

PHILIP MORRIS THEME SORTS (NEED STRUCTURE - WEIGHTED) - 1/22/95

Is a woman's cigarette	-323	102
Tastes as good as regular full-flavored cigarette	481	93
Enjoyable to smoke	661	89
Has a stay-fresh lining	576	80
For old-fashioned people	173	76
Breath doesn't smell after smoking	-993	74
Good after any meal	235	67
Is a traditional pack	847	65
Good in a car/traveling	454	65
Doesn't crumple easily	544	59
Has a special/unique filter	-680	58
Comes in 120's	-340	53
Can get delivered to my home	54	53
Feels smooth when you inhale	250	45
Can only get by mail	-135	42
Good while relaxing	502	32
It ends my day	658	32
Has a firm texture	546	8

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Are on sale often	-186 -914
Always buy with coupons	-98 -909
Offers same quality for less money	-173 -909
Comes in different levels of strong and mild	-146 -909
Fits well in a cigarette case	-159 -899
Comes with instant rebates	-196 -881
Comes in 100's	-361 -877
Good value for money	-8 -873
Gives me something to do with my hands	153 -866
For bargain hunters	-42 -858
For penny pinchers	-210 -844
Comes in a variety of sizes	373 -828
Is inexpensive	-344 -787
Relieves boredom	200 -761
Comes in a soft pack	146 -743
Is a good alternative to the leading brand	-178 -721
For ordinary, everyday people	431 -704
Comes in ultra-light	-633 -625
Is mild tasting	-639 -606
Are more of a mellow cigarette	-656 -605
Biodegradable filter	-464 -594
Made with recycled paper	-254 -581
Has a light flavor	-777 -550
Smokeless cigarette	-640 -547
It's an excuse to relax/take a break	434 -538
Is light	-749 -530
Pack has an ash tray	-147 -529
Does not give off smoke	-767 -513
No smell left on clothes/furniture/hair	-801 -512
Has a cork filter	178 -495
Doesn't leave a residue on windows and mirrors	-779 -490
Has less tar, more taste	-738 -488
Has lower nicotine levels	-837 -484
Has lower tar levels	-846 -482
It's the perfect size	669 -470
Filter is soft paper	196 -462
Special offers (merchandise)	625 -456
Has a vacuum seal pack	728 -416
Has a harsh taste	332 -414
Advertising is boring	-44 -403
Has a white filter	-693 -401
Comes in regular/king size	623 -394
Easy to find	494 -360
Helps me concentrate	469 -356
Is the perfect balance between full and light fla	-181 -340
Good while watching TV	523 -334
Gives off less smoke	-888 -317
Has an advanced filter system	-795 -313
No smell in air	-970 -300
Comes in shorter size	445 -275
For the occasional smoker	-366 -268

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Allows you to inhale less	-921 -263
Goes with alcoholic beverages	818 -260
Has a plastic filter	-286 -244
Has a flavor seal wrap	408 -229
No smell transferred to hand	-782 -217
No unpleasant ashtray odor	-982 -212
Is available in a cigarette machine that takes cr	254 -208
Helps me relieve stress	614 -199
Comes in a pack of 10	-105 -189
Has vitamins added	-392 -183
Recessed filter	-381 -180
Has an easy draw	598 -178
Isn't offensive to other people	-953 -175
Does not burn continually between puffs	356 -169
Has "ash hood" to surround hot point (prevent bur	-418 -156
Smell doesn't linger	-999 -155
Is a short cigarette	738 -152
It relaxes me	671 -141
Can get anywhere/Easy to find	687 -133
Comes in a plastic container	86 -118
For couch potatoes	272 -118
Is not strong smelling	-991 -108
Leaves no ash residue	-944 -99
Has no bad aftertaste	-581 -66
You have control over the drag	753 -56
Contains no artificial ingredients	-380 -55
Starts my day	604 -41
For older people	-156 -40
Comes in recyclable package	-699 -25
Good when I'm facing a tough day	497 -19
Is something new	-259 -8
No offensive smell	-715 -5
Has a pleasant smell	-447 -3

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