

KOOL KS CANDIDATE "B"

VS.

NEWPORT FT KS

AMONG NEWPORT FT KS SMOKERS

CONSUMER PRODUCT TEST

FINAL RESULTS

June 9

MRD 1993-29K

R&D: 23-329

LGJ10739.1

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KOOL KS CANDIDATE "B"

VS.

NEWPORT FT KS

HYPOTHESIS:

CANDIDATE "B" WILL EXHIBIT DIRECTIONAL OR BETTER PREFERENCE AND ATTRIBUTES TO NEWPORT KS AMONG NEWPORT KS SMOKERS. (A SEPARATE AND SIMULTANEOUS TEST IS BEING CONDUCTED OF THIS CANDIDATE VS. CURRENT KOOL KS AMONG KOOL KS SMOKERS.)

MANAGEMENT DECISION:

THIS TEST WILL PROVIDE GUIDANCE FOR CORPORATE PRODUCT DEVELOPMENT.

MRD 1993-29K

LGJ10739.2

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KOOL KS CANDIDATE "B"
VS
NEWPORT KS

R & D PRODUCT ANALYSIS

	<u>CANDIDATE "B"</u>	<u>NEWPORT KS</u>
<u>SMOKE ANALYSIS</u>		
TAR (MG/CIG)	16.7	16.3
TAR/PUFF (MG)	2.11	2.14
NICOTINE (MG/CIG)	1.19	1.16
NICOTINE/PUFF (MG)	0.15	0.15
PUFF (CIG)	7.9	7.6
TAR/NIC	14.3	14.05
<u>SMOKE MENTHOL</u>		
PUFFS	7.2	7.2
MENTHOL (MG./CIG.)	0.56	0.45
MENTHOL (MG./PUFF)	0.08	0.06
<u>TOBACCO ANALYSIS (%)</u>		
MOISTURE	15.4	13.5
RECON	13.8	28.8
STEM	7.6	0
<u>CIGARETTE ANALYSIS</u>		
PRESSURE DROP (OPEN)	5.3	5.2
COAL RETENTION (%)	90	78
ENDS STABILITY (MG/CIG)	6.0	7.0
<u>PRODUCT SPECIFICATIONS</u>		
BLEND: XLF-1089B	PLUG WRAP:	KC-223
CASING: XCF-2791/2792	CIGARETTE PAPER:	E-609
FLAVOR F214	TIPPING:	26MM CORK
TOW: FT-255	DENSITY:	245 (MG./CC)
MENTHOL(%): 0.51		

MRD 1993-29K

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INCIDENCE OF KEY DEMOGRAPHIC GROUPS AMONG VALID RESPONDENTS

- CPT -

CANDIDATE "B" VS. NEWPORT FT KS

(BASES:)	<u>DESIRED</u>	<u>VALID</u> <u>RESPONDENTS</u>
	-	(380)
	%	%
<u>DEMOGRAPHICS:</u>		
<u>GENDER/AGE</u>		
MALES	<u>54</u>	<u>52</u>
21-35	43	36
36+	11	17
FEMALES	<u>46</u>	<u>48</u>
21-35	41	34
36+	5	14
<u>RACE</u>		
BLACK	60	50
NON-BLACK	40	50

MRD 1993-29K

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CPT Results
CANDIDATE "B" VS. NEWPORT KS
Preference and Attributes

- NEWPORT KS SMOKERS -

	<u>TOTAL</u>	<u>MALES</u>	<u>FEMALES</u>
(N=)	(365)	(191)	(174)
<u>Preference % (Overall)</u>	39/39	40/37,	38/41
CONFIDENCE LEVEL	.	.	.
<u>Attributes</u>			
OVERALL LIKABILITY (Like)	.	.	.
LIKE VS. OWN BRAND (Like)	.	.	.
SATISFACTION (More)	.	.	.
STRENGTH (Stronger)	+	+	.
SMOOTHNESS (Smoother)	.	.	.
IRRITATION (More)	+	.	.
TOBACCO TASTE AMOUNT (More)	.	.	.
TOBACCO TASTE (Better)	.	.	.
MENTHOL TASTE AMOUNT (More)	+++	+++	+
MENTHOL TASTE (Better)	.	.	--
AFTERTASTE (More Pleasant)	.	.	--
DRAW (Easier)	.	.	-

+ / -- 66% Confidence Level
 ++ / -- 80% Confidence Level
 +++ / --- 95%+ Confidence Level

Note: - Chart shows confidence level range in attribute difference between products at 66% and up.

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CPT Results
CANDIDATE "B" VS. NEWPORT KS
Preference and Attributes

- NEWPORT KS SMOKERS -

	<u>TOTAL</u>	<u>21-35</u>	<u>36+</u>
(N=)	(365)	(253)	(112)
<u>Preference % (Overall)</u>	39/39	42/38	33/41
CONFIDENCE LEVEL	.	.	-
<u>Attributes</u>			
OVERALL LIKABILITY (Like)	.	.	.
LIKE VS. OWN BRAND (Like)	.	.	.
SATISFACTION (More)	.	.	.
STRENGTH (Stronger)	+	++	.
SMOOTHNESS (Smoother)	.	.	.
IRRITATION (More)	+	+	.
TOBACCO TASTE AMOUNT (More)	.	.	.
TOBACCO TASTE (Better)	.	.	.
MENTHOL TASTE AMOUNT (More)	+++	+++	+
MENTHOL TASTE (Better)	.	.	.
AFTERTASTE (More Pleasant)	.	-	.
DRAW (Easier)	.	.	.

+ / - 66% Confidence Level
 ++ / -- 80% Confidence Level
 +++ / --- 95%+ Confidence Level

Note: - Chart shows confidence level range in attribute difference between products at 66% and up.

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CPT Results
CANDIDATE "B" VS. NEWPORT KS
Preference and Attributes

- NEWPORT KS SMOKERS -

	<u>TOTAL</u>	<u>BLACK</u>	<u>NON-BLACK</u>
(N=)	(365)	(190)	(175)
<u>Preference % (Overall)</u>	39/39	40/35	38/43
CONFIDENCE LEVEL	.	.	.
<u>Attributes</u>			
OVERALL LIKABILITY (Like)	.	.	.
LIKE VS. OWN BRAND (Like)	.	.	.
SATISFACTION (More)	.	.	.
STRENGTH (Stronger)	+	.	++
SMOOTHNESS (Smoother)	.	.	-
IRRITATION (More)	+	++	.
TOBACCO TASTE AMOUNT (More)	.	++	.
TOBACCO TASTE (Better)	.	.	.
MENTHOL TASTE AMOUNT (More)	+++	+	+++
MENTHOL TASTE (Better)	.	.	.
AFTERTASTE (More Pleasant)	.	.	--
DRAW (Easier)	.	.	.

+ / - 66% Confidence Level
 ++ / -- 80% Confidence Level
 +++ / --- 95%+ Confidence Level

Note: - Chart shows confidence level range in attribute difference between products at 66% and up.

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CPT Results
CANDIDATE "B" VS. NEWPORT KS
Preference and Attributes

- NEWPORT KS SMOKERS -

	<u>MALES</u>		<u>FEMALES</u>	
	<u>21-35</u>	<u>36+</u>	<u>21-35</u>	<u>36+</u>
(N=)	(130)	(61)	(123)	(51)
<u>Preference % (Overall)</u>	43/36	34/38	41/40	31/45
CONFIDENCE LEVEL	.	.	.	-
<u>Attributes</u>				
OVERALL LIKABILITY (Like)
LIKE VS. OWN BRAND (Like)
SATISFACTION (More)
STRENGTH (Stronger)	.	.	+	.
SMOOTHNESS (Smoother)	.	.	--	.
IRRITATION (More)	.	.	+	.
TOBACCO TASTE AMOUNT (More)	.	.	.	+
TOBACCO TASTE (Better)	.	.	--	.
MENTHOL TASTE AMOUNT (More)	+++	.	.	.
MENTHOL TASTE (Better)	.	+	-	.
AFTERTASTE (More Pleasant)	.	.	--	.
DRAW (Easier)	.	.	-	.

+ / - 66% Confidence Level
 ++ / -- 80% Confidence Level
 +++ / --- 95%+ Confidence Level

Note: - Chart shows confidence level range in attribute difference between products at 66% and up.

CPT Results
CANDIDATE "B" VS. NEWPORT KS
Preference and Attributes

- NEWPORT KS SMOKERS -

	<u>TOTAL</u>	<u>MALES</u>	<u>FEMALES</u>	<u>21-35</u>	<u>36+</u>
(N=)	(365)	(191)	(174)	(253)	(112)
<u>Preference % (Overall)</u>	39/39	40/37	38/41	42/38	33/41
CONFIDENCE LEVEL	+
<u>Attributes</u>					
OVERALL LIKABILITY (Like)
LIKE VS. OWN BRAND (Like)
SATISFACTION (More)
STRENGTH (Stronger)	+	+	.	++	.
SMOOTHNESS (Smoother)
IRRITATION (More)	+	.	.	+	.
TOBACCO TASTE AMOUNT (More)
TOBACCO TASTE (Better)
MENTHOL TASTE AMOUNT (More)	+++	+++	+	+++	+
MENTHOL TASTE (Better)	.	.	--	.	.
AFTERTASTE (More Pleasant)	.	.	--	-	.
DRAW (Easier)	.	.	-	.	.

+ / - 66% Confidence Level
 ++ / -- 80% Confidence Level
 +++ / --- 95%+ Confidence Level

Note: - Chart shows confidence level range in attribute difference between products at 66% and up.

CPT Results
CANDIDATE "B" VS. NEWPORT KS
Suitability

- NEWPORT KS SMOKERS -

(For each product, relative to 4.00 = "Just Right")

	<u>TOTAL</u>	
	<u>CANDIDATE</u> <u>"B"</u>	<u>NEWPORT</u> <u>KS</u>
STRENGTH	4.31 +++	4.25 +++
SMOOTHNESS	3.83 ---	3.81 ---
IRRITATION	4.10 ++	4.05
TOBACCO TASTE AMOUNT	4.17 +++	4.09 ++
MENTHOL TASTE AMOUNT	4.04	3.88 ---

+ / - 66% Confidence Level
++ / -- 80% Confidence Level
+++ / --- 95%+ Confidence Level

Note: - Statistics are relative to means for each product.

CPT Results
CANDIDATE "B" VS. NEWPORT KS
Suitability

- NEWPORT KS SMOKERS -

(For each product, relative to 4.00 = "Just Right")

MALE

	<u>CANDIDATE</u> <u>"B"</u>	<u>NEWPORT</u> <u>KS</u>
STRENGTH	4.33 +++	4.25 +++
SMOOTHNESS	3.84 ---	3.80 ---
IRRITATION	4.12 ++	4.16 ++
TOBACCO TASTE AMOUNT	4.13 ++	4.13 ++
MENTHOL TASTE AMOUNT	4.15 ++	3.88 --

+ / - 66% Confidence Level
++ / -- 80% Confidence Level
+++ / --- 95% Confidence Level

Note: - Statistics are relative to means for each product.

CPT Results
CANDIDATE "B" VS. NEWPORT KS
Suitability

- NEWPORT KS SMOKERS -

(For each product, relative to 4.00 = "Just Right")

	<u>FEMALE</u>	
	<u>CANDIDATE</u> <u>"B"</u>	<u>NEWPORT</u> <u>KS</u>
STRENGTH	4.29 +++	4.26 +++
SMOOTHNESS	3.82 ---	3.83 ---
IRRITATION	4.08 +	3.92
TOBACCO TASTE AMOUNT	4.22 +++	4.00
MENTHOL TASTE AMOUNT	3.93	3.87 --

+ / - 66% Confidence Level
++ / -- 80% Confidence Level
+++ / --- 95%+ Confidence Level

Note: - Statistics are relative to means for each product.

CPT Results
CANDIDATE "B" VS. NEWPORT KS
Suitability

- NEWPORT KS SMOKERS -

(For each product, relative to 4.00 = "Just Right")

21-35

	<u>CANDIDATE</u> <u>"B"</u>	<u>NEWPORT</u> <u>KS</u>
STRENGTH	4.35 +++	4.18 +++
SMOOTHNESS	3.81 ---	3.85 ---
IRRITATION	4.08	4.00
TOBACCO TASTE AMOUNT	4.20 +++	4.13 +++
MENTHOL TASTE AMOUNT	4.15 +++	3.95

+ / - 66% Confidence Level
++ / - - 80% Confidence Level
+++ / - - - 95%± Confidence Level

Note: - Statistics are relative to means for each product.

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CPT Results
CANDIDATE "B" VS. NEWPORT KS
Suitability

- NEWPORT KS SMOKERS -

(For each product, relative to 4.00 = "Just Right")

36+

	<u>CANDIDATE</u> <u>"B"</u>	<u>NEWPORT</u> <u>KS</u>
STRENGTH	4.22 +++	4.43 +++
SMOOTHNESS	3.86 --	3.72 ---
IRRITATION	4.13 ++	4.14 +
TOBACCO TASTE AMOUNT	4.12 +	3.99
MENTHOL TASTE AMOUNT	3.80 ---	3.71 ---

+ / - 66% Confidence Level
++ / -- 80% Confidence Level
+++ / --- 95%± Confidence Level

Note: - Statistics are relative to means for each product.

CPT Results
CANDIDATE "B" VS. NEWPORT KS
Suitability

- NEWPORT KS SMOKERS -

(For each product, relative to 4.00 = "Just Right")

	<u>BLACK</u>	
	<u>CANDIDATE</u> <u>"B"</u>	<u>NEWPORT</u> <u>KS</u>
STRENGTH	4.25 +++	4.24 +++
SMOOTHNESS	3.86 --	3.84 --
IRRITATION	4.18 +++	4.07
TOBACCO TASTE AMOUNT	4.15 ++	3.99
MENTHOL TASTE AMOUNT	4.02	3.91 -

+ / - 66% Confidence Level
++ / -- 80% Confidence Level
+++ / --- 95%± Confidence Level

Note: - Statistics are relative to means for each product.

CPT Results
CANDIDATE "B" VS. NEWPORT KS
Suitability

- NEWPORT KS SMOKERS -

(For each product, relative to 4.00 = "Just Right")

NON-BLACK

	<u>CANDIDATE</u> <u>"B"</u>	<u>NEWPORT</u> <u>KS</u>
STRENGTH	4.38 +++	4.27 +++
SMOOTHNESS	3.79 ---	3.78 ---
IRRITATION	4.01	4.02
TOBACCO TASTE AMOUNT	4.19 +++	4.20 +++
MENTHOL TASTE AMOUNT	4.07	3.85 --

+ / - 66% Confidence Level
++ / - - 80% Confidence Level
+++ / - - - 95%+ Confidence Level

Note: - Statistics are relative to means for each product.

CPT Results
CANDIDATE "B" VS. NEWPORT KS
SUMMARY OF LIKES

- NEWPORT KS SMOKERS -

	CANDIDATE "B" ----- (365) %	NEWPORT KS ----- (365) %
(Base: Total Respondents)		
Total Likes	77	79
General Taste/Flavor	60	61
Menthol Taste	35	37
Amount of Menthol (more, stronger)	3	5
Amount of Menthol (less, lighter)	2	4
Amount of Menthol (just right)	9	7
Good/Pleasant Menthol Flavor (N/S)	19	20
Tobacco Taste Amount (just right)	3	4
Tobacco Taste Amount (more, stronger)	3	5
Tobacco Taste Amount (less, lighter)	2	3
Good/Pleasant Tobacco Flavor (N/S)	15	14
Fresh Taste	2	2
Tastes Similar to Most Often Brand	12	8
Similar to Most Often Brand (N/S)	4 ^{>16}	4 ^{>12}
Strength - (more, stronger)	3	4
Strength - (less, lighter)	9	10
Strength - (just right)	4	4
Smoothness	23	23
(No) Irritation	3	3
Aftertaste	6	7
Draw	6	8
Burn Rate	3	3
Filter	*	*
Packing	1	1
Satisfaction	9	6
Nothing Liked	23	21

* Less than 0.5%

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CPT Results
CANDIDATE "B" VS. NEWPORT KS
SUMMARY OF DISLIKES

- NEWPORT KS SMOKERS -

	BASES CANDIDATE "B"	NEWPORT KS
(Base: Total Respondents)	(365) %	(365) %
Total Dislikes	59	58
General Taste/Flavor	29	31
Menthol Taste	18	20
Menthol Taste Amount (too much)	6	4
Menthol Taste Amount (too little)	9	12
Tobacco Taste Amount (too much)	5	5
Tobacco Taste Amount (too little)	5	4
Stale (not fresh) Taste	3	2
Strength	18	16
Strength (too strong)	10	9
Strength - (too mild)	7	7
Smoothness	12	8
Irritation	4	3
Aftertaste	10	8
Draw	3	2
Burn Rate	11	11
Filter	4	4
Packing	1	1
(Dis)Satisfaction	3	3
Nothing Disliked	41	42

CPT Results
CANDIDATE "B" VS. NEWPORT KS
SUMMARY OF REASONS FOR PREFERENCE

- NEWPORT KS SMOKERS -

	<u>PREFER</u>	
	<u>CANDIDATE</u>	<u>NEWPORT</u>
	<u>"B"</u>	<u>KS</u>
(Base: Preferrers)	(143)	(142)
	%	%
Similarities to Own brand (N/S)	10 > 22	5 > 22
Taste Similar to Own brand	12	17
Taste/Flavor	76	77
Amount of Menthol (right)	5	8
Amount of Menthol (more, stronger)	18	13
Amount of Menthol (less, lighter)	1	6
Tobacco Taste Amount (right)	3	4
Tobacco Taste Amount (more, stronger)	7	9
Tobacco Taste Amount (less, lighter)	2	6
Good/Pleasant Taste/Flavor (N/S)	17	18
Fresh Taste	6	4
Aftertaste	13	11
Strength	15	21
Strength - (strong, stronger)	7	6
Strength - (mild, milder)	8	12
Draw	6	5
Burn Rate	5	4
Smoothness	29	30
(No) Irritation	4	4
Satisfaction	13	10

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CPT Results
CANDIDATE "B" VS. NEWPORT KS
OPEN END SUMMARY

- NEWPORT KS SMOKERS -

	<u>CANDIDATE</u> <u>"B"</u>	<u>NEWPORT</u> <u>KS</u>
(Base: Total Respondents)	(365) %	(365) %
Favorable Comments Mentioned Only	40	42
Unfavorable Comments Mentioned Only	23	21
Both Favorable and Unfavorable Comments	37	36