

From: Suber, Robert (Bob)  
To: Swauger, James  
CC: Iauco, Dave N.; Burger, Gary T.  
BCC:  
Subject: NAS question  
Date: 4/28/2000 5:49:03 PM

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**Attachments:**

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Jim, I could not find Seth but here is something you could add to the material from the website documents we worked on last year.

**Question 8. Research agenda recommended on what is attractive to smokers:**

Smoking is a very complex behavior. Any attempt to modify that behavior must be acceptable to the consumer. Current market research techniques which explore the needs, wants, and desires of consumers are acceptable techniques to explore this issue. For example with current RJRT research the number one item for consumers is they want a product to assess their health concerns about smoking. The number 2 item for smokers is to maintain the taste of smoking. Our test market data on Eclipse is a prime example of consumer acceptance of the product on those questions. It does address health concerns but many smokers find the taste trade-off to be more than they are willing to sacrifice for the health issue.

Unlike consumption of other consumer products, smoking not only includes taste but also includes the entire ritual of smoking. Consumers will reject products which do not entail the issues below:

- proper diameter of the cigarette
- color of the tipping
- paper texture and color
- firmness of the cigarette
- temperature of the rod
- firmness of the filter
- the initial tobacco taste
- the lighting of the cigarette with a flame
- duration of smoking experience (too long or too short is not acceptable)
- visibility of smoke upon exhalation
- mouthfeel of the smoke (much like the cocoa butter mouthfeel of chocolate)
- strength of the tobacco taste
- combination of pyrolyzed materials including the ratio of vapor and particulate phase chemicals

level of irritation of nicotine or other irritants  
oropharyngeal irritation and stimulation  
trigeminal irritation  
flicking of ashes