



BRITISH-AMERICAN TOBACCO COMPANY LIMITED

**TO:** I.G. Hacking  
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**CC:** J. Rembiszewski (for information)

**FROM:** R.P. Ferris ✓

**DATE:** 31 August 1993

**SUBJECT:** HABIT, PRACTICE AND THE SIGNIFICANT MOMENT

Further to my recent note announcing preliminary qualitative research on the above topic, the following opportunities to observe groups will be available:

Mon. 6/9/93	Females	18-29 years	6:30 - 8:30 p.m.	VIDEO CALL RESEARCH STUDIO
	Males	30-45 years	9:00 - 11:00 p.m.	
Tues. 7/9/93	Males	18-29 years	7:00 - 9:00 p.m.	CIRCUS STUDIO
Wed. 15/9/93	Males	30-45 years (LOW TAR SPECIFIC)	6:30 - 8:30 p.m.	VIDEO CALL RESEARCH STUDIO
	Males	30-45 years (PREMIUM BRAND LOYALS)	9:00 - 11:00 p.m.	

Maps showing the location of Southern venues are attached. A similar number of groups will be convened in a Northern location (Manchester), I assume however that exigencies of climate and visa applications will mitigate against Brand Group interest in attending these sessions.

Please note that I am setting an attendance limit of 4 observers per group. Could the IBG's therefore liaise to produce a rota and advise the agreed schedule to Theresa Webb (to include invitees from GREY and BSB if you so desire).

**R.P. FERRIS**

Enc.

RPF/93-209/ta

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