0%	36.6%	24.4%	21.6%	16.9%	54.2%	39.1%	31.9%	36.0%	24.8%	13.5%	30.2%	16.3%	23.8%	8.3%
	100.0%	63.0%	58.7%	35.9%	27.2%	22.8%	14.1%	16.3%	22.8%	39.1%	33.7%	14.1%	29.3%	25.0%	34.8%	32.6%	20.7%	20.7%	46.7%	5.4%	6.5%
Subnet - Premium	41	32	16	14	18	2	7	4	11	16	11	0	7	10	11	14	14	1	21	2	4
	8.4%	8.1%	10.3%	12.1%	6.5%	5.0%	11.9%	9.8%	12.8%	9.6%	6.0%	0.0%	10.1%	13.9%	12.4%	11.6%	9.9%	1.6%	8.0%	9.5%	5.6%
	100.0%	78.0%	39.0%	34.1%	43.9%	4.9%	17.1%	9.8%	26.8%	39.0%	26.8%	0.0%	17.1%	24.4%	26.8%	34.1%	34.1%	2.4%	51.2%	4.9%	9.8%
Romeo y Julieta	41	32	16	14	18	2	7	4	11	16	11	0	7	10	11	14	14	1	21	2	4
	8.4%	8.1%	10.3%	12.1%	6.5%	5.0%	11.9%	9.8%	12.8%	9.6%	6.0%	0.0%	10.1%	13.9%	12.4%	11.6%	9.9%	1.6%	8.0%	9.5%	5.6%
	100.0%	78.0%	39.0%	34.1%	43.9%	4.9%	17.1%	9.8%	26.8%	39.0%	26.8%	0.0%	17.1%	24.4%	26.8%	34.1%	34.1%	2.4%	51.2%	4.9%	9.8%
Subnet - Mass	57	32	44	25	7	19	9	13	10	23	22	13	21	17	23	18	7	18	25	4	2
	11.6%	8.1%	28.2%	21.6%	2.5%	47.5%	15.3%	31.7%	11.6%	13.8%	12.0%	54.2%	30.4%	23.6%	25.8%	14.9%	[illegible]	28.6%	9.5%	19.0%	2.8%
	100.0%	56.1%	77.2%	43.9%	12.3%	33.3%	15.8%	22.8%	17.5%	40.4%	38.6%	22.8%	36.8%	29.8%	40.4%	31.6%	12.[illegible]	31.6%	43.9%	7.0%	3.5%
Black & Gold/Black & Mild	22	14	18	11	3	7	5	6	2	11	9	4	9	5	7	5	1	8	10	2	2
	4.5%	3.6%	11.5%	9.5%	1.1%	17.5%	8.5%	14.6%	2.3%	6.6%	4.9%	16.7%	13.0%	6.9%	7.9%	4.1%	0.7%	12.7%	3.8%	9.5%	2.8%
	100.0%	63.6%	81.8%	50.0%	13.6%	31.8%	22.7%	27.3%	9.1%	50.0%	40.9%	18.2%	40.9%	22.7%	31.8%	22.7%	4.5%	36.4%	45.5%	9.1%	9.1%
Hav-a-Tampa/Jewels	24	13	17	9	4	8	2	4	5	10	7	7	9	6	12	7	2	7	10	2	1
	4.9%	3.3%	10.9%	7.8%	1.4%	20.0%	3.4%	9.8%	5.8%	6.0%	3.8%	29.2%	13.0%	8.3%	13.5%	5.8%	1.4%	11.1%	3.8%	9.5%	1.4%
	100.0%	54.2%	70.8%	37.5%	16.7%	33.3%	8.3%	16.7%	20.8%	41.7%	29.2%	29.2%	37.5%	25.0%	50.0%	29.2%	8.3%	29.2%	41.7%	8.3%	4.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019272

Cigar Segmentation

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

Base: Total completes - Premium (Q19C)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	490 100.0% 100.0%	394 100.0% 80.4%	156 100.0% 31.8%	116 100.0% 23.7%	278 100.0% 56.7%	40 100.0% 8.2%	59 100.0% 12.0%	41 100.0% 8.4%	86 100.0% 17.6%	167 100.0% 34.1%	183 100.0% 37.3%	24 100.0% 4.9%	69 100.0% 14.1%	72 100.0% 14.7%	89 100.0% 18.2%	121 100.0% 24.7%	141 100.0% 28.8%	63 100.0% 12.9%	263 100.0% 53.7%	21 100.0% 4.3%	72 100.0% 14.7%
Phillies	26 5.3% 100.0%	12 3.0% 46.2%	20 12.8% 76.9%	9 7.8% 34.6%	3 1.1% 11.5%	11 27.5% 42.3%	3 5.1% 11.5%	6 14.6% 23.1%	5 5.8% 19.2%	9 5.4% 34.6%	12 6.6% 46.2%	8 33.3% 30.8%	11 15.9% 42.3%	6 8.3% 23.1%	12 13.5% 46.2%	10 8.3% 38.5%	4 2.8% 15.4%	9 14.3% 34.6%	11 4.2% 42.3%	2 9.5% 7.7%	1 1.4% 3.8%
Net - Other	293 59.8% 100.0%	236 59.9% 80.5%	93 59.6% 31.7%	71 61.2% 24.2%	165 59.4% 56.3%	22 55.0% 7.5%	38 64.4% 13.0%	23 56.1% 7.8%	65 75.6% 22.2%	118 70.7% 40.3%	80 43.7% 27.3%	12 50.0% 4.1%	52 75.4% 17.7%	48 66.7% 16.4%	64 71.9% 21.8%	83 68.6% 28.3%	76 53.9% 25.9%	31 49.2% 10.6%	153 58.2% 52.2%	15 71.4% 5.1%	55 76.4% 18.8%
Subnet - Premium	249 50.8% 100.0%	203 51.5% 81.5%	80 51.3% 32.1%	60 51.7% 24.1%	143 51.4% 57.4%	20 50.0% 8.0%	33 55.9% 13.3%	19 46.3% 7.6%	62 72.1% 24.9%	104 62.3% 41.8%	57 31.1% 22.9%	12 50.0% 4.8%	45 65.2% 18.1%	39 54.2% 15.7%	56 62.9% 22.5%	72 59.5% 28.9%	67 47.5% 26.9%	29 46.0% 11.6%	126 47.9% 50.6%	12 57.1% 4.8%	48 66.7% 19.3%
Ashton	42 8.6% 100.0%	36 9.1% 85.7%	9 5.8% 21.4%	6 5.2% 14.3%	30 10.8% 71.4%	3 7.5% 7.1%	3 5.1% 7.1%	2 4.9% 4.8%	11 12.8% 26.2%	19 11.4% 45.2%	9 4.9% 21.4%	1 4.2% 2.4%	6 8.7% 14.3%	6 8.3% 14.3%	9 10.1% 21.4%	7 5.8% 16.7%	17 12.1% 40.5%	5 7.9% 11.9%	23 8.7% 54.8%	2 9.5% 4.8%	6 8.3% 14.3%
Bahia	11 2.2% 100.0%	5 1.3% 45.5%	6 3.8% 54.5%	3 2.6% 27.3%	2 0.7% 18.2%	3 7.5% 27.3%	3 5.1% 27.3%	0 0.0% 0.0%	3 3.5% 27.3%	5 3.0% 45.5%	2 1.1% 18.2%	1 4.2% 9.1%	3 4.3% 27.3%	3 4.2% 27.3%	4 4.5% 36.4%	4 3.3% 36.4%	3 2.1% 27.3%	2 3.2% 18.2%	5 1.9% 45.5%	3 14.3% 27.3%	2 2.8% 18.2%
Davidoff	32 6.5% 100.0%	27 6.9% 84.4%	8 5.1% 25.0%	7 6.0% 21.9%	20 7.2% 62.5%	1 2.5% 3.1%	4 6.8% 12.5%	1 2.4% 3.1%	11 12.8% 34.4%	11 6.6% 34.4%	7 3.8% 21.9%	1 4.2% 3.1%	3 4.3% 9.4%	3 4.2% 9.4%	10 11.2% 31.3%	15 12.4% 46.9%	17 12.1% 53.1%	0 0.0% 0.0%	20 7.6% 62.5%	1 4.8% 3.1%	2 2.8% 6.3%
Don Tomas	50 10.2% 100.0%	40 10.2% 80.0%	13 8.3% 26.0%	11 9.5% 22.0%	29 10.4% 58.0%	2 5.0% 4.0%	9 15.3% 18.0%	1 2.4% 2.0%	8 9.3% 16.0%	28 16.8% 56.0%	13 7.1% 26.0%	1 4.2% 2.0%	9 13.0% 18.0%	14 19.4% 28.0%	7 7.9% 14.0%	11 9.1% 22.0%	10 7.1% 20.0%	7 11.1% 14.0%	23 8.7% 46.0%	0 0.0% 0.0%	7 9.7% 14.0%
Dunhill	51 10.4% 100.0%	36 9.1% 70.6%	24 15.4% 47.1%	17 14.7% 33.3%	19 6.8% 37.3%	7 17.5% 13.7%	10 16.9% 19.6%	6 14.6% 11.8%	10 11.6% 19.6%	21 12.6% 41.2%	15 8.2% 29.4%	6 25.0% 11.8%	9 13.0% 17.6%	14 19.4% 27.5%	12 13.5% 23.5%	16 13.2% 31.4%	11 7.8% 21.6%	6 9.5% 11.8%	32 12.2% 62.7%	7 33.3% 13.7%	4 5.6% 7.8%
Fuente/Arturo Fuente	103 21.0% 100.0%	92 23.4% 89.3%	25 16.0% 24.3%	22 19.0% 21.4%	70 25.2% 68.0%	3 7.5% 2.9%	13 22.0% 12.6%	7 17.1% 6.8%	27 31.4% 26.2%	48 28.7% 46.6%	17 9.3% 16.5%	0 0.0% 0.0%	16 23.2% 15.5%	11 15.3% 10.7%	25 28.1% 24.3%	38 31.4% 36.9%	31 22.0% 30.1%	6 9.5% 5.8%	69 26.2% 67.0%	1 4.8% 1.0%	15 20.8% 14.6%
Thompson	45 9.2% 100.0%	36 9.1% 80.0%	21 13.5% 46.7%	14 12.1% 31.1%	22 7.9% 48.9%	7 17.5% 15.6%	9 15.3% 20.0%	2 4.9% 4.4%	20 23.3% 44.4%	13 7.8% 28.9%	5 2.7% 11.1%	3 12.5% 6.7%	15 21.7% 33.3%	4 5.6% 8.9%	15 16.9% 33.3%	15 12.4% 33.3%	4 2.8% 8.9%	9 14.3% 20.0%	7 2.7% 15.6%	0 0.0% 0.0%	23 31.9% 51.1%
Subnet - Mass	1 0.2% 100.0%	1 0.3% 100.0%	1 0.6% 100.0%	1 0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.4% 100.0%	0 0.0% 0.0%	1 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%
Middleton	1 0.2% 100.0%	1 0.3% 100.0%	1 0.6% 100.0%	1 0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.4% 100.0%	0 0.0% 0.0%	1 0.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.4% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%
Other	112 22.9% 100.0%	81 20.6% 72.3%	37 23.7% 33.0%	26 22.4% 23.2%	55 19.8% 49.1%	11 27.5% 9.8%	14 23.7% 12.5%	8 19.5% 7.1%	22 25.6% 19.6%	46 27.5% 41.1%	34 18.6% 30.4%	3 12.5% 2.7%	22 31.9% 19.6%	19 26.4% 17.0%	27 30.3% 24.1%	32 26.4% 28.6%	27 19.1% 24.1%	7 11.1% 6.3%	57 21.7% 50.9%	5 23.8% 4.5%	24 33.3% 21.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019273

Cigar Segmentation

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

Base: Total completes - Mass (Q19C)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	618	147	514	114	33	400	48	50	33	74	68	108	217	191	186	103	44	295	165	14	33
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	23.8%	83.2%	18.4%	5.3%	64.7%	7.8%	8.1%	5.3%	12.0%	11.0%	17.5%	35.1%	30.9%	30.1%	16.7%	7.1%	47.7%	26.7%	2.3%	5.3%
SuperNet - Both premium and mass brands	192	135	139	103	32	36	48	41	33	74	68	24	69	72	54	55	27	47	88	8	23
	31.1%	91.8%	27.0%	90.4%	97.0%	9.0%	100.0%	82.0%	100.0%	100.0%	100.0%	22.2%	31.8%	37.7%	29.0%	53.4%	61.4%	15.9%	53.3%	57.1%	69.7%
	100.0%	70.3%	72.4%	53.6%	16.7%	18.8%	25.0%	21.4%	17.2%	38.5%	35.4%	12.5%	35.9%	37.5%	28.1%	28.6%	14.1%	24.5%	45.8%	4.2%	12.0%
SuperNet - Premium brands only	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SuperNet - Mass brands Only	426	12	375	11	1	364	0	9	0	0	0	84	148	119	132	48	17	248	77	6	10
	68.9%	8.2%	73.0%	9.6%	3.0%	91.0%	0.0%	18.0%	0.0%	0.0%	0.0%	77.8%	68.2%	62.3%	71.0%	46.6%	38.6%	84.1%	46.7%	42.9%	30.3%
	100.0%	2.8%	88.0%	2.6%	0.2%	85.4%	0.0%	2.1%	0.0%	0.0%	0.0%	19.7%	34.7%	27.9%	31.0%	11.3%	4.0%	58.2%	18.1%	1.4%	2.3%
SuperNet - Premium	192	135	139	103	32	36	48	41	33	74	68	24	69	72	54	55	27	47	88	8	23
	31.1%	91.8%	27.0%	90.4%	97.0%	9.0%	100.0%	82.0%	100.0%	100.0%	100.0%	22.2%	31.8%	37.7%	29.0%	53.4%	61.4%	15.9%	53.3%	57.1%	69.7%
	100.0%	70.3%	72.4%	53.6%	16.7%	18.8%	25.0%	21.4%	17.2%	38.5%	35.4%	12.5%	35.9%	37.5%	28.1%	28.6%	14.1%	24.5%	45.8%	4.2%	12.0%
SuperNet - Mass	618	147	514	114	33	400	48	50	33	74	68	108	217	191	186	103	44	295	165	14	33
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	23.8%	83.2%	18.4%	5.3%	64.7%	7.8%	8.1%	5.3%	12.0%	11.0%	17.5%	35.1%	30.9%	30.1%	16.7%	7.1%	47.7%	26.7%	2.3%	5.3%
Net - Consolidated Cigar Co.	321	107	256	82	25	174	34	37	30	59	45	59	128	89	97	70	25	127	103	8	26
	51.9%	72.8%	49.8%	71.9%	75.8%	43.5%	70.8%	74.0%	90.9%	79.7%	66.2%	54.6%	59.0%	46.6%	52.2%	68.0%	56.8%	43.1%	62.4%	57.1%	78.8%
	100.0%	33.3%	79.8%	25.5%	7.8%	54.2%	10.6%	11.5%	9.3%	18.4%	14.0%	18.4%	39.9%	27.7%	30.2%	21.8%	7.8%	39.6%	32.1%	2.5%	8.1%
Subnet - Premium	76	55	50	40	15	10	22	12	18	35	17	7	24	30	21	28	13	16	39	1	7
	12.3%	37.4%	9.7%	35.1%	45.5%	2.5%	45.8%	24.0%	54.5%	47.3%	25.0%	6.5%	11.1%	15.7%	11.3%	27.2%	29.5%	5.4%	23.6%	7.1%	21.2%
	100.0%	72.4%	65.8%	52.6%	19.7%	13.2%	28.9%	15.8%	23.7%	46.1%	22.4%	9.2%	31.6%	39.5%	27.6%	36.8%	17.1%	21.1%	51.3%	1.3%	9.2%
Don Diego	30	17	21	14	3	7	10	2	6	14	5	4	9	9	8	10	3	6	15	1	1
	4.9%	11.6%	4.1%	12.3%	9.1%	1.8%	20.8%	4.0%	18.2%	18.9%	7.4%	3.7%	4.1%	4.7%	4.3%	9.7%	6.8%	2.0%	9.1%	7.1%	3.0%
	100.0%	56.7%	70.0%	46.7%	10.0%	23.3%	33.3%	6.7%	20.0%	46.7%	16.7%	13.3%	30.0%	30.0%	26.7%	33.3%	10.0%	20.0%	50.0%	3.3%	3.3%
Montecristo	16	13	9	9	4	0	5	2	2	7	6	0	6	7	3	5	4	2	11	0	1
	2.6%	8.8%	1.8%	7.9%	12.1%	0.0%	10.4%	4.0%	6.1%	9.5%	8.8%	0.0%	2.8%	3.7%	1.6%	4.9%	9.1%	0.7%	6.7%	0.0%	3.0%
	100.0%	81.3%	56.3%	56.3%	25.0%	0.0%	31.3%	12.5%	12.5%	43.8%	37.5%	0.0%	37.5%	43.8%	18.8%	31.3%	25.0%	12.5%	68.8%	0.0%	6.3%
Royal Jamaica	12	7	7	4	3	3	2	2	5	5	2	3	4	5	8	7	2	2	6	0	2
	1.9%	4.8%	1.4%	3.5%	9.1%	0.8%	4.2%	4.0%	15.2%	6.8%	2.9%	2.8%	1.8%	2.6%	4.3%	6.8%	4.5%	0.7%	3.6%	0.0%	6.1%
	100.0%	58.3%	58.3%	33.3%	25.0%	25.0%	16.7%	16.7%	41.7%	41.7%	16.7%	25.0%	33.3%	41.7%	66.7%	58.3%	16.7%	16.7%	50.0%	0.0%	16.7%
Te-Amo	21	14	12	11	3	1	4	5	8	10	3	1	8	7	8	9	4	6	8	0	2
	3.4%	9.5%	2.3%	9.6%	9.1%	0.3%	8.3%	10.0%	24.2%	13.5%	4.4%	0.9%	3.7%	3.7%	4.3%	8.7%	9.1%	2.0%	4.8%	0.0%	6.1%
	100.0%	66.7%	57.1%	52.4%	14.3%	4.8%	19.0%	23.8%	38.1%	47.6%	14.3%	4.8%	38.1%	33.3%	38.1%	42.9%	19.0%	28.6%	38.1%	0.0%	9.5%
Upmann/H. Upmann	22	18	9	7	11	2	5	1	7	12	2	0	8	9	5	9	4	3	11	0	3
	3.6%	12.2%	1.8%	6.1%	33.3%	0.5%	10.4%	2.0%	21.2%	16.2%	2.9%	0.0%	3.7%	4.7%	2.7%	8.7%	9.1%	1.0%	6.7%	0.0%	9.1%
	100.0%	81.8%	40.9%	31.8%	50.0%	9.1%	22.7%	4.5%	31.8%	54.5%	9.1%	0.0%	36.4%	40.9%	22.7%	40.9%	18.2%	13.6%	50.0%	0.0%	13.6%
Subnet - Mass	276	74	228	59	15	169	22	29	20	35	38	55	115	70	86	55	19	115	81	8	24
	44.7%	50.3%	44.4%	51.8%	45.5%	42.3%	45.8%	58.0%	60.6%	47.3%	55.9%	50.9%	53.0%	36.6%	46.2%	53.4%	43.2%	39.0%	49.1%	57.1%	72.7%
	100.0%	26.8%	82.6%	21.4%	5.4%	61.2%	8.0%	10.5%	7.2%	12.7%	13.8%	19.9%	41.7%	25.4%	31.2%	19.9%	6.9%	41.7%	29.3%	2.9%	8.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019274

Cigar Segmentation

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

Base: Total completes - Mass (Q19C)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	618	147	514	114	33	400	48	50	33	74	68	108	217	191	186	103	44	295	165	14	33
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	23.8%	83.2%	18.4%	5.3%	64.7%	7.8%	8.1%	5.3%	12.0%	11.0%	17.5%	35.1%	30.9%	30.1%	16.7%	7.1%	47.7%	26.7%	2.3%	5.3%
Antonio y Cleopatra	95	38	73	30	8	43	12	13	13	19	18	19	47	23	34	24	9	28	32	4	17
	15.4%	25.9%	14.2%	26.3%	24.2%	10.8%	25.0%	26.0%	39.4%	25.7%	26.5%	17.6%	21.7%	12.0%	18.3%	23.3%	20.5%	9.5%	19.4%	28.6%	51.5%
	100.0%	40.0%	76.8%	31.6%	8.4%	45.3%	12.6%	13.7%	13.7%	20.0%	18.9%	20.0%	49.5%	24.2%	35.8%	25.3%	9.5%	29.5%	33.7%	4.2%	17.9%
Backwoods	80	18	66	14	4	52	4	9	4	8	11	18	30	20	19	13	3	34	24	1	7
	12.9%	12.2%	12.8%	12.3%	12.1%	13.0%	8.3%	18.0%	12.1%	10.8%	16.2%	16.7%	13.8%	10.5%	10.2%	12.6%	6.8%	11.5%	14.5%	7.1%	21.2%
	100.0%	22.5%	82.5%	17.5%	5.0%	65.0%	5.0%	11.3%	5.0%	10.0%	13.8%	22.5%	37.5%	25.0%	23.8%	16.3%	3.8%	42.5%	30.0%	1.3%	8.8%
Dutch Masters	107	24	86	18	6	68	4	12	7	11	12	25	49	20	45	26	5	54	23	3	5
	17.3%	16.3%	16.7%	15.8%	18.2%	17.0%	8.3%	24.0%	21.2%	14.9%	17.6%	23.1%	22.6%	10.5%	24.2%	25.2%	11.4%	18.3%	13.9%	21.4%	15.2%
	100.0%	22.4%	80.4%	16.8%	5.6%	63.6%	3.7%	11.2%	6.5%	10.3%	11.2%	23.4%	45.8%	18.7%	42.1%	24.3%	4.7%	50.5%	21.5%	2.8%	4.7%
El Producto	50	10	43	6	4	37	3	3	5	6	5	8	29	8	17	10	3	20	13	3	3
	8.1%	6.8%	8.4%	5.3%	12.1%	9.3%	6.3%	6.0%	15.2%	8.1%	7.4%	7.4%	13.4%	4.2%	9.1%	9.7%	6.8%	6.8%	7.9%	21.4%	9.1%
	100.0%	20.0%	86.0%	12.0%	8.0%	74.0%	6.0%	6.0%	10.0%	12.0%	10.0%	16.0%	58.0%	16.0%	34.0%	20.0%	6.0%	40.0%	26.0%	6.0%	6.0%
Muriel	33	9	30	8	1	22	1	5	2	2	4	6	16	5	13	10	5	17	7	2	2
	5.3%	6.1%	5.8%	7.0%	3.0%	5.5%	2.1%	10.0%	6.1%	2.7%	5.9%	5.6%	7.4%	2.6%	7.0%	9.7%	11.4%	5.8%	4.2%	14.3%	6.1%
	100.0%	27.3%	90.9%	24.2%	3.0%	66.7%	3.0%	15.2%	6.1%	6.1%	12.1%	18.2%	48.5%	15.2%	39.4%	30.3%	15.2%	51.5%	21.2%	6.1%	6.1%
Net - General Cigar Holdings	267	113	203	83	30	120	39	34	29	64	49	40	109	79	86	63	24	98	94	4	22
	43.2%	76.9%	39.5%	72.8%	90.9%	30.0%	81.3%	68.0%	87.9%	86.5%	72.1%	37.0%	50.2%	41.4%	46.2%	61.2%	54.5%	33.2%	57.0%	28.6%	66.7%
	100.0%	42.3%	76.0%	31.1%	11.2%	44.9%	14.6%	12.7%	10.9%	24.0%	18.4%	15.0%	40.8%	29.6%	32.2%	23.6%	9.0%	36.7%	35.2%	1.5%	8.2%
Subnet-General Cigar Holdings - Premium	115	89	78	64	25	14	33	22	23	51	33	12	40	46	35	38	18	22	57	2	14
	18.6%	60.5%	15.2%	56.1%	75.8%	3.5%	68.8%	44.0%	69.7%	68.9%	48.5%	11.1%	18.4%	24.1%	18.8%	36.9%	40.9%	7.5%	34.5%	14.3%	42.4%
	100.0%	77.4%	67.8%	55.7%	21.7%	12.2%	28.7%	19.1%	20.0%	44.3%	28.7%	10.4%	34.8%	40.0%	30.4%	33.0%	15.7%	19.1%	49.6%	1.7%	12.2%
SubNet - General Cigar Co.	252	99	195	75	24	120	32	33	26	54	47	39	106	70	82	59	24	96	86	4	19
	40.8%	67.3%	37.9%	65.8%	72.7%	30.0%	66.7%	66.0%	78.8%	73.0%	69.1%	36.1%	48.8%	36.6%	44.1%	57.3%	54.5%	32.5%	52.1%	28.6%	57.6%
	100.0%	39.3%	77.4%	29.8%	9.5%	47.6%	12.7%	13.1%	10.3%	21.4%	18.7%	15.5%	42.1%	27.8%	32.5%	23.4%	9.5%	38.1%	34.1%	1.6%	7.5%
Sub-Subnet - Premium	98	73	68	54	19	14	26	19	20	39	31	10	37	36	31	34	17	20	49	2	10
	15.9%	49.7%	13.2%	47.4%	57.6%	3.5%	54.2%	38.0%	60.6%	52.7%	45.6%	9.3%	17.1%	18.8%	16.7%	33.0%	38.6%	6.8%	29.7%	14.3%	30.3%
	100.0%	74.5%	69.4%	55.1%	19.4%	14.3%	26.5%	19.4%	20.4%	39.8%	31.6%	10.2%	37.8%	36.7%	31.6%	34.7%	17.3%	20.4%	50.0%	2.0%	10.2%
Cohiba	30	19	16	12	7	4	7	4	8	12	8	2	9	14	9	9	4	4	16	0	3
	4.9%	12.9%	3.1%	10.5%	21.2%	1.0%	14.6%	8.0%	24.2%	16.2%	11.8%	1.9%	4.1%	7.3%	4.8%	8.7%	9.1%	1.4%	9.7%	0.0%	9.1%
	100.0%	63.3%	53.3%	40.0%	23.3%	13.3%	23.3%	13.3%	26.7%	40.0%	26.7%	6.7%	30.0%	46.7%	30.0%	30.0%	13.3%	13.3%	53.3%	0.0%	10.0%
Cifuentes	3	3	1	1	2	0	0	0	1	1	0	0	1	1	1	1	1	0	2	0	1
	0.5%	2.0%	0.2%	0.9%	6.1%	0.0%	0.0%	0.0%	3.0%	1.4%	0.0%	0.0%	0.5%	0.5%	0.5%	1.0%	2.3%	0.0%	1.2%	0.0%	3.0%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	0.0%	33.3%	33.3%	33.3%	33.3%	33.3%	0.0%	66.7%	0.0%	33.3%
Macanudo	71	54	49	40	14	9	18	15	17	24	24	7	30	23	25	28	13	13	37	2	7
	11.5%	36.7%	9.5%	35.1%	42.4%	2.3%	37.5%	30.0%	51.5%	32.4%	35.3%	6.5%	13.8%	12.0%	13.4%	27.2%	29.5%	4.4%	22.4%	14.3%	21.2%
	100.0%	76.1%	69.0%	56.3%	19.7%	12.7%	25.4%	21.1%	23.9%	33.8%	33.8%	9.9%	42.3%	32.4%	35.2%	39.4%	18.3%	18.3%	52.1%	2.8%	9.9%
Macanudo Vintage	12	11	11	10	1	1	6	2	3	7	1	1	6	4	4	5	3	3	7	0	1
	1.9%	7.5%	2.1%	8.8%	3.0%	0.3%	12.5%	4.0%	9.1%	9.5%	1.5%	0.9%	2.8%	2.1%	2.2%	4.9%	6.8%	1.0%	4.2%	0.0%	3.0%
	100.0%	91.7%	91.7%	83.3%	8.3%	8.3%	50.0%	16.7%	25.0%	58.3%	8.3%	8.3%	50.0%	33.3%	33.3%	41.7%	25.0%	25.0%	58.3%	0.0%	8.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019275

Cigar Segmentation

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

Base: Total completes - Mass (Q19C)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	618 100.0% 100.0%	147 100.0% 23.8%	514 100.0% 83.2%	114 100.0% 18.4%	33 100.0% 5.3%	400 100.0% 64.7%	48 100.0% 7.8%	50 100.0% 8.1%	33 100.0% 5.3%	74 100.0% 12.0%	68 100.0% 11.0%	108 100.0% 17.5%	217 100.0% 35.1%	191 100.0% 30.9%	186 100.0% 30.1%	103 100.0% 16.7%	44 100.0% 7.1%	295 100.0% 47.7%	165 100.0% 26.7%	14 100.0% 2.3%	33 100.0% 5.3%
Partagas	27 4.4% 100.0%	21 14.3% 77.8%	17 3.3% 63.0%	16 14.0% 59.3%	5 15.2% 18.5%	1 0.3% 3.7%	11 22.9% 40.7%	4 8.0% 14.8%	12 36.4% 44.4%	10 13.5% 37.0%	4 5.9% 14.8%	2 1.9% 7.4%	14 6.5% 51.9%	7 3.7% 25.9%	10 5.4% 37.0%	13 12.6% 48.1%	4 9.1% 14.8%	4 1.4% 14.8%	18 10.9% 66.7%	0 0.0% 0.0%	4 12.1% 14.8%
Partagas Limited Reserve	5 0.8% 100.0%	5 3.4% 100.0%	2 0.4% 40.0%	2 1.8% 40.0%	3 9.1% 60.0%	0 0.0% 0.0%	1 2.1% 20.0%	0 0.0% 0.0%	2 6.1% 40.0%	2 2.7% 40.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.9% 40.0%	2 1.0% 40.0%	2 1.1% 40.0%	3 2.9% 60.0%	2 4.5% 40.0%	0 0.0% 0.0%	3 1.8% 60.0%	0 0.0% 0.0%	0 0.0% 0.0%
Sub-Subnet - Mass	190 30.7% 100.0%	54 36.7% 28.4%	154 30.0% 81.1%	43 37.7% 22.6%	11 33.3% 5.8%	111 27.8% 58.4%	12 25.0% 6.3%	25 50.0% 13.2%	9 27.3% 4.7%	31 41.9% 16.3%	28 41.2% 14.7%	34 31.5% 17.9%	82 37.8% 43.2%	46 24.1% 24.2%	63 33.9% 33.2%	35 34.0% 18.4%	12 27.3% 6.3%	86 29.2% 45.3%	51 30.9% 26.8%	2 14.3% 1.1%	11 33.3% 5.8%
Garcia y Vega/Whiffs	88 14.2% 100.0%	36 24.5% 40.9%	68 13.2% 77.3%	30 26.3% 34.1%	6 18.2% 6.8%	38 9.5% 43.2%	8 16.7% 9.1%	17 34.0% 19.3%	7 21.2% 8.0%	22 29.7% 25.0%	15 22.1% 17.0%	14 13.0% 15.9%	37 17.1% 42.0%	26 13.6% 29.5%	25 13.4% 28.4%	18 17.5% 20.5%	7 15.9% 8.0%	37 12.5% 42.0%	26 15.8% 29.5%	0 0.0% 0.0%	5 15.2% 5.7%
Tiparillo	57 9.2% 100.0%	12 8.2% 21.1%	48 9.3% 84.2%	10 8.8% 17.5%	2 6.1% 3.5%	38 9.5% 66.7%	3 6.3% 5.3%	6 12.0% 10.5%	2 6.1% 3.5%	9 12.2% 15.8%	8 11.8% 14.0%	10 9.3% 17.5%	28 12.9% 49.1%	11 5.8% 19.3%	21 11.3% 36.8%	9 8.7% 15.8%	6 13.6% 10.5%	24 8.1% 42.1%	20 12.1% 35.1%	1 7.1% 1.8%	3 9.1% 5.3%
White Owl	65 10.5% 100.0%	12 8.2% 18.5%	55 10.7% 84.6%	10 8.8% 15.4%	2 6.1% 3.1%	45 11.3% 69.2%	0 0.0% 0.0%	9 18.0% 13.8%	1 3.0% 1.5%	5 6.8% 7.7%	12 17.6% 18.5%	13 12.0% 20.0%	34 15.7% 52.3%	6 3.1% 9.2%	29 15.6% 44.6%	16 15.5% 24.6%	3 6.8% 4.6%	32 10.8% 49.2%	13 7.9% 20.0%	1 7.1% 1.5%	2 6.1% 3.1%
William Penn	18 2.9% 100.0%	5 3.4% 27.8%	16 3.1% 88.9%	3 2.6% 16.7%	2 6.1% 11.1%	13 3.3% 72.2%	1 2.1% 5.6%	2 4.0% 11.1%	1 3.0% 5.6%	5 6.8% 27.8%	3 4.4% 16.7%	3 2.8% 16.7%	10 4.6% 55.6%	5 2.6% 27.8%	7 3.8% 38.9%	3 2.9% 16.7%	2 4.5% 11.1%	9 3.1% 50.0%	4 2.4% 22.2%	2 14.3% 11.1%	1 3.0% 5.6%
SubNet - Villazon	43 7.0% 100.0%	38 25.9% 88.4%	24 4.7% 55.8%	23 20.2% 53.5%	15 45.5% 34.9%	1 0.3% 2.3%	13 27.1% 30.2%	7 14.0% 16.3%	14 42.4% 32.6%	23 31.1% 53.5%	3 4.4% 7.0%	4 3.7% 9.3%	16 7.4% 37.2%	16 8.4% 37.2%	16 8.6% 37.2%	18 17.5% 41.9%	6 13.6% 14.0%	6 2.0% 14.0%	22 13.3% 51.2%	0 0.0% 0.0%	6 18.2% 14.0%
Hoyo de Monterrey	18 2.9% 100.0%	15 10.2% 83.3%	9 1.8% 50.0%	9 7.9% 50.0%	6 18.2% 33.3%	0 0.0% 0.0%	6 12.5% 33.3%	2 4.0% 11.1%	8 24.2% 44.4%	8 10.8% 44.4%	1 1.5% 5.6%	1 0.9% 5.6%	8 3.7% 44.4%	7 3.7% 38.9%	8 4.3% 44.4%	10 9.7% 55.6%	3 6.8% 16.7%	2 0.7% 11.1%	12 7.3% 66.7%	0 0.0% 0.0%	2 6.1% 11.1%
Hoyo de Monterrey Excalibur	10 1.6% 100.0%	10 6.8% 100.0%	4 0.8% 40.0%	4 3.5% 40.0%	6 18.2% 60.0%	0 0.0% 0.0%	4 8.3% 40.0%	0 0.0% 0.0%	3 9.1% 30.0%	7 9.5% 70.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.5% 10.0%	9 4.7% 90.0%	3 1.6% 30.0%	3 2.9% 30.0%	2 4.5% 20.0%	1 0.3% 10.0%	5 3.0% 50.0%	0 0.0% 0.0%	3 9.1% 30.0%
Punch	24 3.9% 100.0%	21 14.3% 87.5%	16 3.1% 66.7%	15 13.2% 62.5%	6 18.2% 25.0%	1 0.3% 4.2%	9 18.8% 37.5%	4 8.0% 16.7%	8 24.2% 33.3%	12 16.2% 50.0%	2 2.9% 8.3%	3 2.8% 12.5%	9 4.1% 37.5%	7 3.7% 29.2%	9 4.8% 37.5%	8 7.8% 33.3%	2 4.5% 8.3%	4 1.4% 16.7%	11 6.7% 45.8%	0 0.0% 0.0%	4 12.1% 16.7%
Punch Grand Cru	3 0.5% 100.0%	2 1.4% 66.7%	2 0.4% 66.7%	1 0.9% 33.3%	1 3.0% 33.3%	1 0.3% 33.3%	0 0.0% 0.0%	1 2.0% 33.3%	1 3.0% 33.3%	2 2.7% 66.7%	0 0.0% 0.0%	1 0.9% 33.3%	1 0.5% 33.3%	1 0.5% 33.3%	2 1.1% 66.7%	3 2.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Swisher International	303 49.0% 100.0%	66 44.9% 21.8%	259 50.4% 85.5%	53 46.5% 17.5%	13 39.4% 4.3%	206 51.5% 68.0%	21 43.8% 6.9%	28 56.0% 9.2%	19 57.6% 6.3%	34 45.9% 11.2%	33 48.5% 10.9%	60 55.6% 19.8%	112 51.6% 37.0%	88 46.1% 29.0%	93 50.0% 30.7%	55 53.4% 18.2%	21 47.7% 6.9%	154 52.2% 50.8%	79 47.9% 26.1%	10 71.4% 3.3%	10 30.3% 3.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019276

Cigar Segmentation

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

Base: Total completes - Mass (Q19C)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	618	147	514	114	33	400	48	50	33	74	68	108	217	191	186	103	44	295	165	14	33
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	23.8%	83.2%	18.4%	5.3%	64.7%	7.8%	8.1%	5.3%	12.0%	11.0%	17.5%	35.1%	30.9%	30.1%	16.7%	7.1%	47.7%	26.7%	2.3%	5.3%
Bering	37	24	28	18	6	10	13	4	10	11	8	4	14	17	11	15	5	5	21	1	3
	6.0%	16.3%	5.4%	15.8%	18.2%	2.5%	27.1%	8.0%	30.3%	14.9%	11.8%	3.7%	6.5%	8.9%	5.9%	14.6%	11.4%	1.7%	12.7%	7.1%	9.1%
	100.0%	64.9%	75.7%	48.6%	16.2%	27.0%	35.1%	10.8%	27.0%	29.7%	21.6%	10.8%	37.8%	45.9%	29.7%	40.5%	13.5%	13.5%	56.8%	2.7%	8.1%
King Edward	79	15	69	12	3	57	2	8	1	9	10	19	34	17	30	16	8	35	22	4	1
	12.8%	10.2%	13.4%	10.5%	9.1%	14.3%	4.2%	16.0%	3.0%	12.2%	14.7%	17.6%	15.7%	8.9%	16.1%	15.5%	18.2%	11.9%	13.3%	28.6%	3.0%
	100.0%	19.0%	87.3%	15.2%	3.8%	72.2%	2.5%	10.1%	1.3%	11.4%	12.7%	24.1%	43.0%	21.5%	38.0%	20.3%	10.1%	44.3%	27.8%	5.1%	1.3%
La Prima Dora	5	1	5	1	0	4	1	0	1	1	0	1	0	3	2	3	2	1	3	0	0
	0.8%	0.7%	1.0%	0.9%	0.0%	1.0%	2.1%	0.0%	3.0%	1.4%	0.0%	0.9%	0.0%	1.6%	1.1%	2.9%	4.5%	0.3%	1.8%	0.0%	0.0%
	100.0%	20.0%	100.0%	20.0%	0.0%	80.0%	20.0%	0.0%	20.0%	20.0%	0.0%	20.0%	0.0%	60.0%	40.0%	60.0%	40.0%	20.0%	60.0%	0.0%	0.0%
Swisher Sweets	227	33	196	26	7	170	6	18	10	19	25	53	82	57	72	36	13	135	47	6	6
	36.7%	22.4%	38.1%	22.8%	21.2%	42.5%	12.5%	36.0%	30.3%	25.7%	36.8%	49.1%	37.8%	29.8%	38.7%	35.0%	29.5%	45.8%	28.5%	42.9%	18.2%
	100.0%	14.5%	86.3%	11.5%	3.1%	74.9%	2.6%	7.9%	4.4%	8.4%	11.0%	23.3%	36.1%	25.1%	31.7%	15.9%	5.7%	59.5%	20.7%	2.6%	2.6%
Net - JR Tobacco Brands	14	7	9	4	3	5	3	1	5	6	2	2	8	4	7	6	1	3	6	1	3
	2.3%	4.8%	1.8%	3.5%	9.1%	1.3%	6.3%	2.0%	15.2%	8.1%	2.9%	1.9%	3.7%	2.1%	3.8%	5.8%	2.3%	1.0%	3.6%	7.1%	9.1%
	100.0%	50.0%	64.3%	28.6%	21.4%	35.7%	21.4%	7.1%	35.7%	42.9%	14.3%	14.3%	57.1%	28.6%	50.0%	42.9%	7.1%	21.4%	42.9%	7.1%	21.4%
El Rey Del Mundo	6	3	3	1	2	2	1	0	2	3	1	0	4	2	2	2	1	0	3	1	0
	1.0%	2.0%	0.6%	0.9%	6.1%	0.5%	2.1%	0.0%	6.1%	4.1%	1.5%	0.0%	1.8%	1.0%	1.1%	1.9%	2.3%	0.0%	1.8%	7.1%	0.0%
	100.0%	50.0%	50.0%	16.7%	33.3%	33.3%	16.7%	0.0%	33.3%	50.0%	16.7%	0.0%	66.7%	33.3%	33.3%	33.3%	16.7%	0.0%	50.0%	16.7%	0.0%
J.R. Ultimates	8	4	6	3	1	3	2	1	3	3	1	2	4	2	5	4	0	3	3	0	3
	1.3%	2.7%	1.2%	2.6%	3.0%	0.8%	4.2%	2.0%	9.1%	4.1%	1.5%	1.9%	1.8%	1.0%	2.7%	3.9%	0.0%	1.0%	1.8%	0.0%	9.1%
	100.0%	50.0%	75.0%	37.5%	12.5%	37.5%	25.0%	12.5%	37.5%	37.5%	12.5%	25.0%	50.0%	25.0%	62.5%	50.0%	0.0%	37.5%	37.5%	0.0%	37.5%
Net - Tabacalera	208	47	173	37	10	136	12	19	13	29	25	41	88	53	76	41	18	99	52	6	6
	33.7%	32.0%	33.7%	32.5%	30.3%	34.0%	25.0%	38.0%	39.4%	39.2%	36.8%	38.0%	40.6%	27.7%	40.9%	39.8%	40.9%	33.6%	31.5%	42.9%	18.2%
	100.0%	22.6%	83.2%	17.8%	4.8%	65.4%	5.8%	9.1%	6.3%	13.9%	12.0%	19.7%	42.3%	25.5%	36.5%	19.7%	8.7%	47.6%	25.0%	2.9%	2.9%
Subnet - Premium	19	15	14	13	2	1	6	4	3	9	5	0	7	10	6	5	5	1	8	1	2
	3.1%	10.2%	2.7%	11.4%	6.1%	0.3%	12.5%	8.0%	9.1%	12.2%	7.4%	0.0%	3.2%	5.2%	3.2%	4.9%	11.4%	0.3%	4.8%	7.1%	6.1%
	100.0%	78.9%	73.7%	68.4%	10.5%	5.3%	31.6%	21.1%	15.8%	47.4%	26.3%	0.0%	36.8%	52.6%	31.6%	26.3%	26.3%	5.3%	42.1%	5.3%	10.5%
Romeo y Julieta	19	15	14	13	2	1	6	4	3	9	5	0	7	10	6	5	5	1	8	1	2
	3.1%	10.2%	2.7%	11.4%	6.1%	0.3%	12.5%	8.0%	9.1%	12.2%	7.4%	0.0%	3.2%	5.2%	3.2%	4.9%	11.4%	0.3%	4.8%	7.1%	6.1%
	100.0%	78.9%	73.7%	68.4%	10.5%	5.3%	31.6%	21.1%	15.8%	47.4%	26.3%	0.0%	36.8%	52.6%	31.6%	26.3%	26.3%	5.3%	42.1%	5.3%	10.5%
Subnet - Mass	195	38	165	30	8	135	9	17	10	23	22	41	82	47	72	38	15	98	47	6	4
	31.6%	25.9%	32.1%	26.3%	24.2%	33.8%	18.8%	34.0%	30.3%	31.1%	32.4%	38.0%	37.8%	24.6%	38.7%	36.9%	34.1%	33.2%	28.5%	42.9%	12.1%
	100.0%	19.5%	84.6%	15.4%	4.1%	69.2%	4.6%	8.7%	5.1%	11.8%	11.3%	21.0%	42.1%	24.1%	36.9%	19.5%	7.7%	50.3%	24.1%	3.1%	2.1%
Black & Gold/Black & Mild	93	18	79	14	4	65	5	9	2	11	9	18	43	22	26	14	7	51	21	4	3
	15.0%	12.2%	15.4%	12.3%	12.1%	16.3%	10.4%	18.0%	6.1%	14.9%	13.2%	16.7%	19.8%	11.5%	14.0%	13.6%	15.9%	17.3%	12.7%	28.6%	9.1%
	100.0%	19.4%	84.9%	15.1%	4.3%	69.9%	5.4%	9.7%	2.2%	11.8%	9.7%	19.4%	46.2%	23.7%	28.0%	15.1%	7.5%	54.8%	22.6%	4.3%	3.2%
Hav-a-Tampa/Jewels	79	14	66	10	4	56	2	4	5	10	7	22	32	14	38	21	4	34	19	2	2
	12.8%	9.5%	12.8%	8.8%	12.1%	14.0%	4.2%	8.0%	15.2%	13.5%	10.3%	20.4%	14.7%	7.3%	20.4%	20.4%	9.1%	11.5%	11.5%	14.3%	6.1%
	100.0%	17.7%	83.5%	12.7%	5.1%	70.9%	2.5%	5.1%	6.3%	12.7%	8.9%	27.8%	40.5%	17.7%	48.1%	26.6%	5.1%	43.0%	24.1%	2.5%	2.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019277

Cigar Segmentation

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

Base: Total completes - Mass (Q19C)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	618	147	514	114	33	400	48	50	33	74	68	108	217	191	186	103	44	295	165	14	33
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	23.8%	83.2%	18.4%	5.3%	64.7%	7.8%	8.1%	5.3%	12.0%	11.0%	17.5%	35.1%	30.9%	30.1%	16.7%	7.1%	47.7%	26.7%	2.3%	5.3%
Phillies	65	13	54	10	3	44	3	7	5	9	12	18	28	11	28	15	5	34	19	2	1
	10.5%	8.8%	10.5%	8.8%	9.1%	11.0%	6.3%	14.0%	15.2%	12.2%	17.6%	16.7%	12.9%	5.8%	15.1%	14.6%	11.4%	11.5%	11.5%	14.3%	3.0%
	100.0%	20.0%	83.1%	15.4%	4.6%	67.7%	4.6%	10.8%	7.7%	13.8%	18.5%	27.7%	43.1%	16.9%	43.1%	23.1%	7.7%	52.3%	29.2%	3.1%	1.5%
Net - Other	181	86	128	62	24	66	29	24	26	54	33	30	69	64	61	44	17	58	74	8	21
	29.3%	58.5%	24.9%	54.4%	72.7%	16.5%	60.4%	48.0%	78.8%	73.0%	48.5%	27.8%	31.8%	33.5%	32.8%	42.7%	38.6%	19.7%	44.8%	57.1%	63.6%
	100.0%	47.5%	70.7%	34.3%	13.3%	36.5%	16.0%	13.3%	14.4%	29.8%	18.2%	16.6%	38.1%	35.4%	33.7%	24.3%	9.4%	32.0%	40.9%	4.4%	11.6%
Subnet - Premium	107	72	72	52	20	20	27	19	24	47	26	12	45	39	34	31	14	23	47	6	15
	17.3%	49.0%	14.0%	45.6%	60.6%	5.0%	56.3%	38.0%	72.7%	63.5%	38.2%	11.1%	20.7%	20.4%	18.3%	30.1%	31.8%	7.8%	28.5%	42.9%	45.5%
	100.0%	67.3%	67.3%	48.6%	18.7%	18.7%	25.2%	17.8%	22.4%	43.9%	24.3%	11.2%	42.1%	36.4%	31.8%	29.0%	13.1%	21.5%	43.9%	5.6%	14.0%
Ashton	16	11	9	6	5	3	3	2	4	7	3	1	6	6	6	3	3	4	7	1	1
	2.6%	7.5%	1.8%	5.3%	15.2%	0.8%	6.3%	4.0%	12.1%	9.5%	4.4%	0.9%	2.8%	3.1%	3.2%	2.9%	6.8%	1.4%	4.2%	7.1%	3.0%
	100.0%	68.8%	56.3%	37.5%	31.3%	18.8%	18.8%	12.5%	25.0%	43.8%	18.8%	6.3%	37.5%	37.5%	37.5%	18.8%	18.8%	25.0%	43.8%	6.3%	6.3%
Bahia	8	3	5	2	1	3	2	0	2	4	1	1	3	3	3	3	1	2	3	2	2
	1.3%	2.0%	1.0%	1.8%	3.0%	0.8%	4.2%	0.0%	6.1%	5.4%	1.5%	0.9%	1.4%	1.6%	1.6%	2.9%	2.3%	0.7%	1.8%	14.3%	6.1%
	100.0%	37.5%	62.5%	25.0%	12.5%	37.5%	25.0%	0.0%	25.0%	50.0%	12.5%	12.5%	37.5%	37.5%	37.5%	37.5%	12.5%	25.0%	37.5%	25.0%	25.0%
Davidoff	10	8	7	6	2	1	3	1	4	1	3	1	3	3	5	5	6	0	5	0	0
	1.6%	5.4%	1.4%	5.3%	6.1%	0.3%	6.3%	2.0%	12.1%	1.4%	4.4%	0.9%	1.4%	1.6%	2.7%	4.9%	13.6%	0.0%	3.0%	0.0%	0.0%
	100.0%	80.0%	70.0%	60.0%	20.0%	10.0%	30.0%	10.0%	40.0%	10.0%	30.0%	10.0%	30.0%	30.0%	50.0%	50.0%	60.0%	0.0%	50.0%	0.0%	0.0%
Don Tomas	25	17	12	10	7	2	8	1	4	14	7	1	9	14	5	6	4	4	11	0	2
	4.0%	11.6%	2.3%	8.8%	21.2%	0.5%	16.7%	2.0%	12.1%	18.9%	10.3%	0.9%	4.1%	7.3%	2.7%	5.8%	9.1%	1.4%	6.7%	0.0%	6.1%
	100.0%	68.0%	48.0%	40.0%	28.0%	8.0%	32.0%	4.0%	16.0%	56.0%	28.0%	4.0%	36.0%	56.0%	20.0%	24.0%	16.0%	16.0%	44.0%	0.0%	8.0%
Dunhill	32	20	22	15	5	7	8	6	6	12	10	6	9	14	9	9	2	5	19	5	2
	5.2%	13.6%	4.3%	13.2%	15.2%	1.8%	16.7%	12.0%	18.2%	16.2%	14.7%	5.6%	4.1%	7.3%	4.8%	8.7%	4.5%	1.7%	11.5%	35.7%	6.1%
	100.0%	62.5%	68.8%	46.9%	15.6%	21.9%	25.0%	18.8%	18.8%	37.5%	31.3%	18.8%	28.1%	43.8%	28.1%	28.1%	6.3%	15.6%	59.4%	15.6%	6.3%
Fuente/Arturo Fuente	29	23	21	18	5	3	10	7	7	14	5	0	16	11	11	11	4	5	16	0	4
	4.7%	15.6%	4.1%	15.8%	15.2%	0.8%	20.8%	14.0%	21.2%	18.9%	7.4%	0.0%	7.4%	5.8%	5.9%	10.7%	9.1%	1.7%	9.7%	0.0%	12.1%
	100.0%	79.3%	72.4%	62.1%	17.2%	10.3%	34.5%	24.1%	24.1%	48.3%	17.2%	0.0%	55.2%	37.9%	37.9%	37.9%	13.8%	17.2%	55.2%	0.0%	13.8%
Thompson	24	17	19	12	5	7	8	2	9	11	3	3	15	4	10	9	2	8	5	0	7
	3.9%	11.6%	3.7%	10.5%	15.2%	1.8%	16.7%	4.0%	27.3%	14.9%	4.4%	2.8%	6.9%	2.1%	5.4%	8.7%	4.5%	2.7%	3.0%	0.0%	21.2%
	100.0%	70.8%	79.2%	50.0%	20.8%	29.2%	33.3%	8.3%	37.5%	45.8%	12.5%	12.5%	62.5%	16.7%	41.7%	37.5%	8.3%	33.3%	20.8%	0.0%	29.2%
Subnet - Mass	17	1	16	1	0	15	0	1	0	1	0	8	5	4	5	1	0	10	6	1	1
	2.8%	0.7%	3.1%	0.9%	0.0%	3.8%	0.0%	2.0%	0.0%	1.4%	0.0%	7.4%	2.3%	2.1%	2.7%	1.0%	0.0%	3.4%	3.6%	7.1%	3.0%
	100.0%	5.9%	94.1%	5.9%	0.0%	88.2%	0.0%	5.9%	0.0%	5.9%	0.0%	47.1%	29.4%	23.5%	29.4%	5.9%	0.0%	58.8%	35.3%	5.9%	5.9%
Middleton	17	1	16	1	0	15	0	1	0	1	0	8	5	4	5	1	0	10	6	1	1
	2.8%	0.7%	3.1%	0.9%	0.0%	3.8%	0.0%	2.0%	0.0%	1.4%	0.0%	7.4%	2.3%	2.1%	2.7%	1.0%	0.0%	3.4%	3.6%	7.1%	3.0%
	100.0%	5.9%	94.1%	5.9%	0.0%	88.2%	0.0%	5.9%	0.0%	5.9%	0.0%	47.1%	29.4%	23.5%	29.4%	5.9%	0.0%	58.8%	35.3%	5.9%	5.9%
Other	89	31	61	21	10	40	8	9	11	21	13	13	35	31	36	23	9	30	31	3	11
	14.4%	21.1%	11.9%	18.4%	30.3%	10.0%	16.7%	18.0%	33.3%	28.4%	19.1%	12.0%	16.1%	16.2%	19.4%	22.3%	20.5%	10.2%	18.8%	21.4%	33.3%
	100.0%	34.8%	68.5%	23.6%	11.2%	44.9%	9.0%	10.1%	12.4%	23.6%	14.6%	14.6%	39.3%	34.8%	40.4%	25.8%	10.1%	33.7%	34.8%	3.4%	12.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019278

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
SuperNet - Premium																					
Mean	12.52	25.47	6.66	20.00	28.06	2.04	30.36	9.28	82.72	18.14	3.27	7.29	9.95	4.68	23.84	34.92	15.97	3.34	15.61	5.39	36.90
Std. Dev.	27.342	34.971	18.638	27.482	37.773	11.149	33.686	11.986	36.701	9.432	1.713	21.186	25.862	12.442	41.753	46.435	31.950	13.815	28.971	7.524	41.276
Std. Err.	0.933	1.816	0.867	2.519	2.379	0.602	4.386	1.695	3.958	0.730	0.127	2.039	1.756	0.900	3.013	3.742	2.617	0.833	1.595	1.422	4.558
SuperNet - Mass																					
Mean	26.02	8.61	45.60	24.75	1.00	52.84	9.31	45.42	17.01	15.50	7.45	131.68	33.28	4.60	76.73	43.01	6.80	44.01	15.72	22.29	19.50
Std. Dev.	45.001	26.286	52.749	41.661	4.573	54.295	17.940	54.506	37.646	37.684	26.584	33.761	18.709	2.947	62.683	59.468	26.894	53.690	36.527	46.397	44.046
Std. Err.	1.536	1.365	2.454	3.819	0.288	2.932	2.336	7.708	4.059	2.916	1.965	3.249	1.270	0.213	4.524	4.792	2.203	3.238	2.011	8.768	4.864
Net - Consolidated Cigar Co.																					
Mean	9.68	8.11	14.09	13.23	5.69	14.38	10.46	17.52	22.86	8.40	2.60	37.31	11.60	2.04	24.10	19.25	4.97	10.56	8.79	11.46	15.43
Std. Dev.	23.675	17.969	29.842	24.578	13.180	31.491	23.100	27.318	30.782	18.218	6.179	49.387	17.603	3.560	39.466	32.689	15.207	25.674	21.653	25.243	28.717
Std. Err.	0.808	0.933	1.388	2.253	0.830	1.700	3.007	3.863	3.319	1.410	0.457	4.752	1.195	0.258	2.848	2.634	1.246	1.548	1.192	4.771	3.171
Subnet - Premium																					
Mean	2.39	4.72	1.29	3.39	5.35	0.57	4.80	2.18	16.27	3.01	0.82	2.07	1.50	0.69	4.83	6.34	2.87	0.85	3.36	0.64	4.73
Std. Dev.	9.172	12.162	7.384	9.953	13.048	6.102	12.218	7.430	23.814	4.906	1.496	11.504	6.974	2.512	13.896	14.112	8.684	6.705	10.254	2.094	13.198
Std. Err.	0.313	0.631	0.344	0.912	0.822	0.329	1.591	1.051	2.568	0.380	0.111	1.107	0.473	0.182	1.003	1.137	0.711	0.404	0.564	0.396	1.458
Don Diego																					
Mean	0.48	0.95	0.33	0.94	0.95	0.11	1.56	0.40	2.95	0.78	0.17	0.37	0.37	0.14	0.83	0.84	0.26	0.17	0.70	0.54	0.35
Std. Dev.	3.879	5.728	2.397	4.177	6.337	1.243	5.603	1.979	11.420	2.518	0.755	2.339	2.771	0.825	4.013	3.398	1.757	2.201	4.791	2.081	1.318
Std. Err.	0.132	0.297	0.111	0.383	0.399	0.067	0.729	0.280	1.231	0.195	0.056	0.225	0.188	0.060	0.290	0.274	0.144	0.133	0.264	0.393	0.146
Montecristo																					
Mean	0.29	0.64	0.10	0.37	0.76	0.01	0.69	0.06	1.60	0.37	0.25	0.00	0.09	0.10	0.30	0.82	0.83	0.04	0.58	0.11	0.32
Std. Dev.	1.873	2.806	1.232	2.407	2.972	0.121	3.390	0.314	5.283	1.368	0.872	0.000	0.888	0.603	2.183	3.550	2.992	0.442	2.803	0.416	1.791
Std. Err.	0.064	0.146	0.057	0.221	0.187	0.007	0.441	0.044	0.570	0.106	0.064	0.000	0.060	0.044	0.158	0.286	0.245	0.027	0.154	0.079	0.198
Royal Jamaica																					
Mean	0.39	0.50	0.34	0.25	0.62	0.36	0.29	0.26	2.92	0.38	0.10	1.24	0.11	0.08	1.31	1.03	0.26	0.40	0.32	0.00	0.91
Std. Dev.	4.010	2.911	4.800	1.421	3.391	5.510	1.509	1.468	12.040	2.139	0.633	9.840	1.074	0.746	8.157	4.508	2.112	5.998	2.306	0.000	4.312
Std. Err.	0.137	0.151	0.223	0.130	0.214	0.297	0.196	0.208	1.298	0.165	0.047	0.947	0.073	0.054	0.589	0.363	0.173	0.362	0.127	0.000	0.476
Te-Amo																					
Mean	0.44	0.88	0.30	1.05	0.80	0.04	0.75	1.38	3.06	0.65	0.05	0.46	0.41	0.09	1.10	1.10	0.23	0.19	0.54	0.00	1.13
Std. Dev.	3.456	5.070	2.835	5.361	4.935	0.810	3.651	7.168	10.012	2.432	0.402	4.811	2.406	0.550	5.877	5.213	1.291	1.399	3.554	0.000	6.069
Std. Err.	0.118	0.263	0.132	0.491	0.311	0.044	0.475	1.014	1.080	0.188	0.030	0.463	0.163	0.040	0.424	0.420	0.106	0.084	0.196	0.000	0.670
Upmann/H. Upmann																					
Mean	0.79	1.76	0.23	0.78	2.22	0.03	1.51	0.08	5.73	0.84	0.24	0.00	0.51	0.28	1.29	2.54	1.29	0.05	1.23	0.00	2.01
Std. Dev.	4.603	6.859	2.655	5.122	7.507	0.550	7.214	0.566	12.824	3.111	0.906	0.000	3.923	2.014	6.694	8.779	6.205	0.628	5.665	0.000	7.479
Std. Err.	0.157	0.356	0.124	0.470	0.473	0.030	0.939	0.080	1.383	0.241	0.067	0.000	0.266	0.146	0.483	0.707	0.508	0.038	0.312	0.000	0.826

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019279

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Subnet - Mass																					
Mean	7.29	3.39	12.79	9.83	0.35	13.82	5.66	15.34	6.59	5.39	1.78	35.24	10.10	1.35	19.28	12.91	2.09	9.70	5.43	10.82	10.70
Std. Dev.	22.122	13.608	28.812	22.496	2.468	30.663	17.887	27.230	20.183	18.062	6.126	48.561	15.942	2.508	38.213	31.010	10.235	24.651	19.237	24.552	27.221
Std. Err.	0.755	0.706	1.340	2.062	0.155	1.656	2.329	3.851	2.176	1.398	0.453	4.673	1.082	0.182	2.758	2.499	0.839	1.487	1.059	4.640	3.006
Antonio y Cleopatra																					
Mean	2.40	1.39	4.21	4.13	0.10	4.24	2.81	5.16	4.09	2.39	0.98	10.81	3.71	0.47	6.57	6.08	1.23	2.35	2.39	3.71	6.63
Std. Dev.	12.448	8.097	16.702	13.915	0.648	17.585	11.532	16.095	16.127	11.933	4.412	30.186	10.564	1.622	23.525	23.036	8.896	12.334	13.163	17.062	20.888
Std. Err.	0.425	0.420	0.777	1.276	0.041	0.949	1.501	2.276	1.739	0.923	0.326	2.905	0.717	0.117	1.698	1.856	0.729	0.744	0.725	3.224	2.307
Backwoods																					
Mean	1.53	0.39	2.75	1.13	0.04	3.32	0.25	2.38	0.22	0.54	0.36	7.56	1.97	0.35	2.88	1.34	0.05	1.96	1.85	2.43	1.48
Std. Dev.	10.309	2.899	13.919	4.970	0.630	15.855	1.582	7.331	1.269	3.196	3.063	26.379	7.219	1.292	17.118	11.090	0.476	10.493	12.969	12.851	7.962
Std. Err.	0.352	0.151	0.648	0.456	0.040	0.856	0.206	1.037	0.137	0.247	0.226	2.538	0.490	0.093	1.235	0.894	0.039	0.633	0.714	2.429	0.879
Dutch Masters																					
Mean	2.31	1.09	3.97	3.14	0.12	4.25	1.83	5.28	1.51	1.68	0.23	13.26	2.27	0.29	8.06	4.27	0.26	4.46	0.46	1.96	0.94
Std. Dev.	13.342	8.998	17.826	15.673	0.957	18.528	12.887	19.657	10.760	11.092	1.263	34.041	7.704	1.029	26.146	18.424	2.358	18.860	2.483	6.040	5.727
Std. Err.	0.456	0.467	0.829	1.437	0.060	1.000	1.678	2.780	1.160	0.858	0.093	3.276	0.523	0.074	1.887	1.485	0.193	1.137	0.137	1.141	0.632
El Producto																					
Mean	0.47	0.22	0.81	0.53	0.07	0.90	0.08	1.16	0.24	0.53	0.17	0.81	1.30	0.18	0.66	0.55	0.11	0.39	0.50	1.36	0.20
Std. Dev.	3.013	2.682	4.013	4.617	0.716	3.784	0.385	7.104	1.246	4.211	1.527	3.186	5.353	1.148	2.608	2.315	0.955	1.934	3.754	4.399	1.232
Std. Err.	0.103	0.139	0.187	0.423	0.045	0.204	0.050	1.005	0.134	0.326	0.113	0.307	0.363	0.083	0.188	0.187	0.078	0.117	0.207	0.831	0.136
Muriel																					
Mean	0.58	0.30	1.06	0.91	0.02	1.11	0.68	1.36	0.52	0.24	0.04	2.79	0.85	0.06	1.10	0.67	0.44	0.54	0.23	1.36	1.45
Std. Dev.	6.182	2.805	8.393	4.890	0.315	9.311	5.208	5.005	4.341	2.182	0.338	16.285	4.095	0.488	8.055	4.055	3.673	3.365	2.532	4.990	11.127
Std. Err.	0.211	0.146	0.390	0.448	0.020	0.503	0.678	0.708	0.468	0.169	0.025	1.567	0.278	0.035	0.581	0.327	0.301	0.203	0.139	0.943	1.229
Net - General Cigar Holdings																					
Mean	9.55	12.53	9.90	13.60	12.02	8.62	12.81	15.04	34.90	11.66	3.08	21.69	11.16	2.61	20.64	24.21	9.07	8.75	10.11	3.46	15.72
Std. Dev.	22.264	22.800	23.817	22.912	22.776	24.023	20.264	25.079	36.442	15.596	5.950	40.990	18.465	7.548	34.722	34.769	19.796	24.374	20.346	6.823	28.654
Std. Err.	0.760	1.184	1.108	2.100	1.435	1.297	2.638	3.547	3.930	1.207	0.440	3.944	1.254	0.546	2.506	2.802	1.622	1.470	1.120	1.289	3.164
SubNet-General Cigar Holdings - Premium																					
Mean	5.29	10.79	2.58	8.45	11.90	0.55	11.88	4.96	33.22	8.49	1.44	3.06	4.23	1.86	8.81	16.80	8.42	0.95	7.31	2.21	12.22
Std. Dev.	15.693	20.961	10.246	16.168	22.824	5.935	20.215	9.383	36.439	9.295	1.689	12.713	13.992	7.327	21.061	29.249	19.441	6.128	16.686	4.434	22.519
Std. Err.	0.536	1.088	0.477	1.482	1.438	0.320	2.632	1.327	3.929	0.719	0.125	1.223	0.950	0.530	1.520	2.357	1.593	0.370	0.919	0.838	2.487
SubNet - General Cigar Co.																					
Mean	7.76	8.77	9.10	10.92	7.75	8.46	8.42	13.98	20.86	9.89	2.90	20.48	10.16	1.57	16.97	17.63	7.30	8.72	8.33	3.46	8.55
Std. Dev.	19.319	17.138	22.690	19.961	15.569	23.557	14.866	23.141	26.427	14.757	5.981	39.707	16.459	3.297	32.107	27.662	14.298	24.382	17.610	6.823	20.969
Std. Err.	0.660	0.890	1.056	1.830	0.981	1.272	1.935	3.273	2.850	1.142	0.442	3.821	1.117	0.239	2.317	2.229	1.171	1.470	0.969	1.289	2.316

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019280

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Sub-Subnet - Premium																					
Mean	3.50	7.03	1.78	5.77	7.62	0.39	7.49	3.90	19.19	6.72	1.26	1.84	3.23	0.81	5.14	10.22	6.64	0.91	5.53	2.21	5.05
Std. Dev.	10.696	14.619	7.185	12.235	15.606	3.233	14.516	8.674	25.508	8.946	1.619	7.660	10.593	2.464	13.489	17.725	13.719	6.116	12.832	4.434	11.663
Std. Err.	0.365	0.759	0.334	1.122	0.983	0.175	1.890	1.227	2.751	0.692	0.120	0.737	0.719	0.178	0.973	1.428	1.124	0.369	0.706	0.838	1.288
Cohiba																					
Mean	0.57	1.11	0.18	0.53	1.38	0.06	0.85	0.26	3.19	1.06	0.20	0.15	0.25	0.20	0.34	1.02	2.10	0.02	0.77	0.64	0.33
Std. Dev.	4.040	5.927	1.181	1.817	7.070	0.827	2.369	1.026	11.620	3.152	0.606	1.446	1.671	1.042	1.849	3.429	9.146	0.190	2.938	2.181	1.595
Std. Err.	0.138	0.308	0.055	0.167	0.445	0.045	0.308	0.145	1.253	0.244	0.045	0.139	0.113	0.075	0.133	0.276	0.749	0.011	0.162	0.412	0.176
Cifuentes																					
Mean	0.05	0.12	0.01	0.03	0.16	0.00	0.05	0.00	0.12	0.19	0.01	0.00	0.02	0.01	0.05	0.16	0.15	0.00	0.11	0.00	0.06
Std. Dev.	0.555	0.840	0.140	0.275	0.999	0.000	0.391	0.000	0.758	1.114	0.148	0.000	0.339	0.072	0.509	1.127	1.099	0.000	0.840	0.000	0.552
Std. Err.	0.019	0.044	0.006	0.025	0.063	0.000	0.051	0.000	0.082	0.086	0.011	0.000	0.023	0.005	0.037	0.091	0.090	0.000	0.046	0.000	0.061
Macanudo																					
Mean	1.84	3.80	0.96	3.38	3.99	0.13	3.71	2.70	10.30	3.26	0.83	0.95	1.87	0.36	2.55	5.02	2.62	0.58	2.95	0.64	2.71
Std. Dev.	7.169	10.109	5.015	9.286	10.488	1.192	10.079	7.592	18.445	6.349	1.319	5.171	7.152	1.244	8.075	11.407	6.120	4.399	9.327	1.283	7.492
Std. Err.	0.245	0.525	0.233	0.851	0.661	0.064	1.312	1.074	1.989	0.491	0.097	0.498	0.486	0.090	0.583	0.919	0.501	0.265	0.513	0.242	0.827
Macanudo Vintage																					
Mean	0.25	0.46	0.27	0.88	0.26	0.06	1.64	0.12	0.86	0.78	0.03	0.19	0.35	0.10	0.56	0.88	0.54	0.16	0.44	0.00	0.39
Std. Dev.	2.085	2.910	2.350	4.205	2.011	1.080	5.869	0.594	4.246	3.528	0.275	1.925	2.902	0.831	3.453	4.249	3.250	1.954	3.003	0.000	2.382
Std. Err.	0.071	0.151	0.109	0.385	0.127	0.058	0.764	0.084	0.458	0.273	0.020	0.185	0.197	0.060	0.249	0.342	0.266	0.118	0.165	0.000	0.263
Partagas																					
Mean	0.76	1.48	0.35	0.94	1.73	0.15	1.20	0.82	4.56	1.36	0.19	0.56	0.67	0.12	1.63	3.04	1.18	0.15	1.19	0.93	1.56
Std. Dev.	4.248	5.933	2.552	3.745	6.715	1.944	3.547	4.313	10.914	4.666	0.811	4.063	3.357	0.697	7.126	9.215	4.376	1.858	5.105	3.906	6.819
Std. Err.	0.145	0.308	0.119	0.343	0.423	0.105	0.462	0.610	1.177	0.361	0.060	0.391	0.228	0.050	0.514	0.743	0.358	0.112	0.281	0.738	0.753
Partagas Limited Reserve																					
Mean	0.03	0.07	0.00	0.02	0.09	0.00	0.03	0.00	0.16	0.06	0.01	0.00	0.06	0.03	0.01	0.10	0.05	0.00	0.07	0.00	0.00
Std. Dev.	0.461	0.700	0.093	0.183	0.840	0.000	0.260	0.000	1.309	0.449	0.074	0.000	0.825	0.298	0.144	0.985	0.355	0.000	0.738	0.000	0.000
Std. Err.	0.016	0.036	0.004	0.017	0.053	0.000	0.034	0.000	0.141	0.035	0.005	0.000	0.056	0.022	0.010	0.079	0.029	0.000	0.041	0.000	0.000
Sub-Subnet - Mass																					
Mean	4.27	1.74	7.32	5.15	0.12	8.07	0.93	10.08	1.67	3.17	1.64	18.64	6.93	0.75	11.83	7.41	0.66	7.81	2.80	1.25	3.50
Std. Dev.	16.508	8.321	21.442	14.096	0.717	23.430	2.828	19.426	6.699	11.597	5.918	39.060	13.138	1.770	30.210	22.931	4.988	23.489	12.950	5.713	18.415
Std. Err.	0.564	0.432	0.998	1.292	0.045	1.265	0.368	2.747	0.722	0.897	0.437	3.759	0.892	0.128	2.180	1.848	0.409	1.416	0.713	1.080	2.034
Garcia y Vega/Whiffs																					
Mean	1.64	1.35	2.82	4.10	0.05	2.38	0.68	7.88	1.37	2.43	0.75	5.77	3.16	0.49	3.68	3.43	0.09	3.13	0.55	0.00	1.50
Std. Dev.	9.357	7.980	12.556	13.715	0.411	12.119	2.417	19.277	6.378	10.993	3.852	21.590	9.898	1.596	15.143	14.804	0.585	14.030	3.404	0.000	11.018
Std. Err.	0.319	0.414	0.584	1.257	0.026	0.654	0.315	2.726	0.688	0.851	0.285	2.078	0.672	0.115	1.093	1.193	0.048	0.846	0.187	0.000	1.217

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019281

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Tiparillo																					
Mean	1.26	0.16	2.05	0.46	0.02	2.59	0.22	0.84	0.22	0.44	0.27	6.25	1.78	0.10	3.99	1.04	0.27	2.15	1.65	0.43	1.85
Std. Dev.	9.919	1.236	12.622	2.106	0.321	14.562	1.565	2.743	1.669	2.358	1.614	25.545	7.102	0.513	19.914	7.808	2.298	14.201	11.729	2.268	14.954
Std. Err.	0.339	0.064	0.587	0.193	0.020	0.786	0.204	0.388	0.180	0.182	0.119	2.458	0.482	0.037	1.437	0.629	0.188	0.856	0.646	0.429	1.651
White Owl																					
Mean	1.19	0.17	2.13	0.49	0.02	2.70	0.00	1.16	0.06	0.19	0.34	6.10	1.58	0.09	3.78	2.62	0.23	2.34	0.42	0.43	0.07
Std. Dev.	9.234	1.289	12.498	2.201	0.315	14.409	0.000	3.297	0.539	1.161	1.578	24.301	5.471	0.596	18.479	15.763	2.303	13.408	2.878	2.268	0.562
Std. Err.	0.315	0.067	0.581	0.202	0.020	0.778	0.000	0.466	0.058	0.090	0.117	2.338	0.371	0.043	1.334	1.270	0.189	0.809	0.158	0.429	0.062
William Penn																					
Mean	0.18	0.05	0.32	0.10	0.03	0.40	0.03	0.20	0.02	0.11	0.28	0.52	0.40	0.07	0.38	0.32	0.06	0.19	0.18	0.39	0.07
Std. Dev.	2.097	0.540	2.838	0.775	0.383	3.260	0.260	1.161	0.216	0.761	3.018	3.994	3.028	0.493	3.074	3.286	0.660	1.646	2.277	1.449	0.663
Std. Err.	0.072	0.028	0.132	0.071	0.024	0.176	0.034	0.164	0.023	0.059	0.223	0.384	0.206	0.036	0.222	0.265	0.054	0.099	0.125	0.274	0.073
SubNet - Villazon																					
Mean	1.79	3.76	0.81	2.67	4.27	0.16	4.39	1.06	14.03	1.77	0.18	1.21	1.00	1.05	3.67	6.58	1.78	0.04	1.78	0.00	7.17
Std. Dev.	9.166	12.895	5.744	9.930	14.068	2.970	13.303	4.497	25.140	4.560	0.738	7.483	5.936	6.779	14.239	19.057	10.152	0.442	8.336	0.000	18.486
Std. Err.	0.313	0.669	0.267	0.910	0.886	0.160	1.732	0.636	2.711	0.353	0.055	0.720	0.403	0.490	1.028	1.536	0.832	0.027	0.459	0.000	2.041
Hoyo de Monterrey																					
Mean	0.49	0.98	0.16	0.62	1.15	0.00	1.22	0.04	4.09	0.37	0.03	0.01	0.45	0.29	1.11	2.31	0.48	0.00	0.47	0.00	1.79
Std. Dev.	4.598	6.463	2.023	3.962	7.356	0.000	5.583	0.198	13.908	1.566	0.221	0.096	3.702	2.936	6.250	10.560	4.200	0.060	2.299	0.000	8.865
Std. Err.	0.157	0.336	0.094	0.363	0.463	0.000	0.727	0.028	1.500	0.121	0.016	0.009	0.251	0.212	0.451	0.851	0.344	0.004	0.127	0.000	0.979
Hoyo de Monterrey Excalibur																					
Mean	0.41	0.93	0.12	0.46	1.15	0.00	0.93	0.00	3.28	0.37	0.03	0.00	0.05	0.59	1.07	1.50	0.07	0.01	0.31	0.00	2.76
Std. Dev.	4.338	6.562	1.926	3.786	7.522	0.000	5.359	0.000	13.141	1.931	0.377	0.000	0.679	4.334	8.313	9.323	0.528	0.181	3.418	0.000	11.969
Std. Err.	0.148	0.341	0.090	0.347	0.474	0.000	0.698	0.000	1.417	0.149	0.028	0.000	0.046	0.314	0.600	0.751	0.043	0.011	0.188	0.000	1.322
Punch																					
Mean	0.76	1.61	0.47	1.55	1.63	0.09	2.24	0.94	5.45	0.98	0.12	0.97	0.49	0.16	1.32	2.43	1.23	0.02	0.91	0.00	1.91
Std. Dev.	5.248	7.681	3.520	6.259	8.279	1.620	7.824	4.483	15.035	3.563	0.571	6.055	3.011	1.003	6.362	10.573	9.105	0.269	6.240	0.000	7.120
Std. Err.	0.179	0.399	0.164	0.574	0.522	0.087	1.019	0.634	1.621	0.276	0.042	0.583	0.204	0.073	0.459	0.852	0.746	0.016	0.344	0.000	0.786
Punch Grand Cru																					
Mean	0.13	0.24	0.06	0.03	0.33	0.07	0.00	0.08	1.21	0.05	0.00	0.23	0.02	0.01	0.16	0.34	0.00	0.00	0.08	0.00	0.71
Std. Dev.	1.994	2.740	1.178	0.367	3.312	1.350	0.000	0.566	6.197	0.443	0.000	2.406	0.272	0.072	1.827	2.293	0.000	0.000	0.810	0.000	5.581
Std. Err.	0.068	0.142	0.055	0.034	0.209	0.073	0.000	0.080	0.668	0.034	0.000	0.231	0.018	0.005	0.132	0.185	0.000	0.000	0.045	0.000	0.616
Net - Swisher International																					
Mean	8.24	2.47	14.55	6.89	0.38	17.21	2.08	13.92	3.33	5.04	2.43	43.93	9.32	1.60	25.48	11.59	2.21	14.65	3.92	4.25	4.99
Std. Dev.	24.315	11.396	31.542	19.008	2.818	34.480	5.171	27.401	7.937	18.548	11.068	52.541	13.722	2.513	43.923	29.429	12.429	31.623	15.104	12.701	20.270
Std. Err.	0.830	0.592	1.467	1.742	0.178	1.862	0.673	3.875	0.856	1.435	0.818	5.056	0.932	0.182	3.170	2.371	1.018	1.907	0.831	2.400	2.238

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019282

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Bering																					
Mean	0.52	0.46	0.84	1.15	0.13	0.73	1.69	0.74	1.52	0.29	0.14	1.56	1.03	0.26	1.34	1.03	0.12	0.54	0.60	0.64	0.65
Std. Dev.	5.266	2.650	7.011	4.027	1.546	7.786	4.970	3.002	5.253	1.730	0.901	13.164	4.674	1.093	10.284	4.328	0.716	8.161	3.525	3.402	3.504
Std. Err.	0.180	0.138	0.326	0.369	0.097	0.420	0.647	0.425	0.566	0.134	0.067	1.267	0.317	0.079	0.742	0.349	0.059	0.492	0.194	0.643	0.387
King Edward																					
Mean	1.43	0.50	2.57	1.46	0.04	2.95	0.03	3.44	0.12	1.30	0.22	7.92	1.46	0.27	4.98	1.68	1.17	1.71	0.97	1.14	0.01
Std. Dev.	9.521	5.794	12.849	10.150	0.630	13.654	0.260	15.529	1.078	8.948	1.696	24.527	5.901	1.256	19.261	9.981	11.270	9.585	7.804	5.662	0.110
Std. Err.	0.325	0.301	0.598	0.930	0.040	0.737	0.034	2.196	0.116	0.692	0.125	2.360	0.401	0.091	1.390	0.804	0.923	0.578	0.430	1.070	0.012
La Prima Dora																					
Mean	0.05	0.03	0.10	0.08	0.00	0.10	0.17	0.00	0.35	0.06	0.00	0.28	0.00	0.07	0.16	0.21	0.22	0.01	0.12	0.00	0.00
Std. Dev.	1.084	0.519	1.477	0.917	0.000	1.628	1.302	0.000	3.235	0.774	0.000	2.887	0.000	0.757	2.165	2.428	2.468	0.181	1.740	0.000	0.000
Std. Err.	0.037	0.027	0.069	0.084	0.000	0.088	0.169	0.000	0.349	0.060	0.000	0.278	0.000	0.055	0.156	0.196	0.202	0.011	0.096	0.000	0.000
Swisher Sweets																					
Mean	6.25	1.49	11.05	4.19	0.21	13.43	0.19	9.74	1.34	3.38	2.07	34.18	6.83	0.99	19.00	8.67	0.70	12.40	2.22	2.46	4.33
Std. Dev.	21.452	8.817	28.128	15.010	1.888	31.092	1.306	22.054	4.786	15.382	9.860	48.994	12.519	1.983	39.426	26.496	3.452	28.823	11.266	11.328	20.109
Std. Err.	0.732	0.458	1.309	1.376	0.119	1.679	0.170	3.119	0.516	1.190	0.729	4.714	0.850	0.143	2.845	2.135	0.283	1.738	0.620	2.141	2.221
Net - JR Tobacco Brands																					
Mean	0.65	1.35	0.18	0.49	1.75	0.07	0.93	0.06	5.57	0.43	0.02	0.06	0.81	0.17	1.54	2.14	0.58	0.04	0.55	0.36	3.96
Std. Dev.	5.282	7.842	1.692	3.061	9.260	0.763	4.303	0.424	15.580	2.368	0.233	0.577	7.122	1.842	9.267	10.754	4.000	0.515	3.575	1.890	14.944
Std. Err.	0.180	0.407	0.079	0.281	0.583	0.041	0.560	0.060	1.680	0.183	0.017	0.056	0.483	0.133	0.669	0.867	0.328	0.031	0.197	0.357	1.650
El Rey Del Mundo																					
Mean	0.14	0.29	0.07	0.17	0.35	0.03	0.34	0.00	1.16	0.13	0.01	0.00	0.19	0.04	0.30	0.51	0.18	0.00	0.26	0.36	0.26
Std. Dev.	1.627	2.404	1.040	1.833	2.632	0.542	2.604	0.000	4.891	0.895	0.074	0.000	1.657	0.361	2.418	3.125	1.673	0.000	2.303	1.890	2.210
Std. Err.	0.056	0.125	0.048	0.168	0.166	0.029	0.339	0.000	0.527	0.069	0.005	0.000	0.113	0.026	0.174	0.252	0.137	0.000	0.127	0.357	0.244
J.R. Ultimates																					
Mean	0.50	1.06	0.11	0.32	1.40	0.04	0.59	0.06	4.41	0.29	0.02	0.06	0.62	0.13	1.24	1.62	0.40	0.04	0.29	0.00	3.71
Std. Dev.	4.946	7.361	1.340	2.473	8.753	0.539	3.485	0.424	14.825	2.210	0.222	0.577	6.944	1.809	8.988	10.116	2.819	0.515	2.761	0.000	14.508
Std. Err.	0.169	0.382	0.062	0.227	0.551	0.029	0.454	0.060	1.599	0.171	0.016	0.056	0.471	0.131	0.649	0.815	0.231	0.031	0.152	0.000	1.602
Net - Tabacalera																					
Mean	5.78	1.44	9.92	3.45	0.49	12.16	1.59	6.22	6.33	2.30	1.75	29.60	6.74	1.07	18.44	11.23	2.25	10.16	3.57	3.68	0.37
Std. Dev.	20.439	6.898	26.563	11.490	2.291	29.765	4.276	16.799	21.185	7.138	9.556	47.592	13.156	2.400	38.137	30.564	11.342	27.520	14.793	12.404	1.392
Std. Err.	0.698	0.358	1.236	1.053	0.144	1.607	0.557	2.376	2.284	0.552	0.706	4.580	0.893	0.174	2.752	2.463	0.929	1.660	0.814	2.344	0.154
Subnet - Premium																					
Mean	0.20	0.42	0.16	0.58	0.35	0.01	0.97	0.14	0.91	0.40	0.15	0.00	0.16	0.22	0.24	0.36	0.42	0.00	0.42	0.11	0.17
Std. Dev.	1.461	2.176	1.222	2.356	2.087	0.121	3.205	0.606	3.728	1.697	0.748	0.000	1.432	1.144	1.730	1.999	2.368	0.000	2.258	0.416	0.829
Std. Err.	0.050	0.113	0.057	0.216	0.131	0.007	0.417	0.086	0.402	0.131	0.055	0.000	0.097	0.083	0.125	0.161	0.194	0.000	0.124	0.079	0.092

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019283

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Romeo y Julieta																					
Mean	0.20	0.42	0.16	0.58	0.35	0.01	0.97	0.14	0.91	0.40	0.15	0.00	0.16	0.22	0.24	0.36	0.42	0.00	0.42	0.11	0.17
Std. Dev.	1.461	2.176	1.222	2.356	2.087	0.121	3.205	0.606	3.728	1.697	0.748	0.000	1.432	1.144	1.730	1.999	2.368	0.000	2.258	0.416	0.829
Std. Err.	0.050	0.113	0.057	0.216	0.131	0.007	0.417	0.086	0.402	0.131	0.055	0.000	0.097	0.083	0.125	0.161	0.194	0.000	0.124	0.079	0.092
Subnet - Mass																					
Mean	5.58	1.02	9.76	2.87	0.14	12.15	0.63	6.08	5.42	1.90	1.60	29.60	6.59	0.85	18.19	10.87	1.83	10.16	3.15	3.57	0.20
Std. Dev.	20.437	6.571	26.585	11.321	0.996	29.769	2.477	16.829	21.091	6.963	9.549	47.592	13.154	1.966	38.214	30.627	11.158	27.520	14.691	12.426	1.149
Std. Err.	0.698	0.341	1.237	1.038	0.063	1.607	0.322	2.380	2.274	0.539	0.706	4.580	0.893	0.142	2.758	2.468	0.914	1.660	0.809	2.348	0.127
Black & Gold/Black & Mild																					
Mean	2.08	0.34	3.68	0.97	0.04	4.62	0.32	1.94	1.15	0.60	0.14	10.44	2.74	0.35	5.88	3.79	1.52	3.37	1.08	0.39	0.07
Std. Dev.	12.111	2.704	16.169	4.688	0.403	18.477	2.012	6.817	10.675	3.369	0.863	30.266	9.069	1.127	22.447	17.636	11.004	14.786	8.330	1.227	0.562
Std. Err.	0.413	0.140	0.752	0.430	0.025	0.998	0.262	0.964	1.151	0.261	0.064	2.912	0.616	0.082	1.620	1.421	0.901	0.892	0.459	0.232	0.062
Hav-a-Tampa/Jewels																					
Mean	1.94	0.17	3.40	0.37	0.07	4.46	0.12	0.72	2.44	0.43	0.85	10.69	2.10	0.27	7.11	3.36	0.03	3.85	0.75	1.32	0.09
Std. Dev.	11.484	1.353	15.438	2.143	0.716	17.758	0.790	3.175	14.385	2.229	7.812	29.030	7.589	1.285	22.996	14.923	0.410	16.666	4.637	6.799	0.592
Std. Err.	0.392	0.070	0.718	0.196	0.045	0.959	0.103	0.449	1.551	0.173	0.577	2.793	0.515	0.093	1.660	1.203	0.034	1.005	0.255	1.285	0.065
Phillies																					
Mean	1.56	0.51	2.68	1.53	0.04	3.08	0.19	3.42	1.83	0.86	0.61	8.47	1.75	0.23	5.20	3.73	0.28	2.94	1.32	1.86	0.04
Std. Dev.	9.577	5.637	12.700	9.891	0.372	13.529	1.306	15.075	11.553	5.190	4.164	23.974	6.971	1.192	18.933	15.285	1.785	13.698	8.543	7.811	0.331
Std. Err.	0.327	0.293	0.591	0.907	0.023	0.730	0.170	2.132	1.246	0.402	0.308	2.307	0.473	0.086	1.366	1.232	0.146	0.826	0.470	1.476	0.037
Net - Other																					
Mean	10.04	13.08	7.00	12.19	13.49	5.20	18.05	3.82	36.72	11.53	2.57	11.18	8.66	3.45	22.96	20.28	5.79	7.76	8.20	6.21	32.00
Std. Dev.	23.160	25.852	20.101	23.995	26.720	18.258	29.452	7.250	41.555	16.691	6.522	29.996	20.866	11.976	37.447	32.660	15.754	21.942	17.957	13.895	36.629
Std. Err.	0.791	1.342	0.935	2.200	1.683	0.986	3.834	1.025	4.481	1.292	0.482	2.886	1.416	0.867	2.703	2.632	1.291	1.323	0.989	2.626	4.045
Subnet - Premium																					
Mean	3.99	8.19	2.45	7.09	8.71	0.84	11.78	1.94	26.76	5.81	0.84	2.10	3.26	1.74	8.42	9.28	3.68	1.50	3.98	2.07	15.82
Std. Dev.	13.786	19.136	10.179	15.708	20.566	6.666	20.116	3.914	34.062	7.822	1.528	10.959	10.908	8.113	23.408	22.695	11.529	8.425	13.120	4.721	26.567
Std. Err.	0.471	0.993	0.474	1.440	1.296	0.360	2.619	0.554	3.673	0.605	0.113	1.054	0.740	0.587	1.689	1.829	0.944	0.508	0.722	0.892	2.934
Ashton																					
Mean	0.26	0.49	0.10	0.12	0.66	0.09	0.12	0.14	0.95	0.66	0.14	0.06	0.18	0.07	0.32	0.26	0.64	0.13	0.25	0.39	0.76
Std. Dev.	1.733	2.429	0.920	0.715	2.891	0.981	0.646	0.857	3.754	2.636	0.820	0.577	1.303	0.471	1.696	1.418	3.145	1.153	1.183	1.449	3.710
Std. Err.	0.059	0.126	0.043	0.066	0.182	0.053	0.084	0.121	0.405	0.204	0.061	0.056	0.088	0.034	0.122	0.114	0.258	0.070	0.065	0.274	0.410
Bahia																					
Mean	0.17	0.19	0.29	0.52	0.03	0.20	1.05	0.00	1.34	0.16	0.02	0.00	0.33	0.07	0.63	0.42	0.09	0.22	0.20	0.39	0.02
Std. Dev.	2.715	2.661	3.687	4.668	0.339	3.283	6.616	0.000	8.382	1.119	0.165	0.000	4.128	0.750	5.663	4.120	0.838	3.618	2.819	1.892	0.221
Std. Err.	0.093	0.138	0.172	0.428	0.021	0.177	0.861	0.000	0.904	0.087	0.012	0.000	0.280	0.054	0.409	0.332	0.069	0.218	0.155	0.358	0.024

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019284

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Davidoff																					
Mean	0.22	0.49	0.05	0.17	0.64	0.01	0.25	0.10	1.26	0.41	0.08	0.02	0.06	0.02	0.49	0.60	0.51	0.00	0.38	0.71	0.22
Std. Dev.	2.183	3.296	0.504	0.968	3.938	0.108	1.212	0.707	6.094	2.135	0.523	0.192	0.597	0.204	4.080	2.880	2.765	0.000	3.181	3.780	1.474
Std. Err.	0.075	0.171	0.023	0.089	0.248	0.006	0.158	0.100	0.657	0.165	0.039	0.019	0.041	0.015	0.294	0.232	0.226	0.000	0.175	0.714	0.163
Don Tomas																					
Mean	0.41	0.84	0.23	0.78	0.87	0.03	1.53	0.02	2.31	0.74	0.14	0.46	0.14	0.30	0.89	1.07	0.19	0.10	0.60	0.00	0.49
Std. Dev.	4.022	6.041	2.497	4.805	6.553	0.542	6.765	0.141	12.190	2.129	0.594	4.811	0.882	1.326	8.020	8.292	1.080	0.790	5.616	0.000	2.856
Std. Err.	0.137	0.314	0.116	0.440	0.413	0.029	0.881	0.020	1.314	0.165	0.044	0.463	0.060	0.096	0.579	0.668	0.089	0.048	0.309	0.000	0.315
Dunhill																					
Mean	0.36	0.71	0.24	0.75	0.69	0.07	0.88	0.74	1.50	0.82	0.22	0.39	0.22	0.25	0.68	1.09	0.21	0.08	0.53	0.57	1.01
Std. Dev.	2.840	4.237	1.478	2.675	4.806	0.598	2.574	3.043	6.995	3.806	0.887	2.174	1.241	1.301	4.713	5.981	1.050	0.668	2.855	1.372	6.958
Std. Err.	0.097	0.220	0.069	0.245	0.303	0.032	0.335	0.430	0.754	0.295	0.066	0.209	0.084	0.094	0.340	0.482	0.086	0.040	0.157	0.259	0.768
Fuente/Arturo Fuente																					
Mean	1.08	2.39	0.51	1.95	2.60	0.01	3.51	0.50	7.19	1.68	0.16	0.00	0.47	0.32	2.20	3.31	1.77	0.05	1.72	0.00	3.77
Std. Dev.	6.672	9.970	4.667	9.067	10.380	0.132	12.647	1.681	19.289	3.914	0.616	0.000	2.005	2.112	11.401	12.844	9.396	0.424	7.412	0.000	15.186
Std. Err.	0.228	0.518	0.217	0.831	0.654	0.007	1.646	0.238	2.080	0.303	0.046	0.000	0.136	0.153	0.823	1.035	0.770	0.026	0.408	0.000	1.677
Thompson																					
Mean	1.50	3.08	1.04	2.81	3.21	0.43	4.44	0.44	12.21	1.35	0.07	1.18	1.86	0.71	3.21	2.53	0.27	0.92	0.30	0.00	9.55
Std. Dev.	9.311	12.967	6.876	9.592	14.302	5.525	11.661	2.187	26.214	5.290	0.492	9.723	9.350	7.410	15.030	11.569	2.235	7.257	3.170	0.000	22.062
Std. Err.	0.318	0.673	0.320	0.879	0.901	0.298	1.518	0.309	2.827	0.409	0.036	0.936	0.635	0.536	1.085	0.932	0.183	0.438	0.174	0.000	2.436
Subnet - Mass																					
Mean	0.63	0.00	1.18	0.00	0.00	1.58	0.00	0.00	0.00	0.00	0.00	4.27	0.35	0.04	1.95	0.23	0.00	1.68	0.43	2.39	0.12
Std. Dev.	7.289	0.000	9.907	0.000	0.000	11.474	0.000	0.000	0.000	0.000	0.000	19.833	2.873	0.305	14.223	2.901	0.000	12.574	4.671	12.662	1.104
Std. Err.	0.249	0.000	0.461	0.000	0.000	0.620	0.000	0.000	0.000	0.000	0.000	1.908	0.195	0.022	1.026	0.234	0.000	0.758	0.257	2.393	0.122
Middleton																					
Mean	0.63	0.00	1.18	0.00	0.00	1.58	0.00	0.00	0.00	0.00	0.00	4.27	0.35	0.04	1.95	0.23	0.00	1.68	0.43	2.39	0.12
Std. Dev.	7.289	0.000	9.907	0.000	0.000	11.474	0.000	0.000	0.000	0.000	0.000	19.833	2.873	0.305	14.223	2.901	0.000	12.574	4.671	12.662	1.104
Std. Err.	0.249	0.000	0.461	0.000	0.000	0.620	0.000	0.000	0.000	0.000	0.000	1.908	0.195	0.022	1.026	0.234	0.000	0.758	0.257	2.393	0.122
Other																					
Mean	5.41	4.88	3.37	5.10	4.78	2.78	6.27	1.88	9.97	5.71	1.73	4.81	5.06	1.67	12.59	10.77	2.11	4.57	3.80	1.75	16.06
Std. Dev.	17.179	16.636	13.678	15.651	17.110	12.895	17.259	6.291	26.178	15.094	6.341	19.186	17.984	7.507	28.765	26.268	9.629	16.768	11.658	5.082	29.507
Std. Err.	0.586	0.864	0.636	1.435	1.078	0.696	2.247	0.890	2.823	1.168	0.469	1.846	1.221	0.543	2.076	2.117	0.789	1.011	0.642	0.960	3.258

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019285

Cigar Segmentation

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

Base: Total cigars purchased past 3 months (Q19D)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	37704	14458	25707	5932	8526	19775	2710	2829	9434	6571	2279	15527	10480	2090	21727	13660	3707	14279	11593	824	5942
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	38.3%	68.2%	15.7%	22.6%	52.4%	7.2%	7.5%	25.0%	17.4%	6.0%	41.2%	27.8%	5.5%	57.6%	36.2%	9.8%	37.9%	30.7%	2.2%	15.8%
SuperNet - Both premium and mass brands	9255	5829	7500	4702	1127	2798	1930	2522	3881	3829	1545	3736	4302	1217	5674	4357	881	2644	3503	363	1676
	24.5%	40.3%	29.2%	79:3%	13.2%	14.1%	71.2%	89.1%	41.1%	58.3%	67.8%	24.1%	41.0%	58.2%	26.1%	31.9%	23.8%	18.5%	30.2%	44.1%	28.2%
	100.0%	63.0%	81.0%	50.8%	12.2%	30.2%	20.9%	27.3%	41.9%	41.4%	16.7%	40.4%	46.5%	13.1%	61.3%	47.1%	9.5%	28.6%	37.8%	3.9%	18.1%
SuperNet - Premium brands only	6901	6601	486	410	6191	76	410	0	4696	1788	417	0	0	0	2327	3403	2020	117	3629	97	2148
	18.3%	45.7%	1.9%	6.9%	72.6%	0.4%	15.1%	0.0%	49.8%	27.2%	18.3%	0.0%	0.0%	0.0%	10.7%	24.9%	54.5%	0.8%	31.3%	11.8%	36.1%
	100.0%	95.7%	7.0%	5.9%	89.7%	1.1%	5.9%	0.0%	68.0%	25.9%	6.0%	0.0%	0.0%	0.0%	33.7%	49.3%	29.3%	1.7%	52.6%	1.4%	31.1%
SuperNet - Mass brands only	16906	216	16162	213	3	15949	0	213	0	0	0	11272	5080	554	11309	4242	491	10260	3207	315	801
	44.8%	1.5%	62.9%	3.6%	0.0%	80.7%	0.0%	7.5%	0.0%	0.0%	0.0%	72.6%	48.5%	26.5%	52.1%	31.1%	13.2%	71.9%	27.7%	38.2%	13.5%
	100.0%	1.3%	95.6%	1.3%	0.0%	94.3%	0.0%	1.3%	0.0%	0.0%	0.0%	66.7%	30.0%	3.3%	66.9%	25.1%	2.9%	60.7%	19.0%	1.9%	4.7%
SuperNet - Premium	10741	9450	3079	2380	7070	699	1791	464	7114	3029	598	787	2160	893	4578	5378	2379	919	5150	151	3026
	28.5%	65.4%	12.0%	40.1%	82.9%	3.5%	66.1%	16.4%	75.4%	46.1%	26.2%	5.1%	20.6%	42.7%	21.1%	39.4%	64.2%	6.4%	44.4%	18.3%	50.9%
	100.0%	88.0%	28.7%	22.2%	65.8%	6.5%	16.7%	4.3%	66.2%	28.2%	5.6%	7.3%	20.1%	8.3%	42.6%	50.1%	22.1%	8.6%	47.9%	1.4%	28.2%
SuperNet - Mass	22321	3196	21069	2945	251	18124	549	2271	1463	2588	1364	14221	7222	878	14732	6624	1013	12102	5189	624	1599
	59.2%	22.1%	82.0%	49.6%	2.9%	91.7%	20.3%	80.3%	15.5%	39.4%	59.9%	91.6%	68.9%	42.0%	67.8%	48.5%	27.3%	84.8%	44.8%	75.7%	26.9%
	100.0%	14.3%	94.4%	13.2%	1.1%	81.2%	2.5%	10.2%	6.6%	11.6%	6.1%	63.7%	32.4%	3.9%	66.0%	29.7%	4.5%	54.2%	23.2%	2.8%	7.2%
Net - Consolidated Cigar Co.	8307	3009	6508	1574	1435	4934	617	876	1966	1402	476	4030	2517	390	4628	2965	740	2903	2900	321	1265
	22.0%	20.8%	25.3%	26.5%	16.8%	25.0%	22.8%	31.0%	20.8%	21.3%	20.9%	26.0%	24.0%	18.7%	21.3%	21.7%	20.0%	20.3%	25.0%	39.0%	21.3%
	100.0%	36.2%	78.3%	18.9%	17.3%	59.4%	7.4%	10.5%	23.7%	16.9%	5.7%	48.5%	30.3%	4.7%	55.7%	35.7%	8.9%	34.9%	34.9%	3.9%	15.2%
Subnet - Premium	2051	1751	598	404	1347	194	283	109	1399	502	150	224	325	132	927	977	428	235	1109	18	388
	5.4%	12.1%	2.3%	6.8%	15.8%	1.0%	10.4%	3.9%	14.8%	7.6%	6.6%	1.4%	3.1%	6.3%	4.3%	7.2%	11.5%	1.6%	9.6%	2.2%	6.5%
	100.0%	85.4%	29.2%	19.7%	65.7%	9.5%	13.8%	5.3%	68.2%	24.5%	7.3%	10.9%	15.8%	6.4%	45.2%	47.6%	20.9%	11.5%	54.1%	0.9%	18.9%
Don Diego	415	351	151	112	239	39	92	20	254	130	31	40	81	27	159	130	39	47	230	15	29
	1.1%	2.4%	0.6%	1.9%	2.8%	0.2%	3.4%	0.7%	2.7%	2.0%	1.4%	0.3%	0.8%	1.3%	0.7%	1.0%	1.1%	0.3%	2.0%	1.8%	0.5%
	100.0%	84.6%	36.4%	27.0%	57.6%	9.4%	22.2%	4.8%	61.2%	31.3%	7.5%	9.6%	19.5%	6.5%	38.3%	31.3%	9.4%	11.3%	55.4%	3.6%	7.0%
Montecristo	245	236	47	44	192	3	41	3	138	61	46	0	20	19	57	127	124	12	190	3	26
	0.6%	1.6%	0.2%	0.7%	2.3%	0.0%	1.5%	0.1%	1.5%	0.9%	2.0%	0.0%	0.2%	0.9%	0.3%	0.9%	3.3%	0.1%	1.6%	0.4%	0.4%
	100.0%	96.3%	19.2%	18.0%	78.4%	1.2%	16.7%	1.2%	56.3%	24.9%	18.8%	0.0%	8.2%	7.8%	23.3%	51.8%	50.6%	4.9%	77.6%	1.2%	10.6%
Royal Jamaica	333	185	155	30	155	125	17	13	251	63	19	134	24	15	251	159	38	109	106	0	75
	0.9%	1.3%	0.6%	0.5%	1.8%	0.6%	0.6%	0.5%	2.7%	1.0%	0.8%	0.9%	0.2%	0.7%	1.2%	1.2%	1.0%	0.8%	0.9%	0.0%	1.3%
	100.0%	55.6%	46.5%	9.0%	46.5%	37.5%	5.1%	3.9%	75.4%	18.9%	5.7%	40.2%	7.2%	4.5%	75.4%	47.7%	11.4%	32.7%	31.8%	0.0%	22.5%
Te-Amo	381	326	140	125	201	15	44	69	263	108	10	50	89	17	212	170	35	52	177	0	93
	1.0%	2.3%	0.5%	2.1%	2.4%	0.1%	1.6%	2.4%	2.8%	1.6%	0.4%	0.3%	0.8%	0.8%	1.0%	1.2%	0.9%	0.4%	1.5%	0.0%	1.6%
	100.0%	85.6%	36.7%	32.8%	52.8%	3.9%	11.5%	18.1%	69.0%	28.3%	2.6%	13.1%	23.4%	4.5%	55.6%	44.6%	9.2%	13.6%	46.5%	0.0%	24.4%
Upmann/H. Upmann	677	653	105	93	560	12	89	4	493	140	44	0	111	54	248	391	192	15	406	0	165
	1.8%	4.5%	0.4%	1.6%	6.6%	0.1%	3.3%	0.1%	5.2%	2.1%	1.9%	0.0%	1.1%	2.6%	1.1%	2.9%	5.2%	0.1%	3.5%	0.0%	2.8%
	100.0%	96.5%	15.5%	13.7%	82.7%	1.8%	13.1%	0.6%	72.8%	20.7%	6.5%	0.0%	16.4%	8.0%	36.6%	57.8%	28.4%	2.2%	60.0%	0.0%	24.4%
Subnet - Mass	6256	1258	5910	1170	88	4740	334	767	567	900	326	3806	2192	258	3701	1988	312	2668	1791	303	877
	16.6%	8.7%	23.0%	19.7%	1.0%	24.0%	12.3%	27.1%	6.0%	13.7%	14.3%	24.5%	20.9%	12.3%	17.0%	14.6%	8.4%	18.7%	15.4%	36.8%	14.8%
	100.0%	20.1%	94.5%	18.7%	1.4%	75.8%	5.3%	12.3%	9.1%	14.4%	5.2%	60.8%	35.0%	4.1%	59.2%	31.8%	5.0%	42.6%	28.6%	4.8%	14.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019286

Cigar Segmentation

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

Base: Total cigars purchased past 3 months (Q19D)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	37704	14458	25707	5932	8526	19775	2710	2829	9434	6571	2279	15527	10480	2090	21727	13660	3707	14279	11593	824	5942
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	38.3%	68.2%	15.7%	22.6%	52.4%	7.2%	7.5%	25.0%	17.4%	6.0%	41.2%	27.8%	5.5%	57.6%	36.2%	9.8%	37.9%	30.7%	2.2%	15.8%
Antonio y Cleopatra	2062	517	1944	491	26	1453	166	258	352	399	180	1168	804	90	1262	936	183	647	788	104	544
	5.5%	3.6%	7.6%	8.3%	0.3%	7.3%	6.1%	9.1%	3.7%	6.1%	7.9%	7.5%	7.7%	4.3%	5.8%	6.9%	4.9%	4.5%	6.8%	12.6%	9.2%
	100.0%	25.1%	94.3%	23.8%	1.3%	70.5%	8.1%	12.5%	17.1%	19.4%	8.7%	56.6%	39.0%	4.4%	61.2%	45.4%	8.9%	31.4%	38.2%	5.0%	26.4%
Backwoods	1310	144	1272	134	10	1138	15	119	19	91	65	817	427	66	553	207	8	540	610	68	121
	3.5%	1.0%	4.9%	2.3%	0.1%	5.8%	0.6%	4.2%	0.2%	1.4%	2.9%	5.3%	4.1%	3.2%	2.5%	1.5%	0.2%	3.8%	5.3%	8.3%	2.0%
	100.0%	11.0%	97.1%	10.2%	0.8%	86.9%	1.1%	9.1%	1.5%	6.9%	5.0%	62.4%	32.6%	5.0%	42.2%	15.8%	0.6%	41.2%	46.6%	5.2%	9.2%
Dutch Masters	1980	403	1833	374	29	1459	108	264	130	281	42	1432	493	55	1547	658	39	1227	151	55	77
	5.3%	2.8%	7.1%	6.3%	0.3%	7.4%	4.0%	9.3%	1.4%	4.3%	1.8%	9.2%	4.7%	2.6%	7.1%	4.8%	1.1%	8.6%	1.3%	6.7%	1.3%
	100.0%	20.4%	92.6%	18.9%	1.5%	73.7%	5.5%	13.3%	6.6%	14.2%	2.1%	72.3%	24.9%	2.8%	78.1%	33.2%	2.0%	62.0%	7.6%	2.8%	3.9%
El Producto	406	81	373	63	18	310	5	58	21	89	32	88	283	35	127	84	17	106	166	38	16
	1.1%	0.6%	1.5%	1.1%	0.2%	1.6%	0.2%	2.1%	0.2%	1.4%	1.4%	0.6%	2.7%	1.7%	0.6%	0.6%	0.5%	0.7%	1.4%	4.6%	0.3%
	100.0%	20.0%	91.9%	15.5%	4.4%	76.4%	1.2%	14.3%	5.2%	21.9%	7.9%	21.7%	69.7%	8.6%	31.3%	20.7%	4.2%	26.1%	40.9%	9.4%	3.9%
Muriel	498	113	488	108	5	380	40	68	45	40	7	301	185	12	212	103	65	148	76	38	119
	1.3%	0.8%	1.9%	1.8%	0.1%	1.9%	1.5%	2.4%	0.5%	0.6%	0.3%	1.9%	1.8%	0.6%	1.0%	0.8%	1.8%	1.0%	0.7%	4.6%	2.0%
	100.0%	22.7%	98.0%	21.7%	1.0%	76.3%	8.0%	13.7%	9.0%	8.0%	1.4%	60.4%	37.1%	2.4%	42.6%	20.7%	13.1%	29.7%	15.3%	7.6%	23.9%
Net - General Cigar Holdings	8198	4647	4576	1618	3029	2958	756	752	3001	1948	564	2343	2421	499	3963	3728	1352	2407	3336	97	1289
	21.7%	32.1%	17.8%	27.3%	35.5%	15.0%	27.9%	26.6%	31.8%	29.6%	24.7%	15.1%	23.1%	23.9%	18.2%	27.3%	36.5%	16.9%	28.8%	11.8%	21.7%
	100.0%	56.7%	55.8%	19.7%	36.9%	36.1%	9.2%	9.2%	36.6%	23.8%	6.9%	28.6%	29.5%	6.1%	48.3%	45.5%	16.5%	29.4%	40.7%	1.2%	15.7%
SubNet-General Cigar Holdings - Premium	4538	4003	1194	1005	2998	189	701	248	2857	1418	263	330	918	355	1691	2587	1254	260	2411	62	1002
	12.0%	27.7%	4.6%	16.9%	35.2%	1.0%	25.9%	8.8%	30.3%	21.6%	11.5%	2.1%	8.8%	17.0%	7.8%	18.9%	33.8%	1.8%	20.8%	7.5%	16.9%
	100.0%	88.2%	26.3%	22.1%	66.1%	4.2%	15.4%	5.5%	63.0%	31.2%	5.8%	7.3%	20.2%	7.8%	37.3%	57.0%	27.6%	5.7%	53.1%	1.4%	22.1%
SubNet - General Cigar Co.	6662	3252	4203	1300	1952	2903	497	699	1794	1652	531	2212	2204	299	3259	2715	1087	2397	2750	97	701
	17.7%	22.5%	16.3%	21.9%	22.9%	14.7%	18.3%	24.7%	19.0%	25.1%	23.3%	14.2%	21.0%	14.3%	15.0%	19.9%	29.3%	16.8%	23.7%	11.8%	11.8%
	100.0%	48.8%	63.1%	19.5%	29.3%	43.6%	7.5%	10.5%	26.9%	24.8%	8.0%	33.2%	33.1%	4.5%	48.9%	40.8%	16.3%	36.0%	41.3%	1.5%	10.5%
Sub-Subnet - Premium	3002	2608	821	687	1921	134	442	195	1650	1122	230	199	701	155	987	1574	989	250	1825	62	414
	8.0%	18.0%	3.2%	11.6%	22.5%	0.7%	16.3%	6.9%	17.5%	17.1%	10.1%	1.3%	6.7%	7.4%	4.5%	11.5%	26.7%	1.8%	15.7%	7.5%	7.0%
	100.0%	86.9%	27.3%	22.9%	64.0%	4.5%	14.7%	6.5%	55.0%	37.4%	7.7%	6.6%	23.4%	5.2%	32.9%	52.4%	32.9%	8.3%	60.8%	2.1%	13.8%
Cohiba	487	411	84	63	348	21	50	13	274	177	36	16	55	38	66	157	313	6	253	18	27
	1.3%	2.8%	0.3%	1.1%	4.1%	0.1%	1.8%	0.5%	2.9%	2.7%	1.6%	0.1%	0.5%	1.8%	0.3%	1.1%	8.4%	0.0%	2.2%	2.2%	0.5%
	100.0%	84.4%	17.2%	12.9%	71.5%	4.3%	10.3%	2.7%	56.3%	36.3%	7.4%	3.3%	11.3%	7.8%	13.6%	32.2%	64.3%	1.2%	52.0%	3.7%	5.5%
Cifuentes	44	44	3	3	41	0	3	0	10	32	2	0	5	1	10	24	22	0	36	0	5
	0.1%	0.3%	0.0%	0.1%	0.5%	0.0%	0.1%	0.0%	0.1%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%	0.0%	0.3%	0.0%	0.1%
	100.0%	100.0%	6.8%	6.8%	93.2%	0.0%	6.8%	0.0%	22.7%	72.7%	4.5%	0.0%	11.4%	2.3%	22.7%	54.5%	50.0%	0.0%	81.8%	0.0%	11.4%
Macanudo	1582	1408	445	402	1006	43	219	135	886	545	151	103	406	69	490	773	390	159	975	18	222
	4.2%	9.7%	1.7%	6.8%	11.8%	0.2%	8.1%	4.8%	9.4%	8.3%	6.6%	0.7%	3.9%	3.3%	2.3%	5.7%	10.5%	1.1%	8.4%	2.2%	3.7%
	100.0%	89.0%	28.1%	25.4%	63.6%	2.7%	13.8%	8.5%	56.0%	34.5%	9.5%	6.5%	25.7%	4.4%	31.0%	48.9%	24.7%	10.1%	61.6%	1.1%	14.0%
Macanudo Vintage	211	171	125	105	66	20	97	6	74	131	6	20	76	19	107	136	81	45	145	0	32
	0.6%	1.2%	0.5%	1.8%	0.8%	0.1%	3.6%	0.2%	0.8%	2.0%	0.3%	0.1%	0.7%	0.9%	0.5%	1.0%	2.2%	0.3%	1.3%	0.0%	0.5%
	100.0%	81.0%	59.2%	49.8%	31.3%	9.5%	46.0%	2.8%	35.1%	62.1%	2.8%	9.5%	36.0%	9.0%	50.7%	64.5%	38.4%	21.3%	68.7%	0.0%	15.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019287

Cigar Segmentation

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

Base: Total cigars purchased past 3 months (Q19D)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	37704	14458	25707	5932	8526	19775	2710	2829	9434	6571	2279	15527	10480	2090	21727	13660	3707	14279	11593	824	5942
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	38.3%	68.2%	15.7%	22.6%	52.4%	7.2%	7.5%	25.0%	17.4%	6.0%	41.2%	27.8%	5.5%	57.6%	36.2%	9.8%	37.9%	30.7%	2.2%	15.8%
Partagas	653	549	162	112	437	50	71	41	392	227	34	60	145	23	312	468	176	40	393	26	128
	1.7%	3.8%	0.6%	1.9%	5.1%	0.3%	2.6%	1.4%	4.2%	3.5%	1.5%	0.4%	1.4%	1.1%	1.4%	3.4%	4.7%	0.3%	3.4%	3.2%	2.2%
	100.0%	84.1%	24.8%	17.2%	66.9%	7.7%	10.9%	6.3%	60.0%	34.8%	5.2%	9.2%	22.2%	3.5%	47.8%	71.7%	27.0%	6.1%	60.2%	4.0%	19.6%
Partagas Limited Reserve	25	25	2	2	23	0	2	0	14	10	1	0	14	5	2	16	7	0	23	0	0
	0.1%	0.2%	0.0%	0.0%	0.3%	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.2%	0.0%	0.0%
	100.0%	100.0%	8.0%	8.0%	92.0%	0.0%	8.0%	0.0%	56.0%	40.0%	4.0%	0.0%	56.0%	20.0%	8.0%	64.0%	28.0%	0.0%	92.0%	0.0%	0.0%
Sub-Subnet - Mass	3660	644	3382	613	31	2769	55	504	144	530	301	2013	1503	144	2272	1141	98	2147	925	35	287
	9.7%	4.5%	13.2%	10.3%	0.4%	14.0%	2.0%	17.8%	1.5%	8.1%	13.2%	13.0%	14.3%	6.9%	10.5%	8.4%	2.6%	15.0%	8.0%	4.2%	4.8%
	100.0%	17.6%	92.4%	16.7%	0.8%	75.7%	1.5%	13.8%	3.9%	14.5%	8.2%	55.0%	41.1%	3.9%	62.1%	31.2%	2.7%	58.7%	25.3%	1.0%	7.8%
Garcia y Vega/Whiffs	1403	501	1305	488	13	817	40	394	118	406	137	623	686	94	706	528	14	861	183	0	123
	3.7%	3.5%	5.1%	8.2%	0.2%	4.1%	1.5%	13.9%	1.3%	6.2%	6.0%	4.0%	6.5%	4.5%	3.2%	3.9%	0.4%	6.0%	1.6%	0.0%	2.1%
	100.0%	35.7%	93.0%	34.8%	0.9%	58.2%	2.9%	28.1%	8.4%	28.9%	9.8%	44.4%	48.9%	6.7%	50.3%	37.6%	1.0%	61.4%	13.0%	0.0%	8.8%
Tiparillo	1082	61	945	55	6	890	13	42	19	74	50	675	387	20	767	160	40	591	546	12	152
	2.9%	0.4%	3.7%	0.9%	0.1%	4.5%	0.5%	1.5%	0.2%	1.1%	2.2%	4.3%	3.7%	1.0%	3.5%	1.2%	1.1%	4.1%	4.7%	1.5%	2.6%
	100.0%	5.6%	87.3%	5.1%	0.6%	82.3%	1.2%	3.9%	1.8%	6.8%	4.6%	62.4%	35.8%	1.8%	70.9%	14.8%	3.7%	54.6%	50.5%	1.1%	14.0%
White Owl	1019	63	983	58	5	925	0	58	5	32	62	659	343	17	726	403	35	643	138	12	6
	2.7%	0.4%	3.8%	1.0%	0.1%	4.7%	0.0%	2.1%	0.1%	0.5%	2.7%	4.2%	3.3%	0.8%	3.3%	3.0%	0.9%	4.5%	1.2%	1.5%	0.1%
	100.0%	6.2%	96.5%	5.7%	0.5%	90.8%	0.0%	5.7%	0.5%	3.1%	6.1%	64.7%	33.7%	1.7%	71.2%	39.5%	3.4%	63.1%	13.5%	1.2%	0.6%
William Penn	156	19	149	12	7	137	2	10	2	18	52	56	87	13	73	50	9	52	58	11	6
	0.4%	0.1%	0.6%	0.2%	0.1%	0.7%	0.1%	0.4%	0.0%	0.3%	2.3%	0.4%	0.8%	0.6%	0.3%	0.4%	0.2%	0.4%	0.5%	1.3%	0.1%
	100.0%	12.2%	95.5%	7.7%	4.5%	87.8%	1.3%	6.4%	1.3%	11.5%	33.3%	35.9%	55.8%	8.3%	46.8%	32.1%	5.8%	33.3%	37.2%	7.1%	3.8%
SubNet - Villazon	1536	1395	373	318	1077	55	259	53	1207	296	33	131	217	200	704	1013	265	10	586	0	588
	4.1%	9.6%	1.5%	5.4%	12.6%	0.3%	9.6%	1.9%	12.8%	4.5%	1.4%	0.8%	2.1%	9.6%	3.2%	7.4%	7.1%	0.1%	5.1%	0.0%	9.9%
	100.0%	90.8%	24.3%	20.7%	70.1%	3.6%	16.9%	3.5%	78.6%	19.3%	2.1%	8.5%	14.1%	13.0%	45.8%	66.0%	17.3%	0.7%	38.2%	0.0%	38.3%
Hoyo de Monterrey	419	364	74	74	290	0	72	2	352	62	5	1	97	56	214	355	72	1	156	0	147
	1.1%	2.5%	0.3%	1.2%	3.4%	0.0%	2.7%	0.1%	3.7%	0.9%	0.2%	0.0%	0.9%	2.7%	1.0%	2.6%	1.9%	0.0%	1.3%	0.0%	2.5%
	100.0%	86.9%	17.7%	17.7%	69.2%	0.0%	17.2%	0.5%	84.0%	14.8%	1.2%	0.2%	23.2%	13.4%	51.1%	84.7%	17.2%	0.2%	37.2%	0.0%	35.1%
Hoyo de Monterrey Excalibur	350	346	55	55	291	0	55	0	282	62	6	0	10	113	206	231	10	3	103	0	226
	0.9%	2.4%	0.2%	0.9%	3.4%	0.0%	2.0%	0.0%	3.0%	0.9%	0.3%	0.0%	0.1%	5.4%	0.9%	1.7%	0.3%	0.0%	0.9%	0.0%	3.8%
	100.0%	98.9%	15.7%	15.7%	83.1%	0.0%	15.7%	0.0%	80.6%	17.7%	1.7%	0.0%	2.9%	32.3%	58.9%	66.0%	2.9%	0.9%	29.4%	0.0%	64.6%
Punch	654	597	215	185	412	30	132	47	469	163	22	105	106	30	254	374	183	6	301	0	157
	1.7%	4.1%	0.8%	3.1%	4.8%	0.2%	4.9%	1.7%	5.0%	2.5%	1.0%	0.7%	1.0%	1.4%	1.2%	2.7%	4.9%	0.0%	2.6%	0.0%	2.6%
	100.0%	91.3%	32.9%	28.3%	63.0%	4.6%	20.2%	7.2%	71.7%	24.9%	3.4%	16.1%	16.2%	4.6%	38.8%	57.2%	28.0%	0.9%	46.0%	0.0%	24.0%
Punch Grand Cru	113	88	29	4	84	25	0	4	104	9	0	25	4	1	30	53	0	0	26	0	58
	0.3%	0.6%	0.1%	0.1%	1.0%	0.1%	0.0%	0.1%	1.1%	0.1%	0.0%	0.2%	0.0%	0.0%	0.1%	0.4%	0.0%	0.0%	0.2%	0.0%	1.0%
	100.0%	77.9%	25.7%	3.5%	74.3%	22.1%	0.0%	3.5%	92.0%	8.0%	0.0%	22.1%	3.5%	0.9%	26.5%	46.9%	0.0%	0.0%	23.0%	0.0%	51.3%
Net - Swisher International	7073	916	6723	820	96	5903	123	696	286	841	444	4744	2023	306	4892	1785	330	4030	1292	119	409
	18.8%	6.3%	26.2%	13.8%	1.1%	29.9%	4.5%	24.6%	3.0%	12.8%	19.5%	30.6%	19.3%	14.6%	22.5%	13.1%	8.9%	28.2%	11.1%	14.4%	6.9%
	100.0%	13.0%	95.1%	11.6%	1.4%	83.5%	1.7%	9.8%	4.0%	11.9%	6.3%	67.1%	28.6%	4.3%	69.2%	25.2%	4.7%	57.0%	18.3%	1.7%	5.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019288

Cigar Segmentation

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

Base: Total cigars purchased past 3 months (Q19D)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	37704	14458	25707	5932	8526	19775	2710	2829	9434	6571	2279	15527	10480	2090	21727	13660	3707	14279	11593	824	5942
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	38.3%	68.2%	15.7%	22.6%	52.4%	7.2%	7.5%	25.0%	17.4%	6.0%	41.2%	27.8%	5.5%	57.6%	36.2%	9.8%	37.9%	30.7%	2.2%	15.8%
Bering	442	169	387	137	32	250	100	37	131	49	25	168	224	50	257	158	18	148	199	18	53
	1.2%	1.2%	1.5%	2.3%	0.4%	1.3%	3.7%	1.3%	1.4%	0.7%	1.1%	1.1%	2.1%	2.4%	1.2%	1.2%	0.5%	1.0%	1.7%	2.2%	0.9%
	100.0%	38.2%	87.6%	31.0%	7.2%	56.6%	22.6%	8.4%	29.6%	11.1%	5.7%	38.0%	50.7%	11.3%	58.1%	35.7%	4.1%	33.5%	45.0%	4.1%	12.0%
King Edward	1223	184	1187	174	10	1013	2	172	10	217	41	855	316	52	957	259	175	469	320	32	1
	3.2%	1.3%	4.6%	2.9%	0.1%	5.1%	0.1%	6.1%	0.1%	3.3%	1.8%	5.5%	3.0%	2.5%	4.4%	1.9%	4.7%	3.3%	2.8%	3.9%	0.0%
	100.0%	15.0%	97.1%	14.2%	0.8%	82.8%	0.2%	14.1%	0.8%	17.7%	3.4%	69.9%	25.8%	4.3%	78.3%	21.2%	14.3%	38.3%	26.2%	2.6%	0.1%
La Prima Dora	44	10	44	10	0	34	10	0	30	10	0	30	0	14	30	33	33	3	41	0	0
	0.1%	0.1%	0.2%	0.2%	0.0%	0.2%	0.4%	0.0%	0.3%	0.2%	0.0%	0.2%	0.0%	0.7%	0.1%	0.2%	0.9%	0.0%	0.4%	0.0%	0.0%
	100.0%	22.7%	100.0%	22.7%	0.0%	77.3%	22.7%	0.0%	68.2%	22.7%	0.0%	68.2%	0.0%	31.8%	68.2%	75.0%	75.0%	6.8%	93.2%	0.0%	0.0%
Swisher Sweets	5364	553	5105	499	54	4606	11	487	115	565	378	3691	1483	190	3648	1335	104	3410	732	69	355
	14.2%	3.8%	19.9%	8.4%	0.6%	23.3%	0.4%	17.2%	1.2%	8.6%	16.6%	23.8%	14.2%	9.1%	16.8%	9.8%	2.8%	23.9%	6.3%	8.4%	6.0%
	100.0%	10.3%	95.2%	9.3%	1.0%	85.9%	0.2%	9.1%	2.1%	10.5%	7.0%	68.8%	27.6%	3.5%	68.0%	24.9%	1.9%	63.6%	13.6%	1.3%	6.6%
Net - JR Tobacco Brands	554	500	83	58	442	25	55	3	479	71	4	6	176	32	296	329	87	11	181	10	325
	1.5%	3.5%	0.3%	1.0%	5.2%	0.1%	2.0%	0.1%	5.1%	1.1%	0.2%	0.0%	1.7%	1.5%	1.4%	2.4%	2.3%	0.1%	1.6%	1.2%	5.5%
	100.0%	90.3%	15.0%	10.5%	79.8%	4.5%	9.9%	0.5%	86.5%	12.8%	0.7%	1.1%	31.8%	5.8%	53.4%	59.4%	15.7%	2.0%	32.7%	1.8%	58.7%
El Rey Del Mundo	123	108	31	20	88	11	20	0	100	22	1	0	41	7	58	79	27	0	85	10	21
	0.3%	0.7%	0.1%	0.3%	1.0%	0.1%	0.7%	0.0%	1.1%	0.3%	0.0%	0.0%	0.4%	0.3%	0.3%	0.6%	0.7%	0.0%	0.7%	1.2%	0.4%
	100.0%	87.8%	25.2%	16.3%	71.5%	8.9%	16.3%	0.0%	81.3%	17.9%	0.8%	0.0%	33.3%	5.7%	47.2%	64.2%	22.0%	0.0%	69.1%	8.1%	17.1%
J.R. Ultimates	431	392	52	38	354	14	35	3	379	49	3	6	135	25	238	250	60	11	96	0	304
	1.1%	2.7%	0.2%	0.6%	4.2%	0.1%	1.3%	0.1%	4.0%	0.7%	0.1%	0.0%	1.3%	1.2%	1.1%	1.8%	1.6%	0.1%	0.8%	0.0%	5.1%
	100.0%	91.0%	12.1%	8.8%	82.1%	3.2%	8.1%	0.7%	87.9%	11.4%	0.7%	1.4%	31.3%	5.8%	55.2%	58.0%	13.9%	2.6%	22.3%	0.0%	70.5%
Net - Tabacalera	4961	535	4583	411	124	4172	94	311	544	384	321	3197	1463	204	3540	1730	335	2795	1177	103	30
	13.2%	3.7%	17.8%	6.9%	1.5%	21.1%	3.5%	11.0%	5.8%	5.8%	14.1%	20.6%	14.0%	9.8%	16.3%	12.7%	9.0%	19.6%	10.2%	12.5%	0.5%
	100.0%	10.8%	92.4%	8.3%	2.5%	84.1%	1.9%	6.3%	11.0%	7.7%	6.5%	64.4%	29.5%	4.1%	71.4%	34.9%	6.8%	56.3%	23.7%	2.1%	0.6%
Subnet - Premium	173	157	72	69	88	3	57	7	78	67	28	0	34	42	47	56	62	0	137	3	14
	0.5%	1.1%	0.3%	1.2%	1.0%	0.0%	2.1%	0.2%	0.8%	1.0%	1.2%	0.0%	0.3%	2.0%	0.2%	0.4%	1.7%	0.0%	1.2%	0.4%	0.2%
	100.0%	90.8%	41.6%	39.9%	50.9%	1.7%	32.9%	4.0%	45.1%	38.7%	16.2%	0.0%	19.7%	24.3%	27.2%	32.4%	35.8%	0.0%	79.2%	1.7%	8.1%
Romeo y Julieta	173	157	72	69	88	3	57	7	78	67	28	0	34	42	47	56	62	0	137	3	14
	0.5%	1.1%	0.3%	1.2%	1.0%	0.0%	2.1%	0.2%	0.8%	1.0%	1.2%	0.0%	0.3%	2.0%	0.2%	0.4%	1.7%	0.0%	1.2%	0.4%	0.2%
	100.0%	90.8%	41.6%	39.9%	50.9%	1.7%	32.9%	4.0%	45.1%	38.7%	16.2%	0.0%	19.7%	24.3%	27.2%	32.4%	35.8%	0.0%	79.2%	1.7%	8.1%
Subnet - Mass	4788	378	4511	342	36	4169	37	304	466	317	293	3197	1429	162	3493	1674	273	2795	1040	100	16
	12.7%	2.6%	17.5%	5.8%	0.4%	21.1%	1.4%	10.7%	4.9%	4.8%	12.9%	20.6%	13.6%	7.8%	16.1%	12.3%	7.4%	19.6%	9.0%	12.1%	0.3%
	100.0%	7.9%	94.2%	7.1%	0.8%	87.1%	0.8%	6.3%	9.7%	6.6%	6.1%	66.8%	29.8%	3.4%	73.0%	35.0%	5.7%	58.4%	21.7%	2.1%	0.3%
Black & Gold/Black & Mild	1787	125	1699	116	9	1583	19	97	99	101	25	1127	594	66	1128	583	227	927	355	11	6
	4.7%	0.9%	6.6%	2.0%	0.1%	8.0%	0.7%	3.4%	1.0%	1.5%	1.1%	7.3%	5.7%	3.2%	5.2%	4.3%	6.1%	6.5%	3.1%	1.3%	0.1%
	100.0%	7.0%	95.1%	6.5%	0.5%	88.6%	1.1%	5.4%	5.5%	5.7%	1.4%	63.1%	33.2%	3.7%	63.1%	32.6%	12.7%	51.9%	19.9%	0.6%	0.3%
Hav-a-Tampa/Jewels	1663	62	1573	44	18	1529	7	36	210	72	156	1155	456	52	1366	517	5	1059	249	37	7
	4.4%	0.4%	6.1%	0.7%	0.2%	7.7%	0.3%	1.3%	2.2%	1.1%	6.8%	7.4%	4.4%	2.5%	6.3%	3.8%	0.1%	7.4%	2.1%	4.5%	0.1%
	100.0%	3.7%	94.6%	2.6%	1.1%	91.9%	0.4%	2.2%	12.6%	4.3%	9.4%	69.5%	27.4%	3.1%	82.1%	31.1%	0.3%	63.7%	15.0%	2.2%	0.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019289

Cigar Segmentation

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

Base: Total cigars purchased past 3 months (Q19D)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	37704	14458	25707	5932	8526	19775	2710	2829	9434	6571	2279	15527	10480	2090	21727	13660	3707	14279	11593	824	5942
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	38.3%	68.2%	15.7%	22.6%	52.4%	7.2%	7.5%	25.0%	17.4%	6.0%	41.2%	27.8%	5.5%	57.6%	36.2%	9.8%	37.9%	30.7%	2.2%	15.8%
Phillies	1338	191	1239	182	9	1057	11	171	157	144	112	915	379	44	999	574	41	809	436	52	3
	3.5%	1.3%	4.8%	3.1%	0.1%	5.3%	0.4%	6.0%	1.7%	2.2%	4.9%	5.9%	3.6%	2.1%	4.6%	4.2%	1.1%	5.7%	3.8%	6.3%	0.1%
	100.0%	14.3%	92.6%	13.6%	0.7%	79.0%	0.8%	12.8%	11.7%	10.8%	8.4%	68.4%	28.3%	3.3%	74.7%	42.9%	3.1%	60.5%	32.6%	3.9%	0.2%
Net - Other	8611	4851	3234	1451	3400	1783	1065	191	3158	1925	470	1207	1880	659	4408	3123	863	2133	2707	174	2624
	22.8%	33.6%	12.6%	24.5%	39.9%	9.0%	39.3%	6.8%	33.5%	29.3%	20.6%	7.8%	17.9%	31.5%	20.3%	22.9%	23.3%	14.9%	23.4%	21.1%	44.2%
	100.0%	56.3%	37.6%	16.9%	39.5%	20.7%	12.4%	2.2%	36.7%	22.4%	5.5%	14.0%	21.8%	7.7%	51.2%	36.3%	10.0%	24.8%	31.4%	2.0%	30.5%
Subnet - Premium	3425	3039	1132	844	2195	288	695	97	2301	971	153	227	707	332	1617	1429	548	413	1312	58	1297
	9.1%	21.0%	4.4%	14.2%	25.7%	1.5%	25.6%	3.4%	24.4%	14.8%	6.7%	1.5%	6.7%	15.9%	7.4%	10.5%	14.8%	2.9%	11.3%	7.0%	21.8%
	100.0%	88.7%	33.1%	24.6%	64.1%	8.4%	20.3%	2.8%	67.2%	28.4%	4.5%	6.6%	20.6%	9.7%	47.2%	41.7%	16.0%	12.1%	38.3%	1.7%	37.9%
Ashton	219	181	44	14	167	30	7	7	82	111	26	6	40	13	61	40	96	37	83	11	62
	0.6%	1.3%	0.2%	0.2%	2.0%	0.2%	0.3%	0.2%	0.9%	1.7%	1.1%	0.0%	0.4%	0.6%	0.3%	0.3%	2.6%	0.3%	0.7%	1.3%	1.0%
	100.0%	82.6%	20.1%	6.4%	76.3%	13.7%	3.2%	3.2%	37.4%	50.7%	11.9%	2.7%	18.3%	5.9%	27.9%	18.3%	43.8%	16.9%	37.9%	5.0%	28.3%
Bahia	144	69	132	62	7	70	62	0	115	26	3	0	72	14	120	65	13	60	67	11	2
	0.4%	0.5%	0.5%	1.0%	0.1%	0.4%	2.3%	0.0%	1.2%	0.4%	0.1%	0.0%	0.7%	0.7%	0.6%	0.5%	0.4%	0.4%	0.6%	1.3%	0.0%
	100.0%	47.9%	91.7%	43.1%	4.9%	48.6%	43.1%	0.0%	79.9%	18.1%	2.1%	0.0%	50.0%	9.7%	83.3%	45.1%	9.0%	41.7%	46.5%	7.6%	1.4%
Davidoff	191	182	22	20	162	2	15	5	108	68	15	2	14	4	95	93	76	0	124	20	18
	0.5%	1.3%	0.1%	0.3%	1.9%	0.0%	0.6%	0.2%	1.1%	1.0%	0.7%	0.0%	0.1%	0.2%	0.4%	0.7%	2.1%	0.0%	1.1%	2.4%	0.3%
	100.0%	95.3%	11.5%	10.5%	84.8%	1.0%	7.9%	2.6%	56.5%	35.6%	7.9%	1.0%	7.3%	2.1%	49.7%	48.7%	39.8%	0.0%	64.9%	10.5%	9.4%
Don Tomas	348	313	104	93	220	11	90	1	199	123	26	50	30	57	171	165	28	28	198	0	40
	0.9%	2.2%	0.4%	1.6%	2.6%	0.1%	3.3%	0.0%	2.1%	1.9%	1.1%	0.3%	0.3%	2.7%	0.8%	1.2%	0.8%	0.2%	1.7%	0.0%	0.7%
	100.0%	89.9%	29.9%	26.7%	63.2%	3.2%	25.9%	0.3%	57.2%	35.3%	7.5%	14.4%	8.6%	16.4%	49.1%	47.4%	8.0%	8.0%	56.9%	0.0%	11.5%
Dunhill	306	264	113	89	175	24	52	37	129	137	40	42	47	47	130	168	32	22	174	16	83
	0.8%	1.8%	0.4%	1.5%	2.1%	0.1%	1.9%	1.3%	1.4%	2.1%	1.8%	0.3%	0.4%	2.2%	0.6%	1.2%	0.9%	0.2%	1.5%	1.9%	1.4%
	100.0%	86.3%	36.9%	29.1%	57.2%	7.8%	17.0%	12.1%	42.2%	44.8%	13.1%	13.7%	15.4%	15.4%	42.5%	54.9%	10.5%	7.2%	56.9%	5.2%	27.1%
Fuente/Arturo Fuente	928	888	236	232	656	4	207	25	618	280	30	0	101	62	423	509	263	14	567	0	309
	2.5%	6.1%	0.9%	3.9%	7.7%	0.0%	7.6%	0.9%	6.6%	4.3%	1.3%	0.0%	1.0%	3.0%	1.9%	3.7%	7.1%	0.1%	4.9%	0.0%	5.2%
	100.0%	95.7%	25.4%	25.0%	70.7%	0.4%	22.3%	2.7%	66.6%	30.2%	3.2%	0.0%	10.9%	6.7%	45.6%	54.8%	28.3%	1.5%	61.1%	0.0%	33.3%
Thompson	1289	1142	481	334	808	147	262	22	1050	226	13	127	403	135	617	389	40	252	99	0	783
	3.4%	7.9%	1.9%	5.6%	9.5%	0.7%	9.7%	0.8%	11.1%	3.4%	0.6%	0.8%	3.8%	6.5%	2.8%	2.8%	1.1%	1.8%	0.9%	0.0%	13.2%
	100.0%	88.6%	37.3%	25.9%	62.7%	11.4%	20.3%	1.7%	81.5%	17.5%	1.0%	9.9%	31.3%	10.5%	47.9%	30.2%	3.1%	19.6%	7.7%	0.0%	60.7%
Subnet - Mass	544	0	543	0	0	543	0	0	0	0	0	461	75	8	374	36	0	462	141	67	10
	1.4%	0.0%	2.1%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.7%	0.4%	1.7%	0.3%	0.0%	3.2%	1.2%	8.1%	0.2%
	100.0%	0.0%	99.8%	0.0%	0.0%	99.8%	0.0%	0.0%	0.0%	0.0%	0.0%	84.7%	13.8%	1.5%	68.8%	6.6%	0.0%	84.9%	25.9%	12.3%	1.8%
Middleton	544	0	543	0	0	543	0	0	0	0	0	461	75	8	374	36	0	462	141	67	10
	1.4%	0.0%	2.1%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.7%	0.4%	1.7%	0.3%	0.0%	3.2%	1.2%	8.1%	0.2%
	100.0%	0.0%	99.8%	0.0%	0.0%	99.8%	0.0%	0.0%	0.0%	0.0%	0.0%	84.7%	13.8%	1.5%	68.8%	6.6%	0.0%	84.9%	25.9%	12.3%	1.8%
Other	4642	1812	1559	607	1205	952	370	94	857	954	317	519	1098	319	2417	1658	315	1258	1254	49	1317
	12.3%	12.5%	6.1%	10.2%	14.1%	4.8%	13.7%	3.3%	9.1%	14.5%	13.9%	3.3%	10.5%	15.3%	11.1%	12.1%	8.5%	8.8%	10.8%	5.9%	22.2%
	100.0%	39.0%	33.6%	13.1%	26.0%	20.5%	8.0%	2.0%	18.5%	20.6%	6.8%	11.2%	23.7%	6.9%	52.1%	35.7%	6.8%	27.1%	27.0%	1.1%	28.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019290

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	10741	9450	3079	2380	7070	699	1791	464	7114	3029	598	787	2160	893	4578	5378	2379	919	5150	151	3026
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	88.0%	28.7%	22.2%	65.8%	6.5%	16.7%	4.3%	66.2%	28.2%	5.6%	7.3%	20.1%	8.3%	42.6%	50.1%	22.1%	8.6%	47.9%	1.4%	28.2%
Net - Consolidated Cigar Co.	2051	1751	598	404	1347	194	283	109	1399	502	150	224	325	132	927	977	428	235	1109	18	388
	19.1%	18.5%	19.4%	17.0%	19.1%	27.8%	15.8%	23.5%	19.7%	16.6%	25.1%	28.5%	15.0%	14.8%	20.2%	18.2%	18.0%	25.6%	21.5%	11.9%	12.8%
	100.0%	85.4%	29.2%	19.7%	65.7%	9.5%	13.8%	5.3%	68.2%	24.5%	7.3%	10.9%	15.8%	6.4%	45.2%	47.6%	20.9%	11.5%	54.1%	0.9%	18.9%
Don Diego	415	351	151	112	239	39	92	20	254	130	31	40	81	27	159	130	39	47	230	15	29
	3.9%	3.7%	4.9%	4.7%	3.4%	5.6%	5.1%	4.3%	3.6%	4.3%	5.2%	5.1%	3.8%	3.0%	3.5%	2.4%	1.6%	5.1%	4.5%	9.9%	1.0%
	100.0%	84.6%	36.4%	27.0%	57.6%	9.4%	22.2%	4.8%	61.2%	31.3%	7.5%	9.6%	19.5%	6.5%	38.3%	31.3%	9.4%	11.3%	55.4%	3.6%	7.0%
Montecristo	245	236	47	44	192	3	41	3	138	61	46	0	20	19	57	127	124	12	190	3	26
	2.3%	2.5%	1.5%	1.8%	2.7%	0.4%	2.3%	0.6%	1.9%	2.0%	7.7%	0.0%	0.9%	2.1%	1.2%	2.4%	5.2%	1.3%	3.7%	2.0%	0.9%
	100.0%	96.3%	19.2%	18.0%	78.4%	1.2%	16.7%	1.2%	56.3%	24.9%	18.8%	0.0%	8.2%	7.8%	23.3%	51.8%	50.6%	4.9%	77.6%	1.2%	10.6%
Royal Jamaica	333	185	155	30	155	125	17	13	251	63	19	134	24	15	251	159	38	109	106	0	75
	3.1%	2.0%	5.0%	1.3%	2.2%	17.9%	0.9%	2.8%	3.5%	2.1%	3.2%	17.0%	1.1%	1.7%	5.5%	3.0%	1.6%	11.9%	2.1%	0.0%	2.5%
	100.0%	55.6%	46.5%	9.0%	46.5%	37.5%	5.1%	3.9%	75.4%	18.9%	5.7%	40.2%	7.2%	4.5%	75.4%	47.7%	11.4%	32.7%	31.8%	0.0%	22.5%
Te-Amo	381	326	140	125	201	15	44	69	263	108	10	50	89	17	212	170	35	52	177	0	93
	3.5%	3.4%	4.5%	5.3%	2.8%	2.1%	2.5%	14.9%	3.7%	3.6%	1.7%	6.4%	4.1%	1.9%	4.6%	3.2%	1.5%	5.7%	3.4%	0.0%	3.1%
	100.0%	85.6%	36.7%	32.8%	52.8%	3.9%	11.5%	18.1%	69.0%	28.3%	2.6%	13.1%	23.4%	4.5%	55.6%	44.6%	9.2%	13.6%	46.5%	0.0%	24.4%
Upmann/H. Upmann	677	653	105	93	560	12	89	4	493	140	44	0	111	54	248	391	192	15	406	0	165
	6.3%	6.9%	3.4%	3.9%	7.9%	1.7%	5.0%	0.9%	6.9%	4.6%	7.4%	0.0%	5.1%	6.0%	5.4%	7.3%	8.1%	1.6%	7.9%	0.0%	5.5%
	100.0%	96.5%	15.5%	13.7%	82.7%	1.8%	13.1%	0.6%	72.8%	20.7%	6.5%	0.0%	16.4%	8.0%	36.6%	57.8%	28.4%	2.2%	60.0%	0.0%	24.4%
Net - General Cigar Holdings	4538	4003	1194	1005	2998	189	701	248	2857	1418	263	330	918	355	1691	2587	1254	260	2411	62	1002
	42.2%	42.4%	38.8%	42.2%	42.4%	27.0%	39.1%	53.4%	40.2%	46.8%	44.0%	41.9%	42.5%	39.8%	36.9%	48.1%	52.7%	28.3%	46.8%	41.1%	33.1%
	100.0%	88.2%	26.3%	22.1%	66.1%	4.2%	15.4%	5.5%	63.0%	31.2%	5.8%	7.3%	20.2%	7.8%	37.3%	57.0%	27.6%	5.7%	53.1%	1.4%	22.1%
SubNet-General Cigar Holdings - Premium	4538	4003	1194	1005	2998	189	701	248	2857	1418	263	330	918	355	1691	2587	1254	260	2411	62	1002
	42.2%	42.4%	38.8%	42.2%	42.4%	27.0%	39.1%	53.4%	40.2%	46.8%	44.0%	41.9%	42.5%	39.8%	36.9%	48.1%	52.7%	28.3%	46.8%	41.1%	33.1%
	100.0%	88.2%	26.3%	22.1%	66.1%	4.2%	15.4%	5.5%	63.0%	31.2%	5.8%	7.3%	20.2%	7.8%	37.3%	57.0%	27.6%	5.7%	53.1%	1.4%	22.1%
SubNet - General Cigar Co.	3002	2608	821	687	1921	134	442	195	1650	1122	230	199	701	155	987	1574	989	250	1825	62	414
	27.9%	27.6%	26.7%	28.9%	27.2%	19.2%	24.7%	42.0%	23.2%	37.0%	38.5%	25.3%	32.5%	17.4%	21.6%	29.3%	41.6%	27.2%	35.4%	41.1%	13.7%
	100.0%	86.9%	27.3%	22.9%	64.0%	4.5%	14.7%	6.5%	55.0%	37.4%	7.7%	6.6%	23.4%	5.2%	32.9%	52.4%	32.9%	8.3%	60.8%	2.1%	13.8%
Sub-Subnet - Premium	3002	2608	821	687	1921	134	442	195	1650	1122	230	199	701	155	987	1574	989	250	1825	62	414
	27.9%	27.6%	26.7%	28.9%	27.2%	19.2%	24.7%	42.0%	23.2%	37.0%	38.5%	25.3%	32.5%	17.4%	21.6%	29.3%	41.6%	27.2%	35.4%	41.1%	13.7%
	100.0%	86.9%	27.3%	22.9%	64.0%	4.5%	14.7%	6.5%	55.0%	37.4%	7.7%	6.6%	23.4%	5.2%	32.9%	52.4%	32.9%	8.3%	60.8%	2.1%	13.8%
Cohiba	487	411	84	63	348	21	50	13	274	177	36	16	55	38	66	157	313	6	253	18	27
	4.5%	4.3%	2.7%	2.6%	4.9%	3.0%	2.8%	2.8%	3.9%	5.8%	6.0%	2.0%	2.5%	4.3%	1.4%	2.9%	13.2%	0.7%	4.9%	11.9%	0.9%
	100.0%	84.4%	17.2%	12.9%	71.5%	4.3%	10.3%	2.7%	56.3%	36.3%	7.4%	3.3%	11.3%	7.8%	13.6%	32.2%	64.3%	1.2%	52.0%	3.7%	5.5%
Cifuentes	44	44	3	3	41	0	3	0	10	32	2	0	5	1	10	24	22	0	36	0	5
	0.4%	0.5%	0.1%	0.1%	0.6%	0.0%	0.2%	0.0%	0.1%	1.1%	0.3%	0.0%	0.2%	0.1%	0.2%	0.4%	0.9%	0.0%	0.7%	0.0%	0.2%
	100.0%	100.0%	6.8%	6.8%	93.2%	0.0%	6.8%	0.0%	22.7%	72.7%	4.5%	0.0%	11.4%	2.3%	22.7%	54.5%	50.0%	0.0%	81.8%	0.0%	11.4%
Macanudo	1582	1408	445	402	1006	43	219	135	886	545	151	103	406	69	490	773	390	159	975	18	222
	14.7%	14.9%	14.5%	16.9%	14.2%	6.2%	12.2%	29.1%	12.5%	18.0%	25.3%	13.1%	18.8%	7.7%	10.7%	14.4%	16.4%	17.3%	18.9%	11.9%	7.3%
	100.0%	89.0%	28.1%	25.4%	63.6%	2.7%	13.8%	8.5%	56.0%	34.5%	9.5%	6.5%	25.7%	4.4%	31.0%	48.9%	24.7%	10.1%	61.6%	1.1%	14.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019291

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	10741	9450	3079	2380	7070	699	1791	464	7114	3029	598	787	2160	893	4578	5378	2379	919	5150	151	3026
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	88.0%	28.7%	22.2%	65.8%	6.5%	16.7%	4.3%	66.2%	28.2%	5.6%	7.3%	20.1%	8.3%	42.6%	50.1%	22.1%	8.6%	47.9%	1.4%	28.2%
Macanudo Vintage	211	171	125	105	66	20	97	6	74	131	6	20	76	19	107	136	81	45	145	0	32
	2.0%	1.8%	4.1%	4.4%	0.9%	2.9%	5.4%	1.3%	1.0%	4.3%	1.0%	2.5%	3.5%	2.1%	2.3%	2.5%	3.4%	4.9%	2.8%	0.0%	1.1%
	100.0%	81.0%	59.2%	49.8%	31.3%	9.5%	46.0%	2.8%	35.1%	62.1%	2.8%	9.5%	36.0%	9.0%	50.7%	64.5%	38.4%	21.3%	68.7%	0.0%	15.2%
Partagas	653	549	162	112	437	50	71	41	392	227	34	60	145	23	312	468	176	40	393	26	128
	6.1%	5.8%	5.3%	4.7%	6.2%	7.2%	4.0%	8.8%	5.5%	7.5%	5.7%	7.6%	6.7%	2.6%	6.8%	8.7%	7.4%	4.4%	7.6%	17.2%	4.2%
	100.0%	84.1%	24.8%	17.2%	66.9%	7.7%	10.9%	6.3%	60.0%	34.8%	5.2%	9.2%	22.2%	3.5%	47.8%	71.7%	27.0%	6.1%	60.2%	4.0%	19.6%
Partagas Limited Reserve	25	25	2	2	23	0	2	0	14	10	1	0	14	5	2	16	7	0	23	0	0
	0.2%	0.3%	0.1%	0.1%	0.3%	0.0%	0.1%	0.0%	0.2%	0.3%	0.2%	0.0%	0.6%	0.6%	0.0%	0.3%	0.3%	0.0%	0.4%	0.0%	0.0%
	100.0%	100.0%	8.0%	8.0%	92.0%	0.0%	8.0%	0.0%	56.0%	40.0%	4.0%	0.0%	56.0%	20.0%	8.0%	64.0%	28.0%	0.0%	92.0%	0.0%	0.0%
SubNet - Villazon	1536	1395	373	318	1077	55	259	53	1207	296	33	131	217	200	704	1013	265	10	586	0	588
	14.3%	14.8%	12.1%	13.4%	15.2%	7.9%	14.5%	11.4%	17.0%	9.8%	5.5%	16.6%	10.0%	22.4%	15.4%	18.8%	11.1%	1.1%	11.4%	0.0%	19.4%
	100.0%	90.8%	24.3%	20.7%	70.1%	3.6%	16.9%	3.5%	78.6%	19.3%	2.1%	8.5%	14.1%	13.0%	45.8%	66.0%	17.3%	0.7%	38.2%	0.0%	38.3%
Hoyo de Monterrey	419	364	74	74	290	0	72	2	352	62	5	1	97	56	214	355	72	1	156	0	147
	3.9%	3.9%	2.4%	3.1%	4.1%	0.0%	4.0%	0.4%	4.9%	2.0%	0.8%	0.1%	4.5%	6.3%	4.7%	6.6%	3.0%	0.1%	3.0%	0.0%	4.9%
	100.0%	86.9%	17.7%	17.7%	69.2%	0.0%	17.2%	0.5%	84.0%	14.8%	1.2%	0.2%	23.2%	13.4%	51.1%	84.7%	17.2%	0.2%	37.2%	0.0%	35.1%
Hoyo de Monterrey Excalibur	350	346	55	55	291	0	55	0	282	62	6	0	10	113	206	231	10	3	103	0	226
	3.3%	3.7%	1.8%	2.3%	4.1%	0.0%	3.1%	0.0%	4.0%	2.0%	1.0%	0.0%	0.5%	12.7%	4.5%	4.3%	0.4%	0.3%	2.0%	0.0%	7.5%
	100.0%	98.9%	15.7%	15.7%	83.1%	0.0%	15.7%	0.0%	80.6%	17.7%	1.7%	0.0%	2.9%	32.3%	58.9%	66.0%	2.9%	0.9%	29.4%	0.0%	64.6%
Punch	654	597	215	185	412	30	132	47	469	163	22	105	106	30	254	374	183	6	301	0	157
	6.1%	6.3%	7.0%	7.8%	5.8%	4.3%	7.4%	10.1%	6.6%	5.4%	3.7%	13.3%	4.9%	3.4%	5.5%	7.0%	7.7%	0.7%	5.8%	0.0%	5.2%
	100.0%	91.3%	32.9%	28.3%	63.0%	4.6%	20.2%	7.2%	71.7%	24.9%	3.4%	16.1%	16.2%	4.6%	38.8%	57.2%	28.0%	0.9%	46.0%	0.0%	24.0%
Punch Grand Cru	113	88	29	4	84	25	0	4	104	9	0	25	4	1	30	53	0	0	26	0	58
	1.1%	0.9%	0.9%	0.2%	1.2%	3.6%	0.0%	0.9%	1.5%	0.3%	0.0%	3.2%	0.2%	0.1%	0.7%	1.0%	0.0%	0.0%	0.5%	0.0%	1.9%
	100.0%	77.9%	25.7%	3.5%	74.3%	22.1%	0.0%	3.5%	92.0%	8.0%	0.0%	22.1%	3.5%	0.9%	26.5%	46.9%	0.0%	0.0%	23.0%	0.0%	51.3%
Net - JR Tobacco Brands	554	500	83	58	442	25	55	3	479	71	4	6	176	32	296	329	87	11	181	10	325
	5.2%	5.3%	2.7%	2.4%	6.3%	3.6%	3.1%	0.6%	6.7%	2.3%	0.7%	0.8%	8.1%	3.6%	6.5%	6.1%	3.7%	1.2%	3.5%	6.6%	10.7%
	100.0%	90.3%	15.0%	10.5%	79.8%	4.5%	9.9%	0.5%	86.5%	12.8%	0.7%	1.1%	31.8%	5.8%	53.4%	59.4%	15.7%	2.0%	32.7%	1.8%	58.7%
El Rey Del Mundo	123	108	31	20	88	11	20	0	100	22	1	0	41	7	58	79	27	0	85	10	21
	1.1%	1.1%	1.0%	0.8%	1.2%	1.6%	1.1%	0.0%	1.4%	0.7%	0.2%	0.0%	1.9%	0.8%	1.3%	1.5%	1.1%	0.0%	1.7%	6.6%	0.7%
	100.0%	87.8%	25.2%	16.3%	71.5%	8.9%	16.3%	0.0%	81.3%	17.9%	0.8%	0.0%	33.3%	5.7%	47.2%	64.2%	22.0%	0.0%	69.1%	8.1%	17.1%
J.R. Ultimates	431	392	52	38	354	14	35	3	379	49	3	6	135	25	238	250	60	11	96	0	304
	4.0%	4.1%	1.7%	1.6%	5.0%	2.0%	2.0%	0.6%	5.3%	1.6%	0.5%	0.8%	6.3%	2.8%	5.2%	4.6%	2.5%	1.2%	1.9%	0.0%	10.0%
	100.0%	91.0%	12.1%	8.8%	82.1%	3.2%	8.1%	0.7%	87.9%	11.4%	0.7%	1.4%	31.3%	5.8%	55.2%	58.0%	13.9%	2.6%	22.3%	0.0%	70.5%
Net - Tabacalera	173	157	72	69	88	3	57	7	78	67	28	0	34	42	47	56	62	0	137	3	14
	1.6%	1.7%	2.3%	2.9%	1.2%	0.4%	3.2%	1.5%	1.1%	2.2%	4.7%	0.0%	1.6%	4.7%	1.0%	1.0%	2.6%	0.0%	2.7%	2.0%	0.5%
	100.0%	90.8%	41.6%	39.9%	50.9%	1.7%	32.9%	4.0%	45.1%	38.7%	16.2%	0.0%	19.7%	24.3%	27.2%	32.4%	35.3%	0.0%	79.2%	1.7%	8.1%
Romeo y Julieta	173	157	72	69	88	3	57	7	78	67	28	0	34	42	47	56	62	0	137	3	14
	1.6%	1.7%	2.3%	2.9%	1.2%	0.4%	3.2%	1.5%	1.1%	2.2%	4.7%	0.0%	1.6%	4.7%	1.0%	1.0%	2.6%	0.0%	2.7%	2.0%	0.5%
	100.0%	90.8%	41.6%	39.9%	50.9%	1.7%	32.9%	4.0%	45.1%	38.7%	16.2%	0.0%	19.7%	24.3%	27.2%	32.4%	35.8%	0.0%	79.2%	1.7%	8.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019292

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	10741	9450	3079	2380	7070	699	1791	464	7114	3029	598	787	2160	893	4578	5378	2379	919	5150	151	3026
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	88.0%	28.7%	22.2%	65.8%	6.5%	16.7%	4.3%	66.2%	28.2%	5.6%	7.3%	20.1%	8.3%	42.6%	50.1%	22.1%	8.6%	47.9%	1.4%	28.2%
Net - Other	3425	3039	1132	844	2195	288	695	97	2301	971	153	227	707	332	1617	1429	548	413	1312	58	1297
	31.9%	32.2%	36.8%	35.5%	31.0%	41.2%	38.8%	20.9%	32.3%	32.1%	25.6%	28.8%	32.7%	37.2%	35.3%	26.6%	23.0%	44.9%	25.5%	38.4%	42.9%
	100.0%	88.7%	33.1%	24.6%	64.1%	8.4%	20.3%	2.8%	67.2%	28.4%	4.5%	6.6%	20.6%	9.7%	47.2%	41.7%	16.0%	12.1%	38.3%	1.7%	37.9%
Ashton	219	181	44	14	167	30	7	7	82	111	26	6	40	13	61	40	96	37	83	11	62
	2.0%	1.9%	1.4%	0.6%	2.4%	4.3%	0.4%	1.5%	1.2%	3.7%	4.3%	0.8%	1.9%	1.5%	1.3%	0.7%	4.0%	4.0%	1.6%	7.3%	2.0%
	100.0%	82.6%	20.1%	6.4%	76.3%	13.7%	3.2%	3.2%	37.4%	50.7%	11.9%	2.7%	18.3%	5.9%	27.9%	18.3%	43.8%	16.9%	37.9%	5.0%	28.3%
Bahia	144	69	132	62	7	70	62	0	115	26	3	0	72	14	120	65	13	60	67	11	2
	1.3%	0.7%	4.3%	2.6%	0.1%	10.0%	3.5%	0.0%	1.6%	0.9%	0.5%	0.0%	3.3%	1.6%	2.6%	1.2%	0.5%	6.5%	1.3%	7.3%	0.1%
	100.0%	47.9%	91.7%	43.1%	4.9%	48.6%	43.1%	0.0%	79.9%	18.1%	2.1%	0.0%	50.0%	9.7%	83.3%	45.1%	9.0%	41.7%	46.5%	7.6%	1.4%
Davidoff	191	182	22	20	162	2	15	5	108	68	15	2	14	4	95	93	76	0	124	20	18
	1.8%	1.9%	0.7%	0.8%	2.3%	0.3%	0.8%	1.1%	1.5%	2.2%	2.5%	0.3%	0.6%	0.4%	2.1%	1.7%	3.2%	0.0%	2.4%	13.2%	0.6%
	100.0%	95.3%	11.5%	10.5%	84.8%	1.0%	7.9%	2.6%	56.5%	35.6%	7.9%	1.0%	7.3%	2.1%	49.7%	48.7%	39.8%	0.0%	64.9%	10.5%	9.4%
Don Tomas	348	313	104	93	220	11	90	1	199	123	26	50	30	57	171	165	28	28	198	0	40
	3.2%	3.3%	3.4%	3.9%	3.1%	1.6%	5.0%	0.2%	2.8%	4.1%	4.3%	6.4%	1.4%	6.4%	3.7%	3.1%	1.2%	3.0%	3.8%	0.0%	1.3%
	100.0%	89.9%	29.9%	26.7%	63.2%	3.2%	25.9%	0.3%	57.2%	35.3%	7.5%	14.4%	8.6%	16.4%	49.1%	47.4%	8.0%	8.0%	56.9%	0.0%	11.5%
Dunhill	306	264	113	89	175	24	52	37	129	137	40	42	47	47	130	168	32	22	174	16	83
	2.8%	2.8%	3.7%	3.7%	2.5%	3.4%	2.9%	8.0%	1.8%	4.5%	6.7%	5.3%	2.2%	5.3%	2.8%	3.1%	1.3%	2.4%	3.4%	10.6%	2.7%
	100.0%	86.3%	36.9%	29.1%	57.2%	7.8%	17.0%	12.1%	42.2%	44.8%	13.1%	13.7%	15.4%	15.4%	42.5%	54.9%	10.5%	7.2%	56.9%	5.2%	27.1%
Fuente/Arturo Fuente	928	888	236	232	656	4	207	25	618	280	30	0	101	62	423	509	263	14	567	0	309
	8.6%	9.4%	7.7%	9.7%	9.3%	0.6%	11.6%	5.4%	8.7%	9.2%	5.0%	0.0%	4.7%	6.9%	9.2%	9.5%	11.1%	1.5%	11.0%	0.0%	10.2%
	100.0%	95.7%	25.4%	25.0%	70.7%	0.4%	22.3%	2.7%	66.6%	30.2%	3.2%	0.0%	10.9%	6.7%	45.6%	54.8%	28.3%	1.5%	61.1%	0.0%	33.3%
Thompson	1289	1142	481	334	808	147	262	22	1050	226	13	127	403	135	617	389	40	252	99	0	783
	12.0%	12.1%	15.6%	14.0%	11.4%	21.0%	14.6%	4.7%	14.8%	7.5%	2.2%	16.1%	18.7%	15.1%	13.5%	7.2%	1.7%	27.4%	1.9%	0.0%	25.9%
	100.0%	88.6%	37.3%	25.9%	62.7%	11.4%	20.3%	1.7%	81.5%	17.5%	1.0%	9.9%	31.3%	10.5%	47.9%	30.2%	3.1%	19.6%	7.7%	0.0%	60.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019293

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	22321	3196	21069	2945	251	18124	549	2271	1463	2588	1364	14221	7222	878	14732	6624	1013	12102	5189	624	1599
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.3%	94.4%	13.2%	1.1%	81.2%	2.5%	10.2%	6.6%	11.6%	6.1%	63.7%	32.4%	3.9%	66.0%	29.7%	4.5%	54.2%	23.2%	2.8%	7.2%
Net - Consolidated Cigar Co.	6256	1258	5910	1170	88	4740	334	767	567	900	326	3806	2192	258	3701	1988	312	2668	1791	303	877
	28.0%	39.4%	28.1%	39.7%	35.1%	26.2%	60.8%	33.8%	38.8%	34.8%	23.9%	26.8%	30.4%	29.4%	25.1%	30.0%	30.8%	22.0%	34.5%	48.6%	54.8%
	100.0%	20.1%	94.5%	18.7%	1.4%	75.8%	5.3%	12.3%	9.1%	14.4%	5.2%	60.8%	35.0%	4.1%	59.2%	31.8%	5.0%	42.6%	28.6%	4.8%	14.0%
Antonio y Cleopatra	2062	517	1944	491	26	1453	166	258	352	399	180	1168	804	90	1262	936	183	647	788	104	544
	9.2%	16.2%	9.2%	16.7%	10.4%	8.0%	30.2%	11.4%	24.1%	15.4%	13.2%	8.2%	11.1%	10.3%	8.6%	14.1%	18.1%	5.3%	15.2%	16.7%	34.0%
	100.0%	25.1%	94.3%	23.8%	1.3%	70.5%	8.1%	12.5%	17.1%	19.4%	8.7%	56.6%	39.0%	4.4%	61.2%	45.4%	8.9%	31.4%	38.2%	5.0%	26.4%
Backwoods	1310	144	1272	134	10	1138	15	119	19	91	65	817	427	66	553	207	8	540	610	68	121
	5.9%	4.5%	6.0%	4.6%	4.0%	6.3%	2.7%	5.2%	1.3%	3.5%	4.8%	5.7%	5.9%	7.5%	3.8%	3.1%	0.8%	4.5%	11.8%	10.9%	7.6%
	100.0%	11.0%	97.1%	10.2%	0.8%	86.9%	1.1%	9.1%	1.5%	6.9%	5.0%	62.4%	32.6%	5.0%	42.2%	15.8%	0.6%	41.2%	46.6%	5.2%	9.2%
Dutch Masters	1980	403	1833	374	29	1459	108	264	130	281	42	1432	493	55	1547	658	39	1227	151	55	77
	8.9%	12.6%	8.7%	12.7%	11.6%	8.1%	19.7%	11.6%	8.9%	10.9%	3.1%	10.1%	6.8%	6.3%	10.5%	9.9%	3.8%	10.1%	2.9%	8.8%	4.8%
	100.0%	20.4%	92.6%	18.9%	1.5%	73.7%	5.5%	13.3%	6.6%	14.2%	2.1%	72.3%	24.0%	2.8%	78.1%	33.2%	2.0%	62.0%	7.6%	2.8%	3.9%
El Producto	406	81	373	63	18	310	5	58	21	89	32	88	283	35	127	84	17	106	166	38	16
	1.8%	2.5%	1.8%	2.1%	7.2%	1.7%	0.9%	2.6%	1.4%	3.4%	2.3%	0.6%	3.9%	4.0%	0.9%	1.3%	1.7%	0.9%	3.2%	6.1%	1.0%
	100.0%	20.0%	91.9%	15.5%	4.4%	76.4%	1.2%	14.3%	5.2%	21.9%	7.9%	21.7%	69.7%	8.6%	31.3%	20.7%	4.2%	26.1%	40.9%	9.4%	3.9%
Muriel	498	113	488	108	5	380	40	68	45	40	7	301	185	12	212	103	65	148	76	38	119
	2.2%	3.5%	2.3%	3.7%	2.0%	2.1%	7.3%	3.0%	3.1%	1.5%	0.5%	2.1%	2.6%	1.4%	1.4%	1.6%	6.4%	1.2%	1.5%	6.1%	7.4%
	100.0%	22.7%	98.0%	21.7%	1.0%	76.3%	8.0%	13.7%	9.0%	8.0%	1.4%	60.4%	37.1%	2.4%	42.6%	20.7%	13.1%	29.7%	15.3%	7.6%	23.9%
Net - General Cigar Holdings	3660	644	3382	613	31	2769	55	504	144	530	301	2013	1503	144	2272	1141	98	2147	925	35	287
	16.4%	20.2%	16.1%	20.8%	12.4%	15.3%	10.0%	22.2%	9.8%	20.5%	22.1%	14.2%	20.8%	16.4%	15.4%	17.2%	9.7%	17.7%	17.8%	5.6%	17.9%
	100.0%	17.6%	92.4%	16.7%	0.8%	75.7%	1.5%	13.8%	3.9%	14.5%	8.2%	55.0%	41.1%	3.9%	62.1%	31.2%	2.7%	58.7%	25.3%	1.0%	7.8%
SubNet - General Cigar Co.	3660	644	3382	613	31	2769	55	504	144	530	301	2013	1503	144	2272	1141	98	2147	925	35	287
	16.4%	20.2%	16.1%	20.8%	12.4%	15.3%	10.0%	22.2%	9.8%	20.5%	22.1%	14.2%	20.8%	16.4%	15.4%	17.2%	9.7%	17.7%	17.8%	5.6%	17.9%
	100.0%	17.6%	92.4%	16.7%	0.8%	75.7%	1.5%	13.8%	3.9%	14.5%	8.2%	55.0%	41.1%	3.9%	62.1%	31.2%	2.7%	58.7%	25.3%	1.0%	7.8%
Garcia y Vega/Whiffs	1403	501	1305	488	13	817	40	394	118	406	137	623	686	94	706	528	14	861	183	0	123
	6.3%	15.7%	6.2%	16.6%	5.2%	4.5%	7.3%	17.3%	8.1%	15.7%	10.0%	4.4%	9.5%	10.7%	4.8%	8.0%	1.4%	7.1%	3.5%	0.0%	7.7%
	100.0%	35.7%	93.0%	34.8%	0.9%	58.2%	2.9%	28.1%	8.4%	28.9%	9.8%	44.4%	48.9%	6.7%	50.3%	37.6%	1.0%	61.4%	13.0%	0.0%	8.8%
Tiparillo	1082	61	945	55	6	890	13	42	19	74	50	675	387	20	767	160	40	591	546	12	152
	4.8%	1.9%	4.5%	1.9%	2.4%	4.9%	2.4%	1.8%	1.3%	2.9%	3.7%	4.7%	5.4%	2.3%	5.2%	2.4%	3.9%	4.9%	10.5%	1.9%	9.5%
	100.0%	5.6%	87.3%	5.1%	0.6%	82.3%	1.2%	3.9%	1.8%	6.8%	4.6%	62.4%	35.8%	1.8%	70.9%	14.8%	3.7%	54.6%	50.5%	1.1%	14.0%
White Owl	1019	63	983	58	5	925	0	58	5	32	62	659	343	17	726	403	35	643	138	12	6
	4.6%	2.0%	4.7%	2.0%	2.0%	5.1%	0.0%	2.6%	0.3%	1.2%	4.5%	4.6%	4.7%	1.9%	4.9%	6.1%	3.5%	5.3%	2.7%	1.9%	0.4%
	100.0%	6.2%	96.5%	5.7%	0.5%	90.8%	0.0%	5.7%	0.5%	3.1%	6.1%	64.7%	33.7%	1.7%	71.2%	39.5%	3.4%	63.1%	13.5%	1.2%	0.6%
William Penn	156	19	149	12	7	137	2	10	2	18	52	56	87	13	73	50	9	52	58	11	6
	0.7%	0.6%	0.7%	0.4%	2.8%	0.8%	0.4%	0.4%	0.1%	0.7%	3.8%	0.4%	1.2%	1.5%	0.5%	0.8%	0.9%	0.4%	1.1%	1.8%	0.4%
	100.0%	12.2%	95.5%	7.7%	4.5%	87.8%	1.3%	6.4%	1.3%	11.5%	33.3%	35.9%	55.8%	8.3%	46.8%	32.1%	5.8%	33.3%	37.2%	7.1%	3.8%
Net - Swisher International	7073	916	6723	820	96	5903	123	696	286	841	444	4744	2023	306	4892	1785	330	4030	1292	119	409
	31.7%	28.7%	31.9%	27.8%	38.2%	32.6%	22.4%	30.6%	19.5%	32.5%	32.6%	33.4%	28.0%	34.9%	33.2%	26.9%	32.6%	33.3%	24.9%	19.1%	25.6%
	100.0%	13.0%	95.1%	11.6%	1.4%	83.5%	1.7%	9.8%	4.0%	11.9%	6.3%	67.1%	28.6%	4.3%	69.2%	25.2%	4.7%	57.0%	18.3%	1.7%	5.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019294

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	22321	3196	21069	2945	251	18124	549	2271	1463	2588	1364	14221	7222	878	14732	6624	1013	12102	5189	624	1599
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.3%	94.4%	13.2%	1.1%	81.2%	2.5%	10.2%	6.6%	11.6%	6.1%	63.7%	32.4%	3.9%	66.0%	29.7%	4.5%	54.2%	23.2%	2.8%	7.2%
Bering	442	169	387	137	32	250	100	37	131	49	25	168	224	50	257	158	18	148	199	18	53
	2.0%	5.3%	1.8%	4.7%	12.7%	1.4%	18.2%	1.6%	9.0%	1.9%	1.8%	1.2%	3.1%	5.7%	1.7%	2.4%	1.8%	1.2%	3.8%	2.9%	3.3%
	100.0%	38.2%	87.6%	31.0%	7.2%	56.6%	22.6%	8.4%	29.6%	11.1%	5.7%	38.0%	50.7%	11.3%	58.1%	35.7%	4.1%	33.5%	45.0%	4.1%	12.0%
King Edward	1223	184	1187	174	10	1013	2	172	10	217	41	855	316	52	957	259	175	469	320	32	1
	5.5%	5.8%	5.6%	5.9%	4.0%	5.6%	0.4%	7.6%	0.7%	8.4%	3.0%	6.0%	4.4%	5.9%	6.5%	3.9%	17.3%	3.9%	6.2%	5.1%	0.1%
	100.0%	15.0%	97.1%	14.2%	0.8%	82.8%	0.2%	14.1%	0.8%	17.7%	3.4%	69.9%	25.8%	4.3%	78.3%	21.2%	14.3%	38.3%	26.2%	2.6%	0.1%
La Prima Dora	44	10	44	10	0	34	10	0	30	10	0	30	0	14	30	33	33	3	41	0	0
	0.2%	0.3%	0.2%	0.3%	0.0%	0.2%	1.8%	0.0%	2.1%	0.4%	0.0%	0.2%	0.0%	1.6%	0.2%	0.5%	3.3%	0.0%	0.8%	0.0%	0.0%
	100.0%	22.7%	100.0%	22.7%	0.0%	77.3%	22.7%	0.0%	68.2%	22.7%	0.0%	68.2%	0.0%	31.8%	68.2%	75.0%	75.0%	6.8%	93.2%	0.0%	0.0%
Swisher Sweets	5364	553	5105	499	54	4606	11	487	115	565	378	3691	1483	190	3648	1335	104	3410	732	69	355
	24.0%	17.3%	24.2%	16.9%	21.5%	25.4%	2.0%	21.4%	7.9%	21.8%	27.7%	26.0%	20.5%	21.6%	24.8%	20.2%	10.3%	28.2%	14.1%	11.1%	22.2%
	100.0%	10.3%	95.2%	9.3%	1.0%	85.9%	0.2%	9.1%	2.1%	10.5%	7.0%	68.8%	27.6%	3.5%	68.0%	24.9%	1.9%	63.6%	13.6%	1.3%	6.6%
Net - Tabacalera	4788	378	4511	342	36	4169	37	304	466	317	293	3197	1429	162	3493	1674	273	2795	1040	100	16
	21.5%	11.8%	21.4%	11.6%	14.3%	23.0%	6.7%	13.4%	31.9%	12.2%	21.5%	22.5%	19.8%	18.5%	23.7%	25.3%	26.9%	23.1%	20.0%	16.0%	1.0%
	100.0%	7.9%	94.2%	7.1%	0.8%	87.1%	0.8%	6.3%	9.7%	6.6%	6.1%	66.8%	29.8%	3.4%	73.0%	35.0%	5.7%	58.4%	21.7%	2.1%	0.3%
Black & Gold/Black & Mild	1787	125	1699	116	9	1583	19	97	99	101	25	1127	594	66	1128	583	227	927	355	11	6
	8.0%	3.9%	8.1%	3.9%	3.6%	8.7%	3.5%	4.3%	6.8%	3.9%	1.8%	7.9%	8.2%	7.5%	7.7%	8.8%	22.4%	7.7%	6.8%	1.8%	0.4%
	100.0%	7.0%	95.1%	6.5%	0.5%	88.6%	1.1%	5.4%	5.5%	5.7%	1.4%	63.1%	33.2%	3.7%	63.1%	32.6%	12.7%	51.9%	19.9%	0.6%	0.3%
Hav-a-Tampa/Jewels	1663	62	1573	44	18	1529	7	36	210	72	156	1155	456	52	1366	517	5	1059	249	37	7
	7.5%	1.9%	7.5%	1.5%	7.2%	8.4%	1.3%	1.6%	14.4%	2.8%	11.4%	8.1%	6.3%	5.9%	9.3%	7.8%	0.5%	8.8%	4.8%	5.9%	0.4%
	100.0%	3.7%	94.6%	2.6%	1.1%	91.9%	0.4%	2.2%	12.6%	4.3%	9.4%	69.5%	27.4%	3.1%	82.1%	31.1%	0.3%	63.7%	15.0%	2.2%	0.4%
Phillies	1338	191	1239	182	9	1057	11	171	157	144	112	915	379	44	999	574	41	809	436	52	3
	6.0%	6.0%	5.9%	6.2%	3.6%	5.8%	2.0%	7.5%	10.7%	5.6%	8.2%	6.4%	5.2%	5.0%	6.8%	8.7%	4.0%	6.7%	8.4%	8.3%	0.2%
	100.0%	14.3%	92.6%	13.6%	0.7%	79.0%	0.8%	12.8%	11.7%	10.8%	8.4%	68.4%	28.3%	3.3%	74.7%	42.9%	3.1%	60.5%	32.6%	3.9%	0.2%
Net - Other	544	0	543	0	0	543	0	0	0	0	0	461	75	8	374	36	0	462	141	67	10
	2.4%	0.0%	2.6%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	1.0%	0.9%	2.5%	0.5%	0.0%	3.8%	2.7%	10.7%	0.6%
	100.0%	0.0%	99.8%	0.0%	0.0%	99.8%	0.0%	0.0%	0.0%	0.0%	0.0%	84.7%	13.8%	1.5%	68.8%	6.6%	0.0%	84.9%	25.9%	12.3%	1.8%
Middleton	544	0	543	0	0	543	0	0	0	0	0	461	75	8	374	36	0	462	141	67	10
	2.4%	0.0%	2.6%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	1.0%	0.9%	2.5%	0.5%	0.0%	3.8%	2.7%	10.7%	0.6%
	100.0%	0.0%	99.8%	0.0%	0.0%	99.8%	0.0%	0.0%	0.0%	0.0%	0.0%	84.7%	13.8%	1.5%	68.8%	6.6%	0.0%	84.9%	25.9%	12.3%	1.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019295

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
SuperNet - Premium	398	326	92	76	250	16	43	21	65	116	114	9	33	50	49	80	132	41	219	18	56
	32.4%	71.5%	15.8%	54.3%	79.1%	3.6%	72.9%	42.0%	75.6%	69.5%	62.3%	8.3%	15.2%	26.2%	19.5%	41.5%	59.2%	10.8%	48.6%	40.9%	51.4%
	100.0%	81.9%	23.1%	19.1%	62.8%	4.0%	10.8%	5.3%	16.3%	29.1%	28.6%	2.3%	8.3%	12.6%	12.3%	20.1%	33.2%	10.3%	55.0%	4.5%	14.1%
SuperNet - Mass	440	34	388	31	3	357	6	19	8	15	28	89	140	99	129	57	19	249	91	13	13
	35.8%	7.5%	66.6%	22.1%	0.9%	80.6%	10.2%	38.0%	9.3%	9.0%	15.3%	82.4%	64.5%	51.8%	51.4%	29.5%	8.5%	65.5%	20.2%	29.5%	11.9%
	100.0%	7.7%	88.2%	7.0%	0.7%	81.1%	1.4%	4.3%	1.8%	3.4%	6.4%	20.2%	31.8%	22.5%	29.3%	13.0%	4.3%	56.6%	20.7%	3.0%	3.0%
Net - Consolidated Cigar Co.	195	71	123	28	43	95	13	10	17	24	38	25	52	31	42	27	26	71	66	6	19
	15.9%	15.6%	21.1%	20.0%	13.6%	21.4%	22.0%	20.0%	19.8%	14.4%	20.8%	23.1%	24.0%	16.2%	16.7%	14.0%	11.7%	18.7%	14.6%	13.6%	17.4%
	100.0%	36.4%	63.1%	14.4%	22.1%	48.7%	6.7%	5.1%	8.7%	12.3%	19.5%	12.8%	26.7%	15.9%	21.5%	13.8%	13.3%	36.4%	33.8%	3.1%	9.7%
Subnet - Premium	69	56	17	14	42	3	9	3	12	19	25	2	4	6	10	12	19	8	37	3	11
	5.6%	12.3%	2.9%	10.0%	13.3%	0.7%	15.3%	6.0%	14.0%	11.4%	13.7%	1.9%	1.8%	3.1%	4.0%	6.2%	8.5%	2.1%	8.2%	6.8%	10.1%
	100.0%	81.2%	24.6%	20.3%	60.9%	4.3%	13.0%	4.3%	17.4%	27.5%	36.2%	2.9%	5.8%	8.7%	14.5%	17.4%	27.5%	11.6%	53.6%	4.3%	15.9%
Don Diego	15	12	3	2	10	1	2	0	3	4	5	0	0	2	2	4	4	2	6	2	1
	1.2%	2.6%	0.5%	1.4%	3.2%	0.2%	3.4%	0.0%	3.5%	2.4%	2.7%	0.0%	0.0%	1.0%	0.8%	2.1%	1.8%	0.5%	1.3%	4.5%	0.9%
	100.0%	80.0%	20.0%	13.3%	66.7%	6.7%	13.3%	0.0%	20.0%	26.7%	33.3%	0.0%	0.0%	13.3%	13.3%	26.7%	26.7%	13.3%	40.0%	13.3%	6.7%
Montecristo	20	18	5	5	13	0	3	1	3	4	8	0	1	1	1	3	8	3	12	1	4
	1.6%	3.9%	0.9%	3.6%	4.1%	0.0%	5.1%	2.0%	3.5%	2.4%	4.4%	0.0%	0.5%	0.5%	0.4%	1.6%	3.6%	0.8%	2.7%	2.3%	3.7%
	100.0%	90.0%	25.0%	25.0%	65.0%	0.0%	15.0%	5.0%	15.0%	20.0%	40.0%	0.0%	5.0%	5.0%	5.0%	15.0%	40.0%	15.0%	60.0%	5.0%	20.0%
Royal Jamaica	10	7	1	0	7	1	0	0	3	3	3	1	0	0	3	2	2	1	4	0	2
	0.8%	1.5%	0.2%	0.0%	2.2%	0.2%	0.0%	0.0%	3.5%	1.8%	1.6%	0.9%	0.0%	0.0%	1.2%	1.0%	0.9%	0.3%	0.9%	0.0%	1.8%
	100.0%	70.0%	10.0%	0.0%	70.0%	10.0%	0.0%	0.0%	30.0%	30.0%	30.0%	10.0%	0.0%	0.0%	30.0%	20.0%	20.0%	10.0%	40.0%	0.0%	20.0%
Te-Amo	9	8	2	2	6	0	1	1	2	4	2	1	0	0	3	2	1	1	6	0	1
	0.7%	1.8%	0.3%	1.4%	1.9%	0.0%	1.7%	2.0%	2.3%	2.4%	1.1%	0.9%	0.0%	0.0%	1.2%	1.0%	0.4%	0.3%	1.3%	0.0%	0.9%
	100.0%	88.9%	22.2%	22.2%	66.7%	0.0%	11.1%	11.1%	22.2%	44.4%	22.2%	11.1%	0.0%	0.0%	33.3%	22.2%	11.1%	11.1%	66.7%	0.0%	11.1%
Upmann/H. Upmann	15	11	6	5	6	1	3	1	1	4	7	0	3	3	1	1	4	1	9	0	3
	1.2%	2.4%	1.0%	3.6%	1.9%	0.2%	5.1%	2.0%	1.2%	2.4%	3.8%	0.0%	1.4%	1.6%	0.4%	0.5%	1.8%	0.3%	2.0%	0.0%	2.8%
	100.0%	73.3%	40.0%	33.3%	40.0%	6.7%	20.0%	6.7%	6.7%	26.7%	46.7%	0.0%	20.0%	20.0%	6.7%	6.7%	26.7%	6.7%	60.0%	0.0%	20.0%
Subnet - Mass	126	15	106	14	1	92	4	7	5	5	13	23	48	25	32	15	7	63	29	3	8
	10.3%	3.3%	18.2%	10.0%	0.3%	20.8%	6.8%	14.0%	5.8%	3.0%	7.1%	21.3%	22.1%	13.1%	12.7%	7.8%	3.1%	16.6%	6.4%	6.8%	7.3%
	100.0%	11.9%	84.1%	11.1%	0.8%	73.0%	3.2%	5.6%	4.0%	4.0%	10.3%	18.3%	38.1%	19.8%	25.4%	11.9%	5.6%	50.0%	23.0%	2.4%	6.3%
Antonio y Cleopatra	31	7	27	7	0	20	3	2	5	1	7	6	15	4	9	5	3	11	9	2	3
	2.5%	1.5%	4.6%	5.0%	0.0%	4.5%	5.1%	4.0%	5.8%	0.6%	3.8%	5.6%	6.9%	2.1%	3.6%	2.6%	1.3%	2.9%	2.0%	4.5%	2.8%
	100.0%	22.6%	87.1%	22.6%	0.0%	64.5%	9.7%	6.5%	16.1%	3.2%	22.6%	19.4%	48.4%	12.9%	29.0%	16.1%	9.7%	35.5%	29.0%	6.5%	9.7%
Backwoods	35	4	30	4	0	26	1	3	0	1	3	7	11	13	5	3	1	17	11	0	1
	2.8%	0.9%	5.1%	2.9%	0.0%	5.9%	1.7%	6.0%	0.0%	0.6%	1.6%	6.5%	5.1%	6.8%	2.0%	1.6%	0.4%	4.5%	2.4%	0.0%	0.9%
	100.0%	11.4%	85.7%	11.4%	0.0%	74.3%	2.9%	8.6%	0.0%	2.9%	8.6%	20.0%	31.4%	37.1%	14.3%	8.6%	2.9%	48.6%	31.4%	0.0%	2.9%
Dutch Masters	34	1	27	1	0	26	0	0	0	1	2	7	10	5	12	4	0	22	4	1	2
	2.8%	0.2%	4.6%	0.7%	0.0%	5.9%	0.0%	0.0%	0.0%	0.6%	1.1%	6.5%	4.6%	2.6%	4.8%	2.1%	0.0%	5.8%	0.9%	2.3%	1.8%
	100.0%	2.9%	79.4%	2.9%	0.0%	76.5%	0.0%	0.0%	0.0%	2.9%	5.9%	20.6%	29.4%	14.7%	35.3%	11.8%	0.0%	64.7%	11.8%	2.9%	5.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019296

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
El Producto	14	1	11	0	1	11	0	0	0	1	1	1	7	3	2	1	1	8	1	0	1
	1.1%	0.2%	1.9%	0.0%	0.3%	2.5%	0.0%	0.0%	0.0%	0.6%	0.5%	0.9%	3.2%	1.6%	0.8%	0.5%	0.4%	2.1%	0.2%	0.0%	0.9%
	100.0%	7.1%	78.6%	0.0%	7.1%	78.6%	0.0%	0.0%	0.0%	7.1%	7.1%	7.1%	50.0%	21.4%	14.3%	7.1%	7.1%	57.1%	7.1%	0.0%	7.1%
Muriel	12	2	11	2	0	9	0	2	0	1	0	2	5	0	4	2	2	5	4	0	1
	1.0%	0.4%	1.9%	1.4%	0.0%	2.0%	0.0%	4.0%	0.0%	0.6%	0.0%	1.9%	2.3%	0.0%	1.6%	1.0%	0.9%	1.3%	0.9%	0.0%	0.9%
	100.0%	16.7%	91.7%	16.7%	0.0%	75.0%	0.0%	16.7%	0.0%	8.3%	0.0%	16.7%	41.7%	0.0%	33.3%	16.7%	16.7%	41.7%	33.3%	0.0%	8.3%
Net - General Cigar Holdings	277	181	103	43	138	60	17	17	32	60	67	18	41	33	44	58	78	55	138	14	23
	22.5%	39.7%	17.7%	30.7%	43.7%	13.5%	28.8%	34.0%	37.2%	35.9%	36.6%	16.7%	18.9%	17.3%	17.5%	30.1%	35.0%	14.5%	30.6%	31.8%	21.1%
	100.0%	65.3%	37.2%	15.5%	49.8%	21.7%	6.1%	6.1%	11.6%	21.7%	24.2%	6.5%	14.8%	11.9%	15.9%	20.9%	28.2%	19.9%	49.8%	5.1%	8.3%
Subnet-General Cigar Holdings - Premium	208	172	42	34	138	8	15	12	31	58	63	6	19	18	23	49	77	20	119	11	19
	16.9%	37.7%	7.2%	24.3%	43.7%	1.8%	25.4%	24.0%	36.0%	34.7%	34.4%	5.6%	8.8%	9.4%	9.2%	25.4%	34.5%	5.3%	26.4%	25.0%	17.4%
	100.0%	82.7%	20.2%	16.3%	66.3%	3.8%	7.2%	5.8%	14.9%	27.9%	30.3%	2.9%	9.1%	8.7%	11.1%	23.6%	37.0%	9.6%	57.2%	5.3%	9.1%
SubNet - General Cigar Co.	242	148	99	39	109	60	15	16	25	50	57	18	40	29	41	46	71	54	119	13	14
	19.7%	32.5%	17.0%	27.9%	34.5%	13.5%	25.4%	32.0%	29.1%	29.9%	31.1%	16.7%	18.4%	15.2%	16.3%	23.8%	31.8%	14.2%	26.4%	29.5%	12.8%
	100.0%	61.2%	40.9%	16.1%	45.0%	24.8%	6.2%	6.6%	10.3%	20.7%	23.6%	7.4%	16.5%	12.0%	16.9%	19.0%	29.3%	22.3%	49.2%	5.4%	5.8%
Sub-Subnet - Premium	173	139	38	30	109	8	13	11	24	48	53	6	18	14	20	37	70	19	100	10	10
	14.1%	30.5%	6.5%	21.4%	34.5%	1.8%	22.0%	22.0%	27.9%	28.7%	29.0%	5.6%	8.3%	7.3%	8.0%	19.2%	31.4%	5.0%	22.2%	22.7%	9.2%
	100.0%	80.3%	22.0%	17.3%	63.0%	4.6%	7.5%	6.4%	13.9%	27.7%	30.6%	3.5%	10.4%	8.1%	11.6%	21.4%	40.5%	11.0%	57.8%	5.8%	5.8%
Cohiba	31	22	3	2	20	1	1	0	6	8	8	0	1	1	5	5	20	1	15	4	1
	2.5%	4.8%	0.5%	1.4%	6.3%	0.2%	1.7%	0.0%	7.0%	4.8%	4.4%	0.0%	0.5%	0.5%	2.0%	2.6%	9.0%	0.3%	3.3%	9.1%	0.9%
	100.0%	71.0%	9.7%	6.5%	64.5%	3.2%	3.2%	0.0%	19.4%	25.8%	25.8%	0.0%	3.2%	3.2%	16.1%	16.1%	64.5%	3.2%	48.4%	12.9%	3.2%
Cifuentes	3	3	1	1	2	0	0	0	0	1	1	0	0	0	0	1	2	0	3	0	0
	0.2%	0.7%	0.2%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%	0.7%	0.0%	0.0%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	66.7%	0.0%	100.0%	0.0%	0.0%
Macanudo	110	89	25	20	69	5	8	9	13	31	38	4	11	12	11	21	37	12	65	5	7
	9.0%	19.5%	4.3%	14.3%	21.8%	1.1%	13.6%	18.0%	15.1%	18.6%	20.8%	3.7%	5.1%	6.3%	4.4%	10.9%	16.6%	3.2%	14.4%	11.4%	6.4%
	100.0%	80.9%	22.7%	18.2%	62.7%	4.5%	7.3%	8.2%	11.8%	28.2%	34.5%	3.6%	10.0%	10.9%	10.0%	19.1%	33.6%	10.9%	59.1%	4.5%	6.4%
Macanudo Vintage	3	3	2	2	1	0	2	0	0	2	1	0	1	0	0	1	1	0	3	0	0
	0.2%	0.7%	0.3%	1.4%	0.3%	0.0%	3.4%	0.0%	0.0%	1.2%	0.5%	0.0%	0.5%	0.0%	0.0%	0.5%	0.4%	0.0%	0.7%	0.0%	0.0%
	100.0%	100.0%	66.7%	66.7%	33.3%	0.0%	66.7%	0.0%	0.0%	66.7%	33.3%	0.0%	33.3%	0.0%	0.0%	33.3%	33.3%	0.0%	100.0%	0.0%	0.0%
Partagas	23	20	6	4	16	2	1	2	4	6	4	2	4	0	3	7	9	5	13	1	2
	1.9%	4.4%	1.0%	2.9%	5.1%	0.5%	1.7%	4.0%	4.7%	3.6%	2.2%	1.9%	1.8%	0.0%	1.2%	3.6%	4.0%	1.3%	2.9%	2.3%	1.8%
	100.0%	87.0%	26.1%	17.4%	69.6%	8.7%	4.3%	8.7%	17.4%	26.1%	17.4%	8.7%	17.4%	0.0%	13.0%	30.4%	39.1%	21.7%	56.5%	4.3%	8.7%
Partagas Limited Reserve	3	2	1	1	1	0	1	0	1	0	1	0	1	1	1	2	1	1	1	0	0
	0.2%	0.4%	0.2%	0.7%	0.3%	0.0%	1.7%	0.0%	1.2%	0.0%	0.5%	0.0%	0.5%	0.5%	0.4%	1.0%	0.4%	0.3%	0.2%	0.0%	0.0%
	100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	33.3%	33.3%	33.3%	66.7%	33.3%	33.3%	33.3%	0.0%	0.0%
Sub-Subnet - Mass	69	9	61	9	0	52	2	5	1	2	4	12	22	15	21	9	1	35	19	3	4
	5.6%	2.0%	10.5%	6.4%	0.0%	11.7%	3.4%	10.0%	1.2%	1.2%	2.2%	11.1%	10.1%	7.9%	8.4%	4.7%	0.4%	9.2%	4.2%	6.8%	3.7%
	100.0%	13.0%	88.4%	13.0%	0.0%	75.4%	2.9%	7.2%	1.4%	2.9%	5.8%	17.4%	31.9%	21.7%	30.4%	13.0%	1.4%	50.7%	27.5%	4.3%	5.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019297

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS											
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Garcia y Vega/Whiffs	23	5	21	5	0	16	1	3	1	1	2	2	10	4	5	3	0	15	3	0	1
	1.9%	1.1%	3.6%	3.6%	0.0%	3.6%	1.7%	6.0%	1.2%	0.6%	1.1%	1.9%	4.6%	2.1%	2.0%	1.6%	0.0%	3.9%	0.7%	0.0%	0.9%
	100.0%	21.7%	91.3%	21.7%	0.0%	69.6%	4.3%	13.0%	4.3%	4.3%	8.7%	8.7%	43.5%	17.4%	21.7%	13.0%	0.0%	65.2%	13.0%	0.0%	4.3%
Tiparillo	21	2	16	2	0	14	1	1	0	1	1	5	5	6	10	3	1	10	9	0	1
	1.7%	0.4%	2.7%	1.4%	0.0%	3.2%	1.7%	2.0%	0.0%	0.6%	0.5%	4.6%	2.3%	3.1%	4.0%	1.6%	0.4%	2.6%	2.0%	0.0%	0.9%
	100.0%	9.5%	76.2%	9.5%	0.0%	66.7%	4.8%	4.8%	0.0%	4.8%	4.8%	23.8%	23.8%	28.6%	47.6%	14.3%	4.8%	47.6%	42.9%	0.0%	4.8%
White Owl	19	1	18	1	0	17	0	1	0	0	1	4	6	3	5	2	0	9	4	1	1
	1.5%	0.2%	3.1%	0.7%	0.0%	3.8%	0.0%	2.0%	0.0%	0.0%	0.5%	3.7%	2.8%	1.6%	2.0%	1.0%	0.0%	2.4%	0.9%	2.3%	0.9%
	100.0%	5.3%	94.7%	5.3%	0.0%	89.5%	0.0%	5.3%	0.0%	0.0%	5.3%	21.1%	31.6%	15.8%	26.3%	10.5%	0.0%	47.4%	21.1%	5.3%	5.3%
William Penn	6	1	6	1	0	5	0	0	0	0	0	1	1	2	1	1	0	1	3	2	1
	0.5%	0.2%	1.0%	0.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.5%	1.0%	0.4%	0.5%	0.0%	0.3%	0.7%	4.5%	0.9%
	100.0%	16.7%	100.0%	16.7%	0.0%	83.3%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	16.7%	33.3%	16.7%	16.7%	0.0%	16.7%	50.0%	33.3%	16.7%
SubNet - Villazon	35	33	4	4	29	0	2	1	7	10	10	0	1	4	3	12	7	1	19	1	9
	2.8%	7.2%	0.7%	2.9%	9.2%	0.0%	3.4%	2.0%	8.1%	6.0%	5.5%	0.0%	0.5%	2.1%	1.2%	6.2%	3.1%	0.3%	4.2%	2.3%	8.3%
	100.0%	94.3%	11.4%	11.4%	82.9%	0.0%	5.7%	2.9%	20.0%	28.6%	28.6%	0.0%	2.9%	11.4%	8.6%	34.3%	20.0%	2.9%	54.3%	2.9%	25.7%
Hoyo de Monterrey	5	4	0	0	4	0	0	0	0	2	2	0	0	1	0	0	1	0	5	0	0
	0.4%	0.9%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.2%	1.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.4%	0.0%	1.1%	0.0%	0.0%
	100.0%	80.0%	0.0%	0.0%	80.0%	0.0%	0.0%	0.0%	0.0%	40.0%	40.0%	0.0%	0.0%	20.0%	0.0%	0.0%	20.0%	0.0%	100.0%	0.0%	0.0%
Hoyo de Monterrey Excalibur	9	9	0	0	9	0	0	0	4	2	1	0	0	2	2	4	1	0	4	0	5
	0.7%	2.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	4.7%	1.2%	0.5%	0.0%	0.0%	1.0%	0.8%	2.1%	0.4%	0.0%	0.9%	0.0%	4.6%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	44.4%	22.2%	11.1%	0.0%	0.0%	22.2%	22.2%	44.4%	11.1%	0.0%	44.4%	0.0%	55.6%
Punch	19	18	3	3	15	0	2	1	3	5	7	0	1	1	1	6	5	0	9	1	4
	1.5%	3.9%	0.5%	2.1%	4.7%	0.0%	3.4%	2.0%	3.5%	3.0%	3.8%	0.0%	0.5%	0.5%	0.4%	3.1%	2.2%	0.0%	2.0%	2.3%	3.7%
	100.0%	94.7%	15.8%	15.8%	78.9%	0.0%	10.5%	5.3%	15.8%	26.3%	36.8%	0.0%	5.3%	5.3%	5.3%	31.6%	26.3%	0.0%	47.4%	5.3%	21.1%
Punch Grand Cru	2	2	1	1	1	0	0	0	0	1	0	0	0	0	0	2	0	1	1	0	0
	0.2%	0.4%	0.2%	0.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.3%	0.2%	0.0%	0.0%
	100.0%	100.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	50.0%	50.0%	0.0%	0.0%
Net - Swisher International	161	7	140	5	2	135	0	4	0	6	7	32	40	41	43	18	6	107	26	7	1
	13.1%	1.5%	24.0%	3.6%	0.6%	30.5%	0.0%	8.0%	0.0%	3.6%	3.8%	29.6%	18.4%	21.5%	17.1%	9.3%	2.7%	28.2%	5.8%	15.9%	0.9%
	100.0%	4.3%	87.0%	3.1%	1.2%	83.9%	0.0%	2.5%	0.0%	3.7%	4.3%	19.9%	24.8%	25.5%	26.7%	11.2%	3.7%	66.5%	16.1%	4.3%	0.6%
Bering	7	1	6	1	0	5	0	0	0	2	1	0	3	2	1	2	0	3	4	0	0
	0.6%	0.2%	1.0%	0.7%	0.0%	1.1%	0.0%	0.0%	0.0%	1.2%	0.5%	0.0%	1.4%	1.0%	0.4%	1.0%	0.0%	0.8%	0.9%	0.0%	0.0%
	100.0%	14.3%	85.7%	14.3%	0.0%	71.4%	0.0%	0.0%	0.0%	28.6%	14.3%	0.0%	42.9%	28.6%	14.3%	28.6%	0.0%	42.9%	57.1%	0.0%	0.0%
King Edward	20	2	14	0	2	14	0	0	0	1	2	4	6	3	6	2	0	9	5	3	0
	1.6%	0.4%	2.4%	0.0%	0.6%	3.2%	0.0%	0.0%	0.0%	0.6%	1.1%	3.7%	2.8%	1.6%	2.4%	1.0%	0.0%	2.4%	1.1%	6.8%	0.0%
	100.0%	10.0%	70.0%	0.0%	10.0%	70.0%	0.0%	0.0%	0.0%	5.0%	10.0%	20.0%	30.0%	15.0%	30.0%	10.0%	0.0%	45.0%	25.0%	15.0%	0.0%
La Prima Dora	2	0	2	0	0	2	0	0	0	0	0	0	0	2	0	1	1	1	1	0	0
	0.2%	0.0%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.5%	0.4%	0.3%	0.2%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019298

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Swisher Sweets	132	4	118	4	0	114	0	4	0	3	4	28	31	34	36	13	5	94	16	4	1
	10.7%	0.9%	20.2%	2.9%	0.0%	25.7%	0.0%	8.0%	0.0%	1.8%	2.2%	25.9%	14.3%	17.8%	14.3%	6.7%	2.2%	24.7%	3.5%	9.1%	0.9%
	100.0%	3.0%	89.4%	3.0%	0.0%	86.4%	0.0%	3.0%	0.0%	2.3%	3.0%	21.2%	23.5%	25.8%	27.3%	9.8%	3.8%	71.2%	12.1%	3.0%	0.8%
Net - JR Tobacco Brands	7	7	2	2	5	0	0	1	2	2	1	0	1	1	0	1	4	1	1	0	3
	0.6%	1.5%	0.3%	1.4%	1.6%	0.0%	0.0%	2.0%	2.3%	1.2%	0.5%	0.0%	0.5%	0.5%	0.0%	0.5%	1.8%	0.3%	0.2%	0.0%	2.8%
	100.0%	100.0%	28.6%	28.6%	71.4%	0.0%	0.0%	14.3%	28.6%	28.6%	14.3%	0.0%	14.3%	14.3%	0.0%	14.3%	57.1%	14.3%	14.3%	0.0%	42.9%
El Rey Del Mundo	4	4	1	1	3	0	0	0	1	1	0	0	0	1	0	1	4	0	1	0	1
	0.3%	0.9%	0.2%	0.7%	0.9%	0.0%	0.0%	0.0%	1.2%	0.6%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	1.8%	0.0%	0.2%	0.0%	0.9%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	0.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	25.0%	100.0%	0.0%	25.0%	0.0%	25.0%
J.R. Ultimates	3	3	1	1	2	0	0	1	1	1	1	0	1	0	0	0	0	1	0	0	2
	0.2%	0.7%	0.2%	0.7%	0.6%	0.0%	0.0%	2.0%	1.2%	0.6%	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.8%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	0.0%	33.3%	33.3%	33.3%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	66.7%
Net - Tabacalera	85	8	74	5	3	69	2	3	3	2	10	19	27	19	30	14	12	40	20	2	0
	6.9%	1.8%	12.7%	3.6%	0.9%	15.6%	3.4%	6.0%	3.5%	1.2%	5.5%	17.6%	12.4%	9.9%	12.0%	7.3%	5.4%	10.5%	4.4%	4.5%	0.0%
	100.0%	9.4%	87.1%	5.9%	3.5%	81.2%	2.4%	3.5%	3.5%	2.4%	11.8%	22.4%	31.8%	22.4%	35.3%	16.5%	14.1%	47.1%	23.5%	2.4%	0.0%
Subnet - Premium	13	6	5	3	3	2	2	1	1	1	6	0	1	4	0	0	7	1	7	2	0
	1.1%	1.3%	0.9%	2.1%	0.9%	0.5%	3.4%	2.0%	1.2%	0.6%	3.3%	0.0%	0.5%	2.1%	0.0%	0.0%	3.1%	0.3%	1.6%	4.5%	0.0%
	100.0%	46.2%	38.5%	23.1%	23.1%	15.4%	15.4%	7.7%	7.7%	7.7%	46.2%	0.0%	7.7%	30.8%	0.0%	0.0%	53.8%	7.7%	53.8%	15.4%	0.0%
Romeo y Julieta	13	6	5	3	3	2	2	1	1	1	6	0	1	4	0	0	7	1	7	2	0
	1.1%	1.3%	0.9%	2.1%	0.9%	0.5%	3.4%	2.0%	1.2%	0.6%	3.3%	0.0%	0.5%	2.1%	0.0%	0.0%	3.1%	0.3%	1.6%	4.5%	0.0%
	100.0%	46.2%	38.5%	23.1%	23.1%	15.4%	15.4%	7.7%	7.7%	7.7%	46.2%	0.0%	7.7%	30.8%	0.0%	0.0%	53.8%	7.7%	53.8%	15.4%	0.0%
Subnet - Mass	72	2	69	2	0	67	0	2	2	1	4	19	26	15	30	14	5	39	13	0	0
	5.9%	0.4%	11.8%	1.4%	0.0%	15.1%	0.0%	4.0%	2.3%	0.6%	2.2%	17.6%	12.0%	7.9%	12.0%	7.3%	2.2%	10.3%	2.9%	0.0%	0.0%
	100.0%	2.8%	95.8%	2.8%	0.0%	93.1%	0.0%	2.8%	2.8%	1.4%	5.6%	26.4%	36.1%	20.8%	41.7%	19.4%	6.9%	54.2%	18.1%	0.0%	0.0%
Black & Gold/Black & Mild	32	1	31	1	0	30	0	1	0	1	2	8	14	6	8	4	3	18	4	0	0
	2.6%	0.2%	5.3%	0.7%	0.0%	6.8%	0.0%	2.0%	0.0%	0.6%	1.1%	7.4%	6.5%	3.1%	3.2%	2.1%	1.3%	4.7%	0.9%	0.0%	0.0%
	100.0%	3.1%	96.9%	3.1%	0.0%	93.8%	0.0%	3.1%	0.0%	3.1%	6.3%	25.0%	43.8%	18.8%	25.0%	12.5%	9.4%	56.3%	12.5%	0.0%	0.0%
Hav-a-Tampa/Jewels	26	0	25	0	0	25	0	0	1	0	2	7	9	6	15	7	1	13	4	0	0
	2.1%	0.0%	4.3%	0.0%	0.0%	5.6%	0.0%	0.0%	1.2%	0.0%	1.1%	6.5%	4.1%	3.1%	6.0%	3.6%	0.4%	3.4%	0.9%	0.0%	0.0%
	100.0%	0.0%	96.2%	0.0%	0.0%	96.2%	0.0%	0.0%	3.8%	0.0%	7.7%	26.9%	34.6%	23.1%	57.7%	26.9%	3.8%	50.0%	15.4%	0.0%	0.0%
Phillies	14	1	13	1	0	12	0	1	1	0	0	4	3	3	7	3	1	8	5	0	0
	1.1%	0.2%	2.2%	0.7%	0.0%	2.7%	0.0%	2.0%	1.2%	0.0%	0.0%	3.7%	1.4%	1.6%	2.8%	1.6%	0.4%	2.1%	1.1%	0.0%	0.0%
	100.0%	7.1%	92.9%	7.1%	0.0%	85.7%	0.0%	7.1%	7.1%	0.0%	0.0%	28.6%	21.4%	21.4%	50.0%	21.4%	7.1%	57.1%	35.7%	0.0%	0.0%
Net - Other	270	132	77	35	97	42	22	6	26	57	40	8	28	38	49	46	56	50	128	5	44
	22.0%	28.9%	13.2%	25.0%	30.7%	9.5%	37.3%	12.0%	30.2%	34.1%	21.9%	7.4%	12.9%	19.9%	19.5%	23.8%	25.1%	13.2%	28.4%	11.4%	40.4%
	100.0%	48.9%	28.5%	13.0%	35.9%	15.6%	8.1%	2.2%	9.6%	21.1%	14.8%	3.0%	10.4%	14.1%	18.1%	17.0%	20.7%	18.5%	47.4%	1.9%	16.3%
Subnet - Premium	101	85	26	23	62	3	17	4	19	36	19	1	8	21	16	18	25	11	55	2	23
	8.2%	18.6%	4.5%	16.4%	19.6%	0.7%	28.8%	8.0%	22.1%	21.6%	10.4%	0.9%	3.7%	11.0%	6.4%	9.3%	11.2%	2.9%	12.2%	4.5%	21.1%
	100.0%	84.2%	25.7%	22.8%	61.4%	3.0%	16.8%	4.0%	18.8%	35.6%	18.8%	1.0%	7.9%	20.8%	15.8%	17.8%	24.8%	10.9%	54.5%	2.0%	22.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019299

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Ashton	6	4	0	0	4	0	0	0	1	3	1	0	0	1	0	1	4	0	5	0	1
	0.5%	0.9%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.2%	1.8%	0.5%	0.0%	0.0%	0.5%	0.0%	0.5%	1.8%	0.0%	1.1%	0.0%	0.9%
	100.0%	66.7%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	16.7%	50.0%	16.7%	0.0%	0.0%	16.7%	0.0%	16.7%	66.7%	0.0%	83.3%	0.0%	16.7%
Bahia	2	1	2	1	0	1	1	0	1	1	0	0	1	1	2	1	1	1	1	0	0
	0.2%	0.2%	0.3%	0.7%	0.0%	0.2%	1.7%	0.0%	1.2%	0.6%	0.0%	0.0%	0.5%	0.5%	0.8%	0.5%	0.4%	0.3%	0.2%	0.0%	0.0%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	50.0%	100.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%
Davidoff	4	3	2	1	2	1	1	0	0	1	2	0	0	2	0	0	2	1	3	0	0
	0.3%	0.7%	0.3%	0.7%	0.6%	0.2%	1.7%	0.0%	0.0%	0.6%	1.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.9%	0.3%	0.7%	0.0%	0.0%
	100.0%	75.0%	50.0%	25.0%	50.0%	25.0%	25.0%	0.0%	0.0%	25.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	25.0%	75.0%	0.0%	0.0%
Don Tomas	10	9	3	3	6	0	2	1	2	4	3	1	1	3	3	2	0	3	5	0	1
	0.8%	2.0%	0.5%	2.1%	1.9%	0.0%	3.4%	2.0%	2.3%	2.4%	1.6%	0.9%	0.5%	1.6%	1.2%	1.0%	0.0%	0.8%	1.1%	0.0%	0.9%
	100.0%	90.0%	30.0%	30.0%	60.0%	0.0%	20.0%	10.0%	20.0%	40.0%	30.0%	10.0%	10.0%	30.0%	30.0%	20.0%	0.0%	30.0%	50.0%	0.0%	10.0%
Dunhill	14	11	4	3	8	1	3	0	1	4	5	0	0	4	2	3	7	1	11	1	1
	1.1%	2.4%	0.7%	2.1%	2.5%	0.2%	5.1%	0.0%	1.2%	2.4%	2.7%	0.0%	0.0%	2.1%	0.8%	1.6%	3.1%	0.3%	2.4%	2.3%	0.9%
	100.0%	78.6%	28.6%	21.4%	57.1%	7.1%	21.4%	0.0%	7.1%	28.6%	35.7%	0.0%	0.0%	28.6%	14.3%	21.4%	50.0%	7.1%	78.6%	7.1%	7.1%
Fuente/Arturo Fuente	46	41	13	13	28	0	9	3	7	21	6	0	4	8	4	9	10	3	28	1	9
	3.7%	9.0%	2.2%	9.3%	8.9%	0.0%	15.3%	6.0%	8.1%	12.6%	3.3%	0.0%	1.8%	4.2%	1.6%	4.7%	4.5%	0.8%	6.2%	2.3%	8.3%
	100.0%	89.1%	28.3%	28.3%	60.9%	0.0%	19.6%	6.5%	15.2%	45.7%	13.0%	0.0%	8.7%	17.4%	8.7%	19.6%	21.7%	6.5%	60.9%	2.2%	19.6%
Thompson	19	16	2	2	14	0	1	0	7	2	2	0	2	2	5	2	1	2	2	0	11
	1.5%	3.5%	0.3%	1.4%	4.4%	0.0%	1.7%	0.0%	8.1%	1.2%	1.1%	0.0%	0.9%	1.0%	2.0%	1.0%	0.4%	0.5%	0.4%	0.0%	10.1%
	100.0%	84.2%	10.5%	10.5%	73.7%	0.0%	5.3%	0.0%	36.8%	10.5%	10.5%	0.0%	10.5%	10.5%	26.3%	10.5%	5.3%	10.5%	10.5%	0.0%	57.9%
Subnet - Mass	12	1	12	1	0	11	0	1	0	1	0	3	4	3	3	1	0	5	4	0	0
	1.0%	0.2%	2.1%	0.7%	0.0%	2.5%	0.0%	2.0%	0.0%	0.6%	0.0%	2.8%	1.8%	1.6%	1.2%	0.5%	0.0%	1.3%	0.9%	0.0%	0.0%
	100.0%	8.3%	100.0%	8.3%	0.0%	91.7%	0.0%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	25.0%	25.0%	8.3%	0.0%	41.7%	33.3%	0.0%	0.0%
Middleton	12	1	12	1	0	11	0	1	0	1	0	3	4	3	3	1	0	5	4	0	0
	1.0%	0.2%	2.1%	0.7%	0.0%	2.5%	0.0%	2.0%	0.0%	0.6%	0.0%	2.8%	1.8%	1.6%	1.2%	0.5%	0.0%	1.3%	0.9%	0.0%	0.0%
	100.0%	8.3%	100.0%	8.3%	0.0%	91.7%	0.0%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	25.0%	25.0%	8.3%	0.0%	41.7%	33.3%	0.0%	0.0%
Other	157	46	39	11	35	28	5	1	7	20	21	4	16	14	30	27	31	34	69	3	21
	12.8%	10.1%	6.7%	7.9%	11.1%	6.3%	8.5%	2.0%	8.1%	12.0%	11.5%	3.7%	7.4%	7.3%	12.0%	14.0%	13.9%	8.9%	15.3%	6.8%	19.3%
	100.0%	29.3%	24.8%	7.0%	22.3%	17.8%	3.2%	0.6%	4.5%	12.7%	13.4%	2.5%	10.2%	8.9%	19.1%	17.2%	19.7%	21.7%	43.9%	1.9%	13.4%
No answer	234	50	64	22	28	42	5	9	6	16	20	6	28	28	43	29	41	56	72	10	19
	19.0%	11.0%	11.0%	15.7%	8.9%	9.5%	8.5%	18.0%	7.0%	9.6%	10.9%	5.6%	12.9%	14.7%	17.1%	15.0%	18.4%	14.7%	16.0%	22.7%	17.4%
	100.0%	21.4%	27.4%	9.4%	12.0%	17.9%	2.1%	3.8%	2.6%	6.8%	8.5%	2.6%	12.0%	12.0%	18.4%	12.4%	17.5%	23.9%	30.8%	4.3%	8.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019300

Cigar Segmentation

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

Base: Total completes - Premium (Q19E)

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	398	326	92	76	250	16	43	21	65	116	114	9	33	50	49	80	132	41	219	18	56
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	81.9%	23.1%	19.1%	62.8%	4.0%	10.8%	5.3%	16.3%	29.1%	28.6%	2.3%	8.3%	12.6%	12.3%	20.1%	33.2%	10.3%	55.0%	4.5%	14.1%
SuperNet - Premium	398	326	92	76	250	16	43	21	65	116	114	9	33	50	49	80	132	41	219	18	56
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	81.9%	23.1%	19.1%	62.8%	4.0%	10.8%	5.3%	16.3%	29.1%	28.6%	2.3%	8.3%	12.6%	12.3%	20.1%	33.2%	10.3%	55.0%	4.5%	14.1%
Net - Consolidated Cigar Co.	69	56	17	14	42	3	9	3	12	19	25	2	4	6	10	12	19	8	37	3	11
	17.3%	17.2%	18.5%	18.4%	16.8%	18.8%	20.9%	14.3%	18.5%	16.4%	21.9%	22.2%	12.1%	12.0%	20.4%	15.0%	14.4%	19.5%	16.9%	16.7%	19.6%
	100.0%	81.2%	24.6%	20.3%	60.9%	4.3%	13.0%	4.3%	17.4%	27.5%	36.2%	2.9%	5.8%	8.7%	14.5%	17.4%	27.5%	11.6%	53.6%	4.3%	15.9%
Subnet - Premium	69	56	17	14	42	3	9	3	12	19	25	2	4	6	10	12	19	8	37	3	11
	17.3%	17.2%	18.5%	18.4%	16.8%	18.8%	20.9%	14.3%	18.5%	16.4%	21.9%	22.2%	12.1%	12.0%	20.4%	15.0%	14.4%	19.5%	16.9%	16.7%	19.6%
	100.0%	81.2%	24.6%	20.3%	60.9%	4.3%	13.0%	4.3%	17.4%	27.5%	36.2%	2.9%	5.8%	8.7%	14.5%	17.4%	27.5%	11.6%	53.6%	4.3%	15.9%
Don Diego	15	12	3	2	10	1	2	0	3	4	5	0	0	2	2	4	4	2	6	2	1
	3.8%	3.7%	3.3%	2.6%	4.0%	6.3%	4.7%	0.0%	4.6%	3.4%	4.4%	0.0%	0.0%	4.0%	4.1%	5.0%	3.0%	4.9%	2.7%	11.1%	1.8%
	100.0%	80.0%	20.0%	13.3%	66.7%	6.7%	13.3%	0.0%	20.0%	26.7%	33.3%	0.0%	0.0%	13.3%	13.3%	26.7%	26.7%	13.3%	40.0%	13.3%	6.7%
Montecristo	20	18	5	5	13	0	3	1	3	4	8	0	1	1	1	3	8	3	12	1	4
	5.0%	5.5%	5.4%	6.6%	5.2%	0.0%	7.0%	4.8%	4.6%	3.4%	7.0%	0.0%	3.0%	2.0%	2.0%	3.8%	6.1%	7.3%	5.5%	5.6%	7.1%
	100.0%	90.0%	25.0%	25.0%	65.0%	0.0%	15.0%	5.0%	15.0%	20.0%	40.0%	0.0%	5.0%	5.0%	5.0%	15.0%	40.0%	15.0%	60.0%	5.0%	20.0%
Royal Jamaica	10	7	1	0	7	1	0	0	3	3	3	1	0	0	3	2	2	1	4	0	2
	2.5%	2.1%	1.1%	0.0%	2.8%	6.3%	0.0%	0.0%	4.6%	2.6%	2.6%	11.1%	0.0%	0.0%	6.1%	2.5%	1.5%	2.4%	1.8%	0.0%	3.6%
	100.0%	70.0%	10.0%	0.0%	70.0%	10.0%	0.0%	0.0%	30.0%	30.0%	30.0%	10.0%	0.0%	0.0%	30.0%	20.0%	20.0%	10.0%	40.0%	0.0%	20.0%
Te-Amo	9	8	2	2	6	0	1	1	2	4	2	1	0	0	3	2	1	1	6	0	1
	2.3%	2.5%	2.2%	2.6%	2.4%	0.0%	2.3%	4.8%	3.1%	3.4%	1.8%	11.1%	0.0%	0.0%	6.1%	2.5%	0.8%	2.4%	2.7%	0.0%	1.8%
	100.0%	88.9%	22.2%	22.2%	66.7%	0.0%	11.1%	11.1%	22.2%	44.4%	22.2%	11.1%	0.0%	0.0%	33.3%	22.2%	11.1%	11.1%	66.7%	0.0%	11.1%
Upmann/H. Upmann	15	11	6	5	6	1	3	1	1	4	7	0	3	3	1	1	4	1	9	0	3
	3.8%	3.4%	6.5%	6.6%	2.4%	6.3%	7.0%	4.8%	1.5%	3.4%	6.1%	0.0%	9.1%	6.0%	2.0%	1.3%	3.0%	2.4%	4.1%	0.0%	5.4%
	100.0%	73.3%	40.0%	33.3%	40.0%	6.7%	20.0%	6.7%	6.7%	26.7%	46.7%	0.0%	20.0%	20.0%	6.7%	6.7%	26.7%	6.7%	60.0%	0.0%	20.0%
Net - General Cigar Holdings	208	172	42	34	138	8	15	12	31	58	63	6	19	18	23	49	77	20	119	11	19
	52.3%	52.8%	45.7%	44.7%	55.2%	50.0%	34.9%	57.1%	47.7%	50.0%	55.3%	66.7%	57.6%	36.0%	46.9%	61.3%	58.3%	48.8%	54.3%	61.1%	33.9%
	100.0%	82.7%	20.2%	16.3%	66.3%	3.8%	7.2%	5.8%	14.9%	27.9%	30.3%	2.9%	9.1%	8.7%	11.1%	23.6%	37.0%	9.6%	57.2%	5.3%	9.1%
Subnet-General Cigar Holdings - Premium	208	172	42	34	138	8	15	12	31	58	63	6	19	18	23	49	77	20	119	11	19
	52.3%	52.8%	45.7%	44.7%	55.2%	50.0%	34.9%	57.1%	47.7%	50.0%	55.3%	66.7%	57.6%	36.0%	46.9%	61.3%	58.3%	48.8%	54.3%	61.1%	33.9%
	100.0%	82.7%	20.2%	16.3%	66.3%	3.8%	7.2%	5.8%	14.9%	27.9%	30.3%	2.9%	9.1%	8.7%	11.1%	23.6%	37.0%	9.6%	57.2%	5.3%	9.1%
SubNet - General Cigar Co.	173	139	38	30	109	8	13	11	24	48	53	6	18	14	20	37	70	19	100	10	10
	43.5%	42.6%	41.3%	39.5%	43.6%	50.0%	30.2%	52.4%	36.9%	41.4%	46.5%	66.7%	54.5%	28.0%	40.8%	46.3%	53.0%	46.3%	45.7%	55.6%	17.9%
	100.0%	80.3%	22.0%	17.3%	63.0%	4.6%	7.5%	6.4%	13.9%	27.7%	30.6%	3.5%	10.4%	8.1%	11.6%	21.4%	40.5%	11.0%	57.8%	5.8%	5.8%
Sub-Subnet - Premium	173	139	38	30	109	8	13	11	24	48	53	6	18	14	20	37	70	19	100	10	10
	43.5%	42.6%	41.3%	39.5%	43.6%	50.0%	30.2%	52.4%	36.9%	41.4%	46.5%	66.7%	54.5%	28.0%	40.8%	46.3%	53.0%	46.3%	45.7%	55.6%	17.9%
	100.0%	80.3%	22.0%	17.3%	63.0%	4.6%	7.5%	6.4%	13.9%	27.7%	30.6%	3.5%	10.4%	8.1%	11.6%	21.4%	40.5%	11.0%	57.8%	5.8%	5.8%
Cohiba	31	22	3	2	20	1	1	0	6	8	8	0	1	1	5	5	20	1	15	4	1
	7.8%	6.7%	3.3%	2.6%	8.0%	6.3%	2.3%	0.0%	9.2%	6.9%	7.0%	0.0%	3.0%	2.0%	10.2%	6.3%	15.2%	2.4%	6.8%	22.2%	1.8%
	100.0%	71.0%	9.7%	6.5%	64.5%	3.2%	3.2%	0.0%	19.4%	25.8%	25.8%	0.0%	3.2%	3.2%	16.1%	16.1%	64.5%	3.2%	48.4%	12.9%	3.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019301

Cigar Segmentation

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

Base: Total completes - Premium (Q19E)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	398	326	92	76	250	16	43	21	65	116	114	9	33	50	49	80	132	41	219	18	56
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	81.9%	23.1%	19.1%	62.8%	4.0%	10.8%	5.3%	16.3%	29.1%	28.6%	2.3%	8.3%	12.6%	12.3%	20.1%	33.2%	10.3%	55.0%	4.5%	14.1%
Cifuentes	3	3	1	1	2	0	0	0	0	1	1	0	0	0	0	1	2	0	3	0	0
	0.8%	0.9%	1.1%	1.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	1.3%	1.5%	0.0%	1.4%	0.0%	0.0%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	66.7%	0.0%	100.0%	0.0%	0.0%
Macanudo	110	89	25	20	69	5	8	9	13	31	38	4	11	12	11	21	37	12	65	5	7
	27.6%	27.3%	27.2%	26.3%	27.6%	31.3%	18.6%	42.9%	20.0%	26.7%	33.3%	44.4%	33.3%	24.0%	22.4%	26.3%	28.0%	29.3%	29.7%	27.8%	12.5%
	100.0%	80.9%	22.7%	18.2%	62.7%	4.5%	7.3%	8.2%	11.8%	28.2%	34.5%	3.6%	10.0%	10.9%	10.0%	19.1%	33.6%	10.9%	59.1%	4.5%	6.4%
Macanudo Vintage	3	3	2	2	1	0	2	0	0	2	1	0	1	0	0	1	1	0	3	0	0
	0.8%	0.9%	2.2%	2.6%	0.4%	0.0%	4.7%	0.0%	0.0%	1.7%	0.9%	0.0%	3.0%	0.0%	0.0%	1.3%	0.8%	0.0%	1.4%	0.0%	0.0%
	100.0%	100.0%	66.7%	66.7%	33.3%	0.0%	66.7%	0.0%	0.0%	66.7%	33.3%	0.0%	33.3%	0.0%	0.0%	33.3%	33.3%	0.0%	100.0%	0.0%	0.0%
Partagas	23	20	6	4	16	2	1	2	4	6	4	2	4	0	3	7	9	5	13	1	2
	5.8%	6.1%	6.5%	5.3%	6.4%	12.5%	2.3%	9.5%	6.2%	5.2%	3.5%	22.2%	12.1%	0.0%	6.1%	8.8%	6.8%	12.2%	5.9%	5.6%	3.6%
	100.0%	87.0%	26.1%	17.4%	69.6%	8.7%	4.3%	8.7%	17.4%	26.1%	17.4%	8.7%	17.4%	0.0%	13.0%	30.4%	39.1%	21.7%	56.5%	4.3%	8.7%
Partagas Limited Reserve	3	2	1	1	1	0	1	0	1	0	1	0	1	1	1	2	1	1	1	0	0
	0.8%	0.6%	1.1%	1.3%	0.4%	0.0%	2.3%	0.0%	1.5%	0.0%	0.9%	0.0%	3.0%	2.0%	2.0%	2.5%	0.8%	2.4%	0.5%	0.0%	0.0%
	100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	33.3%	33.3%	33.3%	66.7%	33.3%	33.3%	33.3%	0.0%	0.0%
SubNet - Villazon	35	33	4	4	29	0	2	1	7	10	10	0	1	4	3	12	7	1	19	1	9
	8.8%	10.1%	4.3%	5.3%	11.6%	0.0%	4.7%	4.8%	10.8%	8.6%	8.8%	0.0%	3.0%	8.0%	6.1%	15.0%	5.3%	2.4%	8.7%	5.6%	16.1%
	100.0%	94.3%	11.4%	11.4%	82.9%	0.0%	5.7%	2.9%	20.0%	28.6%	28.6%	0.0%	2.9%	11.4%	8.6%	34.3%	20.0%	2.9%	54.3%	2.9%	25.7%
Hoyo de Monterrey	5	4	0	0	4	0	0	0	0	2	2	0	0	1	0	0	1	0	5	0	0
	1.3%	1.2%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	1.7%	1.8%	0.0%	0.0%	2.0%	0.0%	0.0%	0.8%	0.0%	2.3%	0.0%	0.0%
	100.0%	80.0%	0.0%	0.0%	80.0%	0.0%	0.0%	0.0%	0.0%	40.0%	40.0%	0.0%	0.0%	20.0%	0.0%	0.0%	20.0%	0.0%	100.0%	0.0%	0.0%
Hoyo de Monterrey Excalibur	9	9	0	0	9	0	0	0	4	2	1	0	0	2	2	4	1	0	4	0	5
	2.3%	2.8%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	6.2%	1.7%	0.9%	0.0%	0.0%	4.0%	4.1%	5.0%	0.8%	0.0%	1.8%	0.0%	8.9%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	44.4%	22.2%	11.1%	0.0%	0.0%	22.2%	22.2%	44.4%	11.1%	0.0%	44.4%	0.0%	55.6%
Punch	19	18	3	3	15	0	2	1	3	5	7	0	1	1	1	6	5	0	9	1	4
	4.8%	5.5%	3.3%	3.9%	6.0%	0.0%	4.7%	4.8%	4.6%	4.3%	6.1%	0.0%	3.0%	2.0%	2.0%	7.5%	3.8%	0.0%	4.1%	5.6%	7.1%
	100.0%	94.7%	15.8%	15.8%	78.9%	0.0%	10.5%	5.3%	15.8%	26.3%	36.8%	0.0%	5.3%	5.3%	5.3%	31.6%	26.3%	0.0%	47.4%	5.3%	21.1%
Punch Grand Cru	2	2	1	1	1	0	0	0	0	1	0	0	0	0	0	2	0	1	1	0	0
	0.5%	0.6%	1.1%	1.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	2.4%	0.5%	0.0%	0.0%
	100.0%	100.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	50.0%	50.0%	0.0%	0.0%
Net - JR Tobacco Brands	7	7	2	2	5	0	0	1	2	2	1	0	1	1	0	1	4	1	1	0	3
	1.8%	2.1%	2.2%	2.6%	2.0%	0.0%	0.0%	4.8%	3.1%	1.7%	0.9%	0.0%	3.0%	2.0%	0.0%	1.3%	3.0%	2.4%	0.5%	0.0%	5.4%
	100.0%	100.0%	28.6%	28.6%	71.4%	0.0%	0.0%	14.3%	28.6%	28.6%	14.3%	0.0%	14.3%	14.3%	0.0%	14.3%	57.1%	14.3%	14.3%	0.0%	42.9%
El Rey Del Mundo	4	4	1	1	3	0	0	0	1	1	0	0	0	1	0	1	4	0	1	0	1
	1.0%	1.2%	1.1%	1.3%	1.2%	0.0%	0.0%	0.0%	1.5%	0.9%	0.0%	0.0%	0.0%	2.0%	0.0%	1.3%	3.0%	0.0%	0.5%	0.0%	1.8%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	0.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	25.0%	100.0%	0.0%	25.0%	0.0%	25.0%
J.R. Ultimates	3	3	1	1	2	0	0	1	1	1	1	0	1	0	0	0	0	1	0	0	2
	0.8%	0.9%	1.1%	1.3%	0.8%	0.0%	0.0%	4.8%	1.5%	0.9%	0.9%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	3.6%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	0.0%	33.3%	33.3%	33.3%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	66.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019302

Cigar Segmentation

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

Base: Total completes - Premium (Q19E)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	398	326	92	76	250	16	43	21	65	116	114	9	33	50	49	80	132	41	219	18	56
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	81.9%	23.1%	19.1%	62.8%	4.0%	10.8%	5.3%	16.3%	29.1%	28.6%	2.3%	8.3%	12.6%	12.3%	20.1%	33.2%	10.3%	55.0%	4.5%	14.1%
Net - Tabacalera	13	6	5	3	3	2	2	1	1	1	6	0	1	4	0	0	7	1	7	2	0
	3.3%	1.8%	5.4%	3.9%	1.2%	12.5%	4.7%	4.8%	1.5%	0.9%	5.3%	0.0%	3.0%	8.0%	0.0%	0.0%	5.3%	2.4%	3.2%	11.1%	0.0%
	100.0%	46.2%	38.5%	23.1%	23.1%	15.4%	15.4%	7.7%	7.7%	7.7%	46.2%	0.0%	7.7%	30.8%	0.0%	0.0%	53.8%	7.7%	53.8%	15.4%	0.0%
Subnet - Premium	13	6	5	3	3	2	2	1	1	1	6	0	1	4	0	0	7	1	7	2	0
	3.3%	1.8%	5.4%	3.9%	1.2%	12.5%	4.7%	4.8%	1.5%	0.9%	5.3%	0.0%	3.0%	8.0%	0.0%	0.0%	5.3%	2.4%	3.2%	11.1%	0.0%
	100.0%	46.2%	38.5%	23.1%	23.1%	15.4%	15.4%	7.7%	7.7%	7.7%	46.2%	0.0%	7.7%	30.8%	0.0%	0.0%	53.8%	7.7%	53.8%	15.4%	0.0%
Romeo y Julieta	13	6	5	3	3	2	2	1	1	1	6	0	1	4	0	0	7	1	7	2	0
	3.3%	1.8%	5.4%	3.9%	1.2%	12.5%	4.7%	4.8%	1.5%	0.9%	5.3%	0.0%	3.0%	8.0%	0.0%	0.0%	5.3%	2.4%	3.2%	11.1%	0.0%
	100.0%	46.2%	38.5%	23.1%	23.1%	15.4%	15.4%	7.7%	7.7%	7.7%	46.2%	0.0%	7.7%	30.8%	0.0%	0.0%	53.8%	7.7%	53.8%	15.4%	0.0%
Net - Other	101	85	26	23	62	3	17	4	19	36	19	1	8	21	16	18	25	11	55	2	23
	25.4%	26.1%	28.3%	30.3%	24.8%	18.8%	39.5%	19.0%	29.2%	31.0%	16.7%	11.1%	24.2%	42.0%	32.7%	22.5%	18.9%	26.8%	25.1%	11.1%	41.1%
	100.0%	84.2%	25.7%	22.8%	61.4%	3.0%	16.8%	4.0%	18.8%	35.6%	18.8%	1.0%	7.9%	20.8%	15.8%	17.8%	24.8%	10.9%	54.5%	2.0%	22.8%
Subnet - Premium	101	85	26	23	62	3	17	4	19	36	19	1	8	21	16	18	25	11	55	2	23
	25.4%	26.1%	28.3%	30.3%	24.8%	18.8%	39.5%	19.0%	29.2%	31.0%	16.7%	11.1%	24.2%	42.0%	32.7%	22.5%	18.9%	26.8%	25.1%	11.1%	41.1%
	100.0%	84.2%	25.7%	22.8%	61.4%	3.0%	16.8%	4.0%	18.8%	35.6%	18.8%	1.0%	7.9%	20.8%	15.8%	17.8%	24.8%	10.9%	54.5%	2.0%	22.8%
Ashton	6	4	0	0	4	0	0	0	1	3	1	0	0	1	0	1	4	0	5	0	1
	1.5%	1.2%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.5%	2.6%	0.9%	0.0%	0.0%	2.0%	0.0%	1.3%	3.0%	0.0%	2.3%	0.0%	1.8%
	100.0%	66.7%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	16.7%	50.0%	16.7%	0.0%	0.0%	16.7%	0.0%	16.7%	66.7%	0.0%	83.3%	0.0%	16.7%
Bahia	2	1	2	1	0	1	1	0	1	1	0	0	1	1	2	1	1	1	1	0	0
	0.5%	0.3%	2.2%	1.3%	0.0%	6.3%	2.3%	0.0%	1.5%	0.9%	0.0%	0.0%	3.0%	2.0%	4.1%	1.3%	0.8%	2.4%	0.5%	0.0%	0.0%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	50.0%	100.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%
Davidoff	4	3	2	1	2	1	1	0	0	1	2	0	0	2	0	0	2	1	3	0	0
	1.0%	0.9%	2.2%	1.3%	0.8%	6.3%	2.3%	0.0%	0.0%	0.9%	1.8%	0.0%	0.0%	4.0%	0.0%	0.0%	1.5%	2.4%	1.4%	0.0%	0.0%
	100.0%	75.0%	50.0%	25.0%	50.0%	25.0%	25.0%	0.0%	0.0%	25.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	25.0%	75.0%	0.0%	0.0%
Don Tomas	10	9	3	3	6	0	2	1	2	4	3	1	1	3	3	2	0	3	5	0	1
	2.5%	2.8%	3.3%	3.9%	2.4%	0.0%	4.7%	4.8%	3.1%	3.4%	2.6%	11.1%	3.0%	6.0%	6.1%	2.5%	0.0%	7.3%	2.3%	0.0%	1.8%
	100.0%	90.0%	30.0%	30.0%	60.0%	0.0%	20.0%	10.0%	20.0%	40.0%	30.0%	10.0%	10.0%	30.0%	30.0%	20.0%	0.0%	30.0%	50.0%	0.0%	10.0%
Dunhill	14	11	4	3	8	1	3	0	1	4	5	0	0	4	2	3	7	1	11	1	1
	3.5%	3.4%	4.3%	3.9%	3.2%	6.3%	7.0%	0.0%	1.5%	3.4%	4.4%	0.0%	0.0%	8.0%	4.1%	3.8%	5.3%	2.4%	5.0%	5.6%	1.8%
	100.0%	78.6%	28.6%	21.4%	57.1%	7.1%	21.4%	0.0%	7.1%	28.6%	35.7%	0.0%	0.0%	28.6%	14.3%	21.4%	50.0%	7.1%	78.6%	7.1%	7.1%
Fuente/Arturo Fuente	46	41	13	13	28	0	9	3	7	21	6	0	4	8	4	9	10	3	28	1	9
	11.6%	12.6%	14.1%	17.1%	11.2%	0.0%	20.9%	14.3%	10.8%	18.1%	5.3%	0.0%	12.1%	16.0%	8.2%	11.3%	7.6%	7.3%	12.8%	5.6%	16.1%
	100.0%	89.1%	28.3%	28.3%	60.9%	0.0%	19.6%	6.5%	15.2%	45.7%	13.0%	0.0%	8.7%	17.4%	8.7%	19.6%	21.7%	6.5%	60.9%	2.2%	19.6%
Thompson	19	16	2	2	14	0	1	0	7	2	2	0	2	2	5	2	1	2	2	0	11
	4.8%	4.9%	2.2%	2.6%	5.6%	0.0%	2.3%	0.0%	10.8%	1.7%	1.8%	0.0%	6.1%	4.0%	10.2%	2.5%	0.8%	4.9%	0.9%	0.0%	19.6%
	100.0%	84.2%	10.5%	10.5%	73.7%	0.0%	5.3%	0.0%	36.8%	10.5%	10.5%	0.0%	10.5%	10.5%	26.3%	10.5%	5.3%	10.5%	10.5%	0.0%	57.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019303

Cigar Segmentation

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

Base: Total completes - Mass (Q19E)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	440	34	388	31	3	357	6	19	8	15	28	89	140	99	129	57	19	249	91	13	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	7.7%	88.2%	7.0%	0.7%	81.1%	1.4%	4.3%	1.8%	3.4%	6.4%	20.2%	31.8%	22.5%	29.3%	13.0%	4.3%	56.6%	20.7%	3.0%	3.0%
SuperNet - Mass	440	34	388	31	3	357	6	19	8	15	28	89	140	99	129	57	19	249	91	13	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	7.7%	88.2%	7.0%	0.7%	81.1%	1.4%	4.3%	1.8%	3.4%	6.4%	20.2%	31.8%	22.5%	29.3%	13.0%	4.3%	56.6%	20.7%	3.0%	3.0%
Net - Consolidated Cigar Co.	126	15	106	14	1	92	4	7	5	5	13	23	48	25	32	15	7	63	29	3	8
	28.6%	44.1%	27.3%	45.2%	33.3%	25.8%	66.7%	36.8%	62.5%	33.3%	46.4%	25.8%	34.3%	25.3%	24.8%	26.3%	36.8%	25.3%	31.9%	23.1%	61.5%
	100.0%	11.9%	84.1%	11.1%	0.8%	73.0%	3.2%	5.6%	4.0%	4.0%	10.3%	18.3%	38.1%	19.8%	25.4%	11.9%	5.6%	50.0%	23.0%	2.4%	6.3%
Subnet - Mass	126	15	106	14	1	92	4	7	5	5	13	23	48	25	32	15	7	63	29	3	8
	28.6%	44.1%	27.3%	45.2%	33.3%	25.8%	66.7%	36.8%	62.5%	33.3%	46.4%	25.8%	34.3%	25.3%	24.8%	26.3%	36.8%	25.3%	31.9%	23.1%	61.5%
	100.0%	11.9%	84.1%	11.1%	0.8%	73.0%	3.2%	5.6%	4.0%	4.0%	10.3%	18.3%	38.1%	19.8%	25.4%	11.9%	5.6%	50.0%	23.0%	2.4%	6.3%
Antonio y Cleopatra	31	7	27	7	0	20	3	2	5	1	7	6	15	4	9	5	3	11	9	2	3
	7.0%	20.6%	7.0%	22.6%	0.0%	5.6%	50.0%	10.5%	62.5%	6.7%	25.0%	6.7%	10.7%	4.0%	7.0%	8.8%	15.8%	4.4%	9.9%	15.4%	23.1%
	100.0%	22.6%	87.1%	22.6%	0.0%	64.5%	9.7%	6.5%	16.1%	3.2%	22.6%	19.4%	48.4%	12.9%	29.0%	16.1%	9.7%	35.5%	29.0%	6.5%	9.7%
Backwoods	35	4	30	4	0	26	1	3	0	1	3	7	11	13	5	3	1	17	11	0	1
	8.0%	11.8%	7.7%	12.9%	0.0%	7.3%	16.7%	15.8%	0.0%	6.7%	10.7%	7.9%	7.9%	13.1%	3.9%	5.3%	5.3%	6.8%	12.1%	0.0%	7.7%
	100.0%	11.4%	85.7%	11.4%	0.0%	74.3%	2.9%	8.6%	0.0%	2.9%	8.6%	20.0%	31.4%	37.1%	14.3%	8.6%	2.9%	48.6%	31.4%	0.0%	2.9%
Dutch Masters	34	1	27	1	0	26	0	0	0	1	2	7	10	5	12	4	0	22	4	1	2
	7.7%	2.9%	7.0%	3.2%	0.0%	7.3%	0.0%	0.0%	0.0%	6.7%	7.1%	7.9%	7.1%	5.1%	9.3%	7.0%	0.0%	8.8%	4.4%	7.7%	15.4%
	100.0%	2.9%	79.4%	2.9%	0.0%	76.5%	0.0%	0.0%	0.0%	2.9%	5.9%	20.6%	29.4%	14.7%	35.3%	11.8%	0.0%	64.7%	11.8%	2.9%	5.9%
El Producto	14	1	11	0	1	11	0	0	0	1	1	1	7	3	2	1	1	8	1	0	1
	3.2%	2.9%	2.8%	0.0%	33.3%	3.1%	0.0%	0.0%	0.0%	6.7%	3.6%	1.1%	5.0%	3.0%	1.6%	1.8%	5.3%	3.2%	1.1%	0.0%	7.7%
	100.0%	7.1%	78.6%	0.0%	7.1%	78.6%	0.0%	0.0%	0.0%	7.1%	7.1%	7.1%	50.0%	21.4%	14.3%	7.1%	7.1%	57.1%	7.1%	0.0%	7.1%
Muriel	12	2	11	2	0	9	0	2	0	1	0	2	5	0	4	2	2	5	4	0	1
	2.7%	5.9%	2.8%	6.5%	0.0%	2.5%	0.0%	10.5%	0.0%	6.7%	0.0%	2.2%	3.6%	0.0%	3.1%	3.5%	10.5%	2.0%	4.4%	0.0%	7.7%
	100.0%	16.7%	91.7%	16.7%	0.0%	75.0%	0.0%	16.7%	0.0%	8.3%	0.0%	16.7%	41.7%	0.0%	33.3%	16.7%	16.7%	41.7%	33.3%	0.0%	8.3%
Net - General Cigar Holdings	69	9	61	9	0	52	2	5	1	2	4	12	22	15	21	9	1	35	19	3	4
	15.7%	26.5%	15.7%	29.0%	0.0%	14.6%	33.3%	26.3%	12.5%	13.3%	14.3%	13.5%	15.7%	15.2%	16.3%	15.8%	5.3%	14.1%	20.9%	23.1%	30.8%
	100.0%	13.0%	88.4%	13.0%	0.0%	75.4%	2.9%	7.2%	1.4%	2.9%	5.8%	17.4%	31.9%	21.7%	30.4%	13.0%	1.4%	50.7%	27.5%	4.3%	5.8%
SubNet - General Cigar Co.	69	9	61	9	0	52	2	5	1	2	4	12	22	15	21	9	1	35	19	3	4
	15.7%	26.5%	15.7%	29.0%	0.0%	14.6%	33.3%	26.3%	12.5%	13.3%	14.3%	13.5%	15.7%	15.2%	16.3%	15.8%	5.3%	14.1%	20.9%	23.1%	30.8%
	100.0%	13.0%	88.4%	13.0%	0.0%	75.4%	2.9%	7.2%	1.4%	2.9%	5.8%	17.4%	31.9%	21.7%	30.4%	13.0%	1.4%	50.7%	27.5%	4.3%	5.8%
Sub-Subnet - Mass	69	9	61	9	0	52	2	5	1	2	4	12	22	15	21	9	1	35	19	3	4
	15.7%	26.5%	15.7%	29.0%	0.0%	14.6%	33.3%	26.3%	12.5%	13.3%	14.3%	13.5%	15.7%	15.2%	16.3%	15.8%	5.3%	14.1%	20.9%	23.1%	30.8%
	100.0%	13.0%	88.4%	13.0%	0.0%	75.4%	2.9%	7.2%	1.4%	2.9%	5.8%	17.4%	31.9%	21.7%	30.4%	13.0%	1.4%	50.7%	27.5%	4.3%	5.8%
Garcia y Vega/Whiffs	23	5	21	5	0	16	1	3	1	1	2	2	10	4	5	3	0	15	3	0	1
	5.2%	14.7%	5.4%	16.1%	0.0%	4.5%	16.7%	15.8%	12.5%	6.7%	7.1%	2.2%	7.1%	4.0%	3.9%	5.3%	0.0%	6.0%	3.3%	0.0%	7.7%
	100.0%	21.7%	91.3%	21.7%	0.0%	69.6%	4.3%	13.0%	4.3%	4.3%	8.7%	8.7%	43.5%	17.4%	21.7%	13.0%	0.0%	65.2%	13.0%	0.0%	4.3%
Tiparillo	21	2	16	2	0	14	1	1	0	1	1	5	5	6	10	3	1	10	9	0	1
	4.8%	5.9%	4.1%	6.5%	0.0%	3.9%	16.7%	5.3%	0.0%	6.7%	3.6%	5.6%	3.6%	6.1%	7.8%	5.3%	5.3%	4.0%	9.9%	0.0%	7.7%
	100.0%	9.5%	76.2%	9.5%	0.0%	66.7%	4.8%	4.8%	0.0%	4.8%	4.8%	23.8%	23.8%	28.6%	47.6%	14.3%	4.8%	47.6%	42.9%	0.0%	4.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019304

Cigar Segmentation

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

Base: Total completes - Mass (Q19E)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS.		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	440	34	388	31	3	357	6	19	8	15	28	89	140	99	129	57	19	249	91	13	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	7.7%	88.2%	7.0%	0.7%	81.1%	1.4%	4.3%	1.8%	3.4%	6.4%	20.2%	31.8%	22.5%	29.3%	13.0%	4.3%	56.6%	20.7%	3.0%	3.0%
White Owl	19	1	18	1	0	17	0	1	0	0	1	4	6	3	5	2	0	9	4	1	1
	4.3%	2.9%	4.6%	3.2%	0.0%	4.8%	0.0%	5.3%	0.0%	0.0%	3.6%	4.5%	4.3%	3.0%	3.9%	3.5%	0.0%	3.6%	4.4%	7.7%	7.7%
	100.0%	5.3%	94.7%	5.3%	0.0%	89.5%	0.0%	5.3%	0.0%	0.0%	5.3%	21.1%	31.6%	15.8%	26.3%	10.5%	0.0%	47.4%	21.1%	5.3%	5.3%
William Penn	6	1	6	1	0	5	0	0	0	0	0	1	1	2	1	1	0	1	3	2	1
	1.4%	2.9%	1.5%	3.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.7%	2.0%	0.8%	1.8%	0.0%	0.4%	3.3%	15.4%	7.7%
	100.0%	16.7%	100.0%	16.7%	0.0%	83.3%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	16.7%	33.3%	16.7%	16.7%	0.0%	16.7%	50.0%	33.3%	16.7%
Net - Swisher International	161	7	140	5	2	135	0	4	0	6	7	32	40	41	43	18	6	107	26	7	1
	36.6%	20.6%	36.1%	16.1%	66.7%	37.8%	0.0%	21.1%	0.0%	40.0%	25.0%	36.0%	28.6%	41.4%	33.3%	31.6%	31.6%	43.0%	28.6%	53.8%	7.7%
	100.0%	4.3%	87.0%	3.1%	1.2%	83.9%	0.0%	2.5%	0.0%	3.7%	4.3%	19.9%	24.8%	25.5%	26.7%	11.2%	3.7%	66.5%	16.1%	4.3%	0.6%
Bering	7	1	6	1	0	5	0	0	0	2	1	0	3	2	1	2	0	3	4	0	0
	1.6%	2.9%	1.5%	3.2%	0.0%	1.4%	0.0%	0.0%	0.0%	13.3%	3.6%	0.0%	2.1%	2.0%	0.8%	3.5%	0.0%	1.2%	4.4%	0.0%	0.0%
	100.0%	14.3%	85.7%	14.3%	0.0%	71.4%	0.0%	0.0%	0.0%	28.6%	14.3%	0.0%	42.9%	28.6%	14.3%	28.6%	0.0%	42.9%	57.1%	0.0%	0.0%
King Edward	20	2	14	0	2	14	0	0	0	1	2	4	6	3	6	2	0	9	5	3	0
	4.5%	5.9%	3.6%	0.0%	66.7%	3.9%	0.0%	0.0%	0.0%	6.7%	7.1%	4.5%	4.3%	3.0%	4.7%	3.5%	0.0%	3.6%	5.5%	23.1%	0.0%
	100.0%	10.0%	70.0%	0.0%	10.0%	70.0%	0.0%	0.0%	0.0%	5.0%	10.0%	20.0%	30.0%	15.0%	30.0%	10.0%	0.0%	45.0%	25.0%	15.0%	0.0%
La Prima Dora	2	0	2	0	0	2	0	0	0	0	0	0	0	2	0	1	1	1	1	0	0
	0.5%	0.0%	0.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	1.8%	5.3%	0.4%	1.1%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%
Swisher Sweets	132	4	118	4	0	114	0	4	0	3	4	28	31	34	36	13	5	94	16	4	1
	30.0%	11.8%	30.4%	12.9%	0.0%	31.9%	0.0%	21.1%	0.0%	20.0%	14.3%	31.5%	22.1%	34.3%	27.9%	22.8%	26.3%	37.8%	17.6%	30.8%	7.7%
	100.0%	3.0%	89.4%	3.0%	0.0%	86.4%	0.0%	3.0%	0.0%	2.3%	3.0%	21.2%	23.5%	25.8%	27.3%	9.8%	3.8%	71.2%	12.1%	3.0%	0.8%
Net - Tabacalera	72	2	69	2	0	67	0	2	2	1	4	19	26	15	30	14	5	39	13	0	0
	16.4%	5.9%	17.8%	6.5%	0.0%	18.8%	0.0%	10.5%	25.0%	6.7%	14.3%	21.3%	18.6%	15.2%	23.3%	24.6%	26.3%	15.7%	14.3%	0.0%	0.0%
	100.0%	2.8%	95.8%	2.8%	0.0%	93.1%	0.0%	2.8%	2.8%	1.4%	5.6%	26.4%	36.1%	20.8%	41.7%	19.4%	6.9%	54.2%	18.1%	0.0%	0.0%
Subnet - Mass	72	2	69	2	0	67	0	2	2	1	4	19	26	15	30	14	5	39	13	0	0
	16.4%	5.9%	17.8%	6.5%	0.0%	18.8%	0.0%	10.5%	25.0%	6.7%	14.3%	21.3%	18.6%	15.2%	23.3%	24.6%	26.3%	15.7%	14.3%	0.0%	0.0%
	100.0%	2.8%	95.8%	2.8%	0.0%	93.1%	0.0%	2.8%	2.8%	1.4%	5.6%	26.4%	36.1%	20.8%	41.7%	19.4%	6.9%	54.2%	18.1%	0.0%	0.0%
Black & Gold/Black & Mild	32	1	31	1	0	30	0	1	0	1	2	8	14	6	8	4	3	18	4	0	0
	7.3%	2.9%	8.0%	3.2%	0.0%	8.4%	0.0%	5.3%	0.0%	6.7%	7.1%	9.0%	10.0%	6.1%	6.2%	7.0%	15.8%	7.2%	4.4%	0.0%	0.0%
	100.0%	3.1%	96.9%	3.1%	0.0%	93.8%	0.0%	3.1%	0.0%	3.1%	6.3%	25.0%	43.8%	18.8%	25.0%	12.5%	9.4%	56.3%	12.5%	0.0%	0.0%
Hav-a-Tampa/Jewels	26	0	25	0	0	25	0	0	1	0	2	7	9	6	15	7	1	13	4	0	0
	5.9%	0.0%	6.4%	0.0%	0.0%	7.0%	0.0%	0.0%	12.5%	0.0%	7.1%	7.9%	6.4%	6.1%	11.6%	12.3%	5.3%	5.2%	4.4%	0.0%	0.0%
	100.0%	0.0%	96.2%	0.0%	0.0%	96.2%	0.0%	0.0%	3.8%	0.0%	7.7%	26.9%	34.6%	23.1%	57.7%	26.9%	3.8%	50.0%	15.4%	0.0%	0.0%
Phillies	14	1	13	1	0	12	0	1	1	0	0	4	3	3	7	3	1	8	5	0	0
	3.2%	2.9%	3.4%	3.2%	0.0%	3.4%	0.0%	5.3%	12.5%	0.0%	0.0%	4.5%	2.1%	3.0%	5.4%	5.3%	5.3%	3.2%	5.5%	0.0%	0.0%
	100.0%	7.1%	92.9%	7.1%	0.0%	85.7%	0.0%	7.1%	7.1%	0.0%	0.0%	28.6%	21.4%	21.4%	50.0%	21.4%	7.1%	57.1%	35.7%	0.0%	0.0%
Net - Other	12	1	12	1	0	11	0	1	0	1	0	3	4	3	3	1	0	5	4	0	0
	2.7%	2.9%	3.1%	3.2%	0.0%	3.1%	0.0%	5.3%	0.0%	6.7%	0.0%	3.4%	2.9%	3.0%	2.3%	1.8%	0.0%	2.0%	4.4%	0.0%	0.0%
	100.0%	8.3%	100.0%	8.3%	0.0%	91.7%	0.0%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	25.0%	25.0%	8.3%	0.0%	41.7%	33.3%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019305

Cigar Segmentation

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

Base: Total completes - Mass (Q19E)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	440	34	388	31	3	357	6	19	8	15	28	89	140	99	129	57	19	249	91	13	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	7.7%	88.2%	7.0%	0.7%	81.1%	1.4%	4.3%	1.8%	3.4%	6.4%	20.2%	31.8%	22.5%	29.3%	13.0%	4.3%	56.6%	20.7%	3.0%	3.0%
Subnet - Mass	12	1	12	1	0	11	0	1	0	1	0	3	4	3	3	1	0	5	4	0	0
	2.7%	2.9%	3.1%	3.2%	0.0%	3.1%	0.0%	5.3%	0.0%	6.7%	0.0%	3.4%	2.9%	3.0%	2.3%	1.8%	0.0%	2.0%	4.4%	0.0%	0.0%
	100.0%	8.3%	100.0%	8:3%	0.0%	91.7%	0.0%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	25.0%	25.0%	8.3%	0.0%	41.7%	33.3%	0.0%	0.0%
Middleton	12	1	12	1	0	11	0	1	0	1	0	3	4	3	3	1	0	5	4	0	0
	2.7%	2.9%	3.1%	3.2%	0.0%	3.1%	0.0%	5.3%	0.0%	6.7%	0.0%	3.4%	2.9%	3.0%	2.3%	1.8%	0.0%	2.0%	4.4%	0.0%	0.0%
	100.0%	8.3%	100.0%	8.3%	0.0%	91.7%	0.0%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	25.0%	25.0%	8.3%	0.0%	41.7%	33.3%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019306

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																	SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS										
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
SuperNet - Premium	348	303	56	52	251	4	37	6	59	104	105	0	21	39	37	67	125	27	198	17	52
	28.3%	66.4%	9.6%	37.1%	79.4%	0.9%	62.7%	12.0%	68.6%	62.3%	57.4%	0.0%	9.7%	20.4%	14.7%	34.7%	56.1%	7.1%	43.9%	38.6%	47.7%
	100.0%	87.1%	16.1%	14.9%	72.1%	1.1%	10.6%	1.7%	17.0%	29.9%	30.2%	0.0%	6.0%	11.2%	10.6%	19.3%	35.9%	7.8%	56.9%	4.9%	14.9%
SuperNet - Mass	498	59	442	57	2	385	10	37	11	30	36	100	160	115	144	66	25	268	117	14	17
	40.5%	12.9%	75.8%	40.7%	0.6%	86.9%	16.9%	74.0%	12.8%	18.0%	19.7%	97.6%	73.7%	60.2%	57.4%	34.2%	11.2%	70.5%	25.9%	31.8%	15.6%
	100.0%	11.8%	88.8%	11.4%	0.4%	77.3%	2.0%	7.4%	2.2%	6.0%	7.2%	20.1%	32.1%	23.1%	28.9%	13.3%	5.0%	53.8%	23.5%	2.8%	3.4%
Net - Consolidated Cigar Co.	200	78	136	35	43	101	11	18	13	29	42	27	55	37	43	30	30	68	73	6	17
	16.3%	17.1%	23.3%	25.0%	13.6%	22.8%	18.6%	36.0%	15.1%	17.4%	23.0%	25.0%	25.3%	19.4%	17.1%	15.5%	13.5%	17.9%	16.2%	13.6%	15.6%
	100.0%	39.0%	68.0%	17.5%	21.5%	50.5%	5.5%	9.0%	6.5%	14.5%	21.0%	13.5%	27.5%	18.5%	21.5%	15.0%	15.0%	34.0%	36.5%	3.0%	8.5%
Subnet - Premium	59	51	8	8	43	0	5	1	8	17	26	0	1	6	4	8	21	5	33	1	9
	4.8%	11.2%	1.4%	5.7%	13.6%	0.0%	8.5%	2.0%	9.3%	10.2%	14.2%	0.0%	0.5%	3.1%	1.6%	4.1%	9.4%	1.3%	7.3%	2.3%	8.3%
	100.0%	86.4%	13.6%	13.6%	72.9%	0.0%	8.5%	1.7%	13.6%	28.8%	44.1%	0.0%	1.7%	10.2%	6.8%	13.6%	35.6%	8.5%	55.9%	1.7%	15.3%
Don Diego	13	9	1	1	8	0	0	1	2	2	7	0	0	1	1	2	3	2	5	0	1
	1.1%	2.0%	0.2%	0.7%	2.5%	0.0%	0.0%	2.0%	2.3%	1.2%	3.8%	0.0%	0.0%	0.5%	0.4%	1.0%	1.3%	0.5%	1.1%	0.0%	0.9%
	100.0%	69.2%	7.7%	7.7%	61.5%	0.0%	0.0%	7.7%	15.4%	15.4%	53.8%	0.0%	0.0%	7.7%	7.7%	15.4%	23.1%	15.4%	38.5%	0.0%	7.7%
Montecristo	12	12	3	3	9	0	3	0	1	2	8	0	0	1	0	2	8	2	9	1	0
	1.0%	2.6%	0.5%	2.1%	2.8%	0.0%	5.1%	0.0%	1.2%	1.2%	4.4%	0.0%	0.0%	0.5%	0.0%	1.0%	3.6%	0.5%	2.0%	2.3%	0.0%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	25.0%	0.0%	8.3%	16.7%	66.7%	0.0%	0.0%	8.3%	0.0%	16.7%	66.7%	16.7%	75.0%	8.3%	0.0%
Royal Jamaica	7	7	0	0	7	0	0	0	1	3	3	0	0	0	1	1	3	0	4	0	0
	0.6%	1.5%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	1.2%	1.8%	1.6%	0.0%	0.0%	0.0%	0.4%	0.5%	1.3%	0.0%	0.9%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	14.3%	42.9%	42.9%	0.0%	0.0%	0.0%	14.3%	14.3%	42.9%	0.0%	57.1%	0.0%	0.0%
Te-Amo	10	8	0	0	8	0	0	0	2	4	2	0	0	0	2	1	2	1	6	0	4
	0.8%	1.8%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	2.3%	2.4%	1.1%	0.0%	0.0%	0.0%	0.8%	0.5%	0.9%	0.3%	1.3%	0.0%	3.7%
	100.0%	80.0%	0.0%	0.0%	80.0%	0.0%	0.0%	0.0%	20.0%	40.0%	20.0%	0.0%	0.0%	0.0%	20.0%	10.0%	20.0%	10.0%	60.0%	0.0%	40.0%
Upmann/H. Upmann	17	15	4	4	11	0	2	0	2	6	6	0	1	4	0	2	5	0	9	0	4
	1.4%	3.3%	0.7%	2.9%	3.5%	0.0%	3.4%	0.0%	2.3%	3.6%	3.3%	0.0%	0.5%	2.1%	0.0%	1.0%	2.2%	0.0%	2.0%	0.0%	3.7%
	100.0%	88.2%	23.5%	23.5%	64.7%	0.0%	11.8%	0.0%	11.8%	35.3%	35.3%	0.0%	5.9%	23.5%	0.0%	11.8%	29.4%	0.0%	52.9%	0.0%	23.5%
Subnet - Mass	141	27	128	27	0	101	6	17	5	12	16	27	54	31	39	22	9	63	40	5	8
	11.5%	5.9%	22.0%	19.3%	0.0%	22.8%	10.2%	34.0%	5.8%	7.2%	8.7%	25.0%	24.9%	16.2%	15.5%	11.4%	4.0%	16.6%	8.9%	11.4%	7.3%
	100.0%	19.1%	90.8%	19.1%	0.0%	71.6%	4.3%	12.1%	3.5%	8.5%	11.3%	19.1%	38.3%	22.0%	27.7%	15.6%	6.4%	44.7%	28.4%	3.5%	5.7%
Antonio y Cleopatra	41	12	37	12	0	25	2	8	4	5	9	9	20	6	13	9	5	11	15	3	5
	3.3%	2.6%	6.3%	8.6%	0.0%	5.6%	3.4%	16.0%	4.7%	3.0%	4.9%	8.3%	9.2%	3.1%	5.2%	4.7%	2.2%	2.9%	3.3%	6.8%	4.6%
	100.0%	29.3%	90.2%	29.3%	0.0%	61.0%	4.9%	19.5%	9.8%	12.2%	22.0%	22.0%	48.8%	14.6%	31.7%	22.0%	12.2%	26.8%	36.6%	7.3%	12.2%
Backwoods	36	8	33	8	0	25	3	4	0	2	4	6	12	14	4	2	1	16	11	0	1
	2.9%	1.8%	5.7%	5.7%	0.0%	5.6%	5.1%	8.0%	0.0%	1.2%	2.2%	5.6%	5.5%	7.3%	1.6%	1.0%	0.4%	4.2%	2.4%	0.0%	0.9%
	100.0%	22.2%	91.7%	22.2%	0.0%	69.4%	8.3%	11.1%	0.0%	5.6%	11.1%	16.7%	33.3%	38.9%	11.1%	5.6%	2.8%	44.4%	30.6%	0.0%	2.8%
Dutch Masters	40	4	36	4	0	32	1	2	1	3	2	11	9	8	16	8	0	24	9	1	2
	3.3%	0.9%	6.2%	2.9%	0.0%	7.2%	1.7%	4.0%	1.2%	1.8%	1.1%	10.2%	4.1%	4.2%	6.4%	4.1%	0.0%	6.3%	2.0%	2.3%	1.8%
	100.0%	10.0%	90.0%	10.0%	0.0%	80.0%	2.5%	5.0%	2.5%	7.5%	5.0%	27.5%	22.5%	20.0%	40.0%	20.0%	0.0%	60.0%	22.5%	2.5%	5.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019307

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
El Producto	14	1	13	1	0	12	0	1	0	1	1	0	8	3	1	1	2	7	2	1	0
	1.1%	0.2%	2.2%	0.7%	0.0%	2.7%	0.0%	2.0%	0.0%	0.6%	0.5%	0.0%	3.7%	1.6%	0.4%	0.5%	0.9%	1.8%	0.4%	2.3%	0.0%
	100.0%	7.1%	92.9%	7.1%	0.0%	85.7%	0.0%	7.1%	0.0%	7.1%	7.1%	0.0%	57.1%	21.4%	7.1%	7.1%	14.3%	50.0%	14.3%	7.1%	0.0%
Muriel	10	2	9	2	0	7	0	2	0	1	0	1	5	0	5	2	1	5	3	0	0
	0.8%	0.4%	1.5%	1.4%	0.0%	1.6%	0.0%	4.0%	0.0%	0.6%	0.0%	0.9%	2.3%	0.0%	2.0%	1.0%	0.4%	1.3%	0.7%	0.0%	0.0%
	100.0%	20.0%	90.0%	20.0%	0.0%	70.0%	0.0%	20.0%	0.0%	10.0%	0.0%	10.0%	50.0%	0.0%	50.0%	20.0%	10.0%	50.0%	30.0%	0.0%	0.0%
Net - General Cigar Holdings	256	163	91	32	131	59	18	9	23	59	60	13	37	35	37	48	73	53	129	13	18
	20.8%	35.7%	15.6%	22.9%	41.5%	13.3%	30.5%	18.0%	26.7%	35.3%	32.8%	12.0%	17.1%	18.3%	14.7%	24.9%	32.7%	13.9%	28.6%	29.5%	16.5%
	100.0%	63.7%	35.5%	12.5%	51.2%	23.0%	7.0%	3.5%	9.0%	23.0%	23.4%	5.1%	14.5%	13.7%	14.5%	18.8%	28.5%	20.7%	50.4%	5.1%	7.0%
Subnet-General Cigar Holdings - Premium	175	153	23	22	131	1	18	2	23	55	54	0	10	16	15	37	72	11	109	10	13
	14.2%	33.6%	3.9%	15.7%	41.5%	0.2%	30.5%	4.0%	26.7%	32.9%	29.5%	0.0%	4.6%	8.4%	6.0%	19.2%	32.3%	2.9%	24.2%	22.7%	11.9%
	100.0%	87.4%	13.1%	12.6%	74.9%	0.6%	10.3%	1.1%	13.1%	31.4%	30.9%	0.0%	5.7%	9.1%	8.6%	21.1%	41.1%	6.3%	62.3%	5.7%	7.4%
SubNet - General Cigar Co.	220	129	87	28	101	59	14	9	16	46	55	13	36	31	28	35	66	52	109	13	12
	17.9%	28.3%	14.9%	20.0%	32.0%	13.3%	23.7%	18.0%	18.6%	27.5%	30.1%	12.0%	16.6%	16.2%	11.2%	18.1%	29.6%	13.7%	24.2%	29.5%	11.0%
	100.0%	58.6%	39.5%	12.7%	45.9%	26.8%	6.4%	4.1%	7.3%	20.9%	25.0%	5.9%	16.4%	14.1%	12.7%	15.9%	30.0%	23.6%	49.5%	5.9%	5.5%
Sub-Subnet - Premium	139	119	19	18	101	1	14	2	16	42	49	0	9	12	6	24	65	10	89	10	7
	11.3%	26.1%	3.3%	12.9%	32.0%	0.2%	23.7%	4.0%	18.6%	25.1%	26.8%	0.0%	4.1%	6.3%	2.4%	12.4%	29.1%	2.6%	19.7%	22.7%	6.4%
	100.0%	85.6%	13.7%	12.9%	72.7%	0.7%	10.1%	1.4%	11.5%	30.2%	35.3%	0.0%	6.5%	8.6%	4.3%	17.3%	46.8%	7.2%	64.0%	7.2%	5.0%
Cohiba	20	14	1	1	13	0	1	0	4	6	5	0	1	1	1	3	16	1	11	3	1
	1.6%	3.1%	0.2%	0.7%	4.1%	0.0%	1.7%	0.0%	4.7%	3.6%	2.7%	0.0%	0.5%	0.5%	0.4%	1.6%	7.2%	0.3%	2.4%	6.8%	0.9%
	100.0%	70.0%	5.0%	5.0%	65.0%	0.0%	5.0%	0.0%	20.0%	30.0%	25.0%	0.0%	5.0%	5.0%	5.0%	15.0%	80.0%	5.0%	55.0%	15.0%	5.0%
Cifuentes	2	2	0	0	2	0	0	0	0	1	1	0	0	0	0	1	1	0	2	0	0
	0.2%	0.4%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.4%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	100.0%	0.0%	0.0%
Macanudo	100	86	13	12	74	1	9	2	9	29	40	0	5	9	3	13	41	6	66	5	4
	8.1%	18.9%	2.2%	8.6%	23.4%	0.2%	15.3%	4.0%	10.5%	17.4%	21.9%	0.0%	2.3%	4.7%	1.2%	6.7%	18.4%	1.6%	14.6%	11.4%	3.7%
	100.0%	86.0%	13.0%	12.0%	74.0%	1.0%	9.0%	2.0%	9.0%	29.0%	40.0%	0.0%	5.0%	9.0%	3.0%	13.0%	41.0%	6.0%	66.0%	5.0%	4.0%
Macanudo Vintage	4	4	3	3	1	0	3	0	1	3	0	0	2	1	1	2	1	1	4	0	0
	0.3%	0.9%	0.5%	2.1%	0.3%	0.0%	5.1%	0.0%	1.2%	1.8%	0.0%	0.0%	0.9%	0.5%	0.4%	1.0%	0.4%	0.3%	0.9%	0.0%	0.0%
	100.0%	100.0%	75.0%	75.0%	25.0%	0.0%	75.0%	0.0%	25.0%	75.0%	0.0%	0.0%	50.0%	25.0%	25.0%	50.0%	25.0%	25.0%	100.0%	0.0%	0.0%
Partagas	12	12	2	2	10	0	1	0	2	3	2	0	1	1	1	4	5	2	6	2	2
	1.0%	2.6%	0.3%	1.4%	3.2%	0.0%	1.7%	0.0%	2.3%	1.8%	1.1%	0.0%	0.5%	0.5%	0.4%	2.1%	2.2%	0.5%	1.3%	4.5%	1.8%
	100.0%	100.0%	16.7%	16.7%	83.3%	0.0%	8.3%	0.0%	16.7%	25.0%	16.7%	0.0%	8.3%	8.3%	8.3%	33.3%	41.7%	16.7%	50.0%	16.7%	16.7%
Partagas Limited Reserve	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0
	0.1%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Sub-Subnet - Mass	81	10	68	10	0	58	0	7	0	4	6	13	27	19	22	11	1	42	20	3	5
	6.6%	2.2%	11.7%	7.1%	0.0%	13.1%	0.0%	14.0%	0.0%	2.4%	3.3%	12.0%	12.4%	9.9%	8.8%	5.7%	0.4%	11.1%	4.4%	6.8%	4.6%
	100.0%	12.3%	84.0%	12.3%	0.0%	71.6%	0.0%	8.6%	0.0%	4.9%	7.4%	16.0%	33.3%	23.5%	27.2%	13.6%	1.2%	51.9%	24.7%	3.7%	6.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019308

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Garcia y Vega/Whiffs	36	8	29	8	0	21	0	5	0	3	5	2	13	10	5	5	1	20	5	0	2
	2.9%	1.8%	5.0%	5.7%	0.0%	4.7%	0.0%	10.0%	0.0%	1.8%	2.7%	1.9%	6.0%	5.2%	2.0%	2.6%	0.4%	5.3%	1.1%	0.0%	1.8%
	100.0%	22.2%	80.6%	22.2%	0.0%	58.3%	0.0%	13.9%	0.0%	8.3%	13.9%	5.6%	36.1%	27.8%	13.9%	13.9%	2.8%	55.6%	13.9%	0.0%	5.6%
Tiparillo	22	1	17	1	0	16	0	1	0	1	0	5	7	5	10	3	0	12	9	0	1
	1.8%	0.2%	2.9%	0.7%	0.0%	3.6%	0.0%	2.0%	0.0%	0.6%	0.0%	4.6%	3.2%	2.6%	4.0%	1.6%	0.0%	3.2%	2.0%	0.0%	0.9%
	100.0%	4.5%	77.3%	4.5%	0.0%	72.7%	0.0%	4.5%	0.0%	4.5%	0.0%	22.7%	31.8%	22.7%	45.5%	13.6%	0.0%	54.5%	40.9%	0.0%	4.5%
White Owl	18	1	17	1	0	16	0	1	0	0	1	5	6	2	6	2	0	9	3	1	1
	1.5%	0.2%	2.9%	0.7%	0.0%	3.6%	0.0%	2.0%	0.0%	0.0%	0.5%	4.6%	2.8%	1.0%	2.4%	1.0%	0.0%	2.4%	0.7%	2.3%	0.9%
	100.0%	5.6%	94.4%	5.6%	0.0%	88.9%	0.0%	5.6%	0.0%	0.0%	5.6%	27.8%	33.3%	11.1%	33.3%	11.1%	0.0%	50.0%	16.7%	5.6%	5.6%
William Penn	5	0	5	0	0	5	0	0	0	0	0	1	1	2	1	1	0	1	3	2	1
	0.4%	0.0%	0.9%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.5%	1.0%	0.4%	0.5%	0.0%	0.3%	0.7%	4.5%	0.9%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	20.0%	40.0%	20.0%	20.0%	0.0%	20.0%	60.0%	40.0%	20.0%
SubNet - Villazon	36	34	4	4	30	0	4	0	7	13	5	0	1	4	9	13	7	1	20	0	6
	2.9%	7.5%	0.7%	2.9%	9.5%	0.0%	6.8%	0.0%	8.1%	7.8%	2.7%	0.0%	0.5%	2.1%	3.6%	6.7%	3.1%	0.3%	4.4%	0.0%	5.5%
	100.0%	94.4%	11.1%	11.1%	83.3%	0.0%	11.1%	0.0%	19.4%	36.1%	13.9%	0.0%	2.8%	11.1%	25.0%	36.1%	19.4%	2.8%	55.6%	0.0%	16.7%
Hoyo de Monterrey	9	9	2	2	7	0	2	0	2	4	1	0	1	1	3	3	1	0	6	0	1
	0.7%	2.0%	0.3%	1.4%	2.2%	0.0%	3.4%	0.0%	2.3%	2.4%	0.5%	0.0%	0.5%	0.5%	1.2%	1.6%	0.4%	0.0%	1.3%	0.0%	0.9%
	100.0%	100.0%	22.2%	22.2%	77.8%	0.0%	22.2%	0.0%	22.2%	44.4%	11.1%	0.0%	11.1%	11.1%	33.3%	33.3%	11.1%	0.0%	66.7%	0.0%	11.1%
Hoyo de Monterrey Excalibur	8	7	0	0	7	0	0	0	2	2	0	0	0	2	2	2	2	0	4	0	3
	0.7%	1.5%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.3%	1.2%	0.0%	0.0%	0.0%	1.0%	0.8%	1.0%	0.9%	0.0%	0.9%	0.0%	2.8%
	100.0%	87.5%	0.0%	0.0%	87.5%	0.0%	0.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	25.0%	25.0%	25.0%	25.0%	0.0%	50.0%	0.0%	37.5%
Punch	18	17	2	2	15	0	2	0	3	6	4	0	0	1	4	7	4	1	9	0	2
	1.5%	3.7%	0.3%	1.4%	4.7%	0.0%	3.4%	0.0%	3.5%	3.6%	2.2%	0.0%	0.0%	0.5%	1.6%	3.6%	1.8%	0.3%	2.0%	0.0%	1.8%
	100.0%	94.4%	11.1%	11.1%	83.3%	0.0%	11.1%	0.0%	16.7%	33.3%	22.2%	0.0%	0.0%	5.6%	22.2%	38.9%	22.2%	5.6%	50.0%	0.0%	11.1%
Punch Grand Cru	1	1	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0
	0.1%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Net - Swisher International	188	17	162	15	2	147	3	9	2	11	9	33	50	47	46	18	11	116	38	6	4
	15.3%	3.7%	27.8%	10.7%	0.6%	33.2%	5.1%	18.0%	2.3%	6.6%	4.9%	30.6%	23.0%	24.6%	18.3%	9.3%	4.9%	30.5%	8.4%	13.6%	3.7%
	100.0%	9.0%	86.2%	8.0%	1.1%	78.2%	1.6%	4.8%	1.1%	5.9%	4.8%	17.6%	26.6%	25.0%	24.5%	9.6%	5.9%	61.7%	20.2%	3.2%	2.1%
Bering	7	3	7	3	0	4	1	1	1	2	0	0	3	2	1	2	1	1	5	0	0
	0.6%	0.7%	1.2%	2.1%	0.0%	0.9%	1.7%	2.0%	1.2%	1.2%	0.0%	0.0%	1.4%	1.0%	0.4%	1.0%	0.4%	0.3%	1.1%	0.0%	0.0%
	100.0%	42.9%	100.0%	42.9%	0.0%	57.1%	14.3%	14.3%	14.3%	28.6%	0.0%	0.0%	42.9%	28.6%	14.3%	28.6%	14.3%	14.3%	71.4%	0.0%	0.0%
King Edward	24	2	18	1	1	17	0	1	0	3	1	4	7	6	7	2	0	12	5	2	0
	2.0%	0.4%	3.1%	0.7%	0.3%	3.8%	0.0%	2.0%	0.0%	1.8%	0.5%	3.7%	3.2%	3.1%	2.8%	1.0%	0.0%	3.2%	1.1%	4.5%	0.0%
	100.0%	8.3%	75.0%	4.2%	4.2%	70.8%	0.0%	4.2%	0.0%	12.5%	4.2%	16.7%	29.2%	25.0%	29.2%	8.3%	0.0%	50.0%	20.8%	8.3%	0.0%
La Prima Dora	2	1	2	1	0	1	0	0	0	0	0	0	0	1	0	1	2	1	1	0	0
	0.2%	0.2%	0.3%	0.7%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	0.9%	0.3%	0.2%	0.0%	0.0%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%	50.0%	50.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016309

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Swisher Sweets	155	11	135	10	1	125	2	7	1	6	8	29	40	38	38	13	8	102	27	4	4
	12.6%	2.4%	23.2%	7.1%	0.3%	28.2%	3.4%	14.0%	1.2%	3.6%	4.4%	26.9%	18.4%	19.9%	15.1%	6.7%	3.6%	26.8%	6.0%	9.1%	3.7%
	100.0%	7.1%	87.1%	6.5%	0.6%	80.6%	1.3%	4.5%	0.6%	3.9%	5.2%	18.7%	25.8%	24.5%	24.5%	8.4%	5.2%	65.8%	17.4%	2.6%	2.6%
Net - JR Tobacco Brands	11	11	3	3	8	0	1	1	6	2	1	0	1	2	2	3	5	1	3	0	5
	0.9%	2.4%	0.5%	2.1%	2.5%	0.0%	1.7%	2.0%	7.0%	1.2%	0.5%	0.0%	0.5%	1.0%	0.8%	1.6%	2.2%	0.3%	0.7%	0.0%	4.6%
	100.0%	100.0%	27.3%	27.3%	72.7%	0.0%	9.1%	9.1%	54.5%	18.2%	9.1%	0.0%	9.1%	18.2%	18.2%	27.3%	45.5%	9.1%	27.3%	0.0%	45.5%
El Rey Del Mundo	3	3	1	1	2	0	0	0	0	1	0	0	0	1	0	0	3	0	1	0	0
	0.2%	0.7%	0.2%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.3%	0.0%	0.2%	0.0%	0.0%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	100.0%	0.0%	33.3%	0.0%	0.0%
J.R. Ultimates	8	8	2	2	6	0	1	1	6	1	1	0	1	1	2	3	2	1	2	0	5
	0.7%	1.8%	0.3%	1.4%	1.9%	0.0%	1.7%	2.0%	7.0%	0.6%	0.5%	0.0%	0.5%	0.5%	0.8%	1.6%	0.9%	0.3%	0.4%	0.0%	4.6%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	12.5%	12.5%	75.0%	12.5%	12.5%	0.0%	12.5%	12.5%	25.0%	37.5%	25.0%	12.5%	25.0%	0.0%	62.5%
Net - Tabacalera	85	10	75	7	3	68	3	4	4	4	9	24	25	18	34	14	10	42	21	1	0
	6.9%	2.2%	12.9%	5.0%	0.9%	15.3%	5.1%	8.0%	4.7%	2.4%	4.9%	22.2%	11.5%	9.4%	13.5%	7.3%	4.5%	11.1%	4.7%	2.3%	0.0%
	100.0%	11.8%	88.2%	8.2%	3.5%	80.0%	3.5%	4.7%	4.7%	4.7%	10.6%	28.2%	29.4%	21.2%	40.0%	16.5%	11.8%	49.4%	24.7%	1.2%	0.0%
Subnet - Premium	9	6	3	3	3	0	2	1	0	2	4	0	0	3	0	0	6	0	6	1	0
	0.7%	1.3%	0.5%	2.1%	0.9%	0.0%	3.4%	2.0%	0.0%	1.2%	2.2%	0.0%	0.0%	1.6%	0.0%	0.0%	2.7%	0.0%	1.3%	2.3%	0.0%
	100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	22.2%	11.1%	0.0%	22.2%	44.4%	0.0%	0.0%	33.3%	0.0%	0.0%	66.7%	0.0%	66.7%	11.1%	0.0%
Romeo y Julieta	9	6	3	3	3	0	2	1	0	2	4	0	0	3	0	0	6	0	6	1	0
	0.7%	1.3%	0.5%	2.1%	0.9%	0.0%	3.4%	2.0%	0.0%	1.2%	2.2%	0.0%	0.0%	1.6%	0.0%	0.0%	2.7%	0.0%	1.3%	2.3%	0.0%
	100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	22.2%	11.1%	0.0%	22.2%	44.4%	0.0%	0.0%	33.3%	0.0%	0.0%	66.7%	0.0%	66.7%	11.1%	0.0%
Subnet - Mass	76	4	72	4	0	68	1	3	4	2	5	24	25	15	34	14	4	42	15	0	0
	6.2%	0.9%	12.3%	2.9%	0.0%	15.3%	1.7%	6.0%	4.7%	1.2%	2.7%	22.2%	11.5%	7.9%	13.5%	7.3%	1.8%	11.1%	3.3%	0.0%	0.0%
	100.0%	5.3%	94.7%	5.3%	0.0%	89.5%	1.3%	3.9%	5.3%	2.6%	6.6%	31.6%	32.9%	19.7%	44.7%	18.4%	5.3%	55.3%	19.7%	0.0%	0.0%
Black & Gold/Black & Mild	29	1	27	1	0	26	0	1	0	0	2	7	12	7	8	3	2	16	4	0	0
	2.4%	0.2%	4.6%	0.7%	0.0%	5.9%	0.0%	2.0%	0.0%	0.0%	1.1%	6.5%	5.5%	3.7%	3.2%	1.6%	0.9%	4.2%	0.9%	0.0%	0.0%
	100.0%	3.4%	93.1%	3.4%	0.0%	89.7%	0.0%	3.4%	0.0%	0.0%	6.9%	24.1%	41.4%	24.1%	27.6%	10.3%	6.9%	55.2%	13.8%	0.0%	0.0%
Hav-a-Tampa/Jewels	27	0	26	0	0	26	0	0	2	0	2	8	9	6	16	7	1	14	4	0	0
	2.2%	0.0%	4.5%	0.0%	0.0%	5.9%	0.0%	0.0%	2.3%	0.0%	1.1%	7.4%	4.1%	3.1%	6.4%	3.6%	0.4%	3.7%	0.9%	0.0%	0.0%
	100.0%	0.0%	96.3%	0.0%	0.0%	96.3%	0.0%	0.0%	7.4%	0.0%	7.4%	29.6%	33.3%	22.2%	59.3%	25.9%	3.7%	51.9%	14.8%	0.0%	0.0%
Phillies	20	3	19	3	0	16	1	2	2	2	1	9	4	2	10	4	1	12	7	0	0
	1.6%	0.7%	3.3%	2.1%	0.0%	3.6%	1.7%	4.0%	2.3%	1.2%	0.5%	8.3%	1.8%	1.0%	4.0%	2.1%	0.4%	3.2%	1.6%	0.0%	0.0%
	100.0%	15.0%	95.0%	15.0%	0.0%	80.0%	5.0%	10.0%	10.0%	10.0%	5.0%	45.0%	20.0%	10.0%	50.0%	20.0%	5.0%	60.0%	35.0%	0.0%	0.0%
Net - Other	263	130	58	29	101	29	19	3	32	49	44	4	27	29	49	49	51	49	120	7	48
	21.4%	28.5%	9.9%	20.7%	32.0%	6.5%	32.2%	6.0%	37.2%	29.3%	24.0%	3.7%	12.4%	15.2%	19.5%	25.4%	22.9%	12.9%	26.6%	15.9%	44.0%
	100.0%	49.4%	22.1%	11.0%	38.4%	11.0%	7.2%	1.1%	12.2%	18.6%	16.7%	1.5%	10.3%	11.0%	18.6%	18.6%	19.4%	18.6%	45.6%	2.7%	18.3%
Subnet - Premium	94	82	19	16	66	3	11	1	22	28	20	0	9	12	16	19	21	10	47	5	25
	7.6%	18.0%	3.3%	11.4%	20.9%	0.7%	18.6%	2.0%	25.6%	16.8%	10.9%	0.0%	4.1%	6.3%	6.4%	9.8%	9.4%	2.6%	10.4%	11.4%	22.9%
	100.0%	87.2%	20.2%	17.0%	70.2%	3.2%	11.7%	1.1%	23.4%	29.8%	21.3%	0.0%	9.6%	12.8%	17.0%	20.2%	22.3%	10.6%	50.0%	5.3%	26.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019310

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Ashton	8	5	2	1	4	1	1	0	1	3	2	0	1	2	0	0	5	1	4	2	1
	0.7%	1.1%	0.3%	0.7%	1.3%	0.2%	1.7%	0.0%	1.2%	1.8%	1.1%	0.0%	0.5%	1.0%	0.0%	0.0%	2.2%	0.3%	0.9%	4.5%	0.9%
	100.0%	62.5%	25.0%	12.5%	50.0%	12.5%	12.5%	0.0%	12.5%	37.5%	25.0%	0.0%	12.5%	25.0%	0.0%	0.0%	62.5%	12.5%	50.0%	25.0%	12.5%
Bahia	2	1	2	1	0	1	1	0	1	1	0	0	1	1	2	1	1	1	1	0	0
	0.2%	0.2%	0.3%	0.7%	0.0%	0.2%	1.7%	0.0%	1.2%	0.6%	0.0%	0.0%	0.5%	0.5%	0.8%	0.5%	0.4%	0.3%	0.2%	0.0%	0.0%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	50.0%	100.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%
Davidoff	5	5	1	1	4	0	0	1	1	2	2	0	1	0	1	1	4	0	3	1	0
	0.4%	1.1%	0.2%	0.7%	1.3%	0.0%	0.0%	2.0%	1.2%	1.2%	1.1%	0.0%	0.5%	0.0%	0.4%	0.5%	1.8%	0.0%	0.7%	2.3%	0.0%
	100.0%	100.0%	20.0%	20.0%	80.0%	0.0%	0.0%	20.0%	20.0%	40.0%	40.0%	0.0%	20.0%	0.0%	20.0%	20.0%	80.0%	0.0%	60.0%	20.0%	0.0%
Don Tomas	7	7	1	1	6	0	1	0	1	3	3	0	0	2	1	2	0	2	4	0	1
	0.6%	1.5%	0.2%	0.7%	1.9%	0.0%	1.7%	0.0%	1.2%	1.8%	1.6%	0.0%	0.0%	1.0%	0.4%	1.0%	0.0%	0.5%	0.9%	0.0%	0.9%
	100.0%	100.0%	14.3%	14.3%	85.7%	0.0%	14.3%	0.0%	14.3%	42.9%	42.9%	0.0%	0.0%	28.6%	14.3%	28.6%	0.0%	28.6%	57.1%	0.0%	14.3%
Dunhill	11	10	2	2	8	0	2	0	1	3	4	0	0	2	2	3	5	1	8	1	1
	0.9%	2.2%	0.3%	1.4%	2.5%	0.0%	3.4%	0.0%	1.2%	1.8%	2.2%	0.0%	0.0%	1.0%	0.8%	1.6%	2.2%	0.3%	1.8%	2.3%	0.9%
	100.0%	90.9%	18.2%	18.2%	72.7%	0.0%	18.2%	0.0%	9.1%	27.3%	36.4%	0.0%	0.0%	18.2%	18.2%	27.3%	45.5%	9.1%	72.7%	9.1%	9.1%
Fuente/Arturo Fuente	32	29	6	5	24	1	3	0	5	13	6	0	1	3	3	6	5	1	21	1	6
	2.6%	6.4%	1.0%	3.6%	7.6%	0.2%	5.1%	0.0%	5.8%	7.8%	3.3%	0.0%	0.5%	1.6%	1.2%	3.1%	2.2%	0.3%	4.7%	2.3%	5.5%
	100.0%	90.6%	18.8%	15.6%	75.0%	3.1%	9.4%	0.0%	15.6%	40.6%	18.8%	0.0%	3.1%	9.4%	9.4%	18.8%	15.6%	3.1%	65.6%	3.1%	18.8%
Thompson	29	25	5	5	20	0	3	0	12	3	3	0	5	2	7	6	1	4	6	0	16
	2.4%	5.5%	0.9%	3.6%	6.3%	0.0%	5.1%	0.0%	14.0%	1.8%	1.6%	0.0%	2.3%	1.0%	2.8%	3.1%	0.4%	1.1%	1.3%	0.0%	14.7%
	100.0%	86.2%	17.2%	17.2%	69.0%	0.0%	10.3%	0.0%	41.4%	10.3%	10.3%	0.0%	17.2%	6.9%	24.1%	20.7%	3.4%	13.8%	20.7%	0.0%	55.2%
Subnet - Mass	12	1	12	1	0	11	0	1	0	1	0	3	4	3	3	1	0	5	4	0	0
	1.0%	0.2%	2.1%	0.7%	0.0%	2.5%	0.0%	2.0%	0.0%	0.6%	0.0%	2.8%	1.8%	1.6%	1.2%	0.5%	0.0%	1.3%	0.9%	0.0%	0.0%
	100.0%	8.3%	100.0%	8.3%	0.0%	91.7%	0.0%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	25.0%	25.0%	8.3%	0.0%	41.7%	33.3%	0.0%	0.0%
Middleton	12	1	12	1	0	11	0	1	0	1	0	3	4	3	3	1	0	5	4	0	0
	1.0%	0.2%	2.1%	0.7%	0.0%	2.5%	0.0%	2.0%	0.0%	0.6%	0.0%	2.8%	1.8%	1.6%	1.2%	0.5%	0.0%	1.3%	0.9%	0.0%	0.0%
	100.0%	8.3%	100.0%	8.3%	0.0%	91.7%	0.0%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	25.0%	25.0%	8.3%	0.0%	41.7%	33.3%	0.0%	0.0%
Other	157	47	27	12	35	15	8	1	10	20	24	1	14	14	30	29	30	34	69	2	23
	12.8%	10.3%	4.6%	8.6%	11.1%	3.4%	13.6%	2.0%	11.6%	12.0%	13.1%	0.9%	6.5%	7.3%	12.0%	15.0%	13.5%	8.9%	15.3%	4.5%	21.1%
	100.0%	29.9%	17.2%	7.6%	22.3%	9.6%	5.1%	0.6%	6.4%	12.7%	15.3%	0.6%	8.9%	8.9%	19.1%	18.5%	19.1%	21.7%	43.9%	1.3%	14.6%
No answer	226	47	58	19	28	39	4	6	6	13	18	7	22	23	40	31	43	51	67	11	17
	18.4%	10.3%	9.9%	13.6%	8.9%	8.8%	6.8%	12.0%	7.0%	7.8%	9.8%	6.5%	10.1%	12.0%	15.9%	16.1%	19.3%	13.4%	14.9%	25.0%	15.6%
	100.0%	20.8%	25.7%	8.4%	12.4%	17.3%	1.8%	2.7%	2.7%	5.8%	8.0%	3.1%	9.7%	10.2%	17.7%	13.7%	19.0%	22.6%	29.6%	4.9%	7.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019311

Cigar Segmentation

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

Base: Total completes - Premium (Q19F)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	348	303	56	52	251	4	37	6	59	104	105	0	21	39	37	67	125	27	198	17	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	87.1%	16.1%	14.9%	72.1%	1.1%	10.6%	1.7%	17.0%	29.9%	30.2%	0.0%	6.0%	11.2%	10.6%	19.3%	35.9%	7.8%	56.9%	4.9%	14.9%
SuperNet - Premium	348	303	56	52	251	4	37	6	59	104	105	0	21	39	37	67	125	27	198	17	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	87.1%	16.1%	14.9%	72.1%	1.1%	10.6%	1.7%	17.0%	29.9%	30.2%	0.0%	6.0%	11.2%	10.6%	19.3%	35.9%	7.8%	56.9%	4.9%	14.9%
Net - Consolidated Cigar Co.	59	51	8	8	43	0	5	1	8	17	26	0	1	6	4	8	21	5	33	1	9
	17.0%	16.8%	14.3%	15.4%	17.1%	0.0%	13.5%	16.7%	13.6%	16.3%	24.8%	0.0%	4.8%	15.4%	10.8%	11.9%	16.8%	18.5%	16.7%	5.9%	17.3%
	100.0%	86.4%	13.6%	13.6%	72.9%	0.0%	8.5%	1.7%	13.6%	28.8%	44.1%	0.0%	1.7%	10.2%	6.8%	13.6%	35.6%	8.5%	55.9%	1.7%	15.3%
Subnet - Premium	59	51	8	8	43	0	5	1	8	17	26	0	1	6	4	8	21	5	33	1	9
	17.0%	16.8%	14.3%	15.4%	17.1%	0.0%	13.5%	16.7%	13.6%	16.3%	24.8%	0.0%	4.8%	15.4%	10.8%	11.9%	16.8%	18.5%	16.7%	5.9%	17.3%
	100.0%	86.4%	13.6%	13.6%	72.9%	0.0%	8.5%	1.7%	13.6%	28.8%	44.1%	0.0%	1.7%	10.2%	6.8%	13.6%	35.6%	8.5%	55.9%	1.7%	15.3%
Don Diego	13	9	1	1	8	0	0	1	2	2	7	0	0	1	1	2	3	2	5	0	1
	3.7%	3.0%	1.8%	1.9%	3.2%	0.0%	0.0%	16.7%	3.4%	1.9%	6.7%	0.0%	0.0%	2.6%	2.7%	3.0%	2.4%	7.4%	2.5%	0.0%	1.9%
	100.0%	69.2%	7.7%	7.7%	61.5%	0.0%	0.0%	7.7%	15.4%	15.4%	53.8%	0.0%	0.0%	7.7%	7.7%	15.4%	23.1%	15.4%	38.5%	0.0%	7.7%
Montecristo	12	12	3	3	9	0	3	0	1	2	8	0	0	1	0	2	8	2	9	1	0
	3.4%	4.0%	5.4%	5.8%	3.6%	0.0%	8.1%	0.0%	1.7%	1.9%	7.6%	0.0%	0.0%	2.6%	0.0%	3.0%	6.4%	7.4%	4.5%	5.9%	0.0%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	25.0%	0.0%	8.3%	16.7%	66.7%	0.0%	0.0%	8.3%	0.0%	16.7%	66.7%	16.7%	75.0%	8.3%	0.0%
Royal Jamaica	7	7	0	0	7	0	0	0	1	3	3	0	0	0	1	1	3	0	4	0	0
	2.0%	2.3%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	1.7%	2.9%	2.9%	0.0%	0.0%	0.0%	2.7%	1.5%	2.4%	0.0%	2.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	14.3%	42.9%	42.9%	0.0%	0.0%	0.0%	14.3%	14.3%	42.9%	0.0%	57.1%	0.0%	0.0%
Te-Amo	10	8	0	0	8	0	0	0	2	4	2	0	0	0	2	1	2	1	6	0	4
	2.9%	2.6%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	3.4%	3.8%	1.9%	0.0%	0.0%	0.0%	5.4%	1.5%	1.6%	3.7%	3.0%	0.0%	7.7%
	100.0%	80.0%	0.0%	0.0%	80.0%	0.0%	0.0%	0.0%	20.0%	40.0%	20.0%	0.0%	0.0%	0.0%	20.0%	10.0%	20.0%	10.0%	60.0%	0.0%	40.0%
Upmann/H. Upmann	17	15	4	4	11	0	2	0	2	6	6	0	1	4	0	2	5	0	9	0	4
	4.9%	5.0%	7.1%	7.7%	4.4%	0.0%	5.4%	0.0%	3.4%	5.8%	5.7%	0.0%	4.8%	10.3%	0.0%	3.0%	4.0%	0.0%	4.5%	0.0%	7.7%
	100.0%	88.2%	23.5%	23.5%	64.7%	0.0%	11.8%	0.0%	11.8%	35.3%	35.3%	0.0%	5.9%	23.5%	0.0%	11.8%	29.4%	0.0%	52.9%	0.0%	23.5%
Net - General Cigar Holdings	175	153	23	22	131	1	18	2	23	55	54	0	10	16	15	37	72	11	109	10	13
	50.3%	50.5%	41.1%	42.3%	52.2%	25.0%	48.6%	33.3%	39.0%	52.9%	51.4%	0.0%	47.6%	41.0%	40.5%	55.2%	57.6%	40.7%	55.1%	58.8%	25.0%
	100.0%	87.4%	13.1%	12.6%	74.9%	0.6%	10.3%	1.1%	13.1%	31.4%	30.9%	0.0%	5.7%	9.1%	8.6%	21.1%	41.1%	6.3%	62.3%	5.7%	7.4%
Subnet-General Cigar Holdings - Premium	175	153	23	22	131	1	18	2	23	55	54	0	10	16	15	37	72	11	109	10	13
	50.3%	50.5%	41.1%	42.3%	52.2%	25.0%	48.6%	33.3%	39.0%	52.9%	51.4%	0.0%	47.6%	41.0%	40.5%	55.2%	57.6%	40.7%	55.1%	58.8%	25.0%
	100.0%	87.4%	13.1%	12.6%	74.9%	0.6%	10.3%	1.1%	13.1%	31.4%	30.9%	0.0%	5.7%	9.1%	8.6%	21.1%	41.1%	6.3%	62.3%	5.7%	7.4%
SubNet - General Cigar Co.	139	119	19	18	101	1	14	2	16	42	49	0	9	12	6	24	65	10	89	10	7
	39.9%	39.3%	33.9%	34.6%	40.2%	25.0%	37.8%	33.3%	27.1%	40.4%	46.7%	0.0%	42.9%	30.8%	16.2%	35.8%	52.0%	37.0%	44.9%	58.8%	13.5%
	100.0%	85.6%	13.7%	12.9%	72.7%	0.7%	10.1%	1.4%	11.5%	30.2%	35.3%	0.0%	6.5%	8.6%	4.3%	17.3%	46.8%	7.2%	64.0%	7.2%	5.0%
Sub-Subnet - Premium	139	119	19	18	101	1	14	2	16	42	49	0	9	12	6	24	65	10	89	10	7
	39.9%	39.3%	33.9%	34.6%	40.2%	25.0%	37.8%	33.3%	27.1%	40.4%	46.7%	0.0%	42.9%	30.8%	16.2%	35.8%	52.0%	37.0%	44.9%	58.8%	13.5%
	100.0%	85.6%	13.7%	12.9%	72.7%	0.7%	10.1%	1.4%	11.5%	30.2%	35.3%	0.0%	6.5%	8.6%	4.3%	17.3%	46.8%	7.2%	64.0%	7.2%	5.0%
Cohiba	20	14	1	1	13	0	1	0	4	6	5	0	1	1	1	3	16	1	11	3	1
	5.7%	4.6%	1.8%	1.9%	5.2%	0.0%	2.7%	0.0%	6.8%	5.8%	4.8%	0.0%	4.8%	2.6%	2.7%	4.5%	12.8%	3.7%	5.6%	17.6%	1.9%
	100.0%	70.0%	5.0%	5.0%	65.0%	0.0%	5.0%	0.0%	20.0%	30.0%	25.0%	0.0%	5.0%	5.0%	5.0%	15.0%	80.0%	5.0%	55.0%	15.0%	5.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019312

Cigar Segmentation

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

Base: Total completes - Premium (Q19F)

		PREMIUM VS MASS SMOKING HABITS																			SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS											
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	348	303	56	52	251	4	37	6	59	104	105	0	21	39	37	67	125	27	198	17	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	87.1%	16.1%	14.9%	72.1%	1.1%	10.6%	1.7%	17.0%	29.9%	30.2%	0.0%	6.0%	11.2%	10.6%	19.3%	35.9%	7.8%	56.9%	4.9%	14.9%
Cifuentes	2	2	0	0	2	0	0	0	0	1	1	0	0	0	0	1	1	0	2	0	0
	0.6%	0.7%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.8%	0.0%	1.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	100.0%	0.0%	0.0%
Macanudo	100	86	13	12	74	1	9	2	9	29	40	0	5	9	3	13	41	6	66	5	4
	28.7%	28.4%	23.2%	23.1%	29.5%	25.0%	24.3%	33.3%	15.3%	27.9%	38.1%	0.0%	23.8%	23.1%	8.1%	19.4%	32.8%	22.2%	33.3%	29.4%	7.7%
	100.0%	86.0%	13.0%	12.0%	74.0%	1.0%	9.0%	2.0%	9.0%	29.0%	40.0%	0.0%	5.0%	9.0%	3.0%	13.0%	41.0%	6.0%	66.0%	5.0%	4.0%
Macanudo Vintage	4	4	3	3	1	0	3	0	1	3	0	0	2	1	1	2	1	1	4	0	0
	1.1%	1.3%	5.4%	5.8%	0.4%	0.0%	8.1%	0.0%	1.7%	2.9%	0.0%	0.0%	9.5%	2.6%	2.7%	3.0%	0.8%	3.7%	2.0%	0.0%	0.0%
	100.0%	100.0%	75.0%	75.0%	25.0%	0.0%	75.0%	0.0%	25.0%	75.0%	0.0%	0.0%	50.0%	25.0%	25.0%	50.0%	25.0%	25.0%	100.0%	0.0%	0.0%
Partagas	12	12	2	2	10	0	1	0	2	3	2	0	1	1	1	4	5	2	6	2	2
	3.4%	4.0%	3.6%	3.8%	4.0%	0.0%	2.7%	0.0%	3.4%	2.9%	1.9%	0.0%	4.8%	2.6%	2.7%	6.0%	4.0%	7.4%	3.0%	11.8%	3.8%
	100.0%	100.0%	16.7%	16.7%	83.3%	0.0%	8.3%	0.0%	16.7%	25.0%	16.7%	0.0%	8.3%	8.3%	8.3%	33.3%	41.7%	16.7%	50.0%	16.7%	16.7%
Partagas Limited Reserve	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0
	0.3%	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.8%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
SubNet - Villazon	36	34	4	4	30	0	4	0	7	13	5	0	1	4	9	13	7	1	20	0	6
	10.3%	11.2%	7.1%	7.7%	12.0%	0.0%	10.8%	0.0%	11.9%	12.5%	4.8%	0.0%	4.8%	10.3%	24.3%	19.4%	5.6%	3.7%	10.1%	0.0%	11.5%
	100.0%	94.4%	11.1%	11.1%	83.3%	0.0%	11.1%	0.0%	19.4%	36.1%	13.9%	0.0%	2.8%	11.1%	25.0%	36.1%	19.4%	2.8%	55.6%	0.0%	16.7%
Hoyo de Monterrey	9	9	2	2	7	0	2	0	2	4	1	0	1	1	3	3	1	0	6	0	1
	2.6%	3.0%	3.6%	3.8%	2.8%	0.0%	5.4%	0.0%	3.4%	3.8%	1.0%	0.0%	4.8%	2.6%	8.1%	4.5%	0.8%	0.0%	3.0%	0.0%	1.9%
	100.0%	100.0%	22.2%	22.2%	77.8%	0.0%	22.2%	0.0%	22.2%	44.4%	11.1%	0.0%	11.1%	11.1%	33.3%	33.3%	11.1%	0.0%	66.7%	0.0%	11.1%
Hoyo de Monterrey Excalibur	8	7	0	0	7	0	0	0	2	2	0	0	0	2	2	2	2	0	4	0	3
	2.3%	2.3%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	3.4%	1.9%	0.0%	0.0%	0.0%	5.1%	5.4%	3.0%	1.6%	0.0%	2.0%	0.0%	5.8%
	100.0%	87.5%	0.0%	0.0%	87.5%	0.0%	0.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	25.0%	25.0%	25.0%	25.0%	0.0%	50.0%	0.0%	37.5%
Punch	18	17	2	2	15	0	2	0	3	6	4	0	0	1	4	7	4	1	9	0	2
	5.2%	5.6%	3.6%	3.8%	6.0%	0.0%	5.4%	0.0%	5.1%	5.8%	3.8%	0.0%	0.0%	2.6%	10.8%	10.4%	3.2%	3.7%	4.5%	0.0%	3.8%
	100.0%	94.4%	11.1%	11.1%	83.3%	0.0%	11.1%	0.0%	16.7%	33.3%	22.2%	0.0%	0.0%	5.6%	22.2%	38.9%	22.2%	5.6%	50.0%	0.0%	11.1%
Punch Grand Cru	1	1	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0
	0.3%	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.5%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Net - JR Tobacco Brands	11	11	3	3	8	0	1	1	6	2	1	0	1	2	2	3	5	1	3	0	5
	3.2%	3.6%	5.4%	5.8%	3.2%	0.0%	2.7%	16.7%	10.2%	1.9%	1.0%	0.0%	4.8%	5.1%	5.4%	4.5%	4.0%	3.7%	1.5%	0.0%	9.6%
	100.0%	100.0%	27.3%	27.3%	72.7%	0.0%	9.1%	9.1%	54.5%	18.2%	9.1%	0.0%	9.1%	18.2%	18.2%	27.3%	45.5%	9.1%	27.3%	0.0%	45.5%
El Rey Del Mundo	3	3	1	1	2	0	0	0	0	1	0	0	0	1	0	0	3	0	1	0	0
	0.9%	1.0%	1.8%	1.9%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	2.4%	0.0%	0.5%	0.0%	0.0%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	100.0%	0.0%	33.3%	0.0%	0.0%
J.R. Ultimates	8	8	2	2	6	0	1	1	6	1	1	0	1	1	2	3	2	1	2	0	5
	2.3%	2.6%	3.6%	3.8%	2.4%	0.0%	2.7%	16.7%	10.2%	1.0%	1.0%	0.0%	4.8%	2.6%	5.4%	4.5%	1.6%	3.7%	1.0%	0.0%	9.6%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	12.5%	12.5%	75.0%	12.5%	12.5%	0.0%	12.5%	12.5%	25.0%	37.5%	25.0%	12.5%	25.0%	0.0%	62.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019313

Cigar Segmentation

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

Base: Total completes - Premium (Q19F)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	348 100.0% 100.0%	303 100.0% 87.1%	56 100.0% 16.1%	52 100.0% 14.9%	251 100.0% 72.1%	4 100.0% 1.1%	37 100.0% 10.6%	6 100.0% 1.7%	59 100.0% 17.0%	104 100.0% 29.9%	105 100.0% 30.2%	0 0.0% 0.0%	21 100.0% 6.0%	39 100.0% 11.2%	37 100.0% 10.6%	67 100.0% 19.3%	125 100.0% 35.9%	27 100.0% 7.8%	198 100.0% 56.9%	17 100.0% 4.9%	52 100.0% 14.9%
Net - Tabacalera	9 2.6% 100.0%	6 2.0% 66.7%	3 5.4% 33.3%	3 5.8% 33.3%	3 1.2% 33.3%	0 0.0% 0.0%	2 5.4% 22.2%	1 16.7% 11.1%	0 0.0% 0.0%	2 1.9% 22.2%	4 3.8% 44.4%	0 0.0% 0.0%	0 0.0% 0.0%	3 7.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	6 4.8% 66.7%	0 0.0% 0.0%	6 3.0% 66.7%	1 5.9% 11.1%	0 0.0% 0.0%
Subnet - Premium	9 2.6% 100.0%	6 2.0% 66.7%	3 5.4% 33.3%	3 5.8% 33.3%	3 1.2% 33.3%	0 0.0% 0.0%	2 5.4% 22.2%	1 16.7% 11.1%	0 0.0% 0.0%	2 1.9% 22.2%	4 3.8% 44.4%	0 0.0% 0.0%	0 0.0% 0.0%	3 7.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	6 4.8% 66.7%	0 0.0% 0.0%	6 3.0% 66.7%	1 5.9% 11.1%	0 0.0% 0.0%
Romeo y Julieta	9 2.6% 100.0%	6 2.0% 66.7%	3 5.4% 33.3%	3 5.8% 33.3%	3 1.2% 33.3%	0 0.0% 0.0%	2 5.4% 22.2%	1 16.7% 11.1%	0 0.0% 0.0%	2 1.9% 22.2%	4 3.8% 44.4%	0 0.0% 0.0%	0 0.0% 0.0%	3 7.7% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	6 4.8% 66.7%	0 0.0% 0.0%	6 3.0% 66.7%	1 5.9% 11.1%	0 0.0% 0.0%
Net - Other	94 27.0% 100.0%	82 27.1% 87.2%	19 33.9% 20.2%	16 30.8% 17.0%	66 26.3% 70.2%	3 75.0% 3.2%	11 29.7% 11.7%	1 16.7% 1.1%	22 37.3% 23.4%	28 26.9% 29.8%	20 19.0% 21.3%	0 0.0% 0.0%	9 42.9% 9.6%	12 30.8% 12.8%	16 43.2% 17.0%	19 28.4% 20.2%	21 16.8% 22.3%	10 37.0% 10.6%	47 23.7% 50.0%	5 29.4% 5.3%	25 48.1% 26.6%
Subnet - Premium	94 27.0% 100.0%	82 27.1% 87.2%	19 33.9% 20.2%	16 30.8% 17.0%	66 26.3% 70.2%	3 75.0% 3.2%	11 29.7% 11.7%	1 16.7% 1.1%	22 37.3% 23.4%	28 26.9% 29.8%	20 19.0% 21.3%	0 0.0% 0.0%	9 42.9% 9.6%	12 30.8% 12.8%	16 43.2% 17.0%	19 28.4% 20.2%	21 16.8% 22.3%	10 37.0% 10.6%	47 23.7% 50.0%	5 29.4% 5.3%	25 48.1% 26.6%
Ashton	8 2.3% 100.0%	5 1.7% 62.5%	2 3.6% 25.0%	1 1.9% 12.5%	4 1.6% 50.0%	1 25.0% 12.5%	1 2.7% 12.5%	0 0.0% 0.0%	1 1.7% 12.5%	3 2.9% 37.5%	2 1.9% 25.0%	0 0.0% 0.0%	1 4.8% 12.5%	2 5.1% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 4.0% 62.5%	1 3.7% 12.5%	4 2.0% 50.0%	2 11.8% 25.0%	1 1.9% 12.5%
Bahia	2 0.6% 100.0%	1 0.3% 50.0%	2 3.6% 100.0%	1 1.9% 50.0%	0 0.0% 0.0%	1 25.0% 50.0%	1 2.7% 50.0%	0 0.0% 0.0%	1 1.7% 50.0%	1 1.0% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 4.8% 50.0%	1 2.6% 50.0%	2 5.4% 100.0%	1 1.5% 50.0%	1 0.8% 50.0%	1 3.7% 50.0%	1 0.5% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%
Davidoff	5 1.4% 100.0%	5 1.7% 100.0%	1 1.8% 20.0%	1 1.9% 20.0%	4 1.6% 80.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 16.7% 20.0%	1 1.7% 20.0%	2 1.9% 40.0%	2 1.9% 40.0%	0 0.0% 0.0%	1 4.8% 20.0%	0 0.0% 0.0%	1 2.7% 20.0%	1 1.5% 20.0%	4 3.2% 80.0%	0 0.0% 0.0%	3 1.5% 60.0%	1 5.9% 20.0%	0 0.0% 0.0%
Don Tomas	7 2.0% 100.0%	7 2.3% 100.0%	1 1.8% 14.3%	1 1.9% 14.3%	6 2.4% 85.7%	0 0.0% 0.0%	1 2.7% 14.3%	0 0.0% 0.0%	1 1.7% 14.3%	3 2.9% 42.9%	3 2.9% 42.9%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.1% 28.6%	1 2.7% 14.3%	2 3.0% 28.6%	0 0.0% 0.0%	2 7.4% 28.6%	4 2.0% 57.1%	0 0.0% 0.0%	1 1.9% 14.3%
Dunhill	11 3.2% 100.0%	10 3.3% 90.9%	2 3.6% 18.2%	2 3.8% 18.2%	8 3.2% 72.7%	0 0.0% 0.0%	2 5.4% 18.2%	0 0.0% 0.0%	1 1.7% 9.1%	3 2.9% 27.3%	4 3.8% 36.4%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.1% 18.2%	2 5.4% 18.2%	3 4.5% 27.3%	5 4.0% 45.5%	1 3.7% 9.1%	8 4.0% 72.7%	1 5.9% 9.1%	1 1.9% 9.1%
Fuente/Arturo Fuente	32 9.2% 100.0%	29 9.6% 90.6%	6 10.7% 18.8%	5 9.6% 15.6%	24 9.6% 75.0%	1 25.0% 3.1%	3 8.1% 9.4%	0 0.0% 0.0%	5 8.5% 15.6%	13 12.5% 40.6%	6 5.7% 18.8%	0 0.0% 0.0%	1 4.8% 3.1%	3 7.7% 9.4%	3 8.1% 9.4%	6 9.0% 18.8%	5 4.0% 15.6%	1 3.7% 3.1%	21 10.6% 65.6%	1 5.9% 3.1%	6 11.5% 18.8%
Thompson	29 8.3% 100.0%	25 8.3% 86.2%	5 8.9% 17.2%	5 9.6% 17.2%	20 8.0% 69.0%	0 0.0% 0.0%	3 8.1% 10.3%	0 0.0% 0.0%	12 20.3% 41.4%	3 2.9% 10.3%	3 2.9% 10.3%	0 0.0% 0.0%	5 23.8% 17.2%	2 5.1% 6.9%	7 18.9% 24.1%	6 9.0% 20.7%	1 0.8% 3.4%	4 14.8% 13.8%	6 3.0% 20.7%	0 0.0% 0.0%	16 30.8% 55.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019314

Cigar Segmentation

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

Base: Total completes - Mass (Q19F)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	498	59	442	57	2	385	10	37	11	30	36	100	160	115	144	66	25	268	117	14	17
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	11.8%	88.8%	11.4%	0.4%	77.3%	2.0%	7.4%	2.2%	6.0%	7.2%	20.1%	32.1%	23.1%	28.9%	13.3%	5.0%	53.8%	23.5%	2.8%	3.4%
SuperNet - Mass	498	59	442	57	2	385	10	37	11	30	36	100	160	115	144	66	25	268	117	14	17
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	11.8%	88.8%	11.4%	0.4%	77.3%	2.0%	7.4%	2.2%	6.0%	7.2%	20.1%	32.1%	23.1%	28.9%	13.3%	5.0%	53.8%	23.5%	2.8%	3.4%
Net - Consolidated Cigar Co.	141	27	128	27	0	101	6	17	5	12	16	27	54	31	39	22	9	63	40	5	8
	28.3%	45.8%	29.0%	47.4%	0.0%	26.2%	60.0%	45.9%	45.5%	40.0%	44.4%	27.0%	33.8%	27.0%	27.1%	33.3%	36.0%	23.5%	34.2%	35.7%	47.1%
	100.0%	19.1%	90.8%	19.1%	0.0%	71.6%	4.3%	12.1%	3.5%	8.5%	11.3%	19.1%	38.3%	22.0%	27.7%	15.6%	6.4%	44.7%	28.4%	3.5%	5.7%
Subnet - Mass	141	27	128	27	0	101	6	17	5	12	16	27	54	31	39	22	9	63	40	5	8
	28.3%	45.8%	29.0%	47.4%	0.0%	26.2%	60.0%	45.9%	45.5%	40.0%	44.4%	27.0%	33.8%	27.0%	27.1%	33.3%	36.0%	23.5%	34.2%	35.7%	47.1%
	100.0%	19.1%	90.8%	19.1%	0.0%	71.6%	4.3%	12.1%	3.5%	8.5%	11.3%	19.1%	38.3%	22.0%	27.7%	15.6%	6.4%	44.7%	28.4%	3.5%	5.7%
Antonio y Cleopatra	41	12	37	12	0	25	2	8	4	5	9	9	20	6	13	9	5	11	15	3	5
	8.2%	20.3%	8.4%	21.1%	0.0%	6.5%	20.0%	21.6%	36.4%	16.7%	25.0%	9.0%	12.5%	5.2%	9.0%	13.6%	20.0%	4.1%	12.8%	21.4%	29.4%
	100.0%	29.3%	90.2%	29.3%	0.0%	61.0%	4.9%	19.5%	9.8%	12.2%	22.0%	22.0%	48.8%	14.6%	31.7%	22.0%	12.2%	26.8%	36.6%	7.3%	12.2%
Backwoods	36	8	33	8	0	25	3	4	0	2	4	6	12	14	4	2	1	16	11	0	1
	7.2%	13.6%	7.5%	14.0%	0.0%	6.5%	30.0%	10.8%	0.0%	6.7%	11.1%	6.0%	7.5%	12.2%	2.8%	3.0%	4.0%	6.0%	9.4%	0.0%	5.9%
	100.0%	22.2%	91.7%	22.2%	0.0%	69.4%	8.3%	11.1%	0.0%	5.6%	11.1%	16.7%	33.3%	38.9%	11.1%	5.6%	2.8%	44.4%	30.6%	0.0%	2.8%
Dutch Masters	40	4	36	4	0	32	1	2	1	3	2	11	9	8	16	8	0	24	9	1	2
	8.0%	6.8%	8.1%	7.0%	0.0%	8.3%	10.0%	5.4%	9.1%	10.0%	5.6%	11.0%	5.6%	7.0%	11.1%	12.1%	0.0%	9.0%	7.7%	7.1%	11.8%
	100.0%	10.0%	90.0%	10.0%	0.0%	80.0%	2.5%	5.0%	2.5%	7.5%	5.0%	27.5%	22.5%	20.0%	40.0%	20.0%	0.0%	60.0%	22.5%	2.5%	5.0%
El Producto	14	1	13	1	0	12	0	1	0	1	1	0	8	3	1	1	2	7	2	1	0
	2.8%	1.7%	2.9%	1.8%	0.0%	3.1%	0.0%	2.7%	0.0%	3.3%	2.8%	0.0%	5.0%	2.6%	0.7%	1.5%	8.0%	2.6%	1.7%	7.1%	0.0%
	100.0%	7.1%	92.9%	7.1%	0.0%	85.7%	0.0%	7.1%	0.0%	7.1%	7.1%	0.0%	57.1%	21.4%	7.1%	7.1%	14.3%	50.0%	14.3%	7.1%	0.0%
Muriel	10	2	9	2	0	7	0	2	0	1	0	1	5	0	5	2	1	5	3	0	0
	2.0%	3.4%	2.0%	3.5%	0.0%	1.8%	0.0%	5.4%	0.0%	3.3%	0.0%	1.0%	3.1%	0.0%	3.5%	3.0%	4.0%	1.9%	2.6%	0.0%	0.0%
	100.0%	20.0%	90.0%	20.0%	0.0%	70.0%	0.0%	20.0%	0.0%	10.0%	0.0%	10.0%	50.0%	0.0%	50.0%	20.0%	10.0%	50.0%	30.0%	0.0%	0.0%
Net - General Cigar Holdings	81	10	68	10	0	58	0	7	0	4	6	13	27	19	22	11	1	42	20	3	5
	16.3%	16.9%	15.4%	17.5%	0.0%	15.1%	0.0%	18.9%	0.0%	13.3%	16.7%	13.0%	16.9%	16.5%	15.3%	16.7%	4.0%	15.7%	17.1%	21.4%	29.4%
	100.0%	12.3%	84.0%	12.3%	0.0%	71.6%	0.0%	8.6%	0.0%	4.9%	7.4%	16.0%	33.3%	23.5%	27.2%	13.6%	1.2%	51.9%	24.7%	3.7%	6.2%
SubNet - General Cigar Co.	81	10	68	10	0	58	0	7	0	4	6	13	27	19	22	11	1	42	20	3	5
	16.3%	16.9%	15.4%	17.5%	0.0%	15.1%	0.0%	18.9%	0.0%	13.3%	16.7%	13.0%	16.9%	16.5%	15.3%	16.7%	4.0%	15.7%	17.1%	21.4%	29.4%
	100.0%	12.3%	84.0%	12.3%	0.0%	71.6%	0.0%	8.6%	0.0%	4.9%	7.4%	16.0%	33.3%	23.5%	27.2%	13.6%	1.2%	51.9%	24.7%	3.7%	6.2%
Sub-Subnet - Mass	81	10	68	10	0	58	0	7	0	4	6	13	27	19	22	11	1	42	20	3	5
	16.3%	16.9%	15.4%	17.5%	0.0%	15.1%	0.0%	18.9%	0.0%	13.3%	16.7%	13.0%	16.9%	16.5%	15.3%	16.7%	4.0%	15.7%	17.1%	21.4%	29.4%
	100.0%	12.3%	84.0%	12.3%	0.0%	71.6%	0.0%	8.6%	0.0%	4.9%	7.4%	16.0%	33.3%	23.5%	27.2%	13.6%	1.2%	51.9%	24.7%	3.7%	6.2%
Garcia y Vega/Whiffs	36	8	29	8	0	21	0	5	0	3	5	2	13	10	5	5	1	20	5	0	2
	7.2%	13.6%	6.6%	14.0%	0.0%	5.5%	0.0%	13.5%	0.0%	10.0%	13.9%	2.0%	8.1%	8.7%	3.5%	7.6%	4.0%	7.5%	4.3%	0.0%	11.8%
	100.0%	22.2%	80.6%	22.2%	0.0%	58.3%	0.0%	13.9%	0.0%	8.3%	13.9%	5.6%	36.1%	27.8%	13.9%	13.9%	2.8%	55.6%	13.9%	0.0%	5.6%
Tiparillo	22	1	17	1	0	16	0	1	0	1	0	5	7	5	10	3	0	12	9	0	1
	4.4%	1.7%	3.8%	1.8%	0.0%	4.2%	0.0%	2.7%	0.0%	3.3%	0.0%	5.0%	4.4%	4.3%	6.9%	4.5%	0.0%	4.5%	7.7%	0.0%	5.9%
	100.0%	4.5%	77.3%	4.5%	0.0%	72.7%	0.0%	4.5%	0.0%	4.5%	0.0%	22.7%	31.8%	22.7%	45.5%	13.6%	0.0%	54.5%	40.9%	0.0%	4.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019315

Cigar Segmentation

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

Base: Total completes - Mass (Q19F)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	498 100.0% 100.0%	59 100.0% 11.8%	442 100.0% 88.8%	57 100.0% 11.4%	2 100.0% 0.4%	385 100.0% 77.3%	10 100.0% 2.0%	37 100.0% 7.4%	11 100.0% 2.2%	30 100.0% 6.0%	36 100.0% 7.2%	100 100.0% 20.1%	160 100.0% 32.1%	115 100.0% 23.1%	144 100.0% 28.9%	66 100.0% 13.3%	25 100.0% 5.0%	268 100.0% 53.8%	117 100.0% 23.5%	14 100.0% 2.8%	17 100.0% 3.4%
White Owl	18 3.6% 100.0%	1 1.7% 5.6%	17 3.8% 94.4%	1 1.8% 5.6%	0 0.0% 0.0%	16 4.2% 88.9%	0 0.0% 0.0%	1 2.7% 5.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.8% 5.6%	5 5.0% 27.8%	6 3.8% 33.3%	2 1.7% 11.1%	6 4.2% 33.3%	2 3.0% 11.1%	0 0.0% 0.0%	9 3.4% 50.0%	3 2.6% 16.7%	1 7.1% 5.6%	1 5.9% 5.6%
William Penn	5 1.0% 100.0%	0 0.0% 0.0%	5 1.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 1.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 20.0%	1 0.6% 20.0%	2 1.7% 40.0%	1 0.7% 20.0%	1 1.5% 20.0%	0 0.0% 0.0%	1 0.4% 20.0%	3 2.6% 60.0%	2 14.3% 40.0%	1 5.9% 20.0%
Net - Swisher International	188 37.8% 100.0%	17 28.8% 9.0%	162 36.7% 86.2%	15 26.3% 8.0%	2 100.0% 1.1%	147 38.2% 78.2%	3 30.0% 1.6%	9 24.3% 4.8%	2 18.2% 1.1%	11 36.7% 5.9%	9 25.0% 4.8%	33 33.0% 17.6%	50 31.3% 26.6%	47 40.9% 25.0%	46 31.9% 24.5%	18 27.3% 9.6%	11 44.0% 5.9%	116 43.3% 61.7%	38 32.5% 20.2%	6 42.9% 3.2%	4 23.5% 2.1%
Bering	7 1.4% 100.0%	3 5.1% 42.9%	7 1.6% 100.0%	3 5.3% 42.9%	0 0.0% 0.0%	4 1.0% 57.1%	1 10.0% 14.3%	1 2.7% 14.3%	1 9.1% 14.3%	2 6.7% 28.6%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.9% 42.9%	2 1.7% 28.6%	1 0.7% 14.3%	2 3.0% 28.6%	1 4.0% 14.3%	1 0.4% 14.3%	5 4.3% 71.4%	0 0.0% 0.0%	0 0.0% 0.0%
King Edward	24 4.8% 100.0%	2 3.4% 8.3%	18 4.1% 75.0%	1 1.8% 4.2%	1 50.0% 4.2%	17 4.4% 70.8%	0 0.0% 0.0%	1 2.7% 4.2%	0 0.0% 0.0%	3 10.0% 12.5%	1 2.8% 4.2%	4 4.0% 16.7%	7 4.4% 29.2%	6 5.2% 25.0%	7 4.9% 29.2%	2 3.0% 8.3%	0 0.0% 0.0%	12 4.5% 50.0%	5 4.3% 20.8%	2 14.3% 8.3%	0 0.0% 0.0%
La Prima Dora	2 0.4% 100.0%	1 1.7% 50.0%	2 0.5% 100.0%	1 1.8% 50.0%	0 0.0% 0.0%	1 0.3% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.9% 50.0%	0 0.0% 0.0%	1 1.5% 50.0%	2 8.0% 100.0%	1 0.4% 50.0%	1 0.9% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%
Swisher Sweets	155 31.1% 100.0%	11 18.6% 7.1%	135 30.5% 87.1%	10 17.5% 6.5%	1 50.0% 0.6%	125 32.5% 80.6%	2 20.0% 1.3%	7 18.9% 4.5%	1 9.1% 0.6%	6 20.0% 3.9%	8 22.2% 5.2%	29 29.0% 18.7%	40 25.0% 25.8%	38 33.0% 24.5%	38 26.4% 24.5%	13 19.7% 8.4%	8 32.0% 5.2%	102 38.1% 65.8%	27 23.1% 17.4%	4 28.6% 2.6%	4 23.5% 2.6%
Net - Tabacalera	76 15.3% 100.0%	4 6.8% 5.3%	72 16.3% 94.7%	4 7.0% 5.3%	0 0.0% 0.0%	68 17.7% 89.5%	1 10.0% 1.3%	3 8.1% 3.9%	4 36.4% 5.3%	2 6.7% 2.6%	5 13.9% 6.6%	24 24.0% 31.6%	25 15.6% 32.9%	15 13.0% 19.7%	34 23.6% 44.7%	14 21.2% 18.4%	4 16.0% 5.3%	42 15.7% 55.3%	15 12.8% 19.7%	0 0.0% 0.0%	0 0.0% 0.0%
Subnet - Mass	76 15.3% 100.0%	4 6.8% 5.3%	72 16.3% 94.7%	4 7.0% 5.3%	0 0.0% 0.0%	68 17.7% 89.5%	1 10.0% 1.3%	3 8.1% 3.9%	4 36.4% 5.3%	2 6.7% 2.6%	5 13.9% 6.6%	24 24.0% 31.6%	25 15.6% 32.9%	15 13.0% 19.7%	34 23.6% 44.7%	14 21.2% 18.4%	4 16.0% 5.3%	42 15.7% 55.3%	15 12.8% 19.7%	0 0.0% 0.0%	0 0.0% 0.0%
Black & Gold/Black & Mild	29 5.8% 100.0%	1 1.7% 3.4%	27 6.1% 93.1%	1 1.8% 3.4%	0 0.0% 0.0%	26 6.8% 89.7%	0 0.0% 0.0%	1 2.7% 3.4%	0 0.0% 0.0%	0 0.0% 0.0%	2 5.6% 6.9%	7 7.0% 24.1%	12 7.5% 41.4%	7 6.1% 24.1%	8 5.6% 27.6%	3 4.5% 10.3%	2 8.0% 6.9%	16 6.0% 55.2%	4 3.4% 13.8%	0 0.0% 0.0%	0 0.0% 0.0%
Hav-a-Tampa/Jewels	27 5.4% 100.0%	0 0.0% 0.0%	26 5.9% 96.3%	0 0.0% 0.0%	0 0.0% 0.0%	26 6.8% 96.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 18.2% 7.4%	0 0.0% 0.0%	2 5.6% 7.4%	8 8.0% 29.6%	9 5.6% 33.3%	6 5.2% 22.2%	16 11.1% 59.3%	7 10.6% 25.9%	1 4.0% 3.7%	14 5.2% 51.9%	4 3.4% 14.8%	0 0.0% 0.0%	0 0.0% 0.0%
Phillies	20 4.0% 100.0%	3 5.1% 15.0%	19 4.3% 95.0%	3 5.3% 15.0%	0 0.0% 0.0%	16 4.2% 80.0%	1 10.0% 5.0%	2 5.4% 10.0%	2 18.2% 10.0%	2 6.7% 10.0%	1 2.8% 5.0%	9 9.0% 45.0%	4 2.5% 20.0%	2 1.7% 10.0%	10 6.9% 50.0%	4 6.1% 20.0%	1 4.0% 5.0%	12 4.5% 60.0%	7 6.0% 35.0%	0 0.0% 0.0%	0 0.0% 0.0%
Net - Other	12 2.4% 100.0%	1 1.7% 8.3%	12 2.7% 100.0%	1 1.8% 8.3%	0 0.0% 0.0%	11 2.9% 91.7%	0 0.0% 0.0%	1 2.7% 8.3%	0 0.0% 0.0%	1 3.3% 8.3%	0 0.0% 0.0%	3 3.0% 25.0%	4 2.5% 33.3%	3 2.6% 25.0%	3 2.1% 25.0%	1 1.5% 8.3%	0 0.0% 0.0%	5 1.9% 41.7%	4 3.4% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019316

Cigar Segmentation

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

Base: Total completes - Mass (Q19F)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	498	59	442	57	2	385	10	37	11	30	36	100	160	115	144	66	25	268	117	14	17
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	11.8%	88.8%	11.4%	0.4%	77.3%	2.0%	7.4%	2.2%	6.0%	7.2%	20.1%	32.1%	23.1%	28.9%	13.3%	5.0%	53.8%	23.5%	2.8%	3.4%
Subnet - Mass	12	1	12	1	0	11	0	1	0	1	0	3	4	3	3	1	0	5	4	0	0
	2.4%	1.7%	2.7%	1.8%	0.0%	2.9%	0.0%	2.7%	0.0%	3.3%	0.0%	3.0%	2.5%	2.6%	2.1%	1.5%	0.0%	1.9%	3.4%	0.0%	0.0%
	100.0%	8.3%	100.0%	8.3%	0.0%	91.7%	0.0%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	25.0%	25.0%	8.3%	0.0%	41.7%	33.3%	0.0%	0.0%
Middleton	12	1	12	1	0	11	0	1	0	1	0	3	4	3	3	1	0	5	4	0	0
	2.4%	1.7%	2.7%	1.8%	0.0%	2.9%	0.0%	2.7%	0.0%	3.3%	0.0%	3.0%	2.5%	2.6%	2.1%	1.5%	0.0%	1.9%	3.4%	0.0%	0.0%
	100.0%	8.3%	100.0%	8.3%	0.0%	91.7%	0.0%	8.3%	0.0%	8.3%	0.0%	25.0%	33.3%	25.0%	25.0%	8.3%	0.0%	41.7%	33.3%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019317

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
SuperNet - Premium	264	230	35	30	200	5	20	6	52	77	76	2	16	27	39	59	102	22	148	12	44
	21.5%	50.4%	6.0%	21.4%	63.3%	1.1%	33.9%	12.0%	60.5%	46.1%	41.5%	1.9%	7.4%	14.1%	15.5%	30.6%	45.7%	5.8%	32.8%	27.3%	40.4%
	100.0%	87.1%	13.3%	11.4%	75.8%	1.9%	7.6%	2.3%	19.7%	29.2%	28.8%	0.8%	6.1%	10.2%	14.8%	22.3%	38.6%	8.3%	56.1%	4.5%	16.7%
SuperNet - Mass	601	152	455	87	65	368	33	38	22	60	76	94	166	129	151	84	52	273	191	17	32
	48.9%	33.3%	78.0%	62.1%	20.6%	83.1%	55.9%	76.0%	25.6%	35.9%	41.5%	87.0%	76.5%	67.5%	60.2%	43.5%	23.3%	71.8%	42.4%	38.6%	29.4%
	100.0%	25.3%	75.7%	14.5%	10.8%	61.2%	5.5%	6.3%	3.7%	10.0%	12.6%	15.6%	27.6%	21.5%	25.1%	14.0%	8.7%	45.4%	31.8%	2.8%	5.3%
Net - Consolidated Cigar Co.	215	98	122	32	66	90	14	11	23	31	41	24	55	30	49	40	31	62	82	8	25
	17.5%	21.5%	20.9%	22.9%	20.9%	20.3%	23.7%	22.0%	26.7%	18.6%	22.4%	22.2%	25.3%	15.7%	19.5%	20.7%	13.9%	16.3%	18.2%	18.2%	22.9%
	100.0%	45.6%	56.7%	14.9%	30.7%	41.9%	6.5%	5.1%	10.7%	14.4%	19.1%	11.2%	25.6%	14.0%	22.8%	18.6%	14.4%	28.8%	38.1%	3.7%	11.6%
Subnet - Premium	57	47	6	3	44	3	2	0	14	11	21	1	3	5	13	16	23	6	35	2	9
	4.6%	10.3%	1.0%	2.1%	13.9%	0.7%	3.4%	0.0%	16.3%	6.6%	11.5%	0.9%	1.4%	2.6%	5.2%	8.3%	10.3%	1.6%	7.8%	4.5%	8.3%
	100.0%	82.5%	10.5%	5.3%	77.2%	5.3%	3.5%	0.0%	24.6%	19.3%	36.8%	1.8%	5.3%	8.8%	22.8%	28.1%	40.4%	10.5%	61.4%	3.5%	15.8%
Don Diego	6	5	0	0	5	0	0	0	1	2	3	0	0	0	1	2	2	1	3	1	0
	0.5%	1.1%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.2%	1.2%	1.6%	0.0%	0.0%	0.0%	0.4%	1.0%	0.9%	0.3%	0.7%	2.3%	0.0%
	100.0%	83.3%	0.0%	0.0%	83.3%	0.0%	0.0%	0.0%	16.7%	33.3%	50.0%	0.0%	0.0%	0.0%	16.7%	33.3%	33.3%	16.7%	50.0%	16.7%	0.0%
Montecristo	10	10	1	1	9	0	1	0	2	2	6	0	0	1	1	1	9	1	8	1	0
	0.8%	2.2%	0.2%	0.7%	2.8%	0.0%	1.7%	0.0%	2.3%	1.2%	3.3%	0.0%	0.0%	0.5%	0.4%	0.5%	4.0%	0.3%	1.8%	2.3%	0.0%
	100.0%	100.0%	10.0%	10.0%	90.0%	0.0%	10.0%	0.0%	20.0%	20.0%	60.0%	0.0%	0.0%	10.0%	10.0%	10.0%	90.0%	10.0%	80.0%	10.0%	0.0%
Royal Jamaica	13	8	3	0	8	3	0	0	3	2	5	1	2	1	3	3	6	2	7	0	1
	1.1%	1.8%	0.5%	0.0%	2.5%	0.7%	0.0%	0.0%	3.5%	1.2%	2.7%	0.9%	0.9%	0.5%	1.2%	1.6%	2.7%	0.5%	1.6%	0.0%	0.9%
	100.0%	61.5%	23.1%	0.0%	61.5%	23.1%	0.0%	0.0%	23.1%	15.4%	38.5%	7.7%	15.4%	7.7%	23.1%	23.1%	46.2%	15.4%	53.8%	0.0%	7.7%
Te-Amo	9	7	0	0	7	0	0	0	2	2	3	0	1	0	4	3	0	1	7	0	1
	0.7%	1.5%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.3%	1.2%	1.6%	0.0%	0.5%	0.0%	1.6%	1.6%	0.0%	0.3%	1.6%	0.0%	0.9%
	100.0%	77.8%	0.0%	0.0%	77.8%	0.0%	0.0%	0.0%	22.2%	22.2%	33.3%	0.0%	11.1%	0.0%	44.4%	33.3%	0.0%	11.1%	77.8%	0.0%	11.1%
Upmann/H. Upmann	19	17	2	2	15	0	1	0	6	3	4	0	0	3	4	7	6	1	10	0	7
	1.5%	3.7%	0.3%	1.4%	4.7%	0.0%	1.7%	0.0%	7.0%	1.8%	2.2%	0.0%	0.0%	1.6%	1.6%	3.6%	2.7%	0.3%	2.2%	0.0%	6.4%
	100.0%	89.5%	10.5%	10.5%	78.9%	0.0%	5.3%	0.0%	31.6%	15.8%	21.1%	0.0%	0.0%	15.8%	21.1%	36.8%	31.6%	5.3%	52.6%	0.0%	36.8%
Subnet - Mass	158	51	116	29	22	87	12	11	9	20	20	23	52	25	36	24	8	56	47	6	16
	12.9%	11.2%	19.9%	20.7%	7.0%	19.6%	20.3%	22.0%	10.5%	12.0%	10.9%	21.3%	24.0%	13.1%	14.3%	12.4%	3.6%	14.7%	10.4%	13.6%	14.7%
	100.0%	32.3%	73.4%	18.4%	13.9%	55.1%	7.6%	7.0%	5.7%	12.7%	12.7%	14.6%	32.9%	15.8%	22.8%	15.2%	5.1%	35.4%	29.7%	3.8%	10.1%
Antonio y Cleopatra	41	20	28	9	11	19	5	2	5	6	7	7	12	8	8	8	4	7	14	3	10
	3.3%	4.4%	4.8%	6.4%	3.5%	4.3%	8.5%	4.0%	5.8%	3.6%	3.8%	6.5%	5.5%	4.2%	3.2%	4.1%	1.8%	1.8%	3.1%	6.8%	9.2%
	100.0%	48.8%	68.3%	22.0%	26.8%	46.3%	12.2%	4.9%	12.2%	14.6%	17.1%	17.1%	29.3%	19.5%	19.5%	19.5%	9.8%	17.1%	34.1%	7.3%	24.4%
Backwoods	21	6	17	4	2	13	1	2	0	1	3	3	6	6	3	3	1	7	8	0	1
	1.7%	1.3%	2.9%	2.9%	0.6%	2.9%	1.7%	4.0%	0.0%	0.6%	1.6%	2.8%	2.8%	3.1%	1.2%	1.6%	0.4%	1.8%	1.8%	0.0%	0.9%
	100.0%	28.6%	81.0%	19.0%	9.5%	61.9%	4.8%	9.5%	0.0%	4.8%	14.3%	14.3%	28.6%	28.6%	14.3%	14.3%	4.8%	33.3%	38.1%	0.0%	4.8%
Dutch Masters	62	20	48	15	5	33	6	6	3	12	6	11	20	8	19	9	1	28	17	1	4
	5.0%	4.4%	8.2%	10.7%	1.6%	7.4%	10.2%	12.0%	3.5%	7.2%	3.3%	10.2%	9.2%	4.2%	7.6%	4.7%	0.4%	7.4%	3.8%	2.3%	3.7%
	100.0%	32.3%	77.4%	24.2%	8.1%	53.2%	9.7%	9.7%	4.8%	19.4%	9.7%	17.7%	32.3%	12.9%	30.6%	14.5%	1.6%	45.2%	27.4%	1.6%	6.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019318

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
El Producto	23	4	16	1	3	15	0	1	1	1	2	1	11	2	3	3	2	7	5	2	1
	1.9%	0.9%	2.7%	0.7%	0.9%	3.4%	0.0%	2.0%	1.2%	0.6%	1.1%	0.9%	5.1%	1.0%	1.2%	1.6%	0.9%	1.8%	1.1%	4.5%	0.9%
	100.0%	17.4%	69.6%	4.3%	13.0%	65.2%	0.0%	4.3%	4.3%	4.3%	8.7%	4.3%	47.8%	8.7%	13.0%	13.0%	8.7%	30.4%	21.7%	8.7%	4.3%
Muriel	11	1	7	0	1	7	0	0	0	0	2	1	3	1	3	1	0	7	3	0	0
	0.9%	0.2%	1.2%	0.0%	0.3%	1.6%	0.0%	0.0%	0.0%	0.0%	1.1%	0.9%	1.4%	0.5%	1.2%	0.5%	0.0%	1.8%	0.7%	0.0%	0.0%
	100.0%	9.1%	63.6%	0.0%	9.1%	63.6%	0.0%	0.0%	0.0%	0.0%	18.2%	9.1%	27.3%	9.1%	27.3%	9.1%	0.0%	63.6%	27.3%	0.0%	0.0%
Net - General Cigar Holdings	229	152	88	38	114	50	17	15	23	59	50	12	42	33	41	44	66	55	106	9	20
	18.6%	33.3%	15.1%	27.1%	36.1%	11.3%	28.8%	30.0%	26.7%	35.3%	27.3%	11.1%	19.4%	17.3%	16.3%	22.8%	29.6%	14.5%	23.5%	20.5%	18.3%
	100.0%	66.4%	38.4%	16.6%	49.8%	21.8%	7.4%	6.6%	10.0%	25.8%	21.8%	5.2%	18.3%	14.4%	17.9%	19.2%	28.8%	24.0%	46.3%	3.9%	8.7%
Subnet-General Cigar Holdings - Premium	132	119	20	19	100	1	11	5	20	42	39	1	9	12	15	30	61	10	71	6	14
	10.7%	26.1%	3.4%	13.6%	31.6%	0.2%	18.6%	10.0%	23.3%	25.1%	21.3%	0.9%	4.1%	6.3%	6.0%	15.5%	27.4%	2.6%	15.7%	13.6%	12.8%
	100.0%	90.2%	15.2%	14.4%	75.8%	0.8%	8.3%	3.8%	15.2%	31.8%	29.5%	0.8%	6.8%	9.1%	11.4%	22.7%	46.2%	7.6%	53.8%	4.5%	10.6%
SubNet - General Cigar Co.	204	129	85	35	94	50	15	14	18	46	47	12	42	28	35	33	59	55	93	9	15
	16.6%	28.3%	14.6%	25.0%	29.7%	11.3%	25.4%	28.0%	20.9%	27.5%	25.7%	11.1%	19.4%	14.7%	13.9%	17.1%	26.5%	14.5%	20.6%	20.5%	13.8%
	100.0%	63.2%	41.7%	17.2%	46.1%	24.5%	7.4%	6.9%	8.8%	22.5%	23.0%	5.9%	20.6%	13.7%	17.2%	16.2%	28.9%	27.0%	45.6%	4.4%	7.4%
Sub-Subnet - Premium	107	96	17	16	80	1	9	4	15	29	36	1	9	7	9	19	54	10	58	6	9
	8.7%	21.1%	2.9%	11.4%	25.3%	0.2%	15.3%	8.0%	17.4%	17.4%	19.7%	0.9%	4.1%	3.7%	3.6%	9.8%	24.2%	2.6%	12.9%	13.6%	8.3%
	100.0%	89.7%	15.9%	15.0%	74.8%	0.9%	8.4%	3.7%	14.0%	27.1%	33.6%	0.9%	8.4%	6.5%	8.4%	17.8%	50.5%	9.3%	54.2%	5.6%	8.4%
Cohiba	10	8	0	0	8	0	0	0	2	3	3	0	0	0	0	2	7	0	6	0	0
	0.8%	1.8%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	2.3%	1.8%	1.6%	0.0%	0.0%	0.0%	0.0%	1.0%	3.1%	0.0%	1.3%	0.0%	0.0%
	100.0%	80.0%	0.0%	0.0%	80.0%	0.0%	0.0%	0.0%	20.0%	30.0%	30.0%	0.0%	0.0%	0.0%	0.0%	20.0%	70.0%	0.0%	60.0%	0.0%	0.0%
Cifuentes	3	2	1	0	2	1	0	0	0	2	0	0	0	1	0	1	2	1	2	0	0
	0.2%	0.4%	0.2%	0.0%	0.6%	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	0.9%	0.3%	0.4%	0.0%	0.0%
	100.0%	66.7%	33.3%	0.0%	66.7%	33.3%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	33.3%	0.0%	33.3%	66.7%	33.3%	66.7%	0.0%	0.0%
Macanudo	82	74	12	12	62	0	6	4	11	20	31	1	7	5	8	11	39	7	45	6	7
	6.7%	16.2%	2.1%	8.6%	19.6%	0.0%	10.2%	8.0%	12.8%	12.0%	16.9%	0.9%	3.2%	2.6%	3.2%	5.7%	17.5%	1.8%	10.0%	13.6%	6.4%
	100.0%	90.2%	14.6%	14.6%	75.6%	0.0%	7.3%	4.9%	13.4%	24.4%	37.8%	1.2%	8.5%	6.1%	9.8%	13.4%	47.6%	8.5%	54.9%	7.3%	8.5%
Macanudo Vintage	2	2	2	2	0	0	2	0	1	1	0	0	1	0	1	1	1	1	2	0	0
	0.2%	0.4%	0.3%	1.4%	0.0%	0.0%	3.4%	0.0%	1.2%	0.6%	0.0%	0.0%	0.5%	0.0%	0.4%	0.5%	0.4%	0.3%	0.4%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%	50.0%	50.0%	100.0%	0.0%	0.0%
Partagas	9	9	2	2	7	0	1	0	1	3	1	0	1	1	0	3	4	1	3	0	2
	0.7%	2.0%	0.3%	1.4%	2.2%	0.0%	1.7%	0.0%	1.2%	1.8%	0.5%	0.0%	0.5%	0.5%	0.0%	1.6%	1.8%	0.3%	0.7%	0.0%	1.8%
	100.0%	100.0%	22.2%	22.2%	77.8%	0.0%	11.1%	0.0%	11.1%	33.3%	11.1%	0.0%	11.1%	11.1%	0.0%	33.3%	44.4%	11.1%	33.3%	0.0%	22.2%
Partagas Limited Reserve	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0
	0.1%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Sub-Subnet - Mass	97	33	68	19	14	49	6	10	3	17	11	11	33	21	26	14	5	45	35	3	6
	7.9%	7.2%	11.7%	13.6%	4.4%	11.1%	10.2%	20.0%	3.5%	10.2%	6.0%	10.2%	15.2%	11.0%	10.4%	7.3%	2.2%	11.8%	7.8%	6.8%	5.5%
	100.0%	34.0%	70.1%	19.6%	14.4%	50.5%	6.2%	10.3%	3.1%	17.5%	11.3%	11.3%	34.0%	21.6%	26.8%	14.4%	5.2%	46.4%	36.1%	3.1%	6.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019319

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Garcia y Vega/Whiffs	36	17	25	10	7	15	3	6	1	9	8	2	14	8	6	7	2	19	10	0	2
	2.9%	3.7%	4.3%	7.1%	2.2%	3.4%	5.1%	12.0%	1.2%	5.4%	4.4%	1.9%	6.5%	4.2%	2.4%	3.6%	0.9%	5.0%	2.2%	0.0%	1.8%
	100.0%	47.2%	69.4%	27.8%	19.4%	41.7%	8.3%	16.7%	2.8%	25.0%	22.2%	5.6%	38.9%	22.2%	16.7%	19.4%	5.6%	52.8%	27.8%	0.0%	5.6%
Tiparillo	31	7	20	2	5	18	1	1	1	5	0	6	9	5	12	2	0	10	16	1	3
	2.5%	1.5%	3.4%	1.4%	1.6%	4.1%	1.7%	2.0%	1.2%	3.0%	0.0%	5.6%	4.1%	2.6%	4.8%	1.0%	0.0%	2.6%	3.5%	2.3%	2.8%
	100.0%	22.6%	64.5%	6.5%	16.1%	58.1%	3.2%	3.2%	3.2%	16.1%	0.0%	19.4%	29.0%	16.1%	38.7%	6.5%	0.0%	32.3%	51.6%	3.2%	9.7%
White Owl	26	7	20	6	1	14	2	2	1	2	3	3	8	7	8	5	2	14	8	2	1
	2.1%	1.5%	3.4%	4.3%	0.3%	3.2%	3.4%	4.0%	1.2%	1.2%	1.6%	2.8%	3.7%	3.7%	3.2%	2.6%	0.9%	3.7%	1.8%	4.5%	0.9%
	100.0%	26.9%	76.9%	23.1%	3.8%	53.8%	7.7%	7.7%	3.8%	7.7%	11.5%	11.5%	30.8%	26.9%	30.8%	19.2%	7.7%	53.8%	30.8%	7.7%	3.8%
William Penn	4	2	3	1	1	2	0	1	0	1	0	0	2	1	0	0	1	2	1	0	0
	0.3%	0.4%	0.5%	0.7%	0.3%	0.5%	0.0%	2.0%	0.0%	0.6%	0.0%	0.0%	0.9%	0.5%	0.0%	0.0%	0.4%	0.5%	0.2%	0.0%	0.0%
	100.0%	50.0%	75.0%	25.0%	25.0%	50.0%	0.0%	25.0%	0.0%	25.0%	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	25.0%	50.0%	25.0%	0.0%	0.0%
SubNet - Villazon	25	23	3	3	20	0	2	1	5	13	3	0	0	5	6	11	7	0	13	0	5
	2.0%	5.0%	0.5%	2.1%	6.3%	0.0%	3.4%	2.0%	5.8%	7.8%	1.6%	0.0%	0.0%	2.6%	2.4%	5.7%	3.1%	0.0%	2.9%	0.0%	4.6%
	100.0%	92.0%	12.0%	12.0%	80.0%	0.0%	8.0%	4.0%	20.0%	52.0%	12.0%	0.0%	0.0%	20.0%	24.0%	44.0%	28.0%	0.0%	52.0%	0.0%	20.0%
Hoyo de Monterrey	4	3	0	0	3	0	0	0	1	1	2	0	0	1	1	1	0	0	3	0	1
	0.3%	0.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.2%	0.6%	1.1%	0.0%	0.0%	0.5%	0.4%	0.5%	0.0%	0.0%	0.7%	0.0%	0.9%
	100.0%	75.0%	0.0%	0.0%	75.0%	0.0%	0.0%	0.0%	25.0%	25.0%	50.0%	0.0%	0.0%	25.0%	25.0%	25.0%	0.0%	0.0%	75.0%	0.0%	25.0%
Hoyo de Monterrey Excalibur	8	7	1	1	6	0	1	0	1	4	0	0	0	2	3	3	3	0	4	0	2
	0.7%	1.5%	0.2%	0.7%	1.9%	0.0%	1.7%	0.0%	1.2%	2.4%	0.0%	0.0%	0.0%	1.0%	1.2%	1.6%	1.3%	0.0%	0.9%	0.0%	1.8%
	100.0%	87.5%	12.5%	12.5%	75.0%	0.0%	12.5%	0.0%	12.5%	50.0%	0.0%	0.0%	0.0%	25.0%	37.5%	37.5%	37.5%	0.0%	50.0%	0.0%	25.0%
Punch	12	12	2	2	10	0	1	1	3	7	1	0	0	2	2	6	4	0	5	0	2
	1.0%	2.6%	0.3%	1.4%	3.2%	0.0%	1.7%	2.0%	3.5%	4.2%	0.5%	0.0%	0.0%	1.0%	0.8%	3.1%	1.8%	0.0%	1.1%	0.0%	1.8%
	100.0%	100.0%	16.7%	16.7%	83.3%	0.0%	8.3%	8.3%	25.0%	58.3%	8.3%	0.0%	0.0%	16.7%	16.7%	50.0%	33.3%	0.0%	41.7%	0.0%	16.7%
Punch Grand Cru	1	1	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0
	0.1%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Net - Swisher International	249	51	184	24	27	160	9	10	5	19	37	38	55	58	54	30	29	124	81	8	9
	20.3%	11.2%	31.6%	17.1%	8.5%	36.1%	15.3%	20.0%	5.8%	11.4%	20.2%	35.2%	25.3%	30.4%	21.5%	15.5%	13.0%	32.6%	18.0%	18.2%	8.3%
	100.0%	20.5%	73.9%	9.6%	10.8%	64.3%	3.6%	4.0%	2.0%	7.6%	14.9%	15.3%	22.1%	23.3%	21.7%	12.0%	11.6%	49.8%	32.5%	3.2%	3.6%
Bering	9	6	2	1	5	1	0	0	2	2	2	0	0	4	2	5	0	2	6	0	1
	0.7%	1.3%	0.3%	0.7%	1.6%	0.2%	0.0%	0.0%	2.3%	1.2%	1.1%	0.0%	0.0%	2.1%	0.8%	2.6%	0.0%	0.5%	1.3%	0.0%	0.9%
	100.0%	66.7%	22.2%	11.1%	55.6%	11.1%	0.0%	0.0%	22.2%	22.2%	22.2%	0.0%	0.0%	44.4%	22.2%	55.6%	0.0%	22.2%	66.7%	0.0%	11.1%
King Edward	38	7	29	4	3	25	1	2	1	4	5	6	10	10	10	6	6	18	13	2	3
	3.1%	1.5%	5.0%	2.9%	0.9%	5.6%	1.7%	4.0%	1.2%	2.4%	2.7%	5.6%	4.6%	5.2%	4.0%	3.1%	2.7%	4.7%	2.9%	4.5%	2.8%
	100.0%	18.4%	76.3%	10.5%	7.9%	65.8%	2.6%	5.3%	2.6%	10.5%	13.2%	15.8%	26.3%	26.3%	26.3%	15.8%	15.8%	47.4%	34.2%	5.3%	7.9%
La Prima Dora	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0
	0.1%	0.2%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019320

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Swisher Sweets	201	37	152	18	19	134	8	8	2	13	30	32	45	44	42	19	22	104	61	6	5
	16.4%	8.1%	26.1%	12.9%	6.0%	30.2%	13.6%	16.0%	2.3%	7.8%	16.4%	29.6%	20.7%	23.0%	16.7%	9.8%	9.9%	27.4%	13.5%	13.6%	4.6%
	100.0%	18.4%	75.6%	9.0%	9.5%	66.7%	4.0%	4.0%	1.0%	6.5%	14.9%	15.9%	22.4%	21.9%	20.9%	9.5%	10.9%	51.7%	30.3%	3.0%	2.5%
Net - Tabacalera	94	21	80	16	5	64	7	7	5	6	10	20	22	24	33	15	13	43	30	1	1
	7.6%	4.6%	13.7%	11.4%	1.6%	14.4%	11.9%	14.0%	5.8%	3.6%	5.5%	18.5%	10.1%	12.6%	13.1%	7.8%	5.8%	11.3%	6.7%	2.3%	0.9%
	100.0%	22.3%	85.1%	17.0%	5.3%	68.1%	7.4%	7.4%	5.3%	6.4%	10.6%	21.3%	23.4%	25.5%	35.1%	16.0%	13.8%	45.7%	31.9%	1.1%	1.1%
Subnet - Premium	6	5	2	2	3	0	1	1	0	2	3	0	0	2	0	0	3	0	4	1	0
	0.5%	1.1%	0.3%	1.4%	0.9%	0.0%	1.7%	2.0%	0.0%	1.2%	1.6%	0.0%	0.0%	1.0%	0.0%	0.0%	1.3%	0.0%	0.9%	2.3%	0.0%
	100.0%	83.3%	33.3%	33.3%	50.0%	0.0%	16.7%	16.7%	0.0%	33.3%	50.0%	0.0%	0.0%	33.3%	0.0%	0.0%	50.0%	0.0%	66.7%	16.7%	0.0%
Romeo y Julieta	6	5	2	2	3	0	1	1	0	2	3	0	0	2	0	0	3	0	4	1	0
	0.5%	1.1%	0.3%	1.4%	0.9%	0.0%	1.7%	2.0%	0.0%	1.2%	1.6%	0.0%	0.0%	1.0%	0.0%	0.0%	1.3%	0.0%	0.9%	2.3%	0.0%
	100.0%	83.3%	33.3%	33.3%	50.0%	0.0%	16.7%	16.7%	0.0%	33.3%	50.0%	0.0%	0.0%	33.3%	0.0%	0.0%	50.0%	0.0%	66.7%	16.7%	0.0%
Subnet - Mass	88	16	78	14	2	64	6	6	5	4	7	20	22	22	33	15	10	43	26	0	1
	7.2%	3.5%	13.4%	10.0%	0.6%	14.4%	10.2%	12.0%	5.8%	2.4%	3.8%	18.5%	10.1%	11.5%	13.1%	7.8%	4.5%	11.3%	5.8%	0.0%	0.9%
	100.0%	18.2%	88.6%	15.9%	2.3%	72.7%	6.8%	6.8%	5.7%	4.5%	8.0%	22.7%	25.0%	25.0%	37.5%	17.0%	11.4%	48.9%	29.5%	0.0%	1.1%
Black & Gold/Black & Mild	30	6	28	6	0	22	4	2	2	2	3	7	8	6	9	4	5	11	11	0	1
	2.4%	1.3%	4.8%	4.3%	0.0%	5.0%	6.8%	4.0%	2.3%	1.2%	1.6%	6.5%	3.7%	3.1%	3.6%	2.1%	2.2%	2.9%	2.4%	0.0%	0.9%
	100.0%	20.0%	93.3%	20.0%	0.0%	73.3%	13.3%	6.7%	6.7%	6.7%	10.0%	23.3%	26.7%	20.0%	30.0%	13.3%	16.7%	36.7%	36.7%	0.0%	3.3%
Hav-a-Tampa/Jewels	42	8	37	7	1	30	2	3	2	2	3	9	11	13	16	8	4	20	12	0	0
	3.4%	1.8%	6.3%	5.0%	0.3%	6.8%	3.4%	6.0%	2.3%	1.2%	1.6%	8.3%	5.1%	6.8%	6.4%	4.1%	1.8%	5.3%	2.7%	0.0%	0.0%
	100.0%	19.0%	88.1%	16.7%	2.4%	71.4%	4.8%	7.1%	4.8%	4.8%	7.1%	21.4%	26.2%	31.0%	38.1%	19.0%	9.5%	47.6%	28.6%	0.0%	0.0%
Phillies	16	2	13	1	1	12	0	1	1	0	1	4	3	3	8	3	1	12	3	0	0
	1.3%	0.4%	2.2%	0.7%	0.3%	2.7%	0.0%	2.0%	1.2%	0.0%	0.5%	3.7%	1.4%	1.6%	3.2%	1.6%	0.4%	3.2%	0.7%	0.0%	0.0%
	100.0%	12.5%	81.3%	6.3%	6.3%	75.0%	0.0%	6.3%	6.3%	0.0%	6.3%	25.0%	18.8%	18.8%	50.0%	18.8%	6.3%	75.0%	18.8%	0.0%	0.0%
Net - Other	185	80	46	13	67	33	9	2	21	37	19	7	22	22	35	31	32	40	79	6	35
	15.1%	17.5%	7.9%	9.3%	21.2%	7.4%	15.3%	4.0%	24.4%	22.2%	10.4%	6.5%	10.1%	11.5%	13.9%	16.1%	14.3%	10.5%	17.5%	13.6%	32.1%
	100.0%	43.2%	24.9%	7.0%	36.2%	17.8%	4.9%	1.1%	11.4%	20.0%	10.3%	3.8%	11.9%	11.9%	18.9%	16.8%	17.3%	21.6%	42.7%	3.2%	18.9%
Subnet - Premium	69	59	7	6	53	1	6	0	18	22	13	0	4	8	11	13	15	6	38	3	21
	5.6%	12.9%	1.2%	4.3%	16.8%	0.2%	10.2%	0.0%	20.9%	13.2%	7.1%	0.0%	1.8%	4.2%	4.4%	6.7%	6.7%	1.6%	8.4%	6.8%	19.3%
	100.0%	85.5%	10.1%	8.7%	76.8%	1.4%	8.7%	0.0%	26.1%	31.9%	18.8%	0.0%	5.8%	11.6%	15.9%	18.8%	21.7%	8.7%	55.1%	4.3%	30.4%
Ashton	5	3	0	0	3	0	0	0	1	2	1	0	0	1	1	1	1	0	3	1	1
	0.4%	0.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.2%	1.2%	0.5%	0.0%	0.0%	0.5%	0.4%	0.5%	0.4%	0.0%	0.7%	2.3%	0.9%
	100.0%	60.0%	0.0%	0.0%	60.0%	0.0%	0.0%	0.0%	20.0%	40.0%	20.0%	0.0%	0.0%	20.0%	20.0%	20.0%	20.0%	0.0%	60.0%	20.0%	20.0%
Bahia	1	0	1	0	0	1	0	0	1	0	0	0	1	0	1	0	0	1	0	0	0
	0.1%	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.5%	0.0%	0.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Davidoff	4	4	1	1	3	0	1	0	0	1	2	0	0	1	1	1	4	0	4	0	0
	0.3%	0.9%	0.2%	0.7%	0.9%	0.0%	1.7%	0.0%	0.0%	0.6%	1.1%	0.0%	0.0%	0.5%	0.4%	0.5%	1.8%	0.0%	0.9%	0.0%	0.0%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	25.0%	0.0%	0.0%	25.0%	50.0%	0.0%	0.0%	25.0%	25.0%	25.0%	100.0%	0.0%	100.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019321

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Don Tomas	9	8	1	1	7	0	1	0	2	1	5	0	0	1	1	2	2	2	5	0	1
	0.7%	1.8%	0.2%	0.7%	2.2%	0.0%	1.7%	0.0%	2.3%	0.6%	2.7%	0.0%	0.0%	0.5%	0.4%	1.0%	0.9%	0.5%	1.1%	0.0%	0.9%
	100.0%	88.9%	11.1%	11.1%	77.8%	0.0%	11.1%	0.0%	22.2%	11.1%	55.6%	0.0%	0.0%	11.1%	11.1%	22.2%	22.2%	22.2%	55.6%	0.0%	11.1%
Dunhill	8	8	2	2	6	0	2	0	1	4	2	0	1	1	1	3	2	1	4	1	2
	0.7%	1.8%	0.3%	1.4%	1.9%	0.0%	3.4%	0.0%	1.2%	2.4%	1.1%	0.0%	0.5%	0.5%	0.4%	1.6%	0.9%	0.3%	0.9%	2.3%	1.8%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	25.0%	0.0%	12.5%	50.0%	25.0%	0.0%	12.5%	12.5%	12.5%	37.5%	25.0%	12.5%	50.0%	12.5%	25.0%
Fuente/Arturo Fuente	25	23	2	2	21	0	2	0	6	13	3	0	1	3	3	6	5	1	16	1	6
	2.0%	5.0%	0.3%	1.4%	6.6%	0.0%	3.4%	0.0%	7.0%	7.8%	1.6%	0.0%	0.5%	1.6%	1.2%	3.1%	2.2%	0.3%	3.5%	2.3%	5.5%
	100.0%	92.0%	8.0%	8.0%	84.0%	0.0%	8.0%	0.0%	24.0%	52.0%	12.0%	0.0%	4.0%	12.0%	12.0%	24.0%	20.0%	4.0%	64.0%	4.0%	24.0%
Thompson	17	13	0	0	13	0	0	0	7	1	0	0	1	1	3	0	1	1	6	0	11
	1.4%	2.9%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	8.1%	0.6%	0.0%	0.0%	0.5%	0.5%	1.2%	0.0%	0.4%	0.3%	1.3%	0.0%	10.1%
	100.0%	76.5%	0.0%	0.0%	76.5%	0.0%	0.0%	0.0%	41.2%	5.9%	0.0%	0.0%	5.9%	5.9%	17.6%	0.0%	5.9%	5.9%	35.3%	0.0%	64.7%
Subnet - Mass	9	1	9	1	0	8	0	1	0	0	1	2	4	3	2	1	0	5	2	0	0
	0.7%	0.2%	1.5%	0.7%	0.0%	1.8%	0.0%	2.0%	0.0%	0.0%	0.5%	1.9%	1.8%	1.6%	0.8%	0.5%	0.0%	1.3%	0.4%	0.0%	0.0%
	100.0%	11.1%	100.0%	11.1%	0.0%	88.9%	0.0%	11.1%	0.0%	0.0%	11.1%	22.2%	44.4%	33.3%	22.2%	11.1%	0.0%	55.6%	22.2%	0.0%	0.0%
Middleton	9	1	9	1	0	8	0	1	0	0	1	2	4	3	2	1	0	5	2	0	0
	0.7%	0.2%	1.5%	0.7%	0.0%	1.8%	0.0%	2.0%	0.0%	0.0%	0.5%	1.9%	1.8%	1.6%	0.8%	0.5%	0.0%	1.3%	0.4%	0.0%	0.0%
	100.0%	11.1%	100.0%	11.1%	0.0%	88.9%	0.0%	11.1%	0.0%	0.0%	11.1%	22.2%	44.4%	33.3%	22.2%	11.1%	0.0%	55.6%	22.2%	0.0%	0.0%
Other	107	20	30	6	14	24	3	1	3	15	5	5	14	11	22	17	17	29	39	3	14
	8.7%	4.4%	5.1%	4.3%	4.4%	5.4%	5.1%	2.0%	3.5%	9.0%	2.7%	4.6%	6.5%	5.8%	8.8%	8.8%	7.6%	7.6%	8.6%	6.8%	12.8%
	100.0%	18.7%	28.0%	5.6%	13.1%	22.4%	2.8%	0.9%	2.8%	14.0%	4.7%	4.7%	13.1%	10.3%	20.6%	15.9%	15.9%	27.1%	36.4%	2.8%	13.1%
No answer	257	54	63	17	37	46	3	5	9	15	26	7	21	24	39	33	52	56	73	12	19
	20.9%	11.8%	10.8%	12.1%	11.7%	10.4%	5.1%	10.0%	10.5%	9.0%	14.2%	6.5%	9.7%	12.6%	15.5%	17.1%	23.3%	14.7%	16.2%	27.3%	17.4%
	100.0%	21.0%	24.5%	6.6%	14.4%	17.9%	1.2%	1.9%	3.5%	5.8%	10.1%	2.7%	8.2%	9.3%	15.2%	12.8%	20.2%	21.8%	28.4%	4.7%	7.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019322

Cigar Segmentation

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

Base: Total completes - Premium (Q19G)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	264	230	35	30	200	5	20	6	52	77	76	2	16	27	39	59	102	22	148	12	44
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	87.1%	13.3%	11.4%	75.8%	1.9%	7.6%	2.3%	19.7%	29.2%	28.8%	0.8%	6.1%	10.2%	14.8%	22.3%	38.6%	8.3%	56.1%	4.5%	16.7%
SuperNet - Premium	264	230	35	30	200	5	20	6	52	77	76	2	16	27	39	59	102	22	148	12	44
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	87.1%	13.3%	11.4%	75.8%	1.9%	7.6%	2.3%	19.7%	29.2%	28.8%	0.8%	6.1%	10.2%	14.8%	22.3%	38.6%	8.3%	56.1%	4.5%	16.7%
Net - Consolidated Cigar Co.	57	47	6	3	44	3	2	0	14	11	21	1	3	5	13	16	23	6	35	2	9
	21.6%	20.4%	17.1%	10.0%	22.0%	60.0%	10.0%	0.0%	26.9%	14.3%	27.6%	50.0%	18.8%	18.5%	33.3%	27.1%	22.5%	27.3%	23.6%	16.7%	20.5%
	100.0%	82.5%	10.5%	5.3%	77.2%	5.3%	3.5%	0.0%	24.6%	19.3%	36.8%	1.8%	5.3%	8.8%	22.8%	28.1%	40.4%	10.5%	61.4%	3.5%	15.8%
Subnet - Premium	57	47	6	3	44	3	2	0	14	11	21	1	3	5	13	16	23	6	35	2	9
	21.6%	20.4%	17.1%	10.0%	22.0%	60.0%	10.0%	0.0%	26.9%	14.3%	27.6%	50.0%	18.8%	18.5%	33.3%	27.1%	22.5%	27.3%	23.6%	16.7%	20.5%
	100.0%	82.5%	10.5%	5.3%	77.2%	5.3%	3.5%	0.0%	24.6%	19.3%	36.8%	1.8%	5.3%	8.8%	22.8%	28.1%	40.4%	10.5%	61.4%	3.5%	15.8%
Don Diego	6	5	0	0	5	0	0	0	1	2	3	0	0	0	1	2	2	1	3	1	0
	2.3%	2.2%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	1.9%	2.6%	3.9%	0.0%	0.0%	0.0%	2.6%	3.4%	2.0%	4.5%	2.0%	8.3%	0.0%
	100.0%	83.3%	0.0%	0.0%	83.3%	0.0%	0.0%	0.0%	16.7%	33.3%	50.0%	0.0%	0.0%	0.0%	16.7%	33.3%	33.3%	16.7%	50.0%	16.7%	0.0%
Montecristo	10	10	1	1	9	0	1	0	2	2	6	0	0	1	1	1	9	1	8	1	0
	3.8%	4.3%	2.9%	3.3%	4.5%	0.0%	5.0%	0.0%	3.8%	2.6%	7.9%	0.0%	0.0%	3.7%	2.6%	1.7%	8.8%	4.5%	5.4%	8.3%	0.0%
	100.0%	100.0%	10.0%	10.0%	90.0%	0.0%	10.0%	0.0%	20.0%	20.0%	60.0%	0.0%	0.0%	10.0%	10.0%	10.0%	90.0%	10.0%	80.0%	10.0%	0.0%
Royal Jamaica	13	8	3	0	8	3	0	0	3	2	5	1	2	1	3	3	6	2	7	0	1
	4.9%	3.5%	8.6%	0.0%	4.0%	60.0%	0.0%	0.0%	5.8%	2.6%	6.6%	50.0%	12.5%	3.7%	7.7%	5.1%	5.9%	9.1%	4.7%	0.0%	2.3%
	100.0%	61.5%	23.1%	0.0%	61.5%	23.1%	0.0%	0.0%	23.1%	15.4%	38.5%	7.7%	15.4%	7.7%	23.1%	23.1%	46.2%	15.4%	53.8%	0.0%	7.7%
Te-Amo	9	7	0	0	7	0	0	0	2	2	3	0	1	0	4	3	0	1	7	0	1
	3.4%	3.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	3.8%	2.6%	3.9%	0.0%	6.3%	0.0%	10.3%	5.1%	0.0%	4.5%	4.7%	0.0%	2.3%
	100.0%	77.8%	0.0%	0.0%	77.8%	0.0%	0.0%	0.0%	22.2%	22.2%	33.3%	0.0%	11.1%	0.0%	44.4%	33.3%	0.0%	11.1%	77.8%	0.0%	11.1%
Upmann/H. Upmann	19	17	2	2	15	0	1	0	6	3	4	0	0	3	4	7	6	1	10	0	7
	7.2%	7.4%	5.7%	6.7%	7.5%	0.0%	5.0%	0.0%	11.5%	3.9%	5.3%	0.0%	0.0%	11.1%	10.3%	11.9%	5.9%	4.5%	6.8%	0.0%	15.9%
	100.0%	89.5%	10.5%	10.5%	78.9%	0.0%	5.3%	0.0%	31.6%	15.8%	21.1%	0.0%	0.0%	15.8%	21.1%	36.8%	31.6%	5.3%	52.6%	0.0%	36.8%
Net - General Cigar Holdings	132	119	20	19	100	1	11	5	20	42	39	1	9	12	15	30	61	10	71	6	14
	50.0%	51.7%	57.1%	63.3%	50.0%	20.0%	55.0%	83.3%	38.5%	54.5%	51.3%	50.0%	56.3%	44.4%	38.5%	50.8%	59.8%	45.5%	48.0%	50.0%	31.8%
	100.0%	90.2%	15.2%	14.4%	75.8%	0.8%	8.3%	3.8%	15.2%	31.8%	29.5%	0.8%	6.8%	9.1%	11.4%	22.7%	46.2%	7.6%	53.8%	4.5%	10.6%
Subnet-General Cigar Holdings - Premium	132	119	20	19	100	1	11	5	20	42	39	1	9	12	15	30	61	10	71	6	14
	50.0%	51.7%	57.1%	63.3%	50.0%	20.0%	55.0%	83.3%	38.5%	54.5%	51.3%	50.0%	56.3%	44.4%	38.5%	50.8%	59.8%	45.5%	48.0%	50.0%	31.8%
	100.0%	90.2%	15.2%	14.4%	75.8%	0.8%	8.3%	3.8%	15.2%	31.8%	29.5%	0.8%	6.8%	9.1%	11.4%	22.7%	46.2%	7.6%	53.8%	4.5%	10.6%
SubNet - General Cigar Co.	107	96	17	16	80	1	9	4	15	29	36	1	9	7	9	19	54	10	58	6	9
	40.5%	41.7%	48.6%	53.3%	40.0%	20.0%	45.0%	66.7%	28.8%	37.7%	47.4%	50.0%	56.3%	25.9%	23.1%	32.2%	52.9%	45.5%	39.2%	50.0%	20.5%
	100.0%	89.7%	15.9%	15.0%	74.8%	0.9%	8.4%	3.7%	14.0%	27.1%	33.6%	0.9%	8.4%	6.5%	8.4%	17.8%	50.5%	9.3%	54.2%	5.6%	8.4%
Sub-Subnet - Premium	107	96	17	16	80	1	9	4	15	29	36	1	9	7	9	19	54	10	58	6	9
	40.5%	41.7%	48.6%	53.3%	40.0%	20.0%	45.0%	66.7%	28.8%	37.7%	47.4%	50.0%	56.3%	25.9%	23.1%	32.2%	52.9%	45.5%	39.2%	50.0%	20.5%
	100.0%	89.7%	15.9%	15.0%	74.8%	0.9%	8.4%	3.7%	14.0%	27.1%	33.6%	0.9%	8.4%	6.5%	8.4%	17.8%	50.5%	9.3%	54.2%	5.6%	8.4%
Cohiba	10	8	0	0	8	0	0	0	2	3	3	0	0	0	0	2	7	0	6	0	0
	3.8%	3.5%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	3.8%	3.9%	3.9%	0.0%	0.0%	0.0%	0.0%	3.4%	6.9%	0.0%	4.1%	0.0%	0.0%
	100.0%	80.0%	0.0%	0.0%	80.0%	0.0%	0.0%	0.0%	20.0%	30.0%	30.0%	0.0%	0.0%	0.0%	0.0%	20.0%	70.0%	0.0%	60.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019323

Cigar Segmentation

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

Base: Total completes - Premium (Q19G)

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	264	230	35	30	200	5	20	6	52	77	76	2	16	27	39	59	102	22	148	12	44
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	87.1%	13.3%	11.4%	75.8%	1.9%	7.6%	2.3%	19.7%	29.2%	28.8%	0.8%	6.1%	10.2%	14.8%	22.3%	38.6%	8.3%	56.1%	4.5%	16.7%
Cifuentes	3	2	1	0	2	1	0	0	0	2	0	0	0	1	0	1	2	1	2	0	0
	1.1%	0.9%	2.9%	0.0%	1.0%	20.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	3.7%	0.0%	1.7%	2.0%	4.5%	1.4%	0.0%	0.0%
	100.0%	66.7%	33.3%	0.0%	66.7%	33.3%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	33.3%	0.0%	33.3%	66.7%	33.3%	66.7%	0.0%	0.0%
Macanudo	82	74	12	12	62	0	6	4	11	20	31	1	7	5	8	11	39	7	45	6	7
	31.1%	32.2%	34.3%	40.0%	31.0%	0.0%	30.0%	66.7%	21.2%	26.0%	40.8%	50.0%	43.8%	18.5%	20.5%	18.6%	38.2%	31.8%	30.4%	50.0%	15.9%
	100.0%	90.2%	14.6%	14.6%	75.6%	0.0%	7.3%	4.9%	13.4%	24.4%	37.8%	1.2%	8.5%	6.1%	9.8%	13.4%	47.6%	8.5%	54.9%	7.3%	8.5%
Macanudo Vintage	2	2	2	2	0	0	2	0	1	1	0	0	1	0	1	1	1	1	2	0	0
	0.8%	0.9%	5.7%	6.7%	0.0%	0.0%	10.0%	0.0%	1.9%	1.3%	0.0%	0.0%	6.3%	0.0%	2.6%	1.7%	1.0%	4.5%	1.4%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%	50.0%	50.0%	100.0%	0.0%	0.0%
Partagas	9	9	2	2	7	0	1	0	1	3	1	0	1	1	0	3	4	1	3	0	2
	3.4%	3.9%	5.7%	6.7%	3.5%	0.0%	5.0%	0.0%	1.9%	3.9%	1.3%	0.0%	6.3%	3.7%	0.0%	5.1%	3.9%	4.5%	2.0%	0.0%	4.5%
	100.0%	100.0%	22.2%	22.2%	77.8%	0.0%	11.1%	0.0%	11.1%	33.3%	11.1%	0.0%	11.1%	11.1%	0.0%	33.3%	44.4%	11.1%	33.3%	0.0%	22.2%
Partagas Limited Reserve	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0
	0.4%	0.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.7%	1.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
SubNet - Villazon	25	23	3	3	20	0	2	1	5	13	3	0	0	5	6	11	7	0	13	0	5
	9.5%	10.0%	8.6%	10.0%	10.0%	0.0%	10.0%	16.7%	9.6%	16.9%	3.9%	0.0%	0.0%	18.5%	15.4%	18.6%	6.9%	0.0%	8.8%	0.0%	11.4%
	100.0%	92.0%	12.0%	12.0%	80.0%	0.0%	8.0%	4.0%	20.0%	52.0%	12.0%	0.0%	0.0%	20.0%	24.0%	44.0%	28.0%	0.0%	52.0%	0.0%	20.0%
Hoyo de Monterrey	4	3	0	0	3	0	0	0	1	1	2	0	0	1	1	1	0	0	3	0	1
	1.5%	1.3%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.9%	1.3%	2.6%	0.0%	0.0%	3.7%	2.6%	1.7%	0.0%	0.0%	2.0%	0.0%	2.3%
	100.0%	75.0%	0.0%	0.0%	75.0%	0.0%	0.0%	0.0%	25.0%	25.0%	50.0%	0.0%	0.0%	25.0%	25.0%	25.0%	0.0%	0.0%	75.0%	0.0%	25.0%
Hoyo de Monterrey Excalibur	8	7	1	1	6	0	1	0	1	4	0	0	0	2	3	3	3	0	4	0	2
	3.0%	3.0%	2.9%	3.3%	3.0%	0.0%	5.0%	0.0%	1.9%	5.2%	0.0%	0.0%	0.0%	7.4%	7.7%	5.1%	2.9%	0.0%	2.7%	0.0%	4.5%
	100.0%	87.5%	12.5%	12.5%	75.0%	0.0%	12.5%	0.0%	12.5%	50.0%	0.0%	0.0%	0.0%	25.0%	37.5%	37.5%	37.5%	0.0%	50.0%	0.0%	25.0%
Punch	12	12	2	2	10	0	1	1	3	7	1	0	0	2	2	6	4	0	5	0	2
	4.5%	5.2%	5.7%	6.7%	5.0%	0.0%	5.0%	16.7%	5.8%	9.1%	1.3%	0.0%	0.0%	7.4%	5.1%	10.2%	3.9%	0.0%	3.4%	0.0%	4.5%
	100.0%	100.0%	16.7%	16.7%	83.3%	0.0%	8.3%	8.3%	25.0%	58.3%	8.3%	0.0%	0.0%	16.7%	16.7%	50.0%	33.3%	0.0%	41.7%	0.0%	16.7%
Punch Grand Cru	1	1	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0
	0.4%	0.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.7%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Net - Tabacalera	6	5	2	2	3	0	1	1	0	2	3	0	0	2	0	0	3	0	4	1	0
	2.3%	2.2%	5.7%	6.7%	1.5%	0.0%	5.0%	16.7%	0.0%	2.6%	3.9%	0.0%	0.0%	7.4%	0.0%	0.0%	2.9%	0.0%	2.7%	8.3%	0.0%
	100.0%	83.3%	33.3%	33.3%	50.0%	0.0%	16.7%	16.7%	0.0%	33.3%	50.0%	0.0%	0.0%	33.3%	0.0%	0.0%	50.0%	0.0%	66.7%	16.7%	0.0%
Subnet - Premium	6	5	2	2	3	0	1	1	0	2	3	0	0	2	0	0	3	0	4	1	0
	2.3%	2.2%	5.7%	6.7%	1.5%	0.0%	5.0%	16.7%	0.0%	2.6%	3.9%	0.0%	0.0%	7.4%	0.0%	0.0%	2.9%	0.0%	2.7%	8.3%	0.0%
	100.0%	83.3%	33.3%	33.3%	50.0%	0.0%	16.7%	16.7%	0.0%	33.3%	50.0%	0.0%	0.0%	33.3%	0.0%	0.0%	50.0%	0.0%	66.7%	16.7%	0.0%
Romeo y Julieta	6	5	2	2	3	0	1	1	0	2	3	0	0	2	0	0	3	0	4	1	0
	2.3%	2.2%	5.7%	6.7%	1.5%	0.0%	5.0%	16.7%	0.0%	2.6%	3.9%	0.0%	0.0%	7.4%	0.0%	0.0%	2.9%	0.0%	2.7%	8.3%	0.0%
	100.0%	83.3%	33.3%	33.3%	50.0%	0.0%	16.7%	16.7%	0.0%	33.3%	50.0%	0.0%	0.0%	33.3%	0.0%	0.0%	50.0%	0.0%	66.7%	16.7%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019324

Cigar Segmentation

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

Base: Total completes - Premium (Q19G)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	264	230	35	30	200	5	20	6	52	77	76	2	16	27	39	59	102	22	148	12	44
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	87.1%	13.3%	11.4%	75.8%	1.9%	7.6%	2.3%	19.7%	29.2%	28.8%	0.8%	6.1%	10.2%	14.8%	22.3%	38.6%	8.3%	56.1%	4.5%	16.7%
Net - Other	69	59	7	6	53	1	6	0	18	22	13	0	4	8	11	13	15	6	38	3	21
	26.1%	25.7%	20.0%	20.0%	26.5%	20.0%	30.0%	0.0%	34.6%	28.6%	17.1%	0.0%	25.0%	29.6%	28.2%	22.0%	14.7%	27.3%	25.7%	25.0%	47.7%
	100.0%	85.5%	10.1%	8.7%	76.8%	1.4%	8.7%	0.0%	26.1%	31.9%	18.8%	0.0%	5.8%	11.6%	15.9%	18.8%	21.7%	8.7%	55.1%	4.3%	30.4%
Subnet - Premium	69	59	7	6	53	1	6	0	18	22	13	0	4	8	11	13	15	6	38	3	21
	26.1%	25.7%	20.0%	20.0%	26.5%	20.0%	30.0%	0.0%	34.6%	28.6%	17.1%	0.0%	25.0%	29.6%	28.2%	22.0%	14.7%	27.3%	25.7%	25.0%	47.7%
	100.0%	85.5%	10.1%	8.7%	76.8%	1.4%	8.7%	0.0%	26.1%	31.9%	18.8%	0.0%	5.8%	11.6%	15.9%	18.8%	21.7%	8.7%	55.1%	4.3%	30.4%
Ashton	5	3	0	0	3	0	0	0	1	2	1	0	0	1	1	1	1	0	3	1	1
	1.9%	1.3%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.9%	2.6%	1.3%	0.0%	0.0%	3.7%	2.6%	1.7%	1.0%	0.0%	2.0%	8.3%	2.3%
	100.0%	60.0%	0.0%	0.0%	60.0%	0.0%	0.0%	0.0%	20.0%	40.0%	20.0%	0.0%	0.0%	20.0%	20.0%	20.0%	20.0%	0.0%	60.0%	20.0%	20.0%
Bahia	1	0	1	0	0	1	0	0	1	0	0	0	1	0	1	0	0	1	0	0	0
	0.4%	0.0%	2.9%	0.0%	0.0%	20.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	6.3%	0.0%	2.6%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Davidoff	4	4	1	1	3	0	1	0	0	1	2	0	0	1	1	1	4	0	4	0	0
	1.5%	1.7%	2.9%	3.3%	1.5%	0.0%	5.0%	0.0%	0.0%	1.3%	2.6%	0.0%	0.0%	3.7%	2.6%	1.7%	3.9%	0.0%	2.7%	0.0%	0.0%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	25.0%	0.0%	0.0%	25.0%	50.0%	0.0%	0.0%	25.0%	25.0%	25.0%	100.0%	0.0%	100.0%	0.0%	0.0%
Don Tomas	9	8	1	1	7	0	1	0	2	1	5	0	0	1	1	2	2	2	5	0	1
	3.4%	3.5%	2.9%	3.3%	3.5%	0.0%	5.0%	0.0%	3.8%	1.3%	6.6%	0.0%	0.0%	3.7%	2.6%	3.4%	2.0%	9.1%	3.4%	0.0%	2.3%
	100.0%	88.9%	11.1%	11.1%	77.8%	0.0%	11.1%	0.0%	22.2%	11.1%	55.6%	0.0%	0.0%	11.1%	11.1%	22.2%	22.2%	22.2%	55.6%	0.0%	11.1%
Dunhill	8	8	2	2	6	0	2	0	1	4	2	0	1	1	1	3	2	1	4	1	2
	3.0%	3.5%	5.7%	6.7%	3.0%	0.0%	10.0%	0.0%	1.9%	5.2%	2.6%	0.0%	6.3%	3.7%	2.6%	5.1%	2.0%	4.5%	2.7%	8.3%	4.5%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	25.0%	0.0%	12.5%	50.0%	25.0%	0.0%	12.5%	12.5%	12.5%	37.5%	25.0%	12.5%	50.0%	12.5%	25.0%
Fuente/Arturo Fuente	25	23	2	2	21	0	2	0	6	13	3	0	1	3	3	6	5	1	16	1	6
	9.5%	10.0%	5.7%	6.7%	10.5%	0.0%	10.0%	0.0%	11.5%	16.9%	3.9%	0.0%	6.3%	11.1%	7.7%	10.2%	4.9%	4.5%	10.8%	8.3%	13.6%
	100.0%	92.0%	8.0%	8.0%	84.0%	0.0%	8.0%	0.0%	24.0%	52.0%	12.0%	0.0%	4.0%	12.0%	12.0%	24.0%	20.0%	4.0%	64.0%	4.0%	24.0%
Thompson	17	13	0	0	13	0	0	0	7	1	0	0	1	1	3	0	1	1	6	0	11
	6.4%	5.7%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	13.5%	1.3%	0.0%	0.0%	6.3%	3.7%	7.7%	0.0%	1.0%	4.5%	4.1%	0.0%	25.0%
	100.0%	76.5%	0.0%	0.0%	76.5%	0.0%	0.0%	0.0%	41.2%	5.9%	0.0%	0.0%	5.9%	5.9%	17.6%	0.0%	5.9%	5.9%	35.3%	0.6%	64.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019325

Cigar Segmentation

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

Base: Total completes - Mass (Q19G)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	601 100.0% 100.0%	152 100.0% 25.3%	455 100.0% 75.7%	87 100.0% 14.5%	65 100.0% 10.8%	368 100.0% 61.2%	33 100.0% 5.5%	38 100.0% 6.3%	22 100.0% 3.7%	60 100.0% 10.0%	76 100.0% 12.6%	94 100.0% 15.6%	166 100.0% 27.6%	129 100.0% 21.5%	151 100.0% 25.1%	84 100.0% 14.0%	52 100.0% 8.7%	273 100.0% 45.4%	191 100.0% 31.8%	17 100.0% 2.8%	32 100.0% 5.3%
SuperNet - Mass	601 100.0% 100.0%	152 100.0% 25.3%	455 100.0% 75.7%	87 100.0% 14.5%	65 100.0% 10.8%	368 100.0% 61.2%	33 100.0% 5.5%	38 100.0% 6.3%	22 100.0% 3.7%	60 100.0% 10.0%	76 100.0% 12.6%	94 100.0% 15.6%	166 100.0% 27.6%	129 100.0% 21.5%	151 100.0% 25.1%	84 100.0% 14.0%	52 100.0% 8.7%	273 100.0% 45.4%	191 100.0% 31.8%	17 100.0% 2.8%	32 100.0% 5.3%
Net - Consolidated Cigar Co.	158 26.3% 100.0%	51 33.6% 32.3%	116 25.5% 73.4%	29 33.3% 18.4%	22 33.8% 13.9%	87 23.6% 55.1%	12 36.4% 7.6%	11 28.9% 7.0%	9 40.9% 5.7%	20 33.3% 12.7%	20 26.3% 12.7%	23 24.5% 14.6%	52 31.3% 32.9%	25 19.4% 15.8%	36 23.8% 22.8%	24 28.6% 15.2%	8 15.4% 5.1%	56 20.5% 35.4%	47 24.6% 29.7%	6 35.3% 3.8%	16 50.0% 10.1%
Subnet - Mass	158 26.3% 100.0%	51 33.6% 32.3%	116 25.5% 73.4%	29 33.3% 18.4%	22 33.8% 13.9%	87 23.6% 55.1%	12 36.4% 7.6%	11 28.9% 7.0%	9 40.9% 5.7%	20 33.3% 12.7%	20 26.3% 12.7%	23 24.5% 14.6%	52 31.3% 32.9%	25 19.4% 15.8%	36 23.8% 22.8%	24 28.6% 15.2%	8 15.4% 5.1%	56 20.5% 35.4%	47 24.6% 29.7%	6 35.3% 3.8%	16 50.0% 10.1%
Antonio y Cleopatra	41 6.8% 100.0%	20 13.2% 48.8%	28 6.2% 68.3%	9 10.3% 22.0%	11 16.9% 26.8%	19 5.2% 46.3%	5 15.2% 12.2%	2 5.3% 4.9%	5 22.7% 12.2%	6 10.0% 14.6%	7 9.2% 17.1%	7 7.4% 17.1%	12 7.2% 29.3%	8 6.2% 19.5%	8 5.3% 19.5%	8 9.5% 19.5%	4 7.7% 9.8%	7 2.6% 17.1%	14 7.3% 34.1%	3 17.6% 7.3%	10 31.3% 24.4%
Backwoods	21 3.5% 100.0%	6 3.9% 28.6%	17 3.7% 81.0%	4 4.6% 19.0%	2 3.1% 9.5%	13 3.5% 61.9%	1 3.0% 4.8%	2 5.3% 9.5%	0 0.0% 0.0%	1 1.7% 4.8%	3 3.9% 14.3%	3 3.2% 14.3%	6 3.6% 28.6%	6 4.7% 28.6%	3 2.0% 14.3%	3 3.6% 14.3%	1 1.9% 4.8%	7 2.6% 33.3%	8 4.2% 38.1%	0 0.0% 0.0%	1 3.1% 4.8%
Dutch Masters	62 10.3% 100.0%	20 13.2% 32.3%	48 10.5% 77.4%	15 17.2% 24.2%	5 7.7% 8.1%	33 9.0% 53.2%	6 18.2% 9.7%	6 15.8% 9.7%	3 13.6% 4.8%	12 20.0% 19.4%	6 7.9% 9.7%	11 11.7% 17.7%	20 12.0% 32.3%	8 6.2% 12.9%	19 12.6% 30.6%	9 10.7% 14.5%	1 1.9% 1.6%	28 10.3% 45.2%	17 8.9% 27.4%	1 5.9% 1.6%	4 12.5% 6.5%
El Producto	23 3.8% 100.0%	4 2.6% 17.4%	16 3.5% 69.6%	1 1.1% 4.3%	3 4.6% 13.0%	15 4.1% 65.2%	0 0.0% 0.0%	1 2.6% 4.3%	1 4.5% 4.3%	1 1.7% 4.3%	2 2.6% 8.7%	1 1.1% 4.3%	11 6.6% 47.8%	2 1.6% 8.7%	3 2.0% 13.0%	3 3.6% 13.0%	2 3.8% 8.7%	7 2.6% 30.4%	5 2.6% 21.7%	2 11.8% 8.7%	1 3.1% 4.3%
Muriel	11 1.8% 100.0%	1 0.7% 9.1%	7 1.5% 63.6%	0 0.0% 0.0%	1 1.5% 9.1%	7 1.9% 63.6%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.6% 18.2%	1 1.1% 9.1%	3 1.8% 27.3%	1 0.8% 9.1%	3 2.0% 27.3%	1 1.2% 9.1%	0 0.0% 0.0%	7 2.6% 63.6%	3 1.6% 27.3%	0 0.0% 0.0%	0 0.0% 0.0%
Net - General Cigar Holdings	97 16.1% 100.0%	33 21.7% 34.0%	68 14.9% 70.1%	19 21.8% 19.6%	14 21.5% 14.4%	49 13.3% 50.5%	6 18.2% 6.2%	10 26.3% 10.3%	3 13.6% 3.1%	17 28.3% 17.5%	11 14.5% 11.3%	11 11.7% 11.3%	33 19.9% 34.0%	21 16.3% 21.6%	26 17.2% 26.8%	14 16.7% 14.4%	5 9.6% 5.2%	45 16.5% 46.4%	35 18.3% 36.1%	3 17.6% 3.1%	6 18.8% 6.2%
SubNet - General Cigar Co.	97 16.1% 100.0%	33 21.7% 34.0%	68 14.9% 70.1%	19 21.8% 19.6%	14 21.5% 14.4%	49 13.3% 50.5%	6 18.2% 6.2%	10 26.3% 10.3%	3 13.6% 3.1%	17 28.3% 17.5%	11 14.5% 11.3%	11 11.7% 11.3%	33 19.9% 34.0%	21 16.3% 21.6%	26 17.2% 26.8%	14 16.7% 14.4%	5 9.6% 5.2%	45 16.5% 46.4%	35 18.3% 36.1%	3 17.6% 3.1%	6 18.8% 6.2%
Sub-Subnet - Mass	97 16.1% 100.0%	33 21.7% 34.0%	68 14.9% 70.1%	19 21.8% 19.6%	14 21.5% 14.4%	49 13.3% 50.5%	6 18.2% 6.2%	10 26.3% 10.3%	3 13.6% 3.1%	17 28.3% 17.5%	11 14.5% 11.3%	11 11.7% 11.3%	33 19.9% 34.0%	21 16.3% 21.6%	26 17.2% 26.8%	14 16.7% 14.4%	5 9.6% 5.2%	45 16.5% 46.4%	35 18.3% 36.1%	3 17.6% 3.1%	6 18.8% 6.2%
Garcia y Vega/Whiffs	36 6.0% 100.0%	17 11.2% 47.2%	25 5.5% 69.4%	10 11.5% 27.8%	7 10.8% 19.4%	15 4.1% 41.7%	3 9.1% 8.3%	6 15.8% 16.7%	1 4.5% 2.8%	9 15.0% 25.0%	8 10.5% 22.2%	2 2.1% 5.6%	14 8.4% 38.9%	8 6.2% 22.2%	6 4.0% 16.7%	7 8.3% 19.4%	2 3.8% 5.6%	19 7.0% 52.8%	10 5.2% 27.8%	0 0.0% 0.0%	2 6.3% 5.6%
Tiparillo	31 5.2% 100.0%	7 4.6% 22.6%	20 4.4% 64.5%	2 2.3% 6.5%	5 7.7% 16.1%	18 4.9% 58.1%	1 3.0% 3.2%	1 2.6% 3.2%	1 4.5% 3.2%	5 8.3% 16.1%	0 0.0% 0.0%	6 6.4% 19.4%	9 5.4% 29.0%	5 3.9% 16.1%	12 7.9% 38.7%	2 2.4% 6.5%	0 0.0% 0.0%	10 3.7% 32.3%	16 8.4% 51.6%	1 5.9% 3.2%	3 9.4% 9.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019326

Cigar Segmentation

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

Base: Total completes - Mass (Q19G)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	601	152	455	87	65	368	33	38	22	60	76	94	166	129	151	84	52	273	191	17	32
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	25.3%	75.7%	14.5%	10.8%	61.2%	5.5%	6.3%	3.7%	10.0%	12.6%	15.6%	27.6%	21.5%	25.1%	14.0%	8.7%	45.4%	31.8%	2.8%	5.3%
White Owl	26	7	20	6	1	14	2	2	1	2	3	3	8	7	8	5	2	14	8	2	1
	4.3%	4.6%	4.4%	6.9%	1.5%	3.8%	6.1%	5.3%	4.5%	3.3%	3.9%	3.2%	4.8%	5.4%	5.3%	6.0%	3.8%	5.1%	4.2%	11.8%	3.1%
	100.0%	26.9%	76.9%	23.1%	3.8%	53.8%	7.7%	7.7%	3.8%	7.7%	11.5%	11.5%	30.8%	26.9%	30.8%	19.2%	7.7%	53.8%	30.8%	7.7%	3.8%
William Penn	4	2	3	1	1	2	0	1	0	1	0	0	2	1	0	0	1	2	1	0	0
	0.7%	1.3%	0.7%	1.1%	1.5%	0.5%	0.0%	2.6%	0.0%	1.7%	0.0%	0.0%	1.2%	0.8%	0.0%	0.0%	1.9%	0.7%	0.5%	0.0%	0.0%
	100.0%	50.0%	75.0%	25.0%	25.0%	50.0%	0.0%	25.0%	0.0%	25.0%	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	25.0%	50.0%	25.0%	0.0%	0.0%
Net - Swisher International	249	51	184	24	27	160	9	10	5	19	37	38	55	58	54	30	29	124	81	8	9
	41.4%	33.6%	40.4%	27.6%	41.5%	43.5%	27.3%	26.3%	22.7%	31.7%	48.7%	40.4%	33.1%	45.0%	35.8%	35.7%	55.8%	45.4%	42.4%	47.1%	28.1%
	100.0%	20.5%	73.9%	9.6%	10.8%	64.3%	3.6%	4.0%	2.0%	7.6%	14.9%	15.3%	22.1%	23.3%	21.7%	12.0%	11.6%	49.8%	32.5%	3.2%	3.6%
Bering	9	6	2	1	5	1	0	0	2	2	2	0	0	4	2	5	0	2	6	0	1
	1.5%	3.9%	0.4%	1.1%	7.7%	0.3%	0.0%	0.0%	9.1%	3.3%	2.6%	0.0%	0.0%	3.1%	1.3%	6.0%	0.0%	0.7%	3.1%	0.0%	3.1%
	100.0%	66.7%	22.2%	11.1%	55.6%	11.1%	0.0%	0.0%	22.2%	22.2%	22.2%	0.0%	0.0%	44.4%	22.2%	55.6%	0.0%	22.2%	66.7%	0.0%	11.1%
King Edward	38	7	29	4	3	25	1	2	1	4	5	6	10	10	10	6	6	18	13	2	3
	6.3%	4.6%	6.4%	4.6%	4.6%	6.8%	3.0%	5.3%	4.5%	6.7%	6.6%	6.4%	6.0%	7.8%	6.6%	7.1%	11.5%	6.6%	6.8%	11.8%	9.4%
	100.0%	18.4%	76.3%	10.5%	7.9%	65.8%	2.6%	5.3%	2.6%	10.5%	13.2%	15.8%	26.3%	26.3%	26.3%	15.8%	15.8%	47.4%	34.2%	5.3%	7.9%
La Prima Dora	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0
	0.2%	0.7%	0.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.5%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%
Swisher Sweets	201	37	152	18	19	134	8	8	2	13	30	32	45	44	42	19	22	104	61	6	5
	33.4%	24.3%	33.4%	20.7%	29.2%	36.4%	24.2%	21.1%	9.1%	21.7%	39.5%	34.0%	27.1%	34.1%	27.8%	22.6%	42.3%	38.1%	31.9%	35.3%	15.6%
	100.0%	18.4%	75.6%	9.0%	9.5%	66.7%	4.0%	4.0%	1.0%	6.5%	14.9%	15.9%	22.4%	21.9%	20.9%	9.5%	10.9%	51.7%	30.3%	3.0%	2.5%
Net - Tabacalera	88	16	78	14	2	64	6	6	5	4	7	20	22	22	33	15	10	43	26	0	1
	14.6%	10.5%	17.1%	16.1%	3.1%	17.4%	18.2%	15.8%	22.7%	6.7%	9.2%	21.3%	13.3%	17.1%	21.9%	17.9%	19.2%	15.8%	13.6%	0.0%	3.1%
	100.0%	18.2%	88.6%	15.9%	2.3%	72.7%	6.8%	6.8%	5.7%	4.5%	8.0%	22.7%	25.0%	25.0%	37.5%	17.0%	11.4%	48.9%	29.5%	0.0%	1.1%
Subnet - Mass	88	16	78	14	2	64	6	6	5	4	7	20	22	22	33	15	10	43	26	0	1
	14.6%	10.5%	17.1%	16.1%	3.1%	17.4%	18.2%	15.8%	22.7%	6.7%	9.2%	21.3%	13.3%	17.1%	21.9%	17.9%	19.2%	15.8%	13.6%	0.0%	3.1%
	100.0%	18.2%	88.6%	15.9%	2.3%	72.7%	6.8%	6.8%	5.7%	4.5%	8.0%	22.7%	25.0%	25.0%	37.5%	17.0%	11.4%	48.9%	29.5%	0.0%	1.1%
Black & Gold/Black & Mild	30	6	28	6	0	22	4	2	2	2	3	7	8	6	9	4	5	11	11	0	1
	5.0%	3.9%	6.2%	6.9%	0.0%	6.0%	12.1%	5.3%	9.1%	3.3%	3.9%	7.4%	4.8%	4.7%	6.0%	4.8%	9.6%	4.0%	5.8%	0.0%	3.1%
	100.0%	20.0%	93.3%	20.0%	0.0%	73.3%	13.3%	6.7%	6.7%	6.7%	10.0%	23.3%	26.7%	20.0%	30.0%	13.3%	16.7%	36.7%	36.7%	0.0%	3.3%
Hav-a-Tampa/Jewels	42	8	37	7	1	30	2	3	2	2	3	9	11	13	16	8	4	20	12	0	0
	7.0%	5.3%	8.1%	8.0%	1.5%	8.2%	6.1%	7.9%	9.1%	3.3%	3.9%	9.6%	6.6%	10.1%	10.6%	9.5%	7.7%	7.3%	6.3%	0.0%	0.0%
	100.0%	19.0%	88.1%	16.7%	2.4%	71.4%	4.8%	7.1%	4.8%	4.8%	7.1%	21.4%	26.2%	31.0%	38.1%	19.0%	9.5%	47.6%	28.6%	0.0%	0.0%
Phillies	16	2	13	1	1	12	0	1	1	0	1	4	3	3	8	3	1	12	3	0	0
	2.7%	1.3%	2.9%	1.1%	1.5%	3.3%	0.0%	2.6%	4.5%	0.0%	1.3%	4.3%	1.8%	2.3%	5.3%	3.6%	1.9%	4.4%	1.6%	0.0%	0.0%
	100.0%	12.5%	81.3%	6.3%	6.3%	75.0%	0.0%	6.3%	6.3%	0.0%	6.3%	25.0%	18.8%	18.8%	50.0%	18.8%	6.3%	75.0%	18.8%	0.0%	0.0%
Net - Other	9	1	9	1	0	8	0	1	0	0	1	2	4	3	2	1	0	5	2	0	0
	1.5%	0.7%	2.0%	1.1%	0.0%	2.2%	0.0%	2.6%	0.0%	0.0%	1.3%	2.1%	2.4%	2.3%	1.3%	1.2%	0.0%	1.8%	1.0%	0.0%	0.0%
	100.0%	11.1%	100.0%	11.1%	0.0%	88.9%	0.0%	11.1%	0.0%	0.0%	11.1%	22.2%	44.4%	33.3%	22.2%	11.1%	0.0%	55.6%	22.2%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019327

Cigar Segmentation

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

Base: Total completes - Mass (Q19G)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	601	152	455	87	65	368	33	38	22	60	76	94	166	129	151	84	52	273	191	17	32
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	25.3%	75.7%	14.5%	10.8%	61.2%	5.5%	6.3%	3.7%	10.0%	12.6%	15.6%	27.6%	21.5%	25.1%	14.0%	8.7%	45.4%	31.8%	2.8%	5.3%
Subnet - Mass	9	1	9	1	0	8	0	1	0	0	1	2	4	3	2	1	0	5	2	0	0
	1.5%	0.7%	2.0%	1.1%	0.0%	2.2%	0.0%	2.6%	0.0%	0.0%	1.3%	2.1%	2.4%	2.3%	1.3%	1.2%	0.0%	1.8%	1.0%	0.0%	0.0%
	100.0%	11.1%	100.0%	11:1%	0.0%	88.9%	0.0%	11.1%	0.0%	0.0%	11.1%	22.2%	44.4%	33.3%	22.2%	11.1%	0.0%	55.6%	22.2%	0.0%	0.0%
Middleton	9	1	9	1	0	8	0	1	0	0	1	2	4	3	2	1	0	5	2	0	0
	1.5%	0.7%	2.0%	1.1%	0.0%	2.2%	0.0%	2.6%	0.0%	0.0%	1.3%	2.1%	2.4%	2.3%	1.3%	1.2%	0.0%	1.8%	1.0%	0.0%	0.0%
	100.0%	11.1%	100.0%	11.1%	0.0%	88.9%	0.0%	11.1%	0.0%	0.0%	11.1%	22.2%	44.4%	33.3%	22.2%	11.1%	0.0%	55.6%	22.2%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019328

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	44	11	20	7	4	13	3	3	2	3	3	2	9	4	13	12	3	14	11	0	2
	3.6%	2.4%	3.4%	5.0%	1.3%	2.9%	5.1%	6.0%	2.3%	1.8%	1.6%	1.9%	4.1%	2.1%	5.2%	6.2%	1.3%	3.7%	2.4%	0.0%	1.8%
	100.0%	25.0%	45.5%	15.9%	9.1%	29.5%	6.8%	6.8%	4.5%	6.8%	6.8%	4.5%	20.5%	9.1%	29.5%	27.3%	6.8%	31.8%	25.0%	0.0%	4.5%
Total answering	1185	445	563	133	312	430	56	47	84	164	180	106	208	187	238	181	220	366	440	44	107
	96.4%	97.6%	96.6%	95.0%	98.7%	97.1%	94.9%	94.0%	97.7%	98.2%	98.4%	98.1%	95.9%	97.9%	94.8%	93.8%	98.7%	96.3%	97.6%	100.0%	98.2%
	100.0%	37.6%	47.5%	11.2%	26.3%	36.3%	4.7%	4.0%	7.1%	13.8%	15.2%	8.9%	17.6%	15.8%	20.1%	15.3%	18.6%	30.9%	37.1%	3.7%	9.0%
Brand Smoked Most Often																					
Individually	453	246	106	53	193	53	29	13	17	92	131	2	42	66	30	48	149	58	260	28	11
	38.2%	55.3%	18.8%	39.8%	61.9%	12.3%	51.8%	27.7%	20.2%	56.1%	72.8%	1.9%	20.2%	35.3%	12.6%	26.5%	67.7%	15.8%	59.1%	63.6%	10.3%
	100.0%	54.3%	23.4%	11.7%	42.6%	11.7%	6.4%	2.9%	3.8%	20.3%	28.9%	0.4%	9.3%	14.6%	6.6%	10.6%	32.9%	12.8%	57.4%	6.2%	2.4%
By the pack	399	58	296	42	16	254	10	24	5	25	33	57	108	93	89	33	19	219	81	6	15
	33.7%	13.0%	52.6%	31.6%	5.1%	59.1%	17.9%	51.1%	6.0%	15.2%	18.3%	53.8%	51.9%	49.7%	37.4%	18.2%	8.6%	59.8%	18.4%	13.6%	14.0%
	100.0%	14.5%	74.2%	10.5%	4.0%	63.7%	2.5%	6.0%	1.3%	6.3%	8.3%	14.3%	27.1%	23.3%	22.3%	8.3%	4.8%	54.9%	20.3%	1.5%	3.8%
By the box	281	120	150	37	83	113	16	10	48	45	12	38	52	25	93	82	46	81	84	7	64
	23.7%	27.0%	26.6%	27.8%	26.6%	26.3%	28.6%	21.3%	57.1%	27.4%	6.7%	35.8%	25.0%	13.4%	39.1%	45.3%	20.9%	22.1%	19.1%	15.9%	59.8%
	100.0%	42.7%	53.4%	13.2%	29.5%	40.2%	5.7%	3.6%	17.1%	16.0%	4.3%	13.5%	18.5%	8.9%	33.1%	29.2%	16.4%	28.8%	29.9%	2.5%	22.8%
By the bundle	52	21	11	1	20	10	1	0	14	2	4	9	6	3	26	18	6	8	15	3	17
	4.4%	4.7%	2.0%	0.8%	6.4%	2.3%	1.8%	0.0%	16.7%	1.2%	2.2%	8.5%	2.9%	1.6%	10.9%	9.9%	2.7%	2.2%	3.4%	6.8%	15.9%
	100.0%	40.4%	21.2%	1.9%	38.5%	19.2%	1.9%	0.0%	26.9%	3.8%	7.7%	17.3%	11.5%	5.8%	50.0%	34.6%	11.5%	15.4%	28.8%	5.8%	32.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019329

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	303	52	129	9	43	120	2	2	6	13	28	28	38	29	72	32	37	105	83	8	15
	24.7%	11.4%	22.1%	6.4%	13.6%	27.1%	3.4%	4.0%	7.0%	7.8%	15.3%	25.9%	17.5%	15.2%	28.7%	16.6%	16.6%	27.6%	18.4%	18.2%	13.8%
	100.0%	17.2%	42.6%	3.0%	14.2%	39.6%	0.7%	0.7%	2.0%	4.3%	9.2%	9.2%	12.5%	9.6%	23.8%	10.6%	12.2%	34.7%	27.4%	2.6%	5.0%
Total answering	926	404	454	131	273	323	57	48	80	154	155	80	179	162	179	161	186	275	368	36	94
	75.3%	88.6%	77.9%	93.6%	86.4%	72.9%	96.6%	96.0%	93.0%	92.2%	84.7%	74.1%	82.5%	84.8%	71.3%	83.4%	83.4%	72.4%	81.6%	81.6%	86.2%
	100.0%	43.6%	49.0%	14.1%	29.5%	34.9%	6.2%	5.2%	8.6%	16.6%	16.7%	8.6%	19.3%	17.5%	19.3%	17.4%	20.1%	29.7%	39.7%	3.9%	10.2%
Brand Smoked 2nd Most Often																					
Individually	490	269	168	64	205	104	36	23	39	109	119	18	58	89	52	68	149	86	257	27	28
	52.9%	66.6%	37.0%	48.9%	75.1%	32.2%	63.2%	47.9%	48.8%	70.8%	76.8%	22.5%	32.4%	54.9%	29.1%	42.2%	80.1%	31.3%	69.8%	75.0%	29.8%
	100.0%	54.9%	34.3%	13.1%	41.8%	21.2%	7.3%	4.7%	8.0%	22.2%	24.3%	3.7%	11.8%	18.2%	10.6%	13.9%	30.4%	17.6%	52.4%	5.5%	5.7%
By the pack	290	64	208	38	26	170	12	17	8	21	30	37	96	59	64	44	16	152	69	7	17
	31.3%	15.8%	45.8%	29.0%	9.5%	52.6%	21.1%	35.4%	10.0%	13.6%	19.4%	46.3%	53.6%	36.4%	35.8%	27.3%	8.6%	55.3%	18.8%	19.4%	18.1%
	100.0%	22.1%	71.7%	13.1%	9.0%	58.6%	4.1%	5.9%	2.8%	7.2%	10.3%	12.8%	33.1%	20.3%	22.1%	15.2%	5.5%	52.4%	23.8%	2.4%	5.9%
By the box	116	55	68	26	29	42	8	7	24	20	5	19	23	10	49	36	19	34	30	1	36
	12.5%	13.6%	15.0%	19.8%	10.6%	13.0%	14.0%	14.6%	30.0%	13.0%	3.2%	23.8%	12.8%	6.2%	27.4%	22.4%	10.2%	12.4%	8.2%	2.8%	38.3%
	100.0%	47.4%	58.6%	22.4%	25.0%	36.2%	6.9%	6.0%	20.7%	17.2%	4.3%	16.4%	19.8%	8.6%	42.2%	31.0%	16.4%	29.3%	25.9%	0.9%	31.0%
By the bundle	30	16	10	3	13	7	1	1	9	4	1	6	2	4	14	13	2	3	12	1	13
	3.2%	4.0%	2.2%	2.3%	4.8%	2.2%	1.8%	2.1%	11.3%	2.6%	0.6%	7.5%	1.1%	2.5%	7.8%	8.1%	1.1%	1.1%	3.3%	2.8%	13.8%
	100.0%	53.3%	33.3%	10.0%	43.3%	23.3%	3.3%	3.3%	30.0%	13.3%	3.3%	20.0%	6.7%	13.3%	46.7%	43.3%	6.7%	10.0%	40.0%	3.3%	43.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019330

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	408	81	193	23	58	170	6	9	10	21	40	38	61	50	102	48	53	147	116	10	23
	33.2%	17.8%	33.1%	16.4%	18.4%	38.4%	10.2%	18.0%	11.6%	12.6%	21.9%	35.2%	28.1%	26.2%	40.6%	24.9%	23.8%	38.7%	25.7%	22.7%	21.1%
	100.0%	19.9%	47.3%	5.6%	14.2%	41.7%	1.5%	2.2%	2.5%	5.1%	9.8%	9.3%	15.0%	12.3%	25.0%	11.8%	13.0%	36.0%	28.4%	2.5%	5.6%
Total answering	821	375	390	117	258	273	53	41	76	146	143	70	156	141	149	145	170	233	335	34	86
	66.8%	82.2%	66.9%	83.6%	81.6%	61.6%	89.8%	82.0%	88.4%	87.4%	78.1%	64.8%	71.9%	73.8%	59.4%	75.1%	76.2%	61.3%	74.3%	77.3%	78.9%
	100.0%	45.7%	47.5%	14.3%	31.4%	33.3%	6.5%	5.0%	9.3%	17.8%	17.4%	8.5%	19.0%	17.2%	18.1%	17.7%	20.7%	28.4%	40.8%	4.1%	10.5%
Brand Smoked 3rd Most Often																					
Individually	521	276	190	67	209	123	34	21	47	115	112	31	71	88	67	89	139	95	262	25	44
	63.5%	73.6%	48.7%	57.3%	81.0%	45.1%	64.2%	51.2%	61.8%	78.8%	78.3%	44.3%	45.5%	62.4%	45.0%	61.4%	81.8%	40.8%	78.2%	73.5%	51.2%
	100.0%	53.0%	36.5%	12.9%	40.1%	23.6%	6.5%	4.0%	9.0%	22.1%	21.5%	6.0%	13.6%	16.9%	12.9%	17.1%	26.7%	18.2%	50.3%	4.8%	8.4%
By the pack	189	44	145	30	14	115	11	16	6	16	24	27	63	39	42	20	18	105	46	5	9
	23.0%	11.7%	37.2%	25.6%	5.4%	42.1%	20.8%	39.0%	7.9%	11.0%	16.8%	38.6%	40.4%	27.7%	28.2%	13.8%	10.6%	45.1%	13.7%	14.7%	10.5%
	100.0%	23.3%	76.7%	15.9%	7.4%	60.8%	5.8%	8.5%	3.2%	8.5%	12.7%	14.3%	33.3%	20.6%	22.2%	10.6%	9.5%	55.6%	24.3%	2.6%	4.8%
By the box	83	40	47	18	22	29	7	3	15	11	5	9	19	10	25	21	9	28	16	3	25
	10.1%	10.7%	12.1%	15.4%	8.5%	10.6%	13.2%	7.3%	19.7%	7.5%	3.5%	12.9%	12.2%	7.1%	16.8%	14.5%	5.3%	12.0%	4.8%	8.8%	29.1%
	100.0%	48.2%	56.6%	21.7%	26.5%	34.9%	8.4%	3.6%	18.1%	13.3%	6.0%	10.8%	22.9%	12.0%	30.1%	25.3%	10.8%	33.7%	19.3%	3.6%	30.1%
By the bundle	28	15	8	2	13	6	1	1	8	4	2	3	3	4	15	15	4	5	11	1	8
	3.4%	4.0%	2.1%	1.7%	5.0%	2.2%	1.9%	2.4%	10.5%	2.7%	1.4%	4.3%	1.9%	2.8%	10.1%	10.3%	2.4%	2.1%	3.3%	2.9%	9.3%
	100.0%	53.6%	28.6%	7.1%	46.4%	21.4%	3.6%	3.6%	28.6%	14.3%	7.1%	10.7%	10.7%	14.3%	53.6%	53.6%	14.3%	17.9%	39.3%	3.6%	28.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019331

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	27	6	11	2	4	9	1	1	2	2	2	4	5	2	6	4	2	7	12	0	0
	2.2%	1.3%	1.9%	1.4%	1.3%	2.0%	1.7%	2.0%	2.3%	1.2%	1.1%	3.7%	2.3%	1.0%	2.4%	2.1%	0.9%	1.8%	2.7%	0.0%	0.0%
	100.0%	22.2%	40.7%	7.4%	14.8%	33.3%	3.7%	3.7%	7.4%	7.4%	7.4%	14.8%	18.5%	7.4%	22.2%	14.8%	7.4%	25.9%	44.4%	0.0%	0.0%
Total answering	1202	450	572	138	312	434	58	49	84	165	181	104	212	189	245	189	221	373	439	44	109
	97.8%	98.7%	98.1%	98.6%	98.7%	98.0%	98.3%	98.0%	97.7%	98.8%	98.9%	96.3%	97.7%	99.0%	97.6%	97.9%	99.1%	98.2%	97.3%	100.0%	100.0%
	100.0%	37.4%	47.6%	11.5%	26.0%	36.1%	4.8%	4.1%	7.0%	13.7%	15.1%	8.7%	17.6%	15.7%	20.4%	15.7%	18.4%	31.0%	36.5%	3.7%	9.1%
Net - Bottom 3	468	93	236	33	60	203	10	10	5	31	58	35	80	82	68	29	78	176	154	21	10
	38.9%	20.7%	41.3%	23.9%	19.2%	46.8%	17.2%	20.4%	6.0%	18.8%	32.0%	33.7%	37.7%	43.4%	27.8%	15.3%	35.3%	47.2%	35.1%	47.7%	9.2%
	100.0%	19.9%	50.4%	7.1%	12.8%	43.4%	2.1%	2.1%	1.1%	6.6%	12.4%	7.5%	17.1%	17.5%	14.5%	6.2%	16.7%	37.6%	32.9%	4.5%	2.1%
Not very knowledgeable (1)	124	15	63	6	9	57	2	1	1	4	8	9	19	22	18	6	15	49	30	5	4
	10.3%	3.3%	11.0%	4.3%	2.9%	13.1%	3.4%	2.0%	1.2%	2.4%	4.4%	8.7%	9.0%	11.6%	7.3%	3.2%	6.8%	13.1%	6.8%	11.4%	3.7%
	100.0%	12.1%	50.8%	4.8%	7.3%	46.0%	1.6%	0.8%	0.8%	3.2%	6.5%	7.3%	15.3%	17.7%	14.5%	4.8%	12.1%	39.5%	24.2%	4.0%	3.2%
(2)	156	23	78	8	15	70	1	2	1	7	15	10	31	26	19	6	27	63	46	9	5
	13.0%	5.1%	13.6%	5.8%	4.8%	16.1%	1.7%	4.1%	1.2%	4.2%	8.3%	9.6%	14.6%	13.8%	7.8%	3.2%	12.2%	16.9%	10.5%	20.5%	4.6%
	100.0%	14.7%	50.0%	5.1%	9.6%	44.9%	0.6%	1.3%	0.6%	4.5%	9.6%	6.4%	19.9%	16.7%	12.2%	3.8%	17.3%	40.4%	29.5%	5.8%	3.2%
(3)	188	55	95	19	36	76	7	7	3	20	35	16	30	34	31	17	36	64	78	7	1
	15.6%	12.2%	16.6%	13.8%	11.5%	17.5%	12.1%	14.3%	3.6%	12.1%	19.3%	15.4%	14.2%	18.0%	12.7%	9.0%	16.3%	17.2%	17.8%	15.9%	0.9%
	100.0%	29.3%	50.5%	10.1%	19.1%	40.4%	3.7%	3.7%	1.6%	10.6%	18.6%	8.5%	16.0%	18.1%	16.5%	9.0%	19.1%	34.0%	41.5%	3.7%	0.5%
Net - Middle 4	604	276	294	87	189	207	42	33	46	109	107	58	118	93	130	104	119	174	233	16	65
	50.2%	61.3%	51.4%	63.0%	60.6%	47.7%	72.4%	67.3%	54.8%	66.1%	59.1%	55.8%	55.7%	49.2%	53.1%	55.0%	53.8%	46.6%	53.1%	36.4%	59.6%
	100.0%	45.7%	48.7%	14.4%	31.3%	34.3%	7.0%	5.5%	7.6%	18.0%	17.7%	9.6%	19.5%	15.4%	21.5%	17.2%	19.7%	28.8%	38.6%	2.6%	10.8%
(4)	147	52	81	21	31	60	7	10	2	21	28	10	34	23	20	15	29	52	51	5	8
	12.2%	11.6%	14.2%	15.2%	9.9%	13.8%	12.1%	20.4%	2.4%	12.7%	15.5%	9.6%	16.0%	12.2%	8.2%	7.9%	13.1%	13.9%	11.6%	11.4%	7.3%
	100.0%	35.4%	55.1%	14.3%	21.1%	40.8%	4.8%	6.8%	1.4%	14.3%	19.0%	6.8%	23.1%	15.6%	13.6%	10.2%	19.7%	35.4%	34.7%	3.4%	5.4%
(5)	186	69	94	17	52	77	9	6	14	26	21	19	32	33	45	32	37	62	61	4	17
	15.5%	15.3%	16.4%	12.3%	16.7%	17.7%	15.5%	12.2%	16.7%	15.8%	11.6%	18.3%	15.1%	17.5%	18.4%	16.9%	16.7%	16.6%	13.9%	9.1%	15.6%
	100.0%	37.1%	50.5%	9.1%	28.0%	41.4%	4.8%	3.2%	7.5%	14.0%	11.3%	10.2%	17.2%	17.7%	24.2%	17.2%	19.9%	33.3%	32.8%	2.2%	9.1%
(6)	140	69	63	23	46	40	10	11	10	30	29	16	27	17	37	28	25	36	59	4	19
	11.6%	15.3%	11.0%	16.7%	14.7%	9.2%	17.2%	22.4%	11.9%	18.2%	16.0%	15.4%	12.7%	9.0%	15.1%	14.8%	11.3%	9.7%	13.4%	9.1%	17.4%
	100.0%	49.3%	45.0%	16.4%	32.9%	28.6%	7.1%	7.9%	7.1%	21.4%	20.7%	11.4%	19.3%	12.1%	26.4%	20.0%	17.9%	25.7%	42.1%	2.9%	13.6%
(7)	131	86	56	26	60	30	16	6	20	32	29	13	25	20	28	29	28	24	62	3	21
	10.9%	19.1%	9.8%	18.8%	19.2%	6.9%	27.6%	12.2%	23.8%	19.4%	16.0%	12.5%	11.8%	10.6%	11.4%	15.3%	12.7%	6.4%	14.1%	6.8%	19.3%
	100.0%	65.6%	42.7%	19.8%	45.8%	22.9%	12.2%	4.6%	15.3%	24.4%	22.1%	9.9%	19.1%	15.3%	21.4%	22.1%	21.4%	18.3%	47.3%	2.3%	16.0%
Net - Top 3	130	81	42	18	63	24	6	6	33	25	16	11	14	14	47	56	24	23	52	7	34
	10.8%	18.0%	7.3%	13.0%	20.2%	5.5%	10.3%	12.2%	39.3%	15.2%	8.8%	10.6%	6.6%	7.4%	19.2%	29.6%	10.9%	6.2%	11.8%	15.9%	31.2%
	100.0%	62.3%	32.3%	13.8%	48.5%	18.5%	4.6%	4.6%	25.4%	19.2%	12.3%	8.5%	10.8%	10.8%	36.2%	43.1%	18.5%	17.7%	40.0%	5.4%	26.2%
(8)	92	59	31	15	44	16	5	5	22	16	14	7	10	11	28	37	16	18	36	2	27
	7.7%	13.1%	5.4%	10.9%	14.1%	3.7%	8.6%	10.2%	26.2%	9.7%	7.7%	6.7%	4.7%	5.8%	11.4%	19.6%	7.2%	4.8%	8.2%	4.5%	24.8%
	100.0%	64.1%	33.7%	16.3%	47.8%	17.4%	5.4%	5.4%	23.9%	17.4%	15.2%	7.6%	10.9%	12.0%	30.4%	40.2%	17.4%	19.6%	39.1%	2.2%	29.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019332

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
(9)	23	16	5	1	15	4	0	0	9	4	1	1	3	1	13	11	5	2	13	0	3
	1.9%	3.6%	0.9%	0.7%	4.8%	0.9%	0.0%	0.0%	10.7%	2.4%	0.6%	1.0%	1.4%	0.5%	5.3%	5.8%	2.3%	0.5%	3.0%	0.0%	2.8%
	100.0%	69.6%	21.7%	4.3%	65.2%	17.4%	0.0%	0.0%	39.1%	17.4%	4.3%	4.3%	13.0%	4.3%	56.5%	47.8%	21.7%	8.7%	56.5%	0.0%	13.0%
Extremely knowledgeable (10)	15	6	6	2	4	4	1	1	2	5	1	3	1	2	6	8	3	3	3	5	4
	1.2%	1.3%	1.0%	1.4%	1.3%	0.9%	1.7%	2.0%	2.4%	3.0%	0.6%	2.9%	0.5%	1.1%	2.4%	4.2%	1.4%	0.8%	0.7%	11.4%	3.7%
	100.0%	40.0%	40.0%	13.3%	26.7%	26.7%	6.7%	6.7%	13.3%	33.3%	6.7%	20.0%	6.7%	13.3%	40.0%	53.3%	20.0%	20.0%	20.0%	33.3%	26.7%
Mean	4.47	5.49	4.23	5.20	5.62	3.93	5.52	5.18	6.75	5.52	4.80	4.75	4.34	4.19	5.20	6.01	4.65	3.92	4.76	4.43	6.22
Std. Dev.	2.268	2.090	2.146	2.071	2.088	2.080	1.894	1.911	1.783	2.029	2.021	2.254	2.106	2.167	2.354	2.182	2.200	2.088	2.213	2.807	2.047
Std. Err.	0.065	0.099	0.090	0.176	0.118	0.100	0.249	0.273	0.194	0.158	0.150	0.221	0.145	0.158	0.150	0.159	0.148	0.108	0.106	0.423	0.196

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019333

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	90	25	42	11	14	31	3	7	4	9	11	8	18	8	18	22	15	24	33	5	9
	7.3%	5.5%	7.2%	7.9%	4.4%	7.0%	5.1%	14.0%	4.7%	5.4%	6.0%	7.4%	8.3%	4.2%	7.2%	11.4%	6.7%	6.3%	7.3%	11.4%	8.3%
	100.0%	27.8%	46.7%	12.2%	15.6%	34.4%	3.3%	7.8%	4.4%	10.0%	12.2%	8.9%	20.0%	8.9%	20.0%	24.4%	16.7%	26.7%	36.7%	5.6%	10.0%
Total answering	1139	431	541	129	302	412	56	43	82	158	172	100	199	183	233	171	208	356	418	39	100
	92.7%	94.5%	92.8%	92.1%	95.6%	93.0%	94.9%	86.0%	95.3%	94.6%	94.0%	92.6%	91.7%	95.8%	92.8%	88.6%	93.3%	93.7%	92.7%	88.6%	91.7%
	100.0%	37.8%	47.5%	11.3%	26.5%	36.2%	4.9%	3.8%	7.2%	13.9%	15.1%	8.8%	17.5%	16.1%	20.5%	15.0%	18.3%	31.3%	36.7%	3.4%	8.8%
Give as a gift																					
Never (0)	592	154	298	45	109	253	14	15	21	39	83	51	108	100	119	43	84	240	172	21	36
	52.0%	35.7%	55.1%	34.9%	36.1%	61.4%	25.0%	34.9%	25.6%	24.7%	48.3%	51.0%	54.3%	54.6%	51.1%	25.1%	40.4%	67.4%	41.1%	53.8%	36.0%
	100.0%	26.0%	50.3%	7.6%	18.4%	42.7%	2.4%	2.5%	3.5%	6.6%	14.0%	8.6%	18.2%	16.9%	20.1%	7.3%	14.2%	40.5%	29.1%	3.5%	6.1%
Net - At all	547	277	243	84	193	159	42	28	61	119	89	49	91	83	114	128	124	116	246	18	64
	48.0%	64.3%	44.9%	65.1%	63.9%	38.6%	75.0%	65.1%	74.4%	75.3%	51.7%	49.0%	45.7%	45.4%	48.9%	74.9%	59.6%	32.6%	58.9%	46.2%	64.0%
	100.0%	50.6%	44.4%	15.4%	35.3%	29.1%	7.7%	5.1%	11.2%	21.8%	16.3%	9.0%	16.6%	15.2%	20.8%	23.4%	22.7%	21.2%	45.0%	3.3%	11.7%
1 or 2 times a year (1)	364	161	166	47	114	119	24	16	29	65	66	31	54	61	64	64	75	92	158	10	35
	32.0%	37.4%	30.7%	36.4%	37.7%	28.9%	42.9%	37.2%	35.4%	41.1%	38.4%	31.0%	27.1%	33.3%	27.5%	37.4%	36.1%	25.8%	37.8%	25.6%	35.0%
	100.0%	44.2%	45.6%	12.9%	31.3%	32.7%	6.6%	4.4%	8.0%	17.9%	18.1%	8.5%	14.8%	16.8%	17.6%	17.6%	20.6%	25.3%	43.4%	2.7%	9.6%
3-6 times per year (6)	124	78	56	28	50	28	15	8	19	32	21	10	25	17	26	36	34	15	62	4	21
	10.9%	18.1%	10.4%	21.7%	16.6%	6.8%	26.8%	18.6%	23.2%	20.3%	12.2%	10.0%	12.6%	9.3%	11.2%	21.1%	16.3%	4.2%	14.8%	10.3%	21.0%
	100.0%	62.9%	45.2%	22.6%	40.3%	22.6%	12.1%	6.5%	15.3%	25.8%	16.9%	8.1%	20.2%	13.7%	21.0%	29.0%	27.4%	12.1%	50.0%	3.2%	16.9%
Subnet - Once a month +	59	38	21	9	29	12	3	4	13	22	2	8	12	5	24	28	15	9	26	4	8
	5.2%	8.8%	3.9%	7.0%	9.6%	2.9%	5.4%	9.3%	15.9%	13.9%	1.2%	8.0%	6.0%	2.7%	10.3%	16.4%	7.2%	2.5%	6.2%	10.3%	8.0%
	100.0%	64.4%	35.6%	15.3%	49.2%	20.3%	5.1%	6.8%	22.0%	37.3%	3.4%	13.6%	20.3%	8.5%	40.7%	47.5%	25.4%	15.3%	44.1%	6.8%	13.6%
Once a month (12)	31	20	11	6	14	5	2	3	5	14	1	1	9	4	8	11	7	5	14	3	4
	2.7%	4.6%	2.0%	4.7%	4.6%	1.2%	3.6%	7.0%	6.1%	8.9%	0.6%	1.0%	4.5%	2.2%	3.4%	6.4%	3.4%	1.4%	3.3%	7.7%	4.0%
	100.0%	64.5%	35.5%	19.4%	45.2%	16.1%	6.5%	9.7%	16.1%	45.2%	3.2%	3.2%	29.0%	12.9%	25.8%	35.5%	22.6%	16.1%	45.2%	9.7%	12.9%
Twice a month (24)	16	10	5	1	9	4	1	0	5	5	1	4	2	0	8	9	5	3	8	0	2
	1.4%	2.3%	0.9%	0.8%	3.0%	1.0%	1.8%	0.0%	6.1%	3.2%	0.6%	4.0%	1.0%	0.0%	3.4%	5.3%	2.4%	0.8%	1.9%	0.0%	2.0%
	100.0%	62.5%	31.3%	6.3%	56.3%	25.0%	6.3%	0.0%	31.3%	31.3%	6.3%	25.0%	12.5%	0.0%	50.0%	56.3%	31.3%	18.8%	50.0%	0.0%	12.5%
Sub-Subnet - Once a week +	12	8	5	2	6	3	0	1	3	3	0	3	1	1	8	8	3	1	4	1	2
	1.1%	1.9%	0.9%	1.6%	2.0%	0.7%	0.0%	2.3%	3.7%	1.9%	0.0%	3.0%	0.5%	0.5%	3.4%	4.7%	1.4%	0.3%	1.0%	2.6%	2.0%
	100.0%	66.7%	41.7%	16.7%	50.0%	25.0%	0.0%	8.3%	25.0%	25.0%	0.0%	25.0%	8.3%	8.3%	66.7%	66.7%	25.0%	8.3%	33.3%	8.3%	16.7%
Once a week (52)	7	5	2	1	4	1	0	1	2	3	0	1	1	1	4	5	2	0	1	0	0
	0.6%	1.2%	0.4%	0.8%	1.3%	0.2%	0.0%	2.3%	2.4%	1.9%	0.0%	1.0%	0.5%	0.5%	1.7%	2.9%	1.0%	0.0%	0.2%	0.0%	0.0%
	100.0%	71.4%	28.6%	14.3%	57.1%	14.3%	0.0%	14.3%	28.6%	42.9%	0.0%	14.3%	14.3%	14.3%	57.1%	71.4%	28.6%	0.0%	14.3%	0.0%	0.0%
More than once a week (104)	5	3	3	1	2	2	0	0	1	0	0	2	0	0	4	3	1	1	3	1	2
	0.4%	0.7%	0.6%	0.8%	0.7%	0.5%	0.0%	0.0%	1.2%	0.0%	0.0%	2.0%	0.0%	0.0%	1.7%	1.8%	0.5%	0.3%	0.7%	2.6%	2.0%
	100.0%	60.0%	60.0%	20.0%	40.0%	40.0%	0.0%	0.0%	20.0%	0.0%	0.0%	40.0%	0.0%	0.0%	80.0%	60.0%	20.0%	20.0%	60.0%	20.0%	40.0%
Mean	2.41	3.90	2.16	3.62	4.02	1.71	2.89	3.53	6.48	4.44	1.33	4.59	2.07	1.44	4.86	7.02	3.32	1.17	3.00	4.46	4.65
Std. Dev.	8.637	10.893	8.816	10.579	11.039	8.148	4.176	8.313	14.529	8.414	2.693	15.913	5.151	4.432	15.445	16.391	9.610	6.145	9.843	16.722	14.903
Std. Err.	0.256	0.525	0.379	0.931	0.635	0.401	0.558	1.268	1.604	0.669	0.205	1.591	0.365	0.328	1.012	1.253	0.666	0.326	0.481	2.678	1.490

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019334

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS ChANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	121	24	67	14	10	53	2	4	1	2	4	18	18	12	45	17	18	47	25	7	2
	9.8%	5.3%	11.5%	10.0%	3.2%	12.0%	3.4%	8.0%	1.2%	1.2%	2.2%	16.7%	8.3%	6.3%	17.9%	8.8%	8.1%	12.4%	5.5%	15.9%	1.8%
	100.0%	19.8%	55.4%	11.6%	8.3%	43.8%	1.7%	3.3%	0.8%	1.7%	3.3%	14.9%	14.9%	9.9%	37.2%	14.0%	14.9%	38.8%	20.7%	5.8%	1.7%
Total answering	1108	432	516	126	306	390	57	46	85	165	179	90	199	179	206	176	205	333	426	37	107
	90.2%	94.7%	88.5%	90.0%	96.8%	88.0%	96.6%	92.0%	98.8%	98.8%	97.8%	83.3%	91.7%	93.7%	82.1%	91.2%	91.9%	87.6%	94.5%	84.1%	98.2%
	100.0%	39.0%	46.6%	11.4%	27.6%	35.2%	5.1%	4.2%	7.7%	14.9%	16.2%	8.1%	18.0%	16.2%	18.6%	15.9%	18.5%	30.1%	38.4%	3.3%	9.7%
Bring extra to share																					
Never (0)	260	44	146	19	25	127	6	4	8	12	26	26	51	46	49	15	29	112	67	9	14
	23.5%	10.2%	28.3%	15.1%	8.2%	32.6%	10.5%	8.7%	9.4%	7.3%	14.5%	28.9%	25.6%	25.7%	23.8%	8.5%	14.1%	33.6%	15.7%	24.3%	13.1%
	100.0%	16.9%	56.2%	7.3%	9.6%	48.8%	2.3%	1.5%	3.1%	4.6%	10.0%	10.0%	19.6%	17.7%	18.8%	5.8%	11.2%	43.1%	25.8%	3.5%	5.4%
Net - At all	848	388	370	107	281	263	51	42	77	153	153	64	148	133	157	161	176	221	359	28	93
	76.5%	89.8%	71.7%	84.9%	91.8%	67.4%	89.5%	91.3%	90.6%	92.7%	85.5%	71.1%	74.4%	74.3%	76.2%	91.5%	85.9%	66.4%	84.3%	75.7%	86.9%
	100.0%	45.8%	43.6%	12.6%	33.1%	31.0%	6.0%	5.0%	9.1%	18.0%	18.0%	7.5%	17.5%	15.7%	18.5%	19.0%	20.8%	26.1%	42.3%	3.3%	11.0%
1 or 2 times a year (1)	334	122	131	30	92	101	11	15	11	27	78	14	40	61	38	29	76	92	141	12	28
	30.1%	28.2%	25.4%	23.8%	30.1%	25.9%	19.3%	32.6%	12.9%	16.4%	43.6%	15.6%	20.1%	34.1%	18.4%	16.5%	37.1%	27.6%	33.1%	32.4%	26.2%
	100.0%	36.5%	39.2%	9.0%	27.5%	30.2%	3.3%	4.5%	3.3%	8.1%	23.4%	4.2%	12.0%	18.3%	11.4%	8.7%	22.8%	27.5%	42.2%	3.6%	8.4%
3-6 times per year (6)	235	123	92	29	94	63	16	9	21	56	43	13	38	40	25	32	53	53	113	10	28
	21.2%	28.5%	17.8%	23.0%	30.7%	16.2%	28.1%	19.6%	24.7%	33.9%	24.0%	14.4%	19.1%	22.3%	12.1%	18.2%	25.9%	15.9%	26.5%	27.0%	26.2%
	100.0%	52.3%	39.1%	12.3%	40.0%	26.8%	6.8%	3.8%	8.9%	23.8%	18.3%	5.5%	16.2%	17.0%	10.6%	13.6%	22.6%	22.6%	48.1%	4.3%	11.9%
Subnet - Once a month +	279	143	147	48	95	99	24	18	45	70	32	37	70	32	94	100	47	76	105	6	37
	25.2%	33.1%	28.5%	38.1%	31.0%	25.4%	42.1%	39.1%	52.9%	42.4%	17.9%	41.1%	35.2%	17.9%	45.6%	56.8%	22.9%	22.8%	24.6%	16.2%	34.6%
	100.0%	51.3%	52.7%	17.2%	34.1%	35.5%	8.6%	6.5%	16.1%	25.1%	11.5%	13.3%	25.1%	11.5%	33.7%	35.8%	16.8%	27.2%	37.6%	2.2%	13.3%
Once a month (12)	99	58	50	23	35	27	12	7	10	29	12	5	21	18	17	23	18	27	35	3	12
	8.9%	13.4%	9.7%	18.3%	11.4%	6.9%	21.1%	15.2%	11.8%	17.6%	6.7%	5.6%	10.6%	10.1%	8.3%	13.1%	8.8%	8.1%	8.2%	8.1%	11.2%
	100.0%	58.6%	50.5%	23.2%	35.4%	27.3%	12.1%	7.1%	10.1%	29.3%	12.1%	5.1%	21.2%	18.2%	17.2%	23.2%	18.2%	27.3%	35.4%	3.0%	12.1%
Twice a month (24)	70	35	32	11	24	21	5	4	11	24	10	3	24	7	19	19	12	18	29	1	11
	6.3%	8.1%	6.2%	8.7%	7.8%	5.4%	8.8%	8.7%	12.9%	14.5%	5.6%	3.3%	12.1%	3.9%	9.2%	10.8%	5.9%	5.4%	6.8%	2.7%	10.3%
	100.0%	50.0%	45.7%	15.7%	34.3%	30.0%	7.1%	5.7%	15.7%	34.3%	14.3%	4.3%	34.3%	10.0%	27.1%	27.1%	17.1%	25.7%	41.4%	1.4%	15.7%
Sub-Subnet - Once a week +	110	50	65	14	36	51	7	7	24	17	10	29	25	7	58	58	17	31	41	2	14
	9.9%	11.6%	12.6%	11.1%	11.8%	13.1%	12.3%	15.2%	28.2%	10.3%	5.6%	32.2%	12.6%	3.9%	28.2%	33.0%	8.3%	9.3%	9.6%	5.4%	13.1%
	100.0%	45.5%	59.1%	12.7%	32.7%	46.4%	6.4%	6.4%	21.8%	15.5%	9.1%	26.4%	22.7%	6.4%	52.7%	52.7%	15.5%	28.2%	37.3%	1.8%	12.7%
Once a week (52)	57	28	34	9	19	25	6	3	11	12	5	10	16	5	27	30	10	14	22	2	7
	5.1%	6.5%	6.6%	7.1%	6.2%	6.4%	10.5%	6.5%	12.9%	7.3%	2.8%	11.1%	8.0%	2.8%	13.1%	17.0%	4.9%	4.2%	5.2%	5.4%	6.5%
	100.0%	49.1%	59.6%	15.8%	33.3%	43.9%	10.5%	5.3%	19.3%	21.1%	8.8%	17.5%	28.1%	8.8%	47.4%	52.6%	17.5%	24.6%	38.6%	3.5%	12.3%
More than once a week (104)	53	22	31	5	17	26	1	4	13	5	5	19	9	2	31	28	7	17	19	0	7
	4.8%	5.1%	6.0%	4.0%	5.6%	6.7%	1.8%	8.7%	15.3%	3.0%	2.8%	21.1%	4.5%	1.1%	15.0%	15.9%	3.4%	5.1%	4.5%	0.0%	6.5%
	100.0%	41.5%	58.5%	9.4%	32.1%	49.1%	1.9%	7.5%	24.5%	9.4%	9.4%	35.8%	17.0%	3.8%	58.5%	52.8%	13.2%	32.1%	35.8%	0.0%	13.2%
Mean	11.81	14.21	13.65	13.75	14.41	13.62	13.81	17.85	28.76	14.73	8.38	30.22	14.39	6.44	26.58	30.82	10.47	11.00	11.87	6.38	15.85
Std. Dev.	23.972	24.536	26.446	22.861	25.226	27.531	19.534	29.953	35.951	20.771	18.983	41.499	24.376	14.192	36.763	36.425	21.210	24.403	23.312	12.114	26.927
Std. Err.	0.720	1.180	1.164	2.037	1.442	1.394	2.587	4.416	3.899	1.617	1.419	4.374	1.728	1.061	2.561	2.746	1.481	1.337	1.129	1.991	2.603

NFO #36789-010102

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019335

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100:0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Cigar cutter (e.g., bullet, guillotine)	582	355	202	105	250	97	49	36	80	138	119	35	81	80	122	143	146	79	288	18	85
	47.4%	77.9%	34.6%	75.0%	79.1%	21.9%	83.1%	72.0%	93.0%	82.6%	65.0%	32.4%	37.3%	41.9%	48.6%	74.1%	65.5%	20.8%	63.9%	40.9%	78.0%
	100.0%	61.0%	34.7%	18.0%	43.0%	16.7%	8.4%	6.2%	13.7%	23.7%	20.4%	6.0%	13.9%	13.7%	21.0%	24.6%	25.1%	13.6%	49.5%	3.1%	14.6%
Humidor	332	216	112	58	158	54	29	13	64	88	43	22	42	35	84	102	70	40	168	9	73
	27.0%	47.4%	19.2%	41:4%	50.0%	12.2%	49.2%	26.0%	74.4%	52.7%	23.5%	20.4%	19.4%	18.3%	33.5%	52.8%	31.4%	10.5%	37.3%	20.5%	67.0%
	100.0%	65.1%	33.7%	17.5%	47.6%	16.3%	8.7%	3.9%	19.3%	26.5%	13.0%	6.6%	12.7%	10.5%	25.3%	30.7%	21.1%	12.0%	50.6%	2.7%	22.0%
Cigar lighter	321	181	149	61	120	88	28	20	50	77	46	29	62	39	88	92	71	69	144	10	43
	26.1%	39.7%	25.6%	43.6%	38.0%	19.9%	47.5%	40.0%	58.1%	46.1%	25.1%	26.9%	28.6%	20.4%	35.1%	47.7%	31.8%	18.2%	31.9%	22.7%	39.4%
	100.0%	56.4%	46.4%	19.0%	37.4%	27.4%	8.7%	6.2%	15.6%	24.0%	14.3%	9.0%	19.3%	12.1%	27.4%	28.7%	22.1%	21.5%	44.9%	3.1%	13.4%
Cigar ashtray	240	127	110	41	86	69	19	15	37	49	34	34	42	25	86	83	43	58	104	7	32
	19.5%	27.9%	18.9%	29.3%	27.2%	15.6%	32.2%	30.0%	43.0%	29.3%	18.6%	31.5%	19.4%	13.1%	34.3%	43.0%	19.3%	15.3%	23.1%	15.9%	29.4%
	100.0%	52.9%	45.8%	17.1%	35.8%	28.8%	7.9%	6.3%	15.4%	20.4%	14.2%	14.2%	17.5%	10.4%	35.8%	34.6%	17.9%	24.2%	43.3%	2.9%	13.3%
Travel holder	175	110	52	26	84	26	15	6	35	45	22	16	17	14	44	59	41	20	84	5	42
	14.2%	24.1%	8.9%	18.6%	26.6%	5.9%	25.4%	12.0%	40.7%	26.9%	12.0%	14.8%	7.8%	7.3%	17.5%	30.6%	18.4%	5.3%	18.6%	11.4%	38.5%
	100.0%	62.9%	29.7%	14.9%	48.0%	14.9%	8.6%	3.4%	20.0%	25.7%	12.6%	9.1%	9.7%	8.0%	25.1%	33.7%	23.4%	11.4%	48.0%	2.9%	24.0%
Cigar holder	104	56	54	28	28	26	15	8	18	23	9	15	18	13	38	39	19	23	43	9	13
	8.5%	12.3%	9.3%	20.0%	8.9%	5.9%	25.4%	16.0%	20.9%	13.8%	4.9%	13.9%	8.3%	6.8%	15.1%	20.2%	8.5%	6.1%	9.5%	20.5%	11.9%
	100.0%	53.8%	51.9%	26.9%	26.9%	25.0%	14.4%	7.7%	17.3%	22.1%	8.7%	14.4%	17.3%	12.5%	36.5%	37.5%	18.3%	22.1%	41.3%	8.7%	12.5%
Humidification system	104	75	24	14	61	10	8	0	25	31	11	2	6	15	21	36	39	8	50	1	31
	8.5%	16.4%	4.1%	10.0%	19.3%	2.3%	13.6%	0.0%	29.1%	18.6%	6.0%	1.9%	2.8%	7.9%	8.4%	18.7%	17.5%	2.1%	11.1%	2.3%	28.4%
	100.0%	72.1%	23.1%	13.5%	58.7%	9.6%	7.7%	0.0%	24.0%	29.8%	10.6%	1.9%	5.8%	14.4%	20.2%	34.6%	37.5%	7.7%	48.1%	1.0%	29.8%
None	494	67	276	16	51	260	4	8	3	20	46	50	97	89	83	25	60	223	121	23	13
	40.2%	14.7%	47.3%	11.4%	16.1%	58.7%	6.8%	16.0%	3.5%	12.0%	25.1%	46.3%	44.7%	46.6%	33.1%	13.0%	26.9%	58.7%	26.8%	52.3%	11.9%
	100.0%	13.6%	55.9%	3.2%	10.3%	52.6%	0.8%	1.6%	0.6%	4.0%	9.3%	10.1%	19.6%	18.0%	16.8%	5.1%	12.1%	45.1%	24.5%	4.7%	2.6%
No answer	8	0	4	0	0	4	0	0	0	0	0	1	2	0	6	4	1	3	2	0	0
	0.7%	0.0%	0.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	0.0%	2.4%	2.1%	0.4%	0.8%	0.4%	0.0%	0.0%
	100.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	25.0%	0.0%	75.0%	50.0%	12.5%	37.5%	25.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019336

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Cigarettes	471	135	284	59	76	225	16	27	18	51	61	42	115	79	82	70	67	185	153	13	25
	38.3%	29.6%	48.7%	42.1%	24.1%	50.8%	27.1%	54.0%	20.9%	30.5%	33.3%	38.9%	53.0%	41.4%	32.7%	36.3%	30.0%	48.7%	33.9%	29.5%	22.9%
	100.0%	28.7%	60.3%	12.5%	16.1%	47.8%	3.4%	5.7%	3.8%	10.8%	13.0%	8.9%	24.4%	16.8%	17.4%	14.9%	14.2%	39.3%	32.5%	2.8%	5.3%
Pipe	248	83	142	37	46	105	15	12	17	31	29	31	51	37	67	52	32	89	97	6	22
	20.2%	18.2%	24.4%	26.4%	14.6%	23.7%	25.4%	24.0%	19.8%	18.6%	15.8%	28.7%	23.5%	19.4%	26.7%	26.9%	14.3%	23.4%	21.5%	13.6%	20.2%
	100.0%	33.5%	57.3%	14.9%	18.5%	42.3%	6.0%	4.8%	6.9%	12.5%	11.7%	12.5%	20.6%	14.9%	27.0%	21.0%	12.9%	35.9%	39.1%	2.4%	8.9%
Chewing tobacco	100	26	60	9	17	51	6	3	3	16	10	8	28	19	18	17	10	40	38	2	5
	8.1%	5.7%	10.3%	6.4%	5.4%	11.5%	10.2%	6.0%	3.5%	9.6%	5.5%	7.4%	12.9%	9.9%	7.2%	8.8%	4.5%	10.5%	8.4%	4.5%	4.6%
	100.0%	26.0%	60.0%	9.0%	17.0%	51.0%	6.0%	3.0%	3.0%	16.0%	10.0%	8.0%	28.0%	19.0%	18.0%	17.0%	10.0%	40.0%	38.0%	2.0%	5.0%
Dip/snuff	89	22	49	10	12	39	6	3	2	7	17	8	22	21	18	12	9	37	34	7	2
	7.2%	4.8%	8.4%	7.1%	3.8%	8.8%	10.2%	6.0%	2.3%	4.2%	9.3%	7.4%	10.1%	11.0%	7.2%	6.2%	4.0%	9.7%	7.5%	15.9%	1.8%
	100.0%	24.7%	55.1%	11.2%	13.5%	43.8%	6.7%	3.4%	2.2%	7.9%	19.1%	9.0%	24.7%	23.6%	20.2%	13.5%	10.1%	41.6%	38.2%	7.9%	2.2%
Do not use any other tobacco products	529	234	199	52	182	147	26	15	48	80	95	42	61	76	106	73	122	126	198	24	59
	43.0%	51.3%	34.1%	37.1%	57.6%	33.2%	44.1%	30.0%	55.8%	47.9%	51.9%	38.9%	28.1%	39.8%	42.2%	37.8%	54.7%	33.2%	43.9%	54.5%	54.1%
	100.0%	44.2%	37.6%	9.8%	34.4%	27.8%	4.9%	2.8%	9.1%	15.1%	18.0%	7.9%	11.5%	14.4%	20.0%	13.8%	23.1%	23.8%	37.4%	4.5%	11.2%
No answer	24	9	5	2	7	3	1	1	2	6	2	0	5	2	8	8	6	4	11	1	3
	2.0%	2.0%	0.9%	1.4%	2.2%	0.7%	1.7%	2.0%	2.3%	3.6%	1.1%	0.0%	2.3%	1.0%	3.2%	4.1%	2.7%	1.1%	2.4%	2.3%	2.8%
	100.0%	37.5%	20.8%	8.3%	29.2%	12.5%	4.2%	4.2%	8.3%	25.0%	8.3%	0.0%	20.8%	8.3%	33.3%	33.3%	25.0%	16.7%	45.8%	4.2%	12.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019337

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Net - Family	236	89	116	29	60	87	12	11	22	35	31	20	45	43	47	40	37	81	81	8	24
	19.2%	19.5%	19.9%	20.7%	19.0%	19.6%	20.3%	22.0%	25.6%	21.0%	16.9%	18.5%	20.7%	22.5%	18.7%	20.7%	16.6%	21.3%	18.0%	18.2%	22.0%
	100.0%	37.7%	49.2%	12.3%	25.4%	36.9%	5.1%	4.7%	9.3%	14.8%	13.1%	8.5%	19.1%	18.2%	19.9%	16.9%	15.7%	34.3%	34.3%	3.4%	10.2%
Father	110	45	55	19	26	36	8	8	11	17	17	7	23	20	23	19	16	32	38	3	12
	9.0%	9.9%	9.4%	13.6%	8.2%	8.1%	13.6%	16.0%	12.8%	10.2%	9.3%	6.5%	10.6%	10.5%	9.2%	9.8%	7.2%	8.4%	8.4%	6.8%	11.0%
	100.0%	40.9%	50.0%	17.3%	23.6%	32.7%	7.3%	7.3%	10.0%	15.5%	15.5%	6.4%	20.9%	18.2%	20.9%	17.3%	14.5%	29.1%	34.5%	2.7%	10.9%
Grandfather	43	16	25	4	12	21	3	0	4	7	4	3	10	9	7	9	9	15	16	2	4
	3.5%	3.5%	4.3%	2.9%	3.8%	4.7%	5.1%	0.0%	4.7%	4.2%	2.2%	2.8%	4.6%	4.7%	2.8%	4.7%	4.0%	3.9%	3.5%	4.5%	3.7%
	100.0%	37.2%	58.1%	9.3%	27.9%	48.8%	7.0%	0.0%	9.3%	16.3%	9.3%	7.0%	23.3%	20.9%	16.3%	20.9%	20.9%	34.9%	37.2%	4.7%	9.3%
Other family members	83	28	36	6	22	30	1	3	7	11	10	10	12	14	17	12	12	34	27	3	8
	6.8%	6.1%	6.2%	4.3%	7.0%	6.8%	1.7%	6.0%	8.1%	6.6%	5.5%	9.3%	5.5%	7.3%	6.8%	6.2%	5.4%	8.9%	6.0%	6.8%	7.3%
	100.0%	33.7%	43.4%	7.2%	26.5%	36.1%	1.2%	3.6%	8.4%	13.3%	12.0%	12.0%	14.5%	16.9%	20.5%	14.5%	14.5%	41.0%	32.5%	3.6%	9.6%
Friends	422	159	176	41	118	135	21	13	22	64	70	19	72	61	55	51	105	117	182	20	26
	34.3%	34.9%	30.2%	29.3%	37.3%	30.5%	35.6%	26.0%	25.6%	38.3%	38.3%	17.6%	33.2%	31.9%	21.9%	26.4%	47.1%	30.8%	40.4%	45.5%	23.9%
	100.0%	37.7%	41.7%	9.7%	28.0%	32.0%	5.0%	3.1%	5.2%	15.2%	16.6%	4.5%	17.1%	14.5%	13.0%	12.1%	24.9%	27.7%	43.1%	4.7%	6.2%
Military	55	20	31	5	15	26	1	2	5	2	8	8	8	9	15	14	7	16	23	2	5
	4.5%	4.4%	5.3%	3.6%	4.7%	5.9%	1.7%	4.0%	5.8%	1.2%	4.4%	7.4%	3.7%	4.7%	6.0%	7.3%	3.1%	4.2%	5.1%	4.5%	4.6%
	100.0%	36.4%	56.4%	9.1%	27.3%	47.3%	1.8%	3.6%	9.1%	3.6%	14.5%	14.5%	14.5%	16.4%	27.3%	25.5%	12.7%	29.1%	41.8%	3.6%	9.1%
Co-workers/business associates	69	29	25	7	22	18	5	2	3	11	14	3	10	9	9	9	18	16	26	5	6
	5.6%	6.4%	4.3%	5.0%	7.0%	4.1%	8.5%	4.0%	3.5%	6.6%	7.7%	2.8%	4.6%	4.7%	3.6%	4.7%	8.1%	4.2%	5.8%	11.4%	5.5%
	100.0%	42.0%	36.2%	10.1%	31.9%	26.1%	7.2%	2.9%	4.3%	15.9%	20.3%	4.3%	14.5%	13.6%	13.0%	13.0%	26.1%	23.2%	37.7%	7.2%	8.7%
Self-introduced	413	146	222	52	94	170	18	19	33	51	53	55	79	65	117	73	51	143	126	9	47
	33.6%	32.0%	38.1%	37.1%	29.7%	38.4%	30.5%	38.0%	38.4%	30.5%	29.0%	50.9%	36.4%	34.0%	46.6%	37.8%	22.9%	37.6%	27.9%	20.5%	43.1%
	100.0%	35.4%	53.8%	12.6%	22.8%	41.2%	4.4%	4.6%	8.0%	12.3%	12.8%	13.3%	19.1%	15.7%	28.3%	17.7%	12.3%	34.6%	30.5%	2.2%	11.4%
No answer	34	13	13	6	7	7	2	3	1	4	7	3	3	4	8	6	5	7	13	0	1
	2.8%	2.9%	2.2%	4.3%	2.2%	1.6%	3.4%	6.0%	1.2%	2.4%	3.8%	2.8%	1.4%	2.1%	3.2%	3.1%	2.2%	1.8%	2.9%	0.0%	0.9%
	100.0%	38.2%	38.2%	17.6%	20.6%	20.6%	5.9%	8.8%	2.9%	11.8%	20.6%	8.8%	8.8%	11.8%	23.5%	17.6%	14.7%	20.6%	38.2%	0.0%	2.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019338

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Net - Non-People	501	256	211	68	188	143	34	16	68	105	69	38	82	70	119	121	97	122	188	14	94
	40.8%	56.1%	36.2%	48.6%	59.5%	32.3%	57.6%	32.0%	79.1%	62.9%	37.7%	35.2%	37.8%	36.6%	47.4%	62.7%	43.5%	32.1%	41.7%	31.8%	86.2%
	100.0%	51.1%	42.1%	13.6%	37.5%	28.5%	6.8%	3.2%	13.6%	21.0%	13.8%	7.6%	16.4%	14.0%	23.8%	24.2%	19.4%	24.4%	37.5%	2.8%	18.8%
Subnet - Magazine	201	138	57	28	110	29	15	4	41	59	34	9	20	25	48	68	55	14	108	7	37
	16.4%	30.3%	9.8%	20.0%	34.8%	6.5%	25.4%	8.0%	47.7%	35.3%	18.6%	8.3%	9.2%	13.1%	19.1%	35.2%	24.7%	3.7%	23.9%	15.9%	33.9%
	100.0%	68.7%	28.4%	13.9%	54.7%	14.4%	7.5%	2.0%	20.4%	29.4%	16.9%	4.5%	10.0%	12.4%	23.9%	33.8%	27.4%	7.0%	53.7%	3.5%	18.4%
Cigar Aficionado	174	129	41	26	103	15	14	4	41	55	30	3	17	20	38	60	52	7	99	5	35
	14.2%	28.3%	7.0%	18.6%	32.6%	3.4%	23.7%	8.0%	47.7%	32.9%	16.4%	2.8%	7.8%	10.5%	15.1%	31.1%	23.3%	1.8%	22.0%	11.4%	32.1%
	100.0%	74.1%	23.6%	14.9%	59.2%	8.6%	8.0%	2.3%	23.6%	31.6%	17.2%	1.7%	9.8%	11.5%	21.8%	34.5%	29.9%	4.0%	56.9%	2.9%	20.1%
Smoke Magazine	57	34	23	7	27	16	4	0	10	16	8	8	6	9	20	23	10	7	24	4	9
	4.6%	7.5%	3.9%	5.0%	8.5%	3.6%	6.8%	0.0%	11.6%	9.6%	4.4%	7.4%	2.8%	4.7%	8.0%	11.9%	4.5%	1.8%	5.3%	9.1%	8.3%
	100.0%	59.6%	40.4%	12.3%	47.4%	28.1%	7.0%	0.0%	17.5%	28.1%	14.0%	14.0%	10.5%	15.8%	35.1%	40.4%	17.5%	12.3%	42.1%	7.0%	15.8%
Cigar Books/Guides	98	59	41	18	41	23	8	4	14	28	14	10	12	17	30	36	28	23	46	5	11
	8.0%	12.9%	7.0%	12.9%	13.0%	5.2%	13.6%	8.0%	16.3%	16.8%	7.7%	9.3%	5.5%	8.9%	12.0%	18.7%	12.6%	6.1%	10.2%	11.4%	10.1%
	100.0%	60.2%	41.8%	18.4%	41.8%	23.5%	8.2%	4.1%	14.3%	28.6%	14.3%	10.2%	12.2%	17.3%	30.6%	36.7%	28.6%	23.5%	46.9%	5.1%	11.2%
Cigar Catalogs	257	140	105	41	99	64	22	11	42	65	33	25	37	35	72	71	35	59	84	2	75
	20.9%	30.7%	18.0%	29.3%	31.3%	14.4%	37.3%	22.0%	48.8%	38.9%	18.0%	23.1%	17.1%	18.3%	28.7%	36.8%	15.7%	15.5%	18.6%	4.5%	68.8%
	100.0%	54.5%	40.9%	16.0%	38.5%	24.9%	8.6%	4.3%	16.3%	25.3%	12.8%	9.7%	14.4%	13.6%	28.0%	27.6%	13.6%	23.0%	32.7%	0.8%	29.2%
Radio	78	18	44	6	12	38	3	0	3	10	9	10	18	15	25	12	11	35	17	4	4
	6.3%	3.9%	7.5%	4.3%	3.8%	8.6%	5.1%	0.0%	3.5%	6.0%	4.9%	9.3%	8.3%	7.9%	10.0%	6.2%	4.9%	9.2%	3.8%	9.1%	3.7%
	100.0%	23.1%	56.4%	7.7%	15.4%	48.7%	3.8%	0.0%	3.8%	12.8%	11.5%	12.8%	23.1%	19.2%	32.1%	15.4%	14.1%	44.9%	21.8%	5.1%	5.1%
TV	105	20	67	7	13	60	3	2	4	9	9	12	32	18	30	18	13	53	16	4	2
	8.5%	4.4%	11.5%	5.0%	4.1%	13.5%	5.1%	4.0%	4.7%	5.4%	4.9%	11.1%	14.7%	9.4%	12.0%	9.3%	5.8%	13.9%	3.5%	9.1%	1.8%
	100.0%	19.0%	63.8%	6.7%	12.4%	57.1%	2.9%	1.9%	3.8%	8.6%	8.6%	11.4%	30.5%	17.1%	28.6%	17.1%	12.4%	50.5%	15.2%	3.8%	1.9%
Internet	86	59	23	14	45	9	7	3	18	32	9	2	11	11	17	26	22	10	41	1	21
	7.0%	12.9%	3.9%	10.0%	14.2%	2.0%	11.9%	6.0%	20.9%	19.2%	4.9%	1.9%	5.1%	5.8%	6.8%	13.5%	9.9%	2.6%	9.1%	2.3%	19.3%
	100.0%	68.6%	26.7%	16.3%	52.3%	10.5%	8.1%	3.5%	20.9%	37.2%	10.5%	2.3%	12.8%	12.8%	19.8%	30.2%	25.6%	11.6%	47.7%	1.2%	24.4%
Net - People	975	399	447	124	275	323	53	46	69	152	163	74	164	154	170	152	203	276	405	41	74
	79.3%	87.5%	76.7%	88.6%	87.0%	72.9%	89.8%	92.0%	80.2%	91.0%	89.1%	68.5%	75.6%	80.6%	67.7%	78.8%	91.0%	72.6%	89.8%	93.2%	67.9%
	100.0%	40.9%	45.8%	12.7%	28.2%	33.1%	5.4%	4.7%	7.1%	15.6%	16.7%	7.6%	16.8%	15.8%	17.4%	15.6%	20.8%	28.3%	41.5%	4.2%	7.6%
Tobacconist/Smoke Shop Personnel	476	257	185	80	177	105	38	27	50	104	94	31	72	68	86	97	122	66	298	17	36
	38.7%	56.4%	31.7%	57.1%	56.0%	23.7%	64.4%	54.0%	58.1%	62.3%	51.4%	28.7%	33.2%	35.6%	34.3%	50.3%	54.7%	17.4%	66.1%	38.6%	33.0%
	100.0%	54.0%	38.9%	16.8%	37.2%	22.1%	8.0%	5.7%	10.5%	21.8%	19.7%	6.5%	15.1%	14.3%	18.1%	20.4%	25.6%	13.9%	62.6%	3.6%	7.6%
Friends	722	288	335	87	201	248	39	32	44	118	118	53	120	119	120	102	146	213	286	27	55
	58.7%	63.2%	57.5%	62.1%	63.6%	56.0%	66.1%	64.0%	51.2%	70.7%	64.5%	49.1%	55.3%	62.3%	47.8%	52.8%	65.5%	56.1%	63.4%	61.4%	50.5%
	100.0%	39.9%	46.4%	12.0%	27.8%	34.3%	5.4%	4.4%	6.1%	16.3%	16.3%	7.3%	16.6%	16.5%	16.6%	14.1%	20.2%	29.5%	39.6%	3.7%	7.6%
Relatives	207	79	100	24	55	76	10	9	14	35	31	22	37	40	34	27	43	71	74	7	14
	16.8%	17.3%	17.2%	17.1%	17.4%	17.2%	16.9%	18.0%	16.3%	21.0%	16.9%	20.4%	17.1%	20.9%	13.5%	14.0%	19.3%	18.7%	16.4%	15.9%	12.8%
	100.0%	38.2%	48.3%	11.6%	26.6%	36.7%	4.8%	4.3%	6.8%	16.9%	15.0%	10.6%	17.9%	19.3%	16.4%	13.0%	20.8%	34.3%	35.7%	3.4%	6.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019339

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Business Associates/Co-workers	265	126	119	38	88	81	19	9	32	54	45	25	44	41	57	55	69	63	105	17	20
	21.6%	27.6%	20.4%	27.1%	27.8%	18.3%	32.2%	18.0%	37.2%	32.3%	24.6%	23.1%	20.3%	21.5%	22.7%	28.5%	30.9%	16.6%	23.3%	38.6%	18.3%
	100.0%	47.5%	44.9%	14.3%	33.2%	30.6%	7.2%	3.4%	12.1%	20.4%	17.0%	9.4%	16.6%	15.5%	21.5%	20.8%	26.0%	23.8%	39.6%	6.4%	7.5%
Net - Internet/Catalog	301	169	119	49	120	70	26	12	50	78	39	27	44	40	80	84	49	64	106	3	83
	24.5%	37.1%	20.4%	35.0%	38.0%	15.8%	44.1%	24.0%	58.1%	46.7%	21.3%	25.0%	20.3%	20.9%	31.9%	43.5%	22.0%	16.8%	23.5%	6.8%	76.1%
	100.0%	56.1%	39.5%	16.3%	39.9%	23.3%	8.6%	4.0%	16.6%	25.9%	13.0%	9.0%	14.6%	13.3%	26.6%	27.9%	16.3%	21.3%	35.2%	1.0%	27.6%
No answer	116	5	69	1	4	68	1	0	1	1	4	21	27	16	36	10	6	62	18	0	1
	9.4%	1.1%	11.8%	0.7%	1.3%	15.3%	1.7%	0.0%	1.2%	0.6%	2.2%	19.4%	12.4%	8.4%	14.3%	5.2%	2.7%	16.3%	4.0%	0.0%	0.9%
	100.0%	4.3%	59.5%	0.9%	3.4%	58.6%	0.9%	0.0%	0.9%	0.9%	3.4%	18.1%	23.3%	13.8%	31.0%	8.6%	5.2%	53.4%	15.5%	0.0%	0.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019340

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
0	964	341	452	99	242	353	46	33	59	122	150	80	164	149	185	133	169	302	371	28	90
	78.4%	74.8%	77.5%	70.7%	76.6%	79.7%	78.0%	66.0%	68.6%	73.1%	82.0%	74.1%	75.6%	78.0%	73.7%	68.9%	75.8%	79.5%	82.3%	63.6%	82.6%
	100.0%	35.4%	46.9%	10.3%	25.1%	36.6%	4.8%	3.4%	6.1%	12.7%	15.6%	8.3%	17.0%	15.5%	19.2%	13.8%	17.5%	31.3%	38.5%	2.9%	9.3%
1	193	85	94	29	56	65	9	15	16	35	27	20	38	34	44	37	39	57	61	11	15
	15.7%	18.6%	16.1%	20.7%	17.7%	14.7%	15.3%	30.0%	18.6%	21.0%	14.8%	18.5%	17.5%	17.8%	17.5%	19.2%	17.5%	15.0%	13.5%	25.0%	13.8%
	100.0%	44.0%	48.7%	15.0%	29.0%	33.7%	4.7%	7.8%	8.3%	18.1%	14.0%	10.4%	19.7%	17.6%	22.8%	19.2%	20.2%	29.5%	31.6%	5.7%	7.8%
2	24	7	11	3	4	8	0	1	3	3	2	3	4	3	8	9	4	5	6	3	0
	2.0%	1.5%	1.9%	2.1%	1.3%	1.8%	0.0%	2.0%	3.5%	1.8%	1.1%	2.8%	1.8%	1.6%	3.2%	4.7%	1.8%	1.3%	1.3%	6.8%	0.0%
	100.0%	29.2%	45.8%	12.5%	16.7%	33.3%	0.0%	4.2%	12.5%	12.5%	8.3%	12.5%	16.7%	12.5%	33.3%	37.5%	16.7%	20.8%	25.0%	12.5%	0.0%
3+	4	1	4	1	0	3	1	0	0	1	0	1	1	2	2	3	1	1	0	0	0
	0.3%	0.2%	0.7%	0.7%	0.0%	0.7%	1.7%	0.0%	0.0%	0.6%	0.0%	0.9%	0.5%	1.0%	0.8%	1.6%	0.4%	0.3%	0.0%	0.0%	0.0%
	100.0%	25.0%	100.0%	25.0%	0.0%	75.0%	25.0%	0.0%	0.0%	25.0%	0.0%	25.0%	25.0%	50.0%	50.0%	75.0%	25.0%	25.0%	0.0%	0.0%	0.0%
No answer	44	22	22	8	14	14	3	1	8	6	4	4	10	3	12	11	10	15	13	2	4
	3.6%	4.8%	3.8%	5.7%	4.4%	3.2%	5.1%	2.0%	9.3%	3.6%	2.2%	3.7%	4.6%	1.6%	4.8%	5.7%	4.5%	3.9%	2.9%	4.5%	3.7%
	100.0%	50.0%	50.0%	18.2%	31.8%	31.8%	6.8%	2.3%	18.2%	13.6%	9.1%	9.1%	22.7%	6.8%	27.3%	25.0%	22.7%	34.1%	29.5%	4.5%	9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019341

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Freshness	663	276	330	86	190	244	37	32	53	113	93	65	126	105	145	135	127	189	268	28	67
	55.6%	62.3%	58.0%	64.2%	61.5%	56.1%	64.9%	64.0%	62.4%	68.9%	52.2%	62.5%	58.6%	56.8%	60.9%	73.0%	58.5%	51.2%	60.8%	65.1%	62.0%
	100.0%	41.6%	49.8%	13.0%	28.7%	36.8%	5.6%	4.8%	8.0%	17.0%	14.0%	9.8%	19.0%	15.8%	21.9%	20.4%	19.2%	28.5%	40.4%	4.2%	10.1%
Great taste	628	260	299	82	178	217	35	30	49	106	92	64	110	97	142	120	125	180	238	27	67
	52.5%	57.9%	52.4%	59.9%	57.1%	50.0%	60.3%	60.0%	58.3%	64.2%	51.4%	61.5%	51.2%	51.6%	58.9%	64.2%	57.1%	49.0%	53.6%	61.4%	62.6%
	100.0%	41.4%	47.6%	13.1%	28.3%	34.6%	5.6%	4.8%	7.8%	16.9%	14.6%	10.2%	17.5%	15.4%	22.6%	19.1%	19.9%	28.7%	37.9%	4.3%	10.7%
Smooth taste	474	178	254	65	113	189	29	22	36	72	58	56	91	81	109	92	91	160	171	17	44
	39.9%	39.8%	44.8%	47.1%	36.6%	44.1%	49.2%	44.0%	43.4%	43.9%	32.4%	55.4%	42.5%	43.1%	46.0%	49.5%	41.7%	43.7%	38.7%	39.5%	41.5%
	100.0%	37.6%	53.6%	13.7%	23.8%	39.9%	6.1%	4.6%	7.6%	15.2%	12.2%	11.8%	19.2%	17.1%	23.0%	19.4%	19.2%	33.8%	36.1%	3.6%	9.3%
Aroma/smell	429	152	231	59	93	172	28	16	26	59	59	46	81	72	93	82	80	142	150	16	38
	35.9%	33.9%	40.5%	43.1%	29.8%	39.6%	47.5%	32.7%	30.6%	35.5%	33.0%	44.7%	37.7%	38.5%	38.9%	43.6%	36.7%	38.7%	34.0%	37.2%	35.2%
	100.0%	35.4%	53.8%	13.8%	21.7%	40.1%	6.5%	3.7%	6.1%	13.8%	13.8%	10.7%	18.9%	16.8%	21.7%	19.1%	18.6%	33.1%	35.0%	3.7%	8.9%
Well constructed	422	185	203	56	129	147	25	19	40	69	57	40	80	67	102	99	83	115	182	16	46
	35.6%	41.7%	35.9%	41.8%	41.6%	34.0%	43.1%	38.8%	47.1%	42.3%	32.0%	40.0%	37.0%	35.8%	43.4%	54.4%	38.2%	31.6%	41.4%	37.2%	43.4%
	100.0%	43.8%	48.1%	13.3%	30.6%	34.8%	5.9%	4.5%	9.5%	16.4%	13.5%	9.5%	19.0%	15.9%	24.2%	23.5%	19.7%	27.3%	43.1%	3.8%	10.9%
Easy to smoke	353	116	190	39	77	151	17	14	17	49	51	42	74	59	92	64	63	125	113	13	38
	29.5%	25.8%	33.0%	28.5%	24.6%	34.5%	29.3%	28.0%	20.2%	29.5%	28.2%	40.0%	34.3%	31.4%	38.0%	34.0%	28.9%	33.7%	25.5%	30.2%	35.2%
	100.0%	32.9%	53.8%	11.0%	21.8%	42.8%	4.8%	4.0%	4.8%	13.9%	14.4%	11.9%	21.0%	16.7%	26.1%	18.1%	17.8%	35.4%	32.0%	3.7%	10.8%
Past brand experience	410	181	197	48	133	149	24	13	38	60	66	35	77	57	90	83	89	121	168	17	43
	34.3%	40.2%	34.4%	34.8%	42.6%	34.3%	41.4%	26.0%	44.7%	36.4%	36.5%	34.0%	35.6%	30.3%	37.7%	44.6%	40.5%	32.8%	37.9%	40.5%	39.8%
	100.0%	44.1%	48.0%	11.7%	32.4%	36.3%	5.9%	3.2%	9.3%	14.6%	16.1%	8.5%	18.8%	13.9%	22.0%	20.2%	21.7%	29.5%	41.0%	4.1%	10.5%
High quality	351	169	160	51	118	109	25	17	36	70	45	34	61	52	76	82	88	83	151	13	42
	29.5%	37.9%	28.3%	37.8%	37.9%	25.3%	43.1%	34.0%	42.4%	42.4%	25.3%	34.0%	28.4%	27.8%	32.3%	44.6%	40.4%	22.8%	34.1%	30.2%	38.9%
	100.0%	48.1%	45.6%	14.5%	33.6%	31.1%	7.1%	4.8%	10.3%	19.9%	12.8%	9.7%	17.4%	14.8%	21.7%	23.4%	25.1%	23.6%	43.0%	3.7%	12.0%
Easy draw	322	130	164	43	87	121	16	15	27	48	43	43	57	44	98	71	57	96	129	11	41
	27.1%	29.1%	28.8%	31.9%	28.0%	27.8%	28.1%	30.0%	31.8%	29.3%	24.0%	41.0%	26.4%	23.8%	40.8%	38.6%	26.4%	26.2%	29.1%	25.6%	38.3%
	100.0%	40.4%	50.9%	13.4%	27.0%	37.6%	5.0%	4.7%	8.4%	14.9%	13.4%	13.4%	17.7%	13.7%	30.4%	22.0%	17.7%	29.8%	40.1%	3.4%	12.7%
Highest quality	316	139	149	44	95	105	21	14	31	51	41	32	52	44	83	77	75	77	130	13	35
	26.5%	31.2%	26.2%	32.6%	30.6%	24.2%	36.2%	28.0%	36.9%	30.7%	23.0%	31.1%	24.2%	23.7%	34.6%	41.0%	34.6%	21.0%	29.2%	29.5%	32.7%
	100.0%	44.0%	47.2%	13.9%	30.1%	33.2%	6.6%	4.4%	9.8%	16.1%	13.0%	10.1%	16.5%	13.9%	26.3%	24.4%	23.7%	24.4%	41.1%	4.1%	11.1%
Good value	282	70	170	33	37	137	13	13	16	26	22	35	64	43	83	51	40	114	78	14	35
	23.7%	15.8%	29.8%	24.6%	12.0%	31.4%	22.4%	26.0%	18.8%	16.0%	12.4%	33.3%	29.6%	23.2%	34.3%	27.6%	18.5%	31.0%	17.7%	31.8%	32.4%
	100.0%	24.8%	60.3%	11.7%	13.1%	48.6%	4.6%	4.6%	5.7%	9.2%	7.8%	12.4%	22.7%	15.2%	29.4%	18.1%	14.2%	40.4%	27.7%	5.0%	12.4%
Full-bodied flavor	266	113	133	38	75	95	18	11	21	46	38	27	49	41	74	69	59	73	97	10	32
	22.5%	25.5%	23.6%	27.9%	24.4%	22.2%	31.0%	22.0%	24.7%	27.9%	21.5%	27.0%	22.9%	22.0%	31.5%	37.9%	27.6%	20.1%	22.1%	24.4%	30.2%
	100.0%	42.5%	50.0%	14.3%	28.2%	35.7%	6.8%	4.1%	7.9%	17.3%	14.3%	10.2%	18.4%	15.4%	27.8%	25.9%	22.2%	27.4%	36.5%	3.8%	12.0%
Mild taste	322	96	194	39	57	155	19	13	14	40	34	49	65	58	85	55	56	129	93	15	27
	26.9%	21.4%	33.9%	28.5%	18.3%	35.6%	32.2%	26.0%	16.7%	24.1%	18.9%	47.6%	30.1%	30.9%	35.6%	29.7%	25.8%	34.9%	21.0%	34.9%	25.2%
	100.0%	29.8%	60.2%	12.1%	17.7%	48.1%	5.9%	4.0%	4.3%	12.4%	10.6%	15.2%	20.2%	18.0%	26.4%	17.1%	17.4%	40.1%	28.9%	4.7%	8.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019342

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Easy to find/widely available	253	60	162	26	34	136	10	11	6	24	18	34	63	43	77	51	25	115	68	10	16
	21.3%	13.4%	28.6%	19.1%	10.9%	31.6%	17.2%	22.0%	7.1%	14.5%	10.0%	33.3%	29.4%	23.0%	32.4%	27.7%	11.6%	31.4%	15.4%	23.3%	15.0%
	100.0%	23.7%	64.0%	10.3%	13.4%	53.8%	4.0%	4.3%	2.4%	9.5%	7.1%	13.4%	24.9%	17.0%	30.4%	20.2%	9.9%	45.5%	26.9%	4.0%	6.3%
Size	190	79	94	23	56	71	8	10	25	19	23	23	33	27	58	50	37	52	61	11	34
	15.9%	17.8%	16.5%	17.0%	18.1%	16.4%	13.8%	20.4%	29.4%	11.5%	12.8%	22.3%	15.3%	14.4%	24.1%	26.9%	17.1%	14.1%	13.9%	25.0%	31.8%
	100.0%	41.6%	49.5%	12.1%	29.5%	37.4%	4.2%	5.3%	13.2%	10.0%	12.1%	12.1%	17.4%	14.2%	30.5%	26.3%	19.5%	27.4%	32.1%	5.8%	17.9%
Good for everyday	213	62	138	32	30	106	15	9	19	23	15	44	45	26	89	55	27	86	64	8	23
	17.9%	13.9%	24.3%	23.5%	9.7%	24.5%	25.9%	18.0%	22.6%	13.9%	8.4%	42.7%	20.8%	13.9%	37.1%	29.6%	12.5%	23.5%	14.5%	18.6%	21.5%
	100.0%	29.1%	64.8%	15.0%	14.1%	49.8%	7.0%	4.2%	8.9%	10.8%	7.0%	20.7%	21.1%	12.2%	41.8%	25.8%	12.7%	40.4%	30.0%	3.8%	10.8%
Brand reputation	223	95	108	31	64	77	15	10	22	31	28	21	36	34	54	51	57	58	81	16	22
	18.7%	21.3%	19.0%	22.8%	20.6%	17.8%	25.9%	20.0%	25.9%	18.9%	15.7%	20.6%	16.7%	18.2%	22.6%	27.4%	26.1%	15.8%	18.4%	37.2%	20.4%
	100.0%	42.6%	48.4%	13.9%	28.7%	34.5%	6.7%	4.5%	9.9%	13.9%	12.6%	9.4%	16.1%	15.2%	24.2%	22.9%	25.6%	26.0%	36.3%	7.2%	9.9%
Medium taste	146	50	89	19	31	70	9	8	11	17	15	27	27	22	45	29	25	49	45	9	18
	12.4%	11.2%	15.7%	14.1%	10.0%	16.2%	15.5%	16.0%	13.1%	10.3%	8.4%	26.5%	12.6%	11.8%	19.0%	15.8%	11.7%	13.5%	10.2%	21.4%	16.8%
	100.0%	34.2%	61.0%	13.0%	21.2%	47.9%	6.2%	5.5%	7.5%	11.6%	10.3%	18.5%	18.5%	15.1%	30.8%	19.9%	17.1%	33.6%	30.8%	6.2%	12.3%
Shape	164	64	86	21	43	65	8	5	14	19	19	18	33	23	44	43	35	47	60	5	18
	13.8%	14.3%	15.1%	15.2%	13.9%	15.0%	13.6%	10.0%	16.5%	11.6%	10.6%	17.8%	15.3%	12.3%	18.5%	23.5%	16.2%	12.8%	13.6%	11.6%	16.8%
	100.0%	39.0%	52.4%	12.8%	26.2%	39.6%	4.9%	3.0%	8.5%	11.6%	11.6%	11.0%	20.1%	14.0%	26.8%	26.2%	21.3%	28.7%	36.6%	3.0%	11.0%
Feel	150	60	81	20	40	61	11	3	17	26	12	13	34	22	40	41	30	47	64	6	12
	12.7%	13.5%	14.4%	14.8%	12.9%	14.3%	19.3%	6.0%	20.2%	15.8%	6.7%	13.4%	15.8%	11.8%	17.2%	22.5%	13.8%	12.9%	14.4%	14.0%	11.2%
	100.0%	40.0%	54.0%	13.3%	26.7%	40.7%	7.3%	2.0%	11.3%	17.3%	8.0%	8.7%	22.7%	14.7%	26.7%	27.3%	20.0%	31.3%	42.7%	4.0%	8.0%
Low price	186	23	131	12	11	119	4	3	7	5	10	30	50	28	58	22	17	98	42	7	12
	15.7%	5.2%	23.1%	8.8%	3.6%	27.5%	6.9%	6.0%	8.2%	3.0%	5.6%	29.7%	23.3%	15.0%	24.6%	12.0%	7.9%	26.8%	9.5%	16.3%	11.2%
	100.0%	12.4%	70.4%	6.5%	5.9%	64.0%	2.2%	1.6%	3.8%	2.7%	5.4%	16.1%	26.9%	15.1%	31.2%	11.8%	9.1%	52.7%	22.6%	3.8%	6.5%
Friend recommendation	89	37	35	9	28	26	4	3	3	14	18	8	12	9	20	20	30	21	38	8	7
	7.5%	8.3%	6.2%	6.6%	9.0%	6.0%	6.9%	6.0%	3.5%	8.5%	10.1%	8.0%	5.6%	4.8%	8.5%	10.8%	13.7%	5.8%	8.6%	19.0%	6.5%
	100.0%	41.6%	39.3%	10.1%	31.5%	29.2%	4.5%	3.4%	3.4%	15.7%	20.2%	9.0%	13.5%	10.1%	22.5%	22.5%	33.7%	23.6%	42.7%	9.0%	7.9%
Type of occasion	107	42	40	14	28	26	5	6	12	14	12	8	12	15	24	18	37	27	41	12	8
	9.1%	9.5%	7.1%	10.3%	9.1%	6.1%	8.8%	12.0%	14.5%	8.5%	6.7%	8.1%	5.7%	8.1%	10.2%	9.9%	17.1%	7.4%	9.3%	27.9%	7.5%
	100.0%	39.3%	37.4%	13.1%	26.2%	24.3%	4.7%	5.6%	11.2%	13.1%	11.2%	7.5%	11.2%	14.0%	22.4%	16.8%	34.6%	25.2%	38.3%	11.2%	7.5%
Color/Wrapper	98	54	44	17	37	27	7	6	19	17	13	7	18	15	26	31	21	21	40	4	15
	8.3%	12.1%	7.8%	12.4%	11.9%	6.4%	12.1%	12.0%	22.6%	10.2%	7.3%	7.2%	8.5%	8.1%	11.2%	16.9%	9.7%	5.8%	9.1%	9.3%	14.0%
	100.0%	55.1%	44.9%	17.3%	37.8%	27.6%	7.1%	6.1%	19.4%	17.3%	13.3%	7.1%	18.4%	15.3%	26.5%	31.6%	21.4%	21.4%	40.8%	4.1%	15.3%
Country of origin	115	52	45	18	34	27	7	3	8	17	17	11	12	15	28	35	37	19	44	6	13
	9.7%	11.7%	8.0%	13.3%	10.9%	6.3%	12.1%	6.3%	9.4%	10.4%	9.5%	10.9%	5.6%	8.0%	12.0%	19.2%	17.1%	5.2%	9.9%	14.0%	12.1%
	100.0%	45.2%	39.1%	15.7%	29.6%	23.5%	6.1%	2.6%	7.0%	14.8%	14.8%	9.6%	10.4%	13.0%	24.3%	30.4%	32.2%	16.5%	38.3%	5.2%	11.3%
On sale/promotion	108	18	74	8	10	66	3	4	4	5	5	20	26	16	36	15	13	48	26	6	9
	9.1%	4.0%	13.1%	5.9%	3.2%	15.3%	5.2%	8.0%	4.7%	3.0%	2.8%	19.8%	12.1%	8.6%	15.1%	8.1%	6.0%	13.2%	5.9%	14.0%	8.3%
	100.0%	16.7%	68.5%	7.4%	9.3%	61.1%	2.8%	3.7%	3.7%	4.6%	4.6%	18.5%	24.1%	14.8%	33.3%	13.9%	12.0%	44.4%	24.1%	5.6%	8.3%
Strong taste	87	34	43	12	22	31	6	5	8	12	9	13	18	12	32	29	22	23	27	6	13
	7.4%	7.7%	7.7%	9.0%	7.1%	7.2%	10.7%	10.0%	9.5%	7.3%	5.1%	13.1%	8.5%	6.4%	13.6%	15.9%	10.2%	6.3%	6.1%	14.0%	12.1%
	100.0%	39.1%	49.4%	13.8%	25.3%	35.6%	6.9%	5.7%	9.2%	13.8%	10.3%	14.9%	20.7%	13.8%	36.8%	33.3%	25.3%	26.4%	31.0%	6.9%	14.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019343

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Packaging	92	20	59	8	12	51	2	5	3	6	8	14	20	15	28	21	13	39	22	8	6
	7.8%	4.5%	10.5%	6.0%	3.9%	11.9%	3.5%	10.0%	3.6%	3.6%	4.5%	14.3%	9.3%	8.0%	12.0%	11.4%	6.1%	10.8%	5.0%	18.2%	5.6%
	100.0%	21.7%	64.1%	8.7%	13.0%	55.4%	2.2%	5.4%	3.3%	6.5%	8.7%	15.2%	21.7%	16.3%	30.4%	22.8%	14.1%	42.4%	23.9%	8.7%	6.5%
Sales person recommendation	52	21	22	8	13	14	4	2	1	9	7	5	8	7	9	10	21	13	22	7	3
	4.4%	4.7%	3.9%	5:9%	4.2%	3.3%	6.9%	4.0%	1.2%	5.5%	3.9%	5.1%	3.7%	3.8%	3.8%	5.4%	9.7%	3.6%	5.0%	16.7%	2.8%
	100.0%	40.4%	42.3%	15.4%	25.0%	26.9%	7.7%	3.8%	1.9%	17.3%	13.5%	9.6%	15.4%	13.5%	17.3%	19.2%	40.4%	25.0%	42.3%	13.5%	5.8%
Magazine recommendation	18	7	10	3	4	7	2	1	2	1	5	4	7	1	9	8	4	6	4	4	2
	1.5%	1.6%	1.8%	2.3%	1.3%	1.6%	3.4%	2.1%	2.4%	0.6%	2.8%	4.1%	3.3%	0.5%	3.9%	4.4%	1.9%	1.7%	0.9%	9.3%	1.9%
	100.0%	38.9%	55.6%	16.7%	22.2%	38.9%	11.1%	5.6%	11.1%	5.6%	27.8%	22.2%	38.9%	5.6%	50.0%	44.4%	22.2%	33.3%	22.2%	22.2%	11.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019344

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Freshness	1059	424	512	129	295	383	55	49	81	158	167	96	193	163	218	177	200	315	409	39	105
	88.8%	95.7%	90.0%	96.3%	95.5%	88.0%	96.5%	98.0%	95.3%	96.3%	93.8%	92.3%	89.8%	88.1%	91.6%	95.7%	92.2%	85.4%	92.7%	90.7%	97.2%
	100.0%	40.0%	48.3%	12.2%	27.9%	36.2%	5.2%	4.6%	7.6%	14.9%	15.8%	9.1%	18.2%	15.4%	20.6%	16.7%	18.9%	29.7%	38.6%	3.7%	9.9%
Great taste	1061	420	507	129	291	378	57	46	82	155	163	95	191	172	222	177	204	312	406	40	104
	88.6%	93.5%	88.8%	94.2%	93.3%	87.1%	98.3%	92.0%	97.6%	93.9%	91.1%	91.3%	88.8%	91.5%	92.1%	94.7%	93.2%	85.0%	91.4%	90.9%	97.2%
	100.0%	39.6%	47.8%	12.2%	27.4%	35.6%	5.4%	4.3%	7.7%	14.6%	15.4%	9.0%	18.0%	16.2%	20.9%	16.7%	19.2%	29.4%	38.3%	3.8%	9.8%
Smooth taste	976	378	485	119	259	366	50	44	72	137	144	90	180	163	195	165	187	301	373	35	95
	82.1%	84.6%	85.5%	86.2%	83.8%	85.3%	84.7%	88.0%	86.7%	83.5%	80.4%	89.1%	84.1%	86.7%	82.3%	88.7%	85.8%	82.2%	84.4%	81.4%	89.6%
	100.0%	38.7%	49.7%	12.2%	26.5%	37.5%	5.1%	4.5%	7.4%	14.0%	14.8%	9.2%	18.4%	16.7%	20.0%	16.9%	19.2%	30.8%	38.2%	3.6%	9.7%
Aroma/smell	915	359	448	117	242	331	54	42	63	136	145	79	173	148	178	149	183	269	351	37	80
	76.5%	80.0%	78.5%	85.4%	77.6%	76.3%	91.5%	85.7%	74.1%	81.9%	81.0%	76.7%	80.5%	79.1%	74.5%	79.3%	83.9%	73.3%	79.6%	86.0%	74.1%
	100.0%	39.2%	49.0%	12.8%	26.4%	36.2%	5.9%	4.6%	6.9%	14.9%	15.8%	8.6%	18.9%	16.2%	19.5%	16.3%	20.0%	29.4%	38.4%	4.0%	8.7%
Well constructed	882	376	421	114	262	307	51	39	74	137	140	72	164	139	180	163	169	245	347	35	88
	74.4%	84.7%	74.4%	85.1%	84.5%	71.1%	87.9%	79.6%	87.1%	84.0%	78.7%	72.0%	75.9%	74.3%	76.6%	89.6%	77.9%	67.3%	78.9%	81.4%	83.0%
	100.0%	42.6%	47.7%	12.9%	29.7%	34.8%	5.8%	4.4%	8.4%	15.5%	15.9%	8.2%	18.6%	15.8%	20.4%	18.5%	19.2%	27.8%	39.3%	4.0%	10.0%
Easy to smoke	879	328	456	109	219	347	46	39	59	129	133	86	172	150	193	149	157	293	317	28	80
	73.4%	72.9%	79.3%	79.6%	70.0%	79.2%	79.3%	78.0%	70.2%	77.7%	73.5%	81.9%	79.6%	79.8%	79.8%	79.3%	72.0%	79.0%	71.4%	65.1%	74.1%
	100.0%	37.3%	51.9%	12.4%	24.9%	39.5%	5.2%	4.4%	6.7%	14.7%	15.1%	9.8%	19.6%	17.1%	22.0%	17.0%	17.9%	33.3%	36.1%	3.2%	9.1%
Past brand experience	867	370	417	114	256	303	48	40	71	136	141	72	158	144	174	154	172	253	346	29	84
	72.5%	82.2%	72.9%	82.6%	82.1%	69.8%	82.8%	80.0%	83.5%	82.4%	77.9%	69.9%	73.1%	76.6%	72.8%	82.8%	78.2%	68.6%	78.1%	69.0%	77.8%
	100.0%	42.7%	48.1%	13.1%	29.5%	34.9%	5.5%	4.6%	8.2%	15.7%	16.3%	8.3%	18.2%	16.6%	20.1%	17.8%	19.8%	29.2%	39.9%	3.3%	9.7%
High quality	848	377	377	103	274	274	46	36	71	139	146	67	140	131	168	161	187	217	356	34	91
	71.4%	84.5%	66.7%	76.3%	88.1%	63.7%	79.3%	72.0%	83.5%	84.2%	82.0%	67.0%	65.1%	70.1%	71.5%	87.5%	85.8%	59.6%	80.4%	79.1%	84.3%
	100.0%	44.5%	44.5%	12.1%	32.3%	32.3%	5.4%	4.2%	8.4%	16.4%	17.2%	7.9%	16.5%	15.4%	19.8%	19.0%	22.1%	25.6%	42.0%	4.0%	10.7%
Easy draw	819	337	413	109	228	304	47	38	70	126	122	83	155	129	189	145	146	246	319	30	90
	68.9%	75.6%	72.5%	80.7%	73.3%	69.9%	82.5%	76.0%	82.4%	76.8%	68.2%	79.0%	71.8%	69.7%	78.8%	78.8%	67.6%	67.2%	72.0%	69.8%	84.1%
	100.0%	41.1%	50.4%	13.3%	27.8%	37.1%	5.7%	4.6%	8.5%	15.4%	14.9%	10.1%	18.9%	15.8%	23.1%	17.7%	17.8%	30.0%	38.9%	3.7%	11.0%
Highest quality	755	339	336	93	246	243	42	33	71	123	125	62	129	114	151	144	169	193	314	31	82
	63.4%	76.2%	59.2%	68.9%	79.4%	56.1%	72.4%	66.0%	84.5%	74.1%	70.2%	60.2%	60.0%	61.3%	62.9%	76.6%	77.9%	52.7%	70.6%	70.5%	76.6%
	100.0%	44.9%	44.5%	12.3%	32.6%	32.2%	5.6%	4.4%	9.4%	16.3%	16.6%	8.2%	17.1%	15.1%	20.0%	19.1%	22.4%	25.6%	41.6%	4.1%	10.9%
Good value	707	242	372	79	163	293	35	30	52	89	90	73	134	119	167	120	105	230	233	29	80
	59.3%	54.6%	65.1%	59.0%	52.8%	67.0%	60.3%	60.0%	61.2%	54.6%	50.8%	69.5%	62.0%	64.3%	69.0%	64.9%	48.6%	62.5%	52.8%	65.9%	74.1%
	100.0%	34.2%	52.6%	11.2%	23.1%	41.4%	5.0%	4.2%	7.4%	12.6%	12.7%	10.3%	19.0%	16.8%	23.6%	17.0%	14.9%	32.5%	33.0%	4.1%	11.3%
Full-bodied flavor	695	291	338	97	194	241	45	34	58	108	103	59	130	116	151	143	136	193	273	25	62
	58.9%	65.7%	59.9%	71.3%	63.2%	56.3%	77.6%	68.0%	68.2%	65.5%	58.2%	59.0%	60.7%	62.4%	64.3%	78.6%	63.6%	53.2%	62.2%	61.0%	58.5%
	100.0%	41.9%	48.6%	14.0%	27.9%	34.7%	6.5%	4.9%	8.3%	15.5%	14.8%	8.5%	18.7%	16.7%	21.7%	20.6%	19.6%	27.8%	39.3%	3.6%	8.9%
Mild taste	701	216	383	70	146	313	28	28	35	84	94	80	145	111	160	104	112	262	226	24	56
	58.5%	48.1%	66.8%	51.1%	46.8%	71.8%	47.5%	56.0%	41.7%	50.6%	52.2%	77.7%	67.1%	59.0%	66.9%	56.2%	51.6%	70.8%	51.0%	55.8%	52.3%
	100.0%	30.8%	54.6%	10.0%	20.8%	44.7%	4.0%	4.0%	5.0%	12.0%	13.4%	11.4%	20.7%	15.8%	22.8%	14.8%	16.0%	37.4%	32.2%	3.4%	8.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019345

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMIUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Easy to find/widely available	638	200	381	70	130	311	30	28	40	68	81	75	147	108	165	117	84	251	196	21	53
	53.7%	44.7%	67.2%	51.5%	41.8%	72.2%	51.7%	56.0%	47.1%	41.2%	45.0%	73.5%	68.7%	57.8%	69.3%	63.6%	38.9%	68.6%	44.4%	48.8%	49.5%
	100.0%	31.3%	59.7%	11.0%	20.4%	48.7%	4.7%	4.4%	6.3%	10.7%	12.7%	11.8%	23.0%	16.9%	25.9%	18.3%	13.2%	39.3%	30.7%	3.3%	8.3%
Size	605	268	281	85	183	196	40	26	63	95	103	53	102	102	130	117	121	162	236	22	79
	50.7%	60.2%	49.4%	63.0%	59.0%	45.2%	69.0%	53.1%	74.1%	57.6%	57.5%	51.5%	47.4%	54.3%	53.9%	62.9%	56.0%	44.0%	53.6%	50.0%	73.8%
	100.0%	44.3%	46.4%	14.0%	30.2%	32.4%	6.6%	4.3%	10.4%	15.7%	17.0%	8.8%	16.9%	16.9%	21.5%	19.3%	20.0%	26.8%	39.0%	3.6%	13.1%
Good for everyday	601	212	349	76	136	273	33	27	56	80	75	82	136	90	180	131	74	224	195	20	64
	50.6%	47.5%	61.3%	55.9%	43.9%	63.0%	56.9%	54.0%	66.7%	48.5%	41.9%	79.6%	63.0%	48.1%	75.0%	70.4%	34.3%	61.2%	44.2%	46.5%	59.8%
	100.0%	35.3%	58.1%	12.6%	22.6%	45.4%	5.5%	4.5%	9.3%	13.3%	12.5%	13.6%	22.6%	15.0%	30.0%	21.8%	12.3%	37.3%	32.4%	3.3%	10.6%
Brand reputation	592	260	283	80	180	203	35	31	56	102	89	44	116	90	119	112	134	158	234	24	54
	49.6%	58.3%	49.8%	58.8%	58.1%	47.0%	60.3%	62.0%	65.9%	62.2%	50.0%	43.1%	54.0%	48.1%	49.8%	60.2%	61.5%	43.1%	53.1%	55.8%	50.0%
	100.0%	43.9%	47.8%	13.5%	30.4%	34.3%	5.9%	5.2%	9.5%	17.2%	15.0%	7.4%	19.6%	15.2%	20.1%	18.9%	22.6%	26.7%	39.5%	4.1%	9.1%
Medium taste	575	222	312	77	145	235	30	34	47	80	85	69	112	99	141	107	101	184	203	25	58
	48.7%	49.9%	55.1%	57.0%	46.8%	54.5%	51.7%	68.0%	56.0%	48.5%	47.8%	67.6%	52.1%	52.9%	59.5%	58.2%	47.2%	50.7%	46.0%	59.5%	54.2%
	100.0%	38.6%	54.3%	13.4%	25.2%	40.9%	5.2%	5.9%	8.2%	13.9%	14.8%	12.0%	19.5%	17.2%	24.5%	18.6%	17.6%	32.0%	35.3%	4.3%	10.1%
Shape	490	210	255	76	134	179	24	30	48	63	78	51	93	70	115	104	84	145	187	13	56
	41.2%	46.9%	44.7%	55.1%	43.2%	41.4%	40.7%	60.0%	56.5%	38.4%	43.6%	50.5%	43.1%	37.4%	48.3%	56.8%	38.9%	39.6%	42.3%	30.2%	52.3%
	100.0%	42.9%	52.0%	15.5%	27.3%	36.5%	4.9%	6.1%	9.8%	12.9%	15.9%	10.4%	19.0%	14.3%	23.5%	21.2%	17.1%	29.6%	38.2%	2.7%	11.4%
Feel	462	210	219	68	142	151	27	29	43	80	78	32	89	80	87	96	89	133	188	18	48
	39.0%	47.1%	39.0%	50.4%	45.7%	35.4%	47.4%	58.0%	51.2%	48.5%	43.8%	33.0%	41.4%	43.0%	37.3%	52.7%	41.0%	36.5%	42.4%	41.9%	44.9%
	100.0%	45.5%	47.4%	14.7%	30.7%	32.7%	5.8%	6.3%	9.3%	17.3%	16.9%	6.9%	19.3%	17.3%	18.8%	20.8%	19.3%	28.8%	40.7%	3.9%	10.4%
Low price	436	85	272	31	54	241	13	10	20	28	39	62	100	73	125	59	45	190	116	12	33
	36.7%	19.1%	47.9%	22.8%	17.5%	55.8%	22.4%	20.0%	23.5%	17.0%	21.9%	61.4%	46.5%	39.0%	53.0%	32.1%	20.8%	52.1%	26.3%	27.9%	30.8%
	100.0%	19.5%	62.4%	7.1%	12.4%	55.3%	3.0%	2.3%	4.6%	6.4%	8.9%	14.2%	22.9%	16.7%	28.7%	13.5%	10.3%	43.6%	26.6%	2.8%	7.6%
Friend recommendation	428	184	177	50	134	127	25	16	36	69	75	24	63	73	61	79	122	93	185	24	41
	36.0%	41.1%	31.3%	36.8%	42.9%	29.5%	43.1%	32.0%	42.4%	41.8%	41.9%	24.0%	29.4%	39.0%	25.8%	42.7%	55.7%	25.7%	41.8%	57.1%	38.0%
	100.0%	43.0%	41.4%	11.7%	31.3%	29.7%	5.8%	3.7%	8.4%	16.1%	17.5%	5.6%	14.7%	17.1%	14.3%	18.5%	28.5%	21.7%	43.2%	5.6%	9.6%
Type of occasion	348	140	141	40	100	101	18	16	22	51	60	21	50	56	53	53	94	84	133	26	24
	29.4%	31.5%	25.0%	29.4%	32.5%	23.7%	31.6%	32.0%	26.5%	31.1%	33.7%	21.2%	23.6%	30.1%	22.6%	29.1%	43.3%	23.1%	30.3%	60.5%	22.4%
	100.0%	40.2%	40.5%	11.5%	28.7%	29.0%	5.2%	4.6%	6.3%	14.7%	17.2%	6.0%	14.4%	16.1%	15.2%	15.2%	27.0%	24.1%	38.2%	7.5%	6.9%
Color/Wrapper	314	162	133	46	116	87	21	19	44	64	55	20	56	53	66	82	60	70	130	12	46
	26.5%	36.2%	23.7%	33.6%	37.3%	20.5%	36.2%	38.0%	52.4%	38.6%	30.9%	20.6%	26.3%	28.5%	28.4%	44.8%	27.8%	19.2%	29.5%	27.9%	43.0%
	100.0%	51.6%	42.4%	14.6%	36.9%	27.7%	6.7%	6.1%	14.0%	20.4%	17.5%	6.4%	17.8%	16.9%	21.0%	26.1%	19.1%	22.3%	41.4%	3.8%	14.6%
Country of origin	306	155	122	48	107	74	23	13	30	56	62	20	46	52	61	69	88	69	124	11	32
	25.8%	34.8%	21.6%	35.6%	34.4%	17.2%	39.7%	27.1%	35.3%	34.1%	34.6%	19.8%	21.5%	27.8%	26.1%	37.9%	40.7%	19.0%	27.9%	25.6%	29.9%
	100.0%	50.7%	39.9%	15.7%	35.0%	24.2%	7.5%	4.2%	9.8%	18.3%	20.3%	6.5%	15.0%	17.0%	19.9%	22.5%	28.8%	22.5%	40.5%	3.6%	10.5%
On sale/promotion	286	61	171	24	37	147	11	11	16	25	27	37	68	56	83	44	33	120	76	8	21
	24.1%	13.7%	30.2%	17.6%	12.0%	34.1%	19.0%	22.0%	18.8%	15.1%	15.3%	36.6%	31.6%	29.9%	34.9%	23.7%	15.3%	33.1%	17.2%	18.6%	19.4%
	100.0%	21.3%	59.8%	8.4%	12.9%	51.4%	3.8%	3.8%	5.6%	8.7%	9.4%	12.9%	23.8%	19.6%	29.0%	15.4%	11.5%	42.0%	26.6%	2.8%	7.3%
Strong taste	268	113	121	37	76	84	17	16	27	44	37	27	50	42	69	66	65	69	108	13	31
	22.7%	25.5%	21.6%	27.8%	24.5%	19.6%	30.4%	32.0%	32.1%	26.8%	20.9%	27.3%	23.6%	22.5%	29.4%	36.3%	30.2%	19.0%	24.5%	30.2%	29.0%
	100.0%	42.2%	45.1%	13.8%	28.4%	31.3%	6.3%	6.0%	10.1%	16.4%	13.8%	10.1%	18.7%	15.7%	25.7%	24.6%	24.3%	25.7%	40.3%	4.9%	11.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019346

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Packaging	242	77	144	26	51	118	9	12	15	29	26	23	56	41	63	50	39	84	75	10	18
	20.5%	17.3%	25.6%	19.4%	16.5%	27.5%	15.8%	24.0%	17.9%	17.6%	14.7%	23.5%	26.0%	21.9%	26.9%	27.0%	18.2%	23.2%	17.0%	22.7%	16.8%
	100.0%	31.8%	59.5%	10.7%	21.1%	48.8%	3.7%	5.0%	6.2%	12.0%	10.7%	9.5%	23.1%	16.9%	26.0%	20.7%	16.1%	34.7%	31.0%	4.1%	7.4%
Sales person recommendation	225	97	94	30	67	64	16	9	13	41	44	14	36	34	33	34	66	35	124	16	8
	19.0%	21.7%	16.6%	22.1%	21.5%	14.9%	27.6%	18.0%	15.3%	25.0%	24.7%	14.1%	16.7%	18.3%	14.0%	18.4%	30.4%	9.6%	28.1%	38.1%	7.5%
	100.0%	43.1%	41.8%	13.3%	29.8%	28.4%	7.1%	4.0%	5.8%	18.2%	19.6%	6.2%	16.0%	15.1%	14.7%	15.1%	29.3%	15.6%	55.1%	7.1%	3.6%
Magazine recommendation	103	45	44	9	36	35	6	1	14	19	17	10	23	11	24	30	30	21	44	7	13
	8.7%	10.2%	7.8%	6.8%	11.6%	8.2%	10.3%	2.1%	16.5%	11.6%	9.6%	10.2%	10.7%	5.9%	10.3%	16.4%	13.9%	5.8%	10.0%	16.3%	12.1%
	100.0%	43.7%	42.7%	8.7%	35.0%	34.0%	5.8%	1.0%	13.6%	18.4%	16.5%	9.7%	22.3%	10.7%	23.3%	29.1%	29.1%	20.4%	42.7%	6.8%	12.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019347

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Freshness	134	19	57	5	14	52	2	1	4	6	11	8	22	22	20	8	17	54	32	4	3
	11.2%	4.3%	10.0%	3.7%	4.5%	12.0%	3.5%	2.0%	4.7%	3.7%	6.2%	7.7%	10.2%	11.9%	8.4%	4.3%	7.8%	14.6%	7.3%	9.3%	2.8%
	100.0%	14.2%	42.5%	3.7%	10.4%	38.8%	1.5%	0.7%	3.0%	4.5%	8.2%	6.0%	16.4%	16.4%	14.9%	6.0%	12.7%	40.3%	23.9%	3.0%	2.2%
Great taste	136	29	64	8	21	56	1	4	2	10	16	9	24	16	19	10	15	55	38	4	3
	11.4%	6.5%	11.2%	5.8%	6.7%	12.9%	1.7%	8.0%	2.4%	6.1%	8.9%	8.7%	11.2%	8.5%	7.9%	5.3%	6.8%	15.0%	8.6%	9.1%	2.8%
	100.0%	21.3%	47.1%	5.9%	15.4%	41.2%	0.7%	2.9%	1.5%	7.4%	11.8%	6.6%	17.6%	11.8%	14.0%	7.4%	11.0%	40.4%	27.9%	2.9%	2.2%
Smooth taste	213	69	82	19	50	63	9	6	11	27	35	11	34	25	42	21	31	65	69	8	11
	17.9%	15.4%	14.5%	13.8%	16.2%	14.7%	15.3%	12.0%	13.3%	16.5%	19.6%	10.9%	15.9%	13.3%	17.7%	11.3%	14.2%	17.8%	15.6%	18.6%	10.4%
	100.0%	32.4%	38.5%	8.9%	23.5%	29.6%	4.2%	2.8%	5.2%	12.7%	16.4%	5.2%	16.0%	11.7%	19.7%	9.9%	14.6%	30.5%	32.4%	3.8%	5.2%
Aroma/smell	281	90	123	20	70	103	5	7	22	30	34	24	42	39	61	39	35	98	90	6	28
	23.5%	20.0%	21.5%	14.6%	22.4%	23.7%	8.5%	14.3%	25.9%	18.1%	19.0%	23.3%	19.5%	20.9%	25.5%	20.7%	16.1%	26.7%	20.4%	14.0%	25.9%
	100.0%	32.0%	43.8%	7.1%	24.9%	36.7%	1.8%	2.5%	7.8%	10.7%	12.1%	8.5%	14.9%	13.9%	21.7%	13.9%	12.5%	34.9%	32.0%	2.1%	10.0%
Well constructed	304	68	145	20	48	125	7	10	11	26	38	28	52	48	55	19	48	119	93	8	18
	25.6%	15.3%	25.6%	14.9%	15.5%	28.9%	12.1%	20.4%	12.9%	16.0%	21.3%	28.0%	24.1%	25.7%	23.4%	10.4%	22.1%	32.7%	21.1%	18.6%	17.0%
	100.0%	22.4%	47.7%	6.6%	15.8%	41.1%	2.3%	3.3%	3.6%	8.6%	12.5%	9.2%	17.1%	15.8%	18.1%	6.3%	15.8%	39.1%	30.6%	2.6%	5.9%
Easy to smoke	319	122	119	28	94	91	12	11	25	37	48	19	44	38	49	39	61	78	127	15	28
	26.6%	27.1%	20.7%	20.4%	30.0%	20.8%	20.7%	22.0%	29.8%	22.3%	26.5%	18.1%	20.4%	20.2%	20.2%	20.7%	28.0%	21.0%	28.6%	34.9%	25.9%
	100.0%	38.2%	37.3%	8.8%	29.5%	28.5%	3.8%	3.4%	7.8%	11.6%	15.0%	6.0%	13.8%	11.9%	15.4%	12.2%	19.1%	24.5%	39.8%	4.7%	8.8%
Past brand experience	329	80	155	24	56	131	10	10	14	29	40	31	58	44	65	32	48	116	97	13	24
	27.5%	17.8%	27.1%	17.4%	17.9%	30.2%	17.2%	20.0%	16.5%	17.6%	22.1%	30.1%	26.9%	23.4%	27.2%	17.2%	21.8%	31.4%	21.9%	31.0%	22.2%
	100.0%	24.3%	47.1%	7.3%	17.0%	39.8%	3.0%	3.0%	4.3%	8.8%	12.2%	9.4%	17.6%	13.4%	19.8%	9.7%	14.6%	35.3%	29.5%	4.0%	7.3%
High quality	340	69	188	32	37	156	12	14	14	26	32	33	75	56	67	23	31	147	87	9	17
	28.6%	15.5%	33.3%	23.7%	11.9%	36.3%	20.7%	28.0%	16.5%	15.8%	18.0%	33.0%	34.9%	29.9%	28.5%	12.5%	14.2%	40.4%	19.6%	20.9%	15.7%
	100.0%	20.3%	55.3%	9.4%	10.9%	45.9%	3.5%	4.1%	4.1%	7.6%	9.4%	9.7%	22.1%	16.5%	19.7%	6.8%	9.1%	43.2%	25.6%	2.6%	5.0%
Easy draw	369	109	157	26	83	131	10	12	15	38	57	22	61	56	51	39	70	120	124	13	17
	31.1%	24.4%	27.5%	19.3%	26.7%	30.1%	17.5%	24.0%	17.6%	23.2%	31.8%	21.0%	28.2%	30.3%	21.3%	21.2%	32.4%	32.8%	28.0%	30.2%	15.9%
	100.0%	29.5%	42.5%	7.0%	22.5%	35.5%	2.7%	3.3%	4.1%	10.3%	15.4%	6.0%	16.5%	15.2%	13.8%	10.6%	19.0%	32.5%	33.6%	3.5%	4.6%
Highest quality	436	106	232	42	64	190	16	17	13	43	53	41	86	72	89	44	48	173	131	13	25
	36.6%	23.8%	40.8%	31.1%	20.6%	43.9%	27.6%	34.0%	15.5%	25.9%	29.8%	39.8%	40.0%	38.7%	37.1%	23.4%	22.1%	47.3%	29.4%	29.5%	23.4%
	100.0%	24.3%	53.2%	9.6%	14.7%	43.6%	3.7%	3.9%	3.0%	9.9%	12.2%	9.4%	19.7%	16.5%	20.4%	10.1%	11.0%	39.7%	30.0%	3.0%	5.7%
Good value	485	201	199	55	146	144	23	20	33	74	87	32	82	66	75	65	111	138	208	15	28
	40.7%	45.4%	34.9%	41.0%	47.2%	33.0%	39.7%	40.0%	38.8%	45.4%	49.2%	30.5%	38.0%	35.7%	31.0%	35.1%	51.4%	37.5%	47.2%	34.1%	25.9%
	100.0%	41.4%	41.0%	11.3%	30.1%	29.7%	4.7%	4.1%	6.8%	15.3%	17.9%	6.6%	16.9%	13.6%	15.5%	13.4%	22.9%	28.5%	42.9%	3.1%	5.8%
Full-bodied flavor	485	152	226	39	113	187	13	16	27	57	74	41	84	70	84	39	78	170	166	16	44
	41.1%	34.3%	40.1%	28.7%	36.8%	43.7%	22.4%	32.0%	31.8%	34.5%	41.8%	41.0%	39.3%	37.6%	35.7%	21.4%	36.4%	46.8%	37.8%	39.0%	41.5%
	100.0%	31.3%	46.6%	8.0%	23.3%	38.6%	2.7%	3.3%	5.6%	11.8%	15.3%	8.5%	17.3%	14.4%	17.3%	8.0%	16.1%	35.1%	34.2%	3.3%	9.1%
Mild taste	497	233	190	67	166	123	31	22	49	82	86	23	71	77	79	81	105	108	217	19	51
	41.5%	51.9%	33.2%	48.9%	53.2%	28.2%	52.5%	44.0%	58.3%	49.4%	47.8%	22.3%	32.9%	41.0%	33.1%	43.8%	48.4%	29.7%	49.0%	44.2%	47.7%
	100.0%	46.9%	38.2%	13.5%	33.4%	24.7%	6.2%	4.4%	9.9%	16.5%	17.3%	4.6%	14.3%	15.5%	15.9%	16.3%	21.1%	21.7%	43.7%	3.8%	10.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019348

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)					MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Easy to find/widely available	550	247	186	66	181	120	28	22	45	97	99	27	67	79	73	67	132	115	245	22	54
	46.3%	55.3%	32.8%	48.5%	58.2%	27.8%	48.3%	44.0%	52.9%	58.8%	55.0%	26.5%	31.3%	42.2%	30.7%	36.4%	61.1%	31.4%	55.6%	51.2%	50.5%
	100.0%	44.9%	33.8%	12.0%	32.9%	21.8%	5.1%	4.0%	8.2%	17.6%	18.0%	4.9%	12.2%	14.4%	13.3%	12.2%	24.0%	20.9%	44.5%	4.0%	9.8%
Size	588	177	288	50	127	238	18	23	22	70	76	50	113	86	111	69	95	206	204	22	28
	49.3%	39.8%	50.6%	37.0%	41.0%	54.8%	31.0%	46.9%	25.9%	42.4%	42.5%	48.5%	52.6%	45.7%	46.1%	37.1%	44.0%	56.0%	46.4%	50.0%	26.2%
	100.0%	30.1%	49.0%	8.5%	21.6%	40.5%	3.1%	3.9%	3.7%	11.9%	12.9%	8.5%	19.2%	14.6%	18.9%	11.7%	16.2%	35.0%	34.7%	3.7%	4.8%
Good for everyday	587	234	220	60	174	160	25	23	28	85	104	21	80	97	60	55	142	142	246	23	43
	49.4%	52.5%	38.7%	44.1%	56.1%	37.0%	43.1%	46.0%	33.3%	51.5%	58.1%	20.4%	37.0%	51.9%	25.0%	29.6%	65.7%	38.8%	55.8%	53.5%	40.2%
	100.0%	39.9%	37.5%	10.2%	29.6%	27.3%	4.3%	3.9%	4.8%	14.5%	17.7%	3.6%	13.6%	16.5%	10.2%	9.4%	24.2%	24.2%	41.9%	3.9%	7.3%
Brand reputation	601	186	285	56	130	229	23	19	29	62	89	58	99	97	120	74	84	209	207	19	54
	50.4%	41.7%	50.2%	41.2%	41.9%	53.0%	39.7%	38.0%	34.1%	37.8%	50.0%	56.9%	46.0%	51.9%	50.2%	39.8%	38.5%	56.9%	46.9%	44.2%	50.0%
	100.0%	30.9%	47.4%	9.3%	21.6%	38.1%	3.8%	3.2%	4.8%	10.3%	14.8%	9.7%	16.5%	16.1%	20.0%	12.3%	14.0%	34.8%	34.4%	3.2%	9.0%
Medium taste	606	223	254	58	165	196	28	16	37	85	93	33	103	88	96	77	113	179	238	17	49
	51.3%	50.1%	44.9%	43.0%	53.2%	45.5%	48.3%	32.0%	44.0%	51.5%	52.2%	32.4%	47.9%	47.1%	40.5%	41.8%	52.8%	49.3%	54.0%	40.5%	45.8%
	100.0%	36.8%	41.9%	9.6%	27.2%	32.3%	4.6%	2.6%	6.1%	14.0%	15.3%	5.4%	17.0%	14.5%	15.8%	12.7%	18.6%	29.5%	39.3%	2.8%	8.1%
Shape	698	238	315	62	176	253	35	20	37	101	101	50	123	117	123	79	132	221	255	30	51
	58.8%	53.1%	55.3%	44.9%	56.8%	58.6%	59.3%	40.0%	43.5%	61.6%	56.4%	49.5%	56.9%	62.6%	51.7%	43.2%	61.1%	60.4%	57.7%	69.8%	47.7%
	100.0%	34.1%	45.1%	8.9%	25.2%	36.2%	5.0%	2.9%	5.3%	14.5%	14.5%	7.2%	17.6%	16.8%	17.6%	11.3%	18.9%	31.7%	36.5%	4.3%	7.3%
Feel	722	236	343	67	169	276	30	21	41	85	100	65	126	106	146	86	128	231	255	25	59
	61.0%	52.9%	61.0%	49.6%	54.3%	64.6%	52.6%	42.0%	48.8%	51.5%	56.2%	67.0%	58.6%	57.0%	62.7%	47.3%	59.0%	63.5%	57.6%	58.1%	55.1%
	100.0%	32.7%	47.5%	9.3%	23.4%	38.2%	4.2%	2.9%	5.7%	11.8%	13.9%	9.0%	17.5%	14.7%	20.2%	11.9%	17.7%	32.0%	35.3%	3.5%	8.2%
Low price	752	360	296	105	255	191	45	40	65	137	139	39	115	114	111	125	171	175	325	31	74
	63.3%	80.9%	52.1%	77.2%	82.5%	44.2%	77.6%	80.0%	76.5%	83.0%	78.1%	38.6%	53.5%	61.0%	47.0%	67.9%	79.2%	47.9%	73.7%	72.1%	69.2%
	100.0%	47.9%	39.4%	14.0%	33.9%	25.4%	6.0%	5.3%	8.6%	18.2%	18.5%	5.2%	15.3%	15.2%	14.8%	16.6%	22.7%	23.3%	43.2%	4.1%	9.8%
Friend recommendation	760	264	389	86	178	303	33	34	49	96	104	76	151	114	175	106	97	269	258	18	67
	64.0%	58.9%	68.7%	63.2%	57.1%	70.5%	56.9%	68.0%	57.6%	58.2%	58.1%	76.0%	70.6%	61.0%	74.2%	57.3%	44.3%	74.3%	58.2%	42.9%	62.0%
	100.0%	34.7%	51.2%	11.3%	23.4%	39.9%	4.3%	4.5%	6.4%	12.6%	13.7%	10.0%	19.9%	15.0%	23.0%	13.9%	12.8%	35.4%	33.9%	2.4%	8.8%
Type of occasion	834	304	422	96	208	326	39	34	61	113	118	78	162	130	182	129	123	280	306	17	83
	70.6%	68.5%	75.0%	70.6%	67.5%	76.3%	68.4%	68.0%	73.5%	68.9%	66.3%	78.8%	76.4%	69.9%	77.4%	70.9%	56.7%	76.9%	69.7%	39.5%	77.6%
	100.0%	36.5%	50.6%	11.5%	24.9%	39.1%	4.7%	4.1%	7.3%	13.5%	14.1%	9.4%	19.4%	15.6%	21.8%	15.5%	14.7%	33.6%	36.7%	2.0%	10.0%
Color/Wrapper	869	286	429	91	195	338	37	31	40	102	123	77	157	133	166	101	156	295	311	31	61
	73.5%	63.8%	76.3%	66.4%	62.7%	79.5%	63.8%	62.0%	47.6%	61.4%	69.1%	79.4%	73.7%	71.5%	71.6%	55.2%	72.2%	80.8%	70.5%	72.1%	57.0%
	100.0%	32.9%	49.4%	10.5%	22.4%	38.9%	4.3%	3.6%	4.6%	11.7%	14.2%	8.9%	18.1%	15.3%	19.1%	11.6%	18.0%	33.9%	35.8%	3.6%	7.0%
Country of origin	881	291	444	87	204	357	35	35	55	108	117	81	168	135	173	113	128	295	320	32	75
	74.2%	65.2%	78.4%	64.4%	65.6%	82.8%	60.3%	72.9%	64.7%	65.9%	65.4%	80.2%	78.5%	72.2%	73.9%	62.1%	59.3%	81.0%	72.1%	74.4%	70.1%
	100.0%	33.0%	50.4%	9.9%	23.2%	40.5%	4.0%	4.0%	6.2%	12.3%	13.3%	9.2%	19.1%	15.3%	19.6%	12.8%	14.5%	33.5%	36.3%	3.6%	8.5%
On sale/promotion	900	384	396	112	272	284	47	39	69	141	150	64	147	131	155	142	183	243	365	35	87
	75.9%	86.3%	69.8%	82.4%	88.0%	65.9%	81.0%	78.0%	81.2%	84.9%	84.7%	63.4%	68.4%	70.1%	65.1%	76.3%	84.7%	66.9%	82.8%	81.4%	80.6%
	100.0%	42.7%	44.0%	12.4%	30.2%	31.6%	5.2%	4.3%	7.7%	15.7%	16.7%	7.1%	16.3%	14.6%	17.2%	15.8%	20.3%	27.0%	40.6%	3.9%	9.7%
Strong taste	913	330	440	96	234	344	39	34	57	120	140	72	162	145	166	116	150	294	333	30	76
	77.3%	74.5%	78.4%	72.2%	75.5%	80.4%	69.6%	68.0%	67.9%	73.2%	79.1%	72.7%	76.4%	77.5%	70.6%	63.7%	69.8%	81.0%	75.5%	69.8%	71.0%
	100.0%	36.1%	48.2%	10.5%	25.6%	37.7%	4.3%	3.7%	6.2%	13.1%	15.3%	7.9%	17.7%	15.9%	18.2%	12.7%	16.4%	32.2%	36.5%	3.3%	8.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019349

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Packaging	939	367	419	108	259	311	48	38	69	136	151	75	159	146	171	135	175	278	366	34	89
	79.5%	82.7%	74.4%	80:6%	83.5%	72.5%	84.2%	76.0%	82.1%	82.4%	85.3%	76.5%	74.0%	78.1%	73.1%	73.0%	81.8%	76.8%	83.0%	77.3%	83.2%
	100.0%	39.1%	44.6%	11.5%	27.6%	33.1%	5.1%	4.0%	7.3%	14.5%	16.1%	8.0%	16.9%	15.5%	18.2%	14.4%	18.6%	29.6%	39.0%	3.6%	9.5%
Sales person recommendation	961	350	471	106	244	365	42	41	72	123	134	85	179	152	203	151	151	329	318	26	99
	81.0%	78.3%	83.4%	77.9%	78.5%	85.1%	72.4%	82.0%	84.7%	75.0%	75.3%	85.9%	83.3%	81.7%	86.0%	81.6%	69.6%	90.4%	71.9%	61.9%	92.5%
	100.0%	36.4%	49.0%	11.0%	25.4%	38.0%	4.4%	4.3%	7.5%	12.8%	13.9%	8.8%	18.6%	15.8%	21.1%	15.7%	15.7%	34.2%	33.1%	2.7%	10.3%
Magazine recommendation	1079	398	517	124	274	393	52	47	71	145	160	88	191	175	208	153	186	340	398	36	94
	91.3%	89.8%	92.2%	93:2%	88.4%	91.8%	89.7%	97.9%	83.5%	88.4%	90.4%	89.8%	89.3%	94.1%	89.7%	83.6%	86.1%	94.2%	90.0%	83.7%	87.9%
	100.0%	36.9%	47.9%	11.5%	25.4%	36.4%	4.8%	4.4%	6.6%	13.4%	14.8%	8.2%	17.7%	16.2%	19.3%	14.2%	17.2%	31.5%	36.9%	3.3%	8.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019350

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Freshness																					
Mean	2.41	2.57	2.46	2.60	2.56	2.41	2.61	2.62	2.58	2.64	2.45	2.54	2.47	2.42	2.51	2.68	2.49	2.32	2.51	2.53	2.59
Std. Dev.	0.773	0.606	0.740	0.562	0.625	0.782	0.559	0.530	0.585	0.595	0.647	0.667	0.715	0.770	0.698	0.592	0.681	0.834	0.691	0.735	0.548
Std. Err.	0.022	0.029	0.031	0.049	0.036	0.037	0.074	0.075	0.063	0.046	0.048	0.065	0.049	0.057	0.045	0.044	0.046	0.043	0.033	0.112	0.053
Great taste																					
Mean	2.39	2.51	2.39	2.53	2.50	2.34	2.59	2.52	2.56	2.58	2.41	2.52	2.38	2.43	2.49	2.58	2.50	2.30	2.43	2.52	2.59
Std. Dev.	0.752	0.638	0.749	0.631	0.642	0.777	0.531	0.646	0.546	0.606	0.685	0.682	0.732	0.662	0.690	0.611	0.638	0.816	0.694	0.664	0.582
Std. Err.	0.022	0.030	0.031	0.054	0.036	0.037	0.070	0.091	0.060	0.047	0.051	0.067	0.050	0.048	0.044	0.045	0.043	0.043	0.033	0.100	0.056
Smooth taste																					
Mean	2.18	2.24	2.27	2.32	2.20	2.25	2.34	2.28	2.30	2.27	2.11	2.43	2.23	2.28	2.23	2.37	2.26	2.21	2.21	2.14	2.30
Std. Dev.	0.810	0.719	0.788	0.745	0.706	0.802	0.734	0.784	0.694	0.744	0.749	0.740	0.804	0.731	0.859	0.711	0.731	0.843	0.744	0.889	0.679
Std. Err.	0.023	0.034	0.033	0.063	0.040	0.039	0.096	0.111	0.076	0.058	0.056	0.074	0.055	0.053	0.056	0.052	0.050	0.044	0.035	0.136	0.066
Aroma/smell																					
Mean	2.09	2.12	2.15	2.28	2.05	2.11	2.39	2.16	2.04	2.17	2.11	2.20	2.15	2.14	2.10	2.20	2.18	2.07	2.11	2.21	2.07
Std. Dev.	0.836	0.756	0.848	0.725	0.761	0.881	0.644	0.717	0.778	0.713	0.771	0.821	0.797	0.820	0.851	0.828	0.752	0.889	0.784	0.742	0.817
Std. Err.	0.024	0.036	0.036	0.062	0.043	0.042	0.084	0.102	0.084	0.055	0.058	0.081	0.054	0.060	0.055	0.060	0.051	0.046	0.037	0.113	0.079
Well constructed																					
Mean	2.03	2.25	2.02	2.24	2.25	1.96	2.28	2.14	2.33	2.24	2.08	2.05	2.08	2.02	2.14	2.42	2.13	1.89	2.16	2.09	2.24
Std. Dev.	0.908	0.752	0.921	0.777	0.741	0.953	0.768	0.842	0.730	0.776	0.773	0.947	0.872	0.936	0.911	0.737	0.820	0.960	0.859	0.921	0.799
Std. Err.	0.026	0.036	0.039	0.067	0.042	0.046	0.101	0.120	0.079	0.061	0.058	0.095	0.059	0.068	0.059	0.055	0.056	0.050	0.041	0.140	0.078
Easy to smoke																					
Mean	1.97	1.95	2.07	2.05	1.90	2.08	2.05	2.04	1.89	2.03	1.98	2.17	2.10	2.09	2.14	2.10	1.95	2.08	1.92	1.84	2.06
Std. Dev.	0.856	0.801	0.831	0.760	0.815	0.852	0.782	0.755	0.728	0.805	0.816	0.837	0.815	0.769	0.823	0.809	0.865	0.830	0.819	0.998	0.835
Std. Err.	0.025	0.038	0.035	0.065	0.046	0.041	0.103	0.107	0.079	0.062	0.061	0.082	0.055	0.056	0.053	0.059	0.059	0.043	0.039	0.152	0.080
Past brand experience																					
Mean	1.98	2.19	1.99	2.14	2.21	1.94	2.24	2.00	2.28	2.15	2.10	1.98	2.00	2.02	2.01	2.22	2.15	1.89	2.12	2.05	2.14
Std. Dev.	0.936	0.803	0.929	0.769	0.818	0.970	0.733	0.808	0.734	0.793	0.844	0.907	0.945	0.837	0.964	0.857	0.853	1.007	0.832	0.936	0.848
Std. Err.	0.027	0.038	0.039	0.065	0.046	0.047	0.096	0.114	0.080	0.062	0.063	0.089	0.064	0.061	0.062	0.063	0.058	0.052	0.040	0.144	0.082
High quality																					
Mean	1.93	2.21	1.87	2.11	2.25	1.80	2.22	2.02	2.25	2.25	2.05	1.95	1.87	1.90	1.95	2.29	2.24	1.70	2.10	1.98	2.19
Std. Dev.	0.904	0.739	0.916	0.835	0.691	0.929	0.773	0.869	0.754	0.760	0.707	0.925	0.910	0.901	0.930	0.754	0.749	0.957	0.806	0.938	0.791
Std. Err.	0.026	0.035	0.029	0.072	0.039	0.045	0.102	0.123	0.082	0.059	0.053	0.093	0.062	0.066	0.061	0.056	0.051	0.050	0.038	0.143	0.076
Easy draw																					
Mean	1.89	2.02	1.94	2.10	1.98	1.89	2.11	1.98	2.13	2.04	1.89	2.14	1.93	1.86	2.15	2.16	1.90	1.85	1.95	1.86	2.20
Std. Dev.	0.887	0.790	0.887	0.771	0.797	0.915	0.673	0.892	0.720	0.775	0.797	0.882	0.835	0.859	0.868	0.779	0.840	0.908	0.864	0.915	0.770
Std. Err.	0.026	0.037	0.037	0.066	0.045	0.044	0.089	0.126	0.078	0.060	0.060	0.086	0.057	0.063	0.056	0.057	0.057	0.047	0.041	0.140	0.074

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019351

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Highest quality																					
Mean	1.80	2.04	1.75	1.97	2.07	1.68	2.07	1.90	2.19	2.01	1.90	1.81	1.75	1.74	1.87	2.13	2.10	1.59	1.95	1.86	2.05
Std. Dev.	0.941	0.803	0.960	0.880	0.766	0.974	0.835	0.863	0.752	0.835	0.779	1.001	0.922	0.948	1.008	0.870	0.802	0.980	0.860	1.002	0.840
Std. Err.	0.027	0.038	0.040	0.076	0.044	0.047	0.110	0.122	0.082	0.065	0.058	0.099	0.063	0.069	0.065	0.063	0.054	0.051	0.041	0.151	0.081
Good value																					
Mean	1.72	1.59	1.87	1.77	1.51	1.91	1.72	1.82	1.71	1.62	1.52	1.98	1.85	1.81	1.95	1.84	1.55	1.84	1.60	1.82	2.01
Std. Dev.	0.941	0.886	0.926	0.900	0.870	0.933	0.933	0.873	0.884	0.855	0.853	0.888	0.930	0.867	0.943	0.930	0.934	0.973	0.899	1.063	0.870
Std. Err.	0.027	0.042	0.039	0.078	0.049	0.045	0.122	0.124	0.096	0.067	0.064	0.087	0.063	0.064	0.061	0.068	0.064	0.051	0.043	0.160	0.084
Full-bodied flavor																					
Mean	1.70	1.84	1.71	1.94	1.79	1.64	2.05	1.84	1.88	1.86	1.71	1.71	1.73	1.75	1.83	2.10	1.83	1.57	1.75	1.80	1.83
Std. Dev.	0.948	0.893	0.963	0.850	0.909	0.986	0.804	0.842	0.837	0.910	0.907	1.028	0.929	0.910	1.015	0.886	0.924	0.990	0.908	0.872	0.931
Std. Err.	0.028	0.042	0.041	0.073	0.052	0.048	0.106	0.119	0.091	0.071	0.068	0.103	0.064	0.067	0.066	0.066	0.063	0.052	0.043	0.136	0.090
Mild taste																					
Mean	1.73	1.53	1.94	1.67	1.47	2.02	1.63	1.78	1.38	1.59	1.58	2.22	1.92	1.80	1.94	1.72	1.59	1.99	1.57	1.72	1.64
Std. Dev.	0.986	1.000	0.939	1.023	0.985	0.897	1.113	0.887	0.993	1.021	0.939	0.862	0.883	0.986	0.975	1.035	1.059	0.915	0.987	1.141	1.002
Std. Err.	0.028	0.047	0.039	0.087	0.056	0.043	0.145	0.125	0.108	0.079	0.070	0.085	0.060	0.072	0.063	0.076	0.072	0.048	0.047	0.174	0.097
Easy to find/widely available																					
Mean	1.59	1.41	1.86	1.55	1.35	1.96	1.52	1.68	1.46	1.37	1.38	2.02	1.92	1.66	1.96	1.80	1.22	1.91	1.39	1.49	1.50
Std. Dev.	0.996	0.921	0.942	0.972	0.893	0.911	0.978	0.935	0.749	0.951	0.885	0.867	0.895	0.995	0.899	0.967	0.990	0.949	0.979	1.099	0.915
Std. Err.	0.029	0.044	0.040	0.083	0.051	0.044	0.128	0.132	0.081	0.074	0.066	0.086	0.061	0.073	0.058	0.071	0.067	0.050	0.047	0.168	0.088
Size																					
Mean	1.53	1.72	1.51	1.77	1.70	1.43	1.81	1.69	2.01	1.64	1.63	1.63	1.48	1.55	1.65	1.81	1.66	1.40	1.58	1.64	2.00
Std. Dev.	0.912	0.818	0.937	0.762	0.841	0.971	0.687	0.847	0.794	0.749	0.799	0.950	0.921	0.903	0.990	0.931	0.842	0.940	0.848	0.990	0.869
Std. Err.	0.026	0.039	0.039	0.066	0.048	0.047	0.090	0.121	0.086	0.058	0.060	0.094	0.063	0.066	0.064	0.068	0.057	0.049	0.040	0.149	0.084
Good for everyday																					
Mean	1.46	1.40	1.71	1.65	1.29	1.73	1.74	1.56	1.82	1.45	1.24	2.17	1.73	1.37	2.07	1.92	1.16	1.67	1.32	1.35	1.66
Std. Dev.	1.024	0.975	0.990	0.992	0.948	0.990	0.947	0.972	0.867	0.940	0.938	0.868	0.911	1.009	0.877	0.912	1.004	1.018	1.019	1.110	0.980
Std. Err.	0.030	0.046	0.042	0.085	0.054	0.048	0.124	0.137	0.095	0.073	0.070	0.086	0.062	0.074	0.057	0.067	0.068	0.053	0.049	0.169	0.095
Brand reputation																					
Mean	1.53	1.72	1.53	1.76	1.71	1.46	1.83	1.74	1.86	1.73	1.58	1.39	1.59	1.55	1.54	1.76	1.81	1.38	1.59	1.79	1.56
Std. Dev.	0.964	0.881	0.970	0.873	0.885	0.989	0.861	0.876	0.875	0.867	0.841	1.073	0.902	0.923	1.040	0.987	0.905	0.987	0.925	1.103	0.969
Std. Err.	0.028	0.042	0.041	0.075	0.050	0.048	0.113	0.124	0.095	0.068	0.063	0.106	0.061	0.067	0.067	0.072	0.061	0.052	0.044	0.168	0.093
Medium taste																					
Mean	1.48	1.52	1.60	1.64	1.47	1.58	1.60	1.80	1.62	1.50	1.47	1.87	1.55	1.53	1.70	1.66	1.48	1.49	1.44	1.76	1.64
Std. Dev.	0.868	0.810	0.883	0.816	0.803	0.903	0.836	0.756	0.805	0.801	0.782	0.886	0.829	0.851	0.878	0.833	0.843	0.908	0.837	0.850	0.851
Std. Err.	0.025	0.038	0.037	0.070	0.046	0.043	0.110	0.107	0.088	0.062	0.059	0.088	0.057	0.062	0.057	0.061	0.058	0.048	0.040	0.131	0.082

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019352

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Shape																					
Mean	1.34	1.47	1.39	1.57	1.42	1.33	1.41	1.56	1.66	1.34	1.40	1.48	1.38	1.29	1.46	1.70	1.36	1.25	1.36	1.16	1.61
Std. Dev.	0.963	0.909	0.978	0.903	0.909	0.994	0.893	0.861	0.839	0.888	0.864	1.016	0.972	0.930	1.017	0.945	0.973	0.995	0.948	0.949	0.866
Std. Err.	0.028	0.043	0.041	0.077	0.052	0.048	0.116	0.122	0.091	0.069	0.065	0.101	0.066	0.068	0.066	0.070	0.066	0.052	0.045	0.145	0.084
Feel																					
Mean	1.29	1.44	1.30	1.49	1.42	1.24	1.44	1.54	1.64	1.48	1.34	1.23	1.35	1.37	1.33	1.65	1.41	1.21	1.40	1.37	1.39
Std. Dev.	0.952	0.921	0.982	0.937	0.915	0.989	1.053	0.762	0.887	0.941	0.831	0.963	0.993	0.916	1.003	0.945	0.898	1.001	0.930	0.952	0.898
Std. Err.	0.028	0.044	0.041	0.081	0.052	0.048	0.139	0.108	0.097	0.073	0.062	0.098	0.068	0.067	0.066	0.070	0.061	0.052	0.044	0.145	0.087
Low price																					
Mean	1.27	0.91	1.55	1.07	0.84	1.70	1.00	1.06	1.02	0.85	0.93	1.84	1.53	1.29	1.63	1.20	0.85	1.64	1.03	1.12	1.21
Std. Dev.	1.006	0.820	1.017	0.857	0.793	1.019	0.858	0.767	0.886	0.767	0.857	0.935	1.027	1.002	1.008	0.944	0.928	1.035	0.935	1.051	0.908
Std. Err.	0.029	0.039	0.043	0.074	0.045	0.049	0.113	0.108	0.096	0.060	0.064	0.093	0.070	0.073	0.066	0.070	0.063	0.054	0.045	0.160	0.088
Friend recommendation																					
Mean	1.23	1.35	1.13	1.26	1.40	1.09	1.33	1.22	1.32	1.39	1.36	1.00	1.11	1.26	1.06	1.38	1.60	1.04	1.37	1.67	1.27
Std. Dev.	0.860	0.820	0.852	0.825	0.815	0.858	0.846	0.790	0.759	0.794	0.866	0.899	0.832	0.809	0.892	0.872	0.836	0.841	0.820	0.902	0.827
Std. Err.	0.025	0.039	0.036	0.071	0.046	0.041	0.111	0.112	0.082	0.062	0.065	0.090	0.057	0.059	0.058	0.064	0.057	0.044	0.039	0.139	0.080
Type of occasion																					
Mean	0.99	1.07	0.89	1.04	1.08	0.84	1.14	1.06	1.04	1.08	1.11	0.83	0.84	1.05	0.83	1.03	1.36	0.82	1.05	1.72	0.86
Std. Dev.	0.982	0.968	0.941	0.980	0.963	0.923	0.915	1.038	1.041	0.940	0.907	0.948	0.913	0.934	1.004	0.977	1.028	0.953	0.963	1.054	0.936
Std. Err.	0.029	0.046	0.040	0.084	0.055	0.045	0.121	0.147	0.114	0.073	0.068	0.095	0.063	0.069	0.065	0.072	0.070	0.050	0.046	0.161	0.091
Color/Wrapper																					
Mean	0.92	1.16	0.83	1.10	1.19	0.75	1.14	1.18	1.52	1.19	1.00	0.78	0.88	0.93	0.97	1.28	0.96	0.73	1.00	0.91	1.31
Std. Dev.	0.966	1.010	0.962	1.031	1.002	0.924	1.034	1.024	1.081	0.978	0.957	0.938	0.988	0.981	1.027	1.106	0.992	0.903	0.976	1.019	1.013
Std. Err.	0.028	0.048	0.041	0.088	0.057	0.045	0.136	0.145	0.118	0.076	0.072	0.095	0.068	0.072	0.067	0.082	0.068	0.047	0.046	0.155	0.098
Country of origin																					
Mean	0.97	1.22	0.86	1.21	1.22	0.74	1.29	0.96	1.20	1.22	1.17	0.84	0.84	0.98	1.01	1.31	1.34	0.71	1.05	1.05	1.15
Std. Dev.	0.965	0.950	0.935	0.995	0.931	0.887	0.955	0.922	0.923	0.914	0.935	0.987	0.891	0.950	0.998	1.059	1.022	0.891	0.950	1.022	0.960
Std. Err.	0.028	0.045	0.039	0.086	0.053	0.043	0.125	0.133	0.100	0.071	0.070	0.098	0.061	0.069	0.065	0.079	0.070	0.047	0.045	0.156	0.093
On sale/promotion																					
Mean	0.92	0.71	1.08	0.84	0.65	1.15	0.88	0.86	0.87	0.70	0.74	1.29	1.09	1.03	1.17	0.97	0.70	1.12	0.77	0.95	0.92
Std. Dev.	0.958	0.803	1.021	0.854	0.773	1.059	0.839	0.948	0.828	0.796	0.784	1.080	1.012	0.958	1.054	0.912	0.871	1.031	0.870	0.999	0.898
Std. Err.	0.028	0.038	0.043	0.073	0.044	0.051	0.110	0.134	0.090	0.062	0.059	0.107	0.069	0.070	0.068	0.067	0.059	0.054	0.041	0.152	0.086
Strong taste																					
Mean	0.88	0.97	0.85	1.02	0.94	0.80	1.09	1.12	1.05	1.02	0.85	0.97	0.87	0.86	1.03	1.24	1.07	0.77	0.94	1.12	1.02
Std. Dev.	0.924	0.923	0.930	0.949	0.912	0.919	0.978	0.961	0.993	0.903	0.867	1.054	0.963	0.911	1.052	1.034	0.974	0.903	0.889	1.028	1.028
Std. Err.	0.027	0.044	0.039	0.082	0.052	0.044	0.131	0.136	0.108	0.071	0.065	0.106	0.066	0.067	0.069	0.077	0.066	0.047	0.042	0.157	0.099

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019353

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Packaging																					
Mean	0.87	0.79	0.99	0.85	0.77	1.04	0.77	0.92	0.76	0.78	0.79	1.04	1.01	0.86	1.05	1.06	0.78	0.97	0.77	0.98	0.78
Std. Dev.	0.913	0.832	0.968	0.871	0.815	0.993	0.802	0.986	0.830	0.822	0.802	1.004	0.940	0.942	0.986	0.965	0.885	0.964	0.849	1.110	0.861
Std. Err.	0.027	0.040	0.041	0.075	0.046	0.048	0.106	0.140	0.091	0.064	0.060	0.101	0.064	0.069	0.064	0.071	0.060	0.051	0.040	0.167	0.083
Sales person recommendation																					
Mean	0.83	0.97	0.74	0.95	0.98	0.67	1.02	0.92	0.79	1.03	1.02	0.70	0.76	0.77	0.70	0.89	1.23	0.57	1.08	1.40	0.56
Std. Dev.	0.835	0.809	0.826	0.855	0.789	0.806	0.908	0.778	0.725	0.832	0.795	0.839	0.817	0.833	0.803	0.830	0.850	0.763	0.824	0.939	0.716
Std. Err.	0.024	0.038	0.035	0.073	0.045	0.039	0.119	0.110	0.079	0.065	0.060	0.084	0.056	0.061	0.052	0.061	0.058	0.040	0.039	0.145	0.069
Magazine recommendation																					
Mean	0.49	0.60	0.45	0.54	0.63	0.42	0.57	0.52	0.71	0.66	0.60	0.54	0.53	0.44	0.53	0.74	0.64	0.39	0.54	0.77	0.62
Std. Dev.	0.697	0.712	0.690	0.691	0.720	0.688	0.775	0.618	0.799	0.694	0.741	0.789	0.773	0.623	0.783	0.837	0.765	0.649	0.696	0.947	0.748
Std. Err.	0.020	0.034	0.029	0.060	0.041	0.033	0.102	0.089	0.087	0.054	0.056	0.080	0.053	0.046	0.051	0.062	0.052	0.034	0.033	0.144	0.072

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019354

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY			SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Cohiba	387	254	99	53	201	46	24	15	55	106	89	19	34	49	73	94	121	48	201	18	62
	31.5%	55.7%	17.0%	37.9%	63.6%	10.4%	40.7%	30.0%	64.0%	63.5%	48.6%	17.6%	15.7%	25.7%	29.1%	48.7%	54.3%	12.6%	44.6%	40.9%	56.9%
	100.0%	65.6%	25.6%	13.7%	51.9%	11.9%	6.2%	3.9%	14.2%	27.4%	23.0%	4.9%	8.8%	12.7%	18.9%	24.3%	31.3%	12.4%	51.9%	4.7%	16.0%
Davidoff	273	176	73	41	135	32	21	11	43	72	58	12	29	36	56	72	83	30	134	13	50
	22.2%	38.6%	12.5%	29.3%	42.7%	7.2%	35.6%	22.0%	50.0%	43.1%	31.7%	11.1%	13.4%	18.8%	22.3%	37.3%	37.2%	7.9%	29.7%	29.5%	45.9%
	100.0%	64.5%	26.7%	15.0%	49.5%	11.7%	7.7%	4.0%	15.8%	26.4%	21.2%	4.4%	10.6%	13.2%	20.5%	26.4%	30.4%	11.0%	49.1%	4.8%	18.3%
Don Diego	565	314	210	91	223	119	44	28	63	117	113	32	75	92	101	117	132	111	268	21	77
	46.0%	68.9%	36.0%	65.0%	70.6%	26.9%	74.6%	56.0%	73.3%	70.1%	61.7%	29.6%	34.6%	48.2%	40.2%	60.6%	59.2%	29.2%	59.4%	47.7%	70.6%
	100.0%	55.6%	37.2%	16.1%	39.5%	21.1%	7.8%	5.0%	11.2%	20.7%	20.0%	5.7%	13.3%	16.3%	17.9%	20.7%	23.4%	19.6%	47.4%	3.7%	13.6%
Fuente/Arturo Fuente	358	237	109	64	173	45	30	18	59	93	71	18	39	52	70	89	82	50	179	14	64
	29.1%	52.0%	18.7%	45.7%	54.7%	10.2%	50.8%	36.0%	68.6%	55.7%	38.8%	16.7%	18.0%	27.2%	27.9%	46.1%	36.8%	13.2%	39.7%	31.8%	58.7%
	100.0%	66.2%	30.4%	17.9%	48.3%	12.6%	8.4%	5.0%	16.5%	26.0%	19.8%	5.0%	10.9%	14.5%	19.6%	24.9%	22.9%	14.0%	50.0%	3.9%	17.9%
H.Upmann	375	254	104	61	193	43	35	11	70	92	80	17	42	50	77	89	91	51	183	9	77
	30.5%	55.7%	17.8%	43.6%	61.1%	9.7%	59.3%	22.0%	81.4%	55.1%	43.7%	15.7%	19.4%	26.2%	30.7%	46.1%	40.8%	13.4%	40.6%	20.5%	70.6%
	100.0%	67.7%	27.7%	16.3%	51.5%	11.5%	9.3%	2.9%	18.7%	24.5%	21.3%	4.5%	11.2%	13.3%	20.5%	23.7%	24.3%	13.6%	48.8%	2.4%	20.5%
Hoyo de Monterrey	312	208	97	58	150	39	26	16	58	83	54	18	35	45	74	83	74	42	150	13	69
	25.4%	45.6%	16.6%	41.4%	47.5%	8.8%	44.1%	32.0%	67.4%	49.7%	29.5%	16.7%	16.1%	23.6%	29.5%	43.0%	33.2%	11.1%	33.3%	29.5%	63.3%
	100.0%	66.7%	31.1%	18.6%	48.1%	12.5%	8.3%	5.1%	18.6%	26.6%	17.3%	5.8%	11.2%	14.4%	23.7%	26.6%	23.7%	13.5%	48.1%	4.2%	22.1%
Hoyo de Monterrey Excalibur	277	192	84	51	141	33	28	11	52	69	48	15	31	41	69	82	64	35	141	15	58
	22.5%	42.1%	14.4%	36.4%	44.6%	7.4%	47.5%	22.0%	60.5%	41.3%	26.2%	13.9%	14.3%	21.5%	27.5%	42.5%	28.7%	9.2%	31.3%	34.1%	53.2%
	100.0%	69.3%	30.3%	18.4%	50.9%	11.9%	10.1%	4.0%	18.8%	24.9%	17.3%	5.4%	11.2%	14.8%	24.9%	29.6%	23.1%	12.6%	50.9%	5.4%	20.9%
Macanudo	553	355	169	93	262	76	47	27	71	128	133	24	65	74	97	117	152	84	282	27	84
	45.0%	77.9%	29.0%	66.4%	82.9%	17.2%	79.7%	54.0%	82.6%	76.6%	72.7%	22.2%	30.0%	38.7%	38.6%	60.6%	68.2%	22.1%	62.5%	61.4%	77.1%
	100.0%	64.2%	30.6%	16.8%	47.4%	13.7%	8.5%	4.9%	12.8%	23.1%	24.1%	4.3%	11.8%	13.4%	17.5%	21.2%	27.5%	15.2%	51.0%	4.9%	15.2%
Montecristo	434	270	134	65	205	69	33	19	59	100	97	16	56	62	73	93	132	58	228	21	65
	35.3%	59.2%	23.0%	46.4%	64.9%	15.6%	55.9%	38.0%	68.6%	59.9%	53.0%	14.8%	25.8%	32.5%	29.1%	48.2%	59.2%	15.3%	50.6%	47.7%	59.6%
	100.0%	62.2%	30.9%	15.0%	47.2%	15.9%	7.6%	4.4%	13.6%	23.0%	22.4%	3.7%	12.9%	14.3%	16.8%	21.4%	30.4%	13.4%	52.5%	4.8%	15.0%
Partagas	365	256	100	63	193	37	34	14	61	103	77	18	35	49	74	96	101	42	181	14	74
	29.7%	56.1%	17.2%	45.0%	61.1%	8.4%	57.6%	28.0%	70.9%	61.7%	42.1%	16.7%	16.1%	25.7%	29.5%	49.7%	45.3%	11.1%	40.1%	31.8%	67.9%
	100.0%	70.1%	27.4%	17.3%	52.9%	10.1%	9.3%	3.8%	16.7%	28.2%	21.1%	4.9%	9.6%	13.4%	20.3%	26.3%	27.7%	11.5%	49.6%	3.8%	20.3%
Punch	345	239	95	62	177	33	32	16	68	94	69	19	35	45	73	91	82	42	160	13	79
	28.1%	52.4%	16.3%	44.3%	56.0%	7.4%	54.2%	32.0%	79.1%	56.3%	37.7%	17.6%	16.1%	23.6%	29.1%	47.2%	36.8%	11.1%	35.5%	29.5%	72.5%
	100.0%	69.3%	27.5%	18.0%	51.3%	9.6%	9.3%	4.6%	19.7%	27.2%	20.0%	5.5%	10.1%	13.0%	21.2%	26.4%	23.8%	12.2%	46.4%	3.8%	22.9%
Te Amo	364	227	113	63	164	50	31	15	59	90	68	20	43	51	80	95	83	59	183	12	68
	29.6%	49.8%	19.4%	45.0%	51.9%	11.3%	52.5%	30.0%	68.6%	53.9%	37.2%	18.5%	19.8%	26.7%	31.9%	49.2%	37.2%	15.5%	40.6%	27.3%	62.4%
	100.0%	62.4%	31.0%	17.3%	45.1%	13.7%	8.5%	4.1%	16.2%	24.7%	18.7%	5.5%	11.8%	14.0%	22.0%	26.1%	22.8%	16.2%	50.3%	3.3%	18.7%
No answer	378	24	253	14	10	239	1	10	5	9	12	61	95	51	103	30	23	197	68	9	7
	30.8%	5.3%	43.4%	10.0%	3.2%	54.0%	1.7%	20.0%	5.8%	5.4%	6.6%	56.5%	43.8%	26.7%	41.0%	15.5%	10.3%	51.8%	15.1%	20.5%	6.4%
	100.0%	6.3%	66.9%	3.7%	2.6%	63.2%	0.3%	2.6%	1.3%	2.4%	3.2%	16.1%	25.1%	13.5%	27.2%	7.9%	6.1%	52.1%	18.0%	2.4%	1.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019355

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Cohiba	73	55	20	14	41	6	9	3	12	24	17	3	3	7	16	26	34	3	40	5	3
	5.9%	12.1%	3.4%	10.0%	13.0%	1.4%	15.3%	6.0%	14.0%	14.4%	9.3%	2.8%	1.4%	3.7%	6.4%	13.5%	15.2%	0.8%	8.9%	11.4%	2.8%
	100.0%	75.3%	27.4%	19.2%	56.2%	8.2%	12.3%	4.1%	16.4%	32.9%	23.3%	4.1%	4.1%	9.6%	21.9%	35.6%	46.6%	4.1%	54.8%	6.8%	4.1%
Davidoff	29	22	9	5	17	4	5	0	6	13	5	1	6	4	6	12	9	1	14	2	2
	2.4%	4.8%	1.5%	3.6%	5.4%	0.9%	8.5%	0.0%	7.0%	7.8%	2.7%	0.9%	2.8%	2.1%	2.4%	6.2%	4.0%	0.3%	3.1%	4.5%	1.8%
	100.0%	75.9%	31.0%	17.2%	58.6%	13.8%	17.2%	0.0%	20.7%	44.8%	17.2%	3.4%	20.7%	13.8%	20.7%	41.4%	31.0%	3.4%	48.3%	6.9%	6.9%
Don Diego	77	50	31	16	34	15	9	4	7	21	17	6	8	9	15	21	16	13	35	6	6
	6.3%	11.0%	5.3%	11.4%	10.8%	3.4%	15.3%	8.0%	8.1%	12.6%	9.3%	5.6%	3.7%	4.7%	6.0%	10.9%	7.2%	3.4%	7.8%	13.6%	5.5%
	100.0%	64.9%	40.3%	20.8%	44.2%	19.5%	11.7%	5.2%	9.1%	27.3%	22.1%	7.8%	10.4%	11.7%	19.5%	27.3%	20.8%	16.9%	45.5%	7.8%	7.8%
Fuente/Arturo Fuente	113	94	28	24	70	4	13	6	27	39	20	1	14	12	26	37	34	7	69	4	17
	9.2%	20.6%	4.8%	17.1%	22.2%	0.9%	22.0%	12.0%	31.4%	23.4%	10.9%	0.9%	6.5%	6.3%	10.4%	19.2%	15.2%	1.8%	15.3%	9.1%	15.6%
	100.0%	83.2%	24.8%	21.2%	61.9%	3.5%	11.5%	5.3%	23.9%	34.5%	17.7%	0.9%	12.4%	10.6%	23.0%	32.7%	30.1%	6.2%	61.1%	3.5%	15.0%
H.Upmann	94	79	20	16	63	4	11	1	22	27	19	0	12	12	15	29	28	6	55	2	12
	7.6%	17.3%	3.4%	11.4%	19.9%	0.9%	18.6%	2.0%	25.6%	16.2%	10.4%	0.0%	5.5%	6.3%	6.0%	15.0%	12.6%	1.6%	12.2%	4.5%	11.0%
	100.0%	84.0%	21.3%	17.0%	67.0%	4.3%	11.7%	1.1%	23.4%	28.7%	20.2%	0.0%	12.8%	12.8%	16.0%	30.9%	29.8%	6.4%	58.5%	2.1%	12.8%
Hoyo de Monterrey	31	24	9	7	17	2	3	1	8	8	4	0	4	3	12	12	6	4	20	0	1
	2.5%	5.3%	1.5%	5.0%	5.4%	0.5%	5.1%	2.0%	9.3%	4.8%	2.2%	0.0%	1.8%	1.6%	4.8%	6.2%	2.7%	1.1%	4.4%	0.0%	0.9%
	100.0%	77.4%	29.0%	22.6%	54.8%	6.5%	9.7%	3.2%	25.8%	25.8%	12.9%	0.0%	12.9%	9.7%	38.7%	38.7%	19.4%	12.9%	64.5%	0.0%	3.2%
Hoyo de Monterrey Excalibur	45	35	13	11	24	2	6	2	13	11	6	1	6	11	15	19	11	3	21	2	11
	3.7%	7.7%	2.2%	7.9%	7.6%	0.5%	10.2%	4.0%	15.1%	6.6%	3.3%	0.9%	2.8%	5.8%	6.0%	9.8%	4.9%	0.8%	4.7%	4.5%	10.1%
	100.0%	77.8%	28.9%	24.4%	53.3%	4.4%	13.3%	4.4%	28.9%	24.4%	13.3%	2.2%	13.3%	24.4%	33.3%	42.2%	24.4%	6.7%	46.7%	4.4%	24.4%
Macanudo	225	180	63	51	129	12	26	15	29	64	73	7	27	29	37	48	82	24	132	15	20
	18.3%	39.5%	10.8%	36.4%	40.8%	2.7%	44.1%	30.0%	33.7%	38.3%	39.9%	6.5%	12.4%	15.2%	14.7%	24.9%	36.8%	6.3%	29.3%	34.1%	18.3%
	100.0%	80.0%	28.0%	22.7%	57.3%	5.3%	11.6%	6.7%	12.9%	28.4%	32.4%	3.1%	12.0%	12.9%	16.4%	21.3%	36.4%	10.7%	58.7%	6.7%	8.9%
Montecristo	61	52	21	17	35	4	12	2	17	14	17	1	7	8	13	21	27	6	31	4	6
	5.0%	11.4%	3.6%	12.1%	11.1%	0.9%	20.3%	4.0%	19.8%	8.4%	9.3%	0.9%	3.2%	4.2%	5.2%	10.9%	12.1%	1.6%	6.9%	9.1%	5.5%
	100.0%	85.2%	34.4%	27.9%	57.4%	6.6%	19.7%	3.3%	27.9%	23.0%	27.9%	1.6%	11.5%	13.1%	21.3%	34.4%	44.3%	9.8%	50.8%	6.6%	9.8%
Partagas	91	75	23	17	58	6	13	3	20	29	19	4	13	8	18	32	31	8	53	3	12
	7.4%	16.4%	3.9%	12.1%	18.4%	1.4%	22.0%	6.0%	23.3%	17.4%	10.4%	3.7%	6.0%	4.2%	7.2%	16.6%	13.9%	2.1%	11.8%	6.8%	11.0%
	100.0%	82.4%	25.3%	18.7%	63.7%	6.6%	14.3%	3.3%	22.0%	31.9%	20.9%	4.4%	14.3%	8.8%	19.8%	35.2%	34.1%	8.8%	58.2%	3.3%	13.2%
Punch	77	64	20	17	47	3	9	5	22	24	13	3	11	10	15	27	19	6	40	3	11
	6.3%	14.0%	3.4%	12.1%	14.9%	0.7%	15.3%	10.0%	25.6%	14.4%	7.1%	2.8%	5.1%	5.2%	6.0%	14.0%	8.5%	1.6%	8.9%	6.8%	10.1%
	100.0%	83.1%	26.0%	22.1%	61.0%	3.9%	11.7%	6.5%	28.6%	31.2%	16.9%	3.9%	14.3%	13.0%	19.5%	35.1%	24.7%	7.8%	51.9%	3.9%	14.3%
Te Amo	67	46	19	14	32	5	5	4	10	20	7	3	8	8	16	20	13	9	33	2	13
	5.5%	10.1%	3.3%	10.0%	10.1%	1.1%	8.5%	8.0%	11.6%	12.0%	3.8%	2.8%	3.7%	4.2%	6.4%	10.4%	5.8%	2.4%	7.3%	4.5%	11.9%
	100.0%	68.7%	28.4%	20.9%	47.8%	7.5%	7.5%	6.0%	14.9%	29.9%	10.4%	4.5%	11.9%	11.9%	23.9%	29.9%	19.4%	13.4%	49.3%	3.0%	19.4%
No answer	736	96	433	39	57	394	7	20	19	35	49	90	161	123	169	75	74	313	197	21	51
	59.9%	21.1%	74.3%	27.9%	18.0%	88.9%	11.9%	40.0%	22.1%	21.0%	26.8%	83.3%	74.2%	64.4%	67.3%	38.9%	33.2%	82.4%	43.7%	47.7%	46.8%
	100.0%	13.0%	58.8%	5.3%	7.7%	53.5%	1.0%	2.7%	2.6%	4.8%	6.7%	12.2%	21.9%	16.7%	23.0%	10.2%	10.1%	42.5%	26.8%	2.9%	6.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019356

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	387	254	99	53	201	46	24	15	55	106	89	19	34	49	73	94	121	48	201	18	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	65.6%	25.6%	13.7%	51.9%	11.9%	6.2%	3.9%	14.2%	27.4%	23.0%	4.9%	8.8%	12.7%	18.9%	24.3%	31.3%	12.4%	51.9%	4.7%	16.0%
Cohiba																					
Casual	34	18	14	4	14	10	0	4	4	7	9	6	6	3	13	13	13	5	21	3	2
	8.8%	7.1%	14.1%	7.5%	7.0%	21.7%	0.0%	26.7%	7.3%	6.6%	10.1%	31.6%	17.6%	6.1%	17.8%	13.8%	10.7%	10.4%	10.4%	16.7%	3.2%
	100.0%	52.9%	41.2%	11.8%	41.2%	29.4%	0.0%	11.8%	11.8%	20.6%	26.5%	17.6%	17.6%	8.8%	38.2%	38.2%	38.2%	14.7%	61.8%	8.8%	5.9%
Individualistic	62	42	20	12	30	8	3	6	13	17	12	7	7	6	15	18	24	5	32	2	7
	16.0%	16.5%	20.2%	22.6%	14.9%	17.4%	12.5%	40.0%	23.6%	16.0%	13.5%	36.8%	20.6%	12.2%	20.5%	19.1%	19.8%	10.4%	15.9%	11.1%	11.3%
	100.0%	67.7%	32.3%	19.4%	48.4%	12.9%	4.8%	9.7%	21.0%	27.4%	19.4%	11.3%	11.3%	9.7%	24.2%	29.0%	38.7%	8.1%	51.6%	3.2%	11.3%
Mild taste	34	20	11	4	16	7	1	1	4	9	5	4	2	2	7	11	12	4	15	1	3
	8.8%	7.9%	11.1%	7.5%	8.0%	15.2%	4.2%	6.7%	7.3%	8.5%	5.6%	21.1%	5.9%	4.1%	9.6%	11.7%	9.9%	8.3%	7.5%	5.6%	4.8%
	100.0%	58.8%	32.4%	11.8%	47.1%	20.6%	2.9%	2.9%	11.8%	26.5%	14.7%	11.8%	5.9%	5.9%	20.6%	32.4%	35.3%	11.8%	44.1%	2.9%	8.8%
High quality	148	105	43	27	78	16	14	9	23	52	30	9	12	15	33	37	46	8	81	8	21
	38.2%	41.3%	43.4%	50.9%	38.8%	34.8%	58.3%	60.0%	41.8%	49.1%	33.7%	47.4%	35.3%	30.6%	45.2%	39.4%	38.0%	16.7%	40.3%	44.4%	33.9%
	100.0%	70.9%	29.1%	18.2%	52.7%	10.8%	9.5%	6.1%	15.5%	35.1%	20.3%	6.1%	8.1%	10.1%	22.3%	25.0%	31.1%	5.4%	54.7%	5.4%	14.2%
Smart choice	59	44	15	9	35	6	3	5	5	22	14	5	6	3	13	13	22	2	35	2	6
	15.2%	17.3%	15.2%	17.0%	17.4%	13.0%	12.5%	33.3%	9.1%	20.8%	15.7%	26.3%	17.6%	6.1%	17.8%	13.8%	18.2%	4.2%	17.4%	11.1%	9.7%
	100.0%	74.6%	25.4%	15.3%	59.3%	10.2%	5.1%	8.5%	8.5%	37.3%	23.7%	8.5%	10.2%	5.1%	22.0%	22.0%	37.3%	3.4%	59.3%	3.4%	10.2%
Refined taste	81	56	23	11	45	12	5	3	13	25	15	7	5	5	20	24	34	3	42	7	9
	20.9%	22.0%	23.2%	20.8%	22.4%	26.1%	20.8%	20.0%	23.6%	23.6%	16.9%	36.8%	14.7%	10.2%	27.4%	25.5%	28.1%	6.3%	20.9%	38.9%	14.5%
	100.0%	69.1%	28.4%	13.6%	55.6%	14.8%	6.2%	3.7%	16.0%	30.9%	18.5%	8.6%	6.2%	6.2%	24.7%	29.6%	42.0%	3.7%	51.9%	8.6%	11.1%
Recommended by tobacconists	107	74	34	23	51	11	12	7	16	33	27	7	10	8	22	29	38	7	64	6	11
	27.6%	29.1%	34.3%	43.4%	25.4%	23.9%	50.0%	46.7%	29.1%	31.1%	30.3%	36.8%	29.4%	16.3%	30.1%	30.9%	31.4%	14.6%	31.8%	33.3%	17.7%
	100.0%	69.2%	31.8%	21.5%	47.7%	10.3%	11.2%	6.5%	15.0%	30.8%	25.2%	6.5%	9.3%	7.5%	20.6%	27.1%	35.5%	6.5%	59.8%	5.6%	10.3%
Attractive packaging	46	29	17	10	19	7	5	4	10	15	5	6	7	5	17	19	12	4	25	1	7
	11.9%	11.4%	17.2%	18.9%	9.5%	15.2%	20.8%	26.7%	18.2%	14.2%	5.6%	31.6%	20.6%	10.2%	23.3%	20.2%	9.9%	8.3%	12.4%	5.6%	11.3%
	100.0%	63.0%	37.0%	21.7%	41.3%	15.2%	10.9%	8.7%	21.7%	32.6%	10.9%	13.0%	15.2%	10.9%	37.0%	41.3%	26.1%	8.7%	54.3%	2.2%	15.2%
Sophisticated	71	45	24	11	34	13	6	3	11	21	12	5	7	6	19	21	22	4	33	4	9
	18.3%	17.7%	24.2%	20.8%	16.9%	28.3%	25.0%	20.0%	20.0%	19.8%	13.5%	26.3%	20.6%	12.2%	26.0%	22.3%	18.2%	8.3%	16.4%	22.2%	14.5%
	100.0%	63.4%	33.8%	15.5%	47.9%	18.3%	8.5%	4.2%	15.5%	29.6%	16.9%	7.0%	9.9%	8.5%	26.8%	29.6%	31.0%	5.6%	46.5%	5.6%	12.7%
Innovative	22	13	11	5	8	6	2	3	5	4	5	5	5	2	10	11	8	1	12	1	2
	5.7%	5.1%	11.1%	9.4%	4.0%	13.0%	8.3%	20.0%	9.1%	3.8%	5.6%	26.3%	14.7%	4.1%	13.7%	11.7%	6.6%	2.1%	6.0%	5.6%	3.2%
	100.0%	59.1%	50.0%	22.7%	36.4%	27.3%	9.1%	13.6%	22.7%	18.2%	22.7%	22.7%	22.7%	9.1%	45.5%	50.0%	36.4%	4.5%	54.5%	4.5%	9.1%
Trendy	96	67	25	14	53	11	8	4	21	26	20	7	8	7	25	28	32	5	49	8	17
	24.8%	26.4%	25.3%	26.4%	26.4%	23.9%	33.3%	26.7%	38.2%	24.5%	22.5%	36.8%	23.5%	14.3%	34.2%	29.8%	26.4%	10.4%	24.4%	44.4%	27.4%
	100.0%	69.8%	26.0%	14.6%	55.2%	11.5%	8.3%	4.2%	21.9%	27.1%	20.8%	7.3%	8.3%	7.3%	26.0%	29.2%	33.3%	5.2%	51.0%	8.3%	17.7%
Prestigious	125	95	31	22	73	9	9	9	26	40	25	6	11	9	25	33	41	8	66	6	24
	32.3%	37.4%	31.3%	41.5%	36.3%	19.6%	37.5%	60.0%	47.3%	37.7%	28.1%	31.6%	32.4%	18.4%	34.2%	35.1%	33.9%	16.7%	32.8%	33.3%	38.7%
	100.0%	76.0%	24.8%	17.6%	58.4%	7.2%	7.2%	7.2%	20.8%	32.0%	20.0%	4.8%	8.8%	7.2%	20.0%	26.4%	32.8%	6.4%	52.8%	4.8%	19.2%
Sporty	31	19	16	10	9	6	4	3	4	7	7	3	6	3	12	12	10	4	14	4	2
	8.0%	7.5%	16.2%	18.9%	4.5%	13.0%	16.7%	20.0%	7.3%	6.6%	7.9%	15.8%	17.6%	6.1%	16.4%	12.8%	8.3%	8.3%	7.0%	22.2%	3.2%
	100.0%	61.3%	51.6%	32.3%	29.0%	19.4%	12.9%	9.7%	12.9%	22.6%	22.6%	9.7%	19.4%	9.7%	38.7%	38.7%	32.3%	12.9%	45.2%	12.9%	6.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019357

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	387	254	99	53	201	46	24	15	55	106	89	19	34	49	73	94	121	48	201	18	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	65.6%	25.6%	13.7%	51.9%	11.9%	6.2%	3.9%	14.2%	27.4%	23.0%	4.9%	8.8%	12.7%	18.9%	24.3%	31.3%	12.4%	51.9%	4.7%	16.0%
Reliable	70	54	20	14	40	6	8	4	15	23	13	6	5	4	19	24	28	4	39	6	9
	18.1%	21.3%	20.2%	26.4%	19.9%	13.0%	33.3%	26.7%	27.3%	21.7%	14.6%	31.6%	14.7%	8.2%	26.0%	25.5%	23.1%	8.3%	19.4%	33.3%	14.5%
	100.0%	77.1%	28.6%	20.0%	57.1%	8.6%	11.4%	5.7%	21.4%	32.9%	18.6%	8.6%	7.1%	5.7%	27.1%	34.3%	40.0%	5.7%	55.7%	8.6%	12.9%
Recommended by magazine	70	49	27	18	31	9	11	5	16	22	12	6	5	6	19	24	25	4	41	5	12
	18.1%	19.3%	27.3%	34.0%	15.4%	19.6%	45.8%	33.3%	29.1%	20.8%	13.5%	31.6%	14.7%	12.2%	26.0%	25.5%	20.7%	8.3%	20.4%	27.8%	19.4%
	100.0%	70.0%	38.6%	25.7%	44.3%	12.9%	15.7%	7.1%	22.9%	31.4%	17.1%	8.6%	7.1%	8.6%	27.1%	34.3%	35.7%	5.7%	58.6%	7.1%	17.1%
Great taste	114	86	29	19	67	10	7	9	21	36	28	7	13	10	25	32	45	9	68	6	12
	29.5%	33.9%	29.3%	35.8%	33.3%	21.7%	29.2%	60.0%	38.2%	34.0%	31.5%	36.8%	38.2%	20.4%	34.2%	34.0%	37.2%	18.8%	33.8%	33.3%	19.4%
	100.0%	75.4%	25.4%	16.7%	58.8%	8.8%	6.1%	7.9%	18.4%	31.6%	24.6%	6.1%	11.4%	8.8%	21.9%	28.1%	39.5%	7.9%	59.6%	5.3%	10.5%
Good value	34	23	12	6	17	6	2	2	3	8	8	4	4	3	10	12	14	5	15	1	2
	8.8%	9.1%	12.1%	11.3%	8.5%	13.0%	8.3%	13.3%	5.5%	7.5%	9.0%	21.1%	11.8%	6.1%	13.7%	12.8%	11.6%	10.4%	7.5%	5.6%	3.2%
	100.0%	67.6%	35.3%	17.6%	50.0%	17.6%	5.9%	5.9%	8.8%	23.5%	23.5%	11.8%	11.8%	8.8%	29.4%	35.3%	41.2%	14.7%	44.1%	2.9%	5.9%
For social smokers	47	31	12	5	26	7	3	1	7	14	11	5	4	4	12	15	19	4	27	3	5
	12.1%	12.2%	12.1%	9.4%	12.9%	15.2%	12.5%	6.7%	12.7%	13.2%	12.4%	26.3%	11.8%	8.2%	16.4%	16.0%	15.7%	8.3%	13.4%	16.7%	8.1%
	100.0%	66.0%	25.5%	10.6%	55.3%	14.9%	6.4%	2.1%	14.9%	29.8%	23.4%	10.6%	8.5%	8.5%	25.5%	31.9%	40.4%	8.5%	57.4%	6.4%	10.6%
Good for everyday	31	20	11	5	15	6	2	3	5	10	4	3	6	1	8	13	12	1	18	1	3
	8.0%	7.9%	11.1%	9.4%	7.5%	13.0%	8.3%	20.0%	9.1%	9.4%	4.5%	15.8%	17.6%	2.0%	11.0%	13.8%	9.9%	2.1%	9.0%	5.6%	4.8%
	100.0%	64.5%	35.5%	16.1%	48.4%	19.4%	6.5%	9.7%	16.1%	32.3%	12.9%	9.7%	19.4%	3.2%	25.8%	41.9%	38.7%	3.2%	58.1%	3.2%	9.7%
Fresh	98	72	27	16	56	11	5	8	15	35	25	6	10	10	17	21	37	5	57	5	12
	25.3%	28.3%	27.3%	30.2%	27.9%	23.9%	20.8%	53.3%	27.3%	33.0%	28.1%	31.6%	29.4%	20.4%	23.3%	22.3%	30.6%	10.4%	28.4%	27.8%	19.4%
	100.0%	73.5%	27.6%	16.3%	57.1%	11.2%	5.1%	8.2%	15.3%	35.7%	25.5%	6.1%	10.2%	10.2%	17.3%	21.4%	37.8%	5.1%	58.2%	5.1%	12.2%
Good for relaxing	98	71	30	19	52	11	7	8	13	30	22	8	6	14	21	28	38	10	51	6	12
	25.3%	28.0%	30.3%	35.8%	25.9%	23.9%	29.2%	53.3%	23.6%	28.3%	24.7%	42.1%	17.6%	28.6%	28.8%	29.8%	31.4%	20.8%	25.4%	33.3%	19.4%
	100.0%	72.4%	30.6%	19.4%	53.1%	11.2%	7.1%	8.2%	13.3%	30.6%	22.4%	8.2%	6.1%	14.3%	21.4%	28.6%	38.8%	10.2%	52.0%	6.1%	12.2%
Easy to find/widely available	46	28	15	7	21	8	4	3	4	14	13	4	7	8	13	17	15	8	22	3	6
	11.9%	11.0%	15.2%	13.2%	10.4%	17.4%	16.7%	20.0%	7.3%	13.2%	14.6%	21.1%	20.6%	16.3%	17.8%	18.1%	12.4%	16.7%	10.9%	16.7%	9.7%
	100.0%	60.9%	32.6%	15.2%	45.7%	17.4%	8.7%	6.5%	8.7%	30.4%	28.3%	8.7%	15.2%	17.4%	28.3%	37.0%	32.6%	17.4%	47.8%	6.5%	13.0%
Full flavored	105	81	27	16	65	11	6	7	24	35	21	7	11	11	20	31	42	5	57	6	19
	27.1%	31.9%	27.3%	30.2%	32.3%	23.9%	25.0%	46.7%	43.6%	33.0%	23.6%	36.8%	32.4%	22.4%	27.4%	33.0%	34.7%	10.4%	28.4%	33.3%	30.6%
	100.0%	77.1%	25.7%	15.2%	61.9%	10.5%	5.7%	6.7%	22.9%	33.3%	20.0%	6.7%	10.5%	10.5%	19.0%	29.5%	40.0%	4.8%	54.3%	5.7%	18.1%
Medium taste	50	35	16	10	25	6	3	5	7	13	11	4	7	2	11	13	17	4	26	4	6
	12.9%	13.8%	16.2%	18.9%	12.4%	13.0%	12.5%	33.3%	12.7%	12.3%	12.4%	21.1%	20.6%	4.1%	15.1%	13.8%	14.0%	8.3%	12.9%	22.2%	9.7%
	100.0%	70.0%	32.0%	20.0%	50.0%	12.0%	6.0%	10.0%	14.0%	26.0%	22.0%	8.0%	14.0%	4.0%	22.0%	26.0%	34.0%	8.0%	52.0%	8.0%	12.0%
Good as a reward	101	71	31	19	52	12	6	9	16	36	19	8	12	10	28	35	40	9	54	6	11
	26.1%	28.0%	31.3%	35.8%	25.9%	26.1%	25.0%	60.0%	29.1%	34.0%	21.3%	42.1%	35.3%	20.4%	38.4%	37.2%	33.1%	18.8%	26.9%	33.3%	17.7%
	100.0%	70.3%	30.7%	18.8%	51.5%	11.9%	5.9%	8.9%	15.8%	35.6%	18.8%	7.9%	11.9%	9.9%	27.7%	34.7%	39.6%	8.9%	53.5%	5.9%	10.9%
Low price	9	4	5	1	3	4	0	1	0	3	1	2	3	1	3	3	2	1	3	1	1
	2.3%	1.6%	5.1%	1.9%	1.5%	8.7%	0.0%	6.7%	0.0%	2.8%	1.1%	10.5%	8.8%	2.0%	4.1%	3.2%	1.7%	2.1%	1.5%	5.6%	1.6%
	100.0%	44.4%	55.6%	11.1%	33.3%	44.4%	0.0%	11.1%	0.0%	33.3%	11.1%	22.2%	33.3%	11.1%	33.3%	33.3%	22.2%	11.1%	33.3%	11.1%	11.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019358

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	387	254	99	53	201	46	24	15	55	106	89	19	34	49	73	94	121	48	201	18	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	65.6%	25.6%	13.7%	51.9%	11.9%	6.2%	3.9%	14.2%	27.4%	23.0%	4.9%	8.8%	12.7%	18.9%	24.3%	31.3%	12.4%	51.9%	4.7%	16.0%
Smooth taste	89	66	20	11	55	9	3	5	19	35	14	5	10	11	19	26	30	4	55	3	10
	23.0%	26.0%	20.2%	20.8%	27.4%	19.6%	12.5%	33.3%	34.5%	33.0%	15.7%	26.3%	29.4%	22.4%	26.0%	27.7%	24.8%	8.3%	27.4%	16.7%	16.1%
	100.0%	74.2%	22.5%	12.4%	61.8%	10.1%	3.4%	5.6%	21.3%	39.3%	15.7%	5.6%	11.2%	12.4%	21.3%	29.2%	33.7%	4.5%	61.8%	3.4%	11.2%
Good for special occasions	126	90	32	20	70	12	8	9	22	44	25	7	12	13	27	32	44	6	70	5	21
	32.6%	35.4%	32.3%	37.7%	34.8%	26.1%	33.3%	60.0%	40.0%	41.5%	28.1%	36.8%	35.3%	26.5%	37.0%	34.0%	36.4%	12.5%	34.8%	27.8%	33.9%
	100.0%	71.4%	25.4%	15.9%	55.6%	9.5%	6.3%	7.1%	17.5%	34.9%	19.8%	5.6%	9.5%	10.3%	21.4%	25.4%	34.9%	4.8%	55.6%	4.0%	16.7%
Recommended by friends	78	53	21	10	43	11	6	3	12	21	22	6	5	7	14	20	30	6	44	5	6
	20.2%	20.9%	21.2%	18.9%	21.4%	23.9%	25.0%	20.0%	21.8%	19.8%	24.7%	31.6%	14.7%	14.3%	19.2%	21.3%	24.8%	12.5%	21.9%	27.8%	9.7%
	100.0%	67.9%	26.9%	12.8%	55.1%	14.1%	7.7%	3.8%	15.4%	26.9%	28.2%	7.7%	6.4%	9.0%	17.9%	25.6%	38.5%	7.7%	56.4%	6.4%	7.7%
Good for a gift	125	92	29	18	74	11	9	6	22	41	32	7	9	13	26	32	46	7	71	6	22
	32.3%	36.2%	29.3%	34.0%	36.8%	23.9%	37.5%	40.0%	40.0%	38.7%	36.0%	36.8%	26.5%	26.5%	35.6%	34.0%	38.0%	14.6%	35.3%	33.3%	35.5%
	100.0%	73.6%	23.2%	14.4%	59.2%	8.8%	7.2%	4.8%	17.6%	32.8%	25.6%	5.6%	7.2%	10.4%	20.8%	25.6%	36.8%	5.6%	56.8%	4.8%	17.6%
Consistent quality	125	92	32	18	74	14	10	6	26	44	24	7	14	13	26	37	41	7	75	9	16
	32.3%	36.2%	32.3%	34.0%	36.8%	30.4%	41.7%	40.0%	47.3%	41.5%	27.0%	36.8%	41.2%	26.5%	35.6%	39.4%	33.9%	14.6%	37.3%	50.0%	25.8%
	100.0%	73.6%	25.6%	14.4%	59.2%	11.2%	8.0%	4.8%	20.8%	35.2%	19.2%	5.6%	11.2%	10.4%	20.8%	29.6%	32.8%	5.6%	60.0%	7.2%	12.8%
Masculine	90	60	30	14	46	16	7	5	15	30	18	7	10	10	25	27	28	9	41	4	17
	23.3%	23.6%	30.3%	26.4%	22.9%	34.8%	29.2%	33.3%	27.3%	28.3%	20.2%	36.8%	29.4%	20.4%	34.2%	28.7%	23.1%	18.8%	20.4%	22.2%	27.4%
	100.0%	66.7%	33.3%	15.6%	51.1%	17.8%	7.8%	5.6%	16.7%	33.3%	20.0%	7.8%	11.1%	11.1%	27.8%	30.0%	31.1%	10.0%	45.6%	4.4%	18.9%
Brand I trust	106	81	26	15	66	11	9	4	18	39	23	7	5	14	22	28	43	4	65	11	11
	27.4%	31.9%	26.3%	28.3%	32.8%	23.9%	37.5%	26.7%	32.7%	36.8%	25.8%	36.8%	14.7%	28.6%	30.1%	29.8%	35.5%	8.3%	32.3%	61.1%	17.7%
	100.0%	76.4%	24.5%	14.2%	62.3%	10.4%	8.5%	3.8%	17.0%	36.8%	21.7%	6.6%	4.7%	13.2%	20.8%	26.4%	40.6%	3.8%	61.3%	10.4%	10.4%
Well constructed	138	104	38	23	81	15	10	9	27	51	31	9	15	15	32	43	48	11	78	8	22
	35.7%	40.9%	38.4%	43.4%	40.3%	32.6%	41.7%	60.0%	49.1%	48.1%	34.8%	47.4%	44.1%	30.6%	43.8%	45.7%	39.7%	22.9%	38.8%	44.4%	35.5%
	100.0%	75.4%	27.5%	16.7%	58.7%	10.9%	7.2%	6.5%	19.6%	37.0%	22.5%	6.5%	10.9%	10.9%	23.2%	31.2%	34.8%	8.0%	56.5%	5.8%	15.9%
Strong taste	77	49	27	11	38	16	5	6	18	22	18	7	12	11	24	28	28	7	39	5	14
	19.9%	19.3%	27.3%	20.8%	18.9%	34.8%	20.8%	40.0%	32.7%	20.8%	20.2%	36.8%	35.3%	22.4%	32.9%	29.8%	23.1%	14.6%	19.4%	27.8%	22.6%
	100.0%	63.6%	35.1%	14.3%	49.4%	20.8%	6.5%	7.8%	23.4%	28.6%	23.4%	9.1%	15.6%	14.3%	31.2%	36.4%	36.4%	9.1%	50.6%	6.5%	18.2%
For serious smokers	138	103	40	26	77	14	13	9	27	49	30	7	15	10	32	42	49	8	75	8	24
	35.7%	40.6%	40.4%	49.1%	38.3%	30.4%	54.2%	60.0%	49.1%	46.2%	33.7%	36.8%	44.1%	20.4%	43.8%	44.7%	40.5%	16.7%	37.3%	44.4%	38.7%
	100.0%	74.6%	29.0%	18.8%	55.8%	10.1%	9.4%	6.5%	19.6%	35.5%	21.7%	5.1%	10.9%	7.2%	23.2%	30.4%	35.5%	5.8%	54.3%	5.8%	17.4%
Popular	129	94	37	20	74	17	13	4	28	40	29	5	15	18	32	43	39	11	66	5	24
	33.3%	37.0%	37.4%	37.7%	36.8%	37.0%	54.2%	26.7%	50.9%	37.7%	32.6%	26.3%	44.1%	36.7%	43.8%	45.7%	32.2%	22.9%	32.8%	27.8%	38.7%
	100.0%	72.9%	28.7%	15.5%	57.4%	13.2%	10.1%	3.1%	21.7%	31.0%	22.5%	3.9%	11.6%	14.0%	24.8%	33.3%	30.2%	8.5%	51.2%	3.9%	18.6%
Easy to smoke	82	59	22	10	49	12	4	3	17	25	13	7	7	4	23	26	31	7	43	5	8
	21.2%	23.2%	22.2%	18.9%	24.4%	26.1%	16.7%	20.0%	30.9%	23.6%	14.6%	36.8%	20.6%	8.2%	31.5%	27.7%	25.6%	14.6%	21.4%	27.8%	12.9%
	100.0%	72.0%	26.8%	12.2%	59.8%	14.6%	4.9%	3.7%	20.7%	30.5%	15.9%	8.5%	8.5%	4.9%	28.0%	31.7%	37.8%	8.5%	52.4%	6.1%	9.8%
Easy draw	90	68	28	19	49	9	9	5	18	35	14	6	9	11	24	26	32	7	48	5	13
	23.2%	26.8%	28.3%	35.8%	24.4%	19.6%	37.5%	33.3%	32.7%	33.0%	15.7%	31.6%	26.5%	22.4%	32.9%	27.7%	26.4%	14.6%	23.9%	27.8%	21.0%
	100.0%	75.6%	31.1%	21.1%	54.4%	10.0%	10.0%	5.6%	20.0%	38.9%	15.6%	6.7%	10.0%	12.2%	26.7%	28.9%	35.6%	7.8%	53.3%	5.6%	14.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019359

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	387	254	99	53	201	46	24	15	55	106	89	19	34	49	73	94	121	48	201	18	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	65.6%	25.6%	13.7%	51.9%	11.9%	6.2%	3.9%	14.2%	27.4%	23.0%	4.9%	8.8%	12.7%	18.9%	24.3%	31.3%	12.4%	51.9%	4.7%	16.0%
No answer	106	61	24	12	49	12	4	3	9	27	22	5	8	13	20	24	28	19	56	2	16
	27.4%	24.0%	24.2%	22.6%	24.4%	26.1%	16.7%	20.0%	16.4%	25.5%	24.7%	26.3%	23.5%	26.5%	27.4%	25.5%	23.1%	39.6%	27.9%	11.1%	25.8%
	100.0%	57.5%	22.6%	11.3%	46.2%	11.3%	3.8%	2.8%	8.5%	25.5%	20.8%	4.7%	7.5%	12.3%	18.9%	22.6%	26.4%	17.9%	52.8%	1.9%	15.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019360

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY						
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	273	176	73	41	135	32	21	11	43	72	58	12	29	36	56	72	83	30	134	13	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.5%	26.7%	15.0%	49.5%	11.7%	7.7%	4.0%	15.8%	26.4%	21.2%	4.4%	10.6%	13.2%	20.5%	26.4%	30.4%	11.0%	49.1%	4.8%	18.3%
Davidoff																					
Casual	23	8	11	1	7	10	0	1	0	2	10	3	6	2	6	6	9	6	8	3	2
	8.4%	4.5%	15.1%	2.4%	5.2%	31.3%	0.0%	9.1%	0.0%	2.8%	17.2%	25.0%	20.7%	5.6%	10.7%	8.3%	10.8%	20.0%	6.0%	23.1%	4.0%
	100.0%	34.8%	47.8%	4.3%	30.4%	43.5%	0.0%	4.3%	0.0%	8.7%	43.5%	13.0%	26.1%	8.7%	26.1%	26.1%	39.1%	26.1%	34.8%	13.0%	8.7%
Individualistic	40	24	14	9	15	5	4	2	8	15	6	2	7	4	10	14	11	2	22	1	6
	14.7%	13.6%	19.2%	22.0%	11.1%	15.6%	19.0%	18.2%	18.6%	20.8%	10.3%	16.7%	24.1%	11.1%	17.9%	19.4%	13.3%	6.7%	16.4%	7.7%	12.0%
	100.0%	60.0%	35.0%	22.5%	37.5%	12.5%	10.0%	5.0%	20.0%	37.5%	15.0%	5.0%	17.5%	10.0%	25.0%	35.0%	27.5%	5.0%	55.0%	2.5%	15.0%
Mild taste	37	22	13	8	14	5	3	5	8	12	4	1	9	6	12	13	13	4	18	2	5
	13.6%	12.5%	17.8%	19.5%	10.4%	15.6%	14.3%	45.5%	18.6%	16.7%	6.9%	8.3%	31.0%	16.7%	21.4%	18.1%	15.7%	13.3%	13.4%	15.4%	10.0%
	100.0%	59.5%	35.1%	21.6%	37.8%	13.5%	8.1%	13.5%	21.6%	32.4%	10.8%	2.7%	24.3%	16.2%	32.4%	35.1%	35.1%	10.8%	48.6%	5.4%	13.5%
High quality	101	71	25	17	54	8	9	5	21	29	24	4	12	9	22	33	29	6	58	3	17
	37.0%	40.3%	34.2%	41.5%	40.0%	25.0%	42.9%	45.5%	48.8%	40.3%	41.4%	33.3%	41.4%	25.0%	39.3%	45.8%	34.9%	20.0%	43.3%	23.1%	34.0%
	100.0%	70.3%	24.8%	16.8%	53.5%	7.9%	8.9%	5.0%	20.8%	28.7%	23.8%	4.0%	11.9%	8.9%	21.8%	32.7%	28.7%	5.9%	57.4%	3.0%	16.8%
Smart choice	36	25	11	6	19	5	3	3	5	12	6	3	6	3	10	13	14	5	16	3	2
	13.2%	14.2%	15.1%	14.6%	14.1%	15.6%	14.3%	27.3%	11.6%	16.7%	10.3%	25.0%	20.7%	8.3%	17.9%	18.1%	16.9%	16.7%	11.9%	23.1%	4.0%
	100.0%	69.4%	30.6%	16.7%	52.8%	13.9%	8.3%	8.3%	13.9%	33.3%	16.7%	8.3%	16.7%	8.3%	27.8%	36.1%	38.9%	13.9%	44.4%	8.3%	5.6%
Refined taste	63	44	15	11	33	4	7	3	14	20	14	2	8	5	18	22	18	4	36	4	10
	23.1%	25.0%	20.5%	26.8%	24.4%	12.5%	33.3%	27.3%	32.6%	27.8%	24.1%	16.7%	27.6%	13.9%	32.1%	30.6%	21.7%	13.3%	26.9%	30.8%	20.0%
	100.0%	69.8%	23.8%	17.5%	52.4%	6.3%	11.1%	4.8%	22.2%	31.7%	22.2%	3.2%	12.7%	7.9%	28.6%	34.9%	28.6%	6.3%	57.1%	6.3%	15.9%
Recommended by tobacconists	57	42	17	12	30	5	7	3	12	22	10	3	8	5	14	22	17	4	33	2	12
	20.9%	23.9%	23.3%	29.3%	22.2%	15.6%	33.3%	27.3%	27.9%	30.6%	17.2%	25.0%	27.6%	13.9%	25.0%	30.6%	20.5%	13.3%	24.6%	15.4%	24.0%
	100.0%	73.7%	29.8%	21.1%	52.6%	8.8%	12.3%	5.3%	21.1%	38.6%	17.5%	5.3%	14.0%	8.8%	24.6%	38.6%	29.8%	7.0%	57.9%	3.5%	21.1%
Attractive packaging	37	26	12	8	18	4	3	3	8	15	3	3	6	3	15	14	7	4	21	2	7
	13.6%	14.8%	16.4%	19.5%	13.3%	12.5%	14.3%	27.3%	18.6%	20.8%	5.2%	25.0%	20.7%	8.3%	26.8%	19.4%	8.4%	13.3%	15.7%	15.4%	14.0%
	100.0%	70.3%	32.4%	21.6%	48.6%	10.8%	8.1%	8.1%	21.6%	40.5%	8.1%	8.1%	16.2%	8.1%	40.5%	37.8%	18.9%	10.8%	56.8%	5.4%	18.9%
Sophisticated	59	43	15	12	31	3	8	2	14	18	11	2	6	7	14	18	14	2	34	3	13
	21.6%	24.4%	20.5%	29.3%	23.0%	9.4%	38.1%	18.2%	32.6%	25.0%	19.0%	16.7%	20.7%	19.4%	25.0%	25.0%	16.9%	6.7%	25.4%	23.1%	26.0%
	100.0%	72.9%	25.4%	20.3%	52.5%	5.1%	13.6%	3.4%	23.7%	30.5%	18.6%	3.4%	10.2%	11.9%	23.7%	30.5%	23.7%	3.4%	57.6%	5.1%	22.0%
Innovative	13	8	5	4	4	1	2	1	4	4	2	1	4	0	6	7	3	1	8	3	1
	4.8%	4.5%	6.8%	9.8%	3.0%	3.1%	9.5%	9.1%	9.3%	5.6%	3.4%	8.3%	13.8%	0.0%	10.7%	9.7%	3.6%	3.3%	6.0%	23.1%	2.0%
	100.0%	61.5%	38.5%	30.8%	30.8%	7.7%	15.4%	7.7%	30.8%	30.8%	15.4%	7.7%	30.8%	0.0%	46.2%	53.8%	23.1%	7.7%	61.5%	23.1%	7.7%
Trendy	50	33	21	12	21	9	6	3	9	17	7	3	8	7	12	16	11	5	26	5	11
	18.3%	18.8%	28.8%	29.3%	15.6%	28.1%	28.6%	27.3%	20.9%	23.6%	12.1%	25.0%	27.6%	19.4%	21.4%	22.2%	13.3%	16.7%	19.4%	38.5%	22.0%
	100.0%	66.0%	42.0%	24.0%	42.0%	18.0%	12.0%	6.0%	18.0%	34.0%	14.0%	6.0%	16.0%	14.0%	24.0%	32.0%	22.0%	10.0%	52.0%	10.0%	22.0%
Prestigious	76	57	20	15	42	5	10	2	17	21	17	4	6	9	22	26	20	4	43	5	20
	27.8%	32.4%	27.4%	36.6%	31.1%	15.6%	47.6%	18.2%	39.5%	29.2%	29.3%	33.3%	20.7%	25.0%	39.3%	36.1%	24.1%	13.3%	32.1%	38.5%	40.0%
	100.0%	75.0%	26.3%	19.7%	55.3%	6.6%	13.2%	2.6%	22.4%	27.6%	22.4%	5.3%	7.9%	11.8%	28.9%	34.2%	26.3%	5.3%	56.6%	6.6%	26.3%
Sporty	14	8	7	3	5	4	2	1	4	4	1	3	2	3	7	7	6	3	8	3	1
	5.1%	4.5%	9.6%	7.3%	3.7%	12.5%	9.5%	9.1%	9.3%	5.6%	1.7%	25.0%	6.9%	8.3%	12.5%	9.7%	7.2%	10.0%	6.0%	23.1%	2.0%
	100.0%	57.1%	50.0%	21.4%	35.7%	28.6%	14.3%	7.1%	28.6%	28.6%	7.1%	21.4%	14.3%	21.4%	50.0%	50.0%	42.9%	21.4%	57.1%	21.4%	7.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019361

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	273	176	73	41	135	32	21	11	43	72	58	12	29	36	56	72	83	30	134	13	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.5%	26.7%	15.0%	49.5%	11.7%	7.7%	4.0%	15.8%	26.4%	21.2%	4.4%	10.6%	13.2%	20.5%	26.4%	30.4%	11.0%	49.1%	4.8%	18.3%
Reliable	44	30	14	7	23	7	6	1	15	13	6	4	4	6	16	21	12	5	23	4	9
	16.1%	17.0%	19.2%	17.1%	17.0%	21.9%	28.6%	9.1%	34.9%	18.1%	10.3%	33.3%	13.8%	16.7%	28.6%	29.2%	14.5%	16.7%	17.2%	30.8%	18.0%
	100.0%	68.2%	31.8%	15:9%	52.3%	15.9%	13.6%	2.3%	34.1%	29.5%	13.6%	9.1%	9.1%	13.6%	36.4%	47.7%	27.3%	11.4%	52.3%	9.1%	20.5%
Recommended by magazine	39	30	12	7	23	5	4	1	11	10	8	2	5	2	10	15	13	2	25	2	7
	14.3%	17.0%	16.4%	17.1%	17.0%	15.6%	19.0%	9.1%	25.6%	13.9%	13.8%	16.7%	17.2%	5.6%	17.9%	20.8%	15.7%	6.7%	18.7%	15.4%	14.0%
	100.0%	76.9%	30.8%	17.9%	59.0%	12.8%	10.3%	2.6%	28.2%	25.6%	20.5%	5.1%	12.8%	5.1%	25.6%	38.5%	33.3%	5.1%	64.1%	5.1%	17.9%
Great taste	73	48	20	13	35	7	7	3	13	22	17	2	11	9	19	25	20	4	39	4	10
	26.7%	27.3%	27.4%	31.7%	25.9%	21.9%	33.3%	27.3%	30.2%	30.6%	29.3%	16.7%	37.9%	25.0%	33.9%	34.7%	24.1%	13.3%	29.1%	30.8%	20.0%
	100.0%	65.8%	27.4%	17.8%	47.9%	9.6%	9.6%	4.1%	17.8%	30.1%	23.3%	2.7%	15.1%	12.3%	26.0%	34.2%	27.4%	5.5%	53.4%	5.5%	13.7%
Good value	28	16	11	6	10	5	2	2	4	5	6	2	6	3	9	11	11	4	13	2	0
	10.3%	9.1%	15.1%	14.6%	7.4%	15.6%	9.5%	18.2%	9.3%	6.9%	10.3%	16.7%	20.7%	8.3%	16.1%	15.3%	13.3%	13.3%	9.7%	15.4%	0.0%
	100.0%	57.1%	39.3%	21.4%	35.7%	17.9%	7.1%	7.1%	14.3%	17.9%	21.4%	7.1%	21.4%	10.7%	32.1%	39.3%	39.3%	14.3%	46.4%	7.1%	0.0%
For social smokers	42	29	11	4	25	7	3	1	8	11	9	4	7	3	15	15	8	5	21	4	4
	15.4%	16.5%	15.1%	9.8%	18.5%	21.9%	14.3%	9.1%	18.6%	15.3%	15.5%	33.3%	24.1%	8.3%	26.8%	20.8%	9.6%	16.7%	15.7%	30.8%	8.0%
	100.0%	69.0%	26.2%	9.5%	59.5%	16.7%	7.1%	2.4%	19.0%	26.2%	21.4%	9.5%	16.7%	7.1%	35.7%	35.7%	19.0%	11.9%	50.0%	9.5%	9.5%
Good for everyday	26	16	10	5	11	5	1	3	6	4	4	2	5	2	8	12	6	5	14	2	3
	9.5%	9.1%	13.7%	12.2%	8.1%	15.6%	4.8%	27.3%	14.0%	5.6%	6.9%	16.7%	17.2%	5.6%	14.3%	16.7%	7.2%	16.7%	10.4%	15.4%	6.0%
	100.0%	61.5%	38.5%	19.2%	42.3%	19.2%	3.8%	11.5%	23.1%	15.4%	15.4%	7.7%	19.2%	7.7%	30.8%	46.2%	23.1%	19.2%	53.8%	7.7%	11.5%
Fresh	69	49	20	14	35	6	5	6	15	21	13	3	9	4	16	23	21	6	35	5	11
	25.3%	27.8%	27.4%	34.1%	25.9%	18.8%	23.8%	54.5%	34.9%	29.2%	22.4%	25.0%	31.0%	11.1%	28.6%	31.9%	25.3%	20.0%	26.1%	38.5%	22.0%
	100.0%	71.0%	29.0%	20.3%	50.7%	8.7%	7.2%	8.7%	21.7%	30.4%	18.8%	4.3%	13.0%	5.8%	23.2%	33.3%	30.4%	8.7%	50.7%	7.2%	15.9%
Good for relaxing	66	49	21	15	34	6	6	6	11	22	13	2	9	7	18	20	22	6	37	4	8
	24.2%	27.8%	28.8%	36.6%	25.2%	18.8%	28.6%	54.5%	25.6%	30.6%	22.4%	16.7%	31.0%	19.4%	32.1%	27.8%	26.5%	20.0%	27.6%	30.8%	16.0%
	100.0%	74.2%	31.8%	22.7%	51.5%	9.1%	9.1%	9.1%	16.7%	33.3%	19.7%	3.0%	13.6%	10.6%	27.3%	30.3%	33.3%	9.1%	56.1%	6.1%	12.1%
Easy to find/widely available	43	30	14	9	21	5	4	4	9	12	11	2	8	4	11	14	14	4	24	2	5
	15.8%	17.0%	19.2%	22.0%	15.6%	15.6%	19.0%	36.4%	20.9%	16.7%	19.0%	16.7%	27.6%	11.1%	19.6%	19.4%	16.9%	13.3%	17.9%	15.4%	10.0%
	100.0%	69.8%	32.6%	20.9%	48.8%	11.6%	9.3%	9.3%	20.9%	27.9%	25.6%	4.7%	18.6%	9.3%	25.6%	32.6%	32.6%	9.3%	55.8%	4.7%	11.6%
Full flavored	49	30	19	12	18	7	6	3	8	16	10	3	10	3	14	18	10	3	24	3	8
	17.9%	17.0%	26.0%	29.3%	13.3%	21.9%	28.6%	27.3%	18.6%	22.2%	17.2%	25.0%	34.5%	8.3%	25.0%	25.0%	12.0%	10.0%	17.9%	23.1%	16.0%
	100.0%	61.2%	38.8%	24.5%	36.7%	14.3%	12.2%	6.1%	16.3%	32.7%	20.4%	6.1%	20.4%	6.1%	28.6%	36.7%	20.4%	6.1%	49.0%	6.1%	16.3%
Medium taste	40	25	17	10	15	7	2	5	8	10	8	3	9	4	11	13	16	3	22	2	5
	14.7%	14.2%	23.3%	24.4%	11.1%	21.9%	9.5%	45.5%	18.6%	13.9%	13.8%	25.0%	31.0%	11.1%	19.6%	18.1%	19.3%	10.0%	16.4%	15.4%	10.0%
	100.0%	62.5%	42.5%	25.0%	37.5%	17.5%	5.0%	12.5%	20.0%	25.0%	20.0%	7.5%	22.5%	10.0%	27.5%	32.5%	40.0%	7.5%	55.0%	5.0%	12.5%
Good as a reward	51	35	13	9	26	4	6	2	10	16	11	3	5	6	16	20	13	4	28	6	9
	18.7%	19.9%	17.8%	22.0%	19.3%	12.5%	28.6%	18.2%	23.3%	22.2%	19.0%	25.0%	17.2%	16.7%	28.6%	27.8%	15.7%	13.3%	20.9%	46.2%	18.0%
	100.0%	68.6%	25.5%	17.6%	51.0%	7.8%	11.8%	3.9%	19.6%	31.4%	21.6%	5.9%	9.8%	11.8%	31.4%	39.2%	25.5%	7.8%	54.9%	11.8%	17.6%
Low price	11	5	4	1	4	3	0	0	2	1	2	1	2	1	5	4	1	1	6	2	1
	4.0%	2.8%	5.5%	2.4%	3.0%	9.4%	0.0%	0.0%	4.7%	1.4%	3.4%	8.3%	6.9%	2.8%	8.9%	5.6%	1.2%	3.3%	4.5%	15.4%	2.0%
	100.0%	45.5%	36.4%	9.1%	36.4%	27.3%	0.0%	0.0%	18.2%	9.1%	18.2%	9.1%	18.2%	9.1%	45.5%	36.4%	9.1%	9.1%	54.5%	18.2%	9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019362

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	273	176	73	41	135	32	21	11	43	72	58	12	29	36	56	72	83	30	134	13	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.5%	26.7%	15.0%	49.5%	11.7%	7.7%	4.0%	15.8%	26.4%	21.2%	4.4%	10.6%	13.2%	20.5%	26.4%	30.4%	11.0%	49.1%	4.8%	18.3%
Smooth taste	53	35	14	8	27	6	4	2	15	15	9	2	7	4	15	19	17	3	32	5	5
	19.4%	19.9%	19.2%	19.5%	20.0%	18.8%	19.0%	18.2%	34.9%	20.8%	15.5%	16.7%	24.1%	11.1%	26.8%	26.4%	20.5%	10.0%	23.9%	38.5%	10.0%
	100.0%	66.0%	26.4%	15.1%	50.9%	11.3%	7.5%	3.8%	28.3%	28.3%	17.0%	3.8%	13.2%	7.5%	28.3%	35.8%	32.1%	5.7%	60.4%	9.4%	9.4%
Good for special occasions	64	45	18	12	33	6	8	3	13	21	13	4	9	7	17	23	19	3	34	4	12
	23.4%	25.6%	24.7%	29.3%	24.4%	18.8%	38.1%	27.3%	30.2%	29.2%	22.4%	33.3%	31.0%	19.4%	30.4%	31.9%	22.9%	10.0%	25.4%	30.8%	24.0%
	100.0%	70.3%	28.1%	18.8%	51.6%	9.4%	12.5%	4.7%	20.3%	32.8%	20.3%	6.3%	14.1%	10.9%	26.6%	35.9%	29.7%	4.7%	53.1%	6.3%	18.8%
Recommended by friends	28	14	8	3	11	5	2	0	3	9	7	2	3	4	6	8	11	3	17	1	2
	10.3%	8.0%	11.0%	7.3%	8.1%	15.6%	9.5%	0.0%	7.0%	12.5%	12.1%	16.7%	10.3%	11.1%	10.7%	11.1%	13.3%	10.0%	12.7%	7.7%	4.0%
	100.0%	50.0%	28.6%	10.7%	39.3%	17.9%	7.1%	0.0%	10.7%	32.1%	25.0%	7.1%	10.7%	14.3%	21.4%	28.6%	39.3%	10.7%	60.7%	3.6%	7.1%
Good for a gift	74	55	23	16	39	7	8	5	14	24	14	4	10	8	19	24	23	5	42	2	13
	27.1%	31.3%	31.5%	39.0%	28.9%	21.9%	38.1%	45.5%	32.6%	33.3%	24.1%	33.3%	34.5%	22.2%	33.9%	33.3%	27.7%	16.7%	31.3%	15.4%	26.0%
	100.0%	74.3%	31.1%	21.6%	52.7%	9.5%	10.8%	6.8%	18.9%	32.4%	18.9%	5.4%	13.5%	10.8%	25.7%	32.4%	31.1%	6.8%	56.8%	2.7%	17.6%
Consistent quality	84	58	18	11	47	7	5	4	17	27	18	4	11	6	19	31	26	3	47	4	15
	30.8%	33.0%	24.7%	26.8%	34.8%	21.9%	23.8%	36.4%	39.5%	37.5%	31.0%	33.3%	37.9%	16.7%	33.9%	43.1%	31.3%	10.0%	35.1%	30.8%	30.0%
	100.0%	69.0%	21.4%	13.1%	56.0%	8.3%	6.0%	4.8%	20.2%	32.1%	21.4%	4.8%	13.1%	7.1%	22.6%	36.9%	31.0%	3.6%	56.0%	4.8%	17.9%
Masculine	47	30	14	8	22	6	4	3	9	14	10	3	6	2	15	15	13	3	20	3	6
	17.2%	17.0%	19.2%	19.5%	16.3%	18.8%	19.0%	27.3%	20.9%	19.4%	17.2%	25.0%	20.7%	5.6%	26.8%	20.8%	15.7%	10.0%	14.9%	23.1%	12.0%
	100.0%	63.8%	29.8%	17.0%	46.8%	12.8%	8.5%	6.4%	19.1%	29.8%	21.3%	6.4%	12.8%	4.3%	31.9%	31.9%	27.7%	6.4%	42.6%	6.4%	12.8%
Brand I trust	66	51	15	10	41	5	5	4	14	25	13	3	8	6	14	22	19	5	33	4	12
	24.2%	29.0%	20.5%	24.4%	30.4%	15.6%	23.8%	36.4%	32.6%	34.7%	22.4%	25.0%	27.6%	16.7%	25.0%	30.6%	22.9%	16.7%	24.6%	30.8%	24.0%
	100.0%	77.3%	22.7%	15.2%	62.1%	7.6%	7.6%	6.1%	21.2%	37.9%	19.7%	4.5%	12.1%	9.1%	21.2%	33.3%	28.8%	7.6%	50.0%	6.1%	18.2%
Well constructed	89	67	25	16	51	9	9	5	21	26	19	4	12	11	24	36	26	8	48	5	18
	32.6%	38.1%	34.2%	39.0%	37.8%	28.1%	42.9%	45.5%	48.8%	36.1%	32.8%	33.3%	41.4%	30.6%	42.9%	50.0%	31.3%	26.7%	35.8%	38.5%	36.0%
	100.0%	75.3%	28.1%	18.0%	57.3%	10.1%	10.1%	5.6%	23.6%	29.2%	21.3%	4.5%	13.5%	12.4%	27.0%	40.4%	29.2%	9.0%	53.9%	5.6%	20.2%
Strong taste	25	14	8	4	10	4	2	2	3	10	5	3	5	2	9	8	6	3	12	4	3
	9.2%	8.0%	11.0%	9.8%	7.4%	12.5%	9.5%	18.2%	7.0%	13.9%	8.6%	25.0%	17.2%	5.6%	16.1%	11.1%	7.2%	10.0%	9.0%	30.8%	6.0%
	100.0%	56.0%	32.0%	16.0%	40.0%	16.0%	8.0%	8.0%	12.0%	40.0%	20.0%	12.0%	20.0%	8.0%	36.0%	32.0%	24.0%	12.0%	48.0%	16.0%	12.0%
For serious smokers	74	51	20	14	37	6	6	5	16	23	12	4	10	6	22	27	17	7	43	3	14
	27.1%	29.0%	27.4%	34.1%	27.4%	18.8%	28.6%	45.5%	37.2%	31.9%	20.7%	33.3%	34.5%	16.7%	39.3%	37.5%	20.5%	23.3%	32.1%	23.1%	28.0%
	100.0%	68.9%	27.0%	18.9%	50.0%	8.1%	8.1%	6.8%	21.6%	31.1%	16.2%	5.4%	13.5%	8.1%	29.7%	36.5%	23.0%	9.5%	58.1%	4.1%	18.9%
Popular	61	41	20	9	32	11	5	2	15	15	12	4	9	6	20	23	16	6	33	4	12
	22.3%	23.3%	27.4%	22.0%	23.7%	34.4%	23.8%	18.2%	34.9%	20.8%	20.7%	33.3%	31.0%	16.7%	35.7%	31.9%	19.3%	20.0%	24.6%	30.8%	24.0%
	100.0%	67.2%	32.8%	14.8%	52.5%	18.0%	8.2%	3.3%	24.6%	24.6%	19.7%	6.6%	14.8%	9.8%	32.8%	37.7%	26.2%	9.8%	54.1%	6.6%	19.7%
Easy to smoke	61	42	21	13	29	8	5	6	13	18	10	4	10	7	20	24	18	6	33	2	10
	22.3%	23.9%	28.8%	31.7%	21.5%	25.0%	23.8%	54.5%	30.2%	25.0%	17.2%	33.3%	34.5%	19.4%	35.7%	33.3%	21.7%	20.0%	24.6%	15.4%	20.0%
	100.0%	68.9%	34.4%	21.3%	47.5%	13.1%	8.2%	9.8%	21.3%	29.5%	16.4%	6.6%	16.4%	11.5%	32.8%	39.3%	29.5%	9.8%	54.1%	3.3%	16.4%
Easy draw	67	45	22	14	31	8	6	6	14	22	9	4	12	6	21	25	17	7	32	5	13
	24.5%	25.6%	30.1%	34.1%	23.0%	25.0%	28.6%	54.5%	32.6%	30.6%	15.5%	33.3%	41.4%	16.7%	37.5%	34.7%	20.5%	23.3%	23.9%	38.5%	26.0%
	100.0%	67.2%	32.8%	20.9%	46.3%	11.9%	9.0%	9.0%	20.9%	32.8%	13.4%	6.0%	17.9%	9.0%	31.3%	37.3%	25.4%	10.4%	47.8%	7.5%	19.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019363

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	273	176	73	41	135	32	21	11	43	72	58	12	29	36	56	72	83	30	134	13	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.5%	26.7%	15.0%	49.5%	11.7%	7.7%	4.0%	15.8%	26.4%	21.2%	4.4%	10.6%	13.2%	20.5%	26.4%	30.4%	11.0%	49.1%	4.8%	18.3%
No answer	77	53	19	14	39	5	7	4	8	27	13	4	7	10	17	19	24	10	31	4	17
	28.2%	30.1%	26.0%	34.1%	28.9%	15.6%	33.3%	36.4%	18.6%	37.5%	22.4%	33.3%	24.1%	27.8%	30.4%	26.4%	28.9%	33.3%	23.1%	30.8%	34.0%
	100.0%	68.8%	24.7%	18.2%	50.6%	6.5%	9.1%	5.2%	10.4%	35.1%	16.9%	5.2%	9.1%	13.0%	22.1%	24.7%	31.2%	13.0%	40.3%	5.2%	22.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019364

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	565	314	210	91	223	119	44	28	63	117	113	32	75	92	101	117	132	111	268	21	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.6%	37.2%	16.1%	39.5%	21.1%	7.8%	5.0%	11.2%	20.7%	20.0%	5.7%	13.3%	16.3%	17.9%	20.7%	23.4%	19.6%	47.4%	3.7%	13.6%
Don Diego																					
Casual	91	51	42	20	31	22	11	6	12	19	22	6	12	13	20	19	25	19	48	5	13
	16.1%	16.2%	20.0%	22.0%	13.9%	18.5%	25.0%	21.4%	19.0%	16.2%	19.5%	18.8%	16.0%	14.1%	19.8%	16.2%	18.9%	17.1%	17.9%	23.8%	16.9%
	100.0%	56.0%	46.2%	22.0%	34.1%	24.2%	12.1%	6.6%	13.2%	20.9%	24.2%	6.6%	13.2%	14.3%	22.0%	20.9%	27.5%	20.9%	52.7%	5.5%	14.3%
Individualistic	58	29	30	13	16	17	5	6	5	12	10	5	9	11	14	15	10	14	25	2	6
	10.3%	9.2%	14.3%	14.3%	7.2%	14.3%	11.4%	21.4%	7.9%	10.3%	8.8%	15.6%	12.0%	12.0%	13.9%	12.8%	7.6%	12.6%	9.3%	9.5%	7.8%
	100.0%	50.0%	51.7%	22.4%	27.6%	29.3%	8.6%	10.3%	8.6%	20.7%	17.2%	8.6%	15.5%	19.0%	24.1%	25.9%	17.2%	24.1%	43.1%	3.4%	10.3%
Mild taste	81	47	37	18	29	19	8	7	13	17	16	7	13	13	24	27	20	14	36	2	11
	14.3%	15.0%	17.6%	19.8%	13.0%	16.0%	18.2%	25.0%	20.6%	14.5%	14.2%	21.9%	17.3%	14.1%	23.8%	23.1%	15.2%	12.6%	13.4%	9.5%	14.3%
	100.0%	58.0%	45.7%	22.2%	35.8%	23.5%	9.9%	8.6%	16.0%	21.0%	19.8%	8.6%	16.0%	16.0%	29.6%	33.3%	24.7%	17.3%	44.4%	2.5%	13.6%
High quality	144	83	59	27	56	32	8	15	15	32	33	14	18	25	27	31	30	26	65	8	21
	25.5%	26.4%	28.1%	29.7%	25.1%	26.9%	18.2%	53.6%	23.8%	27.4%	29.2%	43.8%	24.0%	27.2%	26.7%	26.5%	22.7%	23.4%	24.3%	38.1%	27.3%
	100.0%	57.6%	41.0%	18.8%	38.9%	22.2%	5.6%	10.4%	10.4%	22.2%	22.9%	9.7%	12.5%	17.4%	18.8%	21.5%	20.8%	18.1%	45.1%	5.6%	14.6%
Smart choice	67	39	29	16	23	13	7	6	5	18	15	5	8	12	14	17	19	8	38	3	8
	11.9%	12.4%	13.8%	17.6%	10.3%	10.9%	15.9%	21.4%	7.9%	15.4%	13.3%	15.6%	10.7%	13.0%	13.9%	14.5%	14.4%	7.2%	14.2%	14.3%	10.4%
	100.0%	58.2%	43.3%	23.9%	34.3%	19.4%	10.4%	9.0%	7.5%	26.9%	22.4%	7.5%	11.9%	17.9%	20.9%	25.4%	28.4%	11.9%	56.7%	4.5%	11.9%
Refined taste	65	33	28	10	23	18	4	5	5	14	12	8	7	10	15	16	13	15	28	4	5
	11.5%	10.5%	13.3%	11.0%	10.3%	15.1%	9.1%	17.9%	7.9%	12.0%	10.6%	25.0%	9.3%	10.9%	14.9%	13.7%	9.8%	13.5%	10.4%	19.0%	6.5%
	100.0%	50.8%	43.1%	15.4%	35.4%	27.7%	6.2%	7.7%	7.7%	21.5%	18.5%	12.3%	10.8%	15.4%	23.1%	24.6%	20.0%	23.1%	43.1%	6.2%	7.7%
Recommended by tobacconists	94	57	36	16	41	20	4	8	9	20	23	5	13	12	11	18	28	15	55	7	8
	16.6%	18.2%	17.1%	17.6%	18.4%	16.8%	9.1%	28.6%	14.3%	17.1%	20.4%	15.6%	17.3%	13.0%	10.9%	15.4%	21.2%	13.5%	20.5%	33.3%	10.4%
	100.0%	60.6%	38.3%	17.0%	43.6%	21.3%	4.3%	8.5%	9.6%	21.3%	24.5%	5.3%	13.8%	12.8%	11.7%	19.1%	29.8%	16.0%	58.5%	7.4%	8.5%
Attractive packaging	46	23	21	8	15	13	2	2	2	8	11	5	8	6	14	15	10	14	16	4	4
	8.1%	7.3%	10.0%	8.8%	6.7%	10.9%	4.5%	7.1%	3.2%	6.8%	9.7%	15.6%	10.7%	6.5%	13.9%	12.8%	7.6%	12.6%	6.0%	19.0%	5.2%
	100.0%	50.0%	45.7%	17.4%	32.6%	28.3%	4.3%	4.3%	4.3%	17.4%	23.9%	10.9%	17.4%	13.0%	30.4%	32.6%	21.7%	30.4%	34.8%	8.7%	8.7%
Sophisticated	44	19	20	7	12	13	1	6	3	7	10	5	7	8	11	9	9	14	18	5	2
	7.8%	6.1%	9.5%	7.7%	5.4%	10.9%	2.3%	21.4%	4.8%	6.0%	8.8%	15.6%	9.3%	8.7%	10.9%	7.7%	6.8%	12.6%	6.7%	23.8%	2.6%
	100.0%	43.2%	45.5%	15.9%	27.3%	29.5%	2.3%	13.6%	6.8%	15.9%	22.7%	11.4%	15.9%	18.2%	25.0%	20.5%	20.5%	31.8%	40.9%	11.4%	4.5%
Innovative	20	9	11	3	6	8	1	2	1	5	4	3	4	5	5	4	2	7	8	1	1
	3.5%	2.9%	5.2%	3.3%	2.7%	6.7%	2.3%	7.1%	1.6%	4.3%	3.5%	9.4%	5.3%	5.4%	5.0%	3.4%	1.5%	6.3%	3.0%	4.8%	1.3%
	100.0%	45.0%	55.0%	15.0%	30.0%	40.0%	5.0%	10.0%	5.0%	25.0%	20.0%	15.0%	20.0%	25.0%	25.0%	20.0%	10.0%	35.0%	40.0%	5.0%	5.0%
Trendy	57	33	26	12	21	14	2	6	5	14	11	7	7	8	11	13	17	10	29	6	4
	10.1%	10.5%	12.4%	13.2%	9.4%	11.8%	4.5%	21.4%	7.9%	12.0%	9.7%	21.9%	9.3%	8.7%	10.9%	11.1%	12.9%	9.0%	10.8%	28.6%	5.2%
	100.0%	57.9%	45.6%	21.1%	36.8%	24.6%	3.5%	10.5%	8.8%	24.6%	19.3%	12.3%	12.3%	14.0%	19.3%	22.8%	29.8%	17.5%	50.9%	10.5%	7.0%
Prestigious	68	34	33	13	21	20	2	9	7	13	13	7	10	12	14	14	13	13	28	8	8
	12.0%	10.8%	15.7%	14.3%	9.4%	16.8%	4.5%	32.1%	11.1%	11.1%	11.5%	21.9%	13.3%	13.0%	13.9%	12.0%	9.8%	11.7%	10.4%	38.1%	10.4%
	100.0%	50.0%	48.5%	19.1%	30.9%	29.4%	2.9%	13.2%	10.3%	19.1%	19.1%	10.3%	14.7%	17.6%	20.6%	20.6%	19.1%	19.1%	41.2%	11.8%	11.8%
Sporty	32	21	12	7	14	5	2	5	1	13	6	3	5	4	4	5	8	5	16	4	3
	5.7%	6.7%	5.7%	7.7%	6.3%	4.2%	4.5%	17.9%	1.6%	11.1%	5.3%	9.4%	6.7%	4.3%	4.0%	4.3%	6.1%	4.5%	6.0%	19.0%	3.9%
	100.0%	65.6%	37.5%	21.9%	43.8%	15.6%	6.3%	15.6%	3.1%	40.6%	18.8%	9.4%	15.6%	12.5%	12.5%	15.6%	25.0%	15.6%	50.0%	12.5%	9.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019365

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	565	314	210	91	223	119	44	28	63	117	113	32	75	92	101	117	132	111	268	21	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.6%	37.2%	16.1%	39.5%	21.1%	7.8%	5.0%	11.2%	20.7%	20.0%	5.7%	13.3%	16.3%	17.9%	20.7%	23.4%	19.6%	47.4%	3.7%	13.6%
Reliable	81	49	39	18	31	21	8	7	9	23	17	8	10	15	14	20	21	16	36	7	10
	14.3%	15.6%	18.6%	19.8%	13.9%	17.6%	18.2%	25.0%	14.3%	19.7%	15.0%	25.0%	13.3%	16.3%	13.9%	17.1%	15.9%	14.4%	13.4%	33.3%	13.0%
	100.0%	60.5%	48.1%	22.2%	38.3%	25.9%	9.9%	8.6%	11.1%	28.4%	21.0%	9.9%	12.3%	18.5%	17.3%	24.7%	25.9%	19.8%	44.4%	8.6%	12.3%
Recommended by magazine	60	35	27	14	21	13	6	4	6	15	13	4	6	12	8	15	17	9	33	3	9
	10.6%	11.1%	12.9%	15.4%	9.4%	10.9%	13.6%	14.3%	9.5%	12.8%	11.5%	12.5%	8.0%	13.0%	7.9%	12.8%	12.9%	8.1%	12.3%	14.3%	11.7%
	100.0%	58.3%	45.0%	23.3%	35.0%	21.7%	10.0%	6.7%	10.0%	25.0%	21.7%	6.7%	10.0%	20.0%	13.3%	25.0%	28.3%	15.0%	55.0%	5.0%	15.0%
Great taste	118	70	50	21	49	29	7	8	15	24	24	9	13	20	24	34	24	18	59	6	14
	20.9%	22.3%	23.8%	23.1%	22.0%	24.4%	15.9%	28.6%	23.8%	20.5%	21.2%	28.1%	17.3%	21.7%	23.8%	29.1%	18.2%	16.2%	22.0%	28.6%	18.2%
	100.0%	59.3%	42.4%	17.8%	41.5%	24.6%	5.9%	6.8%	12.7%	20.3%	20.3%	7.6%	11.0%	16.9%	20.3%	28.8%	20.3%	15.3%	50.0%	5.1%	11.9%
Good value	95	61	41	23	38	18	10	8	12	25	23	7	15	14	19	24	26	10	51	5	12
	16.8%	19.4%	19.5%	25.3%	17.0%	15.1%	22.7%	28.6%	19.0%	21.4%	20.4%	21.9%	20.0%	15.2%	18.8%	20.5%	19.7%	9.0%	19.0%	23.8%	15.6%
	100.0%	64.2%	43.2%	24.2%	40.0%	18.9%	10.5%	8.4%	12.6%	26.3%	24.2%	7.4%	15.8%	14.7%	20.0%	25.3%	27.4%	10.5%	53.7%	5.3%	12.6%
For social smokers	93	54	34	13	41	21	7	5	7	25	22	7	12	14	26	28	25	14	48	4	7
	16.5%	17.2%	16.2%	14.3%	18.4%	17.6%	15.9%	17.9%	11.1%	21.4%	19.5%	21.9%	16.0%	15.2%	25.7%	23.9%	18.9%	12.6%	17.9%	19.0%	9.1%
	100.0%	58.1%	36.6%	14.0%	44.1%	22.6%	7.5%	5.4%	7.5%	26.9%	23.7%	7.5%	12.9%	15.1%	28.0%	30.1%	26.9%	15.1%	51.6%	4.3%	7.5%
Good for everyday	75	50	30	16	34	14	8	7	14	21	18	7	9	10	18	25	17	10	30	4	14
	13.3%	15.9%	14.3%	17.6%	15.2%	11.8%	18.2%	25.0%	22.2%	17.9%	15.9%	21.9%	12.0%	10.9%	17.8%	21.4%	12.9%	9.0%	11.2%	19.0%	18.2%
	100.0%	66.7%	40.0%	21.3%	45.3%	18.7%	10.7%	9.3%	18.7%	28.0%	24.0%	9.3%	12.0%	13.3%	24.0%	33.3%	22.7%	13.3%	40.0%	5.3%	18.7%
Fresh	126	73	62	30	43	32	12	12	15	36	23	10	21	22	28	32	28	21	65	4	17
	22.3%	23.2%	29.5%	33.0%	19.3%	26.9%	27.3%	42.9%	23.8%	30.8%	20.4%	31.3%	28.0%	23.9%	27.7%	27.4%	21.2%	18.9%	24.3%	19.0%	22.1%
	100.0%	57.9%	49.2%	23.8%	34.1%	25.4%	9.5%	9.5%	11.9%	28.6%	18.3%	7.9%	16.7%	17.5%	22.2%	25.4%	22.2%	16.7%	51.6%	3.2%	13.5%
Good for relaxing	115	74	52	26	48	26	10	11	13	32	18	8	14	19	27	30	26	22	54	6	15
	20.4%	23.6%	24.8%	28.6%	21.5%	21.8%	22.7%	39.3%	20.6%	27.4%	15.9%	25.0%	18.7%	20.7%	26.7%	25.6%	19.7%	19.8%	20.1%	28.6%	19.5%
	100.0%	64.3%	45.2%	22.6%	41.7%	22.6%	8.7%	9.6%	11.3%	27.8%	15.7%	7.0%	12.2%	16.5%	23.5%	26.1%	22.6%	19.1%	47.0%	5.2%	13.0%
Easy to find/widely available	122	79	46	23	56	23	13	7	14	33	28	5	14	24	23	28	35	15	64	6	14
	21.6%	25.2%	21.9%	25.3%	25.1%	19.3%	29.5%	25.0%	22.2%	28.2%	24.8%	15.6%	18.7%	26.1%	22.8%	23.9%	26.5%	13.5%	23.9%	28.6%	18.2%
	100.0%	64.8%	37.7%	18.9%	45.9%	18.9%	10.7%	5.7%	11.5%	27.0%	23.0%	4.1%	11.5%	19.7%	18.9%	23.0%	28.7%	12.3%	52.5%	4.9%	11.5%
Full flavored	84	47	41	16	31	25	6	7	9	21	17	7	11	17	14	16	23	12	44	4	12
	14.9%	15.0%	19.5%	17.6%	13.9%	21.0%	13.6%	25.0%	14.3%	17.9%	15.0%	21.9%	14.7%	18.5%	13.9%	13.7%	17.4%	10.8%	16.4%	19.0%	15.6%
	100.0%	56.0%	48.8%	19.0%	36.9%	29.8%	7.1%	8.3%	10.7%	25.0%	20.2%	8.3%	13.1%	20.2%	16.7%	19.0%	27.4%	14.3%	52.4%	4.8%	14.3%
Medium taste	76	48	30	20	28	10	11	5	8	21	19	2	10	13	14	19	19	9	44	5	9
	13.5%	15.3%	14.3%	22.0%	12.6%	8.4%	25.0%	17.9%	12.7%	17.9%	16.8%	6.3%	13.3%	14.1%	13.9%	16.2%	14.4%	8.1%	16.4%	23.8%	11.7%
	100.0%	63.2%	39.5%	26.3%	36.8%	13.2%	14.5%	6.6%	10.5%	27.6%	25.0%	2.6%	13.2%	17.1%	18.4%	25.0%	25.0%	11.8%	57.9%	6.6%	11.8%
Good as a reward	61	36	28	13	23	15	3	8	3	17	14	5	10	11	11	15	16	13	31	3	4
	10.8%	11.5%	13.3%	14.3%	10.3%	12.6%	6.8%	28.6%	4.8%	14.5%	12.4%	15.6%	13.3%	12.0%	10.9%	12.8%	12.1%	11.7%	11.6%	14.3%	5.2%
	100.0%	59.0%	45.9%	21.3%	37.7%	24.6%	4.9%	13.1%	4.9%	27.9%	23.0%	8.2%	16.4%	18.0%	18.0%	24.6%	26.2%	21.3%	50.8%	4.9%	6.6%
Low price	51	38	16	11	27	5	7	4	10	22	10	1	5	7	12	15	15	8	28	1	9
	9.0%	12.1%	7.6%	12.1%	12.1%	4.2%	15.9%	14.3%	15.9%	18.8%	8.8%	3.1%	6.7%	7.6%	11.9%	12.8%	11.4%	7.2%	10.4%	4.8%	11.7%
	100.0%	74.5%	31.4%	21.6%	52.9%	9.8%	13.7%	7.8%	19.6%	43.1%	19.6%	2.0%	9.8%	13.7%	23.5%	29.4%	29.4%	15.7%	54.9%	2.0%	17.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019366

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	565	314	210	91	223	119	44	28	63	117	113	32	75	92	101	117	132	111	268	21	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.6%	37.2%	16.1%	39.5%	21.1%	7.8%	5.0%	11.2%	20.7%	20.0%	5.7%	13.3%	16.3%	17.9%	20.7%	23.4%	19.6%	47.4%	3.7%	13.6%
Smooth taste	97	57	45	19	38	26	7	7	11	25	21	7	17	17	18	24	24	15	49	4	11
	17.2%	18.2%	21.4%	20.9%	17.0%	21.8%	15.9%	25.0%	17.5%	21.4%	18.6%	21.9%	22.7%	18.5%	17.8%	20.5%	18.2%	13.5%	18.3%	19.0%	14.3%
	100.0%	58.8%	46.4%	19.6%	39.2%	26.8%	7.2%	7.2%	11.3%	25.8%	21.6%	7.2%	17.5%	17.5%	18.6%	24.7%	24.7%	15.5%	50.5%	4.1%	11.3%
Good for special occasions	91	54	42	18	36	24	6	9	9	23	20	7	14	16	17	20	25	18	48	4	8
	16.1%	17.2%	20.0%	19.8%	16.1%	20.2%	13.6%	32.1%	14.3%	19.7%	17.7%	21.9%	18.7%	17.4%	16.8%	17.1%	18.9%	16.2%	17.9%	19.0%	10.4%
	100.0%	59.3%	46.2%	19.8%	39.6%	26.4%	6.6%	9.9%	9.9%	25.3%	22.0%	7.7%	15.4%	17.6%	18.7%	22.0%	27.5%	19.8%	52.7%	4.4%	8.8%
Recommended by friends	61	35	28	11	24	17	4	4	7	15	11	4	8	9	12	12	12	12	30	2	4
	10.8%	11.1%	13.3%	12.1%	10.8%	14.3%	9.1%	14.3%	11.1%	12.8%	9.7%	12.5%	10.7%	9.8%	11.9%	10.3%	9.1%	10.8%	11.2%	9.5%	5.2%
	100.0%	57.4%	45.9%	18.0%	39.3%	27.9%	6.6%	6.6%	11.5%	24.6%	18.0%	6.6%	13.1%	14.8%	19.7%	19.7%	19.7%	19.7%	49.2%	3.3%	6.6%
Good for a gift	96	51	49	19	32	30	7	9	12	21	15	8	15	19	21	26	24	22	40	4	15
	17.0%	16.2%	23.3%	20.9%	14.3%	25.2%	15.9%	32.1%	19.0%	17.9%	13.3%	25.0%	20.0%	20.7%	20.8%	22.2%	18.2%	19.8%	14.9%	19.0%	19.5%
	100.0%	53.1%	51.0%	19.8%	33.3%	31.3%	7.3%	9.4%	12.5%	21.9%	15.6%	8.3%	15.6%	19.8%	21.9%	27.1%	25.0%	22.9%	41.7%	4.2%	15.6%
Consistent quality	141	77	62	29	48	33	11	12	17	33	29	11	22	23	24	33	31	26	68	7	23
	25.0%	24.5%	29.5%	31.9%	21.5%	27.7%	25.0%	42.9%	27.0%	28.2%	25.7%	34.4%	29.3%	25.0%	23.8%	28.2%	23.5%	23.4%	25.4%	33.3%	29.9%
	100.0%	54.6%	44.0%	20.6%	34.0%	23.4%	7.8%	8.5%	12.1%	23.4%	20.6%	7.8%	15.6%	16.3%	17.0%	23.4%	22.0%	18.4%	48.2%	5.0%	16.3%
Masculine	73	42	25	12	30	13	7	4	7	19	13	3	10	10	15	17	24	13	37	4	10
	12.9%	13.4%	11.9%	13.2%	13.5%	10.9%	15.9%	14.3%	11.1%	16.2%	11.5%	9.4%	13.3%	10.9%	14.9%	14.5%	18.2%	11.7%	13.8%	19.0%	13.0%
	100.0%	57.5%	34.2%	16.4%	41.1%	17.8%	9.6%	5.5%	9.6%	26.0%	17.8%	4.1%	13.7%	13.7%	20.5%	23.3%	32.9%	17.8%	50.7%	5.5%	13.7%
Brand I trust	94	59	36	14	45	22	7	5	12	28	20	8	11	17	20	23	23	14	45	6	11
	16.6%	18.8%	17.1%	15.4%	20.2%	18.5%	15.9%	17.9%	19.0%	23.9%	17.7%	25.0%	14.7%	18.5%	19.8%	19.7%	17.4%	12.6%	16.8%	28.6%	14.3%
	100.0%	62.8%	38.3%	14.9%	47.9%	23.4%	7.4%	5.3%	12.8%	29.8%	21.3%	8.5%	11.7%	18.1%	21.3%	24.5%	24.5%	14.9%	47.9%	6.4%	11.7%
Well constructed	142	87	61	29	58	32	12	13	21	34	34	7	26	25	32	35	34	29	64	8	23
	25.1%	27.7%	29.0%	31.9%	26.0%	26.9%	27.3%	46.4%	33.3%	29.1%	30.1%	21.9%	34.7%	27.2%	31.7%	29.9%	25.8%	26.1%	23.9%	38.1%	29.9%
	100.0%	61.3%	43.0%	20.4%	40.8%	22.5%	8.5%	9.2%	14.8%	23.9%	23.9%	4.9%	18.3%	17.6%	22.5%	24.6%	23.9%	20.4%	45.1%	5.6%	16.2%
Strong taste	49	27	25	9	18	16	3	4	4	17	8	4	8	13	10	10	8	11	28	1	4
	8.7%	8.6%	11.9%	9.9%	8.1%	13.4%	6.8%	14.3%	6.3%	14.5%	7.1%	12.5%	10.7%	14.1%	9.9%	8.5%	6.1%	9.9%	10.4%	4.8%	5.2%
	100.0%	55.1%	51.0%	18.4%	36.7%	32.7%	6.1%	8.2%	8.2%	34.7%	16.3%	8.2%	16.3%	26.5%	20.4%	20.4%	16.3%	22.4%	57.1%	2.0%	8.2%
For serious smokers	95	54	46	21	33	25	9	10	7	21	27	6	16	23	16	22	20	20	44	6	12
	16.8%	17.2%	21.9%	23.1%	14.8%	21.0%	20.5%	35.7%	11.1%	17.9%	23.9%	18.8%	21.3%	25.0%	15.8%	18.8%	15.2%	18.0%	16.4%	28.6%	15.6%
	100.0%	56.8%	48.4%	22.1%	34.7%	26.3%	9.5%	10.5%	7.4%	22.1%	28.4%	6.3%	16.8%	24.2%	16.8%	23.2%	21.1%	21.1%	46.3%	6.3%	12.6%
Popular	115	68	47	19	49	28	7	9	15	22	28	6	18	25	23	30	24	24	47	7	13
	20.4%	21.7%	22.4%	20.9%	22.0%	23.5%	15.9%	32.1%	23.8%	18.8%	24.8%	18.8%	24.0%	27.2%	22.8%	25.6%	18.2%	21.6%	17.5%	33.3%	16.9%
	100.0%	59.1%	40.9%	16.5%	42.6%	24.3%	6.1%	7.8%	13.0%	19.1%	24.3%	5.2%	15.7%	21.7%	20.0%	26.1%	20.9%	20.9%	40.9%	6.1%	11.3%
Easy to smoke	120	70	55	23	47	32	11	8	16	32	20	8	18	19	30	30	25	23	58	6	15
	21.2%	22.3%	26.2%	25.3%	21.1%	26.9%	25.0%	28.6%	25.4%	27.4%	17.7%	25.0%	24.0%	20.7%	29.7%	25.6%	18.9%	20.7%	21.6%	28.6%	19.5%
	100.0%	58.3%	45.8%	19.2%	39.2%	26.7%	9.2%	6.7%	13.3%	26.7%	16.7%	6.7%	15.0%	15.8%	25.0%	25.0%	20.8%	19.2%	48.3%	5.0%	12.5%
Easy draw	113	64	54	23	41	31	10	8	12	30	18	9	14	20	27	26	25	20	56	6	11
	20.0%	20.4%	25.7%	25.3%	18.4%	26.1%	22.7%	28.6%	19.0%	25.6%	15.9%	28.1%	18.7%	21.7%	26.7%	22.2%	18.9%	18.0%	20.9%	28.6%	14.3%
	100.0%	56.6%	47.8%	20.4%	36.3%	27.4%	8.8%	7.1%	10.6%	26.5%	15.9%	8.0%	12.4%	17.7%	23.9%	23.0%	22.1%	17.7%	49.6%	5.3%	9.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019367

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	565	314	210	91	223	119	44	28	63	117	113	32	75	92	101	117	132	111	268	21	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.6%	37.2%	16.1%	39.5%	21.1%	7.8%	5.0%	11.2%	20.7%	20.0%	5.7%	13.3%	16.3%	17.9%	20.7%	23.4%	19.6%	47.4%	3.7%	13.6%
No answer	203	105	66	28	77	38	15	7	20	40	37	11	26	29	31	34	49	42	97	7	29
	35.9%	33.4%	31.4%	30.8%	34.5%	31.9%	34.1%	25.0%	31.7%	34.2%	32.7%	34.4%	34.7%	31.5%	30.7%	29.1%	37.1%	37.8%	36.2%	33.3%	37.7%
	100.0%	51.7%	32.5%	13.8%	37.9%	18.7%	7.4%	3.4%	9.9%	19.7%	18.2%	5.4%	12.8%	14.3%	15.3%	16.7%	24.1%	20.7%	47.8%	3.4%	14.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019368

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	358	237	109	64	173	45	30	18	59	93	71	18	39	52	70	89	82	50	179	14	64
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	66.2%	30.4%	17.9%	48.3%	12.6%	8.4%	5.0%	16.5%	26.0%	19.8%	5.0%	10.9%	14.5%	19.6%	24.9%	22.9%	14.0%	50.0%	3.9%	17.9%
Fuente/Arturo Fuente																					
Casual	45	28	16	10	18	6	5	3	6	13	10	2	5	5	15	12	11	6	25	3	9
	12.6%	11.8%	14.7%	15.6%	10.4%	13.3%	16.7%	16.7%	10.2%	14.0%	14.1%	11.1%	12.8%	9.6%	21.4%	13.5%	13.4%	12.0%	14.0%	21.4%	14.1%
	100.0%	62.2%	35.6%	22.2%	40.0%	13.3%	11.1%	6.7%	13.3%	28.9%	22.2%	4.4%	11.1%	11.1%	33.3%	26.7%	24.4%	13.3%	55.6%	6.7%	20.0%
Individualistic	46	33	19	13	20	6	4	7	10	15	7	4	5	4	18	16	14	4	23	1	9
	12.8%	13.9%	17.4%	20.3%	11.6%	13.3%	13.3%	38.9%	16.9%	16.1%	9.9%	22.2%	12.8%	7.7%	25.7%	18.0%	17.1%	8.0%	12.8%	7.1%	14.1%
	100.0%	71.7%	41.3%	28.3%	43.5%	13.0%	8.7%	15.2%	21.7%	32.6%	15.2%	8.7%	10.9%	8.7%	39.1%	34.8%	30.4%	8.7%	50.0%	2.2%	19.6%
Mild taste	51	31	20	12	19	8	6	3	5	17	11	4	6	5	10	10	13	6	32	2	7
	14.2%	13.1%	18.3%	18.8%	11.0%	17.8%	20.0%	16.7%	8.5%	18.3%	15.5%	22.2%	15.4%	9.6%	14.3%	11.2%	15.9%	12.0%	17.9%	14.3%	10.9%
	100.0%	60.8%	39.2%	23.5%	37.3%	15.7%	11.8%	5.9%	9.8%	33.3%	21.6%	7.8%	11.8%	9.8%	19.6%	19.6%	25.5%	11.8%	62.7%	3.9%	13.7%
High quality	150	111	42	33	78	9	14	12	30	45	34	6	13	18	39	45	38	15	78	4	33
	41.9%	46.8%	38.5%	51.6%	45.1%	20.0%	46.7%	66.7%	50.8%	48.4%	47.9%	33.3%	33.3%	34.6%	55.7%	50.6%	46.3%	30.0%	43.6%	28.6%	51.6%
	100.0%	74.0%	28.0%	22.0%	52.0%	6.0%	9.3%	8.0%	20.0%	30.0%	22.7%	4.0%	8.7%	12.0%	26.0%	30.0%	25.3%	10.0%	52.0%	2.7%	22.0%
Smart choice	87	65	28	22	43	6	9	8	15	32	17	4	9	12	27	26	27	7	52	1	13
	24.3%	27.4%	25.7%	34.4%	24.9%	13.3%	30.0%	44.4%	25.4%	34.4%	23.9%	22.2%	23.1%	23.1%	38.6%	29.2%	32.9%	14.0%	29.1%	7.1%	20.3%
	100.0%	74.7%	32.2%	25.3%	49.4%	6.9%	10.3%	9.2%	17.2%	36.8%	19.5%	4.6%	10.3%	13.8%	31.0%	29.9%	31.0%	8.0%	59.8%	1.1%	14.9%
Refined taste	78	58	27	22	36	5	9	9	14	25	18	5	9	9	22	25	23	8	41	3	14
	21.8%	24.5%	24.8%	34.4%	20.8%	11.1%	30.0%	50.0%	23.7%	26.9%	25.4%	27.8%	23.1%	17.3%	31.4%	28.1%	28.0%	16.0%	22.9%	21.4%	21.9%
	100.0%	74.4%	34.6%	28.2%	46.2%	6.4%	11.5%	11.5%	17.9%	32.1%	23.1%	6.4%	11.5%	11.5%	28.2%	32.1%	29.5%	10.3%	52.6%	3.8%	17.9%
Recommended by tobacconists	107	80	34	28	52	6	12	11	20	38	24	4	11	16	25	31	31	11	60	4	18
	29.9%	33.8%	31.2%	43.8%	30.1%	13.3%	40.0%	61.1%	33.9%	40.9%	33.8%	22.2%	28.2%	30.8%	35.7%	34.8%	37.8%	22.0%	33.5%	28.6%	28.1%
	100.0%	74.8%	31.8%	26.2%	48.6%	5.6%	11.2%	10.3%	18.7%	35.5%	22.4%	3.7%	10.3%	15.0%	23.4%	29.0%	29.0%	10.3%	56.1%	3.7%	16.8%
Attractive packaging	51	36	21	16	20	5	8	5	11	19	9	4	6	9	22	22	15	5	29	2	6
	14.2%	15.2%	19.3%	25.0%	11.6%	11.1%	26.7%	27.8%	18.6%	20.4%	12.7%	22.2%	15.4%	17.3%	31.4%	24.7%	18.3%	10.0%	16.2%	14.3%	9.4%
	100.0%	70.6%	41.2%	31.4%	39.2%	9.8%	15.7%	9.8%	21.6%	37.3%	17.6%	7.8%	11.8%	17.6%	43.1%	43.1%	29.4%	9.8%	56.9%	3.9%	11.8%
Sophisticated	42	29	16	13	16	3	6	6	7	17	8	3	4	7	11	14	12	4	21	2	6
	11.7%	12.2%	14.7%	20.3%	9.2%	6.7%	20.0%	33.3%	11.9%	18.3%	11.3%	16.7%	10.3%	13.5%	15.7%	15.7%	14.6%	8.0%	11.7%	14.3%	9.4%
	100.0%	69.0%	38.1%	31.0%	38.1%	7.1%	14.3%	14.3%	16.7%	40.5%	19.0%	7.1%	9.5%	16.7%	26.2%	33.3%	28.6%	9.5%	50.0%	4.8%	14.3%
Innovative	30	21	12	8	13	4	4	4	11	10	4	3	3	5	13	13	13	2	20	1	3
	8.4%	8.9%	11.0%	12.5%	7.5%	8.9%	13.3%	22.2%	18.6%	10.8%	5.6%	16.7%	7.7%	9.6%	18.6%	14.6%	15.9%	4.0%	11.2%	7.1%	4.7%
	100.0%	70.0%	40.0%	26.7%	43.3%	13.3%	13.3%	13.3%	36.7%	33.3%	13.3%	10.0%	10.0%	16.7%	43.3%	43.3%	43.3%	6.7%	66.7%	3.3%	10.0%
Trendy	49	33	20	13	20	7	5	5	7	17	12	5	7	6	13	14	16	7	26	2	7
	13.7%	13.9%	18.3%	20.3%	11.6%	15.6%	16.7%	27.8%	11.9%	18.3%	16.9%	27.8%	17.9%	11.5%	18.6%	15.7%	19.5%	14.0%	14.5%	14.3%	10.9%
	100.0%	67.3%	40.8%	26.5%	40.8%	14.3%	10.2%	10.2%	14.3%	34.7%	24.5%	10.2%	14.3%	12.2%	26.5%	28.6%	32.7%	14.3%	53.1%	4.1%	14.3%
Prestigious	74	56	24	19	37	5	8	9	13	26	16	4	8	11	18	20	15	8	38	2	16
	20.7%	23.6%	22.0%	29.7%	21.4%	11.1%	26.7%	50.0%	22.0%	28.0%	22.5%	22.2%	20.5%	21.2%	25.7%	22.5%	18.3%	16.0%	21.2%	14.3%	25.0%
	100.0%	75.7%	32.4%	25.7%	50.0%	6.8%	10.8%	12.2%	17.6%	35.1%	21.6%	5.4%	10.8%	14.9%	24.3%	27.0%	20.3%	10.8%	51.4%	2.7%	21.6%
Sporty	23	13	11	8	5	3	3	4	5	7	3	2	5	3	8	9	4	3	8	2	5
	6.4%	5.5%	10.1%	12.5%	2.9%	6.7%	10.0%	22.2%	8.5%	7.5%	4.2%	11.1%	12.8%	5.8%	11.4%	10.1%	4.9%	6.0%	4.5%	14.3%	7.8%
	100.0%	56.5%	47.8%	34.8%	21.7%	13.0%	13.0%	17.4%	21.7%	30.4%	13.0%	8.7%	21.7%	13.0%	34.8%	39.1%	17.4%	13.0%	34.8%	8.7%	21.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019369

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	358	237	109	64	173	45	30	18	59	93	71	18	39	52	70	89	82	50	179	14	64
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	66.2%	30.4%	17.9%	48.3%	12.6%	8.4%	5.0%	16.5%	26.0%	19.8%	5.0%	10.9%	14.5%	19.6%	24.9%	22.9%	14.0%	50.0%	3.9%	17.9%
Reliable	86	68	30	25	43	5	11	10	17	36	14	5	11	14	28	30	21	9	47	2	16
	24.0%	28.7%	27.5%	39.1%	24.9%	11.1%	36.7%	55.6%	28.8%	38.7%	19.7%	27.8%	28.2%	26.9%	40.0%	33.7%	25.6%	18.0%	26.3%	14.3%	25.0%
	100.0%	79.1%	34.9%	29.1%	50.0%	5.8%	12.8%	11.6%	19.8%	41.9%	16.3%	5.8%	12.8%	16.3%	32.6%	34.9%	24.4%	10.5%	54.7%	2.3%	18.6%
Recommended by magazine	59	47	19	17	30	2	8	6	15	21	10	3	2	9	16	18	18	3	34	3	11
	16.5%	19.8%	17.4%	26.6%	17.3%	4.4%	26.7%	33.3%	25.4%	22.6%	14.1%	16.7%	5.1%	17.3%	22.9%	20.2%	22.0%	6.0%	19.0%	21.4%	17.2%
	100.0%	79.7%	32.2%	28.8%	50.8%	3.4%	13.6%	10.2%	25.4%	35.6%	16.9%	5.1%	3.4%	15.3%	27.1%	30.5%	30.5%	5.1%	57.6%	5.1%	18.6%
Great taste	129	100	37	30	70	7	11	12	24	43	29	5	13	16	32	39	35	10	74	3	21
	36.0%	42.2%	33.9%	46.9%	40.5%	15.6%	36.7%	66.7%	40.7%	46.2%	40.8%	27.8%	33.3%	30.8%	45.7%	43.8%	42.7%	20.0%	41.3%	21.4%	32.8%
	100.0%	77.5%	28.7%	23.3%	54.3%	5.4%	8.5%	9.3%	18.6%	33.3%	22.5%	3.9%	10.1%	12.4%	24.8%	30.2%	27.1%	7.8%	57.4%	2.3%	16.3%
Good value	69	49	24	19	30	5	8	6	9	25	14	1	8	12	16	21	20	8	42	2	9
	19.3%	20.7%	22.0%	29.7%	17.3%	11.1%	26.7%	33.3%	15.3%	26.9%	19.7%	5.6%	20.5%	23.1%	22.9%	23.6%	24.4%	16.0%	23.5%	14.3%	14.1%
	100.0%	71.0%	34.8%	27.5%	43.5%	7.2%	11.6%	8.7%	13.0%	36.2%	20.3%	1.4%	11.6%	17.4%	23.2%	30.4%	29.0%	11.6%	60.9%	2.9%	13.0%
For social smokers	56	41	21	16	25	5	5	7	9	19	14	4	6	9	15	19	17	3	29	1	9
	15.6%	17.3%	19.3%	25.0%	14.5%	11.1%	16.7%	38.9%	15.3%	20.4%	19.7%	22.2%	15.4%	17.3%	21.4%	21.3%	20.7%	6.0%	16.2%	7.1%	14.1%
	100.0%	73.2%	37.5%	28.6%	44.6%	8.9%	8.9%	12.5%	16.1%	33.9%	25.0%	7.1%	10.7%	16.1%	26.8%	33.9%	30.4%	5.4%	51.8%	1.8%	16.1%
Good for everyday	57	47	16	15	32	1	6	7	12	21	10	2	5	10	16	19	13	5	35	1	7
	15.9%	19.8%	14.7%	23.4%	18.5%	2.2%	20.0%	38.9%	20.3%	22.6%	14.1%	11.1%	12.8%	19.2%	22.9%	21.3%	15.9%	10.0%	19.6%	7.1%	10.9%
	100.0%	82.5%	28.1%	26.3%	56.1%	1.8%	10.5%	12.3%	21.1%	36.8%	17.5%	3.5%	8.8%	17.5%	28.1%	33.3%	22.8%	8.8%	61.4%	1.8%	12.3%
Fresh	107	86	37	29	57	8	13	11	24	40	23	5	12	16	26	31	31	9	62	3	18
	29.9%	36.3%	33.9%	45.3%	32.9%	17.8%	43.3%	61.1%	40.7%	43.0%	32.4%	27.8%	30.8%	30.8%	37.1%	34.8%	37.8%	18.0%	34.6%	21.4%	28.1%
	100.0%	80.4%	34.6%	27.1%	53.3%	7.5%	12.1%	10.3%	22.4%	37.4%	21.5%	4.7%	11.2%	15.0%	24.3%	29.0%	29.0%	8.4%	57.9%	2.8%	16.8%
Good for relaxing	112	83	36	27	56	9	12	10	23	37	20	5	9	18	27	35	29	12	68	2	15
	31.3%	35.0%	33.0%	42.2%	32.4%	20.0%	40.0%	55.6%	39.0%	39.8%	28.2%	27.8%	23.1%	34.6%	38.6%	39.3%	35.4%	24.0%	38.0%	14.3%	23.4%
	100.0%	74.1%	32.1%	24.1%	50.0%	8.0%	10.7%	8.9%	20.5%	33.0%	17.9%	4.5%	8.0%	16.1%	24.1%	31.3%	25.9%	10.7%	60.7%	1.8%	13.4%
Easy to find/widely available	84	58	28	19	39	9	9	9	16	28	15	4	12	15	19	30	22	12	52	2	11
	23.5%	24.5%	25.7%	29.7%	22.5%	20.0%	30.0%	50.0%	27.1%	30.1%	21.1%	22.2%	30.8%	28.8%	27.1%	33.7%	26.8%	24.0%	29.1%	14.3%	17.2%
	100.0%	69.0%	33.3%	22.6%	46.4%	10.7%	10.7%	10.7%	19.0%	33.3%	17.9%	4.8%	14.3%	17.9%	22.6%	35.7%	26.2%	14.3%	61.9%	2.4%	13.1%
Full flavored	91	66	30	23	43	7	10	8	16	27	23	4	13	14	26	30	28	6	53	3	14
	25.4%	27.8%	27.5%	35.9%	24.9%	15.6%	33.3%	44.4%	27.1%	29.0%	32.4%	22.2%	33.3%	26.9%	37.1%	33.7%	34.1%	12.0%	29.6%	21.4%	21.9%
	100.0%	72.5%	33.0%	25.3%	47.3%	7.7%	11.0%	8.8%	17.6%	29.7%	25.3%	4.4%	14.3%	15.4%	28.6%	33.0%	30.8%	6.6%	58.2%	3.3%	15.4%
Medium taste	61	48	25	20	28	5	8	6	15	17	13	4	7	5	15	19	19	4	38	2	10
	17.0%	20.3%	22.9%	31.3%	16.2%	11.1%	26.7%	33.3%	25.4%	18.3%	18.3%	22.2%	17.9%	9.6%	21.4%	21.3%	23.2%	8.0%	21.2%	14.3%	15.6%
	100.0%	78.7%	41.0%	32.8%	45.9%	8.2%	13.1%	9.8%	24.6%	27.9%	21.3%	6.6%	11.5%	8.2%	24.6%	31.1%	31.1%	6.6%	62.3%	3.3%	16.4%
Good as a reward	65	47	25	19	28	6	7	10	11	26	15	5	8	9	16	23	18	5	38	2	10
	18.2%	19.8%	22.9%	29.7%	16.2%	13.3%	23.3%	55.6%	18.6%	28.0%	21.1%	27.8%	20.5%	17.3%	22.9%	25.8%	22.0%	10.0%	21.2%	14.3%	15.6%
	100.0%	72.3%	38.5%	29.2%	43.1%	9.2%	10.8%	15.4%	16.9%	40.0%	23.1%	7.7%	12.3%	13.8%	24.6%	35.4%	27.7%	7.7%	58.5%	3.1%	15.4%
Low price	20	14	12	9	5	3	3	3	5	6	1	1	3	3	9	7	2	2	13	1	1
	5.6%	5.9%	11.0%	14.1%	2.9%	6.7%	10.0%	16.7%	8.5%	6.5%	1.4%	5.6%	7.7%	5.8%	12.9%	7.9%	2.4%	4.0%	7.3%	7.1%	1.6%
	100.0%	70.0%	60.0%	45.0%	25.0%	15.0%	15.0%	15.0%	25.0%	30.0%	5.0%	5.0%	15.0%	15.0%	45.0%	35.0%	10.0%	10.0%	65.0%	5.0%	5.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019370

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	358	237	109	64	173	45	30	18	59	93	71	18	39	52	70	89	82	50	179	14	64
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	66.2%	30.4%	17.9%	48.3%	12.6%	8.4%	5.0%	16.5%	26.0%	19.8%	5.0%	10.9%	14.5%	19.6%	24.9%	22.9%	14.0%	50.0%	3.9%	17.9%
Smooth taste	103	83	36	30	53	6	12	11	19	40	17	4	11	18	23	29	26	9	65	3	14
	28.8%	35.0%	33.0%	46.9%	30.6%	13.3%	40.0%	61.1%	32.2%	43.0%	23.9%	22.2%	28.2%	34.6%	32.9%	32.6%	31.7%	18.0%	36.3%	21.4%	21.9%
	100.0%	80.6%	35.0%	29.1%	51.5%	5.8%	11.7%	10.7%	18.4%	38.8%	16.5%	3.9%	10.7%	17.5%	22.3%	28.2%	25.2%	8.7%	63.1%	2.9%	13.6%
Good for special occasions	96	75	30	23	52	7	11	10	17	39	21	5	9	15	20	27	25	8	57	2	17
	26.8%	31.6%	27.5%	35.9%	30.1%	15.6%	36.7%	55.6%	28.8%	41.9%	29.6%	27.8%	23.1%	28.8%	28.6%	30.3%	30.5%	16.0%	31.8%	14.3%	26.6%
	100.0%	78.1%	31.3%	24.0%	54.2%	7.3%	11.5%	10.4%	17.7%	40.6%	21.9%	5.2%	9.4%	15.6%	20.8%	28.1%	26.0%	8.3%	59.4%	2.1%	17.7%
Recommended by friends	70	51	24	18	33	6	7	7	16	23	10	3	8	10	19	20	14	4	40	3	13
	19.6%	21.5%	22.0%	28.1%	19.1%	13.3%	23.3%	38.9%	27.1%	24.7%	14.1%	16.7%	20.5%	19.2%	27.1%	22.5%	17.1%	8.0%	22.3%	21.4%	20.3%
	100.0%	72.9%	34.3%	25.7%	47.1%	8.6%	10.0%	10.0%	22.9%	32.9%	14.3%	4.3%	11.4%	14.3%	27.1%	28.6%	20.0%	5.7%	57.1%	4.3%	18.6%
Good for a gift	99	74	37	27	47	10	11	10	18	35	18	5	10	15	23	30	26	9	55	3	17
	27.7%	31.2%	33.9%	42.2%	27.2%	22.2%	36.7%	55.6%	30.5%	37.6%	25.4%	27.8%	25.6%	28.8%	32.9%	33.7%	31.7%	18.0%	30.7%	21.4%	26.6%
	100.0%	74.7%	37.4%	27.3%	47.5%	10.1%	11.1%	10.1%	18.2%	35.4%	18.2%	5.1%	10.1%	15.2%	23.2%	30.3%	26.3%	9.1%	55.6%	3.0%	17.2%
Consistent quality	145	102	46	32	70	14	14	13	30	49	25	7	19	23	38	46	31	16	77	3	28
	40.5%	43.0%	42.2%	50.0%	40.5%	31.1%	46.7%	72.2%	50.8%	52.7%	35.2%	38.9%	48.7%	44.2%	54.3%	51.7%	37.8%	32.0%	43.0%	21.4%	43.8%
	100.0%	70.3%	31.7%	22.1%	48.3%	9.7%	9.7%	9.0%	20.7%	33.8%	17.2%	4.8%	13.1%	15.9%	26.2%	31.7%	21.4%	11.0%	53.1%	2.1%	19.3%
Masculine	62	39	19	12	27	7	6	5	11	19	14	4	7	9	20	22	17	8	28	2	12
	17.3%	16.5%	17.4%	18.8%	15.6%	15.6%	20.0%	27.8%	18.6%	20.4%	19.7%	22.2%	17.9%	17.3%	28.6%	24.7%	20.7%	16.0%	15.6%	14.3%	18.8%
	100.0%	62.9%	30.6%	19.4%	43.5%	11.3%	9.7%	8.1%	17.7%	30.6%	22.6%	6.5%	11.3%	14.5%	32.3%	35.5%	27.4%	12.9%	45.2%	3.2%	19.4%
Brand I trust	124	93	33	25	68	8	11	8	21	46	29	6	9	18	29	36	32	11	68	3	25
	34.6%	39.2%	30.3%	39.1%	39.3%	17.8%	36.7%	44.4%	35.6%	49.5%	40.8%	33.3%	23.1%	34.6%	41.4%	40.4%	39.0%	22.0%	38.0%	21.4%	39.1%
	100.0%	75.0%	26.6%	20.2%	54.8%	6.5%	8.9%	6.5%	16.9%	37.1%	23.4%	4.8%	7.3%	14.5%	23.4%	29.0%	25.8%	8.9%	54.8%	2.4%	20.2%
Well constructed	142	107	46	36	71	10	16	14	25	49	33	6	19	23	37	44	39	13	79	4	25
	39.7%	45.1%	42.2%	56.3%	41.0%	22.2%	53.3%	77.8%	42.4%	52.7%	46.5%	33.3%	48.7%	44.2%	52.9%	49.4%	47.6%	26.0%	44.1%	28.6%	39.1%
	100.0%	75.4%	32.4%	25.4%	50.0%	7.0%	11.3%	9.9%	17.6%	34.5%	23.2%	4.2%	13.4%	16.2%	26.1%	31.0%	27.5%	9.2%	55.6%	2.8%	17.6%
Strong taste	47	32	17	12	20	5	5	6	6	18	9	2	7	11	12	11	11	5	27	1	5
	13.1%	13.5%	15.6%	18.8%	11.6%	11.1%	16.7%	33.3%	10.2%	19.4%	12.7%	11.1%	17.9%	21.2%	17.1%	12.4%	13.4%	10.0%	15.1%	7.1%	7.8%
	100.0%	68.1%	36.2%	25.5%	42.6%	10.6%	10.6%	12.8%	12.8%	38.3%	19.1%	4.3%	14.9%	23.4%	25.5%	23.4%	23.4%	10.6%	57.4%	2.1%	10.6%
For serious smokers	98	71	32	23	48	9	9	9	22	31	23	5	14	16	26	33	21	9	56	2	17
	27.4%	30.0%	29.4%	35.9%	27.7%	20.0%	30.0%	50.0%	37.3%	33.3%	32.4%	27.8%	35.9%	30.8%	37.1%	37.1%	25.6%	18.0%	31.3%	14.3%	26.6%
	100.0%	72.4%	32.7%	23.5%	49.0%	9.2%	9.2%	9.2%	22.4%	31.6%	23.5%	5.1%	14.3%	16.3%	26.5%	33.7%	21.4%	9.2%	57.1%	2.0%	17.3%
Popular	102	76	30	24	52	6	12	8	23	29	20	3	10	18	29	33	18	7	54	1	23
	28.5%	32.1%	27.5%	37.5%	30.1%	13.3%	40.0%	44.4%	39.0%	31.2%	28.2%	16.7%	25.6%	34.6%	41.4%	37.1%	22.0%	14.0%	30.2%	7.1%	35.9%
	100.0%	74.5%	29.4%	23.5%	51.0%	5.9%	11.8%	7.8%	22.5%	28.4%	19.6%	2.9%	9.8%	17.6%	28.4%	32.4%	17.6%	6.9%	52.9%	1.0%	22.5%
Easy to smoke	111	84	40	31	53	9	13	11	21	39	21	6	13	18	32	38	23	12	59	2	19
	31.0%	35.4%	36.7%	48.4%	30.6%	20.0%	43.3%	61.1%	35.6%	41.9%	29.6%	33.3%	33.3%	34.6%	45.7%	42.7%	28.0%	24.0%	33.0%	14.3%	29.7%
	100.0%	75.7%	36.0%	27.9%	47.7%	8.1%	11.7%	9.9%	18.9%	35.1%	18.9%	5.4%	11.7%	16.2%	28.8%	34.2%	20.7%	10.8%	53.2%	1.8%	17.1%
Easy draw	110	86	43	33	53	10	15	12	20	38	22	6	13	18	35	38	25	10	59	4	20
	30.7%	36.3%	39.4%	51.6%	30.6%	22.2%	50.0%	66.7%	33.9%	40.9%	31.0%	33.3%	33.3%	34.6%	50.0%	42.7%	30.5%	20.0%	33.0%	28.6%	31.3%
	100.0%	78.2%	39.1%	30.0%	48.2%	9.1%	13.6%	10.9%	18.2%	34.5%	20.0%	5.5%	11.8%	16.4%	31.8%	34.5%	22.7%	9.1%	53.6%	3.6%	18.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019371

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	358	237	109	64	173	45	30	18	59	93	71	18	39	52	70	89	82	50	179	14	64
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	66.2%	30.4%	17.9%	48.3%	12.6%	8.4%	5.0%	16.5%	26.0%	19.8%	5.0%	10.9%	14.5%	19.6%	24.9%	22.9%	14.0%	50.0%	3.9%	17.9%
No answer	100	61	31	14	47	17	8	3	10	26	18	7	12	15	15	18	18	18	43	6	16
	27.9%	25.7%	28.4%	21.9%	27.2%	37.8%	26.7%	16.7%	16.9%	28.0%	25.4%	38.9%	30.8%	28.8%	21.4%	20.2%	22.0%	36.0%	24.0%	42.9%	25.0%
	100.0%	61.0%	31.0%	14.0%	47.0%	17.0%	8.0%	3.0%	10.0%	26.0%	18.0%	7.0%	12.0%	15.0%	15.0%	18.0%	18.0%	18.0%	43.0%	6.0%	16.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019372

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	375	254	104	61	193	43	35	11	70	92	80	17	42	50	77	89	91	51	183	9	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	67.7%	27.7%	16.3%	51.5%	11.5%	9.3%	2.9%	18.7%	24.5%	21.3%	4.5%	11.2%	13.3%	20.5%	23.7%	24.3%	13.6%	48.8%	2.4%	20.5%
H. Upmann																					
Casual	42	32	16	11	21	5	7	2	6	11	13	1	8	7	11	12	9	3	22	2	8
	11.2%	12.6%	15.4%	18.0%	10.9%	11.6%	20.0%	18.2%	8.6%	12.0%	16.3%	5.9%	19.0%	14.0%	14.3%	13.5%	9.9%	5.9%	12.0%	22.2%	10.4%
	100.0%	76.2%	38.1%	26.2%	50.0%	11.9%	16.7%	4.8%	14.3%	26.2%	31.0%	2.4%	19.0%	16.7%	26.2%	28.6%	21.4%	7.1%	52.4%	4.8%	19.0%
Individualistic	38	28	13	8	20	5	4	3	10	14	7	2	5	7	9	13	11	2	21	0	8
	10.1%	11.0%	12.5%	13.1%	10.4%	11.6%	11.4%	27.3%	14.3%	15.2%	8.8%	11.8%	11.9%	14.0%	11.7%	14.6%	12.1%	3.9%	11.5%	0.0%	10.4%
	100.0%	73.7%	34.2%	21.1%	52.6%	13.2%	10.5%	7.9%	26.3%	36.8%	18.4%	5.3%	13.2%	18.4%	23.7%	34.2%	28.9%	5.3%	55.3%	0.0%	21.1%
Mild taste	54	37	17	11	26	6	7	1	11	13	11	1	9	8	14	16	16	7	25	2	11
	14.4%	14.6%	16.3%	18.0%	13.5%	14.0%	20.0%	9.1%	15.7%	14.1%	13.8%	5.9%	21.4%	16.0%	18.2%	18.0%	17.6%	13.7%	13.7%	22.2%	14.3%
	100.0%	68.5%	31.5%	20.4%	48.1%	11.1%	13.0%	1.9%	20.4%	24.1%	20.4%	1.9%	16.7%	14.8%	25.9%	29.6%	29.6%	13.0%	46.3%	3.7%	20.4%
High quality	120	86	32	23	63	9	10	7	22	36	22	5	14	14	27	32	26	13	63	2	21
	32.0%	33.9%	30.8%	37.7%	32.6%	20.9%	28.6%	63.6%	31.4%	39.1%	27.5%	29.4%	33.3%	28.0%	35.1%	36.0%	28.6%	25.5%	34.4%	22.2%	27.3%
	100.0%	71.7%	26.7%	19.2%	52.5%	7.5%	8.3%	5.8%	18.3%	30.0%	18.3%	4.2%	11.7%	11.7%	22.5%	26.7%	21.7%	10.8%	52.5%	1.7%	17.5%
Smart choice	55	40	15	10	30	5	4	3	12	13	10	3	4	6	14	15	17	4	29	0	11
	14.7%	15.7%	14.4%	16.4%	15.5%	11.6%	11.4%	27.3%	17.1%	14.1%	12.5%	17.6%	9.5%	12.0%	18.2%	16.9%	18.7%	7.8%	15.8%	0.0%	14.3%
	100.0%	72.7%	27.3%	18.2%	54.5%	9.1%	7.3%	5.5%	21.8%	23.6%	18.2%	5.5%	7.3%	10.9%	25.5%	27.3%	30.9%	7.3%	52.7%	0.0%	20.0%
Refined taste	56	42	18	14	28	4	8	3	9	18	12	2	7	8	12	14	15	4	30	1	10
	14.9%	16.5%	17.3%	23.0%	14.5%	9.3%	22.9%	27.3%	12.9%	19.6%	15.0%	11.8%	16.7%	16.0%	15.6%	15.7%	16.5%	7.8%	16.4%	11.1%	13.0%
	100.0%	75.0%	32.1%	25.0%	50.0%	7.1%	14.3%	5.4%	16.1%	32.1%	21.4%	3.6%	12.5%	14.3%	21.4%	25.0%	26.8%	7.1%	53.6%	1.8%	17.9%
Recommended by tobacconists	77	56	18	12	44	6	5	5	16	22	19	2	9	6	17	20	27	5	52	1	10
	20.5%	22.0%	17.3%	19.7%	22.8%	14.0%	14.3%	45.5%	22.9%	23.9%	23.8%	11.8%	21.4%	12.0%	22.1%	22.5%	29.7%	9.8%	28.4%	11.1%	13.0%
	100.0%	72.7%	23.4%	15.6%	57.1%	7.8%	6.5%	6.5%	20.8%	28.6%	24.7%	2.6%	11.7%	7.8%	22.1%	26.0%	35.1%	6.5%	67.5%	1.3%	13.0%
Attractive packaging	40	25	15	8	17	7	4	3	7	10	7	4	9	3	15	16	11	6	19	0	6
	10.7%	9.8%	14.4%	13.1%	8.8%	16.3%	11.4%	27.3%	10.0%	10.9%	8.8%	23.5%	21.4%	6.0%	19.5%	18.0%	12.1%	11.8%	10.4%	0.0%	7.8%
	100.0%	62.5%	37.5%	20.0%	42.5%	17.5%	10.0%	7.5%	17.5%	25.0%	17.5%	10.0%	22.5%	7.5%	37.5%	40.0%	27.5%	15.0%	47.5%	0.0%	15.0%
Sophisticated	40	26	12	9	17	3	5	2	8	12	6	2	4	6	11	12	9	5	20	2	8
	10.7%	10.2%	11.5%	14.8%	8.8%	7.0%	14.3%	18.2%	11.4%	13.0%	7.5%	11.8%	9.5%	12.0%	14.3%	13.5%	9.9%	9.8%	10.9%	22.2%	10.4%
	100.0%	65.0%	30.0%	22.5%	42.5%	7.5%	12.5%	5.0%	20.0%	30.0%	15.0%	5.0%	10.0%	15.0%	27.5%	30.0%	22.5%	12.5%	50.0%	5.0%	20.0%
Innovative	16	12	7	7	5	0	3	2	5	3	3	1	2	2	4	6	6	2	9	0	3
	4.3%	4.7%	6.7%	11.5%	2.6%	0.0%	8.6%	18.2%	7.1%	3.3%	3.8%	5.9%	4.8%	4.0%	5.2%	6.7%	6.6%	3.9%	4.9%	0.0%	3.9%
	100.0%	75.0%	43.8%	43.8%	31.3%	0.0%	18.8%	12.5%	31.3%	18.8%	18.8%	6.3%	12.5%	12.5%	25.0%	37.5%	37.5%	12.5%	56.3%	0.0%	18.8%
Trendy	36	24	14	9	15	5	2	4	6	13	5	3	7	3	13	16	9	4	22	1	4
	9.6%	9.4%	13.5%	14.8%	7.8%	11.6%	5.7%	36.4%	8.6%	14.1%	6.3%	17.6%	16.7%	6.0%	16.9%	18.0%	9.9%	7.8%	12.0%	11.1%	5.2%
	100.0%	66.7%	38.9%	25.0%	41.7%	13.9%	5.6%	11.1%	16.7%	36.1%	13.9%	8.3%	19.4%	8.3%	36.1%	44.4%	25.0%	11.1%	61.1%	2.8%	11.1%
Prestigious	64	43	21	15	28	6	7	5	11	21	9	3	9	7	17	17	13	6	38	1	12
	17.1%	16.9%	20.2%	24.6%	14.5%	14.0%	20.0%	45.5%	15.7%	22.8%	11.3%	17.6%	21.4%	14.0%	22.1%	19.1%	14.3%	11.8%	20.8%	11.1%	15.6%
	100.0%	67.2%	32.8%	23.4%	43.8%	9.4%	10.9%	7.8%	17.2%	32.8%	14.1%	4.7%	14.1%	10.9%	26.6%	26.6%	20.3%	9.4%	59.4%	1.6%	18.8%
Sporty	21	16	6	3	13	3	1	1	3	7	7	0	3	4	4	5	6	1	12	2	3
	5.6%	6.3%	5.8%	4.9%	6.7%	7.0%	2.9%	9.1%	4.3%	7.6%	8.8%	0.0%	7.1%	8.0%	5.2%	5.6%	6.6%	2.0%	6.6%	22.2%	3.9%
	100.0%	76.2%	28.6%	14.3%	61.9%	14.3%	4.8%	4.8%	14.3%	33.3%	33.3%	0.0%	14.3%	19.0%	19.0%	23.8%	28.6%	4.8%	57.1%	9.5%	14.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019373

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	375 100.0% 100.0%	254 100.0% 67.7%	104 100.0% 27.7%	61 100.0% 16.3%	193 100.0% 51.5%	43 100.0% 11.5%	35 100.0% 9.3%	11 100.0% 2.9%	70 100.0% 18.7%	92 100.0% 24.5%	80 100.0% 21.3%	17 100.0% 4.5%	42 100.0% 11.2%	50 100.0% 13.3%	77 100.0% 20.5%	89 100.0% 23.7%	91 100.0% 24.3%	51 100.0% 13.6%	183 100.0% 48.8%	9 100.0% 2.4%	77 100.0% 20.5%
Reliable	75 20.0% 100.0%	56 22.0% 74.7%	21 20.2% 28.0%	14 23.0% 18.7%	42 21.8% 56.0%	7 16.3% 9.3%	8 22.9% 10.7%	2 18.2% 2.7%	16 22.9% 21.3%	20 21.7% 26.7%	17 21.3% 22.7%	2 11.8% 2.7%	7 16.7% 9.3%	11 22.0% 14.7%	14 18.2% 18.7%	21 23.6% 28.0%	24 26.4% 32.0%	5 9.8% 6.7%	44 24.0% 58.7%	2 22.2% 2.7%	14 18.2% 18.7%
Recommended by magazine	47 12.5% 100.0%	38 15.0% 80.9%	14 13.5% 29.8%	11 18.0% 23.4%	27 14.0% 57.4%	3 7.0% 6.4%	6 17.1% 12.8%	2 18.2% 4.3%	10 14.3% 21.3%	15 16.3% 31.9%	11 13.8% 23.4%	1 5.9% 2.1%	4 9.5% 8.5%	4 8.0% 8.5%	11 14.3% 23.4%	16 18.0% 34.0%	18 19.8% 38.3%	3 5.9% 6.4%	29 15.8% 61.7%	1 11.1% 2.1%	8 10.4% 17.0%
Great taste	101 26.9% 100.0%	79 31.1% 78.2%	28 26.9% 27.7%	21 34.4% 20.8%	58 30.1% 57.4%	7 16.3% 6.9%	11 31.4% 10.9%	4 36.4% 4.0%	22 31.4% 21.8%	28 30.4% 27.7%	24 30.0% 23.8%	3 17.6% 3.0%	11 26.2% 10.9%	13 26.0% 12.9%	23 29.9% 22.8%	30 33.7% 29.7%	24 26.4% 23.8%	6 11.8% 5.9%	60 32.8% 59.4%	1 11.1% 1.0%	18 23.4% 17.8%
Good value	64 17.1% 100.0%	49 19.3% 76.6%	20 19.2% 31.3%	15 24.6% 23.4%	34 17.6% 53.1%	5 11.6% 7.8%	9 25.7% 14.1%	3 27.3% 4.7%	12 17.1% 18.8%	19 20.7% 29.7%	18 22.5% 28.1%	3 17.6% 4.7%	5 11.9% 7.8%	12 24.0% 18.8%	14 18.2% 21.9%	19 21.3% 29.7%	23 25.3% 35.9%	6 11.8% 9.4%	37 20.2% 57.8%	1 11.1% 1.6%	8 10.4% 12.5%
For social smokers	53 14.1% 100.0%	38 15.0% 71.7%	11 10.6% 20.8%	7 11.5% 13.2%	31 16.1% 58.5%	4 9.3% 7.5%	3 8.6% 5.7%	4 36.4% 7.5%	7 10.0% 13.2%	17 18.5% 32.1%	12 15.0% 22.6%	3 17.6% 5.7%	6 14.3% 11.3%	6 12.0% 11.3%	15 19.5% 28.3%	17 19.1% 32.1%	17 18.7% 32.1%	3 5.9% 5.7%	30 16.4% 56.6%	2 22.2% 3.8%	8 10.4% 15.1%
Good for everyday	55 14.7% 100.0%	49 19.3% 89.1%	13 12.5% 23.6%	11 18.0% 20.0%	38 19.7% 69.1%	2 4.7% 3.6%	6 17.1% 10.9%	3 27.3% 5.5%	12 17.1% 21.8%	20 21.7% 36.4%	14 17.5% 25.5%	1 5.9% 1.8%	4 9.5% 7.3%	8 16.0% 14.5%	13 16.9% 23.6%	18 20.2% 32.7%	17 18.7% 30.9%	2 3.9% 3.6%	30 16.4% 54.5%	2 22.2% 3.6%	12 15.6% 21.8%
Fresh	97 25.9% 100.0%	77 30.3% 79.4%	29 27.9% 29.9%	22 36.1% 22.7%	55 28.5% 56.7%	7 16.3% 7.2%	11 31.4% 11.3%	6 54.5% 6.2%	20 28.6% 20.6%	32 34.8% 33.0%	22 27.5% 22.7%	2 11.8% 2.1%	13 31.0% 13.4%	12 24.0% 12.4%	20 26.0% 20.6%	26 29.2% 26.8%	31 34.1% 32.0%	5 9.8% 5.2%	59 32.2% 60.8%	2 22.2% 2.1%	16 20.8% 16.5%
Good for relaxing	93 24.8% 100.0%	75 29.5% 80.6%	25 24.0% 26.9%	20 32.8% 21.5%	55 28.5% 59.1%	5 11.6% 5.4%	9 25.7% 9.7%	7 63.6% 7.5%	17 24.3% 18.3%	28 30.4% 30.1%	20 25.0% 21.5%	4 23.5% 4.3%	10 23.8% 10.8%	10 20.0% 10.8%	22 28.6% 23.7%	27 30.3% 29.0%	25 27.5% 26.9%	7 13.7% 7.5%	52 28.4% 55.9%	2 22.2% 2.2%	21 27.3% 22.6%
Easy to find/widely available	101 26.9% 100.0%	82 32.3% 81.2%	27 26.0% 26.7%	21 34.4% 20.8%	61 31.6% 60.4%	6 14.0% 5.9%	12 34.3% 11.9%	6 54.5% 5.9%	22 31.4% 21.8%	32 34.8% 31.7%	28 35.0% 27.7%	3 17.6% 3.0%	11 26.2% 10.9%	13 26.0% 12.9%	18 23.4% 17.8%	29 32.6% 28.7%	30 33.0% 29.7%	11 21.6% 10.9%	57 31.1% 56.4%	1 11.1% 1.0%	19 24.7% 18.8%
Full flavored	60 16.0% 100.0%	48 18.9% 80.0%	22 21.2% 36.7%	17 27.9% 28.3%	31 16.1% 51.7%	5 11.6% 8.3%	9 25.7% 15.0%	4 36.4% 6.7%	12 17.1% 20.0%	19 20.7% 31.7%	11 13.8% 18.3%	3 17.6% 5.0%	9 21.4% 15.0%	7 14.0% 11.7%	15 19.5% 25.0%	18 20.2% 30.0%	13 14.3% 21.7%	6 11.8% 10.0%	35 19.1% 58.3%	0 0.0% 0.0%	10 13.0% 16.7%
Medium taste	65 17.3% 100.0%	46 18.1% 70.8%	18 17.3% 27.7%	12 19.7% 18.5%	34 17.6% 52.3%	6 14.0% 9.2%	6 17.1% 9.2%	4 36.4% 6.2%	15 21.4% 23.1%	18 19.6% 27.7%	15 18.8% 23.1%	2 11.8% 3.1%	10 23.8% 15.4%	8 16.0% 12.3%	16 20.8% 24.6%	20 22.5% 30.8%	21 23.1% 32.3%	5 9.8% 7.7%	35 19.1% 53.8%	2 22.2% 3.1%	15 19.5% 23.1%
Good as a reward	46 12.3% 100.0%	35 13.8% 76.1%	10 9.6% 21.7%	7 11.5% 15.2%	28 14.5% 60.9%	3 7.0% 6.5%	4 11.4% 8.7%	2 18.2% 4.3%	11 15.7% 23.9%	16 17.4% 34.8%	7 8.8% 15.2%	2 11.8% 4.3%	7 16.7% 15.2%	4 8.0% 8.7%	12 15.6% 26.1%	19 21.3% 41.3%	14 15.4% 30.4%	3 5.9% 6.5%	26 14.2% 56.5%	1 11.1% 2.2%	9 11.7% 19.6%
Low price	26 6.9% 100.0%	23 9.1% 88.5%	10 9.6% 38.5%	7 11.5% 26.9%	16 8.3% 61.5%	3 7.0% 11.5%	3 8.6% 11.5%	3 27.3% 11.5%	3 4.3% 11.5%	8 8.7% 30.8%	10 12.5% 38.5%	2 11.8% 7.7%	4 9.5% 15.4%	4 8.0% 15.4%	4 5.2% 15.4%	5 5.6% 19.2%	6 6.6% 23.1%	4 7.8% 15.4%	14 7.7% 53.8%	1 11.1% 3.8%	6 7.8% 23.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019374

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	375	254	104	61	193	43	35	11	70	92	80	17	42	50	77	89	91	51	183	9	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	67.7%	27.7%	16.3%	51.5%	11.5%	9.3%	2.9%	18.7%	24.5%	21.3%	4.5%	11.2%	13.3%	20.5%	23.7%	24.3%	13.6%	48.8%	2.4%	20.5%
Smooth taste	80	63	27	19	44	8	10	3	16	22	19	2	9	15	18	24	22	8	48	2	11
	21.3%	24.8%	26.0%	31.1%	22.8%	18.6%	28.6%	27.3%	22.9%	23.9%	23.8%	11.8%	21.4%	30.0%	23.4%	27.0%	24.2%	15.7%	26.2%	22.2%	14.3%
	100.0%	78.8%	33.8%	23.8%	55.0%	10.0%	12.5%	3.8%	20.0%	27.5%	23.8%	2.5%	11.3%	18.8%	22.5%	30.0%	27.5%	10.0%	60.0%	2.5%	13.8%
Good for special occasions	67	50	20	11	39	9	6	4	12	20	16	5	5	10	14	21	22	8	38	1	12
	17.9%	19.7%	19.2%	18.0%	20.2%	20.9%	17.1%	36.4%	17.1%	21.7%	20.0%	29.4%	11.9%	20.0%	18.2%	23.6%	24.2%	15.7%	20.8%	11.1%	15.6%
	100.0%	74.6%	29.9%	16.4%	58.2%	13.4%	9.0%	6.0%	17.9%	29.9%	23.9%	7.5%	7.5%	14.9%	20.9%	31.3%	32.8%	11.9%	56.7%	1.5%	17.9%
Recommended by friends	38	26	8	5	21	3	3	1	8	10	8	2	4	5	10	8	9	3	22	0	8
	10.1%	10.2%	7.7%	8.2%	10.9%	7.0%	8.6%	9.1%	11.4%	10.9%	10.0%	11.8%	9.5%	10.0%	13.0%	9.0%	9.9%	5.9%	12.0%	0.0%	10.4%
	100.0%	68.4%	21.1%	13.2%	55.3%	7.9%	7.9%	2.6%	21.1%	26.3%	21.1%	5.3%	10.5%	13.2%	26.3%	21.1%	23.7%	7.9%	57.9%	0.0%	21.1%
Good for a gift	87	70	23	16	54	7	7	6	21	26	17	4	14	9	22	31	22	11	47	1	19
	23.2%	27.6%	22.1%	26.2%	28.0%	16.3%	20.0%	54.5%	30.0%	28.3%	21.3%	23.5%	33.3%	18.0%	28.6%	34.8%	24.2%	21.6%	25.7%	11.1%	24.7%
	100.0%	80.5%	26.4%	18.4%	62.1%	8.0%	8.0%	6.9%	24.1%	29.9%	19.5%	4.6%	16.1%	10.3%	25.3%	35.6%	25.3%	12.6%	54.0%	1.1%	21.8%
Consistent quality	121	87	33	22	65	11	15	4	24	34	28	3	14	16	22	33	31	11	67	2	25
	32.3%	34.3%	31.7%	36.1%	33.7%	25.6%	42.9%	36.4%	34.3%	37.0%	35.0%	17.6%	33.3%	32.0%	28.6%	37.1%	34.1%	21.6%	36.6%	22.2%	32.5%
	100.0%	71.9%	27.3%	18.2%	53.7%	9.1%	12.4%	3.3%	19.8%	28.1%	23.1%	2.5%	11.6%	13.2%	18.2%	27.3%	25.6%	9.1%	55.4%	1.7%	20.7%
Masculine	56	41	15	8	33	7	5	2	10	17	11	3	9	6	18	17	13	5	29	2	12
	14.9%	16.1%	14.4%	13.1%	17.1%	16.3%	14.3%	18.2%	14.3%	18.5%	13.8%	17.6%	21.4%	12.0%	23.4%	19.1%	14.3%	9.8%	15.8%	22.2%	15.6%
	100.0%	73.2%	26.8%	14.3%	58.9%	12.5%	8.9%	3.6%	17.9%	30.4%	19.6%	5.4%	16.1%	10.7%	32.1%	30.4%	23.2%	8.9%	51.8%	3.6%	21.4%
Brand I trust	105	83	24	17	66	7	11	2	20	29	27	3	10	12	19	29	30	8	63	2	15
	28.0%	32.7%	23.1%	27.9%	34.2%	16.3%	31.4%	18.2%	28.6%	31.5%	33.8%	17.6%	23.8%	24.0%	24.7%	32.6%	33.0%	15.7%	34.4%	22.2%	19.5%
	100.0%	79.0%	22.9%	16.2%	62.9%	6.7%	10.5%	1.9%	19.0%	27.6%	25.7%	2.9%	9.5%	11.4%	18.1%	27.6%	28.6%	7.6%	60.0%	1.9%	14.3%
Well constructed	115	88	34	23	65	11	14	6	25	33	26	4	15	15	27	38	32	10	62	1	24
	30.7%	34.6%	32.7%	37.7%	33.7%	25.6%	40.0%	54.5%	35.7%	35.9%	32.5%	23.5%	35.7%	30.0%	35.1%	42.7%	35.2%	19.6%	33.9%	11.1%	31.2%
	100.0%	76.5%	29.6%	20.0%	56.5%	9.6%	12.2%	5.2%	21.7%	28.7%	22.6%	3.5%	13.0%	13.0%	23.5%	33.0%	27.8%	8.7%	53.9%	0.9%	20.9%
Strong taste	27	18	8	3	15	5	2	1	7	9	2	2	6	2	10	10	6	4	16	0	4
	7.2%	7.1%	7.7%	4.9%	7.8%	11.6%	5.7%	9.1%	10.0%	9.8%	2.5%	11.8%	14.3%	4.0%	13.0%	11.2%	6.6%	7.8%	8.7%	0.0%	5.2%
	100.0%	66.7%	29.6%	11.1%	55.6%	18.5%	7.4%	3.7%	25.9%	33.3%	7.4%	7.4%	22.2%	7.4%	37.0%	37.0%	22.2%	14.8%	59.3%	0.0%	14.8%
For serious smokers	87	61	28	19	42	9	11	5	20	22	18	3	13	14	20	22	20	12	47	2	15
	23.2%	24.0%	26.9%	31.1%	21.8%	20.9%	31.4%	45.5%	28.6%	23.9%	22.5%	17.6%	31.0%	28.0%	26.0%	24.7%	22.0%	23.5%	25.7%	22.2%	19.5%
	100.0%	70.1%	32.2%	21.8%	48.3%	10.3%	12.6%	5.7%	23.0%	25.3%	20.7%	3.4%	14.9%	16.1%	23.0%	25.3%	23.0%	13.8%	54.0%	2.3%	17.2%
Popular	108	81	33	22	59	11	15	5	24	30	26	4	13	21	27	33	26	12	55	2	24
	28.8%	31.9%	31.7%	36.1%	30.6%	25.6%	42.9%	45.5%	34.3%	32.6%	32.5%	23.5%	31.0%	42.0%	35.1%	37.1%	28.6%	23.5%	30.1%	22.2%	31.2%
	100.0%	75.0%	30.6%	20.4%	54.6%	10.2%	13.9%	4.6%	22.2%	27.8%	24.1%	3.7%	12.0%	19.4%	25.0%	30.6%	24.1%	11.1%	50.9%	1.9%	22.2%
Easy to smoke	83	62	26	18	44	8	13	3	21	22	16	3	9	12	22	26	23	6	50	1	11
	22.1%	24.4%	25.0%	29.5%	22.8%	18.6%	37.1%	27.3%	30.0%	23.9%	20.0%	17.6%	21.4%	24.0%	28.6%	29.2%	25.3%	11.8%	27.3%	11.1%	14.3%
	100.0%	74.7%	31.3%	21.7%	53.0%	9.6%	15.7%	3.6%	25.3%	26.5%	19.3%	3.6%	10.8%	14.5%	26.5%	31.3%	27.7%	7.2%	60.2%	1.2%	13.3%
Easy draw	78	59	28	20	39	8	14	3	20	23	13	3	13	10	21	28	19	6	47	1	14
	20.8%	23.2%	26.9%	32.8%	20.2%	18.6%	40.0%	27.3%	28.6%	25.0%	16.3%	17.6%	31.0%	20.0%	27.3%	31.5%	20.9%	11.8%	25.7%	11.1%	18.2%
	100.0%	75.6%	35.9%	25.6%	50.0%	10.3%	17.9%	3.8%	25.6%	29.5%	16.7%	3.8%	16.7%	12.8%	26.9%	35.9%	24.4%	7.7%	60.3%	1.3%	17.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019375

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	375	254	104	61	193	43	35	11	70	92	80	17	42	50	77	89	91	51	183	9	77
	100.0%	100.0%	100.0%	100:0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	67.7%	27.7%	16.3%	51.5%	11.5%	9.3%	2.9%	18.7%	24.5%	21.3%	4.5%	11.2%	13.3%	20.5%	23.7%	24.3%	13.6%	48.8%	2.4%	20.5%
No answer	116	73	28	14	59	14	8	1	20	25	27	7	12	10	24	24	24	18	51	3	28
	30.9%	28.7%	26.9%	23.0%	30.6%	32.6%	22.9%	9.1%	28.6%	27.2%	33.8%	41.2%	28.6%	20.0%	31.2%	27.0%	26.4%	35.3%	27.9%	33.3%	36.4%
	100.0%	62.9%	24.1%	12.1%	50.9%	12.1%	6.9%	0.9%	17.2%	21.6%	23.3%	6.0%	10.3%	8.6%	20.7%	20.7%	20.7%	15.5%	44.0%	2.6%	24.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019376

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	312	208	97	58	150	39	26	16	58	83	54	18	35	45	74	83	74	42	150	13	69
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	66.7%	31.1%	18.6%	48.1%	12.5%	8.3%	5.1%	18.6%	26.6%	17.3%	5.8%	11.2%	14.4%	23.7%	26.6%	23.7%	13.5%	48.1%	4.2%	22.1%
Hoyo de Monterrey																					
Casual	33	23	16	10	13	6	3	6	4	11	8	2	6	6	9	9	12	5	21	1	4
	10.6%	11.1%	16.5%	17.2%	8.7%	15.4%	11.5%	37.5%	6.9%	13.3%	14.8%	11.1%	17.1%	13.3%	12.2%	10.8%	16.2%	11.9%	14.0%	7.7%	5.8%
	100.0%	69.7%	48.5%	30.3%	39.4%	18.2%	9.1%	18.2%	12.1%	33.3%	24.2%	6.1%	18.2%	18.2%	27.3%	27.3%	36.4%	15.2%	63.6%	3.0%	12.1%
Individualistic	26	15	12	5	10	7	1	3	5	6	6	2	5	4	9	10	9	3	13	0	5
	8.3%	7.2%	12.4%	8.6%	6.7%	17.9%	3.8%	18.8%	8.6%	7.2%	11.1%	11.1%	14.3%	8.9%	12.2%	12.0%	12.2%	7.1%	8.7%	0.0%	7.2%
	100.0%	57.7%	46.2%	19.2%	38.5%	26.9%	3.8%	11.5%	19.2%	23.1%	23.1%	7.7%	19.2%	15.4%	34.6%	38.5%	34.6%	11.5%	50.0%	0.0%	19.2%
Mild taste	29	19	11	7	12	4	1	5	5	8	5	2	3	6	8	8	6	6	15	0	5
	9.3%	9.1%	11.3%	12.1%	8.0%	10.3%	3.8%	31.3%	8.6%	9.6%	9.3%	11.1%	8.6%	13.3%	10.8%	9.6%	8.1%	14.3%	10.0%	0.0%	7.2%
	100.0%	65.5%	37.9%	24.1%	41.4%	13.8%	3.4%	17.2%	17.2%	27.6%	17.2%	6.9%	10.3%	20.7%	27.6%	27.6%	20.7%	20.7%	51.7%	0.0%	17.2%
High quality	73	47	22	15	32	7	5	7	18	21	11	4	12	8	19	28	18	6	37	2	19
	23.4%	22.6%	22.7%	25.9%	21.3%	17.9%	19.2%	43.8%	31.0%	25.3%	20.4%	22.2%	34.3%	17.8%	25.7%	33.7%	24.3%	14.3%	24.7%	15.4%	27.5%
	100.0%	64.4%	30.1%	20.5%	43.8%	9.6%	6.8%	9.6%	24.7%	28.8%	15.1%	5.5%	16.4%	11.0%	26.0%	38.4%	24.7%	8.2%	50.7%	2.7%	26.0%
Smart choice	31	20	9	4	16	5	2	2	7	7	6	2	4	2	11	9	10	4	18	0	5
	9.9%	9.6%	9.3%	6.9%	10.7%	12.8%	7.7%	12.5%	12.1%	8.4%	11.1%	11.1%	11.4%	4.4%	14.9%	10.8%	13.5%	9.5%	12.0%	0.0%	7.2%
	100.0%	64.5%	29.0%	12.9%	51.6%	16.1%	6.5%	6.5%	22.6%	22.6%	19.4%	6.5%	12.9%	6.5%	35.5%	29.0%	32.3%	12.9%	58.1%	0.0%	16.1%
Refined taste	29	17	9	7	10	2	2	4	6	8	5	2	3	3	7	9	12	3	19	1	3
	9.3%	8.2%	9.3%	12.1%	6.7%	5.1%	7.7%	25.0%	10.3%	9.6%	9.3%	11.1%	8.6%	6.7%	9.5%	10.8%	16.2%	7.1%	12.7%	7.7%	4.3%
	100.0%	58.6%	31.0%	24.1%	34.5%	6.9%	6.9%	13.8%	20.7%	27.6%	17.2%	6.9%	10.3%	10.3%	24.1%	31.0%	41.4%	10.3%	65.5%	3.4%	10.3%
Recommended by tobacconists	45	31	13	9	22	4	4	3	13	12	7	1	7	5	11	17	12	7	28	1	7
	14.4%	14.9%	13.4%	15.5%	14.7%	10.3%	15.4%	18.8%	22.4%	14.5%	13.0%	5.6%	20.0%	11.1%	14.9%	20.5%	16.2%	16.7%	18.7%	7.7%	10.1%
	100.0%	68.9%	28.9%	20.0%	48.9%	8.9%	8.9%	6.7%	28.9%	26.7%	15.6%	2.2%	15.6%	11.1%	24.4%	37.8%	26.7%	15.6%	62.2%	2.2%	15.6%
Attractive packaging	25	10	9	3	7	6	1	2	5	5	3	3	4	3	13	12	6	6	12	0	4
	8.0%	4.8%	9.3%	5.2%	4.7%	15.4%	3.8%	12.5%	8.6%	6.0%	5.6%	16.7%	11.4%	6.7%	17.6%	14.5%	8.1%	14.3%	8.0%	0.0%	5.8%
	100.0%	40.0%	36.0%	12.0%	28.0%	24.0%	4.0%	8.0%	20.0%	20.0%	12.0%	12.0%	16.0%	12.0%	52.0%	48.0%	24.0%	24.0%	48.0%	0.0%	16.0%
Sophisticated	17	10	4	2	8	2	1	1	3	4	3	1	2	1	4	7	5	2	9	1	3
	5.4%	4.8%	4.1%	3.4%	5.3%	5.1%	3.8%	6.3%	5.2%	4.8%	5.6%	5.6%	5.7%	2.2%	5.4%	8.4%	6.8%	4.8%	6.0%	7.7%	4.3%
	100.0%	58.8%	23.5%	11.8%	47.1%	11.8%	5.9%	5.9%	17.6%	23.5%	17.6%	5.9%	11.8%	5.9%	23.5%	41.2%	29.4%	11.8%	52.9%	5.9%	17.6%
Innovative	8	4	3	1	3	2	0	1	1	2	2	0	2	2	2	2	2	2	4	0	0
	2.6%	1.9%	3.1%	1.7%	2.0%	5.1%	0.0%	6.3%	1.7%	2.4%	3.7%	0.0%	5.7%	4.4%	2.7%	2.4%	2.7%	4.8%	2.7%	0.0%	0.0%
	100.0%	50.0%	37.5%	12.5%	37.5%	25.0%	0.0%	12.5%	12.5%	25.0%	25.0%	0.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	50.0%	0.0%	0.0%
Trendy	20	14	7	4	10	3	1	2	4	4	3	1	2	4	6	9	10	2	11	1	3
	6.4%	6.7%	7.2%	6.9%	6.7%	7.7%	3.8%	12.5%	6.9%	4.8%	5.6%	5.6%	5.7%	8.9%	8.1%	10.8%	13.5%	4.8%	7.3%	7.7%	4.3%
	100.0%	70.0%	35.0%	20.0%	50.0%	15.0%	5.0%	10.0%	20.0%	20.0%	15.0%	5.0%	10.0%	20.0%	30.0%	45.0%	50.0%	10.0%	55.0%	5.0%	15.0%
Prestigious	21	15	7	4	11	3	1	2	6	5	1	0	5	2	4	8	3	2	10	1	7
	6.7%	7.2%	7.2%	6.9%	7.3%	7.7%	3.8%	12.5%	10.3%	6.0%	1.9%	0.0%	14.3%	4.4%	5.4%	9.6%	4.1%	4.8%	6.7%	7.7%	10.1%
	100.0%	71.4%	33.3%	19.0%	52.4%	14.3%	4.8%	9.5%	28.6%	23.8%	4.8%	0.0%	23.8%	9.5%	19.0%	38.1%	14.3%	9.5%	47.6%	4.8%	33.3%
Sporty	13	8	3	2	6	1	0	1	2	4	3	0	1	2	3	5	5	3	6	1	2
	4.2%	3.8%	3.1%	3.4%	4.0%	2.6%	0.0%	6.3%	3.4%	4.8%	5.6%	0.0%	2.9%	4.4%	4.1%	6.0%	6.8%	7.1%	4.0%	7.7%	2.9%
	100.0%	61.5%	23.1%	15.4%	46.2%	7.7%	0.0%	7.7%	15.4%	30.8%	23.1%	0.0%	7.7%	15.4%	23.1%	38.5%	38.5%	23.1%	46.2%	7.7%	15.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019377

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	312	208	97	58	150	39	26	16	58	83	54	18	35	45	74	83	74	42	150	13	69
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	66.7%	31.1%	18.6%	48.1%	12.5%	8.3%	5.1%	18.6%	26.6%	17.3%	5.8%	11.2%	14.4%	23.7%	26.6%	23.7%	13.5%	48.1%	4.2%	22.1%
Reliable	40	30	11	7	23	4	3	4	10	17	4	2	6	5	11	12	10	4	21	1	11
	12.8%	14.4%	11.3%	12.1%	15.3%	10.3%	11.5%	25.0%	17.2%	20.5%	7.4%	11.1%	17.1%	11.1%	14.9%	14.5%	13.5%	9.5%	14.0%	7.7%	15.9%
	100.0%	75.0%	27.5%	17:5%	57.5%	10.0%	7.5%	10.0%	25.0%	42.5%	10.0%	5.0%	15.0%	12.5%	27.5%	30.0%	25.0%	10.0%	52.5%	2.5%	27.5%
Recommended by magazine	29	21	6	4	17	2	3	0	9	6	7	0	0	4	9	13	10	3	18	2	5
	9.3%	10.1%	6.2%	6.9%	11.3%	5.1%	11.5%	0.0%	15.5%	7.2%	13.0%	0.0%	0.0%	8.9%	12.2%	15.7%	13.5%	7.1%	12.0%	15.4%	7.2%
	100.0%	72.4%	20.7%	13.8%	58.6%	6.9%	10.3%	0.0%	31.0%	20.7%	24.1%	0.0%	0.0%	13.8%	31.0%	44.8%	34.5%	10.3%	62.1%	6.9%	17.2%
Great taste	55	37	17	12	25	5	3	6	16	16	8	3	9	5	20	21	14	6	28	2	14
	17.6%	17.8%	17.5%	20.7%	16.7%	12.8%	11.5%	37.5%	27.6%	19.3%	14.8%	16.7%	25.7%	11.1%	27.0%	25.3%	18.9%	14.3%	18.7%	15.4%	20.3%
	100.0%	67.3%	30.9%	21.8%	45.5%	9.1%	5.5%	10.9%	29.1%	29.1%	14.5%	5.5%	16.4%	9.1%	36.4%	38.2%	25.5%	10.9%	50.9%	3.6%	25.5%
Good value	36	26	12	10	16	2	4	5	7	13	7	2	5	5	9	10	14	2	26	0	6
	11.5%	12.5%	12.4%	17.2%	10.7%	5.1%	15.4%	31.3%	12.1%	15.7%	13.0%	11.1%	14.3%	11.1%	12.2%	12.0%	18.9%	4.8%	17.3%	0.0%	8.7%
	100.0%	72.2%	33.3%	27.8%	44.4%	5.6%	11.1%	13.9%	19.4%	36.1%	19.4%	5.6%	13.9%	13.9%	25.0%	27.8%	38.9%	5.6%	72.2%	0.0%	16.7%
For social smokers	28	22	9	6	16	3	2	4	8	12	3	3	5	4	10	11	7	1	16	0	5
	9.0%	10.6%	9.3%	10.3%	10.7%	7.7%	7.7%	25.0%	13.8%	14.5%	5.6%	16.7%	14.3%	8.9%	13.5%	13.3%	9.5%	2.4%	10.7%	0.0%	7.2%
	100.0%	78.6%	32.1%	21.4%	57.1%	10.7%	7.1%	14.3%	28.6%	42.9%	10.7%	10.7%	17.9%	14.3%	35.7%	39.3%	25.0%	3.6%	57.1%	0.0%	17.9%
Good for everyday	32	26	12	9	17	3	4	4	9	14	1	2	4	4	10	13	8	2	16	0	8
	10.3%	12.5%	12.4%	15.5%	11.3%	7.7%	15.4%	25.0%	15.5%	16.9%	1.9%	11.1%	11.4%	8.9%	13.5%	15.7%	10.8%	4.8%	10.7%	0.0%	11.6%
	100.0%	81.3%	37.5%	28.1%	53.1%	9.4%	12.5%	12.5%	28.1%	43.8%	3.1%	6.3%	12.5%	12.5%	31.3%	40.6%	25.0%	6.3%	50.0%	0.0%	25.0%
Fresh	59	44	18	13	31	5	5	6	18	19	9	2	11	7	19	19	17	3	34	1	13
	18.9%	21.2%	18.6%	22.4%	20.7%	12.8%	19.2%	37.5%	31.0%	22.9%	16.7%	11.1%	31.4%	15.6%	25.7%	22.9%	23.0%	7.1%	22.7%	7.7%	18.8%
	100.0%	74.6%	30.5%	22.0%	52.5%	8.5%	8.5%	10.2%	30.5%	32.2%	15.3%	3.4%	18.6%	11.9%	32.2%	32.2%	28.8%	5.1%	57.6%	1.7%	22.0%
Good for relaxing	61	48	22	17	31	5	5	9	12	25	7	3	14	7	17	21	18	5	36	1	13
	19.6%	23.1%	22.7%	29.3%	20.7%	12.8%	19.2%	56.3%	20.7%	30.1%	13.0%	16.7%	40.0%	15.6%	23.0%	25.3%	24.3%	11.9%	24.0%	7.7%	18.8%
	100.0%	78.7%	36.1%	27.9%	50.8%	8.2%	8.2%	14.8%	19.7%	41.0%	11.5%	4.9%	23.0%	11.5%	27.9%	34.4%	29.5%	8.2%	59.0%	1.6%	21.3%
Easy to find/widely available	59	46	21	14	32	7	8	4	13	17	12	2	7	10	21	22	13	10	30	2	10
	18.9%	22.1%	21.6%	24.1%	21.3%	17.9%	30.8%	25.0%	22.4%	20.5%	22.2%	11.1%	20.0%	22.2%	28.4%	26.5%	17.6%	23.8%	20.0%	15.4%	14.5%
	100.0%	78.0%	35.6%	23.7%	54.2%	11.9%	13.6%	6.8%	22.0%	28.8%	20.3%	3.4%	11.9%	16.9%	35.6%	37.3%	22.0%	16.9%	50.8%	3.4%	16.9%
Full flavored	46	34	19	14	20	5	6	6	12	17	7	4	9	5	14	16	16	4	26	2	9
	14.7%	16.3%	19.6%	24.1%	13.3%	12.8%	23.1%	37.5%	20.7%	20.5%	13.0%	22.2%	25.7%	11.1%	18.9%	19.3%	21.6%	9.5%	17.3%	15.4%	13.0%
	100.0%	73.9%	41.3%	30.4%	43.5%	10.9%	13.0%	13.0%	26.1%	37.0%	15.2%	8.7%	19.6%	10.9%	30.4%	34.8%	34.8%	8.7%	56.5%	4.3%	19.6%
Medium taste	37	27	13	10	17	3	1	5	10	6	8	1	8	3	11	11	12	4	21	1	7
	11.9%	13.0%	13.4%	17.2%	11.3%	7.7%	3.8%	31.3%	17.2%	7.2%	14.8%	5.6%	22.9%	6.7%	14.9%	13.3%	16.2%	9.5%	14.0%	7.7%	10.1%
	100.0%	73.0%	35.1%	27.0%	45.9%	8.1%	2.7%	13.5%	27.0%	16.2%	21.6%	2.7%	21.6%	8.1%	29.7%	29.7%	32.4%	10.8%	56.8%	2.7%	18.9%
Good as a reward	29	23	14	11	12	3	4	4	5	12	4	3	4	3	9	12	9	4	16	1	3
	9.3%	11.1%	14.4%	19.0%	8.0%	7.7%	15.4%	25.0%	8.6%	14.5%	7.4%	16.7%	11.4%	6.7%	12.2%	14.5%	12.2%	9.5%	10.7%	7.7%	4.3%
	100.0%	79.3%	48.3%	37.9%	41.4%	10.3%	13.8%	13.8%	17.2%	41.4%	13.8%	10.3%	13.8%	10.3%	31.0%	41.4%	31.0%	13.8%	55.2%	3.4%	10.3%
Low price	24	19	8	7	12	1	3	4	5	12	4	0	4	3	6	8	9	1	18	0	1
	7.7%	9.1%	8.2%	12.1%	8.0%	2.6%	11.5%	25.0%	8.6%	14.5%	7.4%	0.0%	11.4%	6.7%	8.1%	9.6%	12.2%	2.4%	12.0%	0.0%	1.4%
	100.0%	79.2%	33.3%	29.2%	50.0%	4.2%	12.5%	16.7%	20.8%	50.0%	16.7%	0.0%	16.7%	12.5%	25.0%	33.3%	37.5%	4.2%	75.0%	0.0%	4.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019378

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	312	208	97	58	150	39	26	16	58	83	54	18	35	45	74	83	74	42	150	13	69
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	66.7%	31.1%	18.6%	48.1%	12.5%	8.3%	5.1%	18.6%	26.6%	17.3%	5.8%	11.2%	14.4%	23.7%	26.6%	23.7%	13.5%	48.1%	4.2%	22.1%
Smooth taste	47	38	20	15	23	5	5	6	13	16	5	4	7	6	15	17	14	6	29	1	9
	15.1%	18.3%	20.6%	25.9%	15.3%	12.8%	19.2%	37.5%	22.4%	19.3%	9.3%	22.2%	20.0%	13.3%	20.3%	20.5%	18.9%	14.3%	19.3%	7.7%	13.0%
	100.0%	80.9%	42.6%	31.9%	48.9%	10.6%	10.6%	12.8%	27.7%	34.0%	10.6%	8.5%	14.9%	12.8%	31.9%	36.2%	29.8%	12.8%	61.7%	2.1%	19.1%
Good for special occasions	40	32	15	10	22	5	3	7	9	16	7	5	6	4	8	11	13	4	21	1	8
	12.8%	15.4%	15.5%	17.2%	14.7%	12.8%	11.5%	43.8%	15.5%	19.3%	13.0%	27.8%	17.1%	8.9%	10.8%	13.3%	17.6%	9.5%	14.0%	7.7%	11.6%
	100.0%	80.0%	37.5%	25.0%	55.0%	12.5%	7.5%	17.5%	22.5%	40.0%	17.5%	12.5%	15.0%	10.0%	20.0%	27.5%	32.5%	10.0%	52.5%	2.5%	20.0%
Recommended by friends	31	20	9	5	15	4	1	3	5	7	7	3	1	5	8	10	8	5	16	1	4
	9.9%	9.6%	9.3%	8.6%	10.0%	10.3%	3.8%	18.8%	8.6%	8.4%	13.0%	16.7%	2.9%	11.1%	10.8%	12.0%	10.8%	11.9%	10.7%	7.7%	5.8%
	100.0%	64.5%	29.0%	16.1%	48.4%	12.9%	3.2%	9.7%	16.1%	22.6%	22.6%	9.7%	3.2%	16.1%	25.8%	32.3%	25.8%	16.1%	51.6%	3.2%	12.9%
Good for a gift	47	37	17	11	26	6	2	6	10	15	6	4	5	7	13	17	12	3	23	0	11
	15.1%	17.8%	17.5%	19.0%	17.3%	15.4%	7.7%	37.5%	17.2%	18.1%	11.1%	22.2%	14.3%	15.6%	17.6%	20.5%	16.2%	7.1%	15.3%	0.0%	15.9%
	100.0%	78.7%	36.2%	23.4%	55.3%	12.8%	4.3%	12.8%	21.3%	31.9%	12.8%	8.5%	10.6%	14.9%	27.7%	36.2%	25.5%	6.4%	48.9%	0.0%	23.4%
Consistent quality	71	50	24	14	36	10	4	7	17	19	14	4	12	9	19	22	17	8	38	2	20
	22.8%	24.0%	24.7%	24.1%	24.0%	25.6%	15.4%	43.8%	29.3%	22.9%	25.9%	22.2%	34.3%	20.0%	25.7%	26.5%	23.0%	19.0%	25.3%	15.4%	29.0%
	100.0%	70.4%	33.8%	19.7%	50.7%	14.1%	5.6%	9.9%	23.9%	26.8%	19.7%	5.6%	16.9%	12.7%	26.8%	31.0%	23.9%	11.3%	53.5%	2.8%	28.2%
Masculine	41	29	14	11	18	3	7	4	8	15	7	2	4	7	13	13	11	6	21	2	8
	13.1%	13.9%	14.4%	19.0%	12.0%	7.7%	26.9%	25.0%	13.8%	18.1%	13.0%	11.1%	11.4%	15.6%	17.6%	15.7%	14.9%	14.3%	14.0%	15.4%	11.6%
	100.0%	70.7%	34.1%	26.8%	43.9%	7.3%	17.1%	9.8%	19.5%	36.6%	17.1%	4.9%	9.8%	17.1%	31.7%	31.7%	26.8%	14.6%	51.2%	4.9%	19.5%
Brand I trust	50	40	13	11	29	2	4	5	11	19	10	3	5	7	14	15	10	4	23	1	16
	16.0%	19.2%	13.4%	19.0%	19.3%	5.1%	15.4%	31.3%	19.0%	22.9%	18.5%	16.7%	14.3%	15.6%	18.9%	18.1%	13.5%	9.5%	15.3%	7.7%	23.2%
	100.0%	80.0%	26.0%	22.0%	58.0%	4.0%	8.0%	10.0%	22.0%	38.0%	20.0%	6.0%	10.0%	14.0%	28.0%	30.0%	20.0%	8.0%	46.0%	2.0%	32.0%
Well constructed	80	60	31	22	38	9	9	9	19	25	13	4	14	12	26	31	22	6	44	2	19
	25.6%	28.8%	32.0%	37.9%	25.3%	23.1%	34.6%	56.3%	32.8%	30.1%	24.1%	22.2%	40.0%	26.7%	35.1%	37.3%	29.7%	14.3%	29.3%	15.4%	27.5%
	100.0%	75.0%	38.8%	27.5%	47.5%	11.3%	11.3%	11.3%	23.8%	31.3%	16.3%	5.0%	17.5%	15.0%	32.5%	38.8%	27.5%	7.5%	55.0%	2.5%	23.8%
Strong taste	32	20	18	11	9	7	7	2	8	9	4	3	5	5	10	11	11	5	17	1	5
	10.3%	9.6%	18.6%	19.0%	6.0%	17.9%	26.9%	12.5%	13.8%	10.8%	7.4%	16.7%	14.3%	11.1%	13.5%	13.3%	14.9%	11.9%	11.3%	7.7%	7.2%
	100.0%	62.5%	56.3%	34.4%	28.1%	21.9%	21.9%	6.3%	25.0%	28.1%	12.5%	9.4%	15.6%	15.6%	31.3%	34.4%	34.4%	15.6%	53.1%	3.1%	15.6%
For serious smokers	55	37	20	12	25	8	6	4	14	13	13	3	10	7	18	20	16	7	31	1	8
	17.6%	17.8%	20.6%	20.7%	16.7%	20.5%	23.1%	25.0%	24.1%	15.7%	24.1%	16.7%	28.6%	15.6%	24.3%	24.1%	21.6%	16.7%	20.7%	7.7%	11.6%
	100.0%	67.3%	36.4%	21.8%	45.5%	14.5%	10.9%	7.3%	25.5%	23.6%	23.6%	5.5%	18.2%	12.7%	32.7%	36.4%	29.1%	12.7%	56.4%	1.8%	14.5%
Popular	50	40	12	6	34	6	2	2	18	11	7	1	7	7	20	24	10	4	25	0	13
	16.0%	19.2%	12.4%	10.3%	22.7%	15.4%	7.7%	12.5%	31.0%	13.3%	13.0%	5.6%	20.0%	15.6%	27.0%	28.9%	13.5%	9.5%	16.7%	0.0%	18.8%
	100.0%	80.0%	24.0%	12.0%	68.0%	12.0%	4.0%	4.0%	36.0%	22.0%	14.0%	2.0%	14.0%	14.0%	40.0%	48.0%	20.0%	8.0%	50.0%	0.0%	26.0%
Easy to smoke	53	38	17	11	27	6	3	6	16	15	7	5	7	4	20	19	14	5	30	1	10
	17.0%	18.3%	17.5%	19.0%	18.0%	15.4%	11.5%	37.5%	27.6%	18.1%	13.0%	27.8%	20.0%	8.9%	27.0%	22.9%	18.9%	11.9%	20.0%	7.7%	14.5%
	100.0%	71.7%	32.1%	20.8%	50.9%	11.3%	5.7%	11.3%	30.2%	28.3%	13.2%	9.4%	13.2%	7.5%	37.7%	35.8%	26.4%	9.4%	56.6%	1.9%	18.9%
Easy draw	57	42	22	17	25	5	7	6	17	15	8	4	8	4	20	20	16	6	31	2	12
	18.3%	20.2%	22.7%	29.3%	16.7%	12.8%	26.9%	37.5%	29.3%	18.1%	14.8%	22.2%	22.9%	8.9%	27.0%	24.1%	21.6%	14.3%	20.7%	15.4%	17.4%
	100.0%	73.7%	38.6%	29.8%	43.9%	8.8%	12.3%	10.5%	29.8%	26.3%	14.0%	7.0%	14.0%	7.0%	35.1%	35.1%	28.1%	10.5%	54.4%	3.5%	21.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019379

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	312	208	97	58	150	39	26	16	58	83	54	18	35	45	74	83	74	42	150	13	69
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	66.7%	31.1%	18.6%	48.1%	12.5%	8.3%	5.1%	18.6%	26.6%	17.3%	5.8%	11.2%	14.4%	23.7%	26.6%	23.7%	13.5%	48.1%	4.2%	22.1%
No answer	113	68	27	13	55	14	7	3	15	29	19	8	7	17	25	24	24	17	50	7	26
	36.2%	32.7%	27.8%	22.4%	36.7%	35.9%	26.9%	18.8%	25.9%	34.9%	35.2%	44.4%	20.0%	37.8%	33.8%	28.9%	32.4%	40.5%	33.3%	53.8%	37.7%
	100.0%	60.2%	23.9%	11.5%	48.7%	12.4%	6.2%	2.7%	13.3%	25.7%	16.8%	7.1%	6.2%	15.0%	22.1%	21.2%	21.2%	15.0%	44.2%	6.2%	23.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019380

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	277	192	84	51	141	33	28	11	52	69	48	15	31	41	69	82	64	35	141	15	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	69.3%	30.3%	18.4%	50.9%	11.9%	10.1%	4.0%	18.8%	24.9%	17.3%	5.4%	11.2%	14.8%	24.9%	29.6%	23.1%	12.6%	50.9%	5.4%	20.9%
Hoyo de Monterrey Excalibur																					
Casual	19	8	10	3	5	7	2	0	3	3	3	3	2	4	9	7	7	5	10	1	3
	6.9%	4.2%	11.9%	5.9%	3.5%	21.2%	7.1%	0.0%	5.8%	4.3%	6.3%	20.0%	6.5%	9.8%	13.0%	8.5%	10.9%	14.3%	7.1%	6.7%	5.2%
	100.0%	42.1%	52.6%	15.8%	26.3%	36.8%	10.5%	0.0%	15.8%	15.8%	15.8%	15.8%	10.5%	21.1%	47.4%	36.8%	36.8%	26.3%	52.6%	5.3%	15.8%
Individualistic	26	15	10	4	11	6	1	2	3	8	3	2	3	3	8	8	6	4	11	0	5
	9.4%	7.8%	11.9%	7.8%	7.8%	18.2%	3.6%	18.2%	5.8%	11.6%	6.3%	13.3%	9.7%	7.3%	11.6%	9.8%	9.4%	11.4%	7.8%	0.0%	8.6%
	100.0%	57.7%	38.5%	15.4%	42.3%	23.1%	3.8%	7.7%	11.5%	30.8%	11.5%	7.7%	11.5%	11.5%	30.8%	30.8%	23.1%	15.4%	42.3%	0.0%	19.2%
Mild taste	17	10	6	3	7	3	2	1	5	2	4	2	2	3	6	6	5	3	9	0	4
	6.1%	5.2%	7.1%	5.9%	5.0%	9.1%	7.1%	9.1%	9.6%	2.9%	8.3%	13.3%	6.5%	7.3%	8.7%	7.3%	7.8%	8.6%	6.4%	0.0%	6.9%
	100.0%	58.8%	35.3%	17.6%	41.2%	17.6%	11.8%	5.9%	29.4%	11.8%	23.5%	11.8%	11.8%	17.6%	35.3%	35.3%	29.4%	17.6%	52.9%	0.0%	23.5%
High quality	72	54	23	17	37	6	9	6	16	22	11	5	10	10	18	20	18	7	33	5	17
	26.0%	28.1%	27.4%	33.3%	26.2%	18.2%	32.1%	54.5%	30.8%	31.9%	22.9%	33.3%	32.3%	24.4%	26.1%	24.4%	28.1%	20.0%	23.4%	33.3%	29.3%
	100.0%	75.0%	31.9%	23.6%	51.4%	8.3%	12.5%	8.3%	22.2%	30.6%	15.3%	6.9%	13.9%	13.9%	25.0%	27.8%	25.0%	9.7%	45.8%	6.9%	23.6%
Smart choice	38	29	14	10	19	4	5	4	6	14	6	3	4	6	9	11	8	4	17	1	6
	13.7%	15.1%	16.7%	19.6%	13.5%	12.1%	17.9%	36.4%	11.5%	20.3%	12.5%	20.0%	12.9%	14.6%	13.0%	13.4%	12.5%	11.4%	12.1%	6.7%	10.3%
	100.0%	76.3%	36.8%	26.3%	50.0%	10.5%	13.2%	10.5%	15.8%	36.8%	15.8%	7.9%	10.5%	15.8%	23.7%	28.9%	21.1%	10.5%	44.7%	2.6%	15.8%
Refined taste	40	27	13	8	19	5	6	2	7	9	7	3	3	8	12	13	13	4	18	4	6
	14.4%	14.1%	15.5%	15.7%	13.5%	15.2%	21.4%	18.2%	13.5%	13.0%	14.6%	20.0%	9.7%	19.5%	17.4%	15.9%	20.3%	11.4%	12.8%	26.7%	10.3%
	100.0%	67.5%	32.5%	20.0%	47.5%	12.5%	15.0%	5.0%	17.5%	22.5%	17.5%	7.5%	7.5%	20.0%	30.0%	32.5%	32.5%	10.0%	45.0%	10.0%	15.0%
Recommended by tobacconists	48	34	17	12	22	5	10	0	15	8	11	2	8	7	12	20	21	4	30	3	8
	17.3%	17.7%	20.2%	23.5%	15.6%	15.2%	35.7%	0.0%	28.8%	11.6%	22.9%	13.3%	25.8%	17.1%	17.4%	24.4%	32.8%	11.4%	21.3%	20.0%	13.8%
	100.0%	70.8%	35.4%	25.0%	45.8%	10.4%	20.8%	0.0%	31.3%	16.7%	22.9%	4.2%	16.7%	14.6%	25.0%	41.7%	43.8%	8.3%	62.5%	6.3%	16.7%
Attractive packaging	26	15	10	4	11	6	1	3	5	7	3	4	6	3	14	14	5	5	13	0	3
	9.4%	7.8%	11.9%	7.8%	7.8%	18.2%	3.6%	27.3%	9.6%	10.1%	6.3%	26.7%	19.4%	7.3%	20.3%	17.1%	7.8%	14.3%	9.2%	0.0%	5.2%
	100.0%	57.7%	38.5%	15.4%	42.3%	23.1%	3.8%	11.5%	19.2%	26.9%	11.5%	15.4%	23.1%	11.5%	53.8%	53.8%	19.2%	19.2%	50.0%	0.0%	11.5%
Sophisticated	22	13	10	5	8	5	1	3	3	6	2	3	2	3	6	10	7	4	9	2	3
	7.9%	6.8%	11.9%	9.8%	5.7%	15.2%	3.6%	27.3%	5.8%	8.7%	4.2%	20.0%	6.5%	7.3%	8.7%	12.2%	10.9%	11.4%	6.4%	13.3%	5.2%
	100.0%	59.1%	45.5%	22.7%	36.4%	22.7%	4.5%	13.6%	13.6%	27.3%	9.1%	13.6%	9.1%	13.6%	27.3%	45.5%	31.8%	18.2%	40.9%	9.1%	13.6%
Innovative	11	7	4	1	6	3	1	0	4	1	2	2	1	2	5	5	2	3	7	0	0
	4.0%	3.6%	4.8%	2.0%	4.3%	9.1%	3.6%	0.0%	7.7%	1.4%	4.2%	13.3%	3.2%	4.9%	7.2%	6.1%	3.1%	8.6%	5.0%	0.0%	0.0%
	100.0%	63.6%	36.4%	9.1%	54.5%	27.3%	9.1%	0.0%	36.4%	9.1%	18.2%	18.2%	9.1%	18.2%	45.5%	45.5%	18.2%	27.3%	63.6%	0.0%	0.0%
Trendy	23	17	9	5	12	4	1	2	7	2	7	3	4	3	8	11	9	4	11	1	4
	8.3%	8.9%	10.7%	9.8%	8.5%	12.1%	3.6%	18.2%	13.5%	2.9%	14.6%	20.0%	12.9%	7.3%	11.6%	13.4%	14.1%	11.4%	7.8%	6.7%	6.9%
	100.0%	73.9%	39.1%	21.7%	52.2%	17.4%	4.3%	8.7%	30.4%	8.7%	30.4%	13.0%	17.4%	13.0%	34.8%	47.8%	39.1%	17.4%	47.8%	4.3%	17.4%
Prestigious	37	28	10	7	21	3	2	3	6	11	5	1	4	4	8	11	11	3	20	3	9
	13.4%	14.6%	11.9%	13.7%	14.9%	9.1%	7.1%	27.3%	11.5%	15.9%	10.4%	6.7%	12.9%	9.8%	11.6%	13.4%	17.2%	8.6%	14.2%	20.0%	15.5%
	100.0%	75.7%	27.0%	18.9%	56.8%	8.1%	5.4%	8.1%	16.2%	29.7%	13.5%	2.7%	10.8%	10.8%	21.6%	29.7%	29.7%	8.1%	54.1%	8.1%	24.3%
Sporty	13	6	7	3	3	4	0	2	0	5	1	2	3	1	6	7	3	2	7	2	1
	4.7%	3.1%	8.3%	5.9%	2.1%	12.1%	0.0%	18.2%	0.0%	7.2%	2.1%	13.3%	9.7%	2.4%	8.7%	8.5%	4.7%	5.7%	5.0%	13.3%	1.7%
	100.0%	46.2%	53.8%	23.1%	23.1%	30.8%	0.0%	15.4%	0.0%	38.5%	7.7%	15.4%	23.1%	7.7%	46.2%	53.8%	23.1%	15.4%	53.8%	15.4%	7.7%

NFO #36789-010102

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019381

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	277	192	84	51	141	33	28	11	52	69	48	15	31	41	69	82	64	35	141	15	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	69.3%	30.3%	18.4%	50.9%	11.9%	10.1%	4.0%	18.8%	24.9%	17.3%	5.4%	11.2%	14.8%	24.9%	29.6%	23.1%	12.6%	50.9%	5.4%	20.9%
Reliable	34	23	10	5	18	5	5	0	8	12	3	2	3	5	10	13	12	4	16	2	8
	12.3%	12.0%	11.9%	9.8%	12.8%	15.2%	17.9%	0.0%	15.4%	17.4%	6.3%	13.3%	9.7%	12.2%	14.5%	15.9%	18.8%	11.4%	11.3%	13.3%	13.8%
	100.0%	67.6%	29.4%	14.7%	52.9%	14.7%	14.7%	0.0%	23.5%	35.3%	8.8%	5.9%	8.8%	14.7%	29.4%	38.2%	35.3%	11.8%	47.1%	5.9%	23.5%
Recommended by magazine	32	21	9	4	17	5	2	0	8	7	6	1	2	3	9	14	11	3	17	1	7
	11.6%	10.9%	10.7%	7.8%	12.1%	15.2%	7.1%	0.0%	15.4%	10.1%	12.5%	6.7%	6.5%	7.3%	13.0%	17.1%	17.2%	8.6%	12.1%	6.7%	12.1%
	100.0%	65.6%	28.1%	12.5%	53.1%	15.6%	6.3%	0.0%	25.0%	21.9%	18.8%	3.1%	6.3%	9.4%	28.1%	43.8%	34.4%	9.4%	53.1%	3.1%	21.9%
Great taste	62	46	19	13	33	6	7	3	16	14	10	4	7	8	16	20	14	6	28	3	18
	22.4%	24.0%	22.6%	25.5%	23.4%	18.2%	25.0%	27.3%	30.8%	20.3%	20.8%	26.7%	22.6%	19.5%	23.2%	24.4%	21.9%	17.1%	19.9%	20.0%	31.0%
	100.0%	74.2%	30.6%	21.0%	53.2%	9.7%	11.3%	4.8%	25.8%	22.6%	16.1%	6.5%	11.3%	12.9%	25.8%	32.3%	22.6%	9.7%	45.2%	4.8%	29.0%
Good value	27	16	13	8	8	5	5	1	4	6	3	2	4	6	12	12	8	5	15	1	3
	9.7%	8.3%	15.5%	15.7%	5.7%	15.2%	17.9%	9.1%	7.7%	8.7%	6.3%	13.3%	12.9%	14.6%	17.4%	14.6%	12.5%	14.3%	10.6%	6.7%	5.2%
	100.0%	59.3%	48.1%	29.6%	29.6%	18.5%	18.5%	3.7%	14.8%	22.2%	11.1%	7.4%	14.8%	22.2%	44.4%	44.4%	29.6%	18.5%	55.6%	3.7%	11.1%
For social smokers	28	18	13	7	11	6	5	2	4	9	5	3	6	6	12	11	8	5	15	1	4
	10.1%	9.4%	15.5%	13.7%	7.8%	18.2%	17.9%	18.2%	7.7%	13.0%	10.4%	20.0%	19.4%	14.6%	17.4%	13.4%	12.5%	14.3%	10.6%	6.7%	6.9%
	100.0%	64.3%	46.4%	25.0%	39.3%	21.4%	17.9%	7.1%	14.3%	32.1%	17.9%	10.7%	21.4%	21.4%	42.9%	39.3%	28.6%	17.9%	53.6%	3.6%	14.3%
Good for everyday	25	19	8	5	14	3	3	2	8	7	3	2	3	5	8	9	7	2	13	1	6
	9.0%	9.9%	9.5%	9.8%	9.9%	9.1%	10.7%	18.2%	15.4%	10.1%	6.3%	13.3%	9.7%	12.2%	11.6%	11.0%	10.9%	5.7%	9.2%	6.7%	10.3%
	100.0%	76.0%	32.0%	20.0%	56.0%	12.0%	12.0%	8.0%	32.0%	28.0%	12.0%	8.0%	12.0%	20.0%	32.0%	36.0%	28.0%	8.0%	52.0%	4.0%	24.0%
Fresh	51	38	18	14	24	4	6	5	12	15	9	4	8	8	17	16	15	2	30	2	9
	18.4%	19.8%	21.4%	27.5%	17.0%	12.1%	21.4%	45.5%	23.1%	21.7%	18.8%	26.7%	25.8%	19.5%	24.6%	19.5%	23.4%	5.7%	21.3%	13.3%	15.5%
	100.0%	74.5%	35.3%	27.5%	47.1%	7.8%	11.8%	9.8%	23.5%	29.4%	17.6%	7.8%	15.7%	15.7%	33.3%	31.4%	29.4%	3.9%	58.8%	3.9%	17.6%
Good for relaxing	62	46	24	17	29	7	9	5	11	20	7	4	7	12	20	21	17	6	32	3	14
	22.4%	24.0%	28.6%	33.3%	20.6%	21.2%	32.1%	45.5%	21.2%	29.0%	14.6%	26.7%	22.6%	29.3%	29.0%	25.6%	26.6%	17.1%	22.7%	20.0%	24.1%
	100.0%	74.2%	38.7%	27.4%	46.8%	11.3%	14.5%	8.1%	17.7%	32.3%	11.3%	6.5%	11.3%	19.4%	32.3%	33.9%	27.4%	9.7%	51.6%	4.8%	22.6%
Easy to find/widely available	44	33	15	9	24	6	6	1	12	11	6	2	6	8	16	20	12	4	24	1	10
	15.9%	17.2%	17.9%	17.6%	17.0%	18.2%	21.4%	9.1%	23.1%	15.9%	12.5%	13.3%	19.4%	19.5%	23.2%	24.4%	18.8%	11.4%	17.0%	6.7%	17.2%
	100.0%	75.0%	34.1%	20.5%	54.5%	13.6%	13.6%	2.3%	27.3%	25.0%	13.6%	4.5%	13.6%	18.2%	36.4%	45.5%	27.3%	9.1%	54.5%	2.3%	22.7%
Full flavored	54	37	27	18	19	9	10	6	13	13	9	4	10	9	17	17	13	7	29	1	9
	19.5%	19.3%	32.1%	35.3%	13.5%	27.3%	35.7%	54.5%	25.0%	18.8%	18.8%	26.7%	32.3%	22.0%	24.6%	20.7%	20.3%	20.0%	20.6%	6.7%	15.5%
	100.0%	68.5%	50.0%	33.3%	35.2%	16.7%	18.5%	11.1%	24.1%	24.1%	16.7%	7.4%	18.5%	16.7%	31.5%	31.5%	24.1%	13.0%	53.7%	1.9%	16.7%
Medium taste	32	24	13	8	16	5	4	1	8	6	8	2	6	2	9	10	11	2	20	2	5
	11.6%	12.5%	15.5%	15.7%	11.3%	15.2%	14.3%	9.1%	15.4%	8.7%	16.7%	13.3%	19.4%	4.9%	13.0%	12.2%	17.2%	5.7%	14.2%	13.3%	8.6%
	100.0%	75.0%	40.6%	25.0%	50.0%	15.6%	12.5%	3.1%	25.0%	18.8%	25.0%	6.3%	18.8%	6.3%	28.1%	31.3%	34.4%	6.3%	62.5%	6.3%	15.6%
Good as a reward	43	34	16	12	22	4	3	6	8	14	7	4	5	7	11	17	11	5	26	2	6
	15.5%	17.7%	19.0%	23.5%	15.6%	12.1%	10.7%	54.5%	15.4%	20.3%	14.6%	26.7%	16.1%	17.1%	15.9%	20.7%	17.2%	14.3%	18.4%	13.3%	10.3%
	100.0%	79.1%	37.2%	27.9%	51.2%	9.3%	7.0%	14.0%	18.6%	32.6%	16.3%	9.3%	11.6%	16.3%	25.6%	39.5%	25.6%	11.6%	60.5%	4.7%	14.0%
Low price	16	10	4	1	9	3	0	1	4	5	2	1	2	1	7	7	5	1	9	0	5
	5.8%	5.2%	4.8%	2.0%	6.4%	9.1%	0.0%	9.1%	7.7%	7.2%	4.2%	6.7%	6.5%	2.4%	10.1%	8.5%	7.8%	2.9%	6.4%	0.0%	8.6%
	100.0%	62.5%	25.0%	6.3%	56.3%	18.8%	0.0%	6.3%	25.0%	31.3%	12.5%	6.3%	12.5%	6.3%	43.8%	43.8%	31.3%	6.3%	56.3%	0.0%	31.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019382

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY		HVY				
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	277	192	84	51	141	33	28	11	52	69	48	15	31	41	69	82	64	35	141	15	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	69.3%	30.3%	18.4%	50.9%	11.9%	10.1%	4.0%	18.8%	24.9%	17.3%	5.4%	11.2%	14.8%	24.9%	29.6%	23.1%	12.6%	50.9%	5.4%	20.9%
Smooth taste	51	41	19	15	26	4	8	5	13	16	6	3	7	11	15	18	15	3	28	3	11
	18.4%	21.4%	22.6%	29.4%	18.4%	12.1%	28.6%	45.5%	25.0%	23.2%	12.5%	20.0%	22.6%	26.8%	21.7%	22.0%	23.4%	8.6%	19.9%	20.0%	19.0%
	100.0%	80.4%	37.3%	29.4%	51.0%	7.8%	15.7%	9.8%	25.5%	31.4%	11.8%	5.9%	13.7%	21.6%	29.4%	35.3%	29.4%	5.9%	54.9%	5.9%	21.6%
Good for special occasions	45	37	13	10	27	3	3	6	6	16	10	4	3	9	11	13	16	4	23	3	10
	16.2%	19.3%	15.5%	19.6%	19.1%	9.1%	10.7%	54.5%	11.5%	23.2%	20.8%	26.7%	9.7%	22.0%	15.9%	15.9%	25.0%	11.4%	16.3%	20.0%	17.2%
	100.0%	82.2%	28.9%	22.2%	60.0%	6.7%	6.7%	13.3%	13.3%	35.6%	22.2%	8.9%	6.7%	20.0%	24.4%	28.9%	35.6%	8.9%	51.1%	6.7%	22.2%
Recommended by friends	29	19	8	4	15	4	1	2	5	6	6	1	4	4	8	9	6	2	16	1	5
	10.5%	9.9%	9.5%	7.8%	10.6%	12.1%	3.6%	18.2%	9.6%	8.7%	12.5%	6.7%	12.9%	9.8%	11.6%	11.0%	9.4%	5.7%	11.3%	6.7%	8.6%
	100.0%	65.5%	27.6%	13.8%	51.7%	13.8%	3.4%	6.9%	17.2%	20.7%	20.7%	3.4%	13.8%	13.8%	27.6%	31.0%	20.7%	6.9%	55.2%	3.4%	17.2%
Good for a gift	57	42	18	11	31	7	5	4	11	17	10	2	8	8	14	20	12	5	27	2	13
	20.6%	21.9%	21.4%	21.6%	22.0%	21.2%	17.9%	36.4%	21.2%	24.6%	20.8%	13.3%	25.8%	19.5%	20.3%	24.4%	18.8%	14.3%	19.1%	13.3%	22.4%
	100.0%	73.7%	31.6%	19.3%	54.4%	12.3%	8.8%	7.0%	19.3%	29.8%	17.5%	3.5%	14.0%	14.0%	24.6%	35.1%	21.1%	8.8%	47.4%	3.5%	22.8%
Consistent quality	69	52	18	12	40	6	6	4	16	20	14	2	8	10	16	25	16	4	38	4	19
	24.9%	27.1%	21.4%	23.5%	28.4%	18.2%	21.4%	36.4%	30.8%	29.0%	29.2%	13.3%	25.8%	24.4%	23.2%	30.5%	25.0%	11.4%	27.0%	26.7%	32.8%
	100.0%	75.4%	26.1%	17.4%	58.0%	8.7%	8.7%	5.8%	23.2%	29.0%	20.3%	2.9%	11.6%	14.5%	23.2%	36.2%	23.2%	5.8%	55.1%	5.8%	27.5%
Masculine	45	28	14	6	22	8	4	2	8	12	8	2	5	7	15	14	15	5	24	2	7
	16.2%	14.6%	16.7%	11.8%	15.6%	24.2%	14.3%	18.2%	15.4%	17.4%	16.7%	13.3%	16.1%	17.1%	21.7%	17.1%	23.4%	14.3%	17.0%	13.3%	12.1%
	100.0%	62.2%	31.1%	13.3%	48.9%	17.8%	8.9%	4.4%	17.8%	26.7%	17.8%	4.4%	11.1%	15.6%	33.3%	31.1%	33.3%	11.1%	53.3%	4.4%	15.6%
Brand I trust	53	44	14	12	32	2	6	3	14	17	8	2	5	8	17	23	13	4	25	2	15
	19.1%	22.9%	16.7%	23.5%	22.7%	6.1%	21.4%	27.3%	26.9%	24.6%	16.7%	13.3%	16.1%	19.5%	24.6%	28.0%	20.3%	11.4%	17.7%	13.3%	25.9%
	100.0%	83.0%	26.4%	22.6%	60.4%	3.8%	11.3%	5.7%	26.4%	32.1%	15.1%	3.8%	9.4%	15.1%	32.1%	43.4%	24.5%	7.5%	47.2%	3.8%	28.3%
Well constructed	79	58	28	20	38	8	11	6	18	19	16	3	12	15	23	29	24	5	42	2	20
	28.5%	30.2%	33.3%	39.2%	27.0%	24.2%	39.3%	54.5%	34.6%	27.5%	33.3%	20.0%	38.7%	36.6%	33.3%	35.4%	37.5%	14.3%	29.8%	13.3%	34.5%
	100.0%	73.4%	35.4%	25.3%	48.1%	10.1%	13.9%	7.6%	22.8%	24.1%	20.3%	3.8%	15.2%	19.0%	29.1%	36.7%	30.4%	6.3%	53.2%	2.5%	25.3%
Strong taste	36	21	13	7	14	6	4	3	4	10	6	3	5	3	9	13	13	8	19	2	4
	13.0%	10.9%	15.5%	13.7%	9.9%	18.2%	14.3%	27.3%	7.7%	14.5%	12.5%	20.0%	16.1%	7.3%	13.0%	15.9%	20.3%	22.9%	13.5%	13.3%	6.9%
	100.0%	58.3%	36.1%	19.4%	38.9%	16.7%	11.1%	8.3%	11.1%	27.8%	16.7%	8.3%	13.9%	8.3%	25.0%	36.1%	36.1%	22.2%	52.8%	5.6%	11.1%
For serious smokers	66	52	24	16	36	8	8	5	15	19	13	3	9	9	17	24	18	8	33	2	12
	23.8%	27.1%	28.6%	31.4%	25.5%	24.2%	28.6%	45.5%	28.8%	27.5%	27.1%	20.0%	29.0%	22.0%	24.6%	29.3%	28.1%	22.9%	23.4%	13.3%	20.7%
	100.0%	78.8%	36.4%	24.2%	54.5%	12.1%	12.1%	7.6%	22.7%	28.8%	19.7%	4.5%	13.6%	13.6%	25.8%	36.4%	27.3%	12.1%	50.0%	3.0%	18.2%
Popular	51	39	13	8	31	5	5	1	17	8	12	3	5	8	20	23	11	5	24	0	12
	18.4%	20.3%	15.5%	15.7%	22.0%	15.2%	17.9%	9.1%	32.7%	11.6%	25.0%	20.0%	16.1%	19.5%	29.0%	28.0%	17.2%	14.3%	17.0%	0.0%	20.7%
	100.0%	76.5%	25.5%	15.7%	60.8%	9.8%	9.8%	2.0%	33.3%	15.7%	23.5%	5.9%	9.8%	15.7%	39.2%	45.1%	21.6%	9.8%	47.1%	0.0%	23.5%
Easy to smoke	56	44	19	15	29	4	8	3	18	14	5	3	6	10	22	23	14	5	30	1	11
	20.2%	22.9%	22.6%	29.4%	20.6%	12.1%	28.6%	27.3%	34.6%	20.3%	10.4%	20.0%	19.4%	24.4%	31.9%	28.0%	21.9%	14.3%	21.3%	6.7%	19.0%
	100.0%	78.6%	33.9%	26.8%	51.8%	7.1%	14.3%	5.4%	32.1%	25.0%	8.9%	5.4%	10.7%	17.9%	39.3%	41.1%	25.0%	8.9%	53.6%	1.8%	19.6%
Easy draw	55	40	21	16	24	5	8	4	15	12	8	4	6	9	20	22	17	6	26	2	13
	19.9%	20.8%	25.0%	31.4%	17.0%	15.2%	28.6%	36.4%	28.8%	17.4%	16.7%	26.7%	19.4%	22.0%	29.0%	26.8%	26.6%	17.1%	18.4%	13.3%	22.4%
	100.0%	72.7%	38.2%	29.1%	43.6%	9.1%	14.5%	7.3%	27.3%	21.8%	14.5%	7.3%	10.9%	16.4%	36.4%	40.0%	30.9%	10.9%	47.3%	3.6%	23.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019383

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	277	192	84	51	141	33	28	11	52	69	48	15	31	41	69	82	64	35	141	15	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	69.3%	30.3%	18.4%	50.9%	11.9%	10.1%	4.0%	18.8%	24.9%	17.3%	5.4%	11.2%	14.8%	24.9%	29.6%	23.1%	12.6%	50.9%	5.4%	20.9%
No answer	96	62	28	15	47	13	8	2	13	22	17	6	7	16	23	24	22	12	53	6	18
	34.7%	32.3%	33.3%	29:4%	33.3%	39.4%	28.6%	18.2%	25.0%	31.9%	35.4%	40.0%	22.6%	39.0%	33.3%	29.3%	34.4%	34.3%	37.6%	40.0%	31.0%
	100.0%	64.6%	29.2%	15.6%	49.0%	13.5%	8.3%	2.1%	13.5%	22.9%	17.7%	6.3%	7.3%	16.7%	24.0%	25.0%	22.9%	12.5%	55.2%	6.3%	18.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019384

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	553	355	169	93	262	76	47	27	71	128	133	24	65	74	97	117	152	84	282	27	84
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.2%	30.6%	16.8%	47.4%	13.7%	8.5%	4.9%	12.8%	23.1%	24.1%	4.3%	11.8%	13.4%	17.5%	21.2%	27.5%	15.2%	51.0%	4.9%	15.2%
Macanudo																					
Casual	99	69	34	22	47	12	12	5	10	25	29	7	10	12	13	14	34	9	55	9	14
	17.9%	19.4%	20.1%	23.7%	17.9%	15.8%	25.5%	18.5%	14.1%	19.5%	21.8%	29.2%	15.4%	16.2%	13.4%	12.0%	22.4%	10.7%	19.5%	33.3%	16.7%
	100.0%	69.7%	34.3%	22.2%	47.5%	12.1%	12.1%	5.1%	10.1%	25.3%	29.3%	7.1%	10.1%	12.1%	13.1%	14.1%	34.3%	9.1%	55.6%	9.1%	14.1%
Individualistic	72	49	30	15	34	15	11	1	11	19	15	3	10	11	18	21	15	11	36	3	10
	13.0%	13.8%	17.8%	16.1%	13.0%	19.7%	23.4%	3.7%	15.5%	14.8%	11.3%	12.5%	15.4%	14.9%	18.6%	17.9%	9.9%	13.1%	12.8%	11.1%	11.9%
	100.0%	68.1%	41.7%	20.8%	47.2%	20.8%	15.3%	1.4%	15.3%	26.4%	20.8%	4.2%	13.9%	15.3%	25.0%	29.2%	20.8%	15.3%	50.0%	4.2%	13.9%
Mild taste	149	113	45	34	79	11	19	8	24	38	41	8	15	19	27	38	45	15	82	7	30
	26.9%	31.8%	26.6%	36.6%	30.2%	14.5%	40.4%	29.6%	33.8%	29.7%	30.8%	33.3%	23.1%	25.7%	27.8%	32.5%	29.6%	17.9%	29.1%	25.9%	35.7%
	100.0%	75.8%	30.2%	22.8%	53.0%	7.4%	12.8%	5.4%	16.1%	25.5%	27.5%	5.4%	10.1%	12.8%	18.1%	25.5%	30.2%	10.1%	55.0%	4.7%	20.1%
High quality	247	176	77	50	126	27	24	17	32	74	64	12	30	28	42	56	64	23	132	10	39
	44.7%	49.6%	45.6%	53.8%	48.1%	35.5%	51.1%	63.0%	45.1%	57.8%	48.1%	50.0%	46.2%	37.8%	43.3%	47.9%	42.1%	27.4%	46.8%	37.0%	46.4%
	100.0%	71.3%	31.2%	20.2%	51.0%	10.9%	9.7%	6.9%	13.0%	30.0%	25.9%	4.9%	12.1%	11.3%	17.0%	22.7%	25.9%	9.3%	53.4%	4.0%	15.8%
Smart choice	136	96	50	32	64	18	15	9	18	39	31	8	21	16	29	35	45	8	73	6	23
	24.6%	27.0%	29.6%	34.4%	24.4%	23.7%	31.9%	33.3%	25.4%	30.5%	23.3%	33.3%	32.3%	21.6%	29.9%	29.9%	29.6%	9.5%	25.9%	22.2%	27.4%
	100.0%	70.6%	36.8%	23.5%	47.1%	13.2%	11.0%	6.6%	13.2%	28.7%	22.8%	5.9%	15.4%	11.8%	21.3%	25.7%	33.1%	5.9%	53.7%	4.4%	16.9%
Refined taste	127	92	43	29	63	14	14	10	17	37	31	9	16	14	25	35	41	8	65	9	18
	23.0%	25.9%	25.4%	31.2%	24.0%	18.4%	29.8%	37.0%	23.9%	28.9%	23.3%	37.5%	24.6%	18.9%	25.8%	29.9%	27.0%	9.5%	23.0%	33.3%	21.4%
	100.0%	72.4%	33.9%	22.8%	49.6%	11.0%	11.0%	7.9%	13.4%	29.1%	24.4%	7.1%	12.6%	11.0%	19.7%	27.6%	32.3%	6.3%	51.2%	7.1%	14.2%
Recommended by tobacconists	159	110	47	33	77	14	18	10	27	42	45	6	23	16	25	43	52	16	97	9	20
	28.8%	31.0%	27.8%	35.5%	29.4%	18.4%	38.3%	37.0%	38.0%	32.8%	33.8%	25.0%	35.4%	21.6%	25.8%	36.8%	34.2%	19.0%	34.4%	33.3%	23.8%
	100.0%	69.2%	29.6%	20.8%	48.4%	8.8%	11.3%	6.3%	17.0%	26.4%	28.3%	3.8%	14.5%	10.1%	15.7%	27.0%	32.7%	10.1%	61.0%	5.7%	12.6%
Attractive packaging	93	69	35	22	47	13	9	7	15	23	26	8	14	13	25	30	25	12	49	4	13
	16.8%	19.4%	20.7%	23.7%	17.9%	17.1%	19.1%	25.9%	21.1%	18.0%	19.5%	33.3%	21.5%	17.6%	25.8%	25.6%	16.4%	14.3%	17.4%	14.8%	15.5%
	100.0%	74.2%	37.6%	23.7%	50.5%	14.0%	9.7%	7.5%	16.1%	24.7%	28.0%	8.6%	15.1%	14.0%	26.9%	32.3%	26.9%	12.9%	52.7%	4.3%	14.0%
Sophisticated	85	62	28	20	42	8	10	7	12	26	21	6	11	13	20	26	25	10	44	7	10
	15.4%	17.5%	16.6%	21.5%	16.0%	10.5%	21.3%	25.9%	16.9%	20.3%	15.8%	25.0%	16.9%	17.6%	20.6%	22.2%	16.4%	11.9%	15.6%	25.9%	11.9%
	100.0%	72.9%	32.9%	23.5%	49.4%	9.4%	11.8%	8.2%	14.1%	30.6%	24.7%	7.1%	12.9%	15.3%	23.5%	30.6%	29.4%	11.8%	51.8%	8.2%	11.8%
Innovative	30	20	13	8	12	5	5	1	6	8	8	3	4	5	11	11	7	3	20	2	5
	5.4%	5.6%	7.7%	8.6%	4.6%	6.6%	10.6%	3.7%	8.5%	6.3%	6.0%	12.5%	6.2%	6.8%	11.3%	9.4%	4.6%	3.6%	7.1%	7.4%	6.0%
	100.0%	66.7%	43.3%	26.7%	40.0%	16.7%	16.7%	3.3%	20.0%	26.7%	26.7%	10.0%	13.3%	16.7%	36.7%	36.7%	23.3%	10.0%	66.7%	6.7%	16.7%
Trendy	107	76	35	22	54	13	10	9	14	31	29	8	16	10	20	24	40	15	55	10	19
	19.3%	21.4%	20.7%	23.7%	20.6%	17.1%	21.3%	33.3%	19.7%	24.2%	21.8%	33.3%	24.6%	13.5%	20.6%	20.5%	26.3%	17.9%	19.5%	37.0%	22.6%
	100.0%	71.0%	32.7%	20.6%	50.5%	12.1%	9.3%	8.4%	13.1%	29.0%	27.1%	7.5%	15.0%	9.3%	18.7%	22.4%	37.4%	14.0%	51.4%	9.3%	17.8%
Prestigious	111	80	34	22	58	12	8	8	16	30	28	3	16	15	22	27	27	14	54	10	21
	20.1%	22.5%	20.1%	23.7%	22.1%	15.8%	17.0%	29.6%	22.5%	23.4%	21.1%	12.5%	24.6%	20.3%	22.7%	23.1%	17.8%	16.7%	19.1%	37.0%	25.0%
	100.0%	72.1%	30.6%	19.8%	52.3%	10.8%	7.2%	7.2%	14.4%	27.0%	25.2%	2.7%	14.4%	13.5%	19.8%	24.3%	24.3%	12.6%	48.6%	9.0%	18.9%
Sporty	48	36	16	12	24	4	5	4	9	17	7	3	6	5	12	16	12	4	28	4	6
	8.7%	10.1%	9.5%	12.9%	9.2%	5.3%	10.6%	14.8%	12.7%	13.3%	5.3%	12.5%	9.2%	6.8%	12.4%	13.7%	7.9%	4.8%	9.9%	14.8%	7.1%
	100.0%	75.0%	33.3%	25.0%	50.0%	8.3%	10.4%	8.3%	18.8%	35.4%	14.6%	6.3%	12.5%	10.4%	25.0%	33.3%	25.0%	8.3%	58.3%	8.3%	12.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019385

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	553	355	169	93	262	76	47	27	71	128	133	24	65	74	97	117	152	84	282	27	84
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.2%	30.6%	16.8%	47.4%	13.7%	8.5%	4.9%	12.8%	23.1%	24.1%	4.3%	11.8%	13.4%	17.5%	21.2%	27.5%	15.2%	51.0%	4.9%	15.2%
Reliable	145	111	45	35	76	10	18	9	22	44	43	7	16	14	28	39	49	11	79	9	22
	26.2%	31.3%	26.6%	37.6%	29.0%	13.2%	38.3%	33.3%	31.0%	34.4%	32.3%	29.2%	24.6%	18.9%	28.9%	33.3%	32.2%	13.1%	28.0%	33.3%	26.2%
	100.0%	76.6%	31.0%	24.1%	52.4%	6.9%	12.4%	6.2%	15.2%	30.3%	29.7%	4.8%	11.0%	9.7%	19.3%	26.9%	33.8%	7.6%	54.5%	6.2%	15.2%
Recommended by magazine	85	63	32	25	38	7	15	5	16	26	17	2	9	10	16	24	27	7	51	5	16
	15.4%	17.7%	18.9%	26.9%	14.5%	9.2%	31.9%	18.5%	22.5%	20.3%	12.8%	8.3%	13.8%	13.5%	16.5%	20.5%	17.8%	8.3%	18.1%	18.5%	19.0%
	100.0%	74.1%	37.6%	29.4%	44.7%	8.2%	17.6%	5.9%	18.8%	30.6%	20.0%	2.4%	10.6%	11.8%	18.8%	28.2%	31.8%	8.2%	60.0%	5.9%	18.8%
Great taste	230	172	74	55	117	19	25	19	30	66	57	9	32	23	42	56	66	25	119	12	35
	41.6%	48.5%	43.8%	59.1%	44.7%	25.0%	53.2%	70.4%	42.3%	51.6%	42.9%	37.5%	49.2%	31.1%	43.3%	47.9%	43.4%	29.8%	42.2%	44.4%	41.7%
	100.0%	74.8%	32.2%	23.9%	50.9%	8.3%	10.9%	8.3%	13.0%	28.7%	24.8%	3.9%	13.9%	10.0%	18.3%	24.3%	28.7%	10.9%	51.7%	5.2%	15.2%
Good value	118	90	36	25	65	11	12	7	16	32	34	6	11	12	16	24	45	9	73	7	12
	21.3%	25.4%	21.3%	26.9%	24.8%	14.5%	25.5%	25.9%	22.5%	25.0%	25.6%	25.0%	16.9%	16.2%	16.5%	20.5%	29.6%	10.7%	25.9%	25.9%	14.3%
	100.0%	76.3%	30.5%	21.2%	55.1%	9.3%	10.2%	5.9%	13.6%	27.1%	28.8%	5.1%	9.3%	10.2%	13.6%	20.3%	38.1%	7.6%	61.9%	5.9%	10.2%
For social smokers	128	96	41	29	67	12	14	10	17	39	36	6	17	14	22	32	48	14	74	9	16
	23.1%	27.0%	24.3%	31.2%	25.6%	15.8%	29.8%	37.0%	23.9%	30.5%	27.1%	25.0%	26.2%	18.9%	22.7%	27.4%	31.6%	16.7%	26.2%	33.3%	19.0%
	100.0%	75.0%	32.0%	22.7%	52.3%	9.4%	10.9%	7.8%	13.3%	30.5%	28.1%	4.7%	13.3%	10.9%	17.2%	25.0%	37.5%	10.9%	57.8%	7.0%	12.5%
Good for everyday	114	90	33	25	65	8	12	9	19	38	29	6	12	14	23	32	30	8	63	6	20
	20.6%	25.4%	19.5%	26.9%	24.8%	10.5%	25.5%	33.3%	26.8%	29.7%	21.8%	25.0%	18.5%	18.9%	23.7%	27.4%	19.7%	9.5%	22.3%	22.2%	23.8%
	100.0%	78.9%	28.9%	21.9%	57.0%	7.0%	10.5%	7.9%	16.7%	33.3%	25.4%	5.3%	10.5%	12.3%	20.2%	28.1%	26.3%	7.0%	55.3%	5.3%	17.5%
Fresh	191	144	63	44	100	19	18	17	29	55	53	8	27	19	30	42	60	19	108	8	24
	34.5%	40.6%	37.3%	47.3%	38.2%	25.0%	38.3%	63.0%	40.8%	43.0%	39.8%	33.3%	41.5%	25.7%	30.9%	35.9%	39.5%	22.6%	38.3%	29.6%	28.6%
	100.0%	75.4%	33.0%	23.0%	52.4%	9.9%	9.4%	8.9%	15.2%	28.8%	27.7%	4.2%	14.1%	9.9%	15.7%	22.0%	31.4%	9.9%	56.5%	4.2%	12.6%
Good for relaxing	196	155	59	47	108	12	20	17	24	62	53	8	22	22	35	45	64	20	107	10	27
	35.4%	43.7%	34.9%	50.5%	41.2%	15.8%	42.6%	63.0%	33.8%	48.4%	39.8%	33.3%	33.8%	29.7%	36.1%	38.5%	42.1%	23.8%	37.9%	37.0%	32.1%
	100.0%	79.1%	30.1%	24.0%	55.1%	6.1%	10.2%	8.7%	12.2%	31.6%	27.0%	4.1%	11.2%	11.2%	17.9%	23.0%	32.7%	10.2%	54.6%	5.1%	13.8%
Easy to find/widely available	211	159	59	42	117	17	20	15	29	60	61	8	25	23	34	50	74	21	119	10	27
	38.2%	44.8%	34.9%	45.2%	44.7%	22.4%	42.6%	55.6%	40.8%	46.9%	45.9%	33.3%	38.5%	31.1%	35.1%	42.7%	48.7%	25.0%	42.2%	37.0%	32.1%
	100.0%	75.4%	28.0%	19.9%	55.5%	8.1%	9.5%	7.1%	13.7%	28.4%	28.9%	3.8%	11.8%	10.9%	16.1%	23.7%	35.1%	10.0%	56.4%	4.7%	12.8%
Full flavored	125	93	43	30	63	13	14	10	17	42	31	5	21	11	25	30	38	15	72	6	15
	22.6%	26.2%	25.4%	32.3%	24.0%	17.1%	29.8%	37.0%	23.9%	32.8%	23.3%	20.8%	32.3%	14.9%	25.8%	25.6%	25.0%	17.9%	25.5%	22.2%	17.9%
	100.0%	74.4%	34.4%	24.0%	50.4%	10.4%	11.2%	8.0%	13.6%	33.6%	24.8%	4.0%	16.8%	8.8%	20.0%	24.0%	30.4%	12.0%	57.6%	4.8%	12.0%
Medium taste	105	76	35	24	52	11	10	7	17	27	25	5	14	12	20	27	37	11	64	6	10
	19.0%	21.4%	20.7%	25.8%	19.8%	14.5%	21.3%	25.9%	23.9%	21.1%	18.8%	20.8%	21.5%	16.2%	20.6%	23.1%	24.3%	13.1%	22.7%	22.2%	11.9%
	100.0%	72.4%	33.3%	22.9%	49.5%	10.5%	9.5%	6.7%	16.2%	25.7%	23.8%	4.8%	13.3%	11.4%	19.0%	25.7%	35.2%	10.5%	61.0%	5.7%	9.5%
Good as a reward	115	86	35	28	58	7	12	11	16	38	28	6	14	14	20	31	39	12	59	6	19
	20.8%	24.2%	20.7%	30.1%	22.1%	9.2%	25.5%	40.7%	22.5%	29.7%	21.1%	25.0%	21.5%	18.9%	20.6%	26.5%	25.7%	14.3%	20.9%	22.2%	22.6%
	100.0%	74.8%	30.4%	24.3%	50.4%	6.1%	10.4%	9.6%	13.9%	33.0%	24.3%	5.2%	12.2%	12.2%	17.4%	27.0%	33.9%	10.4%	51.3%	5.2%	16.5%
Low price	32	22	11	4	18	7	1	2	3	12	7	5	3	4	7	7	7	4	15	5	4
	5.8%	6.2%	6.5%	4.3%	6.9%	9.2%	2.1%	7.4%	4.2%	9.4%	5.3%	20.8%	4.6%	5.4%	7.2%	6.0%	4.6%	4.8%	5.3%	18.5%	4.8%
	100.0%	68.8%	34.4%	12.5%	56.3%	21.9%	3.1%	6.3%	9.4%	37.5%	21.9%	15.6%	9.4%	12.5%	21.9%	21.9%	21.9%	12.5%	46.9%	15.6%	12.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019386

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	553	355	159	93	262	76	47	27	71	128	133	24	65	74	97	117	152	84	282	27	84
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.2%	30.6%	16.8%	47.4%	13.7%	8.5%	4.9%	12.8%	23.1%	24.1%	4.3%	11.8%	13.4%	17.5%	21.2%	27.5%	15.2%	51.0%	4.9%	15.2%
Smooth taste	200	152	64	47	105	17	23	14	30	58	52	8	26	20	30	43	62	19	106	14	31
	36.2%	42.8%	37.9%	50.5%	40.1%	22.4%	48.9%	51.9%	42.3%	45.3%	39.1%	33.3%	40.0%	27.0%	30.9%	36.8%	40.8%	22.6%	37.6%	51.9%	36.9%
	100.0%	76.0%	32.0%	23.5%	52.5%	8.5%	11.5%	7.0%	15.0%	29.0%	26.0%	4.0%	13.0%	10.0%	15.0%	21.5%	31.0%	9.5%	53.0%	7.0%	15.5%
Good for special occasions	161	122	54	37	85	17	17	16	20	50	44	8	22	23	24	33	46	22	85	8	23
	29.1%	34.4%	32.0%	39.8%	32.4%	22.4%	36.2%	59.3%	28.2%	39.1%	33.1%	33.3%	33.8%	31.1%	24.7%	28.2%	30.3%	26.2%	30.1%	29.6%	27.4%
	100.0%	75.8%	33.5%	23.0%	52.8%	10.6%	10.6%	9.9%	12.4%	31.1%	27.3%	5.0%	13.7%	14.3%	14.9%	20.5%	28.6%	13.7%	52.8%	5.0%	14.3%
Recommended by friends	138	98	43	30	68	13	15	11	17	40	41	6	15	22	16	24	52	15	78	8	18
	25.0%	27.6%	25.4%	32.3%	26.0%	17.1%	31.9%	40.7%	23.9%	31.3%	30.8%	25.0%	23.1%	29.7%	16.5%	20.5%	34.2%	17.9%	27.7%	29.6%	21.4%
	100.0%	71.0%	31.2%	21.7%	49.3%	9.4%	10.9%	8.0%	12.3%	29.0%	29.7%	4.3%	10.9%	15.9%	11.6%	17.4%	37.7%	10.9%	56.5%	5.8%	13.0%
Good for a gift	177	132	57	41	91	16	17	15	26	50	47	9	24	21	33	47	50	17	93	8	32
	32.0%	37.2%	33.7%	44.1%	34.7%	21.1%	36.2%	55.6%	36.6%	39.1%	35.3%	37.5%	36.9%	28.4%	34.0%	40.2%	32.9%	20.2%	33.0%	29.6%	38.1%
	100.0%	74.6%	32.2%	23.2%	51.4%	9.0%	9.6%	8.5%	14.7%	28.2%	26.6%	5.1%	13.6%	11.9%	18.6%	26.6%	28.2%	9.6%	52.5%	4.5%	18.1%
Consistent quality	250	176	73	49	127	24	25	15	34	69	71	12	27	29	43	57	78	25	132	13	44
	45.2%	49.6%	43.2%	52.7%	48.5%	31.6%	53.2%	55.6%	47.9%	53.9%	53.4%	50.0%	41.5%	39.2%	44.3%	48.7%	51.3%	29.8%	46.8%	48.1%	52.4%
	100.0%	70.4%	29.2%	19.6%	50.8%	9.6%	10.0%	6.0%	13.6%	27.6%	28.4%	4.8%	10.8%	11.6%	17.2%	22.8%	31.2%	10.0%	52.8%	5.2%	17.6%
Masculine	97	65	27	17	48	10	8	5	13	26	27	4	12	8	19	24	33	9	52	6	15
	17.5%	18.3%	16.0%	18.3%	18.3%	13.2%	17.0%	18.5%	18.3%	20.3%	20.3%	16.7%	18.5%	10.8%	19.6%	20.5%	21.7%	10.7%	18.4%	22.2%	17.9%
	100.0%	67.0%	27.8%	17.5%	49.5%	10.3%	8.2%	5.2%	13.4%	26.8%	27.8%	4.1%	12.4%	8.2%	19.6%	24.7%	34.0%	9.3%	53.6%	6.2%	15.5%
Brand I trust	219	173	57	45	128	12	23	13	30	73	59	9	24	17	33	48	74	18	126	11	33
	39.6%	48.7%	33.7%	48.4%	48.9%	15.8%	48.9%	48.1%	42.3%	57.0%	44.4%	37.5%	36.9%	23.0%	34.0%	41.0%	48.7%	21.4%	44.7%	40.7%	39.3%
	100.0%	79.0%	26.0%	20.5%	58.4%	5.5%	10.5%	5.9%	13.7%	33.3%	26.9%	4.1%	11.0%	7.8%	15.1%	21.9%	33.8%	8.2%	57.5%	5.0%	15.1%
Well constructed	220	165	72	50	115	22	24	17	35	66	58	10	31	20	45	58	69	25	117	11	39
	39.8%	46.5%	42.6%	53.8%	43.9%	28.9%	51.1%	63.0%	49.3%	51.6%	43.6%	41.7%	47.7%	27.0%	46.4%	49.6%	45.4%	29.8%	41.5%	40.7%	46.4%
	100.0%	75.0%	32.7%	22.7%	52.3%	10.0%	10.9%	7.7%	15.9%	30.0%	26.4%	4.5%	14.1%	9.1%	20.5%	26.4%	31.4%	11.4%	53.2%	5.0%	17.7%
Strong taste	51	34	21	13	21	8	5	5	7	19	12	3	9	7	10	13	14	10	28	3	4
	9.2%	9.6%	12.4%	14.0%	8.0%	10.5%	10.6%	18.5%	9.9%	14.8%	9.0%	12.5%	13.8%	9.5%	10.3%	11.1%	9.2%	11.9%	9.9%	11.1%	4.8%
	100.0%	66.7%	41.2%	25.5%	41.2%	15.7%	9.8%	9.8%	13.7%	37.3%	23.5%	5.9%	17.6%	13.7%	19.6%	25.5%	27.5%	19.6%	54.9%	5.9%	7.8%
For serious smokers	130	91	47	33	58	14	16	10	24	42	30	7	21	14	27	35	33	14	74	4	25
	23.5%	25.6%	27.8%	35.5%	22.1%	18.4%	34.0%	37.0%	33.8%	32.8%	22.6%	29.2%	32.3%	18.9%	27.8%	29.9%	21.7%	16.7%	26.2%	14.8%	29.8%
	100.0%	70.0%	36.2%	25.4%	44.6%	10.8%	12.3%	7.7%	18.5%	32.3%	23.1%	5.4%	16.2%	10.8%	20.8%	26.9%	25.4%	10.8%	56.9%	3.1%	19.2%
Popular	216	165	58	39	126	19	20	14	34	67	57	8	26	22	37	51	68	19	117	12	37
	39.1%	46.5%	34.3%	41.9%	48.1%	25.0%	42.6%	51.9%	47.9%	52.3%	42.9%	33.3%	40.0%	29.7%	38.1%	43.6%	44.7%	22.6%	41.5%	44.4%	44.0%
	100.0%	76.4%	26.9%	18.1%	58.3%	8.8%	9.3%	6.5%	15.7%	31.0%	26.4%	3.7%	12.0%	10.2%	17.1%	23.6%	31.5%	8.8%	54.2%	5.6%	17.1%
Easy to smoke	208	150	64	42	108	22	19	15	27	62	53	8	29	21	33	44	68	24	112	12	30
	37.6%	42.3%	37.9%	45.2%	41.2%	28.9%	40.4%	55.6%	38.0%	48.4%	39.8%	33.3%	44.6%	28.4%	34.0%	37.6%	44.7%	28.6%	39.7%	44.4%	35.7%
	100.0%	72.1%	30.8%	20.2%	51.9%	10.6%	9.1%	7.2%	13.0%	29.8%	25.5%	3.8%	13.9%	10.1%	15.9%	21.2%	32.7%	11.5%	53.8%	5.8%	14.4%
Easy draw	203	145	63	40	105	23	19	13	24	63	53	9	27	24	34	45	64	21	111	11	27
	36.7%	40.8%	37.3%	43.0%	40.1%	30.3%	40.4%	48.1%	33.8%	49.2%	39.8%	37.5%	41.5%	32.4%	35.1%	38.5%	42.1%	25.0%	39.4%	40.7%	32.1%
	100.0%	71.4%	31.0%	19.7%	51.7%	11.3%	9.4%	6.4%	11.8%	31.0%	26.1%	4.4%	13.3%	11.8%	16.7%	22.2%	31.5%	10.3%	54.7%	5.4%	13.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019387

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	553	355	169	93	262	76	47	27	71	128	133	24	65	74	97	117	152	84	282	27	84
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.2%	30.6%	16.8%	47.4%	13.7%	8.5%	4.9%	12.8%	23.1%	24.1%	4.3%	11.8%	13.4%	17.5%	21.2%	27.5%	15.2%	51.0%	4.9%	15.2%
No answer	128	66	41	15	51	26	8	3	14	19	21	8	14	18	28	28	29	30	59	4	17
	23.1%	18.6%	24.3%	16.1%	19.5%	34.2%	17.0%	11.1%	19.7%	14.8%	15.8%	33.3%	21.5%	24.3%	28.9%	23.9%	19.1%	35.7%	20.9%	14.8%	20.2%
	100.0%	51.6%	32.0%	11.7%	39.8%	20.3%	6.3%	2.3%	10.9%	14.8%	16.4%	6.3%	10.9%	14.1%	21.9%	21.9%	22.7%	23.4%	46.1%	3.1%	13.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019388

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	434	270	134	65	205	69	33	19	59	100	97	16	56	62	73	93	132	58	228	21	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	62.2%	30.9%	15.0%	47.2%	15.9%	7.6%	4.4%	13.6%	23.0%	22.4%	3.7%	12.9%	14.3%	16.8%	21.4%	30.4%	13.4%	52.5%	4.8%	15.0%
Montecristo																					
Casual	42	24	17	8	16	9	4	2	4	7	16	4	7	5	10	12	15	8	19	6	4
	9.7%	8.9%	12.7%	12.3%	7.8%	13.0%	12.1%	10.5%	6.8%	7.0%	16.5%	25.0%	12.5%	8.1%	13.7%	12.9%	11.4%	13.8%	8.3%	28.6%	6.2%
	100.0%	57.1%	40.5%	19.0%	38.1%	21.4%	9.5%	4.8%	9.5%	16.7%	38.1%	9.5%	16.7%	11.9%	23.8%	28.6%	35.7%	19.0%	45.2%	14.3%	9.5%
Individualistic	57	37	18	8	29	10	3	4	12	13	12	4	6	3	15	19	22	7	32	3	5
	13.1%	13.7%	13.4%	12.3%	14.1%	14.5%	9.1%	21.1%	20.3%	13.0%	12.4%	25.0%	10.7%	4.8%	20.5%	20.4%	16.7%	12.1%	14.0%	14.3%	7.7%
	100.0%	64.9%	31.6%	14.0%	50.9%	17.5%	5.3%	7.0%	21.1%	22.8%	21.1%	7.0%	10.5%	5.3%	26.3%	33.3%	38.6%	12.3%	56.1%	5.3%	8.8%
Mild taste	45	31	13	6	25	7	1	3	10	6	10	2	4	7	9	15	16	8	21	3	5
	10.4%	11.5%	9.7%	9.2%	12.2%	10.1%	3.0%	15.8%	16.9%	6.0%	10.3%	12.5%	7.1%	11.3%	12.3%	16.1%	12.1%	13.8%	9.2%	14.3%	7.7%
	100.0%	68.9%	28.9%	13.3%	55.6%	15.6%	2.2%	6.7%	22.2%	13.3%	22.2%	4.4%	8.9%	15.6%	20.0%	33.3%	35.6%	17.8%	46.7%	6.7%	11.1%
High quality	145	95	45	26	69	19	13	11	22	43	30	6	21	15	22	32	48	14	76	8	26
	33.4%	35.2%	33.6%	40.0%	33.7%	27.5%	39.4%	57.9%	37.3%	43.0%	30.9%	37.5%	37.5%	24.2%	30.1%	34.4%	36.4%	24.1%	33.3%	38.1%	40.0%
	100.0%	65.5%	31.0%	17.9%	47.6%	13.1%	9.0%	7.6%	15.2%	29.7%	20.7%	4.1%	14.5%	10.3%	15.2%	22.1%	33.1%	9.7%	52.4%	5.5%	17.9%
Smart choice	57	39	19	12	27	7	5	6	11	15	11	3	8	5	14	17	22	4	29	4	6
	13.1%	14.4%	14.2%	18.5%	13.2%	10.1%	15.2%	31.6%	18.6%	15.0%	11.3%	18.8%	14.3%	8.1%	19.2%	18.3%	16.7%	6.9%	12.7%	19.0%	9.2%
	100.0%	68.4%	33.3%	21.1%	47.4%	12.3%	8.8%	10.5%	19.3%	26.3%	19.3%	5.3%	14.0%	8.8%	24.6%	29.8%	38.6%	7.0%	50.9%	7.0%	10.5%
Refined taste	67	42	23	13	29	10	5	8	10	20	15	3	9	7	10	18	20	6	30	7	9
	15.4%	15.6%	17.2%	20.0%	14.1%	14.5%	15.2%	42.1%	16.9%	20.0%	15.5%	18.8%	16.1%	11.3%	13.7%	19.4%	15.2%	10.3%	13.2%	33.3%	13.8%
	100.0%	62.7%	34.3%	19.4%	43.3%	14.9%	7.5%	11.9%	14.9%	29.9%	22.4%	4.5%	13.4%	10.4%	14.9%	26.9%	29.9%	9.0%	44.8%	10.4%	13.4%
Recommended by tobacconists	90	57	26	13	44	13	6	6	19	17	24	4	10	14	17	25	35	8	54	9	10
	20.7%	21.1%	19.4%	20.0%	21.5%	18.8%	18.2%	31.6%	32.2%	17.0%	24.7%	25.0%	17.9%	22.6%	23.3%	26.9%	26.5%	13.8%	23.7%	42.9%	15.4%
	100.0%	63.3%	28.9%	14.4%	48.9%	14.4%	6.7%	6.7%	21.1%	18.9%	26.7%	4.4%	11.1%	15.6%	18.9%	27.8%	38.9%	8.9%	60.0%	10.0%	11.1%
Attractive packaging	39	24	16	9	15	7	3	5	5	9	9	5	6	4	12	12	10	7	19	4	5
	9.0%	8.9%	11.9%	13.8%	7.3%	10.1%	9.1%	26.3%	8.5%	9.0%	9.3%	31.3%	10.7%	6.5%	16.4%	12.9%	7.6%	12.1%	8.3%	19.0%	7.7%
	100.0%	61.5%	41.0%	23.1%	38.5%	17.9%	7.7%	12.8%	12.8%	23.1%	23.1%	12.8%	15.4%	10.3%	30.8%	30.8%	25.6%	17.9%	48.7%	10.3%	12.8%
Sophisticated	66	42	22	13	29	9	6	6	12	16	13	5	7	8	14	19	20	7	30	6	8
	15.2%	15.6%	16.4%	20.0%	14.1%	13.0%	18.2%	31.6%	20.3%	16.0%	13.4%	31.3%	12.5%	12.9%	19.2%	20.4%	15.2%	12.1%	13.2%	28.6%	12.3%
	100.0%	63.6%	33.3%	19.7%	43.9%	13.6%	9.1%	9.1%	18.2%	24.2%	19.7%	7.6%	10.6%	12.1%	21.2%	28.8%	30.3%	10.6%	45.5%	9.1%	12.1%
Innovative	15	10	7	3	7	4	1	2	4	2	4	3	1	1	5	5	3	3	8	2	1
	3.5%	3.7%	5.2%	4.6%	3.4%	5.8%	3.0%	10.5%	6.8%	2.0%	4.1%	18.8%	1.8%	1.6%	6.8%	5.4%	2.3%	5.2%	3.5%	9.5%	1.5%
	100.0%	66.7%	46.7%	20.0%	46.7%	26.7%	6.7%	13.3%	26.7%	13.3%	26.7%	20.0%	6.7%	6.7%	33.3%	33.3%	20.0%	20.0%	53.3%	13.3%	6.7%
Trendy	59	36	19	8	28	11	3	4	11	11	18	3	7	9	13	15	23	6	32	5	7
	13.6%	13.3%	14.2%	12.3%	13.7%	15.9%	9.1%	21.1%	18.6%	11.0%	18.6%	18.8%	12.5%	14.5%	17.8%	16.1%	17.4%	10.3%	14.0%	23.8%	10.8%
	100.0%	61.0%	32.2%	13.6%	47.5%	18.6%	5.1%	6.8%	18.6%	18.6%	30.5%	5.1%	11.9%	15.3%	22.0%	25.4%	39.0%	10.2%	54.2%	8.5%	11.9%
Prestigious	92	61	26	13	48	13	5	7	22	23	16	5	13	7	20	28	23	10	46	7	14
	21.2%	22.6%	19.4%	20.0%	23.4%	18.8%	15.2%	36.8%	37.3%	23.0%	16.5%	31.3%	23.2%	11.3%	27.4%	30.1%	17.4%	17.2%	20.2%	33.3%	21.5%
	100.0%	66.3%	28.3%	14.1%	52.2%	14.1%	5.4%	7.6%	23.9%	25.0%	17.4%	5.4%	14.1%	7.6%	21.7%	30.4%	25.0%	10.9%	50.0%	7.6%	15.2%
Sporty	18	12	6	2	10	4	0	2	1	5	6	2	2	0	4	4	4	4	9	3	1
	4.1%	4.4%	4.5%	3.1%	4.9%	5.8%	0.0%	10.5%	1.7%	5.0%	6.2%	12.5%	3.6%	0.0%	5.5%	4.3%	3.0%	6.9%	3.9%	14.3%	1.5%
	100.0%	66.7%	33.3%	11.1%	55.6%	22.2%	0.0%	11.1%	5.6%	27.8%	33.3%	11.1%	11.1%	0.0%	22.2%	22.2%	22.2%	22.2%	50.0%	16.7%	5.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019389

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	434 100.0% 100.0%	270 100.0% 62.2%	134 100.0% 30.9%	65 100.0% 15.0%	205 100.0% 47.2%	69 100.0% 15.9%	33 100.0% 7.6%	19 100.0% 4.4%	59 100.0% 13.6%	100 100.0% 23.0%	97 100.0% 22.4%	16 100.0% 3.7%	56 100.0% 12.9%	62 100.0% 14.3%	73 100.0% 16.8%	93 100.0% 21.4%	132 100.0% 30.4%	58 100.0% 13.4%	228 100.0% 52.5%	21 100.0% 4.8%	65 100.0% 15.0%
Reliable	64 14.7% 100.0%	45 16.7% 70.3%	23 17.2% 35.9%	11 16.9% 17.2%	34 16.6% 53.1%	12 17.4% 18.8%	5 15.2% 7.8%	5 26.3% 7.8%	15 25.4% 23.4%	13 13.0% 20.3%	15 15.5% 23.4%	4 25.0% 6.3%	8 14.3% 12.5%	8 12.9% 12.5%	15 20.5% 23.4%	23 24.7% 35.9%	25 18.9% 39.1%	5 8.6% 7.8%	36 15.8% 56.3%	5 23.8% 7.8%	10 15.4% 15.6%
Recommended by magazine	49 11.3% 100.0%	35 13.0% 71.4%	12 9.0% 24.5%	7 10.8% 14.3%	28 13.7% 57.1%	5 7.2% 10.2%	3 9.1% 6.1%	2 10.5% 4.1%	10 16.9% 20.4%	16 16.0% 32.7%	11 11.3% 22.4%	3 18.8% 6.1%	3 5.4% 6.1%	3 4.8% 6.1%	13 17.8% 26.5%	20 21.5% 40.8%	18 13.6% 36.7%	2 3.4% 4.1%	31 13.6% 63.3%	2 9.5% 4.1%	8 12.3% 16.3%
Great taste	113 26.0% 100.0%	76 28.1% 67.3%	39 29.1% 34.5%	22 33.8% 19.5%	54 26.3% 47.8%	17 24.6% 15.0%	12 36.4% 10.6%	7 36.8% 6.2%	23 39.0% 20.4%	27 27.0% 23.9%	23 23.7% 20.4%	5 31.3% 4.4%	15 26.8% 13.3%	16 25.8% 14.2%	21 28.8% 18.6%	28 30.1% 24.8%	35 26.5% 31.0%	10 17.2% 8.8%	60 26.3% 53.1%	8 38.1% 7.1%	18 27.7% 15.9%
Good value	48 11.1% 100.0%	31 11.5% 64.6%	18 13.4% 37.5%	8 12.3% 16.7%	23 11.2% 47.9%	10 14.5% 20.8%	3 9.1% 6.3%	3 15.8% 6.3%	8 13.6% 16.7%	7 7.0% 14.6%	12 12.4% 25.0%	4 25.0% 8.3%	9 16.1% 18.8%	7 11.3% 14.6%	11 15.1% 22.9%	12 12.9% 25.0%	21 15.9% 43.8%	5 8.6% 10.4%	36 15.8% 75.0%	2 9.5% 4.2%	2 3.1% 4.2%
For social smokers	48 11.1% 100.0%	26 9.6% 54.2%	18 13.4% 37.5%	4 6.2% 8.3%	22 10.7% 45.8%	14 20.3% 29.2%	2 6.1% 4.2%	2 10.5% 4.2%	5 8.5% 10.4%	8 8.0% 16.7%	11 11.3% 22.9%	5 31.3% 10.4%	8 14.3% 16.7%	7 11.3% 14.6%	14 19.2% 29.2%	13 14.0% 27.1%	17 12.9% 35.4%	5 8.6% 10.4%	30 13.2% 62.5%	3 14.3% 6.3%	2 3.1% 4.2%
Good for everyday	36 8.3% 100.0%	22 8.1% 61.1%	9 6.7% 25.0%	3 4.6% 8.3%	19 9.3% 52.8%	6 8.7% 16.7%	1 3.0% 2.8%	2 10.5% 5.6%	9 15.3% 25.0%	5 5.0% 13.9%	8 8.2% 22.2%	3 18.8% 8.3%	3 5.4% 8.3%	4 6.5% 11.1%	10 13.7% 27.8%	13 14.0% 36.1%	12 9.1% 33.3%	3 5.2% 8.3%	20 8.8% 55.6%	4 19.0% 11.1%	5 7.7% 13.9%
Fresh	102 23.5% 100.0%	66 24.4% 64.7%	36 26.9% 35.3%	19 29.2% 18.6%	47 22.9% 46.1%	17 24.6% 16.7%	7 21.2% 6.9%	9 47.4% 8.8%	20 33.9% 19.6%	28 28.0% 27.5%	22 22.7% 21.6%	4 25.0% 3.9%	18 32.1% 17.6%	12 19.4% 11.8%	22 30.1% 21.6%	26 28.0% 25.5%	33 25.0% 32.4%	6 10.3% 5.9%	57 25.0% 55.9%	9 42.9% 8.8%	15 23.1% 14.7%
Good for relaxing	106 24.4% 100.0%	72 26.7% 67.9%	36 26.9% 34.0%	22 33.8% 20.8%	50 24.4% 47.2%	14 20.3% 13.2%	8 24.2% 7.5%	11 57.9% 10.4%	16 27.1% 15.1%	29 29.0% 27.4%	22 22.7% 20.8%	4 25.0% 3.8%	16 28.6% 15.1%	14 22.6% 13.2%	20 27.4% 18.9%	25 26.9% 23.6%	37 28.0% 34.9%	14 24.1% 13.2%	57 25.0% 53.8%	6 28.6% 5.7%	17 26.2% 16.0%
Easy to find/widely available	75 17.3% 100.0%	50 18.5% 66.7%	22 16.4% 29.3%	13 20.0% 17.3%	37 18.0% 49.3%	9 13.0% 12.0%	6 18.2% 8.0%	5 26.3% 6.7%	12 20.3% 16.0%	18 18.0% 24.0%	19 19.6% 25.3%	2 12.5% 2.7%	14 25.0% 18.7%	12 19.4% 16.0%	20 27.4% 26.7%	24 25.8% 32.0%	24 18.2% 32.0%	10 17.2% 13.3%	44 19.3% 58.7%	4 19.0% 5.3%	8 12.3% 10.7%
Full flavored	79 18.2% 100.0%	52 19.3% 65.8%	26 19.4% 32.9%	13 20.0% 16.5%	39 19.0% 49.4%	13 18.8% 16.5%	6 18.2% 7.6%	6 31.6% 7.6%	15 25.4% 19.0%	19 19.0% 24.1%	20 20.6% 25.3%	4 25.0% 5.1%	11 19.6% 13.9%	6 9.7% 7.6%	14 19.2% 17.7%	21 22.6% 26.6%	35 26.5% 44.3%	8 13.8% 10.1%	45 19.7% 57.0%	6 28.6% 7.6%	8 12.3% 10.1%
Medium taste	72 16.6% 100.0%	50 18.5% 69.4%	28 20.9% 38.9%	17 26.2% 23.6%	33 16.1% 45.8%	11 15.9% 15.3%	6 18.2% 8.3%	7 36.8% 9.7%	11 18.6% 15.3%	19 19.0% 26.4%	16 16.5% 22.2%	4 25.0% 5.6%	11 19.6% 15.3%	8 12.9% 11.1%	10 13.7% 13.9%	18 19.4% 25.0%	23 17.4% 31.9%	10 17.2% 13.9%	40 17.5% 55.6%	4 19.0% 5.6%	9 13.8% 12.5%
Good as a reward	75 17.3% 100.0%	49 18.1% 65.3%	23 17.2% 30.7%	11 16.9% 14.7%	38 18.5% 50.7%	12 17.4% 16.0%	3 9.1% 4.0%	7 36.8% 9.3%	15 25.4% 20.0%	17 17.0% 22.7%	16 16.5% 21.3%	4 25.0% 5.3%	11 19.6% 14.7%	8 12.9% 10.7%	17 23.3% 22.7%	26 28.0% 34.7%	25 18.9% 33.3%	10 17.2% 13.3%	41 18.0% 54.7%	6 28.6% 8.0%	11 16.9% 14.7%
Low price	18 4.1% 100.0%	12 4.4% 66.7%	7 5.2% 38.9%	4 6.2% 22.2%	8 3.9% 44.4%	3 4.3% 16.7%	1 3.0% 5.6%	2 10.5% 11.1%	4 6.8% 22.2%	5 5.0% 27.8%	4 4.1% 22.2%	1 6.3% 5.6%	5 8.9% 27.8%	3 4.8% 16.7%	7 9.6% 38.9%	7 7.5% 38.9%	5 3.8% 27.8%	2 3.4% 11.1%	13 5.7% 72.2%	1 4.8% 5.6%	1 1.5% 5.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019390

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	434 100.0% 100.0%	270 100.0% 62.2%	134 100.0% 30.9%	65 100.0% 15.0%	205 100.0% 47.2%	69 100.0% 15.9%	33 100.0% 7.6%	19 100.0% 4.4%	59 100.0% 13.6%	100 100.0% 23.0%	97 100.0% 22.4%	16 100.0% 3.7%	56 100.0% 12.9%	62 100.0% 14.3%	73 100.0% 16.8%	93 100.0% 21.4%	132 100.0% 30.4%	58 100.0% 13.4%	228 100.0% 52.5%	21 100.0% 4.8%	65 100.0% 15.0%
Smooth taste	91 21.0% 100.0%	61 22.6% 67.0%	33 24.6% 36.3%	15 23.1% 16.5%	46 22.4% 50.5%	18 26.1% 19.8%	5 15.2% 5.5%	6 31.6% 6.6%	19 32.2% 20.9%	22 22.0% 24.2%	15 15.5% 16.5%	4 25.0% 4.4%	15 26.8% 16.5%	12 19.4% 13.2%	13 17.8% 14.3%	19 20.4% 20.9%	27 20.5% 29.7%	8 13.8% 8.8%	55 24.1% 60.4%	7 33.3% 7.7%	14 21.5% 15.4%
Good for special occasions	99 22.8% 100.0%	63 23.3% 63.6%	31 23.1% 31.3%	16 24.6% 16.2%	47 22.9% 47.5%	15 21.7% 15.2%	8 24.2% 8.1%	7 36.8% 7.1%	17 28.8% 17.2%	22 22.0% 22.2%	22 22.7% 22.2%	6 37.5% 6.1%	10 17.9% 10.1%	13 21.0% 13.1%	13 17.8% 13.1%	22 23.7% 22.2%	34 25.8% 34.3%	8 13.8% 8.1%	54 23.7% 54.5%	8 38.1% 8.1%	15 23.1% 15.2%
Recommended by friends	65 15.0% 100.0%	39 14.4% 60.0%	19 14.2% 29.2%	8 12.3% 12.3%	31 15.1% 47.7%	11 15.9% 16.9%	3 9.1% 4.6%	5 26.3% 7.7%	7 11.9% 10.8%	12 12.0% 18.5%	16 16.5% 24.6%	3 18.8% 4.6%	6 10.7% 9.2%	11 17.7% 16.9%	9 12.3% 13.8%	13 14.0% 20.0%	20 15.2% 30.8%	3 5.2% 4.6%	37 16.2% 56.9%	5 23.8% 7.7%	7 10.8% 10.8%
Good for a gift	102 23.5% 100.0%	65 24.1% 63.7%	30 22.4% 29.4%	14 21.5% 13.7%	51 24.9% 50.0%	16 23.2% 15.7%	5 15.2% 4.9%	6 31.6% 5.9%	17 28.8% 16.7%	24 24.0% 23.5%	20 20.6% 19.6%	5 31.3% 4.9%	12 21.4% 11.8%	13 21.0% 12.7%	17 23.3% 16.7%	24 25.8% 23.5%	29 22.0% 28.4%	12 20.7% 11.8%	53 23.2% 52.0%	4 19.0% 3.9%	16 24.6% 15.7%
Consistent quality	132 30.4% 100.0%	81 30.0% 61.4%	39 29.1% 29.5%	19 29.2% 14.4%	62 30.2% 47.0%	20 29.0% 15.2%	8 24.2% 6.1%	8 42.1% 6.1%	20 33.9% 15.2%	33 33.0% 25.0%	27 27.8% 20.5%	5 31.3% 3.8%	18 32.1% 13.6%	16 25.8% 12.1%	21 28.8% 15.9%	30 32.3% 22.7%	41 31.1% 31.1%	15 25.9% 11.4%	72 31.6% 54.5%	10 47.6% 7.6%	20 30.8% 15.2%
Masculine	77 17.7% 100.0%	47 17.4% 61.0%	24 17.9% 31.2%	10 15.4% 13.0%	37 18.0% 48.1%	14 20.3% 18.2%	6 18.2% 7.8%	3 15.8% 3.9%	11 18.6% 14.3%	17 17.0% 22.1%	19 19.6% 24.7%	3 18.8% 3.9%	12 21.4% 15.6%	5 8.1% 6.5%	17 23.3% 22.1%	18 19.4% 23.4%	26 19.7% 33.8%	9 15.5% 11.7%	39 17.1% 50.6%	5 23.8% 6.5%	11 16.9% 14.3%
Brand I trust	101 23.3% 100.0%	70 25.9% 69.3%	26 19.4% 25.7%	15 23.1% 14.9%	55 26.8% 54.5%	11 15.9% 10.9%	7 21.2% 6.9%	5 26.3% 5.0%	17 28.8% 16.8%	25 25.0% 24.8%	24 24.7% 23.8%	3 18.8% 3.0%	12 21.4% 11.9%	14 22.6% 13.9%	15 20.5% 14.9%	20 21.5% 19.8%	35 26.5% 34.7%	11 19.0% 10.9%	51 22.4% 50.5%	10 47.6% 9.9%	16 24.6% 15.8%
Well constructed	136 31.3% 100.0%	95 35.2% 69.9%	41 30.6% 30.1%	23 35.4% 16.9%	72 35.1% 52.9%	18 26.1% 13.2%	11 33.3% 8.1%	9 47.4% 6.6%	26 44.1% 19.1%	35 35.0% 25.7%	28 28.9% 20.6%	5 31.3% 3.7%	17 30.4% 12.5%	18 29.0% 13.2%	26 35.6% 19.1%	38 40.9% 27.9%	44 33.3% 32.4%	11 19.0% 8.1%	74 32.5% 54.4%	8 38.1% 5.9%	25 38.5% 18.4%
Strong taste	43 9.9% 100.0%	28 10.4% 65.1%	15 11.2% 34.9%	7 10.8% 16.3%	21 10.2% 48.8%	8 11.6% 18.6%	4 12.1% 9.3%	2 10.5% 4.7%	8 13.6% 18.6%	12 12.0% 27.9%	9 9.3% 20.9%	3 18.8% 7.0%	3 5.4% 7.0%	8 12.9% 18.6%	11 15.1% 25.6%	16 17.2% 37.2%	14 10.6% 32.6%	4 6.9% 9.3%	24 10.5% 55.8%	2 9.5% 4.7%	5 7.7% 11.6%
For serious smokers	97 22.4% 100.0%	67 24.8% 69.1%	30 22.4% 30.9%	13 20.0% 13.4%	54 26.3% 55.7%	17 24.6% 17.5%	5 15.2% 5.2%	7 36.8% 7.2%	21 35.6% 21.6%	25 25.0% 25.8%	20 20.6% 20.6%	5 31.3% 5.2%	10 17.9% 10.3%	12 19.4% 12.4%	21 28.8% 21.6%	29 31.2% 29.9%	28 21.2% 28.9%	11 19.0% 11.3%	48 21.1% 49.5%	4 19.0% 4.1%	19 29.2% 19.6%
Popular	96 22.1% 100.0%	62 23.0% 64.6%	30 22.4% 31.3%	13 20.0% 13.5%	49 23.9% 51.0%	17 24.6% 17.7%	8 24.2% 8.3%	3 15.8% 3.1%	20 33.9% 20.8%	16 16.0% 16.7%	22 22.7% 22.9%	2 12.5% 2.1%	15 26.8% 15.6%	17 27.4% 17.7%	20 27.4% 20.8%	30 32.3% 31.3%	29 22.0% 30.2%	10 17.2% 10.4%	48 21.1% 50.0%	5 23.8% 5.2%	15 23.1% 15.6%
Easy to smoke	100 23.0% 100.0%	63 23.3% 63.0%	34 25.4% 34.0%	16 24.6% 16.0%	47 22.9% 47.0%	18 26.1% 18.0%	7 21.2% 7.0%	8 42.1% 8.0%	18 30.5% 18.0%	23 23.0% 23.0%	25 25.8% 25.0%	5 31.3% 5.0%	17 30.4% 17.0%	14 22.6% 14.0%	21 28.8% 21.0%	24 25.8% 24.0%	34 25.8% 34.0%	14 24.1% 14.0%	53 23.2% 53.0%	7 33.3% 7.0%	12 18.5% 12.0%
Easy draw	99 22.8% 100.0%	67 24.8% 67.7%	31 23.1% 31.3%	18 27.7% 18.2%	49 23.9% 49.5%	13 18.8% 13.1%	8 24.2% 8.1%	7 36.8% 7.1%	21 35.6% 21.2%	29 29.0% 29.3%	17 17.5% 17.2%	4 25.0% 4.0%	12 21.4% 12.1%	14 22.6% 14.1%	21 28.8% 21.2%	26 28.0% 26.3%	31 23.5% 31.3%	10 17.2% 10.1%	54 23.7% 54.5%	6 28.6% 6.1%	15 23.1% 15.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019391

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	434	270	134	65	205	69	33	19	59	100	97	16	56	62	73	93	132	58	228	21	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	62.2%	30.9%	15.0%	47.2%	15.9%	7.6%	4.4%	13.6%	23.0%	22.4%	3.7%	12.9%	14.3%	16.8%	21.4%	30.4%	13.4%	52.5%	4.8%	15.0%
No answer	137	74	45	19	55	26	10	3	12	30	30	6	18	18	20	25	38	24	70	6	17
	31.6%	27.4%	33.6%	29.2%	26.8%	37.7%	30.3%	15.8%	20.3%	30.0%	30.9%	37.5%	32.1%	29.0%	27.4%	26.9%	28.8%	41.4%	30.7%	28.6%	26.2%
	100.0%	54.0%	32.8%	13.9%	40.1%	19.0%	7.3%	2.2%	8.8%	21.9%	21.9%	4.4%	13.1%	13.1%	14.6%	18.2%	27.7%	17.5%	51.1%	4.4%	12.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019392

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	365	256	100	63	193	37	34	14	61	103	77	18	35	49	74	96	101	42	181	14	74
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	70.1%	27.4%	17.3%	52.9%	10.1%	9.3%	3.8%	16.7%	28.2%	21.1%	4.9%	9.6%	13.4%	20.3%	26.3%	27.7%	11.5%	49.6%	3.8%	20.3%
Partagas																					
Casual	46	31	17	9	22	8	7	1	2	16	11	3	5	5	11	16	16	6	23	4	8
	12.6%	12.1%	17.0%	14.3%	11.4%	21.6%	20.6%	7.1%	3.3%	15.5%	14.3%	16.7%	14.3%	10.2%	14.9%	16.7%	15.8%	14.3%	12.7%	28.6%	10.8%
	100.0%	67.4%	37.0%	19.6%	47.8%	17.4%	15.2%	2.2%	4.3%	34.8%	23.9%	6.5%	10.9%	10.9%	23.9%	34.8%	34.8%	13.0%	50.0%	8.7%	17.4%
Individualistic	40	32	13	10	22	3	7	1	9	8	12	2	3	6	13	14	12	3	22	1	9
	11.0%	12.5%	13.0%	15.9%	11.4%	8.1%	20.6%	7.1%	14.8%	7.8%	15.6%	11.1%	8.6%	12.2%	17.6%	14.6%	11.9%	7.1%	12.2%	7.1%	12.2%
	100.0%	80.0%	32.5%	25.0%	55.0%	7.5%	17.5%	2.5%	22.5%	20.0%	30.0%	5.0%	7.5%	15.0%	32.5%	35.0%	30.0%	7.5%	55.0%	2.5%	22.5%
Mild taste	40	29	16	11	18	5	8	2	7	13	10	2	7	4	7	16	13	6	22	0	9
	11.0%	11.3%	16.0%	17.5%	9.3%	13.5%	23.5%	14.3%	11.5%	12.6%	13.0%	11.1%	20.0%	8.2%	9.5%	16.7%	12.9%	14.3%	12.2%	0.0%	12.2%
	100.0%	72.5%	40.0%	27.5%	45.0%	12.5%	20.0%	5.0%	17.5%	32.5%	25.0%	5.0%	17.5%	10.0%	17.5%	40.0%	32.5%	15.0%	55.0%	0.0%	22.5%
High quality	134	101	36	30	71	6	16	8	27	46	26	5	14	15	30	37	34	10	75	2	31
	36.7%	39.5%	36.0%	47.6%	36.8%	16.2%	47.1%	57.1%	44.3%	44.7%	33.8%	27.8%	40.0%	30.6%	40.5%	38.5%	33.7%	23.8%	41.4%	14.3%	41.9%
	100.0%	75.4%	26.9%	22.4%	53.0%	4.5%	11.9%	6.0%	20.1%	34.3%	19.4%	3.7%	10.4%	11.2%	22.4%	27.6%	25.4%	7.5%	56.0%	1.5%	23.1%
Smart choice	64	53	23	21	32	2	13	5	11	20	15	2	9	9	16	20	25	6	38	1	8
	17.5%	20.7%	23.0%	33.3%	16.6%	5.4%	38.2%	35.7%	18.0%	19.4%	19.5%	11.1%	25.7%	18.4%	21.6%	20.8%	24.8%	14.3%	21.0%	7.1%	10.8%
	100.0%	82.8%	35.9%	32.8%	50.0%	3.1%	20.3%	7.8%	17.2%	31.3%	23.4%	3.1%	14.1%	14.1%	25.0%	31.3%	39.1%	9.4%	59.4%	1.6%	12.5%
Refined taste	63	53	17	16	37	1	8	5	14	18	15	3	7	6	16	22	21	5	33	2	13
	17.3%	20.7%	17.0%	25.4%	19.2%	2.7%	23.5%	35.7%	23.0%	17.5%	19.5%	16.7%	20.0%	12.2%	21.6%	22.9%	20.8%	11.9%	18.2%	14.3%	17.6%
	100.0%	84.1%	27.0%	25.4%	58.7%	1.6%	12.7%	7.9%	22.2%	28.6%	23.8%	4.8%	11.1%	9.5%	25.4%	34.9%	33.3%	7.9%	52.4%	3.2%	20.6%
Recommended by tobacconists	91	74	27	24	50	3	16	5	20	32	23	1	11	14	17	24	32	7	62	1	14
	24.9%	28.9%	27.0%	38.1%	25.9%	8.1%	47.1%	35.7%	32.8%	31.1%	29.9%	5.6%	31.4%	28.6%	23.0%	25.0%	31.7%	16.7%	34.3%	7.1%	18.9%
	100.0%	81.3%	29.7%	26.4%	54.9%	3.3%	17.6%	5.5%	22.0%	35.2%	25.3%	1.1%	12.1%	15.4%	18.7%	26.4%	35.2%	7.7%	68.1%	1.1%	15.4%
Attractive packaging	34	27	11	9	18	2	4	2	8	12	4	2	7	4	14	17	5	4	14	0	6
	9.3%	10.5%	11.0%	14.3%	9.3%	5.4%	11.8%	14.3%	13.1%	11.7%	5.2%	11.1%	20.0%	8.2%	18.9%	17.7%	5.0%	9.5%	7.7%	0.0%	8.1%
	100.0%	79.4%	32.4%	26.5%	52.9%	5.9%	11.8%	5.9%	23.5%	35.3%	11.8%	5.9%	20.6%	11.8%	41.2%	50.0%	14.7%	11.8%	41.2%	0.0%	17.6%
Sophisticated	38	30	15	13	17	2	7	3	9	13	5	1	5	8	13	15	11	6	18	1	6
	10.4%	11.7%	15.0%	20.6%	8.8%	5.4%	20.6%	21.4%	14.8%	12.6%	6.5%	5.6%	14.3%	16.3%	17.6%	15.6%	10.9%	14.3%	9.9%	7.1%	8.1%
	100.0%	78.9%	39.5%	34.2%	44.7%	5.3%	18.4%	7.9%	23.7%	34.2%	13.2%	2.6%	13.2%	21.1%	34.2%	39.5%	28.9%	15.8%	47.4%	2.6%	15.8%
Innovative	8	7	4	4	3	0	4	0	2	3	2	0	1	3	4	2	1	1	6	0	0
	2.2%	2.7%	4.0%	6.3%	1.6%	0.0%	11.8%	0.0%	3.3%	2.9%	2.6%	0.0%	2.9%	6.1%	5.4%	2.1%	1.0%	2.4%	3.3%	0.0%	0.0%
	100.0%	87.5%	50.0%	50.0%	37.5%	0.0%	50.0%	0.0%	25.0%	37.5%	25.0%	0.0%	12.5%	37.5%	50.0%	25.0%	12.5%	12.5%	75.0%	0.0%	0.0%
Trendy	37	28	13	10	18	3	6	2	9	11	10	2	8	5	13	14	13	5	19	1	10
	10.1%	10.9%	13.0%	15.9%	9.3%	8.1%	17.6%	14.3%	14.8%	10.7%	13.0%	11.1%	22.9%	10.2%	17.6%	14.6%	12.9%	11.9%	10.5%	7.1%	13.5%
	100.0%	75.7%	35.1%	27.0%	48.6%	8.1%	16.2%	5.4%	24.3%	29.7%	27.0%	5.4%	21.6%	13.5%	35.1%	37.8%	35.1%	13.5%	51.4%	2.7%	27.0%
Prestigious	63	49	19	18	31	1	10	4	16	14	16	1	6	10	14	18	14	4	36	1	14
	17.3%	19.1%	19.0%	28.6%	16.1%	2.7%	29.4%	28.6%	26.2%	13.6%	20.8%	5.6%	17.1%	20.4%	18.9%	18.8%	13.9%	9.5%	19.9%	7.1%	18.9%
	100.0%	77.8%	30.2%	28.6%	49.2%	1.6%	15.9%	6.3%	25.4%	22.2%	25.4%	1.6%	9.5%	15.9%	22.2%	28.6%	22.2%	6.3%	57.1%	1.6%	22.2%
Sporty	32	27	10	9	18	1	6	2	7	12	7	0	5	3	9	14	7	2	19	2	5
	8.8%	10.5%	10.0%	14.3%	9.3%	2.7%	17.6%	14.3%	11.5%	11.7%	9.1%	0.0%	14.3%	6.1%	12.2%	14.6%	6.9%	4.8%	10.5%	14.3%	6.8%
	100.0%	84.4%	31.3%	28.1%	56.3%	3.1%	18.8%	6.3%	21.9%	37.5%	21.9%	0.0%	15.6%	9.4%	28.1%	43.8%	21.9%	6.3%	59.4%	6.3%	15.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019393

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	365 100.0% 100.0%	256 100.0% 70.1%	100 100.0% 27.4%	63 100.0% 17.3%	193 100.0% 52.9%	37 100.0% 10.1%	34 100.0% 9.3%	14 100.0% 3.8%	61 100.0% 16.7%	103 100.0% 28.2%	77 100.0% 21.1%	18 100.0% 4.9%	35 100.0% 9.6%	49 100.0% 13.4%	74 100.0% 20.3%	96 100.0% 26.3%	101 100.0% 27.7%	42 100.0% 11.5%	181 100.0% 49.6%	14 100.0% 3.8%	74 100.0% 20.3%
Reliable	78 21.4% 100.0%	65 25.4% 83.3%	23 23.0% 29.5%	20 31.7% 25.6%	45 23.3% 57.7%	3 8.1% 3.8%	12 35.3% 15.4%	6 42.9% 7.7%	21 34.4% 26.9%	27 26.2% 34.6%	15 19.5% 19.2%	4 22.2% 5.1%	9 25.7% 11.5%	9 18.4% 11.5%	24 32.4% 30.8%	28 29.2% 35.9%	25 24.8% 32.1%	8 19.0% 10.3%	45 24.9% 57.7%	2 14.3% 2.6%	13 17.6% 16.7%
Recommended by magazine	61 16.7% 100.0%	47 18.4% 77.0%	23 23.0% 37.7%	18 28.6% 29.5%	29 15.0% 47.5%	5 13.5% 8.2%	10 29.4% 16.4%	4 28.6% 6.6%	14 23.0% 23.0%	19 18.4% 31.1%	13 16.9% 21.3%	3 16.7% 4.9%	7 20.0% 11.5%	8 16.3% 13.1%	18 24.3% 29.5%	22 22.9% 36.1%	16 15.8% 26.2%	7 16.7% 11.5%	40 22.1% 65.6%	2 14.3% 3.3%	13 17.6% 21.3%
Great taste	114 31.2% 100.0%	93 36.3% 81.6%	30 30.0% 26.3%	26 41.3% 22.8%	67 34.7% 58.8%	4 10.8% 3.5%	12 35.3% 10.5%	8 57.1% 7.0%	24 39.3% 21.1%	38 36.9% 33.3%	24 31.2% 21.1%	4 22.2% 3.5%	14 40.0% 12.3%	10 20.4% 8.8%	30 40.5% 26.3%	38 39.6% 33.3%	36 35.6% 31.6%	7 16.7% 6.1%	69 38.1% 60.5%	3 21.4% 2.6%	24 32.4% 21.1%
Good value	58 15.9% 100.0%	47 18.4% 81.0%	19 19.0% 32.8%	15 23.8% 25.9%	32 16.6% 55.2%	4 10.8% 6.9%	8 23.5% 13.8%	3 21.4% 5.2%	9 14.8% 15.5%	15 14.6% 25.9%	18 23.4% 31.0%	2 11.1% 3.4%	7 20.0% 12.1%	6 12.2% 10.3%	12 16.2% 20.7%	21 21.9% 36.2%	23 22.8% 39.7%	5 11.9% 8.6%	36 19.9% 62.1%	2 14.3% 3.4%	10 13.5% 17.2%
For social smokers	51 14.0% 100.0%	39 15.2% 76.5%	14 14.0% 27.5%	11 17.5% 21.6%	28 14.5% 54.9%	3 8.1% 5.9%	9 26.5% 17.6%	1 7.1% 2.0%	9 14.8% 17.6%	18 17.5% 35.3%	12 15.6% 23.5%	2 11.1% 3.9%	5 14.3% 9.8%	4 8.2% 7.8%	11 14.9% 21.6%	17 17.7% 33.3%	16 15.8% 31.4%	3 7.1% 5.9%	32 17.7% 62.7%	3 21.4% 5.9%	7 9.5% 13.7%
Good for everyday	53 14.5% 100.0%	43 16.8% 81.1%	17 17.0% 32.1%	14 22.2% 26.4%	29 15.0% 54.7%	3 8.1% 5.7%	7 20.6% 13.2%	4 28.6% 7.5%	8 13.1% 15.1%	16 15.5% 30.2%	16 20.8% 30.2%	4 22.2% 7.5%	4 11.4% 7.5%	7 14.3% 13.2%	14 18.9% 26.4%	22 22.9% 41.5%	15 14.9% 28.3%	7 16.7% 13.2%	28 15.5% 52.8%	2 14.3% 3.8%	13 17.6% 24.5%
Fresh	94 25.8% 100.0%	79 30.9% 84.0%	27 27.0% 28.7%	23 36.5% 24.5%	56 29.0% 59.6%	4 10.8% 4.3%	10 29.4% 10.6%	8 57.1% 8.5%	20 32.8% 21.3%	28 27.2% 29.8%	25 32.5% 26.6%	3 16.7% 3.2%	11 31.4% 11.7%	11 22.4% 11.7%	19 25.7% 20.2%	25 26.0% 26.6%	31 30.7% 33.0%	6 14.3% 6.4%	62 34.3% 66.0%	3 21.4% 3.2%	17 23.0% 18.1%
Good for relaxing	109 29.9% 100.0%	86 33.6% 78.9%	27 27.0% 24.8%	23 36.5% 21.1%	63 32.6% 57.8%	4 10.8% 3.7%	12 35.3% 11.0%	7 50.0% 6.4%	19 31.1% 17.4%	35 34.0% 32.1%	25 32.5% 22.9%	4 22.2% 3.7%	11 31.4% 10.1%	11 22.4% 10.1%	21 28.4% 19.3%	31 32.3% 28.4%	36 35.6% 33.0%	8 19.0% 7.3%	65 35.9% 59.6%	3 21.4% 2.8%	22 29.7% 20.2%
Easy to find/widely available	101 27.7% 100.0%	80 31.3% 79.2%	27 27.0% 26.7%	20 31.7% 19.8%	60 31.1% 59.4%	7 18.9% 6.9%	12 35.3% 11.9%	6 42.9% 5.9%	21 34.4% 20.8%	30 29.1% 29.7%	21 27.3% 20.8%	5 27.8% 5.0%	10 28.6% 9.9%	11 22.4% 10.9%	24 32.4% 23.8%	34 35.4% 33.7%	36 35.6% 35.6%	12 28.6% 11.9%	59 32.6% 58.4%	2 14.3% 2.0%	14 18.9% 13.9%
Full flavored	88 24.1% 100.0%	68 26.6% 77.3%	28 28.0% 31.8%	20 31.7% 22.7%	48 24.9% 54.5%	8 21.6% 9.1%	12 35.3% 13.6%	5 35.7% 5.7%	19 31.1% 21.6%	31 30.1% 35.2%	17 22.1% 19.3%	4 22.2% 4.5%	10 28.6% 11.4%	10 20.4% 11.4%	24 32.4% 27.3%	30 31.3% 34.1%	27 26.7% 30.7%	7 16.7% 8.0%	55 30.4% 62.5%	4 28.6% 4.5%	15 20.3% 17.0%
Medium taste	58 15.9% 100.0%	43 16.8% 74.1%	19 19.0% 32.8%	14 22.2% 24.1%	29 15.0% 50.0%	5 13.5% 8.6%	6 17.6% 10.3%	4 28.6% 6.9%	14 23.0% 24.1%	14 13.6% 24.1%	17 22.1% 29.3%	5 27.8% 8.6%	9 25.7% 15.5%	5 10.2% 8.6%	11 14.9% 19.0%	18 18.8% 31.0%	15 14.9% 25.9%	8 19.0% 13.8%	33 18.2% 56.9%	3 21.4% 5.2%	13 17.6% 22.4%
Good as a reward	67 18.4% 100.0%	54 21.1% 80.6%	21 21.0% 31.3%	18 28.6% 26.9%	36 18.7% 53.7%	3 8.1% 4.5%	9 26.5% 13.4%	7 50.0% 10.4%	17 27.9% 25.4%	23 22.3% 34.3%	15 19.5% 22.4%	5 27.8% 7.5%	9 25.7% 13.4%	7 14.3% 10.4%	19 25.7% 28.4%	26 27.1% 38.8%	20 19.8% 29.9%	4 9.5% 6.0%	41 22.7% 61.2%	2 14.3% 3.0%	15 20.3% 22.4%
Low price	13 3.6% 100.0%	8 3.1% 61.5%	6 6.0% 46.2%	3 4.8% 23.1%	5 2.6% 38.5%	3 8.1% 23.1%	1 2.9% 7.7%	2 14.3% 15.4%	2 3.3% 15.4%	4 3.9% 30.8%	2 2.6% 15.4%	1 5.6% 7.7%	3 8.6% 23.1%	2 4.1% 15.4%	5 6.8% 38.5%	6 6.3% 46.2%	4 4.0% 30.8%	3 7.1% 23.1%	9 5.0% 69.2%	1 7.1% 7.7%	3 4.1% 23.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019394

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	365 100.0% 100.0%	256 100.0% 70.1%	100 100.0% 27.4%	63 100.0% 17.3%	193 100.0% 52.9%	37 100.0% 10.1%	34 100.0% 9.3%	14 100.0% 3.8%	61 100.0% 16.7%	103 100.0% 28.2%	77 100.0% 21.1%	18 100.0% 4.9%	35 100.0% 9.6%	49 100.0% 13.4%	74 100.0% 20.3%	96 100.0% 26.3%	101 100.0% 27.7%	42 100.0% 11.5%	181 100.0% 49.6%	14 100.0% 3.8%	74 100.0% 20.3%
Smooth taste	95 26.0% 100.0%	78 30.5% 82.1%	28 28.0% 29.5%	22 34.9% 23.2%	56 29.0% 58.9%	6 16.2% 6.3%	12 35.3% 12.6%	6 42.9% 6.3%	18 29.5% 18.9%	32 31.1% 33.7%	20 26.0% 21.1%	5 27.8% 5.3%	12 34.3% 12.6%	11 22.4% 11.6%	20 27.0% 21.1%	32 33.3% 33.7%	27 26.7% 28.4%	7 16.7% 7.4%	58 32.0% 61.1%	3 21.4% 3.2%	17 23.0% 17.9%
Good for special occasions	82 22.5% 100.0%	66 25.8% 80.5%	22 22.0% 26.8%	18 28.6% 22.0%	48 24.9% 58.5%	4 10.8% 4.9%	10 29.4% 12.2%	6 42.9% 7.3%	16 26.2% 19.5%	27 26.2% 32.9%	21 27.3% 25.6%	5 27.8% 6.1%	6 17.1% 7.3%	10 20.4% 12.2%	17 23.0% 20.7%	22 22.9% 26.8%	29 28.7% 35.4%	7 16.7% 8.5%	48 26.5% 58.5%	3 21.4% 3.7%	19 25.7% 23.2%
Recommended by friends	57 15.6% 100.0%	42 16.4% 73.7%	15 15.0% 26.3%	12 19.0% 21.1%	30 15.5% 52.6%	3 8.1% 5.3%	7 20.6% 12.3%	4 28.6% 7.0%	9 14.8% 15.8%	20 19.4% 35.1%	14 18.2% 24.6%	2 11.1% 3.5%	7 20.0% 12.3%	4 8.2% 7.0%	16 21.6% 28.1%	18 18.8% 31.6%	20 19.8% 35.1%	3 7.1% 5.3%	39 21.5% 68.4%	2 14.3% 3.5%	13 17.6% 22.8%
Good for a gift	99 27.1% 100.0%	79 30.9% 79.8%	26 26.0% 26.3%	20 31.7% 20.2%	59 30.6% 59.6%	6 16.2% 6.1%	10 29.4% 10.1%	6 42.9% 6.1%	23 37.7% 23.2%	36 35.0% 36.4%	17 22.1% 17.2%	4 22.2% 4.0%	12 34.3% 12.1%	9 18.4% 9.1%	26 35.1% 26.3%	35 36.5% 35.4%	29 28.7% 29.3%	5 11.9% 5.1%	54 29.8% 54.5%	3 21.4% 3.0%	26 35.1% 26.3%
Consistent quality	134 36.7% 100.0%	105 41.0% 78.4%	32 32.0% 23.9%	24 38.1% 17.9%	81 42.0% 60.4%	8 21.6% 6.0%	12 35.3% 9.0%	9 64.3% 6.7%	27 44.3% 20.1%	41 39.8% 30.6%	32 41.6% 23.9%	6 33.3% 4.5%	14 40.0% 10.4%	15 30.6% 11.2%	29 39.2% 21.6%	40 41.7% 29.9%	42 41.6% 31.3%	13 31.0% 9.7%	74 40.9% 55.2%	4 28.6% 3.0%	30 40.5% 22.4%
Masculine	75 20.5% 100.0%	53 20.7% 70.7%	19 19.0% 25.3%	14 22.2% 18.7%	39 20.2% 52.0%	5 13.5% 6.7%	9 26.5% 12.0%	3 21.4% 4.0%	14 23.0% 18.7%	24 23.3% 32.0%	14 18.2% 18.7%	4 22.2% 5.3%	5 14.3% 6.7%	8 16.3% 10.7%	19 25.7% 25.3%	23 24.0% 30.7%	23 22.8% 30.7%	9 21.4% 12.0%	41 22.7% 54.7%	2 14.3% 2.7%	16 21.6% 21.3%
Brand I trust	116 31.8% 100.0%	97 37.9% 83.6%	29 29.0% 25.0%	27 42.9% 23.3%	70 36.3% 60.3%	2 5.4% 1.7%	14 41.2% 12.1%	7 50.0% 6.0%	22 36.1% 19.0%	42 40.8% 36.2%	26 33.8% 22.4%	4 22.2% 3.4%	14 40.0% 12.1%	11 22.4% 9.5%	23 31.1% 19.8%	36 37.5% 31.0%	35 34.7% 30.2%	10 23.8% 8.6%	66 36.5% 56.9%	3 21.4% 2.6%	24 32.4% 20.7%
Well constructed	139 38.1% 100.0%	118 46.1% 84.9%	35 35.0% 25.2%	30 47.6% 21.6%	83 45.6% 63.3%	5 13.5% 3.6%	16 47.1% 11.5%	9 64.3% 6.5%	29 47.5% 20.9%	48 46.6% 34.5%	33 42.9% 23.7%	3 16.7% 2.2%	17 48.6% 12.2%	16 32.7% 11.5%	31 41.9% 22.3%	46 47.9% 33.1%	45 44.6% 32.4%	9 21.4% 6.5%	81 44.8% 58.3%	3 21.4% 2.2%	28 37.8% 20.1%
Strong taste	51 14.0% 100.0%	37 14.5% 72.5%	12 12.0% 23.5%	8 12.7% 15.7%	29 15.0% 56.9%	4 10.8% 7.8%	5 14.7% 9.8%	2 14.3% 3.9%	12 19.7% 23.5%	21 20.4% 41.2%	8 10.4% 15.7%	2 11.1% 3.9%	7 20.0% 13.7%	6 12.2% 11.8%	16 21.6% 31.4%	18 18.8% 35.3%	12 11.9% 23.5%	6 14.3% 11.8%	31 17.1% 60.8%	2 14.3% 3.9%	8 10.8% 15.7%
For serious smokers	113 31.0% 100.0%	84 32.8% 74.3%	33 33.0% 29.2%	25 39.7% 22.1%	59 30.6% 52.2%	8 21.6% 7.1%	13 38.2% 11.5%	7 50.0% 6.2%	28 45.9% 24.8%	33 32.0% 29.2%	23 29.9% 20.4%	4 22.2% 3.5%	13 37.1% 11.5%	17 34.7% 15.0%	28 37.8% 24.8%	36 37.5% 31.9%	32 31.7% 28.3%	10 23.8% 8.8%	61 33.7% 54.0%	4 28.6% 3.5%	25 33.8% 22.1%
Popular	110 30.1% 100.0%	89 34.8% 80.9%	29 29.0% 26.4%	24 38.1% 21.8%	65 33.7% 59.1%	5 13.5% 4.5%	13 38.2% 11.8%	7 50.0% 6.4%	27 44.3% 24.5%	31 30.1% 28.2%	20 26.0% 18.2%	3 16.7% 2.7%	13 37.1% 11.8%	13 26.5% 11.8%	28 37.8% 25.5%	38 39.6% 34.5%	27 26.7% 24.5%	10 23.8% 9.1%	57 31.5% 51.8%	4 28.6% 3.6%	24 32.4% 21.8%
Easy to smoke	101 27.7% 100.0%	80 31.3% 79.2%	32 32.0% 31.7%	26 41.3% 25.7%	54 28.0% 53.5%	6 16.2% 5.9%	14 41.2% 13.9%	7 50.0% 6.9%	21 34.4% 20.8%	27 26.2% 26.7%	28 36.4% 27.7%	5 27.8% 5.0%	12 34.3% 11.9%	13 26.5% 12.9%	27 36.5% 26.7%	34 35.4% 33.7%	31 30.7% 30.7%	10 23.8% 9.9%	62 34.3% 61.4%	1 7.1% 1.0%	17 23.0% 16.8%
Easy draw	102 27.9% 100.0%	81 31.6% 79.4%	31 31.0% 30.4%	24 38.1% 23.5%	57 29.5% 55.9%	7 18.9% 6.9%	12 35.3% 11.8%	6 42.9% 5.9%	22 36.1% 21.6%	28 27.2% 27.5%	25 32.5% 24.5%	6 33.3% 5.9%	10 28.6% 9.8%	11 22.4% 10.8%	26 35.1% 25.5%	36 37.5% 35.3%	29 28.7% 28.4%	9 21.4% 8.8%	55 30.4% 53.9%	1 7.1% 1.0%	21 28.4% 20.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019395

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	365	256	100	63	193	37	34	14	61	103	77	18	35	49	74	96	101	42	181	14	74
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	70.1%	27.4%	17.3%	52.9%	10.1%	9.3%	3.8%	16.7%	28.2%	21.1%	4.9%	9.6%	13.4%	20.3%	26.3%	27.7%	11.5%	49.6%	3.8%	20.3%
No answer	104	69	30	20	49	10	11	4	12	28	25	7	10	15	21	24	29	11	48	6	21
	28.5%	27.0%	30.0%	31.7%	25.4%	27.0%	32.4%	28.6%	19.7%	27.2%	32.5%	38.9%	28.6%	30.6%	28.4%	25.0%	28.7%	26.2%	26.5%	42.9%	28.4%
	100.0%	66.3%	28.8%	19.2%	47.1%	9.6%	10.6%	3.8%	11.5%	26.9%	24.0%	6.7%	9.6%	14.4%	20.2%	23.1%	27.9%	10.6%	46.2%	5.8%	20.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019396

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	345	239	95	62	177	33	32	16	68	94	69	19	35	45	73	91	82	42	160	13	79
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	69.3%	27.5%	18.0%	51.3%	9.6%	9.3%	4.6%	19.7%	27.2%	20.0%	5.5%	10.1%	13.0%	21.2%	26.4%	23.8%	12.2%	46.4%	3.8%	22.9%
Punch																					
Casual	48	36	18	12	24	6	6	3	11	13	9	2	9	5	11	18	9	9	20	2	11
	13.9%	15.1%	18.9%	19.4%	13.6%	18.2%	18.8%	18.8%	16.2%	13.8%	13.0%	10.5%	25.7%	11.1%	15.1%	19.8%	11.0%	21.4%	12.5%	15.4%	13.9%
	100.0%	75.0%	37.5%	25.0%	50.0%	12.5%	12.5%	6.3%	22.9%	27.1%	18.8%	4.2%	18.8%	10.4%	22.9%	37.5%	18.8%	18.8%	41.7%	4.2%	22.9%
Individualistic	34	25	12	8	17	4	1	4	6	10	5	3	5	3	10	17	9	5	14	0	8
	9.9%	10.5%	12.6%	12.9%	9.6%	12.1%	3.1%	25.0%	8.8%	10.6%	7.2%	15.8%	14.3%	6.7%	13.7%	18.7%	11.0%	11.9%	8.8%	0.0%	10.1%
	100.0%	73.5%	35.3%	23.5%	50.0%	11.8%	2.9%	11.8%	17.6%	29.4%	14.7%	8.8%	14.7%	8.8%	29.4%	50.0%	26.5%	14.7%	41.2%	0.0%	23.5%
Mild taste	41	31	18	16	15	2	6	4	10	10	7	1	7	3	9	16	11	7	18	2	7
	11.9%	13.0%	18.9%	25.8%	8.5%	6.1%	18.8%	25.0%	14.7%	10.6%	10.1%	5.3%	20.0%	6.7%	12.3%	17.6%	13.4%	16.7%	11.3%	15.4%	8.9%
	100.0%	75.6%	43.9%	39.0%	36.6%	4.9%	14.6%	9.8%	24.4%	24.4%	17.1%	2.4%	17.1%	7.3%	22.0%	39.0%	26.8%	17.1%	43.9%	4.9%	17.1%
High quality	107	73	30	19	54	11	9	7	23	33	20	8	11	12	24	37	28	10	52	4	24
	31.0%	30.5%	31.6%	30.6%	30.5%	33.3%	28.1%	43.8%	33.8%	35.1%	29.0%	42.1%	31.4%	26.7%	32.9%	40.7%	34.1%	23.8%	32.5%	30.8%	30.4%
	100.0%	68.2%	28.0%	17.8%	50.5%	10.3%	8.4%	6.5%	21.5%	30.8%	18.7%	7.5%	10.3%	11.2%	22.4%	34.6%	26.2%	9.3%	48.6%	3.7%	22.4%
Smart choice	53	40	15	10	30	5	2	6	12	16	12	4	7	5	15	20	13	7	22	1	9
	15.4%	16.7%	15.8%	16.1%	16.9%	15.2%	6.3%	37.5%	17.6%	17.0%	17.4%	21.1%	20.0%	11.1%	20.5%	22.0%	15.9%	16.7%	13.8%	7.7%	11.4%
	100.0%	75.5%	28.3%	18.9%	56.6%	9.4%	3.8%	11.3%	22.6%	30.2%	22.6%	7.5%	13.2%	9.4%	28.3%	37.7%	24.5%	13.2%	41.5%	1.9%	17.0%
Refined taste	44	32	15	11	21	4	5	6	11	12	9	3	8	5	11	16	9	4	20	3	7
	12.8%	13.4%	15.8%	17.7%	11.9%	12.1%	15.6%	37.5%	16.2%	12.8%	13.0%	15.8%	22.9%	11.1%	15.1%	17.6%	11.0%	9.5%	12.5%	23.1%	8.9%
	100.0%	72.7%	34.1%	25.0%	47.7%	9.1%	11.4%	13.6%	25.0%	27.3%	20.5%	6.8%	18.2%	11.4%	25.0%	36.4%	20.5%	9.1%	45.5%	6.8%	15.9%
Recommended by tobacconists	70	51	25	21	30	4	13	4	13	22	18	2	10	10	11	22	22	8	40	2	10
	20.3%	21.3%	26.3%	33.9%	16.9%	12.1%	40.6%	25.0%	19.1%	23.4%	26.1%	10.5%	28.6%	22.2%	15.1%	24.2%	26.8%	19.0%	25.0%	15.4%	12.7%
	100.0%	72.9%	35.7%	30.0%	42.9%	5.7%	18.6%	5.7%	18.6%	31.4%	25.7%	2.9%	14.3%	14.3%	15.7%	31.4%	31.4%	11.4%	57.1%	2.9%	14.3%
Attractive packaging	27	17	7	4	13	3	2	2	6	7	5	2	6	2	11	11	5	6	11	0	4
	7.8%	7.1%	7.4%	6.5%	7.3%	9.1%	6.3%	12.5%	8.8%	7.4%	7.2%	10.5%	17.1%	4.4%	15.1%	12.1%	6.1%	14.3%	6.9%	0.0%	5.1%
	100.0%	63.0%	25.9%	14.8%	48.1%	11.1%	7.4%	7.4%	22.2%	25.9%	18.5%	7.4%	22.2%	7.4%	40.7%	40.7%	18.5%	22.2%	40.7%	0.0%	14.8%
Sophisticated	25	20	6	5	15	1	2	3	6	7	4	1	3	2	9	11	6	3	10	2	4
	7.2%	8.4%	6.3%	8.1%	8.5%	3.0%	6.3%	18.8%	8.8%	7.4%	5.8%	5.3%	8.6%	4.4%	12.3%	12.1%	7.3%	7.1%	6.3%	15.4%	5.1%
	100.0%	80.0%	24.0%	20.0%	60.0%	4.0%	8.0%	12.0%	24.0%	28.0%	16.0%	4.0%	12.0%	8.0%	36.0%	44.0%	24.0%	12.0%	40.0%	8.0%	16.0%
Innovative	12	7	5	3	4	2	1	2	2	4	3	0	4	3	4	5	4	3	6	0	1
	3.5%	2.9%	5.3%	4.8%	2.3%	6.1%	3.1%	12.5%	2.9%	4.3%	4.3%	0.0%	11.4%	6.7%	5.5%	5.5%	4.9%	7.1%	3.8%	0.0%	1.3%
	100.0%	58.3%	41.7%	25.0%	33.3%	16.7%	8.3%	16.7%	16.7%	33.3%	25.0%	0.0%	33.3%	25.0%	33.3%	41.7%	33.3%	25.0%	50.0%	0.0%	8.3%
Trendy	33	24	18	14	10	4	7	6	7	12	5	3	6	7	8	13	11	7	15	2	4
	9.6%	10.0%	18.9%	22.6%	5.6%	12.1%	21.9%	37.5%	10.3%	12.8%	7.2%	15.8%	17.1%	15.6%	11.0%	14.3%	13.4%	16.7%	9.4%	15.4%	5.1%
	100.0%	72.7%	54.5%	42.4%	30.3%	12.1%	21.2%	18.2%	21.2%	36.4%	15.2%	9.1%	18.2%	21.2%	24.2%	39.4%	33.3%	21.2%	45.5%	6.1%	12.1%
Prestigious	44	34	17	13	21	4	5	6	10	15	5	2	9	4	13	16	8	5	21	1	11
	12.8%	14.2%	17.9%	21.0%	11.9%	12.1%	15.6%	37.5%	14.7%	16.0%	7.2%	10.5%	25.7%	8.9%	17.8%	17.6%	9.8%	11.9%	13.1%	7.7%	13.9%
	100.0%	77.3%	38.6%	29.5%	47.7%	9.1%	11.4%	13.6%	22.7%	34.1%	11.4%	4.5%	20.5%	9.1%	29.5%	36.4%	18.2%	11.4%	47.7%	2.3%	25.0%
Sporty	26	18	9	7	11	2	3	3	2	10	6	0	3	6	5	7	11	2	14	2	3
	7.5%	7.5%	9.5%	11.3%	6.2%	6.1%	9.4%	18.8%	2.9%	10.6%	8.7%	0.0%	8.6%	13.3%	6.8%	7.7%	13.4%	4.8%	8.8%	15.4%	3.8%
	100.0%	69.2%	34.6%	26.9%	42.3%	7.7%	11.5%	11.5%	7.7%	38.5%	23.1%	0.0%	11.5%	23.1%	19.2%	26.9%	42.3%	7.7%	53.8%	7.7%	11.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019397

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	345 100.0% 100.0%	239 100.0% 69.3%	95 100.0% 27.5%	62 100.0% 18.0%	177 100.0% 51.3%	33 100.0% 9.6%	32 100.0% 9.3%	16 100.0% 4.6%	68 100.0% 19.7%	94 100.0% 27.2%	69 100.0% 20.0%	19 100.0% 5.5%	35 100.0% 10.1%	45 100.0% 13.0%	73 100.0% 21.2%	91 100.0% 26.4%	82 100.0% 23.8%	42 100.0% 12.2%	160 100.0% 46.4%	13 100.0% 3.8%	79 100.0% 22.9%
Reliable	59 17.1% 100.0%	40 16.7% 67.8%	16 16.8% 27.1%	11 17.7% 18.6%	29 16.4% 49.2%	5 15.2% 8.5%	5 15.6% 8.5%	6 37.5% 10.2%	14 20.6% 23.7%	19 20.2% 32.2%	12 17.4% 20.3%	4 21.1% 6.8%	10 28.6% 16.9%	8 17.8% 13.6%	17 23.3% 28.8%	20 22.0% 33.9%	17 20.7% 28.8%	6 14.3% 10.2%	26 16.3% 44.1%	2 15.4% 3.4%	13 16.5% 22.0%
Recommended by magazine	47 13.6% 100.0%	39 16.3% 83.0%	15 15.8% 31.9%	13 21.0% 27.7%	26 14.7% 55.3%	2 6.1% 4.3%	5 15.6% 10.6%	5 31.3% 10.6%	12 17.6% 25.5%	19 20.2% 40.4%	7 10.1% 14.9%	1 5.3% 2.1%	6 17.1% 12.8%	6 13.3% 12.8%	12 16.4% 25.5%	21 23.1% 44.7%	15 18.3% 31.9%	3 7.1% 6.4%	26 16.3% 55.3%	1 7.7% 2.1%	10 12.7% 21.3%
Great taste	92 26.7% 100.0%	67 28.0% 72.8%	27 28.4% 29.3%	20 32.3% 21.7%	47 26.6% 51.1%	7 21.2% 7.6%	9 28.1% 9.8%	8 50.0% 8.7%	18 26.5% 19.6%	30 31.9% 32.6%	17 24.6% 18.5%	6 31.6% 6.5%	13 37.1% 14.1%	13 28.9% 14.1%	21 28.8% 22.8%	32 35.2% 34.8%	17 20.7% 18.5%	12 28.6% 13.0%	44 27.5% 47.8%	4 30.8% 4.3%	15 19.0% 16.3%
Good value	63 18.3% 100.0%	46 19.2% 73.0%	21 22.1% 33.3%	15 24.2% 23.8%	31 17.5% 49.2%	6 18.2% 9.5%	5 15.6% 7.9%	7 43.8% 11.1%	14 20.6% 22.2%	18 19.1% 28.6%	14 20.3% 22.2%	3 15.8% 4.8%	10 28.6% 15.9%	10 22.2% 15.9%	14 19.2% 22.2%	18 19.8% 28.6%	15 18.3% 23.8%	8 19.0% 12.7%	33 20.6% 52.4%	3 23.1% 4.8%	12 15.2% 19.0%
For social smokers	49 14.2% 100.0%	37 15.5% 75.5%	18 18.9% 36.7%	12 19.4% 24.5%	25 14.1% 51.0%	6 18.2% 12.2%	3 9.4% 6.1%	8 50.0% 16.3%	8 11.8% 16.3%	19 20.2% 38.8%	9 13.0% 18.4%	4 21.1% 8.2%	9 25.7% 18.4%	4 8.9% 8.2%	13 17.8% 26.5%	14 15.4% 28.6%	9 11.0% 18.4%	5 11.9% 10.2%	23 14.4% 46.9%	2 15.4% 4.1%	10 12.7% 20.4%
Good for everyday	55 15.9% 100.0%	44 18.4% 80.0%	14 14.7% 25.5%	11 17.7% 20.0%	33 18.6% 60.0%	3 9.1% 5.5%	3 9.4% 5.5%	6 37.5% 10.9%	16 23.5% 29.1%	17 18.1% 30.9%	9 13.0% 16.4%	3 15.8% 5.5%	6 17.1% 10.9%	6 13.3% 10.9%	15 20.5% 27.3%	20 22.0% 36.4%	17 20.7% 30.9%	6 14.3% 10.9%	23 14.4% 41.8%	0 0.0% 0.0%	13 16.5% 23.6%
Fresh	86 24.9% 100.0%	66 27.6% 76.7%	24 25.3% 27.9%	20 32.3% 23.3%	46 26.0% 53.5%	4 12.1% 4.7%	9 28.1% 10.5%	9 56.3% 10.5%	19 27.9% 22.1%	32 34.0% 37.2%	18 26.1% 20.9%	4 21.1% 4.7%	13 37.1% 15.1%	12 26.7% 14.0%	15 20.5% 17.4%	27 29.7% 31.4%	24 29.3% 27.9%	6 14.3% 7.0%	43 26.9% 50.0%	2 15.4% 2.3%	21 26.6% 24.4%
Good for relaxing	81 23.5% 100.0%	64 26.8% 79.0%	21 22.1% 25.9%	17 27.4% 21.0%	47 26.6% 58.0%	4 12.1% 4.9%	6 18.8% 7.4%	8 50.0% 9.9%	19 27.9% 23.5%	28 29.8% 34.6%	13 18.8% 16.0%	4 21.1% 4.9%	10 28.6% 12.3%	10 22.2% 12.3%	22 30.1% 27.2%	30 33.0% 37.0%	18 22.0% 22.2%	5 11.9% 6.2%	41 25.6% 50.6%	2 15.4% 2.5%	17 21.5% 21.0%
Easy to find/widely available	103 29.9% 100.0%	79 33.1% 76.7%	30 31.6% 29.1%	25 40.3% 24.3%	54 30.5% 52.4%	5 15.2% 4.9%	13 40.6% 12.6%	10 62.5% 9.7%	27 39.7% 26.2%	34 36.2% 33.0%	20 29.0% 19.4%	5 26.3% 4.9%	15 42.9% 14.6%	10 22.2% 9.7%	24 32.9% 23.3%	34 37.4% 33.0%	27 32.9% 26.2%	10 23.8% 9.7%	51 31.9% 49.5%	2 15.4% 1.9%	22 27.8% 21.4%
Full flavored	79 22.9% 100.0%	62 25.9% 78.5%	28 29.5% 35.4%	22 35.5% 27.8%	40 22.6% 50.6%	6 18.2% 7.6%	10 31.3% 12.7%	8 50.0% 10.1%	20 29.4% 25.3%	23 24.5% 29.1%	15 21.7% 19.0%	3 15.8% 3.8%	12 34.3% 15.2%	11 24.4% 13.9%	18 24.7% 22.8%	27 29.7% 34.2%	19 23.2% 24.1%	9 21.4% 11.4%	40 25.0% 50.6%	3 23.1% 3.8%	14 17.7% 17.7%
Medium taste	51 14.8% 100.0%	37 15.5% 72.5%	13 13.7% 25.5%	10 16.1% 19.6%	27 15.3% 52.9%	3 9.1% 5.9%	3 9.4% 5.9%	5 31.3% 9.8%	12 17.6% 23.5%	17 18.1% 33.3%	9 13.0% 17.6%	1 5.3% 2.0%	6 17.1% 11.8%	6 13.3% 11.8%	12 16.4% 23.5%	17 18.7% 33.3%	14 17.1% 27.5%	3 7.1% 5.9%	29 18.1% 56.9%	1 7.7% 2.0%	9 11.4% 17.6%
Good as a reward	51 14.8% 100.0%	40 16.7% 78.4%	18 18.9% 35.3%	12 19.4% 23.5%	28 15.8% 54.9%	6 18.2% 11.8%	3 9.4% 5.9%	6 37.5% 11.8%	11 16.2% 21.6%	16 17.0% 31.4%	10 14.5% 19.6%	4 21.1% 7.8%	8 22.9% 15.7%	5 11.1% 9.8%	14 19.2% 27.5%	20 22.0% 39.2%	11 13.4% 21.6%	7 16.7% 13.7%	26 16.3% 51.0%	2 15.4% 3.9%	8 10.1% 15.7%
Low price	39 11.3% 100.0%	33 13.8% 84.6%	10 10.5% 25.6%	8 12.9% 20.5%	25 14.1% 64.1%	2 6.1% 5.1%	4 12.5% 10.3%	3 18.8% 7.7%	12 17.6% 30.8%	12 12.8% 30.8%	6 8.7% 15.4%	0 0.0% 0.0%	4 11.4% 10.3%	3 6.7% 7.7%	10 13.7% 25.6%	16 17.6% 41.0%	8 9.8% 20.5%	5 11.9% 12.8%	21 13.1% 53.8%	1 7.7% 2.6%	7 8.9% 17.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019398

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	345	239	95	62	177	33	32	16	68	94	69	19	35	45	73	91	82	42	160	13	79
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	69.3%	27.5%	18.0%	51.3%	9.6%	9.3%	4.6%	19.7%	27.2%	20.0%	5.5%	10.1%	13.0%	21.2%	26.4%	23.8%	12.2%	46.4%	3.8%	22.9%
Smooth taste	74	53	21	18	35	3	9	6	18	22	17	3	10	14	13	20	18	5	42	2	16
	21.4%	22.2%	22.1%	29.0%	19.8%	9.1%	28.1%	37.5%	26.5%	23.4%	24.6%	15.8%	28.6%	31.1%	17.8%	22.0%	22.0%	11.9%	26.3%	15.4%	20.3%
	100.0%	71.6%	28.4%	24.3%	47.3%	4.1%	12.2%	8.1%	24.3%	29.7%	23.0%	4.1%	13.5%	18.9%	17.6%	27.0%	24.3%	6.8%	56.8%	2.7%	21.6%
Good for special occasions	67	49	22	16	33	6	7	7	14	22	15	4	11	10	13	23	17	10	30	3	13
	19.4%	20.5%	23.2%	25.8%	18.6%	18.2%	21.9%	43.8%	20.6%	23.4%	21.7%	21.1%	31.4%	22.2%	17.8%	25.3%	20.7%	23.8%	18.8%	23.1%	16.5%
	100.0%	73.1%	32.8%	23.9%	49.3%	9.0%	10.4%	10.4%	20.9%	32.8%	22.4%	6.0%	16.4%	14.9%	19.4%	34.3%	25.4%	14.9%	44.8%	4.5%	19.4%
Recommended by friends	54	40	13	11	29	2	5	4	12	17	12	2	5	8	13	17	16	5	29	1	10
	15.7%	16.7%	13.7%	17.7%	16.4%	6.1%	15.6%	25.0%	17.6%	18.1%	17.4%	10.5%	14.3%	17.8%	17.8%	18.7%	19.5%	11.9%	18.1%	7.7%	12.7%
	100.0%	74.1%	24.1%	20.4%	53.7%	3.7%	9.3%	7.4%	22.2%	31.5%	22.2%	3.7%	9.3%	14.8%	24.1%	31.5%	29.6%	9.3%	53.7%	1.9%	18.5%
Good for a gift	64	47	18	11	36	7	3	5	15	22	14	6	6	10	14	24	17	7	32	1	15
	18.6%	19.7%	18.9%	17.7%	20.3%	21.2%	9.4%	31.3%	22.1%	23.4%	20.3%	31.6%	17.1%	22.2%	19.2%	26.4%	20.7%	16.7%	20.0%	7.7%	19.0%
	100.0%	73.4%	28.1%	17.2%	56.3%	10.9%	4.7%	7.8%	23.4%	34.4%	21.9%	9.4%	9.4%	15.6%	21.9%	37.5%	26.6%	10.9%	50.0%	1.6%	23.4%
Consistent quality	100	74	23	17	57	6	6	8	23	32	19	5	12	12	23	37	24	8	48	3	25
	29.0%	31.0%	24.2%	27.4%	32.2%	18.2%	18.8%	50.0%	33.8%	34.0%	27.5%	26.3%	34.3%	26.7%	31.5%	40.7%	29.3%	19.0%	30.0%	23.1%	31.6%
	100.0%	74.0%	23.0%	17.0%	57.0%	6.0%	6.0%	8.0%	23.0%	32.0%	19.0%	5.0%	12.0%	12.0%	23.0%	37.0%	24.0%	8.0%	48.0%	3.0%	25.0%
Masculine	60	42	17	12	30	5	6	5	14	19	9	1	10	8	17	20	16	5	30	1	10
	17.4%	17.6%	17.9%	19.4%	16.9%	15.2%	18.8%	31.3%	20.6%	20.2%	13.0%	5.3%	28.6%	17.8%	23.3%	22.0%	19.5%	11.9%	18.8%	7.7%	12.7%
	100.0%	70.0%	28.3%	20.0%	50.0%	8.3%	10.0%	8.3%	23.3%	31.7%	15.0%	1.7%	16.7%	13.3%	28.3%	33.3%	26.7%	8.3%	50.0%	1.7%	16.7%
Brand I trust	94	77	23	22	55	1	10	7	22	33	20	2	12	17	18	31	24	9	46	3	20
	27.2%	32.2%	24.2%	35.5%	31.1%	3.0%	31.3%	43.8%	32.4%	35.1%	29.0%	10.5%	34.3%	37.8%	24.7%	34.1%	29.3%	21.4%	28.8%	23.1%	25.3%
	100.0%	81.9%	24.5%	23.4%	58.5%	1.1%	10.6%	7.4%	23.4%	35.1%	21.3%	2.1%	12.8%	18.1%	19.1%	33.0%	25.5%	9.6%	48.9%	3.2%	21.3%
Well constructed	112	88	33	25	63	8	13	10	27	33	26	6	18	19	24	37	28	12	57	3	25
	32.5%	36.8%	34.7%	40.3%	35.6%	24.2%	40.6%	62.5%	39.7%	35.1%	37.7%	31.6%	51.4%	42.2%	32.9%	40.7%	34.1%	28.6%	35.6%	23.1%	31.6%
	100.0%	78.6%	29.5%	22.3%	56.3%	7.1%	11.6%	8.9%	24.1%	29.5%	23.2%	5.4%	16.1%	17.0%	21.4%	33.0%	25.0%	10.7%	50.9%	2.7%	22.3%
Strong taste	60	46	19	15	31	4	8	6	13	18	14	3	11	8	15	18	10	7	33	0	11
	17.4%	19.2%	20.0%	24.2%	17.5%	12.1%	25.0%	37.5%	19.1%	19.1%	20.3%	15.8%	31.4%	17.8%	20.5%	19.8%	12.2%	16.7%	20.6%	0.0%	13.9%
	100.0%	76.7%	31.7%	25.0%	51.7%	6.7%	13.3%	10.0%	21.7%	30.0%	23.3%	5.0%	18.3%	13.3%	25.0%	30.0%	16.7%	11.7%	55.0%	0.0%	18.3%
For serious smokers	79	61	27	20	41	7	9	8	24	21	15	5	12	9	20	27	16	9	39	1	18
	22.9%	25.5%	28.4%	32.3%	23.2%	21.2%	28.1%	50.0%	35.3%	22.3%	21.7%	26.3%	34.3%	20.0%	27.4%	29.7%	19.5%	21.4%	24.4%	7.7%	22.8%
	100.0%	77.2%	34.2%	25.3%	51.9%	8.9%	11.4%	10.1%	30.4%	26.6%	19.0%	6.3%	15.2%	11.4%	25.3%	34.2%	20.3%	11.4%	49.4%	1.3%	22.8%
Popular	101	74	34	26	48	8	15	9	23	31	20	5	14	18	24	32	22	13	43	3	28
	29.3%	31.0%	35.8%	41.9%	27.1%	24.2%	46.9%	56.3%	33.8%	33.0%	29.0%	26.3%	40.0%	40.0%	32.9%	35.2%	26.8%	31.0%	26.9%	23.1%	35.4%
	100.0%	73.3%	33.7%	25.7%	47.5%	7.9%	14.9%	8.9%	22.8%	30.7%	19.8%	5.0%	13.9%	17.8%	23.8%	31.7%	21.8%	12.9%	42.6%	3.0%	27.7%
Easy to smoke	87	67	28	20	47	8	10	5	24	21	20	4	11	12	22	36	26	12	39	1	19
	25.2%	28.0%	29.5%	32.3%	26.6%	24.2%	31.3%	31.3%	35.3%	22.3%	29.0%	21.1%	31.4%	26.7%	30.1%	39.6%	31.7%	28.6%	24.4%	7.7%	24.1%
	100.0%	77.0%	32.2%	23.0%	54.0%	9.2%	11.5%	5.7%	27.6%	24.1%	23.0%	4.6%	12.6%	13.8%	25.3%	41.4%	29.9%	13.8%	44.8%	1.1%	21.8%
Easy draw	86	64	27	20	44	7	9	7	22	26	15	5	11	14	22	32	20	15	38	3	16
	24.9%	26.8%	28.4%	32.3%	24.9%	21.2%	28.1%	43.8%	32.4%	27.7%	21.7%	26.3%	31.4%	31.1%	30.1%	35.2%	24.4%	35.7%	23.8%	23.1%	20.3%
	100.0%	74.4%	31.4%	23.3%	51.2%	8.1%	10.5%	8.1%	25.6%	30.2%	17.4%	5.8%	12.8%	16.3%	25.6%	37.2%	23.3%	17.4%	44.2%	3.5%	18.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019399

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	345	239	95	62	177	33	32	16	68	94	69	19	35	45	73	91	82	42	160	13	79
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	69.3%	27.5%	18.0%	51.3%	9.6%	9.3%	4.6%	19.7%	27.2%	20.0%	5.5%	10.1%	13.0%	21.2%	26.4%	23.8%	12.2%	46.4%	3.8%	22.9%
No answer	100	66	24	15	51	9	8	3	16	26	23	5	9	11	23	19	21	10	44	5	26
	29.0%	27.6%	25.3%	24.2%	28.8%	27.3%	25.0%	18.8%	23.5%	27.7%	33.3%	26.3%	25.7%	24.4%	31.5%	20.9%	25.6%	23.8%	27.5%	38.5%	32.9%
	100.0%	66.0%	24.0%	15.0%	51.0%	9.0%	8.0%	3.0%	16.0%	26.0%	23.0%	5.0%	9.0%	11.0%	23.0%	19.0%	21.0%	10.0%	44.0%	5.0%	26.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019400

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	364	227	113	63	164	50	31	15	59	90	68	20	43	51	80	95	83	59	183	12	68
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	62.4%	31.0%	17.3%	45.1%	13.7%	8.5%	4.1%	16.2%	24.7%	18.7%	5.5%	11.8%	14.0%	22.0%	26.1%	22.8%	16.2%	50.3%	3.3%	18.7%
Te Amo																					
Casual	66	42	33	18	24	15	9	4	10	19	14	4	9	11	17	16	22	12	38	2	5
	18.1%	18.5%	29.2%	28.6%	14.6%	30.0%	29.0%	26.7%	16.9%	21.1%	20.6%	20.0%	20.9%	21.6%	21.3%	16.8%	26.5%	20.3%	20.8%	16.7%	7.4%
	100.0%	63.6%	50.0%	27.3%	36.4%	22.7%	13.6%	6.1%	15.2%	28.8%	21.2%	6.1%	13.6%	16.7%	25.8%	24.2%	33.3%	18.2%	57.6%	3.0%	7.6%
Individualistic	27	11	11	5	6	6	3	2	5	7	2	2	2	2	8	7	4	4	13	0	6
	7.4%	4.8%	9.7%	7.9%	3.7%	12.0%	9.7%	13.3%	8.5%	7.8%	2.9%	10.0%	4.7%	3.9%	10.0%	7.4%	4.8%	6.8%	7.1%	0.0%	8.8%
	100.0%	40.7%	40.7%	18.5%	22.2%	22.2%	11.1%	7.4%	18.5%	25.9%	7.4%	7.4%	7.4%	7.4%	29.6%	25.9%	14.8%	14.8%	48.1%	0.0%	22.2%
Mild taste	40	22	14	8	14	6	4	2	5	9	5	4	2	4	9	10	11	6	26	0	2
	11.0%	9.7%	12.4%	12.7%	8.5%	12.0%	12.9%	13.3%	8.5%	10.0%	7.4%	20.0%	4.7%	7.8%	11.3%	10.5%	13.3%	10.2%	14.2%	0.0%	2.9%
	100.0%	55.0%	35.0%	20.0%	35.0%	15.0%	10.0%	5.0%	12.5%	22.5%	12.5%	10.0%	5.0%	10.0%	22.5%	25.0%	27.5%	15.0%	65.0%	0.0%	5.0%
High quality	57	35	20	12	23	8	4	5	8	17	9	6	7	6	12	15	13	9	25	0	14
	15.7%	15.4%	17.7%	19.0%	14.0%	16.0%	12.9%	33.3%	13.6%	18.9%	13.2%	30.0%	16.3%	11.8%	15.0%	15.8%	15.7%	15.3%	13.7%	0.0%	20.6%
	100.0%	61.4%	35.1%	21.1%	40.4%	14.0%	7.0%	8.8%	14.0%	29.8%	15.8%	10.5%	12.3%	10.5%	21.1%	26.3%	22.8%	15.8%	43.9%	0.0%	24.6%
Smart choice	35	21	12	6	15	6	3	2	6	10	4	2	1	4	9	7	11	5	18	0	5
	9.6%	9.3%	10.6%	9.5%	9.1%	12.0%	9.7%	13.3%	10.2%	11.1%	5.9%	10.0%	2.3%	7.8%	11.3%	7.4%	13.3%	8.5%	9.8%	0.0%	7.4%
	100.0%	60.0%	34.3%	17.1%	42.9%	17.1%	8.6%	5.7%	17.1%	28.6%	11.4%	5.7%	2.9%	11.4%	25.7%	20.0%	31.4%	14.3%	51.4%	0.0%	14.3%
Refined taste	33	14	14	5	9	9	2	1	4	9	6	4	4	3	8	6	9	8	16	0	3
	9.1%	6.2%	12.4%	7.9%	5.5%	18.0%	6.5%	6.7%	6.8%	10.0%	8.8%	20.0%	9.3%	5.9%	10.0%	6.3%	10.8%	13.6%	8.7%	0.0%	4.4%
	100.0%	42.4%	42.4%	15.2%	27.3%	27.3%	6.1%	3.0%	12.1%	27.3%	18.2%	12.1%	12.1%	9.1%	24.2%	18.2%	27.3%	24.2%	48.5%	0.0%	9.1%
Recommended by tobacconists	42	23	9	4	19	5	3	0	9	8	8	1	3	4	8	12	16	5	27	2	3
	11.5%	10.1%	8.0%	6.3%	11.6%	10.0%	9.7%	0.0%	15.3%	8.9%	11.8%	5.0%	7.0%	7.8%	10.0%	12.6%	19.3%	8.5%	14.8%	16.7%	4.4%
	100.0%	54.8%	21.4%	9.5%	45.2%	11.9%	7.1%	0.0%	21.4%	19.0%	19.0%	2.4%	7.1%	9.5%	19.0%	28.6%	38.1%	11.9%	64.3%	4.8%	7.1%
Attractive packaging	19	7	7	3	4	4	1	1	4	4	1	2	5	1	8	7	4	3	8	0	2
	5.2%	3.1%	6.2%	4.8%	2.4%	8.0%	3.2%	6.7%	6.8%	4.4%	1.5%	10.0%	11.6%	2.0%	10.0%	7.4%	4.8%	5.1%	4.4%	0.0%	2.9%
	100.0%	36.8%	36.8%	15.8%	21.1%	21.1%	5.3%	5.3%	21.1%	21.1%	5.3%	10.5%	26.3%	5.3%	42.1%	36.8%	21.1%	15.8%	42.1%	0.0%	10.5%
Sophisticated	9	4	5	3	1	2	1	0	1	1	1	0	2	0	4	4	1	2	4	0	1
	2.5%	1.8%	4.4%	4.8%	0.6%	4.0%	3.2%	0.0%	1.7%	1.1%	1.5%	0.0%	4.7%	0.0%	5.0%	4.2%	1.2%	3.4%	2.2%	0.0%	1.5%
	100.0%	44.4%	55.6%	33.3%	11.1%	22.2%	11.1%	0.0%	11.1%	11.1%	11.1%	0.0%	22.2%	0.0%	44.4%	44.4%	11.1%	22.2%	44.4%	0.0%	11.1%
Innovative	10	4	6	3	1	3	2	1	1	3	1	0	1	2	2	2	4	1	5	0	0
	2.7%	1.8%	5.3%	4.8%	0.6%	6.0%	6.5%	6.7%	1.7%	3.3%	1.5%	0.0%	2.3%	3.9%	2.5%	2.1%	4.8%	1.7%	2.7%	0.0%	0.0%
	100.0%	40.0%	60.0%	30.0%	10.0%	30.0%	20.0%	10.0%	10.0%	30.0%	10.0%	0.0%	10.0%	20.0%	20.0%	20.0%	40.0%	10.0%	50.0%	0.0%	0.0%
Trendy	23	13	10	6	7	4	1	2	4	4	6	3	5	3	6	10	8	8	12	2	1
	6.3%	5.7%	8.8%	9.5%	4.3%	8.0%	3.2%	13.3%	6.8%	4.4%	8.8%	15.0%	11.6%	5.9%	7.5%	10.5%	9.6%	13.6%	6.6%	16.7%	1.5%
	100.0%	56.5%	43.5%	26.1%	30.4%	17.4%	4.3%	8.7%	17.4%	17.4%	26.1%	13.0%	21.7%	13.0%	26.1%	43.5%	34.8%	34.8%	52.2%	8.7%	4.3%
Prestigious	20	8	8	2	6	6	0	1	1	3	3	3	2	2	4	6	8	3	7	1	5
	5.5%	3.5%	7.1%	3.2%	3.7%	12.0%	0.0%	6.7%	1.7%	3.3%	4.4%	15.0%	4.7%	3.9%	5.0%	6.3%	9.6%	5.1%	3.8%	8.3%	7.4%
	100.0%	40.0%	40.0%	10.0%	30.0%	30.0%	0.0%	5.0%	5.0%	15.0%	15.0%	15.0%	10.0%	10.0%	20.0%	30.0%	40.0%	15.0%	35.0%	5.0%	25.0%
Sporty	28	19	8	6	13	2	1	4	5	10	5	1	4	4	6	6	7	5	16	1	2
	7.7%	8.4%	7.1%	9.5%	7.9%	4.0%	3.2%	26.7%	8.5%	11.1%	7.4%	5.0%	9.3%	7.8%	7.5%	6.3%	8.4%	8.5%	8.7%	8.3%	2.9%
	100.0%	67.9%	28.6%	21.4%	46.4%	7.1%	3.6%	14.3%	17.9%	35.7%	17.9%	3.6%	14.3%	14.3%	21.4%	21.4%	25.0%	17.9%	57.1%	3.6%	7.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019401

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	364 100.0% 100.0%	227 100.0% 62.4%	113 100.0% 31.0%	63 100.0% 17.3%	164 100.0% 45.1%	50 100.0% 13.7%	31 100.0% 8.5%	15 100.0% 4.1%	59 100.0% 16.2%	90 100.0% 24.7%	68 100.0% 18.7%	20 100.0% 5.5%	43 100.0% 11.8%	51 100.0% 14.0%	80 100.0% 22.0%	95 100.0% 26.1%	83 100.0% 22.8%	59 100.0% 16.2%	183 100.0% 50.3%	12 100.0% 3.3%	68 100.0% 18.7%
Reliable	46 12.6% 100.0%	28 12.3% 60.9%	14 12.4% 30.4%	8 12.7% 17.4%	20 12.2% 43.5%	6 12.0% 13.0%	3 9.7% 6.5%	3 20.0% 6.5%	4 6.8% 8.7%	19 21.1% 41.3%	7 10.3% 15.2%	3 15.0% 6.5%	4 9.3% 8.7%	6 11.8% 13.0%	8 10.0% 17.4%	9 9.5% 19.6%	11 13.3% 23.9%	8 13.6% 17.4%	25 13.7% 54.3%	1 8.3% 2.2%	5 7.4% 10.9%
Recommended by magazine	34 9.3% 100.0%	19 8.4% 55.9%	12 10.6% 35.3%	7 11.1% 20.6%	12 7.3% 35.3%	5 10.0% 14.7%	3 9.7% 8.8%	1 6.7% 2.9%	7 11.9% 20.6%	5 5.6% 14.7%	10 14.7% 29.4%	1 5.0% 2.9%	4 9.3% 11.8%	8 15.7% 23.5%	6 7.5% 17.6%	12 12.6% 35.3%	12 14.5% 35.3%	6 10.2% 17.6%	17 9.3% 50.0%	1 8.3% 2.9%	6 8.8% 17.6%
Great taste	60 16.5% 100.0%	37 16.3% 61.7%	22 19.5% 36.7%	13 20.6% 21.7%	24 14.6% 40.0%	9 18.0% 15.0%	5 16.1% 8.3%	4 26.7% 6.7%	9 15.3% 15.0%	18 20.0% 30.0%	10 14.7% 16.7%	5 25.0% 8.3%	7 16.3% 11.7%	6 11.8% 10.0%	17 21.3% 28.3%	18 18.9% 30.0%	12 14.5% 20.0%	9 15.3% 15.0%	32 17.5% 53.3%	0 0.0% 0.0%	11 16.2% 18.3%
Good value	82 22.5% 100.0%	58 25.6% 70.7%	27 23.9% 32.9%	16 25.4% 19.5%	42 25.6% 51.2%	11 22.0% 13.4%	6 19.4% 7.3%	6 40.0% 7.3%	14 23.7% 17.1%	28 31.1% 34.1%	13 19.1% 15.9%	7 35.0% 8.5%	7 16.3% 8.5%	11 21.6% 13.4%	20 25.0% 24.4%	25 26.3% 30.5%	22 26.5% 26.8%	13 22.0% 15.9%	45 24.6% 54.9%	1 8.3% 1.2%	11 16.2% 13.4%
For social smokers	43 11.8% 100.0%	27 11.9% 62.8%	18 15.9% 41.9%	9 14.3% 20.9%	18 11.0% 41.9%	9 18.0% 20.9%	3 9.7% 7.0%	4 26.7% 9.3%	5 8.5% 11.6%	16 17.8% 37.2%	4 5.9% 9.3%	6 30.0% 14.0%	7 16.3% 16.3%	4 7.8% 9.3%	15 18.8% 34.9%	15 15.8% 34.9%	13 15.7% 30.2%	7 11.9% 16.3%	25 13.7% 58.1%	0 0.0% 0.0%	5 7.4% 11.6%
Good for everyday	66 18.1% 100.0%	48 21.1% 72.7%	19 16.8% 28.8%	13 20.6% 19.7%	35 21.3% 53.0%	6 12.0% 9.1%	4 12.9% 6.1%	7 46.7% 10.6%	10 16.9% 15.2%	23 25.6% 34.8%	9 13.2% 13.6%	4 20.0% 6.1%	8 18.6% 12.1%	8 15.7% 12.1%	15 18.8% 22.7%	22 23.2% 33.3%	19 22.9% 28.8%	6 10.2% 9.1%	30 16.4% 45.5%	1 8.3% 1.5%	16 23.5% 24.2%
Fresh	66 18.1% 100.0%	45 19.8% 68.2%	25 22.1% 37.9%	15 23.8% 22.7%	30 18.3% 45.5%	10 20.0% 15.2%	5 16.1% 7.6%	6 40.0% 9.1%	10 16.9% 15.2%	28 31.1% 42.4%	9 13.2% 13.6%	6 30.0% 9.1%	6 14.0% 9.1%	10 19.6% 15.2%	13 16.3% 19.7%	18 18.9% 27.3%	14 16.9% 21.2%	12 20.3% 18.2%	29 15.8% 43.9%	1 8.3% 1.5%	15 22.1% 22.7%
Good for relaxing	72 19.8% 100.0%	49 21.6% 68.1%	25 22.1% 34.7%	15 23.8% 20.8%	34 20.7% 47.2%	10 20.0% 13.9%	6 19.4% 8.3%	6 40.0% 8.3%	10 16.9% 13.9%	24 26.7% 33.3%	8 11.8% 11.1%	5 25.0% 6.9%	7 16.3% 9.7%	11 21.6% 15.3%	19 23.8% 26.4%	22 23.2% 30.6%	20 24.1% 27.8%	15 25.4% 20.8%	30 16.4% 41.7%	1 8.3% 1.4%	13 19.1% 18.1%
Easy to find/widely available	111 30.5% 100.0%	81 35.7% 73.0%	32 28.3% 28.8%	24 38.1% 21.6%	57 34.8% 51.4%	8 16.0% 7.2%	11 35.5% 9.9%	8 53.3% 7.2%	24 40.7% 21.6%	34 37.8% 30.6%	18 26.5% 16.2%	5 25.0% 4.5%	11 25.6% 9.9%	16 31.4% 14.4%	29 36.3% 26.1%	40 42.1% 36.0%	34 41.0% 30.6%	16 27.1% 14.4%	58 31.7% 52.3%	3 25.0% 2.7%	16 23.5% 14.4%
Full flavored	55 15.1% 100.0%	40 17.6% 72.7%	21 18.6% 38.2%	16 25.4% 29.1%	24 14.6% 43.6%	5 10.0% 9.1%	4 12.9% 7.3%	7 46.7% 12.7%	8 13.6% 14.5%	19 21.1% 34.5%	10 14.7% 18.2%	3 15.0% 5.5%	7 16.3% 12.7%	6 11.8% 10.9%	12 15.0% 21.8%	19 20.0% 34.5%	16 19.3% 29.1%	9 15.3% 16.4%	30 16.4% 54.5%	1 8.3% 1.8%	11 16.2% 20.0%
Medium taste	46 12.6% 100.0%	30 13.2% 65.2%	16 14.2% 34.8%	10 15.9% 21.7%	20 12.2% 43.5%	6 12.0% 13.0%	4 12.9% 8.7%	3 20.0% 6.5%	6 10.2% 13.0%	13 14.4% 28.3%	10 14.7% 21.7%	2 10.0% 4.3%	5 11.6% 10.9%	7 13.7% 15.2%	10 12.5% 21.7%	12 12.6% 26.1%	15 18.1% 32.6%	4 6.8% 8.7%	24 13.1% 52.2%	1 8.3% 2.2%	5 7.4% 10.9%
Good as a reward	30 8.2% 100.0%	18 7.9% 60.0%	9 8.0% 30.0%	5 7.9% 16.7%	13 7.9% 43.3%	4 8.0% 13.3%	2 6.5% 6.7%	2 13.3% 6.7%	3 5.1% 10.0%	12 13.3% 40.0%	3 4.4% 10.0%	3 15.0% 10.0%	5 11.6% 16.7%	4 7.8% 13.3%	9 11.3% 30.0%	11 11.6% 36.7%	8 9.6% 26.7%	5 8.5% 16.7%	15 8.2% 50.0%	1 8.3% 3.3%	4 5.9% 13.3%
Low price	86 23.6% 100.0%	67 29.5% 77.9%	21 18.6% 24.4%	15 23.8% 17.4%	52 31.7% 60.5%	6 12.0% 7.0%	7 22.6% 8.1%	5 33.3% 5.8%	19 32.2% 22.1%	22 24.4% 25.6%	16 23.5% 18.6%	3 15.0% 3.5%	5 11.6% 5.8%	10 19.6% 11.6%	20 25.0% 23.3%	26 27.4% 30.2%	23 27.7% 26.7%	9 15.3% 10.5%	43 23.5% 50.0%	3 25.0% 3.5%	14 20.6% 16.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019402

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	364	227	113	63	164	50	31	15	59	90	68	20	43	51	80	95	83	59	183	12	68
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	62.4%	31.0%	17.3%	45.1%	13.7%	8.5%	4.1%	16.2%	24.7%	18.7%	5.5%	11.8%	14.0%	22.0%	26.1%	22.8%	16.2%	50.3%	3.3%	18.7%
Smooth taste	61	41	20	10	31	10	2	5	6	21	9	3	6	9	13	18	15	10	31	1	6
	16.8%	18.1%	17.7%	15.9%	18.9%	20.0%	6.5%	33.3%	10.2%	23.3%	13.2%	15.0%	14.0%	17.6%	16.3%	18.9%	18.1%	16.9%	16.9%	8.3%	8.8%
	100.0%	67.2%	32.8%	16.4%	50.8%	16.4%	3.3%	8.2%	9.8%	34.4%	14.8%	4.9%	9.8%	14.8%	21.3%	29.5%	24.6%	16.4%	50.8%	1.6%	9.8%
Good for special occasions	36	20	12	5	15	7	2	2	3	15	5	3	3	5	6	11	10	7	17	1	5
	9.9%	8.8%	10.6%	7.9%	9.1%	14.0%	6.5%	13.3%	5.1%	16.7%	7.4%	15.0%	7.0%	9.8%	7.5%	11.6%	12.0%	11.9%	9.3%	8.3%	7.4%
	100.0%	55.6%	33.3%	13.9%	41.7%	19.4%	5.6%	5.6%	8.3%	41.7%	13.9%	8.3%	8.3%	13.9%	16.7%	30.6%	27.8%	19.4%	47.2%	2.8%	13.9%
Recommended by friends	31	18	9	6	12	3	4	2	3	10	5	1	2	4	5	10	10	2	22	0	2
	8.5%	7.9%	8.0%	9.5%	7.3%	6.0%	12.9%	13.3%	5.1%	11.1%	7.4%	5.0%	4.7%	7.8%	6.3%	10.5%	12.0%	3.4%	12.0%	0.0%	2.9%
	100.0%	58.1%	29.0%	19.4%	38.7%	9.7%	12.9%	6.5%	9.7%	32.3%	16.1%	3.2%	6.5%	12.9%	16.1%	32.3%	32.3%	6.5%	71.0%	0.0%	6.5%
Good for a gift	40	27	19	10	17	9	4	3	5	13	5	3	3	7	9	13	13	4	20	0	7
	11.0%	11.9%	16.8%	15.9%	10.4%	18.0%	12.9%	20.0%	8.5%	14.4%	7.4%	15.0%	7.0%	13.7%	11.3%	13.7%	15.7%	6.8%	10.9%	0.0%	10.3%
	100.0%	67.5%	47.5%	25.0%	42.5%	22.5%	10.0%	7.5%	12.5%	32.5%	12.5%	7.5%	7.5%	17.5%	22.5%	32.5%	32.5%	10.0%	50.0%	0.0%	17.5%
Consistent quality	83	52	25	13	39	12	5	5	13	26	16	8	9	11	21	29	16	17	40	1	19
	22.8%	22.9%	22.1%	20.6%	23.8%	24.0%	16.1%	33.3%	22.0%	28.9%	23.5%	40.0%	20.9%	21.6%	26.3%	30.5%	19.3%	28.8%	21.9%	8.3%	27.9%
	100.0%	62.7%	30.1%	15.7%	47.0%	14.5%	6.0%	6.0%	15.7%	31.3%	19.3%	9.6%	10.8%	13.3%	25.3%	34.9%	19.3%	20.5%	48.2%	1.2%	22.9%
Masculine	55	34	18	12	22	6	5	4	8	14	13	1	8	7	13	15	16	9	26	2	7
	15.1%	15.0%	15.9%	19.0%	13.4%	12.0%	16.1%	26.7%	13.6%	15.6%	19.1%	5.0%	18.6%	13.7%	16.3%	15.8%	19.3%	15.3%	14.2%	16.7%	10.3%
	100.0%	61.8%	32.7%	21.8%	40.0%	10.9%	9.1%	7.3%	14.5%	25.5%	23.6%	1.8%	14.5%	12.7%	23.6%	27.3%	29.1%	16.4%	47.3%	3.6%	12.7%
Brand I trust	57	44	17	12	32	5	4	5	6	23	7	3	7	7	13	17	10	9	27	0	12
	15.7%	19.4%	15.0%	19.0%	19.5%	10.0%	12.9%	33.3%	10.2%	25.6%	10.3%	15.0%	16.3%	13.7%	16.3%	17.9%	12.0%	15.3%	14.8%	0.0%	17.6%
	100.0%	77.2%	29.8%	21.1%	56.1%	8.8%	7.0%	8.8%	10.5%	40.4%	12.3%	5.3%	12.3%	12.3%	22.8%	29.8%	17.5%	15.8%	47.4%	0.0%	21.1%
Well constructed	85	58	27	14	44	13	7	3	12	28	18	7	9	11	21	29	20	12	48	2	17
	23.4%	25.6%	23.9%	22.2%	26.8%	26.0%	22.6%	20.0%	20.3%	31.1%	26.5%	35.0%	20.9%	21.6%	26.3%	30.5%	24.1%	20.3%	26.2%	16.7%	25.0%
	100.0%	68.2%	31.8%	16.5%	51.8%	15.3%	8.2%	3.5%	14.1%	32.9%	21.2%	8.2%	10.6%	12.9%	24.7%	34.1%	23.5%	14.1%	56.5%	2.4%	20.0%
Strong taste	51	35	14	11	24	3	5	3	11	17	9	0	8	5	10	14	12	7	27	1	9
	14.0%	15.4%	12.4%	17.5%	14.6%	6.0%	16.1%	20.0%	18.6%	18.9%	13.2%	0.0%	18.6%	9.8%	12.5%	14.7%	14.5%	11.9%	14.8%	8.3%	13.2%
	100.0%	68.6%	27.5%	21.6%	47.1%	5.9%	9.8%	5.9%	21.6%	33.3%	17.6%	0.0%	15.7%	9.8%	19.6%	27.5%	23.5%	13.7%	52.9%	2.0%	17.6%
For serious smokers	44	32	17	12	20	5	5	3	4	18	7	2	6	7	9	12	12	5	23	2	10
	12.1%	14.1%	15.0%	19.0%	12.2%	10.0%	16.1%	20.0%	6.8%	20.0%	10.3%	10.0%	14.0%	13.7%	11.3%	12.6%	14.5%	8.5%	12.6%	16.7%	14.7%
	100.0%	72.7%	38.6%	27.3%	45.5%	11.4%	11.4%	6.8%	9.1%	40.9%	15.9%	4.5%	13.6%	15.9%	20.5%	27.3%	27.3%	11.4%	52.3%	4.5%	22.7%
Popular	84	50	28	13	37	15	5	2	13	15	14	6	5	15	22	28	24	14	41	2	12
	23.1%	22.0%	24.8%	20.6%	22.6%	30.0%	16.1%	13.3%	22.0%	16.7%	20.6%	30.0%	11.6%	29.4%	27.5%	29.5%	28.9%	23.7%	22.4%	16.7%	17.6%
	100.0%	59.5%	33.3%	15.5%	44.0%	17.9%	6.0%	2.4%	15.5%	17.9%	16.7%	7.1%	6.0%	17.9%	26.2%	33.3%	28.6%	16.7%	48.8%	2.4%	14.3%
Easy to smoke	73	49	26	16	33	10	6	6	13	23	10	5	10	7	22	24	14	13	35	1	11
	20.1%	21.6%	23.0%	25.4%	20.1%	20.0%	19.4%	40.0%	22.0%	25.6%	14.7%	25.0%	23.3%	13.7%	27.5%	25.3%	16.9%	22.0%	19.1%	8.3%	16.2%
	100.0%	67.1%	35.6%	21.9%	45.2%	13.7%	8.2%	8.2%	17.8%	31.5%	13.7%	6.8%	13.7%	9.6%	30.1%	32.9%	19.2%	17.8%	47.9%	1.4%	15.1%
Easy draw	70	53	23	15	38	8	7	5	13	24	9	3	8	7	22	25	15	8	37	1	12
	19.2%	23.3%	20.4%	23.8%	23.2%	16.0%	22.6%	33.3%	22.0%	26.7%	13.2%	15.0%	18.6%	13.7%	27.5%	26.3%	18.1%	13.6%	20.2%	8.3%	17.6%
	100.0%	75.7%	32.9%	21.4%	54.3%	11.4%	10.0%	7.1%	18.6%	34.3%	12.9%	4.3%	11.4%	10.0%	31.4%	35.7%	21.4%	11.4%	52.9%	1.4%	17.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019403

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	364	227	113	63	164	50	31	15	59	90	68	20	43	51	80	95	83	59	183	12	68
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	62.4%	31.0%	17.3%	45.1%	13.7%	8.5%	4.1%	16.2%	24.7%	18.7%	5.5%	11.8%	14.0%	22.0%	26.1%	22.8%	16.2%	50.3%	3.3%	18.7%
No answer	115	68	37	20	48	17	11	3	16	25	23	6	16	14	26	24	19	23	57	5	22
	31.6%	30.0%	32.7%	31.7%	29.3%	34.0%	35.5%	20.0%	27.1%	27.8%	33.8%	30.0%	37.2%	27.5%	32.5%	25.3%	22.9%	39.0%	31.1%	41.7%	32.4%
	100.0%	59.1%	32.2%	17.4%	41.7%	14.8%	9.6%	2.6%	13.9%	21.7%	20.0%	5.2%	13.9%	12.2%	22.6%	20.9%	16.5%	20.0%	49.6%	4.3%	19.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019404

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	73	55	20	14	41	6	9	3	12	24	17	3	3	7	16	26	34	3	40	5	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	75.3%	27.4%	19.2%	56.2%	8.2%	12.3%	4.1%	16.4%	32.9%	23.3%	4.1%	4.1%	9.6%	21.9%	35.6%	46.6%	4.1%	54.8%	6.8%	4.1%
Cohiba																					
Casual	9	4	4	1	3	3	0	1	2	4	1	3	1	0	6	7	7	0	7	1	0
	12.3%	7.3%	20.0%	7.1%	7.3%	50.0%	0.0%	33.3%	16.7%	16.7%	5.9%	100.0%	33.3%	0.0%	37.5%	26.9%	20.6%	0.0%	17.5%	20.0%	0.0%
	100.0%	44.4%	44.4%	11.1%	33.3%	33.3%	0.0%	11.1%	22.2%	44.4%	11.1%	33.3%	11.1%	0.0%	66.7%	77.8%	77.8%	0.0%	77.8%	11.1%	0.0%
Individualistic	22	15	6	3	12	3	2	0	5	7	4	3	1	1	7	10	11	1	12	1	0
	30.1%	27.3%	30.0%	21.4%	29.3%	50.0%	22.2%	0.0%	41.7%	29.2%	23.5%	100.0%	33.3%	14.3%	43.8%	38.5%	32.4%	33.3%	30.0%	20.0%	0.0%
	100.0%	68.2%	27.3%	13.6%	54.5%	13.6%	9.1%	0.0%	22.7%	31.8%	18.2%	13.6%	4.5%	4.5%	31.8%	45.5%	50.0%	4.5%	54.5%	4.5%	0.0%
Mild taste	8	4	2	0	4	2	0	0	0	3	2	2	0	0	2	4	4	2	2	1	0
	11.0%	7.3%	10.0%	0.0%	9.8%	33.3%	0.0%	0.0%	0.0%	12.5%	11.8%	66.7%	0.0%	0.0%	12.5%	15.4%	11.8%	66.7%	5.0%	20.0%	0.0%
	100.0%	50.0%	25.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	37.5%	25.0%	25.0%	0.0%	0.0%	25.0%	50.0%	50.0%	25.0%	25.0%	12.5%	0.0%
High quality	43	32	13	8	24	5	6	1	9	15	9	3	2	3	13	16	21	1	25	2	1
	58.9%	58.2%	65.0%	57.1%	58.5%	83.3%	66.7%	33.3%	75.0%	62.5%	52.9%	100.0%	66.7%	42.9%	81.3%	61.5%	61.8%	33.3%	62.5%	40.0%	33.3%
	100.0%	74.4%	30.2%	18.6%	55.8%	11.6%	14.0%	2.3%	20.9%	34.9%	20.9%	7.0%	4.7%	7.0%	30.2%	37.2%	48.8%	2.3%	58.1%	4.7%	2.3%
Smart choice	19	15	5	2	13	3	1	1	3	10	2	3	1	1	6	7	11	0	9	2	1
	26.0%	27.3%	25.0%	14.3%	31.7%	50.0%	11.1%	33.3%	25.0%	41.7%	11.8%	100.0%	33.3%	14.3%	37.5%	26.9%	32.4%	0.0%	22.5%	40.0%	33.3%
	100.0%	78.9%	26.3%	10.5%	68.4%	15.8%	5.3%	5.3%	15.8%	52.6%	10.5%	15.8%	5.3%	5.3%	31.6%	36.8%	57.9%	0.0%	47.4%	10.5%	5.3%
Refined taste	28	21	8	3	18	5	2	0	7	11	2	3	0	1	10	13	15	1	13	2	1
	38.4%	38.2%	40.0%	21.4%	43.9%	83.3%	22.2%	0.0%	58.3%	45.8%	11.8%	100.0%	0.0%	14.3%	62.5%	50.0%	44.1%	33.3%	32.5%	40.0%	33.3%
	100.0%	75.0%	28.6%	10.7%	64.3%	17.9%	7.1%	0.0%	25.0%	39.3%	7.1%	10.7%	0.0%	3.6%	35.7%	46.4%	53.6%	3.6%	46.4%	7.1%	3.6%
Recommended by tobacconists	37	30	10	7	23	3	5	2	5	15	10	2	2	2	8	13	18	0	25	2	2
	50.7%	54.5%	50.0%	50.0%	56.1%	50.0%	55.6%	66.7%	41.7%	62.5%	58.8%	66.7%	66.7%	28.6%	50.0%	50.0%	52.9%	0.0%	62.5%	40.0%	66.7%
	100.0%	81.1%	27.0%	18.9%	62.2%	8.1%	13.5%	5.4%	13.5%	40.5%	27.0%	5.4%	5.4%	5.4%	21.6%	35.1%	48.6%	0.0%	67.6%	5.4%	5.4%
Attractive packaging	9	5	4	1	4	3	1	0	4	2	0	2	1	0	6	8	4	0	6	1	0
	12.3%	9.1%	20.0%	7.1%	9.8%	50.0%	11.1%	0.0%	33.3%	8.3%	0.0%	66.7%	33.3%	0.0%	37.5%	30.8%	11.8%	0.0%	15.0%	20.0%	0.0%
	100.0%	55.6%	44.4%	11.1%	44.4%	33.3%	11.1%	0.0%	44.4%	22.2%	0.0%	22.2%	11.1%	0.0%	66.7%	88.9%	44.4%	0.0%	66.7%	11.1%	0.0%
Sophisticated	23	18	7	4	14	3	2	1	7	7	3	2	2	1	11	12	12	0	12	1	1
	31.5%	32.7%	35.0%	28.6%	34.1%	50.0%	22.2%	33.3%	58.3%	29.2%	17.6%	66.7%	66.7%	14.3%	68.8%	46.2%	35.3%	0.0%	30.0%	20.0%	33.3%
	100.0%	78.3%	30.4%	17.4%	60.9%	13.0%	8.7%	4.3%	30.4%	30.4%	13.0%	8.7%	8.7%	4.3%	47.8%	52.2%	52.2%	0.0%	52.2%	4.3%	4.3%
Innovative	10	6	6	3	3	3	2	1	3	3	1	2	2	1	7	8	5	0	6	1	0
	13.7%	10.9%	30.0%	21.4%	7.3%	50.0%	22.2%	33.3%	25.0%	12.5%	5.9%	66.7%	66.7%	14.3%	43.8%	30.8%	14.7%	0.0%	15.0%	20.0%	0.0%
	100.0%	60.0%	60.0%	30.0%	30.0%	30.0%	20.0%	10.0%	30.0%	30.0%	10.0%	20.0%	20.0%	10.0%	70.0%	80.0%	50.0%	0.0%	60.0%	10.0%	0.0%
Trendy	21	15	5	2	13	3	2	0	7	5	4	2	1	0	8	12	13	0	11	3	1
	28.8%	27.3%	25.0%	14.3%	31.7%	50.0%	22.2%	0.0%	58.3%	20.8%	23.5%	66.7%	33.3%	0.0%	50.0%	46.2%	38.2%	0.0%	27.5%	60.0%	33.3%
	100.0%	71.4%	23.8%	9.5%	61.9%	14.3%	9.5%	0.0%	33.3%	23.8%	19.0%	9.5%	4.8%	0.0%	38.1%	57.1%	61.9%	0.0%	52.4%	14.3%	4.8%
Prestigious	32	25	8	5	20	3	3	1	9	9	7	2	2	2	11	14	18	3	19	2	1
	43.8%	45.5%	40.0%	35.7%	48.8%	50.0%	33.3%	33.3%	75.0%	37.5%	41.2%	66.7%	66.7%	28.6%	68.8%	53.8%	52.9%	100.0%	47.5%	40.0%	33.3%
	100.0%	78.1%	25.0%	15.6%	62.5%	9.4%	9.4%	3.1%	28.1%	28.1%	21.9%	6.3%	6.3%	6.3%	34.4%	43.8%	56.3%	9.4%	59.4%	6.3%	3.1%
Sporty	8	5	7	5	0	2	3	1	1	2	2	2	2	1	6	7	5	0	4	2	0
	11.0%	9.1%	35.0%	35.7%	0.0%	33.3%	33.3%	33.3%	8.3%	8.3%	11.8%	66.7%	66.7%	14.3%	37.5%	26.9%	14.7%	0.0%	10.0%	40.0%	0.0%
	100.0%	62.5%	87.5%	62.5%	0.0%	25.0%	37.5%	12.5%	12.5%	25.0%	25.0%	25.0%	25.0%	12.5%	75.0%	87.5%	62.5%	0.0%	50.0%	25.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019405

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	73 100.0% 100.0%	55 100.0% 75.3%	20 100.0% 27.4%	14 100.0% 19.2%	41 100.0% 56.2%	6 100.0% 8.2%	9 100.0% 12.3%	3 100.0% 4.1%	12 100.0% 16.4%	24 100.0% 32.9%	17 100.0% 23.3%	3 100.0% 4.1%	3 100.0% 4.1%	7 100.0% 9.6%	16 100.0% 21.9%	26 100.0% 35.6%	34 100.0% 46.6%	3 100.0% 4.1%	40 100.0% 54.8%	5 100.0% 6.8%	3 100.0% 4.1%
Reliable	26 35.6% 100.0%	20 36.4% 76.9%	9 45.0% 34.6%	6 42.9% 23.1%	14 34.1% 53.8%	3 50.0% 11.5%	4 44.4% 15.4%	1 33.3% 3.8%	8 66.7% 30.8%	7 29.2% 26.9%	4 23.5% 15.4%	3 100.0% 11.5%	2 66.7% 7.7%	1 14.3% 3.8%	10 62.5% 38.5%	14 53.8% 53.8%	16 47.1% 61.5%	0 0.0% 0.0%	16 40.0% 61.5%	2 40.0% 7.7%	1 33.3% 3.8%
Recommended by magazine	15 20.5% 100.0%	12 21.8% 80.0%	5 25.0% 33.3%	3 21.4% 20.0%	9 22.0% 60.0%	2 33.3% 13.3%	3 33.3% 20.0%	0 0.0% 0.0%	5 41.7% 33.3%	6 25.0% 40.0%	2 11.8% 13.3%	2 66.7% 13.3%	1 33.3% 6.7%	1 14.3% 6.7%	7 43.8% 46.7%	11 42.3% 73.3%	9 26.5% 60.0%	0 0.0% 0.0%	8 20.0% 53.3%	2 40.0% 13.3%	1 33.3% 6.7%
Great taste	38 52.1% 100.0%	30 54.5% 78.9%	9 45.0% 23.7%	6 42.9% 15.8%	24 58.5% 63.2%	3 50.0% 7.9%	3 33.3% 7.9%	2 66.7% 5.3%	10 83.3% 26.3%	11 45.8% 28.9%	9 52.9% 23.7%	3 100.0% 7.9%	3 100.0% 7.9%	1 14.3% 2.6%	11 68.8% 28.9%	15 57.7% 39.5%	21 61.8% 55.3%	3 100.0% 7.9%	21 52.5% 55.3%	1 20.0% 2.6%	2 66.7% 5.3%
Good value	15 20.5% 100.0%	11 20.0% 73.3%	5 25.0% 33.3%	2 14.3% 13.3%	9 22.0% 60.0%	3 50.0% 20.0%	1 11.1% 6.7%	1 33.3% 6.7%	3 25.0% 20.0%	7 29.2% 46.7%	1 5.9% 6.7%	3 100.0% 20.0%	2 66.7% 13.3%	0 0.0% 0.0%	7 43.8% 46.7%	9 34.6% 60.0%	8 23.5% 53.3%	1 33.3% 6.7%	7 17.5% 46.7%	1 20.0% 6.7%	2 66.7% 13.3%
For social smokers	11 15.1% 100.0%	6 10.9% 54.5%	4 20.0% 36.4%	1 7.1% 9.1%	5 12.2% 45.5%	3 50.0% 27.3%	1 11.1% 9.1%	0 0.0% 0.0%	4 33.3% 36.4%	4 16.7% 36.4%	0 0.0% 0.0%	3 100.0% 27.3%	1 33.3% 9.1%	0 0.0% 0.0%	7 43.8% 63.6%	8 30.8% 72.7%	6 17.6% 54.5%	0 0.0% 0.0%	7 17.5% 63.6%	1 20.0% 9.1%	0 0.0% 0.0%
Good for everyday	12 16.4% 100.0%	7 12.7% 58.3%	5 25.0% 41.7%	2 14.3% 16.7%	5 12.2% 41.7%	3 50.0% 25.0%	1 11.1% 8.3%	1 33.3% 8.3%	2 16.7% 16.7%	6 25.0% 50.0%	1 5.9% 8.3%	3 100.0% 25.0%	1 33.3% 8.3%	0 0.0% 0.0%	5 31.3% 41.7%	7 26.9% 58.3%	7 20.6% 58.3%	0 0.0% 0.0%	8 20.0% 66.7%	1 20.0% 8.3%	0 0.0% 0.0%
Fresh	27 37.0% 100.0%	20 36.4% 74.1%	8 40.0% 29.6%	4 28.6% 14.8%	16 39.0% 59.3%	4 66.7% 14.8%	2 22.2% 7.4%	1 33.3% 3.7%	4 33.3% 14.8%	11 45.8% 40.7%	6 35.3% 22.2%	3 100.0% 11.1%	1 33.3% 3.7%	0 0.0% 0.0%	7 43.8% 25.9%	9 34.6% 33.3%	13 38.2% 48.1%	1 33.3% 3.7%	16 40.0% 59.3%	2 40.0% 7.4%	1 33.3% 3.7%
Good for relaxing	30 41.1% 100.0%	21 38.2% 70.0%	8 40.0% 26.7%	4 28.6% 13.3%	17 41.5% 56.7%	4 66.7% 13.3%	1 11.1% 3.3%	1 33.3% 3.3%	4 33.3% 13.3%	9 37.5% 30.0%	6 35.3% 20.0%	2 66.7% 6.7%	1 33.3% 3.3%	1 14.3% 3.3%	9 56.3% 30.0%	11 42.3% 36.7%	16 47.1% 53.3%	1 33.3% 3.3%	15 37.5% 50.0%	1 20.0% 3.3%	2 66.7% 6.7%
Easy to find/widely available	15 20.5% 100.0%	12 21.8% 80.0%	7 35.0% 46.7%	5 35.7% 33.3%	7 17.1% 46.7%	2 33.3% 13.3%	3 33.3% 20.0%	2 66.7% 13.3%	1 8.3% 6.7%	7 29.2% 46.7%	4 23.5% 26.7%	2 66.7% 13.3%	2 66.7% 13.3%	1 14.3% 6.7%	6 37.5% 40.0%	10 38.5% 66.7%	6 17.6% 40.0%	0 0.0% 0.0%	10 25.0% 66.7%	2 40.0% 13.3%	1 33.3% 6.7%
Full flavored	26 35.6% 100.0%	22 40.0% 84.6%	8 40.0% 30.8%	4 28.6% 15.4%	18 43.9% 69.2%	4 66.7% 15.4%	2 22.2% 7.7%	1 33.3% 3.8%	10 83.3% 38.5%	9 37.5% 34.6%	2 11.8% 7.7%	3 100.0% 11.5%	2 66.7% 7.7%	1 14.3% 3.8%	10 62.5% 38.5%	15 57.7% 57.7%	16 47.1% 61.5%	0 0.0% 0.0%	15 37.5% 57.7%	1 20.0% 3.8%	1 33.3% 3.8%
Medium taste	17 23.3% 100.0%	13 23.6% 76.5%	7 35.0% 41.2%	4 28.6% 23.5%	9 22.0% 52.9%	3 50.0% 17.6%	1 11.1% 5.9%	2 66.7% 11.8%	1 8.3% 5.9%	5 20.8% 29.4%	4 23.5% 23.5%	2 66.7% 11.8%	2 66.7% 11.8%	0 0.0% 0.0%	6 37.5% 35.3%	7 26.9% 41.2%	7 20.6% 41.2%	0 0.0% 0.0%	10 25.0% 58.8%	1 20.0% 5.9%	0 0.0% 0.0%
Good as a reward	33 45.2% 100.0%	26 47.3% 78.8%	9 45.0% 27.3%	7 50.0% 21.2%	19 46.3% 57.6%	2 33.3% 6.1%	3 33.3% 9.1%	2 66.7% 6.1%	8 66.7% 24.2%	11 45.8% 33.3%	6 35.3% 18.2%	2 66.7% 6.1%	3 100.0% 9.1%	2 28.6% 6.1%	12 75.0% 36.4%	17 65.4% 51.5%	22 64.7% 66.7%	2 66.7% 6.1%	18 45.0% 54.5%	1 20.0% 3.0%	1 33.3% 3.0%
Low price	3 4.1% 100.0%	1 1.8% 33.3%	3 15.0% 100.0%	1 7.1% 33.3%	0 0.0% 0.0%	2 33.3% 66.7%	0 0.0% 0.0%	1 33.3% 33.3%	0 0.0% 0.0%	2 8.3% 66.7%	0 0.0% 0.0%	2 66.7% 66.7%	1 33.3% 33.3%	0 0.0% 0.0%	3 18.8% 100.0%	3 11.5% 100.0%	2 5.9% 66.7%	0 0.0% 0.0%	1 2.5% 33.3%	1 20.0% 33.3%	0 0.0% 0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019406

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	73	55	20	14	41	6	9	3	12	24	17	3	3	7	16	26	34	3	40	5	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	75.3%	27.4%	19.2%	56.2%	8.2%	12.3%	4.1%	16.4%	32.9%	23.3%	4.1%	4.1%	9.6%	21.9%	35.6%	46.6%	4.1%	54.8%	6.8%	4.1%
Smooth taste	34	25	10	5	20	5	2	2	6	15	5	3	2	3	10	16	18	1	21	3	1
	46.6%	45.5%	50.0%	35.7%	48.8%	83.3%	22.2%	66.7%	50.0%	62.5%	29.4%	100.0%	66.7%	42.9%	62.5%	61.5%	52.9%	33.3%	52.5%	60.0%	33.3%
	100.0%	73.5%	29.4%	14.7%	58.8%	14.7%	5.9%	5.9%	17.6%	44.1%	14.7%	8.8%	5.9%	8.8%	29.4%	47.1%	52.9%	2.9%	61.8%	8.8%	2.9%
Good for special occasions	32	26	9	5	21	4	3	1	8	11	6	2	2	2	11	13	15	0	18	1	1
	43.8%	47.3%	45.0%	35.7%	51.2%	66.7%	33.3%	33.3%	66.7%	45.8%	35.3%	66.7%	66.7%	28.6%	68.8%	50.0%	44.1%	0.0%	45.0%	20.0%	33.3%
	100.0%	81.3%	28.1%	15.6%	65.6%	12.5%	9.4%	3.1%	25.0%	34.4%	18.8%	6.3%	6.3%	6.3%	34.4%	40.6%	46.9%	0.0%	56.3%	3.1%	3.1%
Recommended by friends	24	19	8	5	14	3	4	1	5	8	7	2	2	2	5	9	13	0	14	2	0
	32.9%	34.5%	40.0%	35.7%	34.1%	50.0%	44.4%	33.3%	41.7%	33.3%	41.2%	66.7%	66.7%	28.6%	31.3%	34.6%	38.2%	0.0%	35.0%	40.0%	0.0%
	100.0%	79.2%	33.3%	20.8%	58.3%	12.5%	16.7%	4.2%	20.8%	33.3%	29.2%	8.3%	8.3%	8.3%	20.8%	37.5%	54.2%	0.0%	58.3%	8.3%	0.0%
Good for a gift	35	26	8	5	21	3	3	1	8	10	8	2	2	3	10	12	17	1	19	1	2
	47.9%	47.3%	40.0%	35.7%	51.2%	50.0%	33.3%	33.3%	66.7%	41.7%	47.1%	66.7%	66.7%	42.9%	62.5%	46.2%	50.0%	33.3%	47.5%	20.0%	66.7%
	100.0%	74.3%	22.9%	14.3%	60.0%	8.6%	8.6%	2.9%	22.9%	28.6%	22.9%	5.7%	5.7%	8.6%	28.6%	34.3%	48.6%	2.9%	54.3%	2.9%	5.7%
Consistent quality	42	34	12	7	27	5	5	1	9	17	7	3	2	3	14	20	19	2	24	3	2
	57.5%	61.8%	60.0%	50.0%	65.9%	83.3%	55.6%	33.3%	75.0%	70.8%	41.2%	100.0%	66.7%	42.9%	87.5%	76.9%	55.9%	66.7%	60.0%	60.0%	66.7%
	100.0%	81.0%	28.6%	16.7%	64.3%	11.9%	11.9%	2.4%	21.4%	40.5%	16.7%	7.1%	4.8%	7.1%	33.3%	47.6%	45.2%	4.8%	57.1%	7.1%	4.8%
Masculine	22	15	7	3	12	4	1	1	4	9	2	2	1	1	10	10	13	0	9	2	2
	30.1%	27.3%	35.0%	21.4%	29.3%	66.7%	11.1%	33.3%	33.3%	37.5%	11.8%	66.7%	33.3%	14.3%	62.5%	38.5%	38.2%	0.0%	22.5%	40.0%	66.7%
	100.0%	68.2%	31.8%	13.6%	54.5%	18.2%	4.5%	4.5%	18.2%	40.9%	9.1%	9.1%	4.5%	4.5%	45.5%	45.5%	59.1%	0.0%	40.9%	9.1%	9.1%
Brand I trust	41	33	13	7	26	6	5	1	10	16	7	3	2	3	13	18	22	0	24	4	2
	56.2%	60.0%	65.0%	50.0%	63.4%	100.0%	55.6%	33.3%	83.3%	66.7%	41.2%	100.0%	66.7%	42.9%	81.3%	69.2%	64.7%	0.0%	60.0%	80.0%	66.7%
	100.0%	80.5%	31.7%	17.1%	63.4%	14.6%	12.2%	2.4%	24.4%	39.0%	17.1%	7.3%	4.9%	7.3%	31.7%	43.9%	53.7%	0.0%	58.5%	9.8%	4.9%
Well constructed	35	27	9	5	22	4	2	2	10	12	6	3	3	2	13	18	18	2	20	2	2
	47.9%	49.1%	45.0%	35.7%	53.7%	66.7%	22.2%	66.7%	83.3%	50.0%	35.3%	100.0%	100.0%	28.6%	81.3%	69.2%	52.9%	66.7%	50.0%	40.0%	66.7%
	100.0%	77.1%	25.7%	14.3%	62.9%	11.4%	5.7%	5.7%	28.6%	34.3%	17.1%	8.6%	8.6%	5.7%	37.1%	51.4%	51.4%	5.7%	57.1%	5.7%	5.7%
Strong taste	15	10	6	2	8	4	1	1	5	6	2	3	1	2	8	11	10	0	8	1	1
	20.5%	18.2%	30.0%	14.3%	19.5%	66.7%	11.1%	33.3%	41.7%	25.0%	11.8%	100.0%	33.3%	28.6%	50.0%	42.3%	29.4%	0.0%	20.0%	20.0%	33.3%
	100.0%	66.7%	40.0%	13.3%	53.3%	26.7%	6.7%	6.7%	33.3%	40.0%	13.3%	20.0%	6.7%	13.3%	53.3%	73.3%	66.7%	0.0%	53.3%	6.7%	6.7%
For serious smokers	36	31	12	9	22	3	5	2	9	13	7	2	3	1	13	19	19	0	20	3	2
	49.3%	56.4%	60.0%	64.3%	53.7%	50.0%	55.6%	66.7%	75.0%	54.2%	41.2%	66.7%	100.0%	14.3%	81.3%	73.1%	55.9%	0.0%	50.0%	60.0%	66.7%
	100.0%	86.1%	33.3%	25.0%	61.1%	8.3%	13.9%	5.6%	25.0%	36.1%	19.4%	5.6%	8.3%	2.8%	36.1%	52.8%	52.8%	0.0%	55.6%	8.3%	5.6%
Popular	38	28	13	8	20	5	5	2	8	12	7	2	3	3	13	19	17	1	20	3	2
	52.1%	50.9%	65.0%	57.1%	48.8%	83.3%	55.6%	66.7%	66.7%	50.0%	41.2%	66.7%	100.0%	42.9%	81.3%	73.1%	50.0%	33.3%	50.0%	60.0%	66.7%
	100.0%	73.7%	34.2%	21.1%	52.6%	13.2%	13.2%	5.3%	21.1%	31.6%	18.4%	5.3%	7.9%	7.9%	34.2%	50.0%	44.7%	2.6%	52.6%	7.9%	5.3%
Easy to smoke	36	27	9	4	23	5	1	2	8	14	4	3	3	1	11	15	18	2	19	3	1
	49.3%	49.1%	45.0%	28.6%	56.1%	83.3%	11.1%	66.7%	66.7%	58.3%	23.5%	100.0%	100.0%	14.3%	68.8%	57.7%	52.9%	66.7%	47.5%	60.0%	33.3%
	100.0%	75.0%	25.0%	11.1%	63.9%	13.9%	2.8%	5.6%	22.2%	38.9%	11.1%	8.3%	8.3%	2.8%	30.6%	41.7%	50.0%	5.6%	52.8%	8.3%	2.8%
Easy draw	35	29	11	7	22	4	3	2	9	14	5	3	3	3	11	14	19	2	20	3	1
	47.9%	52.7%	55.0%	50.0%	53.7%	66.7%	33.3%	66.7%	75.0%	58.3%	29.4%	100.0%	100.0%	42.9%	68.8%	53.8%	55.9%	66.7%	50.0%	60.0%	33.3%
	100.0%	82.9%	31.4%	20.0%	62.9%	11.4%	8.6%	5.7%	25.7%	40.0%	14.3%	8.6%	8.6%	8.6%	31.4%	40.0%	54.3%	5.7%	57.1%	8.6%	2.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019407

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	73	55	20	14	41	6	9	3	12	24	17	3	3	7	16	26	34	3	40	5	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	75.3%	27.4%	19.2%	56.2%	8.2%	12.3%	4.1%	16.4%	32.9%	23.3%	4.1%	4.1%	9.6%	21.9%	35.6%	46.6%	4.1%	54.8%	6.8%	4.1%
No answer	7	4	3	3	1	0	2	1	1	2	2	0	0	3	0	1	3	0	4	0	0
	9.6%	7.3%	15.0%	21.4%	2.4%	0.0%	22.2%	33.3%	8.3%	8.3%	11.8%	0.0%	0.0%	42.9%	0.0%	3.8%	8.8%	0.0%	10.0%	0.0%	0.0%
	100.0%	57.1%	42.9%	42.9%	14.3%	0.0%	28.6%	14.3%	14.3%	28.6%	28.6%	0.0%	0.0%	42.9%	0.0%	14.3%	42.9%	0.0%	57.1%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019408

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	29	22	9	5	17	4	5	0	6	13	5	1	6	4	6	12	9	1	14	2	2
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	75.9%	31.0%	17.2%	58.6%	13.8%	17.2%	0.0%	20.7%	44.8%	17.2%	3.4%	20.7%	13.8%	20.7%	41.4%	31.0%	3.4%	48.3%	6.9%	6.9%
Davidoff																					
Casual	5	1	3	0	1	3	0	0	0	1	1	1	2	0	1	1	1	1	1	1	0
	17.2%	4.5%	33.3%	0.0%	5.9%	75.0%	0.0%	0.0%	0.0%	7.7%	20.0%	100.0%	33.3%	0.0%	16.7%	8.3%	11.1%	100.0%	7.1%	50.0%	0.0%
	100.0%	20.0%	60.0%	0.0%	20.0%	60.0%	0.0%	0.0%	0.0%	20.0%	20.0%	20.0%	40.0%	0.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	0.0%
Individualistic	8	6	4	3	3	1	3	0	2	5	1	1	2	0	2	5	1	0	3	1	1
	27.6%	27.3%	44.4%	60.0%	17.6%	25.0%	60.0%	0.0%	33.3%	38.5%	20.0%	100.0%	33.3%	0.0%	33.3%	41.7%	11.1%	0.0%	21.4%	50.0%	50.0%
	100.0%	75.0%	50.0%	37.5%	37.5%	12.5%	37.5%	0.0%	25.0%	62.5%	12.5%	12.5%	25.0%	0.0%	25.0%	62.5%	12.5%	0.0%	37.5%	12.5%	12.5%
Mild taste	9	5	4	1	4	3	1	0	2	3	1	1	3	1	3	3	2	1	4	1	0
	31.0%	22.7%	44.4%	20.0%	23.5%	75.0%	20.0%	0.0%	33.3%	23.1%	20.0%	100.0%	50.0%	25.0%	50.0%	25.0%	22.2%	100.0%	28.6%	50.0%	0.0%
	100.0%	55.6%	44.4%	11.1%	44.4%	33.3%	11.1%	0.0%	22.2%	33.3%	11.1%	11.1%	33.3%	11.1%	33.3%	33.3%	22.2%	11.1%	44.4%	11.1%	0.0%
High quality	22	17	7	4	13	3	4	0	5	11	3	1	5	1	5	12	6	1	10	2	2
	75.9%	77.3%	77.8%	80.0%	76.5%	75.0%	80.0%	0.0%	83.3%	84.6%	60.0%	100.0%	83.3%	25.0%	83.3%	100.0%	66.7%	100.0%	71.4%	100.0%	100.0%
	100.0%	77.3%	31.8%	18.2%	59.1%	13.6%	18.2%	0.0%	22.7%	50.0%	13.6%	4.5%	22.7%	4.5%	22.7%	54.5%	27.3%	4.5%	45.5%	9.1%	9.1%
Smart choice	16	14	5	3	11	2	3	0	3	9	0	1	4	1	4	7	4	1	9	1	1
	55.2%	63.6%	55.6%	60.0%	64.7%	50.0%	60.0%	0.0%	50.0%	69.2%	0.0%	100.0%	66.7%	25.0%	66.7%	58.3%	44.4%	100.0%	64.3%	50.0%	50.0%
	100.0%	87.5%	31.3%	18.8%	68.8%	12.5%	18.8%	0.0%	18.8%	56.3%	0.0%	6.3%	25.0%	6.3%	25.0%	43.8%	25.0%	6.3%	56.3%	6.3%	6.3%
Refined taste	16	13	6	4	9	2	4	0	4	8	2	1	4	1	5	9	5	1	8	2	1
	55.2%	59.1%	66.7%	80.0%	52.9%	50.0%	80.0%	0.0%	66.7%	61.5%	40.0%	100.0%	66.7%	25.0%	83.3%	75.0%	55.6%	100.0%	57.1%	100.0%	50.0%
	100.0%	81.3%	37.5%	25.0%	56.3%	12.5%	25.0%	0.0%	25.0%	50.0%	12.5%	6.3%	25.0%	6.3%	31.3%	56.3%	31.3%	6.3%	50.0%	12.5%	6.3%
Recommended by tobacconists	16	13	6	4	9	2	4	0	3	9	1	1	4	1	4	10	5	1	8	2	2
	55.2%	59.1%	66.7%	80.0%	52.9%	50.0%	80.0%	0.0%	50.0%	69.2%	20.0%	100.0%	66.7%	25.0%	66.7%	83.3%	55.6%	100.0%	57.1%	100.0%	100.0%
	100.0%	81.3%	37.5%	25.0%	56.3%	12.5%	25.0%	0.0%	18.8%	56.3%	6.3%	6.3%	25.0%	6.3%	25.0%	62.5%	31.3%	6.3%	50.0%	12.5%	12.5%
Attractive packaging	5	4	2	1	3	1	1	0	1	4	0	1	2	0	2	3	0	0	2	1	1
	17.2%	18.2%	22.2%	20.0%	17.6%	25.0%	20.0%	0.0%	16.7%	30.8%	0.0%	100.0%	33.3%	0.0%	33.3%	25.0%	0.0%	0.0%	14.3%	50.0%	50.0%
	100.0%	80.0%	40.0%	20.0%	60.0%	20.0%	20.0%	0.0%	20.0%	80.0%	0.0%	20.0%	40.0%	0.0%	40.0%	60.0%	0.0%	0.0%	40.0%	20.0%	20.0%
Sophisticated	11	9	4	3	6	1	3	0	2	7	1	1	2	0	3	6	4	0	6	2	1
	37.9%	40.9%	44.4%	60.0%	35.3%	25.0%	60.0%	0.0%	33.3%	53.8%	20.0%	100.0%	33.3%	0.0%	50.0%	50.0%	44.4%	0.0%	42.9%	100.0%	50.0%
	100.0%	81.8%	36.4%	27.3%	54.5%	9.1%	27.3%	0.0%	18.2%	63.6%	9.1%	9.1%	18.2%	0.0%	27.3%	54.5%	36.4%	0.0%	54.5%	18.2%	9.1%
Innovative	4	3	3	2	1	1	2	0	3	1	0	1	2	0	3	4	0	0	2	1	0
	13.8%	13.6%	33.3%	40.0%	5.9%	25.0%	40.0%	0.0%	50.0%	7.7%	0.0%	100.0%	33.3%	0.0%	50.0%	33.3%	0.0%	0.0%	14.3%	50.0%	0.0%
	100.0%	75.0%	75.0%	50.0%	25.0%	25.0%	50.0%	0.0%	75.0%	25.0%	0.0%	25.0%	50.0%	0.0%	75.0%	100.0%	0.0%	0.0%	50.0%	25.0%	0.0%
Trendy	6	5	3	2	3	1	2	0	2	4	0	1	1	0	2	5	1	0	2	2	1
	20.7%	22.7%	33.3%	40.0%	17.6%	25.0%	40.0%	0.0%	33.3%	30.8%	0.0%	100.0%	16.7%	0.0%	33.3%	41.7%	11.1%	0.0%	14.3%	100.0%	50.0%
	100.0%	83.3%	50.0%	33.3%	50.0%	16.7%	33.3%	0.0%	33.3%	66.7%	0.0%	16.7%	16.7%	0.0%	33.3%	83.3%	16.7%	0.0%	33.3%	33.3%	16.7%
Prestigious	15	13	6	5	8	1	5	0	5	7	3	1	3	2	4	9	4	0	8	2	2
	51.7%	59.1%	66.7%	100.0%	47.1%	25.0%	100.0%	0.0%	83.3%	53.8%	60.0%	100.0%	50.0%	50.0%	66.7%	75.0%	44.4%	0.0%	57.1%	100.0%	100.0%
	100.0%	86.7%	40.0%	33.3%	53.3%	6.7%	33.3%	0.0%	33.3%	46.7%	20.0%	6.7%	20.0%	13.3%	26.7%	60.0%	26.7%	0.0%	53.3%	13.3%	13.3%
Sporty	5	3	4	2	1	2	2	0	1	2	1	1	2	1	2	3	2	1	2	2	0
	17.2%	13.6%	44.4%	40.0%	5.9%	50.0%	40.0%	0.0%	16.7%	15.4%	20.0%	100.0%	33.3%	25.0%	33.3%	25.0%	22.2%	100.0%	14.3%	100.0%	0.0%
	100.0%	60.0%	80.0%	40.0%	20.0%	40.0%	40.0%	0.0%	20.0%	40.0%	20.0%	20.0%	40.0%	20.0%	40.0%	60.0%	40.0%	20.0%	40.0%	40.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019409

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	29	22	9	5	17	4	5	0	6	13	5	1	6	4	6	12	9	1	14	2	2
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	75.9%	31.0%	17.2%	58.6%	13.8%	17.2%	0.0%	20.7%	44.8%	17.2%	3.4%	20.7%	13.8%	20.7%	41.4%	31.0%	3.4%	48.3%	6.9%	6.9%
Reliable	12	10	5	3	7	2	3	0	3	6	1	1	2	1	3	7	3	1	6	2	1
	41.4%	45.5%	55.6%	60.0%	41.2%	50.0%	60.0%	0.0%	50.0%	46.2%	20.0%	100.0%	33.3%	25.0%	50.0%	58.3%	33.3%	100.0%	42.9%	100.0%	50.0%
	100.0%	83.3%	41.7%	25.0%	58.3%	16.7%	25.0%	0.0%	25.0%	50.0%	8.3%	8.3%	16.7%	8.3%	25.0%	58.3%	25.0%	8.3%	50.0%	16.7%	8.3%
Recommended by magazine	9	7	4	2	5	2	2	0	3	4	0	1	3	0	4	6	3	1	4	2	1
	31.0%	31.8%	44.4%	40.0%	29.4%	50.0%	40.0%	0.0%	50.0%	30.8%	0.0%	100.0%	50.0%	0.0%	66.7%	50.0%	33.3%	100.0%	28.6%	100.0%	50.0%
	100.0%	77.8%	44.4%	22.2%	55.6%	22.2%	22.2%	0.0%	33.3%	44.4%	0.0%	11.1%	33.3%	0.0%	44.4%	66.7%	33.3%	11.1%	44.4%	22.2%	11.1%
Great taste	24	18	8	4	14	4	4	0	4	13	3	1	6	2	4	10	8	1	11	2	2
	82.8%	81.8%	88.9%	80.0%	82.4%	100.0%	80.0%	0.0%	66.7%	100.0%	60.0%	100.0%	100.0%	50.0%	66.7%	83.3%	88.9%	100.0%	78.6%	100.0%	100.0%
	100.0%	75.0%	33.3%	16.7%	58.3%	16.7%	16.7%	0.0%	16.7%	54.2%	12.5%	4.2%	25.0%	8.3%	16.7%	41.7%	33.3%	4.2%	45.8%	8.3%	8.3%
Good value	10	5	5	2	3	3	2	0	4	3	1	1	4	1	4	6	1	1	3	1	0
	34.5%	22.7%	55.6%	40.0%	17.6%	75.0%	40.0%	0.0%	66.7%	23.1%	20.0%	100.0%	66.7%	25.0%	66.7%	50.0%	11.1%	100.0%	21.4%	50.0%	0.0%
	100.0%	50.0%	50.0%	20.0%	30.0%	30.0%	20.0%	0.0%	40.0%	30.0%	10.0%	10.0%	40.0%	10.0%	40.0%	60.0%	10.0%	10.0%	30.0%	10.0%	0.0%
For social smokers	10	8	3	1	7	2	1	0	4	4	1	1	3	0	5	5	1	0	5	1	1
	34.5%	36.4%	33.3%	20.0%	41.2%	50.0%	20.0%	0.0%	66.7%	30.8%	20.0%	100.0%	50.0%	0.0%	83.3%	41.7%	11.1%	0.0%	35.7%	50.0%	50.0%
	100.0%	80.0%	30.0%	10.0%	70.0%	20.0%	10.0%	0.0%	40.0%	40.0%	10.0%	10.0%	30.0%	0.0%	50.0%	50.0%	10.0%	0.0%	50.0%	10.0%	10.0%
Good for everyday	5	3	3	1	2	2	1	0	2	2	0	1	1	0	2	3	0	1	2	1	0
	17.2%	13.6%	33.3%	20.0%	11.8%	50.0%	20.0%	0.0%	33.3%	15.4%	0.0%	100.0%	16.7%	0.0%	33.3%	25.0%	0.0%	100.0%	14.3%	50.0%	0.0%
	100.0%	60.0%	60.0%	20.0%	40.0%	40.0%	20.0%	0.0%	40.0%	40.0%	0.0%	20.0%	20.0%	0.0%	40.0%	60.0%	0.0%	20.0%	40.0%	20.0%	0.0%
Fresh	17	12	5	2	10	3	2	0	2	10	1	1	3	0	3	9	6	1	8	2	2
	58.6%	54.5%	55.6%	40.0%	58.8%	75.0%	40.0%	0.0%	33.3%	76.9%	20.0%	100.0%	50.0%	0.0%	50.0%	75.0%	66.7%	100.0%	57.1%	100.0%	100.0%
	100.0%	70.6%	29.4%	11.8%	58.8%	17.6%	11.8%	0.0%	11.8%	58.8%	5.9%	5.9%	17.6%	0.0%	17.6%	52.9%	35.3%	5.9%	47.1%	11.8%	11.8%
Good for relaxing	16	12	6	3	9	3	3	0	3	8	3	1	3	1	3	6	5	0	9	2	1
	55.2%	54.5%	66.7%	60.0%	52.9%	75.0%	60.0%	0.0%	50.0%	61.5%	60.0%	100.0%	50.0%	25.0%	50.0%	50.0%	55.6%	0.0%	64.3%	100.0%	50.0%
	100.0%	75.0%	37.5%	18.8%	56.3%	18.8%	18.8%	0.0%	18.8%	50.0%	18.8%	6.3%	18.8%	6.3%	18.8%	37.5%	31.3%	0.0%	56.3%	12.5%	6.3%
Easy to find/widely available	10	8	4	2	6	2	2	0	4	5	1	1	3	0	4	5	3	0	5	2	1
	34.5%	36.4%	44.4%	40.0%	35.3%	50.0%	40.0%	0.0%	66.7%	38.5%	20.0%	100.0%	50.0%	0.0%	66.7%	41.7%	33.3%	0.0%	35.7%	100.0%	50.0%
	100.0%	80.0%	40.0%	20.0%	60.0%	20.0%	20.0%	0.0%	40.0%	50.0%	10.0%	10.0%	30.0%	0.0%	40.0%	50.0%	30.0%	0.0%	50.0%	20.0%	10.0%
Full flavored	11	8	6	4	4	2	4	0	2	6	2	1	3	1	2	5	3	0	6	2	1
	37.9%	36.4%	66.7%	80.0%	23.5%	50.0%	80.0%	0.0%	33.3%	46.2%	40.0%	100.0%	50.0%	25.0%	33.3%	41.7%	33.3%	0.0%	42.9%	100.0%	50.0%
	100.0%	72.7%	54.5%	36.4%	36.4%	18.2%	36.4%	0.0%	18.2%	54.5%	18.2%	9.1%	27.3%	9.1%	18.2%	45.5%	27.3%	0.0%	54.5%	18.2%	9.1%
Medium taste	5	2	3	0	2	3	0	0	0	2	0	1	2	0	1	1	2	1	2	1	0
	17.2%	9.1%	33.3%	0.0%	11.8%	75.0%	0.0%	0.0%	0.0%	15.4%	0.0%	100.0%	33.3%	0.0%	16.7%	8.3%	22.2%	100.0%	14.3%	50.0%	0.0%
	100.0%	40.0%	60.0%	0.0%	40.0%	60.0%	0.0%	0.0%	0.0%	40.0%	0.0%	20.0%	40.0%	0.0%	20.0%	20.0%	40.0%	20.0%	40.0%	20.0%	0.0%
Good as a reward	11	7	4	2	5	2	2	0	2	6	1	1	2	0	2	5	5	1	5	2	1
	37.9%	31.8%	44.4%	40.0%	29.4%	50.0%	40.0%	0.0%	33.3%	46.2%	20.0%	100.0%	33.3%	0.0%	33.3%	41.7%	55.6%	100.0%	35.7%	100.0%	50.0%
	100.0%	63.6%	36.4%	18.2%	45.5%	18.2%	18.2%	0.0%	18.2%	54.5%	9.1%	9.1%	18.2%	0.0%	18.2%	45.5%	45.5%	9.1%	45.5%	18.2%	9.1%
Low price	4	2	2	0	2	2	0	0	1	1	0	1	1	0	2	1	0	0	2	1	0
	13.8%	9.1%	22.2%	0.0%	11.8%	50.0%	0.0%	0.0%	16.7%	7.7%	0.0%	100.0%	16.7%	0.0%	33.3%	8.3%	0.0%	0.0%	14.3%	50.0%	0.0%
	100.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	25.0%	25.0%	0.0%	25.0%	25.0%	0.0%	50.0%	25.0%	0.0%	0.0%	50.0%	25.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019410

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	29	22	9	5	17	4	5	0	6	13	5	1	6	4	6	12	9	1	14	2	2
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	75.9%	31.0%	17.2%	58.6%	13.8%	17.2%	0.0%	20.7%	44.8%	17.2%	3.4%	20.7%	13.8%	20.7%	41.4%	31.0%	3.4%	48.3%	6.9%	6.9%
Smooth taste	14	11	5	3	8	2	3	0	3	8	2	1	3	0	3	7	5	0	8	2	2
	48.3%	50.0%	55.6%	60.0%	47.1%	50.0%	60.0%	0.0%	50.0%	61.5%	40.0%	100.0%	50.0%	0.0%	50.0%	58.3%	55.6%	0.0%	57.1%	100.0%	100.0%
	100.0%	78.6%	35.7%	21.4%	57.1%	14.3%	21.4%	0.0%	21.4%	57.1%	14.3%	7.1%	21.4%	0.0%	21.4%	50.0%	35.7%	0.0%	57.1%	14.3%	14.3%
Good for special occasions	18	14	7	4	10	3	4	0	4	8	3	1	5	1	4	8	4	1	9	2	2
	62.1%	63.6%	77.8%	80.0%	58.8%	75.0%	80.0%	0.0%	66.7%	61.5%	60.0%	100.0%	83.3%	25.0%	66.7%	66.7%	44.4%	100.0%	64.3%	100.0%	100.0%
	100.0%	77.8%	38.9%	22.2%	55.6%	16.7%	22.2%	0.0%	22.2%	44.4%	16.7%	5.6%	27.8%	5.6%	22.2%	44.4%	22.2%	5.6%	50.0%	11.1%	11.1%
Recommended by friends	10	6	5	2	4	3	2	0	1	4	3	1	2	1	1	2	5	1	5	1	1
	34.5%	27.3%	55.6%	40.0%	23.5%	75.0%	40.0%	0.0%	16.7%	30.8%	60.0%	100.0%	33.3%	25.0%	16.7%	16.7%	55.6%	100.0%	35.7%	50.0%	50.0%
	100.0%	60.0%	50.0%	20.0%	40.0%	30.0%	20.0%	0.0%	10.0%	40.0%	30.0%	10.0%	20.0%	10.0%	10.0%	20.0%	50.0%	10.0%	50.0%	10.0%	10.0%
Good for a gift	16	12	8	5	7	3	5	0	3	7	3	1	5	2	3	5	5	1	9	1	1
	55.2%	54.5%	88.9%	100.0%	41.2%	75.0%	100.0%	0.0%	50.0%	53.8%	60.0%	100.0%	83.3%	50.0%	50.0%	41.7%	55.6%	100.0%	64.3%	50.0%	50.0%
	100.0%	75.0%	50.0%	31.3%	43.8%	18.8%	31.3%	0.0%	18.8%	43.8%	18.8%	6.3%	31.3%	12.5%	18.8%	31.3%	31.3%	6.3%	56.3%	6.3%	6.3%
Consistent quality	22	18	5	3	15	2	3	0	5	13	2	1	4	1	4	11	7	0	10	2	2
	75.9%	81.8%	55.6%	60.0%	88.2%	50.0%	60.0%	0.0%	83.3%	100.0%	40.0%	100.0%	66.7%	25.0%	66.7%	91.7%	77.8%	0.0%	71.4%	100.0%	100.0%
	100.0%	81.8%	22.7%	13.6%	68.2%	9.1%	13.6%	0.0%	22.7%	59.1%	9.1%	4.5%	18.2%	4.5%	18.2%	50.0%	31.8%	0.0%	45.5%	9.1%	9.1%
Masculine	6	4	2	1	3	1	1	0	1	4	1	1	1	0	2	4	2	0	2	2	0
	20.7%	18.2%	22.2%	20.0%	17.6%	25.0%	20.0%	0.0%	16.7%	30.8%	20.0%	100.0%	16.7%	0.0%	33.3%	33.3%	22.2%	0.0%	14.3%	100.0%	0.0%
	100.0%	66.7%	33.3%	16.7%	50.0%	16.7%	16.7%	0.0%	16.7%	66.7%	16.7%	16.7%	16.7%	0.0%	33.3%	66.7%	33.3%	0.0%	33.3%	33.3%	0.0%
Brand I trust	18	14	5	3	11	2	3	0	4	11	1	1	3	0	3	10	5	1	8	2	2
	62.1%	63.6%	55.6%	60.0%	64.7%	50.0%	60.0%	0.0%	66.7%	84.6%	20.0%	100.0%	50.0%	0.0%	50.0%	83.3%	55.6%	100.0%	57.1%	100.0%	100.0%
	100.0%	77.8%	27.8%	16.7%	61.1%	11.1%	16.7%	0.0%	22.2%	61.1%	5.6%	5.6%	16.7%	0.0%	16.7%	55.6%	27.8%	5.6%	44.4%	11.1%	11.1%
Well constructed	18	16	5	4	12	1	4	0	5	9	2	1	3	1	4	10	6	0	10	2	2
	62.1%	72.7%	55.6%	80.0%	70.6%	25.0%	80.0%	0.0%	83.3%	69.2%	40.0%	100.0%	50.0%	25.0%	66.7%	83.3%	66.7%	0.0%	71.4%	100.0%	100.0%
	100.0%	88.9%	27.8%	22.2%	66.7%	5.6%	22.2%	0.0%	27.8%	50.0%	11.1%	5.6%	16.7%	5.6%	22.2%	55.6%	33.3%	0.0%	55.6%	11.1%	11.1%
Strong taste	7	5	2	1	4	1	1	0	2	3	1	1	2	0	3	3	1	0	3	1	1
	24.1%	22.7%	22.2%	20.0%	23.5%	25.0%	20.0%	0.0%	33.3%	23.1%	20.0%	100.0%	33.3%	0.0%	50.0%	25.0%	11.1%	0.0%	21.4%	50.0%	50.0%
	100.0%	71.4%	28.6%	14.3%	57.1%	14.3%	14.3%	0.0%	28.6%	42.9%	14.3%	14.3%	28.6%	0.0%	42.9%	42.9%	14.3%	0.0%	42.9%	14.3%	14.3%
For serious smokers	14	12	4	3	9	1	3	0	3	8	1	1	3	0	3	7	4	0	7	2	2
	48.3%	54.5%	44.4%	60.0%	52.9%	25.0%	60.0%	0.0%	50.0%	61.5%	20.0%	100.0%	50.0%	0.0%	50.0%	58.3%	44.4%	0.0%	50.0%	100.0%	100.0%
	100.0%	85.7%	28.6%	21.4%	64.3%	7.1%	21.4%	0.0%	21.4%	57.1%	7.1%	7.1%	21.4%	0.0%	21.4%	50.0%	28.6%	0.0%	50.0%	14.3%	14.3%
Popular	11	8	5	2	6	3	2	0	4	4	1	1	3	0	4	4	2	1	7	1	1
	37.9%	36.4%	55.6%	40.0%	35.3%	75.0%	40.0%	0.0%	66.7%	30.8%	20.0%	100.0%	50.0%	0.0%	66.7%	33.3%	22.2%	100.0%	50.0%	50.0%	50.0%
	100.0%	72.7%	45.5%	18.2%	54.5%	27.3%	18.2%	0.0%	36.4%	36.4%	9.1%	9.1%	27.3%	0.0%	36.4%	36.4%	18.2%	9.1%	63.6%	9.1%	9.1%
Easy to smoke	16	13	5	3	10	2	3	0	4	9	1	1	4	0	4	7	4	0	8	1	2
	55.2%	59.1%	55.6%	60.0%	58.8%	50.0%	60.0%	0.0%	66.7%	69.2%	20.0%	100.0%	66.7%	0.0%	66.7%	58.3%	44.4%	0.0%	57.1%	50.0%	100.0%
	100.0%	81.3%	31.3%	18.8%	62.5%	12.5%	18.8%	0.0%	25.0%	56.3%	6.3%	6.3%	25.0%	0.0%	25.0%	43.8%	25.0%	0.0%	50.0%	6.3%	12.5%
Easy draw	17	12	6	3	9	3	3	0	2	10	1	1	4	0	2	8	5	1	7	2	2
	58.6%	54.5%	66.7%	60.0%	52.9%	75.0%	60.0%	0.0%	33.3%	76.9%	20.0%	100.0%	66.7%	0.0%	33.3%	66.7%	55.6%	100.0%	50.0%	100.0%	100.0%
	100.0%	70.6%	35.3%	17.6%	52.9%	17.6%	17.6%	0.0%	11.8%	58.8%	5.9%	5.9%	23.5%	0.0%	11.8%	47.1%	29.4%	5.9%	41.2%	11.8%	11.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019411

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	29	22	9	5	17	4	5	0	6	13	5	1	6	4	6	12	9	1	14	2	2
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	75.9%	31.0%	17.2%	58.6%	13.8%	17.2%	0.0%	20.7%	44.8%	17.2%	3.4%	20.7%	13.8%	20.7%	41.4%	31.0%	3.4%	48.3%	6.9%	6.9%
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019412

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	77	50	31	16	34	15	9	4	7	21	17	6	8	9	15	21	16	13	35	6	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.9%	40.3%	20.8%	44.2%	19.5%	11.7%	5.2%	9.1%	27.3%	22.1%	7.8%	10.4%	11.7%	19.5%	27.3%	20.8%	16.9%	45.5%	7.8%	7.8%
Don Diego																					
Casual	28	16	15	8	8	7	4	2	2	8	6	3	4	5	6	8	6	6	14	2	2
	36.4%	32.0%	48.4%	50.0%	23.5%	46.7%	44.4%	50.0%	28.6%	38.1%	35.3%	50.0%	50.0%	55.6%	40.0%	38.1%	37.5%	46.2%	40.0%	33.3%	33.3%
	100.0%	57.1%	53.6%	28.6%	28.6%	25.0%	14.3%	7.1%	7.1%	28.6%	21.4%	10.7%	14.3%	17.9%	21.4%	28.6%	21.4%	21.4%	50.0%	7.1%	7.1%
Individualistic	21	14	11	7	7	4	4	2	1	7	5	2	3	4	5	7	0	6	7	2	2
	27.3%	28.0%	35.5%	43.8%	20.6%	26.7%	44.4%	50.0%	14.3%	33.3%	29.4%	33.3%	37.5%	44.4%	33.3%	33.3%	0.0%	46.2%	20.0%	33.3%	33.3%
	100.0%	66.7%	52.4%	33.3%	33.3%	19.0%	19.0%	9.5%	4.8%	33.3%	23.8%	9.5%	14.3%	19.0%	23.8%	33.3%	0.0%	28.6%	33.3%	9.5%	9.5%
Mild taste	33	18	19	9	9	10	4	2	2	8	7	3	6	5	7	9	6	9	13	2	2
	42.9%	36.0%	61.3%	56.3%	26.5%	66.7%	44.4%	50.0%	28.6%	38.1%	41.2%	50.0%	75.0%	55.6%	46.7%	42.9%	37.5%	69.2%	37.1%	33.3%	33.3%
	100.0%	54.5%	57.6%	27.3%	27.3%	30.3%	12.1%	6.1%	6.1%	24.2%	21.2%	9.1%	18.2%	15.2%	21.2%	27.3%	18.2%	27.3%	39.4%	6.1%	6.1%
High quality	46	29	20	9	20	11	4	4	5	13	11	5	5	6	12	13	8	9	21	5	3
	59.7%	58.0%	64.5%	56.3%	58.8%	73.3%	44.4%	100.0%	71.4%	61.9%	64.7%	83.3%	62.5%	66.7%	80.0%	61.9%	50.0%	69.2%	60.0%	83.3%	50.0%
	100.0%	63.0%	43.5%	19.6%	43.5%	23.9%	8.7%	8.7%	10.9%	28.3%	23.9%	10.9%	10.9%	13.0%	26.1%	28.3%	17.4%	19.6%	45.7%	10.9%	6.5%
Smart choice	32	21	15	10	11	5	5	3	2	11	6	3	5	5	7	9	7	4	17	3	3
	41.6%	42.0%	48.4%	62.5%	32.4%	33.3%	55.6%	75.0%	28.6%	52.4%	35.3%	50.0%	62.5%	55.6%	46.7%	42.9%	43.8%	30.8%	48.6%	50.0%	50.0%
	100.0%	65.6%	46.9%	31.3%	34.4%	15.6%	15.6%	9.4%	6.3%	34.4%	18.8%	9.4%	15.6%	15.6%	21.9%	28.1%	21.9%	12.5%	53.1%	9.4%	9.4%
Refined taste	30	20	15	7	13	8	4	2	4	10	4	4	4	5	9	10	4	8	11	3	2
	39.0%	40.0%	48.4%	43.8%	38.2%	53.3%	44.4%	50.0%	57.1%	47.6%	23.5%	66.7%	50.0%	55.6%	60.0%	47.6%	25.0%	61.5%	31.4%	50.0%	33.3%
	100.0%	66.7%	50.0%	23.3%	43.3%	26.7%	13.3%	6.7%	13.3%	33.3%	13.3%	13.3%	13.3%	16.7%	30.0%	33.3%	13.3%	26.7%	36.7%	10.0%	6.7%
Recommended by tobacconists	33	24	11	7	17	4	2	3	3	11	7	1	4	4	5	8	6	5	16	5	2
	42.9%	48.0%	35.5%	43.8%	50.0%	26.7%	22.2%	75.0%	42.9%	52.4%	41.2%	16.7%	50.0%	44.4%	33.3%	38.1%	37.5%	38.5%	45.7%	83.3%	33.3%
	100.0%	72.7%	33.3%	21.2%	51.5%	12.1%	6.1%	9.1%	9.1%	33.3%	21.2%	3.0%	12.1%	12.1%	15.2%	24.2%	18.2%	15.2%	48.5%	15.2%	6.1%
Attractive packaging	15	8	10	4	4	6	1	1	1	2	4	2	4	2	5	5	3	4	3	3	1
	19.5%	16.0%	32.3%	25.0%	11.8%	40.0%	11.1%	25.0%	14.3%	9.5%	23.5%	33.3%	50.0%	22.2%	33.3%	23.8%	18.8%	30.8%	8.6%	50.0%	16.7%
	100.0%	53.3%	66.7%	26.7%	26.7%	40.0%	6.7%	6.7%	6.7%	13.3%	26.7%	13.3%	26.7%	13.3%	33.3%	33.3%	20.0%	26.7%	20.0%	20.0%	6.7%
Sophisticated	14	7	7	2	5	5	1	1	0	4	3	2	2	2	3	4	3	3	5	4	0
	18.2%	14.0%	22.6%	12.5%	14.7%	33.3%	11.1%	25.0%	0.0%	19.0%	17.6%	33.3%	25.0%	22.2%	20.0%	19.0%	18.8%	23.1%	14.3%	66.7%	0.0%
	100.0%	50.0%	50.0%	14.3%	35.7%	35.7%	7.1%	7.1%	0.0%	28.6%	21.4%	14.3%	14.3%	14.3%	21.4%	28.6%	21.4%	21.4%	35.7%	28.6%	0.0%
Innovative	9	5	5	2	3	3	1	1	0	4	2	2	2	1	3	3	0	2	3	1	1
	11.7%	10.0%	16.1%	12.5%	8.8%	20.0%	11.1%	25.0%	0.0%	19.0%	11.8%	33.3%	25.0%	11.1%	20.0%	14.3%	0.0%	15.4%	8.6%	16.7%	16.7%
	100.0%	55.6%	55.6%	22.2%	33.3%	33.3%	11.1%	11.1%	0.0%	44.4%	22.2%	22.2%	22.2%	11.1%	33.3%	33.3%	0.0%	22.2%	33.3%	11.1%	11.1%
Trendy	17	11	8	4	7	4	2	1	0	6	5	2	2	2	3	5	6	2	8	5	0
	22.1%	22.0%	25.8%	25.0%	20.6%	26.7%	22.2%	25.0%	0.0%	28.6%	29.4%	33.3%	25.0%	22.2%	20.0%	23.8%	37.5%	15.4%	22.9%	83.3%	0.0%
	100.0%	64.7%	47.1%	23.5%	41.2%	23.5%	11.8%	5.9%	0.0%	35.3%	29.4%	11.8%	11.8%	11.8%	17.6%	29.4%	35.3%	11.8%	47.1%	29.4%	0.0%
Prestigious	18	10	9	4	6	5	2	2	2	5	4	2	2	3	5	6	3	4	7	5	0
	23.4%	20.0%	29.0%	25.0%	17.6%	33.3%	22.2%	50.0%	28.6%	23.8%	23.5%	33.3%	25.0%	33.3%	33.3%	28.6%	18.8%	30.8%	20.0%	83.3%	0.0%
	100.0%	55.6%	50.0%	22.2%	33.3%	27.8%	11.1%	11.1%	11.1%	27.8%	22.2%	11.1%	11.1%	16.7%	27.8%	33.3%	16.7%	22.2%	38.9%	27.8%	0.0%
Sporty	13	9	5	2	7	3	1	1	0	8	2	1	2	2	2	4	1	3	5	2	1
	16.9%	18.0%	16.1%	12.5%	20.6%	20.0%	11.1%	25.0%	0.0%	38.1%	11.8%	16.7%	25.0%	22.2%	13.3%	19.0%	6.3%	23.1%	14.3%	33.3%	16.7%
	100.0%	69.2%	38.5%	15.4%	53.8%	23.1%	7.7%	7.7%	0.0%	61.5%	15.4%	7.7%	15.4%	15.4%	15.4%	30.8%	7.7%	23.1%	38.5%	15.4%	7.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019413

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	77 100.0% 100.0%	50 100.0% 64.9%	31 100.0% 40.3%	16 100.0% 20.8%	34 100.0% 44.2%	15 100.0% 19.5%	9 100.0% 11.7%	4 100.0% 5.2%	7 100.0% 9.1%	21 100.0% 27.3%	17 100.0% 22.1%	6 100.0% 7.8%	8 100.0% 10.4%	9 100.0% 11.7%	15 100.0% 19.5%	21 100.0% 27.3%	16 100.0% 20.8%	13 100.0% 16.9%	35 100.0% 45.5%	6 100.0% 7.8%	6 100.0% 7.8%
Reliable	33 42.9% 100.0%	21 42.0% 63.6%	18 58.1% 54.5%	9 56.3% 27.3%	12 35.3% 36.4%	9 60.0% 27.3%	6 66.7% 18.2%	3 75.0% 9.1%	2 28.6% 6.1%	13 61.9% 39.4%	6 35.3% 18.2%	5 83.3% 15.2%	4 50.0% 12.1%	5 55.6% 15.2%	8 53.3% 24.2%	9 42.9% 27.3%	6 37.5% 18.2%	8 61.5% 24.2%	14 40.0% 42.4%	5 83.3% 15.2%	2 33.3% 6.1%
Recommended by magazine	19 24.7% 100.0%	12 24.0% 63.2%	9 29.0% 47.4%	5 31.3% 26.3%	7 20.6% 36.8%	4 26.7% 21.1%	2 22.2% 10.5%	1 25.0% 5.3%	0 0.0% 0.0%	7 33.3% 36.8%	4 23.5% 21.1%	1 16.7% 5.3%	2 25.0% 10.5%	3 33.3% 15.8%	2 13.3% 10.5%	5 23.8% 26.3%	5 31.3% 26.3%	3 23.1% 15.8%	11 31.4% 57.9%	3 50.0% 15.8%	1 16.7% 5.3%
Great taste	47 61.0% 100.0%	30 60.0% 63.8%	21 67.7% 44.7%	11 68.8% 23.4%	19 55.9% 40.4%	10 66.7% 21.3%	5 55.6% 10.6%	3 75.0% 6.4%	4 57.1% 8.5%	14 66.7% 29.8%	9 52.9% 19.1%	4 66.7% 8.5%	4 50.0% 8.5%	6 66.7% 12.8%	9 60.0% 19.1%	13 61.9% 27.7%	8 50.0% 17.0%	9 69.2% 19.1%	25 71.4% 53.2%	3 50.0% 6.4%	3 50.0% 6.4%
Good value	36 46.8% 100.0%	22 44.0% 61.1%	19 61.3% 52.8%	9 56.3% 25.0%	13 38.2% 36.1%	10 66.7% 27.8%	4 44.4% 11.1%	3 75.0% 8.3%	4 57.1% 11.1%	9 42.9% 25.0%	8 47.1% 22.2%	5 83.3% 13.9%	6 75.0% 16.7%	4 44.4% 11.1%	9 60.0% 25.0%	9 42.9% 25.0%	7 43.8% 19.4%	7 53.8% 19.4%	14 40.0% 38.9%	3 50.0% 8.3%	4 66.7% 11.1%
For social smokers	29 37.7% 100.0%	18 36.0% 62.1%	11 35.5% 37.9%	5 31.3% 17.2%	13 38.2% 44.8%	6 40.0% 20.7%	4 44.4% 13.8%	1 25.0% 3.4%	3 42.9% 10.3%	8 38.1% 27.6%	7 41.2% 24.1%	3 50.0% 10.3%	3 37.5% 10.3%	3 33.3% 10.3%	8 53.3% 27.6%	10 47.6% 34.5%	6 37.5% 20.7%	2 15.4% 6.9%	14 40.0% 48.3%	4 66.7% 13.8%	2 33.3% 6.9%
Good for everyday	31 40.3% 100.0%	19 38.0% 61.3%	14 45.2% 45.2%	6 37.5% 19.4%	13 38.2% 41.9%	8 53.3% 25.8%	4 44.4% 12.9%	2 50.0% 6.5%	4 57.1% 12.9%	9 42.9% 29.0%	8 47.1% 25.8%	3 50.0% 9.7%	5 62.5% 16.1%	3 33.3% 9.7%	7 46.7% 22.6%	10 47.6% 32.3%	7 43.8% 22.6%	4 30.8% 12.9%	12 34.3% 38.7%	4 66.7% 12.9%	3 50.0% 9.7%
Fresh	39 50.6% 100.0%	26 52.0% 66.7%	18 58.1% 46.2%	9 56.3% 23.1%	17 50.0% 43.6%	9 60.0% 23.1%	4 44.4% 10.3%	3 75.0% 7.7%	4 57.1% 10.3%	14 66.7% 35.9%	7 41.2% 17.9%	4 66.7% 10.3%	5 62.5% 12.8%	4 44.4% 10.3%	10 66.7% 25.6%	13 61.9% 33.3%	9 56.3% 23.1%	6 46.2% 15.4%	18 51.4% 46.2%	4 66.7% 10.3%	4 66.7% 10.3%
Good for relaxing	41 53.2% 100.0%	26 52.0% 63.4%	17 54.8% 41.5%	8 50.0% 19.5%	18 52.9% 43.9%	9 60.0% 22.0%	3 33.3% 7.3%	3 75.0% 7.3%	3 42.9% 7.3%	13 61.9% 31.7%	6 35.3% 14.6%	4 66.7% 9.8%	4 50.0% 9.8%	5 55.6% 12.2%	10 66.7% 24.4%	11 52.4% 26.8%	5 31.3% 12.2%	8 61.5% 19.5%	20 57.1% 48.8%	4 66.7% 9.8%	3 50.0% 7.3%
Easy to find/widely available	35 45.5% 100.0%	25 50.0% 71.4%	13 41.9% 37.1%	8 50.0% 22.9%	17 50.0% 48.6%	5 33.3% 14.3%	4 44.4% 11.4%	2 50.0% 5.7%	4 57.1% 11.4%	12 57.1% 34.3%	6 35.3% 17.1%	2 33.3% 5.7%	4 50.0% 11.4%	4 44.4% 11.4%	7 46.7% 20.0%	9 42.9% 25.7%	8 50.0% 22.9%	4 30.8% 11.4%	15 42.9% 42.9%	5 83.3% 14.3%	4 66.7% 11.4%
Full flavored	23 29.9% 100.0%	14 28.0% 60.9%	13 41.9% 56.5%	5 31.3% 21.7%	9 26.5% 39.1%	8 53.3% 34.8%	3 33.3% 13.0%	2 50.0% 8.7%	3 42.9% 13.0%	8 38.1% 34.8%	4 23.5% 17.4%	3 50.0% 13.0%	3 37.5% 13.0%	4 44.4% 17.4%	6 40.0% 26.1%	6 28.6% 26.1%	6 37.5% 26.1%	4 30.8% 17.4%	9 25.7% 39.1%	3 50.0% 13.0%	1 16.7% 4.3%
Medium taste	21 27.3% 100.0%	15 30.0% 71.4%	8 25.8% 38.1%	6 37.5% 28.6%	9 26.5% 42.9%	2 13.3% 9.5%	3 33.3% 14.3%	2 50.0% 9.5%	2 28.6% 9.5%	8 38.1% 38.1%	5 29.4% 23.8%	1 16.7% 4.8%	3 37.5% 14.3%	2 22.2% 9.5%	4 26.7% 19.0%	7 33.3% 33.3%	3 18.8% 14.3%	4 30.8% 19.0%	10 28.6% 47.6%	3 50.0% 14.3%	1 16.7% 4.8%
Good as a reward	22 28.6% 100.0%	15 30.0% 68.2%	10 32.3% 45.5%	7 43.8% 31.8%	8 23.5% 36.4%	3 20.0% 13.6%	3 33.3% 13.6%	2 50.0% 9.1%	1 14.3% 4.5%	10 47.6% 45.5%	3 17.6% 13.6%	1 16.7% 4.5%	3 37.5% 13.6%	2 22.2% 9.1%	3 20.0% 13.6%	6 28.6% 27.3%	4 25.0% 18.2%	5 38.5% 22.7%	10 28.6% 45.5%	3 50.0% 13.6%	1 16.7% 4.5%
Low price	12 15.6% 100.0%	9 18.0% 75.0%	4 12.9% 33.3%	2 12.5% 16.7%	7 20.6% 58.3%	2 13.3% 16.7%	1 11.1% 8.3%	1 25.0% 8.3%	2 28.6% 16.7%	6 28.6% 50.0%	3 17.6% 25.0%	1 16.7% 8.3%	1 12.5% 8.3%	1 11.1% 8.3%	3 20.0% 25.0%	4 19.0% 33.3%	1 6.3% 8.3%	2 15.4% 16.7%	5 14.3% 41.7%	1 16.7% 8.3%	2 33.3% 16.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019414

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	77	50	31	16	34	15	9	4	7	21	17	6	8	9	15	21	16	13	35	6	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.9%	40.3%	20.8%	44.2%	19.5%	11.7%	5.2%	9.1%	27.3%	22.1%	7.8%	10.4%	11.7%	19.5%	27.3%	20.8%	16.9%	45.5%	7.8%	7.8%
Smooth taste	42	27	21	10	17	11	5	3	4	15	8	4	7	5	9	10	10	8	21	4	2
	54.5%	54.0%	67.7%	62.5%	50.0%	73.3%	55.6%	75.0%	57.1%	71.4%	47.1%	66.7%	87.5%	55.6%	60.0%	47.6%	62.5%	61.5%	60.0%	66.7%	33.3%
	100.0%	64.3%	50.0%	23.8%	40.5%	26.2%	11.9%	7.1%	9.5%	35.7%	19.0%	9.5%	16.7%	11.9%	21.4%	23.8%	23.8%	19.0%	50.0%	9.5%	4.8%
Good for special occasions	32	22	15	8	14	7	3	3	2	11	6	2	6	3	7	9	6	6	16	3	1
	41.6%	44.0%	48.4%	50.0%	41.2%	46.7%	33.3%	75.0%	28.6%	52.4%	35.3%	33.3%	75.0%	33.3%	46.7%	42.9%	37.5%	46.2%	45.7%	50.0%	16.7%
	100.0%	68.8%	46.9%	25.0%	43.8%	21.9%	9.4%	9.4%	6.3%	34.4%	18.8%	6.3%	18.8%	9.4%	21.9%	28.1%	18.8%	18.8%	50.0%	9.4%	3.1%
Recommended by friends	20	14	8	6	8	2	3	1	2	7	6	1	2	2	4	5	4	4	10	2	0
	26.0%	28.0%	25.8%	37.5%	23.5%	13.3%	33.3%	25.0%	28.6%	33.3%	35.3%	16.7%	25.0%	22.2%	26.7%	23.8%	25.0%	30.8%	28.6%	33.3%	0.0%
	100.0%	70.0%	40.0%	30.0%	40.0%	10.0%	15.0%	5.0%	10.0%	35.0%	30.0%	5.0%	10.0%	10.0%	20.0%	25.0%	20.0%	20.0%	50.0%	10.0%	0.0%
Good for a gift	26	17	13	8	9	5	4	3	2	9	5	2	4	5	6	7	3	6	9	4	3
	33.8%	34.0%	41.9%	50.0%	26.5%	33.3%	44.4%	75.0%	28.6%	42.9%	29.4%	33.3%	50.0%	55.6%	40.0%	33.3%	18.8%	46.2%	25.7%	66.7%	50.0%
	100.0%	65.4%	50.0%	30.8%	34.6%	19.2%	15.4%	11.5%	7.7%	34.6%	19.2%	7.7%	15.4%	19.2%	23.1%	26.9%	11.5%	23.1%	34.6%	15.4%	11.5%
Consistent quality	40	26	22	13	13	9	7	3	3	12	10	4	5	6	7	10	9	8	20	5	2
	51.9%	52.0%	71.0%	81.3%	38.2%	60.0%	77.8%	75.0%	42.9%	57.1%	58.8%	66.7%	62.5%	66.7%	46.7%	47.6%	56.3%	61.5%	57.1%	83.3%	33.3%
	100.0%	65.0%	55.0%	32.5%	32.5%	22.5%	17.5%	7.5%	7.5%	30.0%	25.0%	10.0%	12.5%	15.0%	17.5%	25.0%	22.5%	20.0%	50.0%	12.5%	5.0%
Masculine	15	10	7	3	7	4	2	1	1	6	4	1	2	3	4	5	3	3	5	4	1
	19.5%	20.0%	22.6%	18.8%	20.6%	26.7%	22.2%	25.0%	14.3%	28.6%	23.5%	16.7%	25.0%	33.3%	26.7%	23.8%	18.8%	23.1%	14.3%	66.7%	16.7%
	100.0%	66.7%	46.7%	20.0%	46.7%	26.7%	13.3%	6.7%	6.7%	40.0%	26.7%	6.7%	13.3%	20.0%	26.7%	33.3%	20.0%	20.0%	33.3%	26.7%	6.7%
Brand I trust	41	27	19	8	19	11	5	3	5	17	7	5	6	6	11	12	10	6	20	5	2
	53.2%	54.0%	61.3%	50.0%	55.9%	73.3%	55.6%	75.0%	71.4%	81.0%	41.2%	83.3%	75.0%	66.7%	73.3%	57.1%	62.5%	46.2%	57.1%	83.3%	33.3%
	100.0%	65.9%	46.3%	19.5%	46.3%	26.8%	12.2%	7.3%	12.2%	41.5%	17.1%	12.2%	14.6%	14.6%	26.8%	29.3%	24.4%	14.6%	48.8%	12.2%	4.9%
Well constructed	43	30	21	12	18	9	6	4	5	14	10	3	6	5	10	11	11	8	20	6	3
	55.8%	60.0%	67.7%	75.0%	52.9%	60.0%	66.7%	100.0%	71.4%	66.7%	58.8%	50.0%	75.0%	55.6%	66.7%	52.4%	68.8%	61.5%	57.1%	100.0%	50.0%
	100.0%	69.8%	48.8%	27.9%	41.9%	20.9%	14.0%	9.3%	11.6%	32.6%	23.3%	7.0%	14.0%	11.6%	23.3%	25.6%	25.6%	18.6%	46.5%	14.0%	7.0%
Strong taste	13	9	6	3	6	3	1	2	2	6	2	2	2	1	4	4	2	2	6	1	1
	16.9%	18.0%	19.4%	18.8%	17.6%	20.0%	11.1%	50.0%	28.6%	28.6%	11.8%	33.3%	25.0%	11.1%	26.7%	19.0%	12.5%	15.4%	17.1%	16.7%	16.7%
	100.0%	69.2%	46.2%	23.1%	46.2%	23.1%	7.7%	15.4%	15.4%	46.2%	15.4%	15.4%	15.4%	7.7%	30.8%	30.8%	15.4%	15.4%	46.2%	7.7%	7.7%
For serious smokers	24	18	11	6	12	5	4	2	3	9	6	1	4	5	5	7	6	4	9	5	2
	31.2%	36.0%	35.5%	37.5%	35.3%	33.3%	44.4%	50.0%	42.9%	42.9%	35.3%	16.7%	50.0%	55.6%	33.3%	33.3%	37.5%	30.8%	25.7%	83.3%	33.3%
	100.0%	75.0%	45.8%	25.0%	50.0%	20.8%	16.7%	8.3%	12.5%	37.5%	25.0%	4.2%	16.7%	20.8%	20.8%	29.2%	25.0%	16.7%	37.5%	20.8%	8.3%
Popular	35	25	16	8	17	8	3	3	4	9	10	3	5	3	8	10	7	7	14	5	3
	45.5%	50.0%	51.6%	50.0%	50.0%	53.3%	33.3%	75.0%	57.1%	42.9%	58.8%	50.0%	62.5%	33.3%	53.3%	47.6%	43.8%	53.8%	40.0%	83.3%	50.0%
	100.0%	71.4%	45.7%	22.9%	48.6%	22.9%	8.6%	8.6%	11.4%	25.7%	28.6%	8.6%	14.3%	8.6%	22.9%	28.6%	20.0%	20.0%	40.0%	14.3%	8.6%
Easy to smoke	45	26	23	11	15	12	5	4	2	15	9	6	6	6	12	11	8	10	20	4	4
	58.4%	52.0%	74.2%	68.8%	44.1%	80.0%	55.6%	100.0%	28.6%	71.4%	52.9%	100.0%	75.0%	66.7%	80.0%	52.4%	50.0%	76.9%	57.1%	66.7%	66.7%
	100.0%	57.8%	51.1%	24.4%	33.3%	26.7%	11.1%	8.9%	4.4%	33.3%	20.0%	13.3%	13.3%	13.3%	26.7%	24.4%	17.8%	22.2%	44.4%	8.9%	8.9%
Easy draw	43	24	23	11	13	12	5	4	3	14	6	6	5	7	12	11	7	9	21	4	2
	55.8%	48.0%	74.2%	68.8%	38.2%	80.0%	55.6%	100.0%	42.9%	66.7%	35.3%	100.0%	62.5%	77.8%	80.0%	52.4%	43.8%	69.2%	60.0%	66.7%	33.3%
	100.0%	55.8%	53.5%	25.6%	30.2%	27.9%	11.6%	9.3%	7.0%	32.6%	14.0%	14.0%	11.6%	16.3%	27.9%	25.6%	16.3%	20.9%	48.8%	9.3%	4.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019415

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	77	50	31	16	34	15	9	4	7	21	17	6	8	9	15	21	16	13	35	6	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.9%	40.3%	20.8%	44.2%	19.5%	11.7%	5.2%	9.1%	27.3%	22.1%	7.8%	10.4%	11.7%	19.5%	27.3%	20.8%	16.9%	45.5%	7.8%	7.8%
No answer	3	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	2	0	1	0	0
	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	6.7%	4.8%	12.5%	0.0%	2.9%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	33.3%	33.3%	66.7%	0.0%	33.3%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019416

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMIUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	113	94	28	24	70	4	13	6	27	39	20	1	14	12	26	37	34	7	69	4	17
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	83.2%	24.8%	21.2%	61.9%	3.5%	11.5%	5.3%	23.9%	34.5%	17.7%	0.9%	12.4%	10.6%	23.0%	32.7%	30.1%	6.2%	61.1%	3.5%	15.0%
Fuente/Arturo Fuente																					
Casual	23	18	9	7	11	2	3	2	2	9	6	1	4	2	6	4	7	1	15	2	2
	20.4%	19.1%	32.1%	29.2%	15.7%	50.0%	23.1%	33.3%	7.4%	23.1%	30.0%	100.0%	28.6%	16.7%	23.1%	10.8%	20.6%	14.3%	21.7%	50.0%	11.8%
	100.0%	78.3%	39.1%	30.4%	47.8%	8.7%	13.0%	8.7%	8.7%	39.1%	26.1%	4.3%	17.4%	8.7%	26.1%	17.4%	30.4%	4.3%	65.2%	8.7%	8.7%
Individualistic	25	20	11	10	10	1	3	5	7	9	4	1	4	3	8	8	6	1	12	1	5
	22.1%	21.3%	39.3%	41.7%	14.3%	25.0%	23.1%	83.3%	25.9%	23.1%	20.0%	100.0%	28.6%	25.0%	30.8%	21.6%	17.6%	14.3%	17.4%	25.0%	29.4%
	100.0%	80.0%	44.0%	40.0%	40.0%	4.0%	12.0%	20.0%	28.0%	36.0%	16.0%	4.0%	16.0%	12.0%	32.0%	32.0%	24.0%	4.0%	48.0%	4.0%	20.0%
Mild taste	28	20	10	7	13	3	3	2	3	11	7	1	5	1	5	3	9	1	22	1	3
	24.8%	21.3%	35.7%	29.2%	18.6%	75.0%	23.1%	33.3%	11.1%	28.2%	35.0%	100.0%	35.7%	8.3%	19.2%	8.1%	26.5%	14.3%	31.9%	25.0%	17.6%
	100.0%	71.4%	35.7%	25.0%	46.4%	10.7%	10.7%	7.1%	10.7%	39.3%	25.0%	3.6%	17.9%	3.6%	17.9%	10.7%	32.1%	3.6%	78.6%	3.6%	10.7%
High quality	81	69	20	18	51	2	8	6	19	30	16	1	9	6	21	27	26	5	50	2	14
	71.7%	73.4%	71.4%	75.0%	72.9%	50.0%	61.5%	100.0%	70.4%	76.9%	80.0%	100.0%	64.3%	50.0%	80.8%	73.0%	76.5%	71.4%	72.5%	50.0%	82.4%
	100.0%	85.2%	24.7%	22.2%	63.0%	2.5%	9.9%	7.4%	23.5%	37.0%	19.8%	1.2%	11.1%	7.4%	25.9%	33.3%	32.1%	6.2%	61.7%	2.5%	17.3%
Smart choice	56	48	18	16	32	2	7	5	12	23	10	1	8	5	16	16	19	3	34	1	9
	49.6%	51.1%	64.3%	66.7%	45.7%	50.0%	53.8%	83.3%	44.4%	59.0%	50.0%	100.0%	57.1%	41.7%	61.5%	43.2%	55.9%	42.9%	49.3%	25.0%	52.9%
	100.0%	85.7%	32.1%	28.6%	57.1%	3.6%	12.5%	8.9%	21.4%	41.1%	17.9%	1.8%	14.3%	8.9%	28.6%	28.6%	33.9%	5.4%	60.7%	1.8%	16.1%
Refined taste	45	37	16	14	23	2	6	5	11	18	8	1	8	5	12	16	13	3	25	2	8
	39.8%	39.4%	57.1%	58.3%	32.9%	50.0%	46.2%	83.3%	40.7%	46.2%	40.0%	100.0%	57.1%	41.7%	46.2%	43.2%	38.2%	42.9%	36.2%	50.0%	47.1%
	100.0%	82.2%	35.6%	31.1%	51.1%	4.4%	13.3%	11.1%	24.4%	40.0%	17.8%	2.2%	17.8%	11.1%	26.7%	35.6%	28.9%	6.7%	55.6%	4.4%	17.8%
Recommended by tobacconists	56	49	17	15	34	2	8	4	16	23	10	1	8	6	14	19	18	3	34	2	10
	49.6%	52.1%	60.7%	62.5%	48.6%	50.0%	61.5%	66.7%	59.3%	59.0%	50.0%	100.0%	57.1%	50.0%	53.8%	51.4%	52.9%	42.9%	49.3%	50.0%	58.8%
	100.0%	87.5%	30.4%	26.8%	60.7%	3.6%	14.3%	7.1%	28.6%	41.1%	17.9%	1.8%	14.3%	10.7%	25.0%	33.9%	32.1%	5.4%	60.7%	3.6%	17.9%
Attractive packaging	29	23	11	10	13	1	5	4	8	14	5	1	6	4	10	13	8	1	17	1	4
	25.7%	24.5%	39.3%	41.7%	18.6%	25.0%	38.5%	66.7%	29.6%	35.9%	25.0%	100.0%	42.9%	33.3%	38.5%	35.1%	23.5%	14.3%	24.6%	25.0%	23.5%
	100.0%	79.3%	37.9%	34.5%	44.8%	3.4%	17.2%	13.8%	27.6%	48.3%	17.2%	3.4%	20.7%	13.8%	34.5%	44.8%	27.6%	3.4%	58.6%	3.4%	13.8%
Sophisticated	25	20	10	9	11	1	4	4	6	13	4	1	3	3	6	10	9	1	12	2	5
	22.1%	21.3%	35.7%	37.5%	15.7%	25.0%	30.8%	66.7%	22.2%	33.3%	20.0%	100.0%	21.4%	25.0%	23.1%	27.0%	26.5%	14.3%	17.4%	50.0%	29.4%
	100.0%	80.0%	40.0%	36.0%	44.0%	4.0%	16.0%	16.0%	24.0%	52.0%	16.0%	4.0%	12.0%	12.0%	24.0%	40.0%	36.0%	4.0%	48.0%	8.0%	20.0%
Innovative	19	15	7	6	9	1	3	3	9	7	3	1	2	3	7	8	9	1	11	1	3
	16.8%	16.0%	25.0%	25.0%	12.9%	25.0%	23.1%	50.0%	33.3%	17.9%	15.0%	100.0%	14.3%	25.0%	26.9%	21.6%	26.5%	14.3%	15.9%	25.0%	17.6%
	100.0%	78.9%	36.8%	31.6%	47.4%	5.3%	15.8%	15.8%	47.4%	36.8%	15.8%	5.3%	10.5%	15.8%	36.8%	42.1%	47.4%	5.3%	57.9%	5.3%	15.8%
Trendy	20	17	9	7	10	2	3	3	2	10	7	1	3	3	3	5	9	1	13	2	2
	17.7%	18.1%	32.1%	29.2%	14.3%	50.0%	23.1%	50.0%	7.4%	25.6%	35.0%	100.0%	21.4%	25.0%	11.5%	13.5%	26.5%	14.3%	18.8%	50.0%	11.8%
	100.0%	85.0%	45.0%	35.0%	50.0%	10.0%	15.0%	15.0%	10.0%	50.0%	35.0%	5.0%	15.0%	15.0%	15.0%	25.0%	45.0%	5.0%	65.0%	10.0%	10.0%
Prestigious	40	35	13	12	23	1	5	6	10	18	8	1	6	5	9	14	11	2	23	2	7
	35.4%	37.2%	46.4%	50.0%	32.9%	25.0%	38.5%	100.0%	37.0%	46.2%	40.0%	100.0%	42.9%	41.7%	34.6%	37.8%	32.4%	28.6%	33.3%	50.0%	41.2%
	100.0%	87.5%	32.5%	30.0%	57.5%	2.5%	12.5%	15.0%	25.0%	45.0%	20.0%	2.5%	15.0%	12.5%	22.5%	35.0%	27.5%	5.0%	57.5%	5.0%	17.5%
Sporty	14	10	8	6	4	2	2	3	3	4	3	1	3	2	3	5	3	2	5	2	1
	12.4%	10.6%	28.6%	25.0%	5.7%	50.0%	15.4%	50.0%	11.1%	10.3%	15.0%	100.0%	21.4%	16.7%	11.5%	13.5%	8.8%	28.6%	7.2%	50.0%	5.9%
	100.0%	71.4%	57.1%	42.9%	28.6%	14.3%	14.3%	21.4%	21.4%	28.6%	21.4%	7.1%	21.4%	14.3%	21.4%	35.7%	21.4%	14.3%	35.7%	14.3%	7.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019417

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	113	94	28	24	70	4	13	6	27	39	20	1	14	12	26	37	34	7	69	4	17
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	83.2%	24.8%	21.2%	61.9%	3.5%	11.5%	5.3%	23.9%	34.5%	17.7%	0.9%	12.4%	10.6%	23.0%	32.7%	30.1%	6.2%	61.1%	3.5%	15.0%
Reliable	51	45	19	17	28	2	8	6	13	25	7	1	9	7	15	18	14	3	29	2	9
	45.1%	47.9%	67.9%	70.8%	40.0%	50.0%	61.5%	100.0%	48.1%	64.1%	35.0%	100.0%	64.3%	58.3%	57.7%	48.6%	41.2%	42.9%	42.0%	50.0%	52.9%
	100.0%	88.2%	37.3%	33.3%	54.9%	3.9%	15.7%	11.8%	25.5%	49.0%	13.7%	2.0%	17.6%	13.7%	29.4%	35.3%	27.5%	5.9%	56.9%	3.9%	17.6%
Recommended by magazine	33	28	10	9	19	1	5	3	12	12	4	1	2	4	9	11	11	0	20	2	6
	29.2%	29.8%	35.7%	37.5%	27.1%	25.0%	38.5%	50.0%	44.4%	30.8%	20.0%	100.0%	14.3%	33.3%	34.6%	29.7%	32.4%	0.0%	29.0%	50.0%	35.3%
	100.0%	84.8%	30.3%	27.3%	57.6%	3.0%	15.2%	9.1%	36.4%	36.4%	12.1%	3.0%	6.1%	12.1%	27.3%	33.3%	33.3%	0.0%	60.6%	6.1%	18.2%
Great taste	78	66	21	18	48	3	7	6	17	30	16	1	9	8	19	25	22	4	50	2	11
	69.0%	70.2%	75.0%	75.0%	68.6%	75.0%	53.8%	100.0%	63.0%	76.9%	80.0%	100.0%	64.3%	66.7%	73.1%	67.6%	64.7%	57.1%	72.5%	50.0%	64.7%
	100.0%	84.6%	26.9%	23.1%	61.5%	3.8%	9.0%	7.7%	21.8%	38.5%	20.5%	1.3%	11.5%	10.3%	24.4%	32.1%	28.2%	5.1%	64.1%	2.6%	14.1%
Good value	43	34	15	12	22	3	5	4	7	21	6	1	7	4	10	14	12	5	24	1	7
	38.1%	36.2%	53.6%	50.0%	31.4%	75.0%	38.5%	66.7%	25.9%	53.8%	30.0%	100.0%	50.0%	33.3%	38.5%	37.8%	35.3%	71.4%	34.8%	25.0%	41.2%
	100.0%	79.1%	34.9%	27.9%	51.2%	7.0%	11.6%	9.3%	16.3%	48.8%	14.0%	2.3%	16.3%	9.3%	23.3%	32.6%	27.9%	11.6%	55.8%	2.3%	16.3%
For social smokers	27	22	10	9	13	1	3	4	6	10	5	1	3	4	7	10	8	1	15	1	3
	23.9%	23.4%	35.7%	37.5%	18.6%	25.0%	23.1%	66.7%	22.2%	25.6%	25.0%	100.0%	21.4%	33.3%	26.9%	27.0%	23.5%	14.3%	21.7%	25.0%	17.6%
	100.0%	81.5%	37.0%	33.3%	48.1%	3.7%	11.1%	14.8%	22.2%	37.0%	18.5%	3.7%	11.1%	14.8%	25.9%	37.0%	29.6%	3.7%	55.6%	3.7%	11.1%
Good for everyday	34	31	10	9	22	1	5	3	11	14	4	1	3	5	10	12	5	2	23	1	4
	30.1%	33.0%	35.7%	37.5%	31.4%	25.0%	38.5%	50.0%	40.7%	35.9%	20.0%	100.0%	21.4%	41.7%	38.5%	32.4%	14.7%	28.6%	33.3%	25.0%	23.5%
	100.0%	91.2%	29.4%	26.5%	64.7%	2.9%	14.7%	8.8%	32.4%	41.2%	11.8%	2.9%	8.8%	14.7%	29.4%	35.3%	14.7%	5.9%	67.6%	2.9%	11.8%
Fresh	60	54	20	18	36	2	9	6	16	26	11	1	10	7	13	18	16	4	37	3	8
	53.1%	57.4%	71.4%	75.0%	51.4%	50.0%	69.2%	100.0%	59.3%	66.7%	55.0%	100.0%	71.4%	58.3%	50.0%	48.6%	47.1%	57.1%	53.6%	75.0%	47.1%
	100.0%	90.0%	33.3%	30.0%	60.0%	3.3%	15.0%	10.0%	26.7%	43.3%	18.3%	1.7%	16.7%	11.7%	21.7%	30.0%	26.7%	6.7%	61.7%	5.0%	13.3%
Good for relaxing	64	57	19	18	39	1	9	5	18	24	9	1	5	8	15	22	18	2	43	2	5
	56.6%	60.6%	67.9%	75.0%	55.7%	25.0%	69.2%	83.3%	66.7%	61.5%	45.0%	100.0%	35.7%	66.7%	57.7%	59.5%	52.9%	28.6%	62.3%	50.0%	29.4%
	100.0%	89.1%	29.7%	28.1%	60.9%	1.6%	14.1%	7.8%	28.1%	37.5%	14.1%	1.6%	7.8%	12.5%	23.4%	34.4%	28.1%	3.1%	67.2%	3.1%	7.8%
Easy to find/widely available	47	36	15	12	24	3	5	6	11	17	8	1	9	4	10	16	13	5	29	2	6
	41.6%	38.3%	53.6%	50.0%	34.3%	75.0%	38.5%	100.0%	40.7%	43.6%	40.0%	100.0%	64.3%	33.3%	38.5%	43.2%	38.2%	71.4%	42.0%	50.0%	35.3%
	100.0%	76.6%	31.9%	25.5%	51.1%	6.4%	10.6%	12.8%	23.4%	36.2%	17.0%	2.1%	19.1%	8.5%	21.3%	34.0%	27.7%	10.6%	61.7%	4.3%	12.8%
Full flavored	52	43	17	16	27	1	8	5	12	18	13	1	9	7	15	19	19	2	32	3	7
	46.0%	45.7%	60.7%	66.7%	38.6%	25.0%	61.5%	83.3%	44.4%	46.2%	65.0%	100.0%	64.3%	58.3%	57.7%	51.4%	55.9%	28.6%	46.4%	75.0%	41.2%
	100.0%	82.7%	32.7%	30.8%	51.9%	1.9%	15.4%	9.6%	23.1%	34.6%	25.0%	1.9%	17.3%	13.5%	28.8%	36.5%	36.5%	3.8%	61.5%	5.8%	13.5%
Medium taste	37	33	16	14	19	2	6	4	14	11	5	1	6	2	11	13	11	1	23	1	7
	32.7%	35.1%	57.1%	58.3%	27.1%	50.0%	46.2%	66.7%	51.9%	28.2%	25.0%	100.0%	42.9%	16.7%	42.3%	35.1%	32.4%	14.3%	33.3%	25.0%	41.2%
	100.0%	89.2%	43.2%	37.8%	51.4%	5.4%	16.2%	10.8%	37.8%	29.7%	13.5%	2.7%	16.2%	5.4%	29.7%	35.1%	29.7%	2.7%	62.2%	2.7%	18.9%
Good as a reward	34	28	12	11	17	1	5	4	8	14	7	1	4	4	7	10	10	1	20	2	4
	30.1%	29.8%	42.9%	45.8%	24.3%	25.0%	38.5%	66.7%	29.6%	35.9%	35.0%	100.0%	28.6%	33.3%	26.9%	27.0%	29.4%	14.3%	29.0%	50.0%	23.5%
	100.0%	82.4%	35.3%	32.4%	50.0%	2.9%	14.7%	11.8%	23.5%	41.2%	20.6%	2.9%	11.8%	11.8%	20.6%	29.4%	29.4%	2.9%	58.8%	5.9%	11.8%
Low price	12	11	7	6	5	1	2	2	5	4	0	1	2	1	6	5	0	0	10	1	0
	10.6%	11.7%	25.0%	25.0%	7.1%	25.0%	15.4%	33.3%	18.5%	10.3%	0.0%	100.0%	14.3%	8.3%	23.1%	13.5%	0.0%	0.0%	14.5%	25.0%	0.0%
	100.0%	91.7%	58.3%	50.0%	41.7%	8.3%	16.7%	16.7%	41.7%	33.3%	0.0%	8.3%	16.7%	8.3%	50.0%	41.7%	0.0%	0.0%	83.3%	8.3%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019418

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	113	94	28	24	70	4	13	6	27	39	20	1	14	12	26	37	34	7	69	4	17
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	83.2%	24.8%	21.2%	61.9%	3.5%	11.5%	5.3%	23.9%	34.5%	17.7%	0.9%	12.4%	10.6%	23.0%	32.7%	30.1%	6.2%	61.1%	3.5%	15.0%
Smooth taste	66	59	22	20	39	2	10	6	15	29	9	1	8	10	14	18	16	5	44	2	7
	58.4%	62.8%	78.6%	83.3%	55.7%	50.0%	76.9%	100.0%	55.6%	74.4%	45.0%	100.0%	57.1%	83.3%	53.8%	48.6%	47.1%	71.4%	63.8%	50.0%	41.2%
	100.0%	89.4%	33.3%	30.3%	59.1%	3.0%	15.2%	9.1%	22.7%	43.9%	13.6%	1.5%	12.1%	15.2%	21.2%	27.3%	24.2%	7.6%	66.7%	3.0%	10.6%
Good for special occasions	55	47	16	15	32	1	7	6	11	25	11	1	6	8	11	16	16	3	36	2	7
	48.7%	50.0%	57.1%	62.5%	45.7%	25.0%	53.8%	100.0%	40.7%	64.1%	55.0%	100.0%	42.9%	66.7%	42.3%	43.2%	47.1%	42.9%	52.2%	50.0%	41.2%
	100.0%	85.5%	29.1%	27.3%	58.2%	1.8%	12.7%	10.9%	20.0%	45.5%	20.0%	1.8%	10.9%	14.5%	20.0%	29.1%	29.1%	5.5%	65.5%	3.6%	12.7%
Recommended by friends	44	37	14	12	25	2	3	5	13	15	7	1	5	5	12	14	11	3	25	2	7
	38.9%	39.4%	50.0%	50.0%	35.7%	50.0%	23.1%	83.3%	48.1%	38.5%	35.0%	100.0%	35.7%	41.7%	46.2%	37.8%	32.4%	42.9%	36.2%	50.0%	41.2%
	100.0%	84.1%	31.8%	27.3%	56.8%	4.5%	6.8%	11.4%	29.5%	34.1%	15.9%	2.3%	11.4%	11.4%	27.3%	31.8%	25.0%	6.8%	56.8%	4.5%	15.9%
Good for a gift	51	44	18	17	27	1	9	4	11	21	9	1	5	6	11	14	14	3	30	1	8
	45.1%	46.8%	64.3%	70.8%	38.6%	25.0%	69.2%	66.7%	40.7%	53.8%	45.0%	100.0%	35.7%	50.0%	42.3%	37.8%	41.2%	42.9%	43.5%	25.0%	47.1%
	100.0%	86.3%	35.3%	33.3%	52.9%	2.0%	17.6%	7.8%	21.6%	41.2%	17.6%	2.0%	9.8%	11.8%	21.6%	27.5%	27.5%	5.9%	58.8%	2.0%	15.7%
Consistent quality	78	67	22	19	48	3	9	6	21	31	12	1	9	11	20	26	20	5	47	2	14
	69.0%	71.3%	78.6%	79.2%	68.6%	75.0%	69.2%	100.0%	77.8%	79.5%	60.0%	100.0%	64.3%	91.7%	76.9%	70.3%	58.8%	71.4%	68.1%	50.0%	82.4%
	100.0%	85.9%	28.2%	24.4%	61.5%	3.8%	11.5%	7.7%	26.9%	39.7%	15.4%	1.3%	11.5%	14.1%	25.6%	33.3%	25.6%	6.4%	60.3%	2.6%	17.9%
Masculine	31	25	9	8	17	1	4	3	8	12	6	1	3	3	11	13	11	1	16	2	5
	27.4%	26.6%	32.1%	33.3%	24.3%	25.0%	30.8%	50.0%	29.6%	30.8%	30.0%	100.0%	21.4%	25.0%	42.3%	35.1%	32.4%	14.3%	23.2%	50.0%	29.4%
	100.0%	80.6%	29.0%	25.8%	54.8%	3.2%	12.9%	9.7%	25.8%	38.7%	19.4%	3.2%	9.7%	9.7%	35.5%	41.9%	35.5%	3.2%	51.6%	6.5%	16.1%
Brand I trust	75	64	18	16	48	2	7	5	16	31	15	1	6	9	17	23	22	4	45	3	15
	66.4%	68.1%	64.3%	66.7%	68.6%	50.0%	53.8%	83.3%	59.3%	79.5%	75.0%	100.0%	42.9%	75.0%	65.4%	62.2%	64.7%	57.1%	65.2%	75.0%	88.2%
	100.0%	85.3%	24.0%	21.3%	64.0%	2.7%	9.3%	6.7%	21.3%	41.3%	20.0%	1.3%	8.0%	12.0%	22.7%	30.7%	29.3%	5.3%	60.0%	4.0%	20.0%
Well constructed	74	63	20	18	45	2	9	6	17	30	14	1	10	9	19	24	21	5	44	2	13
	65.5%	67.0%	71.4%	75.0%	64.3%	50.0%	69.2%	100.0%	63.0%	76.9%	70.0%	100.0%	71.4%	75.0%	73.1%	64.9%	61.8%	71.4%	63.8%	50.0%	76.5%
	100.0%	85.1%	27.0%	24.3%	60.8%	2.7%	12.2%	8.1%	23.0%	40.5%	18.9%	1.4%	13.5%	12.2%	25.7%	32.4%	28.4%	6.8%	59.5%	2.7%	17.6%
Strong taste	24	19	10	9	10	1	4	4	5	9	4	1	4	5	8	7	6	2	15	1	1
	21.2%	20.2%	35.7%	37.5%	14.3%	25.0%	30.8%	66.7%	18.5%	23.1%	20.0%	100.0%	28.6%	41.7%	30.8%	18.9%	17.6%	28.6%	21.7%	25.0%	5.9%
	100.0%	79.2%	41.7%	37.5%	41.7%	4.2%	16.7%	16.7%	20.8%	37.5%	16.7%	4.2%	16.7%	20.8%	33.3%	29.2%	25.0%	8.3%	62.5%	4.2%	4.2%
For serious smokers	48	42	14	13	29	1	6	4	17	16	9	1	6	6	14	19	11	2	29	2	8
	42.5%	44.7%	50.0%	54.2%	41.4%	25.0%	46.2%	66.7%	63.0%	41.0%	45.0%	100.0%	42.9%	50.0%	53.8%	51.4%	32.4%	28.6%	42.0%	50.0%	47.1%
	100.0%	87.5%	29.2%	27.1%	60.4%	2.1%	12.5%	8.3%	35.4%	33.3%	18.8%	2.1%	12.5%	12.5%	29.2%	39.6%	22.9%	4.2%	60.4%	4.2%	16.7%
Popular	54	45	18	15	30	3	7	5	15	18	10	1	7	9	16	20	14	4	31	1	10
	47.8%	47.9%	64.3%	62.5%	42.9%	75.0%	53.8%	83.3%	55.6%	46.2%	50.0%	100.0%	50.0%	75.0%	61.5%	54.1%	41.2%	57.1%	44.9%	25.0%	58.8%
	100.0%	83.3%	33.3%	27.8%	55.6%	5.6%	13.0%	9.3%	27.8%	33.3%	18.5%	1.9%	13.0%	16.7%	29.6%	37.0%	25.9%	7.4%	57.4%	1.9%	18.5%
Easy to smoke	65	56	23	21	35	2	10	6	15	28	9	1	10	8	19	23	16	4	39	2	9
	57.5%	59.6%	82.1%	87.5%	50.0%	50.0%	76.9%	100.0%	55.6%	71.8%	45.0%	100.0%	71.4%	66.7%	73.1%	62.2%	47.1%	57.1%	56.5%	50.0%	52.9%
	100.0%	86.2%	35.4%	32.3%	53.8%	3.1%	15.4%	9.2%	23.1%	43.1%	13.8%	1.5%	15.4%	12.3%	29.2%	35.4%	24.6%	6.2%	60.0%	3.1%	13.8%
Easy draw	63	56	20	18	38	2	9	5	14	27	10	1	8	7	18	21	15	4	38	2	9
	55.8%	59.6%	71.4%	75.0%	54.3%	50.0%	69.2%	83.3%	51.9%	69.2%	50.0%	100.0%	57.1%	58.3%	69.2%	56.8%	44.1%	57.1%	55.1%	50.0%	52.9%
	100.0%	88.9%	31.7%	28.6%	60.3%	3.2%	14.3%	7.9%	22.2%	42.9%	15.9%	1.6%	12.7%	11.1%	28.6%	33.3%	23.8%	6.3%	60.3%	3.2%	14.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019419

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	113	94	28	24	70	4	13	6	27	39	20	1	14	12	26	37	34	7	69	4	17
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	83.2%	24.8%	21.2%	61.9%	3.5%	11.5%	5.3%	23.9%	34.5%	17.7%	0.9%	12.4%	10.6%	23.0%	32.7%	30.1%	6.2%	61.1%	3.5%	15.0%
No answer	7	6	1	1	5	0	1	0	1	1	1	0	0	1	1	3	3	0	3	1	1
	6.2%	6.4%	3.6%	4.2%	7.1%	0.0%	7.7%	0.0%	3.7%	2.6%	5.0%	0.0%	0.0%	8.3%	3.8%	8.1%	8.8%	0.0%	4.3%	25.0%	5.9%
	100.0%	85.7%	14.3%	14.3%	71.4%	0.0%	14.3%	0.0%	14.3%	14.3%	14.3%	0.0%	0.0%	14.3%	14.3%	42.9%	42.9%	0.0%	42.9%	14.3%	14.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019420

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	94	79	20	16	63	4	11	1	22	27	19	0	12	12	15	29	28	6	55	2	12
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	84.0%	21.3%	17.0%	67.0%	4.3%	11.7%	1.1%	23.4%	28.7%	20.2%	0.0%	12.8%	12.8%	16.0%	30.9%	29.8%	6.4%	58.5%	2.1%	12.8%
H. Upmann																					
Casual	20	17	7	6	11	1	4	0	5	7	4	0	3	5	5	7	3	0	10	1	4
	21.3%	21.5%	35.0%	37.5%	17.5%	25.0%	36.4%	0.0%	22.7%	25.9%	21.1%	0.0%	25.0%	41.7%	33.3%	24.1%	10.7%	0.0%	18.2%	50.0%	33.3%
	100.0%	85.0%	35.0%	30.0%	55.0%	5.0%	20.0%	0.0%	25.0%	35.0%	20.0%	0.0%	15.0%	25.0%	25.0%	35.0%	15.0%	0.0%	50.0%	5.0%	20.0%
Individualistic	21	20	5	5	15	0	4	0	9	8	4	0	2	3	4	7	7	0	13	0	4
	22.3%	25.3%	25.0%	31.3%	23.8%	0.0%	36.4%	0.0%	40.9%	29.6%	21.1%	0.0%	16.7%	25.0%	26.7%	24.1%	25.0%	0.0%	23.6%	0.0%	33.3%
	100.0%	95.2%	23.8%	23.8%	71.4%	0.0%	19.0%	0.0%	42.9%	38.1%	19.0%	0.0%	9.5%	14.3%	19.0%	33.3%	33.3%	0.0%	61.9%	0.0%	19.0%
Mild taste	26	24	8	6	18	2	4	0	7	9	5	0	5	5	5	7	8	3	13	1	4
	27.7%	30.4%	40.0%	37.5%	28.6%	50.0%	36.4%	0.0%	31.8%	33.3%	26.3%	0.0%	41.7%	41.7%	33.3%	24.1%	28.6%	50.0%	23.6%	50.0%	33.3%
	100.0%	92.3%	30.8%	23.1%	69.2%	7.7%	15.4%	0.0%	26.9%	34.6%	19.2%	0.0%	19.2%	19.2%	19.2%	26.9%	30.8%	11.5%	50.0%	3.8%	15.4%
High quality	49	44	10	10	34	0	6	1	15	16	8	0	5	5	9	15	16	2	30	0	7
	52.1%	55.7%	50.0%	62.5%	54.0%	0.0%	54.5%	100.0%	68.2%	59.3%	42.1%	0.0%	41.7%	41.7%	60.0%	51.7%	57.1%	33.3%	54.5%	0.0%	58.3%
	100.0%	89.8%	20.4%	20.4%	69.4%	0.0%	12.2%	2.0%	30.6%	32.7%	16.3%	0.0%	10.2%	10.2%	18.4%	30.6%	32.7%	4.1%	61.2%	0.0%	14.3%
Smart choice	32	25	6	5	20	1	2	0	9	5	7	0	2	3	8	11	12	0	18	0	7
	34.0%	31.6%	30.0%	31.3%	31.7%	25.0%	18.2%	0.0%	40.9%	18.5%	36.8%	0.0%	16.7%	25.0%	53.3%	37.9%	42.9%	0.0%	32.7%	0.0%	58.3%
	100.0%	78.1%	18.8%	15.6%	62.5%	3.1%	6.3%	0.0%	28.1%	15.6%	21.9%	0.0%	6.3%	9.4%	25.0%	34.4%	37.5%	0.0%	56.3%	0.0%	21.9%
Refined taste	33	28	9	9	19	0	6	0	6	10	7	0	3	5	5	8	9	1	19	0	4
	35.1%	35.4%	45.0%	56.3%	30.2%	0.0%	54.5%	0.0%	27.3%	37.0%	36.8%	0.0%	25.0%	41.7%	33.3%	27.6%	32.1%	16.7%	34.5%	0.0%	33.3%
	100.0%	84.8%	27.3%	27.3%	57.6%	0.0%	18.2%	0.0%	18.2%	30.3%	21.2%	0.0%	9.1%	15.2%	15.2%	24.2%	27.3%	3.0%	57.6%	0.0%	12.1%
Recommended by tobacconists	35	30	5	4	26	1	3	0	10	9	9	0	3	4	7	11	15	1	26	0	3
	37.2%	38.0%	25.0%	25.0%	41.3%	25.0%	27.3%	0.0%	45.5%	33.3%	47.4%	0.0%	25.0%	33.3%	46.7%	37.9%	53.6%	16.7%	47.3%	0.0%	25.0%
	100.0%	85.7%	14.3%	11.4%	74.3%	2.9%	8.6%	0.0%	28.6%	25.7%	25.7%	0.0%	8.6%	11.4%	20.0%	31.4%	42.9%	2.9%	74.3%	0.0%	8.6%
Attractive packaging	14	10	3	2	8	1	2	0	5	0	4	0	4	0	6	8	6	1	10	0	1
	14.9%	12.7%	15.0%	12.5%	12.7%	25.0%	18.2%	0.0%	22.7%	0.0%	21.1%	0.0%	33.3%	0.0%	40.0%	27.6%	21.4%	16.7%	18.2%	0.0%	8.3%
	100.0%	71.4%	21.4%	14.3%	57.1%	7.1%	14.3%	0.0%	35.7%	0.0%	28.6%	0.0%	28.6%	0.0%	42.9%	57.1%	42.9%	7.1%	71.4%	0.0%	7.1%
Sophisticated	17	13	3	3	10	0	1	0	6	3	3	0	1	1	5	6	5	0	10	0	4
	18.1%	16.5%	15.0%	18.8%	15.9%	0.0%	9.1%	0.0%	27.3%	11.1%	15.8%	0.0%	8.3%	8.3%	33.3%	20.7%	17.9%	0.0%	18.2%	0.0%	33.3%
	100.0%	76.5%	17.6%	17.6%	58.8%	0.0%	5.9%	0.0%	35.3%	17.6%	17.6%	0.0%	5.9%	5.9%	29.4%	35.3%	29.4%	0.0%	58.8%	0.0%	23.5%
Innovative	7	6	2	2	4	0	1	0	3	1	2	0	1	0	1	4	2	0	6	0	1
	7.4%	7.6%	10.0%	12.5%	6.3%	0.0%	9.1%	0.0%	13.6%	3.7%	10.5%	0.0%	8.3%	0.0%	6.7%	13.8%	7.1%	0.0%	10.9%	0.0%	8.3%
	100.0%	85.7%	28.6%	28.6%	57.1%	0.0%	14.3%	0.0%	42.9%	14.3%	28.6%	0.0%	14.3%	0.0%	14.3%	57.1%	28.6%	0.0%	85.7%	0.0%	14.3%
Trendy	10	8	4	3	5	1	1	0	3	2	1	0	2	1	3	6	3	0	9	0	0
	10.6%	10.1%	20.0%	18.8%	7.9%	25.0%	9.1%	0.0%	13.6%	7.4%	5.3%	0.0%	16.7%	8.3%	20.0%	20.7%	10.7%	0.0%	16.4%	0.0%	0.0%
	100.0%	80.0%	40.0%	30.0%	50.0%	10.0%	10.0%	0.0%	30.0%	20.0%	10.0%	0.0%	20.0%	10.0%	30.0%	60.0%	30.0%	0.0%	90.0%	0.0%	0.0%
Prestigious	21	16	5	4	12	1	2	1	4	6	4	0	2	1	4	6	5	1	14	0	3
	22.3%	20.3%	25.0%	25.0%	19.0%	25.0%	18.2%	100.0%	18.2%	22.2%	21.1%	0.0%	16.7%	8.3%	26.7%	20.7%	17.9%	16.7%	25.5%	0.0%	25.0%
	100.0%	76.2%	23.8%	19.0%	57.1%	4.8%	9.5%	4.8%	19.0%	28.6%	19.0%	0.0%	9.5%	4.8%	19.0%	28.6%	23.8%	4.8%	66.7%	0.0%	14.3%
Sporty	12	9	4	2	7	2	1	0	1	4	5	0	2	3	2	2	3	0	7	1	2
	12.8%	11.4%	20.0%	12.5%	11.1%	50.0%	9.1%	0.0%	4.5%	14.8%	26.3%	0.0%	16.7%	25.0%	13.3%	6.9%	10.7%	0.0%	12.7%	50.0%	16.7%
	100.0%	75.0%	33.3%	16.7%	58.3%	16.7%	8.3%	0.0%	8.3%	33.3%	41.7%	0.0%	16.7%	25.0%	16.7%	16.7%	25.0%	0.0%	58.3%	8.3%	16.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019421

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	94 100.0% 100.0%	79 100.0% 84.0%	20 100.0% 21.3%	16 100.0% 17.0%	63 100.0% 67.0%	4 100.0% 4.3%	11 100.0% 11.7%	1 100.0% 1.1%	22 100.0% 23.4%	27 100.0% 28.7%	19 100.0% 20.2%	0 0.0% 0.0%	12 100.0% 12.8%	12 100.0% 12.8%	15 100.0% 16.0%	29 100.0% 30.9%	28 100.0% 29.8%	6 100.0% 6.4%	55 100.0% 58.5%	2 100.0% 2.1%	12 100.0% 12.8%
Reliable	46 48.9% 100.0%	38 48.1% 82.6%	12 60.0% 26.1%	9 56.3% 19:6%	29 46.0% 63.0%	3 75.0% 6.5%	5 45.5% 10.9%	0 0.0% 0.0%	12 54.5% 26.1%	9 33.3% 19.6%	11 57.9% 23.9%	0 0.0% 0.0%	4 33.3% 8.7%	6 50.0% 13.0%	8 53.3% 17.4%	13 44.8% 28.3%	14 50.0% 30.4%	3 50.0% 6.5%	27 49.1% 58.7%	1 50.0% 2.2%	7 58.3% 15.2%
Recommended by magazine	17 18.1% 100.0%	15 19.0% 88.2%	2 10.0% 11.8%	2 12.5% 11.8%	13 20.6% 76.5%	0 0.0% 0.0%	1 9.1% 5.9%	0 0.0% 0.0%	5 22.7% 29.4%	3 11.1% 17.6%	5 26.3% 29.4%	0 0.0% 0.0%	1 8.3% 5.9%	0 0.0% 0.0%	3 20.0% 17.6%	6 20.7% 35.3%	6 21.4% 35.3%	0 0.0% 0.0%	11 20.0% 64.7%	0 0.0% 0.0%	3 25.0% 17.6%
Great taste	54 57.4% 100.0%	48 60.8% 88.9%	13 65.0% 24.1%	12 75.0% 22.2%	36 57.1% 66.7%	1 25.0% 1.9%	7 63.6% 13.0%	1 100.0% 1.9%	15 68.2% 27.8%	15 55.6% 27.8%	12 63.2% 22.2%	0 0.0% 0.0%	6 50.0% 11.1%	7 58.3% 13.0%	9 60.0% 16.7%	18 62.1% 33.3%	13 46.4% 24.1%	2 33.3% 3.7%	32 58.2% 59.3%	0 0.0% 0.0%	11 91.7% 20.4%
Good value	38 40.4% 100.0%	32 40.5% 84.2%	8 40.0% 21.1%	6 37.5% 15.8%	26 41.3% 68.4%	2 50.0% 5.3%	4 36.4% 10.5%	0 0.0% 0.0%	10 45.5% 26.3%	9 33.3% 23.7%	11 57.9% 28.9%	0 0.0% 0.0%	3 25.0% 7.9%	5 41.7% 13.2%	8 53.3% 21.1%	13 44.8% 34.2%	13 46.4% 34.2%	3 50.0% 7.9%	20 36.4% 52.6%	1 50.0% 2.6%	7 58.3% 18.4%
For social smokers	23 24.5% 100.0%	16 20.3% 69.6%	4 20.0% 17.4%	2 12.5% 8.7%	14 22.2% 60.9%	2 50.0% 8.7%	2 18.2% 8.7%	0 0.0% 0.0%	5 22.7% 21.7%	4 14.8% 17.4%	6 31.6% 26.1%	0 0.0% 0.0%	2 16.7% 8.7%	3 25.0% 13.0%	7 46.7% 30.4%	9 31.0% 39.1%	7 25.0% 30.4%	1 16.7% 4.3%	13 23.6% 56.5%	1 50.0% 4.3%	4 33.3% 17.4%
Good for everyday	31 33.0% 100.0%	28 35.4% 90.3%	8 40.0% 25.8%	6 37.5% 19.4%	22 34.9% 71.0%	2 50.0% 6.5%	3 27.3% 9.7%	1 100.0% 3.2%	8 36.4% 25.8%	10 37.0% 32.3%	9 47.4% 29.0%	0 0.0% 0.0%	4 33.3% 12.9%	4 33.3% 12.9%	6 40.0% 19.4%	11 37.9% 35.5%	9 32.1% 29.0%	2 33.3% 6.5%	16 29.1% 51.6%	1 50.0% 3.2%	6 50.0% 19.4%
Fresh	45 47.9% 100.0%	39 49.4% 86.7%	12 60.0% 26.7%	10 62.5% 22.2%	29 46.0% 64.4%	2 50.0% 4.4%	6 54.5% 13.3%	1 100.0% 2.2%	11 50.0% 24.4%	14 51.9% 31.1%	11 57.9% 24.4%	0 0.0% 0.0%	5 41.7% 11.1%	6 50.0% 13.3%	6 40.0% 13.3%	12 41.4% 26.7%	15 53.6% 33.3%	2 33.3% 4.4%	29 52.7% 64.4%	1 50.0% 2.2%	6 50.0% 13.3%
Good for relaxing	46 48.9% 100.0%	39 49.4% 84.8%	9 45.0% 19.6%	8 50.0% 17.4%	31 49.2% 67.4%	1 25.0% 2.2%	5 45.5% 10.9%	1 100.0% 2.2%	11 50.0% 23.9%	12 44.4% 26.1%	12 63.2% 26.1%	0 0.0% 0.0%	5 41.7% 10.9%	5 41.7% 10.9%	7 46.7% 15.2%	13 44.8% 28.3%	14 50.0% 30.4%	2 33.3% 4.3%	28 50.9% 60.9%	0 0.0% 0.0%	11 91.7% 23.9%
Easy to find/widely available	49 52.1% 100.0%	45 57.0% 91.8%	9 45.0% 18.4%	8 50.0% 16.3%	37 58.7% 75.5%	1 25.0% 2.0%	4 36.4% 8.2%	1 100.0% 2.0%	14 63.6% 28.6%	13 48.1% 26.5%	13 68.4% 26.5%	0 0.0% 0.0%	5 41.7% 10.2%	4 33.3% 8.2%	6 40.0% 12.2%	15 51.7% 30.6%	14 50.0% 28.6%	4 66.7% 8.2%	29 52.7% 59.2%	0 0.0% 0.0%	8 66.7% 16.3%
Full flavored	28 29.8% 100.0%	25 31.6% 89.3%	11 55.0% 39.3%	10 62.5% 35.7%	15 23.8% 53.6%	1 25.0% 3.6%	7 63.6% 25.0%	1 100.0% 3.6%	7 31.8% 25.0%	8 29.6% 28.6%	7 36.8% 25.0%	0 0.0% 0.0%	5 41.7% 17.9%	4 33.3% 14.3%	3 20.0% 10.7%	8 27.6% 28.6%	5 17.9% 17.9%	2 33.3% 7.1%	17 30.9% 60.7%	0 0.0% 0.0%	4 33.3% 14.3%
Medium taste	29 30.9% 100.0%	22 27.8% 75.9%	5 25.0% 17.2%	3 18.8% 10.3%	19 30.2% 65.5%	2 50.0% 6.9%	3 27.3% 10.3%	0 0.0% 0.0%	11 50.0% 37.9%	5 18.5% 17.2%	7 36.8% 24.1%	0 0.0% 0.0%	5 41.7% 17.2%	2 16.7% 6.9%	8 53.3% 27.6%	13 44.8% 44.8%	11 39.3% 37.9%	1 16.7% 3.4%	20 36.4% 69.0%	1 50.0% 3.4%	4 33.3% 13.8%
Good as a reward	24 25.5% 100.0%	20 25.3% 83.3%	6 30.0% 25.0%	5 31.3% 20.8%	15 23.8% 62.5%	1 25.0% 4.2%	3 27.3% 12.5%	1 100.0% 4.2%	8 36.4% 33.3%	7 25.9% 29.2%	5 26.3% 20.8%	0 0.0% 0.0%	5 41.7% 20.8%	1 8.3% 4.2%	6 40.0% 25.0%	10 34.5% 41.7%	8 28.6% 33.3%	0 0.0% 0.0%	15 27.3% 62.5%	0 0.0% 0.0%	3 25.0% 12.5%
Low price	11 11.7% 100.0%	9 11.4% 81.8%	4 20.0% 36.4%	2 12.5% 18.2%	7 11.1% 63.6%	2 50.0% 18.2%	1 9.1% 9.1%	0 0.0% 0.0%	2 9.1% 18.2%	2 7.4% 18.2%	4 21.1% 36.4%	0 0.0% 0.0%	3 25.0% 27.3%	1 8.3% 9.1%	2 13.3% 18.2%	3 10.3% 27.3%	2 7.1% 18.2%	2 33.3% 18.2%	6 10.9% 54.5%	1 50.0% 9.1%	2 16.7% 18.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019422

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	94	79	20	16	63	4	11	1	22	27	19	0	12	12	15	29	28	6	55	2	12
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	84.0%	21.3%	17.0%	67.0%	4.3%	11.7%	1.1%	23.4%	28.7%	20.2%	0.0%	12.8%	12.8%	16.0%	30.9%	29.8%	6.4%	58.5%	2.1%	12.8%
Smooth taste	47	38	13	10	28	3	6	1	11	13	12	0	5	7	8	17	15	3	31	2	4
	50.0%	48.1%	65.0%	62.5%	44.4%	75.0%	54.5%	100.0%	50.0%	48.1%	63.2%	0.0%	41.7%	58.3%	53.3%	58.6%	53.6%	50.0%	56.4%	100.0%	33.3%
	100.0%	80.9%	27.7%	21.3%	59.6%	6.4%	12.8%	2.1%	23.4%	27.7%	25.5%	0.0%	10.6%	14.9%	17.0%	36.2%	31.9%	6.4%	66.0%	4.3%	8.5%
Good for special occasions	31	26	8	6	20	2	4	1	8	7	11	0	4	4	4	8	12	2	19	0	6
	33.0%	32.9%	40.0%	37.5%	31.7%	50.0%	36.4%	100.0%	36.4%	25.9%	57.9%	0.0%	33.3%	33.3%	26.7%	27.6%	42.9%	33.3%	34.5%	0.0%	50.0%
	100.0%	83.9%	25.8%	19.4%	64.5%	6.5%	12.9%	3.2%	25.8%	22.6%	35.5%	0.0%	12.9%	12.9%	12.9%	25.8%	38.7%	6.5%	61.3%	0.0%	19.4%
Recommended by friends	16	12	4	3	9	1	2	0	3	3	6	0	2	2	3	4	5	2	9	0	2
	17.0%	15.2%	20.0%	18.8%	14.3%	25.0%	18.2%	0.0%	13.6%	11.1%	31.6%	0.0%	16.7%	16.7%	20.0%	13.8%	17.9%	33.3%	16.4%	0.0%	16.7%
	100.0%	75.0%	25.0%	18.8%	56.3%	6.3%	12.5%	0.0%	18.8%	18.8%	37.5%	0.0%	12.5%	12.5%	18.8%	25.0%	31.3%	12.5%	56.3%	0.0%	12.5%
Good for a gift	42	37	9	8	29	1	4	1	13	10	9	0	7	2	8	15	12	2	25	0	8
	44.7%	46.8%	45.0%	50.0%	46.0%	25.0%	36.4%	100.0%	59.1%	37.0%	47.4%	0.0%	58.3%	16.7%	53.3%	51.7%	42.9%	33.3%	45.5%	0.0%	66.7%
	100.0%	88.1%	21.4%	19.0%	69.0%	2.4%	9.5%	2.4%	31.0%	23.8%	21.4%	0.0%	16.7%	4.8%	19.0%	35.7%	28.6%	4.8%	59.5%	0.0%	19.0%
Consistent quality	55	48	15	13	35	2	9	1	17	16	11	0	7	6	10	18	14	2	34	1	9
	58.5%	60.8%	75.0%	81.3%	55.6%	50.0%	81.8%	100.0%	77.3%	59.3%	57.9%	0.0%	58.3%	50.0%	66.7%	62.1%	50.0%	33.3%	61.8%	50.0%	75.0%
	100.0%	87.3%	27.3%	23.6%	63.6%	3.6%	16.4%	1.8%	30.9%	29.1%	20.0%	0.0%	12.7%	10.9%	18.2%	32.7%	25.5%	3.6%	61.8%	1.8%	16.4%
Masculine	22	17	3	2	15	1	2	0	7	3	6	0	3	1	6	6	6	0	14	0	5
	23.4%	21.5%	15.0%	12.5%	23.8%	25.0%	18.2%	0.0%	31.8%	11.1%	31.6%	0.0%	25.0%	8.3%	40.0%	20.7%	21.4%	0.0%	25.5%	0.0%	41.7%
	100.0%	77.3%	13.6%	9.1%	68.2%	4.5%	9.1%	0.0%	31.8%	13.6%	27.3%	0.0%	13.6%	4.5%	27.3%	27.3%	27.3%	0.0%	63.6%	0.0%	22.7%
Brand I trust	58	51	12	11	40	1	7	0	16	16	13	0	6	6	11	21	17	3	38	0	5
	61.7%	64.6%	60.0%	68.8%	63.5%	25.0%	63.6%	0.0%	72.7%	59.3%	68.4%	0.0%	50.0%	50.0%	73.3%	72.4%	60.7%	50.0%	69.1%	0.0%	41.7%
	100.0%	87.9%	20.7%	19.0%	69.0%	1.7%	12.1%	0.0%	27.6%	27.6%	22.4%	0.0%	10.3%	10.3%	19.0%	36.2%	29.3%	5.2%	65.5%	0.0%	8.6%
Well constructed	49	43	12	10	33	2	8	1	14	13	14	0	5	7	8	17	16	3	30	0	6
	52.1%	54.4%	60.0%	62.5%	52.4%	50.0%	72.7%	100.0%	63.6%	48.1%	73.7%	0.0%	41.7%	58.3%	53.3%	58.6%	57.1%	50.0%	54.5%	0.0%	50.0%
	100.0%	87.8%	24.5%	20.4%	67.3%	4.1%	16.3%	2.0%	28.6%	26.5%	28.6%	0.0%	10.2%	14.3%	16.3%	34.7%	32.7%	6.1%	61.2%	0.0%	12.2%
Strong taste	6	4	3	2	2	1	2	0	2	2	0	0	3	0	3	3	1	1	4	0	1
	6.4%	5.1%	15.0%	12.5%	3.2%	25.0%	18.2%	0.0%	9.1%	7.4%	0.0%	0.0%	25.0%	0.0%	20.0%	10.3%	3.6%	16.7%	7.3%	0.0%	8.3%
	100.0%	66.7%	50.0%	33.3%	33.3%	16.7%	33.3%	0.0%	33.3%	33.3%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%	16.7%	16.7%	66.7%	0.0%	16.7%
For serious smokers	34	28	8	7	21	1	6	1	14	8	6	0	7	2	7	13	9	1	22	0	6
	36.2%	35.4%	40.0%	43.8%	33.3%	25.0%	54.5%	100.0%	63.6%	29.6%	31.6%	0.0%	58.3%	16.7%	46.7%	44.8%	32.1%	16.7%	40.0%	0.0%	50.0%
	100.0%	82.4%	23.5%	20.6%	61.8%	2.9%	17.6%	2.9%	41.2%	23.5%	17.6%	0.0%	20.6%	5.9%	20.6%	38.2%	26.5%	2.9%	64.7%	0.0%	17.6%
Popular	44	38	10	7	31	3	6	0	12	10	12	0	4	7	8	16	14	3	26	2	5
	46.8%	48.1%	50.0%	43.8%	49.2%	75.0%	54.5%	0.0%	54.5%	37.0%	63.2%	0.0%	33.3%	58.3%	53.3%	55.2%	50.0%	50.0%	47.3%	100.0%	41.7%
	100.0%	86.4%	22.7%	15.9%	70.5%	6.8%	13.6%	0.0%	27.3%	22.7%	27.3%	0.0%	9.1%	15.9%	18.2%	36.4%	31.8%	6.8%	59.1%	4.5%	11.4%
Easy to smoke	46	37	12	10	27	2	9	0	15	12	9	0	6	6	11	16	15	2	30	1	5
	48.9%	46.8%	60.0%	62.5%	42.9%	50.0%	81.8%	0.0%	68.2%	44.4%	47.4%	0.0%	50.0%	50.0%	73.3%	55.2%	53.6%	33.3%	54.5%	50.0%	41.7%
	100.0%	80.4%	26.1%	21.7%	58.7%	4.3%	19.6%	0.0%	32.6%	26.1%	19.6%	0.0%	13.0%	13.0%	23.9%	34.8%	32.6%	4.3%	65.2%	2.2%	10.9%
Easy draw	45	37	14	12	25	2	9	1	15	13	7	0	7	6	11	17	12	2	30	1	6
	47.9%	46.8%	70.0%	75.0%	39.7%	50.0%	81.8%	100.0%	68.2%	48.1%	36.8%	0.0%	58.3%	50.0%	73.3%	58.6%	42.9%	33.3%	54.5%	50.0%	50.0%
	100.0%	82.2%	31.1%	26.7%	55.6%	4.4%	20.0%	2.2%	33.3%	28.9%	15.6%	0.0%	15.6%	13.3%	24.4%	37.8%	26.7%	4.4%	66.7%	2.2%	13.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019423

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	94	79	20	16	63	4	11	1	22	27	19	0	12	12	15	29	28	6	55	2	12
	100.0%	100.0%	100.0%	100:0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	84.0%	21.3%	17.0%	67.0%	4.3%	11.7%	1.1%	23.4%	28.7%	20.2%	0.0%	12.8%	12.8%	16.0%	30.9%	29.8%	6.4%	58.5%	2.1%	12.8%
No answer	5	3	0	0	3	0	0	0	0	1	1	0	0	0	0	1	3	0	2	0	0
	5.3%	3.8%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	3.7%	5.3%	0.0%	0.0%	0.0%	0.0%	3.4%	10.7%	0.0%	3.6%	0.0%	0.0%
	100.0%	60.0%	0.0%	0.0%	60.0%	0.0%	0.0%	0.0%	0.0%	20.0%	20.0%	0.0%	0.0%	0.0%	0.0%	20.0%	60.0%	0.0%	40.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019424

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	31	24	9	7	17	2	3	1	8	8	4	0	4	3	12	12	6	4	20	0	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%
	100.0%	77.4%	29.0%	22.6%	54.8%	6.5%	9.7%	3.2%	25.8%	25.8%	12.9%	0.0%	12.9%	9.7%	38.7%	38.7%	19.4%	12.9%	64.5%	0.0%	3.2%
Hoyo de Monterrey																					
Casual	6	4	2	1	3	1	1	0	1	2	1	0	1	1	1	2	1	2	4	0	0
	19.4%	16.7%	22.2%	14.3%	17.6%	50.0%	33.3%	0.0%	12.5%	25.0%	25.0%	0.0%	25.0%	33.3%	8.3%	16.7%	16.7%	50.0%	20.0%	0.0%	0.0%
	100.0%	66.7%	33.3%	16.7%	50.0%	16.7%	16.7%	0.0%	16.7%	33.3%	16.7%	0.0%	16.7%	16.7%	16.7%	33.3%	16.7%	33.3%	66.7%	0.0%	0.0%
Individualistic	5	3	1	0	3	1	0	0	2	1	0	0	0	1	2	3	2	1	3	0	1
	16.1%	12.5%	11.1%	0.0%	17.6%	50.0%	0.0%	0.0%	25.0%	12.5%	0.0%	0.0%	0.0%	33.3%	16.7%	25.0%	33.3%	25.0%	15.0%	0.0%	100.0%
	100.0%	60.0%	20.0%	0.0%	60.0%	20.0%	0.0%	0.0%	40.0%	20.0%	0.0%	0.0%	0.0%	20.0%	40.0%	60.0%	40.0%	20.0%	60.0%	0.0%	20.0%
Mild taste	6	4	1	0	4	1	0	0	1	2	1	0	0	1	1	2	1	1	5	0	0
	19.4%	16.7%	11.1%	0.0%	23.5%	50.0%	0.0%	0.0%	12.5%	25.0%	25.0%	0.0%	0.0%	33.3%	8.3%	16.7%	16.7%	25.0%	25.0%	0.0%	0.0%
	100.0%	66.7%	16.7%	0.0%	66.7%	16.7%	0.0%	0.0%	16.7%	33.3%	16.7%	0.0%	0.0%	16.7%	16.7%	33.3%	16.7%	16.7%	83.3%	0.0%	0.0%
High quality	15	11	3	2	9	1	2	0	6	5	2	0	2	3	6	8	4	1	12	0	1
	48.4%	45.8%	33.3%	28.6%	52.9%	50.0%	66.7%	0.0%	75.0%	62.5%	50.0%	0.0%	50.0%	100.0%	50.0%	66.7%	66.7%	25.0%	60.0%	0.0%	100.0%
	100.0%	73.3%	20.0%	13.3%	60.0%	6.7%	13.3%	0.0%	40.0%	33.3%	13.3%	0.0%	13.3%	20.0%	40.0%	53.3%	26.7%	6.7%	80.0%	0.0%	6.7%
Smart choice	10	6	2	0	6	2	0	0	3	2	2	0	1	1	4	4	3	2	7	0	1
	32.3%	25.0%	22.2%	0.0%	35.3%	100.0%	0.0%	0.0%	37.5%	25.0%	50.0%	0.0%	25.0%	33.3%	33.3%	33.3%	50.0%	50.0%	35.0%	0.0%	100.0%
	100.0%	60.0%	20.0%	0.0%	60.0%	20.0%	0.0%	0.0%	30.0%	20.0%	20.0%	0.0%	10.0%	10.0%	40.0%	40.0%	30.0%	20.0%	70.0%	0.0%	10.0%
Refined taste	5	4	2	1	3	1	0	1	2	2	0	0	1	1	1	2	1	1	4	0	0
	16.1%	16.7%	22.2%	14.3%	17.6%	50.0%	0.0%	100.0%	25.0%	25.0%	0.0%	0.0%	25.0%	33.3%	8.3%	16.7%	16.7%	25.0%	20.0%	0.0%	0.0%
	100.0%	80.0%	40.0%	20.0%	60.0%	20.0%	0.0%	20.0%	40.0%	40.0%	0.0%	0.0%	20.0%	20.0%	20.0%	40.0%	20.0%	20.0%	80.0%	0.0%	0.0%
Recommended by tobacconists	8	6	3	2	4	1	2	0	4	2	0	0	1	2	5	6	3	1	6	0	1
	25.8%	25.0%	33.3%	28.6%	23.5%	50.0%	66.7%	0.0%	50.0%	25.0%	0.0%	0.0%	25.0%	66.7%	41.7%	50.0%	50.0%	25.0%	30.0%	0.0%	100.0%
	100.0%	75.0%	37.5%	25.0%	50.0%	12.5%	25.0%	0.0%	50.0%	25.0%	0.0%	0.0%	12.5%	25.0%	62.5%	75.0%	37.5%	12.5%	75.0%	0.0%	12.5%
Attractive packaging	6	4	3	1	3	2	1	0	3	1	0	0	1	1	4	3	2	2	3	0	1
	19.4%	16.7%	33.3%	14.3%	17.6%	100.0%	33.3%	0.0%	37.5%	12.5%	0.0%	0.0%	25.0%	33.3%	33.3%	25.0%	33.3%	50.0%	15.0%	0.0%	100.0%
	100.0%	66.7%	50.0%	16.7%	50.0%	33.3%	16.7%	0.0%	50.0%	16.7%	0.0%	0.0%	16.7%	16.7%	66.7%	50.0%	33.3%	33.3%	50.0%	0.0%	16.7%
Sophisticated	5	3	1	0	3	1	0	0	1	1	1	0	1	1	1	1	1	1	3	0	1
	16.1%	12.5%	11.1%	0.0%	17.6%	50.0%	0.0%	0.0%	12.5%	12.5%	25.0%	0.0%	25.0%	33.3%	8.3%	8.3%	16.7%	25.0%	15.0%	0.0%	100.0%
	100.0%	60.0%	20.0%	0.0%	60.0%	20.0%	0.0%	0.0%	20.0%	20.0%	20.0%	0.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	60.0%	0.0%	20.0%
Innovative	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
	3.2%	0.0%	11.1%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Trendy	2	1	1	0	1	1	0	0	1	0	0	0	0	1	1	1	1	1	1	0	0
	6.5%	4.2%	11.1%	0.0%	5.9%	50.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	33.3%	8.3%	8.3%	16.7%	25.0%	5.0%	0.0%	0.0%
	100.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%
Prestigious	3	2	1	0	2	1	0	0	1	0	0	0	0	1	1	1	0	1	2	0	0
	9.7%	8.3%	11.1%	0.0%	11.8%	50.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	33.3%	8.3%	8.3%	0.0%	25.0%	10.0%	0.0%	0.0%
	100.0%	66.7%	33.3%	0.0%	66.7%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	33.3%	66.7%	0.0%	0.0%
Sporty	2	1	1	0	1	1	0	0	0	0	1	0	0	1	0	0	0	2	0	0	0
	6.5%	4.2%	11.1%	0.0%	5.9%	50.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%
	100.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019425

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	31	24	9	7	17	2	3	1	8	8	4	0	4	3	12	12	6	4	20	0	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%
	100.0%	77.4%	29.0%	22.6%	54.8%	6.5%	9.7%	3.2%	25.8%	25.8%	12.9%	0.0%	12.9%	9.7%	38.7%	38.7%	19.4%	12.9%	64.5%	0.0%	3.2%
Reliable	11	10	4	3	7	1	2	1	4	5	1	0	2	2	4	5	3	1	9	0	1
	35.5%	41.7%	44.4%	42.9%	41.2%	50.0%	66.7%	100.0%	50.0%	62.5%	25.0%	0.0%	50.0%	66.7%	33.3%	41.7%	50.0%	25.0%	45.0%	0.0%	100.0%
	100.0%	90.9%	36.4%	27.3%	63.6%	9.1%	18.2%	9.1%	36.4%	45.5%	9.1%	0.0%	18.2%	18.2%	36.4%	45.5%	27.3%	9.1%	81.8%	0.0%	9.1%
Recommended by magazine	7	6	2	1	5	1	1	0	4	2	0	0	0	2	4	5	4	1	5	0	1
	22.6%	25.0%	22.2%	14.3%	29.4%	50.0%	33.3%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	66.7%	33.3%	41.7%	66.7%	25.0%	25.0%	0.0%	100.0%
	100.0%	85.7%	28.6%	14.3%	71.4%	14.3%	14.3%	0.0%	57.1%	28.6%	0.0%	0.0%	0.0%	28.6%	57.1%	71.4%	57.1%	14.3%	71.4%	0.0%	14.3%
Great taste	17	12	5	3	9	2	1	1	5	4	3	0	3	2	6	6	3	2	12	0	1
	54.8%	50.0%	55.6%	42.9%	52.9%	100.0%	33.3%	100.0%	62.5%	50.0%	75.0%	0.0%	75.0%	66.7%	50.0%	50.0%	50.0%	50.0%	60.0%	0.0%	100.0%
	100.0%	70.6%	29.4%	17.6%	52.9%	11.8%	5.9%	5.9%	29.4%	23.5%	17.6%	0.0%	17.6%	11.8%	35.3%	35.3%	17.6%	11.8%	70.6%	0.0%	5.9%
Good value	13	10	3	2	8	1	2	0	4	4	2	0	2	2	4	6	4	1	11	0	1
	41.9%	41.7%	33.3%	28.6%	47.1%	50.0%	66.7%	0.0%	50.0%	50.0%	50.0%	0.0%	50.0%	66.7%	33.3%	50.0%	66.7%	25.0%	55.0%	0.0%	100.0%
	100.0%	76.9%	23.1%	15.4%	61.5%	7.7%	15.4%	0.0%	30.8%	30.8%	15.4%	0.0%	15.4%	15.4%	30.8%	46.2%	30.8%	7.7%	84.6%	0.0%	7.7%
For social smokers	7	6	2	1	5	1	0	1	2	3	1	0	1	1	2	2	2	1	6	0	0
	22.6%	25.0%	22.2%	14.3%	29.4%	50.0%	0.0%	100.0%	25.0%	37.5%	25.0%	0.0%	25.0%	33.3%	16.7%	16.7%	33.3%	25.0%	30.0%	0.0%	0.0%
	100.0%	85.7%	28.6%	14.3%	71.4%	14.3%	0.0%	14.3%	28.6%	42.9%	14.3%	0.0%	14.3%	14.3%	28.6%	28.6%	28.6%	14.3%	85.7%	0.0%	0.0%
Good for everyday	10	8	4	3	5	1	2	1	3	5	0	0	2	2	3	5	2	1	8	0	0
	32.3%	33.3%	44.4%	42.9%	29.4%	50.0%	66.7%	100.0%	37.5%	62.5%	0.0%	0.0%	50.0%	66.7%	25.0%	41.7%	33.3%	25.0%	40.0%	0.0%	0.0%
	100.0%	80.0%	40.0%	30.0%	50.0%	10.0%	20.0%	10.0%	30.0%	50.0%	0.0%	0.0%	20.0%	20.0%	30.0%	50.0%	20.0%	10.0%	80.0%	0.0%	0.0%
Fresh	18	14	6	4	10	2	2	1	6	4	2	0	4	1	7	7	4	2	13	0	1
	58.1%	58.3%	66.7%	57.1%	58.8%	100.0%	66.7%	100.0%	75.0%	50.0%	50.0%	0.0%	100.0%	33.3%	58.3%	58.3%	66.7%	50.0%	65.0%	0.0%	100.0%
	100.0%	77.8%	33.3%	22.2%	55.6%	11.1%	11.1%	5.6%	33.3%	22.2%	11.1%	0.0%	22.2%	5.6%	38.9%	38.9%	22.2%	11.1%	72.2%	0.0%	5.6%
Good for relaxing	19	16	5	4	12	1	2	1	5	6	3	0	4	1	5	6	3	2	14	0	1
	61.3%	66.7%	55.6%	57.1%	70.6%	50.0%	66.7%	100.0%	62.5%	75.0%	75.0%	0.0%	100.0%	33.3%	41.7%	50.0%	50.0%	50.0%	70.0%	0.0%	100.0%
	100.0%	84.2%	26.3%	21.1%	63.2%	5.3%	10.5%	5.3%	26.3%	31.6%	15.8%	0.0%	21.1%	5.3%	26.3%	31.6%	15.8%	10.5%	73.7%	0.0%	5.3%
Easy to find/widely available	15	12	6	4	8	2	3	1	6	4	2	0	3	2	7	8	3	3	12	0	0
	48.4%	50.0%	66.7%	57.1%	47.1%	100.0%	100.0%	100.0%	75.0%	50.0%	50.0%	0.0%	75.0%	66.7%	58.3%	66.7%	50.0%	75.0%	60.0%	0.0%	0.0%
	100.0%	80.0%	40.0%	26.7%	53.3%	13.3%	20.0%	6.7%	40.0%	26.7%	13.3%	0.0%	20.0%	13.3%	46.7%	53.3%	20.0%	20.0%	80.0%	0.0%	0.0%
Full flavored	12	11	4	3	8	1	2	0	6	3	0	0	2	1	6	6	2	1	8	0	1
	38.7%	45.8%	44.4%	42.9%	47.1%	50.0%	66.7%	0.0%	75.0%	37.5%	0.0%	0.0%	50.0%	33.3%	50.0%	50.0%	33.3%	25.0%	40.0%	0.0%	100.0%
	100.0%	91.7%	33.3%	25.0%	66.7%	8.3%	16.7%	0.0%	50.0%	25.0%	0.0%	0.0%	16.7%	8.3%	50.0%	50.0%	16.7%	8.3%	66.7%	0.0%	8.3%
Medium taste	9	6	4	3	3	1	1	1	3	1	1	0	3	1	4	4	2	1	6	0	0
	29.0%	25.0%	44.4%	42.9%	17.6%	50.0%	33.3%	100.0%	37.5%	12.5%	25.0%	0.0%	75.0%	33.3%	33.3%	33.3%	33.3%	25.0%	30.0%	0.0%	0.0%
	100.0%	66.7%	44.4%	33.3%	33.3%	11.1%	11.1%	11.1%	33.3%	11.1%	11.1%	0.0%	33.3%	11.1%	44.4%	44.4%	22.2%	11.1%	66.7%	0.0%	0.0%
Good as a reward	7	5	2	1	4	1	1	0	3	2	0	0	1	1	3	4	2	1	5	0	1
	22.6%	20.8%	22.2%	14.3%	23.5%	50.0%	33.3%	0.0%	37.5%	25.0%	0.0%	0.0%	25.0%	33.3%	25.0%	33.3%	33.3%	25.0%	25.0%	0.0%	100.0%
	100.0%	71.4%	28.6%	14.3%	57.1%	14.3%	14.3%	0.0%	42.9%	28.6%	0.0%	0.0%	14.3%	14.3%	42.9%	57.1%	28.6%	14.3%	71.4%	0.0%	14.3%
Low price	8	6	4	3	3	1	2	1	3	3	0	0	2	2	3	4	2	1	6	0	0
	25.8%	25.0%	44.4%	42.9%	17.6%	50.0%	66.7%	100.0%	37.5%	37.5%	0.0%	0.0%	50.0%	66.7%	25.0%	33.3%	33.3%	25.0%	30.0%	0.0%	0.0%
	100.0%	75.0%	50.0%	37.5%	37.5%	12.5%	25.0%	12.5%	37.5%	37.5%	0.0%	0.0%	25.0%	25.0%	37.5%	50.0%	25.0%	12.5%	75.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019426

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	31	24	9	7	17	2	3	1	8	8	4	0	4	3	12	12	6	4	20	0	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%
	100.0%	77.4%	29.0%	22.6%	54.8%	6.5%	9.7%	3.2%	25.8%	25.8%	12.9%	0.0%	12.9%	9.7%	38.7%	38.7%	19.4%	12.9%	64.5%	0.0%	3.2%
Smooth taste	12	10	5	3	7	2	2	0	5	3	1	0	2	1	6	5	2	2	8	0	1
	38.7%	41.7%	55.6%	42.9%	41.2%	100.0%	66.7%	0.0%	62.5%	37.5%	25.0%	0.0%	50.0%	33.3%	50.0%	41.7%	33.3%	50.0%	40.0%	0.0%	100.0%
	100.0%	83.3%	41.7%	25.0%	58.3%	16.7%	16.7%	0.0%	41.7%	25.0%	8.3%	0.0%	16.7%	8.3%	50.0%	41.7%	16.7%	16.7%	66.7%	0.0%	8.3%
Good for special occasions	9	7	2	1	6	1	0	1	2	3	1	0	1	1	2	3	3	1	6	0	1
	29.0%	29.2%	22.2%	14.3%	35.3%	50.0%	0.0%	100.0%	25.0%	37.5%	25.0%	0.0%	25.0%	33.3%	16.7%	25.0%	50.0%	25.0%	30.0%	0.0%	100.0%
	100.0%	77.8%	22.2%	11.1%	66.7%	11.1%	0.0%	11.1%	22.2%	33.3%	11.1%	0.0%	11.1%	11.1%	22.2%	33.3%	33.3%	11.1%	66.7%	0.0%	11.1%
Recommended by friends	5	3	1	0	3	1	0	0	1	1	1	0	0	1	1	2	0	1	4	0	0
	16.1%	12.5%	11.1%	0.0%	17.6%	50.0%	0.0%	0.0%	12.5%	12.5%	25.0%	0.0%	0.0%	33.3%	8.3%	16.7%	0.0%	25.0%	20.0%	0.0%	0.0%
	100.0%	60.0%	20.0%	0.0%	60.0%	20.0%	0.0%	0.0%	20.0%	20.0%	20.0%	0.0%	0.0%	20.0%	20.0%	40.0%	0.0%	20.0%	80.0%	0.0%	0.0%
Good for a gift	10	8	1	0	8	1	0	0	3	2	1	0	0	1	2	4	3	1	7	0	1
	32.3%	33.3%	11.1%	0.0%	47.1%	50.0%	0.0%	0.0%	37.5%	25.0%	25.0%	0.0%	0.0%	33.3%	16.7%	33.3%	50.0%	25.0%	35.0%	0.0%	100.0%
	100.0%	80.0%	10.0%	0.0%	80.0%	10.0%	0.0%	0.0%	30.0%	20.0%	10.0%	0.0%	0.0%	10.0%	20.0%	40.0%	30.0%	10.0%	70.0%	0.0%	10.0%
Consistent quality	18	14	6	4	10	2	2	1	6	4	3	0	3	2	6	7	2	4	13	0	1
	58.1%	58.3%	66.7%	57.1%	58.8%	100.0%	66.7%	100.0%	75.0%	50.0%	75.0%	0.0%	75.0%	66.7%	50.0%	58.3%	33.3%	100.0%	65.0%	0.0%	100.0%
	100.0%	77.8%	33.3%	22.2%	55.6%	11.1%	11.1%	5.6%	33.3%	22.2%	16.7%	0.0%	16.7%	11.1%	33.3%	38.9%	11.1%	22.2%	72.2%	0.0%	5.6%
Masculine	6	5	4	3	2	1	2	1	3	2	0	0	3	1	3	3	1	1	4	0	1
	19.4%	20.8%	44.4%	42.9%	11.8%	50.0%	66.7%	100.0%	37.5%	25.0%	0.0%	0.0%	75.0%	33.3%	25.0%	25.0%	16.7%	25.0%	20.0%	0.0%	100.0%
	100.0%	83.3%	66.7%	50.0%	33.3%	16.7%	33.3%	16.7%	50.0%	33.3%	0.0%	0.0%	50.0%	16.7%	50.0%	50.0%	16.7%	16.7%	66.7%	0.0%	16.7%
Brand I trust	13	10	2	1	9	1	1	0	4	5	3	0	2	2	4	4	2	1	11	0	1
	41.9%	41.7%	22.2%	14.3%	52.9%	50.0%	33.3%	0.0%	50.0%	62.5%	75.0%	0.0%	50.0%	66.7%	33.3%	33.3%	33.3%	25.0%	55.0%	0.0%	100.0%
	100.0%	76.9%	15.4%	7.7%	69.2%	7.7%	7.7%	0.0%	30.8%	38.5%	23.1%	0.0%	15.4%	15.4%	30.8%	30.8%	15.4%	7.7%	84.6%	0.0%	7.7%
Well constructed	15	12	5	3	9	2	3	0	7	4	0	0	2	2	7	9	5	2	11	0	1
	48.4%	50.0%	55.6%	42.9%	52.9%	100.0%	100.0%	0.0%	87.5%	50.0%	0.0%	0.0%	50.0%	66.7%	58.3%	75.0%	83.3%	50.0%	55.0%	0.0%	100.0%
	100.0%	80.0%	33.3%	20.0%	60.0%	13.3%	20.0%	0.0%	46.7%	26.7%	0.0%	0.0%	13.3%	13.3%	46.7%	60.0%	33.3%	13.3%	73.3%	0.0%	6.7%
Strong taste	6	4	3	2	2	1	1	0	2	1	1	0	1	2	3	2	1	1	4	0	1
	19.4%	16.7%	33.3%	28.6%	11.8%	50.0%	33.3%	0.0%	25.0%	12.5%	25.0%	0.0%	25.0%	66.7%	25.0%	16.7%	16.7%	25.0%	20.0%	0.0%	100.0%
	100.0%	66.7%	50.0%	33.3%	33.3%	16.7%	16.7%	0.0%	33.3%	16.7%	16.7%	0.0%	16.7%	33.3%	50.0%	33.3%	16.7%	16.7%	66.7%	0.0%	16.7%
For serious smokers	11	9	5	4	5	1	2	0	5	2	1	0	3	1	6	5	2	1	8	0	1
	35.5%	37.5%	55.6%	57.1%	29.4%	50.0%	66.7%	0.0%	62.5%	25.0%	25.0%	0.0%	75.0%	33.3%	50.0%	41.7%	33.3%	25.0%	40.0%	0.0%	100.0%
	100.0%	81.8%	45.5%	36.4%	45.5%	9.1%	18.2%	0.0%	45.5%	18.2%	9.1%	0.0%	27.3%	9.1%	54.5%	45.5%	18.2%	9.1%	72.7%	0.0%	9.1%
Popular	9	8	3	2	6	1	1	0	5	1	0	0	1	1	5	6	1	1	5	0	1
	29.0%	33.3%	33.3%	28.6%	35.3%	50.0%	33.3%	0.0%	62.5%	12.5%	0.0%	0.0%	25.0%	33.3%	41.7%	50.0%	16.7%	25.0%	25.0%	0.0%	100.0%
	100.0%	88.9%	33.3%	22.2%	66.7%	11.1%	11.1%	0.0%	55.6%	11.1%	0.0%	0.0%	11.1%	11.1%	55.6%	66.7%	11.1%	11.1%	55.6%	0.0%	11.1%
Easy to smoke	16	12	4	2	10	2	1	1	6	4	2	0	3	1	6	7	4	2	12	0	1
	51.6%	50.0%	44.4%	28.6%	58.8%	100.0%	33.3%	100.0%	75.0%	50.0%	50.0%	0.0%	75.0%	33.3%	50.0%	58.3%	66.7%	50.0%	60.0%	0.0%	100.0%
	100.0%	75.0%	25.0%	12.5%	62.5%	12.5%	6.3%	6.3%	37.5%	25.0%	12.5%	0.0%	18.8%	6.3%	37.5%	43.8%	25.0%	12.5%	75.0%	0.0%	6.3%
Easy draw	19	15	7	5	10	2	3	1	7	5	2	0	4	2	9	9	5	2	14	0	1
	61.3%	62.5%	77.8%	71.4%	58.8%	100.0%	100.0%	100.0%	87.5%	62.5%	50.0%	0.0%	100.0%	66.7%	75.0%	75.0%	83.3%	50.0%	70.0%	0.0%	100.0%
	100.0%	78.9%	36.8%	26.3%	52.6%	10.5%	15.8%	5.3%	36.8%	26.3%	10.5%	0.0%	21.1%	10.5%	47.4%	47.4%	26.3%	10.5%	73.7%	0.0%	5.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019427

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																		
							DUAL SMOKERS		PREMIUM USERS			MASS USERS					SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	31	24	9	7	17	2	3	1	8	8	4	0	4	3	12	12	6	4	20	0	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%
	100.0%	77.4%	29.0%	22.6%	54.8%	6.5%	9.7%	3.2%	25.8%	25.8%	12.9%	0.0%	12.9%	9.7%	38.7%	38.7%	19.4%	12.9%	64.5%	0.0%	3.2%
No answer	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0
	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019428

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	45	35	13	11	24	2	6	2	13	11	6	1	6	11	15	19	11	3	21	2	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	77.8%	28.9%	24.4%	53.3%	4.4%	13.3%	4.4%	28.9%	24.4%	13.3%	2.2%	13.3%	24.4%	33.3%	42.2%	24.4%	6.7%	46.7%	4.4%	24.4%
Hoyo de Monterrey Excalibur																					
Casual	4	2	2	1	1	1	1	0	2	0	1	1	1	1	3	3	2	0	2	0	1
	8.9%	5.7%	15.4%	9.1%	4.2%	50.0%	16.7%	0.0%	15.4%	0.0%	16.7%	100.0%	16.7%	9.1%	20.0%	15.8%	18.2%	0.0%	9.5%	0.0%	9.1%
	100.0%	50.0%	50.0%	25.0%	25.0%	25.0%	25.0%	0.0%	50.0%	0.0%	25.0%	25.0%	25.0%	25.0%	75.0%	75.0%	50.0%	0.0%	50.0%	0.0%	25.0%
Individualistic	8	6	2	1	5	1	0	1	1	4	1	1	1	1	2	3	4	0	3	0	1
	17.8%	17.1%	15.4%	9.1%	20.8%	50.0%	0.0%	50.0%	7.7%	36.4%	16.7%	100.0%	16.7%	9.1%	13.3%	15.8%	36.4%	0.0%	14.3%	0.0%	9.1%
	100.0%	75.0%	25.0%	12.5%	62.5%	12.5%	0.0%	12.5%	12.5%	50.0%	12.5%	12.5%	12.5%	12.5%	25.0%	37.5%	50.0%	0.0%	37.5%	0.0%	12.5%
Mild taste	9	5	3	2	3	1	1	1	3	1	2	1	2	1	3	4	3	0	5	0	3
	20.0%	14.3%	23.1%	18.2%	12.5%	50.0%	16.7%	50.0%	23.1%	9.1%	33.3%	100.0%	33.3%	9.1%	20.0%	21.1%	27.3%	0.0%	23.8%	0.0%	27.3%
	100.0%	55.6%	33.3%	22.2%	33.3%	11.1%	11.1%	11.1%	33.3%	11.1%	22.2%	11.1%	22.2%	11.1%	33.3%	44.4%	33.3%	0.0%	55.6%	0.0%	33.3%
High quality	22	19	7	5	14	2	3	2	7	6	3	1	3	6	6	8	5	2	11	1	5
	48.9%	54.3%	53.8%	45.5%	58.3%	100.0%	50.0%	100.0%	53.8%	54.5%	50.0%	100.0%	50.0%	54.5%	40.0%	42.1%	45.5%	66.7%	52.4%	50.0%	45.5%
	100.0%	86.4%	31.8%	22.7%	63.6%	9.1%	13.6%	9.1%	31.8%	27.3%	13.6%	4.5%	13.6%	27.3%	27.3%	36.4%	22.7%	9.1%	50.0%	4.5%	22.7%
Smart choice	13	11	4	3	8	1	1	2	4	6	1	1	2	3	5	6	4	1	6	0	3
	28.9%	31.4%	30.8%	27.3%	33.3%	50.0%	16.7%	100.0%	30.8%	54.5%	16.7%	100.0%	33.3%	27.3%	33.3%	31.6%	36.4%	33.3%	28.6%	0.0%	27.3%
	100.0%	84.6%	30.8%	23.1%	61.5%	7.7%	7.7%	15.4%	30.8%	46.2%	7.7%	7.7%	15.4%	23.1%	38.5%	46.2%	30.8%	7.7%	46.2%	0.0%	23.1%
Refined taste	17	12	6	4	8	2	2	2	2	5	3	1	3	4	5	6	5	1	10	2	1
	37.8%	34.3%	46.2%	36.4%	33.3%	100.0%	33.3%	100.0%	15.4%	45.5%	50.0%	100.0%	50.0%	36.4%	33.3%	31.6%	45.5%	33.3%	47.6%	100.0%	9.1%
	100.0%	70.6%	35.3%	23.5%	47.1%	11.8%	11.8%	11.8%	11.8%	29.4%	17.6%	5.9%	17.6%	23.5%	29.4%	35.3%	29.4%	5.9%	58.8%	11.8%	5.9%
Recommended by tobacconists	17	13	6	4	9	2	4	0	5	4	4	1	3	4	5	9	8	2	11	0	3
	37.8%	37.1%	46.2%	36.4%	37.5%	100.0%	66.7%	0.0%	38.5%	36.4%	66.7%	100.0%	50.0%	36.4%	33.3%	47.4%	72.7%	66.7%	52.4%	0.0%	27.3%
	100.0%	76.5%	35.3%	23.5%	52.9%	11.8%	23.5%	0.0%	29.4%	23.5%	23.5%	5.9%	17.6%	23.5%	29.4%	52.9%	47.1%	11.8%	64.7%	0.0%	17.6%
Attractive packaging	7	4	4	3	1	1	1	2	1	2	1	1	3	1	3	3	3	0	6	0	0
	15.6%	11.4%	30.8%	27.3%	4.2%	50.0%	16.7%	100.0%	7.7%	18.2%	16.7%	100.0%	50.0%	9.1%	20.0%	15.8%	27.3%	0.0%	28.6%	0.0%	0.0%
	100.0%	57.1%	57.1%	42.9%	14.3%	14.3%	14.3%	28.6%	14.3%	28.6%	14.3%	14.3%	42.9%	14.3%	42.9%	42.9%	42.9%	0.0%	85.7%	0.0%	0.0%
Sophisticated	7	5	4	2	3	2	0	2	1	3	1	1	2	1	2	3	4	1	3	0	1
	15.6%	14.3%	30.8%	18.2%	12.5%	100.0%	0.0%	100.0%	7.7%	27.3%	16.7%	100.0%	33.3%	9.1%	13.3%	15.8%	36.4%	33.3%	14.3%	0.0%	9.1%
	100.0%	71.4%	57.1%	28.6%	42.9%	28.6%	0.0%	28.6%	14.3%	42.9%	14.3%	14.3%	28.6%	14.3%	28.6%	42.9%	57.1%	14.3%	42.9%	0.0%	14.3%
Innovative	3	2	1	0	2	1	0	0	1	0	1	1	0	1	1	2	2	0	2	0	0
	6.7%	5.7%	7.7%	0.0%	8.3%	50.0%	0.0%	0.0%	7.7%	0.0%	16.7%	100.0%	0.0%	9.1%	6.7%	10.5%	18.2%	0.0%	9.5%	0.0%	0.0%
	100.0%	66.7%	33.3%	0.0%	66.7%	33.3%	0.0%	0.0%	33.3%	0.0%	33.3%	33.3%	0.0%	33.3%	33.3%	66.7%	66.7%	0.0%	66.7%	0.0%	0.0%
Trendy	2	1	1	0	1	1	0	0	1	0	0	1	0	0	1	2	2	0	0	0	1
	4.4%	2.9%	7.7%	0.0%	4.2%	50.0%	0.0%	0.0%	7.7%	0.0%	0.0%	100.0%	0.0%	0.0%	6.7%	10.5%	18.2%	0.0%	0.0%	0.0%	9.1%
	100.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	100.0%	100.0%	0.0%	0.0%	0.0%	50.0%
Prestigious	9	6	3	2	4	1	0	2	1	3	2	1	2	2	3	4	5	1	3	1	3
	20.0%	17.1%	23.1%	18.2%	16.7%	50.0%	0.0%	100.0%	7.7%	27.3%	33.3%	100.0%	33.3%	18.2%	20.0%	21.1%	45.5%	33.3%	14.3%	50.0%	27.3%
	100.0%	66.7%	33.3%	22.2%	44.4%	11.1%	0.0%	22.2%	11.1%	33.3%	22.2%	11.1%	22.2%	22.2%	33.3%	44.4%	55.6%	11.1%	33.3%	11.1%	33.3%
Sporty	3	1	2	1	0	1	0	1	0	1	0	1	1	0	3	3	2	0	1	1	0
	6.7%	2.9%	15.4%	9.1%	0.0%	50.0%	0.0%	50.0%	0.0%	9.1%	0.0%	100.0%	16.7%	0.0%	20.0%	15.8%	18.2%	0.0%	4.8%	50.0%	0.0%
	100.0%	33.3%	66.7%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	33.3%	33.3%	0.0%	100.0%	100.0%	66.7%	0.0%	33.3%	33.3%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019429

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	45 100.0% 100.0%	35 100.0% 77.8%	13 100.0% 28.9%	11 100.0% 24.4%	24 100.0% 53.3%	2 100.0% 4.4%	6 100.0% 13.3%	2 100.0% 4.4%	13 100.0% 28.9%	11 100.0% 24.4%	6 100.0% 13.3%	1 100.0% 2.2%	6 100.0% 13.3%	11 100.0% 24.4%	15 100.0% 33.3%	19 100.0% 42.2%	11 100.0% 24.4%	3 100.0% 6.7%	21 100.0% 46.7%	2 100.0% 4.4%	11 100.0% 24.4%
Reliable	15 33.3% 100.0%	12 34.3% 80.0%	4 30.8% 26.7%	2 18.2% 13.3%	10 41.7% 66.7%	2 100.0% 13.3%	2 33.3% 13.3%	0 0.0% 0.0%	4 30.8% 26.7%	4 36.4% 26.7%	2 33.3% 13.3%	1 100.0% 6.7%	1 16.7% 6.7%	3 27.3% 20.0%	4 26.7% 26.7%	7 36.8% 46.7%	6 54.5% 40.0%	2 66.7% 13.3%	8 38.1% 53.3%	0 0.0% 0.0%	3 27.3% 20.0%
Recommended by magazine	5 11.1% 100.0%	4 11.4% 80.0%	2 15.4% 40.0%	1 9.1% 20.0%	3 12.5% 60.0%	1 50.0% 20.0%	1 16.7% 20.0%	0 0.0% 0.0%	1 7.7% 20.0%	2 18.2% 40.0%	0 0.0% 0.0%	1 100.0% 20.0%	0 0.0% 0.0%	1 9.1% 20.0%	2 13.3% 40.0%	3 15.8% 60.0%	2 18.2% 40.0%	0 0.0% 0.0%	3 14.3% 60.0%	0 0.0% 0.0%	0 0.0% 0.0%
Great taste	27 60.0% 100.0%	22 62.9% 81.5%	7 53.8% 25.9%	5 45.5% 18.5%	17 70.8% 63.0%	2 100.0% 7.4%	2 33.3% 7.4%	2 100.0% 7.4%	9 69.2% 33.3%	5 45.5% 18.5%	4 66.7% 14.8%	1 100.0% 3.7%	3 50.0% 11.1%	6 54.5% 22.2%	7 46.7% 25.9%	9 47.4% 33.3%	5 45.5% 18.5%	2 66.7% 7.4%	13 61.9% 48.1%	1 50.0% 3.7%	7 63.6% 25.9%
Good value	14 31.1% 100.0%	11 31.4% 78.6%	5 38.5% 35.7%	4 36.4% 28.6%	7 29.2% 50.0%	1 50.0% 7.1%	3 50.0% 21.4%	1 50.0% 7.1%	4 30.8% 28.6%	4 36.4% 28.6%	1 16.7% 7.1%	1 100.0% 7.1%	2 33.3% 14.3%	4 36.4% 28.6%	8 53.3% 57.1%	8 42.1% 57.1%	5 45.5% 35.7%	1 33.3% 7.1%	7 33.3% 50.0%	1 50.0% 7.1%	3 27.3% 21.4%
For social smokers	10 22.2% 100.0%	8 22.9% 80.0%	4 30.8% 40.0%	3 27.3% 30.0%	5 20.8% 50.0%	1 50.0% 10.0%	2 33.3% 20.0%	1 50.0% 10.0%	3 23.1% 30.0%	2 18.2% 20.0%	1 16.7% 10.0%	1 100.0% 10.0%	5 50.0% 30.0%	2 18.2% 20.0%	4 26.7% 40.0%	5 26.3% 50.0%	4 36.4% 40.0%	0 0.0% 0.0%	6 28.6% 60.0%	1 50.0% 10.0%	1 9.1% 10.0%
Good for everyday	9 20.0% 100.0%	8 22.9% 88.9%	2 15.4% 22.2%	1 9.1% 11.1%	7 29.2% 77.8%	1 50.0% 11.1%	1 16.7% 11.1%	0 0.0% 0.0%	4 30.8% 44.4%	2 18.2% 22.2%	1 16.7% 11.1%	1 100.0% 11.1%	0 0.0% 0.0%	3 27.3% 33.3%	4 26.7% 44.4%	5 26.3% 55.6%	3 27.3% 33.3%	1 33.3% 11.1%	3 14.3% 33.3%	0 0.0% 0.0%	3 27.3% 33.3%
Fresh	20 44.4% 100.0%	17 48.6% 85.0%	6 46.2% 30.0%	5 45.5% 25.0%	12 50.0% 60.0%	1 50.0% 5.0%	2 33.3% 10.0%	2 100.0% 10.0%	6 46.2% 30.0%	4 36.4% 20.0%	4 66.7% 20.0%	1 100.0% 5.0%	4 66.7% 20.0%	4 36.4% 20.0%	7 46.7% 35.0%	7 36.8% 35.0%	5 45.5% 25.0%	0 0.0% 0.0%	11 52.4% 55.0%	1 50.0% 5.0%	4 36.4% 20.0%
Good for relaxing	26 57.8% 100.0%	21 60.0% 80.8%	8 61.5% 30.8%	6 54.5% 23.1%	15 62.5% 57.7%	2 100.0% 7.7%	3 50.0% 11.5%	2 100.0% 7.7%	7 53.8% 26.9%	6 54.5% 23.1%	4 66.7% 15.4%	1 100.0% 3.8%	3 50.0% 11.5%	7 63.6% 26.9%	9 60.0% 34.6%	10 52.6% 38.5%	8 72.7% 30.8%	2 66.7% 7.7%	13 61.9% 50.0%	1 50.0% 3.8%	7 63.6% 26.9%
Easy to find/widely available	20 44.4% 100.0%	15 42.9% 75.0%	6 46.2% 30.0%	5 45.5% 25.0%	10 41.7% 50.0%	1 50.0% 5.0%	3 50.0% 15.0%	1 50.0% 5.0%	6 46.2% 30.0%	6 54.5% 30.0%	1 16.7% 5.0%	1 100.0% 5.0%	2 33.3% 10.0%	4 36.4% 20.0%	8 53.3% 40.0%	10 52.6% 50.0%	7 63.6% 35.0%	1 33.3% 5.0%	12 57.1% 60.0%	0 0.0% 0.0%	4 36.4% 20.0%
Full flavored	19 42.2% 100.0%	16 45.7% 84.2%	7 53.8% 36.8%	5 45.5% 26.3%	11 45.8% 57.9%	2 100.0% 10.5%	3 50.0% 15.8%	1 50.0% 5.3%	8 61.5% 42.1%	3 27.3% 15.8%	3 50.0% 15.8%	1 100.0% 5.3%	3 50.0% 15.8%	4 36.4% 21.1%	7 46.7% 36.8%	9 47.4% 47.4%	5 45.5% 26.3%	1 33.3% 5.3%	11 52.4% 57.9%	0 0.0% 0.0%	4 36.4% 21.1%
Medium taste	9 20.0% 100.0%	7 20.0% 77.8%	5 38.5% 55.6%	4 36.4% 44.4%	3 12.5% 33.3%	1 50.0% 11.1%	2 33.3% 22.2%	1 50.0% 11.1%	3 23.1% 33.3%	1 9.1% 11.1%	1 16.7% 11.1%	1 100.0% 11.1%	3 50.0% 33.3%	0 0.0% 0.0%	5 33.3% 55.6%	4 21.1% 44.4%	2 18.2% 22.2%	0 0.0% 0.0%	5 23.8% 55.6%	0 0.0% 0.0%	2 18.2% 22.2%
Good as a reward	16 35.6% 100.0%	13 37.1% 81.3%	3 23.1% 18.8%	2 18.2% 12.5%	11 45.8% 68.8%	1 50.0% 6.3%	0 0.0% 0.0%	2 100.0% 12.5%	3 23.1% 18.8%	5 45.5% 31.3%	3 50.0% 18.8%	1 100.0% 6.3%	2 33.3% 12.5%	3 27.3% 18.8%	3 20.0% 18.8%	6 31.6% 37.5%	5 45.5% 31.3%	1 33.3% 6.3%	9 42.9% 56.3%	1 50.0% 6.3%	3 27.3% 18.8%
Low price	6 13.3% 100.0%	3 8.6% 50.0%	2 15.4% 33.3%	1 9.1% 16.7%	2 8.3% 33.3%	1 50.0% 16.7%	0 0.0% 0.0%	1 50.0% 16.7%	2 15.4% 33.3%	1 9.1% 16.7%	0 0.0% 0.0%	1 100.0% 16.7%	1 16.7% 16.7%	0 0.0% 0.0%	4 26.7% 66.7%	4 21.1% 66.7%	4 36.4% 66.7%	0 0.0% 0.0%	2 9.5% 33.3%	0 0.0% 0.0%	2 18.2% 33.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019430

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	45 100.0% 100.0%	35 100.0% 77.8%	13 100.0% 28.9%	11 100.0% 24.4%	24 100.0% 53.3%	2 100.0% 4.4%	6 100.0% 13.3%	2 100.0% 4.4%	13 100.0% 28.9%	11 100.0% 24.4%	6 100.0% 13.3%	1 100.0% 2.2%	6 100.0% 13.3%	11 100.0% 24.4%	15 100.0% 33.3%	19 100.0% 42.2%	11 100.0% 24.4%	3 100.0% 6.7%	21 100.0% 46.7%	2 100.0% 4.4%	11 100.0% 24.4%
Smooth taste	24 53.3% 100.0%	21 60.0% 87.5%	8 61.5% 33.3%	7 63.6% 29.2%	14 58.3% 58.3%	1 50.0% 4.2%	4 66.7% 16.7%	2 100.0% 8.3%	10 76.9% 41.7%	5 45.5% 20.8%	2 33.3% 8.3%	1 100.0% 4.2%	4 66.7% 16.7%	5 45.5% 20.8%	10 66.7% 41.7%	12 63.2% 50.0%	6 54.5% 25.0%	0 0.0% 0.0%	12 57.1% 50.0%	1 50.0% 4.2%	7 63.6% 29.2%
Good for special occasions	16 35.6% 100.0%	14 40.0% 87.5%	3 23.1% 18.8%	2 18.2% 12.5%	12 50.0% 75.0%	1 50.0% 6.3%	1 16.7% 6.3%	1 50.0% 6.3%	3 23.1% 18.8%	5 45.5% 31.3%	4 66.7% 25.0%	1 100.0% 6.3%	1 16.7% 6.3%	5 45.5% 31.3%	3 20.0% 18.8%	5 26.3% 31.3%	6 54.5% 37.5%	0 0.0% 0.0%	8 38.1% 50.0%	1 50.0% 6.3%	4 36.4% 25.0%
Recommended by friends	9 20.0% 100.0%	8 22.9% 88.9%	2 15.4% 22.2%	1 9.1% 11.1%	7 29.2% 77.8%	1 50.0% 11.1%	0 0.0% 0.0%	1 50.0% 11.1%	2 15.4% 22.2%	3 27.3% 33.3%	1 16.7% 11.1%	1 100.0% 11.1%	1 16.7% 11.1%	1 9.1% 11.1%	2 13.3% 22.2%	3 15.8% 33.3%	2 18.2% 22.2%	0 0.0% 0.0%	2 9.5% 22.2%	1 50.0% 11.1%	3 27.3% 33.3%
Good for a gift	21 46.7% 100.0%	18 51.4% 85.7%	5 38.5% 23.8%	3 27.3% 14.3%	15 62.5% 71.4%	2 100.0% 9.5%	1 16.7% 4.8%	2 100.0% 9.5%	7 53.8% 33.3%	6 54.5% 28.6%	3 50.0% 14.3%	1 100.0% 4.8%	3 50.0% 14.3%	4 36.4% 19.0%	5 33.3% 23.8%	9 47.4% 42.9%	6 54.5% 28.6%	2 66.7% 9.5%	10 47.6% 47.6%	1 50.0% 4.8%	5 45.5% 23.8%
Consistent quality	25 55.6% 100.0%	22 62.9% 88.0%	6 46.2% 24.0%	5 45.5% 20.0%	17 70.8% 68.0%	1 50.0% 4.0%	3 50.0% 12.0%	2 100.0% 8.0%	8 61.5% 32.0%	8 72.7% 32.0%	3 50.0% 12.0%	1 100.0% 4.0%	3 50.0% 12.0%	5 45.5% 20.0%	7 46.7% 28.0%	12 63.2% 48.0%	7 63.6% 28.0%	0 0.0% 0.0%	14 66.7% 56.0%	1 50.0% 4.0%	6 54.5% 24.0%
Masculine	12 26.7% 100.0%	8 22.9% 66.7%	4 30.8% 33.3%	2 18.2% 16.7%	6 25.0% 50.0%	2 100.0% 16.7%	1 16.7% 8.3%	1 50.0% 8.3%	3 23.1% 25.0%	3 27.3% 25.0%	2 33.3% 16.7%	1 100.0% 8.3%	2 33.3% 16.7%	2 18.2% 16.7%	4 26.7% 33.3%	6 31.6% 50.0%	7 63.6% 58.3%	1 33.3% 8.3%	7 33.3% 58.3%	0 0.0% 0.0%	2 18.2% 16.7%
Brand I trust	28 62.2% 100.0%	22 62.9% 78.6%	7 53.8% 25.0%	6 54.5% 21.4%	16 66.7% 57.1%	1 50.0% 3.6%	3 50.0% 10.7%	2 100.0% 7.1%	8 61.5% 28.6%	9 81.8% 32.1%	4 66.7% 14.3%	1 100.0% 3.6%	4 66.7% 14.3%	5 45.5% 17.9%	8 53.3% 28.6%	14 73.7% 50.0%	8 72.7% 28.6%	2 66.7% 7.1%	14 66.7% 50.0%	1 50.0% 3.6%	6 54.5% 21.4%
Well constructed	26 57.8% 100.0%	20 57.1% 76.9%	9 69.2% 34.6%	7 63.6% 26.9%	13 54.2% 50.0%	2 100.0% 7.7%	4 66.7% 15.4%	2 100.0% 7.7%	9 69.2% 34.6%	6 54.5% 23.1%	5 83.3% 19.2%	1 100.0% 3.8%	4 66.7% 15.4%	7 63.6% 26.9%	8 53.3% 30.8%	13 68.4% 50.0%	9 81.8% 34.6%	3 100.0% 11.5%	12 57.1% 46.2%	0 0.0% 0.0%	8 72.7% 30.8%
Strong taste	13 28.9% 100.0%	8 22.9% 61.5%	4 30.8% 30.8%	2 18.2% 15.4%	6 25.0% 46.2%	2 100.0% 15.4%	1 16.7% 7.7%	1 50.0% 7.7%	2 15.4% 15.4%	3 27.3% 23.1%	3 50.0% 23.1%	1 100.0% 7.7%	2 33.3% 15.4%	2 18.2% 15.4%	3 20.0% 23.1%	6 31.6% 46.2%	7 63.6% 53.8%	1 33.3% 7.7%	8 38.1% 61.5%	1 50.0% 7.7%	2 18.2% 15.4%
For serious smokers	19 42.2% 100.0%	16 45.7% 84.2%	6 46.2% 31.6%	4 36.4% 21.1%	12 50.0% 63.2%	2 100.0% 10.5%	2 33.3% 10.5%	1 50.0% 5.3%	6 46.2% 31.6%	5 45.5% 26.3%	3 50.0% 15.8%	1 100.0% 5.3%	3 50.0% 15.8%	2 18.2% 10.5%	4 26.7% 21.1%	8 42.1% 42.1%	6 54.5% 31.6%	2 66.7% 10.5%	8 38.1% 42.1%	0 0.0% 0.0%	4 36.4% 21.1%
Popular	17 37.8% 100.0%	13 37.1% 76.5%	3 23.1% 17.6%	2 18.2% 11.8%	11 45.8% 64.7%	1 50.0% 5.9%	1 16.7% 5.9%	0 0.0% 0.0%	8 61.5% 47.1%	2 18.2% 11.8%	3 50.0% 17.6%	1 100.0% 5.9%	2 33.3% 11.8%	3 27.3% 17.6%	8 53.3% 47.1%	11 57.9% 64.7%	5 45.5% 29.4%	1 33.3% 5.9%	7 33.3% 41.2%	0 0.0% 0.0%	5 45.5% 29.4%
Easy to smoke	25 55.6% 100.0%	22 62.9% 88.0%	8 61.5% 32.0%	7 63.6% 28.0%	15 62.5% 60.0%	1 50.0% 4.0%	4 66.7% 16.0%	2 100.0% 8.0%	9 69.2% 36.0%	7 63.6% 28.0%	2 33.3% 8.0%	1 100.0% 4.0%	4 66.7% 16.0%	6 54.5% 24.0%	10 66.7% 40.0%	12 63.2% 48.0%	7 63.6% 28.0%	1 33.3% 4.0%	13 61.9% 52.0%	1 50.0% 4.0%	6 54.5% 24.0%
Easy draw	24 53.3% 100.0%	20 57.1% 83.3%	8 61.5% 33.3%	7 63.6% 29.2%	13 54.2% 54.2%	1 50.0% 4.2%	4 66.7% 16.7%	2 100.0% 8.3%	8 61.5% 33.3%	6 54.5% 25.0%	4 66.7% 16.7%	1 100.0% 4.2%	4 66.7% 16.7%	6 54.5% 25.0%	10 66.7% 41.7%	11 57.9% 45.8%	7 63.6% 29.2%	1 33.3% 4.2%	13 61.9% 54.2%	1 50.0% 4.2%	5 45.5% 20.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019431

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	45	35	13	11	24	2	6	2	13	11	6	1	6	11	15	19	11	3	21	2	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	77.8%	28.9%	24.4%	53.3%	4.4%	13.3%	4.4%	28.9%	24.4%	13.3%	2.2%	13.3%	24.4%	33.3%	42.2%	24.4%	6.7%	46.7%	4.4%	24.4%
No answer	4	4	3	3	1	0	1	0	0	2	1	0	0	3	1	0	0	0	2	0	1
	8.9%	11.4%	23.1%	27.3%	4.2%	0.0%	16.7%	0.0%	0.0%	18.2%	16.7%	0.0%	0.0%	27.3%	6.7%	0.0%	0.0%	0.0%	9.5%	0.0%	9.1%
	100.0%	100.0%	75.0%	75.0%	25.0%	0.0%	25.0%	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	75.0%	25.0%	0.0%	0.0%	0.0%	50.0%	0.0%	25.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019432

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	225	180	63	51	129	12	26	15	29	64	73	7	27	29	37	48	82	24	132	15	20
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	80.0%	28.0%	22.7%	57.3%	5.3%	11.6%	6.7%	12.9%	28.4%	32.4%	3.1%	12.0%	12.9%	16.4%	21.3%	36.4%	10.7%	58.7%	6.7%	8.9%
Macanudo																					
Casual	57	48	20	15	33	5	7	3	4	16	22	5	6	5	8	9	20	6	36	6	4
	25.3%	26.7%	31.7%	29.4%	25.6%	41.7%	26.9%	20.0%	13.8%	25.0%	30.1%	71.4%	22.2%	17.2%	21.6%	18.8%	24.4%	25.0%	27.3%	40.0%	20.0%
	100.0%	84.2%	35.1%	26.3%	57.9%	8.8%	12.3%	5.3%	7.0%	28.1%	38.6%	8.8%	10.5%	8.8%	14.0%	15.8%	35.1%	10.5%	63.2%	10.5%	7.0%
Individualistic	36	28	12	8	20	4	6	0	6	10	9	1	5	5	9	11	8	5	22	2	3
	16.0%	15.6%	19.0%	15.7%	15.5%	33.3%	23.1%	0.0%	20.7%	15.6%	12.3%	14.3%	18.5%	17.2%	24.3%	22.9%	9.8%	20.8%	16.7%	13.3%	15.0%
	100.0%	77.8%	33.3%	22.2%	55.6%	11.1%	16.7%	0.0%	16.7%	27.8%	25.0%	2.8%	13.9%	13.9%	25.0%	30.6%	22.2%	13.9%	61.1%	5.6%	8.3%
Mild taste	89	77	28	23	54	5	11	6	11	25	28	6	11	11	15	21	31	10	56	6	7
	39.6%	42.8%	44.4%	45.1%	41.9%	41.7%	42.3%	40.0%	37.9%	39.1%	38.4%	85.7%	40.7%	37.9%	40.5%	43.8%	37.8%	41.7%	42.4%	40.0%	35.0%
	100.0%	86.5%	31.5%	25.8%	60.7%	5.6%	12.4%	6.7%	12.4%	28.1%	31.5%	6.7%	12.4%	12.4%	16.9%	23.6%	34.8%	11.2%	62.9%	6.7%	7.9%
High quality	136	112	41	31	81	10	16	8	19	43	41	6	15	13	22	29	45	10	84	7	12
	60.4%	62.2%	65.1%	60.8%	62.8%	83.3%	61.5%	53.3%	65.5%	67.2%	56.2%	85.7%	55.6%	44.8%	59.5%	60.4%	54.9%	41.7%	63.6%	46.7%	60.0%
	100.0%	82.4%	30.1%	22.8%	59.6%	7.4%	11.8%	5.9%	14.0%	31.6%	30.1%	4.4%	11.0%	9.6%	16.2%	21.3%	33.1%	7.4%	61.8%	5.1%	8.8%
Smart choice	87	75	30	23	52	7	11	5	13	28	23	6	12	7	17	23	33	6	52	5	12
	38.7%	41.7%	47.6%	45.1%	40.3%	58.3%	42.3%	33.3%	44.8%	43.8%	31.5%	85.7%	44.4%	24.1%	45.9%	47.9%	40.2%	25.0%	39.4%	33.3%	60.0%
	100.0%	86.2%	34.5%	26.4%	59.8%	8.0%	12.6%	5.7%	14.9%	32.2%	26.4%	6.9%	13.8%	8.0%	19.5%	26.4%	37.9%	6.9%	59.8%	5.7%	13.8%
Refined taste	76	63	25	20	43	5	11	5	10	26	19	6	9	9	14	22	26	5	44	6	7
	33.8%	35.0%	39.7%	39.2%	33.3%	41.7%	42.3%	33.3%	34.5%	40.6%	26.0%	85.7%	33.3%	31.0%	37.8%	45.8%	31.7%	20.8%	33.3%	40.0%	35.0%
	100.0%	82.9%	32.9%	26.3%	56.6%	6.6%	14.5%	6.6%	13.2%	34.2%	25.0%	7.9%	11.8%	11.8%	18.4%	28.9%	34.2%	6.6%	57.9%	7.9%	9.2%
Recommended by tobacconists	97	80	27	23	57	4	12	8	19	26	33	5	15	8	16	29	38	9	68	6	7
	43.1%	44.4%	42.9%	45.1%	44.2%	33.3%	46.2%	53.3%	65.5%	40.6%	45.2%	71.4%	55.6%	27.6%	43.2%	60.4%	46.3%	37.5%	51.5%	40.0%	35.0%
	100.0%	82.5%	27.8%	23.7%	58.8%	4.1%	12.4%	8.2%	19.6%	26.8%	34.0%	5.2%	15.5%	8.2%	16.5%	29.9%	39.2%	9.3%	70.1%	6.2%	7.2%
Attractive packaging	56	50	17	14	36	3	6	3	12	13	16	4	8	7	14	20	18	5	34	4	6
	24.9%	27.8%	27.0%	27.5%	27.9%	25.0%	23.1%	20.0%	41.4%	20.3%	21.9%	57.1%	29.6%	24.1%	37.8%	41.7%	22.0%	20.8%	25.8%	26.7%	30.0%
	100.0%	89.3%	30.4%	25.0%	64.3%	5.4%	10.7%	5.4%	21.4%	23.2%	28.6%	7.1%	14.3%	12.5%	25.0%	35.7%	32.1%	8.9%	60.7%	7.1%	10.7%
Sophisticated	45	38	13	11	27	2	5	4	8	14	12	4	6	5	11	14	12	5	26	5	3
	20.0%	21.1%	20.6%	21.6%	20.9%	16.7%	19.2%	26.7%	27.6%	21.9%	16.4%	57.1%	22.2%	17.2%	29.7%	29.2%	14.6%	20.8%	19.7%	33.3%	15.0%
	100.0%	84.4%	28.9%	24.4%	60.0%	4.4%	11.1%	8.9%	17.8%	31.1%	26.7%	8.9%	13.3%	11.1%	24.4%	31.1%	26.7%	11.1%	57.8%	11.1%	6.7%
Innovative	17	13	6	4	9	2	2	0	3	4	5	2	1	3	6	7	3	2	13	2	1
	7.6%	7.2%	9.5%	7.8%	7.0%	16.7%	7.7%	0.0%	10.3%	6.3%	6.8%	28.6%	3.7%	10.3%	16.2%	14.6%	3.7%	8.3%	9.8%	13.3%	5.0%
	100.0%	76.5%	35.3%	23.5%	52.9%	11.8%	11.8%	0.0%	17.6%	23.5%	29.4%	11.8%	5.9%	17.6%	35.3%	41.2%	17.6%	11.8%	76.5%	11.8%	5.9%
Trendy	51	41	17	13	28	4	6	5	8	14	18	5	8	4	9	14	21	5	29	7	5
	22.7%	22.8%	27.0%	25.5%	21.7%	33.3%	23.1%	33.3%	27.6%	21.9%	24.7%	71.4%	29.6%	13.8%	24.3%	29.2%	25.6%	20.8%	22.0%	46.7%	25.0%
	100.0%	80.4%	33.3%	25.5%	54.9%	7.8%	11.8%	9.8%	15.7%	27.5%	35.3%	9.8%	15.7%	7.8%	17.6%	27.5%	41.2%	9.8%	56.9%	13.7%	9.8%
Prestigious	53	45	16	12	33	4	4	4	9	13	16	3	6	6	11	15	14	8	29	6	5
	23.6%	25.0%	25.4%	23.5%	25.6%	33.3%	15.4%	26.7%	31.0%	20.3%	21.9%	42.9%	22.2%	20.7%	29.7%	31.3%	17.1%	33.3%	22.0%	40.0%	25.0%
	100.0%	84.9%	30.2%	22.6%	62.3%	7.5%	7.5%	7.5%	17.0%	24.5%	30.2%	5.7%	11.3%	11.3%	20.8%	28.3%	26.4%	15.1%	54.7%	11.3%	9.4%
Sporty	24	21	8	6	15	2	3	1	6	8	4	3	3	2	9	11	4	3	15	2	2
	10.7%	11.7%	12.7%	11.8%	11.6%	16.7%	11.5%	6.7%	20.7%	12.5%	5.5%	42.9%	11.1%	6.9%	24.3%	22.9%	4.9%	12.5%	11.4%	13.3%	10.0%
	100.0%	87.5%	33.3%	25.0%	62.5%	8.3%	12.5%	4.2%	25.0%	33.3%	16.7%	12.5%	12.5%	8.3%	37.5%	45.8%	16.7%	12.5%	62.5%	8.3%	8.3%

NFO #36789-010102

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019433

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	225 100.0% 100.0%	180 100.0% 80.0%	63 100.0% 28.0%	51 100.0% 22.7%	129 100.0% 57.3%	12 100.0% 5.3%	26 100.0% 11.6%	15 100.0% 6.7%	29 100.0% 12.9%	64 100.0% 28.4%	73 100.0% 32.4%	7 100.0% 3.1%	27 100.0% 12.0%	29 100.0% 12.9%	37 100.0% 16.4%	48 100.0% 21.3%	82 100.0% 36.4%	24 100.0% 10.7%	132 100.0% 58.7%	15 100.0% 6.7%	20 100.0% 8.9%
Reliable	93 41.3% 100.0%	78 43.3% 83.9%	30 47.6% 32.3%	24 47.1% 25.8%	54 41.9% 58.1%	6 50.0% 6.5%	12 46.2% 12.9%	5 33.3% 5.4%	11 37.9% 11.8%	31 48.4% 33.3%	33 45.2% 35.5%	5 71.4% 5.4%	11 40.7% 11.8%	7 24.1% 7.5%	15 40.5% 16.1%	22 45.8% 23.7%	36 43.9% 38.7%	8 33.3% 8.6%	56 42.4% 60.2%	6 40.0% 6.5%	9 45.0% 9.7%
Recommended by magazine	43 19.1% 100.0%	35 19.4% 81.4%	16 25.4% 37.2%	13 25.5% 30.2%	22 17.1% 51.2%	3 25.0% 7.0%	7 26.9% 16.3%	2 13.3% 4.7%	7 24.1% 16.3%	8 12.5% 18.6%	14 19.2% 32.6%	2 28.6% 4.7%	5 18.5% 11.6%	3 10.3% 7.0%	10 27.0% 23.3%	16 33.3% 37.2%	18 22.0% 41.9%	4 16.7% 9.3%	30 22.7% 69.8%	3 20.0% 7.0%	3 15.0% 7.0%
Great taste	147 65.3% 100.0%	120 66.7% 81.6%	46 73.0% 31.3%	38 74.5% 25.9%	82 63.6% 55.8%	8 66.7% 5.4%	17 65.4% 11.6%	12 80.0% 8.2%	20 69.0% 13.6%	44 68.8% 29.9%	40 54.8% 27.2%	7 100.0% 4.8%	18 66.7% 12.2%	14 48.3% 9.5%	24 64.9% 16.3%	32 66.7% 21.8%	50 61.0% 34.0%	14 58.3% 9.5%	86 65.2% 58.5%	7 46.7% 4.8%	14 70.0% 9.5%
Good value	78 34.7% 100.0%	64 35.6% 82.1%	23 36.5% 29.5%	17 33.3% 21.8%	47 36.4% 60.3%	6 50.0% 7.7%	9 34.6% 11.5%	4 26.7% 5.1%	9 31.0% 11.5%	24 37.5% 30.8%	24 32.9% 30.8%	3 42.9% 3.8%	7 25.9% 9.0%	9 31.0% 11.5%	11 29.7% 14.1%	16 33.3% 20.5%	31 37.8% 39.7%	7 29.2% 9.0%	53 40.2% 67.9%	4 26.7% 5.1%	4 20.0% 5.1%
For social smokers	71 31.6% 100.0%	60 33.3% 84.5%	21 33.3% 29.6%	16 31.4% 22.5%	44 34.1% 62.0%	5 41.7% 7.0%	7 26.9% 9.9%	5 33.3% 7.0%	10 34.5% 14.1%	22 34.4% 31.0%	23 31.5% 32.4%	4 57.1% 5.6%	9 33.3% 12.7%	7 24.1% 9.9%	11 29.7% 15.5%	19 39.6% 26.8%	32 39.0% 45.1%	7 29.2% 9.9%	47 35.6% 66.2%	7 46.7% 9.9%	4 20.0% 5.6%
Good for everyday	70 31.1% 100.0%	62 34.4% 88.6%	23 36.5% 32.9%	19 37.3% 27.1%	43 33.3% 61.4%	4 33.3% 5.7%	9 34.6% 12.9%	6 40.0% 8.6%	11 37.9% 15.7%	28 43.8% 40.0%	18 24.7% 25.7%	5 71.4% 7.1%	7 25.9% 10.0%	10 34.5% 14.3%	14 37.8% 20.0%	20 41.7% 28.6%	19 23.2% 27.1%	6 25.0% 8.6%	45 34.1% 64.3%	3 20.0% 4.3%	7 35.0% 10.0%
Fresh	123 54.7% 100.0%	102 56.7% 82.9%	40 63.5% 32.5%	31 60.8% 25.2%	71 55.0% 57.7%	9 75.0% 7.3%	13 50.0% 10.6%	11 73.3% 8.9%	18 62.1% 14.6%	36 56.3% 29.3%	39 53.4% 31.7%	5 71.4% 4.1%	16 59.3% 13.0%	13 44.8% 10.6%	16 43.2% 13.0%	23 47.9% 18.7%	41 50.0% 33.3%	12 50.0% 9.8%	78 59.1% 63.4%	5 33.3% 4.1%	9 45.0% 7.3%
Good for relaxing	124 55.1% 100.0%	104 57.8% 83.9%	37 58.7% 29.8%	31 60.8% 25.0%	73 56.6% 58.9%	6 50.0% 4.8%	13 50.0% 10.5%	10 66.7% 8.1%	17 58.6% 13.7%	38 59.4% 30.6%	37 50.7% 29.8%	6 85.7% 4.8%	14 51.9% 11.3%	14 48.3% 11.3%	20 54.1% 16.1%	27 56.3% 21.8%	45 54.9% 36.3%	11 45.8% 8.9%	76 57.6% 61.3%	6 40.0% 4.8%	8 40.0% 6.5%
Easy to find/widely available	129 57.3% 100.0%	108 60.0% 83.7%	37 58.7% 28.7%	29 56.9% 22.5%	79 61.2% 61.2%	8 66.7% 6.2%	13 50.0% 10.1%	10 66.7% 7.8%	18 62.1% 14.0%	36 56.3% 27.9%	43 58.9% 33.3%	5 71.4% 3.9%	16 59.3% 12.4%	10 34.5% 7.8%	20 54.1% 15.5%	30 62.5% 23.3%	50 61.0% 38.8%	10 41.7% 7.8%	81 61.4% 62.8%	6 40.0% 4.7%	8 40.0% 6.2%
Full flavored	81 36.0% 100.0%	66 36.7% 81.5%	26 41.3% 32.1%	20 39.2% 24.7%	46 35.7% 56.8%	6 50.0% 7.4%	10 38.5% 12.3%	5 33.3% 6.2%	12 41.4% 14.8%	26 40.6% 32.1%	24 32.9% 29.6%	3 42.9% 3.7%	11 40.7% 13.6%	7 24.1% 8.6%	15 40.5% 18.5%	18 37.5% 22.2%	26 31.7% 32.1%	7 29.2% 8.6%	53 40.2% 65.4%	4 26.7% 4.9%	5 25.0% 6.2%
Medium taste	60 26.7% 100.0%	50 27.8% 83.3%	18 28.6% 30.0%	17 33.3% 28.3%	33 25.6% 55.0%	1 8.3% 1.7%	5 19.2% 8.3%	6 40.0% 10.0%	11 37.9% 18.3%	15 23.4% 25.0%	17 23.3% 28.3%	4 57.1% 6.7%	9 33.3% 15.0%	5 17.2% 8.3%	13 35.1% 21.7%	18 37.5% 30.0%	27 32.9% 45.0%	6 25.0% 10.0%	39 29.5% 65.0%	3 20.0% 5.0%	3 15.0% 5.0%
Good as a reward	73 32.4% 100.0%	58 32.2% 79.5%	22 34.9% 30.1%	18 35.3% 24.7%	40 31.0% 54.8%	4 33.3% 5.5%	7 26.9% 9.6%	7 46.7% 9.6%	11 37.9% 15.1%	23 35.9% 31.5%	20 27.4% 27.4%	4 57.1% 5.5%	9 33.3% 12.3%	9 31.0% 12.3%	10 27.0% 13.7%	17 35.4% 23.3%	30 36.6% 41.1%	10 41.7% 13.7%	37 28.0% 50.7%	5 33.3% 6.8%	8 40.0% 11.0%
Low price	22 9.8% 100.0%	18 10.0% 81.8%	8 12.7% 36.4%	4 7.8% 18.2%	14 10.9% 63.6%	4 33.3% 18.2%	1 3.8% 4.5%	2 13.3% 9.1%	0 0.0% 0.0%	11 17.2% 50.0%	5 6.8% 22.7%	3 42.9% 13.6%	2 7.4% 9.1%	4 13.8% 18.2%	5 13.5% 22.7%	4 8.3% 18.2%	5 6.1% 22.7%	4 16.7% 18.2%	12 9.1% 54.5%	3 20.0% 13.6%	3 15.0% 13.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019434

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	225	180	63	51	129	12	26	15	29	64	73	7	27	29	37	48	82	24	132	15	20
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	80.0%	28.0%	22.7%	57.3%	5.3%	11.6%	6.7%	12.9%	28.4%	32.4%	3.1%	12.0%	12.9%	16.4%	21.3%	36.4%	10.7%	58.7%	6.7%	8.9%
Smooth taste	133	110	38	30	80	8	15	8	19	40	39	6	17	12	19	27	49	12	80	11	12
	59.1%	61.1%	60.3%	58.8%	62.0%	66.7%	57.7%	53.3%	65.5%	62.5%	53.4%	85.7%	63.0%	41.4%	51.4%	56.3%	59.8%	50.0%	60.6%	73.3%	60.0%
	100.0%	82.7%	28.6%	22.6%	60.2%	6.0%	11.3%	6.0%	14.3%	30.1%	29.3%	4.5%	12.8%	9.0%	14.3%	20.3%	36.8%	9.0%	60.2%	8.3%	9.0%
Good for special occasions	95	82	29	23	59	6	10	10	14	29	32	5	12	13	14	18	32	13	56	5	10
	42.2%	45.6%	46.0%	45.1%	45.7%	50.0%	38.5%	66.7%	48.3%	45.3%	43.8%	71.4%	44.4%	44.8%	37.8%	37.5%	39.0%	54.2%	42.4%	33.3%	50.0%
	100.0%	86.3%	30.5%	24.2%	62.1%	6.3%	10.5%	10.5%	14.7%	30.5%	33.7%	5.3%	12.6%	13.7%	14.7%	18.9%	33.7%	13.7%	58.9%	5.3%	10.5%
Recommended by friends	87	69	26	20	49	6	8	9	8	25	34	5	10	12	9	16	40	12	54	7	4
	38.7%	38.3%	41.3%	39.2%	38.0%	50.0%	30.8%	60.0%	27.6%	39.1%	46.6%	71.4%	37.0%	41.4%	24.3%	33.3%	48.8%	50.0%	40.9%	46.7%	20.0%
	100.0%	79.3%	29.9%	23.0%	56.3%	6.9%	9.2%	10.3%	9.2%	28.7%	39.1%	5.7%	11.5%	13.8%	10.3%	18.4%	46.0%	13.8%	62.1%	8.0%	4.6%
Good for a gift	102	82	32	26	56	6	11	9	15	30	31	6	13	12	18	25	31	9	58	6	12
	45.3%	45.6%	50.8%	51.0%	43.4%	50.0%	42.3%	60.0%	51.7%	46.9%	42.5%	85.7%	48.1%	41.4%	48.6%	52.1%	37.8%	37.5%	43.9%	40.0%	60.0%
	100.0%	80.4%	31.4%	25.5%	54.9%	5.9%	10.8%	8.8%	14.7%	29.4%	30.4%	5.9%	12.7%	11.8%	17.6%	24.5%	30.4%	8.8%	56.9%	5.9%	11.8%
Consistent quality	145	120	41	33	87	8	17	9	20	42	49	7	14	16	24	33	52	13	89	8	13
	64.4%	66.7%	65.1%	64.7%	67.4%	66.7%	65.4%	60.0%	69.0%	65.6%	67.1%	100.0%	51.9%	55.2%	64.9%	68.8%	63.4%	54.2%	67.4%	53.3%	65.0%
	100.0%	82.8%	28.3%	22.8%	60.0%	5.5%	11.7%	6.2%	13.8%	29.0%	33.8%	4.8%	9.7%	11.0%	16.6%	22.8%	35.9%	9.0%	61.4%	5.5%	9.0%
Masculine	60	46	15	11	35	4	6	2	10	15	21	3	6	4	10	14	20	3	41	5	6
	26.7%	25.6%	23.8%	21.6%	27.1%	33.3%	23.1%	13.3%	34.5%	23.4%	28.8%	42.9%	22.2%	13.8%	27.0%	29.2%	24.4%	12.5%	31.1%	33.3%	30.0%
	100.0%	76.7%	25.0%	18.3%	58.3%	6.7%	10.0%	3.3%	16.7%	25.0%	35.0%	5.0%	10.0%	6.7%	16.7%	23.3%	33.3%	5.0%	68.3%	8.3%	10.0%
Brand I trust	154	129	40	32	97	8	16	9	22	48	48	6	17	11	23	33	57	12	97	9	13
	68.4%	71.7%	63.5%	62.7%	75.2%	66.7%	61.5%	60.0%	75.9%	75.0%	65.8%	85.7%	63.0%	37.9%	62.2%	68.8%	69.5%	50.0%	73.5%	60.0%	65.0%
	100.0%	83.8%	26.0%	20.8%	63.0%	5.2%	10.4%	5.8%	14.3%	31.2%	31.2%	3.9%	11.0%	7.1%	14.9%	21.4%	37.0%	7.8%	63.0%	5.8%	8.4%
Well constructed	131	109	44	35	74	9	17	11	20	39	43	6	20	12	24	30	48	15	82	6	13
	58.2%	60.6%	69.8%	68.6%	57.4%	75.0%	65.4%	73.3%	69.0%	60.9%	58.9%	85.7%	74.1%	41.4%	64.9%	62.5%	58.5%	62.5%	62.1%	40.0%	65.0%
	100.0%	83.2%	33.6%	26.7%	56.5%	6.9%	13.0%	8.4%	15.3%	29.8%	32.8%	4.6%	15.3%	9.2%	18.3%	22.9%	36.6%	11.5%	62.6%	4.6%	9.9%
Strong taste	30	24	13	10	14	3	4	4	5	12	9	2	7	4	6	8	9	4	21	3	2
	13.3%	13.3%	20.6%	19.6%	10.9%	25.0%	15.4%	26.7%	17.2%	18.8%	12.3%	28.6%	25.9%	13.8%	16.2%	16.7%	11.0%	16.7%	15.9%	20.0%	10.0%
	100.0%	80.0%	43.3%	33.3%	46.7%	10.0%	13.3%	13.3%	16.7%	40.0%	30.0%	6.7%	23.3%	13.3%	20.0%	26.7%	30.0%	13.3%	70.0%	10.0%	6.7%
For serious smokers	67	53	23	19	34	4	10	4	15	20	19	4	11	6	15	21	19	5	46	3	7
	29.8%	29.4%	36.5%	37.3%	26.4%	33.3%	38.5%	26.7%	51.7%	31.3%	26.0%	57.1%	40.7%	20.7%	40.5%	43.8%	23.2%	20.8%	34.8%	20.0%	35.0%
	100.0%	79.1%	34.3%	28.4%	50.7%	6.0%	14.9%	6.0%	22.4%	29.9%	28.4%	6.0%	16.4%	9.0%	22.4%	31.3%	28.4%	7.5%	68.7%	4.5%	10.4%
Popular	120	102	33	27	75	6	14	9	17	35	42	5	13	11	18	28	47	10	72	8	9
	53.3%	56.7%	52.4%	52.9%	58.1%	50.0%	53.8%	60.0%	58.6%	54.7%	57.5%	71.4%	48.1%	37.9%	48.6%	58.3%	57.3%	41.7%	54.5%	53.3%	45.0%
	100.0%	85.0%	27.5%	22.5%	62.5%	5.0%	11.7%	7.5%	14.2%	29.2%	35.0%	4.2%	10.8%	9.2%	15.0%	23.3%	39.2%	8.3%	60.0%	6.7%	7.5%
Easy to smoke	131	108	37	27	81	10	11	10	17	43	37	6	16	12	20	27	48	16	80	7	10
	58.2%	60.0%	58.7%	52.9%	62.8%	83.3%	42.3%	66.7%	58.6%	67.2%	50.7%	85.7%	59.3%	41.4%	54.1%	56.3%	58.5%	66.7%	60.6%	46.7%	50.0%
	100.0%	82.4%	28.2%	20.6%	61.8%	7.6%	8.4%	7.6%	13.0%	32.8%	28.2%	4.6%	12.2%	9.2%	15.3%	20.6%	36.6%	12.2%	61.1%	5.3%	7.6%
Easy draw	126	100	37	26	74	11	11	9	14	42	37	6	16	12	19	26	44	13	76	7	9
	56.0%	55.6%	58.7%	51.0%	57.4%	91.7%	42.3%	60.0%	48.3%	65.6%	50.7%	85.7%	59.3%	41.4%	51.4%	54.2%	53.7%	54.2%	57.6%	46.7%	45.0%
	100.0%	79.4%	29.4%	20.6%	58.7%	8.7%	8.7%	7.1%	11.1%	33.3%	29.4%	4.8%	12.7%	9.5%	15.1%	20.6%	34.9%	10.3%	60.3%	5.6%	7.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019435

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	225	180	63	51	129	12	26	15	29	64	73	7	27	29	37	48	82	24	132	15	20
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	80.0%	28.0%	22.7%	57.3%	5.3%	11.6%	6.7%	12.9%	28.4%	32.4%	3.1%	12.0%	12.9%	16.4%	21.3%	36.4%	10.7%	58.7%	6.7%	8.9%
No answer	18	13	4	4	9	0	1	2	1	4	5	0	2	3	3	2	4	4	6	0	2
	8.0%	7.2%	6.3%	7.8%	7.0%	0.0%	3.8%	13.3%	3.4%	6.3%	6.8%	0.0%	7.4%	10.3%	8.1%	4.2%	4.9%	16.7%	4.5%	0.0%	10.0%
	100.0%	72.2%	22.2%	22.2%	50.0%	0.0%	5.6%	11.1%	5.6%	22.2%	27.8%	0.0%	11.1%	16.7%	16.7%	11.1%	22.2%	22.2%	33.3%	0.0%	11.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019436

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	61	52	21	17	35	4	12	2	17	14	17	1	7	8	13	21	27	6	31	4	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	85.2%	34.4%	27.9%	57.4%	6.6%	19.7%	3.3%	27.9%	23.0%	27.9%	1.6%	11.5%	13.1%	21.3%	34.4%	44.3%	9.8%	50.8%	6.6%	9.8%
Montecristo																					
Casual	15	13	9	7	6	2	4	1	1	3	9	1	3	2	2	6	7	3	8	3	0
	24.6%	25.0%	42.9%	41.2%	17.1%	50.0%	33.3%	50.0%	5.9%	21.4%	52.9%	100.0%	42.9%	25.0%	15.4%	28.6%	25.9%	50.0%	25.8%	75.0%	0.0%
	100.0%	86.7%	60.0%	46.7%	40.0%	13.3%	26.7%	6.7%	6.7%	20.0%	60.0%	6.7%	20.0%	13.3%	13.3%	40.0%	46.7%	20.0%	53.3%	20.0%	0.0%
Individualistic	19	16	7	5	11	2	2	2	6	4	6	1	2	1	4	8	6	2	11	2	1
	31.1%	30.8%	33.3%	29.4%	31.4%	50.0%	16.7%	100.0%	35.3%	28.6%	35.3%	100.0%	28.6%	12.5%	30.8%	38.1%	22.2%	33.3%	35.5%	50.0%	16.7%
	100.0%	84.2%	36.8%	26.3%	57.9%	10.5%	10.5%	10.5%	31.6%	21.1%	31.6%	5.3%	10.5%	5.3%	21.1%	42.1%	31.6%	10.5%	57.9%	10.5%	5.3%
Mild taste	17	15	5	3	12	2	1	0	5	3	7	1	2	0	3	7	9	4	9	2	1
	27.9%	28.8%	23.8%	17.6%	34.3%	50.0%	8.3%	0.0%	29.4%	21.4%	41.2%	100.0%	28.6%	0.0%	23.1%	33.3%	33.3%	66.7%	29.0%	50.0%	16.7%
	100.0%	88.2%	29.4%	17.6%	70.6%	11.8%	5.9%	0.0%	29.4%	17.6%	41.2%	5.9%	11.8%	0.0%	17.6%	41.2%	52.9%	23.5%	52.9%	11.8%	5.9%
High quality	37	34	13	11	23	2	7	2	12	11	11	1	4	4	7	14	19	3	23	3	4
	60.7%	65.4%	61.9%	64.7%	65.7%	50.0%	58.3%	100.0%	70.6%	78.6%	64.7%	100.0%	57.1%	50.0%	53.8%	66.7%	70.4%	50.0%	74.2%	75.0%	66.7%
	100.0%	91.9%	35.1%	29.7%	62.2%	5.4%	18.9%	5.4%	32.4%	29.7%	29.7%	2.7%	10.8%	10.8%	18.9%	37.8%	51.4%	8.1%	62.2%	8.1%	10.8%
Smart choice	28	24	10	8	16	2	5	2	8	7	8	1	2	3	6	11	13	3	14	3	3
	45.9%	46.2%	47.6%	47.1%	45.7%	50.0%	41.7%	100.0%	47.1%	50.0%	47.1%	100.0%	28.6%	37.5%	46.2%	52.4%	48.1%	50.0%	45.2%	75.0%	50.0%
	100.0%	85.7%	35.7%	28.6%	57.1%	7.1%	17.9%	7.1%	28.6%	25.0%	28.6%	3.6%	7.1%	10.7%	21.4%	39.3%	46.4%	10.7%	50.0%	10.7%	10.7%
Refined taste	23	20	7	5	15	2	3	2	6	7	7	1	1	1	3	10	6	3	9	3	3
	37.7%	38.5%	33.3%	29.4%	42.9%	50.0%	25.0%	100.0%	35.3%	50.0%	41.2%	100.0%	14.3%	12.5%	23.1%	47.6%	22.2%	50.0%	29.0%	75.0%	50.0%
	100.0%	87.0%	30.4%	21.7%	65.2%	8.7%	13.0%	8.7%	26.1%	30.4%	30.4%	4.3%	4.3%	4.3%	13.0%	43.5%	26.1%	13.0%	39.1%	13.0%	13.0%
Recommended by tobacconists	25	21	10	7	14	3	4	2	8	6	7	1	3	4	5	11	11	2	15	3	3
	41.0%	40.4%	47.6%	41.2%	40.0%	75.0%	33.3%	100.0%	47.1%	42.9%	41.2%	100.0%	42.9%	50.0%	38.5%	52.4%	40.7%	33.3%	48.4%	75.0%	50.0%
	100.0%	84.0%	40.0%	28.0%	56.0%	12.0%	16.0%	8.0%	32.0%	24.0%	28.0%	4.0%	12.0%	16.0%	20.0%	44.0%	44.0%	8.0%	60.0%	12.0%	12.0%
Attractive packaging	13	11	7	5	6	2	2	2	2	1	6	1	2	1	3	5	5	2	8	3	0
	21.3%	21.2%	33.3%	29.4%	17.1%	50.0%	16.7%	100.0%	11.8%	7.1%	35.3%	100.0%	28.6%	12.5%	23.1%	23.8%	18.5%	33.3%	25.8%	75.0%	0.0%
	100.0%	84.6%	53.8%	38.5%	46.2%	15.4%	15.4%	15.4%	15.4%	7.7%	46.2%	7.7%	15.4%	7.7%	23.1%	38.5%	38.5%	15.4%	61.5%	23.1%	0.0%
Sophisticated	21	18	9	7	11	2	5	2	6	5	8	1	2	3	4	9	8	2	9	3	4
	34.4%	34.6%	42.9%	41.2%	31.4%	50.0%	41.7%	100.0%	35.3%	35.7%	47.1%	100.0%	28.6%	37.5%	30.8%	42.9%	29.6%	33.3%	29.0%	75.0%	66.7%
	100.0%	85.7%	42.9%	33.3%	52.4%	9.5%	23.8%	9.5%	28.6%	23.8%	38.1%	4.8%	9.5%	14.3%	19.0%	42.9%	38.1%	9.5%	42.9%	14.3%	19.0%
Innovative	10	8	5	3	5	2	1	2	3	1	4	1	1	1	2	4	2	2	5	2	1
	16.4%	15.4%	23.8%	17.6%	14.3%	50.0%	8.3%	100.0%	17.6%	7.1%	23.5%	100.0%	14.3%	12.5%	15.4%	19.0%	7.4%	33.3%	16.1%	50.0%	16.7%
	100.0%	80.0%	50.0%	30.0%	50.0%	20.0%	10.0%	20.0%	30.0%	10.0%	40.0%	10.0%	10.0%	10.0%	20.0%	40.0%	20.0%	20.0%	50.0%	20.0%	10.0%
Trendy	15	13	7	5	8	2	2	2	4	1	7	1	1	2	3	5	8	2	9	2	2
	24.6%	25.0%	33.3%	29.4%	22.9%	50.0%	16.7%	100.0%	23.5%	7.1%	41.2%	100.0%	14.3%	25.0%	23.1%	23.8%	29.6%	33.3%	29.0%	50.0%	33.3%
	100.0%	86.7%	46.7%	33.3%	53.3%	13.3%	13.3%	13.3%	26.7%	6.7%	46.7%	6.7%	6.7%	13.3%	20.0%	33.3%	53.3%	13.3%	60.0%	13.3%	13.3%
Prestigious	24	21	8	6	15	2	3	2	9	4	7	1	3	1	4	11	10	3	12	3	4
	39.3%	40.4%	38.1%	35.3%	42.9%	50.0%	25.0%	100.0%	52.9%	28.6%	41.2%	100.0%	42.9%	12.5%	30.8%	52.4%	37.0%	50.0%	38.7%	75.0%	66.7%
	100.0%	87.5%	33.3%	25.0%	62.5%	8.3%	12.5%	8.3%	37.5%	16.7%	29.2%	4.2%	12.5%	4.2%	16.7%	45.8%	41.7%	12.5%	50.0%	12.5%	16.7%
Sporty	8	6	3	1	5	2	0	1	0	1	5	1	1	0	1	2	2	3	3	2	0
	13.1%	11.5%	14.3%	5.9%	14.3%	50.0%	0.0%	50.0%	0.0%	7.1%	29.4%	100.0%	14.3%	0.0%	7.7%	9.5%	7.4%	50.0%	9.7%	50.0%	0.0%
	100.0%	75.0%	37.5%	12.5%	62.5%	25.0%	0.0%	12.5%	0.0%	12.5%	62.5%	12.5%	12.5%	0.0%	12.5%	25.0%	25.0%	37.5%	37.5%	25.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019437

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	61 100.0% 100.0%	52 100.0% 85.2%	21 100.0% 34.4%	17 100.0% 27.9%	35 100.0% 57.4%	4 100.0% 6.6%	12 100.0% 19.7%	2 100.0% 3.3%	17 100.0% 27.9%	14 100.0% 23.0%	17 100.0% 27.9%	1 100.0% 1.6%	7 100.0% 11.5%	8 100.0% 13.1%	13 100.0% 21.3%	21 100.0% 34.4%	27 100.0% 44.3%	6 100.0% 9.8%	31 100.0% 50.8%	4 100.0% 6.6%	6 100.0% 9.8%
Reliable	24 39.3% 100.0%	22 42.3% 91.7%	9 42.9% 37.5%	7 41.2% 29.2%	15 42.9% 62.5%	2 50.0% 8.3%	5 41.7% 20.8%	1 50.0% 4.2%	9 52.9% 37.5%	4 28.6% 16.7%	9 52.9% 37.5%	1 100.0% 4.2%	2 28.6% 8.3%	2 25.0% 8.3%	6 46.2% 25.0%	12 57.1% 50.0%	11 40.7% 45.8%	1 16.7% 4.2%	14 45.2% 58.3%	3 75.0% 12.5%	5 83.3% 20.8%
Recommended by magazine	14 23.0% 100.0%	11 21.2% 78.6%	5 23.8% 35.7%	3 17.6% 21.4%	8 22.9% 57.1%	2 50.0% 14.3%	1 8.3% 7.1%	0 0.0% 0.0%	5 29.4% 35.7%	4 28.6% 28.6%	2 11.8% 14.3%	1 100.0% 7.1%	1 14.3% 7.1%	0 0.0% 0.0%	5 38.5% 35.7%	9 42.9% 64.3%	4 14.8% 28.6%	1 16.7% 7.1%	7 22.6% 50.0%	1 25.0% 7.1%	2 33.3% 14.3%
Great taste	39 63.9% 100.0%	35 67.3% 89.7%	17 81.0% 43.6%	14 82.4% 35.9%	21 60.0% 53.8%	3 75.0% 7.7%	9 75.0% 23.1%	2 100.0% 5.1%	12 70.6% 30.8%	9 64.3% 23.1%	11 64.7% 28.2%	1 100.0% 2.6%	4 57.1% 10.3%	5 62.5% 12.8%	8 61.5% 20.5%	13 61.9% 33.3%	16 59.3% 41.0%	4 66.7% 10.3%	22 71.0% 56.4%	3 75.0% 7.7%	5 83.3% 12.8%
Good value	16 26.2% 100.0%	13 25.0% 81.3%	8 38.1% 50.0%	5 29.4% 31.3%	8 22.9% 50.0%	3 75.0% 18.8%	2 16.7% 12.5%	1 50.0% 6.3%	4 23.5% 25.0%	2 14.3% 12.5%	6 35.3% 37.5%	1 100.0% 6.3%	3 42.9% 18.8%	2 25.0% 12.5%	4 30.8% 25.0%	7 33.3% 43.8%	8 29.6% 50.0%	2 33.3% 12.5%	11 35.5% 68.8%	2 50.0% 12.5%	1 16.7% 6.3%
For social smokers	14 23.0% 100.0%	10 19.2% 71.4%	5 23.8% 35.7%	2 11.8% 14.3%	8 22.9% 57.1%	3 75.0% 21.4%	1 8.3% 7.1%	1 50.0% 7.1%	2 11.8% 14.3%	3 21.4% 21.4%	6 35.3% 42.9%	1 100.0% 7.1%	2 28.6% 14.3%	2 25.0% 14.3%	3 23.1% 21.4%	5 23.8% 35.7%	7 25.9% 50.0%	2 33.3% 14.3%	9 29.0% 64.3%	2 50.0% 14.3%	0 0.0% 0.0%
Good for everyday	11 18.0% 100.0%	9 17.3% 81.8%	4 19.0% 36.4%	2 11.8% 18.2%	7 20.0% 63.6%	2 50.0% 18.2%	1 8.3% 9.1%	1 50.0% 9.1%	4 23.5% 36.4%	1 7.1% 9.1%	4 23.5% 36.4%	1 100.0% 9.1%	1 14.3% 9.1%	0 0.0% 0.0%	2 15.4% 18.2%	5 23.8% 45.5%	4 14.8% 36.4%	2 33.3% 18.2%	6 19.4% 54.5%	2 50.0% 18.2%	1 16.7% 9.1%
Fresh	29 47.5% 100.0%	25 48.1% 86.2%	13 61.9% 44.8%	10 58.8% 34.5%	15 42.9% 51.7%	3 75.0% 10.3%	5 41.7% 17.2%	2 100.0% 6.9%	9 52.9% 31.0%	6 42.9% 20.7%	8 47.1% 27.6%	1 100.0% 3.4%	5 71.4% 17.2%	3 37.5% 10.3%	8 61.5% 27.6%	13 61.9% 44.8%	13 48.1% 44.8%	3 50.0% 10.3%	18 58.1% 62.1%	3 75.0% 10.3%	2 33.3% 6.9%
Good for relaxing	32 52.5% 100.0%	28 53.8% 87.5%	14 66.7% 43.8%	11 64.7% 34.4%	17 48.6% 53.1%	3 75.0% 9.4%	6 50.0% 18.8%	2 100.0% 6.3%	10 58.8% 31.3%	7 50.0% 21.9%	8 47.1% 25.0%	1 100.0% 3.1%	4 57.1% 12.5%	3 37.5% 9.4%	7 53.8% 21.9%	11 52.4% 34.4%	13 48.1% 40.6%	4 66.7% 12.5%	18 58.1% 56.3%	3 75.0% 9.4%	3 50.0% 9.4%
Easy to find/widely available	18 29.5% 100.0%	15 28.8% 83.3%	7 33.3% 38.9%	5 29.4% 27.8%	10 28.6% 55.6%	2 50.0% 11.1%	2 16.7% 11.1%	1 50.0% 5.6%	3 17.6% 16.7%	2 14.3% 11.1%	9 52.9% 50.0%	1 100.0% 5.6%	3 42.9% 16.7%	1 12.5% 5.6%	4 30.8% 22.2%	6 28.6% 33.3%	10 37.0% 55.6%	3 50.0% 16.7%	10 32.3% 55.6%	3 75.0% 16.7%	2 33.3% 11.1%
Full flavored	24 39.3% 100.0%	21 40.4% 87.5%	10 47.6% 41.7%	8 47.1% 33.3%	13 37.1% 54.2%	2 50.0% 8.3%	5 41.7% 20.8%	2 100.0% 8.3%	10 58.8% 41.7%	6 42.9% 25.0%	5 29.4% 20.8%	1 100.0% 4.2%	4 57.1% 16.7%	2 25.0% 8.3%	6 46.2% 25.0%	12 57.1% 50.0%	10 37.0% 41.7%	2 33.3% 8.3%	12 38.7% 50.0%	2 50.0% 8.3%	4 66.7% 16.7%
Medium taste	20 32.8% 100.0%	18 34.6% 90.0%	11 52.4% 55.0%	9 52.9% 45.0%	9 25.7% 45.0%	2 50.0% 10.0%	4 33.3% 20.0%	2 100.0% 10.0%	6 35.3% 30.0%	3 21.4% 15.0%	7 41.2% 35.0%	1 100.0% 5.0%	4 57.1% 20.0%	2 25.0% 10.0%	5 38.5% 25.0%	8 38.1% 40.0%	7 25.9% 35.0%	3 50.0% 15.0%	12 38.7% 60.0%	2 50.0% 10.0%	2 33.3% 10.0%
Good as a reward	21 34.4% 100.0%	18 34.6% 85.7%	7 33.3% 33.3%	5 29.4% 23.8%	13 37.1% 61.9%	2 50.0% 9.5%	2 16.7% 9.5%	2 100.0% 9.5%	7 41.2% 33.3%	3 21.4% 14.3%	7 41.2% 33.3%	1 100.0% 4.8%	2 28.6% 9.5%	1 12.5% 4.8%	4 30.8% 19.0%	10 47.6% 47.6%	9 33.3% 42.9%	3 50.0% 14.3%	10 32.3% 47.6%	3 75.0% 14.3%	3 50.0% 14.3%
Low price	6 9.8% 100.0%	4 7.7% 66.7%	4 19.0% 66.7%	2 11.8% 33.3%	2 5.7% 33.3%	2 50.0% 33.3%	1 8.3% 16.7%	0 0.0% 0.0%	1 5.9% 16.7%	2 14.3% 33.3%	2 11.8% 33.3%	1 100.0% 16.7%	2 28.6% 33.3%	0 0.0% 0.0%	3 23.1% 50.0%	4 19.0% 66.7%	0 0.0% 0.0%	1 16.7% 16.7%	3 9.7% 50.0%	1 25.0% 16.7%	1 16.7% 16.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019438

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	61	52	21	17	35	4	12	2	17	14	17	1	7	8	13	21	27	6	31	4	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	85.2%	34.4%	27.9%	57.4%	6.6%	19.7%	3.3%	27.9%	23.0%	27.9%	1.6%	11.5%	13.1%	21.3%	34.4%	44.3%	9.8%	50.8%	6.6%	9.8%
Smooth taste	26	24	11	9	15	2	4	2	9	5	6	1	3	2	4	9	11	3	15	3	4
	42.6%	46.2%	52.4%	52.9%	42.9%	50.0%	33.3%	100.0%	52.9%	35.7%	35.3%	100.0%	42.9%	25.0%	30.8%	42.9%	40.7%	50.0%	48.4%	75.0%	66.7%
	100.0%	92.3%	42.3%	34.6%	57.7%	7.7%	15.4%	7.7%	34.6%	19.2%	23.1%	3.8%	11.5%	7.7%	15.4%	34.6%	42.3%	11.5%	57.7%	11.5%	15.4%
Good for special occasions	24	21	10	7	14	3	4	2	8	5	6	1	1	3	3	9	10	2	13	3	4
	39.3%	40.4%	47.6%	41.2%	40.0%	75.0%	33.3%	100.0%	47.1%	35.7%	35.3%	100.0%	14.3%	37.5%	23.1%	42.9%	37.0%	33.3%	41.9%	75.0%	66.7%
	100.0%	87.5%	41.7%	29.2%	58.3%	12.5%	16.7%	8.3%	33.3%	20.8%	25.0%	4.2%	4.2%	12.5%	12.5%	37.5%	41.7%	8.3%	54.2%	12.5%	16.7%
Recommended by friends	14	11	6	4	7	2	2	2	2	1	8	1	1	2	1	6	7	3	6	3	1
	23.0%	21.2%	28.6%	23.5%	20.0%	50.0%	16.7%	100.0%	11.8%	7.1%	47.1%	100.0%	14.3%	25.0%	7.7%	28.6%	25.9%	50.0%	19.4%	75.0%	16.7%
	100.0%	78.6%	42.9%	28.6%	50.0%	14.3%	14.3%	14.3%	14.3%	7.1%	57.1%	7.1%	7.1%	14.3%	7.1%	42.9%	50.0%	21.4%	42.9%	21.4%	7.1%
Good for a gift	28	24	11	8	16	3	4	2	9	7	7	1	3	3	5	10	11	2	15	3	4
	45.9%	46.2%	52.4%	47.1%	45.7%	75.0%	33.3%	100.0%	52.9%	50.0%	41.2%	100.0%	42.9%	37.5%	38.5%	47.6%	40.7%	33.3%	48.4%	75.0%	66.7%
	100.0%	85.7%	39.3%	28.6%	57.1%	10.7%	14.3%	7.1%	32.1%	25.0%	25.0%	3.6%	10.7%	10.7%	17.9%	35.7%	39.3%	7.1%	53.6%	10.7%	14.3%
Consistent quality	36	33	13	10	23	3	6	2	10	10	10	1	4	3	7	12	15	5	19	4	5
	59.0%	63.5%	61.9%	58.8%	65.7%	75.0%	50.0%	100.0%	58.8%	71.4%	58.8%	100.0%	57.1%	37.5%	53.8%	57.1%	55.6%	83.3%	61.3%	100.0%	83.3%
	100.0%	91.7%	36.1%	27.8%	63.9%	8.3%	16.7%	5.6%	27.8%	27.8%	27.8%	2.8%	11.1%	8.3%	19.4%	33.3%	41.7%	13.9%	52.8%	11.1%	13.9%
Masculine	19	16	6	4	12	2	2	1	5	4	7	1	3	0	7	9	5	2	8	2	4
	31.1%	30.8%	28.6%	23.5%	34.3%	50.0%	16.7%	50.0%	29.4%	28.6%	41.2%	100.0%	42.9%	0.0%	53.8%	42.9%	18.5%	33.3%	25.8%	50.0%	66.7%
	100.0%	84.2%	31.6%	21.1%	63.2%	10.5%	10.5%	5.3%	26.3%	21.1%	36.8%	5.3%	15.8%	0.0%	36.8%	47.4%	26.3%	10.5%	42.1%	10.5%	21.1%
Brand I trust	34	31	10	8	23	2	4	2	10	9	9	1	4	2	7	12	16	4	16	4	6
	55.7%	59.6%	47.6%	47.1%	65.7%	50.0%	33.3%	100.0%	58.8%	64.3%	52.9%	100.0%	57.1%	25.0%	53.8%	57.1%	59.3%	66.7%	51.6%	100.0%	100.0%
	100.0%	91.2%	29.4%	23.5%	67.6%	5.9%	11.8%	5.9%	29.4%	26.5%	26.5%	2.9%	11.8%	5.9%	20.6%	35.3%	47.1%	11.8%	47.1%	11.8%	17.6%
Well constructed	35	32	13	11	21	2	6	2	13	7	9	1	4	3	8	14	15	4	18	3	5
	57.4%	61.5%	61.9%	64.7%	60.0%	50.0%	50.0%	100.0%	76.5%	50.0%	52.9%	100.0%	57.1%	37.5%	61.5%	66.7%	55.6%	66.7%	58.1%	75.0%	83.3%
	100.0%	91.4%	37.1%	31.4%	60.0%	5.7%	17.1%	5.7%	37.1%	20.0%	25.7%	2.9%	11.4%	8.6%	22.9%	40.0%	42.9%	11.4%	51.4%	8.6%	14.3%
Strong taste	15	12	6	4	8	2	2	1	6	3	3	1	2	2	6	9	4	1	8	1	2
	24.6%	23.1%	28.6%	23.5%	22.9%	50.0%	16.7%	50.0%	35.3%	21.4%	17.6%	100.0%	28.6%	25.0%	46.2%	42.9%	14.8%	16.7%	25.8%	25.0%	33.3%
	100.0%	80.0%	40.0%	26.7%	53.3%	13.3%	13.3%	6.7%	40.0%	20.0%	20.0%	6.7%	13.3%	13.3%	40.0%	60.0%	26.7%	6.7%	53.3%	6.7%	13.3%
For serious smokers	22	19	7	5	14	2	2	2	9	4	6	1	2	1	6	10	8	3	9	2	5
	36.1%	36.5%	33.3%	29.4%	40.0%	50.0%	16.7%	100.0%	52.9%	28.6%	35.3%	100.0%	28.6%	12.5%	46.2%	47.6%	29.6%	50.0%	29.0%	50.0%	83.3%
	100.0%	86.4%	31.8%	22.7%	63.6%	9.1%	9.1%	9.1%	40.9%	18.2%	27.3%	4.5%	9.1%	4.5%	27.3%	45.5%	36.4%	13.6%	40.9%	9.1%	22.7%
Popular	27	24	9	7	17	2	3	2	8	3	10	1	2	2	6	12	13	4	11	3	5
	44.3%	46.2%	42.9%	41.2%	48.6%	50.0%	25.0%	100.0%	47.1%	21.4%	58.8%	100.0%	28.6%	25.0%	46.2%	57.1%	48.1%	66.7%	35.5%	75.0%	83.3%
	100.0%	88.9%	33.3%	25.9%	63.0%	7.4%	11.1%	7.4%	29.6%	11.1%	37.0%	3.7%	7.4%	7.4%	22.2%	44.4%	48.1%	14.8%	40.7%	11.1%	18.5%
Easy to smoke	33	30	11	9	21	2	6	2	9	8	12	1	4	4	7	12	16	6	20	2	2
	54.1%	57.7%	52.4%	52.9%	60.0%	50.0%	50.0%	100.0%	52.9%	57.1%	70.6%	100.0%	57.1%	50.0%	53.8%	57.1%	59.3%	100.0%	64.5%	50.0%	33.3%
	100.0%	90.9%	33.3%	27.3%	63.6%	6.1%	18.2%	6.1%	27.3%	24.2%	36.4%	3.0%	12.1%	12.1%	21.2%	36.4%	48.5%	18.2%	60.6%	6.1%	6.1%
Easy draw	34	30	13	10	20	3	6	1	12	9	7	1	3	4	8	13	15	2	22	2	4
	55.7%	57.7%	61.9%	58.8%	57.1%	75.0%	50.0%	50.0%	70.6%	64.3%	41.2%	100.0%	42.9%	50.0%	61.5%	61.9%	55.6%	33.3%	71.0%	50.0%	66.7%
	100.0%	88.2%	38.2%	29.4%	58.8%	8.8%	17.6%	2.9%	35.3%	26.5%	20.6%	2.9%	8.8%	11.8%	23.5%	38.2%	44.1%	5.9%	64.7%	5.9%	11.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019439

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	61	52	21	17	35	4	12	2	17	14	17	1	7	8	13	21	27	6	31	4	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	85.2%	34.4%	27.9%	57.4%	6.6%	19.7%	3.3%	27.9%	23.0%	27.9%	1.6%	11.5%	13.1%	21.3%	34.4%	44.3%	9.8%	50.8%	6.6%	9.8%
No answer	5	2	2	1	1	1	1	0	1	0	1	0	0	1	1	1	3	0	2	0	0
	8.2%	3.8%	9.5%	5.9%	2.9%	25.0%	8.3%	0.0%	5.9%	0.0%	5.9%	0.0%	0.0%	12.5%	7.7%	4.8%	11.1%	0.0%	6.5%	0.0%	0.0%
	100.0%	40.0%	40.0%	20.0%	20.0%	20.0%	20.0%	0.0%	20.0%	0.0%	20.0%	0.0%	0.0%	20.0%	20.0%	20.0%	60.0%	0.0%	40.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019440

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	91	75	23	17	58	6	13	3	20	29	19	4	13	8	18	32	31	8	53	3	12
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	82.4%	25.3%	18.7%	63.7%	6.6%	14.3%	3.3%	22.0%	31.9%	20.9%	4.4%	14.3%	8.8%	19.8%	35.2%	34.1%	8.8%	58.2%	3.3%	13.2%
Partagas																					
Casual	20	16	8	6	10	2	6	0	0	9	6	0	1	4	2	4	8	3	10	1	2
	22.0%	21.3%	34.8%	35.3%	17.2%	33.3%	46.2%	0.0%	0.0%	31.0%	31.6%	0.0%	7.7%	50.0%	11.1%	12.5%	25.8%	37.5%	18.9%	33.3%	16.7%
	100.0%	80.0%	40.0%	30.0%	50.0%	10.0%	30.0%	0.0%	0.0%	45.0%	30.0%	0.0%	5.0%	20.0%	10.0%	20.0%	40.0%	15.0%	50.0%	5.0%	10.0%
Individualistic	15	14	5	5	9	0	5	0	3	4	5	0	2	2	3	5	6	1	12	0	1
	16.5%	18.7%	21.7%	29.4%	15.5%	0.0%	38.5%	0.0%	15.0%	13.8%	26.3%	0.0%	15.4%	25.0%	16.7%	15.6%	19.4%	12.5%	22.6%	0.0%	8.3%
	100.0%	93.3%	33.3%	33.3%	60.0%	0.0%	33.3%	0.0%	20.0%	26.7%	33.3%	0.0%	13.3%	13.3%	20.0%	33.3%	40.0%	6.7%	80.0%	0.0%	6.7%
Mild taste	19	19	8	8	11	0	6	1	4	9	3	1	2	2	1	7	7	3	11	0	3
	20.9%	25.3%	34.8%	47.1%	19.0%	0.0%	46.2%	33.3%	20.0%	31.0%	15.8%	25.0%	15.4%	25.0%	5.6%	21.9%	22.6%	37.5%	20.8%	0.0%	25.0%
	100.0%	100.0%	42.1%	42.1%	57.9%	0.0%	31.6%	5.3%	21.1%	47.4%	15.8%	5.3%	10.5%	10.5%	5.3%	36.8%	36.8%	15.8%	57.9%	0.0%	15.8%
High quality	48	42	12	12	30	0	8	3	9	20	11	1	8	3	11	16	17	3	32	0	8
	52.7%	56.0%	52.2%	70.6%	51.7%	0.0%	61.5%	100.0%	45.0%	69.0%	57.9%	25.0%	61.5%	37.5%	61.1%	50.0%	54.8%	37.5%	60.4%	0.0%	66.7%
	100.0%	87.5%	25.0%	25.0%	62.5%	0.0%	16.7%	6.3%	18.8%	41.7%	22.9%	2.1%	16.7%	6.3%	22.9%	33.3%	35.4%	6.3%	66.7%	0.0%	16.7%
Smart choice	34	31	13	12	19	1	8	3	5	12	10	2	6	3	7	11	13	4	21	1	4
	37.4%	41.3%	56.5%	70.6%	32.8%	16.7%	61.5%	100.0%	25.0%	41.4%	52.6%	50.0%	46.2%	37.5%	38.9%	34.4%	41.9%	50.0%	39.6%	33.3%	33.3%
	100.0%	91.2%	38.2%	35.3%	55.9%	2.9%	23.5%	8.8%	14.7%	35.3%	29.4%	5.9%	17.6%	8.8%	20.6%	32.4%	38.2%	11.8%	61.8%	2.9%	11.8%
Refined taste	28	24	6	6	18	0	4	2	5	9	8	1	6	2	7	11	13	3	18	1	3
	30.8%	32.0%	26.1%	35.3%	31.0%	0.0%	30.8%	66.7%	25.0%	31.0%	42.1%	25.0%	46.2%	25.0%	38.9%	34.4%	41.9%	37.5%	34.0%	33.3%	25.0%
	100.0%	85.7%	21.4%	21.4%	64.3%	0.0%	14.3%	7.1%	17.9%	32.1%	28.6%	3.6%	21.4%	7.1%	25.0%	39.3%	46.4%	10.7%	64.3%	3.6%	10.7%
Recommended by tobacconists	36	34	12	12	22	0	10	2	10	12	8	0	7	4	7	11	15	2	30	0	4
	39.6%	45.3%	52.2%	70.6%	37.9%	0.0%	76.9%	66.7%	50.0%	41.4%	42.1%	0.0%	53.8%	50.0%	38.9%	34.4%	48.4%	25.0%	56.6%	0.0%	33.3%
	100.0%	94.4%	33.3%	33.3%	61.1%	0.0%	27.8%	5.6%	27.8%	33.3%	22.2%	0.0%	19.4%	11.1%	19.4%	30.6%	41.7%	5.6%	83.3%	0.0%	11.1%
Attractive packaging	14	12	3	3	9	0	1	2	4	7	1	1	5	0	5	8	3	1	6	0	5
	15.4%	16.0%	13.0%	17.6%	15.5%	0.0%	7.7%	66.7%	20.0%	24.1%	5.3%	25.0%	38.5%	0.0%	27.8%	25.0%	9.7%	12.5%	11.3%	0.0%	41.7%
	100.0%	85.7%	21.4%	21.4%	64.3%	0.0%	7.1%	14.3%	28.6%	50.0%	7.1%	7.1%	35.7%	0.0%	35.7%	57.1%	21.4%	7.1%	42.9%	0.0%	35.7%
Sophisticated	16	14	6	6	8	0	4	2	5	7	1	1	5	2	7	9	7	3	9	0	3
	17.6%	18.7%	26.1%	35.3%	13.8%	0.0%	30.8%	66.7%	25.0%	24.1%	5.3%	25.0%	38.5%	25.0%	38.9%	28.1%	22.6%	37.5%	17.0%	0.0%	25.0%
	100.0%	87.5%	37.5%	37.5%	50.0%	0.0%	25.0%	12.5%	31.3%	43.8%	6.3%	6.3%	31.3%	12.5%	43.8%	56.3%	43.8%	18.8%	56.3%	0.0%	18.8%
Innovative	3	3	2	2	1	0	2	0	1	1	1	0	1	1	1	1	0	1	2	0	0
	3.3%	4.0%	8.7%	11.8%	1.7%	0.0%	15.4%	0.0%	5.0%	3.4%	5.3%	0.0%	7.7%	12.5%	5.6%	3.1%	0.0%	12.5%	3.8%	0.0%	0.0%
	100.0%	100.0%	66.7%	66.7%	33.3%	0.0%	66.7%	0.0%	33.3%	33.3%	33.3%	0.0%	33.3%	33.3%	33.3%	33.3%	0.0%	33.3%	66.7%	0.0%	0.0%
Trendy	14	12	5	5	7	0	4	1	4	5	3	0	5	2	5	6	5	2	9	0	4
	15.4%	16.0%	21.7%	29.4%	12.1%	0.0%	30.8%	33.3%	20.0%	17.2%	15.8%	0.0%	38.5%	25.0%	27.8%	18.8%	16.1%	25.0%	17.0%	0.0%	33.3%
	100.0%	85.7%	35.7%	35.7%	50.0%	0.0%	28.6%	7.1%	28.6%	35.7%	21.4%	0.0%	35.7%	14.3%	35.7%	42.9%	35.7%	14.3%	64.3%	0.0%	28.6%
Prestigious	17	15	6	6	9	0	5	1	5	4	5	0	5	2	4	7	5	1	12	0	2
	18.7%	20.0%	26.1%	35.3%	15.5%	0.0%	38.5%	33.3%	25.0%	13.8%	26.3%	0.0%	38.5%	25.0%	22.2%	21.9%	16.1%	12.5%	22.6%	0.0%	16.7%
	100.0%	88.2%	35.3%	35.3%	52.9%	0.0%	29.4%	5.9%	29.4%	23.5%	29.4%	0.0%	29.4%	11.8%	23.5%	41.2%	29.4%	5.9%	70.6%	0.0%	11.8%
Sporty	15	14	6	6	8	0	4	2	4	7	3	0	4	1	4	5	3	1	11	0	2
	16.5%	18.7%	26.1%	35.3%	13.8%	0.0%	30.8%	66.7%	20.0%	24.1%	15.8%	0.0%	30.8%	12.5%	22.2%	15.6%	9.7%	12.5%	20.8%	0.0%	16.7%
	100.0%	93.3%	40.0%	40.0%	53.3%	0.0%	26.7%	13.3%	26.7%	46.7%	20.0%	0.0%	26.7%	6.7%	26.7%	33.3%	20.0%	6.7%	73.3%	0.0%	13.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019441

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	91	75	23	17	58	6	13	3	20	29	19	4	13	8	18	32	31	8	53	3	12
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	82.4%	25.3%	18.7%	63.7%	6.6%	14.3%	3.3%	22.0%	31.9%	20.9%	4.4%	14.3%	8.8%	19.8%	35.2%	34.1%	8.8%	58.2%	3.3%	13.2%
Reliable	39	34	12	11	23	1	8	3	10	16	7	2	7	3	12	14	15	2	27	0	6
	42.9%	45.3%	52.2%	64.7%	39.7%	16.7%	61.5%	100.0%	50.0%	55.2%	36.8%	50.0%	53.8%	37.5%	66.7%	43.8%	48.4%	25.0%	50.9%	0.0%	50.0%
	100.0%	87.2%	30.8%	28.2%	59.0%	2.6%	20.5%	7.7%	25.6%	41.0%	17.9%	5.1%	17.9%	7.7%	30.8%	35.9%	38.5%	5.1%	69.2%	0.0%	15.4%
Recommended by magazine	24	22	11	10	12	1	6	3	6	9	6	2	5	3	9	11	7	4	17	0	4
	26.4%	29.3%	47.8%	58.8%	20.7%	16.7%	46.2%	100.0%	30.0%	31.0%	31.6%	50.0%	38.5%	37.5%	50.0%	34.4%	22.6%	50.0%	32.1%	0.0%	33.3%
	100.0%	91.7%	45.8%	41.7%	50.0%	4.2%	25.0%	12.5%	25.0%	37.5%	25.0%	8.3%	20.8%	12.5%	37.5%	45.8%	29.2%	16.7%	70.8%	0.0%	16.7%
Great taste	56	50	12	11	39	1	7	3	12	19	13	1	8	3	13	19	21	4	38	1	8
	61.5%	66.7%	52.2%	64.7%	67.2%	16.7%	53.8%	100.0%	60.0%	65.5%	68.4%	25.0%	61.5%	37.5%	72.2%	59.4%	67.7%	50.0%	71.7%	33.3%	66.7%
	100.0%	89.3%	21.4%	19.6%	69.6%	1.8%	12.5%	5.4%	21.4%	33.9%	23.2%	1.8%	14.3%	5.4%	23.2%	33.9%	37.5%	7.1%	67.9%	1.8%	14.3%
Good value	32	32	9	9	23	0	6	2	4	12	11	1	2	3	5	11	12	3	20	1	5
	35.2%	42.7%	39.1%	52.9%	39.7%	0.0%	46.2%	66.7%	20.0%	41.4%	57.9%	25.0%	15.4%	37.5%	27.8%	34.4%	38.7%	37.5%	37.7%	33.3%	41.7%
	100.0%	100.0%	28.1%	28.1%	71.9%	0.0%	18.8%	6.3%	12.5%	37.5%	34.4%	3.1%	6.3%	9.4%	15.6%	34.4%	37.5%	9.4%	62.5%	3.1%	15.6%
For social smokers	26	23	8	8	15	0	7	1	5	8	8	0	4	2	4	8	9	2	17	1	3
	28.6%	30.7%	34.8%	47.1%	25.9%	0.0%	53.8%	33.3%	25.0%	27.6%	42.1%	0.0%	30.8%	25.0%	22.2%	25.0%	29.0%	25.0%	32.1%	33.3%	25.0%
	100.0%	88.5%	30.8%	30.8%	57.7%	0.0%	26.9%	3.8%	19.2%	30.8%	30.8%	0.0%	15.4%	7.7%	15.4%	30.8%	34.6%	7.7%	65.4%	3.8%	11.5%
Good for everyday	29	28	8	8	20	0	5	2	4	12	8	1	2	3	6	12	9	3	16	1	7
	31.9%	37.3%	34.8%	47.1%	34.5%	0.0%	38.5%	66.7%	20.0%	41.4%	42.1%	25.0%	15.4%	37.5%	33.3%	37.5%	29.0%	37.5%	30.2%	33.3%	58.3%
	100.0%	96.6%	27.6%	27.6%	69.0%	0.0%	17.2%	6.9%	13.8%	41.4%	27.6%	3.4%	6.9%	10.3%	20.7%	41.4%	31.0%	10.3%	55.2%	3.4%	24.1%
Fresh	42	38	9	9	29	0	6	3	8	13	13	1	6	3	7	11	16	2	31	1	5
	46.2%	50.7%	39.1%	52.9%	50.0%	0.0%	46.2%	100.0%	40.0%	44.8%	68.4%	25.0%	46.2%	37.5%	38.9%	34.4%	51.6%	25.0%	58.5%	33.3%	41.7%
	100.0%	90.5%	21.4%	21.4%	69.0%	0.0%	14.3%	7.1%	19.0%	31.0%	31.0%	2.4%	14.3%	7.1%	16.7%	26.2%	38.1%	4.8%	73.8%	2.4%	11.9%
Good for relaxing	52	45	11	10	35	1	8	2	10	18	14	1	7	3	9	15	20	2	36	1	6
	57.1%	60.0%	47.8%	58.8%	60.3%	16.7%	61.5%	66.7%	50.0%	62.1%	73.7%	25.0%	53.8%	37.5%	50.0%	46.9%	64.5%	25.0%	67.9%	33.3%	50.0%
	100.0%	86.5%	21.2%	19.2%	67.3%	1.9%	15.4%	3.8%	19.2%	34.6%	26.9%	1.9%	13.5%	5.8%	17.3%	28.8%	38.5%	3.8%	69.2%	1.9%	11.5%
Easy to find/widely available	47	43	14	13	30	1	10	3	10	18	8	2	6	4	11	17	20	4	33	1	6
	51.6%	57.3%	60.9%	76.5%	51.7%	16.7%	76.9%	100.0%	50.0%	62.1%	42.1%	50.0%	46.2%	50.0%	61.1%	53.1%	64.5%	50.0%	62.3%	33.3%	50.0%
	100.0%	91.5%	29.8%	27.7%	63.8%	2.1%	21.3%	6.4%	21.3%	38.3%	17.0%	4.3%	12.8%	8.5%	23.4%	36.2%	42.6%	8.5%	70.2%	2.1%	12.8%
Full flavored	40	35	13	11	24	2	8	3	9	16	10	2	7	4	12	18	15	4	29	0	4
	44.0%	46.7%	56.5%	64.7%	41.4%	33.3%	61.5%	100.0%	45.0%	55.2%	52.6%	50.0%	53.8%	50.0%	66.7%	56.3%	48.4%	50.0%	54.7%	0.0%	33.3%
	100.0%	87.5%	32.5%	27.5%	60.0%	5.0%	20.0%	7.5%	22.5%	40.0%	25.0%	5.0%	17.5%	10.0%	30.0%	45.0%	37.5%	10.0%	72.5%	0.0%	10.0%
Medium taste	20	17	5	5	12	0	3	2	5	7	7	1	6	1	4	7	6	2	14	1	2
	22.0%	22.7%	21.7%	29.4%	20.7%	0.0%	23.1%	66.7%	25.0%	24.1%	36.8%	25.0%	46.2%	12.5%	22.2%	21.9%	19.4%	25.0%	26.4%	33.3%	16.7%
	100.0%	85.0%	25.0%	25.0%	60.0%	0.0%	15.0%	10.0%	25.0%	35.0%	35.0%	5.0%	30.0%	5.0%	20.0%	35.0%	30.0%	10.0%	70.0%	5.0%	10.0%
Good as a reward	31	25	10	9	16	1	6	3	9	12	6	2	7	2	8	13	9	2	20	0	5
	34.1%	33.3%	43.5%	52.9%	27.6%	16.7%	46.2%	100.0%	45.0%	41.4%	31.6%	50.0%	53.8%	25.0%	44.4%	40.6%	29.0%	25.0%	37.7%	0.0%	41.7%
	100.0%	80.6%	32.3%	29.0%	51.6%	3.2%	19.4%	9.7%	29.0%	38.7%	19.4%	6.5%	22.6%	6.5%	25.8%	41.9%	29.0%	6.5%	64.5%	0.0%	16.1%
Low price	4	4	2	2	2	0	1	1	1	2	0	0	1	0	1	2	2	0	3	0	1
	4.4%	5.3%	8.7%	11.8%	3.4%	0.0%	7.7%	33.3%	5.0%	6.9%	0.0%	0.0%	7.7%	0.0%	5.6%	6.3%	6.5%	0.0%	5.7%	0.0%	8.3%
	100.0%	100.0%	50.0%	50.0%	50.0%	0.0%	25.0%	25.0%	25.0%	50.0%	0.0%	0.0%	25.0%	0.0%	25.0%	50.0%	50.0%	0.0%	75.0%	0.0%	25.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019442

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	91	75	23	17	58	6	13	3	20	29	19	4	13	8	18	32	31	8	53	3	12
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	82.4%	25.3%	18.7%	63.7%	6.6%	14.3%	3.3%	22.0%	31.9%	20.9%	4.4%	14.3%	8.8%	19.8%	35.2%	34.1%	8.8%	58.2%	3.3%	13.2%
Smooth taste	48	45	12	11	34	1	8	3	8	19	11	1	7	3	9	16	17	2	32	2	6
	52.7%	60.0%	52.2%	64.7%	58.6%	16.7%	61.5%	100.0%	40.0%	65.5%	57.9%	25.0%	53.8%	37.5%	50.0%	50.0%	54.8%	25.0%	60.4%	66.7%	50.0%
	100.0%	93.8%	25.0%	22.9%	70.8%	2.1%	16.7%	6.3%	16.7%	39.6%	22.9%	2.1%	14.6%	6.3%	18.8%	33.3%	35.4%	4.2%	66.7%	4.2%	12.5%
Good for special occasions	35	33	10	10	23	0	7	3	6	14	11	1	4	4	7	11	15	3	25	0	4
	38.5%	44.0%	43.5%	58.8%	39.7%	0.0%	53.8%	100.0%	30.0%	48.3%	57.9%	25.0%	30.8%	50.0%	38.9%	34.4%	48.4%	37.5%	47.2%	0.0%	33.3%
	100.0%	94.3%	28.6%	28.6%	65.7%	0.0%	20.0%	8.6%	17.1%	40.0%	31.4%	2.9%	11.4%	11.4%	20.0%	31.4%	42.9%	8.6%	71.4%	0.0%	11.4%
Recommended by friends	20	19	6	6	13	0	4	2	2	10	6	0	4	2	4	6	10	1	18	0	2
	22.0%	25.3%	26.1%	35.3%	22.4%	0.0%	30.8%	66.7%	10.0%	34.5%	31.6%	0.0%	30.8%	25.0%	22.2%	18.8%	32.3%	12.5%	34.0%	0.0%	16.7%
	100.0%	95.0%	30.0%	30.0%	65.0%	0.0%	20.0%	10.0%	10.0%	50.0%	30.0%	0.0%	20.0%	10.0%	20.0%	30.0%	50.0%	5.0%	90.0%	0.0%	10.0%
Good for a gift	42	36	10	9	27	1	6	3	9	16	11	1	7	2	10	16	16	2	25	1	8
	46.2%	48.0%	43.5%	52.9%	46.6%	16.7%	46.2%	100.0%	45.0%	55.2%	57.9%	25.0%	53.8%	25.0%	55.6%	50.0%	51.6%	25.0%	47.2%	33.3%	66.7%
	100.0%	85.7%	23.8%	21.4%	64.3%	2.4%	14.3%	7.1%	21.4%	38.1%	26.2%	2.4%	16.7%	4.8%	23.8%	38.1%	38.1%	4.8%	59.5%	2.4%	19.0%
Consistent quality	60	53	13	12	41	1	8	3	13	19	15	2	8	4	13	21	25	4	38	2	9
	65.9%	70.7%	56.5%	70.6%	70.7%	16.7%	61.5%	100.0%	65.0%	65.5%	78.9%	50.0%	61.5%	50.0%	72.2%	65.6%	80.6%	50.0%	71.7%	66.7%	75.0%
	100.0%	88.3%	21.7%	20.0%	68.3%	1.7%	13.3%	5.0%	21.7%	31.7%	25.0%	3.3%	13.3%	6.7%	21.7%	35.0%	41.7%	6.7%	63.3%	3.3%	15.0%
Masculine	27	22	9	8	14	1	6	2	6	10	4	2	4	2	8	11	9	3	17	0	4
	29.7%	29.3%	39.1%	47.1%	24.1%	16.7%	46.2%	66.7%	30.0%	34.5%	21.1%	50.0%	30.8%	25.0%	44.4%	34.4%	29.0%	37.5%	32.1%	0.0%	33.3%
	100.0%	81.5%	33.3%	29.6%	51.9%	3.7%	22.2%	7.4%	22.2%	37.0%	14.8%	7.4%	14.8%	7.4%	29.6%	40.7%	33.3%	11.1%	63.0%	0.0%	14.8%
Brand I trust	62	55	14	14	41	0	10	3	13	23	14	1	10	5	13	24	23	4	42	2	9
	68.1%	73.3%	60.9%	82.4%	70.7%	0.0%	76.9%	100.0%	65.0%	79.3%	73.7%	25.0%	76.9%	62.5%	72.2%	75.0%	74.2%	50.0%	79.2%	66.7%	75.0%
	100.0%	88.7%	22.6%	22.6%	66.1%	0.0%	16.1%	4.8%	21.0%	37.1%	22.6%	1.6%	16.1%	8.1%	21.0%	38.7%	37.1%	6.5%	67.7%	3.2%	14.5%
Well constructed	60	55	13	13	42	0	10	3	13	21	16	1	9	4	12	22	23	3	42	1	9
	65.9%	73.3%	56.5%	76.5%	72.4%	0.0%	76.9%	100.0%	65.0%	72.4%	84.2%	25.0%	69.2%	50.0%	66.7%	68.8%	74.2%	37.5%	79.2%	33.3%	75.0%
	100.0%	91.7%	21.7%	21.7%	70.0%	0.0%	16.7%	5.0%	21.7%	35.0%	26.7%	1.7%	15.0%	6.7%	20.0%	36.7%	38.3%	5.0%	70.0%	1.7%	15.0%
Strong taste	17	14	3	3	11	0	3	0	7	6	3	0	4	1	8	11	6	0	12	0	4
	18.7%	18.7%	13.0%	17.6%	19.0%	0.0%	23.1%	0.0%	35.0%	20.7%	15.8%	0.0%	30.8%	12.5%	44.4%	34.4%	19.4%	0.0%	22.6%	0.0%	33.3%
	100.0%	82.4%	17.6%	17.6%	64.7%	0.0%	17.6%	0.0%	41.2%	35.3%	17.6%	0.0%	23.5%	5.9%	47.1%	64.7%	35.3%	0.0%	70.6%	0.0%	23.5%
For serious smokers	41	35	13	12	23	1	9	2	13	12	9	1	8	5	11	20	15	3	26	0	5
	45.1%	46.7%	56.5%	70.6%	39.7%	16.7%	69.2%	66.7%	65.0%	41.4%	47.4%	25.0%	61.5%	62.5%	61.1%	62.5%	48.4%	37.5%	49.1%	0.0%	41.7%
	100.0%	85.4%	31.7%	29.3%	56.1%	2.4%	22.0%	4.9%	31.7%	29.3%	22.0%	2.4%	19.5%	12.2%	26.8%	48.8%	36.6%	7.3%	63.4%	0.0%	12.2%
Popular	41	35	12	11	24	1	7	3	10	12	7	1	7	2	10	17	14	4	25	2	4
	45.1%	46.7%	52.2%	64.7%	41.4%	16.7%	53.8%	100.0%	50.0%	41.4%	36.8%	25.0%	53.8%	25.0%	55.6%	53.1%	45.2%	50.0%	47.2%	66.7%	33.3%
	100.0%	85.4%	29.3%	26.8%	58.5%	2.4%	17.1%	7.3%	24.4%	29.3%	17.1%	2.4%	17.1%	4.9%	24.4%	41.5%	34.1%	9.8%	61.0%	4.9%	9.8%
Easy to smoke	52	46	15	14	32	1	10	3	11	18	13	2	9	4	13	20	18	5	36	1	8
	57.1%	61.3%	65.2%	82.4%	55.2%	16.7%	76.9%	100.0%	55.0%	62.1%	68.4%	50.0%	69.2%	50.0%	72.2%	62.5%	58.1%	62.5%	67.9%	33.3%	66.7%
	100.0%	88.5%	28.8%	26.9%	61.5%	1.9%	19.2%	5.8%	21.2%	34.6%	25.0%	3.8%	17.3%	7.7%	25.0%	38.5%	34.6%	9.6%	69.2%	1.9%	15.4%
Easy draw	51	46	13	12	34	1	8	3	10	18	13	2	8	3	12	19	17	4	33	1	8
	56.0%	61.3%	56.5%	70.6%	58.6%	16.7%	61.5%	100.0%	50.0%	62.1%	68.4%	50.0%	61.5%	37.5%	66.7%	59.4%	54.8%	50.0%	62.3%	33.3%	66.7%
	100.0%	90.2%	25.5%	23.5%	66.7%	2.0%	15.7%	5.9%	19.6%	35.3%	25.5%	3.9%	15.7%	5.9%	23.5%	37.3%	33.3%	7.8%	64.7%	2.0%	15.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019443

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	91	75	23	17	58	6	13	3	20	29	19	4	13	8	18	32	31	8	53	3	12
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	82.4%	25.3%	18.7%	63.7%	6.6%	14.3%	3.3%	22.0%	31.9%	20.9%	4.4%	14.3%	8.8%	19.8%	35.2%	34.1%	8.8%	58.2%	3.3%	13.2%
No answer	6	4	2	1	3	1	1	0	1	2	0	1	1	1	0	1	2	1	1	1	1
	6.6%	5.3%	8.7%	5.9%	5.2%	16.7%	7.7%	0.0%	5.0%	6.9%	0.0%	25.0%	7.7%	12.5%	0.0%	3.1%	6.5%	12.5%	1.9%	33.3%	8.3%
	100.0%	66.7%	33.3%	16.7%	50.0%	16.7%	16.7%	0.0%	16.7%	33.3%	0.0%	16.7%	16.7%	16.7%	0.0%	16.7%	33.3%	16.7%	16.7%	16.7%	16.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019444

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	77	64	20	17	47	3	9	5	22	24	13	3	11	10	15	27	19	6	40	3	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	83.1%	26.0%	22.1%	61.0%	3.9%	11.7%	6.5%	28.6%	31.2%	16.9%	3.9%	14.3%	13.0%	19.5%	35.1%	24.7%	7.8%	51.9%	3.9%	14.3%
Punch																					
Casual	19	16	7	6	10	1	2	3	4	6	4	0	6	2	4	6	4	3	6	0	4
	24.7%	25.0%	35.0%	35.3%	21.3%	33.3%	22.2%	60.0%	18.2%	25.0%	30.8%	0.0%	54.5%	20.0%	26.7%	22.2%	21.1%	50.0%	15.0%	0.0%	36.4%
	100.0%	84.2%	36.8%	31.6%	52.6%	5.3%	10.5%	15.8%	21.1%	31.6%	21.1%	0.0%	31.6%	10.5%	21.1%	31.6%	21.1%	15.8%	31.6%	0.0%	21.1%
Individualistic	15	14	7	6	8	1	1	4	4	7	1	1	4	1	4	7	2	3	4	0	4
	19.5%	21.9%	35.0%	35.3%	17.0%	33.3%	11.1%	80.0%	18.2%	29.2%	7.7%	33.3%	36.4%	10.0%	26.7%	25.9%	10.5%	50.0%	10.0%	0.0%	36.4%
	100.0%	93.3%	46.7%	40.0%	53.3%	6.7%	6.7%	26.7%	26.7%	46.7%	6.7%	6.7%	26.7%	6.7%	26.7%	46.7%	13.3%	20.0%	26.7%	0.0%	26.7%
Mild taste	23	20	11	10	10	1	4	4	6	8	4	1	6	2	4	9	5	3	11	0	3
	29.9%	31.3%	55.0%	58.8%	21.3%	33.3%	44.4%	80.0%	27.3%	33.3%	30.8%	33.3%	54.5%	20.0%	26.7%	33.3%	26.3%	50.0%	27.5%	0.0%	27.3%
	100.0%	87.0%	47.8%	43.5%	43.5%	4.3%	17.4%	17.4%	26.1%	34.8%	17.4%	4.3%	26.1%	8.7%	17.4%	39.1%	21.7%	13.0%	47.8%	0.0%	13.0%
High quality	46	40	16	14	26	2	7	5	13	16	10	2	7	6	9	17	11	5	24	1	7
	59.7%	62.5%	80.0%	82.4%	55.3%	66.7%	77.8%	100.0%	59.1%	66.7%	76.9%	66.7%	63.6%	60.0%	60.0%	63.0%	57.9%	83.3%	60.0%	33.3%	63.6%
	100.0%	87.0%	34.8%	30.4%	56.5%	4.3%	15.2%	10.9%	28.3%	34.8%	21.7%	4.3%	15.2%	13.0%	19.6%	37.0%	23.9%	10.9%	52.2%	2.2%	15.2%
Smart choice	36	29	10	8	21	2	2	5	11	11	7	2	6	3	9	13	8	5	13	1	8
	46.8%	45.3%	50.0%	47.1%	44.7%	66.7%	22.2%	100.0%	50.0%	45.8%	53.8%	66.7%	54.5%	30.0%	60.0%	48.1%	42.1%	83.3%	32.5%	33.3%	72.7%
	100.0%	80.6%	27.8%	22.2%	58.3%	5.6%	5.6%	13.9%	30.6%	30.6%	19.4%	5.6%	16.7%	8.3%	25.0%	36.1%	22.2%	13.9%	36.1%	2.8%	22.2%
Refined taste	24	20	10	9	11	1	4	5	8	7	5	2	7	2	8	10	1	2	11	1	4
	31.2%	31.3%	50.0%	52.9%	23.4%	33.3%	44.4%	100.0%	36.4%	29.2%	38.5%	66.7%	63.6%	20.0%	53.3%	37.0%	5.3%	33.3%	27.5%	33.3%	36.4%
	100.0%	83.3%	41.7%	37.5%	45.8%	4.2%	16.7%	20.8%	33.3%	29.2%	20.8%	8.3%	29.2%	8.3%	33.3%	41.7%	4.2%	8.3%	45.8%	4.2%	16.7%
Recommended by tobacconists	28	25	11	11	14	0	7	3	9	10	6	1	5	5	5	10	7	3	18	0	3
	36.4%	39.1%	55.0%	64.7%	29.8%	0.0%	77.8%	60.0%	40.9%	41.7%	46.2%	33.3%	45.5%	50.0%	33.3%	37.0%	36.8%	50.0%	45.0%	0.0%	27.3%
	100.0%	89.3%	39.3%	39.3%	50.0%	0.0%	25.0%	10.7%	32.1%	35.7%	21.4%	3.6%	17.9%	17.9%	17.9%	35.7%	25.0%	10.7%	64.3%	0.0%	10.7%
Attractive packaging	11	10	5	4	6	1	2	2	4	2	3	1	4	1	5	5	1	2	4	0	2
	14.3%	15.6%	25.0%	23.5%	12.8%	33.3%	22.2%	40.0%	18.2%	8.3%	23.1%	33.3%	36.4%	10.0%	33.3%	18.5%	5.3%	33.3%	10.0%	0.0%	18.2%
	100.0%	90.9%	45.5%	36.4%	54.5%	9.1%	18.2%	18.2%	36.4%	18.2%	27.3%	9.1%	36.4%	9.1%	45.5%	45.5%	9.1%	18.2%	36.4%	0.0%	18.2%
Sophisticated	13	13	4	4	9	0	2	2	5	5	2	1	3	0	5	6	2	1	6	1	2
	16.9%	20.3%	20.0%	23.5%	19.1%	0.0%	22.2%	40.0%	22.7%	20.8%	15.4%	33.3%	27.3%	0.0%	33.3%	22.2%	10.5%	16.7%	15.0%	33.3%	18.2%
	100.0%	100.0%	30.8%	30.8%	69.2%	0.0%	15.4%	15.4%	38.5%	38.5%	15.4%	7.7%	23.1%	0.0%	38.5%	46.2%	15.4%	7.7%	46.2%	7.7%	15.4%
Innovative	6	5	4	3	2	1	1	2	2	2	1	0	3	1	2	3	2	2	2	0	0
	7.8%	7.8%	20.0%	17.6%	4.3%	33.3%	11.1%	40.0%	9.1%	8.3%	7.7%	0.0%	27.3%	10.0%	13.3%	11.1%	10.5%	33.3%	5.0%	0.0%	0.0%
	100.0%	83.3%	66.7%	50.0%	33.3%	16.7%	16.7%	33.3%	33.3%	33.3%	16.7%	0.0%	50.0%	16.7%	33.3%	50.0%	33.3%	33.3%	33.3%	0.0%	0.0%
Trendy	10	9	6	6	3	0	3	3	3	4	2	1	3	2	3	4	4	1	4	0	1
	13.0%	14.1%	30.0%	35.3%	6.4%	0.0%	33.3%	60.0%	13.6%	16.7%	15.4%	33.3%	27.3%	20.0%	20.0%	14.8%	21.1%	16.7%	10.0%	0.0%	9.1%
	100.0%	90.0%	60.0%	60.0%	30.0%	0.0%	30.0%	30.0%	30.0%	40.0%	20.0%	10.0%	30.0%	20.0%	30.0%	40.0%	40.0%	10.0%	40.0%	0.0%	10.0%
Prestigious	14	13	7	6	7	1	3	3	5	3	3	0	6	0	4	5	0	3	8	0	1
	18.2%	20.3%	35.0%	35.3%	14.9%	33.3%	33.3%	60.0%	22.7%	12.5%	23.1%	0.0%	54.5%	0.0%	26.7%	18.5%	0.0%	50.0%	20.0%	0.0%	9.1%
	100.0%	92.9%	50.0%	42.9%	50.0%	7.1%	21.4%	21.4%	35.7%	21.4%	21.4%	0.0%	42.9%	0.0%	28.6%	35.7%	0.0%	21.4%	57.1%	0.0%	7.1%
Sporty	9	6	3	3	3	0	1	2	1	3	2	0	2	2	1	2	3	1	4	0	1
	11.7%	9.4%	15.0%	17.6%	6.4%	0.0%	11.1%	40.0%	4.5%	12.5%	15.4%	0.0%	18.2%	20.0%	6.7%	7.4%	15.8%	16.7%	10.0%	0.0%	9.1%
	100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	11.1%	22.2%	11.1%	33.3%	22.2%	0.0%	22.2%	22.2%	11.1%	22.2%	33.3%	11.1%	44.4%	0.0%	11.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019445

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	77	64	20	17	47	3	9	5	22	24	13	3	11	10	15	27	19	6	40	3	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	83.1%	26.0%	22.1%	61.0%	3.9%	11.7%	6.5%	28.6%	31.2%	16.9%	3.9%	14.3%	13.0%	19.5%	35.1%	24.7%	7.8%	51.9%	3.9%	14.3%
Reliable	31	27	10	9	18	1	4	5	11	11	4	2	5	5	9	12	9	3	12	0	7
	40.3%	42.2%	50.0%	52.9%	38.3%	33.3%	44.4%	100.0%	50.0%	45.8%	30.8%	66.7%	45.5%	50.0%	60.0%	44.4%	47.4%	50.0%	30.0%	0.0%	63.6%
	100.0%	87.1%	32.3%	29.0%	58.1%	3.2%	12.9%	16.1%	35.5%	35.5%	12.9%	6.5%	16.1%	16.1%	29.0%	38.7%	29.0%	9.7%	38.7%	0.0%	22.6%
Recommended by magazine	14	14	4	4	10	0	2	2	6	7	1	0	2	3	4	6	4	1	7	0	3
	18.2%	21.9%	20.0%	23.5%	21.3%	0.0%	22.2%	40.0%	27.3%	29.2%	7.7%	0.0%	18.2%	30.0%	26.7%	22.2%	21.1%	16.7%	17.5%	0.0%	27.3%
	100.0%	100.0%	28.6%	28.6%	71.4%	0.0%	14.3%	14.3%	42.9%	50.0%	7.1%	0.0%	14.3%	21.4%	28.6%	42.9%	28.6%	7.1%	50.0%	0.0%	21.4%
Great taste	51	44	15	14	30	1	7	5	15	16	10	2	8	7	11	20	11	5	26	1	8
	66.2%	68.8%	75.0%	82.4%	63.8%	33.3%	77.8%	100.0%	68.2%	66.7%	76.9%	66.7%	72.7%	70.0%	73.3%	74.1%	57.9%	83.3%	65.0%	33.3%	72.7%
	100.0%	86.3%	29.4%	27.5%	58.8%	2.0%	13.7%	9.8%	29.4%	31.4%	19.6%	3.9%	15.7%	13.7%	21.6%	39.2%	21.6%	9.8%	51.0%	2.0%	15.7%
Good value	36	31	12	11	20	1	4	5	13	11	7	2	6	6	9	11	7	5	17	1	7
	46.8%	48.4%	60.0%	64.7%	42.6%	33.3%	44.4%	100.0%	59.1%	45.8%	53.8%	66.7%	54.5%	60.0%	60.0%	40.7%	36.8%	83.3%	42.5%	33.3%	63.6%
	100.0%	86.1%	33.3%	30.6%	55.6%	2.8%	11.1%	13.9%	36.1%	30.6%	19.4%	5.6%	16.7%	16.7%	25.0%	30.6%	19.4%	13.9%	47.2%	2.8%	19.4%
For social smokers	21	18	8	7	11	1	3	4	7	6	6	2	4	3	5	6	3	2	8	1	5
	27.3%	28.1%	40.0%	41.2%	23.4%	33.3%	33.3%	80.0%	31.8%	25.0%	46.2%	66.7%	36.4%	30.0%	33.3%	22.2%	15.8%	33.3%	20.0%	33.3%	45.5%
	100.0%	85.7%	38.1%	33.3%	52.4%	4.8%	14.3%	19.0%	33.3%	28.6%	28.6%	9.5%	19.0%	14.3%	23.8%	28.6%	14.3%	9.5%	38.1%	4.8%	23.8%
Good for everyday	30	26	7	6	20	1	1	4	12	8	4	2	3	4	9	11	8	5	10	0	7
	39.0%	40.6%	35.0%	35.3%	42.6%	33.3%	11.1%	80.0%	54.5%	33.3%	30.8%	66.7%	27.3%	40.0%	60.0%	40.7%	42.1%	83.3%	25.0%	0.0%	63.6%
	100.0%	86.7%	23.3%	20.0%	66.7%	3.3%	3.3%	13.3%	40.0%	26.7%	13.3%	6.7%	10.0%	13.3%	30.0%	36.7%	26.7%	16.7%	33.3%	0.0%	23.3%
Fresh	44	38	13	12	26	1	6	5	15	14	9	2	7	5	10	17	12	2	22	1	10
	57.1%	59.4%	65.0%	70.6%	55.3%	33.3%	66.7%	100.0%	68.2%	58.3%	69.2%	66.7%	63.6%	50.0%	66.7%	63.0%	63.2%	33.3%	55.0%	33.3%	90.9%
	100.0%	86.4%	29.5%	27.3%	59.1%	2.3%	13.6%	11.4%	34.1%	31.8%	20.5%	4.5%	15.9%	11.4%	22.7%	38.6%	27.3%	4.5%	50.0%	2.3%	22.7%
Good for relaxing	44	38	10	9	29	1	3	5	14	16	8	2	7	5	11	18	10	3	22	1	8
	57.1%	59.4%	50.0%	52.9%	61.7%	33.3%	33.3%	100.0%	63.6%	66.7%	61.5%	66.7%	63.6%	50.0%	73.3%	66.7%	52.6%	50.0%	55.0%	33.3%	72.7%
	100.0%	86.4%	22.7%	20.5%	65.9%	2.3%	6.8%	11.4%	31.8%	36.4%	18.2%	4.5%	15.9%	11.4%	25.0%	40.9%	22.7%	6.8%	50.0%	2.3%	18.2%
Easy to find/widely available	46	38	11	10	28	1	4	5	16	12	9	2	7	4	9	14	13	3	22	0	9
	59.7%	59.4%	55.0%	58.8%	59.6%	33.3%	44.4%	100.0%	72.7%	50.0%	69.2%	66.7%	63.6%	40.0%	60.0%	51.9%	68.4%	50.0%	55.0%	0.0%	81.8%
	100.0%	82.6%	23.9%	21.7%	60.9%	2.2%	8.7%	10.9%	34.8%	26.1%	19.6%	4.3%	15.2%	8.7%	19.6%	30.4%	28.3%	6.5%	47.8%	0.0%	19.6%
Full flavored	32	25	12	11	14	1	6	4	10	10	6	1	7	5	7	11	8	2	17	1	4
	41.6%	39.1%	60.0%	64.7%	29.8%	33.3%	66.7%	80.0%	45.5%	41.7%	46.2%	33.3%	63.6%	50.0%	46.7%	40.7%	42.1%	33.3%	42.5%	33.3%	36.4%
	100.0%	78.1%	37.5%	34.4%	43.8%	3.1%	18.8%	12.5%	31.3%	31.3%	18.8%	3.1%	21.9%	15.6%	21.9%	34.4%	25.0%	6.3%	53.1%	3.1%	12.5%
Medium taste	23	18	5	4	14	1	1	3	10	5	3	1	3	2	8	12	5	2	12	0	4
	29.9%	28.1%	25.0%	23.5%	29.8%	33.3%	11.1%	60.0%	45.5%	20.8%	23.1%	33.3%	27.3%	20.0%	53.3%	44.4%	26.3%	33.3%	30.0%	0.0%	36.4%
	100.0%	78.3%	21.7%	17.4%	60.9%	4.3%	4.3%	13.0%	43.5%	21.7%	13.0%	4.3%	13.0%	8.7%	34.8%	52.2%	21.7%	8.7%	52.2%	0.0%	17.4%
Good as a reward	26	22	8	7	15	1	3	3	7	9	5	1	6	0	6	9	5	3	14	1	4
	33.8%	34.4%	40.0%	41.2%	31.9%	33.3%	33.3%	60.0%	31.8%	37.5%	38.5%	33.3%	54.5%	0.0%	40.0%	33.3%	26.3%	50.0%	35.0%	33.3%	36.4%
	100.0%	84.6%	30.8%	26.9%	57.7%	3.8%	11.5%	11.5%	26.9%	34.6%	19.2%	3.8%	23.1%	0.0%	23.1%	34.6%	19.2%	11.5%	53.8%	3.8%	15.4%
Low price	14	12	3	2	10	1	0	2	6	3	3	0	3	2	5	5	2	3	5	0	3
	18.2%	18.8%	15.0%	11.8%	21.3%	33.3%	0.0%	40.0%	27.3%	12.5%	23.1%	0.0%	27.3%	20.0%	33.3%	18.5%	10.5%	50.0%	12.5%	0.0%	27.3%
	100.0%	85.7%	21.4%	14.3%	71.4%	7.1%	0.0%	14.3%	42.9%	21.4%	21.4%	0.0%	21.4%	14.3%	35.7%	35.7%	14.3%	21.4%	35.7%	0.0%	21.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019446

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	77	64	20	17	47	3	9	5	22	24	13	3	11	10	15	27	19	6	40	3	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	83.1%	26.0%	22.1%	61.0%	3.9%	11.7%	6.5%	28.6%	31.2%	16.9%	3.9%	14.3%	13.0%	19.5%	35.1%	24.7%	7.8%	51.9%	3.9%	14.3%
Smooth taste	42	36	13	12	24	1	7	4	14	14	10	2	6	7	7	14	11	1	26	1	8
	54.5%	56.3%	65.0%	70.6%	51.1%	33.3%	77.8%	80.0%	63.6%	58.3%	76.9%	66.7%	54.5%	70.0%	46.7%	51.9%	57.9%	16.7%	65.0%	33.3%	72.7%
	100.0%	85.7%	31.0%	28.6%	57.1%	2.4%	16.7%	9.5%	33.3%	33.3%	23.8%	4.8%	14.3%	16.7%	16.7%	33.3%	26.2%	2.4%	61.9%	2.4%	19.0%
Good for special occasions	32	26	13	11	15	2	6	4	10	9	7	2	7	3	8	11	7	3	18	1	5
	41.6%	40.6%	65.0%	64.7%	31.9%	66.7%	66.7%	80.0%	45.5%	37.5%	53.8%	66.7%	63.6%	30.0%	53.3%	40.7%	36.8%	50.0%	45.0%	33.3%	45.5%
	100.0%	81.3%	40.6%	34.4%	46.9%	6.3%	18.8%	12.5%	31.3%	28.1%	21.9%	6.3%	21.9%	9.4%	25.0%	34.4%	21.9%	9.4%	56.3%	3.1%	15.6%
Recommended by friends	23	20	6	6	14	0	3	2	6	7	6	0	1	4	3	7	10	2	12	0	2
	29.9%	31.3%	30.0%	35.3%	29.8%	0.0%	33.3%	40.0%	27.3%	29.2%	46.2%	0.0%	9.1%	40.0%	20.0%	25.9%	52.6%	33.3%	30.0%	0.0%	18.2%
	100.0%	87.0%	26.1%	26.1%	60.9%	0.0%	13.0%	8.7%	26.1%	30.4%	26.1%	0.0%	4.3%	17.4%	13.0%	30.4%	43.5%	8.7%	52.2%	0.0%	8.7%
Good for a gift	24	20	6	5	15	1	2	3	7	10	5	2	3	2	6	9	7	1	13	1	3
	31.2%	31.3%	30.0%	29.4%	31.9%	33.3%	22.2%	60.0%	31.8%	41.7%	38.5%	66.7%	27.3%	20.0%	40.0%	33.3%	36.8%	16.7%	32.5%	33.3%	27.3%
	100.0%	83.3%	25.0%	20.8%	62.5%	4.2%	8.3%	12.5%	29.2%	41.7%	20.8%	8.3%	12.5%	8.3%	25.0%	37.5%	29.2%	4.2%	54.2%	4.2%	12.5%
Consistent quality	50	42	13	12	30	1	5	5	15	17	9	2	7	6	11	20	12	3	25	1	10
	64.9%	65.6%	65.0%	70.6%	63.8%	33.3%	55.6%	100.0%	68.2%	70.8%	69.2%	66.7%	63.6%	60.0%	73.3%	74.1%	63.2%	50.0%	62.5%	33.3%	90.9%
	100.0%	84.0%	26.0%	24.0%	60.0%	2.0%	10.0%	10.0%	30.0%	34.0%	18.0%	4.0%	14.0%	12.0%	22.0%	40.0%	24.0%	6.0%	50.0%	2.0%	20.0%
Masculine	20	13	6	4	9	2	2	2	9	4	2	1	5	1	9	9	5	2	7	0	4
	26.0%	20.3%	30.0%	23.5%	19.1%	66.7%	22.2%	40.0%	40.9%	16.7%	15.4%	33.3%	45.5%	10.0%	60.0%	33.3%	26.3%	33.3%	17.5%	0.0%	36.4%
	100.0%	65.0%	30.0%	20.0%	45.0%	10.0%	10.0%	10.0%	45.0%	20.0%	10.0%	5.0%	25.0%	5.0%	45.0%	45.0%	25.0%	10.0%	35.0%	0.0%	20.0%
Brand I trust	52	45	15	14	31	1	7	5	17	17	10	2	8	9	10	20	13	4	27	1	9
	67.5%	70.3%	75.0%	82.4%	66.0%	33.3%	77.8%	100.0%	77.3%	70.8%	76.9%	66.7%	72.7%	90.0%	66.7%	74.1%	68.4%	66.7%	67.5%	33.3%	81.8%
	100.0%	86.5%	28.8%	26.9%	59.6%	1.9%	13.5%	9.6%	32.7%	32.7%	19.2%	3.8%	15.4%	17.3%	19.2%	38.5%	25.0%	7.7%	51.9%	1.9%	17.3%
Well constructed	48	42	16	14	28	2	8	5	16	13	12	2	10	8	10	17	11	5	26	1	7
	62.3%	65.6%	80.0%	82.4%	59.6%	66.7%	88.9%	100.0%	72.7%	54.2%	92.3%	66.7%	90.9%	80.0%	66.7%	63.0%	57.9%	83.3%	65.0%	33.3%	63.6%
	100.0%	87.5%	33.3%	29.2%	58.3%	4.2%	16.7%	10.4%	33.3%	27.1%	25.0%	4.2%	20.8%	16.7%	20.8%	35.4%	22.9%	10.4%	54.2%	2.1%	14.6%
Strong taste	16	13	5	5	8	0	4	1	5	5	4	0	4	2	5	7	4	1	10	0	3
	20.8%	20.3%	25.0%	29.4%	17.0%	0.0%	44.4%	20.0%	22.7%	20.8%	30.8%	0.0%	36.4%	20.0%	33.3%	25.9%	21.1%	16.7%	25.0%	0.0%	27.3%
	100.0%	81.3%	31.3%	31.3%	50.0%	0.0%	25.0%	6.3%	31.3%	31.3%	25.0%	0.0%	25.0%	12.5%	31.3%	43.8%	25.0%	6.3%	62.5%	0.0%	18.8%
For serious smokers	24	20	8	7	13	1	3	3	11	4	4	1	6	1	7	11	5	3	10	0	5
	31.2%	31.3%	40.0%	41.2%	27.7%	33.3%	33.3%	60.0%	50.0%	16.7%	30.8%	33.3%	54.5%	10.0%	46.7%	40.7%	26.3%	50.0%	25.0%	0.0%	45.5%
	100.0%	83.3%	33.3%	29.2%	54.2%	4.2%	12.5%	12.5%	45.8%	16.7%	16.7%	4.2%	25.0%	4.2%	29.2%	45.8%	20.8%	12.5%	41.7%	0.0%	20.8%
Popular	39	33	11	10	23	1	6	4	14	11	8	1	6	7	8	13	9	3	20	2	9
	50.6%	51.6%	55.0%	58.8%	48.9%	33.3%	66.7%	80.0%	63.6%	45.8%	61.5%	33.3%	54.5%	70.0%	53.3%	48.1%	47.4%	50.0%	50.0%	66.7%	81.8%
	100.0%	84.6%	28.2%	25.6%	59.0%	2.6%	15.4%	10.3%	35.9%	28.2%	20.5%	2.6%	15.4%	17.9%	20.5%	33.3%	23.1%	7.7%	51.3%	5.1%	23.1%
Easy to smoke	44	38	15	14	24	1	7	5	15	12	10	2	8	6	12	19	13	4	20	1	9
	57.1%	59.4%	75.0%	82.4%	51.1%	33.3%	77.8%	100.0%	68.2%	50.0%	76.9%	66.7%	72.7%	60.0%	80.0%	70.4%	68.4%	66.7%	50.0%	33.3%	81.8%
	100.0%	86.4%	34.1%	31.8%	54.5%	2.3%	15.9%	11.4%	34.1%	27.3%	22.7%	4.5%	18.2%	13.6%	27.3%	43.2%	29.5%	9.1%	45.5%	2.3%	20.5%
Easy draw	45	40	14	12	28	2	5	5	14	15	8	2	7	6	12	18	9	6	20	1	8
	58.4%	62.5%	70.0%	70.6%	59.6%	66.7%	55.6%	100.0%	63.6%	62.5%	61.5%	66.7%	63.6%	60.0%	80.0%	66.7%	47.4%	100.0%	50.0%	33.3%	72.7%
	100.0%	88.9%	31.1%	26.7%	62.2%	4.4%	11.1%	11.1%	31.1%	33.3%	17.8%	4.4%	15.6%	13.3%	26.7%	40.0%	20.0%	13.3%	44.4%	2.2%	17.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019447

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	77	64	20	17	47	3	9	5	22	24	13	3	11	10	15	27	19	6	40	3	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	83.1%	26.0%	22.1%	61.0%	3.9%	11.7%	6.5%	28.6%	31.2%	16.9%	3.9%	14.3%	13.0%	19.5%	35.1%	24.7%	7.8%	51.9%	3.9%	14.3%
No answer	4	3	3	2	1	1	1	0	1	1	1	1	1	0	2	1	0	0	2	1	0
	5.2%	4.7%	15.0%	11.8%	2.1%	33.3%	11.1%	0.0%	4.5%	4.2%	7.7%	33.3%	9.1%	0.0%	13.3%	3.7%	0.0%	0.0%	5.0%	33.3%	0.0%
	100.0%	75.0%	75.0%	50.0%	25.0%	25.0%	25.0%	0.0%	25.0%	25.0%	25.0%	25.0%	25.0%	0.0%	50.0%	25.0%	0.0%	0.0%	50.0%	25.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019448

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	67	46	19	14	32	5	5	4	10	20	7	3	8	8	16	20	13	9	33	2	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	68.7%	28.4%	20.9%	47.8%	7.5%	7.5%	6.0%	14.9%	29.9%	10.4%	4.5%	11.9%	11.9%	23.9%	29.9%	19.4%	13.4%	49.3%	3.0%	19.4%
Te Amo																					
Casual	17	10	8	6	4	2	3	1	3	6	1	0	2	4	5	4	5	3	10	0	0
	25.4%	21.7%	42.1%	42.9%	12.5%	40.0%	60.0%	25.0%	30.0%	30.0%	14.3%	0.0%	25.0%	50.0%	31.3%	20.0%	38.5%	33.3%	30.3%	0.0%	0.0%
	100.0%	58.8%	47.1%	35.3%	23.5%	11.8%	17.6%	5.9%	17.6%	35.3%	5.9%	0.0%	11.8%	23.5%	29.4%	23.5%	29.4%	17.6%	58.8%	0.0%	0.0%
Individualistic	15	8	4	3	5	1	2	1	2	6	0	0	1	1	3	4	2	2	9	0	3
	22.4%	17.4%	21.1%	21.4%	15.6%	20.0%	40.0%	25.0%	20.0%	30.0%	0.0%	0.0%	12.5%	12.5%	18.8%	20.0%	15.4%	22.2%	27.3%	0.0%	23.1%
	100.0%	53.3%	26.7%	20.0%	33.3%	6.7%	13.3%	6.7%	13.3%	40.0%	0.0%	0.0%	6.7%	6.7%	20.0%	26.7%	13.3%	13.3%	60.0%	0.0%	20.0%
Mild taste	15	7	6	3	4	3	2	0	2	2	1	2	1	2	5	4	3	2	10	0	1
	22.4%	15.2%	31.6%	21.4%	12.5%	60.0%	40.0%	0.0%	20.0%	10.0%	14.3%	66.7%	12.5%	25.0%	31.3%	20.0%	23.1%	22.2%	30.3%	0.0%	7.7%
	100.0%	46.7%	40.0%	20.0%	26.7%	20.0%	13.3%	0.0%	13.3%	13.3%	6.7%	13.3%	6.7%	13.3%	33.3%	26.7%	20.0%	13.3%	66.7%	0.0%	6.7%
High quality	25	20	9	7	13	2	3	2	5	9	2	1	3	3	5	7	5	4	12	0	7
	37.3%	43.5%	47.4%	50.0%	40.6%	40.0%	60.0%	50.0%	50.0%	45.0%	28.6%	33.3%	37.5%	37.5%	31.3%	35.0%	38.5%	44.4%	36.4%	0.0%	53.8%
	100.0%	80.0%	36.0%	28.0%	52.0%	8.0%	12.0%	8.0%	20.0%	36.0%	8.0%	4.0%	12.0%	12.0%	20.0%	28.0%	20.0%	16.0%	48.0%	0.0%	28.0%
Smart choice	22	16	6	5	11	1	3	1	4	8	1	0	1	2	5	4	6	1	14	0	3
	32.8%	34.8%	31.6%	35.7%	34.4%	20.0%	60.0%	25.0%	40.0%	40.0%	14.3%	0.0%	12.5%	25.0%	31.3%	20.0%	46.2%	11.1%	42.4%	0.0%	23.1%
	100.0%	72.7%	27.3%	22.7%	50.0%	4.5%	13.6%	4.5%	18.2%	36.4%	4.5%	0.0%	4.5%	9.1%	22.7%	18.2%	27.3%	4.5%	63.6%	0.0%	13.6%
Refined taste	20	11	8	5	6	3	2	1	3	8	1	1	3	3	4	3	6	5	11	0	1
	29.9%	23.9%	42.1%	35.7%	18.8%	60.0%	40.0%	25.0%	30.0%	40.0%	14.3%	33.3%	37.5%	37.5%	25.0%	15.0%	46.2%	55.6%	33.3%	0.0%	7.7%
	100.0%	55.0%	40.0%	25.0%	30.0%	15.0%	10.0%	5.0%	15.0%	40.0%	5.0%	5.0%	15.0%	15.0%	20.0%	15.0%	30.0%	25.0%	55.0%	0.0%	5.0%
Recommended by tobacconists	15	8	2	1	7	1	1	0	3	4	1	0	2	0	4	5	2	2	10	1	1
	22.4%	17.4%	10.5%	7.1%	21.9%	20.0%	20.0%	0.0%	30.0%	20.0%	14.3%	0.0%	25.0%	0.0%	25.0%	25.0%	15.4%	22.2%	30.3%	50.0%	7.7%
	100.0%	53.3%	13.3%	6.7%	46.7%	6.7%	6.7%	0.0%	20.0%	26.7%	6.7%	0.0%	13.3%	0.0%	26.7%	33.3%	13.3%	13.3%	66.7%	6.7%	6.7%
Attractive packaging	9	5	3	2	3	1	0	1	2	3	0	0	2	1	3	2	2	2	4	0	1
	13.4%	10.9%	15.8%	14.3%	9.4%	20.0%	0.0%	25.0%	20.0%	15.0%	0.0%	0.0%	25.0%	12.5%	18.8%	10.0%	15.4%	22.2%	12.1%	0.0%	7.7%
	100.0%	55.6%	33.3%	22.2%	33.3%	11.1%	0.0%	11.1%	22.2%	33.3%	0.0%	0.0%	22.2%	11.1%	33.3%	22.2%	22.2%	22.2%	44.4%	0.0%	11.1%
Sophisticated	6	2	3	2	0	1	1	0	1	1	0	0	2	0	2	2	0	2	3	0	0
	9.0%	4.3%	15.8%	14.3%	0.0%	20.0%	20.0%	0.0%	10.0%	5.0%	0.0%	0.0%	25.0%	0.0%	12.5%	10.0%	0.0%	22.2%	9.1%	0.0%	0.0%
	100.0%	33.3%	50.0%	33.3%	0.0%	16.7%	16.7%	0.0%	16.7%	16.7%	0.0%	0.0%	33.3%	0.0%	33.3%	33.3%	0.0%	33.3%	50.0%	0.0%	0.0%
Innovative	7	4	4	3	1	1	2	1	1	3	0	0	1	1	2	2	2	1	4	0	0
	10.4%	8.7%	21.1%	21.4%	3.1%	20.0%	40.0%	25.0%	10.0%	15.0%	0.0%	0.0%	12.5%	12.5%	12.5%	10.0%	15.4%	11.1%	12.1%	0.0%	0.0%
	100.0%	57.1%	57.1%	42.9%	14.3%	14.3%	28.6%	14.3%	14.3%	42.9%	0.0%	0.0%	14.3%	14.3%	28.6%	28.6%	28.6%	14.3%	57.1%	0.0%	0.0%
Trendy	7	4	5	4	0	1	1	1	1	2	1	0	2	2	2	3	2	3	2	0	0
	10.4%	8.7%	26.3%	28.6%	0.0%	20.0%	20.0%	25.0%	10.0%	10.0%	14.3%	0.0%	25.0%	25.0%	12.5%	15.0%	15.4%	33.3%	6.1%	0.0%	0.0%
	100.0%	57.1%	71.4%	57.1%	0.0%	14.3%	14.3%	14.3%	14.3%	28.6%	14.3%	0.0%	28.6%	28.6%	28.6%	42.9%	28.6%	42.9%	28.6%	0.0%	0.0%
Prestigious	6	2	3	1	1	2	0	1	0	2	0	0	2	1	1	2	1	2	1	0	2
	9.0%	4.3%	15.8%	7.1%	3.1%	40.0%	0.0%	25.0%	0.0%	10.0%	0.0%	0.0%	25.0%	12.5%	6.3%	10.0%	7.7%	22.2%	3.0%	0.0%	15.4%
	100.0%	33.3%	50.0%	16.7%	16.7%	33.3%	0.0%	16.7%	0.0%	33.3%	0.0%	0.0%	33.3%	16.7%	16.7%	33.3%	16.7%	33.3%	16.7%	0.0%	33.3%
Sporty	8	4	3	2	2	1	0	1	2	2	0	0	2	1	3	2	1	2	3	0	0
	11.9%	8.7%	15.8%	14.3%	6.3%	20.0%	0.0%	25.0%	20.0%	10.0%	0.0%	0.0%	25.0%	12.5%	18.8%	10.0%	7.7%	22.2%	9.1%	0.0%	0.0%
	100.0%	50.0%	37.5%	25.0%	25.0%	12.5%	0.0%	12.5%	25.0%	25.0%	0.0%	0.0%	25.0%	12.5%	37.5%	25.0%	12.5%	25.0%	37.5%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019449

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	67 100.0% 100.0%	46 100.0% 68.7%	19 100.0% 28.4%	14 100.0% 20.9%	32 100.0% 47.8%	5 100.0% 7.5%	5 100.0% 7.5%	4 100.0% 6.0%	10 100.0% 14.9%	20 100.0% 29.9%	7 100.0% 10.4%	3 100.0% 4.5%	8 100.0% 11.9%	8 100.0% 11.9%	16 100.0% 23.9%	20 100.0% 29.9%	13 100.0% 19.4%	9 100.0% 13.4%	33 100.0% 49.3%	2 100.0% 3.0%	13 100.0% 19.4%
Reliable	26 38.8% 100.0%	17 37.0% 65.4%	8 42.1% 30.8%	6 42.9% 23.1%	11 34.4% 42.3%	2 40.0% 7.7%	3 60.0% 11.5%	1 25.0% 3.8%	3 30.0% 11.5%	12 60.0% 46.2%	2 28.6% 7.7%	1 33.3% 3.8%	2 25.0% 7.7%	2 25.0% 7.7%	4 25.0% 15.4%	4 20.0% 15.4%	5 38.5% 19.2%	3 33.3% 11.5%	16 48.5% 61.5%	0 0.0% 0.0%	2 15.4% 7.7%
Recommended by magazine	8 11.9% 100.0%	5 10.9% 62.5%	4 21.1% 50.0%	3 21.4% 37.5%	2 6.3% 25.0%	1 20.0% 12.5%	0 0.0% 0.0%	1 25.0% 12.5%	2 20.0% 25.0%	2 10.0% 25.0%	1 14.3% 12.5%	0 0.0% 0.0%	2 25.0% 25.0%	2 25.0% 25.0%	3 18.8% 37.5%	3 15.0% 37.5%	2 15.4% 25.0%	4 44.4% 50.0%	2 6.1% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%
Great taste	37 55.2% 100.0%	24 52.2% 64.9%	11 57.9% 29.7%	8 57.1% 21.6%	16 50.0% 43.2%	3 60.0% 8.1%	3 60.0% 8.1%	2 50.0% 5.4%	6 60.0% 16.2%	12 60.0% 32.4%	4 57.1% 10.8%	2 66.7% 5.4%	5 62.5% 13.5%	2 25.0% 5.4%	10 62.5% 27.0%	9 45.0% 24.3%	4 30.8% 10.8%	6 66.7% 16.2%	23 69.7% 62.2%	0 0.0% 0.0%	6 46.2% 16.2%
Good value	36 53.7% 100.0%	25 54.3% 69.4%	12 63.2% 33.3%	8 57.1% 22.2%	17 53.1% 47.2%	4 80.0% 11.1%	4 80.0% 11.1%	2 50.0% 5.6%	5 50.0% 13.9%	14 70.0% 38.9%	5 71.4% 13.9%	2 66.7% 5.6%	2 25.0% 5.6%	6 75.0% 16.7%	9 56.3% 25.0%	9 45.0% 25.0%	7 53.8% 19.4%	7 77.8% 19.4%	19 57.6% 52.8%	0 0.0% 0.0%	4 30.8% 11.1%
For social smokers	18 26.9% 100.0%	11 23.9% 61.1%	7 36.8% 38.9%	5 35.7% 27.8%	6 18.8% 33.3%	2 40.0% 11.1%	2 40.0% 11.1%	1 25.0% 5.6%	3 30.0% 16.7%	5 25.0% 27.8%	0 0.0% 0.0%	1 33.3% 5.6%	2 25.0% 11.1%	2 25.0% 11.1%	6 37.5% 33.3%	5 25.0% 27.8%	6 46.2% 33.3%	2 22.2% 11.1%	11 33.3% 61.1%	0 0.0% 0.0%	1 7.7% 5.6%
Good for everyday	27 40.3% 100.0%	21 45.7% 77.8%	8 42.1% 29.6%	7 50.0% 25.9%	14 43.8% 51.9%	1 20.0% 3.7%	2 40.0% 7.4%	3 75.0% 11.1%	4 40.0% 14.8%	10 50.0% 37.0%	3 42.9% 11.1%	0 0.0% 0.0%	3 37.5% 11.1%	4 50.0% 14.8%	6 37.5% 22.2%	8 40.0% 29.6%	5 38.5% 18.5%	3 33.3% 11.1%	11 33.3% 40.7%	0 0.0% 0.0%	6 46.2% 22.2%
Fresh	30 44.8% 100.0%	20 43.5% 66.7%	10 52.6% 33.3%	8 57.1% 26.7%	12 37.5% 40.0%	2 40.0% 6.7%	3 60.0% 10.0%	2 50.0% 6.7%	4 40.0% 13.3%	12 60.0% 40.0%	2 28.6% 6.7%	1 33.3% 3.3%	3 37.5% 10.0%	3 37.5% 10.0%	6 37.5% 20.0%	8 40.0% 26.7%	4 30.8% 13.3%	6 66.7% 20.0%	13 39.4% 43.3%	0 0.0% 0.0%	6 46.2% 20.0%
Good for relaxing	30 44.8% 100.0%	21 45.7% 70.0%	12 63.2% 40.0%	9 64.3% 30.0%	12 37.5% 40.0%	3 60.0% 10.0%	4 80.0% 13.3%	3 75.0% 10.0%	4 40.0% 13.3%	10 50.0% 33.3%	1 14.3% 3.3%	1 33.3% 3.3%	4 50.0% 13.3%	4 50.0% 13.3%	7 43.8% 23.3%	8 40.0% 26.7%	6 46.2% 20.0%	5 55.6% 16.7%	15 45.5% 50.0%	0 0.0% 0.0%	4 30.8% 13.3%
Easy to find/widely available	32 47.8% 100.0%	23 50.0% 71.9%	10 52.6% 31.3%	8 57.1% 25.0%	15 46.9% 46.9%	2 40.0% 6.3%	4 80.0% 12.5%	2 50.0% 6.3%	6 60.0% 18.8%	10 50.0% 31.3%	3 42.9% 9.4%	1 33.3% 3.1%	4 50.0% 12.5%	4 50.0% 12.5%	11 68.8% 34.4%	11 55.0% 34.4%	7 53.8% 21.9%	4 44.4% 12.5%	19 57.6% 59.4%	0 0.0% 0.0%	2 15.4% 6.3%
Full flavored	24 35.8% 100.0%	18 39.1% 75.0%	9 47.4% 37.5%	8 57.1% 33.3%	10 31.3% 41.7%	1 20.0% 4.2%	2 40.0% 8.3%	3 75.0% 12.5%	3 30.0% 12.5%	8 40.0% 33.3%	4 57.1% 16.7%	0 0.0% 0.0%	4 50.0% 16.7%	3 37.5% 12.5%	4 25.0% 16.7%	7 35.0% 29.2%	6 46.2% 25.0%	5 55.6% 20.8%	12 36.4% 50.0%	0 0.0% 0.0%	5 38.5% 20.8%
Medium taste	17 25.4% 100.0%	11 23.9% 64.7%	5 26.3% 29.4%	4 28.6% 23.5%	7 21.9% 41.2%	1 20.0% 5.9%	1 20.0% 5.9%	1 25.0% 5.9%	3 30.0% 17.6%	5 25.0% 29.4%	2 28.6% 11.8%	0 0.0% 0.0%	2 25.0% 11.8%	2 25.0% 11.8%	5 31.3% 29.4%	4 20.0% 23.5%	3 23.1% 17.6%	2 22.2% 11.8%	8 24.2% 47.1%	1 50.0% 5.9%	2 15.4% 11.8%
Good as a reward	16 23.9% 100.0%	9 19.6% 56.3%	6 31.6% 37.5%	5 35.7% 31.3%	4 12.5% 25.0%	1 20.0% 6.3%	2 40.0% 12.5%	2 50.0% 12.5%	1 10.0% 6.3%	7 35.0% 43.8%	0 0.0% 0.0%	0 0.0% 0.0%	4 50.0% 25.0%	1 12.5% 6.3%	3 18.8% 18.8%	4 20.0% 25.0%	3 23.1% 18.8%	3 33.3% 18.8%	7 21.2% 43.8%	0 0.0% 0.0%	3 23.1% 18.8%
Low price	19 28.4% 100.0%	16 34.8% 84.2%	6 31.6% 31.6%	5 35.7% 26.3%	11 34.4% 57.9%	1 20.0% 5.3%	1 20.0% 5.3%	3 75.0% 15.8%	4 40.0% 21.1%	5 25.0% 26.3%	2 28.6% 10.5%	0 0.0% 0.0%	2 25.0% 10.5%	2 25.0% 10.5%	5 31.3% 26.3%	4 20.0% 21.1%	2 15.4% 10.5%	1 11.1% 5.3%	8 24.2% 42.1%	0 0.0% 0.0%	4 30.8% 21.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019450

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																			SOURCE BUY FROM MOST OFTEN			
							DUAL SMCKERS		PREMIUM USERS			MASS USERS											
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	67	46	19	14	32	5	5	4	10	20	7	3	8	8	16	20	13	9	33	2	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	68.7%	28.4%	20.9%	47.8%	7.5%	7.5%	6.0%	14.9%	29.9%	10.4%	4.5%	11.9%	11.9%	23.9%	29.9%	19.4%	13.4%	49.3%	3.0%	19.4%
Smooth taste	33	24	10	7	17	3	2	3	3	14	1	1	4	3	6	9	7	4	17	1	5
	49.3%	52.2%	52.6%	50.0%	53.1%	60.0%	40.0%	75.0%	30.0%	70.0%	14.3%	33.3%	50.0%	37.5%	37.5%	45.0%	53.8%	44.4%	51.5%	50.0%	38.5%
	100.0%	72.7%	30.3%	21.2%	51.5%	9.1%	6.1%	9.1%	9.1%	42.4%	3.0%	3.0%	12.1%	9.1%	18.2%	27.3%	21.2%	12.1%	51.5%	3.0%	15.2%
Good for special occasions	19	10	5	3	7	2	2	1	1	9	1	1	2	1	1	3	3	4	9	0	4
	28.4%	21.7%	26.3%	21.4%	21.9%	40.0%	40.0%	25.0%	10.0%	45.0%	14.3%	33.3%	25.0%	12.5%	6.3%	15.0%	23.1%	44.4%	27.3%	0.0%	30.8%
	100.0%	52.6%	26.3%	15.8%	36.8%	10.5%	10.5%	5.3%	5.3%	47.4%	5.3%	5.3%	10.5%	5.3%	5.3%	15.8%	15.8%	21.1%	47.4%	0.0%	21.1%
Recommended by friends	12	6	4	3	3	1	1	2	1	5	1	0	2	1	1	2	2	2	7	0	1
	17.9%	13.0%	21.1%	21.4%	9.4%	20.0%	20.0%	50.0%	10.0%	25.0%	14.3%	0.0%	25.0%	12.5%	6.3%	10.0%	15.4%	22.2%	21.2%	0.0%	7.7%
	100.0%	50.0%	33.3%	25.0%	25.0%	8.3%	8.3%	16.7%	8.3%	41.7%	8.3%	0.0%	16.7%	8.3%	8.3%	16.7%	16.7%	16.7%	58.3%	0.0%	8.3%
Good for a gift	19	14	9	7	7	2	3	3	0	9	1	1	3	2	3	4	5	1	9	0	3
	28.4%	30.4%	47.4%	50.0%	21.9%	40.0%	60.0%	75.0%	0.0%	45.0%	14.3%	33.3%	37.5%	25.0%	18.8%	20.0%	38.5%	11.1%	27.3%	0.0%	23.1%
	100.0%	73.7%	47.4%	36.8%	36.8%	10.5%	15.8%	15.8%	0.0%	47.4%	5.3%	5.3%	15.8%	10.5%	15.8%	21.1%	26.3%	5.3%	47.4%	0.0%	15.8%
Consistent quality	34	26	10	8	18	2	3	2	6	13	3	1	4	2	8	10	4	4	20	0	8
	50.7%	56.5%	52.6%	57.1%	56.3%	40.0%	60.0%	50.0%	60.0%	65.0%	42.9%	33.3%	50.0%	25.0%	50.0%	50.0%	30.8%	44.4%	60.6%	0.0%	61.5%
	100.0%	76.5%	29.4%	23.5%	52.9%	5.9%	8.8%	5.9%	17.6%	38.2%	8.8%	2.9%	11.8%	5.9%	23.5%	29.4%	11.8%	11.8%	58.8%	0.0%	23.5%
Masculine	17	10	6	4	6	2	2	1	3	5	1	0	2	2	3	3	2	3	9	0	2
	25.4%	21.7%	31.6%	28.6%	18.8%	40.0%	40.0%	25.0%	30.0%	25.0%	14.3%	0.0%	25.0%	25.0%	18.8%	15.0%	15.4%	33.3%	27.3%	0.0%	15.4%
	100.0%	58.8%	35.3%	23.5%	35.3%	11.8%	11.8%	5.9%	17.6%	29.4%	5.9%	0.0%	11.8%	11.8%	17.6%	17.6%	11.8%	17.6%	52.9%	0.0%	11.8%
Brand I trust	32	27	10	8	19	2	2	3	5	13	3	1	4	2	7	8	5	3	17	0	7
	47.8%	58.7%	52.6%	57.1%	59.4%	40.0%	40.0%	75.0%	50.0%	65.0%	42.9%	33.3%	50.0%	25.0%	43.8%	40.0%	38.5%	33.3%	51.5%	0.0%	53.8%
	100.0%	84.4%	31.3%	25.0%	59.4%	6.3%	6.3%	9.4%	15.6%	40.6%	9.4%	3.1%	12.5%	6.3%	21.9%	25.0%	15.6%	9.4%	53.1%	0.0%	21.9%
Well constructed	37	27	11	8	19	3	3	2	6	13	3	2	4	2	11	11	5	6	22	1	6
	55.2%	58.7%	57.9%	57.1%	59.4%	60.0%	60.0%	50.0%	60.0%	65.0%	42.9%	66.7%	50.0%	25.0%	68.8%	55.0%	38.5%	66.7%	66.7%	50.0%	46.2%
	100.0%	73.0%	29.7%	21.6%	51.4%	8.1%	8.1%	5.4%	16.2%	35.1%	8.1%	5.4%	10.8%	5.4%	29.7%	29.7%	13.5%	16.2%	59.5%	2.7%	16.2%
Strong taste	19	13	5	4	9	1	1	1	4	5	1	0	2	1	4	3	2	3	8	0	3
	28.4%	28.3%	26.3%	28.6%	28.1%	20.0%	20.0%	25.0%	40.0%	25.0%	14.3%	0.0%	25.0%	12.5%	25.0%	15.0%	15.4%	33.3%	24.2%	0.0%	23.1%
	100.0%	68.4%	26.3%	21.1%	47.4%	5.3%	5.3%	5.3%	21.1%	26.3%	5.3%	0.0%	10.5%	5.3%	21.1%	15.8%	10.5%	15.8%	42.1%	0.0%	15.8%
For serious smokers	18	15	9	8	7	1	3	2	2	10	0	0	3	2	4	3	4	2	9	0	3
	26.9%	32.6%	47.4%	57.1%	21.9%	20.0%	60.0%	50.0%	20.0%	50.0%	0.0%	0.0%	37.5%	25.0%	25.0%	15.0%	30.8%	22.2%	27.3%	0.0%	23.1%
	100.0%	83.3%	50.0%	44.4%	38.9%	5.6%	16.7%	11.1%	11.1%	55.6%	0.0%	0.0%	16.7%	11.1%	22.2%	16.7%	22.2%	11.1%	50.0%	0.0%	16.7%
Popular	26	15	9	5	10	4	1	1	3	7	1	2	2	3	8	9	6	3	12	1	5
	38.8%	32.6%	47.4%	35.7%	31.3%	80.0%	20.0%	25.0%	30.0%	35.0%	14.3%	66.7%	25.0%	37.5%	50.0%	45.0%	46.2%	33.3%	36.4%	50.0%	38.5%
	100.0%	57.7%	34.6%	19.2%	38.5%	15.4%	3.8%	3.8%	11.5%	26.9%	3.8%	7.7%	7.7%	11.5%	30.8%	34.6%	23.1%	11.5%	46.2%	3.8%	19.2%
Easy to smoke	33	24	10	7	17	3	3	2	5	13	3	2	3	2	10	9	5	5	16	1	4
	49.3%	52.2%	52.6%	50.0%	53.1%	60.0%	60.0%	50.0%	50.0%	65.0%	42.9%	66.7%	37.5%	25.0%	62.5%	45.0%	38.5%	55.6%	48.5%	50.0%	30.8%
	100.0%	72.7%	30.3%	21.2%	51.5%	9.1%	9.1%	6.1%	15.2%	39.4%	9.1%	6.1%	9.1%	6.1%	30.3%	27.3%	15.2%	15.2%	48.5%	3.0%	12.1%
Easy draw	34	27	9	7	20	2	3	2	6	13	3	1	3	3	9	10	6	4	18	1	7
	50.7%	58.7%	47.4%	50.0%	62.5%	40.0%	60.0%	50.0%	60.0%	65.0%	42.9%	33.3%	37.5%	37.5%	56.3%	50.0%	46.2%	44.4%	54.5%	50.0%	53.8%
	100.0%	79.4%	26.5%	20.6%	58.8%	5.9%	8.8%	5.9%	17.6%	38.2%	8.8%	2.9%	8.8%	8.8%	26.5%	29.4%	17.6%	11.8%	52.9%	2.9%	20.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019451

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	67	46	19	14	32	5	5	4	10	20	7	3	8	8	16	20	13	9	33	2	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	68.7%	28.4%	20.9%	47.8%	7.5%	7.5%	6.0%	14.9%	29.9%	10.4%	4.5%	11.9%	11.9%	23.9%	29.9%	19.4%	13.4%	49.3%	3.0%	19.4%
No answer	2	2	1	1	1	0	1	0	0	2	0	0	0	1	0	0	0	0	0	0	1
	3.0%	4.3%	5.3%	7.1%	3.1%	0.0%	20.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%
	100.0%	100.0%	50.0%	50.0%	50.0%	0.0%	50.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019452

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	387	254	99	53	201	46	24	15	55	106	89	19	34	49	73	94	121	48	201	18	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	65.6%	25.6%	13.7%	51.9%	11.9%	6.2%	3.9%	14.2%	27.4%	23.0%	4.9%	8.8%	12.7%	18.9%	24.3%	31.3%	12.4%	51.9%	4.7%	16.0%
No answer	107	52	29	11	41	18	1	4	5	25	22	7	10	11	16	20	28	21	48	5	18
	27.6%	20.5%	29.3%	20.8%	20.4%	39.1%	4.2%	26.7%	9.1%	23.6%	24.7%	36.8%	29.4%	22.4%	21.9%	21.3%	23.1%	43.8%	23.9%	27.8%	29.0%
	100.0%	48.6%	27.1%	10.3%	38.3%	16.8%	0.9%	3.7%	4.7%	23.4%	20.6%	6.5%	9.3%	10.3%	15.0%	18.7%	26.2%	19.6%	44.9%	4.7%	16.8%
Total answering	280	202	70	42	160	28	23	11	50	81	67	12	24	38	57	74	93	27	153	13	44
	72.4%	79.5%	70.7%	79.2%	79.6%	60.9%	95.8%	73.3%	90.9%	76.4%	75.3%	63.2%	70.6%	77.6%	78.1%	78.7%	76.9%	56.3%	76.1%	72.2%	71.0%
	100.0%	72.1%	25.0%	15.0%	57.1%	10.0%	8.2%	3.9%	17.9%	28.9%	23.9%	4.3%	8.6%	13.6%	20.4%	26.4%	33.2%	9.6%	54.6%	4.6%	15.7%
Cohiba																					
Mild Taste (1)	10	5	4	1	4	3	0	0	1	4	2	0	3	1	2	4	4	2	3	0	1
	3.6%	2.5%	5.7%	2.4%	2.5%	10.7%	0.0%	0.0%	2.0%	4.9%	3.0%	0.0%	12.5%	2.6%	3.5%	5.4%	4.3%	7.4%	2.0%	0.0%	2.3%
	100.0%	50.0%	40.0%	10.0%	40.0%	30.0%	0.0%	0.0%	10.0%	40.0%	20.0%	0.0%	30.0%	10.0%	20.0%	40.0%	40.0%	20.0%	30.0%	0.0%	10.0%
Mild to medium taste (2)	39	27	14	8	19	6	5	1	4	10	7	1	4	6	8	9	10	4	20	1	3
	13.9%	13.4%	20.0%	19.0%	11.9%	21.4%	21.7%	9.1%	8.0%	12.3%	10.4%	8.3%	16.7%	15.8%	14.0%	12.2%	10.8%	14.8%	13.1%	7.7%	6.8%
	100.0%	69.2%	35.9%	20.5%	48.7%	15.4%	12.8%	2.6%	10.3%	25.6%	17.9%	2.6%	10.3%	15.4%	20.5%	23.1%	25.6%	10.3%	51.3%	2.6%	7.7%
Medium taste (3)	82	55	18	9	46	9	7	1	13	25	20	5	4	10	16	18	26	9	43	6	13
	29.3%	27.2%	25.7%	21.4%	28.8%	32.1%	30.4%	9.1%	26.0%	30.9%	29.9%	41.7%	16.7%	26.3%	28.1%	24.3%	28.0%	33.3%	28.1%	46.2%	29.5%
	100.0%	67.1%	22.0%	11.0%	56.1%	11.0%	8.5%	1.2%	15.9%	30.5%	24.4%	6.1%	4.9%	12.2%	19.5%	22.0%	31.7%	11.0%	52.4%	7.3%	15.9%
Medium to strong taste (4)	95	74	23	17	57	6	7	7	17	28	25	5	7	12	17	24	36	8	55	4	17
	33.9%	36.6%	32.9%	40.5%	35.6%	21.4%	30.4%	63.6%	34.0%	34.6%	37.3%	41.7%	29.2%	31.6%	29.8%	32.4%	38.7%	29.6%	35.9%	30.8%	38.6%
	100.0%	77.9%	24.2%	17.9%	60.0%	6.3%	7.4%	7.4%	17.9%	29.5%	26.3%	5.3%	7.4%	12.6%	17.9%	25.3%	37.9%	8.4%	57.9%	4.2%	17.9%
Strong taste (5)	54	41	11	7	34	4	4	2	15	14	13	1	6	9	14	19	17	4	32	2	10
	19.3%	20.3%	15.7%	16.7%	21.3%	14.3%	17.4%	18.2%	30.0%	17.3%	19.4%	8.3%	25.0%	23.7%	24.6%	25.7%	18.3%	14.8%	20.9%	15.4%	22.7%
	100.0%	75.9%	20.4%	13.0%	63.0%	7.4%	7.4%	3.7%	27.8%	25.9%	24.1%	1.9%	11.1%	16.7%	25.9%	35.2%	31.5%	7.4%	59.3%	3.7%	18.5%
Mean	3.51	3.59	3.33	3.50	3.61	3.07	3.43	3.91	3.82	3.47	3.60	3.50	3.38	3.58	3.58	3.61	3.56	3.30	3.61	3.54	3.73
Std. Dev.	1.064	1.034	1.139	1.065	1.028	1.215	1.037	0.831	1.024	1.073	1.016	0.798	1.377	1.106	1.117	1.156	1.047	1.137	1.021	0.877	0.973
Std. Err.	0.064	0.073	0.136	0.164	0.081	0.230	0.216	0.251	0.145	0.119	0.124	0.230	0.281	0.179	0.148	0.134	0.109	0.219	0.083	0.243	0.147

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019453

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	273	176	73	41	135	32	21	11	43	72	58	12	29	36	56	72	83	30	134	13	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.5%	26.7%	15.0%	49.5%	11.7%	7.7%	4.0%	15.8%	26.4%	21.2%	4.4%	10.6%	13.2%	20.5%	26.4%	30.4%	11.0%	49.1%	4.8%	18.3%
No answer	84	48	25	13	35	12	5	4	7	22	16	3	13	11	14	19	25	12	39	4	13
	30.8%	27.3%	34.2%	31.7%	25.9%	37.5%	23.8%	36.4%	16.3%	30.6%	27.6%	25.0%	44.8%	30.6%	25.0%	26.4%	30.1%	40.0%	29.1%	30.8%	26.0%
	100.0%	57.1%	29.8%	15.5%	41.7%	14.3%	6.0%	4.8%	8.3%	26.2%	19.0%	3.6%	15.5%	13.1%	16.7%	22.6%	29.8%	14.3%	46.4%	4.8%	15.5%
Total answering	189	128	48	28	100	20	16	7	36	50	42	9	16	25	42	53	58	18	95	9	37
	69.2%	72.7%	65.8%	68.3%	74.1%	62.5%	76.2%	63.6%	83.7%	69.4%	72.4%	75.0%	55.2%	69.4%	75.0%	73.6%	69.9%	60.0%	70.9%	69.2%	74.0%
	100.0%	67.7%	25.4%	14.8%	52.9%	10.6%	8.5%	3.7%	19.0%	26.5%	22.2%	4.8%	8.5%	13.2%	22.2%	28.0%	30.7%	9.5%	50.3%	4.8%	19.6%
Davidoff																					
Mild Taste (1)	21	15	6	4	11	2	3	0	5	9	3	1	2	5	8	8	7	2	10	2	4
	11.1%	11.7%	12.5%	14.3%	11.0%	10.0%	18.8%	0.0%	13.9%	18.0%	7.1%	11.1%	12.5%	20.0%	19.0%	15.1%	12.1%	11.1%	10.5%	22.2%	10.8%
	100.0%	71.4%	28.6%	19.0%	52.4%	9.5%	14.3%	0.0%	23.8%	42.9%	14.3%	4.8%	9.5%	23.8%	38.1%	38.1%	33.3%	9.5%	47.6%	9.5%	19.0%
Mild to medium taste (2)	45	28	13	5	23	8	3	2	9	12	8	3	3	7	8	12	13	3	21	4	7
	23.8%	21.9%	27.1%	17.9%	23.0%	40.0%	18.8%	28.6%	25.0%	24.0%	19.0%	33.3%	18.8%	28.0%	19.0%	22.6%	22.4%	16.7%	22.1%	44.4%	18.9%
	100.0%	62.2%	28.9%	11.1%	51.1%	17.8%	6.7%	4.4%	20.0%	26.7%	17.8%	6.7%	6.7%	15.6%	17.8%	26.7%	28.9%	6.7%	46.7%	8.9%	15.6%
Medium taste (3)	74	53	12	10	43	2	4	4	15	16	22	1	7	5	14	15	26	5	43	1	16
	39.2%	41.4%	25.0%	35.7%	43.0%	10.0%	25.0%	57.1%	41.7%	32.0%	52.4%	11.1%	43.8%	20.0%	33.3%	28.3%	44.8%	27.8%	45.3%	11.1%	43.2%
	100.0%	71.6%	16.2%	13.5%	58.1%	2.7%	5.4%	5.4%	20.3%	21.6%	29.7%	1.4%	9.5%	6.8%	18.9%	20.3%	35.1%	6.8%	58.1%	1.4%	21.6%
Medium to strong taste (4)	41	31	13	9	22	4	6	1	7	13	8	4	4	5	10	16	10	4	19	2	9
	21.7%	24.2%	27.1%	32.1%	22.0%	20.0%	37.5%	14.3%	19.4%	26.0%	19.0%	44.4%	25.0%	20.0%	23.8%	30.2%	17.2%	22.2%	20.0%	22.2%	24.3%
	100.0%	75.6%	31.7%	22.0%	53.7%	9.8%	14.6%	2.4%	17.1%	31.7%	19.5%	9.8%	9.8%	12.2%	24.4%	39.0%	24.4%	9.8%	46.3%	4.9%	22.0%
Strong taste (5)	8	1	4	0	1	4	0	0	0	0	1	0	0	3	2	2	2	4	2	0	1
	4.2%	0.8%	8.3%	0.0%	1.0%	20.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	12.0%	4.8%	3.8%	3.4%	22.2%	2.1%	0.0%	2.7%
	100.0%	12.5%	50.0%	0.0%	12.5%	50.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	37.5%	25.0%	25.0%	25.0%	50.0%	25.0%	0.0%	12.5%
Mean	2.84	2.80	2.92	2.86	2.79	3.00	2.81	2.86	2.67	2.66	2.90	2.89	2.81	2.76	2.76	2.85	2.78	3.28	2.81	2.33	2.89
Std. Dev.	1.024	0.964	1.182	1.044	0.946	1.376	1.167	0.690	0.956	1.062	0.878	1.167	0.981	1.332	1.165	1.133	0.992	1.320	0.949	1.118	0.994
Std. Err.	0.075	0.085	0.171	0.197	0.095	0.308	0.292	0.261	0.159	0.150	0.136	0.389	0.245	0.266	0.180	0.156	0.130	0.311	0.097	0.373	0.163

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019454

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	565	314	210	91	223	119	44	28	63	117	113	32	75	92	101	117	132	111	268	21	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.6%	37.2%	16.1%	39.5%	21.1%	7.8%	5.0%	11.2%	20.7%	20.0%	5.7%	13.3%	16.3%	17.9%	20.7%	23.4%	19.6%	47.4%	3.7%	13.6%
No answer	193	86	73	22	64	51	7	10	15	30	32	14	33	32	30	28	38	44	85	10	25
	34.2%	27.4%	34.8%	24.2%	28.7%	42.9%	15.9%	35.7%	23.8%	25.6%	28.3%	43.8%	44.0%	34.8%	29.7%	23.9%	28.8%	39.6%	31.7%	47.6%	32.5%
	100.0%	44.6%	37.8%	11.4%	33.2%	26.4%	3.6%	5.2%	7.8%	15.5%	16.6%	7.3%	17.1%	16.6%	15.5%	14.5%	19.7%	22.8%	44.0%	5.2%	13.0%
Total answering	372	228	137	69	159	68	37	18	48	87	81	18	42	60	71	89	94	67	183	11	52
	65.8%	72.6%	65.2%	75.8%	71.3%	57.1%	84.1%	64.3%	76.2%	74.4%	71.7%	56.3%	56.0%	65.2%	70.3%	76.1%	71.2%	60.4%	68.3%	52.4%	67.5%
	100.0%	61.3%	36.8%	18.5%	42.7%	18.3%	9.9%	4.8%	12.9%	23.4%	21.8%	4.8%	11.3%	16.1%	19.1%	23.9%	25.3%	18.0%	49.2%	3.0%	14.0%
Don Diego																					
Mild Taste (1)	21	13	13	5	8	8	1	3	2	4	5	7	3	1	12	12	5	6	5	1	4
	5.6%	5.7%	9.5%	7.2%	5.0%	11.8%	2.7%	16.7%	4.2%	4.6%	6.2%	38.9%	7.1%	1.7%	16.9%	13.5%	5.3%	9.0%	2.7%	9.1%	7.7%
	100.0%	61.9%	61.9%	23.8%	38.1%	38.1%	4.8%	14.3%	9.5%	19.0%	23.8%	33.3%	14.3%	4.8%	57.1%	57.1%	23.8%	28.6%	23.8%	4.8%	19.0%
Mild to medium taste (2)	98	64	33	20	44	13	14	2	17	14	27	1	9	16	18	22	27	15	47	2	15
	26.3%	28.1%	24.1%	29.0%	27.7%	19.1%	37.8%	11.1%	35.4%	16.1%	33.3%	5.6%	21.4%	26.7%	25.4%	24.7%	28.7%	22.4%	25.7%	18.2%	28.8%
	100.0%	65.3%	33.7%	20.4%	44.9%	13.3%	14.3%	2.0%	17.3%	14.3%	27.6%	1.0%	9.2%	16.3%	18.4%	22.4%	27.6%	15.3%	48.0%	2.0%	15.3%
Medium taste (3)	143	87	46	24	63	22	12	9	20	39	30	5	17	26	27	39	35	26	67	7	21
	38.4%	38.2%	33.6%	34.8%	39.6%	32.4%	32.4%	50.0%	41.7%	44.8%	37.0%	27.8%	40.5%	43.3%	38.0%	43.8%	37.2%	38.8%	36.6%	63.6%	40.4%
	100.0%	60.8%	32.2%	16.8%	44.1%	15.4%	8.4%	6.3%	14.0%	27.3%	21.0%	3.5%	11.9%	18.2%	18.9%	27.3%	24.5%	18.2%	46.9%	4.9%	14.7%
Medium to strong taste (4)	95	57	37	17	40	20	10	3	7	26	19	2	11	15	9	12	26	17	57	1	9
	25.5%	25.0%	27.0%	24.6%	25.2%	29.4%	27.0%	16.7%	14.6%	29.9%	23.5%	11.1%	26.2%	25.0%	12.7%	13.5%	27.7%	25.4%	31.1%	9.1%	17.3%
	100.0%	60.0%	38.9%	17.9%	42.1%	21.1%	10.5%	3.2%	7.4%	27.4%	20.0%	2.1%	11.6%	15.8%	9.5%	12.6%	27.4%	17.9%	60.0%	1.1%	9.5%
Strong taste (5)	15	7	8	3	4	5	0	1	2	4	0	3	2	2	5	4	1	3	7	0	3
	4.0%	3.1%	5.8%	4.3%	2.5%	7.4%	0.0%	5.6%	4.2%	4.6%	0.0%	16.7%	4.8%	3.3%	7.0%	4.5%	1.1%	4.5%	3.8%	0.0%	5.8%
	100.0%	46.7%	53.3%	20.0%	26.7%	33.3%	0.0%	6.7%	13.3%	26.7%	0.0%	20.0%	13.3%	13.3%	33.3%	26.7%	6.7%	20.0%	46.7%	0.0%	20.0%
Mean	2.96	2.92	2.96	2.90	2.92	3.01	2.84	2.83	2.79	3.14	2.78	2.61	3.00	3.02	2.68	2.71	2.90	2.94	3.08	2.73	2.85
Std. Dev.	0.952	0.937	1.063	1.002	0.911	1.126	0.866	1.098	0.898	0.904	0.880	1.539	0.988	0.854	1.118	1.014	0.905	1.013	0.911	0.786	0.998
Std. Err.	0.049	0.062	0.091	0.121	0.072	0.137	0.142	0.259	0.130	0.097	0.098	0.363	0.152	0.110	0.133	0.107	0.093	0.124	0.067	0.237	0.138

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019455

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	358	237	109	64	173	45	30	18	59	93	71	18	39	52	70	89	82	50	179	14	64
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	66.2%	30.4%	17.9%	48.3%	12.6%	8.4%	5.0%	16.5%	26.0%	19.8%	5.0%	10.9%	14.5%	19.6%	24.9%	22.9%	14.0%	50.0%	3.9%	17.9%
No answer	93	45	31	11	34	20	5	2	9	22	13	10	11	14	18	20	19	19	39	7	14
	26.0%	19.0%	28.4%	17.2%	19.7%	44.4%	16.7%	11.1%	15.3%	23.7%	18.3%	55.6%	28.2%	26.9%	25.7%	22.5%	23.2%	38.0%	21.8%	50.0%	21.9%
	100.0%	48.4%	33.3%	11.8%	36.6%	21.5%	5.4%	2.2%	9.7%	23.7%	14.0%	10.8%	11.8%	15.1%	19.4%	21.5%	20.4%	20.4%	41.9%	7.5%	15.1%
Total answering	265	192	78	53	139	25	25	16	50	71	58	8	28	38	52	69	63	31	140	7	50
	74.0%	81.0%	71.6%	82.8%	80.3%	55.6%	83.3%	88.9%	84.7%	76.3%	81.7%	44.4%	71.8%	73.1%	74.3%	77.5%	76.8%	62.0%	78.2%	50.0%	78.1%
	100.0%	72.5%	29.4%	20.0%	52.5%	9.4%	9.4%	6.0%	18.9%	26.8%	21.9%	3.0%	10.6%	14.3%	19.6%	26.0%	23.8%	11.7%	52.8%	2.6%	18.9%
Fuente/Arturo Fuente																					
Mild Taste (1)	12	8	4	3	5	1	1	0	2	3	2	0	2	2	4	4	2	2	5	0	5
	4.5%	4.2%	5.1%	5.7%	3.6%	4.0%	4.0%	0.0%	4.0%	4.2%	3.4%	0.0%	7.1%	5.3%	7.7%	5.8%	3.2%	6.5%	3.6%	0.0%	10.0%
	100.0%	66.7%	33.3%	25.0%	41.7%	8.3%	8.3%	0.0%	16.7%	25.0%	16.7%	0.0%	16.7%	16.7%	33.3%	33.3%	16.7%	16.7%	41.7%	0.0%	41.7%
Mild to medium taste (2)	47	34	18	14	20	4	8	4	6	13	10	2	5	4	10	13	11	11	24	2	6
	17.7%	17.7%	23.1%	26.4%	14.4%	16.0%	32.0%	25.0%	12.0%	18.3%	17.2%	25.0%	17.9%	10.5%	19.2%	18.8%	17.5%	35.5%	17.1%	28.6%	12.0%
	100.0%	72.3%	38.3%	29.8%	42.6%	8.5%	17.0%	8.5%	12.8%	27.7%	21.3%	4.3%	10.6%	8.5%	21.3%	27.7%	23.4%	23.4%	51.1%	4.3%	12.8%
Medium taste (3)	108	77	29	19	58	10	10	5	24	28	25	2	13	14	18	22	25	10	57	3	23
	40.8%	40.1%	37.2%	35.8%	41.7%	40.0%	40.0%	31.3%	48.0%	39.4%	43.1%	25.0%	46.4%	36.8%	34.6%	31.9%	39.7%	32.3%	40.7%	42.9%	46.0%
	100.0%	71.3%	26.9%	17.6%	53.7%	9.3%	9.3%	4.6%	22.2%	25.9%	23.1%	1.9%	12.0%	13.0%	16.7%	20.4%	23.1%	9.3%	52.8%	2.8%	21.3%
Medium to strong taste (4)	82	64	24	15	49	9	6	6	16	25	17	4	6	15	14	24	23	6	46	2	13
	30.9%	33.3%	30.8%	28.3%	35.3%	36.0%	24.0%	37.5%	32.0%	35.2%	29.3%	50.0%	21.4%	39.5%	26.9%	34.8%	36.5%	19.4%	32.9%	28.6%	26.0%
	100.0%	78.0%	29.3%	18.3%	59.8%	11.0%	7.3%	7.3%	19.5%	30.5%	20.7%	4.9%	7.3%	18.3%	17.1%	29.3%	28.0%	7.3%	56.1%	2.4%	15.9%
Strong taste (5)	16	9	3	2	7	1	0	1	2	2	4	0	2	3	6	6	2	2	8	0	3
	6.0%	4.7%	3.8%	3.8%	5.0%	4.0%	0.0%	6.3%	4.0%	2.8%	6.9%	0.0%	7.1%	7.9%	11.5%	8.7%	3.2%	6.5%	5.7%	0.0%	6.0%
	100.0%	56.3%	18.8%	12.5%	43.8%	6.3%	0.0%	6.3%	12.5%	12.5%	25.0%	0.0%	12.5%	18.8%	37.5%	37.5%	12.5%	12.5%	50.0%	0.0%	18.8%
Mean	3.16	3.17	3.05	2.98	3.24	3.20	2.84	3.25	3.20	3.14	3.19	3.25	3.04	3.34	3.15	3.22	3.19	2.84	3.20	3.00	3.06
Std. Dev.	0.942	0.917	0.952	0.971	0.889	0.913	0.850	0.931	0.857	0.899	0.926	0.886	0.999	0.966	1.109	1.041	0.877	1.036	0.915	0.816	1.018
Std. Err.	0.058	0.066	0.108	0.133	0.075	0.183	0.170	0.233	0.121	0.107	0.122	0.313	0.189	0.157	0.154	0.125	0.111	0.186	0.077	0.309	0.144

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019456

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	375	254	104	61	193	43	35	11	70	92	80	17	42	50	77	89	91	51	183	9	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	67.7%	27.7%	16.3%	51.5%	11.5%	9.3%	2.9%	18.7%	24.5%	21.3%	4.5%	11.2%	13.3%	20.5%	23.7%	24.3%	13.6%	48.8%	2.4%	20.5%
No answer	103	48	34	12	36	22	7	2	13	21	22	9	14	13	17	15	25	20	43	6	20
	27.5%	18.9%	32.7%	19.7%	18.7%	51.2%	20.0%	18.2%	18.6%	22.8%	27.5%	52.9%	33.3%	26.0%	22.1%	16.9%	27.5%	39.2%	23.5%	66.7%	26.0%
	100.0%	46.6%	33.0%	11.7%	35.0%	21.4%	6.8%	1.9%	12.6%	20.4%	21.4%	8.7%	13.6%	12.6%	16.5%	14.6%	24.3%	19.4%	41.7%	5.8%	19.4%
Total answering	272	206	70	49	157	21	28	9	57	71	58	8	28	37	60	74	66	31	140	3	57
	72.5%	81.1%	67.3%	80.3%	81.3%	48.8%	80.0%	81.8%	81.4%	77.2%	72.5%	47.1%	66.7%	74.0%	77.9%	83.1%	72.5%	60.8%	76.5%	33.3%	74.0%
	100.0%	75.7%	25.7%	18.0%	57.7%	7.7%	10.3%	3.3%	21.0%	26.1%	21.3%	2.9%	10.3%	13.6%	22.1%	27.2%	24.3%	11.4%	51.5%	1.1%	21.0%
H. Upmann																					
Mild Taste (1)	14	9	4	2	7	2	1	0	2	4	4	0	2	2	5	4	4	2	6	0	5
	5.1%	4.4%	5.7%	4.1%	4.5%	9.5%	3.6%	0.0%	3.5%	5.6%	6.9%	0.0%	7.1%	5.4%	8.3%	5.4%	6.1%	6.5%	4.3%	0.0%	8.8%
	100.0%	64.3%	28.6%	14.3%	50.0%	14.3%	7.1%	0.0%	14.3%	28.6%	28.6%	0.0%	14.3%	14.3%	35.7%	28.6%	28.6%	14.3%	42.9%	0.0%	35.7%
Mild to medium taste (2)	58	43	14	12	31	2	6	1	5	12	18	1	3	11	10	10	13	3	28	0	16
	21.3%	20.9%	20.0%	24.5%	19.7%	9.5%	21.4%	11.1%	8.8%	16.9%	31.0%	12.5%	10.7%	29.7%	16.7%	13.5%	19.7%	9.7%	20.0%	0.0%	28.1%
	100.0%	74.1%	24.1%	20.7%	53.4%	3.4%	10.3%	1.7%	8.6%	20.7%	31.0%	1.7%	5.2%	19.0%	17.2%	17.2%	22.4%	5.2%	48.3%	0.0%	27.6%
Medium taste (3)	120	98	29	21	77	8	15	4	28	36	25	3	13	16	25	39	32	14	61	2	24
	44.1%	47.6%	41.4%	42.9%	49.0%	38.1%	53.6%	44.4%	49.1%	50.7%	43.1%	37.5%	46.4%	43.2%	41.7%	52.7%	48.5%	45.2%	43.6%	66.7%	42.1%
	100.0%	81.7%	24.2%	17.5%	64.2%	6.7%	12.5%	3.3%	23.3%	30.0%	20.8%	2.5%	10.8%	13.3%	20.8%	32.5%	26.7%	11.7%	50.8%	1.7%	20.0%
Medium to strong taste (4)	71	51	22	14	37	8	6	4	21	16	10	3	10	8	18	21	15	11	39	1	11
	26.1%	24.8%	31.4%	28.6%	23.6%	38.1%	21.4%	44.4%	36.8%	22.5%	17.2%	37.5%	35.7%	21.6%	30.0%	28.4%	22.7%	35.5%	27.9%	33.3%	19.3%
	100.0%	71.8%	31.0%	19.7%	52.1%	11.3%	8.5%	5.6%	29.6%	22.5%	14.1%	4.2%	14.1%	11.3%	25.4%	29.6%	21.1%	15.5%	54.9%	1.4%	15.5%
Strong taste (5)	9	5	1	0	5	1	0	0	1	3	1	1	0	0	2	0	2	1	6	0	1
	3.3%	2.4%	1.4%	0.0%	3.2%	4.8%	0.0%	0.0%	1.8%	4.2%	1.7%	12.5%	0.0%	0.0%	3.3%	0.0%	3.0%	3.2%	4.3%	0.0%	1.8%
	100.0%	55.6%	11.1%	0.0%	55.6%	11.1%	0.0%	0.0%	11.1%	33.3%	11.1%	11.1%	0.0%	0.0%	22.2%	0.0%	22.2%	11.1%	66.7%	0.0%	11.1%
Mean	3.01	3.00	3.03	2.96	3.01	3.19	2.93	3.33	3.25	3.03	2.76	3.50	3.11	2.81	3.03	3.04	2.97	3.19	3.08	3.33	2.77
Std. Dev.	0.903	0.855	0.900	0.841	0.862	1.030	0.766	0.707	0.786	0.894	0.885	0.926	0.875	0.845	0.974	0.801	0.894	0.910	0.906	0.577	0.926
Std. Err.	0.055	0.060	0.108	0.120	0.069	0.225	0.145	0.236	0.104	0.106	0.116	0.327	0.165	0.139	0.126	0.093	0.110	0.163	0.077	0.333	0.123

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019457

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	312	208	97	58	150	39	26	16	58	83	54	18	35	45	74	83	74	42	150	13	69
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	66.7%	31.1%	18.6%	48.1%	12.5%	8.3%	5.1%	18.6%	26.6%	17.3%	5.8%	11.2%	14.4%	23.7%	26.6%	23.7%	13.5%	48.1%	4.2%	22.1%
No answer	100	50	33	12	38	21	5	5	10	21	18	7	11	14	16	17	22	21	41	9	19
	32.1%	24.0%	34.0%	20.7%	25.3%	53.8%	19.2%	31.3%	17.2%	25.3%	33.3%	38.9%	31.4%	31.1%	21.6%	20.5%	29.7%	50.0%	27.3%	69.2%	27.5%
	100.0%	50.0%	33.0%	12.0%	38.0%	21.0%	5.0%	5.0%	10.0%	21.0%	18.0%	7.0%	11.0%	14.0%	16.0%	17.0%	22.0%	21.0%	41.0%	9.0%	19.0%
Total answering	212	158	64	46	112	18	21	11	48	62	36	11	24	31	58	66	52	21	109	4	50
	67.9%	76.0%	66.0%	79.3%	74.7%	46.2%	80.8%	68.8%	82.8%	74.7%	66.7%	61.1%	68.6%	68.9%	78.4%	79.5%	70.3%	50.0%	72.7%	30.8%	72.5%
	100.0%	74.5%	30.2%	21.7%	52.8%	8.5%	9.9%	5.2%	22.6%	29.2%	17.0%	5.2%	11.3%	14.6%	27.4%	31.1%	24.5%	9.9%	51.4%	1.9%	23.6%
Hoyo de Monterrey																					
Mild Taste (1)	4	2	3	2	0	1	0	0	0	1	0	1	0	0	4	1	1	1	1	1	1
	1.9%	1.3%	4.7%	4.3%	0.0%	5.6%	0.0%	0.0%	0.0%	1.6%	0.0%	9.1%	0.0%	0.0%	6.9%	1.5%	1.9%	4.8%	0.9%	25.0%	2.0%
	100.0%	50.0%	75.0%	50.0%	0.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	25.0%	0.0%	0.0%	100.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%
Mild to medium taste (2)	42	35	15	11	24	4	4	5	13	14	5	4	4	8	13	15	7	3	18	0	16
	19.8%	22.2%	23.4%	23.9%	21.4%	22.2%	19.0%	45.5%	27.1%	22.6%	13.9%	36.4%	16.7%	25.8%	22.4%	22.7%	13.5%	14.3%	16.5%	0.0%	32.0%
	100.0%	83.3%	35.7%	26.2%	57.1%	9.5%	9.5%	11.9%	31.0%	33.3%	11.9%	9.5%	9.5%	19.0%	31.0%	35.7%	16.7%	7.1%	42.9%	0.0%	38.1%
Medium taste (3)	94	76	28	23	53	5	12	5	20	31	15	3	13	14	20	26	21	8	51	3	19
	44.3%	48.1%	43.8%	50.0%	47.3%	27.8%	57.1%	45.5%	41.7%	50.0%	41.7%	27.3%	54.2%	45.2%	34.5%	39.4%	40.4%	38.1%	46.8%	75.0%	38.0%
	100.0%	80.9%	29.8%	24.5%	56.4%	5.3%	12.8%	5.3%	21.3%	33.0%	16.0%	3.2%	13.8%	14.9%	21.3%	27.7%	22.3%	8.5%	54.3%	3.2%	20.2%
Medium to strong taste (4)	59	39	17	10	29	7	5	1	12	14	13	2	5	9	15	17	18	8	31	0	11
	27.8%	24.7%	26.6%	21.7%	25.9%	38.9%	23.8%	9.1%	25.0%	22.6%	36.1%	18.2%	20.8%	29.0%	25.9%	25.8%	34.6%	38.1%	28.4%	0.0%	22.0%
	100.0%	66.1%	28.8%	16.9%	49.2%	11.9%	8.5%	1.7%	20.3%	23.7%	22.0%	3.4%	8.5%	15.3%	25.4%	28.8%	30.5%	13.6%	52.5%	0.0%	18.6%
Strong taste (5)	13	6	1	0	6	1	0	0	3	2	3	1	2	0	6	7	5	1	8	0	3
	6.1%	3.8%	1.6%	0.0%	5.4%	5.6%	0.0%	0.0%	6.3%	3.2%	8.3%	9.1%	8.3%	0.0%	10.3%	10.6%	9.6%	4.8%	7.3%	0.0%	6.0%
	100.0%	46.2%	7.7%	0.0%	46.2%	7.7%	0.0%	0.0%	23.1%	15.4%	23.1%	7.7%	15.4%	0.0%	46.2%	53.8%	38.5%	7.7%	61.5%	0.0%	23.1%
Mean	3.17	3.08	2.97	2.89	3.15	3.17	3.05	2.64	3.10	3.03	3.39	2.82	3.21	3.03	3.10	3.21	3.37	3.24	3.25	2.50	2.98
Std. Dev.	0.880	0.818	0.872	0.795	0.819	1.043	0.669	0.674	0.881	0.809	0.838	1.168	0.833	0.752	1.087	0.969	0.908	0.944	0.852	1.000	0.937
Std. Err.	0.060	0.065	0.109	0.117	0.077	0.246	0.146	0.203	0.127	0.103	0.140	0.352	0.170	0.135	0.143	0.119	0.126	0.206	0.082	0.500	0.132

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019458

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	277	192	84	51	141	33	28	11	52	69	48	15	31	41	69	82	64	35	141	15	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	69.3%	30.3%	18.4%	50.9%	11.9%	10.1%	4.0%	18.8%	24.9%	17.3%	5.4%	11.2%	14.8%	24.9%	29.6%	23.1%	12.6%	50.9%	5.4%	20.9%
No answer	98	64	34	18	46	16	11	3	11	20	19	8	11	14	18	20	25	17	49	9	16
	35.4%	33.3%	40.5%	35.3%	32.6%	48.5%	39.3%	27.3%	21.2%	29.0%	39.6%	53.3%	35.5%	34.1%	26.1%	24.4%	39.1%	48.6%	34.8%	60.0%	27.6%
	100.0%	65.3%	34.7%	18.4%	46.9%	16.3%	11.2%	3.1%	11.2%	20.4%	19.4%	8.2%	11.2%	14.3%	18.4%	20.4%	25.5%	17.3%	50.0%	9.2%	16.3%
Total answering	179	128	50	33	95	17	17	8	41	49	29	7	20	27	51	62	39	18	92	6	42
	64.6%	66.7%	59.5%	64.7%	67.4%	51.5%	60.7%	72.7%	78.8%	71.0%	60.4%	46.7%	64.5%	65.9%	73.9%	75.6%	60.9%	51.4%	65.2%	40.0%	72.4%
	100.0%	71.5%	27.9%	18.4%	53.1%	9.5%	9.5%	4.5%	22.9%	27.4%	16.2%	3.9%	11.2%	15.1%	28.5%	34.6%	21.8%	10.1%	51.4%	3.4%	23.5%
<u>Hoyo de Monterrey Excalibur</u>																					
Mild Taste (1)	8	4	2	1	3	1	0	0	0	1	2	1	0	0	3	1	1	4	2	1	0
	4.5%	3.1%	4.0%	3.0%	3.2%	5.9%	0.0%	0.0%	0.0%	2.0%	6.9%	14.3%	0.0%	0.0%	5.9%	1.6%	2.6%	22.2%	2.2%	16.7%	0.0%
	100.0%	50.0%	25.0%	12.5%	37.5%	12.5%	0.0%	0.0%	0.0%	12.5%	25.0%	12.5%	0.0%	0.0%	37.5%	12.5%	12.5%	50.0%	25.0%	12.5%	0.0%
Mild to medium taste (2)	27	19	9	6	13	3	4	2	6	8	3	1	4	6	9	12	3	1	12	0	11
	15.1%	14.8%	18.0%	18.2%	13.7%	17.6%	23.5%	25.0%	14.6%	16.3%	10.3%	14.3%	20.0%	22.2%	17.6%	19.4%	7.7%	5.6%	13.0%	0.0%	26.2%
	100.0%	70.4%	33.3%	22.2%	48.1%	11.1%	14.8%	7.4%	22.2%	29.6%	11.1%	3.7%	14.8%	22.2%	33.3%	44.4%	11.1%	3.7%	44.4%	0.0%	40.7%
Medium taste (3)	56	40	13	9	31	4	6	1	18	13	9	1	6	6	16	21	14	4	28	1	19
	31.3%	31.3%	26.0%	27.3%	32.6%	23.5%	35.3%	12.5%	43.9%	26.5%	31.0%	14.3%	30.0%	22.2%	31.4%	33.9%	35.9%	22.2%	30.4%	16.7%	45.2%
	100.0%	71.4%	23.2%	16.1%	55.4%	7.1%	10.7%	1.8%	32.1%	23.2%	16.1%	1.8%	10.7%	10.7%	28.6%	37.5%	25.0%	7.1%	50.0%	1.8%	33.9%
Medium to strong taste (4)	73	54	23	15	39	8	7	4	15	23	12	4	9	13	21	22	13	8	41	3	11
	40.8%	42.2%	46.0%	45.5%	41.1%	47.1%	41.2%	50.0%	36.6%	46.9%	41.4%	57.1%	45.0%	48.1%	41.2%	35.5%	33.3%	44.4%	44.6%	50.0%	26.2%
	100.0%	74.0%	31.5%	20.5%	53.4%	11.0%	9.6%	5.5%	20.5%	31.5%	16.4%	5.5%	12.3%	17.8%	28.8%	30.1%	17.8%	11.0%	56.2%	4.1%	15.1%
Strong taste (5)	15	11	3	2	9	1	0	1	2	4	3	0	1	2	2	6	8	1	9	1	1
	8.4%	8.6%	6.0%	6.1%	9.5%	5.9%	0.0%	12.5%	4.9%	8.2%	10.3%	0.0%	5.0%	7.4%	3.9%	9.7%	20.5%	5.6%	9.8%	16.7%	2.4%
	100.0%	73.3%	20.0%	13.3%	60.0%	6.7%	0.0%	6.7%	13.3%	26.7%	20.0%	0.0%	6.7%	13.3%	13.3%	40.0%	53.3%	6.7%	60.0%	6.7%	6.7%
Mean	3.34	3.38	3.32	3.33	3.40	3.29	3.18	3.50	3.32	3.43	3.38	3.14	3.35	3.41	3.20	3.32	3.62	3.06	3.47	3.50	3.05
Std. Dev.	0.983	0.948	0.978	0.957	0.950	1.047	0.809	1.069	0.789	0.935	1.049	1.215	0.875	0.931	0.980	0.954	0.990	1.305	0.919	1.378	0.795
Std. Err.	0.073	0.084	0.138	0.167	0.097	0.254	0.196	0.378	0.123	0.134	0.195	0.459	0.196	0.179	0.137	0.121	0.158	0.308	0.096	0.563	0.123

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019459

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	553 100.0% 100.0%	355 100.0% 64.2%	169 100.0% 30.6%	93 100.0% 16.8%	262 100.0% 47.4%	76 100.0% 13.7%	47 100.0% 8.5%	27 100.0% 4.9%	71 100.0% 12.8%	128 100.0% 23.1%	133 100.0% 24.1%	24 100.0% 4.3%	65 100.0% 11.8%	74 100.0% 13.4%	97 100.0% 17.5%	117 100.0% 21.2%	152 100.0% 27.5%	84 100.0% 15.2%	282 100.0% 51.0%	27 100.0% 4.9%	84 100.0% 15.2%
No answer	110 19.9% 100.0%	45 12.7% 40.9%	44 26.0% 40.0%	13 14.0% 11.8%	32 12.2% 29.1%	31 40.8% 28.2%	6 12.8% 5.5%	3 11.1% 2.7%	7 9.9% 6.4%	17 13.3% 15.5%	18 13.5% 16.4%	9 37.5% 8.2%	14 21.5% 12.7%	18 24.3% 16.4%	21 21.6% 19.1%	15 12.8% 13.6%	21 13.8% 19.1%	32 38.1% 29.1%	48 17.0% 43.6%	4 14.8% 3.6%	12 14.3% 10.9%
Total answering	443 80.1% 100.0%	310 87.3% 70.0%	125 74.0% 28.2%	80 86.0% 18.1%	230 87.8% 51.9%	45 59.2% 10.2%	41 87.2% 9.3%	24 88.9% 5.4%	64 90.1% 14.4%	111 86.7% 25.1%	115 86.5% 26.0%	15 62.5% 3.4%	51 78.5% 11.5%	56 75.7% 12.6%	76 78.4% 17.2%	102 87.2% 23.0%	131 86.2% 29.6%	52 61.9% 11.7%	234 83.0% 52.8%	23 85.2% 5.2%	72 85.7% 16.3%
<u>Macanudo</u>																					
Mild Taste (1)	55 12.4% 100.0%	44 14.2% 80.0%	16 12.8% 29.1%	12 15.0% 21.8%	32 13.9% 58.2%	4 8.9% 7.3%	6 14.6% 10.9%	4 16.7% 7.3%	12 18.8% 21.8%	13 11.7% 23.6%	17 14.8% 30.9%	4 26.7% 7.3%	9 17.6% 16.4%	7 12.5% 12.7%	15 19.7% 27.3%	22 21.6% 40.0%	14 10.7% 25.5%	3 5.8% 5.5%	25 10.7% 45.5%	4 17.4% 7.3%	18 25.0% 32.7%
Mild to medium taste (2)	122 27.5% 100.0%	83 26.8% 68.0%	32 25.6% 26.2%	21 26.3% 17.2%	62 27.0% 50.8%	11 24.4% 9.0%	14 34.1% 11.5%	4 16.7% 3.3%	12 18.8% 9.8%	32 28.8% 26.2%	35 30.4% 28.7%	6 40.0% 4.9%	18 35.3% 14.8%	13 23.2% 10.7%	13 17.1% 10.7%	22 21.6% 18.0%	32 24.4% 26.2%	10 19.2% 8.2%	73 31.2% 59.8%	6 26.1% 4.9%	13 18.1% 10.7%
Medium taste (3)	162 36.6% 100.0%	114 36.8% 70.4%	43 34.4% 26.5%	29 36.3% 17.9%	85 37.0% 52.5%	14 31.1% 8.6%	12 29.3% 7.4%	12 50.0% 7.4%	26 40.6% 16.0%	38 34.2% 23.5%	42 36.5% 25.9%	3 20.0% 1.9%	12 23.5% 7.4%	22 39.3% 13.6%	29 38.2% 17.9%	35 34.3% 21.6%	52 39.7% 32.1%	21 40.4% 13.0%	84 35.9% 51.9%	9 39.1% 5.6%	28 38.9% 17.3%
Medium to strong taste (4)	89 20.1% 100.0%	63 20.3% 70.8%	27 21.6% 30.3%	16 20.0% 18.0%	47 20.4% 52.8%	11 24.4% 12.4%	8 19.5% 9.0%	3 12.5% 3.4%	10 15.6% 11.2%	26 23.4% 29.2%	20 17.4% 22.5%	2 13.3% 2.2%	7 13.7% 7.9%	12 21.4% 13.5%	14 18.4% 15.7%	20 19.6% 22.5%	28 21.4% 31.5%	11 21.2% 12.4%	46 19.7% 51.7%	4 17.4% 4.5%	11 15.3% 12.4%
Strong taste (5)	15 3.4% 100.0%	6 1.9% 40.0%	7 5.6% 46.7%	2 2.5% 13.3%	4 1.7% 26.7%	5 11.1% 33.3%	1 2.4% 6.7%	1 4.2% 6.7%	4 6.3% 26.7%	2 1.8% 13.3%	1 0.9% 6.7%	0 0.0% 0.0%	5 9.8% 33.3%	2 3.6% 13.3%	5 6.6% 33.3%	3 2.9% 20.0%	5 3.8% 33.3%	7 13.5% 46.7%	6 2.6% 40.0%	0 0.0% 0.0%	2 2.8% 13.3%
Mean Std. Dev. Std. Err.	2.74 1.023 0.049	2.69 1.012 0.057	2.82 1.088 0.097	2.69 1.038 0.116	2.69 1.005 0.066	3.04 1.147 0.171	2.61 1.046 0.163	2.71 1.042 0.213	2.72 1.133 0.142	2.75 1.004 0.095	2.59 0.972 0.091	2.20 1.014 0.262	2.63 1.216 0.170	2.80 1.034 0.138	2.75 1.168 0.134	2.61 1.118 0.111	2.83 1.009 0.088	3.17 1.080 0.150	2.72 0.983 0.064	2.57 0.992 0.207	2.53 1.113 0.131

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019460

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	434	270	134	65	205	69	33	19	59	100	97	16	56	62	73	93	132	58	228	21	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	62.2%	30.9%	15.0%	47.2%	15.9%	7.6%	4.4%	13.6%	23.0%	22.4%	3.7%	12.9%	14.3%	16.8%	21.4%	30.4%	13.4%	52.5%	4.8%	15.0%
No answer	129	63	43	14	49	29	6	5	8	27	29	6	21	17	18	20	37	26	59	7	15
	29.7%	23.3%	32.1%	21.5%	23.9%	42.0%	18.2%	26.3%	13.6%	27.0%	29.9%	37.5%	37.5%	27.4%	24.7%	21.5%	28.0%	44.8%	25.9%	33.3%	23.1%
	100.0%	48.8%	33.3%	10.9%	38.0%	22.5%	4.7%	3.9%	6.2%	20.9%	22.5%	4.7%	16.3%	13.2%	14.0%	15.5%	28.7%	20.2%	45.7%	5.4%	11.6%
Total answering	305	207	91	51	156	40	27	14	51	73	68	10	35	45	55	73	95	32	169	14	50
	70.3%	76.7%	67.9%	78.5%	76.1%	58.0%	81.8%	73.7%	86.4%	73.0%	70.1%	62.5%	62.5%	72.6%	75.3%	78.5%	72.0%	55.2%	74.1%	66.7%	76.9%
	100.0%	67.9%	29.8%	16.7%	51.1%	13.1%	8.9%	4.6%	16.7%	23.9%	22.3%	3.3%	11.5%	14.8%	18.0%	23.9%	31.1%	10.5%	55.4%	4.6%	16.4%
<u>Montecristo</u>																					
Mild Taste (1)	13	7	7	3	4	4	1	0	0	3	3	1	3	3	2	3	6	0	9	0	1
	4.3%	3.4%	7.7%	5.9%	2.6%	10.0%	3.7%	0.0%	0.0%	4.1%	4.4%	10.0%	8.6%	6.7%	3.6%	4.1%	6.3%	0.0%	5.3%	0.0%	2.0%
	100.0%	53.8%	53.8%	23.1%	30.8%	30.8%	7.7%	0.0%	0.0%	23.1%	23.1%	7.7%	23.1%	23.1%	15.4%	23.1%	46.2%	0.0%	69.2%	0.0%	7.7%
Mild to medium taste (2)	51	38	15	12	26	3	6	4	9	17	8	3	6	8	13	12	17	5	25	3	12
	16.7%	18.4%	16.5%	23.5%	16.7%	7.5%	22.2%	28.6%	17.6%	23.3%	11.8%	30.0%	17.1%	17.8%	23.6%	16.4%	17.9%	15.6%	14.8%	21.4%	24.0%
	100.0%	74.5%	29.4%	23.5%	51.0%	5.9%	11.8%	7.8%	17.6%	33.3%	15.7%	5.9%	11.8%	15.7%	25.5%	23.5%	33.3%	9.8%	49.0%	5.9%	23.5%
Medium taste (3)	134	90	36	20	70	16	12	6	19	34	30	3	16	17	21	27	36	15	77	4	20
	43.9%	43.5%	39.6%	39.2%	44.9%	40.0%	44.4%	42.9%	37.3%	46.6%	44.1%	30.0%	45.7%	37.8%	38.2%	37.0%	37.9%	46.9%	45.6%	28.6%	40.0%
	100.0%	67.2%	26.9%	14.9%	52.2%	11.9%	9.0%	4.5%	14.2%	25.4%	22.4%	2.2%	11.9%	12.7%	15.7%	20.1%	26.9%	11.2%	57.5%	3.0%	14.9%
Medium to strong taste (4)	86	55	28	13	42	15	7	3	18	16	21	3	8	14	15	26	27	10	45	6	14
	28.2%	26.6%	30.8%	25.5%	26.9%	37.5%	25.9%	21.4%	35.3%	21.9%	30.9%	30.0%	22.9%	31.1%	27.3%	35.6%	28.4%	31.3%	26.6%	42.9%	28.0%
	100.0%	64.0%	32.6%	15.1%	48.8%	17.4%	8.1%	3.5%	20.9%	18.6%	24.4%	3.5%	9.3%	16.3%	17.4%	30.2%	31.4%	11.6%	52.3%	7.0%	16.3%
Strong taste (5)	21	17	5	3	14	2	1	1	5	3	6	0	2	3	4	5	9	2	13	1	3
	6.9%	8.2%	5.5%	5.9%	9.0%	5.0%	3.7%	7.1%	9.8%	4.1%	8.8%	0.0%	5.7%	6.7%	7.3%	6.8%	9.5%	6.3%	7.7%	7.1%	6.0%
	100.0%	81.0%	23.8%	14.3%	66.7%	9.5%	4.8%	4.8%	23.8%	14.3%	28.6%	0.0%	9.5%	14.3%	19.0%	23.8%	42.9%	9.5%	61.9%	4.8%	14.3%
Mean	3.17	3.18	3.10	3.02	3.23	3.20	3.04	3.07	3.37	2.99	3.28	2.80	3.00	3.13	3.11	3.25	3.17	3.28	3.17	3.36	3.12
Std. Dev.	0.933	0.941	1.001	0.990	0.922	1.018	0.898	0.917	0.894	0.890	0.944	1.033	1.000	1.014	0.975	0.954	1.038	0.813	0.955	0.929	0.918
Std. Err.	0.053	0.065	0.105	0.139	0.074	0.161	0.173	0.245	0.125	0.104	0.114	0.327	0.169	0.151	0.131	0.112	0.107	0.144	0.073	0.248	0.130

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019461

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	365	256	100	63	193	37	34	14	61	103	77	18	35	49	74	96	101	42	181	14	74
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	70.1%	27.4%	17.3%	52.9%	10.1%	9.3%	3.8%	16.7%	28.2%	21.1%	4.9%	9.6%	13.4%	20.3%	26.3%	27.7%	11.5%	49.6%	3.8%	20.3%
No answer	91	53	28	16	37	12	9	3	12	23	15	7	10	14	18	20	23	12	37	7	19
	24.9%	20.7%	28.0%	25.4%	19.2%	32.4%	26.5%	21.4%	19.7%	22.3%	19.5%	38.9%	28.6%	28.6%	24.3%	20.8%	22.8%	28.6%	20.4%	50.0%	25.7%
	100.0%	58.2%	30.8%	17.6%	40.7%	13.2%	9.9%	3.3%	13.2%	25.3%	16.5%	7.7%	11.0%	15.4%	19.8%	22.0%	25.3%	13.2%	40.7%	7.7%	20.9%
Total answering	274	203	72	47	156	25	25	11	49	80	62	11	25	35	56	76	78	30	144	7	55
	75.1%	79.3%	72.0%	74.6%	80.8%	67.6%	73.5%	78.6%	80.3%	77.7%	80.5%	61.1%	71.4%	71.4%	75.7%	79.2%	77.2%	71.4%	79.6%	50.0%	74.3%
	100.0%	74.1%	26.3%	17.2%	56.9%	9.1%	9.1%	4.0%	17.9%	29.2%	22.6%	4.0%	9.1%	12.8%	20.4%	27.7%	28.5%	10.9%	52.6%	2.6%	20.1%
Partagas																					
Mild Taste (1)	14	9	7	4	5	3	4	0	2	3	6	1	2	2	1	5	6	2	8	0	3
	5.1%	4.4%	9.7%	8.5%	3.2%	12.0%	16.0%	0.0%	4.1%	3.8%	9.7%	9.1%	8.0%	5.7%	1.8%	6.6%	7.7%	6.7%	5.6%	0.0%	5.5%
	100.0%	64.3%	50.0%	28.6%	35.7%	21.4%	28.6%	0.0%	14.3%	21.4%	42.9%	7.1%	14.3%	14.3%	7.1%	35.7%	42.9%	14.3%	57.1%	0.0%	21.4%
Mild to medium taste (2)	54	39	18	11	28	7	5	3	6	16	15	3	7	5	12	20	15	7	27	2	10
	19.7%	19.2%	25.0%	23.4%	17.9%	28.0%	20.0%	27.3%	12.2%	20.0%	24.2%	27.3%	28.0%	14.3%	21.4%	26.3%	19.2%	23.3%	18.8%	28.6%	18.2%
	100.0%	72.2%	33.3%	20.4%	51.9%	13.0%	9.3%	5.6%	11.1%	29.6%	27.8%	5.6%	13.0%	9.3%	22.2%	37.0%	27.8%	13.0%	50.0%	3.7%	18.5%
Medium taste (3)	89	65	23	15	50	8	8	4	21	15	18	3	7	13	17	22	21	11	43	2	18
	32.5%	32.0%	31.9%	31.9%	32.1%	32.0%	32.0%	36.4%	42.9%	18.8%	29.0%	27.3%	28.0%	37.1%	30.4%	28.9%	26.9%	36.7%	29.9%	28.6%	32.7%
	100.0%	73.0%	25.8%	16.9%	56.2%	9.0%	9.0%	4.5%	23.6%	16.9%	20.2%	3.4%	7.9%	14.6%	19.1%	24.7%	23.6%	12.4%	48.3%	2.2%	20.2%
Medium to strong taste (4)	101	78	20	15	63	5	7	3	14	43	20	2	6	14	19	22	32	7	60	2	22
	36.9%	38.4%	27.8%	31.9%	40.4%	20.0%	28.0%	27.3%	28.6%	53.8%	32.3%	18.2%	24.0%	40.0%	33.9%	28.9%	41.0%	23.3%	41.7%	28.6%	40.0%
	100.0%	77.2%	19.8%	14.9%	62.4%	5.0%	6.9%	3.0%	13.9%	42.6%	19.8%	2.0%	5.9%	13.9%	18.8%	21.8%	31.7%	6.9%	59.4%	2.0%	21.8%
Strong taste (5)	16	12	4	2	10	2	1	1	6	3	3	2	3	1	7	7	4	3	6	1	2
	5.8%	5.9%	5.6%	4.3%	6.4%	8.0%	4.0%	9.1%	12.2%	3.8%	4.8%	18.2%	12.0%	2.9%	12.5%	9.2%	5.1%	10.0%	4.2%	14.3%	3.6%
	100.0%	75.0%	25.0%	12.5%	62.5%	12.5%	6.3%	6.3%	37.5%	18.8%	18.8%	12.5%	18.8%	6.3%	43.8%	43.8%	25.0%	18.8%	37.5%	6.3%	12.5%
Mean	3.19	3.22	2.94	3.00	3.29	2.84	2.84	3.18	3.33	3.34	2.98	3.09	3.04	3.20	3.34	3.08	3.17	3.07	3.20	3.29	3.18
Std. Dev.	0.986	0.972	1.073	1.043	0.944	1.143	1.143	0.982	0.987	0.967	1.079	1.300	1.172	0.933	1.014	1.093	1.050	1.081	0.979	1.113	0.964
Std. Err.	0.060	0.068	0.126	0.152	0.076	0.229	0.229	0.296	0.141	0.108	0.137	0.392	0.234	0.158	0.136	0.125	0.119	0.197	0.082	0.421	0.130

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019462

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	345	239	95	62	177	33	32	16	68	94	69	19	35	45	73	91	82	42	160	13	79
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	69.3%	27.5%	18.0%	51.3%	9.6%	9.3%	4.6%	19.7%	27.2%	20.0%	5.5%	10.1%	13.0%	21.2%	26.4%	23.8%	12.2%	46.4%	3.8%	22.9%
No answer	80	39	24	10	29	14	6	2	9	15	22	6	9	9	13	12	18	14	36	5	15
	23.2%	16.3%	25.3%	16.1%	16.4%	42.4%	18.8%	12.5%	13.2%	16.0%	31.9%	31.6%	25.7%	20.0%	17.8%	13.2%	22.0%	33.3%	22.5%	38.5%	19.0%
	100.0%	48.8%	30.0%	12.5%	36.3%	17.5%	7.5%	2.5%	11.3%	18.8%	27.5%	7.5%	11.3%	11.3%	16.3%	15.0%	22.5%	17.5%	45.0%	6.3%	18.8%
Total answering	265	200	71	52	148	19	26	14	59	79	47	13	26	36	60	79	64	28	124	8	64
	76.8%	83.7%	74.7%	83.9%	83.6%	57.6%	81.3%	87.5%	86.8%	84.0%	68.1%	68.4%	74.3%	80.0%	82.2%	86.8%	78.0%	66.7%	77.5%	61.5%	81.0%
	100.0%	75.5%	26.8%	19.6%	55.8%	7.2%	9.8%	5.3%	22.3%	29.8%	17.7%	4.9%	9.8%	13.6%	22.6%	29.8%	24.2%	10.6%	46.8%	3.0%	24.2%
Punch																					
Mild Taste (1)	15	11	9	7	4	2	2	0	4	1	2	1	3	2	4	6	8	4	8	0	2
	5.7%	5.5%	12.7%	13.5%	2.7%	10.5%	7.7%	0.0%	6.8%	1.3%	4.3%	7.7%	11.5%	5.6%	6.7%	7.6%	12.5%	14.3%	6.5%	0.0%	3.1%
	100.0%	73.3%	60.0%	46.7%	26.7%	13.3%	13.3%	0.0%	26.7%	6.7%	13.3%	6.7%	20.0%	13.3%	26.7%	40.0%	53.3%	26.7%	53.3%	0.0%	13.3%
Mild to medium taste (2)	61	46	22	16	30	6	8	4	11	18	13	3	7	11	13	17	15	10	25	1	14
	23.0%	23.0%	31.0%	30.8%	20.3%	31.6%	30.8%	28.6%	18.6%	22.8%	27.7%	23.1%	26.9%	30.6%	21.7%	21.5%	23.4%	35.7%	20.2%	12.5%	21.9%
	100.0%	75.4%	36.1%	26.2%	49.2%	9.8%	13.1%	6.6%	18.0%	29.5%	21.3%	4.9%	11.5%	18.0%	21.3%	27.9%	24.6%	16.4%	41.0%	1.6%	23.0%
Medium taste (3)	85	60	14	11	49	3	6	4	19	26	14	2	10	6	14	21	16	6	39	1	24
	32.1%	30.0%	19.7%	21.2%	33.1%	15.8%	23.1%	28.6%	32.2%	32.9%	29.8%	15.4%	38.5%	16.7%	23.3%	26.6%	25.0%	21.4%	31.5%	12.5%	37.5%
	100.0%	70.6%	16.5%	12.9%	57.6%	3.5%	7.1%	4.7%	22.4%	30.6%	16.5%	2.4%	11.8%	7.1%	16.5%	24.7%	18.8%	7.1%	45.9%	1.2%	28.2%
Medium to strong taste (4)	74	58	22	15	43	7	9	4	17	26	11	7	2	12	21	27	19	5	35	5	19
	27.9%	29.0%	31.0%	28.8%	29.1%	36.8%	34.6%	28.6%	28.8%	32.9%	23.4%	53.8%	7.7%	33.3%	35.0%	34.2%	29.7%	17.9%	28.2%	62.5%	29.7%
	100.0%	78.4%	29.7%	20.3%	58.1%	9.5%	12.2%	5.4%	23.0%	35.1%	14.9%	9.5%	2.7%	16.2%	28.4%	36.5%	25.7%	6.8%	47.3%	6.8%	25.7%
Strong taste (5)	30	25	4	3	22	1	1	2	8	8	7	0	4	5	8	8	6	3	17	1	5
	11.3%	12.5%	5.6%	5.8%	14.9%	5.3%	3.8%	14.3%	13.6%	10.1%	14.9%	0.0%	15.4%	13.9%	13.3%	10.1%	9.4%	10.7%	13.7%	12.5%	7.8%
	100.0%	83.3%	13.3%	10.0%	73.3%	3.3%	3.3%	6.7%	26.7%	26.7%	23.3%	0.0%	13.3%	16.7%	26.7%	26.7%	20.0%	10.0%	56.7%	3.3%	16.7%
Mean	3.16	3.20	2.86	2.83	3.33	2.95	2.96	3.29	3.24	3.28	3.17	3.15	2.88	3.19	3.27	3.18	3.00	2.75	3.23	3.75	3.17
Std. Dev.	1.080	1.098	1.162	1.167	1.046	1.177	1.076	1.069	1.119	0.973	1.129	1.068	1.211	1.191	1.148	1.118	1.195	1.236	1.118	0.886	0.969
Std. Err.	0.066	0.078	0.138	0.162	0.086	0.270	0.211	0.286	0.146	0.109	0.165	0.296	0.237	0.198	0.148	0.126	0.149	0.234	0.100	0.313	0.121

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019463

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	364	227	113	63	164	50	31	15	59	90	68	20	43	51	80	95	83	59	183	12	68
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	62.4%	31.0%	17.3%	45.1%	13.7%	8.5%	4.1%	16.2%	24.7%	18.7%	5.5%	11.8%	14.0%	22.0%	26.1%	22.8%	16.2%	50.3%	3.3%	18.7%
No answer	107	55	36	16	39	20	8	2	14	22	20	9	17	13	25	24	20	22	52	7	19
	29.4%	24.2%	31.9%	25.4%	23.8%	40.0%	25.8%	13.3%	23.7%	24.4%	29.4%	45.0%	39.5%	25.5%	31.3%	25.3%	24.1%	37.3%	28.4%	58.3%	27.9%
	100.0%	51.4%	33.6%	15.0%	36.4%	18.7%	7.5%	1.9%	13.1%	20.6%	18.7%	8.4%	15.9%	12.1%	23.4%	22.4%	18.7%	20.6%	48.6%	6.5%	17.8%
Total answering	257	172	77	47	125	30	23	13	45	68	48	11	26	38	55	71	63	37	131	5	49
	70.6%	75.8%	68.1%	74.6%	76.2%	60.0%	74.2%	86.7%	76.3%	75.6%	70.6%	55.0%	60.5%	74.5%	68.8%	74.7%	75.9%	62.7%	71.6%	41.7%	72.1%
	100.0%	66.9%	30.0%	18.3%	48.6%	11.7%	8.9%	5.1%	17.5%	26.5%	18.7%	4.3%	10.1%	14.8%	21.4%	27.6%	24.5%	14.4%	51.0%	1.9%	19.1%
Te Amo																					
Mild Taste (1)	22	14	7	4	10	3	1	3	3	4	2	3	2	2	8	9	9	4	11	0	2
	8.6%	8.1%	9.1%	8.5%	8.0%	10.0%	4.3%	23.1%	6.7%	5.9%	4.2%	27.3%	7.7%	5.3%	14.5%	12.7%	14.3%	10.8%	8.4%	0.0%	4.1%
	100.0%	63.6%	31.8%	18.2%	45.5%	13.6%	4.5%	13.6%	13.6%	18.2%	9.1%	13.6%	9.1%	9.1%	36.4%	40.9%	40.9%	18.2%	50.0%	0.0%	9.1%
Mild to medium taste (2)	70	42	23	13	29	10	6	2	12	14	15	3	7	12	15	21	20	12	32	1	12
	27.2%	24.4%	29.9%	27.7%	23.2%	33.3%	26.1%	15.4%	26.7%	20.6%	31.3%	27.3%	26.9%	31.6%	27.3%	29.6%	31.7%	32.4%	24.4%	20.0%	24.5%
	100.0%	60.0%	32.9%	18.6%	41.4%	14.3%	8.6%	2.9%	17.1%	20.0%	21.4%	4.3%	10.0%	17.1%	21.4%	30.0%	28.6%	17.1%	45.7%	1.4%	17.1%
Medium taste (3)	62	41	18	9	32	9	3	1	11	14	10	1	6	7	13	17	14	10	31	1	15
	24.1%	23.8%	23.4%	19.1%	25.6%	30.0%	13.0%	7.7%	24.4%	20.6%	20.8%	9.1%	23.1%	18.4%	23.6%	23.9%	22.2%	27.0%	23.7%	20.0%	30.6%
	100.0%	66.1%	29.0%	14.5%	51.6%	14.5%	4.8%	1.6%	17.7%	22.6%	16.1%	1.6%	9.7%	11.3%	21.0%	27.4%	22.6%	16.1%	50.0%	1.6%	24.2%
Medium to strong taste (4)	77	55	23	15	40	8	8	6	14	26	15	3	8	15	15	18	14	9	43	1	15
	30.0%	32.0%	29.9%	31.9%	32.0%	26.7%	34.8%	46.2%	31.1%	38.2%	31.3%	27.3%	30.8%	39.5%	27.3%	25.4%	22.2%	24.3%	32.8%	20.0%	30.6%
	100.0%	71.4%	29.9%	19.5%	51.9%	10.4%	10.4%	7.8%	18.2%	33.8%	19.5%	3.9%	10.4%	19.5%	19.5%	23.4%	18.2%	11.7%	55.8%	1.3%	19.5%
Strong taste (5)	26	20	6	6	14	0	5	1	5	10	6	1	3	2	4	6	6	2	14	2	5
	10.1%	11.6%	7.8%	12.8%	11.2%	0.0%	21.7%	7.7%	11.1%	14.7%	12.5%	9.1%	11.5%	5.3%	7.3%	8.5%	9.5%	5.4%	10.7%	40.0%	10.2%
	100.0%	76.9%	23.1%	23.1%	53.8%	0.0%	19.2%	3.8%	19.2%	38.5%	23.1%	3.8%	11.5%	7.7%	15.4%	23.1%	23.1%	7.7%	53.8%	7.7%	19.2%
Mean	3.06	3.15	2.97	3.13	3.15	2.73	3.43	3.00	3.13	3.35	3.17	2.64	3.12	3.08	2.85	2.87	2.81	2.81	3.13	3.80	3.18
Std. Dev.	1.149	1.158	1.135	1.209	1.143	0.980	1.237	1.414	1.140	1.143	1.136	1.433	1.177	1.075	1.193	1.182	1.216	1.101	1.153	1.304	1.054
Std. Err.	0.072	0.088	0.129	0.176	0.102	0.179	0.258	0.392	0.170	0.139	0.164	0.432	0.231	0.174	0.161	0.140	0.153	0.181	0.101	0.583	0.151

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019464

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Cohiba																					
Mean	3.51	3.59	3.33	3.50	3.61	3.07	3.43	3.91	3.82	3.47	3.60	3.50	3.38	3.58	3.58	3.61	3.56	3.30	3.61	3.54	3.73
Std. Dev.	1.064	1.034	1.139	1.065	1.028	1.215	1.037	0.831	1.024	1.073	1.016	0.798	1.377	1.106	1.117	1.156	1.047	1.137	1.021	0.877	0.973
Std. Err.	0.064	0.073	0.136	0.164	0.081	0.230	0.216	0.251	0.145	0.119	0.124	0.230	0.281	0.179	0.148	0.134	0.109	0.219	0.083	0.243	0.147
Davidoff																					
Mean	2.84	2.80	2.92	2.86	2.79	3.00	2.81	2.86	2.67	2.66	2.90	2.89	2.81	2.76	2.76	2.85	2.78	3.28	2.81	2.33	2.89
Std. Dev.	1.024	0.964	1.182	1.044	0.946	1.376	1.167	0.690	0.956	1.062	0.878	1.167	0.981	1.332	1.165	1.133	0.992	1.320	0.949	1.118	0.994
Std. Err.	0.075	0.085	0.171	0.197	0.095	0.308	0.292	0.261	0.159	0.150	0.136	0.389	0.245	0.266	0.180	0.156	0.130	0.311	0.097	0.373	0.163
Don Diego																					
Mean	2.96	2.92	2.96	2.90	2.92	3.01	2.84	2.83	2.79	3.14	2.78	2.61	3.00	3.02	2.68	2.71	2.90	2.94	3.08	2.73	2.85
Std. Dev.	0.952	0.937	1.063	1.002	0.911	1.126	0.866	1.098	0.898	0.904	0.880	1.539	0.988	0.854	1.118	1.014	0.905	1.013	0.911	0.786	0.998
Std. Err.	0.049	0.062	0.091	0.121	0.072	0.137	0.142	0.259	0.130	0.097	0.098	0.363	0.152	0.110	0.133	0.107	0.093	0.124	0.067	0.237	0.138
Fuente/Arturo Fuente																					
Mean	3.16	3.17	3.05	2.98	3.24	3.20	2.84	3.25	3.20	3.14	3.19	3.25	3.04	3.34	3.15	3.22	3.19	2.84	3.20	3.00	3.06
Std. Dev.	0.942	0.917	0.952	0.971	0.889	0.913	0.850	0.931	0.857	0.899	0.926	0.886	0.999	0.966	1.109	1.041	0.877	1.036	0.915	0.816	1.018
Std. Err.	0.058	0.066	0.108	0.133	0.075	0.183	0.170	0.233	0.121	0.107	0.122	0.313	0.189	0.157	0.154	0.125	0.111	0.186	0.077	0.309	0.144
H. Upmann																					
Mean	3.01	3.00	3.03	2.96	3.01	3.19	2.93	3.33	3.25	3.03	2.76	3.50	3.11	2.81	3.03	3.04	2.97	3.19	3.08	3.33	2.77
Std. Dev.	0.903	0.855	0.900	0.841	0.862	1.030	0.766	0.707	0.786	0.894	0.885	0.926	0.875	0.845	0.974	0.801	0.894	0.910	0.906	0.577	0.926
Std. Err.	0.055	0.060	0.108	0.120	0.069	0.225	0.145	0.236	0.104	0.106	0.116	0.327	0.165	0.139	0.126	0.093	0.110	0.163	0.077	0.333	0.123
Hoyo de Monterrey																					
Mean	3.17	3.08	2.97	2.89	3.15	3.17	3.05	2.64	3.10	3.03	3.39	2.82	3.21	3.03	3.10	3.21	3.37	3.24	3.25	2.50	2.98
Std. Dev.	0.880	0.818	0.872	0.795	0.819	1.043	0.669	0.674	0.881	0.809	0.838	1.168	0.833	0.752	1.087	0.969	0.908	0.944	0.852	1.000	0.937
Std. Err.	0.060	0.065	0.109	0.117	0.077	0.246	0.146	0.203	0.127	0.103	0.140	0.352	0.170	0.135	0.143	0.119	0.126	0.206	0.082	0.500	0.132
Hoyo de Monterrey Excalibur																					
Mean	3.34	3.38	3.32	3.33	3.40	3.29	3.18	3.50	3.32	3.43	3.38	3.14	3.35	3.41	3.20	3.32	3.62	3.06	3.47	3.50	3.05
Std. Dev.	0.983	0.948	0.978	0.957	0.950	1.047	0.809	1.069	0.789	0.935	1.049	1.215	0.875	0.931	0.980	0.954	0.990	1.305	0.919	1.378	0.795
Std. Err.	0.073	0.084	0.138	0.167	0.097	0.254	0.196	0.378	0.123	0.134	0.195	0.459	0.196	0.179	0.137	0.121	0.158	0.308	0.096	0.563	0.123
Macanudo																					
Mean	2.74	2.69	2.82	2.69	2.69	3.04	2.61	2.71	2.72	2.75	2.59	2.20	2.63	2.80	2.75	2.61	2.83	3.17	2.72	2.57	2.53
Std. Dev.	1.023	1.012	1.088	1.038	1.005	1.147	1.046	1.042	1.133	1.004	0.972	1.014	1.216	1.034	1.168	1.118	1.009	1.080	0.983	0.992	1.113
Std. Err.	0.049	0.057	0.097	0.116	0.066	0.171	0.163	0.213	0.142	0.095	0.091	0.262	0.170	0.138	0.134	0.111	0.088	0.150	0.064	0.207	0.131

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019465

Cigar Segmentation

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

Base: Total aware of brand (Q1A)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Montecristo																					
Mean	3.17	3.18	3.10	3.02	3.23	3.20	3.04	3.07	3.37	2.99	3.28	2.80	3.00	3.13	3.11	3.25	3.17	3.28	3.17	3.36	3.12
Std. Dev.	0.933	0.941	1.001	0.990	0.922	1.018	0.898	0.917	0.894	0.890	0.944	1.033	1.000	1.014	0.975	0.954	1.038	0.813	0.955	0.929	0.918
Std. Err.	0.053	0.065	0.105	0.139	0.074	0.161	0.173	0.245	0.125	0.104	0.114	0.327	0.169	0.151	0.131	0.112	0.107	0.144	0.073	0.248	0.130
Partagas																					
Mean	3.19	3.22	2.94	3.00	3.29	2.84	2.84	3.18	3.33	3.34	2.98	3.09	3.04	3.20	3.34	3.08	3.17	3.07	3.20	3.29	3.18
Std. Dev.	0.986	0.972	1.073	1.043	0.944	1.143	1.143	0.982	0.987	0.967	1.079	1.300	1.172	0.933	1.014	1.093	1.050	1.081	0.979	1.113	0.964
Std. Err.	0.060	0.068	0.126	0.152	0.076	0.229	0.229	0.296	0.141	0.108	0.137	0.392	0.234	0.158	0.136	0.125	0.119	0.197	0.082	0.421	0.130
Punch																					
Mean	3.16	3.20	2.86	2.83	3.33	2.95	2.96	3.29	3.24	3.28	3.17	3.15	2.88	3.19	3.27	3.18	3.00	2.75	3.23	3.75	3.17
Std. Dev.	1.080	1.098	1.162	1.167	1.046	1.177	1.076	1.069	1.119	0.973	1.129	1.068	1.211	1.191	1.148	1.118	1.195	1.236	1.118	0.886	0.969
Std. Err.	0.066	0.078	0.138	0.162	0.086	0.270	0.211	0.286	0.146	0.109	0.165	0.296	0.237	0.198	0.148	0.126	0.149	0.234	0.100	0.313	0.121
Te Amo																					
Mean	3.06	3.15	2.97	3.13	3.15	2.73	3.43	3.00	3.13	3.35	3.17	2.64	3.12	3.08	2.85	2.87	2.81	2.81	3.13	3.80	3.18
Std. Dev.	1.149	1.158	1.135	1.209	1.143	0.980	1.237	1.414	1.140	1.143	1.136	1.433	1.177	1.075	1.193	1.182	1.216	1.101	1.153	1.304	1.054
Std. Err.	0.072	0.088	0.129	0.176	0.102	0.179	0.258	0.392	0.170	0.139	0.164	0.432	0.231	0.174	0.161	0.140	0.153	0.181	0.101	0.583	0.151

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019466

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	73	55	20	14	41	6	9	3	12	24	17	3	3	7	16	26	34	3	40	5	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	75.3%	27.4%	19.2%	56.2%	8.2%	12.3%	4.1%	16.4%	32.9%	23.3%	4.1%	4.1%	9.6%	21.9%	35.6%	46.6%	4.1%	54.8%	6.8%	4.1%
No answer	10	3	3	1	2	2	0	1	1	1	2	1	0	1	2	2	5	0	6	1	0
	13.7%	5.5%	15.0%	7.1%	4.9%	33.3%	0.0%	33.3%	8.3%	4.2%	11.8%	33.3%	0.0%	14.3%	12.5%	7.7%	14.7%	0.0%	15.0%	20.0%	0.0%
	100.0%	30.0%	30.0%	10.0%	20.0%	20.0%	0.0%	10.0%	10.0%	10.0%	20.0%	10.0%	0.0%	10.0%	20.0%	20.0%	50.0%	0.0%	60.0%	10.0%	0.0%
Total answering	63	52	17	13	39	4	9	2	11	23	15	2	3	6	14	24	29	3	34	4	3
	86.3%	94.5%	85.0%	92.9%	95.1%	66.7%	100.0%	66.7%	91.7%	95.8%	88.2%	66.7%	100.0%	85.7%	87.5%	92.3%	85.3%	100.0%	85.0%	80.0%	100.0%
	100.0%	82.5%	27.0%	20.6%	61.9%	6.3%	14.3%	3.2%	17.5%	36.5%	23.8%	3.2%	4.8%	9.5%	22.2%	38.1%	46.0%	4.8%	54.0%	6.3%	4.8%
Cohiba																					
Mild Taste (1)	4	4	1	1	3	0	0	0	0	2	1	0	0	0	1	2	2	1	1	0	0
	6.3%	7.7%	5.9%	7.7%	7.7%	0.0%	0.0%	0.0%	0.0%	8.7%	6.7%	0.0%	0.0%	0.0%	7.1%	8.3%	6.9%	33.3%	2.9%	0.0%	0.0%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	0.0%	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	25.0%	50.0%	50.0%	25.0%	25.0%	0.0%	0.0%
Mild to medium taste (2)	11	9	3	2	7	1	2	0	1	3	3	0	0	1	2	3	3	1	4	1	0
	17.5%	17.3%	17.6%	15.4%	17.9%	25.0%	22.2%	0.0%	9.1%	13.0%	20.0%	0.0%	0.0%	16.7%	14.3%	12.5%	10.3%	33.3%	11.8%	25.0%	0.0%
	100.0%	81.8%	27.3%	18.2%	63.6%	9.1%	18.2%	0.0%	9.1%	27.3%	27.3%	0.0%	0.0%	9.1%	18.2%	27.3%	27.3%	9.1%	36.4%	9.1%	0.0%
Medium taste (3)	22	16	4	3	13	1	2	1	2	9	6	1	1	2	5	8	10	1	13	2	2
	34.9%	30.8%	23.5%	23.1%	33.3%	25.0%	22.2%	50.0%	18.2%	39.1%	40.0%	50.0%	33.3%	33.3%	35.7%	33.3%	34.5%	33.3%	38.2%	50.0%	66.7%
	100.0%	72.7%	18.2%	13.6%	59.1%	4.5%	9.1%	4.5%	9.1%	40.9%	27.3%	4.5%	4.5%	9.1%	22.7%	36.4%	45.5%	4.5%	59.1%	9.1%	9.1%
Medium to strong taste (4)	20	17	5	3	14	2	2	0	5	7	4	1	0	1	3	6	11	0	11	1	1
	31.7%	32.7%	29.4%	23.1%	35.9%	50.0%	22.2%	0.0%	45.5%	30.4%	26.7%	50.0%	0.0%	16.7%	21.4%	25.0%	37.9%	0.0%	32.4%	25.0%	33.3%
	100.0%	85.0%	25.0%	15.0%	70.0%	10.0%	10.0%	0.0%	25.0%	35.0%	20.0%	5.0%	0.0%	5.0%	15.0%	30.0%	55.0%	0.0%	55.0%	5.0%	5.0%
Strong taste (5)	6	6	4	4	2	0	3	1	3	2	1	0	2	2	3	5	3	0	5	0	0
	9.5%	11.5%	23.5%	30.8%	5.1%	0.0%	33.3%	50.0%	27.3%	8.7%	6.7%	0.0%	66.7%	33.3%	21.4%	20.8%	10.3%	0.0%	14.7%	0.0%	0.0%
	100.0%	100.0%	66.7%	66.7%	33.3%	0.0%	50.0%	16.7%	50.0%	33.3%	16.7%	0.0%	33.3%	33.3%	50.0%	83.3%	50.0%	0.0%	83.3%	0.0%	0.0%
Mean	3.21	3.23	3.47	3.54	3.13	3.25	3.67	4.00	3.91	3.17	3.07	3.50	4.33	3.67	3.36	3.38	3.34	2.00	3.44	3.00	3.33
Std. Dev.	1.050	1.113	1.231	1.330	1.031	0.957	1.225	1.414	0.944	1.072	1.033	0.707	1.155	1.211	1.216	1.209	1.045	1.000	0.991	0.816	0.577
Std. Err.	0.132	0.154	0.298	0.369	0.165	0.479	0.408	1.000	0.285	0.224	0.267	0.500	0.667	0.494	0.325	0.247	0.194	0.577	0.170	0.408	0.333

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019467

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	29	22	9	5	17	4	5	0	6	13	5	1	6	4	6	12	9	1	14	2	2
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	75.9%	31.0%	17.2%	58.6%	13.8%	17.2%	0.0%	20.7%	44.8%	17.2%	3.4%	20.7%	13.8%	20.7%	41.4%	31.0%	3.4%	48.3%	6.9%	6.9%
No answer	3	2	1	0	2	1	0	0	1	1	0	0	1	0	1	1	1	0	2	0	0
	10.3%	9.1%	11.1%	0.0%	11.8%	25.0%	0.0%	0.0%	16.7%	7.7%	0.0%	0.0%	16.7%	0.0%	16.7%	8.3%	11.1%	0.0%	14.3%	0.0%	0.0%
	100.0%	66.7%	33.3%	0.0%	66.7%	33.3%	0.0%	0.0%	33.3%	33.3%	0.0%	0.0%	33.3%	0.0%	33.3%	33.3%	33.3%	0.0%	66.7%	0.0%	0.0%
Total answering	26	20	8	5	15	3	5	0	5	12	5	1	5	4	5	11	8	1	12	2	2
	89.7%	90.9%	88.9%	100.0%	88.2%	75.0%	100.0%	0.0%	83.3%	92.3%	100.0%	100.0%	83.3%	100.0%	83.3%	91.7%	88.9%	100.0%	85.7%	100.0%	100.0%
	100.0%	76.9%	30.8%	19.2%	57.7%	11.5%	19.2%	0.0%	19.2%	46.2%	19.2%	3.8%	19.2%	15.4%	19.2%	42.3%	30.8%	3.8%	46.2%	7.7%	7.7%
Davidoff																					
Mild Taste (1)	4	1	2	0	1	2	0	0	0	2	1	1	1	1	1	1	0	1	0	1	0
	15.4%	5.0%	25.0%	0.0%	6.7%	66.7%	0.0%	0.0%	0.0%	16.7%	20.0%	100.0%	20.0%	25.0%	20.0%	9.1%	0.0%	100.0%	0.0%	50.0%	0.0%
	100.0%	25.0%	50.0%	0.0%	25.0%	50.0%	0.0%	0.0%	0.0%	50.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	0.0%	25.0%	0.0%	25.0%	0.0%
Mild to medium taste (2)	4	4	1	1	3	0	1	0	0	2	1	0	0	1	0	1	1	0	3	0	0
	15.4%	20.0%	12.5%	20.0%	20.0%	0.0%	20.0%	0.0%	0.0%	16.7%	20.0%	0.0%	0.0%	25.0%	0.0%	9.1%	12.5%	0.0%	25.0%	0.0%	0.0%
	100.0%	100.0%	25.0%	25.0%	75.0%	0.0%	25.0%	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	25.0%	0.0%	25.0%	25.0%	0.0%	75.0%	0.0%	0.0%
Medium taste (3)	9	6	2	1	5	1	1	0	1	4	3	0	1	2	2	2	6	0	4	0	1
	34.6%	30.0%	25.0%	20.0%	33.3%	33.3%	20.0%	0.0%	20.0%	33.3%	60.0%	0.0%	20.0%	50.0%	40.0%	18.2%	75.0%	0.0%	33.3%	0.0%	50.0%
	100.0%	66.7%	22.2%	11.1%	55.6%	11.1%	11.1%	0.0%	11.1%	44.4%	33.3%	0.0%	11.1%	22.2%	22.2%	22.2%	66.7%	0.0%	44.4%	0.0%	11.1%
Medium to strong taste (4)	9	9	3	3	6	0	3	0	4	4	0	0	3	0	2	7	1	0	5	1	1
	34.6%	45.0%	37.5%	60.0%	40.0%	0.0%	60.0%	0.0%	80.0%	33.3%	0.0%	0.0%	60.0%	0.0%	40.0%	63.6%	12.5%	0.0%	41.7%	50.0%	50.0%
	100.0%	100.0%	33.3%	33.3%	66.7%	0.0%	33.3%	0.0%	44.4%	44.4%	0.0%	0.0%	33.3%	0.0%	22.2%	77.8%	11.1%	0.0%	55.6%	11.1%	11.1%
Strong taste (5)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mean	2.88	3.15	2.75	3.40	3.07	1.67	3.40	0.00	3.80	2.83	2.40	1.00	3.20	2.25	3.00	3.36	3.00	1.00	3.17	2.50	3.50
Std. Dev.	1.071	0.933	1.282	0.894	0.961	1.155	0.894	0.000	0.447	1.115	0.894	0.000	1.304	0.957	1.225	1.027	0.535	0.000	0.835	2.121	0.707
Std. Err.	0.210	0.209	0.453	0.400	0.248	0.667	0.400	0.000	0.200	0.322	0.400	0.000	0.583	0.479	0.548	0.310	0.189	0.000	0.241	1.500	0.500

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019468

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	77	50	31	16	34	15	9	4	7	21	17	6	8	9	15	21	16	13	35	6	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	64.9%	40.3%	20.8%	44.2%	19.5%	11.7%	5.2%	9.1%	27.3%	22.1%	7.8%	10.4%	11.7%	19.5%	27.3%	20.8%	16.9%	45.5%	7.8%	7.8%
No answer	8	4	2	1	3	1	1	0	0	1	3	0	1	1	1	2	3	0	4	1	0
	10.4%	8.0%	6.5%	6.3%	8.8%	6.7%	11.1%	0.0%	0.0%	4.8%	17.6%	0.0%	12.5%	11.1%	6.7%	9.5%	18.8%	0.0%	11.4%	16.7%	0.0%
	100.0%	50.0%	25.0%	12.5%	37.5%	12.5%	12.5%	0.0%	0.0%	12.5%	37.5%	0.0%	12.5%	12.5%	12.5%	25.0%	37.5%	0.0%	50.0%	12.5%	0.0%
Total answering	69	46	29	15	31	14	8	4	7	20	14	6	7	8	14	19	13	13	31	5	6
	89.6%	92.0%	93.5%	93.8%	91.2%	93.3%	88.9%	100.0%	100.0%	95.2%	82.4%	100.0%	87.5%	88.9%	93.3%	90.5%	81.3%	100.0%	88.6%	83.3%	100.0%
	100.0%	66.7%	42.0%	21.7%	44.9%	20.3%	11.6%	5.8%	10.1%	29.0%	20.3%	8.7%	10.1%	11.6%	20.3%	27.5%	18.8%	18.8%	44.9%	7.2%	8.7%
Don Diego																					
Mild Taste (1)	5	2	3	0	2	3	0	0	0	1	1	3	0	0	3	3	1	1	1	1	2
	7.2%	4.3%	10.3%	0.0%	6.5%	21.4%	0.0%	0.0%	0.0%	5.0%	7.1%	50.0%	0.0%	0.0%	21.4%	15.8%	7.7%	7.7%	3.2%	20.0%	33.3%
	100.0%	40.0%	60.0%	0.0%	40.0%	60.0%	0.0%	0.0%	0.0%	20.0%	20.0%	60.0%	0.0%	0.0%	60.0%	60.0%	20.0%	20.0%	20.0%	20.0%	40.0%
Mild to medium taste (2)	21	14	10	6	8	4	3	0	2	2	6	1	2	2	2	4	4	5	12	0	0
	30.4%	30.4%	34.5%	40.0%	25.8%	28.6%	37.5%	0.0%	28.6%	10.0%	42.9%	16.7%	28.6%	25.0%	14.3%	21.1%	30.8%	38.5%	38.7%	0.0%	0.0%
	100.0%	66.7%	47.6%	28.6%	38.1%	19.0%	14.3%	0.0%	9.5%	9.5%	28.6%	4.8%	9.5%	9.5%	9.5%	19.0%	19.0%	23.8%	57.1%	0.0%	0.0%
Medium taste (3)	31	23	12	8	15	4	4	4	2	14	6	1	4	4	5	7	5	7	12	3	2
	44.9%	50.0%	41.4%	53.3%	48.4%	28.6%	50.0%	100.0%	28.6%	70.0%	42.9%	16.7%	57.1%	50.0%	35.7%	36.8%	38.5%	53.8%	38.7%	60.0%	33.3%
	100.0%	74.2%	38.7%	25.8%	48.4%	12.9%	12.9%	12.9%	6.5%	45.2%	19.4%	3.2%	12.9%	12.9%	16.1%	22.6%	16.1%	22.6%	38.7%	9.7%	6.5%
Medium to strong taste (4)	10	7	3	1	6	2	1	0	2	3	1	0	1	2	2	3	2	0	5	1	2
	14.5%	15.2%	10.3%	6.7%	19.4%	14.3%	12.5%	0.0%	28.6%	15.0%	7.1%	0.0%	14.3%	25.0%	14.3%	15.8%	15.4%	0.0%	16.1%	20.0%	33.3%
	100.0%	70.0%	30.0%	10.0%	60.0%	20.0%	10.0%	0.0%	20.0%	30.0%	10.0%	0.0%	10.0%	20.0%	20.0%	30.0%	20.0%	0.0%	50.0%	10.0%	20.0%
Strong taste (5)	2	0	1	0	0	1	0	0	1	0	0	1	0	0	2	2	1	0	1	0	0
	2.9%	0.0%	3.4%	0.0%	0.0%	7.1%	0.0%	0.0%	14.3%	0.0%	0.0%	16.7%	0.0%	0.0%	14.3%	10.5%	7.7%	0.0%	3.2%	0.0%	0.0%
	100.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	100.0%	100.0%	50.0%	0.0%	50.0%	0.0%	0.0%
Mean	2.75	2.76	2.62	2.67	2.81	2.57	2.75	3.00	3.29	2.95	2.50	2.17	2.86	3.00	2.86	2.84	2.85	2.46	2.77	2.80	2.67
Std. Dev.	0.898	0.766	0.942	0.617	0.833	1.222	0.707	0.000	1.113	0.686	0.760	1.602	0.690	0.756	1.351	1.214	1.068	0.660	0.884	1.095	1.366
Std. Err.	0.108	0.113	0.175	0.159	0.150	0.327	0.250	0.000	0.421	0.153	0.203	0.654	0.261	0.267	0.361	0.279	0.296	0.183	0.159	0.490	0.558

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019469

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	113	94	28	24	70	4	13	6	27	39	20	1	14	12	26	37	34	7	69	4	17
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	83.2%	24.8%	21.2%	61.9%	3.5%	11.5%	5.3%	23.9%	34.5%	17.7%	0.9%	12.4%	10.6%	23.0%	32.7%	30.1%	6.2%	61.1%	3.5%	15.0%
No answer	7	6	1	1	5	0	1	0	3	3	0	0	0	1	3	4	2	0	6	0	0
	6.2%	6.4%	3.6%	4.2%	7.1%	0.0%	7.7%	0.0%	11.1%	7.7%	0.0%	0.0%	0.0%	8.3%	11.5%	10.8%	5.9%	0.0%	8.7%	0.0%	0.0%
	100.0%	85.7%	14.3%	14.3%	71.4%	0.0%	14.3%	0.0%	42.9%	42.9%	0.0%	0.0%	0.0%	14.3%	42.9%	57.1%	28.6%	0.0%	85.7%	0.0%	0.0%
Total answering	106	88	27	23	65	4	12	6	24	36	20	1	14	11	23	33	32	7	63	4	17
	93.8%	93.6%	96.4%	95.8%	92.9%	100.0%	92.3%	100.0%	88.9%	92.3%	100.0%	100.0%	100.0%	91.7%	88.5%	89.2%	94.1%	100.0%	91.3%	100.0%	100.0%
	100.0%	83.0%	25.5%	21.7%	61.3%	3.8%	11.3%	5.7%	22.6%	34.0%	18.9%	0.9%	13.2%	10.4%	21.7%	31.1%	30.2%	6.6%	59.4%	3.8%	16.0%
Fuente/Arturo Fuente																					
Mild Taste (1)	7	4	3	2	2	1	1	0	0	3	1	0	1	2	2	2	2	1	4	0	2
	6.6%	4.5%	11.1%	8.7%	3.1%	25.0%	8.3%	0.0%	0.0%	8.3%	5.0%	0.0%	7.1%	18.2%	8.7%	6.1%	6.3%	14.3%	6.3%	0.0%	11.8%
	100.0%	57.1%	42.9%	28.6%	28.6%	14.3%	14.3%	0.0%	0.0%	42.9%	14.3%	0.0%	14.3%	28.6%	28.6%	28.6%	28.6%	14.3%	57.1%	0.0%	28.6%
Mild to medium taste (2)	22	16	9	6	10	3	4	1	3	7	5	1	3	2	4	6	4	3	13	1	2
	20.8%	18.2%	33.3%	26.1%	15.4%	75.0%	33.3%	16.7%	12.5%	19.4%	25.0%	100.0%	21.4%	18.2%	17.4%	18.2%	12.5%	42.9%	20.6%	25.0%	11.8%
	100.0%	72.7%	40.9%	27.3%	45.5%	13.6%	18.2%	4.5%	13.6%	31.8%	22.7%	4.5%	13.6%	9.1%	18.2%	27.3%	18.2%	13.6%	59.1%	4.5%	9.1%
Medium taste (3)	40	37	9	9	28	0	5	2	12	15	5	0	6	2	7	10	11	2	24	1	9
	37.7%	42.0%	33.3%	39.1%	43.1%	0.0%	41.7%	33.3%	50.0%	41.7%	25.0%	0.0%	42.9%	18.2%	30.4%	30.3%	34.4%	28.6%	38.1%	25.0%	52.9%
	100.0%	92.5%	22.5%	22.5%	70.0%	0.0%	12.5%	5.0%	30.0%	37.5%	12.5%	0.0%	15.0%	5.0%	17.5%	25.0%	27.5%	5.0%	60.0%	2.5%	22.5%
Medium to strong taste (4)	31	26	5	5	21	0	2	2	8	10	6	0	3	5	6	11	13	0	20	2	3
	29.2%	29.5%	18.5%	21.7%	32.3%	0.0%	16.7%	33.3%	33.3%	27.8%	30.0%	0.0%	21.4%	45.5%	26.1%	33.3%	40.6%	0.0%	31.7%	50.0%	17.6%
	100.0%	83.9%	16.1%	16.1%	67.7%	0.0%	6.5%	6.5%	25.8%	32.3%	19.4%	0.0%	9.7%	16.1%	19.4%	35.5%	41.9%	0.0%	64.5%	6.5%	9.7%
Strong taste (5)	6	5	1	1	4	0	0	1	1	1	3	0	1	0	4	4	2	1	2	0	1
	5.7%	5.7%	3.7%	4.3%	6.2%	0.0%	0.0%	16.7%	4.2%	2.8%	15.0%	0.0%	7.1%	0.0%	17.4%	12.1%	6.3%	14.3%	3.2%	0.0%	5.9%
	100.0%	83.3%	16.7%	16.7%	66.7%	0.0%	0.0%	16.7%	16.7%	16.7%	50.0%	0.0%	16.7%	0.0%	66.7%	66.7%	33.3%	16.7%	33.3%	0.0%	16.7%
Mean	3.07	3.14	2.70	2.87	3.23	1.75	2.67	3.50	3.29	2.97	3.25	2.00	3.00	2.91	3.26	3.27	3.28	2.57	3.05	3.25	2.94
Std. Dev.	0.998	0.937	1.031	1.014	0.897	0.500	0.888	1.049	0.751	0.971	1.164	0.000	1.038	1.221	1.214	1.098	0.991	1.272	0.958	0.957	1.029
Std. Err.	0.097	0.100	0.198	0.211	0.111	0.250	0.256	0.428	0.153	0.162	0.260	0.000	0.277	0.368	0.253	0.191	0.175	0.481	0.121	0.479	0.250

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019470

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	94	79	20	16	63	4	11	1	22	27	19	0	12	12	15	29	28	6	55	2	12
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	84.0%	21.3%	17.0%	67.0%	4.3%	11.7%	1.1%	23.4%	28.7%	20.2%	0.0%	12.8%	12.8%	16.0%	30.9%	29.8%	6.4%	58.5%	2.1%	12.8%
No answer	9	6	3	2	4	1	0	1	1	2	2	0	1	1	1	1	5	1	5	2	1
	9.6%	7.6%	15.0%	12.5%	6.3%	25.0%	0.0%	100.0%	4.5%	7.4%	10.5%	0.0%	8.3%	8.3%	6.7%	3.4%	17.9%	16.7%	9.1%	100.0%	8.3%
	100.0%	66.7%	33.3%	22.2%	44.4%	11.1%	0.0%	11.1%	11.1%	22.2%	22.2%	0.0%	11.1%	11.1%	11.1%	11.1%	55.6%	11.1%	55.6%	22.2%	11.1%
Total answering	85	73	17	14	59	3	11	0	21	25	17	0	11	11	14	28	23	5	50	0	11
	90.4%	92.4%	85.0%	87.5%	93.7%	75.0%	100.0%	0.0%	95.5%	92.6%	89.5%	0.0%	91.7%	91.7%	93.3%	96.6%	82.1%	83.3%	90.9%	0.0%	91.7%
	100.0%	85.9%	20.0%	16.5%	69.4%	3.5%	12.9%	0.0%	24.7%	29.4%	20.0%	0.0%	12.9%	12.9%	16.5%	32.9%	27.1%	5.9%	58.8%	0.0%	12.9%
H. Upmann																					
Mild Taste (1)	3	3	0	0	3	0	0	0	0	1	1	0	0	0	1	1	0	0	2	0	1
	3.5%	4.1%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	4.0%	5.9%	0.0%	0.0%	0.0%	7.1%	3.6%	0.0%	0.0%	4.0%	0.0%	9.1%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	0.0%	66.7%	0.0%	33.3%
Mild to medium taste (2)	21	17	2	1	16	1	0	0	1	4	7	0	2	2	3	4	6	2	10	0	3
	24.7%	23.3%	11.8%	7.1%	27.1%	33.3%	0.0%	0.0%	4.8%	16.0%	41.2%	0.0%	18.2%	18.2%	21.4%	14.3%	26.1%	40.0%	20.0%	0.0%	27.3%
	100.0%	81.0%	9.5%	4.8%	76.2%	4.8%	0.0%	0.0%	4.8%	19.0%	33.3%	0.0%	9.5%	9.5%	14.3%	19.0%	28.6%	9.5%	47.6%	0.0%	14.3%
Medium taste (3)	40	35	9	8	27	1	7	0	10	16	5	0	6	6	4	13	13	2	22	0	4
	47.1%	47.9%	52.9%	57.1%	45.8%	33.3%	63.6%	0.0%	47.6%	64.0%	29.4%	0.0%	54.5%	54.5%	28.6%	46.4%	56.5%	40.0%	44.0%	0.0%	36.4%
	100.0%	87.5%	22.5%	20.0%	67.5%	2.5%	17.5%	0.0%	25.0%	40.0%	12.5%	0.0%	15.0%	15.0%	10.0%	32.5%	32.5%	5.0%	55.0%	0.0%	10.0%
Medium to strong taste (4)	21	18	6	5	13	1	4	0	10	4	4	0	3	3	6	10	4	1	16	0	3
	24.7%	24.7%	35.3%	35.7%	22.0%	33.3%	36.4%	0.0%	47.6%	16.0%	23.5%	0.0%	27.3%	27.3%	42.9%	35.7%	17.4%	20.0%	32.0%	0.0%	27.3%
	100.0%	85.7%	28.6%	23.8%	61.9%	4.8%	19.0%	0.0%	47.6%	19.0%	19.0%	0.0%	14.3%	14.3%	28.6%	47.6%	19.0%	4.8%	76.2%	0.0%	14.3%
Strong taste (5)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mean	2.93	2.93	3.24	3.29	2.85	3.00	3.36	0.00	3.43	2.92	2.71	0.00	3.09	3.09	3.07	3.14	2.91	2.80	3.04	0.00	2.82
Std. Dev.	0.799	0.805	0.664	0.611	0.827	1.000	0.505	0.000	0.598	0.702	0.920	0.000	0.701	0.701	0.997	0.803	0.668	0.837	0.832	0.000	0.982
Std. Err.	0.087	0.094	0.161	0.163	0.108	0.577	0.152	0.000	0.130	0.140	0.223	0.000	0.211	0.211	0.267	0.152	0.139	0.374	0.118	0.000	0.296

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019471

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	31	24	9	7	17	2	3	1	8	8	4	0	4	3	12	12	6	4	20	0	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%
	100.0%	77.4%	29.0%	22.6%	54.8%	6.5%	9.7%	3.2%	25.8%	25.8%	12.9%	0.0%	12.9%	9.7%	38.7%	38.7%	19.4%	12.9%	64.5%	0.0%	3.2%
No answer	2	1	1	0	1	1	0	0	0	0	0	0	0	1	1	1	0	1	0	0	0
	6.5%	4.2%	11.1%	0.0%	5.9%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	8.3%	8.3%	0.0%	25.0%	0.0%	0.0%	0.0%
	100.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%
Total answering	29	23	8	7	16	1	3	1	8	8	4	0	4	2	11	11	6	3	20	0	1
	93.5%	95.8%	88.9%	100.0%	94.1%	50.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	66.7%	91.7%	91.7%	100.0%	75.0%	100.0%	0.0%	100.0%
	100.0%	79.3%	27.6%	24.1%	55.2%	3.4%	10.3%	3.4%	27.6%	27.6%	13.8%	0.0%	13.8%	6.9%	37.9%	37.9%	20.7%	10.3%	69.0%	0.0%	3.4%
Hoyo de Monterrey																					
Mild Taste (1)	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0
	3.4%	4.3%	12.5%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Mild to medium taste (2)	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
	3.4%	4.3%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Medium taste (3)	14	13	4	4	9	0	2	1	4	6	1	0	3	1	3	5	2	1	11	0	0
	48.3%	56.5%	50.0%	57.1%	56.3%	0.0%	66.7%	100.0%	50.0%	75.0%	25.0%	0.0%	75.0%	50.0%	27.3%	45.5%	33.3%	33.3%	55.0%	0.0%	0.0%
	100.0%	92.9%	28.6%	28.6%	64.3%	0.0%	14.3%	7.1%	28.6%	42.9%	7.1%	0.0%	21.4%	7.1%	21.4%	35.7%	14.3%	7.1%	78.6%	0.0%	0.0%
Medium to strong taste (4)	12	8	3	2	6	1	1	0	4	2	2	0	1	1	6	5	4	2	7	0	1
	41.4%	34.8%	37.5%	28.6%	37.5%	100.0%	33.3%	0.0%	50.0%	25.0%	50.0%	0.0%	25.0%	50.0%	54.5%	45.5%	66.7%	66.7%	35.0%	0.0%	100.0%
	100.0%	66.7%	25.0%	16.7%	50.0%	8.3%	8.3%	0.0%	33.3%	16.7%	16.7%	0.0%	8.3%	8.3%	50.0%	41.7%	33.3%	16.7%	58.3%	0.0%	8.3%
Strong taste (5)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0
	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mean	3.38	3.22	3.13	3.00	3.31	4.00	3.33	3.00	3.50	3.25	3.25	0.00	3.25	3.50	3.55	3.64	3.67	3.67	3.20	0.00	4.00
Std. Dev.	0.775	0.736	0.991	1.000	0.602	0.000	0.577	0.000	0.535	0.463	0.957	0.000	0.500	0.707	1.036	0.674	0.516	0.577	0.768	0.000	0.000
Std. Err.	0.144	0.153	0.350	0.378	0.151	0.000	0.333	0.000	0.189	0.164	0.479	0.000	0.250	0.500	0.312	0.203	0.211	0.333	0.172	0.000	0.000

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019472

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	45	35	13	11	24	2	6	2	13	11	6	1	6	11	15	19	11	3	21	2	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	77.8%	28.9%	24.4%	53.3%	4.4%	13.3%	4.4%	28.9%	24.4%	13.3%	2.2%	13.3%	24.4%	33.3%	42.2%	24.4%	6.7%	46.7%	4.4%	24.4%
No answer	6	5	1	1	4	0	1	0	1	0	0	0	1	0	2	2	1	0	4	0	0
	13.3%	14.3%	7.7%	9.1%	16.7%	0.0%	16.7%	0.0%	7.7%	0.0%	0.0%	0.0%	16.7%	0.0%	13.3%	10.5%	9.1%	0.0%	19.0%	0.0%	0.0%
	100.0%	83.3%	16.7%	16.7%	66.7%	0.0%	16.7%	0.0%	16.7%	0.0%	0.0%	0.0%	16.7%	0.0%	33.3%	33.3%	16.7%	0.0%	66.7%	0.0%	0.0%
Total answering	39	30	12	10	20	2	5	2	12	11	6	1	5	11	13	17	10	3	17	2	11
	86.7%	85.7%	92.3%	90.9%	83.3%	100.0%	83.3%	100.0%	92.3%	100.0%	100.0%	100.0%	83.3%	100.0%	86.7%	89.5%	90.9%	100.0%	81.0%	100.0%	100.0%
	100.0%	76.9%	30.8%	25.6%	51.3%	5.1%	12.8%	5.1%	30.8%	28.2%	15.4%	2.6%	12.8%	28.2%	33.3%	43.6%	25.6%	7.7%	43.6%	5.1%	28.2%
<u>Hoyo de Monterrey Excalibur</u>																					
Mild Taste (1)	3	2	1	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	2	0	0
	7.7%	6.7%	8.3%	10.0%	5.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%
	100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%
Mild to medium taste (2)	5	5	2	2	3	0	2	0	3	2	0	0	0	3	2	3	0	0	2	0	3
	12.8%	16.7%	16.7%	20.0%	15.0%	0.0%	40.0%	0.0%	25.0%	18.2%	0.0%	0.0%	0.0%	27.3%	15.4%	17.6%	0.0%	0.0%	11.8%	0.0%	27.3%
	100.0%	100.0%	40.0%	40.0%	60.0%	0.0%	40.0%	0.0%	60.0%	40.0%	0.0%	0.0%	0.0%	60.0%	40.0%	60.0%	0.0%	0.0%	40.0%	0.0%	60.0%
Medium taste (3)	10	8	3	3	5	0	3	0	6	1	3	0	3	2	5	6	3	0	5	0	5
	25.6%	26.7%	25.0%	30.0%	25.0%	0.0%	60.0%	0.0%	50.0%	9.1%	50.0%	0.0%	60.0%	18.2%	38.5%	35.3%	30.0%	0.0%	29.4%	0.0%	45.5%
	100.0%	80.0%	30.0%	30.0%	50.0%	0.0%	30.0%	0.0%	60.0%	10.0%	30.0%	0.0%	30.0%	20.0%	50.0%	60.0%	30.0%	0.0%	50.0%	0.0%	50.0%
Medium to strong taste (4)	18	13	6	4	9	2	0	2	3	5	3	1	2	6	4	5	5	3	6	1	3
	46.2%	43.3%	50.0%	40.0%	45.0%	100.0%	0.0%	100.0%	25.0%	45.5%	50.0%	100.0%	40.0%	54.5%	30.8%	29.4%	50.0%	100.0%	35.3%	50.0%	27.3%
	100.0%	72.2%	33.3%	22.2%	50.0%	11.1%	0.0%	11.1%	16.7%	27.8%	16.7%	5.6%	11.1%	33.3%	22.2%	27.8%	27.8%	16.7%	33.3%	5.6%	16.7%
Strong taste (5)	3	2	0	0	2	0	0	0	0	2	0	0	0	0	1	3	2	0	2	1	0
	7.7%	6.7%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	18.2%	0.0%	0.0%	0.0%	0.0%	7.7%	17.6%	20.0%	0.0%	11.8%	50.0%	0.0%
	100.0%	66.7%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	33.3%	100.0%	66.7%	0.0%	66.7%	33.3%	0.0%
Mean	3.33	3.27	3.17	3.00	3.40	4.00	2.60	4.00	3.00	3.45	3.50	4.00	3.40	3.27	3.15	3.47	3.90	4.00	3.24	4.50	3.00
Std. Dev.	1.060	1.048	1.030	1.054	1.046	0.000	0.548	0.000	0.739	1.293	0.548	0.000	0.548	0.905	1.068	1.007	0.738	0.000	1.200	0.707	0.775
Std. Err.	0.170	0.191	0.297	0.333	0.234	0.000	0.245	0.000	0.213	0.390	0.224	0.000	0.245	0.273	0.296	0.244	0.233	0.000	0.291	0.500	0.234

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019473

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	225	180	63	51	129	12	26	15	29	64	73	7	27	29	37	48	82	24	132	15	20
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	80.0%	28.0%	22.7%	57.3%	5.3%	11.6%	6.7%	12.9%	28.4%	32.4%	3.1%	12.0%	12.9%	16.4%	21.3%	36.4%	10.7%	58.7%	6.7%	8.9%
No answer	21	11	3	3	8	0	0	2	0	7	3	0	1	3	5	4	7	3	10	1	1
	9.3%	6.1%	4.8%	5.9%	6.2%	0.0%	0.0%	13.3%	0.0%	10.9%	4.1%	0.0%	3.7%	10.3%	13.5%	8.3%	8.5%	12.5%	7.6%	6.7%	5.0%
	100.0%	52.4%	14.3%	14.3%	38.1%	0.0%	0.0%	9.5%	0.0%	33.3%	14.3%	0.0%	4.8%	14.3%	23.8%	19.0%	33.3%	14.3%	47.6%	4.8%	4.8%
Total answering	204	169	60	48	121	12	26	13	29	57	70	7	26	26	32	44	75	21	122	14	19
	90.7%	93.9%	95.2%	94.1%	93.8%	100.0%	100.0%	86.7%	100.0%	89.1%	95.9%	100.0%	96.3%	89.7%	86.5%	91.7%	91.5%	87.5%	92.4%	93.3%	95.0%
	100.0%	82.8%	29.4%	23.5%	59.3%	5.9%	12.7%	6.4%	14.2%	27.9%	34.3%	3.4%	12.7%	12.7%	15.7%	21.6%	36.8%	10.3%	59.8%	6.9%	9.3%
Macanudo																					
Mild Taste (1)	25	21	9	6	15	3	3	2	5	5	9	3	5	3	8	10	8	2	14	3	4
	12.3%	12.4%	15.0%	12.5%	12.4%	25.0%	11.5%	15.4%	17.2%	8.8%	12.9%	42.9%	19.2%	11.5%	25.0%	22.7%	10.7%	9.5%	11.5%	21.4%	21.1%
	100.0%	84.0%	36.0%	24.0%	60.0%	12.0%	12.0%	8.0%	20.0%	20.0%	36.0%	12.0%	20.0%	12.0%	32.0%	40.0%	32.0%	8.0%	56.0%	12.0%	16.0%
Mild to medium taste (2)	64	56	18	15	41	3	10	4	7	20	25	3	10	9	5	11	21	5	38	5	4
	31.4%	33.1%	30.0%	31.3%	33.9%	25.0%	38.5%	30.8%	24.1%	35.1%	35.7%	42.9%	38.5%	34.6%	15.6%	25.0%	28.0%	23.8%	31.1%	35.7%	21.1%
	100.0%	87.5%	28.1%	23.4%	64.1%	4.7%	15.6%	6.3%	10.9%	31.3%	39.1%	4.7%	15.6%	14.1%	7.8%	17.2%	32.8%	7.8%	59.4%	7.8%	6.3%
Medium taste (3)	76	60	20	17	43	3	8	5	10	18	26	1	5	9	13	14	32	11	44	5	8
	37.3%	35.5%	33.3%	35.4%	35.5%	25.0%	30.8%	38.5%	34.5%	31.6%	37.1%	14.3%	19.2%	34.6%	40.6%	31.8%	42.7%	52.4%	36.1%	35.7%	42.1%
	100.0%	78.9%	26.3%	22.4%	56.6%	3.9%	10.5%	6.6%	13.2%	23.7%	34.2%	1.3%	6.6%	11.8%	17.1%	18.4%	42.1%	14.5%	57.9%	6.6%	10.5%
Medium to strong taste (4)	36	30	11	8	22	3	4	1	5	14	9	0	3	5	4	7	13	2	24	1	3
	17.6%	17.8%	18.3%	16.7%	18.2%	25.0%	15.4%	7.7%	17.2%	24.6%	12.9%	0.0%	11.5%	19.2%	12.5%	15.9%	17.3%	9.5%	19.7%	7.1%	15.8%
	100.0%	83.3%	30.6%	22.2%	61.1%	8.3%	11.1%	2.8%	13.9%	38.9%	25.0%	0.0%	8.3%	13.9%	11.1%	19.4%	36.1%	5.6%	66.7%	2.8%	8.3%
Strong taste (5)	3	2	2	2	0	0	1	1	2	0	1	0	3	0	2	2	1	1	2	0	0
	1.5%	1.2%	3.3%	4.2%	0.0%	0.0%	3.8%	7.7%	6.9%	0.0%	1.4%	0.0%	11.5%	0.0%	6.3%	4.5%	1.3%	4.8%	1.6%	0.0%	0.0%
	100.0%	66.7%	66.7%	66.7%	0.0%	0.0%	33.3%	33.3%	66.7%	0.0%	33.3%	0.0%	100.0%	0.0%	66.7%	66.7%	33.3%	33.3%	66.7%	0.0%	0.0%
Mean	2.65	2.62	2.65	2.69	2.60	2.50	2.62	2.62	2.72	2.72	2.54	1.71	2.58	2.62	2.59	2.55	2.71	2.76	2.69	2.29	2.53
Std. Dev.	0.959	0.957	1.055	1.035	0.927	1.168	1.023	1.121	1.162	0.940	0.928	0.756	1.270	0.941	1.188	1.150	0.927	0.944	0.971	0.914	1.020
Std. Err.	0.067	0.074	0.136	0.149	0.084	0.337	0.201	0.311	0.216	0.125	0.111	0.286	0.249	0.185	0.210	0.173	0.107	0.206	0.088	0.244	0.234

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019474

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	61	52	21	17	35	4	12	2	17	14	17	1	7	8	13	21	27	6	31	4	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	85.2%	34.4%	27.9%	57.4%	6.6%	19.7%	3.3%	27.9%	23.0%	27.9%	1.6%	11.5%	13.1%	21.3%	34.4%	44.3%	9.8%	50.8%	6.6%	9.8%
No answer	5	4	1	1	3	0	1	0	1	1	0	0	0	0	2	2	2	0	1	1	0
	8.2%	7.7%	4.8%	5.9%	8.6%	0.0%	8.3%	0.0%	5.9%	7.1%	0.0%	0.0%	0.0%	0.0%	15.4%	9.5%	7.4%	0.0%	3.2%	25.0%	0.0%
	100.0%	80.0%	20.0%	20.0%	60.0%	0.0%	20.0%	0.0%	20.0%	20.0%	0.0%	0.0%	0.0%	0.0%	40.0%	40.0%	40.0%	0.0%	20.0%	20.0%	0.0%
Total answering	56	48	20	16	32	4	11	2	16	13	17	1	7	8	11	19	25	6	30	3	6
	91.8%	92.3%	95.2%	94.1%	91.4%	100.0%	91.7%	100.0%	94.1%	92.9%	100.0%	100.0%	100.0%	100.0%	84.6%	90.5%	92.6%	100.0%	96.8%	75.0%	100.0%
	100.0%	85.7%	35.7%	28.6%	57.1%	7.1%	19.6%	3.6%	28.6%	23.2%	30.4%	1.8%	12.5%	14.3%	19.6%	33.9%	44.6%	10.7%	53.6%	5.4%	10.7%
Montecristo																					
Mild Taste (1)	6	4	2	1	3	1	0	0	0	2	2	0	1	2	0	1	4	0	4	0	0
	10.7%	8.3%	10.0%	6.3%	9.4%	25.0%	0.0%	0.0%	0.0%	15.4%	11.8%	0.0%	14.3%	25.0%	0.0%	5.3%	16.0%	0.0%	13.3%	0.0%	0.0%
	100.0%	66.7%	33.3%	16.7%	50.0%	16.7%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	16.7%	33.3%	0.0%	16.7%	66.7%	0.0%	66.7%	0.0%	0.0%
Mild to medium taste (2)	12	11	4	3	8	1	1	1	3	5	2	1	1	1	2	2	6	2	7	2	0
	21.4%	22.9%	20.0%	18.8%	25.0%	25.0%	9.1%	50.0%	18.8%	38.5%	11.8%	100.0%	14.3%	12.5%	18.2%	10.5%	24.0%	33.3%	23.3%	66.7%	0.0%
	100.0%	91.7%	33.3%	25.0%	66.7%	8.3%	8.3%	8.3%	25.0%	41.7%	16.7%	8.3%	8.3%	8.3%	16.7%	16.7%	50.0%	16.7%	58.3%	16.7%	0.0%
Medium taste (3)	21	18	8	7	11	1	7	0	6	4	8	0	2	3	5	7	9	2	10	0	4
	37.5%	37.5%	40.0%	43.8%	34.4%	25.0%	63.6%	0.0%	37.5%	30.8%	47.1%	0.0%	28.6%	37.5%	45.5%	36.8%	36.0%	33.3%	33.3%	0.0%	66.7%
	100.0%	85.7%	38.1%	33.3%	52.4%	4.8%	33.3%	0.0%	28.6%	19.0%	38.1%	0.0%	9.5%	14.3%	23.8%	33.3%	42.9%	9.5%	47.6%	0.0%	19.0%
Medium to strong taste (4)	11	9	3	2	7	1	2	0	5	1	3	0	1	0	2	7	4	1	6	1	1
	19.6%	18.8%	15.0%	12.5%	21.9%	25.0%	18.2%	0.0%	31.3%	7.7%	17.6%	0.0%	14.3%	0.0%	18.2%	36.8%	16.0%	16.7%	20.0%	33.3%	16.7%
	100.0%	81.8%	27.3%	18.2%	63.6%	9.1%	18.2%	0.0%	45.5%	9.1%	27.3%	0.0%	9.1%	0.0%	18.2%	63.6%	36.4%	9.1%	54.5%	9.1%	9.1%
Strong taste (5)	6	6	3	3	3	0	1	1	2	1	2	0	2	2	2	2	2	1	3	0	1
	10.7%	12.5%	15.0%	18.8%	9.4%	0.0%	9.1%	50.0%	12.5%	7.7%	11.8%	0.0%	28.6%	25.0%	18.2%	10.5%	8.0%	16.7%	10.0%	0.0%	16.7%
	100.0%	100.0%	50.0%	50.0%	50.0%	0.0%	16.7%	16.7%	33.3%	16.7%	33.3%	0.0%	33.3%	33.3%	33.3%	33.3%	33.3%	16.7%	50.0%	0.0%	16.7%
Mean	2.98	3.04	3.05	3.19	2.97	2.50	3.27	3.50	3.38	2.54	3.06	2.00	3.29	2.88	3.36	3.37	2.76	3.17	2.90	2.67	3.50
Std. Dev.	1.136	1.129	1.191	1.167	1.121	1.291	0.786	2.121	0.957	1.127	1.144	0.000	1.496	1.553	1.027	1.012	1.165	1.169	1.185	1.155	0.837
Std. Err.	0.152	0.163	0.266	0.292	0.198	0.645	0.237	1.500	0.239	0.312	0.277	0.000	0.565	0.549	0.310	0.232	0.233	0.477	0.216	0.667	0.342

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019475

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	91	75	23	17	58	6	13	3	20	29	19	4	13	8	18	32	31	8	53	3	12
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	82.4%	25.3%	18.7%	63.7%	6.6%	14.3%	3.3%	22.0%	31.9%	20.9%	4.4%	14.3%	8.8%	19.8%	35.2%	34.1%	8.8%	58.2%	3.3%	13.2%
No answer	10	8	1	1	7	0	1	0	2	2	0	0	1	0	1	2	3	1	5	0	1
	11.0%	10.7%	4.3%	5.9%	12.1%	0.0%	7.7%	0.0%	10.0%	6.9%	0.0%	0.0%	7.7%	0.0%	5.6%	6.3%	9.7%	12.5%	9.4%	0.0%	8.3%
	100.0%	80.0%	10.0%	10.0%	70.0%	0.0%	10.0%	0.0%	20.0%	20.0%	0.0%	0.0%	10.0%	0.0%	10.0%	20.0%	30.0%	10.0%	50.0%	0.0%	10.0%
Total answering	81	67	22	16	51	6	12	3	18	27	19	4	12	8	17	30	28	7	48	3	11
	89.0%	89.3%	95.7%	94.1%	87.9%	100.0%	92.3%	100.0%	90.0%	93.1%	100.0%	100.0%	92.3%	100.0%	94.4%	93.8%	90.3%	87.5%	90.6%	100.0%	91.7%
	100.0%	82.7%	27.2%	19.8%	63.0%	7.4%	14.8%	3.7%	22.2%	33.3%	23.5%	4.9%	14.8%	9.9%	21.0%	37.0%	34.6%	8.6%	59.3%	3.7%	13.6%
Partagas																					
Mild Taste (1)	8	7	5	4	3	1	4	0	2	2	3	1	1	2	1	3	1	1	4	0	2
	9.9%	10.4%	22.7%	25.0%	5.9%	16.7%	33.3%	0.0%	11.1%	7.4%	15.8%	25.0%	8.3%	25.0%	5.9%	10.0%	3.6%	14.3%	8.3%	0.0%	18.2%
	100.0%	87.5%	62.5%	50.0%	37.5%	12.5%	50.0%	0.0%	25.0%	25.0%	37.5%	12.5%	12.5%	25.0%	12.5%	37.5%	12.5%	12.5%	50.0%	0.0%	25.0%
Mild to medium taste (2)	18	15	6	4	11	2	2	1	3	6	4	1	3	1	4	7	4	3	9	1	2
	22.2%	22.4%	27.3%	25.0%	21.6%	33.3%	16.7%	33.3%	16.7%	22.2%	21.1%	25.0%	25.0%	12.5%	23.5%	23.3%	14.3%	42.9%	18.8%	33.3%	18.2%
	100.0%	83.3%	33.3%	22.2%	61.1%	11.1%	11.1%	5.6%	16.7%	33.3%	22.2%	5.6%	16.7%	5.6%	22.2%	38.9%	22.2%	16.7%	50.0%	5.6%	11.1%
Medium taste (3)	22	17	6	4	13	2	3	1	4	4	6	1	2	4	4	7	11	2	11	2	2
	27.2%	25.4%	27.3%	25.0%	25.5%	33.3%	25.0%	33.3%	22.2%	14.8%	31.6%	25.0%	16.7%	50.0%	23.5%	23.3%	39.3%	28.6%	22.9%	66.7%	18.2%
	100.0%	77.3%	27.3%	18.2%	59.1%	9.1%	13.6%	4.5%	18.2%	18.2%	27.3%	4.5%	9.1%	18.2%	18.2%	31.8%	50.0%	9.1%	50.0%	9.1%	9.1%
Medium to strong taste (4)	29	25	4	3	22	1	2	1	5	15	6	1	4	1	5	9	10	1	22	0	4
	35.8%	37.3%	18.2%	18.8%	43.1%	16.7%	16.7%	33.3%	27.8%	55.6%	31.6%	25.0%	33.3%	12.5%	29.4%	30.0%	35.7%	14.3%	45.8%	0.0%	36.4%
	100.0%	86.2%	13.8%	10.3%	75.9%	3.4%	6.9%	3.4%	17.2%	51.7%	20.7%	3.4%	13.8%	3.4%	17.2%	31.0%	34.5%	3.4%	75.9%	0.0%	13.8%
Strong taste (5)	4	3	1	1	2	0	1	0	4	0	0	0	2	0	3	4	2	0	2	0	1
	4.9%	4.5%	4.5%	6.3%	3.9%	0.0%	8.3%	0.0%	22.2%	0.0%	0.0%	0.0%	16.7%	0.0%	17.6%	13.3%	7.1%	0.0%	4.2%	0.0%	9.1%
	100.0%	75.0%	25.0%	25.0%	50.0%	0.0%	25.0%	0.0%	100.0%	0.0%	0.0%	0.0%	50.0%	0.0%	75.0%	100.0%	50.0%	0.0%	50.0%	0.0%	25.0%
Mean	3.04	3.03	2.55	2.56	3.18	2.50	2.50	3.00	3.33	3.19	2.79	2.50	3.25	2.50	3.29	3.13	3.29	2.43	3.19	2.67	3.00
Std. Dev.	1.089	1.101	1.184	1.263	1.014	1.049	1.382	1.000	1.328	1.039	1.084	1.291	1.288	1.069	1.213	1.224	0.937	0.976	1.065	0.577	1.342
Std. Err.	0.121	0.134	0.252	0.316	0.142	0.428	0.399	0.577	0.313	0.200	0.249	0.645	0.372	0.378	0.294	0.224	0.177	0.369	0.154	0.333	0.405

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019476

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	77	64	20	17	47	3	9	5	22	24	13	3	11	10	15	27	19	6	40	3	11
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	83.1%	26.0%	22.1%	61.0%	3.9%	11.7%	6.5%	28.6%	31.2%	16.9%	3.9%	14.3%	13.0%	19.5%	35.1%	24.7%	7.8%	51.9%	3.9%	14.3%
No answer	6	4	3	2	2	1	2	0	2	2	0	1	2	0	2	2	1	0	5	2	0
	7.8%	6.3%	15.0%	11.8%	4.3%	33.3%	22.2%	0.0%	9.1%	8.3%	0.0%	33.3%	18.2%	0.0%	13.3%	7.4%	5.3%	0.0%	12.5%	66.7%	0.0%
	100.0%	66.7%	50.0%	33.3%	33.3%	16.7%	33.3%	0.0%	33.3%	33.3%	0.0%	16.7%	33.3%	0.0%	33.3%	33.3%	16.7%	0.0%	83.3%	33.3%	0.0%
Total answering	71	60	17	15	45	2	7	5	20	22	13	2	9	10	13	25	18	6	35	1	11
	92.2%	93.8%	85.0%	88.2%	95.7%	66.7%	77.8%	100.0%	90.9%	91.7%	100.0%	66.7%	81.8%	100.0%	86.7%	92.6%	94.7%	100.0%	87.5%	33.3%	100.0%
	100.0%	84.5%	23.9%	21.1%	63.4%	2.8%	9.9%	7.0%	28.2%	31.0%	18.3%	2.8%	12.7%	14.1%	18.3%	35.2%	25.4%	8.5%	49.3%	1.4%	15.5%
Punch																					
Mild Taste (1)	4	4	3	3	1	0	1	0	1	1	1	0	2	0	1	1	1	0	4	0	0
	5.6%	6.7%	17.6%	20.0%	2.2%	0.0%	14.3%	0.0%	5.0%	4.5%	7.7%	0.0%	22.2%	0.0%	7.7%	4.0%	5.6%	0.0%	11.4%	0.0%	0.0%
	100.0%	100.0%	75.0%	75.0%	25.0%	0.0%	25.0%	0.0%	25.0%	25.0%	25.0%	0.0%	50.0%	0.0%	25.0%	25.0%	25.0%	0.0%	100.0%	0.0%	0.0%
Mild to medium taste (2)	21	19	7	6	13	1	3	2	5	5	5	1	2	4	3	7	5	4	7	0	6
	29.6%	31.7%	41.2%	40.0%	28.9%	50.0%	42.9%	40.0%	25.0%	22.7%	38.5%	50.0%	22.2%	40.0%	23.1%	28.0%	27.8%	66.7%	20.0%	0.0%	54.5%
	100.0%	90.5%	33.3%	28.6%	61.9%	4.8%	14.3%	9.5%	23.8%	23.8%	23.8%	4.8%	9.5%	19.0%	14.3%	33.3%	23.8%	19.0%	33.3%	0.0%	28.6%
Medium taste (3)	20	15	3	2	13	1	0	2	8	4	4	1	4	0	4	8	4	1	11	0	2
	28.2%	25.0%	17.6%	13.3%	28.9%	50.0%	0.0%	40.0%	40.0%	18.2%	30.8%	50.0%	44.4%	0.0%	30.8%	32.0%	22.2%	16.7%	31.4%	0.0%	18.2%
	100.0%	75.0%	15.0%	10.0%	65.0%	5.0%	0.0%	10.0%	40.0%	20.0%	20.0%	5.0%	20.0%	0.0%	20.0%	40.0%	20.0%	5.0%	55.0%	0.0%	10.0%
Medium to strong taste (4)	22	19	4	4	15	0	3	1	6	10	2	0	1	5	4	7	7	1	11	1	3
	31.0%	31.7%	23.5%	26.7%	33.3%	0.0%	42.9%	20.0%	30.0%	45.5%	15.4%	0.0%	11.1%	50.0%	30.8%	28.0%	38.9%	16.7%	31.4%	100.0%	27.3%
	100.0%	86.4%	18.2%	18.2%	68.2%	0.0%	13.6%	4.5%	27.3%	45.5%	9.1%	0.0%	4.5%	22.7%	18.2%	31.8%	31.8%	4.5%	50.0%	4.5%	13.6%
Strong taste (5)	4	3	0	0	3	0	0	0	0	2	1	0	0	1	1	2	1	0	2	0	0
	5.6%	5.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	9.1%	7.7%	0.0%	0.0%	10.0%	7.7%	8.0%	5.6%	0.0%	5.7%	0.0%	0.0%
	100.0%	75.0%	0.0%	0.0%	75.0%	0.0%	0.0%	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	25.0%	25.0%	50.0%	25.0%	0.0%	50.0%	0.0%	0.0%
Mean	3.01	2.97	2.47	2.47	3.13	2.50	2.71	2.80	2.95	3.32	2.77	2.50	2.44	3.30	3.08	3.08	3.11	2.50	3.00	4.00	2.73
Std. Dev.	1.035	1.057	1.068	1.125	0.991	0.707	1.254	0.837	0.887	1.086	1.092	0.707	1.014	1.160	1.115	1.038	1.079	0.837	1.111	0.000	0.905
Std. Err.	0.123	0.136	0.259	0.291	0.148	0.500	0.474	0.374	0.198	0.232	0.303	0.500	0.338	0.367	0.309	0.208	0.254	0.342	0.188	0.000	0.273

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019477

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	67	46	19	14	32	5	5	4	10	20	7	3	8	8	16	20	13	9	33	2	13
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	68.7%	28.4%	20.9%	47.8%	7.5%	7.5%	6.0%	14.9%	29.9%	10.4%	4.5%	11.9%	11.9%	23.9%	29.9%	19.4%	13.4%	49.3%	3.0%	19.4%
No answer	5	3	0	0	3	0	0	0	0	1	0	0	0	0	1	2	1	0	3	1	1
	7.5%	6.5%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	6.3%	10.0%	7.7%	0.0%	9.1%	50.0%	7.7%
	100.0%	60.0%	0.0%	0.0%	60.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	20.0%	40.0%	20.0%	0.0%	60.0%	20.0%	20.0%
Total answering	62	43	19	14	29	5	5	4	10	19	7	3	8	8	15	18	12	9	30	1	12
	92.5%	93.5%	100.0%	100.0%	90.6%	100.0%	100.0%	100.0%	100.0%	95.0%	100.0%	100.0%	100.0%	100.0%	93.8%	90.0%	92.3%	100.0%	90.9%	50.0%	92.3%
	100.0%	69.4%	30.6%	22.6%	46.8%	8.1%	8.1%	6.5%	16.1%	30.6%	11.3%	4.8%	12.9%	12.9%	24.2%	29.0%	19.4%	14.5%	48.4%	1.6%	19.4%
Te Amo																					
Mild Taste (1)	5	2	2	0	2	2	0	0	0	0	0	1	0	1	1	3	1	1	2	0	1
	8.1%	4.7%	10.5%	0.0%	6.9%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	12.5%	6.7%	16.7%	8.3%	11.1%	6.7%	0.0%	8.3%
	100.0%	40.0%	40.0%	0.0%	40.0%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	20.0%	20.0%	60.0%	20.0%	20.0%	40.0%	0.0%	20.0%
Mild to medium taste (2)	17	10	7	6	4	1	2	2	3	5	4	1	2	4	4	4	4	4	9	0	3
	27.4%	23.3%	36.8%	42.9%	13.8%	20.0%	40.0%	50.0%	30.0%	26.3%	57.1%	33.3%	25.0%	50.0%	26.7%	22.2%	33.3%	44.4%	30.0%	0.0%	25.0%
	100.0%	58.8%	41.2%	35.3%	23.5%	5.9%	11.8%	11.8%	17.6%	29.4%	23.5%	5.9%	11.8%	23.5%	23.5%	23.5%	23.5%	23.5%	52.9%	0.0%	17.6%
Medium taste (3)	11	6	4	2	4	2	0	0	2	1	0	1	3	0	4	3	2	2	4	1	2
	17.7%	14.0%	21.1%	14.3%	13.8%	40.0%	0.0%	0.0%	20.0%	5.3%	0.0%	33.3%	37.5%	0.0%	26.7%	16.7%	16.7%	22.2%	13.3%	100.0%	16.7%
	100.0%	54.5%	36.4%	18.2%	36.4%	18.2%	0.0%	0.0%	18.2%	9.1%	0.0%	9.1%	27.3%	0.0%	36.4%	27.3%	18.2%	18.2%	36.4%	9.1%	18.2%
Medium to strong taste (4)	24	22	5	5	17	0	2	2	5	12	2	0	3	3	6	7	4	2	12	0	4
	38.7%	51.2%	26.3%	35.7%	58.6%	0.0%	40.0%	50.0%	50.0%	63.2%	28.6%	0.0%	37.5%	37.5%	40.0%	38.9%	33.3%	22.2%	40.0%	0.0%	33.3%
	100.0%	91.7%	20.8%	20.8%	70.8%	0.0%	8.3%	8.3%	20.8%	50.0%	8.3%	0.0%	12.5%	12.5%	25.0%	29.2%	16.7%	8.3%	50.0%	0.0%	16.7%
Strong taste (5)	5	3	1	1	2	0	1	0	0	1	1	0	0	0	0	1	1	0	3	0	2
	8.1%	7.0%	5.3%	7.1%	6.9%	0.0%	20.0%	0.0%	0.0%	5.3%	14.3%	0.0%	0.0%	0.0%	0.0%	5.6%	8.3%	0.0%	10.0%	0.0%	16.7%
	100.0%	60.0%	20.0%	20.0%	40.0%	0.0%	20.0%	0.0%	0.0%	20.0%	20.0%	0.0%	0.0%	0.0%	0.0%	20.0%	20.0%	0.0%	60.0%	0.0%	40.0%
Mean	3.11	3.33	2.79	3.07	3.45	2.00	3.40	3.00	3.20	3.47	3.00	2.00	3.13	2.63	3.00	2.94	3.00	2.56	3.17	3.00	3.25
Std. Dev.	1.147	1.063	1.134	1.072	1.055	1.000	1.342	1.155	0.919	0.964	1.291	1.000	0.835	1.188	1.000	1.259	1.206	1.014	1.177	0.000	1.288
Std. Err.	0.146	0.162	0.260	0.286	0.196	0.447	0.600	0.577	0.291	0.221	0.488	0.577	0.295	0.420	0.258	0.297	0.348	0.338	0.215	0.000	0.372

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019478

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Cohiba																					
Mean	3.21	3.23	3.47	3.54	3.13	3.25	3.67	4.00	3.91	3.17	3.07	3.50	4.33	3.67	3.36	3.38	3.34	2.00	3.44	3.00	3.33
Std. Dev.	1.050	1.113	1.231	1.330	1.031	0.957	1.225	1.414	0.944	1.072	1.033	0.707	1.155	1.211	1.216	1.209	1.045	1.000	0.991	0.816	0.577
Std. Err.	0.132	0.154	0.298	0.369	0.165	0.479	0.408	1.000	0.285	0.224	0.267	0.500	0.667	0.494	0.325	0.247	0.194	0.577	0.170	0.408	0.333
Davidoff																					
Mean	2.88	3.15	2.75	3.40	3.07	1.67	3.40	0.00	3.80	2.83	2.40	1.00	3.20	2.25	3.00	3.36	3.00	1.00	3.17	2.50	3.50
Std. Dev.	1.071	0.933	1.282	0.894	0.961	1.155	0.894	0.000	0.447	1.115	0.894	0.000	1.304	0.957	1.225	1.027	0.535	0.000	0.835	2.121	0.707
Std. Err.	0.210	0.209	0.453	0.400	0.248	0.667	0.400	0.000	0.200	0.322	0.400	0.000	0.583	0.479	0.548	0.310	0.189	0.000	0.241	1.500	0.500
Don Diego																					
Mean	2.75	2.76	2.62	2.67	2.81	2.57	2.75	3.00	3.29	2.95	2.50	2.17	2.86	3.00	2.86	2.84	2.85	2.46	2.77	2.80	2.67
Std. Dev.	0.898	0.766	0.942	0.617	0.833	1.222	0.707	0.000	1.113	0.686	0.760	1.602	0.690	0.756	1.351	1.214	1.068	0.660	0.884	1.095	1.366
Std. Err.	0.108	0.113	0.175	0.159	0.150	0.327	0.250	0.000	0.421	0.153	0.203	0.654	0.261	0.267	0.361	0.279	0.296	0.183	0.159	0.490	0.558
Fuente/Arturo Fuente																					
Mean	3.07	3.14	2.70	2.87	3.23	1.75	2.67	3.50	3.29	2.97	3.25	2.00	3.00	2.91	3.26	3.27	3.28	2.57	3.05	3.25	2.94
Std. Dev.	0.998	0.937	1.031	1.014	0.897	0.500	0.888	1.049	0.751	0.971	1.164	0.000	1.038	1.221	1.214	1.098	0.991	1.272	0.958	0.957	1.029
Std. Err.	0.097	0.100	0.198	0.211	0.111	0.250	0.256	0.428	0.153	0.162	0.260	0.000	0.277	0.368	0.253	0.191	0.175	0.481	0.121	0.479	0.250
H. Upmann																					
Mean	2.93	2.93	3.24	3.29	2.85	3.00	3.36	0.00	3.43	2.92	2.71	0.00	3.09	3.09	3.07	3.14	2.91	2.80	3.04	0.00	2.82
Std. Dev.	0.799	0.805	0.664	0.611	0.827	1.000	0.505	0.000	0.598	0.702	0.920	0.000	0.701	0.701	0.997	0.803	0.668	0.837	0.832	0.000	0.982
Std. Err.	0.087	0.094	0.161	0.163	0.108	0.577	0.152	0.000	0.130	0.140	0.223	0.000	0.211	0.211	0.267	0.152	0.139	0.374	0.118	0.000	0.296
Hoyo de Monterrey																					
Mean	3.38	3.22	3.13	3.00	3.31	4.00	3.33	3.00	3.50	3.25	3.25	0.00	3.25	3.50	3.55	3.64	3.67	3.67	3.20	0.00	4.00
Std. Dev.	0.775	0.736	0.991	1.000	0.602	0.000	0.577	0.000	0.535	0.463	0.957	0.000	0.500	0.707	1.036	0.674	0.516	0.577	0.768	0.000	0.000
Std. Err.	0.144	0.153	0.350	0.378	0.151	0.000	0.333	0.000	0.189	0.164	0.479	0.000	0.250	0.500	0.312	0.203	0.211	0.333	0.172	0.000	0.000
Hoyo de Monterrey Excalibur																					
Mean	3.33	3.27	3.17	3.00	3.40	4.00	2.60	4.00	3.00	3.45	3.50	4.00	3.40	3.27	3.15	3.47	3.90	4.00	3.24	4.50	3.00
Std. Dev.	1.060	1.048	1.030	1.054	1.046	0.000	0.548	0.000	0.739	1.293	0.548	0.000	0.548	0.905	1.068	1.007	0.738	0.000	1.200	0.707	0.775
Std. Err.	0.170	0.191	0.297	0.333	0.234	0.000	0.245	0.000	0.213	0.390	0.224	0.000	0.245	0.273	0.296	0.244	0.233	0.000	0.291	0.500	0.234
Macanudo																					
Mean	2.65	2.62	2.65	2.69	2.60	2.50	2.62	2.62	2.72	2.72	2.54	1.71	2.58	2.62	2.59	2.55	2.71	2.76	2.69	2.29	2.53
Std. Dev.	0.959	0.957	1.055	1.035	0.927	1.168	1.023	1.121	1.162	0.940	0.928	0.756	1.270	0.941	1.188	1.150	0.927	0.944	0.971	0.914	1.020
Std. Err.	0.067	0.074	0.136	0.149	0.084	0.337	0.201	0.311	0.216	0.125	0.111	0.286	0.249	0.185	0.210	0.173	0.107	0.206	0.088	0.244	0.234
Montecristo																					
Mean	2.98	3.04	3.05	3.19	2.97	2.50	3.27	3.50	3.38	2.54	3.06	2.00	3.29	2.88	3.36	3.37	2.76	3.17	2.90	2.67	3.50

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019479

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)				
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)				MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Std. Dev.	1.136	1.129	1.191	1.167	1.121	1.291	0.786	2.121	0.957	1.127	1.144	0.000	1.496	1.553	1.027	1.012	1.165	1.169	1.185	1.155	0.837
Std. Err.	0.152	0.163	0.266	0.292	0.198	0.645	0.237	1.500	0.239	0.312	0.277	0.000	0.565	0.549	0.310	0.232	0.233	0.477	0.216	0.667	0.342
Partagas																					
Mean	3.04	3.03	2.55	2.56	3.18	2.50	2.50	3.00	3.33	3.19	2.79	2.50	3.25	2.50	3.29	3.13	3.29	2.43	3.19	2.67	3.00
Std. Dev.	1.089	1.101	1.184	1.263	1.014	1.049	1.382	1.000	1.328	1.039	1.084	1.291	1.288	1.069	1.213	1.224	0.937	0.976	1.065	0.577	1.342
Std. Err.	0.121	0.134	0.252	0.316	0.142	0.428	0.399	0.577	0.313	0.200	0.249	0.645	0.372	0.378	0.294	0.224	0.177	0.369	0.154	0.333	0.405
Punch																					
Mean	3.01	2.97	2.47	2.47	3.13	2.50	2.71	2.80	2.95	3.32	2.77	2.50	2.44	3.30	3.08	3.08	3.11	2.50	3.00	4.00	2.73
Std. Dev.	1.035	1.057	1.068	1.125	0.991	0.707	1.254	0.837	0.887	1.086	1.092	0.707	1.014	1.160	1.115	1.038	1.079	0.837	1.111	0.000	0.905
Std. Err.	0.123	0.136	0.259	0.291	0.148	0.500	0.474	0.374	0.198	0.232	0.303	0.500	0.338	0.367	0.309	0.208	0.254	0.342	0.188	0.000	0.273
Te Amo																					
Mean	3.11	3.33	2.79	3.07	3.45	2.00	3.40	3.00	3.20	3.47	3.00	2.00	3.13	2.63	3.00	2.94	3.00	2.56	3.17	3.00	3.25
Std. Dev.	1.147	1.063	1.134	1.072	1.055	1.000	1.342	1.155	0.919	0.964	1.291	1.000	0.835	1.188	1.000	1.259	1.206	1.014	1.177	0.000	1.288
Std. Err.	0.146	0.162	0.260	0.286	0.196	0.447	0.600	0.577	0.291	0.221	0.488	0.577	0.295	0.420	0.258	0.297	0.348	0.338	0.215	0.000	0.372

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019480

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Cohiba	35	29	8	5	24	3	5	0	8	14	7	3	1	4	9	14	20	0	18	2	2
	53.8%	56.9%	47.1%	41.7%	61.5%	60.0%	62.5%	0.0%	66.7%	63.6%	43.8%	100.0%	33.3%	80.0%	60.0%	58.3%	64.5%	0.0%	50.0%	50.0%	66.7%
	100.0%	82.9%	22.9%	14.3%	68.6%	8.6%	14.3%	0.0%	22.9%	40.0%	20.0%	8.6%	2.9%	11.4%	25.7%	40.0%	57.1%	0.0%	51.4%	5.7%	5.7%
Davidoff	22	18	6	5	13	1	5	0	6	10	4	1	3	3	6	11	5	0	12	1	2
	78.6%	81.8%	75.0%	100.0%	76.5%	33.3%	100.0%	0.0%	100.0%	76.9%	80.0%	100.0%	60.0%	75.0%	100.0%	91.7%	55.6%	0.0%	85.7%	50.0%	100.0%
	100.0%	81.8%	27.3%	22.7%	59.1%	4.5%	22.7%	0.0%	27.3%	45.5%	18.2%	4.5%	13.6%	13.6%	27.3%	50.0%	22.7%	0.0%	54.5%	4.5%	9.1%
Don Diego	31	18	15	6	12	9	2	2	4	8	5	5	3	2	9	10	3	5	14	2	2
	43.7%	40.0%	48.4%	37.5%	41.4%	60.0%	22.2%	50.0%	57.1%	42.1%	33.3%	83.3%	37.5%	25.0%	64.3%	52.6%	18.8%	38.5%	45.2%	33.3%	40.0%
	100.0%	58.1%	48.4%	19.4%	38.7%	29.0%	6.5%	6.5%	12.9%	25.8%	16.1%	16.1%	9.7%	6.5%	29.0%	32.3%	9.7%	16.1%	45.2%	6.5%	6.5%
Fuente/Arturo Fuente	87	71	23	19	52	4	9	6	20	33	14	1	13	11	19	28	25	5	53	2	15
	79.8%	78.9%	85.2%	82.6%	77.6%	100.0%	75.0%	100.0%	76.9%	84.6%	70.0%	100.0%	92.9%	91.7%	79.2%	80.0%	75.8%	83.3%	79.1%	50.0%	88.2%
	100.0%	81.6%	26.4%	21.8%	59.8%	4.6%	10.3%	6.9%	23.0%	37.9%	16.1%	1.1%	14.9%	12.6%	21.8%	32.2%	28.7%	5.7%	60.9%	2.3%	17.2%
H. Upmann	48	43	8	7	36	1	5	0	11	13	12	0	6	5	10	15	15	2	32	0	6
	55.2%	57.3%	44.4%	46.7%	60.0%	33.3%	50.0%	0.0%	57.9%	50.0%	63.2%	0.0%	60.0%	45.5%	71.4%	55.6%	57.7%	40.0%	64.0%	0.0%	54.5%
	100.0%	89.6%	16.7%	14.6%	75.0%	2.1%	10.4%	0.0%	22.9%	27.1%	25.0%	0.0%	12.5%	10.4%	20.8%	31.3%	31.3%	4.2%	66.7%	0.0%	12.5%
Hoyo de Monterrey	17	12	5	3	9	2	1	0	4	4	2	0	2	1	7	5	4	3	10	0	1
	58.6%	54.5%	55.6%	42.9%	60.0%	100.0%	33.3%	0.0%	57.1%	50.0%	50.0%	0.0%	50.0%	33.3%	63.6%	50.0%	66.7%	75.0%	52.6%	0.0%	100.0%
	100.0%	70.6%	29.4%	17.6%	52.9%	11.8%	5.9%	0.0%	23.5%	23.5%	11.8%	0.0%	11.8%	5.9%	41.2%	29.4%	23.5%	17.6%	58.8%	0.0%	5.9%
Hoyo de Monterrey Excalibur	26	20	8	6	14	2	3	1	7	9	3	1	4	6	7	9	4	2	11	1	7
	61.9%	60.6%	66.7%	60.0%	60.9%	100.0%	60.0%	50.0%	58.3%	81.8%	50.0%	100.0%	80.0%	54.5%	50.0%	52.9%	40.0%	66.7%	55.0%	50.0%	63.6%
	100.0%	76.9%	30.8%	23.1%	53.8%	7.7%	11.5%	3.8%	26.9%	34.6%	11.5%	3.8%	15.4%	23.1%	26.9%	34.6%	15.4%	7.7%	42.3%	3.8%	26.9%
Macanudo	146	121	44	35	86	9	17	10	23	44	44	6	24	11	28	38	50	14	91	6	13
	69.5%	70.3%	72.1%	71.4%	69.9%	75.0%	68.0%	71.4%	82.1%	72.1%	62.9%	85.7%	88.9%	44.0%	80.0%	82.6%	64.9%	60.9%	71.7%	50.0%	72.2%
	100.0%	82.9%	30.1%	24.0%	58.9%	6.2%	11.6%	6.8%	15.8%	30.1%	30.1%	4.1%	16.4%	7.5%	19.2%	26.0%	34.2%	9.6%	62.3%	4.1%	8.9%
Montecristo	34	29	9	7	22	2	3	2	11	10	8	1	4	3	7	14	17	2	17	3	5
	60.7%	59.2%	50.0%	46.7%	64.7%	66.7%	30.0%	100.0%	73.3%	71.4%	47.1%	100.0%	66.7%	37.5%	70.0%	77.8%	65.4%	40.0%	58.6%	75.0%	83.3%
	100.0%	85.3%	26.5%	20.6%	64.7%	5.9%	8.8%	5.9%	32.4%	29.4%	23.5%	2.9%	11.8%	8.8%	20.6%	41.2%	50.0%	5.9%	50.0%	8.8%	14.7%
Partagas	54	46	16	12	34	4	8	3	10	19	13	3	10	5	10	19	20	7	33	1	7
	62.1%	63.9%	76.2%	80.0%	59.6%	66.7%	72.7%	100.0%	55.6%	65.5%	68.4%	75.0%	90.9%	62.5%	58.8%	63.3%	64.5%	87.5%	64.7%	33.3%	58.3%
	100.0%	85.2%	29.6%	22.2%	63.0%	7.4%	14.8%	5.6%	18.5%	35.2%	24.1%	5.6%	18.5%	9.3%	18.5%	35.2%	37.0%	13.0%	61.1%	1.9%	13.0%
Punch	38	34	11	10	24	1	5	3	12	12	6	0	7	5	8	17	8	3	21	1	6
	55.9%	57.6%	68.8%	66.7%	54.5%	100.0%	62.5%	75.0%	63.2%	54.5%	50.0%	0.0%	77.8%	50.0%	66.7%	68.0%	44.4%	75.0%	58.3%	100.0%	54.5%
	100.0%	89.5%	28.9%	26.3%	63.2%	2.6%	13.2%	7.9%	31.6%	31.6%	15.8%	0.0%	18.4%	13.2%	21.1%	44.7%	21.1%	7.9%	55.3%	2.6%	15.8%
Te Amo	27	23	7	6	17	1	3	1	5	8	5	1	0	4	6	10	4	3	15	1	7
	42.9%	53.5%	38.9%	46.2%	56.7%	20.0%	60.0%	33.3%	50.0%	42.1%	71.4%	33.3%	0.0%	50.0%	42.9%	55.6%	33.3%	33.3%	46.9%	100.0%	58.3%
	100.0%	85.2%	25.9%	22.2%	63.0%	3.7%	11.1%	3.7%	18.5%	29.6%	18.5%	3.7%	0.0%	14.8%	22.2%	37.0%	14.8%	11.1%	55.6%	3.7%	25.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019481

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Cohiba																					
Mean	8.03	8.08	7.88	7.58	8.23	8.60	8.25	8.00	7.42	8.95	7.75	10.00	8.67	8.80	7.47	7.88	8.32	6.67	7.92	8.00	7.00
Std. Dev.	2.518	2.614	2.421	2.539	2.650	2.191	1.832	0.000	3.919	1.046	2.145	0.000	1.155	0.447	3.603	3.083	2.508	1.528	2.557	2.828	4.359
Std. Err.	0.312	0.366	0.587	0.733	0.424	0.980	0.648	0.000	1.131	0.223	0.536	0.000	0.667	0.200	0.930	0.629	0.451	0.882	0.426	1.414	2.517
Davidoff																					
Mean	9.07	9.14	9.00	9.80	8.94	7.67	9.80	0.00	9.50	9.00	9.20	10.00	8.40	9.25	9.67	9.17	8.33	7.00	9.50	6.00	10.00
Std. Dev.	1.783	1.807	1.604	0.447	2.015	2.082	0.447	0.000	0.548	2.309	1.789	0.000	1.817	1.500	0.516	2.290	2.646	0.000	0.760	5.657	0.000
Std. Err.	0.337	0.385	0.567	0.200	0.489	1.202	0.200	0.000	0.224	0.641	0.800	0.000	0.812	0.750	0.211	0.661	0.882	0.000	0.203	4.000	0.000
Don Diego																					
Mean	7.92	7.84	8.16	8.13	7.69	8.20	7.78	8.25	8.29	7.53	8.27	9.50	7.63	7.75	8.79	8.16	6.75	7.38	8.35	7.33	7.80
Std. Dev.	2.075	1.953	2.115	1.586	2.140	2.624	1.787	1.500	1.799	2.590	1.163	1.225	2.875	1.909	1.311	2.340	2.671	2.567	1.253	3.327	1.643
Std. Err.	0.246	0.291	0.380	0.397	0.397	0.678	0.596	0.750	0.680	0.594	0.300	0.500	1.017	0.675	0.350	0.537	0.668	0.712	0.225	1.358	0.735
Fuente/Arturo Fuente																					
Mean	8.94	8.92	9.19	9.09	8.87	9.75	9.25	9.67	8.85	9.18	8.70	10.00	9.57	9.42	8.67	8.71	8.91	9.50	8.96	7.75	9.47
Std. Dev.	1.635	1.678	1.711	1.832	1.632	0.500	1.288	0.516	1.994	1.355	1.174	0.000	0.646	0.669	2.180	2.177	1.331	1.225	1.419	3.304	0.717
Std. Err.	0.157	0.177	0.329	0.382	0.199	0.250	0.372	0.211	0.391	0.217	0.263	0.000	0.173	0.193	0.445	0.368	0.232	0.500	0.173	1.652	0.174
H. Upmann																					
Mean	8.51	8.53	8.44	8.40	8.57	8.67	8.50	8.00	8.37	8.50	8.84	0.00	9.10	8.27	8.86	8.44	8.50	8.60	8.66	8.00	8.36
Std. Dev.	1.711	1.735	1.580	1.682	1.760	1.155	1.841	0.000	2.290	1.304	1.119	0.000	1.197	1.618	2.214	2.082	1.924	1.342	1.768	0.000	2.292
Std. Err.	0.183	0.200	0.372	0.434	0.227	0.667	0.582	0.000	0.525	0.256	0.257	0.000	0.379	0.488	0.592	0.401	0.377	0.600	0.250	0.000	0.691
Hoyo de Monterrey																					
Mean	7.93	7.64	8.22	7.86	7.53	9.50	8.67	7.00	7.57	7.50	8.00	0.00	8.50	8.67	8.09	7.80	7.83	8.75	7.79	0.00	9.00
Std. Dev.	2.576	2.854	2.587	2.854	2.949	0.707	1.155	0.000	3.207	2.828	1.414	0.000	1.291	1.155	2.879	2.741	3.430	1.893	2.637	0.000	0.000
Std. Err.	0.478	0.609	0.862	1.079	0.761	0.500	0.667	0.000	1.212	1.000	0.707	0.000	0.645	0.667	0.868	0.867	1.400	0.946	0.605	0.000	0.000
Hoyo de Monterrey Excalibur																					
Mean	8.05	7.94	8.67	8.50	7.70	9.50	9.00	8.00	7.58	9.00	8.33	10.00	9.00	8.00	7.71	7.71	7.80	8.00	7.70	6.50	8.55
Std. Dev.	2.295	2.474	1.923	2.068	2.636	0.707	1.000	2.828	3.029	1.183	1.633	0.000	1.732	2.049	2.585	2.710	1.398	1.732	2.557	4.950	1.368
Std. Err.	0.354	0.431	0.555	0.654	0.550	0.500	0.447	2.000	0.874	0.357	0.667	0.000	0.775	0.618	0.691	0.657	0.442	1.000	0.572	3.500	0.413
Macanudo																					
Mean	8.54	8.60	8.48	8.51	8.63	8.33	8.40	8.57	8.93	8.61	8.31	8.71	9.11	7.36	8.51	9.07	8.42	8.52	8.63	8.08	8.33
Std. Dev.	1.927	1.906	2.277	2.228	1.771	2.570	2.291	2.102	1.824	1.960	2.026	2.563	1.928	2.628	2.582	1.744	2.086	2.064	1.847	2.065	2.169
Std. Err.	0.133	0.145	0.292	0.318	0.160	0.742	0.458	0.562	0.345	0.251	0.242	0.969	0.371	0.526	0.437	0.257	0.238	0.430	0.164	0.596	0.511
Montecristo																					
Mean	8.45	8.39	8.33	8.27	8.44	8.67	8.30	10.00	8.73	8.57	8.35	10.00	8.83	8.25	8.40	8.67	8.65	8.60	8.38	9.00	9.17
Std. Dev.	1.953	2.019	2.058	2.086	2.018	2.309	1.160	0.000	2.017	2.209	1.320	0.000	0.753	1.669	2.366	1.940	1.765	1.342	2.128	1.414	0.753
Std. Err.	0.261	0.288	0.485	0.539	0.346	1.333	0.367	0.000	0.521	0.590	0.320	0.000	0.307	0.590	0.748	0.457	0.346	0.600	0.395	0.707	0.307

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019482

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Partagas																					
Mean	8.61	8.68	8.76	9.00	8.60	8.17	8.73	9.67	8.39	8.66	8.84	8.75	9.45	8.13	8.29	8.53	8.68	9.25	8.67	8.33	8.83
Std. Dev.	1.520	1.500	1.786	1.648	1.462	2.137	1.849	0.577	1.914	1.471	1.015	1.893	0.934	1.885	2.024	1.737	1.400	1.389	1.519	1.528	1.030
Std. Err.	0.163	0.177	0.390	0.425	0.194	0.872	0.557	0.333	0.451	0.273	0.233	0.946	0.282	0.666	0.491	0.317	0.251	0.491	0.213	0.882	0.297
Punch																					
Mean	8.53	8.58	8.75	8.67	8.55	10.00	8.75	8.25	8.79	8.50	8.42	4.00	9.22	8.50	8.75	8.92	8.33	9.25	8.58	9.00	8.64
Std. Dev.	1.706	1.704	1.770	1.799	1.691	0.000	1.389	2.872	1.782	1.739	1.311	0.000	1.093	1.354	2.094	1.656	1.645	0.957	1.645	0.000	1.804
Std. Err.	0.207	0.222	0.443	0.465	0.255	0.000	0.491	1.436	0.409	0.371	0.379	0.000	0.364	0.428	0.605	0.331	0.388	0.479	0.274	0.000	0.544
Te Amo																					
Mean	7.73	8.21	7.61	8.08	8.27	6.40	8.40	7.67	7.80	8.05	8.29	7.00	6.57	7.75	7.43	7.94	7.33	6.89	7.88	10.00	8.33
Std. Dev.	1.985	1.780	2.062	1.847	1.780	2.302	1.517	2.517	1.814	1.682	1.976	2.646	1.397	1.982	1.989	1.798	2.060	2.369	1.809	0.000	1.969
Std. Err.	0.250	0.271	0.486	0.512	0.325	1.030	0.678	1.453	0.573	0.386	0.747	1.528	0.528	0.701	0.532	0.424	0.595	0.790	0.320	0.000	0.569

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019483

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Cohiba	24	21	7	5	16	2	4	1	5	11	4	2	2	2	6	12	13	0	11	3	1
	38.7%	42.9%	46.7%	45.5%	42.1%	50.0%	50.0%	50.0%	41.7%	52.4%	25.0%	100.0%	66.7%	40.0%	46.2%	54.5%	44.8%	0.0%	30.6%	75.0%	33.3%
	100.0%	87.5%	29.2%	20.8%	66.7%	8.3%	16.7%	4.2%	20.8%	45.8%	16.7%	8.3%	8.3%	8.3%	25.0%	50.0%	54.2%	0.0%	45.8%	12.5%	4.2%
Davidoff	12	9	3	2	7	1	2	0	3	6	2	1	1	1	3	6	3	0	5	1	1
	44.4%	40.9%	37.5%	40.0%	41.2%	33.3%	40.0%	0.0%	50.0%	46.2%	50.0%	100.0%	20.0%	33.3%	50.0%	50.0%	33.3%	0.0%	35.7%	50.0%	50.0%
	100.0%	75.0%	25.0%	16.7%	58.3%	8.3%	16.7%	0.0%	25.0%	50.0%	16.7%	8.3%	8.3%	8.3%	25.0%	50.0%	25.0%	0.0%	41.7%	8.3%	8.3%
Don Diego	19	12	10	4	8	6	3	1	2	5	6	3	2	1	5	5	5	2	6	2	2
	28.4%	27.9%	34.5%	26.7%	28.6%	42.9%	33.3%	25.0%	33.3%	27.8%	40.0%	50.0%	28.6%	12.5%	41.7%	29.4%	33.3%	16.7%	20.0%	33.3%	33.3%
	100.0%	63.2%	52.6%	21.1%	42.1%	31.6%	15.8%	5.3%	10.5%	26.3%	31.6%	15.8%	10.5%	5.3%	26.3%	26.3%	26.3%	10.5%	31.6%	10.5%	10.5%
Fuente/Arturo Fuente	46	38	16	14	24	2	6	5	13	18	6	1	7	6	11	16	12	3	24	1	9
	44.7%	43.2%	61.5%	60.9%	36.9%	66.7%	50.0%	83.3%	52.0%	48.6%	30.0%	100.0%	63.6%	50.0%	50.0%	48.5%	37.5%	60.0%	37.5%	25.0%	60.0%
	100.0%	82.6%	34.8%	30.4%	52.2%	4.3%	13.0%	10.9%	28.3%	39.1%	13.0%	2.2%	15.2%	13.0%	23.9%	34.8%	26.1%	6.5%	52.2%	2.2%	19.6%
H. Upmann	38	35	9	7	28	2	5	0	9	9	10	0	4	5	8	14	11	2	20	1	6
	44.2%	47.3%	50.0%	46.7%	47.5%	66.7%	50.0%	0.0%	47.4%	34.6%	52.6%	0.0%	40.0%	45.5%	57.1%	51.9%	42.3%	40.0%	40.8%	100.0%	54.5%
	100.0%	92.1%	23.7%	18.4%	73.7%	5.3%	13.2%	0.0%	23.7%	23.7%	26.3%	0.0%	10.5%	13.2%	21.1%	36.8%	28.9%	5.3%	52.6%	2.6%	15.8%
Hoyo de Monterrey	17	14	6	4	10	2	2	0	6	3	1	0	1	2	8	7	5	3	11	0	1
	60.7%	63.6%	66.7%	57.1%	66.7%	100.0%	66.7%	0.0%	85.7%	37.5%	25.0%	0.0%	25.0%	66.7%	80.0%	77.8%	83.3%	75.0%	57.9%	0.0%	100.0%
	100.0%	82.4%	35.3%	23.5%	58.8%	11.8%	11.8%	0.0%	35.3%	17.6%	5.9%	0.0%	5.9%	11.8%	47.1%	41.2%	29.4%	17.6%	64.7%	0.0%	5.9%
Hoyo de Monterrey Excalibur	16	15	6	6	9	0	3	1	4	8	1	0	2	6	5	5	1	1	8	1	2
	42.1%	50.0%	54.5%	60.0%	45.0%	0.0%	60.0%	50.0%	33.3%	80.0%	16.7%	0.0%	40.0%	54.5%	38.5%	33.3%	12.5%	33.3%	47.1%	50.0%	18.2%
	100.0%	93.8%	37.5%	37.5%	56.3%	0.0%	18.8%	6.3%	25.0%	50.0%	6.3%	0.0%	12.5%	37.5%	31.3%	31.3%	6.3%	6.3%	50.0%	6.3%	12.5%
Macanudo	71	56	17	13	43	4	8	1	9	21	25	1	8	8	9	18	24	3	45	5	6
	36.6%	35.0%	30.4%	28.3%	37.7%	40.0%	33.3%	7.7%	33.3%	36.8%	37.9%	14.3%	32.0%	36.4%	27.3%	41.9%	33.3%	15.8%	37.5%	41.7%	35.3%
	100.0%	78.9%	23.9%	18.3%	60.6%	5.6%	11.3%	1.4%	12.7%	29.6%	35.2%	1.4%	11.3%	11.3%	12.7%	25.4%	33.8%	4.2%	63.4%	7.0%	8.5%
Montecristo	22	18	10	7	11	3	4	2	6	6	6	1	3	4	5	8	8	1	11	2	3
	40.7%	38.3%	58.8%	50.0%	33.3%	100.0%	40.0%	100.0%	40.0%	42.9%	37.5%	100.0%	50.0%	50.0%	50.0%	44.4%	33.3%	20.0%	40.7%	50.0%	50.0%
	100.0%	81.8%	45.5%	31.8%	50.0%	13.6%	18.2%	9.1%	27.3%	27.3%	27.3%	4.5%	13.6%	18.2%	22.7%	36.4%	36.4%	4.5%	50.0%	9.1%	13.6%
Partagas	33	28	9	7	21	2	5	2	6	11	8	3	4	2	7	14	11	4	18	1	5
	42.3%	41.8%	50.0%	46.7%	40.4%	66.7%	45.5%	66.7%	35.3%	40.7%	47.1%	100.0%	44.4%	28.6%	46.7%	51.9%	36.7%	80.0%	39.1%	33.3%	45.5%
	100.0%	84.8%	27.3%	21.2%	63.6%	6.1%	15.2%	6.1%	18.2%	33.3%	24.2%	9.1%	12.1%	6.1%	21.2%	42.4%	33.3%	12.1%	54.5%	3.0%	15.2%
Punch	37	32	12	10	22	2	6	2	11	14	6	1	6	9	8	15	9	2	21	1	5
	54.4%	55.2%	66.7%	62.5%	52.4%	100.0%	75.0%	40.0%	55.0%	66.7%	46.2%	50.0%	60.0%	90.0%	61.5%	60.0%	50.0%	40.0%	60.0%	100.0%	45.5%
	100.0%	86.5%	32.4%	27.0%	59.5%	5.4%	16.2%	5.4%	29.7%	37.8%	16.2%	2.7%	16.2%	24.3%	21.6%	40.5%	24.3%	5.4%	56.8%	2.7%	13.5%
Te Amo	27	21	4	4	17	0	0	3	6	8	4	0	3	3	6	8	6	1	13	1	8
	42.9%	48.8%	23.5%	33.3%	54.8%	0.0%	0.0%	75.0%	60.0%	40.0%	80.0%	0.0%	37.5%	50.0%	40.0%	44.4%	54.5%	14.3%	40.6%	100.0%	61.5%
	100.0%	77.8%	14.8%	14.8%	63.0%	0.0%	0.0%	11.1%	22.2%	29.6%	14.8%	0.0%	11.1%	11.1%	22.2%	29.6%	22.2%	3.7%	48.1%	3.7%	29.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019484

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Cohiba																					
Mean	7.63	7.84	8.07	8.00	7.79	8.25	8.00	8.50	7.75	8.52	6.88	10.00	8.67	8.00	8.31	8.23	7.48	5.33	7.61	8.50	7.33
Std. Dev.	1.875	1.807	1.438	1.265	1.947	2.062	1.195	2.121	2.094	1.504	1.857	0.000	1.528	1.225	1.251	1.602	2.132	1.528	1.678	2.380	3.055
Std. Err.	0.238	0.258	0.371	0.381	0.316	1.031	0.423	1.500	0.605	0.328	0.464	0.000	0.882	0.548	0.347	0.341	0.396	0.882	0.280	1.190	1.764
Davidoff																					
Mean	7.67	7.41	8.00	8.00	7.24	8.00	8.00	0.00	7.33	8.00	8.25	10.00	7.40	7.33	7.33	7.33	7.11	7.00	7.43	7.50	8.50
Std. Dev.	2.184	2.239	1.773	2.000	2.333	1.732	2.000	0.000	2.733	1.826	2.062	0.000	1.140	2.309	2.733	2.774	2.522	0.000	2.138	3.536	2.121
Std. Err.	0.420	0.477	0.627	0.894	0.566	1.000	0.894	0.000	1.116	0.506	1.031	0.000	0.510	1.333	1.116	0.801	0.841	0.000	0.571	2.500	1.500
Don Diego																					
Mean	7.36	7.33	7.66	7.33	7.32	8.00	7.22	7.50	7.50	7.28	7.80	8.17	7.71	7.38	7.83	7.29	7.13	6.83	7.20	7.83	7.17
Std. Dev.	1.764	1.728	1.876	1.839	1.701	1.922	2.279	1.291	2.345	1.904	1.424	2.041	1.496	1.685	1.992	2.114	2.100	1.801	1.518	1.722	2.483
Std. Err.	0.216	0.264	0.348	0.475	0.321	0.514	0.760	0.645	0.957	0.449	0.368	0.833	0.565	0.596	0.575	0.513	0.542	0.520	0.277	0.703	1.014
Fuente/Arturo Fuente																					
Mean	8.13	8.10	8.31	8.22	8.06	9.00	8.08	9.33	8.48	8.22	7.70	10.00	8.73	8.42	8.09	8.30	7.78	9.00	8.14	7.25	8.47
Std. Dev.	1.690	1.702	2.150	2.255	1.478	1.000	1.832	0.816	1.358	1.702	1.380	0.000	1.489	1.165	2.486	1.794	1.497	1.414	1.390	2.217	1.356
Std. Err.	0.167	0.181	0.422	0.470	0.183	0.577	0.529	0.333	0.272	0.280	0.309	0.000	0.449	0.336	0.530	0.312	0.265	0.632	0.174	1.109	0.350
H. Upmann																					
Mean	7.93	8.09	8.33	8.27	8.05	8.67	8.20	8.00	8.47	7.85	7.95	0.00	8.10	8.18	8.43	8.19	7.46	7.80	7.90	10.00	8.45
Std. Dev.	1.679	1.589	1.609	1.534	1.613	2.309	1.751	0.000	1.219	1.567	1.747	0.000	1.595	1.662	2.027	1.733	2.158	1.789	1.661	0.000	1.695
Std. Err.	0.181	0.185	0.379	0.396	0.210	1.333	0.554	0.000	0.280	0.307	0.401	0.000	0.504	0.501	0.542	0.333	0.423	0.800	0.237	0.000	0.511
Hoyo de Monterrey																					
Mean	8.00	8.05	8.33	8.00	8.07	9.50	8.33	7.00	8.86	7.13	6.50	0.00	7.75	7.33	8.50	8.67	8.17	8.75	7.95	0.00	9.00
Std. Dev.	2.228	2.171	2.179	2.380	2.154	0.707	2.082	0.000	1.345	2.475	2.646	0.000	1.708	3.786	1.958	1.323	3.061	1.893	2.297	0.000	0.000
Std. Err.	0.421	0.463	0.726	0.900	0.556	0.500	1.202	0.000	0.508	0.875	1.323	0.000	0.854	2.186	0.619	0.441	1.249	0.946	0.527	0.000	0.000
Hoyo de Monterrey Excalibur																					
Mean	7.66	7.80	7.91	8.20	7.60	5.00	8.20	8.00	7.92	8.80	7.17	0.00	8.20	7.64	7.69	7.93	7.00	6.67	7.88	6.50	7.27
Std. Dev.	1.935	1.937	1.973	1.814	2.010	0.000	1.643	1.414	1.240	1.033	1.602	0.000	1.304	2.111	2.097	1.280	1.512	2.082	1.764	4.950	1.489
Std. Err.	0.314	0.354	0.595	0.573	0.450	0.000	0.735	1.000	0.358	0.327	0.654	0.000	0.583	0.636	0.582	0.330	0.535	1.202	0.428	3.500	0.449
Macanudo																					
Mean	7.52	7.57	7.38	7.43	7.63	7.10	7.29	7.31	7.78	7.53	7.50	6.86	7.64	7.00	7.15	7.79	7.47	6.74	7.62	7.42	6.88
Std. Dev.	2.008	1.941	1.922	1.846	1.983	2.331	2.216	1.182	1.826	1.992	2.010	2.193	1.630	2.469	2.399	2.042	2.000	1.996	1.879	2.778	2.342
Std. Err.	0.144	0.153	0.257	0.272	0.186	0.737	0.452	0.328	0.351	0.264	0.247	0.829	0.326	0.526	0.418	0.311	0.236	0.458	0.172	0.802	0.568
Montecristo																					
Mean	7.89	7.81	8.47	8.29	7.61	9.33	7.90	10.00	7.80	7.86	7.69	10.00	8.67	8.00	8.50	8.11	7.54	7.40	7.78	8.75	8.00
Std. Dev.	1.819	1.861	1.546	1.637	1.936	0.577	1.729	0.000	2.210	1.875	1.740	0.000	1.211	2.070	1.958	1.937	1.956	1.673	1.948	0.957	2.098
Std. Err.	0.248	0.271	0.375	0.438	0.337	0.333	0.547	0.000	0.571	0.501	0.435	0.000	0.494	0.732	0.619	0.457	0.399	0.748	0.375	0.479	0.856

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019485

Cigar Segmentation

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

Base: Total regularly smoked brand (Q1B)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Partagas																					
Mean	8.05	7.99	8.17	7.93	8.00	9.33	8.18	7.67	7.82	7.74	8.41	9.67	7.89	7.29	8.07	8.15	8.00	9.00	8.13	8.00	7.73
Std. Dev.	1.458	1.492	1.886	1.944	1.358	1.155	1.940	2.309	1.425	1.723	1.176	0.577	1.833	2.215	1.486	1.322	1.486	1.732	1.424	1.000	1.348
Std. Err.	0.165	0.182	0.445	0.502	0.188	0.667	0.585	1.333	0.346	0.332	0.285	0.333	0.611	0.837	0.384	0.254	0.271	0.775	0.210	0.577	0.407
Punch																					
Mean	8.18	8.21	8.33	8.19	8.21	9.50	8.50	7.60	8.30	8.29	8.23	7.50	8.30	9.00	8.15	8.32	7.67	7.80	8.43	9.00	7.91
Std. Dev.	1.710	1.704	1.847	1.905	1.646	0.707	1.927	2.074	1.625	1.848	1.235	2.121	2.003	1.155	2.035	1.773	1.879	2.280	1.481	0.000	1.700
Std. Err.	0.207	0.224	0.435	0.476	0.254	0.500	0.681	0.927	0.363	0.403	0.343	1.500	0.633	0.365	0.564	0.355	0.443	1.020	0.250	0.000	0.513
Te Amo																					
Mean	7.60	7.98	6.94	7.83	8.03	4.80	7.00	9.00	8.20	7.85	8.60	5.00	7.50	7.33	7.27	7.78	7.36	5.86	7.56	10.00	8.23
Std. Dev.	2.052	1.766	2.384	1.749	1.798	2.490	1.155	0.816	1.398	1.663	1.517	3.464	2.000	1.862	2.404	1.768	2.248	2.795	1.983	0.000	1.922
Std. Err.	0.259	0.269	0.578	0.505	0.323	1.114	0.577	0.408	0.442	0.372	0.678	2.000	0.707	0.760	0.621	0.417	0.678	1.056	0.351	0.000	0.533

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019486

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Do most frequently																					
Watching TV	641	201	338	68	133	270	32	22	46	66	87	58	123	112	127	88	105	241	[illegible]	15	53
	52.2%	44.1%	58.0%	48.6%	42.1%	60.9%	54.2%	44.0%	53.5%	39.5%	47.5%	53.7%	56.7%	58.6%	50.6%	45.6%	47.1%	63.4%	47.2%	34.1%	48.6%
	100.0%	31.4%	52.7%	10.6%	20.7%	42.1%	5.0%	3.4%	7.2%	10.3%	13.6%	9.0%	19.2%	17.5%	19.8%	13.7%	16.4%	37.6%	33.2%	2.3%	8.3%
Listening to radio	187	74	90	19	55	71	10	5	12	25	32	18	34	27	35	22	32	58	72	7	13
	15.2%	16.2%	15.4%	13.6%	17.4%	16.0%	16.9%	10.0%	14.0%	15.0%	17.5%	16.7%	15.7%	14.1%	13.9%	11.4%	14.3%	15.3%	16.0%	15.9%	11.9%
	100.0%	39.6%	48.1%	10.2%	29.4%	38.0%	5.3%	2.7%	6.4%	13.4%	17.1%	9.6%	18.2%	14.4%	18.7%	11.8%	17.1%	31.0%	38.5%	3.7%	7.0%
Reading newspapers	110	58	36	11	47	25	3	8	11	28	17	11	14	13	25	17	23	18	55	6	16
	9.0%	12.7%	6.2%	7.9%	14.9%	5.6%	5.1%	16.0%	12.8%	16.8%	9.3%	10.2%	6.5%	6.8%	10.0%	8.8%	10.3%	4.7%	12.2%	13.6%	14.7%
	100.0%	52.7%	32.7%	10.0%	42.7%	22.7%	2.7%	7.3%	10.0%	25.5%	15.5%	10.0%	12.7%	11.8%	22.7%	15.5%	20.9%	16.4%	50.0%	5.5%	14.5%
Reading magazines	44	21	22	10	11	12	4	2	2	9	3	3	7	7	7	6	9	10	19	4	5
	3.6%	4.6%	3.8%	7.1%	3.5%	2.7%	6.8%	4.0%	2.3%	5.4%	1.6%	2.8%	3.2%	3.7%	2.8%	3.1%	4.0%	2.6%	4.2%	9.1%	4.6%
	100.0%	47.7%	50.0%	22.7%	25.0%	27.3%	9.1%	4.5%	4.5%	20.5%	6.8%	6.8%	15.9%	15.9%	15.9%	13.6%	20.5%	22.7%	43.2%	9.1%	11.4%
Browsing the Internet	47	23	13	4	19	9	2	1	3	7	17	1	9	4	6	11	17	5	23	2	3
	3.8%	5.0%	2.2%	2.9%	6.0%	2.0%	3.4%	2.0%	3.5%	4.2%	9.3%	0.9%	4.1%	2.1%	2.4%	5.7%	7.6%	1.3%	5.1%	4.5%	2.8%
	100.0%	48.9%	27.7%	8.5%	40.4%	19.1%	4.3%	2.1%	6.4%	14.9%	36.2%	2.1%	19.1%	8.5%	12.8%	23.4%	36.2%	10.6%	48.9%	4.3%	6.4%
Using personal computer (not Internet/online)	78	40	21	9	31	12	2	3	9	15	10	5	6	8	11	17	24	15	36	4	13
	6.3%	8.8%	3.6%	6.4%	9.8%	2.7%	3.4%	6.0%	10.5%	9.0%	5.5%	4.6%	2.8%	4.2%	4.4%	8.8%	10.8%	3.9%	8.0%	9.1%	11.9%
	100.0%	51.3%	26.9%	11.5%	39.7%	15.4%	2.6%	3.8%	11.5%	19.2%	12.8%	6.4%	7.7%	10.3%	14.1%	21.8%	30.8%	19.2%	46.2%	5.1%	16.7%
No answer	122	39	63	19	20	44	6	9	3	17	17	12	24	20	40	32	13	33	33	6	6
	9.9%	8.6%	10.8%	13.6%	6.3%	9.9%	10.2%	18.0%	3.5%	10.2%	9.3%	11.1%	11.1%	10.5%	15.9%	16.6%	5.8%	8.7%	7.3%	13.6%	5.5%
	100.0%	32.0%	51.6%	15.6%	16.4%	36.1%	4.9%	7.4%	2.5%	13.9%	13.9%	9.8%	19.7%	16.4%	32.8%	26.2%	10.7%	27.0%	27.0%	4.9%	4.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019487

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Do second most frequently																					
Watching TV	239	92	114	25	67	89	8	9	14	35	36	24	46	35	47	40	40	78	85	4	24
	19.4%	20.2%	19.6%	17.9%	21.2%	20.1%	13.6%	18.0%	16.3%	21.0%	19.7%	22.2%	21.2%	18.3%	18.7%	20.7%	17.9%	20.5%	18.8%	9.1%	22.0%
	100.0%	38.5%	47.7%	10.5%	28.0%	37.2%	3.3%	3.8%	5.9%	14.6%	15.1%	10.0%	19.2%	14.6%	19.7%	16.7%	16.7%	32.6%	35.6%	1.7%	10.0%
Listening to radio	355	111	194	37	74	157	12	16	16	40	45	34	73	62	70	47	66	131	126	12	22
	28.9%	24.3%	33.3%	26.4%	23.4%	35.4%	20.3%	32.0%	18.6%	24.0%	24.6%	31.5%	33.6%	32.5%	27.9%	24.4%	29.6%	34.5%	27.9%	27.3%	20.2%
	100.0%	31.3%	54.6%	10.4%	20.8%	44.2%	3.4%	4.5%	4.5%	11.3%	12.7%	9.6%	20.6%	17.5%	19.7%	13.2%	18.6%	36.9%	35.5%	3.4%	6.2%
Reading newspapers	229	81	112	26	55	86	14	7	19	27	38	24	38	37	53	36	35	76	77	10	23
	18.6%	17.8%	19.2%	18.6%	17.4%	19.4%	23.7%	14.0%	22.1%	16.2%	20.8%	22.2%	17.5%	19.4%	21.1%	18.7%	15.7%	20.0%	17.1%	22.7%	21.1%
	100.0%	35.4%	48.9%	11.4%	24.0%	37.6%	6.1%	3.1%	8.3%	11.8%	16.6%	10.5%	16.6%	16.2%	23.1%	15.7%	15.3%	33.2%	33.6%	4.4%	10.0%
Reading magazines	136	68	60	23	45	37	12	6	19	27	24	14	17	22	31	26	27	30	71	6	17
	11.1%	14.9%	10.3%	16.4%	14.2%	8.4%	20.3%	12.0%	22.1%	16.2%	13.1%	13.0%	7.8%	11.5%	12.4%	13.5%	12.1%	7.9%	15.7%	13.6%	15.6%
	100.0%	50.0%	44.1%	16.9%	33.1%	27.2%	8.8%	4.4%	14.0%	19.9%	17.6%	10.3%	12.5%	16.2%	22.8%	19.1%	19.9%	22.1%	52.2%	4.4%	12.5%
Browsing the Internet	81	41	19	9	32	10	6	1	9	16	15	0	10	5	6	11	23	13	37	2	11
	6.6%	9.0%	3.3%	6.4%	10.1%	2.3%	10.2%	2.0%	10.5%	9.6%	8.2%	0.0%	4.6%	2.6%	2.4%	5.7%	10.3%	3.4%	8.2%	4.5%	10.1%
	100.0%	50.6%	23.5%	11.1%	39.5%	12.3%	7.4%	1.2%	11.1%	19.8%	18.5%	0.0%	12.3%	6.2%	7.4%	13.6%	28.4%	16.0%	45.7%	2.5%	13.6%
Using personal computer (not Internet/online)	66	30	27	5	25	22	4	1	5	11	11	5	11	9	13	11	18	15	29	5	7
	5.4%	6.6%	4.6%	3.6%	7.9%	5.0%	6.8%	2.0%	5.8%	6.6%	6.0%	4.6%	5.1%	4.7%	5.2%	5.7%	8.1%	3.9%	6.4%	11.4%	6.4%
	100.0%	45.5%	40.9%	7.6%	37.9%	33.3%	6.1%	1.5%	7.6%	16.7%	16.7%	7.6%	16.7%	13.6%	19.7%	16.7%	27.3%	22.7%	43.9%	7.6%	10.6%
No answer	123	33	57	15	18	42	3	10	4	11	14	7	22	21	31	22	14	37	26	5	5
	10.0%	7.2%	9.8%	10.7%	5.7%	9.5%	5.1%	20.0%	4.7%	6.6%	7.7%	6.5%	10.1%	11.0%	12.4%	11.4%	6.3%	9.7%	5.8%	11.4%	4.6%
	100.0%	26.8%	46.3%	12.2%	14.6%	34.1%	2.4%	8.1%	3.3%	8.9%	11.4%	5.7%	17.9%	17.1%	25.2%	17.9%	11.4%	30.1%	21.1%	4.1%	4.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019488

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Do third most frequently																					
Watching TV	160	82	65	22	60	43	8	8	15	30	27	14	24	20	30	31	36	33	77	10	17
	13.0%	18.0%	11.1%	15.7%	19.0%	9.7%	13.6%	16.0%	17.4%	18.0%	14.8%	13.0%	11.1%	10.5%	12.0%	16.1%	16.1%	8.7%	17.1%	22.7%	15.6%
	100.0%	51.3%	40.6%	13.8%	37.5%	26.9%	5.0%	5.0%	9.4%	18.8%	16.9%	8.8%	15.0%	12.5%	18.8%	19.4%	22.5%	20.6%	48.1%	6.3%	10.6%
Listening to radio	185	75	88	24	51	64	13	8	18	27	29	17	29	27	41	32	38	53	70	6	17
	15.1%	16.4%	15.1%	17.1%	16.1%	14.4%	22.0%	16.0%	20.9%	16.2%	15.8%	15.7%	13.4%	14.1%	16.3%	16.6%	17.0%	13.9%	15.5%	13.6%	15.6%
	100.0%	40.5%	47.6%	13.0%	27.6%	34.6%	7.0%	4.3%	9.7%	14.6%	15.7%	9.2%	15.7%	14.6%	22.2%	17.3%	20.5%	28.6%	37.8%	3.2%	9.2%
Reading newspapers	278	87	137	24	63	113	11	9	15	32	39	30	54	50	58	34	38	106	96	6	25
	22.6%	19.1%	23.5%	17.1%	19.9%	25.5%	18.6%	18.0%	17.4%	19.2%	21.3%	27.8%	24.9%	26.2%	23.1%	17.6%	17.0%	27.9%	21.3%	13.6%	22.9%
	100.0%	31.3%	49.3%	8.6%	22.7%	40.6%	4.0%	3.2%	5.4%	11.5%	14.0%	10.8%	19.4%	18.0%	20.9%	12.2%	13.7%	38.1%	34.5%	2.2%	9.0%
Reading magazines	249	79	129	23	56	106	9	5	14	31	32	20	56	37	38	29	40	82	94	7	19
	20.3%	17.3%	22.1%	16.4%	17.7%	23.9%	15.3%	10.0%	16.3%	18.6%	17.5%	18.5%	25.8%	19.4%	15.1%	15.0%	17.9%	21.6%	20.8%	15.9%	17.4%
	100.0%	31.7%	51.8%	9.2%	22.5%	42.6%	3.6%	2.0%	5.6%	12.4%	12.9%	8.0%	22.5%	14.9%	15.3%	11.6%	16.1%	32.9%	37.8%	2.8%	7.6%
Browsing the Internet	85	41	31	11	30	20	6	4	7	17	19	4	10	13	13	12	26	19	39	4	10
	6.9%	9.0%	5.3%	7.9%	9.5%	4.5%	10.2%	8.0%	8.1%	10.2%	10.4%	3.7%	4.6%	6.8%	5.2%	6.2%	11.7%	5.0%	8.6%	9.1%	9.2%
	100.0%	48.2%	36.5%	12.9%	35.3%	23.5%	7.1%	4.7%	8.2%	20.0%	22.4%	4.7%	11.8%	15.3%	15.3%	14.1%	30.6%	22.4%	45.9%	4.7%	11.8%
Using personal computer (not Internet/online)	84	41	40	15	26	25	6	5	9	14	14	5	14	14	14	13	18	26	32	4	10
	6.8%	9.0%	6.9%	10.7%	8.2%	5.6%	10.2%	10.0%	10.5%	8.4%	7.7%	4.6%	6.5%	7.3%	5.6%	6.7%	8.1%	6.8%	7.1%	9.1%	9.2%
	100.0%	48.8%	47.6%	17.9%	31.0%	29.8%	7.1%	6.0%	10.7%	16.7%	16.7%	6.0%	16.7%	16.7%	16.7%	15.5%	21.4%	31.0%	38.1%	4.8%	11.9%
No answer	188	51	93	21	30	72	6	11	8	16	23	18	30	30	57	42	27	61	43	7	11
	15.3%	11.2%	16.0%	15.0%	9.5%	16.3%	10.2%	22.0%	9.3%	9.6%	12.6%	16.7%	13.8%	15.7%	22.7%	21.8%	12.1%	16.1%	9.5%	15.9%	10.1%
	100.0%	27.1%	49.5%	11.2%	16.0%	38.3%	3.2%	5.9%	4.3%	8.5%	12.2%	9.6%	16.0%	16.0%	30.3%	22.3%	14.4%	32.4%	22.9%	3.7%	5.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019489

Cigar Segmentation

Q2 Section VI. Do you own a personal computer?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Yes	719	322	290	81	241	209	38	28	66	116	121	53	104	109	126	116	158	193	298	27	71
	58.5%	70.6%	49.7%	57.9%	76.3%	47.2%	64.4%	56.0%	76.7%	69.5%	66.1%	49.1%	47.9%	57.1%	50.2%	60.1%	70.9%	50.8%	66.1%	61.4%	65.1%
	100.0%	44.8%	40.3%	11.3%	33.5%	29.1%	5.3%	3.9%	9.2%	16.1%	16.8%	7.4%	14.5%	15.2%	17.5%	16.1%	22.0%	26.8%	41.4%	3.8%	9.9%
No	466	122	276	56	66	220	21	21	18	48	55	52	107	76	115	69	56	177	137	14	34
	37.9%	26.8%	47.3%	40.0%	20.9%	49.7%	35.6%	42.0%	20.9%	28.7%	30.1%	48.1%	49.3%	39.8%	45.8%	35.8%	25.1%	46.6%	30.4%	31.8%	31.2%
	100.0%	26.2%	59.2%	12.0%	14.2%	47.2%	4.5%	4.5%	3.9%	10.3%	11.8%	11.2%	23.0%	16.3%	24.7%	14.8%	12.0%	38.0%	29.4%	3.0%	7.3%
No answer	44	12	17	3	9	14	0	1	2	3	7	3	6	6	10	8	9	10	16	3	4
	3.6%	2.6%	2.9%	2.1%	2.8%	3.2%	0.0%	2.0%	2.3%	1.8%	3.8%	2.8%	2.8%	3.1%	4.0%	4.1%	4.0%	2.6%	3.5%	6.8%	3.7%
	100.0%	27.3%	38.6%	6.8%	20.5%	31.8%	0.0%	2.3%	4.5%	6.8%	15.9%	6.8%	13.6%	13.6%	22.7%	18.2%	20.5%	22.7%	36.4%	6.8%	9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019490

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	30	11	16	5	6	11	2	1	4	4	4	3	6	4	7	6	3	8	10	1	2
	2.4%	2.4%	2.7%	3.6%	1.9%	2.5%	3.4%	2.0%	4.7%	2.4%	2.2%	2.8%	2.8%	2.1%	2.8%	3.1%	1.3%	2.1%	2.2%	2.3%	1.8%
	100.0%	36.7%	53.3%	16.7%	20.0%	36.7%	6.7%	3.3%	13.3%	13.3%	13.3%	10.0%	20.0%	13.3%	23.3%	20.0%	10.0%	26.7%	33.3%	3.3%	6.7%
Total answering	1199	445	567	135	310	432	57	49	82	163	179	105	211	187	244	187	220	372	441	43	107
	97.6%	97.6%	97.3%	96.4%	98.1%	97.5%	96.6%	98.0%	95.3%	97.6%	97.8%	97.2%	97.2%	97.9%	97.2%	96.9%	98.7%	97.9%	97.8%	97.7%	98.2%
	100.0%	37.1%	47.3%	11.3%	25.9%	36.0%	4.8%	4.1%	6.8%	13.6%	14.9%	8.8%	17.6%	15.6%	20.4%	15.6%	18.3%	31.0%	36.8%	3.6%	8.9%
Yes, at home only	252	110	110	34	76	76	14	14	19	45	37	19	37	37	42	40	49	78	97	7	26
	21.0%	24.7%	19.4%	25.2%	24.5%	17.6%	24.6%	28.6%	23.2%	27.6%	20.7%	18.1%	17.5%	19.8%	17.2%	21.4%	22.3%	21.0%	22.0%	16.3%	24.3%
	100.0%	43.7%	43.7%	13.5%	30.2%	30.2%	5.6%	5.6%	7.5%	17.9%	14.7%	7.5%	14.7%	14.7%	16.7%	15.9%	19.4%	31.0%	38.5%	2.8%	10.3%
Yes, at work only	153	66	57	22	44	35	12	9	8	32	22	7	25	26	23	21	30	27	72	9	16
	12.8%	14.8%	10.1%	16.3%	14.2%	8.1%	21.1%	18.4%	9.8%	19.6%	12.3%	6.7%	11.8%	13.9%	9.4%	11.2%	13.6%	7.3%	16.3%	20.9%	15.0%
	100.0%	43.1%	37.3%	14.4%	28.8%	22.9%	7.8%	5.9%	5.2%	20.9%	14.4%	4.6%	16.3%	17.0%	15.0%	13.7%	19.6%	17.6%	47.1%	5.9%	10.5%
Both at work and at home	267	146	68	28	118	40	15	6	32	46	67	6	28	36	40	49	89	38	129	17	28
	22.3%	32.8%	12.0%	20.7%	38.1%	9.3%	26.3%	12.2%	39.0%	28.2%	37.4%	5.7%	13.3%	19.3%	16.4%	26.2%	40.5%	10.2%	29.3%	39.5%	26.2%
	100.0%	54.7%	25.5%	10.5%	44.2%	15.0%	5.6%	2.2%	12.0%	17.2%	25.1%	2.2%	10.5%	13.5%	15.0%	18.4%	33.3%	14.2%	48.3%	6.4%	10.5%
No	527	123	332	51	72	281	16	20	23	40	53	73	121	88	139	77	52	229	143	10	37
	44.0%	27.6%	58.6%	37.8%	23.2%	65.0%	28.1%	40.8%	28.0%	24.5%	29.6%	69.5%	57.3%	47.1%	57.0%	41.2%	23.6%	61.6%	32.4%	23.3%	34.6%
	100.0%	23.3%	63.0%	9.7%	13.7%	53.3%	3.0%	3.8%	4.4%	7.6%	10.1%	13.9%	23.0%	16.7%	26.4%	14.6%	9.9%	43.5%	27.1%	1.9%	7.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019491

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	672	322	235	84	238	151	41	29	59	123	126	32	90	99	105	110	168	143	298	33	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	47.9%	35.0%	12.5%	35.4%	22.5%	6.1%	4.3%	8.8%	18.3%	18.8%	4.8%	13.4%	14.7%	15.6%	16.4%	25.0%	21.3%	44.3%	4.9%	10.4%
America Online	207	97	66	20	77	46	7	8	20	40	41	13	25	28	41	37	53	48	93	7	19
	30.8%	30.1%	28.1%	23.8%	32.4%	30.5%	17.1%	27.6%	33.9%	32.5%	32.5%	40.6%	27.8%	28.3%	39.0%	33.6%	31.5%	33.6%	31.2%	21.2%	27.1%
	100.0%	46.9%	31.9%	9.7%	37.2%	22.2%	3.4%	3.9%	9.7%	19.3%	19.8%	6.3%	12.1%	13.5%	19.8%	17.9%	25.6%	23.2%	44.9%	3.4%	9.2%
AT&T Worldnet	32	20	8	4	16	4	2	1	6	4	7	0	2	5	7	8	5	8	13	0	4
	4.8%	6.2%	3.4%	4.8%	6.7%	2.6%	4.9%	3.4%	10.2%	3.3%	5.6%	0.0%	2.2%	5.1%	6.7%	7.3%	3.0%	5.6%	4.4%	0.0%	5.7%
	100.0%	62.5%	25.0%	12.5%	50.0%	12.5%	6.3%	3.1%	18.8%	12.5%	21.9%	0.0%	6.3%	15.6%	21.9%	25.0%	15.6%	25.0%	40.6%	0.0%	12.5%
CompuServe	18	12	4	2	10	2	1	0	2	4	4	1	1	1	3	4	7	0	8	1	3
	2.7%	3.7%	1.7%	2.4%	4.2%	1.3%	2.4%	0.0%	3.4%	3.3%	3.2%	3.1%	1.1%	1.0%	2.9%	3.6%	4.2%	0.0%	2.7%	3.0%	4.3%
	100.0%	66.7%	22.2%	11.1%	55.6%	11.1%	5.6%	0.0%	11.1%	22.2%	22.2%	5.6%	5.6%	5.6%	16.7%	22.2%	38.9%	0.0%	44.4%	5.6%	16.7%
Network	39	20	21	9	11	12	3	3	4	7	12	2	10	6	7	9	12	10	16	1	2
	5.8%	6.2%	8.9%	10.7%	4.6%	7.9%	7.3%	10.3%	6.8%	5.7%	9.5%	6.3%	11.1%	6.1%	6.7%	8.2%	7.1%	7.0%	5.4%	3.0%	2.9%
	100.0%	51.3%	53.8%	23.1%	28.2%	30.8%	7.7%	7.7%	10.3%	17.9%	30.8%	5.1%	25.6%	15.4%	17.9%	23.1%	30.8%	25.6%	41.0%	2.6%	5.1%
Prodigy	19	11	8	5	6	3	3	1	3	5	1	2	5	2	5	4	4	8	8	0	0
	2.8%	3.4%	3.4%	6.0%	2.5%	2.0%	7.3%	3.4%	5.1%	4.1%	0.8%	6.3%	5.6%	2.0%	4.8%	3.6%	2.4%	5.6%	2.7%	0.0%	0.0%
	100.0%	57.9%	42.1%	26.3%	31.6%	15.8%	15.8%	5.3%	15.8%	26.3%	5.3%	10.5%	26.3%	10.5%	26.3%	21.1%	21.1%	42.1%	42.1%	0.0%	0.0%
Local Internet Provider	136	65	52	16	49	36	8	3	12	23	27	6	19	13	22	22	34	30	60	5	20
	20.2%	20.2%	22.1%	19.0%	20.6%	23.8%	19.5%	10.3%	20.3%	18.7%	21.4%	18.8%	21.1%	13.1%	21.0%	20.0%	20.2%	21.0%	20.1%	15.2%	28.6%
	100.0%	47.8%	38.2%	11.8%	36.0%	26.5%	5.9%	2.2%	8.8%	16.9%	19.9%	4.4%	14.0%	9.6%	16.2%	16.2%	25.0%	22.1%	44.1%	3.7%	14.7%
Other	143	71	44	17	54	27	6	7	11	27	26	2	15	24	13	23	48	25	59	11	20
	21.3%	22.0%	18.7%	20.2%	22.7%	17.9%	14.6%	24.1%	18.6%	22.0%	20.6%	6.3%	16.7%	24.2%	12.4%	20.9%	28.6%	17.5%	19.8%	33.3%	28.6%
	100.0%	49.7%	30.8%	11.9%	37.8%	18.9%	4.2%	4.9%	7.7%	18.9%	18.2%	1.4%	10.5%	16.8%	9.1%	16.1%	33.6%	17.5%	41.3%	7.7%	14.0%
No access at home	94	36	33	14	22	19	7	7	2	17	15	4	12	19	13	10	13	19	43	7	9
	14.0%	11.2%	14.0%	16.7%	9.2%	12.6%	17.1%	24.1%	3.4%	13.8%	11.9%	12.5%	13.3%	19.2%	12.4%	9.1%	7.7%	13.3%	14.4%	21.2%	12.9%
	100.0%	38.3%	35.1%	14.9%	23.4%	20.2%	7.4%	7.4%	2.1%	18.1%	16.0%	4.3%	12.8%	20.2%	13.8%	10.6%	13.8%	20.2%	45.7%	7.4%	9.6%
No answer	41	21	16	7	14	9	6	1	6	10	4	3	9	5	9	9	8	6	20	2	2
	6.1%	6.5%	6.8%	8.3%	5.9%	6.0%	14.6%	3.4%	10.2%	8.1%	3.2%	9.4%	10.0%	5.1%	8.6%	8.2%	4.8%	4.2%	6.7%	6.1%	2.9%
	100.0%	51.2%	39.0%	17.1%	34.1%	22.0%	14.6%	2.4%	14.6%	24.4%	9.8%	7.3%	22.0%	12.2%	22.0%	22.0%	19.5%	14.6%	48.8%	4.9%	4.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019492

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Have purchased																					
Catalog	811	347	367	104	243	263	49	32	71	133	130	70	136	125	163	138	155	223	315	34	101
	66.0%	76.1%	63.0%	74.3%	76.9%	59.4%	83.1%	64.0%	82.6%	79.6%	71.0%	64.8%	62.7%	65.4%	64.9%	71.5%	69.5%	58.7%	69.8%	77.3%	92.7%
	100.0%	42.8%	45.3%	12.8%	30.0%	32.4%	6.0%	3.9%	8.8%	16.4%	16.0%	8.6%	16.8%	15.4%	20.1%	17.0%	19.1%	27.5%	38.8%	4.2%	12.5%
Internet website	241	123	65	25	98	40	8	10	23	46	45	9	24	27	33	39	77	37	100	13	35
	19.6%	27.0%	11.1%	17.9%	31.0%	9.0%	13.6%	20.0%	26.7%	27.5%	24.6%	8.3%	11.1%	14.1%	13.1%	20.2%	34.5%	9.7%	22.2%	29.5%	32.1%
	100.0%	51.0%	27.0%	10.4%	40.7%	16.6%	3.3%	4.1%	9.5%	19.1%	18.7%	3.7%	10.0%	11.2%	13.7%	16.2%	32.0%	15.4%	41.5%	5.4%	14.5%
Mail solicitation, non-catalog	225	78	117	27	51	90	13	7	15	33	28	17	56	41	45	36	34	73	86	8	16
	18.3%	17.1%	20.1%	19.3%	16.1%	20.3%	22.0%	14.0%	17.4%	19.8%	15.3%	15.7%	25.8%	21.5%	17.9%	18.7%	15.2%	19.2%	19.1%	18.2%	14.7%
	100.0%	34.7%	52.0%	12.0%	22.7%	40.0%	5.8%	3.1%	6.7%	14.7%	12.4%	7.6%	24.9%	18.2%	20.0%	16.0%	15.1%	32.4%	38.2%	3.6%	7.1%
TV advertisement responded to directly (800#)	181	78	87	33	45	54	16	8	21	31	26	14	43	29	36	34	33	44	77	9	21
	14.7%	17.1%	14.9%	23.6%	14.2%	12.2%	27.1%	16.0%	24.4%	18.6%	14.2%	13.0%	19.8%	15.2%	14.3%	17.6%	14.8%	11.6%	17.1%	20.5%	19.3%
	100.0%	43.1%	48.1%	18.2%	24.9%	29.8%	8.8%	4.4%	11.6%	17.1%	14.4%	7.7%	23.8%	16.0%	19.9%	18.8%	18.2%	24.3%	42.5%	5.0%	11.6%
Magazine advertisement responded to directly (800#)	163	77	79	28	49	51	12	10	19	26	24	11	37	24	37	38	31	37	74	10	18
	13.3%	16.9%	13.6%	20.0%	15.5%	11.5%	20.3%	20.0%	22.1%	15.6%	13.1%	10.2%	17.1%	12.6%	14.7%	19.7%	13.9%	9.7%	16.4%	22.7%	16.5%
	100.0%	47.2%	48.5%	17.2%	30.1%	31.3%	7.4%	6.1%	11.7%	16.0%	14.7%	6.7%	22.7%	14.7%	22.7%	23.3%	19.0%	22.7%	45.4%	6.1%	11.0%
TV home shopping clubs/ QVC	153	56	77	23	33	54	6	11	17	18	21	16	28	25	42	37	33	47	61	6	9
	12.4%	12.3%	13.2%	16.4%	10.4%	12.2%	10.2%	22.0%	19.8%	10.8%	11.5%	14.8%	12.9%	13.1%	16.7%	19.2%	14.8%	12.4%	13.5%	13.6%	8.3%
	100.0%	36.6%	50.3%	15.0%	21.6%	35.3%	3.9%	7.2%	11.1%	11.8%	13.7%	10.5%	18.3%	16.3%	27.5%	24.2%	21.6%	30.7%	39.9%	3.9%	5.9%
Telemarketing	74	32	34	12	20	22	3	4	6	14	8	6	13	11	18	16	21	21	32	5	10
	6.0%	7.0%	5.8%	8.6%	6.3%	5.0%	5.1%	8.0%	7.0%	8.4%	4.4%	5.6%	6.0%	5.8%	7.2%	8.3%	9.4%	5.5%	7.1%	11.4%	9.2%
	100.0%	43.2%	45.9%	16.2%	27.0%	29.7%	4.1%	5.4%	8.1%	18.9%	10.8%	8.1%	17.6%	14.9%	24.3%	21.6%	28.4%	28.4%	43.2%	6.8%	13.5%
Door-to-door salesperson	60	22	30	8	14	22	4	4	4	10	9	6	13	8	14	10	8	17	25	4	8
	4.9%	4.8%	5.1%	5.7%	4.4%	5.0%	6.8%	8.0%	4.7%	6.0%	4.9%	5.6%	6.0%	4.2%	5.6%	5.2%	3.6%	4.5%	5.5%	9.1%	7.3%
	100.0%	36.7%	50.0%	13.3%	23.3%	36.7%	6.7%	6.7%	6.7%	16.7%	15.0%	10.0%	21.7%	13.3%	23.3%	16.7%	13.3%	28.3%	41.7%	6.7%	13.3%
No answer	295	76	150	25	51	125	5	12	8	24	35	32	55	39	71	41	43	107	98	8	6
	24.0%	16.7%	25.7%	17.9%	16.1%	28.2%	8.5%	24.0%	9.3%	14.4%	19.1%	29.6%	25.3%	20.4%	28.3%	21.2%	19.3%	28.2%	21.7%	18.2%	5.5%
	100.0%	25.8%	50.8%	8.5%	17.3%	42.4%	1.7%	4.1%	2.7%	8.1%	11.9%	10.8%	18.6%	13.2%	24.1%	13.9%	14.6%	36.3%	33.2%	2.7%	2.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019493

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Purchased 3 times or more in past year																					
Catalog	446	205	205	68	137	137	30	19	49	76	70	32	79	74	93	91	85	102	178	15	68
	36.3%	45.0%	35.2%	48.6%	43.4%	30.9%	50.8%	38.0%	57.0%	45.5%	38.3%	29.6%	36.4%	38.7%	37.1%	47.2%	38.1%	26.8%	39.5%	34.1%	62.4%
	100.0%	46.0%	46.0%	15.2%	30.7%	30.7%	6.7%	4.3%	11.0%	17.0%	15.7%	7.2%	17.7%	16.6%	20.9%	20.4%	19.1%	22.9%	39.9%	3.4%	15.2%
Internet website	108	60	30	11	49	19	1	5	13	22	21	4	9	13	16	25	34	13	46	6	15
	8.8%	13.2%	5.1%	7.9%	15.5%	4.3%	1.7%	10.0%	15.1%	13.2%	11.5%	3.7%	4.1%	6.8%	6.4%	13.0%	15.2%	3.4%	10.2%	13.6%	13.8%
	100.0%	55.6%	27.8%	10.2%	45.4%	17.6%	0.9%	4.6%	12.0%	20.4%	19.4%	3.7%	8.3%	12.0%	14.8%	23.1%	31.5%	12.0%	42.6%	5.6%	13.9%
Mail solicitation, non-catalog	68	15	46	7	8	39	3	2	5	5	7	7	24	10	15	11	8	31	16	1	6
	5.5%	3.3%	7.9%	5.0%	2.5%	8.8%	5.1%	4.0%	5.8%	3.0%	3.8%	6.5%	11.1%	5.2%	6.0%	5.7%	3.6%	8.2%	3.5%	2.3%	5.5%
	100.0%	22.1%	67.6%	10.3%	11.8%	57.4%	4.4%	2.9%	7.4%	7.4%	10.3%	10.3%	35.3%	14.7%	22.1%	16.2%	11.8%	45.6%	23.5%	1.5%	8.8%
Magazine advertisement responded to directly (800#)	46	22	24	9	13	15	3	3	5	7	7	2	11	7	12	12	11	5	25	2	5
	3.7%	4.8%	4.1%	6.4%	4.1%	3.4%	5.1%	6.0%	5.8%	4.2%	3.8%	1.9%	5.1%	3.7%	4.8%	6.2%	4.9%	1.3%	5.5%	4.5%	4.6%
	100.0%	47.8%	52.2%	19.6%	28.3%	32.6%	6.5%	6.5%	10.9%	15.2%	15.2%	4.3%	23.9%	15.2%	26.1%	26.1%	23.9%	10.9%	54.3%	4.3%	10.9%
TV home shopping clubs/ QVC	42	20	20	10	10	10	1	7	3	6	5	5	7	5	15	10	8	12	17	1	3
	3.4%	4.4%	3.4%	7.1%	3.2%	2.3%	1.7%	14.0%	3.5%	3.6%	2.7%	4.6%	3.2%	2.6%	6.0%	5.2%	3.6%	3.2%	3.8%	2.3%	2.8%
	100.0%	47.6%	47.6%	23.8%	23.8%	23.8%	2.4%	16.7%	7.1%	14.3%	11.9%	11.9%	16.7%	11.9%	35.7%	23.8%	19.0%	28.6%	40.5%	2.4%	7.1%
TV advertisement responded to directly (800#)	30	13	18	7	6	11	2	2	4	5	4	2	9	5	6	8	5	6	13	0	2
	2.4%	2.9%	3.1%	5.0%	1.9%	2.5%	3.4%	4.0%	4.7%	3.0%	2.2%	1.9%	4.1%	2.6%	2.4%	4.1%	2.2%	1.6%	2.9%	0.0%	1.8%
	100.0%	43.3%	60.0%	23.3%	20.0%	36.7%	6.7%	6.7%	13.3%	16.7%	13.3%	6.7%	30.0%	16.7%	20.0%	26.7%	16.7%	20.0%	43.3%	0.0%	6.7%
Door-to-door salesperson	11	5	7	2	3	5	1	1	2	3	2	2	2	1	3	3	2	2	4	0	1
	0.9%	1.1%	1.2%	1.4%	0.9%	1.1%	1.7%	2.0%	2.3%	1.8%	1.1%	1.9%	0.9%	0.5%	1.2%	1.6%	0.9%	0.5%	0.9%	0.0%	0.9%
	100.0%	45.5%	63.6%	18.2%	27.3%	45.5%	9.1%	9.1%	18.2%	27.3%	18.2%	18.2%	18.2%	9.1%	27.3%	27.3%	18.2%	18.2%	36.4%	0.0%	9.1%
Telemarketing	11	5	5	1	4	4	0	1	2	1	2	0	3	1	4	2	4	3	3	0	1
	0.9%	1.1%	0.9%	0.7%	1.3%	0.9%	0.0%	2.0%	2.3%	0.6%	1.1%	0.0%	1.4%	0.5%	1.6%	1.0%	1.8%	0.8%	0.7%	0.0%	0.9%
	100.0%	45.5%	45.5%	9.1%	36.4%	36.4%	0.0%	9.1%	18.2%	9.1%	18.2%	0.0%	27.3%	9.1%	36.4%	18.2%	36.4%	27.3%	27.3%	0.0%	9.1%
No answer	670	211	325	62	149	263	24	27	27	75	95	71	118	97	143	85	109	241	236	25	32
	54.5%	46.3%	55.7%	44.3%	47.2%	59.4%	40.7%	54.0%	31.4%	44.9%	51.9%	65.7%	54.4%	50.8%	57.0%	44.0%	48.9%	63.4%	52.3%	56.8%	29.4%
	100.0%	31.5%	48.5%	9.3%	22.2%	39.3%	3.6%	4.0%	4.0%	11.2%	14.2%	10.6%	17.6%	14.5%	21.3%	12.7%	16.3%	36.0%	35.2%	3.7%	4.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019494

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Regular status																					
Airline frequent flier program	325	175	104	38	137	66	21	8	39	61	65	12	42	38	48	54	90	45	151	20	40
	26.4%	38.4%	17.8%	27.1%	43.4%	14.9%	35.6%	16.0%	45.3%	36.5%	35.5%	11.1%	19.4%	19.9%	19.1%	28.0%	40.4%	11.8%	33.5%	45.5%	36.7%
	100.0%	53.8%	32.0%	11.7%	42.2%	20.3%	6.5%	2.5%	12.0%	18.8%	20.0%	3.7%	12.9%	11.7%	14.8%	16.6%	27.7%	13.8%	46.5%	6.2%	12.3%
Hotel awards program	182	101	57	25	76	32	16	5	22	33	41	9	26	32	30	36	55	24	89	10	19
	14.8%	22.1%	9.8%	17.9%	24.1%	7.2%	27.1%	10.0%	25.6%	19.8%	22.4%	8.3%	12.0%	16.8%	12.0%	18.7%	24.7%	6.3%	19.7%	22.7%	17.4%
	100.0%	55.5%	31.3%	13.7%	41.8%	17.6%	8.8%	2.7%	12.1%	18.1%	22.5%	4.9%	14.3%	17.6%	16.5%	19.8%	30.2%	13.2%	48.9%	5.5%	10.4%
Grocery buyer program	385	164	176	55	109	121	23	23	28	68	67	32	73	61	75	72	85	105	152	19	35
	31.3%	36.0%	30.2%	39.3%	34.5%	27.3%	39.0%	46.0%	32.6%	40.7%	36.6%	29.6%	33.6%	31.9%	29.9%	37.3%	38.1%	27.6%	33.7%	43.2%	32.1%
	100.0%	42.6%	45.7%	14.3%	28.3%	31.4%	6.0%	6.0%	7.3%	17.7%	17.4%	8.3%	19.0%	15.8%	19.5%	18.7%	22.1%	27.3%	39.5%	4.9%	9.1%
Credit card award program	357	164	146	46	118	100	25	11	30	66	62	26	58	57	68	61	80	86	140	22	43
	29.0%	36.0%	25.0%	32.9%	37.3%	22.6%	42.4%	22.0%	34.9%	39.5%	33.9%	24.1%	26.7%	29.8%	27.1%	31.6%	35.9%	22.6%	31.0%	50.0%	39.4%
	100.0%	45.9%	40.9%	12.9%	33.1%	28.0%	7.0%	3.1%	8.4%	18.5%	17.4%	7.3%	16.2%	16.0%	19.0%	17.1%	22.4%	24.1%	39.2%	6.2%	12.0%
Car rental privilege program	128	70	37	14	56	23	9	3	16	26	27	7	17	18	25	27	38	18	60	13	15
	10.4%	15.4%	6.3%	10.0%	17.7%	5.2%	15.3%	6.0%	18.6%	15.6%	14.8%	6.5%	7.8%	9.4%	10.0%	14.0%	17.0%	4.7%	13.3%	29.5%	13.8%
	100.0%	54.7%	28.9%	10.9%	43.8%	18.0%	7.0%	2.3%	12.5%	20.3%	21.1%	5.5%	13.3%	14.1%	19.5%	21.1%	29.7%	14.1%	46.9%	10.2%	11.7%
No answer	512	132	288	51	81	237	17	20	27	44	53	58	94	84	126	73	63	200	148	11	44
	41.7%	28.9%	49.4%	36.4%	25.6%	53.5%	28.8%	40.0%	31.4%	26.3%	29.0%	53.7%	43.3%	44.0%	50.2%	37.8%	28.3%	52.6%	32.8%	25.0%	40.4%
	100.0%	25.8%	56.3%	10.0%	15.8%	46.3%	3.3%	3.9%	5.3%	8.6%	10.4%	11.3%	18.4%	16.4%	24.6%	14.3%	12.3%	39.1%	28.9%	2.1%	8.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019495

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229 100.0% 100.0%	456 100.0% 37.1%	583 100.0% 47.4%	140 100.0% 11.4%	316 100.0% 25.7%	443 100.0% 36.0%	59 100.0% 4.8%	50 100.0% 4.1%	86 100.0% 7.0%	167 100.0% 13.6%	183 100.0% 14.9%	108 100.0% 8.8%	217 100.0% 17.7%	191 100.0% 15.5%	251 100.0% 20.4%	193 100.0% 15.7%	223 100.0% 18.1%	380 100.0% 30.9%	451 100.0% 36.7%	44 100.0% 3.6%	109 100.0% 8.9%
Gold/Elite status																					
Airline frequent flier program	67 5.5% 100.0%	45 9.9% 67.2%	16 2.7% 23.9%	11 7.9% 16.4%	34 10.8% 50.7%	5 1.1% 7.5%	8 13.6% 11.9%	1 2.0% 1.5%	7 8.1% 10.4%	19 11.4% 28.4%	13 7.1% 19.4%	0 0.0% 0.0%	3 1.4% 4.5%	13 6.8% 19.4%	7 2.8% 10.4%	18 9.3% 26.9%	25 11.2% 37.3%	7 1.8% 10.4%	34 7.5% 50.7%	5 11.4% 7.5%	6 5.5% 9.0%
Hotel awards program	52 4.2% 100.0%	40 8.8% 76.9%	17 2.9% 32.7%	14 10.0% 26.9%	26 8.2% 50.0%	3 0.7% 5.8%	9 15.3% 17.3%	1 2.0% 1.9%	7 8.1% 13.5%	15 9.0% 28.8%	13 7.1% 25.0%	0 0.0% 0.0%	3 1.4% 5.8%	9 4.7% 17.3%	9 3.6% 17.3%	15 7.8% 28.8%	22 9.9% 42.3%	4 1.1% 7.7%	26 5.8% 50.0%	5 11.4% 9.6%	5 4.6% 9.6%
Grocery buyer program	30 2.4% 100.0%	12 2.6% 40.0%	16 2.7% 53.3%	3 2.1% 10.0%	9 2.8% 30.0%	13 2.9% 43.3%	2 3.4% 6.7%	0 0.0% 0.0%	1 1.2% 3.3%	7 4.2% 23.3%	2 1.1% 6.7%	3 2.8% 10.0%	2 0.9% 6.7%	7 3.7% 23.3%	4 1.6% 13.3%	12 6.2% 40.0%	6 2.7% 20.0%	10 2.6% 33.3%	12 2.7% 40.0%	0 0.0% 0.0%	2 1.8% 6.7%
Credit card award program	99 8.1% 100.0%	49 10.7% 49.5%	42 7.2% 42.4%	19 13.6% 19.2%	30 9.5% 30.3%	23 5.2% 23.2%	12 20.3% 12.1%	4 8.0% 4.0%	8 9.3% 8.1%	22 13.2% 22.2%	16 8.7% 16.2%	2 1.9% 2.0%	21 9.7% 21.2%	17 8.9% 17.2%	13 5.2% 13.1%	21 10.9% 21.2%	23 10.3% 23.2%	20 5.3% 20.2%	45 10.0% 45.5%	3 6.8% 3.0%	5 4.6% 5.1%
Car rental privilege program	47 3.8% 100.0%	31 6.8% 66.0%	14 2.4% 29.8%	9 6.4% 19.1%	22 7.0% 46.8%	5 1.1% 10.6%	4 6.8% 8.5%	2 4.0% 4.3%	6 7.0% 12.8%	14 8.4% 29.8%	9 4.9% 19.1%	1 0.9% 2.1%	5 2.3% 10.6%	5 2.6% 10.6%	9 3.6% 19.1%	15 7.8% 31.9%	19 8.5% 40.4%	4 1.1% 8.5%	28 6.2% 59.6%	4 9.1% 8.5%	3 2.8% 6.4%
No answer	1063 86.5% 100.0%	370 81.1% 34.8%	523 89.7% 49.2%	117 83.6% 11.0%	253 80.1% 23.8%	406 91.6% 38.2%	45 76.3% 4.2%	46 92.0% 4.3%	68 79.1% 6.4%	133 79.6% 12.5%	154 84.2% 14.5%	103 95.4% 9.7%	193 88.9% 18.2%	163 85.3% 15.3%	227 90.4% 21.4%	157 81.3% 14.8%	176 78.9% 16.6%	345 90.8% 32.5%	376 83.4% 35.4%	38 86.4% 3.6%	97 89.0% 9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019496

Cigar Segmentation

Q5 Section VI. Which, if any, of the following airline and hotel programs do you belong to?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	845	248	460	91	157	369	30	41	40	96	97	93	168	140	191	123	107	327	271	19	59
	68.8%	54.4%	78.9%	65.0%	49.7%	83.3%	50.8%	82.0%	46.5%	57.5%	53.0%	86.1%	77.4%	73.3%	76.1%	63.7%	48.0%	86.1%	60.1%	43.2%	54.1%
	100.0%	29.3%	54.4%	10.8%	18.6%	43.7%	3.6%	4.9%	4.7%	11.4%	11.5%	11.0%	19.9%	16.6%	22.6%	14.6%	12.7%	38.7%	32.1%	2.2%	7.0%
Total answering	384	208	123	49	159	74	29	9	46	71	86	15	49	51	60	70	116	53	180	25	50
	31.2%	45.6%	21.1%	35.0%	50.3%	16.7%	49.2%	18.0%	53.5%	42.5%	47.0%	13.9%	22.6%	26.7%	23.9%	36.3%	52.0%	13.9%	39.9%	56.8%	45.9%
	100.0%	54.2%	32.0%	12.8%	41.4%	19.3%	7.6%	2.3%	12.0%	18.5%	22.4%	3.9%	12.8%	13.3%	15.6%	18.2%	30.2%	13.8%	46.9%	6.5%	13.0%
American Airlines Advantage	176	107	54	27	80	27	14	7	19	41	41	4	19	26	27	33	59	24	80	12	23
	45.8%	51.4%	43.9%	55.1%	50.3%	36.5%	48.3%	77.8%	41.3%	57.7%	47.7%	26.7%	38.8%	51.0%	45.0%	47.1%	50.9%	45.3%	44.4%	48.0%	46.0%
	100.0%	60.8%	30.7%	15.3%	45.5%	15.3%	8.0%	4.0%	10.8%	23.3%	23.3%	2.3%	10.8%	14.8%	15.3%	18.8%	33.5%	13.6%	45.5%	6.8%	13.1%
Continental OnePass	102	64	24	13	51	11	8	2	11	18	28	2	10	13	14	19	37	11	47	7	16
	26.6%	30.8%	19.5%	26.5%	32.1%	14.9%	27.6%	22.2%	23.9%	25.4%	32.6%	13.3%	20.4%	25.5%	23.3%	27.1%	31.9%	20.8%	26.1%	28.0%	32.0%
	100.0%	62.7%	23.5%	12.7%	50.0%	10.8%	7.8%	2.0%	10.8%	17.6%	27.5%	2.0%	9.8%	12.7%	13.7%	18.6%	36.3%	10.8%	46.1%	6.9%	15.7%
Delta SkyMiles	168	93	48	23	70	25	13	4	21	32	40	4	16	24	26	34	57	18	79	12	19
	43.8%	44.7%	39.0%	46.9%	44.0%	33.8%	44.8%	44.4%	45.7%	45.1%	46.5%	26.7%	32.7%	47.1%	43.3%	48.6%	49.1%	34.0%	43.9%	48.0%	38.0%
	100.0%	55.4%	28.6%	13.7%	41.7%	14.9%	7.7%	2.4%	12.5%	19.0%	23.8%	2.4%	9.5%	14.3%	15.5%	20.2%	33.9%	10.7%	47.0%	7.1%	11.3%
Northwest World Perks	100	59	26	8	51	18	5	2	15	21	27	4	11	14	17	19	31	9	45	9	16
	26.0%	28.4%	21.1%	16.3%	32.1%	24.3%	17.2%	22.2%	32.6%	29.6%	31.4%	26.7%	22.4%	27.5%	28.3%	27.1%	26.7%	17.0%	25.0%	36.0%	32.0%
	100.0%	59.0%	26.0%	8.0%	51.0%	18.0%	5.0%	2.0%	15.0%	21.0%	27.0%	4.0%	11.0%	14.0%	17.0%	19.0%	31.0%	9.0%	45.0%	9.0%	16.0%
United Airlines Mileage Plus	144	86	39	17	69	22	10	2	19	30	35	4	12	21	20	33	49	16	68	14	18
	37.5%	41.3%	31.7%	34.7%	43.4%	29.7%	34.5%	22.2%	41.3%	42.3%	40.7%	26.7%	24.5%	41.2%	33.3%	47.1%	42.2%	30.2%	37.8%	56.0%	36.0%
	100.0%	59.7%	27.1%	11.8%	47.9%	15.3%	6.9%	1.4%	13.2%	20.8%	24.3%	2.8%	8.3%	14.6%	13.9%	22.9%	34.0%	11.1%	47.2%	9.7%	12.5%
US Airways Frequent Traveler Program	125	71	40	19	52	21	12	3	19	26	30	3	18	18	22	25	40	16	56	11	14
	32.6%	34.1%	32.5%	38.8%	32.7%	28.4%	41.4%	33.3%	41.3%	36.6%	34.9%	20.0%	36.7%	35.3%	36.7%	35.7%	34.5%	30.2%	31.1%	44.0%	28.0%
	100.0%	56.8%	32.0%	15.2%	41.6%	16.8%	9.6%	2.4%	15.2%	20.8%	24.0%	2.4%	14.4%	14.4%	17.6%	20.0%	32.0%	12.8%	44.8%	8.8%	11.2%
Hilton Honors	84	59	18	11	48	7	7	1	15	18	20	3	7	12	17	23	33	4	41	8	13
	21.9%	28.4%	14.6%	22.4%	30.2%	9.5%	24.1%	11.1%	32.6%	25.4%	23.3%	20.0%	14.3%	23.5%	28.3%	32.9%	28.4%	7.5%	22.8%	32.0%	26.0%
	100.0%	70.2%	21.4%	13.1%	57.1%	8.3%	8.3%	1.2%	17.9%	21.4%	23.8%	3.6%	8.3%	14.3%	20.2%	27.4%	39.3%	4.8%	48.8%	9.5%	15.5%
Marriott Rewards	105	67	32	19	48	13	12	4	16	24	26	3	14	17	18	25	41	9	51	11	10
	27.3%	32.2%	26.0%	38.8%	30.2%	17.6%	41.4%	44.4%	34.8%	33.8%	30.2%	20.0%	28.6%	33.3%	30.0%	35.7%	35.3%	17.0%	28.3%	44.0%	20.0%
	100.0%	63.8%	30.5%	18.1%	45.7%	12.4%	11.4%	3.8%	15.2%	22.9%	24.8%	2.9%	13.3%	16.2%	17.1%	23.8%	39.0%	8.6%	48.6%	10.5%	9.5%
Sheraton Club International	50	31	18	12	19	6	6	2	6	9	11	3	5	9	11	13	14	3	20	8	6
	13.0%	14.9%	14.6%	24.5%	11.9%	8.1%	20.7%	22.2%	13.0%	12.7%	12.8%	20.0%	10.2%	17.6%	18.3%	18.6%	12.1%	5.7%	11.1%	32.0%	12.0%
	100.0%	62.0%	36.0%	24.0%	38.0%	12.0%	12.0%	4.0%	12.0%	18.0%	22.0%	6.0%	10.0%	18.0%	22.0%	26.0%	28.0%	6.0%	40.0%	16.0%	12.0%
Westin Premier	20	15	7	4	11	3	3	1	3	9	3	1	3	3	4	6	11	1	8	2	4
	5.2%	7.2%	5.7%	8.2%	6.9%	4.1%	10.3%	11.1%	6.5%	12.7%	3.5%	6.7%	6.1%	5.9%	6.7%	8.6%	9.5%	1.9%	4.4%	8.0%	8.0%
	100.0%	75.0%	35.0%	20.0%	55.0%	15.0%	15.0%	5.0%	15.0%	45.0%	15.0%	5.0%	15.0%	15.0%	20.0%	30.0%	55.0%	5.0%	40.0%	10.0%	20.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019497

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Do not subscribe to, buy, or read magazines regularly	174	46	96	19	27	77	7	9	3	10	18	20	36	32	44	20	17	73	44	2	8
	14.2%	10.1%	16.5%	13.6%	8.5%	17.4%	11.9%	18.0%	3.5%	6.0%	9.8%	18.5%	16.6%	16.8%	17.5%	10.4%	7.6%	19.2%	9.8%	4.5%	7.3%
	100.0%	26.4%	55.2%	10.9%	15.5%	44.3%	4.0%	5.2%	1.7%	5.7%	10.3%	11.5%	20.7%	18.4%	25.3%	11.5%	9.8%	42.0%	25.3%	1.1%	4.6%
Sports (Sports Illustrated, Field and Stream, Golf Digest)	382	176	186	63	113	123	32	21	36	76	65	23	75	58	73	69	69	106	169	20	31
	31.1%	38.6%	31.9%	45.0%	35.8%	27.8%	54.2%	42.0%	41.9%	45.5%	35.5%	21.3%	34.6%	30.4%	29.1%	35.8%	30.9%	27.9%	37.5%	45.5%	28.4%
	100.0%	46.1%	48.7%	16.5%	29.6%	32.2%	8.4%	5.5%	9.4%	19.9%	17.0%	6.0%	19.6%	15.2%	19.1%	18.1%	18.1%	27.7%	44.2%	5.2%	8.1%
Business (Business Week, Fortune, Forbes)	156	87	49	23	64	26	11	7	20	34	28	7	20	18	25	38	46	18	78	11	17
	12.7%	19.1%	8.4%	16.4%	20.3%	5.9%	18.6%	14.0%	23.3%	20.4%	15.3%	6.5%	9.2%	9.4%	10.0%	19.7%	20.6%	4.7%	17.3%	25.0%	15.6%
	100.0%	55.8%	31.4%	14.7%	41.0%	16.7%	7.1%	4.5%	12.8%	21.8%	17.9%	4.5%	12.8%	11.5%	16.0%	24.4%	29.5%	11.5%	50.0%	7.1%	10.9%
Computers (PC World)	162	69	66	21	48	45	7	8	14	21	29	17	26	17	36	35	37	33	75	8	17
	13.2%	15.1%	11.3%	15.0%	15.2%	10.2%	11.9%	16.0%	16.3%	12.6%	15.8%	15.7%	12.0%	8.9%	14.3%	18.1%	16.6%	8.7%	16.6%	18.2%	15.6%
	100.0%	42.6%	40.7%	13.0%	29.6%	27.8%	4.3%	4.9%	8.6%	13.0%	17.9%	10.5%	16.0%	10.5%	22.2%	21.6%	22.8%	20.4%	46.3%	4.9%	10.5%
Cooking and Food (Bon Appetit, Food & Wine, Southern Living)	153	80	63	21	59	42	10	7	18	33	25	16	25	24	40	40	39	34	69	11	16
	12.4%	17.5%	10.8%	15.0%	18.7%	9.5%	16.9%	14.0%	20.9%	19.8%	13.7%	14.8%	11.5%	12.6%	15.9%	20.7%	17.5%	8.9%	15.3%	25.0%	14.7%
	100.0%	52.3%	41.2%	13.7%	38.6%	27.5%	6.5%	4.6%	11.8%	21.6%	16.3%	10.5%	16.3%	15.7%	26.1%	26.1%	25.5%	22.2%	45.1%	7.2%	10.5%
Health (Prevention, In Health, Men's Health)	148	59	69	18	41	51	9	5	12	18	25	18	20	26	32	32	28	37	64	6	9
	12.0%	12.9%	11.8%	12.9%	13.0%	11.5%	15.3%	10.0%	14.0%	10.8%	13.7%	16.7%	9.2%	13.6%	12.7%	16.6%	12.6%	9.7%	14.2%	13.6%	8.3%
	100.0%	39.9%	46.6%	12.2%	27.7%	34.5%	6.1%	3.4%	8.1%	12.2%	16.9%	12.2%	13.5%	17.6%	21.6%	21.6%	18.9%	25.0%	43.2%	4.1%	6.1%
Fitness (Fitness, Shape)	57	24	28	9	15	19	6	2	9	9	6	11	10	7	19	16	18	13	22	3	7
	4.6%	5.3%	4.8%	6.4%	4.7%	4.3%	10.2%	4.0%	10.5%	5.4%	3.3%	10.2%	4.6%	3.7%	7.6%	8.3%	8.1%	3.4%	4.9%	6.8%	6.4%
	100.0%	42.1%	49.1%	15.8%	26.3%	33.3%	10.5%	3.5%	15.8%	15.8%	10.5%	19.3%	17.5%	12.3%	33.3%	28.1%	31.6%	22.8%	38.6%	5.3%	12.3%
News (Time, Newsweek, US News & World Report)	217	93	83	25	68	58	10	8	25	37	25	11	39	30	43	49	45	45	96	10	29
	17.7%	20.4%	14.2%	17.9%	21.5%	13.1%	16.9%	16.0%	29.1%	22.2%	13.7%	10.2%	18.0%	15.7%	17.1%	25.4%	20.2%	11.8%	21.3%	22.7%	26.6%
	100.0%	42.9%	38.2%	11.5%	31.3%	26.7%	4.6%	3.7%	11.5%	17.1%	11.5%	5.1%	18.0%	13.8%	19.8%	22.6%	20.7%	20.7%	44.2%	4.6%	13.4%
General (TV Guide, Readers' Digest, Life)	323	101	177	40	61	137	19	11	32	35	42	34	70	46	78	58	47	120	115	12	23
	26.3%	22.1%	30.4%	28.6%	19.3%	30.9%	32.2%	22.0%	37.2%	21.0%	23.0%	31.5%	32.3%	24.1%	31.1%	30.1%	21.1%	31.6%	25.5%	27.3%	21.1%
	100.0%	31.3%	54.8%	12.4%	18.9%	42.4%	5.9%	3.4%	9.9%	10.8%	13.0%	10.5%	21.7%	14.2%	24.1%	18.0%	14.6%	37.2%	35.6%	3.7%	7.1%
In-flight airline magazines (United Airlines, Hemispheres)	36	19	12	4	15	8	1	1	6	7	3	3	3	4	5	6	10	4	17	5	7
	2.9%	4.2%	2.1%	2.9%	4.7%	1.8%	1.7%	2.0%	7.0%	4.2%	1.6%	2.8%	1.4%	2.1%	2.0%	3.1%	4.5%	1.1%	3.8%	11.4%	6.4%
	100.0%	52.8%	33.3%	11.1%	41.7%	22.2%	2.8%	2.8%	16.7%	19.4%	8.3%	8.3%	8.3%	11.1%	13.9%	16.7%	27.8%	11.1%	47.2%	13.9%	19.4%
Political & Social Opinion (New Republic, Commentary)	52	27	15	7	20	8	3	2	6	9	10	4	7	4	7	13	17	8	29	3	8
	4.2%	5.9%	2.6%	5.0%	6.3%	1.8%	5.1%	4.0%	7.0%	5.4%	5.5%	3.7%	3.2%	2.1%	2.8%	6.7%	7.6%	2.1%	6.4%	6.8%	7.3%
	100.0%	51.9%	28.8%	13.5%	38.5%	15.4%	5.8%	3.8%	11.5%	17.3%	19.2%	7.7%	13.5%	7.7%	13.5%	25.0%	32.7%	15.4%	55.8%	5.8%	15.4%
Mature (Modern Maturity, New Chronicles)	118	41	65	22	19	43	10	6	10	14	14	15	30	12	35	25	4	45	34	5	16
	9.6%	9.0%	11.1%	15.7%	6.0%	9.7%	16.9%	12.0%	11.6%	8.4%	7.7%	13.9%	13.8%	6.3%	13.9%	13.0%	1.8%	11.8%	7.5%	11.4%	14.7%
	100.0%	34.7%	55.1%	18.6%	16.1%	36.4%	8.5%	5.1%	8.5%	11.9%	11.9%	12.7%	25.4%	10.2%	29.7%	21.2%	3.4%	38.1%	28.8%	4.2%	13.6%
Entertainment (People, US, Entertainment Weekly)	157	52	81	20	32	61	8	8	12	25	24	12	32	31	32	30	35	47	60	9	10
	12.8%	11.4%	13.9%	14.3%	10.1%	13.8%	13.6%	16.0%	14.0%	15.0%	13.1%	11.1%	14.7%	16.2%	12.7%	15.5%	15.7%	12.4%	13.3%	20.5%	9.2%
	100.0%	33.1%	51.6%	12.7%	20.4%	38.9%	5.1%	5.1%	7.6%	15.9%	15.3%	7.6%	20.4%	19.7%	20.4%	19.1%	22.3%	29.9%	38.2%	5.7%	6.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019498

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Homes (Better Homes and Gardens, Architectural Digest)	155	74	77	26	48	51	9	6	19	29	19	18	24	23	43	42	33	45	74	8	9
	12.6%	16.2%	13.2%	18.6%	15.2%	11.5%	15.3%	12.0%	22.1%	17.4%	10.4%	16.7%	11.1%	12.0%	17.1%	21.8%	14.8%	11.8%	16.4%	18.2%	8.3%
	100.0%	47.7%	49.7%	16.8%	31.0%	32.9%	5.8%	3.9%	12.3%	18.7%	12.3%	11.6%	15.5%	14.8%	27.7%	27.1%	21.3%	29.0%	47.7%	5.2%	5.8%
Parenting (Parents, Child)	67	22	34	9	13	25	4	2	4	7	10	9	10	12	11	14	21	19	34	3	2
	5.5%	4.8%	5.8%	6.4%	4.1%	5.6%	6.8%	4.0%	4.7%	4.2%	5.5%	8.3%	4.6%	6.3%	4.4%	7.3%	9.4%	5.0%	7.5%	6.8%	1.8%
	100.0%	32.8%	50.7%	13.4%	19.4%	37.3%	6.0%	3.0%	6.0%	10.4%	14.9%	13.4%	14.9%	17.9%	16.4%	20.9%	31.3%	28.4%	50.7%	4.5%	3.0%
Home improvement (Family Handyman)	159	65	92	25	40	67	9	9	11	34	13	23	27	34	43	38	21	49	60	5	14
	12.9%	14.3%	15.8%	17.9%	12.7%	15.1%	15.3%	18.0%	12.8%	20.4%	7.1%	21.3%	12.4%	17.8%	17.1%	19.7%	9.4%	12.9%	13.3%	11.4%	12.8%
	100.0%	40.9%	57.9%	15.7%	25.2%	42.1%	5.7%	5.7%	6.9%	21.4%	8.2%	14.5%	17.0%	21.4%	27.0%	23.9%	13.2%	30.8%	37.7%	3.1%	8.8%
Science (Popular Science)	124	47	61	18	29	43	6	8	11	20	18	17	21	20	33	26	24	36	48	7	14
	10.1%	10.3%	10.5%	12.9%	9.2%	9.7%	10.2%	16.0%	12.8%	12.0%	9.8%	15.7%	9.7%	10.5%	13.1%	13.5%	10.8%	9.5%	10.6%	15.9%	12.8%
	100.0%	37.9%	49.2%	14.5%	23.4%	34.7%	4.8%	6.5%	8.9%	16.1%	14.5%	13.7%	16.9%	16.1%	26.6%	21.0%	19.4%	29.0%	38.7%	5.6%	11.3%
Mens fashion magazines (GQ, Details)	71	38	25	6	32	19	2	3	9	16	16	8	6	8	20	23	28	14	33	5	7
	5.8%	8.3%	4.3%	4.3%	10.1%	4.3%	3.4%	6.0%	10.5%	9.6%	8.7%	7.4%	2.8%	4.2%	8.0%	11.9%	12.6%	3.7%	7.3%	11.4%	6.4%
	100.0%	53.5%	35.2%	8.5%	45.1%	26.8%	2.8%	4.2%	12.7%	22.5%	22.5%	11.3%	8.5%	11.3%	28.2%	32.4%	39.4%	19.7%	46.5%	7.0%	9.9%
Mens general interest magazines (Playboy, Men's Journal, Esquire)	208	86	99	28	58	71	13	10	17	40	34	18	32	35	42	42	55	52	85	12	18
	16.9%	18.9%	17.0%	20.0%	18.4%	16.0%	22.0%	20.0%	19.8%	24.0%	18.6%	16.7%	14.7%	18.3%	16.7%	21.8%	24.7%	13.7%	18.8%	27.3%	16.5%
	100.0%	41.3%	47.6%	13.5%	27.9%	34.1%	6.3%	4.8%	8.2%	19.2%	16.3%	8.7%	15.4%	16.8%	20.2%	20.2%	26.4%	25.0%	40.9%	5.8%	8.7%
Auto magazines (Road and Track, Motor Trend)	191	66	105	20	46	85	4	10	15	22	24	26	37	31	47	37	34	68	70	7	16
	15.5%	14.5%	18.0%	14.3%	14.6%	19.2%	6.8%	20.0%	17.4%	13.2%	13.1%	24.1%	17.1%	16.2%	18.7%	19.2%	15.2%	17.9%	15.5%	15.9%	14.7%
	100.0%	34.6%	55.0%	10.5%	24.1%	44.5%	2.1%	5.2%	7.9%	11.5%	12.6%	13.6%	19.4%	16.2%	24.6%	19.4%	17.8%	35.6%	36.6%	3.7%	8.4%
Cigar magazines (Cigar Aficionado, Smoke)	140	91	50	23	68	27	13	4	37	38	17	14	17	16	48	66	39	17	64	4	29
	11.4%	20.0%	8.6%	16.4%	21.5%	6.1%	22.0%	8.0%	43.0%	22.8%	9.3%	13.0%	7.8%	8.4%	19.1%	34.2%	17.5%	4.5%	14.2%	9.1%	26.6%
	100.0%	65.0%	35.7%	16.4%	48.6%	19.3%	9.3%	2.9%	26.4%	27.1%	12.1%	10.0%	12.1%	11.4%	34.3%	47.1%	27.9%	12.1%	45.7%	2.9%	20.7%
Consumer magazines (Consumer Reports, Consumer Digest)	179	67	75	22	45	53	11	7	19	23	24	17	29	23	48	36	27	42	71	8	23
	14.6%	14.7%	12.9%	15.7%	14.2%	12.0%	18.6%	14.0%	22.1%	13.8%	13.1%	15.7%	13.4%	12.0%	19.1%	18.7%	12.1%	11.1%	15.7%	18.2%	21.1%
	100.0%	37.4%	41.9%	12.3%	25.1%	29.6%	6.1%	3.9%	10.6%	12.8%	13.4%	9.5%	16.2%	12.8%	26.8%	20.1%	15.1%	23.5%	39.7%	4.5%	12.8%
Money/Finance (Money, Worth)	166	79	55	19	60	36	9	4	19	29	39	10	25	22	30	33	43	24	82	9	22
	13.5%	17.3%	9.4%	13.6%	19.0%	8.1%	15.3%	8.0%	22.1%	17.4%	21.3%	9.3%	11.5%	11.5%	12.0%	17.1%	19.3%	6.3%	18.2%	20.5%	20.2%
	100.0%	47.6%	33.1%	11.4%	36.1%	21.7%	5.4%	2.4%	11.4%	17.5%	23.5%	6.0%	15.1%	13.3%	18.1%	19.9%	25.9%	14.5%	49.4%	5.4%	13.3%
No answer	58	11	29	2	9	27	1	0	1	4	8	5	10	10	14	2	7	19	15	4	6
	4.7%	2.4%	5.0%	1.4%	2.8%	6.1%	1.7%	0.0%	1.2%	2.4%	4.4%	4.6%	4.6%	5.2%	5.6%	1.0%	3.1%	5.0%	3.3%	9.1%	5.5%
	100.0%	19.0%	50.0%	3.4%	15.5%	46.6%	1.7%	0.0%	1.7%	6.9%	13.8%	8.6%	17.2%	17.2%	24.1%	3.4%	12.1%	32.8%	25.9%	6.9%	10.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019499

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG. PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Playboy	200	77	105	24	53	81	11	8	19	33	31	21	37	30	46	45	42	56	74	10	17
	16.3%	16.9%	18.0%	17.1%	16.8%	18.3%	18.6%	16.0%	22.1%	19.8%	16.9%	19.4%	17.1%	15.7%	18.3%	23.3%	18.8%	14.7%	16.4%	22.7%	15.6%
	100.0%	38.5%	52.5%	12.0%	26.5%	40.5%	5.5%	4.0%	9.5%	16.5%	15.5%	10.5%	18.5%	15.0%	23.0%	22.5%	21.0%	28.0%	37.0%	5.0%	8.5%
Sports Illustrated	153	66	74	21	45	53	10	9	15	22	30	11	28	21	31	34	33	40	62	13	10
	12.4%	14.5%	12.7%	15.0%	14.2%	12.0%	16.9%	18.0%	17.4%	13.2%	16.4%	10.2%	12.9%	11.0%	12.4%	17.6%	14.8%	10.5%	13.7%	29.5%	9.2%
	100.0%	43.1%	48.4%	13.7%	29.4%	34.6%	6.5%	5.9%	9.8%	14.4%	19.6%	7.2%	18.3%	13.7%	20.3%	22.2%	21.6%	26.1%	40.5%	8.5%	6.5%
Newsweek	149	68	54	18	50	36	8	6	19	26	23	9	30	19	35	33	27	30	65	7	22
	12.1%	14.9%	9.3%	12.9%	15.8%	8.1%	13.6%	12.0%	22.1%	15.6%	12.6%	8.3%	13.8%	9.9%	13.9%	17.1%	12.1%	7.9%	14.4%	15.9%	20.2%
	100.0%	45.6%	36.2%	12.1%	33.6%	24.2%	5.4%	4.0%	12.8%	17.4%	15.4%	6.0%	20.1%	12.8%	23.5%	22.1%	18.1%	20.1%	43.6%	4.7%	14.8%
Field & Stream	138	40	94	18	22	76	7	8	5	18	13	13	38	22	39	27	16	56	60	1	1
	11.2%	8.8%	16.1%	12.9%	7.0%	17.2%	11.9%	16.0%	5.8%	10.8%	7.1%	12.0%	17.5%	11.5%	15.5%	14.0%	7.2%	14.7%	13.3%	2.3%	0.9%
	100.0%	29.0%	68.1%	13.0%	15.9%	55.1%	5.1%	5.8%	3.6%	13.0%	9.4%	9.4%	27.5%	15.9%	28.3%	19.6%	11.6%	40.6%	43.5%	0.7%	0.7%
Time	121	56	48	16	40	32	8	5	14	23	15	8	26	16	26	28	25	27	58	9	10
	9.8%	12.3%	8.2%	11.4%	12.7%	7.2%	13.6%	10.0%	16.3%	13.8%	8.2%	7.4%	12.0%	8.4%	10.4%	14.5%	11.2%	7.1%	12.9%	20.5%	9.2%
	100.0%	46.3%	39.7%	13.2%	33.1%	26.4%	6.6%	4.1%	11.6%	19.0%	12.4%	6.6%	21.5%	13.2%	21.5%	23.1%	20.7%	22.3%	47.9%	7.4%	8.3%
Family Handyman	99	37	59	16	21	43	5	8	5	16	11	16	19	21	29	24	11	32	35	4	7
	8.1%	8.1%	10.1%	11.4%	6.6%	9.7%	8.5%	16.0%	5.8%	9.6%	6.0%	14.8%	8.8%	11.0%	11.6%	12.4%	4.9%	8.4%	7.8%	9.1%	6.4%
	100.0%	37.4%	59.6%	16.2%	21.2%	43.4%	5.1%	8.1%	5.1%	16.2%	11.1%	16.2%	19.2%	21.2%	29.3%	24.2%	11.1%	32.3%	35.4%	4.0%	7.1%
Cigar Aficionado	99	76	28	18	58	10	9	4	31	32	15	6	10	11	34	50	29	9	52	4	22
	8.1%	16.7%	4.8%	12.9%	18.4%	2.3%	15.3%	8.0%	36.0%	19.2%	8.2%	5.6%	4.6%	5.8%	13.5%	25.9%	13.0%	2.4%	11.5%	9.1%	20.2%
	100.0%	76.8%	28.3%	18.2%	58.6%	10.1%	9.1%	4.0%	31.3%	32.3%	15.2%	6.1%	10.1%	11.1%	34.3%	50.5%	29.3%	9.1%	52.5%	4.0%	22.2%
Popular Mechanics	96	34	51	13	21	38	4	4	6	16	9	16	17	13	31	23	12	34	30	1	6
	7.8%	7.5%	8.7%	9.3%	6.6%	8.6%	6.8%	8.0%	7.0%	9.6%	4.9%	14.8%	7.8%	6.8%	12.4%	11.9%	5.4%	8.9%	6.7%	2.3%	5.5%
	100.0%	35.4%	53.1%	13.5%	21.9%	39.6%	4.2%	4.2%	6.3%	16.7%	9.4%	16.7%	17.7%	13.5%	32.3%	24.0%	12.5%	35.4%	31.3%	1.0%	6.3%
Car & Driver	90	39	45	12	27	33	3	6	7	14	14	11	16	16	24	26	19	33	28	6	6
	7.3%	8.6%	7.7%	8.6%	8.5%	7.4%	5.1%	12.0%	8.1%	8.4%	7.7%	10.2%	7.4%	8.4%	9.6%	13.5%	8.5%	8.7%	6.2%	13.6%	5.5%
	100.0%	43.3%	50.0%	13.3%	30.0%	36.7%	3.3%	6.7%	7.8%	15.6%	15.6%	12.2%	17.8%	17.8%	26.7%	28.9%	21.1%	36.7%	31.1%	6.7%	6.7%
Outdoor Life	85	36	56	16	20	40	5	9	5	11	14	7	25	14	23	17	11	27	31	2	3
	6.9%	7.9%	9.6%	11.4%	6.3%	9.0%	8.5%	18.0%	5.8%	6.6%	7.7%	6.5%	11.5%	7.3%	9.2%	8.8%	4.9%	7.1%	6.9%	4.5%	2.8%
	100.0%	42.4%	65.9%	18.8%	23.5%	47.1%	5.9%	10.6%	5.9%	12.9%	16.5%	8.2%	29.4%	16.5%	27.1%	20.0%	12.9%	31.8%	36.5%	2.4%	3.5%
Men's Health	83	38	36	13	25	23	7	3	4	13	20	8	12	11	16	21	24	17	41	4	3
	6.8%	8.3%	6.2%	9.3%	7.9%	5.2%	11.9%	6.0%	4.7%	7.8%	10.9%	7.4%	5.5%	5.8%	6.4%	10.9%	10.8%	4.5%	9.1%	9.1%	2.8%
	100.0%	45.8%	43.4%	15.7%	30.1%	27.7%	8.4%	3.6%	4.8%	15.7%	24.1%	9.6%	14.5%	13.3%	19.3%	25.3%	28.9%	20.5%	49.4%	4.8%	3.6%
Penthouse	81	28	52	14	14	38	3	6	5	11	14	9	21	13	23	23	16	30	22	3	5
	6.6%	6.1%	8.9%	10.0%	4.4%	8.6%	5.1%	12.0%	5.8%	6.6%	7.7%	8.3%	9.7%	6.8%	9.2%	11.9%	7.2%	7.9%	4.9%	6.8%	4.6%
	100.0%	34.6%	64.2%	17.3%	17.3%	46.9%	3.7%	7.4%	6.2%	13.6%	17.3%	11.1%	25.9%	16.0%	28.4%	28.4%	19.8%	37.0%	27.2%	3.7%	6.2%
PC Magazine	78	31	35	12	19	23	5	3	6	9	15	10	8	11	22	17	19	18	33	3	8
	6.3%	6.8%	6.0%	8.6%	6.0%	5.2%	8.5%	6.0%	7.0%	5.4%	8.2%	9.3%	3.7%	5.8%	8.8%	8.8%	8.5%	4.7%	7.3%	6.8%	7.3%
	100.0%	39.7%	44.9%	15.4%	24.4%	29.5%	6.4%	3.8%	7.7%	11.5%	19.2%	12.8%	10.3%	14.1%	28.2%	21.8%	24.4%	23.1%	42.3%	3.8%	10.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019500

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Business Week	78	41	22	8	33	14	4	1	7	17	12	7	7	10	16	23	25	7	46	5	8
	6.3%	9.0%	3.8%	5.7%	10.4%	3.2%	6.8%	2.0%	8.1%	10.2%	6.6%	6.5%	3.2%	5.2%	6.4%	11.9%	11.2%	1.8%	10.2%	11.4%	7.3%
	100.0%	52.6%	28.2%	10.3%	42.3%	17.9%	5.1%	1.3%	9.0%	21.8%	15.4%	9.0%	9.0%	12.8%	20.5%	29.5%	32.1%	9.0%	59.0%	6.4%	10.3%
Golf Digest	73	47	29	19	28	10	10	5	11	20	15	2	9	13	17	23	19	13	36	3	14
	5.9%	10.3%	5.0%	13.6%	8.9%	2.3%	16.9%	10.0%	12.8%	12.0%	8.2%	1.9%	4.1%	6.8%	6.8%	11.9%	8.5%	3.4%	8.0%	6.8%	12.8%
	100.0%	64.4%	39.7%	26.0%	38.4%	13.7%	13.7%	6.8%	15.1%	27.4%	20.5%	2.7%	12.3%	17.8%	23.3%	31.5%	26.0%	17.8%	49.3%	4.1%	19.2%
Motor Trend	69	22	43	11	11	32	1	5	2	9	9	12	14	10	20	16	12	29	23	3	4
	5.6%	4.8%	7.4%	7.9%	3.5%	7.2%	1.7%	10.0%	2.3%	5.4%	4.9%	11.1%	6.5%	5.2%	8.0%	8.3%	5.4%	7.6%	5.1%	6.8%	3.7%
	100.0%	31.9%	62.3%	15.9%	15.9%	46.4%	1.4%	7.2%	2.9%	13.0%	13.0%	17.4%	20.3%	14.5%	29.0%	23.2%	17.4%	42.0%	33.3%	4.3%	5.8%
Forbes	49	29	18	8	21	10	2	5	8	9	8	7	6	4	15	19	18	5	22	2	6
	4.0%	6.4%	3.1%	5.7%	6.6%	2.3%	3.4%	10.0%	9.3%	5.4%	4.4%	6.5%	2.8%	2.1%	6.0%	9.8%	8.1%	1.3%	4.9%	4.5%	5.5%
	100.0%	59.2%	36.7%	16.3%	42.9%	20.4%	4.1%	10.2%	16.3%	18.4%	16.3%	14.3%	12.2%	8.2%	30.6%	38.8%	36.7%	10.2%	44.9%	4.1%	12.2%
Golf Mazagine	49	25	16	5	20	11	5	0	9	8	11	1	7	7	12	13	9	11	27	4	6
	4.0%	5.5%	2.7%	3.6%	6.3%	2.5%	8.5%	0.0%	10.5%	4.8%	6.0%	0.9%	3.2%	3.7%	4.8%	6.7%	4.0%	2.9%	6.0%	9.1%	5.5%
	100.0%	51.0%	32.7%	10.2%	40.8%	22.4%	10.2%	0.0%	18.4%	16.3%	22.4%	2.0%	14.3%	14.3%	24.5%	26.5%	18.4%	22.4%	55.1%	8.2%	12.2%
Wine Spectator	45	25	14	5	20	9	1	2	5	10	9	6	4	7	10	17	17	8	21	5	7
	3.7%	5.5%	2.4%	3.6%	6.3%	2.0%	1.7%	4.0%	5.8%	6.0%	4.9%	5.6%	1.8%	3.7%	4.0%	8.8%	7.6%	2.1%	4.7%	11.4%	6.4%
	100.0%	55.6%	31.1%	11.1%	44.4%	20.0%	2.2%	4.4%	11.1%	22.2%	20.0%	13.3%	8.9%	15.6%	22.2%	37.8%	37.8%	17.8%	46.7%	11.1%	15.6%
GQ	41	27	16	7	20	9	3	3	8	12	7	4	5	5	11	15	11	8	24	2	5
	3.3%	5.9%	2.7%	5.0%	6.3%	2.0%	5.1%	6.0%	9.3%	7.2%	3.8%	3.7%	2.3%	2.6%	4.4%	7.8%	4.9%	2.1%	5.3%	4.5%	4.6%
	100.0%	65.9%	39.0%	17.1%	48.8%	22.0%	7.3%	7.3%	19.5%	29.3%	17.1%	9.8%	12.2%	12.2%	26.8%	36.6%	26.8%	19.5%	58.5%	4.9%	12.2%
Men's Fitness	38	17	20	5	12	15	2	2	2	7	3	7	5	7	10	12	9	9	15	2	0
	3.1%	3.7%	3.4%	3.6%	3.8%	3.4%	3.4%	4.0%	2.3%	4.2%	1.6%	6.5%	2.3%	3.7%	4.0%	6.2%	4.0%	2.4%	3.3%	4.5%	0.0%
	100.0%	44.7%	52.6%	13.2%	31.6%	39.5%	5.3%	5.3%	5.3%	18.4%	7.9%	18.4%	13.2%	18.4%	26.3%	31.6%	23.7%	23.7%	39.5%	5.3%	0.0%
Esquire	38	21	15	8	13	7	2	5	4	9	9	3	4	10	9	10	12	7	15	3	5
	3.1%	4.6%	2.6%	5.7%	4.1%	1.6%	3.4%	10.0%	4.7%	5.4%	4.9%	2.8%	1.8%	5.2%	3.6%	5.2%	5.4%	1.8%	3.3%	6.8%	4.6%
	100.0%	55.3%	39.5%	21.1%	34.2%	18.4%	5.3%	13.2%	10.5%	23.7%	23.7%	7.9%	10.5%	26.3%	23.7%	26.3%	31.6%	18.4%	39.5%	7.9%	13.2%
Today's Homeowner	36	17	22	6	11	16	2	1	2	5	5	8	3	5	13	11	7	12	13	4	3
	2.9%	3.7%	3.8%	4.3%	3.5%	3.6%	3.4%	2.0%	2.3%	3.0%	2.7%	7.4%	1.4%	2.6%	5.2%	5.7%	3.1%	3.2%	2.9%	9.1%	2.8%
	100.0%	47.2%	61.1%	16.7%	30.6%	44.4%	5.6%	2.8%	5.6%	13.9%	13.9%	22.2%	8.3%	13.9%	36.1%	30.6%	19.4%	33.3%	36.1%	11.1%	8.3%
Smoke	29	18	10	3	15	7	2	0	8	7	4	6	2	2	14	17	6	4	14	5	6
	2.4%	3.9%	1.7%	2.1%	4.7%	1.6%	3.4%	0.0%	9.3%	4.2%	2.2%	5.6%	0.9%	1.0%	5.6%	8.8%	2.7%	1.1%	3.1%	11.4%	5.5%
	100.0%	62.1%	34.5%	10.3%	51.7%	24.1%	6.9%	0.0%	27.6%	24.1%	13.8%	20.7%	6.9%	6.9%	48.3%	58.6%	20.7%	13.8%	48.3%	17.2%	20.7%
Details	24	10	8	2	8	6	2	0	1	2	7	2	0	5	4	8	12	5	9	4	4
	2.0%	2.2%	1.4%	1.4%	2.5%	1.4%	3.4%	0.0%	1.2%	1.2%	3.8%	1.9%	0.0%	2.6%	1.6%	4.1%	5.4%	1.3%	2.0%	9.1%	3.7%
	100.0%	41.7%	33.3%	8.3%	33.3%	25.0%	8.3%	0.0%	4.2%	8.3%	29.2%	8.3%	0.0%	20.8%	16.7%	33.3%	50.0%	20.8%	37.5%	16.7%	16.7%
Men's Journal	24	11	8	1	10	7	1	0	1	6	3	4	1	4	7	7	9	3	12	1	2
	2.0%	2.4%	1.4%	0.7%	3.2%	1.6%	1.7%	0.0%	1.2%	3.6%	1.6%	3.7%	0.5%	2.1%	2.8%	3.6%	4.0%	0.8%	2.7%	2.3%	1.8%
	100.0%	45.8%	33.3%	4.2%	41.7%	29.2%	4.2%	0.0%	4.2%	25.0%	12.5%	16.7%	4.2%	16.7%	29.2%	29.2%	37.5%	12.5%	50.0%	4.2%	8.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019501

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Outside	10	6	7	3	3	4	1	2	1	3	1	1	3	2	2	2	2	4	4	0	1
	0.8%	1.3%	1.2%	2.1%	0.9%	0.9%	1.7%	4.0%	1.2%	1.8%	0.5%	0.9%	1.4%	1.0%	0.8%	1.0%	0.9%	1.1%	0.9%	0.0%	0.9%
	100.0%	60.0%	70.0%	30.0%	30.0%	40.0%	10.0%	20.0%	10.0%	30.0%	10.0%	10.0%	30.0%	20.0%	20.0%	20.0%	20.0%	40.0%	40.0%	0.0%	10.0%
No answer	424	115	215	37	78	178	12	14	15	42	55	48	75	70	87	32	51	165	126	11	37
	34.5%	25.2%	36.9%	26.4%	24.7%	40.2%	20.3%	28.0%	17.4%	25.1%	30.1%	44.4%	34.6%	36.6%	34.7%	16.6%	22.9%	43.4%	27.9%	25.0%	33.9%
	100.0%	27.1%	50.7%	8.7%	18.4%	42.0%	2.8%	3.3%	3.5%	9.9%	13.0%	11.3%	17.7%	16.5%	20.5%	7.5%	12.0%	38.9%	29.7%	2.6%	8.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019502

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Participated in Past Year																					
Baseball	196	80	94	31	49	63	14	12	17	32	29	15	42	35	38	43	37	50	88	8	11
	15.9%	17.5%	16.1%	22.1%	15.5%	14.2%	23.7%	24.0%	19.8%	19.2%	15.8%	13.9%	19.4%	18.3%	15.1%	22.3%	16.6%	13.2%	19.5%	18.2%	10.1%
	100.0%	40.8%	48.0%	15.8%	25.0%	32.1%	7.1%	6.1%	8.7%	16.3%	14.8%	7.7%	21.4%	17.9%	19.4%	21.9%	18.9%	25.5%	44.9%	4.1%	5.6%
Basketball	253	118	107	35	83	72	23	8	21	51	51	14	42	47	33	43	72	63	111	15	22
	20.6%	25.9%	18.4%	25.0%	26.3%	16.3%	39.0%	16.0%	24.4%	30.5%	27.9%	13.0%	19.4%	24.6%	13.1%	22.3%	32.3%	16.6%	24.6%	34.1%	20.2%
	100.0%	46.6%	42.3%	13.8%	32.8%	28.5%	9.1%	3.2%	8.3%	20.2%	20.2%	5.5%	16.6%	18.6%	13.0%	17.0%	28.5%	24.9%	43.9%	5.9%	8.7%
Biking outdoors	340	155	146	43	112	103	20	13	23	63	59	23	45	57	54	50	79	77	160	12	30
	27.7%	34.0%	25.0%	30.7%	35.4%	23.3%	33.9%	26.0%	26.7%	37.7%	32.2%	21.3%	20.7%	29.8%	21.5%	25.9%	35.4%	20.3%	35.5%	27.3%	27.5%
	100.0%	45.6%	42.9%	12.6%	32.9%	30.3%	5.9%	3.8%	6.8%	18.5%	17.4%	6.8%	13.2%	16.8%	15.9%	14.7%	23.2%	22.6%	47.1%	3.5%	8.8%
Bowling	309	140	141	49	91	92	24	17	27	54	56	18	53	54	47	48	73	86	142	13	22
	25.1%	30.7%	24.2%	35.0%	28.8%	20.8%	40.7%	34.0%	31.4%	32.3%	30.6%	16.7%	24.4%	28.3%	18.7%	24.9%	32.7%	22.6%	31.5%	29.5%	20.2%
	100.0%	45.3%	45.6%	15.9%	29.4%	29.8%	7.8%	5.5%	8.7%	17.5%	18.1%	5.8%	17.2%	17.5%	15.2%	15.5%	23.6%	27.8%	46.0%	4.2%	7.1%
Camping	395	147	204	49	98	155	25	19	28	56	65	38	75	69	81	66	61	112	164	17	31
	32.1%	32.2%	35.0%	35.0%	31.0%	35.0%	42.4%	38.0%	32.6%	33.5%	35.5%	35.2%	34.6%	36.1%	32.3%	34.2%	27.4%	29.5%	36.4%	38.6%	28.4%
	100.0%	37.2%	51.6%	12.4%	24.8%	39.2%	6.3%	4.8%	7.1%	14.2%	16.5%	9.6%	19.0%	17.5%	20.5%	16.7%	15.4%	28.4%	41.5%	4.3%	7.8%
Canoeing	129	56	48	16	40	32	5	8	10	22	20	11	13	25	27	30	31	33	48	3	15
	10.5%	12.3%	8.2%	11.4%	12.7%	7.2%	8.5%	16.0%	11.6%	13.2%	10.9%	10.2%	6.0%	13.1%	10.8%	15.5%	13.9%	8.7%	10.6%	6.8%	13.8%
	100.0%	43.4%	37.2%	12.4%	31.0%	24.8%	3.9%	6.2%	7.8%	17.1%	15.5%	8.5%	10.1%	19.4%	20.9%	23.3%	24.0%	25.6%	37.2%	2.3%	11.6%
Casino gambling	401	162	180	53	109	127	31	15	41	61	69	27	69	65	75	66	87	106	160	19	36
	32.6%	35.5%	30.9%	37.9%	34.5%	28.7%	52.5%	30.0%	47.7%	36.5%	37.7%	25.0%	31.8%	34.0%	29.9%	34.2%	39.0%	27.9%	35.5%	43.2%	33.0%
	100.0%	40.4%	44.9%	13.2%	27.2%	31.7%	7.7%	3.7%	10.2%	15.2%	17.2%	6.7%	17.2%	16.2%	18.7%	16.5%	21.7%	26.4%	39.9%	4.7%	9.0%
Collecting antiques	168	72	79	26	46	53	9	10	17	30	22	22	28	24	46	40	30	50	72	6	15
	13.7%	15.8%	13.6%	18.6%	14.6%	12.0%	15.3%	20.0%	19.8%	18.0%	12.0%	20.4%	12.9%	12.6%	18.3%	20.7%	13.5%	13.2%	16.0%	13.6%	13.8%
	100.0%	42.9%	47.0%	15.5%	27.4%	31.5%	5.4%	6.0%	10.1%	17.9%	13.1%	13.1%	16.7%	14.3%	27.4%	23.8%	17.9%	29.8%	42.9%	3.6%	8.9%
Collecting sports memorabilia	146	58	72	20	38	52	10	6	19	26	21	14	36	14	33	25	27	36	65	7	7
	11.9%	12.7%	12.3%	14.3%	12.0%	11.7%	16.9%	12.0%	22.1%	15.6%	11.5%	13.0%	16.6%	7.3%	13.1%	13.0%	12.1%	9.5%	14.4%	15.9%	6.4%
	100.0%	39.7%	49.3%	13.7%	26.0%	35.6%	6.8%	4.1%	13.0%	17.8%	14.4%	9.6%	24.7%	9.6%	22.6%	17.1%	18.5%	24.7%	44.5%	4.8%	4.8%
Exercise machines (Stairmaster, bikes)	281	139	105	37	102	68	19	12	22	61	48	12	41	36	38	42	74	62	124	15	26
	22.9%	30.5%	18.0%	26.4%	32.3%	15.3%	32.2%	24.0%	25.6%	36.5%	26.2%	11.1%	18.9%	18.8%	15.1%	21.8%	33.2%	16.3%	27.5%	34.1%	23.9%
	100.0%	49.5%	37.4%	13.2%	36.3%	24.2%	6.8%	4.3%	7.8%	21.7%	17.1%	4.3%	14.6%	12.8%	13.5%	14.9%	26.3%	22.1%	44.1%	5.3%	9.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019503

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229 100.0% 100.0%	456 100.0% 37.1%	583 100.0% 47.4%	140 100.0% 11.4%	316 100.0% 25.7%	443 100.0% 36.0%	59 100.0% 4.8%	50 100.0% 4.1%	86 100.0% 7.0%	167 100.0% 13.6%	183 100.0% 14.9%	108 100.0% 8.8%	217 100.0% 17.7%	191 100.0% 15.5%	251 100.0% 20.4%	193 100.0% 15.7%	223 100.0% 18.1%	380 100.0% 30.9%	451 100.0% 36.7%	44 100.0% 3.6%	109 100.0% 8.9%
Fly fishing	95 7.7% 100.0%	44 9.6% 46.3%	48 8.2% 50.5%	18 12.9% 18.9%	26 8.2% 27.4%	30 6.8% 31.6%	10 16.9% 10.5%	5 10.0% 5.3%	9 10.5% 9.5%	20 12.0% 21.1%	13 7.1% 13.7%	8 7.4% 8.4%	22 10.1% 23.2%	12 6.3% 12.6%	26 10.4% 27.4%	25 13.0% 26.3%	19 8.5% 20.0%	21 5.5% 22.1%	40 8.9% 42.1%	2 4.5% 2.1%	5 4.6% 5.3%
Freshwater fishing	403 32.8% 100.0%	147 32.2% 36.5%	224 38.4% 55.6%	55 39.3% 13.6%	92 29.1% 22.8%	169 38.1% 41.9%	25 42.4% 6.2%	18 36.0% 4.5%	25 29.1% 6.2%	58 34.7% 14.4%	54 29.5% 13.4%	44 40.7% 10.9%	79 36.4% 19.6%	76 39.8% 18.9%	86 34.3% 21.3%	58 30.1% 14.4%	63 28.3% 15.6%	132 34.7% 32.8%	140 31.0% 34.7%	12 27.3% 3.0%	27 24.8% 6.7%
Saltwater fishing	177 14.4% 100.0%	78 17.1% 44.1%	78 13.4% 44.1%	20 14.3% 11.3%	58 18.4% 32.8%	58 13.1% 32.8%	11 18.6% 6.2%	6 12.0% 3.4%	17 19.8% 9.6%	31 18.6% 17.5%	32 17.5% 18.1%	19 17.6% 10.7%	30 13.8% 16.9%	26 13.6% 14.7%	37 14.7% 20.9%	34 17.6% 19.2%	36 16.1% 20.3%	43 11.3% 24.3%	71 15.7% 40.1%	4 9.1% 2.3%	18 16.5% 10.2%
Fitness walking	218 17.7% 100.0%	97 21.3% 44.5%	93 16.0% 42.7%	29 20.7% 13.3%	68 21.5% 31.2%	64 14.4% 29.4%	14 23.7% 6.4%	11 22.0% 5.0%	20 23.3% 9.2%	30 18.0% 13.8%	37 20.2% 17.0%	13 12.0% 6.0%	38 17.5% 17.4%	35 18.3% 16.1%	38 15.1% 17.4%	33 17.1% 15.1%	37 16.6% 17.0%	66 17.4% 30.3%	87 19.3% 39.9%	10 22.7% 4.6%	23 21.1% 10.6%
Football	169 13.8% 100.0%	79 17.3% 46.7%	83 14.2% 49.1%	31 22.1% 18.3%	48 15.2% 28.4%	52 11.7% 30.8%	18 30.5% 10.7%	7 14.0% 4.1%	16 18.6% 9.5%	33 19.8% 19.5%	30 16.4% 17.8%	12 11.1% 7.1%	31 14.3% 18.3%	25 13.1% 14.8%	30 12.0% 17.8%	36 18.7% 21.3%	49 22.0% 29.0%	47 12.4% 27.8%	69 15.3% 40.8%	12 27.3% 7.1%	10 9.2% 5.9%
Gardening	452 36.8% 100.0%	167 36.6% 36.9%	222 38.1% 49.1%	58 41.4% 12.8%	109 34.5% 24.1%	164 37.0% 36.3%	23 39.0% 5.1%	21 42.0% 4.6%	29 33.7% 6.4%	74 44.3% 16.4%	61 33.3% 13.5%	42 38.9% 9.3%	83 38.2% 18.4%	67 35.1% 14.8%	100 39.8% 22.1%	75 38.9% 16.6%	71 31.8% 15.7%	140 36.8% 31.0%	164 36.4% 36.3%	13 29.5% 2.9%	45 41.3% 10.0%
Golf	363 29.5% 100.0%	184 40.4% 50.7%	119 20.4% 32.8%	46 32.9% 12.7%	138 43.7% 38.0%	73 16.5% 20.1%	26 44.1% 7.2%	14 28.0% 3.9%	34 39.5% 9.4%	79 47.3% 21.8%	69 37.7% 19.0%	18 16.7% 5.0%	46 21.2% 12.7%	46 24.1% 12.7%	59 23.5% 16.3%	58 30.1% 16.0%	94 42.2% 25.9%	71 18.7% 19.6%	165 36.6% 45.5%	22 50.0% 6.1%	38 34.9% 10.5%
Hiking	230 18.7% 100.0%	93 20.4% 40.4%	96 16.5% 41.7%	28 20.0% 12.2%	65 20.6% 28.3%	68 15.3% 29.6%	16 27.1% 7.0%	8 16.0% 3.5%	18 20.9% 7.8%	40 24.0% 17.4%	35 19.1% 15.2%	21 19.4% 9.1%	28 12.9% 12.2%	36 18.8% 15.7%	38 15.1% 16.5%	32 16.6% 13.9%	41 18.4% 17.8%	56 14.7% 24.3%	96 21.3% 41.7%	10 22.7% 4.3%	28 25.7% 12.2%
Hockey	41 3.3% 100.0%	23 5.0% 56.1%	16 2.7% 39.0%	5 3.6% 12.2%	18 5.7% 43.9%	11 2.5% 26.8%	1 1.7% 2.4%	3 6.0% 7.3%	3 3.5% 7.3%	10 6.0% 24.4%	7 3.8% 17.1%	2 1.9% 4.9%	4 1.8% 9.8%	7 3.7% 17.1%	3 1.2% 7.3%	7 3.6% 17.1%	12 5.4% 29.3%	7 1.8% 17.1%	22 4.9% 53.7%	0 0.0% 0.0%	5 4.6% 12.2%
Horseback riding	75 6.1% 100.0%	28 6.1% 37.3%	40 6.9% 53.3%	10 7.1% 13.3%	18 5.7% 24.0%	30 6.8% 40.0%	6 10.2% 8.0%	4 8.0% 5.3%	2 2.3% 2.7%	15 9.0% 20.0%	10 5.5% 13.3%	11 10.2% 14.7%	11 5.1% 14.7%	14 7.3% 18.7%	21 8.4% 28.0%	14 7.3% 18.7%	17 7.6% 22.7%	20 5.3% 26.7%	34 7.5% 45.3%	5 11.4% 6.7%	1 0.9% 1.3%
Hunting	259 21.1% 100.0%	85 18.6% 32.8%	158 27.1% 61.0%	36 25.7% 13.9%	49 15.5% 18.9%	122 27.5% 47.1%	19 32.2% 7.3%	11 22.0% 4.2%	15 17.4% 5.8%	38 22.8% 14.7%	24 13.1% 9.3%	24 22.2% 9.3%	59 27.2% 22.8%	50 26.2% 19.3%	58 23.1% 22.4%	43 22.3% 16.6%	38 17.0% 14.7%	88 23.2% 34.0%	110 24.4% 42.5%	6 13.6% 2.3%	14 12.8% 5.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019504

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Jogging/running	145	61	52	18	43	34	13	3	6	25	25	7	19	22	18	18	34	26	70	7	9
	11.8%	13.4%	8.9%	12.9%	13.6%	7.7%	22.0%	6.0%	7.0%	15.0%	13.7%	6.5%	8.8%	11.5%	7.2%	9.3%	15.2%	6.8%	15.5%	15.9%	8.3%
	100.0%	42.1%	35.9%	12.4%	29.7%	23.4%	9.0%	2.1%	4.1%	17.2%	17.2%	4.8%	13.1%	15.2%	12.4%	12.4%	23.4%	17.9%	48.3%	4.8%	6.2%
Kayaking	23	12	9	3	9	6	1	1	3	5	4	1	1	5	2	2	8	2	11	0	3
	1.9%	2.6%	1.5%	2.1%	2.8%	1.4%	1.7%	2.0%	3.5%	3.0%	2.2%	0.9%	0.5%	2.6%	0.8%	1.0%	3.6%	0.5%	2.4%	0.0%	2.8%
	100.0%	52.2%	39.1%	13.0%	39.1%	26.1%	4.3%	4.3%	13.0%	21.7%	17.4%	4.3%	4.3%	21.7%	8.7%	8.7%	34.8%	8.7%	47.8%	0.0%	13.0%
Motor boating/boating	225	92	118	31	61	87	14	12	16	32	40	22	50	44	43	31	45	69	88	8	16
	18.3%	20.2%	20.2%	22.1%	19.3%	19.6%	23.7%	24.0%	18.6%	19.2%	21.9%	20.4%	23.0%	23.0%	17.1%	16.1%	20.2%	18.2%	19.5%	18.2%	14.7%
	100.0%	40.9%	52.4%	13.8%	27.1%	38.7%	6.2%	5.3%	7.1%	14.2%	17.8%	9.8%	22.2%	19.6%	19.1%	13.8%	20.0%	30.7%	39.1%	3.6%	7.1%
Mountain climbing/rock climbing	67	27	31	11	16	20	6	3	5	14	6	4	9	9	11	11	16	13	25	3	5
	5.5%	5.9%	5.3%	7.9%	5.1%	4.5%	10.2%	6.0%	5.8%	8.4%	3.3%	3.7%	4.1%	4.7%	4.4%	5.7%	7.2%	3.4%	5.5%	6.8%	4.6%
	100.0%	40.3%	46.3%	16.4%	23.9%	29.9%	9.0%	4.5%	7.5%	20.9%	9.0%	6.0%	13.4%	13.4%	16.4%	16.4%	23.9%	19.4%	37.3%	4.5%	7.5%
Museums/art galleries	271	137	96	36	101	60	17	11	28	44	55	17	40	31	45	53	65	56	131	15	26
	22.1%	30.0%	16.5%	25.7%	32.0%	13.5%	28.8%	22.0%	32.6%	26.3%	30.1%	15.7%	18.4%	16.2%	17.9%	27.5%	29.1%	14.7%	29.0%	34.1%	23.9%
	100.0%	50.6%	35.4%	13.3%	37.3%	22.1%	6.3%	4.1%	10.3%	16.2%	20.3%	6.3%	14.8%	11.4%	16.6%	19.6%	24.0%	20.7%	48.3%	5.5%	9.6%
Playing cards	507	206	253	70	136	183	35	21	37	79	88	40	92	80	87	71	99	149	200	24	43
	41.3%	45.2%	43.4%	50.0%	43.0%	41.3%	59.3%	42.0%	43.0%	47.3%	48.1%	37.0%	42.4%	41.9%	34.7%	36.8%	44.4%	39.2%	44.3%	54.5%	39.4%
	100.0%	40.6%	49.9%	13.8%	26.8%	36.1%	6.9%	4.1%	7.3%	15.6%	17.4%	7.9%	18.1%	15.8%	17.2%	14.0%	19.5%	29.4%	39.4%	4.7%	8.5%
Riding a motorcycle	139	55	78	21	34	57	9	8	14	20	22	15	27	25	32	31	28	43	53	4	13
	11.3%	12.1%	13.4%	15.0%	10.8%	12.9%	15.3%	16.0%	16.3%	12.0%	12.0%	13.9%	12.4%	13.1%	12.7%	16.1%	12.6%	11.3%	11.8%	9.1%	11.9%
	100.0%	39.6%	56.1%	15.1%	24.5%	41.0%	6.5%	5.8%	10.1%	14.4%	15.8%	10.8%	19.4%	18.0%	23.0%	22.3%	20.1%	30.9%	38.1%	2.9%	9.4%
Roller skating/blading	116	52	40	9	43	31	4	2	8	17	21	7	13	15	13	18	38	26	51	6	9
	9.4%	11.4%	6.9%	6.4%	13.6%	7.0%	6.8%	4.0%	9.3%	10.2%	11.5%	6.5%	6.0%	7.9%	5.2%	9.3%	17.0%	6.8%	11.3%	13.6%	8.3%
	100.0%	44.8%	34.5%	7.8%	37.1%	26.7%	3.4%	1.7%	6.9%	14.7%	18.1%	6.0%	11.2%	12.9%	11.2%	15.5%	32.8%	22.4%	44.0%	5.2%	7.8%
Sailing	55	29	21	9	20	12	2	2	4	8	12	2	11	4	15	14	16	9	21	4	7
	4.5%	6.4%	3.6%	6.4%	6.3%	2.7%	3.4%	4.0%	4.7%	4.8%	6.6%	1.9%	5.1%	2.1%	6.0%	7.3%	7.2%	2.4%	4.7%	9.1%	6.4%
	100.0%	52.7%	38.2%	16.4%	36.4%	21.8%	3.6%	3.6%	7.3%	14.5%	21.8%	3.6%	20.0%	7.3%	27.3%	25.5%	29.1%	16.4%	38.2%	7.3%	12.7%
Skiing downhill	108	65	27	13	52	14	8	2	8	24	24	1	5	18	7	11	42	14	53	12	7
	8.8%	14.3%	4.6%	9.3%	16.5%	3.2%	13.6%	4.0%	9.3%	14.4%	13.1%	0.9%	2.3%	9.4%	2.8%	5.7%	18.8%	3.7%	11.8%	27.3%	6.4%
	100.0%	60.2%	25.0%	12.0%	48.1%	13.0%	7.4%	1.9%	7.4%	22.2%	22.2%	0.9%	4.6%	16.7%	6.5%	10.2%	38.9%	13.0%	49.1%	11.1%	6.5%
Skiing Cross Country	28	9	12	4	5	8	2	0	0	4	1	1	1	4	6	6	5	5	9	1	3
	2.3%	2.0%	2.1%	2.9%	1.6%	1.8%	3.4%	0.0%	0.0%	2.4%	0.5%	0.9%	0.5%	2.1%	2.4%	3.1%	2.2%	1.3%	2.0%	2.3%	2.8%
	100.0%	32.1%	42.9%	14.3%	17.9%	28.6%	7.1%	0.0%	0.0%	14.3%	3.6%	3.6%	3.6%	14.3%	21.4%	21.4%	17.9%	17.9%	32.1%	3.6%	10.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019505

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229 100.0% 100.0%	456 100.0% 37.1%	583 100.0% 47.4%	140 100.0% 11.4%	316 100.0% 25.7%	443 100.0% 36.0%	59 100.0% 4.8%	50 100.0% 4.1%	86 100.0% 7.0%	167 100.0% 13.6%	183 100.0% 14.9%	108 100.0% 8.8%	217 100.0% 17.7%	191 100.0% 15.5%	251 100.0% 20.4%	193 100.0% 15.7%	223 100.0% 18.1%	380 100.0% 30.9%	451 100.0% 36.7%	44 100.0% 3.6%	109 100.0% 8.9%
Snowboarding	18 1.5% 100.0%	10 2.2% 55.6%	7 1.2% 38.9%	3 2.1% 16.7%	7 2.2% 38.9%	4 0.9% 22.2%	1 1.7% 5.6%	1 2.0% 5.6%	2 2.3% 11.1%	2 1.2% 11.1%	6 3.3% 33.3%	2 1.9% 11.1%	1 0.5% 5.6%	1 0.5% 5.6%	5 2.0% 27.8%	4 2.1% 22.2%	10 4.5% 55.6%	3 0.8% 16.7%	10 2.2% 55.6%	2 4.5% 11.1%	0 0.0% 0.0%
Snowmobiling	36 2.9% 100.0%	13 2.9% 36.1%	18 3.1% 50.0%	5 3.6% 13.9%	8 2.5% 22.2%	13 2.9% 36.1%	2 3.4% 5.6%	1 2.0% 2.8%	3 3.5% 8.3%	4 2.4% 11.1%	4 2.2% 11.1%	6 5.6% 16.7%	1 0.5% 2.8%	4 2.1% 11.1%	10 4.0% 27.8%	4 2.1% 11.1%	3 1.3% 8.3%	12 3.2% 33.3%	16 3.5% 44.4%	2 4.5% 5.6%	4 3.7% 11.1%
Softball	186 15.1% 100.0%	91 20.0% 48.9%	77 13.2% 41.4%	27 19.3% 14.5%	64 20.3% 34.4%	50 11.3% 26.9%	15 25.4% 8.1%	9 18.0% 4.8%	20 23.3% 10.8%	38 22.8% 20.4%	34 18.6% 18.3%	14 13.0% 7.5%	29 13.4% 15.6%	26 13.6% 14.0%	33 13.1% 17.7%	30 15.5% 16.1%	53 23.8% 28.5%	35 9.2% 18.8%	86 19.1% 46.2%	15 34.1% 8.1%	22 20.2% 11.8%
Soccer	55 4.5% 100.0%	27 5.9% 49.1%	22 3.8% 40.0%	8 5.7% 14.5%	19 6.0% 34.5%	14 3.2% 25.5%	5 8.5% 9.1%	2 4.0% 3.6%	3 3.5% 5.5%	10 6.0% 18.2%	11 6.0% 20.0%	3 2.8% 5.5%	5 2.3% 9.1%	8 4.2% 14.5%	7 2.8% 12.7%	9 4.7% 16.4%	15 6.7% 27.3%	7 1.8% 12.7%	29 6.4% 52.7%	3 6.8% 5.5%	2 1.8% 3.6%
Sport/Target Shooting	180 14.6% 100.0%	86 18.9% 47.8%	96 16.5% 53.3%	33 23.6% 18.3%	53 16.8% 29.4%	63 14.2% 35.0%	17 28.8% 9.4%	7 14.0% 3.9%	15 17.4% 8.3%	36 21.6% 20.0%	29 15.8% 16.1%	13 12.0% 7.2%	37 17.1% 20.6%	29 15.2% 16.1%	30 12.0% 16.7%	34 17.6% 18.9%	40 17.9% 22.2%	38 10.0% 21.1%	85 18.8% 47.2%	7 15.9% 3.9%	16 14.7% 8.9%
Swimming	378 30.8% 100.0%	165 36.2% 43.7%	178 30.5% 47.1%	52 37.1% 13.8%	113 35.8% 29.9%	126 28.4% 33.3%	26 44.1% 6.9%	17 34.0% 4.5%	32 37.2% 8.5%	67 40.1% 17.7%	70 38.3% 18.5%	33 30.6% 8.7%	55 25.3% 14.6%	66 34.6% 17.5%	67 26.7% 17.7%	56 29.0% 14.8%	74 33.2% 19.6%	111 29.2% 29.4%	155 34.4% 41.0%	19 43.2% 5.0%	29 26.6% 7.7%
Tennis	108 8.8% 100.0%	57 12.5% 52.8%	39 6.7% 36.1%	15 10.7% 13.9%	42 13.3% 38.9%	24 5.4% 22.2%	6 10.2% 5.6%	6 12.0% 5.6%	11 12.8% 10.2%	22 13.2% 20.4%	17 9.3% 15.7%	4 3.7% 3.7%	13 6.0% 12.0%	19 9.9% 17.6%	11 4.4% 10.2%	16 8.3% 14.8%	35 15.7% 32.4%	23 6.1% 21.3%	52 11.5% 48.1%	8 18.2% 7.4%	9 8.3% 8.3%
Volleyball	123 10.0% 100.0%	61 13.4% 49.6%	56 9.6% 45.5%	22 15.7% 17.9%	39 12.3% 31.7%	34 7.7% 27.6%	12 20.3% 9.8%	6 12.0% 4.9%	7 8.1% 5.7%	27 16.2% 22.0%	22 12.0% 17.9%	6 5.6% 4.9%	17 7.8% 13.8%	15 7.9% 12.2%	19 7.6% 15.4%	23 11.9% 18.7%	32 14.3% 26.0%	29 7.6% 23.6%	56 12.4% 45.5%	7 15.9% 5.7%	8 7.3% 6.5%
Weightlifting	232 18.9% 100.0%	104 22.8% 44.8%	103 17.7% 44.4%	35 25.0% 15.1%	69 21.8% 29.7%	68 15.3% 29.3%	20 33.9% 8.6%	11 22.0% 4.7%	18 20.9% 7.8%	44 26.3% 19.0%	36 19.7% 15.5%	19 17.6% 8.2%	27 12.4% 11.6%	42 22.0% 18.1%	28 11.2% 12.1%	30 15.5% 12.9%	54 24.2% 23.3%	54 14.2% 23.3%	101 22.4% 43.5%	8 18.2% 3.4%	23 21.1% 9.9%
Whitewater rafting	48 3.9% 100.0%	27 5.9% 56.3%	14 2.4% 29.2%	4 2.9% 8.3%	23 7.3% 47.9%	10 2.3% 20.8%	3 5.1% 6.3%	0 0.0% 0.0%	4 4.7% 8.3%	11 6.6% 22.9%	14 7.7% 29.2%	3 2.8% 6.3%	4 1.8% 8.3%	4 2.1% 8.3%	5 2.0% 10.4%	8 4.1% 16.7%	13 5.8% 27.1%	7 1.8% 14.6%	26 5.8% 54.2%	1 2.3% 2.1%	4 3.7% 8.3%
Wine tasting	263 21.4% 100.0%	140 30.7% 53.2%	89 15.3% 33.8%	39 27.9% 14.8%	101 32.0% 38.4%	50 11.3% 19.0%	16 27.1% 6.1%	13 26.0% 4.9%	24 27.9% 9.1%	58 34.7% 22.1%	54 29.5% 20.5%	17 15.7% 6.5%	32 14.7% 12.2%	35 18.3% 13.3%	42 16.7% 16.0%	50 25.9% 19.0%	74 33.2% 28.1%	42 11.1% 16.0%	131 29.0% 49.8%	14 31.8% 5.3%	27 24.8% 10.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019506

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	76	20	42	7	13	35	1	3	3	5	5	10	15	10	26	7	7	26	19	1	6
	6.2%	4.4%	7.2%	5.0%	4.1%	7.9%	1.7%	6.0%	3.5%	3.0%	2.7%	9.3%	6.9%	5.2%	10.4%	3.6%	3.1%	6.8%	4.2%	2.3%	5.5%
	100.0%	26.3%	55.3%	9.2%	17.1%	46.1%	1.3%	3.9%	3.9%	6.6%	6.6%	13.2%	19.7%	13.2%	34.2%	9.2%	9.2%	34.2%	25.0%	1.3%	7.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019507

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229 100.0% 100.0%	456 100.0% 37.1%	583 100.0% 47.4%	140 100.0% 11.4%	316 100.0% 25.7%	443 100.0% 36.0%	59 100.0% 4.8%	50 100.0% 4.1%	86 100.0% 7.0%	167 100.0% 13.6%	183 100.0% 14.9%	108 100.0% 8.8%	217 100.0% 17.7%	191 100.0% 15.5%	251 100.0% 20.4%	193 100.0% 15.7%	223 100.0% 18.1%	380 100.0% 30.9%	451 100.0% 36.7%	44 100.0% 3.6%	109 100.0% 8.9%
Participate in Regularly																					
Baseball	54 4.4% 100.0%	16 3.5% 29.6%	27 4.6% 50.0%	7 5.0% 13:0%	9 2.8% 16.7%	20 4.5% 37.0%	3 5.1% 5.6%	3 6.0% 5.6%	4 4.7% 7.4%	8 4.8% 14.8%	4 2.2% 7.4%	7 6.5% 13.0%	11 5.1% 20.4%	10 5.2% 18.5%	11 4.4% 20.4%	11 5.7% 20.4%	7 3.1% 13.0%	13 3.4% 24.1%	22 4.9% 40.7%	2 4.5% 3.7%	8 7.3% 14.8%
Basketball	85 6.9% 100.0%	38 8.3% 44.7%	34 5.8% 40.0%	9 6.4% 10.6%	29 9.2% 34.1%	25 5.6% 29.4%	7 11.9% 8.2%	1 2.0% 1.2%	10 11.6% 11.8%	14 8.4% 16.5%	15 8.2% 17.6%	7 6.5% 8.2%	15 6.9% 17.6%	12 6.3% 14.1%	15 6.0% 17.6%	22 11.4% 25.9%	27 12.1% 31.8%	23 6.1% 27.1%	34 7.5% 40.0%	3 6.8% 3.5%	6 5.5% 7.1%
Biking outdoors	168 13.7% 100.0%	75 16.4% 44.6%	66 11.3% 39.3%	16 11.4% 9.5%	59 18.7% 35.1%	50 11.3% 29.8%	8 13.6% 4.8%	5 10.0% 3.0%	6 7.0% 3.6%	30 18.0% 17.9%	35 19.1% 20.8%	12 11.1% 7.1%	18 8.3% 10.7%	23 12.0% 13.7%	26 10.4% 15.5%	26 13.5% 15.5%	41 18.4% 24.4%	35 9.2% 20.8%	79 17.5% 47.0%	9 20.5% 5.4%	17 15.6% 10.1%
Bowling	90 7.3% 100.0%	33 7.2% 36.7%	47 8.1% 52.2%	13 9.3% 14.4%	20 6.3% 22.2%	34 7.7% 37.8%	10 16.9% 11.1%	3 6.0% 3.3%	8 9.3% 8.9%	17 10.2% 18.9%	10 5.5% 11.1%	10 9.3% 11.1%	12 5.5% 13.3%	16 8.4% 17.8%	21 8.4% 23.3%	15 7.8% 16.7%	14 6.3% 15.6%	32 8.4% 35.6%	39 8.6% 43.3%	2 4.5% 2.2%	7 6.4% 7.8%
Camping	182 14.8% 100.0%	68 14.9% 37.4%	98 16.8% 53.8%	26 18.6% 14.3%	42 13.3% 23.1%	72 16.3% 39.6%	16 27.1% 8.8%	9 18.0% 4.9%	10 11.6% 5.5%	22 13.2% 12.1%	32 17.5% 17.6%	15 13.9% 8.2%	33 15.2% 18.1%	29 15.2% 15.9%	36 14.3% 19.8%	30 15.5% 16.5%	32 14.3% 17.6%	47 12.4% 25.8%	84 18.6% 46.2%	6 13.6% 3.3%	11 10.1% 6.0%
Canoeing	27 2.2% 100.0%	9 2.0% 33.3%	14 2.4% 51.9%	3 2.1% 11.1%	6 1.9% 22.2%	11 2.5% 40.7%	0 0.0% 0.0%	3 6.0% 11.1%	0 0.0% 0.0%	5 3.0% 18.5%	4 2.2% 14.8%	5 4.6% 18.5%	3 1.4% 11.1%	6 3.1% 22.2%	6 2.4% 22.2%	7 3.6% 25.9%	5 2.2% 18.5%	9 2.4% 33.3%	11 2.4% 40.7%	0 0.0% 0.0%	1 0.9% 3.7%
Casino gambling	101 8.2% 100.0%	42 9.2% 41.6%	49 8.4% 48.5%	11 7.9% 10.9%	31 9.8% 30.7%	38 8.6% 37.6%	6 10.2% 5.9%	5 10.0% 5.0%	14 16.3% 13.9%	14 8.4% 13.9%	16 8.7% 15.8%	13 12.0% 12.9%	18 8.3% 17.8%	10 5.2% 9.9%	21 8.4% 20.8%	23 11.9% 22.8%	26 11.7% 25.7%	24 6.3% 23.8%	37 8.2% 36.6%	4 9.1% 4.0%	8 7.3% 7.9%
Collecting antiques	93 7.6% 100.0%	47 10.3% 50.5%	44 7.5% 47.3%	17 12.1% 18.3%	30 9.5% 32.3%	27 6.1% 29.0%	7 11.9% 7.5%	6 12.0% 6.5%	13 15.1% 14.0%	11 6.6% 11.8%	13 7.1% 14.0%	13 12.0% 14.0%	17 7.8% 18.3%	11 5.8% 11.8%	28 11.2% 30.1%	25 13.0% 26.9%	11 4.9% 11.8%	25 6.6% 26.9%	38 8.4% 40.9%	3 6.8% 3.2%	10 9.2% 10.8%
Collecting sports memorabilia	80 6.5% 100.0%	32 7.0% 40.0%	43 7.4% 53.8%	15 10.7% 18.8%	17 5.4% 21.3%	28 6.3% 35.0%	6 10.2% 7.5%	7 14.0% 8.8%	5 5.8% 6.3%	18 10.8% 22.5%	13 7.1% 16.3%	8 7.4% 10.0%	21 9.7% 26.3%	9 4.7% 11.3%	18 7.2% 22.5%	13 6.7% 16.3%	18 8.1% 22.5%	24 6.3% 30.0%	37 8.2% 46.3%	4 9.1% 5.0%	4 3.7% 5.0%
Exercise machines (Stairmaster, bikes)	160 13.0% 100.0%	85 18.6% 53.1%	57 9.8% 35.6%	26 18.6% 16.3%	59 18.7% 36.9%	31 7.0% 19.4%	13 22.0% 8.1%	8 16.0% 5.0%	13 15.1% 8.1%	34 20.4% 21.3%	30 16.4% 18.8%	7 6.5% 4.4%	19 8.8% 11.9%	24 12.6% 15.0%	19 7.6% 11.9%	19 9.8% 11.9%	43 19.3% 26.9%	27 7.1% 16.9%	75 16.6% 46.9%	6 13.6% 3.8%	16 14.7% 10.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019508

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Fly fishing	42	20	16	5	15	11	4	1	5	10	6	4	6	6	10	10	9	7	21	0	2
	3.4%	4.4%	2.7%	3.6%	4.7%	2.5%	6.8%	2.0%	5.8%	6.0%	3.3%	3.7%	2.8%	3.1%	4.0%	5.2%	4.0%	1.8%	4.7%	0.0%	1.8%
	100.0%	47.6%	38.1%	11.9%	35.7%	26.2%	9.5%	2.4%	11.9%	23.8%	14.3%	9.5%	14.3%	14.3%	23.8%	23.8%	21.4%	16.7%	50.0%	0.0%	4.8%
Freshwater fishing	254	97	143	34	63	109	18	11	21	41	31	28	54	52	62	42	36	80	99	3	17
	20.7%	21.3%	24.5%	24.3%	19.9%	24.6%	30.5%	22.0%	24.4%	24.6%	16.9%	25.9%	24.9%	27.2%	24.7%	21.8%	16.1%	21.1%	22.0%	6.8%	15.6%
	100.0%	38.2%	56.3%	13.4%	24.8%	42.9%	7.1%	4.3%	8.3%	16.1%	12.2%	11.0%	21.3%	20.5%	24.4%	16.5%	14.2%	31.5%	39.0%	1.2%	6.7%
Saltwater fishing	68	34	34	11	23	23	6	4	6	16	13	7	10	13	16	17	17	14	27	2	7
	5.5%	7.5%	5.8%	7.9%	7.3%	5.2%	10.2%	8.0%	7.0%	9.6%	7.1%	6.5%	4.6%	6.8%	6.4%	8.8%	7.6%	3.7%	6.0%	4.5%	6.4%
	100.0%	50.0%	50.0%	16.2%	33.8%	33.8%	8.8%	5.9%	8.8%	23.5%	19.1%	10.3%	14.7%	19.1%	23.5%	25.0%	25.0%	20.6%	39.7%	2.9%	10.3%
Fitness walking	135	61	58	19	42	39	9	6	13	18	20	9	27	15	23	19	22	38	52	3	13
	11.0%	13.4%	9.9%	13.6%	13.3%	8.8%	15.3%	12.0%	15.1%	10.8%	10.9%	8.3%	12.4%	7.9%	9.2%	9.8%	9.9%	10.0%	11.5%	6.8%	11.9%
	100.0%	45.2%	43.0%	14.1%	31.1%	28.9%	6.7%	4.4%	9.6%	13.3%	14.8%	6.7%	20.0%	11.1%	17.0%	14.1%	16.3%	28.1%	38.5%	2.2%	9.6%
Football	50	23	24	7	16	17	4	3	5	7	10	6	14	8	11	13	13	11	21	2	2
	4.1%	5.0%	4.1%	5.0%	5.1%	3.8%	6.8%	6.0%	5.8%	4.2%	5.5%	5.6%	6.5%	4.2%	4.4%	6.7%	5.8%	2.9%	4.7%	4.5%	1.8%
	100.0%	46.0%	48.0%	14.0%	32.0%	34.0%	8.0%	6.0%	10.0%	14.0%	20.0%	12.0%	28.0%	16.0%	22.0%	26.0%	26.0%	22.0%	42.0%	4.0%	4.0%
Gardening	327	119	169	45	74	124	18	15	24	53	45	34	65	49	73	57	53	98	119	10	36
	26.6%	26.1%	29.0%	32.1%	23.4%	28.0%	30.5%	30.0%	27.9%	31.7%	24.6%	31.5%	30.0%	25.7%	29.1%	29.5%	23.8%	25.8%	26.4%	22.7%	33.0%
	100.0%	36.4%	51.7%	13.8%	22.6%	37.9%	5.5%	4.6%	7.3%	16.2%	13.8%	10.4%	19.9%	15.0%	22.3%	17.4%	16.2%	30.0%	36.4%	3.1%	11.0%
Golf	224	125	76	35	90	41	21	9	25	50	44	10	31	25	43	46	54	38	106	13	29
	18.2%	27.4%	13.0%	25.0%	28.5%	9.3%	35.6%	18.0%	29.1%	29.9%	24.0%	9.3%	14.3%	13.1%	17.1%	23.8%	24.2%	10.0%	23.5%	29.5%	26.6%
	100.0%	55.8%	33.9%	15.6%	40.2%	18.3%	9.4%	4.0%	11.2%	22.3%	19.6%	4.5%	13.8%	11.2%	19.2%	20.5%	24.1%	17.0%	47.3%	5.8%	12.9%
Hiking	81	33	35	8	25	27	4	3	8	11	11	11	13	8	13	16	17	17	34	3	14
	6.6%	7.2%	6.0%	5.7%	7.9%	6.1%	6.8%	6.0%	9.3%	6.6%	6.0%	10.2%	6.0%	4.2%	5.2%	8.3%	7.6%	4.5%	7.5%	6.8%	12.8%
	100.0%	40.7%	43.2%	9.9%	30.9%	33.3%	4.9%	3.7%	9.9%	13.6%	13.6%	13.6%	16.0%	9.9%	16.0%	19.8%	21.0%	21.0%	42.0%	3.7%	17.3%
Hockey	23	16	7	2	14	5	0	1	1	6	7	1	3	4	1	4	6	4	15	1	4
	1.9%	3.5%	1.2%	1.4%	4.4%	1.1%	0.0%	2.0%	1.2%	3.6%	3.8%	0.9%	1.4%	2.1%	0.4%	2.1%	2.7%	1.1%	3.3%	2.3%	3.7%
	100.0%	69.6%	30.4%	8.7%	60.9%	21.7%	0.0%	4.3%	4.3%	26.1%	30.4%	4.3%	13.0%	17.4%	4.3%	17.4%	26.1%	17.4%	65.2%	4.3%	17.4%
Horseback riding	16	9	10	3	6	7	1	2	0	2	3	7	1	0	8	2	1	8	6	2	1
	1.3%	2.0%	1.7%	2.1%	1.9%	1.6%	1.7%	4.0%	0.0%	1.2%	1.6%	6.5%	0.5%	0.0%	3.2%	1.0%	0.4%	2.1%	1.3%	4.5%	0.9%
	100.0%	56.3%	62.5%	18.8%	37.5%	43.8%	6.3%	12.5%	0.0%	12.5%	18.8%	43.8%	6.3%	0.0%	50.0%	12.5%	6.3%	50.0%	37.5%	12.5%	6.3%
Hunting	174	64	106	30	34	76	17	10	9	31	19	16	43	34	37	24	24	57	76	3	11
	14.2%	14.0%	18.2%	21.4%	10.8%	17.2%	28.8%	20.0%	10.5%	18.6%	10.4%	14.8%	19.8%	17.8%	14.7%	12.4%	10.8%	15.0%	16.9%	6.8%	10.1%
	100.0%	36.8%	60.9%	17.2%	19.5%	43.7%	9.8%	5.7%	5.2%	17.8%	10.9%	9.2%	24.7%	19.5%	21.3%	13.8%	13.8%	32.8%	43.7%	1.7%	6.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019509

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229 100.0% 100.0%	456 100.0% 37.1%	583 100.0% 47.4%	140 100.0% 11.4%	316 100.0% 25.7%	443 100.0% 36.0%	59 100.0% 4.8%	50 100.0% 4.1%	86 100.0% 7.0%	167 100.0% 13.6%	183 100.0% 14.9%	108 100.0% 8.8%	217 100.0% 17.7%	191 100.0% 15.5%	251 100.0% 20.4%	193 100.0% 15.7%	223 100.0% 18.1%	380 100.0% 30.9%	451 100.0% 36.7%	44 100.0% 3.6%	109 100.0% 8.9%
Jogging/running	96 7.8% 100.0%	42 9.2% 43.8%	30 5.1% 31.3%	12 8.6% 12.5%	30 9.5% 31.3%	18 4.1% 18.8%	9 15.3% 9.4%	1 2.0% 1.0%	4 4.7% 4.2%	15 9.0% 15.6%	17 9.3% 17.7%	5 4.6% 5.2%	11 5.1% 11.5%	12 6.3% 12.5%	10 4.0% 10.4%	9 4.7% 9.4%	23 10.3% 24.0%	17 4.5% 17.7%	41 9.1% 42.7%	4 9.1% 4.2%	5 4.6% 5.2%
Kayaking	6 0.5% 100.0%	4 0.9% 66.7%	2 0.3% 33.3%	1 0.7% 16.7%	3 0.9% 50.0%	1 0.2% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 16.7%	2 1.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.0% 33.3%	1 0.4% 16.7%	1 0.5% 16.7%	2 0.9% 33.3%	2 0.5% 33.3%	2 0.4% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%
Motor boating/boating	112 9.1% 100.0%	48 10.5% 42.9%	56 9.6% 50.0%	16 11.4% 14.3%	32 10.1% 28.6%	40 9.0% 35.7%	6 10.2% 5.4%	5 10.0% 4.5%	6 7.0% 5.4%	18 10.8% 16.1%	21 11.5% 18.8%	13 12.0% 11.6%	21 9.7% 18.8%	21 11.0% 18.8%	19 7.6% 17.0%	18 9.3% 16.1%	26 11.7% 23.2%	31 8.2% 27.7%	45 10.0% 40.2%	6 13.6% 5.4%	4 3.7% 3.6%
Mountain climbing/rock climbing	15 1.2% 100.0%	6 1.3% 40.0%	6 1.0% 40.0%	1 0.7% 6.7%	5 1.6% 33.3%	5 1.1% 33.3%	0 0.0% 0.0%	1 2.0% 6.7%	1 1.2% 6.7%	1 0.6% 6.7%	2 1.1% 13.3%	2 1.9% 13.3%	2 0.9% 13.3%	0 0.0% 0.0%	4 1.6% 26.7%	3 1.6% 20.0%	4 1.8% 26.7%	3 0.8% 20.0%	5 1.1% 33.3%	1 2.3% 6.7%	1 0.9% 6.7%
Museums/art galleries	95 7.7% 100.0%	51 11.2% 53.7%	33 5.7% 34.7%	15 10.7% 15.8%	36 11.4% 37.9%	18 4.1% 18.9%	7 11.9% 7.4%	4 8.0% 4.2%	9 10.5% 9.5%	20 12.0% 21.1%	19 10.4% 20.0%	6 5.6% 6.3%	15 6.9% 15.8%	7 3.7% 7.4%	13 5.2% 13.7%	18 9.3% 18.9%	22 9.9% 23.2%	12 3.2% 12.6%	48 10.6% 50.5%	6 13.6% 6.3%	12 11.0% 12.6%
Playing cards	247 20.1% 100.0%	98 21.5% 39.7%	130 22.3% 52.6%	35 25.0% 14.2%	63 19.9% 25.5%	95 21.4% 38.5%	15 25.4% 6.1%	12 24.0% 4.9%	27 31.4% 10.9%	36 21.6% 14.6%	42 23.0% 17.0%	23 21.3% 9.3%	53 24.4% 21.5%	36 18.8% 14.6%	56 22.3% 22.7%	44 22.8% 17.8%	47 21.1% 19.0%	76 20.0% 30.8%	88 19.5% 35.6%	8 18.2% 3.2%	23 21.1% 9.3%
Riding a motorcycle	74 6.0% 100.0%	28 6.1% 37.8%	43 7.4% 58.1%	9 6.4% 12.2%	19 6.0% 25.7%	34 7.7% 45.9%	4 6.8% 5.4%	4 8.0% 5.4%	9 10.5% 12.2%	9 5.4% 12.2%	11 6.0% 14.9%	9 8.3% 12.2%	13 6.0% 17.6%	12 6.3% 16.2%	17 6.8% 23.0%	15 7.8% 20.3%	12 5.4% 16.2%	24 6.3% 32.4%	25 5.5% 33.8%	0 0.0% 0.0%	10 9.2% 13.5%
Roller skating/blading	42 3.4% 100.0%	23 5.0% 54.8%	13 2.2% 31.0%	5 3.6% 11.9%	18 5.7% 42.9%	8 1.8% 19.0%	2 3.4% 4.8%	0 0.0% 0.0%	2 2.3% 4.8%	8 4.8% 19.0%	8 4.4% 19.0%	2 1.9% 4.8%	2 0.9% 4.8%	6 3.1% 14.3%	7 2.8% 16.7%	10 5.2% 23.8%	12 5.4% 28.6%	10 2.6% 23.8%	19 4.2% 45.2%	2 4.5% 4.8%	4 3.7% 9.5%
Sailing	12 1.0% 100.0%	9 2.0% 75.0%	4 0.7% 33.3%	3 2.1% 25.0%	6 1.9% 50.0%	1 0.2% 8.3%	1 1.7% 8.3%	1 2.0% 8.3%	1 1.2% 8.3%	5 3.0% 41.7%	2 1.1% 16.7%	1 0.9% 8.3%	1 0.5% 8.3%	0 0.0% 0.0%	3 1.2% 25.0%	4 2.1% 33.3%	4 1.8% 33.3%	0 0.0% 0.0%	4 0.9% 33.3%	1 2.3% 8.3%	0 0.0% 0.0%
Skiing downhill	46 3.7% 100.0%	29 6.4% 63.0%	11 1.9% 23.9%	6 4.3% 13.0%	23 7.3% 50.0%	5 1.1% 10.9%	4 6.8% 8.7%	2 4.0% 4.3%	4 4.7% 8.7%	14 8.4% 30.4%	8 4.4% 17.4%	1 0.9% 2.2%	2 0.9% 4.3%	7 3.7% 15.2%	2 0.8% 4.3%	4 2.1% 8.7%	15 6.7% 32.6%	6 1.6% 13.0%	24 5.3% 52.2%	2 4.5% 4.3%	6 5.5% 13.0%
Skiing Cross Country	9 0.7% 100.0%	2 0.4% 22.2%	1 0.2% 11.1%	0 0.0% 0.0%	2 0.6% 22.2%	1 0.2% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.5% 11.1%	1 0.4% 11.1%	1 0.5% 11.1%	2 0.9% 22.2%	1 0.3% 11.1%	2 0.4% 22.2%	0 0.0% 0.0%	2 1.8% 22.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019510

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Snowboarding	6	1	1	0	1	1	0	0	0	0	2	0	1	1	0	0	3	1	5	0	0
	0.5%	0.2%	0.2%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.5%	0.5%	0.0%	0.0%	1.3%	0.3%	1.1%	0.0%	0.0%
	100.0%	16.7%	16.7%	0.0%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	16.7%	16.7%	0.0%	0.0%	50.0%	16.7%	83.3%	0.0%	0.0%
Snowmobiling	9	4	2	0	4	2	0	0	0	1	2	0	1	1	1	0	2	3	4	0	0
	0.7%	0.9%	0.3%	0.0%	1.3%	0.5%	0.0%	0.0%	0.0%	0.6%	1.1%	0.0%	0.5%	0.5%	0.4%	0.0%	0.9%	0.8%	0.9%	0.0%	0.0%
	100.0%	44.4%	22.2%	0.0%	44.4%	22.2%	0.0%	0.0%	0.0%	11.1%	22.2%	0.0%	11.1%	11.1%	11.1%	0.0%	22.2%	33.3%	44.4%	0.0%	0.0%
Softball	76	36	32	12	24	20	7	4	10	15	17	8	12	13	15	12	22	13	31	6	12
	6.2%	7.9%	5.5%	8.6%	7.6%	4.5%	11.9%	8.0%	11.6%	9.0%	9.3%	7.4%	5.5%	6.8%	6.0%	6.2%	9.9%	3.4%	6.9%	13.6%	11.0%
	100.0%	47.4%	42.1%	15.8%	31.6%	26.3%	9.2%	5.3%	13.2%	19.7%	22.4%	10.5%	15.8%	17.1%	19.7%	15.8%	28.9%	17.1%	40.8%	7.9%	15.8%
Soccer	26	12	7	4	8	3	2	2	1	6	7	2	1	2	2	4	9	2	14	1	2
	2.1%	2.6%	1.2%	2.9%	2.5%	0.7%	3.4%	4.0%	1.2%	3.6%	3.8%	1.9%	0.5%	1.0%	0.8%	2.1%	4.0%	0.5%	3.1%	2.3%	1.8%
	100.0%	46.2%	26.9%	15.4%	30.8%	11.5%	7.7%	7.7%	3.8%	23.1%	26.9%	7.7%	3.8%	7.7%	7.7%	15.4%	34.6%	7.7%	53.8%	3.8%	7.7%
Sport/Target Shooting	98	53	53	22	31	31	12	6	11	22	18	8	20	15	20	18	21	19	48	1	11
	8.0%	11.6%	9.1%	15.7%	9.8%	7.0%	20.3%	12.0%	12.8%	13.2%	9.8%	7.4%	9.2%	7.9%	8.0%	9.3%	9.4%	5.0%	10.6%	2.3%	10.1%
	100.0%	54.1%	54.1%	22.4%	31.6%	31.6%	12.2%	6.1%	11.2%	22.4%	18.4%	8.2%	20.4%	15.3%	20.4%	18.4%	21.4%	19.4%	49.0%	1.0%	11.2%
Swimming	153	72	69	24	48	45	7	11	18	28	23	18	22	23	36	32	31	42	55	8	16
	12.4%	15.8%	11.8%	17.1%	15.2%	10.2%	11.9%	22.0%	20.9%	16.8%	12.6%	16.7%	10.1%	12.0%	14.3%	16.6%	13.9%	11.1%	12.2%	18.2%	14.7%
	100.0%	47.1%	45.1%	15.7%	31.4%	29.4%	4.6%	7.2%	11.8%	18.3%	15.0%	11.8%	14.4%	15.0%	23.5%	20.9%	20.3%	27.5%	35.9%	5.2%	10.5%
Tennis	34	17	9	4	13	5	0	4	3	6	7	1	6	4	4	4	6	9	15	2	3
	2.9%	3.7%	1.5%	2.9%	4.1%	1.1%	0.0%	8.0%	3.5%	3.6%	3.8%	0.9%	2.8%	2.1%	1.6%	2.1%	2.7%	2.4%	3.3%	4.5%	2.8%
	100.0%	50.0%	26.5%	11.8%	38.2%	14.7%	0.0%	11.8%	8.8%	17.6%	20.6%	2.9%	17.6%	11.8%	11.8%	11.8%	17.6%	26.5%	44.1%	5.9%	8.8%
Volleyball	33	14	10	5	9	5	3	2	3	4	8	2	6	1	6	8	9	8	14	0	2
	2.7%	3.1%	1.7%	3.6%	2.8%	1.1%	5.1%	4.0%	3.5%	2.4%	4.4%	1.9%	2.8%	0.5%	2.4%	4.1%	4.0%	2.1%	3.1%	0.0%	1.8%
	100.0%	42.4%	30.3%	15.2%	27.3%	15.2%	9.1%	6.1%	9.1%	12.1%	24.2%	6.1%	18.2%	3.0%	18.2%	24.2%	27.3%	24.2%	42.4%	0.0%	6.1%
Weightlifting	149	71	63	23	48	40	15	6	14	27	27	14	15	31	20	18	31	32	62	5	19
	12.1%	15.6%	10.8%	16.4%	15.2%	9.0%	25.4%	12.0%	16.3%	16.2%	14.8%	13.0%	6.9%	16.2%	8.0%	9.3%	13.9%	8.4%	13.7%	11.4%	17.4%
	100.0%	47.7%	42.3%	15.4%	32.2%	26.8%	10.1%	4.0%	9.4%	18.1%	18.1%	9.4%	10.1%	20.8%	13.4%	12.1%	20.8%	21.5%	41.6%	3.4%	12.8%
Whitewater rafting	12	7	4	1	6	3	1	0	1	4	3	1	0	0	1	1	3	1	7	0	1
	1.0%	1.5%	0.7%	0.7%	1.9%	0.7%	1.7%	0.0%	1.2%	2.4%	1.6%	0.9%	0.0%	0.0%	0.4%	0.5%	1.3%	0.3%	1.6%	0.0%	0.9%
	100.0%	58.3%	33.3%	8.3%	50.0%	25.0%	8.3%	0.0%	8.3%	33.3%	25.0%	8.3%	0.0%	0.0%	8.3%	8.3%	25.0%	8.3%	58.3%	0.0%	8.3%
Wine tasting	98	56	34	16	40	18	6	6	8	27	20	7	13	16	13	18	34	15	45	7	12
	8.0%	12.3%	5.8%	11.4%	12.7%	4.1%	10.2%	12.0%	9.3%	16.2%	10.9%	6.5%	6.0%	8.4%	5.2%	9.3%	15.2%	3.9%	10.0%	15.9%	11.0%
	100.0%	57.1%	34.7%	16.3%	40.8%	18.4%	6.1%	6.1%	8.2%	27.6%	20.4%	7.1%	13.3%	16.3%	13.3%	18.4%	34.7%	15.3%	45.9%	7.1%	12.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019511

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	198	48	95	10	38	85	1	4	5	12	18	20	30	30	49	22	29	76	45	10	13
	16.1%	10.5%	16.3%	7.1%	12.0%	19.2%	1.7%	8.0%	5.8%	7.2%	9.8%	18.5%	13.8%	15.7%	19.5%	11.4%	13.0%	20.0%	10.0%	22.7%	11.9%
	100.0%	24.2%	48.0%	5.1%	19.2%	42.9%	0.5%	2.0%	2.5%	6.1%	9.1%	10.1%	15.2%	15.2%	24.7%	11.1%	14.6%	38.4%	22.7%	5.1%	6.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019512

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Would Like To Do More Often																					
Baseball	95	43	44	13	30	31	5	3	7	15	20	7	17	18	19	18	15	25	36	4	8
	7.7%	9.4%	7.5%	9.3%	9.5%	7.0%	8.5%	6.0%	8.1%	9.0%	10.9%	6.5%	7.8%	9.4%	7.6%	9.3%	6.7%	6.6%	8.0%	9.1%	7.3%
	100.0%	45.3%	46.3%	13.7%	31.6%	32.6%	5.3%	3.2%	7.4%	15.8%	21.1%	7.4%	17.9%	18.9%	20.0%	18.9%	15.8%	26.3%	37.9%	4.2%	8.4%
Basketball	114	53	50	13	40	37	9	2	10	15	27	7	18	17	18	15	31	30	47	4	10
	9.3%	11.6%	8.6%	9.3%	12.7%	8.4%	15.3%	4.0%	11.6%	9.0%	14.8%	6.5%	8.3%	8.9%	7.2%	7.8%	13.9%	7.9%	10.4%	9.1%	9.2%
	100.0%	46.5%	43.9%	11.4%	35.1%	32.5%	7.9%	1.8%	8.8%	13.2%	23.7%	6.1%	15.8%	14.9%	15.8%	13.2%	27.2%	26.3%	41.2%	3.5%	8.8%
Biking outdoors	238	106	88	28	78	60	14	8	14	42	46	9	34	41	31	30	66	51	106	11	22
	19.4%	23.2%	15.1%	20.0%	24.7%	13.5%	23.7%	16.0%	16.3%	25.1%	25.1%	8.3%	15.7%	21.5%	12.4%	15.5%	29.6%	13.4%	23.5%	25.0%	20.2%
	100.0%	44.5%	37.0%	11.8%	32.8%	25.2%	5.9%	3.4%	5.9%	17.6%	19.3%	3.8%	14.3%	17.2%	13.0%	12.6%	27.7%	21.4%	44.5%	4.6%	9.2%
Bowling	147	51	83	19	32	64	10	6	8	20	19	15	25	30	30	21	26	58	49	4	6
	12.0%	11.2%	14.2%	13.6%	10.1%	14.4%	16.9%	12.0%	9.3%	12.0%	10.4%	13.9%	11.5%	15.7%	12.0%	10.9%	11.7%	15.3%	10.9%	9.1%	5.5%
	100.0%	34.7%	56.5%	12.9%	21.8%	43.5%	6.8%	4.1%	5.4%	13.6%	12.9%	10.2%	17.0%	20.4%	20.4%	14.3%	17.7%	39.5%	33.3%	2.7%	4.1%
Camping	327	120	168	40	80	128	17	16	16	46	53	35	55	60	63	50	60	100	134	13	21
	26.6%	26.3%	26.8%	28.6%	25.3%	28.9%	28.8%	32.0%	18.6%	27.5%	29.0%	32.4%	25.3%	31.4%	25.1%	25.9%	26.9%	26.3%	29.7%	29.5%	19.3%
	100.0%	36.7%	51.4%	12.2%	24.5%	39.1%	5.2%	4.9%	4.9%	14.1%	16.2%	10.7%	16.8%	18.3%	19.3%	15.3%	18.3%	30.6%	41.0%	4.0%	6.4%
Canoeing	121	51	50	14	37	36	6	5	6	24	16	13	14	22	22	23	33	34	46	3	10
	9.8%	11.2%	8.6%	10.0%	11.7%	8.1%	10.2%	10.0%	7.0%	14.4%	8.7%	12.0%	6.5%	11.5%	8.8%	11.9%	14.8%	8.9%	10.2%	6.8%	9.2%
	100.0%	42.1%	41.3%	11.6%	30.6%	29.8%	5.0%	4.1%	5.0%	19.8%	13.2%	10.7%	11.6%	18.2%	18.2%	19.0%	27.3%	28.1%	38.0%	2.5%	8.3%
Casino gambling	168	63	85	27	36	58	11	11	13	29	25	19	29	25	35	25	33	52	57	3	11
	13.7%	13.8%	14.0%	19.3%	11.4%	13.1%	18.6%	22.0%	15.1%	17.4%	13.7%	17.6%	13.4%	13.1%	13.9%	13.0%	14.8%	13.7%	12.6%	6.8%	10.1%
	100.0%	37.5%	50.6%	16.1%	21.4%	34.5%	6.5%	6.5%	7.7%	17.3%	14.9%	11.3%	17.3%	14.9%	20.8%	14.9%	19.6%	31.0%	33.9%	1.8%	6.5%
Collecting antiques	90	37	47	13	24	34	5	4	8	11	10	12	13	14	26	18	17	32	34	1	7
	7.3%	8.1%	8.1%	9.3%	7.6%	7.7%	8.5%	8.0%	9.3%	6.6%	5.5%	11.1%	6.0%	7.3%	10.4%	9.3%	7.6%	8.4%	7.5%	2.3%	6.4%
	100.0%	41.1%	52.2%	14.4%	26.7%	37.8%	5.6%	4.4%	8.9%	12.2%	11.1%	13.3%	14.4%	15.6%	28.9%	20.0%	18.9%	35.6%	37.8%	1.1%	7.8%
Collecting sports memorabilia	51	17	32	6	11	26	3	1	0	6	10	9	9	7	12	9	15	16	19	3	1
	4.1%	3.7%	5.5%	4.3%	3.5%	5.9%	5.1%	2.0%	0.0%	3.6%	5.5%	8.3%	4.1%	3.7%	4.8%	4.7%	6.7%	4.2%	4.2%	6.8%	0.9%
	100.0%	33.3%	62.7%	11.8%	21.6%	51.0%	5.9%	2.0%	0.0%	11.8%	19.6%	17.6%	17.6%	13.7%	23.5%	17.6%	29.4%	31.4%	37.3%	5.9%	2.0%
Exercise machines (Stairmaster, bikes)	131	68	42	13	55	29	7	4	11	24	23	8	16	14	15	21	32	25	60	8	13
	10.7%	14.9%	7.2%	9.3%	17.4%	6.5%	11.9%	8.0%	12.8%	14.4%	12.6%	7.4%	7.4%	7.3%	6.0%	10.9%	14.3%	6.6%	13.3%	18.2%	11.9%
	100.0%	51.9%	32.1%	9.9%	42.0%	22.1%	5.3%	3.1%	8.4%	18.3%	17.6%	6.1%	12.2%	10.7%	11.5%	16.0%	24.4%	19.1%	45.8%	6.1%	9.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019513

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Fly fishing	110	41	54	15	26	39	7	4	9	15	17	11	16	22	25	19	20	31	47	2	6
	9.0%	9.0%	9.3%	10.7%	8.2%	8.8%	11.9%	8.0%	10.5%	9.0%	9.3%	10.2%	7.4%	11.5%	10.0%	9.8%	9.0%	8.2%	10.4%	4.5%	5.5%
	100.0%	37.3%	49.1%	13.6%	23.6%	35.5%	6.4%	3.6%	8.2%	13.6%	15.5%	10.0%	14.5%	20.0%	22.7%	17.3%	18.2%	28.2%	42.7%	1.8%	5.5%
Freshwater fishing	331	110	194	45	65	149	15	16	19	38	42	34	74	62	63	47	48	116	110	9	19
	26.9%	24.1%	33.3%	32.1%	20.6%	33.6%	25.4%	32.0%	22.1%	22.8%	23.0%	31.5%	34.1%	32.5%	25.1%	24.4%	21.5%	30.5%	24.4%	20.5%	17.4%
	100.0%	33.2%	58.6%	13.6%	19.6%	45.0%	4.5%	4.8%	5.7%	11.5%	12.7%	10.3%	22.4%	18.7%	19.0%	14.2%	14.5%	35.0%	33.2%	2.7%	5.7%
Saltwater fishing	161	63	85	22	41	63	10	7	11	23	30	21	24	29	38	32	27	42	58	4	17
	13.1%	13.8%	14.6%	15.7%	13.0%	14.2%	16.9%	14.0%	12.8%	13.8%	16.4%	19.4%	11.1%	15.2%	15.1%	16.6%	12.1%	11.1%	12.9%	9.1%	15.6%
	100.0%	39.1%	52.8%	13.7%	25.5%	39.1%	6.2%	4.3%	6.8%	14.3%	18.6%	13.0%	14.9%	18.0%	23.6%	19.9%	16.8%	26.1%	36.0%	2.5%	10.6%
Fitness walking	112	54	47	15	39	32	6	7	13	15	19	4	20	20	17	20	19	33	43	4	13
	9.1%	11.8%	8.1%	10.7%	12.3%	7.2%	10.2%	14.0%	15.1%	9.0%	10.4%	3.7%	9.2%	10.5%	6.8%	10.4%	8.5%	8.7%	9.5%	9.1%	11.9%
	100.0%	48.2%	42.0%	13.4%	34.8%	28.6%	5.4%	6.3%	11.6%	13.4%	17.0%	3.6%	17.9%	17.9%	15.2%	17.9%	17.0%	29.5%	38.4%	3.6%	11.6%
Football	76	27	46	14	13	32	10	1	7	12	13	8	14	12	14	13	21	20	28	5	3
	6.2%	5.9%	7.9%	10.0%	4.1%	7.2%	16.9%	2.0%	8.1%	7.2%	7.1%	7.4%	6.5%	6.3%	5.6%	6.7%	9.4%	5.3%	6.2%	11.4%	2.8%
	100.0%	35.5%	60.5%	18.4%	17.1%	42.1%	13.2%	1.3%	9.2%	15.8%	17.1%	10.5%	18.4%	15.8%	18.4%	17.1%	27.6%	26.3%	36.8%	6.6%	3.9%
Gardening	147	47	76	17	30	59	8	5	9	25	17	12	31	25	29	28	25	45	49	6	15
	12.0%	10.3%	13.0%	12.1%	9.5%	13.3%	13.6%	10.0%	10.5%	15.0%	9.3%	11.1%	14.3%	13.1%	11.6%	14.5%	11.2%	11.8%	10.9%	13.6%	13.8%
	100.0%	32.0%	51.7%	11.6%	20.4%	40.1%	5.4%	3.4%	6.1%	17.0%	11.6%	8.2%	21.1%	17.0%	19.7%	19.0%	17.0%	30.6%	33.3%	4.1%	10.2%
Golf	283	138	94	37	101	57	21	10	26	60	52	12	33	44	46	45	82	56	123	19	34
	23.0%	30.3%	16.1%	26.4%	32.0%	12.9%	35.6%	20.0%	30.2%	35.9%	28.4%	11.1%	15.2%	23.0%	18.3%	23.3%	36.8%	14.7%	27.3%	43.2%	31.2%
	100.0%	48.8%	33.2%	13.1%	35.7%	20.1%	7.4%	3.5%	9.2%	21.2%	18.4%	4.2%	11.7%	15.5%	16.3%	15.9%	29.0%	19.8%	43.5%	6.7%	12.0%
Hiking	146	62	68	18	44	50	10	5	10	26	19	12	18	27	21	20	27	39	55	7	19
	11.9%	13.6%	11.7%	12.9%	13.9%	11.3%	16.9%	10.0%	11.6%	15.6%	10.4%	11.1%	8.3%	14.1%	8.4%	10.4%	12.1%	10.3%	12.2%	15.9%	17.4%
	100.0%	42.5%	46.6%	12.3%	30.1%	34.2%	6.8%	3.4%	6.8%	17.8%	13.0%	8.2%	12.3%	18.5%	14.4%	13.7%	18.5%	26.7%	37.7%	4.8%	13.0%
Hockey	39	17	15	4	13	11	2	1	1	8	9	3	4	8	3	5	8	9	18	0	1
	3.2%	3.7%	2.6%	2.9%	4.1%	2.5%	3.4%	2.0%	1.2%	4.8%	4.9%	2.8%	1.8%	4.2%	1.2%	2.6%	3.6%	2.4%	4.0%	0.0%	0.9%
	100.0%	43.6%	38.5%	10.3%	33.3%	28.2%	5.1%	2.6%	2.6%	20.5%	23.1%	7.7%	10.3%	20.5%	7.7%	12.8%	20.5%	23.1%	46.2%	0.0%	2.6%
Horseback riding	73	22	43	8	14	35	5	3	2	9	12	11	9	13	19	12	11	23	28	6	2
	5.9%	4.8%	7.4%	5.7%	4.4%	7.9%	8.5%	6.0%	2.3%	5.4%	6.6%	10.2%	4.1%	6.8%	7.6%	6.2%	4.9%	6.1%	6.2%	13.6%	1.8%
	100.0%	30.1%	58.9%	11.0%	19.2%	47.9%	6.8%	4.1%	2.7%	12.3%	16.4%	15.1%	12.3%	17.8%	26.0%	16.4%	15.1%	31.5%	38.4%	8.2%	2.7%
Hunting	218	72	127	24	48	103	12	7	13	27	25	25	50	38	46	34	32	70	96	4	10
	17.7%	15.8%	21.8%	17.1%	15.2%	23.3%	20.3%	14.0%	15.1%	16.2%	13.7%	23.1%	23.0%	19.9%	18.3%	17.6%	14.3%	18.4%	21.3%	9.1%	9.2%
	100.0%	33.0%	58.3%	11.0%	22.0%	47.2%	5.5%	3.2%	6.0%	12.4%	11.5%	11.5%	22.9%	17.4%	21.1%	15.6%	14.7%	32.1%	44.0%	1.8%	4.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019514

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Jogging/running	74	26	28	5	21	23	4	0	1	17	12	6	13	13	12	11	13	18	31	3	2
	6.0%	5.7%	4.8%	3.6%	6.6%	5.2%	6.8%	0.0%	1.2%	10.2%	6.6%	5.6%	6.0%	6.8%	4.8%	5.7%	5.8%	4.7%	6.9%	6.8%	1.8%
	100.0%	35.1%	37.8%	6.8%	28.4%	31.1%	5.4%	0.0%	1.4%	23.0%	16.2%	8.1%	17.6%	17.6%	16.2%	14.9%	17.6%	24.3%	41.9%	4.1%	2.7%
Kayaking	44	17	18	3	14	15	2	0	1	4	13	5	2	9	6	5	11	10	19	2	2
	3.6%	3.7%	3.1%	2.1%	4.4%	3.4%	3.4%	0.0%	1.2%	2.4%	7.1%	4.6%	0.9%	4.7%	2.4%	2.6%	4.9%	2.6%	4.2%	4.5%	1.8%
	100.0%	38.6%	40.9%	6.8%	31.8%	34.1%	4.5%	0.0%	2.3%	9.1%	29.5%	11.4%	4.5%	20.5%	13.6%	11.4%	25.0%	22.7%	43.2%	4.5%	4.5%
Motor boating/boating	192	71	106	28	43	78	11	9	13	24	32	20	35	35	37	27	37	61	65	7	14
	15.6%	15.6%	18.2%	20.0%	13.6%	17.6%	18.6%	18.0%	15.1%	14.4%	17.5%	18.5%	16.1%	18.3%	14.7%	14.0%	16.6%	16.1%	14.4%	15.9%	12.8%
	100.0%	37.0%	55.2%	14.6%	22.4%	40.6%	5.7%	4.7%	6.8%	12.5%	16.7%	10.4%	18.2%	18.2%	19.3%	14.1%	19.3%	31.8%	33.9%	3.6%	7.3%
Mountain climbing/rock climbing	69	29	32	12	17	20	7	3	5	12	9	7	7	13	13	14	15	15	29	5	5
	5.6%	6.4%	5.5%	8.6%	5.4%	4.5%	11.9%	6.0%	5.8%	7.2%	4.9%	6.5%	3.2%	6.8%	5.2%	7.3%	6.7%	3.9%	6.4%	11.4%	4.6%
	100.0%	42.0%	46.4%	17.4%	24.6%	29.0%	10.1%	4.3%	7.2%	17.4%	13.0%	10.1%	10.1%	18.8%	18.8%	20.3%	21.7%	21.7%	42.0%	7.2%	7.2%
Museums/art galleries	159	71	56	15	56	41	5	4	15	22	28	6	22	20	22	29	40	36	66	7	16
	12.9%	15.6%	9.6%	10.7%	17.7%	9.3%	8.5%	8.0%	17.4%	13.2%	15.3%	5.6%	10.1%	10.5%	8.8%	15.0%	17.9%	9.5%	14.6%	15.9%	14.7%
	100.0%	44.7%	35.2%	9.4%	35.2%	25.8%	3.1%	2.5%	9.4%	13.8%	17.6%	3.8%	13.8%	12.6%	13.8%	18.2%	25.2%	22.6%	41.5%	4.4%	10.1%
Playing cards	174	62	90	22	40	68	10	4	13	19	24	19	33	20	40	19	26	59	59	7	11
	14.2%	13.6%	15.4%	15.7%	12.7%	15.3%	16.9%	8.0%	15.1%	11.4%	13.1%	17.6%	15.2%	10.5%	15.9%	9.8%	11.7%	15.5%	13.1%	15.9%	10.1%
	100.0%	35.6%	51.7%	12.6%	23.0%	39.1%	5.7%	2.3%	7.5%	10.9%	13.8%	10.9%	19.0%	11.5%	23.0%	10.9%	14.9%	33.9%	33.9%	4.0%	6.3%
Riding a motorcycle	133	46	75	18	28	57	7	7	5	19	23	14	23	25	25	24	23	47	47	4	7
	10.8%	10.1%	12.9%	12.9%	8.9%	12.9%	11.9%	14.0%	5.8%	11.4%	12.6%	13.0%	10.6%	13.1%	10.0%	12.4%	10.3%	12.4%	10.4%	9.1%	6.4%
	100.0%	34.6%	56.4%	13.5%	21.1%	42.9%	5.3%	5.3%	3.8%	14.3%	17.3%	10.5%	17.3%	18.8%	18.8%	18.0%	17.3%	35.3%	35.3%	3.0%	5.3%
Roller skating/blading	78	31	30	5	26	25	3	1	3	15	12	7	7	14	12	14	18	20	36	1	3
	6.3%	6.8%	5.1%	3.6%	8.2%	5.6%	5.1%	2.0%	3.5%	9.0%	6.6%	6.5%	3.2%	7.3%	4.8%	7.3%	8.1%	5.3%	8.0%	2.3%	2.8%
	100.0%	39.7%	38.5%	6.4%	33.3%	32.1%	3.8%	1.3%	3.8%	19.2%	15.4%	9.0%	9.0%	17.9%	15.4%	17.9%	23.1%	25.6%	46.2%	1.3%	3.8%
Sailing	86	42	34	10	32	24	3	1	4	14	14	8	10	9	15	15	23	17	32	5	11
	7.0%	9.2%	5.8%	7.1%	10.1%	5.4%	5.1%	2.0%	4.7%	8.4%	7.7%	7.4%	4.6%	4.7%	6.0%	7.8%	10.3%	4.5%	7.1%	11.4%	10.1%
	100.0%	48.8%	39.5%	11.6%	37.2%	27.9%	3.5%	1.2%	4.7%	16.3%	16.3%	9.3%	11.6%	10.5%	17.4%	17.4%	26.7%	19.8%	37.2%	5.8%	12.8%
Skiing downhill	124	64	42	16	48	26	11	2	7	21	28	6	6	24	12	12	43	21	63	10	9
	10.1%	14.0%	7.2%	11.4%	15.2%	5.9%	18.6%	4.0%	8.1%	12.6%	15.3%	5.6%	2.8%	12.6%	4.8%	6.2%	19.3%	5.5%	14.0%	22.7%	8.3%
	100.0%	51.6%	33.9%	12.9%	38.7%	21.0%	8.9%	1.6%	5.6%	16.9%	22.6%	4.8%	4.8%	19.4%	9.7%	9.7%	34.7%	16.9%	50.8%	8.1%	7.3%
Skiing Cross Country	39	14	17	3	11	14	2	0	0	5	6	6	2	8	9	9	10	12	14	2	4
	3.2%	3.1%	2.9%	2.1%	3.5%	3.2%	3.4%	0.0%	0.0%	3.0%	3.3%	5.6%	0.9%	4.2%	3.6%	4.7%	4.5%	3.2%	3.1%	4.5%	3.7%
	100.0%	35.9%	43.6%	7.7%	28.2%	35.9%	5.1%	0.0%	0.0%	12.8%	15.4%	15.4%	5.1%	20.5%	23.1%	23.1%	25.6%	30.8%	35.9%	5.1%	10.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019515

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229 100.0% 100.0%	456 100.0% 37.1%	583 100.0% 47.4%	140 100.0% 11.4%	316 100.0% 25.7%	443 100.0% 36.0%	59 100.0% 4.8%	50 100.0% 4.1%	86 100.0% 7.0%	167 100.0% 13.6%	183 100.0% 14.9%	108 100.0% 8.8%	217 100.0% 17.7%	191 100.0% 15.5%	251 100.0% 20.4%	193 100.0% 15.7%	223 100.0% 18.1%	380 100.0% 30.9%	451 100.0% 36.7%	44 100.0% 3.6%	109 100.0% 8.9%
Snowboarding	31 2.5% 100.0%	12 2.6% 38.7%	15 2.6% 48.4%	3 2.1% 9.7%	9 2.8% 29.0%	12 2.7% 38.7%	2 3.4% 6.5%	1 2.0% 3.2%	1 1.2% 3.2%	1 0.6% 3.2%	9 4.9% 29.0%	4 3.7% 12.9%	2 0.9% 6.5%	5 2.6% 16.1%	5 2.0% 16.1%	8 4.1% 25.8%	10 4.5% 32.3%	8 2.1% 25.8%	17 3.8% 54.8%	3 6.8% 9.7%	1 0.9% 3.2%
Snowmobiling	55 4.5% 100.0%	20 4.4% 36.4%	27 4.6% 49.1%	4 2.9% 7.3%	16 5.1% 29.1%	23 5.2% 41.8%	1 1.7% 1.8%	1 2.0% 1.8%	3 3.5% 5.5%	4 2.4% 7.3%	13 7.1% 23.6%	7 6.5% 12.7%	7 3.2% 12.7%	9 4.7% 16.4%	12 4.8% 21.8%	9 4.7% 16.4%	6 2.7% 10.9%	19 5.0% 34.5%	26 5.8% 47.3%	2 4.5% 3.6%	3 2.8% 5.5%
Softball	101 8.2% 100.0%	48 10.5% 47.5%	48 8.2% 47.5%	14 10.0% 13.9%	34 10.8% 33.7%	34 7.7% 33.7%	6 10.2% 5.9%	4 8.0% 4.0%	9 10.5% 8.9%	13 7.8% 12.9%	22 12.0% 21.8%	7 6.5% 6.9%	16 7.4% 15.8%	22 11.5% 21.8%	14 5.6% 13.9%	14 7.3% 13.9%	28 12.6% 27.7%	26 6.8% 25.7%	32 7.1% 31.7%	6 13.6% 5.9%	12 11.0% 11.9%
Soccer	36 2.9% 100.0%	12 2.6% 33.3%	13 2.2% 36.1%	2 1.4% 5.6%	10 3.2% 27.8%	11 2.5% 30.6%	2 3.4% 5.6%	0 0.0% 0.0%	2 2.3% 5.6%	4 2.4% 11.1%	7 3.8% 19.4%	3 2.8% 8.3%	2 0.9% 5.6%	4 2.1% 11.1%	5 2.0% 13.9%	7 3.6% 19.4%	12 5.4% 33.3%	7 1.8% 19.4%	16 3.5% 44.4%	4 9.1% 11.1%	3 2.8% 8.3%
Sport/Target Shooting	149 12.1% 100.0%	67 14.7% 45.0%	75 12.9% 50.3%	25 17.9% 16.8%	42 13.3% 28.2%	50 11.3% 33.6%	12 20.3% 8.1%	7 14.0% 4.7%	13 15.1% 8.7%	28 16.8% 18.8%	23 12.6% 15.4%	14 13.0% 9.4%	33 15.2% 22.1%	22 11.5% 14.8%	26 10.4% 17.4%	32 16.6% 21.5%	33 14.8% 22.1%	38 10.0% 25.5%	64 14.2% 43.0%	7 15.9% 4.7%	14 12.8% 9.4%
Swimming	177 14.4% 100.0%	77 16.9% 43.5%	76 13.0% 42.9%	23 16.4% 13.0%	54 17.1% 30.5%	53 12.0% 29.9%	9 15.3% 5.1%	9 18.0% 5.1%	11 12.8% 6.2%	30 18.0% 16.9%	34 18.6% 19.2%	18 16.7% 10.2%	21 9.7% 11.9%	34 17.8% 19.2%	35 13.9% 19.8%	34 17.6% 19.2%	39 17.5% 22.0%	54 14.2% 30.5%	76 16.9% 42.9%	10 22.7% 5.6%	8 7.3% 4.5%
Tennis	79 6.4% 100.0%	35 7.7% 44.3%	31 5.3% 39.2%	9 6.4% 11.4%	26 8.2% 32.9%	22 5.0% 27.8%	5 8.5% 6.3%	3 6.0% 3.8%	5 5.8% 6.3%	13 7.8% 16.5%	14 7.7% 17.7%	5 4.6% 6.3%	11 5.1% 13.9%	12 6.3% 15.2%	10 4.0% 12.7%	12 6.2% 15.2%	22 9.9% 27.8%	19 5.0% 24.1%	31 6.9% 39.2%	5 11.4% 6.3%	7 6.4% 8.9%
Volleyball	73 5.9% 100.0%	26 5.7% 35.6%	35 6.0% 47.9%	9 6.4% 12.3%	17 5.4% 23.3%	26 5.9% 35.6%	4 6.8% 5.5%	3 6.0% 4.1%	3 3.5% 4.1%	14 8.4% 19.2%	8 4.4% 11.0%	5 4.6% 6.8%	13 6.0% 17.8%	10 5.2% 13.7%	14 5.6% 19.2%	16 8.3% 21.9%	15 6.7% 20.5%	18 4.7% 24.7%	25 5.5% 34.2%	4 9.1% 5.5%	5 4.6% 6.8%
Weightlifting	140 11.4% 100.0%	51 11.2% 36.4%	65 11.1% 46.4%	16 11.4% 11.4%	35 11.1% 25.0%	49 11.1% 35.0%	8 13.6% 5.7%	5 10.0% 3.6%	7 8.1% 5.0%	28 16.8% 20.0%	18 9.8% 12.9%	11 10.2% 7.9%	16 7.4% 11.4%	34 17.8% 24.3%	17 6.8% 12.1%	15 7.8% 10.7%	31 13.9% 22.1%	43 11.3% 30.7%	54 12.0% 38.6%	7 15.9% 5.0%	7 6.4% 5.0%
Whitewater rafting	83 6.8% 100.0%	33 7.2% 39.8%	31 5.3% 37.3%	8 5.7% 9.6%	25 7.9% 30.1%	23 5.2% 27.7%	4 6.8% 4.8%	0 0.0% 0.0%	5 5.8% 6.0%	12 7.2% 14.5%	14 7.7% 16.9%	6 5.6% 7.2%	8 3.7% 9.6%	15 7.9% 18.1%	10 4.0% 12.0%	11 5.7% 13.3%	21 9.4% 25.3%	13 3.4% 15.7%	33 7.3% 39.8%	6 13.6% 7.2%	6 5.5% 7.2%
Wine tasting	190 15.5% 100.0%	91 20.0% 47.9%	73 12.5% 38.4%	30 21.4% 15.8%	61 19.3% 32.1%	43 9.7% 22.6%	10 16.9% 5.3%	11 22.0% 5.8%	13 15.1% 6.8%	33 19.8% 17.4%	43 23.5% 22.6%	15 13.9% 7.9%	24 11.1% 12.6%	34 17.8% 17.9%	32 12.7% 16.8%	35 18.1% 18.4%	52 23.3% 27.4%	41 10.8% 21.6%	85 18.8% 44.7%	11 25.0% 5.8%	19 17.4% 10.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019516

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
No answer	189	52	90	19	33	71	5	8	14	15	16	20	39	24	62	39	20	64	44	6	18
	15.4%	11.4%	15.4%	13.6%	10.4%	16.0%	8.5%	16.0%	16.3%	9.0%	8.7%	18.5%	18.0%	12.6%	24.7%	20.2%	9.0%	16.8%	9.8%	13.6%	16.5%
	100.0%	27.5%	47.6%	10.1%	17.5%	37.6%	2.6%	4.2%	7.4%	7.9%	8.5%	10.6%	20.6%	12.7%	32.8%	20.6%	10.6%	33.9%	23.3%	3.2%	9.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019517

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Professional football	768	308	343	88	220	255	38	33	56	120	124	56	142	120	141	120	158	217	298	30	72
	62.5%	67.5%	58.8%	62.9%	69.6%	57.6%	64.4%	66.0%	65.1%	71.9%	67.8%	51.9%	65.4%	62.8%	56.2%	62.2%	70.9%	57.1%	66.1%	68.2%	66.1%
	100.0%	40.1%	44.7%	11.5%	28.6%	33.2%	4.9%	4.3%	7.3%	15.6%	16.1%	7.3%	18.5%	15.6%	18.4%	15.6%	20.6%	28.3%	38.8%	3.9%	9.4%
Professional baseball	505	210	211	56	154	155	24	20	43	93	83	33	93	73	92	80	105	138	201	27	47
	41.1%	46.1%	36.2%	40.0%	48.7%	35.0%	40.7%	40.0%	50.0%	55.7%	45.4%	30.6%	42.9%	38.2%	36.7%	41.5%	47.1%	36.3%	44.6%	61.4%	43.1%
	100.0%	41.6%	41.8%	11.1%	30.5%	30.7%	4.8%	4.0%	8.5%	18.4%	16.4%	6.5%	18.4%	14.5%	18.2%	15.8%	20.8%	27.3%	39.8%	5.3%	9.3%
College football	502	227	212	62	165	150	32	17	42	100	76	35	95	65	91	75	111	128	212	26	45
	40.8%	49.8%	36.4%	44.3%	52.2%	33.9%	54.2%	34.0%	48.8%	59.9%	41.5%	32.4%	43.8%	34.0%	36.3%	38.9%	49.8%	33.7%	47.0%	59.1%	41.3%
	100.0%	45.2%	42.2%	12.4%	32.9%	29.9%	6.4%	3.4%	8.4%	19.9%	15.1%	7.0%	18.9%	12.9%	18.1%	14.9%	22.1%	25.5%	42.2%	5.2%	9.0%
Boxing	429	158	217	63	95	154	28	23	29	64	62	31	81	82	84	65	84	120	162	22	35
	34.9%	34.6%	37.2%	45.0%	30.1%	34.8%	47.5%	46.0%	33.7%	38.3%	33.9%	28.7%	37.3%	42.9%	33.5%	33.7%	37.7%	31.6%	35.9%	50.0%	32.1%
	100.0%	36.8%	50.6%	14.7%	22.1%	35.9%	6.5%	5.4%	6.8%	14.9%	14.5%	7.2%	18.9%	19.1%	19.6%	15.2%	19.6%	28.0%	37.8%	5.1%	8.2%
NASCAR (Winston Cup) racing	400	132	226	53	79	173	22	22	23	51	61	42	88	64	88	66	63	150	133	15	22
	32.5%	28.9%	38.8%	37.9%	25.0%	39.1%	37.3%	44.0%	26.7%	30.5%	33.3%	38.9%	40.6%	33.5%	35.1%	34.2%	28.3%	39.5%	29.5%	34.1%	20.2%
	100.0%	33.0%	56.5%	13.3%	19.8%	43.3%	5.5%	5.5%	5.8%	12.8%	15.3%	10.5%	22.0%	16.0%	22.0%	16.5%	15.8%	37.5%	33.3%	3.8%	5.5%
Professional basketball	396	166	175	50	116	125	26	19	34	62	67	22	79	60	68	63	85	111	155	20	38
	32.2%	36.4%	30.0%	35.7%	36.7%	28.2%	44.1%	38.0%	39.5%	37.1%	36.6%	20.4%	36.4%	31.4%	27.1%	32.6%	38.1%	29.2%	34.4%	45.5%	34.9%
	100.0%	41.9%	44.2%	12.6%	29.3%	31.6%	6.6%	4.8%	8.6%	15.7%	16.9%	5.6%	19.9%	15.2%	17.2%	15.9%	21.5%	28.0%	39.1%	5.1%	9.6%
Professional golf	344	168	127	50	118	77	27	15	33	67	64	16	57	46	58	57	83	74	158	21	26
	28.0%	36.8%	21.8%	35.7%	37.3%	17.4%	45.8%	30.0%	38.4%	40.1%	35.0%	14.8%	26.3%	24.1%	23.1%	29.5%	37.2%	19.5%	35.0%	47.7%	23.9%
	100.0%	48.8%	36.9%	14.5%	34.3%	22.4%	7.8%	4.4%	9.6%	19.5%	18.6%	4.7%	16.6%	13.4%	16.9%	16.6%	24.1%	21.5%	45.9%	6.1%	7.6%
College basketball	325	148	128	40	108	88	21	12	31	66	52	11	60	47	47	55	79	78	141	20	30
	26.4%	32.5%	22.0%	28.6%	34.2%	19.9%	35.6%	24.0%	36.0%	39.5%	28.4%	10.2%	27.6%	24.6%	18.7%	28.5%	35.4%	20.5%	31.3%	45.5%	27.5%
	100.0%	45.5%	39.4%	12.3%	33.2%	27.1%	6.5%	3.7%	9.5%	20.3%	16.0%	3.4%	18.5%	14.5%	14.5%	16.9%	24.3%	24.0%	43.4%	6.2%	9.2%
Fishing show	307	104	175	40	64	135	17	13	24	39	45	37	69	50	72	55	40	106	119	7	18
	25.0%	22.8%	30.0%	28.6%	20.3%	30.5%	28.8%	26.0%	27.9%	23.4%	24.6%	34.3%	31.8%	26.2%	28.7%	28.5%	17.9%	27.9%	26.4%	15.9%	16.5%
	100.0%	33.9%	57.0%	13.0%	20.8%	44.0%	5.5%	4.2%	7.8%	12.7%	14.7%	12.1%	22.5%	16.3%	23.5%	17.9%	13.0%	34.5%	38.8%	2.3%	5.9%
Professional ice hockey	295	139	115	33	106	82	17	10	21	57	56	20	41	37	39	43	73	69	133	16	26
	24.0%	30.5%	19.7%	23.6%	33.5%	18.5%	28.8%	20.0%	24.4%	34.1%	30.6%	18.5%	18.9%	19.4%	15.5%	22.3%	32.7%	18.2%	29.5%	36.4%	23.9%
	100.0%	47.1%	39.0%	11.2%	35.9%	27.8%	5.8%	3.4%	7.1%	19.3%	19.0%	6.8%	13.9%	12.5%	13.2%	14.6%	24.7%	23.4%	45.1%	5.4%	8.8%
Drag racing	279	80	179	35	45	144	11	16	17	30	34	36	64	58	69	52	32	111	99	6	22
	22.7%	17.5%	30.7%	25.0%	14.2%	32.5%	18.6%	32.0%	19.8%	18.0%	18.6%	33.3%	29.5%	30.4%	27.5%	26.9%	14.3%	29.2%	22.0%	13.6%	20.2%
	100.0%	28.7%	64.2%	12.5%	16.1%	51.6%	3.9%	5.7%	6.1%	10.8%	12.2%	12.9%	22.9%	20.8%	24.7%	18.6%	11.5%	39.8%	35.5%	2.2%	7.9%
Wrestling (professional)	255	61	159	26	35	133	9	10	13	27	29	33	56	40	69	41	37	106	73	9	20
	20.7%	13.4%	27.3%	18.6%	11.1%	30.0%	15.3%	20.0%	15.1%	16.2%	15.8%	30.6%	25.8%	20.9%	27.5%	21.2%	16.6%	27.9%	16.2%	20.5%	18.3%
	100.0%	23.9%	62.4%	10.2%	13.7%	52.2%	3.5%	3.9%	5.1%	10.6%	11.4%	12.9%	22.0%	15.7%	27.1%	16.1%	14.5%	41.6%	28.6%	3.5%	7.8%
Hunting shows	247	86	143	31	55	112	15	11	16	34	31	22	58	50	52	38	34	86	99	5	16
	20.1%	18.9%	24.5%	22.1%	17.4%	25.3%	25.4%	22.0%	18.6%	20.4%	16.9%	20.4%	26.7%	26.2%	20.7%	19.7%	15.2%	22.6%	22.0%	11.4%	14.7%
	100.0%	34.8%	57.9%	12.6%	22.3%	45.3%	6.1%	4.5%	6.5%	13.8%	12.6%	8.9%	23.5%	20.2%	21.1%	15.4%	13.8%	34.8%	40.1%	2.0%	6.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019518

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Rodeo	212	64	132	28	36	104	16	9	13	21	36	26	46	42	56	36	31	88	76	7	11
	17.2%	14.0%	22.6%	20.0%	11.4%	23.5%	27.1%	18.0%	15.1%	12.6%	19.7%	24.1%	21.2%	22.0%	22.3%	18.7%	13.9%	23.2%	16.9%	15.9%	10.1%
	100.0%	30.2%	62.3%	13.2%	17.0%	49.1%	7.5%	4.2%	6.1%	9.9%	17.0%	12.3%	21.7%	19.8%	26.4%	17.0%	14.6%	41.5%	35.8%	3.3%	5.2%
Indy CART racing	169	69	92	25	44	67	11	9	15	27	25	17	33	24	37	25	35	55	63	8	9
	13.8%	15.1%	15.8%	17.9%	13.9%	15.1%	18.6%	18.0%	17.4%	16.2%	13.7%	15.7%	15.2%	12.6%	14.7%	13.0%	15.7%	14.5%	14.0%	18.2%	8.3%
	100.0%	40.8%	54.4%	14.8%	26.0%	39.6%	6.5%	5.3%	8.9%	16.0%	14.8%	10.1%	19.5%	14.2%	21.9%	14.8%	20.7%	32.5%	37.3%	4.7%	5.3%
Power boat racing	165	54	94	17	37	77	6	7	11	20	25	21	36	27	40	31	25	52	65	5	14
	13.4%	11.8%	16.1%	12.1%	11.7%	17.4%	10.2%	14.0%	12.8%	12.0%	13.7%	19.4%	16.6%	14.1%	15.9%	16.1%	11.2%	13.7%	14.4%	11.4%	12.8%
	100.0%	32.7%	57.0%	10.3%	22.4%	46.7%	3.6%	4.2%	6.7%	12.1%	15.2%	12.7%	21.8%	16.4%	24.2%	18.8%	15.2%	31.5%	39.4%	3.0%	8.5%
Tennis	161	81	64	27	54	37	10	13	12	34	27	5	30	20	22	25	45	33	70	9	19
	13.1%	17.8%	11.0%	19.3%	17.1%	8.4%	16.9%	26.0%	14.0%	20.4%	14.8%	4.6%	13.8%	10.5%	8.8%	13.0%	20.2%	8.7%	15.5%	20.5%	17.4%
	100.0%	50.3%	39.8%	16.8%	33.5%	23.0%	6.2%	8.1%	7.5%	21.1%	16.8%	3.1%	18.6%	12.4%	13.7%	15.5%	28.0%	20.5%	43.5%	5.6%	11.8%
Formula 1 racing	158	66	76	21	45	55	7	9	9	28	23	13	23	29	32	25	30	43	74	8	15
	12.9%	14.5%	13.0%	15.0%	14.2%	12.4%	11.9%	18.0%	10.5%	16.8%	12.6%	12.0%	10.6%	15.2%	12.7%	13.0%	13.5%	11.3%	16.4%	18.2%	13.8%
	100.0%	41.8%	48.1%	13.3%	28.5%	34.8%	4.4%	5.7%	5.7%	17.7%	14.6%	8.2%	14.6%	18.4%	20.3%	15.8%	19.0%	27.2%	46.8%	5.1%	9.5%
Horse racing	124	49	57	12	37	45	4	6	12	18	18	12	21	19	29	21	28	36	47	6	13
	10.1%	10.7%	9.8%	8.6%	11.7%	10.2%	6.8%	12.0%	14.0%	10.8%	9.8%	11.1%	9.7%	9.9%	11.6%	10.9%	12.6%	9.5%	10.4%	13.6%	11.9%
	100.0%	39.5%	46.0%	9.7%	29.8%	36.3%	3.2%	4.8%	9.7%	14.5%	14.5%	9.7%	16.9%	15.3%	23.4%	16.9%	22.6%	29.0%	37.9%	4.8%	10.5%
Professional bowling	123	38	84	22	16	62	11	7	12	15	17	17	32	20	31	19	11	50	40	5	10
	10.0%	8.3%	14.4%	15.7%	5.1%	14.0%	18.6%	14.0%	14.0%	9.0%	9.3%	15.7%	14.7%	10.5%	12.4%	9.8%	4.9%	13.2%	8.9%	11.4%	9.2%
	100.0%	30.9%	68.3%	17.9%	13.0%	50.4%	8.9%	5.7%	9.8%	12.2%	13.8%	13.8%	26.0%	16.3%	25.2%	15.4%	8.9%	40.7%	32.5%	4.1%	8.1%
Wrestling (amateur)	121	43	80	26	17	54	12	7	10	11	20	16	26	20	32	22	16	43	43	4	10
	9.8%	9.4%	13.7%	18.6%	5.4%	12.2%	20.3%	14.0%	11.6%	6.6%	10.9%	14.8%	12.0%	10.5%	12.7%	11.4%	7.2%	11.3%	9.5%	9.1%	9.2%
	100.0%	35.5%	66.1%	21.5%	14.0%	44.6%	9.9%	5.8%	8.3%	9.1%	16.5%	13.2%	21.5%	16.5%	26.4%	18.2%	13.2%	35.5%	35.5%	3.3%	8.3%
Soccer	113	50	37	15	35	22	8	5	7	18	24	4	15	17	10	17	29	22	53	7	10
	9.2%	11.0%	6.3%	10.7%	11.1%	5.0%	13.6%	10.0%	8.1%	10.8%	13.1%	3.7%	6.9%	8.9%	4.0%	8.8%	13.0%	5.8%	11.8%	15.9%	9.2%
	100.0%	44.2%	32.7%	13.3%	31.0%	19.5%	7.1%	4.4%	6.2%	15.9%	21.2%	3.5%	13.3%	15.0%	8.8%	15.0%	25.7%	19.5%	46.9%	6.2%	8.8%
Skiing	112	47	43	10	37	33	4	4	7	21	19	9	14	16	19	17	30	26	58	5	8
	9.1%	10.3%	7.4%	7.1%	11.7%	7.4%	6.8%	8.0%	8.1%	12.6%	10.4%	8.3%	6.5%	8.4%	7.6%	8.8%	13.5%	6.8%	12.9%	11.4%	7.3%
	100.0%	42.0%	38.4%	8.9%	33.0%	29.5%	3.6%	3.6%	6.3%	18.8%	17.0%	8.0%	12.5%	14.3%	17.0%	15.2%	26.8%	23.2%	51.8%	4.5%	7.1%
Track and field	111	43	63	22	21	41	6	9	10	16	16	10	23	15	23	20	20	38	34	5	7
	9.0%	9.4%	10.8%	15.7%	6.6%	9.3%	10.2%	18.0%	11.6%	9.6%	8.7%	9.3%	10.6%	7.9%	9.2%	10.4%	9.0%	10.0%	7.5%	11.4%	6.4%
	100.0%	38.7%	56.8%	19.8%	18.9%	36.9%	5.4%	8.1%	9.0%	14.4%	14.4%	9.0%	20.7%	13.5%	20.7%	18.0%	18.0%	34.2%	30.6%	4.5%	6.3%
Ice skating	106	32	59	11	21	48	4	4	9	12	10	16	23	21	31	18	17	43	41	6	8
	8.6%	7.0%	10.1%	7.9%	6.6%	10.8%	6.8%	8.0%	10.5%	7.2%	5.5%	14.8%	10.6%	11.0%	12.4%	9.3%	7.6%	11.3%	9.1%	13.6%	7.3%
	100.0%	30.2%	55.7%	10.4%	19.8%	45.3%	3.8%	3.8%	8.5%	11.3%	9.4%	15.1%	21.7%	19.8%	29.2%	17.0%	16.0%	40.6%	38.7%	5.7%	7.5%
Sailing	53	25	19	7	18	12	2	2	4	14	9	3	9	7	14	12	15	13	20	4	7
	4.3%	5.5%	3.3%	5.0%	5.7%	2.7%	3.4%	4.0%	4.7%	8.4%	4.9%	2.8%	4.1%	3.7%	5.6%	6.2%	6.7%	3.4%	4.4%	9.1%	6.4%
	100.0%	47.2%	35.8%	13.2%	34.0%	22.6%	3.8%	3.8%	7.5%	26.4%	17.0%	5.7%	17.0%	13.2%	26.4%	22.6%	28.3%	24.5%	37.7%	7.5%	13.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019519

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Polo	18	9	7	2	7	5	0	0	2	3	4	1	1	5	4	4	7	6	9	1	1
	1.5%	2.0%	1.2%	1.4%	2.2%	1.1%	0.0%	0.0%	2.3%	1.8%	2.2%	0.9%	0.5%	2.6%	1.6%	2.1%	3.1%	1.6%	2.0%	2.3%	0.9%
	100.0%	50.0%	38.9%	11.1%	38.9%	27.8%	0.0%	0.0%	11.1%	16.7%	22.2%	5.6%	5.6%	27.8%	22.2%	22.2%	38.9%	33.3%	50.0%	5.6%	5.6%
Other	130	57	63	22	35	41	7	10	11	19	20	10	23	21	24	28	27	29	55	8	11
	10.6%	12.5%	10.8%	15.7%	11.1%	9.3%	11.9%	20.0%	12.8%	11.4%	10.9%	9.3%	10.6%	11.0%	9.6%	14.5%	12.1%	7.6%	12.2%	18.2%	10.1%
	100.0%	43.8%	48.5%	16.9%	26.9%	31.5%	5.4%	7.7%	8.5%	14.6%	15.4%	7.7%	17.7%	16.2%	18.5%	21.5%	20.8%	22.3%	42.3%	6.2%	8.5%
No answer	79	20	38	8	12	30	4	0	0	7	11	10	9	9	17	7	16	20	23	3	7
	6.4%	4.4%	6.5%	5.7%	3.8%	6.8%	6.8%	0.0%	0.0%	4.2%	6.0%	9.3%	4.1%	4.7%	6.8%	3.6%	7.2%	5.3%	5.1%	6.8%	6.4%
	100.0%	25.3%	48.1%	10.1%	15.2%	38.0%	5.1%	0.0%	0.0%	8.9%	13.9%	12.7%	11.4%	11.4%	21.5%	8.9%	20.3%	25.3%	29.1%	3.8%	8.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019520

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Yes	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	85.6%	90.6%	83.5%	87.1%	92.1%	82.4%	93.2%	82.0%	94.2%	94.6%	86.9%	88.9%	84.3%	84.3%	86.5%	93.8%	89.2%	82.6%	88.2%	97.7%	94.5%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
No	177	43	96	18	25	78	4	9	5	9	24	12	34	30	34	12	24	66	53	1	6
	14.4%	9.4%	16.5%	12.9%	7.9%	17.6%	6.8%	18.0%	5.8%	5.4%	13.1%	11.1%	15.7%	15.7%	13.5%	6.2%	10.8%	17.4%	11.8%	2.3%	5.5%
	100.0%	24.3%	54.2%	10.2%	14.1%	44.1%	2.3%	5.1%	2.8%	5.1%	13.6%	6.8%	19.2%	16.9%	19.2%	6.8%	13.6%	37.3%	29.9%	0.6%	3.4%
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019521

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
For Self																					
Net - Other	792	307	370	92	215	278	40	30	55	123	120	69	135	134	149	134	153	236	303	31	75
	75.3%	74.3%	76.0%	75.4%	73.9%	76.2%	72.7%	73.2%	67.9%	77.8%	75.5%	71.9%	73.8%	83.2%	68.7%	74.0%	76.9%	75.2%	76.1%	72.1%	72.8%
	100.0%	38.8%	46.7%	11.6%	27.1%	35.1%	5.1%	3.8%	6.9%	15.5%	15.2%	8.7%	17.0%	16.9%	18.8%	16.9%	19.3%	29.8%	38.3%	3.9%	9.5%
Music CD's	557	228	256	70	158	186	30	24	43	88	95	43	102	94	92	88	112	153	214	23	56
	52.9%	55.2%	52.6%	57.4%	54.3%	51.0%	54.5%	58.5%	53.1%	55.7%	59.7%	44.8%	55.7%	58.4%	42.4%	48.6%	56.3%	48.7%	53.8%	53.5%	54.4%
	100.0%	40.9%	46.0%	12.6%	28.4%	33.4%	5.4%	4.3%	7.7%	15.8%	17.1%	7.7%	18.3%	16.9%	16.5%	15.8%	20.1%	27.5%	38.4%	4.1%	10.1%
Sports equipment	206	101	92	33	68	59	19	10	21	50	29	17	34	35	43	47	44	46	84	7	23
	19.6%	24.5%	18.9%	27.0%	23.4%	16.2%	34.5%	24.4%	25.9%	31.6%	18.2%	17.7%	18.6%	21.7%	19.8%	26.0%	22.1%	14.6%	21.1%	16.3%	22.3%
	100.0%	49.0%	44.7%	16.0%	33.0%	28.6%	9.2%	4.9%	10.2%	24.3%	14.1%	8.3%	16.5%	17.0%	20.9%	22.8%	21.4%	22.3%	40.8%	3.4%	11.2%
Home office: pens, desk accessories, lighting, chairs	184	80	79	25	55	54	11	6	16	33	27	14	31	21	46	46	47	41	83	8	19
	17.5%	19.4%	16.2%	20.5%	18.9%	14.8%	20.0%	14.6%	19.8%	20.9%	17.0%	14.6%	16.9%	13.0%	21.2%	25.4%	23.6%	13.1%	20.9%	18.6%	18.4%
	100.0%	43.5%	42.9%	13.6%	29.9%	29.3%	6.0%	3.3%	8.7%	17.9%	14.7%	7.6%	16.8%	11.4%	25.0%	25.0%	25.5%	22.3%	45.1%	4.3%	10.3%
Storage: music, video, CD's, clothing	177	55	90	18	37	72	7	6	11	19	19	21	32	27	47	44	34	60	68	5	9
	16.8%	13.3%	18.5%	14.8%	12.7%	19.7%	12.7%	14.6%	13.6%	12.0%	11.9%	21.9%	17.5%	16.8%	21.7%	24.3%	17.1%	19.1%	17.1%	11.6%	8.7%
	100.0%	31.1%	50.8%	10.2%	20.9%	40.7%	4.0%	3.4%	6.2%	10.7%	10.7%	11.9%	18.1%	15.3%	26.6%	24.9%	19.2%	33.9%	38.4%	2.8%	5.1%
Casino: slot/video machines, poker accessories, etc.	28	12	16	6	6	10	2	3	3	5	3	3	7	3	10	10	8	6	8	2	5
	2.7%	2.9%	3.3%	4.9%	2.1%	2.7%	3.6%	7.3%	3.7%	3.2%	1.9%	3.1%	3.8%	1.9%	4.6%	5.5%	4.0%	1.9%	2.0%	4.7%	4.9%
	100.0%	42.9%	57.1%	21.4%	21.4%	35.7%	7.1%	10.7%	10.7%	17.9%	10.7%	10.7%	25.0%	10.7%	35.7%	35.7%	28.6%	21.4%	28.6%	7.1%	17.9%
Net - Clothing/Shoes	696	301	310	92	209	218	45	29	57	119	116	62	121	102	146	124	147	196	275	38	65
	66.2%	72.9%	63.7%	75.4%	71.8%	59.7%	81.8%	70.7%	70.4%	75.3%	73.0%	64.6%	66.1%	63.4%	67.3%	68.5%	73.9%	62.4%	69.1%	88.4%	63.1%
	100.0%	43.2%	44.5%	13.2%	30.0%	31.3%	6.5%	4.2%	8.2%	17.1%	16.7%	8.9%	17.4%	14.7%	21.0%	17.8%	21.1%	28.2%	39.5%	5.5%	9.3%
Clothing	654	285	282	83	202	199	40	28	54	114	112	53	111	98	129	113	141	175	262	37	64
	62.2%	69.0%	57.9%	68.0%	69.4%	54.5%	72.7%	68.3%	66.7%	72.2%	70.4%	55.2%	60.7%	60.9%	59.4%	62.4%	70.9%	55.7%	65.8%	86.0%	62.1%
	100.0%	43.6%	43.1%	12.7%	30.9%	30.4%	6.1%	4.3%	8.3%	17.4%	17.1%	8.1%	17.0%	15.0%	19.7%	17.3%	21.6%	26.8%	40.1%	5.7%	9.8%
Shoes	222	80	121	28	52	93	18	5	15	34	31	30	49	35	57	47	38	79	65	8	24
	21.1%	19.4%	24.8%	23.0%	17.9%	25.5%	32.7%	12.2%	18.5%	21.5%	19.5%	31.3%	26.8%	21.7%	26.3%	26.0%	19.1%	25.2%	16.3%	18.6%	23.3%
	100.0%	36.0%	54.5%	12.6%	23.4%	41.9%	8.1%	2.3%	6.8%	15.3%	14.0%	13.5%	22.1%	15.8%	25.7%	21.2%	17.1%	35.6%	29.3%	3.6%	10.8%
Net - Destination Macanudo's	631	289	274	88	201	186	44	26	72	107	100	66	102	86	150	130	120	152	237	29	101
	60.0%	70.0%	56.3%	72.1%	69.1%	51.0%	80.0%	63.4%	88.9%	67.7%	62.9%	68.8%	55.7%	53.4%	69.1%	71.8%	60.3%	48.4%	59.5%	67.4%	98.1%
	100.0%	45.8%	43.4%	13.9%	31.9%	29.5%	7.0%	4.1%	11.4%	17.0%	15.8%	10.5%	16.2%	13.6%	23.8%	20.6%	19.0%	24.1%	37.6%	4.6%	16.0%
Cigars	336	188	137	54	134	83	31	12	67	73	43	41	53	41	99	95	51	68	116	11	97
	31.9%	45.5%	28.1%	44.3%	46.0%	22.7%	56.4%	29.3%	82.7%	46.2%	27.0%	42.7%	29.0%	25.5%	45.6%	52.5%	25.6%	21.7%	29.1%	25.6%	94.2%
	100.0%	56.0%	40.8%	16.1%	39.9%	24.7%	9.2%	3.6%	19.9%	21.7%	12.8%	12.2%	15.8%	12.2%	29.5%	28.3%	15.2%	20.2%	34.5%	3.3%	28.9%
Personal electronics	246	100	101	28	72	73	8	11	20	39	37	24	32	35	59	44	61	50	101	15	36
	23.4%	24.2%	20.7%	23.0%	24.7%	20.0%	14.5%	26.8%	24.7%	24.7%	23.3%	25.0%	17.5%	21.7%	27.2%	24.3%	30.7%	15.9%	25.4%	34.9%	35.0%
	100.0%	40.7%	41.1%	11.4%	29.3%	29.7%	3.3%	4.5%	8.1%	15.9%	15.0%	9.8%	13.0%	14.2%	24.0%	17.9%	24.8%	20.3%	41.1%	6.1%	14.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019522

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
Cooking accessories and utensils, e.g., knives	225	103	100	37	66	63	19	10	22	46	35	20	46	30	54	51	44	58	85	7	27
	21.4%	24.9%	20.5%	30.3%	22.7%	17.3%	34.5%	24.4%	27.2%	29.1%	22.0%	20.8%	25.1%	18.6%	24.9%	28.2%	22.1%	18.5%	21.4%	16.3%	26.2%
	100.0%	45.8%	44.4%	16.4%	29.3%	28.0%	8.4%	4.4%	9.8%	20.4%	15.6%	8.9%	20.4%	13.3%	24.0%	22.7%	19.6%	25.8%	37.8%	3.1%	12.0%
Travel accessories, such as a radar detector or alarm clock	121	60	55	21	39	34	11	4	14	21	18	11	21	20	29	25	33	26	43	6	13
	11.5%	14.5%	11.3%	17.2%	13.4%	9.3%	20.0%	9.8%	17.3%	13.3%	11.3%	11.5%	11.5%	12.4%	13.4%	13.8%	16.6%	8.3%	10.8%	14.0%	12.6%
	100.0%	49.6%	45.5%	17.4%	32.2%	28.1%	9.1%	3.3%	11.6%	17.4%	14.9%	9.1%	17.4%	16.5%	24.0%	20.7%	27.3%	21.5%	35.5%	5.0%	10.7%
Entertaining accessories, such as wine glasses and bottle openers	114	57	47	23	34	24	10	7	12	23	23	5	20	19	17	22	31	30	48	9	8
	10.8%	13.8%	9.7%	18.9%	11.7%	6.6%	18.2%	17.1%	14.8%	14.6%	14.5%	5.2%	10.9%	11.8%	7.8%	12.2%	15.6%	9.6%	12.1%	20.9%	7.8%
	100.0%	50.0%	41.2%	20.2%	29.8%	21.1%	8.8%	6.1%	10.5%	20.2%	20.2%	4.4%	17.5%	16.7%	14.9%	19.3%	27.2%	26.3%	42.1%	7.9%	7.0%
Barbecue grills and accessories	87	33	42	15	18	27	8	5	5	19	9	9	20	19	21	17	13	26	33	6	11
	8.3%	8.0%	8.6%	12.3%	6.2%	7.4%	14.5%	12.2%	6.2%	12.0%	5.7%	9.4%	10.9%	11.8%	9.7%	9.4%	6.5%	8.3%	8.3%	14.0%	10.7%
	100.0%	37.9%	48.3%	17.2%	20.7%	31.0%	9.2%	5.7%	5.7%	21.8%	10.3%	10.3%	23.0%	21.8%	24.1%	19.5%	14.9%	29.9%	37.9%	6.9%	12.6%
Net - Home Entertainment	392	172	179	63	109	116	28	21	34	70	68	35	74	61	88	83	77	109	147	17	44
	37.3%	41.6%	36.8%	51.6%	37.5%	31.8%	50.9%	51.2%	42.0%	44.3%	42.8%	36.5%	40.4%	37.9%	40.6%	45.9%	38.7%	34.7%	36.9%	39.5%	42.7%
	100.0%	43.9%	45.7%	16.1%	27.8%	29.6%	7.1%	5.4%	8.7%	17.9%	17.3%	8.9%	18.9%	15.6%	22.4%	21.2%	19.6%	27.8%	37.5%	4.3%	11.2%
Cooking accessories and utensils, e.g., knives	225	103	100	37	66	63	19	10	22	46	35	20	46	30	54	51	44	58	85	7	27
	21.4%	24.9%	20.5%	30.3%	22.7%	17.3%	34.5%	24.4%	27.2%	29.1%	22.0%	20.8%	25.1%	18.6%	24.9%	28.2%	22.1%	18.5%	21.4%	16.3%	26.2%
	100.0%	45.8%	44.4%	16.4%	29.3%	28.0%	8.4%	4.4%	9.8%	20.4%	15.6%	8.9%	20.4%	13.3%	24.0%	22.7%	19.6%	25.8%	37.8%	3.1%	12.0%
Gourmet Foods	162	78	63	27	51	36	11	12	18	37	25	15	31	24	41	36	37	38	59	6	25
	15.4%	18.9%	12.9%	22.1%	17.5%	9.9%	20.0%	29.3%	22.2%	23.4%	15.7%	15.6%	16.9%	14.9%	18.9%	19.9%	18.6%	12.1%	14.8%	14.0%	24.3%
	100.0%	48.1%	38.9%	16.7%	31.5%	22.2%	6.8%	7.4%	11.1%	22.8%	15.4%	9.3%	19.1%	14.8%	25.3%	22.2%	22.8%	23.5%	36.4%	3.7%	15.4%
Entertaining accessories, such as wine glasses and bottle openers	114	57	47	23	34	24	10	7	12	23	23	5	20	19	17	22	31	30	48	9	8
	10.8%	13.8%	9.7%	18.9%	11.7%	6.6%	18.2%	17.1%	14.8%	14.6%	14.5%	5.2%	10.9%	11.8%	7.8%	12.2%	15.6%	9.6%	12.1%	20.9%	7.8%
	100.0%	50.0%	41.2%	20.2%	29.8%	21.1%	8.8%	6.1%	10.5%	20.2%	20.2%	4.4%	17.5%	16.7%	14.9%	19.3%	27.2%	26.3%	42.1%	7.9%	7.0%
Barbecue grills and accessories	87	33	42	15	18	27	8	5	5	19	9	9	20	19	21	17	13	26	33	6	11
	8.3%	8.0%	8.6%	12.3%	6.2%	7.4%	14.5%	12.2%	6.2%	12.0%	5.7%	9.4%	10.9%	11.8%	9.7%	9.4%	6.5%	8.3%	8.3%	14.0%	10.7%
	100.0%	37.9%	48.3%	17.2%	20.7%	31.0%	9.2%	5.7%	5.7%	21.8%	10.3%	10.3%	23.0%	21.8%	24.1%	19.5%	14.9%	29.9%	37.9%	6.9%	12.6%
Wine	63	38	20	10	28	10	3	3	9	17	8	6	9	6	13	20	23	8	33	4	8
	6.0%	9.2%	4.1%	8.2%	9.6%	2.7%	5.5%	7.3%	11.1%	10.8%	5.0%	6.3%	4.9%	3.7%	6.0%	11.0%	11.6%	2.5%	8.3%	9.3%	7.8%
	100.0%	60.3%	31.7%	15.9%	44.4%	15.9%	4.8%	4.8%	14.3%	27.0%	12.7%	9.5%	14.3%	9.5%	20.6%	31.7%	36.5%	12.7%	52.4%	6.3%	12.7%
Net - Personal Accessories	244	97	129	37	60	92	15	14	24	33	34	32	52	34	69	53	50	79	80	10	22
	23.2%	23.5%	26.5%	30.3%	20.6%	25.2%	27.3%	34.1%	29.6%	20.9%	21.4%	33.3%	28.4%	21.1%	31.8%	29.3%	25.1%	25.2%	20.1%	23.3%	21.4%
	100.0%	39.8%	52.9%	15.2%	24.6%	37.7%	6.1%	5.7%	9.8%	13.5%	13.9%	13.1%	21.3%	13.9%	28.3%	21.7%	20.5%	32.4%	32.8%	4.1%	9.0%
Jewelry	133	39	83	21	18	62	8	10	12	13	14	21	36	16	46	30	14	53	40	4	9
	12.6%	9.4%	17.0%	17.2%	6.2%	17.0%	14.5%	24.4%	14.8%	8.2%	8.8%	21.9%	19.7%	9.9%	21.2%	16.6%	7.0%	16.9%	10.1%	9.3%	8.7%
	100.0%	29.3%	62.4%	15.8%	13.5%	46.6%	6.0%	7.5%	9.0%	9.8%	10.5%	15.8%	27.1%	12.0%	34.6%	22.6%	10.5%	39.8%	30.1%	3.0%	6.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019523

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
Travel accessories, such as a radar detector or alarm clock	121	60	55	21	39	34	11	4	14	21	18	11	21	20	29	25	33	26	43	6	13
	11.5%	14.5%	11.3%	17.2%	13.4%	9.3%	20.0%	9.8%	17.3%	13.3%	11.3%	11.5%	11.5%	12.4%	13.4%	13.8%	16.6%	8.3%	10.8%	14.0%	12.6%
	100.0%	49.6%	45.5%	17.4%	32.2%	28.1%	9.1%	3.3%	11.6%	17.4%	14.9%	9.1%	17.4%	16.5%	24.0%	20.7%	27.3%	21.5%	35.5%	5.0%	10.7%
Leather goods, such as luggage	71	24	44	13	11	31	4	5	3	11	8	8	19	10	17	15	16	20	22	3	5
	6.7%	5.8%	9.0%	10.7%	3.8%	8.5%	7.3%	12.2%	3.7%	7.0%	5.0%	8.3%	10.4%	6.2%	7.8%	8.3%	8.0%	6.4%	5.5%	7.0%	4.9%
	100.0%	33.8%	62.0%	18.3%	15.5%	43.7%	5.6%	7.0%	4.2%	15.5%	11.3%	11.3%	26.8%	14.1%	23.9%	21.1%	22.5%	28.2%	31.0%	4.2%	7.0%
No answer	56	9	33	2	7	31	0	1	2	6	6	7	12	11	11	6	8	29	18	1	0
	5.3%	2.2%	6.8%	1.6%	2.4%	8.5%	0.0%	2.4%	2.5%	3.8%	3.8%	7.3%	6.6%	6.8%	5.1%	3.3%	4.0%	9.2%	4.5%	2.3%	0.0%
	100.0%	16.1%	58.9%	3.6%	12.5%	55.4%	0.0%	1.8%	3.6%	10.7%	10.7%	12.5%	21.4%	19.6%	19.6%	10.7%	14.3%	51.8%	32.1%	1.8%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019524

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
As a Gift																					
Net - Other	743	280	356	82	198	274	33	29	51	103	103	66	127	125	152	121	121	232	270	33	67
	70.6%	67.8%	73.1%	67.2%	68.0%	75.1%	60.0%	70.7%	63.0%	65.2%	64.8%	68.8%	69.4%	77.6%	70.0%	66.9%	60.8%	73.9%	67.8%	76.7%	65.0%
	100.0%	37.7%	47.9%	11.0%	26.6%	36.9%	4.4%	3.9%	6.9%	13.9%	13.9%	8.9%	17.1%	16.8%	20.5%	16.3%	16.3%	31.2%	36.3%	4.4%	9.0%
Music CD's	180	74	87	24	50	63	8	8	13	30	25	16	32	31	27	29	30	47	77	10	16
	17.1%	17.9%	17.9%	19.7%	17.2%	17.3%	14.5%	19.5%	16.0%	19.0%	15.7%	16.7%	17.5%	19.3%	12.4%	16.0%	15.1%	15.0%	19.3%	23.3%	15.5%
	100.0%	41.1%	48.3%	13.3%	27.8%	35.0%	4.4%	4.4%	7.2%	16.7%	13.9%	8.9%	17.8%	17.2%	15.0%	16.1%	16.7%	26.1%	42.8%	5.6%	8.9%
Sports equipment	45	18	21	5	13	16	2	1	4	10	6	3	6	7	8	8	8	13	21	3	1
	4.3%	4.4%	4.3%	4.1%	4.5%	4.4%	3.6%	2.4%	4.9%	6.3%	3.8%	3.1%	3.3%	4.3%	3.7%	4.4%	4.0%	4.1%	5.3%	7.0%	1.0%
	100.0%	40.0%	46.7%	11.1%	28.9%	35.6%	4.4%	2.2%	8.9%	22.2%	13.3%	6.7%	13.3%	15.6%	17.8%	17.8%	17.8%	28.9%	46.7%	6.7%	2.2%
Home office: pens, desk accessories, lighting, chairs	44	22	19	8	14	11	4	3	9	8	5	5	5	7	12	8	10	11	23	1	0
	4.2%	5.3%	3.9%	6.6%	4.8%	3.0%	7.3%	7.3%	11.1%	5.1%	3.1%	5.2%	2.7%	4.3%	5.5%	4.4%	5.0%	3.5%	5.8%	2.3%	0.0%
	100.0%	50.0%	43.2%	18.2%	31.8%	25.0%	9.1%	6.8%	20.5%	18.2%	11.4%	11.4%	11.4%	15.9%	27.3%	18.2%	22.7%	25.0%	52.3%	2.3%	0.0%
Storage: music, video, CD's, clothing	33	9	22	5	4	17	1	2	2	4	3	5	9	5	8	5	5	16	11	2	0
	3.1%	2.2%	4.5%	4.1%	1.4%	4.7%	1.8%	4.9%	2.5%	2.5%	1.9%	5.2%	4.9%	3.1%	3.7%	2.8%	2.5%	5.1%	2.8%	4.7%	0.0%
	100.0%	27.3%	66.7%	15.2%	12.1%	51.5%	3.0%	6.1%	6.1%	12.1%	9.1%	15.2%	27.3%	15.2%	24.2%	15.2%	15.2%	48.5%	33.3%	6.1%	0.0%
Casino: slot/video machines, poker accessories, etc.	12	5	7	3	2	4	1	2	2	1	1	3	1	2	4	6	4	3	5	3	1
	1.1%	1.2%	1.4%	2.5%	0.7%	1.1%	1.8%	4.9%	2.5%	0.6%	0.6%	3.1%	0.5%	1.2%	1.8%	3.3%	2.0%	1.0%	1.3%	7.0%	1.0%
	100.0%	41.7%	58.3%	25.0%	16.7%	33.3%	8.3%	16.7%	16.7%	8.3%	8.3%	25.0%	8.3%	16.7%	33.3%	50.0%	33.3%	25.0%	41.7%	25.0%	8.3%
Net - Clothing/Shoes	339	143	153	47	96	106	22	15	24	59	65	33	57	55	55	55	76	98	148	20	29
	32.2%	34.6%	31.4%	38.5%	33.0%	29.0%	40.0%	36.6%	29.6%	37.3%	40.9%	34.4%	31.1%	34.2%	25.3%	30.4%	38.2%	31.2%	37.2%	46.5%	28.2%
	100.0%	42.2%	45.1%	13.9%	28.3%	31.3%	6.5%	4.4%	7.1%	17.4%	19.2%	9.7%	16.8%	16.2%	16.2%	16.2%	22.4%	28.9%	43.7%	5.9%	8.6%
Clothing	329	140	145	45	95	100	21	15	23	58	65	29	55	55	48	49	75	93	145	19	28
	31.3%	33.9%	29.8%	36.9%	32.6%	27.4%	38.2%	36.6%	28.4%	36.7%	40.9%	30.2%	30.1%	34.2%	22.1%	27.1%	37.7%	29.6%	36.4%	44.2%	27.2%
	100.0%	42.6%	44.1%	13.7%	28.9%	30.4%	6.4%	4.6%	7.0%	17.6%	19.8%	8.8%	16.7%	16.7%	14.6%	14.9%	22.8%	28.3%	44.1%	5.8%	8.5%
Shoes	32	11	18	5	6	13	4	0	3	1	4	5	4	6	11	9	6	12	13	2	2
	3.0%	2.7%	3.7%	4.1%	2.1%	3.6%	7.3%	0.0%	3.7%	0.6%	2.5%	5.2%	2.2%	3.7%	5.1%	5.0%	3.0%	3.8%	3.3%	4.7%	1.9%
	100.0%	34.4%	56.3%	15.6%	18.8%	40.6%	12.5%	0.0%	9.4%	3.1%	12.5%	15.6%	12.5%	18.8%	34.4%	28.1%	18.8%	37.5%	40.6%	6.3%	6.3%
Net - Destination Macanudo's	239	122	101	39	83	62	19	9	33	41	48	21	38	33	49	51	65	46	109	8	27
	22.7%	29.5%	20.7%	32.0%	28.5%	17.0%	34.5%	22.0%	40.7%	25.9%	30.2%	21.9%	20.8%	20.5%	22.6%	28.2%	32.7%	14.6%	27.4%	18.6%	26.2%
	100.0%	51.0%	42.3%	16.3%	34.7%	25.9%	7.9%	3.8%	13.8%	17.2%	20.1%	8.8%	15.9%	13.8%	20.5%	21.3%	27.2%	19.2%	45.6%	3.3%	11.3%
Cooking accessories and utensils, e.g., knives	89	47	45	20	27	25	9	4	10	15	20	10	14	16	17	16	17	20	35	4	11
	8.5%	11.4%	9.2%	16.4%	9.3%	6.8%	16.4%	9.8%	12.3%	9.5%	12.6%	10.4%	7.7%	9.9%	7.8%	8.8%	8.5%	6.4%	8.8%	9.3%	10.7%
	100.0%	52.8%	50.6%	22.5%	30.3%	28.1%	10.1%	4.5%	11.2%	16.9%	22.5%	11.2%	15.7%	18.0%	19.1%	18.0%	19.1%	22.5%	39.3%	4.5%	12.4%
Cigars	85	52	31	15	37	16	7	4	21	19	10	8	15	4	26	30	21	11	34	0	20
	8.1%	12.6%	6.4%	12.3%	12.7%	4.4%	12.7%	9.8%	25.9%	12.0%	6.3%	8.3%	8.2%	2.5%	12.0%	16.6%	10.6%	3.5%	8.5%	0.0%	19.4%
	100.0%	61.2%	36.5%	17.6%	43.5%	18.8%	8.2%	4.7%	24.7%	22.4%	11.8%	9.4%	17.6%	4.7%	30.6%	35.3%	24.7%	12.9%	40.0%	0.0%	23.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019525

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
Entertaining accessories, such as wine glasses and bottle openers	53	26	25	11	15	14	6	1	6	10	11	5	8	10	10	9	13	9	29	5	1
	5.0%	6.3%	5.1%	9.0%	5.2%	3.8%	10.9%	2.4%	7.4%	6.3%	6.9%	5.2%	4.4%	6.2%	4.6%	5.0%	6.5%	2.9%	7.3%	11.6%	1.0%
	100.0%	49.1%	47.2%	20.8%	28.3%	26.4%	11.3%	1.9%	11.3%	18.9%	20.8%	9.4%	15.1%	18.9%	18.9%	17.0%	24.5%	17.0%	54.7%	9.4%	1.9%
Personal electronics	48	21	19	5	16	14	1	1	1	5	11	4	5	7	6	1	13	10	24	3	3
	4.6%	5.1%	3.9%	4.1%	5.5%	3.8%	1.8%	2.4%	1.2%	3.2%	6.9%	4.2%	2.7%	4.3%	2.8%	0.6%	6.5%	3.2%	6.0%	7.0%	2.9%
	100.0%	43.8%	39.6%	10.4%	33.3%	29.2%	2.1%	2.1%	2.1%	10.4%	22.9%	8.3%	10.4%	14.6%	12.5%	2.1%	27.1%	20.8%	50.0%	6.3%	6.3%
Barbecue grills and accessories	27	14	11	5	9	6	2	1	2	6	7	1	3	5	6	9	11	9	13	0	2
	2.6%	3.4%	2.3%	4.1%	3.1%	1.6%	3.6%	2.4%	2.5%	3.8%	4.4%	1.0%	1.6%	3.1%	2.8%	5.0%	5.5%	2.9%	3.3%	0.0%	1.9%
	100.0%	51.9%	40.7%	18.5%	33.3%	22.2%	7.4%	3.7%	7.4%	22.2%	25.9%	3.7%	11.1%	18.5%	22.2%	33.3%	40.7%	33.3%	48.1%	0.0%	7.4%
Travel accessories, such as a radar detector or alarm clock	25	14	14	7	7	7	5	1	4	3	6	3	4	5	6	3	8	6	12	2	0
	2.4%	3.4%	2.9%	5.7%	2.4%	1.9%	9.1%	2.4%	4.9%	1.9%	3.8%	3.1%	2.2%	3.1%	2.8%	1.7%	4.0%	1.9%	3.0%	4.7%	0.0%
	100.0%	56.0%	56.0%	28.0%	28.0%	28.0%	20.0%	4.0%	16.0%	12.0%	24.0%	12.0%	16.0%	20.0%	24.0%	12.0%	32.0%	24.0%	48.0%	8.0%	0.0%
Net - Home Entertainment	205	100	92	36	64	56	18	9	22	37	44	19	36	29	44	45	52	45	86	10	26
	19.5%	24.2%	18.9%	29.5%	22.0%	15.3%	32.7%	22.0%	27.2%	23.4%	27.7%	19.8%	19.7%	18.0%	20.3%	24.9%	26.1%	14.3%	21.6%	23.3%	25.2%
	100.0%	48.8%	44.9%	17.6%	31.2%	27.3%	8.8%	4.4%	10.7%	18.0%	21.5%	9.3%	17.6%	14.1%	21.5%	22.0%	25.4%	22.0%	42.0%	4.9%	12.7%
Gourmet Foods	100	46	40	14	32	26	8	4	16	21	12	9	20	10	26	21	18	20	46	2	17
	9.5%	11.1%	8.2%	11.5%	11.0%	7.1%	14.5%	9.8%	19.8%	13.3%	7.5%	9.4%	10.9%	6.2%	12.0%	11.6%	9.0%	6.4%	11.6%	4.7%	16.5%
	100.0%	46.0%	40.0%	14.0%	32.0%	26.0%	8.0%	4.0%	16.0%	21.0%	12.0%	9.0%	20.0%	10.0%	26.0%	21.0%	18.0%	20.0%	46.0%	2.0%	17.0%
Cooking accessories and utensils, e.g., knives	89	47	45	20	27	25	9	4	10	15	20	10	14	16	17	16	17	20	35	4	11
	8.5%	11.4%	9.2%	16.4%	9.3%	6.8%	16.4%	9.8%	12.3%	9.5%	12.6%	10.4%	7.7%	9.9%	7.8%	8.8%	8.5%	6.4%	8.8%	9.3%	10.7%
	100.0%	52.8%	50.6%	22.5%	30.3%	28.1%	10.1%	4.5%	11.2%	16.9%	22.5%	11.2%	15.7%	18.0%	19.1%	18.0%	19.1%	22.5%	39.3%	4.5%	12.4%
Entertaining accessories, such as wine glasses and bottle openers	53	26	25	11	15	14	6	1	6	10	11	5	8	10	10	9	13	9	29	5	1
	5.0%	6.3%	5.1%	9.0%	5.2%	3.8%	10.9%	2.4%	7.4%	6.3%	6.9%	5.2%	4.4%	6.2%	4.6%	5.0%	6.5%	2.9%	7.3%	11.6%	1.0%
	100.0%	49.1%	47.2%	20.8%	28.3%	26.4%	11.3%	1.9%	11.3%	18.9%	20.8%	9.4%	15.1%	18.9%	18.9%	17.0%	24.5%	17.0%	54.7%	9.4%	1.9%
Wine	34	21	14	6	15	8	3	1	6	8	4	5	6	4	12	13	11	4	19	1	5
	3.2%	5.1%	2.9%	4.9%	5.2%	2.2%	5.5%	2.4%	7.4%	5.1%	2.5%	5.2%	3.3%	2.5%	5.5%	7.2%	5.5%	1.3%	4.8%	2.3%	4.9%
	100.0%	61.8%	41.2%	17.6%	44.1%	23.5%	8.8%	2.9%	17.6%	23.5%	11.8%	14.7%	17.6%	11.8%	35.3%	38.2%	32.4%	11.8%	55.9%	2.9%	14.7%
Barbecue grills and accessories	27	14	11	5	9	6	2	1	2	6	7	1	3	5	6	9	11	9	13	0	2
	2.6%	3.4%	2.3%	4.1%	3.1%	1.6%	3.6%	2.4%	2.5%	3.8%	4.4%	1.0%	1.6%	3.1%	2.8%	5.0%	5.5%	2.9%	3.3%	0.0%	1.9%
	100.0%	51.9%	40.7%	18.5%	33.3%	22.2%	7.4%	3.7%	7.4%	22.2%	25.9%	3.7%	11.1%	18.5%	22.2%	33.3%	40.7%	33.3%	48.1%	0.0%	7.4%
Net - Personal Accessories	150	44	84	22	22	62	8	9	15	16	15	20	35	17	41	26	26	51	55	7	12
	14.3%	10.7%	17.2%	18.0%	7.6%	17.0%	14.5%	22.0%	18.5%	10.1%	9.4%	20.8%	19.1%	10.6%	18.9%	14.4%	13.1%	16.2%	13.8%	16.3%	11.7%
	100.0%	29.3%	56.0%	14.7%	14.7%	41.3%	5.3%	6.0%	10.0%	10.7%	10.0%	13.3%	23.3%	11.3%	27.3%	17.3%	17.3%	34.0%	36.7%	4.7%	8.0%
Jewelry	130	32	73	17	15	56	6	7	10	14	10	17	30	15	34	21	18	47	43	6	11
	12.4%	7.7%	15.0%	13.9%	5.2%	15.3%	10.9%	17.1%	12.3%	8.9%	6.3%	17.7%	16.4%	9.3%	15.7%	11.6%	9.0%	15.0%	10.8%	14.0%	10.7%
	100.0%	24.6%	56.2%	13.1%	11.5%	43.1%	4.6%	5.4%	7.7%	10.8%	7.7%	13.1%	23.1%	11.5%	26.2%	16.2%	13.8%	36.2%	33.1%	4.6%	8.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019526

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
Travel accessories, such as a radar detector or alarm clock	25	14	14	7	7	7	5	1	4	3	6	3	4	5	6	3	8	6	12	2	0
	2.4%	3.4%	2.9%	5.7%	2.4%	1.9%	9.1%	2.4%	4.9%	1.9%	3.8%	3.1%	2.2%	3.1%	2.8%	1.7%	4.0%	1.9%	3.0%	4.7%	0.0%
	100.0%	56.0%	56.0%	28.0%	28.0%	28.0%	20.0%	4.0%	16.0%	12.0%	24.0%	12.0%	16.0%	20.0%	24.0%	12.0%	32.0%	24.0%	48.0%	8.0%	0.0%
Leather goods, such as luggage	23	11	11	5	6	6	1	2	4	5	2	3	5	1	7	7	6	4	13	1	2
	2.2%	2.7%	2.3%	4.1%	2.1%	1.6%	1.8%	4.9%	4.9%	3.2%	1.3%	3.1%	2.7%	0.6%	3.2%	3.9%	3.0%	1.3%	3.3%	2.3%	1.9%
	100.0%	47.8%	47.8%	21.7%	26.1%	26.1%	4.3%	8.7%	17.4%	21.7%	8.7%	13.0%	21.7%	4.3%	30.4%	30.4%	26.1%	17.4%	56.5%	4.3%	8.7%
No answer	496	179	238	50	129	188	22	19	31	61	71	43	86	82	110	81	73	164	163	19	49
	47.1%	43.3%	48.9%	41.0%	44.3%	51.5%	40.0%	46.3%	38.3%	38.6%	44.7%	44.8%	47.0%	50.9%	50.7%	44.8%	36.7%	52.2%	41.0%	44.2%	47.6%
	100.0%	36.1%	48.0%	10.1%	26.0%	37.9%	4.4%	3.8%	6.3%	12.3%	14.3%	8.7%	17.3%	16.5%	22.2%	16.3%	14.7%	33.1%	32.9%	3.8%	9.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019527

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
No answer	14	7	7	3	4	4	0	1	1	1	2	0	4	1	2	3	1	5	3	1	2
	1.3%	1.7%	1.4%	2.5%	1.4%	1.1%	0.0%	2.4%	1.2%	0.6%	1.3%	0.0%	2.2%	0.6%	0.9%	1.7%	0.5%	1.6%	0.8%	2.3%	1.9%
	100.0%	50.0%	50.0%	21.4%	28.6%	28.6%	0.0%	7.1%	7.1%	7.1%	14.3%	0.0%	28.6%	7.1%	14.3%	21.4%	7.1%	35.7%	21.4%	7.1%	14.3%
Total answering	1038	406	480	119	287	361	55	40	80	157	157	96	179	160	215	178	198	309	395	42	101
	98.7%	98.3%	98.6%	97.5%	98.6%	98.9%	100.0%	97.6%	98.8%	99.4%	98.7%	100.0%	97.8%	99.4%	99.1%	98.3%	99.5%	98.4%	99.2%	97.7%	98.1%
	100.0%	39.1%	46.2%	11.5%	27.6%	34.8%	5.3%	3.9%	7.7%	15.1%	15.1%	9.2%	17.2%	15.4%	20.7%	17.1%	19.1%	29.8%	38.1%	4.0%	9.7%
Under $100 (50)	239	61	125	20	41	105	6	7	4	19	40	24	34	46	45	21	37	99	75	9	5
	23.0%	15.0%	26.0%	16.8%	14.3%	29.1%	10.9%	17.5%	5.0%	12.1%	25.5%	25.0%	19.0%	28.8%	20.9%	11.8%	18.7%	32.0%	19.0%	21.4%	5.0%
	100.0%	25.5%	52.3%	8.4%	17.2%	43.9%	2.5%	2.9%	1.7%	7.9%	16.7%	10.0%	14.2%	19.2%	18.8%	8.8%	15.5%	41.4%	31.4%	3.8%	2.1%
$100 - $249 (175)	258	97	122	23	74	99	11	8	15	34	36	27	42	44	46	29	45	92	91	12	26
	24.9%	23.9%	25.4%	19.3%	25.8%	27.4%	20.0%	20.0%	18.8%	21.7%	22.9%	28.1%	23.5%	27.5%	21.4%	16.3%	22.7%	29.8%	23.0%	28.6%	25.7%
	100.0%	37.6%	47.3%	8.9%	28.7%	38.4%	4.3%	3.1%	5.8%	13.2%	14.0%	10.5%	16.3%	17.1%	17.8%	11.2%	17.4%	35.7%	35.3%	4.7%	10.1%
$250 - $499 (375)	178	70	96	24	46	72	13	10	12	33	28	18	43	24	34	32	30	51	72	6	15
	17.1%	17.2%	20.0%	20.2%	16.0%	19.9%	23.6%	25.0%	15.0%	21.0%	17.8%	18.8%	24.0%	15.0%	15.8%	18.0%	15.2%	16.5%	18.2%	14.3%	14.9%
	100.0%	39.3%	53.9%	13.5%	25.8%	40.4%	7.3%	5.6%	6.7%	18.5%	15.7%	10.1%	24.2%	13.5%	19.1%	18.0%	16.9%	28.7%	40.4%	3.4%	8.4%
$500 - $999 (750)	168	72	72	25	47	47	14	8	13	35	28	14	33	32	35	33	37	43	69	11	22
	16.2%	17.7%	15.0%	21.0%	16.4%	13.0%	25.5%	20.0%	16.3%	22.3%	17.8%	14.6%	18.4%	20.0%	16.3%	18.5%	18.7%	13.9%	17.5%	26.2%	21.8%
	100.0%	42.9%	42.9%	14.9%	28.0%	28.0%	8.3%	4.8%	7.7%	20.8%	16.7%	8.3%	19.6%	19.0%	20.8%	19.6%	22.0%	25.6%	41.1%	6.5%	13.1%
$1,000 - $1,999 (1500)	118	63	33	11	52	22	3	3	21	20	18	6	16	6	26	35	28	17	52	3	18
	11.4%	15.5%	6.9%	9.2%	18.1%	6.1%	5.5%	7.5%	26.3%	12.7%	11.5%	6.3%	8.9%	3.8%	12.1%	19.7%	14.1%	5.5%	13.2%	7.1%	17.8%
	100.0%	53.4%	28.0%	9.3%	44.1%	18.6%	2.5%	2.5%	17.8%	16.9%	15.3%	5.1%	13.6%	5.1%	22.0%	29.7%	23.7%	14.4%	44.1%	2.5%	15.3%
$2,000 - $2,999 (2500)	45	27	23	11	16	12	5	3	10	10	2	5	7	6	20	18	10	5	17	1	11
	4.3%	6.7%	4.8%	9.2%	5.6%	3.3%	9.1%	7.5%	12.5%	6.4%	1.3%	5.2%	3.9%	3.8%	9.3%	10.1%	5.1%	1.6%	4.3%	2.4%	10.9%
	100.0%	60.0%	51.1%	24.4%	35.6%	26.7%	11.1%	6.7%	22.2%	22.2%	4.4%	11.1%	15.6%	13.3%	44.4%	40.0%	22.2%	11.1%	37.8%	2.2%	24.4%
$3,000 - $3,999 (3500)	13	6	1	1	5	0	1	0	2	4	0	0	2	1	3	3	4	1	7	0	1
	1.3%	1.5%	0.2%	0.8%	1.7%	0.0%	1.8%	0.0%	2.5%	2.5%	0.0%	0.0%	1.1%	0.6%	1.4%	1.7%	2.0%	0.3%	1.8%	0.0%	1.0%
	100.0%	46.2%	7.7%	7.7%	38.5%	0.0%	7.7%	0.0%	15.4%	30.8%	0.0%	0.0%	15.4%	7.7%	23.1%	23.1%	30.8%	7.7%	53.8%	0.0%	7.7%
$4,000 - $4,999 (4500)	6	3	1	1	2	0	1	0	2	1	2	0	1	1	2	3	3	0	5	0	1
	0.6%	0.7%	0.2%	0.8%	0.7%	0.0%	1.8%	0.0%	2.5%	0.6%	1.3%	0.0%	0.6%	0.6%	0.9%	1.7%	1.5%	0.0%	1.3%	0.0%	1.0%
	100.0%	50.0%	16.7%	16.7%	33.3%	0.0%	16.7%	0.0%	33.3%	16.7%	33.3%	0.0%	16.7%	16.7%	33.3%	50.0%	50.0%	0.0%	83.3%	0.0%	16.7%
$5,000 - $9,999 (7500)	11	6	5	2	4	3	0	1	1	1	2	2	1	0	4	4	3	1	5	0	2
	1.1%	1.5%	1.0%	1.7%	1.4%	0.8%	0.0%	2.5%	1.3%	0.6%	1.3%	2.1%	0.6%	0.0%	1.9%	2.2%	1.5%	0.3%	1.3%	0.0%	2.0%
	100.0%	54.5%	45.5%	18.2%	36.4%	27.3%	0.0%	9.1%	9.1%	9.1%	18.2%	18.2%	9.1%	0.0%	36.4%	36.4%	27.3%	9.1%	45.5%	0.0%	18.2%
More than $10,000 (12000)	2	1	2	1	0	1	1	0	0	0	1	0	0	0	0	0	1	0	2	0	0
	0.2%	0.2%	0.4%	0.8%	0.0%	0.3%	1.8%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	0.0%	0.0%
	100.0%	50.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	100.0%	0.0%	0.0%
Mean	692.1	871.4	612.7	939.3	843.2	505.1	992.7	775.0	1213.4	805.9	686.6	621.6	616.9	468.8	873.5	1092.0	897.6	393.0	828.9	477.4	1033.9
Std. Dev.	1147.4	1287.6	1206.8	1583.0	1145.0	1034.2	1776.1	1280.0	1246.1	1001.4	1379.5	1176.3	882.4	669.1	1274.7	1356.1	1451.4	636.3	1388.9	514.4	1271.1
Std. Err.	35.6	63.9	55.1	145.1	67.6	54.4	239.5	202.4	139.3	79.9	110.1	120.1	66.0	52.9	86.9	101.6	103.1	36.2	69.9	79.4	126.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019528

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
Net - Music	788	276	389	89	187	300	33	34	39	102	123	73	139	126	152	120	149	259	300	32	54
	74.9%	66.8%	79.9%	73.0%	64.3%	82.2%	60.0%	82.9%	48.1%	64.6%	77.4%	76.0%	76.0%	78.3%	70.0%	66.3%	74.9%	82.5%	75.4%	74.4%	52.4%
	100.0%	35.0%	49.4%	11.3%	23.7%	38.1%	4.2%	4.3%	4.9%	12.9%	15.6%	9.3%	17.6%	16.0%	19.3%	15.2%	18.9%	32.9%	38.1%	4.1%	6.9%
Columbia House	244	103	121	34	69	87	15	13	19	38	42	23	43	41	44	43	47	74	95	14	22
	23.2%	24.9%	24.8%	27.9%	23.7%	23.8%	27.3%	31.7%	23.5%	24.1%	26.4%	24.0%	23.5%	25.5%	20.3%	23.8%	23.6%	23.6%	23.9%	32.6%	21.4%
	100.0%	42.2%	49.6%	13.9%	28.3%	35.7%	6.1%	5.3%	7.8%	15.6%	17.2%	9.4%	17.6%	16.8%	18.0%	17.6%	19.3%	30.3%	38.9%	5.7%	9.0%
BMG	151	63	61	17	46	44	4	5	6	19	32	8	24	25	25	25	38	30	70	13	12
	14.4%	15.3%	12.5%	13.9%	15.8%	12.1%	7.3%	12.2%	7.4%	12.0%	20.1%	8.3%	13.1%	15.5%	11.5%	13.8%	19.1%	9.6%	17.6%	30.2%	11.7%
	100.0%	41.7%	40.4%	11.3%	30.5%	29.1%	2.6%	3.3%	4.0%	12.6%	21.2%	5.3%	15.9%	16.6%	16.6%	16.6%	25.2%	19.9%	46.4%	8.6%	7.9%
Net - Apparel	374	197	145	54	143	91	26	16	43	82	68	29	63	52	77	85	96	73	174	23	43
	35.6%	47.7%	29.8%	44.3%	49.1%	24.9%	47.3%	39.0%	53.1%	51.9%	42.8%	30.2%	34.4%	32.3%	35.5%	47.0%	48.2%	23.2%	43.7%	53.5%	41.7%
	100.0%	52.7%	38.8%	14.4%	38.2%	24.3%	7.0%	4.3%	11.5%	21.9%	18.2%	7.8%	16.8%	13.9%	20.6%	22.7%	25.7%	19.5%	46.5%	6.1%	11.5%
L. L. Bean	223	116	96	40	76	56	19	12	28	49	39	17	43	31	50	55	47	45	106	10	24
	21.2%	28.1%	19.7%	32.8%	26.1%	15.3%	34.5%	29.3%	34.6%	31.0%	24.5%	17.7%	23.5%	19.3%	23.0%	30.4%	23.6%	14.3%	26.6%	23.3%	23.3%
	100.0%	52.0%	43.0%	17.9%	34.1%	25.1%	8.5%	5.4%	12.6%	22.0%	17.5%	7.6%	19.3%	13.9%	22.4%	24.7%	21.1%	20.2%	47.5%	4.5%	10.8%
Lands End	192	106	69	32	74	37	16	9	27	46	31	12	32	29	42	49	49	38	91	8	25
	18.3%	25.7%	14.2%	26.2%	25.4%	10.1%	29.1%	22.0%	33.3%	29.1%	19.5%	12.5%	17.5%	18.0%	19.4%	27.1%	24.6%	12.1%	22.9%	18.6%	24.3%
	100.0%	55.2%	35.9%	16.7%	38.5%	19.3%	8.3%	4.7%	14.1%	24.0%	16.1%	6.3%	16.7%	15.1%	21.9%	25.5%	25.5%	19.8%	47.4%	4.2%	13.0%
Eddie Bauer	140	83	46	17	66	29	11	3	15	36	25	10	21	18	28	42	31	18	76	6	18
	13.3%	20.1%	9.4%	13.9%	22.7%	7.9%	20.0%	7.3%	18.5%	22.8%	15.7%	10.4%	11.5%	11.2%	12.9%	23.2%	15.6%	5.7%	19.1%	14.0%	17.5%
	100.0%	59.3%	32.9%	12.1%	47.1%	20.7%	7.9%	2.1%	10.7%	25.7%	17.9%	7.1%	15.0%	12.9%	20.0%	30.0%	22.1%	12.9%	54.3%	4.3%	12.9%
J. Crew	56	33	12	4	29	8	2	1	11	9	13	4	4	7	12	17	21	7	30	5	7
	5.3%	8.0%	2.5%	3.3%	10.0%	2.2%	3.6%	2.4%	13.6%	5.7%	8.2%	4.2%	2.2%	4.3%	5.5%	9.4%	10.6%	2.2%	7.5%	11.6%	6.8%
	100.0%	58.9%	21.4%	7.1%	51.8%	14.3%	3.6%	1.8%	19.6%	16.1%	23.2%	7.1%	7.1%	12.5%	21.4%	30.4%	37.5%	12.5%	53.6%	8.9%	12.5%
Orvis	33	21	14	7	14	7	3	3	5	10	8	3	9	6	7	7	6	6	17	3	5
	3.1%	5.1%	2.9%	5.7%	4.8%	1.9%	5.5%	7.3%	6.2%	6.3%	5.0%	3.1%	4.9%	3.7%	3.2%	3.9%	3.0%	1.9%	4.3%	7.0%	4.9%
	100.0%	63.6%	42.4%	21.2%	42.4%	21.2%	9.1%	9.1%	15.2%	30.3%	24.2%	9.1%	27.3%	18.2%	21.2%	21.2%	18.2%	18.2%	51.5%	9.1%	15.2%
Neiman Marcus	31	20	10	5	15	5	3	1	5	2	6	3	5	4	9	9	14	3	18	5	2
	2.9%	4.8%	2.1%	4.1%	5.2%	1.4%	5.5%	2.4%	6.2%	1.3%	3.8%	3.1%	2.7%	2.5%	4.1%	5.0%	7.0%	1.0%	4.5%	11.6%	1.9%
	100.0%	64.5%	32.3%	16.1%	48.4%	16.1%	9.7%	3.2%	16.1%	6.5%	19.4%	9.7%	16.1%	12.9%	29.0%	29.0%	45.2%	9.7%	58.1%	16.1%	6.5%
Brooks Brothers	19	9	6	1	8	5	1	0	3	2	3	4	0	3	8	9	9	3	10	2	4
	1.8%	2.2%	1.2%	0.8%	2.7%	1.4%	1.8%	0.0%	3.7%	1.3%	1.9%	4.2%	0.0%	1.9%	3.7%	5.0%	4.5%	1.0%	2.5%	4.7%	3.9%
	100.0%	47.4%	31.6%	5.3%	42.1%	26.3%	5.3%	0.0%	15.8%	10.5%	15.8%	21.1%	0.0%	15.8%	42.1%	47.4%	47.4%	15.8%	52.6%	10.5%	21.1%
J. Peterman	14	7	5	1	6	4	0	0	5	0	1	2	3	1	7	7	5	4	7	2	3
	1.3%	1.7%	1.0%	0.8%	2.1%	1.1%	0.0%	0.0%	6.2%	0.0%	0.6%	2.1%	1.6%	0.6%	3.2%	3.9%	2.5%	1.3%	1.8%	4.7%	2.9%
	100.0%	50.0%	35.7%	7.1%	42.9%	28.6%	0.0%	0.0%	35.7%	0.0%	7.1%	14.3%	21.4%	7.1%	50.0%	50.0%	35.7%	28.6%	50.0%	14.3%	21.4%
Johnston & Murphy	11	6	3	0	6	3	0	0	2	4	1	3	1	1	4	6	4	1	5	2	1
	1.0%	1.5%	0.6%	0.0%	2.1%	0.8%	0.0%	0.0%	2.5%	2.5%	0.6%	3.1%	0.5%	0.6%	1.8%	3.3%	2.0%	0.3%	1.3%	4.7%	1.0%
	100.0%	54.5%	27.3%	0.0%	54.5%	27.3%	0.0%	0.0%	18.2%	36.4%	9.1%	27.3%	9.1%	9.1%	36.4%	54.5%	36.4%	9.1%	45.5%	18.2%	9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019529

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052 100.0% 100.0%	413 100.0% 39.3%	487 100.0% 46.3%	122 100.0% 11.6%	291 100.0% 27.7%	365 100.0% 34.7%	55 100.0% 5.2%	41 100.0% 3.9%	81 100.0% 7.7%	158 100.0% 15.0%	159 100.0% 15.1%	96 100.0% 9.1%	183 100.0% 17.4%	161 100.0% 15.3%	217 100.0% 20.6%	181 100.0% 17.2%	199 100.0% 18.9%	314 100.0% 29.8%	398 100.0% 37.8%	43 100.0% 4.1%	103 100.0% 9.8%
Joseph A. Banks	10 1.0% 100.0%	8 1.9% 80.0%	0 0.0% 0.0%	0 0.0% 0.0%	8 2.7% 80.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 3.7% 30.0%	2 1.3% 20.0%	3 1.9% 30.0%	0 0.0% 0.0%	1 0.5% 10.0%	1 0.6% 10.0%	1 0.5% 10.0%	2 1.1% 20.0%	2 1.0% 20.0%	0 0.0% 0.0%	7 1.8% 70.0%	1 2.3% 10.0%	1 1.0% 10.0%
Paul Frederick	7 0.7% 100.0%	4 1.0% 57.1%	2 0.4% 28.6%	1 0.8% 14.3%	3 1.0% 42.9%	1 0.3% 14.3%	1 1.8% 14.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 14.3%	3 1.9% 42.9%	1 1.0% 14.3%	0 0.0% 0.0%	1 0.6% 14.3%	3 1.4% 42.9%	3 1.7% 42.9%	4 2.0% 57.1%	1 0.3% 14.3%	7 1.8% 100.0%	1 2.3% 14.3%	2 1.9% 28.6%
Bullock & Jones	4 0.4% 100.0%	1 0.2% 25.0%	3 0.6% 75.0%	0 0.0% 0.0%	1 0.3% 25.0%	3 0.8% 75.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 25.0%	0 0.0% 0.0%	2 2.1% 50.0%	0 0.0% 0.0%	1 0.6% 25.0%	2 0.9% 50.0%	3 1.7% 75.0%	2 1.0% 50.0%	2 0.6% 50.0%	3 0.8% 75.0%	1 2.3% 25.0%	1 1.0% 25.0%
Net - Tobacco	186 17.7% 100.0%	121 29.3% 65.1%	72 14.8% 38.7%	38 31.1% 20.4%	83 28.5% 44.6%	34 9.3% 18.3%	21 38.2% 11.3%	9 22.0% 4.8%	47 58.0% 25.3%	50 31.6% 26.9%	18 11.3% 9.7%	23 24.0% 12.4%	30 16.4% 16.1%	14 8.7% 7.5%	64 29.5% 34.4%	58 32.0% 31.2%	26 13.1% 14.0%	33 10.5% 17.7%	57 14.3% 30.6%	7 16.3% 3.8%	74 71.8% 39.8%
Thompson's	132 12.5% 100.0%	93 22.5% 70.5%	52 10.7% 39.4%	33 27.0% 25.0%	60 20.6% 45.5%	19 5.2% 14.4%	18 32.7% 13.6%	8 19.5% 6.1%	36 44.4% 27.3%	35 22.2% 26.5%	12 7.5% 9.1%	14 14.6% 10.6%	22 12.0% 16.7%	8 5.0% 6.1%	41 18.9% 31.1%	40 22.1% 30.3%	19 9.5% 14.4%	21 6.7% 15.9%	40 10.1% 30.3%	3 7.0% 2.3%	56 54.4% 42.4%
J. R. Tobacco	78 7.4% 100.0%	48 11.6% 61.5%	28 5.7% 35.9%	10 8.2% 12.8%	38 13.1% 48.7%	18 4.9% 23.1%	4 7.3% 5.1%	4 9.8% 5.1%	18 22.2% 23.1%	25 15.8% 32.1%	7 4.4% 9.0%	13 13.5% 16.7%	11 6.0% 14.1%	7 4.3% 9.0%	35 16.1% 44.9%	33 18.2% 42.3%	13 6.5% 16.7%	14 4.5% 17.9%	26 6.5% 33.3%	5 11.6% 6.4%	30 29.1% 38.5%
Net - Home	148 14.1% 100.0%	76 18.4% 51.4%	59 12.1% 39.9%	23 18.9% 15.5%	53 18.2% 35.8%	36 9.9% 24.3%	7 12.7% 4.7%	9 22.0% 6.1%	17 21.0% 11.5%	23 14.6% 15.5%	31 19.5% 20.9%	9 9.4% 6.1%	23 12.6% 15.5%	19 11.8% 12.8%	33 15.2% 22.3%	38 21.0% 25.7%	39 19.6% 26.4%	28 8.9% 18.9%	61 15.3% 41.2%	8 18.6% 5.4%	24 23.3% 16.2%
Damark	87 8.3% 100.0%	36 8.7% 41.4%	41 8.4% 47.1%	12 9.8% 13.8%	24 8.2% 27.6%	29 7.9% 33.3%	3 5.5% 3.4%	6 14.6% 6.9%	8 9.9% 9.2%	9 5.7% 10.3%	18 11.3% 20.7%	6 6.3% 6.9%	15 8.2% 17.2%	16 9.9% 18.4%	20 9.2% 23.0%	19 10.5% 21.8%	22 11.1% 25.3%	20 6.4% 23.0%	33 8.3% 37.9%	4 9.3% 4.6%	16 15.5% 18.4%
Crate & Barrel	44 4.2% 100.0%	32 7.7% 72.7%	11 2.3% 25.0%	7 5.7% 15.9%	25 8.6% 56.8%	4 1.1% 9.1%	3 5.5% 6.8%	0 0.0% 0.0%	8 9.9% 18.2%	9 5.7% 20.5%	10 6.3% 22.7%	2 2.1% 4.5%	5 2.7% 11.4%	1 0.6% 2.3%	12 5.5% 27.3%	16 8.8% 36.4%	14 7.0% 31.8%	6 1.9% 13.6%	19 4.8% 43.2%	2 4.7% 4.5%	6 5.8% 13.6%
Pottery Barn	29 2.8% 100.0%	16 3.9% 55.2%	6 1.2% 20.7%	3 2.5% 10.3%	13 4.5% 44.8%	3 0.8% 10.3%	1 1.8% 3.4%	2 4.9% 6.9%	3 3.7% 10.3%	6 3.8% 20.7%	7 4.4% 24.1%	1 1.0% 3.4%	2 1.1% 6.9%	2 1.2% 6.9%	3 1.4% 10.3%	5 2.8% 17.2%	8 4.0% 27.6%	5 1.6% 17.2%	15 3.8% 51.7%	4 9.3% 13.8%	3 2.9% 10.3%
Hold Everything	17 1.6% 100.0%	10 2.4% 58.8%	5 1.0% 29.4%	3 2.5% 17.6%	7 2.4% 41.2%	2 0.5% 11.8%	1 1.8% 5.9%	2 4.9% 11.8%	2 2.5% 11.8%	4 2.5% 23.5%	5 3.1% 29.4%	1 1.0% 5.9%	1 0.5% 5.9%	2 1.2% 11.8%	1 0.5% 5.9%	3 1.7% 17.6%	3 1.5% 17.6%	1 0.3% 5.9%	10 2.5% 58.8%	3 7.0% 17.6%	2 1.9% 11.8%
Gumps	9 0.9% 100.0%	5 1.2% 55.6%	4 0.8% 44.4%	2 1.6% 22.2%	3 1.0% 33.3%	2 0.5% 22.2%	1 1.8% 11.1%	1 2.4% 11.1%	2 2.5% 22.2%	1 0.6% 11.1%	2 1.3% 22.2%	2 2.1% 22.2%	2 1.1% 22.2%	0 0.0% 0.0%	4 1.8% 44.4%	5 2.8% 55.6%	2 1.0% 22.2%	2 0.6% 22.2%	5 1.3% 55.6%	1 2.3% 11.1%	2 1.9% 22.2%
Net - Toys	129 12.3% 100.0%	70 16.9% 54.3%	45 9.2% 34.9%	21 17.2% 16.3%	49 16.8% 38.0%	24 6.6% 18.6%	12 21.8% 9.3%	5 12.2% 3.9%	22 27.2% 17.1%	28 17.7% 21.7%	24 15.1% 18.6%	11 11.5% 8.5%	19 10.4% 14.7%	17 10.6% 13.2%	34 15.7% 26.4%	40 22.1% 31.0%	37 18.6% 28.7%	17 5.4% 13.2%	63 15.8% 48.8%	9 20.9% 7.0%	19 18.4% 14.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019530

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS			HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)				
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)				MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
The Sharper Image	74	37	26	11	26	15	7	2	15	13	14	7	14	6	20	23	24	6	35	6	10
	7.0%	9.0%	5.3%	9.0%	8.9%	4.1%	12.7%	4.9%	18.5%	8.2%	8.8%	7.3%	7.7%	3.7%	9.2%	12.7%	12.1%	1.9%	8.8%	14.0%	9.7%
	100.0%	50.0%	35.1%	14.9%	35.1%	20.3%	9.5%	2.7%	20.3%	17.6%	18.9%	9.5%	18.9%	8.1%	27.0%	31.1%	32.4%	8.1%	47.3%	8.1%	13.5%
Brookstone	45	27	17	10	17	7	5	3	9	10	7	4	7	7	14	16	8	8	26	4	6
	4.3%	6.5%	3.5%	8.2%	5.8%	1.9%	9.1%	7.3%	11.1%	6.3%	4.4%	4.2%	3.8%	4.3%	6.5%	8.8%	4.0%	2.5%	6.5%	9.3%	5.8%
	100.0%	60.0%	37.8%	22.2%	37.8%	15.6%	11.1%	6.7%	20.0%	22.2%	15.6%	8.9%	15.6%	15.6%	31.1%	35.6%	17.8%	17.8%	57.8%	8.9%	13.3%
Hammacher Schlemmer	42	28	14	7	21	7	3	2	6	12	7	3	8	6	14	16	13	6	25	3	7
	4.0%	6.8%	2.9%	5.7%	7.2%	1.9%	5.5%	4.9%	7.4%	7.6%	4.4%	3.1%	4.4%	3.7%	6.5%	8.8%	6.5%	1.9%	6.3%	7.0%	6.8%
	100.0%	66.7%	33.3%	16.7%	50.0%	16.7%	7.1%	4.8%	14.3%	28.6%	16.7%	7.1%	19.0%	14.3%	33.3%	38.1%	31.0%	14.3%	59.5%	7.1%	16.7%
Levenger	22	13	8	4	9	4	1	2	5	3	2	2	4	1	5	10	6	3	16	1	4
	2.1%	3.1%	1.6%	3.3%	3.1%	1.1%	1.8%	4.9%	6.2%	1.9%	1.3%	2.1%	2.2%	0.6%	2.3%	5.5%	3.0%	1.0%	4.0%	2.3%	3.9%
	100.0%	59.1%	36.4%	18.2%	40.9%	18.2%	4.5%	9.1%	22.7%	13.6%	9.1%	9.1%	18.2%	4.5%	22.7%	45.5%	27.3%	13.6%	72.7%	4.5%	18.2%
Frontgate	19	14	6	5	9	1	3	1	4	4	4	1	2	4	3	8	4	1	13	2	4
	1.8%	3.4%	1.2%	4.1%	3.1%	0.3%	5.5%	2.4%	4.9%	2.5%	2.5%	1.0%	1.1%	2.5%	1.4%	4.4%	2.0%	0.3%	3.3%	4.7%	3.9%
	100.0%	73.7%	31.6%	26.3%	47.4%	5.3%	15.8%	5.3%	21.1%	21.1%	21.1%	5.3%	10.5%	21.1%	15.8%	42.1%	21.1%	5.3%	68.4%	10.5%	21.1%
Wallstreet Creators	2	1	1	0	1	1	0	0	1	0	0	1	0	0	1	1	1	1	1	1	1
	0.2%	0.2%	0.2%	0.0%	0.3%	0.3%	0.0%	0.0%	1.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.5%	0.6%	0.5%	0.3%	0.3%	2.3%	1.0%
	100.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%
Vroom	1	0	1	0	0	1	0	0	0	0	0	1	0	0	1	1	0	1	1	1	1
	0.1%	0.0%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.5%	0.6%	0.0%	0.3%	0.3%	2.3%	1.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Net - Sports/Gaming	87	32	53	14	18	39	9	2	8	16	11	10	19	16	23	20	15	26	29	9	9
	8.3%	7.7%	10.9%	11.5%	6.2%	10.7%	16.4%	4.9%	9.9%	10.1%	6.9%	10.4%	10.4%	9.9%	10.6%	11.0%	7.5%	8.3%	7.3%	20.9%	8.7%
	100.0%	36.8%	60.9%	16.1%	20.7%	44.8%	10.3%	2.3%	9.2%	18.4%	12.6%	11.5%	21.8%	18.4%	26.4%	23.0%	17.2%	29.9%	33.3%	10.3%	10.3%
The Sportsmans Guide	66	22	40	7	15	33	5	1	7	12	7	9	16	12	17	15	12	21	24	3	7
	6.3%	5.3%	8.2%	5.7%	5.2%	9.0%	9.1%	2.4%	8.6%	7.6%	4.4%	9.4%	8.7%	7.5%	7.8%	8.3%	6.0%	6.7%	6.0%	7.0%	6.8%
	100.0%	33.3%	60.6%	10.6%	22.7%	50.0%	7.6%	1.5%	10.6%	18.2%	10.6%	13.6%	24.2%	18.2%	25.8%	22.7%	18.2%	31.8%	36.4%	4.5%	10.6%
Austed	13	5	8	3	2	5	3	0	1	3	1	1	0	4	3	4	1	5	4	5	1
	1.2%	1.2%	1.6%	2.5%	0.7%	1.4%	5.5%	0.0%	1.2%	1.9%	0.6%	1.0%	0.0%	2.5%	1.4%	2.2%	0.5%	1.6%	1.0%	11.6%	1.0%
	100.0%	38.5%	61.5%	23.1%	15.4%	38.5%	23.1%	0.0%	7.7%	23.1%	7.7%	7.7%	0.0%	30.8%	23.1%	30.8%	7.7%	38.5%	30.8%	38.5%	7.7%
Sports Preferred Living	10	4	8	3	1	5	1	0	0	2	1	2	2	1	6	4	4	2	4	2	0
	1.0%	1.0%	1.6%	2.5%	0.3%	1.4%	1.8%	0.0%	0.0%	1.3%	0.6%	2.1%	1.1%	0.6%	2.8%	2.2%	2.0%	0.6%	1.0%	4.7%	0.0%
	100.0%	40.0%	80.0%	30.0%	10.0%	50.0%	10.0%	0.0%	0.0%	20.0%	10.0%	20.0%	20.0%	10.0%	60.0%	40.0%	40.0%	20.0%	40.0%	20.0%	0.0%
Overton	9	4	5	1	3	4	0	1	1	2	2	2	3	0	3	3	2	1	1	3	4
	0.9%	1.0%	1.0%	0.8%	1.0%	1.1%	0.0%	2.4%	1.2%	1.3%	1.3%	2.1%	1.6%	0.0%	1.4%	1.7%	1.0%	0.3%	0.3%	7.0%	3.9%
	100.0%	44.4%	55.6%	11.1%	33.3%	44.4%	0.0%	11.1%	11.1%	22.2%	22.2%	22.2%	33.3%	0.0%	33.3%	33.3%	22.2%	11.1%	11.1%	33.3%	44.4%
Net - Food/Wine	82	37	28	10	27	18	4	4	11	24	9	9	16	8	26	26	21	15	37	5	8
	7.8%	9.0%	5.7%	8.2%	9.3%	4.9%	7.3%	9.8%	13.6%	15.2%	5.7%	9.4%	8.7%	5.0%	12.0%	14.4%	10.6%	4.8%	9.3%	11.6%	7.8%
	100.0%	45.1%	34.1%	12.2%	32.9%	22.0%	4.9%	4.9%	13.4%	29.3%	11.0%	11.0%	19.5%	9.8%	31.7%	31.7%	25.6%	18.3%	45.1%	6.1%	9.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019531

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052 100.0% 100.0%	413 100.0% 39.3%	487 100.0% 46.3%	122 100.0% 11.6%	291 100.0% 27.7%	365 100.0% 34.7%	55 100.0% 5.2%	41 100.0% 3.9%	81 100.0% 7.7%	158 100.0% 15.0%	159 100.0% 15.1%	96 100.0% 9.1%	183 100.0% 17.4%	161 100.0% 15.3%	217 100.0% 20.6%	181 100.0% 17.2%	199 100.0% 18.9%	314 100.0% 29.8%	398 100.0% 37.8%	43 100.0% 4.1%	103 100.0% 9.8%
Omaha Steaks	57 5.4% 100.0%	25 6.1% 43.9%	20 4.1% 35.1%	8 6.6% 14.0%	17 5.8% 29.8%	12 3.3% 21.1%	3 5.5% 5.3%	4 9.8% 7.0%	8 9.9% 14.0%	18 11.4% 31.6%	5 3.1% 8.8%	6 6.3% 10.5%	12 6.6% 21.1%	6 3.7% 10.5%	19 8.8% 33.3%	16 8.8% 28.1%	13 6.5% 22.8%	11 3.5% 19.3%	28 7.0% 49.1%	3 7.0% 5.3%	7 6.8% 12.3%
Wine Enthusiast	19 1.8% 100.0%	10 2.4% 52.6%	6 1.2% 31.6%	2 1.6% 10.5%	8 2.7% 42.1%	4 1.1% 21.1%	0 0.0% 0.0%	1 2.4% 5.3%	1 1.2% 5.3%	6 3.8% 31.6%	4 2.5% 21.1%	3 3.1% 15.8%	4 2.2% 21.1%	1 0.6% 5.3%	7 3.2% 36.8%	9 5.0% 47.4%	7 3.5% 36.8%	3 1.0% 15.8%	7 1.8% 36.8%	2 4.7% 10.5%	0 0.0% 0.0%
Balduccis	7 0.7% 100.0%	2 0.5% 28.6%	4 0.8% 57.1%	1 0.8% 14.3%	1 0.3% 14.3%	3 0.8% 42.9%	1 1.8% 14.3%	0 0.0% 0.0%	1 1.2% 14.3%	1 0.6% 14.3%	1 0.6% 14.3%	1 1.0% 14.3%	2 1.1% 28.6%	1 0.6% 14.3%	3 1.4% 42.9%	3 1.7% 42.9%	1 0.5% 14.3%	3 1.0% 42.9%	3 0.8% 42.9%	1 2.3% 14.3%	1 1.0% 14.3%
Dean & Deluca	6 0.6% 100.0%	2 0.5% 33.3%	2 0.4% 33.3%	0 0.0% 0.0%	2 0.7% 33.3%	2 0.5% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 16.7%	1 0.6% 16.7%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 16.7%	0 0.0% 0.0%	1 0.6% 16.7%	2 1.0% 33.3%	1 0.3% 16.7%	2 0.5% 33.3%	0 0.0% 0.0%	1 1.0% 16.7%
Net - Accessories/ Entertaining	71 6.7% 100.0%	47 11.4% 66.2%	19 3.9% 26.8%	10 8.2% 14.1%	37 12.7% 52.1%	9 2.5% 12.7%	5 9.1% 7.0%	3 7.3% 4.2%	10 12.3% 14.1%	18 11.4% 25.4%	17 10.7% 23.9%	5 5.2% 7.0%	6 3.3% 8.5%	8 5.0% 11.3%	12 5.5% 16.9%	17 9.4% 23.9%	18 9.0% 25.4%	7 2.2% 9.9%	34 8.5% 47.9%	8 18.6% 11.3%	11 10.7% 15.5%
Williams-Sonoma	63 6.0% 100.0%	42 10.2% 66.7%	17 3.5% 27.0%	9 7.4% 14.3%	33 11.3% 52.4%	8 2.2% 12.7%	5 9.1% 7.9%	2 4.9% 3.2%	8 9.9% 12.7%	17 10.8% 27.0%	17 10.7% 27.0%	4 4.2% 6.3%	5 2.7% 7.9%	6 3.7% 9.5%	9 4.1% 14.3%	14 7.7% 22.2%	17 8.5% 27.0%	7 2.2% 11.1%	34 8.5% 54.0%	6 14.0% 9.5%	8 7.8% 12.7%
Ross Simons	9 0.9% 100.0%	5 1.2% 55.6%	1 0.2% 11.1%	1 0.8% 11.1%	4 1.4% 44.4%	0 0.0% 0.0%	0 0.0% 0.0%	1 2.4% 11.1%	1 1.2% 11.1%	1 0.6% 11.1%	1 0.6% 11.1%	0 0.0% 0.0%	1 0.5% 11.1%	1 0.6% 11.1%	1 0.5% 11.1%	1 0.6% 11.1%	2 1.0% 22.2%	1 0.3% 11.1%	3 0.8% 33.3%	2 4.7% 22.2%	2 1.9% 22.2%
Horchow	9 0.9% 100.0%	4 1.0% 44.4%	3 0.6% 33.3%	1 0.8% 11.1%	3 1.0% 33.3%	2 0.5% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 11.1%	0 0.0% 0.0%	0 0.0% 0.0%	2 2.1% 22.2%	0 0.0% 0.0%	1 0.6% 11.1%	3 1.4% 33.3%	3 1.7% 33.3%	3 1.5% 33.3%	1 0.3% 11.1%	5 1.3% 55.6%	1 2.3% 11.1%	2 1.9% 22.2%
Net - Adventure/Travel	46 4.4% 100.0%	25 6.1% 54.3%	20 4.1% 43.5%	7 5.7% 15.2%	18 6.2% 39.1%	13 3.6% 28.3%	3 5.5% 6.5%	2 4.9% 4.3%	6 7.4% 13.0%	12 7.6% 26.1%	7 4.4% 15.2%	6 6.3% 13.0%	8 4.4% 17.4%	5 3.1% 10.9%	18 8.3% 39.1%	21 11.6% 45.7%	14 7.0% 30.4%	9 2.9% 19.6%	22 5.5% 47.8%	3 7.0% 6.5%	4 3.9% 8.7%
Patagonia	13 1.2% 100.0%	7 1.7% 53.8%	3 0.6% 23.1%	0 0.0% 0.0%	7 2.4% 53.8%	3 0.8% 23.1%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 7.7%	4 2.5% 30.8%	2 1.3% 15.4%	2 2.1% 15.4%	1 0.5% 7.7%	2 1.2% 15.4%	4 1.8% 30.8%	6 3.3% 46.2%	7 3.5% 53.8%	2 0.6% 15.4%	9 2.3% 69.2%	2 4.7% 15.4%	1 1.0% 7.7%
Autosport	9 0.9% 100.0%	4 1.0% 44.4%	5 1.0% 55.6%	0 0.0% 0.0%	4 1.4% 44.4%	5 1.4% 55.6%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.2% 11.1%	3 1.9% 33.3%	1 0.6% 11.1%	3 3.1% 33.3%	1 0.5% 11.1%	0 0.0% 0.0%	4 1.8% 44.4%	4 2.2% 44.4%	3 1.5% 33.3%	2 0.6% 22.2%	5 1.3% 55.6%	2 4.7% 22.2%	1 1.0% 11.1%
Travelers	9 0.9% 100.0%	3 0.7% 33.3%	7 1.4% 77.8%	2 1.6% 22.2%	1 0.3% 11.1%	5 1.4% 55.6%	2 3.6% 22.2%	0 0.0% 0.0%	0 0.0% 0.0%	2 1.3% 22.2%	2 1.3% 22.2%	3 3.1% 33.3%	2 1.1% 22.2%	2 1.2% 22.2%	4 1.8% 44.4%	4 2.2% 44.4%	1 0.5% 11.1%	2 0.6% 22.2%	5 1.3% 55.6%	2 4.7% 22.2%	1 1.0% 11.1%
Travelsmith	8 0.8% 100.0%	4 1.0% 50.0%	3 0.6% 37.5%	1 0.8% 12.5%	3 1.0% 37.5%	2 0.5% 25.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.6% 12.5%	1 0.6% 12.5%	1 1.0% 12.5%	0 0.0% 0.0%	0 0.0% 0.0%	4 1.8% 50.0%	5 2.8% 62.5%	1 0.5% 12.5%	2 0.6% 25.0%	2 0.5% 25.0%	1 2.3% 12.5%	3 2.9% 37.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019532

Cigar Segmentation

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

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

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
Dooney & Bourke	7	3	6	2	1	4	0	0	2	2	0	2	2	1	6	6	3	3	1	1	0
	0.7%	0.7%	1.2%	1.6%	0.3%	1.1%	0.0%	0.0%	2.5%	1.3%	0.0%	2.1%	1.1%	0.6%	2.8%	3.3%	1.5%	1.0%	0.3%	2.3%	0.0%
	100.0%	42.9%	85.7%	28.6%	14.3%	57.1%	0.0%	0.0%	28.6%	28.6%	0.0%	28.6%	28.6%	14.3%	85.7%	85.7%	42.9%	42.9%	14.3%	14.3%	0.0%
Willis & Geiger	6	4	1	1	3	0	1	0	2	0	1	0	0	0	2	2	2	0	5	0	1
	0.6%	1.0%	0.2%	0.8%	1.0%	0.0%	1.8%	0.0%	2.5%	0.0%	0.6%	0.0%	0.0%	0.0%	0.9%	1.1%	1.0%	0.0%	1.3%	0.0%	1.0%
	100.0%	66.7%	16.7%	16.7%	50.0%	0.0%	16.7%	0.0%	33.3%	0.0%	16.7%	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	83.3%	0.0%	16.7%
Field Trips	5	0	4	0	0	4	0	0	0	1	0	3	1	0	4	4	1	1	2	2	1
	0.5%	0.0%	0.8%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.6%	0.0%	3.1%	0.5%	0.0%	1.8%	2.2%	0.5%	0.3%	0.5%	4.7%	1.0%
	100.0%	0.0%	80.0%	0.0%	0.0%	80.0%	0.0%	0.0%	0.0%	20.0%	0.0%	60.0%	20.0%	0.0%	80.0%	80.0%	20.0%	20.0%	40.0%	40.0%	20.0%
Magellans	4	3	3	2	1	1	0	2	0	2	0	2	1	0	3	4	1	2	2	1	2
	0.4%	0.7%	0.6%	1.6%	0.3%	0.3%	0.0%	4.9%	0.0%	1.3%	0.0%	2.1%	0.5%	0.0%	1.4%	2.2%	0.5%	0.6%	0.5%	2.3%	1.9%
	100.0%	75.0%	75.0%	50.0%	25.0%	25.0%	0.0%	50.0%	0.0%	50.0%	0.0%	50.0%	25.0%	0.0%	75.0%	100.0%	25.0%	50.0%	50.0%	25.0%	50.0%
Other	403	138	204	49	89	155	15	18	17	56	57	38	71	61	84	68	80	127	146	12	34
	38.3%	33.4%	41.9%	40.2%	30.6%	42.5%	27.3%	43.9%	21.0%	35.4%	35.8%	39.6%	38.8%	37.9%	38.7%	37.6%	40.2%	40.4%	36.7%	27.9%	33.0%
	100.0%	34.2%	50.6%	12.2%	22.1%	38.5%	3.7%	4.5%	4.2%	13.9%	14.1%	9.4%	17.6%	15.1%	20.8%	16.9%	19.9%	31.5%	36.2%	3.0%	8.4%
No answer	176	53	90	15	38	75	5	8	8	20	25	17	32	26	32	17	25	72	60	4	6
	16.7%	12.8%	18.5%	12.3%	13.1%	20.5%	9.1%	19.5%	9.9%	12.7%	15.7%	17.7%	17.5%	16.1%	14.7%	9.4%	12.6%	22.9%	15.1%	9.3%	5.8%
	100.0%	30.1%	51.1%	8.5%	21.6%	42.6%	2.8%	4.5%	4.5%	11.4%	14.2%	9.7%	18.2%	14.8%	18.2%	9.7%	14.2%	40.9%	34.1%	2.3%	3.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019533

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Yes	255	127	69	26	101	43	9	10	24	50	51	9	28	28	33	43	87	43	118	12	31
	20.7%	27.9%	11.8%	18.6%	32.0%	9.7%	15.3%	20.0%	27.9%	29.9%	27.9%	8.3%	12.9%	14.7%	13.1%	22.3%	39.0%	11.3%	26.2%	27.3%	28.4%
	100.0%	49.8%	27.1%	10.2%	39.6%	16.9%	3.5%	3.9%	9.4%	19.6%	20.0%	3.5%	11.0%	11.0%	12.9%	16.9%	34.1%	16.9%	46.3%	4.7%	12.2%
No	838	280	455	100	180	355	43	34	49	102	110	84	168	141	185	125	121	306	283	26	62
	68.2%	61.4%	78.0%	71.4%	57.0%	80.1%	72.9%	68.0%	57.0%	61.1%	60.1%	77.8%	77.4%	73.8%	73.7%	64.8%	54.3%	80.5%	62.7%	59.1%	56.9%
	100.0%	33.4%	54.3%	11.9%	21.5%	42.4%	5.1%	4.1%	5.8%	12.2%	13.1%	10.0%	20.0%	16.8%	22.1%	14.9%	14.4%	36.5%	33.8%	3.1%	7.4%
No answer	136	49	59	14	35	45	7	6	13	15	22	15	21	22	33	25	15	31	50	6	16
	11.1%	10.7%	10.1%	10.0%	11.1%	10.2%	11.9%	12.0%	15.1%	9.0%	12.0%	13.9%	9.7%	11.5%	13.1%	13.0%	6.7%	8.2%	11.1%	13.6%	14.7%
	100.0%	36.0%	43.4%	10.3%	25.7%	33.1%	5.1%	4.4%	9.6%	11.0%	16.2%	11.0%	15.4%	16.2%	24.3%	18.4%	11.0%	22.8%	36.8%	4.4%	11.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019534

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Do not own an auto	65	12	42	7	5	35	2	3	1	5	6	3	17	14	17	6	6	24	16	3	5
	5.3%	2.6%	7.2%	5.0%	1.6%	7.9%	3.4%	6.0%	1.2%	3.0%	3.3%	2.8%	7.8%	7.3%	6.8%	3.1%	2.7%	6.3%	3.5%	6.8%	4.6%
	100.0%	18.5%	64.6%	10.8%	7.7%	53.8%	3.1%	4.6%	1.5%	7.7%	9.2%	4.6%	26.2%	21.5%	26.2%	9.2%	9.2%	36.9%	24.6%	4.6%	7.7%
Total own an auto	1164	444	541	133	311	408	57	47	85	162	177	105	200	177	234	187	217	356	435	41	104
	94.7%	97.4%	92.8%	95.0%	98.4%	92.1%	96.6%	94.0%	98.8%	97.0%	96.7%	97.2%	92.2%	92.7%	93.2%	96.9%	97.3%	93.7%	96.5%	93.2%	95.4%
	100.0%	38.1%	46.5%	11.4%	26.7%	35.1%	4.9%	4.0%	7.3%	13.9%	15.2%	9.0%	17.2%	15.2%	20.1%	16.1%	18.6%	30.6%	37.4%	3.5%	8.9%
Ford	355	113	191	36	77	155	13	16	24	48	43	46	65	63	77	50	50	127	125	13	29
	30.5%	25.5%	35.3%	27.1%	24.8%	38.0%	22.8%	34.0%	28.2%	29.6%	24.3%	43.8%	32.5%	35.6%	32.9%	26.7%	23.0%	35.7%	28.7%	31.7%	27.9%
	100.0%	31.8%	53.8%	10.1%	21.7%	43.7%	3.7%	4.5%	6.8%	13.5%	12.1%	13.0%	18.3%	17.7%	21.7%	14.1%	14.1%	35.8%	35.2%	3.7%	8.2%
Chevrolet	321	112	177	44	68	133	16	20	26	30	52	32	62	60	68	52	49	104	125	9	19
	27.6%	25.2%	32.7%	33.1%	21.9%	32.6%	28.1%	42.6%	30.6%	18.5%	29.4%	30.5%	31.0%	33.9%	29.1%	27.8%	22.6%	29.2%	28.7%	22.0%	18.3%
	100.0%	34.9%	55.1%	13.7%	21.2%	41.4%	5.0%	6.2%	8.1%	9.3%	16.2%	10.0%	19.3%	18.7%	21.2%	16.2%	15.3%	32.4%	38.9%	2.8%	5.9%
Dodge	158	54	85	14	40	71	7	6	8	19	26	22	26	27	34	28	34	53	61	3	17
	13.6%	12.2%	15.7%	10.5%	12.9%	17.4%	12.3%	12.8%	9.4%	11.7%	14.7%	21.0%	13.0%	15.3%	14.5%	15.0%	15.7%	14.9%	14.0%	7.3%	16.3%
	100.0%	34.2%	53.8%	8.9%	25.3%	44.9%	4.4%	3.8%	5.1%	12.0%	16.5%	13.9%	16.5%	17.1%	21.5%	17.7%	21.5%	33.5%	38.6%	1.9%	10.8%
Toyota	99	42	44	12	30	32	4	6	9	17	18	6	19	15	13	14	21	24	38	2	11
	8.5%	9.5%	8.1%	9.0%	9.6%	7.8%	7.0%	12.8%	10.6%	10.5%	10.2%	5.7%	9.5%	8.5%	5.6%	7.5%	9.7%	6.7%	8.7%	4.9%	10.6%
	100.0%	42.4%	44.4%	12.1%	30.3%	32.3%	4.0%	6.1%	9.1%	17.2%	18.2%	6.1%	19.2%	15.2%	13.1%	14.1%	21.2%	24.2%	38.4%	2.0%	11.1%
Nissan	83	37	22	8	29	14	3	4	9	14	10	2	9	11	10	12	26	18	35	2	8
	7.1%	8.3%	4.1%	6.0%	9.3%	3.4%	5.3%	8.5%	10.6%	8.6%	5.6%	1.9%	4.5%	6.2%	4.3%	6.4%	12.0%	5.1%	8.0%	4.9%	7.7%
	100.0%	44.6%	26.5%	9.6%	34.9%	16.9%	3.6%	4.8%	10.8%	16.9%	12.0%	2.4%	10.8%	13.3%	12.0%	14.5%	31.3%	21.7%	42.2%	2.4%	9.6%
Pontiac	78	33	40	12	21	28	4	5	6	12	7	5	19	14	20	13	8	29	24	3	8
	6.7%	7.4%	7.4%	9.0%	6.8%	6.9%	7.0%	10.6%	7.1%	7.4%	4.0%	4.8%	9.5%	7.9%	8.5%	7.0%	3.7%	8.1%	5.5%	7.3%	7.7%
	100.0%	42.3%	51.3%	15.4%	26.9%	35.9%	5.1%	6.4%	7.7%	15.4%	9.0%	6.4%	24.4%	17.9%	25.6%	16.7%	10.3%	37.2%	30.8%	3.8%	10.3%
GMC	77	27	44	10	17	34	4	3	8	5	10	10	18	14	15	13	11	28	32	1	6
	6.6%	6.1%	8.1%	7.5%	5.5%	8.3%	7.0%	6.4%	9.4%	3.1%	5.6%	9.5%	9.0%	7.9%	6.4%	7.0%	5.1%	7.9%	7.4%	2.4%	5.8%
	100.0%	35.1%	57.1%	13.0%	22.1%	44.2%	5.2%	3.9%	10.4%	6.5%	13.0%	13.0%	23.4%	18.2%	19.5%	16.9%	14.3%	36.4%	41.6%	1.3%	7.8%
Honda	74	37	18	9	28	9	4	3	3	14	19	2	5	15	5	9	25	16	32	5	8
	6.4%	8.3%	3.3%	6.8%	9.0%	2.2%	7.0%	6.4%	3.5%	8.6%	10.7%	1.9%	2.5%	8.5%	2.1%	4.8%	11.5%	4.5%	7.4%	12.2%	7.7%
	100.0%	50.0%	24.3%	12.2%	37.8%	12.2%	5.4%	4.1%	4.1%	18.9%	25.7%	2.7%	6.8%	20.3%	6.8%	12.2%	33.8%	21.6%	43.2%	6.8%	10.8%
Buick	68	21	43	10	11	33	7	2	8	8	8	15	10	12	25	20	4	22	24	1	7
	5.8%	4.7%	7.9%	7.5%	3.5%	8.1%	12.3%	4.3%	9.4%	4.9%	4.5%	14.3%	5.0%	6.8%	10.7%	10.7%	1.8%	6.2%	5.5%	2.4%	6.7%
	100.0%	30.9%	63.2%	14.7%	16.2%	48.5%	10.3%	2.9%	11.8%	11.8%	11.8%	22.1%	14.7%	17.6%	36.8%	29.4%	5.9%	32.4%	35.3%	1.5%	10.3%
Jeep	61	31	19	6	25	13	5	0	4	12	11	2	7	9	10	13	22	15	31	0	4
	5.2%	7.0%	3.5%	4.5%	8.0%	3.2%	8.8%	0.0%	4.7%	7.4%	6.2%	1.9%	3.5%	5.1%	4.3%	7.0%	10.1%	4.2%	7.1%	0.0%	3.8%
	100.0%	50.8%	31.1%	9.8%	41.0%	21.3%	8.2%	0.0%	6.6%	19.7%	18.0%	3.3%	11.5%	14.8%	16.4%	21.3%	36.1%	24.6%	50.8%	0.0%	6.6%
Mercury	55	21	28	9	12	19	2	3	3	7	8	4	10	10	10	5	8	21	17	2	5
	4.7%	4.7%	5.2%	6.8%	3.9%	4.7%	3.5%	6.4%	3.5%	4.3%	4.5%	3.8%	5.0%	5.6%	4.3%	2.7%	3.7%	5.9%	3.9%	4.9%	4.8%
	100.0%	38.2%	50.9%	16.4%	21.8%	34.5%	3.6%	5.5%	5.5%	12.7%	14.5%	7.3%	18.2%	18.2%	18.2%	9.1%	14.5%	38.2%	30.9%	3.6%	9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019535

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Chrysler	54	22	27	6	16	21	3	1	5	5	11	3	11	8	11	7	7	19	21	1	2
	4.6%	5.0%	5.0%	4.5%	5.1%	5.1%	5.3%	2.1%	5.9%	3.1%	6.2%	2.9%	5.5%	4.5%	4.7%	3.7%	3.2%	5.3%	4.8%	2.4%	1.9%
	100.0%	40.7%	50.0%	11.1%	29.6%	38.9%	5.6%	1.9%	9.3%	9.3%	20.4%	5.6%	20.4%	14.8%	20.4%	13.0%	13.0%	35.2%	38.9%	1.9%	3.7%
Plymouth	49	18	31	8	10	23	4	1	3	12	5	7	11	10	8	7	8	17	27	1	1
	4.2%	4.1%	5.7%	6.0%	3.2%	5.6%	7.0%	2.1%	3.5%	7.4%	2.8%	6.7%	5.5%	5.6%	3.4%	3.7%	3.7%	4.8%	6.2%	2.4%	1.0%
	100.0%	36.7%	63.3%	16.3%	20.4%	46.9%	8.2%	2.0%	6.1%	24.5%	10.2%	14.3%	22.4%	20.4%	16.3%	14.3%	16.3%	34.7%	55.1%	2.0%	2.0%
Cadillac	47	16	22	5	11	17	2	1	7	8	3	8	5	10	16	13	6	12	15	1	8
	4.0%	3.6%	4.1%	3.8%	3.5%	4.2%	3.5%	2.1%	8.2%	4.9%	1.7%	7.6%	2.5%	5.6%	6.8%	7.0%	2.8%	3.4%	3.4%	2.4%	7.7%
	100.0%	34.0%	46.8%	10.6%	23.4%	36.2%	4.3%	2.1%	14.9%	17.0%	6.4%	17.0%	10.6%	21.3%	34.0%	27.7%	12.8%	25.5%	31.9%	2.1%	17.0%
Mazda	27	10	10	5	5	5	1	1	0	2	5	1	2	6	2	2	5	8	8	1	0
	2.3%	2.3%	1.8%	3.8%	1.6%	1.2%	1.8%	2.1%	0.0%	1.2%	2.8%	1.0%	1.0%	3.4%	0.9%	1.1%	2.3%	2.2%	1.8%	2.4%	0.0%
	100.0%	37.0%	37.0%	18.5%	18.5%	18.5%	3.7%	3.7%	0.0%	7.4%	18.5%	3.7%	7.4%	22.2%	7.4%	7.4%	18.5%	29.6%	29.6%	3.7%	0.0%
Lincoln	24	9	13	5	4	8	2	3	3	5	1	4	8	5	7	6	4	8	7	0	1
	2.1%	2.0%	2.4%	3.8%	1.3%	2.0%	3.5%	6.4%	3.5%	3.1%	0.6%	3.8%	4.0%	2.8%	3.0%	3.2%	1.8%	2.2%	1.6%	0.0%	1.0%
	100.0%	37.5%	54.2%	20.8%	16.7%	33.3%	8.3%	12.5%	12.5%	20.8%	4.2%	16.7%	33.3%	20.8%	29.2%	25.0%	16.7%	33.3%	29.2%	0.0%	4.2%
Mitsubishi	24	9	7	1	8	6	0	1	2	4	5	1	4	2	3	4	7	3	10	1	2
	2.1%	2.0%	1.3%	0.8%	2.6%	1.5%	0.0%	2.1%	2.4%	2.5%	2.8%	1.0%	2.0%	1.1%	1.3%	2.1%	3.2%	0.8%	2.3%	2.4%	1.9%
	100.0%	37.5%	29.2%	4.2%	33.3%	25.0%	0.0%	4.2%	8.3%	16.7%	20.8%	4.2%	16.7%	8.3%	12.5%	16.7%	29.2%	12.5%	41.7%	4.2%	8.3%
VW	24	12	7	2	10	5	2	0	3	3	6	1	4	2	3	5	9	3	15	2	1
	2.1%	2.7%	1.3%	1.5%	3.2%	1.2%	3.5%	0.0%	3.5%	1.9%	3.4%	1.0%	2.0%	1.1%	1.3%	2.7%	4.1%	0.8%	3.4%	4.9%	1.0%
	100.0%	50.0%	29.2%	8.3%	41.7%	20.8%	8.3%	0.0%	12.5%	12.5%	25.0%	4.2%	16.7%	8.3%	12.5%	20.8%	37.5%	12.5%	62.5%	8.3%	4.2%
Mercedes-Benz	20	13	5	2	11	3	1	0	2	2	4	1	1	2	2	2	6	1	12	0	3
	1.7%	2.9%	0.9%	1.5%	3.5%	0.7%	1.8%	0.0%	2.4%	1.2%	2.3%	1.0%	0.5%	1.1%	0.9%	1.1%	2.8%	0.3%	2.8%	0.0%	2.9%
	100.0%	65.0%	25.0%	10.0%	55.0%	15.0%	5.0%	0.0%	10.0%	10.0%	20.0%	5.0%	5.0%	10.0%	10.0%	10.0%	30.0%	5.0%	60.0%	0.0%	15.0%
Isuzu	20	8	8	0	8	8	0	0	0	2	3	0	5	2	3	2	5	5	6	0	3
	1.7%	1.8%	1.5%	0.0%	2.6%	2.0%	0.0%	0.0%	0.0%	1.2%	1.7%	0.0%	2.5%	1.1%	1.3%	1.1%	2.3%	1.4%	1.4%	0.0%	2.9%
	100.0%	40.0%	40.0%	0.0%	40.0%	40.0%	0.0%	0.0%	0.0%	10.0%	15.0%	0.0%	25.0%	10.0%	15.0%	10.0%	25.0%	25.0%	30.0%	0.0%	15.0%
Saturn	19	8	6	3	5	3	1	1	3	3	1	1	4	1	5	4	4	3	8	1	3
	1.6%	1.8%	1.1%	2.3%	1.6%	0.7%	1.8%	2.1%	3.5%	1.9%	0.6%	1.0%	2.0%	0.6%	2.1%	2.1%	1.8%	0.8%	1.8%	2.4%	2.9%
	100.0%	42.1%	31.6%	15.8%	26.3%	15.8%	5.3%	5.3%	15.8%	15.8%	5.3%	5.3%	21.1%	5.3%	26.3%	21.1%	21.1%	15.8%	42.1%	5.3%	15.8%
Volvo	18	8	3	0	8	3	0	0	4	4	2	0	3	2	3	5	6	0	13	0	2
	1.5%	1.8%	0.6%	0.0%	2.6%	0.7%	0.0%	0.0%	4.7%	2.5%	1.1%	0.0%	1.5%	1.1%	1.3%	2.7%	2.8%	0.0%	3.0%	0.0%	1.9%
	100.0%	44.4%	16.7%	0.0%	44.4%	16.7%	0.0%	0.0%	22.2%	22.2%	11.1%	0.0%	16.7%	11.1%	16.7%	27.8%	33.3%	0.0%	72.2%	0.0%	11.1%
Acura	16	8	4	2	6	2	2	0	2	4	2	1	0	1	3	2	5	2	7	2	3
	1.4%	1.8%	0.7%	1.5%	1.9%	0.5%	3.5%	0.0%	2.4%	2.5%	1.1%	1.0%	0.0%	0.6%	1.3%	1.1%	2.3%	0.6%	1.6%	4.9%	2.9%
	100.0%	50.0%	25.0%	12.5%	37.5%	12.5%	12.5%	0.0%	12.5%	25.0%	12.5%	6.3%	0.0%	6.3%	18.8%	12.5%	31.3%	12.5%	43.8%	12.5%	18.8%
BMW	15	12	3	2	10	1	2	0	1	6	5	0	0	3	1	2	7	1	10	0	1
	1.3%	2.7%	0.6%	1.5%	3.2%	0.2%	3.5%	0.0%	1.2%	3.7%	2.8%	0.0%	0.0%	1.7%	0.4%	1.1%	3.2%	0.3%	2.3%	0.0%	1.0%
	100.0%	80.0%	20.0%	13.3%	66.7%	6.7%	13.3%	0.0%	6.7%	40.0%	33.3%	0.0%	0.0%	20.0%	6.7%	13.3%	46.7%	6.7%	66.7%	0.0%	6.7%
Hyundai	7	1	5	0	1	5	0	0	0	0	1	0	4	1	1	0	2	4	3	0	0
	0.6%	0.2%	0.9%	0.0%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.0%	0.6%	0.4%	0.0%	0.9%	1.1%	0.7%	0.0%	0.0%
	100.0%	14.3%	71.4%	0.0%	14.3%	71.4%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	57.1%	14.3%	14.3%	0.0%	28.6%	57.1%	42.9%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019536

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Lexus	6	2	0	0	2	0	0	0	0	0	4	0	0	0	0	0	3	0	3	1	0
	0.5%	0.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.7%	2.4%	0.0%
	100.0%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	16.7%	0.0%
Saab	6	3	2	0	3	2	0	0	0	1	3	0	0	2	0	1	3	0	5	0	0
	0.5%	0.7%	0.4%	0.0%	1.0%	0.5%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	0.0%	1.1%	0.0%	0.5%	1.4%	0.0%	1.1%	0.0%	0.0%
	100.0%	50.0%	33.3%	0.0%	50.0%	33.3%	0.0%	0.0%	0.0%	16.7%	50.0%	0.0%	0.0%	33.3%	0.0%	16.7%	50.0%	0.0%	83.3%	0.0%	0.0%
Audi	5	4	1	0	4	1	0	0	1	1	0	0	1	0	1	3	1	1	3	0	1
	0.4%	0.9%	0.2%	0.0%	1.3%	0.2%	0.0%	0.0%	1.2%	0.6%	0.0%	0.0%	0.5%	0.0%	0.4%	1.6%	0.5%	0.3%	0.7%	0.0%	1.0%
	100.0%	80.0%	20.0%	0.0%	80.0%	20.0%	0.0%	0.0%	20.0%	20.0%	0.0%	0.0%	20.0%	0.0%	20.0%	60.0%	20.0%	20.0%	60.0%	0.0%	20.0%
Jaguar	4	3	1	0	3	1	0	0	1	2	0	0	1	0	0	0	0	0	1	0	2
	0.3%	0.7%	0.2%	0.0%	1.0%	0.2%	0.0%	0.0%	1.2%	1.2%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	1.9%
	100.0%	75.0%	25.0%	0.0%	75.0%	25.0%	0.0%	0.0%	25.0%	50.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	50.0%
Land Rover	4	4	0	0	4	0	0	0	0	2	2	0	0	0	0	0	2	0	3	0	0
	0.3%	0.9%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.7%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	75.0%	0.0%	0.0%
Infiniti	2	2	0	0	2	0	0	0	0	1	0	0	0	0	0	0	1	0	1	1	0
	0.2%	0.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%	2.4%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%	0.0%
Other	106	41	49	11	30	38	5	2	9	13	13	9	25	9	24	23	18	38	32	1	12
	9.1%	9.2%	9.1%	8.3%	9.6%	9.3%	8.8%	4.3%	10.6%	8.0%	7.3%	8.6%	12.5%	5.1%	10.3%	12.3%	8.3%	10.7%	7.4%	2.4%	11.5%
	100.0%	38.7%	46.2%	10.4%	28.3%	35.8%	4.7%	1.9%	8.5%	12.3%	12.3%	8.5%	23.6%	8.5%	22.6%	21.7%	17.0%	35.8%	30.2%	0.9%	11.3%
No answer	114	23	62	11	12	51	4	3	1	11	10	7	21	23	29	13	12	39	31	3	9
	9.8%	5.2%	11.5%	8.3%	3.9%	12.5%	7.0%	6.4%	1.2%	6.8%	5.6%	6.7%	10.5%	13.0%	12.4%	7.0%	5.5%	11.0%	7.1%	7.3%	8.7%
	100.0%	20.2%	54.4%	9.6%	10.5%	44.7%	3.5%	2.6%	0.9%	9.6%	8.8%	6.1%	18.4%	20.2%	25.4%	11.4%	10.5%	34.2%	27.2%	2.6%	7.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019537

Cigar Segmentation

Q13a Section VI. Do you own a motorcycle?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Yes	137	49	75	16	33	59	6	9	13	19	21	16	26	24	31	33	29	45	57	1	14
	11.1%	10.7%	12.9%	11.4%	10.4%	13.3%	10.2%	18.0%	15.1%	11.4%	11.5%	14.8%	12.0%	12.6%	12.4%	17.1%	13.0%	11.8%	12.6%	2.3%	12.8%
	100.0%	35.8%	54.7%	11.7%	24.1%	43.1%	4.4%	6.6%	9.5%	13.9%	15.3%	11.7%	19.0%	17.5%	22.6%	24.1%	21.2%	32.8%	41.6%	0.7%	10.2%
No	1092	407	508	124	283	384	53	41	73	148	162	92	191	167	220	160	194	335	394	43	95
	88.9%	89.3%	87.1%	88.6%	89.6%	86.7%	89.8%	82.0%	84.9%	88.6%	88.5%	85.2%	88.0%	87.4%	87.6%	82.9%	87.0%	88.2%	87.4%	97.7%	87.2%
	100.0%	37.3%	46.5%	11.4%	25.9%	35.2%	4.9%	3.8%	6.7%	13.6%	14.8%	8.4%	17.5%	15.3%	20.1%	14.7%	17.8%	30.7%	36.1%	3.9%	8.7%
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019538

Cigar Segmentation

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

Base: Total own a motorcycle (Q13A code 1)

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	137	49	75	16	33	59	6	9	13	19	21	16	26	24	31	33	29	45	57	1	14
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	35.8%	54.7%	11.7%	24.1%	43.1%	4.4%	6.6%	9.5%	13.9%	15.3%	11.7%	19.0%	17.5%	22.6%	24.1%	21.2%	32.8%	41.6%	0.7%	10.2%
Harley Davidson	45	17	26	4	13	22	3	1	7	5	8	7	9	6	15	15	10	18	14	0	5
	32.8%	34.7%	34.7%	25.0%	39.4%	37.3%	50.0%	11.1%	53.8%	26.3%	38.1%	43.8%	34.6%	25.0%	48.4%	45.5%	34.5%	40.0%	24.6%	0.0%	35.7%
	100.0%	37.8%	57.8%	8.9%	28.9%	48.9%	6.7%	2.2%	15.6%	11.1%	17.8%	15.6%	20.0%	13.3%	33.3%	33.3%	22.2%	40.0%	31.1%	0.0%	11.1%
BMW	3	1	2	0	1	2	0	0	1	0	0	1	1	0	1	2	1	0	3	0	0
	2.2%	2.0%	2.7%	0.0%	3.0%	3.4%	0.0%	0.0%	7.7%	0.0%	0.0%	6.3%	3.8%	0.0%	3.2%	6.1%	3.4%	0.0%	5.3%	0.0%	0.0%
	100.0%	33.3%	66.7%	0.0%	33.3%	66.7%	0.0%	0.0%	33.3%	0.0%	0.0%	33.3%	33.3%	0.0%	33.3%	66.7%	33.3%	0.0%	100.0%	0.0%	0.0%
Yamaha	24	8	13	3	5	10	2	1	2	1	5	1	4	6	5	4	4	8	10	0	2
	17.5%	16.3%	17.3%	18.8%	15.2%	16.9%	33.3%	11.1%	15.4%	5.3%	23.8%	6.3%	15.4%	25.0%	16.1%	12.1%	13.8%	17.8%	17.5%	0.0%	14.3%
	100.0%	33.3%	54.2%	12.5%	20.8%	41.7%	8.3%	4.2%	8.3%	4.2%	20.8%	4.2%	16.7%	25.0%	20.8%	16.7%	16.7%	33.3%	41.7%	0.0%	8.3%
Honda	42	15	26	7	8	19	1	5	1	9	7	8	7	8	8	8	8	17	15	1	4
	30.7%	30.6%	34.7%	43.8%	24.2%	32.2%	16.7%	55.6%	7.7%	47.4%	33.3%	50.0%	26.9%	33.3%	25.8%	24.2%	27.6%	37.8%	26.3%	100.0%	28.6%
	100.0%	35.7%	61.9%	16.7%	19.0%	45.2%	2.4%	11.9%	2.4%	21.4%	16.7%	19.0%	16.7%	19.0%	19.0%	19.0%	19.0%	40.5%	35.7%	2.4%	9.5%
Suzuki	16	5	8	2	3	6	0	2	1	2	2	0	6	2	2	2	2	3	11	0	2
	11.7%	10.2%	10.7%	12.5%	9.1%	10.2%	0.0%	22.2%	7.7%	10.5%	9.5%	0.0%	23.1%	8.3%	6.5%	6.1%	6.9%	6.7%	19.3%	0.0%	14.3%
	100.0%	31.3%	50.0%	12.5%	18.8%	37.5%	0.0%	12.5%	6.3%	12.5%	12.5%	0.0%	37.5%	12.5%	12.5%	12.5%	12.5%	18.8%	68.8%	0.0%	12.5%
Kawasaki	17	6	8	2	4	6	0	2	1	3	2	2	4	1	2	1	4	3	11	0	1
	12.4%	12.2%	10.7%	12.5%	12.1%	10.2%	0.0%	22.2%	7.7%	15.8%	9.5%	12.5%	15.4%	4.2%	6.5%	3.0%	13.8%	6.7%	19.3%	0.0%	7.1%
	100.0%	35.3%	47.1%	11.8%	23.5%	35.3%	0.0%	11.8%	5.9%	17.6%	11.8%	11.8%	23.5%	5.9%	11.8%	5.9%	23.5%	17.6%	64.7%	0.0%	5.9%
All others	8	3	3	1	2	2	0	1	1	0	1	0	0	3	1	3	1	2	3	0	0
	5.8%	6.1%	4.0%	6.3%	6.1%	3.4%	0.0%	11.1%	7.7%	0.0%	4.8%	0.0%	0.0%	12.5%	3.2%	9.1%	3.4%	4.4%	5.3%	0.0%	0.0%
	100.0%	37.5%	37.5%	12.5%	25.0%	25.0%	0.0%	12.5%	12.5%	0.0%	12.5%	0.0%	0.0%	37.5%	12.5%	37.5%	12.5%	25.0%	37.5%	0.0%	0.0%
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019539

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Ever Done																					
Domestic vacations	883	379	372	104	275	268	45	37	71	146	148	70	140	124	154	140	194	229	366	38	85
	71.8%	83.1%	63.8%	74.3%	87.0%	60.5%	76.3%	74.0%	82.6%	87.4%	80.9%	64.8%	64.5%	64.9%	61.4%	72.5%	87.0%	60.3%	81.2%	86.4%	78.0%
	100.0%	42.9%	42.1%	11.8%	31.1%	30.4%	5.1%	4.2%	8.0%	16.5%	16.8%	7.9%	15.9%	14.0%	17.4%	15.9%	22.0%	25.9%	41.4%	4.3%	9.6%
Stay in luxury hotels	818	355	341	97	258	244	44	33	69	132	145	63	123	125	141	140	195	211	341	36	76
	66.6%	77.9%	58.5%	69.3%	81.6%	55.1%	74.6%	66.0%	80.2%	79.0%	79.2%	58.3%	56.7%	65.4%	56.2%	72.5%	87.4%	55.5%	75.6%	81.8%	69.7%
	100.0%	43.4%	41.7%	11.9%	31.5%	29.8%	5.4%	4.0%	8.4%	16.1%	17.7%	7.7%	15.0%	15.3%	17.2%	17.1%	23.8%	25.8%	41.7%	4.4%	9.3%
Eat in expensive restaurants	783	334	316	85	249	231	39	30	66	122	138	55	125	109	137	131	187	204	330	38	66
	63.7%	73.2%	54.2%	60.7%	78.8%	52.1%	66.1%	60.0%	76.7%	73.1%	75.4%	50.9%	57.6%	57.1%	54.6%	67.9%	83.9%	53.7%	73.2%	86.4%	60.6%
	100.0%	42.7%	40.4%	10.9%	31.8%	29.5%	5.0%	3.8%	8.4%	15.6%	17.6%	7.0%	16.0%	13.9%	17.5%	16.7%	23.9%	26.1%	42.1%	4.9%	8.4%
Drink fine wines	689	323	276	94	229	182	39	34	59	117	125	50	97	108	116	127	170	165	301	29	64
	56.1%	70.8%	47.3%	67.1%	72.5%	41.1%	66.1%	68.0%	68.6%	70.1%	68.3%	46.3%	44.7%	56.5%	46.2%	65.8%	76.2%	43.4%	66.7%	65.9%	58.7%
	100.0%	46.9%	40.1%	13.6%	33.2%	26.4%	5.7%	4.9%	8.6%	17.0%	18.1%	7.3%	14.1%	15.7%	16.8%	18.4%	24.7%	23.9%	43.7%	4.2%	9.3%
Buy gourmet food to eat at home/elsewhere	607	277	232	75	202	157	35	24	52	109	109	38	92	84	114	117	148	145	262	30	56
	49.4%	60.7%	39.8%	53.6%	63.9%	35.4%	59.3%	48.0%	60.5%	65.3%	59.6%	35.2%	42.4%	44.0%	45.4%	60.6%	66.4%	38.2%	58.1%	68.2%	51.4%
	100.0%	45.6%	38.2%	12.4%	33.3%	25.9%	5.8%	4.0%	8.6%	18.0%	18.0%	6.3%	15.2%	13.8%	18.8%	19.3%	24.4%	23.9%	43.2%	4.9%	9.2%
Foreign vacations	540	239	200	61	178	139	22	24	45	87	95	36	79	70	85	92	132	115	223	29	56
	43.9%	52.4%	34.3%	43.6%	56.3%	31.4%	37.3%	48.0%	52.3%	52.1%	51.9%	33.3%	36.4%	36.6%	33.9%	47.7%	59.2%	30.3%	49.4%	65.9%	51.4%
	100.0%	44.3%	37.0%	11.3%	33.0%	25.7%	4.1%	4.4%	8.3%	16.1%	17.6%	6.7%	14.6%	13.0%	15.7%	17.0%	24.4%	21.3%	41.3%	5.4%	10.4%
Buy expensive clothing	531	246	199	61	185	138	24	21	51	87	104	30	79	74	93	100	141	124	230	28	46
	43.2%	53.9%	34.1%	43.6%	58.5%	31.2%	40.7%	42.0%	59.3%	52.1%	56.8%	27.8%	36.4%	38.7%	37.1%	51.8%	63.2%	32.6%	51.0%	63.6%	42.2%
	100.0%	46.3%	37.5%	11.5%	34.8%	26.0%	4.5%	4.0%	9.6%	16.4%	19.6%	5.6%	14.9%	13.9%	17.5%	18.8%	26.6%	23.4%	43.3%	5.3%	8.7%
Buy expensive gifts	517	227	213	60	167	153	27	22	52	80	86	35	90	76	90	97	131	125	223	30	45
	42.1%	49.8%	36.5%	42.9%	52.8%	34.5%	45.8%	44.0%	60.5%	47.9%	47.0%	32.4%	41.5%	39.8%	35.9%	50.3%	58.7%	32.9%	49.4%	68.2%	41.3%
	100.0%	43.9%	41.2%	11.6%	32.3%	29.6%	5.2%	4.3%	10.1%	15.5%	16.6%	6.8%	17.4%	14.7%	17.4%	18.8%	25.3%	24.2%	43.1%	5.8%	8.7%
Have a massage	436	211	183	56	155	127	26	19	35	76	90	27	63	66	69	67	122	100	176	28	46
	35.5%	46.3%	31.4%	40.0%	49.1%	28.7%	44.1%	38.0%	40.7%	45.5%	49.2%	25.0%	29.0%	34.6%	27.5%	34.7%	54.7%	26.3%	39.0%	63.6%	42.2%
	100.0%	48.4%	42.0%	12.8%	35.6%	29.1%	6.0%	4.4%	8.0%	17.4%	20.6%	6.2%	14.4%	15.1%	15.8%	15.4%	28.0%	22.9%	40.4%	6.4%	10.6%
Drink single-malt scotch/small-batch bourbon	431	221	156	57	164	99	32	14	45	81	82	25	57	63	66	78	111	87	197	19	48
	35.1%	48.5%	26.8%	40.7%	51.9%	22.3%	54.2%	28.0%	52.3%	48.5%	44.8%	23.1%	26.3%	33.0%	26.3%	40.4%	49.8%	22.9%	43.7%	43.2%	44.0%
	100.0%	51.3%	36.2%	13.2%	38.1%	23.0%	7.4%	3.2%	10.4%	18.8%	19.0%	5.8%	13.2%	14.6%	15.3%	18.1%	25.8%	20.2%	45.7%	4.4%	11.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019540

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Own luxury car	403	165	170	48	117	122	21	14	37	59	68	38	72	49	88	85	105	100	159	22	38
	32.8%	36.2%	29.2%	34.3%	37.0%	27.5%	35.6%	28.0%	43.0%	35.3%	37.2%	35.2%	33.2%	25.7%	35.1%	44.0%	47.1%	26.3%	35.3%	50.0%	34.9%
	100.0%	40.9%	42.2%	11.9%	29.0%	30.3%	5.2%	3.5%	9.2%	14.6%	16.9%	9.4%	17.9%	12.2%	21.8%	21.1%	26.1%	24.8%	39.5%	5.5%	9.4%
Buy custom-made clothing	269	124	103	30	94	73	14	7	26	48	45	15	42	34	49	58	68	59	114	17	24
	21.9%	27.2%	17.7%	21.4%	29.7%	16.5%	23.7%	14.0%	30.2%	28.7%	24.6%	13.9%	19.4%	17.8%	19.5%	30.1%	30.5%	15.5%	25.3%	38.6%	22.0%
	100.0%	46.1%	38.3%	11.2%	34.9%	27.1%	5.2%	2.6%	9.7%	17.8%	16.7%	5.6%	15.6%	12.6%	18.2%	21.6%	25.3%	21.9%	42.4%	6.3%	8.9%
Have a manicure or facial	211	93	83	24	69	59	10	8	19	32	34	13	34	24	38	46	66	50	89	16	16
	17.2%	20.4%	14.2%	17.1%	21.8%	13.3%	16.9%	16.0%	22.1%	19.2%	18.6%	12.0%	15.7%	12.6%	15.1%	23.8%	29.6%	13.2%	19.7%	36.4%	14.7%
	100.0%	44.1%	39.3%	11.4%	32.7%	28.0%	4.7%	3.8%	9.0%	15.2%	16.1%	6.2%	16.1%	11.4%	18.0%	21.8%	31.3%	23.7%	42.2%	7.6%	7.6%
No answer	151	22	108	14	8	94	3	6	5	4	10	23	37	29	50	21	5	76	29	0	6
	12.3%	4.8%	18.5%	10.0%	2.5%	21.2%	5.1%	12.0%	5.8%	2.4%	5.5%	21.3%	17.1%	15.2%	19.9%	10.9%	2.2%	20.0%	6.4%	0.0%	5.5%
	100.0%	14.6%	71.5%	9.3%	5.3%	62.3%	2.0%	4.0%	3.3%	2.6%	6.6%	15.2%	24.5%	19.2%	33.1%	13.9%	3.3%	50.3%	19.2%	0.0%	4.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019541

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Do Regularly																					
Domestic vacations	373	175	149	51	124	98	21	14	29	64	73	27	62	54	57	72	92	84	167	18	40
	30.3%	38.4%	25.6%	36.4%	39.2%	22.1%	35.6%	28.0%	33.7%	38.3%	39.9%	25.0%	28.6%	28.3%	22.7%	37.3%	41.3%	22.1%	37.0%	40.9%	36.7%
	100.0%	46.9%	39.9%	13.7%	33.2%	26.3%	5.6%	3.8%	7.8%	17.2%	19.6%	7.2%	16.6%	14.5%	15.3%	19.3%	24.7%	22.5%	44.8%	4.8%	10.7%
Drink fine wines	178	103	62	31	72	31	15	11	20	43	34	10	28	26	28	39	61	18	89	13	16
	14.5%	22.6%	10.6%	22.1%	22.8%	7.0%	25.4%	22.0%	23.3%	25.7%	18.6%	9.3%	12.9%	13.6%	11.2%	20.2%	27.4%	4.7%	19.7%	29.5%	14.7%
	100.0%	57.9%	34.8%	17.4%	40.4%	17.4%	8.4%	6.2%	11.2%	24.2%	19.1%	5.6%	15.7%	14.6%	15.7%	21.9%	34.3%	10.1%	50.0%	7.3%	9.0%
Buy gourmet food to eat at home/elsewhere	175	96	56	25	71	31	12	8	23	40	28	6	29	21	31	45	59	27	80	10	20
	14.2%	21.1%	9.6%	17.9%	22.5%	7.0%	20.3%	16.0%	26.7%	24.0%	15.3%	5.6%	13.4%	11.0%	12.4%	23.3%	26.5%	7.1%	17.7%	22.7%	18.3%
	100.0%	54.9%	32.0%	14.3%	40.6%	17.7%	6.9%	4.6%	13.1%	22.9%	16.0%	3.4%	16.6%	12.0%	17.7%	25.7%	33.7%	15.4%	45.7%	5.7%	11.4%
Eat in expensive restaurants	172	96	43	18	78	25	6	8	27	24	41	9	20	17	33	44	57	21	79	15	19
	14.0%	21.1%	7.4%	12.9%	24.7%	5.6%	10.2%	16.0%	31.4%	14.4%	22.4%	8.3%	9.2%	8.9%	13.1%	22.8%	25.6%	5.5%	17.5%	34.1%	17.4%
	100.0%	55.8%	25.0%	10.5%	45.3%	14.5%	3.5%	4.7%	15.7%	14.0%	23.8%	5.2%	11.6%	9.9%	19.2%	25.6%	33.1%	12.2%	45.9%	8.7%	11.0%
Drink single-malt scotch/small-batch bourbon	125	66	35	11	55	24	8	2	23	26	23	7	14	14	27	32	36	14	64	5	15
	10.2%	14.5%	6.0%	7.9%	17.4%	5.4%	13.6%	4.0%	26.7%	15.6%	12.6%	6.5%	6.5%	7.3%	10.8%	16.6%	16.1%	3.7%	14.2%	11.4%	13.8%
	100.0%	52.8%	28.0%	8.8%	44.0%	19.2%	6.4%	1.6%	18.4%	20.8%	18.4%	5.6%	11.2%	11.2%	21.6%	25.6%	28.8%	11.2%	51.2%	4.0%	12.0%
Own luxury car	106	57	27	13	44	14	6	3	18	18	21	8	12	13	19	27	39	12	49	6	17
	8.6%	12.5%	4.6%	9.3%	13.9%	3.2%	10.2%	6.0%	20.9%	10.8%	11.5%	7.4%	5.5%	6.8%	7.6%	14.0%	17.5%	3.2%	10.9%	13.6%	15.6%
	100.0%	53.8%	25.5%	12.3%	41.5%	13.2%	5.7%	2.8%	17.0%	17.0%	19.8%	7.5%	11.3%	12.3%	17.9%	25.5%	36.8%	11.3%	46.2%	5.7%	16.0%
Buy expensive clothing	99	59	24	10	49	14	3	2	17	16	23	5	11	10	18	26	37	13	48	4	8
	8.1%	12.9%	4.1%	7.1%	15.5%	3.2%	5.1%	4.0%	19.8%	9.6%	12.6%	4.6%	5.1%	5.2%	7.2%	13.5%	16.6%	3.4%	10.6%	9.1%	7.3%
	100.0%	59.6%	24.2%	10.1%	49.5%	14.1%	3.0%	2.0%	17.2%	16.2%	23.2%	5.1%	11.1%	10.1%	18.2%	26.3%	37.4%	13.1%	48.5%	4.0%	8.1%
Buy expensive gifts	96	53	24	9	44	15	3	3	15	12	17	4	10	12	15	31	40	14	46	6	14
	7.8%	11.6%	4.1%	6.4%	13.9%	3.4%	5.1%	6.0%	17.4%	7.2%	9.3%	3.7%	4.6%	6.3%	6.0%	16.1%	17.9%	3.7%	10.2%	13.6%	12.8%
	100.0%	55.2%	25.0%	9.4%	45.8%	15.6%	3.1%	3.1%	15.6%	12.5%	17.7%	4.2%	10.4%	12.5%	15.6%	32.3%	41.7%	14.6%	47.9%	6.3%	14.6%
Stay in luxury hotels	85	50	22	11	39	11	5	2	12	15	16	6	10	13	18	26	33	9	39	6	9
	6.9%	11.0%	3.8%	7.9%	12.3%	2.5%	8.5%	4.0%	14.0%	9.0%	8.7%	5.6%	4.6%	6.8%	7.2%	13.5%	14.8%	2.4%	8.6%	13.6%	8.3%
	100.0%	58.8%	25.9%	12.9%	45.9%	12.9%	5.9%	2.4%	14.1%	17.6%	18.8%	7.1%	11.8%	15.3%	21.2%	30.6%	38.8%	10.6%	45.9%	7.1%	10.6%
Foreign vacations	70	39	17	6	33	11	3	1	9	12	14	3	6	7	10	13	26	9	31	7	9
	5.7%	8.6%	2.9%	4.3%	10.4%	2.5%	5.1%	2.0%	10.5%	7.2%	7.7%	2.8%	2.8%	3.7%	4.0%	6.7%	11.7%	2.4%	6.9%	15.9%	8.3%
	100.0%	55.7%	24.3%	8.6%	47.1%	15.7%	4.3%	1.4%	12.9%	17.1%	20.0%	4.3%	8.6%	10.0%	14.3%	18.6%	37.1%	12.9%	44.3%	10.0%	12.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019542

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Have a massage	47	29	17	9	20	8	3	3	4	15	12	4	4	7	9	11	15	5	22	4	6
	3.8%	6.4%	2.9%	6.4%	6.3%	1.8%	5.1%	6.0%	4.7%	9.0%	6.6%	3.7%	1.8%	3.7%	3.6%	5.7%	6.7%	1.3%	4.9%	9.1%	5.5%
	100.0%	61.7%	36.2%	19.1%	42.6%	17.0%	6.4%	6.4%	8.5%	31.9%	25.5%	8.5%	8.5%	14.9%	19.1%	23.4%	31.9%	10.6%	46.8%	8.5%	12.8%
Have a manicure or facial	24	11	5	2	9	3	2	0	2	6	5	3	1	3	5	5	12	5	10	3	1
	2.0%	2.4%	0.9%	1.4%	2.8%	0.7%	3.4%	0.0%	2.3%	3.6%	2.7%	2.8%	0.5%	1.6%	2.0%	2.6%	5.4%	1.3%	2.2%	6.8%	0.9%
	100.0%	45.8%	20.8%	8.3%	37.5%	12.5%	8.3%	0.0%	8.3%	25.0%	20.8%	12.5%	4.2%	12.5%	20.8%	20.8%	50.0%	20.8%	41.7%	12.5%	4.2%
Buy custom-made clothing	22	17	7	4	13	3	2	1	6	8	3	2	3	1	5	7	8	3	12	3	4
	1.8%	3.7%	1.2%	2.9%	4.1%	0.7%	3.4%	2.0%	7.0%	4.8%	1.6%	1.9%	1.4%	0.5%	2.0%	3.6%	3.6%	0.8%	2.7%	6.8%	3.7%
	100.0%	77.3%	31.8%	18.2%	59.1%	13.6%	9.1%	4.5%	27.3%	36.4%	13.6%	9.1%	13.6%	4.5%	22.7%	31.8%	36.4%	13.6%	54.5%	13.6%	18.2%
No answer	605	158	340	55	103	285	21	23	26	58	63	64	117	102	144	75	68	260	174	14	41
	49.2%	34.6%	58.3%	39.3%	32.6%	64.3%	35.6%	46.0%	30.2%	34.7%	34.4%	59.3%	53.9%	53.4%	57.4%	38.9%	30.5%	68.4%	38.6%	31.8%	37.6%
	100.0%	26.1%	56.2%	9.1%	17.0%	47.1%	3.5%	3.8%	4.3%	9.6%	10.4%	10.6%	19.3%	16.9%	23.8%	12.4%	11.2%	43.0%	28.8%	2.3%	6.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019543

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Would Like To Do More Often																					
Domestic vacations	521	215	227	60	155	167	23	22	33	87	84	37	92	80	88	77	103	154	217	21	46
	42.4%	47.1%	38.9%	42.9%	49.1%	37.7%	39.0%	44.0%	38.4%	52.1%	45.9%	34.3%	42.4%	41.9%	35.1%	39.9%	46.2%	40.5%	48.1%	47.7%	42.2%
	100.0%	41.3%	43.6%	11.5%	29.8%	32.1%	4.4%	4.2%	6.3%	16.7%	16.1%	7.1%	17.7%	15.4%	16.9%	14.8%	19.8%	29.6%	41.7%	4.0%	8.8%
Stay in luxury hotels	464	200	197	54	146	143	23	18	34	75	82	33	80	72	68	69	105	124	198	17	40
	37.8%	43.9%	33.8%	38.6%	46.2%	32.3%	39.0%	36.0%	39.5%	44.9%	44.8%	30.6%	36.9%	37.7%	27.1%	35.8%	47.1%	32.6%	43.9%	38.6%	36.7%
	100.0%	43.1%	42.5%	11.6%	31.5%	30.8%	5.0%	3.9%	7.3%	16.2%	17.7%	7.1%	17.2%	15.5%	14.7%	14.9%	22.6%	26.7%	42.7%	3.7%	8.6%
Eat in expensive restaurants	378	160	175	47	113	128	19	17	29	59	68	28	66	61	59	52	85	113	160	15	27
	30.8%	35.1%	30.0%	33.6%	35.8%	28.9%	32.2%	34.0%	33.7%	35.3%	37.2%	25.9%	30.4%	31.9%	23.5%	26.9%	38.1%	29.7%	35.5%	34.1%	24.8%
	100.0%	42.3%	46.3%	12.4%	29.9%	33.9%	5.0%	4.5%	7.7%	15.6%	18.0%	7.4%	17.5%	16.1%	15.6%	13.8%	22.5%	29.9%	42.3%	4.0%	7.1%
Foreign vacations	367	165	128	44	121	84	18	16	29	65	66	20	49	51	43	50	88	74	166	19	36
	29.9%	36.2%	22.0%	31.4%	38.3%	19.0%	30.5%	32.0%	33.7%	38.9%	36.1%	18.5%	22.6%	26.7%	17.1%	25.9%	39.5%	19.5%	36.8%	43.2%	33.0%
	100.0%	45.0%	34.9%	12.0%	33.0%	22.9%	4.9%	4.4%	7.9%	17.7%	18.0%	5.4%	13.4%	13.9%	11.7%	13.6%	24.0%	20.2%	45.2%	5.2%	9.8%
Drink fine wines	314	155	119	39	116	80	12	15	23	54	66	21	44	49	46	58	81	79	147	13	28
	25.5%	34.0%	20.4%	27.9%	36.7%	18.1%	20.3%	30.0%	26.7%	32.3%	36.1%	19.4%	20.3%	25.7%	18.3%	30.1%	36.3%	20.8%	32.6%	29.5%	25.7%
	100.0%	49.4%	37.9%	12.4%	36.9%	25.5%	3.8%	4.8%	7.3%	17.2%	21.0%	6.7%	14.0%	15.6%	14.6%	18.5%	25.8%	25.2%	46.8%	4.1%	8.9%
Have a massage	292	142	121	36	106	85	18	11	18	48	70	20	38	45	39	37	88	65	121	20	29
	23.8%	31.1%	20.8%	25.7%	33.5%	19.2%	30.5%	22.0%	20.9%	28.7%	38.3%	18.5%	17.5%	23.6%	15.5%	19.2%	39.5%	17.1%	26.8%	45.5%	26.6%
	100.0%	48.6%	41.4%	12.3%	36.3%	29.1%	6.2%	3.8%	6.2%	16.4%	24.0%	6.8%	13.0%	15.4%	13.4%	12.7%	30.1%	22.3%	41.4%	6.8%	9.9%
Buy gourmet food to eat at home/elsewhere	262	115	111	32	83	79	10	10	18	44	45	20	39	43	50	41	58	70	109	10	22
	21.3%	25.2%	19.0%	22.9%	26.3%	17.8%	16.9%	20.0%	20.9%	26.3%	24.6%	18.5%	18.0%	22.5%	19.9%	21.2%	26.0%	18.4%	24.2%	22.7%	20.2%
	100.0%	43.9%	42.4%	12.2%	31.7%	30.2%	3.8%	3.8%	6.9%	16.8%	17.2%	7.6%	14.9%	16.4%	19.1%	15.6%	22.1%	26.7%	41.6%	3.8%	8.4%
Buy expensive clothing	226	92	101	22	70	79	8	6	15	37	42	18	41	28	43	43	57	54	86	14	23
	18.4%	20.2%	17.3%	15.7%	22.2%	17.8%	13.6%	12.0%	17.4%	22.2%	23.0%	16.7%	18.9%	14.7%	17.1%	22.3%	25.6%	14.2%	19.1%	31.8%	21.1%
	100.0%	40.7%	44.7%	9.7%	31.0%	35.0%	3.5%	2.7%	6.6%	16.4%	18.6%	8.0%	18.1%	12.4%	19.0%	19.0%	25.2%	23.9%	38.1%	6.2%	10.2%
Buy expensive gifts	225	85	103	24	61	79	10	7	17	31	39	20	39	34	40	31	51	59	88	14	19
	18.3%	18.6%	17.7%	17.1%	19.3%	17.8%	16.9%	14.0%	19.8%	18.6%	21.3%	18.5%	18.0%	17.8%	15.9%	16.1%	22.9%	15.5%	19.5%	31.8%	17.4%
	100.0%	37.8%	45.8%	10.7%	27.1%	35.1%	4.4%	3.1%	7.6%	13.8%	17.3%	8.9%	17.3%	15.1%	17.8%	13.8%	22.7%	26.2%	39.1%	6.2%	8.4%
Own luxury car	208	82	93	23	59	70	9	7	8	38	38	20	36	30	39	33	55	56	80	11	15
	16.9%	18.0%	16.0%	16.4%	18.7%	15.8%	15.3%	14.0%	9.3%	22.8%	20.8%	18.5%	16.6%	15.7%	15.5%	17.1%	24.7%	14.7%	17.7%	25.0%	13.8%
	100.0%	39.4%	44.7%	11.1%	28.4%	33.7%	4.3%	3.4%	3.8%	18.3%	18.3%	9.6%	17.3%	14.4%	18.8%	15.9%	26.4%	26.9%	38.5%	5.3%	7.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019544

Cigar Segmentation

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

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Drink single-malt scotch/small-batch bourbon	173	91	66	24	67	42	12	7	12	37	32	11	23	25	23	30	47	39	88	7	19
	14.1%	20.0%	11.3%	17.1%	21.2%	9.5%	20.3%	14.0%	14.0%	22.2%	17.5%	10.2%	10.6%	13.1%	9.2%	15.5%	21.1%	10.3%	19.5%	15.9%	17.4%
	100.0%	52.6%	38.2%	13.9%	38.7%	24.3%	6.9%	4.0%	6.9%	21.4%	18.5%	6.4%	13.3%	14.5%	13.3%	17.3%	27.2%	22.5%	50.9%	4.0%	11.0%
Buy custom-made clothing	139	66	56	15	51	41	8	1	8	23	27	8	18	23	20	25	39	28	63	9	13
	11.3%	14.5%	9.6%	10.7%	16.1%	9.3%	13.6%	2.0%	9.3%	13.8%	14.8%	7.4%	8.3%	12.0%	8.0%	13.0%	17.5%	7.4%	14.0%	20.5%	11.9%
	100.0%	47.5%	40.3%	10.8%	36.7%	29.5%	5.8%	0.7%	5.8%	16.5%	19.4%	5.8%	12.9%	16.5%	14.4%	18.0%	28.1%	20.1%	45.3%	6.5%	9.4%
Have a manicure or facial	106	42	44	12	30	32	3	4	5	15	20	7	13	15	17	21	36	26	50	7	7
	8.6%	9.2%	7.5%	8.6%	9.5%	7.2%	5.1%	8.0%	5.8%	9.0%	10.9%	6.5%	6.0%	7.9%	6.8%	10.9%	16.1%	6.8%	11.1%	15.9%	6.4%
	100.0%	39.6%	41.5%	11.3%	28.3%	30.2%	2.8%	3.8%	4.7%	14.2%	18.9%	6.6%	12.3%	14.2%	16.0%	19.8%	34.0%	24.5%	47.2%	6.6%	6.6%
No answer	351	79	196	33	46	163	12	13	19	23	36	45	65	56	103	57	31	136	88	9	22
	28.6%	17.3%	33.6%	23.6%	14.6%	36.8%	20.3%	26.0%	22.1%	13.8%	19.7%	41.7%	30.0%	29.3%	41.0%	29.5%	13.9%	35.8%	19.5%	20.5%	20.2%
	100.0%	22.5%	55.8%	9.4%	13.1%	46.4%	3.4%	3.7%	5.4%	6.6%	10.3%	12.8%	18.5%	16.0%	29.3%	16.2%	8.8%	38.7%	25.1%	2.6%	6.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019545

Cigar Segmentation

Q15 Section VI. Do you own your own business?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Yes	193	87	82	21	66	61	10	6	18	27	32	19	28	27	46	46	44	49	87	6	19
	15.7%	19.1%	14.1%	15.0%	20.9%	13.8%	16.9%	12.0%	20.9%	16.2%	17.5%	17.6%	12.9%	14.1%	18.3%	23.8%	19.7%	12.9%	19.3%	13.6%	17.4%
	100.0%	45.1%	42.5%	10.9%	34.2%	31.6%	5.2%	3.1%	9.3%	14.0%	16.6%	9.8%	14.5%	14.0%	23.8%	23.8%	22.8%	25.4%	45.1%	3.1%	9.8%
No	957	341	468	114	227	354	44	44	61	133	137	82	180	153	185	133	167	312	334	36	82
	77.9%	74.8%	80.3%	81.4%	71.8%	79.9%	74.6%	88.0%	70.9%	79.6%	74.9%	75.9%	82.9%	80.1%	73.7%	68.9%	74.9%	82.1%	74.1%	81.8%	75.2%
	100.0%	35.6%	48.9%	11.9%	23.7%	37.0%	4.6%	4.6%	6.4%	13.9%	14.3%	8.6%	18.8%	16.0%	19.3%	13.9%	17.5%	32.6%	34.9%	3.8%	8.6%
No answer	79	28	33	5	23	28	5	0	7	7	14	7	9	11	20	14	12	19	30	2	8
	6.4%	6.1%	5.7%	3.6%	7.3%	6.3%	8.5%	0.0%	8.1%	4.2%	7.7%	6.5%	4.1%	5.8%	8.0%	7.3%	5.4%	5.0%	6.7%	4.5%	7.3%
	100.0%	35.4%	41.8%	6.3%	29.1%	35.4%	6.3%	0.0%	8.9%	8.9%	17.7%	8.9%	11.4%	13.9%	25.3%	17.7%	15.2%	24.1%	38.0%	2.5%	10.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019546

Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
WalMart	868	279	481	111	168	370	49	37	59	97	118	95	171	147	193	130	123	314	293	30	72
	70.6%	61.2%	82.5%	79.3%	53.2%	83.5%	83.1%	74.0%	68.6%	58.1%	64.5%	88.0%	78.8%	77.0%	76.9%	67.4%	55.2%	82.6%	65.0%	68.2%	66.1%
	100.0%	32.1%	55.4%	12.8%	19.4%	42.6%	5.6%	4.3%	6.8%	11.2%	13.6%	10.9%	19.7%	16.9%	22.2%	15.0%	14.2%	36.2%	33.8%	3.5%	8.3%
Kmart	762	254	429	102	152	327	41	40	49	94	102	85	163	127	174	112	100	281	252	24	61
	62.0%	55.7%	73.6%	72.9%	48.1%	73.8%	69.5%	80.0%	57.0%	56.3%	55.7%	78.7%	75.1%	66.5%	69.3%	58.0%	44.8%	73.9%	55.9%	54.5%	56.0%
	100.0%	33.3%	56.3%	13.4%	19.9%	42.9%	5.4%	5.2%	6.4%	12.3%	13.4%	11.2%	21.4%	16.7%	22.8%	14.7%	13.1%	36.9%	33.1%	3.1%	8.0%
Sears	681	249	361	91	158	270	35	33	54	89	93	72	134	109	151	115	102	235	254	24	57
	55.4%	54.6%	61.9%	65.0%	50.0%	60.9%	59.3%	66.0%	62.8%	53.3%	50.8%	66.7%	61.8%	57.1%	60.2%	59.6%	45.7%	61.8%	56.3%	54.5%	52.3%
	100.0%	36.6%	53.0%	13.4%	23.2%	39.6%	5.1%	4.8%	7.9%	13.1%	13.7%	10.6%	19.7%	16.0%	22.2%	16.9%	15.0%	34.5%	37.3%	3.5%	8.4%
JC Penney	637	237	336	90	147	246	38	34	45	81	100	61	127	100	139	111	114	205	245	23	52
	51.8%	52.0%	57.6%	64.3%	46.5%	55.5%	64.4%	68.0%	52.3%	48.5%	54.6%	56.5%	58.5%	52.4%	55.4%	57.5%	51.1%	53.9%	54.3%	52.3%	47.7%
	100.0%	37.2%	52.7%	14.1%	23.1%	38.6%	6.0%	5.3%	7.1%	12.7%	15.7%	9.6%	19.9%	15.7%	21.8%	17.4%	17.9%	32.2%	38.5%	3.6%	8.2%
Target	516	207	233	67	140	166	29	25	40	63	92	48	78	78	104	81	108	149	192	25	52
	42.0%	45.4%	40.0%	47.9%	44.3%	37.5%	49.2%	50.0%	46.5%	37.7%	50.3%	44.4%	35.9%	40.8%	41.4%	42.0%	48.4%	39.2%	42.6%	56.8%	47.7%
	100.0%	40.1%	45.2%	13.0%	27.1%	32.2%	5.6%	4.8%	7.8%	12.2%	17.8%	9.3%	15.1%	15.1%	20.2%	15.7%	20.9%	28.9%	37.2%	4.8%	10.1%
Sams Club	375	143	192	53	90	139	25	17	32	59	45	45	79	53	93	73	57	115	140	16	35
	30.5%	31.4%	32.9%	37.9%	28.5%	31.4%	42.4%	34.0%	37.2%	35.3%	24.6%	41.7%	36.4%	27.7%	37.1%	37.8%	25.6%	30.3%	31.0%	36.4%	32.1%
	100.0%	38.1%	51.2%	14.1%	24.0%	37.1%	6.7%	4.5%	8.5%	15.7%	12.0%	12.0%	21.1%	14.1%	24.8%	19.5%	15.2%	30.7%	37.3%	4.3%	9.3%
The Gap	253	119	106	33	86	73	16	10	21	41	47	14	33	36	37	48	72	55	110	21	19
	20.6%	26.1%	18.2%	23.6%	27.2%	16.5%	27.1%	20.0%	24.4%	24.6%	25.7%	13.0%	15.2%	18.8%	14.7%	24.9%	32.3%	14.5%	24.4%	47.7%	17.4%
	100.0%	47.0%	41.9%	13.0%	34.0%	28.9%	6.3%	4.0%	8.3%	16.2%	18.6%	5.5%	13.0%	14.2%	14.6%	19.0%	28.5%	21.7%	43.5%	8.3%	7.5%
Eddie Bauer	219	116	67	30	86	37	19	6	22	45	42	9	28	32	38	51	59	34	113	15	18
	17.8%	25.4%	11.5%	21.4%	27.2%	8.4%	32.2%	12.0%	25.6%	26.9%	23.0%	8.3%	12.9%	16.8%	15.1%	26.4%	26.5%	8.9%	25.1%	34.1%	16.5%
	100.0%	53.0%	30.6%	13.7%	39.3%	16.9%	8.7%	2.7%	10.0%	20.5%	19.2%	4.1%	12.8%	14.6%	17.4%	23.3%	26.9%	15.5%	51.6%	6.8%	8.2%
Old Navy	206	103	86	31	72	55	14	9	20	37	39	15	32	19	44	49	72	47	83	18	20
	16.8%	22.6%	14.8%	22.1%	22.8%	12.4%	23.7%	18.0%	23.3%	22.2%	21.3%	13.9%	14.7%	9.9%	17.5%	25.4%	32.3%	12.4%	18.4%	40.9%	18.3%
	100.0%	50.0%	41.7%	15.0%	35.0%	26.7%	6.8%	4.4%	9.7%	18.0%	18.9%	7.3%	15.5%	9.2%	21.4%	23.8%	35.0%	22.8%	40.3%	8.7%	9.7%
Price Club/Costco	200	93	67	22	71	45	7	10	16	46	31	10	22	30	23	35	51	32	102	4	20
	16.3%	20.4%	11.5%	15.7%	22.5%	10.2%	11.9%	20.0%	18.6%	27.5%	16.9%	9.3%	10.1%	15.7%	9.2%	18.1%	22.9%	8.4%	22.6%	9.1%	18.3%
	100.0%	46.5%	33.5%	11.0%	35.5%	22.5%	3.5%	5.0%	8.0%	23.0%	15.5%	5.0%	11.0%	15.0%	11.5%	17.5%	25.5%	16.0%	51.0%	2.0%	10.0%
Pier One	196	94	91	36	58	55	19	7	17	38	38	16	26	34	37	48	53	40	90	8	19
	15.9%	20.6%	15.6%	25.7%	18.4%	12.4%	32.2%	14.0%	19.8%	22.8%	20.8%	14.8%	12.0%	17.8%	14.7%	24.9%	23.8%	10.5%	20.0%	18.2%	17.4%
	100.0%	48.0%	46.4%	18.4%	29.6%	28.1%	9.7%	3.6%	8.7%	19.4%	19.4%	8.2%	13.3%	17.3%	18.9%	24.5%	27.0%	20.4%	45.9%	4.1%	9.7%
Montgomery Ward	189	62	120	31	31	89	13	14	11	25	21	29	46	33	48	32	20	74	67	8	12
	15.4%	13.6%	20.6%	22.1%	9.8%	20.1%	22.0%	28.0%	12.8%	15.0%	11.5%	26.9%	21.2%	17.3%	19.1%	16.6%	9.0%	19.5%	14.9%	18.2%	11.0%
	100.0%	32.8%	63.5%	16.4%	16.4%	47.1%	6.9%	7.4%	5.8%	13.2%	11.1%	15.3%	24.3%	17.5%	25.4%	16.9%	10.6%	39.2%	35.4%	4.2%	6.3%
Macys	187	104	60	24	80	36	6	14	19	46	38	12	28	25	38	48	66	31	95	9	18
	15.2%	22.8%	10.3%	17.1%	25.3%	8.1%	10.2%	28.0%	22.1%	27.5%	20.8%	11.1%	12.9%	13.1%	15.1%	24.9%	29.6%	8.2%	21.1%	20.5%	16.5%
	100.0%	55.6%	32.1%	12.8%	42.8%	19.3%	3.2%	7.5%	10.2%	24.6%	20.3%	6.4%	15.0%	13.4%	20.3%	25.7%	35.3%	16.6%	50.8%	4.8%	9.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019547

Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
TJ Maxx	146	68	60	18	50	42	11	5	9	25	28	10	17	18	25	25	36	33	68	5	13
	11.9%	14.9%	10.3%	12:9%	15.8%	9.5%	18.6%	10.0%	10.5%	15.0%	15.3%	9.3%	7.8%	9.4%	10.0%	13.0%	16.1%	8.7%	15.1%	11.4%	11.9%
	100.0%	46.6%	41.1%	12.3%	34.2%	28.8%	7.5%	3.4%	6.2%	17.1%	19.2%	6.8%	11.6%	12.3%	17.1%	17.1%	24.7%	22.6%	46.6%	3.4%	8.9%
Mervyns	135	49	70	19	30	51	9	8	9	16	29	15	22	25	20	19	29	38	60	6	12
	11.0%	10.7%	12.0%	13.6%	9.5%	11.5%	15.3%	16.0%	10.5%	9.6%	15.8%	13.9%	10.1%	13.1%	8.0%	9.8%	13.0%	10.0%	13.3%	13.6%	11.0%
	100.0%	36.3%	51.9%	14.1%	22.2%	37.8%	6.7%	5.9%	6.7%	11.9%	21.5%	11.1%	16.3%	18.5%	14.8%	14.1%	21.5%	28.1%	44.4%	4.4%	8.9%
Nordstrom	128	71	36	19	52	17	5	10	13	25	29	2	16	16	15	27	43	16	67	10	8
	10.4%	15.6%	6.2%	13.6%	16.5%	3.8%	8.5%	20.0%	15.1%	15.0%	15.8%	1.9%	7.4%	8.4%	6.0%	14.0%	19.3%	4.2%	14.9%	22.7%	7.3%
	100.0%	55.5%	28.1%	14.8%	40.6%	13.3%	3.9%	7.8%	10.2%	19.5%	22.7%	1.6%	12.5%	12.5%	11.7%	21.1%	33.6%	12.5%	52.3%	7.8%	6.3%
Marshalls	112	67	47	23	44	24	12	9	11	25	27	4	22	14	19	23	23	25	46	3	9
	9.1%	14.7%	8.1%	16.4%	13.9%	5.4%	20.3%	18.0%	12.8%	15.0%	14.8%	3.7%	10.1%	7.3%	7.6%	11.9%	10.3%	6.6%	10.2%	6.8%	8.3%
	100.0%	59.8%	42.0%	20.5%	39.3%	21.4%	10.7%	8.0%	9.8%	22.3%	24.1%	3.6%	19.6%	12.5%	17.0%	20.5%	20.5%	22.3%	41.1%	2.7%	8.0%
Big & Tall	102	51	51	20	31	31	9	6	11	24	16	14	17	13	32	35	17	21	55	5	6
	8.3%	11.2%	8.7%	14.3%	9.8%	7.0%	15.3%	12.0%	12.8%	14.4%	8.7%	13.0%	7.8%	6.8%	12.7%	18.1%	7.6%	5.5%	12.2%	11.4%	5.5%
	100.0%	50.0%	50.0%	19.6%	30.4%	30.4%	8.8%	5.9%	10.8%	23.5%	15.7%	13.7%	16.7%	12.7%	31.4%	34.3%	16.7%	20.6%	53.9%	4.9%	5.9%
Willams-Sonoma	80	55	17	9	46	8	7	1	10	19	21	1	5	5	9	15	25	6	51	4	7
	6.5%	12.1%	2.9%	6.4%	14.6%	1.8%	11.9%	2.0%	11.6%	11.4%	11.5%	0.9%	2.3%	2.6%	3.6%	7.8%	11.2%	1.6%	11.3%	9.1%	6.4%
	100.0%	68.8%	21.3%	11.3%	57.5%	10.0%	8.8%	1.3%	12.5%	23.8%	26.3%	1.3%	6.3%	6.3%	11.3%	18.8%	31.3%	7.5%	63.8%	5.0%	8.8%
Banana Republic	77	47	21	8	39	13	5	1	14	12	19	6	9	5	14	17	36	9	41	6	4
	6.3%	10.3%	3.6%	5.7%	12.3%	2.9%	8.5%	2.0%	16.3%	7.2%	10.4%	5.6%	4.1%	2.6%	5.6%	8.8%	16.1%	2.4%	9.1%	13.6%	3.7%
	100.0%	61.0%	27.3%	10.4%	50.6%	16.9%	6.5%	1.3%	18.2%	15.6%	24.7%	7.8%	11.7%	6.5%	18.2%	22.1%	46.8%	11.7%	53.2%	7.8%	5.2%
Sharper Image	77	47	27	14	33	13	8	2	13	16	19	3	11	12	15	17	24	7	42	7	7
	6.3%	10.3%	4.6%	10.0%	10.4%	2.9%	13.6%	4.0%	15.1%	9.6%	10.4%	2.8%	5.1%	6.3%	6.0%	8.8%	10.8%	1.8%	9.3%	15.9%	6.4%
	100.0%	61.0%	35.1%	18.2%	42.9%	16.9%	10.4%	2.6%	16.9%	20.8%	24.7%	3.9%	14.3%	15.6%	19.5%	22.1%	31.2%	9.1%	54.5%	9.1%	9.1%
Brookstone	73	44	23	13	31	10	5	4	8	19	13	3	10	10	13	18	20	11	35	4	7
	5.9%	9.6%	3.9%	9.3%	9.8%	2.3%	8.5%	8.0%	9.3%	11.4%	7.1%	2.8%	4.6%	5.2%	5.2%	9.3%	9.0%	2.9%	7.8%	9.1%	6.4%
	100.0%	60.3%	31.5%	17.8%	42.5%	13.7%	6.8%	5.5%	11.0%	26.0%	17.8%	4.1%	13.7%	13.7%	17.8%	24.7%	27.4%	15.1%	47.9%	5.5%	9.6%
Lord & Taylor	71	49	25	14	35	11	5	4	8	12	19	3	10	13	9	12	21	15	35	4	4
	5.8%	10.7%	4.3%	10.0%	11.1%	2.5%	8.5%	8.0%	9.3%	7.2%	10.4%	2.8%	4.6%	6.8%	3.6%	6.2%	9.4%	3.9%	7.8%	9.1%	3.7%
	100.0%	69.0%	35.2%	19.7%	49.3%	15.5%	7.0%	5.6%	11.3%	16.9%	26.8%	4.2%	14.1%	18.3%	12.7%	16.9%	29.6%	21.1%	49.3%	5.6%	5.6%
Neiman Marcus	68	46	17	10	36	7	5	4	11	15	15	4	9	6	15	21	30	5	39	6	6
	5.5%	10.1%	2.9%	7.1%	11.4%	1.6%	8.5%	8.0%	12.8%	9.0%	8.2%	3.7%	4.1%	3.1%	6.0%	10.9%	13.5%	1.3%	8.6%	13.6%	5.5%
	100.0%	67.6%	25.0%	14.7%	52.9%	10.3%	7.4%	5.9%	16.2%	22.1%	22.1%	5.9%	13.2%	8.8%	22.1%	30.9%	44.1%	7.4%	57.4%	8.8%	8.8%
Marshall Fields	62	32	27	10	22	17	7	2	11	9	13	8	8	5	15	16	15	14	30	6	3
	5.0%	7.0%	4.6%	7.1%	7.0%	3.8%	11.9%	4.0%	12.8%	5.4%	7.1%	7.4%	3.7%	2.6%	6.0%	8.3%	6.7%	3.7%	6.7%	13.6%	2.8%
	100.0%	51.6%	43.5%	16.1%	35.5%	27.4%	11.3%	3.2%	17.7%	14.5%	21.0%	12.9%	12.9%	8.1%	24.2%	25.8%	24.2%	22.6%	48.4%	9.7%	4.8%
Florsheim	60	37	26	12	25	14	3	6	8	14	8	2	15	8	14	20	13	7	29	4	8
	4.9%	8.1%	4.5%	8.6%	7.9%	3.2%	5.1%	12.0%	9.3%	8.4%	4.4%	1.9%	6.9%	4.2%	5.6%	10.4%	5.8%	1.8%	6.4%	9.1%	7.3%
	100.0%	61.7%	43.3%	20.0%	41.7%	23.3%	5.0%	10.0%	13.3%	23.3%	13.3%	3.3%	25.0%	13.3%	23.3%	33.3%	21.7%	11.7%	48.3%	6.7%	13.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019548

Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Brooks Brothers	59	42	12	4	38	8	2	1	14	9	11	3	3	7	18	18	24	8	33	3	7
	4.8%	9.2%	2.1%	2.9%	12.0%	1.8%	3.4%	2.0%	16.3%	5.4%	6.0%	2.8%	1.4%	3.7%	7.2%	9.3%	10.8%	2.1%	7.3%	6.8%	6.4%
	100.0%	71.2%	20.3%	6.8%	64.4%	13.6%	3.4%	1.7%	23.7%	15.3%	18.6%	5.1%	5.1%	11.9%	30.5%	30.5%	40.7%	13.6%	55.9%	5.1%	11.9%
Lazarus	48	25	16	7	18	9	4	0	7	9	7	2	4	4	8	9	11	12	18	5	6
	3.9%	5.5%	2.7%	5.0%	5.7%	2.0%	6.8%	0.0%	8.1%	5.4%	3.8%	1.9%	1.8%	2.1%	3.2%	4.7%	4.9%	3.2%	4.0%	11.4%	5.5%
	100.0%	52.1%	33.3%	14.6%	37.5%	18.8%	8.3%	0.0%	14.6%	18.8%	14.6%	4.2%	8.3%	8.3%	16.7%	18.8%	22.9%	25.0%	37.5%	10.4%	12.5%
Kaufmans	47	20	26	8	12	18	4	2	4	11	4	2	12	5	9	5	8	15	16	4	3
	3.8%	4.4%	4.5%	5.7%	3.8%	4.1%	6.8%	4.0%	4.7%	6.6%	2.2%	1.9%	5.5%	2.6%	3.6%	2.6%	3.6%	3.9%	3.5%	9.1%	2.8%
	100.0%	42.6%	55.3%	17.0%	25.5%	38.3%	8.5%	4.3%	8.5%	23.4%	8.5%	4.3%	25.5%	10.6%	19.1%	10.6%	17.0%	31.9%	34.0%	8.5%	6.4%
Belks	46	19	20	8	11	12	4	4	5	2	11	4	7	8	10	7	6	18	16	1	4
	3.7%	4.2%	3.4%	5.7%	3.5%	2.7%	6.8%	8.0%	5.8%	1.2%	6.0%	3.7%	3.2%	4.2%	4.0%	3.6%	2.7%	4.7%	3.5%	2.3%	3.7%
	100.0%	41.3%	43.5%	17.4%	23.9%	26.1%	8.7%	8.7%	10.9%	4.3%	23.9%	8.7%	15.2%	17.4%	21.7%	15.2%	13.0%	39.1%	34.8%	2.2%	8.7%
Saks Fifth Avenue	45	28	15	8	20	7	4	3	7	6	11	2	4	6	7	12	15	6	23	6	4
	3.7%	6.1%	2.6%	5.7%	6.3%	1.6%	6.8%	6.0%	8.1%	3.6%	6.0%	1.9%	1.8%	3.1%	2.8%	6.2%	6.7%	1.6%	5.1%	13.6%	3.7%
	100.0%	62.2%	33.3%	17.8%	44.4%	15.6%	8.9%	6.7%	15.6%	13.3%	24.4%	4.4%	8.9%	13.3%	15.6%	26.7%	33.3%	13.3%	51.1%	13.3%	8.9%
Bloomingdales	45	32	11	6	26	5	2	1	7	10	11	1	3	3	9	11	19	3	26	5	5
	3.7%	7.0%	1.9%	4.3%	8.2%	1.1%	3.4%	2.0%	8.1%	6.0%	6.0%	0.9%	1.4%	1.6%	3.6%	5.7%	8.5%	0.8%	5.8%	11.4%	4.6%
	100.0%	71.1%	24.4%	13.3%	57.8%	11.1%	4.4%	2.2%	15.6%	22.2%	24.4%	2.2%	6.7%	6.7%	20.0%	24.4%	42.2%	6.7%	57.8%	11.1%	11.1%
Filenes	43	26	13	7	19	6	2	2	5	14	9	1	8	6	8	14	11	6	17	3	5
	3.5%	5.7%	2.2%	5.0%	6.0%	1.4%	3.4%	4.0%	5.8%	8.4%	4.9%	0.9%	3.7%	3.1%	3.2%	7.3%	4.9%	1.6%	3.8%	6.8%	4.6%
	100.0%	60.5%	30.2%	16.3%	44.2%	14.0%	4.7%	4.7%	11.6%	32.6%	20.9%	2.3%	18.6%	14.0%	18.6%	32.6%	25.6%	14.0%	39.5%	7.0%	11.6%
Hechts	42	20	16	5	15	11	3	1	3	7	10	2	11	4	6	5	7	14	18	4	3
	3.4%	4.4%	2.7%	3.6%	4.7%	2.5%	5.1%	2.0%	3.5%	4.2%	5.5%	1.9%	5.1%	2.1%	2.4%	2.6%	3.1%	3.7%	4.0%	9.1%	2.8%
	100.0%	47.6%	38.1%	11.9%	35.7%	26.2%	7.1%	2.4%	7.1%	16.7%	23.8%	4.8%	26.2%	9.5%	14.3%	11.9%	16.7%	33.3%	42.9%	9.5%	7.1%
Robinsons-May	31	16	16	8	8	8	4	4	3	10	8	2	5	7	6	7	6	4	16	1	5
	2.5%	3.5%	2.7%	5.7%	2.5%	1.8%	6.8%	8.0%	3.5%	6.0%	4.4%	1.9%	2.3%	3.7%	2.4%	3.6%	2.7%	1.1%	3.5%	2.3%	4.6%
	100.0%	51.6%	51.6%	25.8%	25.8%	25.8%	12.9%	12.9%	9.7%	32.3%	25.8%	6.5%	16.1%	22.6%	19.4%	22.6%	19.4%	12.9%	51.6%	3.2%	16.1%
Burdines	27	16	8	4	12	4	1	0	4	4	6	0	1	5	3	4	9	2	12	0	5
	2.2%	3.5%	1.4%	2.9%	3.8%	0.9%	1.7%	0.0%	4.7%	2.4%	3.3%	0.0%	0.5%	2.6%	1.2%	2.1%	4.0%	0.5%	2.7%	0.0%	4.6%
	100.0%	59.3%	29.6%	14.8%	44.4%	14.8%	3.7%	0.0%	14.8%	14.8%	22.2%	0.0%	3.7%	18.5%	11.1%	14.8%	33.3%	7.4%	44.4%	0.0%	18.5%
Sterns	26	16	10	3	13	7	0	3	2	4	6	0	5	3	6	5	6	4	10	2	1
	2.1%	3.5%	1.7%	2.1%	4.1%	1.6%	0.0%	6.0%	2.3%	2.4%	3.3%	0.0%	2.3%	1.6%	2.4%	2.6%	2.7%	1.1%	2.2%	4.5%	0.9%
	100.0%	61.5%	38.5%	11.5%	50.0%	26.9%	0.0%	11.5%	7.7%	15.4%	23.1%	0.0%	19.2%	11.5%	23.1%	19.2%	23.1%	15.4%	38.5%	7.7%	3.8%
Richs	22	6	13	2	4	11	0	2	0	1	4	3	3	4	3	2	6	11	5	2	0
	1.8%	1.3%	2.2%	1.4%	1.3%	2.5%	0.0%	4.0%	0.0%	0.6%	2.2%	2.8%	1.4%	2.1%	1.2%	1.0%	2.7%	2.9%	1.1%	4.5%	0.0%
	100.0%	27.3%	59.1%	9.1%	18.2%	50.0%	0.0%	9.1%	0.0%	4.5%	18.2%	13.6%	13.6%	18.2%	13.6%	9.1%	27.3%	50.0%	22.7%	9.1%	0.0%
Cole Haan	19	16	2	2	14	0	1	1	8	3	5	1	2	0	5	7	7	1	12	1	2
	1.5%	3.5%	0.3%	1.4%	4.4%	0.0%	1.7%	2.0%	9.3%	1.8%	2.7%	0.9%	0.9%	0.0%	2.0%	3.6%	3.1%	0.3%	2.7%	2.3%	1.8%
	100.0%	84.2%	10.5%	10.5%	73.7%	0.0%	5.3%	5.3%	42.1%	15.8%	26.3%	5.3%	10.5%	0.0%	26.3%	36.8%	36.8%	5.3%	63.2%	5.3%	10.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019549

Cigar Segmentation

Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Barneys	18	12	4	1	11	3	0	1	0	3	5	1	2	1	3	3	11	2	9	1	1
	1.5%	2.6%	0.7%	0.7%	3.5%	0.7%	0.0%	2.0%	0.0%	1.8%	2.7%	0.9%	0.9%	0.5%	1.2%	1.6%	4.9%	0.5%	2.0%	2.3%	0.9%
	100.0%	66.7%	22.2%	5.6%	61.1%	16.7%	0.0%	5.6%	0.0%	16.7%	27.8%	5.6%	11.1%	5.6%	16.7%	16.7%	61.1%	11.1%	50.0%	5.6%	5.6%
None of these	28	3	12	2	1	10	1	1	1	3	4	0	4	7	2	2	4	10	7	0	3
	2.3%	0.7%	2.1%	1.4%	0.3%	2.3%	1.7%	2.0%	1.2%	1.8%	2.2%	0.0%	1.8%	3.7%	0.8%	1.0%	1.8%	2.6%	1.6%	0.0%	2.8%
	100.0%	10.7%	42.9%	7.1%	3.6%	35.7%	3.6%	3.6%	3.6%	10.7%	14.3%	0.0%	14.3%	25.0%	7.1%	7.1%	14.3%	35.7%	25.0%	0.0%	10.7%
No answer	11	4	2	1	3	1	0	1	1	3	0	1	2	1	2	3	1	1	2	1	1
	0.9%	0.9%	0.3%	0.7%	0.9%	0.2%	0.0%	2.0%	1.2%	1.8%	0.0%	0.9%	0.9%	0.5%	0.8%	1.6%	0.4%	0.3%	0.4%	2.3%	0.9%
	100.0%	36.4%	18.2%	9.1%	27.3%	9.1%	0.0%	9.1%	9.1%	27.3%	0.0%	9.1%	18.2%	9.1%	18.2%	27.3%	9.1%	9.1%	18.2%	9.1%	9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019550

Cigar Segmentation

Q17 Section VI. Which of the following brands of clothing do you wear?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Levis	831	306	401	94	212	307	40	35	60	116	124	77	160	127	148	131	155	250	311	32	62
	67.6%	67.1%	68.8%	67.1%	67.1%	69.3%	67.8%	70.0%	69.8%	69.5%	67.8%	71.3%	73.7%	66.5%	59.0%	67.9%	69.5%	65.8%	69.0%	72.7%	56.9%
	100.0%	36.8%	48.3%	11.3%	25.5%	36.9%	4.8%	4.2%	7.2%	14.0%	14.9%	9.3%	19.3%	15.3%	17.8%	15.8%	18.7%	30.1%	37.4%	3.9%	7.5%
Dockers	642	273	292	87	186	205	37	33	52	105	100	46	113	104	115	108	134	166	260	31	53
	52.2%	59.9%	50.1%	62.1%	58.9%	46.3%	62.7%	66.0%	60.5%	62.9%	54.6%	42.6%	52.1%	54.5%	45.8%	56.0%	60.1%	43.7%	57.6%	70.5%	48.6%
	100.0%	42.5%	45.5%	13.6%	29.0%	31.9%	5.8%	5.1%	8.1%	16.4%	15.6%	7.2%	17.6%	16.2%	17.9%	16.8%	20.9%	25.9%	40.5%	4.8%	8.3%
Hanes	525	195	269	73	122	196	29	31	31	78	82	50	113	96	95	88	83	163	204	24	45
	42.7%	42.8%	46.1%	52.1%	38.6%	44.2%	49.2%	62.0%	36.0%	46.7%	44.8%	46.3%	52.1%	50.3%	37.8%	45.6%	37.2%	42.9%	45.2%	54.5%	41.3%
	100.0%	37.1%	51.2%	13.9%	23.2%	37.3%	5.5%	5.9%	5.9%	14.9%	15.6%	9.5%	21.5%	18.3%	18.1%	16.8%	15.8%	31.0%	38.9%	4.6%	8.6%
Nike	510	210	223	66	144	157	31	23	34	79	87	32	86	85	66	81	129	127	207	26	31
	41.5%	46.1%	38.3%	47.1%	45.6%	35.4%	52.5%	46.0%	39.5%	47.3%	47.5%	29.6%	39.6%	44.5%	26.3%	42.0%	57.8%	33.4%	45.9%	59.1%	28.4%
	100.0%	41.2%	43.7%	12.9%	28.2%	30.8%	6.1%	4.5%	6.7%	15.5%	17.1%	6.3%	16.9%	16.7%	12.9%	15.9%	25.3%	24.9%	40.6%	5.1%	6.1%
Polo/Ralph Lauren	360	170	125	38	132	87	20	10	38	66	72	19	43	52	58	68	105	79	158	29	30
	29.3%	37.3%	21.4%	27.1%	41.8%	19.6%	33.9%	20.0%	44.2%	39.5%	39.3%	17.6%	19.8%	27.2%	23.1%	35.2%	47.1%	20.8%	35.0%	65.9%	27.5%
	100.0%	47.2%	34.7%	10.6%	36.7%	24.2%	5.6%	2.8%	10.6%	18.3%	20.0%	5.3%	11.9%	14.4%	16.1%	18.9%	29.2%	21.9%	43.9%	8.1%	8.3%
Calvin Klein	254	121	106	35	86	71	14	12	22	43	51	18	39	41	44	48	73	58	111	17	16
	20.7%	26.5%	18.2%	25.0%	27.2%	16.0%	23.7%	24.0%	25.6%	25.7%	27.9%	16.7%	18.0%	21.5%	17.5%	24.9%	32.7%	15.3%	24.6%	38.6%	14.7%
	100.0%	47.6%	41.7%	13.8%	33.9%	28.0%	5.5%	4.7%	8.7%	16.9%	20.1%	7.1%	15.4%	16.1%	17.3%	18.9%	28.7%	22.8%	43.7%	6.7%	6.3%
Tommy Hilfiger	238	121	92	31	90	61	15	7	26	45	50	13	35	36	28	44	75	42	99	18	22
	19.4%	26.5%	15.8%	22.1%	28.5%	13.8%	25.4%	14.0%	30.2%	26.9%	27.3%	12.0%	16.1%	18.8%	11.2%	22.8%	33.6%	11.1%	22.0%	40.9%	20.2%
	100.0%	50.8%	38.7%	13.0%	37.8%	25.6%	6.3%	2.9%	10.9%	18.9%	21.0%	5.5%	14.7%	15.1%	11.8%	18.5%	31.5%	17.6%	41.6%	7.6%	9.2%
Champion	185	104	75	30	74	45	18	6	16	42	37	6	25	32	24	36	50	43	74	13	13
	15.1%	22.8%	12.9%	21.4%	23.4%	10.2%	30.5%	12.0%	18.6%	25.1%	20.2%	5.6%	11.5%	16.8%	9.6%	18.7%	22.4%	11.3%	16.4%	29.5%	11.9%
	100.0%	56.2%	40.5%	16.2%	40.0%	24.3%	9.7%	3.2%	8.6%	22.7%	20.0%	3.2%	13.5%	17.3%	13.0%	19.5%	27.0%	23.2%	40.0%	7.0%	7.0%
Nautica	164	84	59	20	64	39	10	6	16	29	33	13	16	31	22	33	47	27	78	9	16
	13.3%	18.4%	10.1%	14.3%	20.3%	8.8%	16.9%	12.0%	18.6%	17.4%	18.0%	12.0%	7.4%	16.2%	8.8%	17.1%	21.1%	7.1%	17.3%	20.5%	14.7%
	100.0%	51.2%	36.0%	12.2%	39.0%	23.8%	6.1%	3.7%	9.8%	17.7%	20.1%	7.9%	9.8%	18.9%	13.4%	20.1%	28.7%	16.5%	47.6%	5.5%	9.8%
Perry Ellis	120	63	35	13	50	22	4	7	14	23	25	5	18	14	21	28	36	17	52	7	8
	9.8%	13.8%	6.0%	9.3%	15.8%	5.0%	6.8%	14.0%	16.3%	13.8%	13.7%	4.6%	8.3%	7.3%	8.4%	14.5%	16.1%	4.5%	11.5%	15.9%	7.3%
	100.0%	52.5%	29.2%	10.8%	41.7%	18.3%	3.3%	5.8%	11.7%	19.2%	20.8%	4.2%	15.0%	11.7%	17.5%	23.3%	30.0%	14.2%	43.3%	5.8%	6.7%
Armani/Giorgio Armani	87	49	22	8	41	14	2	5	9	22	22	4	12	12	14	21	36	12	42	6	4
	7.1%	10.7%	3.8%	5.7%	13.0%	3.2%	3.4%	10.0%	10.5%	13.2%	12.0%	3.7%	5.5%	6.3%	5.6%	10.9%	16.1%	3.2%	9.3%	13.6%	3.7%
	100.0%	56.3%	25.3%	9.2%	47.1%	16.1%	2.3%	5.7%	10.3%	25.3%	25.3%	4.6%	13.8%	13.8%	16.1%	24.1%	41.4%	13.8%	48.3%	6.9%	4.6%
Hugo Boss	65	42	20	8	34	12	3	4	7	13	17	5	7	8	12	17	26	10	31	4	4
	5.3%	9.2%	3.4%	5.7%	10.8%	2.7%	5.1%	8.0%	8.1%	7.8%	9.3%	4.6%	3.2%	4.2%	4.8%	8.8%	11.7%	2.6%	6.9%	9.1%	3.7%
	100.0%	64.6%	30.8%	12.3%	52.3%	18.5%	4.6%	6.2%	10.8%	20.0%	26.2%	7.7%	10.8%	12.3%	18.5%	26.2%	40.0%	15.4%	47.7%	6.2%	6.2%
Liz Claiborne for Men	61	34	15	4	30	11	3	1	9	17	9	5	6	7	9	13	18	10	28	3	4
	5.0%	7.5%	2.6%	2.9%	9.5%	2.5%	5.1%	2.0%	10.5%	10.2%	4.9%	4.6%	2.8%	3.7%	3.6%	6.7%	8.1%	2.6%	6.2%	6.8%	3.7%
	100.0%	55.7%	24.6%	6.6%	49.2%	18.0%	4.9%	1.6%	14.8%	27.9%	14.8%	8.2%	9.8%	11.5%	14.8%	21.3%	29.5%	16.4%	45.9%	4.9%	6.6%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019551

Cigar Segmentation

Q17 Section VI. Which of the following brands of clothing do you wear?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229 100.0% 100.0%	456 100.0% 37.1%	583 100.0% 47.4%	140 100.0% 11.4%	316 100.0% 25.7%	443 100.0% 36.0%	59 100.0% 4.8%	50 100.0% 4.1%	86 100.0% 7.0%	167 100.0% 13.6%	183 100.0% 14.9%	108 100.0% 8.8%	217 100.0% 17.7%	191 100.0% 15.5%	251 100.0% 20.4%	193 100.0% 15.7%	223 100.0% 18.1%	380 100.0% 30.9%	451 100.0% 36.7%	44 100.0% 3.6%	109 100.0% 8.9%
Burberry	36 2.9% 100.0%	27 5.9% 75.0%	4 0.7% 11.1%	3 2.1% 8:3%	24 7.6% 66.7%	1 0.2% 2.8%	0 0.0% 0.0%	1 2.0% 2.8%	9 10.5% 25.0%	6 3.6% 16.7%	6 3.3% 16.7%	2 1.9% 5.6%	1 0.5% 2.8%	2 1.0% 5.6%	9 3.6% 25.0%	12 6.2% 33.3%	15 6.7% 41.7%	1 0.3% 2.8%	23 5.1% 63.9%	2 4.5% 5.6%	5 4.6% 13.9%
Slates	27 2.2% 100.0%	18 3.9% 66.7%	9 1.5% 33.3%	5 3.6% 18.5%	13 4.1% 48.1%	4 0.9% 14.8%	4 6.8% 14.8%	1 2.0% 3.7%	5 5.8% 18.5%	4 2.4% 14.8%	5 2.7% 18.5%	1 0.9% 3.7%	4 1.8% 14.8%	2 1.0% 7.4%	6 2.4% 22.2%	6 3.1% 22.2%	3 1.3% 11.1%	3 0.8% 11.1%	11 2.4% 40.7%	1 2.3% 3.7%	3 2.8% 11.1%
Alfred Dunhill	18 1.5% 100.0%	11 2.4% 61.1%	4 0.7% 22.2%	2 1.4% 11.1%	9 2.8% 50.0%	2 0.5% 11.1%	2 3.4% 11.1%	0 0.0% 0.0%	2 2.3% 11.1%	3 1.8% 16.7%	4 2.2% 22.2%	1 0.9% 5.6%	3 1.4% 16.7%	1 0.5% 5.6%	5 2.0% 27.8%	5 2.6% 27.8%	7 3.1% 38.9%	5 1.3% 27.8%	7 1.6% 38.9%	0 0.0% 0.0%	2 1.8% 11.1%
Ermenegildo Zegna	16 1.3% 100.0%	11 2.4% 68.8%	5 0.9% 31.3%	2 1.4% 12.5%	9 2.8% 56.3%	3 0.7% 18.8%	1 1.7% 6.3%	1 2.0% 6.3%	3 3.5% 18.8%	3 1.8% 18.8%	4 2.2% 25.0%	3 2.8% 18.8%	0 0.0% 0.0%	2 1.0% 12.5%	3 1.2% 18.8%	2 1.0% 12.5%	6 2.7% 37.5%	1 0.3% 6.3%	8 1.8% 50.0%	3 6.8% 18.8%	3 2.8% 18.8%
None of these	133 10.8% 100.0%	32 7.0% 24.1%	82 14.1% 61.7%	16 11.4% 12.0%	16 5.1% 12.0%	66 14.9% 49.6%	8 13.6% 6.0%	3 6.0% 2.3%	7 8.1% 5.3%	13 7.8% 9.8%	13 7.1% 9.8%	13 12.0% 9.8%	27 12.4% 20.3%	25 13.1% 18.8%	41 16.3% 30.8%	16 8.3% 12.0%	9 4.0% 6.8%	60 15.8% 45.1%	31 6.9% 23.3%	0 0.0% 0.0%	15 13.8% 11.3%
No answer	17 1.4% 100.0%	3 0.7% 17.6%	4 0.7% 23.5%	0 0.0% 0.0%	3 0.9% 17.6%	4 0.9% 23.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	3 1.8% 17.6%	0 0.0% 0.0%	2 1.9% 11.8%	1 0.5% 5.9%	2 1.0% 11.8%	2 0.8% 11.8%	2 1.0% 11.8%	3 1.3% 17.6%	2 0.5% 11.8%	1 0.2% 5.9%	1 2.3% 5.9%	2 1.8% 11.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019552

Cigar Segmentation

Q18 Section VI. Which of the following best describes the automobile you drive most often?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Do not own a car	62	12	36	6	6	30	2	2	2	4	6	3	16	10	17	8	7	22	18	3	6
	5.0%	2.6%	6.2%	4.3%	1.9%	6.8%	3.4%	4.0%	2.3%	2.4%	3.3%	2.8%	7.4%	5.2%	6.8%	4.1%	3.1%	5.8%	4.0%	6.8%	5.5%
	100.0%	19.4%	58.1%	9.7%	9.7%	48.4%	3.2%	3.2%	3.2%	6.5%	9.7%	4.8%	25.8%	16.1%	27.4%	12.9%	11.3%	35.5%	29.0%	4.8%	9.7%
No answer	61	11	36	4	7	32	0	2	0	3	5	6	7	13	14	11	4	29	15	3	1
	5.0%	2.4%	6.2%	2.9%	2.2%	7.2%	0.0%	4.0%	0.0%	1.8%	2.7%	5.6%	3.2%	6.8%	5.6%	5.7%	1.8%	7.6%	3.3%	6.8%	0.9%
	100.0%	18.0%	59.0%	6.6%	11.5%	52.5%	0.0%	3.3%	0.0%	4.9%	8.2%	9.8%	11.5%	21.3%	23.0%	18.0%	6.6%	47.5%	24.6%	4.9%	1.6%
Total answering own a car	1106	433	511	130	303	381	57	46	84	160	172	99	194	168	220	174	212	329	418	38	102
	90.0%	95.0%	87.7%	92.9%	95.9%	86.0%	96.6%	92.0%	97.7%	95.8%	94.0%	91.7%	89.4%	88.0%	87.6%	90.2%	95.1%	86.6%	92.7%	86.4%	93.6%
	100.0%	39.2%	46.2%	11.8%	27.4%	34.4%	5.2%	4.2%	7.6%	14.5%	15.6%	9.0%	17.5%	15.2%	19.9%	15.7%	19.2%	29.7%	37.8%	3.4%	9.2%
Pick up truck	307	92	172	30	62	142	12	13	14	33	38	34	57	58	65	39	37	122	90	5	22
	27.8%	21.2%	33.7%	23.1%	20.5%	37.3%	21.1%	28.3%	16.7%	20.6%	22.1%	34.3%	29.4%	34.5%	29.5%	22.4%	17.5%	37.1%	21.5%	13.2%	21.6%
	100.0%	30.0%	56.0%	9.8%	20.2%	46.3%	3.9%	4.2%	4.6%	10.7%	12.4%	11.1%	18.6%	18.9%	21.2%	12.7%	12.1%	39.7%	29.3%	1.6%	7.2%
Traditional sedan	273	101	135	36	65	99	18	10	24	30	42	25	62	37	55	32	35	90	93	8	23
	24.7%	23.3%	26.4%	27.7%	21.5%	26.0%	31.6%	21.7%	28.6%	18.8%	24.4%	25.3%	32.0%	22.0%	25.0%	18.4%	16.5%	27.4%	22.2%	21.1%	22.5%
	100.0%	37.0%	49.5%	13.2%	23.8%	36.3%	6.6%	3.7%	8.8%	11.0%	15.4%	9.2%	22.7%	13.6%	20.1%	11.7%	12.8%	33.0%	34.1%	2.9%	8.4%
Sport utility vehicle	183	89	71	27	62	44	15	8	16	38	31	12	22	32	34	38	52	38	90	8	18
	16.5%	20.6%	13.9%	20.8%	20.5%	11.5%	26.3%	17.4%	19.0%	23.8%	18.0%	12.1%	11.3%	19.0%	15.5%	21.8%	24.5%	11.6%	21.5%	21.1%	17.6%
	100.0%	48.6%	38.8%	14.8%	33.9%	24.0%	8.2%	4.4%	8.7%	20.8%	16.9%	6.6%	12.0%	17.5%	18.6%	20.8%	28.4%	20.8%	49.2%	4.4%	9.8%
Sports coupe	126	59	43	13	46	30	1	7	11	22	26	5	24	11	18	17	37	28	56	10	13
	11.4%	13.6%	8.4%	10.0%	15.2%	7.9%	1.8%	15.2%	13.1%	13.8%	15.1%	5.1%	12.4%	6.5%	8.2%	9.8%	17.5%	8.5%	13.4%	26.3%	12.7%
	100.0%	46.8%	34.1%	10.3%	36.5%	23.8%	0.8%	5.6%	8.7%	17.5%	20.6%	4.0%	19.0%	8.7%	14.3%	13.5%	29.4%	22.2%	44.4%	7.9%	10.3%
Station wagon/minivan	96	38	54	14	24	40	6	5	7	15	16	11	16	22	20	20	23	27	33	2	14
	8.7%	8.8%	10.6%	10.8%	7.9%	10.5%	10.5%	10.9%	8.3%	9.4%	9.3%	11.1%	8.2%	13.1%	9.1%	11.5%	10.8%	8.2%	7.9%	5.3%	13.7%
	100.0%	39.6%	56.3%	14.6%	25.0%	41.7%	6.3%	5.2%	7.3%	15.6%	16.7%	11.5%	16.7%	22.9%	20.8%	20.8%	24.0%	28.1%	34.4%	2.1%	14.6%
Touring sedan	89	42	26	8	34	18	4	3	10	16	13	7	10	6	18	19	24	18	42	3	10
	8.0%	9.7%	5.1%	6.2%	11.2%	4.7%	7.0%	6.5%	11.9%	10.0%	7.6%	7.1%	5.2%	3.6%	8.2%	10.9%	11.3%	5.5%	10.0%	7.9%	9.8%
	100.0%	47.2%	29.2%	9.0%	38.2%	20.2%	4.5%	3.4%	11.2%	18.0%	14.6%	7.9%	11.2%	6.7%	20.2%	21.3%	27.0%	20.2%	47.2%	3.4%	11.2%
Convertible/open car	25	12	6	2	10	4	1	0	2	6	3	4	0	2	8	8	3	5	11	1	1
	2.3%	2.8%	1.2%	1.5%	3.3%	1.0%	1.8%	0.0%	2.4%	3.8%	1.7%	4.0%	0.0%	1.2%	3.6%	4.6%	1.4%	1.5%	2.6%	2.6%	1.0%
	100.0%	48.0%	24.0%	8.0%	40.0%	16.0%	4.0%	0.0%	8.0%	24.0%	12.0%	16.0%	0.0%	8.0%	32.0%	32.0%	12.0%	20.0%	44.0%	4.0%	4.0%
Extreme off-road	7	0	4	0	0	4	0	0	0	0	3	1	3	0	2	1	1	1	3	1	1
	0.6%	0.0%	0.8%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.7%	1.0%	1.5%	0.0%	0.9%	0.6%	0.5%	0.3%	0.7%	2.6%	1.0%
	100.0%	0.0%	57.1%	0.0%	0.0%	57.1%	0.0%	0.0%	0.0%	0.0%	42.9%	14.3%	42.9%	0.0%	28.6%	14.3%	14.3%	14.3%	42.9%	14.3%	14.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019553

Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Net - Hard Liquor	835	357	378	112	245	266	51	40	63	138	136	62	149	131	143	143	169	214	328	34	77
	67.9%	78.3%	64.8%	80.0%	77.5%	60.0%	86.4%	80.0%	73.3%	82.6%	74.3%	57.4%	68.7%	68.6%	57.0%	74.1%	75.8%	56.3%	72.7%	77.3%	70.6%
	100.0%	42.8%	45.3%	13.4%	29.3%	31.9%	6.1%	4.8%	7.5%	16.5%	16.3%	7.4%	17.8%	15.7%	17.1%	17.1%	20.2%	25.6%	39.3%	4.1%	9.2%
Subnet - Bourbon	456	195	227	70	125	157	33	29	40	70	73	34	95	75	79	86	87	134	177	14	38
	37.1%	42.8%	38.9%	50.0%	39.6%	35.4%	55.9%	58.0%	46.5%	41.9%	39.9%	31.5%	43.8%	39.3%	31.5%	44.6%	39.0%	35.3%	39.2%	31.8%	34.9%
	100.0%	42.8%	49.8%	15.4%	27.4%	34.4%	7.2%	6.4%	8.8%	15.4%	16.0%	7.5%	20.8%	16.4%	17.3%	18.9%	19.1%	29.4%	38.8%	3.1%	8.3%
Jack Daniels	340	142	176	52	90	124	22	23	29	49	54	24	73	60	63	69	62	102	131	12	22
	27.7%	31.1%	30.2%	37.1%	28.5%	28.0%	37.3%	46.0%	33.7%	29.3%	29.5%	22.2%	33.6%	31.4%	25.1%	35.8%	27.8%	26.8%	29.0%	27.3%	20.2%
	100.0%	41.8%	51.8%	15.3%	26.5%	36.5%	6.5%	6.8%	8.5%	14.4%	15.9%	7.1%	21.5%	17.6%	18.5%	20.3%	18.2%	30.0%	38.5%	3.5%	6.5%
Jim Beam	197	73	107	30	43	77	12	15	16	21	29	20	39	33	37	37	37	65	71	8	15
	16.0%	16.0%	18.4%	21.4%	13.6%	17.4%	20.3%	30.0%	18.6%	12.6%	15.8%	18.5%	18.0%	17.3%	14.7%	19.2%	16.6%	17.1%	15.7%	18.2%	13.8%
	100.0%	37.1%	54.3%	15.2%	21.8%	39.1%	6.1%	7.6%	8.1%	10.7%	14.7%	10.2%	19.8%	16.8%	18.8%	18.8%	18.8%	33.0%	36.0%	4.1%	7.6%
Wild Turkey	135	52	77	24	28	53	8	15	11	20	15	17	31	24	25	28	19	48	50	6	10
	11.0%	11.4%	13.2%	17.1%	8.9%	12.0%	13.6%	30.0%	12.8%	12.0%	8.2%	15.7%	14.3%	12.6%	10.0%	14.5%	8.5%	12.6%	11.1%	13.6%	9.2%
	100.0%	38.5%	57.0%	17.8%	20.7%	39.3%	5.9%	11.1%	8.1%	14.8%	11.1%	12.6%	23.0%	17.8%	18.5%	20.7%	14.1%	35.6%	37.0%	4.4%	7.4%
Makers' Mark	58	33	15	7	26	8	4	1	6	9	16	0	6	8	8	6	22	12	27	2	5
	4.7%	7.2%	2.6%	5.0%	8.2%	1.8%	6.8%	2.0%	7.0%	5.4%	8.7%	0.0%	2.8%	4.2%	3.2%	3.1%	9.9%	3.2%	6.0%	4.5%	4.6%
	100.0%	56.9%	25.9%	12.1%	44.8%	13.8%	6.9%	1.7%	10.3%	15.5%	27.6%	0.0%	10.3%	13.8%	13.8%	10.3%	37.9%	20.7%	46.6%	3.4%	8.6%
Knob Creek	23	14	5	3	11	2	2	0	2	3	9	0	2	4	1	4	12	3	15	1	2
	1.9%	3.1%	0.9%	2.1%	3.5%	0.5%	3.4%	0.0%	2.3%	1.8%	4.9%	0.0%	0.9%	2.1%	0.4%	2.1%	5.4%	0.8%	3.3%	2.3%	1.8%
	100.0%	60.9%	21.7%	13.0%	47.8%	8.7%	8.7%	0.0%	8.7%	13.0%	39.1%	0.0%	8.7%	17.4%	4.3%	17.4%	52.2%	13.0%	65.2%	4.3%	8.7%
Subnet - Vodka	424	211	181	60	151	121	28	18	37	85	77	35	69	65	72	78	105	93	182	22	39
	34.5%	46.3%	31.0%	42.9%	47.8%	27.3%	47.5%	36.0%	43.0%	50.9%	42.1%	32.4%	31.8%	34.0%	28.7%	40.4%	47.1%	24.5%	40.4%	50.0%	35.8%
	100.0%	49.8%	42.7%	14.2%	35.6%	28.5%	6.6%	4.2%	8.7%	20.0%	18.2%	8.3%	16.3%	15.3%	17.0%	18.4%	24.8%	21.9%	42.9%	5.2%	9.2%
Absolut	287	154	101	42	112	59	17	12	25	55	62	17	32	45	41	54	87	51	127	19	24
	23.4%	33.8%	17.3%	30.0%	35.4%	13.3%	28.8%	24.0%	29.1%	32.9%	33.9%	15.7%	14.7%	23.6%	16.3%	28.0%	39.0%	13.4%	28.2%	43.2%	22.0%
	100.0%	53.7%	35.2%	14.6%	39.0%	20.6%	5.9%	4.2%	8.7%	19.2%	21.6%	5.9%	11.1%	15.7%	14.3%	18.8%	30.3%	17.8%	44.3%	6.6%	8.4%
Smirnoff	201	77	118	31	46	87	14	12	17	34	23	27	45	38	40	36	30	66	73	8	15
	16.4%	16.9%	20.2%	22.1%	14.6%	19.6%	23.7%	24.0%	19.8%	20.4%	12.6%	25.0%	20.7%	19.9%	15.9%	18.7%	13.5%	17.4%	16.2%	18.2%	13.8%
	100.0%	38.3%	58.7%	15.4%	22.9%	43.3%	7.0%	6.0%	8.5%	16.9%	11.4%	13.4%	22.4%	18.9%	19.9%	17.9%	14.9%	32.8%	36.3%	4.0%	7.5%
Stolichnaya	133	85	40	20	65	20	10	4	15	38	24	5	14	20	22	33	40	14	62	10	13
	10.8%	18.6%	6.9%	14.3%	20.6%	4.5%	16.9%	8.0%	17.4%	22.8%	13.1%	4.6%	6.5%	10.5%	8.8%	17.1%	17.9%	3.7%	13.7%	22.7%	11.9%
	100.0%	63.9%	30.1%	15.0%	48.9%	15.0%	7.5%	3.0%	11.3%	28.6%	18.0%	3.8%	10.5%	15.0%	16.5%	24.8%	30.1%	10.5%	46.6%	7.5%	9.8%
Subnet - Rum	370	153	181	58	95	123	25	21	24	58	61	32	68	60	61	64	76	96	141	18	33
	30.1%	33.6%	31.0%	41.4%	30.1%	27.8%	42.4%	42.0%	27.9%	34.7%	33.3%	29.6%	31.3%	31.4%	24.3%	33.2%	34.1%	25.3%	31.3%	40.9%	30.3%
	100.0%	41.4%	48.9%	15.7%	25.7%	33.2%	6.8%	5.7%	6.5%	15.7%	16.5%	8.6%	18.4%	16.2%	16.5%	17.3%	20.5%	25.9%	38.1%	4.9%	8.9%
Bacardi	301	125	156	54	71	102	23	20	20	47	47	28	57	52	52	53	63	80	117	17	24
	24.5%	27.4%	26.8%	38.6%	22.5%	23.0%	39.0%	40.0%	23.3%	28.1%	25.7%	25.9%	26.3%	27.2%	20.7%	27.5%	28.3%	21.1%	25.9%	38.6%	22.0%
	100.0%	41.5%	51.8%	17.9%	23.6%	33.9%	7.6%	6.6%	6.6%	15.6%	15.6%	9.3%	18.9%	17.3%	17.3%	17.6%	20.9%	26.6%	38.9%	5.6%	8.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019554

Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Captain Morgans	129	56	58	21	35	37	10	8	6	28	25	12	20	23	17	21	31	29	57	7	10
	10.5%	12.3%	9.9%	15.0%	11.1%	8.4%	16.9%	16.0%	7.0%	16.8%	13.7%	11.1%	9.2%	12.0%	6.8%	10.9%	13.9%	7.6%	12.6%	15.9%	9.2%
	100.0%	43.4%	45.0%	16.3%	27.1%	28.7%	7.8%	6.2%	4.7%	21.7%	19.4%	9.3%	15.5%	17.8%	13.2%	16.3%	24.0%	22.5%	44.2%	5.4%	7.8%
Myers	40	19	18	7	12	11	4	1	4	7	7	3	7	5	6	6	7	10	13	2	7
	3.3%	4.2%	3.1%	5.0%	3.8%	2.5%	6.8%	2.0%	4.7%	4.2%	3.8%	2.8%	3.2%	2.6%	2.4%	3.1%	3.1%	2.6%	2.9%	4.5%	6.4%
	100.0%	47.5%	45.0%	17.5%	30.0%	27.5%	10.0%	2.5%	10.0%	17.5%	17.5%	7.5%	17.5%	12.5%	15.0%	15.0%	17.5%	25.0%	32.5%	5.0%	17.5%
Subnet - Scotch	321	148	140	50	98	90	23	18	37	55	55	33	47	46	73	85	72	73	136	12	31
	26.1%	32.5%	24.0%	35.7%	31.0%	20.3%	39.0%	36.0%	43.0%	32.9%	30.1%	30.6%	21.7%	24.1%	29.1%	44.0%	32.3%	19.2%	30.2%	27.3%	28.4%
	100.0%	46.1%	43.6%	15.6%	30.5%	28.0%	7.2%	5.6%	11.5%	17.1%	17.1%	10.3%	14.6%	14.3%	22.7%	26.5%	22.4%	22.7%	42.4%	3.7%	9.7%
Chivas Regal	125	59	58	24	35	34	12	9	15	21	23	15	21	12	32	38	30	30	54	5	10
	10.2%	12.9%	9.9%	17.1%	11.1%	7.7%	20.3%	18.0%	17.4%	12.6%	12.6%	13.9%	9.7%	6.3%	12.7%	19.7%	13.5%	7.9%	12.0%	11.4%	9.2%
	100.0%	47.2%	46.4%	19.2%	28.0%	27.2%	9.6%	7.2%	12.0%	16.8%	18.4%	12.0%	16.8%	9.6%	25.6%	30.4%	24.0%	24.0%	43.2%	4.0%	8.0%
Johnnie Walker	98	40	53	19	21	34	8	8	8	19	19	17	15	17	24	29	23	29	41	4	7
	8.0%	8.8%	9.1%	13.6%	6.6%	7.7%	13.6%	16.0%	9.3%	11.4%	10.4%	15.7%	6.9%	8.9%	9.6%	15.0%	10.3%	7.6%	9.1%	9.1%	6.4%
	100.0%	40.8%	54.1%	19.4%	21.4%	34.7%	8.2%	8.2%	8.2%	19.4%	19.4%	17.3%	15.3%	17.3%	24.5%	29.6%	23.5%	29.6%	41.8%	4.1%	7.1%
Glenlivet	90	52	26	11	41	15	6	2	12	18	18	2	5	11	13	27	32	6	51	7	10
	7.3%	11.4%	4.5%	7.9%	13.0%	3.4%	10.2%	4.0%	14.0%	10.8%	9.8%	1.9%	2.3%	5.8%	5.2%	14.0%	14.3%	1.6%	11.3%	15.9%	9.2%
	100.0%	57.8%	28.9%	12.2%	45.6%	16.7%	6.7%	2.2%	13.3%	20.0%	20.0%	2.2%	5.6%	12.2%	14.4%	30.0%	35.6%	6.7%	56.7%	7.8%	11.1%
Dewars	87	48	35	14	34	21	3	10	11	26	11	8	13	19	18	21	14	23	31	4	7
	7.1%	10.5%	6.0%	10.0%	10.8%	4.7%	5.1%	20.0%	12.8%	15.6%	6.0%	7.4%	6.0%	9.9%	7.2%	10.9%	6.3%	6.1%	6.9%	9.1%	6.4%
	100.0%	55.2%	40.2%	16.1%	39.1%	24.1%	3.4%	11.5%	12.6%	29.9%	12.6%	9.2%	14.9%	21.8%	20.7%	24.1%	16.1%	26.4%	35.6%	4.6%	8.0%
Glenfiddich	82	57	21	12	45	9	7	3	15	24	14	4	7	8	17	27	24	6	45	8	8
	6.7%	12.5%	3.6%	8.6%	14.2%	2.0%	11.9%	6.0%	17.4%	14.4%	7.7%	3.7%	3.2%	4.2%	6.8%	14.0%	10.8%	1.6%	10.0%	18.2%	7.3%
	100.0%	69.5%	25.6%	14.6%	54.9%	11.0%	8.5%	3.7%	18.3%	29.3%	17.1%	4.9%	8.5%	9.8%	20.7%	32.9%	29.3%	7.3%	54.9%	9.8%	9.8%
J & B	73	31	42	18	13	24	4	9	5	13	11	9	18	12	22	24	9	20	24	2	5
	5.9%	6.8%	7.2%	12.9%	4.1%	5.4%	6.8%	18.0%	5.8%	7.8%	6.0%	8.3%	8.3%	6.3%	8.8%	12.4%	4.0%	5.3%	5.3%	4.5%	4.6%
	100.0%	42.5%	57.5%	24.7%	17.8%	32.9%	5.5%	12.3%	6.8%	17.8%	15.1%	12.3%	24.7%	16.4%	30.1%	32.9%	12.3%	27.4%	32.9%	2.7%	6.8%
Clan Macgregor	15	4	6	2	2	4	1	1	1	2	1	2	3	2	3	2	1	3	7	0	1
	1.2%	0.9%	1.0%	1.4%	0.6%	0.9%	1.7%	2.0%	1.2%	1.2%	0.5%	1.9%	1.4%	1.0%	1.2%	1.0%	0.4%	0.8%	1.6%	0.0%	0.9%
	100.0%	26.7%	40.0%	13.3%	13.3%	26.7%	6.7%	6.7%	6.7%	13.3%	6.7%	13.3%	20.0%	13.3%	20.0%	13.3%	6.7%	20.0%	46.7%	0.0%	6.7%
Subnet - Other Whiskey	311	124	169	52	72	117	26	18	22	47	55	33	60	53	56	54	61	100	119	12	25
	25.3%	27.2%	29.0%	37.1%	22.8%	26.4%	44.1%	36.0%	25.6%	28.1%	30.1%	30.6%	27.6%	27.7%	22.3%	28.0%	27.4%	26.3%	26.4%	27.3%	22.9%
	100.0%	39.9%	54.3%	16.7%	23.2%	37.6%	8.4%	5.8%	7.1%	15.1%	17.7%	10.6%	19.3%	17.0%	18.0%	17.4%	19.6%	32.2%	38.3%	3.9%	8.0%
Crown Royal	209	90	111	41	49	70	22	14	16	35	39	21	38	37	34	36	44	62	82	8	14
	17.0%	19.7%	19.0%	29.3%	15.5%	15.8%	37.3%	28.0%	18.6%	21.0%	21.3%	19.4%	17.5%	19.4%	13.5%	18.7%	19.7%	16.3%	18.2%	18.2%	12.8%
	100.0%	43.1%	53.1%	19.6%	23.4%	33.5%	10.5%	6.7%	7.7%	16.7%	18.7%	10.0%	18.2%	17.7%	16.3%	17.2%	21.1%	29.7%	39.2%	3.8%	6.7%
Canadian Club	121	43	64	16	27	48	7	7	9	17	19	13	29	14	23	19	21	38	44	5	11
	9.8%	9.4%	11.0%	11.4%	8.5%	10.8%	11.9%	14.0%	10.5%	10.2%	10.4%	12.0%	13.4%	7.3%	9.2%	9.8%	9.4%	10.0%	9.8%	11.4%	10.1%
	100.0%	35.5%	52.9%	13.2%	22.3%	39.7%	5.8%	5.8%	7.4%	14.0%	15.7%	10.7%	24.0%	11.6%	19.0%	15.7%	17.4%	31.4%	36.4%	4.1%	9.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019555

Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
7 Crown	103	37	66	21	16	45	9	9	6	16	14	15	19	23	23	19	16	36	38	6	10
	8.4%	8.1%	11.3%	15.0%	5.1%	10.2%	15.3%	18.0%	7.0%	9.6%	7.7%	13.9%	8.8%	12.0%	9.2%	9.8%	7.2%	9.5%	8.4%	13.6%	9.2%
	100.0%	35.9%	64.1%	20.4%	15.5%	43.7%	8.7%	8.7%	5.8%	15.5%	13.6%	14.6%	18.4%	22.3%	22.3%	18.4%	15.5%	35.0%	36.9%	5.8%	9.7%
Subnet - Gin	263	135	115	47	88	68	21	17	22	63	44	18	42	45	45	50	57	50	117	15	26
	21.4%	29.6%	19.7%	33.6%	27.8%	15.3%	35.6%	34.0%	25.6%	37.7%	24.0%	16.7%	19.4%	23.6%	17.9%	25.9%	25.6%	13.2%	25.9%	34.1%	23.9%
	100.0%	51.3%	43.7%	17.9%	33.5%	25.9%	8.0%	6.5%	8.4%	24.0%	16.7%	6.8%	16.0%	17.1%	17.1%	19.0%	21.7%	19.0%	44.5%	5.7%	9.9%
Tanqueray	174	101	69	34	67	35	16	12	14	44	33	11	19	28	25	35	51	22	82	14	20
	14.2%	22.1%	11.8%	24.3%	21.2%	7.9%	27.1%	24.0%	16.3%	26.3%	18.0%	10.2%	8.8%	14.7%	10.0%	18.1%	22.9%	5.8%	18.2%	31.8%	18.3%
	100.0%	58.0%	39.7%	19.5%	38.5%	20.1%	9.2%	6.9%	8.0%	25.3%	19.0%	6.3%	10.9%	16.1%	14.4%	20.1%	29.3%	12.6%	47.1%	8.0%	11.5%
Beefeater	92	50	38	18	32	20	7	9	9	26	12	7	20	13	19	23	14	13	49	7	6
	7.5%	11.0%	6.5%	12.9%	10.1%	4.5%	11.9%	18.0%	10.5%	15.6%	6.6%	6.5%	9.2%	6.8%	7.6%	11.9%	6.3%	3.4%	10.9%	15.9%	5.5%
	100.0%	54.3%	41.3%	19.6%	34.8%	21.7%	7.6%	9.8%	9.8%	28.3%	13.0%	7.6%	21.7%	14.1%	20.7%	25.0%	15.2%	14.1%	53.3%	7.6%	6.5%
Gordons	74	27	43	13	14	30	1	8	4	17	6	10	16	12	19	17	8	24	22	4	6
	6.0%	5.9%	7.4%	9.3%	4.4%	6.8%	1.7%	16.0%	4.7%	10.2%	3.3%	9.3%	7.4%	6.3%	7.6%	8.8%	3.6%	6.3%	4.9%	9.1%	5.5%
	100.0%	36.5%	58.1%	17.6%	18.9%	40.5%	1.4%	10.8%	5.4%	23.0%	8.1%	13.5%	21.6%	16.2%	25.7%	23.0%	10.8%	32.4%	29.7%	5.4%	8.1%
Subnet - Cordials	239	101	126	39	62	87	20	12	21	40	37	17	55	36	37	43	54	62	98	15	23
	19.4%	22.1%	21.6%	27.9%	19.6%	19.6%	33.9%	24.0%	24.4%	24.0%	20.2%	15.7%	25.3%	18.8%	14.7%	22.3%	24.2%	16.3%	21.7%	34.1%	21.1%
	100.0%	42.3%	52.7%	16.3%	25.9%	36.4%	8.4%	5.0%	8.8%	16.7%	15.5%	7.1%	23.0%	15.1%	15.5%	18.0%	22.6%	25.9%	41.0%	6.3%	9.6%
Southern Comfort	136	45	85	23	22	62	11	11	7	22	19	16	34	21	27	23	23	45	49	9	12
	11.1%	9.9%	14.6%	16.4%	7.0%	14.0%	18.6%	22.0%	8.1%	13.2%	10.4%	14.8%	15.7%	11.0%	10.8%	11.9%	10.3%	11.8%	10.9%	20.5%	11.0%
	100.0%	33.1%	62.5%	16.9%	16.2%	45.6%	8.1%	8.1%	5.1%	16.2%	14.0%	11.8%	25.0%	15.4%	19.9%	16.9%	16.9%	33.1%	36.0%	6.6%	8.8%
Grand Marnier	94	54	35	19	35	16	9	4	13	22	15	2	17	14	12	23	30	14	45	6	11
	7.6%	11.8%	6.0%	13.6%	11.1%	3.6%	15.3%	8.0%	15.1%	13.2%	8.2%	1.9%	7.8%	7.3%	4.8%	11.9%	13.5%	3.7%	10.0%	13.6%	10.1%
	100.0%	57.4%	37.2%	20.2%	37.2%	17.0%	9.6%	4.3%	13.8%	23.4%	16.0%	2.1%	18.1%	14.9%	12.8%	24.5%	31.9%	14.9%	47.9%	6.4%	11.7%
DeKuyper	50	16	29	6	10	23	3	3	2	7	6	3	16	8	7	5	6	17	23	2	2
	4.1%	3.5%	5.0%	4.3%	3.2%	5.2%	5.1%	6.0%	2.3%	4.2%	3.3%	2.8%	7.4%	4.2%	2.8%	2.6%	2.7%	4.5%	5.1%	4.5%	1.8%
	100.0%	32.0%	58.0%	12.0%	20.0%	46.0%	6.0%	6.0%	4.0%	14.0%	12.0%	6.0%	32.0%	16.0%	14.0%	10.0%	12.0%	34.0%	46.0%	4.0%	4.0%
Subnet - Cognac	135	64	61	22	42	39	8	9	17	21	20	12	26	19	33	38	30	34	58	7	12
	11.0%	14.0%	10.5%	15.7%	13.3%	8.8%	13.6%	18.0%	19.8%	12.6%	10.9%	11.1%	12.0%	9.9%	13.1%	19.7%	13.5%	8.9%	12.9%	15.9%	11.0%
	100.0%	47.4%	45.2%	16.3%	31.1%	28.9%	5.9%	6.7%	12.6%	15.6%	14.8%	8.9%	19.3%	14.1%	24.4%	28.1%	22.2%	25.2%	43.0%	5.2%	8.9%
Courvoisier	66	37	26	13	24	13	4	4	6	12	11	3	12	5	11	16	16	13	36	4	4
	5.4%	8.1%	4.5%	9.3%	7.6%	2.9%	6.8%	8.0%	7.0%	7.2%	6.0%	2.8%	5.5%	2.6%	4.4%	8.3%	7.2%	3.4%	8.0%	9.1%	3.7%
	100.0%	56.1%	39.4%	19.7%	36.4%	19.7%	6.1%	6.1%	9.1%	18.2%	16.7%	4.5%	18.2%	7.6%	16.7%	24.2%	24.2%	19.7%	54.5%	6.1%	6.1%
Hennessy	58	24	36	13	11	23	3	8	7	7	8	7	18	7	16	17	13	18	17	4	4
	4.7%	5.3%	6.2%	9.3%	3.5%	5.2%	5.1%	16.0%	8.1%	4.2%	4.4%	6.5%	8.3%	3.7%	6.4%	8.8%	5.8%	4.7%	3.8%	9.1%	3.7%
	100.0%	41.4%	62.1%	22.4%	19.0%	39.7%	5.2%	13.8%	12.1%	12.1%	13.8%	12.1%	31.0%	12.1%	27.6%	29.3%	22.4%	31.0%	29.3%	6.9%	6.9%
Remy Martin	58	28	24	5	23	19	2	1	8	11	9	4	10	11	13	15	13	15	23	0	6
	4.7%	6.1%	4.1%	3.6%	7.3%	4.3%	3.4%	2.0%	9.3%	6.6%	4.9%	3.7%	4.6%	5.8%	5.2%	7.8%	5.8%	3.9%	5.1%	0.0%	5.5%
	100.0%	48.3%	41.4%	8.6%	39.7%	32.8%	3.4%	1.7%	13.8%	19.0%	15.5%	6.9%	17.2%	19.0%	22.4%	25.9%	22.4%	25.9%	39.7%	0.0%	10.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019556

Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Martell	18	8	8	1	7	7	0	0	5	1	5	3	2	3	7	7	7	2	11	0	2
	1.5%	1.8%	1.4%	0.7%	2.2%	1.6%	0.0%	0.0%	5.8%	0.6%	2.7%	2.8%	0.9%	1.6%	2.8%	3.6%	3.1%	0.5%	2.4%	0.0%	1.8%
	100.0%	44.4%	44.4%	5.6%	38.9%	38.9%	0.0%	0.0%	27.8%	5.6%	27.8%	16.7%	11.1%	16.7%	38.9%	38.9%	38.9%	11.1%	61.1%	0.0%	11.1%
Net - Other	415	164	222	61	103	161	25	21	23	67	67	39	84	70	66	69	80	125	157	19	31
	33.8%	36.0%	38.1%	43.6%	32.6%	36.3%	42.4%	42.0%	26.7%	40.1%	36.6%	36.1%	38.7%	36.6%	26.3%	35.8%	35.9%	32.9%	34.8%	43.2%	28.4%
	100.0%	39.5%	53.5%	14.7%	24.8%	38.8%	6.0%	5.1%	5.5%	16.1%	16.1%	9.4%	20.2%	16.9%	15.9%	16.6%	19.3%	30.1%	37.8%	4.6%	7.5%
Seagrams	236	76	149	41	35	108	17	16	13	27	31	28	53	41	45	42	41	77	80	11	16
	19.2%	16.7%	25.6%	29.3%	11.1%	24.4%	28.8%	32.0%	15.1%	16.2%	16.9%	25.9%	24.4%	21.5%	17.9%	21.8%	18.4%	20.3%	17.7%	25.0%	14.7%
	100.0%	32.2%	63.1%	17.4%	14.8%	45.8%	7.2%	6.8%	5.5%	11.4%	13.1%	11.9%	22.5%	17.4%	19.1%	17.8%	17.4%	32.6%	33.9%	4.7%	6.8%
Jose Cuervo	230	107	104	33	74	71	17	10	16	44	48	16	40	40	26	36	52	55	101	9	18
	18.7%	23.5%	17.8%	23.6%	23.4%	16.0%	28.8%	20.0%	18.6%	26.3%	26.2%	14.8%	18.4%	20.9%	10.4%	18.7%	23.3%	14.5%	22.4%	20.5%	16.5%
	100.0%	46.5%	45.2%	14.3%	32.2%	30.9%	7.4%	4.3%	7.0%	19.1%	20.9%	7.0%	17.4%	17.4%	11.3%	15.7%	22.6%	23.9%	43.9%	3.9%	7.8%
E & J	54	21	35	11	10	24	1	5	0	10	9	10	14	7	13	13	8	21	15	3	4
	4.4%	4.6%	6.0%	7.9%	3.2%	5.4%	1.7%	10.0%	0.0%	6.0%	4.9%	9.3%	6.5%	3.7%	5.2%	6.7%	3.6%	5.5%	3.3%	6.8%	3.7%
	100.0%	38.9%	64.8%	20.4%	18.5%	44.4%	1.9%	9.3%	0.0%	18.5%	16.7%	18.5%	25.9%	13.0%	24.1%	24.1%	14.8%	38.9%	27.8%	5.6%	7.4%
Net - Wine	279	152	98	42	110	56	18	12	27	56	55	14	38	43	41	53	82	51	133	15	27
	22.7%	33.3%	16.8%	30.0%	34.8%	12.6%	30.5%	24.0%	31.4%	33.5%	30.1%	13.0%	17.5%	22.5%	16.3%	27.5%	36.8%	13.4%	29.5%	34.1%	24.8%
	100.0%	54.5%	35.1%	15.1%	39.4%	20.1%	6.5%	4.3%	9.7%	20.1%	19.7%	5.0%	13.6%	15.4%	14.7%	19.0%	29.4%	18.3%	47.7%	5.4%	9.7%
Sutter Home	126	59	52	18	41	34	9	2	11	22	24	7	20	22	18	17	27	37	50	8	12
	10.3%	12.9%	8.9%	12.9%	13.0%	7.7%	15.3%	4.0%	12.8%	13.2%	13.1%	6.5%	9.2%	11.5%	7.2%	8.8%	12.1%	9.7%	11.1%	18.2%	11.0%
	100.0%	46.8%	41.3%	14.3%	32.5%	27.0%	7.1%	1.6%	8.7%	17.5%	19.0%	5.6%	15.9%	17.5%	14.3%	13.5%	21.4%	29.4%	39.7%	6.3%	9.5%
Kendall Jackson	92	63	21	10	53	11	5	2	10	22	21	2	9	11	14	22	35	9	47	6	9
	7.5%	13.8%	3.6%	7.1%	16.8%	2.5%	8.5%	4.0%	11.6%	13.2%	11.5%	1.9%	4.1%	5.8%	5.6%	11.4%	15.7%	2.4%	10.4%	13.6%	8.3%
	100.0%	68.5%	22.8%	10.9%	57.6%	12.0%	5.4%	2.2%	10.9%	23.9%	22.8%	2.2%	9.8%	12.0%	15.2%	23.9%	38.0%	9.8%	51.1%	6.5%	9.8%
Robert Mondavi	79	53	16	7	46	9	4	0	13	14	14	0	4	11	9	16	31	5	45	7	6
	6.4%	11.6%	2.7%	5.0%	14.6%	2.0%	6.8%	0.0%	15.1%	8.4%	7.7%	0.0%	1.8%	5.8%	3.6%	8.3%	13.9%	1.3%	10.0%	15.9%	5.5%
	100.0%	67.1%	20.3%	8.9%	58.2%	11.4%	5.1%	0.0%	16.5%	17.7%	17.7%	0.0%	5.1%	13.9%	11.4%	20.3%	39.2%	6.3%	57.0%	8.9%	7.6%
Beringer	74	45	28	15	30	13	6	6	8	19	14	3	12	14	8	14	23	15	35	4	9
	6.0%	9.9%	4.8%	10.7%	9.5%	2.9%	10.2%	12.0%	9.3%	11.4%	7.7%	2.8%	5.5%	7.3%	3.2%	7.3%	10.3%	3.9%	7.8%	9.1%	8.3%
	100.0%	60.8%	37.8%	20.3%	40.5%	17.6%	8.1%	8.1%	10.8%	25.7%	18.9%	4.1%	16.2%	18.9%	10.8%	18.9%	31.1%	20.3%	47.3%	5.4%	12.2%
Glen Ellen	73	34	33	12	22	21	3	6	5	12	12	5	9	11	12	13	16	17	32	4	9
	5.9%	7.5%	5.7%	8.6%	7.0%	4.7%	5.1%	12.0%	5.8%	7.2%	6.6%	4.6%	4.1%	5.8%	4.8%	6.7%	7.2%	4.5%	7.1%	9.1%	8.3%
	100.0%	46.6%	45.2%	16.4%	30.1%	28.8%	4.1%	8.2%	6.8%	16.4%	16.4%	6.8%	12.3%	15.1%	16.4%	17.8%	21.9%	23.3%	43.8%	5.5%	12.3%
Fetzer	40	23	14	6	17	8	5	1	6	3	9	3	3	7	9	9	13	8	21	1	4
	3.3%	5.0%	2.4%	4.3%	5.4%	1.8%	8.5%	2.0%	7.0%	1.8%	4.9%	2.8%	1.4%	3.7%	3.6%	4.7%	5.8%	2.1%	4.7%	2.3%	3.7%
	100.0%	57.5%	35.0%	15.0%	42.5%	20.0%	12.5%	2.5%	15.0%	7.5%	22.5%	7.5%	7.5%	17.5%	22.5%	22.5%	32.5%	20.0%	52.5%	2.5%	10.0%
Vendange	21	12	5	2	10	3	2	0	3	7	2	0	2	3	1	1	6	3	12	1	1
	1.7%	2.6%	0.9%	1.4%	3.2%	0.7%	3.4%	0.0%	3.5%	4.2%	1.1%	0.0%	0.9%	1.6%	0.4%	0.5%	2.7%	0.8%	2.7%	2.3%	0.9%
	100.0%	57.1%	23.8%	9.5%	47.6%	14.3%	9.5%	0.0%	14.3%	33.3%	9.5%	0.0%	9.5%	14.3%	4.8%	4.8%	28.6%	14.3%	57.1%	4.8%	4.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019557

Cigar Segmentation

Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)?

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Net - Champagne	207	99	89	29	70	60	14	8	18	40	38	14	28	40	36	39	49	44	93	6	21
	16.8%	21.7%	15.3%	20.7%	22.2%	13.5%	23.7%	16.0%	20.9%	24.0%	20.8%	13.0%	12.9%	20.9%	14.3%	20.2%	22.0%	11.6%	20.6%	13.6%	19.3%
	100.0%	47.8%	43.0%	14.0%	33.8%	29.0%	6.8%	3.9%	8.7%	19.3%	18.4%	6.8%	13.5%	19.3%	17.4%	18.8%	23.7%	21.3%	44.9%	2.9%	10.1%
Korbel	103	56	47	18	38	29	9	5	9	23	19	6	13	22	12	20	23	17	50	2	13
	8.4%	12.3%	8.1%	12.9%	12.0%	6.5%	15.3%	10.0%	10.5%	13.8%	10.4%	5.6%	6.0%	11.5%	4.8%	10.4%	10.3%	4.5%	11.1%	4.5%	11.9%
	100.0%	54.4%	45.6%	17.5%	36.9%	28.2%	8.7%	4.9%	8.7%	22.3%	18.4%	5.8%	12.6%	21.4%	11.7%	19.4%	22.3%	16.5%	48.5%	1.9%	12.6%
Moet & Chandon	70	48	19	12	36	7	4	5	11	15	17	3	6	14	9	18	27	8	37	4	8
	5.7%	10.5%	3.3%	8.6%	11.4%	1.6%	6.8%	10.0%	12.8%	9.0%	9.3%	2.8%	2.8%	7.3%	3.6%	9.3%	12.1%	2.1%	8.2%	9.1%	7.3%
	100.0%	68.6%	27.1%	17.1%	51.4%	10.0%	5.7%	7.1%	15.7%	21.4%	24.3%	4.3%	8.6%	20.0%	12.9%	25.7%	38.6%	11.4%	52.9%	5.7%	11.4%
Andre	48	10	31	5	5	26	3	1	1	4	6	5	12	10	13	6	7	17	17	0	3
	3.9%	2.2%	5.3%	3.6%	1.6%	5.9%	5.1%	2.0%	1.2%	2.4%	3.3%	4.6%	5.5%	5.2%	5.2%	3.1%	3.1%	4.5%	3.8%	0.0%	2.8%
	100.0%	20.8%	64.6%	10.4%	10.4%	54.2%	6.3%	2.1%	2.1%	8.3%	12.5%	10.4%	25.0%	20.8%	27.1%	12.5%	14.6%	35.4%	35.4%	0.0%	6.3%
Freixenet	41	21	10	5	16	5	2	0	4	8	6	0	3	8	4	6	9	5	17	1	6
	3.3%	4.6%	1.7%	3.6%	5.1%	1.1%	3.4%	0.0%	4.7%	4.8%	3.3%	0.0%	1.4%	4.2%	1.6%	3.1%	4.0%	1.3%	3.8%	2.3%	5.5%
	100.0%	51.2%	24.4%	12.2%	39.0%	12.2%	4.9%	0.0%	9.8%	19.5%	14.6%	0.0%	7.3%	19.5%	9.8%	14.6%	22.0%	12.2%	41.5%	2.4%	14.6%
Cooks	33	12	16	5	7	11	2	3	2	6	5	4	3	10	6	7	5	11	12	2	3
	2.7%	2.6%	2.7%	3.6%	2.2%	2.5%	3.4%	6.0%	2.3%	3.6%	2.7%	3.7%	1.4%	5.2%	2.4%	3.6%	2.2%	2.9%	2.7%	4.5%	2.8%
	100.0%	36.4%	48.5%	15.2%	21.2%	33.3%	6.1%	9.1%	6.1%	18.2%	15.2%	12.1%	9.1%	30.3%	18.2%	21.2%	15.2%	33.3%	36.4%	6.1%	9.1%
Net - Port	44	25	20	9	16	11	2	2	7	7	7	3	9	3	13	10	9	12	19	2	5
	3.6%	5.5%	3.4%	6.4%	5.1%	2.5%	3.4%	4.0%	8.1%	4.2%	3.8%	2.8%	4.1%	1.6%	5.2%	5.2%	4.0%	3.2%	4.2%	4.5%	4.6%
	100.0%	56.8%	45.5%	20.5%	36.4%	25.0%	4.5%	4.5%	15.9%	15.9%	15.9%	6.8%	20.5%	6.8%	29.5%	22.7%	20.5%	27.3%	43.2%	4.5%	11.4%
Taylor	32	14	18	7	7	11	1	2	2	5	5	3	9	3	11	7	4	11	10	2	4
	2.6%	3.1%	3.1%	5.0%	2.2%	2.5%	1.7%	4.0%	2.3%	3.0%	2.7%	2.8%	4.1%	1.6%	4.4%	3.6%	1.8%	2.9%	2.2%	4.5%	3.7%
	100.0%	43.8%	56.3%	21.9%	21.9%	34.4%	3.1%	6.3%	6.3%	15.6%	15.6%	9.4%	28.1%	9.4%	34.4%	21.9%	12.5%	34.4%	31.3%	6.3%	12.5%
Fonseca	12	11	2	2	9	0	1	0	5	2	2	0	0	0	2	3	5	1	9	0	1
	1.0%	2.4%	0.3%	1.4%	2.8%	0.0%	1.7%	0.0%	5.8%	1.2%	1.1%	0.0%	0.0%	0.0%	0.8%	1.6%	2.2%	0.3%	2.0%	0.0%	0.9%
	100.0%	91.7%	16.7%	16.7%	75.0%	0.0%	8.3%	0.0%	41.7%	16.7%	16.7%	0.0%	0.0%	0.0%	16.7%	25.0%	41.7%	8.3%	75.0%	0.0%	8.3%
None of these	282	62	152	19	43	133	5	9	17	20	28	32	53	39	82	39	30	124	80	7	25
	22.9%	13.6%	26.1%	13.6%	13.6%	30.0%	8.5%	18.0%	19.8%	12.0%	15.3%	29.6%	24.4%	20.4%	32.7%	20.2%	13.5%	32.6%	17.7%	15.9%	22.9%
	100.0%	22.0%	53.9%	6.7%	15.2%	47.2%	1.8%	3.2%	6.0%	7.1%	9.9%	11.3%	18.8%	13.8%	29.1%	13.8%	10.6%	44.0%	28.4%	2.5%	8.9%
No answer	56	17	22	2	15	20	1	0	3	4	7	8	6	7	16	6	11	25	20	0	4
	4.6%	3.7%	3.8%	1.4%	4.7%	4.5%	1.7%	0.0%	3.5%	2.4%	3.8%	7.4%	2.8%	3.7%	6.4%	3.1%	4.9%	6.6%	4.4%	0.0%	3.7%
	100.0%	30.4%	39.3%	3.6%	26.8%	35.7%	1.8%	0.0%	5.4%	7.1%	12.5%	14.3%	10.7%	12.5%	28.6%	10.7%	19.6%	44.6%	35.7%	0.0%	7.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019558

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Geographic Divisions																					
New England	64	24	27	6	18	21	0	1	4	12	9	3	8	7	11	11	12	21	21	0	4
	5.2%	5.3%	4.6%	4.3%	5.7%	4.7%	0.0%	2.0%	4.7%	7.2%	4.9%	2.8%	3.7%	3.7%	4.4%	5.7%	5.4%	5.5%	4.7%	0.0%	3.7%
	100.0%	37.5%	42.2%	9.4%	28.1%	32.8%	0.0%	1.6%	6.3%	18.8%	14.1%	4.7%	12.5%	10.9%	17.2%	17.2%	18.8%	32.8%	32.8%	0.0%	6.3%
Middle Atlantic	180	86	74	23	63	51	8	12	17	41	22	12	38	23	47	36	32	44	78	6	16
	14.6%	18.9%	12.7%	16.4%	19.9%	11.5%	13.6%	24.0%	19.8%	24.6%	12.0%	11.1%	17.5%	12.0%	18.7%	18.7%	14.3%	11.6%	17.3%	13.6%	14.7%
	100.0%	47.8%	41.1%	12.8%	35.0%	28.3%	4.4%	6.7%	9.4%	22.8%	12.2%	6.7%	21.1%	12.8%	26.1%	20.0%	17.8%	24.4%	43.3%	3.3%	8.9%
East North Central	237	90	114	23	67	91	11	6	15	21	43	26	37	35	49	31	43	74	86	9	22
	19.3%	19.7%	19.6%	16.4%	21.2%	20.5%	18.6%	12.0%	17.4%	12.6%	23.5%	24.1%	17.1%	18.3%	19.5%	16.1%	19.3%	19.5%	19.1%	20.5%	20.2%
	100.0%	38.0%	48.1%	9.7%	28.3%	38.4%	4.6%	2.5%	6.3%	8.9%	18.1%	11.0%	15.6%	14.8%	20.7%	13.1%	18.1%	31.2%	36.3%	3.8%	9.3%
West North Central	86	33	43	10	23	33	3	5	7	12	11	4	21	10	17	9	16	22	35	8	9
	7.0%	7.2%	7.4%	7.1%	7.3%	7.4%	5.1%	10.0%	8.1%	7.2%	6.0%	3.7%	9.7%	5.2%	6.8%	4.7%	7.2%	5.8%	7.8%	18.2%	8.3%
	100.0%	38.4%	50.0%	11.6%	26.7%	38.4%	3.5%	5.8%	8.1%	14.0%	12.8%	4.7%	24.4%	11.6%	19.8%	10.5%	18.6%	25.6%	40.7%	9.3%	10.5%
South Atlantic	225	81	108	33	48	75	14	10	18	28	35	18	41	44	49	37	37	86	71	8	17
	18.3%	17.8%	18.5%	23.6%	15.2%	16.9%	23.7%	20.0%	20.9%	16.8%	19.1%	16.7%	18.9%	23.0%	19.5%	19.2%	16.6%	22.6%	15.7%	18.2%	15.6%
	100.0%	36.0%	48.0%	14.7%	21.3%	33.3%	6.2%	4.4%	8.0%	12.4%	15.6%	8.0%	18.2%	19.6%	21.8%	16.4%	16.4%	38.2%	31.6%	3.6%	7.6%
East South Central	86	29	50	10	19	40	4	3	5	12	7	7	17	16	18	12	9	34	22	2	6
	7.0%	6.4%	8.6%	7.1%	6.0%	9.0%	6.8%	6.0%	5.8%	7.2%	3.8%	6.5%	7.8%	8.4%	7.2%	6.2%	4.0%	8.9%	4.9%	4.5%	5.5%
	100.0%	33.7%	58.1%	11.6%	22.1%	46.5%	4.7%	3.5%	5.8%	14.0%	8.1%	8.1%	19.8%	18.6%	20.9%	14.0%	10.5%	39.5%	25.6%	2.3%	7.0%
West South Central	134	43	77	13	30	64	9	4	8	13	19	20	26	25	30	21	25	53	46	7	13
	10.9%	9.4%	13.2%	9.3%	9.5%	14.4%	15.3%	8.0%	9.3%	7.8%	10.4%	18.5%	12.0%	13.1%	12.0%	10.9%	11.2%	13.9%	10.2%	15.9%	11.9%
	100.0%	32.1%	57.5%	9.7%	22.4%	47.8%	6.7%	3.0%	6.0%	9.7%	14.2%	14.9%	19.4%	18.7%	22.4%	15.7%	18.7%	39.6%	34.3%	5.2%	9.7%
Mountain	65	20	32	7	13	25	4	2	4	8	10	6	12	9	9	11	9	14	26	1	6
	5.3%	4.4%	5.5%	5.0%	4.1%	5.6%	6.8%	4.0%	4.7%	4.8%	5.5%	5.6%	5.5%	4.7%	3.6%	5.7%	4.0%	3.7%	5.8%	2.3%	5.5%
	100.0%	30.8%	49.2%	10.8%	20.0%	38.5%	6.2%	3.1%	6.2%	12.3%	15.4%	9.2%	18.5%	13.8%	13.8%	16.9%	13.8%	21.5%	40.0%	1.5%	9.2%
Pacific	152	50	58	15	35	43	6	7	8	20	27	12	17	22	21	25	40	32	66	3	16
	12.4%	11.0%	9.9%	10.7%	11.1%	9.7%	10.2%	14.0%	9.3%	12.0%	14.8%	11.1%	7.8%	11.5%	8.4%	13.0%	17.9%	8.4%	14.6%	6.8%	14.7%
	100.0%	32.9%	38.2%	9.9%	23.0%	28.3%	3.9%	4.6%	5.3%	13.2%	17.8%	7.9%	11.2%	14.5%	13.8%	16.4%	26.3%	21.1%	43.4%	2.0%	10.5%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019559

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Market Size																					
Rural & cmsa or msa under 100,000	229	54	146	25	29	121	9	9	8	17	26	29	52	41	53	38	35	106	68	9	15
	18.6%	11.8%	25.0%	17.9%	9.2%	27.3%	15.3%	18.0%	9.3%	10.2%	14.2%	26.9%	24.0%	21.5%	21.1%	19.7%	15.7%	27.9%	15.1%	20.5%	13.8%
	100.0%	23.6%	63.8%	10.9%	12.7%	52.8%	3.9%	3.9%	3.5%	7.4%	11.4%	12.7%	22.7%	17.9%	23.1%	16.6%	15.3%	46.3%	29.7%	3.9%	6.6%
CMSA's or MSA's																					
100,000 - 499,999	191	56	108	22	34	86	9	6	20	21	16	22	39	35	46	22	16	61	60	1	24
	15.5%	12.3%	18.5%	15.7%	10.8%	19.4%	15.3%	12.0%	23.3%	12.6%	8.7%	20.4%	18.0%	18.3%	18.3%	11.4%	7.2%	16.1%	13.3%	2.3%	22.0%
	100.0%	29.3%	56.5%	11.5%	17.8%	45.0%	4.7%	3.1%	10.5%	11.0%	8.4%	11.5%	20.4%	18.3%	24.1%	11.5%	8.4%	31.9%	31.4%	0.5%	12.6%
500,000 - 1,999,999	270	108	118	32	76	86	15	12	17	44	37	16	45	39	51	44	53	83	94	10	23
	22.0%	23.7%	20.2%	22.9%	24.1%	19.4%	25.4%	24.0%	19.8%	26.3%	20.2%	14.8%	20.7%	20.4%	20.3%	22.8%	23.8%	21.8%	20.8%	22.7%	21.1%
	100.0%	40.0%	43.7%	11.9%	28.1%	31.9%	5.6%	4.4%	6.3%	16.3%	13.7%	5.9%	16.7%	14.4%	18.9%	16.3%	19.6%	30.7%	34.8%	3.7%	8.5%
2,000,000 or more	539	238	211	61	177	150	26	23	41	85	104	41	81	76	101	89	119	130	229	24	47
	43.9%	52.2%	36.2%	43.6%	56.0%	33.9%	44.1%	46.0%	47.7%	50.9%	56.8%	38.0%	37.3%	39.8%	40.2%	46.1%	53.4%	34.2%	50.8%	54.5%	43.1%
	100.0%	44.2%	39.1%	11.3%	32.8%	27.8%	4.8%	4.3%	7.6%	15.8%	19.3%	7.6%	15.0%	14.1%	18.7%	16.5%	22.1%	24.1%	42.5%	4.5%	8.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019560

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Household Size																					
1 member	265	106	116	34	72	82	11	13	13	40	49	21	43	35	55	38	48	63	99	13	38
	21.6%	23.2%	19.9%	24.3%	22.8%	18.5%	18.6%	26.0%	15.1%	24.0%	26.8%	19.4%	19.8%	18.3%	21.9%	19.7%	21.5%	16.6%	22.0%	29.5%	34.9%
	100.0%	40.0%	43.8%	12.8%	27.2%	30.9%	4.2%	4.9%	4.9%	15.1%	18.5%	7.9%	16.2%	13.2%	20.8%	14.3%	18.1%	23.8%	37.4%	4.9%	14.3%
2 members	371	152	168	44	108	124	20	16	32	52	53	28	59	53	70	56	75	116	119	14	38
	30.2%	33.3%	28.8%	31.4%	34.2%	28.0%	33.9%	32.0%	37.2%	31.1%	29.0%	25.9%	27.2%	27.7%	27.9%	29.0%	33.6%	30.5%	26.4%	31.8%	34.9%
	100.0%	41.0%	45.3%	11.9%	29.1%	33.4%	5.4%	4.3%	8.6%	14.0%	14.3%	7.5%	15.9%	14.3%	18.9%	15.1%	20.2%	31.3%	32.1%	3.8%	10.2%
3 members	226	77	119	30	47	89	16	8	11	29	31	24	47	34	51	31	38	78	102	10	9
	18.4%	16.9%	20.4%	21.4%	14.9%	20.1%	27.1%	16.0%	12.8%	17.4%	16.9%	22.2%	21.7%	17.8%	20.3%	16.1%	17.0%	20.5%	22.6%	22.7%	8.3%
	100.0%	34.1%	52.7%	13.3%	20.8%	39.4%	7.1%	3.5%	4.9%	12.8%	13.7%	10.6%	20.8%	15.0%	22.6%	13.7%	16.8%	34.5%	45.1%	4.4%	4.0%
4 members	226	73	110	20	53	90	8	6	16	32	29	26	36	38	53	45	36	71	79	4	15
	18.4%	16.0%	18.9%	14.3%	16.8%	20.3%	13.6%	12.0%	18.6%	19.2%	15.8%	24.1%	16.6%	19.9%	21.1%	23.3%	16.1%	18.7%	17.5%	9.1%	13.8%
	100.0%	32.3%	48.7%	8.8%	23.5%	39.8%	3.5%	2.7%	7.1%	14.2%	12.8%	11.5%	15.9%	16.8%	23.5%	19.9%	15.9%	31.4%	35.0%	1.8%	6.6%
5 or more members	141	48	70	12	36	58	4	7	14	14	21	9	32	31	22	23	26	52	52	3	9
	11.5%	10.5%	12.0%	8.6%	11.4%	13.1%	6.8%	14.0%	16.3%	8.4%	11.5%	8.3%	14.7%	16.2%	8.8%	11.9%	11.7%	13.7%	11.5%	6.8%	8.3%
	100.0%	34.0%	49.6%	8.5%	25.5%	41.1%	2.8%	5.0%	9.9%	9.9%	14.9%	6.4%	22.7%	22.0%	15.6%	16.3%	18.4%	36.9%	36.9%	2.1%	6.4%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019561

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
HOUSEHOLD INCOME																					
Under $15,000	173	33	117	19	14	98	3	9	5	13	13	21	43	34	53	23	18	92	35	3	7
	14.1%	7.2%	20.1%	13.6%	4.4%	22.1%	5.1%	18.0%	5.8%	7.8%	7.1%	19.4%	19.8%	17.8%	21.1%	11.9%	8.1%	24.2%	7.8%	6.8%	6.4%
	100.0%	19.1%	67.6%	11.0%	8.1%	56.6%	1.7%	5.2%	2.9%	7.5%	7.5%	12.1%	24.9%	19.7%	30.6%	13.3%	10.4%	53.2%	20.2%	1.7%	4.0%
Under $7,500	56	7	38	4	3	34	0	1	0	2	4	6	14	14	18	8	7	27	10	1	3
	4.6%	1.5%	6.5%	2.9%	0.9%	7.7%	0.0%	2.0%	0.0%	1.2%	2.2%	5.6%	6.5%	7.3%	7.2%	4.1%	3.1%	7.1%	2.2%	2.3%	2.8%
	100.0%	12.5%	67.9%	7.1%	5.4%	60.7%	0.0%	1.8%	0.0%	3.6%	7.1%	10.7%	25.0%	25.0%	32.1%	14.3%	12.5%	48.2%	17.9%	1.8%	5.4%
$7,500 - $9,999	39	11	29	6	5	23	1	3	1	4	3	6	7	6	13	4	3	23	8	1	2
	3.2%	2.4%	5.0%	4.3%	1.6%	5.2%	1.7%	6.0%	1.2%	2.4%	1.6%	5.6%	3.2%	3.1%	5.2%	2.1%	1.3%	6.1%	1.8%	2.3%	1.8%
	100.0%	28.2%	74.4%	15.4%	12.8%	59.0%	2.6%	7.7%	2.6%	10.3%	7.7%	15.4%	17.9%	15.4%	33.3%	10.3%	7.7%	59.0%	20.5%	2.6%	5.1%
$10,000 - $12,499	43	9	26	5	4	21	0	4	1	5	5	5	12	8	12	6	5	22	13	1	1
	3.5%	2.0%	4.5%	3.6%	1.3%	4.7%	0.0%	8.0%	1.2%	3.0%	2.7%	4.6%	5.5%	4.2%	4.8%	3.1%	2.2%	5.8%	2.9%	2.3%	0.9%
	100.0%	20.9%	60.5%	11.6%	9.3%	48.8%	0.0%	9.3%	2.3%	11.6%	11.6%	11.6%	27.9%	18.6%	27.9%	14.0%	11.6%	51.2%	30.2%	2.3%	2.3%
$12,500 - $14,999	35	6	24	4	2	20	2	1	3	2	1	4	10	6	10	5	3	20	4	0	1
	2.8%	1.3%	4.1%	2.9%	0.6%	4.5%	3.4%	2.0%	3.5%	1.2%	0.5%	3.7%	4.6%	3.1%	4.0%	2.6%	1.3%	5.3%	0.9%	0.0%	0.9%
	100.0%	17.1%	68.6%	11.4%	5.7%	57.1%	5.7%	2.9%	8.6%	5.7%	2.9%	11.4%	28.6%	17.1%	28.6%	14.3%	8.6%	57.1%	11.4%	0.0%	2.9%
Net - $15,000 - $29,999	218	61	129	25	36	104	7	10	1	20	31	19	47	41	39	24	33	81	77	7	11
	17.7%	13.4%	22.1%	17.9%	11.4%	23.5%	11.9%	20.0%	1.2%	12.0%	16.9%	17.6%	21.7%	21.5%	15.5%	12.4%	14.8%	21.3%	17.1%	15.9%	10.1%
	100.0%	28.0%	59.2%	11.5%	16.5%	47.7%	3.2%	4.6%	0.5%	9.2%	14.2%	8.7%	21.6%	18.8%	17.9%	11.0%	15.1%	37.2%	35.3%	3.2%	5.0%
$15,000 - $17,499	26	5	16	1	4	15	0	0	0	1	2	4	6	7	5	3	3	14	4	0	0
	2.1%	1.1%	2.7%	0.7%	1.3%	3.4%	0.0%	0.0%	0.0%	0.6%	1.1%	3.7%	2.8%	3.7%	2.0%	1.6%	1.3%	3.7%	0.9%	0.0%	0.0%
	100.0%	19.2%	61.5%	3.8%	15.4%	57.7%	0.0%	0.0%	0.0%	3.8%	7.7%	15.4%	23.1%	26.9%	19.2%	11.5%	11.5%	53.8%	15.4%	0.0%	0.0%
$17,500 - $19,999	29	9	21	6	3	15	2	2	0	2	4	4	5	4	5	4	3	11	11	0	2
	2.4%	2.0%	3.6%	4.3%	0.9%	3.4%	3.4%	4.0%	0.0%	1.2%	2.2%	3.7%	2.3%	2.1%	2.0%	2.1%	1.3%	2.9%	2.4%	0.0%	1.8%
	100.0%	31.0%	72.4%	20.7%	10.3%	51.7%	6.9%	6.9%	0.0%	6.9%	13.8%	13.8%	17.2%	13.8%	17.2%	13.8%	10.3%	37.9%	37.9%	0.0%	6.9%
$20,000 - $22,499	42	6	30	4	2	26	2	0	0	2	1	3	9	8	6	3	3	18	12	1	5
	3.4%	1.3%	5.1%	2.9%	0.6%	5.9%	3.4%	0.0%	0.0%	1.2%	0.5%	2.8%	4.1%	4.2%	2.4%	1.6%	1.3%	4.7%	2.7%	2.3%	4.6%
	100.0%	14.3%	71.4%	9.5%	4.8%	61.9%	4.8%	0.0%	0.0%	4.8%	2.4%	7.1%	21.4%	19.0%	14.3%	7.1%	7.1%	42.9%	28.6%	2.4%	11.9%
$22,500 - $24,999	38	14	16	3	11	13	2	1	1	6	7	2	7	6	6	6	6	12	14	1	0
	3.1%	3.1%	2.7%	2.1%	3.5%	2.9%	3.4%	2.0%	1.2%	3.6%	3.8%	1.9%	3.2%	3.1%	2.4%	3.1%	2.7%	3.2%	3.1%	2.3%	0.0%
	100.0%	36.8%	42.1%	7.9%	28.9%	34.2%	5.3%	2.6%	2.6%	15.8%	18.4%	5.3%	18.4%	15.8%	15.8%	15.8%	15.8%	31.6%	36.8%	2.6%	0.0%
$25,000 - $27,499	44	12	27	7	5	20	0	5	0	4	6	4	13	10	8	5	6	14	18	2	3
	3.6%	2.6%	4.6%	5.0%	1.6%	4.5%	0.0%	10.0%	0.0%	2.4%	3.3%	3.7%	6.0%	5.2%	3.2%	2.6%	2.7%	3.7%	4.0%	4.5%	2.8%
	100.0%	27.3%	61.4%	15.9%	11.4%	45.5%	0.0%	11.4%	0.0%	9.1%	13.6%	9.1%	29.5%	22.7%	18.2%	11.4%	13.6%	31.8%	40.9%	4.5%	6.8%
$27,500 - $29,999	39	15	19	4	11	15	1	2	0	5	11	2	7	6	9	3	12	12	18	3	1
	3.2%	3.3%	3.3%	2.9%	3.5%	3.4%	1.7%	4.0%	0.0%	3.0%	6.0%	1.9%	3.2%	3.1%	3.6%	1.6%	5.4%	3.2%	4.0%	6.8%	0.9%
	100.0%	38.5%	48.7%	10.3%	28.2%	38.5%	2.6%	5.1%	0.0%	12.8%	28.2%	5.1%	17.9%	15.4%	23.1%	7.7%	30.8%	30.8%	46.2%	7.7%	2.6%
Net - $30,000 - $49,999	291	101	148	36	65	112	15	17	19	36	44	33	58	41	55	41	42	102	99	9	32
	23.7%	22.1%	25.4%	25.7%	20.6%	25.3%	25.4%	34.0%	22.1%	21.6%	24.0%	30.6%	26.7%	21.5%	21.9%	21.2%	18.8%	26.8%	22.0%	20.5%	29.4%
	100.0%	34.7%	50.9%	12.4%	22.3%	38.5%	5.2%	5.8%	6.5%	12.4%	15.1%	11.3%	19.9%	14.1%	18.9%	14.1%	14.4%	35.1%	34.0%	3.1%	11.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019562

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
$30,000 - $32,499	36	7	23	2	5	21	1	1	1	2	4	6	8	7	6	6	1	17	12	0	3
	2.9%	1.5%	3.9%	1.4%	1.6%	4.7%	1.7%	2.0%	1.2%	1.2%	2.2%	5.6%	3.7%	3.7%	2.4%	3.1%	0.4%	4.5%	2.7%	0.0%	2.8%
	100.0%	19.4%	63.9%	5.6%	13.9%	58.3%	2.8%	2.8%	2.8%	5.6%	11.1%	16.7%	22.2%	19.4%	16.7%	16.7%	2.8%	47.2%	33.3%	0.0%	8.3%
$32,500 - $34,999	22	7	12	2	5	10	0	2	2	2	4	5	4	3	5	4	4	7	6	1	3
	1.8%	1.5%	2.1%	1.4%	1.6%	2.3%	0.0%	4.0%	2.3%	1.2%	2.2%	4.6%	1.8%	1.6%	2.0%	2.1%	1.8%	1.8%	1.3%	2.3%	2.8%
	100.0%	31.8%	54.5%	9.1%	22.7%	45.5%	0.0%	9.1%	9.1%	9.1%	18.2%	22.7%	18.2%	13.6%	22.7%	18.2%	18.2%	31.8%	27.3%	4.5%	13.6%
$35,000 - $37,499	49	24	22	10	14	12	4	4	3	9	10	5	7	4	8	7	6	14	19	1	8
	4.0%	5.3%	3.8%	7.1%	4.4%	2.7%	6.8%	8.0%	3.5%	5.4%	5.5%	4.6%	3.2%	2.1%	3.2%	3.6%	2.7%	3.7%	4.2%	2.3%	7.3%
	100.0%	49.0%	44.9%	20.4%	28.6%	24.5%	8.2%	8.2%	6.1%	18.4%	20.4%	10.2%	14.3%	8.2%	16.3%	14.3%	12.2%	28.6%	38.8%	2.0%	16.3%
$37,500 - $39,999	31	6	17	4	2	13	2	1	2	1	3	3	1	9	8	4	3	11	8	1	3
	2.5%	1.3%	2.9%	2.9%	0.6%	2.9%	3.4%	2.0%	2.3%	0.6%	1.6%	2.8%	0.5%	4.7%	3.2%	2.1%	1.3%	2.9%	1.8%	2.3%	2.8%
	100.0%	19.4%	54.8%	12.9%	6.5%	41.9%	6.5%	3.2%	6.5%	3.2%	9.7%	9.7%	3.2%	29.0%	25.8%	12.9%	9.7%	35.5%	25.8%	3.2%	9.7%
$40,000 - $44,999	82	33	37	8	25	29	1	6	5	14	12	9	19	7	14	11	17	27	26	4	10
	6.7%	7.2%	6.3%	5.7%	7.9%	6.5%	1.7%	12.0%	5.8%	8.4%	6.6%	8.3%	8.8%	3.7%	5.6%	5.7%	7.6%	7.1%	5.8%	9.1%	9.2%
	100.0%	40.2%	45.1%	9.8%	30.5%	35.4%	1.2%	7.3%	6.1%	17.1%	14.6%	11.0%	23.2%	8.5%	17.1%	13.4%	20.7%	32.9%	31.7%	4.9%	12.2%
$45,000 - $49,999	71	24	37	10	14	27	7	3	6	8	11	5	19	11	14	9	11	26	28	2	5
	5.8%	5.3%	6.3%	7.1%	4.4%	6.1%	11.9%	6.0%	7.0%	4.8%	6.0%	4.6%	8.8%	5.8%	5.6%	4.7%	4.9%	6.8%	6.2%	4.5%	4.6%
	100.0%	33.8%	52.1%	14.1%	19.7%	38.0%	9.9%	4.2%	8.5%	11.3%	15.5%	7.0%	26.8%	15.5%	19.7%	12.7%	15.5%	36.6%	39.4%	2.8%	7.0%
Net - $50,000 - $74,999	262	102	108	30	72	78	17	8	19	42	43	22	37	42	49	38	47	63	108	12	25
	21.3%	22.4%	18.5%	21.4%	22.8%	17.6%	28.8%	16.0%	22.1%	25.1%	23.5%	20.4%	17.1%	22.0%	19.5%	19.7%	21.1%	16.6%	23.9%	27.3%	22.9%
	100.0%	38.9%	41.2%	11.5%	27.5%	29.8%	6.5%	3.1%	7.3%	16.0%	16.4%	8.4%	14.1%	16.0%	18.7%	14.5%	17.9%	24.0%	41.2%	4.6%	9.5%
$50,000 - $59,999	113	42	58	18	24	40	10	5	6	16	15	12	13	23	24	16	16	34	39	6	10
	9.2%	9.2%	9.9%	12.9%	7.6%	9.0%	16.9%	10.0%	7.0%	9.6%	8.2%	11.1%	6.0%	12.0%	9.6%	8.3%	7.2%	8.9%	8.6%	13.6%	9.2%
	100.0%	37.2%	51.3%	15.9%	21.2%	35.4%	8.8%	4.4%	5.3%	14.2%	13.3%	10.6%	11.5%	20.4%	21.2%	14.2%	14.2%	30.1%	34.5%	5.3%	8.8%
$60,000 - $74,999	149	60	50	12	48	38	7	3	13	26	28	10	24	19	25	22	31	29	69	6	15
	12.1%	13.2%	8.6%	8.6%	15.2%	8.6%	11.9%	6.0%	15.1%	15.6%	15.3%	9.3%	11.1%	9.9%	10.0%	11.4%	13.9%	7.6%	15.3%	13.6%	13.8%
	100.0%	40.3%	33.6%	8.1%	32.2%	25.5%	4.7%	2.0%	8.7%	17.4%	18.8%	6.7%	16.1%	12.8%	16.8%	14.8%	20.8%	19.5%	46.3%	4.0%	10.1%
Net - $75,000 and over	285	159	81	30	129	51	17	6	42	56	52	13	32	33	55	67	83	42	132	13	34
	23.2%	34.9%	13.9%	21.4%	40.8%	11.5%	28.8%	12.0%	48.8%	33.5%	28.4%	12.0%	14.7%	17.3%	21.9%	34.7%	37.2%	11.1%	29.3%	29.5%	31.2%
	100.0%	55.8%	28.4%	10.5%	45.3%	17.9%	6.0%	2.1%	14.7%	19.6%	18.2%	4.6%	11.2%	11.6%	19.3%	23.5%	29.1%	14.7%	46.3%	4.6%	11.9%
$75,000 - $84,999	100	54	32	12	42	20	5	1	12	19	16	5	12	10	21	24	25	16	49	5	11
	8.1%	11.8%	5.5%	8.6%	13.3%	4.5%	8.5%	2.0%	14.0%	11.4%	8.7%	4.6%	5.5%	5.2%	8.4%	12.4%	11.2%	4.2%	10.9%	11.4%	10.1%
	100.0%	54.0%	32.0%	12.0%	42.0%	20.0%	5.0%	1.0%	12.0%	19.0%	16.0%	5.0%	12.0%	10.0%	21.0%	24.0%	25.0%	16.0%	49.0%	5.0%	11.0%
$85,000 - $99,999	63	34	19	5	29	14	4	1	11	11	10	2	6	11	11	12	13	8	32	1	5
	5.1%	7.5%	3.3%	3.6%	9.2%	3.2%	6.8%	2.0%	12.8%	6.6%	5.5%	1.9%	2.8%	5.8%	4.4%	6.2%	5.8%	2.1%	7.1%	2.3%	4.6%
	100.0%	54.0%	30.2%	7.9%	46.0%	22.2%	6.3%	1.6%	17.5%	17.5%	15.9%	3.2%	9.5%	17.5%	17.5%	19.0%	20.6%	12.7%	50.8%	1.6%	7.9%
$100,000 - $124,999	71	37	17	6	31	11	3	2	8	12	16	5	7	8	13	15	28	14	27	5	8
	5.8%	8.1%	2.9%	4.3%	9.8%	2.5%	5.1%	4.0%	9.3%	7.2%	8.7%	4.6%	3.2%	4.2%	5.2%	7.8%	12.6%	3.7%	6.0%	11.4%	7.3%
	100.0%	52.1%	23.9%	8.5%	43.7%	15.5%	4.2%	2.8%	11.3%	16.9%	22.5%	7.0%	9.9%	11.3%	18.3%	21.1%	39.4%	19.7%	38.0%	7.0%	11.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019563

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
$125,000 - $149,999	24	15	9	5	10	4	3	2	5	8	1	0	7	2	3	8	6	3	11	2	5
	2.0%	3.3%	1.5%	3.6%	3.2%	0.9%	5.1%	4.0%	5.8%	4.8%	0.5%	0.0%	3.2%	1.0%	1.2%	4.1%	2.7%	0.8%	2.4%	4.5%	4.6%
	100.0%	62.5%	37.5%	20.8%	41.7%	16.7%	12.5%	8.3%	20.8%	33.3%	4.2%	0.0%	29.2%	8.3%	12.5%	33.3%	25.0%	12.5%	45.8%	8.3%	20.8%
$150,000 - $174,999	8	5	1	0	5	1	0	0	4	1	1	0	0	0	4	4	2	1	2	0	2
	0.7%	1.1%	0.2%	0.0%	1.6%	0.2%	0.0%	0.0%	4.7%	0.6%	0.5%	0.0%	0.0%	0.0%	1.6%	2.1%	0.9%	0.3%	0.4%	0.0%	1.8%
	100.0%	62.5%	12.5%	0.0%	62.5%	12.5%	0.0%	0.0%	50.0%	12.5%	12.5%	0.0%	0.0%	0.0%	50.0%	50.0%	25.0%	12.5%	25.0%	0.0%	25.0%
$175,000 and over	19	14	3	2	12	1	2	0	2	5	8	1	0	2	3	4	9	0	11	0	3
	1.5%	3.1%	0.5%	1.4%	3.8%	0.2%	3.4%	0.0%	2.3%	3.0%	4.4%	0.9%	0.0%	1.0%	1.2%	2.1%	4.0%	0.0%	2.4%	0.0%	2.8%
	100.0%	73.7%	15.8%	10.5%	63.2%	5.3%	10.5%	0.0%	10.5%	26.3%	42.1%	5.3%	0.0%	10.5%	15.8%	21.1%	47.4%	0.0%	57.9%	0.0%	15.8%
Mean (In Thousands)	52.46	64.04	42.40	51.25	69.70	39.60	62.94	43.45	77.21	64.38	60.58	42.16	43.86	46.02	49.43	61.85	66.30	39.00	59.18	60.23	63.51
Std Dev	35.87	38.89	30.68	34.89	39.27	28.71	37.46	31.12	39.47	38.62	38.91	29.73	31.28	32.61	36.83	40.63	40.98	28.45	36.35	33.54	39.65
Std Err	1.023	1.821	1.271	2.948	2.209	1.364	4.877	4.401	4.256	2.988	2.876	2.861	2.124	2.359	2.325	2.924	2.744	1.460	1.712	5.056	3.798

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019564

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Marital Status																					
Now married	787	281	372	78	203	294	37	28	62	102	106	74	146	124	166	122	141	254	292	23	59
	64.0%	61.6%	63.8%	55.7%	64.2%	66.4%	62.7%	56.0%	72.1%	61.1%	57.9%	68.5%	67.3%	64.9%	66.1%	63.2%	63.2%	66.8%	64.7%	52.3%	54.1%
	100.0%	35.7%	47.3%	9.9%	25.8%	37.4%	4.7%	3.6%	7.9%	13.0%	13.5%	9.4%	18.6%	15.8%	21.1%	15.5%	17.9%	32.3%	37.1%	2.9%	7.5%
Never married	260	111	112	34	77	78	13	14	10	41	59	16	34	42	34	30	62	63	108	12	25
	21.2%	24.3%	19.2%	24.3%	24.4%	17.6%	22.0%	28.0%	11.6%	24.6%	32.2%	14.8%	15.7%	22.0%	13.5%	15.5%	27.8%	16.6%	23.9%	27.3%	22.9%
	100.0%	42.7%	43.1%	13.1%	29.6%	30.0%	5.0%	5.4%	3.8%	15.8%	22.7%	6.2%	13.1%	16.2%	13.1%	11.5%	23.8%	24.2%	41.5%	4.6%	9.6%
Divorced, widowed, separated	182	64	99	28	36	71	9	8	14	24	18	18	37	25	51	41	20	63	51	9	25
	14.8%	14.0%	17.0%	20.0%	11.4%	16.0%	15.3%	16.0%	16.3%	14.4%	9.8%	16.7%	17.1%	13.1%	20.3%	21.2%	9.0%	16.6%	11.3%	20.5%	22.9%
	100.0%	35.2%	54.4%	15.4%	19.8%	39.0%	4.9%	4.4%	7.7%	13.2%	9.9%	9.9%	20.3%	13.7%	28.0%	22.5%	11.0%	34.6%	28.0%	4.9%	13.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019565

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Home Ownership																					
Own or are buying	842	320	394	96	224	298	46	27	75	119	118	82	153	124	186	142	143	245	310	24	85
	68.5%	70.2%	67.6%	68.6%	70.9%	67.3%	78.0%	54.0%	87.2%	71.3%	64.5%	75.9%	70.5%	64.9%	74.1%	73.6%	64.1%	64.5%	68.7%	54.5%	78.0%
	100.0%	38.0%	46.8%	11.4%	26.6%	35.4%	5.5%	3.2%	8.9%	14.1%	14.0%	9.7%	18.2%	14.7%	22.1%	16.9%	17.0%	29.1%	36.8%	2.9%	10.1%
Rent	322	110	157	33	77	124	9	19	9	41	55	22	51	56	55	43	64	111	114	13	19
	26.2%	24.1%	26.9%	23.6%	24.4%	28.0%	15.3%	38.0%	10.5%	24.6%	30.1%	20.4%	23.5%	29.3%	21.9%	22.3%	28.7%	29.2%	25.3%	29.5%	17.4%
	100.0%	34.2%	48.8%	10.2%	23.9%	38.5%	2.8%	5.9%	2.8%	12.7%	17.1%	6.8%	15.8%	17.4%	17.1%	13.4%	19.9%	34.5%	35.4%	4.0%	5.9%
Live with relatives (in their home)	29	10	16	4	6	12	1	2	1	1	3	2	7	3	3	4	8	14	9	6	1
	2.4%	2.2%	2.7%	2.9%	1.9%	2.7%	1.7%	4.0%	1.7%	0.6%	1.6%	1.9%	3.2%	1.6%	1.2%	2.1%	3.6%	3.7%	2.0%	13.6%	0.9%
	100.0%	34.5%	55.2%	13.8%	20.7%	41.4%	3.4%	6.9%	3.4%	3.4%	10.3%	6.9%	24.1%	10.3%	10.3%	13.8%	27.6%	48.3%	31.0%	20.7%	3.4%
Other	27	12	16	7	5	9	3	2	0	4	6	2	6	8	5	3	5	9	14	1	2
	2.2%	2.6%	2.7%	5.0%	1.6%	2.0%	5.1%	4.0%	0.0%	2.4%	3.3%	1.9%	2.8%	4.2%	2.0%	1.6%	2.2%	2.4%	3.1%	2.3%	1.8%
	100.0%	44.4%	59.3%	25.9%	18.5%	33.3%	11.1%	7.4%	0.0%	14.8%	22.2%	7.4%	22.2%	29.6%	18.5%	11.1%	18.5%	33.3%	51.9%	3.7%	7.4%
No answer	9	4	0	0	4	0	0	0	1	2	1	0	0	0	2	1	3	1	4	0	2
	0.7%	0.9%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.2%	1.2%	0.5%	0.0%	0.0%	0.0%	0.8%	0.5%	1.3%	0.3%	0.9%	0.0%	1.8%
	100.0%	44.4%	0.0%	0.0%	44.4%	0.0%	0.0%	0.0%	11.1%	22.2%	11.1%	0.0%	0.0%	0.0%	22.2%	11.1%	33.3%	11.1%	44.4%	0.0%	22.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019566

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Male Education																					
Grade school	8	0	6	0	0	6	0	0	0	0	0	1	1	1	3	2	1	6	0	0	0
	0.7%	0.0%	1.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.5%	0.5%	1.2%	1.0%	0.4%	1.6%	0.0%	0.0%	0.0%
	100.0%	0.0%	75.0%	0.0%	0.0%	75.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	12.5%	12.5%	37.5%	25.0%	12.5%	75.0%	0.0%	0.0%	0.0%
Some high school	66	12	50	5	7	45	0	4	1	5	2	10	20	15	20	8	5	38	12	1	2
	5.4%	2.6%	8.6%	3.6%	2.2%	10.2%	0.0%	8.0%	1.2%	3.0%	1.1%	9.3%	9.2%	7.9%	8.0%	4.1%	2.2%	10.0%	2.7%	2.3%	1.8%
	100.0%	18.2%	75.8%	7.6%	10.6%	68.2%	0.0%	6.1%	1.5%	7.6%	3.0%	15.2%	30.3%	22.7%	30.3%	12.1%	7.6%	57.6%	18.2%	1.5%	3.0%
Graduated high school	244	51	170	27	24	143	11	12	9	17	23	34	54	49	62	35	24	102	73	3	11
	19.9%	11.2%	29.2%	19.3%	7.6%	32.3%	18.6%	24.0%	10.5%	10.2%	12.6%	31.5%	24.9%	25.7%	24.7%	18.1%	10.8%	26.8%	16.2%	6.8%	10.1%
	100.0%	20.9%	69.7%	11.1%	9.8%	58.6%	4.5%	4.9%	3.7%	7.0%	9.4%	13.9%	22.1%	20.1%	25.4%	14.3%	9.8%	41.8%	29.9%	1.2%	4.5%
Some college - no degree	317	130	149	46	84	103	22	15	29	49	41	29	68	45	70	59	39	98	123	9	28
	25.8%	28.5%	25.6%	32.9%	26.6%	23.3%	37.3%	30.0%	33.7%	29.3%	22.4%	26.9%	31.3%	23.6%	27.9%	30.6%	17.5%	25.8%	27.3%	20.5%	25.7%
	100.0%	41.0%	47.0%	14.5%	26.5%	32.5%	6.9%	4.7%	9.1%	15.5%	12.9%	9.1%	21.5%	14.2%	22.1%	18.6%	12.3%	30.9%	38.8%	2.8%	8.8%
Graduated college - associate's degree	108	43	51	10	33	41	5	2	5	14	26	11	18	18	19	13	11	30	40	5	10
	8.8%	9.4%	8.7%	7.1%	10.4%	9.3%	8.5%	4.0%	5.8%	8.4%	14.2%	10.2%	8.3%	9.4%	7.6%	6.7%	4.9%	7.9%	8.9%	11.4%	9.2%
	100.0%	39.8%	47.2%	9.3%	30.6%	38.0%	4.6%	1.9%	4.6%	13.0%	24.1%	10.2%	16.7%	16.7%	17.6%	12.0%	10.2%	27.8%	37.0%	4.6%	9.3%
Graduated college - bachelor's degree	266	121	81	24	97	57	13	6	15	45	55	11	28	34	36	28	83	50	116	14	24
	21.6%	26.5%	13.9%	17.1%	30.7%	12.9%	22.0%	12.0%	17.4%	26.9%	30.1%	10.2%	12.9%	17.8%	14.3%	14.5%	37.2%	13.2%	25.7%	31.8%	22.0%
	100.0%	45.5%	30.5%	9.0%	36.5%	21.4%	4.9%	2.3%	5.6%	16.9%	20.7%	4.1%	10.5%	12.8%	13.5%	10.5%	31.2%	18.8%	43.6%	5.3%	9.0%
Post graduate degree	158	79	47	19	60	28	7	5	23	32	26	8	20	14	25	33	47	24	69	10	32
	12.9%	17.3%	8.1%	13.6%	19.0%	6.3%	11.9%	10.0%	26.7%	19.2%	14.2%	7.4%	9.2%	7.3%	10.0%	17.1%	21.1%	6.3%	15.3%	22.7%	29.4%
	100.0%	50.0%	29.7%	12.0%	38.0%	17.7%	4.4%	3.2%	14.6%	20.3%	16.5%	5.1%	12.7%	8.9%	15.8%	20.9%	29.7%	15.2%	43.7%	6.3%	20.3%
No answer	13	4	7	1	3	6	0	0	0	1	1	2	2	2	4	3	3	6	6	0	0
	1.1%	0.9%	1.2%	0.7%	0.9%	1.4%	0.0%	0.0%	0.0%	0.6%	0.5%	1.9%	0.9%	1.0%	1.6%	1.6%	1.3%	1.6%	1.3%	0.0%	0.0%
	100.0%	30.8%	53.8%	7.7%	23.1%	46.2%	0.0%	0.0%	0.0%	7.7%	7.7%	15.4%	15.4%	15.4%	30.8%	23.1%	23.1%	46.2%	46.2%	0.0%	0.0%
No male	49	16	22	8	8	14	1	6	4	4	9	2	6	13	12	12	10	26	12	2	2
	4.0%	3.5%	3.8%	5.7%	2.5%	3.2%	1.7%	12.0%	4.7%	2.4%	4.9%	1.9%	2.8%	6.8%	4.8%	6.2%	4.5%	6.8%	2.7%	4.5%	1.8%
	100.0%	32.7%	44.9%	16.3%	16.3%	28.6%	2.0%	12.2%	8.2%	8.2%	18.4%	4.1%	12.2%	26.5%	24.5%	24.5%	20.4%	53.1%	24.5%	4.1%	4.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019567

Cigar Segmentation

Demographics.

Base: Total completes

	TOTAL	PREMIUM VS MASS SMOKING HABITS: REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	DUAL SMOKERS: MOSTLY PREMUM	MOSTLY MASS	PREMIUM USERS: HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	MASS USERS: HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	SOURCE BUY FROM MOST OFTEN: MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Male Occupation																					
Managerial, professional, executive	476	219	156	49	170	107	22	11	39	82	91	31	57	60	77	81	113	98	213	24	54
	38.7%	48.0%	26.8%	35.0%	53.8%	24.2%	37.3%	22.0%	45.3%	49.1%	49.7%	28.7%	26.3%	31.4%	30.7%	42.0%	50.7%	25.8%	47.2%	54.5%	49.5%
	100.0%	46.0%	32.8%	10.3%	35.7%	22.5%	4.6%	2.3%	8.2%	17.2%	19.1%	6.5%	12.0%	12.6%	16.2%	17.0%	23.7%	20.6%	44.7%	5.0%	11.3%
Technical, sales, administrative support	119	61	41	15	46	26	7	7	10	25	22	2	18	14	17	12	34	27	55	7	8
	9.7%	13.4%	7.0%	10.7%	14.6%	5.9%	11.9%	14.0%	11.6%	15.0%	12.0%	1.9%	8.3%	7.3%	6.8%	6.2%	15.2%	7.1%	12.2%	15.9%	7.3%
	100.0%	51.3%	34.5%	12.6%	38.7%	21.8%	5.9%	5.9%	8.4%	21.0%	18.5%	1.7%	15.1%	11.8%	14.3%	10.1%	28.6%	22.7%	46.2%	5.9%	6.7%
Service	77	30	42	13	17	29	6	6	5	13	11	12	15	13	18	14	16	24	31	0	6
	6.3%	6.6%	7.2%	9.3%	5.4%	6.5%	10.2%	12.0%	5.8%	7.8%	6.0%	11.1%	6.9%	6.8%	7.2%	7.3%	7.2%	6.3%	6.9%	0.0%	5.5%
	100.0%	39.0%	54.5%	16.9%	22.1%	37.7%	7.8%	7.8%	6.5%	16.9%	14.3%	15.6%	19.5%	16.9%	23.4%	18.2%	20.8%	31.2%	40.3%	0.0%	7.8%
Farming, forestry, fishing	16	4	11	2	2	9	2	0	0	1	3	5	1	3	5	0	0	9	3	0	1
	1.3%	0.9%	1.9%	1.4%	0.6%	2.0%	3.4%	0.0%	0.0%	0.6%	1.6%	4.6%	0.5%	1.6%	2.0%	0.0%	0.0%	2.4%	0.7%	0.0%	0.9%
	100.0%	25.0%	68.8%	12.5%	12.5%	56.3%	12.5%	0.0%	0.0%	6.3%	18.8%	31.3%	6.3%	18.8%	31.3%	0.0%	0.0%	56.3%	18.8%	0.0%	6.3%
Craftsman, repairman	115	36	73	15	21	58	5	5	8	11	14	12	29	19	20	13	15	41	31	1	11
	9.4%	7.9%	12.5%	10.7%	6.6%	13.1%	8.5%	10.0%	9.3%	6.6%	7.7%	11.1%	13.4%	9.9%	8.0%	6.7%	6.7%	10.8%	6.9%	2.3%	10.1%
	100.0%	31.3%	63.5%	13.0%	18.3%	50.4%	4.3%	4.3%	7.0%	9.6%	12.2%	10.4%	25.2%	16.5%	17.4%	11.3%	13.0%	35.7%	27.0%	0.9%	9.6%
Operator, laborer	129	22	86	10	12	76	5	4	7	5	9	18	28	30	31	21	13	61	34	4	6
	10.5%	4.8%	14.8%	7.1%	3.8%	17.2%	8.5%	8.0%	8.1%	3.0%	4.9%	16.7%	12.9%	15.7%	12.4%	10.9%	5.8%	16.1%	7.5%	9.1%	5.5%
	100.0%	17.1%	66.7%	7.8%	9.3%	58.9%	3.9%	3.1%	5.4%	3.9%	7.0%	14.0%	21.7%	23.3%	24.0%	16.3%	10.1%	47.3%	26.4%	3.1%	4.7%
Retired, student, armed forces, other - no answer	248	68	152	28	40	124	11	11	13	26	24	26	63	39	71	40	22	94	72	6	21
	20.2%	14.9%	26.1%	20.0%	12.7%	28.0%	18.6%	22.0%	15.1%	15.6%	13.1%	24.1%	29.0%	20.4%	28.3%	20.7%	9.9%	24.7%	16.0%	13.6%	19.3%
	100.0%	27.4%	61.3%	11.3%	16.1%	50.0%	4.4%	4.4%	5.2%	10.5%	9.7%	10.5%	25.4%	15.7%	28.6%	16.1%	8.9%	37.9%	29.0%	2.4%	8.5%
No male	49	16	22	8	8	14	1	6	4	4	9	2	6	13	12	12	10	26	12	2	2
	4.0%	3.5%	3.8%	5.7%	2.5%	3.2%	1.7%	12.0%	4.7%	2.4%	4.9%	1.9%	2.8%	6.8%	4.8%	6.2%	4.5%	6.8%	2.7%	4.5%	1.8%
	100.0%	32.7%	44.9%	16.3%	16.3%	28.6%	2.0%	12.2%	8.2%	8.2%	18.4%	4.1%	12.2%	26.5%	24.5%	24.5%	20.4%	53.1%	24.5%	4.1%	4.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019568

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Male Employment																					
Full time	940	378	416	107	271	309	49	36	70	139	153	72	155	145	164	144	193	255	376	35	88
	76.5%	82.9%	71.4%	76.4%	85.8%	69.8%	83.1%	72.0%	81.4%	83.2%	83.6%	66.7%	71.4%	75.9%	65.3%	74.6%	86.5%	67.1%	83.4%	79.5%	80.7%
	100.0%	40.2%	44.3%	11.4%	28.8%	32.9%	5.2%	3.8%	7.4%	14.8%	16.3%	7.7%	16.5%	15.4%	17.4%	15.3%	20.5%	27.1%	40.0%	3.7%	9.4%
Part time	43	19	21	8	11	13	4	1	2	9	8	6	7	7	10	8	9	17	17	3	2
	3.5%	4.2%	3.6%	5.7%	3.5%	2.9%	6.8%	2.0%	2.3%	5.4%	4.4%	5.6%	3.2%	3.7%	4.0%	4.1%	4.0%	4.5%	3.8%	6.8%	1.8%
	100.0%	44.2%	48.8%	18.6%	25.6%	30.2%	9.3%	2.3%	4.7%	20.9%	18.6%	14.0%	16.3%	16.3%	23.3%	18.6%	20.9%	39.5%	39.5%	7.0%	4.7%
Retired	73	14	48	5	9	43	2	3	4	5	7	15	24	5	32	13	0	31	14	3	7
	5.9%	3.1%	8.2%	3.6%	2.8%	9.7%	3.4%	6.0%	4.7%	3.0%	3.8%	13.9%	11.1%	2.6%	12.7%	6.7%	0.0%	8.2%	3.1%	6.8%	6.4%
	100.0%	19.2%	65.8%	6.8%	12.3%	58.9%	2.7%	4.1%	5.5%	6.8%	9.6%	20.5%	32.9%	6.8%	43.8%	17.8%	0.0%	42.5%	19.2%	4.1%	9.6%
Not employed	67	12	45	5	7	40	1	1	2	6	4	5	17	13	16	5	4	34	17	0	5
	5.5%	2.6%	7.7%	3.6%	2.2%	9.0%	1.7%	2.0%	2.3%	3.6%	2.2%	4.6%	7.8%	6.8%	6.4%	2.6%	1.8%	8.9%	3.8%	0.0%	4.6%
	100.0%	17.9%	67.2%	7.5%	10.4%	59.7%	1.5%	1.5%	3.0%	9.0%	6.0%	7.5%	25.4%	19.4%	23.9%	7.5%	6.0%	50.7%	25.4%	0.0%	7.5%
No answer	57	17	31	7	10	24	2	3	4	4	2	8	8	8	17	11	7	17	15	1	5
	4.6%	3.7%	5.3%	5.0%	3.2%	5.4%	3.4%	6.0%	4.7%	2.4%	1.1%	7.4%	3.7%	4.2%	6.8%	5.7%	3.1%	4.5%	3.3%	2.3%	4.6%
	100.0%	29.8%	54.4%	12.3%	17.5%	42.1%	3.5%	5.3%	7.0%	7.0%	3.5%	14.0%	14.0%	14.0%	29.8%	19.3%	12.3%	29.8%	26.3%	1.8%	8.8%
No male	49	16	22	8	8	14	1	6	4	4	9	2	6	13	12	12	10	26	12	2	2
	4.0%	3.5%	3.8%	5.7%	2.5%	3.2%	1.7%	12.0%	4.7%	2.4%	4.9%	1.9%	2.8%	6.8%	4.8%	6.2%	4.5%	6.8%	2.7%	4.5%	1.8%
	100.0%	32.7%	44.9%	16.3%	16.3%	28.6%	2.0%	12.2%	8.2%	8.2%	18.4%	4.1%	12.2%	26.5%	24.5%	24.5%	20.4%	53.1%	24.5%	4.1%	4.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019569

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Presence of Children																					
Net- Children Present Under 18	478	159	232	43	116	189	18	17	33	62	63	42	87	89	89	76	87	158	188	13	28
	38.9%	34.9%	39.8%	30.7%	36.7%	42.7%	30.5%	34.0%	38.4%	37.1%	34.4%	38.9%	40.1%	46.6%	35.5%	39.4%	39.0%	41.6%	41.7%	29.5%	25.7%
	100.0%	33.3%	48.5%	9.0%	24.3%	39.5%	3.8%	3.6%	6.9%	13.0%	13.2%	8.8%	18.2%	18.6%	18.6%	15.9%	18.2%	33.1%	39.3%	2.7%	5.9%
Under 6	207	76	91	19	57	72	9	8	15	33	33	14	31	45	30	30	54	60	89	6	11
	16.8%	16.7%	15.6%	13.6%	18.0%	16.3%	15.3%	16.0%	17.4%	19.8%	18.0%	13.0%	14.3%	23.6%	12.0%	15.5%	24.2%	15.8%	19.7%	13.6%	10.1%
	100.0%	36.7%	44.0%	9.2%	27.5%	34.8%	4.3%	3.9%	7.2%	15.9%	15.9%	6.8%	15.0%	21.7%	14.5%	14.5%	26.1%	29.0%	43.0%	2.9%	5.3%
6 - 12	238	69	112	14	55	98	7	5	15	24	33	18	50	40	44	33	37	83	81	5	15
	19.4%	15.1%	19.2%	10.0%	17.4%	22.1%	11.9%	10.0%	17.4%	14.4%	18.0%	16.7%	23.0%	20.9%	17.5%	17.1%	16.6%	21.8%	18.0%	11.4%	13.8%
	100.0%	29.0%	47.1%	5.9%	23.1%	41.2%	2.9%	2.1%	6.3%	10.1%	13.9%	7.6%	21.0%	16.8%	18.5%	13.9%	15.5%	34.9%	34.0%	2.1%	6.3%
13 - 17	207	70	113	20	50	93	6	8	16	27	22	23	47	31	47	43	31	77	73	5	12
	16.8%	15.4%	19.4%	14.3%	15.8%	21.0%	10.2%	16.0%	18.6%	16.2%	12.0%	21.3%	21.7%	16.2%	18.7%	22.3%	13.9%	20.3%	16.2%	11.4%	11.0%
	100.0%	33.8%	54.6%	9.7%	24.2%	44.9%	2.9%	3.9%	7.7%	13.0%	10.6%	11.1%	22.7%	15.0%	22.7%	20.8%	15.0%	37.2%	35.3%	2.4%	5.8%
No children present under 18	751	297	351	97	200	254	41	33	53	105	120	66	130	102	162	117	136	222	263	31	81
	61.1%	65.1%	60.2%	69.3%	63.3%	57.3%	69.5%	66.0%	61.6%	62.9%	65.6%	61.1%	59.9%	53.4%	64.5%	60.6%	61.0%	58.4%	58.3%	70.5%	74.3%
	100.0%	39.5%	46.7%	12.9%	26.6%	33.8%	5.5%	4.4%	7.1%	14.0%	16.0%	8.8%	17.3%	13.6%	21.6%	15.6%	18.1%	29.6%	35.0%	4.1%	10.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019570

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Race																					
White	1119	418	523	123	295	400	50	46	82	145	164	99	200	168	232	177	198	346	414	38	104
	91.0%	91.7%	89.7%	87.9%	93.4%	90.3%	84.7%	92.0%	95.3%	86.8%	89.6%	91.7%	92.2%	88.0%	92.4%	91.7%	88.8%	91.1%	91.8%	86.4%	95.4%
	100.0%	37.4%	46.7%	11.0%	26.4%	35.7%	4.5%	4.1%	7.3%	13.0%	14.7%	8.8%	17.9%	15.0%	20.7%	15.8%	17.7%	30.9%	37.0%	3.4%	9.3%
Black/African-American	39	9	29	6	3	23	3	2	1	6	7	7	8	10	9	6	8	17	10	3	1
	3.2%	2.0%	5.0%	4.3%	0.9%	5.2%	5.1%	4.0%	1.2%	3.6%	3.8%	6.5%	3.7%	5.2%	3.6%	3.1%	3.6%	4.5%	2.2%	6.8%	0.9%
	100.0%	23.1%	74.4%	15.4%	7.7%	59.0%	7.7%	5.1%	2.6%	15.4%	17.9%	17.9%	20.5%	25.6%	23.1%	15.4%	20.5%	43.6%	25.6%	7.7%	2.6%
Asian or Pacific Islander	10	6	3	2	4	1	1	1	0	3	3	0	2	2	0	1	5	2	4	2	1
	0.8%	1.3%	0.5%	1.4%	1.3%	0.2%	1.7%	2.0%	0.0%	1.8%	1.6%	0.0%	0.9%	1.0%	0.0%	0.5%	2.2%	0.5%	0.9%	4.5%	0.9%
	100.0%	60.0%	30.0%	20.0%	40.0%	10.0%	10.0%	10.0%	0.0%	30.0%	30.0%	0.0%	20.0%	20.0%	0.0%	10.0%	50.0%	20.0%	40.0%	20.0%	10.0%
Native American	4	1	1	0	1	1	0	0	1	2	0	1	0	0	1	2	1	0	2	0	2
	0.3%	0.2%	0.2%	0.0%	0.3%	0.2%	0.0%	0.0%	1.2%	1.2%	0.0%	0.9%	0.0%	0.0%	0.4%	1.0%	0.4%	0.0%	0.4%	0.0%	1.8%
	100.0%	25.0%	25.0%	0.0%	25.0%	25.0%	0.0%	0.0%	25.0%	50.0%	0.0%	25.0%	0.0%	0.0%	25.0%	50.0%	25.0%	0.0%	50.0%	0.0%	50.0%
Other	38	14	17	6	8	11	5	0	1	8	6	0	3	8	3	4	9	8	16	1	1
	3.1%	3.1%	2.9%	4.3%	2.5%	2.5%	8.5%	0.0%	1.2%	4.8%	3.3%	0.0%	1.4%	4.2%	1.2%	2.1%	4.0%	2.1%	3.5%	2.3%	0.9%
	100.0%	36.8%	44.7%	15.8%	21.1%	28.9%	13.2%	0.0%	2.6%	21.1%	15.8%	0.0%	7.9%	21.1%	7.9%	10.5%	23.7%	21.1%	42.1%	2.6%	2.6%
No answer	19	8	10	3	5	7	0	1	1	3	3	1	4	3	6	3	2	7	5	0	0
	1.5%	1.8%	1.7%	2.1%	1.6%	1.6%	0.0%	2.0%	1.2%	1.8%	1.6%	0.9%	1.8%	1.6%	2.4%	1.6%	0.9%	1.8%	1.1%	0.0%	0.0%
	100.0%	42.1%	52.6%	15.8%	26.3%	36.8%	0.0%	5.3%	5.3%	15.8%	15.8%	5.3%	21.1%	15.8%	31.6%	15.8%	10.5%	36.8%	26.3%	0.0%	0.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019571

Cigar Segmentation

Demographics.

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Spanish Origin																					
Yes	39	10	19	5	5	14	2	1	2	5	5	1	7	7	8	10	11	16	9	1	3
	3.2%	2.2%	3.3%	3.6%	1.6%	3.2%	3.4%	2.0%	2.3%	3.0%	2.7%	0.9%	3.2%	3.7%	3.2%	5.2%	4.9%	4.2%	2.0%	2.3%	2.8%
	100.0%	25.6%	48.7%	12.8%	12.8%	35.9%	5.1%	2.6%	5.1%	12.8%	12.8%	2.6%	17.9%	17.9%	20.5%	25.6%	28.2%	41.0%	23.1%	2.6%	7.7%
No	1141	433	541	130	303	411	56	46	80	160	172	99	201	178	224	175	206	349	426	43	102
	92.8%	95.0%	92.8%	92.9%	95.9%	92.8%	94.9%	92.0%	93.0%	95.8%	94.0%	91.7%	92.6%	93.2%	89.2%	90.7%	92.4%	91.8%	94.5%	97.7%	93.6%
	100.0%	37.9%	47.4%	11.4%	26.6%	36.0%	4.9%	4.0%	7.0%	14.0%	15.1%	8.7%	17.6%	15.6%	19.6%	15.3%	18.1%	30.6%	37.3%	3.8%	8.9%
No answer	49	13	23	5	8	18	1	3	4	2	6	8	9	6	19	8	6	15	16	0	4
	4.0%	2.9%	3.9%	3.6%	2.5%	4.1%	1.7%	6.0%	4.7%	1.2%	3.3%	7.4%	4.1%	3.1%	7.6%	4.1%	2.7%	3.9%	3.5%	0.0%	3.7%
	100.0%	26.5%	46.9%	10.2%	16.3%	36.7%	2.0%	6.1%	8.2%	4.1%	12.2%	16.3%	18.4%	12.2%	38.8%	16.3%	12.2%	30.6%	32.7%	0.0%	8.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019572

Cigar Segmentation

Segment

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Relationship driven connoisseurs	139	105	52	33	72	19	15	12	34	48	15	9	28	15	41	58	36	11	92	6	11
	11.3%	23.0%	8.9%	23.6%	22.8%	4.3%	25.4%	24.0%	39.5%	28.7%	8.2%	8.3%	12.9%	7.9%	16.3%	30.1%	16.1%	2.9%	20.4%	13.6%	10.1%
	100.0%	75.5%	37.4%	23.7%	51.8%	13.7%	10.8%	8.6%	24.5%	34.5%	10.8%	6.5%	20.1%	10.8%	29.5%	41.7%	25.9%	7.9%	66.2%	4.3%	7.9%
Savvy self-reliant connoisseurs	124	69	53	23	46	30	11	7	26	23	16	13	17	18	48	43	15	32	24	3	49
	10.1%	15.1%	9.1%	16.4%	14.6%	6.8%	18.6%	14.0%	30.2%	13.8%	8.7%	12.0%	7.8%	9.4%	19.1%	22.3%	6.7%	8.4%	5.3%	6.8%	45.0%
	100.0%	55.6%	42.7%	18.5%	37.1%	24.2%	8.9%	5.6%	21.0%	18.5%	12.9%	10.5%	13.7%	14.5%	38.7%	34.7%	12.1%	25.8%	19.4%	2.4%	39.5%
Emerging enthusiasts	168	106	42	24	82	18	17	4	3	45	57	1	14	24	3	13	61	13	100	11	11
	13.7%	23.2%	7.2%	17.1%	25.9%	4.1%	28.8%	8.0%	3.5%	26.9%	31.1%	0.9%	6.5%	12.6%	1.2%	6.7%	27.4%	3.4%	22.2%	25.0%	10.1%
	100.0%	63.1%	25.0%	14.3%	48.8%	10.7%	10.1%	2.4%	1.8%	26.8%	33.9%	0.6%	8.3%	14.3%	1.8%	7.7%	36.3%	7.7%	59.5%	6.5%	6.5%
Casual enjoyers	188	69	93	19	50	74	6	6	9	21	33	9	37	37	18	18	26	48	90	3	14
	15.3%	15.1%	16.0%	13.6%	15.8%	16.7%	10.2%	12.0%	10.5%	12.6%	18.0%	8.3%	17.1%	19.4%	7.2%	9.3%	11.7%	12.6%	20.0%	6.8%	12.8%
	100.0%	36.7%	49.5%	10.1%	26.6%	39.4%	3.2%	3.2%	4.8%	11.2%	17.6%	4.8%	19.7%	19.7%	9.6%	9.6%	13.8%	25.5%	47.9%	1.6%	7.4%
Special occasion only	136	45	35	12	33	23	3	7	1	12	24	1	5	23	1	2	51	25	57	16	4
	11.1%	9.9%	6.0%	8.6%	10.4%	5.2%	5.1%	14.0%	1.2%	7.2%	13.1%	0.9%	2.3%	12.0%	0.4%	1.0%	22.9%	6.6%	12.6%	36.4%	3.7%
	100.0%	33.1%	25.7%	8.8%	24.3%	16.9%	2.2%	5.1%	0.7%	8.8%	17.6%	0.7%	3.7%	16.9%	0.7%	1.5%	37.5%	18.4%	41.9%	11.8%	2.9%
Established loyalists	116	10	87	6	4	81	1	4	9	4	3	48	25	3	85	34	2	65	19	2	6
	9.4%	2.2%	14.9%	4.3%	1.3%	18.3%	1.7%	8.0%	10.5%	2.4%	1.6%	44.4%	11.5%	1.6%	33.9%	17.6%	0.9%	17.1%	4.2%	4.5%	5.5%
	100.0%	8.6%	75.0%	5.2%	3.4%	69.8%	0.9%	3.4%	7.8%	3.4%	2.6%	41.4%	21.6%	2.6%	73.3%	29.3%	1.7%	56.0%	16.4%	1.7%	5.2%
Constrained indulgence seekers	105	20	69	9	11	60	1	5	0	5	17	7	26	21	13	5	13	51	31	2	5
	8.5%	4.4%	11.8%	6.4%	3.5%	13.5%	1.7%	10.0%	0.0%	3.0%	9.3%	6.5%	12.0%	11.0%	5.2%	2.6%	5.8%	13.4%	6.9%	4.5%	4.6%
	100.0%	19.0%	65.7%	8.6%	10.5%	57.1%	1.0%	4.8%	0.0%	4.8%	16.2%	6.7%	24.8%	20.0%	12.4%	4.8%	12.4%	48.6%	29.5%	1.9%	4.8%
Unenthusiastic functionalists	172	19	111	7	12	104	2	3	3	5	10	12	49	36	24	9	7	105	26	0	8
	14.0%	4.2%	19.0%	5.0%	3.8%	23.5%	3.4%	6.0%	3.5%	3.0%	5.5%	11.1%	22.6%	18.8%	9.6%	4.7%	3.1%	27.6%	5.8%	0.0%	7.3%
	100.0%	11.0%	64.5%	4.1%	7.0%	60.5%	1.2%	1.7%	1.7%	2.9%	5.8%	7.0%	28.5%	20.9%	14.0%	5.2%	4.1%	61.0%	15.1%	0.0%	4.7%
Not classified	81	13	41	7	6	34	3	2	1	4	8	8	16	14	18	11	12	30	12	1	1
	6.6%	2.9%	7.0%	5.0%	1.9%	7.7%	5.1%	4.0%	1.2%	2.4%	4.4%	7.4%	7.4%	7.3%	7.2%	5.7%	5.4%	7.9%	2.7%	2.3%	0.9%
	100.0%	16.0%	50.6%	8.6%	7.4%	42.0%	3.7%	2.5%	1.2%	4.9%	9.9%	9.9%	19.8%	17.3%	22.2%	13.6%	14.8%	37.0%	14.8%	1.2%	1.2%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019573

Cigar Segmentation

Banner A

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
TOTAL REP	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
TOTAL CLASIF	1148	443	542	133	310	409	56	48	85	163	175	100	201	177	233	182	211	350	439	43	108
	93.4%	97.1%	93.0%	95.0%	98.1%	92.3%	94.9%	96.0%	98.8%	97.6%	95.6%	92.6%	92.6%	92.7%	92.8%	94.3%	94.6%	92.1%	97.3%	97.7%	99.1%
	100.0%	38.6%	47.2%	11.6%	27.0%	35.6%	4.9%	4.2%	7.4%	14.2%	15.2%	8.7%	17.5%	15.4%	20.3%	15.9%	18.4%	30.5%	38.2%	3.7%	9.4%
RELATIONSHIP DRIVEN CONNOISSEURS	139	105	52	33	72	19	15	12	34	48	15	9	28	15	41	58	36	11	92	6	11
	11.3%	23.0%	8.9%	23.6%	22.8%	4.3%	25.4%	24.0%	39.5%	28.7%	8.2%	8.3%	12.9%	7.9%	16.3%	30.1%	16.1%	2.9%	20.4%	13.6%	10.1%
	100.0%	75.5%	37.4%	23.7%	51.8%	13.7%	10.8%	8.6%	24.5%	34.5%	10.8%	6.5%	20.1%	10.8%	29.5%	41.7%	25.9%	7.9%	66.2%	4.3%	7.9%
SAVVY SELF-RELIANT CONNOISSEURS	124	69	53	23	46	30	11	7	26	23	16	13	17	18	48	43	15	32	24	3	49
	10.1%	15.1%	9.1%	16.4%	14.6%	6.8%	18.6%	14.0%	30.2%	13.8%	8.7%	12.0%	7.8%	9.4%	19.1%	22.3%	6.7%	8.4%	5.3%	6.8%	45.0%
	100.0%	55.6%	42.7%	18.5%	37.1%	24.2%	8.9%	5.6%	21.0%	18.5%	12.9%	10.5%	13.7%	14.5%	38.7%	34.7%	12.1%	25.8%	19.4%	2.4%	39.5%
EMERGING ENTHUSIASTS	168	106	42	24	82	18	17	4	3	45	57	1	14	24	3	13	61	13	100	11	11
	13.7%	23.2%	7.2%	17.1%	25.9%	4.1%	28.8%	8.0%	3.5%	26.9%	31.1%	0.9%	6.5%	12.6%	1.2%	6.7%	27.4%	3.4%	22.2%	25.0%	10.1%
	100.0%	63.1%	25.0%	14.3%	48.8%	10.7%	10.1%	2.4%	1.8%	26.8%	33.9%	0.6%	8.3%	14.3%	1.8%	7.7%	36.3%	7.7%	59.5%	6.5%	6.5%
CASUAL ENJOYERS	188	69	93	19	50	74	6	6	9	21	33	9	37	37	18	18	26	48	90	3	14
	15.3%	15.1%	16.0%	13.6%	15.8%	16.7%	10.2%	12.0%	10.5%	12.6%	18.0%	8.3%	17.1%	19.4%	7.2%	9.3%	11.7%	12.6%	20.0%	6.8%	12.8%
	100.0%	36.7%	49.5%	10.1%	26.6%	39.4%	3.2%	3.2%	4.8%	11.2%	17.6%	4.8%	19.7%	19.7%	9.6%	9.6%	13.8%	25.5%	47.9%	1.6%	7.4%
SPECIAL OCCASION ONLY	136	45	35	12	33	23	3	7	1	12	24	1	5	23	1	2	51	25	57	16	4
	11.1%	9.9%	6.0%	8.6%	10.4%	5.2%	5.1%	14.0%	1.2%	7.2%	13.1%	0.9%	2.3%	12.0%	0.4%	1.0%	22.9%	6.6%	12.6%	36.4%	3.7%
	100.0%	33.1%	25.7%	8.8%	24.3%	16.9%	2.2%	5.1%	0.7%	8.8%	17.6%	0.7%	3.7%	16.9%	0.7%	1.5%	37.5%	18.4%	41.9%	11.8%	2.9%
ESTABLISHED LOYALISTS	116	10	87	6	4	81	1	4	9	4	3	48	25	3	85	34	2	65	19	2	6
	9.4%	2.2%	14.9%	4.3%	1.3%	18.3%	1.7%	8.0%	10.5%	2.4%	1.6%	44.4%	11.5%	1.6%	33.9%	17.6%	0.9%	17.1%	4.2%	4.5%	5.5%
	100.0%	8.6%	75.0%	5.2%	3.4%	69.8%	0.9%	3.4%	7.8%	3.4%	2.6%	41.4%	21.6%	2.6%	73.3%	29.3%	1.7%	56.0%	16.4%	1.7%	5.2%
CONSTRAINED INDULGENCE SEEKERS	105	20	69	9	11	60	1	5	0	5	17	7	26	21	13	5	13	51	31	2	5
	8.5%	4.4%	11.8%	6.4%	3.5%	13.5%	1.7%	10.0%	0.0%	3.0%	9.3%	6.5%	12.0%	11.0%	5.2%	2.6%	5.8%	13.4%	6.9%	4.5%	4.6%
	100.0%	19.0%	65.7%	8.6%	10.5%	57.1%	1.0%	4.8%	0.0%	4.8%	16.2%	6.7%	24.8%	20.0%	12.4%	4.8%	12.4%	48.6%	29.5%	1.9%	4.8%
UNENTHUSIASTIC FUNCTIONALISTS	172	19	111	7	12	104	2	3	3	5	10	12	49	36	24	9	7	105	26	0	8
	14.0%	4.2%	19.0%	5.0%	3.8%	23.5%	3.4%	6.0%	3.5%	3.0%	5.5%	11.1%	22.6%	18.8%	9.6%	4.7%	3.1%	27.6%	5.8%	0.0%	7.3%
	100.0%	11.0%	64.5%	4.1%	7.0%	60.5%	1.2%	1.7%	1.7%	2.9%	5.8%	7.0%	28.5%	20.9%	14.0%	5.2%	4.1%	61.0%	15.1%	0.0%	4.7%
ONE YR OR LESS	92	25	43	8	17	35	1	6	0	10	12	5	13	17	14	7	12	35	22	2	3
	7.5%	5.5%	7.4%	5.7%	5.4%	7.9%	1.7%	12.0%	0.0%	6.0%	6.6%	4.6%	6.0%	8.9%	5.6%	3.6%	5.4%	9.2%	4.9%	4.5%	2.8%
	100.0%	27.2%	46.7%	8.7%	18.5%	38.0%	1.1%	6.5%	0.0%	10.9%	13.0%	5.4%	14.1%	18.5%	15.2%	7.6%	13.0%	38.0%	23.9%	2.2%	3.3%
2-6 YEARS	388	172	147	40	132	107	16	19	24	65	79	28	49	62	66	61	104	91	163	18	32
	31.6%	37.7%	25.2%	28.6%	41.8%	24.2%	27.1%	38.0%	27.9%	38.9%	43.2%	25.9%	22.6%	32.5%	26.3%	31.6%	46.6%	23.9%	36.1%	40.9%	29.4%
	100.0%	44.3%	37.9%	10.3%	34.0%	27.6%	4.1%	4.9%	6.2%	16.8%	20.4%	7.2%	12.6%	16.0%	17.0%	15.7%	26.8%	23.5%	42.0%	4.6%	8.2%
7-11 YEARS	218	81	104	26	55	78	14	8	19	32	36	22	39	40	44	33	48	73	85	11	19
	17.7%	17.8%	17.8%	18.6%	17.4%	17.6%	23.7%	16.0%	22.1%	19.2%	19.7%	20.4%	18.0%	20.9%	17.5%	17.1%	21.5%	19.2%	18.8%	25.0%	17.4%
	100.0%	37.2%	47.7%	11.9%	25.2%	35.8%	6.4%	3.7%	8.7%	14.7%	16.5%	10.1%	17.9%	18.3%	20.2%	15.1%	22.0%	33.5%	39.0%	5.0%	8.7%
12-20 YEARS	247	87	120	28	59	92	13	8	17	39	27	23	48	32	53	42	44	79	95	7	25
	20.1%	19.1%	20.6%	20.0%	18.7%	20.8%	22.0%	16.0%	19.8%	23.4%	14.8%	21.3%	22.1%	16.8%	21.1%	21.8%	19.7%	20.8%	21.1%	15.9%	22.9%
	100.0%	35.2%	48.6%	11.3%	23.9%	37.2%	5.3%	3.2%	6.9%	15.8%	10.9%	9.3%	19.4%	13.0%	21.5%	17.0%	17.8%	32.0%	38.5%	2.8%	10.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019574

Cigar Segmentation

Banner A

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
TOTAL REP	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
21+ YEARS	271	87	162	36	51	126	15	8	26	20	28	30	65	38	72	49	14	100	84	5	30
	22.1%	19.1%	27.8%	25.7%	16.1%	28.4%	25.4%	16.0%	30.2%	12.0%	15.3%	27.8%	30.0%	19.9%	28.7%	25.4%	6.3%	26.3%	18.6%	11.4%	27.5%
	100.0%	32.1%	59.8%	13.3%	18.8%	46.5%	5.5%	3.0%	9.6%	7.4%	10.3%	11.1%	24.0%	14.0%	26.6%	18.1%	5.2%	36.9%	31.0%	1.8%	11.1%
MILD	474	129	261	43	86	218	17	15	21	43	62	57	94	78	98	48	71	185	138	17	33
	38.6%	28.3%	44.8%	30.7%	27.2%	49.2%	28.8%	30.0%	24.4%	25.7%	33.9%	52.8%	43.3%	40.8%	39.0%	24.9%	31.8%	48.7%	30.6%	38.6%	30.3%
	100.0%	27.2%	55.1%	9.1%	18.1%	46.0%	3.6%	3.2%	4.4%	9.1%	13.1%	12.0%	19.8%	16.5%	20.7%	10.1%	15.0%	39.0%	29.1%	3.6%	7.0%
MEDIUM	638	262	294	82	180	212	35	30	46	103	105	46	112	99	121	111	116	181	261	22	64
	51.9%	57.5%	50.4%	58.6%	57.0%	47.9%	59.3%	60.0%	53.5%	61.7%	57.4%	42.6%	51.6%	51.8%	48.2%	57.5%	52.0%	47.6%	57.9%	50.0%	58.7%
	100.0%	41.1%	46.1%	12.9%	28.2%	33.2%	5.5%	4.7%	7.2%	16.1%	16.5%	7.2%	17.6%	15.5%	19.0%	17.4%	18.2%	28.4%	40.9%	3.4%	10.0%
STRONG	99	61	23	14	47	9	7	4	19	19	15	4	10	11	27	30	33	11	51	5	12
	8.1%	13.4%	3.9%	10.0%	14.9%	2.0%	11.9%	8.0%	22.1%	11.4%	8.2%	3.7%	4.6%	5.8%	10.8%	15.5%	14.8%	2.9%	11.3%	11.4%	11.0%
	100.0%	61.6%	23.2%	14.1%	47.5%	9.1%	7.1%	4.0%	19.2%	19.2%	15.2%	4.0%	10.1%	11.1%	27.3%	30.3%	33.3%	11.1%	51.5%	5.1%	12.1%
KNOWLEDGABLE SMOKERS	130	81	42	18	63	24	6	6	33	25	16	11	14	14	47	56	24	23	52	7	34
	10.6%	17.8%	7.2%	12.9%	19.9%	5.4%	10.2%	12.0%	38.4%	15.0%	8.7%	10.2%	6.5%	7.3%	18.7%	29.0%	10.8%	6.1%	11.5%	15.9%	31.2%
	100.0%	62.3%	32.3%	13.8%	48.5%	18.5%	4.6%	4.6%	25.4%	19.2%	12.3%	8.5%	10.8%	10.8%	36.2%	43.1%	18.5%	17.7%	40.0%	5.4%	26.2%
NOT KNOWLEDGEABLE SMOKRS	468	93	236	33	60	203	10	10	5	31	58	35	80	82	68	29	78	176	154	21	10
	38.1%	20.4%	40.5%	23.6%	19.0%	45.8%	16.9%	20.0%	5.8%	18.6%	31.7%	32.4%	36.9%	42.9%	27.1%	15.0%	35.0%	46.3%	34.1%	47.7%	9.2%
	100.0%	19.9%	50.4%	7.1%	12.8%	43.4%	2.1%	2.1%	1.1%	6.6%	12.4%	7.5%	17.1%	17.5%	14.5%	6.2%	16.7%	37.6%	32.9%	4.5%	2.1%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019575

Cigar Segmentation

Banner B

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMIUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMIUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
TOTAL	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Premium vs. Mass smoking habits																					
REG PREMIUM	456	456	140	140	316	0	59	50	77	143	130	9	50	64	72	107	130	52	242	19	74
	37.1%	100.0%	24.0%	100.0%	100.0%	0.0%	100.0%	100.0%	89.5%	85.6%	71.0%	8.3%	23.0%	33.5%	28.7%	55.4%	58.3%	13.7%	53.7%	43.2%	67.9%
	100.0%	100.0%	30.7%	30.7%	69.3%	0.0%	12.9%	11.0%	16.9%	31.4%	28.5%	2.0%	11.0%	14.0%	15.8%	23.5%	28.5%	11.4%	53.1%	4.2%	16.2%
REG MASS	583	140	583	140	0	443	59	50	24	60	56	106	188	137	168	90	44	284	159	14	28
	47.4%	30.7%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	27.9%	35.9%	30.6%	98.1%	86.6%	71.7%	66.9%	46.6%	19.7%	74.7%	35.3%	31.8%	25.7%
	100.0%	24.0%	100.0%	24.0%	0.0%	76.0%	10.1%	8.6%	4.1%	10.3%	9.6%	18.2%	32.2%	23.5%	28.8%	15.4%	7.5%	48.7%	27.3%	2.4%	4.8%
REG DUAL	140	140	140	140	0	0	59	50	18	50	36	9	42	48	30	34	19	33	67	5	15
	11.4%	30.7%	24.0%	100.0%	0.0%	0.0%	100.0%	100.0%	20.9%	29.9%	19.7%	8.3%	19.4%	25.1%	12.0%	17.6%	8.5%	8.7%	14.9%	11.4%	13.8%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	42.1%	35.7%	12.9%	35.7%	25.7%	6.4%	30.0%	34.3%	21.4%	24.3%	13.6%	23.6%	47.9%	3.6%	10.7%
PREMIUM ONLY	316	316	0	0	316	0	0	0	59	93	94	0	8	16	42	73	111	19	175	14	59
	25.7%	69.3%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	68.6%	55.7%	51.4%	0.0%	3.7%	8.4%	16.7%	37.8%	49.8%	5.0%	38.8%	31.8%	54.1%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	18.7%	29.4%	29.7%	0.0%	2.5%	5.1%	13.3%	23.1%	35.1%	6.0%	55.4%	4.4%	18.7%
MASS ONLY	443	0	443	0	0	443	0	0	6	10	20	97	146	89	138	56	25	251	92	9	13
	36.0%	0.0%	76.0%	0.0%	0.0%	100.0%	0.0%	0.0%	7.0%	6.0%	10.9%	89.8%	67.3%	46.6%	55.0%	29.0%	11.2%	66.1%	20.4%	20.5%	11.9%
	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	1.4%	2.3%	4.5%	21.9%	33.0%	20.1%	31.2%	12.6%	5.6%	56.7%	20.8%	2.0%	2.9%
Premium vs. Mass smoking habits - Dual smokers																					
MOSTLY PREMIUM	59	59	59	59	0	0	59	0	14	28	17	1	13	28	11	15	9	8	38	2	5
	4.8%	12.9%	10.1%	42.1%	0.0%	0.0%	100.0%	0.0%	16.3%	16.8%	9.3%	0.9%	6.0%	14.7%	4.4%	7.8%	4.0%	2.1%	8.4%	4.5%	4.6%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	23.7%	47.5%	28.8%	1.7%	22.0%	47.5%	18.6%	25.4%	15.3%	13.6%	64.4%	3.4%	8.5%
MOSTLY MASS	50	50	50	50	0	0	0	50	2	21	15	8	26	16	14	12	4	17	18	3	3
	4.1%	11.0%	8.6%	35.7%	0.0%	0.0%	0.0%	100.0%	2.3%	12.6%	8.2%	7.4%	12.0%	8.4%	5.6%	6.2%	1.8%	4.5%	4.0%	6.8%	2.8%
	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	4.0%	42.0%	30.0%	16.0%	52.0%	32.0%	28.0%	24.0%	8.0%	34.0%	36.0%	6.0%	6.0%
Premium users																					
HEAVY (45+)	86	77	24	18	59	6	14	2	86	0	0	7	19	4	43	49	18	8	38	0	31
	7.0%	16.9%	4.1%	12.9%	18.7%	1.4%	23.7%	4.0%	100.0%	0.0%	0.0%	6.5%	8.8%	2.1%	17.1%	25.4%	8.1%	2.1%	8.4%	0.0%	28.4%
	100.0%	89.5%	27.9%	20.9%	68.6%	7.0%	16.3%	2.3%	100.0%	0.0%	0.0%	8.1%	22.1%	4.7%	50.0%	57.0%	20.9%	9.3%	44.2%	0.0%	36.0%
MEDIUM (7-44)	167	143	60	50	93	10	28	21	0	167	0	11	29	30	25	38	41	13	94	7	25
	13.6%	31.4%	10.3%	35.7%	29.4%	2.3%	47.5%	42.0%	0.0%	100.0%	0.0%	10.2%	13.4%	15.7%	10.0%	19.7%	18.4%	3.4%	20.8%	15.9%	22.9%
	100.0%	85.6%	35.9%	29.9%	55.7%	6.0%	16.8%	12.6%	0.0%	100.0%	0.0%	6.6%	17.4%	18.0%	15.0%	22.8%	24.6%	7.8%	56.3%	4.2%	15.0%
LIGHT (1-6)	183	130	56	36	94	20	17	15	0	0	183	3	20	36	9	17	67	34	105	11	8
	14.9%	28.5%	9.6%	25.7%	29.7%	4.5%	28.8%	30.0%	0.0%	0.0%	100.0%	2.8%	9.2%	18.8%	3.6%	8.8%	30.0%	8.9%	23.3%	25.0%	7.3%
	100.0%	71.0%	30.6%	19.7%	51.4%	10.9%	9.3%	8.2%	0.0%	0.0%	100.0%	1.6%	10.9%	19.7%	4.9%	9.3%	36.6%	18.6%	57.4%	6.0%	4.4%
Mass users																					
HEAVY (90+)	108	9	106	9	0	97	1	8	7	11	3	108	0	0	97	39	4	61	22	4	9
	8.8%	2.0%	18.2%	6.4%	0.0%	21.9%	1.7%	16.0%	8.1%	6.6%	1.6%	100.0%	0.0%	0.0%	38.6%	20.2%	1.8%	16.1%	4.9%	9.1%	8.3%
	100.0%	8.3%	98.1%	8.3%	0.0%	89.8%	0.9%	7.4%	6.5%	10.2%	2.8%	100.0%	0.0%	0.0%	89.8%	36.1%	3.7%	56.5%	20.4%	3.7%	8.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019576

Cigar Segmentation

Banner B

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS																SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS		PREMIUM USERS			MASS USERS									
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
TOTAL	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
MEDIUM (11-89)	217	50	188	42	8	146	13	26	19	29	20	0	217	0	45	36	11	99	60	2	12
	17.7%	11.0%	32.2%	30.0%	2.5%	33.0%	22.0%	52.0%	22.1%	17.4%	10.9%	0.0%	100.0%	0.0%	17.9%	18.7%	4.9%	26.1%	13.3%	4.5%	11.0%
	100.0%	23.0%	86.6%	19.4%	3.7%	67.3%	6.0%	12.0%	8.8%	13.4%	9.2%	0.0%	100.0%	0.0%	20.7%	16.6%	5.1%	45.6%	27.6%	0.9%	5.5%
LIGHT (1-10)	191	64	137	48	16	89	28	16	4	30	36	0	0	191	8	11	23	81	61	8	10
	15.5%	14.0%	23.5%	34.3%	5.1%	20.1%	47.5%	32.0%	4.7%	18.0%	19.7%	0.0%	0.0%	100.0%	3.2%	5.7%	10.3%	21.3%	13.5%	18.2%	9.2%
	100.0%	33.5%	71.7%	25.1%	8.4%	46.6%	14.7%	8.4%	2.1%	15.7%	18.8%	0.0%	0.0%	100.0%	4.2%	5.8%	12.0%	42.4%	31.9%	4.2%	5.2%
HEAVY CIGAR SMOKERS WEEKLY (7+)	251	72	163	30	42	138	11	14	43	25	9	97	45	8	251	120	17	111	65	6	27
	20.4%	15.8%	28.8%	21.4%	13.3%	31.2%	18.6%	28.0%	50.0%	15.0%	4.9%	89.8%	20.7%	4.2%	100.0%	62.2%	7.6%	29.2%	14.4%	13.6%	24.8%
	100.0%	28.7%	66.9%	12.0%	16.7%	55.0%	4.4%	5.6%	17.1%	10.0%	3.6%	38.6%	17.9%	3.2%	100.0%	47.8%	6.8%	44.2%	25.9%	2.4%	10.8%
HEAVY SPENDER WEEKLY ($20+)	193	107	90	34	73	56	15	12	49	38	17	39	36	11	120	193	44	43	78	8	29
	15.7%	23.5%	15.4%	24.3%	23.1%	12.6%	25.4%	24.0%	57.0%	22.8%	9.3%	36.1%	16.6%	5.8%	47.8%	100.0%	19.7%	11.3%	17.3%	18.2%	26.6%
	100.0%	55.4%	46.6%	17.6%	37.8%	29.0%	7.8%	6.2%	25.4%	19.7%	8.8%	20.2%	18.7%	5.7%	62.2%	100.0%	22.8%	22.3%	40.4%	4.1%	15.0%
HEAVY SPENDER PER CIGAR ($7+)	223	130	44	19	111	25	9	4	18	41	67	4	11	23	17	44	223	17	124	19	14
	18.1%	28.5%	7.5%	13.6%	35.1%	5.6%	15.3%	8.0%	20.9%	24.6%	36.6%	3.7%	5.1%	12.0%	6.8%	22.8%	100.0%	4.5%	27.5%	43.2%	12.8%
	100.0%	58.3%	19.7%	8.5%	49.8%	11.2%	4.0%	1.8%	8.1%	18.4%	30.0%	1.8%	4.9%	10.3%	7.6%	19.7%	100.0%	7.6%	55.6%	8.5%	6.3%
Source buy from most often																					
MASS CHANEL	380	52	284	33	19	251	8	17	8	13	34	61	99	81	111	43	17	380	16	5	3
	30.9%	11.4%	48.7%	23.6%	6.0%	56.7%	13.6%	34.0%	9.3%	7.8%	18.6%	56.5%	45.6%	42.4%	44.2%	22.3%	7.6%	100.0%	3.5%	11.4%	2.8%
	100.0%	13.7%	74.7%	8.7%	5.0%	66.1%	2.1%	4.5%	2.1%	3.4%	8.9%	16.1%	26.1%	21.3%	29.2%	11.3%	4.5%	100.0%	4.2%	1.3%	0.8%
TOBACCONIST	451	242	159	67	175	92	38	18	38	94	105	22	60	61	65	78	124	16	451	6	5
	36.7%	53.1%	27.3%	47.9%	55.4%	20.8%	64.4%	36.0%	44.2%	56.3%	57.4%	20.4%	27.6%	31.9%	25.9%	40.4%	55.6%	4.2%	100.0%	13.6%	4.6%
	100.0%	53.7%	35.3%	14.9%	38.8%	20.4%	8.4%	4.0%	8.4%	20.8%	23.3%	4.9%	13.3%	13.5%	14.4%	17.3%	27.5%	3.5%	100.0%	1.3%	1.1%
ON PREMISE	44	19	14	5	14	9	2	3	0	7	11	4	2	8	6	8	19	5	6	44	1
	3.6%	4.2%	2.4%	3.6%	4.4%	2.0%	3.4%	6.0%	0.0%	4.2%	6.0%	3.7%	0.9%	4.2%	2.4%	4.1%	8.5%	1.3%	1.3%	100.0%	0.9%
	100.0%	43.2%	31.8%	11.4%	31.8%	20.5%	4.5%	6.8%	0.0%	15.9%	25.0%	9.1%	4.5%	18.2%	13.6%	18.2%	43.2%	11.4%	13.6%	100.0%	2.3%
MAIL ORDER/CATALOG/ INTERNET	109	74	28	15	59	13	5	3	31	25	8	9	12	10	27	29	14	3	5	1	109
	8.9%	16.2%	4.8%	10.7%	18.7%	2.9%	8.5%	6.0%	36.0%	15.0%	4.4%	8.3%	5.5%	5.2%	10.8%	15.0%	6.3%	0.8%	1.1%	2.3%	100.0%
	100.0%	67.9%	25.7%	13.8%	54.1%	11.9%	4.6%	2.8%	28.4%	22.9%	7.3%	8.3%	11.0%	9.2%	24.8%	26.6%	12.8%	2.8%	4.6%	0.9%	100.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019577

Cigar Segmentation

Banner C

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
TOTAL	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
General Cigar Regular/most often users																					
MACANUDO	191	177	48	47	130	1	21	17	29	54	66	4	21	18	26	40	71	19	114	9	18
	15.5%	38.8%	8.2%	33.6%	41.1%	0.2%	35.6%	34.0%	33.7%	32.3%	36.1%	3.7%	9.7%	9.4%	10.4%	20.7%	31.8%	5.0%	25.3%	20.5%	16.5%
	100.0%	92.7%	25.1%	24.6%	68.1%	0.5%	11.0%	8.9%	15.2%	28.3%	34.6%	2.1%	11.0%	9.4%	13.6%	20.9%	37.2%	9.9%	59.7%	4.7%	9.4%
MACANUDO VINTAGE (+PP3M)	33	29	15	14	15	1	9	2	9	14	6	1	7	4	9	14	12	3	21	0	5
	2.7%	6.4%	2.6%	10.0%	4.7%	0.2%	15.3%	4.0%	10.5%	8.4%	3.3%	0.9%	3.2%	2.1%	3.6%	7.3%	5.4%	0.8%	4.7%	0.0%	4.6%
	100.0%	87.9%	45.5%	42.4%	45.5%	3.0%	27.3%	6.1%	27.3%	42.4%	18.2%	3.0%	21.2%	12.1%	27.3%	42.4%	36.4%	9.1%	63.6%	0.0%	15.2%
PARTAGAS	75	75	21	21	54	0	15	4	19	29	13	1	11	7	16	27	27	5	52	2	10
	6.1%	16.4%	3.6%	15.0%	17.1%	0.0%	25.4%	8.0%	22.1%	17.4%	7.1%	0.9%	5.1%	3.7%	6.4%	14.0%	12.1%	1.3%	11.5%	4.5%	9.2%
	100.0%	100.0%	28.0%	28.0%	72.0%	0.0%	20.0%	5.3%	25.3%	38.7%	17.3%	1.3%	14.7%	9.3%	21.3%	36.0%	36.0%	6.7%	69.3%	2.7%	13.3%
PUNCH	54	53	18	18	35	0	12	3	17	19	9	2	7	7	15	18	11	3	27	1	10
	4.4%	11.6%	3.1%	12.9%	11.1%	0.0%	20.3%	6.0%	19.8%	11.4%	4.9%	1.9%	3.2%	3.7%	6.0%	9.3%	4.9%	0.8%	6.0%	2.3%	9.2%
	100.0%	98.1%	33.3%	33.3%	64.8%	0.0%	22.2%	5.6%	31.5%	35.2%	16.7%	3.7%	13.0%	13.0%	27.8%	33.3%	20.4%	5.6%	50.0%	1.9%	18.5%
COHIBA	62	56	14	14	42	0	8	3	17	19	14	0	5	3	11	20	34	2	36	5	4
	5.0%	12.3%	2.4%	10.0%	13.3%	0.0%	13.6%	6.0%	19.8%	11.4%	7.7%	0.0%	2.3%	1.6%	4.4%	10.4%	15.2%	0.5%	8.0%	11.4%	3.7%
	100.0%	90.3%	22.6%	22.6%	67.7%	0.0%	12.9%	4.8%	27.4%	30.6%	22.6%	0.0%	8.1%	4.8%	17.7%	32.3%	54.8%	3.2%	58.1%	8.1%	6.5%
HOYO DE MONTERREY	34	34	13	13	21	0	8	2	12	13	2	0	6	4	14	14	3	3	21	0	4
	2.8%	7.5%	2.2%	9.3%	6.6%	0.0%	13.6%	4.0%	14.0%	7.8%	1.1%	0.0%	2.8%	2.1%	5.6%	7.3%	1.3%	0.8%	4.7%	0.0%	3.7%
	100.0%	100.0%	38.2%	38.2%	61.8%	0.0%	23.5%	5.9%	35.3%	38.2%	5.9%	0.0%	17.6%	11.8%	41.2%	41.2%	8.8%	8.8%	61.8%	0.0%	11.8%
HOYO DE MONT. EXCAL (+PP3M)	36	34	8	8	26	0	4	1	10	15	2	0	2	9	10	10	6	1	19	0	9
	2.9%	7.5%	1.4%	5.7%	8.2%	0.0%	6.8%	2.0%	11.6%	9.0%	1.1%	0.0%	0.9%	4.7%	4.0%	5.2%	2.7%	0.3%	4.2%	0.0%	8.3%
	100.0%	94.4%	22.2%	22.2%	72.2%	0.0%	11.1%	2.8%	27.8%	41.7%	5.6%	0.0%	5.6%	25.0%	27.8%	27.8%	16.7%	2.8%	52.8%	0.0%	25.0%
GARCIA Y VEGA	79	32	72	32	0	40	10	15	5	15	12	10	28	20	17	14	6	36	21	1	5
	6.4%	7.0%	12.3%	22.9%	0.0%	9.0%	16.9%	30.0%	5.8%	9.0%	6.6%	9.3%	12.9%	10.5%	6.8%	7.3%	2.7%	9.5%	4.7%	2.3%	4.6%
	100.0%	40.5%	91.1%	40.5%	0.0%	50.6%	12.7%	19.0%	6.3%	19.0%	15.2%	12.7%	35.4%	25.3%	21.5%	17.7%	7.6%	45.6%	26.6%	1.3%	6.3%
TIPARILLO	49	8	44	8	0	36	3	5	1	6	4	10	22	9	16	7	4	22	19	1	2
	4.0%	1.8%	7.5%	5.7%	0.0%	8.1%	5.1%	10.0%	1.2%	3.6%	2.2%	9.3%	10.1%	4.7%	6.4%	3.6%	1.8%	5.8%	4.2%	2.3%	1.8%
	100.0%	16.3%	89.8%	16.3%	0.0%	73.5%	6.1%	10.2%	2.0%	12.2%	8.2%	20.4%	44.9%	18.4%	32.7%	14.3%	8.2%	44.9%	38.8%	2.0%	4.1%
WHITE OWL	63	12	62	12	0	50	1	10	1	4	7	13	26	8	26	13	2	31	16	3	1
	5.1%	2.6%	10.6%	8.6%	0.0%	11.3%	1.7%	20.0%	1.2%	2.4%	3.8%	12.0%	12.0%	4.2%	10.4%	6.7%	0.9%	8.2%	3.5%	6.8%	0.9%
	100.0%	19.0%	98.4%	19.0%	0.0%	79.4%	1.6%	15.9%	1.6%	6.3%	11.1%	20.6%	41.3%	12.7%	41.3%	20.6%	3.2%	49.2%	25.4%	4.8%	1.6%
General Cigar Heavy users																					
MACANUDO	33	30	9	8	22	1	4	3	21	12	0	3	9	0	12	19	10	3	21	0	5
	2.7%	6.6%	1.5%	5.7%	7.0%	0.2%	6.8%	6.0%	24.4%	7.2%	0.0%	2.8%	4.1%	0.0%	4.8%	9.8%	4.5%	0.8%	4.7%	0.0%	4.6%
	100.0%	90.9%	27.3%	24.2%	66.7%	3.0%	12.1%	9.1%	63.6%	36.4%	0.0%	9.1%	27.3%	0.0%	36.4%	57.6%	30.3%	9.1%	63.6%	0.0%	15.2%
COHIBA	17	14	3	2	12	1	2	0	10	7	0	1	2	1	3	7	10	0	11	1	2
	1.4%	3.1%	0.5%	1.4%	3.8%	0.2%	3.4%	0.0%	11.6%	4.2%	0.0%	0.9%	0.9%	0.5%	1.2%	3.6%	4.5%	0.0%	2.4%	2.3%	1.8%
	100.0%	82.4%	17.6%	11.8%	70.6%	5.9%	11.8%	0.0%	58.8%	41.2%	0.0%	5.9%	11.8%	5.9%	17.6%	41.2%	58.8%	0.0%	64.7%	5.9%	11.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019578

Cigar Segmentation

Banner D

Base: Total completes

	TOTAL	PREMIUM VS MASS SMOKING HABITS: REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	DUAL SMOKERS: MOSTLY PREMUM	MOSTLY MASS	PREMIUM USERS: HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	MASS USERS: HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	SOURCE BUY FROM MOST OFTEN: MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
TOTAL REP AND OVERQUOTA	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Rep & overquota - Smoke competitors reg/most often																					
DAVIDOFF (+PP3M)	36	31	10	9	22	1	5	1	11	11	9	1	3	4	11	15	19	0	22	2	2
	2.9%	6.8%	1.7%	6.4%	7.0%	0.2%	8.5%	2.0%	12.8%	6.6%	4.9%	0.9%	1.4%	2.1%	4.4%	7.8%	8.5%	0.0%	4.9%	4.5%	1.8%
	100.0%	86.1%	27.8%	25.0%	61.1%	2.8%	13.9%	2.8%	30.6%	30.6%	25.0%	2.8%	8.3%	11.1%	30.6%	41.7%	52.8%	0.0%	61.1%	5.6%	5.6%
DON DIEGO	46	42	23	23	19	0	11	8	6	16	14	2	6	8	9	15	9	5	21	2	2
	3.7%	9.2%	3.9%	16.4%	6.0%	0.0%	18.6%	16.0%	7.0%	9.6%	7.7%	1.9%	2.8%	4.2%	3.6%	7.8%	4.0%	1.3%	4.7%	4.5%	1.8%
	100.0%	91.3%	50.0%	50.0%	41.3%	0.0%	23.9%	17.4%	13.0%	34.8%	30.4%	4.3%	13.0%	17.4%	19.6%	32.6%	19.6%	10.9%	45.7%	4.3%	4.3%
FUENTE/ARTURO FUENTE	94	91	26	25	66	1	12	7	24	40	10	0	11	11	23	32	24	6	61	2	12
	7.6%	20.0%	4.5%	17.9%	20.9%	0.2%	20.3%	14.0%	27.9%	24.0%	5.5%	0.0%	5.1%	5.8%	9.2%	16.6%	10.8%	1.6%	13.5%	4.5%	11.0%
	100.0%	96.8%	27.7%	26.6%	70.2%	1.1%	12.8%	7.4%	25.5%	42.6%	10.6%	0.0%	11.7%	11.7%	24.5%	34.0%	25.5%	6.4%	64.9%	2.1%	12.8%
H. UPMANN	73	71	13	13	58	0	6	1	21	22	13	0	7	6	15	24	18	2	42	0	12
	5.9%	15.6%	2.2%	9.3%	18.4%	0.0%	10.2%	2.0%	24.4%	13.2%	7.1%	0.0%	3.2%	3.1%	6.0%	12.4%	8.1%	0.5%	9.3%	0.0%	11.0%
	100.0%	97.3%	17.8%	17.8%	79.5%	0.0%	8.2%	1.4%	28.8%	30.1%	17.8%	0.0%	9.6%	8.2%	20.5%	32.9%	24.7%	2.7%	57.5%	0.0%	16.4%
MONTECRISTO	50	50	15	15	35	0	8	3	12	15	19	0	4	8	9	17	25	4	36	2	4
	4.1%	11.0%	2.6%	10.7%	11.1%	0.0%	13.6%	6.0%	14.0%	9.0%	10.4%	0.0%	1.8%	4.2%	3.6%	8.8%	11.2%	1.1%	8.0%	4.5%	3.7%
	100.0%	100.0%	30.0%	30.0%	70.0%	0.0%	16.0%	6.0%	24.0%	30.0%	38.0%	0.0%	8.0%	16.0%	18.0%	34.0%	50.0%	8.0%	72.0%	4.0%	8.0%
TE AMO	41	39	17	17	22	0	5	6	8	16	5	1	5	5	13	13	7	4	20	1	7
	3.3%	8.6%	2.9%	12.1%	7.0%	0.0%	8.5%	12.0%	9.3%	9.6%	2.7%	0.9%	2.3%	2.6%	5.2%	6.7%	3.1%	1.1%	4.4%	2.3%	6.4%
	100.0%	95.1%	41.5%	41.5%	53.7%	0.0%	12.2%	14.6%	19.5%	39.0%	12.2%	2.4%	12.2%	12.2%	31.7%	31.7%	17.1%	9.8%	48.8%	2.4%	17.1%
SWISHER SWEETS	235	29	215	28	1	187	5	20	4	15	18	47	73	53	63	29	15	143	48	5	7
	19.1%	6.4%	36.9%	20.0%	0.3%	42.2%	8.5%	40.0%	4.7%	9.0%	9.8%	43.5%	33.6%	27.7%	25.1%	15.0%	6.7%	37.6%	10.6%	11.4%	6.4%
	100.0%	12.3%	91.5%	11.9%	0.4%	79.6%	2.1%	8.5%	1.7%	6.4%	7.7%	20.0%	31.1%	22.6%	26.8%	12.3%	6.4%	60.9%	20.4%	2.1%	3.0%
HAV-A-TAMPA	70	13	69	13	0	56	3	6	3	6	7	20	24	14	31	15	7	37	18	2	1
	5.7%	2.9%	11.8%	9.3%	0.0%	12.6%	5.1%	12.0%	3.5%	3.6%	3.8%	18.5%	11.1%	7.3%	12.4%	7.8%	3.1%	9.7%	4.0%	4.5%	0.9%
	100.0%	18.6%	98.6%	18.6%	0.0%	80.0%	4.3%	8.6%	4.3%	8.6%	10.0%	28.6%	34.3%	20.0%	44.3%	21.4%	10.0%	52.9%	25.7%	2.9%	1.4%
PHILLIES	51	12	50	12	0	38	4	8	3	7	7	17	16	8	23	14	2	35	14	2	1
	4.1%	2.6%	8.6%	8.6%	0.0%	8.6%	6.8%	16.0%	3.5%	4.2%	3.8%	15.7%	7.4%	4.2%	9.2%	7.3%	0.9%	9.2%	3.1%	4.5%	0.9%
	100.0%	23.5%	98.0%	23.5%	0.0%	74.5%	7.8%	15.7%	5.9%	13.7%	13.7%	33.3%	31.4%	15.7%	45.1%	27.5%	3.9%	68.6%	27.5%	3.9%	2.0%
DUTCH MASTER	105	25	101	25	0	76	7	13	3	9	9	22	30	26	29	17	4	55	29	4	5
	8.5%	5.5%	17.3%	17.9%	0.0%	17.2%	11.9%	26.0%	3.5%	5.4%	4.9%	20.4%	13.8%	13.6%	11.6%	8.8%	1.8%	14.5%	6.4%	9.1%	4.6%
	100.0%	23.8%	96.2%	23.8%	0.0%	72.4%	6.7%	12.4%	2.9%	8.6%	8.6%	21.0%	28.6%	24.8%	27.6%	16.2%	3.8%	52.4%	27.6%	3.8%	4.8%
EL PRODUCTO	45	6	44	6	0	38	2	4	1	5	4	9	17	9	10	5	3	21	14	5	0
	3.7%	1.3%	7.5%	4.3%	0.0%	8.6%	3.4%	8.0%	1.2%	3.0%	2.2%	8.3%	7.8%	4.7%	4.0%	2.6%	1.3%	5.5%	3.1%	11.4%	0.0%
	100.0%	13.3%	97.8%	13.3%	0.0%	84.4%	4.4%	8.9%	2.2%	11.1%	8.9%	20.0%	37.8%	20.0%	22.2%	11.1%	6.7%	46.7%	31.1%	11.1%	0.0%
Total Rep Only	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019579

Cigar Segmentation

Banner D

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total Rep Only	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Rep only - Catalog purchasers																					
JR TOBACCO	78	48	23	10	38	18	4	4	18	25	7	13	11	7	35	33	13	14	26	5	30
	6.3%	10.5%	4.8%	7.1%	12.0%	4.1%	6.8%	8.0%	20.9%	15.0%	3.8%	12.0%	5.1%	3.7%	13.9%	17.1%	5.8%	3.7%	5.8%	11.4%	27.5%
	100.0%	61.5%	35.9%	12.8%	48.7%	23.1%	5.1%	5.1%	23.1%	32.1%	9.0%	16.7%	14.1%	9.0%	44.9%	42.3%	16.7%	17.9%	33.3%	6.4%	38.5%
THOMPSON	132	93	52	33	60	19	18	8	36	35	12	14	22	8	41	40	19	21	40	3	56
	10.7%	20.4%	8.9%	23.6%	19.0%	4.3%	30.5%	16.0%	41.9%	21.0%	6.6%	13.0%	10.1%	4.2%	16.3%	20.7%	8.5%	5.5%	8.9%	6.8%	51.4%
	100.0%	70.5%	39.4%	25.0%	45.5%	14.4%	13.6%	6.1%	27.3%	26.5%	9.1%	10.6%	16.7%	6.1%	31.1%	30.3%	14.4%	15.9%	30.3%	2.3%	42.4%
Rep only - Where find info																					
CIGAR AFICIONADO	174	129	41	26	103	15	14	4	41	55	30	3	17	20	38	60	52	7	99	5	35
	14.2%	28.3%	7.0%	18.6%	32.6%	3.4%	23.7%	8.0%	47.7%	32.9%	16.4%	2.8%	7.8%	10.5%	15.1%	31.1%	23.3%	1.8%	22.0%	11.4%	32.1%
	100.0%	74.1%	23.6%	14.9%	59.2%	8.6%	8.0%	2.3%	23.6%	31.6%	17.2%	1.7%	9.8%	11.5%	21.8%	34.5%	29.9%	4.0%	56.9%	2.9%	20.1%
CIGAR CATALOGS	257	140	105	41	99	64	22	11	42	65	33	25	37	35	72	71	35	59	84	2	75
	20.9%	30.7%	18.0%	29.3%	31.3%	14.4%	37.3%	22.0%	48.8%	38.9%	18.0%	23.1%	17.1%	18.3%	28.7%	36.8%	15.7%	15.5%	18.6%	4.5%	68.8%
	100.0%	54.5%	40.9%	16.0%	38.5%	24.9%	8.6%	4.3%	16.3%	25.3%	12.8%	9.7%	14.4%	13.6%	28.0%	27.6%	13.6%	23.0%	32.7%	0.8%	29.2%
Rep only																					
FREQ SMOKER AT BAR/REST	195	98	103	40	58	63	18	14	29	46	28	32	40	29	81	65	44	47	78	14	15
	15.9%	21.5%	17.7%	28.6%	18.4%	14.2%	30.5%	28.0%	33.7%	27.5%	15.3%	29.6%	18.4%	15.2%	32.3%	33.7%	19.7%	12.4%	17.3%	31.8%	13.8%
	100.0%	50.3%	52.8%	20.5%	29.7%	32.3%	9.2%	7.2%	14.9%	23.6%	14.4%	16.4%	20.5%	14.9%	41.5%	33.3%	22.6%	24.1%	40.0%	7.2%	7.7%
Rep only - Key Cities																					
CHICAGO	48	24	19	4	20	15	3	0	5	3	14	5	6	3	10	7	8	13	20	2	5
	3.9%	5.3%	3.3%	2.9%	6.3%	3.4%	5.1%	0.0%	5.8%	1.8%	7.7%	4.6%	2.8%	1.6%	4.0%	3.6%	3.6%	3.4%	4.4%	4.5%	4.6%
	100.0%	50.0%	39.6%	8.3%	41.7%	31.3%	6.3%	0.0%	10.4%	6.3%	29.2%	10.4%	12.5%	6.3%	20.8%	14.6%	16.7%	27.1%	41.7%	4.2%	10.4%
L.A.	18	9	4	2	7	2	1	1	1	8	3	1	2	2	2	4	6	1	10	0	3
	1.5%	2.0%	0.7%	1.4%	2.2%	0.5%	1.7%	2.0%	1.2%	4.8%	1.6%	0.9%	0.9%	1.0%	0.8%	2.1%	2.7%	0.3%	2.2%	0.0%	2.8%
	100.0%	50.0%	22.2%	11.1%	38.9%	11.1%	5.6%	5.6%	5.6%	44.4%	16.7%	5.6%	11.1%	11.1%	11.1%	22.2%	33.3%	5.6%	55.6%	0.0%	16.7%
N.Y.	23	12	4	1	11	3	0	1	3	6	3	0	2	4	8	7	7	1	10	1	7
	1.9%	2.6%	0.7%	0.7%	3.5%	0.7%	0.0%	2.0%	3.5%	3.6%	1.6%	0.0%	0.9%	2.1%	3.2%	3.6%	3.1%	0.3%	2.2%	2.3%	6.4%
	100.0%	52.2%	17.4%	4.3%	47.8%	13.0%	0.0%	4.3%	13.0%	26.1%	13.0%	0.0%	8.7%	17.4%	34.8%	30.4%	30.4%	4.3%	43.5%	4.3%	30.4%
D.C.	17	6	8	1	5	7	0	0	0	1	4	0	4	4	1	1	3	8	6	0	2
	1.4%	1.3%	1.4%	0.7%	1.6%	1.6%	0.0%	0.0%	0.0%	0.6%	2.2%	0.0%	1.8%	2.1%	0.4%	0.5%	1.3%	2.1%	1.3%	0.0%	1.8%
	100.0%	35.3%	47.1%	5.9%	29.4%	41.2%	0.0%	0.0%	0.0%	5.9%	23.5%	0.0%	23.5%	23.5%	5.9%	5.9%	17.6%	47.1%	35.3%	0.0%	11.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019580

Cigar Segmentation

Banner E

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS							PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
							DUAL SMOKERS														
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
Respondent age																					
21-24	51	19	28	6	13	22	1	5	3	4	12	6	8	10	11	7	12	20	17	1	0
	4.1%	4.2%	4.8%	4.3%	4.1%	5.0%	1.7%	10.0%	3.5%	2.4%	6.6%	5.6%	3.7%	5.2%	4.4%	3.6%	5.4%	5.3%	3.8%	2.3%	0.0%
	100.0%	37.3%	54.9%	11.8%	25.5%	43.1%	2.0%	9.8%	5.9%	7.8%	23.5%	11.8%	15.7%	19.6%	21.6%	13.7%	23.5%	39.2%	33.3%	2.0%	0.0%
25-34	339	140	131	35	105	96	19	9	15	47	71	8	47	60	31	41	101	93	143	22	18
	27.6%	30.7%	22.5%	25.0%	33.2%	21.7%	32.2%	18.0%	17.4%	28.1%	38.8%	7.4%	21.7%	31.4%	12.4%	21.2%	45.3%	24.5%	31.7%	50.0%	16.5%
	100.0%	41.3%	38.6%	10.3%	31.0%	28.3%	5.6%	2.7%	4.4%	13.9%	20.9%	2.4%	13.9%	17.7%	9.1%	12.1%	29.8%	27.4%	42.2%	6.5%	5.3%
35-44	368	136	168	40	96	128	17	18	23	63	50	33	57	62	64	49	71	102	148	12	35
	29.9%	29.8%	28.8%	28.6%	30.4%	28.9%	28.8%	36.0%	26.7%	37.7%	27.3%	30.6%	26.3%	32.5%	25.5%	25.4%	31.8%	26.8%	32.8%	27.3%	32.1%
	100.0%	37.0%	45.7%	10.9%	26.1%	34.8%	4.6%	4.9%	6.3%	17.1%	13.6%	9.0%	15.5%	16.8%	17.4%	13.3%	19.3%	27.7%	40.2%	3.3%	9.5%
45-54	309	117	158	35	82	123	9	10	32	40	36	34	63	41	85	63	30	103	105	7	36
	25.1%	25.7%	27.1%	25.0%	25.9%	27.8%	15.3%	20.0%	37.2%	24.0%	19.7%	31.5%	29.0%	21.5%	33.9%	32.6%	13.5%	27.1%	23.3%	15.9%	33.0%
	100.0%	37.9%	51.1%	11.3%	26.5%	39.8%	2.9%	3.2%	10.4%	12.9%	11.7%	11.0%	20.4%	13.3%	27.5%	20.4%	9.7%	33.3%	34.0%	2.3%	11.7%
55-65	162	44	98	24	20	74	13	8	13	13	14	27	42	18	60	33	9	62	38	2	20
	13.2%	9.6%	16.8%	17.1%	6.3%	16.7%	22.0%	16.0%	15.1%	7.8%	7.7%	25.0%	19.4%	9.4%	23.9%	17.1%	4.0%	16.3%	8.4%	4.5%	18.3%
	100.0%	27.2%	60.5%	14.8%	12.3%	45.7%	8.0%	4.9%	8.0%	8.0%	8.6%	16.7%	25.9%	11.1%	37.0%	20.4%	5.6%	38.3%	23.5%	1.2%	12.3%
NET 30-54	876	336	398	92	244	306	36	32	64	137	121	74	149	138	172	140	157	253	339	31	82
	71.3%	73.7%	68.3%	65.7%	77.2%	69.1%	61.0%	64.0%	74.4%	82.0%	66.1%	68.5%	68.7%	72.3%	68.5%	72.5%	70.4%	66.6%	75.2%	70.5%	75.2%
	100.0%	38.4%	45.4%	10.5%	27.9%	34.9%	4.1%	3.7%	7.3%	15.6%	13.8%	8.4%	17.0%	15.8%	19.6%	16.0%	17.9%	28.9%	38.7%	3.5%	9.4%
Household income																					
$50K-74.9K	262	102	108	30	72	78	17	8	19	42	43	22	37	42	49	38	47	63	108	12	25
	21.3%	22.4%	18.5%	21.4%	22.8%	17.6%	28.8%	16.0%	22.1%	25.1%	23.5%	20.4%	17.1%	22.0%	19.5%	19.7%	21.1%	16.6%	23.9%	27.3%	22.9%
	100.0%	38.9%	41.2%	11.5%	27.5%	29.8%	6.5%	3.1%	7.3%	16.0%	16.4%	8.4%	14.1%	16.0%	18.7%	14.5%	17.9%	24.0%	41.2%	4.6%	9.5%
$75-99.9K	163	88	51	17	71	34	9	2	23	30	26	7	18	21	32	36	38	24	81	6	16
	13.3%	19.3%	8.7%	12.1%	22.5%	7.7%	15.3%	4.0%	26.7%	18.0%	14.2%	6.5%	8.3%	11.0%	12.7%	18.7%	17.0%	6.3%	18.0%	13.6%	14.7%
	100.0%	54.0%	31.3%	10.4%	43.6%	20.9%	5.5%	1.2%	14.1%	18.4%	16.0%	4.3%	11.0%	12.9%	19.6%	22.1%	23.3%	14.7%	49.7%	3.7%	9.8%
NET $75K+	285	159	81	30	129	51	17	6	42	56	52	13	32	33	55	67	83	42	132	13	34
	23.2%	34.9%	13.9%	21.4%	40.8%	11.5%	28.8%	12.0%	48.8%	33.5%	28.4%	12.0%	14.7%	17.3%	21.9%	34.7%	37.2%	11.1%	29.3%	29.5%	31.2%
	100.0%	55.8%	28.4%	10.5%	45.3%	17.9%	6.0%	2.1%	14.7%	19.6%	18.2%	4.6%	11.2%	11.6%	19.3%	23.5%	29.1%	14.7%	46.3%	4.6%	11.9%
$100K+	122	71	30	13	58	17	8	4	19	26	26	6	14	12	23	31	45	18	51	7	18
	9.9%	15.6%	5.1%	9.3%	18.4%	3.8%	13.6%	8.0%	22.1%	15.6%	14.2%	5.6%	6.5%	6.3%	9.2%	16.1%	20.2%	4.7%	11.3%	15.9%	16.5%
	100.0%	58.2%	24.6%	10.7%	47.5%	13.9%	6.6%	3.3%	15.6%	21.3%	21.3%	4.9%	11.5%	9.8%	18.9%	25.4%	36.9%	14.8%	41.8%	5.7%	14.8%
Marital status																					
SINGLE NEVER MARRIED	260	111	112	34	77	78	13	14	10	41	59	16	34	42	34	30	62	63	108	12	25
	21.2%	24.3%	19.2%	24.3%	24.4%	17.6%	22.0%	28.0%	11.6%	24.6%	32.2%	14.8%	15.7%	22.0%	13.5%	15.5%	27.8%	16.6%	23.9%	27.3%	22.9%
	100.0%	42.7%	43.1%	13.1%	29.6%	30.0%	5.0%	5.4%	3.8%	15.8%	22.7%	6.2%	13.1%	16.2%	13.1%	11.5%	23.8%	24.2%	41.5%	4.6%	9.6%
MARRIED W/KIDS <18	422	142	197	34	108	163	18	12	31	56	58	37	77	78	77	61	80	135	171	10	25
	34.3%	31.1%	33.8%	24.3%	34.2%	36.8%	30.5%	24.0%	36.0%	33.5%	31.7%	34.3%	35.5%	40.8%	30.7%	31.6%	35.9%	35.5%	37.9%	22.7%	22.9%
	100.0%	33.6%	46.7%	8.1%	25.6%	38.6%	4.3%	2.8%	7.3%	13.3%	13.7%	8.8%	18.2%	18.5%	18.2%	14.5%	19.0%	32.0%	40.5%	2.4%	5.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019581

Cigar Segmentation

Banner E

Base: Total completes

		PREMIUM VS MASS SMOKING HABITS					DUAL SMOKERS		PREMIUM USERS			MASS USERS						SOURCE BUY FROM MOST OFTEN			
	TOTAL	REG PREMUM	REG MASS	REG DUAL	PREMUM ONLY	MASS ONLY	MOSTLY PREMUM	MOSTLY MASS	HEAVY (45+)	MEDIUM (7-44)	LIGHT (1-6)	HEAVY (90+)	MEDIUM (11-89)	LIGHT (1-10)	HVY CIGAR SMKRS WKLY (7+)	HVY SPNDR WKLY ($20+)	HVY SPNDR PER CIGAR ($7+)	MASS CHANEL	TOBAC-CONIST	ON PREMIS	MAIL ORDER/ CATLG/ INTRNT
Total	1229	456	583	140	316	443	59	50	86	167	183	108	217	191	251	193	223	380	451	44	109
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	37.1%	47.4%	11.4%	25.7%	36.0%	4.8%	4.1%	7.0%	13.6%	14.9%	8.8%	17.7%	15.5%	20.4%	15.7%	18.1%	30.9%	36.7%	3.6%	8.9%
MARRIED NO KIDS	365	139	175	44	95	131	19	16	31	46	48	37	69	46	89	61	61	119	121	13	34
	29.7%	30.5%	30.0%	31.4%	30.1%	29.6%	32.2%	32.0%	36.0%	27.5%	26.2%	34.3%	31.8%	24.1%	35.5%	31.6%	27.4%	31.3%	26.8%	29.5%	31.2%
	100.0%	38.1%	47.9%	12.1%	26.0%	35.9%	5.2%	4.4%	8.5%	12.6%	13.2%	10.1%	18.9%	12.6%	24.4%	16.7%	16.7%	32.6%	33.2%	3.6%	9.3%
DIVORCED/SEP./WIDOW	182	64	99	28	36	71	9	8	14	24	18	18	37	25	51	41	20	63	51	9	25
	14.8%	14.0%	17.0%	20.0%	11.4%	16.0%	15.3%	16.0%	16.3%	14.4%	9.8%	16.7%	17.1%	13.1%	20.3%	21.2%	9.0%	16.6%	11.3%	20.5%	22.9%
	100.0%	35.2%	54.4%	15.4%	19.8%	39.0%	4.9%	4.4%	7.7%	13.2%	9.9%	9.9%	20.3%	13.7%	28.0%	22.5%	11.0%	34.6%	28.0%	4.9%	13.7%
CATALOG SHOPPERS	1052	413	487	122	291	365	55	41	81	158	159	96	183	161	217	181	199	314	398	43	103
	85.6%	90.6%	83.5%	87.1%	92.1%	82.4%	93.2%	82.0%	94.2%	94.6%	86.9%	88.9%	84.3%	84.3%	86.5%	93.8%	89.2%	82.6%	88.2%	97.7%	94.5%
	100.0%	39.3%	46.3%	11.6%	27.7%	34.7%	5.2%	3.9%	7.7%	15.0%	15.1%	9.1%	17.4%	15.3%	20.6%	17.2%	18.9%	29.8%	37.8%	4.1%	9.8%
HEAVY SPEND CATALOGS $1000+	195	106	65	27	79	38	11	7	36	36	25	13	27	14	55	63	49	24	88	4	33
	15.9%	23.2%	11.1%	19.3%	25.0%	8.6%	18.6%	14.0%	41.9%	21.6%	13.7%	12.0%	12.4%	7.3%	21.9%	32.6%	22.0%	6.3%	19.5%	9.1%	30.3%
	100.0%	54.4%	33.3%	13.8%	40.5%	19.5%	5.6%	3.6%	18.5%	18.5%	12.8%	6.7%	13.8%	7.2%	28.2%	32.3%	25.1%	12.3%	45.1%	2.1%	16.9%
HEAVY SPEND KEY CATALOGS	103	68	30	16	52	14	6	4	26	24	12	7	13	6	32	40	29	7	47	3	22
	8.4%	14.9%	5.1%	11.4%	16.5%	3.2%	10.2%	8.0%	30.2%	14.4%	6.6%	6.5%	6.0%	3.1%	12.7%	20.7%	13.0%	1.8%	10.4%	6.8%	20.2%
	100.0%	66.0%	29.1%	15.5%	50.5%	13.6%	5.8%	3.9%	25.2%	23.3%	11.7%	6.8%	12.6%	5.8%	31.1%	38.8%	28.2%	6.8%	45.6%	2.9%	21.4%
HEAVY INDULGERS	127	80	27	13	67	14	5	4	23	29	28	7	14	11	23	40	49	9	67	9	15
	10.3%	17.5%	4.6%	9.3%	21.2%	3.2%	8.5%	8.0%	26.7%	17.4%	15.3%	6.5%	6.5%	5.8%	9.2%	20.7%	22.0%	2.4%	14.9%	20.5%	13.8%
	100.0%	63.0%	21.3%	10.2%	52.8%	11.0%	3.9%	3.1%	18.1%	22.8%	22.0%	5.5%	11.0%	8.7%	18.1%	31.5%	38.6%	7.1%	52.8%	7.1%	11.8%
CLUB MACANUDO AWARE	181	108	71	34	74	37	17	10	27	39	35	9	26	26	43	54	59	24	92	12	18
	14.7%	23.7%	12.2%	24.3%	23.4%	8.4%	28.8%	20.0%	31.4%	23.4%	19.1%	8.3%	12.0%	13.6%	17.1%	28.0%	26.5%	6.3%	20.4%	27.3%	16.5%
	100.0%	59.7%	39.2%	18.8%	40.9%	20.4%	9.4%	5.5%	14.9%	21.5%	19.3%	5.0%	14.4%	14.4%	23.8%	29.8%	32.6%	13.3%	50.8%	6.6%	9.9%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019582

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

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

AND

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

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

PARTY: RESPONDENT

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

Defendant's Exhibit 15

THE
CAMBRIDGE
GROUP

Blumberg No. 6114
DEFENDANT'S
EXHIBIT
D15

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019583

THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019584

November 24, 1998

General Cigar

General Cigar Co. Premium Brand Strategy Worksession

THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019585

Agenda

- Today's Objectives
- Review of Key Motivational Segments
- Brand Performance by Segment
- Cigar Need States
- Profile of Brand Users
  - Motivations
  - Category Behavior
  - Demographics, Lifestyle, and Media
- Brand Imagery Among Brand Users
- Opportunity Selection and Strategy Exercises
- Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019586

Today We Will Share Additional Information from the Cigar Consumer Framework to Help Us Develop Brand Strategy

- On November 4 we provided an introduction to the Cigar Consumer Framework, which identified eight distinct motivational segments of cigar consumers
  - Going forward we will focus on those segments which are most important to the premium cigar business
- Today we will share additional information from the Cigar Consumer Framework that will help us understand how each of our key brands (Macanudo, Partagas, Cohiba) has succeeded to-date
  - A motivational, behavioral, and demographic profile of each brand's current users
  - Each brand's imagery through the eyes of its current users
- We will also provide insights on cigar "need states", or unique sets of circumstances that cause consumers to reach for a cigar
  - Need states often provide an additional level of targeting that is useful for achieving brand differentiation
  - By defining your target as ***"to whom"*** (a segment), and ***"for what"*** (a need state), you create a clear strategic objective of <u>who</u> you want to use the brand and <u>how</u> you want them to use the brand

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019587

Relevant and Differentiated Brands Build Their Businesses Around the Strategic Target

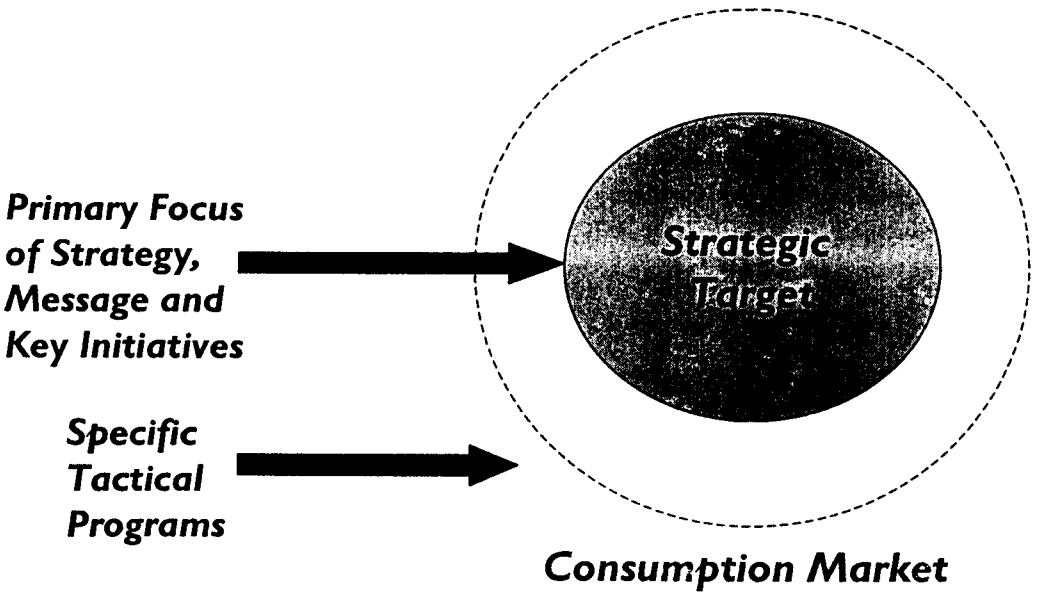
They look to the strategic target for direction and to the consumption market for incremental returns

Strategic Target	Consumption Market
► Drives strategy	► Drives incremental returns
► Build the brand value proposition for this customer	► Develop programs at the tactical and executional level for this customer
— Be the most relevant to them	— E.g. pricing, channel programs
— Be highly differentiated for them	► Develop competitive offers
► Develop the most compelling offers and communications for this customer	► Invest proportionally to incremental returns
► Devote direct investments and resources	► Focus on near term profitability
► Focus on long term loyalty	

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019588

The Result Is a Clarity and Focus That Lead to Enhanced Brand Relevance and Differentiation

Aiming for the Bulls Eye



CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019589

Ultimately, We Will Build to an Overall Portfolio Strategy for General Cigar Holdings to Gain Maximum Value From Its Brands

- Identify specific target, need state, and hypothesized strategy for each major premium brand
- Drive brands apart for maximum impact

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019590

Agenda

- Today's Objectives
- Review of Key Motivational Segments
- Brand Performance by Segment
- Cigar Need States
- Profile of Brand Users
  - Motivations
  - Category Behavior
  - Demographics, Lifestyle, and Media
- Brand Imagery Among Brand Users
- Opportunity Selection and Strategy Exercises
- Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019591

We Now Know That There Are Eight Cigar Consumer Segments of Varying Importance

Segment Overview

Primary Segmenting Dimensions

1. **Cigar Affinity**
   - Enjoyment of cigars
   - Receive emotive benefits from cigars
   - Interest in shopping for cigars
   - Knowledge level/interest in learning
2. **Smoking Regularity**
   - Everyday vs. occasional
3. **Preference for Social vs. Solitary Smoking**
4. **Willingness to Pay (premium vs. mass)**
5. **Channel Preferences**
   - Tobacconist, catalog

Segments	% of Sample	% of Total Cigar Spending*	Mass Vs. Premium Preference
Relationship-Driven Connoisseurs	12%	27%	Premium
Savvy Self-Reliant Connoisseurs	11	19	Premium
Emerging Enthusiasts	15	10	Premium
Casual Enjoyers	16	12	Mix
Special Occasion Only	12	4	Mix
Established Loyalists	10	15	Mass
Constrained Indulgence Seekers	9	5	Mass
Unenthusiastic Functionalists	15	8	Mass
	100%	100%	

*Includes both premium and mass cigars

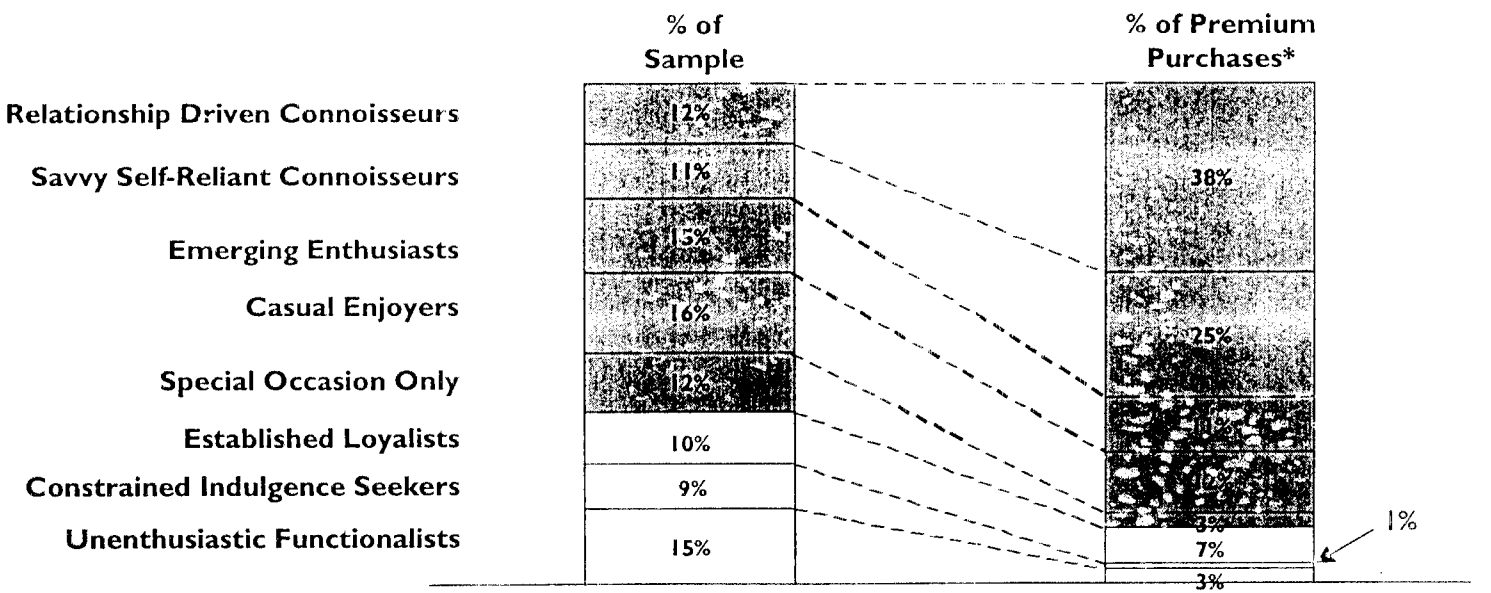
THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019592

The First Five Segments Account for Nearly 90% of Premium Purchases and Will Be Our Focus Going Forward

Segment Importance

Premium Cigar Unit Volume by Segment



*Based on Cigars purchased in past 3 months
Source: Cigar Management Framework Section 2, Q.19d

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019593

These Five Cigar Consumer Segments Each Have Fundamentally Different Motivations

Segment Attitudes

	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
% of Sample	12%	11%	15%	16%	12%
% of Premium Volume	38%	25%	11%	12%	3%
Average Price Paid Per Cigar	$5.63	$3.77	$7.01	$4.23	$6.79
Key Attitudes	▸ ***Love*** cigars and extremely knowledgeable about them _ Cigars are their passion ▸ Prefer to buy and shop at their tobacconist _ Ask their advice _ Trust them _ Close relationship with them ▸ Love to read about and shop for cigars ▸ Own their own humidor ▸ Enjoy social smoking _ Cigar bars ▸ Conspicuous consumers _ Status is important ▸ Prefer premium cigars	▸ Love cigars and extremely knowledgeable about them ▸ Strong preference to catalog and internet cigar shopping _ Offer good prices ▸ Love to read about and shop for cigars ▸ Own their own humidors ▸ Preference toward smoking alone ▸ Have lots of free time _ Leisurely lifestyle	▸ Occasional, but enthusiastic cigar smokers ▸ Newer smokers ▸ Very interested in learning more about cigars ▸ Prefer premium cigars _ And love to shop for them ▸ Cigars are a social activity _ Like going to cigar bars _ Usually drink liquor or beer with them ▸ Work hard, play hard	▸ Occasional cigar smokers ▸ Cigar smoking is not that important to them ▸ When they do smoke, they look to tobacconists for advice ▸ Cigars are not seen as social activity nor as a prestigious hobby _ Prefer to smoke alone ▸ Family and home centered _ Easygoing lifestyle _ Happy with themselves	▸ Occasional cigar smokers and relatively new to the category _ Smoke at weddings, special events ▸ Cigar smoking is a social activity they enjoy with friends _ However, they are not committed to it _ If friends gave up smoking, so could they ▸ Do not get emotive benefits from cigars

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019594

Relationship-Driven Connoisseurs Are Extremely Involved in the Category

- Relationship-Driven Connoisseurs are avid cigar lovers
  - Cigars are their passion - they love to learn more about them, shop for them, as well as smoke them
  - They also receive strong emotional benefits from cigars. Cigars are relaxing, indulgent, enhance celebration and an enjoyable reward
- Relationship-Driven Connoisseurs prefer premium cigars and account for the largest share of spending in the category (38% of premium cigar volume)
- Relationship-Driven Connoisseurs show a strong preference for shopping at the Tobacconist
  - They have formed a relationship with their Tobacconist and enjoy chatting with them about cigar recommendations and experiences
- Relationship-Driven Connoisseurs enjoy both the social aspect of cigar smoking as well as time spent smoking alone
  - They enjoy smoking with friends and appreciate the camaraderie which cigars can help foster
- Relationship-Driven Connoisseurs have higher than average incomes and include both married (56%) and single people (44%), with an average age of 39

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019595

Savvy Self-Reliant Connoisseurs Love Cigars but Look for the Best Price They Can Find

- Savvy Self-Reliant Connoisseurs are regular cigar smokers and extremely involved in the category
  - Cigars are their hobby...they love to read about them and enjoy maintaining their own humidor
  - Cigars give them lots of emotional benefits from relaxation to reward to celebration
- Savvy Self-Reliant Connoisseurs are an important segment from a volume perspective. They represent 25% of premium cigar volume
  - While they prefer premium cigars, they like to shop around to get the best price they can
- Many Savvy Self-Reliant Connoisseurs prefer to buy most of their cigars through catalogs instead of a Tobacconist. This stems from two reasons:
  - They are savvy shoppers and believe that catalogs give them the best price for the cigars they want to buy
  - Plus, they feel they have enough category knowledge and rely on their own cigar-picking skills rather than that of a Tobacconist
- Savvy Self-Reliants smoke both socially as a well as alone, but show a stronger than average preference for solitary smoking
- Savvy Self-Reliant Connoisseurs are somewhat older (48% over age 45) than other segments. 62% of them are married

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019596

Emerging Enthusiasts Are Social Smokers Who Are Developing a Growing Interest in the Category

Motivational Segments

- Emerging Enthusiasts are newer to the category, but demonstrate a strong interest in cigars
  - Right now they are occasional smokers, but they enjoy smoking premium cigars and have an interest in learning more about the category
  - They seek advice on which cigars to smoke and particularly seek out recommendations at the Tobacconist
  - They enjoy some of the emotional benefits cigars bring, such as enhancing a celebration
- Emerging Enthusiasts represent modest premium cigar volume currently (11% of premium cigar volume), but given their high level of interest, they have potential if properly cultivated to increase their share of volume in the future
  - If they can be reinforced that cigars are part of a desired lifestyle
  - If given opportunities and access to smoke cigars
- Emerging Enthusiasts tend to smoke in social situations
  - They enjoy smoking with friends and show a strong interest in cigar bars
  - They also typically enjoy their cigar with a glass of wine, beer, or spirits
- Emerging Enthusiasts enjoy trying new things and being in tune with the latest trends; they are interested in status
- Emerging Enthusiasts are more likely to be younger (43% under age 35) and have higher than average income as well as education

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019597

Casual Enjoyers Do Not Derive Strong Emotive Benefits from Cigars, but Rather, Simply Enjoy the Taste of an Occasional Cigar

- Casual Enjoyers are longer-term cigar smokers who occasionally smoke a cigar now and then because it is an enjoyable experience
  - Not because it is something they consider prestigious, trendy, or macho
  - They do not get strong emotional benefits from smoking cigars
- Due to their only occasional smoking behavior, Casual Enjoyers represent below average category volume (12% of premium cigar volume)
- When they do smoke, Casual Enjoyers prefer premium cigars and seek advice from Tobacconists
- Casual Enjoyers are very family focused, spending most of their free-time at home
  - They are also very happy and content with their lives
- Casual Enjoyers are most likely to be married (77%) and more likely to have kids at home (46%) than most other segments

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019598

Special Occasion Only Shows a Low Level of Commitment to the Cigar Category

- Special Occasion Only's are newer smokers (67% have smoked five years or less) whose smoking occasions center around more infrequent social events such as weddings, parties and other get-togethers
  - Despite their newness to the category they do not appear to be attractive as a growth target
- Their infrequent smoking causes them to account for little cigar volume (3% of premium cigar volume)
- This segment lacks commitment to the category and this commitment level appears unlikely to change
  - They claim that they could easily give up cigars, particularly if their friends did
  - In fact, they tend to only smoke a cigar when someone offers them one, rather than taking the initiative on their own
- Special Occasion Only is the youngest segment (nearly 60% under age 34), have higher than average incomes, and are least likely to have kids in the home (30%)

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019599

The Segments Show Differences in the Types of Emotional Benefits They Receive from Cigars

Key Attitudes

Cigar Affinity: Emotional Benefits Received (Top 2 Box % Agree)*

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
I find smoking cigars **extremely relaxing**	**50%**	84%	68%	53%	47%	20%
I **reward** myself with a cigar	**41**	77	65	48	30	18
For me, cigar smoking is an **indulgence**	**36**	47	46	44	33	32
I smoke cigars to **celebrate** a good day	**31**	67	50	42	14	16
Smoking a cigar is part of a lifestyle of leisure	**25**	44	41	25	18	15

Multiple Emotional Benefits Received from Cigars

Cigars are Celebratory

Cigars are Relaxing

Understanding the emotional benefits that different segments receive from cigars offers the opportunity to connect to the consumer at a higher level

= 120+ Index vs. Total

*Completely/somewhat agree

Source: Cigar Management Framework, Section 1, Q1.

THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019600

The Two Connoisseur Segments Are Frequent, Knowledgeable Smokers, but One Prefers Tobacconists and the Other, Cigar Catalogs

Motivational Segments

- Emerging Enthusiasts are newer, less knowledgeable smokers who like to smoke socially and look to friends and tobacconists for advice

Key Behavior Summary

	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Average Number of Cigars Smoked per Week	5.8	7.7	1.2	2.7	0.7
Average Price Paid Per Cigar	$5.63	$3.77	$7.01	$4.23	$6.79
Share of Segment Smoking 5 Years or Less	31%	24%	45%	25%	67%
Average Knowledgeability Self-Rating (10 Pt. Scale)	6.6	6.4	4.7	4.5	2.9
Share Who Typically Smoke Socially	21%	11%	51%	11%	75%
Average Number of Brands Smoked Regularly	3.9	2.6	2.6	2.1	1.7
Taste Preference					
► Mild	17%	28%	27%	38%	44%
► Medium	62	56	66	56	52
► Strong	21	16	8	6	4
Share Who Shop Most Often at Tobacconist	72%	21%	65%	53%	48%
Top 3 Sources of Cigar Information	► Tobacconist ► Friends ► Cigar Aficionado	► Cigar Catalogs ► Friends ► Tobacconists	► Friends ► Tobacconists ► Co-Workers	► Friends ► Tobacconists ► Cigar Catalogs	► Friends ► Tobacconists ► Co-Workers

= 120+ Index, vs. Total Sample

THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019601

For the Most Part, All of the Consumer Segments Find the Same Factors to Be Most Important in the Cigar Purchase Decision

- These "top tier" purchase criteria represent the antes in the category -- the qualities a cigar must have to gain entry into the considered set

Top Tier Factors Determining Cigar Purchase

		Index to Total Sample					
	Top Tier Qualities	**Top 2 Box * Total**	**Relationship-Driven Connoisseurs**	**Savvy Self-Reliant Connoisseurs**	**Emerging Enthusiasts**	**Casual Enjoyers**	**Special Occasion Only**
Antes	Freshness	**90%**	108	107	103	101	91
	Great taste	**90%**	107	104	106	99	97
	Smooth taste	**83%**	100	106	104	99	100
	Aroma/smell	**77%**	113	101	108	106	90
	Well constructed	**75%**	121	115	108	104	80
	Easy to smoke	**74%**	107	109	89	101	92
	Past brand experience	**74%**	119	100	108	103	91
	High quality	**73%**	122	119	115	101	92
	Easy draw	**70%**	119	121	97	103	80

[ ] = 120+ Index, ( ) = 80 or Less Index vs. Total Sample
*Top 2 Box = Extremely/Very Important
Source: Cigar Management Framework, Section 3, Q1.

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019602

The Segments Show Differences Among Factors When Looking at Middle Tier Purchase Criteria

Middle Tier Factors Determining Cigar Purchase

Middle Tier Qualities	Top 2 Box * Total	Index to Total Sample: Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Highest quality	65%	128	122	123	97	89
Full-bodied flavor	60	127	125	102	102	78
Good value	59	92	131	81	102	81
Mild taste	59	66	97	80	102	97
Easy to find/widely available	54	91	106	74	100	65
Size	52	110	152	106	96	77
Good for everyday	52	113	131	60	88	56
Brand reputation	50	134	112	108	92	94
Medium taste	50	104	120	92	102	92
		Want Quality and Discriminating on Brands	*Look for Quality at a Value*	*Want Quality*	*Want a Medium-Mild Taste at a Good Value*	

= 120+ Index, = 80 or Less Index vs. Total Sample

*Top 2 Box = Extremely/Very Important

Source: Cigar Management Framework, Section 3, Q1.

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019603

The Most Involved Segments Show Strong Preference for Evaluating Cigars on Sensory Qualities of Shape, Feel and Color

Purchase Criteria

- Recommendations are especially important to the Emerging Enthusiasts

Bottom Tier Factors Determining Cigar Purchase

Bottom Tier Qualities	Top 2 Box * Total	Index to Total Sample: Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Shape	42%	136	136	81	90	71
Feel	40	155	143	108	85	63
Friend recommendation	37	119	92	149	76	141
Low price	36	42	119	61	89	64
Type of occasion	30	137	87	130	70	167
Color/wrapper	28	171	182	100	93	43
Country of origin	26	150	158	127	92	73
On sale/promotion	24	63	138	67	83	63
Strong taste	24	163	175	96	79	46
Packaging	21	119	133	62	86	52
Sales person recommendation	19	153	84	163	84	132
Magazine recommendation	9	200	178	122	67	44
		Evaluate Sensory Qualities	*Looking for Sensory Qualities and a Sale*	*Looking for Recommend-ations*	*Not Interested in Sensory Factors or Recom-mendations*	*Looking for Rec. for occasion specific cigar*

[ ] = 120+ Index vs. Total Sample
*Top 2 Box = Extremely/Very Important
Source: Cigar Management Framework, Section 3, Q1.

THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019604

The Segments Are Motivated by Different Benefits and Cigars Play a Distinct Role in Each Segment's Life

Purchase Criteria

Benefit Hierarchy

	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Ante:	▶ Fresh ▶ Great taste ▶ High quality	▶ Fresh ▶ Great taste ▶ High quality	▶ Fresh ▶ Great taste ▶ High quality	▶ Fresh ▶ Great taste	▶ Fresh ▶ Great taste
Driver:	▶ Highest quality ▶ Pleasing sensory qualities (aroma, feel, color) ▶ Full bodied flavor ▶ Tobacconist rec.	▶ Highest quality ▶ Pleasing sensory qualities ▶ Full bodied flavor ▶ A good price for the quality	▶ Highest quality ▶ Was rec. by friend, magazine, or tobacconist	▶ Trusted brand	▶ Was recommended ▶ Right for the occasion
Reassurance	▶ I've purchased the finest cigar – one which only true cigar connoisseurs appreciate	▶ I got a great price on a great cigar	▶ I have a great cigar, rec. by people who know	▶ I've got a good cigar to give me a pleasant smoking experience	▶ I've purchased a special cigar, just right for my special occasion
Role of Cigars:	▶ Their hobby and passion	▶ Their hobby and passion	▶ A social enhancer	▶ An occasional enjoyable activity	▶ A celebration enhancer

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019605

While the Segments Were Created Motivationally, They Also Show Important Differences Demographically

Demographics

- Relationship Driven Connoisseurs, Emerging Enthusiasts, and Special Occasion Only are the most affluent

Demographic Summary*

	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Mean Age (Years)	39	45	38	44	35
% Under Age 35	41%	17%	43%	20%	59%
% Single/Divorced/ Widowed	44%	38%	35%	23%	45%
% with Children <18	35%	37%	39%	46%	30%
Mean Household Income	$61,000	$53,900	$71,500	$54,700	$61,600
% College Graduates+	44%	43%	70%	43%	63%
% with Managerial/ Prof./Exec. Occupations	44%	36%	58%	44%	52%
% Employed Full-Time	84%	66%	91%	77%	88%
% Retired/Not Employed	7%	20%	1%	13%	3%
% Owning Own Business	18%	22%	15%	16%	15%

☐ = 120+ Index

* Additional detail provided in Appendix

Source: Cigar Management Framework, Panel Data, Section 1, Q1, Section 6, Q2a

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019606

Cigar Aficionado Is an Effective Media Vehicle for Reaching the Connoisseurs, but Not the Other Segments

*Media and Lifestyle Summary**

	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Top 3 Magazines	► Cigar Aficionado ► Playboy ► Sports Illustrated	► Cigar Aficionado ► Playboy ► Newsweek	► Sports Illustrated ► Playboy ► Newsweek	► Newsweek ► Field & Stream ► Sports Illustrated	► Sports Illustrated ► Playboy ► Men's Health
% with Internet Access	66%	54%	77%	60%	68%
Top 3 Lifestyle Activities	► Gardening ► Playing Cards ► Golf	► Gardening ► Fresh fishing ► Golf	► Golf ► Exercise Machines ► Gardening	► Gardening ► Fresh Fishing ► Playing Cards	► Golf ► Weight Lifting ► Exercise Machines

* Additional detail provided in Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019607

Review of Key Motivational Segments

Summary

Key Findings

- Premium cigar consumers fall into several different segments, each with distinct motivations towards cigars
  - These segments vary significantly in size and importance
- Each of these consumer segments has slightly different cigar purchase criteria
- The tactics required to influence the consumer will vary from segment to segment because they have
  - Different levels of cigar knowledge
  - Different channel preferences
  - Different purchase influencers
  - Different media and leisure interests

Implications

- Our greatest chance for success will come from focusing our resources on a target segment which we believe we can motivate
- For each of our brands, we need to decide which segment is the most aligned with what we have to offer
- As we evaluate our ability to motivate a particular segment to choose our brands we must also evaluate our ability to deliver the desired brand message through
  - Selling channels
  - Advertising and promotion
  - Other purchase influencers

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019608

Agenda

- Today's Objectives
- Review of Key Motivational Segments
- Brand Performance by Segment
- Cigar Need States
- Profile of Brand Users
  - Motivations
  - Category Behavior
  - Demographics, Lifestyle, and Media
- Brand Imagery Among Brand Users
- Opportunity Selection and Strategy Exercises
- Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019609

Partagas Gets Half of Its Volume Today from Relationship-Driven Connoisseurs

Segment Importance

- Macanudo sources volume from all the premium segments, including a significant piece from Special Occasion Onlys
- Cohiba draws a disproportionate share of volume from Emerging Enthusiasts and Casual Enjoyers

Source of Volume Among General Cigar Premium Brands
(% of Brand Volume Contributed by Each Segment)

	% of All Premium Brand Volume	Macanudo Volume	Partagas Volume	Cohiba Volume
Relationship Driven Connoisseurs	38%	31%	51%	32%
Savvy Self-Reliant Connoisseurs	25	28	19	6
Emerging Enthusiasts	11	12	8	23
Casual Enjoyers	12	11	11	34
Special Occasion Only	3	10	4	4
Established Loyalists	7	2	5	0
Constrained Indulgence Seekers	1	2	1	0
Unenthusiastic Functionalists	3	5	1	1
	100%	100%	100%	100%

☐ = 120 Indices vs. % of sample
Source: Cigar Management Framework, Section 2, Q.19D

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019610

Before We Begin to Make Decisions, We Offer a Few Thoughts on the Power of Targeting

- Why are motivationally driven targets important?
- Targeted marketing achieves higher return on marketing spending by allocating resources towards the consumers who should be the most responsive to your offer
- Offers and communications must be motivating to the target to be effective
  - Real growth comes from aligning your message and products to the needs and motivations of priority segments
  - "Average" messages which attempt to appeal to everyone are often compelling to nobody
- To find growth opportunities, we must identify who we think can motivate based on our understanding of different segments of consumers

Objective is to make a meaningful impact against best prospect

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019611

Our Premium Competitors Also Get a Large Portion of Their Volume From the Two Connoisseur Segments

Segment Importance

- Fuente also gets a significant amount of volume from the Casual Enjoyers segment
- Montecristo and Davidoff get a disproportionate share of volume from Emerging Enthusiasts

Source of Volume Among Competitive Premium Brands
(% of Volume Contributed by Each Segment)

	% of All Premium Brand Volume	Fuente Volume	H. Upmann Volume	Don Diego Volume	Te Amo Volume	Montecristo Volume	Davidoff Volume
Relationship Driven Connoisseurs	38%	47%	53%	51%	46%	64%	73%
Savvy Self-Reliant Connoisseurs	25	19	22	24	26	5	7
Emerging Enthusiasts	11	12	11	10	6	22	18
Casual Enjoyers	12	21	11	6	4	4	0
Special Occasion Only	3	0	1	0	2	2	1
Established Loyalists	7	0	0	7	14	0	1
Constrained Indulgence Seekers	1	0	0	0	0	3	0
Unenthusiastic Functionalists	3	0	0	1	2	0	0
	100%	100%	100%	100%	100%	100%	100%

☐ = 120 Indices vs. % of sample
Source: Cigar Management Framework, Section 2, Q.19D

THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019612

Macanudo's Share Lead Varies by Segment; Among Relationship-Driven Connoisseurs and Casual Enjoyers, It's in a Dead Heat with Fuente

Brand Shares

- Partagas' strongest share position is among Relationship-Driven Connoisseurs, but many other brands are close
- Cohiba does best with Emerging Enthusiasts and Casual Enjoyers

Premium Brand Shares by Segment
(% of Past Three Month Purchases)

	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Share of All Premium Purchases	38%	25%	11%	12%	3%
General Cigar Brand Shares					
Macanudo	12%	16%	16%	13%	49%
Macanudo Vintage	2	1	<1	3	3
Partagas	8	5	5	6	9
Cohiba	4	1	10	12	6
Punch	7	9	6	3	2
Hoyo de Monterrey	7	4	1	2	0
Hoyo de Monterrey Excalibur	4	5	1	2	<1
Key Competitive Brand Shares					
Fuente	11	7	10	15	1
H. Upmann	9	6	7	6	3
Don Diego	5	4	4	2	<1
JR Ultimates	3	7	4	0	<1
Te Amo	4	4	2	1	2
Montecristo	4	<1	5	1	2
Dunhill	2	1	4	1	5

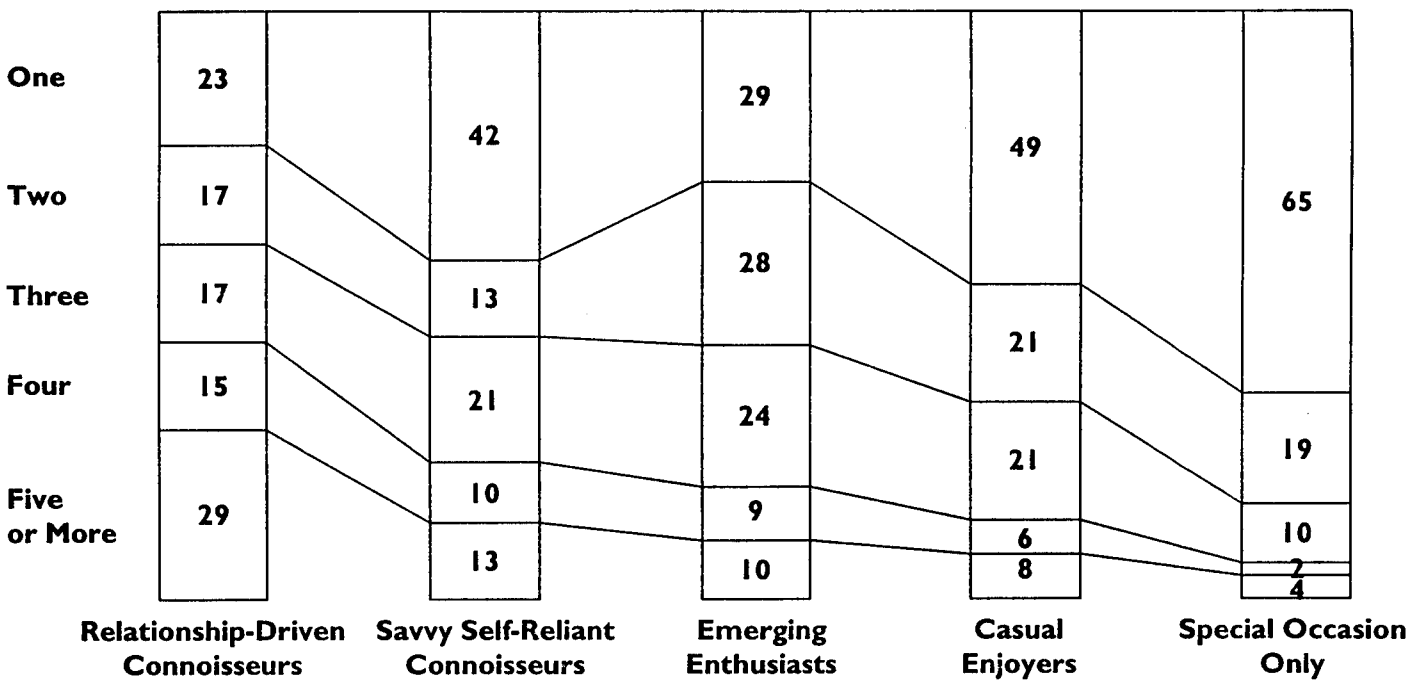
☐ = 120 Indices vs. % of sample
Source: Cigar Management Framework, Section 2, Q.19.d

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019613

Nearly a Third of Relationship-Driven Connoisseurs Smoke Five or More Brands; the Key to Growing a Brand with This Segment Is to Gain Increased Share of Requirements

Brand Loyalty

Number of Brands Smoked Regularly by Segment
(% of Smokers)



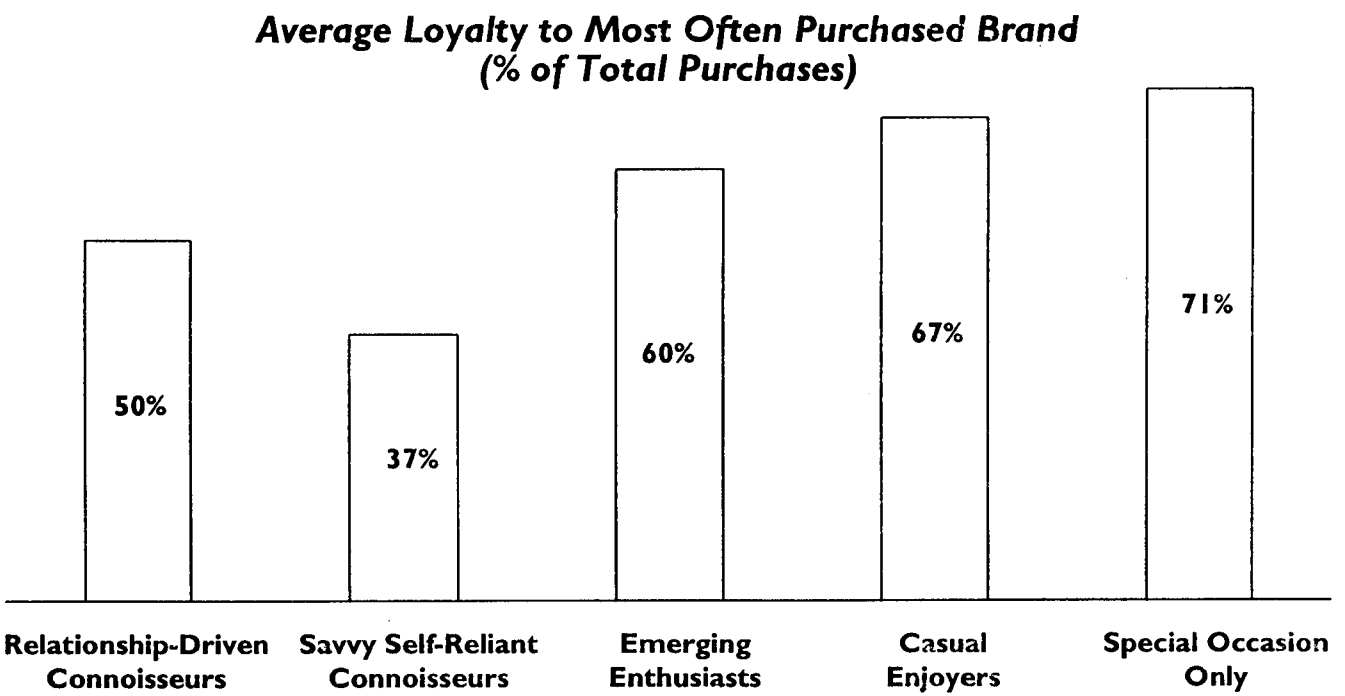
	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Average Number of Brands Smoked Regularly	3.9	2.6	2.6	2.1	1.7

Note: Number of brands may be understated somewhat; "other" counted as a single brand
Source: Cigar Management Framework, Section II, Q.19b

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019614

Connoisseurs Are Less Likely to Let a Single Brand Meet the Majority of Their Requirements, Consistent with the Variety Nature of the Cigar Category

- Any one brand has considerable upside without trying to become 100% of their requirements



Source: Cigar Management Framework, Section 2, Q.19d

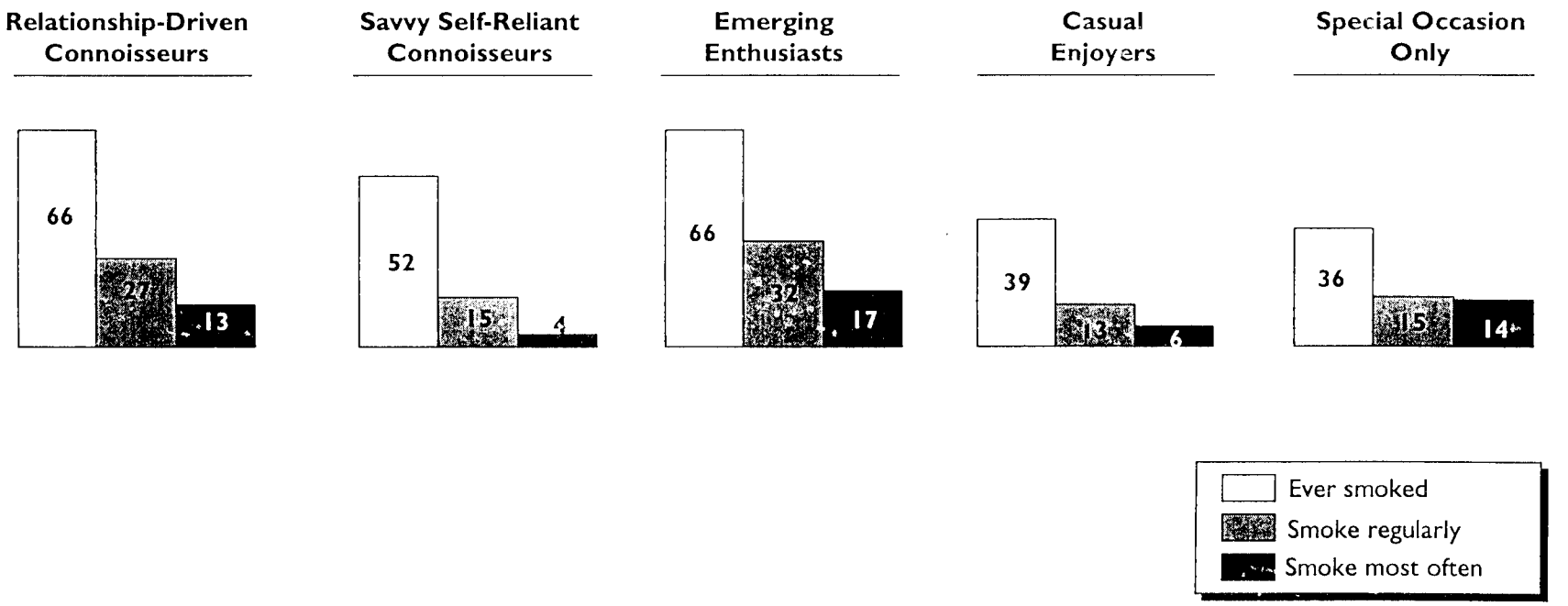
CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019615

Macanudo Has High Trial Rates and Strong Loyalty Among Those Who Smoke It Regularly

Trial and Usage

- Key to growth will be increasing regular use among triers

Macanudo Trial, Usage, and Loyalty by Segment
(% of Segment)



Source: Cigar Management Framework, Section II, Q. 19a,b,f

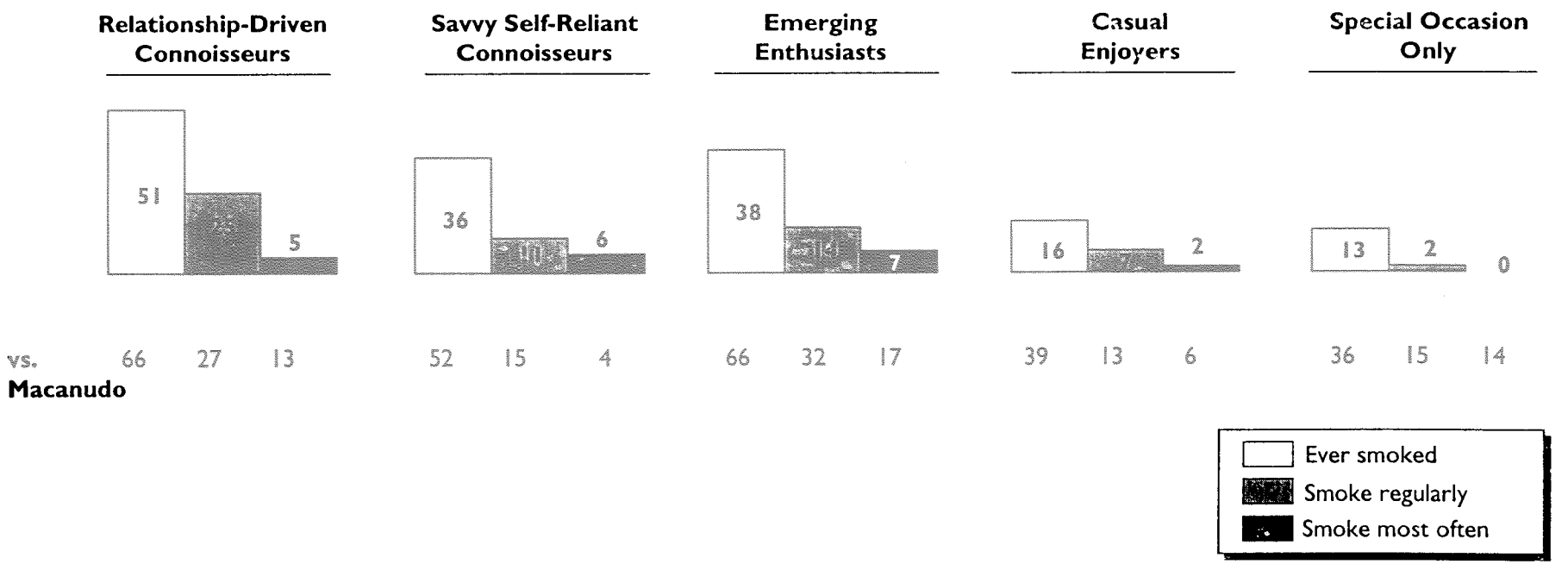
CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019616

For Comparison, Fuente Has Difficulty Capturing Loyalty of Its Relationship-Driven Connoisseurs, Perhaps Due to Its Sporadic Availability

Trial and Usage

- Macanudo still enjoys a significant trial advantage over Fuente

Fuente Trial, Usage, and Loyalty by Segment
(% of Segment)

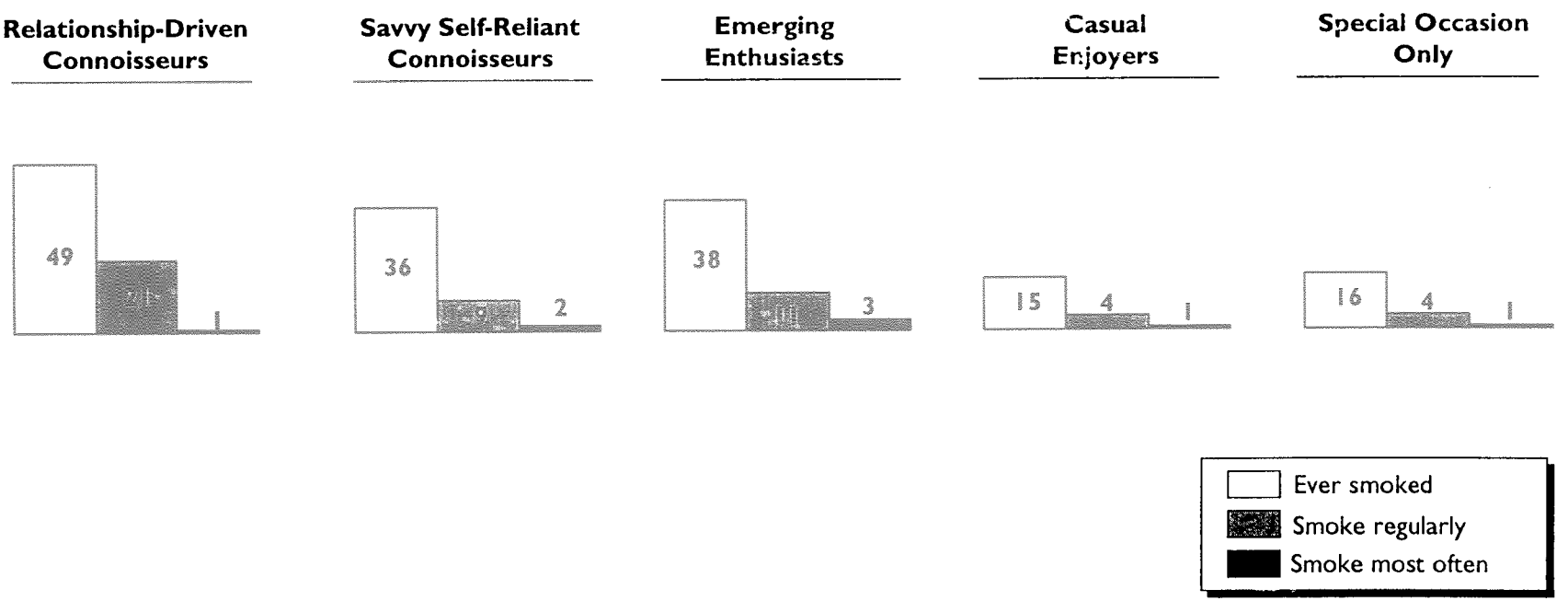


Source: Cigar Management Framework, Section II, Q. 19a,b,f

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019617

Partagas Is Having Difficulty Converting Triers to Regular Users

Partagas Trial, Usage, and Loyalty by Segment
(% of Segment)



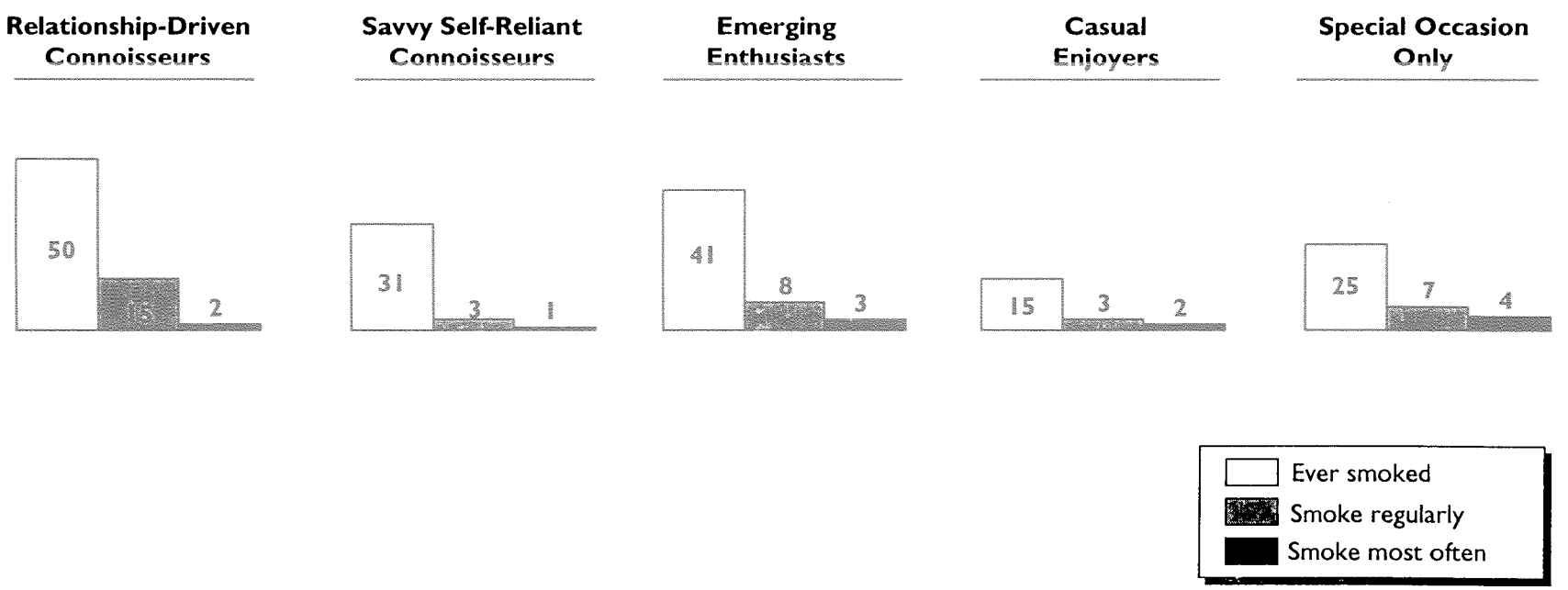
Source: Cigar Management Framework, Section II, Q. 19a,b,f

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019618

Cohiba Has Good Trial Rates Among Connoisseur/ Enthusiast Segments, but Low Conversion to Regular or Loyal Users

- Cohiba does better among Special Occasion Only

Cohiba Trial, Usage, and Loyalty by Segment (% of Segment)



Source: Cigar Management Framework, Section II, Q. 19a,b,f

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019619

Brand Performance by Segment

Summary

Key Findings	Implications
► Partagas gets 70% of its volume from the two Connoisseur segments	► Our strategy for the brand must take into account the importance of these segments today
► Macanudo volume is more broadly sourced across the segments	► We may want to target Macanudo to a particular need state in order to maintain its broad base, but establish a differentiated strategy versus other brands
► Macanudo trial rates are high across the segments; key to growth will be increasing regular use	► We will need to apply our understanding of what different segments seek in a cigar and align Macanudo accordingly
► Macanudo faces its tightest share battle with Fuente among the Relationship-Driven Connoisseurs, however, this is the segment where Partagas is the strongest	► Significant opportunity to use these two brands in a coordinated fashion to fight Fuente
► A major portion of Cohiba volume comes from Emerging Enthusiasts and Casual Enjoyers	► There may be targeting opportunities for Cohiba outside of the Connoisseur segments, or to a Need State that cuts across segments

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019620

Agenda

- Today's Objectives
- Review of Key Motivational Segments
- Brand Performance by Segment
- Cigar Need States
- Profile of Brand Users
  - Motivations
  - Category Behavior
  - Demographics, Lifestyle, and Media
- Brand Imagery Among Brand Users
- Opportunity Selection and Strategy Exercises
- Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019621

Understanding "Need States" and How Smokers Satisfy Them Will Help Us Identify Additional Targeting Opportunities

Need States

- A "need state" is a unique occasion or set of circumstances which cause consumers to smoke a cigar, which frequently leads to unique needs and purchase criteria
- By understanding the nature of the need state and linking it to brand usage, we can understand how consumers use cigar brands differently
- Need states often provide an additional level of targeting
  - Enables each brand to define "to whom, for what" — who do we want to use the brand and for what purpose
- In prior qualitative research, we identified four common need states among cigar smokers and included them in the segmentation questionnaire
  - "Everyday relaxation"
  - "Socializing with others"
  - "Special occasions and celebrations"
  - "Quick breaks"

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019622

Choosing to Target a Particular Need State Has Several Executional Implications

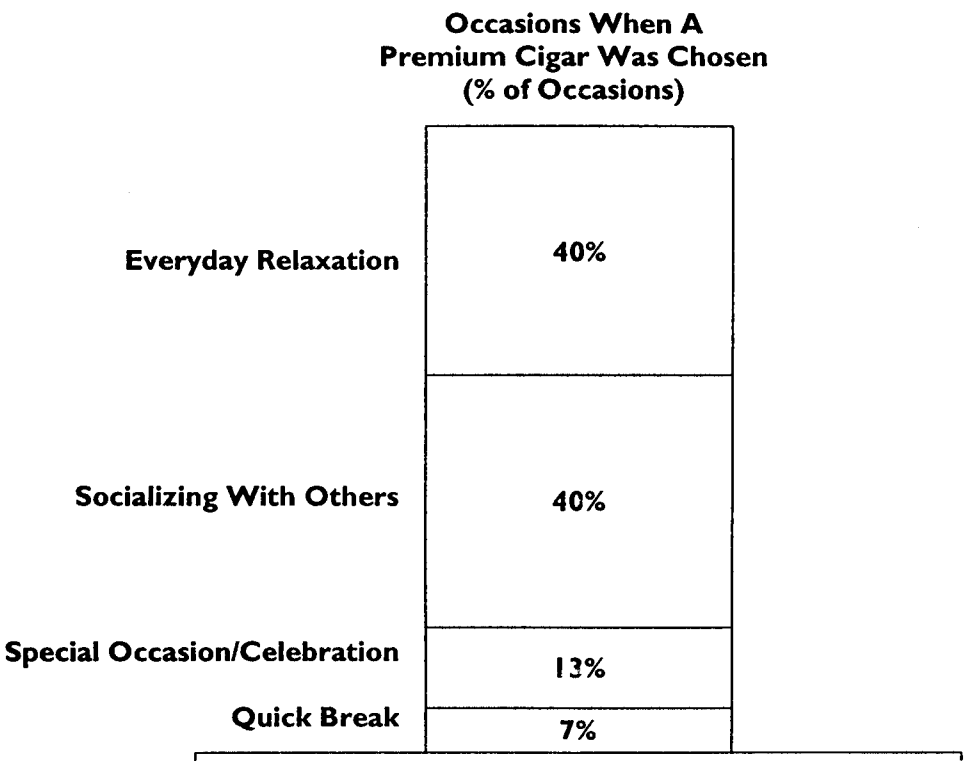
Need States

Advertising Development	Choose message and visuals which link the brand to the target need state and reinforce brand features that make it a particularly suitable choice for that occasion
Promotion	Choose complimentary partners and develop promotions which link the brand to the target need state
Distribution	Whenever possible, ensure brand is well distributed to locations where the need state occurs

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019623

Everyday Relaxation and Socializing With Others Are the Most Common Need States for Premium Cigars

Mix of Need States



Source: Cigar Management Framework, Section 4, Q.1, Q.7 and Q.10

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019624

Everyday and Quick Break Occasions Are More Likely to Occur Throughout the Day and the Week Than Special or Social Occasions

Need State Characteristics

- Socializing is more of a nighttime, weekend activity

Need States by Time of Day/Week

	Everyday Relaxation	Socializing with Others	Special Occasion/ Celebration	Quick Break
Time of Occasion				
Morning	8%	4%	1%	10%
Lunchtime	2	2	3	5
Early afternoon	13	10	10	24
Late afternoon	26	20	17	29
Dinnertime	6	10	10	8
At night	45	54	59	24
Day				
Weekday	65	34	32	49
Weekend	35	66	68	51

This suggests clear differences in communicating to the consumer based on the Need State we want to target

Source: Cigar Management Framework, Section 4, Q.2, Q.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019625

Everyday Relaxation Typically Takes Place at Home, With the Smoker Doing Little Else but Enjoying the Cigar

- Drinking alcohol is a very common accompaniment to smoking on social and special occasions

Need State Location/Activities

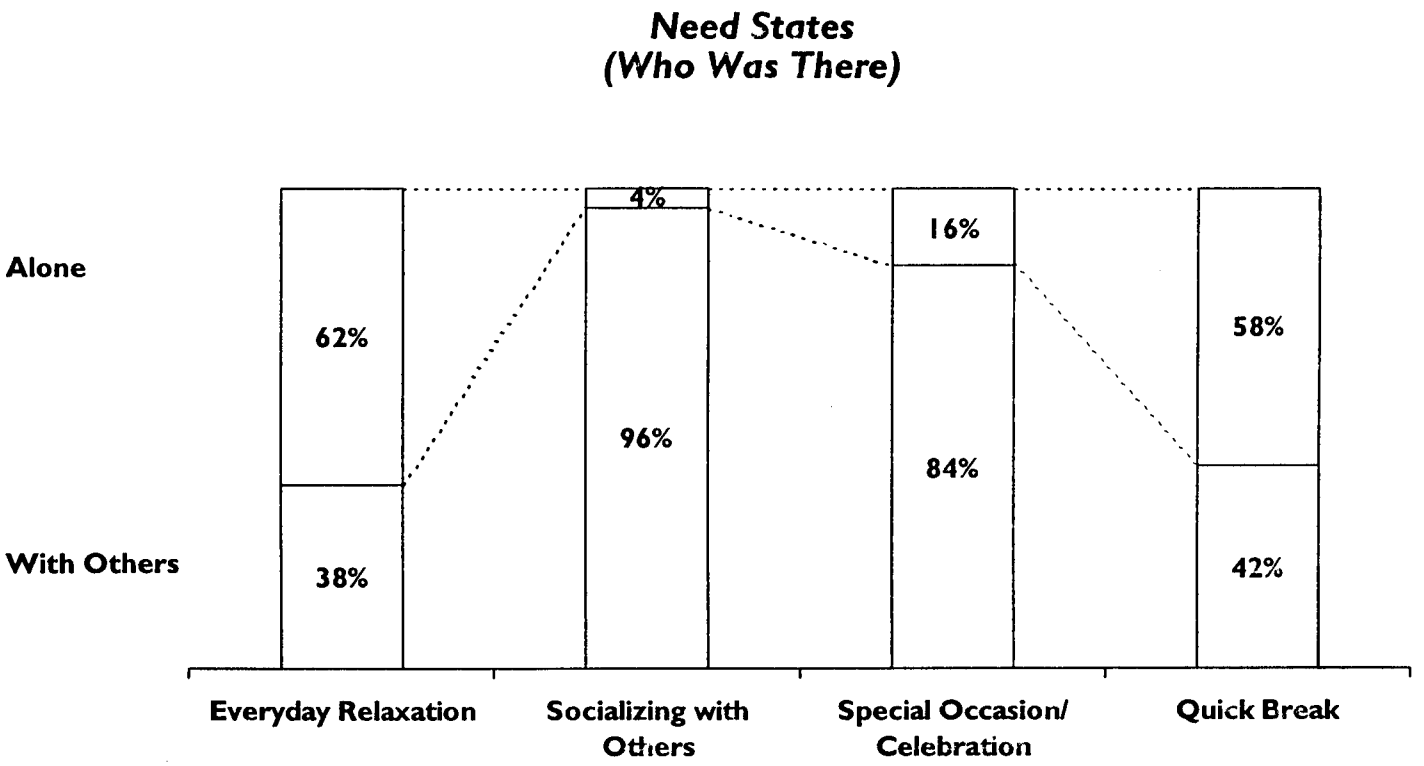
	Everyday Relaxation	Socializing with Others	Special Occasion/ Celebration	Quick Break
Location Where Need State Occurred				
At home – outside	47%	17%	24%	35%
At home – inside	28	10	8	15
Away from Home:				
► In the car	12	3	1	13
► At work	6	2	2	23
► Friend's house	4	24	15	3
► In a bar/restaurant/club	4	19	16	3
► On a golf course	3	13	9	2
Activities Participating In During Need State				
Drinking alcohol	24%	53%	53%	13%
Resting after eating	21	13	20	17
Driving	13	2	2	18
Watching recreation/sports	9	6	7	4
Drinking coffee	6	2	7	4
Participating in recreation/sports	4	18	13	3
None of these things	33	13	18	42

Source: Cigar Management Framework, Section 4, Q.4, Q.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019626

Everyday Relaxation And Quick Break Tend To Be More Solitary Occasions, Although They Are Not Exclusively So

Need State Characteristics



Source: Cigar Management Framework, Section 4, Q.6, Q.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019627

A Quick Break Is the One Need State That Tends to Drive Consumers to a Particular Size of Cigar - Shorter and Smaller

- However, a Quick Break cigar still lasts nearly half an hour on average

Cigar Length/Width by Need State
(% of Occasions)

	Everyday Relaxation	Socializing with Others	Special Occasion/ Celebration	Quick Break
Cigar Length				
Long (e.g., Churchill)	17%	21%	22%	17%
Medium (e.g., Corona)	60	62	61	41
Short (e.g., Robusto)	16	11	11	28
Cigar Width/Gauge				
Large (e.g., Robusto)	17%	19%	19%	16%
Medium (e.g., Corona)	56	61	58	45
Small (e.g., Petit Corona)	15	10	11	22
Average Time Spent Smoking	**34 min.**	**48 min.**	**45 min.**	**28 min.**

Source: Cigar Management Framework, Section 4, Q.12A, 12B, Q.13

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019628

Macanudo's Strongest Share Advantage Is on "Socializing" Occasions

Choice of Brand

- Cohiba also performs well on Socializing occasions, where Montecristo is a strong competitor

Brand Smoked at Need State (When Premium Cigar Was Chosen)

	Everyday Relaxation	Socializing with Others	Special Occasion/ Celebration	Quick Break
% of Premium Occasions	40%	40%	13%	7%
Brand Share Among Premium Brands				
Macanudo	13%	16%	13%	13%
Partagas	5	4	4	9
Cohiba	4	8	5	6
Punch	6	3	6	4
Hoyo de Monterrey	1	1	2	0
Hoyo de Monterrey Excalibur	3	2	0	4
Key Competitor Share				
Fuente	8	8	6	6
Upmann	4	4	4	2
Montecristo	2	7	8	0

Source: Cigar Management Framework, Section 4, Q.10

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019629

Everyday Relaxation Is the Most Commonly Experienced Need State for Both Savvy Self-Reliants and the Casual Enjoyers

Need States By Segment

- Relationship Driven Connoisseurs have a more even balance of social and relaxation Need States
- Socializing with Others is the most common Need State for the Emerging Enthusiasts and Special Occasion Only

Most Recent Need State Experienced by Segment
(% of Segment Occasions)

Need States	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Everyday Relaxation	48%	57%	24%	59%	10%
Socializing with Others	32	26	53	21	53
Special Occasion/ Celebration	15	7	19	9	28
Quick Break	5	10	4	11	9

Source: Cigar Management Framework, Section 4, Q.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019630

Each Segment Has Slightly Different Criteria for Choosing a Cigar for "Everyday Relaxation"

Reasons Why Particular Brand Was Chosen for "Everyday Relaxation" (% Mentions)

Reasons Why Brand Chosen	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only*
One of my favorites	58%	51%	49%	53%	*
Had it on hand	48	45	36	41	
Was affordable	15	19	22	22	
Wanted a full-flavored taste	30	25	20	16	
Wanted a milder cigar	14	17	7	17	
Wanted to savor the moment	25	10	5	9	
Wanted the highest quality	23	15	20	3	
Wanted a prestigious brand	8	7	14	2	
Wanted a stronger cigar	10	6	2	1	
Wanted something unique	6	2	12	4	
Friend recommended it	3	1	5	1	
Salesperson recommended it	3	1	9	4	
	↑ A time to smoke a favorite cigar, with full flavor and high quality	↑ A time to smoke a favorite, milder/medium cigar	↑ A time to smoke a high quality, prestigious brand	↑ A time to smoke a milder cigar	

*Not a common need state for this segment
Source: Cigar Management Framework, Section 4, Q.11

THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019631

Each Segment Has Slightly Different Criteria for Choosing a Cigar for "Socializing with Others"

Cigar Criteria

Reasons Why Particular Brand Was Chosen for "Socializing with Others" (% Mentions)

Reasons Why Brand Chosen	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
One of my favorites	65%	55%	59%	39%	48%
Had it on hand	23	33	27	46	38
Was affordable	17	20	14	27	19
Wanted a full-flavored taste	30	25	17	7	0
Wanted a milder cigar	11	18	11	9	10
Wanted to savor the moment	18	15	14	2	7
Wanted the highest quality	29	15	17	9	2
Wanted a prestigious brand	23	0	10	5	7
Wanted a stronger cigar	11	5	2	0	0
Wanted something unique	15	3	8	11	2
Friend recommended it	5	3	7	7	14
Salesperson recommended it	0	0	9	0	5
	A time to smoke a prestigious high-quality, full-flavored cigar	At time to smoke a milder but full flavored cigar	A time to smoke a favorite brand or get a recommendation	A time to smoke is whatever is on hand or affordable	A time to look to friends for recommendations

Source: Cigar Management Framework, Section 4, Q.11

THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019632

Each Segment Has Slightly Different Criteria for Choosing a Cigar for "Special Occasion/Celebration"

Cigar Criteria

Reasons Why Particular Brand Was Chosen for "Special Occasion/Celebration" (% Mentions)

Reasons Why Brand Chosen	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
One of my favorites	44%	*	45%	39%	32%
Had it on hand	22		23	39	24
Wanted to savor the moment	28		28	26	8
Wanted a full-flavored taste	33		21	17	4
Was affordable	17		19	4	20
Wanted the highest quality	17		25	9	12
Wanted a milder cigar	11		15	12	16
Wanted something unique	8		19	17	4
Wanted a prestigious brand	17		11	9	12
Given to me	6		9	4	20
Friend recommended it	8		4	0	12
Wanted a stronger cigar	3		6	9	0
Salesperson recommended it	3		2	0	20
	↑ A time to smoke a prestigious, full-flavored cigar to help savor the moment		↑ A time to smoke a unique, prestigious, highest quality cigar to savor the moment	↑ A time to smoke something unique to help savor the moment	↑ A time to look for recommendations (or just smoke what you're given)

*Not a common Need State for this segment

Source: Cigar Management Framework, Section 4, Q.11

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019633

Cigar Need States

Summary

Key Findings	*Implications*
▶ Cigar smokers experience several different Need States, each with its own set of circumstances and accompanying behaviors	▶ Building a detailed understanding of Need States will allow us to maximize brand relevance, set an appropriate context for our brands in advertising, and choose suitable promotion partners
▶ Everyday Relaxation and Socializing with others are the two most commonly experienced Need States among premium cigar smokers — However, each segment experiences these Need States with different frequency — For some segments, Special Occasion/Celebration is also an important Need State	▶ Choice of target segment will drive selection of which Need States are most important to focus on
▶ Each segment has slightly different purchase criteria when it comes to selecting a cigar for a particular Need State	▶ Defining a target need state in addition to a target segment will provide additional opportunities to differentiate brand on key benefits sought
▶ Macanudo and Cohiba are more likely to be chosen for Socializing with Others and Special Occasion/Celebration — Partagas does not stand out on any particular need state	▶ We may choose to bolster Macanudo and Cohiba's current association with this Need State if we believe we can deliver on what smokers are looking for — We will need to work to create the "right" Need State for Partagas in consumers' minds
▶ Judgmentally, there are few if any premium cigar brands today which are using Need States effectively to market to consumers — Unlike other product categories like soft drinks, fast food	▶ Strategically, if we are the first mover to create a framework for consumers to think about Need States differently and align our brands accordingly, we could develop a tremendous advantage

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019634

Agenda

- Today's Objectives
- Review of Key Motivational Segments
- Brand Performance by Segment
- Cigar Need States
- Profile of Brand Users
  - Motivations
  - Category Behavior
  - Demographics, Lifestyle, and Media
- Brand Imagery Among Brand Users
- Opportunity Selection and Strategy Exercises
- Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019635

Macanudo's Broad Appeal Means That Its Regular Users Do Not Show Strong Motivational Differences From Premium Smokers in General

Regular Macanudo Smokers Attitude Summary (Top 2 Box % Agree)*

Stronger Than Average Agreement	Premium Brand Users	Regular Macanudo Smokers	% Point Difference
I wish there were more places to go where I could smoke a cigar	38%	45%	7
My work requires me to work long hours	55	63	7
I like to smoke a range of tastes	42	49	7
I usually leave the band on a cigar when I smoke it	41	48	7
For special events, it's more important to have a brand with some prestige	30	37	7
I enjoy planning ahead to smoke a cigar	40	46	6
Tobacconists are the best place to buy cigars	36	43	6
Having close friendships is critical to happiness	62	68	6
I'm so busy that when I do take time off, I really want to make my free time count	59	66	6
I enjoy shopping for cigars	43	49	6
I like to discover new and different places to go	63	68	6
Relationships are important to me	82	87	6
I have a few cigar brands I typically buy most often	67	73	6
I buy mainly premium priced cigars	42	48	6
Below Average Agreement			
Cigar manufacturers are explointing me through price increases	35	29	-6
My preferences have evolved over time towards stronger cigars	24	18	-6
I like to smoke a full-flavored cigar	56	49	-7
I am completely satisfied with my physical appearance	35	29	-7

Note: *Top 2 Box = Completely/Somewhat Agree
Source: Cigar Management Framework, Section 1, Q.1A

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019636

Partagas Smokers Have a Love of Cigars and Enjoy Shopping at the Tobacconist

- They also tend to prefer fuller-flavored cigars

Regular Partagas Smokers Attitude Summary
(Top 2 Box % Agree*)

Stronger Than Average Agreement	Regular Premium Smokers	Regular Partagas Smokers	% Point Difference
I enjoy shopping for cigars	43%	66%	22
I really enjoy owning a humidor	32	54	22
I wish there were more places to go where I could smoke a cigar	38	60	22
I buy mainly premium priced cigars	42	61	19
I like to smoke a range of taste	42	61	19
I love cigars	51	67	17
Friends often ask me for recommendations on cigars	27	44	16
I regularly smoke cigars	31	47	16
I'm extremely knowledgeable about cigars	17	33	16
I frequently treat myself to some of life's little luxuries	63	77	14
I enjoy taking risks	32	46	14
I usually leave the band on a cigar when I smoke it	41	56	14
A good cigar can make any occasion special	46	60	14
I like to smoke a full-flavored cigar	56	70	14
Cigar smoking is one of life's little pleasures	61	75	14
I'm extremely happy with my life	63	77	14
Tobacconists are the best place to buy cigars	36	50	14
When I go to the tobacconist, I feel like a kid in a candy store	36	50	14
Below Average Agreement			
Cigar bars get too smoky for me to enjoy regularly	33	21	-13
I prefer mild tasting cigars	40	27	-13
Cigar smoking isn't that important to me	27	13	-13
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like	40	23	-17

Note: *Top 2 Box = Completely/Somewhat Agree
Source: Cigar Management Framework, Section 1, Q.1A

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019637

Cohiba Users Have a Love of Cuban Cigars and Would Switch to Them If They Were Legal

- Cohiba smokers also tend to be more social people and very involved with their appearance

Regular Cohiba Smokers Attitude Summary
(Top 2 Box % Agree*)

Stronger Than Average Agreement	Regular Premium Smokers	Regular Cohiba Smokers	% Point Difference
I prefer Cuban cigars to any other	23%	46%	23
I enjoy taking risks	32	47	15
I'm extremely happy with my life	63	78	15
Tobacconists are the best place to buy cigars	36	50	14
If Cuban cigars were legal, I'd switch most of my smoking to Cubans	30	44	14
Shopping for cigars is like an adventure	30	42	12
I have a lot of friends who smoke cigars	26	38	12
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly	52	63	11
Friends often ask me for recommendations on cigars	27	38	11
I really enjoy owning a humidor	32	43	11
I generally smoke cigars with friends/other people	40	51	11
I'm so busy that when I do take time off, I really want to make my free time count	59	70	11
I'm extremely interested in going to cigar bars	16	26	10
Making sure I look my best at all times is very important to me	39	48	9
I frequently entertain guests at home	26	35	9
I consider myself to be very fashion conscious	20	29	9
Below Average Agreement			
I spend most of my free time at home	52	44	-8
I can't afford all the luxuries of life	58	47	-11
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke	35	23	-12
I prefer stores that offer the lowest prices	55	36	-19

Note: *Top 2 Box = Completely/Somewhat Agree
Source: Cigar Management Framework, Section 1, Q.1A

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019638

Profile of Brand Users

- The section contains a motivational, behavioral, and demographic profile of our brands' current users
- This information is intended to
  - Help us understand who each of our brands has succeeded with to-date
  - Identify any significant differences among our current users that could help aid brand strategy development
  - Aid in identifying appropriate media vehicles, promotion ideas, etc. which are intended to reach out to current users

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019639

Agenda

- Today's Objectives
- Review of Key Motivational Segments
- Brand Performance by Segment
- Cigar Need States
- Profile of Brand Users
  - Motivations
  - Category Behavior
  - Demographics, Lifestyle, and Media
- Brand Imagery Among Brand Users
- Opportunity Selection and Strategy Exercises
- Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019640

Cohiba Smokers Spend the Most on Average Per Cigar

Behavior Summary

- Partagas and Cohiba users prefer strong cigars

Key Behavior Summary

	Premium Brand Users	Macanudo	Partagas	Cohiba
Average Number of Cigars Smoked Per Week	3.7	3.2	4.1	3.1
Average Price Paid Per Cigar	$6.01	$6.64	$6.64	$8.64
Share of Regular Users Smokling 5 Years or Less	39%	40%	32%	42%
Average Knowledgeability Self-Rating (10 Pt. Scale)	5.5	5.5	6.4	5.7
Share Who Typically Smoke Socially	29%	34%	25%	37%
Taste Preference				
► Mild	29%	30%	14%	26%
► Medium	58	60	63	55
► Strong	14	10	23	19
Share Who Shop Most Often at Tobacconist	53%	62%	70%	64%
Top 3 Sources of Cigar Information	► Friends ► Tobacconist ► Cigar Catalog	► Friends ► Tobacconist ► Cigar Aficionado	► Tobacconist ► Friends ► Cigar Catalogs	► Tobacconist ► Friends ► Cigar Aficionado

☐ = 120+ Index, vs. Premium Brand Users

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019641

Partagas Smokers Smoke More Often than Macanudo or Cohiba Smokers

Smoking Frequency

Cigar Smoking Frequency
(% of Smokers)

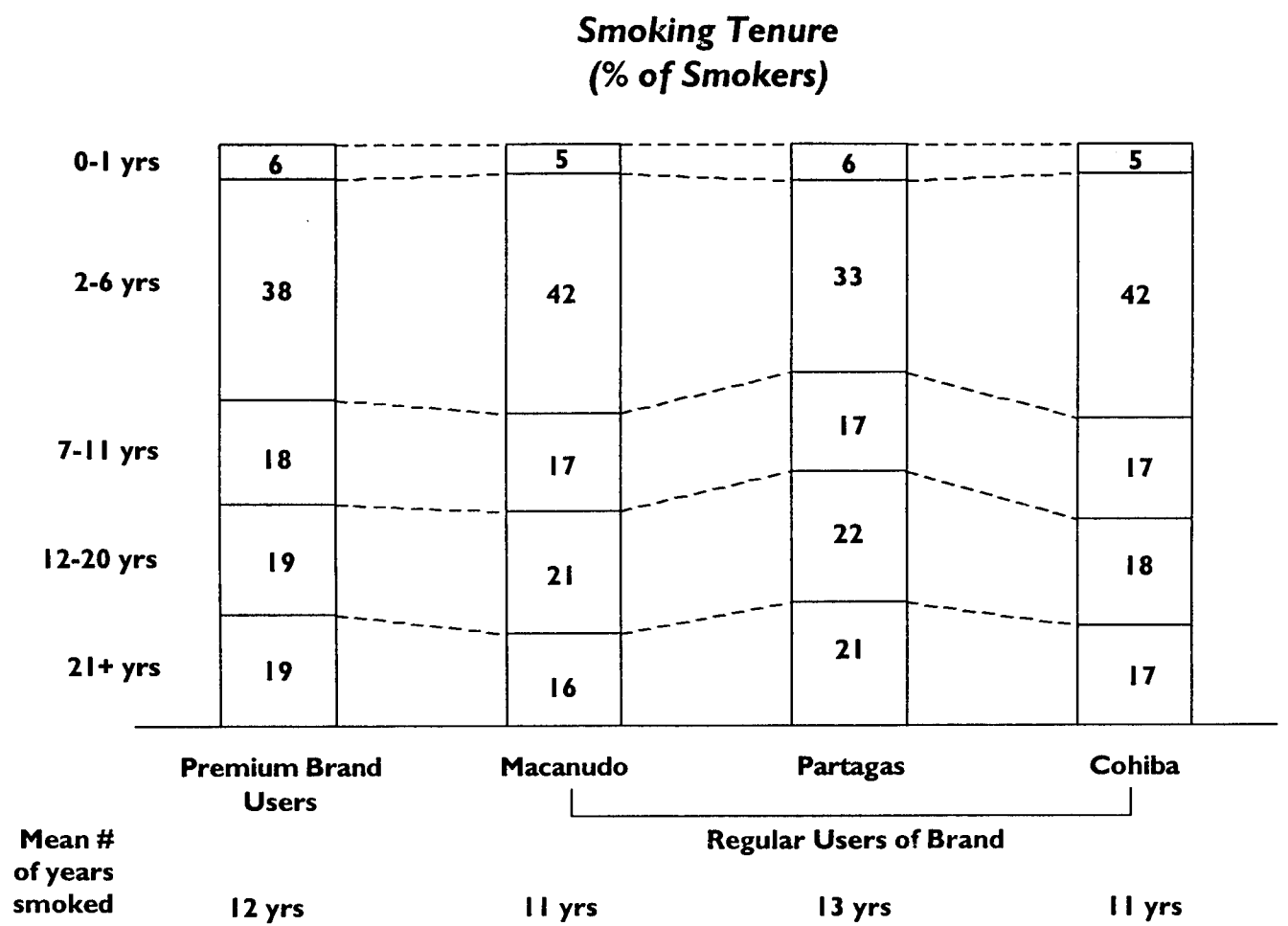
Indulgent Activity	Premium Brand Users	Regular Users of Brand		
		Macanudo	Partagas	Cohiba
Once a day or more	13%	11%	16%	11%
Once a week or more	52	50	66	55
Once a month or more	88	89	99	93
Less than once a month	12	11	1	7
Avg. # of Cigars Smoked/Week	3.7	3.2	4.1	3.1

☐ = 120 Indices vs. Total sample
Source: Cigar Management Framework, Section 2, Q.2, Q.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019642

Contrary to Common Belief, Macanudo Users Are No More Likely to Be Newer Smokers

Smoking Tenure



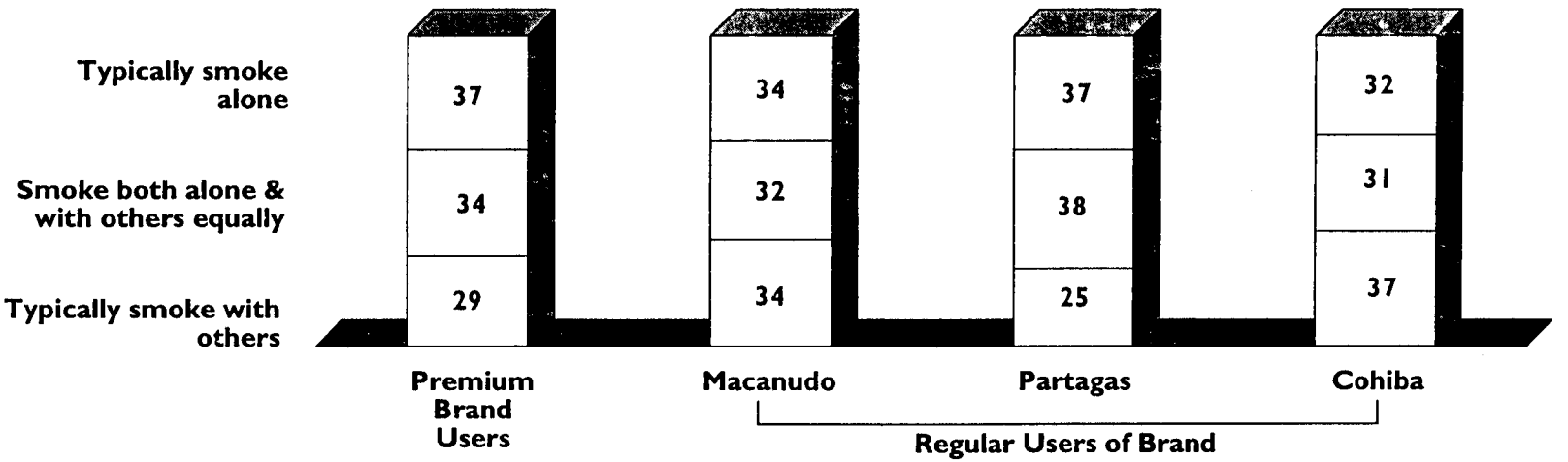
Source: Cigar Management Framework Section 2, Q.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019643

Macanudo and Cohiba Users Are Somewhat More Social Than Partagas Users

Smoking Behavior

Social vs. Solitary Smoking
(% of Smokers)



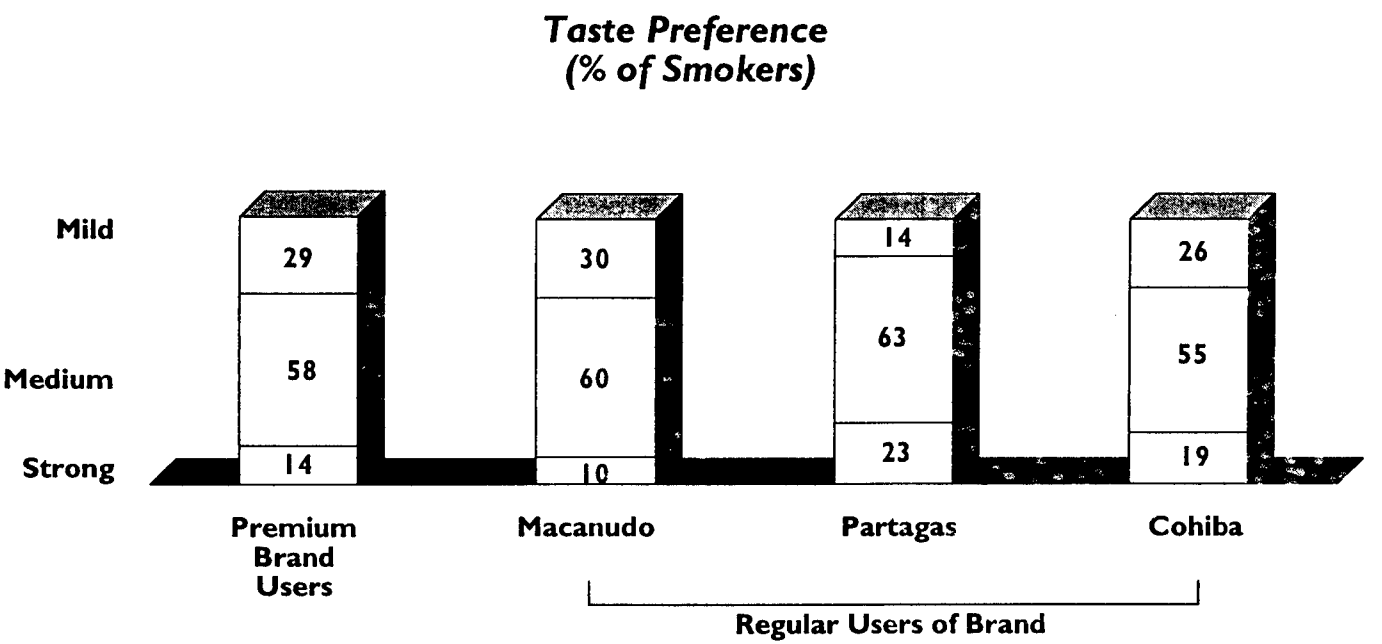
Source: Cigar Management Framework, Section 2, Q.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019644

Partagas Smokers Are More Likely to Prefer Stronger Cigars

Flavor Preference

- Macanudo smokers have similar taste preferences to all premium smokers



Source: Cigar Management Framework, Section 2, Q.18

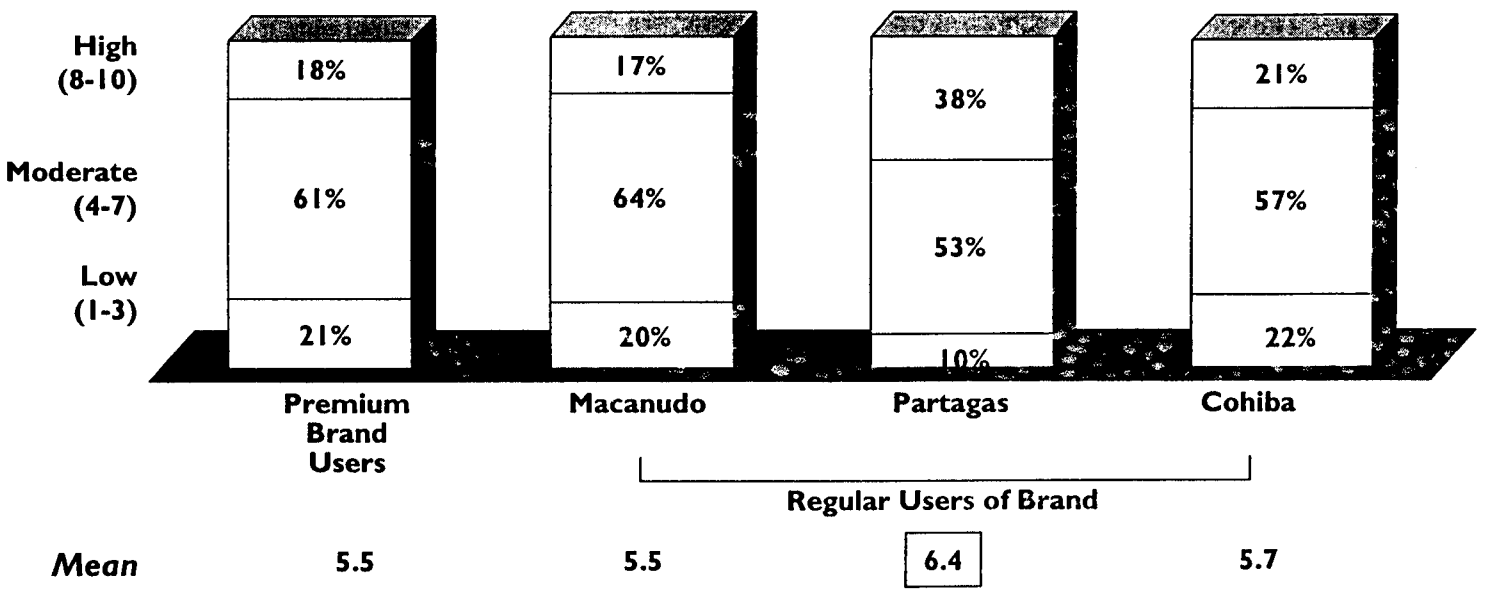
CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019645

Partagas Smokers Consider Themselves Significantly More Knowledgeable Than Regular Premium Smokers

Knowledgeability

- Macanudo and Cohiba smokers see themselves as having average knowledgeability

Cigar Knowledge Level
(Self-Rated on 10 Point Scale)*



Note: * 10 = extremely knowledgeable, 1 = not very knowledgeable
Source: Cigar Management Framework, Section 2, Q21

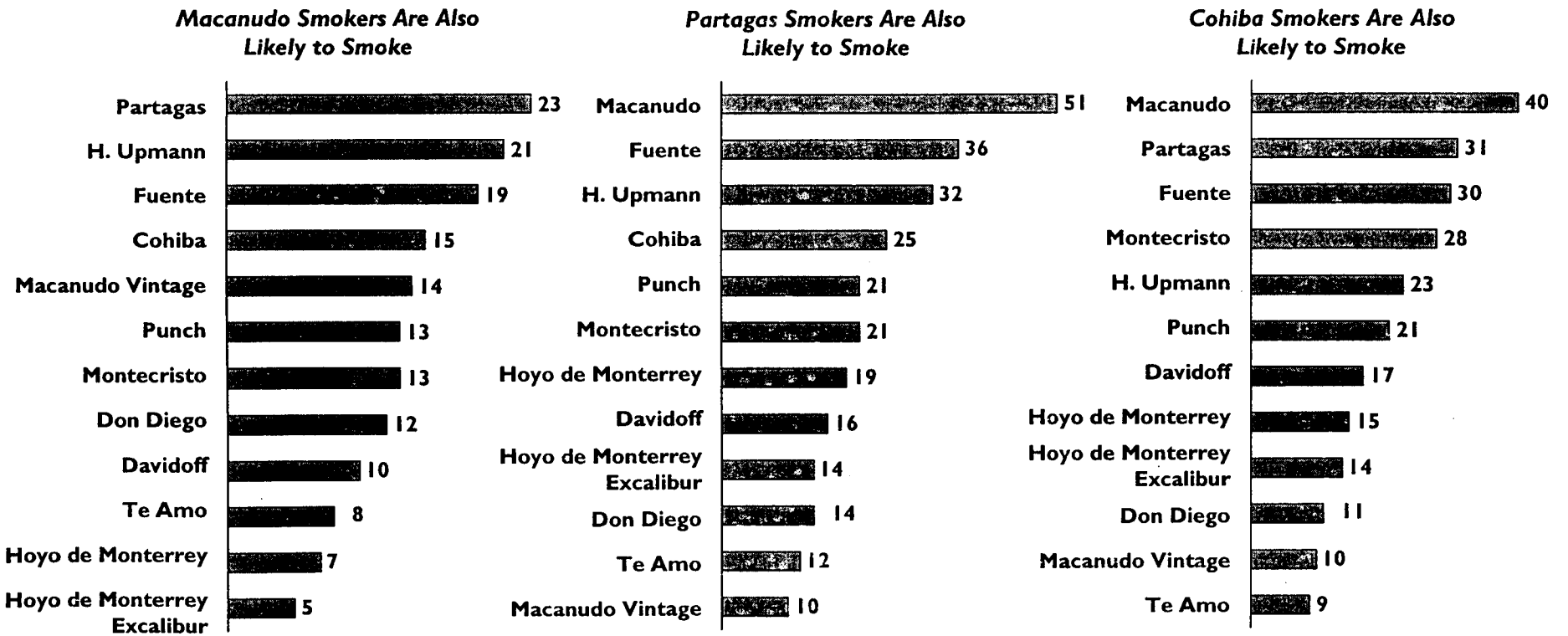
CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019646

Macanudo Users Are Also Likely to Smoke Partagas, Upmann, and Fuente

Smoking Behavior

- Fuente users are more likely to smoke Macanudo (38% of them) than Macanudo users are to smoke Fuente

Cross Brand Usage
(% of Brand Smokers Who Regularly Smoke Another Brand)



Source: Cigar Management Framework, Section 2, Q19d

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019647

Agenda

- Today's Objectives
- Review of Key Motivational Segments
- Brand Performance by Segment
- Cigar Need States
- Profile of Brand Users
  - Motivations
  - Category Behavior
  - Demographics, Lifestyle, and Media
- Brand Imagery Among Brand Users
- Opportunity Selection and Strategy Exercises
- Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019648

Partagas and Cohiba Users Are Higher than Average Income, However Macanudo Users May Catch up with Them As They Grow Older

Demographics

- Nearly a third of Cohiba smokers are entrepreneurs

Demographic Summary

	Premium Brand Users	Regular Users of Brand		
		Macanudo	Partagas	Cohiba
Mean Age (Years)	40	39	42	41
% Under Age 35	35%	36%	25%	28%
% Single/Divorced/ Widowed	38%	34%	27%	31%
% with Children <18	35%	35%	40%	40%
Mean Household Income	$64,040	$68,740	$76,920	$83,720
% College Graduates+	56%	56%	64%	62%
% with Managerial/ Prof./Exec. Occupations	50%	56%	68%	56%
% Employed Full-Time	89%	92%	97%	93%
% Retired/Not Employed	6%	5%	1%	3%
% Owning Own Business	20%	20%	26%	30%

☐ = 120+ Index

Source: Cigar Management Framework, Panel Data, Section 1, Q1, Section 6, Q2a

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019649

Partagas and Cohiba Smokers Use Magazines As a Form of Media Significantly More than Regular Premium Smokers Overall

- Three-fourths of our consumers have Internet access

Media Usage
(Most Frequently Used Media)

Most Frequently Used Media	Premium Brand Users	Regular Users of Brand		
		Macanudo	Partagas	Cohiba
Watch TV	44%	44%	42%	46%
Radio	16	15	14	13
Newspapers	13	15	13	9
Using PC (not online)	9	8	12	7
Magazines	5	5	11	11
Internet	5	6	5	5
% with Internet Access	72	74	78	71

Source: Cigar Management Framework, Section 6, Q.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019650

Partagas and Cohiba Users Read Cigar Aficionado More Than Any Other Magazine, Macanudo Users Are Equally Likely to Read Newsweek

Media Habits

Top 10 Magazines Read (% Reading Regularly)

Premium Brand Users		Regular Users of Brand: Macanudo		Regular Users of Brand: Partagas		Regular Users of Brand: Cohiba	
1. Playboy	17%	1. Newsweek	19%	1. Cigar Aficionado	32%	1. Cigar Aficionado	35%
2. Cigar Aficionado	17	2. Cigar Aficionado	19	2. Time	22	2. Playboy	22
3. Newsweek	15	3. Sports Illustrated	17	3. Newsweek	21	3. Golf Digest	21
4. Sports Illustrated	15	4. Playboy	15	4. Sports Illustrated	18	4. Sports Illustrated	21
5. Time	12	5. Time	15	5. Playboy	13	5. Time	16
6. Golf Digest	10	6. Business Week	11	**6. Smoke**	**13**	6. Men's Health	15
7. Business Week	9	7. Golf Digest	10	7. Golf Digest	12	7. Newsweek	15
8. Field & Stream	9	8. Men's Health	9	8. Business Week	11	**8. Forbes**	**14**
9. Car & Driver	9	9. Car & Driver	9	**9. PC Magazine**	**11**	**9. GQ**	**13**
10. Men's Health	8	**10. Family Handyman**	**7**	10. Car & Driver	9	10. Business Week	10

Note: Bold = Difference vs. Total Segment Top 10 List
Source: Cigar Management Framework, Section 6, Q.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019651

Golf Is the Most Popular Leisure Activity among Macanudo and Cohiba Users

- Casino gambling is more popular among our brands' users than the average premium cigar smoker

Top 10 Lifestyle Activities
(% Participating in Regularly)

Premium Brand Users		Regular Users of Brand: Macanudo		Partagas		Cohiba	
1. Golf	27%	1. Golf	31%	1. Gardening	35%	1. Golf	40%
2. Gardening	26	2. Gardening	28	2. Golf	31	2. Playing Cards	29
3. Playing Cards	22	3. Playing Cards	27	3. Playing Cards	23	3. Gardening	27
4. Freshwater Fishing	21	4. Exercise Machines	23	4. Freshwater Fishing	22	4. Swimming	25
5. Exercise Machines	19	5. Biking Outdoors	19	5. Exercise Machines	18	5. Freshwater Fishing	22
6. Biking Outdoors	16	6. Freshwater Fishing	19	**6. Casino Gambling**	**18**	**6. Casino Gambling**	**21**
7. Swimming	16	7. Weightlifting	17	7. Swimming	17	7. Weightlifting	19
8. Weightlifting	16	8. Swimming	17	8. Hunting	17	8. Exercise Machines	19
9. Camping	15	**9. Casino Gambling**	**16**	9. Biking Outdoors	17	9. Biking Outdoors	18
10. Hunting	14	**10. Fitness walking**	**15**	10. Weightlifting	16	**10. Wine tasting**	**17**

Note: Bold = Difference vs. Total Segment Top 10 List
Source: Cigar Management Framework, Section 6, Q.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019652

Cohiba Users Are Somewhat More Indulgent than the Average Premium Cigar Smoker

Lifestyle

Indulgence Type Activities Engaged in (% Participating in Regularly)

Indulgent Activity	Premium Brand Users	Regular Users of Brand		
		Macanudo	Partagas	Cohiba
Domestic vacations	59%	45%	51%	43%
Eat in expensive restaurants	32	26	29	38
Drink fine wine	35	26	33	40
Buy gourmet food to eat at home/elsewhere	32	26	37	33
Drink single-malt scotch/ small-batch bourbon	22	17	26	21
Own luxury car	19	16	21	21
Stay in luxury hotels	17	14	18	20
Buy expensive clothing	20	17	25	21
Buy expensive gifts	18	14	22	23
Foreign vacations	13	12	19	16
Have a massage	10	8	11	13
Have a manicure or facial	4	2	3	6
Buy custom-made clothing	6	4	10	10

Source: Cigar Management Framework, Section 6, Q.14

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019653

Profile of Brand Users

Key Findings

- A profile of each of our brand's current users has shown us that each group has slightly different
  - Motivations
  - Knowledge levels
  - Purchase influencers
  - Media habits
  - Leisure interests
- A key finding is that most General Cigar users do prefer shopping at tobacconists to other channels
- Cohiba users have a love of Cuban cigars and would switch to them immediately if they became legal

Implications

- This information will be valuable in designing initiatives and programs to reinforce loyalty of existing consumers, e.g.,
  - Advertising
  - Promotions
  - Reward programs
  - Relationship/database marketing
  - Etc.
- We can take our consumer findings to tobacconists to prove that recommending our brands to consumers does not risk leading them to other channels despite our brands' wide availability
- We need to create a distinct reason for being for our Cohiba brand today

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019654

Agenda

- Today's Objectives
- Review of Key Motivational Segments
- Brand Performance by Segment
- Cigar Need States
- Profile of Brand Users
  - Motivations
  - Category Behavior
  - Demographics, Lifestyle, and Media
- Brand Imagery Among Brand Users
- Opportunity Selection and Strategy Exercises
- Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019655

In This Section, We Will Explore Brand Imagery of the General Cigar Brands Among Those Closest to the Brand

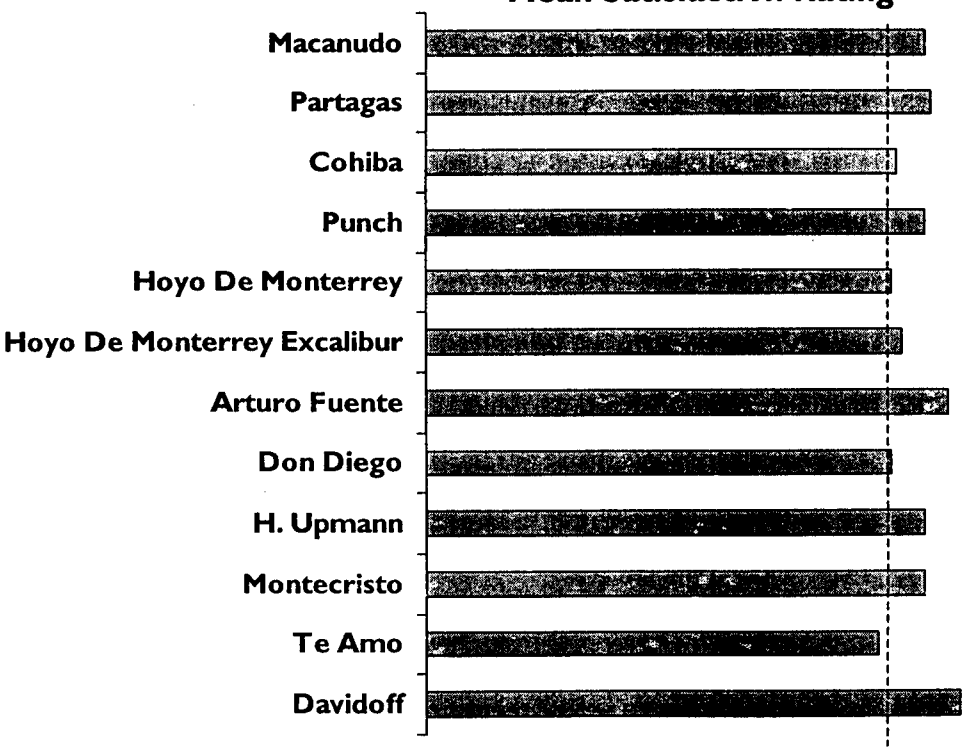
- In order to understand the imagery of each brand, we will look at associations among regular users of each brand (previously we have looked at imagery among only those aware of the brand)
  - Brand satisfaction and value
  - Brand imagery attributes
  - Brand personality
  - Taste perceptions

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019656

Among Regular Brand Users, Macanudo, Partagas and Cohiba Received Average Satisfaction Perceptions

Satisfaction

Overall Brand Satisfaction
(Among Regular Brand Users)



	Mean Satisfaction Rating*	Very Satisfied (Top 2 Box %*)
Macanudo	8.5	70%
Partagas	8.6	62
Cohiba	8.0	54
Punch	8.5	56
Hoyo De Monterrey	7.9	59
Hoyo De Monterrey Excalibur	8.1	62
Arturo Fuente	8.9	80
Don Diego	7.9	44
H. Upmann	8.5	55
Montecristo	8.5	61
Te Amo	7.7	43
Davidoff	9.1	79
	AVG. = 8.3	AVG. = 60%

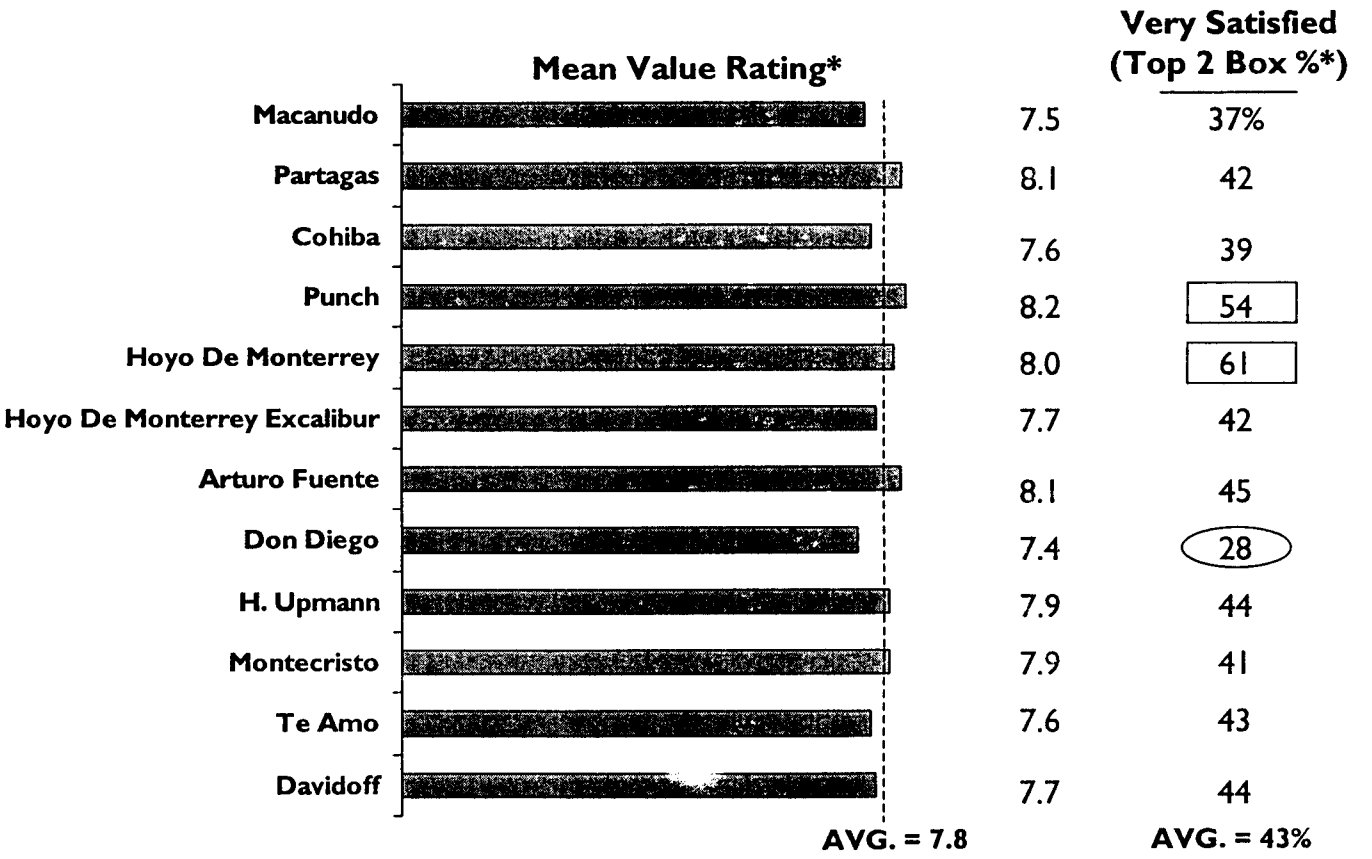
*10 Pt. Scale: 1= Not Very Satisfied, 10= Extremely Satisfied
Source: Cigar Management Framework, Section 5, Q3.

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019657

All Three General Cigar Premium Brands Also Receive Average Value Ratings Among Users

Perceived Value

Overall Brand Value Perceptions
(Among Regular Brand Users)



*10 Pt. Scale: 1= Not a Good Value, 10= Extremely Good Value
Source: Cigar Management Framework, Section 5, Q4.

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019658

Cohiba Has an Image of Being Frequently Recommended by Those Who Know Cigars

Brand Imagery

- Macanudo is more likely to be recommended by friends
- Partagas is known for being recommended by magazines

Brand Perceptions - General Cigar Premium Brands
(% Agree Among Regular Brand Users)

	Brand Attributes	12 Brand Average	Macanudo	Partagas	Cohiba
Quality/ Elements	Consistent quality	64%	66%	72%	62%
	Brand I trust	63	68	71	60
	Well constructed	61	61	67	55
	High quality	60	61	61	62
	Easy draw	57	57	56	52
	Easy to smoke	56	58	57	53
	Fresh	54	56	54	46
Price/ Value	Smart choice	40	38	39	32
	Good value	39	36	34	25
	Low price	14	11	5	6
Taste	Great taste	64	66	66	61
	Smooth taste	52	57	51	49
	Full flavored	40	33	46	38
Recommend-ations	Recommended by tobacconists	43	43	44	53
	Recommended by friends	29	38	26	36
	Recommended by magazine	24	21	31	25

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019659

THE CAMBRIDGE GROUP

☐ = 120+ Indices vs. 12 Brand Avg.
Source: Cigar Management Framework, Section 5, Q1c.

Macanudo Is Considered to Have Widespread Availability

- Cohiba is considered a good brand for gift-giving and special occasions, but lacks everyday appropriateness

Brand Perceptions Among Premium General Cigar Brands
(% Agree Among Regular Brand Smokers)

	Brand Attributes	12 Brand Average	Macanudo	Partagas	Cohiba
Occasion Type	Good for relaxing	54%	55%	59%	50%
	Good for gift	44	44	50	55
	Good for special occasions	42	43	41	51
	Good for everyday	32	32	34	17
	Good as a reward	32	30	34	50
	Easy to find/widely available	46	58	48	21
	Attractive packaging	20	24	19	16

☐ = 120+ Indices vs. 12 Brand Avg.
Source: Cigar Management Framework, Section 5, Q1c.

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019660

Cohiba Has a Strong Brand Personality As Being Prestigious, Sophisticated and for Serious Smokers

Brand Imagery

- Macanudo is seen as popular, trendy, and skews towards more social smoking
- Partagas has less distinctive personality imagery

Brand Perceptions Among Premium General Cigar Brands
(% Agree Among Regular Brand Smokers)

Brand Personality	12 Brand Average	Macanudo	Partagas	Cohiba
Reliable	44%	43%	47%	39%
Popular	43	54	45	50
For serious smokers	41	31	49	50
Refined taste	37	35	35	44
For social smokers	28	33	29	22
Prestigious	28	22	24	47
Masculine	28	25	31	32
Individualistic	24	15	20	35
Sophisticated	23	20	21	34
Casual	22	26	21	17
Trendy	17	23	15	32
Sporty	14	11	16	11
Innovative	11	7	7	13

☐ = 120+ Indices vs. 12 Brand Avg. ◯ = 80 or Less Index
Source: Cigar Management Framework, Section 5, Q1c.

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019661

Macanudo's Top Associations Among Its Regular Users Focus on Quality and Great Taste From a Trusted Brand

- However, relative to other competitive premium brands, it stands out on its popularity and wide availability

Macanudo Brand Imagery
(Among Regular Macanudo Smokers)

Top 10 Imagery Attributes	% Agree	% Pt. Diff. Vs. 12 Brand Avg	Top Brand on this Attribute
Brand I trust	68%	+5	Partagas (71%)
Great taste	66	+2	Davidoff (78%)
Consistent quality	66	+2	Davidoff (75%)
High quality	61	(1)	Davidoff (76%)
Well constructed	61	0	Fuente (70%)
Easy to smoke	58	+2	Davidoff (61%)
Easy to find/widely available	58	+12	Punch (59%)
Smooth taste	57	+5	Fuente (62%)
Easy draw	56	(1)	Davidoff (63%)
Fresh	55	+1	Davidoff (63%)
Top 5 Personality Attributes			
Popular	45%	+9	Macanudo (54%)
Reliable	43	(1)	Upmann (52%)
Refined taste	35	(2)	Davidoff (57%)
For social smokers	33	+5	Davidoff (35%)
For serious smokers	31	(10)	Cohiba/Excalibur (50%)

Source: Cigar Management Framework, Section 5, Q1c.

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019662

Partagas Has a Strong Association with Trust Among Its User Base

- But Davidoff and Fuente are stronger on many of Partagas' top attributes

Partagas Brand Imagery
(Among Regular Partagas Smokers)

Top 10 Imagery Attributes	% Agree	% Pt. Diff. Vs. 12 Brand Avg	Top Brand on this Attribute
Consistent quality	72%	+8	Davidoff (75%)
Brand I trust	71	+8	Partagas (71%)
Well constructed	67	+6	Fuente (70%)
Great taste	66	+2	Davidoff (78%)
High quality	61	+1	Davidoff (76%)
Good for relaxing	59	+5	Hoyo/Partagas (59%)
Easy to smoke	57	+1	Davidoff (61%)
Easy draw	56	(1)	Davidoff (63%)
Fresh	54	0	Davidoff (63%)
Smooth taste	51	(1)	Fuente (62%)
Top 5 Personality Attributes			
For serious smokers	49%	+8	Cohiba/Excalibur (50%)
Reliable	47	+3	Upmann (52%)
Popular	45	+2	Macanudo (54%)
Refined taste	35	(2)	Davidoff (57%)
Masculine	31	+3	Cohiba (32%)

Source: Cigar Management Framework, Section 5, Q1c.

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019663

Cohiba Is a Highly Prestigious Brand Name, However, Davidoff Is Considered Even More So

Cohiba Brand Imagery (Among Regular Cohiba Smokers)

Top 10 Imagery Attributes	% Agree	% Pt. Diff. Vs. 12 Brand Avg	Top Brand on this Attribute
Consistent quality	62%	(2)	Davidoff (75%)
High quality	62	+2	Davidoff (76%)
Great taste	61	(3)	Davidoff (78%)
Brand I trust	60	(3)	Partagas (71%)
Well constructed	55	(6)	Fuente (70%)
Good for a gift	55	+11	Davidoff (59%)
Easy to smoke	53	(3)	Davidoff (61%)
Recommended by tobacconists	53	+10	Davidoff (61%)
Easy draw	52	(5)	Davidoff (63%)
Good for special occasions	51	+9	Davidoff (61%)
Top 5 Personality Attributes			
Popular	50%	+7	Macanudo (54%)
For serious smokers	50	+9	Cohiba/Excalibur (50%)
Prestigious	47	+19	Davidoff (51%)
Refined taste	44	+7	Davidoff (57%)
Reliable	39	(5)	Upmann (52%)

Source: Cigar Management Framework, Section 5, Q1c.

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019664

Macanudo Users Describe Its Taste As Mild to Medium

Brand Taste

- Partagas and Cohiba have a medium to medium-strong taste profile
- Those who are aware of our brands, but not regular users, have accurate perceptions of the brands' taste profiles

Taste Perceptions
(Brand Users vs. Brand Aware)

	Macanudo		Partagas		Cohiba	
	Aware	Reg. Users	Aware	Reg. Users	Aware	Reg. Users
Mild	14%	13%	4%	6%	5%	9%
Mild/Medium	30 } 64%	36 } 71%	21	24	16	18
Medium	34	35	32 } 69%	26 } 63%	28 } 63%	35 } 62%
Medium/Strong	18	15	37	37	35	27
Strong	4	1	6	7	17	12

Source: Cigar Management Framework, Section 5, Q2.

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019665

Brand Imagery Among Brand Users

Summary

Key Findings	*Implications*
▶ Our brands receive average satisfaction and value ratings from our users — We are vulnerable to some competitive brands which do a better job of highly satisfying their users	▶ We must look for ways to differentiate our brands beyond the product itself — Connect to the consumer at a higher level — Understand the emotional benefits sought by a target — Build more distinctive personalities for the brands
▶ Macanudo has a strong imagery base in many different areas	▶ To sustain our success, we may want to choose to focus on several key attributes that we can own
▶ Partagas does not have distinctive brand imagery today, even among its users	▶ We must invest to achieve a differentiated position to help Partagas succeed

Continued . . .

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019666

Brand Imagery Among Brand Users (cont.)

Key Findings	*Implications*
► Most of the attributes where Macanudo and Partagas score highest are on quality elements which we know to be category ante's	► New messaging strategies will be required to move beyond the ante's and focus on attributes which are more compelling points of difference from other brands
► Cohiba has a differentiated image as a prestigious, sophisticated cigar that's good for special occasions	► Cohiba's differentiated image will be a key factor in deciding which segment to target

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019667

Agenda

- Today's Objectives
- Review of Key Motivational Segments
- Brand Performance by Segment
- Cigar Need States
- Profile of Brand Users
  - Motivations
  - Category Behavior
  - Demographics, Lifestyle, and Media
- Brand Imagery Among Brand Users
- Opportunity Selection and Strategy Exercises
- Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019668

Choosing One or Two Segments As a Target Does Not Mean Other Segments Are Written Off

- An advertising campaign or promotion targeted at one segment will not result in another segment no longer buying your brand
- Messaging strategies should be designed to have the most meaningful impact to the best prospect but should not alienate other consumers
- Messages targeted at one segment may be seen by all … and will motivate many consumers outside of the target who may relate to part of what message has to say

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019669

We Propose Five Criteria for Choosing a Target Segment for Each of Our Brands

Proposed Criteria for Choosing a Target Segment

Importance

- How much brand volume does the segment represent today?
- How much volume upside do we think is possible in the segment?

Potential Responsiveness

- How well does our brand's strengths fit with what the segment is looking for?
  - — Purchase criteria
  - — Brand imagery
  - — Taste preferences
- Do we think we can craft a message that will motivate the segment to choose our brand over others?

Actionability

- Do we have the ability to influence how our brand is presented in the segment's preferred channel and among its other purchase influencers?

During the worksession, we will add, modify or delete criteria if judged appropriate

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019670

During the Worksession, We Will Work Through Exercises to Reach Targeting Decisions for Each Brand

For What	*To Whom*				
	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Everyday Relaxation	Brand X				
Socializing with Others			Brand Y		
Special Occasion/ Celebration					
Quick Break					

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019671

Our Goal Is to Complete a Basic Blueprint for How Each Brand Will Win With Its Target

	Macanudo	Partagas	Cohiba
Marketing Target Segment	?	?	?
Need State Target	?	?	?
Key Product Benefits to Stand For and Deliver On	•	•	•
	•	•	•
	•	•	•
		•	•
		•	•
Key Emotional Benefits To Deliver On	•	•	•
	•	•	•
Potential Personality Elements	•	•	•
	•	•	•
		•	•
Key Competitors	•	•	•
	•	•	•
	•		
	•		
Illustrative Point of Brand Differentiation	•	•	•

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019672

Agenda

- Today's Objectives
- Review of Key Motivational Segments
- Brand Performance by Segment
- Cigar Need States
- Profile of Brand Users
  - Motivations
  - Category Behavior
  - Demographics, Lifestyle, and Media
- Brand Imagery Among Brand Users
- Opportunity Selection and Strategy Exercises
- Appendix

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019673

Appendix Contents

- Key Category Behaviors of Motivational Segments
- Detailed Demographic, Media, and Lifestyle Information on Segments
- Additional Information About Our Brand Users
- Additional Information About Our Brands' Imagery
- Profiles of Competitive Brand Users
- Competitive Brand Imagery
- Methodology

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019674

The Connoisseur Segments and Established Loyalists Smoke with the Most Frequency

Segment Importance

Cigar Smoking Frequency (% of Smokers)

	Total	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Once a day or more	**19%**	22%	37%	2%	9%	1%	73%	9%	12%
Once a week or more	**49**	82	77	2	42	4	97	39	41
Once a month or more	**82**	98	98	83	83	44	100	74	76
Less than once a month	**18**	2	2	17	17	56	0	26	24
Avg. # of Cigars Smoked/Week	**4.8**	5.8	7.7	1.2	2.7	0.7	17.6	3.0	3.2

☐ = 120 Indices vs. Total sample

Source: Cigar Management Framework, Section 2, Q.2, Q.3

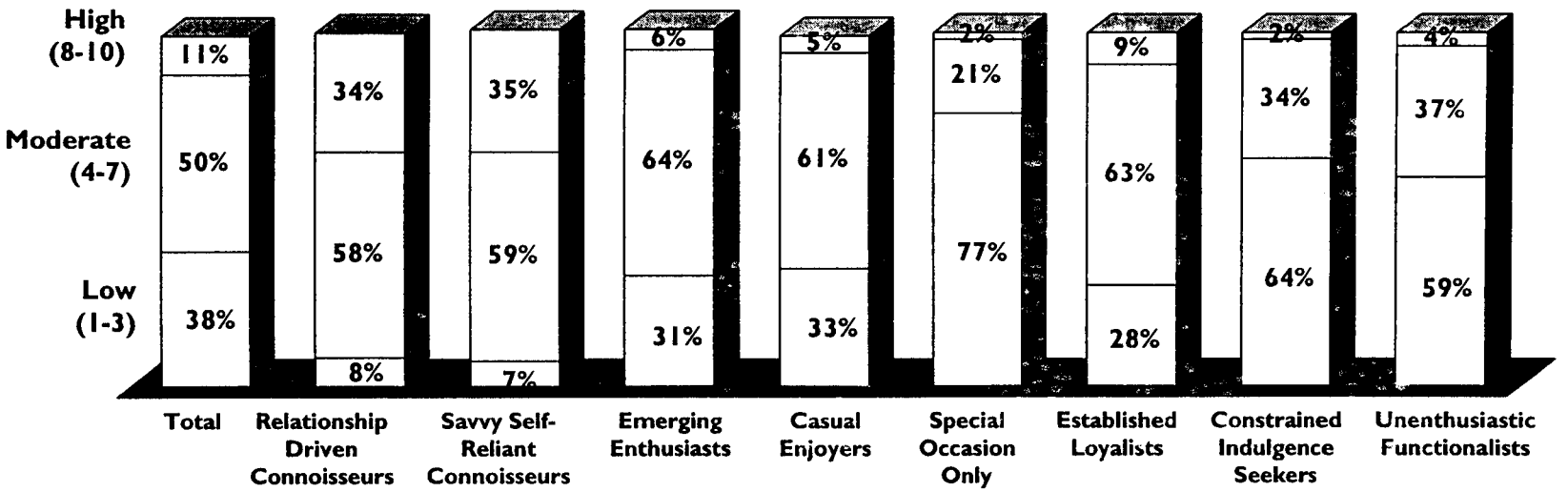
CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019675

Not Even the Connoisseur Segments Feel They Know Everything There Is to Know About Cigars

Category Behavior

- One third of Emerging Enthusiasts rank their knowledge level as low

Cigar Knowledge Level
(Self-Rated on 10 Point Scale*)



	Total	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Mean	4.5	6.6	6.4	4.7	4.5	2.9	4.8	3.2	3.4

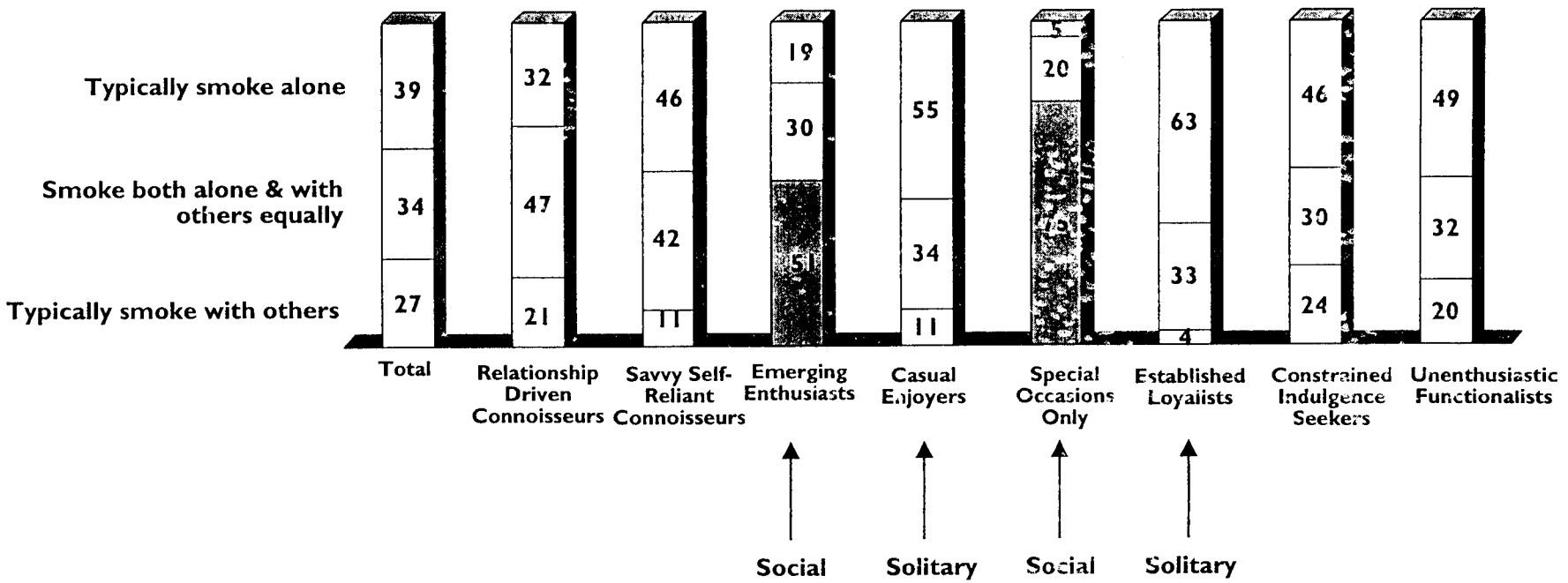
Note: * 10 = extremely knowledgeable, 1 = not very knowledgeable
Source: Cigar Management Framework, Section 2, Q21

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019676

Segments Dominated by Newer Smokers Are Also More Likely to Be Social Smokers

Smoking Behavior

Social vs. Solitary Smoking
(% of Smokers)



Source: Cigar Management Framework, Section 2, Q.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019677

At Home Is Clearly the Most Frequent Location for Cigar Smoking

- Emerging Enthusiasts and Special Occasion Only are more likely to smoke on-premise

Most Common Cigar Smoking Locations

Location	Total	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Own Home	**56%**	60%	64%	43%	65%	28%	69%	64%	60%
Friend's Home	**7**	4	4	10	3	19	3	8	4
On-Premise*	**10**	13	4	19	4	22	3	7	4
Outside	**59%**	51%	61%	71%	65%	68%	47%	51%	52%
Inside	**35**	45	29	28	28	30	46	42	36

*Includes at a restaurant, bar, or club
[ ] = 120 Indices vs. % of sample
Source: Cigar Management Framework, Section 2, Q.8

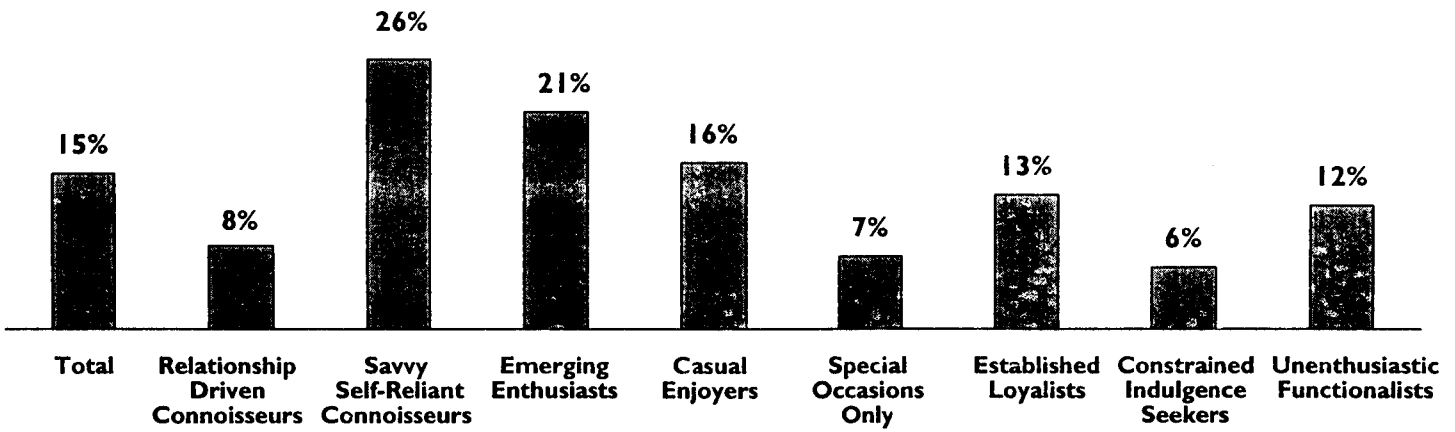
CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019678

A Significant Number of People Smoke Other than the Top 40 Brands

Brand Shares

- Of concern are the Emerging Enthusiasts who perhaps are still smoking Don Nobodies

Smoking Other than Top 40 Brands
(% of Past 3 Month Purchases)



Source: Cigar Management Framework, Section 2, Q.19d

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019679

Relationship Driven Connoisseurs, Emerging Enthusiasts, and Casual Enjoyers Are Especially Likely to Buy from Tobacconists

Channel Behavior

Channel Preferences (Store Type Purchased from Most Often)

Store Types	Total	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Tobacconist	**43%**	72%	21%	65%	53%	48%	18%	34%	17%
Food/Drug/Mass/ C-Store	**35**	9	29	9	29	21	63	56	69
Catalog/Internet	**10**	9	45	8	8	3	6	6	6
On Premise	**4**	4	2	8	2	14	2	2	0

Over two-thirds of purchases are made by smokers at the channel they purchase from most often

☐ = 120 Indices vs. % of sample

Source: Cigar Management Framework, Section 2, Q.14C and Q.20

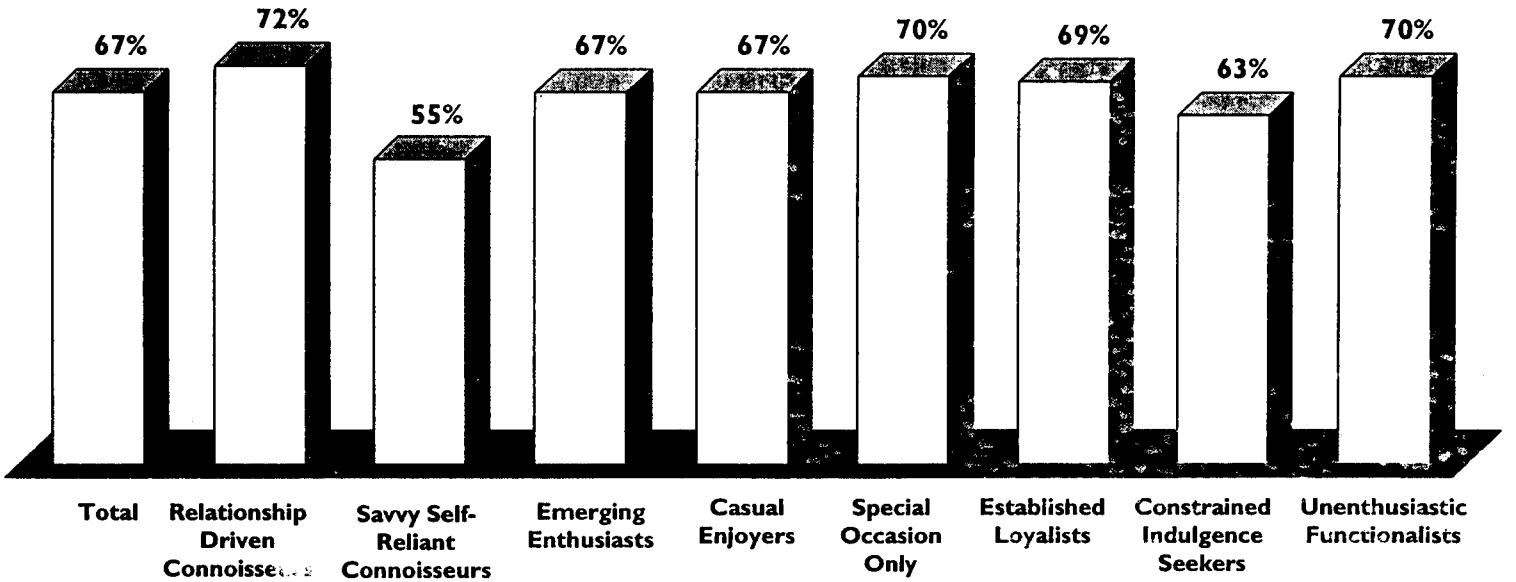
THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019680

Most Segments Are Loyal To Their Most Preferred Channel

Category Behavior

Channel Loyalty
(Average Share of Total Cigars Purchased from Most Frequently Shopped Channel)



Source: Cigar Management Framework, Section 2, Q15, Q14C

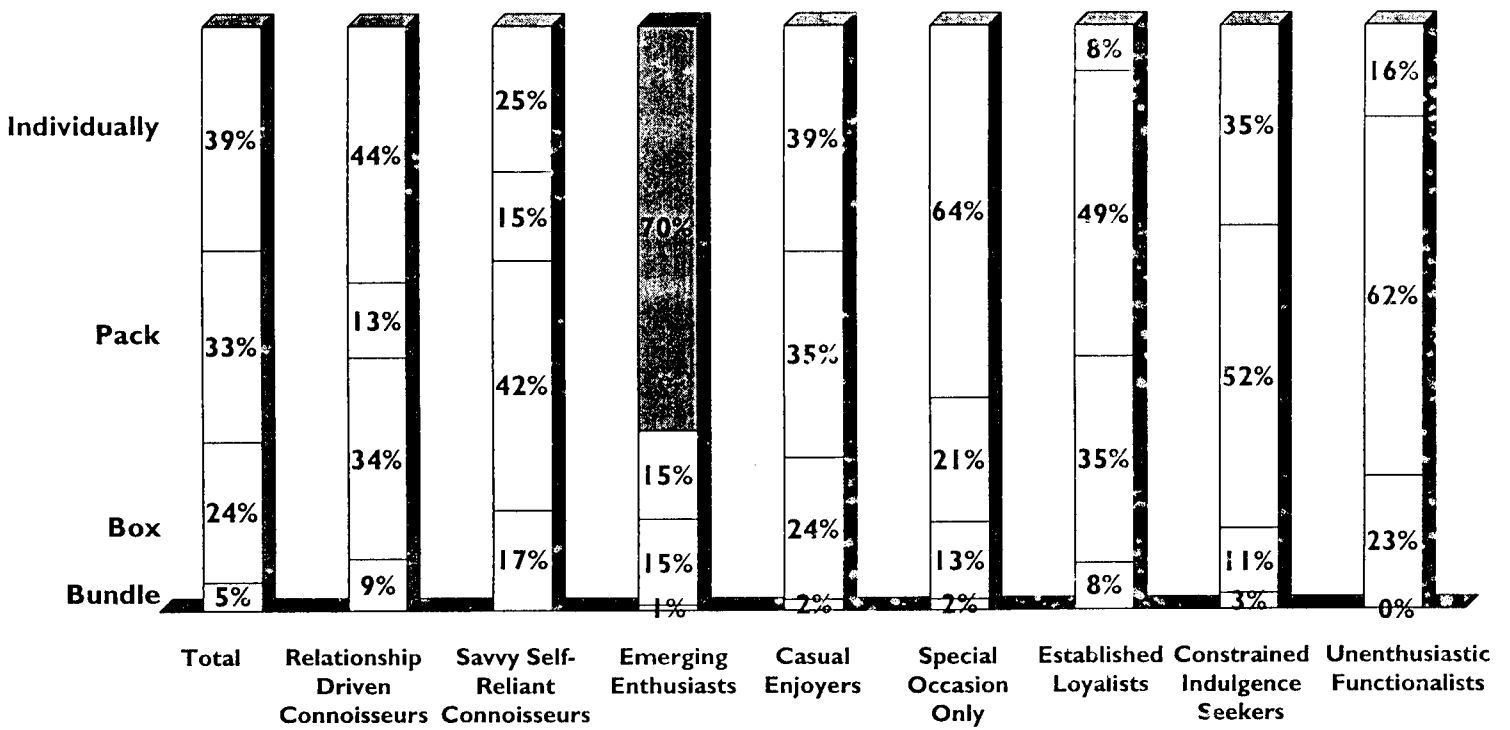
CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019681

Over Two Thirds of Emerging Enthusiasts Are Still Purchasing Cigars Individually

Category Behavior

- They are relatively new to the category and perhaps are still experimenting with brands

Pack Size Usually Chosen When Purchasing Brand Smoked Most Often



Source: Cigar Management Framework, Section 2, Q20

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019682

Premium Driven Segments Use Many Different Sources for Cigar — Information Cigar Magazines and Cataogs, As Well As People

- The fact that they use so many creates many different opportunities for us to influence them

Cigar Information Sources
(% of Respondent Citing As Information Source)

Information Sources	Total Sample	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Non-People									
Cigar Aficionado	15	53	25	23	7	5	1	3	1
Smoke Magazine	5	15	10	4	4	0	3	1	2
Cigar Books/Guides	8	25	15	8	9	2	3	2	1
Cigar Catalogs	22	36	58	24	20	8	15	11	8
Radio	6	5	7	4	5	4	11	10	6
TV	8	7	9	3	7	9	16	8	9
Internet	7	23	18	9	3	3	3	0	2
People									
Tobacconist/Smoke Shop Personnel	40	75	39	63	50	32	19	29	9
Friends	59	69	50	76	54	77	40	54	48
Relatives	17	18	15	18	18	18	13	21	15
Business Associates/ Co-workers	23	35	21	33	14	23	19	18	17

☐ = 120 Indices vs. % of sample

Source: Cigar Management Framework, Section 2, Q26

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019683

Appendix Contents

- Key Category Behaviors of Motivational Segments
- Detailed Demographic, Media, and Lifestyle Information on Segments
- Additional Information About Our Brand Users
- Additional Information About Our Brands' Imagery
- Profiles of Competitive Brand Users
- Competitive Brand Imagery
- Methodology

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019684

Relationship Driven Connoisseurs, Emerging Enthusiasts, and Special Occasion Only Tend to Be Younger

Demographic Summary

	Total	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
% of Total Sample	100%	12%	11%	15%	16%	12%	10%	9%	15%
Age									
21-24	4%	4%	5%	4%	1%	8%	1%	7%	4%
25-34	28%	37%	12%	39%	19%	51%	10%	36%	22%
35-44	29%	25%	35%	31%	31%	29%	22%	34%	29%
45-54	25%	25%	28%	20%	34%	7%	37%	13%	32%
55-65	13%	9%	20%	7%	15%	5%	30%	10%	13%
Mean	41	39	45	38	44	35	49	37	42
Marital Status									
Married	65%	56%	62%	66%	77%	55%	70%	47%	73%
Never married	21%	26%	18%	26%	13%	36%	10%	35%	12%
Divorced/separated/ widowed	14%	18%	20%	9%	10%	9%	21%	18%	15%
% with Children <18	39%	35%	37%	39%	46%	30%	31%	39%	51%

Source: Cigar Management Framework, Panel Data, Section 1, Q.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019685

There Are Also Strong Income Differences, with the Emerging Enthusiasts Reporting the Highest Average Incomes

Demographic Summary

	Total	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
% of Total Sample	100%	12%	11%	15%	16%	12%	10%	9%	15%
Household Income									
<$15,000	13%	9%	19%	2%	9%	7%	22%	30%	16%
$15,000-29,999	18%	12%	13%	11%	15%	15%	19%	35%	26%
$30,000-49,999	24%	25%	20%	23%	28%	22%	25%	18%	27%
$50,000-74,999	21%	21%	23%	24%	23%	23%	22%	13%	19%
$75,000-99,999	13%	22%	15%	18%	15%	17%	6%	3%	8%
$100,000+	11%	11%	12%	21%	9%	16%	6%	1%	4%
Mean (1,000)	$ 53.3	$61.0	$53.9	$71.5	$54.7	$61.6	$43.0	$30.0	$42.0
Education									
< High School	6%	3%	8%	0%	7%	1%	8%	12%	9%
High School Grad	20%	14%	19%	9%	19%	10%	22%	32%	37%
Some College	26%	33%	26%	19%	29%	24%	32%	29%	18%
College Grad	31%	30%	24%	52%	29%	48%	22%	18%	16%
Post Grad	13%	14%	19%	18%	14%	15%	9%	5%	11%

Source: Cigar Management Framework, Panel Data, Section 1, Q.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019686

The Premium-Driven Segments Also Are More Likely to Have White-Collar Occupations

Demographic Summary

	Total	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
% of Total Sample	100%	12%	11%	15%	16%	12%	10%	9%	15%
Occupation									
Managerial, professional, executive	40%	44%	36%	58%	44%	52%	23%	25%	29%
Technology, sales, admin. support	10%	11%	8%	14%	10%	14%	5%	10%	4%
Service	7%	9%	7%	6%	4%	6%	8%	11%	4%
Craftsman, repairman	9%	9%	9%	6%	10%	7%	10%	15%	9%
Operator, laborer	10%	7%	7%	4%	7%	4%	15%	12%	23%
Other	24%	20%	33%	12%	25%	17%	39%	27%	31%
Employment									
Full time	77%	84%	66%	91%	77%	88%	66%	70%	70%
Part time	4%	4%	6%	5%	3%	4%	1%	5%	3%
Retired	6%	3%	12%	0%	6%	1%	17%	3%	8%
Not employed	5%	4%	8%	1%	7%	2%	4%	10%	6%
Own Their Own Business	17%	18%	22%	15%	16%	15%	23%	11%	15%

Source: Cigar Management Framework, Panel Data, Section 1, Q.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019687

Television Is the Most Frequently Used Media Type Among All Segments

- PC and Internet usage skews highest among the younger, Emerging Enthusiasts segment

Media Usage
(Most Frequently Used Media)

		Premium Driven			Dual		Mass Driven		
Most Frequently Used Media	Total	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Watch TV	57%	48%	54%	46%	49%	63%	64%	69%	72%
Radio	17	19	20	12	18	14	18	19	16
Newspapers	10	13	10	15	15	7	11	3	5
Using PC (not online)	7	8	5	11	7	11	4	5	5
Magazines	4	5	5	6	7	2	3	2	1
Internet	4	7	6	10	4	3	1	1	2

Source: Cigar Management Framework, Section 6, Q.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019688

Both Connoisseur Groups Have a Strong Interest in Reading Cigar Magazines

Media Habits

Magazines Regularly Read — Top Ten Magazine Types

Total		Relationship Driven Connoisseurs		Savvy Self-Reliant Connoisseurs		Emerging Enthusiasts		Casual Enjoyers	
1. Sports	31%	**1. Cigar Magazines**	**48%**	1. Sports	26%	1. Sports	42%	1. Sports	30%
2. General	26	2. Sports	45	2. General	25	2. News	24	2. General	28
3. News	18	3. General	32	**3. Cigar Magazines**	**25**	3. Money/Finance	23	3. News	18
4. Men's General Interest	17	4. Men's General Interest	30	4. Consumer Magazines	23	**4. Business**	**23**	4. Home Improvement	18
5. Auto Magazines	16	5. News	27	5. News	21	5. General	21	**5. Mature**	**14**
6. Consumer Magazines	15	**6. Business**	**23**	6. Auto Magazines	20	6. Men's General Interest	19	6. Money/Finance	12
7. Money/Finance	14	7. Money/Finance	22	**7. Cooking and Food**	**19**	**7. Cooking and Food**	**17**	7. Homes	12
8. Homes	13	**8. Cooking and Food**	**22**	**8. Mature**	**18**	8. Consumer Magazines	17	8. Entertainment	12
9. Home Improvement	13	9. Auto Magazines	22	**9. Science**	**15**	**9. Health**	**14**	9. Consumer Magazines	12
10. Entertainment	13	10. Homes	20	10. Money/Finance	15	10. Auto Magazines	14	**10. Computers**	**12**

Special Occasion Only		Established Loyalists		Constrained Indulgence Seekers		Unenthusiastic Functionalists	
1. Sports	35	1. General	30	1. General	34	1. General	27
2. Men's General Interest	24	2. Sports	19	2. Sports	27	2. Sports	23
3. Business	**24**	3. Consumer Magazines	16	3. Auto Magazines	23	3. Home Improvement	13
4. Health	**20**	**4. Mature**	**15**	4. Men's General Interest	21	4. Entertainment	13
5. Money/Finance	18	5. Auto Magazines	14	**5. Computers**	**12**	**5. Cooking and Food**	**12**
6. Computers	**17**	6. News	13	6. News	11	6. Auto Magazines	12
7. News	16	7. Home Improvement	13	7. Homes	11	7. News	11
8. Entertainment	15	8. Homes	12	8. Home Improvement	11	8. Homes	11
9. Consumer Magazines	15	**9. Health**	**12**	9. Entertainment	10	9. Consumer Magazines	11
10. Auto Magazines	14	**10. Science**	**11**	10. Consumer Magazines	10	10. Men's General Interest	10

Note: Bold = Unique to segment

Source: Cigar Management Framework, Section 6, Q.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019689

Emerging Enthusiasts and Special Occasion Only Are Most Likely to Own a PC and Use the Internet

- A majority of people in all premium-driven segments have Internet access

Computer Ownership/Internet Usage

		Premium Driven			Dual		Mass Driven		
	Total	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
PC Ownership									
Own a PC	59%	66%	54%	77%	60%	68%	45%	44%	51%
Do not own a PC	37	32	42	20	36	29	47	51	48
Internet Access									
Yes	56	67	55	78	54	76	37	41	36
Home	21	22	23	26	19	24	19	20	16
Work	13	15	8	15	13	20	7	13	8
Both	23	30	23	38	22	33	11	8	11
None	44	33	45	22	46	24	63	59	64

Source: Cigar Management Framework, Section 6, Q.2, Q.2a

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019690

We Can Better Select Our Media Buys Using This Information — Playboy, Sports Illustrated, Newsweek and TIME are Good Buys

Media Habits

- *Cigar Aficionado* reinforces the connoisseurs but does not reach the important Emerging Enthusiasts group

Top 10 Magazines Read (% Reading Regularly)

Total		Relationship Driven Connoisseurs		Savvy Self-Reliant Connoisseurs		Emerging Enthusiasts		Casual Enjoyers	
1. Playboy	16%	1. Cigar Aficionado	40%	1. Cigar Aficionado	16%	1. Sports Illustrated	20%	1. Newsweek	15%
2. Sports Illustrated	13	2. Playboy	27	2. Playboy	15	2. Playboy	17	2. Field and Stream	15
3. Newsweek	13	3. Sports Illustrated	20	3. Newsweek	15	3. Newsweek	17	3. Sports Illustrated	11
4. Field and Stream	11	4. Field and Stream	17	4. Time	13	4. Time	15	4. Time	10
5. Time	10	5. Time	16	5. Sports Illustrated	11	**5. Golf Digest**	**12**	5. Family Handyman	10
6. Popular Mechanics	8	6. Newsweek	15	6. Popular Mechanics	9	**6. Men's Health**	**10**	6. Popular Mechanics	9
7. Family Handyman	8	**7. Car and Driver**	**13**	**7. Golf Digest**	**9**	**7. PC Magazine**	**9**	7. Playboy	9
8. Cigar Aficionado	8	**8. Men's Health**	**12**	8. Family Handyman	9	**8. Business Week**	**9**	8. Outdoor Life	9
9. PC Magazine	7	**9. GQ**	**12**	9. Field and Stream	8	**9. Golf Magazine**	**8**	**9. Business Week**	**7**
10. Outdoor Life	7	**10. Business Week**	**12**	**10. Wine Spectator**	**7**	**10. Car and Driver**	**8**	**10. PC Magazine**	**5**

Special Occasion Only		Established Loyalists		Constrained Indulgence Seekers		Unenthusiastic Functionalists	
1. Sports Illustrated	16%	1. Field and Stream	15%	1. Playboy	22%	1. Playboy	13%
2. Playboy	16	2. Popular Mechanics	14	**2. Car and Driver**	**13**	2. Field and Stream	11
3. Men's Health	**13**	3. Newsweek	11	**3. Penthouse**	**11**	3. Family Handyman	10
4. Newsweek	11	4. Sports Illustrated	10	4. Family Handyman	11	4. Newsweek	9
5. Business Week	**11**	**5. Motor Trend**	**10**	5. Field and Stream	10	5. Sports Illustrated	8
6. Time	9	6. Family Handyman	10	6. Popular Mechanics	8	6. Outdoor Life	8
7. PC Magazine	9	7. Time	9	7. Sports Illustrated	7	7. Popular Mechanics	6
8. Forbes	**7**	**8. Penthouse**	**9**	8. Outdoor Life	6	**8. Car and Driver**	**6**
9. Field and Stream	7	**9. PC Magazine**	**7**	9. Time	5	9. PC Magazine	5
10. Motor Trend	**6**	10. Outdoor Life	7	10. Newsweek	5	**10. Golf Digest**	**5**

Note: Bold = Difference vs. Total Segment Top 10 List
Source: Cigar Management Framework, Section 6, Q.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019691

Wine Tasting Is Popular Among Some of the Premium-Preferring Cigar Segments

Lifestyle

Activities Participated in During Past Year — Top Ten Activities

Total		Relationship Driven Connoisseurs		Savvy Self-Reliant Connoisseurs		Emerging Enthusiasts		Casual Enjoyers	
1. Playing Cards	41%	1. Playing Cards	47%	1. Playing Cards	38%	1. Golf	58%	1. Gardening	42%
2. Gardening	36	2. Casino Gambling	41	2. Gardening	36	2. Playing Cards	45	2. Playing Cards	33
3. Casino Gambling	33	**3. Wine Tasting**	**41**	3. Camping	35	3. Casino Gambling	41	3. Camping	31
4. Fresh Water Fishing	32	4. Bowling	40	4. Fresh Water Fishing	34	4. Swimming	37	4. Fresh Water Fishing	30
5. Camping	32	5. Gardening	39	5. Golf	31	5. Biking Outdoors	36	5. Swimming	27
6. Swimming	31	6. Biking Outdoors	39	6. Casino Gambling	30	6. Exercise Machines	36	6. Biking Outdoors	26
7. Golf	30	7. Camping	38	7. Swimming	29	7. Camping	34	**7. Hunting**	**26**
8. Biking Outdoors	28	8. Swimming	36	8. Biking Outdoors	26	**8. Wine Tasting**	**33**	8. Casino Gambling	24
9. Bowling	26	9. Golf	36	**9. Museums/Galleries**	**25**	**9. Museums/Galleries**	**33**	9. Bowling	22
10. Exercise Machines		10. Fresh Water Fishing		10. Exercise Machines	25	**10. Basketball**	**33**	**10. Wine Tasting**	**21**

Special Occasion Only		Established Loyalists		Constrained Indulgence Seekers		Unenthusiastic Functionalists	
1. Playing Cards	54%	1. Gardening	47%	1. Playing Cards	42%	1. Fresh Water Fishing	37%
2. Casino Gambling	48	2. Playing Cards	39	2. Fresh Water Fishing	30	2. Gardening	36
3. Golf	43	3. Fresh Water Fishing	34	3. Swimming	28	3. Playing Cards	34
4. Swimming	42	4. Casino Gambling	28	4. Camping	28	4. Casino Gambling	26
5. Camping	40	5. Swimming	26	5. Gardening	27	5. Swimming	25
6. Basketball	**40**	6. Camping	26	6. Casino Gambling	25	6. Camping	25
7. Biking Outdoors	40	**7. Motor Boating/Boating**	**21**	7. Bowling	23	**7. Hunting**	**24**
8. Gardening	38	**8. Hunting**	**20**	**8. Hunting**	**22**	8. Bowling	22
9. Exercise Machines	37	9. Bowling	17	9. Biking Outdoors	22	9. Biking Outdoors	19
10. Weightlifting	**36**	10. Biking Outdoors	16	10. Golf	16	10. Golf	19
				11. Basketball	**16**	**11. Motor Boating/Boating**	**19**

Note: Bold = Difference vs. Total Segment Top 10 List
Source: Cigar Management Framework, Section 6, Q.8a

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019692

Pro Football Is Everyone's Favorite Spectator Sport

Lifestyle

Top Ten Sporting Events Enjoy Watching (TV or in Person)

Total		Relationship Driven Connoisseurs		Savvy Self-Reliant Connoisseurs		Emerging Enthusiasts		Casual Enjoyers	
1. Pro Football	63%	1. Pro Football	64%	1. Pro Football	61%	1. Pro Football	42%	1. Pro Football	61%
2. College Football	42	2. Pro Baseball	48	2. Pro Baseball	44	2. Pro Baseball	24	2. Boxing	39
3. Pro Baseball	41	3. College Football	46	3. College Football	42	3. College Football	23	3. College Football	35
4. Boxing	35	4. Boxing	42	4. Pro Basketball	36	4. Boxing	23	4. NASCAR	34
5. Pro Basketball	33	5. Pro Golf	39	5. Boxing	32	5. NASCAR	21	5. Pro Baseball	32
6. NASCAR	32	6. Pro Basketball	35	6. NASCAR	32	6. Pro Basketball	19	6. Pro Basketball	28
7. Pro Golf	28	7. College Basketball	31	**7. Drag Racing**	**27**	**7. Tennis**	**19**	7. Fishing Show	28
8. College Basketball	27	8. Fishing Show	30	8. Pro Golf	24	8. Pro Golf	17	**8. Hunting Show**	**24**
9. Fishing Show	25	9. NASCAR	29	9. Fishing Show	24	9. College Basketball	17	**9. Drag Racing**	**23**
10. Pro Ice Hockey	24	10. Pro Ice Hockey	27	10. College Basketball	23	10. Fishing Show	14	10. Pro Golf	22
				11. Pro Ice Hockey	23	11. Pro Ice Hockey	14		

Special Occasion Only		Established Loyalists		Constrained Indulgence Seekers		Unenthusiastic Functionalists	
1. Pro Football	72%	1. Pro Football	54%	1. Pro Football	56%	1. Pro Football	54%
2. Pro Baseball	52	2. College Football	35	2. Pro Baseball	41	2. Pro Baseball	32
3. College Football	48	3. NASCAR	34	3. NASCAR	40	3. College Football	30
4. Pro Basketball	46	4. Pro Baseball	33	4. Boxing	37	4. NASCAR	30
5. College Basketball	43	5. Boxing	31	**5. Drag Racing**	**36**	5. Boxing	29
6. Pro Golf	41	6. Pro Basketball	29	6. College Football	32	**6. Pro Wrestling**	**28**
7. Boxing	40	7. Fishing Show	26	7. Fishing Show	31	7. Pro Basketball	26
8. NASCAR	29	**8. Drag Racing**	**24**	**8. Hunting Show**	**30**	8. Fishing Show	26
9. Pro Ice Hockey	29	**9. Pro Wrestling**	**24**	**9. Pro Wrestling**	**26**	**9. Drag Racing**	**24**
10. Tennis	**20**	**10. Rodeo**	**24**	10. Pro Basketball	25	10. Pro Golf	21

Note: Bold = Difference vs. Total Segment Top 10 List
Source: Cigar Management Framework, Section 6, Q9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019693

We Can Better Target Joint Promotions by Understanding the Segments' Favorite Activities

Lifestyle

- Gardening, fishing, card playing, and golf are common pastimes across the segments

Top 10 Lifestyle Activities
(% Participating in Regularly)

Total		Relationship Driven Connoisseurs		Savvy Self-Reliant Connoisseurs		Emerging Enthusiasts		Casual Enjoyers	
1. Gardening	27%	1. Gardening	28%	1. Gardening	26%	1. Golf	38%	1. Gardening	35%
2. Freshwater Fishing	21	2. Playing Cards	27	2. Freshwater Fishing	24	2. Exercise Machines	26	2. Freshwater Fishing	20
3. Playing Cards	20	3. Golf	25	3. Golf	21	3. Gardening	24	3. Playing Cards	18
4. Golf	19	4. Freshwater Fishing	22	4. Playing Cards	19	4. Biking Outdoors	19	4. Hunting	15
5. Camping	15	5. Camping	19	5. Hunting	16	5. Weight Lifting	18	5. Biking Outdoors	14
6. Biking Outdoors	14	6. Biking Outdoors	17	6. Biking Outdoors	15	6. Freshwater Fishing	18	6. Camping	13
7. Hunting	14	7. Weight Lifting	17	**7. Camping**	**15**	7. Camping	16	7. Exercise Machine	13
8. Exercise Machines	13	**8. Wine Tasting**	**17**	**8. Swimming**	**15**	**8. Swimming**	**15**	8. Fitness Walking	13
9. Weight Lifting	13	**9. Swimming**	**16**	9. Fitness Walking	14	9. Playing Cards	14	9. Weight Lifting	13
10. Fitness Walking	11	**10. Bowling**	**14**	**10. Museums/Galleries**	**13**	**10. Museums/Galleries**	**14**	10. Golf	12

Special Occasion Only		Established Loyalists		Constrained Indulgence Seekers		Unenthusiastic Functionalists	
1. Golf	24%	1. Gardening	30%	1. Playing Cards	24%	1. Gardening	29%
2. Weight Lifting	23	2. Playing Cards	23	2. Freshwater Fishing	19	2. Fresh Water Fishing	24
3. Exercise Machines	22	3. Freshwater Fishing	21	**3. Swimming**	**16**	**3. Basketball**	**18**
4. Playing Cards	22	4. Camping	15	4. Camping	15	4. Hunting	17
5. Biking Outdoors	21	5. Hunting	13	5. Gardening	15	5. Playing Cards	17
6. Gardening	21	**6. Swimming**	**13**	6. Hunting	12	6. Camping	12
7. Camping	18	**7. Collecting Antiques**	**10**	7. Biking Outdoors	11	7. Golf	12
8. Freshwater Fishing	17	**8. Motor Boating**	**10**	**8. Hiking**	**10**	**8. Motor Boating**	**9**
9. Jogging/Running	**15**	**9. Casino Gambling**	**10**	**9. Bowling**	**9**	**9. Swimming**	**8**
10. Fitness Walking	14	10. Fitness Walking	8	10. Fitness Walking	9	10. Fitness Walking	7
Hunting	14			Weight Lifting	9		
Motor Boating	**14**						

Bold = Difference vs. Total Segment Top 10 List
Source: Cigar Management Framework, Section 6, Q.8b

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019694

Three Segments Show a Propensity toward Indulgence Activities, Useful Information for Joint Promotions

Indulgence Type Activities Engaged in (% Participating in Regularly)

Indulgent Activity	Total	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Domestic vacations	**31%**	34%	35%	42%	32%	43%	26%	13%	20%
Eat in expensive restaurants	**15**	26	16	18	12	25	9	1	7
Drink fine wine	**15**	31	15	29	10	20	8	5	3
Buy gourmet food to eat at home/elsewhere	**15**	28	20	25	10	13	7	5	6
Drink single-malt scotch/ small-batch bourbon	**10**	22	15	16	8	10	6	2	4
Own luxury car	**9**	12	9	14	9	11	8	2	5
Stay in luxury hotels	**7**	12	7	12	7	10	3	1	4
Buy expensive clothing	**8**	17	9	13	4	12	3	3	5
Buy expensive gifts	**8**	13	11	11	7	11	2	2	2
Foreign vacations	**6**	10	7	9	4	9	5	0	2
Have a massage	**4**	8	2	5	3	5	1	5	2
Have a manicure or facial	**2**	1	2	4	3	2	2	0	1
Buy custom-made clothing	**2**	4	2	2	3	1	1	0	1

Indulgence Activity Preferers

Source: Cigar Management Framework, Section 6, Q.14

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019695

The Connoisseur Segments Are Most Open to Forming Relationships with the Companies of the Brands They Buy

- The majority of consumers in the Connoisseur segments enjoy receiving information about products they purchase

Attitudes Toward Communications/Relationships With Companies (Top 2 Box % Agree*)

	All Cigar Smokers	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
I like being rewarded by companies for my loyalty	74%	81%	77%	75%	71%	71%
I don't mind sharing information with companies if it will result in improved products or services	72	81	75	68	74	58
I like it when companies or brands that I am loyal to recognize me for my loyalty	72	84	77	76	67	65
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	61	69	72	57	60	56
I like it when companies send me information about their products	49	60	61	46	46	34
I like it when I get offers for products or services through the mail	47	58	55	43	44	35
I like loyalty programs like frequent flyers or frequent shopper programs	46	59	50	55	44	57
Relationships with manufacturers of products I buy a lot of are important to me	36	42	48	38	32	26
I wish I knew more about the products I buy a lot of	30	37	39	23	29	17

[ ] = 120+ Index vs. Total Segments, [ ] = 115-119 Index, ( ) = 80 or Less Index

*Top 2 Box = Completely/Somewhat

Source: Cigar Management Framework, Section 1, Q1A

THE CAMBRIDGE GROUP

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019696

Direct Marketing Response by Segment

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Have Ever Purchased From									
Catalog	67%	76%	83%	78%	63%	70%	52%	55%	57%
Internet website	20%	24%	29%	24%	15%	37%	10%	14%	8%
Mail solicitation, non-catalog	18%	21%	20%	23%	12%	16%	17%	23%	18%
TV advertisement responded to directly (800#)	15%	27%	19%	18%	11%	14%	8%	10%	14%
Magazine advertisement responded to directly (800#)	14%	27%	21%	16%	12%	10%	7%	9%	8%
TV home shopping clubs/QVC	12%	19%	15%	11%	11%	12%	10%	10%	12%
Telemarketing	6%	9%	9%	7%	4%	7%	3%	8%	4%
Door-to-door salesperson	5%	6%	3%	8%	4%	3%	5%	5%	3%
Purchased From 3 times or more in past year									
Catalog	37%	42%	59%	46%	35%	34%	28%	26%	27%
Internet website	9%	14%	17%	8%	6%	17%	5%	4%	3%
Mail solicitation, non-catalog	5%	6%	7%	3%	4%	3%	7%	9%	7%
Magazine advertisement responded to directly (800#)	4%	9%	10%	3%	3%	2%	1%	1%	2%
TV home shopping clubs/QVC	3%	6%	6%	3%	3%	2%	3%	1%	3%
TV advertisement responded to directly (800#)	3%	6%	3%	2%	3%	0%	2%	2%	2%
Door-to-door salesperson	1%	0%	0%	2%	1%	0%	1%	1%	1%
Telemarketing	1%	1%	2%	1%	2%	0%	1%	1%	0%

Source: Cigar Management Framework, Section VI, Q3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019697

Loyalty/Reward Program Participation by Segment

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Regular status									
Airline frequent flier program	27%	32%	30%	43%	26%	44%	11%	12%	12%
Hotel awards program	15%	20%	15%	28%	14%	23%	7%	7%	5%
Grocery buyer program	32%	33%	35%	36%	29%	41%	22%	30%	27%
Credit card award program	29%	34%	23%	43%	27%	43%	24%	19%	19%
Car rental privilege program	11%	16%	14%	18%	10%	17%	6%	5%	2%
Gold/Elite status									
Airline frequent flier program	6%	12%	3%	12%	4%	13%	0%	0%	1%
Hotel awards program	4%	8%	4%	10%	3%	7%	0%	0%	1%
Grocery buyer program	3%	4%	2%	2%	3%	1%	1%	2%	4%
Credit card award program	8%	9%	10%	16%	6%	6%	7%	0%	6%
Car rental privilege program	4%	9%	3%	5%	4%	6%	1%	0%	1%

Source: Cigar Management Framework, Section VI, Q4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019698

Airline Frequent Flyer Membership by Segment

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
American Airlines Advantage	15%	24%	19%	26%	11%	24%	4%	3%	5%
Continental OnePass	8%	12%	12%	20%	4%	13%	3%	2%	2%
Delta SkyMiles	14%	22%	18%	26%	9%	22%	3%	4%	4%
Northwest World Perks	9%	8%	12%	20%	6%	12%	4%	1%	3%
United Airlines Mileage Plus	12%	18%	12%	24%	10%	22%	4%	2%	2%
US Airways Frequent Traveler Program	10%	13%	10%	19%	8%	19%	4%	3%	3%
Hilton Honors	7%	11%	10%	15%	5%	12%	3%	0%	1%
Marriott Rewards	9%	14%	10%	20%	4%	15%	3%	1%	2%
Sheraton Club International	4%	9%	6%	9%	1%	7%	2%	1%	0%
Westin Premier	2%	3%	2%	4%	0%	4%	0%	0%	0%

Source: Cigar Management Framework, Section VI, Q5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019699

Magazine Types Read Regularly by Segment

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Do not subscribe to, buy, or read magazines regularly	14%	6%	14%	8%	13%	10%	19%	20%	25%
Sports (e.g., Sports Illustrated, Field and Stream, Golf Digest)	31%	45%	26%	42%	30%	35%	19%	27%	23%
Business (e.g., Business Week, Fortune,	13%	23%	15%	23%	8%	24%	6%	3%	3%
Computers (e.g., PC World)	13%	19%	15%	13%	12%	17%	10%	12%	9%
Cooking and Food (e.g., Bon Appetit, Food & Wine, Southern Living)	13%	22%	19%	17%	10%	10%	7%	3%	12%
Health (e.g., Prevention, In Health, Men's	12%	20%	10%	14%	9%	20%	12%	4%	9%
Fitness (e.g., Fitness, Shape)	5%	12%	6%	6%	3%	4%	3%	3%	2%
News (e.g., Time, Newsweek, US News & World Report)	18%	27%	21%	24%	18%	16%	13%	10%	10%
General (e.g., TV Guide, Readers' Digest,	26%	32%	25%	21%	28%	12%	30%	34%	27%
In-flight airline magazines (e.g., United Airlines, Hemispheres)	3%	4%	5%	4%	3%	7%	0%	1%	1%
Political & Social Opinion (e.g., New Republic, Commentary)	4%	9%	8%	5%	4%	2%	4%	2%	2%
Mature (e.g., Modern Maturity, New	10%	9%	18%	3%	14%	4%	15%	8%	9%
Entertainment (e.g., People, US, Entertainment Weekly)	13%	16%	14%	13%	12%	15%	9%	10%	13%

Source: Cigar Management Framework, Section VI, Q6

(Continued)

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019700

Magazine Types Read Regularly by Segment (cont.)

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Homes (e.g., Better Homes and Gardens, Architectural Digest)	13%	20%	15%	11%	12%	13%	12%	10%	11%
Parenting (e.g., Parents, Child)	6%	6%	3%	7%	5%	7%	4%	9%	3%
Home improvement (e.g., Family Handyman)	13%	14%	15%	10%	18%	8%	13%	11%	13%
Science (e.g., Popular Science)	10%	16%	15%	11%	11%	9%	11%	7%	4%
Mens fashion magazines (e.g., GQ, Details)	6%	17%	6%	5%	4%	9%	3%	4%	1%
Mens general interest magazines (e.g., Playboy, Men's Journal, Esquire)	17%	29%	14%	19%	11%	24%	9%	21%	10%
Auto magazines (e.g., Road and Track, Motor Trend)	16%	22%	20%	14%	11%	14%	14%	23%	12%
Cigar magazines (e.g., Cigar Aficionado,	12%	48%	25%	9%	5%	0%	6%	4%	2%
Consumer magazines (e.g., Consumer Reports, Consumer Digest)	15%	15%	23%	17%	12%	15%	16%	10%	11%
Money/Finance (e.g., Money, Worth)	14%	22%	15%	23%	12%	18%	8%	7%	6%

Source: Cigar Management Framework, Section VI, Q7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019701

Catalogs Purchased from Regularly by Segment

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Music									
Columbia House	24%	32%	28%	25%	23%	24%	11%	21%	23%
BMG	15%	16%	14%	19%	15%	22%	5%	15%	8%
Apparel									
L. L. Bean	21%	30%	26%	25%	23%	20%	14%	10%	15%
Lands End	19%	22%	23%	32%	15%	18%	15%	10%	11%
Eddie Bauer	14%	22%	19%	19%	12%	19%	4%	6%	5%
J. Crew	6%	10%	6%	6%	3%	12%	3%	1%	2%
Orvis	3%	4%	6%	3%	5%	4%	0%	1%	2%
Neiman Marcus	3%	5%	6%	3%	1%	6%	2%	1%	0%
Brooks Brothers	2%	2%	3%	3%	2%	2%	1%	0%	0%
J. Peterman	1%	5%	3%	1%	0%	1%	1%	1%	0%
Johnston & Murphy	1%	2%	3%	1%	0%	2%	0%	1%	0%
Joseph A. Banks	1%	2%	1%	1%	1%	2%	0%	0%	1%
Paul Frederick	1%	2%	2%	1%	0%	0%	0%	1%	1%
Bullock & Jones	0%	2%	1%	0%	1%	0%	0%	0%	0%
Tobacco									
Thompson's	13%	22%	39%	10%	10%	3%	11%	9%	5%
J. R. Tobacco	8%	15%	25%	6%	2%	2%	11%	1%	4%
Home									
Damark	8%	6%	12%	10%	9%	13%	4%	5%	5%
Crate & Barrel	4%	8%	8%	5%	2%	7%	1%	2%	2%
Pottery Barn	3%	4%	4%	4%	2%	5%	1%	2%	2%
Hold Everything	2%	2%	3%	3%	1%	2%	0%	0%	2%
Gumps	1%	1%	4%	1%	0%	1%	1%	0%	0%

Source: Cigar Management Framework, Section VI, Q10d

(Continued)

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019702

Magazines Read Regularly by Segment

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Playboy	16%	27%	15%	17%	9%	16%	16%	22%	13%
Sports Illustrated	13%	20%	10%	20%	11%	16%	9%	7%	8%
Newsweek	12%	15%	15%	17%	15%	11%	11%	5%	9%
Field & Stream	11%	17%	8%	5%	15%	7%	15%	10%	10%
Time	10%	16%	13%	15%	10%	9%	9%	5%	4%
Family Handyman	8%	9%	9%	5%	10%	2%	10%	10%	10%
Cigar Aficionado	8%	40%	16%	7%	3%	0%	2%	0%	1%
Popular Mechanics	8%	11%	9%	5%	9%	4%	14%	8%	6%
Car & Driver	7%	13%	7%	8%	4%	5%	5%	13%	6%
Outdoor Life	7%	11%	6%	7%	9%	3%	7%	6%	8%
Men's Health	7%	12%	4%	10%	5%	13%	5%	2%	4%
Penthouse	6%	11%	3%	7%	4%	5%	9%	11%	4%
PC Magazine	7%	7%	6%	9%	5%	9%	7%	3%	5%
Business Week	7%	12%	6%	9%	7%	11%	5%	2%	0%
Golf Digest	6%	9%	9%	12%	4%	4%	2%	5%	5%
Motor Trend	6%	10%	7%	4%	4%	6%	9%	5%	3%
Forbes	4%	9%	6%	7%	1%	7%	3%	1%	0%
Golf Mazagine	4%	6%	5%	8%	2%	4%	3%	3%	2%
Wine Spectator	4%	8%	6%	7%	2%	3%	2%	1%	1%
GQ	3%	12%	4%	2%	3%	4%	0%	1%	2%
Men's Fitness	3%	6%	3%	5%	3%	1%	2%	3%	1%
Esquire	3%	6%	3%	5%	3%	3%	2%	5%	1%
Today's Homeowner	3%	2%	7%	2%	2%	0%	3%	2%	3%
Smoke	3%	11%	4%	2%	2%	0%	2%	0%	0%
Details	2%	4%	2%	2%	1%	5%	0%	3%	0%
Men's Journal	2%	4%	2%	2%	1%	3%	2%	2%	1%
Outside	1%	1%	1%	1%	1%	2%	1%	1%	0%

Source: Cigar Management Framework, Section VI, Q7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019703

Catalogs Purchased from Regularly by Segment (cont.)

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Toys									
The Sharper Image	7%	16%	11%	7%	5%	9%	0%	2%	4%
Brookstone	4%	10%	11%	3%	3%	4%	2%	0%	2%
Hammacher Schlemmer	4%	8%	8%	6%	1%	4%	1%	1%	1%
Levenger	2%	2%	6%	3%	2%	2%	2%	0%	1%
Frontgate	2%	3%	5%	5%	1%	1%	1%	0%	0%
Wallstreet Creators	0%	0%	1%	0%	1%	0%	0%	0%	0%
Vroom	0%	0%	1%	0%	0%	0%	0%	0%	0%
Sports/Gaming									
The Sportsmans Guide	6%	6%	11%	6%	6%	2%	5%	11%	5%
Austed	1%	0%	2%	3%	1%	2%	1%	1%	1%
Sports Preferred Living	1%	4%	1%	1%	1%	0%	1%	1%	0%
Overton	1%	1%	2%	2%	1%	0%	0%	1%	0%
Food/Wine									
Omaha Steaks	6%	7%	7%	7%	5%	3%	6%	5%	4%
Wine Enthusiast	2%	5%	0%	3%	1%	4%	1%	0%	0%
Balduccis	1%	1%	2%	0%	1%	1%	1%	1%	0%
Dean & Deluca	0%	2%	0%	1%	1%	0%	0%	0%	0%
Accessories/Entertaining									
Williams-Sonoma	6%	9%	9%	12%	2%	8%	2%	4%	2%
Ross Simons	1%	0%	3%	1%	0%	2%	1%	0%	0%
Horchow	1%	2%	1%	1%	1%	1%	1%	0%	0%

Source: Cigar Management Framework, Section VI, Q10d

(Continued)

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019704

Catalogs Purchased from Regularly by Segment (cont.)

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Adventure/Travel									
Patagonia	1%	3%	1%	3%	1%	1%	0%	1%	1%
Autosport	1%	3%	2%	1%	1%	0%	0%	0%	1%
Travelers	1%	2%	2%	0%	1%	0%	0%	1%	1%
Travelsmith	1%	0%	4%	1%	0%	0%	0%	0%	1%
Dooney & Bourke	1%	2%	3%	0%	1%	0%	0%	0%	0%
Willis & Geiger	1%	2%	2%	1%	1%	0%	0%	0%	0%
Field Trips	1%	2%	2%	0%	1%	0%	0%	0%	0%
Magellans	0%	1%	2%	0%	0%	0%	1%	0%	0%
Other	38%	38%	37%	36%	34%	38%	42%	40%	42%

Source: Cigar Management Framework, Section VI, Q10d

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019705

Automobile Ownership by Segment

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Do not own an auto	5%	5%	8%	2%	4%	2%	3%	10%	8%
Ford	29%	24%	26%	29%	29%	27%	31%	35%	29%
Chevrolet	26%	25%	24%	21%	35%	20%	32%	22%	26%
Dodge	13%	12%	15%	12%	16%	12%	15%	8%	13%
Toyota	8%	8%	8%	11%	9%	10%	7%	11%	5%
Nissan	7%	9%	6%	10%	4%	13%	2%	5%	5%
Pontiac	6%	7%	6%	4%	5%	4%	8%	10%	9%
GMC	6%	3%	7%	5%	7%	5%	6%	10%	6%
Honda	6%	5%	9%	7%	6%	13%	3%	2%	3%
Buick	6%	5%	7%	4%	9%	2%	8%	3%	6%
Jeep	5%	4%	2%	9%	9%	6%	3%	2%	3%
Mercury	4%	6%	4%	4%	4%	3%	6%	4%	5%
Chrysler	5%	2%	6%	6%	4%	3%	3%	6%	6%
Plymouth	4%	8%	2%	5%	4%	1%	5%	1%	5%
Cadillac	4%	6%	2%	2%	4%	2%	9%	4%	2%
Mazda	2%	0%	2%	2%	3%	4%	1%	4%	2%
Lincoln	2%	3%	2%	1%	2%	1%	4%	1%	2%
Mitsubishi	2%	3%	2%	5%	1%	2%	0%	0%	2%
VW	2%	5%	2%	2%	2%	3%	0%	1%	0%
Mercedes-Benz	2%	3%	3%	1%	3%	1%	2%	0%	1%
Isuzu	2%	1%	2%	2%	2%	2%	0%	0%	2%
Saturn	2%	3%	1%	1%	2%	3%	3%	0%	1%
Volvo	2%	4%	0%	2%	4%	1%	1%	0%	0%

Source: Cigar Management Framework, Section VI, Q12

(Continued)

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019706

Automobile Ownership by Segment (cont.)

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Acura	1%	1%	1%	4%	0%	2%	1%	0%	1%
BMW	1%	3%	0%	4%	1%	2%	0%	1%	0%
Hyundai	1%	0%	0%	1%	1%	0%	0%	2%	1%
Lexus	1%	0%	0%	2%	0%	1%	0%	0%	1%
Saab	0%	1%	0%	1%	1%	1%	0%	0%	0%
Audi	0%	1%	2%	0%	0%	0%	0%	0%	0%
Jaguar	0%	1%	0%	1%	1%	0%	1%	0%	0%
Land Rover	0%	1%	0%	1%	0%	1%	0%	0%	0%
Infiniti	0%	1%	0%	0%	0%	1%	0%	0%	0%
Other	9%	4%	13%	9%	10%	9%	12%	10%	6%

Source: Cigar Management Framework, Section VI, Q12

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019707

Stores Patronized Regularly by Segment

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
WalMart	71%	60%	69%	62%	72%	61%	84%	81%	80%
Kmart	62%	57%	66%	54%	57%	54%	73%	68%	72%
Sears	56%	60%	54%	50%	63%	48%	65%	55%	56%
JC Penney	53%	54%	48%	55%	60%	52%	53%	47%	48%
Target	42%	45%	42%	49%	38%	56%	36%	43%	31%
Sams Club	31%	35%	38%	31%	29%	26%	37%	29%	26%
The Gap	21%	27%	23%	30%	15%	43%	9%	10%	10%
Eddie Bauer	19%	27%	19%	32%	14%	32%	8%	5%	7%
Old Navy	17%	24%	23%	23%	11%	28%	13%	10%	9%
Price Club/Costco	17%	26%	11%	20%	19%	24%	9%	11%	12%
Pier One	16%	29%	21%	19%	14%	19%	13%	5%	10%
Montgomery Ward	15%	19%	15%	10%	14%	14%	18%	20%	15%
Macys	16%	29%	17%	20%	13%	25%	8%	10%	5%
TJ Maxx	12%	12%	11%	18%	13%	16%	9%	5%	9%
Mervyns	11%	13%	8%	14%	12%	16%	9%	9%	8%
Nordstrom	11%	17%	9%	18%	6%	25%	3%	6%	2%
Marshalls	9%	15%	14%	13%	11%	11%	4%	2%	3%
Big & Tall	8%	17%	15%	7%	7%	3%	7%	3%	8%
Willams-Sonoma	7%	9%	9%	14%	4%	13%	1%	3%	0%
Banana Republic	6%	10%	6%	11%	4%	13%	5%	3%	1%
Sharper Image	6%	14%	10%	7%	4%	9%	0%	4%	2%
Brookstone	6%	9%	6%	10%	6%	10%	2%	1%	3%
Lord & Taylor	6%	9%	2%	13%	10%	6%	2%	1%	1%
Neiman Marcus	6%	12%	7%	9%	4%	9%	4%	0%	1%

Source: Cigar Management Framework, Section VI, Q16

(Continued)

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016708

Stores Patronized Regularly by Segment (cont.)

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Neiman Marcus	6%	12%	7%	9%	4%	9%	4%	0%	1%
Marshall Fields	5%	4%	9%	6%	5%	9%	3%	2%	3%
Florsheim	5%	9%	7%	11%	5%	4%	3%	0%	1%
Brooks Brothers	5%	14%	5%	8%	4%	6%	1%	1%	2%
Lazarus	4%	6%	5%	5%	4%	4%	4%	2%	1%
Kaufmans	4%	5%	2%	7%	3%	4%	5%	1%	5%
Belks	4%	3%	5%	2%	4%	7%	3%	4%	3%
Saks Fifth Avenue	4%	6%	5%	5%	3%	8%	2%	1%	0%
Bloomingdales	4%	8%	5%	5%	4%	4%	0%	2%	0%
Filenes	3%	6%	5%	6%	3%	4%	2%	1%	1%
Hechts	3%	6%	2%	4%	4%	2%	2%	1%	3%
Robinsons-May	3%	4%	2%	4%	3%	2%	0%	3%	2%
Burdines	2%	3%	1%	4%	5%	2%	1%	2%	0%
Sterns	2%	5%	1%	2%	3%	2%	3%	1%	1%
Richs	2%	0%	2%	1%	1%	4%	3%	2%	1%
Cole Haan	2%	6%	2%	2%	0%	3%	1%	0%	0%
Barneys	1%	3%	1%	2%	2%	2%	1%	0%	0%

Source: Cigar Management Framework, Section VI, Q16

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019709

Major Clothing Brands Worn by Segment

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Levis	68%	71%	60%	73%	66%	76%	62%	69%	65%
Dockers	53%	62%	55%	64%	47%	65%	39%	41%	45%
Hanes	42%	44%	36%	49%	41%	42%	38%	42%	44%
Nike	42%	52%	33%	56%	36%	63%	25%	30%	33%
Polo/Ralph Lauren	30%	38%	23%	46%	26%	50%	18%	16%	15%
Calvin Klein	21%	27%	22%	28%	17%	29%	14%	18%	12%
Tommy Hilfiger	20%	25%	16%	34%	13%	32%	13%	12%	11%
Champion	16%	19%	12%	27%	12%	29%	7%	10%	5%
Nautica	13%	16%	12%	23%	13%	25%	6%	5%	3%
Perry Ellis	9%	16%	7%	16%	8%	18%	3%	3%	2%
Armani/Giorgio Armani	7%	19%	3%	11%	4%	12%	2%	1%	3%
Hugo Boss	5%	12%	6%	10%	2%	7%	3%	1%	3%
Liz Claiborne for Men	5%	12%	3%	8%	4%	6%	4%	1%	3%
Burberry	3%	9%	3%	4%	3%	2%	2%	0%	1%
Slates	2%	3%	3%	4%	1%	1%	3%	1%	1%
Alfred Dunhill	1%	3%	3%	1%	1%	1%	2%	0%	1%
Ermenegildo Zegna	1%	1%	1%	2%	1%	3%	2%	0%	0%

Source: Cigar Management Framework, Section VI, Q17

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019710

Major Liquor and Wine Brands Regularly Used by Segment

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Vodkas									
Absolut	24%	33%	17%	39%	16%	46%	9%	15%	10%
Smirnoff	16%	16%	14%	11%	19%	24%	18%	15%	15%
Stolichnaya	11%	20%	11%	18%	10%	21%	5%	4%	1%
Rums									
Bacardi	25%	29%	23%	25%	26%	31%	21%	24%	21%
Captain Morgans	11%	17%	9%	13%	9%	18%	6%	6%	5%
Myers	3%	3%	5%	7%	4%	3%	3%	1%	1%
Bourbons									
Jack Daniels	28%	40%	30%	34%	26%	31%	18%	25%	20%
Jim Beam	16%	19%	19%	17%	17%	18%	10%	12%	15%
Wild Turkey	11%	16%	9%	10%	13%	13%	11%	9%	7%
Makers' Mark	5%	7%	3%	11%	3%	6%	3%	2%	2%
Knob Creek	2%	4%	2%	3%	2%	4%	0%	0%	0%
Scotch Whiskies									
Chivas Regal	10%	22%	10%	11%	12%	9%	13%	1%	3%
Johnnie Walker	8%	17%	8%	8%	9%	6%	6%	7%	2%
Glenlivet	8%	14%	7%	15%	7%	9%	2%	1%	2%
Dewars	7%	9%	8%	11%	6%	9%	5%	2%	5%
Glenfiddich	7%	17%	6%	13%	6%	7%	2%	2%	1%
J & B	6%	9%	6%	5%	5%	5%	9%	1%	5%
Clan Macgregor	1%	2%	1%	1%	1%	1%	3%	0%	1%
Other Whiskies									
Crown Royal	17%	22%	14%	22%	15%	18%	14%	14%	15%
Canadian Club	10%	9%	9%	10%	13%	10%	14%	7%	6%
7 Crown	8%	12%	8%	6%	8%	6%	11%	10%	8%

Source: Cigar Management Framework, Section VI, Q19

(Continued)

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019711

Major Liquor and Wine Brands Regularly Used by Segment (cont.)

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Gins									
Tanqueray	15%	22%	18%	29%	12%	21%	6%	4%	4%
Beefeater	7%	15%	4%	11%	7%	10%	5%	3%	2%
Gordons	6%	9%	9%	5%	5%	4%	8%	6%	4%
Cordials									
Southern Comfort	11%	17%	10%	8%	11%	12%	8%	15%	8%
Grand Marnier	8%	16%	9%	13%	9%	5%	3%	2%	3%
DeKuyper	4%	4%	4%	4%	6%	5%	3%	3%	3%
Cognacs									
Courvoisier	5%	12%	4%	10%	5%	4%	2%	1%	5%
Hennessy	5%	11%	3%	5%	3%	3%	3%	2%	6%
Remy Martin	5%	8%	5%	6%	5%	4%	2%	2%	5%
Martell	1%	5%	0%	2%	1%	0%	3%	0%	1%
Other									
Seagrams	20%	23%	11%	12%	20%	26%	24%	22%	20%
Jose Cuervo	19%	27%	22%	23%	14%	34%	12%	7%	13%
E & J	4%	6%	5%	2%	6%	3%	5%	5%	3%
Wines									
Sutter Home	10%	12%	6%	14%	15%	20%	3%	9%	3%
Kendall Jackson	8%	11%	10%	15%	6%	15%	1%	2%	1%
Robert Mondavi	7%	11%	4%	18%	4%	10%	2%	0%	1%
Beringer	6%	10%	3%	11%	6%	10%	2%	2%	3%
Glen Ellen	6%	9%	4%	11%	9%	10%	2%	3%	1%
Fetzer	3%	5%	3%	4%	4%	6%	3%	2%	0%

Source: Cigar Management Framework, Section VI, Q19

(Continued)

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019712

Major Liquor and Wine Brands Regularly Used by Segment (cont.)

	Total	Relationship-Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only	Established Loyalists	Constrained Indulgence Seekers	Unenthusiastic Functionalists
Champagnes									
Korbel	9%	15%	7%	8%	10%	15%	3%	8%	3%
Moet & Chandon	5%	12%	5%	11%	4%	9%	1%	2%	1%
Andre	4%	8%	1%	2%	4%	1%	6%	7%	5%
Freixenet	4%	5%	4%	5%	4%	5%	1%	3%	1%
Cooks	3%	5%	2%	2%	4%	3%	2%	2%	1%
Ports									
Taylor	3%	4%	5%	1%	5%	1%	0%	1%	1%

Source: Cigar Management Framework, Section VI, Q19

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019713

Appendix Contents

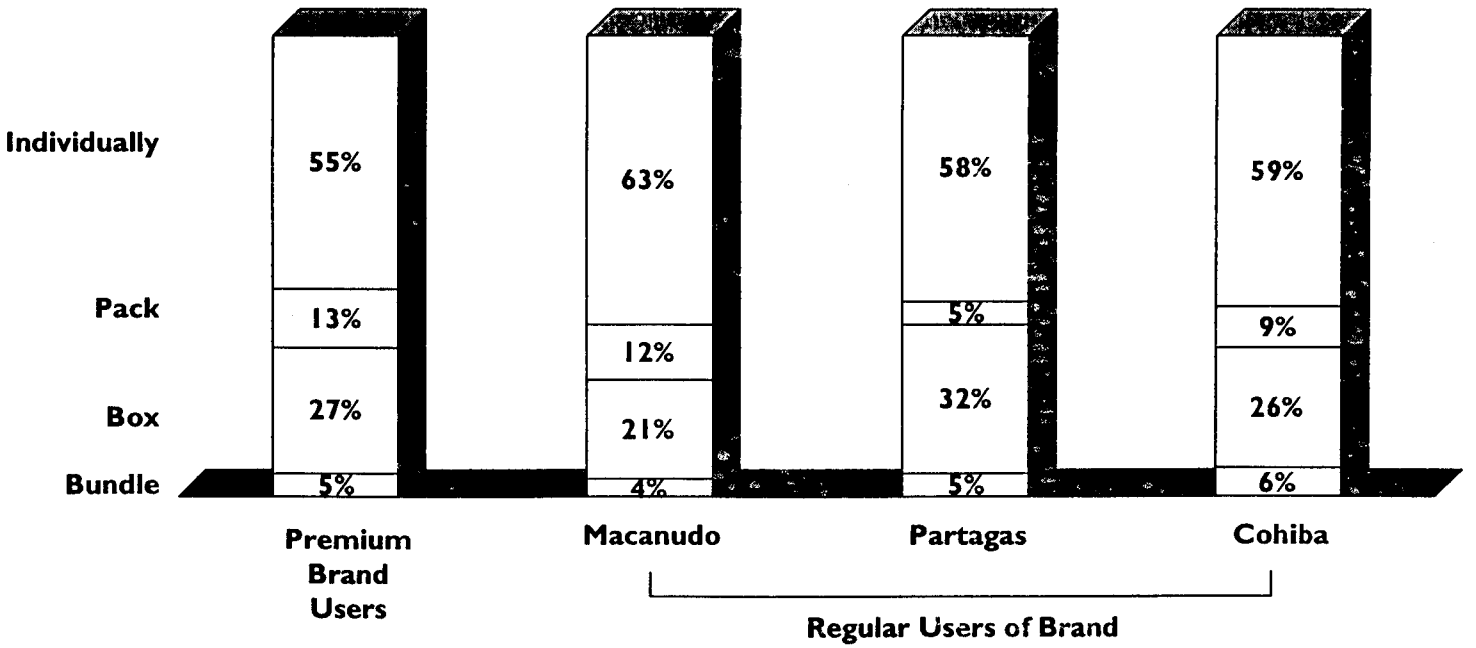
- Key Category Behaviors of Motivational Segments
- Detailed Demographic, Media, and Lifestyle Information on Segments
- Additional Information About Our Brand Users
- Additional Information About Our Brands' Imagery
- Profiles of Competitive Brand Users
- Competitive Brand Imagery
- Methodology

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019714

Macanudo Smokers Are Less Likely to Buy Cigars by the Box

Category Behavior

Pack Size Usually Chosen When Purchasing Brand Smoked Most Often



Source: Cigar Management Framework, Section 2, Q20

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019715

Partagas and Cohiba Smokers Are Especially Likely to Buy Most of Their Cigars from a Tobacconist

Channel Behavior

- Macanudo users are less likely to buy cigars from catalogs than all premium brand users

Channel Preferences
(Store Type Purchased from Most Often)

Store Types	Premium Brand Users	Regular Users of Brand		
		Macanudo	Partagas	Cohiba
Tobacconist	53%	62%	70%	64%
Food/Drug/Mass/ C-Store	11	8	5	3
Catalog/Internet	16	12	15	9
On Premise	4	3	2	5

☐ = 120 Indices vs. % of sample
Source: Cigar Management Framework, Section 2, Q.14C

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019716

Tobacconists Are by Far the Most Frequently Used Sources of Cigar Information Among Partagas and Cohiba Smokers

- Among Macanudo users, tobacconists are second only to friends

Cigar Information Sources
(% of Respondents Citing As Information Source)

Information Sources	Premium Brand Users	Regular Users of Brand		
		Macanudo	Partagas	Cohiba
People				
Friends	63%	72%	71%	74%
Tobacconist/Smoke Shop Personnel	56	65	68	65
Business Associates/Co-workers	28	33	33	33
Relatives	17	30	15	19
Non People				
Cigar Catalogs	31	28	38	30
Cigar Aficionado	28	34	52	45
Cigar Books/Guides	13	14	27	26
Internet	13	12	24	16
Smoke Magazine	8	7	15	8
Radio	4	4	6	6
TV	4	3	2	5

☐ = 120 Indices vs. % of sample
Source: Cigar Management Framework, Section 2, Q26

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019717

Macanudo, Partagas, and Cohiba Smokers Enjoy the Same Sporting Events As The Average Premium Cigar Smoker

Lifestyle

Top Ten Sporting Events Enjoy Watching (TV or in Person)

Premium Brand Users		Regular Users of Brand: Macanudo		Regular Users of Brand: Partagas		Regular Users of Brand: Cohiba	
1. Pro Football	68%	1. Pro Football	72%	1. Pro Football	65%	1. Pro Football	80%
2. College Football	50	2. Pro Baseball	48	2. Pro Baseball	54	2. College Football	61
3. Pro Baseball	46	3. College Football	48	3. College Football	48	3. Pro Baseball	59
4. Pro Golf	37	4. Pro Golf	42	4. Pro Golf	41	4. Pro Golf	55
5. Pro Basketball	36	5. Pro Basketball	38	5. Boxing	39	5. Pro Basketball	48
6. Boxing	35	6. Pro Ice Hockey	37	6. Pro Basketball	38	6. College Basketball	46
7. College Basketball	33	7. Boxing	37	7. College Basketball	36	7. Boxing	45
8. Pro Ice Hockey	31	8. College Basketball	35	8. Pro Ice Hockey	35	8. Pro Ice Hockey	37
9. NASCAR Racing	29	9. NASCAR Racing	30	9. NASCAR Racing	26	9. NASCAR Racing	27
10. Fishing Show	23	10. Fishing Show	19	10. Fishing Show	22	10. Fishing Show	25

Note: Bold = Difference vs. Total Segment Top 10 List
Source: Cigar Management Framework, Section 6, Q9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019718

Appendix Contents

- Key Category Behaviors of Motivational Segments
- Detailed Demographic, Media, and Lifestyle Information on Segments
- Additional Information About Our Brand Users
- Additional Information About Our Brands' Imagery
- Profiles of Competitive Brand Users
- Competitive Brand Imagery
- Methodology

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019719

Macanudo Taste Perceptions Notably Improve Among Regular Macanudo Users As Opposed to Brand Aware Smokers

Macanudo Imagery Comparison
(% Agree)

Taste and Quality Elements	Macanudo Aware	Macanudo Ever Tried	Macanudo Regular Users	User/Aware Difference
Great taste	42%	49%	66%	+24 pp
Smooth taste	37	42	57	+20
Well constructed	42	47	61	+20
Fresh	36	42	56	+20
Easy draw	38	43	57	+19
Easy to smoke	39	44	58	+19
Consistent quality	47	52	66	+19
High quality	46	52	61	+15
Full flavored	23	25	33	+10

Source: Cigar Management Framework, Section 5, Q1C

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019720

Partagas Regular Users Give the Brand Much Higher Taste and Quality Ratings Than Those Who Are Only Aware of the Brand

Partagas Imagery Comparison
(% Agree)

Taste and Quality Elements	Partagas Aware	Partagas Ever Tried	Partagas Regular Users	User/Aware Difference
Great taste	35%	44%	66%	+31 pp
Consistent quality	42	51	72	+30
Easy to smoke	31	39	57	+26
Easy draw	31	39	56	+25
Smooth taste	28	34	51	+23
Well constructed	44	54	67	+23
Fresh	31	40	54	+23
Full flavored	28	36	46	+18
High quality	44	51	61	+17

Source: Cigar Management Framework, Section 5, Q1C

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019721

Cohiba's "Easy Smoking" and Taste Perceptions Are Much Stronger Among Regular Cohiba Smokers

- It may be that those only aware of the brand think it may be a stronger flavor and thus, not as easy a smoke

Cohiba Imagery— Users vs. Aware Comparison (% Agree)

Taste and Quality Elements	Cohiba Aware	Cohiba Ever Tried	Cohiba Regular Users	User/Aware Difference
Easy to smoke	25%	32%	53%	+28 pp
Great taste	34	41	61	+27
Easy draw	27	33	52	+25
Consistent quality	37	45	62	+25
Smooth taste	25	31	49	+24
High quality	42	49	62	+20
Fresh	29	34	46	+17
Well constructed	40	45	55	+15
Full flavored	29	34	39	+10

Source: Cigar Management Framework, Section 5, Q1C

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019722

Relationship-Driven Connoisseurs Have a High Opinion of Macanudo

- Special Occasion Only also gives Macanudo higher than average ratings
- Savvy Self-Reliants are less likely to see Macanudo as good value

Macanudo Imagery Among Premium-Driven Segments
(% Agree Among Brand Aware)

	Brand Imagery	All Smokers	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Quality Elements	Consistent quality	46%	52%	49%	50%	35%	51%
	High quality	45	51	48	53	37	40
	Well constructed	41	54	46	38	30	51
	Brand I trust	40	51	41	46	29	46
	Easy to smoke	38	44	38	41	34	53
	Easy draw	37	44	33	41	35	42
	Fresh	35	47	29	40	32	39
Price/Value	Smart choice	25	31	27	27	16	30
	Good value	22	29	15	24	20	25
	Low price	6	6	5	6	6	5
Taste	Great taste	42	52	44	46	35	40
	Smooth taste	37	47	38	43	27	44
	Mild taste	28	32	36	28	24	23
	Full flavored	23	39	18	20	21	19
	Medium taste	20	22	16	26	18	16
	Strong taste	9	17	6	9	5	12
Recommendations	Recommended by tobacconists	30	42	24	37	23	26
	Recommended by friends	26	24	16	34	17	46
	Recommended by magazine	16	28	16	17	7	18

[ ] = 120+ Index vs. Total Segments, ( ) = 80 or Less Index
Source: Cigar Management Framework, Section S, Q1C

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019723

Relationship-Driven Connoisseurs Also Give Macanudo Stronger Brand Personality Ratings

Macanudo Brand Personality Among Premium-Driven Segments
(% Agree Among Brand Aware)

Brand Personality	All Smokers	Relationship Driven Connoisseurs	Savvy Self-Reliant Connoisseurs	Emerging Enthusiasts	Casual Enjoyers	Special Occasion Only
Popular	40%	51%	44%	45%	27%	53%
Reliable	27	34	27	33	22	28
For social smokers	24	37	19	28	15	33
For serious smokers	24	34	31	24	18	19
Refined taste	23	30	20	29	20	21
Prestigious	21	25	26	22	13	25
Trendy	20	24	18	23	13	25
Masculine	18	22	19	17	16	26
Casual	18	19	12	24	17	18
Sophisticated	16	20	19	21	5	16
Individualistic	13	17	16	13	13	5
Sporty	9	17	6	10	2	14
Innovative	5	10	5	2	4	5

[ ] = 120+ Index vs. Total Segments, ( ) = 80 or Less Index
Source: Cigar Management Framework, Section S, Q1C

Confidential:
Under Protective Order
GC 019724A

Appendix Contents

- Key Category Behaviors of Motivational Segments
- Detailed Demographic, Media, and Lifestyle Information on Segments
- Additional Information About Our Brand Users
- Additional Information About Our Brands' Imagery
- Profiles of Competitive Brand Users
- Competitive Brand Imagery
- Methodology

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019724

Fuente and Te Amo Users Are Frequent Smokers

- Te Amo smokers smoke over six cigars per week

Cigar Smoking Frequency
(% of Smokers)

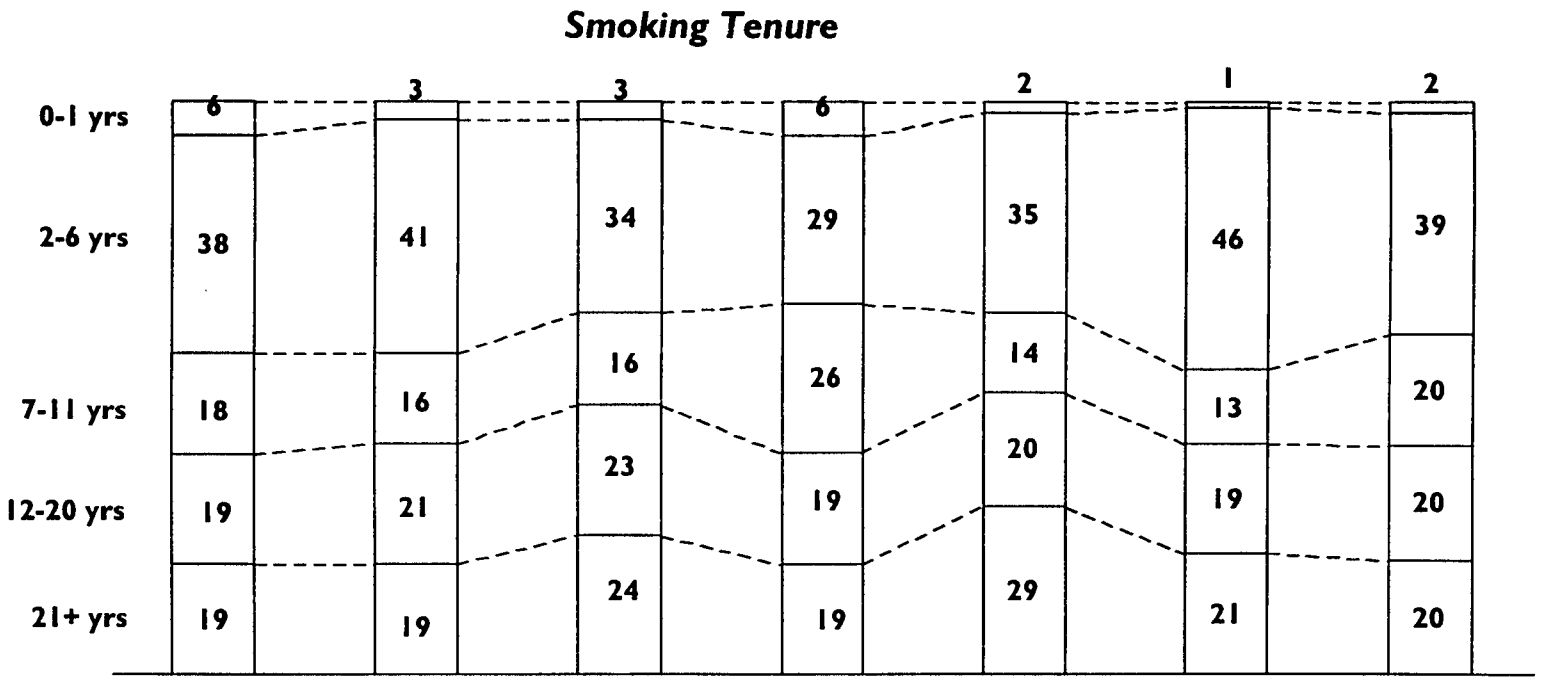
	Premium Brand Total	Regular Users of Brand					
		Fuente	H. Upmann	Don Diego	Te Amo	Monte Cristo	Davidoff
Once a day or more	13%	17%	14%	13%	20%	17	15
Once a week or more	52	72	59	67	69	58	65
Once a month or more	88	97	94	92	94	94	94
Less than once a month	12	3	6	8	6	6	6
Avg. # of Cigars Smoked/Week	3.7	4.8	3.8	4.3	6.4	3.5	4.6

☐ = 120 Indices vs. Total sample
Source: Cigar Management Framework, Section 2, Q.2, Q.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019725

Upmann and Te Amo Smokers Have Been Smoking Longer on Average

Smoking Tenure



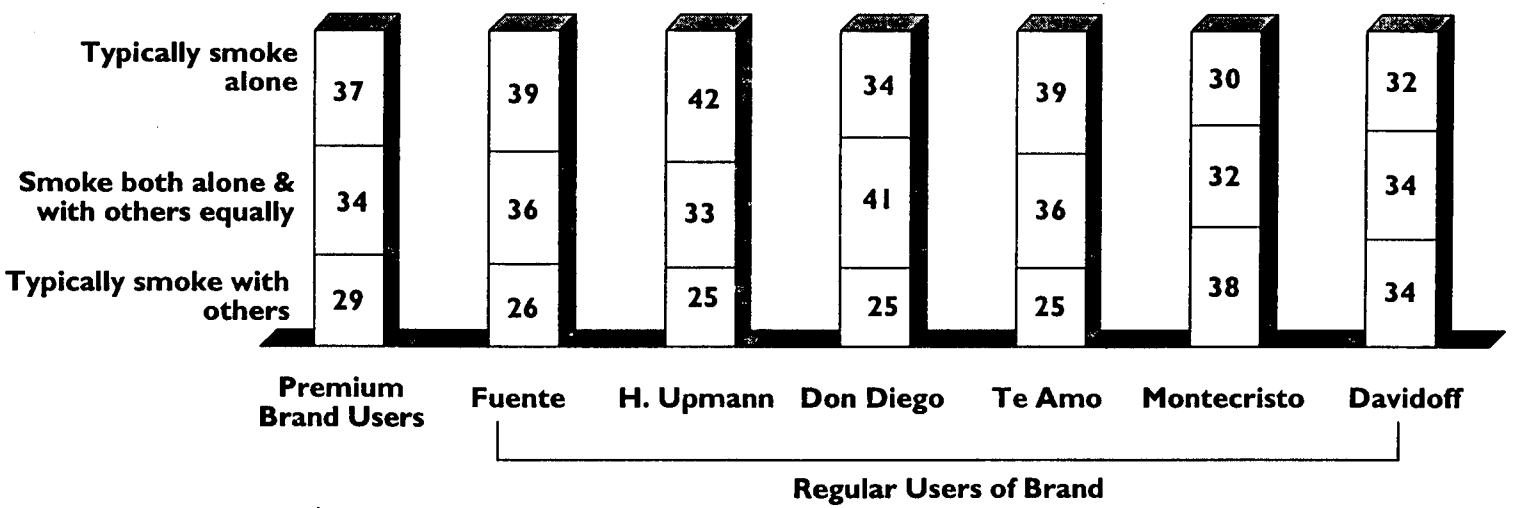
Source: Cigar Management Framework Section 2, Q.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019726

Upmann Smokers Are Also More Solitary

- Among competitive brands, Montecristo, Davidoff, Cohiba, and Macanudo users tend to be more social

Social vs. Solitary Smoking
(% of Smokers)

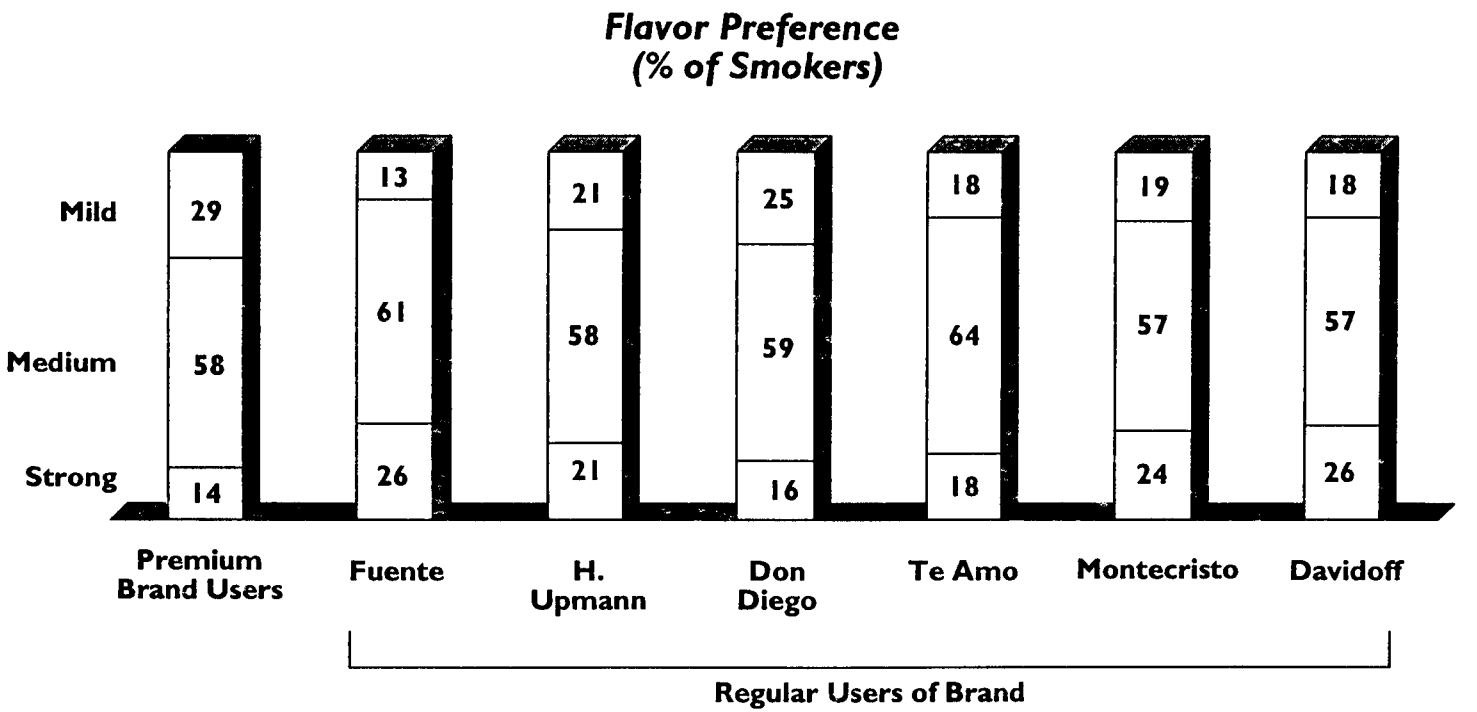


Source: Cigar Management Framework, Section 2, Q.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019727

Fuente and Davidoff Smokers Prefer a Strong Cigar More Than the Other Competitive Premium Brand Smokers

Flavor Preference

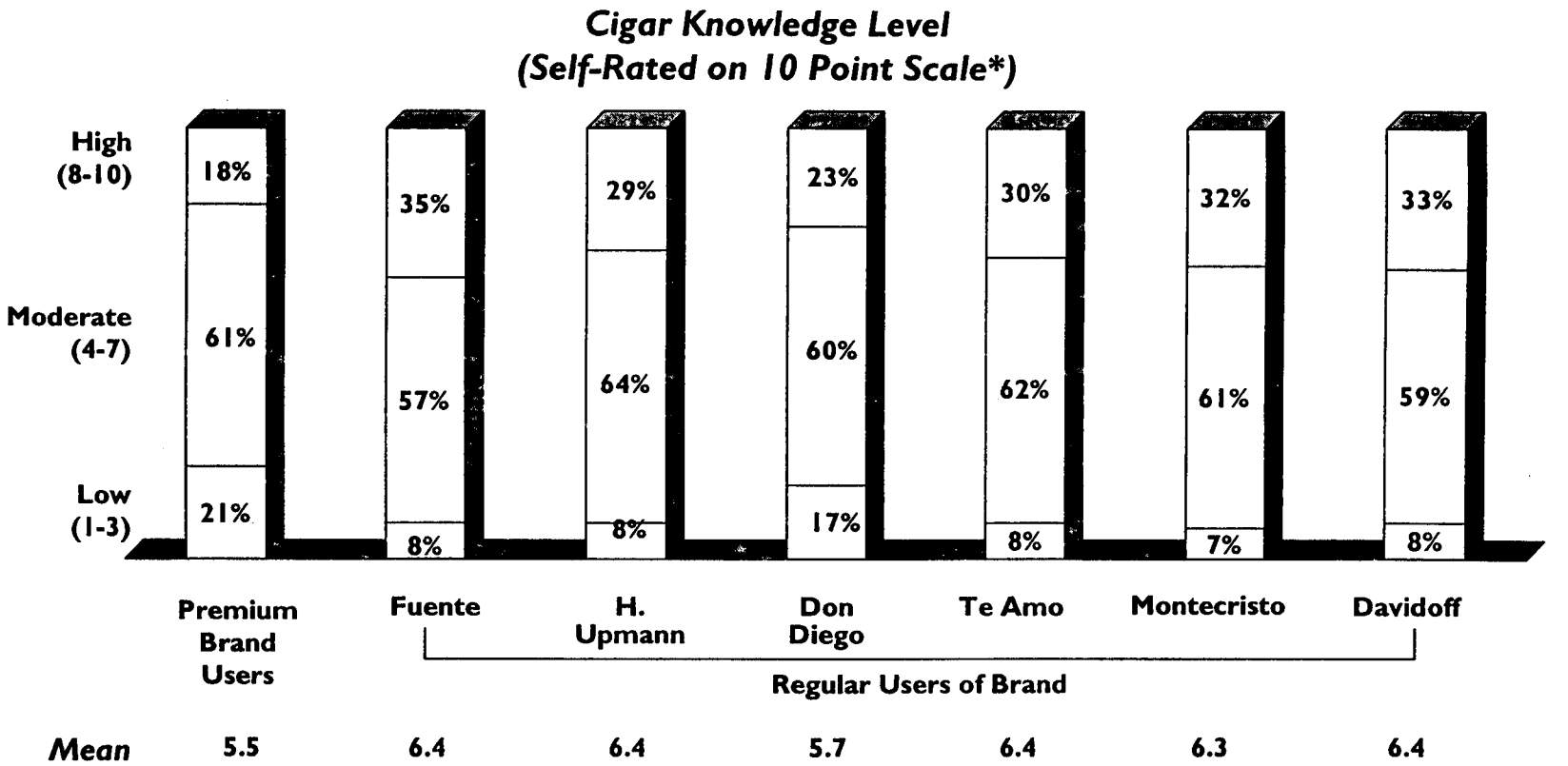


Source: Cigar Management Framework, Section 2, Q.18

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019728

Among Competitive Premium Brand Smokers, Fuente Users Are Most Likely to See Themselves As Knowledgeable

Category Behavior



Note: * 10 = extremely knowledgeable, 1 = not very knowledgeable
Source: Cigar Management Framework, Section 2, Q21

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019729

Competitive Brand Users Buy Most Often From Tobacconists, Especially Davidoff and Montecristo Users

Channel Behavior

Channel Preferences (Store Type Purchased from Most Often)

Store Types	Premium Brand Users	Regular Users of Brand					
		Fuente	H. Upmann	Don Diego	Te Amo	Montecristo	Davidoff
Tobacconist	53%	62%	61%	57%	56%	68%	71%
Food/Drug/Mass/C-Store	11	7	4	10	11	6	0
Catalog/Internet	16	18	16	13	20	14	7
On Premise	4	2	0	3	2	4	3

☐ = 120 Indices vs. % of sample

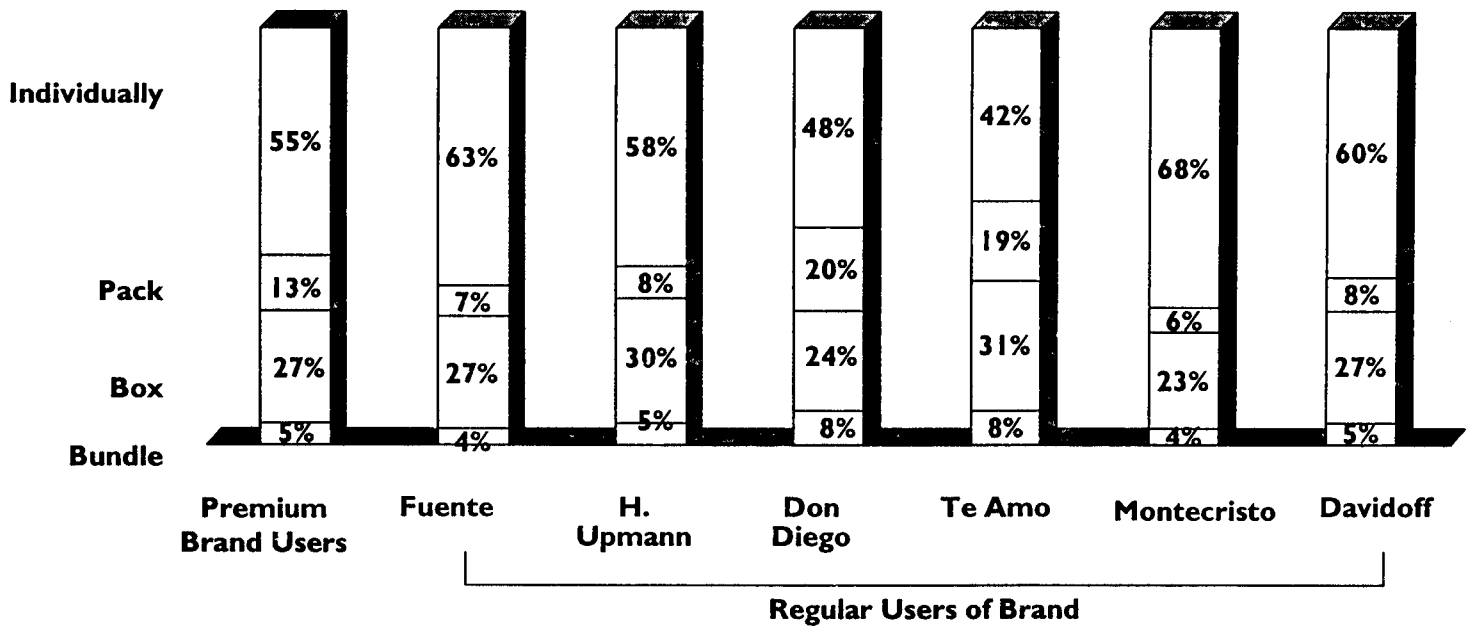
Source: Cigar Management Framework, Section 2, Q.14C and Q.20

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019730

Over Half of Fuente, Montecristo and Davidoff Smokers Typically Purchase Even Their Favorite Brand of Cigars Individually

Category Behavior

Pack Size Usually Chosen When Purchasing Brand Smoked Most Often



Source: Cigar Management Framework, Section 2, Q20

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019731

Davidoff, Upmann, and Montecristo Smokers Have the Highest Average Incomes among Competitive Brand Smokers

Demographics

Demographic Summary

	Premium Brand Users	Regular Users of Brand					
		Fuente	H. Upmann	Don Diego	Te Amo	Montecristo	Davidoff
Mean Age (Years)	40	41	42	41	43	39	39
% Under Age 35	35%	28%	23%	34%	20%	38%	34
% Single/Divorced/ Widowed	38%	30%	25%	34%	32%	29%	37
% with Children <18	35%	36%	36%	39%	38%	40%	37
Mean Household Income	$64,040	$69,950	$ 82,220	$ 64,370	$ 67,250	$77,480	$ 86,150
% College Graduates+	56%	60%	71%	51%	54%	62%	75%
% with Managerial/ Prof./Exec. Occupations	50%	56%	64%	42%	47%	56%	61%
% Employed Full-Time	89%	90%	93%	89%	85%	90%	95%
% Retired/Not Employed	6%	6%	3%	10%	10%	6%	2%
% Owning Own Business	20%	16%	24%	28%	19%	18%	25%

[ ] = 120+ Index

Source: Cigar Management Framework, Panel Data, Section 1, Q1, Section 6, Q2a

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019732

Appendix Contents

- Key Category Behaviors of Motivational Segments
- Detailed Demographic, Media, and Lifestyle Information on Segments
- Additional Information About Our Brand Users
- Additional Information About Our Brands' Imagery
- Profiles of Competitive Brand Users
- Competitive Brand Imagery
- Methodology

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019733

Among Competitive Brands, Regular Smokers of Davidoff and Fuente Give Their Brands the Highest Quality Marks

Brand Perceptions — Competitive Premium Brands
(% Agree Among Regular Brand Users)

		12 Brand Average	Fuente	H. Upmann	Don Diego	Te Amo	Montecristo	Davidoff
Quality Elements	Consistent quality	64%	71%	63%	58%	51%	64%	75%
	Brand I trust	63	70	69	54	52	62	69
	Well constructed	61	70	53	59	59	61	67
	High quality	60	73	57	63	40	67	76
	Easy draw	57	60	50	59	56	55	63
	Easy to smoke	56	60	52	58	53	57	61
	Fresh	54	58	51	51	47	55	63
Price/ Value	Smart choice	40	52	37	43	36	45	55
	Good value	39	39	43	44	55	29	35
	Low price	14	10	11	15	26	8	14
Taste	Great taste	64	72	65	61	53	66	78
	Smooth taste	52	62	53	53	47	47	57
	Full flavored	40	48	37	31	37	40	43
Recommended	Recommended by tobacconists	43	51	39	41	25	45	61
	Recommended by friends	29	39	22	27	17	29	39
	Recommended by magazines	24	35	22	26	16	27	29
			Quality choice and often recommended			*Value, but lacks on quality*		*Superior quality and taste/highly recommended*

[ ] = 120+ Index vs. 12 Brand Average, ( ) = 80 or Less ndex
Source: Cigar Management Framework, Section 5, Q.1C

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019734

Davidoff Has Strong Associations As Being a Special Occasion Cigar

Brand Perceptions — Competitive Premium Brands
(% Agree Among Regular Brand Smokers)

		12 Brand Average	Fuente	H. Upmann	Don Diego	Te Amo	Montecristo	Davidoff
Occasion Types	Good for relaxing	54%	58%	51%	54%	44%	58%	57%
	Good for special occasions	42	53	35	41	31	46	61
	Good for a gift	44	50	44	32	29	48	59
	Good as a reward	32	37	28	27	21	37	41
	Good for everyday	32	34	34	42	41	23	29
	Easy to find/widely available	46	43	51	45	53	30	41
	Attractive packaging	20	27	20	22	14	20	31

[ ] = 120+ Index vs. 12 Brand Average, ( ) = 80 or Less Index
Source: Cigar Management Framework, Section 5, Q.1C

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019735

Davidoff and Montecristo Have Prestigious and Sophisticated Brand Personalities

- Te Amo and Diego are seen as more casual types of brands

Brand Perceptions — Competitive Premium Brands
(% Agree Among Regular Brand Users)

Brand Personality	12 Brand Average	Fuente	H. Upmann	Don Diego	Te Amo	Montecristo	Davidoff
Reliable	44%	51%	52%	41%	40%	43%	49%
Popular	43	47	39	46	38	43	43
For serious smokers	41	44	37	37	29	39	47
Refined taste	37	43	37	38	29	42	57
Prestigious	28	35	27	24	11	38	51
Masculine	28	29	23	23	30	28	29
For social smokers	28	29	27	34	25	26	35
Individualistic	24	24	23	26	22	34	33
Sophisticated	23	24	22	19	10	35	37
Casual	22	20	22	35	28	22	24
Innovative	11	19	11	12	11	15	16
Trendy	17	18	14	20	13	25	24
Sporty	14	12	14	16	13	13	25

[ ] = 120+ Index vs. 12 Brand Average, ( ) = 80 or Less Index
Source: Cigar Management Framework, Section 5, Q.1C

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019736

Appendix Contents

- Key Category Behaviors of Motivational Segments
- Detailed Demographic, Media, and Lifestyle Information on Segments
- Additional Information About Our Brand Users
- Additional Information About Our Brands' Imagery
- Profiles of Competitive Brand Users
- Competitive Brand Imagery
- Methodology

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019737

To Create the Factbase, We Conducted a Large-Scale Quantitative Survey

Methodology Used

	Cigar Segmentation Study Specifics
Sample:	• Male cigar smokers age 21-65 • 1,229 ending-sample with national representation • 268 ending-sample over quota to get a readable sample of key premium brands
Survey Design:	16-page legal-sized questionnaire; mailed to households
Approach:	Screened 200,000 households to identity cigar smokers and General Cigar brand users prior to mailing
Supplier:	NFO Research
Field Dates:	August 21 – September 21, 1998

- Mail panel surveys offer several advantages over other research methods
  - Enable large sample sizes in a cost-efficient manner
  - Provide superior national projectability
  - Allow for longer questionnaires to understand respondents better
- Mail panels have been proven to yield statistically similar results to other quantitative research methods

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 019738

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

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

AND

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

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

PARTY: RESPONDENT

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

Defendant's Exhibit 18

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -- total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
CIGARS ONLY	144 72.0	75 66.4	53 77.9	45 71.4	12 54.5	81 75.7	26 86.7	26 66.7	92 70.2	46 73.0	39 69.6	32 74.4	27 71.1
OTHER PRODUCTS	56 28.0	38 33.6	15 22.1	18 28.6	10 45.5	26 24.3	4 13.3	13 33.3	39 29.8	17 27.0	17 30.4	11 25.6	11 28.9
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

Blumberg No. 6114
DEFENDANT'S EXHIBIT
D18
CONFIDENTIAL-
UNDER PROTECTIVE ORDER
GC 023537

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 2
Q2 : WHAT OTHER PRODUCTS DO YOU USE?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who use other products	56	38	15	18	10	26	4	13	39	17	17	11	11
CHEWING TOBACCO	6 10.7	6 15.8	- -	2 11.1	1 10.0	3 11.5	- -	3 23.1	3 7.7	4 23.5	1 5.9	- -	1 9.1
CIGARETTES	23 41.1	14 36.8	8 53.3	7 38.9	4 40.0	12 46.2	1 25.0	8 61.5	14 35.9	8 47.1	7 41.2	5 45.5	3 27.3
DIP/SNUFF	3 5.4	3 7.9	- -	1 5.6	1 10.0	1 3.8	1 25.0	2 15.4	- -	2 11.8	1 5.9	- -	- -
PIPE	32 57.1	23 60.5	8 53.3	10 55.6	6 60.0	15 57.7	1 25.0	4 30.8	27 69.2	6 35.3	11 64.7	8 72.7	7 63.6
OTHER	2 3.6	1 2.6	- -	1 5.6	- -	- -	2 50.0	- -	- -	2 11.8	- -	- -	- -
TOTAL	66 117.9	47 123.7	16 106.7	21 116.7	12 120.0	31 119.2	5 125.0	17 130.8	44 112.8	22 129.4	20 117.6	13 118.2	11 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023538

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE --total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TASTE/FLAVOR (NET)	94 47.0	53 46.9	33 48.5	31 49.2	11 50.0	50 46.7	8 26.7	20 51.3	66 50.4	33 52.4	26 46.4	22 51.2	13 34.2
LIKE/GOOD TASTE/FLAVOR	64 32.0	31 27.4	25 36.8	21 33.3	5 22.7	36 33.6	4 13.3	13 33.3	47 35.9	22 34.9	17 30.4	17 39.5	8 21.1
SMOOTH TASTE/FLAVOR	6 3.0	4 3.5	2 2.9	3 4.8	- -	3 2.8	1 3.3	1 2.6	4 3.1	3 4.8	1 1.8	1 2.3	1 2.6
MILD TASTE/FLAVOR	9 4.5	5 4.4	4 5.9	3 4.8	1 4.5	5 4.7	1 3.3	1 2.6	7 5.3	3 4.8	- -	3 7.0	3 7.9
RICH TASTE/FLAVOR	4 2.0	4 3.5	- -	1 1.6	1 4.5	2 1.9	- -	- -	4 3.1	- -	2 3.6	2 4.7	- -
GOOD/REAL TOBACCO TASTE	8 4.0	6 5.3	2 2.9	3 4.8	1 4.5	4 3.7	1 3.3	- -	7 5.3	2 3.2	5 8.9	- -	1 2.6
SWEET TASTE/FLAVOR	3 1.5	2 1.8	1 1.5	2 3.2	- -	1 0.9	1 3.3	1 2.6	1 0.8	2 3.2	1 1.8	- -	- -
SPICY TASTE/FLAVOR	2 1.0	1 0.9	1 1.5	- -	1 4.5	1 0.9	- -	2 5.1	- -	2 3.2	- -	- -	- -
TASTE BETTER THAN/ PREFER TO CIGARETTES	4 2.0	4 3.5	- -	- -	2 9.1	2 1.9	- -	2 5.1	2 1.5	1 1.6	2 3.6	1 2.3	- -
UNIQUE TASTE	2 1.0	2 1.8	- -	- -	1 4.5	1 0.9	- -	1 2.6	1 0.8	1 1.6	1 1.8	- -	- -
FLAVORFUL/MORE FLAVORFUL	2 1.0	2 1.8	- -	1 1.6	- -	1 0.9	- -	- -	2 1.5	- -	1 1.8	- -	1 2.6
OTHER TASTE/FLAVOR COMMENTS	1 0.5	1 0.9	- -	- -	1 4.5	- -	- -	1 2.6	- -	- -	1 1.8	- -	- -
VARIETY (NET)	9 4.5	5 4.4	4 5.9	4 6.3	1 4.5	4 3.7	1 3.3	2 5.1	6 4.6	3 4.8	4 7.1	2 4.7	- -
LIKE/GOOD VARIETY OF FLAVORS	8 4.0	4 3.5	4 5.9	4 6.3	- -	4 3.7	1 3.3	2 5.1	5 3.8	3 4.8	3 5.4	2 4.7	- -

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023539

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

	TOTAL	INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
		<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
OTHER VARIETY COMMENTS	1 0.5	1 0.9	- -	- -	1 4.5	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
STYLE/DESIGN (NET)	6 3.0	5 4.4	- -	2 3.2	1 4.5	3 2.8	1 3.3	- -	5 3.8	2 3.2	2 3.6	1 2.3	1 2.6
LIKE WRAPPER	3 1.5	3 2.7	- -	1 1.6	1 4.5	1 0.9	- -	- -	3 2.3	- -	2 3.6	1 2.3	- -
OTHER STYLE/DESIGN COMMENTS	3 1.5	2 1.8	- -	1 1.6	- -	2 1.9	1 3.3	- -	2 1.5	2 3.2	- -	- -	1 2.6
HEALTH (NET)	13 6.5	8 7.1	3 4.4	2 3.2	3 13.6	8 7.5	- -	3 7.7	10 7.6	2 3.2	6 10.7	2 4.7	3 7.9
HEALTHIER THAN CIGARETTES/NOT INHALE	12 6.0	8 7.1	3 4.4	2 3.2	3 13.6	7 6.5	- -	3 7.7	9 6.9	2 3.2	6 10.7	1 2.3	3 7.9
OTHER HEALTH COMMENTS	2 1.0	- -	1 1.5	- -	- -	2 1.9	- -	1 2.6	1 0.8	- -	1 1.8	1 2.3	- -
QUALITY (NET)	3 1.5	1 0.9	1 1.5	1 1.5	- -	2 1.9	1 3.3	- -	2 1.5	2 3.2	1 1.8	- -	- -
LIKE CRAFTSMANSHIP/HOW MADE	3 1.5	1 0.9	1 1.5	1 1.6	- -	2 1.9	1 3.3	- -	2 1.5	2 3.2	1 1.8	- -	- -
OTHER QUALITY COMMENTS	1 0.5	- -	1 1.5	1 1.6	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
CONVENIENCE (NET)	2 1.0	1 0.9	1 1.5	- -	- -	2 1.9	- -	- -	2 1.5	- -	- -	2 4.7	- -
OTHER CONVENIENCE COMMENTS	2 1.0	1 0.9	1 1.5	- -	- -	2 1.9	- -	- -	2 1.5	- -	- -	2 4.7	- -
PRICE/VALUE (NET)	1 0.5	1 0.9	- -	1 1.6	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
OTHER PRICE/VALUE COMMENTS	1 0.5	1 0.9	- -	1 1.6	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023540

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
MISCELLANEOUS (NET)	167 83.5	96 85.0	57 83.8	51 81.0	19 86.4	90 84.1	25 83.3	32 82.1	110 84.0	51 81.0	45 80.4	36 83.7	35 92.1
SOOTHING/RELAXING/ STRESS RELIEVING	91 45.5	47 41.6	34 50.0	34 54.0	10 45.5	43 40.2	18 60.0	19 48.7	54 41.2	31 49.2	27 48.2	19 44.2	14 36.8
ENJOYABLE TO SMOKE	34 17.0	22 19.5	10 14.7	15 23.8	1 4.5	16 15.0	9 30.0	6 15.4	19 14.5	13 20.6	9 16.1	9 20.9	3 7.9
PLEASURE TO SMOKE	16 8.0	4 3.5	10 14.7	6 9.5	1 4.5	9 8.4	2 6.7	4 10.3	10 7.6	6 9.5	3 5.4	6 14.0	1 2.6
SMOKE AFTER MEAL	17 8.5	13 11.5	3 4.4	2 3.2	4 18.2	9 8.4	3 10.0	2 5.1	12 9.2	5 7.9	3 5.4	5 11.6	4 10.5
ALL MENTIONS OF AROMA	35 17.5	17 15.0	13 19.1	10 15.9	6 27.3	18 16.8	3 10.0	8 20.5	24 18.3	9 14.3	13 23.2	8 18.6	5 13.2
SOCIALIZATION/SMOKE WITH FRIENDS	11 5.5	6 5.3	5 7.4	6 9.5	1 4.5	2 1.9	5 16.7	1 2.6	5 3.8	7 11.1	1 1.8	2 4.7	1 2.6
LONG LASTING/LAST LONGER THAN CIGARETTES	9 4.5	6 5.3	2 2.9	2 3.2	1 4.5	6 5.6	1 3.3	- -	8 6.1	3 4.8	1 1.8	2 4.7	3 7.9
ENJOY NICOTINE/TOBACCO HIGH	9 4.5	5 4.4	2 2.9	3 4.8	1 4.5	4 3.7	1 3.3	4 10.3	4 3.1	3 4.8	4 7.1	1 2.3	1 2.6
LIKE FEELING OF CIGAR IN HAND	13 6.5	7 6.2	5 7.4	4 6.3	1 4.5	8 7.5	- -	5 12.8	8 6.1	3 4.8	4 7.1	2 4.7	4 10.5
LIKE TO CHEW ON CIGAR	5 2.5	3 2.7	1 1.5	1 1.6	1 4.5	3 2.8	- -	- -	5 3.8	- -	2 3.6	1 2.3	2 5.3
FUN	2 1.0	2 1.8	- -	- -	- -	2 1.9	- -	- -	2 1.5	1 1.6	- -	- -	1 2.6
LIKE HOW I LIKE/LOOK HANDSOME	2 1.0	- -	2 2.9	1 1.6	- -	1 0.9	- -	- -	2 1.5	1 1.6	- -	1 2.3	- -
LIKE WATCHING THE SMOKE	5 2.5	4 3.5	1 1.5	2 3.2	1 4.5	2 1.9	- -	2 5.1	3 2.3	1 1.6	- -	2 4.7	2 5.3

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023541

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS)5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE -total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
LIKE (UNSPECIFIED)	4 2.0	2 1.8	1 1.5	1 1.6	1 4.5	2 1.9	1 3.3	1 2.6	2 1.5	2 3.2	- -	1 2.3	1 2.6
HABIT	13 6.5	7 6.2	5 7.4	- -	1 4.5	12 11.2	- -	1 2.6	12 9.2	1 1.6	- -	7 16.3	5 13.2
RELATIVE SMOKED	6 3.0	5 4.4	1 1.5	2 3.2	1 4.5	3 2.8	1 3.3	1 2.6	4 3.1	3 4.8	1 1.8	- -	2 5.3
KEEPS BUGS AWAY	2 1.0	1 0.9	1 1.5	- -	1 4.5	1 0.9	- -	- -	2 1.5	- -	1 1.8	- -	1 2.6
SMOKE ON SPECIAL OCCASION/CELEBRATION	2 1.0	1 0.9	1 1.5	- -	- -	2 1.9	- -	- -	2 1.5	1 1.6	1 1.8	- -	- -
SMOKE WITH A DRINK/ ALCOHOL	3 1.5	2 1.8	1 1.5	1 1.6	1 4.5	1 0.9	- -	- -	3 2.3	- -	1 1.8	2 4.7	- -
SIMILAR TO DRINKING A FINE WINE	4 2.0	2 1.8	2 2.9	- -	- -	4 3.7	- -	- -	4 3.1	1 1.6	1 1.8	- -	2 5.3
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR/WOMEN LIKE,	4 2.0	2 1.8	2 2.9	1 1.6	- -	3 2.8	1 3.3	- -	3 2.3	1 1.6	- -	1 2.3	2 5.3
OTHER MISCELLANEOUS COMMENTS	7 3.5	5 4.4	2 2.9	1 1.6	1 4.5	5 4.7	- -	3 7.7	4 3.1	- -	4 7.1	1 2.3	2 5.3
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NO REASON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	435 217.5	246 217.7	150 220.6	137 217.5	52 236.4	232 216.8	58 193.3	85 217.9	292 222.9	139 220.6	121 216.1	101 234.9	74 194.7

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023542

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	53	22	107	30	39	131	63	56	43	38
LESS THAN ONE YEAR	2 1.0	1 0.9	- -	- -	- -	- -	2 6.7	- -	- -	1 1.6	1 1.8	- -	- -
ONE - TWO YEARS	6 3.0	4 3.5	1 1.5	- -	- -	- -	6 20.0	- -	- -	5 7.9	1 1.8	- -	- -
TWO - THREE YEARS	22 11.0	13 11.5	9 13.2	16 25.4	1 4.5	5 4.7	22 73.3	- -	- -	16 25.4	5 8.9	1 2.3	- -
THREE - FOUR YEARS	15 7.5	10 8.8	4 5.9	6 9.5	1 4.5	8 7.5	- -	15 38.5	- -	8 12.7	5 8.9	2 4.7	- -
FOUR - FIVE YEARS	6 3.0	3 2.7	2 2.9	3 4.8	- -	3 2.8	- -	6 15.4	- -	5 7.9	- -	- -	1 2.6
FIVE - SIX YEARS	18 9.0	8 7.1	7 10.3	4 6.3	5 22.7	9 8.4	- -	18 46.2	- -	9 14.3	7 12.5	2 4.7	- -
SIX - SEVEN YEARS	4 2.0	2 1.8	1 1.5	2 3.2	- -	2 1.9	- -	- -	4 3.1	3 4.8	1 1.8	- -	- -
SEVEN - EIGHT YEARS	5 2.5	5 4.4	- -	2 3.2	- -	3 2.8	- -	- -	5 3.8	3 4.8	- -	2 4.7	- -
EIGHT - NINE YEARS	6 3.0	5 4.4	1 1.5	2 3.2	2 9.1	2 1.9	- -	- -	6 4.6	2 3.2	4 7.1	- -	- -
NINE - TEN YEARS	1 0.5	1 0.9	- -	1 1.6	- -	- -	- -	- -	1 0.8	1 1.6	- -	- -	- -
TEN - FIFTEEN YEARS	24 12.0	12 10.6	12 17.6	12 19.0	1 4.5	11 10.3	- -	- -	24 18.3	7 11.1	10 17.9	5 11.6	2 5.3
FIFTEEN - TWENTY YEARS	12 6.0	6 5.3	6 8.8	3 4.8	- -	9 8.4	- -	- -	12 9.2	3 4.8	5 8.9	2 4.7	2 5.3
TWENTY - TWENTY-FIVE YEARS	22 11.0	12 10.6	8 11.8	5 7.9	3 13.6	14 13.1	- -	- -	22 16.8	- -	14 25.0	5 11.6	3 7.9

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023543

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TWENTY-FIVE - THIRTY YEARS	10 5.0	4 3.5	5 7.4	2 3.2	1 4.5	7 6.5	- -	- -	10 7.6	- -	- -	9 20.9	1 2.6
THIRTY - THIRTY-FIVE YEARS	19 9.5	11 9.7	5 7.4	4 6.3	4 18.2	11 10.3	- -	- -	19 14.5	- -	3 5.4	12 27.9	4 10.5
THIRTY-FIVE - FOURTY YEARS	8 4.0	4 3.5	2 2.9	- -	- -	8 7.5	- -	- -	8 6.1	- -	- -	3 7.0	5 13.2
FOURTY - FOURTY-FIVE YEARS	4 2.0	2 1.8	1 1.5	- -	2 9.1	2 1.9	- -	- -	4 3.1	- -	- -	- -	4 10.5
FOURTY-FIVE - FIFTY YEARS	2 1.0	1 0.9	1 1.5	- -	1 4.5	1 0.9	- -	- -	2 1.5	- -	- -	- -	2 5.3
MORE THAN FIFTY YEARS	14 7.0	9 8.0	3 4.4	1 1.6	1 4.5	12 11.2	- -	- -	14 10.7	- -	- -	- -	14 36.8
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023544

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
THREE OR MORE TIMES A DAY	29 14.5	19 16.8	6 8.8	5 7.9	2 9.1	20 18.7	3 10.0	2 5.1	24 18.3	5 7.9	5 8.9	6 14.0	13 34.2
ONE TO TWO TIMES A DAY	66 33.0	39 34.5	23 33.8	21 33.3	7 31.8	37 34.6	4 13.3	5 12.8	57 43.5	11 17.5	21 37.5	20 46.5	14 36.8
FOUR TO SIX TIMES A WEEK	22 11.0	8 7.1	10 14.7	9 14.3	- -	12 11.2	5 16.7	5 12.8	12 9.2	6 9.5	11 19.6	3 7.0	2 5.3
TWO TO THREE TIMES A WEEK	47 23.5	25 22.1	18 26.5	22 34.9	3 13.6	21 19.6	12 40.0	15 38.5	20 15.3	23 36.5	13 23.2	8 18.6	3 7.9
ONCE A WEEK	15 7.5	11 9.7	4 5.9	1 1.6	4 18.2	9 8.4	2 6.7	6 15.4	7 5.3	7 11.1	2 3.6	3 7.0	3 7.9
ONE TO THREE TIMES A MONTH	19 9.5	9 8.0	7 10.3	5 7.9	5 22.7	7 6.5	4 13.3	6 15.4	9 6.9	10 15.9	3 5.4	3 7.0	3 7.9
ONE TO TWO TIMES A QUARTER	1 0.5	1 0.9	- -	- -	1 4.5	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
ONE TO THREE TIMES A YEAR	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	1 1.6	- -	- -	- -
LESS THAN ONE TIME A YEAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DK/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023545

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - total respondents smoking longer than two years	192	108	67	63	22	107	22	39	131	57	54	43	38
MORE	63 32.8	33 30.6	25 37.3	63 100.0	-	-	16 72.7	13 33.3	34 26.0	31 54.4	19 35.2	9 20.9	4 10.5
LESS	22 11.5	16 14.8	5 7.5	-	22 100.0	-	1 4.5	6 15.4	15 11.5	6 10.5	5 9.3	5 11.6	6 15.8
ABOUT THE SAME	107 55.7	59 54.6	37 55.2	-	-	107 100.0	5 22.7	20 51.3	82 62.6	20 35.1	30 55.6	29 67.4	28 73.7
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	192 100.0	108 100.0	67 100.0	63 100.0	22 100.0	107 100.0	22 100.0	39 100.0	131 100.0	57 100.0	54 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023546

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents smoking more or less than two years ago	85	49	30	63	22	-	17	19	49	37	24	14	10
THREE OR MORE TIMES A DAY	10 11.8	8 16.3	2 6.7	1 1.6	9 40.9	- -	- -	2 10.5	8 16.3	2 5.4	2 8.3	2 14.3	4 40.0
ONE TO TWO TIMES A DAY	9 10.6	8 16.3	- -	6 9.5	3 13.6	- -	- -	3 15.8	6 12.2	4 10.8	2 8.3	3 21.4	- -
FOUR TO SIX TIMES A WEEK	6 7.1	2 4.1	3 10.0	2 3.2	4 18.2	- -	- -	1 5.3	5 10.2	1 2.7	1 4.2	2 14.3	2 20.0
TWO TO THREE TIMES A WEEK	16 18.8	8 16.3	8 26.7	13 20.6	3 13.6	- -	2 11.8	2 10.5	12 24.5	4 10.8	5 20.8	5 35.7	2 20.0
ONCE A WEEK	14 16.5	5 10.2	7 23.3	13 20.6	1 4.5	- -	6 35.3	3 15.8	5 10.2	7 18.9	6 25.0	1 7.1	- -
ONE TO THREE TIMES A MONTH	18 21.2	13 26.5	5 16.7	17 27.0	1 4.5	- -	3 17.6	7 36.8	8 16.3	12 32.4	6 25.0	- -	- -
ONE TO TWO TIMES A QUARTER	4 4.7	2 4.1	2 6.7	4 6.3	- -	- -	2 11.8	1 5.3	1 2.0	4 10.8	- -	- -	- -
ONE TO THREE TIMES A YEAR	2 2.4	- -	1 3.3	2 3.2	- -	- -	- -	- -	2 4.1	- -	1 4.2	- -	1 10.0
LESS THAN ONE TIME A YEAR	3 3.5	1 2.0	1 3.3	3 4.8	- -	- -	2 11.8	- -	1 2.0	2 5.4	- -	1 7.1	- -
OTHER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DK/REFUSED	3 3.5	2 4.1	1 3.3	2 3.2	1 4.5	- -	2 11.8	- -	1 2.0	1 2.7	1 4.2	- -	1 10.0
TOTAL	85 100.0	49 100.0	30 100.0	63 100.0	22 100.0	- -	17 100.0	19 100.0	49 100.0	37 100.0	24 100.0	14 100.0	10 100.0

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023547

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ARTURO FUENTE	17 8.5	11 9.7	3 4.4	8 12.7	1 4.5	6 5.6	5 16.7	4 10.3	8 6.1	4 6.3	7 12.5	5 11.6	1 2.6
ASHTON	2 1.0	1 0.9	1 1.5	2 3.2	- -	- -	1 3.3	- -	1 0.8	1 1.6	1 1.8	- -	- -
AVO	8 4.0	4 3.5	4 5.9	4 6.3	- -	4 3.7	1 3.3	1 2.6	6 4.6	3 4.8	4 7.1	1 2.3	- -
BACCARAT	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	1 2.6	- -	1 1.6	- -	- -	- -
BERING	1 0.5	1 0.9	- -	- -	1 4.5	- -	- -	1 2.6	- -	1 1.6	- -	- -	- -
COHIBA	3 1.5	- -	3 4.4	1 1.6	- -	1 0.9	1 3.3	- -	2 1.5	1 1.6	1 1.8	1 2.3	- -
CUESTA REY	3 1.5	- -	3 4.4	- -	1 4.5	2 1.9	- -	- -	3 2.3	- -	- -	2 4.7	1 2.6
DAVIDOFF	7 3.5	3 2.7	3 4.4	6 9.5	- -	1 0.9	1 3.3	4 10.3	2 1.5	5 7.9	2 3.6	- -	- -
DON DIEGO	2 1.0	1 0.9	1 1.5	- -	- -	2 1.9	- -	- -	2 1.5	- -	- -	1 2.3	1 2.6
DUNHILL	6 3.0	2 1.8	3 4.4	1 1.6	- -	5 4.7	- -	2 5.1	4 3.1	2 3.2	1 1.8	1 2.3	2 5.3
EXCALIBAR	1 0.5	1 0.9	- -	1 1.6	- -	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	13 6.5	5 4.4	5 7.4	1 1.6	- -	12 11.2	1 3.3	2 5.1	10 7.6	1 1.6	4 7.1	3 7.0	5 13.2
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023548

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
HENRI WINTERMANS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	5 2.5	4 3.5	1 1.5	3 4.8	2 9.1	- -	1 3.3	1 2.6	3 2.3	2 3.2	2 3.6	- -	1 2.6
J.R.	2 1.0	2 1.8	- -	- -	- -	2 1.9	- -	1 2.6	1 0.8	- -	1 1.8	- -	1 2.6
JUEN CLEMENTE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA GLORIA CUBANA	2 1.0	1 0.9	1 1.5	1 1.6	- -	1 0.9	- -	1 2.6	1 0.8	1 1.6	1 1.8	- -	- -
MACANUDO	61 30.5	38 33.6	19 27.9	23 36.5	11 50.0	26 24.3	6 20.0	14 35.9	41 31.3	20 31.7	17 30.4	14 32.6	10 26.3
MONTE CRISTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTECRUZ	2 1.0	- -	1 1.5	- -	- -	2 1.9	- -	- -	2 1.5	- -	- -	1 2.3	1 2.6
OSCAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PARTAGAS	11 5.5	5 4.4	6 8.8	4 6.3	1 4.5	5 4.7	3 10.0	1 2.6	7 5.3	4 6.3	4 7.1	2 4.7	1 2.6
PLEIADES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRIMO DEL REY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PUNCH	3 1.5	1 0.9	2 2.9	- -	- -	3 2.8	1 3.3	1 2.6	1 0.8	- -	1 1.8	1 2.3	1 2.6
RAMON ALLONES	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	- -	1 2.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023549

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ROMEO Y JULIETA	4 2.0	2 1.8	1 1.5	1 1.6	- -	3 2.8	1 3.3	- -	3 2.3	2 3.2	- -	1 2.3	1 2.6
ROYAL JAMICA	3 1.5	3 2.7	- -	- -	- -	3 2.8	- -	- -	3 2.3	- -	2 3.6	- -	1 2.6
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	1 0.5	- -	1 1.5	1 1.6	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
TEMPLE HALL	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	1 0.5	- -	- -	- -	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
ALIADOS	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	- -	1 2.6
ANTONIO & CLEOPATRA'	3 1.5	2 1.8	- -	- -	- -	3 2.8	- -	- -	3 2.3	- -	1 1.8	1 2.3	1 2.6
CASABLANCA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	2 1.0	1 0.9	1 1.5	- -	- -	2 1.9	- -	- -	2 1.5	- -	1 1.8	1 2.3	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023550

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
EL PRODUCTO	2 1.0	1 0.9	- -	1 1.6	- -	1 0.9	- -	- -	2 1.5	- -	- -	- -	2 5.3
GARCIA VEGA	2 1.0	2 1.8	- -	1 1.6	- -	1 0.9	- -	- -	2 1.5	2 3.2	- -	- -	- -
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	2 1.0	1 0.9	- -	- -	- -	2 1.9	- -	- -	2 1.5	- -	- -	1 2.3	1 2.6
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	1 0.5	- -	1 1.5	1 1.6	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	5 2.5	4 3.5	1 1.5	1 1.6	1 4.5	2 1.9	2 6.7	1 2.6	2 1.5	2 3.2	2 3.6	- -	1 2.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023551

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TIPARILLO	2 1.0	2 1.8	- -	- -	- -	2 1.9	- -	1 2.6	1 0.8	- -	1 1.8	1 2.3	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	2 1.0	2 1.8	- -	- -	1 4.5	1 0.9	1 3.3	- -	1 0.8	1 1.6	- -	- -	1 2.6
DON'T KNOW	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
NONE	2 1.0	2 1.8	- -	-	1 4.5	1 0.9	- -	- -	2 1.5	- -	- -	2 4.7	- -
OTHER	14 7.0	8 7.1	5 7.4	2 3.2	2 9.1	9 8.4	2 6.7	3 7.7	9 6.9	7 11.1	2 3.6	2 4.7	3 7.9
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023552

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ARTURO FUENTE	36 18.0	18 15.9	13 19.1	16 25.4	2 9.1	18 16.8	5 16.7	10 25.6	21 16.0	19 30.2	7 12.5	6 14.0	4 10.5
ASHTON	15 7.5	7 6.2	7 10.3	9 14.3	1 4.5	5 4.7	- -	9 23.1	6 4.6	8 12.7	4 7.1	3 7.0	- -
AVO	18 9.0	10 8.8	6 8.8	7 11.1	2 9.1	6 5.6	8 26.7	2 5.1	8 6.1	10 15.9	6 10.7	1 2.3	1 2.6
BACCARAT	3 1.5	2 1.8	1 1.5	1 1.6	- -	2 1.9	- -	- -	3 2.3	1 1.6	- -	1 2.3	1 2.6
BERING	5 2.5	2 1.8	2 2.9	- -	2 9.1	3 2.8	- -	- -	5 3.8	- -	1 1.8	3 7.0	1 2.6
COHIBA	26 13.0	16 14.2	8 11.8	14 22.2	1 4.5	11 10.3	5 16.7	5 12.8	16 12.2	13 20.6	10 17.9	3 7.0	- -
CUESTA REY	13 6.5	4 3.5	8 11.8	6 9.5	2 9.1	5 4.7	2 6.7	4 10.3	7 5.3	3 4.8	6 10.7	2 4.7	2 5.3
DAVIDOFF	29 14.5	15 13.3	13 19.1	9 14.3	- -	18 16.8	8 26.7	3 7.7	18 13.7	11 17.5	14 25.0	2 4.7	2 5.3
DON DIEGO	12 6.0	4 3.5	7 10.3	6 9.5	- -	6 5.6	1 3.3	4 10.3	7 5.3	4 6.3	4 7.1	2 4.7	2 5.3
DUNHILL	41 20.5	19 16.8	17 25.0	21 33.3	4 18.2	15 14.0	10 33.3	9 23.1	22 16.8	18 28.6	11 19.6	8 18.6	4 10.5
EXCALIBAR	2 1.0	2 1.8	- -	1 1.6	- -	1 0.9	- -	1 2.6	1 0.8	1 1.6	1 1.8	- -	- -
GRIFFINS	3 1.5	2 1.8	1 1.5	2 3.2	- -	1 0.9	- -	- -	3 2.3	- -	2 3.6	1 2.3	- -
H. UPMANN	54 27.0	28 24.8	24 35.3	27 42.9	5 22.7	21 19.6	11 36.7	8 20.5	35 26.7	19 30.2	15 26.8	13 30.2	7 18.4
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023553

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 9
QBB : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

	TOTAL	INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
		<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
HENRI WINTERMANS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	18 9.0	9 8.0	7 10.3	9 14.3	1 4.5	8 7.5	4 13.3	2 5.1	12 9.2	4 6.3	8 14.3	4 9.3	2 5.3
J.R.	6 3.0	2 1.8	4 5.9	2 3.2	- -	4 3.7	1 3.3	- -	5 3.8	1 1.6	3 5.4	1 2.3	1 2.6
JUEN CLEMENTE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA GLORIA CUBANA	11 5.5	4 3.5	5 7.4	8 12.7	- -	3 2.8	1 3.3	2 5.1	8 6.1	3 4.8	3 5.4	3 7.0	2 5.3
MACANUDO	65 32.5	32 28.3	28 41.2	23 36.5	5 22.7	35 32.7	11 36.7	13 33.3	41 31.3	22 34.9	21 37.5	11 25.6	11 28.9
MONTE CRISTO	16 8.0	7 6.2	7 10.3	3 4.8	- -	11 10.3	3 10.0	2 5.1	11 8.4	6 9.5	6 10.7	2 4.7	2 5.3
MONTECRUZ	13 6.5	8 7.1	4 5.9	4 6.3	2 9.1	6 5.6	2 6.7	- -	11 8.4	4 6.3	2 3.6	5 11.6	2 5.3
OSCAR	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 1.8	- -	- -
PARTAGAS	67 33.5	35 31.0	26 38.2	31 49.2	5 22.7	29 27.1	10 33.3	16 41.0	41 31.3	24 38.1	25 44.6	9 20.9	9 23.7
PLEIADES	7 3.5	2 1.8	5 7.4	6 9.5	- -	1 0.9	1 3.3	4 10.3	2 1.5	3 4.8	2 3.6	2 4.7	- -
PRIMO DEL REY	2 1.0	1 0.9	1 1.5	2 3.2	- -	- -	1 3.3	- -	1 0.8	- -	1 1.8	1 2.3	- -
PUNCH	29 14.5	15 13.3	12 17.6	8 12.7	5 22.7	15 14.0	5 16.7	6 15.4	18 13.7	11 17.5	10 17.9	5 11.6	3 7.9
RAMON ALLONES	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023554

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ROMEO Y JULIETA	15 7.5	7 6.2	8 11.8	5 7.9	- -	10 9.3	4 13.3	2 5.1	9 6.9	6 9.5	4 7.1	4 9.3	1 2.6
ROYAL JAMICA	22 11.0	9 8.0	8 11.8	7 11.1	2 9.1	13 12.1	3 10.0	6 15.4	13 9.9	7 11.1	4 7.1	6 14.0	5 13.2
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	19 9.5	9 8.0	7 10.3	6 9.5	- -	13 12.1	1 3.3	3 7.7	15 11.5	2 3.2	6 10.7	7 16.3	4 10.5
TEMPLE HALL	6 3.0	3 2.7	3 4.4	2 3.2	- -	3 2.8	1 3.3	1 2.6	4 3.1	1 1.6	3 5.4	1 2.3	1 2.6
THOMPSON	1 0.5	- -	1 1.5	- -	1 4.5	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
ZINO	10 5.0	8 7.1	2 2.9	3 4.8	- -	7 6.5	1 3.3	3 7.7	6 4.6	5 7.9	4 7.1	1 2.3	- -
ALIADOS	2 1.0	- -	2 2.9	2 3.2	- -	- -	1 3.3	- -	1 0.8	- -	1 1.8	1 2.3	- -
ANTONIO & CLEOPATRA	6 3.0	3 2.7	2 2.9	1 1.6	2 9.1	3 2.8	- -	1 2.6	5 3.8	- -	2 3.6	2 4.7	2 5.3
CASABLANCA	3 1.5	2 1.8	1 1.5	1 1.6	- -	2 1.9	- -	- -	3 2.3	- -	3 5.4	- -	- -
CROOKS	1 0.5	- -	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	2 1.0	2 1.8	- -	1 1.6	- -	1 0.9	- -	- -	2 1.5	- -	1 1.8	1 2.3	- -
DUTCH MASTERS	6 3.0	5 4.4	1 1.5	2 3.2	- -	3 2.8	2 6.7	- -	4 3.1	1 1.6	3 5.4	- -	2 5.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023555

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
EL PRODUCTO	2 1.0	1 0.9	1 1.5	- -	1 4.5	1 0.9	- -	- -	2 1.5	- -	1 1.8	1 2.3	- -
GARCIA VEGA	12 6.0	9 8.0	3 4.4	2 3.2	3 13.6	7 6.5	- -	1 2.6	11 8.4	2 3.2	5 8.9	3 7.0	2 5.3
HAVA TAMPA	1 0.5	- -	- -	-	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
LA UNICA	2 1.0	1 0.9	- -	1 1.6	- -	- -	1 3.3	1 2.6	- -	1 1.6	1 1.8	- -	- -
LICINCIADOS	8 4.0	4 3.5	4 5.9	5 7.9	- -	2 1.9	5 16.7	- -	3 2.3	4 6.3	3 5.4	- -	1 2.6
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	5 2.5	2 1.8	3 4.4	3 4.8	- -	1 0.9	2 6.7	1 2.6	2 1.5	3 4.8	1 1.8	1 2.3	- -
ONYX	5 2.5	2 1.8	3 4.4	- -	- -	4 3.7	1 3.3	1 2.6	3 2.3	3 4.8	- -	2 4.7	- -
PHILLIES	1 0.5	1 0.9	- -	- -	1 4.5	- -	- -	1 2.6	- -	1 1.6	- -	- -	- -
PAUL GAMARIAN	2 1.0	1 0.9	- -	- -	1 4.5	- -	1 3.3	- -	1 0.8	1 1.6	1 1.8	- -	- -
PORLARRANGA	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	3 1.5	3 2.7	- -	1 1.6	- -	2 1.9	2 6.7	- -	1 0.8	3 4.8	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023556

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TIPARILLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	3 1.5	2 1.8	1 1.5	1 1.6	- -	2 1.9	- -	2 5.1	1 0.8	2 3.2	1 1.8	- -	- -
WHITE OWL	9 4.5	6 5.3	2 2.9	- -	3 13.6	6 5.6	- -	1 2.6	8 6.1	- -	4 7.1	3 7.0	2 5.3
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NONE	10 5.0	9 8.0	- -	- -	2 9.1	7 6.5	1 3.3	1 2.6	8 6.1	2 3.2	2 3.6	5 11.6	1 2.6
OTHER	38 19.0	26 23.0	9 13.2	14 22.2	2 9.1	21 19.6	5 16.7	7 17.9	26 19.8	15 23.8	8 14.3	5 11.6	10 26.3
TOTAL	688 344.0	360 318.6	269 395.6	272 431.7	55 250.0	337 315.0	120 400.0	132 338.5	436 332.8	244 387.3	222 396.4	135 314.0	87 228.9

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023557

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10A
Q9 : HAVE YOU HEARD OF ASHTON?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	183	105	60	52	21	102	29	30	124	54	51	40	38
YES	102 55.7	57 54.3	37 61.7	30 57.7	14 66.7	54 52.9	16 55.2	15 50.0	71 57.3	30 55.6	29 56.9	20 50.0	23 60.5
NO	37 20.2	24 22.9	10 16.7	4 7.7	4 19.0	27 26.5	4 13.8	5 16.7	28 22.6	6 11.1	9 17.6	12 30.0	10 26.3
DON'T KNOW	44 24.0	24 22.9	13 21.7	18 34.6	3 14.3	21 20.6	9 31.0	10 33.3	25 20.2	18 33.3	13 25.5	8 20.0	5 13.2
TOTAL	183 100.0	105 100.0	60 100.0	52 100.0	21 100.0	102 100.0	29 100.0	30 100.0	124 100.0	54 100.0	51 100.0	40 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023558

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	147	84	52	39	19	83	20	25	102	40	42	32	33
YES	79 53.7	38 45.2	36 69.2	27 69.2	7 36.8	43 51.8	15 75.0	13 52.0	51 50.0	26 65.0	25 59.5	18 56.3	10 30.3
NO	60 40.8	43 51.2	11 21.2	7 17.9	11 57.9	38 45.8	5 25.0	7 28.0	48 47.1	10 25.0	13 31.0	14 43.8	23 69.7
DON'T KNOW	8 5.4	3 3.6	5 9.6	5 12.8	1 5.3	2 2.4	- -	5 20.0	3 2.9	4 10.0	4 9.5	- -	- -
TOTAL	147 100.0	84 100.0	52 100.0	39 100.0	19 100.0	83 100.0	20 100.0	25 100.0	102 100.0	40 100.0	42 100.0	32 100.0	33 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023559

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10C
Q9 : HAVE YOU HEARD OF AVO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	174	99	58	52	20	97	21	36	117	50	46	41	37
YES	77 44.3	38 38.4	32 55.2	34 65.4	5 25.0	36 37.1	16 76.2	15 41.7	46 39.3	31 62.0	22 47.8	15 36.6	9 24.3
NO	97 55.7	61 61.6	26 44.8	18 34.6	15 75.0	61 62.9	5 23.8	21 58.3	71 60.7	19 38.0	24 52.2	26 63.4	28 75.7
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	174 100.0	99 100.0	58 100.0	52 100.0	20 100.0	97 100.0	21 100.0	36 100.0	117 100.0	50 100.0	46 100.0	41 100.0	37 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023560

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10D
Q9 : HAVE YOU HEARD OF DAVIDOFF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	164	95	52	48	22	88	21	32	111	47	40	41	36
YES	110 67.1	55 57.9	44 84.6	40 83.3	14 63.6	53 60.2	16 76.2	20 62.5	74 66.7	36 76.6	27 67.5	29 70.7	18 50.0
NO	54 32.9	40 42.1	8 15.4	8 16.7	8 36.4	35 39.8	5 23.8	12 37.5	37 33.3	11 23.4	13 32.5	12 29.3	18 50.0
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	164 100.0	95 100.0	52 100.0	48 100.0	22 100.0	88 100.0	21 100.0	32 100.0	111 100.0	47 100.0	40 100.0	41 100.0	36 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023561

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10E
Q9 : HAVE YOU HEARD OF DUNHILL?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	153	92	48	41	18	87	20	28	105	43	44	34	32
YES	136 88.9	80 87.0	44 91.7	40 97.6	15 83.3	76 87.4	17 85.0	24 85.7	95 90.5	38 88.4	40 90.9	29 85.3	29 90.6
NO	17 11.1	12 13.0	4 8.3	1 2.4	3 16.7	11 12.6	3 15.0	4 14.3	10 9.5	5 11.6	4 9.1	5 14.7	3 9.4
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	153 100.0	92 100.0	48 100.0	41 100.0	18 100.0	87 100.0	20 100.0	28 100.0	105 100.0	43 100.0	44 100.0	34 100.0	32 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023562

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	133	80	39	35	17	74	18	29	86	43	37	27	26
YES	93 69.9	49 61.3	33 84.6	32 91.4	10 58.9	48 64.9	12 66.7	18 62.1	63 73.3	29 67.4	26 70.3	17 63.0	21 80.8
NO	40 30.1	31 38.8	6 15.4	3 8.6	7 41.2	26 35.1	6 33.3	11 37.9	23 26.7	14 32.6	11 29.7	10 37.0	5 19.2
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	133 100.0	80 100.0	39 100.0	35 100.0	17 100.0	74 100.0	18 100.0	29 100.0	86 100.0	43 100.0	37 100.0	27 100.0	26 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023563

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	177	100	60	51	19	99	25	36	116	57	46	39	35
YES	129 72.9	69 69.0	45 75.0	38 74.5	14 73.7	71 71.7	18 72.0	27 75.0	84 72.4	41 71.9	34 73.9	31 79.5	23 65.7
NO	48 27.1	31 31.0	15 25.0	13 25.5	5 26.3	28 28.3	7 28.0	9 25.0	32 27.6	16 28.1	12 26.1	8 20.5	12 34.3
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	177 100.0	100 100.0	60 100.0	51 100.0	19 100.0	99 100.0	25 100.0	36 100.0	116 100.0	57 100.0	46 100.0	39 100.0	35 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023564

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10H
Q9 : HAVE YOU HEARD OF MACANUDO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	74	43	21	17	6	46	13	12	49	21	18	18	17
YES	37 50.0	20 46.5	12 57.1	7 41.2	4 66.7	23 50.0	7 53.8	4 33.3	26 53.1	10 47.6	11 61.1	9 50.0	7 41.2
NO	30 40.5	20 46.5	7 33.3	6 35.3	2 33.3	20 43.5	6 46.2	6 50.0	18 36.7	9 42.9	5 27.8	7 38.9	9 52.9
DON'T KNOW	7 9.5	3 7.0	2 9.5	4 23.5	- -	3 6.5	- -	2 16.7	5 10.2	2 9.5	2 11.1	2 11.1	1 5.9
TOTAL	74 100.0	43 100.0	21 100.0	17 100.0	6 100.0	46 100.0	13 100.0	12 100.0	49 100.0	21 100.0	18 100.0	18 100.0	17 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023565

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10I
Q9 : HAVE YOU HEARD OF PARTAGAS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	122	73	36	28	16	73	17	22	83	35	27	32	28
YES	43 35.2	22 30.1	13 36.1	10 35.7	3 18.8	26 35.6	8 47.1	8 36.4	27 32.5	16 45.7	9 33.3	9 28.1	9 32.1
NO	12 9.8	10 13.7	1 2.8	-	2 12.5	10 13.7	1 5.9	1 4.5	10 12.0	1 2.9	2 7.4	4 12.5	5 17.9
DON'T KNOW	67 54.9	41 56.2	22 61.1	18 64.3	11 68.8	37 50.7	8 47.1	13 59.1	46 55.4	18 51.4	16 59.3	19 59.4	14 50.0
TOTAL	122 100.0	73 100.0	36 100.0	28 100.0	16 100.0	73 100.0	17 100.0	22 100.0	83 100.0	35 100.0	27 100.0	32 100.0	28 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023566

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TASTE/FLAVOR (NET)	25 12.5	19 16.8	6 8.8	8 12.7	3 13.6	14 13.1	3 10.0	8 20.5	14 10.7	10 15.9	7 12.5	3 7.0	5 13.2
LIKE/GOOD TASTE/FLAVOR	20 10.0	17 15.0	3 4.4	6 9.5	3 13.6	11 10.3	3 10.0	4 10.3	13 9.9	9 14.3	4 7.1	3 7.0	4 10.5
SMOOTH TASTE/FLAVOR	3 1.5	- -	3 4.4	2 3.2	- -	1 0.9	- -	3 7.7	- -	1 1.6	2 3.6	- -	- -
OTHER TASTE/FLAVOR COMMENTS	2 1.0	2 1.8	- -	- -	- -	2 1.9	- -	1 2.6	1 0.8	- -	1 1.8	- -	1 2.6
VARIETY (NET)	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 1.8	- -	- -
OTHER VARIETY COMMENTS	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 1.8	- -	- -
HEALTH (NET)	16 8.0	8 7.1	6 8.8	4 6.3	2 9.1	9 8.4	2 6.7	3 7.7	11 8.4	2 3.2	5 8.9	6 14.0	3 7.9
HEALTHIER THAN CIGARETTES/NOT INHALE	16 8.0	8 7.1	6 8.8	4 6.3	2 9.1	9 8.4	2 6.7	3 7.7	11 8.4	2 3.2	5 8.9	6 14.0	3 7.9
OTHER HEALTH COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
QUALITY (NET)	1 0.5	1 0.9	- -	1 1.6	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
OTHER QUALITY COMMENTS	1 0.5	1 0.9	- -	1 1.6	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
CONVENIENCE (NET)	5 2.5	4 3.5	1 1.5	2 3.2	1 4.5	2 1.9	- -	- -	5 3.8	- -	1 1.8	3 7.0	1 2.6
EASIER/MORE CONVENIENT THAN PIPE	5 2.5	4 3.5	1 1.5	2 3.2	1 4.5	2 1.9	- -	- -	5 3.8	- -	1 1.8	3 7.0	1 2.6
OTHER CONVENIENCE COMMENTS	- -	- -	- -	- -	-	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023567

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
MISCELLANEOUS (NET)	179 89.5	103 91.2	59 86.8	56 88.9	20 90.9	97 90.7	26 86.7	34 87.2	119 90.8	58 92.1	49 87.5	39 90.7	33 86.8
SOOTHING/RELAXING/ STRESS RELIEVING	34 17.0	18 15.9	13 19.1	15 23.8	2 9.1	17 15.9	7 23.3	7 17.9	20 15.3	14 22.2	12 21.4	5 11.6	3 7.9
PEER PRESSURE/FRIEND/ ACQUAINTANCE INFLUENCE	49 24.5	32 28.3	14 20.6	15 23.8	6 27.3	23 21.5	12 40.0	13 33.3	24 18.3	24 38.1	13 23.2	7 16.3	5 13.2
FATHER/RELATIVE INFLUENCE	40 20.0	23 20.4	14 20.6	14 22.2	4 18.2	21 19.6	4 13.3	4 10.3	32 24.4	12 19.0	12 21.4	9 20.9	7 18.4
ALL MENTIONS OF AROMA	20 10.0	11 9.7	7 10.3	4 6.3	3 13.6	12 11.2	4 13.3	2 5.1	14 10.7	4 6.3	9 16.1	3 7.0	4 10.5
KEEPS OTHER PEOPLE AWAY	5 2.5	1 0.9	4 5.9	2 3.2	- -	3 2.8	- -	1 2.6	4 3.1	1 1.6	1 1.8	3 7.0	- -
KEEPS BUGS AWAY	3 1.5	2 1.8	1 1.5	1 1.6	1 4.5	1 0.9	1 3.3	1 2.6	1 0.8	1 1.6	2 3.6	- -	- -
ENJOY FEEL OF CIGAR IN HAND	3 1.5	2 1.8	1 1.5	1 1.6	- -	2 1.9	- -	1 2.6	2 1.5	1 1.6	- -	2 4.7	- -
ENJOY SMOKING CIGARS (UNSPECIFIED)	10 5.0	6 5.3	2 2.9	4 6.3	- -	6 5.6	1 3.3	1 2.6	8 6.1	- -	6 10.7	1 2.3	3 7.9
PLEASURABLE TO SMOKE	6 3.0	4 3.5	1 1.5	3 4.8	- -	3 2.8	1 3.3	1 2.6	4 3.1	2 3.2	2 3.6	1 2.3	1 2.6
CURIOSITY	11 5.5	6 5.3	5 7.4	5 7.9	2 9.1	4 3.7	1 3.3	3 7.7	7 5.3	6 9.5	1 1.8	3 7.0	1 2.6
ALTERNATIVE TO CIGARETTES	32 16.0	20 17.7	10 14.7	9 14.3	5 22.7	18 16.8	4 13.3	4 10.3	24 18.3	8 12.7	9 16.1	8 18.6	7 18.4
ALTERNATIVE TO PIPE	9 4.5	4 3.5	4 5.9	2 3.2	2 9.1	5 4.7	- -	1 2.6	8 6.1	- -	3 5.4	3 7.0	3 7.9
ALTERNATIVE TO CHEWING TOBACCO	4 2.0	2 1.8	2 2.9	2 3.2	- -	2 1.9	2 6.7	- -	2 1.5	2 3.2	2 3.6	- -	- -

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023568

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 16
011 : WHY DID YOU START SMOKING CIGARS?

	TOTAL	INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
		<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
PLAYING CARDS/DRINKING	6 3.0	4 3.5	2 2.9	1 1.6	1 4.5	4 3.7	- -	1 2.6	5 3.8	2 3.2	2 3.6	1 2.3	1 2.6
IMPORTANT/SUPERIOR/ SOPHISTICATED/COOL/ MACHO IMAGE/WOMEN LIKE	15 7.5	10 8.8	3 4.4	5 7.9	2 9.1	8 7.5	1 3.3	2 5.1	12 9.2	5 7.9	3 5.4	4 9.3	3 7.9
STARTED IN SCHOOL/ARMY	9 4.5	6 5.3	3 4.4	2 3.2	- -	6 5.6	2 6.7	1 2.6	6 4.6	3 4.8	1 1.8	3 7.0	2 5.3
SMOKE WHEN FISHING	3 1.5	3 2.7	- -	- -	2 9.1	1 0.9	- -	- -	3 2.3	- -	2 3.6	1 2.3	- -
ACTORS SMOKE IN MOVIES/SEE IN MEDIA	3 1.5	2 1.8	1 1.5	1 1.6	1 4.5	1 0.9	1 3.3	- -	2 1.5	1 1.6	- -	2 4.7	- -
SMOKE AFTER MEAL	5 2.5	4 3.5	1 1.5	3 4.8	- -	2 1.9	2 6.7	1 2.6	2 1.5	2 3.2	- -	2 4.7	1 2.6
CIGAR GIVEN TO ME	5 2.5	3 2.7	1 1.5	1 1.6	- -	4 3.7	1 3.3	1 2.6	3 2.3	4 6.3	1 1.8	- -	- -
LASTS LONG/LONGER THAN CIGARETTES	3 1.5	3 2.7	- -	- -	1 4.5	2 1.9	- -	1 2.6	2 1.5	- -	- -	1 2.3	2 5.3
POPULAR/SOCIABLE	2 1.0	2 1.8	- -	1 1.6	- -	- -	1 3.3	- -	1 0.8	1 1.6	- -	1 2.3	- -
SMOKED/STARTED SMOKING CIGARETTES	4 2.0	3 2.7	1 1.5	2 3.2	1 4.5	1 0.9	1 3.3	1 2.6	2 1.5	1 1.6	2 3.6	- -	1 2.6
HOBBY/COLLECTORS HOBBY	2 1.0	- -	2 2.9	1 1.6	- -	1 0.9	- -	- -	2 1.5	- -	1 1.8	- -	1 2.6
WAS SELLING CIGARS	2 1.0	1 0.9	1 1.5	1 1.6	1 4.5	- -	- -	- -	2 1.5	- -	- -	1 2.3	1 2.6
LIKE ATMOSPHERE/ FEELING OF PEOPLE SMOKING	2 1.0	1 0.9	1 1.5	2 3.2	- -	- -	1 3.3	1 2.6	- -	2 3.2	- -	- -	- -
OTHER MISCELLANEOUS COMMENTS	7 3.5	3 2.7	3 4.4	2 3.2	1 4.5	4 3.7	- -	3 7.7	4 3.1	2 3.2	1 1.8	3 7.0	1 2.6

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023569

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
DON'T KNOW	11 5.5	4 3.5	5 7.4	5 7.9	-	6 5.6	2 6.7	4 10.3	5 3.8	2 3.2	3 5.4	3 7.0	3 7.9
NO REASON	1 0.5	1 0.9	-	-	-	1 0.9	-	-	1 0.8	-	1 1.8	-	-
TOTAL	354 177.0	213 188.5	116 170.6	119 188.9	41 186.4	184 172.0	55 183.3	66 169.2	233 177.9	113 179.4	103 183.9	79 183.7	59 155.3

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023570

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ARTURO FUENTE	3 1.5	2 1.8	1 1.5	1 1.6	- -	2 1.9	1 3.3	- -	2 1.5	- -	2 3.6	- -	1 2.6
ASHTON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BACCARAT	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 1.8	- -	- -
BERING	3 1.5	1 0.9	1 1.5	- -	1 4.5	2 1.9	- -	- -	3 2.3	- -	- -	1 2.3	2 5.3
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 1.8	- -	- -
DAVIDOFF	2 1.0	- -	1 1.5	1 1.6	- -	- -	2 6.7	- -	- -	1 1.6	1 1.8	- -	- -
DON DIEGO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUNHILL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EXCALIBAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	4 2.0	1 0.9	2 2.9	3 4.8	- -	1 0.9	1 3.3	- -	3 2.3	1 1.6	2 3.6	- -	1 2.6
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023571

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
HENRI WINTERMANS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	5 2.5	4 3.5	1 1.5	2 3.2	1 4.5	2 1.9	- -	2 5.1	3 2.3	3 4.8	2 3.6	- -	- -
J.R.	1 0.5	1 0.9	- -	- -	- -	- -	1 3.3	- -	- -	- -	1 1.8	- -	- -
JUEN CLEMENTE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA GLORIA CUBANA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MACANUDO	26 13.0	15 13.3	11 16.2	15 23.8	2 9.1	8 7.5	8 26.7	6 15.4	12 9.2	14 22.2	8 14.3	4 9.3	- -
MONTE CRISTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTECRUZ	2 1.0	- -	2 2.9	- -	- -	2 1.9	- -	- -	2 1.5	- -	- -	1 2.3	1 2.6
OSCAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PARTAGAS	5 2.5	2 1.8	3 4.4	1 1.6	- -	3 2.8	1 3.3	1 2.6	3 2.3	2 3.2	2 3.6	1 2.3	- -
PLEIADES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRIMO DEL REY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PUNCH	2 1.0	- -	2 2.9	2 3.2	- -	- -	1 3.3	- -	1 0.8	1 1.6	- -	- -	1 2.6
RAMON ALLONES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023572

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ROMEO Y JULIETA	1 0.5	1 0.9	- -	1 1.6	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
ROYAL JAMICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	4 2.0	2 1.8	2 2.9	1 1.6	1 4.5	2 1.9	- -	1 2.6	3 2.3	- -	2 3.6	1 2.3	1 2.6
TEMPLE HALL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
THOMPSON	2 1.0	- -	- -	- -	1 4.5	- -	1 3.3	1 2.6	- -	2 3.2	- -	- -	- -
ZINO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	4 2.0	2 1.8	2 2.9	2 3.2	1 4.5	1 0.9	- -	1 2.6	3 2.3	- -	3 5.4	1 2.3	- -
CASABLANCA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CROOKS	2 1.0	1 0.9	- -	2 3.2	- -	- -	- -	- -	2 1.5	- -	- -	2 4.7	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	2 1.0	1 0.9	- -	- -	- -	2 1.9	- -	2 5.1	- -	1 1.6	- -	1 2.3	- -
DUTCH MASTERS	10 5.0	6 5.3	3 4.4	2 3.2	- -	8 7.5	1 3.3	1 2.6	8 6.1	3 4.8	2 3.6	2 4.7	3 7.9

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023573

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
EL PRODUCTO	5 2.5	4 3.5	1 1.5	1 1.6	- -	4 3.7	- -	- -	5 3.8	1 1.6	1 1.8	1 2.3	2 5.3
GARCIA VEGA	3 1.5	2 1.8	1 1.5	3 4.8	- -	- -	- -	1 2.6	2 1.5	1 1.6	1 1.8	1 2.3	- -
HAVA TAMPA	9 4.5	4 3.5	5 7.4	3 4.8	1 4.5	5 4.7	- -	- -	9 6.9	- -	4 7.1	4 9.3	1 2.6
LA UNICA	1 0.5	- -	1 1.5	1 1.6	- -	- -	- -	- -	1 0.8	1 1.6	- -	- -	- -
LICINCIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	2 1.0	1 0.9	- -	- -	- -	2 1.9	- -	- -	2 1.5	1 1.6	- -	- -	1 2.6
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	4 2.0	4 3.5	- -	1 1.6	- -	3 2.8	- -	2 5.1	2 1.5	1 1.6	- -	1 2.3	2 5.3
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	3 1.5	1 0.9	1 1.5	- -	1 4.5	2 1.9	- -	- -	3 2.3	- -	- -	2 4.7	1 2.6
SWISHER SWEETS	17 8.5	12 10.6	4 5.9	4 6.3	3 13.6	9 8.4	5 16.7	4 10.3	9 6.1	10 15.9	6 10.7	1 2.3	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023574

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TIPARILLO	4 2.0	4 3.5	- -	2 3.2	- -	2 1.9	- -	- -	4 3.1	1 1.6	1 1.8	2 4.7	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	11 5.5	9 8.0	2 2.9	1 1.6	2 9.1	8 7.5	- -	1 2.6	10 7.6	2 3.2	4 7.1	2 4.7	3 7.9
DON'T KNOW	32 16.0	15 13.3	12 17.6	9 14.3	3 13.6	18 16.8	7 23.3	11 28.2	14 10.7	11 17.5	6 10.7	7 16.3	8 21.1
NONE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	29 14.5	17 15.0	9 13.2	5 7.9	5 22.7	19 17.8	- -	5 12.8	24 18.3	5 7.9	6 10.7	8 18.6	10 26.3
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023575

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ARTURO FUENTE	74 37.0	44 38.9	24 35.3	31 49.2	6 27.3	33 30.8	12 40.0	13 33.3	49 37.4	25 39.7	26 46.4	13 30.2	10 26.3
ASHTON	38 19.0	18 15.9	19 27.9	18 28.6	2 9.1	17 15.9	8 26.7	9 23.1	21 16.0	13 20.6	15 26.8	8 18.6	2 5.3
AVO	49 24.5	22 19.5	24 35.3	26 41.3	2 9.1	17 15.9	17 56.7	6 15.4	26 19.8	22 34.9	19 33.9	6 14.0	2 5.3
BACCARAT	5 2.5	5 4.4	- -	2 3.2	- -	3 2.8	- -	1 2.6	4 3.1	2 3.2	2 3.6	1 2.3	- -
BERING	4 2.0	3 2.7	1 1.5	1 1.6	2 9.1	1 0.9	1 3.3	1 2.6	2 1.5	2 3.2	1 1.8	1 2.3	- -
COHIBA	27 13.5	14 12.4	11 16.2	11 17.5	2 9.1	12 11.2	9 30.0	4 10.3	14 10.7	13 20.6	8 14.3	6 14.0	- -
CUESTA REY	16 8.0	7 6.2	9 13.2	11 17.5	- -	4 3.7	8 26.7	2 5.1	6 4.6	7 11.1	4 7.1	5 11.6	- -
DAVIDOFF	48 24.0	25 22.1	21 30.9	22 34.9	1 4.5	23 21.5	10 33.3	9 23.1	29 22.1	17 27.0	21 37.5	8 18.6	2 5.3
DON DIEGO	10 5.0	6 5.3	4 5.9	2 3.2	- -	7 6.5	1 3.3	2 5.1	7 5.3	2 3.2	4 7.1	2 4.7	2 5.3
DUNHILL	44 22.0	18 15.9	22 32.4	19 30.2	- -	23 21.5	7 23.3	9 23.1	28 21.4	11 17.5	19 33.9	11 25.6	3 7.9
EXCALIBAR	7 3.5	3 2.7	3 4.4	3 4.8	- -	4 3.7	1 3.3	2 5.1	4 3.1	1 1.6	4 7.1	2 4.7	- -
GRIFFINS	10 5.0	4 3.5	5 7.4	5 7.9	- -	5 4.7	2 6.7	1 2.6	7 5.3	4 6.3	5 8.9	1 2.3	- -
H. UPMANN	78 39.0	40 35.4	30 44.1	29 46.0	4 18.2	45 42.1	15 50.0	13 33.3	50 38.2	20 31.7	22 39.3	16 37.2	20 52.6
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023576

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
HENRI WINTERMANS	2 1.0	2 1.8	- -	1 1.6	- -	- -	1 3.3	- -	1 0.8	- -	1 1.8	- -	1 2.6
HOYO DE MONTEREY	41 20.5	24 21.2	13 19.1	18 28.6	3 13.6	18 16.8	9 30.0	8 20.5	24 18.3	12 19.0	15 26.8	9 20.9	5 13.2
J.R.	14 7.0	7 6.2	5 7.4	4 6.3	- -	9 8.4	2 6.7	2 5.1	10 7.6	2 3.2	6 10.7	2 4.7	4 10.5
JUEN CLEMENTE	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 1.8	- -	- -
LA GLORIA CUBANA	31 15.5	15 13.3	15 22.1	14 22.2	1 4.5	16 15.0	6 20.0	3 7.7	22 16.8	9 14.3	11 19.6	7 16.3	4 10.5
MACANUDO	120 60.0	73 64.6	39 57.4	43 68.3	13 59.1	59 55.1	19 63.3	28 71.8	73 55.7	41 65.1	37 66.1	22 51.2	20 52.6
MONTE CRISTO	21 10.5	8 7.1	12 17.6	4 6.3	2 9.1	14 13.1	4 13.3	3 7.7	14 10.7	6 9.5	6 10.7	7 16.3	2 5.3
MONTECRUZ	14 7.0	7 6.2	5 7.4	2 3.2	1 4.5	9 8.4	2 6.7	1 2.6	11 8.4	5 7.9	3 5.4	3 7.0	3 7.9
OSCAR	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	1 1.6	- -	- -	- -
PARTAGAS	95 47.5	48 42.5	38 55.9	41 65.1	5 22.7	46 43.0	18 60.0	15 38.5	62 47.3	29 46.0	28 50.0	24 55.8	14 36.8
PLEIADES	11 5.5	5 4.4	6 8.8	6 9.5	- -	4 3.7	2 6.7	5 12.8	4 3.1	4 6.3	6 10.7	1 2.3	- -
PRIMO DEL REY	2 1.0	1 0.9	1 1.5	1 1.6	- -	1 0.9	1 3.3	- -	1 0.8	- -	2 3.6	- -	- -
PUNCH	36 18.0	21 18.6	13 19.1	13 20.6	6 27.3	14 13.1	10 33.3	7 17.9	19 14.5	15 23.8	12 21.4	5 11.6	4 10.5
RAMON ALLONES	2 1.0	- -	2 2.9	- -	- -	2 1.9	- -	- -	2 1.5	- -	- -	- -	2 5.3

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023577

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ROMEO Y JULIETA	16 8.0	7 6.2	9 13.2	6 9.5	- -	8 7.5	6 20.0	1 2.6	9 6.9	7 11.1	3 5.4	5 11.6	1 2.6
ROYAL JAMICA	17 8.5	7 6.2	6 8.8	7 11.1	1 4.5	8 7.5	2 6.7	6 15.4	9 6.9	5 7.9	5 8.9	4 9.3	3 7.9
SIMON BOLIVAR	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	- -	1 2.6
TE-AMO	18 9.0	9 8.0	7 10.3	7 11.1	- -	11 10.3	2 6.7	2 5.1	14 10.7	2 3.2	8 14.3	5 11.6	3 7.9
TEMPLE HALL	11 5.5	6 5.3	4 5.9	3 4.8	1 4.5	6 5.6	3 10.0	2 5.1	6 4.6	2 3.2	6 10.7	2 4.7	1 2.6
THOMPSON	7 3.5	6 5.3	1 1.5	2 3.2	2 9.1	3 2.8	1 3.3	- -	6 4.6	- -	4 7.1	2 4.7	1 2.6
ZINO	17 8.5	11 9.7	5 7.4	7 11.1	1 4.5	8 7.5	3 10.0	6 15.4	8 6.1	8 12.7	6 10.7	3 7.0	- -
ALIADOS	5 2.5	3 2.7	2 2.9	2 3.2	- -	3 2.8	- -	1 2.6	4 3.1	1 1.6	1 1.8	2 4.7	1 2.6
ANTONIO & CLEOPATRA'	3 1.5	2 1.8	1 1.5	- -	2 9.1	1 0.9	- -	1 2.6	2 1.5	- -	2 3.6	- -	1 2.6
CASABLANCA	3 1.5	3 2.7	- -	2 3.2	1 4.5	- -	- -	- -	3 2.3	1 1.6	1 1.8	1 2.3	- -
CROOKS	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	1 2.6	- -	1 1.6	- -	- -	- -
CUBAN (NS)	2 1.0	- -	1 1.5	- -	1 4.5	1 0.9	- -	- -	2 1.5	- -	- -	1 2.3	1 2.6
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	5 2.5	3 2.7	2 2.9	- -	1 4.5	4 3.7	- -	1 2.6	4 3.1	- -	1 1.8	2 4.7	2 5.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023578

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
EL PRODUCTO	3 1.5	2 1.8	- -	2 3.2	- -	1 0.9	- -	- -	3 2.3	- -	- -	1 2.3	2 5.3
GARCIA VEGA	10 5.0	8 7.1	1 1.5	- -	1 4.5	9 8.4	- -	- -	10 7.6	1 1.6	1 1.8	5 11.6	3 7.9
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	4 2.0	2 1.8	1 1.5	2 3.2	- -	1 0.9	1 3.3	1 2.6	2 1.5	2 3.2	1 1.8	1 2.3	- -
LICINCIADOS	3 1.5	2 1.8	1 1.5	2 3.2	- -	- -	2 6.7	1 2.6	- -	3 4.8	- -	- -	- -
MONTE CARLO	5 2.5	4 3.5	- -	2 3.2	2 9.1	- -	2 6.7	2 5.1	1 0.8	2 3.2	2 3.6	1 2.3	- -
MUNI MAKERS	4 2.0	2 1.8	1 1.5	- -	- -	3 2.8	2 6.7	- -	2 1.5	1 1.6	- -	2 4.7	1 2.6
NAT SHERMAN	5 2.5	2 1.8	3 4.4	2 3.2	- -	3 2.8	- -	2 5.1	3 2.3	1 1.6	3 5.4	1 2.3	- -
ONYX	4 2.0	2 1.8	2 2.9	1 1.6	- -	2 1.9	1 3.3	1 2.6	2 1.5	2 3.2	1 1.8	1 2.3	- -
PHILLIES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PAUL GAMARIAN	3 1.5	1 0.9	2 2.9	1 1.6	1 4.5	1 0.9	- -	1 2.6	2 1.5	3 4.8	- -	- -	- -
PORLARRANGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	6 3.0	6 5.3	- -	1 1.6	1 4.5	3 2.8	3 10.0	2 5.1	1 0.8	5 7.9	1 1.8	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023579

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TIPARILLO	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	1 2.6	- -	- -	1 1.8	- -	- -
TROYA	4 2.0	3 2.7	1 1.5	2 3.2	- -	2 1.9	1 3.3	1 2.6	2 1.5	2 3.2	2 3.6	- -	- -
WHITE OWL	3 1.5	2 1.8	1 1.5	1 1.6	2 9.1	- -	2 6.7	- -	1 0.8	1 1.6	2 3.6	- -	- -
DON'T KNOW	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	- -	1 2.6
NONE	2 1.0	1 0.9	- -	- -	- -	1 0.9	1 3.3	- -	1 0.8	1 1.6	1 1.8	- -	- -
OTHER	47 23.5	30 26.5	13 19.1	11 17.5	2 9.1	34 31.8	2 6.7	6 15.4	39 29.8	13 20.6	11 19.6	10 23.3	13 34.2
TOTAL	1012 506.0	550 486.7	386 567.6	390 619.0	69 313.6	505 472.0	199 663.3	183 469.2	630 480.9	327 519.0	341 608.9	209 486.0	135 355.3

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023580

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ARTURO FUENTE	8 4.0	1 0.9	7 10.3	3 4.8	- -	5 4.7	2 6.7	2 5.1	4 3.1	4 6.3	4 7.1	- -	- -
ASHTON	6 3.0	1 0.9	5 7.4	3 4.8	1 4.5	2 1.9	- -	- -	6 4.6	- -	3 5.4	2 4.7	1 2.6
AVO	3 1.5	1 0.9	2 2.9	3 4.8	- -	- -	1 3.3	1 2.6	1 0.8	2 3.2	1 1.8	- -	- -
BACCARAT	2 1.0	1 0.9	1 1.5	1 1.6	- -	1 0.9	- -	- -	2 1.5	1 1.6	1 1.8	- -	- -
BERING	4 2.0	2 1.8	2 2.9	- -	2 9.1	2 1.9	- -	1 2.6	3 2.3	1 1.6	1 1.8	- -	2 5.3
COHIBA	10 5.0	3 2.7	5 7.4	6 9.5	1 4.5	3 2.8	1 3.3	2 5.1	7 5.3	3 4.8	2 3.6	3 7.0	2 5.3
CUESTA REY	7 3.5	5 4.4	2 2.9	2 3.2	1 4.5	4 3.7	- -	- -	7 5.3	- -	4 7.1	2 4.7	1 2.6
DAVIDOFF	6 3.0	3 2.7	3 4.4	2 3.2	- -	4 3.7	1 3.3	2 5.1	3 2.3	3 4.8	- -	2 4.7	1 2.6
DON DIEGO	3 1.5	2 1.8	1 1.5	2 3.2	- -	1 0.9	- -	1 2.6	2 1.5	1 1.6	2 3.6	- -	- -
DUNHILL	16 8.0	10 8.8	4 5.9	5 7.9	1 4.5	9 8.4	2 6.7	4 10.3	10 7.6	7 11.1	3 5.4	2 4.7	4 10.5
EXCALIBAR	1 0.5	1 0.9	- -	1 1.6	- -	- -	- -	1 2.6	- -	1 1.6	- -	- -	- -
GRIFFINS	4 2.0	2 1.8	2 2.9	1 1.6	- -	3 2.8	1 3.3	- -	3 2.3	3 4.8	- -	- -	1 2.6
H. UPMANN	20 10.0	10 8.8	10 14.7	4 6.3	3 13.6	12 11.2	2 6.7	3 7.7	15 11.5	5 7.9	7 12.5	5 11.6	3 7.9
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023581

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
HENRI WINTERMANS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	11 5.5	4 3.5	6 8.8	3 4.8	1 4.5	7 6.5	1 3.3	1 2.6	9 6.9	4 6.3	2 3.6	1 2.3	4 10.5
J.R.	2 1.0	1 0.9	1 1.5	- -	- -	2 1.9	- -	- -	2 1.5	- -	1 1.8	1 2.3	- -
JUEN CLEMENTE	2 1.0	- -	2 2.9	1 1.6	- -	1 0.9	2 6.7	- -	- -	1 1.6	1 1.8	- -	- -
LA GLORIA CUBANA	3 1.5	3 2.7	- -	- -	- -	3 2.8	1 3.3	- -	2 1.5	3 4.8	- -	- -	- -
MACANUDO	10 5.0	3 2.7	6 8.8	4 6.3	1 4.5	4 3.7	1 3.3	2 5.1	7 5.3	4 6.3	2 3.6	3 7.0	1 2.6
MONTE CRISTO	6 3.0	3 2.7	2 2.9	2 3.2	1 4.5	3 2.8	2 6.7	- -	4 3.1	2 3.2	1 1.8	1 2.3	2 5.3
MONTECRUZ	5 2.5	3 2.7	2 2.9	2 3.2	- -	3 2.8	2 6.7	- -	3 2.3	1 1.6	2 3.6	2 4.7	- -
OSCAR	3 1.5	2 1.8	1 1.5	- -	- -	3 2.8	1 3.3	- -	2 1.5	- -	1 1.8	2 4.7	- -
PARTAGAS	13 6.5	6 5.3	6 8.8	1 1.6	4 18.2	8 7.5	1 3.3	3 7.7	9 6.9	3 4.8	6 10.7	3 7.0	1 2.6
PLEIADES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRIMO DEL REY	4 2.0	4 3.5	- -	2 3.2	2 9.1	- -	- -	2 5.1	2 1.5	2 3.2	1 1.8	1 2.3	- -
PUNCH	10 5.0	6 5.3	4 5.9	4 6.3	- -	6 5.6	3 10.0	1 2.6	6 4.6	4 6.3	4 7.1	2 4.7	- -
RAMON ALLONES	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023582

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	53	22	107	30	39	131	63	56	43	38
ROMEO Y JULIETA	7 3.5	2 1.8	5 7.4	3 4.0	- -	4 3.7	1 3.3	1 2.6	5 3.8	1 1.6	2 3.6	3 7.0	1 2.6
ROYAL JAMICA	14 7.0	9 8.0	5 7.4	3 4.8	1 4.5	9 8.4	5 16.7	1 2.6	8 6.1	6 9.5	4 7.1	3 7.0	1 2.6
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	7 3.5	3 2.7	4 5.9	3 4.8	- -	4 3.7	- -	1 2.6	6 4.6	2 3.2	3 5.4	2 4.7	- -
TEMPLE HALL	4 2.0	- -	4 5.9	1 1.6	- -	3 2.8	- -	- -	4 3.1	1 1.6	- -	2 4.7	1 2.6
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	6 3.0	2 1.8	3 4.4	1 1.6	- -	3 2.8	2 6.7	- -	4 3.1	3 4.8	1 1.8	1 2.3	1 2.6
ALIADOS	2 1.0	1 0.9	- -	1 1.6	- -	1 0.9	- -	- -	2 1.5	- -	1 1.8	- -	1 2.6
ANTONIO & CLEOPATRA	4 2.0	2 1.8	- -	1 1.6	- -	3 2.8	- -	- -	4 3.1	- -	1 1.8	1 2.3	2 5.3
CASABLANCA	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 1.8	- -	- -
CROOKS	1 0.5	1 0.9	- -	1 1.6	- -	- -	- -	- -	1 0.8	1 1.6	- -	- -	- -
CUBAN (NS)	3 1.5	1 0.9	2 2.9	1 1.6	1 4.5	1 0.9	1 3.3	- -	2 1.5	2 3.2	1 1.8	- -	- -
DON THOMAS	3 1.5	3 2.7	- -	1 1.6	1 4.5	1 0.9	- -	- -	3 2.3	- -	1 1.8	1 2.3	1 2.6
DUTCH MASTERS	10 5.0	5 4.4	3 4.4	2 3.2	3 13.6	4 3.7	1 3.3	2 5.1	7 5.3	2 3.2	2 3.6	3 7.0	3 7.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023583

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
EL PRODUCTO	5 2.5	2 1.8	3 4.4	- -	2 9.1	3 2.8	- -	- -	5 3.8	- -	1 1.8	3 7.0	1 2.6
GARCIA VEGA	9 4.5	5 4.4	3 4.4	6 9.5	1 4.5	2 1.9	1 3.3	2 5.1	6 4.6	3 4.8	4 7.1	2 4.7	- -
HAVA TAMPA	3 1.5	1 0.9	2 2.9	2 3.2	1 4.5	- -	- -	- -	3 2.3	- -	1 1.8	1 2.3	1 2.6
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	2 1.0	1 0.9	1 1.5	1 1.6	1 4.5	- -	- -	- -	2 1.5	- -	- -	- -	2 5.3
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	1 0.5	- -	1 1.5	1 1.6	- -	- -	- -	1 2.6	- -	- -	1 1.8	- -	- -
ONYX	1 0.5	1 0.9	- -	- -	- -	1 0.9	1 3.3	- -	- -	1 1.6	- -	- -	- -
PHILLIES	2 1.0	2 1.8	- -	- -	1 4.5	1 0.9	- -	1 2.6	1 0.8	1 1.6	- -	1 2.3	- -
PAUL GAMARIAN	1 0.5	- -	1 1.5	1 1.6	- -	- -	- -	1 2.6	- -	1 1.6	- -	- -	- -
PORLARRANGA	2 1.0	1 0.9	1 1.5	- -	- -	2 1.9	- -	- -	2 1.5	- -	- -	- -	2 5.3
ROBERT BURNS	1 0.5	- -	1 1.5	1 1.6	- -	- -	1 3.3	- -	- -	- -	1 1.8	- -	- -
SWISHER SWEETS	6 3.0	3 2.7	2 2.9	1 1.6	1 4.5	4 3.7	- -	3 7.7	3 2.3	1 1.6	1 1.8	3 7.0	1 2.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023584

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TIPARILLO	1 0.5	- -	1 1.5	1 1.6	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
TROYA	2 1.0	1 0.9	1 1.5	2 3.2	- -	- -	2 6.7	- -	- -	1 1.6	1 1.8	- -	- -
WHITE OWL	9 4.5	4 3.5	4 5.9	2 3.2	- -	7 6.5	- -	2 5.1	7 5.3	1 1.6	4 7.1	1 2.3	3 7.9
DON'T KNOW	20 10.0	12 10.6	6 8.8	5 7.9	3 13.6	12 11.2	1 3.3	5 12.8	14 10.7	5 7.9	6 10.7	4 9.3	5 13.2
NONE	49 24.5	33 29.2	11 16.2	14 22.2	5 22.7	26 24.3	12 40.0	13 33.3	24 18.3	18 28.6	14 25.0	8 18.6	9 23.7
OTHER	35 17.5	21 18.6	12 17.6	13 20.6	5 22.7	15 14.0	6 20.0	6 15.4	23 17.6	12 19.0	10 17.9	7 16.3	6 15.8
TOTAL	371 185.5	193 170.8	152 223.5	120 190.5	44 200.0	194 181.3	59 196.7	65 166.7	247 188.5	118 187.3	110 196.4	79 183.7	64 168.4

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023585

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ARTURO FUENTE	9 4.5	4 3.5	2 2.9	4 6.3	- -	4 3.7	1 3.3	3 7.7	5 3.8	1 1.6	5 8.9	3 7.0	- -
ASHTON	4 2.0	2 1.8	2 2.9	3 4.8	- -	1 0.9	1 3.3	3 7.7	- -	4 6.3	- -	- -	- -
AVO	5 2.5	1 0.9	3 4.4	4 6.3	- -	1 0.9	1 3.3	1 2.6	3 2.3	3 4.8	2 3.6	- -	- -
BACCARAT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BERING	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
COHIBA	17 8.5	7 6.2	9 13.2	11 17.5	- -	5 4.7	5 16.7	4 10.3	8 6.1	8 12.7	7 12.5	2 4.7	- -
CUESTA REY	1 0.5	- -	1 1.5	- -	1 4.5	- -	- -	- -	1 0.8	- -	- -	- -	1 2.6
DAVIDOFF	17 8.5	12 10.6	5 7.4	7 11.1	1 4.5	9 8.4	2 6.7	4 10.3	11 8.4	[illegible] [illegible]	6 [illegible]	3 7.0	2 5.3
DON DIEGO	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
DUNHILL	5 2.5	1 0.9	2 2.9	1 1.6	- -	4 3.7	- -	1 2.6	4 3.1	1 1.6	2 3.6	- -	2 5.3
EXCALIBAR	1 0.5	1 0.9	- -	1 1.6	- -	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
GRIFFINS	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
H. UPMANN	13 6.5	7 6.2	5 7.4	2 3.2	2 9.1	9 8.4	1 3.3	2 5.1	10 7.6	- -	5 8.9	1 2.3	7 18.4
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023586

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	28	107	30	39	131	63	56	43	38
HENRI WINTERMANS	- -	- -	- -	-	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	3 1.5	2 1.8	- -	1 1.6	- -	2 1.9	1 3.3	1 2.6	1 0.8	1 1.6	1 1.8	1 2.3	- -
J.R.	3 1.5	2 1.8	1 1.5	- -	- -	3 2.8	- -	- -	3 2.3	- -	1 1.8	2 4.7	- -
JUEN CLEMENTE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA GLORIA CUBANA	4 2.0	3 2.7	1 1.5	2 3.2	1 4.5	1 0.9	1 3.3	1 2.6	2 1.5	2 3.2	1 1.8	- -	1 2.6
MACANUDO	45 22.5	32 28.3	7 10.3	15 23.8	8 35.4	21 19.6	4 13.3	8 20.5	33 25.2	12 19.0	10 17.9	10 23.3	13 34.2
MONTE CRISTO	7 3.5	4 3.5	3 4.4	1 1.6	2 9.1	3 2.8	2 6.7	1 2.6	4 3.1	5 7.9	- -	1 2.3	1 2.6
MONTECRUZ	1 0.5	- -	1 1.5	1 1.6	- -	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
OSCAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PARTAGAS	14 7.0	10 8.8	4 5.9	4 6.3	1 4.5	8 7.5	3 10.0	5 12.8	6 4.6	6 9.5	5 8.9	2 4.7	1 2.6
PLEIADES	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
PRIMO DEL REY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PUNCH	3 1.5	2 1.8	1 1.5	-	1 4.5	2 1.9	1 3.3	- -	2 1.5	-	2 3.6	- -	1 2.6
RAMON ALLONES	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	- -	1 2.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023587

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

	TOTAL	INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
		<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	32	107	30	39	131	63	56	43	38
POMEO Y JULIETA	7 3.5	3 2.7	4 5.9	2 3.2	-	5 4.7	1 3.3	-	6 4.6	3 4.8	-	3 7.0	1 2.6
ROYAL JAMICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TEMPLE HALL	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	1 0.5	- -	- -	- -	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
ALIADOS	2 1.0	- -	2 2.9	1 1.6	- -	1 0.9	- -	- -	2 1.5	- -	- -	2 4.7	- -
ANTONIO & CLEOPATRA'	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CASABLANCA	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 1.8	- -	- -
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (NS)	5 2.5	3 2.7	1 1.5	1 1.6	1 4.5	3 2.8	2 6.7	1 2.6	2 1.5	2 3.2	1 1.8	1 2.3	1 2.6
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	2 1.0	1 0.9	1 1.5	- -	- -	2 1.9	- -	- -	2 1.5	- -	1 1.8	1 2.3	- -

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023588

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

	TOTAL	INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
		<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
EL PRODUCTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GARCIA VEGA	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
HAVA TAMPA	1 0.5	- -	1 1.5	- -	1 4.5	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTE CARLO	- -	- -	- -	-		- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PAUL GAMARIAN	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	1 2.6	- -	1 1.6	- -	- -	- -
PORLARRANGA	1 0.5	1 0.9	- -	- -	1 4.5	- -	- -	1 2.6	- -	- -	1 1.8	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023589

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TIPARILLO	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
TROYA	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
WHITE OWL	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW	3	1	1	-	-	3	-	1	2	1	-	1	1
	1.5	0.9	1.5	-	-	2.8	-	2.6	1.5	1.6	-	2.3	2.6
NONE	6	5	1	-	2	3	2	-	4	2	1	1	2
	3.0	4.4	1.5	-	9.1	2.8	6.7	-	3.1	3.2	1.8	2.3	5.3
OTHER	11	6	4	2	-	8	1	1	9	4	1	3	3
	5.5	5.3	5.9	3.2	-	7.5	3.3	2.6	6.9	6.3	1.8	7.0	7.9
TOTAL	200	113	68	63	22	107	30	39	131	63	56	43	38
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023590

CIGAR USAGE . _ ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents minus none/dk	191	107	66	63	20	101	28	38	125	60	55	41	35
YES	90 47.1	50 46.7	30 45.5	21 33.3	10 50.0	56 55.4	9 32.1	17 44.7	64 51.2	23 38.3	26 47.3	23 56.1	18 51.4
NO	101 52.9	57 53.3	36 54.5	42 66.7	10 50.0	45 44.6	19 67.9	21 55.3	61 48.8	37 61.7	29 52.7	18 43.9	17 48.6
TOTAL	191 100.0	107 100.0	66 100.0	63 100.0	20 100.0	101 100.0	28 100.0	38 100.0	125 100.0	60 100.0	55 100.0	41 100.0	35 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023591

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	101	57	36	42	10	45	19	21	61	37	29	18	17
ARTURO FUENTE	15 14.9	10 17.5	4 11.1	12 28.6	1 10.0	2 4.4	4 21.1	2 9.5	9 14.8	6 16.2	4 13.8	3 16.7	2 11.8
ASHTON	1 1.0	1 1.8	- -	1 2.4	- -	- -	- -	- -	1 1.6	- -	1 3.4	- -	- -
AVO	2 2.0	1 1.8	1 2.8	1 2.4	- -	1 2.2	1 5.3	- -	1 1.6	1 2.7	1 3.4	- -	- -
BACCARAT	1 1.0	1 1.8	- -	- -	- -	1 2.2	- -	- -	1 1.6	- -	1 3.4	- -	- -
BERING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	1 1.0	- -	1 2.8	- -	- -	1 2.2	- -	- -	1 1.6	- -	- -	1 5.6	- -
DAVIDOFF	2 2.0	- -	2 5.6	2 4.8	- -	- -	1 5.3	- -	1 1.6	2 5.4	- -	- -	- -
DON DIEGO	1 1.0	1 1.8	- -	- -	- -	1 2.2	- -	- -	1 1.6	- -	1 3.4	- -	- -
DUNHILL	2 2.0	- -	2 5.6	- -	- -	2 4.4	- -	2 9.5	- -	1 2.7	- -	1 5.6	- -
EXCALIBAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	3 3.0	3 5.3	- -	- -	- -	3 6.7	- -	- -	3 4.9	- -	1 3.4	1 5.6	1 5.9
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023592

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

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

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents not smoke best brand most often	101	57	36	42	10	45	19	21	61	37	29	18	17
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	3	3	-	1	1	1	-	-	3	1	-	-	2
	3.0	5.3	-	2.4	10.0	2.2	-	-	4.9	2.7	-	-	11.8
J.R.	2	1	1	-	-	2	-	1	1	-	1	-	1
	2.0	1.8	2.8	-	-	4.4	-	4.8	1.6	-	3.4	-	5.9
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	1	-	1	-	-	1	-	1	-	-	1	-	-
	1.0	-	2.8	-	-	2.2	-	4.8	-	-	3.4	-	-
MACANUDO	18	8	10	6	3	8	3	5	10	11	3	2	2
	17.8	14.0	27.8	14.3	30.0	17.8	15.8	23.8	16.4	29.7	10.3	11.1	11.8
MONTE CRISTO	1	1	-	-	-	1	-	-	1	-	-	-	1
	1.0	1.8	-	-	-	2.2	-	-	1.6	-	-	-	5.9
MONTECRUZ	3	-	2	-	1	2	-	-	3	-	-	2	1
	3.0	-	5.6	-	10.0	4.4	-	-	4.9	-	-	11.1	5.9
OSCAR	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	9	4	5	6	-	2	2	1	6	4	2	1	2
	8.9	7.0	13.9	14.3	-	4.4	10.5	4.8	9.8	10.8	6.9	5.6	11.8
PLEIADES	1	-	1	1	-	-	-	1	-	-	1	-	-
	1.0	-	2.8	2.4	-	-	-	4.8	-	-	3.4	-	-
PRIMO DEL REY	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
PUNCH	1	1	-	-	1	-	-	1	-	1	-	-	-
	1.0	1.8	-	-	10.0	-	-	4.8	-	2.7	-	-	-
RAMON ALLONES	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023593

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	101	57	36	42	10	45	19	21	61	37	29	18	17
ROMEO Y JULIETA	1 1.0	1 1.8	- -	1 2.4	- -	- -	1 5.3	- -	- -	1 2.7	- -	- -	- -
ROYAL JAMICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	1 1.0	1 1.8	- -	- -	- -	1 2.2	- -	- -	1 1.6	- -	1 3.4	- -	- -
TEMPLE HALL	1 1.0	1 1.8	- -	1 2.4	- -	- -	- -	- -	1 1.6	- -	1 3.4	- -	- -
THOMPSON	1 1.0	1 1.8	- -	- -	- -	1 2.2	- -	- -	1 1.6	- -	1 3.4	- -	- -
ZINO	1 1.0	1 1.8	- -	- -	- -	1 2.2	- -	- -	1 1.6	- -	1 3.4	- -	- -
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	2 2.0	1 1.8	1 2.8	- -	2 20.0	- -	- -	1 4.8	1 1.6	- -	1 3.4	- -	1 5.9
CASABLANCA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023594

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	101	57	36	42	10	45	19	21	61	37	29	18	17
EL PRODUCTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GARCIA VEGA	2 2.0	1 1.8	- -	- -	- -	2 4.4	- -	- -	2 3.3	1 2.7	- -	1 5.6	- -
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	3 3.0	1 1.8	1 2.8	2 4.8	- -	- -	1 5.3	1 4.8	1 1.6	2 5.4	1 3.4	- -	- -
LICINCIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTE CARLO	2 2.0	1 1.8	- -	-	1 10.0	- -	1 5.3	1 4.8	- -	1 2.7	1 3.4	- -	- -
MUNI MAKERS	1 1.0	- -	- -	- -	- -	1 2.2	- -	- -	1 1.6	- -	- -	1 5.6	- -
NAT SHERMAN	1 1.0	- -	1 2.8	1 2.4	- -	- -	- -	1 4.8	- -	- -	1 3.4	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	1 1.0	1 1.8	- -	- -	- -	1 2.2	1 5.3	- -	- -	- -	- -	1 5.6	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	1 1.0	1 1.8	- -	1 2.4	- -	- -	- -	1 4.8	- -	- -	1 3.4	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023595

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	101	57	36	42	10	45	19	21	61	37	29	18	17
TIPARILLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	2 2.0	2 3.5	- -	1 2.4	- -	1 2.2	- -	- -	2 3.3	- -	1 3.4	- -	1 5.9
NONE	5 5.0	3 5.3	1 2.8	3 7.1	- -	2 4.4	4 21.1	- -	1 1.6	3 8.1	1 3.4	1 5.6	- -
OTHER	9 8.9	6 10.5	2 5.6	2 4.8	- -	7 15.6	- -	2 9.5	7 11.5	2 5.4	1 3.4	3 16.7	3 17.6
TOTAL	101 100.0	57 100.0	36 100.0	42 100.0	10 100.0	45 100.0	19 100.0	21 100.0	61 100.0	37 100.0	29 100.0	18 100.0	17 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023596

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
CHURCHILL	46 23.0	21 18.6	22 32.4	15 23.8	5 22.7	24 22.4	4 13.3	12 30.8	30 22.9	12 19.0	22 39.3	6 14.0	6 15.8
DOUBLE CORONA	27 13.5	17 15.0	7 10.3	13 20.6	1 4.5	12 11.2	6 20.0	5 12.8	16 12.2	12 19.0	3 5.4	9 20.9	3 7.9
CORONA	37 18.5	25 22.1	10 14.7	5 7.9	6 27.3	24 22.4	6 20.0	9 23.1	22 16.8	12 19.0	10 17.9	8 18.6	7 18.4
ROBUSTO	22 11.0	11 9.7	7 10.3	10 15.9	2 9.1	9 8.4	4 13.3	7 17.9	11 8.4	9 14.3	7 12.5	2 4.7	4 10.5
PETIT CORONA	19 9.5	15 13.3	3 4.4	5 7.9	4 18.2	9 8.4	2 6.7	3 7.7	14 10.7	5 7.9	5 8.9	4 9.3	5 13.2
LONSDALE#1	15 7.5	7 6.2	7 10.3	4 6.3	1 4.5	10 9.3	3 10.0	1 2.6	11 8.4	2 3.2	3 5.4	5 11.6	5 13.2
PANATELLA	11 5.5	6 5.3	2 2.9	3 4.8	1 4.5	7 6.5	- -	1 2.6	10 7.6	2 3.2	3 5.4	3 7.0	3 7.9
CIGARILLO	4 2.0	3 2.7	1 1.5	1 1.6	1 4.5	2 1.9	- -	1 2.6	3 2.3	2 3.2	1 1.8	- -	1 2.6
DON'T KNOW	8 4.0	2 1.8	5 7.4	3 4.8	1 4.5	3 2.8	3 10.0	- -	5 3.8	4 6.3	- -	4 9.3	- -
OTHER	11 5.5	6 5.3	4 5.9	4 6.3	- -	7 6.5	2 6.7	- -	9 6.9	3 4.8	2 3.6	2 4.7	4 10.5
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023597

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING THIS YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents smoking more than two years	192	108	67	63	22	107	22	39	131	57	54	43	38
YES	76 39.6	35 32.4	34 50.7	40 63.5	10 45.5	26 24.3	14 63.6	23 59.0	39 29.8	30 52.6	23 42.6	18 41.9	5 13.2
NO	116 60.4	73 67.6	33 49.3	23 36.5	12 54.5	81 75.7	8 36.4	16 41.0	92 70.2	27 47.4	31 57.4	25 58.1	33 86.8
TOTAL	192 100.0	108 100.0	67 100.0	63 100.0	22 100.0	107 100.0	22 100.0	39 100.0	131 100.0	57 100.0	54 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023598

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents different smoked most often brand from two years ago	76	35	34	40	10	26	14	23	39	30	23	18	5
ARTURO FUENTE	1 1.3	1 2.9	- -	1 2.5	- -	- -	- -	- -	1 2.6	1 3.3	- -	- -	- -
ASHTON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BACCARAT	1 1.3	- -	1 2.9	1 2.5	- -	- -	- -	- -	1 2.6	- -	- -	1 5.6	- -
BERING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DAVIDOFF	1 1.3	- -	1 2.9	1 2.5	- -	- -	1 7.1	- -	- -	1 3.3	- -	- -	- -
DON DIEGO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUNHILL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EXCALIBAR	1 1.3	- -	1 2.9	- -	- -	1 3.8	- -	1 4.3	- -	- -	- -	1 5.6	- -
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	5 6.6	1 2.9	4 11.8	1 2.5	1 10.0	3 11.5	- -	1 4.3	4 10.3	1 3.3	2 8.7	2 11.1	- -

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023599

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents different smoked most often brand from two years ago	76	35	34	40	10	26	14	23	39	30	23	18	5
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HENRI WINTERMANS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	2 2.6	1 2.9	1 2.9	2 5.0	- -	- -	1 7.1	1 4.3	- -	2 6.7	- -	- -	- -
J.R.	1 1.3	- -	1 2.9	1 2.5	- -	- -	1 7.1	- -	- -	1 3.3	- -	- -	- -
JUEN CLEMENTE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA GLORIA CUBANA	1 1.3	- -	1 2.9	1 2.5	- -	- -	- -	- -	1 2.6	- -	- -	1 5.6	- -
MACANUDO	16 21.1	8 22.9	7 20.6	11 27.5	- -	5 19.2	6 42.9	3 13.0	7 17.9	7 23.3	5 21.7	3 16.7	1 20.0
MONTE CRISTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTECRUZ	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OSCAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PARTAGAS	7 9.2	1 2.9	3 8.8	4 10.0	1 10.0	2 7.7	- -	2 8.7	5 12.8	4 13.3	2 8.7	1 5.6	- -
PLEIADES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRIMO DEL REY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023600

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents different smoked most often brand from two years ago	76	35	34	40	10	26	14	23	39	30	23	18	5
PUNCH	2 2.6	2 5.7	- -	- -	1 10.0	1 3.8	- -	- -	2 5.1	- -	1 4.3	- -	1 20.0
RAMON ALLONES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROMEO Y JULIETA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROYAL JAMICA	1 1.3	- -	1 2.9	- -	- -	1 3.8	- -	- -	1 2.6	- -	- -	1 5.6	- -
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	3 3.9	- -	2 5.9	2 5.0	- -	1 3.8	- -	1 4.3	2 5.1	1 3.3	- -	2 11.1	- -
TEMPLE HALL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	1 1.3	1 2.9	- -	- -	- -	1 3.8	- -	- -	1 2.6	- -	1 4.3	- -	- -
CASABLANCA	2 2.6	2 5.7	- -	1 2.5	1 10.0	- -	- -	- -	2 5.1	- -	1 4.3	1 5.6	- -
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023601

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents different smoked most often brand from two years ago	76	35	34	40	10	26	14	23	39	30	23	18	5
CUBAN (NS)	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
DON THOMAS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
DUTCH MASTERS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-		-	-	-	-	-	-	1	-
EL PRODUCTO	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
GARCIA VEGA	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
HAVA TAMPA	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
LA UNICA	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
LICINCIADOS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
MONTE CARLO	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
MUNI MAKERS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
NAT SHERMAN	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
ONYX	-	-	-			-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
PHILLIES	1	1	-	-	1	-	-	1	-	1	-	-	-
	1.3	2.9	-	-	10.0	-	-	4.3	-	3.3	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023602

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents different smoked most often brand from two years ago	76	35	34	40	10	26	14	23	39	30	23	18	5
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	2 2.6	2 5.7	- -	2 5.0	- -	- -	2 14.3	- -	- -	2 6.7	- -	- -	- -
TIPARILLO	1 1.3	1 2.9	- -	- -	- -	1 3.8	- -	1 4.3	- -	- -	1 4.3	- -	- -
TROYA	1 1.3	- -	1 2.9	- -	- -	1 3.8	1 7.1	- -	- -	- -	1 4.3	- -	- -
WHITE OWL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	9 11.8	3 8.6	5 14.7	4 10.0	2 20.0	3 11.5	- -	5 21.7	4 10.3	2 6.7	6 26.1	- -	1 20.0
NONE	6 7.9	3 8.6	2 5.9	5 12.5	- -	1 3.8	2 14.3	3 13.0	1 2.6	4 13.3	1 4.3	1 5.6	- -
OTHER	11 14.5	8 22.9	3 8.8	3 7.5	3 30.0	5 19.2	- -	4 17.4	7 17.9	3 10.0	2 8.7	4 22.2	2 40.0
TOTAL	76 100.0	35 100.0	34 100.0	40 100.0	10 100.0	26 100.0	14 100.0	23 100.0	39 100.0	30 100.0	23 100.0	18 100.0	5 100.0

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023603

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
SAME BRAND/DIFFERENT SIZE	89 44.5	55 48.7	25 36.8	27 42.9	11 50.0	47 43.9	16 53.3	15 38.5	58 44.3	30 47.6	25 44.6	19 44.2	15 39.5
DIFFERENT BRAND/SAME SIZE	94 47.0	50 44.2	37 54.4	33 52.4	10 45.5	47 43.9	13 43.3	23 59.0	58 44.3	30 47.6	26 46.4	22 51.2	16 42.1
DON'T KNOW	17 8.5	8 7.1	6 8.8	3 4.8	1 4.5	13 12.1	1 3.3	1 2.6	15 11.5	3 4.8	5 8.9	2 4.7	7 18.4
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023604

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ONE	5 2.5	3 2.7	1 1.5	2 3.2	- -	2 1.9	3 10.0	- -	2 1.5	3 4.8	2 3.6	- -	- -
TWO	8 4.0	4 3.5	3 4.4	3 4.8	1 4.5	4 3.7	4 13.3	1 2.6	3 2.3	5 7.9	- -	2 4.7	1 2.6
THREE	7 3.5	4 3.5	2 2.9	3 4.8	1 4.5	3 2.8	- -	3 7.7	4 3.1	2 3.2	2 3.6	2 4.7	1 2.6
FOUR	12 6.0	6 5.3	3 4.4	6 9.5	- -	4 3.7	4 13.3	- -	8 6.1	6 9.5	3 5.4	1 2.3	2 5.3
FIVE	28 14.0	13 11.5	14 20.6	9 14.3	3 13.6	15 14.0	3 10.0	5 12.8	20 15.3	7 11.1	6 10.7	10 23.3	5 13.2
SIX	10 5.0	7 6.2	2 2.9	5 7.9	1 4.5	3 2.8	2 6.7	- -	8 6.1	2 3.2	4 7.1	3 7.0	1 2.6
SEVEN	23 11.5	11 9.7	10 14.7	8 12.7	5 22.7	9 8.4	3 10.0	6 15.4	14 10.7	8 12.7	7 12.5	5 11.6	3 7.9
EIGHT	27 13.5	19 16.8	5 7.4	11 17.5	1 4.5	13 12.1	3 10.0	9 23.1	15 11.5	7 11.1	12 21.4	5 11.6	3 7.9
NINE	14 7.0	7 6.2	6 8.8	1 1.6	2 9.1	11 10.3	- -	3 7.7	11 8.4	4 6.3	2 3.6	4 9.3	4 10.5
TEN	58 29.0	34 30.1	19 27.9	8 12.7	8 36.4	42 39.3	5 16.7	10 25.6	43 32.8	14 22.2	17 30.4	10 23.3	17 44.7
DON'T KNOW	8 4.0	5 4.4	3 4.4	7 11.1	- -	1 0.9	3 10.0	2 5.1	3 2.3	5 7.9	1 1.8	1 2.3	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023605

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31A
Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	28	107	30	39	131	63	56	43	38
PRICE	93 46.5	58 51.3	27 39.7	27 42.9	12 54.5	50 46.7	14 46.7	13 33.3	66 50.4	24 38.1	27 48.2	23 53.5	19 50.0
BRAND IMAGE	30 15.0	17 15.0	10 14.7	7 11.1	4 18.2	19 17.8	5 16.7	5 12.8	20 15.3	8 12.7	5 8.9	6 14.0	11 28.9
TASTE	192 96.0	106 93.8	68 100.0	63 100.0	20 90.9	101 94.4	29 96.7	39 100.0	124 94.7	62 98.4	56 100.0	42 97.7	32 84.2
FULL-BODIED	155 77.5	82 72.6	58 85.3	48 76.2	15 68.2	89 83.2	18 60.0	30 76.9	107 81.7	45 71.4	46 82.1	31 72.1	33 86.8
MILDNESS	130 65.0	77 68.1	43 63.2	38 60.3	16 72.7	73 68.2	16 53.3	27 69.2	87 66.4	33 52.4	42 75.0	30 69.8	25 65.8
THE CIGAR LENGTH	93 46.5	52 46.0	36 52.9	30 47.6	13 59.1	49 45.8	8 26.7	18 46.2	67 51.1	27 42.9	23 41.1	21 48.8	22 57.9
THE CIGAR DIAMETER	114 57.0	58 51.3	45 66.2	40 63.5	12 54.5	59 55.1	17 56.7	21 53.8	76 58.0	32 50.8	30 53.6	28 65.1	24 63.2
AROMA	147 73.5	83 73.5	51 75.0	46 73.0	19 86.4	77 72.0	20 66.7	22 56.4	105 80.2	38 60.3	44 78.6	31 72.1	34 89.5
LIGHT BROWN COLOR OF CIGAR	64 32.0	38 33.6	19 27.9	16 25.4	8 36.4	38 35.5	6 20.0	12 30.8	46 35.1	17 27.0	17 30.4	10 23.3	20 52.6
DARK BROWN COLOR OF CIGAR	62 31.0	33 29.2	20 29.4	21 33.3	7 31.8	32 29.9	9 30.0	11 28.2	42 32.1	15 23.8	16 28.6	13 30.2	18 47.4
GREEN COLOR OF CIGAR	46 23.0	25 22.1	16 23.5	13 20.6	6 27.3	27 25.2	3 10.0	7 17.9	36 27.5	11 17.5	10 17.9	10 23.3	15 39.5

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023606

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31A
Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
MADURA COLOR OF CIGAR	74 37.0	41 36.3	27 39.7	23 36.5	9 40.9	41 38.3	10 33.3	11 28.2	53 40.5	19 30.2	23 41.1	19 44.2	13 34.2
RECOMMENDATION BY FRIEND	65 32.5	37 32.7	25 36.8	23 36.5	8 36.4	33 30.8	10 33.3	15 38.5	40 30.5	22 34.9	21 37.5	9 20.9	13 34.2
RECOMMENDATION BY TOBACCONIST	70 35.0	43 38.1	21 30.9	21 33.3	13 59.1	33 30.8	10 33.3	18 46.2	42 32.1	21 33.3	23 41.1	12 27.9	14 36.8
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	106 53.0	56 49.6	41 60.3	33 52.4	11 50.0	58 54.2	18 60.0	18 46.2	70 53.4	35 55.6	26 46.4	25 58.1	20 52.6

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023607

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31B
Q25 : CHARACTERISTIC RATING - SUMMARY OF MEANS

		INCOME		SMOKING FREQ. 2YP			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	88	107	30	39	131	63	56	43	38
PRICE	3.4	3.5	3.2	3.3	3.5	3.4	3.3	3.2	3.4	3.3	3.4	3.5	3.4
BRAND IMAGE	2.5	2.4	2.4	2.4	2.6	2.5	2.3	2.4	2.5	2.3	2.2	2.7	2.9
TASTE	4.5	4.4	4.8	4.7	4.5	4.5	4.5	4.5	4.6	4.6	4.6	4.5	4.4
FULL-BODIED	4.0	4.0	4.1	4.0	3.9	4.2	3.7	3.9	4.1	4.0	4.1	4.0	4.2
MILDNESS	3.7	3.7	3.8	3.6	3.8	3.8	3.5	3.7	3.7	3.5	3.8	3.9	3.7
THE CIGAR LENGTH	3.4	3.4	3.5	3.4	3.6	3.4	3.1	3.4	3.5	3.3	3.4	3.4	3.7
THE CIGAR DIAMETER	3.7	3.5	3.9	3.8	3.5	3.6	3.6	3.6	3.7	3.5	3.7	3.8	3.8
AROMA	3.9	3.8	4.0	3.9	4.1	3.9	3.8	3.6	4.0	3.6	4.0	3.9	4.2
LIGHT BROWN COLOR OF CIGAR	2.9	2.9	3.0	2.9	3.0	3.0	2.8	2.7	3.0	2.7	2.9	2.9	3.3
DARK BROWN COLOR OF CIGAR	2.9	2.8	2.9	2.9	2.8	2.9	3.0	2.7	3.0	2.7	2.9	3.0	3.3
GREEN COLOR OF CIGAR	2.3	2.3	2.5	2.2	2.6	2.4	1.9	2.2	2.3	2.1	2.3	2.4	2.8
MADURA COLOR OF CIGAR	3.0	3.1	2.9	3.0	2.3	3.0	3.1	2.8	3.1	2.7	3.1	3.4	3.1
RECOMMENDATION BY FRIEND	3.0	2.9	3.1	3.1	3.0	2.9	3.3	3.1	2.9	3.1	3.1	2.9	2.8
RECOMMENDATION BY TOBACCONIST	3.1	3.1	3.0	3.2	3.5	3.0	3.1	3.3	3.1	3.1	3.3	3.0	2.9
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	3.4	3.4	3.5	3.4	3.7	3.4	3.5	3.4	3.4	3.5	3.3	3.5	3.4

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023608

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31C
Q25 : HOW IMPORTANT IS PRICE TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	93 46.5	58 51.3	27 39.7	27 42.9	12 54.5	50 46.7	14 46.7	13 33.3	66 50.4	24 38.1	27 48.2	23 53.5	19 50.0
(5) EXTREMELY IMPORTANT	20 10.0	13 11.5	5 7.4	5 7.9	3 13.6	11 10.3	4 13.3	- -	16 12.2	4 6.3	7 12.5	4 9.3	5 13.2
(4) VERY IMPORTANT	73 36.5	45 39.8	22 32.4	22 34.9	9 40.9	39 36.4	10 33.3	13 33.3	50 38.2	20 31.7	20 35.7	19 44.2	14 36.8
(3) SOMEWHAT IMPORTANT	75 37.5	40 35.4	28 41.2	25 39.7	7 31.9	40 37.4	10 33.3	21 53.8	44 33.6	29 46.0	18 32.1	17 39.5	11 28.9
(2) NOT VERY IMPORTANT	23 11.5	12 10.6	8 11.8	8 12.7	3 13.6	11 10.3	4 13.3	3 7.7	16 12.2	9 14.3	6 10.7	1 2.3	7 18.4
(1) NOT AT ALL IMPORTANT	8 4.0	3 2.7	4 5.9	2 3.2	- -	6 5.6	2 6.7	2 5.1	4 3.1	1 1.6	4 7.1	2 4.7	1 2.6
DON'T KNOW/REFUSED	1 0.5	- -	1 1.5	1 1.6	- -	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev. Std.Err.	3.4 0.95 0.07	3.5 0.93 0.09	3.2 0.97 0.12	3.3 0.92 0.12	3.5 0.91 0.19	3.4 0.99 0.10	3.3 1.09 0.20	3.2 0.78 0.12	3.4 0.96 0.08	3.3 0.85 0.11	3.4 1.08 0.15	3.5 0.88 0.13	3.4 1.03 0.17

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023609

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31D
Q25 : HOW IMPORTANT IS BRAND IMAGE TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	30 15.0	17 15.0	10 14.7	7 11.1	4 18.2	19 17.8	5 16.7	5 12.8	20 15.3	8 12.7	5 8.9	6 14.0	11 28.9
(5) EXTREMELY IMPORTANT	6 3.0	2 1.8	2 2.9	2 3.2	2 9.1	2 1.9	1 3.3	2 5.1	3 2.3	2 3.2	1 1.8	1 2.3	2 5.3
(4) VERY IMPORTANT	24 12.0	15 13.3	8 11.8	5 7.9	2 9.1	17 15.9	4 13.3	3 7.7	17 13.0	6 9.5	4 7.1	5 11.6	9 23.7
(3) SOMEWHAT IMPORTANT	71 35.5	39 34.5	21 30.9	23 36.5	7 31.8	38 35.5	7 23.3	12 30.8	52 39.7	18 28.6	17 30.4	22 51.2	14 36.8
(2) NOT VERY IMPORTANT	52 26.0	30 26.5	18 26.5	18 28.6	7 31.8	23 21.5	9 30.0	13 33.3	30 22.9	22 34.9	14 25.0	10 23.3	6 15.8
(1) NOT AT ALL IMPORTANT	45 22.5	26 23.0	18 26.5	14 22.2	4 18.2	26 24.3	9 30.0	9 23.1	27 20.6	15 23.8	19 33.9	5 11.6	6 15.8
DON'T KNOW/REFUSED	2 1.0	1 0.9	1 1.5	1 1.6	-	1 0.9	- -	- -	2 1.5	- -	1 1.8	- -	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev. Std.Err.	2.5 1.06 0.08	2.4 1.05 0.10	2.4 1.10 0.13	2.4 1.03 0.13	2.6 1.18 0.25	2.5 1.09 0.11	2.3 1.15 0.21	2.4 1.09 0.17	2.5 1.04 0.09	2.3 1.05 0.13	2.2 1.05 0.14	2.7 0.91 0.14	2.9 1.13 0.19

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023610

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31E
025 : HOW IMPORTANT IS TASTE TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	192 96.0	106 93.8	68 100.0	63 100.0	20 90.9	101 94.4	29 96.7	39 100.0	124 94.7	62 98.4	56 100.0	42 97.7	32 84.2
(5) EXTREMELY IMPORTANT	116 58.0	55 48.7	51 75.0	44 69.8	12 54.5	57 53.3	16 53.3	21 53.8	79 60.3	39 61.9	36 64.3	22 51.2	19 50.0
(4) VERY IMPORTANT	76 38.0	51 45.1	17 25.0	19 30.2	8 36.4	44 41.1	13 43.3	18 46.2	45 34.4	23 36.5	20 35.7	20 46.5	13 34.2
(3) SOMEWHAT IMPORTANT	6 3.0	5 4.4	- -	- -	2 9.1	4 3.7	1 3.3	- -	5 3.8	1 1.6	- -	1 2.3	4 10.5
(2) NOT VERY IMPORTANT	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	- -	1 2.6
(1) NOT AT ALL IMPORTANT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/REFUSED	1 0.5	1 0.9	- -	- -	-	1 0.9	- -	- -	1 0.8	- -	- -	- -	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev. Std.Err.	4.5 0.58 0.04	4.4 0.63 0.06	4.8 0.44 0.05	4.7 0.46 0.06	4.5 0.67 0.14	4.5 0.62 0.06	4.5 0.57 0.10	4.5 0.51 0.08	4.6 0.61 0.05	4.6 0.52 0.07	4.6 0.48 0.06	4.5 0.55 0.08	4.4 0.79 0.13

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023611

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31F
025 : HOW IMPORTANT IS FULL-BODIED TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	155 77.5	82 72.6	58 85.3	48 76.2	15 68.2	89 83.2	18 60.0	30 76.9	107 81.7	45 71.4	46 82.1	31 72.1	33 86.8
(5) EXTREMELY IMPORTANT	60 30.0	31 27.4	24 35.3	17 27.0	6 27.3	36 33.6	7 23.3	6 15.4	47 35.9	18 28.6	18 32.1	11 25.6	13 34.2
(4) VERY IMPORTANT	95 47.5	51 45.1	34 50.0	31 49.2	9 40.9	53 49.5	11 36.7	24 61.5	60 45.8	27 42.9	28 50.0	20 46.5	20 52.6
(3) SOMEWHAT IMPORTANT	37 18.5	26 23.0	7 10.3	12 19.0	6 27.3	15 14.0	10 33.3	9 23.1	18 13.7	16 25.4	7 12.5	11 25.6	3 7.9
(2) NOT VERY IMPORTANT	4 2.0	3 2.7	1 1.5	2 3.2	1 4.5	1 0.9	1 3.3	- -	3 2.3	1 1.6	1 1.8	1 2.3	1 2.6
(1) NOT AT ALL IMPORTANT	3 1.5	1 0.9	2 2.9	1 1.6	- -	1 0.9	1 3.3	- -	2 1.5	1 1.6	2 3.6	- -	- -
DON'T KNOW/REFUSED	1 0.5	1 0.9	- -	-	- -	1 0.9	- -	- -	1 0.8	- -	- -	- -	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means	4.0	4.0	4.1	4.0	3.9	4.2	3.7	3.9	4.1	4.0	4.1	4.0	4.2
Std.Dev.	0.84	0.84	0.88	0.86	0.87	0.77	0.98	0.62	0.85	0.87	0.92	0.79	0.71
Std.Err.	0.06	0.08	0.11	0.11	0.19	0.07	0.18	0.10	0.07	0.11	0.12	0.12	0.12

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023612

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31G
Q25 : HOW IMPORTANT IS MILDNESS TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	130 65.0	77 68.1	43 63.2	38 60.3	16 72.7	73 68.2	16 53.3	27 69.2	87 66.4	33 52.4	42 75.0	30 69.8	25 65.8
(5) EXTREMELY IMPORTANT	38 19.0	19 16.8	16 23.5	9 14.3	8 36.4	20 18.7	5 16.7	4 10.3	29 22.1	8 12.7	10 17.9	11 25.6	9 23.7
(4) VERY IMPORTANT	92 46.0	58 51.3	27 39.7	29 46.0	8 36.4	53 49.5	11 36.7	23 59.0	58 44.3	25 39.7	32 57.1	19 44.2	16 42.1
(3) SOMEWHAT IMPORTANT	52 26.0	26 23.0	20 29.4	20 31.7	1 4.5	26 24.3	12 40.0	9 23.1	31 23.7	24 38.1	10 17.9	9 20.9	9 23.7
(2) NOT VERY IMPORTANT	11 5.5	7 6.2	3 4.4	3 4.8	3 13.6	5 4.7	1 3.3	2 5.1	8 6.1	3 4.8	3 5.4	4 9.3	1 2.6
(1) NOT AT ALL IMPORTANT	7 3.5	3 2.7	2 2.9	2 3.2	2 9.1	3 2.8	1 3.3	1 2.6	5 3.8	3 4.8	1 1.8	- -	3 7.9
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev. Std.Err.	3.7 0.95 0.07	3.7 0.91 0.09	3.8 0.96 0.12	3.6 0.90 0.11	3.8 1.34 0.29	3.8 0.91 0.09	3.6 0.93 0.17	3.7 0.83 0.13	3.7 0.99 0.09	3.5 0.95 0.12	3.8 0.85 0.11	3.9 0.91 0.14	3.7 1.11 0.18

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023613

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31H
Q25 : HOW IMPORTANT IS THE CIGAR LENGTH TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	93 46.5	52 46.0	36 52.9	30 47.6	13 59.1	49 45.8	8 26.7	18 46.2	67 51.1	27 42.9	23 41.1	21 48.8	22 57.9
(5) EXTREMELY IMPORTANT	25 12.5	14 12.4	10 14.7	5 7.9	4 18.2	16 15.0	1 3.3	3 7.7	21 16.0	4 6.3	9 16.1	4 9.3	8 21.1
(4) VERY IMPORTANT	68 34.0	38 33.6	26 38.2	25 39.7	9 40.9	33 30.8	7 23.3	15 38.5	46 35.1	23 36.5	14 25.0	17 39.5	14 36.8
(3) SOMEWHAT IMPORTANT	80 40.0	44 38.9	24 35.3	26 41.3	6 27.3	42 39.3	16 53.3	17 43.6	47 35.9	23 36.5	27 48.2	17 39.5	13 34.2
(2) NOT VERY IMPORTANT	21 10.5	14 12.4	6 8.8	6 9.5	2 9.1	12 11.2	6 20.0	2 5.1	13 9.9	11 17.5	3 5.4	4 9.3	3 7.9
(1) NOT AT ALL IMPORTANT	6 3.0	3 2.7	2 2.9	1 1.6	1 4.5	4 3.7	- -	2 5.1	4 3.1	2 3.2	3 5.4	1 2.3	- -
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means	3.4	3.4	3.5	3.4	3.6	3.4	3.1	3.4	3.5	3.3	3.4	3.4	3.7
Std.Dev.	0.94	0.95	0.95	0.84	1.05	1.00	0.76	0.91	0.98	0.93	1.01	0.88	0.90
Std.Err.	0.07	0.09	0.12	0.11	0.22	0.10	0.14	0.15	0.09	0.12	0.13	0.13	0.15

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023614

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31I
Q25 : HOW IMPORTANT IS THE CIGAR DIAMETER TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	114 57.0	58 51.3	45 66.2	40 63.5	12 54.5	59 55.1	17 56.7	21 53.8	76 58.0	32 50.8	30 53.6	28 65.1	24 63.2
(5) EXTREMELY IMPORTANT	39 19.5	16 14.2	19 27.9	12 19.0	4 18.2	22 20.6	5 16.7	6 15.4	28 21.4	7 11.1	13 23.2	9 20.9	10 26.3
(4) VERY IMPORTANT	75 37.5	42 37.2	26 38.2	28 44.4	8 36.4	37 34.6	12 40.0	15 38.5	48 36.6	25 39.7	17 30.4	19 44.2	14 36.8
(3) SOMEWHAT IMPORTANT	70 35.0	44 38.9	20 29.4	21 33.3	8 36.4	38 35.5	10 33.3	15 38.5	45 34.4	24 38.1	22 39.3	13 30.2	11 28.9
(2) NOT VERY IMPORTANT	11 5.5	8 7.1	2 2.9	1 1.6	1 4.5	7 6.5	3 10.0	1 2.6	7 5.3	5 7.9	2 3.6	1 2.3	3 7.9
(1) NOT AT ALL IMPORTANT	5 2.5	3 2.7	1 1.5	1 1.6	1 4.5	3 2.8	- -	2 5.1	3 2.3	2 3.2	2 3.6	1 2.3	- -
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev. Std.Err.	3.7 0.94 0.07	3.5 0.92 0.09	3.9 0.91 0.11	3.8 0.83 0.10	3.6 1.01 0.21	3.6 0.98 0.09	3.6 0.89 0.16	3.6 0.97 0.15	3.7 0.94 0.08	3.5 0.91 0.12	3.7 1.00 0.13	3.8 0.89 0.14	3.8 0.93 0.15

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023615

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31J
Q25 : HOW IMPORTANT IS AROMA TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	147 73.5	83 73.5	51 75.0	46 73.0	19 86.4	77 72.0	20 66.7	22 56.4	105 80.2	38 60.3	44 78.6	31 72.1	34 89.5
(5) EXTREMELY IMPORTANT	43 21.5	22 19.5	19 27.9	15 23.8	5 22.7	22 20.5	7 23.3	5 12.8	31 23.7	10 15.9	16 28.6	6 14.0	11 28.9
(4) VERY IMPORTANT	104 52.0	61 54.0	32 47.1	31 49.2	14 63.6	55 51.4	13 43.3	17 43.6	74 56.5	28 44.4	28 50.0	25 58.1	23 60.5
(3) SOMEWHAT IMPORTANT	42 21.0	23 20.4	14 20.6	14 22.2	3 13.6	24 22.4	8 26.7	13 33.3	21 16.0	18 28.6	8 14.3	12 27.9	4 10.5
(2) NOT VERY IMPORTANT	7 3.5	5 4.4	1 1.5	3 4.8	- -	2 1.9	2 6.7	1 2.6	4 3.1	4 6.3	3 5.4	- -	- -
(1) NOT AT ALL IMPORTANT	3 1.5	2 1.8	1 1.5	- -	- -	3 2.8	- -	2 5.1	1 0.8	2 3.2	1 1.8	- -	- -
DON'T KNOW/REFUSED	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	1 2.6	- -	1 1.6	- -	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means	3.9	3.8	4.0	3.9	4.1	3.9	3.8	3.6	4.0	3.6	4.0	3.9	4.2
Std.Dev.	0.83	0.85	0.83	0.81	0.61	0.87	0.87	0.95	0.77	0.94	0.90	0.64	0.61
Std.Err.	0.06	0.08	0.10	0.10	0.13	0.08	0.16	0.15	0.07	0.12	0.12	0.10	0.10

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023616

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31K
Q25 : HOW IMPORTANT IS LIGHT BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	64 32.0	38 33.6	19 27.9	16 25.4	8 36.4	38 35.5	6 20.0	12 30.8	46 35.1	17 27.0	17 30.4	10 23.3	20 52.6
(5) EXTREMELY IMPORTANT	13 6.5	10 8.8	1 1.5	2 3.2	3 13.6	8 7.5	2 6.7	1 2.6	10 7.6	2 3.2	4 7.1	1 2.3	6 15.8
(4) VERY IMPORTANT	51 25.5	28 24.8	18 26.5	14 22.2	5 22.7	30 28.0	4 13.3	11 28.2	36 27.5	15 23.8	13 23.2	9 20.9	14 36.8
(3) SOMEWHAT IMPORTANT	71 35.5	35 31.0	31 45.6	26 41.3	7 31.8	37 34.6	14 46.7	11 28.2	46 35.1	22 34.9	20 35.7	21 48.8	8 21.1
(2) NOT VERY IMPORTANT	37 18.5	21 18.6	13 19.1	13 20.6	4 18.2	16 15.0	7 23.3	9 23.1	21 16.0	13 20.6	12 21.4	9 20.9	3 7.9
(1) NOT AT ALL IMPORTANT	27 13.5	19 16.8	4 5.9	8 12.7	3 13.6	15 14.0	3 10.0	7 17.9	17 13.0	11 17.5	7 12.5	3 7.0	6 15.8
DON'T KNOW/REFUSED	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	- -	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means	2.9	2.9	3.0	2.8	3.0	3.0	2.8	2.7	3.0	2.7	2.9	2.9	3.3
Std.Dev.	1.12	1.21	0.88	1.02	1.25	1.15	1.02	1.14	1.13	1.11	1.12	0.89	1.31
Std.Err.	0.08	0.11	0.11	0.13	0.27	0.11	0.19	0.18	0.10	0.14	0.15	0.14	0.22

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023617

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31L
Q25 : HOW IMPORTANT IS DARK BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	62 31.0	33 29.2	20 29.4	21 33.3	7 31.8	32 29.9	9 30.0	11 28.2	42 32.1	15 23.8	16 28.6	13 30.2	18 47.4
(5) EXTREMELY IMPORTANT	15 7.5	11 9.7	2 2.9	3 4.8	1 4.5	11 10.3	3 10.0	1 2.6	11 8.4	3 4.8	5 8.9	1 2.3	6 15.8
(4) VERY IMPORTANT	47 23.5	22 19.5	18 26.5	18 28.6	6 27.3	21 19.6	6 20.0	10 25.6	31 23.7	12 19.0	11 19.6	12 27.9	12 31.6
(3) SOMEWHAT IMPORTANT	69 34.5	33 29.2	29 42.6	22 34.9	6 27.3	39 36.4	11 36.7	10 25.6	48 36.6	19 30.2	21 37.5	19 44.2	10 26.3
(2) NOT VERY IMPORTANT	40 20.0	29 25.7	10 14.7	12 19.0	4 18.2	20 18.7	8 26.7	11 28.2	21 16.0	19 30.2	9 16.1	7 16.3	5 13.2
(1) NOT AT ALL IMPORTANT	27 13.5	17 15.0	8 11.8	8 12.7	4 18.2	15 14.0	2 6.7	7 17.9	18 13.7	10 15.9	10 17.9	3 7.0	4 10.5
DON'T KNOW/REFUSED	2 1.0	1 0.9	1 1.5	- -	1 4.5	1 0.9	- -	- -	2 1.5	- -	- -	1 2.3	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev. Std.Err.	2.9 1.13 0.08	2.8 1.20 0.11	2.9 1.01 0.12	2.9 1.09 0.14	2.9 1.21 0.26	2.9 1.17 0.11	3.0 1.08 0.20	2.7 1.13 0.18	3.0 1.15 0.10	2.7 1.11 0.14	2.9 1.20 0.16	3.0 0.92 0.14	3.3 1.22 0.20

CONFIDENTIAL-
UNDER PROTECTIVE ORDER
GC 023618

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31M
Q25 : HOW IMPORTANT IS GREEN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	46 23.0	25 22.1	16 23.5	13 20.6	6 27.3	27 25.2	3 10.0	7 17.9	36 27.5	11 17.5	10 17.9	10 23.3	15 39.5
(5) EXTREMELY IMPORTANT	20 10.0	11 9.7	8 11.8	7 11.1	2 9.1	11 10.3	3 10.0	1 2.6	16 12.2	6 9.5	4 7.1	4 9.3	6 15.8
(4) VERY IMPORTANT	26 13.0	14 12.4	8 11.8	6 9.5	4 18.2	16 15.0	- -	6 15.4	20 15.3	5 7.9	6 10.7	6 14.0	9 23.7
(3) SOMEWHAT IMPORTANT	31 15.5	15 13.3	15 22.1	7 11.1	4 18.2	19 17.8	3 10.0	5 12.8	23 17.6	5 7.9	12 21.4	9 20.9	5 13.2
(2) NOT VERY IMPORTANT	37 18.5	22 19.5	12 17.6	11 17.5	4 18.2	19 17.8	10 33.3	10 25.6	17 13.0	16 25.4	11 19.6	6 14.0	4 10.5
(1) NOT AT ALL IMPORTANT	78 39.0	47 41.6	23 33.8	30 47.6	6 27.3	38 35.5	14 46.7	14 35.9	50 38.2	29 46.0	21 37.5	16 37.2	12 31.6
DON'T KNOW/REFUSED	8 4.0	4 3.5	2 2.9	2 3.2	2 9.1	4 3.7	- -	3 7.7	5 3.8	2 3.2	2 3.6	2 4.7	2 5.3
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev. Std.Err.	2.3 1.39 0.10	2.3 1.39 0.13	2.5 1.39 0.17	2.2 1.43 0.18	2.6 1.39 0.31	2.4 1.40 0.14	1.9 1.23 0.22	2.2 1.21 0.20	2.5 1.46 0.13	2.1 1.34 0.17	2.3 1.29 0.18	2.4 1.40 0.22	2.8 1.55 0.26

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023619

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31N
Q25 : HOW IMPORTANT IS MADURO COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	74 37.0	41 36.3	27 39.7	23 36.5	9 40.9	41 38.3	10 33.3	11 28.2	53 40.5	19 30.2	23 41.1	19 44.2	13 34.2
(5) EXTREMELY IMPORTANT	32 16.0	19 16.8	9 13.2	9 14.3	3 13.6	19 17.8	5 16.7	4 10.3	23 17.5	8 12.7	8 14.3	9 20.9	7 18.4
(4) VERY IMPORTANT	42 21.0	22 19.5	18 26.5	14 22.2	6 27.3	22 20.6	5 16.7	7 17.9	30 22.9	11 17.5	15 26.8	10 23.3	6 15.8
(3) SOMEWHAT IMPORTANT	52 26.0	30 26.5	15 22.1	15 23.8	7 31.8	27 25.2	11 36.7	11 28.2	30 22.9	14 22.2	15 26.8	14 32.6	9 23.7
(2) NOT VERY IMPORTANT	31 15.5	24 21.2	6 8.8	10 15.9	1 4.5	18 16.8	4 13.3	8 20.5	19 14.5	15 23.8	7 12.5	3 7.0	6 15.8
(1) NOT AT ALL IMPORTANT	34 17.0	14 12.4	18 26.5	11 17.5	3 13.6	19 17.8	4 13.3	8 20.5	22 16.8	14 22.2	10 17.9	4 9.3	6 15.8
DON'T KNOW/REFUSED	9 4.5	4 3.5	2 2.9	4 6.3	2 9.1	2 1.9	1 3.3	1 2.6	7 5.3	1 1.6	1 1.8	3 7.0	4 10.5
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means	3.0	3.1	2.9	3.0	3.3	3.0	3.1	2.8	3.1	2.7	3.1	3.4	3.1
Std.Dev.	1.33	1.28	1.42	1.34	1.25	1.36	1.26	1.28	1.36	1.34	1.32	1.22	1.39
Std.Err.	0.10	0.12	0.18	0.17	0.28	0.13	0.23	0.21	0.12	0.17	0.18	0.19	0.24

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023620

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 310
Q25 : HOW IMPORTANT IS RECOMMENDATION BY A FRIEND TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	65 32.5	37 32.7	25 36.8	23 36.5	8 36.4	33 30.8	10 33.3	15 38.5	40 30.5	22 34.9	21 37.5	9 20.9	13 34.2
(5) EXTREMELY IMPORTANT	17 8.5	9 8.0	6 8.8	6 9.5	- -	11 10.3	3 10.0	1 2.6	13 9.9	4 6.3	4 7.1	4 9.3	5 13.2
(4) VERY IMPORTANT	48 24.0	28 24.8	19 27.9	17 27.0	8 36.4	22 20.5	7 23.3	14 35.9	27 20.6	18 28.6	17 30.4	5 11.6	8 21.1
(3) SOMEWHAT IMPORTANT	80 40.0	43 38.1	26 38.2	26 41.3	10 45.5	38 35.5	16 53.3	17 43.6	47 35.9	28 44.4	20 35.7	23 53.5	9 23.7
(2) NOT VERY IMPORTANT	23 11.5	14 12.4	7 10.3	3 4.8	1 4.5	18 16.8	3 10.0	1 2.6	19 14.5	5 7.9	8 14.3	4 9.3	6 15.8
(1) NOT AT ALL IMPORTANT	32 16.0	19 16.8	10 14.7	11 17.5	3 13.6	18 16.8	1 3.3	6 15.4	25 19.1	8 12.7	7 12.5	7 16.3	10 26.3
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev. Std.Err.	3.0 1.16 0.08	2.9 1.17 0.11	3.1 1.16 0.14	3.1 1.19 0.15	2.0 1.00 0.21	2.9 1.21 0.12	3.3 0.91 0.17	3.1 1.06 0.17	2.9 1.23 0.11	3.1 1.07 0.13	3.1 1.12 0.15	2.9 1.12 0.17	2.8 1.40 0.23

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023621

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31P
Q25 : HOW IMPORTANT IS RECOMMENDATION BY THE TOBACCONIST TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	70 35.0	43 38.1	21 30.9	21 33.3	13 59.1	33 30.8	10 33.3	18 46.2	42 32.1	21 33.3	23 41.1	12 27.9	14 36.8
(5) EXTREMELY IMPORTANT	12 6.0	6 5.3	4 5.9	1 1.6	2 9.1	9 8.4	1 3.3	1 2.6	10 7.6	2 3.2	5 8.9	4 9.3	1 2.6
(4) VERY IMPORTANT	58 29.0	37 32.7	17 25.0	20 31.7	11 50.0	24 22.4	9 30.0	17 43.6	32 24.4	19 30.2	18 32.1	8 18.6	13 34.2
(3) SOMEWHAT IMPORTANT	90 45.0	48 42.5	30 44.1	34 54.0	6 27.3	48 44.9	14 45.7	16 41.0	60 45.8	32 50.8	26 46.4	20 46.5	12 31.6
(2) NOT VERY IMPORTANT	20 10.0	11 9.7	8 11.8	5 7.9	1 4.5	12 11.2	5 16.7	1 2.6	14 10.7	6 9.5	4 7.1	6 14.0	4 10.5
(1) NOT AT ALL IMPORTANT	20 10.0	11 9.7	9 13.2	3 4.8	2 9.1	14 13.1	1 3.3	4 10.3	15 11.5	4 6.3	3 5.4	5 11.6	8 21.1
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev. Std.Err.	3.1 1.01 0.07	3.1 1.01 0.09	3.0 1.07 0.13	3.2 0.79 0.10	3.5 1.06 0.23	3.0 1.10 0.11	3.1 0.86 0.16	3.3 0.97 0.15	3.1 1.06 0.09	3.1 0.88 0.11	3.3 0.94 0.13	3.0 1.09 0.17	2.9 1.19 0.19

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023622

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31Q
Q25 : HOW IMPORTANT IS THE COUNTRY OF ORIGIN, EXCLUDING CUBA TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	106 53.0	56 49.6	41 60.3	33 52.4	11 50.0	58 54.2	18 60.0	18 46.2	70 53.4	35 55.6	26 46.4	25 58.1	20 52.6
(5) EXTREMELY IMPORTANT	31 15.5	15 13.3	12 17.6	7 11.1	5 22.7	19 17.8	2 6.7	5 12.8	24 18.3	8 12.7	10 17.9	5 11.6	8 21.1
(4) VERY IMPORTANT	75 37.5	41 36.3	29 42.6	26 41.3	6 27.3	39 36.4	16 53.3	13 33.3	46 35.1	27 42.9	16 28.6	20 46.5	12 31.6
(3) SOMEWHAT IMPORTANT	59 29.5	36 31.9	16 23.5	21 33.3	8 36.4	27 25.2	9 30.0	15 38.5	35 26.7	18 28.6	19 33.9	13 30.2	9 23.7
(2) NOT VERY IMPORTANT	17 8.5	10 8.8	5 7.4	4 6.3	2 9.1	10 9.3	2 6.7	3 7.7	12 9.2	6 9.5	4 7.1	3 7.0	4 10.5
(1) NOT AT ALL IMPORTANT	17 8.5	10 8.8	6 8.8	5 7.9	- -	12 11.2	1 3.3	3 7.7	13 9.9	4 6.3	7 12.5	2 4.7	4 10.5
DON'T KNOW/REFUSED	1 0.5	1 0.9	- -	- -	1 4.5	- -	- -	- -	1 0.8	- -	- -	- -	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev. Std.Err.	3.4 1.12 0.08	3.4 1.11 0.10	3.5 1.14 0.14	3.4 1.04 0.13	3.7 0.97 0.21	3.4 1.21 0.12	3.5 0.86 0.16	3.4 1.06 0.17	3.4 1.19 0.10	3.5 1.04 0.13	3.3 1.22 0.16	3.5 0.96 0.15	3.4 1.26 0.21

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023623

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 32
Q25A : ANY OTHER CHARACTERISTICS BY WHICH YOU EVALUATE A CIGAR OTHER THAN THE ONES ALREADY MENTIONED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
Mentioned Other Characteristic	55 27.5	25 22.1	24 35.3	19 30.2	3 13.6	32 29.9	7 23.3	14 35.9	34 26.0	16 25.4	19 33.9	10 23.3	10 26.3
AVAILABILITY	3 1.5	- -	3 4.4	3 4.8	- -	- -	- -	1 2.6	2 1.5	1 1.6	1 1.8	1 2.3	- -
QUALITY OF BURNING/ EVEN BURN	12 6.0	4 3.5	6 8.8	7 11.1	- -	5 4.7	3 10.0	3 7.7	6 4.6	4 6.3	5 8.9	2 4.7	1 2.6
QUALITY OF CONSTRUCTION	8 4.0	3 2.7	5 7.4	4 6.3	- -	4 3.7	1 3.3	2 5.1	5 3.8	2 3.2	2 3.6	3 7.0	1 2.6
FEELS SMOOTH/FIRM/ PACKED TIGHT	13 6.5	4 3.5	8 11.8	7 11.1	2 9.1	4 3.7	2 6.7	2 5.1	9 6.9	4 6.3	4 7.1	2 4.7	3 7.9
DRAW/EVEN DRAW	5 2.5	1 0.9	3 4.4	2 3.2	- -	3 2.8	2 6.7	2 5.1	1 0.8	3 4.8	1 1.8	- -	1 2.6
FRESHNESS	4 2.0	- -	3 4.4	- -	- -	4 3.7	- -	1 2.6	3 2.3	- -	2 3.6	1 2.3	1 2.6
SMELL OF CIGAR UNLIT	3 1.5	1 0.9	2 2.9	1 1.6	- -	1 0.9	2 6.7	- -	1 0.8	2 3.2	- -	1 2.3	- -
PACKAGING/WRAPPER CONDITION/DURABILITY	10 5.0	6 5.3	4 5.9	3 4.8	1 4.5	6 5.6	1 3.3	3 7.7	6 4.6	3 4.8	3 5.4	3 7.0	1 2.6
OTHER	15 7.5	9 8.0	4 5.9	2 3.2	- -	13 12.1	1 3.3	4 10.3	10 7.6	4 6.3	6 10.7	- -	5 13.2
No Other Characteristics	145 72.5	88 77.9	44 64.7	44 69.8	19 86.4	75 70.1	23 76.7	25 64.1	97 74.0	47 74.6	37 66.1	33 76.7	28 73.7
TOTAL	218 109.0	116 102.7	82 120.6	73 115.9	22 100.0	115 107.5	35 116.7	43 110.3	140 106.9	70 111.1	61 108.9	46 107.0	41 107.9

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023624

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 33
Q26 : DO YOU PREFER A ROUND HEADED OR A FLAT HEADED CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ROUND HEADED	130 65.0	75 66.4	44 64.7	39 61.9	16 72.7	70 65.4	16 53.3	26 66.7	88 67.2	40 63.5	40 71.4	27 62.8	23 60.5
FLAT HEADED	39 19.5	20 17.7	15 22.1	11 17.5	2 9.1	23 21.5	9 30.0	5 12.8	25 19.1	15 23.8	5 8.9	8 18.6	11 28.9
NO PREFERENCE	31 15.5	18 15.9	9 13.2	13 20.6	4 18.2	14 13.1	5 16.7	8 20.5	18 13.7	8 12.7	11 19.6	8 18.6	4 10.5
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023625

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 34
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS)5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ARTURO FUENTE (5) BEST	28 14.0	13 11.5	10 14.7	9 14.3	2 9.1	16 15.0	5 16.7	5 12.8	18 13.7	6 9.5	11 19.6	8 18.6	3 7.9
(4)	48 24.0	29 25.7	12 17.6	15 23.8	3 13.6	28 26.2	8 26.7	13 33.3	27 20.6	17 27.0	14 25.0	9 20.9	8 21.1
(3)	37 18.5	23 20.4	12 17.6	11 17.5	6 27.3	18 16.8	6 20.0	10 25.6	21 16.0	14 22.2	10 17.9	4 9.3	9 23.7
(2)	38 19.0	17 15.0	18 26.5	15 23.8	5 22.7	17 15.9	4 13.3	7 17.9	27 20.6	12 19.0	13 23.2	6 14.0	7 18.4
(1) WORST	21 10.5	11 9.7	10 14.7	11 17.5	2 9.1	7 6.5	6 20.0	2 5.1	13 9.9	9 14.3	3 5.4	8 18.6	1 2.6
MEAN	3.14	3.17	2.90	2.93	2.89	3.34	3.07	3.32	3.09	2.98	3.33	3.09	3.18
AVO (5) BEST	22 11.0	11 9.7	10 14.7	14 22.2	1 4.5	6 5.6	9 30.0	4 10.3	9 6.9	14 22.2	6 10.7	2 4.7	- -
(4)	17 8.5	7 6.2	9 13.2	6 9.5	1 4.5	9 8.4	3 10.0	4 10.3	10 7.6	3 4.8	9 16.1	2 4.7	3 7.9
(3)	26 13.0	13 11.5	9 13.2	9 14.3	3 13.6	12 11.2	5 16.7	4 10.3	17 13.0	11 17.5	7 12.5	5 11.6	3 7.9
(2)	31 15.5	21 18.6	7 10.3	12 19.0	- -	18 16.8	4 13.3	7 17.9	20 15.3	10 15.9	8 14.3	6 14.0	7 18.4
(1) WORST	68 34.0	37 32.7	25 36.8	21 33.3	11 50.0	35 32.7	7 23.3	16 41.0	45 34.4	19 30.2	19 33.9	17 39.5	13 34.2
MEAN	2.35	2.26	2.53	2.68	1.81	2.16	3.11	2.23	2.19	2.70	2.49	1.94	1.85

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023626

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 34
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS)5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
DAVIDOFF (5) BEST	35 17.5	19 16.8	16 23.5	10 15.9	3 13.6	21 19.6	5 16.7	11 28.2	19 14.5	14 22.2	9 16.1	7 16.3	5 13.2
(4)	31 15.5	17 15.0	13 19.1	13 20.6	5 22.7	12 11.2	5 16.7	5 12.8	21 16.0	10 15.9	11 19.6	6 14.0	4 10.5
(3)	36 18.0	19 16.8	15 22.1	15 23.8	4 18.2	17 15.9	5 16.7	7 17.9	24 18.3	12 19.0	9 16.1	8 18.6	7 18.4
(2)	40 20.0	18 15.9	14 20.6	16 25.4	4 18.2	18 16.8	6 20.0	9 23.1	25 19.1	12 19.0	14 25.0	9 20.9	5 13.2
(1) WORST	27 13.5	20 17.7	3 4.4	8 12.7	2 9.1	15 14.0	7 23.3	4 10.3	16 12.2	9 14.3	8 14.3	3 7.0	7 18.4
MEAN	3.04	2.97	3.41	3.02	3.17	3.07	2.82	3.28	3.02	3.14	2.98	3.15	2.82
MACANUDO (5) BEST	71 35.5	48 42.5	14 20.6	21 33.3	12 54.5	34 31.8	9 30.0	12 30.8	50 38.2	19 30.2	19 33.9	12 27.9	21 55.3
(4)	31 15.5	18 15.9	11 16.2	9 14.3	2 9.1	19 17.8	5 16.7	8 20.5	18 13.7	14 22.2	8 14.3	4 9.3	5 13.2
(3)	36 18.0	18 15.9	16 23.5	12 19.0	1 4.5	22 20.6	8 26.7	9 23.1	19 14.5	13 20.6	11 19.6	8 18.6	4 10.5
(2)	22 11.0	12 10.6	9 13.2	8 12.7	3 13.6	9 8.4	4 13.3	3 7.7	15 11.5	7 11.1	6 10.7	8 18.6	1 2.6
(1) WORST	23 11.5	10 8.8	12 17.6	12 19.0	1 4.5	10 9.3	4 13.3	6 15.4	13 9.9	8 12.7	10 17.9	3 7.0	2 5.3
MEAN	3.57	3.77	3.10	3.31	4.11	3.62	3.37	3.45	3.67	3.48	3.37	3.40	4.27

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023627

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 34
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
PARTAGAS (5) BEST	30 15.0	15 13.3	13 19.1	8 12.7	1 4.5	20 10.7	2 6.7	6 15.4	22 16.8	8 12.7	9 16.1	9 20.9	4 10.5
(4)	53 26.5	30 26.5	17 25.0	19 30.2	8 36.4	24 22.4	8 26.7	8 20.5	37 28.2	16 25.4	11 19.6	15 34.9	11 28.9
(3)	35 17.5	21 18.6	9 13.2	15 23.8	4 18.2	14 13.1	5 16.7	7 17.9	23 17.6	9 14.3	13 23.2	8 18.6	5 13.2
(2)	32 16.0	20 17.7	12 17.6	10 15.9	4 18.2	18 16.8	10 33.3	9 23.1	13 9.9	15 23.8	8 14.3	3 7.0	6 15.8
(1) WORST	24 12.0	10 8.8	10 14.7	9 14.3	- -	13 12.1	4 13.3	7 17.9	13 9.9	11 17.5	9 16.1	1 2.3	3 7.9
MEAN	3.19	3.21	3.18	3.11	3.35	3.22	2.79	2.92	3.39	2.92	3.06	3.78	3.24

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023628

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 35
Q28 : ON WHICH OCCASION DO YOU SMOKE CIGARS MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
AFTER DINNER	60 30.0	35 31.0	19 27.9	17 27.0	8 36.4	32 29.9	9 30.0	7 17.9	44 33.6	14 22.2	12 21.4	17 39.5	17 44.7
AT A SPORTING EVENT	10 5.0	5 4.4	5 7.4	3 4.8	2 9.1	5 4.7	- -	5 12.8	5 3.8	2 3.2	4 7.1	2 4.7	2 5.3
WHILE PLAYING POKER/ CARDS	6 3.0	3 2.7	3 4.4	1 1.6	2 9.1	2 1.9	2 6.7	- -	4 3.1	3 4.8	- -	1 2.3	2 5.3
WHILE DOING PAPERWORK	7 3.5	4 3.5	1 1.5	3 4.8	1 4.5	3 2.8	- -	2 5.1	5 3.8	3 4.8	2 3.6	- -	2 5.3
WHILE READING	5 2.5	2 1.8	3 4.4	2 3.2	- -	2 1.9	1 3.3	2 5.1	2 1.5	2 3.2	2 3.6	1 2.3	- -
AT A SOCIAL GATHERING	16 8.0	14 12.4	2 2.9	4 6.3	- -	11 10.3	2 6.7	5 12.8	9 6.9	8 12.7	6 10.7	2 4.7	- -
WHILE RELAXING	85 42.5	46 40.7	30 44.1	32 50.8	7 31.8	45 42.1	13 43.3	17 43.6	55 42.0	28 44.4	29 51.8	17 39.5	11 28.9
WHILE PLAYING GOLF	2 1.0	- -	2 2.9	1 1.6	1 4.5	- -	1 3.3	- -	1 0.8	1 1.6	- -	1 2.3	- -
OTHER	9 4.5	4 3.5	3 4.4	- -	1 4.5	7 6.5	2 6.7	1 2.6	6 4.6	2 3.2	1 1.8	2 4.7	4 10.5
NONE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023629

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 36
Q29 : HAVE YOUR CIGAR SMOKING PATTERNS CHANGED IN THE LAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
YES	79 39.5	41 36.3	29 42.6	47 74.6	10 45.5	18 16.8	16 53.3	17 43.6	46 35.1	36 57.1	20 35.7	12 27.9	11 28.9
NO	121 60.5	72 63.7	39 57.4	16 25.4	12 54.5	89 83.2	14 46.7	22 56.4	85 64.9	27 42.9	36 64.3	31 72.1	27 71.1
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023630

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 37
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents whose cigar smoking patterns have changed in last two years	79	41	29	47	10	18	16	17	46	36	20	12	11
POSITIVE (NET)	59 74.7	29 70.7	24 82.8	45 95.7	- -	12 66.7	13 81.3	15 88.2	31 67.4	30 83.3	18 90.0	8 66.7	3 27.3
SMOKE HIGHER QUALITY CIGARS	10 12.7	7 17.1	3 10.3	9 19.1	- -	1 5.6	3 18.8	3 17.6	4 8.7	5 13.9	3 15.0	2 16.7	- -
SMOKING MORE	44 55.7	24 58.5	15 51.7	34 72.3	- -	8 44.4	10 62.5	9 52.9	25 54.3	19 52.8	15 75.0	7 58.3	3 27.3
SMOKING TO RELAX	5 6.3	2 4.9	3 10.3	4 8.5	- -	1 5.6	1 6.3	2 11.8	2 4.3	4 11.1	1 5.0	- -	- -
ENJOY SMOKING CIGARS MORE	1 1.3	- -	1 3.4	1 2.1	- -	- -	1 6.3	- -	- -	1 2.8	- -	- -	- -
BETTER EDUCATED/MORE INFORMED ABOUT CIGARS	5 6.3	1 2.4	4 13.8	5 10.6	- -	- -	1 6.3	1 5.9	3 6.5	2 5.6	2 10.0	1 8.3	- -
SMOKING WITH/AFTER A MEAL	3 3.8	1 2.4	2 6.9	3 6.4	- -	- -	2 12.5	- -	1 2.2	3 8.3	- -	- -	- -
LIKE TO TRY DIFFERENT CIGARS/BRANDS	4 5.1	3 7.3	1 3.4	3 6.4	- -	1 5.6	1 6.3	1 5.9	2 4.3	2 5.6	2 10.0	- -	- -
SMOKING MORE EXPENSIVE CIGARS	2 2.5	1 2.4	1 3.4	2 4.3	- -	- -	- -	- -	2 4.3	- -	- -	2 16.7	- -
SMOKING LARGER/HEAVIER BODIED CIGARS	2 2.5	- -	1 3.4	1 2.1	- -	1 5.6	- -	- -	2 4.3	1 2.8	- -	1 8.3	- -
SMOKE MORE PLACES/GO WHERE ACCEPTABLE	2 2.5	1 2.4	1 3.4	2 4.3	- -	- -	- -	2 11.8	- -	2 5.6	- -	- -	- -
HABIT	2 2.5	1 2.4	1 3.4	1 2.1	- -	1 5.6	- -	- -	2 4.3	1 2.8	1 5.0	- -	- -
OTHER POSITIVE COMMENTS	6 7.6	3 7.3	3 10.3	6 12.8	- -	- -	2 12.5	2 11.8	2 4.3	5 13.9	1 5.0	- -	- -

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023631

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 37
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents whose cigar smoking patterns have changed in last two years	79	41	29	47	10	18	16	17	46	36	20	12	11
NEGATIVE (NET)	21 26.6	11 26.8	7 24.1	3 6.4	10 100.0	7 38.9	3 18.8	3 17.6	15 32.6	6 16.7	3 15.0	4 33.3	8 72.7
SMOKING LESS	10 12.7	6 14.6	2 6.9	- -	6 60.0	3 16.7	2 12.5	2 11.8	6 13.0	4 11.1	2 10.0	- -	4 36.4
SMOKING LESS FOR HEALTH REASONS	3 3.8	1 2.4	2 6.9	- -	3 30.0	- -	- -	- -	3 6.5	- -	- -	1 8.3	2 18.2
SMOKING LESS IN PUBLIC/MORE BY MYSELF	6 7.6	3 7.3	2 6.9	2 4.3	1 10.0	3 16.7	- -	1 5.9	5 10.9	2 5.6	- -	3 25.0	1 9.1
LIMITATIONS/ REGULATIONS AGAINST SMOKING	3 3.8	2 4.9	1 3.4	2 4.3	- -	1 5.6	- -	- -	3 6.5	1 2.8	- -	1 8.3	1 9.1
CHANGED SMOKING LOCATION	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CAN'T AFFORD/SMOKE CHEAPER CIGARS	2 2.5	1 2.4	1 3.4	1 2.1	1 10.0	- -	1 6.3	- -	1 2.2	- -	2 10.0	- -	- -
OTHER NEGATIVE COMMENTS	1 1.3	- -	1 3.4	1 2.1	- -	- -	1 6.3	- -	- -	- -	1 5.0	- -	- -
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NO REASON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	111 140.5	57 139.0	45 155.2	77 163.8	11 110.0	20 111.1	25 156.3	23 135.3	63 137.0	52 144.4	30 150.0	18 150.0	11 100.0

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023632

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 38
Q30 : DO YOU USUALLY PURCHASE A SINGLE CIGAR OR A BOX?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
SINGLE	68 34.0	35 31.0	26 38.2	29 46.0	7 31.8	28 26.2	16 53.3	18 46.2	34 26.0	37 58.7	16 28.6	10 23.3	5 13.2
BOX	132 66.0	78 69.0	42 61.8	34 54.0	15 68.2	79 73.8	14 46.7	21 53.8	97 74.0	26 41.3	40 71.4	33 76.7	33 86.8
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023633

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 39
Q31 : DO YOU PREFER TO PURCHASE CIGARS WHICH ARE NOT WRAPPED, CIGARS THAT ARE INDIVIDUALLY WRAPPED IN CELLOPHANE, OR CIGARS THAT COME IN INDIVIDUAL CONTAINERS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
NOT WRAPPED	51 25.5	24 21.2	21 30.9	17 27.0	3 13.6	31 29.0	7 23.3	8 20.5	36 27.5	21 33.3	9 16.1	7 16.3	14 36.8
WRAPPED IN CELLOPHANE	90 45.0	55 48.7	25 36.8	30 47.6	7 31.8	47 43.9	15 50.0	20 51.3	55 42.0	26 41.3	27 48.2	23 53.5	14 36.8
INDIVIDUAL CONTAINERS	48 24.0	33 29.2	12 17.6	11 17.5	11 50.0	24 22.4	7 23.3	9 23.1	32 24.4	15 23.8	14 25.0	10 23.3	9 23.7
REFUSED	11 5.5	1 0.9	10 14.7	5 7.9	1 4.5	5 4.7	1 3.3	2 5.1	8 6.1	1 1.6	6 10.7	3 7.0	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023634

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 40
Q32 : DO YOU PURCHASE CIGARS FROM A HUMIDOR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
YES	162 81.0	90 79.6	59 86.8	61 96.8	16 72.7	78 72.9	27 90.0	33 84.6	102 77.9	57 90.5	49 87.5	33 76.7	23 60.5
NO	38 19.0	23 20.4	9 13.2	2 3.2	6 27.3	29 27.1	3 10.0	6 15.4	29 22.1	6 9.5	7 12.5	10 23.3	15 39.5
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023635

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 41
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
DRUG STORE	7 3.5	5 4.4	1 1.5	- -	- -	7 6.5	- -	- -	7 5.3	1 1.6	- -	3 7.0	3 7.9
MAIL ORDER	44 22.0	25 22.1	13 19.1	12 19.0	1 4.5	29 27.1	5 16.7	6 15.4	33 25.2	6 9.5	15 26.8	8 18.6	15 39.5
NEWS STAND	3 1.5	2 1.8	1 1.5	1 1.6	2 9.1	- -	1 3.3	- -	2 1.5	1 1.6	1 1.8	- -	1 2.6
RESTAURANT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	117 58.5	64 56.6	45 66.2	44 69.8	15 68.2	52 48.6	21 70.0	27 69.2	69 52.7	48 76.2	33 58.9	23 53.5	13 34.2
AIRPORT/DUTY FREE SHOP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BAR/CLUB	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CANDY STORE	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 1.8	- -	- -
CONVENIENCE STORE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GROCERY STORE/ SUPERMARKET	1 0.5	1 0.9	- -	- -	1 4.5	- -	- -	- -	1 0.8	- -	- -	- -	1 2.6
HOTEL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LIQUOR STORE	7 3.5	3 2.7	3 4.4	4 6.3	1 4.5	2 1.9	1 3.3	2 5.1	4 3.1	1 1.6	2 3.6	2 4.7	2 5.3
MALL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023636

IGAR USAGE AND ATTITUDE
IRS #94-305

12 Sep 94

ABLE 41
33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
ASE - total espondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ETAIL SHOP/OUTLET	1 0.5	1 0.9	-	-	-	1 0.9	-	-	1 0.8	-	1 1.8	-	-
ARIETY STORE	2 1.0	2 1.8	-	-	-	2 1.9	1 3.3	-	1 0.8	1 1.6	-	-	1 2.6
HOLESALER/ ANUFACTURER FACTORY/ AREHOUSE	7 3.5	4 3.5	1 1.5	1 1.6	2 9.1	4 3.7	-	1 2.6	6 4.6	2 3.2	1 1.8	3 7.0	1 2.6
AS STATION	3 1.5	2 1.8	-	-	-	3 2.8	1 3.3	-	2 1.5	1 1.6	-	2 4.7	-
THER	7 3.5	3 2.7	4 5.9	1 1.6	-	6 5.6	-	3 7.7	4 3.1	2 3.2	2 3.6	2 4.7	1 2.6
ON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-
OTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023637

:IGAR USAGE AND ATTITUDE
:IRS #94-305

12 Sep 94

'ABLE 43
:34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
:ASE - total 'espondents	200	113	68	63	22	107	30	39	131	63	56	43	38
:RUG STORE	17 8.5	13 11.5	3 4.4	3 4.8	2 9.1	12 11.2	1 3.3	3 7.7	13 9.9	5 7.9	3 5.4	3 7.0	6 15.8
:AIL ORDER	19 9.5	11 9.7	8 11.8	5 7.9	4 18.2	8 7.5	6 20.0	3 7.7	10 7.6	7 11.1	4 7.1	4 9.3	4 10.5
EWS STAND	1 0.5	1 0.9	- -	1 1.6	- -	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
ESTAURANT	8 4.0	4 3.5	3 4.4	3 4.8	1 4.5	3 2.8	2 6.7	- -	6 4.6	- -	5 8.9	3 7.0	- -
PORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OBACCO/SMOKE SHOP	61 30.5	33 29.2	20 29.4	21 33.3	5 22.7	33 30.8	7 23.3	10 25.6	44 33.6	17 27.0	18 32.1	14 32.6	12 31.6
IRPORT/DUTY FREE SHOP	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
AR/CLUB	3 1.5	2 1.8	1 1.5	- -	1 4.5	2 1.9	- -	- -	3 2.3	- -	2 3.6	- -	1 2.6
:ANDY STORE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
:ONVENIENCE STORE	1 0.5	1 0.9	- -	1 1.6	- -	- -	- -	1 2.6	- -	- -	1 1.8	- -	- -
GROCERY STORE/ SUPERMARKET	3 1.5	2 1.8	1 1.5	- -	1 4.5	2 1.9	- -	- -	3 2.3	1 1.6	1 1.8	1 2.3	- -
HOTEL	2 1.0	1 0.9	1 1.5	1 1.6	- -	1 0.9	- -	1 2.6	1 0.8	1 1.6	- -	- -	1 2.6
LIQUOR STORE	5 2.5	3 2.7	2 2.9	2 3.2	- -	2 1.9	1 3.3	1 2.6	3 2.3	2 3.2	1 1.8	2 4.7	- -
MALL	3 1.5	2 1.8	1 1.5	1 1.6	1 4.5	1 0.9	1 3.3	- -	2 1.5	2 3.2	1 1.8	- -	- -

CONFIDENTIAL-
UNDER PROTECTIVE ORDER
GC 023638

IGAR USAGE AND ATTITUDE
IRS #94-305

12 Sep 94

ABLE 43
34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
ASE - total espondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ETAIL SHOP/OUTLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ARIETY STORE	1 0.5	- -	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
HOLESALER/ ANUFACTURER FACTORY/ AREHOUSE	2 1.0	- -	2 2.9	2 3.2	-	- -	- -	1 2.6	1 0.8	1 1.6	1 1.8	- -	- -
AS STATION	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
THER	3 1.5	1 0.9	2 2.9	- -	1 4.5	2 1.9	- -	- -	3 2.3	- -	- -	2 4.7	1 2.6
OWHERE ELSE	70 35.0	38 33.6	24 35.3	23 36.5	6 27.3	39 36.4	12 40.0	19 48.7	39 29.8	27 42.9	18 32.1	12 27.9	13 34.2
ON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023639

IGAR USAGE AND ATTITUDE
IRS #94-305

12 Sep 94

ABLE 44
35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
ASE - total espondents	200	113	68	63	22	107	30	39	131	63	56	43	38
RUG STORE	41 20.5	28 24.8	11 16.2	13 20.6	6 27.3	22 20.6	2 6.7	6 15.4	33 25.2	8 12.7	10 17.9	11 25.6	12 31.6
AIL ORDER	4 2.0	2 1.8	1 1.5	1 1.6	1 4.5	1 0.9	2 6.7	1 2.6	1 0.8	2 3.2	1 1.8	- -	1 2.6
EWS STAND	3 1.5	1 0.9	2 2.9	1 1.6	- -	2 1.9	1 3.3	1 2.6	1 0.8	- -	2 3.6	1 2.3	- -
ESTAURANT	1 0.5	1 0.9	- -	- -	- -	1 0.9	1 3.3	- -	- -	1 1.6	- -	- -	- -
PORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OBACCO/SMOKE SHOP	53 26.5	27 23.9	20 29.4	18 28.6	5 22.7	26 24.3	13 43.3	8 20.5	32 24.4	22 34.9	13 23.2	10 23.3	8 21.1
IRPORT/DUTY FREE SHOP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AR/CLUB	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANDY STORE	6 3.0	2 1.8	3 4.4	2 3.2	- -	4 3.7	- -	- -	6 4.6	1 1.6	2 3.6	3 7.0	- -
ONVENIENCE STORE	6 3.0	5 4.4	1 1.5	2 3.2	- -	3 2.8	2 6.7	2 5.1	2 1.5	6 9.5	- -	- -	- -
ROCERY STORE/ UPERMARKET	11 5.5	8 7.1	3 4.4	1 1.6	3 13.6	7 6.5	- -	1 2.6	10 7.6	2 3.2	4 7.1	3 7.0	2 5.3
OTEL	5 2.5	2 1.8	3 4.4	2 3.2	- -	3 2.8	1 3.3	1 2.6	3 2.3	1 1.6	2 3.6	1 2.3	1 2.6
IQUOR STORE	11 5.5	6 5.3	5 7.4	6 9.5	- -	4 3.7	4 13.3	4 10.3	3 2.3	6 9.5	4 7.1	1 2.3	- -
ALL	2 1.0	1 0.9	1 1.5	1 1.6	- -	1 0.9	- -	- -	2 1.5	1 1.6	1 1.8	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023640

:IGAR USAGE AND ATTITUDE
:IRS #94-305

12 Sep 94

'ABLE 44
!35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
ASE - total espondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ETAIL SHOP/OUTLET	2 1.0	1 0.9	1 1.5	2 3.2	- -	- -	1 3.3	- -	1 0.8	2 3.2	- -	- -	- -
ARIETY STORE	1 0.5	- -	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
HOLESALER/ ANUFACTURER FACTORY/ AREHOUSE	2 1.0	2 1.8	- -	- -	2 9.1	- -	- -	1 2.6	1 0.8	- -	1 1.8	1 2.3	- -
AS STATION	4 2.0	3 2.7	- -	2 3.2	1 4.5	1 0.9	1 3.3	2 5.1	1 0.8	2 3.2	2 3.6	- -	- -
AS A GIFT	6 3.0	3 2.7	2 2.9	- -	1 4.5	5 4.7	- -	1 2.6	5 3.8	2 3.2	1 1.8	1 2.3	2 5.3
THER	8 4.0	4 3.5	4 5.9	2 3.2	1 4.5	5 4.7	- -	3 7.7	5 3.8	2 3.2	3 5.4	1 2.3	2 5.3
ON'T KNOW	34 17.0	17 15.0	11 16.2	10 15.9	2 9.1	21 19.6	2 6.7	8 20.5	24 18.3	5 7.9	10 17.9	9 20.9	10 26.3
OTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023641

CIGAR USAGE AND ATTITUDE
GIRS #94-305

12 Sep 94

TABLE 45
Q36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
DRUG STORE	15 7.5	8 7.1	5 7.4	2 3.2	3 13.6	9 8.4	2 6.7	3 7.7	10 7.6	2 3.2	4 7.1	3 7.0	6 15.8
MAIL ORDER	6 3.0	4 3.5	1 1.5	- -	1 4.5	4 3.7	1 3.3	- -	5 3.8	3 4.8	1 1.8	1 2.3	1 2.6
NEWS STAND	6 3.0	4 3.5	2 2.9	1 1.6	2 9.1	3 2.8	- -	1 2.6	5 3.8	- -	3 5.4	1 2.3	2 5.3
RESTAURANT	20 10.0	8 7.1	10 14.7	11 17.5	2 9.1	7 6.5	3 10.0	1 2.6	16 12.2	5 7.9	5 8.9	8 18.6	2 5.3
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	32 16.0	21 18.6	10 14.7	9 14.3	4 18.2	18 16.8	3 10.0	6 15.4	23 17.6	9 14.3	8 14.3	8 18.6	7 18.4
AIRPORT/DUTY FREE SHOP	4 2.0	3 2.7	1 1.5	1 1.6	- -	3 2.8	- -	2 5.1	2 1.5	1 1.6	1 1.8	1 2.3	1 2.6
BAR/CLUB	4 2.0	2 1.8	2 2.9	2 3.2	- -	2 1.9	- -	1 2.6	3 2.3	2 3.2	- -	1 2.3	1 2.6
CANDY STORE	1 0.5	1 0.9	- -	- -	1 4.5	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
CONVENIENCE STORE	3 1.5	3 2.7	- -	1 1.6	- -	2 1.9	- -	1 2.6	2 1.5	1 1.6	- -	1 2.3	1 2.6
GROCERY STORE/ SUPERMARKET	8 4.0	6 5.3	2 2.9	3 4.8	2 9.1	3 2.8	2 6.7	1 2.6	5 3.8	5 7.9	1 1.8	1 2.3	1 2.6
HOTEL	9 4.5	6 5.3	3 4.4	5 7.9	2 9.1	2 1.9	- -	1 2.6	8 6.1	3 4.8	2 3.6	3 7.0	1 2.6
LIQUOR STORE	3 1.5	1 0.9	1 1.5	- -	- -	3 2.8	- -	1 2.6	2 1.5	1 1.6	1 1.8	1 2.3	- -
MALL	1 0.5	- -	1 1.5	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023642

IGAR USAGE AND ATTITUDE
IRS #94-305

12 Sep 94

ABLE 45
36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
ASE - total espondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ETAIL SHOP/OUTLET	3 1.5	- -	2 2.9	- -	- -	3 2.8	- -	1 2.6	2 1.5	- -	1 1.8	2 4.7	- -
ARIETY STORE	2 1.0	- -	2 2.9	- -	1 4.5	1 0.9	- -	- -	2 1.5	- -	- -	2 4.7	- -
HOLESALER/ ANUFACTURER FACTORY/ AREHOUSE	3 1.5	1 0.9	2 2.9	- -	- -	3 2.8	- -	2 5.1	1 0.8	- -	1 1.8	1 2.3	1 2.6
AS STATION	1 0.5	1 0.9	- -	- -	1 4.5	- -	- -	- -	1 0.8	- -	- -	1 2.3	- -
THER	7 3.5	5 4.4	2 2.9	3 4.8	- -	4 3.7	1 3.3	1 2.6	5 3.8	3 4.8	2 3.6	1 2.3	1 2.6
OWHERE ELSE	95 47.5	52 46.0	32 47.1	30 47.6	9 40.9	51 47.7	18 60.0	21 53.8	56 42.7	34 54.0	28 50.0	16 37.2	17 44.7
ON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTAL	223 111.5	126 111.5	78 114.7	68 107.9	28 127.3	119 111.2	30 100.0	43 110.3	150 114.5	69 109.5	59 105.4	53 123.3	42 110.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023643

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 46
Q37 : DOES THE TYPE OF RETAIL OUTLET HAVE AN IMPACT ON YOUR PERCEPTION OF THE QUALITY OF THE CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
YES	113 56.5	65 57.5	36 52.9	40 63.5	10 45.5	59 55.1	18 60.0	23 59.0	72 55.0	33 52.4	35 62.5	23 53.5	22 57.9
NO	87 43.5	48 42.5	32 47.1	23 36.5	12 54.5	48 44.9	12 40.0	16 41.0	59 45.0	30 47.6	21 37.5	20 46.5	16 42.1
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023644

:IGAR USAGE AND ATTITUDE
;IRS #94-305

12 Sep 94

'ABLE 48
!38 : ARE YOU AWARE YOU CAN PURCHASE CIGARS THROUGH MAIL ORDER?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
;ASE - total	132	75	46	46	17	65	19	29	84	47	36	32	17
'espondents not entioning mail order													
'ES	108 81.8	62 82.7	36 78.3	37 80.4	17 100.0	51 78.5	14 73.7	23 79.3	71 84.5	32 68.1	34 94.4	27 84.4	15 88.2
!O	24 18.2	13 17.3	10 21.7	9 19.6	- -	14 21.5	5 26.3	6 20.7	13 15.5	15 31.9	2 5.6	5 15.6	2 11.8
OTAL	132 100.0	75 100.0	46 100.0	46 100.0	17 100.0	65 100.0	19 100.0	29 100.0	84 100.0	47 100.0	36 100.0	32 100.0	17 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023645

IGAR USAGE AND ATTITUDE
IRS #94-305

12 Sep 94

ABLE 49
39 : HAVE YOU EVER PURCHASED CIGARS THROUGH MAIL ORDER?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
ASE - total espondents not entioning mail order nd aware you can urcahse through mail	108	62	36	37	17	51	14	23	71	32	34	27	15
ES	51 47.2	28 45.2	17 47.2	20 54.1	7 41.2	23 45.1	5 35.7	5 21.7	41 57.7	13 40.6	12 35.3	17 63.0	9 60.0
O	57 52.8	34 54.8	19 52.8	17 45.9	10 58.8	28 54.9	9 64.3	18 78.3	30 42.3	19 59.4	22 64.7	10 37.0	6 40.0
OTAL	108 100.0	62 100.0	36 100.0	37 100.0	17 100.0	51 100.0	14 100.0	23 100.0	71 100.0	32 100.0	34 100.0	27 100.0	15 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023646

IGAR USAGE AND ATTITUDE
IRS #94-305

12 Sep 94

ABLE 52
41 : HAVE YOU EVER PURCHASED CIGARS BECAUSE OF A SPECIAL PROMOTION?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
ASE - total espondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ES	106 53.0	58 51.3	38 55.9	33 52.4	11 50.0	57 53.3	11 36.7	25 64.1	70 53.4	25 39.7	39 69.6	22 51.2	20 52.6
O	94 47.0	55 48.7	30 44.1	30 47.6	11 50.0	50 46.7	19 63.3	14 35.9	61 46.6	38 60.3	17 30.4	21 48.8	18 47.4
OTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023647

:IGAR USAGE AND ATTITUDE
;IRS #94-305

12 Sep 94

'ABLE 53
!42 : WHAT TYPE OF PROMOTION?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
;ASE - total	106	58	38	33	11	57	11	25	70	25	39	22	20
'espondents have ;urchased because of 'romotion													
UY A CIGAR, GET A UTTER	5 4.7	2 3.4	2 5.3	2 6.1	1 9.1	2 3.5	- -	1 4.0	4 5.7	1 4.0	2 5.1	1 4.5	1 5.0
UY EIGHT, GET TWO REE	8 7.5	6 10.3	2 5.3	1 3.0	2 18.2	5 8.8	2 18.2	1 4.0	5 7.1	1 4.0	3 7.7	3 13.6	1 5.0
PECIAL SAMPLER ACKETS	21 19.8	14 24.1	6 15.8	5 15.2	4 36.4	12 21.1	1 9.1	4 16.0	16 22.9	4 16.0	8 20.5	5 22.7	4 20.0
ALE/DISCOUNT ON IGARS	23 21.7	12 20.7	8 21.1	9 27.3	1 9.1	10 17.5	4 36.4	3 12.0	16 22.9	6 24.0	11 28.2	5 22.7	1 5.0
ALE/DISCOUNT ON BOX/ ACKAGE	6 5.7	2 3.4	3 7.9	3 9.1	- -	3 5.3	1 9.1	1 4.0	4 5.7	2 8.0	- -	3 13.6	1 5.0
2 CIGARS FOR $10	7 6.6	2 3.4	4 10.5	3 9.1	1 9.1	3 5.3	- -	4 16.0	3 4.3	2 8.0	3 7.7	2 9.1	- -
UY THROUGH DVERTISEMENT	4 3.8	2 3.4	1 2.6	1 3.0	- -	3 5.3	- -	1 4.0	3 4.3	1 4.0	- -	- -	3 15.0
UY BOXES, GET A BOX REE	10 9.4	5 8.6	3 7.9	2 6.1	- -	7 12.3	1 9.1	2 8.0	7 10.0	2 8.0	3 7.7	- -	5 25.0
UY CIGARS, GET CIGARS REE	12 11.3	8 13.8	3 7.9	2 6.1	3 27.3	6 10.5	1 9.1	3 12.0	8 11.4	3 12.0	3 7.7	2 9.1	4 20.0
UY CIGARS, GET A UMIDOR FREE	2 1.9	1 1.7	1 2.6	1 3.0	1 9.1	- -	- -	- -	2 2.9	1 4.0	- -	- -	1 5.0
AIL-IN COUPON FOR REE/DISCOUNTED CIGARS	3 2.8	1 1.7	2 5.3	- -	- -	3 5.3	- -	2 8.0	1 1.4	1 4.0	1 2.6	- -	1 5.0
THER	11 10.4	6 10.3	5 13.2	5 15.2	1 9.1	5 8.8	1 9.1	4 16.0	6 8.6	3 12.0	5 12.8	2 9.1	1 5.0
TOTAL	112 105.7	61 105.2	40 105.3	34 103.0	14 127.3	59 103.5	11 100.0	26 104.0	75 107.1	27 108.0	39 100.0	23 104.5	23 115.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023648

CIGAR USAGE AND ATTITUDE
GIRS #94-305

12 Sep 94

TABLE 54
243A : HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED IN THE PAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
YES	55 27.5	27 23.9	24 35.3	29 46.0	5 22.7	18 16.8	16 53.3	14 35.9	25 19.1	23 36.5	21 37.5	9 20.9	2 5.3
NO	145 72.5	86 76.1	44 64.7	34 54.0	17 77.3	89 83.2	14 46.7	25 64.1	106 80.9	40 63.5	35 62.5	34 79.1	36 94.7
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023649

IGAR USAGE AND ATTITUDE
IRS #94-305

12 Sep 94

ABLE 56
44A : DO YOU FEEL THE PUBLIC'S ATTITUDE HAS CHANGED TOWARD CIGAR SMOKING IN THE PAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
ASE - total spondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ES	138 69.0	77 68.1	47 69.1	39 61.9	13 59.1	79 73.8	19 63.3	24 61.5	95 72.5	44 69.8	33 58.9	31 72.1	30 78.9
O	62 31.0	36 31.9	21 30.9	24 38.1	9 40.9	28 26.2	11 36.7	15 38.5	36 27.5	19 30.2	23 41.1	12 27.9	8 21.1
OTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023650

:IGAR USAGE AND ATTITUDE
:IRS #94-305

12 Sep 94

'ABLE 59A
!46 : HEALTH RISK RATING - SUMMARY OF TOP 2 BOX

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
ASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
ILCOHOL CONSUMPTION	20 10.0	11 9.7	9 13.2	3 4.8	1 4.5	12 11.2	5 16.7	3 7.7	12 9.2	6 9.5	8 14.3	2 4.7	4 10.5
:IGAR SMOKING	67 33.5	37 32.7	25 36.8	22 34.9	9 40.9	33 30.8	11 36.7	12 30.8	44 33.6	21 33.3	16 28.6	16 37.2	14 36.8
:IGARETTE SMOKING	10 5.0	3 2.7	6 8.8	- -	1 4.5	9 8.4	- -	1 2.6	9 6.9	1 1.6	2 3.6	2 4.7	5 13.2
AT IN DIET	17 8.5	7 6.2	6 8.8	1 1.6	2 9.1	11 10.3	3 10.0	4 10.3	10 7.6	4 6.3	4 7.1	5 11.6	4 10.5
ECOND HAND SMOKE	88 44.0	49 43.4	31 45.6	29 46.0	7 31.8	48 44.9	11 36.7	16 41.0	61 46.6	29 46.0	20 35.7	19 44.2	20 52.6
UN EXPOSURE	33 16.5	18 15.9	13 19.1	10 15.9	3 13.6	18 16.8	8 26.7	10 25.6	15 11.5	17 27.0	5 8.9	5 11.6	6 15.8

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023651

IGAR USAGE AND ATTITUDE
IRS #94-305

12 Sep 94

ABLE 59B
46 : HEALTH RISK RATING - SUMMARY OF MEANS

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
ASE - total espondents	200	113	68	63	22	107	30	39	131	63	56	43	38
LCOHOL CONSUMPTION	5.4	5.5	5.4	5.4	4.8	5.4	6.0	5.4	5.3	5.5	5.4	5.0	5.7
IGAR SMOKING	7.3	7.2	7.4	7.6	7.2	7.0	7.8	7.1	7.2	7.3	7.1	7.3	7.3
IGARETTE SMOKING	2.9	2.9	2.9	2.3	2.8	3.2	2.7	2.7	3.0	2.8	2.5	2.5	4.0
AT IN DIET	4.4	4.5	4.1	3.6	3.7	4.8	4.8	4.4	4.3	4.5	4.2	4.2	4.6
ECOND HAND SMOKE	7.3	7.3	7.4	7.1	7.0	7.4	7.1	7.4	7.3	7.2	7.0	7.4	7.7
UN EXPOSURE	5.7	5.8	5.5	5.6	5.2	5.8	6.3	6.4	5.3	6.6	5.1	5.4	5.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023652

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59C
Q46 : HEALTH RISK RATING FOR ALCOHOL CONSUMPTION

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	24 12.0	13 11.5	10 14.7	4 6.3	1 4.5	15 14.0	5 16.7	4 10.3	15 11.5	6 9.5	10 17.9	3 7.0	5 13.2
(10) ONE (NO HEALTH RISK)	14 7.0	8 7.1	6 8.8	2 3.2	1 4.5	9 8.4	3 10.0	1 2.6	10 7.6	3 4.8	6 10.7	2 4.7	3 7.9
(9) TWO	6 3.0	3 2.7	3 4.4	1 1.6	- -	3 2.8	2 6.7	2 5.1	2 1.5	3 4.8	2 3.6	- -	1 2.6
(8) THREE	14 7.0	9 8.0	4 5.9	2 3.2	5 22.7	6 5.6	2 6.7	2 5.1	10 7.6	3 4.8	3 5.4	2 4.7	6 15.8
(7) FOUR	17 8.5	14 12.4	2 2.9	8 12.7	- -	9 8.4	3 10.0	4 10.3	10 7.6	7 11.1	4 7.1	5 11.6	1 2.6
(6) FIVE	66 33.0	34 30.1	26 38.2	28 44.4	6 27.3	31 29.0	11 36.7	13 33.3	42 32.1	21 33.3	16 28.6	16 37.2	13 34.2
(5) SIX	16 8.0	9 8.0	5 7.4	6 9.5	- -	9 8.4	3 10.0	4 10.3	9 6.9	7 11.1	5 8.9	2 4.7	2 5.3
(4) SEVEN	15 7.5	8 7.1	5 7.4	3 4.8	1 4.5	11 10.3	1 3.3	3 7.7	11 8.4	8 12.7	2 3.6	4 9.3	1 2.6
(3) EIGHT	21 10.5	13 11.5	4 5.9	4 6.3	3 13.6	14 13.1	1 3.3	6 15.4	14 10.7	5 7.9	7 12.5	3 7.0	6 15.8
(2) NINE	8 4.0	6 5.3	2 2.9	3 4.8	1 4.5	3 2.8	2 6.7	1 2.6	5 3.8	3 4.8	3 5.4	- -	2 5.3
(1) TEN (EXTREME HEALTH RISK)	19 9.5	7 6.2	10 14.7	5 7.9	5 22.7	9 8.4	2 6.7	2 5.1	15 11.5	3 4.8	6 10.7	8 18.6	2 5.3
DON'T KNOW	4 2.0	2 1.8	1 1.5	1 1.6	- -	3 2.8	- -	1 2.6	3 2.3	- -	2 3.6	1 2.3	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means	5.4	5.5	5.4	5.4	4.9	5.4	6.0	5.4	5.3	5.5	5.4	5.0	5.7
Std.Dev	2.43	2.36	2.63	2.07	2.91	2.45	2.46	2.12	2.50	2.15	2.70	2.46	2.47
Std.Err	0.17	0.22	0.32	0.26	0.62	0.24	0.45	0.34	0.22	0.27	0.37	0.38	0.41

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023653

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59D
Q46 : HEALTH RISK RATING FOR CIGAR SMOKING

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	69 34.5	38 33.6	26 38.2	23 36.5	9 40.9	34 31.8	11 36.7	13 33.3	45 34.4	21 33.3	17 30.4	17 39.5	14 36.8
(10) ONE (NO HEALTH RISK)	35 17.5	18 15.9	14 20.6	10 15.9	4 18.2	20 18.7	5 16.7	5 12.8	25 19.1	9 14.3	10 17.9	7 16.3	9 23.7
(9) TWO	32 16.0	19 16.8	11 16.2	12 19.0	5 22.7	13 12.1	6 20.0	7 17.9	19 14.5	12 19.0	6 10.7	9 20.9	5 13.2
(8) THREE	37 18.5	20 17.7	12 17.6	14 22.2	2 9.1	18 16.8	10 33.3	5 12.8	22 16.8	14 22.2	10 17.9	7 16.3	6 15.8
(7) FOUR	19 9.5	15 13.3	4 5.9	5 7.9	1 4.5	12 11.2	2 6.7	3 7.7	14 10.7	6 9.5	6 10.7	2 4.7	5 13.2
(6) FIVE	44 22.0	22 19.5	15 22.1	15 23.8	6 27.3	22 20.6	4 13.3	12 30.8	28 21.4	12 19.0	16 28.6	10 23.3	6 15.8
(5) SIX	7 3.5	5 4.4	2 2.9	2 3.2	1 4.5	4 3.7	1 3.3	2 5.1	4 3.1	3 4.8	1 1.8	2 4.7	1 2.6
(4) SEVEN	10 5.0	4 3.5	6 8.8	3 4.8	1 4.5	6 5.6	1 3.3	3 7.7	6 4.6	4 6.3	2 3.6	2 4.7	2 5.3
(3) EIGHT	10 5.0	6 5.3	2 2.9	1 1.6	2 9.1	7 6.5	1 3.3	- -	9 6.9	2 3.2	2 3.6	3 7.0	3 7.9
(2) NINE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) TEN (EXTREME HEALTH RISK)	4 2.0	3 2.7	1 1.5	- -	- -	4 3.7	- -	1 2.6	3 2.3	1 1.6	2 3.6	- -	1 2.6
DON'T KNOW	2 1.0	1 0.9	1 1.5	1 1.6	- -	1 0.9	- -	1 2.6	1 0.8	- -	1 1.8	1 2.3	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev Std.Err	7.3 2.17 0.15	7.2 2.19 0.21	7.4 2.19 0.27	7.6 1.80 0.23	7.2 2.27 0.48	7.0 2.39 0.23	7.8 1.79 0.33	7.1 2.08 0.34	7.2 2.27 0.20	7.3 2.06 0.26	7.1 2.21 0.30	7.3 2.13 0.33	7.3 2.42 0.39

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023654

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59E
Q46 : HEALTH RISK RATING FOR CIGARETTE SMOKING

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	13 5.5	6 5.3	6 8.8	1 1.6	1 4.5	11 10.3	- -	2 5.1	11 8.4	1 1.6	3 5.4	2 4.7	7 18.4
(10) ONE (NO HEALTH RISK)	6 3.0	2 1.8	4 5.9	- -	1 4.5	5 4.7	- -	1 2.6	5 3.8	1 1.6	2 3.6	1 2.3	2 5.3
(9) TWO	4 2.0	1 0.9	2 2.9	- -	- -	4 3.7	- -	- -	4 3.1	- -	- -	1 2.3	3 7.9
(8) THREE	1 0.5	1 0.9	- -	- -	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
(7) FOUR	7 3.5	3 2.7	4 5.9	2 3.2	-	5 4.7	2 6.7	1 2.6	4 3.1	3 4.8	1 1.8	- -	3 7.9
(6) FIVE	11 5.5	9 8.0	1 1.5	2 3.2	4 18.2	5 4.7	- -	1 2.6	10 7.6	2 3.2	3 5.4	3 7.0	3 7.9
(5) SIX	10 5.0	8 7.1	2 2.9	4 6.3	- -	5 4.7	1 3.3	2 5.1	7 5.3	4 6.3	- -	2 4.7	4 10.5
(4) SEVEN	12 6.0	5 4.4	7 10.3	5 7.9	1 4.5	6 5.6	3 10.0	3 7.7	6 4.6	6 9.5	5 8.9	- -	1 2.6
(3) EIGHT	38 19.0	24 21.2	8 11.8	9 14.3	3 13.6	23 21.3	8 26.7	11 28.2	19 14.5	15 23.8	10 17.9	9 20.9	4 10.5
(2) NINE	26 13.0	18 15.9	5 7.4	9 14.3	2 9.1	15 14.0	4 13.3	5 12.8	17 13.0	7 11.1	7 12.5	7 16.3	5 13.2
(1) TEN (EXTREME HEALTH RISK)	82 41.0	39 34.5	35 51.5	31 49.2	11 50.0	37 34.6	11 36.7	14 35.9	57 43.5	24 38.1	27 48.2	20 46.5	11 28.9
DON'T KNOW	3 1.5	3 2.7	- -	1 1.6	- -	2 1.9	- -	1 2.6	2 1.5	- -	1 1.8	- -	2 5.3
TOTAL	200 00.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means	2.9	2.9	2.9	2.3	2.8	3.2	2.7	2.7	3.0	2.8	2.5	2.5	4.0
Std.Dev	2.34	2.14	2.73	1.68	2.50	2.59	1.95	1.96	2.53	2.06	2.13	2.16	2.99
Std.Err	0.17	0.20	0.33	0.21	0.53	0.25	0.36	0.32	0.22	0.26	0.29	0.33	0.50

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023655

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59F
Q46 : HEALTH RISK RATING FOR FAT IN THE DIET

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	19 9.5	9 8.0	6 8.8	2 3.2	2 9.1	12 11.2	3 10.0	5 12.8	11 8.4	4 6.3	5 8.9	5 11.6	5 13.2
(10) ONE (NO HEALTH RISK)	11 5.5	5 4.4	4 5.9	- -	2 9.1	8 7.5	1 3.3	2 5.1	8 6.1	2 3.2	3 5.4	2 4.7	4 10.5
(9) TWO	6 3.0	2 1.8	2 2.9	1 1.6	- -	3 2.8	2 6.7	2 5.1	2 1.5	2 3.2	1 1.8	3 7.0	- -
(8) THREE	7 3.5	4 3.5	3 4.4	3 4.8	1 4.5	3 2.8	2 6.7	- -	5 3.8	2 3.2	2 3.6	1 2.3	2 5.3
(7) FOUR	10 5.0	8 7.1	2 2.9	2 3.2	- -	8 7.5	1 3.3	2 5.1	7 5.3	4 6.3	2 3.6	1 2.3	3 7.9
(6) FIVE	28 14.0	18 15.9	8 11.8	7 11.1	2 9.1	17 15.9	4 13.3	5 12.8	19 14.5	11 17.5	6 10.7	5 11.6	6 15.8
(5) SIX	25 12.5	14 12.4	10 14.7	6 9.5	2 9.1	15 14.0	4 13.3	6 15.4	15 11.5	8 12.7	8 14.3	6 14.0	3 7.9
(4) SEVEN	28 14.0	18 15.9	7 10.3	9 14.3	2 9.1	16 15.0	5 16.7	4 10.3	19 14.5	8 12.7	10 17.9	5 11.6	5 13.2
(3) EIGHT	36 18.0	21 18.6	9 13.2	16 25.4	4 18.2	16 15.0	8 26.7	10 25.6	18 13.7	16 25.4	10 17.9	7 16.3	3 7.9
(2) NINE	15 7.5	6 5.3	8 11.8	4 6.3	3 13.6	8 7.5	1 3.3	3 7.7	11 8.4	4 6.3	4 7.1	5 11.6	2 5.3
(1) TEN (EXTREME HEALTH RISK)	32 16.0	15 13.3	15 22.1	14 22.2	6 27.3	12 11.2	2 6.7	4 10.3	26 19.8	6 9.5	9 16.1	8 18.6	9 23.7
DON'T KNOW	2 1.0	2 1.8	- -	1 1.6	-	1 0.9	- -	1 2.6	1 0.8	- -	1 1.8	- -	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means	4.4	4.5	4.1	3.6	3.7	4.8	4.9	4.4	4.3	4.5	4.2	4.2	4.6
Std.Dev	2.51	2.35	2.67	2.12	2.91	2.51	2.34	2.42	2.58	2.25	2.43	2.65	2.93
Std.Err	0.18	0.22	0.32	0.27	0.60	0.24	0.43	0.39	0.23	0.28	0.33	0.40	0.48

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023656

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59G
Q46 : HEALTH RISK RATING FOR SECOND HAND SMOKE

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	89 44.5	50 44.2	31 45.6	30 47.6	7 31.8	48 44.9	11 36.7	17 43.6	61 46.6	29 46.0	21 37.5	19 44.2	20 52.6
(10) ONE (NO HEALTH RISK)	64 32.0	37 32.7	20 29.4	18 28.6	6 27.3	37 34.6	7 23.3	14 35.9	43 32.8	18 28.6	16 28.6	15 34.9	15 39.5
(9) TWO	24 12.0	12 10.6	11 16.2	11 17.5	1 4.5	11 10.3	4 13.3	2 5.1	18 13.7	11 17.5	4 7.1	4 9.3	5 13.2
(8) THREE	22 11.0	13 11.5	8 11.8	5 7.9	3 13.6	13 12.1	5 16.7	5 12.8	12 9.2	5 7.9	9 16.1	4 9.3	4 10.5
(7) FOUR	13 6.5	9 8.0	4 5.9	2 3.2	4 18.2	7 6.5	1 3.3	5 12.8	7 5.3	3 4.8	5 8.9	3 7.0	2 5.3
(6) FIVE	21 10.5	11 9.7	8 11.8	6 9.5	1 4.5	12 11.2	4 13.3	4 10.3	13 9.9	10 15.9	4 7.1	4 9.3	3 7.9
(5) SIX	19 9.5	8 7.1	5 7.4	4 6.3	3 13.6	12 11.2	2 6.7	1 2.6	16 12.2	3 4.8	6 10.7	6 14.0	4 10.5
(4) SEVEN	17 8.5	8 7.1	8 11.8	9 14.3	2 9.1	6 5.6	5 16.7	4 10.3	8 6.1	5 7.9	4 7.1	6 14.0	2 5.3
(3) EIGHT	9 4.5	8 7.1	1 1.5	4 6.3	- -	5 4.7	1 3.3	1 2.6	7 5.3	5 7.9	3 5.4	- -	1 2.6
(2) NINE	2 1.0	1 0.9	- -	- -	1 4.5	- -	1 3.3	- -	1 0.8	1 1.6	- -	- -	1 2.6
(1) TEN (EXTREME HEALTH RISK)	8 4.0	5 4.4	3 4.4	3 4.8	1 4.5	4 3.7	- -	2 5.1	6 4.6	2 3.2	4 7.1	1 2.3	1 2.6
DON'T KNOW	1 0.5	1 0.9	- -	1 1.6	- -	- -	- -	1 2.6	- -	- -	1 1.8	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means	7.3	7.3	7.4	7.1	7.0	7.4	7.1	7.4	7.3	7.2	7.0	7.4	7.7
Std.Dev	2.67	2.74	2.58	2.82	2.70	2.58	2.50	2.67	2.72	2.70	2.81	2.52	2.62
Std.Err	0.19	0.26	0.31	0.36	0.58	0.25	0.46	0.43	0.24	0.34	0.38	0.38	0.42

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023657

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59H
Q46 : HEALTH RISK RATING FOR SUN EXPOSURE

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
TOP TWO BOX	34 17.0	19 16.8	13 19.1	11 17.5	3 13.6	18 16.8	8 26.7	11 28.2	15 11.5	17 27.0	6 10.7	5 11.6	6 15.8
(10) ONE (NO HEALTH RISK)	14 7.0	7 6.2	6 8.8	3 4.8	2 9.1	8 7.5	2 6.7	6 15.4	6 4.6	8 12.7	- -	3 7.0	3 7.9
(9) TWO	19 9.5	11 9.7	7 10.3	7 11.1	1 4.5	10 9.3	6 20.0	4 10.3	9 6.9	9 14.3	5 8.9	2 4.7	3 7.9
(8) THREE	19 9.5	14 12.4	4 5.9	4 6.3	3 13.6	10 9.3	4 13.3	4 10.3	11 8.4	8 12.7	2 3.6	5 11.6	4 10.5
(7) FOUR	18 9.0	12 10.6	4 5.9	7 11.1	2 9.1	9 8.4	1 3.3	5 12.8	12 9.2	7 11.1	4 7.1	4 9.3	3 7.9
(6) FIVE	43 21.5	26 23.0	15 22.1	11 17.5	3 13.6	29 27.1	5 16.7	5 12.8	33 25.2	11 17.5	17 30.4	9 20.9	6 15.8
(5) SIX	20 10.0	9 8.0	8 11.8	10 15.9	2 9.1	7 6.5	4 13.3	5 12.8	11 8.4	7 11.1	7 12.5	5 11.6	1 2.6
(4) SEVEN	23 11.5	10 8.8	7 10.3	6 9.5	1 4.5	14 13.1	4 13.3	4 10.3	15 11.5	5 7.9	7 12.5	5 11.6	6 15.8
(3) EIGHT	20 10.0	11 9.7	8 11.8	8 12.7	3 13.6	8 7.5	3 10.0	2 5.1	15 11.5	4 6.3	6 10.7	4 9.3	6 15.8
(2) NINE	8 4.0	4 3.5	3 4.4	2 3.2	1 4.5	5 4.7	- -	1 2.6	7 5.3	3 4.8	2 3.6	1 2.3	2 5.3
(1) TEN (EXTREME HEALTH RISK)	15 7.5	8 7.1	6 8.8	4 6.3	4 18.2	7 6.5	1 3.3	2 5.1	12 9.2	1 1.6	5 8.9	5 11.6	4 10.5
DON'T KNOW	1 0.5	1 0.9	- -	1 1.6	- -	- -	- -	1 2.6	- -	- -	1 1.8	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0
Means Std.Dev Std.Err	5.7 2.53 0.18	5.8 2.49 0.24	5.5 2.65 0.32	5.6 2.43 0.31	5.2 3.00 0.64	5.8 2.48 0.24	6.3 2.44 0.45	6.4 2.61 0.42	5.3 2.47 0.22	6.6 2.42 0.31	5.1 2.19 0.30	5.4 2.58 0.39	5.3 2.78 0.45

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023658

CIGAR USAGE . ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 60
Q47 : DO YOU OWN A HUMIDOR IN YOUR HOME?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
YES	109 54.5	53 46.9	46 67.6	34 54.0	8 36.4	64 59.8	10 33.3	20 51.3	79 60.3	26 41.3	34 60.7	23 53.5	26 68.4
NO	91 45.5	60 53.1	22 32.4	29 46.0	14 63.6	43 40.2	20 66.7	19 48.7	52 39.7	37 58.7	22 39.3	20 46.5	12 31.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023659

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 61
Q48 : AGE

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
18 - 24	6 3.0	5 4.4	1 1.5	3 4.8	2 9.1	- -	2 6.7	3 7.7	1 0.8	6 9.5	- -	- -	- -
25 - 34	57 28.5	34 30.1	18 26.5	28 44.4	4 18.2	20 18.7	20 66.7	19 48.7	18 13.7	57 90.5	- -	- -	- -
35 - 44	56 28.0	35 31.0	19 27.9	19 30.2	5 22.7	30 28.0	7 23.3	12 30.8	37 28.2	- -	56 100.0	- -	- -
45 - 54	43 21.5	16 14.2	21 30.9	9 14.3	5 22.7	29 27.1	1 3.3	4 10.3	38 29.0	- -	- -	43 100.0	- -
55 - 64	16 8.0	8 7.1	5 7.4	2 3.2	3 13.6	11 10.3	- -	- -	16 12.2	- -	- -	- -	16 42.1
65 - over	22 11.0	15 13.3	4 5.9	2 3.2	3 13.6	17 15.9	- -	1 2.6	21 16.0	- -	- -	- -	22 57.9
REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL-
UNDER PROTECTIVE ORDER
GC 023660

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TOBLE 62
Q49 : MARITAL STATUS

		INCOME		SMOKING PREF. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
SINGLE	43 21.5	28 24.8	13 19.1	24 38.1	4 18.2	13 12.1	11 36.7	13 33.3	19 14.5	28 44.4	8 14.3	4 9.3	3 7.9
MARRIED	147 73.5	80 70.8	51 75.0	38 60.3	16 72.7	87 81.3	19 63.3	22 56.4	106 80.9	33 52.4	45 80.4	37 86.0	32 84.2
DIVORCED	6 3.0	4 3.5	2 2.9	1 1.6	2 9.1	3 2.8	- -	4 10.3	2 1.5	2 3.2	3 5.4	1 2.3	- -
SEPARATED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WIDOWED	3 1.5	1 0.9	2 2.9	- -	- -	3 2.8	- -	- -	3 2.3	- -	- -	- -	3 7.9
REFUSED	1 0.5	- -	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023661

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 63
050 : OCCUPATION

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
WHITE COLLAR (NET)	121 60.5	61 54.0	50 73.5	44 69.8	12 54.5	60 56.1	19 63.3	28 71.8	74 56.5	44 69.8	40 71.4	26 60.5	11 28.9
PROFESSIONAL/TECHNICAL	44 22.0	21 18.6	19 27.9	16 25.4	4 18.2	22 20.6	6 20.0	7 17.9	31 23.7	16 25.4	12 21.4	9 20.9	7 18.4
MANAGERS/ ADMINISTRATORS	24 12.0	12 10.6	11 16.2	8 12.7	1 4.5	14 13.1	5 16.7	4 10.3	15 11.5	8 12.7	7 12.5	8 18.6	1 2.6
CLERICAL	3 1.5	3 2.7	- -	- -	- -	2 1.9	1 3.3	1 2.6	1 0.8	1 1.6	1 1.8	1 2.3	- -
SALES WORKERS	50 25.0	25 22.1	20 29.4	20 31.7	7 31.8	22 20.6	7 23.3	16 41.0	27 20.6	19 30.2	20 35.7	8 18.6	3 7.9
BLUE COLLAR (NET)	29 14.5	22 19.5	6 8.8	7 11.1	4 18.2	16 15.0	7 23.3	3 7.7	19 14.5	8 12.7	10 17.9	8 18.6	3 7.9
CRAFTSMEN	9 4.5	6 5.3	2 2.9	1 1.6	3 13.6	5 4.7	1 3.3	1 2.6	7 5.3	2 3.2	4 7.1	3 7.0	- -
OPERATIVES	3 1.5	3 2.7	- -	1 1.6	1 4.5	1 0.9	- -	- -	3 2.3	- -	1 1.8	- -	2 5.3
TRANSPORT EQUIPMENT OPERATIVES	1 0.5	1 0.9	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
LABORERS	5 2.5	4 3.5	1 1.5	2 3.2	- -	3 2.8	1 3.3	1 2.6	3 2.3	3 4.8	1 1.8	1 2.3	- -
FARMERS/FARM LABORERS	3 1.5	3 2.7	- -	1 1.6	- -	1 0.9	2 6.7	1 2.6	- -	1 1.6	2 3.6	- -	- -
SERVICE WORKERS	8 4.0	5 4.4	3 4.4	2 3.2	- -	5 4.7	3 10.0	- -	5 3.8	2 3.2	2 3.6	3 7.0	1 2.6
OTHER (NET)	50 25.0	30 26.5	12 17.6	12 19.0	6 27.3	31 29.0	4 13.3	8 20.5	38 29.0	11 17.5	6 10.7	9 20.9	24 63.2
OTHER	1 0.5	1 0.9	- -	- -	1 4.5	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -

CONFIDENTIAL UNDER PROTECTIVE ORDER
GC 023662

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 63
Q50 : OCCUPATION

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
STUDENT	2 1.0	2 1.8	- -	1 1.6	1 4.5	- -	- -	1 2.6	1 0.8	2 3.2	- -	- -	- -
HOUSEWIFE	1 0.5	- -	- -	- -	- -	- -	1 3.3	- -	- -	1 1.6	- -	- -	- -
RETIRED	26 13.0	18 15.9	4 5.9	3 4.8	3 13.6	20 18.7	- -	1 2.6	25 19.1	- -	2 3.6	1 2.3	23 60.5
REFUSED	1 0.5	- -	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 2.3	- -
SELF-EMPLOYED	19 9.5	9 8.0	8 11.8	8 12.7	1 4.5	10 9.3	2 6.7	6 15.4	11 8.4	7 11.1	4 7.1	7 16.3	1 2.6
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023663

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 64
Q51 : INCOME

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
UNDER 65,000	63 31.5	63 55.8	- -	19 30.2	10 45.5	31 29.0	10 33.3	17 43.6	36 27.5	24 38.1	20 35.7	5 11.6	14 36.8
65,000 -99,999	50 25.0	50 44.2	- -	14 22.2	6 27.3	28 26.2	8 26.7	4 10.3	38 29.0	15 23.8	15 26.8	11 25.6	9 23.7
100,000 - 199,999	52 26.0	- -	52 76.5	19 30.2	3 13.6	29 27.1	9 30.0	10 25.6	33 25.2	16 25.4	13 23.2	17 39.5	6 15.8
200,000 - over	16 8.0	- -	16 23.5	6 9.5	2 9.1	8 7.5	1 3.3	3 7.7	12 9.2	3 4.8	6 10.7	4 9.3	3 7.9
DON'T KNOW/REFUSED	19 9.5	- -	- -	5 7.9	1 4.5	11 10.3	2 6.7	5 12.8	12 9.2	5 7.9	2 3.6	6 14.0	6 15.8
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023664

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 65
Q52 : RACE

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	200	113	68	63	22	107	30	39	131	63	56	43	38
AFRO-AMERICAN	3 1.5	3 2.7	- -	1 1.6	- -	2 1.9	- -	- -	3 2.3	- -	1 1.8	1 2.3	1 2.6
WHITE	174 87.0	101 89.4	58 85.3	52 82.5	21 95.5	94 87.9	26 86.7	38 97.4	110 84.0	55 87.3	48 85.7	37 86.0	34 89.5
HISPANIC	5 2.5	4 3.5	1 1.5	2 3.2	- -	3 2.8	- -	- -	5 3.8	2 3.2	3 5.4	- -	- -
ORIENTAL	2 1.0	- -	2 2.9	2 3.2	- -	- -	2 6.7	- -	- -	2 3.2	- -	- -	- -
AMERICAN INDIAN	2 1.0	1 0.9	- -	- -	- -	2 1.9	- -	- -	2 1.5	- -	- -	1 2.3	1 2.6
ANOTHER RACE	8 4.0	3 2.7	5 7.4	3 4.8	1 4.5	3 2.8	1 3.3	1 2.6	6 4.6	3 4.8	4 7.1	1 2.3	- -
REFUSED	6 3.0	1 0.9	2 2.9	3 4.8	- -	3 2.8	1 3.3	- -	5 3.8	1 1.6	- -	3 7.0	2 5.3
TOTAL	200 100.0	113 100.0	68 100.0	63 100.0	22 100.0	107 100.0	30 100.0	39 100.0	131 100.0	63 100.0	56 100.0	43 100.0	38 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023665

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
CIGARS ONLY	144 72.0	18 81.8	5 83.3	6 75.0	34 68.0	11 78.6	70 75.3	45 80.4	46 74.2	119 74.4	96 75.6
OTHER PRODUCTS	56 28.0	4 18.2	1 16.7	2 25.0	16 32.0	3 21.4	23 24.7	11 19.6	16 25.8	41 25.6	31 24.4
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023666

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 2
Q2 : WHAT OTHER PRODUCTS DO YOU USE?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -- total respondents who use other products	56	4	1	2	16	3	23	11	16	41	31
CHEWING TOBACCO	6 10.7	- -	- -	- -	3 18.8	1 33.3	1 4.3	- -	1 6.3	6 14.6	1 3.2
CIGARETTES	23 41.1	2 50.0	- -	2 100.0	7 43.8	1 33.3	8 34.8	4 36.4	4 25.0	18 43.9	11 35.5
DIP/SNUFF	3 5.4	- -	- -	- -	2 12.5	- -	- -	- -	- -	2 4.9	2 6.5
PIPE	32 57.1	2 50.0	1 100.0	1 50.0	8 50.0	2 66.7	15 65.2	9 81.8	13 81.3	22 53.7	20 64.5
OTHER	2 3.6	- -	- -	- -	1 6.3	- -	- -	- -	- -	1 2.4	1 3.2
TOTAL	66 117.9	4 100.0	1 100.0	3 150.0	21 131.3	4 133.3	24 104.3	13 118.2	18 112.5	49 119.5	35 112.9

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023667

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

	TOTAL	BRANDS USED MOST OFTEN					BRANDS MENTIONED				
		ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	200	22	6	8	50	14	93	56	62	160	127
TASTE/FLAVOR (NET)	94 47.0	7 31.8	2 33.3	6 75.0	25 50.0	9 64.3	50 53.8	28 50.0	33 53.2	80 50.0	65 51.2
LIKE/GOOD TASTE/FLAVOR	64 32.0	5 22.7	- -	3 37.5	15 30.0	6 42.9	36 38.7	19 33.9	24 38.7	54 33.8	45 35.4
SMOOTH TASTE/FLAVOR	6 3.0	- -	1 16.7	1 12.5	2 4.0	1 7.1	3 3.2	2 3.6	3 4.8	4 2.5	5 3.9
MILD TASTE/FLAVOR	9 4.5	1 4.5	1 16.7	1 12.5	1 2.0	- -	4 4.3	3 5.4	2 3.2	8 5.0	5 3.9
RICH TASTE/FLAVOR	4 2.0	- -	- -	- -	1 2.0	2 14.3	3 3.2	2 3.6	1 1.6	3 1.9	3 2.4
GOOD/REAL TOBACCO TASTE	8 4.0	- -	- -	2 25.0	1 2.0	1 7.1	5 5.4	5 8.9	4 6.5	8 5.0	7 5.5
SWEET TASTE/FLAVOR	3 1.5	- -	- -	- -	2 4.0	- -	- -	- -	- -	2 1.3	1 0.8
SPICY TASTE/FLAVOR	2 1.0	- -	- -	- -	1 2.0	- -	2 2.2	- -	- -	2 1.3	1 0.8
TASTE BETTER THAN/ PREFER TO CIGARETTES	4 2.0	- -	- -	- -	4 8.0	- -	- -	- -	- -	4 2.5	2 1.6
UNIQUE TASTE	2 1.0	- -	- -	- -	2 4.0	- -	1 1.1	- -	1 1.6	2 1.3	2 1.6
FLAVORFUL/MORE FLAVORFUL	2 1.0	1 4.5	- -	- -	- -	- -	2 2.2	1 1.8	1 1.6	2 1.3	2 1.6
OTHER TASTE/FLAVOR COMMENTS	1 0.5	- -	- -	- -	- -	- -	1 1.1	- -	- -	1 0.6	- -
VARIETY (NET)	9 4.5	1 4.5	1 16.7	- -	4 8.0	- -	3 3.2	1 1.8	3 4.8	8 5.0	7 5.5
LIKE/GOOD VARIETY OF FLAVORS	8 4.0	1 4.5	1 16.7	- -	3 6.0	- -	3 3.2	1 1.8	3 4.8	7 4.4	6 4.7

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023668

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	200	22	6	8	50	14	93	56	62	160	127
OTHER VARIETY COMMENTS	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	1 0.8
STYLE/DESIGN (NET)	6 3.0	- -	- -	1 12.5	1 2.0	2 14.3	4 4.3	3 5.4	2 3.2	5 3.1	5 3.9
LIKE WRAPPER	3 1.5	- -	- -	1 12.5	- -	2 14.3	2 2.2	2 3.6	2 3.2	2 1.3	2 1.6
OTHER STYLE/DESIGN COMMENTS	3 1.5	- -	- -	- -	1 2.0	- -	2 2.2	1 1.8	- -	3 1.9	3 2.4
HEALTH (NET)	13 6.5	1 4.5	- -	1 12.5	- -	- -	7 7.5	2 3.6	4 6.5	11 6.9	9 7.1
HEALTHIER THAN CIGARETTES/NOT INHALE	12 6.0	1 4.5	- -	1 12.5	- -	- -	7 7.5	2 3.6	4 6.5	10 6.3	9 7.1
OTHER HEALTH COMMENTS	2 1.0	- -	- -	- -	- -	- -	1 1.1	- -	- -	2 1.3	1 0.8
QUALITY (NET)	3 1.5	- -	- -	- -	- -	2 14.3	3 3.2	3 5.4	2 3.2	3 1.9	3 2.4
LIKE CRAFTSMANSHIP/HOW MADE	3 1.5	- -	- -	- -	- -	2 14.3	3 3.2	3 5.4	2 3.2	3 1.9	3 2.4
OTHER QUALITY COMMENTS	1 0.5	- -	- -	- -	- -	1 7.1	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
CONVENIENCE (NET)	2 1.0	- -	- -	- -	1 2.0	- -	1 1.1	- -	1 1.6	2 1.3	2 1.6
OTHER CONVENIENCE COMMENTS	2 1.0	- -	- -	- -	1 2.0	- -	1 1.1	- -	1 1.6	2 1.3	2 1.6
PRICE/VALUE (NET)	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	1 0.9
OTHER PRICE/VALUE COMMENTS	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	1 0.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023669

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	200	22	6	8	50	14	93	56	62	160	127
MISCELLANEOUS (NET)	167 83.5	20 90.9	5 83.3	7 87.5	40 80.0	10 71.4	80 86.0	45 80.4	53 85.5	129 80.6	106 83.5
SOOTHING/RELAXING/ STRESS RELIEVING	91 45.5	13 59.1	5 83.3	4 50.0	20 40.0	6 42.9	49 52.7	31 55.4	33 53.2	69 43.1	59 46.5
ENJOYABLE TO SMOKE	34 17.0	6 27.3	2 33.3	1 12.5	7 14.0	1 7.1	19 20.4	13 23.2	13 21.0	27 16.9	24 18.9
PLEASURE TO SMOKE	16 8.0	2 9.1	1 16.7	- -	3 6.0	1 7.1	6 6.5	6 10.7	6 9.7	13 8.1	12 9.4
SMOKE AFTER MEAL	17 8.5	- -	1 16.7	1 12.5	6 12.0	- -	7 7.5	4 7.1	2 3.2	13 8.1	8 6.3
ALL MENTIONS OF AROMA	35 17.5	4 18.2	- -	3 37.5	8 15.0	4 28.6	19 20.4	8 14.3	10 16.1	25 15.6	22 17.3
SOCIALIZATION/SMOKE WITH FRIENDS	11 5.5	- -	1 16.7	1 12.5	3 6.0	1 7.1	9 9.7	7 12.5	4 6.5	10 6.3	8 6.3
LONG LASTING/LAST , LONGER THAN CIGARETTES	9 4.5	-	- -	- -	2 4.0	- -	6 6.5	2 3.6	1 1.6	5 3.1	5 3.9
ENJOY NICOTINE/TOBACCO HIGH	9 4.5		- -	1 12.5	3 6.0	1 7.1	3 3.2	2 3.6	1 1.6	7 4.4	6 4.7
LIKE FEELING OF CIGAR IN HAND	13 6.5		- -	- -	5 10.0	3 21.4	3 3.2	2 3.6	3 4.8	12 7.5	11 8.7
LIKE TO CHEW ON CIGAR	5 2.5		- -	- -	2 4.0	- -	- -	- -	1 1.6	3 1.9	2 1.6
FUN	2 1.0		- -	- -	- -	- -	- -	- -	1 1.6	1 0.6	- -
LIKE HOW I LIKE/LOOK HANDSOME	2 1.0	- -	- -	- -	- -	1 7.1	- -	- -	1 1.6	2 1.3	2 1.6
LIKE WATCHING THE SMOKE	5 2.5	1 4.5	- -	- -	2 4.0	- -	1 1.1	- -	2 3.2	3 1.9	4 3.1

CONFIDENTIAL-
UNDER PROTECTIVE ORDER
GC 023670

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	200	22	6	8	50	14	93	56	62	160	127
LIKE (UNSPECIFIED)	4 2.0	1 4.5	- -	- -	- -	- -	1 1.1	- -	- -	3 1.9	2 1.6
HABIT	13 6.5	1 4.5	- -	- -	3 6.0	1 7.1	3 3.2	- -	2 3.2	8 5.0	6 4.7
RELATIVE SMOKED	6 3.0	1 4.5	- -	- -	2 4.0	- -	3 3.2	1 1.8	2 3.2	4 2.5	3 2.4
KEEPS BUGS AWAY	2 1.0	- -	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	1 0.8
SMOKE ON SPECIAL OCCASION/CELEBRATION	2 1.0	- -	- -	1 12.5	1 2.0	- -	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
SMOKE WITH A DRINK/ ALCOHOL	3 1.5	- -	- -	- -	- -	- -	1 1.1	2 3.6	1 1.6	2 1.3	2 1.6
SIMILAR TO DRINKING A FINE WINE	4 2.0	- -	- -	- -	- -	- -	3 3.2	- -	2 3.2	4 2.5	3 2.4
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR/WOMEN LIKE	4 2.0	- -	- -	- -	2 4.0	- -	1 1.1	- -	1 1.6	3 1.9	3 2.4
OTHER MISCELLANEOUS COMMENTS	7 3.5	1 4.5	1 16.7	- -	1 2.0	1 7.1	3 3.2	2 3.6	1 1.6	6 3.8	6 4.7
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NO REASON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	435 217.5	39 177.3	14 233.3	21 262.5	106 212.0	35 250.0	216 232.3	123 219.6	138 222.6	344 215.0	292 229.9

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023671

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
LESS THAN ONE YEAR	2 1.0	1 4.5	- -	- -	1 2.0	- -	1 1.1	2 3.6	1 1.6	2 1.3	2 1.6
ONE - TWO YEARS	6 3.0	- -	- -	- -	2 4.0	1 7.1	3 3.2	2 3.6	2 3.2	5 3.1	2 1.6
TWO - THREE YEARS	22 11.0	4 18.2	2 33.3	2 25.0	4 8.0	1 7.1	12 12.9	16 28.6	10 16.1	18 11.3	17 13.4
THREE - FOUR YEARS	15 7.5	1 4.5	- -	- -	3 6.0	1 7.1	6 6.5	3 5.4	6 9.7	12 7.5	8 6.3
FOUR - FIVE YEARS	6 3.0	1 4.5	- -	2 25.0	1 2.0	1 7.1	3 3.2	2 3.6	2 3.2	6 3.8	4 3.1
FIVE - SIX YEARS	18 9.0	2 9.1	1 16.7	- -	5 10.0	- -	12 12.9	2 3.6	4 6.5	17 10.6	11 8.7
SIX - SEVEN YEARS	4 2.0	1 4.5	- -	- -	- -	- -	3 3.2	2 3.6	1 1.6	4 2.5	3 2.4
SEVEN - EIGHT YEARS,	5 2.5	1 4.5	- -	- -	1 2.0	- -	3 3.2	2 3.6	3 4.8	4 2.5	2 1.6
EIGHT - NINE YEARS	6 3.0	- -	2 33.3	- -	3 6.0	- -	2 2.2	3 5.4	1 1.6	5 3.1	5 3.9
NINE - TEN YEARS	1 0.5	- -	- -	- -	1 2.0	- -	1 1.1	1 1.8	- -	1 0.6	1 0.8
TEN - FIFTEEN YEARS	24 12.0	2 9.1	- -	1 12.5	5 10.0	3 21.4	15 16.1	6 10.7	9 14.5	21 13.1	19 15.0
FIFTEEN - TWENTY YEARS	12 6.0	2 9.1	- -	2 25.0	5 10.0	- -	7 7.5	4 7.1	7 11.3	11 6.9	10 7.9
TWENTY - TWENTY-FIVE YEARS	22 11.0	2 9.1	1 16.7	1 12.5	3 6.0	2 14.3	11 11.8	5 8.9	8 12.9	16 10.0	11 8.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023672

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TWENTY-FIVE - THIRTY YEARS	10 5.0	- -	- -	- -	4 8.0	3 21.4	1 1.1	1 1.8	- -	9 5.6	8 6.3
THIRTY - THIRTY-FIVE YEARS	19 9.5	3 13.6	- -	- -	4 8.0	1 7.1	8 8.6	4 7.1	5 8.1	10 6.3	10 7.9
THIRTY-FIVE - FOURTY YEARS	8 4.0	1 4.5	- -	- -	2 4.0	- -	3 3.2	- -	1 1.6	6 3.8	5 3.9
FOURTY - FOURTY-FIVE YEARS	4 2.0	- -	- -	- -	1 2.0	- -	- -	1 1.8	- -	3 1.9	3 2.4
FOURTY-FIVE - FIFTY YEARS	2 1.0	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	1 0.8
MORE THAN FIFTY YEARS	14 7.0	1 4.5	- -	- -	4 8.0	1 7.1	2 2.2	- -	2 3.2	9 5.6	5 3.9
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023673

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
THREE OR MORE TIMES A DAY	29 14.5	4 18.2	- -	- -	4 8.0	1 7.1	12 12.9	7 12.5	6 9.7	18 11.3	15 11.8
ONE TO TWO TIMES A DAY	66 33.0	9 40.9	2 33.3	1 12.5	13 26.0	6 42.9	35 37.6	19 33.9	26 41.9	58 36.3	49 38.6
FOUR TO SIX TIMES A WEEK	22 11.0	4 18.2	- -	1 12.5	3 6.0	2 14.3	12 12.9	5 8.9	7 11.3	18 11.3	16 12.6
TWO TO THREE TIMES A WEEK	47 23.5	5 22.7	4 66.7	4 50.0	14 28.0	1 7.1	24 25.8	20 35.7	16 25.8	37 23.1	34 26.8
ONCE A WEEK	15 7.5	- -	- -	1 12.5	4 8.0	2 14.3	7 7.5	1 1.8	6 9.7	10 6.3	4 3.1
ONE TO THREE TIMES A MONTH	19 9.5	- -	- -	1 12.5	10 20.0	2 14.3	3 3.2	4 7.1	1 1.6	17 10.6	8 6.3
ONE TO TWO TIMES A QUARTER	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	1 0.8
ONE TO THREE TIMES A YEAR	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	- -
LESS THAN ONE TIME A YEAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DK/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023674

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents smoking longer than two years	192	21	6	8	47	13	89	52	59	153	123
MORE	63 32.8	14 66.7	5 83.3	5 62.5	15 31.9	6 46.2	39 43.8	32 61.5	27 45.8	57 37.3	50 40.7
LESS	22 11.5	1 4.8	- -	- -	9 19.1	1 7.7	8 9.0	3 5.8	1 1.7	17 11.1	11 8.9
ABOUT THE SAME	107 55.7	6 28.6	1 16.7	3 37.5	23 48.9	6 46.2	42 47.2	17 32.7	31 52.5	79 51.6	62 50.4
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	192 100.0	21 100.0	6 100.0	8 100.0	47 100.0	13 100.0	89 100.0	52 100.0	59 100.0	153 100.0	123 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023675

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents smoking more or less than two years ago	85	15	5	5	24	7	47	35	28	74	61
THREE OR MORE TIMES A DAY	10 11.8	1 6.7	- -	- -	3 12.5	- -	2 4.3	4 11.4	- -	6 8.1	5 8.2
ONE TO TWO TIMES A DAY	9 10.6	3 20.0	- -	- -	2 8.3	- -	7 14.9	2 5.7	3 10.7	8 10.8	5 8.2
FOUR TO SIX TIMES A WEEK	6 7.1	- -	- -	- -	3 12.5	- -	3 6.4	1 2.9	1 3.6	6 8.1	6 9.8
TWO TO THREE TIMES A WEEK	16 18.8	1 6.7	1 20.0	2 40.0	2 8.3	3 42.9	9 19.1	7 20.0	9 32.1	14 18.9	13 21.3
ONCE A WEEK	14 16.5	3 20.0	4 80.0	- -	2 8.3	1 14.3	8 17.0	8 22.9	5 17.9	13 17.6	11 18.0
ONE TO THREE TIMES A MONTH	18 21.2	6 40.0	- -	2 40.0	7 29.2	1 14.3	10 21.3	6 17.1	6 21.4	15 20.3	12 19.7
ONE TO TWO TIMES A QUARTER	4 4.7	- -	- -	1 20.0	2 8.3	1 14.3	4 8.5	2 5.7	2 7.1	4 5.4	3 4.9
ONE TO THREE TIMES A YEAR	2 2.4	- -	- -	- -	1 4.2	1 14.3	1 2.1	1 2.9	- -	2 2.7	1 1.6
LESS THAN ONE TIME A YEAR	3 3.5	- -	- -	- -	2 8.3	- -	2 4.3	2 5.7	1 3.6	3 4.1	3 4.9
OTHER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DK/REFUSED	3 3.5	1 6.7	- -	- -	- -	- -	1 2.1	2 5.7	1 3.6	3 4.1	2 3.3
TOTAL	85 100.0	15 100.0	5 100.0	5 100.0	24 100.0	7 100.0	47 100.0	35 100.0	28 100.0	74 100.0	61 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023676

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ARTURO FUENTE	17 8.5	15 68.2	- -	- -	1 2.0	- -	17 18.3	3 5.4	8 12.9	12 7.5	15 11.8
ASHTON	2 1.0	- -	- -	- -	- -	1 7.1	1 1.1	2 3.6	2 3.2	2 1.3	2 1.6
AVO	8 4.0	- -	4 66.7	1 12.5	- -	- -	5 5.4	8 14.3	6 9.7	6 3.8	6 4.7
BACCARAT	1 0.5	- -	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	- -
BERING	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	- -
COHIBA	3 1.5	- -	- -	- -	1 2.0	1 7.1	2 2.2	3 5.4	1 1.6	3 1.9	2 1.6
CUESTA REY	3 1.5	- -	- -	- -	- -	- -	2 2.2	1 1.8	2 3.2	2 1.3	2 1.6
DAVIDOFF	7 3.5	- -	1 16.7	5 62.5	- -	- -	4 4.3	7 12.5	7 11.3	7 4.4	4 3.1
DON DIEGO	2 1.0	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -
DUNHILL	6 3.0	1 4.5	- -	- -	1 2.0	- -	3 3.2	1 1.8	- -	5 3.1	4 3.1
EXCALIBAR	1 0.5	- -	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	1 0.8
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	13 6.5	- -	- -	- -	1 2.0	1 7.1	7 7.5	2 3.6	4 6.5	9 5.6	8 6.3
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023677

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	5 2.5	1 4.5	-	1 12.5	-	1 7.1	3 3.2	2 3.6	3 4.8	3 1.9	5 3.9
J.R.	2 1.0	-	-	-	-	-	1 1.1	-	-	2 1.3	2 1.6
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	2 1.0	1 4.5	-	-	-	-	2 2.2	1 1.8	1 1.6	2 1.3	1 0.8
MACANUDO	61 30.5	2 9.1	-	-	36 72.0	4 28.6	21 22.6	11 19.6	9 14.5	61 38.1	42 33.1
MONTE CRISTO	-	-	-	-	-	-	-	-	-	-	-
MONTECRUZ	2 1.0	-	-	-	-	-	-	-	-	-	-
OSCAR	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	11 5.5	-	1 16.7	-	1 2.0	6 42.9	7 7.5	5 8.9	5 8.1	8 5.0	11 8.7
PLEIADES	-	-	-	-	-	-	-	-	-	-	-
PRIMO DEL REY	-	-	-	-	-	-	-	-	-	-	-
PUNCH	3 1.5	-	-	-	-	-	1 1.1	1 1.8	1 1.6	3 1.9	1 0.8
RAMON ALLONES	1 0.5	-	-	-	-	-	1 1.1	-	1 1.6	1 0.6	1 0.8

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023678

CIGAR USAGE [illegible] ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ROMEO Y JULIETA	4 2.0	- -	- -	- -	1 2.0	-	3 3.2	3 5.4	- -	4 2.5	3 2.4
ROYAL JAMICA	3 1.5	- -	- -	- -	- -	- -	- -	- -	- -	3 1.9	2 1.6
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	1 0.5	1 4.5	- -	- -	- -	- -	1 1.1	1 1.8	1 1.6	1 0.6	- -
TEMPLE HALL	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	1 0.8
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALIADOS	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	- -
ANTONIO & CLEOPATRA	3 1.5	- -	- -	- -	- -	- -	1 1.1	- -	2 3.2	2 1.3	1 0.8
CASABLANCA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	2 1.0	- -	- -	- -	- -	- -	1 1.1	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023679

CIGAR USAGE [illegible] ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
EL PRODUCTO	2 1.0	- -	- -	- -	2 4.0	- -	- -	- -	- -	2 1.3	1 0.8
GARCIA VEGA	2 1.0	- -	- -	- -	1 2.0	- -	- -	- -	- -	2 1.3	- -
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	2 1.0	1 4.5	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	1 0.8
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	1 0.5	- -	- -	- -	- -	- -	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	- -	- -	- -	- -	-	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	5 2.5	- -	- -	1 12.5	1 2.0	- -	1 1.1	1 1.8	1 1.6	1 0.6	2 1.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023680

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TIPARILLO	2 1.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	2 1.0	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -
DON'T KNOW	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NONE	2 1.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	14 7.0	- -	- -	- -	2 4.0	- -	5 5.4	3 5.4	4 6.5	10 6.3	8 6.3
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023681

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ARTURO FUENTE	36 18.0	5 22.7	3 50.0	2 25.0	7 14.0	3 21.4	36 38.7	18 32.1	16 25.8	31 19.4	29 22.8
ASHTON	15 7.5	5 22.7	- -	- -	2 4.0	2 14.3	10 10.8	5 8.9	7 11.3	13 8.1	10 7.9
AVO	18 9.0	3 13.6	1 16.7	3 37.5	3 6.0	1 7.1	11 11.8	18 32.1	11 17.7	17 10.6	15 11.8
BACCARAT	3 1.5	- -	- -	- -	3 6.0	- -	- -	1 1.8	- -	3 1.9	1 0.8
BERING	5 2.5	- -	- -	- -	2 4.0	- -	1 1.1	- -	- -	4 2.5	2 1.6
COHIBA	26 13.0	5 22.7	1 16.7	1 12.5	5 10.0	2 14.3	19 20.4	12 21.4	14 22.6	20 12.5	24 18.9
CUESTA REY	13 6.5	3 13.6	- -	1 12.5	5 10.0	- -	6 6.5	5 8.9	5 8.1	12 7.5	11 8.7
DAVIDOFF	29 14.5	5 22.7	2 33.3	3 37.5	5 10.0	1 7.1	23 24.7	17 30.4	29 46.8	23 14.4	23 18.1
DON DIEGO	12 6.0	1 4.5	- -	- -	3 6.0	2 14.3	6 6.5	3 5.4	5 8.1	12 7.5	11 8.7
DUNHILL	41 20.5	7 31.8	2 33.3	2 25.0	7 14.0	6 42.9	27 29.0	20 35.7	24 38.7	35 21.9	32 25.2
EXCALIBAR	2 1.0	- -	- -	- -	- -	2 14.3	2 2.2	1 1.8	2 3.2	2 1.3	2 1.6
GRIFFINS	3 1.5	- -	- -	1 12.5	- -	- -	2 2.2	2 3.6	3 4.8	3 1.9	2 1.6
H. UPMANN	54 27.0	8 36.4	2 33.3	4 50.0	13 26.0	7 50.0	33 35.5	23 41.1	26 41.9	45 28.1	46 36.2
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023682

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	18	4	1	-	1	3	12	10	9	16	14
	9.0	18.2	16.7	-	2.0	21.4	12.9	17.9	14.5	10.0	11.0
J.R.	6	1	-	1	1	-	3	3	3	6	4
	3.0	4.5	-	12.5	2.0	-	3.2	5.4	4.8	3.8	3.1
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	11	4	-	-	-	1	9	6	4	8	9
	5.5	18.2	-	-	-	7.1	9.7	10.7	6.5	5.0	7.1
MACANUDO	65	11	4	5	8	4	41	29	31	65	48
	32.5	50.0	66.7	62.5	16.0	28.6	44.1	51.8	50.0	40.6	37.8
MONTE CRISTO	16	3	1	1	3	2	10	7	8	14	15
	8.0	13.6	16.7	12.5	6.0	14.3	10.8	12.5	12.9	8.8	11.8
MONTECRUZ	13	1	-	-	4	2	6	4	8	12	11
	6.5	4.5	-	-	8.0	14.3	6.5	7.1	12.9	7.5	8.7
OSCAR	1	-	1	-	-	-	1	1	1	-	1
	0.5	-	16.7	-	-	-	1.1	1.8	1.6	-	0.8
PARTAGAS	67	9	4	3	12	6	41	27	29	60	67
	33.5	40.9	66.7	37.5	24.0	42.9	44.1	48.2	46.8	37.5	52.8
PLEIADES	7	2	-	-	2	1	4	3	4	7	6
	3.5	9.1	-	-	4.0	7.1	4.3	5.4	6.5	4.4	4.7
PRIMO DEL REY	2	1	-	-	1	-	1	1	2	2	2
	1.0	4.5	-	-	2.0	-	1.1	1.8	3.2	1.3	1.6
PUNCH	29	2	1	1	7	3	17	9	13	25	23
	14.5	9.1	16.7	12.5	14.0	21.4	18.3	16.1	21.0	15.6	18.1
RAMON ALLONES	1	-	-	-	-	1	-	-	-	1	1
	0.5	-	-	-	-	7.1	-	-	-	0.6	0.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023683

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ROMEO Y JULIETA	15 7.5	- -	1 16.7	2 25.0	2 4.0	2 14.3	8 8.6	7 12.5	6 9.7	12 7.5	13 10.2
ROYAL JAMICA	22 11.0	4 18.2	1 16.7	1 12.5	5 10.0	1 7.1	11 11.8	7 12.5	9 14.5	18 11.3	16 12.6
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	19 9.5	6 27.3	- -	- -	2 4.0	- -	11 11.8	2 3.6	6 9.7	15 9.4	16 12.6
TEMPLE HALL	6 3.0	- -	- -	- -	- -	2 14.3	2 2.2	3 5.4	5 8.1	6 3.8	6 4.7
THOMPSON	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	- -
ZINO	10 5.0	- -	- -	2 25.0	4 8.0	1 7.1	6 6.5	7 12.5	7 11.3	9 5.6	8 6.3
ALIADOS	2 1.0	1 4.5	- -	- -	- -	- -	2 2.2	2 3.6	2 3.2	2 1.3	2 1.6
ANTONIO & CLEOPATRA	6 3.0	- -	- -	- -	2 4.0	- -	1 1.1	- -	- -	5 3.1	3 2.4
CASABLANCA	3 1.5	1 4.5	- -	- -	- -	- -	3 3.2	1 1.8	1 1.6	3 1.9	3 2.4
CROOKS	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	2 1.0	2 9.1	- -	- -	- -	- -	2 2.2	- -	1 1.6	- -	1 0.8
DUTCH MASTERS	6 3.0	- -	- -	- -	2 4.0	- -	2 2.2	- -	1 1.6	5 3.1	2 1.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023684

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
EL PRODUCTO	2 1.0	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	1 0.8
GARCIA VEGA	12 6.0	- -	- -	- -	8 16.0	- -	2 2.2	- -	1 1.6	10 6.3	4 3.1
HAVA TAMPA	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -
LA UNICA	2 1.0	- -	- -	- -	- -	- -	2 2.2	- -	- -	2 1.3	1 0.8
LICINCIADOS	8 4.0	3 13.6	- -	- -	1 2.0	1 7.1	8 8.6	3 5.4	5 8.1	5 3.1	7 5.5
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	5 2.5	- -	1 16.7	- -	- -	1 7.1	3 3.2	2 3.6	1 1.6	5 3.1	5 3.9
ONYX	5 2.5	- -	- -	- -	1 2.0	1 7.1	2 2.2	- -	2 3.2	5 3.1	4 3.1
PHILLIES	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	- -
PAUL GAMARIAN	2 1.0	1 4.5	- -	- -	1 2.0	- -	1 1.1	2 3.6	1 1.6	2 1.3	1 0.8
PORLARRANGA	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	3 1.5	- -	- -	- -	1 2.0	- -	1 1.1	- -	- -	2 1.3	1 0.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023685

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TIPARILLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	3 1.5	- -	- -	1 12.5	- -	- -	2 2.2	2 3.6	3 4.8	3 1.9	1 0.8
WHITE OWL	9 4.5	- -	- -	- -	4 8.0	- -	2 2.2	- -	- -	5 3.1	4 3.1
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NONE	10 5.0	- -	- -	- -	4 8.0	- -	- -	- -	- -	5 3.1	1 0.8
OTHER	38 19.0	6 27.3	- -	2 25.0	9 18.0	1 7.1	18 19.4	13 23.2	12 19.4	31 19.4	26 20.5
TOTAL	688 344.0	104 472.7	26 433.3	36 450.0	143 286.0	59 421.4	410 440.9	276 492.9	317 511.3	590 368.8	535 421.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023686

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10A
Q9 : HAVE YOU HEARD OF ASHTON?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	183	17	6	8	48	11	82	49	53	145	115
YES	102 55.7	2 11.8	3 50.0	6 75.0	38 50.3	9 81.8	37 45.1	32 65.3	34 64.2	84 57.9	71 61.7
NO	37 20.2	- -	- -	- -	12 25.0	1 9.1	1 1.2	- -	- -	25 17.2	7 6.1
DON'T KNOW	44 24.0	15 88.2	3 50.0	2 25.0	8 16.7	1 9.1	44 53.7	17 34.7	19 35.8	36 24.8	37 32.2
TOTAL	183 100.0	17 100.0	6 100.0	8 100.0	48 100.0	11 100.0	82 100.0	49 100.0	53 100.0	145 100.0	115 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023687

CIGAR USAGE ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -- total respondents not aware of brands	147	2	3	6	42	11	40	35	38	117	83
YES	79 53.7	2 100.0	3 100.0	5 83.3	15 35.7	9 81.8	32 80.0	29 82.9	31 81.6	65 55.6	62 74.7
NO	60 40.8	- -	- -	1 16.7	25 59.5	1 9.1	6 15.0	3 8.6	3 7.9	44 37.6	16 19.3
DON'T KNOW	8 5.4	- -	- -	-	2 4.8	1 9.1	2 5.0	3 8.6	4 10.5	8 6.8	5 6.0
TOTAL	147 100.0	2 100.0	3 100.0	6 100.0	42 100.0	11 100.0	40 100.0	35 100.0	38 100.0	117 100.0	83 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023688

CIGAR USAGE [illegible] ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10C
Q9 : HAVE YOU HEARD OF AVO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	174	19	1	4	47	13	77	30	45	137	106
YES	77 44.3	11 57.9	1 100.0	4 100.0	14 29.8	9 69.2	51 66.2	29 96.7	35 77.8	63 46.0	61 57.5
NO	97 55.7	8 42.1	- -	- -	33 70.2	4 30.8	26 33.8	1 3.3	10 22.2	74 54.0	45 42.5
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	174 100.0	19 100.0	1 100.0	4 100.0	47 100.0	13 100.0	77 100.0	30 100.0	45 100.0	137 100.0	106 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023689

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10D
Q9 : HAVE YOU HEARD OF DAVIDOFF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	164	17	3	-	45	13	66	32	26	130	100
YES	110 67.1	15 88.2	3 100.0	-	23 51.1	11 84.6	58 87.9	31 96.9	26 100.0	93 71.5	82 82.0
NO	54 32.9	2 11.8	- -	-	22 48.9	2 15.4	8 12.1	1 3.1	- -	37 28.5	18 18.0
DON'T KNOW	- -	- -	- -	-	- -	- -	- -	- -	- -	- -	- -
TOTAL	164 100.0	17 100.0	3 100.0	-	45 100.0	13 100.0	66 100.0	32 100.0	26 100.0	130 100.0	100 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023690

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10E
Q9 : HAVE YOU HEARD OF DUNHILL?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	153	14	4	6	42	8	63	35	38	120	91
YES	136 88.9	13 92.9	3 75.0	6 100.0	40 95.2	7 87.5	61 96.8	34 97.1	37 97.4	112 93.3	88 96.7
NO	17 11.1	1 7.1	1 25.0	- -	2 4.8	1 12.5	2 3.2	1 2.9	1 2.6	8 6.7	3 3.3
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	153 100.0	14 100.0	4 100.0	6 100.0	42 100.0	8 100.0	63 100.0	35 100.0	38 100.0	120 100.0	91 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023691

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	133	14	4	4	36	6	53	31	32	106	73
YES	93 69.9	13 92.9	4 100.0	4 100.0	23 63.9	5 83.3	46 86.8	30 96.8	31 96.9	80 75.5	63 86.3
NO	40 30.1	1 7.1	- -	- -	13 36.1	1 16.7	7 13.2	1 3.2	1 3.1	26 24.5	10 13.7
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	133 100.0	14 100.0	4 100.0	4 100.0	36 100.0	6 100.0	53 100.0	31 100.0	32 100.0	106 100.0	73 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023692

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	177	17	5	7	49	10	78	44	50	141	108
YES	129 72.9	13 76.5	5 100.0	6 85.7	31 63.3	9 90.0	68 87.2	39 88.6	45 90.0	106 75.2	92 85.2
NO	48 27.1	4 23.5	- -	1 14.3	18 36.7	1 10.0	10 12.8	5 11.4	5 10.0	35 24.8	16 14.8
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	177 100.0	17 100.0	5 100.0	7 100.0	49 100.0	10 100.0	78 100.0	44 100.0	50 100.0	141 100.0	108 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023693

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10H
Q9 : HAVE YOU HEARD OF MACANUDO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	74	9	2	3	6	6	31	16	22	34	37
YES	37 50.0	2 22.2	2 100.0	3 100.0	1 16.7	3 50.0	17 54.8	12 75.0	13 59.1	15 44.1	23 62.2
NO	30 40.5	3 33.3	- -	- -	5 83.3	2 33.3	8 25.8	2 12.5	7 31.8	15 44.1	10 27.0
DON'T KNOW	7 9.5	4 44.4	- -	- -	- -	1 16.7	6 19.4	2 12.5	2 9.1	4 11.8	4 10.8
TOTAL	74 100.0	9 100.0	2 100.0	3 100.0	6 100.0	6 100.0	31 100.0	16 100.0	22 100.0	34 100.0	37 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023694

CIGAR USAGE ✓ ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 10I
Q9 : HAVE YOU HEARD OF PARTAGAS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -- total respondents not aware of brands	122	13	1	5	37	2	45	24	28	92	49
YES	43 35.2	6 46.2	1 100.0	2 40.0	6 16.2	1 50.0	18 40.0	10 41.7	13 46.4	25 27.2	18 36.7
NO	12 9.8	- -	- -	- -	- -	- -	1 2.2	- -	- -	- -	- -
DON'T KNOW	67 54.9	7 53.8	- -	3 60.0	31 83.8	1 50.0	26 57.8	14 58.3	15 53.6	67 72.8	31 63.3
TOTAL	122 100.0	13 100.0	1 100.0	5 100.0	37 100.0	2 100.0	45 100.0	24 100.0	28 100.0	92 100.0	49 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023695

CIGAR USAGE ✓ ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	FARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	FARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TASTE/FLAVOR (NET)	25 12.5	2 9.1	- -	1 12.5	8 16.0	1 7.1	11 11.8	6 10.7	10 16.1	23 14.4	19 15.0
LIKE/GOOD TASTE/FLAVOR	20 10.0	2 9.1	- -	1 12.5	6 12.0	1 7.1	10 10.8	4 7.1	7 11.3	18 11.3	15 11.8
SMOOTH TASTE/FLAVOR	3 1.5	- -	- -	- -	2 4.0	- -	- -	2 3.6	2 3.2	3 1.9	2 1.6
OTHER TASTE/FLAVOR COMMENTS	2 1.0	- -	- -	- -	- -	- -	1 1.1	- -	1 1.6	2 1.3	2 1.6
VARIETY (NET)	1 0.5	- -	- -	- -	- -	- -	1 1.1	1 1.8	- -	1 0.6	1 0.8
OTHER VARIETY COMMENTS	1 0.5	- -	- -	- -	- -	- -	1 1.1	1 1.8	- -	1 0.6	1 0.8
HEALTH (NET)	16 8.0	2 9.1	- -	1 12.5	3 6.0	- -	8 8.6	3 5.4	6 9.7	14 8.8	9 7.1
HEALTHIER THAN CIGARETTES/NOT INHALE	16 8.0	2 9.1	- -	1 12.5	3 6.0	- -	8 8.6	3 5.4	6 9.7	14 8.8	9 7.1
OTHER HEALTH COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
QUALITY (NET)	1 0.5		- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	1 0.8
OTHER QUALITY COMMENTS	1 0.5		- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	1 0.8
CONVENIENCE (NET)	5 2.5		- -	- -	2 4.0	- -	3 3.2	2 3.6	1 1.6	4 2.5	4 3.1
EASIER/MORE CONVENIENT THAN PIPE	5 2.5		- -	- -	2 4.0	- -	3 3.2	2 3.6	1 1.6	4 2.5	4 3.1
OTHER CONVENIENCE COMMENTS	- -		- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023696

CIGAR USAGE . .J ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
MISCELLANEOUS (NET)	179 89.5	20 90.9	6 100.0	8 100.0	42 84.0	11 78.6	84 90.3	48 85.7	57 91.9	140 87.5	113 89.0
SOOTHING/RELAXING/ STRESS RELIEVING	34 17.0	2 9.1	2 33.3	3 37.5	9 18.0	1 7.1	21 22.6	13 23.2	13 21.0	31 19.4	23 18.1
PEER PRESSURE/FRIEND/ ACQUAINTANCE INFLUENCE	49 24.5	4 18.2	2 33.3	1 12.5	12 24.0	1 7.1	28 30.1	13 23.2	14 22.6	41 25.6	30 23.6
FATHER/RELATIVE INFLUENCE	40 20.0	6 27.3	2 33.3	1 12.5	6 12.0	5 35.7	18 19.4	10 17.9	14 22.6	31 19.4	23 18.1
ALL MENTIONS OF AROMA	20 10.0	2 9.1	1 16.7	- -	3 6.0	2 14.3	9 9.7	6 10.7	6 9.7	17 10.6	12 9.4
KEEPS OTHER PEOPLE AWAY	5 2.5	2 9.1	- -	- -	- -	1 7.1	3 3.2	1 1.8	1 1.6	3 1.9	3 2.4
KEEPS BUGS AWAY	3 1.5	1 4.5	- -	- -	1 2.0	- -	2 2.2	2 3.6	2 3.2	2 1.3	2 1.6
ENJOY FEEL OF CIGAR, IN HAND	3 1.5	- -	- -	1 12.5	1 2.0	- -	1 1.1	1 1.8	2 3.2	3 1.9	2 1.6
ENJOY SMOKING CIGARS (UNSPECIFIED)	10 5.0	2 9.1	- -	1 12.5	- -	1 7.1	4 4.3	2 3.6	4 6.5	7 4.4	9 7.1
PLEASURABLE TO SMOKE	6 3.0	2 9.1	1 16.7	1 12.5	- -	- -	4 4.3	3 5.4	4 6.5	6 3.8	5 3.9
CURIOSITY	11 5.5	1 4.5	- -	- -	3 6.0	- -	6 6.5	3 5.4	2 3.2	10 6.3	6 4.7
ALTERNATIVE TO CIGARETTES	32 16.0	5 22.7	- -	3 37.5	9 18.0	1 7.1	15 16.1	7 12.5	13 21.0	26 16.3	23 18.1
ALTERNATIVE TO PIPE	9 4.5	- -	- -	- -	2 4.0	2 14.3	6 6.5	2 3.6	2 3.2	6 3.8	6 4.7
ALTERNATIVE TO CHEWING TOBACCO	4 2.0	- -	1 16.7	1 12.5	- -	- -	1 1.1	2 3.6	2 3.2	2 1.3	2 1.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023697

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
PLAYING CARDS/DRINKING	6 3.0	1 4.5	- -	1 12.5	3 6.0	- -	6 6.5	2 3.6	3 4.8	5 3.1	6 4.7
IMPORTANT/SUPERIOR/ SOPHISTICATED/COOL/ MACHO IMAGE/WOMEN LIKE	15 7.5	4 18.2	- -	1 12.5	4 8.0	- -	9 9.7	3 5.4	8 12.9	11 6.9	11 8.7
STARTED IN SCHOOL/ARMY	9 4.5	1 4.5	- -	1 12.5	2 4.0	1 7.1	3 3.2	1 1.8	3 4.8	4 2.5	3 2.4
SMOKE WHEN FISHING	3 1.5	1 4.5	- -	- -	1 2.0	- -	1 1.1	- -	1 1.6	2 1.3	2 1.6
ACTORS SMOKE IN MOVIES/SEE IN MEDIA	3 1.5	- -	- -	- -	- -	- -	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
SMOKE AFTER MEAL	5 2.5	- -	- -	- -	3 6.0	- -	4 4.3	1 1.8	- -	5 3.1	5 3.9
CIGAR GIVEN TO ME	5 2.5	- -	1 16.7	2 25.0	- -	1 7.1	3 3.2	4 7.1	3 4.8	2 1.3	5 3.9
LASTS LONG/LONGER THAN CIGARETTES	3 1.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	2 1.3	1 0.8
POPULAR/SOCIABLE	2 1.0	- -	-	- -	- -	- -	2 2.2	1 1.8	1 1.6	2 1.3	2 1.6
SMOKED/STARTED SMOKING CIGARETTES	4 2.0	1 4.5		- -	3 6.0	- -	1 1.1	- -	- -	3 1.9	3 2.4
HOBBY/COLLECTORS HOBBY	2 1.0	- -		- -	- -	1 7.1	2 2.2	1 1.8	1 1.6	2 1.3	2 1.6
WAS SELLING CIGARS	2 1.0	- -		-	- -	- -	- -	1 1.8	- -	2 1.3	2 1.6
LIKE ATMOSPHERE/ FEELING OF PEOPLE SMOKING	2 1.0	- -		1 12.5	1 2.0	- -	2 2.2	1 1.8	1 1.6	2 1.3	1 0.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023698

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
OTHER MISCELLANEOUS COMMENTS	7 3.5	2 9.1	- -	- -	1 2.0	- -	4 4.3	1 1.8	2 3.2	5 3.1	5 3.9
DON'T KNOW	11 5.5	1 4.5	- -	- -	5 10.0	2 14.3	5 5.4	5 8.9	1 1.6	10 6.3	8 6.3
NO REASON	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	- -
TOTAL	354 177.0	42 190.9	10 166.7	20 250.0	85 170.0	20 142.9	184 197.8	99 176.8	121 195.2	287 179.4	237 186.6

CONFIDENTIAL-
UNDER PROTECTIVE ORDER
GC 023699

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	59	14	93	56	68	160	127
ARTURO FUENTE	3 1.5	1 4.5	-	-	-	-	3 3.2	-	-	2 1.3	3 2.4
ASHTON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BACCARAT	1 0.5	- -	- -	- -	- -	- -	1 1.1	- -	- -	1 0.6	1 0.8
BERING	3 1.5	1 4.5	- -	- -	- -	1 7.1	2 2.2	1 1.8	1 1.6	1 0.6	3 2.4
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	1 0.5	- -	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	1 0.8
DAVIDOFF	2 1.0	1 4.5	- -	- -	1 2.0	- -	2 2.2	2 3.6	2 3.2	2 1.3	2 1.6
DON DIEGO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUNHILL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EXCALIBAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	4 2.0	-	-	1 12.5	-	1 7.1	3 3.2	3 5.4	1 1.6	3 1.9	3 2.4
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

39.5%
~~38%~~ FIRST CIGAR SMOKED WAS DOMESTIC

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023700

CIGAR USAGE , ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	5	-	2	-	1	1	3	2	3	4	4
	2.5	-	33.3	-	2.0	7.1	3.2	3.6	4.8	2.5	3.1
J.R.	1	-	-	-	-	-	-	-	-	1	-
	0.5	-	-	-	-	-	-	-	-	0.6	-
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
MACANUDO	26	3	1	3	11	2	14	17	8	26	17
	13.0	13.6	16.7	37.5	22.0	14.3	15.1	30.4	12.9	16.3	13.4
MONTE CRISTO	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
MONTECRUZ	2	-	-	-	-	-	1	-	1	1	1
	1.0	-	-	-	-	-	1.1	-	1.6	0.6	0.8
OSCAR	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	5	1	-	-	-	1	3	2	3	5	5
	2.5	4.5	-	-	-	7.1	3.2	3.6	4.8	3.1	3.9
PLEIADES	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PRIMO DEL REY	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PUNCH	2	-	1	-	-	1	1	1	1	1	1
	1.0	-	16.7	-	-	7.1	1.1	1.8	1.6	0.6	0.8
RAMON ALLONES	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023701

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	5	8	50	14	93	56	62	160	127
ROMEO Y JULIETA	1 0.5	- -	- -	- -	- -	- -	- -	1 1.8	1 1.6	1 0.6	1 0.8
ROYAL JAMICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	4 2.0	2 9.1	- -	- -	- -	- -	3 3.2	- -	1 1.6	3 1.9	3 2.4
TEMPLE HALL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
THOMPSON	2 1.0	- -	- -	- -	- -	- -	1 1.1	- -	- -	1 0.6	1 0.8
ZINO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	4 2.0	1 4.5	- -	- -	- -	1 7.1	3 3.2	1 1.8	1 1.6	4 2.5	3 2.4
CASABLANCA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CROOKS	2 1.0	1 4.5	- -	- -	1 2.0	- -	1 1.1	- -	1 1.6	1 0.6	2 1.6
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	2 1.0	- -	- -	- -	- -	- -	2 2.2	- -	2 3.2	2 1.2	1 0.8
DUTCH MASTERS	10 5.0	- -	- -	- -	4 8.0	- -	4 4.3	1 1.8	4 6.5	8 5.0	7 5.5

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023702

CIGAR USAGE , ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	5	8	30	14	33	56	62	160	127
EL PRODUCTO	5 2.5	- -	- -	- -	3 6.0	1 7.1	2 2.2	2 3.6	2 3.2	5 3.1	3 2.4
GARCIA VEGA	3 1.5	- -	- -	- -	2 4.0	- -	1 1.1	1 1.8	1 1.6	3 1.9	2 1.6
HAVA TAMPA	9 4.5	1 4.5	1 16.7	- -	4 8.0	1 7.1	3 3.2	3 5.4	1 1.6	9 5.6	6 4.7
LA UNICA	1 0.5	- -	- -	- -	- -	- -	- -	- -	1 1.6	1 0.6	1 0.8
LICINCIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	2 1.0	1 4.5	- -	- -	-	- -	2 2.2	1 1.8	1 1.6	2 1.3	2 1.6
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	4 2.0	1 4.5	- -	- -	-	1 7.1	1 1.1	- -	- -	3 1.9	3 2.4
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	3 1.5	1 4.5	- -	- -	1 3.0	- -	1 1.1	- -	- -	1 0.6	2 1.6
SWISHER SWEETS	17 8.5	2 9.1	- -	2 25.0	6 12.0	- -	7 7.5	4 7.1	6 9.7	13 8.1	8 6.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023703

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TIPARILLO	4 2.0	1 4.5	- -	- -	- -	- -	2 2.2	- -	1 1.6	2 1.3	1 0.8
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	11 5.5	- -	- -	- -	4 8.0	1 7.1	2 2.2	1 1.8	1 1.6	8 5.0	5 3.9
DON'T KNOW	32 16.0	3 13.6	1 16.7	2 25.0	6 12.0	1 7.1	14 15.1	8 14.3	10 16.1	23 14.4	17 13.4
NONE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	29 14.5	1 4.5	- -	- -	6 12.0	1 7.1	10 10.8	5 8.9	7 11.3	22 13.8	18 14.2
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023704

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	150	127
ARTURO FUENTE	74 37.0	17 77.3	1 16.7	4 50.0	11 22.0	8 57.1	74 79.6	26 46.4	34 54.8	61 38.1	62 48.8
ASHTON	38 19.0	6 27.3	3 50.0	1 12.5	6 12.0	4 28.6	25 26.9	19 33.9	18 29.0	36 22.5	36 28.3
AVO	49 24.5	4 18.2	5 83.3	8 100.0	9 18.0	6 42.9	32 34.4	49 87.5	29 46.8	44 27.5	40 31.5
BACCARAT	5 2.5	1 4.5	- -	- -	1 2.0	- -	4 4.3	- -	2 3.2	5 3.1	3 2.4
BERING	4 2.0	- -	- -	1 12.5	2 4.0	- -	- -	1 1.8	1 1.6	2 1.3	2 1.6
COHIBA	27 13.5	4 18.2	1 16.7	- -	6 12.0	3 21.4	18 19.4	15 26.8	11 17.7	22 13.8	23 18.1
CUESTA REY	16 8.0	3 13.6	- -	- -	2 4.0	1 7.1	13 14.0	11 19.6	8 12.9	16 10.0	15 11.8
DAVIDOFF	48 24.0	7 31.8	3 50.0	7 87.5	6 12.0	5 35.7	35 37.6	26 46.4	48 77.4	41 25.6	42 33.1
DON DIEGO	10 5.0	2 9.1	- -	- -	1 2.0	2 14.3	6 6.5	1 1.8	4 6.5	9 5.6	8 6.3
DUNHILL	44 22.0	7 31.8	- -	2 25.0	10 20.0	3 21.4	31 33.3	15 26.8	19 30.6	41 25.6	39 30.7
EXCALIBAR	7 3.5	1 4.5	- -	1 12.5	- -	1 7.1	5 5.4	2 3.6	4 6.5	5 3.1	7 5.5
GRIFFINS	10 5.0	1 4.5	3 50.0	1 12.5	1 2.0	1 7.1	8 8.6	8 14.3	7 11.3	9 5.6	9 7.1
H. UPMANN	78 39.0	12 54.5	3 50.0	3 37.5	16 32.0	6 42.9	43 46.2	27 48.2	28 45.2	54 40.0	59 46.5
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023705

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
HENRI WINTERMANS	2 1.0	1 4.5	-	-	-	-	1 1.1	1 1.8	-	2 1.3	1 0.8
HOYO DE MONTEREY	41 20.5	6 27.3	1 16.7	2 25.0	5 10.0	5 35.7	27 29.0	17 30.4	20 32.3	34 21.3	33 26.0
J.R.	14 7.0	3 13.6	-	1 12.5	3 6.0	-	8 8.6	4 7.1	5 8.1	13 8.1	11 8.7
JUEN CLEMENTE	1 0.5	-	-	-	-	1 7.1	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
LA GLORIA CUBANA	31 15.5	4 18.2	2 33.3	2 25.0	2 4.0	4 28.6	21 22.6	19 33.9	15 24.2	25 15.6	25 19.7
MACANUDO	120 60.0	11 50.0	4 66.7	3 37.5	41 82.0	6 42.9	60 64.5	36 64.3	40 64.5	120 75.0	88 69.3
MONTE CRISTO	21 10.5	3 13.6	1 16.7	1 12.5	5 10.0	3 21.4	12 12.9	10 17.9	9 14.5	19 11.9	18 14.2
MONTECRUZ	14 7.0	2 9.1	-	-	2 4.0	1 7.1	10 10.8	4 7.1	6 9.7	11 6.9	9 7.1
OSCAR	1 0.5	-	-	-	-	-	1 1.1	-	1 1.6	1 0.6	1 0.8
PARTAGAS	95 47.5	13 59.1	4 66.7	3 37.5	24 48.0	12 85.7	56 60.2	35 62.5	34 54.8	84 52.5	95 74.8
PLEIADES	11 5.5	2 9.1	-	1 12.5	4 8.0	3 21.4	7 7.5	7 12.5	8 12.9	11 6.9	10 7.9
PRIMO DEL REY	2 1.0	1 4.5	-	-	-	-	2 2.2	1 1.8	1 1.6	2 1.3	2 1.6
PUNCH	36 18.0	5 22.7	1 16.7	-	7 14.0	4 28.6	22 23.7	14 25.0	16 25.8	31 19.4	23 18.1
RAMON ALLONES	2 1.0	-	-	-	1 2.0	-	1 1.1	-	1 1.6	2 1.3	2 1.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023706

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ROMEO Y JULIETA	16 8.0	1 4.5	- -	2 25.0	3 6.0	4 28.6	11 11.8	10 17.9	8 12.9	14 8.8	14 11.0
ROYAL JAMICA	17 8.5	3 13.6	1 16.7	- -	4 8.0	1 7.1	11 11.8	6 10.7	9 14.5	15 9.4	14 11.0
SIMON BOLIVAR	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -
TE-AMO	18 9.0	5 22.7	- -	- -	2 4.0	1 7.1	14 15.1	5 8.9	8 12.9	15 9.4	18 14.2
TEMPLE HALL	11 5.5	1 4.5	- -	1 12.5	- -	1 7.1	5 5.4	6 10.7	7 11.3	10 6.3	10 7.9
THOMPSON	7 3.5	1 4.5	- -	1 12.5	2 4.0	- -	1 1.1	1 1.8	1 1.6	5 3.1	4 3.1
ZINO	17 8.5	3 13.6	2 33.3	2 25.0	4 8.0	1 7.1	13 14.0	11 19.6	12 19.4	15 9.4	16 12.6
ALIADOS	5 2.5	1 4.5	- -	- -	1 2.0	- -	3 3.2	1 1.8	1 1.6	5 3.1	4 3.1
ANTONIO & CLEOPATRA	3 1.5	- -	- -	- -	- -	- -	1 1.1	- -	- -	2 1.3	1 0.8
CASABLANCA	3 1.5	2 9.1	- -	- -	- -	- -	3 3.2	- -	2 3.2	3 1.9	2 1.6
CROOKS	1 0.5	- -	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	- -
CUBAN (NS)	2 1.0	- -	- -	- -	1 2.0	- -	1 1.1	- -	- -	1 0.6	1 0.8
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	5 2.5	- -	- -	- -	2 4.0	- -	- -	- -	- -	3 1.9	2 1.6

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023707

CIGAR USAGE , ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
EL PRODUCTO	3 1.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	2 1.3	1 0.8
GARCIA VEGA	10 5.0	- -	- -	- -	3 6.0	- -	1 1.1	- -	- -	6 3.8	2 1.6
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	4 2.0	1 4.5	- -	- -	- -	- -	4 4.3	- -	1 1.6	4 2.5	3 2.4
LICINCIADOS	3 1.5	2 9.1	- -	- -	1 2.0	- -	3 3.2	1 1.8	1 1.6	2 1.3	2 1.6
MONTE CARLO	5 2.5	- -	- -	- -	3 6.0	- -	2 2.2	1 1.8	- -	5 3.1	4 3.1
MUNI MAKERS	4 2.0	1 4.5	- -	- -	1 2.0	- -	3 3.2	2 3.6	2 3.2	3 1.9	2 1.6
NAT SHERMAN	5 2.5	1 4.5	1 16.7	- -	1 2.0	- -	4 4.3	1 1.8	2 3.2	4 2.5	5 3.9
ONYX	4 2.0	1 4.5	- -	- -	- -	- -	2 2.2	- -	2 3.2	4 2.5	3 2.4
PHILLIES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PAUL GAMARIAN	3 1.5	- -	- -	- -	1 2.0	- -	- -	1 1.8	1 1.6	3 1.9	2 1.6
PORLARRANGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	6 3.0	- -	- -	- -	1 2.0	- -	1 1.1	- -	1 1.6	4 2.5	1 0.8

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023708

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TIPARILLO	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	4 2.0	- -	- -	1 12.5	- -	- -	3 3.2	3 5.4	4 6.5	4 2.5	3 2.4
WHITE OWL	3 1.5	1 4.5	- -	- -	1 2.0	- -	1 1.1	1 1.8	1 1.6	3 1.9	2 1.6
DON'T KNOW	1 0.5	- -	- -	- -	- -	- -	- -	- -	1 1.6	- -	- -
NONE	2 1.0	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	- -
OTHER	47 23.5	4 18.2	1 16.7	2 25.0	9 18.0	1 7.1	21 22.6	9 16.1	12 19.4	38 23.8	30 23.6
TOTAL	1012 506.0	144 654.5	37 616.7	50 625.0	207 414.0	88 628.6	632 679.6	408 728.6	447 721.0	884 552.5	810 637.8

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023709

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ARTURO FUENTE	8 4.0	2 9.1	1 16.7	1 12.5	- -	- -	8 8.6	5 8.9	6 9.7	7 4.4	6 4.7
ASHTON	6 3.0	- -	- -	1 12.5	1 2.0	2 14.3	6 6.5	5 8.9	3 4.8	6 3.8	6 4.7
AVO	3 1.5	- -	- -	- -	1 2.0	1 7.1	2 2.2	3 5.4	2 3.2	3 1.9	3 2.4
BACCARAT	2 1.0	- -	1 16.7	- -	1 2.0	- -	1 1.1	2 3.6	1 1.6	1 0.6	1 0.8
BERING	4 2.0	- -	- -	- -	2 4.0	- -	3 3.2	- -	2 3.2	4 2.5	4 3.1
COHIBA	10 5.0	2 9.1	2 33.3	- -	2 4.0	3 21.4	7 7.5	6 10.7	4 6.5	9 5.6	8 6.3
CUESTA REY	7 3.5	1 4.5	1 16.7	1 12.5	1 2.0	- -	6 6.5	4 7.1	5 8.1	6 3.8	7 5.5
DAVIDOFF	6 3.0	1 4.5	- -	- -	1 2.0	- -	4 4.3	3 5.4	6 9.7	6 3.8	5 3.9
DON DIEGO	3 1.5	1 4.5	- -	- -	- -	1 7.1	2 2.2	1 1.8	- -	3 1.9	3 2.4
DUNHILL	16 8.0	1 4.5	1 16.7	1 12.5	2 4.0	2 14.3	6 6.5	5 8.9	6 9.7	12 7.5	9 7.1
EXCALIBAR	1 0.5	- -	- -	- -	- -	1 7.1	1 1.1	- -	1 1.6	1 0.6	1 0.8
GRIFFINS	4 2.0	1 4.5	- -	- -	- -	1 7.1	3 3.2	2 3.6	2 3.2	3 1.9	3 2.4
H. UPMANN	20 10.0	1 4.5	1 16.7	2 25.0	6 12.0	3 21.4	12 12.9	7 12.5	8 12.9	16 10.0	16 12.6
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023710

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -- total respondents	200	22	6	8	50	14	93	56	62	160	127
HENRI WINTERMANS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	11 5.5	1 4.5	- -	1 12.5	3 6.0	2 14.3	7 7.5	4 7.1	7 11.3	9 5.6	11 8.7
J.R.	2 1.0	- -	- -	- -	- -	1 7.1	- -	- -	1 1.6	2 1.3	2 1.6
JUEN CLEMENTE	2 1.0	- -	- -	- -	- -	- -	2 2.2	2 3.6	2 3.2	2 1.3	2 1.6
LA GLORIA CUBANA	3 1.5	- -	- -	- -	1 2.0	1 7.1	2 2.2	1 1.8	2 3.2	2 1.3	3 2.4
MACANUDO	10 5.0	1 4.5	1 16.7	1 12.5	1 2.0	1 7.1	7 7.5	4 7.1	4 6.5	10 6.3	7 5.5
MONTE CRISTO	6 3.0	1 4.5	- -	1 12.5	1 2.0	- -	4 4.3	3 5.4	3 4.8	5 3.1	4 3.1
MONTECRUZ	5 2.5	- -	- -	- -	2 4.0	2 14.3	2 2.2	2 3.6	3 4.8	5 3.1	5 3.9
OSCAR	3 1.5	- -	1 16.7	- -	- -	- -	3 3.2	2 3.6	2 3.2	2 1.3	3 2.4
PARTAGAS	13 6.5	1 4.5	1 16.7	2 25.0	3 6.0	1 7.1	11 11.8	6 10.7	7 11.3	10 6.3	13 10.2
PLEIADES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRIMO DEL REY	4 2.0	3 13.6	- -	- -	1 2.0	- -	3 3.2	- -	2 3.2	4 2.5	3 2.4
PUNCH	10 5.0	1 4.5	- -	1 12.5	2 4.0	1 7.1	5 5.4	5 8.9	5 8.1	9 5.6	7 5.5
RAMON ALLONES	1 0.5	- -	- -	- -	- -	1 7.1	- -	- -	- -	1 0.6	1 0.8

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023711

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ROMEO Y JULIETA	7 3.5	2 9.1	- -	- -	2 4.0	- -	6 6.5	3 5.4	6 9.7	7 4.4	5 3.9
ROYAL JAMICA	14 7.0	1 4.5	- -	2 25.0	4 8.0	2 14.3	9 9.7	8 14.3	10 16.1	13 8.1	11 8.7
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	7 3.5	- -	1 16.7	- -	1 2.0	1 7.1	5 5.4	4 7.1	3 4.8	6 3.8	5 3.9
TEMPLE HALL	4 2.0	- -	- -	- -	- -	1 7.1	2 2.2	2 3.6	3 4.8	4 2.5	4 3.1
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	6 3.0	1 4.5	1 16.7	- -	1 2.0	1 7.1	5 5.4	4 7.1	3 4.8	3 1.9	3 2.4
ALIADOS	2 1.0	- -	- -	- -	1 2.0	- -	1 1.1	- -	1 1.6	2 1.3	2 1.6
ANTONIO & CLEOPATRA	4 2.0	1 4.5	- -	- -	2 4.0	- -	2 2.2	- -	- -	2 1.3	2 1.6
CASABLANCA	1 0.5	- -	- -	1 12.5	- -	- -	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
CROOKS	1 0.5	- -	- -	- -	1 2.0	- -	1 1.1	1 1.8	- -	1 0.6	1 0.8
CUBAN (NS)	3 1.5	1 4.5	- -	- -	1 2.0	- -	1 1.1	1 1.8	1 1.6	3 1.9	- -
DON THOMAS	3 1.5	1 4.5	- -	- -	- -	- -	2 2.2	2 3.6	1 1.6	2 1.3	2 1.6
DUTCH MASTERS	10 5.0	- -	- -	- -	5 10.0	- -	3 3.2	1 1.8	3 4.8	8 5.0	6 4.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023712

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
EL PRODUCTO	5 2.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	2 1.3	2 1.6
GARCIA VEGA	9 4.5	2 9.1	1 16.7	- -	4 8.0	- -	5 5.4	2 3.6	5 8.1	9 5.6	6 4.7
HAVA TAMPA	3 1.5	- -	1 16.7	- -	1 2.0	- -	1 1.1	2 3.6	1 1.6	2 1.3	2 1.6
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	2 1.0	- -	- -	- -	1 2.0	1 7.1	2 2.2	- -	1 1.6	1 0.6	1 0.8
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	1 0.5	- -	- -	- -	- -	- -	- -	1 1.8	1 1.6	1 0.6	1 0.8
ONYX	1 0.5	- -	- -	- -	- -	- -	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
PHILLIES	2 1.0	- -	- -	- -	2 4.0	- -	- -	- -	- -	2 1.3	- -
PAUL GAMARIAN	1 0.5	- -	- -	1 12.5	- -	- -	1 1.1	1 1.8	1 1.6	1 0.6	- -
PORLARRANGA	2 1.0	- -	- -	- -	- -	- -	2 2.2	- -	1 1.6	2 1.3	2 1.6
ROBERT BURNS	1 0.5	1 4.5	- -	- -	- -	- -	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
SWISHER SWEETS	6 3.0	- -	- -	- -	1 2.0	1 7.1	2 2.2	1 1.8	3 4.8	5 3.1	4 3.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023713

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TIPARILLO	1 0.5	- -	- -	1 12.5	- -	- -	- -	1 1.8	1 1.6	- -	1 0.8
TROYA	2 1.0	2 9.1	- -	- -	- -	- -	2 2.2	1 1.8	1 1.6	1 0.6	1 0.8
WHITE OWL	9 4.5	- -	- -	- -	3 6.0	1 7.1	2 2.2	2 3.6	4 6.5	8 5.0	7 5.5
DON'T KNOW	20 10.0	1 4.5	- -	- -	8 16.0	1 7.1	8 8.6	4 7.1	4 6.5	15 9.4	11 8.7
NONE	49 24.5	4 18.2	1 16.7	1 12.5	10 20.0	3 21.4	19 20.4	12 21.4	9 14.5	36 22.5	28 22.0
OTHER	35 17.5	5 22.7	1 16.7	1 12.5	8 16.0	2 14.3	15 16.1	11 19.6	14 22.6	29 18.1	20 15.7
TOTAL	371 185.5	40 181.8	16 266.7	19 237.5	88 176.0	38 271.4	206 221.5	139 248.2	164 264.5	306 191.3	263 207.1

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023714

CIGAR USAGE .J ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ARTURO FUENTE	9 4.5	7 31.8	- -	- -	- -	- -	9 9.7	1 1.8	4 6.5	6 3.8	6 4.7
ASHTON	4 2.0	1 4.5	- -	- -	1 2.0	1 7.1	3 3.2	1 1.8	2 3.2	4 2.5	2 1.6
AVO	5 2.5	- -	4 66.7	- -	- -	- -	2 2.2	5 8.9	3 4.8	5 3.1	4 3.1
BACCARAT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BERING	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
COHIBA	17 8.5	5 22.7	1 16.7	- -	3 6.0	2 14.3	12 12.9	7 12.5	7 11.3	14 8.8	16 12.6
CUESTA REY	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DAVIDOFF	17 8.5	2 9.1	- -	6 75.0	- -	2 14.3	13 14.0	9 16.1	17 27.4	14 8.8	11 8.7
DON DIEGO	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -
DUNHILL	5 2.5	1 4.5	- -	- -	1 2.0	- -	2 2.2	2 3.6	1 1.6	3 1.9	3 2.4
EXCALIBAR	1 0.5	- -	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	1 0.8
GRIFFINS	1 0.5	- -	- -	- -	- -	- -	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
H. UPMANN	13 6.5	- -	- -	- -	1 2.0	1 7.1	6 6.5	2 3.6	1 1.6	10 6.3	8 6.3
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023715

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	5	8	50	14	93	56	62	160	127
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	3	-	1	-	-	-	2	2	3	2	3
	1.5	-	16.7	-	-	-	2.2	3.6	4.8	1.3	2.4
J.R.	3	-	-	-	-	-	1	-	1	2	2
	1.5	-	-	-	-	-	1.1	-	1.6	1.3	1.6
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	4	-	-	-	-	-	3	4	2	3	3
	2.0	-	-	-	-	-	3.2	7.1	3.2	1.9	2.4
MACANUDO	45	2	-	-	32	1	11	5	5	45	26
	22.5	9.1	-	-	64.0	7.1	11.8	8.9	8.1	28.1	20.5
MONTE CRISTO	7	-	-	-	3	1	2	3	2	7	5
	3.5	-	-	-	6.0	7.1	2.2	5.4	3.2	4.4	3.9
MONTECRUZ	1	-	-	-	-	1	1	1	-	1	1
	0.5	-	-	-	-	7.1	1.1	1.8	-	0.6	0.8
OSCAR	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	14	1	-	1	3	5	7	3	2	9	14
	7.0	4.5	-	12.5	6.0	35.7	7.5	5.4	3.2	5.6	11.0
PLEIADES	1	-	-	-	-	-	1	-	1	1	1
	0.5	-	-	-	-	-	1.1	-	1.6	0.6	0.8
PRIMO DEL REY	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PUNCH	3	-	-	-	-	-	2	1	1	2	2
	1.5	-	-	-	-	-	2.2	1.8	1.6	1.3	1.6
RAMON ALLONES	1	-	-	-	-	-	1	-	1	1	1
	0.5	-	-	-	-	-	1.1	-	1.6	0.6	0.8

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023716

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ROMEO Y JULIETA	7 3.5	- -	- -	1 12.5	3 6.0	- -	4 4.3	3 5.4	2 3.2	6 3.8	5 3.9
ROYAL JAMICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TEMPLE HALL	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	1 0.8
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALIADOS	2 1.0	- -	- -	- -	- -	- -	1 1.1	1 1.8	1 1.6	2 1.3	2 1.6
ANTONIO & CLEOPATRA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CASABLANCA	1 0.5	- -	- -	- -	- -	- -	- -	- -	1 1.6	1 0.6	1 0.8
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (NS)	5 2.5	1 4.5	- -	- -	- -	- -	1 1.1	1 1.8	1 1.6	2 1.3	- -
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	2 1.0	- -	- -	- -	- -	- -	1 1.1	- -	- -	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023717

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
EL PRODUCTO	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
GARCIA VEGA	1	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-
HAVA TAMPA	1	-	-	-	1	-	-	-	-	1	-
	0.5	-	-	-	2.0	-	-	-	-	0.6	-
LA UNICA	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
LICINCIADOS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
MONTE CARLO	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
MUNI MAKERS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
NAT SHERMAN	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
ONYX	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PHILLIES	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PAUL GAMARIAN	1	-	-	-	-	-	-	-	-	1	1
	0.5	-	-	-	-	-	-	-	-	0.6	0.8
PORLARRANGA	1	-	-	-	-	-	1	-	-	1	-
	0.5	-	-	-	-	-	1.1	-	-	0.6	-
ROBERT BURNS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
SWISHER SWEETS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL-
UNDER PROTECTIVE ORDER
GC 023718

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TIPARILLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	3 1.5	- -	- -	- -	- -	- -	1 1.1	1 1.8	- -	2 1.3	1 0.8
NONE	6 3.0	- -	- -	- -	1 2.0	- -	1 1.1	1 1.8	- -	3 1.9	1 0.8
OTHER	11 5.5	2 9.1	- -	- -	1 2.0	- -	3 3.2	2 3.6	2 3.2	8 5.0	5 3.9
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023719

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents minus none/dk	191	22	6	8	49	14	91	54	62	155	125
YES	90 47.1	7 31.8	4 66.7	6 75.0	31 63.3	5 35.7	36 39.6	22 40.7	25 40.3	72 46.5	53 42.4
NO	101 52.9	15 68.2	2 33.3	2 25.0	18 36.7	9 64.3	55 60.4	32 59.3	37 59.7	83 53.5	72 57.6
TOTAL	191 100.0	22 100.0	6 100.0	8 100.0	49 100.0	14 100.0	91 100.0	54 100.0	62 100.0	155 100.0	125 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023720

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	101	15	2	2	18	9	55	32	37	83	72
ARTURO FUENTE	15 14.9	15 100.0	- -	- -	- -	- -	15 27.3	4 12.5	7 18.9	13 15.7	11 15.3
ASHTON	1 1.0	- -	- -	- -	- -	- -	- -	1 3.1	1 2.7	1 1.2	1 1.4
AVO	2 2.0	- -	2 100.0	- -	- -	- -	1 1.8	2 6.3	1 2.7	1 1.2	2 2.8
BACCARAT	1 1.0	- -	- -	- -	- -	- -	- -	- -	- -	1 1.2	1 1.4
BERING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	1 1.0	- -	- -	- -	- -	- -	1 1.8	1 3.1	1 2.7	1 1.2	1 1.4
DAVIDOFF	2 2.0	- -	- -	2 100.0	- -	- -	1 1.8	2 6.3	2 5.4	1 1.2	2 2.8
DON DIEGO	1 1.0	- -	- -	- -	- -	- -	1 1.8	- -	1 2.7	1 1.2	1 1.4
DUNHILL	2 2.0	- -	- -	- -	- -	- -	1 1.8	- -	- -	2 2.4	1 1.4
EXCALIBAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	3 3.0	- -	- -	- -	- -	- -	1 1.8	- -	2 5.4	- -	1 1.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023721

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	101	15	2	2	18	9	55	32	37	83	72
HAMLET	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	3	-	-	-	-	-	1	1	-	3	1
	3.0	-	-	-	-	-	1.8	3.1	-	3.6	1.4
J.R.	2	-	-	-	-	-	1	-	1	2	2
	2.0	-	-	-	-	-	1.8	-	2.7	2.4	2.8
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	1	-	-	-	-	-	1	-	-	1	1
	1.0	-	-	-	-	-	1.8	-	-	1.2	1.4
MACANUDO	18	-	-	-	18	-	8	6	5	18	13
	17.8	-	-	-	100.0	-	14.5	18.8	13.5	21.7	18.1
MONTE CRISTO	1	-	-	-	-	-	1	-	-	1	1
	1.0	-	-	-	-	-	1.8	-	-	1.2	1.4
MONTECRUZ	3	-	-	-	-	-	-	1	-	1	1
	3.0	-	-	-	-	-	-	3.1	-	1.2	1.4
OSCAR	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	9	-	-	-	-	9	6	5	4	7	9
	8.9	-	-	-	-	100.0	10.9	15.6	10.8	8.4	12.5
PLEIADES	1	-	-	-	-	-	-	1	1	1	1
	1.0	-	-	-	-	-	-	3.1	2.7	1.2	1.4
PRIMO DEL REY	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023722

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	101	15	2	2	18	9	55	32	37	83	72
PUNCH	1 1.0	- -	- -	- -	- -	- -	1 1.8	- -	- -	1 1.2	- -
RAMON ALLONES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROMEO Y JULIETA	1 1.0	- -	- -	- -	- -	- -	- -	1 3.1	1 2.7	1 1.2	1 1.4
ROYAL JAMICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	1 1.0	- -	- -	- -	- -	- -	1 1.8	- -	1 2.7	1 1.2	1 1.4
TEMPLE HALL	1 1.0	- -	- -	- -	- -	- -	- -	- -	1 2.7	1 1.2	1 1.4
THOMPSON	1 1.0	- -	- -	- -	- -	- -	- -	- -	- -	1 1.2	1 1.4
ZINO	1 1.0	- -	- -	- -	- -	- -	- -	1 3.1	1 2.7	1 1.2	1 1.4
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	2 2.0	- -	- -	- -	- -	- -	1 1.8	- -	- -	1 1.2	- -
CASABLANCA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023723

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	101	15	2	2	19	9	55	32	37	83	72
CUBAN (NS)	-	-	-	-	-	-	-	-	-	-	-
DON THOMAS	-	-	-	-	-	-	-	-	-	-	-
DUTCH MASTERS	-	-	-	-	-	-	-	-	-	-	-
EL PRODUCTO	-	-	-	-	-	-	-	-	-	-	-
GARCIA VEGA	2 2.0	-	-	-	-	-	-	-	-	2 2.4	-
HAVA TAMPA	-	-	-	-	-	-	-	-	-	-	-
LA UNICA	3 3.0	-	-	-	-	-	2 3.6	-	1 2.7	3 3.6	2 2.8
LICINCIADOS	-	-	-	-	-	-	-	-	-	-	-
MONTE CARLO	2 2.0	-	-	-	-	-	1 1.8	-	-	2 2.4	1 1.4
MUNI MAKERS	1 1.0	-	-	-	-	-	-	-	-	-	-
NAT SHERMAN	1 1.0	-	-	-	-	-	1 1.8	-	-	1 1.2	1 1.4
ONYX	-	-	-	-	-	-	-	-	-	-	-
PHILLIES	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023724

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	101	15	2	2	18	9	55	32	37	83	72
PAUL GAMARIAN	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PORLARRANGA	1	-	-	-	-	-	1	1	-	1	1
	1.0	-	-	-	-	-	1.8	3.1	-	1.2	1.4
ROBERT BURNS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
SWISHER SWEETS	1	-	-	-	-	-	-	-	-	-	1
	1.0	-	-	-	-	-	-	-	-	-	1.4
TIPARILLO	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
TROYA	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
WHITE OWL	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW	2	-	-	-	-	-	-	-	-	1	1
	2.0	-	-	-	-	-	-	-	-	1.2	1.4
NONE	5	-	-	-	-	-	3	4	2	4	5
	5.0	-	-	-	-	-	5.5	12.5	5.4	4.8	6.9
OTHER	9	-	-	-	-	-	5	1	4	7	5
	8.9	-	-	-	-	-	9.1	3.1	10.8	8.4	6.9
TOTAL	101	15	2	2	18	9	55	32	37	83	72
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023725

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
CHURCHILL	46 23.0	6 27.3	3 50.0	2 25.0	12 24.0	2 14.3	22 23.7	13 23.2	15 24.2	42 26.3	28 22.0
DOUBLE CORONA	27 13.5	7 31.8	1 16.7	2 25.0	3 6.0	2 14.3	15 16.1	12 21.4	10 16.1	22 13.8	20 15.7
CORONA	37 18.5	- -	- -	1 12.5	11 22.0	3 21.4	13 14.0	6 10.7	6 9.7	26 16.3	17 13.4
ROBUSTO	22 11.0	3 13.6	- -	2 25.0	2 4.0	3 21.4	17 18.3	9 16.1	14 22.6	20 12.5	19 15.0
PETIT CORONA	19 9.5	3 13.6	1 16.7	- -	8 16.0	- -	9 9.7	2 3.6	5 8.1	14 8.8	13 10.2
LONSDALE#1	15 7.5	2 9.1	- -	1 12.5	1 2.0	1 7.1	7 7.5	5 8.9	7 11.3	9 5.6	9 7.1
PANATELLA	11 5.5	- -	- -	- -	3 6.0	- -	2 2.2	2 3.6	- -	7 4.4	5 3.9
CIGARILLO	4 2.0	- -	- -	- -	3 6.0	- -	2 2.2	- -	- -	3 1.9	2 1.6
DON'T KNOW	8 4.0	- -	1 16.7	- -	1 2.0	1 7.1	1 1.1	4 7.1	1 1.6	8 5.0	6 4.7
OTHER	11 5.5	1 4.5	- -	- -	6 12.0	2 14.3	5 5.4	3 5.4	4 6.5	9 5.6	8 6.3
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023726

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents smoking more than two years	192	21	6	8	47	13	89	52	59	153	123
YES	76 39.6	11 52.4	4 66.7	6 75.0	11 23.4	4 30.8	42 47.2	32 61.5	31 52.5	66 43.1	58 47.2
NO	116 60.4	10 47.6	2 33.3	2 25.0	36 76.6	9 69.2	47 52.8	20 38.5	28 47.5	87 56.9	65 52.8
TOTAL	192 100.0	21 100.0	6 100.0	8 100.0	47 100.0	13 100.0	89 100.0	52 100.0	59 100.0	153 100.0	123 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023727

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	76	11	4	6	11	4	42	32	31	66	58
ARTURO FUENTE	1 1.3	- -	- -	- -	- -	- -	1 2.4	- -	- -	1 1.5	- -
ASHTON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BACCARAT	1 1.3	- -	- -	- -	- -	- -	1 2.4	- -	- -	1 1.5	1 1.7
BERING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DAVIDOFF	1 1.3	- -	- -	- -	1 9.1	- -	1 2.4	1 3.1	1 3.2	1 1.5	1 1.7
DON DIEGO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUNHILL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EXCALIBAR	1 1.3	- -	- -	- -	- -	- -	1 2.4	- -	- -	1 1.5	1 1.7
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	5 6.6	1 9.1	- -	1 16.7	- -	- -	3 7.1	2 6.3	3 9.7	5 7.6	5 8.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023728

CIGAR USAGE / ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	76	11	4	6	11	4	42	32	31	66	58
HAMLET	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	2	-	-	1	-	1	1	1	2	1	2
	2.6	-	-	16.7	-	25.0	2.4	3.1	6.5	1.5	3.4
J.R.	1	-	-	-	-	-	1	1	1	1	1
	1.3	-	-	-	-	-	2.4	3.1	3.2	1.5	1.7
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	1	-	-	-	-	1	-	1	-	1	1
	1.3	-	-	-	-	25.0	-	3.1	-	1.5	1.7
MACANUDO	16	1	1	3	-	1	10	14	10	16	14
	21.1	9.1	25.0	50.0	-	25.0	23.8	43.8	32.3	24.2	24.1
MONTE CRISTO	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
MONTECRUZ	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
OSCAR	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	7	1	3	-	-	-	4	3	4	6	7
	9.2	9.1	75.0	-	-	-	9.5	9.4	12.9	9.1	12.1
PLEIADES	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PRIMO DEL REY	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023729

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	76	11	4	6	11	4	42	32	31	66	58
PUNCH	2 2.6	- -	- -	- -	- -	- -	- -	1 3.1	- -	2 3.0	2 3.4
RAMON ALLONES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROMEO Y JULIETA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROYAL JAMICA	1 1.3	- -	- -	- -	- -	1 25.0	- -	- -	- -	1 1.5	1 1.7
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	3 3.9	1 9.1	- -	- -	1 9.1	- -	1 2.4	- -	- -	2 3.0	2 3.4
TEMPLE HALL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	1 1.3	- -	- -	- -	- -	- -	- -	- -	- -	1 1.5	1 1.7
CASABLANCA	2 2.6	2 18.2	- -	- -	- -	- -	2 4.8	- -	2 6.5	2 3.0	2 3.4
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023730

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	76	11	4	6	11	4	42	32	31	66	58
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EL PRODUCTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GARCIA VEGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	1 1.3	- -	- -	- -	1 9.1	- -	- -	- -	- -	1 1.5	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023731

CIGAR USAGE . . ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	76	11	4	6	11	4	42	32	31	66	58
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	2 2.6	1 9.1	- -	- -	1 9.1	- -	2 4.8	- -	- -	1 1.5	2 3.4
TIPARILLO	1 1.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	1 1.3	- -	- -	- -	- -	- -	1 2.4	1 3.1	1 3.2	1 1.5	1 1.7
WHITE OWL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	9 11.8	3 27.3	- -	- -	3 27.3	- -	6 14.3	1 3.1	1 3.2	8 12.1	6 10.3
NONE	6 7.9	1 9.1	- -	- -	2 18.2	- -	2 4.8	3 9.4	2 6.5	5 7.6	4 6.9
OTHER	11 14.5	- -	- -	1 16.7	2 18.2	- -	5 11.9	3 9.4	4 12.9	8 12.1	4 6.9
TOTAL	76 100.0	11 100.0	4 100.0	6 100.0	11 100.0	4 100.0	42 100.0	32 100.0	31 100.0	66 100.0	58 100.0

CONFIDENTIAL-
UNDER PROTECTIVE ORDER
GC 023732

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
SAME BRAND/DIFFERENT SIZE	89 44.5	6 27.3	5 83.3	5 62.5	26 52.0	3 21.4	38 40.9	28 50.0	25 40.3	72 45.0	60 47.2
DIFFERENT BRAND/SAME SIZE	94 47.0	13 59.1	1 16.7	2 25.0	23 46.0	10 71.4	44 47.3	24 42.9	32 51.6	79 49.4	56 44.1
DON'T KNOW	17 8.5	3 13.6	- -	1 12.5	1 2.0	1 7.1	11 11.8	4 7.1	5 8.1	9 5.6	11 8.7
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

1. AVO, DAVIDOFF LOYALTY
2. FUENTE LESS LOYAL
3. PARTAGAS SMOKERS NOT LOYAL
4. MACANUDO SMOKERS [illegible]

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023733

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

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

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ONE	5 2.5	- -	- -	- -	1 2.0	- -	2 2.2	4 7.1	1 1.6	5 3.1	4 3.1
TWO	8 4.0	- -	- -	1 12.5	2 4.0	1 7.1	2 2.2	2 3.6	3 4.8	6 3.8	4 3.1
THREE	7 3.5	1 4.5	- -	- -	1 2.0	- -	5 5.4	1 1.8	3 4.8	6 3.8	6 4.7
FOUR	12 6.0	2 9.1	2 33.3	1 12.5	3 6.0	1 7.1	7 7.5	7 12.5	5 8.1	10 6.3	6 4.7
FIVE	28 14.0	3 13.6	- -	2 25.0	5 10.0	3 21.4	12 12.9	9 16.1	10 16.1	22 13.8	17 13.4
SIX	10 5.0	3 13.6	- -	1 12.5	3 6.0	- -	6 6.5	4 7.1	4 6.5	9 5.6	7 5.5
SEVEN	23 11.5	4 18.2	- -	1 12.5	8 16.0	2 14.3	16 17.2	3 5.4	5 8.1	19 11.9	20 15.7
EIGHT	27 13.5	4 18.2	1 16.7	- -	6 12.0	2 14.3	12 12.9	7 12.5	7 11.3	19 11.9	20 15.7
NINE	14 7.0	1 4.5	- -	- -	6 12.0	1 7.1	6 6.5	1 1.8	3 4.8	12 7.5	8 6.3
TEN	58 29.0	4 18.2	3 50.0	2 25.0	14 28.0	3 21.4	19 20.4	13 23.2	17 27.4	44 27.5	28 22.0
DON'T KNOW	8 4.0	- -	- -	- -	1 2.0	1 7.1	6 6.5	5 8.9	4 6.5	8 5.0	7 5.5
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

AVO SMOKERS VERY LOYAL

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023734

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31A
Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
PRICE	93 46.5	8 36.4	1 16.7	1 12.5	22 44.0	7 50.0	41 44.1	21 37.5	30 48.4	70 43.8	61 48.0
BRAND IMAGE	30 15.0	2 9.1	3 50.0	- -	8 16.0	2 14.3	12 12.9	8 14.3	5 8.1	23 14.4	17 13.4
TASTE	192 96.0	22 100.0	6 100.0	8 100.0	48 96.0	13 92.9	93 100.0	56 100.0	62 100.0	154 96.3	126 99.2
FULL-BODIED	155 77.5	15 68.2	4 66.7	5 62.5	38 76.0	12 85.7	73 78.5	38 67.9	44 71.0	124 77.5	100 78.7
MILDNESS	130 65.0	15 68.2	5 83.3	4 50.0	35 70.0	7 50.0	54 58.1	30 53.6	36 58.1	101 63.1	75 59.1
THE CIGAR LENGTH	93 46.5	12 54.5	2 33.3	1 12.5	27 54.0	11 78.6	47 50.5	23 41.1	27 43.5	77 48.1	57 44.9
THE CIGAR DIAMETER	114 57.0	14 63.6	3 50.0	4 50.0	25 50.0	11 78.6	57 61.3	36 64.3	40 64.5	92 57.5	78 61.4
AROMA	147 73.5	14 63.6	4 66.7	7 87.5	40 80.0	8 57.1	65 69.9	40 71.4	45 72.6	117 73.1	90 70.9
LIGHT BROWN COLOR OF CIGAR	64 32.0	6 27.3	3 50.0	3 37.5	20 40.0	4 28.6	31 33.3	17 30.4	20 32.3	54 33.8	44 34.6
DARK BROWN COLOR OF CIGAR	62 31.0	10 45.5	1 16.7	3 37.5	13 26.0	7 50.0	31 33.3	18 32.1	15 24.2	50 31.3	47 37.0
GREEN COLOR OF CIGAR	46 23.0	1 4.5	2 33.3	1 12.5	17 34.0	3 21.4	17 18.3	9 16.1	9 14.5	40 25.0	32 25.2

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023735

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31A
Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
MADURA COLOR OF CIGAR	74 37.0	9 40.9	2 33.3	2 25.0	18 36.0	7 50.0	35 37.6	21 37.5	23 37.1	63 39.4	59 46.5
RECOMMENDATION BY FRIEND	65 32.5	5 22.7	3 50.0	4 50.0	18 36.0	4 28.6	25 26.9	14 25.0	17 27.4	53 33.1	37 29.1
RECOMMENDATION BY TOBACCONIST	70 35.0	3 13.6	2 33.3	3 37.5	22 44.0	5 35.7	30 32.3	20 35.7	21 33.9	56 35.0	38 29.9
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	106 53.0	14 63.6	4 66.7	5 62.5	23 46.0	9 64.3	56 60.2	33 58.9	37 59.7	89 55.6	73 57.5

63%

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023736

CIGAR USAGE [illegible] ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31B
Q25 : CHARACTERISTIC RATING - SUMMARY OF MEANS

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
PRICE	3.4	3.2	2.5	2.9	3.2	3.5	3.3	3.2	3.4	3.3	3.4
BRAND IMAGE	2.5	2.4	3.2	1.6	2.6	2.3	2.4	2.3	2.4	2.5	2.4
TASTE	4.5	4.7	4.8	4.6	4.6	4.4	4.7	4.6	4.6	4.6	4.7
FULL-BODIED	4.0	4.0	3.7	3.5	4.1	4.0	4.0	3.9	4.0	4.0	4.1
MILDNESS	3.7	4.0	4.0	3.6	3.9	3.4	3.5	3.5	3.5	3.7	3.6
THE CIGAR LENGTH	3.4	3.5	3.0	2.9	3.6	3.8	3.5	3.3	3.4	3.5	3.4
THE CIGAR DIAMETER	3.7	3.9	3.5	3.5	3.5	4.1	3.8	3.8	3.8	3.7	3.8
AROMA	3.9	3.9	4.2	4.0	4.0	3.7	3.8	3.9	3.9	3.9	3.8
LIGHT BROWN COLOR OF CIGAR	2.9	2.7	3.3	3.3	3.8	3.0	2.9	3.0	3.0	2.9	3.0
DARK BROWN COLOR OF CIGAR	2.9	3.3	2.7	3.0	2.9	3.3	2.9	2.8	2.8	2.9	3.0
GREEN COLOR OF CIGAR	2.3	1.5	2.5	1.9	2.7	2.4	2.1	2.1	2.1	2.4	2.4
MADURA COLOR OF CIGAR	3.0	3.2	2.5	2.0	3.0	3.6	3.0	2.9	2.9	3.0	3.3
RECOMMENDATION BY FRIEND	3.0	2.8	3.0	3.5	3.2	2.6	2.9	2.8	2.9	3.0	2.9
RECOMMENDATION BY TOBACCONIST	3.1	2.7	3.3	3.3	3.2	3.3	3.1	3.2	3.1	3.1	3.1
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	3.4	3.5	3.3	3.4	3.5	3.7	3.5	3.6	3.5	3.5	3.6

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023737

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31C
Q25 : HOW IMPORTANT IS PRICE TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	93 46.5	8 36.4	1 16.7	1 12.5	22 44.0	7 50.0	41 44.1	21 37.5	30 48.4	70 43.8	61 48.0
(5) EXTREMELY IMPORTANT	20 10.0	2 9.1	- -	1 12.5	3 6.0	- -	8 8.6	4 7.1	7 11.3	13 8.1	16 12.6
(4) VERY IMPORTANT	73 36.5	6 27.3	1 16.7	- -	19 38.0	7 50.0	33 35.5	17 30.4	23 37.1	57 35.6	45 35.4
(3) SOMEWHAT IMPORTANT	75 37.5	10 45.5	2 33.3	5 62.5	16 32.0	5 35.7	37 39.8	24 42.9	23 37.1	64 40.0	48 37.8
(2) NOT VERY IMPORTANT	23 11.5	3 13.6	2 33.3	1 12.5	10 20.0	1 7.1	10 10.8	6 10.7	5 8.1	19 11.9	11 8.7
(1) NOT AT ALL IMPORTANT	8 4.0	1 4.5	1 16.7	1 12.5	2 4.0	- -	4 4.3	4 7.1	4 6.5	6 3.8	6 4.7
DON'T KNOW/REFUSED	1 0.5	- -	- -	- -	- -	1 7.1	1 1.1	1 1.8	- -	1 0.6	1 0.8
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	3.4	3.2	2.5	2.9	3.2	3.5	3.3	3.2	3.4	3.3	3.4
Std.Dev.	0.95	0.97	1.05	1.13	0.97	0.66	0.94	0.99	1.01	0.92	0.98
Std.Err.	0.07	0.21	0.43	0.40	0.14	0.18	0.10	0.13	0.13	0.07	0.09

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023738

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31D
Q25 : HOW IMPORTANT IS BRAND IMAGE TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	30 15.0	2 9.1	3 50.0	- -	8 16.0	2 14.3	12 12.9	8 14.3	5 8.1	23 14.4	17 13.4
(5) EXTREMELY IMPORTANT	6 3.0	1 4.5	1 16.7	- -	3 6.0	- -	3 3.2	2 3.6	1 1.6	5 3.1	4 3.1
(4) VERY IMPORTANT	24 12.0	1 4.5	2 33.3	- -	5 10.0	2 14.3	9 9.7	6 10.7	4 6.5	18 11.3	13 10.2
(3) SOMEWHAT IMPORTANT	71 35.5	9 40.9	1 16.7	2 25.0	20 40.0	4 28.6	34 36.6	16 28.6	26 41.9	62 38.8	47 37.0
(2) NOT VERY IMPORTANT	52 26.0	6 27.3	1 16.7	100% 1 12.5	15 30.0	3 21.4	23 24.7	14 25.0	16 25.8	39 24.4	30 23.6
(1) NOT AT ALL IMPORTANT	45 22.5	5 22.7	1 16.7	5 62.5	7 14.0	4 28.6	23 24.7	17 30.4	15 24.2	35 21.9	32 25.2
DON'T KNOW/REFUSED	2 1.0	- -	- -	- -	- -	1 7.1	1 1.1	1 1.8	- -	1 0.6	1 0.8
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	2.5	2.4	3.2	1.6	2.6	2.3	2.4	2.3	2.4	2.5	2.4
Std.Dev.	1.06	1.05	1.47	0.92	1.05	1.11	1.07	1.14	0.98	1.05	1.08
Std.Err.	0.08	0.22	0.60	0.32	0.15	0.31	0.11	0.15	0.12	0.08	0.10

DAVIDOFF
Somewhat to not important
DAVIDOFF - 100%

AVO : 50% IMAGE somewhat to not at all
50% VERY TO EXTREMELY

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023739

CIGAR USAGE H.. ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31E
Q25 : HOW IMPORTANT IS TASTE TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	192 96.0	22 100.0	6 100.0	8 100.0	48 96.0	13 92.9	93 100.0	56 100.0	62 100.0	154 96.3	126 99.2
(5) EXTREMELY IMPORTANT	116 58.0	15 68.2	5 83.3	5 62.5	31 62.0	8 57.1	64 68.8	36 64.3	40 64.5	95 59.4	86 67.7
(4) VERY IMPORTANT	76 38.0	7 31.8	1 16.7	3 37.5	17 34.0	5 35.7	29 31.2	20 35.7	22 35.5	59 36.9	40 31.5
(3) SOMEWHAT IMPORTANT	6 3.0	- -	- -	- -	2 4.0	- -	- -	- -	- -	5 3.1	- -
(2) NOT VERY IMPORTANT	1 0.5	- -	- -	- -	- -	1 7.1	- -	- -	- -	1 0.6	1 0.8
(1) NOT AT ALL IMPORTANT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/REFUSED	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means Std.Dev. Std.Err.	4.5 0.58 0.04	4.7 0.48 0.10	4.8 0.41 0.17	4.6 0.52 0.18	4.6 0.57 0.08	4.4 0.85 0.23	4.7 0.47 0.05	4.6 0.48 0.06	4.6 0.48 0.06	4.6 0.59 0.05	4.7 0.52 0.05

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023740

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31F
Q25 : HOW IMPORTANT IS FULL-BODIED TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	155 77.5	15 68.2	4 66.7	5 62.5	38 76.0	12 85.7	73 78.5	38 67.9	44 71.0	124 77.5	100 78.7
(5) EXTREMELY IMPORTANT	60 30.0	8 36.4	1 16.7	3 37.5	15 30.0	2 14.3	28 30.1	15 26.8	20 32.3	49 30.6	45 35.4
(4) VERY IMPORTANT	95 47.5	7 31.8	3 50.0	2 25.0	23 46.0	10 71.4	45 48.4	23 41.1	24 38.7	75 46.9	55 43.3
(3) SOMEWHAT IMPORTANT	37 18.5	6 27.3	1 16.7	1 12.5	12 24.0	2 14.3	16 17.2	15 26.8	13 21.0	32 20.0	22 17.3
(2) NOT VERY IMPORTANT	4 2.0	1 4.5	1 16.7	-	-	-	2 2.2	1 1.8	2 3.2	1 0.6	3 2.4
(1) NOT AT ALL IMPORTANT	3 1.5	-	-	2 25.0	-	-	2 2.2	2 3.6	2 3.2	3 1.9	2 1.6
DON'T KNOW/REFUSED	1 0.5	-	-	-	-	-	-	-	1 1.6	-	-
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	4.0	4.0	3.7	3.5	4.1	4.0	4.0	3.9	4.0	4.0	4.1
Std.Dev.	0.84	0.93	1.03	1.69	0.74	0.55	0.87	0.96	0.99	0.84	0.87
Std.Err.	0.06	0.20	0.42	0.60	0.10	0.15	0.09	0.13	0.13	0.07	0.08

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023741

CIGAR USAGE ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31G
025 : HOW IMPORTANT IS MILDNESS TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	130 65.0	15 68.2	5 83.3	4 50.0	35 70.0	7 50.0	54 58.1	30 53.6	36 58.1	101 63.1	75 59.1
(5) EXTREMELY IMPORTANT	38 19.0	9 40.9	1 16.7	1 12.5	11 22.0	- -	13 14.0	5 8.9	6 9.7	28 17.5	20 15.7
(4) VERY IMPORTANT	92 46.0	6 27.3	4 66.7	3 37.5	24 48.0	7 50.0	41 44.1	25 44.6	30 48.4	73 45.6	55 43.3
(3) SOMEWHAT IMPORTANT	52 26.0	5 22.7	1 16.7	4 50.0	13 26.0	6 42.9	26 28.0	20 35.7	19 30.6	46 28.8	38 29.9
(2) NOT VERY IMPORTANT	11 5.5	1 4.5	- -	- -	2 4.0	1 7.1	7 7.5	4 7.1	4 6.5	8 5.0	8 6.3
(1) NOT AT ALL IMPORTANT	7 3.5	1 4.5	- -	- -	- -	- -	6 6.5	2 3.6	3 4.8	5 3.1	6 4.7
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	3.7	4.0	4.0	3.6	3.9	3.4	3.5	3.5	3.5	3.7	3.6
Std.Dev.	0.95	1.13	0.63	0.74	0.80	0.65	1.04	0.89	0.94	0.92	0.99
Std.Err.	0.07	0.24	0.26	0.26	0.11	0.17	0.11	0.12	0.12	0.07	0.09

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023742

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31H
Q25 : HOW IMPORTANT IS THE CIGAR LENGTH TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	93 46.5	12 54.5	2 33.3	1 12.5	27 54.0	11 78.6	47 50.5	23 41.1	27 43.5	77 48.1	57 44.9
(5) EXTREMELY IMPORTANT	25 12.5	3 13.6	- -	- -	10 20.0	1 7.1	12 12.9	4 7.1	5 8.1	22 13.8	15 11.8
(4) VERY IMPORTANT	68 34.0	9 40.9	2 33.3	1 12.5	17 34.0	10 71.4	35 37.6	19 33.9	22 35.5	55 34.4	42 33.1
(3) SOMEWHAT IMPORTANT	80 40.0	8 36.4	2 33.3	5 62.5	17 34.0	2 14.3	35 37.6	26 46.4	27 43.5	66 41.3	55 43.3
(2) NOT VERY IMPORTANT	21 10.5	1 4.5	2 33.3	2 25.0	4 8.0	1 7.1	9 9.7	6 10.7	8 12.9	13 8.1	13 10.2
(1) NOT AT ALL IMPORTANT	6 3.0	1 4.5	- -	- -	2 4.0	- -	2 2.2	1 1.8	- -	4 2.5	2 1.6
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	3.4	3.5	3.0	2.9	3.6	3.8	3.5	3.3	3.4	3.5	3.4
Std.Dev.	0.94	0.96	0.89	0.64	1.03	0.70	0.92	0.84	0.82	0.92	0.89
Std.Err.	0.07	0.21	0.37	0.23	0.15	0.19	0.10	0.11	0.10	0.07	0.08

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023743

CIGAR USAGE ...D ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31I
Q25 : HOW IMPORTANT IS THE CIGAR DIAMETER TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	114 57.0	14 63.6	3 50.0	4 50.0	25 50.0	11 78.6	57 61.3	36 64.3	40 64.5	92 57.5	78 61.4
(5) EXTREMELY IMPORTANT	39 19.5	7 31.8	1 16.7	1 12.5	9 18.0	5 35.7	20 21.5	11 19.6	12 19.4	33 20.6	29 22.8
(4) VERY IMPORTANT	75 37.5	7 31.8	2 33.3	3 37.5	16 32.0	6 42.9	37 39.8	25 44.6	28 45.2	59 36.9	49 38.6
(3) SOMEWHAT IMPORTANT	70 35.0	7 31.8	2 33.3	4 50.0	19 38.0	2 14.3	32 34.4	19 33.9	20 32.3	58 36.3	41 32.3
(2) NOT VERY IMPORTANT	11 5.5	- -	1 16.7	- -	4 8.0	1 7.1	3 3.2	1 1.8	2 3.2	7 4.4	7 5.5
(1) NOT AT ALL IMPORTANT	5 2.5	1 4.5	- -	- -	2 4.0	- -	1 1.1	- -	- -	3 1.9	1 0.8
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	3.7	3.9	3.5	3.6	3.5	4.1	3.8	3.8	3.8	3.7	3.8
Std.Dev.	0.94	1.04	1.05	0.74	1.01	0.92	0.86	0.77	0.79	0.91	0.89
Std.Err.	0.07	0.22	0.43	0.26	0.14	0.25	0.09	0.10	0.10	0.07	0.08

PARTAGAS SMOKER 78.6% Rating Very Best

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023744

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31J
Q25 : HOW IMPORTANT IS AROMA TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	147 73.5	14 63.6	4 66.7	7 87.5	40 80.0	8 57.1	65 69.9	40 71.4	45 72.6	117 73.1	90 70.9
(5) EXTREMELY IMPORTANT	43 21.5	6 27.3	4 66.7	2 25.0	12 24.0	2 14.3	18 19.4	15 26.8	17 27.4	32 20.0	25 19.7
(4) VERY IMPORTANT	104 52.0	8 36.4	- -	5 62.5	28 56.0	6 42.9	47 50.5	25 44.6	28 45.2	85 53.1	65 51.2
(3) SOMEWHAT IMPORTANT	42 21.0	8 36.4	1 16.7	- -	8 16.0	6 42.9	23 24.7	12 21.4	12 19.4	35 21.9	30 23.6
(2) NOT VERY IMPORTANT	7 3.5	- -	1 16.7	1 12.5	1 2.0	- -	4 4.3	3 5.4	3 4.8	5 3.1	4 3.1
(1) NOT AT ALL IMPORTANT	3 1.5	- -	- -	- -	1 2.0	- -	1 1.1	1 1.8	2 3.2	2 1.3	2 1.6
DON'T KNOW/REFUSED	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	1 0.8
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	3.9	3.9	4.2	4.0	4.0	3.7	3.8	3.9	3.9	3.9	3.8
Std.Dev.	0.83	0.81	1.33	0.93	0.82	0.73	0.83	0.93	0.98	0.81	0.83
Std.Err.	0.06	0.17	0.54	0.33	0.12	0.19	0.09	0.12	0.12	0.06	0.07

DAVIDOFF - 83.5% very & extremely
MAC 80% " "
PART. 57% " "

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023745

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31K
Q25 : HOW IMPORTANT IS LIGHT BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	64 32.0	6 27.3	3 50.0	3 37.5	20 40.0	4 28.6	31 33.3	17 30.4	20 32.3	54 33.8	44 34.6
(5) EXTREMELY IMPORTANT	13 6.5	- -	- -	- -	5 10.0	- -	4 4.3	3 5.4	2 3.2	10 6.3	6 4.7
(4) VERY IMPORTANT	51 25.5	6 27.3	3 50.0	3 37.5	15 30.0	4 28.6	27 29.0	14 25.0	18 29.0	44 27.5	38 29.9
(3) SOMEWHAT IMPORTANT	71 35.5	7 31.8	2 33.3	4 50.0	8 16.0	7 50.0	31 33.3	23 41.1	26 41.9	51 31.9	46 36.2
(2) NOT VERY IMPORTANT	37 18.5	6 27.3	1 16.7	1 12.5	11 22.0	2 14.3	15 16.1	12 21.4	8 12.9	31 19.4	21 16.5
(1) NOT AT ALL IMPORTANT	27 13.5	3 13.6	- -	- -	11 22.0	1 7.1	16 17.2	4 7.1	8 12.9	24 15.0	16 12.6
DON'T KNOW/REFUSED	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	2.9	2.7	3.3	3.3	2.8	3.0	2.9	3.0	3.0	2.9	3.0
Std.Dev.	1.12	1.03	0.82	0.71	1.35	0.88	1.14	0.99	1.04	1.15	1.08
Std.Err.	0.08	0.22	0.33	0.25	0.19	0.23	0.12	0.13	0.13	0.09	0.10

COLOR IS SO IMPORTANT

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023746

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31L
Q25 : HOW IMPORTANT IS DARK BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	62 31.0	10 45.5	1 16.7	3 37.5	13 26.0	7 50.0	31 33.3	18 32.1	15 24.2	50 31.3	47 37.0
(5) EXTREMELY IMPORTANT	15 7.5	2 9.1	- -	- -	6 12.0	- -	7 7.5	2 3.6	3 4.8	15 9.4	11 8.7
(4) VERY IMPORTANT	47 23.5	8 36.4	1 16.7	3 37.5	7 14.0	7 50.0	24 25.8	16 28.6	12 19.4	35 21.9	36 28.3
(3) SOMEWHAT IMPORTANT	69 34.5	7 31.8	3 50.0	3 37.5	19 38.0	4 28.6	30 32.3	18 32.1	25 40.3	58 36.3	43 33.9
(2) NOT VERY IMPORTANT	40 20.0	2 9.1	1 16.7	1 12.5	9 18.0	3 21.4	14 15.1	11 19.6	11 17.7	29 18.1	18 14.2
(1) NOT AT ALL IMPORTANT	27 13.5	2 9.1	1 16.7	1 12.5	9 18.0	- -	17 18.3	9 16.1	10 16.1	22 13.8	18 14.2
DON'T KNOW/REFUSED	2 1.0	1 4.5	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	1 0.8
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	2.9	3.3	2.7	3.0	2.8	3.3	2.9	2.8	2.8	2.9	3.0
Std. Dev.	1.13	1.10	1.03	1.07	1.23	0.83	1.21	1.12	1.10	1.16	1.17
Std. Err.	0.08	0.24	0.42	0.38	0.17	0.22	0.13	0.15	0.14	0.09	0.10

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023747

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31M
Q25 : HOW IMPORTANT IS GREEN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	46 23.0	1 4.5	2 33.3	1 12.5	17 34.0	3 21.4	17 18.3	9 16.1	9 14.5	40 25.0	32 25.2
(5) EXTREMELY IMPORTANT	20 10.0	- -	2 33.3	1 12.5	8 16.0	1 7.1	8 8.6	6 10.7	6 9.7	19 11.9	15 11.8
(4) VERY IMPORTANT	26 13.0	1 4.5	- -	- -	9 18.0	2 14.3	9 9.7	3 5.4	3 4.8	21 13.1	17 13.4
(3) SOMEWHAT IMPORTANT	31 15.5	2 9.1	- -	1 12.5	8 16.0	3 21.4	12 12.9	7 12.5	10 16.1	24 15.0	18 14.2
(2) NOT VERY IMPORTANT	37 18.5	3 13.6	1 16.7	1 12.5	9 18.0	2 14.3	13 14.0	14 25.0	11 17.7	29 18.1	20 15.7
(1) NOT AT ALL IMPORTANT	78 39.0	13 59.1	3 50.0	5 62.5	15 30.0	5 35.7	46 49.5	24 42.9	30 48.4	62 38.8	52 40.9
DON'T KNOW/REFUSED	8 4.0	3 13.6	- -	- -	1 2.0	1 7.1	5 5.4	2 3.6	2 3.2	5 3.1	5 3.9
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	2.3	1.5	2.5	1.9	2.7	2.4	2.1	2.1	2.1	2.4	2.4
Std.Dev.	1.39	0.90	1.97	1.46	1.49	1.39	1.38	1.35	1.34	1.43	1.46
Std.Err.	0.10	0.21	0.81	0.52	0.21	0.38	0.15	0.18	0.17	0.12	0.13

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023748

CIGAR USAGE . ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31N
Q25 : HOW IMPORTANT IS MADURO COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	74 37.0	9 40.9	2 33.3	2 25.0	18 36.0	7 50.0	35 37.6	21 37.5	23 37.1	63 39.4	59 46.5
(5) EXTREMELY IMPORTANT	32 16.0	5 22.7	1 16.7	-	10 20.0	3 21.4	14 15.1	7 12.5	8 12.9	25 15.6	28 22.0
(4) VERY IMPORTANT	42 21.0	4 18.2	1 16.7	2 25.0	8 16.0	4 28.6	21 22.6	14 25.0	15 24.2	38 23.8	31 24.4
(3) SOMEWHAT IMPORTANT	52 26.0	3 13.6	1 16.7	1 12.5	12 24.0	6 42.9	24 25.8	13 23.2	14 22.6	40 25.0	30 23.6
(2) NOT VERY IMPORTANT	31 15.5	1 4.5	-	-	10 20.0	1 7.1	10 10.8	6 10.7	9 14.5	23 14.4	15 11.8
(1) NOT AT ALL IMPORTANT	34 17.0	5 22.7	3 50.0	5 62.5	8 16.0	-	19 20.4	15 26.8	14 22.6	29 18.1	19 15.0
DON'T KNOW/REFUSED	9 4.5	4 18.2	-	-	2 4.0	-	5 5.4	1 1.8	2 3.2	5 3.1	4 3.1
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	3.0	3.2	2.5	2.0	3.0	3.6	3.0	2.9	2.9	3.0	3.3
Std.Dev.	1.33	1.62	1.76	1.41	1.38	0.93	1.37	1.41	1.37	1.34	1.36
Std.Err.	0.10	0.38	0.72	0.50	0.20	0.25	0.15	0.19	0.18	0.11	0.12

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023749

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 310
Q25 : HOW IMPORTANT IS RECOMMENDATION BY A FRIEND TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	65 32.5	5 22.7	3 50.0	4 50.0	18 36.0	4 28.6	25 26.9	14 25.0	17 27.4	53 33.1	37 29.1
(5) EXTREMELY IMPORTANT	17 8.5	3 13.6	- -	1 12.5	6 12.0	- -	5 5.4	3 5.4	4 6.5	14 8.8	11 8.7
(4) VERY IMPORTANT	48 24.0	2 9.1	3 50.0	3 37.5	12 24.0	4 28.6	20 21.5	11 19.6	13 21.0	39 24.4	26 20.5
(3) SOMEWHAT IMPORTANT	80 40.0	10 45.5	1 16.7	3 37.5	22 44.0	4 28.6	42 45.2	27 48.2	25 40.3	68 42.5	53 41.7
(2) NOT VERY IMPORTANT	23 11.5	1 4.5	1 16.7	1 12.5	4 8.0	2 14.3	12 12.9	4 7.1	10 16.1	15 9.4	17 13.4
(1) NOT AT ALL IMPORTANT	32 16.0	6 27.3	1 16.7	- -	6 12.0	4 28.6	14 15.1	11 19.6	10 16.1	24 15.0	20 15.7
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	3.0	2.8	3.0	3.5	3.2	2.6	2.9	2.8	2.9	3.0	2.9
Std.Dev.	1.16	1.34	1.26	0.93	1.13	1.22	1.08	1.12	1.13	1.14	1.15
Std.Err.	0.08	0.29	0.52	0.33	0.16	0.33	0.11	0.15	0.14	0.09	0.10

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023750

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31P
Q25 : HOW IMPORTANT IS RECOMMENDATION BY THE TOBACCONIST TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	70 35.0	3 13.6	2 33.3	3 37.5	22 44.0	5 35.7	30 32.3	20 35.7	21 33.9	56 35.0	38 29.9
(5) EXTREMELY IMPORTANT	12 6.0	- -	- -	2 25.0	7 14.0	- -	3 3.2	4 7.1	3 4.8	9 5.6	7 5.5
(4) VERY IMPORTANT	58 29.0	3 13.6	2 33.3	1 12.5	15 30.0	5 35.7	27 29.0	16 28.6	18 29.0	47 29.4	31 24.4
(3) SOMEWHAT IMPORTANT	90 45.0	13 59.1	4 66.7	2 25.0	15 30.0	8 57.1	48 51.6	25 44.6	30 48.4	73 45.6	67 52.8
(2) NOT VERY IMPORTANT	20 10.0	2 9.1	- -	3 37.5	8 16.0	1 7.1	5 5.4	8 14.3	7 11.3	15 9.4	12 9.4
(1) NOT AT ALL IMPORTANT	20 10.0	4 18.2	- -	- -	5 10.0	- -	10 10.8	3 5.4	4 6.5	16 10.0	10 7.9
DON'T KNOW/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means Std.Dev. Std.Err.	3.1 1.01 0.07	2.7 0.95 0.20	3.3 0.52 0.21	3.3 1.28 0.45	3.2 1.18 0.17	3.3 0.61 0.16	3.1 0.95 0.10	3.2 0.96 0.13	3.1 0.92 0.12	3.1 1.00 0.08	3.1 0.93 0.08

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023751

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 31Q
Q25 : HOW IMPORTANT IS THE COUNTRY OF ORIGIN, EXCLUDING CUBA TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	106 53.0	14 63.6	4 66.7	5 62.5	23 46.0	9 64.3	56 60.2	33 58.9	37 59.7	89 55.6	73 57.5
(5) EXTREMELY IMPORTANT	31 15.5	5 22.7	1 16.7	1 12.5	10 20.0	2 14.3	15 16.1	12 21.4	12 19.4	26 16.3	25 19.7
(4) VERY IMPORTANT	75 37.5	9 40.9	3 50.0	4 50.0	13 26.0	7 50.0	41 44.1	21 37.5	25 40.3	63 39.4	48 37.8
(3) SOMEWHAT IMPORTANT	59 29.5	4 18.2	- -	1 12.5	22 44.0	4 28.6	24 25.8	15 26.8	15 24.2	49 30.6	36 28.3
(2) NOT VERY IMPORTANT	17 8.5	1 4.5	1 16.7	1 12.5	3 6.0	1 7.1	4 4.3	3 5.4	4 6.5	11 6.9	8 6.3
(1) NOT AT ALL IMPORTANT	17 8.5	3 13.6	1 16.7	1 12.5	2 4.0	- -	9 9.7	4 7.1	6 9.7	10 6.3	9 7.1
DON'T KNOW/REFUSED	1 0.5	- -	- -	- -	- -	- -	- -	1 1.8	- -	1 0.6	1 0.8
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	3.4	3.5	3.3	3.4	3.5	3.7	3.5	3.6	3.5	3.5	3.6
Std.Dev.	1.12	1.30	1.51	1.30	1.01	0.83	1.12	1.11	1.17	1.05	1.10
Std.Err.	0.08	0.28	0.61	0.46	0.14	0.22	0.12	0.15	0.15	0.08	0.10

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023752

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 32
Q25A : ANY OTHER CHARACTERISTICS BY WHICH YOU EVALUATE A CIGAR OTHER THAN THE ONES ALREADY MENTIONED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
Mentioned Other Characteristic	55 27.5	7 31.8	1 16.7	3 37.5	9 18.0	5 35.7	36 38.7	19 33.9	21 33.9	47 29.4	36 28.3
AVAILABILITY	3 1.5	- -	1 16.7	- -	- -	1 7.1	2 2.2	2 3.6	- -	3 1.9	3 2.4
QUALITY OF BURNING/ EVEN BURN	12 6.0	1 4.5	1 16.7	1 12.5	1 2.0	- -	9 9.7	5 8.9	6 9.7	12 7.5	8 6.3
QUALITY OF CONSTRUCTION	8 4.0	1 4.5	- -	- -	- -	2 14.3	7 7.5	4 7.1	4 6.5	8 5.0	8 6.3
FEELS SMOOTH/FIRM/ PACKED TIGHT	13 6.5	3 13.6	1 16.7	- -	2 4.0	1 7.1	9 9.7	5 8.9	4 6.5	12 7.5	9 7.1
DRAW/EVEN DRAW	5 2.5	- -	- -	1 12.5	3 6.0	- -	3 3.2	2 3.6	2 3.2	5 3.1	4 3.1
FRESHNESS	4 2.0	1 4.5	- -	1 12.5	- -	1 7.1	3 3.2	2 3.6	2 3.2	2 1.3	3 2.4
SMELL OF CIGAR UNLIT	3 1.5	1 4.5	- -	- -	1 2.0	- -	3 3.2	2 3.6	3 4.8	3 1.9	1 0.8
PACKAGING/WRAPPER CONDITION/DURABILITY	10 5.0	1 4.5	- -	- -	1 2.0	1 7.1	7 7.5	1 1.8	4 6.5	9 5.6	8 6.3
OTHER	15 7.5	- -	- -	1 12.5	4 8.0	- -	7 7.5	4 7.1	5 8.1	11 6.9	8 6.3
No Other Characteristics	145 72.5	15 68.2	5 83.3	5 62.5	41 82.0	9 64.3	57 61.3	37 66.1	41 66.1	113 70.6	91 71.7
TOTAL	218 109.0	23 104.5	8 133.3	9 112.5	53 106.0	15 107.1	107 115.1	64 114.3	71 114.5	178 111.3	143 112.6

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023753

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 33
Q26 : DO YOU PREFER A ROUND HEADED OR A FLAT HEADED CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ROUND HEADED	130 65.0	13 59.1	3 50.0	5 62.5	36 72.0	8 57.1	62 66.7	38 67.9	43 69.4	103 64.4	81 63.8
FLAT HEADED	39 19.5	1 4.5	2 33.3	2 25.0	12 24.0	4 28.6	13 14.0	10 17.9	9 14.5	32 20.0	26 20.5
NO PREFERENCE	31 15.5	8 36.4	1 16.7	1 12.5	2 4.0	2 14.3	18 19.4	8 14.3	10 16.1	25 15.6	20 15.7
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023754

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 34
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ARTURO FUENTE (5) BEST	28 14.0	11 50.0	- -	1 12.5	- -	- -	19 20.4	10 17.9	11 17.7	19 11.9	18 14.2
(4)	48 24.0	3 13.6	1 16.7	1 12.5	14 28.0	2 14.3	30 32.3	12 21.4	13 21.0	43 26.9	31 24.4
(3)	37 18.5	3 13.6	- -	2 25.0	10 20.0	4 28.6	18 19.4	9 16.1	11 17.7	31 19.4	25 19.7
(2)	38 19.0	3 13.6	3 50.0	3 37.5	10 20.0	4 28.6	15 16.1	14 25.0	17 27.4	30 18.8	29 22.8
(1) WORST	21 10.5	1 4.5	2 33.3	1 12.5	5 10.0	3 21.4	9 9.7	10 17.9	10 16.1	18 11.3	16 12.6
MEAN	3.14	3.95	2.00	2.75	2.85	2.38	3.38	2.96	2.97	3.11	3.05
AVO (5) BEST	22 11.0	3 13.6	6 100.0	1 12.5	4 8.0	- -	12 12.9	20 35.7	13 21.0	19 11.9	13 10.2
(4)	17 8.5	3 13.6	- -	3 37.5	1 2.0	3 21.4	11 11.8	12 21.4	8 12.9	14 8.8	15 11.8
(3)	26 13.0	1 4.5	- -	3 37.5	5 10.0	2 14.3	12 12.9	9 16.1	11 17.7	20 12.5	14 11.0
(2)	31 15.5	3 13.6	- -	-	9 18.0	4 28.6	17 18.3	7 12.5	7 11.3	26 16.3	25 19.7
(1) WORST	68 34.0	9 40.9	- -	1 12.5	19 38.0	4 28.6	33 35.5	7 12.5	22 35.5	58 36.3	49 38.6
MEAN	2.35	2.37	5.00	3.38	2.00	2.31	2.44	3.56	2.72	2.34	2.29

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023755

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 34
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
DAVIDOFF											
(5) BEST	35 17.5	2 9.1	- -	6 75.0	2 4.0	4 28.6	24 25.8	11 19.6	24 38.7	27 16.9	23 18.1
(4)	31 15.5	6 27.3	4 66.7	2 25.0	7 14.0	2 14.3	15 16.1	13 23.2	15 24.2	26 16.3	19 15.0
(3)	36 18.0	4 18.2	2 33.3	- -	9 18.0	5 35.7	15 16.1	13 23.2	9 14.5	30 18.8	28 22.0
(2)	40 20.0	4 18.2	- -	- -	13 26.0	1 7.1	20 21.5	8 14.3	7 11.3	35 21.9	27 21.3
(1) WORST	27 13.5	3 13.6	- -	- -	9 18.0	1 7.1	12 12.9	10 17.9	7 11.3	23 14.4	21 16.5
MEAN	3.04	3.00	3.67	4.75	2.50	3.54	3.22	3.13	3.68	2.99	2.97
MACANUDO											
(5) BEST	71 35.5	3 13.6	- -	- -	40 80.0	1 7.1	22 23.7	8 14.3	11 17.7	67 41.9	43 33.9
(4)	31 15.5	2 9.1	1 16.7	1 12.5	5 10.0	3 21.4	14 15.1	10 17.9	10 16.1	23 14.4	17 13.4
(3)	36 18.0	6 27.3	1 16.7	3 37.5	3 6.0	2 14.3	24 25.8	10 17.9	15 24.2	28 17.5	28 22.0
(2)	22 11.0	4 18.2	2 33.3	3 37.5	- -	3 21.4	14 15.1	13 23.2	16 25.8	18 11.3	15 11.8
(1) WORST	23 11.5	5 22.7	2 33.3	1 12.5	1 2.0	5 35.7	16 17.2	14 25.0	10 16.1	18 11.3	20 15.7
MEAN	3.57	2.70	2.17	2.50	4.69	2.43	3.13	2.73	2.94	3.67	3.39

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023756

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 34
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
PARTAGAS (5) BEST	30 15.0	2 9.1	- -	- -	3 6.0	9 64.3	14 15.1	6 10.7	3 4.8	22 14.4	27 21.3
(4)	53 26.5	7 31.8	- -	1 12.5	18 36.0	4 28.6	21 22.6	8 14.3	16 25.8	43 26.9	42 33.1
(3)	35 17.5	5 22.7	3 50.0	- -	13 26.0	- -	19 20.4	14 25.0	16 25.8	33 20.6	25 19.7
(2)	32 16.0	5 22.7	1 16.7	2 25.0	5 10.0	1 7.1	19 20.4	13 23.2	14 22.6	27 16.9	20 15.7
(1) WORST	24 12.0	1 4.5	2 33.3	5 62.5	3 6.0	- -	15 16.1	14 25.0	12 19.4	19 11.9	10 7.9
MEAN	3.19	3.20	2.17	1.63	3.31	4.50	3.00	2.62	2.74	3.17	3.45

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023757

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 35
Q28 : ON WHICH OCCASION DO YOU SMOKE CIGARS MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
AFTER DINNER	60 30.0	6 27.3	1 16.7	1 12.5	16 32.0	5 35.7	23 24.7	13 23.2	13 21.0	46 28.8	40 31.5
AT A SPORTING EVENT	10 5.0	1 4.5	- -	- -	5 10.0	- -	2 2.2	- -	1 1.6	9 5.6	5 3.9
WHILE PLAYING POKER/ CARDS	6 3.0	- -	1 16.7	- -	3 6.0	- -	- -	3 5.4	- -	5 3.1	1 0.8
WHILE DOING PAPERWORK	7 3.5	1 4.5	- -	- -	1 2.0	- -	3 3.2	3 5.4	3 4.8	6 3.8	6 4.7
WHILE READING	5 2.5	- -	- -	- -	1 2.0	1 7.1	1 1.1	2 3.6	1 1.6	4 2.5	2 1.6
AT A SOCIAL GATHERING	16 8.0	2 9.1	- -	- -	4 8.0	4 28.6	8 8.6	2 3.6	3 4.8	10 6.3	10 7.9
WHILE RELAXING	85 42.5	11 50.0	3 50.0	7 87.5	17 34.0	4 28.6	53 57.0	31 55.4	39 62.9	73 45.6	59 46.5
WHILE PLAYING GOLF	2 1.0	- -	1 16.7	- -	1 2.0	- -	- -	1 1.8	- -	2 1.3	2 1.6
OTHER	9 4.5	1 4.5	- -	- -	2 4.0	- -	3 3.2	1 1.8	2 3.2	5 3.1	2 1.6
NONE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023758

CIGAR USAGE [illegible] ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 36
Q29 : HAVE YOUR CIGAR SMOKING PATTERNS CHANGED IN THE LAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
YES	79 39.5	12 54.5	5 83.3	3 37.5	21 42.0	6 42.9	48 51.6	28 50.0	26 41.9	67 41.9	57 44.9
NO	121 60.5	10 45.5	1 16.7	5 62.5	29 58.0	8 57.1	45 48.4	28 50.0	36 58.1	93 58.1	70 55.1
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023759

TABLE 37
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents whose cigar smoking patterns have changed in last two years	79	12	5	3	21	6	48	28	26	67	57
POSITIVE (NET)	59 74.7	12 100.0	5 100.0	3 100.0	16 76.2	4 66.7	40 83.3	26 92.9	25 96.2	54 80.6	48 84.2
SMOKE HIGHER QUALITY CIGARS	10 12.7	3 25.0	- -	1 33.3	2 9.5	- -	8 16.7	5 17.9	6 23.1	7 10.4	8 14.0
SMOKING MORE	44 55.7	11 91.7	3 60.0	- -	12 57.1	4 66.7	30 62.5	18 64.3	19 73.1	42 62.7	38 66.7
SMOKING TO RELAX	5 6.3	- -	1 20.0	2 66.7	2 9.5	- -	4 8.3	3 10.7	2 7.7	5 7.5	3 5.3
ENJOY SMOKING CIGARS MORE	1 1.3	- -	- -	1 33.3	- -	- -	- -	1 3.6	1 3.8	- -	1 1.8
BETTER EDUCATED/MORE INFORMED ABOUT CIGARS	5 6.3	1 8.3	- -	- -	- -	1 16.7	5 10.4	3 10.7	2 7.7	5 7.5	4 7.0
SMOKING WITH/AFTER A MEAL	3 3.8	- -	2 40.0	- -	1 4.8	- -	2 4.2	2 7.1	- -	3 4.5	3 5.3
LIKE TO TRY DIFFERENT CIGARS/BRANDS	4 5.1	3 25.0	- -	- -	- -	- -	3 6.3	2 7.1	2 7.7	4 6.0	3 5.3
SMOKING MORE EXPENSIVE CIGARS	2 2.5	1 8.3	- -		- -	- -	2 4.2	1 3.6	1 3.8	2 3.0	2 3.5
SMOKING LARGER/HEAVIER BODIED CIGARS	2 2.5	1 8.3	- -		- -	- -	2 4.2	1 3.6	- -	2 3.0	2 3.5
SMOKE MORE PLACES/GO WHERE ACCEPTABLE	2 2.5	- -	- -		2 9.5	- -	1 2.1	- -	- -	2 3.0	1 1.8
HABIT	2 2.5	- -	1 20.0		- -	- -	2 4.2	1 3.6	- -	1 1.5	1 1.8
OTHER POSITIVE COMMENTS	6 7.6	1 8.3	1 20.0		3 14.3	- -	4 8.3	2 7.1	2 7.7	6 9.0	6 10.5

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023760

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 37
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents whose cigar smoking patterns have changed in last two years	79	12	5	3	21	6	48	28	26	67	57
NEGATIVE (NET)	21 26.6	1 8.3	- -	- -	6 28.6	1 16.7	9 18.8	2 7.1	1 3.8	14 20.9	10 17.5
SMOKING LESS	10 12.7	- -	- -	- -	2 9.5	- -	3 6.3	- -	- -	6 9.0	4 7.0
SMOKING LESS FOR HEALTH REASONS	3 3.8	- -	- -	- -	3 14.3	- -	2 4.2	- -	- -	3 4.5	2 3.5
SMOKING LESS IN PUBLIC/MORE BY MYSELF	6 7.6	- -	- -	- -	1 4.8	1 16.7	2 4.2	1 3.6	- -	3 4.5	2 3.5
LIMITATIONS/ REGULATIONS AGAINST SMOKING	3 3.8	- -	- -	- -	- -	1 16.7	2 4.2	1 3.6	- -	3 4.5	2 3.5
CHANGED SMOKING LOCATION	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CAN'T AFFORD/SMOKE CHEAPER CIGARS	2 2.5	1 8.3	- -	- -	- -	- -	2 4.2	1 3.6	1 3.8	1 1.5	2 3.5
OTHER NEGATIVE COMMENTS	1 1.3	1 8.3	- -	- -	- -	- -	1 2.1	1 3.6	1 3.8	1 1.5	1 1.8
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NO REASON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	111 140.5	23 191.7	8 160.0	4 133.3	28 133.3	7 116.7	75 156.3	43 153.6	37 142.3	36 143.3	85 149.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023761

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 38
Q30 : DO YOU USUALLY PURCHASE A SINGLE CIGAR OR A BOX?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
SINGLE	68 34.0	6 27.3	1 16.7	5 62.5	27 54.0	5 35.7	36 38.7	24 42.9	20 32.3	59 36.9	45 35.4
BOX	132 66.0	16 72.7	5 83.3	3 37.5	23 46.0	9 64.3	57 61.3	32 57.1	42 67.7	101 63.1	82 64.6
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023762

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 39
Q31 : DO YOU PREFER TO PURCHASE CIGARS WHICH ARE NOT WRAPPED, CIGARS THAT ARE INDIVIDUALLY WRAPPED IN CELLOPHANE, OR CIGARS THAT COME IN INDIVIDUAL CONTAINERS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
NOT WRAPPED	51 25.5	5 22.7	4 66.7	5 62.5	10 20.0	4 28.6	32 34.4	26 46.4	22 35.5	43 26.9	40 31.5
WRAPPED IN CELLOPHANE	90 45.0	12 54.5	- -	1 12.5	18 36.0	6 42.9	44 47.3	18 32.1	30 48.4	70 43.8	60 47.2
INDIVIDUAL CONTAINERS	48 24.0	4 18.2	1 16.7	1 12.5	21 42.0	2 14.3	11 11.8	7 12.5	7 11.3	39 24.4	18 14.2
REFUSED	11 5.5	1 4.5	1 16.7	1 12.5	1 2.0	2 14.3	6 6.5	5 8.9	3 4.8	8 5.0	9 7.1
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023763

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 40
Q32 : DO YOU PURCHASE CIGARS FROM A HUMIDOR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
YES	162 81.0	20 90.9	6 100.0	8 100.0	41 82.0	13 92.9	84 90.3	56 100.0	56 90.3	138 86.3	114 89.8
NO	38 19.0	2 9.1	- -	- -	9 18.0	1 7.1	9 9.7	- -	6 9.7	22 13.8	13 10.2
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023764

CIGAR USAGE . ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 41
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
DRUG STORE	7 3.5	1 4.5	- -	- -	- -	- -	1 1.1	- -	1 1.6	4 2.5	1 0.8
MAIL ORDER	44 22.0	5 22.7	1 16.7	1 12.5	7 14.0	1 7.1	18 19.4	10 17.9	10 16.1	35 21.9	29 22.8
NEWS STAND	3 1.5	1 4.5	- -	- -	1 2.0	- -	1 1.1	1 1.8	- -	1 0.6	1 0.8
RESTAURANT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	117 58.5	12 54.5	5 83.3	6 75.0	37 74.0	13 92.9	62 66.7	42 75.0	45 72.6	103 64.4	79 62.2
AIRPORT/DUTY FREE SHOP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BAR/CLUB	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CANDY STORE	1 0.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	- -
CONVENIENCE STORE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GROCERY STORE/ SUPERMARKET	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOTEL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LIQUOR STORE	7 3.5	- -	- -	1 12.5	1 2.0	- -	1 1.1	1 1.8	1 1.6	4 2.5	5 3.9
MALL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL UNDER PROTECTIVE ORDER
GC 023765

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 41
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
RETAIL SHOP/OUTLET	1 0.5	- -	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	1 0.8
VARIETY STORE	2 1.0	- -	- -	- -	- -	- -	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	7 3.5	1 4.5	- -	- -	3 6.0	- -	4 4.3	1 1.8	1 1.6	6 3.8	6 4.7
GAS STATION	3 1.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	7 3.5	2 9.1	- -	- -	- -	- -	4 4.3	- -	2 3.2	4 2.5	4 3.1
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023766

CIGAR USAGE , ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 43
Q34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
DRUG STORE	17 8.5	- -	- -	2 25.0	9 18.0	- -	4 4.3	2 3.6	3 4.8	14 8.8	8 6.3
MAIL ORDER	19 9.5	2 9.1	- -	- -	3 6.0	2 14.3	13 14.0	9 16.1	10 16.1	15 9.4	14 11.0
NEWS STAND	1 0.5	1 4.5	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	1 0.8
RESTAURANT	8 4.0	2 9.1	- -	- -	2 4.0	1 7.1	3 3.2	3 5.4	2 3.2	5 3.1	5 3.9
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	61 30.5	8 36.4	1 16.7	2 25.0	11 22.0	3 21.4	33 35.5	18 32.1	20 32.3	50 31.3	43 33.9
AIRPORT/DUTY FREE SHOP	1 0.5	1 4.5	- -	- -	- -	- -	1 1.1	- -	1 1.6	1 0.6	- -
BAR/CLUB	3 1.5	- -	- -	1 12.5	- -	- -	1 1.1	1 1.8	1 1.6	1 0.6	1 0.8
CANDY STORE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CONVENIENCE STORE	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.8
GROCERY STORE/ SUPERMARKET	3 1.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	2 1.3	1 0.8
HOTEL	2 1.0	- -	- -	1 12.5	- -	- -	1 1.1	1 1.8	1 1.6	2 1.3	- -
LIQUOR STORE	5 2.5	1 4.5	- -	- -	2 4.0	- -	2 2.2	2 3.6	1 1.6	4 2.5	4 3.1
MALL	3 1.5	- -	- -	- -	- -	- -	- -	- -	1 1.6	3 1.9	2 1.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023767

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 43
Q34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
RETAIL SHOP/OUTLET	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
VARIETY STORE	1	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	2	-	-	-	1	1	1	1	-	2	1
	1.0	-	-	-	2.0	7.1	1.1	1.8	-	1.3	0.8
GAS STATION	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
OTHER	3	-	-	-	1	-	-	-	-	2	1
	1.5	-	-	-	2.0	-	-	-	-	1.3	0.8
NOWHERE ELSE	70	7	5	2	20	7	33	19	21	58	45
	35.0	31.8	83.3	25.0	40.0	50.0	35.5	33.9	33.9	36.3	35.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
TOTAL	200	22	6	8	50	14	93	56	62	160	127
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023768

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 44
Q35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
DRUG STORE	41 20.5	5 22.7	1 16.7	3 37.5	12 24.0	2 14.3	18 19.4	9 16.1	14 22.6	36 22.5	22 17.3
MAIL ORDER	4 2.0	- -	- -	- -	- -	- -	2 2.2	1 1.8	1 1.6	4 2.5	2 1.6
NEWS STAND	3 1.5	1 4.5	- -	- -	- -	- -	3 3.2	1 1.8	- -	2 1.3	3 2.4
RESTAURANT	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	53 26.5	8 36.4	2 33.3	2 25.0	12 24.0	7 50.0	32 34.4	24 42.9	26 41.9	44 27.5	39 30.7
AIRPORT/DUTY FREE SHOP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BAR/CLUB	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CANDY STORE	6 3.0	- -	1 16.7	- -	- -	- -	2 2.2	1 1.8	2 3.2	4 2.5	5 3.9
CONVENIENCE STORE	6 3.0	1 4.5	- -	- -	3 6.0	- -	3 3.2	- -	2 3.2	6 3.8	4 3.1
GROCERY STORE/ SUPERMARKET	11 5.5	- -	- -	1 12.5	4 8.0	1 7.1	3 3.2	2 3.6	3 4.8	7 4.4	8 6.3
HOTEL	5 2.5	- -	- -	- -	2 4.0	1 7.1	2 2.2	3 5.4	1 1.6	5 3.1	4 3.1
LIQUOR STORE	11 5.5	- -	1 16.7	1 12.5	5 10.0	- -	5 5.4	5 8.9	3 4.8	9 5.6	10 7.9
MALL	2 1.0	- -	- -	- -	1 2.0	- -	- -	- -	1 1.6	2 1.3	1 0.8

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023769

CIGAR USAGE [illegible] ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 44
Q35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
RETAIL SHOP/OUTLET	2 1.0	2 9.1	- -	- -	- -	- -	2 2.2	1 1.8	1 1.6	2 1.3	- -
VARIETY STORE	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	2 1.0	- -	- -	- -	1 2.0	1 7.1	1 1.1	- -	- -	1 0.6	2 1.6
GAS STATION	4 2.0	1 4.5	- -	- -	- -	- -	3 3.2	- -	- -	3 1.9	2 1.6
WAS A GIFT	6 3.0	- -	- -	- -	- -	1 7.1	2 2.2	1 1.8	- -	3 1.9	2 1.6
OTHER	8 4.0	- -	- -	- -	- -	- -	1 1.1	2 3.6	- -	5 3.1	5 3.9
DON'T KNOW	34 17.0	4 18.2	1 16.7	1 12.5	10 20.0	1 7.1	14 15.1	6 10.7	8 12.9	27 16.9	18 14.2
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023770

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 45
Q36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
DRUG STORE	15 7.5	1 4.5	- -	2 25.0	3 6.0	- -	2 2.2	3 5.4	5 8.1	8 5.0	6 4.7
MAIL ORDER	6 3.0	1 4.5	- -	- -	- -	2 14.3	5 5.4	3 5.4	3 4.8	5 3.1	5 3.9
NEWS STAND	6 3.0	- -	- -	- -	4 8.0	1 7.1	2 2.2	1 1.8	- -	5 3.1	2 1.6
RESTAURANT	20 10.0	4 18.2	1 16.7	2 25.0	7 14.0	1 7.1	8 8.6	6 10.7	5 8.1	18 11.3	16 12.6
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	32 16.0	3 13.6	- -	1 12.5	10 20.0	- -	13 14.0	7 12.5	7 11.3	27 16.9	21 16.5
AIRPORT/DUTY FREE SHOP	4 2.0	- -	- -	1 12.5	- -	1 7.1	1 1.1	1 1.8	1 1.6	3 1.9	3 2.4
BAR/CLUB	4 2.0	1 4.5	1 16.7	- -	2 4.0	- -	2 2.2	1 1.8	- -	4 2.5	4 3.1
CANDY STORE	1 0.5	- -	- -	- -	- -	- -	1 1.1	- -	- -	- -	1 0.8
CONVENIENCE STORE	3 1.5	- -	- -	- -	1 2.0	- -	- -	- -	1 1.6	3 1.9	2 1.6
GROCERY STORE/ SUPERMARKET	8 4.0	- -	- -	1 12.5	2 4.0	1 7.1	4 4.3	2 3.6	4 6.5	5 3.1	5 3.9
HOTEL	9 4.5	1 4.5	1 16.7	1 12.5	3 6.0	1 7.1	3 3.2	2 3.6	2 3.2	8 5.0	7 5.5
LIQUOR STORE	3 1.5	- -	- -	- -	- -	- -	- -	1 1.8	1 1.6	2 1.3	1 0.8
MALL	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023771

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 45
Q36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
RETAIL SHOP/OUTLET	3 1.5	- -	- -	- -	2 4.0	- -	1 1.1	- -	1 1.6	3 1.9	2 1.6
VARIETY STORE	2 1.0	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	1 0.8
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	3 1.5	- -	- -	- -	1 2.0	- -	1 1.1	1 1.8	1 1.6	3 1.9	2 1.6
GAS STATION	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	7 3.5	- -	- -	1 12.5	2 4.0	- -	5 5.4	2 3.6	5 8.1	7 4.4	6 4.7
NOWHERE ELSE	95 47.5	13 59.1	4 66.7	1 12.5	23 46.0	7 50.0	50 53.8	30 53.6	29 46.8	76 47.5	57 44.9
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	223 111.5	24 109.1	7 116.7	10 125.0	61 122.0	14 100.0	98 105.4	60 107.1	65 104.8	179 111.9	141 111.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023772

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 46
Q37 : DOES THE TYPE OF RETAIL OUTLET HAVE AN IMPACT ON YOUR PERCEPTION OF THE QUALITY OF THE CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
YES	113 56.5	13 59.1	4 66.7	6 75.0	32 64.0	10 71.4	61 65.6	36 64.3	43 69.4	91 56.9	79 62.2
NO	87 43.5	9 40.9	2 33.3	2 25.0	18 36.0	4 28.6	32 34.4	20 35.7	19 30.6	69 43.1	48 37.8
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023773

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 48
Q38 : ARE YOU AWARE YOU CAN PURCHASE CIGARS THROUGH MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	NACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	NACANUDO	PARTAGAS
BASE - total respondents not mentioning mail order	132	14	5	7	40	10	57	35	40	104	79
YES	108 81.8	13 92.9	4 80.0	6 85.7	31 77.5	9 90.0	52 91.2	30 85.7	35 87.5	89 85.6	69 87.3
NO	24 18.2	1 7.1	1 20.0	1 14.3	9 22.5	1 10.0	5 8.8	5 14.3	5 12.5	15 14.4	10 12.7
TOTAL	132 100.0	14 100.0	5 100.0	7 100.0	40 100.0	10 100.0	57 100.0	35 100.0	40 100.0	104 100.0	79 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023774

CIGAR USAGE . ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 49
Q39 : HAVE YOU EVER PURCHASED CIGARS THROUGH MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not mentioning mail order and aware you can purcahse through mail	108	13	4	6	31	9	52	30	35	89	69
YES	51 47.2	8 61.5	2 50.0	2 33.3	16 51.6	7 77.8	25 48.1	14 46.7	16 45.7	42 47.2	37 53.6
NO	57 52.8	5 38.5	2 50.0	4 66.7	15 48.4	2 22.2	27 51.9	16 53.3	19 54.3	47 52.8	32 46.4
TOTAL	108 100.0	13 100.0	4 100.0	6 100.0	31 100.0	9 100.0	52 100.0	30 100.0	35 100.0	89 100.0	69 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023775

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 52
Q41 : HAVE YOU EVER PURCHASED CIGARS BECAUSE OF A SPECIAL PROMOTION?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
YES	106 53.0	12 54.5	3 50.0	4 50.0	25 50.0	7 50.0	51 54.8	28 50.0	38 61.3	87 54.4	73 57.5
NO	94 47.0	10 45.5	3 50.0	4 50.0	25 50.0	7 50.0	42 45.2	28 50.0	24 38.7	73 45.6	54 42.5
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023776

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 53
Q42 : WHAT TYPE OF PROMOTION?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents have purchased because of promotion	106	12	3	4	25	7	51	28	38	87	73
BUY A CIGAR, GET A CUTTER	5 4.7	1 8.3	- -	- -	2 8.0	- -	2 3.9	2 7.1	2 5.3	5 5.7	4 5.5
BUY EIGHT, GET TWO FREE	8 7.5	- -	- -	- -	5 20.0	- -	4 7.8	2 7.1	1 2.6	8 9.2	7 9.6
SPECIAL SAMPLER PACKETS	21 19.8	1 8.3	- -	2 50.0	6 24.0	- -	8 15.7	3 10.7	7 18.4	17 19.5	14 19.2
SALE/DISCOUNT ON CIGARS	23 21.7	5 41.7	1 33.3	2 50.0	4 16.0	2 28.6	17 33.3	8 28.6	13 34.2	19 21.8	18 24.7
SALE/DISCOUNT ON BOX/ PACKAGE	6 5.7	1 8.3	- -	- -	- -	- -	4 7.8	3 10.7	3 7.9	5 5.7	5 6.8
12 CIGARS FOR $10	7 6.6	- -	2 66.7	- -	2 8.0	- -	3 5.9	3 10.7	4 10.5	7 8.0	5 6.8
BUY THROUGH ADVERTISEMENT	4 3.8	- -	- -	- -	1 4.0	1 14.3	3 5.9	1 3.6	1 2.6	3 3.4	2 2.7
BUY BOXES, GET A BOX FREE	10 9.4	1 8.3		- -	1 4.0	2 28.6	3 5.9	2 7.1	2 5.3	7 8.0	6 8.2
BUY CIGARS, GET CIGARS FREE	12 11.3	- -		- -	3 12.0	1 14.3	4 7.8	- -	2 5.3	8 9.2	5 6.8
BUY CIGARS, GET A HUMIDOR FREE	2 1.9	- -		- -	1 4.0	1 14.3	1 2.0	1 3.6	1 2.6	1 1.1	1 1.4
MAIL-IN COUPON FOR FREE/DISCOUNTED CIGARS	3 2.8	1 8.3		- -	1 4.0	- -	1 2.0	- -	1 2.6	3 3.4	1 1.4
OTHER	11 10.4	2 16.7	- -	- -	2 8.0	1 14.3	4 7.8	3 10.7	3 7.9	8 9.2	9 12.3
TOTAL	112 105.7	12 100.0	3 100.0	4 100.0	28 112.0	8 114.3	54 105.9	28 100.0	40 105.3	91 104.6	77 105.5

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023777

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 54
Q43A : HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED IN THE PAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
YES	55 27.5	8 36.4	4 66.7	2 25.0	14 28.0	1 7.1	34 36.6	24 42.9	22 35.5	49 30.6	44 34.6
NO	145 72.5	14 63.6	2 33.3	6 75.0	36 72.0	13 92.9	59 63.4	32 57.1	40 64.5	111 69.4	83 65.4
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

Avo smokers 67% attitude has changed

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023778

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 56
Q44A : DO YOU FEEL THE PUBLIC'S ATTITUDE HAS CHANGED TOWARD CIGAR SMOKING IN THE PAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total rspondents	200	22	6	8	50	14	93	56	62	160	127
YES	138	12	3	3	37	12	61	37	41	114	86
	69.0	54.5	50.0	37.5	74.0	85.7	65.6	66.1	66.1	71.3	67.7
NO	62	10	3	5	13	2	32	19	21	46	41
	31.0	45.5	50.0	62.5	26.0	14.3	34.4	33.9	33.9	28.8	32.3
TOTAL	200	22	6	8	50	14	93	56	62	160	127
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023779

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59A
Q46 : HEALTH RISK RATING - SUMMARY OF TOP 2 BOX

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ALCOHOL CONSUMPTION	20 10.0	1 4.5	2 33.3	- -	8 16.0	- -	7 7.5	5 8.9	6 9.7	17 10.6	11 8.7
CIGAR SMOKING	67 33.5	9 40.9	4 66.7	3 37.5	12 24.0	3 21.4	35 37.6	22 39.3	27 43.5	54 33.8	44 34.6
CIGARETTE SMOKING	10 5.0	- -	- -	- -	4 8.0	2 14.3	1 1.1	1 1.8	- -	8 5.0	5 3.9
FAT IN DIET	17 8.5	1 4.5	- -	- -	5 10.0	1 7.1	5 5.4	- -	2 3.2	12 7.5	5 3.9
SECOND HAND SMOKE	88 44.0	12 54.5	3 50.0	3 37.5	14 28.0	4 28.6	49 52.7	27 48.2	33 53.2	74 46.3	56 44.1
SUN EXPOSURE	33 16.5	3 13.6	2 33.3	- -	11 22.0	3 21.4	18 19.4	12 21.4	10 16.1	29 18.1	22 17.3

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023780

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59B
Q46 : HEALTH RISK RATING - SUMMARY OF MEANS

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
ALCOHOL CONSUMPTION	5.4	4.8	7.0	4.6	5.7	5.2	5.4	5.4	5.5	5.4	5.3
CIGAR SMOKING	7.3	8.1	8.7	8.1	7.0	6.1	7.6	7.8	7.8	7.3	7.3
CIGARETTE SMOKING	2.9	2.9	2.2	2.4	2.8	3.6	2.6	2.2	2.5	2.8	2.6
FAT IN DIET	4.4	4.0	3.2	3.8	4.2	4.8	4.2	4.0	4.3	4.1	3.8
SECOND HAND SMOKE	7.3	7.8	7.8	7.4	6.5	6.1	7.6	7.6	7.8	7.4	7.3
SUN EXPOSURE	5.7	5.7	5.5	5.3	6.1	5.6	5.8	5.7	5.7	5.7	5.5

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023781

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59C
Q46 : HEALTH RISK RATING FOR ALCOHOL CONSUMPTION

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	24 12.0	2 9.1	2 33.3	- -	8 16.0	- -	10 10.8	5 8.9	7 11.3	18 11.3	13 10.2
(10) ONE (NO HEALTH RISK)	14 7.0	1 4.5	2 33.3	- -	3 6.0	- -	5 5.4	2 3.6	4 6.5	11 6.9	8 6.3
(9) TWO	6 3.0	- -	- -	- -	5 10.0	- -	2 2.2	3 5.4	2 3.2	6 3.8	3 2.4
(8) THREE	14 7.0	1 4.5	- -	1 12.5	5 10.0	1 7.1	5 5.4	2 3.6	5 8.1	10 6.3	10 7.9
(7) FOUR	17 8.5	- -	- -	- -	7 14.0	1 7.1	9 9.7	7 12.5	7 11.3	14 8.8	10 7.9
(6) FIVE	66 33.0	9 40.9	3 50.0	2 25.0	10 20.0	7 50.0	36 38.7	21 37.5	19 30.6	52 32.5	45 35.4
(5) SIX	16 8.0	3 13.6	- -	1 12.5	3 6.0	1 7.1	8 8.6	5 8.9	7 11.3	13 8.1	9 7.1
(4) SEVEN	15 7.5	- -	1 16.7	1 12.5	4 8.0	2 14.3	6 6.5	3 5.4	3 4.8	13 8.1	8 6.3
(3) EIGHT	21 10.5	3 13.6	- -	2 25.0	6 12.0	- -	7 7.5	5 8.9	6 9.7	18 11.3	13 10.2
(2) NINE	8 4.0	- -	- -	1 12.5	3 6.0	1 7.1	4 4.3	3 5.4	3 4.8	7 4.4	5 3.9
(1) TEN (EXTREME HEALTH RISK)	19 9.5	4 18.2	- -	- -	4 8.0	1 7.1	8 8.6	5 8.9	5 8.1	15 9.4	14 11.0
DON'T KNOW	4 2.0	1 4.5	- -	- -	- -	- -	3 3.2	- -	1 1.6	1 0.6	2 1.6
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	5.4	4.8	7.0	4.6	5.7	5.2	5.4	5.4	5.5	5.4	5.3
Std.Dev	2.43	2.43	2.45	2.00	2.62	1.89	2.26	2.28	2.38	2.43	2.44
Std.Err	0.17	0.53	1.00	0.71	0.37	0.50	0.24	0.31	0.31	0.19	0.22

CONFIDENTIAL UNDER PROTECTIVE ORDER
GC 023782

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59D
Q46 : HEALTH RISK RATING FOR CIGAR SMOKING

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	69 34.5	10 45.5	4 66.7	3 37.5	12 24.0	3 21.4	36 38.7	22 39.3	27 43.5	55 34.4	45 35.4
(10) ONE (NO HEALTH RISK)	35 17.5	7 31.8	2 33.3	2 25.0	6 12.0	- -	17 18.3	11 19.6	16 25.8	26 16.3	24 18.9
(9) TWO	32 16.0	2 9.1	2 33.3	1 12.5	6 12.0	3 21.4	18 19.4	11 19.6	11 17.7	28 17.5	20 15.7
(8) THREE	37 18.5	4 18.2	1 16.7	2 25.0	11 22.0	3 21.4	21 22.6	17 30.4	13 21.0	32 20.0	27 21.3
(7) FOUR	19 9.5	2 9.1	- -	2 25.0	7 14.0	- -	8 8.6	4 7.1	6 9.7	14 8.8	8 6.3
(6) FIVE	44 22.0	6 27.3	1 16.7	1 12.5	11 22.0	2 14.3	18 19.4	7 12.5	10 16.1	35 21.9	29 22.8
(5) SIX	7 3.5	- -	- -	- -	2 4.0	1 7.1	2 2.2	1 1.8	1 1.6	7 4.4	4 3.1
(4) SEVEN	10 5.0	- -	- -	- -	2 4.0	2 14.3	4 4.3	3 5.4	2 3.2	7 4.4	4 3.1
(3) EIGHT	10 5.0	- -	- -	- -	4 8.0	3 21.4	2 2.2	2 3.6	1 1.6	7 4.4	7 5.5
(2) NINE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) TEN (EXTREME HEALTH RISK)	4 2.0	- -	- -	- -	1 2.0	- -	2 2.2	- -	2 3.2	3 1.9	3 2.4
DON'T KNOW	2 1.0	1 4.5	- -	- -	- -	- -	1 1.1	- -	- -	1 0.6	1 0.8
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means Std.Dev Std.Err	7.3 2.17 0.15	8.1 1.67 0.36	8.7 1.51 0.61	8.1 1.46 0.52	7.0 2.15 0.30	6.1 2.40 0.64	7.6 2.04 0.21	7.8 1.87 0.25	7.8 2.15 0.27	7.3 2.12 0.17	7.3 2.21 0.20

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023783

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59E
Q46 : HEALTH RISK RATING FOR CIGARETTE SMOKING

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	13 6.5	1 4.5	- -	- -	5 10.0	2 14.3	2 2.2	1 1.8	- -	10 6.3	6 4.7
(10) ONE (NO HEALTH RISK)	6 3.0	- -	- -	- -	2 4.0	1 7.1	- -	- -	- -	6 3.8	3 2.4
(9) TWO	4 2.0	- -	- -	- -	2 4.0	1 7.1	1 1.1	1 1.8	- -	2 1.3	2 1.6
(8) THREE	1 0.5	- -	- -	- -	- -	- -	1 1.1	- -	- -	1 0.6	1 0.8
(7) FOUR	7 3.5	- -	- -	1 12.5	2 4.0	- -	2 2.2	1 1.8	3 4.8	4 2.5	3 2.4
(6) FIVE	11 5.5	2 9.1	- -	- -	3 6.0	1 7.1	3 3.2	1 1.8	2 3.2	7 4.4	5 3.9
(5) SIX	10 5.0	2 9.1	- -	- -	1 2.0	1 7.1	7 7.5	3 5.4	3 4.8	8 5.0	5 3.9
(4) SEVEN	12 6.0	3 13.6	2 33.3	- -	- -	2 14.3	9 9.7	4 7.1	3 4.8	10 6.3	8 6.3
(3) EIGHT	38 19.0	5 22.7	- -	2 25.0	8 16.0	2 14.3	20 21.5	8 14.3	15 24.2	31 19.4	23 18.1
(2) NINE	26 13.0	2 9.1	1 16.7	1 12.5	6 12.0	1 7.1	13 14.0	8 14.3	12 19.4	19 11.9	16 12.6
(1) TEN (EXTREME HEALTH RISK)	82 41.0	7 31.8	3 50.0	4 50.0	25 50.0	5 35.7	36 38.7	30 53.6	24 38.7	70 43.8	60 47.2
DON'T KNOW	3 1.5	1 4.5	- -	- -	1 2.0	- -	1 1.1	- -	- -	2 1.3	1 0.8
TOTAL	200 00.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	2.9	2.9	2.2	2.4	2.8	3.6	2.6	2.2	2.5	2.8	2.6
Std.Dev	2.34	1.71	1.47	2.07	2.65	2.98	1.82	1.75	1.68	2.33	2.19
Std.Err	0.17	0.37	0.60	0.73	0.38	0.80	0.19	0.23	0.21	0.19	0.19

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023784

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59F
Q46 : HEALTH RISK RATING FOR FAT IN THE DIET

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	19 9.5	2 9.1	- -	- -	6 12.0	1 7.1	6 6.5	- -	2 3.2	14 8.8	6 4.7
(10) ONE (NO HEALTH RISK)	11 5.5	1 4.5	- -	- -	4 8.0	- -	2 2.2	- -	2 3.2	7 4.4	2 1.6
(9) TWO	6 3.0	- -	- -	- -	1 2.0	1 7.1	3 3.2	- -	- -	5 3.1	3 2.4
(8) THREE	7 3.5	1 4.5	- -	1 12.5	- -	- -	4 4.3	2 3.6	3 4.8	5 3.1	3 2.4
(7) FOUR	10 5.0	- -	- -	- -	2 4.0	3 21.4	6 6.5	4 7.1	4 6.5	7 4.4	7 5.5
(6) FIVE	28 14.0	2 9.1	- -	- -	9 18.0	1 7.1	8 8.6	6 10.7	6 9.7	21 13.1	13 10.2
(5) SIX	25 12.5	2 9.1	1 16.7	2 25.0	3 6.0	3 21.4	14 15.1	10 17.9	14 22.6	16 10.0	17 13.4
(4) SEVEN	28 14.0	7 31.8	1 16.7	1 12.5	9 18.0	1 7.1	14 15.1	7 12.5	8 12.9	24 15.0	20 15.7
(3) EIGHT	36 18.0	4 18.2	3 50.0	1 12.5	7 14.0	2 14.3	19 20.4	16 28.6	13 21.0	32 20.0	25 19.7
(2) NINE	15 7.5	- -	- -	2 25.0	3 6.0	3 21.4	9 9.7	5 8.9	3 4.8	12 7.5	11 8.7
(1) TEN (EXTREME HEALTH RISK)	32 16.0	4 18.2	1 16.7	1 12.5	11 22.0	- -	13 14.0	6 10.7	9 14.5	29 18.1	25 19.7
DON'T KNOW	2 1.0	1 4.5	- -	- -	1 2.0	- -	1 1.1	- -	- -	2 1.3	1 0.8
TOTAL	200 00.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means Std.Dev Std.Err	4.4 2.51 0.18	4.0 2.26 0.49	3.2 1.33 0.54	3.8 2.25 0.80	4.2 2.67 0.38	4.8 2.22 0.59	4.2 2.30 0.24	4.0 1.87 0.25	4.3 2.20 0.28	4.1 2.47 0.20	3.8 2.22 0.20

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023785

TABLE 59G
Q46 : HEALTH RISK RATING FOR SECOND HAND SMOKE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	89 44.5	13 59.1	3 50.0	3 37.5	14 28.0	4 28.6	50 53.8	27 48.2	33 53.2	75 46.9	57 44.9
(10) ONE (NO HEALTH RISK)	64 32.0	9 40.9	2 33.3	- -	10 20.0	4 28.6	36 38.7	17 30.4	26 41.9	52 32.5	43 33.9
(9) TWO	24 12.0	3 13.6	1 16.7	3 37.5	4 8.0	- -	13 14.0	10 17.9	7 11.3	22 13.8	13 10.2
(8) THREE	22 11.0	2 9.1	1 16.7	1 12.5	6 12.0	1 7.1	6 6.5	7 12.5	8 12.9	16 10.0	16 12.6
(7) FOUR	13 6.5	- -	- -	1 12.5	5 10.0	1 7.1	4 4.3	3 5.4	1 1.6	10 6.3	7 5.5
(6) FIVE	21 10.5	2 9.1	1 16.7	2 25.0	8 16.0	2 14.3	12 12.9	6 10.7	7 11.3	16 10.0	13 10.2
(5) SIX	19 9.5	1 4.5	- -	1 12.5	4 8.0	2 14.3	5 5.4	4 7.1	4 6.5	13 8.1	11 8.7
(4) SEVEN	17 8.5	3 13.6	1 16.7	- -	5 10.0	1 7.1	7 7.5	5 8.9	4 6.5	15 9.4	9 7.1
(3) EIGHT	9 4.5	- -	- -	- -	5 10.0	1 7.1	4 4.3	3 5.4	4 6.5	8 5.0	7 5.5
(2) NINE	2 1.0	- -	- -	- -	1 2.0	- -	1 1.1	- -	- -	1 0.6	- -
(1) TEN (EXTREME HEALTH RISK)	8 4.0	1 4.5	- -	- -	2 4.0	2 14.3	4 4.3	1 1.8	1 1.6	6 3.8	7 5.5
DON'T KNOW	1 0.5	1 4.5	- -	- -	- -	- -	1 1.1	- -	- -	1 0.6	1 0.8
TOTAL	200 00.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means	7.3	7.8	7.8	7.4	6.5	6.1	7.6	7.6	7.8	7.4	7.3
Std.Dev	2.67	2.76	2.40	1.60	2.66	3.21	2.73	2.46	2.52	2.67	2.75
Std.Err	0.19	0.60	0.98	0.56	0.38	0.86	0.29	0.33	0.32	0.21	0.24

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023786

CIGAR USAGE [illegible] ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 59H
Q46 : HEALTH RISK RATING FOR SUN EXPOSURE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
TOP TWO BOX	34 17.0	4 18.2	2 33.3	- -	11 22.0	3 21.4	19 20.4	12 21.4	10 16.1	30 18.8	23 18.1
(10) ONE (NO HEALTH RISK)	14 7.0	2 9.1	1 16.7	- -	5 10.0	1 7.1	6 6.5	2 3.6	4 6.5	13 8.1	10 7.9
(9) TWO	19 9.5	1 4.5	1 16.7	- -	6 12.0	2 14.3	12 12.9	10 17.9	6 9.7	16 10.0	12 9.4
(8) THREE	19 9.5	1 4.5	- -	- -	3 6.0	2 14.3	8 8.6	4 7.1	4 6.5	10 6.3	7 5.5
(7) FOUR	18 9.0	2 9.1	- -	- -	5 10.0	2 14.3	10 10.8	2 3.6	5 8.1	16 10.0	12 9.4
(6) FIVE	43 21.5	7 31.8	- -	4 50.0	13 26.0	- -	19 20.4	11 19.6	19 30.6	34 21.3	26 20.5
(5) SIX	20 10.0	1 4.5	- -	3 37.5	6 12.0	1 7.1	10 10.8	9 16.1	8 12.9	19 11.9	13 10.2
(4) SEVEN	23 11.5	4 18.2	3 50.0	- -	4 8.0	- -	9 9.7	7 12.5	4 6.5	16 10.0	14 11.0
(3) EIGHT	20 10.0	1 4.5	- -	1 12.5	4 8.0	4 28.6	7 7.5	6 10.7	4 6.5	16 10.0	15 11.8
(2) NINE	8 4.0	- -	1 16.7	- -	2 4.0	2 14.3	4 4.3	3 5.4	3 4.8	7 4.4	5 3.9
(1) TEN (EXTREME HEALTH RISK)	15 7.5	2 9.1	- -	- -	2 4.0	- -	7 7.5	2 3.6	5 8.1	12 7.5	12 9.4
DON'T KNOW	1 0.5	1 4.5	- -	- -	- -	- -	1 1.1	- -	- -	1 0.6	1 0.8
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0
Means Std.Dev Std.Err	5.7 2.53 0.18	5.7 2.46 0.54	5.5 3.21 1.31	5.3 1.04 0.37	6.1 2.43 0.34	5.6 2.92 0.78	5.8 2.55 0.27	5.7 2.43 0.32	5.7 2.45 0.31	5.7 2.55 0.20	5.5 2.62 0.23

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023787

CIGAR USAGE [illegible] ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 60
Q47 : DO YOU OWN A HUMIDOR IN YOUR HOME?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
YES	109 54.5	11 50.0	6 100.0	4 50.0	17 34.0	9 64.3	55 59.1	39 69.6	46 74.2	93 58.1	82 64.6
NO	91 45.5	11 50.0	- -	4 50.0	33 66.0	5 35.7	38 40.9	17 30.4	16 25.8	67 41.9	45 35.4
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023788

CIGAR USAGE & ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 61
Q48 : AGE

	TOTAL	BRANDS USED MOST OFTEN					BRANDS MENTIONED				
		ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
18 - 24	6 3.0	1 4.5	- -	- -	2 4.0	1 7.1	4 4.3	2 3.6	3 4.8	6 3.8	2 1.6
25 - 34	57 28.5	5 22.7	4 66.7	5 62.5	18 36.0	4 28.6	31 33.3	24 42.9	21 33.9	50 31.3	35 27.6
35 - 44	56 28.0	8 36.4	2 33.3	3 37.5	10 20.0	3 21.4	32 34.4	20 35.7	23 37.1	46 28.8	43 33.9
45 - 54	43 21.5	6 27.3	- -	- -	9 18.0	3 21.4	16 17.2	7 12.5	11 17.7	32 20.0	28 22.0
55 - 64	16 8.0	1 4.5	- -	- -	6 12.0	2 14.3	7 7.5	3 5.4	2 3.2	11 6.9	11 8.7
65 - over	22 11.0	1 4.5	- -	- -	5 10.0	1 7.1	3 3.2	- -	2 3.2	15 9.4	8 6.3
REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023789

CIGAR USAGE [illegible] ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 62
Q49 : MARITAL STATUS

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
SINGLE	43 21.5	6 27.3	3 50.0	4 50.0	13 26.0	3 21.4	25 26.9	15 26.8	17 27.4	37 23.1	28 22.0
MARRIED	147 73.5	16 72.7	3 50.0	4 50.0	35 70.0	11 78.6	67 72.0	40 71.4	43 69.4	116 72.5	97 76.4
DIVORCED	6 3.0	- -	- -	- -	1 2.0	- -	1 1.1	1 1.8	2 3.2	4 2.5	2 1.6
SEPARATED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WIDOWED	3 1.5	- -	- -	- -	1 2.0	- -	- -	- -	- -	2 1.3	- -
REFUSED	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023790

CIGAR USAGE ... ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 63
Q50 : OCCUPATION

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
WHITE COLLAR (NET)	121 60.5	10 45.5	5 83.3	7 87.5	32 64.0	13 92.9	62 66.7	42 75.0	45 72.6	105 66.3	85 66.9
PROFESSIONAL/TECHNICAL	44 22.0	2 9.1	1 16.7	1 12.5	14 28.0	7 50.0	21 22.6	14 25.0	17 27.4	38 23.8	33 26.0
MANAGERS/ ADMINISTRATORS	24 12.0	2 9.1	1 16.7	1 12.5	8 16.0	5 35.7	14 15.1	10 17.9	8 12.9	22 13.8	17 13.4
CLERICAL	3 1.5	- -	- -	- -	1 2.0	- -	- -	1 1.8	- -	1 0.6	1 0.8
SALES WORKERS	50 25.0	6 27.3	3 50.0	5 62.5	9 18.0	1 7.1	27 29.0	17 30.4	20 32.3	45 28.1	34 26.8
BLUE COLLAR (NET)	29 14.5	3 13.6	- -	1 12.5	6 12.0	- -	12 12.9	7 12.5	5 8.1	15 9.4	12 9.4
CRAFTSMEN	9 4.5	1 4.5	-	- -	2 4.0	- -	5 5.4	2 3.6	2 3.2	4 2.5	4 3.1
OPERATIVES	3 1.5	- -		- -	1 2.0	- -	- -	- -	- -	1 0.6	1 0.8
TRANSPORT EQUIPMENT OPERATIVES	1 0.5	- -		- -	- -	- -	- -	- -	- -	- -	- -
LABORERS	5 2.5	1 4.5		- -	- -	- -	3 3.2	- -	1 1.6	3 1.9	1 0.8
FARMERS/FARM LABORERS	3 1.5	1 4.5		- -	- -	- -	2 2.2	1 1.8	1 1.6	1 0.6	1 0.8
SERVICE WORKERS	8 4.0	- -	- -	1 12.5	3 6.0	- -	2 2.2	4 7.1	1 1.6	6 3.8	5 3.9
OTHER (NET)	50 25.0	9 40.9	1 16.7	- -	12 24.0	1 7.1	19 20.4	7 12.5	12 19.4	39 24.4	30 23.6
OTHER	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023791

CIGAR USAGE , ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 63
Q50 : OCCUPATION

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -- total respondents	200	22	6	8	50	14	93	56	62	160	127
STUDENT	2 1.0	1 4.5	- -	- -	1 2.0	- -	1 1.1	1 1.8	1 1.6	2 1.3	- -
HOUSEWIFE	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
RETIRED	26 13.0	2 9.1	- -	- -	8 16.0	1 7.1	5 5.4	3 5.4	3 4.8	20 12.5	14 11.0
REFUSED	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -
SELF-EMPLOYED	19 9.5	6 27.3	1 16.7	- -	3 6.0	- -	13 14.0	3 5.4	8 12.9	15 9.4	16 12.6
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023792

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 64
Q51 : INCOME

	TOTAL	BRANDS USED MOST OFTEN					BRANDS MENTIONED				
		ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
UNDER 65,000	63 31.5	8 36.4	1 16.7	- -	15 30.0	5 35.7	25 26.9	10 17.9	14 22.6	47 29.4	34 26.8
65,000 -99,999	50 25.0	5 22.7	- -	3 37.5	18 36.0	2 14.3	24 25.8	15 26.8	19 30.6	41 25.6	32 25.2
100,000 - 199,999	52 26.0	5 22.7	2 33.3	4 50.0	10 20.0	6 42.9	29 31.2	23 41.1	22 35.5	47 29.4	37 29.1
200,000 - over	16 8.0	1 4.5	2 33.3	1 12.5	3 6.0	1 7.1	6 6.5	5 8.9	4 6.5	13 8.1	12 9.4
DON'T KNOW/REFUSED	19 9.5	3 13.6	1 16.7	- -	4 8.0	- -	9 9.7	3 5.4	3 4.8	12 7.5	12 9.4
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023793

CIGAR USAGE AND ATTITUDE
SIRS #94-305

12 Sep 94

TABLE 65
Q52 : RACE

	TOTAL	BRANDS USED MOST OFTEN					BRANDS MENTIONED				
		ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	200	22	6	8	50	14	93	56	62	160	127
AFRO-AMERICAN	3 1.5	1 4.5	- -	- -	1 2.0	- -	1 1.1	- -	1 1.6	2 1.3	1 0.8
WHITE	174 87.0	18 81.8	4 66.7	7 87.5	42 84.0	13 92.9	84 90.3	52 92.9	56 90.3	139 86.9	112 88.2
HISPANIC	5 2.5	1 4.5	- -	- -	2 4.0	- -	3 3.2	- -	2 3.2	5 3.1	4 3.1
ORIENTAL	2 1.0	- -	1 16.7	1 12.5	- -	- -	- -	2 3.6	1 1.6	1 0.6	1 0.8
AMERICAN INDIAN	2 1.0	- -	- -	- -	1 2.0	- -	- -	- -	- -	1 0.6	- -
ANOTHER RACE	8 4.0	1 4.5	1 16.7	- -	1 2.0	1 7.1	4 4.3	2 3.6	1 1.6	7 4.4	6 4.7
REFUSED	6 3.0	1 4.5	- -	- -	3 6.0	- -	1 1.1	- -	1 1.6	5 3.1	3 2.4
TOTAL	200 100.0	22 100.0	6 100.0	8 100.0	50 100.0	14 100.0	93 100.0	56 100.0	62 100.0	160 100.0	127 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023794

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

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

AND

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

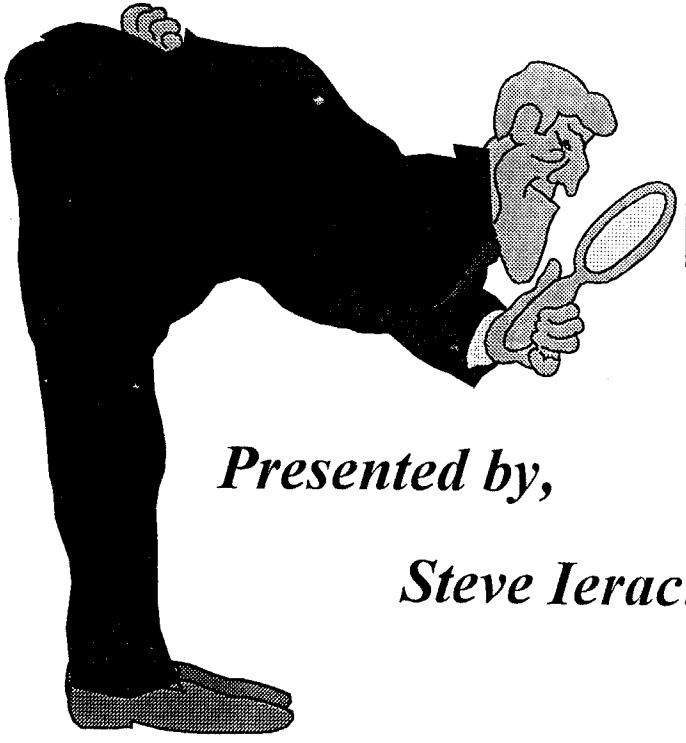
EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT

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

Defendant's Exhibit 20

Consumer Behavior Tracking Study



Benchmark Measurement
November 1999

Presented by,

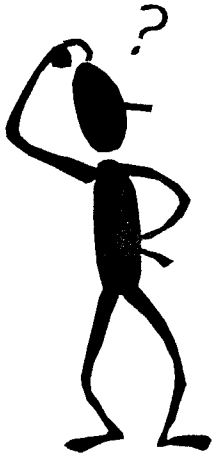
Steve Ieraci

DEFENDANT'S EXHIBIT
D20
Blumberg No. 6114

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021338

Background and Overview

- **Objectives - *to understand...***
  - **The phenomenon of crossover behavior**
    - ***How many smokers?***
    - ***Which brands? Our brands?***
    - ***Meaningful volume?***
    - ***Opportunity for Don Sebastian and other MM Premiums***
  - **Brand share for premium brands**



CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021339

Methodology

- Mail Questionnaire to a representative and static sample of cigar smokers over four measurements to observe their purchase and consumption behavior
- Benchmark
  - Mailed to 9,000+ HH
  - 5,685 completed returns
  - Anticipate 750 - 1,000 returns by last measure

Reserach Supplier is *The NPD Group, Inc.*

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021340

Methodology

- Static sample of respondents allows us to observe *actual* changes in consumer behavior
  - Changes in brands purchased
  - Changes in brand loyalty
  - Changes in channels purchased
  - Changes in experiences
  - Changes in price point....etc!

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021341

Project Schedule

- Measurements
  - August/September 1999
  - November/December 1999
  - February/March 2000
  - May/June 2000
- Good spread of measurements effectively captures the various seasons

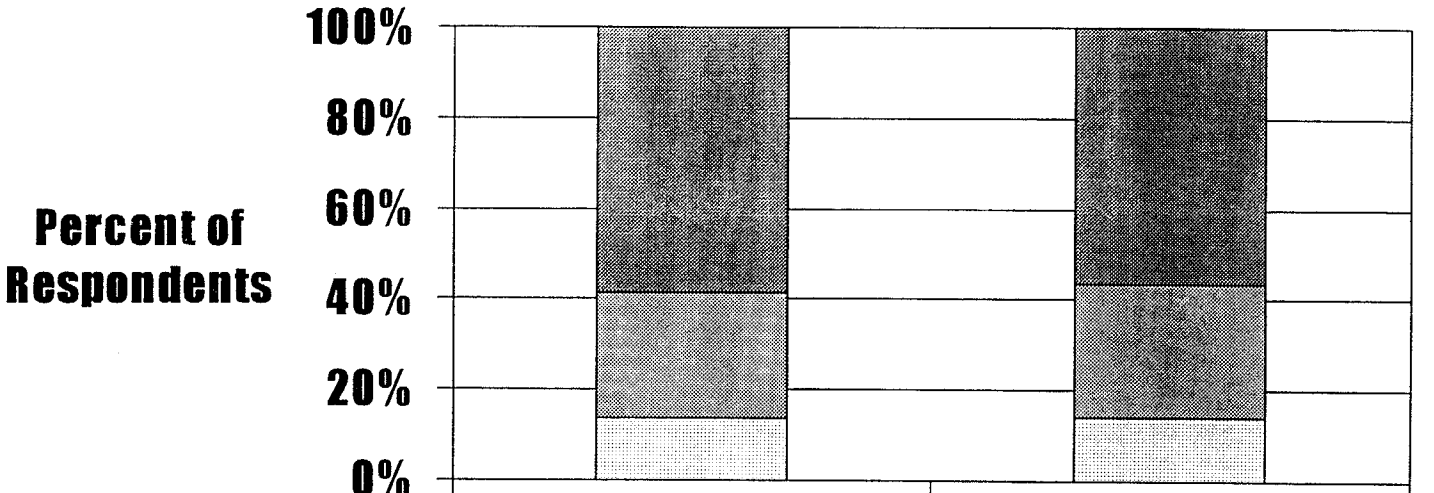
CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021342

Consumer Behavior Tracking Study

I. Consumer Definition

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021343

Almost one-third of all cigar smokers are smoking premium brands exclusively

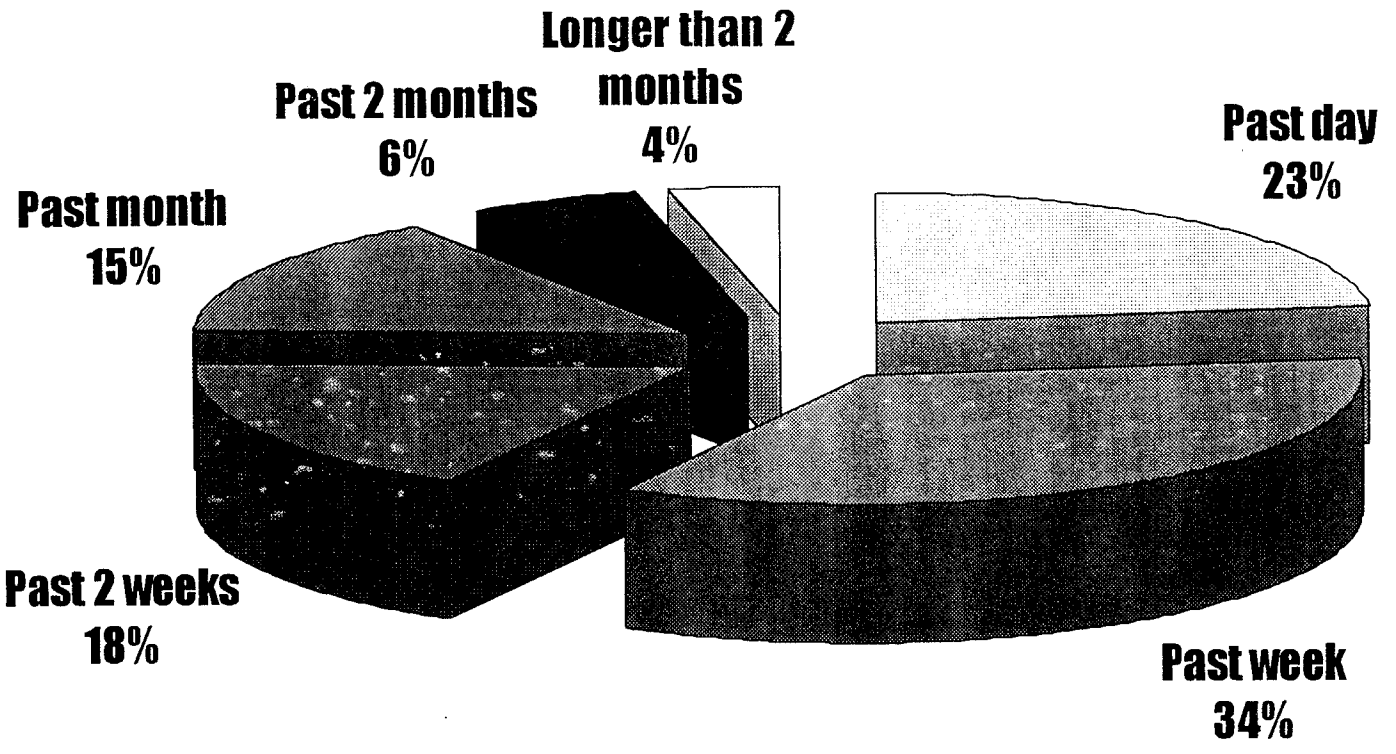


	Purchases	Consumption
Mass-Market Only	58.5	56.4
Premium Only	27.9	29.6
Crossover Smokers	13.6	14

Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021344

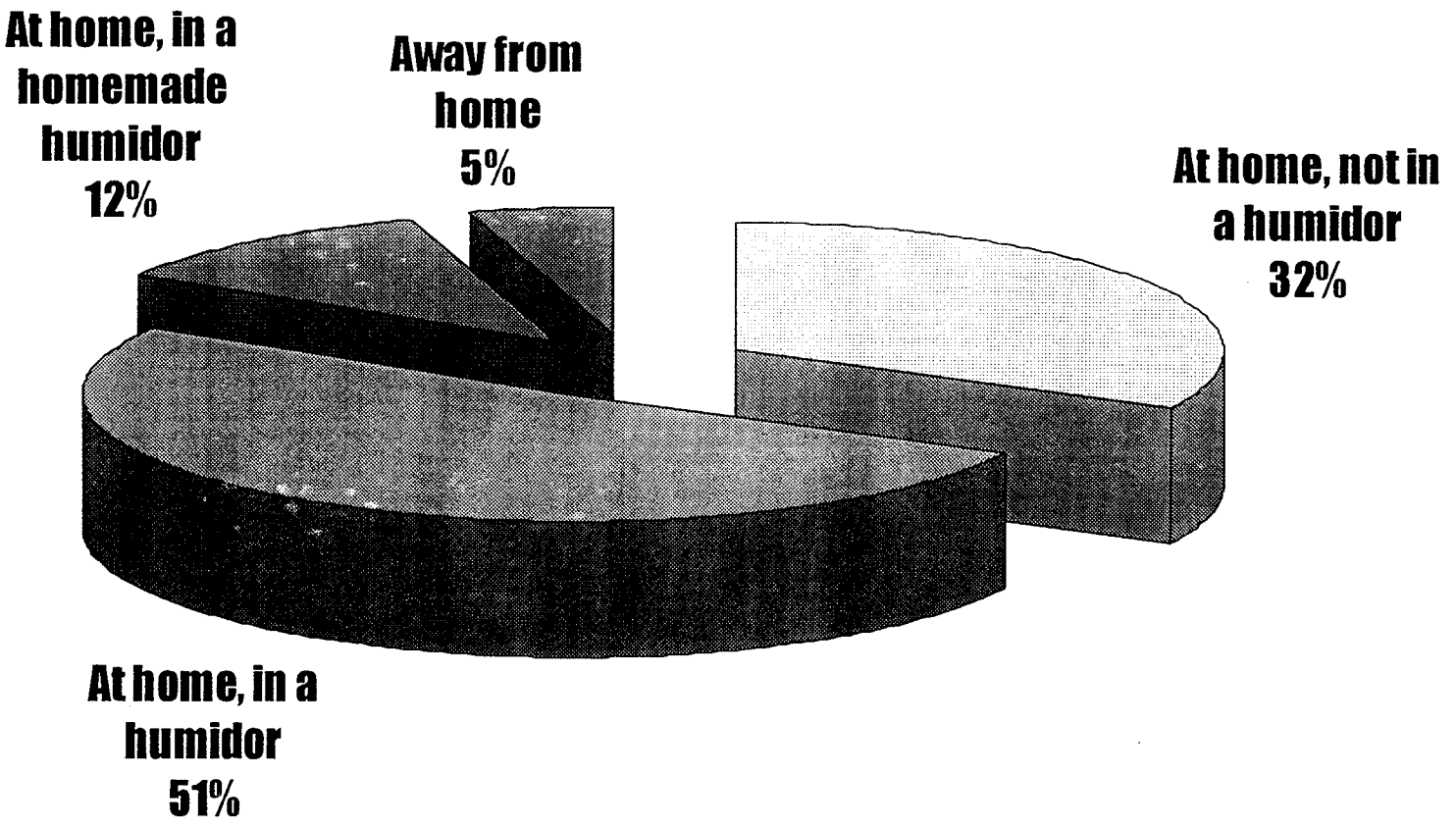
More than half of all premium smokers are smoking at least on a weekly basis



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021345

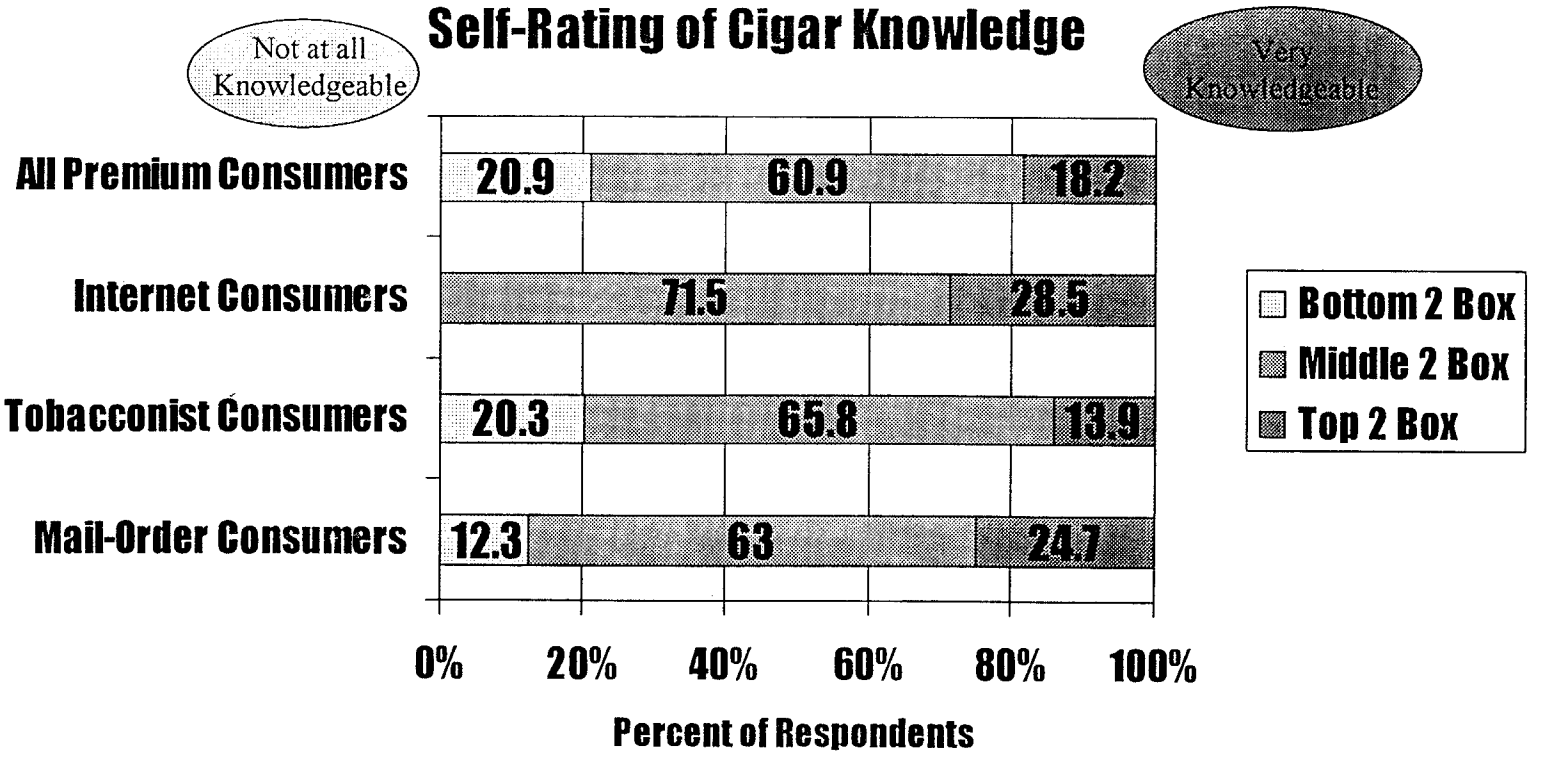
More than half of premium consumers are maintaining inventories of cigars



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021346

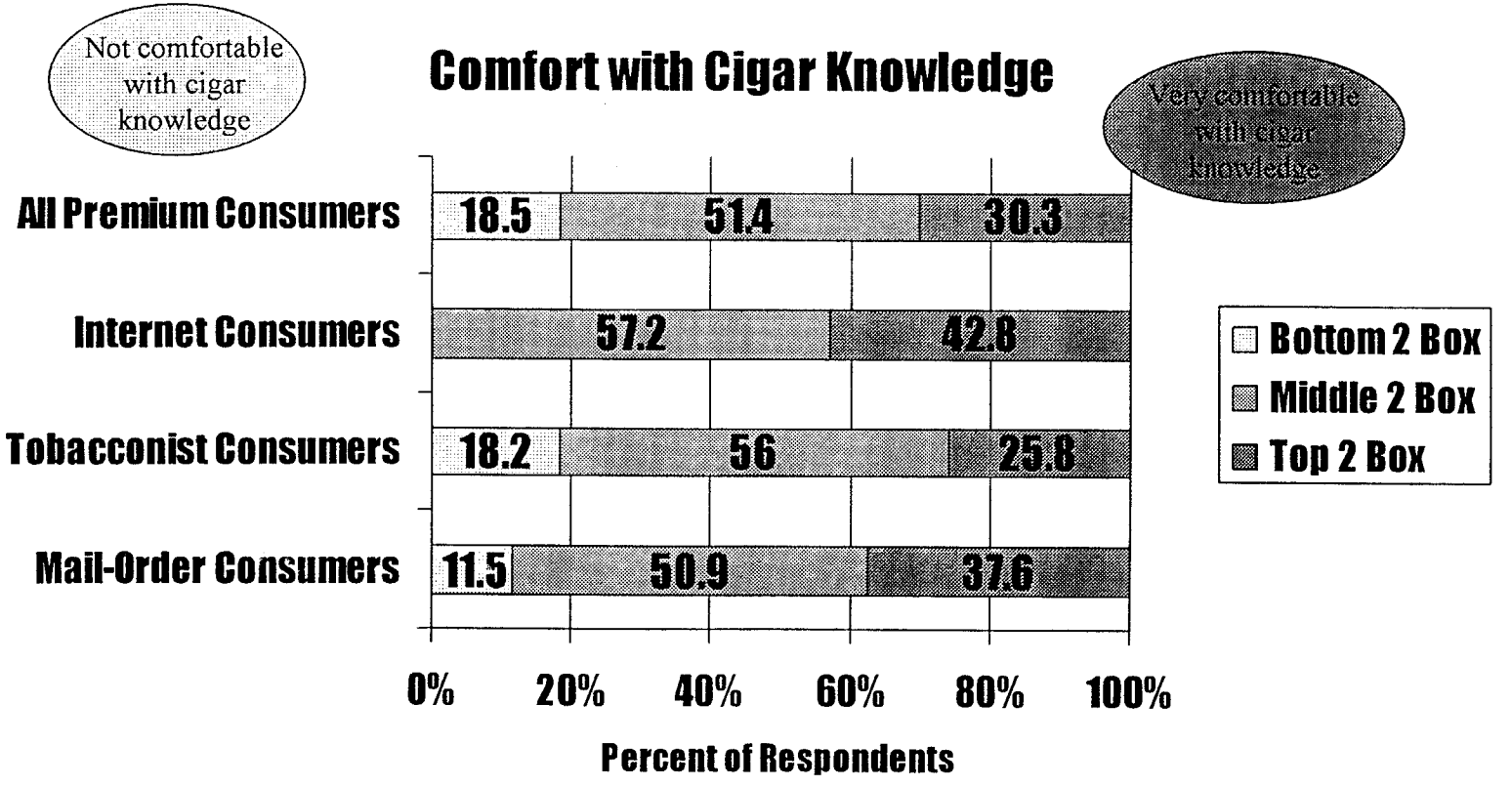
Internet and Mail-Order consumers view themselves as more knowledgeable about cigars than tobacconist consumers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021347

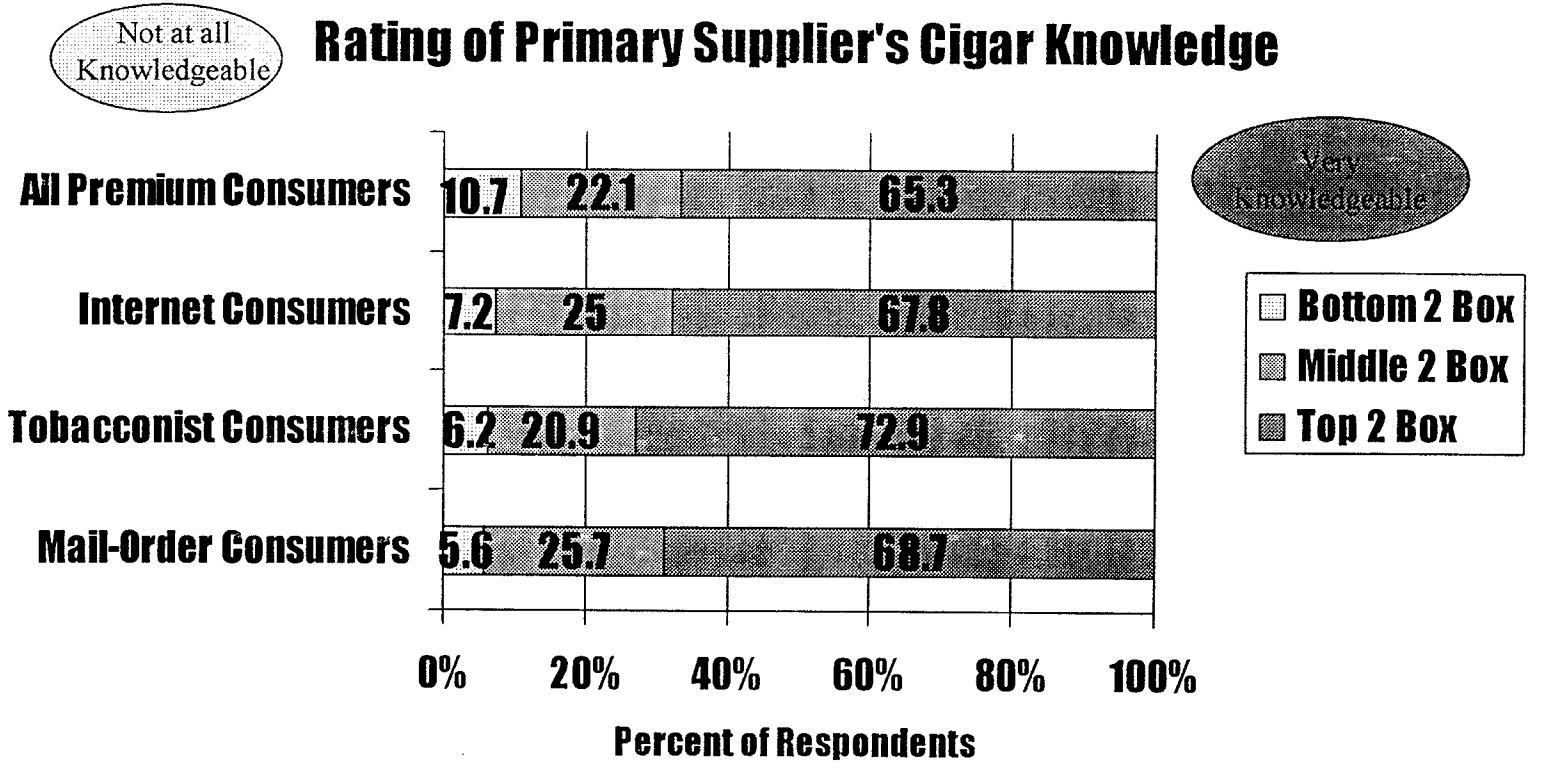
Internet and Mail-Order consumers claim to be more comfortable with their level of knowledge than tobacconist consumers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021348

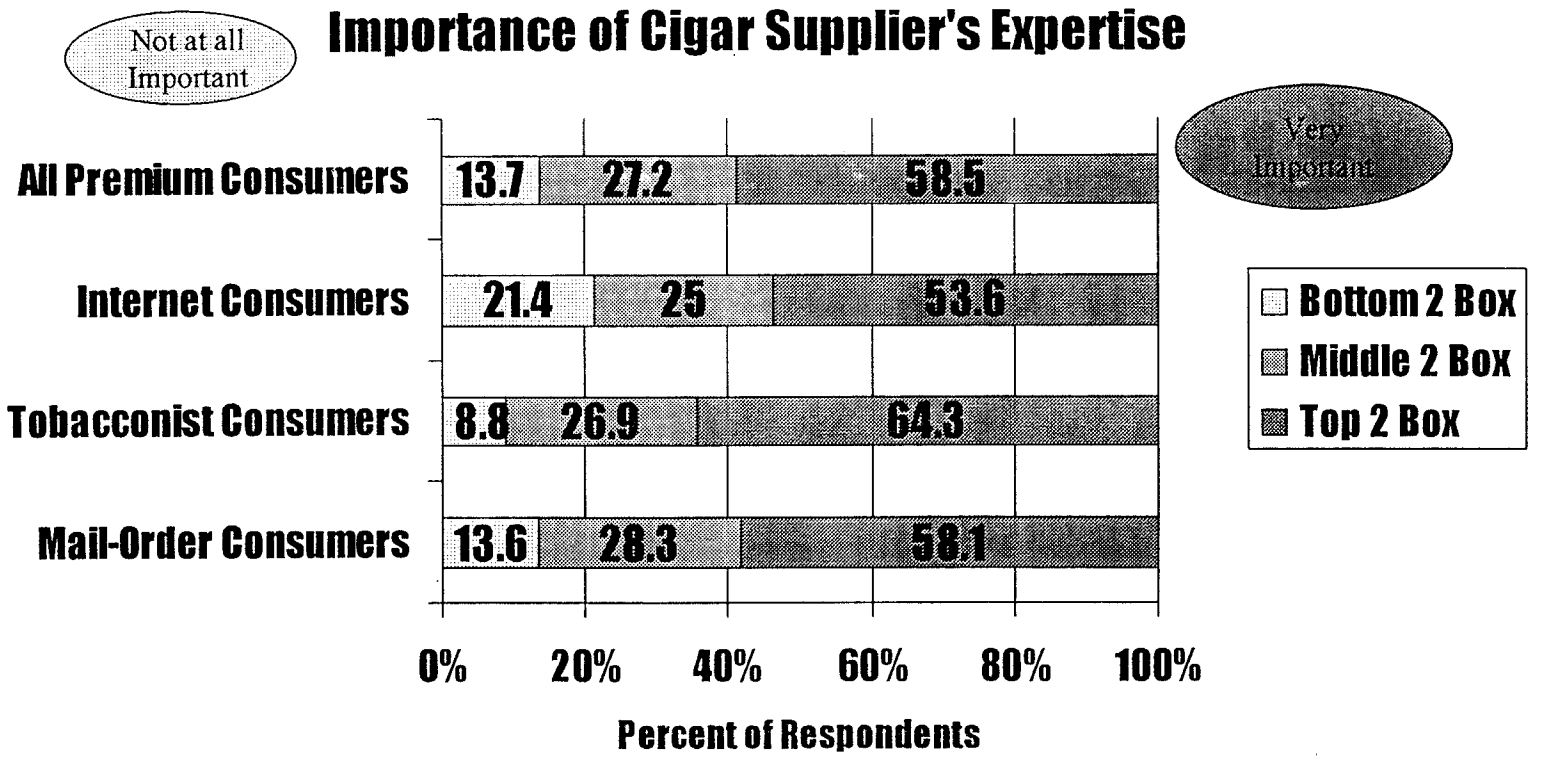
Tobacconist consumers rate their supplier's cigar knowledge higher than all others



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021349

A cigar supplier's knowledge level is most important to those that shop at the tobacconist



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

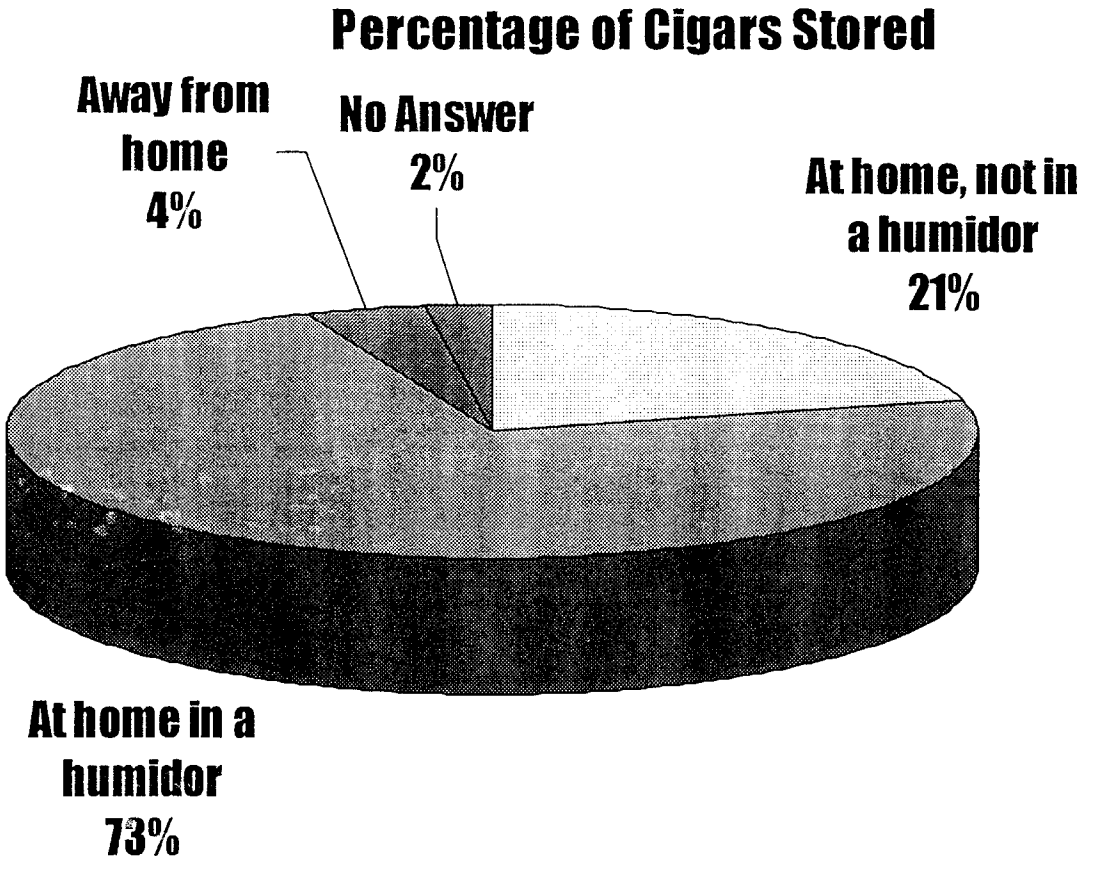
CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021350

Consumer Behavior Tracking Study

II. Consumer Behavior

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021351

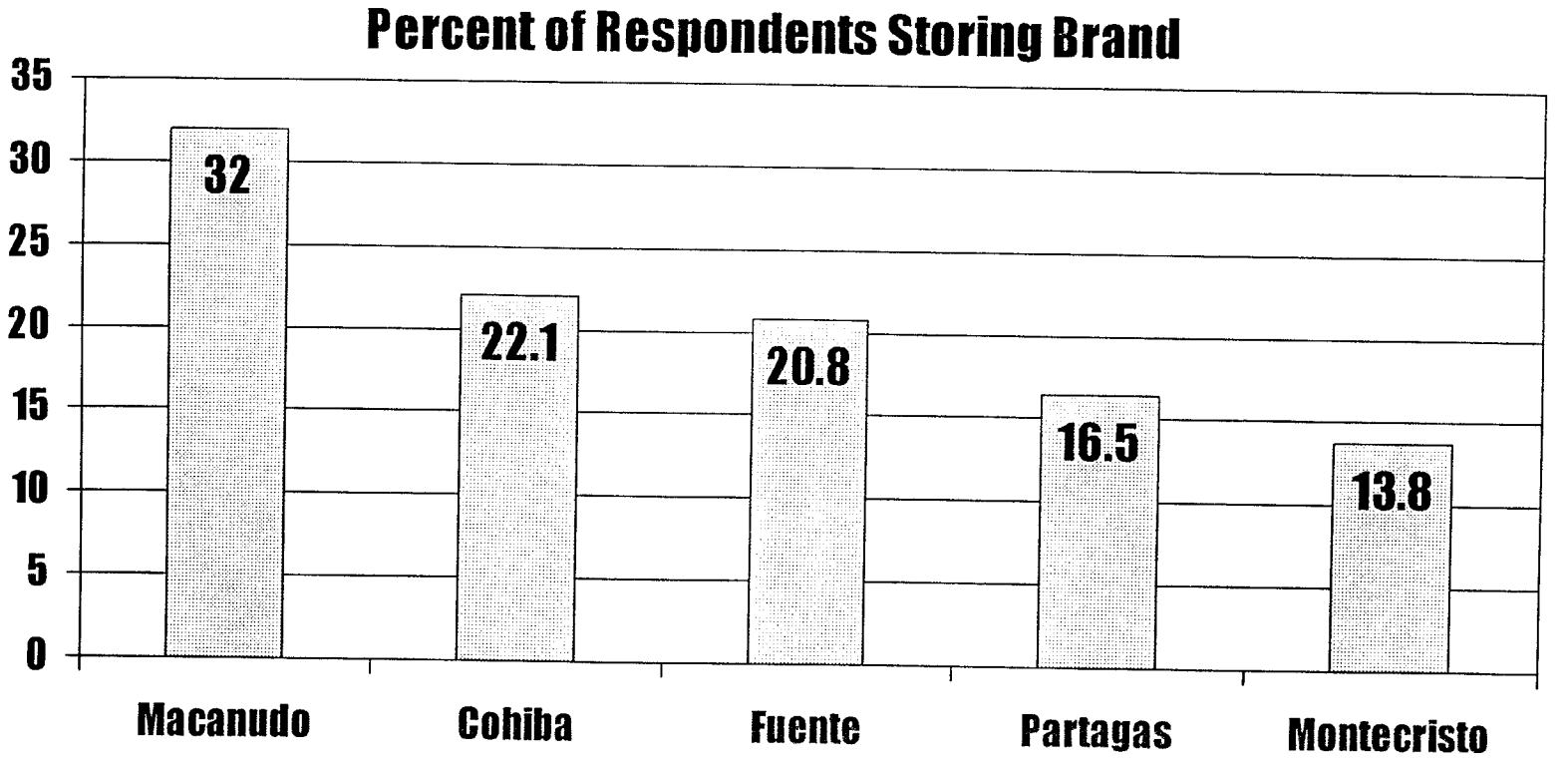
Almost three-quarters of all premium cigars stored in consumer inventories are stored at home in a humidor



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021352

Premium consumers are storing about 3 different brands of cigar on average

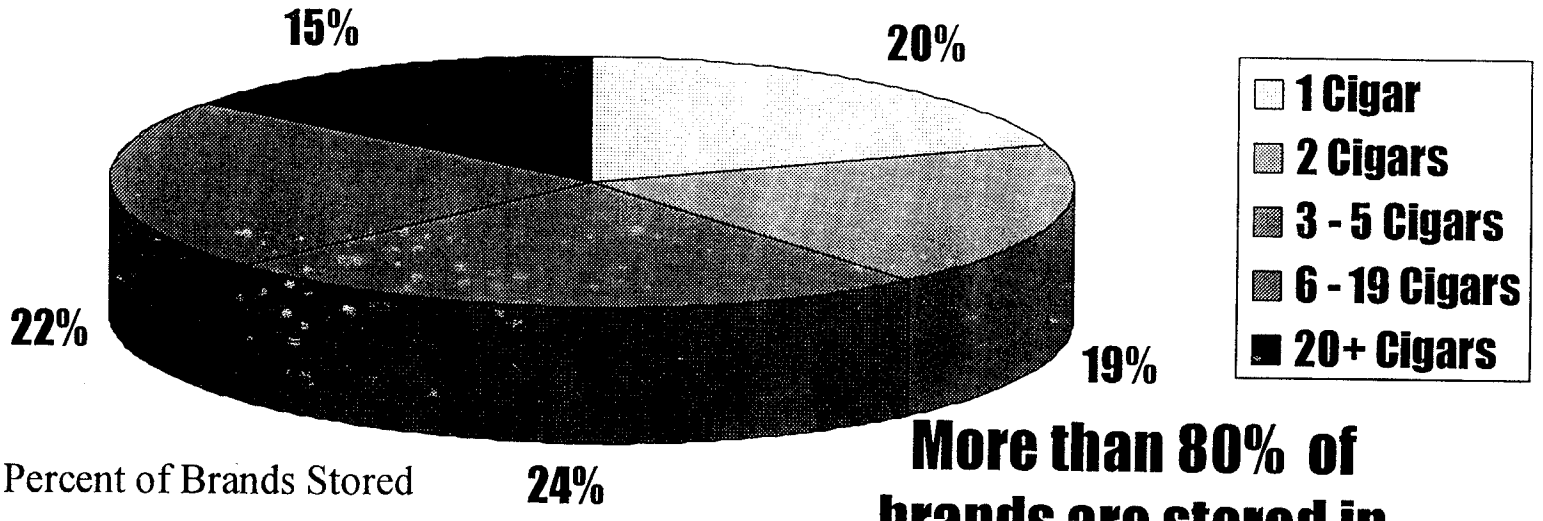


Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021353

More than 60% of premium consumers are storing 5 or less cigars per brand in their inventories.

Number of Cigars Stored per Brand on Average

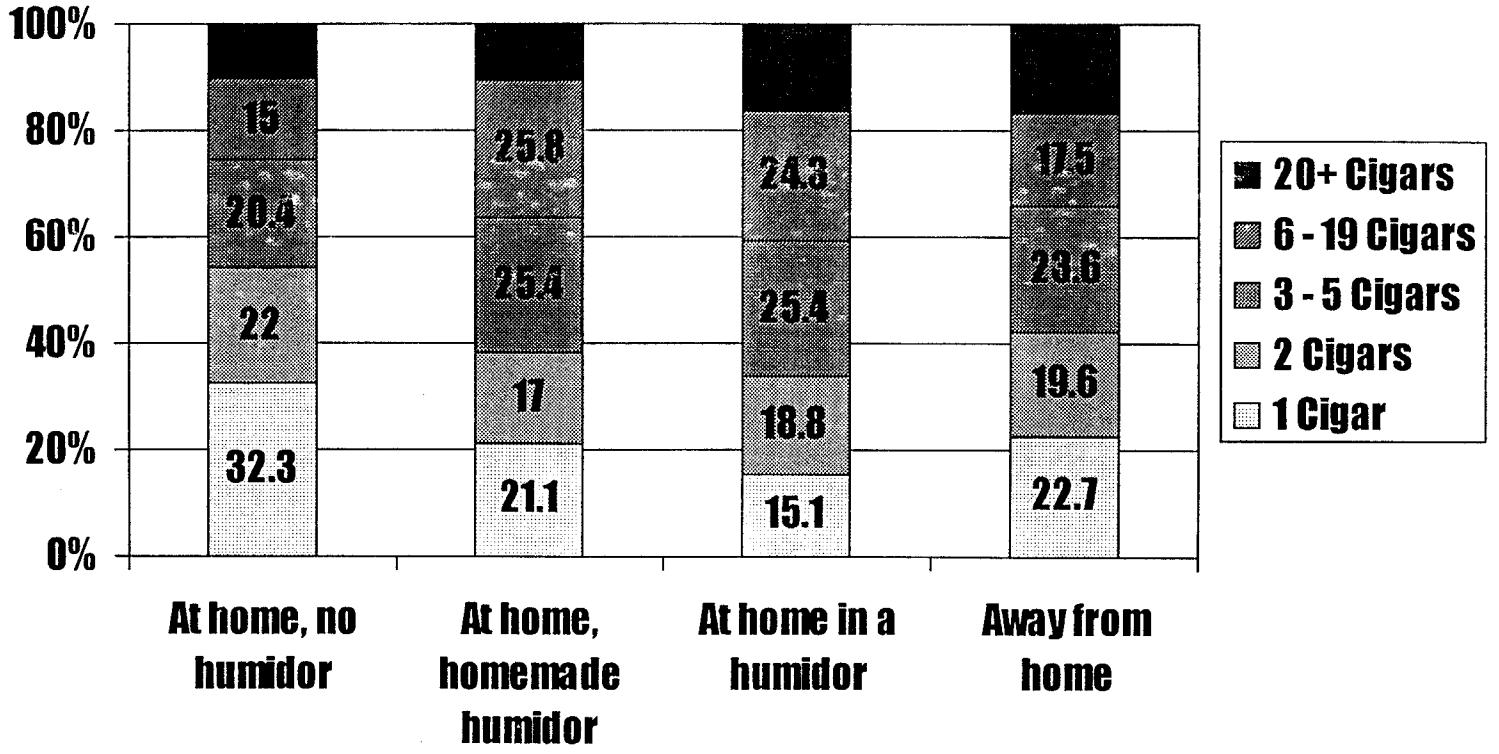


More than 80% of brands are stored in quantities less than 1 box

Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021354

Consumers that are storing their cigars in home humidors and away from home are storing more cigars per brand on average

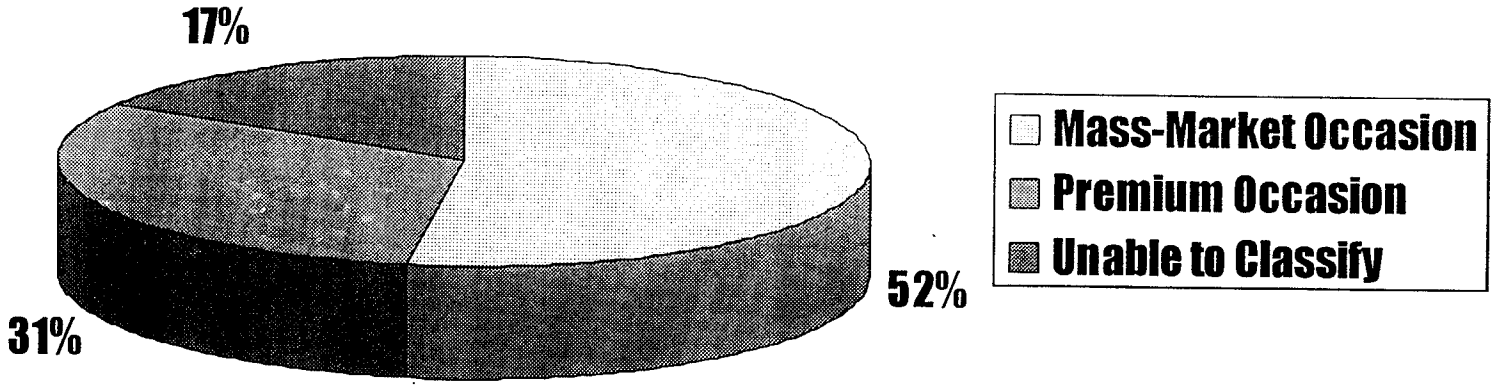


Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021355

Approximately one-third of all cigar smoking occasions in the past month were premium

Percent of Smoking Occasions - Premium vs. Mass



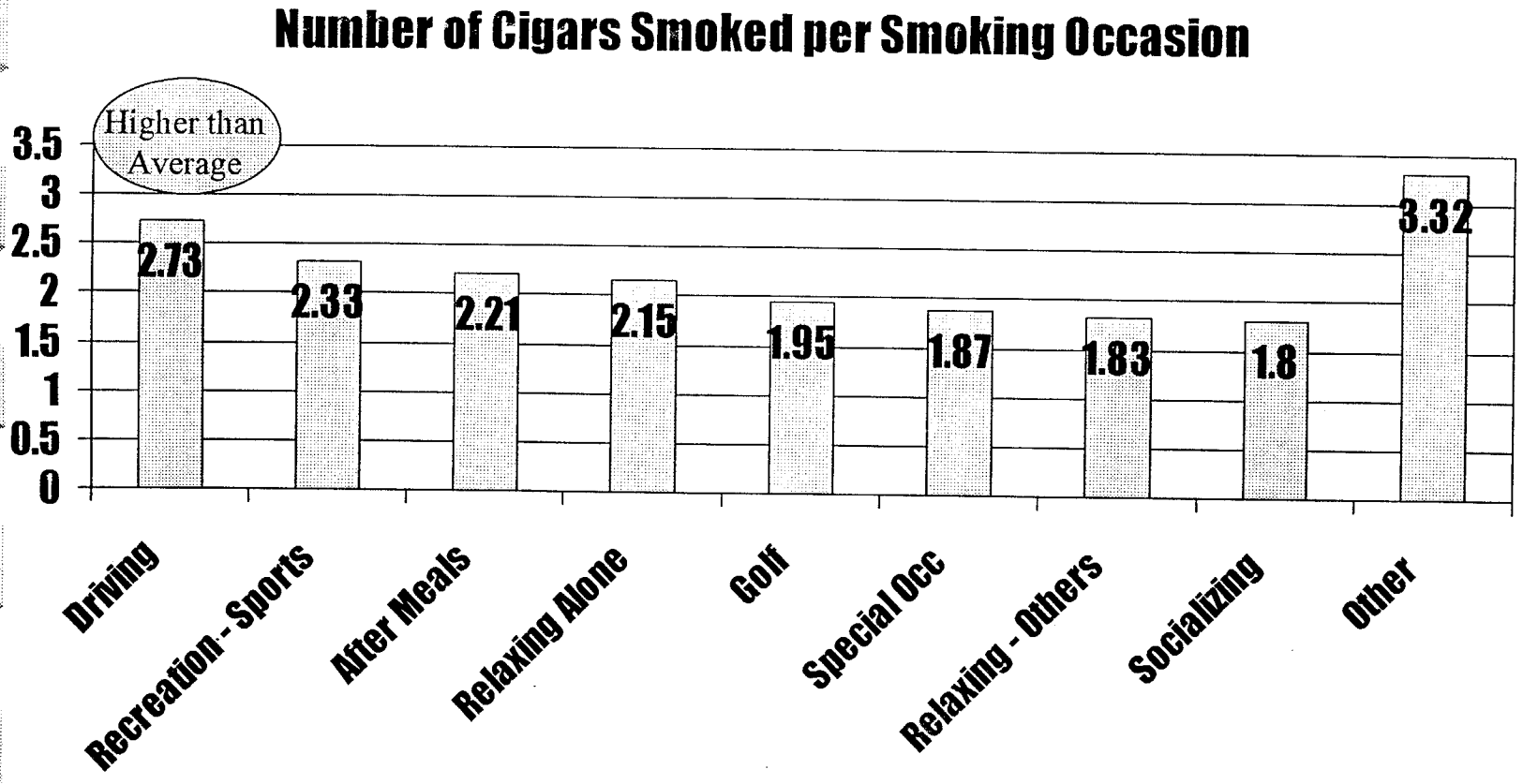
Percent of Respondents

A portion of "Unable to Classify" must be premium due to more brand proliferation

Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021356

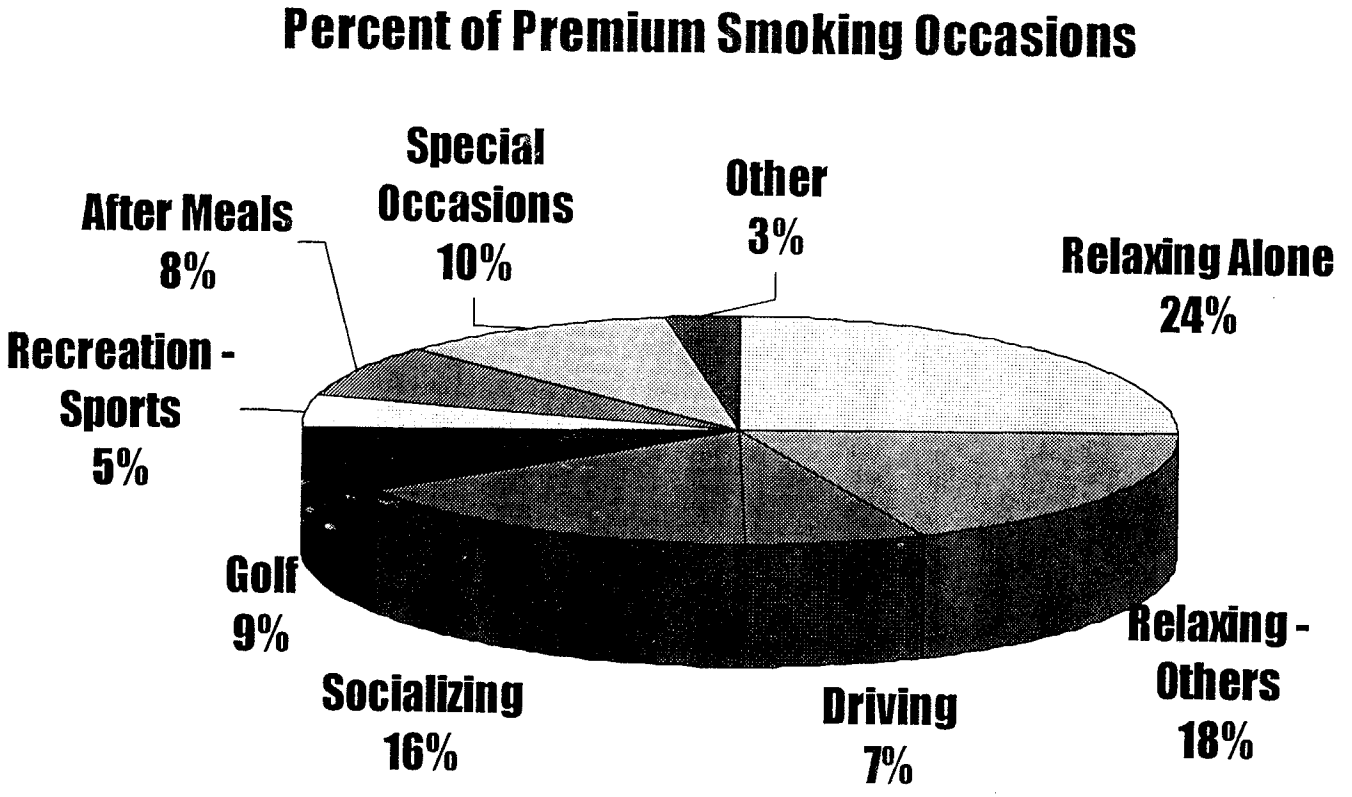
Premium cigar consumers smoke approximately 2 cigars per smoking occasion on average



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021357

Relaxation (alone or with others) is the most common smoking occasion among premium cigar consumers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

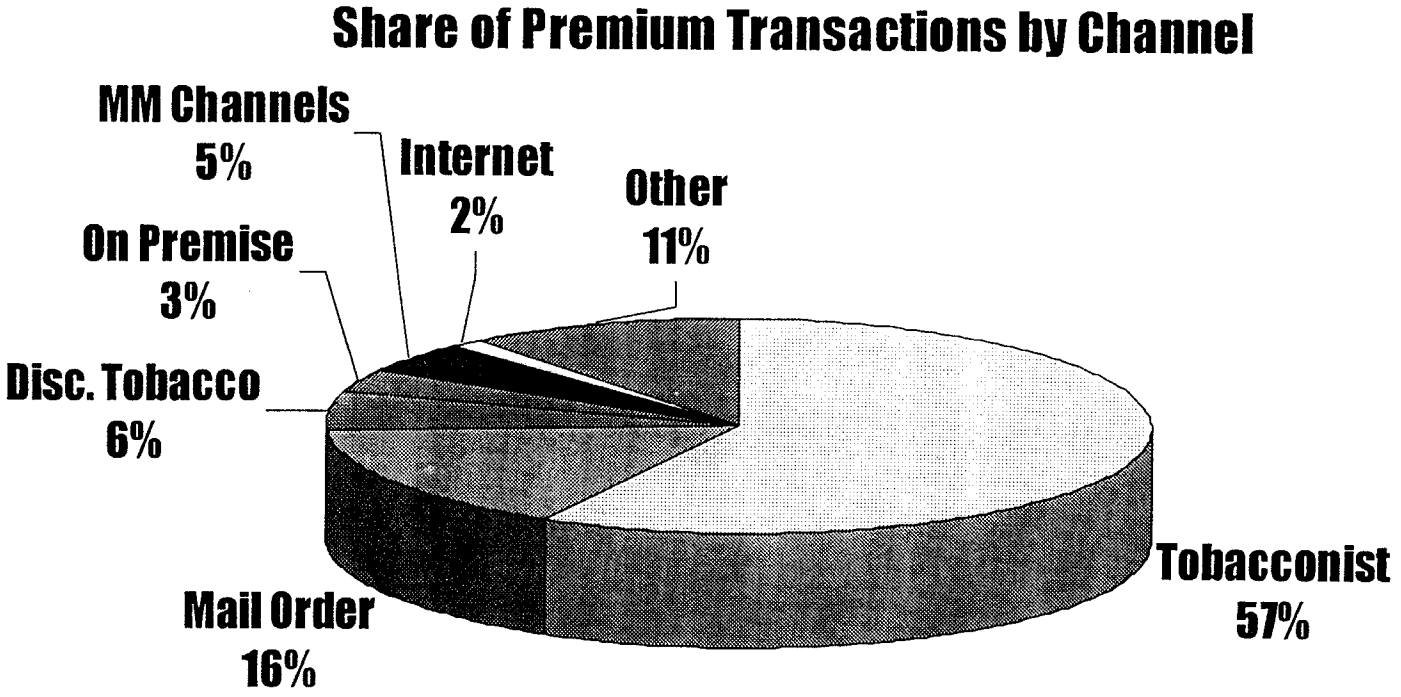
CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021358

Consumer Behavior Tracking Study

III. Purchase Behavior

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021359

Almost 60% of premium cigar transactions occur at the tobacconist

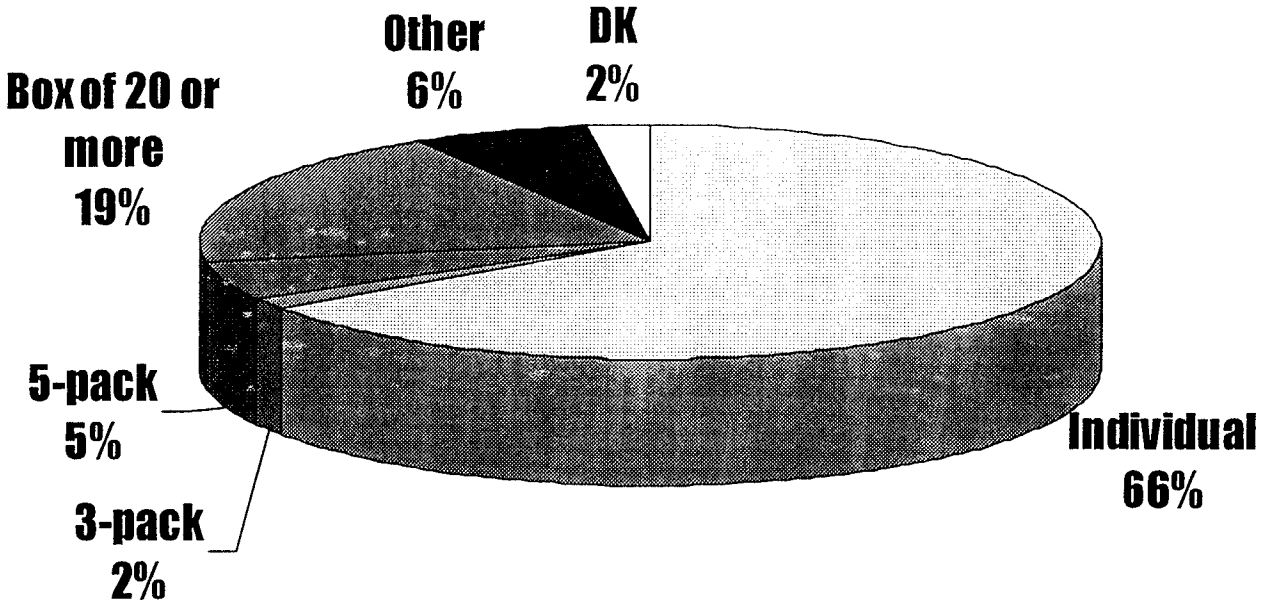


Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021360

The majority of transactions are individual purchases, followed by box purchases among premium consumers

Type of Purchase (Percent of Purchases)

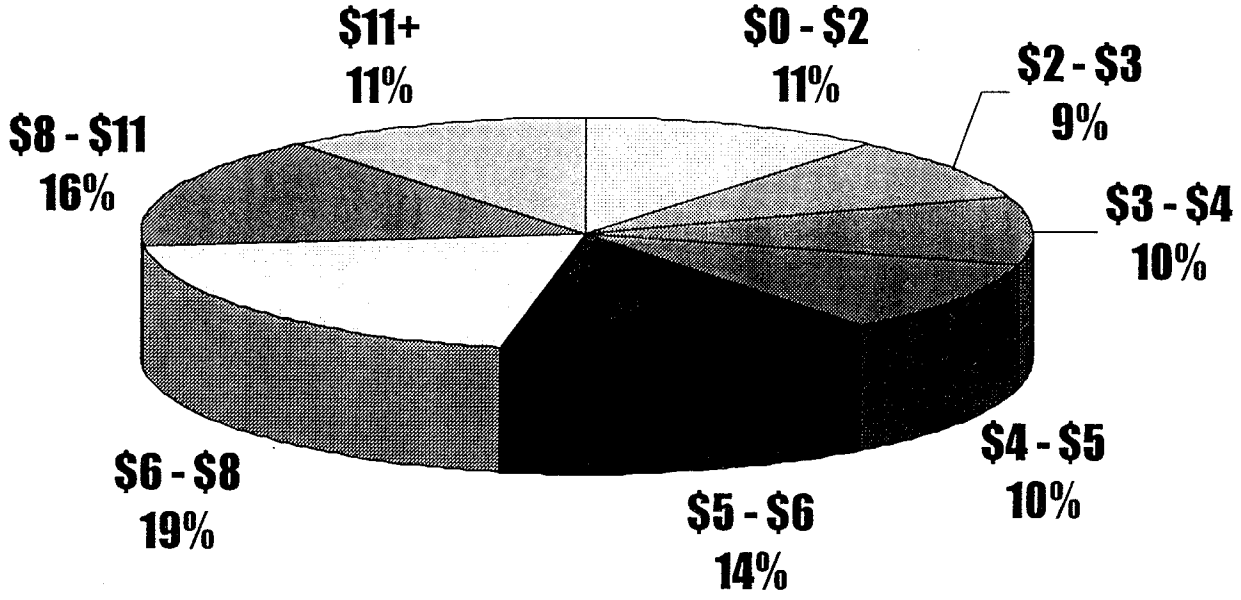


Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021361

Price paid per cigar varies throughout the various price points in the category

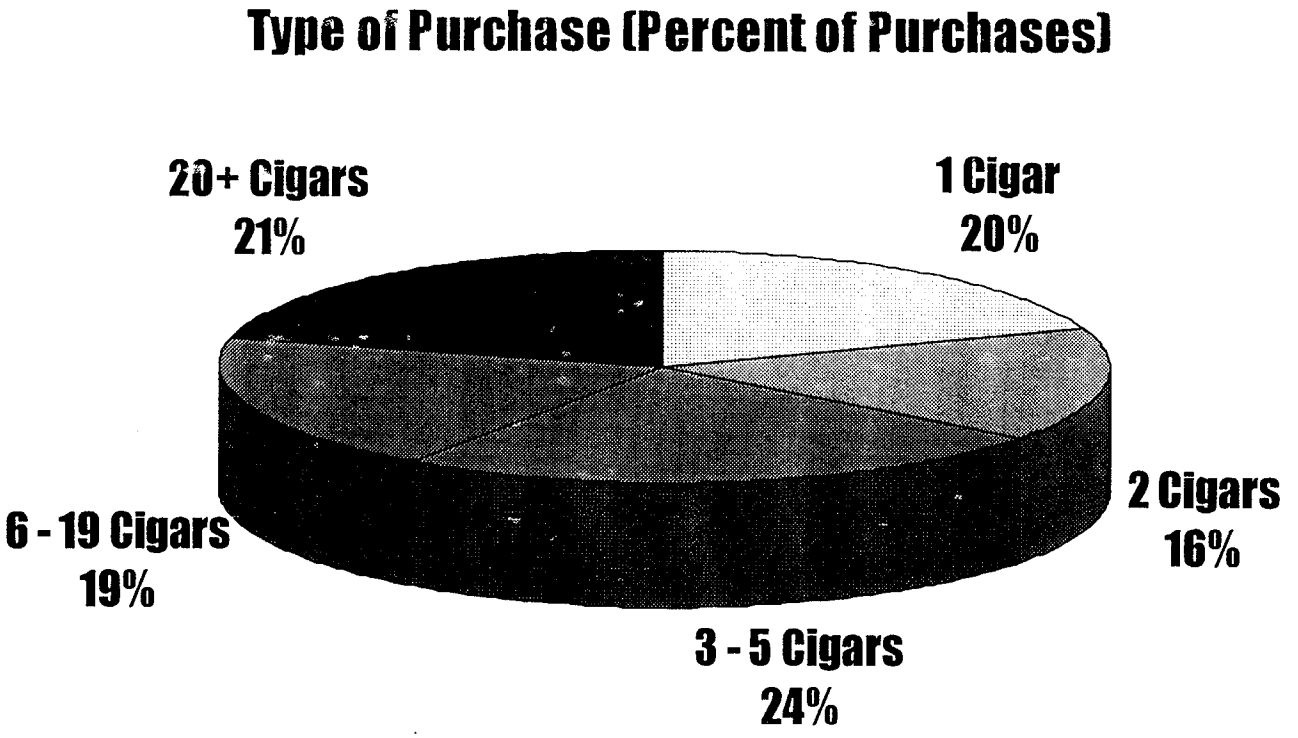
Price Paid Per Cigar (Percent of Purchases)



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021362

Approximately 60% of premium cigar transactions are purchases of 5 cigars or less



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021363

General Cigar Company and Villazon have representation throughout the price spectrum of premium cigars

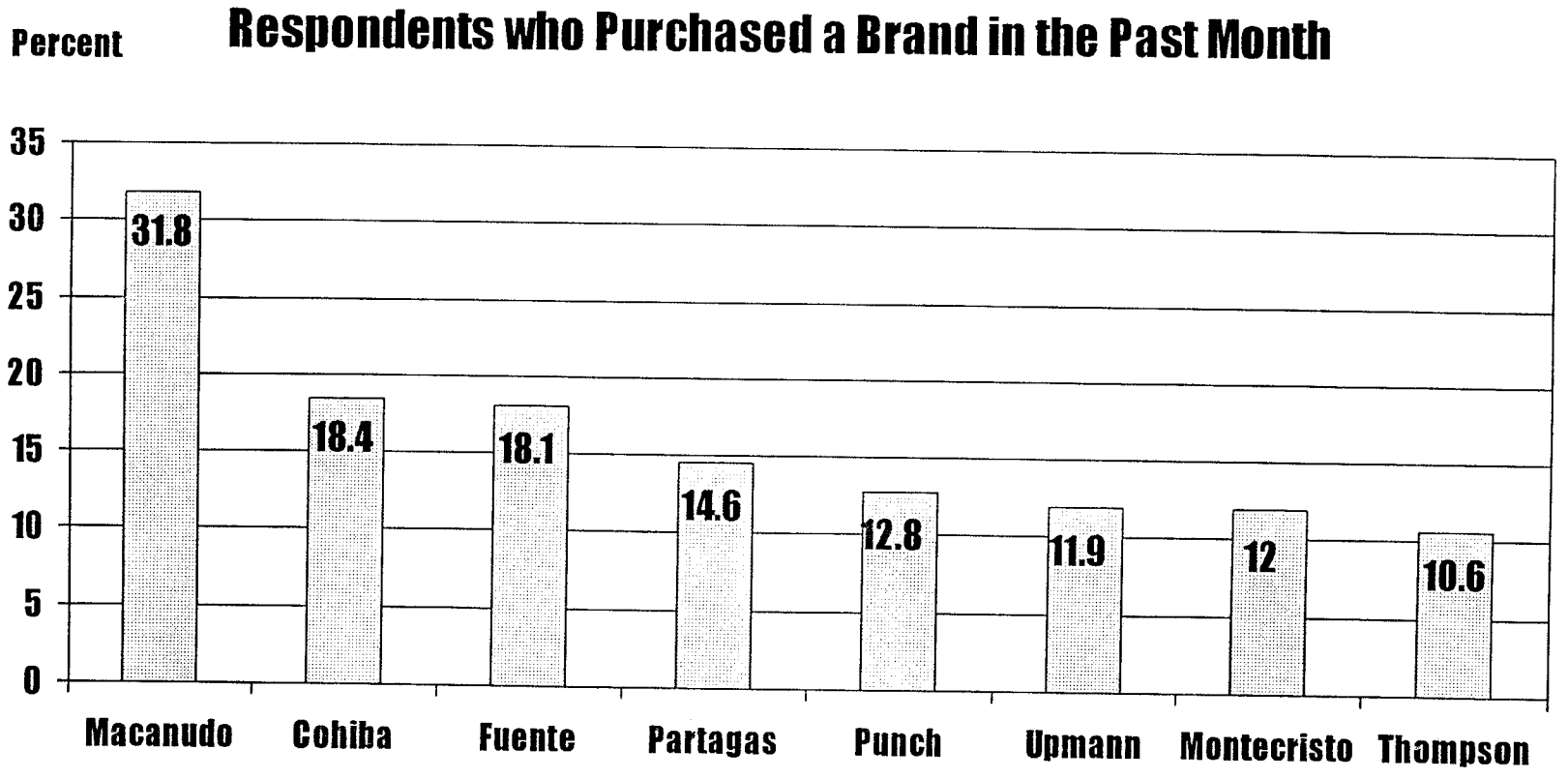
Brand and Average Price Paid per Cigar

Partagas	$6.51
Hoyo de Monterrey Excalibur	$6.51
Macanudo Robust	$6.67
Don Sebastian	$3.88
Punch	$5.02
Cifuentes	$8.50
Punch Gran Cru	$8.74
Hoyo de Monterrey	$5.59
Partagas Limited Reserve	$12.56
Macanudo	$5.79
Macanudo Vintage	$15.16

Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021364

Approximately one-third of premium consumers purchased a Macanudo in the past month

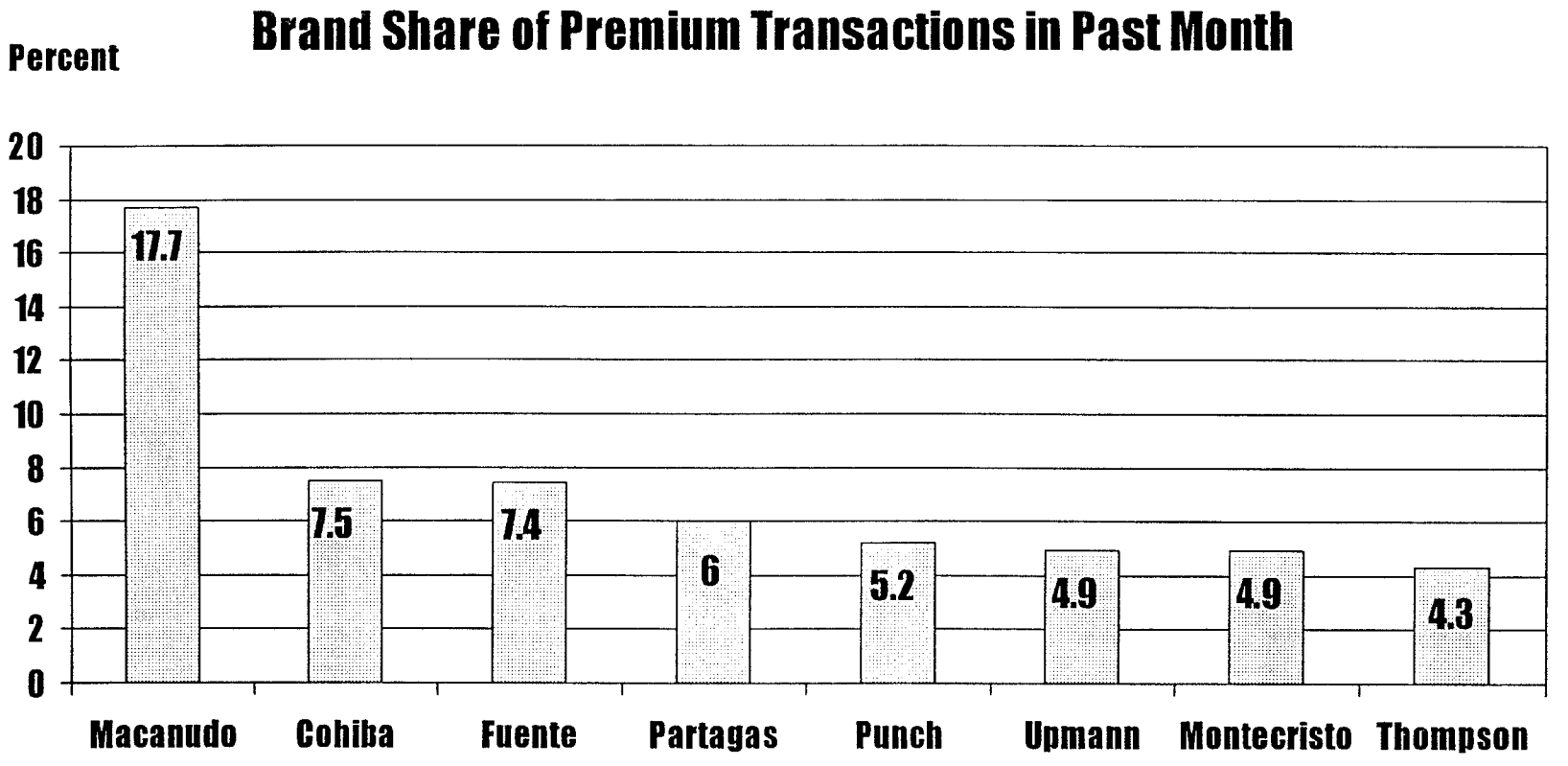


Includes premium only consumers

Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021365

Macanudo represents almost 1 of 5 cigar transactions by premium smokers in the past month

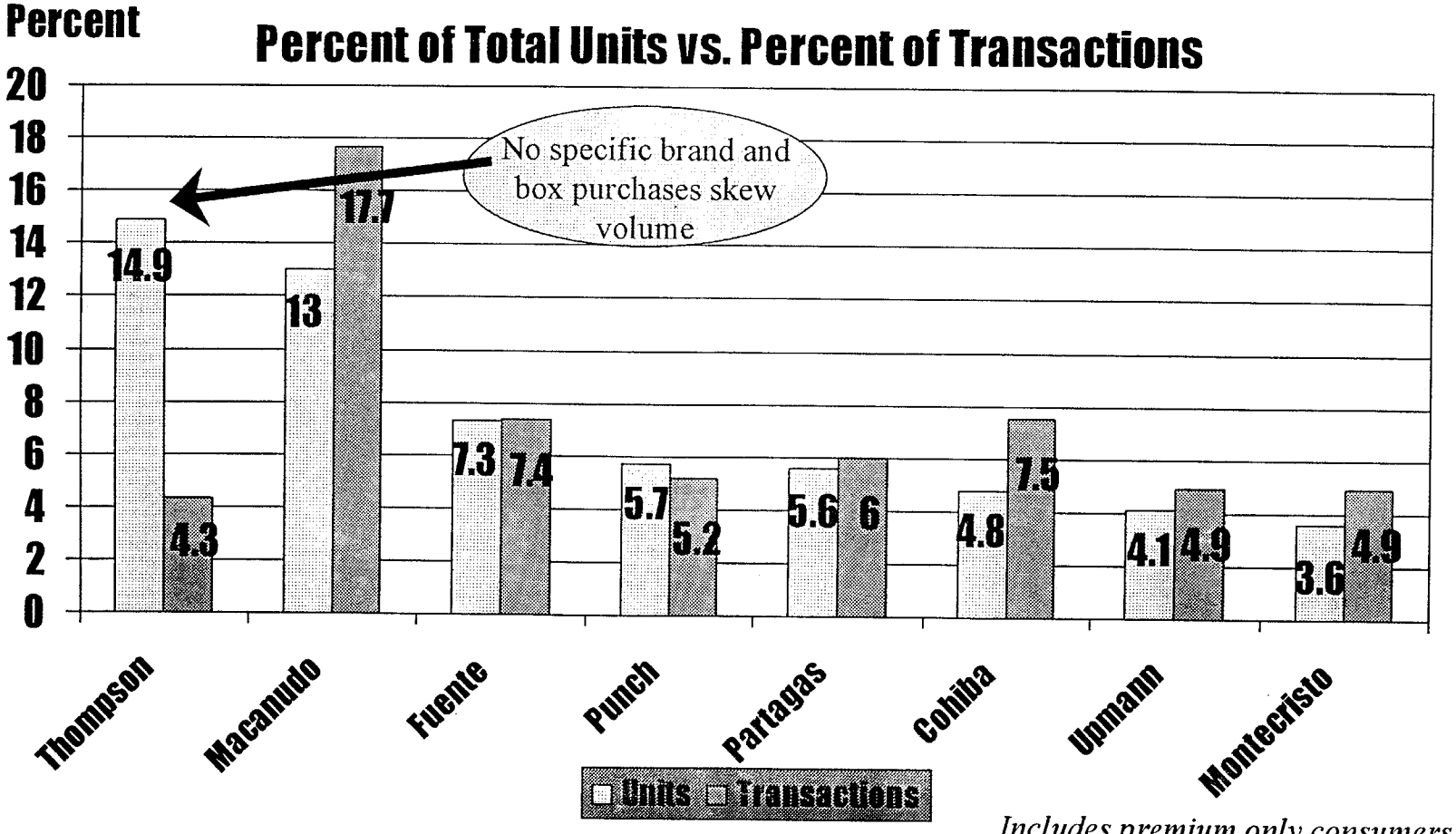


Includes premium only consumers

Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021366

Macanudo, Fuente, Upmann, and Cohiba are apparently purchased in lower quantities

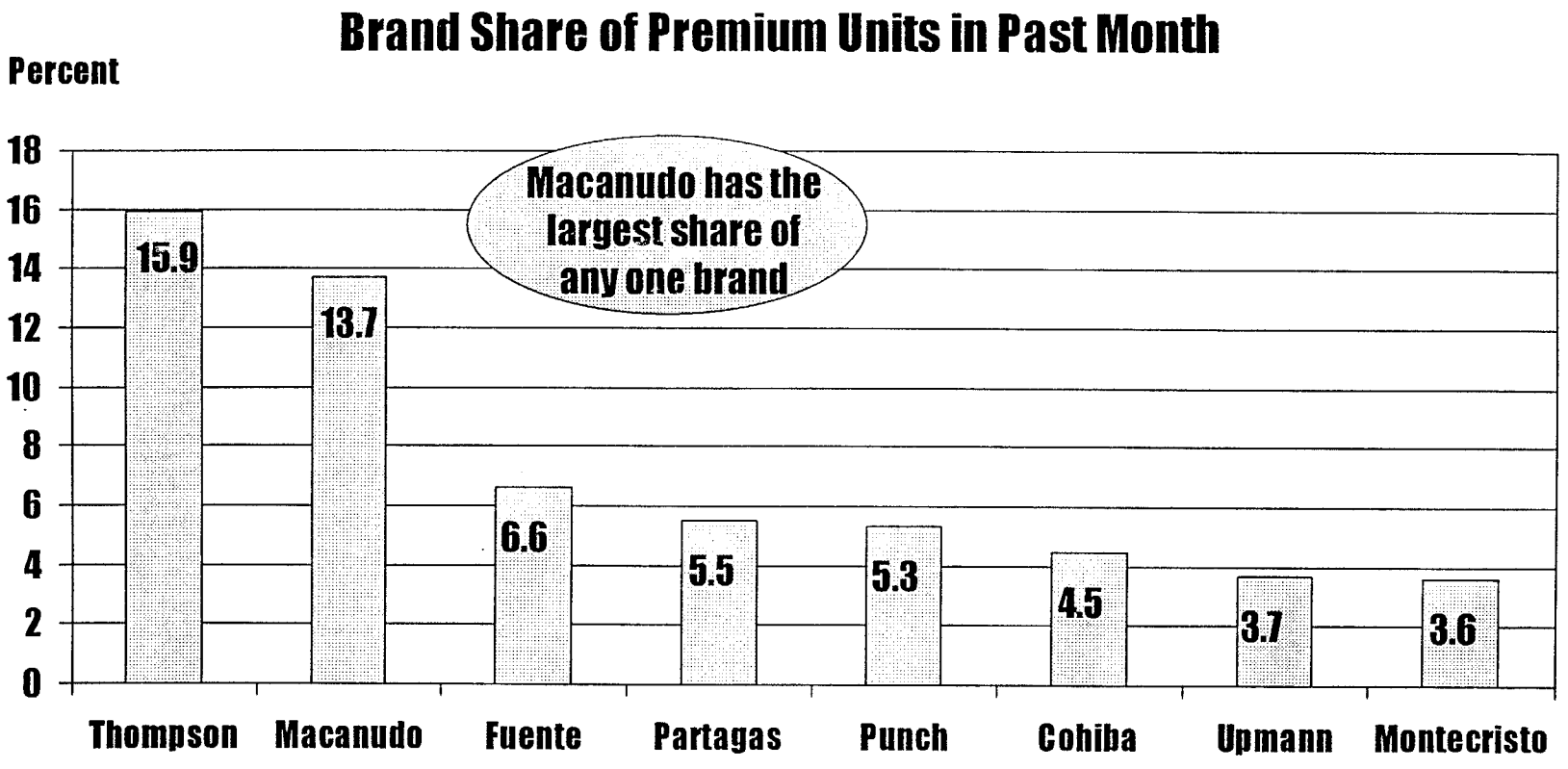


Includes premium only consumers

Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021367

Thompsons sold the largest share of premium units in the past month

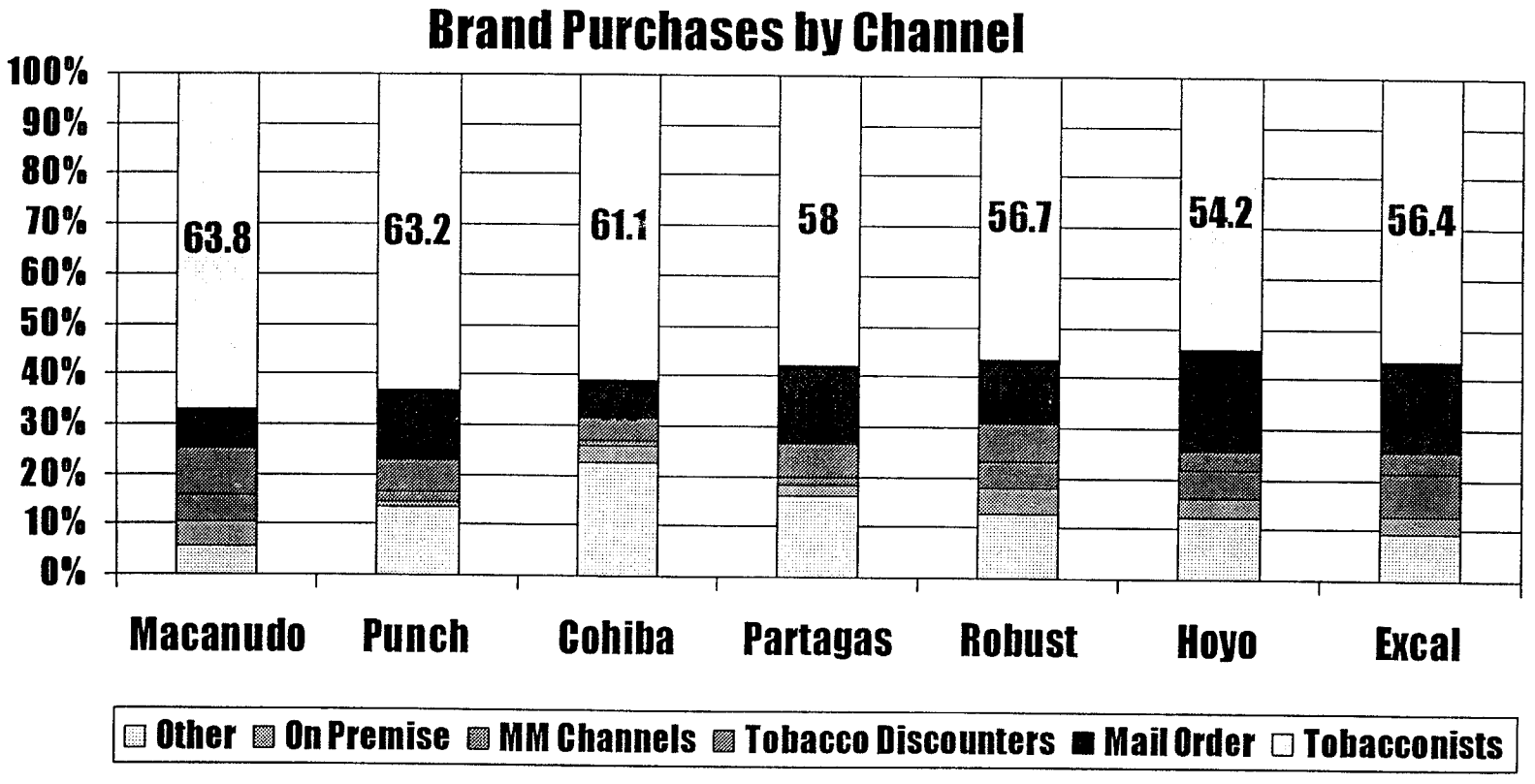


Includes both premium only and crossover consumers

Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021368

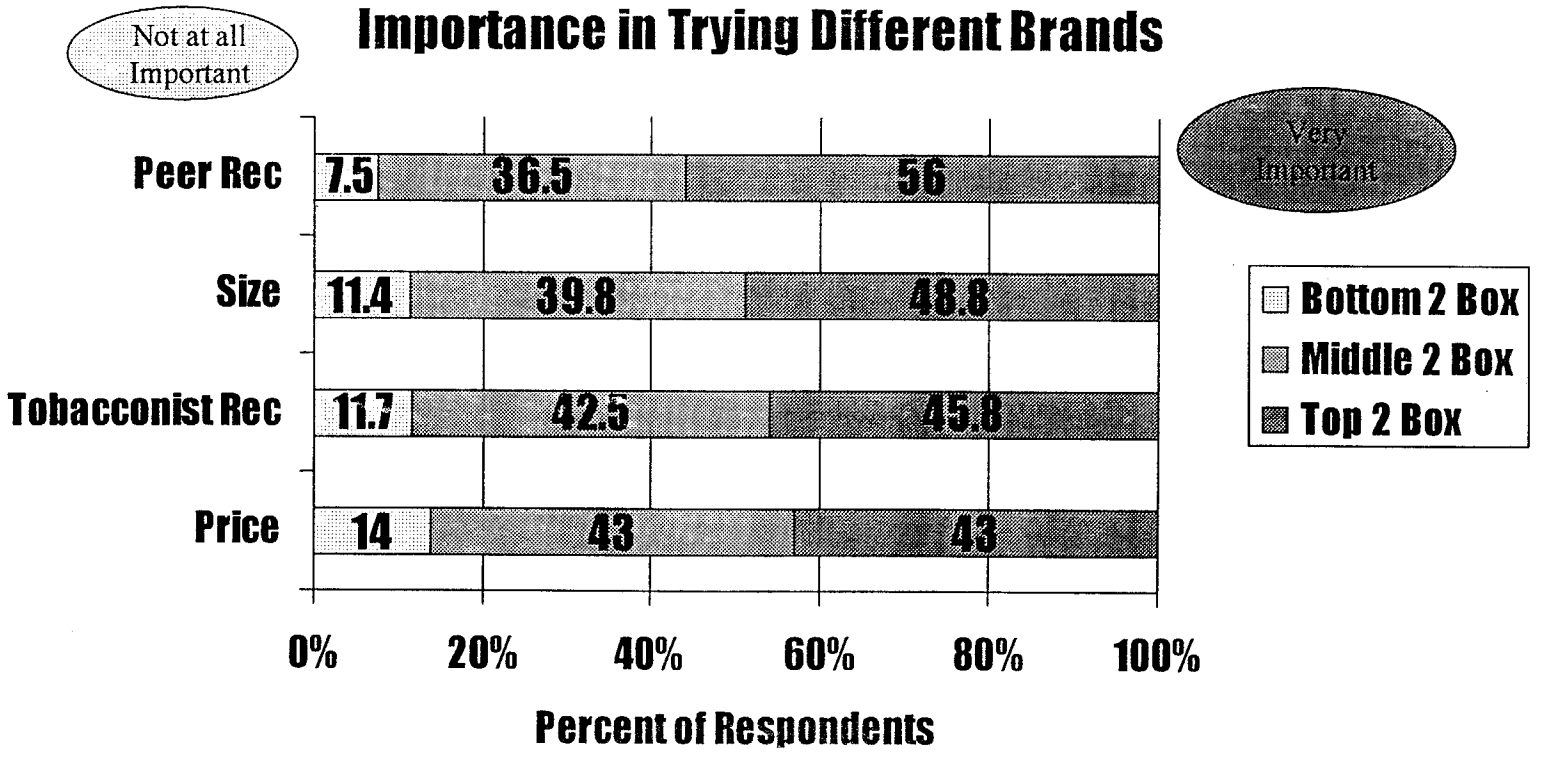
Macanudo, Punch, & Cohiba are strongest at the tobacconist, while Hoyo and Excalibur have our largest presence in Mail-Order



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021369

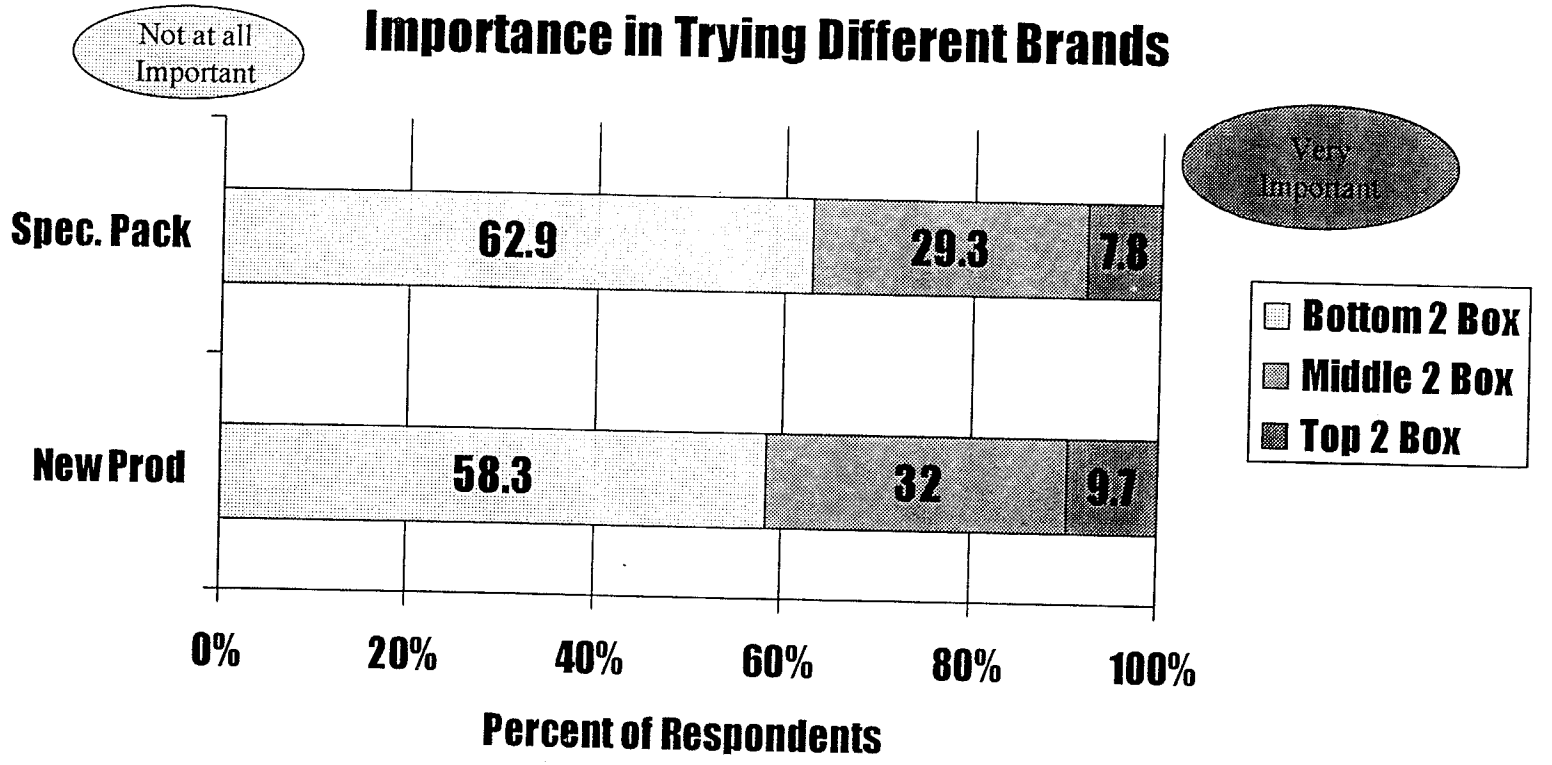
Peer Recommendations are the most important factor in influencing brand trial



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021370

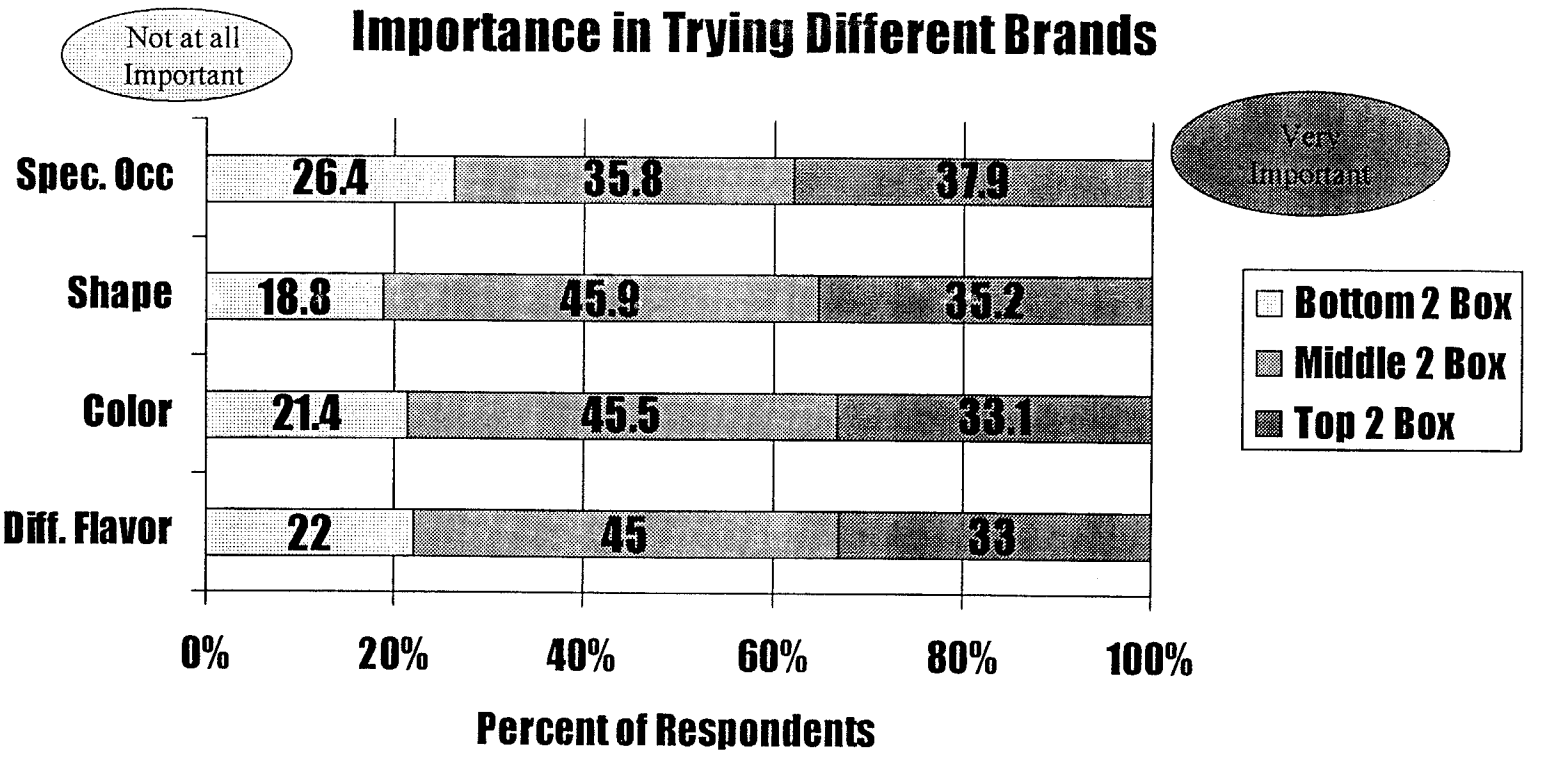
Packaging is claimed to be the least important factor impacting brand trial



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021371

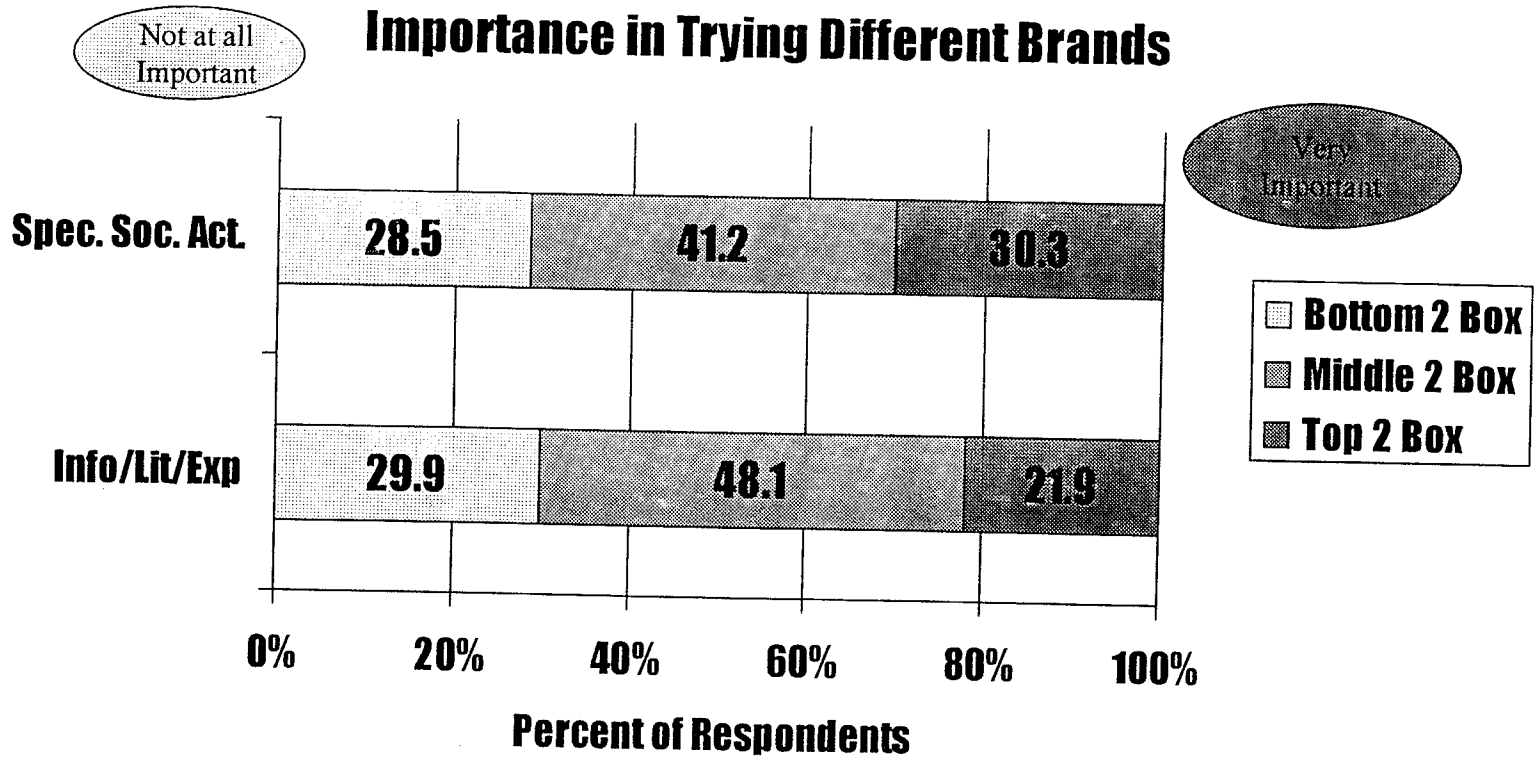
Different Flavor is not a critical factor in determining brand trial among most consumers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021372

Information from the experts and Specific Social Activities are indifferent in determining brand trial



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021373

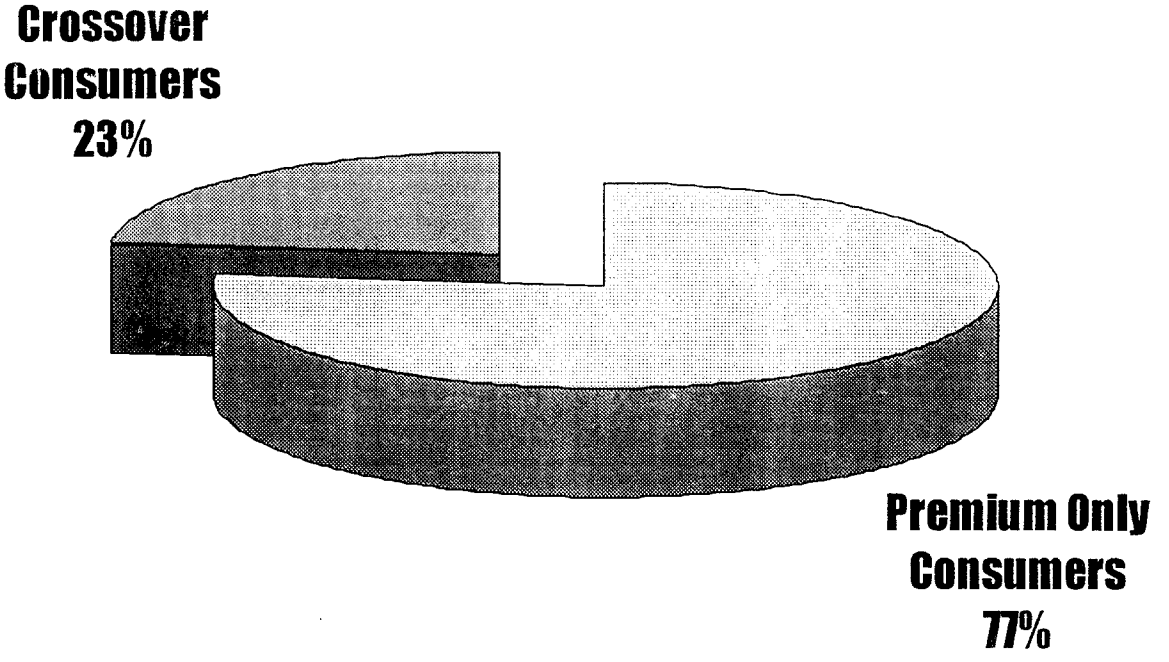
Consumer Behavior Tracking Study

IV. Crossover Consumers

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021374

Crossover smokers consume almost one in every four premium cigars

Percent of Premium Units Consumed

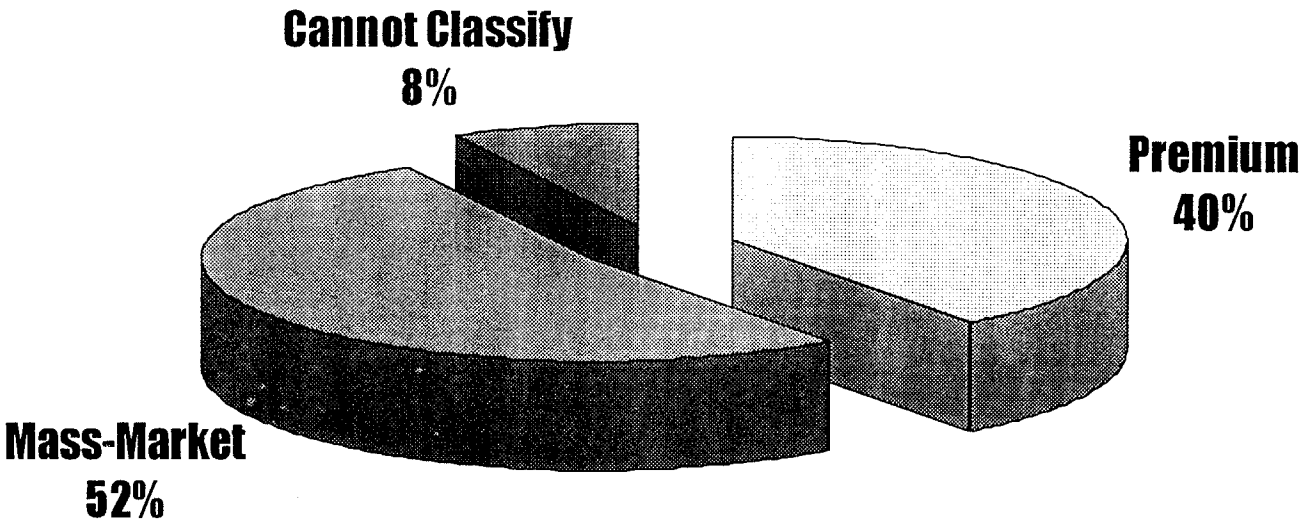


Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021375

Approximately 40% of the cigars a crossover consumer smokes is premium

Percent of Crossover Consumers' Consumption

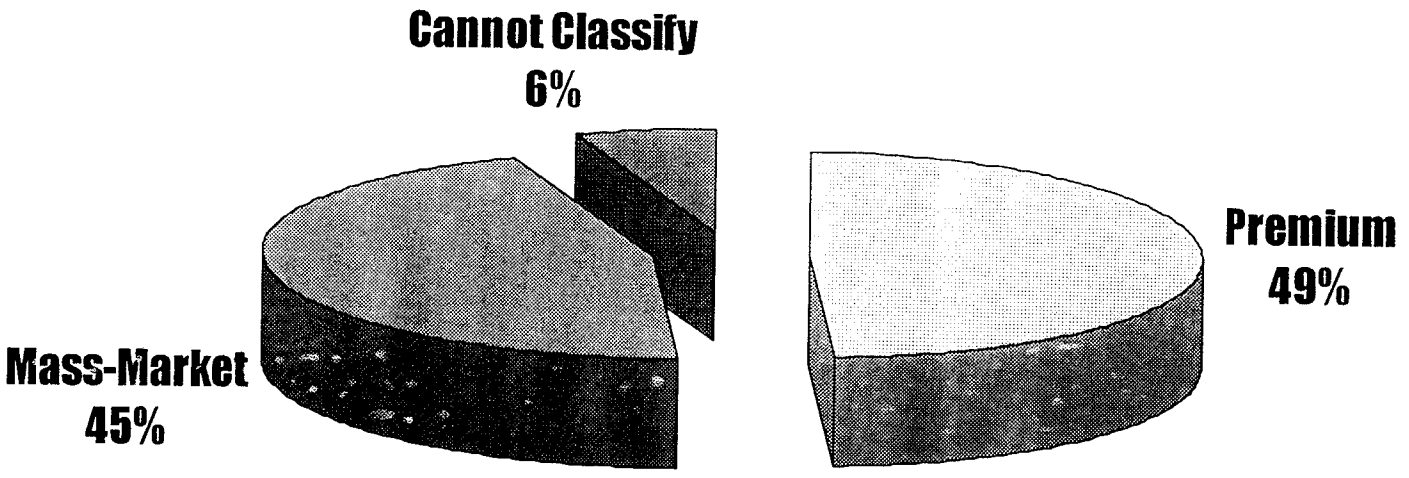


Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021376

Almost half of crossover smokers transactions are for premium cigars

Percent of Crossover Consumers' Transactions

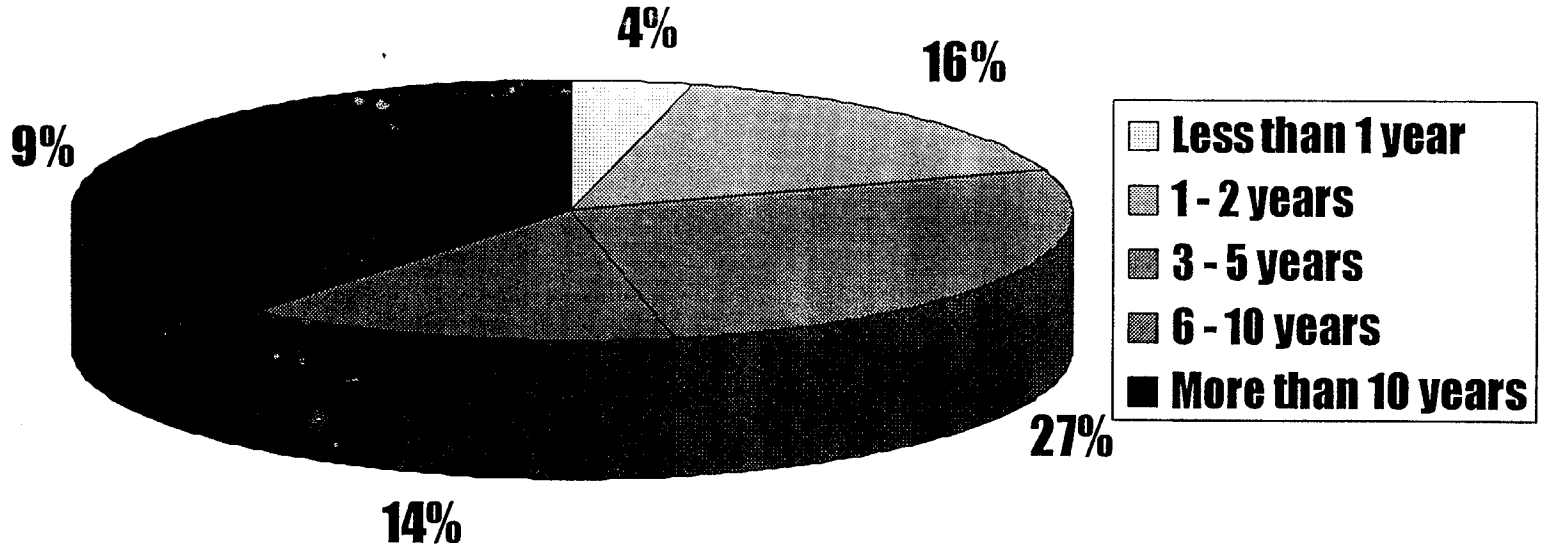


Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021377

The largest group of crossover consumers have been smoking cigars 10+ years

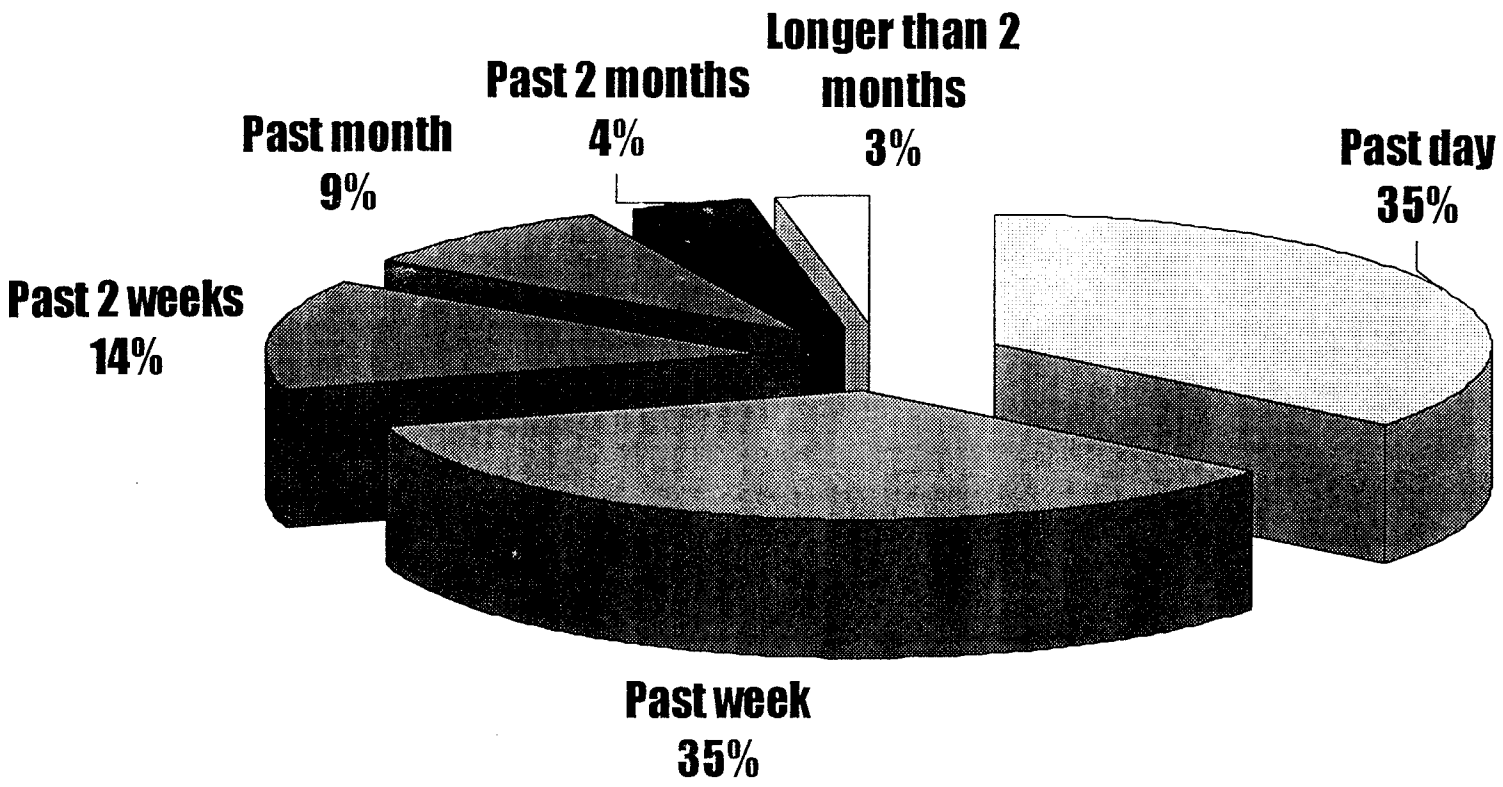
Smoking Tenure of Crossover Consumers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021378

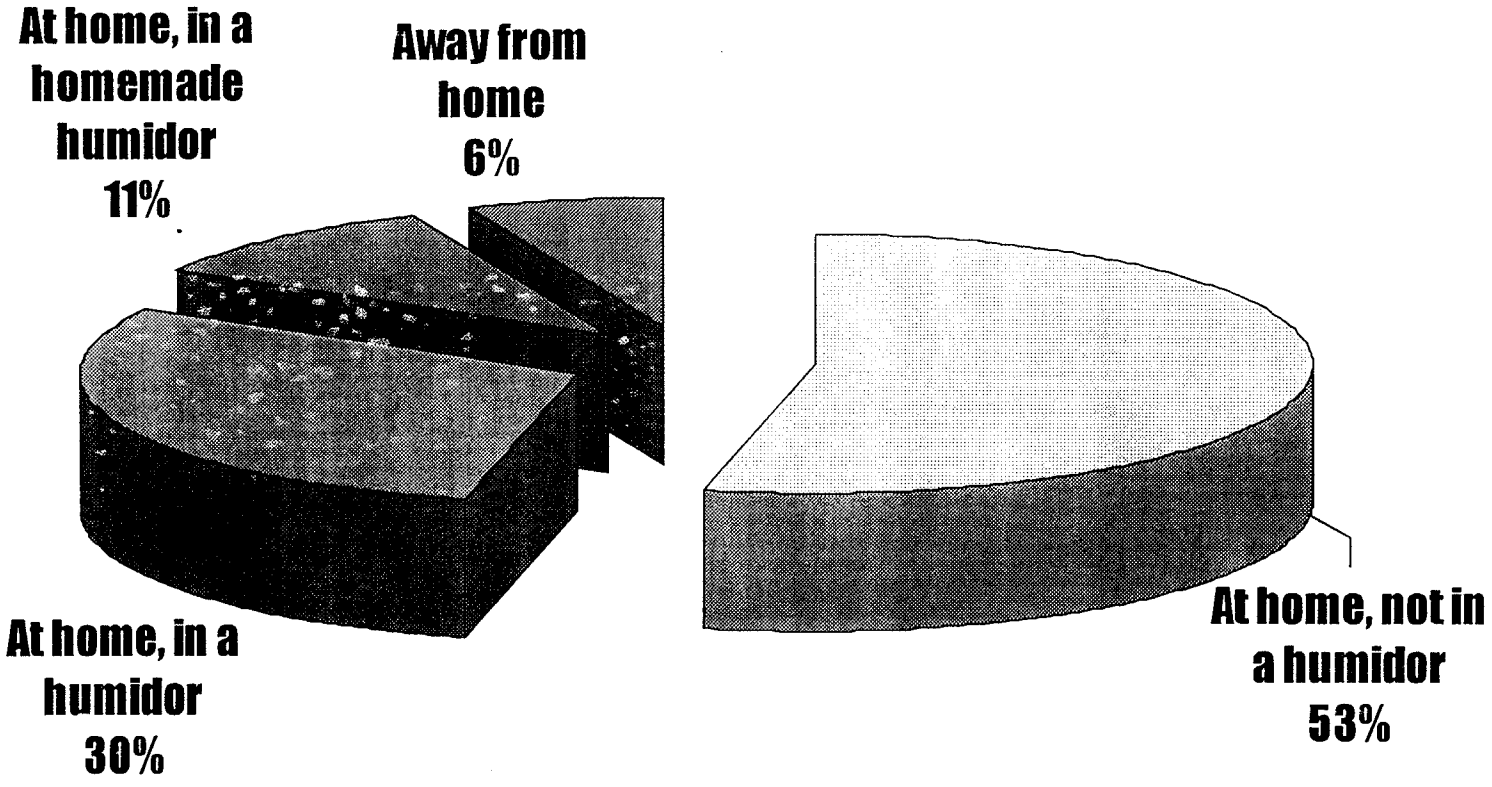
Approximately 70% of all crossover smokers are smoking at least on a weekly basis



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021379

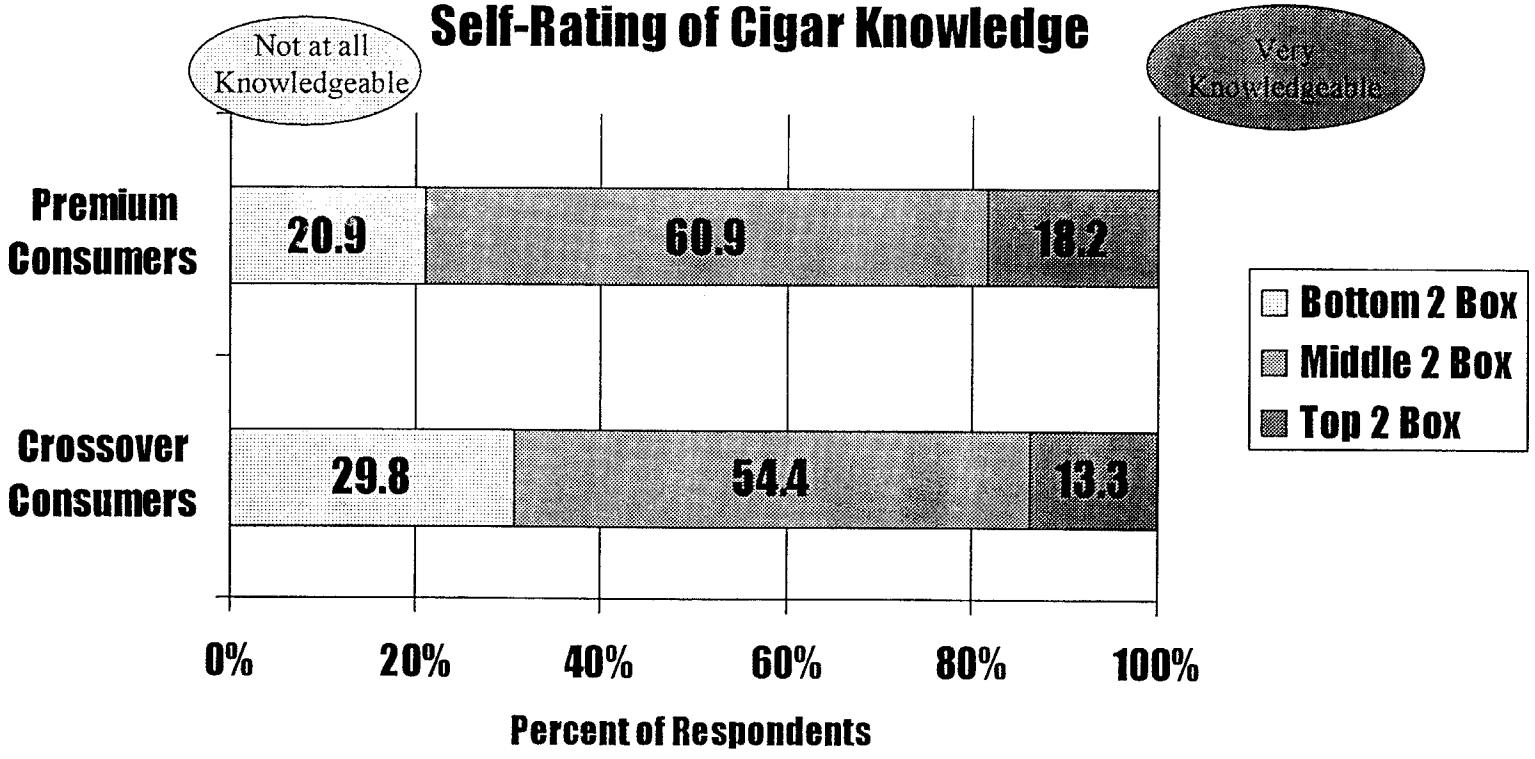
More than half of crossover consumers are storing cigars at home without a humidor



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021380

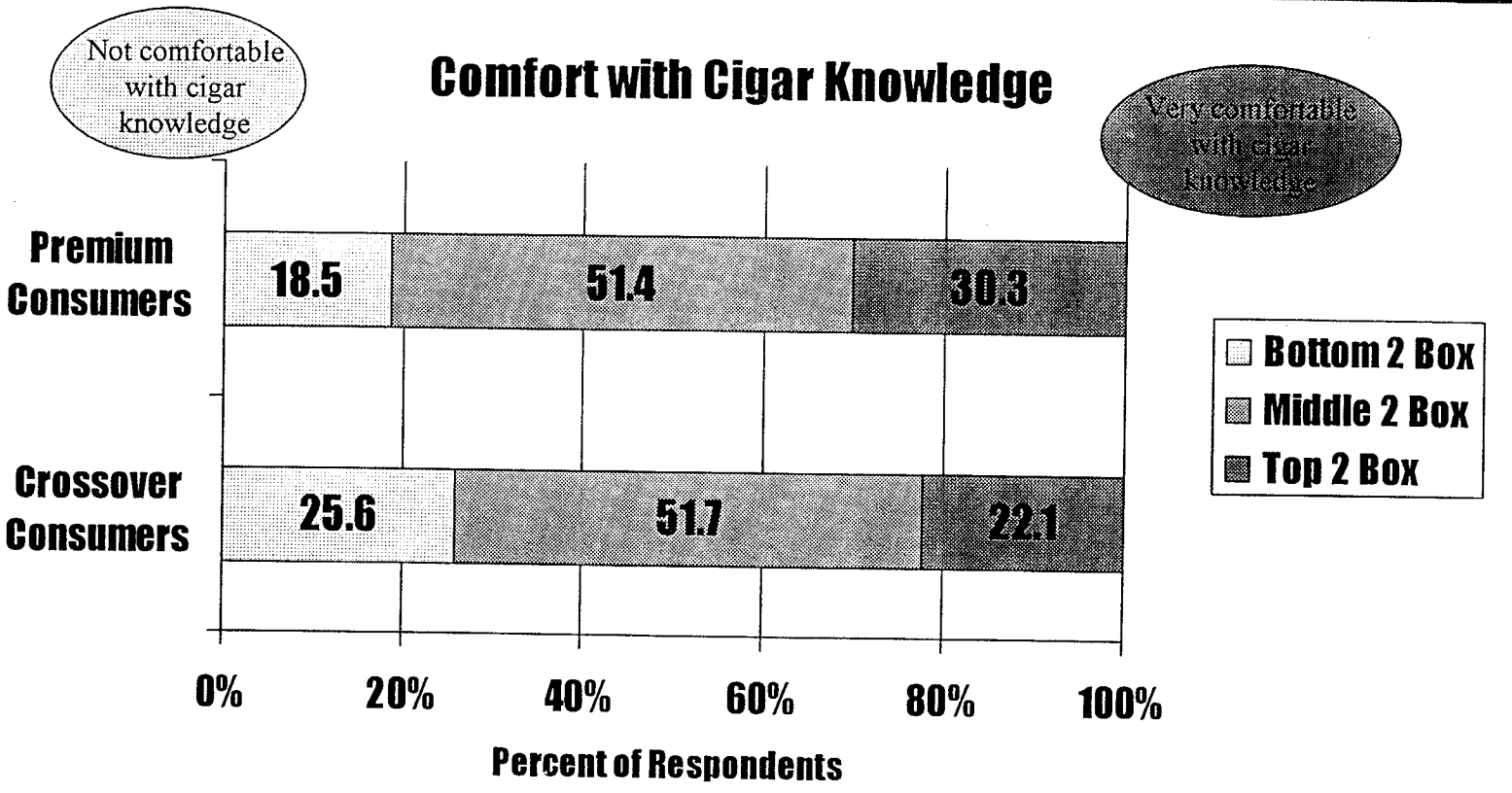
Crossover consumers do not see themselves as knowledgeable as premium consumers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021381

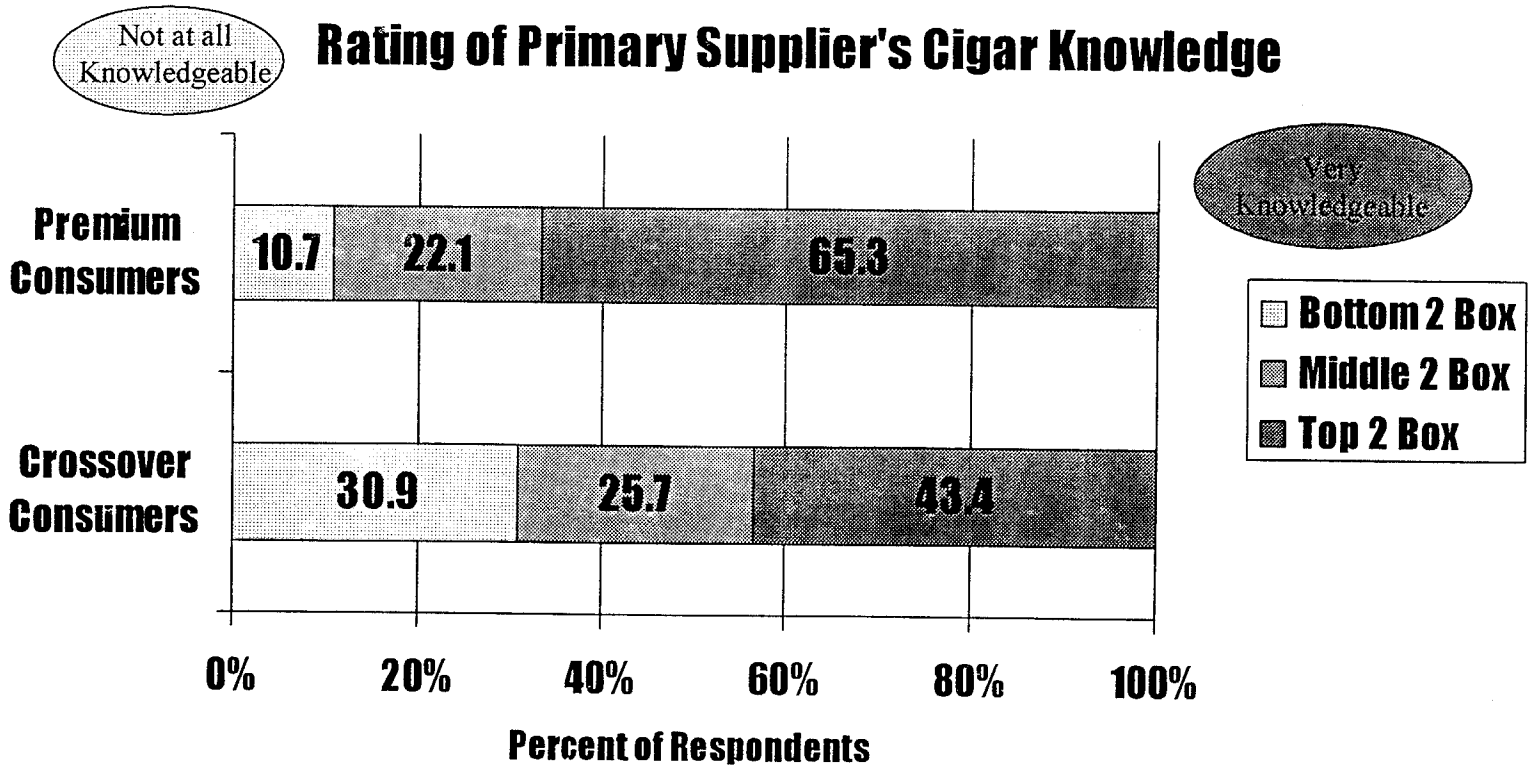
Crossover consumers are less comfortable with their knowledge of cigars than premium consumers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021382

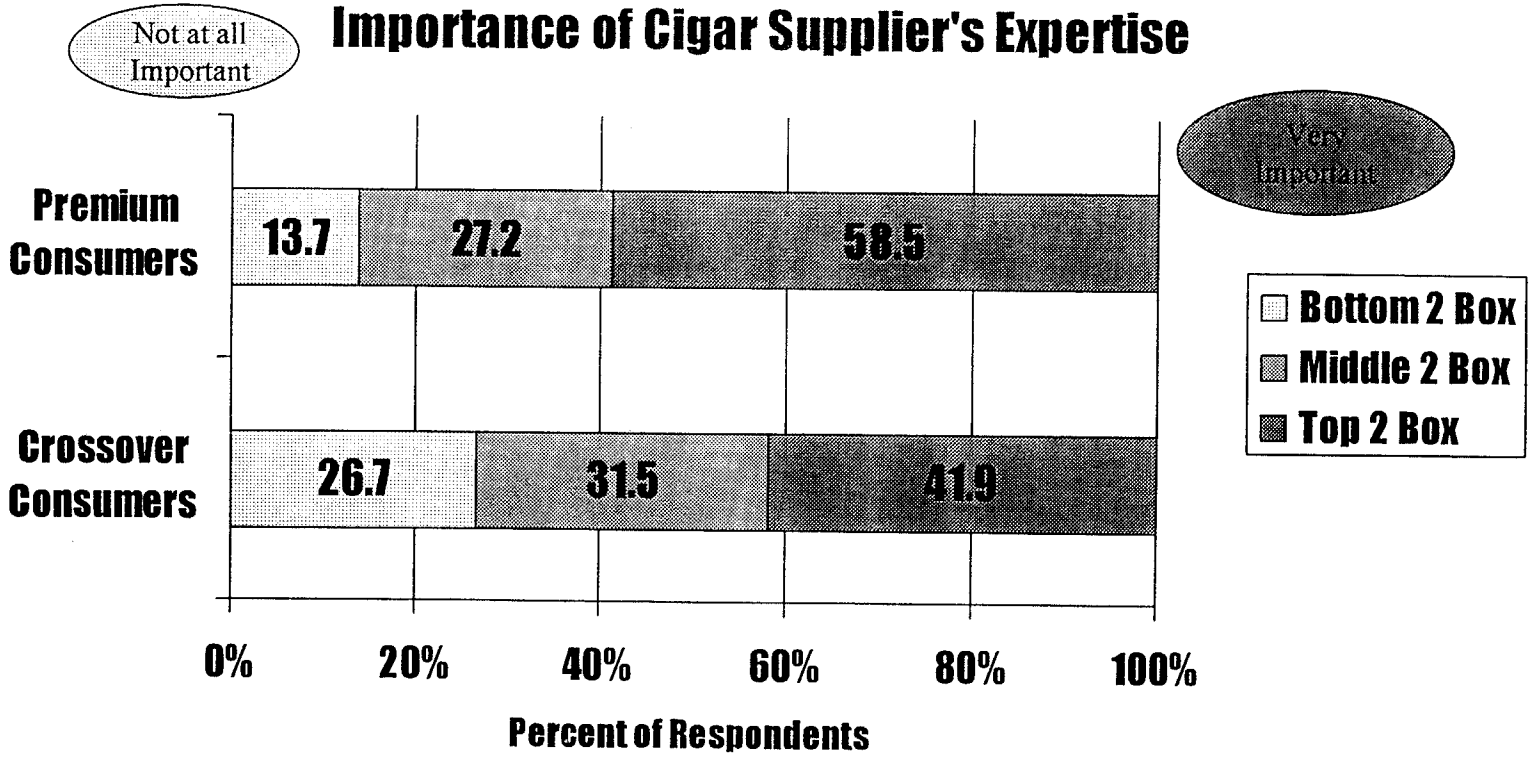
Crossover consumers do not see their cigar supplier nearly as knowledgeable as premium consumers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021383

It is not as important to crossover consumers that their cigar supplier be knowledgeable

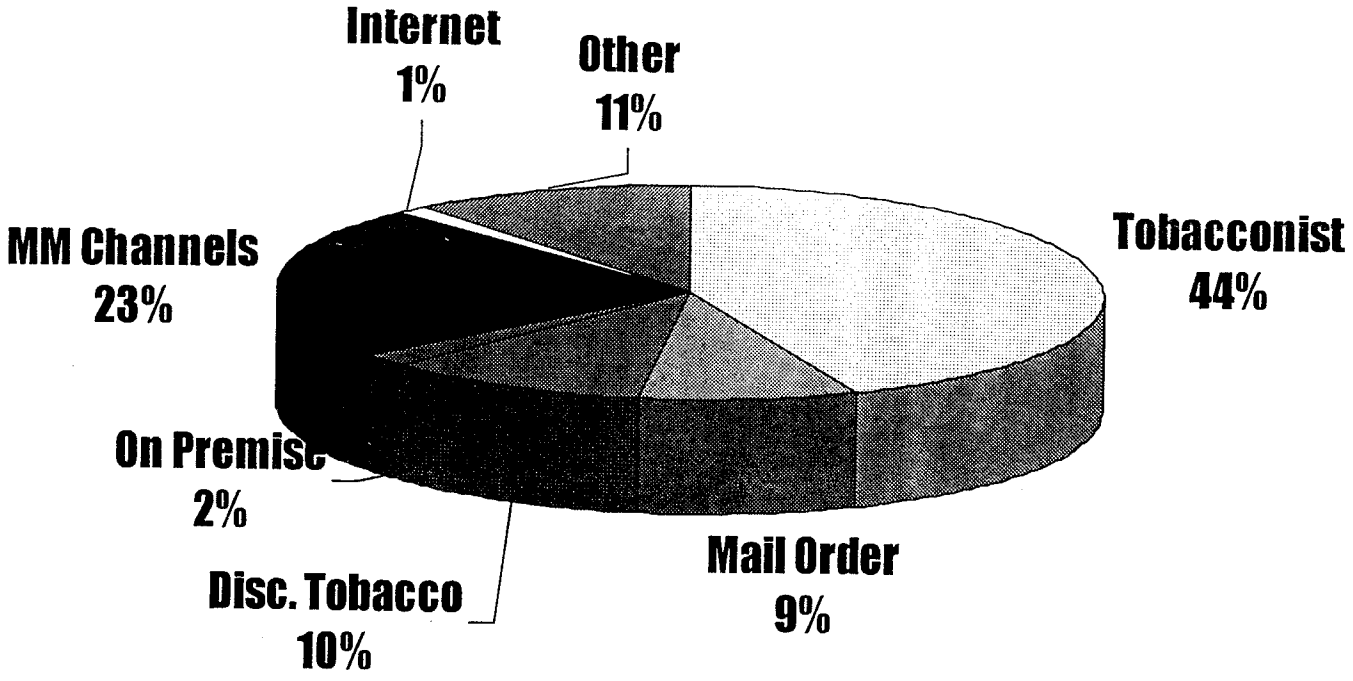


Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021384

Crossover consumers rely on a variety of different purchase channels

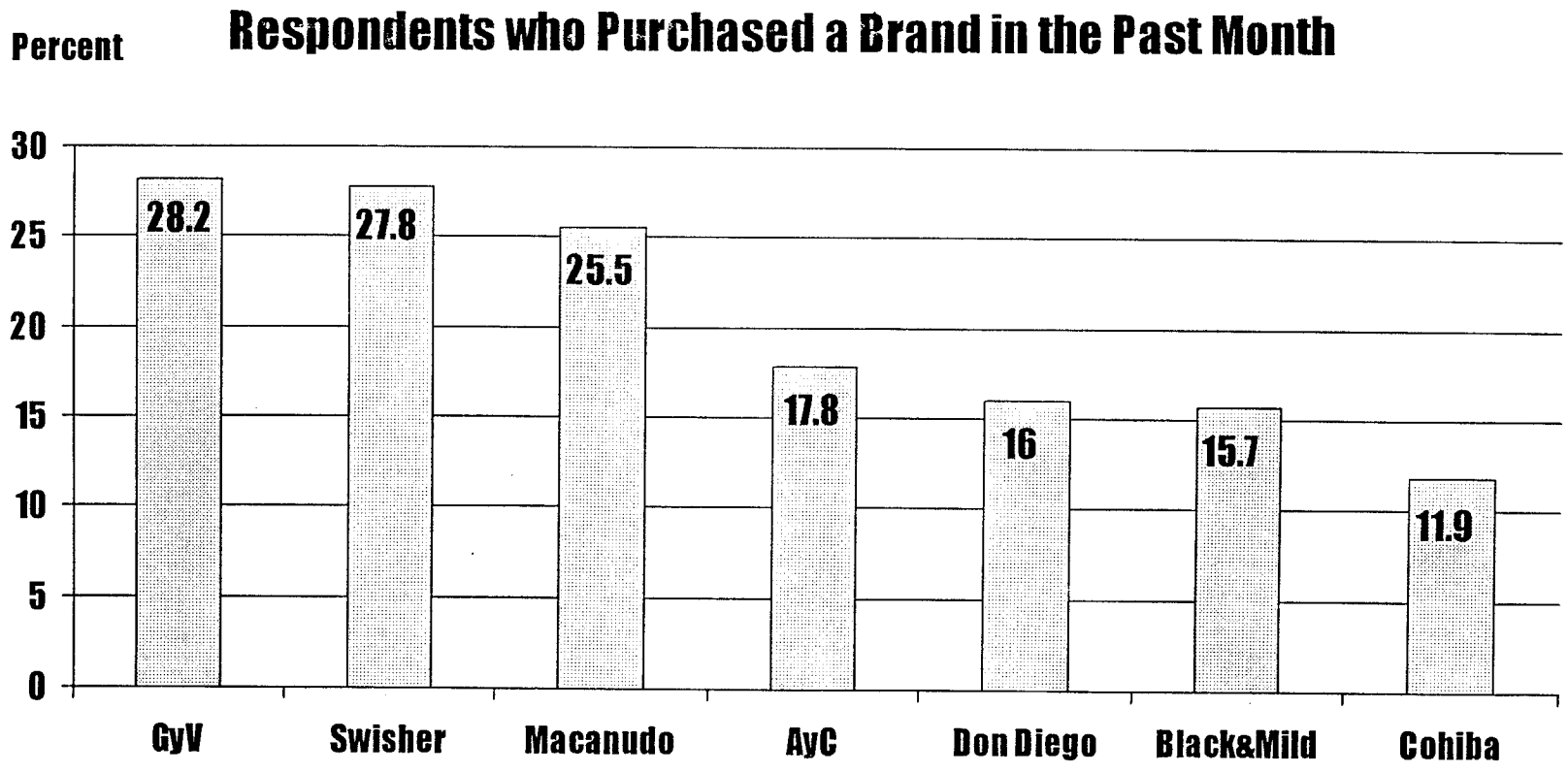
Share of Crossover Transactions by Channel



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021385

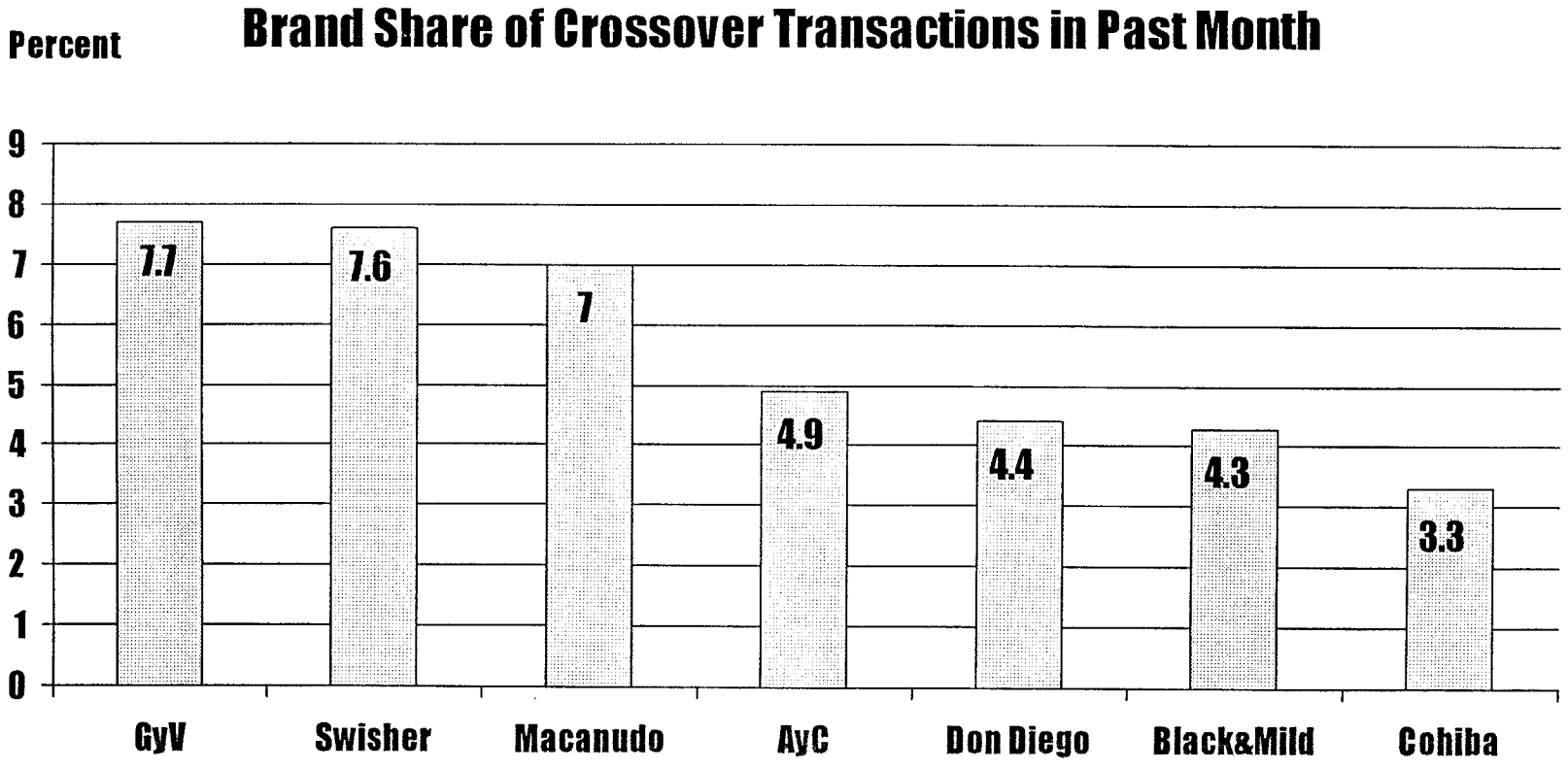
Macanudo, Don Diego, and Cohiba are the most popular premium brands among crossover smokers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021386

Macanudo, Don Diego, and Cohiba are the most popular premium brands among crossover smokers

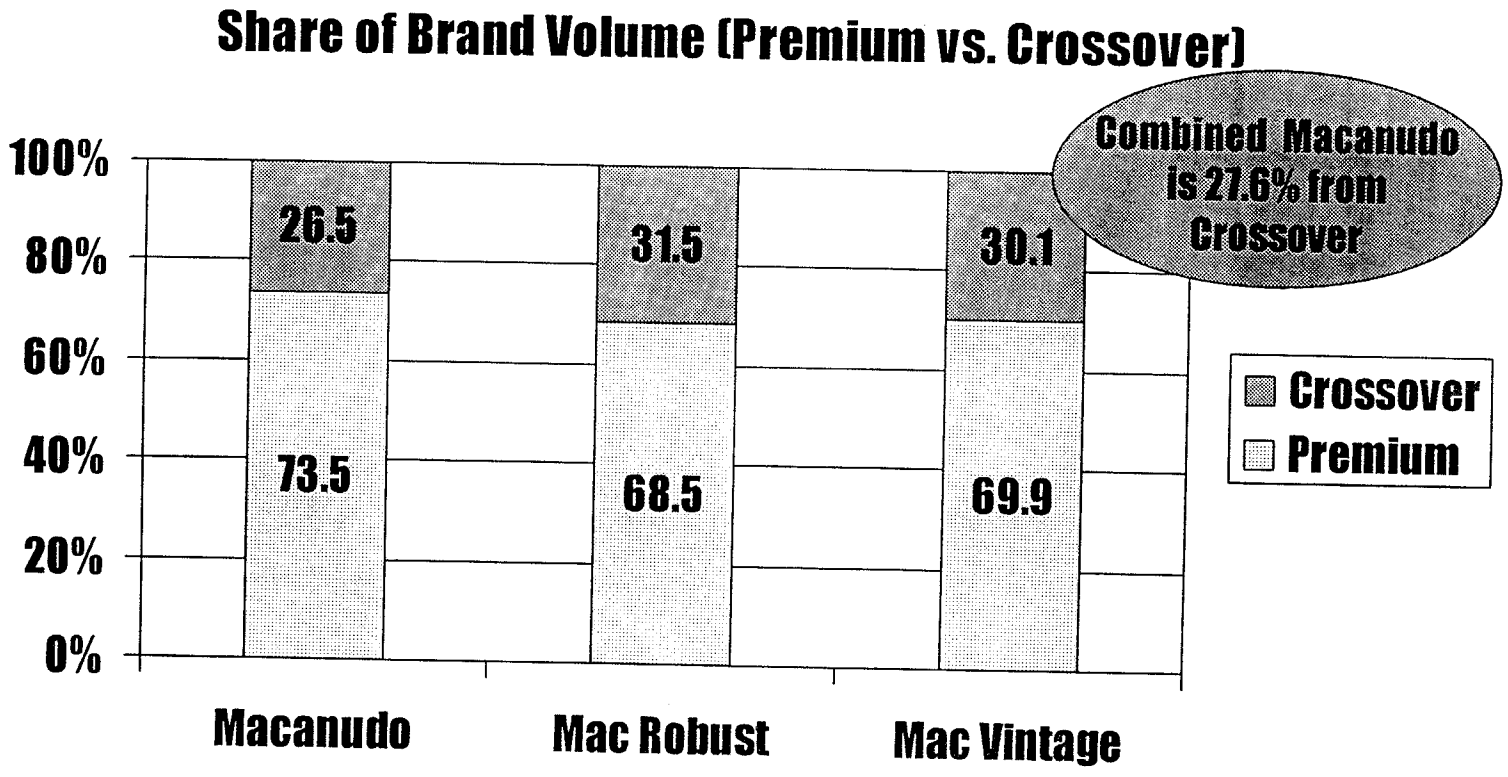


Includes premium only consumers

Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021387

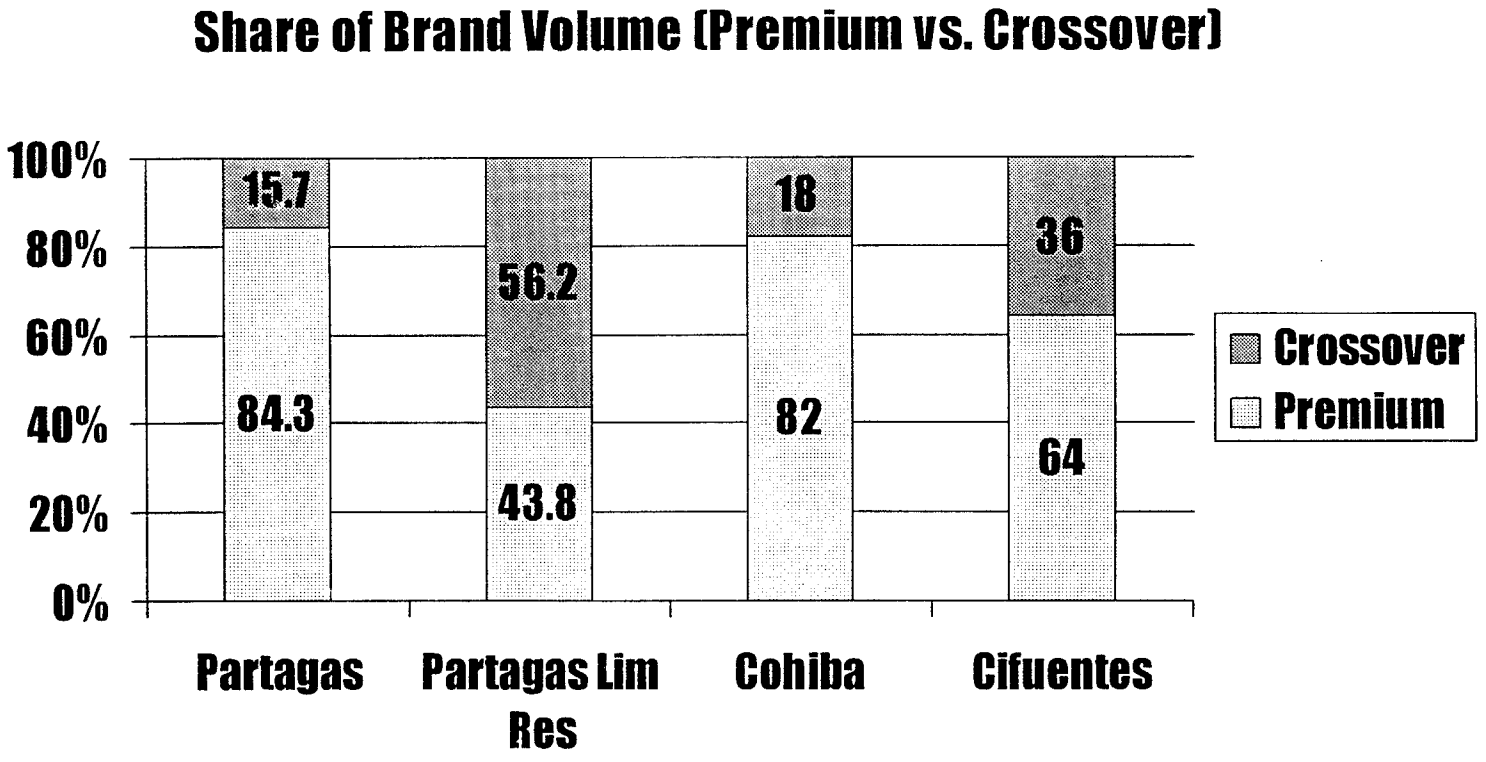
A significant share of Macanudo volume comes from crossover consumers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021388

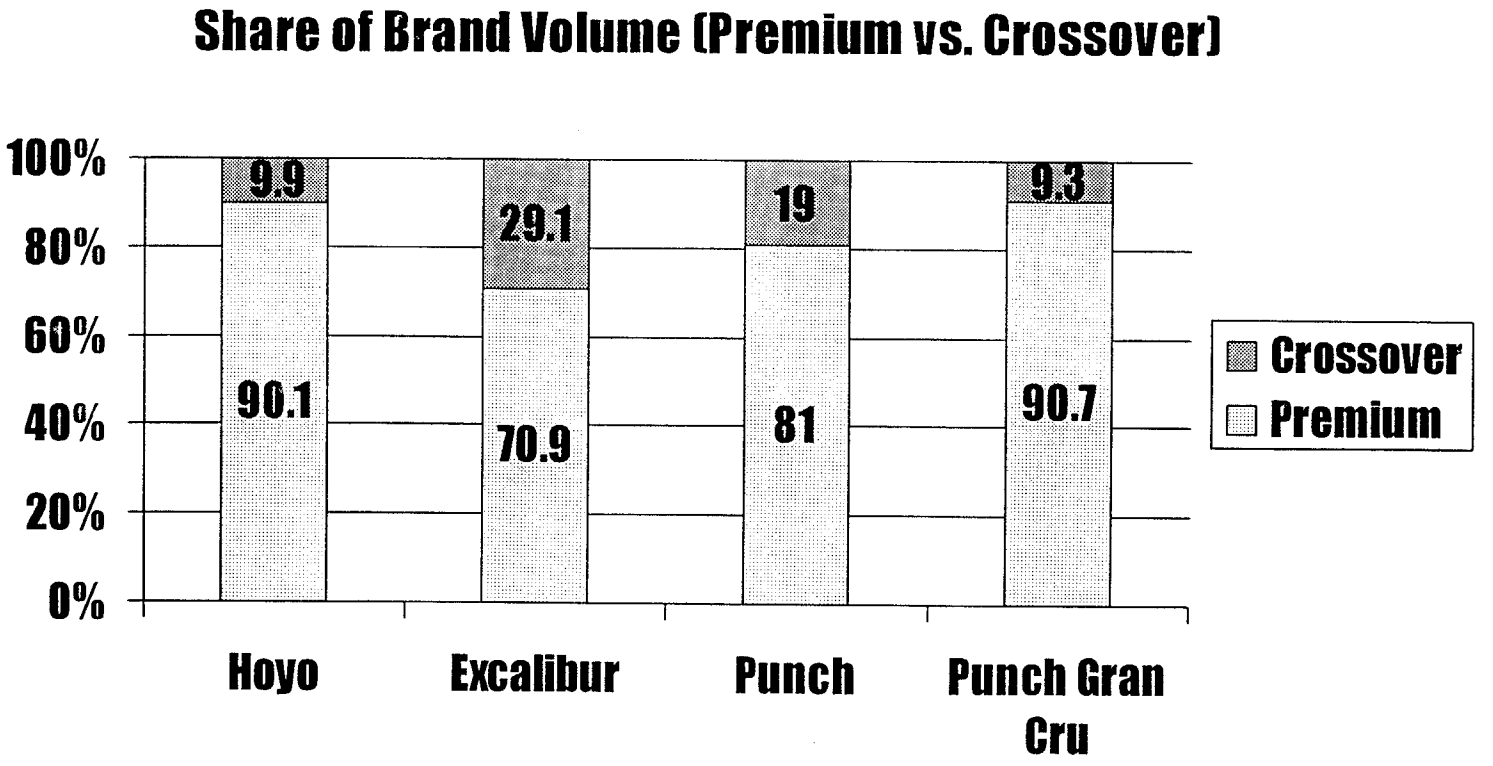
The majority of Partagas Limited Reserve volume is from crossover smokers



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021389

Villazon brands are strong with premium consumers, who are their lion share source of volume



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

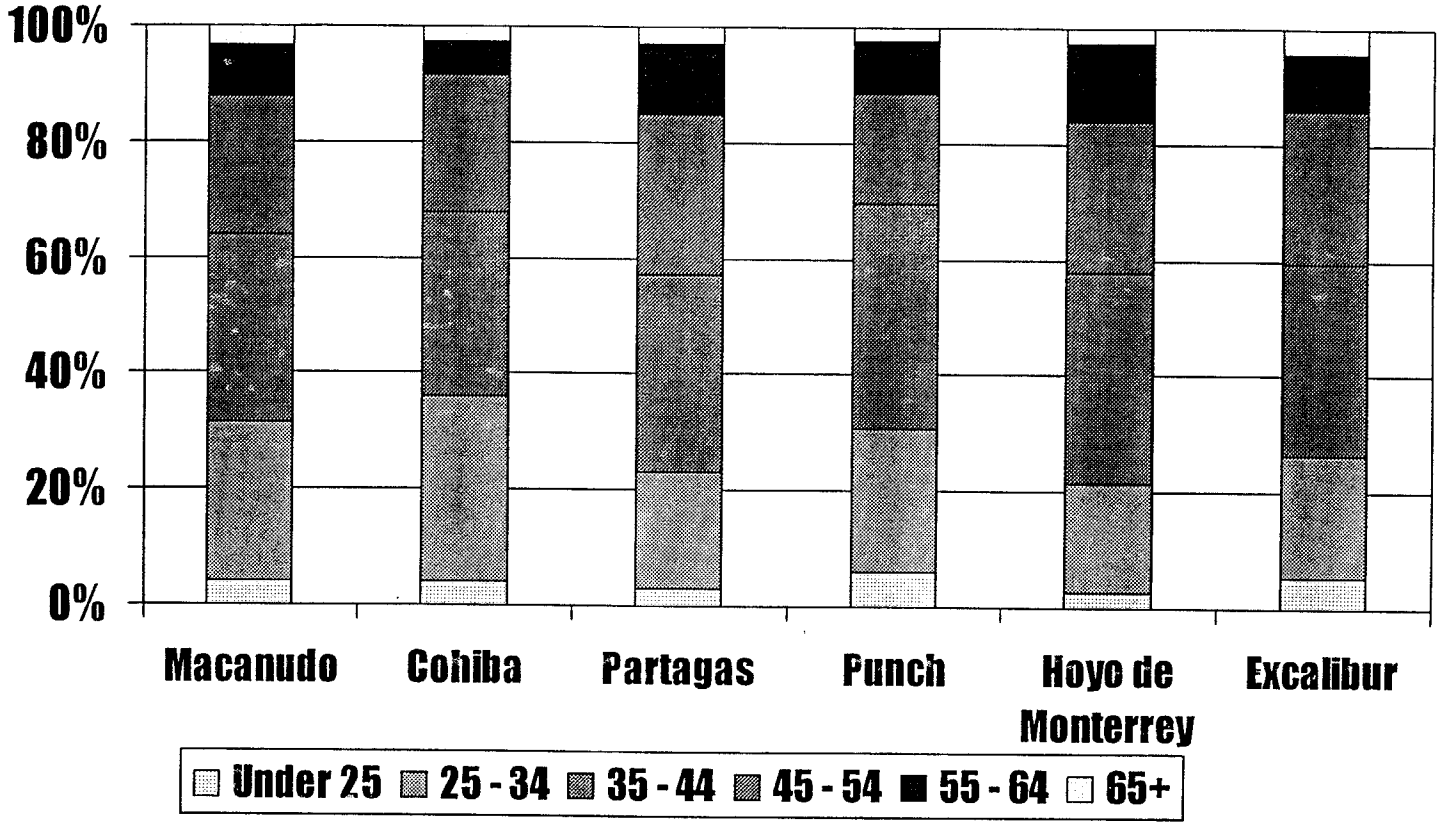
CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021390

Consumer Behavior Tracking Study

V. GCC and Villazon Brand Summaries

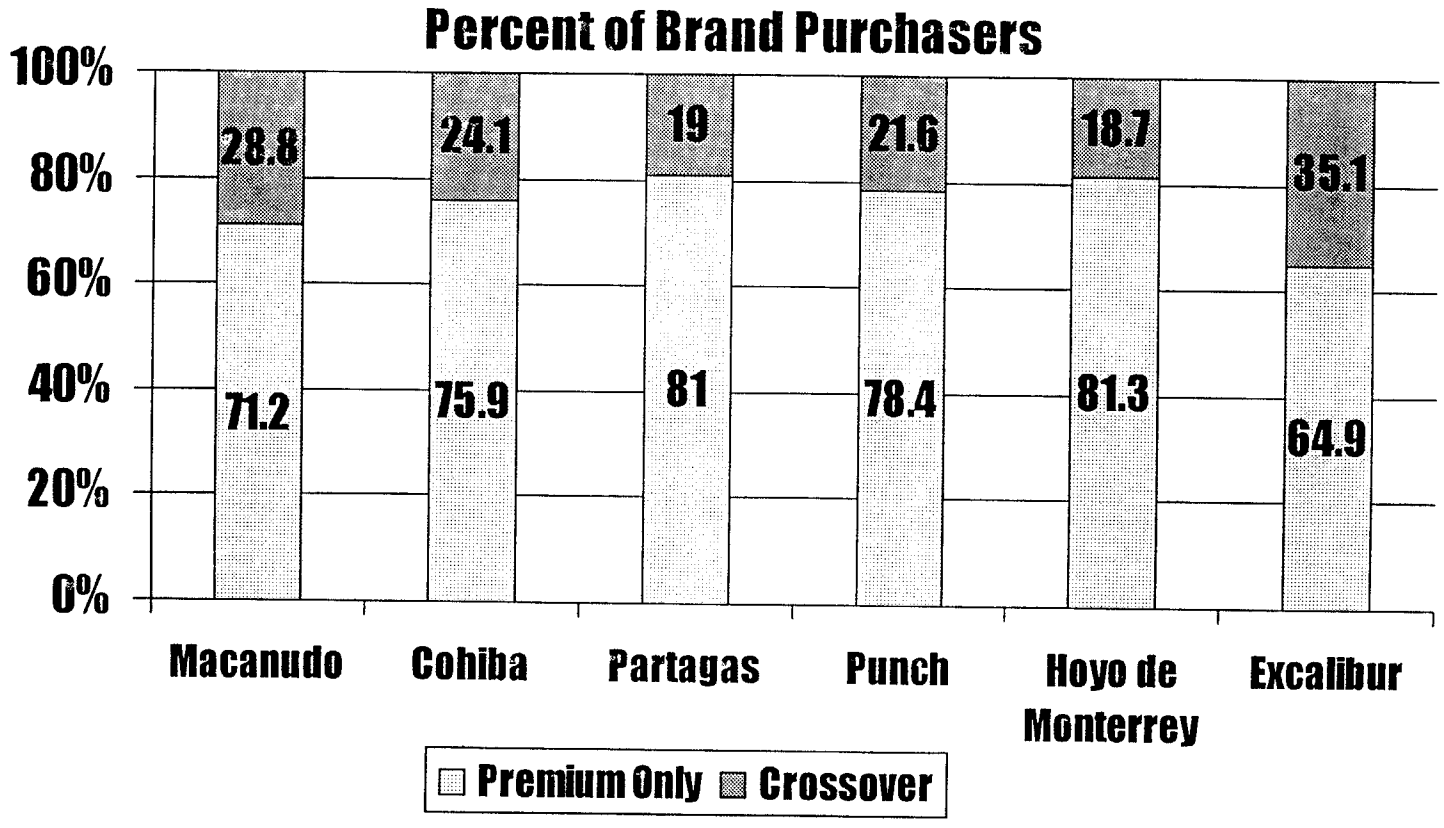
CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021391

Partagas and Hoyo consumers skew somewhat older than other GCH brands



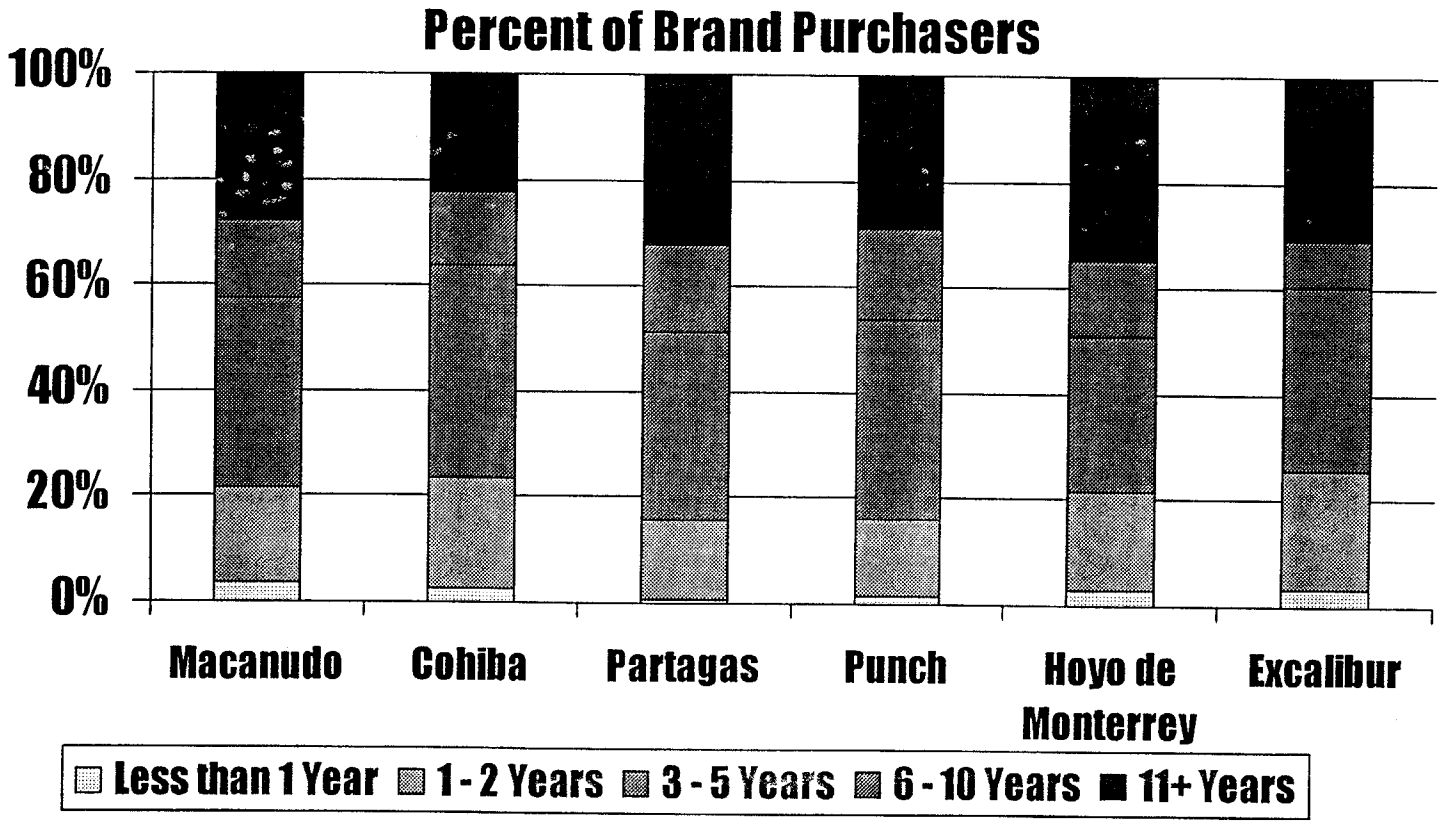
CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021392

Excalibur and Macanudo have the largest group of crossover consumers among GCH brands



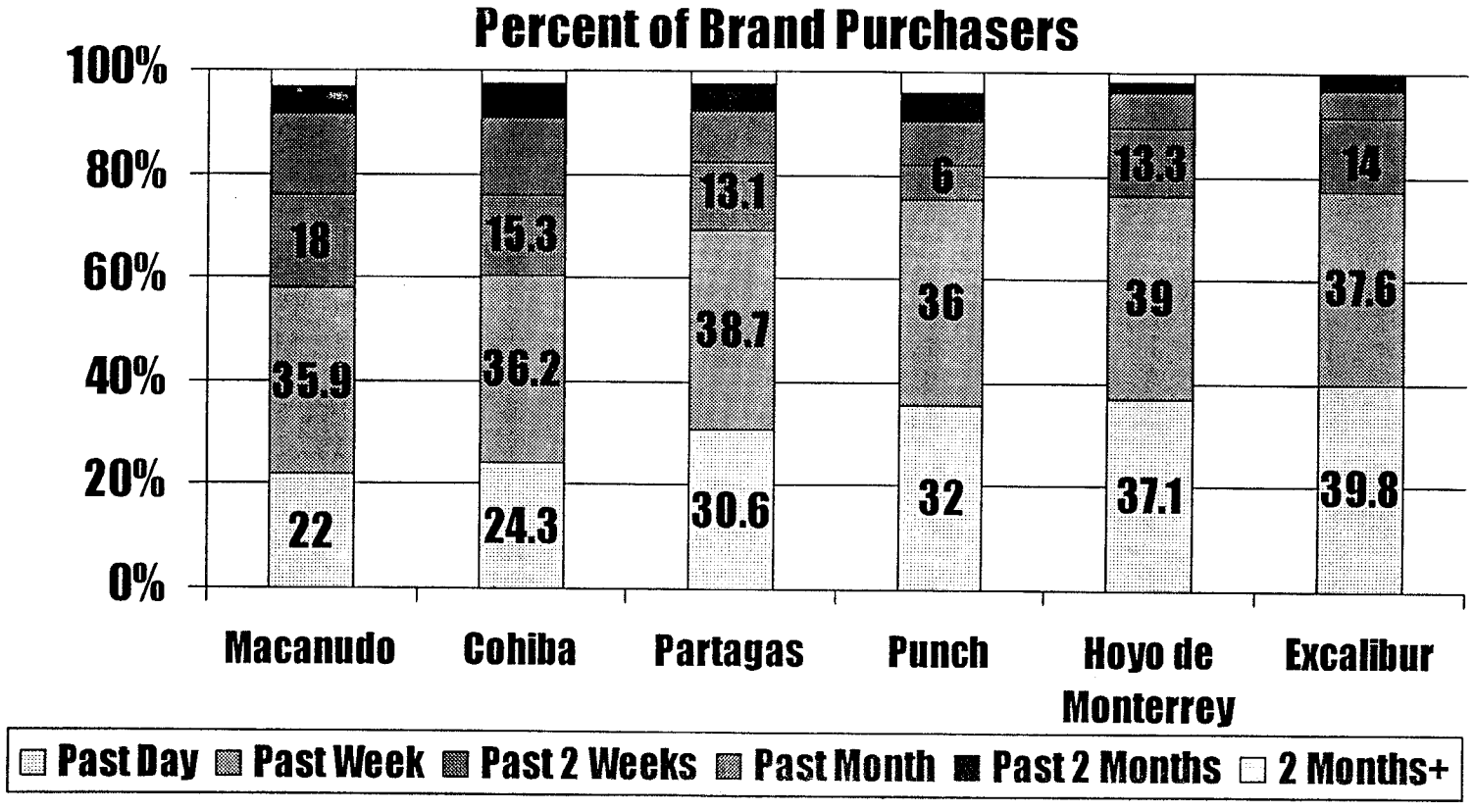
CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021393

Partagas, Punch, and Hoyo have the longest tenured consumers among GCH brands



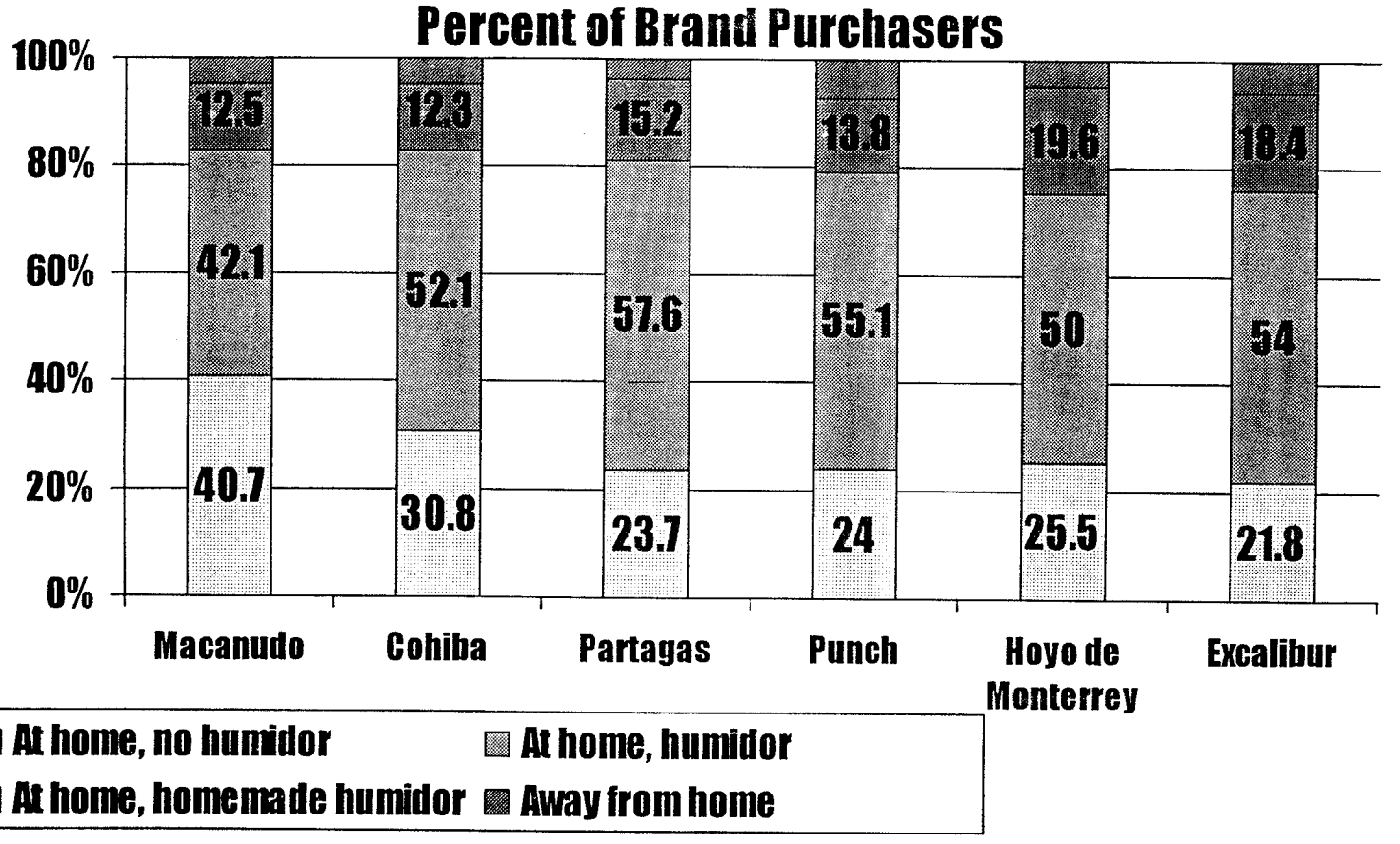
CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021394

Macanudo and Cohiba consumers are smoking cigars less frequently than other GCH brands



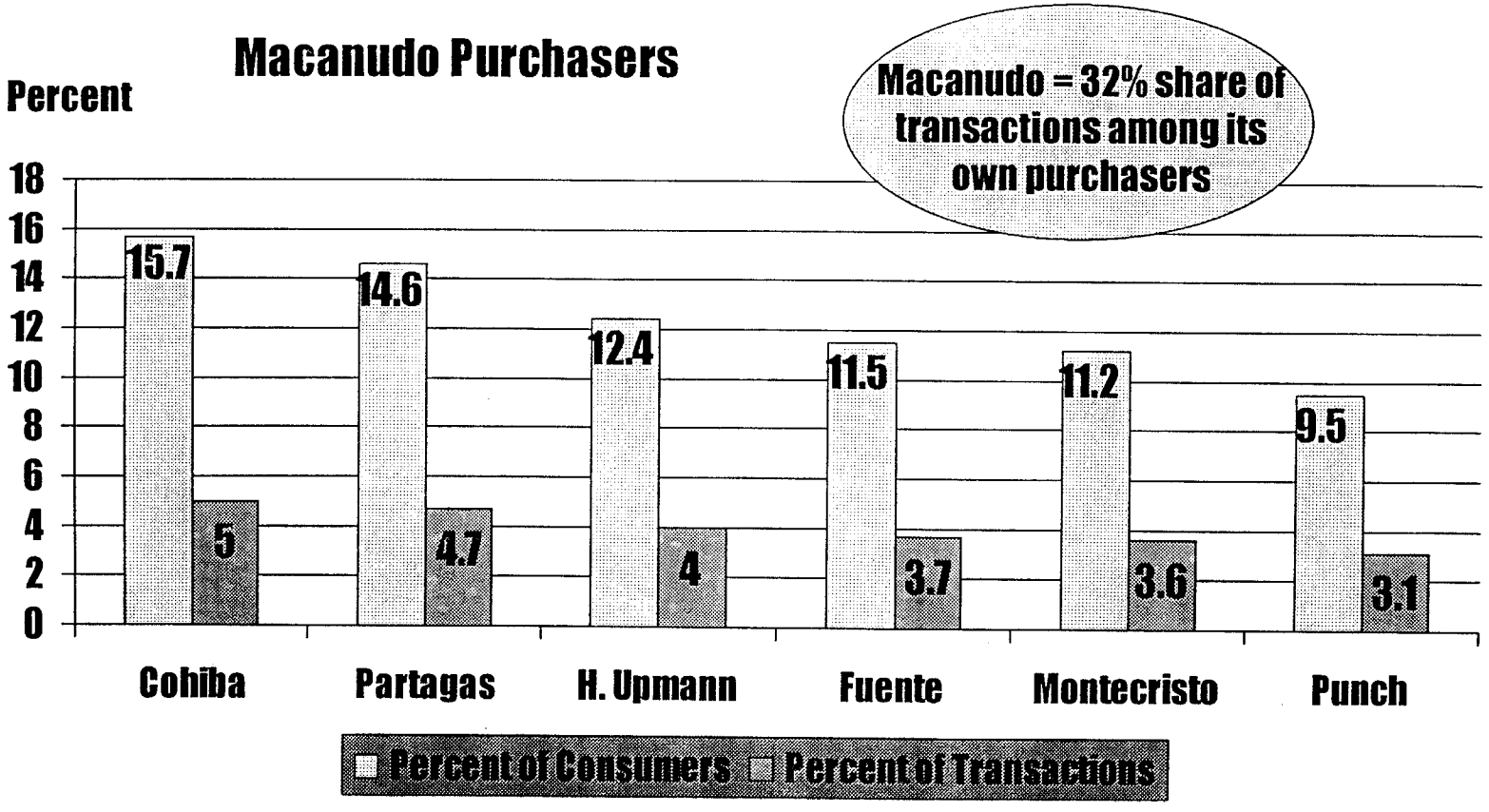
CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021395

Less Macanudo consumers are storing cigars in humidors than all other GCH brands



CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021396

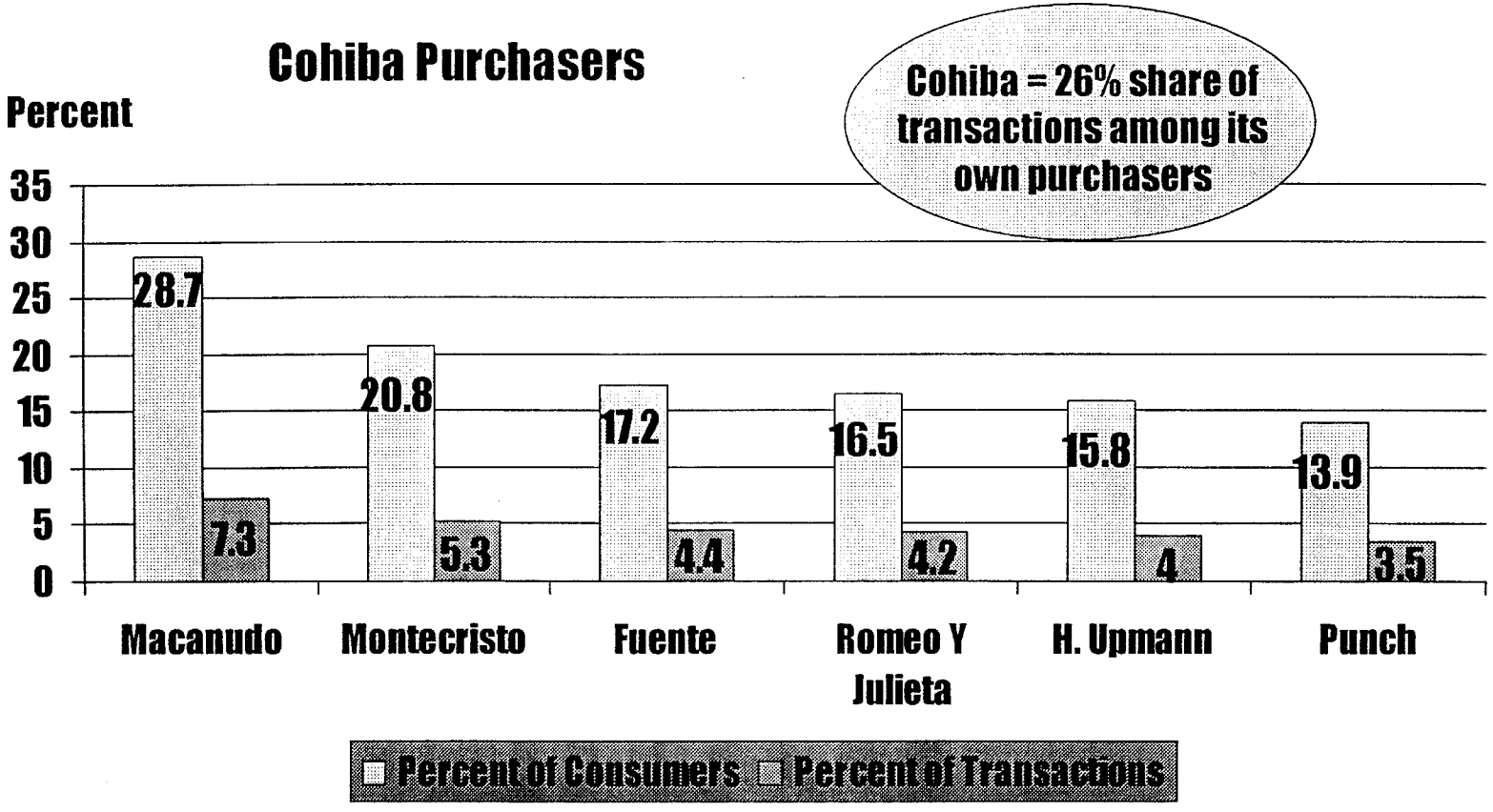
Cohiba and Partagas are the top brands among purchasers of Macanudo



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021397

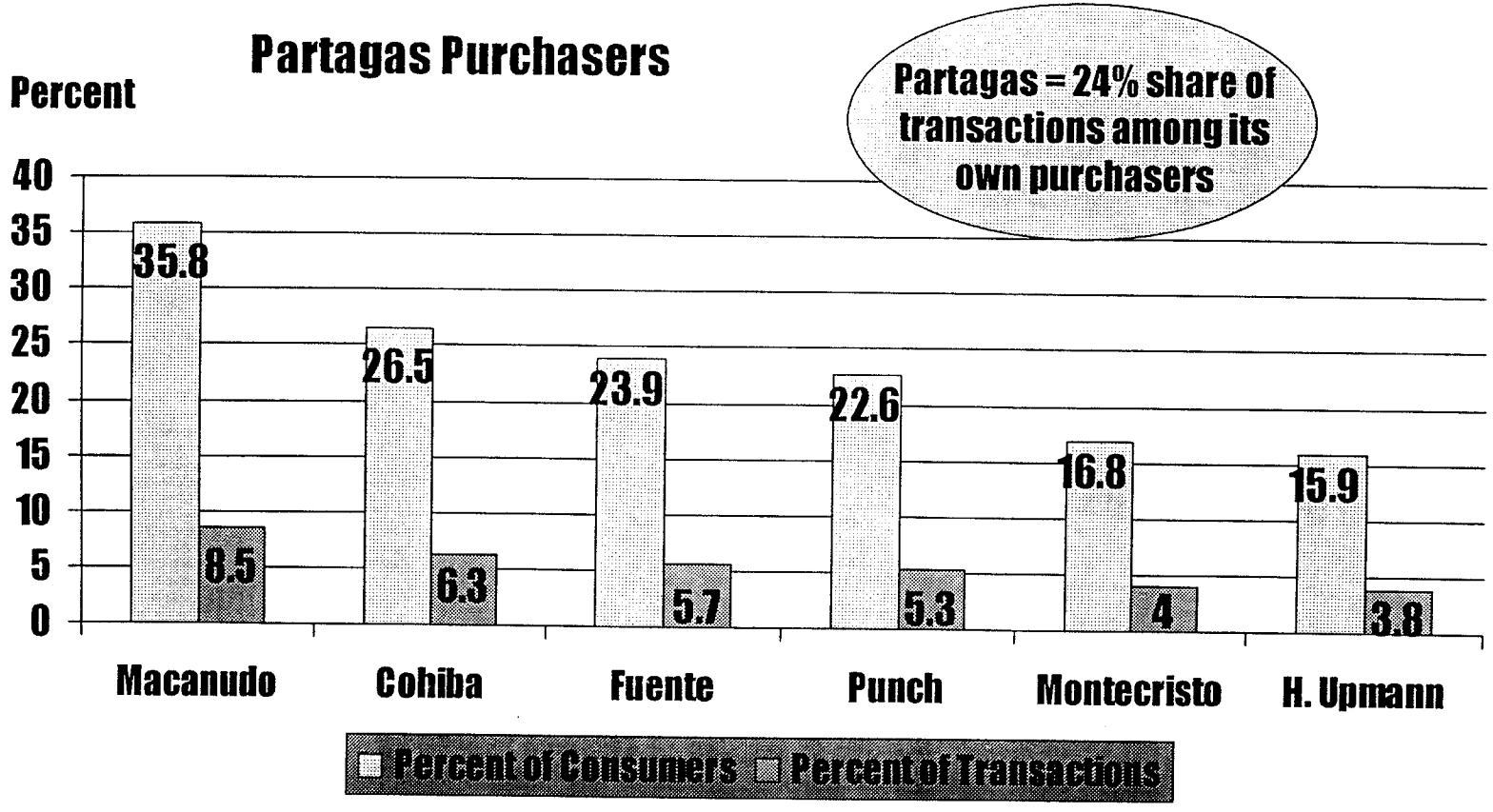
Macanudo and Montecristo are the top brands among purchasers of Cohiba



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021398

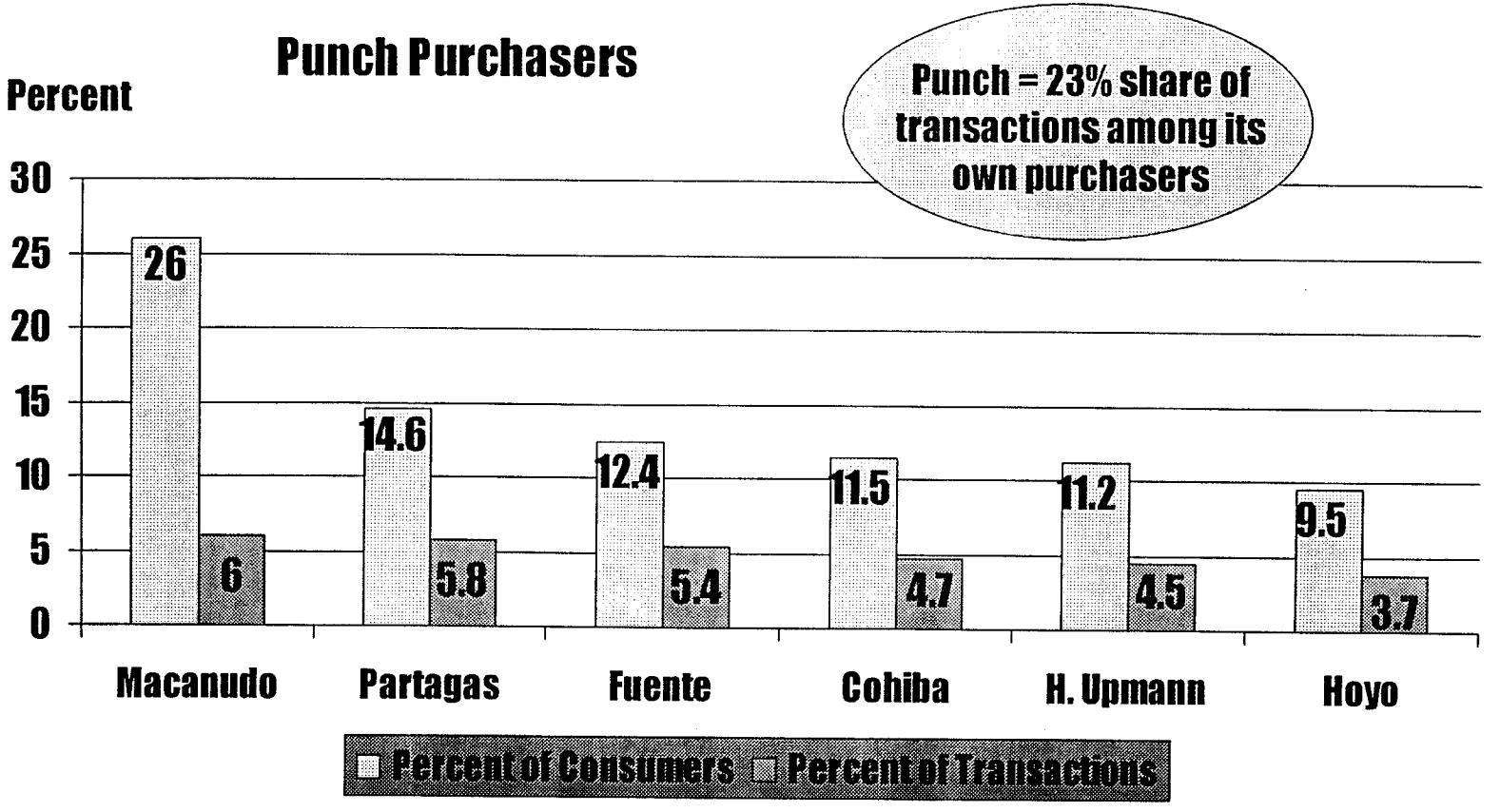
Macanudo and Cohiba are the top brands among purchasers of Partagas



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021399

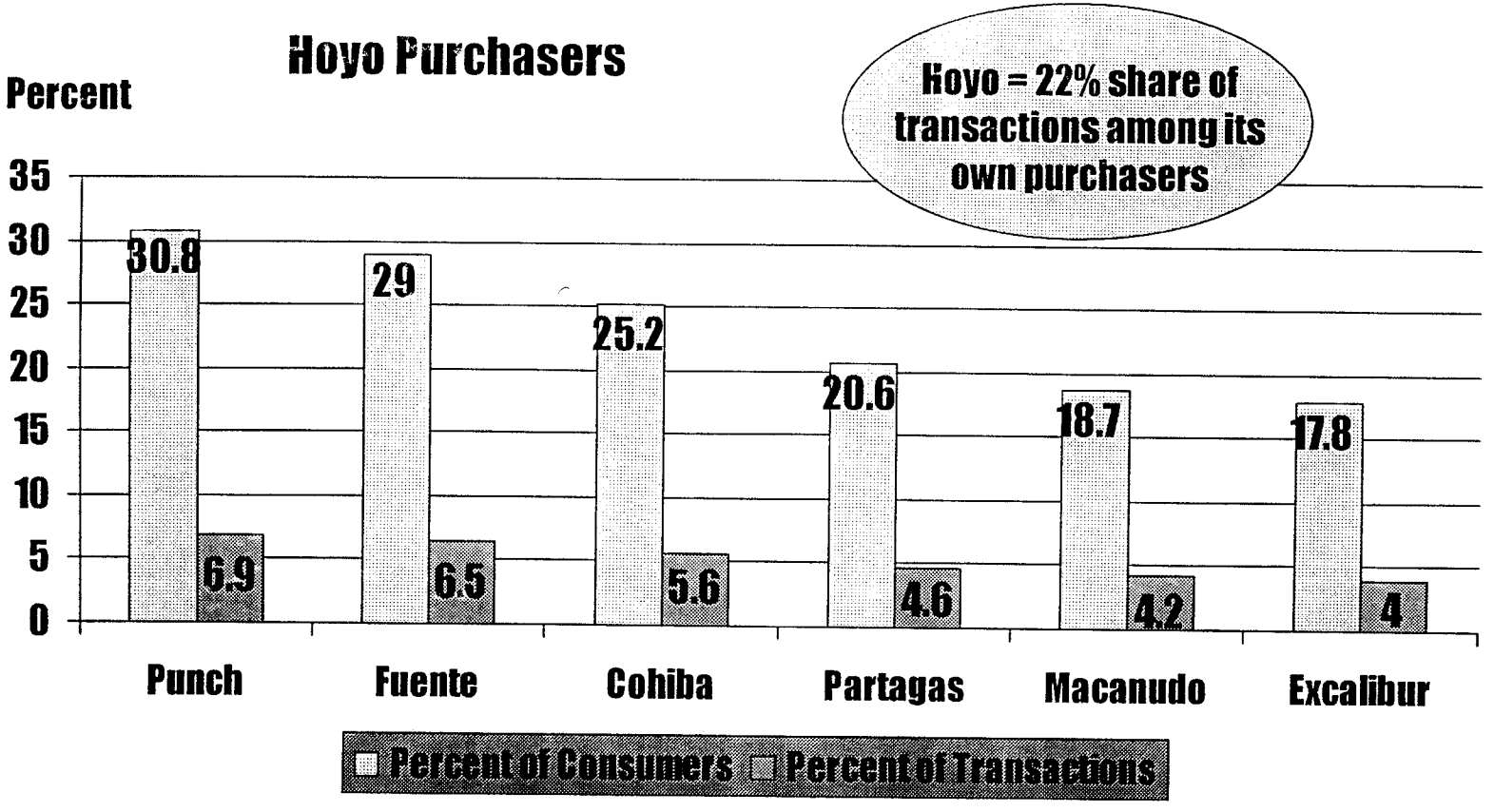
Macanudo and Partagas are the top brands among purchasers of Punch



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021400

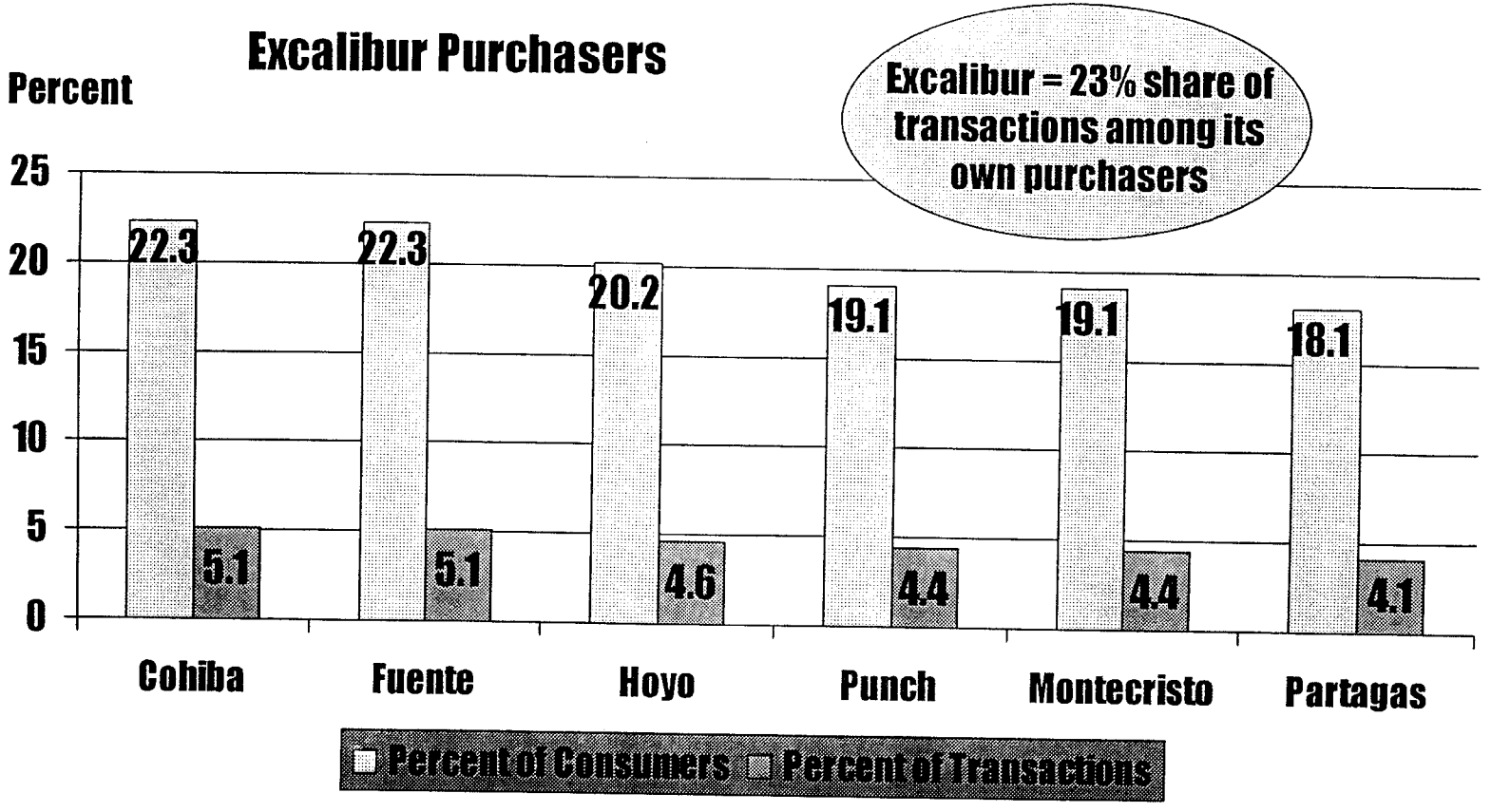
Punch and Fuente are the top brands among purchasers of Hoyo de Monterrey



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021401

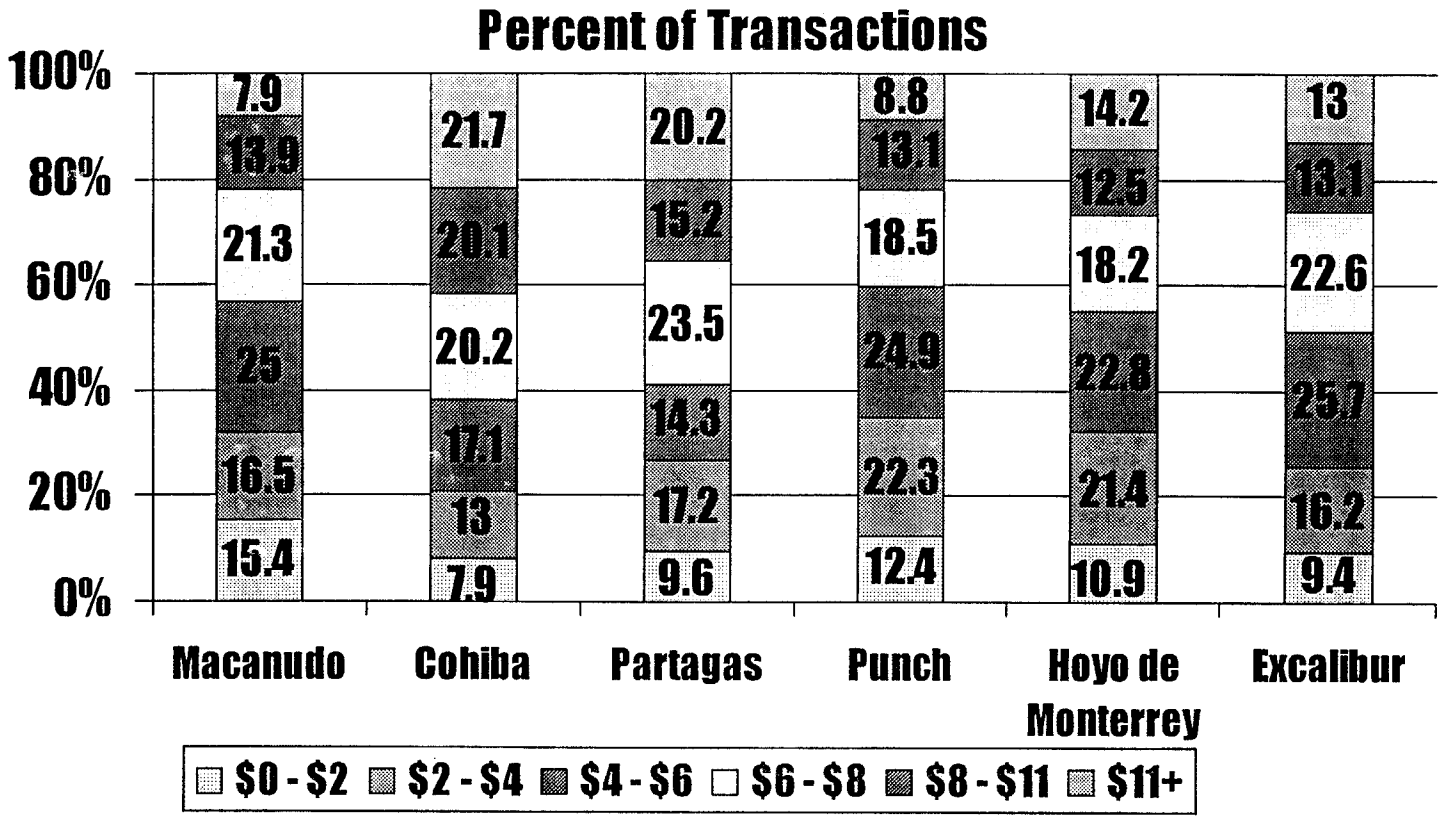
Cohiba and Fuente are the top brands among purchasers of Excalibur



Source: The NPD Group, Inc., Consumer Behavior Tracking Study, 9/99

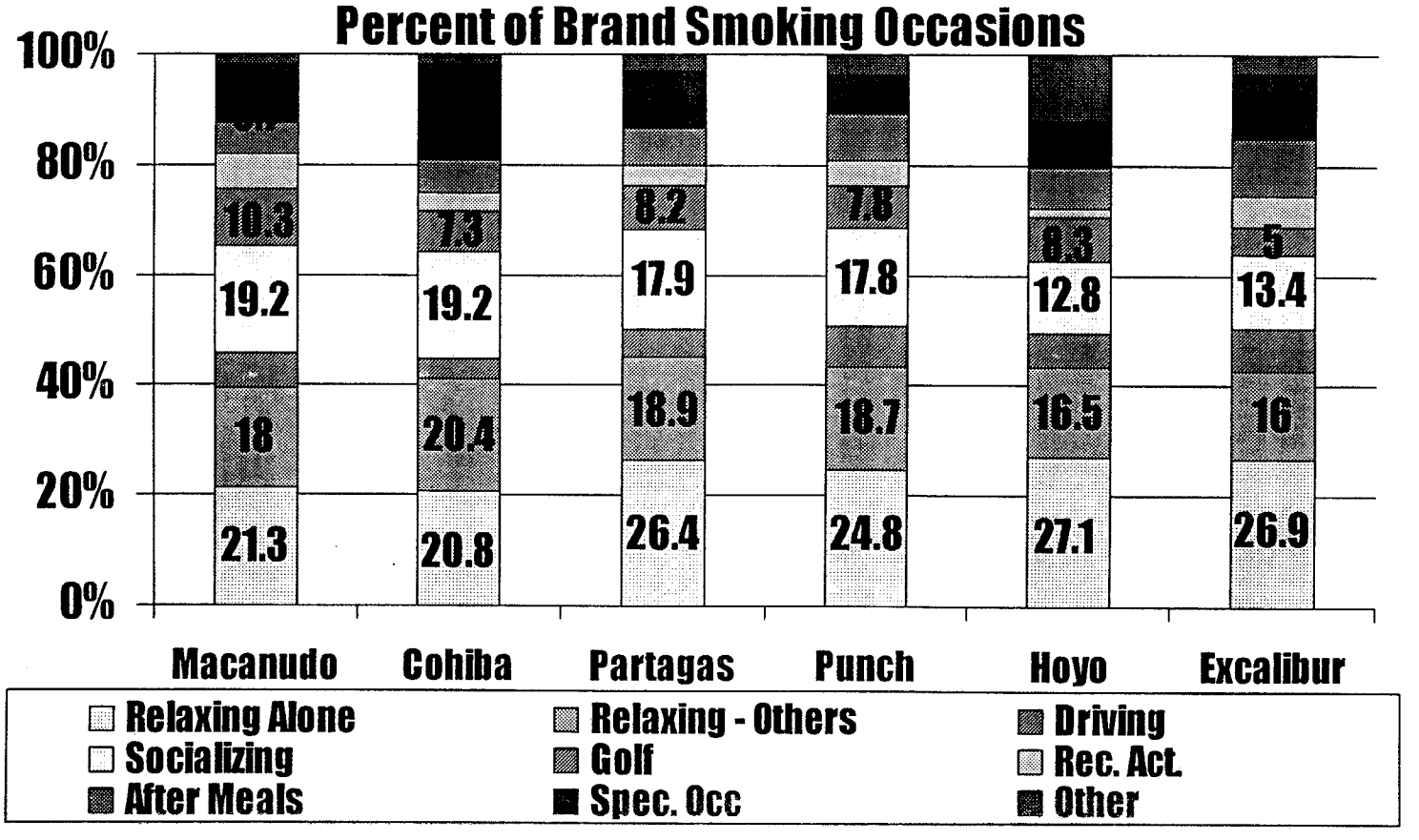
CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 021402

Cohiba and Partagas consumers are purchasing more expensive cigars vs. other GCH brands



CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021403

Partagas and Punch skew towards relaxation cigars



CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021404

Summary of Key Findings

- Just over half of premium consumers are smoking at least on a weekly basis vs. 70% of crossover consumers
- More than half of premium consumers are maintaining inventories of cigars in humidors
- Internet and Mail-order consumers view themselves as more knowledgeable and independent of their cigar supplier than tobacconist consumers

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021405

Summary of Key Findings

- Almost three quarters of premium cigars stored in consumer inventories are stored at home in a humidor
- Premium consumers are storing about 3 different brands of cigar on average
- Consumer inventories are less than 1 box per brand 80% of the time

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021406

Summary of Key Findings

- Almost one-third of all cigar smoking occasions in the past month were premium
- Premium consumers are smoking 2 cigars per occasion on average
- Relaxation (alone or with others) is the most common cigar smoking activity
- Over 40% of premium cigars are smoked while relaxing

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021407

Summary of Key Findings

- Almost 60% of premium cigar transactions occur at the tobacconist
- Individual purchases make up 2/3 of all premium transactions
- Macanudo dominates in all aspects of purchase behavior
  - 32% of Respondents who purchased in past month
  - 18% of premium transactions

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021408

Summary of Key Findings

- Thompson has the largest share of premium units in the past month
  - Realizing that these units include other branded products sold through their catalog
  - Macanudo has the largest single brand share
- Peer recommendations are the most important factor in influencing brand trial
- Special packaging or the claim of a "new product" are least important in determining brand trial

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021409

Summary of Key Findings

- Crossover smokers consume almost one in every four premium cigars
- Premium cigars make up 40% of a crossover smoker's share of requirements
- Half of all crossover smokers' transactions are for premium cigars
- Crossover consumers do not see themselves as knowledgeable as premium cigar smokers and are not comfortable with their level of knowledge

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021410

Summary of Key Findings

- Macanudo, Don Diego, and Cohiba are the most popular premium brands among crossover consumers
- More than 1/4 of Macanudo's volume comes from crossover consumers

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021411

Any Questions?

Congratulations to my fellow fans of the...

25 Time World Champions

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021412

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

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

AND

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

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

PARTY: RESPONDENT

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

Defendant's Exhibit 21

FROM DAVID M. DAI

Done
3/8/01

TO!
EMC SR
JR

Conder
Seltzer
Roethel
HA Pearce

Concerning resul
CA poll.
D.

DEFENDANT'S
EXHIBIT
D21

Blumberg No. 5114

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021221

WEEKLY POLL

Week 212 Results

1. At this moment, which country is producing the best premium cigars?

	Last Week's Responses	August 9, 1999
Dominican Republic	37%	43%
Cuba	35%	32%
Nicaragua	15%	10%
Honduras	10%	9%
Jamaica	0.7%	2%
Brazil	0.5%	0.5%
U.S.A.	0.4%	0.5%
Costa Rica	0.3%	2%
Philippines	0.3%	0%
Mexico	0.3%	0.5%
Canary Islands	0.3%	0.5%
Indonesia	0.2%	0%

Decline

Rise of Nicaragua?

Return to the Weekly Poll Archive

This Week's Poll

Copyright © 2001 Cigar Aficionado. All Rights Reserved.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021222

WEEKLY POLL

Week 208 Results

1. In 2001, I think cigar prices will, on average:

	Week of 1/15/2001	Week of 1/3/2000
Rise more than 40%	0.5%	1%
Rise 21 to 40%	0%	2%
Rise 6 to 20%	12%	13%
Stay the same	46%	56%
Drop one to 20%	39.5%	26%
Drop more than 21%	2%	2%

Return to the Weekly Poll Archive

This Week's Poll

Value ?

Copyright © 2001 Cigar Aficionado. All Rights Reserved.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021223

WEEKLY POLL

Week 206 Results

1. What was your first cigar of 2001?

Montecristo (Cuba)	10%
Fuente Fuente Opus X	7%
Cohiba (Cuba)	7%
Arturo Fuente	6%
Padron	6%
Partagas (Cuba)	5%
Romeo Y Julieta (Cuba)	5%
Ashton	4%
Hoyo de Monterrey (Honduras)	3%
C.A.O.	2%
Bolivar (Cuba)	2%
Hoyo de Monterrey (Cuba)	2%
Macanudo	2%
El Rey del Mundo (Cuba)	2%
Punch (Cuba)	2%
Other	35%

Fuente
13%
+Ashton
17%

GCC
5%

Cuba
35%

Return to the Weekly Poll Archive

This Week's Poll

Copyright © 2001 Cigar Aficionado. All Rights Reserved.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 021224

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

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

AND

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

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

PARTY: RESPONDENT

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

Defendant's Exhibit 23

(1) [illegible]

General Cigar Co., Inc.
1999 Marketing Plan

Objectives, Initiatives, and Action Plan

Draft

June 15, 1998

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 023946

Blumberg No. 6114
DEFENDANT'S
EXHIBIT
D 23

CONTENTS:

I. Premium Cigars
- Overview/Key Market Assumptions
- Business Objectives/brand volume goals
- Marketing Objectives
- Key Initiatives
- Action Plan
- Premium Cigar Spending Plan and Timetable

II. Mass Market Cigars
- Overview/Key Market Assumptions
- Business Objectives/volume goals by brand
- Marketing Objectives
- Key Initiatives
- Action Plan
- Mass Market Spending Plan and Timetable

III. Djeep Disposable Lighters
- Overview/Key Market Assumptions
- Business Objectives/Djeep volume goals
- Marketing Objectives and Key Djeep Initiatives
- Djeep Action Plan
- Spending Plan and Timetable

IV. Cigar Accessories
- Overview/Key Market Assumptions
- Objectives
- Key Initiatives
- Action Plan
- AccessoriesSpending Plan and Timetable

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023947

Executive Summary:

1. Premium Cigars:

It is recommended that factory price increases be selectively held to a minimum for the first half of 1999.

- Focus on share growth against competition.
- Minimize need for heavy promotional pricing/discounting.

Portfolio strategy and support will be designed to give GCC brands increased presence in all channels of distribution.

- Focus support on creating dominant retail position for key brands: Macanudo, Partagas, Cohiba.

Retailer support and relationships will be the primary focus to maximize distribution and share of shelf for 1999.

- Expand and redirect TPP Program into MPP Program.
- Improve execution against indirect retailers. Better partnership with a range of distributors.
- Top to bottom portfolio for Tobacco discount outlets, with core group of premium brands.

VMI Account Support will be maintained against volume objectives.

- Creative and executional support for catalogue presence.
- Support for exclusive brands.
- Marketing support tied to volume at 1998 levels.

Advertising focus will be on Macanudo, Macanudo Robust, and Partagas brands. Print advertising will be the primary media.

- Consumer brand positioning and advertising strategies will be updated for Macanudo, Partagas, and Cohiba.
- Achieve broader reach through selected men's media, while reducing proportion of media in Cigar Aficionado.
- Exclusive brands (Bolivar, La Flor de Cano) will receive nominal advertising support.

Consumer Promotion will be national in scope, but executed locally through retailers.

- Nationally planned consumer events to be managed through MPP tobacconists.
- Establish more direct link between consumer and retailer through GCC Internet site.

New Product development is recommended for a mid-price machine bunched entry, high end EMC, and Cuban style competitor to Opus X.

- In addition, Partagas "S" series, and new frontmarks for Macanudo Robust and Cohiba are recommended.

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023948

Premium Cigars: Summary of Volume Projections

7/9/98

Brand	1997	1998 (est.)	% Incr.	1999 (proj.)	% Incr	2000 (proj.)	% Incr.
Macanudo Large	16,444	19,238	17%	22,123	13%	24,500	11%
Macanudo Vintage	2,300	1,156	-50%	1,475	22%	1,770	20%
Macanudo Robust	0	2,800	0%	6,000	53%	6,800	13%
Macanudo Small	16,446	13,545	-18%	16,254	17%	18,393	15%
Total Macanudo	**37,187**	**36,739**	**-1%**	**45,852**	**25%**	**51,463**	**12%**
Partagas Large	8,203	9,674	18%	10,850	12%	12,600	16%
Partagas Limited Reserve	134	290	116%	300	3%	350	17%
Partagas Small	2,174	4,733	118%	5,280	12%	5,800	10%
Total Partagas	**10,511**	**14,697**	**40%**	**16,430**	**12%**	**18,750**	**14%**
Cohiba	342	850	149%	1,500	76%	1,500	0%
Cifuentes	390	1,000	156%	1,400	40%	1,550	11%
Canaria D'Oro Large	2,851	1,350	-53%	1,650	22%	2,500	52%
Canaria D'Oro Small	304	200	-34%	300	50%	1,500	400%
Temple Hall Estates	866	750	-13%	900	20%	1,000	11%
Ramon Allones	249	190	-24%	0	-100%	0	0%
Bolivar	8	1,200	14900%	3,000	150%	3,350	12%
Flor de Cano	0	1,200	0%	2,000	67%	2,250	13%
Carruades de Lafite	0	25	0%	50	100%	75	50%
Don Sebastian/GyV Handmade	536	3,900	628%	15,000	285%	17,000	12%
Bundles	922	450	-51%	1,500	233%	1,650	10%
Total Other Premiums	**6,468**	**11,115**	**72%**	**27,300**	**146%**	**32,375**	**19%**
Total Large Premium*	**33,245**	**44,073**	**33%**	**67,748**	**54%**	**80,245**	**18%**
Total Small Premium	18,924	18,478	-2%	21,834	18%	25,693	18%
Total Premium Cigars	**52,169**	**62,551**	**20%**	**89,582**	**43%**	**105,938**	**18%**

Key Assumptions:

Unit growth in 1998 includes Don Sebastian counted as premium product.
Market growth (consumption) of 8% in 1999 and 6% in 2000
Regular Macanudo grow in 1999 3X market; in 2000 2X
Macanudo Robust will absorb 15-20% of regular Macanudo Growth
Partagas will grow at 2X market.
Cifuentes and Cohiba distribution will increase with TPP program and on-premise accounts.
Don Sebastian and GyV handmade are counted in premium imported total.
Canaria D'Oro new distribution strategy in mass tobacco outlets.
Totals Include International Shipments
No incremental marketing spending, except MPP program.

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023949

2. Mass Market Brands

Key strategic initiative will be to repositioning the GCC portfolio through a "Top Shelf" strategy.

- Significantly grow volume and leverage in the branded premium, handmade imported, and natural leaf segments.
- Garcia y Vega, Crystals, Handmade, RB Black Watch, Don Sebastian, Canaria D'Oro, Macanudo/PArtagas.
- Higher retailer profit, better quality product, greater opportunity to differentiate brands and build consumer franchise.

Key consumer focus will be on Garcia y Vega and brand extensions.

- Continuous improvement of imagery through upgraded perception of entire line.
- New large frontmarks on regular, plus reinforce crystals as a full brand extension
- Extend handmade with repricing and Don Sebastian manufacturing technique.

Brand advertising support will be focused on Garcia y Vega and Don Sebastian.

- Increase budget for Garcia y Vega for full year.
- Test Djeep small space campaign.

Increase trade support for Djeep to create new counter and peg placements.

Economic support for five key selling periods:

- AWMA (Feb), Father's Day (May-June), Summer volume specials (support during resets), NACS (October) Hoiday (November - December)

Volume and merchandising support incentives for key accounts

- Tied to key strategic initiative of quality portfolio.
- Merchandising activity to be focused on single serve and pack programs.

Consumer Promotion focus will be sampling of Garcia y Vega, Don Sebastian, RB Black Watch and White Owl.

- Trial-building pack and value programs.
- Value added Goods program and Sample/lighter offers on Don Sebastian.
- Trial twin-pack/boat program for restaged White Owl.

New Product Development focus on Garcia y Vega large ring gauge, additional Don Sebastian frontmarks, new RB Black Watch sizes, and White Owl perforation and repackaging project.

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023950

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023951

I. Premium Cigar Brands

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023952

1. Overview/Key Market Assumptions:

1997 shipments were 520MM premium cigars.

1997 consumer purchases estimated at 425MM units, including mass channels, with consumption at 390MM units.

- Optimistic overshipment based on 1996 growth.
- Unconsumed poor second-tier product still in premium channels and unsmoked in "home inventory".
- Actual 1997 consumption increase vs. 1996 is estimated at 36%.

1998 market growth rate slowing while consumption catches up with oversupply.

- Second tier product in the market moving slowly, taking up retailer capital and shelf space.
- Better quality branded product retaking shelf space less quickly than expected.
- Rate of 1998 imports currently up 20% vs. 1997 (through March).
- Rate of imports should flatten and finish 1998 below 1997 (est. 435MM units)

1998 consumption is projected to be up 8% vs. 1997.

- Rate of new smokers entering the category has decreased to approx. 6%. Net increase 3-4% after attrition.
- Rate of consumption among 1996-97 newer smokers up 10%+ as they mature in category.
- Total consumption of premium imports estimated to be approx. 460MM cigars in 1998 vs. 1997.
- Mass market distribution of premium cigars should total 90MM cigars.

1998 consumer attitudes toward premium cigars shifting.

- Emerging price consciousness not severe, but widespread.
- Attitude towards quality promises has become less trusting.
- Still rely on tobacconist and peers as primary source of advice and information, but less so than 1997.
- Cigars continue to be mobile/social among newer experimenters, but core smoking occasions are shifting as cigar becomes part of regular routine.
- Anti-tobacco publicity has not had notable impact on cigar smoker attitudes as of March 1998.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023953

1999 Key Marketing Assumptions:

1999 consumption market is projected to grow 6% over 1998.

- Continuing trend to flatter growth; up to 480MM cigar consumption in 1999.
- Retail pricing should remain stable or even decrease slightly (net) with increased promotional activities.
- Economic incentives by manufacturers will give major companies an advantage as suppy-demand ratio shifts.
- Overall, rate of consumption among current smokers should increase slightly.
- Expect net decrease of 2-3% in smokers in 1999 as faddist fallout exceeds new entries.

1999 Manufacturer shipments should continue at 425-450MM units as top tier brand names gain share.

- Balance of second tier product flushed through, unsalable/destroyed, or returned.
- Share of imports by major brand names increase.
- Increasingly competitive market will require share-taking strategies for leading brands.

Premium distribution patterns in 1999 should continue to include more mass and non-dedicated retailers.

- Traditional smokeshops will continue as largest retail channel. Direct mail will account for 12-13% of total units.
- More premium cigars in the mass market. (Estimate 18% in 1998, 20% in 1999). Tobacco outlets will increase in response to anticipated regulation.
- On-premise availability and non-traditional outlets; "smoke them where they're sold" will account for 3-4% of total.
- Major cataloguers attempt to increase wholesale business to improve overall position/share of distribution.
- Shakeout in smokeshops. Some should close due to overpopulation, others will become larger.

Brand Loyalty should remain relatively low during 1999.

- 3-4 brands smoked, based on occasion, time, spending patterns.
- Wider range of consumers coming to smokeshops, especially "emporium" style locations such as JR.
- Impulse bargain hunting will continue, leveraged by discounted second tier sell-through by JR/Mikes.
- Potential increase in bi-polarization of smoking habits (regular vs. special occasion) could lead to more premium/mass cross-over smokers.

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023954

2. *Business Objectives/Brand Volume Goals*

Achieve sales of 89,582M large and small premium cigars.

- 67,748M large premium cigars. (includes exclusive brands and Don Sebastian)
- 21,834M small cigars.

1. Grow Macanudo brand family volume at a rate three times market growth. Increase 1999 unit volume 22%. vs. 1998.

- Increase Macanudo large cigar unit sales 28% to 29,598M
  - Regular - 22,123M
  - Robust - 6,000M
  - Vintage - 1,475M

- Increase Macanudo small cigar unit sales 19% to 14,260M
  - Ascots - 11,200M
  - Miniatures - 4,056M

2. Grow Partagas family volume at a rate double the the market growth rate. Increase 1999 unit volume 12% vs. 1998.

- Increase Partagas large cigar unit sales 16% to 11,250M
  - Regular - 10,850
  - Ltd. Res. - 300

- Increase Partagas Small Volume 12% to 5,280 units.
  - Puritos - 3,750
  - Miniaturas - 1,530

3. Increase Cohiba volume 100% to 1,500M units.

- Increase distribution with TPP/MPP account growth on a selected basis.
- Create new pricing strategy to encourage more smokers to luxury segment.
- Refine positioning to increase consumer base as luxury, clcbratory, gift cigar.

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023955

4. Increase Cifuentes sales 40% in TPP accounts while expanding TPP to 400 accounts.

- Achieve 1,400M Cifuentes unit sales.
- Maintain exclusivity as part of TPP (MPP) program.

5. Maintain volume growth of Temple Hall Estates and Canaria D'Oro consistent with market growth.

- Re-establish Canaria D'Oro in market at pre 1998 volume levels or above.
- Re-position Canaria D'Oro as 2nd tier/tobacco discounter brand.

6. Achieve 3MM cigars unit volume for Bolivar/JR, and 2MM cigars unit volume for Flor de Cano/Mikes.

7. Achieve 15,000 unit sales of Don Sebastian

- See mass market plans for Don Sebastiana nd Garcia y Vega handmade

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023956

3. *Premium Marketing Objectives and Strategies:*

1. Key Marketing Priorities:

- To be the market leader with a portfolio of brands preferred by customers and consumers over the brands of our competitors.

- Achieve 1999 unit growth of 47% to 89.6million large and small units including new products, bundles, Don Sebastian and Garcia y Vega handmade.

- Establish primary marketing partner status with extended range of selected tobacconists.

2. Brand awareness and preference:

- Increase advertising awareness, image and leadership for Macanudo, Partagas, and Cohiba.
- Achieve 10% increase in share of unaided brand awareness and ad awareness levels.
- Improve consumer understanding of General Cigar brand positions and quality in terms of total smoking enjoyment.

- Create awareness for niche brand positions in their channels of distribution.
- Leverage value of Cifuentes, Temple Hall, Bolivar, and Flor de Cano brand quality by exclusive retail availabilities.

- Establish consumer understanding for total GCC portfolio as best quality cigars at all applicable price points.
- Achieve direct response programs which generate trials and repeat purchases by 50M smokers of competing brands.
- Focus publicity and public relations on GCC quality standards relating to superior brand quality of enjoyment.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023957

3. Customer Relations:

- Improve smoke shop relations and service position to be number 1 ranked company in customer relations.

- Improve on-time, compete, and properly invoiced orders to 00% service level.
- Consultative selling expertise, with measurable rewards shared by sales person and account.

- Improve tobacconist understanding of General Cigar Brand superior quality, materials, blends, tastes, etc. to know more about the GCC portfolio than any other cigar company.

- Product training and re-training.
- Make it challenging and rewarding.

- Establish an ongoing annual incentive program for direct retailers.

- Economic incentives rewarding volume performance improvement against YA and previous quarter.
- Establish safeguards against returns.
- Create partnership programs which leverage retailer/consumer relationships to GCC/Villazon advantage.

- Establish a regularly scheduled retailer event program as centerpeice of revised cigar of the month program.

- Tie-ins with Calloway, Golf Digest, Orvis, Courvoisier, Single Malt Scotch Society, others.
- 6 events per year, supported by direct mail co-op and local print advertising as applicable.

- Upgrade humidor merchandising materials and GCC brand visibility.

- Key focus and priority on retailer walk-in humidor and/or primary display case.
- Brand positioning and visibility consistent with retailer education.

4. Extend Distribution:

- Increase distribution of core selection of all brands.

- Create introductory packages to penetrate and establish customer relations with new or lapsed direct accounts.
- Identify and focus on larger or faster turning accounts with low GCC share.
- Establish top to bottom programs for tobacco outlet segment.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023958

4. Key Premium Initiatives

1. 1999 Consumer Advertising

The role of premium cigar advertising will be to sustain image and awareness, underwrite retailer and peer regard for our cigars, and serve as leverage for customer preference for our cigars.

The focus on consumer advertising as the primary communicator of brand positioning and preference should be Maintained in 1999, but leveraged more fully with tobacconist and on-premise retailers.

Consumer advertising budgets for premium cigars should be increased approx. 8% for 1999. Focus should be on efficiently reaching our cigar smoking audience, selecting media for lowest amount of wasted audience.

Advertising Objectives:

- Improve unaided consumer awareness (first two brands mentioned) for all advertised brands by 10% vs. 1998.
- Measurably improve Macanudo positioning as true cigar quality and taste and promise of total cigar enjoyment.
- Continue to reinforce understanding and exclusivity of Macanudo Multi-year Vintage.
- Establish measurable brand awareness for Macanudo in selected international markets.
- Measurably improve quality (best cigar smoked) and heritage awareness for Partagas.
- Reinforce Cohiba ledership as number one luxury prestige cigar.
- Establish awareness among heavier cigar smokers for Cifuentes heritage, quality and availability at selected tobacconists.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023959

Advertising Strategies:

- National Print media as principal advertising medium.
  - Focus on publications which efficiently deliver a men's audience in the psychographic and demographic profile of premium cigar smokers.

- Utilize radio to leverage dedicated cigar program coverage where available.

- Primary spending against Macanudo, Robust, Vintage, and Partagas.

- Maximize efficiency by limiting spectacular inserts to 2 in Cigar Aficionado. Utilize spreads for Macanudo brand family.

- Maintain share of competitive voice for Macanudo and Partagas.

- Reinforce luxury positioning and exclusivity for Cohiba through selected upscale men's books.

- Create focus and efficient awareness for niche brands (Temple Hall, Cifuentes, Canaria D'Oro) through regional cigar books and MPP Co-op.

- 1-800 direct response and web-site message.

- Direct mail advertising.

- Don Sebastian direct response advertising in national magaziners and chain retailer roto to generate trial and leverage frontmark placement.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023960

2. 1999 MPP Program:

Note: MPP outline is pending development of program parameters with outside consultant.

Objectives:

1. **Increase General Cigar brand share of shelf and retail units sold by 10% in targeted accounts.**
   - Increase proportion of GCC volume in direct retail to 30% of total units.
   - Estimate 6.8MM incremental cigars (large and small).
   - Integrate portfolio sell with focus on Macanudo, Partagas, Punch, Hoyo de Monterrey.

2. **Extend program participation to a maximum manageable number of retailers.**

   Maintain the number of top level accounts at 150-200. (Premier)
   - Special status priveleges, exclusive fromtmarks, ad support, consumer events.
   - Financial rewards for performance over preset volume targets.
   - Achieve average increase of 7 share points with these accounts.
   - Partner to grow total volume faster than market per year. (Issue is headroom)
   - Estimate 1.6M incremental cigars per year.

   Add 100-150 accounts to incentive program (elite)
   - Set requirements for share of shelf to participate.
   - Include Cohiba and Cifuentes.
   - Incentive focus on exceeding volume target related to percentage of 1998 volume.
   - Achieve 12 share point increase in sales per store.
   - 150 acounts x 400 boxes x 12 turns x 12% increase in GCC share of facings = 2.1MM incremental units
   - Implement established qualification program.

   Include minimum of 50% of remaining direct accounts in MPP program (Preferred)
   - Estimate 400-500 accounts.
   - Financial incentive for volume targets.
   - Core product offering; Macanudo, Mac Robust, Partagas, Temple Hall, Punch, Hoyo de Monterrey, etc.
   - Estimate achieving 20% share of shelf for qualification. Estimate 3MM incremental cigars.

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023961

3. **Establish program as pre-eminent manufacturer retailer loyalty partnership.**
   - Re-name program MPP.
     - Macanudo Partagas Partnership.
     - Marketing Partner Program.
   - Proper selection/inclusion of direct retailers
   - Validation through signage, special merchandising requirements, etc.
   - Strict reporting as part of program discipline, tied to rewards.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023962

MPP Program Strategies:

1. **Establish annual economic incentive program as centerpiece of incremental profit and volume for retailers.**
   - Establish 3%, 5%, and 8% year-end financial rewards for incremental performance vs. 1998 for existing TPP accounts.
   - Establish voume objectives for new accounts with rewards for exceeding objectives.
   - Support program with quarterly updates of performance and measurable goals for achievement.
     - Easily understood goals.
     - Translate into profit margin enhancement.
   - Estimated cost: $2.48MM.
   - Year long program increases opportunity for full sell-through and lower returns.

2. **Create regular bi-monthly events schedule which creates new consumers for MPP accounts**
   - Utilize GCC direct mail list segregated by zip cluster.
   - Provide annual program in advance, with material support and tie-in partners.
   - Bi-monthly events schedule.

Macanudo/Robust	Cohiba
Partagas	Cifuentes
Macanudo Vintage	Macanudo/Robust

   - Discontinue Cigar of the Month (Symbolic as well as practical)

3. **Consumer Co-op advertising**
   - 3% co-op program based on GCC purchases
   - average $3,800 fund per account.
   - GCC provide materials and assistance: - ad-slick book. - Direct Mail list support by zip/locator.
   - Estimated cost: $1.6MM at 40% participation, plus materials.

4. **Training and brand education**
   - Incremental profit story through brand positioning and participation in programs.
   - Cigars 101
   - Merchandising materials: Shape charts, humidor POS, window and wall treatments.

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023963

3. 1999 Direct Marketing Support Programs

Objectives:

1. Data base building.
   - Achieve 400M names in data base.

2. Brand loyalty and continuity.
   - Periodic communication from retailer on behalf of our brands.
   - Continuity and loyalty focus on Macanudo with rewards for purchases.

3. Consumer trial.
   - Utilize MPP program events to capture trials of GCC brands.
   - Focus on Macanudo Robust, Cohiba, Partagas.

4. Leverage MPP partnerships.
   - Demonstrate incremental traffic from direct mail program.
   - Direct mail on their behalf using our lists on a zip-code match basis.
     - Invitations to events
     - Brand selling during key periods.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023964

4. On-Premise and Non-traditional Account Programs:

Restaurants
- Increase exclusive restaurant placements to 1000 locations
- Achieve 1.2MM units sold. (100 cigars per month per location)

Wine and Liquor
- Increase number of indirect accounts by 10% in 1999.
- Increase presence to full core selection in 50% of accounts.
- Develop training program through direct support and internet page designed for them.

Golf Clubs and Courses
- Increase distributor partnerships to achive 3000 clubs with dominant presence of our brands.
    - Specialty
    - Cohabaco

Orvis
- Orvis Days
- Sandanona Event
- Lodge program

Neiman Marcus
- In-Circle support
- Fathers Day
- Holidays special gift items
- Advertising Support

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023965

5. Internet Strategies:

Total redesign of internet site, alliances and search engine referrals.

- Rename site to include Macanudo brand name.
- Include greater focus on history of the brand and the Cullman family.
- Include Villazon and Club Macanudo

Redirect energies to selling cigars in conjunction with MPP retailers.

- In-depth brand lore and heritage designed to reinforce superior quality, smoothness and differing tastes and flavors.
    - Underwrite superior quality of all GCC brands.
    - Cigar knowledge contests: Macanudo/Connecticut Shade - Partagas /50sCuba - Cifuentes/Ramon
    - Curriculum to encourage visits to retail tobacconists.

- Consumer promotions designed to create continuity and loyalty to brands and retailers.
    - Integrate with MPP account sites where possible.
    - Focus on Macanudo; Consumer learns answer on internet, goes to tobacconist to learn the question.
    - Added value rewards: contests, discount bonuses, internet coupons, etc.

- Retailer locator and awareness
    - MPP accounts.
    - In-stock inventory, phone numbers, etc.

- Retailer and on-premise training supplement.
    - Downloadable or available on request.

Reconstruct referral and site visit generation

- Negative option banners
- Develop contacts and search references beyond Shanken Communictions

Make cigars available for sale through "private club" sampling device.

- Disguised sales and referrals to MPP retailers

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023966

6. Brand Programs

a) Macanudo

Brand Positioning:
For generations of men who demand the best satisfaction and enjoyment of taste in their cigars, Macanudo always delivers smoothness and quality that is measured by enduring standards of true cigar taste which have been upheld through four generations of passion for great tobaccos, great cigars, and the enjoyment of life.

1. Consumer Advertising:
Maintain and extend #1 preference among premium cigars as measured by national attitude and usage surveys.
Establish Macanudo Robust as a full brand extension.
- Heaviest portion of advertising dollars behind Macanudo Robust in first half of year.
- Shift bulk of dollars to regular Macanudo in second half of year.
- Two gatefolds per year (CA).
- Two page spreads for balance of plan for impact.

Launch new creative campaign.

2. Consumer Promotion
- Drive Robust consumer trial, retailer distribution, and recommendations by smokeshop operators.
  - In-store events
  - Free product for sampling trial
  - Inclusion in restaurant program.
- Build continuity for Macanudo.
  - Macanudo smoking diary. Free at POS with purchase.
  - Reward smokeshop recommendations through MPP.

Own Golf and Shooting.
- Golf Sponsorship Program to be developed.
- Orvis shooting events.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023967

3. Trade Promotion and Merchandising

- Improve tobacconist relations to become the thought leader in premium cigars, with number 1 position in preference, measured by retail recommendations and consumer "best cigar" rankings.
- Macanudo merchandising kit program: Lighted/neon signage, box talkers, new Macanudo/Robust shape chart holder.
- Product presentation training and support through MPP: Planogram and preferred position.

4. Public Relations:

- Utilize public relations and retailer education to dispel "beginner cigar" reputation.
- Macanudo hardbound "story" book.
- Macanudo Vintage cigars for people of accomplishment.
- Publicize Orvis association and relationship with golf.

5. Expanded distribution:

- Full line in qualified tobacconists, MPP.
- Core frontmarks in wine shops, and "on premise" accounts.
- Extend distribution of Macanudo and Macanudo Robust core frontmarks to tobacco outlet channel.
- Continue golf distribution alliances with Specialty, Cohabico and one other.

6. New Products:

Establish Macanudo Robust in the marketplace with 6MM units with no more than 15% cannibalization of regular Macanudo.

- Two new Robust frontmarks mid-1999.
- 1996 Vintage launch at 1999 TPP.
- Macanudo Millenium: Creative ownable idea. New size exclusively for smokeshops, in both Regular and Robust.

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023968

b) Partagas

Brand Position:
For the more mature cigar smoker who wants heritage and tradition along with full flavor, Partagas cigars deliver the closest thing to the Cuba of the 40s and 50s, because Ramon Cifuentes, whose family owned the Partagas cigar company in Cuba, still makes sure that the Partagas of today will always bring back memories of the Cuba of years gone by.

1. Consumer Advertising:
Reinforce authentic Cuban heritage of the brand through continued use of Ramon Cifuentes. ? ? ?
- Reinforce full-flavored quality leadership and preference.
- Build "legendary" status for the brand among consumers.
- Improve Partagas share of voice targeted at frequent and more mature cigar smokers.
- Full media program in targeted men's publications plus cigar books: (budget $1.2MM)

2. Consumer Promotion:
- Build consumer trials of Partagas cigars.
  - Include in schedule of MPP instore events.
  - Partagas trial packaging.
  - Image promotion (Internet).
  - Restaurant program feature cigar.

Build consumer brand loyalty among current smokers.
  - Consumer continuity program; smoker rating cards to mail in to GCC, let Partagas smokers tell the story.
  - Partagas "Goods" program.

3. Trade Promotion and Merchandising:
Improve retailer comfort level recommending and selling Partagas brand.
  - Partagas brand education program for retailers:
    - Key quality selling points for added value.
    - Ramon Cifuentes story to reinforce the legend of Partagas and heritage via Ramon Cifuentes.
  - Partagas plan-o-gram and store positioning within new MPP program.
    - How Partagas can contribute to profit growth; Partagas profit calculator.

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023969

4. Public Relations:
Re-release the Ramon Cifuentes story.
Comarisons from Europe between Cuban and Dominican Partagas.
Recollections from Cubans what it was like in the 50s. (Press stories)

5. Expanded Distribution:
- Full line in qualified tobacconists, MPP.
- Core frontmarks in wine shops, and "on premise" accounts.
- Expand Golf shop program distribution.

6. New Products:
- "S" Series
    - Range of shaped cigars: Torpedo, Pyramid, Perfecto.

- New Maduro frontmark:
    - Larger size; Number 10 Maduro
    - Limited quantity, limited time: Scarce and rare strategy. Introduce in spring.
    - Key issue: material availability.

- Create and test additional 5-packs for spring.

- Can we add a new Limited Reserve Size?
    - #10 equivalent

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023970

c) Cohiba

Brand Position:

Reposition Cohiba to be more special and celebratory; reflect "the best of times" rather than "thoughtful solitude"
- For unique individuals who like to share their celebrations and personal triumphs, Cohiba is the cigar that stands alone in its distinctive character and memorable taste, so that it cannot be compared to any other cigar.

1. Consumer Advertising:
- Keep look and Cohiba man.
- Revise creative execution to be less introspective and more celebratory.
- Page ads only.

2. Consumer Promotion:
- Gift with purchase items; Father's Day leather goods. Holidays Cohiba day-timer for 2000.
- On-premise focus at top 100 restaurants.
- Introduce 5 packs.

3. Trade Promotion and Merchandising:
- Position Cohiba as the cigar that belongs in every smokers range of cigars at the high end.
- Create promotional sampling program for MPP retailers.
- Maintain current pricing, but offer special packages in two promotion periods.

4. Public Relations:
- Reinforce consistent quality of red-dot Cohiba. Legitimize DR.
- Determine if confusion is still an issue.

5. Distribution:
- Discontinue shipments to major direct mailers.

6. New Products:
- Introduce minimum two new Cohiba frontmarks at 7.00 - 8.00 price points; replace higher priced lowest volume frontmarks.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023971

d) Cifuentes

Brand Position

For cigar smokers who are seeking a somewhat bolder taste ot relax with, Cifuentes cigars will enrich their cigar ritual at a new level of taste and relaxation, because Cifuentes cigars were created as a tribute to the great cigar master Ramon Cifuentes and each one must live up to the richness of the 150 years of Cifuentes tradition.

1. Consumer advertising:

Continue current campaign. Consider new execution with the same guy.
Media: 4 insertions in CA, plus selected lifestyle books; focus on salmon and trout books.

2. Consumer Promotion:

- Trial and sampling at MPP accounts.
- Feature at cigar dinners through MPP accounts.
- Own a man's leisure occupation such as flyfishing.

3. Trade promotion and merchandising:

- Free goods for sampling.
- Cifuentes POS kit; ashtrays.
- Re-establish trade story to tell; heritage, taste profile, quality.
- Retailer program for regular Cifuentes smokers; cigars for loyal brand smokers.

4. Public Relations:

Place article in Cigar Insider.
Cifuentes story in Tobacconsist magazines.

5. Distribution

Expand distribution to top two tiers of MPP accounts.

6. New Products:

None

CONFIDENTIAL: UNDER PROTECTIVE ORDER
GC 023972

e) Temple Hall Estates

Brand Position:

- Continue cachet positioning as the perfectly balanced cigar to go with fine spirits.
    - Benefit: perfect match for finest scotches, cognacs, and after dinner drinks.

1. Consumer Advertising:

Continue current campaign

- Media: 4 insertions in CA, 4 insertions in SMOKE.

Expand distribution

- Extend distribution to all retail accountsMPP top two tiers.
- Selective inclusion in
- Maintain pricing through 1999

- Trial packages for retailers to offer customers:
    - special 3-pack promotion (slide and show).
    - Retailer story and support.

f) Bolivar

- J&R support
- Ad schedule in CA
- J&R catalogue assistance

g) La Flor De Cano

- Mikes support
- Ad schedule in CA
- Mike's catalogue assistance

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023973

h) Canaria D'Oro

Brand Position:

For cigar smokers who like a well balanced cigar they can afford to smoke frequently, Canaria D'Oro is the best kept secret in cigars. Established in 1892 and produced in the Dominican Republic since 1968, Canaria D'Oro delivers mooth taste and medium flavor at a great value.

1. Consumer Advetising:

None

Consider trade promotion to support extended distribution.

Consumer promotion:

Trial programs with gratis goods for tobacco outlets and 2nd tier tobacconists.

- Improve package graphics and Canaria D'Oro story.
    - Test repackaging as bundle as well as box.
    - 12-pack bundle with brand story.

Trade Promotion:

- Provide retailers with selling story and "heritage" of quality.
- Introductory programs for mass market and tobacco discount outlets in context of "top shelf" strategy.

Distribution:

Extend distribution to mass market and tobacco outlets with 3-packs and 10 count boxes.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023974

3. Strategic Issues

Consensus on Distribution Strategy and MPP program design.

Cost of MPP program incremental to planned budget.

Utilization of retailer network as key vehicle for reaching consumers with brand stories.

Material Availability for new sizes in Macanudo/Partagas?

Will Macanudo 1996 be a vintage year for 1999 introduction?

Can Macanudo Robust pull volume and loyalty away from Fuente/H. Upmann?

Should we reprice Cohiba; If so should we do it through hte introduction of new frontmarks.

Should we launch a new brand at the $2.50 - $3.75 price range.

Should we provide a new focus on bundles for MPP customers, or stick with brands.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023975

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 023976

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

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

AND

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

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

PARTY: RESPONDENT

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

Defendant's Exhibit 24

Macanudo Robust

Qualitative Research to evaluate Macanudo Robust creative and explore smoker benefits

October 1998

Blumberg No. 5114
DEFENDANT'S EXHIBIT
D24

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024137

Overview

On October 15 and 16 in Cincinnati, OH a total of sixteen one-on-one interviews were conducted to continue exploratory research regarding the positioning of the *Macanudo* brand and an evaluation of Macanudo Robust creative.

Imagination at Work, Inc. recruited the participants. Karen Frank moderated the interviews. In attendance from General Cigar Company were Steve Ieraci and Steve Raye. David Gillies, *MRGL,* was also in attendance.

The method used in the research was one-on-one, in-depth interviews. We conducted sixteen interviews. The respondents were recruited using a comprehensive list of premium brands.

The interviews were conducted using a discussion guide. The discussion guide consisted of 5 sections. They are Introduction and Orientation, Habits and Attitudes, Smoking Benefits, Macanudo Robust Creative Reaction, and Summary and Conclusion.

The smokers in the test varied in smoking history, age, smoking frequency and brand preference. To qualify, smokers needed to smoke at least one cigar in a typical week, and their top three most-often-smoked brands had to be premium brands from the aforementioned comprehensive brand list.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024138

Key Findings and Implications

	Key Findings	Implications
1.	There were several end benefits of cigar smoking indicated by the respondents. They are relaxation, a small indulgence, a social tool, dedication to self-reward, and the enjoyment of the cigar smoking experience.	It appears consumers receive one or more of the consistently identified end benefits from cigar smoking and that none of them are necessarily mutually exclusive of any other.
	END BENEFIT	**APPARENT DEFINITION**
	Relaxation	Cigars appear to assist in relaxation for consumers. When asked to explain, most respondents indicated that they could relax without cigars, but something (mostly intangible) would be missing. A few respondents indicated cigars were actually an important vehicle that forces them to relax.
	Small Indulgence	Cigars appear to be a good fit for those that feel the need to indulge themselves, but either don't have the resources or desire to do so excessively.
	Social Tool	Cigars seem to provide an "excuse" for some consumers to socialize. Others feel that it is an intangible enhancement to a social occasion (at least they are not clearly able to articulate specifically how it does).
	Dedication to Self-Reward	It looks as if cigars are a commitment for smokers to reward themselves for achieving what they perceive to be successes, small or large, within their own personal or professional lives.
	Enjoyment of the Cigar Smoking Experience	It is the experience or feeling of smoking a cigar that is the benefit. They seem to focus on taste attributes, aroma, and other tangible features as their primary benefit.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024139

	Key Findings	Implications
2.	Respondents consistently indicated the message of the Macanudo Robust one-page ad was a more full-flavored cigar (either relative to *Classic Macanudo* or just generally), yet not harsh or biting, and therefore smooth. This was consistent regardless of whether or not they had issues with the execution of the advertising.	The Macanudo Robust one-page ad appears to effectively communicate the appropriate message about the product.
3.	Respondents indicate they feel the brand Macanudo signifies quality, consistency, mild flavor, and smoothness. This is consistent among respondents who smoke Macanudo, as well as competitors' brands.	The brand image of Macanudo remains consistent from previous findings. Consumers appear to recognize Macanudo as a high quality cigar, regardless of whether or not they gravitate to its taste attributes.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024140

Benefit Verbatims

Responses to cigar smoking benefits probe:

- "It gives me time to relax alone…extends my time to myself"
- "Socially, it is a manly thing…I would miss the taste and smell the most"
- "The taste of the cigar…a well-being, relaxing effect different than cigarettes…geared down, relaxed, off the clock"
- "Relaxing…I am a fidgety and nervous person…everything is a little bit slower…buffer of busy times"
- "My own treat to myself to celebrate success…an indulgence and reward for success"
- "Assists me in relaxing and think"
- "Camaraderie…bonding, reminiscing, celebrating"
- "Real enjoyment from smell and taste"
- "Relaxing, like a steam bath…makes you feel good"
- "Relaxing…a man thing, hanging out with the guys drinking beer and smoking cigars"
- "I need a time when I can focus and enjoy everything about the cigar"
- "Pleasant relaxing time…social atmosphere, winding down…enjoyment of the flavor"
- "Recharge the battery…unwind during the week, relax"
- "Appreciate the time to myself…relaxing"

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024141

Creative Reaction

Respondent Reaction	Observations
Respondents reaction to the Macanudo Robust one-page ad: • "Reinforces the message that Macanudo is a quality cigar" • "A flavorful cigar that is not harsh" • "Not real harsh…lot of enjoyment from smoking this cigar" • "Robust means an increase in flavor" • "Deeper flavor" • "A good, flavorful cigar, but not irritating" • "Bold, but also smooth" • "Fuller-bodied cigar without the burn" • "Smooth, good taste" • "Full-bodied flavor"	Consumers appear to understand the intended message of the Macanudo Robust one-page ad.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024142

Conclusions

- There appears to be five consistent end benefits of cigar smoking among premium consumers. Although relaxation was indicated most-commonly by these respondents, this may be impacted by the fact that the other end-benefits function as a vehicle to relaxation for cigar consumers.
  - ✓ Relaxation
  - ✓ Small Indulgence
  - ✓ Social Tool
  - ✓ Dedication to Self-Reward
  - ✓ Enjoyment of the Cigar Smoking Experience

- While relaxation appears the most prevalent of the five potential end benefits, the data provided in the consumer segmentation analysis should be used to quantify these implications.

- The Macanudo Robust one-page ad appears to effectively communicate its intended message to consumers. While there is apparently some dissent regarding the execution of the ad, it does not appear to transcend the communication of a full-flavored, yet smooth cigar.

- The image of the Macanudo Brand seems consistent from previous findings, in which it continues to be described as a consistent, high quality, mild-flavored, and smooth cigar.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024143

Summary from
Imagination at Work, Inc.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024144

October 18, 1998

Mr. Steve Ieraci

MACANUDO ROBUST ADVERTISING/POSITIONING/BENEFIT RESEARCH SUMMARY

This memo provides a summary and my thoughts from moderating two days of qualitative (15 IDIs) research with cigar smokers on October 15 and 16 in Cincinnati, OH. The objectives of the research were to: 1) determine if respondents understood the overall message of the one page Robust ad; 2) begin to understand what, if any, "memorable positioning" Macanudo has in the market; and 3) explore "end-end" benefits of cigar smoking/the cigar smoking experience.

LEARNINGS

The respondents understood the main/strategic message of the ad – "robustness that's still smooth". It appeared to be a relevant message to many of the respondents – one of whom said the cigar was directly targeted to him as his cigar taste was evolving just as the ad read. Another said he wondered why Macanudo had not done this before – this cigar really filled a gap in the market. Virtually all of the respondents were interested in trying the cigar after reading the ad. Additionally, the word robust was easily understood – meaning in the respondents' words, full, rich, a "good strong", full bodied but not harsh, deeper flavor, bold but smooth, and flavorful. A couple of respondents mistook the name of the cigar to be "Macanudo Robusto" and thus believed the ad was for a Robusto size cigar. Most of the respondents, except for those who were very knowledgeable about the category or loyal to Macanudo, did not immediately (and some never did) recognize that the ad was for a new cigar.

The *execution* of the ad seemed somewhat controversial and inferred different things to the respondents. Some thought that Macanudo was trying to appeal to a more average American male (versus the current perception of Cigar advertising being all Jaguars and Tuxedos), believing the product was positioned as the "Marlboro of Cigars". This can be positive for a couple of reasons. First, a number of the men felt the ad was speaking more to them than other existing advertising. Second, because it is so different than the perception of what's out there, it should stand out and be memorable. However, depending on where Macanudo ultimately wants to be positioned, it could also be a bit risky. Some respondents read the model/ad as being very "blue collar" and thought the ad looked more like the old days of cigars when only blue collar workers smoked cigars – the fear being it could cheapen the overall image of Macanudo in some smokers' minds. Also, a few respondents (mostly the more seasoned cigar smokers who appeared to resent the trendy smokers) were turned off by the model being too yuppie and snobby. Finally, while virtually all of the respondents responded favorably to the outdoors (most mainly smoked outside) some thought

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024145

the model was out of place (why is he standing in the middle of nowhere) and that no one smokes standing up – they thought he should be sitting down, relaxing.

It appears that Macanudo could do more to strengthen its position in the market, especially with a distinctive, meaningful, end-end-benefit positioning. It doesn't appear that any cigar really "owns" a meaningful position in the category and thus there appears to be a real opportunity to own the most important benefits, segmented by General Cigar's brands. Most respondents, who had an opinion on what Macanudo stood for were Macanudo loyalists and associated their brand with consistent, reliable quality. Many of these respondents appeared to be a bit risk adverse, wanting a "sure bet" when they bought cigars. Other associated Macanudo with being a mild, smooth cigar. Two of the respondents who smoked less expensive cigars perceived Macanudo to be the Cadillac or even Rolls Royce of cigars –net, a very classy brand.

There are a number of meaningful end-end benefits that cigar smokers derive from smoking cigars as follows:

Relaxation/Time For Me: When talking about the cigar smoking experience relaxation is usually mentioned. A cigar is a wonderful "friend" that is always there for you, doesn't let you down and can't talk back to you. It takes awhile to smoke good cigars and most smokers consciously carve out time where they can be alone, have enough time to really enjoy the experience and literally "shut down" from the rest of the world. In fact some felt the cigar forced them to relax since if they didn't smoke, they wouldn't carve out time for themselves. Also, since most spouses/kids don't want to be with them when they smoke they are truly left alone (maybe with the dog). They use this time to think/gain perspective on things or literally to just shift into neutral and escape from the world and it's pressures. Of all the hours in the day/week this is a little time just for them. A couple felt cigars acted as a "de-stresser" and concluded they were more laid back because cigars offered this relaxation time.

Social: Cigars help create social occasions for men (i.e., like to smoke with my neighbor on the porch) where they can enjoy their company and casual conversation. Cigars also help enhance a good time, like when friends come over for sports events or when golfing, cigars somehow make the pleasurable times even better, acting as a mood elevator. Cigars can also act as an excuse to extend a good time – for example having a smoke after a good meal. Interestingly, cigar smokers really enjoy giving cigars as gifts – it appears to be an acceptable gift men can give other men and they derive considerable pleasure from the acknowledgment and thanks they get from the other men. There also appears to be an immediate bonding between cigar smokers, acting as common ground and an easy conversation starter.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024146

Related to this is the feeling that "real men smoke cigars" – representing "machoness" (a bit of Clint Eastwood), tough guy/cowboys/independent/freedom.

Small Indulgence/Reward: Cigars can be seen as a little reward for a particularly good day, a way to "treat" yourself or as a celebration for an event/success of some sort.

Tradition: A few respondents were second or third generation smokers and said smoking cigars reminded them of times with their family, fond memories, being at the club with older males.

The Show of Success: A couple of respondents seem to like the status of smoking cigars – showing their collections to friends and having the right cigars to ensure they are "treating friends right" when they entertain.

Pure Cigar Enjoyment/Hobby: Some cigar smokers just love the whole cigar experience -- buying (love to browse smoke shops) cigars, unwrapping, smelling, rolling the cigar in their hands and then smoking – the taste, flavor, watching the smoke, blowing smoke circles. They often try a variety of cigars for something new and different. This extends to some smokers collecting cigars as a hobby.

A caution -- if a cigar doesn't meet expectations it is a huge let down/a real disappointment because it interferes with, and in some cases literally ruins, many of the above mentioned benefits – which partly explains why consistent quality is so important to cigar smokers (not to mention the fact that they feel they are spending quite a bit on cigars and expect good quality for the price).

Karen B. Frank

L. H. Coleman

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024147

Cigar Questionnaire

1. How many years have you been smoking cigars? _____

2. How many cigars do you smoke in a typical week?

Less than 1	1	2	3	4	5	6	7	8	9	10 or more

3. Where do you purchase your cigars most-often?

Local Tobacco Shop/Smoke Shop	1
Chain Tobacco Store (i.e. Tinderbox, Cigarettes Cheaper)	2
Drug Store	3
Discount Department Store (i.e. Wal-Mart)	4
Convenience Store/Gas Station	5
Grocery Store	6
Liquor Store	7
Internet	8
Mail-Order/Catalog	9
Sporting Event	10
Other	11

4. Which activity do you participate in most-often while smoking cigars?

Relaxing Alone	1
Driving	2
Socializing with Others	3
Recreational Activities or Sports	4
After Meals	5
On Special Occasions	6
Other	7

5. Please indicate the level of taste you prefer for a cigar on the grid below by placing an "X" in the appropriate box.

Very Mild Flavor									Very Full Flavored
1	2	3	4	5	6	7	8	9	10

6. Please indicate the degree of smoothness you prefer for a cigar on the grid by placing an "X" in the appropriate box.

Very Smooth Taste									Very Strong Taste
1	2	3	4	5	6	7	8	9	10

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024148

7a. In Column "A" below, please indicate which of the following brands you have **ever smoked.** (**Circle ALL** that apply)

7b. In Column "B" below, please indicate which of the following brands you **smoke regularly.** (**Circle ALL** that apply)

7d. In Column "C" below, please indicate what ONE brand you **smoke most often.** (**Circle ONE** only)

	"A" Ever Smoked	"B" Smoke Regularly	"C" Smoke Most-Often
Antonio Y Cleopatra/Grenadiers	1	1	
Arturo Fuente/Fuente	1	1	
Ashton	1	1	
Astral			
Avo			
Baccarat			
Backwoods Smokes	1	1	
Bahia	1	1	
Bances			
Bering	1	1	
Bolivar			
Butera Royal			
Canaria D'Oro			
Cifuentes			
Cohiba	1	1	
Craftmans Bench	1	1	
Cuesta Rey	1	1	
Davidoff	1	1	
Don Diego	1	1	
Don Lino			
Don Melo			
Don Sebastian	1	1	
Don Tomas	1	1	
Dunhill	1	1	
Flor			
Garcia Y Vega	1	1	
Hoyo de Monterrey	1	1	
H. Upmann/Upmann	1	1	
J.R. Ultimates/Alternatives	1	1	
Macanudo	1	1	
Macanudo Robust	1	1	
Montecristo	1	1	
Padron	1	1	
Partagas	1	1	
Punch	1	1	
Romeo Y Julieta	1	1	
Royal Jamaica	1	1	
Te-Amo	1	1	
Thompson	1	1	
Other	1	1	

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024149

8. Thinking about the various sources of information available about cigars, which of the following have you looked to for reference? (Circle ALL that apply)

Cigar Books and/or Guides	1
Cigar Aficionado Magazine	2
Smoke Magazine	3
The Internet	4
Tobacconists/Smoke Shop personnel	5
Friends, relatives, or colleagues	6
Other Magazines	7
Other	8
None	9

9. Have you ever heard of a cigar named *Macanudo Robust*?

Yes	1
No	2

10. Have you ever seen any advertising and/or promotions for *Macanudo Robust?*

Yes	1
No	2

11. Which of the following *Macanudo Robust* advertisements, if any, have you seen? (circle all that apply)

	11 Have Seen
Magazine advertising (Cigar Aficionado, Time)	1
Internet Advertising (cigarworld.com, etc.)	1
Local Advertising (i.e. radio, newspaper, etc.)	1
Radio (Cigar Dave, etc.)	1

12. Which of the following *Macanudo Robust* promotions, if any, have you seen? (circle all that apply)
13. If you did, how did you become aware of the *Macanudo Robust* tasting event?
14. Which of the following *Macanudo Robust* promotions, if any, have you participated in? (circle all that apply)
15. On the scale below, please rate your satisfaction with the *Macanudo Robust* promotions you **have participated in.** (1=Very Unsatisfied, 2=Unsatisfied, 3=Satisfied, 4=Very Satisfied)

	12 Have Seen	**13 Participated In**	**14 Source of Awareness**	**15 Satisfaction with Promotions 1=Very Unsatisfied 4=Very Satisfied DK=Don't Know**				
Macanudo Robust tasting event at premium tobacconists nationwide	1	1	Cigar Aficionado – 1 Promo Postcards – 2 Email – 3 Tobacconist – 4 In-store sign – 5 Peer/Relative – 6 Other – 7	1	2	3	4	DK
Macanudo Robust Band Collection Program (cutter, cigar case, travel case)	1	1		1	2	3	4	DK
None of these	1	1						

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024150

16. Have you smoked *Macanudo Robust*?

Yes	1
No	2

If yes, please proceed with questions 17 – 23. If no, please skip to question 24.

17. Please indicate the level of taste of *Macanudo Robust* on the grid below by placing an "X" in the appropriate box.

Very Mild Flavor									Very Full Flavored
1	2	3	4	5	6	7	8	9	10

18. Please indicate the degree of smoothness of *Macanudo Robust* on the grid by placing an "X" in the appropriate box.

Very Smooth Taste									Very Strong Taste
1	2	3	4	5	6	7	8	9	10

19. Please indicate the degree of smoothness of *Macanudo Robust* on the grid by placing an "X" in the appropriate box.

Very Mild Aroma									Very Full Aroma
1	2	3	4	5	6	7	8	9	10

20. Please indicate the ease of the draw of *Macanudo Robust* on the grid below by placing an "X" in the appropriate box.

Very Easy Draw									Very Hard Draw
1	2	3	4	5	6	7	8	9	10

21. Please indicate the consistency of the burn of *Macanudo Robust* on the grid below by placing an "X" in the appropriate box.

Very Slow Burn									Very Quick Burn
1	2	3	4	5	6	7	8	9	10

22. Overall, how would you rate *Macanudo Robust*?

Excellent	1
Very Good	2
Good	3
Fair	4
Poor	5

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024151

23. Why did you give it that rating?

_____

_____

_____

_____

24. What category does your age fall?

18 – 24	1
25 – 34	2
35 – 44	3
45 – 54	4
55 – 64	5
65 & Over	6
Refuse	7

25. What category does your total household income, before taxes, fall?

Under $30,000	1
$30,000 - $39,999	2
$40,000 - $49,999	3
$50,000 - $59,999	4
$60,000 - $69,999	5
$70,000 - $79,999	6
$80,000 & Over	7
Refuse	8

26. Do you use a computer at home, at work, both, or neither?

Home	1
Work	2
Both	3
Neither	4

27. Do you have access to the Internet?

Yes	1
No	2

28. Do you plan on purchasing *Macanudo Robust* in the future?

Yes	1
No	2

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024152

Overview

General Cigar Company conducted qualitative research on January 19, 1999 in Tampa, FL and January 20 in Washington, DC for premium consumers. The objective of the research was to to explore the consumer and observe any potential changes in consumer behavior for validation in quantitative research. In addition, specific issues were explored for questionnaire modifications for the upcoming Attitudes and Usage Survey in March.

Imagination at Work, Inc. coordinated the research. Lois Coleman moderated the interviews. In attendance from General Cigar Company were Steve Ieraci, Steve Raye, Kristin Borawski, and Susan Bertenthal. In attendance from Villazon was Bill Roethel.

The research consisted of a total of eight one-on-one, in-depth interviews and four focus groups evenly split between the two markets. Included in the recruiting of respondents were typing tools provided by *The Cambridge Group.* The typing tool allows us to classify consumers, with a reasonable confidence level, into the segments identified in their quantitative consumer segmentation study. The typing tools used were for the *Relationship Driven Connosieurs* and *Emerging Enthusiasts.* These segments were chosen as they are considered the most critical for premium marketing. Upon execution of the typing tool formulas, we will be able to evaluate the initial success of the typing tool.

The focus groups were conducted using a research guide (complete research guide appears in appendices). The research guide was developed based on pre-established information needs identified in the 1999 Marketing Research Plan. The discussion consisted of 8 sections. They are Introduction and Orientation, Habits and Attitudes, Meaning of Country of Origin, Wrapper Color, Shapes, Ad Evaluation, and Summary and Conclusion. The ad evaluation was for Villazon brands, including Punch, Hoyo de Monterrey, and Hoyo de Monterrey Excalibur.

The participants in the groups varied in smoking tenure, frequency, age, and smoking habits. Respondents were qualified on the basis of brands smoked and a minimum frequency threshold. To qualify for the research, at least two of the respondents' three most-often smoked brands must be on our premium brand list, including their most-often smoked brand.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024153

Key Findings and Implications

	Key Findings	Implications
1.	It appears that some consumers are becoming aware of the brand family of Arturo Fuente. Consumers indicate they purchase Cuesta Rey, Montesino, and other Fuente produced brands in place of/addition to Arturo Fuente cigars that are unavailable.	
2.	Consumers do not appear to be becoming any more brand loyal in light of the shakeout in the market. Most consumers are still experimenting with different cigars. However, it appears that knowledgeable consumers are doing so with extensions of current brands and/or new products from reputable manufacturers. Less knowledgeable consumers appear to be doing so based on beneficial product attributes (wrapper color, etc.) with no loyalties to brand or manufacturer.	
	Consumers do not appear to be experimenting with different cigars to find something better, but merely for the desire for variety.	
3.	It appears that there are more clearly defined behavioral patterns among consumers when…	
4.		

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024154

Imagination
AT WORK

SUMMARY

Premium Market Assessment Qualitative Research

Tampa, FL & Washington, DC
January 19 & 20, 1999

- **There seems to be new satisfaction with the product in the marketplace. There appears to be a belief that parity among different brands exists.**
  - There were few, if any comments about "bad cigars" as there have been in the past. The respondents seem to be satisfied with the cigars that are available. However, they are still overwhelmed by the sheer number of brands that are available.
  - There seems to be a perception that whether or not a cigar is good is more a matter of personal taste than bad tobacco.

- **The proliferation of brands over the last few years led to a frenzy of experimentation. While the experimentation seems to be continuing, it appears to be on a more limited basis.**
  - Smokers are gaining experience. Instead of trying every brand, they appear to be sampling brands that are reflective of the type (cigar attributes) of the cigars that they have found that they like smoking. Instead of experimenting to find the "perfect" cigar, they now appear to be experimenting to find a variety of cigars from which to develop their portfolio (more like the old time smokers did).

- **There seems to be a marked difference between needs/reason for smoking in newer and more tenured smokers.**
  - New smokers want information about cigars because it helps them make the choices that they need to make while they are experimenting with brands and their identity/self image as a smoker.
  - Tenured smokers smoke for the cigar experience. As one respondent stated "Cigar smoking is a conscious activity". No matter what their reason for smoking, the more tenured smokers are acutely aware of the experience. The experience is why they smoke.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024155

- **There appears to be an opportunity for brand "passion".**

  - While there does appear to be brand loyalty to a fairly broad evoked set, there is no brand intimacy. While smokers may be loyal to a particular set of brands, there does not seem to be an emotional attachment to a brand. Some claimed that they wish that they could like their cigars like "the old time smokers did".

  - Even though they will continue to experiment, cigar smokers want a brand that they can count on. One respondent said that most social settings (a key venue for cigar smoking) are no place to experiment with new brands. He wanted a brand that he could trust to be consistently good. Another said that he would be very happy if he could say something like "...so what? I'm having a Macanudo".

- **Country of origin seems to make the biggest difference when put in context of personal experience.**

  - There seems to be an overriding sense that any of the "islands" generate good tobacco/cigars. A smoker's choice of country of origin seems to depend on what he has had that he likes. These smokers do not appear to believe that Dominicans are good and Hondurans are bad, nor do they believe that just because they have had a bad cigar from one country that all of that country's cigars might be bad. They just suspect that they wouldn't like them.
  - Country of origin means the place that the tobacco is grown and/or the cigar is rolled.
  - While there appears to be a continuing halo surrounding Cuban cigars, more smokers claimed that they suspected the appeal was due more to the mystique created by the embargo than by the actual quality of the cigars. They felt that inconsistency could be a problem. They claimed that if the embargo were lifted, they would probably try Cubans, but they think that a Cuban might become just one more cigar in their portfolio, rather than their primary cigar. Their loyalties appear to be to the cigars that they are currently smoking.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024156

- **Tenured smokers seem to believe that shape can affect the quality of cigars. Newer smokers seem to see shape as one more thing to try.**

  - Tenured cigar smokers claim that part of being a cigar smoker is being a traditionalist. Therefore, they are hesitant to try a new shape for fear of being viewed as odd. However, they realize that marketing creates trends. They claim that if they were given a real reason that a torpedo or pyramid shaped cigar would provide a better smoke, they would be less hesitant to buy it. They say that they would try it.
  - Newer smokers may have tried the shape as part of their experimentation, but they claimed that they noticed no real difference, so there was no reason to "stay with it".

- **Wrapper color choice and perception seems to be based on personal experience and individual preference. However, there is some negative baggage currently associated with a candela wrapper.**

  - "Green" means unripe. It means a cigar that has not been aged long enough. In a market where the brand proliferation has been what it has been over recent years, aging is an important attribute. In smokers' minds there has been too much tobacco rushed to market. They feel that under aging and bad rolling are the primary contributors to an inferior cigar.
  - Some of the more tenured smokers had tried candela wrappers and liked them. Once the newer smokers in the group heard the more tenured smokers talking about the merits of candela, they became more receptive to the green wrapper. *(This could indicate that they are more skeptical about rather than opposed to the green wrappers.)*

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024157

Advertising

- **Less tenured smokers seem to appreciate and respond to ads that educate them and describe cigar attributes.** They like the kinds of ads that talk about all of the features of a cigar. They also like ads that are aspirational: those which feature people and/or situations to which they aspire.

- **More tenured smokers seem to appreciate the ads that address the cigar smoking experience**. As one tenured smoker claimed "Right time, right circumstances, right cigar" summarizes what he wants in a cigar. Unlike the newer smokers, these respondents don't seem to like aspirational advertising. They like advertising that shows situations with which they can identify; the smoking occasions, atmosphere etc. Preference for advertising seems to be divided primarily by smoking tenure.

- **Hoyo de Monterey** – Well received by the newest tenured smokers. The ad communicated quality, care and tradition to the respondents who understood it. There were some who did not understand the connection between the farmer and their cigar. The fact that the cigar is Honduran was mentioned often. The reaction to the cigar being Honduran was based on previous experience (or lack thereof) with Honduran cigars. The communication of quality and consistency, coupled with "the old fashioned Indian way" of making the cigars seemed to be compelling even to those smokers who had had bad experiences with another brand of Honduran cigars.

- **Excalibur** – While the ad appeared to be memorable, it seemed to be because of the picture instead of any particular message. Some of the respondents could not remember the brand and others found the connection between athletes and cigars oxymoronish. However, the art was always mentioned. Few of the respondents got any message from the ad. Those who did get some message from the ad took away one of a cigar meant for celebration.

- **Punch** – The ad appears to be highly visible, memorable and polarizing. The message communicated seems to range from one of individualism to one of foolishness, depending upon the respondent's reaction to the actor. The message of individualism seems to be diluted by the tuxedo and the phrase "move up". Respondents claim that this insinuates a high class, expensive cigar. As one respondent asked, "Why is he pretending?"

  The upside of Neumann is that he is recognizable, so the brand becomes more visible. However, Neumann may too closely resemble the smokers'

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024158

image of themselves. He appears to be neither aspirational nor admirable for his individuality. He is perceived as "a clown", but not one who is particularly funny.

- **Macanudo Robust** – Perceived as a new cigar. Communicates outdoors, rugged. The size and placement of the add communicates new.

- **Monte Cristo** – Another polarizing, but memorable ad. Not as widely liked as the Punch or Hoyo de Monterey ad. However, it was aspirational to newer smokers, who view themselves as sophisticated and successful. It alienated tenured smokers, who perceive themselves as having moved beyond the stage of wanting to appear successful.

- **Partagas** – Communicates old world, Cuban and sociability. However, there was little name recall. The ad did not seem to communicate any kind of superiority.

- **Bering** – Memorable because of the situation and relaxation message. However, few remembered the name. The message communicated was "You can smoke a cigar while you play golf". It also communicated the relaxation of the cigar smoking experience. There was little brand recall.

Moderated and written by LH Coleman 1/99

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024159

Overview

On December 15, 1997 in Chicago, and December 17, 1997 in Atlanta a total of sixteen one-on-one interviews were conducted to continue exploratory research regarding the concept and positioning of the *Macanudo Robust* brand extension. The purpose of the interviews was to obtain information regarding the cigar being tested, the concept itself, and the cigar versus the concept.

Imagination at Work, Inc. recruited the participants. Lois Coleman moderated the interviews. In attendance from General Cigar Company were Amy Lineberger, Steve Ieraci and Steven Raye (Chicago).

The smokers in the test varied in smoking frequency, smoking history, age, and brand preference. To qualify, smokers needed to be at least 18 years of age, smoke at least two cigars in a typical week, and their top three most-often smoked brands had to be premium brands from a comprehensive brand list.

AGE		SMOKING FREQUENCY		NUMBER OF YEARS SMOKING	
25 - 34	5	Light	5	2 - 5 Years	6
35 - 44	5	Heavy	10	5 + Years	9
45 - 54	4				
65 +	1				

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024160

Key Findings & Implications

	Key Findings	Implications
1.	All participants who smoked Cohiba responded positively to the cigar and most felt it was close to the cigar depicted in the concept.	Both the Cohiba and Hoyo de Monterrey cigars were regarded as quality cigars by premium brand smokers, regardless of smoking preference. The Cohiba cigars were much closer to the cigar depicted in the concept.
2.	The majority of those that smoked Hoyo de Monterrey responded positively, however, most felt that the cigar was too mild to live up to the concept	
3.	Most of the respondents welcome the concept, however, many of the more experienced smokers are skeptical to the idea of a *Macanudo Robust.* Their experience in smoking Macanudo cigars does not associate with a full flavored cigar, but a smooth and mild cigar. Most indicated they would like to try the cigar if it were in their price range.	Although the concept does cause some confusion among consumers because of terminology, it appears to be a welcome attempt for newer smokers, and at least worth trying from more experienced smokers.
4.	The definition of the word *robust* is not consistent among consumers prior to seeing the concept. Newer smokers did not consider it an important term to describe a cigar and some even considered it a negative term. Older smokers consistently confused the term *robust* with the size *robusto.*	There is a certain ambiguity for the term *robust* before it is defined for the consumer. At this time, the term is not a keyword for many cigar smokers. They refer to other terms when describing their cigar of choice. The concept for *Macanudo Robust* appeared to shift the view of the term in most of the test smokers from either irrelevant or negative to a positive description.
5.	The definition of the word *robust* was more consistent and predominantly positive after viewing the concept. Even those older smokers that confused the definition with size focused on the taste of the cigar after seeing the concept.	

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024161

(continued)

	Key Findings	Implications
6.	The influx of several inferior brands into the premium market at a low price point combined with a higher price point among the more established brands have caused the market to change by more experienced smokers experimenting with newer brands in the marketplace. The smokers indicate bad experiences with these newer brands.	The search for a good cigar at a lower price point is what experienced smokers are going for right now. They are trying to find cigars to replace the higher priced premium brands they formerly smoked regularly. At the same time, there is a feeling of frustration due to the poor cigars that are flooding the market.
7.	When asked, "Could a *robust* cigar be smooth?", most respondents answered yes. However, most answered that a *robust* cigar could not be *mild,* even though they typically define mild and smooth to be the same thing.	The copy in the ad may be more important to defining the actual terms relevant to the concept than consumer perceptions, as they vary before seeing the ad and after seeing the ad.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024162

8.	***Descriptions of Hoyo de Monterrey:***	***Versus the concept:***
	♦ "Mellow, smooth, not hot, mild"	♦ "Smooth"
	♦ "Smooth, enjoyable, not dry"	♦ "Needs more flavor"
	♦ "Good draw, similar to a Fuente and comparable to a Macanudo"	♦ "More mild, not robust enough"
	♦ "Good draw, but lacks flavor . . . not robust"	♦ "Not a strong cigar"
	♦ "Very Mild"	♦ "Like the cigar, very mild, not what is depicted in the ad"

9.	***Descriptions of Cohiba:***	***Versus the concept:***
	♦ "A bit dry and strong"	♦ "More flavorful"
	♦ "The taste is nice, but the cigar is dry."	♦ "Flavorful, but would not use the word *robust*"
	♦ "Burned well, smooth, but a little dry"	♦ "Do not like the word *robust*"
	♦ "Great, full flavor"	♦ "Could still be a little stronger"
	♦ "Smooth, nice taste, and it burn slow"	♦ "It is both robust and smooth"
	♦ "Very nice taste, it is not too strong"	♦ "It has more flavor. A Macanudo is typically to mild."

9.	***Descriptions of Partagas:***	***Versus the concept:***

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024163

	♦ "Nice flavor and fairly spicy. Poor size, a little dry, and a bit bland." ♦ "Pleasant, but a bit dry"	♦ "Not as strong as what is depicted in the ad" ♦ "Does not live up to the expectations created by the ad. Not strong enough."

10.	***Reactions and expectations from the concept:*** ♦ "More flavorful" ♦ "Like the ad and the execution, but hate the name robust." ♦ "It doesn't say enough about the cigar." ♦ "It is offering something new...a cigar that is both robust and smooth." ♦ "Would expect the cigar to be a little stronger. Like to try it in my shape (preference) and in a maduro." ♦ "It looks like a Marlboro ad (poor execution). Like the idea of a stronger Macanudo." ♦ "I like the ad, especially the reference to Cuba." ♦ "A big and smooth cigar" ♦ "I expect more taste than a typical Macanudo." ♦ "I like Macanudo cigars, the ad, and the idea of a smooth and full-flavored cigar."	Most of the respondents welcome the concept, especially the newer smokers. Many of the more experienced smokers are skeptical to the idea of a *Macanudo Robust,* but are willing to try the cigar if it falls within their price range (which Macanudo typically does not).

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024164

Conclusion:

The overload of new/inferior cigar brands that have entered the market has brought about some negative experiences for cigar consumers. Reasons given for these negative experiences are poor quality (including tobacco, draw, and wrap), and harsh taste. According to the respondents, they also are claiming to be strong/robust cigars. This is the source of the negative connotation for the term *robust*. However, they continue to experiment with these brands primarily because of price. These newer brands usually enter the market in the lowest price range for premium cigars ($2.00 - $3.50). Smokers insist that they would rather smoke the more established brands but are currently being priced out of the market. In the meantime, they continue to search for a new brand to replace those they no longer perceive the value of the current pricing.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
GC 024165

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

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

AND

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

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

PARTY: RESPONDENT

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

Defendant's Exhibit 25

GENERAL CIGAR GCS1-100
GENERAL CIGAR STRATEGY
RECAP OF KEY FINDINGS TO DATE 7/23/98

Blumberg No. 5114
DEFENDANT'S EXHIBIT
D 25

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000269

July 23, 1998

General Cigar

Recap of Key Findings To-Date

THE CAMBRIDGE GROUP

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000270

Agenda

- Key Findings on Cigar Smoking and Link to Men's Needs
  - Perceived Benefits of Cigar Smoking
  - Link Between Cigars and Men's Needs
  - Quantitative Findings on Trends in Men's Needs and Values
- Key Findings on Macanudo Brand Equity

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000271

Cigars Typically Act to Relax the Smoker, to Calm Him or Her Down and to Relieve Stress

Cigar Benefits

Rational Benefits from Cigars

▸ **Sensory gratification** (love the taste and aroma)	▸ "I really love the taste" ▸ "I love the aroma so much. I'm almost as happy walking down the street behind someone who's smoking as if I'm smoking a cigar myself"
▸ **Relaxation**	▸ "You leave everything behind, you slow your life down, slow your breathing down . . . you are focused and de-stressed"
▸ **Stimulation** (for some smokers)	▸ "I get a little buzz out of it"

▶ **Longer term smokers in particular seem to enjoy the natinal benefits of smoking, especially the sensory gratification** ◀

Source: Qualitative Focus Groups, 6/98

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000272

Emotionally, Cigar Benefits Are Multi-Dimensional

Cigar Benefits

	Emotional/Psychological Benefits from Cigars	Consumer Quotes
For Self	Enjoyment/ Pleasure	▸ "It's an indulgence"
	Mental Escape	▸ "Twenty-three and a half hours a day. I'm there for my work, my family, my kids . . . but this, half-hour is my time, my territory" ▸ "I can be in a place where I can't hear myself think and when I smoke, I'm in a different world"
	Reward	▸ "To celebrate a good day"
	Optimism	▸ "It's a positive thing, makes you think anything can happen" ▸ "You dream a lot — what you want to be"
	Less Inhibited	▸ "You can tell a joke with a cigar in your hand" ▸ "It shows I'm an open minded person"
	Machoness/ Masculinity	▸ "It's a great ego boost" ▸ "It's a sense of manliness — a mature thing"
	Individualness	▸ "It's a bit esoteric . . . like wearing a bow tie"
	Assertiveness/ Confidence	▸ "An 'in your face' attitude" ▸ "An I don't give a damn attitude"
Projecting an Image	Aspirational Image	▸ "It's a classy thing to do" ▸ "I'm cool. I'm hip. I'm the man" ▸ "It's a little intellectual"

Source: Qualitative Focus Groups, 6/98

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000273

For Some, Particularly Newer Smokers, Cigars Are an Aspirational Signal to Others

Cigar Benefits

Cigars are part of the good life . . . that is within reach

- "Cigars have a certain prestige"
- "Cigars have always been a status symbol"
- "A cheap leap to the next bracket"
- "It's a step up"
- "For ten dollars I feel like a wealthy guy"

Source: Qualitative Focus Groups, 6/98

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000274

Cigars Can Signify Celebration, Accomplishment and Reward

Cigar Benefits

Good Times for Cigars		*Reasons Why*
"At my best friend's wedding"	→	"A cigar tops off the occasion"
"My bet paid off"	→	"Cigars give you a sense of victory"
"We won the game I coached"	→	"A cigar shows you accomplished something"
"After a great day at work"	→	"I reward myself with a cigar"

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000275

Cigars Also Facilitate Bonding and Intimacy, Particularly Among Men

Cigar Benefits

A Social Facilitator Among Friends and Associates

- "Cigars are a conversation starter"
- "Cigars brought my brother-in-law and me together — now we have a relationship"
- "Cigars brought a closeness, an intimacy. We connected like we were from the same tribe"
- "Use them for networking, gives us a common interest"

An Obvious Common Interest with Strangers

- "Struck up a conversation with a fellow cigar smoker . . . now he's a good friend. Cigars have brought people into my life I never would have met"

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000276

Source: Qualitative Focus Groups, 6/98

Enjoyment Is Found Not Only in the Smoking of the Cigar, but Also in the Events Leading up to It - A Multi-Step Ritual

The Cigar Ritual

The Cigar Smoking Ritual

Shopping for the Cigar

- Socializing with store personnel and other customers
- Fun of choosing and learning
- Involves bonding

Stocking/ Maintaining the Humidor*

- Fun of collecting
- Involvement in meticulously caring for cigars

Anticipating the Smoke

- Planning the occasion
- Choosing the atmosphere
- Envisioning smoking
- Preparing to smoke the cigar (e.g., gathering the cutter and the lighter)

Smoking the Cigar

- Physical benefits
  - Sensory gratification (taste and aroma)
  - Relaxation
  - Stimulation
- Emotional benefits
  - Enjoyment/pleasure
  - Mental escape
  - Optimism
  - Less inhibited
  - Machoness/ masculinity
  - Individualness
  - Assertiveness/ confidence
  - Aspirational image

Each of these steps represents a significant opportunity for General Cigar by taking action against it

* If owned

Source: Qualitative Focus Groups, 6/98

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000277

Given Our Project Objective, We Believe the Opportunity Target to Be Those Consumers Who Closely Link Cigar Smoking to an Aspirational Lifestyle

Expansion Target

- Importantly, we will seek business which are aspirational but do not alienate the longer-term smoker

Recommended Target for Business Expansion

Target Those Cigar Smokers Who . . .	*Rationale*
► Link cigar smoking to an aspirational lifestyle	► More likely to appreciate cigar trademarks on other aspirational goods
► Typically smoke in social situations	► More likely to be active, multi-interest people
► Are regular cigar smokers	► Will have stronger interest in cigar brand extension to new categories
► Are higher income	► Have greater disposable income

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000278

Agenda

- Key Findings on Cigar Smoking and Link to Men's Needs
  - Perceived Benefits of Cigar Smoking
  - Link Between Cigars and Men's Needs
  - Quantitative Findings on Trends in Men's Needs and Values
- Key Findings on Macanudo Brand Equity

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000279

The Qualitative Research Is Yielding Proprietary Insights into Men's Needs for A "Personal Reward"

- We believe we have identified a powerful, emerging need among men that is a highly motivating to cigar smokers and non-cigar smokers as well
  - Helps explain why cigars have become popular again
  - These needs transcend cigar use, allowing us to craft new business ideas for a larger audience than just today's cigar smokers
- This understanding of men's needs provides numerous opportunities to establish a much closer relationship with the consumer
  - Through our core business, with enhanced marketing campaigns that tap into these motivations and values
  - Through expansion, with new business ideas that meet these needs

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000280

There Are Important Underlying Themes In These Men's Lives that Drive Their Need for A Personal Reward

Common Themes

- Time-pressured lives because of demands from work, wife, and children
- Relative affluence has brought them the ability, but not always the time, to enjoy some of the rewarding experiences they have always dreamed of
- Changing societal values has led them to place pressure on themselves to be a good husband and father, in addition to work demands
  - They do not resent this pressure; they are committed to being a good family partner

Key Insights

- Looking for ways to enjoy their lives more, but feel guilty if wife and children are excluded
- Looking for acceptable ways to reward themselves for their success, without feeling selfish
  - Small indulgences
  - Temporary escapes
- Frequently miss out on opportunities to bond socially with other men

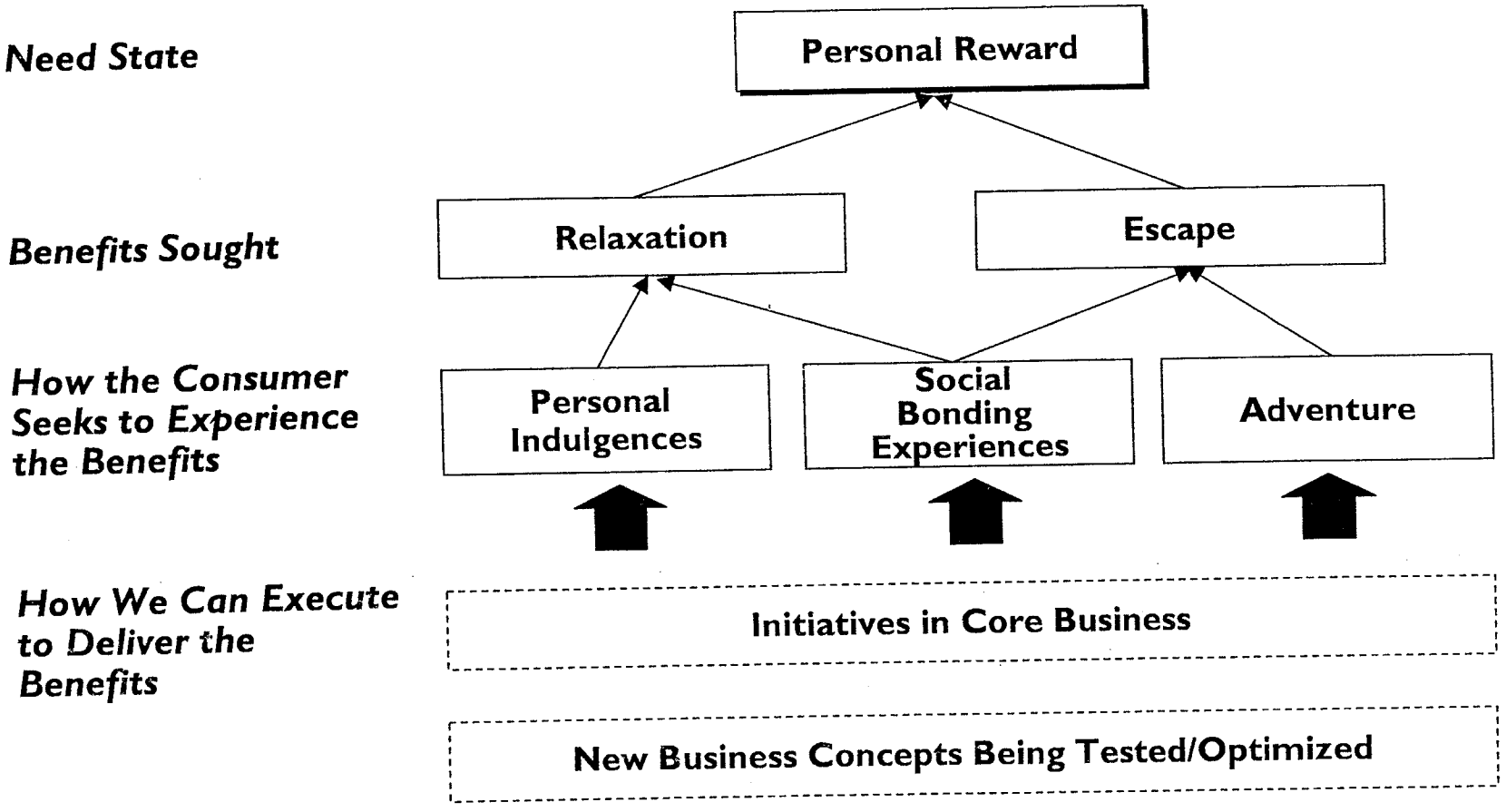
Overall Need

Personal Rewards (without guilt)

This need was especially true among younger men; older men were somewhat more comfortable spending time and money on themselves

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000281

These Insights Represent a "Personal Reward" Trend in Men's Motivations That Can Allow Us to Further Establish Ourselves As a "Solution" to Their Needs



CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000282

Understanding How Cigars Meet Men's Needs Helps to Explain Why Cigars Have Become Popular Again

Need	*Explanation of Need*	*How Cigars Satisfy the Need*
Personal indulgences	• Enjoy luxury products and services that they feel enhance their leisure time, particularly gourmet foods, liquors, and fun tools & gadgets	• Cigars add pleasure, enjoyment, relaxation, and a sense of personal time to their lives
Social bonding	• Place high value on spending time with family, but seek ways to relax more often with friends without feeling guilty	• Cigars facilitate social bonding among men and provide an acceptable "excuse" to spend time with other men
Adventure	• Universal feeling of a need for more adventure in their lives (anything from skydiving to interesting shopping experience, depending on risk tolerance)	• Cigars add a sense of personal style and exoticness to their lives • Cigars "complete" an adventurous experience by reinforcing a sense of accomplishment

Understanding these needs also gives us the opportunity to satisfy them through other businesses

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000283

A Major Opportunity Exists to Create New Businesses Which Help Guide These Men to the Lifestyle They Seek

- These men are looking to attain a lifestyle which balances their emotional need to provide for their families with their desire for more personal rewards
- Men feel they need more guidance to help achieve this lifestyle
  - Believe that greater knowledge will lead to greater enjoyment of life's rewards
  - Not always confident in their own judgement as they make purchasing decisions
  - Intimidated by many retail environments which may overwhelm them with their complexity or make them feel pushed into something
  - Creates need for
    - Focused shopping and learning experiences
    - Expert knowledge and recommendations, on the consumer's own terms
- Helping consumers attain this lifestyle can be accomplished through one or more vehicles that could represent profitable enterprises for General Cigar:
  - A retail experience that appeals to men
  - A magazine or newsletter
  - A bar or restaurant concept
  - Other

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000284

Agenda

- Key Findings on Cigar Smoking and Link to Men's Needs
  - Perceived Benefits of Cigar Smoking
  - Link Between Cigars and Men's Needs
  - Quantitative Findings on Trends in Men's Needs and Values
- Key Findings on Macanudo Brand Equity

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000285

The Needs and Values We Uncovered Qualitatively Are Confirmed in Quantitative Research

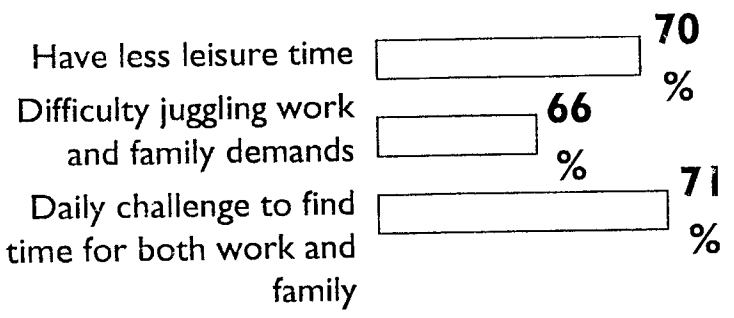
Summary of Quantitative Findings on Values Among Men and the Affluent

- Baby boomer men are challenged to balance work and family, leaving little free time
- Boomer men are committed to a marriage partnership and an emotionally involved fatherhood
- Men consider themselves successful and the definition of success among both men and the affluent revolve among family and strong personal relationships with spouse and friends
- Men are overwhelmingly optimistic and approach each day confidently and make the time to celebrate small victories and reward themselves
- While men are responsibly planning for retirement, their planned spending also includes 'fun' items like vacations, entertainment and hobbies
- Top three shopping categories for men are food, clothes and sporting goods. When shopping, men prefer high service levels, customization and better quality merchandise

CONFIDENTIAL-
UNDER PROTECTIVE ORDER
CAM 000286

Baby Boomer Men Are Challenged to Balance Work and Family, Leaving Very Little Free Time

Baby Boomer Men's Needs



Men's Solutions

- Spend 80% 'free' time at home — "cocooning"
  - Friends and family (75%)
  - Watching TV and videos (68%)
- Spend 20% of 'free' time away from home
  - Hobbies/clubs
  - Exercise/sports
  - Shopping (grocery, apparel)

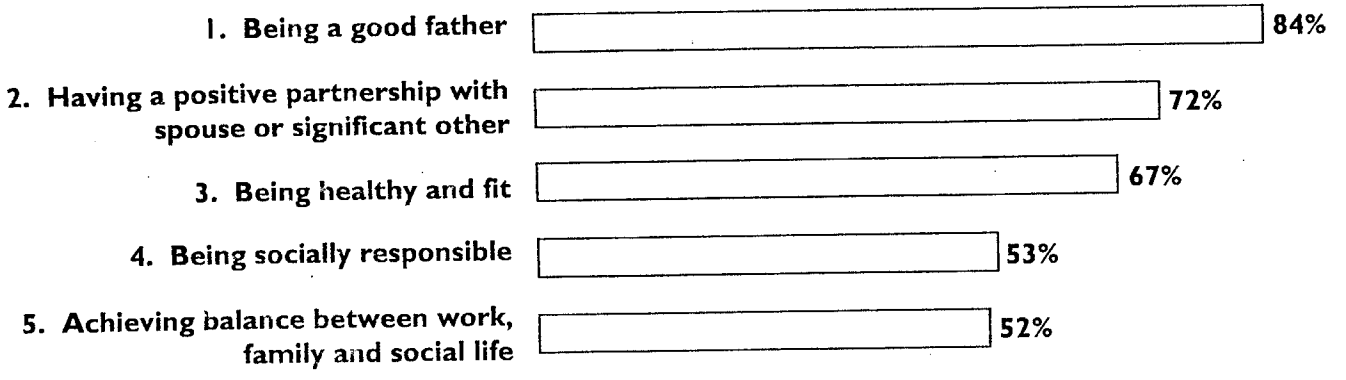
CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000287

Source: KSA Consumer Outlook '98 Survey, n = 1000

Quantitatively, Men Overwhelmingly Consider Themselves Successful and Rate Family/Relationships a Most Critical Key to Success

- Men ***already consider themselves successful*** — life is good
  - 71% say they are fairly to extremely successful
  - 65% say they are more successful than their peers/friends
- Fatherhood and spouse relationships are most important to success

Factors Important to Men's Definition of Success



Source: Consumer Survey Center "Men Define the New American Adulthood" — 5/96, n = 522

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000288

Quantitatively, Boomer Men Are Committed to Marriage Partnership and an Emotionally Involved Fatherhood

- Among younger baby boomer men, a man's career is no longer considered the dominant household driver with the advent of dual income households

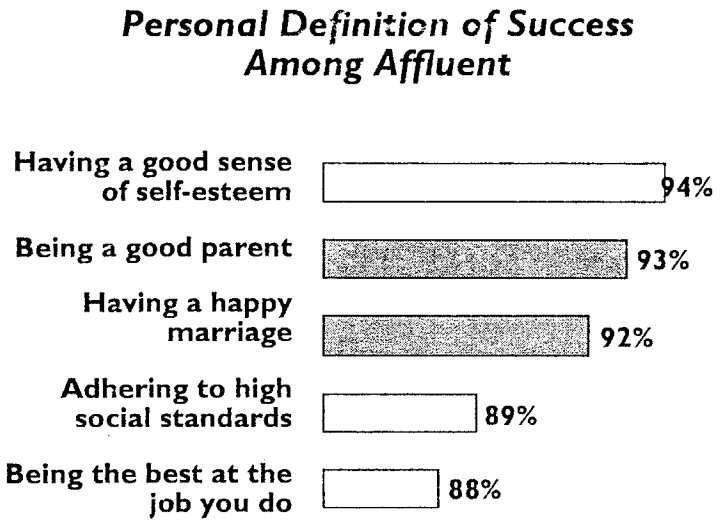
	Men 30-39	Men 50-59
"It's more important for a wife to help her husband's career than to have one herself"	38%	55%
"It is better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family"	36%	86%

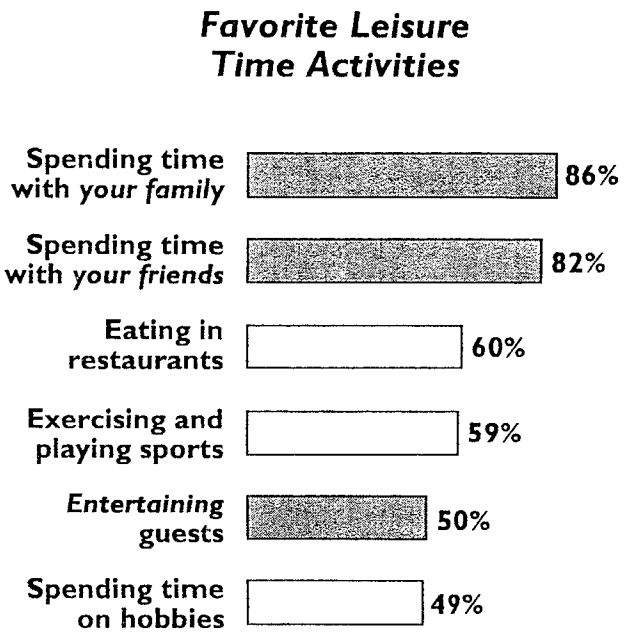
- Men seek more active involvement in their families, especially in raising their children and are committed to looking and feeling good (e.g., exercise)

Source: National Opinion Research Center, University of Chicago 1996 and 1997

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000289

Quantitative Studies of the Affluent Show the Importance of Family Values, Consistent with the Findings Among Men



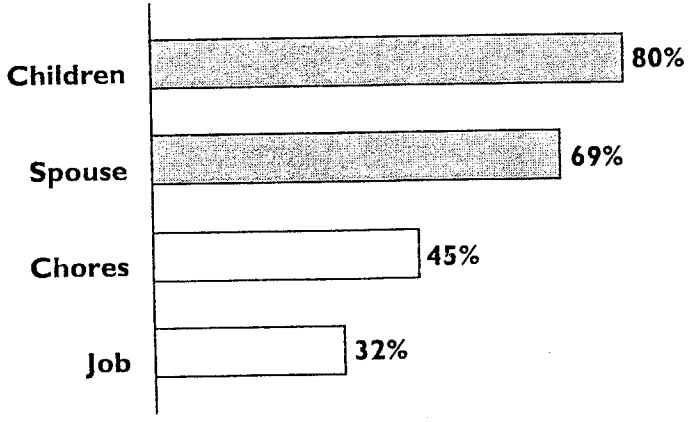


Source: Wealth in America, Town & Country, 1993

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000290

For Many, Leisure Time Would Best Be Spent with Children

Most Feel Guilty About Neglect Of (Among Those Who Feel Guilty)



Most People Say They Spend Too Little Time with Their Children

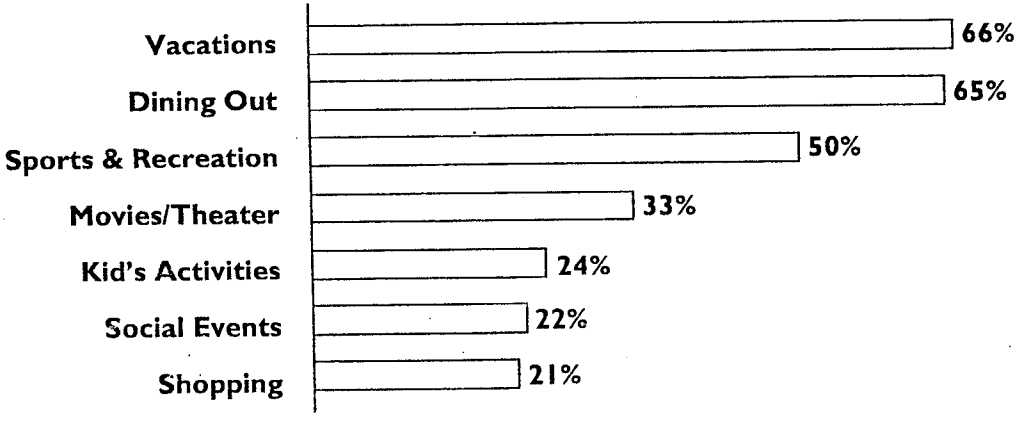
	Too Little	Enough
Children	54%	44%
Spouse	47%	51%
Self	46%	52%
Friends	45%	52%
Chores	41%	55%
Sleep	35%	63%
Job	13%	73%

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000291

Source: A USA Today/CNN/Gallup nationwide telephone poll of 1000 adults

There Is a Tradeoff, As Favorite Leisure Time Activities Include Vacations, Dining Out and Sports In Addition to Family Time

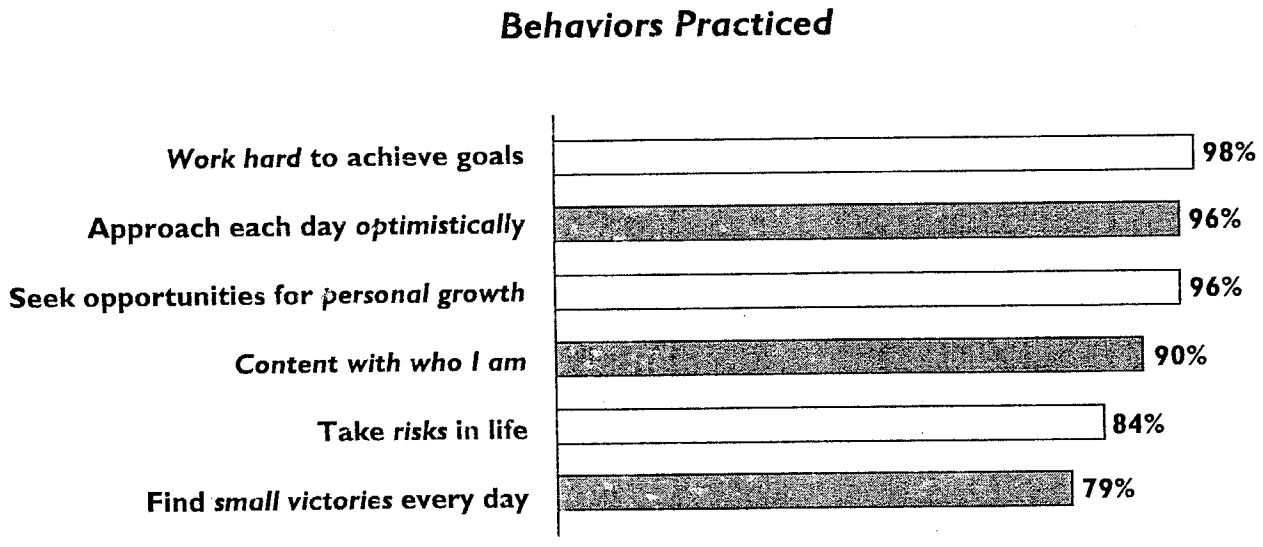
How Men Most Like to Spend Leisure Time



Source: USA Consumer Outlook '98 Survey, n = 1000

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000292

Quantitatively, Men Are Overwhelmingly Optimistic, Approaching Each Day Confidently and Taking the Time to Celebrate Small Victories and Reward Themselves



Source: Consumer Survey Center "Men Define the New American Adulthood" — 8/96, n = 522

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000293

While All Men <50 Are Responsibly Prioritizing Saving for Retirement, Planned Spending Also Includes 'Fun' Items Like Vacations, Entertainment and Hobbies

Ranked Men's Top Ten 1998 Planned Spending Categories

	Boomers (Age 32-50)	Gen Xers (Age 21-23)	Nesters (Age 51-61)
Investments/Savings	1	1	3
Vacations	2	4	1
Computers/Software	3	NA	NA
Jeans	4	2	9
Entertainment	5	3	6
Home Furnishings	6	NA	4
Hobbies	7	5	7
Casual Shirts	8	7	5
Dining Out	9	9	2
Sporting Goods	10	8	NA
Other	NA	6 = T-Shirts/Sweats 10 = Sports/Fitness	10 = Casual Pants 8 = Health Food/Vitamins

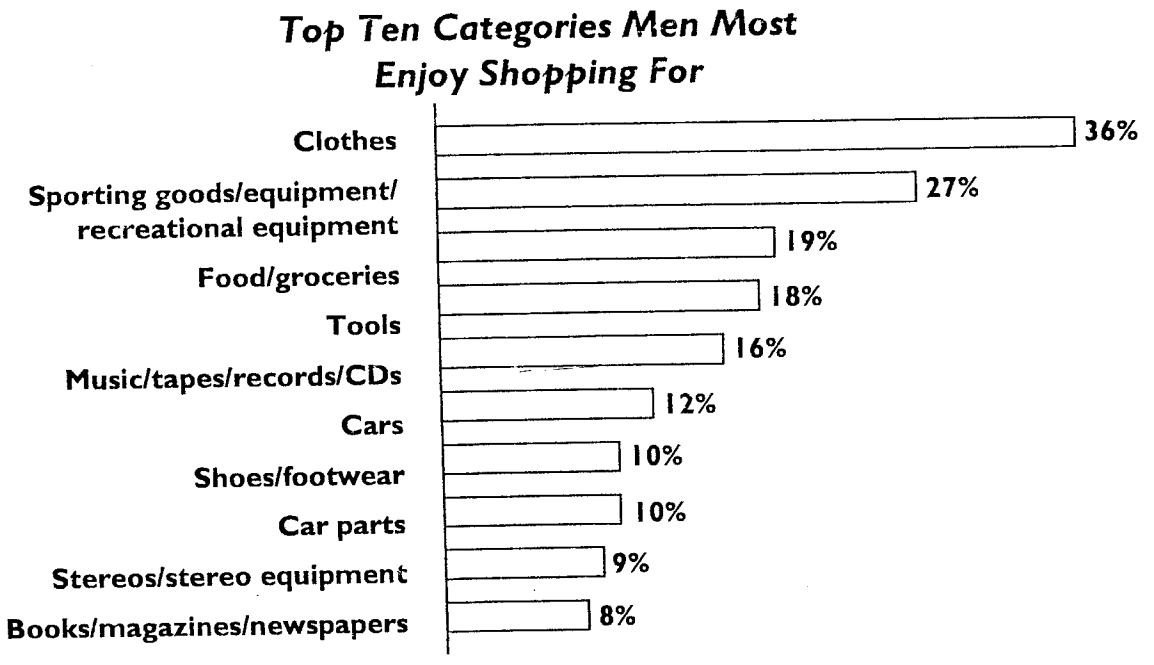
= Above Average Compared to Boomers

= Below Average Compared to Boomers

Source: KSA Consumer Outlook '98 Survey, n = 1000

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000294

Men's Three Categories for Enjoying Shopping are Food, Clothes and Sporting Goods



Factors Desired

- Higher service levels in-stock
- In-stock merchandise
- Customization
- Better quality merchandise

Source: National Retail Foundation, Changing Shopping Patterns, March '93; KSA Consumer Outlook Survey '98

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000295

Agenda

- Key Findings on Cigar Smoking and Link to Men's Needs
  - Perceived Benefits of Cigar Smoking
  - Link Between Cigars and Men's Needs
  - Quantitative Findings on Trends in Men's Needs and Values
- Key Findings on Macanudo Brand Equity

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000296

Macanudo Has Very Positive Brand Equities, Driven by Its Consistency, Popularity, and Pleasurable Association With Everyday Smoking Experiences

Macanudo Equity

Emotional Equity (Brand Personality)
- Friendly, outgoing
- Approachable, down-to-earth
- Young
- Sporty, energetic
- Popular
- Easy going, casual

Product Equity
- Consistent taste
- Mild taste ⟷ medium taste
- Smooth
- Consistent quality, guaranteed
- Easy to find
- Very well constructed
- Great looking box/eye catching
- Make range of cigars

Macanudo Brand Equity

Consumer Franchise Equity
- Agreeable to everybody
- Everybody's first cigar
- Good for newer smokers
- Taste I love

Category Equity
- Good quality

Occasion/Usage Equity
- Anytime/everyday/all purpose
- In between meals
- For first time smoke
- To give as a gift
- For everyday relaxation

Benefit Equity
- Reliable
- Easy to smoke
- Flavor is not overwhelming
- Everybody likes it
- Easy to recommend
- Available almost everywhere
- Good price/value

Source: Qualitative Research, 6/98

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000297

To Macanudo Smokers, the Brand Is Very Approachable and Easy to Relate to

Macanudo Equity

If Macanudo Were a Person...	*Consumer Quotes*
Personality	
▶ Approachable, down-to-earth	"He's easy going, down-to-earth, and easy to get along with"
▶ Friendly, outgoing	"He's a good guy"
▶ Young	"This is someone I'd like to hang out with"
▶ Sporty, energetic	
▶ Popular	
▶ Easy-going, casual	
Lifestyle	
▶ Active	"He doesn't just watch sports, he plays them"
▶ Upscale athletic (Golf, tennis, etc.)	"He likes fun outdoor things"
▶ Increasingly successful	"He's climbing up"
Representative Celebrities	
▶ Bruce Willis	
▶ Mel Gibson	"A regular guy"
▶ Jerry Maguire (Tom Cruise *in Jerry Maguire*)	"He could be one of us"

Source: Qualitative Research, 6/98

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000298

Consumers Have Very Positive Feelings Towards the Macanudo Brand

Macanudo Equity

Themes	*Consumer Quotes*
▶ Macanudo is the first brand ever smoked for many consumers, which introduced them (and other like them) to something they love	"It's everybody's first cigar" "Macanudo brings together old and new smokers" "Macanudo has brought a lot of new people into my life"
▶ Macanudo can always be counted on to deliver an enjoyable smoking experience	"It's a guarantee" "It's never a disappointment"
▶ Macanudo's mild flavor makes it a good choice to smoke as often as you wish, whenever you wish	"It's something I can handle without it handling me" "You don't need to have food or drink with you to smoke a Macanudo "
▶ Macanudo is easy to recommend to others because most people find its milder taste very agreeable	"It's what I recommend to people"
▶ Because Macanudo is so widely agreeable, it is a good choice to give as gift	"I would give Macanudo as a gift if I wasn't sure what the person likes"

▶ **These are very powerful themes that provide platforms for extending the brand and reinforcing its position in cigars** ◀

Source: Qualitative Research, 6/98

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000299

Consumers' Ideas for Extending Macanudo Build on Their Perceptions of Macanudo As a Brand That Lets Them Enjoy the Good Life

Macanudo Equity

Consumers' Perception of Macanudo	*Ideas for Macanudo Expansion*
Macanudo is a brand that I can enjoy regularly	Products/services that are within my reach, that I like to buy for myself
Macanudo is a brand of consistently good quality	Products and services for which there are many choices, where quality can vary
Macanudo is a casual, relaxed brand, but is still part of the good life that I aspire to	Products and services that are part of a casual but upscale lifestyle

Source: Qualitative Research, 6/98

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000300

Consumers Appear to Believe That Three Tiers of Quality Exist Among Premium Cigar Brands

Quality Perceptions

	Description	Sample Cigar Brands	Quotes
"Everyday" Quality	▶ Good quality ▶ Affordable and approachable enough to enjoy regularly	▶ Macanudo	"This is **my** cigar"
"Aspirational but within Reach" Quality	▶ Very good quality ▶ OK as an occasional splurge ▶ Aspirational image, but one that consumer identifies with ▶ Possible to imagine one's self smoking these cigars more often, as one's income rises	▶ A. Fuente	"These are good for special occasions"
"Aspirational, Out of Reach" Quality	▶ Highest possible quality ▶ Too expensive to consider smoking with any degree of regularity ▶ Difficult to image one's self ever smoking these brands	▶ Cohiba ▶ Davidoff ▶ Montecristo	"It's a little out of my league"

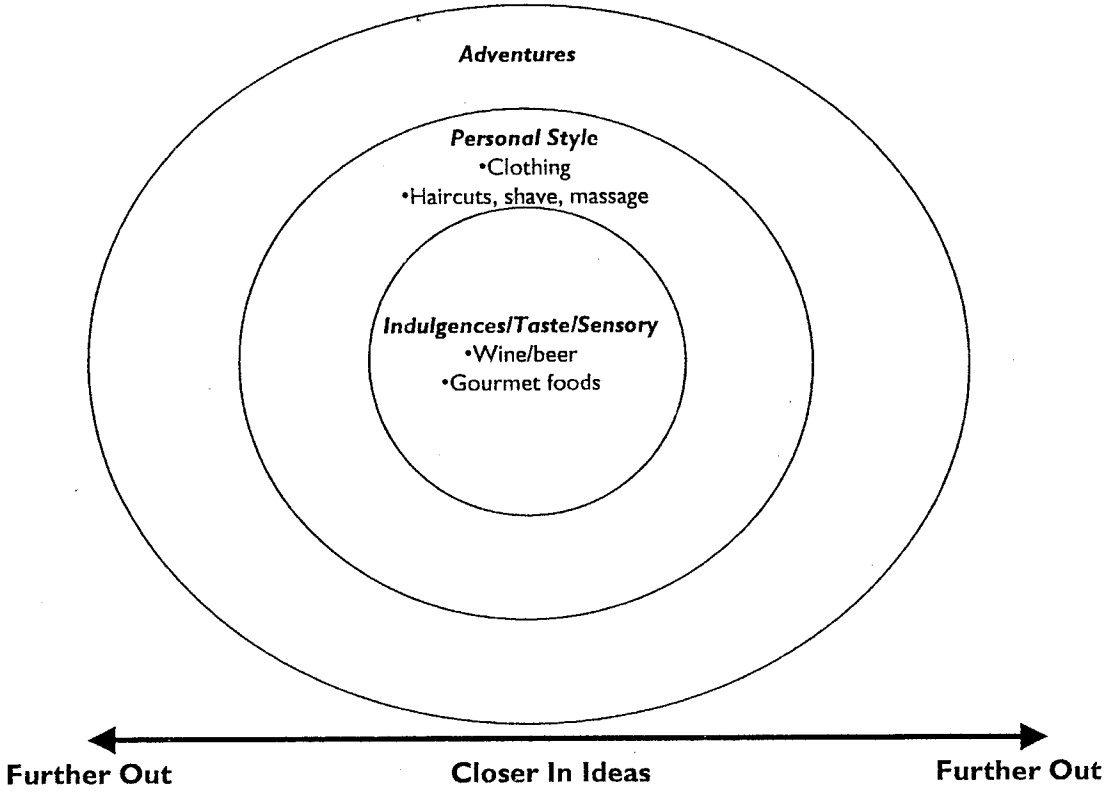
▶ Consumers have differing opinions of where Partagas fits on this scale - the brand could play a stronger role if its image was better established ◀

Source: Qualitative Research, 6/98

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000301

Among Cigar Smokers, Brand Name Macanudo Creates Interest and Credibility That Enhances Some of These Business Propositions

- Macanudo is seen as a source of personal indulgence and relaxation while remaining casual and approachable
- We are in the process of defining what types of needs and business ideas best fit Macanudo



CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000302