

2047400368

TABLE OF CONTENTS

TABLE 1A	OVERALL PREFERENCE WITHIN ORDER OF TRIAL
TABLE 2	RELATIVE CONSUMER PREFERENCE FOR EITHER OF THE TEST CIGARETTES BY ORDER OF TRIAL FROM QUESTION 8
TABLE 3	RELATIVE CONSUMER PREFERENCE FOR EITHER OF THE TEST CIGARETTES AMONG THOSE WHO PREFERRED FROM QUESTION 8
TABLE 4	PREFERENCE FOR EITHER OF THE TEST CIGARETTES BY AGE AND SEX OF TESTER FROM QUESTIONS 8/27/28
TABLE 5	PREFERENCE FOR EITHER OF THE TEST CIGARETTES BY AGE AND SEX OF TESTER AMONG THOSE WHO HAD A PREFERENCE FROM QUESTIONS 8/27/28
TABLE 6	OVERALL PREFERENCE BY AGE WITHIN SEX WITHIN ORDER OF TRIAL FROM QUESTIONS 8/27/28
TABLE 6	OVERALL PREFERENCE BY AGE WITHIN SEX WITHIN ORDER OF TRIAL FROM QUESTIONS 8/27/28
TABLE 7	PREFERENCE FOR EITHER OF THE TEST CIGARETTES BY GEOGRAPHIC REGION FROM QUESTION 8
TABLE 8	REASONS WHY TESTERS PREFERRED EITHER OF THE TEST CIGARETTES FROM QUESTION 9
TABLE 9	PREFERENCE FOR EITHER OF THE TEST CIGARETTES BY BRAND SMOKED REGULARLY FROM QUESTIONS 8 AND 24
TABLE 9	PREFERENCE FOR EITHER OF THE TEST CIGARETTES BY BRAND SMOKED REGULARLY FROM QUESTIONS 8 AND 24
TABLE 10	BRAND OF CIGARETTES SMOKED REGULARLY FROM QUESTION 24
TABLE 11	FUTURE PURCHASE INTENT FROM QUESTION 10

TABLE OF CONTENTS

TABLE 11	FUTURE PURCHASE INTENT FROM QUESTION 10
TABLE 12	COMPARISON OF TEST CIGARETTES TO REGULAR BRAND FROM QUESTION 11
TABLE 12	COMPARISON OF TEST CIGARETTES TO REGULAR BRAND FROM QUESTION 11
TABLE 13	THINGS LIKED ABOUT THE TEST CIGARETTES FROM QUESTIONS 4 AND 7
TABLE 14	THINGS DISLIKED ABOUT THE TEST CIGARETTES FROM QUESTIONS 3 AND 6
TABLE 14	DIFFERENCES NOTED IN TEST CIGARETTES FROM QUESTION 14/15
TABLE 15	THINGS LIKED ABOUT DIFFERENCES IN THE TEST CIGARETTES AMONG THOSE WHO NOTICED A DIFFERENCE FROM QUESTION 14/15
TABLE 16	THINGS DISLIKED ABOUT DIFFERENCES IN THE TEST CIGARETTES AMONG THOSE WHO NOTICED A DIFFERENCE FROM QUESTION 14/15
TABLE 15A	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTION 2
TABLE 15B	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTION 2
TABLE 15C	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTION 2
TABLE 15D	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTION 2
TABLE 15E	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTION 2
TABLE 15F	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTION 2
TABLE 15G	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTION 2

TABLE OF CONTENTS

TABLE 15H	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTION 2
TABLE 15I	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTION 2
TABLE 15J	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTION 2
TABLE 16	SUMMARY OF MEAN RATINGS FROM QUESTION 2
TABLE 17	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTIONS 2 AND 5 (WHETHER RETAINED BALLOT)
TABLE 17	RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS FROM QUESTIONS 2 AND 5 (WHETHER RETAINED BALLOT)
TABLE 18	OVERALL AND SPECIFIC RATING CONTROLLED BY ORDER OF PRESENTATION
TABLE 19	DIFFERENCES NOTICED BETWEEN THE 2 ADS FROM QUESTIONS 8 AND 13
TABLE 19	DIFFERENCES NOTICED BETWEEN THE 2 ADS FROM QUESTIONS 8 AND 13
TABLE 20	DIFFERENCES NOTICED BETWEEN THE PACKS THEMSELVES FROM QUESTIONS 8 AND 15
TABLE 20	DIFFERENCES NOTICED BETWEEN THE PACKS THEMSELVES FROM QUESTIONS 8 AND 15
TABLE 21	NOTICED ONE CIGARETTE HAD A STRONGER TASTE FROM QUESTIONS 8 AND 17
TABLE 21	NOTICED ONE CIGARETTE HAD A STRONGER TASTE FROM QUESTIONS 8 AND 17
TABLE 22	NOTICED ONE CIGARETTE HAD MORE TAR FROM QUESTIONS 8 AND 20
TABLE 22	NOTICED ONE CIGARETTE HAD MORE TAR FROM QUESTIONS 8 AND 20
TABLE 23	HOW TRIED PLAYERS FROM QUESTION 22

TABLE OF CONTENTS

TABLE 24	NUMBER OF PACKS BOUGHT FROM QUESTION 23
TABLE 25	NUMBER OF TEST PACKAGES SMOKED FROM QUESTION 18
TABLE 26	NUMBER OF TEST PACKAGES SMOKED FROM QUESTION 18
TABLE 27	AVAILABILITY OF REPORT FORM FROM QUESTION 1C/1D
TABLE 28	AVAILABILITY OF REPORT FORM FROM QUESTION 1C/1D

2047400372

N.Y.I. CIGARETTE TEST PM128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 1A
OVERALL PREFERENCE WITHIN ORDER OF TRIAL

	TOTAL	UNWEIGHTED		WEIGHTED		WTD Z	PRCB.
		PREFER 4027	PREFER 4028	PREFER 4027	PREFER 4028		
LOW TAR 100MM MENTHOL	189	0.33	0.52	0.41	0.59	2.88	0.88
LESS THAN 35	80	0.43	0.48	0.48	0.54	0.55	0.42
35 OR MORE	109	0.28	0.53	0.38	0.62	2.81	0.88
MEN TOTAL	44	0.45	0.45	0.50	0.50	0.83	0.00
LESS THAN 35	4	0.50	0.50	0.87	0.33	0.58	0.44
35 OR MORE	40	0.45	0.45	0.50	0.50	0.00	0.00
WOMEN TOTAL	155	0.28	0.54	0.38	0.62	3.02	1.00
LESS THAN 35	58	0.43	0.48	0.48	0.54	0.58	0.45
35 OR MORE	89	0.21	0.57	0.32	0.68	3.51	1.00

2047400373

H.Y.B. CIGARETTE TEST PH126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 1A
OVERALL PREFERENCE WITHIN ORDER OF TRIAL

	TOTAL	UNWEIGHTED		WEIGHTED		WTD Z	PROB.
		PREFER 4027	PREFER 4028	PREFER 4027	PREFER 4028		
FULL FLAVOR 100MM MENTHOL	221	0.37	0.48	0.45	0.55	1.59	0.88
LESS THAN 35	83	0.40	0.48	0.48	0.52	0.39	0.31
35 OR MORE	138	0.38	0.48	0.44	0.56	1.81	0.89
MEN TOTAL	81	0.41	0.44	0.48	0.51	0.21	0.17
LESS THAN 35	17	0.59	0.24	0.64	0.36	1.07	0.71
35 OR MORE	44	0.34	0.52	0.42	0.58	1.05	0.70
WOMEN TOTAL	180	0.38	0.49	0.43	0.57	1.79	0.92
LESS THAN 35	48	0.33	0.54	0.40	0.60	1.31	0.80
35 OR MORE	114	0.37	0.46	0.44	0.56	1.21	0.77

2047400374

M.T.T. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 2
RELATIVE CONSUMER PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY ORDER OF TRIAL
FROM QUESTION 8

	LOW TAR 100PM MENTHOL			FULL FLAVOR 100PM MENTHOL		
	TOTAL	TRIED 4027 FIRST	TRIED 4027 SECOND	TOTAL	TRIED 4027 FIRST	TRIED 4027 SECOND
PREFER 4027	85 33.	37 38.	28 28.	82 37.	38 35.	48 38.
PREFER 4028	103 52.	48 48.	55 54.	105 48.	53 51.	52 44.
NO PREFERENCE	31 16.	13 13.	18 18.	34 15.	15 14.	18 16.
TOTAL WHO TESTED	199 100.	98 100.	101 100.	221 100.	104 100.	117 100.

2047400375

M.T.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 3
RELATIVE CONSUMER PREFERENCE FOR EITHER OF THE TEST CIGARETTES
AMONG THOSE WHO PREFERRED
FROM QUESTION 8

	LOW TAR 100MM MENTHOL		FULL FLAVOR 100MM MENTHOL	
	NO.	PCT.	NO.	PCT.
PREFERRED 4027	85	39	82	44
PREFERRED 4028	103	81	105	58
TOTAL WHO PREFERRED	188	100	187	100
CHI SQUARE	8.60		2.83	
CHI SQUARE CORRECTED	8.37		2.71	

NOTE - CHI SQUARE OF 1.84 SIGNIFICANT AT 80 PERCENT LEVEL OF CONFIDENCE
CHI SQUARE OF 2.71 SIGNIFICANT AT 90 PERCENT LEVEL OF CONFIDENCE
CHI SQUARE OF 3.84 SIGNIFICANT AT 95 PERCENT LEVEL OF CONFIDENCE
CHI SQUARE OF 5.41 SIGNIFICANT AT 98 PERCENT LEVEL OF CONFIDENCE
CHI SQUARE OF 6.64 SIGNIFICANT AT 99 PERCENT LEVEL OF CONFIDENCE

2047400376

N.Y.T. CIGARETTE TEST P120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 4
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY AGE AND SEX OF TESTER
FROM QUESTIONS 8/27/28

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR 100MM MENTHOL								
AGE GROUPS								
UNDER 35 YEARS	26	43	28	48	5	8	80	100
35 YEARS AND OVER	38	28	74	53	24	18	138	100
TOTAL WHO TESTED	85	32	103	52	31	18	189	100
SEX								
MALE	20	45	20	45	4	8	44	100
FEMALE	45	28	83	54	27	17	155	100
TOTAL WHO TESTED	85	32	103	52	31	18	189	100
FULL FLAVOR 100MM								
MENTHOL								
AGE GROUPS								
UNDER 35 YEARS	25	40	28	48	8	14	83	100
35 YEARS AND OVER	57	38	78	48	25	18	158	100
TOTAL WHO TESTED	82	37	105	48	34	15	221	100
SEX								
MALE	25	41	27	44	8	15	81	100
FEMALE	57	36	78	48	25	18	160	100
TOTAL WHO TESTED	82	37	105	48	34	15	221	100

2047400377

M. V. 3 CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 5
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY AGE AND SEX OF TESTER
AMONG THOSE WHO HAD A PREFERENCE
FROM QUESTIONS 8/27/28

	PREFERRED 4027		PREFERRED 4028		TOTAL WHO PREFERRED		CHI SQUARE	CHI SQUARE CORRECTED
	NO.	PCT.	NO.	PCT.	NO.	PCT.		
LOW TAR 100MM MENTHOL								
AGE GROUPS								
UNDER 35 YEARS	28	47	28	53	55	100	0.16	0.11
35 YEARS AND OVER	39	35	74	65	113	100	10.84	10.53
TOTAL WHO TESTED	65	39	103	61	168	100	8.60	8.37
SEX								
MALE	20	50	20	50	40	100		0.01
FEMALE	45	35	83	65	128	100	11.28	10.98
TOTAL WHO TESTED	65	39	103	61	168	100	8.60	8.37
FULL FLAVOR 100MM MENTHOL								
AGE GROUPS								
UNDER 35 YEARS	25	46	28	54	54	100	0.30	0.23
35 YEARS AND OVER	57	43	78	57	133	100	2.71	2.57
TOTAL WHO TESTED	82	44	105	58	187	100	2.83	2.71
SEX								
MALE	25	48	27	52	52	100	0.08	0.04
FEMALE	57	42	78	58	135	100	3.27	3.11
TOTAL WHO TESTED	82	44	105	58	187	100	2.83	2.71

NOTE- CHI SQUARE OF 1.84 SIGNIFICANT AT 80 PERCENT LEVEL OF CONFIDENCE
 CHI SQUARE OF 2.71 SIGNIFICANT AT 80 PERCENT LEVEL OF CONFIDENCE
 CHI SQUARE OF 3.84 SIGNIFICANT AT 85 PERCENT LEVEL OF CONFIDENCE
 CHI SQUARE OF 5.41 SIGNIFICANT AT 88 PERCENT LEVEL OF CONFIDENCE
 CHI SQUARE OF 8.64 SIGNIFICANT AT 89 PERCENT LEVEL OF CONFIDENCE

N.Y.S. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 8
OVERALL PREFERENCE BY AGE WITHIN SEX WITHIN ORDER OF TRIAL
FROM QUESTIONS 8/27/28

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR 100MM MENTHOL TRIED CIGARETTE 4027 FIRST	37	38	48	49	13	13	98	100
MALES UNDER 35	1	33	2	67			3	100
MALES 35 +	11	55	8	40	1	5	20	100
FEMALES UNDER 35	16	50	13	41	3	9	32	100
FEMALES 35 +	9	21	25	58	8	21	43	100
TRIED CIGARETTE 4028 FIRST	28	28	55	54	18	18	101	100
MALES UNDER 35	1	100					1	100
MALES 35 +	7	35	10	50	3	15	20	100
FEMALES UNDER 35	8	33	14	58	2	8	24	100
FEMALES 35 +	12	28	31	55	13	23	56	100

2047400379

N.Y.I. CIGARETTE TEST P120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 8
OVERALL PREFERENCE BY AGE WITHIN SEX WITHIN ORDER OF TRIAL
FROM QUESTIONS 8/27/38

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
FULL FLAVOR 100MM MENTHOL ----- TRIED CIGARETTE 4027 FIRST -----								
	36	35	53	51	15	14	104	100
MALES UNDER 35	8	73	7	18	1	9	11	100
MALES 35 +	8	24	14	56	5	20	23	100
FEMALES UNDER 35	8	44	10	58			18	100
FEMALES 35 +	14	28	27	54	9	18	50	100
----- TRIED CIGARETTE 4028 FIRST -----								
	48	38	52	44	19	18	117	100
MALES UNDER 35	2	33	2	33	2	33	8	100
MALES 35 +	9	47	9	47	1	5	18	100
FEMALES UNDER 35	7	25	15	54	6	21	28	100
FEMALES 35 +	28	44	28	41	10	18	66	100

2047400380

H.T.I. CIGARETTE TEST PJ20-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 7
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY GEOGRAPHIC REGION
FROM QUESTION 8

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR 100MM MENTHOL								
EAST	20	39	19	37	12	24	51	100
MIDWEST	20	79	42	81	7	10	89	100
SOUTH	12	23	30	57	11	21	53	100
FAR WEST	13	50	12	48	1	4	26	100
TOTAL WHO TESTED	85	33	103	52	31	18	199	100
FULL FLAVOR 100MM MENTHOL								
EAST	22	34	33	51	10	15	65	100
MIDWEST	20	32	33	53	9	15	82	100
SOUTH	28	43	24	37	13	20	65	100
FAR WEST	12	41	15	52	2	7	29	100
TOTAL WHO TESTED	82	37	105	48	34	15	221	100

2047400381

M.T.S. CIGARETTE TEST PL26-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 8
REASONS WHY TESTERS PREFERRED EITHER OF THE TEST CIGARETTES
FROM QUESTION 9

	LOW TAR 100PM MENTHOL				FULL FLAVOR 100PM MENTHOL			
	PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
TASTE	34	52	37	38	31	38	48	48
GOOD-TASTE-TABACCO								
FLAVOR	16	25	8	8	5	6	5	5
MILD FLAVOR-NOT HARSH	4	6	12	12	4	5	15	14
STRONG FLAVOR	3	5	4	4	14	17	7	7
GOOD AFTERTASTE	1	2	3	3	1	1	1	1
SMOOTH TASTE	1	2	4	4	1	1	5	5
CLEAN TASTE	1	2	1	1	1	1	1	1
NO BITTER TASTE	1	2	1	1	1	1	1	1
MENTHOLATED TASTE					1	1		
NO BAD AFTERTASTE	5	8	7	7	4	5	11	10
FRESH TASTE	1	2						
COOL TASTE					1	1	2	2
NOT TOO SALTY	1	2						
RICH FLAVOR			1	1				
TASTES LIKE REGULAR								
BRAND	1	2			1	1	5	5
NO MENTHOL TASTE							1	1
LOW IN TAR WITHOUT							1	1
LOSSING TASTE							1	1
STRENGTH	27	42	48	45	24	28	38	38
MILD, NOT STRONG	18	28	31	30	12	15	17	16
NOT HARSH	8	9	10	10	12	15	11	10
MILD, NOT HARSH	1	2	4	4	2	2	2	2
RIGHT STRENGTH			1	1			2	2
STRONGER	2	3			5	6	3	3
EASE IN SMOKING	6	9	14	14	8	7	11	10
EASY DRAW-SMOKE	4	6	8	8	5	6	7	7
EVEN DRAWING	2	3	8	8	1	1	4	4
BURNING QUALITIES			1	1	3	4	8	8
BURNED WELL							1	1
SLOWER BURNING			1	1	3	4	4	4
STAYED LIT							1	1
EFFECT ON MOUTH AND								
THROAT	7	11	17	17	8	11	14	13
NOT IRRITATING	4	6	7	7	3	4	2	2
DIDNT BURN MOUTH	1	2	7	7	1	1	2	2
ELIMINATED COUGH	1	2	1	1	2	2	2	2
CAUSED NO								
AFTEREFFECTS	1	2			1	1	3	2

2047400382

N.Y.I. CIGARETTE TEST P123-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 8
REASONS WHY TESTERS PREFERRED EITHER OF THE TEST CIGARETTES
FROM QUESTION 9

	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
MOUTH DIDNT FEEL DRY			1	1			1	1
COOL FEELING TO MOUTH			1	1			1	1
REFRESHING	1	2	1	1	2	2	4	4
PHYSICAL								
CHARACTERISTICS	4	6	2	2	5	6	4	4
WELL PACKED					1	1	2	2
MOIST-FRESH	2	3			2	2		
GOOD QUALITY TOBACCO	1	2	1	1	1	1		
GOOD APPEARANCE	1	2	1	1				
LIKE EXTRA WRAPPER					1	1		
LOW IN TAR AND							2	2
NICOTINE								
HIGHER TAR AND							1	1
NICOTINE							1	1
COOLNESS	2	3	1	1	1	1	1	1
COOL SMOKING	2	3	1	1	1	1	1	1
MISCELLANEOUS	4	6	7	7	11	13	17	18
GOOD CIGARETTE							2	2
AVERAGE-OK					1	1	12	11
SATISFYING	3	5	5	5	5	6	3	3
LIKED PACKAGE							1	1
GOOD AROMA							1	1
SIMILAR/SAME AS							1	1
REGULAR BRAND	1	2	2	2	5	6	13	11
FILTER			13	13	2	2	12	11
LIKE FILTER			1	1	1	1	1	1
LIKED COLOR			11	11	1	1	1	1
LIKE PLASTIC							1	1
MOUTHPIECE								
LIKE HOLES ON FILTER			1	1				
MENTHOL	32	49	35	34	37	45	53	50
LIKED MENTHOL TASTE	7	11	8	8	5	6	13	12
STRONG MENTHOL	13	20	18	18	28	32	28	26
MILDER MENTHOL	6	9	4	4	2	2	13	12
RIGHT AMOUNT MENTHOL	2	3	3	3	1	1	2	2
MENTHOL DIDNT TAKE								
AWAY								
TOBACCO TASTE	1	2			2	2	2	2
MENTHOL REFRESHED								
MOUTH	3	5	3	3	3	4	3	3
TASTE LIKE MINT			1	1				

2047400383

N.T.T. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 6
REASONS WHY TESTERS PREFERRED EITHER OF THE TEST CIGARETTES
FROM QUESTION 8

	LOW TAR 100MM MENTHOL		FULL FLAVOR 100MM MENTHOL	
	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
TOTAL WHO MENTIONED REASONS	85 100	102 99	81 99	104 99
NO SPECIFIC REASONS MENTIONED		1 1	1 1	1 1
TOTAL WHO TESTED	85 100	103 100	82 100	105 100

2047400384

H.T.I. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 9
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY BRAND SMOKED REGULARLY
FROM QUESTIONS 8 AND 24

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR 100MM MENTHOL 100MM MENTHOL FILTER	65	33	103	52	31	16	199	100
LOW TAR	65	33	103	52	31	16	199	100
2 BELAIR	2	43	2	29	2	29	7	100
10 BENSON & HEDGES LIGHTS	7	23	17	55	7	23	31	100
7 KENT GOLDEN LIGHTS	3	75	1	25			4	100
12 KOOL MILDS			1	100			1	100
2 KOOL SUPER LIGHTS	5	42	5	42	2	17	12	100
9 MERIT	3	50	3	50			6	100
10 SALEM LONG LIGHTS	17	32	28	53	8	15	53	100
8 TRUE	4	29	8	57	2	14	14	100
9 VIRGINIA SLIMS LIGHTS	13	48	11	41	3	11	27	100
13 EVE LIGHTS			2	100			2	100
9 VANTAGE 100MM	1	50	1	50			2	100
7 BRIGHT	3	27	8	55	2	19	11	100
8 SALEM SLIM LIGHTS	3	17	11	61	4	22	18	100
10 SATIN	2	25	5	83	1	13	8	100
12 PLAYERS	1	100					1	100
GENERIC			2	100			2	100
TOTAL WHO TESTED	65	33	103	52	31	16	199	100

2047400385

N.Y.E. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 9
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY BRAND SMOKED REGULARLY
FROM QUESTIONS 8 AND 24

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
FULL FLAVOR 10MM MENTHOL ----- 100MM MENTHOL FILTER	82	37	105	48	34	15	221	100
FULL FLAVOR -----	82	37	105	48	34	15	221	100
16 BENSON & HEDGES	14	28	27	54	0	18	50	100
14 KOOL	20	51	21	38	0	11	55	100
20 NEWPORT 100'S	11	58	0	32	2	11	18	100
18 SALEM	24	33	37	51	12	18	73	100
15 VIRGINIA SLIMS	5	21	14	58	5	21	24	100
TOTAL WHO TESTED	82	37	105	48	34	15	221	100

W
C
C
W

2047400386

N.T.B. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 10
BRAND OF CIGARETTES SMOKED REGULARLY
FROM QUESTION 24

	LOW TAR 100MM MENTHOL REGULAR BRAND	FULL FLAVOR 100MM MENTHOL REGULAR BRAND
	NO. PCT.	NO. PCT.
100MM MENTHOL FILTER	199 100	221 100
FULL FLAVOR		221 100
BENSON & HEDGES		50 23
KOOL		55 25
NEWPORT 100'S		19 9
SALEM		73 33
VIRGINIA SLIMS		24 11
LOW TAR	199 100	
BELAIR	7 4	
BENSON & HEDGES LIGHTS	31 16	
KENT GOLDEN LIGHTS	4 2	
KOOL MILDS	1 1	
KOOL SUPER LIGHTS	12 6	
MERIT	8 3	
SALEM LONG LIGHTS	33 27	
TRUE	14 7	
VIRGINIA SLIMS LIGHTS	27 14	
EVE LIGHTS	2 1	
VANTAGE 100MM	2 1	

2047400387

M.T.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 10
BRAND OF CIGARETTES SMOKED REGULARLY
FROM QUESTION 24

	LOW TAR 100MM MENTHOL REGULAR BRAND		FULL FLAVOR 100MM MENTHOL REGULAR BRAND	
	NO.	PCT.	NO.	PCT.
BRIGHT	11	6		
SALEM SLIM LIGHTS	18	9		
SATIN	8	4		
PLAYERS	1	1		
GENERIC	2	1		
TOTAL WHO TESTED	100	100	221	100

2047400388

M.T.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 11
FUTURE PURCHASE INTENT
FROM QUESTION 10

	TOTAL		MALE		FEMALE		UNDER 35		35 + OVER	
	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
LOW TAR 100MM MENTHOL										
DEFINITELY BUY THEM	21 32	35 34	8 30	18 50	13 33	25 30	8 23	5 17	15 38	30 41
PROBABLY BUY THEM	22 34	38 37	5 25	7 35	17 38	31 37	12 46	14 48	10 28	24 32
MIGHT OR MIGHT NOT BUY THEM	15 23	15 15	5 25	1 5	10 22	14 17	8 23	5 17	8 23	18 16
PROBABLY NOT BUY THEM	4 8	11 11	2 10	2 10	2 4	8 11	2 8	4 14	2 5	7 9
DEFINITELY NOT BUY THEM	3 5	4 4	2 10		1 2	4 5		1 3	3 8	3 4
DON'T KNOW										
TOTAL WHO TESTED	85 100	103 100	20 100	20 100	45 100	83 100	28 100	28 100	38 100	74 100
AVERAGE RATING	3.83	3.88	3.55	4.25	3.96	3.77	3.85	3.82	3.82	3.88
STANDARD DEVIATION	1.09	1.12	1.28	0.94	0.87	1.13	0.88	1.03	1.22	1.13
TWO SAMPLE T SCORE	-0.18		-1.52		0.88		0.87		-0.58	

2047400389

M.T.I. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 11
FUTURE PURCHASE INTENT
FROM QUESTION 10

	TOTAL		MALE		FEMALE		UNDER 35		35 + OVER	
	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
FULL FLAVOR 100MM MENTHOL										
DEFINITELY BUY THEM	21 28	32 30	8 24	7 28	15 28	25 42	5 20	8 28	10 28	24 32
PROBABLY BUY THEM	33 40	41 39	10 40	9 33	23 40	32 41	12 48	15 52	21 37	26 34
MIGHT OR MIGHT NOT BUY THEM	12 15	23 22	4 16	6 22	8 14	17 22	2 8	5 17	10 18	10 24
PROBABLY NOT BUY THEM	11 13	4 4	2 8	2 7	9 16	2 3	5 20	1 3	8 11	3 4
DEFINITELY NOT BUY THEM	5 6	4 4	3 12	2 7	2 4	2 3	1 4		4 7	4 5
DON'T KNOW		1 1		1 4						1 1
TOTAL WHO TESTED	82 100	105 100	25 100	27 100	57 100	78 100	25 100	29 100	57 100	76 100
AVERAGE RATING	3.88	3.88	3.56	3.65	3.70	3.87	3.88	4.03	3.88	3.84
STANDARD DEVIATION	1.17	1.01	1.27	1.17	1.12	0.93	1.13	0.76	1.10	1.08
TWO SAMPLE T SCORE	-1.44		-0.27		-1.48		-1.58		-0.77	

2047400390

M.T.1. CIGARETTE TEST P120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 11
FUTURE PURCHASE INTENT
FROM QUESTION 10

	TOTAL		MALE		FEMALE		UNDER 35		35 + OVER	
	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
FULL FLAVOR 100MM MENTHOL										
DEFINITELY BUY THEM	21 28	32 30	8 24	7 28	15 28	25 32	5 20	8 28	18 28	24 32
PROBABLY BUY THEM	33 40	41 39	10 40	8 33	23 40	32 41	12 48	14 52	21 37	28 34
MIGHT OR MIGHT NOT BUY THEM	12 15	23 22	4 16	6 22	8 14	17 22	2 8	5 17	10 18	18 24
PROBABLY NOT BUY THEM	11 13	4 4	2 8	2 7	8 18	2 3	5 20	1 3	8 11	3 4
DEFINITELY NOT BUY THEM	5 6	4 4	3 12	2 7	2 4	2 3	1 4		4 7	4 5
DON'T KNOW		1 1		1 4						1 1
TOTAL WHO TESTED	82 100	105 100	25 100	27 100	57 100	78 100	25 100	28 100	57 100	76 100
AVERAGE RATING	3.88	3.86	3.58	3.65	3.70	3.87	3.80	4.03	3.88	3.84
STANDARD DEVIATION	1.17	1.01	1.27	1.17	1.12	0.83	1.13	0.78	1.18	1.08
TWO SAMPLE T SCORE	-1.44		-0.27		-1.48		-1.59		-0.77	

2047400391

N.Y.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 12
COMPARISON OF TEST CIGARETTES TO REGULAR BRAND
FROM QUESTION 11

	TOTAL				MALE				FEMALE				UNDER 35				35 + OVER			
	PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR 100MM MENTHOL																				
MUCH BETTER	8	8	13	13	1	5	2	10	5	11	11	12	3	12	1	3	3	8	12	18
SLIGHTLY BETTER	11	17	18	19	2	10	8	30	8	20	10	12	8	23	3	10	5	13	13	18
ABOUT THE SAME	28	43	44	43	8	40	11	55	20	44	33	40	11	42	14	48	17	44	30	41
SLIGHTLY POORER	17	26	24	23	8	40	1	5	9	20	23	28	5	23	9	31	11	28	15	20
MUCH WORSE	3	5	5	5	1	5			2	4	5	6			2	7	3	8	3	4
DON'T KNOW			1	1							1	1							1	1
TOTAL WHO TESTED	85	100	103	100	20	100	20	100	45	100	83	100	28	100	28	100	39	100	74	100
AVERAGE RATING	3.00		3.08		2.70		3.45		3.13		2.89		3.23		2.72		2.45		3.22	
STANDARD DEVIATION	0.89		1.04		0.83		0.74		1.00		1.09		0.83		0.87		1.00		1.09	
TWO SAMPLE T SCORE	-0.48				-2.81				0.75				2.04				-1.81			

2047400392

M.T.T. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 12
COMPARISON OF TEST CIGARETTES TO REGULAR BRAND
FROM QUESTION 11

	TOTAL		MALE		FEMALE		UNDER 35		35 & OVER	
	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
FULL FLAVOR 100MM MENTHOL										
MUCH BETTER	8 10	14 13	2 8	2 7	6 11	12 15	2 8	3 10	6 11	11 14
SLIGHTLY BETTER	9 11	15 14	3 12	3 18	6 11	10 13	2 8	3 10	7 12	12 14
ABOUT THE SAME	28 34	38 38	10 40	8 33	18 32	28 37	11 44	13 45	17 30	25 33
SLIGHTLY POORER	27 33	35 33	7 28	11 41	20 35	24 31	9 38	10 34	18 32	25 33
MUCH WORSE	8 11	2 2	3 12		6 11	2 3	1 4		8 14	2 3
DON'T KNOW	1 1	1 1			1 2	1 1			1 2	1 1
TOTAL WHO TESTED	82 100	105 100	25 100	27 100	57 100	78 100	25 100	28 100	57 100	78 100
AVERAGE RATING	2.75	3.01	2.78	2.83	2.75	3.08	2.80	2.97	2.73	3.07
STANDARD DEVIATION	1.11	1.05	1.07	0.84	1.12	1.08	0.84	0.83	1.17	1.08
TWO SAMPLE T SCORE	-1.77		-0.58		-1.88		-0.64		-1.65	

2047400393

M.T.I. CIGARETTE TEST P12P-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

TASTE	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
	45	23	58	29	55	25	60	27
GOOD-TASTE-TABACCO FLAVOR	13	7	23	12	18	9	14	6
MILD FLAVOR-NOT HARSH	13	7	13	7	5	2	17	8
STRONG FLAVOR	2	1	3	2	8	3	4	2
GOOD AFTERTASTE	4	2	3	3	4	2		
SMOOTH TASTE	2	1	7	4	3	1	2	1
CLEAN TASTE			1	1			4	2
NO BITTER TASTE	1	1						
MENTHOLATED TASTE	1	1	3	2	2	1		
NO BAD AFTERTASTE	10	5	11	6	15	7	18	8
FRESH TASTE	1	1	1	1	1	0		
COOL TASTE					3	1	4	2
RICH FLAVOR					1	0		
TASTES LIKE REGULAR BRAND	2	1			3	1	5	2
NO MENTHOL TASTE							1	0
LOW IN TAR WITHOUT LOSSING TASTE					2	1	3	1
STRENGTH	45	23	57	29	33	15	52	24
MILD, NOT STRONG	36	18	48	23	21	10	35	18
NOT HARSH	8	3	5	3	8	4	11	5
MILD, NOT HARSH	1	1	3	2	2	1	4	2

2047400394

H.V.T. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
RIGHT STRENGTH	1	1	2	1			1	0
STRONGER	1	1	1	1	2	1	1	0
EASE IN SMOKING	18	9	23	12	14	8	21	10
EASY DRAW-SMOKE	10	5	14	7	10	5	17	8
EVEN DRAWING	8	4	9	5	4	2	5	2
BURNING QUALITIES	7	4	7	4	14	6	18	7
BURNED WELL					2	1	3	1
SLOWER BURNING	8	3	7	4	10	5	9	4
EVEN BURNING	1	1			1	0	2	1
STAYED LIT					1	0	2	1
ASH STAYED ON WELL							1	0
MISCELLANEOUS					1	0		
EFFECT ON MOUTH AND THROAT	7	4	8	4	14	8	18	8
NOT IRRITATING	3	2	1	1	8	3	5	2
DIDNT BURN MOUTH	2	1	4	2	4	2	4	2
ELIMINATED COUGH			1	1			2	1
CAUSED NO AFTEREFFECTS	1	1			1	1	1	0
MOUTH DIDNT FEEL DRY			2	1			1	0
COOL FEELING TO MOUTH	1	1					2	1
REFRESHING					3	1	6	3
PHYSICAL CHARACTERISTICS	24	12	25	13	34	15	25	11

2047400395

N.Y.S. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 5

	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
WELL PACKED	4	2	4	2			2	1
MOIST-FRESH	2	1	2	1	1	0	1	0
LIKED LENGTH OF CIGARETTE	3	2	3	2	8	3	8	4
GOOD QUALITY TOBACCO					1	0		
NOT TOO FIRMLY PACKED			1	1				
GOOD APPEARANCE	12	8	13	7	17	8	11	5
SLIM-SLENDER			1	1	2	1	3	1
LOW IN TAR AND NICOTINE	4	2	2	1	8	4	4	2
LIKE INVISIBLE WINDOWS					1	0		
COOLNESS	4	2	6	3	5	2	10	5
COOL SMOKING	4	2	6	3	5	2	10	5
MISCE. LANEOUS	24	12	22	11	34	15	33	15
GOOD CIGARETTE					2	1	4	2
AVERAGE-OK	1	1					2	1
SATISFYING	4	2	6	3	10	5	8	4
PREFER NON-FILTERS	11	8	9	5	2	1	3	1
LIKED PACKAGE	5	3	8	3	18	9	14	8
GOOD AROMA	1	1			1	0	1	0
SIMILAR/SAME AS REGULAR BRAND	3	2	1	1	1	0	3	1
FILTER	8	4	18	9	3	1	15	7

2047400396

N.Y.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
	2	1	2	1	1	0	2	1
LIKE FILTER								
EFFECTIVE FILTERING							1	0
LIKED COLOR	4	2	15	8	1	0	9	4
LIKE A FILTER	1	1			1	0	1	0
FIRM-HARD-TIGHT			1	1			1	0
LIKE LONG FILTER	1	1						
MENTHOL	58	28	62	31	52	24	67	30
LIKED MENTHOL TASTE	30	15	21	11	22	10	25	11
STRONG MENTHOL	8	3	9	5	8	4	11	5
MILDER MENTHOL	11	6	20	10	12	5	17	8
RIGHT AMOUNT MENTHOL	5	3	6	3	3	1	8	3
TASTED LIKE OTHER MENTHOLATED BRANDS							1	0
MENTHOL DIDNT TAKE AWAY TOBACCO TASTE			1	1	2	1	1	0
MENTHOL REFRESHED MOUTH	2	1			4	2	6	2
MENTHOL KEEPS NOSE CLEAR							1	0
TASTE LIKE MINT			1	1	1	0		
LIKE MENTHOL CIGARETTES	3	2	4	2	2	1	3	1
TOTAL WHO MENTIONED REASONS	135	68	149	75	149	67	177	80

2047400397

N.T. 1. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
NO SPECIFIC REASONS MENTIONED	84	32	50	25	72	33	44	20
TOTAL WHO TESTED	199	100	199	100	221	100	221	100

2047400398

N.Y.I. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 8

	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
	52	28	45	23	51	23	42	18
TASTE								
POOR FLAVOR DISLIKED TASTE NO TRUE TOBACCO TASTE	2	1	3	2	3	1	5	2
FLAVOR TOO MILD NOT ENOUGH FLAVOR	10	5	4	2	17	8	20	8
FLAVOR TOO STRONG	15	8	12	8	7	3	4	2
LEFT BAD AFTERTASTE	24	12	19	10	21	10	9	4
HOT, BURNING TASTE	1	1	2	1				
STRANGE, PECULIAR TASTE			1	1	1	0		
DRY TASTE	2	1	5	3	3	1	1	0
BITTER TASTE	2	1			1	0	1	0
PAPER TASTE							3	1
NOT RICH ENOUGH			2	1				
UNEVEN FLAVOR THROUGHOUT					1	0		
LOST FLAVOR AFTER SMOKING THEM			1	1	1	0		
MISCELLANEOUS	1	1	1	1	1	0		
STRENGTH	35	18	26	13	47	21	40	18
TOO MILD	7	4	8	4	32	14	27	12
TOO STRONG (HARSH), NOT MILD ENOUGH	28	14	18	9	14	6	12	5
TOO STRONG AT START OF CIGARETTE					1	0	1	0

2047400399

M.T.E. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
DIFFICULTY IN SMOKING	0	5	4	2	12	5	15	7
NOT EASY DRAWING								
DIDNT SMOKE WELL	0	5	4	2	10	5	13	6
TOO EASY DRAWING							1	0
DRAWS TOO MUCH AIR					2	1	1	0
BURNING QUALITIES	7	4	8	3	11	5	14	6
DIDNT BURN WELL							1	0
BURNED TOO FAST	6	3	5	3	9	4	11	5
DIDNT STAY LIT	1	1	1	1	2	1	3	1
TOO MUCH SMOKE, TOO MUCH SMOKE CAME OUT OF HOLES					1	0		
EFFECT ON MOUTH, THROAT, ETC.	38	19	21	11	22	10	17	8
IRRITATED MOUTH AND THROAT	19	10	0	5	8	4	8	3
BURNED THROAT	15	8	5	3	8	3	3	1
CAUSED COUGH	2	1	2	1	2	1	5	2
CAUSED AFTEREFFECTS			2	1	2	1	2	1
LEFT MOUTH DRY	4	2	2	1	5	2	2	1
CAUSED HEADACHE	1	1	2	1			1	0
PHYSICAL CHARACTERISTICS	10	5	12	6	8	4	12	5
NOT FIRMLY PACKED			1	1	1	0	2	1
TOO DRY AND STALE	6	3	5	3	2	1	3	1

2047400400

N.T.T. CIGARETTE TEST P120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.	
	1	1	2	1			2	1
DISLIKED LENGTH								
POOR BLEND			1	1				
TOO FIRMLY PACKED							1	0
DISLIKE HOLES IN CIGARETTE PAPER	1	1						
TOO FEMININE FOR A MAN	1	1			3	1	2	1
TOO BIG AROUND	2	1	3	2	1	0	2	1
TOO HIGH IN TAR AND NICOTINE					1	0	1	0
COOLNESS	3	2	2	1	3	1	2	1
NOT COOL SMOKING	3	2	2	1	3	1	1	0
MISCELLANEOUS							1	0
MISCELLANEOUS	7	4	9	5	14	8	17	8
NOT SATISFYING	2	1	3	2	9	4	12	5
NOT AS GOOD AS OTHER BRANDS					1	0	1	0
DISLIKE NON-FILTER CIGARETTES	1	1						
DISLIKED PACKAGE	1	1	2	1	1	0	1	0
POOR AROMA	2	1	3	2	3	1	2	1
MISCELLANEOUS	1	1	1	1			1	0
FILTER	24	12	2	1	22	10	7	3
POOR FILTER	2	1						

2047400401

N.Y.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 18
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 8

	LOW TAR 100MM MENTHOL		FULL FLAVOR 100MM MENTHOL	
	CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.
DISLIKED COLOR OF FILTER TIP	21	11	2	1
DISLIKE A FILTER				
DISLIKE SIZE				
DISLIKED FILTER TASTE	1	1		
FILTER TIP TOO FIRM	1	1	2	1
DISLIKE LONG FILTER			1	0
FILTER STUCK TO LIPS				
MENTHOL	49	25	43	22
DISLIKE MENTHOL	3	2	4	2
TOO STRONG MENTHOL FLAVOR	5	3	8	4
NOT ENOUGH MENTHOL FLAVOR	39	20	56	24
TASTE LIKE MINT	1	1		
DISLIKE MENTHOLATED CIGARETTES	1	1		
MISCELLANEOUS			1	1
TOTAL WHO MENTIONED DISLIKES	143	72	121	61
NO SPECIFIC DISLIKES MENTION	58	28	78	39
TOTAL WHO TESTED	199	100	199	100

2047400402

W.T.I. CIGARETTE TEST P120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 15A
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
OVERALL RATING								
1	20	10	13	7	23	10	28	12
2	26	13	16	8	29	13	22	10
3	32	16	21	11	31	14	26	12
4	30	15	38	19	43	19	33	15
5	27	14	41	21	31	14	39	18
6	31	16	33	17	41	19	35	16
7	33	17	39	20	23	10	40	18
NOT REPORTED								
TOTAL WHO TESTED	199	100	199	100	221	100	221	100
AVERAGE RATING	4.22		4.06		4.11		4.37	
STANDARD DEVIATION	1.95		1.70		1.85		1.87	
TWO SAMPLE T SCORE	-2.35				-1.42			
TOTAL RATING BOTH	199				221			
PAIRED T SCORE	-2.25				-1.45			

2047400403

M.T.S. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 15B
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	LOW TAR 100MM MENTHOL		FULL FLAVOR 100MM MENTHOL	
	CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.
THE CIGARETTES DID NOT HAVE A LOT OF TASTE				
1	15	8	8	4
2	27	15	24	13
3	30	16	20	11
4	28	15	33	18
5	31	17	32	17
6	32	17	42	23
7	21	11	25	14
NOT REPORTED				
TOTAL WHO TESTED	184	100	184	100
AVERAGE RATING	4.18		4.13	
STANDARD DEVIATION	1.83		1.92	
TWO SAMPLE T SCORE	-2.04		0.05	
TOTAL RATING BOTH	184		184	
PAIRED T SCORE	-2.25		0.08	

2047400404

M.T.I. CIGARETTE TEST P120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 15C
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	LOW TAR 100MM MENTHOL		FULL FLAVOR 100MM MENTHOL	
	CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.
THE CIGARETTES DID NOT HAVE A GOOD TASTE				
1	24	13	15	8
2	25	14	15	8
3	20	11	23	12
4	28	14	32	17
5	31	17	38	20
6	33	18	38	19
7	25	14	24	12
NOT REPORTED				
TOTAL WHO TESTED	184	100	184	100
AVERAGE RATING	4.18		4.22	
STANDARD DEVIATION	1.98		1.87	
TWO SAMPLE T SCORE	-1.73		-1.03	
TOTAL RATING BOTH	184		184	
PAIRED T SCORE	-1.71		-1.04	

2047400405

H.T.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 15D
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	LOW TAR 100PM MENTHOL				FULL FLAVOR 100PM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES WERE HARSH TO YOUR MOUTH, THROAT								
1	38	30	24	13	20	10	18	0
2	22	12	16	8	14	7	9	5
3	14	8	18	10	13	7	15	8
4	21	11	12	7	28	14	18	9
5	20	11	25	14	28	13	24	12
6	30	16	37	20	35	18	49	25
7	41	22	52	28	57	29	61	31
NOT REPORTED					1	1		
TOTAL WHO TESTED	184	100	184	100	184	100	174	100
AVERAGE RATING	4.20		4.72		4.88		5.12	
STANDRD DEVIATION	2.25		2.14		2.02		1.95	
TWO SAMPLE T SCORE	-2.28				-1.30			
TOTAL RATING BOTH	184				183			
PAIRED T SCORE	-2.19				-1.50			

2047400406

N.Y.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 15E
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	LOW TAR 100PM MENTHOL		FULL FLAVOR 100PM MENTHOL	
	CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.
THE CIGARETTES DID NOT TASTE AS IF THEY WERE LOW TAR				
1	33	18	25	14
2	17	9	11	6
3	19	10	13	7
4	41	22	43	23
5	21	11	25	14
6	25	14	42	23
7	27	15	24	13
NOT REPORTED	1	1	1	1
TOTAL WHO TESTED	184	100	184	100
AVERAGE RATING	4.00		4.39	
STANDRO DEVIATION	2.02		1.88	
TWO SAMPLE T SCORE	-1.88		-1.83	
TOTAL RATING BOTH	183		184	
PAIRED T SCORE	-1.91		-1.78	

2047400407

N.Y.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4077/4028

TABLE 15F
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	LOW TAR 100MM MENTHOL		FULL FLAVOR 100MM MENTHOL	
	CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.
THE CIGARETTES DID NOT HAVE A GOOD AFTERTASTE				
1	38	21	15	8
2	19	10	19	10
3	18	10	14	8
4	28	15	35	19
5	28	15	32	17
6	31	17	42	23
7	21	11	28	14
NOT REPORTED	1	1	1	1
TOTAL WHO TESTED	184	100	184	100
AVERAGE RATING	3.91		4.40	
STANDARD DEVIATION	2.08		1.81	
TWO SAMPLE T SCORE	-3.08		-1.78	
TOTAL RATING BOTH	183		184	
PAIRED T SCORE	-2.88		-1.82	

2047400408

N.Y.1. CIGARETTE TEST P120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 150
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	LOW TAR 100PM MENTHOL				FULL FLAVOR 100PM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES WERE NOT COOL SMOKING								
1	38	21	24	13	20	10	15	8
2	17	8	16	9	19	10	11	6
3	20	14	18	9	18	9	15	8
4	15	8	21	11	23	12	23	12
5	24	13	38	20	30	15	28	14
6	35	18	33	18	48	25	54	28
7	28	16	38	21	35	18	48	25
NOT REPORTED								
TOTAL WHO TESTED	184	100	184	100	184	100	184	100
AVERAGE RATING	4.84		4.52		4.80		5.02	
STANDARD DEVIATION	2.18		2.03		1.98		1.88	
TWO SAMPLE T SCORE	-2.21				-2.15			
TOTAL RATING BOTH	184				184			
PAIRED T SCORE	-2.21				-2.34			

2047400409

N.Y.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 15H
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	LOW TAR 100MM MENTHOL				FULL FLAVOR 100MM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES HAD A STRONG MENTHOL TASTE								
1	17	8	13	7	10	5	15	8
2	12	7	12	7	12	8	15	8
3	8	5	15	8	24	12	17	9
4	25	14	24	13	34	18	23	12
5	23	13	28	14	27	14	25	13
6	35	19	36	20	35	19	40	21
7	83	34	58	32	52	27	59	30
NOT REPORTED								
TOTAL WHO TESTED	184	100	184	100	184	100	184	100
AVERAGE RATING	5.08		5.05		4.80		4.88	
STANDARD DEVIATION	1.89		1.80		1.82		1.80	
TWO SAMPLE T SCORE	0.11				-0.40			
TOTAL RATING BOTH	184				184			
PAIRED T SCORE	0.11				-0.42			

2047400410

M.T.B. CIGARETTE TEST P12P-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 151
 RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
 FROM QUESTION 2

	LOW TAR 100PM MENTHOL				FULL FLAVOR 100PM MENTHOL			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES DID NOT HAVE A GOOD MENTHOL TASTE								
1	38	20	22	12	24	12	23	12
2	17	9	13	7	24	12	15	8
3	13	7	17	9	23	12	20	10
4	31	17	32	17	28	14	28	14
5	20	11	28	16	31	16	28	14
6	33	18	30	16	38	19	40	21
7	34	18	41	22	28	14	40	21
NOT REPORTED								
TOTAL WHO TESTED	184	100	184	100	184	100	184	100
AVERAGE RATING	4	18	4.58		4.23		4.58	
STANDRD DEVIATION	2.18		1.88		1.97		2.00	
TWO SAMPLE T SCORE	-1.75				-1.68			
TOTAL RATING BOTH	184				184			
PAIRED T SCORE	-1.78				-1.80			

2047400411

M.T.T. CIGARETTE TEST PL26-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 157
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	LOW TAR 100MM MENTHOL		FULL FLAVOR 100MM MENTHOL	
	CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.
THE CIGARETTES WERE NOT REFRESHING				
1	39	21	18	9
2	20	11	18	10
3	19	10	18	9
4	23	13	37	20
5	28	15	31	17
6	32	17	33	18
7	24	13	33	18
NOT REPORTED			1	1
TOTAL WHO TESTED	184	100	184	100
AVERAGE RATING	3.94		4.18	
STANDARD DEVIATION	2.11		1.90	
TWO SAMPLE T SCORE	-2.79		-1.28	
TOTAL RATING BOTH	184		192	
PAIRED T SCORE	-2.73		-1.28	

2047400412

N.Y.S. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 10
SUMMARY OF MEAN RATINGS
FROM QUESTION 2

	LOW TAR 100PM MENTHOL		FULL FLAVOR 100PM MENTHOL	
	CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.
OVERALL RATING	4.22		4.68	
THE CIGARETTES DID NOT HAVE A LOT OF TASTE	4.18		4.54	
THE CIGARETTES DID NOT HAVE A GOOD TASTE	4.18		4.51	
THE CIGARETTES WERE HARSH TO YOUR MOUTH, THROAT	4.20		4.72	
THE CIGARETTES DID NOT TASTE AS IF THEY WERE LOW TAR	4.00		4.38	
THE CIGARETTES DID NOT HAVE A GOOD AFTERTASTE	3.81		4.53	
THE CIGARETTES WERE NOT COOL SMOKING	4.04		4.52	
THE CIGARETTES HAD A STRONG MENTHOL TASTE	5.08		5.05	
THE CIGARETTES DID NOT HAVE A GOOD MENTHOL TASTE	4.18		4.58	
THE CIGARETTES WERE NOT REFRESHING	3.88		4.52	

2047400413

H.T.I. CIGARETTE TEST PL26-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 17
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTIONS 2 AND 5 (WHETHER RETAINED BALLOT)

	QUESTIONNAIRE			
	BLUE		WHITE	
	CIGARETTE 4027	CIGARETTE 4028	CIGARETTE 4027	CIGARETTE 4028
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
LOW TAR 100MM MENTHOL				
OVERALL RATING				
1	19 10	12 7	1 7	1 7
2	25 14	15 8	1 7	1 7
3	29 16	18 10	3 20	2 13
4	28 15	22 17	2 13	4 27
5	23 13	37 20	4 27	4 27
6	28 16	33 18	2 13	
7	31 17	38 20	2 13	3 20
NOT REPORTED				
TOTAL WHO TESTED	184 100	184 100	15 100	15 100
AVERAGE RATING	4.21	4.68	4.40	4.40
STANDARD DEVIATION	1.98	1.80	1.70	1.70
TWO SAMPLE T SCORE	-2.43			
TOTAL RATING BOT.	184		15	
PAIRED T SCORE	-2.29			

2047400414

N.Y.1. CIGARETTE TEST P120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 12
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTIONS 2 AND 3 (WHETHER RETAINED BALLOT)

	QUESTIONNAIRE							
	BLUE				WHITE			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT	NO.	PCT.	NO.	PCT.	NO.	PCT.
FULL FLAVOR 100MM								
MENTHOL								
OVERALL RATING								
1	22	11	24	12	1	4	2	7
2	24	12	20	10	5	10	2	7
3	26	13	24	12	5	10	2	7
4	40	21	20	15	3	11	4	15
5	24	12	32	18	7	20	7	20
6	38	20	31	18	3	11	4	15
7	20	10	34	18	3	11	6	22
NOT REPORTED								
TOTAL WHO TESTED	104	100	104	100	27	100	27	100
AVERAGE RATING	4	10	4	31	4.15		4.78	
STANDARD DEVIATION	1.86		1.88		1.71		1.81	
TWO SAMPLE T SCORE	-1	05			-1.29			
TOTAL RATING BOTH	194				27			
PAIRED T SCORE	-1	08			-1.28			

2047400415

TABLE 18
RATING CONTROLLED BY ORDER OF PRESENTATION
LOW TAR 100MM MENTHOL

	BASE	UNCORRECTED MEANS		MEANS CORRECTED FOR ORDER OF TRIAL		F VALUE	ESTIMATE OF T
		CIGARETTE 4027	CIGARETTE 4028	CIGARETTE 4027	CIGARETTE 4028		
OVERALL	100	4.22	4.66	4.22	4.66	4.97	2.23
THEY DID NOT HAVE A LOT OF TASTE	104	3.10	4.54	4.10	4.54	5.05	2.25
THEY DID NOT HAVE A GOOD TASTE	104	4.10	4.51	4.10	4.51	2.81	1.71
THEY WERE HARSH TO MY MOUTH AND THROAT	104	4.20	4.72	4.20	4.72	4.77	2.16
THEY DID NOT TASTE AS IF THEY WERE LOW TAR	103	4.00	4.39	4.00	4.39	3.81	1.90
THEY DID NOT HAVE A GOOD AFTERTASTE	103	3.91	4.53	3.91	4.53	8.69	2.95
THEY WERE NOT COOL SMOKING	104	4.04	4.52	4.04	4.52	4.82	2.20
THEY HAD A STRONG MENTHOL TASTE	104	5.00	5.05	5.00	5.05	0.01	0.11
THEY DID NOT HAVE A GOOD MENTHOL TASTE	104	4.10	4.50	4.10	4.50	3.21	1.70
THEY WERE NOT REFRESHING	104	3.84	4.52	3.84	4.52	7.30	2.72

1 = 2.58 DIFFERENCES ARE SIGNIFICANT AT 99 PER CENT CONFIDENCE LEVEL
 1 = 1.96 DIFFERENCES ARE SIGNIFICANT AT 95 PER CENT CONFIDENCE LEVEL
 1 = 1.64 DIFFERENCES ARE SIGNIFICANT AT 90 PER CENT CONFIDENCE LEVEL
 1 = 1.28 DIFFERENCES ARE SIGNIFICANT AT 80 PER CENT CONFIDENCE LEVEL
 1 = 1.15 DIFFERENCES ARE SIGNIFICANT AT 75 PER CENT CONFIDENCE LEVEL

N.Y.S. CIGARETTE TEST PM120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 18
RATING CONTROLLED BY ORDER OF PRESENTATION
FULL FLAVOR 100MM MENTHOL

	BASE	UNCORRECTED MEANS		MEANS CORRECTED FOR ORDER OF TRIAL		F VALUE	ESTIMATE OF Y
		CIGARETTE 4027	CIGARETTE 4028	CIGARETTE 4027	CIGARETTE 4028		
OVERALL	221	4.11	4.37	4.12	4.36	1.84	1.38
THEY DID NOT HAVE A LOT OF TASTE	184	4.13	4.12	4.12	4.13	0.00	0.04
THEY DID NOT HAVE A GOOD TASTE	184	4.22	4.42	4.23	4.41	0.00	0.05
THEY WERE HARSH TO MY MOUTH AND THROAT	193	4.88	5.13	4.88	5.13	1.97	1.40
THEY DID NOT TASTE AS IF THEY WERE LOW TAR	184	4.41	4.73	4.43	4.74	2.89	1.73
THEY DID NOT HAVE A GOOD AFTERTASTE	184	4.40	4.73	4.42	4.72	2.87	1.00
THEY WERE NOT COOL SMOKING	184	4.80	5.02	4.82	5.01	4.82	2.20
THEY HAD A STRONG MENTHOL TASTE	184	4.90	4.98	4.93	4.96	0.04	0.21
THEY DID NOT HAVE A GOOD MENTHOL TASTE	184	4.23	4.58	4.23	4.56	3.16	1.78
THEY WERE NOT REFRESHING	192	4.18	4.43	4.18	4.42	1.43	1.20

Y = 2.58 DIFFERENCES ARE SIGNIFICANT AT 99 PCT CONFIDENCE LEVEL
 Y = 1.96 DIFFERENCES ARE SIGNIFICANT AT 95 PCT CONFIDENCE LEVEL
 Y = 1.64 DIFFERENCES ARE SIGNIFICANT AT 90 PCT CONFIDENCE LEVEL
 Y = 1.28 DIFFERENCES ARE SIGNIFICANT AT 80 PCT CONFIDENCE LEVEL
 Y = 1.15 DIFFERENCES ARE SIGNIFICANT AT 75 PCT CONFIDENCE LEVEL

2047400417

M.T.S. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 21
NOTICED ONE CIGARETTE HAD A STRONGER TASTE
FROM QUESTIONS 8 AND 17

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR 100MM MENTHOL								
4027 WAS STRONGER TASTING	13	25	78	84	10	83	99	82
4028 WAS STRONGER TASTING	40	75	15	19	8	38	61	38
TOTAL WHO NOTICED STRONGER TASTE	53	100	91	100	18	100	160	100

2047400418

M.T.S. CIGARETTE TEST P126-M2

P.H. CIGARETTE TEST 4027/4028

TABLE 21
NOTICED ONE CIGARETTE HAD A STRONGER TASTE
FROM QUESTIONS 8 AND 17

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
FULL FLAVOR 100MM MENTHOL								
4027 WAS STRONGER TASTING	44	84	53	81	9	50	112	82
4028 WAS STRONGER TASTING	25	38	37	38	7	44	69	38
TOTAL WHO NOTICED STRONGER TASTE	69	100	90	100	16	100	181	100

2047400419

M. T. L. CIGARETTE TEST P128-M2

P. M. CIGARETTE TEST 4027/4028

TABLE 22
NOTICED ONE CIGARETTE HAD MORE TAR
FROM QUESTIONS 8 AND 20

PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
1	5	27	84	5	16	28	54
18	85	32	100	1	100	24	46
19	100			1	100	52	100
4027 HAD MORE TAR		4028 HAD MORE TAR		TOTAL WHO NOTICED MORE TAR			
LOW TAR 100% MENTHOL							

H.T.B. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 22
NOTICED ONE CIGARETTE HAD MORE TAR
FROM QUESTIONS 8 AND 20

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
FULL FLAVOR 100MM MENTHOL								
4027 HAD MORE TAR	7	30	20	87	1	25	28	54
4028 HAD MORE TAR	11	81	10	33	3	75	24	48
TOTAL WHO NOTICED MORE TAR	18	100	30	100	4	100	52	100

2047400421

M.T.E. CIGARETTE TEST P120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 23
HOW TRIED PLAYERS
FROM QUESTION 22

	LOW TAR 100MM MENTHOL		FULL FLAVOR 100MM MENTHOL	
	NO.	PCT.	NO.	PCT.
FRIEND OR RELATIVE GAVE ONE OR MORE	18	28	10	21
RECEIVED A FREE SAMPLE PACK	26	46	17	36
BOUGHT PACK OR CARTON ON OWN	16	28	20	43
TOTAL WHO HAS TRIED PLAYERS BEFORE TEST	57	100	47	100

2047400422

H T I. CIGARETTE TEST P128-M2

P. M. CIGARETTE TEST 4027/4028

TABLE 24
NUMBER OF PACKS BOUGHT
FROM QUESTION 23

	LOW TAR 100MM MENTHOL		FULL FLAVOR 100MM MENTHOL	
	NO.	PCT.	NO.	PCT.
1 - 3 PACKS	7	44	13	65
4 - 6 PACKS	4	25		
7 - 10 PACKS	2	13	4	20
11 - 20 PACKS	2	13	2	10
OVER 20 PACKS	1	6	1	5
TOTAL WHO BOUGHT PLAYERS	18	100	20	100

2047400423

N.T.T. CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 25
NUMBER OF TEST PACKAGES SMOKED
FROM QUESTION 18

	PREFER 4027		PREFER 4028	
	CIGARETTE 4027	CIGARETTE 4028	CIGARETTE 4027	CIGARETTE 4028
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
LOW TAR 100MM MENTHOL				
5				
4	41 63	38 58	58 54	64 62
3	15 22	14 22	28 27	25 24
2	8 14	13 20	16 18	14 14
1				
TOTAL WHO TESTED	65 100	65 100	103 100	103 100
MEAN	3.49	3.38	3.38	3.49

2047400424

H.T.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 28
NUMBER OF TEST PACKAGES SMOKED
FROM QUESTION 18

	PREFER 4027		PREFER 4028	
	CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.
FULL FLAVOR 100MM MENTHOL				
5				
4	40	49	38	48
3	24	29	19	23
2	18	22	25	30
1				
TOTAL WHO TESTED	82	100	82	100
MEAN	3.27		3.18	

2047400425

M.T. 1 CIGARETTE TEST P128-M2

P.M. CIGARETTE TEST 1027/4028

TABLE 27
AVAILABILITY OF REPORT FORM
FROM QUESTION 1C/1D

	TOTAL		MEN		WOMEN		UNDER 35 YEARS		35 YEARS AND OVER		PREFER 6027		PREFER 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR 10MM MENTHOL														
HAVE REPORT FORM	184	92	42	95	142	92	55	92	128	93	60	92	98	95
DO NOT HAVE REPORT FORM	15	8	2	5	13	8	5	8	10	7	5	8	5	5
TOTAL WHO TESTED	199	100	44	100	155	100	60	100	138	100	65	100	103	100

2047400426

FULL FLAVOR 100MG MENTHOL		HAVE REPORT FORM		DO NOT HAVE REPORT FORM		TOTAL WHO TESTED	
NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
186	88	27	12	221	100		
48	79	13	21	81	100		
148	91	14	9	168	100		
54	86	9	14	63	100		
140	88	18	11	158	100		
73	88	9	11	82	100		
105	87	14	13	105	100		

TABLE 28
AVAILABILITY OF REPORT FORM
FROM QUESTION 1C/1D

P.M. CIGARETTE TEST 4027/4028

M.T.I. CIGARETTE TEST P120-M7

2047400428

4027/4028 ADDITIONAL
TABULATIONS

2047400429

M.T.B. CIGARETTE TEST PH126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 1A
OVERALL PREFERENCE WITHIN GROUP OF TRIAL

	TOTAL	UNWEIGHTED		WEIGHTED		STD. Z	PROB.
		PREFER 4027	PREFER 4028	PREFER 4027	PREFER 4028		
104 TAN WHITE FILTER	177	0.31	0.53	0.39	0.61	2.82	0.99
LESS THAN 35	53	0.42	0.49	0.45	0.55	0.75	0.55
35 OR MORE	124	0.27	0.54	0.36	0.64	3.01	1.00
MEN TOTAL	39	0.44	0.49	0.47	0.53	0.32	0.26
LESS THAN 35	4	0.50	0.50	0.67	0.33	0.58	0.44
35 OR MORE	35	0.43	0.49	0.47	0.53	0.33	0.26
WOMEN TOTAL	138	0.28	0.54	0.37	0.63	3.00	1.00
LESS THAN 35	49	0.41	0.49	0.44	0.56	0.78	0.57
35 OR MORE	89	0.20	0.56	0.32	0.68	3.37	1.00

2047400430

M.F.I. CIGARETTE TEST PM26-M2

P.M. CIGARETTE TEST 4027/4020

TABLE 1A
OVERALL PREFERENCE WITHIN ORDER OF TREAT

	TOTAL	UNWEIGHTED		WEIGHTED		STD. Z	PROB.
		PREFER 4027	PREFER 4020	PREFER 4027	PREFER 4020		
LOW TAN LIRK FILTER	22	0.45	0.45	0.47	0.51	0.08	0.00
LESS THAN 35	7	0.57	0.43	0.58	0.42	0.44	0.35
35 OR MORE	15	0.40	0.47	0.44	0.56	0.42	0.33
MEN TOTAL	5	0.60	0.20	0.63	0.38	0.55	0.42
LESS THAN 35	0	0.00	0.00	0.00	0.00	0.80	0.00
35 OR MORE	5	0.60	0.20	0.63	0.38	0.55	0.42
WOMEN TOTAL	17	0.41	0.53	0.45	0.55	0.41	0.32
LESS THAN 35	7	0.57	0.43	0.58	0.42	0.44	0.35
35 OR MORE	10	0.30	0.60	0.35	0.65	0.92	0.63

2047400431

M.T.L. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 4
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY AGE AND SEX OF TESTER
FROM QUESTIONS 8/27/28

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR WHITE FILTER								
AGE GROUPS								
UNDER 35 YEARS	22	42	26	49	5	9	53	100
35 YEARS AND OVER	33	27	67	54	24	19	124	100
TOTAL WHO TESTED	55	31	93	53	29	16	177	100
SEX								
MALE	17	44	19	49	3	8	39	100
FEMALE	38	28	74	54	26	19	138	100
TOTAL WHO TESTED	55	31	93	53	29	16	177	100
LOW TAR CORN FILTER								
AGE GROUPS								
UNDER 35 YEARS	4	57	3	43			7	100
35 YEARS AND OVER	6	40	7	47	2	13	15	100
TOTAL WHO TESTED	10	45	10	45	2	9	22	100
SEX								
MALE	3	60	1	20	1	20	5	100
FEMALE	7	41	9	53	1	6	17	100
TOTAL WHO TESTED	10	45	10	45	2	9	22	100

2047400432

M.F.T. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 8

REASONS WHY TESTERS PREFERRED EITHER OF THE TEST CIGARETTES
FROM QUESTION 9

	LOW TAR WHITE FILTER				LOW TAR CORK FILTER			
	PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
TASTE	29	53	34	27	5	50	3	30
GIORGIO-TASTE-TORACCO								
FLAVOR	12	22	6	6	4	40	2	20
MILD FLAVOR-NOT HARSH	4	7	11	12			1	10
STRONG FLAVOR	3	5	4	4				
GIORGIO AFTERTASTE	1	2	3	3				
SMOOTH TASTE	1	2	4	4				
CLEAN TASTE			1	1	2	10		
NO BITTER TASTE	1	2	1	1				
NO BAD AFTERTASTE	5	9	7	8				
FRESH TASTE	1	2						
NOT TOO SALTY	1	2						
NICOTINE FLAVOR			1	1				
TASTES LIKE REGULAR								
BRAND	1	2						
STRENGTH	22	43	43	46	5	50	3	30
MILD, NOT STRONG	15	27	29	31	3	30	2	20
NOT HARSH	5	9	9	10	1	10	1	10
MILD, NOT HARSH	1	2	4	4				
RIGHT STRENGTH			1	1				
STRONGER	1	2			1	10		
EASY IN SMOKING	4	7	13	14	2	20	1	10
EASY DRAW-SMOKE	3	5	8	9	1	10		
EVEN DRAWING	1	2	5	5	1	10	1	10
BURNING QUALITIES			1	1				
STEADY BURNING			1	1				
EFFECT ON MOUTH AND								
THROAT	5	9	17	18	2	20		
NOT IRRITATING	2	4	7	8	2	20		
DOES NOT DRY MOUTH	1	2	7	8				
ELIMINATED COUGH			1	1	1	10		
CAUSED NO								
AFTERTASTE	1	2						
MOUTH DOES NOT FEEL DRY			1	1				
GOOD FEELING IN MOUTH			1	1				
REFRESHING	1	2	1	1				
PHYSICAL								
CHARACTERISTICS	3	5	2	2	1	10		
WET-FRESH	2	4						
GOOD QUALITY TOBACCO	1	2	1	1				

2047400433

H.T.L. CIGARETTE TEST P124-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 8

REASONS WHY TESTERS PREFERRED EITHER OF THE TEST CIGARETTES
FROM QUESTION 9

	LOW TAR WHITE FILTER				LOW TAR CORK FILTER			
	PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028	
	NU. PCT.		NU. PCT.		NU. PCT.		NU. PCT.	
	NU.	PCT.	NU.	PCT.	NU.	PCT.	NU.	PCT.
GOOD APPEARANCE			1	1	1	10		
LIKELINESS	2	4	1	1				
LIKED SAVORING	2	4	1	1				
MISCELLANEOUS	4	7	7	8				
SATISFYING	3	5	3	3				
SIMILAR/SAME AS REGULAR BRAND	1	2	2	2				
FILTER			13	14				
LIKE FILTER			1	1				
LIKED COLOR			11	12				
LIKE HOLES ON FILTER			1	1				
MENTHOL	29	53	31	33	3	30	4	40
LIKED MENTHOL TASTE	5	9	7	8	2	20	1	10
STRONG MENTHOL	12	22	16	17	1	10	3	30
MILD MENTHOL	6	11	4	4				
RIGHT AMOUNT MENTHOL	2	4	3	3				
MENTHOL JOINT TAKE AWAY								
TOWALLO TASTE	1	2						
MENTHOL REFRESHED MOUTH	3	5	3	3				
TASTE LIKE MINT			1	1				
TOTAL MINT MENTIONED								
REASONS	55	100	93	100	10	100	9	90
NO SPECIFIC REASONS MENTIONED							1	10
TOTAL WHO TESTED	55	100	93	100	10	100	10	100

2047400434

H.T.T. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 9
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY BRAND SMOKED REGULARLY
FROM QUESTIONS 8 AND 24

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAN WHITE FILTER								
LOW TAN MENTHOL FILTER								
-----	55	31	93	53	29	16	177	100
LOW TAN								
-----	55	31	93	53	29	16	177	100
OLLAIN	3	63	2	29	2	29	7	100
BESSON & MEUCES LIGHTS	7	23	17	55	7	23	31	100
KENT GOLDEN LIGHTS	3	75	1	25			4	100
SALEM LONG LIGHTS	17	32	26	53	8	15	51	100
TRUE	5	27	8	57	2	14	15	100
VIRGINIA SLIMS LIGHTS	13	48	11	41	3	11	27	100
LVE LIGHTS			2	100			2	100
BRIGHT	3	27	6	55	2	18	11	100
SALEM SLIM LIGHTS	3	17	11	61	4	22	18	100
SATIN	2	25	5	43	1	13	8	100
GENERIC			2	100			2	100
TOTAL WHO TESTED	55	31	93	53	29	16	177	100

2047400435

M.T.B. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 9
PREFERENCE FOR EITHER OF THE BEST CIGARETTES
BY BRAND SMOKE REGULARLY
FROM QUESTIONS 8 AND 24

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOWTAN LUNA FILTER								
BOOMER MENTHOL FILTER	10	45	10	45	2	9	22	100
LOW TAN	10	45	10	45	2	9	22	100
ROYAL ALLOS			1	100			1	100
ROYAL SUPER LIGHTS	5	42	5	42	2	17	12	100
MERIT	3	50	3	50			6	100
VANTAGE BOOMER	1	50	1	50			2	100
PLAYERS	1	100					1	100
TOTAL ALL TESTED	10	45	10	45	2	9	22	100

2047400436

M.T.T. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 12
COMPARISON OF TEST CIGARETTES TO REGULAR BRAND
FROM QUESTION 11

	TOTAL				MALE				FEMALE				UNDER 35				35 + OVER			
	PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAN WHITE FILTER																				
MUCH BETTER	5	9	11	12	1	6	2	11	4	11	9	12	3	14	1	4	2	6	10	15
SLIGHTLY BETTER	8	15	15	16	1	6	5	26	7	18	10	14	4	18	3	12	4	14	12	18
ABOUT THE SAME	25	45	40	43	8	47	11	58	17	45	29	39	9	41	13	50	16	48	27	40
SLIGHTLY WORSE	15	27	21	23	6	35	1	5	9	24	20	27	6	27	7	27	9	27	14	21
MUCH WORSE	2	4	5	5	1	6			1	3	5	7			2	8	2	6	3	4
DON'T KNOW			1	1							1	1							1	1
TOTAL WHO RESP.	55	100	93	100	17	100	19	100	38	100	74	100	22	100	26	100	33	100	47	100
AVERAGE RATING	2.98		3.07		2.71		3.62		3.11		2.97		3.18		2.77		2.85		3.18	
STANDARD DEVIATION	0.96		1.04		0.89		0.75		0.97		1.09		0.98		0.89		0.93		1.07	
TWO SAMPLE T SCORE	-0.47				-2.52				0.65				1.48				-1.58			

2047400437

M.T.B. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 12
COMPARISON OF TEST CIGARETTES TO REGULAR BRAND
FROM QUESTION 11

	TOTAL		MALE				FEMALE				UNDER 35				35 + OVER			
	PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LUE TAN LUNA FILTER																		
MUCH BETTER	1	10	2	20					1	14	2	22					1	17
SLIGHTLY BETTER	3	30	1	10	1	33	1	100	2	29			2	50			1	17
ABOUT THE SAME	3	30	4	40					3	43	4	44	2	50	1	33	1	17
SLIGHTLY WORSE	2	20	3	30	2	67					3	33			2	67	2	33
MUCH WORSE	1	10							1	14							1	17
DON'T KNOW																		
TOTAL WHO TESTED	10	100	10	100	3	100	1	100	7	100	9	100	4	100	3	100	6	100
AVERAGE RATING	3.10		3.20		2.67		4.00		3.29		3.11		3.50		2.33		2.83	
STANDARD DEVIATION	1.14		1.08		0.94				1.16		1.10		0.50		0.47		1.34	
TWO SAMPLE T SCORE	-3.19				-2.00				0.28				2.65				-1.00	

2047400438

H.V.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	LOW TAR WHITE FILTER				LOW TAR CORK FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
	39	22	31	29	6	27	9	23
TASTE								
GOOD-TASTE-TABACCO FLAVOR	11	6	21	12	2	9	2	9
MILD FLAVOR-NOT HARSH	10	6	11	6	3	14	2	9
STRONG FLAVOR	2	1	3	2				
GOOD AFTERTASTE	4	2	3	2				
SMOOTH TASTE	2	1	5	3			2	9
CLEAN TASTE			1	1				
NO BITTER TASTE	1	1						
MENTHOLATED TASTE	1	1	3	2				
NO BAD AFTERTASTE	9	5	11	6	1	5		
FRESH TASTE	1	1	1	1				
TASTES LIKE REGULAR BRAND	2	1						
STRENGTH	41	23	49	28	4	18	8	36
MILD, NOT STRONG	32	18	40	23	4	18	6	27
NOT HARSH	6	3	4	2			1	5
MILD, NOT HARSH	1	1	3	2				
RIGHT STRENGTH	1	1	1	1			1	5
STRONGER	1	1	1	1				
EASE IN SMOKING	15	4	20	11	3	14	3	14
EASY DRAW-SMOOTH	7	4	11	6	3	14	3	14

2047400439

N.Y.T. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4020

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	LOW TAR WHITE FILTER		LOW TAR CORK FILTER	
	CIGARETTE 4027	CIGARETTE 4020	CIGARETTE 4027	CIGARETTE 4020
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
EVEN DRAWING	8 3	9 3		
BURNING QUALITIES	7 4	7 4		
SLOWER BURNING	6 3	7 4		
EVEN BURNING	1 1			
EFFECT ON MOUTH AND THROAT	7 4	8 3		
NOT IRRITATING	3 2	1 1		
DIDN'T BURN MOUTH	2 1	4 2		
ELIMINATED COUGH		1 1		
CAUSED NO AFTEREFFECTS	1 1			
MOUTH DIDN'T FEEL DRY		2 1		
COOL FEELING TO MOUTH	1 1			
PHYSICAL CHARACTERISTICS	22 12	24 14	2 9	1 5
WELL PACKED	4 2	4 2		
MOIST-FRESH	2 1	2 1		
LIKED LENGTH OF CIGARETTE	3 2	2 1		1 5
NOT TOO FIRMLY PACKED		1 1		
GOOD APPEARANCE	10 6	13 7	2 9	
SLIM-SLENDER		1 1		
LOW IN TAR AND NICOTINE	4 2	2 1		

2047400440

M.F.J. CIGARETTE TEST P826-12

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 6 AND 7

	LOW TAR WHITE FILTER				LOW TAR CORK FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
Coolness	4	2	6	3				
Cool Smoking	4	2	6	3				
Miscellaneous	24	14	22	12				
Average-OK	1	1						
Satisfying	4	2	6	3				
Palpable Mini-Filters	11	6	9	5				
Light Package	5	3	6	3				
Good Aroma	1	1						
Similar/Same as Regular Brand	3	2	1	1				
Filter	6	3	16	10	2	9		
Like Filter	2	1	2	1				
Liked Color	2	1	15	8	2	9		
Like a Filter	1	1						
Firm-Hard-Tight			1	1				
Like Lung Filter	1	1						
Menthol	50	28	51	29	6	27	11	50
Liked Menthol Taste	25	14	16	9	5	23	5	23
Strong Menthol	6	3	7	4			2	9
Mild or Menthol	10	6	19	11	1	5	1	5
Right Amount Menthol	5	3	5	3			1	5
Menthol Didn't Take Away								
Tobacco Taste			1	1				

2047400441

N.T.T. CIGARETTE TEST PB26-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS SAID ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	LOW TAR WHITE FILTER		LOW TAR CORK FILTER	
	CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.
MENTHOL REFRESHED MOUTH	2	1		
TASTE LIKE MINT			1	1
LIKE MENTHOL CIGARETTES	3	2	4	1
TOTAL WHO MENTIONED HEADS	120	60	132	75
NO SPECIFIC REASONS MENTIONED	57	32	45	25
TOTAL WHO TESTED	177	100	177	100

2047400442

M.T.B. CIGARETTE TEST M126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
(FROM QUESTIONS 3 AND 6)

	LOW TAR WHITE FILTER				LOW TAR CORK FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
	44	25	38	21	8	36	7	32
TASTE								
POOR FLAVOR, DISLIKED TASTE NO TRUE TOBACCO TASTE	2	1	2	1			1	5
FLAVOR TOO MILD NOT ENOUGH FLAVOR	8	5	4	2	2	9		
FLAVOR TOO STRONG	11	6	10	6	4	18	2	9
LEFT BAD AFTER TASTE	22	12	15	8	2	9	4	18
NOT BURNING TASTE	1	1	2	1				
STRANGE, PECULIAR TASTE			1	1				
UNE TASTE	2	1	5	3				
BITTER TASTE	2	1						
NOT RICH ENOUGH			1	1			1	5
LOST FLAVOR AFTER SMOKING THEM			1	1				
MISCELLANEOUS	1	1	1	1				
STRENGTH	32	18	23	13	3	14	3	14
TOO MILD	6	3	7	4	1	5	1	5
TOO STRONG (BURNING), NOT MILD ENOUGH	26	15	16	9	2	9	2	9
DIFFICULTY IN SMOKING	7	4	3	2	2	9	1	5
NOT EASY DRAWING DIDN'T SMOKE WELL	7	4	3	2	2	9	1	5
BURNING QUALITIES	7	4	5	3			1	5

2047400443

U.S. CIGARETTE TEST P126-M2

P.H. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	LOW TAR WHITE FILTER				LOW TAR CORN FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
BURNED TOO FAST	6	3	9	2			1	5
JOINT STAY LIT	1	1	1	1				
EFFECT ON MOUTH, THROAT, ETC.	35	20	18	10	3	14	3	14
IRRITATED MOUTH AND THROAT	17	10	8	5	2	9	1	5
BURNED THROAT	15	8	4	2			1	5
CAUSED COUGH	2	1	1	1			1	5
CAUSED AFTEREFFECTS			2	1				
LEFT MOUTH DRY	3	2	2	1	1	5		
CAUSED HEADACHE	1	1	2	1				
PHYSICAL CHARACTERISTICS	9	5	12	7	1	5		
NOT FIRMLY PACKED			1	1				
TOO DRY AND STALE	5	3	5	3	1	5		
DISLIKED LENGTH	1	1	2	1				
POOR BLEND			1	1				
DISLIKE HOLES IN CIGARETTE PAPER	1	1						
TOO FEMININE FOR A MAN	1	1						
TIN RING AROUND	2	1	3	2				
COOLNESS	3	2	2	1				
NOT COOL SMOKING	3	2	2	1				

2047400444

M.T.1. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	LIN TAR WHITE FILTER				LUN TAR CORK FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.	
	1	4	4	5				
MISCELLANEOUS	7	4						
NOT SATISFYING	2	1	3	2				
DISLIKE NON-FILTER CIGARETTES	1	1						
DISLIKE PACKAGE	1	1	2	1				
POOR ANIMA	2	1	3	2				
MISCELLANEOUS	1	1	1	1				
FILTER	24	14						2 9
POOR FILTER	2	1						
DISLIKE COLOR OF FILTER TIP	21	12						2 9
DISLIKE FILTER TASTE	1	1						
FILTER TIP TOO FIRM	1	1						
MENTHOL	41	23	37	21	8	36		6 27
DISLIKE MENTHOL	2	1	2	1	1	5		2 9
TOO STRONG MENTHOL FLAVOR	4	2	9	5	1	5		
NOT STRONG MENTHOL FLAVOR	34	19	25	14	5	23		4 18
TASTE LIKE GUM					1	5		
DISLIKE MENTHOLATED CIGARETTES	1	1						
MISCELLANEOUS			1	1				
TOTAL AND MENTIONED DISLIKES	129	73	109	62	14	64		12 55

2047400445

M.T.L. CIGARETTE TEST P626-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	LOW TAR MILD FILTER		LOW TAR CURL FILTER	
	CIGARETTE 4027	CIGARETTE 4028	CIGARETTE 4027	CIGARETTE 4028
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
NO SPECIFIC DISLIKES MENTION	40 27	60 30	0 0	10 45
TOTAL WHO TESTED	177 100	177 100	22 100	22 100

2047400446

M.F.I. CIGARETTE TEST PM126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 10
RATINGS CONTROLLED BY ORDER OF PRESENTATION
LOW TAR WHITE FILTER

	BASE	UNCORRECTED MEANS		MEANS CORRECTED FOR ORDER OF TRIAL		F VALUE	ESTIMATE OF T
		CIGARETTE 4027	CIGARETTE 4028	CIGARETTE 4027	CIGARETTE 4028		
OVERALL	177	4.19	4.60	4.20	4.60	5.61	2.33
THEY DID NOT HAVE A LOT OF TASTE	163	4.16	4.53	4.16	4.54	4.93	2.13
THEY DID NOT HAVE A GOOD TASTE	163	4.12	4.51	4.12	4.51	3.92	1.00
THEY WERE HARSH TO MY MOUTH AND THROAT	163	4.13	4.60	4.14	4.67	4.42	4.10
THEY DID NOT TASTE AS IF THEY WERE LOW TAR	162	3.96	4.46	3.97	4.46	5.30	2.32
THEY DID NOT HAVE A GOOD AFTERTASTE	162	3.07	4.52	3.07	4.52	0.20	2.00
THEY WERE NOT COOL SMOKING	163	4.02	4.52	4.03	4.52	4.34	2.00
THEY HAD A STRONG MENTHOL TASTE	163	5.00	5.01	5.01	5.01	0.14	0.00
THEY DID NOT HAVE A GOOD MENTHOL TASTE	163	4.14	4.58	4.15	4.57	3.47	1.00
THEY WERE NOT REFRESHING	163	3.95	4.53	3.96	4.53	6.19	2.49

T = 2.50 DIFFERENCES ARE SIGNIFICANT AT 99 PCT CONFIDENCE LEVEL
 T = 1.96 DIFFERENCES ARE SIGNIFICANT AT 95 PCT CONFIDENCE LEVEL
 T = 1.64 DIFFERENCES ARE SIGNIFICANT AT 90 PCT CONFIDENCE LEVEL
 T = 1.28 DIFFERENCES ARE SIGNIFICANT AT 80 PCT CONFIDENCE LEVEL
 T = 1.15 DIFFERENCES ARE SIGNIFICANT AT 75 PCT CONFIDENCE LEVEL

N.F.T. CIGARETTE TEST PM126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 10
RATING CONTROLLED BY ORDER OF PRESENTATION
LOW TAR CORK FILTER

	BASE	UNCORRECTED MEANS		MEANS CORRECTED FOR ORDER OF TRIAL		F VALUE	ESTIMATE OF T
		CIGARETTE 4027	CIGARETTE 4028	CIGARETTE 4027	CIGARETTE 4028		
OVERALL	22	4.45	4.50	4.47	4.47	0.00	0.01
THEY DID NOT HAVE A LOT OF TASTE	21	4.14	4.57	4.33	4.56	0.16	0.40
THEY DID NOT HAVE A GOOD TASTE	21	4.52	4.48	4.57	4.36	0.07	0.27
THEY WERE MASHY TO MY MOUTH AND THROAT	21	4.71	5.05	4.79	5.01	0.10	0.31
THEY DID NOT TASTE AS IF THEY WERE LOW TAR	21	4.29	3.86	4.54	3.76	1.46	1.21
THEY DID NOT HAVE A GOOD AFTERTASTE	21	4.19	4.57	4.30	4.53	0.15	0.38
THEY WERE NOT COOL SMOKING	21	4.14	4.57	4.04	4.53	0.51	0.71
THEY HAD A STRONG MENTHOL TASTE	21	5.05	5.38	5.13	5.50	0.38	0.62
THEY DID NOT HAVE A GOOD MENTHOL TASTE	21	4.48	4.43	4.43	4.44	0.00	0.04
THEY WERE NOT REFRESHING	21	3.46	4.48	3.88	4.36	0.55	0.74

1 = 2.50 DIFFERENCES ARE SIGNIFICANT AT 99 PCT CONFIDENCE LEVEL
 2 = 1.96 DIFFERENCES ARE SIGNIFICANT AT 95 PCT CONFIDENCE LEVEL
 3 = 1.64 DIFFERENCES ARE SIGNIFICANT AT 90 PCT CONFIDENCE LEVEL
 4 = 1.28 DIFFERENCES ARE SIGNIFICANT AT 80 PCT CONFIDENCE LEVEL
 5 = 1.15 DIFFERENCES ARE SIGNIFICANT AT 75 PCT CONFIDENCE LEVEL

2047400448

M.T.S. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 21
NOTICED ONE CIGARETTE HAD A STRONGER TASTE
FROM QUESTIONS 8 AND 17

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR WHITE FILTER								
4027 WAS STRONGER TASTING	8	18	70	85	9	60	87	61
4028 WAS STRONGER TASTING	37	82	12	15	6	40	55	39
TOTAL WHO NOTICED STRONGER TASTE	45	100	82	100	15	100	142	100

9

2047400449

H.T.B. CIGARETTE TEST 9126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 21
NOTICED ONE CIGARETTE HAD A STRONGER TASTE
FROM QUESTIONS 8 AND 17

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR CORK FILTER								
4027 HAS STRONGER TASTING	5	63	6	67	1	100	12	67
4028 HAS STRONGER TASTING	3	30	3	33			6	33
TOTAL WHO NOTICED STRONGER TASTE	8	100	9	100	1	100	18	100

2047400450

Full Flavor

2047400451

M.T.B. CIGARETTE TEST PH124-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 1A
OVERALL PREFERENCE WITHIN ORDER OF TRIAL

	TOTAL	UNWEIGHTED		WEIGHTED		WTO Z	PRMO.
		PREFER 4027	PREFER 4028	PREFER 4027	PREFER 4028		
FULL FLAVOUR WHITE FILTER	147	0.29	0.53	0.30	0.62	2.94	0.99
LESS THAN 35	34	0.24	0.62	0.30	0.70	2.17	0.97
35 OR MORE	113	0.3	0.50	0.40	0.60	2.36	0.96
MEN TOTAL	34	0.35	0.50	0.43	0.57	0.76	0.56
LESS THAN 35	7	0.29	0.43	0.38	0.63	0.60	0.46
35 OR MORE	27	0.37	0.52	0.44	0.56	0.59	0.45
WOMEN TOTAL	113	0.27	0.54	0.36	0.64	2.00	0.99
LESS THAN 35	27	0.22	0.67	0.28	0.72	2.10	0.97
35 OR MORE	86	0.29	0.50	0.39	0.61	2.01	0.96

2047400452

M.T.B. CIGARETTE TEST PH126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 1A
OVERALL PREFERENCE WITHIN ORDER OF TRIAL

	TOTAL	UNWEIGHTED		WEIGHTED		STD. Z	THOD.
		PREFER 4027	PREFER 4028	PREFER 4027	PREFER 4028		
FULL FLAVOR CIGAR FILTER	74	0.53	0.36	0.58	0.42	1.38	0.83
LESS THAN 35	29	0.59	0.28	0.63	0.37	1.40	0.83
35 OR MORE	45	0.49	0.42	0.51	0.49	0.12	0.09
MEN TOTAL	27	0.48	0.37	0.54	0.46	0.44	0.33
LESS THAN 35	10	0.80	0.10	0.69	0.31	0.74	0.54
35 OR MORE	17	0.29	0.53	0.38	0.63	1.03	0.69
WOMEN TOTAL	47	0.55	0.36	0.59	0.41	1.17	0.75
LESS THAN 35	19	0.47	0.37	0.56	0.44	0.54	0.42
35 OR MORE	28	0.61	0.34	0.60	0.40	0.99	0.67

2047400453

M.H. CIGARETTE TEST P126-M2

M.H. CIGARETTE TEST 9227/9020

TABLE 4
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY AGE AND SEX OF TESTER
FROM JULIANS 0/27/20

	PREFERRED 9227	PREFERRED 9020	(M) PREFERENCE	TOTAL
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
FULL FLAVOR WHITE FILTER				
AGE GROUPS				
UNDER 35 YEARS	6 24	21 82	5 15	36 100
35 YEARS AND OVER	35 31	57 53	21 19	113 100
TOTAL WHO TESTED	41 29	78 53	26 10	147 100
SEX				
MALE	12 35	17 53	5 15	34 100
FEMALE	11 27	40 54	21 19	113 100
TOTAL WHO TESTED	43 29	73 53	26 10	147 100
FULL FLAVOR DARK FILTER				
AGE GROUPS				
UNDER 35 YEARS	17 39	6 28	4 14	29 100
35 YEARS AND OVER	22 49	19 62	4 9	45 100
TOTAL WHO TESTED	39 53	27 30	8 11	74 100
SEX				
MALE	13 48	10 37	5 15	28 100
FEMALE	26 55	17 36	4 9	47 100
TOTAL WHO TESTED	39 53	27 30	8 11	74 100

2047400454

P.N. CIGARETTE TEST 4027/4028

REASONS WHY 15 SILMS PREFERRED EITHER OF THE TEST CIGARETTES
FROM QUESTION 9

	FULL FLAVOR MITE FILTER		FULL FLAVOR CORK FILTER	
	PREFERRED 4027		PREFERRED 4028	
	NO.	PCT.	NO.	PCT.
TASTE	16	37	16	46
GOOD-TASTE-TARACCU FLAVOR	2	5	4	5
MILD FLAVOR-NOT HARSH	2	5	12	15
STRONG FLAVOR	7	16	4	5
GOOD AFFERTASTE	1	2	1	1
SMOOTH TASTE	1	2	5	6
CLEAN TASTE	1	2		
NO BITTER TASTE			1	1
MENTHOLATED TASTE	1	2		
NO BAD AFFERTASTE	2	5	9	12
COLD TASTE	1	2	1	1
TASTES LIKE REGULAR CIGARETTE			3	4
NO MENTHOL TASTE			1	1
COLD IN TANK WITHOUT COOLING TASTE			1	6
STRENGTH	16	37	26	53
MILD, NOT STRONG	8	19	12	15
NOT HARSH	4	9	10	13
MILD, NOT HARSH			1	1
KEEPS STRENGTH			2	3
STRONGER	4	9	1	1
EASY IN SMOKING	4	9	5	6
EASY DRAW-SMOKING	3	7	2	3
EVEN DRAWING	1	2	3	4
BURNING QUALITIES			5	6
BURNED WELL			1	1
SLACK BURNING			4	5
STAYED LIT				
EFFECT ON MOUTH AND THROAT	5	12	10	13
NOT IRRITATING	2	5	1	1
DOES NOT BURN MOUTH			2	3
ELIMINATED COUGH	2	5	2	3
CAUSED NO AFTEREFFECTS	1	2	2	3
MOUTH DOES NOT FEEL DRY				
COLD FEELING TO MOUTH			1	1
REFRESHING			3	4

INT'L. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 8

REASONS WHY TESTERS PREFERRED EITHER OF THE TEST CIGARETTES
FROM QUESTION 9

	FULL FLAVOR WHITE FILTER		FULL FLAVOR CUM. FILTER	
	PREFERRED 4027		PREFERRED 4027	
	NO.	PCT.	NO.	PCT.
PHYSICAL				
CHARACTERISTICS	1	2	4	10
WELL PACKED			1	3
WET-FRESH	1	2	1	3
GOOD QUALITY TOBACCO			1	3
LIKE EXTRA WHAPPER			1	3
LOW IN TAR AND				
NICOTINE				
HIGHER TAR AND				
NICOTINE				
COULNESS	1	2		
LOW SMOKE	1	2		
MISCELLANEOUS	3	7	8	21
GOOD CIGARETTE				
AVERAGE-OR			1	3
SATISFYING	2	5	3	8
LIKE PACKAGE				
GOOD ARCH				
SIMILAR/SAME AS				
REGULAR BRAND	1	2	4	10
FLAVOR	1	2	1	3
LIKE FLAVOR	1	2		
LIKE CIGAR			1	3
REAL PLASTIC				
MOUTHFEEL				
MENTHOL	10	42	19	49
LIKE MENTHOL TASTE	3	7	2	5
STRONG MENTHOL	11	26	15	33
MEDIUM MENTHOL	1	2	1	3
RIGHT AMOUNT MENTHOL	1	2		
MENTHOL DIDN'T TAKE				
AWAY				
TOBACCO TASTE			2	5
MENTHOL REFRESHED				
MOUTH	2	5	1	3
TOTAL AND MENTIONED				
REASONS	42	58	39	100
IN SPECIFIC REASONS	1	2		
MENTHOL				
TOTAL WHO TESTED	43	100	39	100

M.T.L. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 9
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY BRAND SMOKED REGULARLY
FROM QUESTIONS 8 AND 24

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
FULL FLAVOR WHITE FILTER								
BOOMM MENTHOL FILTER	43	29	76	53	26	18	147	100
FULL FLAVOR	43	29	76	53	26	18	147	100
WENSUM & MIDDLES	14	20	27	34	9	10	50	100
SALEM	24	33	37	51	12	16	73	100
VIRGINIA SLIMS	5	21	14	58	5	21	24	100
TOTAL NEW TESTED	43	29	76	53	26	18	147	100

2047400457

M.F.I. CIGARETTE TEST P124-MZ

P.M. CIGARETTE TEST 4027/4028

TABLE 9
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY BRAND SMOKE REGULARLY
FROM QUESTIONS 8 AND 24

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NU.	PCT.	NU.	PCT.	NU.	PCT.	NU.	PCT.
FULL FLAVOR CIGAR FILTER								
10MM MENTHOL FILTER	39	93	27	36	0	11	74	100
FULL FLAVOR	39	93	27	36	0	11	74	100
NOEL	28	91	21	38	6	11	55	100
NEWPORT 100'S	11	50	6	32	2	11	19	100
TOTAL BNU TESTED	39	93	27	36	0	11	74	100

M.T.B. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4021/4028

TABLE 11
FUTURE PURCHASE INTENT
FROM QUESTION 10

	TOTAL				MALE				FEMALE				UNDER 35				35 & OVER			
	PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028		PREFERRED 4027		PREFERRED 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
FULL FLAVOR WHITE FILTER																				
DEFINITELY BUY THEM	11	26	27	35	3	25	5	29	6	26	22	36	1	13	8	38	10	29	19	33
PROBABLY BUY THEM	13	30	30	38	4	33	7	41	9	29	23	38	2	25	8	38	11	31	22	39
MIGHT OR MIGHT NOT BUY THEM	10	23	17	22	3	25	3	16	7	23	14	23	2	25	4	19	8	23	12	23
PROBABLY NOT BUY THEM	4	19	2	3	1	8	1	6	7	23	1	2	3	38	1	5	3	14	1	2
DEFINITELY NOT BUY THEM	1	2	2	3	1	8	1	6			1	2					1	3	2	4
DON'T KNOW																				
TOTAL WIL. TESTED	43	100	78	100	12	100	17	100	31	100	61	100	8	100	21	100	35	100	57	100
AVERAGE RATING	3.58		4.00		3.58		3.82		3.58		4.05		3.13		4.18		3.89		3.96	
STANDARD DEVIATION	1.13		0.95		1.19		1.13		1.10		0.89		1.05		0.87		1.12		0.97	
THE SAMPLE T SCORE	-2.05				-0.53				-2.02				-2.19				-1.21			

2047400459

N.T.B. CIGARETTE TEST PB26-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 11
FUTURE PURCHASE INTENT
FROM QUESTION 10

	TOTAL		MALE		FEMALE		UNDER 35		35 & OVER	
	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028	PREFERRED 4027	PREFERRED 4028
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
FULL FLAVOR CORN FULTEN										
DEFINITELY BUY THEM	10 26	5 19	3 23	2 20	7 27	3 18	4 24		6 27	3 26
PROBABLY BUY THEM	20 51	11 41	6 46	2 20	14 54	9 53	10 59	7 46	10 45	4 21
MIGHT OR MIGHT NOT BUY THEM	2 5	6 22	1 8	3 30	1 4	3 18		1 13	2 9	5 26
PROBABLY NOT BUY THEM	3 8	2 7	1 8	1 10	2 8	1 6	2 12		1 5	2 11
DEFINITELY NOT BUY THEM	4 10	2 7	2 15	1 10	2 8	1 6	1 6		3 14	2 11
DON'T KNOW		1 4		1 10						1 5
TOTAL WHO TESTED	39 100	27 100	13 100	10 100	26 100	17 100	17 100	4 100	22 100	19 100
AVERAGE RATING	3.74	3.58	3.54	3.33	3.85	3.71	3.82	3.88	3.68	3.44
STANDARD DEVIATION	1.21	1.12	1.34	1.25	1.13	1.02	1.10	0.93	1.24	1.30
100 SAMPLE T SCORE	0.56		0.35		0.41		-0.17		0.56	

2047400460

M.I.L. CIGARETTE TEST P126-M2

P.N. CIGARETTE TEST 4027/4028

TABLE 12
COMPARISON OF TEST CIGARETTES TO REGULAR BRAND
FROM QUESTION 11

FULL FLAVOR WHITE
FILTER

MUCH BETTER	5	12	11	14			2	12	5	16	9	15	1	13	3	14	4	11	8	14
SLIGHTLY BETTER	5	12	11	14	2	17	2	12	3	10	9	15			2	10	5	14	9	16
ABOUT THE SAME	15	35	30	38	5	42	6	35	10	32	24	39	4	50	9	43	11	31	21	37
SLIGHTLY WORSE	12	28	24	31	3	25	7	41	9	29	17	28	2	25	7	33	10	28	17	30
MUCH WORSE	6	14	1	1	2	17			4	13	1	2	1	13			5	14	1	2
DON'T KNOW			1	1							1	2							1	2
TOTAL WHO TESTED	43	100	78	100	12	100	17	100	31	100	61	100	8	100	21	100	15	100	57	100
AVERAGE RATING	2.79		3.05		2.58		2.95		2.87		3.13		2.75		3.05		2.80		3.11	
STANDARD DEVIATION	1.17		1.03		0.95		1.33		1.24		1.04		1.09		1.00		1.19		1.05	
THIS SAMPLE T SCORE	-1.39				-0.94				-1.00				-0.84				-1.24			

2047400461

M.F.T. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 12
COMPARISON OF TEST CIGARETTES TO REGULAR BRAND
FROM QUESTION 11

	TOTAL				MALE				FEMALE				UNDER 35				35 & OVER			
	PREFERRED 4027	PREFERRED 4028			PREFERRED 4027	PREFERRED 4028			PREFERRED 4027	PREFERRED 4028			PREFERRED 4027	PREFERRED 4028			PREFERRED 4027	PREFERRED 4028		
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
FULL FLAVOR CUP & FILTER																				
MUCH BETTER	3	0	3	11	2	15			1	4	3	10	1	6			2	9	3	10
SLIGHTLY BETTER	4	10	6	15	1	8	30		3	12	1	6	2	12	1	13	2	7	3	10
ABOUT THE SAME	13	33	8	30	5	30	3	30	8	31	5	29	7	41	4	50	6	27	4	21
SLIGHTLY WORSE	15	38	11	51	4	31	4	40	11	42	7	41	7	41	3	38	8	36	8	42
MUCH WORSE	3	8	1	4	1	8			2	8	1	6					3	13	1	5
DON'T KNOW	1	3			/				1	4							1	5		
TOTAL WHO TESTED	39	100	27	100	13	100	13	100	26	100	17	100	17	100	8	100	22	100	19	100
AVERAGE RATING	2.71		2.89		2.92		2.90		2.60		2.68		2.62		2.75		2.62		2.95	
STANDARD DEVIATION	1.02		1.07		1.16		0.93		0.94		1.18		0.86		0.76		1.13		1.19	
TWO SAMPLE T SCORE	-0.66				0.05				-0.80				0.22				-0.67			

2047400462

M.T.L. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

TASTE	FULL FLAVOR WHITE FILTER				FULL FLAVOR CORN FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.	
	39	27	46	29	16	22	17	23
GOOD-TASTE-TABACCO FLAVOR	13	9	9	6	6	8	5	7
MILD FLAVOR-NOT HARSH	3	2	16	10	2	3	3	4
STRONG FLAVOR	4	3	3	2	2	3	1	1
GOOD AFTERTASTE	2	1			2	3		
SMOOTH TASTE	3	2	1	1			1	1
CLEAN TASTE			4	3				
MENTHOLATED TASTE	1	1			1	1		
NO BAD AFTERTASTE	11	7	11	7	4	5	7	9
FRESH TASTE	1	1						
LOUL TASTE	2	1	3	2	1	1	1	1
HIGH FLAVOR					1	1		
TASTES LIKE REGULAR BRAND	3	2	4	3			1	1
NO MENTHOL TASTE			1	1				
LOUL IN TAIL WITHOUT LOOSING TASTE	2	1	3	2				
STRENGTH	25	17	30	26	8	11	16	19
MILD, NOT STRONG	16	11	26	18	5	7	9	12
NOT HARSH	6	4	8	5	2	3	3	4
MILD, NOT HARSH	1	1	2	1	1	1	2	3
RIGHT STRENGTH			1	1				

2047400463

M.T.B. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS SAID ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	FULL FLAVOR WHITE FILTER		FULL FLAVOR CORN FILTER	
	CIGARETTE 4027		CIGARETTE 4027	
	NU.	PCT.	NU.	PCT.
STRONGER	2	1	1	1
EASE IN SMOKING	9	6	13	9
EASY DRAW-SMOKER	7	5	11	7
EVEN DRAWING	2	1	2	1
BURNING QUALITIES	10	7	13	9
BURNED WELL	1	1	3	2
SLOWER BURNING	8	5	9	6
EVEN BURNING			2	1
STAYED LIT	1	1		
ASH STAYED ON WELL				
MISCELLANEOUS	1	1		
EFFECT ON MOUTH AND THROAT	10	7	13	9
NOT IRRITATING	5	3	5	3
DOESN'T BURN MOUTH	3	2	4	3
ELIMINATED COUGH			2	1
CAUSED NO AFTEREFFECTS	3	2	1	1
MOUTH DIDN'T FEEL DRY			1	1
CORN FEELING TO MOUTH			1	1
REFRESHING			3	2
PHYSICAL CHARACTERISTICS	25	16	17	12

2047400464

M.T.1. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	FULL FLAVOR WHITE FILTER				FULL FLAVOR CUMK FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
WELL PACKED			2	1				
ALIST-FRESH	1	1	1	1				
LIKED LENGTH OF CIGARETTE	2	1	4	3	4	5	4	5
GOOD QUALITY TOBACCO					1	1		
GOOD APPEARANCE	12	8	6	4	5	7	5	7
SLIM-SLENDER	2	1	3	2				
LOW IN TAR AND NICOTINE	7	5	3	2	2	3	1	1
LIKE INVISIBLE WINDOWS	1	1						
ELEGANCE	3	2	3	2	2	3	7	9
GOOD SMOKING	3	2	3	2	2	3	7	9
MISCELLANEOUS	23	16	23	17	11	15	8	11
GOOD CIGARETTE	2	1	4	3				
AVERAGE-ON			2	1				
SATISFYING	6	4	6	4	4	5	2	3
PREFER NON-FILTERS	2	1	3	2				
LEADY PACKAGE	19	10	9	6	5	7	5	7
GOOD ADINA					1	1	1	1
SIMILAR/SAME AS NEWARK BRAND			3	2	1	1		
FILTER	3	2	14	10			1	1
LIKE FILTER	1	1	3	2				

2047400465

M.T.1. CIGARETTE TEST P126-P2

P.M. CIGARETTE TEST 4027/4028

TABLE 13
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	FULL FLAVOR WHITE FILTER		FULL FLAVOR CORK FILTER			
	CIGARETTE 4027		CIGARETTE 4028			
	NO.	PCT.	NO.	PCT.		
EFFECTIVE FILTERING						
LIKED COLOR	1	1	0	0	1	1
LIKE A FILTER	1	1	1	1		
FIRM-HARD-TIGHT			1	1		
MENTHOL	27	10	49	33	25	16
LIKED MENTHOL TASTE	10	7	19	13	12	8
STRONG MENTHOL	1	1	0	0	7	9
MILDEN MENTHOL	10	7	12	8	2	3
RIGHT AMOUNT MENTHOL	1	1	4	3	2	3
TASTED LIKE OTHER MENTHOLATED BRANDS					1	1
MENTHOL DIDN'T TAKE AWAY TOBACCO TASTE	2	1	1	1		
MENTHOL REFRESHED MOUTH	2	1	3	2	2	3
MENTHOL KEEPS NOSE CLEAN			1	1		
TASTE LIKE MINT	1	1				
LIKE MENTHOL CIGARETTES	1	1	2	1	1	1
TOTAL WPL MENTIONED REASONS	99	17	126	40	50	69
NO. SPECIFIC REASONS MENTIONED	40	33	21	16	24	31
TOTAL WPL TESTED	147	100	147	100	74	100

2047400466

M.F.B. CIGARETTE TEST P126-H2

P.H. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	FULL FLAVOR WITH FILTER				FULL FLAVOR CORN FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
	30- 26		26 10		15 20		16 22	
TASTE								
POOR FLAVOR, DISLIKED TASTE NO TRUE TOBACCO TASTE			2 1		3 4		3 4	
FLAVOR TOO MILD NOT ENOUGH FLAVOR	13 9		12 8		4 5		8 11	
FLAVOR TOO STRONG	6 4		3 2		1 1		1 1	
LEFT BAD AFTER TASTE	15 10		7 5		6 8		2 3	
STRANGE, PECULIAR TASTE	1 1							
DRY TASTE	1 1		1 1		2 3			
BITTER TASTE	1 1		1 1					
PAPER TASTE			1 1				2 3	
UNEVEN FLAVOR THROUGHOUT	1 1							
LOST FLAVOR AFTER SMOKING THEM					1 1			
MISCELLANEOUS					1 1			
STRENGTH	20 19		21 16		19 26		19 26	
TOO MILD	15 10		12 8		17 23		15 20	
TOO STRONG (TRANSI- ENT) MILD ENOUGH	12 4		8 5		2 3		4 5	
TOO STRONG AT START OF CIGARETTE	1 1		3 1					
DIFFICULTY IN SMOKING	6 4		8 5		6 8		7 9	

2047400467

M.F.O. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	FULL FLAVOR WHITE FILTER				FULL FLAVOR CORK FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
NOT EASY DRAWING								
DIDNT SMOKE WELL	5	3	6	4	5	7	7	9
TOO EASY DRAWING			1	1				
DRAWS TOO MUCH AIR	1	1	1	1	1	1		
BURNING QUALITIES								
DIDNT BURN WELL			1	1				
BURNED TOO FAST	5	3	7	5	3	4	4	5
DIDNT STAY LIT	1	1	2	1	1	1	1	1
TOO MUCH SMOKE, TOO MUCH SMOKE CAME OUT OF PAKES	1	1						
EFFECT ON MOUTH, THROAT, ETC.	14	10	10	7	8	11	7	9
IRRITATED MOUTH AND THROAT	6	4	6	4	3	4		
BURNED THROAT	5	3	3	2	1	1		
CAUSED COUGH	1	1	3	2	1	1	2	3
CAUSED AFTEREFFECTS	1	1			1	1	2	3
LEFT MOUTH DRY	2	1			3	4	2	3
CAUSED HEADACHE							1	1
PHYSICAL CHARACTERISTICS	4	3	5	4	4	5	3	4
WAS TIGHTLY PACKED	1	1	2	1				
TOO DRY AND STALE			2	2	2	3		
DISLIKED LENGTH			2	1				

2047400468

N.T.L. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	FULL FLAVOR WHITE FILTER				FULL FLAVOR CORN FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
TOO FIRMLY PACKED							1	1
TOO FEMININE FOR A MAN	2	1	1	1	1	1	1	1
TOO BIG AROUND	1	1	2	1				
TOO HIGH IN TAR AND NICOTINE					1	1	1	1
LOOSENESS	3	2	1	1			1	1
NOT COOL SMOKING	3	2	1	1				
MISCELLANEOUS							1	1
MISCELLANEOUS	9	6	8	5	5	7	9	12
NOT SATISFYING	6	4	6	4	3	4	6	8
NOT AS GOOD AS OTHER BRANDS					1	1	1	1
DISLIKED PACKAGE	1	1	1	1				
FROM AHEAD	2	1	1	1	1	1	1	1
MISCELLANEOUS							1	1
FILTER	21	14	9	3	1	1	3	4
DISLIKED COLOR OF FILTER TIP	15	13			1	1	2	3
DISLIKE A FILTER							1	1
DISLIKE SIZE			1	1				
FILTER TIP TOO FIRM	2	1						
DISLIKE LONG FILTER	1	1	3	2				
FILTER STUCK TO LIPS							1	1

M.F.I. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 14
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	FULL FLAVOR MINT FILTER				FULL FLAVOR CUMI FILTER			
	CIGARETTE 4027		CIGARETTE 4028		CIGARETTE 4027		CIGARETTE 4028	
	NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
MENTHOL	91	28	32	22	22	30	21	28
DISLIKE MENTHOL	1	1			1	1		
TOO STRONG MENTHOL FLAVOR	5	3	4	3	2	3	4	5
NOT ENOUGH MENTHOL FLAVOR	35	24	27	18	19	26	16	22
DISLIKE MENTHOLATED CIGARETTES			1	1				
MISCELLANEOUS							1	1
TOTAL WHO MENTIONED DISLIKES	113	77	93	63	51	69	59	76
NO SPECIFIC DISLIKES MENTION	34	23	54	37	23	31	16	22
TOTAL WHO TESTED	147	100	147	100	74	100	74	100

2047400470

M.T.T. CIGARETTE TEST PM120-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 14
 RATING CONTROLLED BY ORDER OF PRESENTATION
 FULL FLAVOR WHITE FILTER

	BASE	UNCORRECTED MEANS		MEANS CORRECTED FOR ORDER OF TRIAL		F VALUE	ESTIMATE L.S.D.
		CIGARETTE 4027	CIGARETTE 4028	CIGARETTE 4027	CIGARETTE 4028		
OVERALL	147	4.01	4.71	4.02	4.71	10.00	3.20
THEY DID NOT HAVE A LOT OF TASTE	126	4.02	4.42	3.99	4.43	4.00	2.00
THEY DID NOT HAVE A GOOD TASTE	126	4.06	4.71	4.07	4.70	1.31	4.70
THEY WERE HARSH TO MY MOUTH AND THROAT	125	4.00	3.20	4.71	3.29	6.00	2.47
THEY DID NOT TASTE AS IF THEY WERE LOW TAR	126	4.40	4.74	4.43	4.75	2.00	1.42
THEY DID NOT HAVE A GOOD AFTERTASTE	126	4.22	4.99	4.32	5.00	4.01	3.13
THEY WERE NOT GOOD SMOKING	126	4.36	5.10	4.35	5.17	13.00	3.72
THEY HAD A STRONG MENTHOL TASTE	126	4.90	5.32	4.93	5.30	3.01	1.73
THEY DID NOT HAVE A GOOD MENTHOL TASTE	126	4.13	4.88	4.12	4.87	10.13	3.10
THEY WERE NOT REFRESHING	126	3.99	4.73	4.00	4.72	9.76	3.12

F = 2.90 DIFFERENCES ARE SIGNIFICANT AT 99 PCT CONFIDENCE LEVEL

F = 1.90 DIFFERENCES ARE SIGNIFICANT AT 95 PCT CONFIDENCE LEVEL

F = 1.00 DIFFERENCES ARE SIGNIFICANT AT 90 PCT CONFIDENCE LEVEL

F = 1.00 DIFFERENCES ARE SIGNIFICANT AT 80 PCT CONFIDENCE LEVEL

F = 1.85 DIFFERENCES ARE SIGNIFICANT AT 75 PCT CONFIDENCE LEVEL

M.T.T. CIGARETTE TEST PM120-M2

P.M. CIGARETTE TEST 9027/9028

TABLE 10
TASTING CONTROLLED BY ORDER OF PRESENTATION
FULL FLAVOR CORK FILTER

	BASE	UNCORRECTED MEANS		MEANS CORRECTED FOR ORDER OF TRIAL		T VALUE	ESTIMATE OF T
		CIGARETTE 4027	CIGARETTE 4028	CIGARETTE 4027	CIGARETTE 4028		
OVERALL	74	4.33	3.68	4.33	3.68	4.77	2.10
THEY DID NOT HAVE A LOT OF TASTE	68	4.34	3.56	4.35	3.56	1.02	2.65
THEY DID NOT HAVE A GOOD TASTE	68	4.51	3.40	4.52	3.84	3.97	1.49
THEY WERE HANGY TO MY MOUTH AND THROAT	64	5.19	4.85	5.20	4.85	1.70	1.33
THEY DID NOT TASTE AS IF THEY WERE LONG TAN	64	4.93	4.72	4.93	4.72	0.96	0.98
THEY DID NOT HAVE A GOOD AFTERTASTE	68	4.80	4.25	4.81	4.24	1.51	1.23
THEY WERE NOT COOL SMOKING	68	5.09	4.72	5.10	4.71	1.95	1.40
THEY HAD A STRONG MENTHOL TASTE	68	4.91	4.35	4.92	4.35	3.50	1.01
THEY DID NOT HAVE A GOOD MENTHOL TASTE	68	4.41	3.97	4.42	3.98	2.32	1.52
THEY WERE NOT REFRESHING	68	4.53	3.55	4.54	3.85	4.77	2.10

T = 2.50 DIFFERENCES ARE SIGNIFICANT AT 99 PCT CONFIDENCE LEVEL

T = 1.96 DIFFERENCES ARE SIGNIFICANT AT 95 PCT CONFIDENCE LEVEL

T = 1.64 DIFFERENCES ARE SIGNIFICANT AT 90 PCT CONFIDENCE LEVEL

T = 1.28 DIFFERENCES ARE SIGNIFICANT AT 80 PCT CONFIDENCE LEVEL

T = 1.05 DIFFERENCES ARE SIGNIFICANT AT 75 PCT CONFIDENCE LEVEL

M.T.B. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 21
NOTICED ONE CIGARETTE HAD A STRONGER TASTE
FROM QUESTIONS 8 AND 17

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
FULL FLAVOR WHITE FILTER								
4027 WAS STRONGER TASTING	21	57	48	69	6	50	75	63
4028 WAS STRONGER TASTING	16	43	22	31	6	50	44	37
TOTAL WHO NOTICED STRONGER TASTE	37	100	70	100	12	100	119	100

2047400473

D.T.1. CIGARETTE TEST P126-M2

P.M. CIGARETTE TEST 4027/4028

TABLE 21
NOTICED WHEN CIGARETTE HAD A STRONGER TASTE
FROM QUESTIONS 8 AND 17

	PREFERRED 4027		PREFERRED 4028		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
FULL FLAVOR COAR FILTER								
4027 WAS STRONGER TASTING	23	72	11	42	3	15	37	60
4028 WAS STRONGER TASTING	9	28	35	58	1	25	45	60
BUTAL WPL NOTICED STRONGER TASTE	32	100	26	100	4	100	62	100

2047400474

2047400475