

June 28, 1990

TO: Media Planning

RE: Idea Generation Meeting - Alcoholic Beverage/Tobacco
Use Correlation

Mr. Pearson requests that we meet to develop ways to leverage the alcoholic beverage/tobacco use correlation among adults. As you can see from the attached chart, SMRB shows a positive index of alcohol consumption among adult smokers of both sexes at almost all ages. The purpose of our meeting will be to develop ideas utilizing this learning which might enhance our marketing efforts.

The meeting will be held from 2:00-3:00 p.m. in Conference Room 6AF on Friday, June 29. Please plan to participate.

Gerald
Gerald Troutman

GAT:cjc

Attachment

c: D. F. Pearson

50739 9390

Tobacco/Alcoholic Beverage

Correlation Indices

	<u>Drink Any</u>	<u>Drink Liquor</u>	<u>Drink Wine</u>	<u>Drink Beer</u>
<u>Adult Smokers 18+</u>	124	134	120	139
<u>Female Smokers</u>				
- 18+	120	131	128	111
- 18-24	127	137	154	129
- 25-34	130	137	139	127
- 35-49	117	131	118	110
- 50+	109	122	114	89
<u>Male Smokers</u>				
- 18+	128	136	112	165
- 18-24	138	148	129	172
- 25-34	135	140	122	181
- 35-49	126	134	106	167
- 50+	120	128	99	141