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✓ *AG*

Here is our report RD.1229-R on the first part of Project WHEAT. It includes the classification of U.K. male smokers into 12 categories with distinct motivation profiles and different levels of Inner Need, the relationship between the level of Inner Need and various aspects of smoking behaviour, information relating to the concern for the possible health risks of smoking, and the way in which this concern influences brand choice. The testing of experimental cigarettes by the various categories of smoker in order to establish their preferred nicotine delivery is still proceeding and will be reported separately.

Enc:

S.J.GREEN

c.c. Mr.D.J.Wood.

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