

L.C.F.B.
10 MAR 1982
FILE Smoking Behaviour
PASS
COPY

FROM	M. Oldman
DATE	9th March, 1982



TO Mr. R.L.O. Ely
Public Affairs
Millbank

M. Oldman

REF MO/AIB/105/46J

DATE 9th March, 1982

Mr. Ed Harriman

Following Ian Ayres note to you regarding Mr. Harriman (8th March), may I add the further points below:

1. Regarding puff duplicators

We can confirm that we use equipment supplied by CGC Projects Ltd. in our work on smoking behaviour.

Our response to any approach made to us regarding our use of puff duplicators should be restricted by referring only to generally published material. I would suggest that we cite the two following items as giving an appropriate indication of our interest in smoking behaviour:

- (i) Smoking Behaviour - Physiological and Psychological Influences, (Ed.) R.E. Thornton, Churchill Livingstone 1978
- (ii) Creighton, D.E., Noble M.J. and Whewell, R.T., "A Portable Smoking Pattern Recorder", Biotelemetry and Patient Monitoring (1979), 6, 186-191

We might choose to identify those publications in which outside researchers have acknowledged our support in this area. Here, I am thinking of Rob Stepney at Addenbrook's Hospital, Cambridge and Michael Russell at the Institute of Psychiatry, London. However, volunteering this information obviously risks these individuals being approached by Harriman - the outcomes of which contacts are difficult to predict and impossible to control - but these contacts may be made anyway.

2. Regarding "Charter Research Associates"

Assuming that the "subsidiary" referred to by Harriman is Charter Research Associates, we should be prepared to offer a reasonable, but limited, disclosure of our interests and activities there - which are not quite as alleged by Harriman. (People are not observed smoking without being aware of the observation.)

Charter Research Associates was established about four years ago as an off-site facility for researching consumer behaviour. About 400 Southampton residents have been recruited as volunteer subjects, who are invited from time to time to visit our offices in Southampton to participate in a wide range

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of research activities. Our research is not limited solely to topics of interest to the Tobacco Division - we have undertaken studies in retailing and fragrance perception. We have not undertaken research for interests outside the BAT Industries Group.

Charter Research Associates is not a separate company, although the name is officially registered. All the people comprising our volunteer panel are fully aware of the BAT connection and all our stationery carries the name of British-American Tobacco Co. Ltd.

All information obtained from our volunteers is treated as confidential.

Without disclosing details of our research, CRA should be properly regarded as a type of market research laboratory. Our function there is to research market research methods. Smoking behaviour research, using puff recorders/duplicators/etc. is not undertaken at CRA.

I hope these notes on CRA are useful and sufficient - the last thing I want is for our volunteers to be harrassed in any way by Harriman or anyone else.

MD

cc: Dr. L.C.F. Blackman ✓
Mr. A.L. Heard
Dr. C.I. Ayres

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