

TO: Jon Zoler

DATE: December 30, 1986

FROM: Jerry Isaacs

cc: C. Levy
K. Miller

SUBJECT: HTI & POL Tests of Marlboro Red 85mm vs. Winston Red 85mm

As part of our 1985 competitive testing program, both HTI and POL were scheduled to conduct two tests each of Marlboro Red 85mm vs. Winston Red 85mm. Original plans called for two paired tests using Marlboro obtained from two separate production runs.

The first test cigarettes in each series were made on 10/1/86 and mailed out by POL on 10/14 and HTI on 11/14. The second series scheduled to be mailed out two weeks later were, however, rejected by subjective smoking after overtipping (both products). These are now scheduled for January '87.

The topline results of the two completed tests are detailed below:

N=	Among Smokers of:			
	Marlboro		Winston	
	HTI (407) %	POL (159) %	HTI (424) %	POL (214) %
Preferred Marlboro	53*	41	41	42
Preferred Winston	31	37	44	36
No Preference	15	17	15	17
No Answer	-	5	-	6

*Significant at the 95% level.

The POL results also showed that the Marlboro smokers rated their own brand higher on good taste (5.02/4.68) and satisfaction (5.00/4.62). The Winston smokers rated their own brand higher on good aftertaste (4.15/4.57).

While the sample size is small, preference among the younger Marlboro smokers in the POL test more closely resembled the HTI preference score.

N=	Among Marlboro Smokers			
	Total	18-24	25-34	35+
	(159) %	(49) %	(62) %	(48) %
Preferred Marlboro	41	45	44	33
Preferred Winston	37	31	36	46
No Preference	17	18	16	17
No Answer	5	6	5	4

We should have complete HTI results on January 7, including data by age and sex.

If you have any questions, please advise.

Jerry Isaacs

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