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Fishing, pulling, grappling, twanging, and charging around : a study of spectators at special events sponsored by Pinkerton Tobacco Company brands and the impact of the events upon market share

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**FISHING, PULLING, GRAPPLING,
TWANGING, AND CHARGING AROUND**

A Study
of
Spectators at Special Events
Sponsored by Pinkerton Tobacco
Company Brands and the Impact
of the Events Upon Market Share

An Independent Research Project
Submitted in Partial Fulfillment
of the Requirements for the MBA Degree

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SPECIAL EVENTS/SPORTS MARKETING

HISTORICAL OVERVIEW:

Special event or sport marketing is a relatively recent addition to the marketer's arsenal of weapons. Its explosive growth during the past twenty years traces to the elimination of cigarette advertising on radio and television which became effective January 2, 1970. This somewhat unusual termination date permitted the tobacco companies one last broadcast media blitz on the New Year's Day college football bowl games. Prior to this ban, sports marketing was virtually the exclusive domain of the automobile and beer companies who had been involved in the sponsorship of sporting events since the advent of television. The automobile companies had concentrated their efforts on automobile racing while the beer companies had focused their attention on major league baseball.

With few viable options to replace radio and television as a vehicle to effectively deliver their advertising message and a real concern that dramatic increases in magazine, newspaper and out-of-home billboards could possibly trigger further advertising restrictions, the tobacco companies turn to sports and event sponsorship as a method to increase brand awareness, strengthen images, build brand loyalty and obtain publicity. Moreover, the tobacco companies were adopting the long held position of the beer

industry that associating their brands with a leisure pursuit of their target audience communicates their messages in an immediate and believable fashion. In addition, it was felt that fans of a sport, particularly avid fans, are more likely to consume products of a corporation that sponsors that sport or event.

The entry of the tobacco companies into the event/sport marketing arena generated explosive growth in expenditures for this marketing tool. Marketing funds committed to sport marketing have risen from an estimate \$125 million in 1970 to a high estimate of \$6.2 billion in 1989.¹ In fact, one study estimates expenditures have increased more than four times between 1983 and 1987.² However, neither report indicates whether the figure represents solely sponsorship dollars or if it includes the public relations and other expenditures necessary to effectively merchandise sport marketing. (The industry rule-of-thumb is \$3.00 of support for every \$1.00 of sponsorship.)

With this explosive growth in support funds came an equally explosive growth in the number of corporations involved in event/sport marketing. This arena was no longer the exclusive domain of the beer barons and tobacco companies. In 1989 it is estimated 3,900³ different corporations sponsored special events or sports. While a major portion of sponsorship dollars were concentrated in such male oriented sports as auto racing, golf, baseball, football, etc., the types of events sponsored by

corporations ranged from concerts to canoeing, from surfing to skiing, and from ballooning to billiards. Even such traditionally male oriented sports as automobile racing have begun to attract a female audience and consequently sponsorship from corporations with female directed products such as Tide detergent, Crisco shortening, No Nonsense panty hose and Heinz ketchup. The one sports area that has attracted little attention is women's sports. With the exception of tennis, this arena has generated little support from corporate America due to the belief that women's sports attract small audiences both in person and on television.

In contrast to events which are national in scope and are typically selected to match the target audience of the sponsoring brand, sponsors of local events tend to favor co-ed activities which provide a dual audience and generate the largest numbers. This approach is, no doubt, traceable to the typical absence of media coverage of local events which is so valuable for national events.

FOOTNOTES

1. Eisenhart, Tom. "Sporting Chances Zap Competitors." *Business Marketing*, Volume 73, Issue 1 (January, 1988) 92-97.
2. Finch, Peter; Hamilton, Joan O'C; Hammonds, Keith; Oneal, Michael. "Nothing Sells Like Sports." *Business Week (Industrial/Technology Edition)* Issue 3014 (August 31, 1987) 48-53.
3. Donaton, Scott and Walley, Wayne. "The Right Hook: Tie-Ins are key to Sports' Value." *Advertising Age* Volume 60, Issue 26 (June 12, 1989) 3, 75.

THE PINKERTON TOBACCO COMPANY'S INVOLVEMENT IN SPECIAL EVENTS/SPORTS

MARKETING:

Pinkerton was a late entrant into the sports marketing arena. The company initiated sponsorship of local sporting events, festivals and county fairs during the summer of 1982. Prior to the semi-formalizing of this type of promotion, events were selected and "worked" at the discretion of field sales personnel. The sole criteria for selecting an event was the permission to sample product. Even though authorization to sponsor or participate in a local event was now required from the corporate office, there was little direction or strategy behind the program. Typically, the event was approved as the result of an aggressive request from a member of the field sales department, or the event was located in the same town as a plant, or it was a "pet project" of sales management. In the early 1980's events ranged from sponsoring a Redman harness race at a county fair, to a barbecue festival, to a mile run at the Kentucky Derby Festival (senior management wanted that year's festival poster), to a coon-mule jump at a farm show. Often the decision to select an event was based upon cost, and "How much bang can we get for our buck?" Support at these events typically entailed an advertisement in a program (if one was produced), a banner at the event, a prize drawing for a Redman logo item (jacket, shirt or hat), a public address announcement, and ,

most importantly, the right to distribute free samples of tobacco. Since in-person sampling has been the most frequently utilized marketing technique in the smokeless tobacco industry, this was a mandatory criteria for any sponsorship.

In 1983, Pinkerton recruited a special events manager from the field sales force and via the Redman brand became involved in their first national sports sponsorship program by becoming name-in-title sponsor of Operation Bass. This sponsorship opportunity became available after Stroh's beer failed to renew and expand their original support from regional to national in scope. Since those early beginnings the Redman Tournament Trail has become the largest professional bass fishing tournament in the world. In the seven years Pinkerton has sponsored this event their financial involvement has grown from \$150,000 to in excess of \$500,000. To date, no research has ever been conducted to measure the effectiveness of this program or even the percentage of fishermen who use smokeless tobacco.

The second major national sport to attract pinkerton was tractor pulling. In 1985 Pinkerton became the major sponsor of the N.T.P.A. (National Tractor Pulling Association) and their series became the Redman All-American Pulling Series. The association with N.T.P.A. lasted two years and was cancelled due to the inability of N.T.P.A., which was only a sanctioning body of the sport, to establish sufficient influence over promoters of tractor pulls to

utilize the Redman name, format, and event criteria. Moreover, an audit of funds revealed a majority of Pinkerton's sponsorship money was going to the sports marketing agency hired by N.T.P.A. to secure a sponsor.

In 1987 Pinkerton switched their Redman sponsorship to a rival tractor pulling organization-T.N.T. (Truck 'N Tractor)- which was both a sanctioning body and a promoter of specific events. Due to the Redman sponsorship T.N.T. was able to secure promotion rights and/or sanctioning rights to all the major tractor pulling events including the national pull at Bowling Green, Ohio.

This arrangement with T.N.T. provided the needed national control and supervision required by Pinkerton and a very important extra benefit. T.N.T. was able to establish a working relationship with several national cable television networks- ESPN, TNN, and TBS- to carry a weekly tractor pulling show. In 1989 Pinkerton's involvement with T.N.T. was further expanded with the launching of the Renegades (moist snuff) Monster Truck Challenge. This series of national monster truck races also resulted in a regular weekly show on both ESPN and TNN. The addition of television coverage of both of these name-in-title sponsored events was particularly valuable to Pinkerton since the Smokeless Tobacco Act of 1986 eliminated the use of all electronic media effective August 26, 1986.

With the elimination of electronic media Pinkerton attempted to find an effective and efficient alternative to

cable television which had been the primary medial vehicle to deliver advertising messages prior to the band. All three of the alternative media vehicles-magazines, newspaper, and out-of-home billboards- were tried. For well-known, established brands such as Redman, a combination of outdoor activity magazines such as Field & Stream and Off Road, and outdoor billboards proved to be reasonably effective in maintaining brand name awareness levels but did little to communicate a selling message. However, with new or emerging brands (those brands in national distribution less than three years) the results were very disappointing. Given comparable media dollar expenditures, in contrast with brands that had received television and/or radio support, attitude, awareness and usage studies conducted at similar time periods (six and twelve months after introduction) indicated awareness, trial and usage levels for print and outdoor supported brands at one-fourth to one-third the level of electronic media supported brands.

Due to these disappointing results, the decision was reached in 1988 to place major emphasis and support dollars against special events and sports marketing. While virtually all types of events and sports were considered, one type of sponsorship -that of a NASCAR race car- was excluded by a senior management edict. In spite of numerous information which indicates sponsorship of a first line NASCAR race car on the Winston Cup Circuit presents an excellent vehicle to reach Pinkerton's target market, this

restriction remains in force today. It should be noted the NASCAR Winston Cup Series is the only national sporting vehicle whose events are concentrated in the 26 state geographic area (Southeast, Southwest, Midwest) where 95% of the loose leaf tobacco is consumed. Pinkerton's three main competitors -Helme Tobacco with Chattanooga Chew; Conwood with Levi Garrett and Kodiak; and, U.S. Tobacco with Copenhagen and Skoal -have long recognized the value of NASCAR racing and have sponsored cars since the early 1980's. While corporate policy permits the sponsoring of a Winston Cup Race, R.J. Reynolds' agreement with NASCAR prohibits this potential tie-in.

**THE PINKERTON TOBACCO COMPANY SPECIAL EVENTS-CURRENT
SITUATION:**

Through 1989 Pinkerton has expanded their special events/sports marketing program to include four brands: Redman, Redman Golden Blend, and Granger Select loose leaf; and, Renegades moist snuff. A total of fourteen different types of "national" events were conducted with name-in-title sponsorship as well as hundreds of local events. The budget for these events represented nearly 50% of all marketing expenditures committed to these brands and in the case of Renegades was the only awareness generating vehicle utilized during 1989. To support increased special event activity the department was expanded to three individuals-a director, a supervisor and an administrative assistant.

The following table details special event activity by brand:

	BRANDS			
	<u>REDMAN</u>	<u>REDMAN GOLDEN BLEND</u>	<u>GRANGER SELECT</u>	<u>RENEGADES</u>
EVENTS:	Operation Bass Redman Tourna- ment Trail	Operation Bass Invitationals	Crapiethon Busch Grand National Races	T.N.T. Monster Trucks
	Country Music Concerts	Country Music Concerts	Class C Softball	Wrestling
	Quail Unlimited	Chisholm Trail Round-Up	Local Auto Races	Country Music Concerts
	T.N.T. Tractor Pulls			

In spite of this dramatic increase in events and sponsorship funds, no criteria has been established for event selection, event objectives or event evaluation. Typically, the decision to participate in an event or sport is based upon the opinion of the special events director combined with his estimation of the acceptability of the event to top management approval. In a few situations an event has been renewed or selected because it was a favorite of senior management. The Quail Unlimited sponsorship is an excellent example of this approach and was chosen because one of the sponsorship perks was participation in a celebrity quail hunt on a southern plantation. With the exception of the NASCAR Busch Grand National stock car races, the country music concerts, the local races and the Professional wrestling, the other major sporting events sponsored by Pinkerton all contain a significant shortcoming. The fishing tournaments have few if any spectators; typically only receive newspaper coverage and the Redman name is often omitted. In addition approximately one-third of the events are conducted outside the brand's core marketing area. While the tractor pulls and monster truck races receive significant television coverage, between 35% and 45% of the events are conducted outside the core marketing areas for their respective brands. The softball and Crapiethon receive virtually no media exposure, generate few spectators and depend solely on participants as the target for these sponsorships.

In contrast, the key advantages of the racing, wrestling, and country music concerts are they all receive electronic media coverage, they can be tied-in promotionally with local sponsors or trade factors and 100% of the events are conducted in the core marketing areas of the sponsoring brand. Pinkerton has started to tie-in their special events marketing with the trade and has received excellent early results from the country music concerts and the NASCAR Busch Grand National Races. With this overview of sports marketing and the background review of Pinkerton's involvement we turn to the purpose, scope and methodology of this project.

RESEARCH PURPOSE:

Given the current commitment to special events/sports marketing by The Pinkerton Tobacco Company and the anticipated increasing importance of this marketing tool, marketing management felt the establishment of a formal selection process and a procedure for evaluating current and potential events was a critical objective. As a starting point for selection criteria, the Special Events Department adopted event selection criteria utilized by R.J. Reynolds Tobacco Company.⁴ Those criteria are:

1. Be male-oriented.
2. Fit the demographic profile of the smokeless tobacco user.
3. Have wide-spread appeal.

Moreover, it was felt that to obtain the maximum benefit from Pinkerton's special events marketing the following priorities should be utilized as a guideline:

1. Secure trade involvement.
2. Plan for the event by building the trade into the event's strategy and objectives.
3. Communicate all objectives early to regional field sales personnel.

With the above as a benchmark, the purpose of this study was determined to be threefold:

- I. To aid in the development of a specific and formalized special events selection criteria and process.
- II. To establish a framework for the evaluation of current and future special events.
- III. To provide input as to the effectiveness of Pinkerton's current involvement in motor sports for Redman, Redman Golden Blend, Granger Select and Renegades.

FOOTNOTES

4. Murphy, Liz. "The Controversy Behind Event Marketing." Sales & Marketing Management Volume 137 (October, 1986) 54-56.

SCOPE OF THE RESEARCH:

Five motorsports events conducted between November, 1988 and July, 1989 were chosen as survey vehicles. Motorsports were chosen because the events typically had the largest attendance of any Pinkerton sponsored event and Pinkerton had been involved with these sports as long as any other events. In addition, the combined sponsorship dollars involved in supporting these events represented the major portion of Pinkerton's special events budget. The specific events researched were selected based upon type of event (auto race, tractor pull, or monster truck race), indoor or outdoor venue, projected large attendance, and geography (Indiana, Kentucky, North Carolina, Tennessee, and Virginia). Although category and brand usage data by city is not available, it was felt that each city was fairly representative of the usage data for that state. Moreover, the five sites selected were all located in core or strong marketing areas for the respective sponsoring brands.

The second phase of this study was to select as many events as possible that had received special trade promotion programs, consumer promotion programs and/or received significant media exposure to measure the effect on brand share levels via a pre/post-event share trend analysis. As a control, several events that did not receive any trade, consumer or media support were selected as a control. Among the numerous events sponsored by Pinkerton during 1988-1989, fifteen supported events and three nonsupported events

provided sufficient data for analysis and met all five following criteria:

- *Event was of significant size within the specific market (minimum in-person audience-5,000)
- *At least seven months of reliable share data was available from the market.
- *Customized consumer and/or trade promotions tied-in with the event.
- *Significant in-market media coverage.
- *No other Pinkerton sponsored event had taken place in the market in the six months prior to the event.

CAVEATS:

When viewing the results of the research study, the following caveats should be considered:

SPECTATOR RESEARCH:

1. The results are confined to these five events and should not be considered to represent the results that would be obtained from a broader sample of each specific type event.
2. While some comparisons between events may be made, there are many unrecorded variables such as category and brand penetration, competing influences, and support for the event that may account for differences in awareness and ratings.

3. Many key elements of the special events such as media exposure or trade support, sponsor clutter, number of public address announcements, and competing billboard clutter at the venue were not always fully documented and could have a significant influence on the results.

4. The wide variation in category and brand development for both loose leaf tobacco and moist snuff should also be noted. This factor, no doubt, exerted a major influence on sponsor awareness and identification. The greater range in loose leaf C.D.I. is the result of sales being concentrated in twenty six states versus the wide spread geographic usage of moist snuff.

CATEGORY DEVELOPMENT INDICIES

<u>STATE</u>	<u>PERCENT</u> <u>MALES</u>	<u>PERCENT</u> <u>LOOSE</u> <u>LEAF</u>	<u>PERCENT</u> <u>MOIST</u> <u>SNUFF</u>	<u>C.D.I.</u> <u>LOOSE</u> <u>LEAF</u>	<u>C.D.I.</u> <u>MOIST</u> <u>SNUFF</u>
	<u>18+</u>	<u>VOLUME</u>	<u>VOLUME</u>	<u>LEAF</u>	<u>SNUFF</u>
ARKANSAS	1.0%	2.4%	2.5%	240	250
INDIANA	2.2	2.9	2.5	132	114
KENTUCKY	1.5	5.5	1.7	367	113
N. CAROLINA	2.7	12.2	2.8	452	104
S. CAROLINA	1.4	3.2	0.7	129	50
TENNESSEE	2.0	7.2	3.1	360	155
TEXAS	6.8	7.4	11.9	109	175
VIRGINIA	2.5	5.3	2.9	212	116

SALES PERFORMANCE:

Marketplace share and consumer movement data for the smokeless tobacco category is extremely limited. A.C. Nielsen does measure the category but data is limited to large supermarkets and mass merchandisers and only represents 52% of category volume. Moreover, Nielsen does not report any market-by-market information. The only market-by-market data is reported by I.C.C. (International Continental Consultants, Corporation), which tracks shipments from candy and tobacco jobbers to retail in ninety markets throughout the United States. The basis for the I.C.C. report is similar to that of the more widely accepted S.A.M.I., e.g. retail outlets do not warehouse a significant amount of smokeless tobacco, therefore, wholesale shipments to retail are reflective of retail movement. There are, however, three significant differences between I.C.C. and S.A.M.I.

*I.C.C. may have as few as one jobber reporting per market; whereas, S.A.M.I. typically reports data from all wholesale food distributors.

*The amount of smokeless tobacco volume measured in a given market by I.C.C. can be as low as 11% whereas S.A.M.I. typically covers at least 90%.

*Not all jobbers report data to I.C.C. every month versus reporting consistency with S.A.M.I.

**RESEARCH METHODOLOGY:
SPECTATOR RESEARCH:**

All research was conducted with spectators at the five respective events. During the several hours prior to the start of the night's events, spectators were randomly intercepted as they entered the venue and administered a brief questionnaire. This questionnaire recorded name, address, age, sex, frequency of attending this type of event and attendance at other types of similar spectator sports. In addition, each respondent's telephone number was recorded at this time. Due to tobacco brand sponsorship, interviews with all respondents under eighteen years of age were terminated at this time.

Beginning the following Monday (all events evaluated were conducted on Friday and/or Saturday nights), respondents who had been screened and qualified at the event were recontacted via telephone and interviewed at length. Areas explored included the following but varied depending on the specific event:

- | | |
|----------------------------------|-------------------------------------|
| *distance traveled to the event | *attendance by self or with someone |
| *how they became aware of event | *sponsor awareness |
| *product associated with sponsor | *awareness of race vehicle sponsors |
| *drive awareness | *changes in the event |
| *overall event rating | *ticket price rating |
| *likelihood of future attendance | *magazine readership |

(Continued)

- *tv viewership of sports
- *fast food purchase
- *purchase/use of tools
- *work performed on own vehicle
- *smokeless tobacco usage
- *specific programs watched
- *discount store shopping
- *type of vehicle owned
- *smokeless tobacco brand awareness
- *demographics

The completed sample typically numbered 250 respondents and included approximately 60% male and 40% female which was representative of the adults attending this type of event. Prior to tabulating the results a random sample of 15% of the questionnaires was validated utilizing a third party supervisor.

It should be further noted the questionnaires for each event contained questions specific to that event which were included at the promoter's or sanctioning body's request. Moreover, as the study progressed, the questionnaire was enhanced and improved as more and more information was obtained.

SHARE PERFORMANCE:

I.C.C. brand share levels for the three months preceding the event, the month of the event, and three months following the events were analyzed to determine if there was a significant trend in share levels. To be included in the analysis the I.C.C. market data had to meet the following criteria:

- *All jobbers reported data for all brand measured during the entire seven months.
- *The market had multiple jobbers reporting.

*The jobber volume represented a significant portion of the projected smokeless tobacco volume in that market.

Based upon the above criteria, fifteen supported and three nonsupported events were available for analysis.

SUMMARY OF FINDINGS

There exists a high degree of spectator enthusiasm toward both the TNT and NASCAR events. A major portion of both the male and female respondents felt the events had been excellent or very good and the tickets were a good value. Nearly all expected to attend a similar event in the future. Moreover, no single complaint or opportunity for improvement was mentioned by more than 21% of the sample. Audience composition was diverse with the majority of the respondents attending the events in a group of friends or with family. In addition, the sample was a reasonable reflection of the demographic profiles of loose leaf and moist snuff users. In general the male respondents were more likely to use smokeless tobacco products than the general population.

Sponsorship recall levels varied with local event sponsors achieving greater impact than the national name-in-title series sponsor. Granger Select, which achieved the highest sponsor recall levels, was a local sponsor of two races versus Redman and Renegades being national series sponsors. However, recall of the pulling sled sponsor for the two pulling events was higher than the recall of the national series sponsor.

Respondents were frequent viewers of TNT, NASCAR, and professional wrestling on television. In addition, large number of respondents were interested in country music,

football, and fishing. Many stated they participated in fishing, camping, hunting, and bowling.

A majority of the sample said they performed most routine automotive maintenance themselves and had a clear preference for specific brands of tires, batteries, spark plugs, motor oil, and anti freeze. Approximately one-third of the respondents owned a pick-up truck, with two-thirds of the respondents owning a 1985 model year or older.

Pinkerton brand sponsored special events achieved a wide range of brand share changes associated with specific events. Events for brands with the lowest initial share of market appeared to achieve the widest range of pre/post performance, while events with the most valuable offers associated with the event achieved the most consistent performance. In contrast, events for a dominate share brand (Redman) achieved the lowest level of share increase. Moreover, events that did not have special promotions tied-in with the event or had few spectators appeared to have little measurable impact on brand share levels.

DETAILED FINDINGS SPECTATOR RESEARCH:

Due to the large amount of data, the analysis of the findings has been divided into five segments.

I. Event Spectator Profile (Total Sample):

1. Demographics:

There were no significant demographic differences between the male and female attendees at all five events. Approximately two-thirds of the respondents were 18-34 years old. A majority had, at least, graduated from high school and were married. Household income was typically \$40,000 or less. In terms of demographic differences between the types of events, the NASCAR races appeared to attract a slightly older and slightly more affluent spectator than the tractor pulls and monster trucks.

DEMOGRAPHICS:

	TOTAL SAMPLE				
BASE:	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
	<u>(238)</u>	<u>(253)</u>	<u>(252)</u>	<u>(250)</u>	<u>(254)</u>
AGE:					
18-24	29%	26%	21%	11%	11%
25-34	38	37	44	34	34
35-49	30	32	31	43	41
50+	3	5	4	11	15
Average (Mean)					
Age:	31.5	32.2	32.5	36.2	36.7
EDUCATION:					
Grammar School	1	5	3	3	3
Some High School	15	23	15	11	15
High School Graduate	59	53	50	54	50
Some College	18	15	21	20	20
College Graduate	8	3	12	11	11
MARITAL STATUS:					
Married	53	70	66	70	73
Not Married	47	30	34	30	27
HOUSEHOLD INCOME:					
Less than \$15,000	16	17	8	8	9
\$15,000-\$25,000	29	32	22	20	26
\$25,000-\$40,000	33	32	40	34	37
\$40,000+	14	15	22	31	22
Refused	8	3	8	8	6

2. Attendance Behavior:

There were some striking differences in attendance behavior among the five events. The Charlotte and Richmond shows were first time TNT attendees for more than half the sample compared with only one-third for respondents at the Indianapolis event. Moreover, the two NASCAR races attracted a more frequently attending spectator. The differences in attendance activity among the events appears to be traceable to longevity. NASCAR has been conducting events for more than fifty years while TNT has been in business approximately five years. In addition, TNT has conducted events in the Indianapolis area for nearly twice as long as either Charlotte or Richmond. The dramatic difference in the attendance behavior between the Louisville and Nashville races is again the result of longevity with the Louisville track only in its second year of operation.

All the events appeared to attract family or groups of spectators as very few respondents came to the events alone. Approximately three-fourths of the respondents traveled less than fifty miles to the event, reflective of the local emphasis on these types of sports activity.

Reported awareness of the specific events reflected the media support given to specific events to attract spectators. TNT relies heavily on television to generate spectators and nearly three-fourths of the spectators attributed event awareness to television. In contrast, friends and general awareness of NASCAR events were

responsible for awareness of the two races. The low claimed awareness of radio advertising for the two races suggests the substantial local radio coverage and merchandising support had little effect in generating spectators.

As anticipated, far more respondents own NASCAR souvenirs than TNT souvenirs. Again the frequency and longevity of NASCAR versus TNT, the greater variety of NASCAR souvenirs, and their driver star system were all responsible for this difference.

ATTENDANCE BEHAVIOR:

	TOTAL SAMPLE				
	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
BASE:	<u>(238)</u>	<u>(253)</u>	<u>(252)</u>	<u>(250)</u>	<u>(254)</u>
ATTENDANCE:					
First Time	36%	51%	63%	14%	41%
Not First Time	64	49	37	86	59
ATTENDANCE WITH:					
By Self	1	4	2	10	11
<u>With Others</u>					
<u>(Net)</u>	<u>99</u>	<u>96</u>	<u>98</u>	<u>90</u>	<u>89</u>
Spouse	19	28	28	30	28
Family	18	31	44	23	26
Kids	23	33	22	5	6
Friend	35	22	20	24	29
Group of Friends	-	13	14	18	16
Other	4	4	1	2	3
DISTANCE TRAVELED TO EVENT:					
Under 5 miles	11	4	9	9	23
6-20 miles	26	18	37	29	31
21-50 miles	23	45	33	32	21
Over to miles	38	32	20	30	26
FIRST AWARENESS OF EVENT:					
Television	*	74	71	3	8
Radio	*	6	13	6	13
Friends	*	9	10	20	14
Follow NASCAR/TNT	*	8	4	48	51
Newspaper	*	0	2	8	4
SOUVENIR OWNERSHIP:					
Own NASCAR/TNT Souvenir	51	64	44	74	67
Don't Own	49	36	56	26	33

*Not Asked

3. Involvement with TNT Events:

Approximately two-thirds of the respondents at each TNT event had watched, at least, one TNT show on television during the past year with the Indianapolis respondents exhibiting the heaviest viewership. While there was little difference in the percentage of respondents who had viewed a TNT show on television among the three events, the respondents at the Indianapolis event had attended TNT events far more frequently than respondents at either Charlotte or Richmond. This difference is traceable to the farm heritage of the Midwest and, more importantly, the greater frequency of tractor pulls in that area of the country.

BASE:	TOTAL SAMPLE		
	INDIANAPOLIS <u>(238)</u>	CHARLOTTE <u>(253)</u>	RICHMOND <u>(252)</u>
TNT on Television:			
Watched Program Past Year	67%	67%	73%
None	33	33	27
Average (Mean) Hours	8.3	1.8	2.4
Attendance at Prior TNT Event:			
First Time Ever	36	51	63
Past 12 Months			
<u>1 or More</u>	<u>64</u>	<u>49</u>	<u>37</u>
1	20	30	25
2	33	7	7
3	21	4	3
4+	-	6	2
Average (mean)	2.1	0.8	0.6

4. Involvement With NASCAR Events:

In contrast with the respondents at the TNT events, almost three-fourths of the respondents at the NASCAR races watched 6+ NASCAR programs on television during the past year and the average viewing was significantly higher. NASCAR respondents watched as many programs on television in three weeks as TNT respondents watched in a year. In addition, attendance at NASCAR races was also significantly higher among race respondents than TNT attendance among tractor pull and monster truck respondents. This finding suggests a higher degree of involvement and loyalty among NASCAR spectators versus TNT spectators.

BASE:	TOTAL SAMPLE	
	NASHVILLE (250)	LOUISVILLE (254)
NASCAR on Television: Watched 6+ Events Past Year	73%	70%
Weekly Television Viewing <u>One or More Hour</u>	<u>78</u>	<u>77</u>
1 or More		
1 hour	9	11
2 hours	10	9
3+ hours	59	57
Average (Mean) Hours	3.4	3.6
Attendance at Prior NASCAR Event First Time Ever	0	0
Past 12 Months: <u>One or More</u>	<u>100</u>	<u>100</u>
1	14	40
2	29	17
3	14	11
4	12	7
5+	31	25
Average (mean)	8.2	6.1

5. Television Viewership Other Sports Events:

Spectators at all five events were heavy viewers of sports on television. Professional wrestling was the most frequently watched event by TNT respondents while auto racing was the most frequently watched sport among NASCAR respondents.

	TOTAL SAMPLE				
	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
BASE:	(238)	(253)	(252)	(250)	(254)
<u>Watched 6+ Events Past Year:</u>					
TNT					
Programs	48%	49%	40%	27%	39%
Professional Wrestling					
	46	58	51	35	23
NASCAR Auto Race					
	42	48	40	73	70
Sanctioned Drag Race					
	34	30	22	27	33
Supercross/Motorcross					
	22	24	16	18	12
Rodeo					
	17	15	13	12	11
Other Auto Race					
	21	15	12	27	34
<u>Average (Mean) Events Watched Past Year</u>					
TNT					
Programs	16.6	29.1	16.8	7.2	10.2
Professional Wrestling					
	19.3	55.9	24.4	23.0	13.0
NASCAR Auto Race					
	11.0	17.2	7.9	46.4	26.6
Sanctioned Drag Race					
	8.7	11.0	5.7	11.7	6.9
Supercross/Motorcross					
	6.0	10.5	3.9	7.9	3.1
Rodeo					
	4.9	8.7	3.3	7.3	2.8
Other Auto Race					
	5.4	7.7	2.6	22.7	8.5

6. Attendance at Other Sports Events:

Levels of attendance at other similar types of sports events among respondents at the five events were similar to their television viewing levels. In short, not only are they heavy television viewers, but frequent spectators at similar sports events. Differences in specific type of event attended and frequency of attendance appeared to reflect the availability of that type of event in the specific geographic area.

	TOTAL SAMPLE				
	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
BASE:	<u>(238)</u>	<u>(253)</u>	<u>(252)</u>	<u>(250)</u>	<u>(254)</u>
<u>Attended 1+</u>					
<u>Events</u>					
<u>Past</u>					
<u>Year:</u>					
Tractor					
Pull/Monster					
Truck	64%	50%	54%	23%	54%
NASCAR Auto					
Race	27	35	39	86	59
Professional					
Wrestling	25	34	23	12	14
Sanctioned					
Drag Race	37	24	24	19	27
Rodeo	20	22	11	23	13
Supercross/					
Motorcross	26	13	10	6	8
Other Auto					
Race	42	6	16	12	31

Attendance at Other Sports Events:

	TOTAL SAMPLE				
	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
BASE:	(238)	(253)	(252)	(250)	(254)
<u>Average (Mean)</u>					
<u>Events Attended</u>					
<u>Past Year</u>					
Tractor					
Pull/Monster					
Truck	2.1	1.3	1.1	0.7	1.5
NASCAR Auto					
Race	1.1	2.4	1.1	7.2	5.1
Professional					
Wrestling	0.8	1.5	0.5	0.8	0.5
Sanctioned					
Drag Race	1.2	1.4	0.8	1.5	0.8
Rodeo	0.6	0.8	0.1	0.4	0.4
Motorcross	0.8	0.3	0.2	0.2	0.3
Other Auto					
Race	2.2	0.1	0.6	0.6	1.9

7. Interest and Participation in Various Sports and Entertainment Activities:

Interest and participation in various sports and entertainment activities was high among both male and female respondents at all five events. Among the highest rated activities for interest level were auto racing, football, country music and fishing. Highest rated participation activities were camping, fishing and hunting with golf and tennis receiving the lowest ratings.

Activity Interest:

	TOTAL SAMPLE				
	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
BASE:	(238)	(253)	(252)	(250)	(254)
<u>Interest</u>					
<u>in</u>					
<u>Activities:</u>					
Auto Racing	85%	86%	91%	96%	98%
Football	71	68	72	77	65
Motorcycling	57	58	52	39	42
Country Music	57	71	80	74	79
Fishing	57	56	66	45	50
Baseball	53	53	59	61	56
Basketball	52	58	38	59	70
Rodeo	49	48	56	35	35
Professional Wrestling	44	59	55	33	29
Hunting	37	41	44	30	29
Camping	36	40	40	31	34
Hockey	30	13	29	22	18
Bowling	29	30	29	27	38
Skiing	29	35	40	31	26
Softball	26	30	34	29	28
Tennis	19	18	29	21	21
Golf	16	20	18	28	29

Activity Participation:

	TOTAL SAMPLE				
	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
BASE:	<u>(238)</u>	<u>(253)</u>	<u>(252)</u>	<u>(250)</u>	<u>(254)</u>

Participation
in
Activities:

Camping	52	47	47	42	43
Fishing	-	63	64	52	53
Hunting	39	39	40	34	28
Basketball	38	34	23	29	33
Bowling	36	34	40	33	36
Softball	35	33	33	34	25
Baseball	27	25	22	21	17
Skiing	21	23	26	23	17
Golf	18	14	12	21	21
Tennis	11	10	15	15	10

II EVENT ANALYSIS:

1. Event Evaluation:

Virtually all the respondents gave a very favorable rating to their respective events (excellent/very good ratings ranged from 85% to 93%). The highest rated event of the five events measured was the Louisville NASCAR Busch Grand National Automobile race. This high rating could be attributable to the newness of the facility (one year old). Reflecting the high ratings given to the events, at least three-fourths of all respondents felt the ticket price at their event (range \$10.00 to \$20.00) represents a good value. The lowest rating of 75% achieved by the Nashville race no doubt resulted from Nashville having the highest ticket price (\$20.00) of the five events.

Although a few respondents indicated the ticket price was not a good value, more than nine out of ten respondents indicated they would definitely or probably attend other similar events. The two NASCAR races received a much higher "definitely would attend future event" score than the three TNT events.

Event Evaluation:

	TOTAL SAMPLE				
	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
BASE:	(238)	(253)	(252)	(250)	(254)

OVERALL RATING:

<u>Excellent/</u>					
<u>Very Good</u>	85%	90%	87%	81%	93%
Excellent(5)	42	51	46	33	47
Very Good(4)	43	39	41	48	46
Good (3)	13	8	12	15	7
<u>Fair/Poor</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>4</u>	<u>0</u>
Fair (2)	2	2	1	4	0
Poor (1)	0	0	0	0	0
Average (Mean) Rating	4.2	4.4	4.3	4.1	4.4

TICKET

PRICE

VALUE:

Good Value	77%	86%	79%	75%	85%
Not Good Value	21	13	15	15	8
Don't Know	2	2	5	10	7

FUTURE ATTENDANCE:

<u>Will</u>					
<u>Attend</u>	<u>94</u>	<u>97</u>	<u>95</u>	<u>97</u>	<u>98</u>
Definitely (4)	56	53	54	66	67
Probably (3)	38	43	42	32	31
<u>Will Not</u>					
<u>Attend</u>	6	3	4	2	2
Probably Not (2)	5	2	4	2	2
Definitely Not (1)	1	1	0	0	0
Average (Mean) Rating	3.5	3.5	3.5	3.6	3.7

2. Driver Awareness:

As anticipated, the emphasis in NASCAR on the "star system" of drivers generated dramatically higher levels of both unaided and total awareness for the automobile race drivers versus the monster truck and pulling vehicle operators. Moreover, while 15% or fewer of the respondents were unable to name at least one driver on an unaided basis at the races, more than 75% of the spectators at the TNT events were unable to name a driver. Reflective of the "home town hero" syndrome, local drivers achieved the highest awareness levels for their respective home town races (Bobby Hamilton in Nashville and Mike Waltrip in Louisville).

TNT Events:

BASE:	TOTAL SAMPLE	
	INDIANAPOLIS (238)	CHARLOTTE (253)
DRIVER AWARENESS*:	<u>unaided total*</u>	<u>unaided total</u>
Dave Banter/Banter Brothers	12%	6% 48%
Jeff Dane	4	- -
Fred Freeman	3	- -
John Breen	3	- -
John Hileman	3	- -
Mike Whitt	3	- -
Paul Wormal	2	11 40
Mike Stowe	2	6 43
Ken Lamont	2	5 39
Jim Lyons	2	5 38
Tony O'Steen	1	3 34
Lloyd Hauser	1	3 34
Charlie Lowe	1	2 37
None	81	74 20

*not asked

Driver Awareness:

NASCAR Events:

BASE:	TOTAL SAMPLE			
	NASHVILLE		LOUISVILLE	
	(250)		(254)	
	<u>unaided total</u>		<u>unaided total</u>	
Bobby Hamilton	53%	93%	4%	52%
Rick Mast	46	82	15	69
Kenny Wallace	42	68	46	88
Tommy Ellis	36	88	33	77
Rob Moroso	28	76	34	76
L.D. Ottinger	24	70	15	60
Jack Ingram	20	78	12	71
Tommy Huston	15	60	41	76
Jimmy Spencer	11	60	18	59
Mike Waltrip	4	90	73	92
None	10	-	15	2

Question not asked at Richmond Event

3. Vehicle Awareness:

In contrast to the low driver awareness at the TNT events, vehicle awareness was extremely high. Unaided awareness levels of vehicles exceeded the levels attained by the NASCAR drivers. In addition, the awareness levels generated by the monster trucks were significantly higher than awareness levels for pulling vehicles. This appears to be a function of the more colorful and more memorable names of the monster trucks. It should also be noted that both unaided and total awareness levels for the pulling vehicles increased in the four months between the Indianapolis and Charlotte events. This increase is possibly the result of the heavy TNT exposure on ESPN and TNN.

Pulling Vehicles:

BASE:	TOTAL SAMPLE			
	INDIANAPOLIS		CHARLOTTE	
	<u>(238)</u>		<u>(253)</u>	
	<u>unaided</u>	<u>total</u>	<u>unaided</u>	<u>total</u>
AWARENESS:				
Jack Daniels	19%	84%	np	np
Little Red Truck	5	56	np	np
Stitches All-Sew	5	34	10	56
Midnight Express	4	71	8	70
Mr. Chevy	4	29	np	np
Sassy Massy	4	48	np	np
Honkin Donkey	3	60	np	mp
Yellow Model-T	3	57	np	np
Hot Shots	2	50	np	np
Mean Mistreater	2	32	9	58
Rowdy	2	40	np	np
Irish Challenger	np	np	23	70
Big Dawg	np	np	21	69
Georgia Rebel	np	np	19	83
Levi Garrett	np	np	7	72
Virginia Farmer	np	np	5	62
None	67	4	40	17

np - not present at this event

Vehicle Awareness:

Monster Trucks:

BASE:	INDIANAPOLIS		TOTAL SAMPLE CHARLOTTE		RICHMOND	
	<u>(238)</u>		<u>(253)</u>		<u>(250)</u>	
	<u>unaided total</u>		<u>unaided total</u>		<u>unaided total</u>	
AWARENESS:						
Big Foot	95%	99%	57%	95%	7%	7%
U S A 1	81	96	-	-	58	91
Stomper	58	91	-	-	31	73
Awesome Kong	37	87	-	-	35	96
No Problem	37	91	-	-	-	-
Night Life	35	81	-	-	-	-
Wild Hare	19	64	-	-	18	71
Barbarian	17	81	-	-	-	-
Mad Dog	17	66	-	-	19	62
Play'N For Keeps	8	52	-	-	-	-
Equalizer	7	76	-	-	29	96
Nitemare	3	29	-	-	13	71
King Krunch	2	41	-	-	13	81
Carolina Crusher	-	-	49	94	49	97
The Outlaw	-	-	11	66	-	-
Yellow Fever	-	-	11	64	-	-
Killer II	-	-	9	59	-	-
War Wagon	-	-	8	53	-	-
Grave Digger	-	-	-	-	91	100
Jersey Outlaw	-	-	-	-	25	79
Clydesdale	-	-	-	-	18	92
Lead Foot	-	-	-	-	13	74
None	3	0	23	1	6	0

4. Suggested Improvements In TNT Events:

Noise reduction and greater competition were the two most frequently mentioned improvements with the two indoor TNT events (Indianapolis & Charlotte). In contrast, the suggested improvements at Richmond centered around speeding-up the program (note: there were long delays between the individual races due to repairs to the vehicles), and offering greater variety of competition. (Indianapolis and Charlotte were combined monster truck and tractor pulling shows versus only monster trucks at Richmond.)

BASE:	TOTAL SAMPLE		
	INDIANAPOLIS <u>(238)</u>	CHARLOTTE <u>(253)</u>	RICHMOND <u>(250)</u>
<u>IMPROVED ACTIVITIES (NET):</u>	<u>27%</u>	<u>28%</u>	<u>41%</u>
Longer Course	8	13	8
More Variety	7	9	14
More Car Crushing	-	5	6
Have Mud Bog	9	-	-
Meet Drivers	-	-	6
<u>IMPROVED FACILITIES (NET):</u>	<u>22%</u>	<u>24%</u>	<u>32%</u>
Reduced Noise	7	13	-
Should be Outdoor	3	10	-
More Competition	21	13	-
Improve Program	18	11	10
Speed up Program	-	-	10

5. Suggested Improvements in NASCAR Events:

While two out of three respondents offered suggestions for improving the enjoyment of the spectators at the two NASCAR races, the three most frequently mentioned suggestions-longer track, longer race, and more frequent races- were beyond the control of the promoter.

	TOTAL SAMPLE	
BASE:	NASHVILLE	LOUISVILLE
	<u>(250)</u>	<u>(254)</u>
<u>ANY SUGGESTIONS (NET):</u>	<u>70%</u>	<u>62%</u>
Longer Track	10	20
Longer Race	10	6
Better Known Drivers	-	6
Get Closer to Cars/Drivers	1	6
Schedule Earlier in the Season*	-	5
Schedule More Often	5	5

*It was over 95 degrees at the start of the race in Louisville

III. BRAND/PRODUCT/SPONSOR ANALYSIS (MALES ONLY):

Reflecting the male target group of the sponsoring products, the analysis of the findings associated with brands, products, and sponsors is being conducted among only male respondents.

1. Sponsor Awareness TNT Events:

There were significant differences in unaided sponsor recall among the three events. Redman was mentioned by approximately one-fourth of the respondents at Indianapolis compared with nearly two-thirds of Charlotte respondents. The high C.D.I. for loose leaf in North Carolina coupled with the fact that more than twice as many Charlotte respondents used loose leaf no doubt was a major factor in this result. The low 7% recall in Richmond is traceable to the fact Renegades was the primary sponsor, with Redman only supported by banners. Renegades awareness was low across all three events. This result was particularly disappointing from the Richmond event since the brand was name-in-title sponsor of the monster truck series.

(See chart next page)

Sponsor Awareness TNT Events

MALES

BASE:	INDIANAPOLIS <u>(148)</u>	CHARLOTTE <u>(150)</u>	RICHMOND <u>(150)</u>
<u>UNAIDED RECALL:</u>			
Redman	27%	58%	7%
Renegades	10	5	28
Chevrolet Dealer	74	23	-
Ford Dealer	-	10	43
TNT	20	12	3
ESPN	3	3	0
Radio Station	-	28	3
Beer	-	-	10
Plano	-	8	-
Carquest	36	-	-
<u>PRODUCT IDENTIFICATION:</u>			
Redman- Chewing Tobacco	86%	100%	96%
Renegades- Tobacco	24	19	27
Snuff	27	15	61
Don't Know	49	56	9
<u>SLED SPONSORSHIP:</u>			
Redman	59%	72%	*
Renegades	44	12	*
Other/Don't Know	44	12	*

*Sled Not Used for this Event.

2. Sponsor Awareness NASCAR Events:

In contrast to the TNT events where Redman and/or Renegades were the national name-in-title sponsors, Granger Select was the local sponsor at the two NASCAR races. This change in sponsorship approach resulted in a dramatic increase in unaided recall. Nearly two-thirds of the respondents identified Granger Select as the main sponsor and approximately three-fourths identified the brand as a sponsor. Moreover, only one-in-ten respondents could not identify Granger Select as a chewing tobacco. The national sponsors of the NASCAR Grand National racing series- Busch beer and Goody's headache powders- achieved recall levels comparable to the levels achieved by the two Pinkerton brands at the TNT events.

SPONSOR AWARENESS NASCAR EVENTS:

BASE:	MALES	
	NASHVILLE (150)	LOUISVILLE (153)
<u>MAIN SPONSOR (UNAIDED FIRST MENTIONED):</u>		
Granger Select	69%	64%
Busch Beer	4	12
Goo Goo Clusters	2	1
Goody's	1	7
<u>ALL SPONSORS:</u>		
Granger Select	70	73
Busch Beer	25	32
Goo Goo Clusters	19	6
Goody's	11	36
Levi Garret	1	-
<u>PRODUCT IDENTIFICATION:</u>		
Granger Select- Chewing Tobacco	88	90

3. Product Usage:

The level of usage of smokeless tobacco products among male respondents at the five events was greater than the usage among all males 18+ for the respective states in which each event was held. The event appeared to attract a higher percentage of loose leaf users than moist snuff users. The only exception to this finding was at the Indianapolis event. With regards to usage of other products, respondents appeared to have average usage of cigarettes, pipe tobacco, and soft drinks with above average levels of beer and coffee.

PRODUCT USAGE

	MALES				
BASE:	INDIANAPOLIS (148)	CHARLOTTE (150)	RICHMOND (150)	NASHVILLE (150)	LOUISVILLE (150)
<u>USE ON</u>					
<u>REGULAR</u>					
<u>BASIS:</u>					
Loose leaf chewing tobacco	11%	23%	9%	12%	10%
Moist Snuff	15	4	5	3	5
Plug Chewing Tobacco	5	4	2	3	5
Cigarettes	43	29	44	37	35
Pipe Tobacco	3	2	4	2	3
Soft Drinks	92	89	89	83	92
Coffee	49	55	52	59	63
Beer	48	31	57	47	54
Wine Coolers	19	11	19	13	12

4. Brand Usage:

While the bases are extremely small, the data suggest users are attracted to and support events sponsored by their respective brands.

	MALES				
	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
BASE (USE PRODUCT):	<u>(17)</u>	<u>(34)</u>	<u>(14)</u>	<u>(18)</u>	<u>(16)</u>
<u>LOOSE LEAF-</u>					
Redman	53%	76%	71%	22%	38%
Levi Garret	29	12	21	33	25
Beechnut	6	-	-	6	6
Granger					
Select	-	-	-	28	13
Others	12	-	-	11	-
BASE (USE PRODUCT):	(22)	(6)	(8)	(5)	(8)
<u>MOIST SNUFF-</u>					
Skoal	59%	50%	50%	40%	38%
Copenhagen	14	33	25	20	13
Kodiak	18	17	25	20	50
Others	10	-	-	-	-
BASE (USE PRODUCT):	(8)	(6)	(3)	(5)	(7)
<u>PLUG-</u>					
Redman	50%	50%	33%	40%	14%
Levi	25	-	33	-	14
Taylor's					
Pride	-	33	-	20	-
Others	25	17	33	40	72

5. Ownership of Smokeless Tobacco Premium Items:

A majority of the male respondents indicated they did not own a smokeless tobacco branded premium. However, slight more than one-third claimed ownership of a premium item which was considerably higher than the claimed level of smokeless tobacco usage among the respondents. This suggests there is a more widespread market for branded premiums than for the product itself.

BASE:	MALES			
	CHARLOTTE (150)	RICHMOND (150)	NASHVILLE (150)	LOUISVILLE (153)
Do Not Own Premiums:	59%	67%	64%	69%
<u>Own Premiums (Net)</u>	<u>41</u>	<u>33</u>	<u>36</u>	<u>31</u>
Redman	27	18	7	10
Skoal	-	5	19	12
Levi Garret	12	3	7	8
Beechnut	4	2	1	3
Granger Select	-	-	3	8
Renegades	-	1	-	3

Note: Question was not asked at the Indianapolis event.

6. Magazine Readership:

Readership of magazines was low among male respondents at all events which reflects the available data on smokeless tobacco users in general. The respondents at the two NASCAR races appeared to read a greater number of event related media than the respondents at the TNT events.

	MALES				
BASE:	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
	<u>(148)</u>	<u>(150)</u>	<u>(150)</u>	<u>(150)</u>	<u>(153)</u>
Four					
Wheeler	17%	9%	17%	-	-
Hot Rod	-	3	12	5	6
Off-Road					
America	11	5	7	-	-
Stock Car					
Racing	-	-	1	21	16
Circle					
Track	-	-	-	15	18
Grand National					
Scene	-	-	4	23	16
National Speed					
Sport News	-	-	1	2	4
Others	4	5	3	2	9
None	32	21	51	39	52

7. Interest and Participation In Other Activities:

Male respondents indicated a strong interest in a large number and variety of sports and entertainment activities. Auto racing, football, country music and fishing were the most frequently mentioned activities. With regard to participation in sports, fishing was the number one mentioned activity closely followed by camping, and hunting. Tennis and golf received the fewest mentions with skiing surprisingly mentioned by nearly one-fourth of the respondents.

Activities Interest

	MALES				
BASE:	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE
	<u>(148)</u>	<u>(150)</u>	<u>(150)</u>	<u>(150)</u>	<u>(153)</u>
<u>Interested</u>					
<u>in:</u>					
Auto Racing	88%	93%	92%	95%	100%
Football	72	73	79	79	76
Motorcycling	71	63	53	41	43
Country Music	55	68	73	69	77
Fishing	68	63	73	53	55
Baseball	52	61	61	65	63
Basketball	51	58	41	58	74
Rodeo	49	51	52	35	35
Professional Wrestling	49	54	57	30	26
Hunting	51	51	56	41	37
Camping	38	42	37	34	33
Hockey	36	16	32	28	21
Bowling	27	25	31	26	35
Skiing	31	35	35	31	24
Softball	25	32	32	31	32
Tennis	18	17	27	21	21
Golf	20	27	20	29	35

(Continued)

Activities Participation

		MALES				
BASE:	INDIANAPOLIS	CHARLOTTE	RICHMOND	NASHVILLE	LOUISVILLE	
	<u>(148)</u>	<u>(150)</u>	<u>(150)</u>	<u>(150)</u>	<u>(153)</u>	
<u>Participate In:</u>						
Fishing	na	69	74	61	57	
Camping	55	47	49	47	44	
Hunting	53	53	53	47	37	
Basketball	47	37	29	35	42	
Softball	34	33	35	39	28	
Baseball	30	29	29	29	21	
Bowling	30	30	39	29	31	
Skiing	22	30	29	29	16	
Golf	22	19	15	23	29	
Tennis	8	7	17	15	14	

8. Demographic Profiles TNT Events (Males Only):

The demographic profile of the male respondents at the TNT events was reflective of the Simmons demographic profiles for loose leaf and moist snuff users. Differences are noted as follows:

FOR LOOSE LEAF:

- *Younger
- *Less Educated
- *Lower Income

FOR MOIST SNUFF:

- *Younger
- *Less Educated
- *Lower Income

(See chart next page)

DEMOGRAPHIC PROFILES TNT EVENTS

	MALES			
BASE SIZE:	LOOSE <u>LEAF</u>	INDIANAPOLIS <u>(148)</u>	CHARLOTTE <u>(150)</u>	RICHMOND <u>(150)</u>
<u>AGE:</u>				
18-24	18%	33%	24%	23%
25-34	34	32	34	40
35-49	26	32	33	32
50+	22	2	8	5
<u>EDUCATION:</u>				
Some High School or Less	24	15	31	19
High School Graduate	31	66	52	52
Some College	23	14	15	19
College Graduate	22	5	3	11
<u>MARTIAL STATUS:</u>				
Married	59	43	67	63
Not Married	41	57	33	37
<u>HOUSEHOLD INCOME:</u>				
Less than \$15,000	18	18	15	8
\$15,000-\$25,000	19	28	33	19
\$25,000-\$40,000	26	29	31	39
\$40,000+	37	16	19	25
<u>OCCUPATION:</u>				
Professional/ Manager	6	16	10	13
Technical/Clerical/ Sales	15	19	15	9
Precision/Crafts/ Repair	19	45	50	52
Other	25	30	25	26
Not Employed	35	0	0	0

DEMOGRAPHIC PROFILES TNT EVENTS

BASE SIZE:	MALES			
	<u>MOIST SNUFF</u>	<u>INDIANAPOLIS (148)</u>	<u>CHARLOTTE (150)</u>	<u>RICHMOND (150)</u>
<u>AGE:</u>				
18-24	18%	33%	24%	23%
25-34	34	32	34	40
35-49	26	32	33	32
50+	22	2	8	5
<u>EDUCATION:</u>				
Some High School or Less	24	15	31	19
High School Graduate	31	66	52	52
Some College	23	14	15	19
College Graduate	22	5	3	11
<u>MARTIAL STATUS:</u>				
Married	59	43	67	63
Not Married	41	57	33	37
<u>HOUSEHOLD INCOME:</u>				
Less than \$15,000	18	18	15	8
\$15,000-\$25,000	19	28	33	19
\$25,000-\$40,000	26	29	31	39
\$40,000+	37	16	19	25
<u>OCCUPATION:</u>				
Professional/ Manager	14	16	10	13
Technical/Clerical/ Sales	20	19	15	9
Precision/Crafts/ Repair	15	45	50	52
Other	38	30	25	26
Not Employed	13	0	0	0

9. Demographic Profiles NASCAR Events (Males Only):

The demographic profile of the male respondents for the NASCAR races also reflected the Simmons demographic profile for loose leaf users. Differences are noted as follows:

*Older

*More High School Graduated

*Higher Income

(See chart next page)

DEMOGRAPHIC PROFILES NASCAR EVENTS

BASE SIZE:	<u>LOOSE</u> <u>LEAF</u>	MALES NASHVILLE <u>(150)</u>	LOUISVILLE <u>(150)</u>
<u>AGE:</u>			
18-24	15%	10%	8%
25-34	25	35	31
35-49	19	43	42
50+	41	11	19
<u>EDUCATION:</u>			
Some High School or Less	34	14	21
High School Graduate	39	57	46
Some College	19	19	22
College Graduate	8	10	12
<u>MARTIAL STATUS:</u>			
Married	68	66	70
Not Married	32	34	30
<u>HOUSEHOLD INCOME:</u>			
Less than \$15,000	27	5	10
\$15,000-\$25,000	26	21	23
\$25,000-\$40,000	29	31	37
\$40,000+	18	35	27
<u>OCCUPATION:</u>			
Professional/Manager	6	26	19
Technical/Clerical/Sales	15	11	15
Precision/Crafts/Repair	19	40	44
Other	25	21	22
Not Employed	35	0	0

IV. Special Questions:

Throughout the five spectator research surveys additional special questions were added to the individual questionnaires. The purpose of these additional questions was fourfold:

- * To identify additional sports or activities that would present a viable sponsorship opportunity for Pinkerton brands.
- * To assist Pinkerton in utilizing the events to tie-in promotional efforts with key trade factors.
- * To assist TNT in retaining current secondary sponsors.
- * To assist TNT in securing additional sponsors.

1 A. Potential Sponsorship Opportunities:

As noted in the Brand/Product/Sponsor Analysis section of this study male spectators were interested in and participated in numerous sporting and entertainment activities. Key activities that warrant further evaluation for sponsorship by Pinkerton brands are shown below:

BASE:	MALES*	
	INTERESTED IN (751)	PARTICIPATED IN (751)
Bowling	29%	32%
Golf	26	22
Hunting	47	49
Motorcycling	58	na
Rodeo	44	na

1 B. Concerts and Music Preferences:

Prior to expanding Pinkerton's involvement in sponsoring music concerts, respondent at the Richmond event were questioned to determine their involvement with different types of music.

Half of the sample (51%) considered Country & Western to be their favorite type of music. Nearly that many (42%) specified Rock & Roll or Popular music.

In addition, half (50%) had attended a live concert in the past 12 months. Attendees mentioned Country & Western (66%) and Rock & Roll/Popular (52%) most often as the types of music featured at these concerts.

(Base size)	<u>Total</u> (252)	<u>Males</u> (150)	<u>Females</u> (102)
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FAVORITE TYPE OF MUSIC:

Country & Western	51%	46%	59%
Rock & Roll/Popular	42	45	38
Black-oriented	4	5	1

CONCERT ATTENDANCE PAST 12 MONTHS:

None	50%	49%	52%
One or two	27	26	28
Three+	23	25	20

TYPES OF MUSIC AT CONCERTS ATTENDED:

(Base=Attended in past 12 months) (125)	(76)	(49)	
Country & Western	66%	58%	80%
Rock & Roll/Popular	52	53	51
Heavy Metal	8	8	8
Black-oriented	7	9	4
Jazz/New Age	2	1	2

2. Potential Trade Factor Tie-Ins:

To assist the marketing and sales departments in utilizing the sporting events currently sponsored by Pinkerton brands to obtain promotional support from key trade factors, respondents at the Charlotte event were questioned to identify what stores they shopped most often for non grocery items. The top three chains mentioned are all key accounts for Pinkerton brands.

	CHARLOTTE		
BASE:	TOTAL	MALE	FEMALE
	<u>(253)</u>	<u>(150)</u>	<u>(153)</u>
STORE SHOPPED MOST OFTEN:			
Wal-Mart	37%	37%	36%
K-Mart	34	29	41
Roses	13	14	11
Sears	11	13	7
J.C. Penney	5	5	5

3. Current Sponsor Evaluation:

TNT is currently supported by Chevrolet/GMC trucks and Plano plastic tool boxes. In order to solidify these sponsorships, respondents were questioned regarding their tool box and pick-up ownership.

3 A. Pick-Up Ownership:

Approximately one-third of the respondents own a pick-up truck with Ford and Chevrolet having virtually identical levels of ownership. More importantly, 67% of the respondents indicated they owned a 1985 or earlier model year vehicle suggesting this is a strong potential market for pick-up trucks.

	CHARLOTTE/RICHMOND MALES <u>(300)</u>
BASE:	
Own a Pick-Up Truck (net)	35%
Brand Owned (Base pick-up ownership)	(105)
Chevrolet/GMAC	39%
Ford	37
Japanese (net)	16
Dodge	7
Age of Vehicle:	
1985 model year or older	67%
pre 1984 model year	56

3 B. Tool Box Ownership:

Sears/Craftsman was by far the number one mentioned brand of tool boxes. A current secondary sponsor of TNT events, Plano plastic tool boxes was mentioned by only 4% of the respondents. However, the key finding is there was very lower ownership of plastic tool boxes (11%), suggesting a clear preference for metal boxes and a difficult position for Plano.

	CHARLOTTE/RICHMOND MALES	
	BRANDS OWNED	BRANDS LAST PURCHASED
BASE:	<u>(300)</u>	<u>(300)</u>
BRANDS:		
Sears/Craftsman	65%	56%
Stack-On	16	9
Kennedy	8	6
Plano	4	4
Stanley	3	2
Any Brand Plastic	11	8

4. Potential Sponsor Evaluation:

Several areas were identified for evaluation to assist TNT in securing additional sponsors. Among the areas were fast food restaurants, family restaurants, mass merchandisers, auto accessory stores, auto accessories, mechanic's tools and auto repair outlets.

4. A Favorite Restaurants:

Among the respondents at the Charlotte event, Hardee's was mentioned most frequently as the fast food restaurant eaten at most often (34%) and in the past 3 months (84%).

Pizza Hut was the "sit-down" chain restaurant mentioned most frequently (60%) as eaten at in the past 3 months. However, the Waffle House was chosen by the largest proportion (23%) as the "sit-down" restaurant visited most often.

	<u>CHARLOTTE</u>	
	Eaten At Past <u>3 Months</u> (253)	Eat At Most <u>Often</u> (253)
(Base size)		
FAST FOOD RESTAURANTS:		
Hardee's	84%	34%
McDonalds	83	27
Burger King	72	19
Kentucky Fried Chicken	65	4
Wendy's	58	7
Bojangles	39	4
Captain D's	21	2
SIT DOWN CHAIN RESTAURANTS:		
Pizza Hut	60%	19%
Waffle House	51	23
Red Lobster	27	5
Shoney's	17	5
Quincy's	15	12
Western Steer	13	7
Western Sizzler	9	6

4. B Mass Merchandisers:

For household goods (not including groceries), Wal-Mart (37%) and K-Mart (34%) were mentioned most often as the store for most shopping.

(Base size)	<u>CHARLOTTE</u>		
	<u>Total</u> (253)	<u>Males</u> (150)	<u>Females</u> (103)

HOUSEHOLD GOODS:

Wal-Mart	37%	37%	36%
K-Mart	34	29	41
Roses	13	14	11
Sears	11	13	7
J.C. Penney	5	5	5

4. C Auto Accessories and Parts Stores:

NAPA auto stores was the most frequently mentioned outlet for the purchase of auto accessories and parts with no other national chain achieving any significant mention.

	MALES CHARLOTTE/RICHMOND <u>(300)</u>
BASE:	
NAPA Stores	36%
Independent Stores	29
Discount Stores	15
Advance Auto Stores	15
Auto Zone/Shack Stores	13
Western Auto Stores	10
CarQuest	9
Automobile Dealer	9
Trax Auto Stores	6
Big A Auto Stores	6
Sears	6
Pep Boys	5

4. D Automobile Maintenance:

More than half of the males indicated they performed routine maintenance on their cars themselves. Moreover, a surprising number of females (37%) claimed they also did their own routine maintenance. No national chain received a mention of greater than 6% as a outlet used for routine automobile maintenance. This suggests there may be little potential for TNT to secure sponsorship in this area.

CHARLOTTE/RICHMOND
MALES
(300)

BASE:

Location for Routine Auto Maintenance:

Do it Myself	53%
Private Garage	26
Automobile Dealer	24
Gas Station	8
Good Year	6

4. E Brand of Mechanics Tools:

Sears Craftsman mechanic's tools were mentioned by more than nine out of ten respondents with one-third of the respondents mentioning Snap-On and Vice Grip as a brand they owned. Moreover, virtually all male respondents owned mechanic's tools. All three brands appear to offer potential for TNT sponsorship.

	RICHMOND	
	BRAND USED MOST OFTEN	BRAND LAST PURCHASED
BASE:	<u>(150)</u>	<u>(150)</u>
<u>BRANDS:</u>		
Sears/Craftsman	94%	77%
Snap-On	31	13
Vice Grip	34	3
Pronto	11	1
All Other	3	2
None	3	4

4. F AUTOMOBILE ACCESSORIES:

In the five categories of automobile accessories measured a single clearly preferred brand emerged in all categories except spark plugs. In tires it was Good Year, in batteries it was Sears, in motor oil it was clearly Penzoil, and in anti freeze Prestone was preferred three-to-one over the next brand. In sparkplugs A C Delco and Champion achieved very close levels. In all cases there was very little difference between "most often brand" and "last purchased brand." Clearly, there is a great deal of potential for TNT to pursue this area for sponsors.

	CHARLOTTE/RICHMOND MALES	
BASE:	BRANDS USED MOST OFTEN (300)	BRANDS LAST PURCHASED (300)
<u>AUTOMOBILE/TRUCK TIRES:</u>		
Good Year	37%	32%
Michelin	13	11
Goodrich	10	9
Firestone	5	6
General	3	3
<u>AUTOMOBILE BATTERY:</u>		
Sears/Die Hard	36%	32%
Interstate	14	15
Delco	13	13
<u>SPARK PLUG:</u>		
A C Delco	30%	30%
Champion	24	28
Autolite	17	18
Motor Craft	10	9

(Continued)

MOTOR OIL:

Penzoil	41%	41%
Havoline	17	17
Castroil	12	10
Quaker State	10	10
Valvoline	8	8

ANTI FREEZE:

Prestone	54%	51%
Peak	15	16
Zerex	6	7

V. DETAILED FINDINGS MARKET SHARE ANALYSIS:

Fifteen different events among four brands-Redman Golden Blend, Granger Select, Redman, and Renegades- met the previously stated criteria and were selected for evaluation. The events represented six varied activities-automobile races, country music concerts, monster truck races, festivals, tractor pulls, and professional wrestling. In addition to being name-in-title sponsor of the event they each had additional support associated with that activity. In contrast, the three control events were not supported by additional activity.

ADDITIONAL SUPPORT ACTIVITY:

* Redman Golden Blend Country Concerts:

- Reduced ticket price (\$10.00 versus average \$18,00+).
- \$5.00 off ticket with Redman pouch.
- Heavy local radio station coverage and merchandising.
- Free or reduced price event T-shirts (\$5.00 versus average \$15.00).

* Redman Golden Blend Chisholm Trail Round-Up:

- Sponsor of main daily stage show and Indian living history.
- Reduced admission to stage show with pouch.
- Special T-shirts at reduced price.
- Heavy sampling with product and coupons.
- Heavy local radio station coverage and merchandising.
- Support from cowboy disco.

- * Granger Select NASCAR Automobile Races:
 - \$2.00 off ticket price with Granger Select pouch.
 - In-store displays with 35 instant coupon product.
 - Free T-shirts to first 1000 spectators.
 - Heavy local radio and/or television coverage and merchandising.
 - Heavy sampling with product and high value coupons.
- * Granger Select Country Concert In The Hills:
 - Heavy sampling with product and high value coupons.
 - Reduced admission with pouch.
 - Special event T-shirts at reduced price.
- * Redman Tractor Pulling Series:
 - Heavy local television coverage.
 - Heavy sampling with product and high value coupons.
 - Redman logo items at reduced price.
- * Renegades Monster Truck Challenge:
 - Heavy local television.
 - Heavy sampling with product and "free can" coupons.
 - Renegades logo items at reduced price.
- * Renegades Rampage Wrestling:
 - Heavy local television.
 - Reduced price with can.
 - Free event T-shirt with can.

CONTROL EVENTS:

- * Redman All American Fishing Finals:
 - Local newspaper coverage.
 - Local and national television coverage but Redman name omitted.
- * Granger Select Crappiethon:
 - Local newspaper coverage.
 - Participants could win \$1,000 if they had a Granger Select pouch with them and caught a specially tagged Crappie.
- * Renegades Wrestling Event:
 - Local newspaper advertisements.

ANALYSIS OF BRAND SHARE PERFORMANCE:

As shown in the following tables market share percent changes for the month of the event versus the three-month average share preceding the event ranged from a 4% decrease to a 244% increase. Three-month post event average share changes ranged from a 1% decrease to a 131% increase. The brands with the lowest market shares appeared to display the greatest variation in percent change. In contrast, Redman, which is the largest selling loose leaf tobacco, had a percent change range on the event month from minus 4% to plus 65%, and on the three month post average from plus 1% to plus 10%. In addition, the events with the most attractive promotion tie-in appeared to generate the most consistent increases. Golden Blend, with a high value ticket price promotion generated percent changes from plus 38% to plus 77%. One factor that no doubt played a major role in the share performance was the activity on the part of the Pinkerton field sales force in support of the specific events.

Averaging the percent change for the event month share and the post event average share by brand indicated Renegades achieve the greatest change (+50% and +77% respectively); followed by Redman Golden Blend (+40% and +47%); Granger Select (+64% and +27%); and, Redman (+14% and +6%).

The impact of the control events upon market share was negligible as all percent changes were negative or no

change. This supports the hypothesis that special events that do not attract a large spectator audience and do not have additional promotional elements tied-in appear to exert little measurable influence on brand share.

BRAND SHARE PERFORMANCE:

<u>EVENT:</u>	REDMAN GOLDEN BLEND				
	3 MONTHS	EVENT	MONTH	3 MONTH	AVERAGE
	AVG. PRE			POST	
	<u>SHARE</u>	<u>SHARE</u>	<u>% CHG.</u>	<u>SHARE</u>	<u>% CHG.</u>
<u>Chisholm Trail 1988</u>	5.59	7.39	32%	7.08	27%
<u>Country Concerts</u>					
North Carolina 1989	5.70	8.34	45%	7.86	38%
Texas 1989	3.83	5.41	41%	6.78	77%
AVERAGE PERCENT CHANGE:			40%		47%

<u>EVENT:</u>	GRANGER SELECT				
	3 MONTHS	EVENT	MONTH	3 MONTH	AVERAGE
	AVG. PRE			POST	
	<u>SHARE</u>	<u>SHARE</u>	<u>% CHG.</u>	<u>SHARE</u>	<u>% CHG.</u>
<u>NASCAR Race-</u>					
Louisville 1988	6.33	6.82	8%	6.41	1%
Nashville 1989	2.93	2.90	(1%)	2.90	(1%)
<u>Country Concerts in Hills-</u>					
1987	2.08	2.20	6%	2.21	6%
1988	2.26	7.78	244%	4.58	103%
AVERAGE PERCENT CHANGE:			64%		27%

<u>CONTROL EVENT:</u>					
Fishing 1988	2.50	1.61	(36%)	2.51	0%

BRAND SHARE PERFORMANCE:

<u>EVENT:</u>	REDMAN				
	3 MONTHS AVG. PRE <u>SHARE</u>	EVENT MONTH <u>SHARE</u>	<u>% CHG.</u>	3 MONTH AVERAGE POST <u>SHARE</u>	<u>% CHG.</u>
<u>Tractor Pulls-</u>					
Ohio 1987	38.38	36.91	(4%)	38.63	1%
Ohio 1988	42.25	48.50	14%	44.64	6%
Texas 1987	24.14	39.74	65%	26.64	10%
Texas 1988	28.53	26.42	(7%)	30.69	8%
Texas 1989	25.05	25.95	4%	25.85	3%

AVERAGE PERCENT CHANGE: 14% 6%

<u>CONTROL EVENT:</u>					
Fishing 1987	29.09	26.52	(9%)	26.06	(10%)

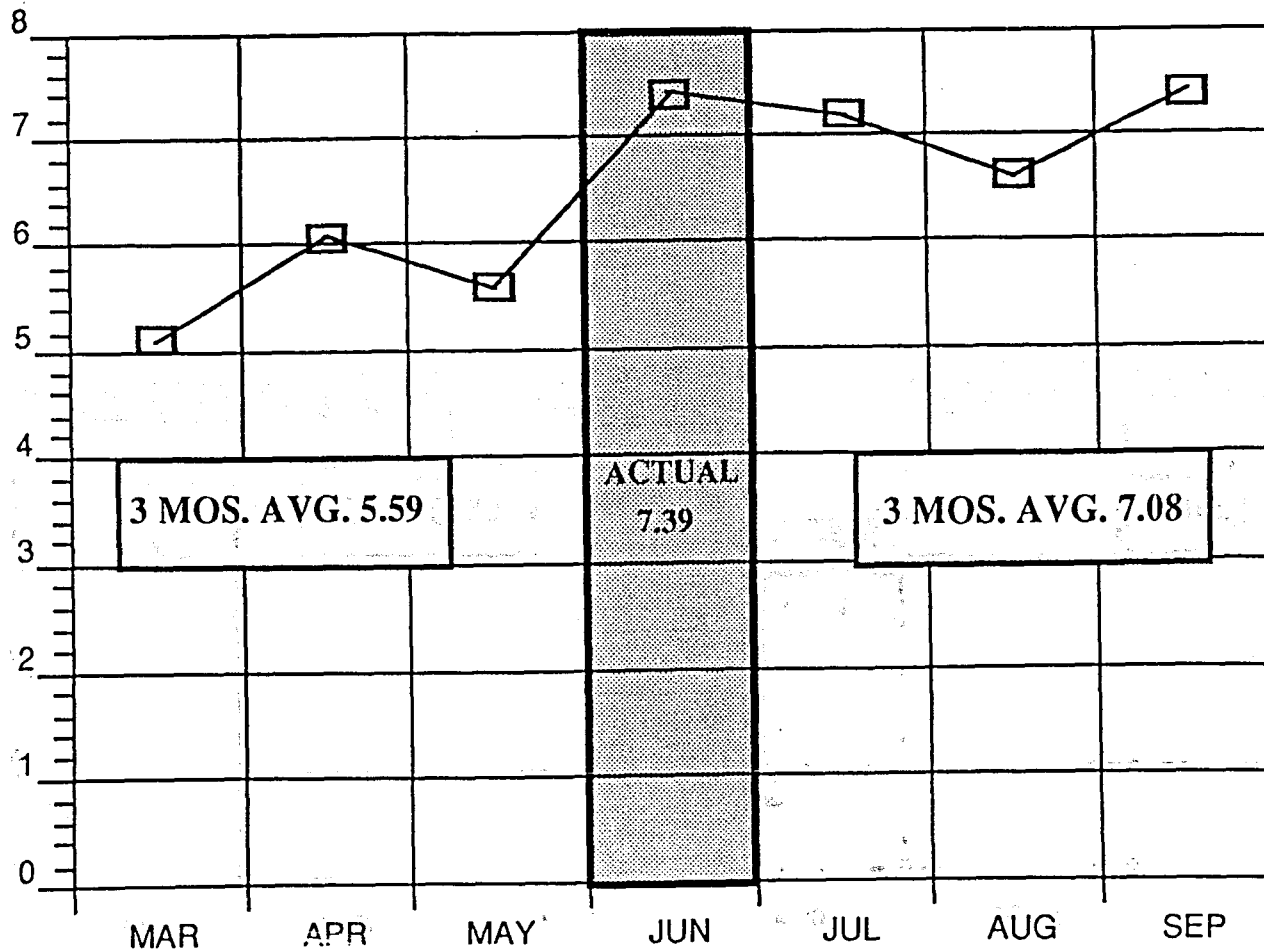
<u>EVENT:</u>	RENEGADES				
	3 MONTHS AVG. PRE <u>SHARE</u>	EVENT MONTH <u>SHARE</u>	<u>% CHG.</u>	3 MONTH AVERAGE POST <u>SHARE</u>	<u>% CHG.</u>
Monster Truck 1988	.08	.20	150%	.14	75%
<u>Wrestling Series</u>					
Louisville 1988	3.23	3.11	(4%)	4.05	25%
Memphis 1988	.22	.41	86%	.51	131%
AVERAGE PERCENT CHANGE: 50 77%					

<u>CONTROL EVENT:</u>					
Wrestling Match 1988	.19	.10	(47%)	.09	(53%)

Chisholm Trail Round-Up (Golden Blend)

ICC Market Share Activity/Special Events

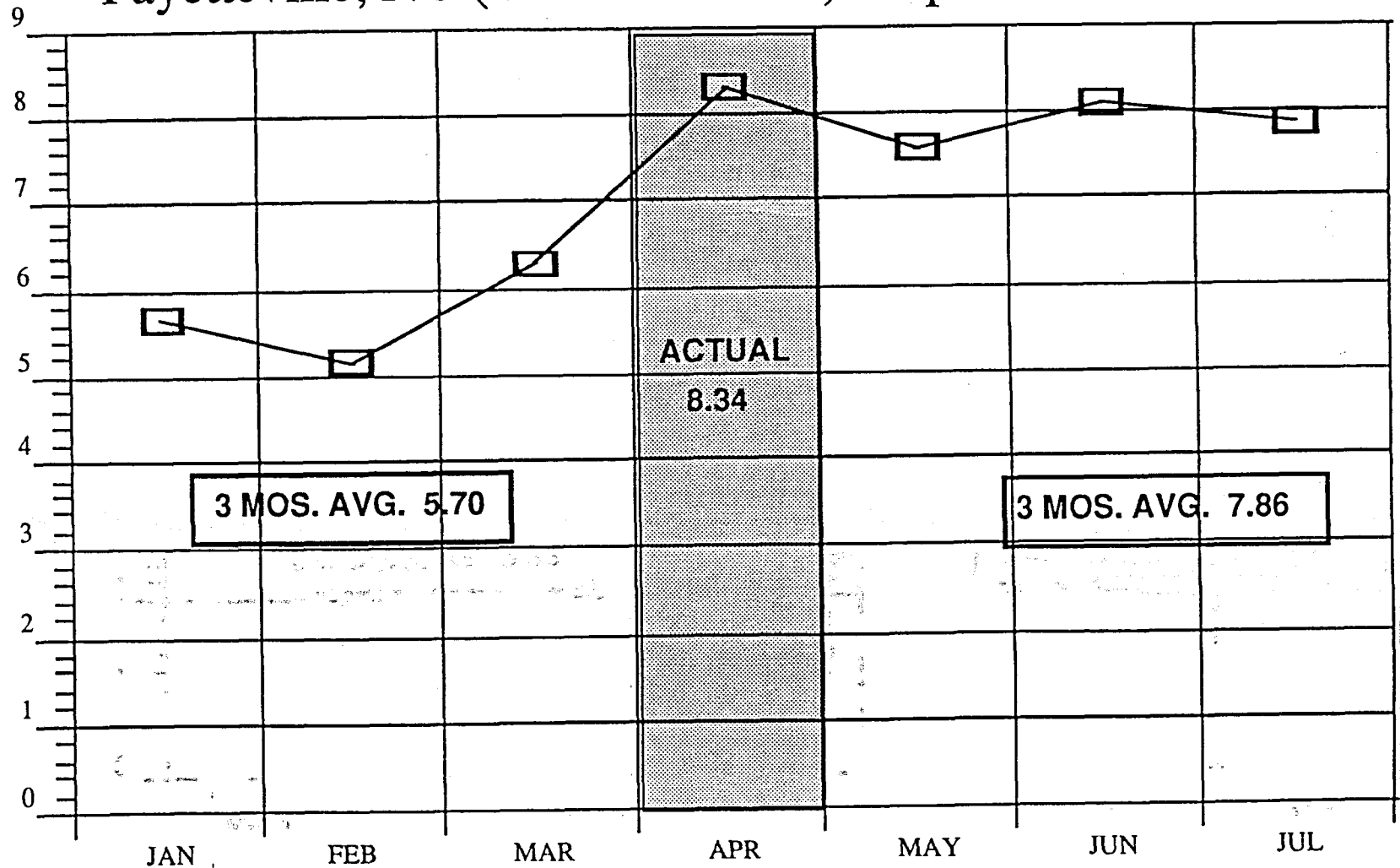
FT. Worth Texas- June 1988



Golden Blend Country Concert

ICC Market Share Activity / Special Events

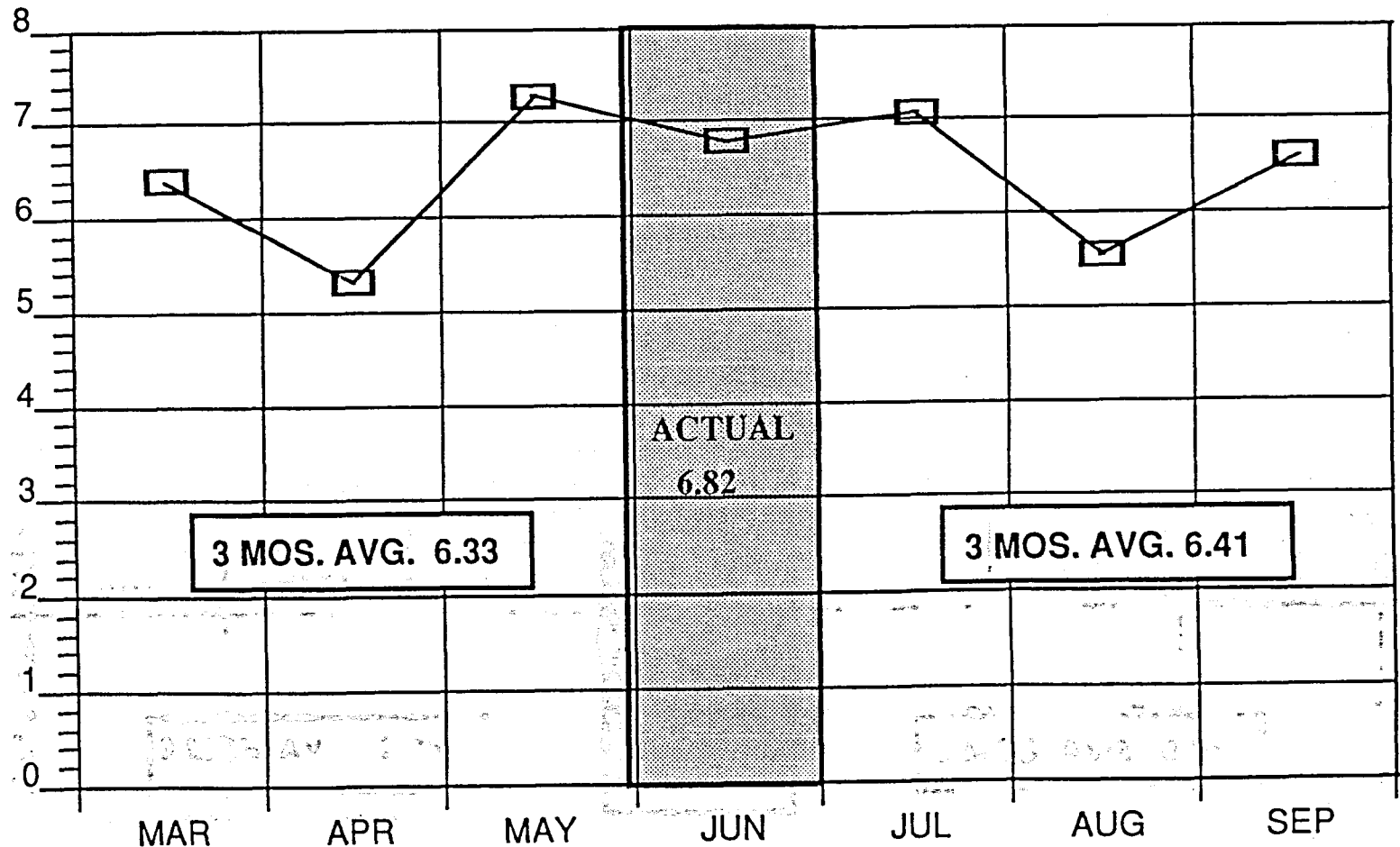
Fayetteville, NC (Goldsboro ICC) - April 1989



Granger Select 200 Grand National Race

ICC Market Share Activity / Special Events

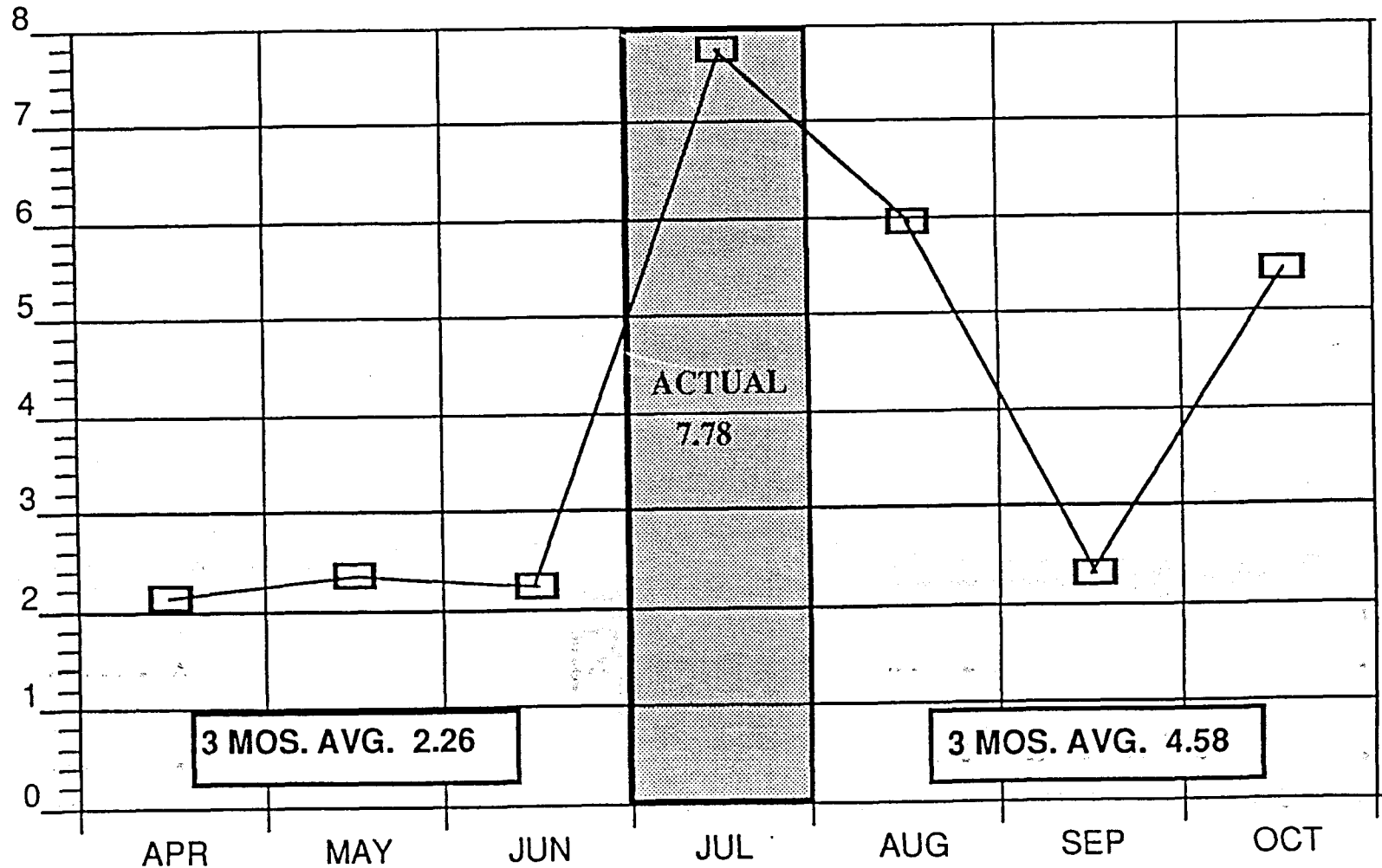
Louisville, KY - June 1988



Country Concert In The Hills (Granger Select)

ICC Market Share Activity / Special Events

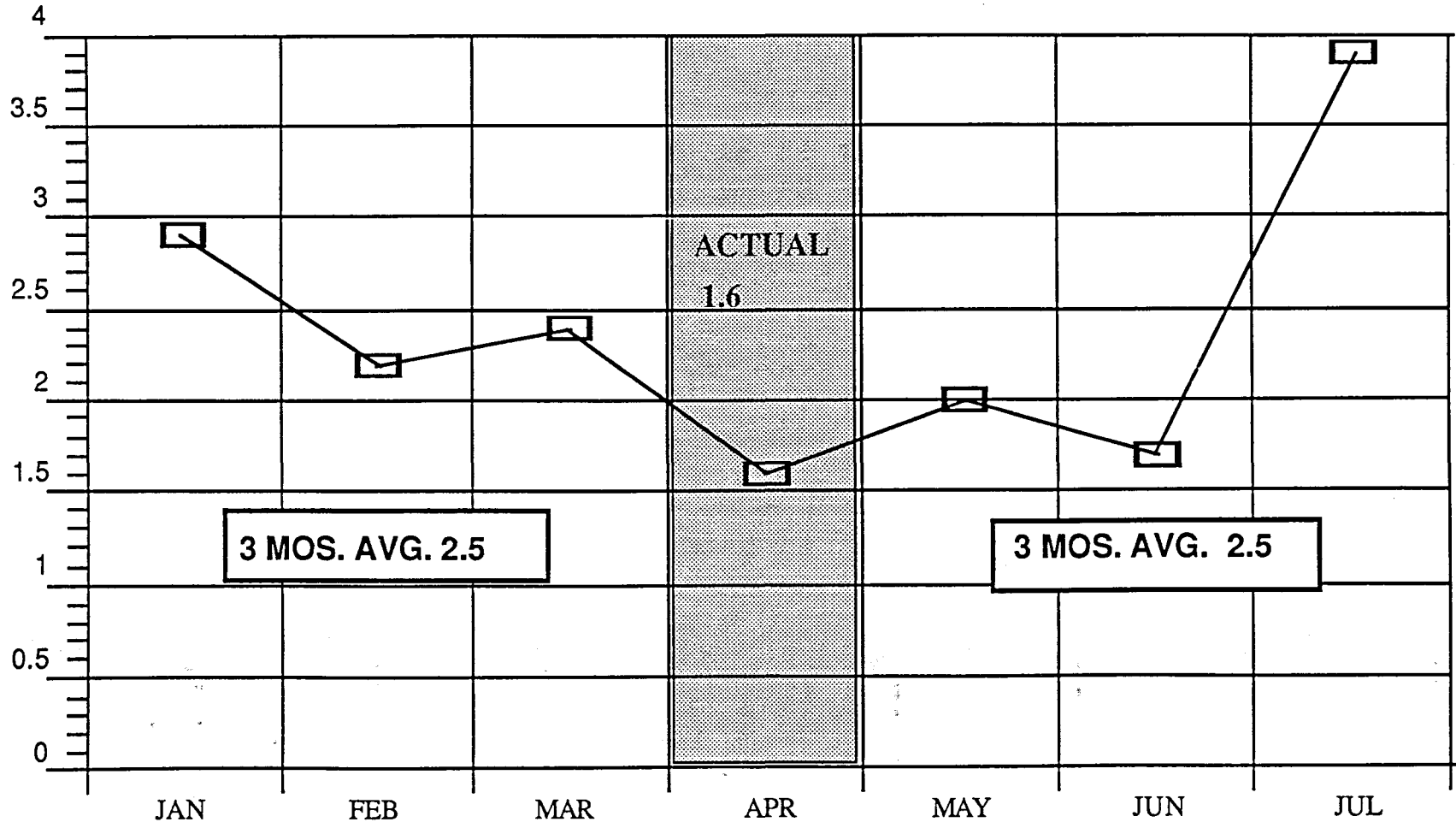
FT. Loramie, OH- July 1988



Granger Select Crappiethon

ICC Market Share Activity / Special Events

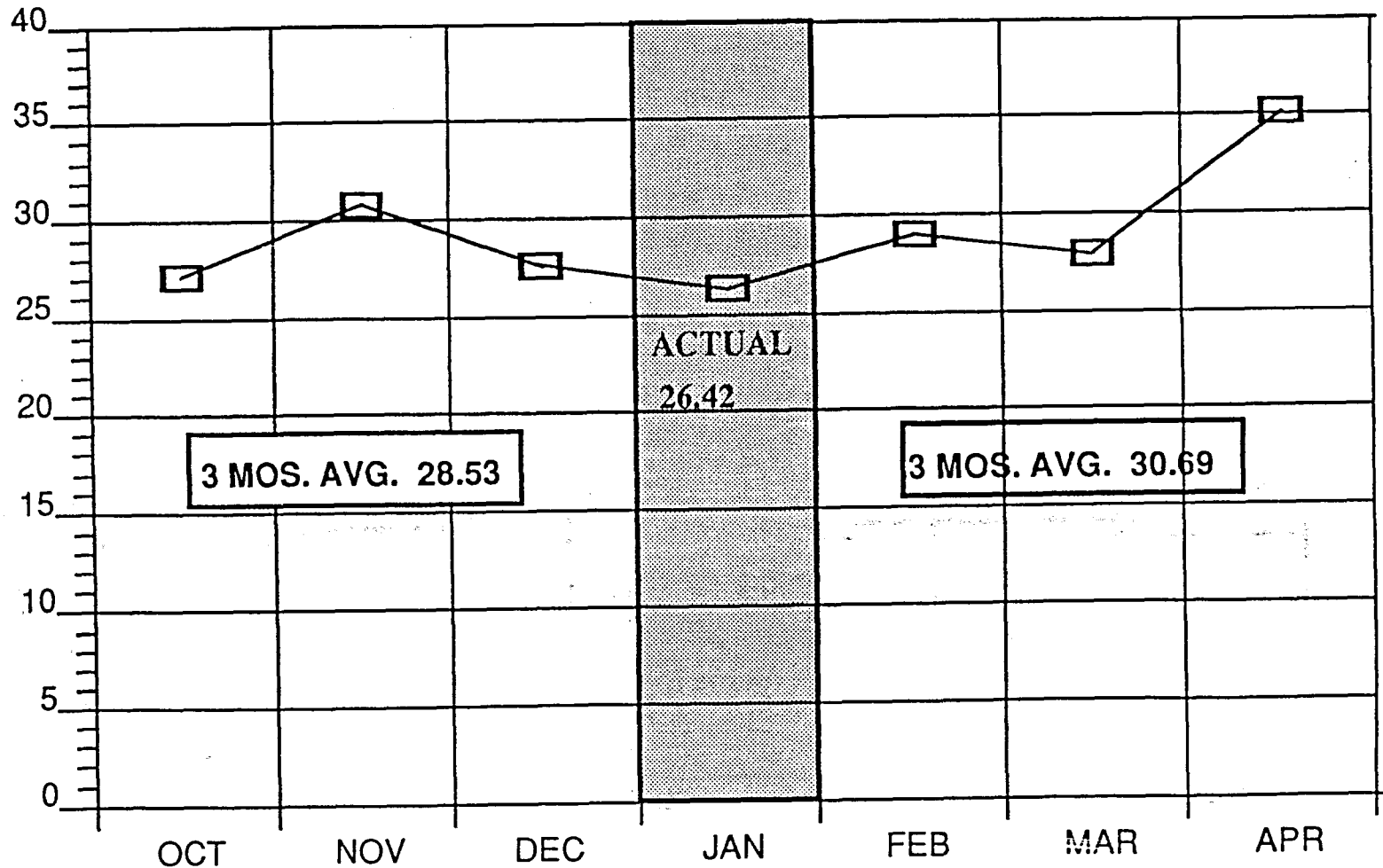
Sante-Cooper, SC (Charleston,SC) April 1988



Red Man TNT Super Nationals

ICC Market Share Activity / Special Events

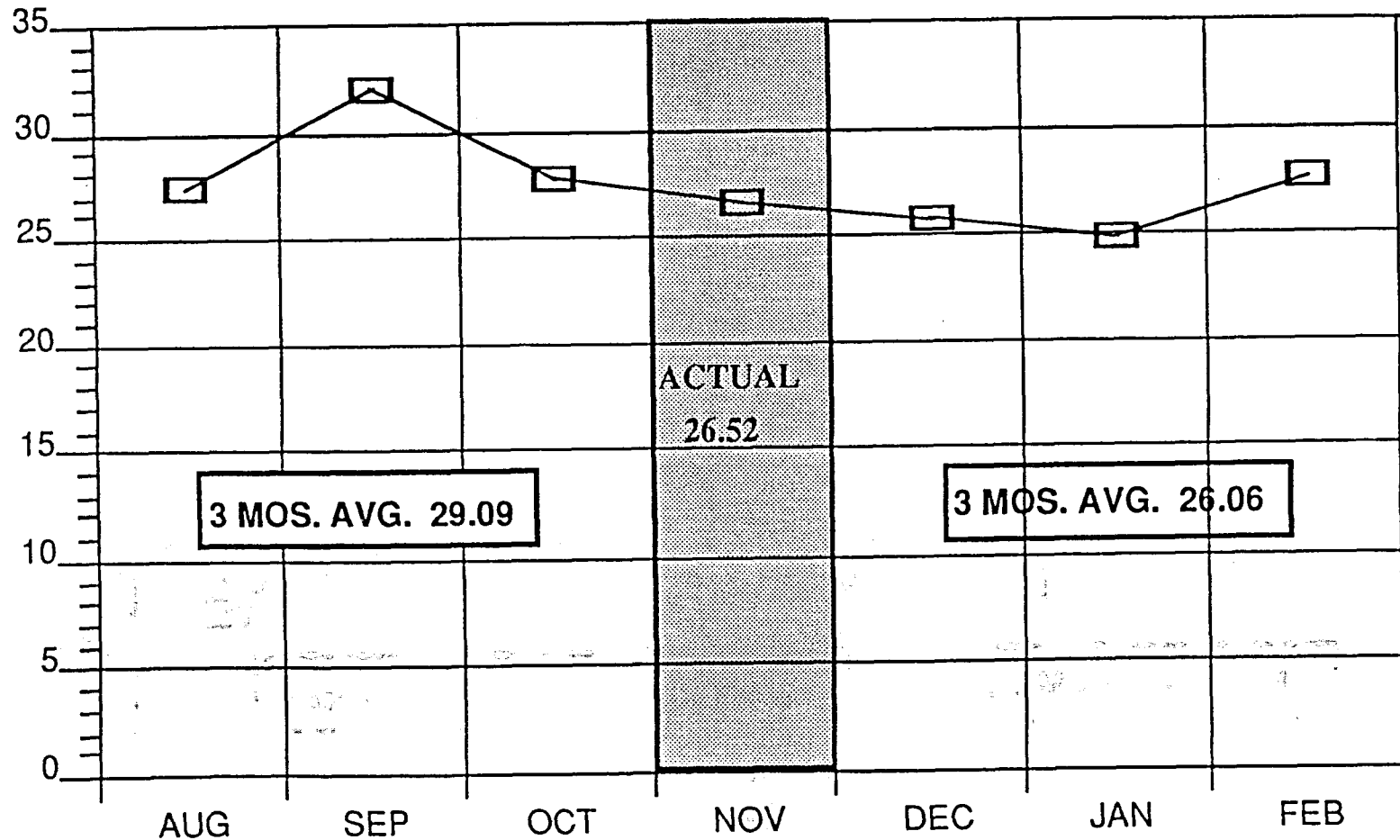
Houston, TX - February 1988



Red Man All American (Operation Bass)

ICC Market Share Activity / Special Events

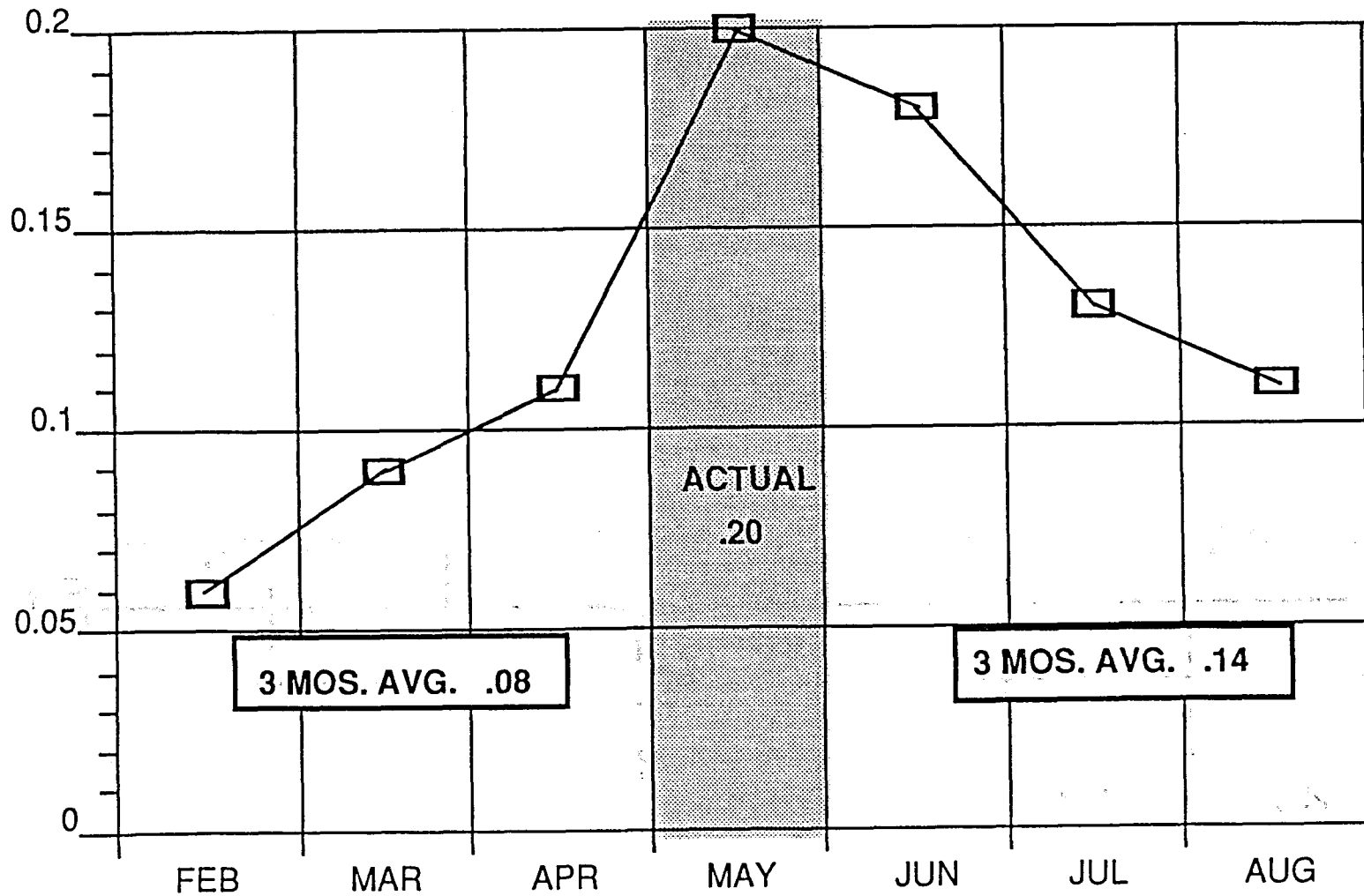
Little Rock AR - November 1987



Renegades Monster Truck Challenge

ICC Market Share Activity / Special Events

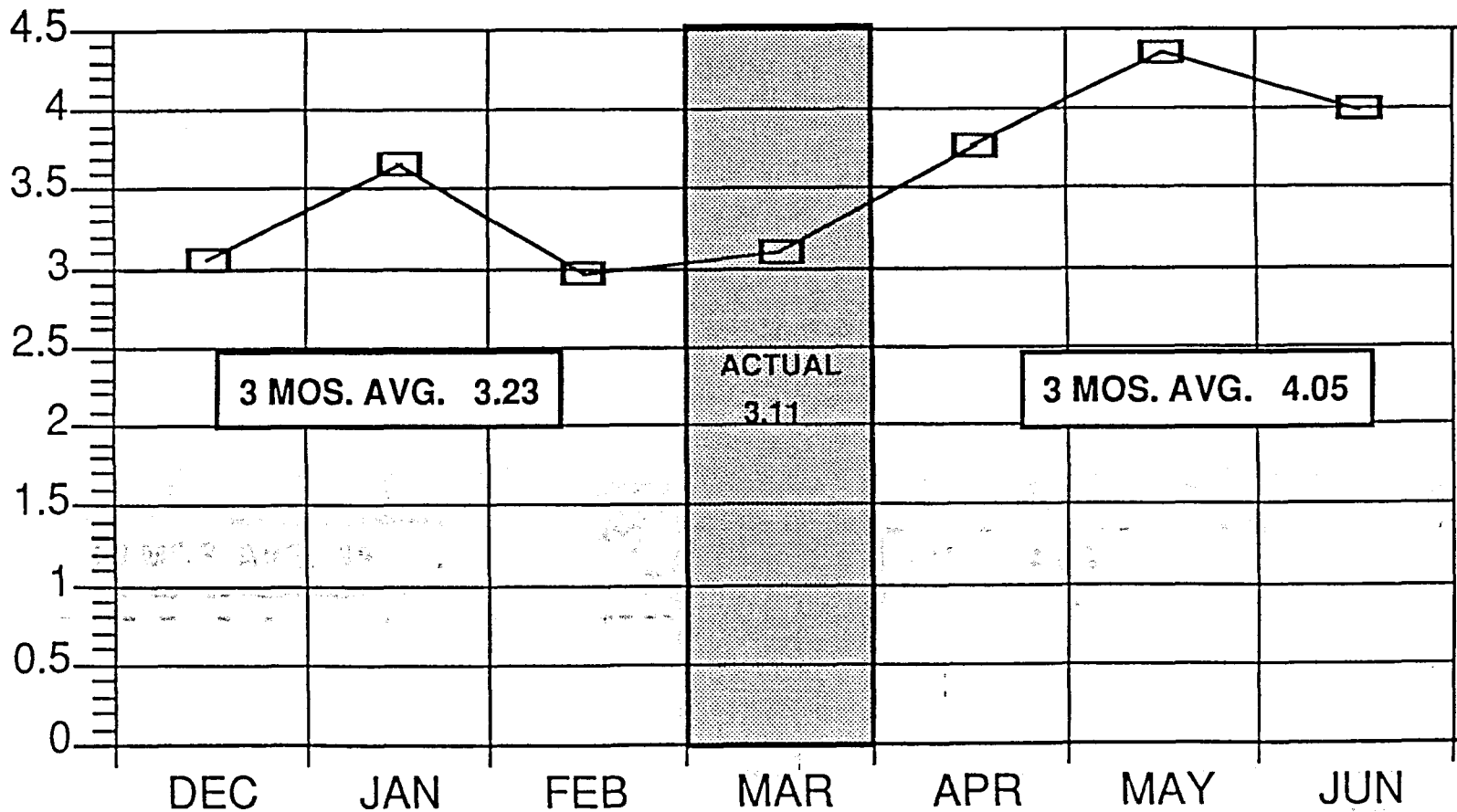
Knoxville, TN - May 1988



Renegades Rampage Wrestling

ICC Market Share Activity / Special Events

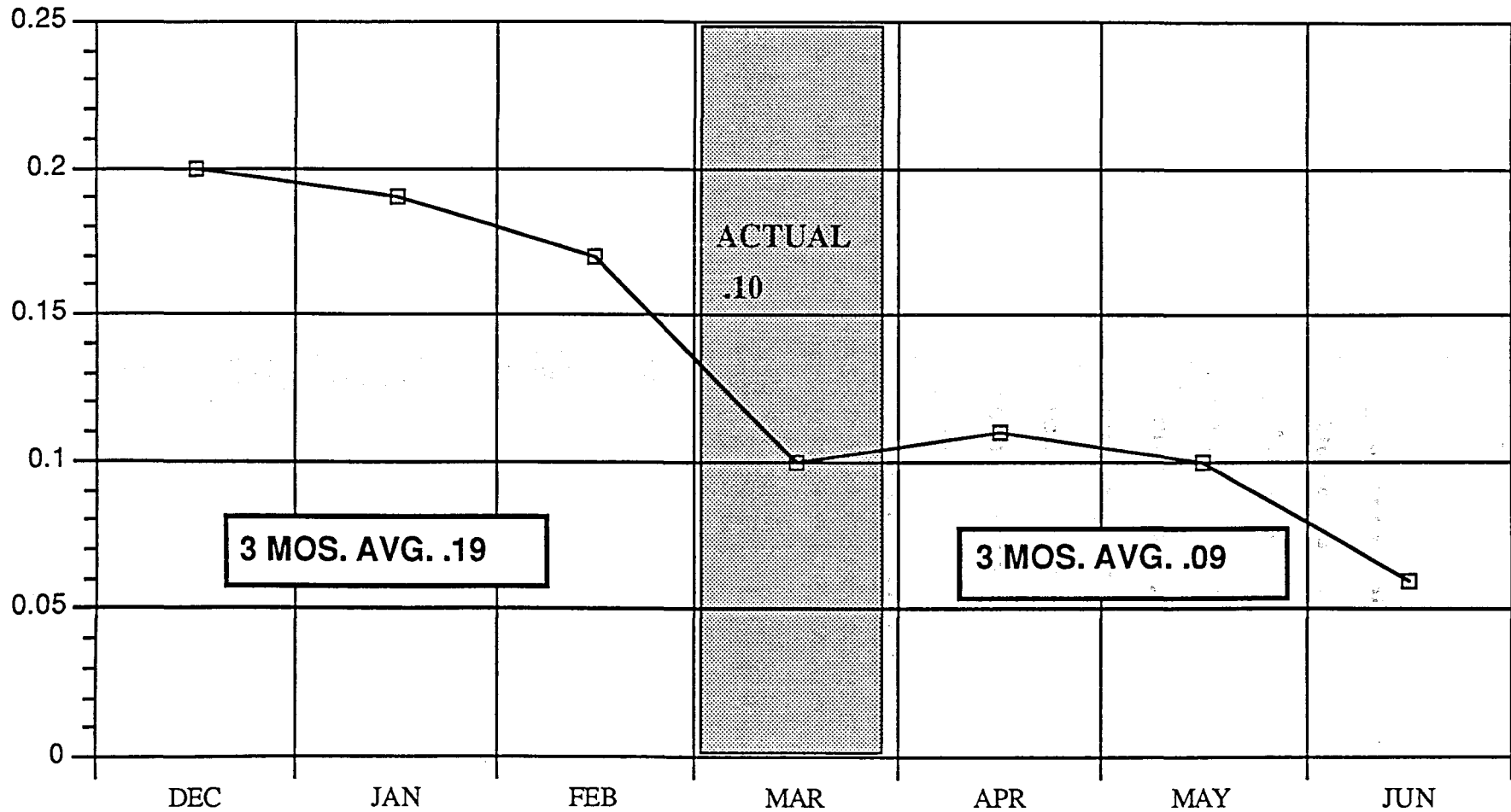
Louisville, KY - March 1988



Renegades Wrestling

ICC Market Share Activity / Special Events

Jonesboro, AR - March 1988



CONCLUSIONS & RECOMMENDATIONS

CONCLUSIONS:

Pinkerton appears to be achieving a reasonable return from their special events program, but there is considerable room for improvement. The wide range in sponsor awareness and share changes support this conclusion. It appears, in the absence of television coverage, sponsorship of local events is far more effective than sponsorship of a national series. In addition, events which do not attract spectators, have a large number of participants, or do not have additional promotional support associated with the event exert little measurable impact on brand shares.

RECOMMENDATIONS:

In order to improve the effectiveness and impact of Pinkerton's special events program the following actions are recommended:

- * Establishment of specific, measurable event selection criteria.
- * Research and evaluation of new potential events prior to becoming a sponsor.
- * Do not sponsor national series unless there is significant media coverage. (Note: ESPN recently cancelled the tractor pull shows due to coverage of major league baseball.)
- * All events must have sales promotional activities associated with the event.
- * A payout analysis be conducted of all current and future events.
- * The field sales force be given specific, measurable trade objectives for each event.

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108 Cambridge Plaza Drive
Winston-Salem, NC 27104



(1-3)

MARCH 17/18, 1989 - CHARLOTTE TNT
INTERCEPT SCREENER

BRI #89122
MRD #E-TNT-N-0389-1
March, 1989

(Friday - yellow)

TIME BEGAN: _____

PHONE # IS A MUST!
↓

RESPONDENT NAME: _____ TELEPHONE: (____) _____
BEST TIME TO CALL: _____ AM PM

ADDRESS: _____ CITY/STATE: _____

INTERVIEWER INITIALS: _____ VALIDATOR INITIALS: _____

Hello, I'm _____ from Bellomy Research, Inc., a national marketing research firm. We're conducting a survey among TNT fans and would like to include your opinions.

A. Do you currently work for TNT, the Coliseum or in marketing research? Yes -1 → TERMINATE
No -2

B. Record age and sex: _____ → Male 4-1
age: _____ years (under 18 → TERMINATE) Female -2 → ASSIGN TO QUOTA

C. Is this the first time you have ever attended a TNT event, or not?
Yes, first ever 5-1 RECORD A "1" AT Q.D FOR TNT AND CONTINUE WITH D.
No -2

D. Just thinking of the past 12 months, approximately, how many times have you attended each of the following types of events?
(READ LIST.) (RECORD RESPONSES IN COLUMN D BELOW.)

Event	<u>D</u> <u>Attended</u> <u># Of Times</u>
A TNT tractor or truck competition (INCLUDING TODAY)	_____ (6)
A Non-TNT tractor or truck competition	_____ (7)
A SuperCross or Motocross	_____ (8)
A Rodeo	_____ (9)
A NASCAR Auto Race	_____ (10)
A sanctioned drag race	_____ (11)
Other type of auto race (such as I.M.S.A, C.A.R.T., or the Indy 500)	_____ (12)
A professional wrestling match	_____ (13)

(THANK AND HAND RESPONDENT \$1-BILL.) (READ STATEMENT, RECORD PHONE #, TERMINATE.)

STATEMENT

"YOUR NAME WILL BE ENTERED IN A DRAWING FOR \$100 CASH, AND, IF YOU WIN, YOU WILL BE NOTIFIED BY TELEPHONE WITHIN THE NEXT FOUR DAYS." "ALSO, SOMEONE MAY CALL YOU TO VERIFY THIS INTERVIEW. MAY I PLEASE HAVE YOUR NAME, ADDRESS, PHONE NUMBER AND THE BEST TIME IN THE DAY TO CALL." (FILL OUT THE REST OF THE INFORMATION NEEDED ON TOP OF QUESTIONNAIRE - DO NOT COUNT TOWARD QUOTA IF PHONE NUMBER IS MISSING.) THANK YOU VERY MUCH. HOPE YOU ENJOY THIS TNT EVENT!"



108 Cambridge Plaza Drive
Winston-Salem, NC 27104



(1-3)

BR1 #89122
MRD #E-TNT-N-0389-1
March, 1989

MARCH 17/18, 1989 - CHARLOTTE TNT
INTERCEPT SCREENER

(Saturday - pink)

TIME BEGAN: _____

PHONE # IS A MUST!

RESPONDENT NAME: _____	TELEPHONE: (____) _____
	BEST TIME TO CALL: _____ AM _____ PM

ADDRESS: _____ CITY/STATE: _____

INTERVIEWER INITIALS: _____ VALIDATOR INITIALS: _____

Hello, I'm _____ from Bellomy Research, Inc., a national marketing research firm. We're conducting a survey among TNT fans and would like to include your opinions.

- A. Do you currently work for TNT, the Coliseum or in marketing research? Yes -1 → TERMINATE
No -2
- B. Record age and sex: _____ Male 4-1 → ASSIGN TO QUOTA
age: _____ years (under 18 → TERMINATE) Female -2

Is this the first time you have ever attended a TNT event, or not?

Yes, first ever 5-1	RECORD A "1" AT Q.D FOR TNT AND CONTINUE WITH D.
---------------------------	--

No -2

D. Just thinking of the past 12 months, approximately, how many times have you attended each of the following types of events? (READ LIST.) (RECORD RESPONSES IN COLUMN D BELOW.)

Event	D Attended # Of Times
A TNT tractor or truck competition (INCLUDING TODAY)	_____ (6)
A Non-TNT tractor or truck competition	_____ (7)
A SuperCross or Motocross	_____ (8)
A Rodeo	_____ (9)
A NASCAR Auto Race	_____ (10)
A sanctioned drag race	_____ (11)
Other type of auto race (such as I.M.S.A, C.A.R.T., or the Indy 500)	_____ (12)
A professional wrestling match	_____ (13)

(THANK AND HAND RESPONDENT \$1-BILL.) (READ STATEMENT, RECORD PHONE #, TERMINATE.)

STATEMENT

"YOUR NAME WILL BE ENTERED IN A DRAWING FOR \$100 CASH, AND, IF YOU WIN, YOU WILL BE NOTIFIED BY TELEPHONE WITHIN THE NEXT FOUR DAYS." "ALSO, SOMEONE MAY CALL YOU TO VERIFY THIS INTERVIEW. MAY I PLEASE HAVE YOUR NAME, ADDRESS, PHONE NUMBER AND THE BEST TIME IN THE DAY TO CALL." (FILL OUT THE REST OF THE INFORMATION NEEDED ON TOP OF QUESTIONNAIRE - DO NOT COUNT TOWARD QUOTA IF PHONE NUMBER IS MISSING.) THANK YOU VERY MUCH. HOPE YOU ENJOY THIS TNT EVENT!"



108 Cambridge Plaza Drive
Winston-Salem, NC 27104

BRI #89122
MRD #E-TNT-N-0389-1
ATHENA/CATI

TRANSFER I.D.# →

3/17 & 18/89 CHARLOTTE TNT
CALLBACK QUESTIONNAIRE

Good morning/afternoon/evening. May I speak with (name and /or age and sex from screener). (If absent, arrange for callback/inform party as to why you're calling).

I'm _____ from BELLOMY RESEARCH, a national marketing research firm. We spoke briefly with you at the Charlotte Coliseum TNT event. I'd like to ask you a few more questions to get your opinions about this type of event.

1. First approximately how far do you live from the Coliseum? (READ LIST).

- Under 5 miles..... -1
- 6-10 miles..... -2
- 11-15 miles..... -3
- 16-20 miles..... -4
- 21-25 miles..... -5
- 25-50 miles..... -6
- Over 50 miles..... -7
- Don't know..... -y

2. Did you attend Friday's/Saturday's TNT event at the Coliseum by yourself or with someone else?

- By self..... -1 (SKIP TO Q.4)
- With someone..... -2

3. Who did you go with? (DO NOT READ. CHECK ALL THAT APPLY.)

- Spouse..... -1
- A friend..... -2
- Family..... -3
- Kids..... -4
- A group of friends..... -5
- A club/church group/scouts etc.... -6
- Other..... -7

4. How did you first become aware of this TNT event? (DO NOT READ LIST. RECORD THE ONE FIRST MENTIONED.)

First Became Aware

- Radio -1
- Newspaper -2
- T.V. -3
- Friend/Acquaintance -4
- Billboard -5
- Retailer/Store -6
- Generally aware/Follow TNT/Am a fan ... -7
- Sign at Coliseum -8
- Other (SPECIFY) _____ -9
- _____ -9
- Don't know -0

5. Who were the main sponsors of this Pull and Monster Truck demonstration? (DO NOT READ, RECORD ALL ANSWERS.) (PROBE)

- Red Man..... -1
- Red Man Chewing Tobacco..... -2
- "TNT"..... -3
- Renegades..... -4
- Renegades (snuff pouches)..... -5
- ESPN..... -6
- Charlotte Coliseum..... -7
- Chevrolet..... -8
- "WSOC" (FM-103) Radio Station.. -9
- Plano (Tool Boxes)..... -0
- Ford..... -x
- Other: _____ -9

(ASK Q.6 EVEN IF RED MAN INDICATED IN Q.5 BUT NO MENTION OF CHEWING TOBACCO.)

6. What product is Red Man known for? (DO NOT READ.)

- Chewing Tobacco (Tobacco)..... -1
- Snuff (moist snuff)..... -2
- Other: (Record)_____ -3
- Don't know..... -y

(ASK Q.7 EVEN IF RENEGADES INDICATED IN Q.5 BUT NO MENTION OF SNUFF/TOBACCO.)

7. What product is RENEGADES known for? (DO NOT READ.)

- Tobacco (any type) -1
- Snuff (moist snuff) -2
- Other: (Record)_____ -3
- Don't know..... -y

"The next group of questions relate to the names of the vehicles and their sponsors and drivers".

8. First, please tell me the names of all of the "pulling" vehicles and monster trucks that you can recall from Friday's/Saturday's event. (PROBE FULLY.) (RECORD MENTIONS IN COL Q.8.)

9. And are you aware of... (READ EACH NAME NOT MENTIONED IN Q.8 AND RECORD RESPONSES IN COL Q.9.)

10. And which of the "pulling vehicles" is your favorite? (DO NOT READ. RECORD ONE ANSWER IN COL Q.10.)

11. And which "pulling vehicle", if any, is your second favorite? (DO NOT READ. RECORD ONE ANSWER IN COL Q.11.)

	Col Q.8 Unaided Name	Col Q.9 Aided Name	Col Q.10 Puller Favorite	Col Q.11 Puller 2nd Fav.
<u>PULLING VEHICLES (TRUCKS)</u>				
A. Bad Dawg	-1	-1	-1	-1
B. Daddy Rat	-2	-2	-2	-2
C. Georgia Rebel	-3	-3	-3	-3
D. High Roller	-4	-4	-4	-4
E. Irish Challenger	-5	-5	-5	-5
F. Killer II	-6	-6	-6	-6
G. Levi Garrett	-7	-7	-7	-7
H. Midnight Express	-8	-8	-8	-8
I. Mini Brute	-9	-9	-9	-9
J. The Outlaw	-0	-0	-0	-0
K. Risky Business	-x	-x	-x	-x
L. Stitches All-Sew	-y	-y	-y	-y
M. Stitches Ten-Ken	-1	-1	-1	-1
N. Super Rat	-2	-2	-2	-2
O. Super Thing	-3	-3	-3	-3
P. The Tennessean	-4	-4	-4	-4
Q. Wild Blue	-5	-5	-5	-5
R. Wild Ram	-6	-6	-6	-6
S. Willy Makit	-7	-7	-7	-7
T. Yellow Fever	-8	-8	-8	-8
<u>PULLING VEHICLES (TRACTORS)</u>				
U. Mr. Budweiser	-9	-9	-9	-9
V. Mr. Chevy	-0	-0	-0	-0
W. Dollar Devil	-x	-x	-x	-x
X. The Fox	-y	-y	-y	-y
Y. Levi Garrett	-1	-1	-1	-1
Z. Irish Challenger	-2	-2	-2	-2
AA. Mean Mistreater	-3	-3	-3	-3
BB. Virginia Farmer.....	-4	-4	-4	-4
CC. War Wagon	-5	-5	-5	-5
<u>SPECIALTY VEHICLES (MONSTER TRUCKS)</u>				
DD. Big Foot Fastrax	-6	-6	-6	-6
EE. Carolina Crusher	-7	-7	-7	-7
FF. Other (SPECIFY)	-8	-8	-8	-8
None	-y	-y	-y	-y

SKIP TO Q.12 IF BOTH Y → SKIP TO Q.12

12. Now, please tell me the names of the drivers you can recall from Friday's/Saturday's event. (PROBE)
(RECORD MENTIONS IN COL Q.12.)
13. And are you aware of... (READ EACH NAME NOT MENTIONED IN Q.12 AND RECORD RESPONSES IN COL Q.13.)
14. And which of the Drivers is your favorite? (DO NOT READ. RECORD ONE ANSWER IN COL. Q.14.)
15. And which, if any, is your second favorite? (DO NOT READ. RECORD ONE ANSWER IN COL Q.15.)

	Col Q.12 Unaided Name	Col Q.13 Aided Name	Col Q.14 Favorite	Col Q.15 2nd Favorite
A. Billy Johns	-1	-1	-1	-1
B. Carl Staples	-2	-2	-2	-2
C. Charlie Lowe	-3	-3	-3	-3
D. Dan Walsh	-4	-4	-4	-4
E. Dave Walsh	-5	-5	-5	-5
F. David Banter/Banter Bros. .	-6	-6	-6	-6
G. Fred Freeman	-7	-7	-7	-7
H. Greg Cook	-8	-8	-8	-8
I. Howard Lewis	-9	-9	-9	-9
J. James Chapman	-0	-0	-0	-0
K. Jim Lyons	-x	-x	-x	-x
L. John Carlton	-y	-y	-y	-y
M. John Hileman	-1	-1	-1	-1
N. John Powell	-2	-2	-2	-2
O. Ken Lamont	-3	-3	-3	-3
P. Lloyd Houser	-4	-4	-4	-4
Q. Mark Miller	-5	-5	-5	-5
R. Mike Stowe	-6	-6	-6	-6
S. Pat Freels	-7	-7	-7	-7
T. Paul Norman	-8	-8	-8	-8
U. Randy McConnell	-9	-9	-9	-9
V. Russell DeForest	-0	-0	-0	-0
W. Tommy Rodgers	-x	-x	-x	-x
X. Tony O'Steen	-y	-y	-y	-y
Y. Other	-1	-1	-1	-1

None -y -y -y -y

IF "Y" TO BOTH
SKIP TO Q.16

SKIP TO Q.16

16. What changes, if any, would you make in order to make the tractor and truck pull event more enjoyable for the spectators?
And what else?
-
-
-

17. Taking everything into consideration, how would you rate last Friday's/Saturday's TNT event overall? Would you rate the event...(READ LIST)?

EXCELLENT..... -5
 VERY GOOD..... -4
 GOOD..... -3
 FAIR..... -2
 or, POOR..... -1

18. And do you feel that the price you paid for your ticket was... (READ)? (IF RESPONDENT DID NOT PAY FOR HIS/HER TICKET, TELL HIM/HER IT WAS \$12.00 IN ADVANCE - \$16.00 AT THE GATE.)

A good value..... -1
 or, Not a good value..... -2
 (DO NOT READ) Other/DK..... -y

19. How likely will you be to attend another TNT event in the future? Will you.... (READ)?

- DEFINITELY ATTEND..... -4
- PROBABLY ATTEND..... -3
- PROBABLY NOT ATTEND..... -2
- DEFINITELY NOT ATTEND..... -1

20. What magazines do you read on a regular basis ... that is, at least one out of every 3 issues? (DO NOT READ)

- Powertrax (TNT Magazine).. -1
- Pulling Power -2
- Off-Road America -3
- Performance Racing -4
- The Puller -5
- Four Wheeler -6
- None..... -0
- Other: _____
- _____
- _____
- _____

21. Approximately, how many hours per week would you say you watch TNT programs on television?

- Less than 1 -x
- # _____ hours per week (IF ZERO, RECORD "0".)

22. And approximately how many hours per week do you watch fishing programs on television?

- Less than 1 -x
- # _____ hours per week (IF ZERO, RECORD "0", THEN SKIP TO Q.24.)

23. And which fishing program do you watch most often? (DO NOT READ. RECORD IN COL. Q.23.)

- Q.23
- Most
- Often
- Bill Dance..... -1
 - Celebrity Outdoors..... -2
 - Fishing The West..... -3
 - Headline Fishing..... -4
 - In Fisherman (Al Linder)..... -5
 - Jerry McKinnis..... -6
 - Jimmy Huston..... -7
 - Orlando Wilson..... -8
 - Roland Martin..... -9
 - Virgil Ward..... -0
 - Other: _____ -x
 - Don't know/None..... -y

24. In the past 12 months, approximately how many times have you watched each of the following types of events on T.V. ...either regular or cable T.V. ...(READ LIST)? (RECORD RESPONSES IN COLUMN Q.24 BELOW.)

- Q.24
- Viewed
- T.V./CATV
- # Of Times
- TNT Programs..... _____ ()
 - A SuperCross or Motocross _____ ()
 - A Rodeo _____ ()
 - A NASCAR Auto Race _____ ()
 - A sanctioned drag race _____ ()
 - Other type of auto race (such as I.M.S.A., C.A.R.T.,
or the Indy 500) _____ ()
 - A professional wrestling match _____ ()

25. How often do you attend outdoor hunting and fishing-oriented shows? Do you attend this type of show...(READ)?

- Frequently -3
- Sometimes -2
- or Never -1

26. How often do you attend vacation and travel-oriented shows? Do you attend this type of show ...(READ)?

- Frequently -3
- Sometimes -2
- or Never -1

27a. Now I have a few questions about product usage.

Which FAST FOOD restaurants have you eaten in in the past three months? (READ LIST.) (RECORD IN COL Q.27a.)

27b. And, which FAST FOOD restaurant do you eat at most often? (RECORD IN COL. Q.27b.)

	Q.27a	Q.27b	
	<u>Last 3 Months</u>	<u>Most Often</u>	
Burger King	-1	-1	
Bojangles	-2	-2	
Captain D's	-3	-3	
Hardee's	-4	-4	
Kentucky Fried Chicken	-5	-5	
MacDonalds	-6	-6	
Wendy's	-7	-7	
None	-8	-8	(SKIP TO Q.28a.)
Others: (RECORD) _____	-9	-9	

28a. And, thinking about "sit-down" chain restaurants that have waitress or waiter service, which ones have you eaten in in the past three months? (READ LIST.) (RECORD IN COL. Q.28a.)

28b. And which "sit-down" chain restaurant do you eat at most often? (RECORD IN COL. Q.28b.)

	Q.28a	Q.28b	
	<u>Last 3 Months</u>	<u>Most Often</u>	
Denny's	-1	-1	
Frisch's	-2	-2	
Pizza Hut	-3	-3	
Shoney's	-4	-4	
Waffle House	-5	-5	
Red Lobster	-6	-6	
(READ) Any others I haven't mentioned (RECORD) _____	-7	-7	
None	-y	-y	
	SKIP TO Q.29.		

29. In which one of the following stores is most of your household shopping for household goods done not including groceries? (READ LIST BEFORE RECORDING. IF NOT ON LIST, ASK STORE AND RECORD UNDER OTHER.)

DO NOT ACCEPT ANSWERS SUCH AS "WIFE DOES SHOPPING"!

- Bradlees
- K-Mart
- Montgomery-Ward
- JC Penney.....
- Roses
- Sears
- Target
- Wal-Mart
- Others: _____ ...

30. In what store, if any, do you purchase most of your auto accessories and auto parts? (READ LIST. RECORD MAXIMUM OF TWO MENTIONS.)

- Advance
- Auto Shack/Auto Zone
- Big "A"
- Car Quest
- Dealer/Car Dealer
- Discount Department Store
like K-Mart
- Independent Parts Store ..
- NAPA
- Sears
- Western Auto
- Others: _____ -x

31. Where do you go most often to have general routine maintenance performed on your automobile? (READ LIST. RECORD MULTIPLE MENTIONS IF NECESSARY.)

- Dealer/Car Dealer..... -1
- Firestone -2
- Gas Station -3
- Goodyear -4
- Jiffy Lube/Minit Lube -5
- K-Mart -6
- Private Garage -7
- Sears -8
- Do It Myself -9
- Others: _____ -0 ("DO IT MYSELF" WOULD BE IN "OTHER".)

32a. For each of the following automotive items, please tell me the brand you purchase most often. (IF "DON'T KNOW", CIRCLE "Y".) The first item is ...? (RECORD IN Q.32a.)

32b. And for each item, which brand did you purchase last, that is, most recently? The first item is...? (IF "DON'T KNOW", CIRCLE "Y".) (RECORD IN Q.32b.)

	Q.32a		Q.32b	
	BRAND	DK	BRAND	DK
Automobile or truck tires	_____	-y	_____	-y
Auto battery	_____	-y	_____	-y
Spark plugs	_____	-y	_____	-y
Engine oil	_____	-y	_____	-y
Anti-freeze	_____	-y	_____	-y

33a. Which, if any, of the following brands of tool boxes do you own? (FOR EACH ONE OWNED ASK:)... Is the (BRAND) tool box metal or plastic?

33b. Which one of the tool boxes you mentioned did you buy last?

	Q.33a	Q.33b
	<u>Owned</u>	<u>Last Bought</u>
Snap-On Metal	-1	-1
Snap-On Plastic	-2	-2
Sears/Craftsmen Metal	-3	-3
Sears/Craftsmen Plastic ..	-4	-4
Vice-grip Metal	-5	-5
Vice-grip Plastic	-6	-6
Plano Metal	-7	-7
Plano Plastic	-8	-8
Kennedy Metal	-9	-9
Kennedy Plastic	-0	-0
Other Metal	-x	-x
Other Plastic	-y	-y
None	-1	-1

SKIP TO Q.34

34. Which, if any, of the following maintenance procedures do you yourself regularly perform on any of your own vehicles? (READ LIST. CHECK ALL THAT APPLY.)

- Change oil and oil filter -1
- Change anti-freeze -2
- Change spark plugs -3
- Lubricate Chassis ("Chassy") -4
- Fix breaks -5
- Replace muffler or tail pipe -6
- Perform a tune-up -7
- None -8

35. Please tell me the make, model, and year of each auto, van, or pick-up you own?

(WRITE IN)

MAKE	MODEL (CIRCLE)	Year
_____	2D 4D PU SW VN	19 ____
_____	2D 4D PU SW VN	19 ____
_____	2D 4D PU SW VN	19 ____
_____	2D 4D PU SW VN	19 ____

36. Which of the following products do you use on a regular basis? (READ LIST)

- Coffee..... -1
- Wine or Wine Coolers..... -2
- Beer..... -3
- Soft Drinks..... -4
- Loose Leaf Chewing Tobacco -5
- Plug Chewing Tobacco -6
- Moist Snuff..... -7
- Cigarettes..... -8
- Pipe Smoking Tobacco -9
- None of the above..... -0

MALES: (IF NO CHEWING TOBACCO, PLUG, OR MOIST SNUFF IN Q.36, SKIP TO Q.40.)

(IF LOOSE LEAF CHEWING TOBACCO IN Q.36, ASK Q.37. OTHERWISE SKIP TO Q.38)

(ALL FEMALE RESPONDENTS SKIP TO Q.40.)

37. What brand of loose leaf chewing tobacco do you use most often as your regular brand.

- Granger Select..... -1
- Red Man (Regular)..... -2
- Red Man Golden Blend..... -3
- Levi Garrett..... -4
- Beechnut..... -5
- Other: Write in: _____ -6

38. (IF MOIST SNUFF IN Q.36, ASK Q.38. OTHERWISE SKIP TO Q.39.)

What brand of moist snuff do you use most often as your regular brand?

- Skoal (any)..... -1
- Copenhagen..... -2
- Renegades..... -3
- Blazer..... -4
- Hawkin..... -5
- Kodiak..... -6
- Judd..... -7
- Other: Write in: _____ -8

39. (IF NO PLUG TOBACCO IN Q.36, SKIP TO Q.40.)

What brand of plug chewing tobacco do you use most often as your regular brand?

- Apple (real plug) -1
- Black Maria (real plug) -2
- Brown & Williamson Sun Cured
(real plug) -3
- Brown's Mule (real plug) -4
- Cannon Ball (real plug) -5
- Days Work (real plug) -6
- Dog Gone Good (real plug) -7
- John Henry (plug type) -8
- Levi Garrett (plug type) -9
- Original Natural Leaf (real plug) .. -0
- R.J. Gold (plug type) -x
- Red Juice (real plug) -y
- Red Man Plug (plug type) -1
- Taylor's Pride Plug (plug type) -2
- Other: write in _____ .. -3

40. Do you own any premiums such as hats, jackets, keychains, or any other items that have a brand of chewing tobacco or snuff on the items?

Yes..... -1
 No..... -2 → (SKIP TO Q.42)

41. Please name the brands for which you have premium items (RECORD IN COLUMN 41.)

Q.41
 Brands
 On
 Premiums

Red Man -1
 Levi Garrett -2
 Renegades -3
 Beechnut..... -5
 Granger..... -6
 Skoal -7
 All other mentions -8

42. Do you own any INT souvenirs such as T-shirts, hats, jackets, dishes, magazines, etc.?

Yes..... -1
 No..... -2

43. Which of the following sports and activities interest you enough to either attend, watch on T.V. or listen to on the radio? (READ ENTIRE LIST.)

44. And which ones do you participate in? (READ *'d LIST.)

	<u>Q.43</u>	<u>Q.44</u>		<u>Q.43</u>	<u>Q.44</u>
Wrestling.....	-1		*Fishing.....	*x	-x
*Bowling.....	-2	-2	*Basketball.....	*y	-y
*Tennis.....	-3	-3	Football	-1	-
Auto Racing.....	-4		Hockey.....	-2	-
*Baseball.....	-5	-5	Rodeo.....	-3	-
*Softball.....	-6	-6	*Golf.....	-4	-4
*Camping.....	-7	-7	Country Music.....	-5	
*Skiing.....	-8	-8	(DO NOT READ) None of these.....	-6	-6
Motorcycling.....	-9	-9	(DO NOT READ) Don't know.....	-7	-7
*Hunting.....	-0	-0			

45. What products were advertised on the side of the pulling sled at the Charlotte TNT event? (DO NOT READ.)

Red Man -1
 Renegades -2
 Kendall Oil -3
 Other: _____ -4
 Don't know..... *y

THESE FINAL FEW QUESTIONS ARE FOR CLASSIFICATION ONLY.

46. What is your age? (READ LIST IF NECESSARY.)

- 18-24..... -1
- 25-34..... -2
- 35-49..... -3
- 50 or over..... -4
- Refused..... -5

47. What was the last grade of school you completed? (DO NOT READ LIST.)

- Grammar school..... -1
- Some high School (9th-11th grade)... -2
- High school graduate (12th grade)... -3
- Some college..... -4
- College graduate or beyond..... -5
- Refused..... -6

48. What is your current marital status? (DO NOT READ LIST.)

- Married..... -1
- Not married..... -2
- Refused..... -3

49. What is your approximate HOUSEHOLD yearly income group? (READ LIST)? Is it...?

- Less than \$15,000..... -1
- Over \$15,000 to \$25,000..... -2
- Over \$25,000 to \$40,000..... -3
- Or over \$40,000..... -4
- (DO NOT READ) Refused..... -5

50. How many members of your immediate household are currently employed either full-time or part-time?

_____ employed full- or part-time
(IF ZERO, TERMINATE.)

51. (FOR EACH HOUSEHOLD MEMBER WHO IS CURRENTLY EMPLOYED FULL-TIME OR PART-TIME)... Please tell me their age, sex, and job description (PROBE DESCRIPTION).

#1 Age _____ Sex M F Description _____
#2 Age _____ Sex M F Description _____
#3 Age _____ Sex M F Description _____
#4 Age _____ Sex M F Description _____

- THANK AND TERMINATE -



108 Cambridge Plaza Drive
Winston-Salem, NC 27104



(1-3)

JUNE 24, 1989 - LOUISVILLE NASCAR
INTERCEPT SCREENER

BRI #89160
MRD #E-NAS-N-0589-1
JUNE 24, 1989
(Green)

TIME BEGAN: _____

PHONE # IS A MUST!
ONE RESPONDENT PER HOUSEHOLD

RESPONDENT NAME: _____ TELEPHONE: (____) _____
BEST TIME TO CALL: _____ AM PM

ADDRESS: _____ CITY/STATE: _____

INTERVIEWER INITIALS: _____ VALIDATOR INITIALS: _____

Hello, I'm _____ from Bellomy Research, Inc., a national marketing research firm. We're conducting a survey among NASCAR fans and would like to include your opinions.

A. Do you currently work for NASCAR, the speedway or in marketing research? Yes -1 → TERMINATE
No -2

B. Record age and sex: _____ → Male 4-1 → ASSIGN TO QUOTA
age: _____ years (under 18 → TERMINATE) Female -2

C. Is this the first time you have ever attended a NASCAR race, or not?
Yes, first ever 5-1 RECORD A "1" AT Q.D FOR NASCAR AND CONTINUE WITH D.
No -2

D. Just thinking of the past 12 months, approximately, how many times have you attended each of the following types of events?
(READ LIST.) (RECORD RESPONSES IN COLUMN D BELOW.)

Event	D Attended # Of Times
A NASCAR Auto Race including today	_____ (6- 7)
A INT tractor or truck competition	_____ (8- 9)
A Non-TNT tractor or truck competition	_____ (10-11)
A SuperCross or Motocross	_____ (12-13)
A Rodeo	_____ (14-15)
A sanctioned drag race	_____ (16-17)
Other type of auto race (such as I.M.S.A, C.A.R.T., or the Indy 500)	_____ (18-19)
A professional wrestling match	_____ (20-21)

(THANK AND HAND RESPONDENT \$1-BILL.) (READ STATEMENT, RECORD PHONE #, TERMINATE.)

STATEMENT

"YOUR NAME WILL BE ENTERED IN A DRAWING FOR \$100 CASH, AND, IF YOU WIN, YOU WILL BE NOTIFIED BY TELEPHONE WITHIN THE NEXT FOUR TO FIVE DAYS." "ALSO, SOMEONE MAY CALL YOU TO VERIFY THIS INTERVIEW. MAY I PLEASE HAVE YOUR NAME, ADDRESS, PHONE NUMBER AND THE BEST TIME IN THE DAY TO CALL." (FILL OUT THE REST OF THE INFORMATION NEEDED ON TOP OF QUESTIONNAIRE - DO NOT COUNT TOWARD QUOTA IF PHONE NUMBER IS MISSING.)

"THANK YOU VERY MUCH. HOPE YOU ENJOY THE RACES!"



108 Cambridge Plaza Drive
Winston-Salem, NC 27104

BRI #89160
MRD #E-NAS-N-0589-1
ATHENA/CATI

TRANSFER I.D.# →

6/24/89 LOUISVILLE NASCAR
(GRANGER SELECT 200)
CALLBACK QUESTIONNAIRE

Good morning/afternoon/evening. May I speak with (name and /or age and sex from screener). (If absent, arrange for callback/inform party as to why you're calling).

I'm _____ from BELLOMY RESEARCH, a national marketing research firm. We spoke briefly with you at last Saturday's NASCAR event. I'd like to ask you a few more questions to get your opinions about this type of event.

1. First approximately how far do you live from the speedway where the race was held? (READ LIST IF NECESSARY).

- | | | | |
|--------------------|----|--------------------|----|
| Under 5 miles..... | -1 | 21-25 miles..... | -5 |
| 6-10 miles..... | -2 | 25-50 miles..... | -6 |
| 11-15 miles..... | -3 | Over 50 miles..... | -7 |
| 16-20 miles..... | -4 | Don't know..... | -y |

2. Did you attend Saturday's races by yourself or with someone else?

- | | |
|-------------------|------------------|
| By self..... | -1 (SKIP TO Q.4) |
| With someone..... | -2 |

3. Who did you go with? (DO NOT READ. CHECK ALL THAT APPLY.)

- | | | | |
|---------------|----|--------------------------------|----|
| Spouse..... | -1 | A group of friends..... | -5 |
| A friend..... | -2 | A club/church group/scouts etc | -6 |
| Family..... | -3 | Other..... | -7 |
| Kids..... | -4 | | |

4. How did you first become aware of this NASCAR Grand National event? (DO NOT READ LIST. RECORD THE ONE FIRST MENTIONED.)

- | | | | |
|---------------------------|----|--------------------------------|----|
| Radio | -1 | Retailer/Store | -6 |
| Newspaper | -2 | Generally aware/follow NASCAR/ | |
| T.V. | -3 | Am a fan | -7 |
| Friend/Acquaintance | -4 | Sign at Racetrack | -8 |
| Billboard | -5 | Don't know | -9 |
| | | Other (SPECIFY) _____ | |
| | | _____ | -0 |

5a. Who was the main sponsor of the FEATURE race on Saturday? (DO NOT READ, RECORD FIRST MENTION IN COLUMN Q.5a.)

5b. And can you remember the names of any other sponsors? (DO NOT READ. RECORD OTHER MENTIONS IN COL. Q.5b.)

	<u>Q.5a</u>	<u>Q.5b</u>		<u>Q.5a</u>	<u>Q.5b</u>
GRANGER/GRANGER Select.....	-1	-1	Carolina Ford Dealers.....	-2	-2
GRANGER Select chewing tobacco.....	-2	-2	Sponsor #14.....	-3	-3
GRANGER chewing tobacco	-3	-3	Sponsor #15.....	-4	-4
Goo Goo Clusters.....	-4	-4	Sponsor #16.....	-5	-5
Busch Beer.....	-5	-5	Sponsor #17.....	-6	-6
Red Baron Frozen Pizza.....	-6	-6	Sponsor #18.....	-7	-7
Post Cereal.....	-7	-7	Sponsor #19.....	-8	-8
Kodiak.....	-8	-8	Sponsor #20.....	-9	-9
Levi Garrett.....	-9	-9	Sponsor #21.....	-0	-0
Mr. Goodwrench.....	-0	-0	Sponsor #22.....	-x	-x
Exxon Super Flow Motor Oil.....	-x	-x	Sponsor #23.....	-y	-y
Roses Stores.....	-y	-y	Other (SPECIFY): _____	-1	-1
Havoline Antifreeze.....	-1	-1			

5c. Are you aware of the Granger Select 200 Grand National NASCAR race which was held in Louisville last year? (1988)

Yes..... -1
 No..... -2 → SKIP TO Q.6

(IF SCREENER Q.C = "YES", SKIP TO Q.6.)

5d. Did you attend the Granger Select 200 Grand National NASCAR race in Louisville last year? (1988)

Yes -1
 No -2
 Don't remember -3

(ASK Q.6 EVEN IF GRANGER/GRANGER SELECT INDICATED IN Q.5a/b BUT NO MENTION OF CHEWING TOBACCO.)

6. What product is GRANGER Select known for? (DO NOT READ.)

Chewing Tobacco (Tobacco)..... -1
 Snuff (moist snuff)..... -2
 Don't know..... -3
 Other: (Record)..... -4

7. Now, please tell me the names of the drivers you can recall from the 200 mile FEATURE race at Saturday's NASCAR Grand National event. (PROBE) (RECORD MENTIONS IN COL Q.7.)

8. And are you aware of... (READ EACH NAME NOT MENTIONED IN Q.7 AND RECORD RESPONSES IN COL Q.8.)

9. And which of the Drivers in the FEATURE race is your favorite? (DO NOT READ. RECORD ONE ANSWER IN COL. Q.9.)

10. And which, if any, is your second favorite? (DO NOT READ. RECORD ONE ANSWER IN COL Q.10.)

		Col Q.7	Col Q.8	Col Q.9	Col Q.10
		Unaided	Aided		2nd
	<u>Name</u>	<u>Name</u>	<u>Name</u>	<u>favorite</u>	<u>Favorite</u>
A.	Billy Standridge	-1	-1	-1	-1
B.	Bobby Hamilton	-2	-2	-2	-2
C.	Chuck Brown	-3	-3	-3	-3
D.	Dave Rezendes	-4	-4	-4	-4
E.	Don Satterfield	-5	-5	-5	-5
F.	Elton Sawyer	-6	-6	-6	-6
G.	Jack Ingram	-7	-7	-7	-7
H.	Jeff Burton	-8	-8	-8	-8
I.	Jimmy Spencer	-9	-9	-9	-9
J.	Jimmy Hensley	-0	-0	-0	-0
K.	Joe Thurman	-x	-x	-x	-x
L.	Kenny Wallace	-y	-y	-y	-y
M.	Kenny Burks	-1	-1	-1	-1
N.	L.D. Ottinger	-2	-2	-2	-2
O.	Max Prestwood	-3	-3	-3	-3
P.	Michael Waltrip	-4	-4	-4	-4
Q.	Rick Mast	-5	-5	-5	-5
R.	Rob Moroso	-6	-6	-6	-6
S.	Robert Pressley	-7	-7	-7	-7
T.	Ronald Cooper	-8	-8	-8	-8
U.	Ronnie Silver	-9	-9	-9	-9
V.	Steve Grissom	-0	-0	-0	-0
W.	Tom Peck	-x	-x	-x	-x
X.	Tommy Ellis	-y	-y	-y	-y
Y.	Tommy Houston	-1	-1	-1	-1
Z.	Wayne Patterson	-2	-2	-2	-2
	Other :	-3	-3	-3	-3

None -y -y -y -y

IF "Y" TO BOTH
SKIP TO Q.11

SKIP TO Q.11

11. What changes, if any, would you make in order to make this type of NASCAR Grand National event more enjoyable for the spectators? And what else?

12. Taking everything into consideration, how would you rate last Saturday's NASCAR Grand National event overall? Would you rate the event...(READ LIST)?

- Excellent..... -1
- Very Good..... -2
- Good..... -3
- Fair..... -4
- or, Poor..... -5

13. And do you feel that the price you paid for your ticket was... (READ)?

- A good value..... -1
- or, Not a good value..... -2
- (DO NOT READ) Other/DK..... -3

14. How likely will you be to attend a NASCAR Grand National race at Louisville Motor Speedway in the future? Will you... (READ)?

- Definitely attend..... -1
- Probably attend..... -2
- Probably not attend..... -3
- Definitely not attend..... -4

15a. Are you aware of any other events, at Louisville Motor Speedway, not necessarily NASCAR races, that were sponsored by any smokeless tobacco manufacturers in the past year?

- Yes..... -1
- No..... -2 → SKIP TO Q.15d

15b. What event or events are you speaking of?

15c. (FOR EACH EVENT AWARE OF, ASK...) Did you attend (EVENT)?

	<u>Q.15c</u>	
	<u>Attend?</u>	
Event _____ Sponsor: _____	Yes... -1	No... -2
Event _____ Sponsor: _____	Yes... -1	No... -2

(IF NO MENTION OF RENEGADES IN Q.15b, ASK Q.15d. OTHERWISE SKIP TO Q.16a.)

15d. Do you recall an event sponsored by RENEGADES in Louisville in the past year?

- Yes..... -1
- No..... -2 → SKIP TO Q.16a

15e. What event was that?

15f. And did you attend the (EVENT) sponsored by RENEGADES?

- Yes..... -1
- No..... -2

16a. What auto racing-oriented magazines and publications do you read on a regular basis? (DO NOT READ LIST.)

- Auto Racing Digest -1
- Circle Track -2
- Grand National Scene -3
- National Speed Sport News -4
- On Track -5
- Open Wheel -6
- Southern Motor Racing -7
- Southern Motor Sports Journal . -8
- Stock Car Racing -9
- Sun Belt Racing News -0
- None -X
- Other: _____ -Y
- _____ -1

16b. Do you have a copy of either of the following two publications?

- The Official NASCAR Year Book
and Press Guide -1
- The ^{Louisville} Nashville Raceway Souvenir
Program -2
- Neither publication -3

17a. Approximately how many hours per week would you say you watch NASCAR race programs on television?

- | | | |
|----------------------|-------------------|--------------------|
| None at all -1 | About 5 -7 | About 11 -1 |
| Less than 1 -2 | About 6 -8 | About 12 -2 |
| About 1 -3 | About 7 -9 | Over 12 -3 |
| About 2 -4 | About 8 -0 | Don't know..... -4 |
| About 3 -5 | About 9 -x | |
| About 4 -6 | About 10 -y | |

17b. And approximately how many hours per week would you say you listen to NASCAR race programs on the radio?

- | | | |
|----------------------|-------------------|--------------------|
| None at all -1 | About 5 -7 | About 11 -1 |
| Less than 1 -2 | About 6 -8 | About 12 -2 |
| About 1 -3 | About 7 -9 | Over 12 -3 |
| About 2 -4 | About 8 -0 | Don't know..... -4 |
| About 3 -5 | About 9 -x | |
| About 4 -6 | About 10 -y | |

17c. Now I am going to read you a list of T.V. and radio programs. For each program, please tell me if you watch or listen to it FREQUENTLY, SOMETIMES, or NEVER. (READ ENTIRE LIST.)

	FRE- <u>QUENTLY</u>	SOME- <u>TIMES</u>	<u>NEVER</u>
Speedweek on ESPN	-3	-2	-1
Motorweek Illustrated on ESPN	-3	-2	-1
NASCAR Winston Cup Races on Network T.V.	-3	-2	-1
NASCAR Racing on CBS	-3	-2	-1
On The Circuit	-3	-2	-1
Thursday Night Thunder	-3	-2	-1
Other type of auto race such as I-M-S-A, CART, and the Indy 500 ..	-3	-2	-1
Thursday Night U-S-A-C Midgets/ Sprints on E.S.P.N.	-3	-2	-1
TNT tractor pulls and Monster Truck programs	-3	-2	-1
Supercross and Motocross	-3	-2	-1
Sanctioned <u>Drag</u> Races	-3	-2	-1
Rodeos	-3	-2	-1
Professional Wrestling Matches	-3	-2	-1
Mickey Thompson's Off-road racing ..	-3	-2	-1

... the remaining shows and programs are on the RADIO.

Ned Jarrett's World of Racing	-3	-2	-1
Winston Cup Today with Mark Garrow .	-3	-2	-1
On Pit Row	-3	-2	-1
Victory Lane	-3	-2	-1
NASCAR Live	-3	-2	-1
Nashville Racing Network	-3	-2	-1
Capital Sports Network	-3	-2	-1
Universal Racing Network	-3	-2	-1
Motor Racing Network	-3	-2	-1

18a. Do you listen to a radio at the track in order to hear the race broadcast?

- Yes -1
 No -2 → Skip to Q.19

18b. Which program or programs do you listen to during the race?

19. And approximately how many hours per week do you watch fishing programs on television?

Less than 1 -x
 # _____ hours per week (IF ZERO, RECORD "0", THEN SKIP TO Q.21.)

20. And which fishing program do you watch most often? (DO NOT READ. RECORD IN COL. Q.20.)

Q.20

Most
Often

Bill Dance..... -1
 Celebrity Outdoors..... -2
 Fishing The West..... -3
 Headline Fishing..... -4
 In Fisherman (Al Linder)..... -5
 Jerry McKinnis..... -6
 Jimmy Huston..... -7
 Orlando Wilson..... -8
 Roland Martin..... -9
 Virgil Ward..... -0
 Don't know/None..... -x
 Others: _____ -y

21. In the past 12 months, approximately how many times have you watched each of the following types of events on T.V. ...either regular or cable T.V. ...(READ LIST)? (RECORD RESPONSES IN COLUMN Q.21 BELOW.)

Q.21

Viewed
T.V./CATV
Of Times

A NASCAR Auto Race ()
 TNT Tractor Pull/Monster Truck programs ()
 A SuperCross or Motocross ()
 A Rodeo ()
 A sanctioned drag race ()
 Other type of auto race (such as I.M.S.A., C.A.R.T.,
 or the Indy 500) ()
 A professional wrestling match ()
 Thursday Night Thunder ()
 Thursday Night U-S-A-C Midgets/Sprints on E.S.P.N. ()
 Mickey Thompson's Off-road races ()

22. How often do you attend outdoor hunting and fishing-oriented shows? Do you attend this type of show...(READ)?

Frequently -1
 Sometimes -2
 or Never -3

23. How often do you attend vacation and travel-oriented shows? Do you attend this type of show ...(READ)?

Frequently -1
 Sometimes -2
 or Never -3

24. Now I have a few questions about product usage.

In what store, if any, do you purchase most of your auto accessories and auto parts? (READ LIST. RECORD MAXIMUM OF TWO MENTIONS.)

Advance -1
 Auto Shack/Auto Zone -2
 Big "A" -3
 Car Quest -4
 Dealer/Car Dealer -5
 Discount Department Store
 (like K-Mart) -6
 Independent Parts Store .. -7
 NAPA -8
 Sears -9
 Western Auto -0

25. Where do you go most often to have general routine maintenance performed on your automobile? (READ LIST. RECORD MULTIPLE MENTIONS IF NECESSARY.)

- Dealer/Car Dealer..... -1
- Firestone -2
- Gas Station -3
- Goodyear -4
- Jiffy Lube/Minit Lube -5
- K-Mart -6
- Private Garage -7
- Sears -8
- Do It Myself -9
- Other: _____ -0 ("DO IT MYSELF" WOULD BE IN "OTHER".)

26a. For each of the following automotive items, please tell me the brand you purchase most often. (IF "DON'T KNOW", CIRCLE "Y".) The first item is ...? (RECORD IN Q.26a.)

26b. And for each item, which brand did you purchase last, that is, most recently? The first item is...? (IF "DON'T KNOW", CIRCLE "Y".) (RECORD IN Q.26b.)

	Q.26a		Q.26b	
	BRAND	DK	BRAND	DK
Automobile or truck tires	_____	-Y	_____	-Y
Auto battery	_____	-Y	_____	-Y
Spark plugs	_____	-Y	_____	-Y
Engine oil	_____	-Y	_____	-Y
Anti-freeze	_____	-Y	_____	-Y

27a. Which, if any, of the following brands of tool boxes do you own? (FOR EACH ONE OWNED ASK:)... Is the (BRAND) tool box metal or plastic?

27b. Which one of the tool boxes you mentioned did you buy last?

	Q.27a	Q.27b
	Owned	Last Bought
Stack-On Metal	-1	-1
Stack-On Plastic	-2	-2
Sears/Craftsman Metal	-3	-3
Sears/Craftsman Plastic ..	-4	-4
Stanley Metal	-5	-5
Stanley Plastic	-6	-6
Plano Metal	-7	-7
Plano Plastic	-8	-8
Kennedy Metal	-9	-9
Kennedy Plastic	-0	-0
Other Metal	-x	-x
Other Plastic	-y	-y
None	-1	-1

SKIP TO Q.28a

28a. Which of the following brands of Mechanics Tools do you own? (READ LIST.)

28b. Which brand of Mechanics Tools did you buy last?

	Q.28a	Q.28b
	Owned	Last Bought
Snap-On	-1	-1
Vice-grip	-2	-2
Sears/Craftsman	-3	-3
Proto	-4	-4
None	-5	-5
(READ) Any others: _____	-6	-6

29. Which, if any, of the following maintenance procedures do you yourself regularly perform on any of your own vehicles? (READ LIST. CHECK ALL THAT APPLY.)

- Change oil and oil filter -1
- Change anti-freeze -2
- Change spark plugs -3
- Lubricate Chassis ("Chassy") -4
- Fix breaks -5
- Replace muffler or tail pipe -6
- Perform a tune-up -7
- None -8

30. Please tell me the make, model, and year of each auto, van, or pick-up you own?

(WRITE IN)

MAKE	MODEL (CIRCLE)					Year
_____	2D	4D	PU	SW	VN	19 ____
_____	2D	4D	PU	SW	VN	19 ____
_____	2D	4D	PU	SW	VN	19 ____
_____	2D	4D	PU	SW	VN	19 ____

31. Which of the following products do you use on a regular basis? (READ LIST)

- Coffee..... -1
- Wine or Wine Coolers..... -2
- Beer..... -3
- Soft Drinks..... -4
- Loose Leaf Chewing Tobacco -5
- Plug Chewing Tobacco -6
- Moist Snuff..... -7
- Cigarettes..... -8
- Pipe Smoking Tobacco -9
- None of the above..... -0

MALES: (IF NO CHEWING TOBACCO, PLUG, OR MOIST SNUFF IN Q.31, SKIP TO Q.35.)
 (IF LOOSE LEAF CHEWING TOBACCO IN Q.31, ASK Q.32. OTHERWISE SKIP TO Q.33)
 (ALL FEMALE RESPONDENTS SKIP TO Q.35.)

32. What brand of loose leaf chewing tobacco do you use most often as your regular brand.

- Granger Select..... -1
 - Red Man (Regular)..... -2
 - Red Man Golden Blend..... -3
 - Levi Garrett..... -4
 - Beechnut..... -5
 - Other: Write in: _____ -6
- CLARIFY —

33. (IF MOIST SNUFF IN Q.31, ASK Q.33. OTHERWISE SKIP TO Q.35.)

What brand of moist snuff do you use most often as your regular brand?

- Skoal (any)..... -1
- Copenhagen..... -2
- Renegades..... -3
- Blazer..... -4
- Hawkin..... -5
- Kodiak..... -6
- Judd..... -7
- Other: Write in: _____ -8

34. (IF NO PLUG TOBACCO IN Q.31, SKIP TO Q.35.)

What brand of plug chewing tobacco do you use most often as your regular brand?

- Apple (real plug) -1
- Black Maria (real plug) -2
- Brown & Williamson Sun Cured
(real plug) -3
- Brown's Mule (real plug) -4
- Cannon Ball (real plug) -5
- Days Work (real plug) -6
- Dog Gone Good (real plug) -7
- John Henry (plug type) -8
- Levi Garrett (plug type) -9
- Original Natural Leaf (real plug) .. -0
- R.J. Gold (plug type) -x
- Red Juice (real plug) -y
- Red Man Plug (plug type) -1
- Taylors Pride Plug (plug type) -2
- Other: write in _____ .. -3

35. Do you own any premiums such as hats, jackets, keychains, or any other items that have a brand of chewing tobacco or snuff on the items?

Yes..... -1
 No..... -2 → (SKIP TO Q.37a)

36. Please name the brands for which you have premium items (RECORD IN COLUMN Q.36.)

	<u>Q.36</u>
	Brands
	On
	<u>Premiums</u>
Red Man	-1
Levi Garrett	-2
Renegades	-3
Beechnut.....	-5
Granger (Select).....	-6
Skoal	-7
All other mentions	-8
Don't know any	-9

37a. Do you own any NASCAR souvenirs such as T-shirts, hats, jackets, dishes, magazines, etc.?

Yes..... -1
 No..... -2 → (SKIP TO Q.38)

37b. Thinking just about the NASCAR souvenirs and items you own, which sponsors names are on the items? (READ LIST.)

Mr. Goodwrench	-1
Tide	-2
Busch	-3
Coors	-4
Bud (Budweiser)	-5
Miller	-6
Skoal	-7
Copenhagen	-8
Levi Garrett.....	-9
Chattanooga Chew	-0
Kodak	-x
Just NASCAR	-y
None of above/Don't know..	-1
Other: _____	-2

38. Which of the following sports and activities interest you enough to either attend, watch on T.V. or listen to on the radio? (READ ENTIRE LIST.)

39. And which ones do you participate in? (READ *'d LIST.)

	<u>Q.38</u>	<u>Q.39</u>		<u>Q.38</u>	<u>Q.39</u>
Wrestling.....	-1		*Fishing.....	-x	-x
*Bowling.....	-2	-2	*Basketball.....	-y	-y
*Tennis.....	-3	-3	Football	-1	-
Auto Racing.....	-4		Hockey.....	-2	-
*Baseball.....	-5	-5	Rodeo.....	-3	-
*Softball.....	-6	-6	*Golf.....	-4	-4
*Camping.....	-7	-7	Country Music.....	-5	
*Skiing.....	-8	-8	(DO NOT READ) None of these.....	-6	-6
Motorcycling.....	-9	-9	(DO NOT READ) Don't know.....	-7	-7
*Hunting.....	-0	-0			

THESE FINAL FEW QUESTIONS ARE FOR CLASSIFICATION ONLY.

40. What is your age? (READ LIST IF NECESSARY.)

- 18-24..... -1
- 25-34..... -2
- 35-49..... -3
- 50 or over..... -4
- Refused..... -5

41. What was the last grade of school you completed? (DO NOT READ LIST.)

- Grammar school..... -1
- Some high School (9th-11th grade)... -2
- High school graduate (12th grade)... -3
- Some college..... -4
- College graduate or beyond..... -5
- Refused..... -6

42. What is your current marital status? (DO NOT READ LIST.)

- Married..... -1
- Not married..... -2
- Refused..... -3

43. What is your approximate HOUSEHOLD yearly income group? (READ LIST)? Is it...?

- Less than \$15,000..... -1
- Over \$15,000 to \$25,000..... -2
- Over \$25,000 to \$40,000..... -3
- Or over \$40,000..... -4
- (DO NOT READ) Refused..... -5

44. How many members of your immediate household are currently employed either full-time or part-time?

_____ employed full- or part-time
(IF ZERO, TERMINATE.)

45. (FOR EACH HOUSEHOLD MEMBER WHO IS CURRENTLY EMPLOYED FULL-TIME OR PART-TIME)... Please tell me their age, sex, and job description (PROBE DESCRIPTION).

- #1 Age _____ Sex M F Description _____
- #2 Age _____ Sex M F Description _____
- #3 Age _____ Sex M F Description _____
- #4 Age _____ Sex M F Description _____

- THANK AND TERMINATE -