

TEST: CIGARETTE TEST NUMBER 90-2

MENTHOL SMOKERS

TABLE 1

PREFERENCE

Test	1
Control	3
No Choice	3
TOTAL	7

SPECIFIC CHARACTERISTICS AND ATTITUDINAL DIRECTION TREND

	Rating Scale							Total	About		Attitudinal Direction, %
	1	2	3	4	5	6	7		Average	Right, %	
AMOUNT OF TASTE	Too Much			About Right			Too Little				
Test	0	1	1	2	0	1	1	6	4.33	33.33	-11.11
Control	1	0	3	1	1	1	0	7	3.57	14.29	14.29
QUALITY OF TASTE	Poor						Excellent				
Test	0	1	4	1	1	0	0	7	3.29		
Control	0	1	3	1	1	1	0	7	3.71		
SWEETNESS	Too Sweet			About Right			Too Little				
Test	0	0	0	2	3	1	1	7	5.14	28.57	-38.10
Control	0	0	1	3	1	2	0	7	4.57	42.86	-19.05
AFTERTASTE	Unpleasant					Pleasant	None				
Test	2	0	3	0	1	0	1	7	3.29		
Control	1	0	2	1	1	1	1	7	4.14		
HARSHNESS-MILDNESS	Too Harsh			About Right			Too Mild				
Test	1	1	1	3	0	0	1	7	3.57	42.86	14.29
Control	1	2	1	2	1	0	0	7	3.00	28.57	33.33
DRAW	Too Hard			About Right			Too Easy				
Test	1	0	1	5	0	0	0	7	3.43	71.43	19.05
Control	1	0	2	3	1	0	0	7	3.43	42.86	19.05
MENTHOL TASTE	Too Much			About Right			Too Little				
Test	0	0	2	0	3	1	1	7	4.86	0.00	-28.57
Control	0	0	2	3	0	1	1	7	4.43	42.86	-14.29

REPORT CARD GRADE

	A	B	C	D	E	F	AVERAGE
Control	0	2	2	2	0	1	2.6
Test	0	1	2	3	0	1	2.3
Own	4	3	0	0	0	0	4.6

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TABLE 2

SPECIFIC QUESTIONS

	Test	Control	No Difference
Which cigarette had/was:			
The richer taste?	1	3	3
More tobacco flavor?	1	2	4
More total flavor?	2	2	3
More impact?	2	3	2
The drier smoke?	1	2	4
The smoother smoke?	1	3	3
More satisfying?	1	3	3