

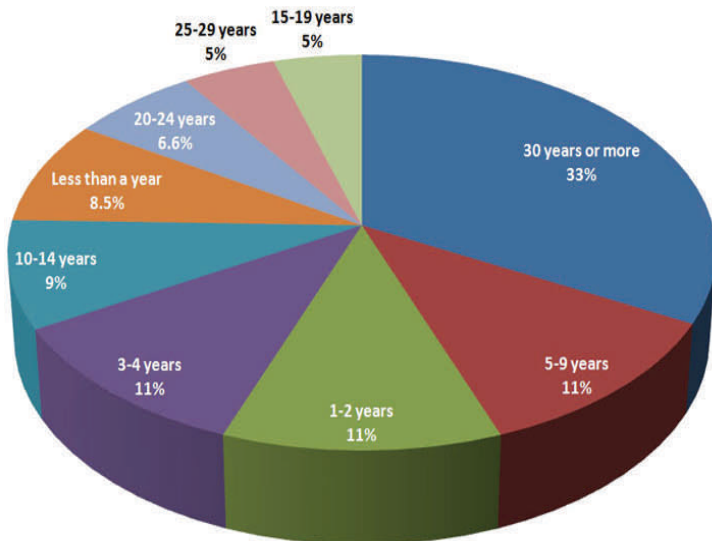


# IN THE PIPE WORLD



Last year, in September 2010, PipesMagazine.com conducted a survey of 867 pipe smokers. We are not aware of any other present-day market research available for this micro-niche market, with one exception. Dr. Michael Garr is director of the Wilkes University Survey Research Center. He is also a pipe smoker and member of the online pipe community known as "Doc Garr". He is a highly trained and skilled professional in surveys and market research. He conducted a survey a few years ago of 339 pipe smokers.

How Long Smoking a Pipe



**Key Point:** While the largest portion of respondents (35%) said that they started smoking a pipe out of curiosity, and the smallest amount, less than 1% said they were influenced by advertising to start smoking a pipe. This begs the question - What exactly creates the curiosity to try a pipe? It is worth noting that even if advertising does not influence someone to start smoking a pipe, other numerous studies have shown that advertising does influence brand preferences and where they purchase.

Aside from looking attractive, another element that will be missing from the raw report is additional analytical and editorial information. For example, we feel it is important to add comments to some of the results, like question number 3, which asks; **What / Who influenced you to start smoking a pipe?**

Influence to Start Smoking a Pipe

