



HTI

HOME TESTING INSTITUTE, INC.

One of THE NPD GROUP of Marketing & Research Companies

2040536269

CONSUMER ACCEPTANCE TEST OF
MENTHOL FILTER CIGARETTES

5532/5533

Tabulations Prepared For:

Philip Morris, Inc.

#7417

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METHODOLOGY

On March 18, 1983, cartons containing five packs each of two test cigarettes (5532/5533), a ballot and telephone correction card were mailed to a group of 200 Kool 80/85 MM Menthol smokers, 200 Newport 80/85 MM Menthol smokers, 200 Salem 85 MM Menthol smokers, and a cross section of 389 Low Tar 80/85 MM Menthol smokers.

The group of Kool smokers were selected, in total, from a current telephone screening conducted for Philip Morris, Inc.

Sixty nine percent (69%) of the Newport smokers and eighty-two percent (82%) of the Salem smokers were selected from the telephone screening. The balance of the Newport smokers (31%) and the Salem smokers (18%) were selected from respondents of project 5531/12030 conducted in December, 1982.

The cross section of Low Tar smokers was selected from previous screenings conducted from October, 1982, through December, 1982 and supplemented with menthol smokers who had been updated within the previous six month period.

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Production Characteristics

Blend:	5532	5533
Identification Code:	Red S2 Black T5	Red T5 Black S2
Size:	85 MM	85MM
Tip:	Cork on White	Cork on White
Paper:	Unmarked	Unmarked
Package:		
Type:	Paper Pack	Paper Pack
Tear Tape:	Gold	Gold
Foil:	Plain Silver	Plain Silver

Testers were asked to complete the ballot and hold for reference until contacted by telephone.

Telephone interviewing, conducted by HTI's Telephone Research Center, began on March 30, 1983, and continued through April 14, 1983.

A copy of the ballot and questionnaire used in this test may be found in the Appendix of this report.

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TABLE 1A
OVERALL PREFERENCE WITHIN ORDER OF TRIAL

	TOTAL	UNWEIGHTED		WEIGHTED		WTD Z	PROB.
		PREFER 5532	PREFER 5533	PREFER 5532	PREFER 5533		
KOOL 85 MM MENTHOL	156	0.36	0.45	0.46	0.54	1.08	0.72
LESS THAN 35	63	0.32	0.43	0.44	0.56	0.88	0.62
35 OR MORE	93	0.39	0.46	0.47	0.53	0.60	0.46
MEN TOTAL	84	0.38	0.46	0.46	0.54	0.79	0.57
LESS THAN 35	35	0.40	0.34	0.53	0.47	0.33	0.26
35 OR MORE	49	0.37	0.55	0.41	0.59	1.31	0.80
WOMEN TOTAL	72	0.33	0.43	0.45	0.55	0.79	0.57
LESS THAN 35	28	0.21	0.54	0.34	0.66	1.66	0.90
35 OR MORE	44	0.41	0.36	0.54	0.46	0.52	0.41

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TABLE 1B
OVERALL PREFERENCE WITHIN ORDER OF TRIAL

	TOTAL	UNWEIGHTED		WEIGHTED		WTD Z	PROB.
		PREFER 5532	PREFER 5533	PREFER 5532	PREFER 5533		
NEWPORT 85 MM MENTHOL	134	0.39	0.43	0.48	0.52	0.47	0.37
LESS THAN 35	91	0.37	0.43	0.47	0.53	0.52	0.41
35 OR MORE	43	0.42	0.42	0.49	0.51	0.15	0.11
MEN TOTAL	62	0.37	0.45	0.46	0.54	0.62	0.47
LESS THAN 35	43	0.35	0.47	0.45	0.55	0.68	0.51
35 OR MORE	19	0.42	0.42	0.47	0.53	0.25	0.20
WOMEN TOTAL	72	0.40	0.40	0.50	0.50	0.02	0.00
LESS THAN 35	48	0.40	0.40	0.50	0.50	0.00	0.00
35 OR MORE	24	0.42	0.42	0.50	0.50	0.03	0.00

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TABLE 1C
OVERALL PREFERENCE WITHIN ORDER OF TRIAL

	TOTAL	UNWEIGHTED		WEIGHTED		WTD Z	PROB.
		PREFER 5532	PREFER 5533	PREFER 5532	PREFER 5533		
SALEM 85 MM MENTHOL	149	0.36	0.44	0.46	0.54	0.97	0.67
LESS THAN 35	33	0.48	0.39	0.55	0.45	0.56	0.43
35 OR MORE	116	0.32	0.46	0.43	0.57	1.41	0.84
MEN TOTAL	85	0.33	0.48	0.43	0.57	1.38	0.83
LESS THAN 35	20	0.55	0.40	0.58	0.42	0.74	0.55
35 OR MORE	65	0.26	0.51	0.38	0.62	1.97	0.95
WOMEN TOTAL	64	0.39	0.39	0.51	0.49	0.12	0.08
LESS THAN 35	13	0.38	0.38	0.49	0.51	0.09	0.00
35 OR MORE	51	0.39	0.39	0.51	0.49	0.12	0.08

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TABLE 1D
OVERALL PREFERENCE WITHIN ORDER OF TRIAL

	TOTAL	UNWEIGHTED		WEIGHTED		WTD Z	PROB.
		PREFER 5532	PREFER 5533	PREFER 5532	PREFER 5533		
LOW TAR 85 MM MENTHOL	220	0.41	0.42	0.50	0.50	0.05	0.00
LESS THAN 35	77	0.36	0.53	0.42	0.58	1.36	0.82
35 OR MORE	143	0.44	0.36	0.54	0.46	1.00	0.68
MEN TOTAL	119	0.40	0.41	0.50	0.50	0.11	0.07
LESS THAN 35	44	0.34	0.52	0.41	0.59	1.21	0.77
35 OR MORE	75	0.44	0.35	0.55	0.45	0.82	0.59
WOMEN TOTAL	101	0.43	0.43	0.50	0.50	0.07	0.00
LESS THAN 35	33	0.39	0.55	0.44	0.56	0.69	0.52
35 OR MORE	68	0.44	0.37	0.54	0.46	0.62	0.47

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

	KOOL 85 MM MENTHOL			NEWPORT 85 MM MENTHOL			SALEM 85 MM MENTHOL			LOW TAR 85 MM MENTHOL		
	TOTAL	TRIED 5532 FIRST	TRIED 5532 SECOND	TOTAL	TRIED 5532 FIRST	TRIED 5532 SECOND	TOTAL	TRIED 5532 FIRST	TRIED 5532 SECOND	TOTAL	TRIED 5532 FIRST	TRIED 5532 SECOND
PREFER 5532	56	30	26	52	30	22	53	28	25	91	42	49
PREFER 5533	36.	40.	32.	39.	41.	36.	36.	40.	32.	41.	38.	45.
NO PREFERENCE	70	31	39	57	30	27	66	25	41	92	51	41
	45.	41.	48.	43.	41.	44.	44.	36.	52.	42.	46.	38.
TOTAL WHO TESTED	30	14	16	25	13	12	30	17	13	37	19	18
	19.	19.	20.	19.	18.	20.	20.	24.	16.	17.	17.	17.
	156	75	81	134	73	61	149	70	79	220	112	108
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.

*Menthol
Plover*

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

	KOOL 85 MM MENTHOL		NEWPORT 85 MM MENTHOL		SALEM 85 MM MENTHOL		LOW TAR 85 MM MENTHOL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
PREFERRED 5532	56	44	52	48	53	45	91	50
PREFERRED 5533	70	56	57	52	66	55	92	50
TOTAL WHO PREFERRED	126	100	109	100	119	100	183	100
CHI SQUARE	1.56		0.23		1.42		0.01	
CHI SQUARE CORRECTED	1.45		0.19		1.31		0.00	

NOTE- CHI SQUARE OF 1.64 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

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TABLE 4
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY AGE AND SEX OF TESTER
FROM QUESTIONS 8/14/15

	PREFERRED 5532		PREFERRED 5533		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
KOOL 85 MM MENTHOL FILTER								
AGE GROUPS								
UNDER 35 YEARS	20	32	27	43	16	25	63	100
35 YEARS AND OVER	36	39	43	46	14	15	93	100
TOTAL WHO TESTED	56	36	70	45	30	19	156	100
SEX								
MALE	32	38	39	46	13	15	84	100
FEMALE	24	33	31	43	17	24	72	100
TOTAL WHO TESTED	56	36	70	45	30	19	156	100
NEWPORT 85 MM MENTHOL FILTER								
AGE GROUPS								
UNDER 35 YEARS	34	37	39	43	18	20	91	100
35 YEARS AND OVER	18	42	18	42	7	16	43	100
TOTAL WHO TESTED	52	39	57	43	25	19	134	100
SEX								
MALE	23	37	28	45	11	18	62	100
FEMALE	29	40	29	40	14	19	72	100
TOTAL WHO TESTED	52	39	57	43	25	19	134	100

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TABLE 4
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY AGE AND SEX OF TESTER
FROM QUESTIONS 8/14/15

	PREFERRED 5532		PREFERRED 5533		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
SALEM 85 MM MENTHOL								
AGE GROUPS								
UNDER 35 YEARS	16	48	13	39	4	12	33	100
35 YEARS AND OVER	37	32	53	46	26	22	116	100
TOTAL WHO TESTED	53	36	66	44	30	20	149	100
SEX								
MALE	28	33	41	48	16	19	85	100
FEMALE	25	39	25	39	14	22	64	100
TOTAL WHO TESTED	53	36	66	44	30	20	149	100
LOW TAR 85 MM MENTHOL								
AGE GROUPS								
UNDER 35 YEARS	28	36	41	53	8	10	77	100
35 YEARS AND OVER	63	44	51	36	29	20	143	100
TOTAL WHO TESTED	91	41	92	42	37	17	220	100
SEX								
MALE	48	40	49	41	22	18	119	100
FEMALE	43	43	43	43	15	15	101	100
TOTAL WHO TESTED	91	41	92	42	37	17	220	100

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TABLE 5
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY AGE AND SEX OF TESTER
AMONG THOSE WHO HAD A PREFERENCE
FROM QUESTIONS 8/14/15

	PREFERRED 5532		PREFERRED 5533		TOTAL WHO PREFERRED		CHI SQUARE	CHI SQUARE CORRECTED
	NO.	PCT.	NO.	PCT.	NO.	PCT.		
KOOL 85 MM MENTHOL FILTER								
AGE GROUPS								
UNDER 35 YEARS	20	43	27	57	47	100	1.04	0.90
35 YEARS AND OVER	36	46	43	54	79	100	0.62	0.53
TOTAL WHO TESTED	56	44	70	56	126	100	1.56	1.45
SEX								
MALE	32	45	39	55	71	100	0.69	0.60
FEMALE	24	44	31	56	55	100	0.89	0.77
TOTAL WHO TESTED	56	44	70	56	126	100	1.56	1.45
NEWPORT 85 MM MENTHOL FILTER								
AGE GROUPS								
UNDER 35 YEARS	34	47	39	53	73	100	0.34	0.28
35 YEARS AND OVER	18	50	18	50	36	100		0.01
TOTAL WHO TESTED	52	48	57	52	109	100	0.23	0.19
SEX								
MALE	23	45	28	55	51	100	0.49	0.40
FEMALE	29	50	29	50	58	100		0.00
TOTAL WHO TESTED	52	48	57	52	109	100	0.23	0.19

NOTE- CHI SQUARE OF 1.64 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

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TABLE 5
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY AGE AND SEX OF TESTER
AMONG THOSE WHO HAD A PREFERENCE

	PREFERRED 5532		PREFERRED 5533		TOTAL WHO PREFERRED		CHI SQUARE	CHI SQUARE CORRECTED
	NO.	PCT.	NO.	PCT.	NO.	PCT.		
SALEM 85 MM MENTHOL								
AGE GROUPS								
UNDER 35 YEARS	16	55	13	45	29	100	0.31	0.22
35 YEARS AND OVER	37	41	53	59	90	100	2.84	2.67
TOTAL WHO TESTED	53	45	66	55	119	100	1.42	1.31
SEX								
MALE	28	41	41	59	69	100	2.45	2.26
FEMALE	25	50	25	50	50	100		0.00
TOTAL WHO TESTED	53	45	66	55	119	100	1.42	1.31
LOW TAR 85 MM MENTHOL								
AGE GROUPS								
UNDER 35 YEARS	28	41	41	59	69	100	2.45	2.26
35 YEARS AND OVER	63	55	51	45	114	100	1.26	1.16
TOTAL WHO TESTED	91	50	92	50	183	100	0.01	0.00
SEX								
MALE	48	49	49	51	97	100	0.01	0.00
FEMALE	43	50	43	50	86	100		0.00
TOTAL WHO TESTED	91	50	92	50	183	100	0.01	0.00

NOTE- CHI SQUARE OF 1.64 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

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TABLE 6
OVERALL PREFERENCE BY AGE WITHIN SEX WITHIN ORDER OF TRIAL
FROM QUESTIONS 8/14/15

	PREFERRED 5532		PREFERRED 5533		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
KOOL 85 MM MENTHOL FILTER								

TRIED CIGARETTE 5532 FIRST								

MALES UNDER 35	30	40	31	41	14	19	75	100
MALES 35 +	8	44	6	33	4	22	18	100
MALES 35 +	11	44	12	48	2	8	25	100
FEMALES UNDER 35	2	13	8	53	5	33	15	100
FEMALES 35 +	9	53	5	29	3	18	17	100
TRIED CIGARETTE 5533 FIRST								

MALES UNDER 35	26	32	39	48	16	20	81	100
MALES 35 +	6	35	6	35	5	29	17	100
MALES 35 +	7	29	15	63	2	8	24	100
FEMALES UNDER 35	4	31	7	54	2	15	13	100
FEMALES 35 +	9	33	11	41	7	26	27	100
NEWPORT 85 MM MENTHOL FILTER								

TRIED CIGARETTE 5532 FIRST								

MALES UNDER 35	30	41	30	41	13	18	73	100
MALES 35 +	8	33	13	54	3	13	24	100
MALES 35 +	6	50	4	33	2	17	12	100
FEMALES UNDER 35	10	42	8	33	6	25	24	100
FEMALES 35 +	6	46	5	38	2	15	13	100
TRIED CIGARETTE 5533 FIRST								

MALES UNDER 35	22	36	27	44	12	20	61	100
MALES 35 +	7	37	7	37	5	26	19	100
MALES 35 +	2	29	4	57	1	14	7	100
FEMALES UNDER 35	9	38	11	46	4	17	24	100
FEMALES 35 +	4	36	5	45	2	18	11	100

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TABLE 6
OVERALL PREFERENCE BY AGE WITHIN SEX WITHIN ORDER OF TRIAL
FROM QUESTIONS 8/14/15

	PREFERRED 5532		PREFERRED 5533		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
SALEM 85 MM MENTHOL								

TRIED CIGARETTE 5532								
FIRST								

MALES UNDER 35	28	40	25	36	17	24	70	100
MALES 35 +	6	67	3	33			9	100
FEMALES UNDER 35	10	31	15	47	7	22	32	100
FEMALES 35 +	4	57	2	29	1	14	7	100
	8	36	5	23	9	41	22	100
TRIED CIGARETTE 5533								
FIRST								
MALES UNDER 35	25	32	41	52	13	16	79	100
MALES 35 +	5	45	5	45	1	9	11	100
FEMALES UNDER 35	7	21	18	55	8	24	33	100
FEMALES 35 +	1	17	3	50	2	33	6	100
	12	41	15	52	2	7	29	100
LOW TAR 85 MM MENTHOL								

TRIED CIGARETTE 5532								
FIRST								

MALES UNDER 35	42	38	51	46	19	17	112	100
MALES 35 +	5	23	14	64	3	14	22	100
FEMALES UNDER 35	16	44	11	31	9	25	36	100
FEMALES 35 +	6	32	12	63	1	5	19	100
	15	43	14	40	6	17	35	100
TRIED CIGARETTE 5533								
FIRST								
MALES UNDER 35	49	45	41	38	18	17	108	100
MALES 35 +	10	45	9	41	3	14	22	100
FEMALES UNDER 35	17	44	15	38	7	18	39	100
FEMALES 35 +	7	50	6	43	1	7	14	100
	15	45	11	33	7	21	33	100

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

	PREFERRED 5532		PREFERRED 5533		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
KOOL 85 MM MENTHOL FILTER								
EAST	26	46	22	39	8	14	56	100
MIDWEST	12	26	26	55	9	19	47	100
SOUTH	15	42	12	33	9	25	36	100
FAR WEST	3	18	10	59	4	24	17	100
TOTAL WHO TESTED	56	36	70	45	30	19	156	100
NEWPORT 85 MM MENTHOL FILTER								
EAST	30	37	35	43	17	21	82	100
MIDWEST	14	38	18	49	5	14	37	100
SOUTH	8	53	4	27	3	20	15	100
FAR WEST								
TOTAL WHO TESTED	52	39	57	43	25	19	134	100

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

	PREFERRED 5532		PREFERRED 5533		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
SALEM 85 MM MENTHOL								
EAST	15	35	18	42	10	23	43	100
MIDWEST	19	37	27	52	6	12	52	100
SOUTH	10	29	12	34	13	37	35	100
FAR WEST	9	47	9	47	1	5	19	100
TOTAL WHO TESTED	53	36	66	44	30	20	149	100
LOW TAR 85 MM MENTHOL								
EAST	35	44	31	39	14	18	80	100
MIDWEST	30	38	36	46	13	16	79	100
SOUTH	20	40	21	42	9	18	50	100
FAR WEST	6	55	4	36	1	9	11	100
TOTAL WHO TESTED	91	41	92	42	37	17	220	100

2040536290

TABLE 8

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

	M KOOL 85 MM MENTHOL D				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
TASTE	34	61	29	41	27	52	28	49	19	36	31	47	46	51	45	49
GOOD-TASTE-TABACCO FLAVOR	12	21	15	21	6	12	8	14	5	9	9	14	20	22	21	23
MILD FLAVOR-NOT HARSH	5	9	2	3	3	6	6	11	2	4	4	6	11	12	7	8
STRONG FLAVOR	6	11			5	10	4	7	3	6	4	6	1	1	2	2
GOOD AFTERTASTE	2	4	4	6	1	2			1	2	5	8	1	1	3	3
SMOOTH TASTE			1	1	2	4			3	6			3	3	1	1
CLEAN TASTE									1	2						
SWEET TASTE															1	1
NOT SWEET TASTING	1	2					1	2			1	2			2	2
NO BITTER TASTE							11	19	5	9	12	18	14	15	17	18
NO BAD AFTERTASTE	11	20	11	16	11	21	1	2	1	2						
FRESH TASTE	1	2	1	1			1	2								
TASTES LIKE REGULAR BRAND	3	5	2	3	3	6	2	4	4	8	3	5	5	5	2	2
MISCELLANEOUS													1	1		
STRENGTH	13	23	16	23	11	21	21	37	14	26	26	39	34	37	41	45
MILD, NOT STRONG	8	14	9	13	7	13	9	16	10	19	15	23	16	18	26	28
NOT HARSH	3	5	4	6			6	11	2	4	6	9	14	15	9	10
MILD, NOT HARSH	1	2	2	3	3	6	1	2	1	2	5	8	3	3	5	5
RIGHT STRENGTH							1	2					1	1		
STRONGER	1	2	1	1	1	2	4	7	1	2			1	1	1	1
EASE IN SMOKING	9	16	8	11	2	4	6	11	5	9	6	9	9	10	11	12
EASY DRAW-SMOKE	4	7	4	6	1	2	3	5	3	6			2	2	3	3
EVEN DRAWING	5	9	4	6	1	2	3	5	2	4	6	9	7	8	8	9
BURNING QUALITIES	2	4	3	4	2	4	1	2	3	6	4	6	7	8	3	3
BURNED WELL									1	2	1	2				
SLOWER BURNING	2	4	2	3	2	4	1	2	2	4	2	3	6	7	2	2
EVEN BURNING															1	1
STAYED LIT			1	1												
GOOD BODY OF SMOKE											1	2				
MISCELLANEOUS													1	1		
EFFECT ON MOUTH AND THROAT	6	11	8	11	6	12	6	11	4	8	6	9	16	18	11	12
NOT IRRITATING	3	5	2	3	2	4	1	2	2	4	4	6	9	10	4	4
DIDNT BURN MOUTH	2	4	2	3	1	2	1	2	1	2			5	5	1	1
ELIMINATED COUGH					1	2	1	2			2	3				
CAUSED NO AFTEREFFECTS							1	2							2	2

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TABLE 8

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

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
MOUTH DIDNT FEEL DRY	1	2	4	6	2	4	2	4	1	2			2	2	5	5
PHYSICAL																
CHARACTERISTICS	2	4	5	7			1	2	2	4	2	3	1	1	3	3
WELL PACKED	1	2					1	2	1	2	1	2				
MOIST-FRESH	1	2	4	6					1	2	2	3	1	1	3	3
GOOD QUALITY TOBACCO			1	1												
HIGHER TAR AND																
NICOTINE	1	2														
COOLNESS	2	4	4	6	2	4			2	4	5	8	3	3	2	2
COOL SMOKING	2	4	4	6	2	4			2	4	5	8	3	3	2	2
MISCELLANEOUS	8	14	7	10	3	6	4	7	3	6	9	14	7	8	11	12
SATISFYING	4	7	4	6			1	2	1	2	6	9	2	2	7	8
GOOD AROMA			1	1									2	2	1	1
SIMILAR/SAME AS																
REGULAR BRAND	4	7	2	3	3	6	2	4	2	4	3	5	3	3	3	3
MISCELLANEOUS							1	2								
FILTER									1	2						
LIKE FILTER									1	2						
MENTHOL	33	59	50	71	32	62	31	54	27	51	38	58	50	55	53	58
LIKED MENTHOL TASTE	7	13	16	23	10	19	4	7	6	11	16	24	12	13	17	18
STRONG MENTHOL	11	20	19	27	10	19	8	14	10	19	7	11	14	15	11	12
MILDER MENTHOL	8	14	8	11	5	10	8	14	6	11	8	12	13	14	15	16
RIGHT AMOUNT MENTHOL	4	7	2	3	4	8	6	11	1	2	4	6	7	8	5	5
MENTHOL DIDNT TAKE																
AWAY																
TOBACCO TASTE			2	3			1	2			2	3	1	1	2	2
MENTHOL REFRESHED																
MOUTH	6	11	7	10	7	13	6	11	6	11	5	8	3	3	7	8
TASTE LIKE MINT					4	8	1	2	1	2			4	4		
TOTAL WHO MENTIONED	56	100	70	100	52	100	56	98	53	100	65	98	90	99	92	100
REASONS																
NO SPECIFIC REASONS																
MENTIONED							1	2			1	2	1	1		
TOTAL WHO TESTED	56	100	70	100	52	100	57	100	53	100	66	100	91	100	92	100

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H.T.I. CIGARETTE TEST 7417

P.M. CIGARETTE TEST 5532/5533

TABLE 9A
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY BRAND SMOKED REGULARLY
FROM QUESTIONS 8 AND 13

	PREFERRED 5532		PREFERRED 5533		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
KOOL 85 MM MENTHOL FILTER								
MENTHOL FILTER 80, 85MM	56	36	70	45	30	19	156	100
FULL FLAVOR	56	36	70	45	30	19	156	100
KOOL	56	36	70	45	30	19	156	100
TOTAL WHO TESTED	56	36	70	45	30	19	156	100

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TABLE 9B
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY BRAND SMOKED REGULARLY
FROM QUESTIONS 8 AND 13

	PREFERRED 5532		PREFERRED 5533		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
NEWPORT 85 MM MENTHOL FILTER								

MENTHOL FILTER 80, 85MM								

FULL FLAVOR	52	39	57	43	25	19	134	100

NEWPORT	52	39	57	43	25	19	134	100
TOTAL WHO TESTED	52	39	57	43	25	19	134	100

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TABLE 9C
 PREFERENCE FOR EITHER OF THE TEST CIGARETTES
 BY BRAND SMOKED REGULARLY
 FROM QUESTIONS 8 AND 13

	PREFERRED 5532		PREFERRED 5533		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
SALEM 85 MM MENTHOL								
MENTHOL FILTER 80, 85MM								
FULL FLAVOR	53	36	66	44	30	20	149	100
SALEM	53	36	66	44	30	20	149	100
TOTAL WHO TESTED	53	36	66	44	30	20	149	100

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TABLE 9D
PREFERENCE FOR EITHER OF THE TEST CIGARETTES
BY BRAND SMOKED REGULARLY
FROM QUESTIONS 8 AND 13

	PREFERRED 5532		PREFERRED 5533		NO PREFERENCE		TOTAL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR 85 MM MENTHOL								
MENTHOL FILTER 80, 85MM								
LOW TAR	91	41	92	42	37	17	220	100
BELAIR	10	40	12	48	3	12	220	100
KOOL SUPER LIGHTS	6	60	4	40			25	100
KOOL MILD	10	36	16	57	2	7	10	100
MERIT	3	23	6	46	4	31	28	100
VANTAGE	6	40	7	47	2	13	13	100
NEWPORT LIGHTS	10	50	7	35	3	15	15	100
KENT GOLDEN LIGHTS	1	50	1	50			20	100
SALEM LIGHTS	44	42	39	37	23	22	2	100
ALL OTHER LOW TAR							106	100
MENTHOL 85MM	1	100					1	100
TOTAL WHO TESTED	91	41	92	42	37	17	220	100

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TABLE 10
BRAND OF CIGARETTES SMOKED REGULARLY
FROM QUESTION 13

	KOOL 85 MM MENTHOL REGULAR BRAND	NEWPORT 85 MM MENTHOL REGULAR BRAND	SALEM 85 MM MENTHOL REGULAR BRAND	LOW TAR 85 MM MENTHOL REGULAR BRAND
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
MENTHOL FILTER 80, 85MM				
FULL FLAVOR	156 100	134 100	149 100	220 100
SALEM	156 100	134 100	149 100	
NEWPORT		134 100	149 100	
KOOL	156 100			
LOW TAR				220 100
BELAIR				25 11
KOOL SUPER LIGHTS				10 5
KOOL MILD				28 13
MERIT				13 6
VANTAGE				15 7
NEWPORT LIGHTS				20 9
KENT GOLDEN LIGHTS				2 1
SALEM LIGHTS				106 48
ALL OTHER LOW TAR				
MENTHOL 85MM				1 0
TOTAL WHO TESTED	156 100	134 100	149 100	220 100

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TABLE 11A
FUTURE PURCHASE INTENT
FROM QUESTION 10

	TOTAL				MALE				FEMALE				UNDER 35				35 + OVER			
	PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
KOOL 85 MM MENTHOL FILTER -----																				
DEFINITELY, PROBABLY BUY ---																				
DEFINITELY BUY	36	64	42	60	17	53	24	62	19	79	18	58	11	55	13	48	25	69	29	67
PROBABLY BUY	12	21	10	14	7	22	8	21	5	21	2	6	3	15	3	11	9	25	7	16
MIGHT OR MIGHT NOT BUY	24	43	32	46	10	31	16	41	14	58	16	52	8	40	10	37	16	44	22	51
PROBABLY, DEFINITELY NOT BUY -----																				
PROBABLY NOT BUY	14	25	16	23	11	34	9	23	3	13	7	23	8	40	9	33	6	17	7	16
DEFINITELY NOT BUY	6	11	12	17	4	13	6	15	2	8	6	19	1	5	5	19	5	14	7	16
DON'T KNOW	3	5	8	11	2	6	4	10	1	4	4	13	1	5	3	11	2	6	5	12
TOTAL WHO TESTED	3	5	4	6	2	6	2	5	1	4	2	6			2	7	3	8	2	5
AVERAGE RATING	56	100	70	100	32	100	39	100	24	100	31	100	20	100	27	100	36	100	43	100
STANDRD DEVIATION	3.70		3.51		3.56		3.62		3.88		3.39		3.65		3.33		3.72		3.63	
TWO SAMPLE T SCORE	1.03		1.05		1.09		1.08		0.93		1.01		0.79		1.05		1.15		1.03	
TOTAL RATING BOTH PAIRED T SCORE	0.97				-0.20				1.83				1.15				0.38			

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TABLE 11B
FUTURE PURCHASE INTENT
FROM QUESTION 10

	TOTAL		MALE				FEMALE				UNDER 35				35 + OVER			
	PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
NEWPORT 85 MM MENTHOL FILTER																		

DEFINITELY, PROBABLY BUY																		
DEFINITELY BUY	36	69	34	60	13	57	15	54	23	79	19	66	25	74	21	54	11	61
PROBABLY BUY	14	27	13	23	4	17	5	18	10	34	8	28	11	32	7	18	3	17
MIGHT OR MIGHT NOT BUY	22	42	21	37	9	39	10	36	13	45	11	38	14	41	14	36	8	44
PROBABLY, DEFINITELY NOT BUY	12	23	16	28	7	30	11	39	5	17	5	17	8	24	13	33	4	22
DEFINITELY NOT BUY																		
PROBABLY NOT BUY	4	8	7	12	3	13	2	7	1	3	5	17	1	3	5	13	3	17
DEFINITELY NOT BUY			4	7			1	4			3	10			4	10		
DON'T KNOW	4	8	3	5	3	13	1	4	1	3	2	7	1	3	1	3	3	17
TOTAL WHO TESTED	52	100	57	100	23	100	28	100	29	100	29	100	34	100	39	100	18	100
AVERAGE RATING	3.81		3.65		3.48		3.61		4.07		3.69		4.00		3.56		3.44	
STANDRD DEVIATION	1.07		1.07		1.17		0.94		0.91		1.18		0.91		0.98		1.26	
TWO SAMPLE T SCORE	0.76				-0.42				1.35				1.94				-0.92	
TOTAL RATING BOTH PAIRED T SCORE																		

2040536299

TABLE 11C
FUTURE PURCHASE INTENT
FROM QUESTION 10

	TOTAL		MALE		FEMALE		UNDER 35		35 + OVER	
	PREFERRED 5532	PREFERRED 5533	PREFERRED 5532	PREFERRED 5533	PREFERRED 5532	PREFERRED 5533	PREFERRED 5532	PREFERRED 5533	PREFERRED 5532	PREFERRED 5533
	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.	NO. PCT.
SALEM 85 MM MENTHOL										
DEFINITELY, PROBABLY BUY										
DEFINITELY BUY	32 60	46 70	17 61	27 66	15 60	19 76	11 69	7 54	21 57	39 74
PROBABLY BUY	13 25	12 18	7 25	8 20	6 24	4 16	5 31	2 15	8 22	10 19
MIGHT OR MIGHT NOT BUY	19 36	34 52	10 36	19 46	9 36	15 60	6 38	5 38	13 35	29 55
PROBABLY, DEFINITELY NOT BUY	14 26	13 20	7 25	9 22	7 28	4 16	4 25	4 31	10 27	9 17
PROBABLY NOT BUY	7 13	7 11	4 14	5 12	3 12	2 8	1 6	2 15	6 16	5 9
DEFINITELY NOT BUY	3 6	6 9	4 10	4 10	3 12	2 8	1 6	2 15	2 5	4 8
DON'T KNOW	4 8	1 2	4 14	1 2					4 11	1 2
TOTAL WHO TESTED	53 100	66 100	28 100	41 100	25 100	25 100	16 100	13 100	37 100	53 100
AVERAGE RATING	3.64	3.76	3.57	3.71	3.72	3.84	3.94	3.54	3.51	3.81
STANDRD DEVIATION	1.13	0.91	1.27	0.97	0.96	0.78	0.90	0.93	1.20	0.89
TWO SAMPLE T SCORE	-0.60		-0.47		-0.47		1.12		-1.27	
TOTAL RATING BOTH PAIRED T SCORE										

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TABLE 11D
FUTURE PURCHASE INTENT
FROM QUESTION 10

	TOTAL		MALE				FEMALE				UNDER 35				35 + OVER			
	PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532		PREFERRED 5533		PREFERRED 5532	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
SALEM 85 MM MENTHOL																		
DEFINITELY, PROBABLY BUY																		
DEFINITELY BUY	62	68	56	61	29	60	33	67	33	77	23	53	21	75	25	61	41	65
PROBABLY BUY	23	25	16	17	8	17	11	22	15	35	5	12	7	25	4	10	16	25
MIGHT OR MIGHT NOT BUY	39	43	40	43	21	44	22	45	18	42	18	42	14	50	21	51	25	40
PROBABLY, DEFINITELY NOT BUY	23	25	25	27	16	33	9	18	7	16	16	37	5	18	12	29	18	29
PROBABLY NOT BUY	6	7	11	12	3	6	7	14	3	7	4	9	2	7	4	10	4	6
DEFINITELY NOT BUY	4	4	9	10	3	6	6	12	1	2	3	7	2	7	4	10	2	3
DON'T KNOW	2	2	2	2			1	2	2	5	1	2			2	3	2	3
TOTAL WHO TESTED	91	100	92	100	48	100	49	100	43	100	43	100	28	100	41	100	63	100
AVERAGE RATING	3.85		3.64		3.71		3.73		4.00		3.53		3.93		3.61		3.81	
STANDRD DEVIATION	0.92		0.95		0.82		1.01		1.01		0.87		0.84		0.79		0.96	
TWO SAMPLE T SCORE	1.47				-0.14				2.26				1.56				0.74	
TOTAL RATING BOTH PAIRED T SCORE																		

2040536301

TABLE 12
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
TASTE	44	28	43	28	24	18	39	29	36	24	46	31	62	28	65	30
GOOD-TASTE-TABACCO																
FLAVOR	14	9	23	15	11	8	14	10	11	7	19	13	26	12	33	15
MILD FLAVOR-NOT HARSH	5	3	2	1	2	1	5	4	5	3	5	3	11	5	7	3
STRONG FLAVOR	3	2	2	1	3	2	1	1	2	1	3	2			3	1
GOOD AFTERTASTE			3	2	2	1	1	1	4	3	6	4	4	2	1	0
TASTED BETTER THAN																
OTHERS	1	1														
SMOOTH TASTE	4	3	2	1	1	1	6	4	3	2	1	1	1	0	1	0
SWEET TASTE															1	0
NOT SWEET TASTING			1	1	1	1									2	1
NO BITTER TASTE	1	1							1	1	1	1				
NO BAD AFTERTASTE	16	10	14	9	6	4	11	8	10	7	12	8	13	6	20	9
FRESH TASTE					3	2	2	1					1	0		
RICH FLAVOR	1	1														
TASTES LIKE REGULAR																
BRAND	5	3	7	4	4	3	6	4	4	3	3	2	6	3	7	3
UNIFORM FLAVOR																
THROUGHOUT													1	0	1	0
MISCELLANEOUS	1	1											1	0		
STRENGTH	32	21	30	19	23	17	31	23	38	26	34	23	52	24	56	25
MILD, NOT STRONG	21	13	19	12	13	10	15	11	22	15	18	12	35	16	40	18
NOT HARSH	5	3	5	3	5	4	11	8	11	7	9	6	10	5	7	3
MILD, NOT HARSH	4	3	2	1	3	2	2	1	3	2	5	3	5	2	7	3
RIGHT STRENGTH			2	1	2	1	1	1	1	1	2	1	1	0	1	0
STRONGER	2	1	3	2			3	2	1	1			1	0	1	0
EASE IN SMOKING	11	7	9	6	10	7	8	6	6	4	15	10	22	10	19	9
EASY DRAW-SMOKE	5	3	6	4	4	3	4	3	4	3	9	6	10	5	10	5
EVEN DRAWING	6	4	3	2	6	4	4	3	2	1	6	4	12	5	10	5
BURNING QUALITIES	7	4	6	4	6	4	5	4	5	3	12	8	17	8	12	5
BURNED WELL	1	1	2	1	2	1			1	1	1	1	4	2	1	0
SLOWER BURNING	6	4	4	3	2	1	5	4	3	2	8	5	12	5	8	4
EVEN BURNING			1	1	2	1			2	1	3	2	2	1	2	1
STAYED LIT					1	1										
ASH STAYED ON WELL													1	0		
GOOD BODY OF SMOKE											1	1			1	0
EFFECT ON MOUTH AND																
THROAT	6	4	12	8	4	3	7	5	4	3	10	7	13	6	9	4
NOT IRRITATING	3	2	3	2	3	2	2	1	2	1	5	3	6	3	4	2
DIDNT BURN MOUTH	1	1	4	3			1	1	1	1	3	2	6	3	3	1
ELIMINATED COUGH					1	1	1	1							1	0

2040536302

TABLE 12
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	KOOL 85 MM MENTHOL		NEWPORT 85 MM MENTHOL		SALEM 85 MM MENTHOL		LOW TAR 85 MM MENTHOL	
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
CAUSED NO AFTEREFFECTS								
MOUTH DIDNT FEEL DRY	2	1	5	3			1	0
PHYSICAL								
CHARACTERISTICS	8	5	8	5	2	1	10	5
WELL PACKED	4	3	3	2	2	1	4	2
MOIST-FRESH	1	1	1	1			3	1
LIKED LENGTH OF CIGARETTE	2	1	2	1			2	1
GOOD QUALITY TOBACCO			1	1			1	0
LOW IN TAR AND NICOTINE	1	1	1	1				
COOLNESS	7	4	6	4	5	4	6	3
COOL SMOKING	7	4	6	4	5	4	6	3
MISCELLANEOUS	11	7	11	7	8	6	12	5
GOOD CIGARETTE			1	1				
AVERAGE-OK			1	1	1	1	1	0
SATISFYING	4	3	6	4	4	3	8	4
SIMILAR TO OTHER BRANDS								
LIKED PACKAGE	1	1						
GOOD AROMA								
SIMILAR/SAME AS REGULAR BRAND	5	3	3	2	3	2	3	1
MISCELLANEOUS	1	1						
FILTER	1	1	2	1	3	2	4	2
LIKE FILTER					1	1	1	0
EFFECTIVE FILTERING					1	1		
LIKED COLOR								
LIKE A FILTER	1	1	2	1	1	1	1	0
FIRM-HARD-TIGHT TRAPPED MORE TAR AND NICOTINE								
MENTHOL	55	35	50	32	59	44	74	34
LIKED MENTHOL TASTE	26	17	21	13	19	14	25	11
STRONG MENTHOL	6	4	4	3	8	6	6	3
MILDER MENTHOL	13	8	15	10	12	9	24	11
RIGHT AMOUNT MENTHOL	3	2	4	3	8	6	12	5
MENTHOL DIDNT TAKE AWAY								
TOBACCO TASTE								
MENTHOL REFRESHED								
MOUTH	10	6	6	4	11	8	6	3

2040536302

TABLE 12
THINGS LIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 4 AND 7

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
TASTE LIKE MINT	2	1	2	1	4	3	2	1	1	1			4	2	1	0
LIKE MENTHOL	2	1	1	1	2	1	3	2	1	1	2	1	2	1	2	1
CIGARETTES																
TOTAL WHO MENTIONED	100	64	100	64	82	61	85	63	93	62	112	75	147	67	151	69
REASONS																
NO SPECIFIC REASONS	56	36	56	36	52	39	49	37	56	38	37	25	73	33	69	31
MENTIONED	156	100	156	100	134	100	134	100	149	100	149	100	220	100	220	100
TOTAL WHO TESTED																

2040536304

TABLE 13
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
TASTE	43	28	43	28	39	29	39	29	46	31	40	27	52	24	48	22
POOR FLAVOR, DISLIKED TASTE																
NO TRUE TOBACCO																
TASTE	11	7	6	4	6	4	1	1	5	3	6	4	8	4	8	4
FLAVOR TOO MILD																
NOT ENOUGH FLAVOR	4	3	9	6	8	6	6	4	6	4	10	7	8	4	8	4
FLAVOR TOO STRONG	8	5	4	3	2	1	4	3	6	4	6	4	12	5	6	3
LEFT BAD AFTERTASTE	18	12	19	12	18	13	25	19	26	17	18	12	27	12	21	10
HOT, BURNING TASTE			2	1											2	1
STRANGE, PECULIAR TASTE	2	1	1	1	1	1			3	2	1	1	2	1	1	0
DRY TASTE			1	1	3	2	5	4	2	1	2	1	2	1	1	0
TASTED TOO SWEET	3	2	2	1	2	1	1	1	2	1			1	0	1	0
NOT SWEET ENOUGH													1	0		
BITTER TASTE							1	1	1	1	2	1	2	1	1	0
MENTHOL TASTE							1	1	1	1					1	0
PAPER TASTE			1	1			1	1							1	0
UNEVEN FLAVOR																
THROUGHOUT	1	1			1	1										
TASTE TOO STRONG WHEN																
CLOSE TO FILTER					1	1									1	0
LOST FLAVOR AFTER																
SMOKING THEM	1	1														
MISCELLANEOUS			1	1												
STRENGTH	28	18	21	13	37	28	29	22	26	17	25	17	46	21	53	24
TOO MILD	17	11	12	8	16	12	18	13	8	5	7	5	8	4	11	5
TOO STRONG (HARSH),																
NOT																
MILD ENOUGH	11	7	9	6	21	16	11	8	18	12	18	12	37	17	41	19
TOO MILD AT START OF															1	0
CIGARETTE																
TOO STRONG WHEN CLOSE																
TO FILTER													1	0		
DIFFICULTY IN SMOKING	10	6	8	5	2	1	2	1	4	3	4	3	11	5	5	2
NOT EASY DRAWING																
DIDNT SMOKE WELL	8	5	8	5	2	1	2	1	4	3	4	3	10	5	5	2
TOO EASY DRAWING	1	1											2	1		
HARD TO DRAW WHEN																
CLOSE TO FILTER	1	1														
BURNING QUALITIES	6	4	8	5	5	4	5	4	12	8	14	9	9	4	14	6
BURNED TOO FAST	5	3	6	4	2	1	2	1	10	7	13	9	7	3	11	5
NOT EVEN BURNING									2	1						

2040536305

TABLE 13
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
DIDNT STAY LIT	1	1	2	1			2	1							1	0
BURNING END FELL OFF	1	1			1	1					1	1	1	0	1	0
PAPER BURNED FASTER THAN TOBACCO			1	1												
TOO MUCH SMOKE, TOO MUCH SMOKE CAME OUT OF HOLES					2	1	1	1					1	0		
PAPER FLARED UP, SPARKED WHEN BURNING END REACHED HOLES, WINDOWS (ENDANGERING CLOTHING, ETC.)							1	1								
MISCELLANEOUS															1	0
EFFECT ON MOUTH, THROAT, ETC.	14	9	16	10	15	11	16	12	20	13	20	13	28	13	33	15
IRRITATED MOUTH AND THROAT	3	2	8	5	5	4	11	8	6	4	5	3	8	4	10	5
BURNED THROAT	4	3	4	3	4	3	2	1	7	5	6	4	8	4	12	5
CAUSED COUGH	2	1	2	1			1	1	1	1	4	3	4	2	4	2
CAUSED AFTEREFFECTS	2	1	2	1					3	2	2	1	1	0	2	1
LEFT MOUTH DRY	3	2	3	2	5	4	2	1	5	3	4	3	9	4	9	4
CAUSED HEADACHE	1	1			1	1	1	1					2	1	2	1
PHYSICAL CHARACTERISTICS	6	4	7	4	5	4	4	3	9	6	9	6	8	4	9	4
NOT FIRMLY PACKED	1	1	1	1	2	1			4	3	3	2	1	0	3	1
TOO DRY AND STALE	3	2	4	3	3	2			5	3	5	3	6	3	5	2
POOR BLEND	1	1														
TOO FIRMLY PACKED							1	1								
DISLIKED EXTRA WRAPPER	1	1	1	1							1	1				
TOO FEMININE FOR A MAN			1	1	1	1	3	2								
TOO HIGH IN TAR AND NICOTINE																
COOLNESS	2	1	3	2	2	1	1	1	3	2	3	2	2	1	1	0
NOT COOL SMOKING	2	1	3	2	2	1	1	1	3	2	3	2	4	2	4	2
CIGARETTE GOT HOT TOWARDS END																
MISCELLANEOUS	1	1	9	6	5	4	4	3	7	5	5	3	12	5	6	3

9089550402

TABLE 13
THINGS DISLIKED ABOUT THE TEST CIGARETTES
FROM QUESTIONS 3 AND 6

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
DIDNT LIKE THE CIGARETTES					1	1							2	1	1	0
DISLIKED EVERYTHING ABOUT THEM			1	1											1	0
NOT SATISFYING	1	1	7	4			2	1	4	3	3	2	4	2	3	1
NOT AS GOOD AS OTHER BRANDS					1	1	1	1								
DISLIKED PACKAGE							1	1	1	1	2	1	4	2		
POOR AROMA			1	1	3	2			1	1			2	1		
MISCELLANEOUS									1	1			2	1		
FILTER	1	1	1	1	2	1			6	4	10	7	11	5	1	0
DISLIKED RECESSED FILTER													1	0	1	0
NOT EFFECTIVE FILTER													1	0		
DISLIKED COLOR OF FILTER TIP									4	3	5	3	8	4	6	3
DISLIKED FILTER TASTE											1	1				
FILTER TIP TOO FIRM			1	1												
TOBACCO TASTE DIDNT COME THROUGH FILTER					1	1										
FILTER TIP TOO SOFT													1	0	2	1
DISLIKE HOLES ON FILTER																
DISLIKE LONG FILTER					1	1			3	2	4	3				
MISCELLANEOUS	1	1														
MENTHOL	49	31	57	37	36	27	40	30	41	28	31	21	62	28	56	25
DISLIKE MENTHOL	2	1	5	3	2	1			3	2			3	1	6	3
TOO STRONG MENTHOL FLAVOR	13	8	29	19	17	13	18	13	19	13	17	11	32	15	29	13
NOT ENOUGH MENTHOL FLAVOR	28	18	20	13	13	10	17	13	15	10	13	9	20	9	19	9
TASTE LIKE MINT	5	3	3	2	6	4	5	4	4	3			7	3	1	0
DISLIKE MENTHOLATED CIGARETTES	1	1									1	1	3	1	3	1
MISCELLANEOUS	1	1	1	1			1	1					1	0		
TOTAL WHO MENTIONED DISLIKES	96	62	104	67	95	71	93	69	104	70	102	68	146	66	141	64
NO SPECIFIC DISLIKES MENTION	60	38	52	33	39	29	41	31	45	30	47	32	74	34	79	36
TOTAL WHO TESTED	156	100	156	100	134	100	134	100	149	100	149	100	220	100	220	100

2040536307

TABLE 14
DIFFERENCES NOTED IN MENTHOL TASTE OF TEST CIGARETTES
FROM QUESTION 11/11A

	KOOL 85 MM MENTHOL		NEWPORT 85 MM MENTHOL		SALEM 85 MM MENTHOL		LOW TAR 85 MM MENTHOL	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
NOTICED A DIFFERENCE IN MENTHOL TASTE								
CIGARETTE 5532	69	44	60	45	57	38	90	41
DIFFERENT	24	15	27	20	30	20	53	24
CIGARETTE 5533								
DIFFERENT	37	24	22	16	20	13	30	14
BOTH DIFFERENT	8	5	11	8	7	5	7	3
DID NOT NOTICE A DIFFERENCE IN MENTHOL TASTE								
	87	56	74	55	92	62	130	59
TOTAL WHO TESTED	156	100	134	100	149	100	220	100

8059850702

TABLE 15
THINGS LIKED ABOUT DIFFERENCES IN MENTHOL TASTE
AMONG THOSE WHO NOTICED A DIFFERENCE
FROM QUESTION 11B/11C

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
MENTHOL TASTE	13	41	14	31	13	34	14	42	6	16	7	26	20	33	11	30
STRONGER MENTHOL TASTE, MORE MENTHOL	3	9	2	4	3	8	3	9	1	3	1	4	7	12	1	3
MILD MENTHOL TASTE, MILD MENTHOL	4	13	5	11	5	13	3	9	1	3	2	7	6	10	5	14
NO HARSH MENTHOL TASTE, NOT HARSH	1	3			1	3	1	3			1	4	2	3	1	3
MINT FLAVOR	2	6	2	4	4	11	2	6	3	8			3	5	1	3
LIKE MENTHOL TASTE, FLAVOR	3	9	2	4			4	12			1	4	3	5	2	5
COOL TASTE, COOL MENTHOL TASTE	1	3	6	13	1	3	5	15	3	8	2	7	5	8	3	8
ALL OTHER MENTHOL TASTE MENTIONS			1	2							2	7				
AFTERTASTE	1	3	1	2			2	6			1	4	1	2		
GOOD AFTERTASTE	1	3	1	2			2	6			1	4				
NO AFTERTASTE																
TOTAL WHO MENTIONED LIKES	13	41	14	31	13	34	14	42	6	16	8	30	20	33	11	30
NO SPECIFIC LIKES MENTIONED	19	59	31	69	25	66	19	58	31	84	19	70	40	67	26	70
TOTAL WHO TESTED	32	100	45	100	38	100	33	100	37	100	27	100	60	100	37	100

2040536309

TABLE 16
THINGS DISLIKED ABOUT DIFFERENCES IN MENTHOL TASTE
AMONG THOSE WHO NOTICED A DIFFERENCE
FROM QUESTION 11B/11C

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
MENTHOL TASTE	16	50	21	47	17	45	15	45	22	59	19	70	36	60	26	70
MENTHOL TASTE TOO STRONG, MENTHOL TOO STRONG	3	9	6	13	9	24	4	12	9	24	8	30	14	23	15	41
MENTHOL TOO MILD, MENTHOL TASTE TOO MILD	5	16	11	24	3	8	3	9	7	19	8	30	9	15	5	14
MENTHOL TASTE TO HARSH, MENTHOL TOO HARSH	1	3	2	4	2	5	3	9	1	3	3	11	2	3	2	5
MINT, PEPPERMINT FLAVOR, SWEET PEPPERMINT CANDY FLAVOR	3	9			6	16	4	12	3	8			9	15	3	8
TASTES LIKE MEDICINE, COUGH DROPS	1	3	2	4							2	7	2	3		
DISLIKE MENTHOL TASTE, FLAVOR	3	9					1	3			1	4	2	3	3	8
ALL OTHER MENTHOL TASTE MENTIONS			1	2					3	8			1	2		
AFTERTASTE	4	13	9	20	6	16	3	9	5	14	1	4	6	10	2	5
BAD AFTERTASTE	2	6	4	9	1	3	2	6	4	11			1	2	2	5
DRY AFTERTASTE			3	7	2	5							1	2		
MENTHOL AFTERTASTE	3	9	2	4			1	3	1	3	1	4	2	3		
MINTY AFTERTASTE					3	8							2	3		
TOTAL WHO MENTIONED DISLIKES	18	56	28	62	21	55	18	55	23	62	20	74	38	63	26	70
NO SPECIFIC DISLIKES MENTIONED	14	44	17	38	17	45	15	45	14	38	7	26	22	37	11	30
TOTAL WHO TESTED	32	100	45	100	38	100	33	100	37	100	27	100	60	100	37	100

2040536310

TABLE 17A
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
OVERALL RATING																
1	20	13	18	12	13	10	17	13	18	12	10	7	26	12	22	10
2	13	8	15	10	8	6	13	10	19	13	17	11	20	9	25	11
3	15	10	21	13	20	15	17	13	22	15	23	15	23	10	26	12
4	30	19	29	19	32	24	24	18	29	19	19	13	33	15	37	17
5	32	21	26	17	28	21	21	16	19	13	24	16	41	19	38	17
6	28	18	26	17	17	13	26	19	16	11	31	21	48	22	40	18
7	18	12	21	13	16	12	16	12	26	17	25	17	29	13	32	15
NOT REPORTED																
TOTAL WHO TESTED	156	100	156	100	134	100	134	100	149	100	149	100	220	100	220	100
AVERAGE RATING	4.26		4.23		4.26		4.20		4.10		4.50		4.38		4.33	
STANDRD DEVIATION	1.86		1.88		1.73		1.90		1.97		1.86		1.91		1.89	
TWO SAMPLE T SCORE	0.15				0.27				-1.78				0.28			
TOTAL RATING BOTH	156				134				149				220			
PAIRED T SCORE	0.17				0.27				-1.93				0.28			

2040536311

TABLE 17B
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES DID NOT HAVE A LOT OF TASTE																
1	10	7	10	7	6	6	11	11	7	5	8	6	17	9	12	6
2	11	8	15	11	5	5	11	11	17	12	11	8	14	7	15	8
3	21	15	17	12	8	8	7	7	17	12	20	15	20	11	17	9
4	25	18	18	13	17	18	13	14	17	12	18	13	37	19	31	16
5	30	22	34	24	28	29	20	21	32	23	33	24	35	18	43	23
6	25	18	22	16	17	18	20	21	19	14	29	21	38	20	41	22
7	17	12	23	17	15	16	14	15	28	20	18	13	29	15	31	16
NOT REPORTED																
TOTAL WHO TESTED	139	100	139	100	96	100	96	100	137	100	137	100	190	100	190	100
AVERAGE RATING	4.42		4.50		4.74		4.42		4.60		4.58		4.52		4.71	
STANDRD DEVIATION	1.73		1.82		1.65		1.93		1.83		1.71		1.81		1.74	
TWO SAMPLE T SCORE	-0.40				1.24				0.10				-1.04			
TOTAL RATING BOTH	139				96				137				190			
PAIRED T SCORE	-0.43				1.37				0.12				-1.09			

2040536312

TABLE 17C
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES DID NOT HAVE A GOOD TASTE																
1	19	14	14	10	6	6	12	13	18	13	11	8	22	12	18	9
2	16	12	17	12	12	13	13	14	17	12	12	9	20	11	22	12
3	15	11	16	12	12	13	11	11	14	10	17	12	18	9	20	11
4	19	14	23	17	15	16	10	10	23	17	18	13	33	17	30	16
5	28	20	30	22	17	18	20	21	24	18	23	17	29	15	42	22
6	24	17	23	17	23	24	14	15	20	15	34	25	42	22	33	17
7	18	13	16	12	11	11	16	17	21	15	22	16	26	14	25	13
NOT REPORTED																
TOTAL WHO TESTED	139	100	139	100	96	100	96	100	137	100	137	100	190	100	190	100
AVERAGE RATING	4.19		4.23		4.44		4.24		4.18		4.61		4.35		4.34	
STANDRD DEVIATION	1.95		1.84		1.78		2.00		1.97		1.85		1.92		1.84	
TWO SAMPLE T SCORE	-0.19				0.72				-1.82				0.05			
TOTAL RATING BOTH	139				96				137				190			
PAIRED T SCORE	-0.21				0.74				-1.98				0.06			

2040536913

TABLE 17D
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	KOOL 85 MM MENTHOL		NEWPORT 85 MM MENTHOL		SALEM 85 MM MENTHOL		LOW TAR 85 MM MENTHOL	
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES WERE HARSH TO YOUR MOUTH, THROAT								
1	14	10	17	12	10	10	9	9
2	9	6	14	10	10	10	5	5
3	8	6	12	9	7	7	16	17
4	25	18	16	12	12	13	13	14
5	25	18	13	9	11	11	10	10
6	23	17	27	19	22	23	15	16
7	35	25	40	29	24	25	28	29
NOT REPORTED								
TOTAL WHO TESTED	139	100	139	100	96	100	96	100
AVERAGE RATING	4.78		4.69		4.73		4.74	
STANDRD DEVIATION	1.93		2.14		2.04		2.01	
TWO SAMPLE T SCORE	0.35				-0.04		2.03	
TOTAL RATING BOTH	139				96		-1.95	
PAIRED T SCORE	0.39				-0.04		137	
							-2.16	
							137	
							190	
							0.80	
							190	
							4.41	
							4.24	
							2.02	
							2.12	
							0.79	
							190	
							0.80	

2040536314

TABLE 17E
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES WERE NOT REFRESHING																
1	16	12	17	12	9	9	9	9	19	14	11	8	20	11	20	11
2	11	8	9	6	6	6	12	13	14	10	15	11	16	8	28	15
3	20	14	19	14	11	11	10	10	17	12	13	9	27	14	18	9
4	30	22	34	24	21	22	19	20	17	12	15	11	33	17	42	22
5	21	15	22	16	19	20	11	11	26	19	24	18	42	22	34	18
6	20	14	24	17	16	17	16	17	19	14	33	24	24	13	26	14
7	21	15	14	10	14	15	19	20	25	18	26	19	28	15	22	12
NOT REPORTED																
TOTAL WHO TESTED	139	100	139	100	96	100	96	100	137	100	137	100	190	100	190	100
AVERAGE RATING	4.24		4.17		4.45		4.41		4.27		4.67		4.29		4.09	
STANDRD DEVIATION	1.88		1.79		1.78		1.96		2.02		1.91		1.84		1.84	
TWO SAMPLE T SCORE	0.33				0.15				-1.68				1.03			
TOTAL RATING BOTH	139				96				137				190			
PAIRED T SCORE	0.35				0.16				-1.96				1.07			

2040536315

TABLE 17F
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES DID NOT HAVE A GOOD AFTERTASTE																
1	21	15	20	14	14	15	11	11	21	15	17	12	24	13	30	16
2	16	12	18	13	9	9	11	11	18	13	10	7	13	7	23	12
3	14	10	13	9	10	10	15	16	16	12	18	13	20	11	24	13
4	25	18	28	20	22	23	17	18	19	14	20	15	41	22	31	16
5	27	19	19	14	17	18	8	8	22	16	19	14	44	23	35	18
6	23	17	25	18	14	15	18	19	18	13	28	20	26	14	31	16
7	13	9	16	12	10	10	16	17	23	17	25	18	22	12	16	8
NOT REPORTED																
TOTAL WHO TESTED	139	100	139	100	96	100	96	100	137	100	137	100	190	100	190	100
AVERAGE RATING	4.02		4.06		4.05		4.23		4.09		4.45		4.23		3.92	
STANDRD DEVIATION	1.90		1.95		1.87		1.98		2.05		1.99		1.81		1.90	
TWO SAMPLE T SCORE	-0.16				-0.63				-1.46				1.62			
TOTAL RATING BOTH	139				96				137				190			
PAIRED T SCORE	-0.17				-0.70				-1.75				1.68			

2040536316

TABLE 17G
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.		NO. PCT.	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES WERE NOT COOL SMOKING																
1	15	11	9	6	7	7	6	6	11	8	7	5	17	9	19	10
2	9	6	12	9	2	2	11	11	9	7	8	6	11	6	19	10
3	10	7	14	10	9	9	7	7	13	9	10	7	27	14	18	9
4	21	15	24	17	23	24	13	14	26	19	20	15	24	13	27	14
5	34	24	27	19	18	19	14	15	20	15	23	17	39	21	40	21
6	26	19	27	19	23	24	29	30	23	17	33	24	43	23	36	19
7	24	17	26	19	14	15	16	17	35	26	36	26	29	15	31	16
NOT REPORTED																
TOTAL WHO TESTED	139	100	139	100	96	100	96	100	137	100	137	100	190	100	190	100
AVERAGE RATING	4.61		4.68		4.75		4.76		4.78		5.09		4.59		4.48	
STANDRD DEVIATION	1.86		1.80		1.65		1.84		1.89		1.75		1.82		1.90	
TWO SAMPLE T SCORE	-0.29				-0.04				-1.42				0.55			
TOTAL RATING BOTH	139				96				137				190			
PAIRED T SCORE	-0.32				-0.04				-1.65				0.58			

2040536317

TABLE 17H
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES HAD A STRONG MENTHOL TASTE																
1	19	14	15	11	14	15	15	16	19	14	16	12	23	12	21	11
2	11	8	14	10	9	9	6	6	13	9	7	5	16	8	14	7
3	13	9	12	9	13	14	7	7	17	12	14	10	11	6	23	12
4	21	15	30	22	10	10	15	16	22	16	21	15	35	18	35	18
5	17	12	15	11	18	19	16	17	20	15	25	18	38	20	32	17
6	25	18	23	17	22	23	18	19	20	15	21	15	32	17	35	18
7	33	24	30	22	10	10	19	20	26	19	33	24	35	18	30	16
NOT REPORTED																
TOTAL WHO TESTED	139	100	139	100	96	100	96	100	137	100	137	100	190	100	190	100
AVERAGE RATING	4.53		4.47		4.20		4.47		4.28		4.66		4.50		4.41	
STANDRD DEVIATION	2.08		1.99		1.96		2.05		2.03		1.97		1.94		1.89	
TWO SAMPLE T SCORE	0.23				-0.93				-1.56				0.45			
TOTAL RATING BOTH	139				96				137				190			
PAIRED T SCORE	0.25				-1.02				-1.74				0.45			

2040536318

TABLE 17I
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES DID NOT HAVE A GOOD MENTHOL TASTE																
1	22	16	17	12	14	15	14	15	17	12	20	15	24	13	25	13
2	9	6	14	10	9	9	7	7	14	10	15	11	20	11	21	11
3	15	11	15	11	10	10	12	13	9	7	8	6	20	11	22	12
4	27	19	28	20	14	15	15	16	25	18	15	11	34	18	30	16
5	25	18	22	16	14	15	13	14	24	18	23	17	27	14	29	15
6	25	18	20	14	23	24	19	20	18	13	31	23	29	15	37	19
7	16	12	23	17	12	13	16	17	30	22	25	18	36	19	26	14
NOT REPORTED																
TOTAL WHO TESTED	139	100	139	100	96	100	96	100	137	100	137	100	190	100	190	100
AVERAGE RATING	4.17		4.27		4.27		4.32		4.45		4.45		4.32		4.22	
STANDRD DEVIATION	1.92		1.94		1.99		2.01		2.01		2.08		2.00		1.96	
TWO SAMPLE T SCORE	-0.40				-0.18								0.49			
TOTAL RATING BOTH	139				96				137				190			
PAIRED T SCORE	-0.44				-0.18								0.49			

Z040536317

TABLE 17J
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTION 2

	KOOL 85 MM MENTHOL				NEWPORT 85 MM MENTHOL				SALEM 85 MM MENTHOL				LOW TAR 85 MM MENTHOL			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
THE CIGARETTES LEFT A DRY TASTE IN MY MOUTH																
1	13	9	17	12	10	10	13	14	19	14	14	10	23	12	24	13
2	10	7	9	6	7	7	5	5	13	9	13	9	22	12	24	13
3	11	8	13	9	5	5	12	13	15	11	9	7	14	7	26	14
4	18	13	27	19	22	23	13	14	19	14	26	19	28	15	29	15
5	25	18	18	13	12	13	12	13	22	16	19	14	28	15	25	13
6	30	22	29	21	16	17	17	18	17	12	22	16	31	16	28	15
7	32	23	26	19	24	25	24	25	32	23	34	25	44	23	34	18
NOT REPORTED																
TOTAL WHO TESTED	139	100	139	100	96	100	96	100	137	100	137	100	190	100	190	100
AVERAGE RATING	4.80		4.52		4.70		4.59		4.39		4.64		4.50		4.19	
STANDRD DEVIATION	1.92		1.96		1.96		2.07		2.08		1.99		2.06		2.02	
TWO SAMPLE T SCORE	1.20				0.36				-1.00				1.45			
TOTAL RATING BOTH	139				96				137				190			
PAIRED T SCORE	1.30				0.41				-1.10				1.55			

2040536320

TABLE 18
SUMMARY OF MEAN RATINGS
FROM QUESTION 2

	KOOL 85 MM MENTHOL		NEWPORT 85 MM MENTHOL		SALEM 85 MM MENTHOL		LOW TAR 85 MM MENTHOL									
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533									
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.								
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.								
OVERALL RATING	4.26		4.23		4.26		4.20		4.10		4.50		4.38		4.33	
THE CIGARETTES DID NOT HAVE A LOT OF TASTE	4.42		4.50		4.74		4.42		4.60		4.58		4.52		4.71	
THE CIGARETTES DID NOT HAVE A GOOD TASTE	4.19		4.23		4.44		4.24		4.18		4.61		4.35		4.34	
THE CIGARETTES WERE HARSH TO YOUR MOUTH, THROAT	4.78		4.69		4.73		4.74		4.50		4.97		4.41		4.24	
THE CIGARETTES WERE NOT REFRESHING	4.24		4.17		4.45		4.41		4.27		4.67		4.29		4.09	
THE CIGARETTES DID NOT HAVE A GOOD AFTERTASTE	4.02		4.06		4.05		4.23		4.09		4.45		4.23		3.92	
THE CIGARETTES WERE NOT COOL SMOKING	4.61		4.68		4.75		4.76		4.78		5.09		4.59		4.48	
THE CIGARETTES HAD A STRONG MENTHOL TASTE	4.53		4.47		4.20		4.47		4.28		4.66		4.50		4.41	
THE CIGARETTES DID NOT HAVE A GOOD MENTHOL TASTE	4.17		4.27		4.27		4.32		4.45		4.45		4.32		4.22	
THE CIGARETTES LEFT A DRY TASTE IN MY MOUTH	4.80		4.52		4.70		4.59		4.39		4.64		4.50		4.19	

2040596321

TABLE 19A
 RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
 FROM QUESTIONS 2 AND 5 (WHETHER RETAINED BALLOT)

	QUESTIONNAIRE							
	BLUE				WHITE			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
KOOL 85 MM MENTHOL FILTER								
OVERALL RATING								
1	17	12	15	11	3	18	3	18
2	12	9	15	11	1	6		
3	13	9	19	14	2	12	2	12
4	29	21	26	19	1	6	3	18
5	27	19	23	17	5	29	3	18
6	24	17	22	16	4	24	4	24
7	17	12	19	14	1	6	2	12
NOT REPORTED								
TOTAL WHO TESTED	139	100	139	100	17	100	17	100
AVERAGE RATING	4.27		4.22		4.18		4.35	
STANDRD DEVIATION	1.86		1.88		1.92		1.94	
TWO SAMPLE T SCORE	0.26				-0.26			
TOTAL RATING BOTH	139				17			
PAIRED T SCORE	0.29				-0.29			

2040536322

TABLE 19B
 RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
 FROM QUESTIONS 2 AND 5 (WHETHER RETAINED BALLOT)

	QUESTIONNAIRE							
	BLUE				WHITE			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
NEWPORT 85 MM MENTHOL FILTER								
OVERALL RATING								
1	12	13	13	14	1	3	4	11
2	5	5	9	9	3	8	4	11
3	14	15	13	14	6	16	4	11
4	21	22	16	17	11	29	8	21
5	19	20	11	11	9	24	10	26
6	12	13	19	20	5	13	7	18
7	13	14	15	16	3	8	1	3
NOT REPORTED								
TOTAL WHO TESTED	96	100	96	100	38	100	38	100
AVERAGE RATING	4.23		4.25		4.34		4.08	
STANDRD DEVIATION	1.83		1.99		1.44		1.64	
TWO SAMPLE T SCORE	-0.08				0.73			
TOTAL RATING BOTH	96				38			
PAIRED T SCORE	-0.07				0.73			

2040536323

TABLE 19C
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTIONS 2 AND 5 (WHETHER RETAINED BALLOT)

QUESTIONNAIRE							
BLUE				WHITE			
CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
SALEM 85 MM MENTHOL							
OVERALL RATING							
1	17 12	10 7		1 8			
2	18 13	14 10		1 8		3 25	
3	21 15	21 15		1 8		2 17	
4	26 19	17 12		3 25		2 17	
5	17 12	20 15		2 17		4 33	
6	14 10	31 23		2 17			
7	24 18	24 18		2 17		1 8	
NOT REPORTED							
TOTAL WHO TESTED	137 100	137 100		12 100		12 100	
AVERAGE RATING	4.07	4.55		4.50		3.92	
STANDRD DEVIATION	1.98	1.88		1.80		1.50	
TWO SAMPLE T SCORE	-2.06			0.83			
TOTAL RATING BOTH	137			12			
PAIRED T SCORE	-2.23			1.09			

2040536324

TABLE 19D
RATING OF TEST CIGARETTES ON SPECIFIC CHARACTERISTICS
FROM QUESTIONS 2 AND 5 (WHETHER RETAINED BALLOT)

	QUESTIONNAIRE							
	BLUE				WHITE			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR 85 MM MENTHOL								
OVERALL RATING								
1	25	13	20	11	1	3	2	7
2	18	9	25	13	2	7		
3	20	11	21	11	3	10	5	17
4	29	15	32	17	4	13	5	17
5	32	17	32	17	9	30	6	20
6	41	22	31	16	7	23	9	30
7	25	13	29	15	4	13	3	10
NOT REPORTED								
TOTAL WHO TESTED	190	100	190	100	30	100	30	100
AVERAGE RATING	4.31		4.26		4.83		4.73	
STANDRD DEVIATION	1.95		1.93		1.55		1.59	
TWO SAMPLE T SCORE	0.21				0.24			
TOTAL RATING BOTH	190				30			
PAIRED T SCORE	0.22				0.23			

MISSING RTD TABLE 18Z1

2040586325

TABLE 20A
 RATING CONTROLLED BY ORDER OF PRESENTATION
 KOOL 85 MM MENTHOL

	BASE	UNCORRECTED MEANS		MEANS CORRECTED FOR ORDER OF TRIAL		F VALUE	ESTIMATE OF T
		CIGARETTE 5532	CIGARETTE 5533	CIGARETTE 5532	CIGARETTE 5533		
OVERALL	156	4.26	4.23	4.27	4.23	0.05	0.22
THEY DID NOT HAVE A LOT OF TASTE	139	4.42	4.50	4.42	4.48	0.09	0.30
THEY DID NOT HAVE A GOOD TASTE	139	4.19	4.23	4.20	4.21	0.00	0.05
THEY WERE HARSH TO MY MOUTH AND THROAT	139	4.78	4.69	4.80	4.66	0.42	0.65
THEY WERE NOT REFRESHING	139	4.24	4.17	4.25	4.15	0.24	0.49
THEY DID NOT HAVE A GOOD AFTERTASTE	139	4.02	4.06	4.04	4.06	0.01	0.12
THEY WERE NOT COOL SMOKING	139	4.61	4.68	4.62	4.66	0.05	0.22
THEY HAD A STRONG MENTHOL TASTE	139	4.53	4.47	4.53	4.47	0.06	0.25
THEY DID NOT HAVE A GOOD MENTHOL TASTE	139	4.17	4.27	4.19	4.25	0.10	0.32
THEY LEFT A DRY TASTE IN MY MOUTH	139	4.80	4.52	4.83	4.52	2.00	1.41

T = 2.58 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

20405536326

TABLE 20B
 RATING CONTROLLED BY ORDER OF PRESENTATION
 NEWPORT 85 MM MENTHOL

	BASE	UNCORRECTED MEANS		MEANS CORRECTED FOR ORDER OF TRIAL		F VALUE	ESTIMATE OF T
		CIGARETTE 5532	CIGARETTE 5533	CIGARETTE 5532	CIGARETTE 5533		
OVERALL	134	4.26	4.20	4.24	4.20	0.03	0.16
THEY DID NOT HAVE A LOT OF TASTE	96	4.74	4.42	4.73	4.41	1.80	1.34
THEY DID NOT HAVE A GOOD TASTE	96	4.44	4.24	4.42	4.24	0.44	0.66
THEY WERE HARSH TO MY MOUTH AND THROAT	96	4.73	4.74	4.70	4.74	0.02	0.15
THEY WERE NOT REFRESHING	96	4.45	4.41	4.43	4.42	0.00	0.06
THEY DID NOT HAVE A GOOD AFTERTASTE	96	4.05	4.23	4.04	4.23	0.56	0.75
THEY WERE NOT COOL SMOKING	96	4.75	4.76	4.73	4.77	0.02	0.12
THEY HAD A STRONG MENTHOL TASTE	96	4.20	4.47	4.18	4.48	1.28	1.13
THEY DID NOT HAVE A GOOD MENTHOL TASTE	96	4.27	4.32	4.25	4.33	0.08	0.29
THEY LEFT A DRY TASTE IN MY MOUTH	96	4.70	4.59	4.69	4.60	0.11	0.33

T = 2.58 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

1289550402

TABLE 20C
 RATING CONTROLLED BY ORDER OF PRESENTATION
 SALEM 85 MM MENTHOL

	BASE	UNCORRECTED MEANS		MEANS CORRECTED FOR ORDER OF TRIAL		F VALUE	ESTIMATE OF T
		CIGARETTE 5532	CIGARETTE 5533	CIGARETTE 5532	CIGARETTE 5533		
OVERALL	149	4.10	4.50	4.11	4.48	3.25	1.80
THEY DID NOT HAVE A LOT OF TASTE	137	4.60	4.58	4.59	4.56	0.03	0.18
THEY DID NOT HAVE A GOOD TASTE	137	4.18	4.61	4.19	4.59	3.51	1.87
THEY WERE HARSH TO MY MOUTH AND THROAT	137	4.50	4.97	4.52	4.96	4.24	2.06
THEY WERE NOT REFRESHING	137	4.27	4.67	4.28	4.65	3.47	1.86
THEY DID NOT HAVE A GOOD AFTERTASTE	137	4.09	4.45	4.09	4.43	2.81	1.68
THEY WERE NOT COOL SMOKING	137	4.78	5.09	4.79	5.08	2.41	1.55
THEY HAD A STRONG MENTHOL TASTE	137	4.28	4.66	4.29	4.65	2.69	1.64
THEY DID NOT HAVE A GOOD MENTHOL TASTE	137	4.45	4.45	4.46	4.44	0.00	0.07
THEY LEFT A DRY TASTE IN MY MOUTH	137	4.39	4.64	4.40	4.63	1.03	1.02

T = 2.58 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

2040596328

TABLE 20D
 RATING CONTROLLED BY ORDER OF PRESENTATION
 LOW TAR 85 MM MENTHOL

	BASE	UNCORRECTED MEANS		MEANS CORRECTED FOR ORDER OF TRIAL		F VALUE	ESTIMATE OF T
		CIGARETTE 5532	CIGARETTE 5533	CIGARETTE 5532	CIGARETTE 5533		
OVERALL	220	4.38	4.33	4.38	4.33	0.09	0.29
THEY DID NOT HAVE A LOT OF TASTE	190	4.52	4.71	4.52	4.71	1.18	1.08
THEY DID NOT HAVE A GOOD TASTE	190	4.35	4.34	4.35	4.34	0.00	0.06
THEY WERE HARSH TO MY MOUTH AND THROAT	190	4.41	4.24	4.41	4.24	0.65	0.81
THEY WERE NOT REFRESHING	190	4.29	4.09	4.29	4.09	1.14	1.07
THEY DID NOT HAVE A GOOD AFTERTASTE	190	4.23	3.92	4.23	3.92	2.80	1.67
THEY WERE NOT COOL SMOKING	190	4.59	4.48	4.59	4.48	0.34	0.58
THEY HAD A STRONG MENTHOL TASTE	190	4.50	4.41	4.50	4.41	0.21	0.45
THEY DID NOT HAVE A GOOD MENTHOL TASTE	190	4.32	4.22	4.32	4.22	0.24	0.49
THEY LEFT A DRY TASTE IN MY MOUTH	190	4.50	4.19	4.50	4.19	2.40	1.55

T = 2.58 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

6369550402

TABLE 21A
NUMBER OF TEST PACKAGES SMOKED
FROM QUESTION 1B

	PREFER 5532				PREFER 5533			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
KOOL 85 MM MENTHOL FILTER								
5	47	84	43	77	50	71	61	87
4	3	5	4	7	4	6	1	1
3	1	2	5	9	6	9	4	6
2	3	5	3	5	8	11	3	4
1	2	4	1	2	2	3	1	1
TOTAL WHO TESTED	56	100	56	100	70	100	70	100
MEAN	4.61		4.52		4.31		4.69	

2040536330

TABLE 21B
NUMBER OF TEST PACKAGES SMOKED
FROM QUESTION 1B

	PREFER 5532				PREFER 5533			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
	-----	-----	-----	-----	-----	-----	-----	-----
NEWPORT 85 MM MENTHOL FILTER								

5	40	77	36	69	42	74	51	89
4	5	10	3	6	5	9		
3	3	6	6	12	4	7	5	9
2	3	6	3	6	5	9	1	2
1	1	2	4	8	1	2		
TOTAL WHO TESTED	52	100	52	100	57	100	57	100
MEAN	4.54		4.23		4.44		4.77	

1E8985070Z

TABLE 21C
NUMBER OF TEST PACKAGES SMOKED
FROM QUESTION 1B

	PREFER 5532				PREFER 5533			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
SALEM 85 MM MENTHOL								
5	44	83	43	81	53	80	56	85
4	4	8	5	9	3	5	1	2
3	3	6	1	2	5	8	4	6
2	2	4	2	4	2	3	4	6
1			2	4	3	5	1	2
TOTAL WHO TESTED	53	100	53	100	66	100	66	100
MEAN	4.70		4.60		4.53		4.62	

2040536332

TABLE 21D
NUMBER OF TEST PACKAGES SMOKED
FROM QUESTION 1B

	PREFER 5532				PREFER 5533			
	CIGARETTE 5532		CIGARETTE 5533		CIGARETTE 5532		CIGARETTE 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
LOW TAR 85 MM MENTHOL								
5	68	75	69	76	73	79	73	79
4	6	7	2	2	3	3	6	7
3	3	3	12	13	11	12	7	8
2	10	11	5	5	2	2	5	5
1	4	4	3	3	3	3	1	1
TOTAL WHO TESTED	91	100	91	100	92	100	92	100
MEAN	4.36		4.42		4.53		4.58	

2040536333

TABLE 22A
 AVAILABILITY OF REPORT FORM
 FROM QUESTION 1C/1D

	TOTAL		MEN		WOMEN		UNDER 35 YEARS		35 YEARS AND OVER		PREFER 5532		PREFER 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
KOOL 85 MM MENTHOL FILTER														
HAVE REPORT FORM	139	89	74	88	65	90	51	81	88	95	49	88	63	90
DO NOT HAVE REPORT FORM	17	11	10	12	7	10	12	19	5	5	7	13	7	10
CAN FIND REPORT FORM														
CAN NOT FIND REPORT FORM	16	10	9	11	7	10	11	17	5	5	7	13	7	10
NOT REPORTED	1	1	1	1			1	2						
NOT REPORTED														
TOTAL WHO TESTED	156	100	84	100	72	100	63	100	93	100	56	100	70	100

2040536334

TABLE 22B
 AVAILABILITY OF REPORT FORM
 FROM QUESTION 1C/1D

	TOTAL		MEN		WOMEN		UNDER 35 YEARS		35 YEARS AND OVER		PREFER 5532		PREFER 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
NEWPORT 85 MM MENTHOL FILTER														
HAVE REPORT FORM	96	72	38	61	58	81	64	70	32	74	39	75	42	74
DO NOT HAVE REPORT FORM	38	28	24	39	14	19	27	30	11	26	13	25	15	26
CAN FIND REPORT FORM														
CAN NOT FIND REPORT FORM	38	28	24	39	14	19	27	30	11	26	13	25	15	26
NOT REPORTED														
NOT REPORTED														
TOTAL WHO TESTED	134	100	62	100	72	100	91	100	43	100	52	100	57	100

2040536335

TABLE 22C
 AVAILABILITY OF REPORT FORM
 FROM QUESTION 1C/1D

	TOTAL		MEN		WOMEN		UNDER 35 YEARS		35 YEARS AND OVER		PREFER 5532		PREFER 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
SALEM 85 MM MENTHOL														
HAVE REPORT FORM	137	92	75	88	62	97	29	88	108	93	48	91	61	92
DO NOT HAVE REPORT FORM	12	8	10	12	2	3	4	12	8	7	5	9	5	8
CAN FIND REPORT FORM														
CAN NOT FIND REPORT FORM	12	8	10	12	2	3	4	12	8	7	5	9	5	8
NOT REPORTED														
NOT REPORTED														
TOTAL WHO TESTED	149	100	85	100	64	100	33	100	116	100	53	100	66	100

2040536336

TABLE 22D
 AVAILABILITY OF REPORT FORM
 FROM QUESTION 1C/1D

	TOTAL		MEN		WOMEN		UNDER 35 YEARS		35 YEARS AND OVER		PREFER 5532		PREFER 5533	
	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.	NO.	PCT.
SALEM 85 MM MENTHOL														
HAVE REPORT FORM	190	86	104	87	86	85	63	82	127	89	78	86	78	85
DO NOT HAVE REPORT FORM	30	14	15	13	15	15	14	18	16	11	13	14	14	15
CAN FIND REPORT FORM														
CAN NOT FIND REPORT FORM	30	14	15	13	15	15	14	18	16	11	13	14	14	15
NOT REPORTED														
TOTAL WHO TESTED	220	100	119	100	101	100	77	100	143	100	91	100	92	100

20405536337

DISPOSITION OF SAMPLE

	NO.-----	PCT.-----
Total Mailout	989	100
<u>Completes</u>	<u>805</u>	<u>81</u>
Usable	659	67
Non-Usable (Switched brands)	93	9
Stopped Smoking	53	5
 <u>Other</u>	 <u>184</u>	 <u>19</u>
Did Not Smoke Both Test Cigarettes	11	1
Respondent Not Available	20	2
No Such Person/ Deceased	31	3
Refused	9	1
Did Not Receive Product	14	2
Disconnected Phone	18	2
Not Contacted	81	8

2040536338