

IPD TEST:-810157 EMPLOYEE U.S. MAIL PANEL (PRELIM) COPY FOR: FILE PAGE 1

WINSTON 84MM CIGARETTES

CONTROL FT-3178A VS TEST FT-3178B

REQUESTED BY CASEY W

PROJECT 7644 DATE REQ: 4-13

PANELS WIN84

RETURNED 82 (41%) BALLOT TYPES: 16 21

BALLOT SUMMARY - TABLE XI

BALLOT TYPE 16

PAIRED COMPARISON

QUESTION	#RESP	CONT (%)	TEST (%)
TASTES STRONGER?	82	NS	NS
HAS BETTER AFTERTASTE?	82	59 ^{AS}	41
HAS MORE BITTER TASTE?	82	NS	NS
HAS BETTER OVERALL FLAVOR?	82	NS	NS
IS Milder?	82	NS	NS
HAS MORE MOUTH STING?	81	43	57 ^{AD}
HAS MORE THROAT HARSHNESS?	82	42	58 ^{AD}
IS SMOOTHER TASTING?	82	NS	NS
WHICH DO YOU PREFER?	82	NS	NS

VOTED BALLOT COUNT

PANEL BRAND	TOTAL	S E X		A G E	
		MALE	FEMALE	-35	+35
WIN84	82	61	21	30	52

BALLOT TYPE 21

THERMOMETER (0-100)

QUESTION	#RESP	CTRL	TEST
GRADE EACH PRODUCT	82	67.9	66.3

^* = VERY SIGNIF. (>.95CL) ^S = SIGNIF. (>.90CL) ^D = DIRECT. (>.80CL) NS = NOT SIGNIF.

WINSTON 100MM CIGARETTES

CONTROL FT-3179A VS TEST FT-3179B

REQUESTED BY: CASEY W

PROJECT 7644 DATE REQ: 4-22

PANELS WIN100

RETURNED 77 (38%) BALLOT TYPES: 16 21

BALLOT SUMMARY - TABLE XII

BALLOT TYPE 16 PAIRED COMPARISON

QUESTION	#RESP	CONT (%)	TEST (%)
TASTES STRONGER?	76	NS	NS
HAS BETTER AFTERTASTE?	77	58 ^{AD}	42
HAS MORE BITTER TASTE?	77	NS	NS
HAS BETTER OVERALL FLAVOR?	77	NS	NS
IS Milder?	77	NS	NS
HAS MORE MOUTH STING?	77	NS	NS
HAS MORE THROAT HARSHNESS?	77	NS	NS
IS SMOOTHER TASTING?	76	NS	NS
WHICH DO YOU PREFER?	77	NS	NS

VOTED BALLOT COUNT

PANEL BRAND	TOTAL	SEX		AGE	
		MALE	FEMALE	-35	+35
WIN100	77	44	33	23	54

BALLOT TYPE 21 THERMOMETER (0-100)

QUESTION	#RESP	CTRL	TEST
GRADE EACH PRODUCT	77	71.3 ^{AS}	67.3

^*=VERY SIGNIF.(>.95CL) ^S=SIGNIF.(>.90CL) ^D=DIRECT.(>.80CL) NS=NOT SIGNIF.

TPD TEST: 810199 EMPLOYEE U.S. MAIL PANEL

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SALEM 84MM CIGARETTES

CONTROL FT-3180A VS TEST FT-3180B

REQUESTED BY CASEY W

PROJECT 7644 DATE REQ: 4-22

PANELS SAL84

RETURNED 78 (39%) BALLOT TYPES: 17 21

BALLOT SUMMARY - TABLE XIIIBALLOT TYPE 17 PAIRED COMPARISON

QUESTION	#RESP	CONT (%)	TEST (%)
TASTES STRONGER?	78	39	61^S
HAS MORE MENTHOL TASTE?	78	NS	NS
HAS BETTER AFTERTASTE?	78	59^D	41
HAS BETTER MENTHOL TASTE?	78	59^D	41
HAS BETTER OVERALL FLAVOR?	78	NS	NS
IS MILDER?	78	62^*	38
HAS MORE THROAT HARSHNESS?	78	NS	NS
IS SMOOTHER TASTING?	78	NS	NS
WHICH DO YOU PREFER?	78	58^D	42

VOTED BALLOT COUNT

PANEL BRAND	TOTAL	S E X		A G E	
		MALE	FEMALE	-35	+35
SAL84	78	50	28	23	55

BALLOT TYPE 21 THERMOMETER (U-100)

QUESTION	#RESP	CTRL	TEST
GRADE EACH PRODUCT	77	70.8^S	66.0

^*=VERY SIGNIF. (>.95CL) ^S=SIGNIF. (>.90CL) ^D=DIRECT. (>.80CL) NS=NOT SIGNIF.

TPD TEST: 810197 EMPLOYEE U.S. MAIL PANEL

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CAMEL-69MM CIGARETTES

CONTROL FT-3181A VS TEST FT-3181B

REQUESTED BY CASEY W

PROJECT 7644 DATE REQ: 4-30

PANELS CAM69

RETURNED 63 (45%) BALLOT TYPES: 16 21

BALLOT SUMMARY - TABLE XIVBALLOT TYPE 16 PAIRED COMPARISON

QUESTION	#RESP	CONT (%)	TEST (%)
TASTES STRONGER?	62	NS	NS
HAS BETTER AFTERTASTE?	63	NS	NS
HAS MORE BITTER TASTE?	63	NS	NS
HAS BETTER OVERALL FLAVOR?	63	NS	NS
IS Milder?	63	NS	NS
HAS MORE MOUTH STING?	63	NS	NS
HAS MORE THROAT HARSHNESS?	63	NS	NS
IS SMOOTHER TASTING?	63	NS	NS
WHICH DO YOU PREFER?	63	NS	NS

VOTED BALLOT COUNT

PANEL BRAND	TOTAL	S E X		A G E	
		MALE	FEMALE	-35	+35
CAM69	63	57	6	5	58

BALLOT TYPE 21 THERMOMETER (0-100)

QUESTION	#RESP	CTRL	TEST
GRADE EACH PRODUCT	63	68.9	69.7

^*=VERY SIGNIF.(>.95CL) ^S=SIGNIF.(>.90CL) ^D=DIRECT.(>.80CL) NS=NOT SIGNIF.

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TPD TEST: 810195-EMPLOYEE U.S. MAIL PANEL

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VANTAGE 84MM CIGARETTES

CONTROL FT-3182A VS TEST FT-3182B

REQUESTED BY CASEY W

PROJECT 7644 DATE REQ: 4-22

PANELS VAN84

RETURNED 94 (47%) BALLOT TYPES: 16 21

BALLOT SUMMARY - TABLE XVBALLOT TYPE 16 PAIRED COMPARISON

QUESTION	#RESP	CONT (%)	TEST (%)
TASTES STRONGER?	94	41	59^S
HAS BETTER AFTERTASTE?	94	60^S	40
HAS MORE BITTER TASTE?	94	41	59^S
HAS BETTER OVERALL FLAVOR?	94	59^S	41
IS Milder?	93	NS	NS
HAS MORE MOUTH STING?	94	NS	NS
HAS MORE THROAT HARSHNESS?	93	NS	NS
IS SMOOTHER TASTING?	94	60^S	40
WHICH DO YOU PREFER?	94	NS	NS

VOTED BALLOT COUNT

PANEL BRAND	TOTAL	S E X		A G E	
		MALE	FEMALE	-35	+35
VAN84	94	56	38	28	66

BALLOT TYPE 21 THERMOMETER (0-100)

QUESTION	#RESP	CTRL	TEST
GRADE EACH PRODUCT	94	66.2	64.7

^*=VERY SIGNIF.(>.95CL) ^S=SIGNIF.(>.90CL) ^D=DIRECT.(>.80CL) NS=NOT SIGNIF.

WINSTON 84MM CIGARETTES

CONTROL FT-3178A VS TEST FT-3178C

REQUESTED BY CASEY W

PROJECT 7644 DATE REQ: 4-13

PANELS WIN84

RETURNED 74 (37%) BALLOT TYPES: 16 21

BALLOT SUMMARY - TABLE XVI

BALLOT TYPE 16 PAIRED COMPARISON

QUESTION	#RESP	CONT (%)	TEST (%)
TASTES STRONGER?	74	NS	NS
HAS BETTER AFTERTASTE?	74	NS	NS
HAS MORE BITTER TASTE?	74	NS	NS
HAS BETTER OVERALL FLAVOR?	74	NS	NS
IS Milder?	74	NS	NS
HAS MORE MOUTH STING?	74	NS	NS
HAS MORE THROAT HARSHNESS?	74	NS	NS
IS SMOOTHER TASTING?	74	NS	NS
WHICH DO YOU PREFER?	74	NS	NS

VOTED BALLOT COUNT

PANEL BRAND	TOTAL	S E X		A G E	
		MALE	FEMALE	-35	+35
WIN84	74	40	34	24	50

BALLOT TYPE 21 THERMOMETER (0-100)

QUESTION	#RESP	CTRL	TEST
GRADE EACH PRODUCT	74	66.1	64.9

^* = VERY SIGNIF. (>.95CL) ^S = SIGNIF. (>.90CL) ^D = DIRECT. (>.80CL) NS = NOT SIGNIF.

WINSTON 100MM CIGARETTES

CONTROL FT-3179A VS TEST FT-3179C

REQUESTED BY CASEY W

PROJECT 7644 DATE REQ: 4-22

PANELS WIN100

RETURNED 82 (41%) BALLOT TYPES: 16 21

BALLOT SUMMARY - TABLE XVII

BALLOT TYPE 16

PAIRED COMPARISON

QUESTION	#RESP	CONT (%)	TEST (%)
TASTES STRONGER?	82	NS	NS
HAS BETTER AFTERTASTE?	81	NS	NS
HAS MORE BITTER TASTE?	82	NS	NS
HAS BETTER OVERALL FLAVOR?	82	NS	NS
IS Milder?	82	NS	NS
HAS MORE MOUTH STING?	82	NS	NS
HAS MORE THROAT HARSHNESS?	82	NS	NS
IS SMOOTHER TASTING?	82	41	59 ^{AS}
WHICH DO YOU PREFER?	82	NS	NS

VOTED BALLOT COUNT

PANEL BRAND	TOTAL	S E X		A G E	
		MALE	FEMALE	-35	+35
WIN100	82	43	39	15	67

BALLOT TYPE 21

THERMOMETER (U-100)

QUESTION	#RESP	CTRL	TEST
GRADE EACH PRODUCT	82	67.2	66.2

^* = VERY SIGNIF. (>.95CL) ^S = SIGNIF. (>.90CL) ^D = DIRECT. (>.80CL) NS = NOT SIGNIF.

SALEM 84MM CIGARETTES

CONTROL FT-3180A VS TEST FT-3180C

REQUESTED BY CASEY W

PROJECT 7644 DATE REQ: 4-30

PANELS SAL84

RETURNED 73 (36%) BALLOT TYPES: 17 21

BALLOT SUMMARY - TABLE XVIII

BALLOT TYPE 17	PAIRED COMPARISON		
QUESTION	#RESP	CONT (%)	TEST (%)
TASTES STRONGER?	73	NS	NS
HAS MORE MENTHOL TASTE?	73	NS	NS
HAS BETTER AFTERTASTE?	73	NS	NS
HAS BETTER MENTHOL TASTE?	73	NS	NS
HAS BETTER OVERALL FLAVOR?	73	NS	NS
IS MILDER?	73	NS	NS
HAS MORE THROAT HARSHNESS?	73	NS	NS
IS SMOOTHER TASTING?	73	NS	NS
WHICH DO YOU PREFER?	73	NS	NS

VOTED BALLOT COUNT

PANEL BRAND	TOTAL	S E X		A G E	
		MALE	FEMALE	-35	+35
SAL84	73	49	24	16	57

BALLOT TYPE 21 THERMOMETER (0-100)

QUESTION	#RESP	CTRL	TEST
GRADE EACH PRODUCT	73	67.7	69.0

^*=VERY SIGNIF.(>.95CL) ^S=SIGNIF.(>.90CL) ^D=DIRECT.(>.80CL) NS=NOT SIGNIF.

CAMEL 69MM CIGARETTES

CONTROL FT-3181A VS TEST FT-3181C

REQUESTED BY CASEY W

PROJECT 7644 DATE REQ: 4-22

PANELS CAM69

RETURNED 75 (53%) BALLOT TYPES: 16 21

BALLOT SUMMARY - TABLE XIX

BALLOT TYPE 16 PAIRED COMPARISON

QUESTION	#RESP	CONT (%)	TEST (%)
TASTES STRONGER?	75	NS	NS
HAS BETTER AFTERTASTE?	75	NS	NS
HAS MORE FITTER TASTE?	75	NS	NS
HAS BETTER OVERALL FLAVOR?	75	NS	NS
IS Milder?	75	NS	NS
HAS MORE MOUTH STING?	75	NS	NS
HAS MORE THROAT HARSHNESS?	75	NS	NS
IS SMOOTHER TASTING?	75	NS	NS
WHICH DO YOU PREFER?	75	NS	NS

VOTED BALLOT COUNT

PANEL BRAND	TOTAL	S E X		A G E	
		MALE	FEMALE	-35	+35
CAM69	75	67	8	5	70

BALLOT TYPE 21 THERMOMETER (0-100)

QUESTION	#RESP	CTRL	TEST
GRADE EACH PRODUCT	75	68.1	67.6

^*=VERY SIGNIF.(>.95CL) ^S=SIGNIF.(>.90CL) ^D=DIRECT.(>.80CL) NS=NOT SIGNIF.

VANTAGE 84MM CIGARETTES

CONTROL FT-3182A VS TEST FT-3182C

REQUESTED BY CASEY W

PROJECT 7644 DATE REQ: 4-22

PANELS VAN84

RETURNED 87 (43%) BALLOT TYPES: 16 21

BALLOT SUMMARY - TABLE XX

BALLOT TYPE 16

PAIRED COMPARISON

QUESTION	# RESP	CONT (%)	TEST (%)
TASTES STRONGER?	87	NS	NS
HAS BETTER AFTERTASTE?	87	NS	NS
HAS MORE BITTER TASTE?	87	NS	NS
HAS BETTER OVERALL FLAVOR?	86	NS	NS
IS Milder?	87	NS	NS
HAS MORE MOUTH STING?	87	NS	NS
HAS MORE THROAT HARSHNESS?	87	NS	NS
IS SMOOTHER TASTING?	87	NS	NS
WHICH DO YOU PREFER?	87	57^D	43

VOTED BALLOT COUNT

PANEL BRAND	TOTAL	S E X		A G E	
		MALE	FEMALE	-35	+35
VAN84	87	62	25	33	54

BALLOT TYPE 21

THERMOMETER (0-100)

QUESTION	# RESP	CTRL	TEST
GRADE EACH PRODUCT	87	66.6	65.2

^*=VERY SIGNIF.(>.95CL) ^S=SIGNIF.(>.90CL) ^D=DIRECT.(>.80CL) NS=NOT SIGNIF.