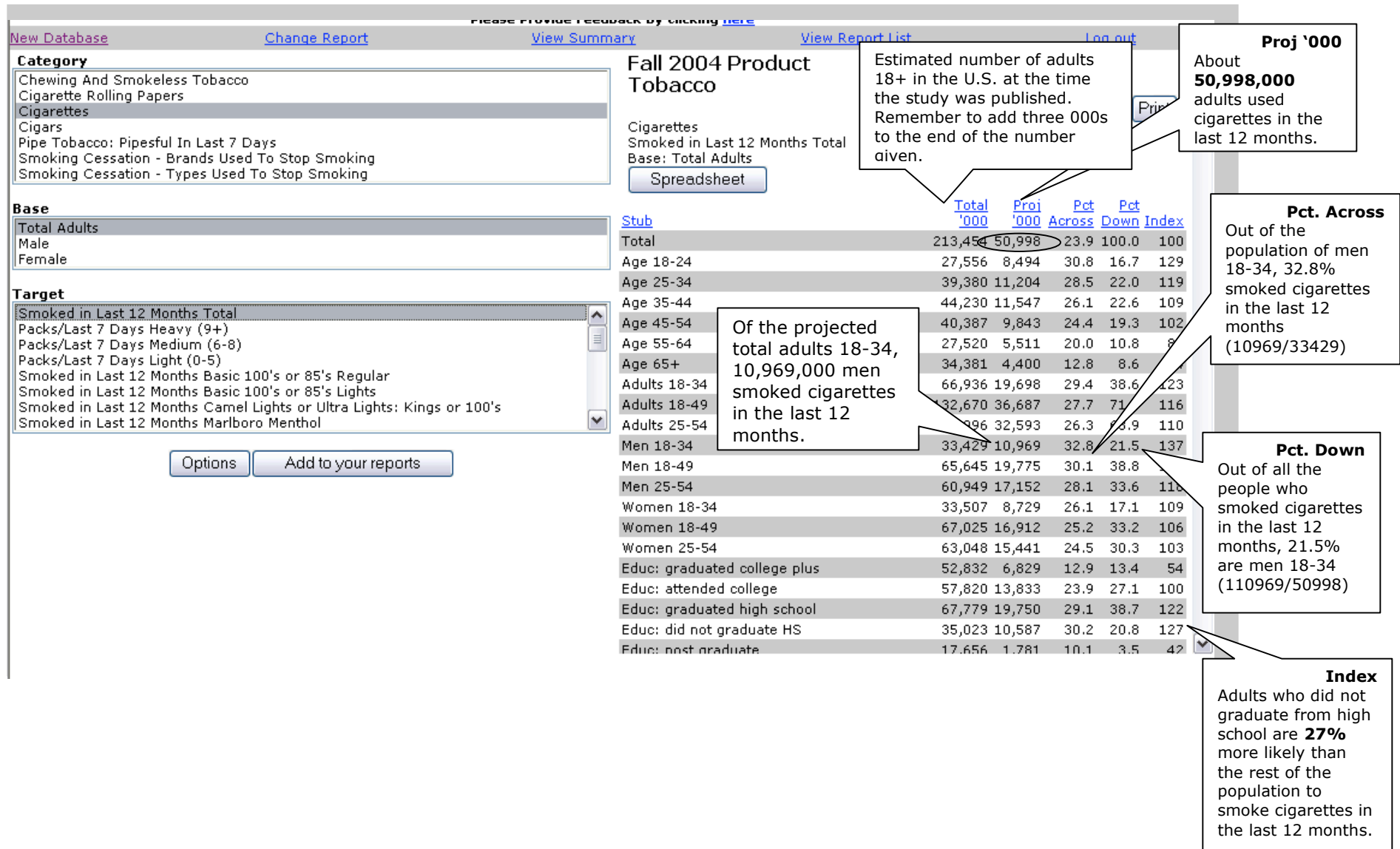


The data that *Mediamark* provides is presented in five columns: **Total '000**, **Proj '000**, **Percent Across**, **Percent Down**, and **Index**.



Category

- Chewing And Smokeless Tobacco
- Cigarette Rolling Papers
- Cigarettes**
- Cigars
- Pipe Tobacco: Pipesful In Last 7 Days
- Smoking Cessation - Brands Used To Stop Smoking
- Smoking Cessation - Types Used To Stop Smoking

Base

- Total Adults**
- Male
- Female

Target

- Smoked in Last 12 Months Total**
- Packs/Last 7 Days Heavy (9+)
- Packs/Last 7 Days Medium (6-8)
- Packs/Last 7 Days Light (0-5)
- Smoked in Last 12 Months Basic 100's or 85's Regular
- Smoked in Last 12 Months Basic 100's or 85's Lights
- Smoked in Last 12 Months Camel Lights or Ultra Lights: Kings or 100's
- Smoked in Last 12 Months Marlboro Menthol

Fall 2004 Product Tobacco

Cigarettes
Smoked in Last 12 Months Total
Base: Total Adults

Estimated number of adults 18+ in the U.S. at the time the study was published. Remember to add three 000s to the end of the number given.

About **50,998,000** adults used cigarettes in the last 12 months.

Proj '000

Pct. Across

Out of the population of men 18-34, 32.8% smoked cigarettes in the last 12 months (10969/33429)

Pct. Down

Out of all the people who smoked cigarettes in the last 12 months, 21.5% are men 18-34 (110969/50998)

Index

Adults who did not graduate from high school are **27%** more likely than the rest of the population to smoke cigarettes in the last 12 months.

Of the projected total adults 18-34, 10,969,000 men smoked cigarettes in the last 12 months.

Stub	Total '000	Proj '000	Pct Across	Pct Down	Index
Total	213,454	50,998	23.9	100.0	100
Age 18-24	27,556	8,494	30.8	16.7	129
Age 25-34	39,380	11,204	28.5	22.0	119
Age 35-44	44,230	11,547	26.1	22.6	109
Age 45-54	40,387	9,843	24.4	19.3	102
Age 55-64	27,520	5,511	20.0	10.8	8
Age 65+	34,381	4,400	12.8	8.6	7
Adults 18-34	66,936	19,698	29.4	38.6	123
Adults 18-49	132,670	36,687	27.7	71	116
Adults 25-54	96,096	32,593	26.3	33.9	110
Men 18-34	33,429	10,969	32.8	21.5	137
Men 18-49	65,645	19,775	30.1	38.8	118
Men 25-54	60,949	17,152	28.1	33.6	116
Women 18-34	33,507	8,729	26.1	17.1	109
Women 18-49	67,025	16,912	25.2	33.2	106
Women 25-54	63,048	15,441	24.5	30.3	103
Educ: graduated college plus	52,832	6,829	12.9	13.4	54
Educ: attended college	57,820	13,833	23.9	27.1	100
Educ: graduated high school	67,779	19,750	29.1	38.7	122
Educ: did not graduate HS	35,023	10,587	30.2	20.8	127
Educ: post graduate	17,656	1,781	10.1	3.5	42

Total '000

Mediamark Reporter Total Population - estimated number of adults age 18+ in the United States at the time the study was published. Remember to add three zeroes (000) to the end of whatever number is given.

Proj '000 = Projected

This number represents the projected total number of adults who fall into the category described by the table, and who meet the row criterion in question. In the example above, a projected 50,998,000 adults in the United States smoked cigarettes in the last 12 months.

Percent Across

The percentage of people who have a certain characteristic as defined by a row heading. In this example, 29.4% of adults age 18-24 smoke cigarettes in the last 12 months. This is based on the projected population of that age group divided by the total population of that age group (19798/66939).

Percent Down

The percentage of people who have a certain characteristic defined by a column heading. Notice that 100% corresponds to the people meeting the table's criterion and not to the population as a whole. In the example above, 38.7% of the projected total of 50,998,000 adults who smoked cigarettes in the last 12 months graduated from high school (projected graduated high school divided by projected total, 50,998)

Index

This number indicates selectivity. That is, which group, compared to the total population, meets the criteria of the row and the column. It's calculated by dividing the **Percent Across** of a group

(e.g. Adults, Men, Women, Graduated College, 18-24, etc.) by the **Percent Across** of the universe concerned (e.g. total number of adults who smoke cigarettes in the last 12 months).

Additional Information

For more in-depth information, please see the [tech guides](#) available from MRI+. These guides, located at <http://www.mediamark.com/mri/docs/techguide.html>, provide information about both the products and media in the reports, including the survey instrument, definitions, and categories.

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