

...flavor smokers (excluding Marlboro).

...ed report by Anne Cantile.

Marlboro	Marlboro	No
<u>Control</u>	<u>Modified</u>	<u>Preference</u>

1000387309

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To: Mr. T. T. Goodale
From: H. G. Daniel *HG Daniel*
Subject: National POL 3105 - Marlboro 85mm vs Marlboro 85mm with
Flavor Modification 7282-156D

Date: October 29, 1980

The modified Marlboro 85mm with 7282-156D was preferred and rated higher on acceptability than the control Marlboro 85mm by the total panel and 85mm full flavor smokers (excluding 85mm Marlboro). 85mm Marlboro smokers equally preferred and equally rated the two cigarettes.

Marlboro 85mm smokers found no qualitative differences while some differences were found by 85mm full flavor smokers (excluding Marlboro).

Attached is a detailed report by Anne Cantile.

Preference	Marlboro Control	Marlboro Modified	No Preference	Significance
85mm Marlboro Smokers (N=201)	37	45	18	NS
85mm Full Flavor Smokers* (N=224)	37	49	14	p<.07
Total Panel (N=457)	37	47	17**	p<.07

HGD:yl

cc: Dr. R. B. Seligman
Mr. R. N. Thomson
Mr. L. F. Meyer

*Excluding Marlboro

**due to rounding, percentages do not add to 100

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Marlboro 85mm (DØVW-1)

vs

Marlboro 85 with Flavor Modification 7282-156D (DØVX-1)

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KEYWORDS:

Marlboro 85 w/ flavor modification 7282-156D

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CONCLUSION

Among 85mm Marlboro smokers and 85mm full flavor smokers (excluding Marlboro) the 85mm Marlboro with flavor modification 7282-156D appears to be an acceptable candidate.

The two cigarettes were equally preferred and rated on acceptability by Marlboro smokers while full flavor smokers* preferred the modified Marlboro and rated it higher. Marlboro smokers found no qualitative differences while full flavor smokers* judged the modified Marlboro to be milder.

The duo-trio question revealed the major smoker groups as being unable to correctly identify the third cigarette as being like the control.

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*Excluding Marlboro 85mm

PREFERENCE

	<u>Marlboro Control</u>	<u>Marlboro Modified</u>	<u>No Preference</u>	<u>Significance</u>
85mm Marlboro Smokers (N=201)	37	45	18	NS
85mm Full Flavor Smokers* (N=224)	37	49	14	p<.07
Total Panel (N=457)	37	47	17**	p<.07

ACCEPTABILITY

	<u>Control</u>	<u>Modified</u>	<u>Significance</u>
85mm Marlboro Smokers (N=194)	5.98	6.11	NS
85mm Full Flavor Smokers* (N=215)	5.90	6.19	p<.07
Total Panel (N=441)	5.93	6.17	p<.04

QUALITATIVE ATTRIBUTES

	<u>Control</u>	<u>Modified</u>	<u>Significance</u>
85mm Full Flavor Smokers*		Milder	p<.04

No significant qualitative differences were discriminated by the total panel or full flavor smokers* as a group.

*Excluding Marlboro 85mm

**due to rounding, percentages do not add to 100

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Purpose: To determine consumer acceptability of a flavor modification for Marlboro 85mm. This modification is a future alternative system intended to be similar to the current system.

Procedure: Sequential monadic, paired comparison (Appendix B-Ballot)

Cigarettes: Analytically, the cigarettes were not different in any of the characteristics tested. (Appendix A - Analytical Summary)

Panelists: The cigarettes were mailed August 19, 1980 to a panel of 300 85mm Marlboro smokers and 300 85mm full flavor smokers excluding Marlboro. The results were analyzed when 457 usable ballots (76%) were returned.

Results in Detail: It should be noted that although qualitative differences were discriminated there was a large percentage of no difference responses. Regarding the question of preference, it was panelists aged 51+ and females, particularly female full flavor smokers, who indicated a preference for the modified Marlboro ($p < .09$; $p < .07$; $p < .09$). Higher acceptability ratings were given to the modified Marlboro by male smokers, particularly aged 18-34, as well as male Marlboro smokers aged 18-34 ($p < .06$; $p < .07$; $p < .09$).

There were virtually no qualitative differences found between the two cigarettes by any of the Marlboro smoker subgroups.

Among the 85mm full flavor smoker* group it was the females, particularly aged 35 and over who judged the control to have more strength ($p < .01$; $p < .007$) and to be hotter ($p < .08$; $p < .03$) and harsher ($p < .05$; $p < .06$) while they judged the modified Marlboro to be cooler ($p < .08$; $p < .02$) and milder ($p < .02$; $p < .02$).

The three-point qualitative attribute questions revealed full flavor smokers* as judging the modified Marlboro to be more acceptable in terms of strength and filter effectiveness. They judged the control Marlboro to be drier than the modified Marlboro. (Table 15)

The duo-trio question revealed the major smoker groups as being unable to identify the third cigarette as being like the control. (Table 16)

A tally of the open-ended questions regarding dislikes showed more comments about the control model regarding the filter falling off (33/11) and fast burn (23/10). (Table 17)

*Excluding Marlboro 85mm

TABLE 1

NINE-POINT SCALE RATINGS : 1=DISLIKE EXTREMELY TO 9=LIKE EXTREMELY

	NUMBER	SCALE RATINGS			
		MARL	MARL MOD	SE OF MEAN	PROBABILITY
TOTAL PANEL	441	5.93	6.17	.1120	.0335
AGES 18-34	203	5.87	6.10	.1661	.1522
AGES 35-50	142	5.89	6.01	.1929	.5430
AGES 51+	96	6.11	6.52	.2463	.0984
ALL MALES	292	5.92	6.18	.1324	.0503
AGES 18-34	133	5.79	6.14	.1885	.0653
AGES 35-50	99	6.05	6.05	.2302	1.0000
AGES 51+	60	6.00	6.48	.3104	.1209
ALL FEMALES	149	5.95	6.14	.2068	.6495
AGES 18-34	70	6.01	6.04	.3224	.9270
AGES 35-50	43	5.53	5.93	.3540	.2697
AGES 51+	36	6.31	6.58	.4094	.5088
85MM MARLBORO SMOKERS	194	5.98	6.11	.1634	.5627
AGES 18-34	119	5.88	6.11	.2120	.2865
AGES 35-50	48	6.17	5.88	.3433	.5955
AGES 51+	27	6.07	6.52	.3594	.2253
MALE MARLBORO SMOKERS	133	5.89	6.06	.1877	.6165
AGES 18-34	84	5.75	6.15	.2348	.0846
AGES 35 AND OVER	49	6.14	5.90	.3066	.5660
FEMALE MARLBORO SMOKERS	61	6.16	6.21	.3226	.8739
AGES 18-34	35	6.20	6.00	.4468	.6614
AGES 35 AND OVER	26	6.12	6.50	.4610	.5831
85MM FULL FLAVOR SMOKERS (EX MARL)	215	5.90	6.19	.1626	.0693
AGES 18-34	67	5.88	6.15	.2794	.6585
AGES 35-50	88	5.77	6.06	.2430	.2439
AGES 51+	60	6.10	6.43	.3442	.6617
MALE FULL FLAVOR	142	5.96	6.29	.1971	.0913
AGES 18-34	40	5.82	6.15	.3309	.6667
AGES 35 AND OVER	102	6.01	6.34	.2427	.1691
FEMALE FULL FLAVOR SMOKERS	73	5.78	6.00	.2888	.5431
AGES 18-34	27	5.96	6.15	.4980	.7138
AGES 35 AND OVER	46	5.67	5.91	.3574	.5138
LIGHT SMOKERS <20	51	5.37	6.20	.3322	.0158

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MEDIUM SMOKERS 20-30	253	5.91	6.18	.1520	.0702
HEAVY SMOKERS 31+	120	6.26	6.06	.1947	.3070
PREFERRED CONTROL	164	7.08	5.30	.1239	.0001
PREFERRED EXPERIMENTAL	207	5.08	6.92	.1283	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



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TABLE 2

HAS BETTER FLAVOR

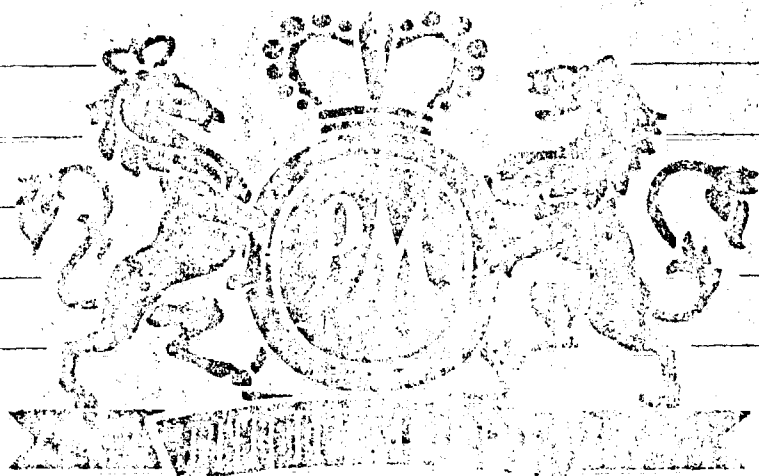
	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	37.6	45.3	17.1	.0978
AGES 18-34	207	37.2	46.9	15.9	.1611
AGES 35-50	149	40.9	41.6	17.4	.9325
AGES 51+	101	33.7	47.5	18.8	.1602
ALL MALES	296	39.2	44.3	16.6	.6125
AGES 18-34	135	34.8	48.9	16.3	.0982
AGES 35-50	101	44.6	37.6	17.8	.5065
AGES 51+	60	40.0	45.0	15.0	.7008
ALL FEMALES	161	34.8	47.2	18.0	.1111
AGES 18-34	72	41.7	43.1	15.3	.9021
AGES 35-50	48	33.3	50.0	16.7	.2469
AGES 51+	41	24.4	51.2	24.4	.0822
85MM MARLBORO SMOKERS	201	39.3	44.8	15.9	.5558
AGES 18-34	123	35.8	47.2	17.1	.2043
AGES 35-50	50	52.0	34.0	14.0	.2005
AGES 51+	28	32.1	53.6	14.3	.2558
MALE MARLBORO SMOKERS	135	40.0	45.2	14.8	.5543
AGES 18-34	86	33.7	51.2	15.1	.1020
AGES 35 AND OVER	49	51.0	34.7	14.3	.2520
FEMALE MARLBORO SMOKERS	66	37.9	43.9	18.2	.6285
AGES 18-34	37	40.5	37.8	21.6	.8639
AGES 35 AND OVER	29	34.5	51.7	13.8	.6441
85MM FULL FLAVOR SMOKERS (EX MARL)	224	37.1	45.1	17.9	.2272
AGES 18-34	67	37.3	46.3	16.4	.5294
AGES 35-50	93	37.6	44.1	18.3	.5413
AGES 51+	64	35.9	45.3	18.8	.5399
MALE FULL FLAVOR	144	39.6	43.1	17.4	.6805
AGES 18-34	40	35.0	45.0	20.0	.5345
AGES 35 AND OVER	104	41.3	42.3	16.3	.9188
FEMALE FULL FLAVOR SMOKERS	80	32.5	48.7	18.8	.1424
AGES 18-34	27	40.7	48.1	11.1	.7025
AGES 35 AND OVER	53	28.3	49.1	22.6	.1270
LIGHT SMOKERS <20	52	32.7	53.8	13.5	.1233

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MEDIUM SMOKERS 20-30	262	38.2	44.3	17.6	.6760
HEAVY SMOKERS 31+	124	39.5	44.4	16.1	.5970
PREFERRED CONTROL	168	88.1	3.0	8.9	.0001
PREFERRED EXPERIMENTAL	213	4.2	86.4	9.4	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-156D



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TABLE 3

HAS THE EASIER DRAW

	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	26.3	29.3	44.4	.5200
AGES 18-34	207	28.0	30.9	41.1	.6803
AGES 35-50	149	27.5	28.2	44.3	.9325
AGES 51+	101	20.8	27.7	51.5	.5065
ALL MALES	296	24.7	28.0	47.3	.5684
AGES 18-34	135	25.2	29.6	45.2	.6122
AGES 35-50	101	27.7	25.7	46.5	.8367
AGES 51+	60	18.3	28.3	53.3	.5550
ALL FEMALES	161	29.2	31.7	39.1	.7512
AGES 18-34	72	33.3	33.3	33.3	1.0000
AGES 35-50	48	27.1	33.3	39.6	.6692
AGES 51+	41	24.4	26.8	48.8	.8705
85MM MARLBORO SMOKERS	201	27.4	30.3	42.3	.6760
AGES 18-34	123	30.9	30.1	39.0	.9255
AGES 35-50	50	30.0	24.0	46.0	.6753
AGES 51+	28	7.1	42.9	50.0	.0558
MALE MARLBORO SMOKERS	135	25.9	31.1	43.0	.5543
AGES 18-34	86	26.7	32.6	40.7	.5967
AGES 35 AND OVER	49	24.5	28.6	46.9	.7723
FEMALE MARLBORO SMOKERS	66	30.3	28.8	40.9	.8977
AGES 18-34	37	40.5	24.3	35.1	.6749
AGES 35 AND OVER	29	17.2	34.5	48.3	.6441
85MM FULL FLAVOR SMOKERS (EX MARL)	224	25.0	27.2	47.8	.7379
AGES 18-34	67	19.4	28.4	52.2	.5294
AGES 35-50	93	28.0	30.1	41.9	.8302
AGES 51+	64	26.6	21.9	51.6	.7094
MALE FULL FLAVOR	144	23.6	25.0	51.4	.8621
AGES 18-34	40	20.0	20.0	60.0	1.0000
AGES 35 AND OVER	104	25.0	26.9	48.1	.8389
FEMALE FULL FLAVOR SMOKERS	80	27.5	31.3	41.2	.7370
AGES 18-34	27	18.5	40.7	40.7	.2469
AGES 35 AND OVER	53	32.1	26.4	41.5	.6837
LIGHT SMOKERS <20	52	17.3	32.7	50.0	.2666

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MEDIUM SMOKERS-20-30	262	28.2	25.6	46.2	.6696
HEAVY SMOKERS 31+	124	25.8	34.7	39.5	.6757
PREFERRED CONTROL	168	45.8	13.7	40.5	.0001
PREFERRED EXPERIMENTAL	213	12.2	43.7	44.1	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



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TABLE 4

HAS MORE STRENGTH

	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	44.0	34.4	21.7	.0374
AGES 18-34	207	47.3	36.2	16.4	.1061
AGES 35-50	149	40.9	33.6	25.5	.6290
AGES 51+	101	41.6	31.7	26.7	.6794
ALL MALES	296	41.6	37.5	20.9	.5071
AGES 18-34	135	45.2	37.0	17.8	.6540
AGES 35-50	101	36.6	40.6	22.8	.6934
AGES 51+	60	41.7	33.3	25.0	.5260
ALL FEMALES	161	48.4	28.6	23.0	.0114
AGES 18-34	72	51.4	34.7	13.9	.1538
AGES 35-50	48	50.0	18.8	31.3	.0287
AGES 51+	41	41.5	29.3	29.3	.5588
85MM MARLBORO SMOKERS	201	43.3	33.8	22.9	.1770
AGES 18-34	123	48.0	35.8	16.3	.1730
AGES 35-50	50	38.0	36.0	26.0	.8825
AGES 51+	28	32.1	21.4	46.4	.5780
MALE MARLBORO SMOKERS	135	43.0	36.3	20.7	.5550
AGES 18-34	86	46.5	39.5	14.0	.5251
AGES 35 AND OVER	49	36.7	30.6	32.7	.6723
FEMALE MARLBORO SMOKERS	66	43.9	28.8	27.3	.2161
AGES 18-34	37	51.4	27.0	21.6	.1352
AGES 35 AND OVER	29	34.5	31.0	34.5	.8470
85MM FULL FLAVOR SMOKERS (EX MARL)	224	45.1	34.4	20.5	.1050
AGES 18-34	67	46.3	35.8	17.9	.6029
AGES 35-50	93	43.0	32.3	24.7	.3004
AGES 51+	64	46.9	35.9	17.2	.6143
MALE FULL FLAVOR	144	40.3	39.6	20.1	.9313
AGES 18-34	40	42.5	32.5	25.0	.5345
AGES 35 AND OVER	104	39.4	42.3	18.3	.7662
FEMALE FULL FLAVOR SMOKERS	80	53.7	25.0	21.2	.0100
AGES 18-34	27	51.9	40.7	7.4	.5710
AGES 35 AND OVER	53	54.7	17.0	28.3	.0062
LIGHT SMOKERS <20	52	44.2	28.8	26.9	.2666

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MEDIUM SMOKERS 20-30	262	45.0	32.8	22.1	.0454
HEAVY SMOKERS 31+	124	40.3	40.3	19.4	1.0000
PREFERRED CONTROL	168	41.7	41.7	16.7	1.0000
PREFERRED EXPERIMENTAL	213	48.8	34.7	16.4	.0376

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



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TABLE 5

HAS THE BETTER AROMA

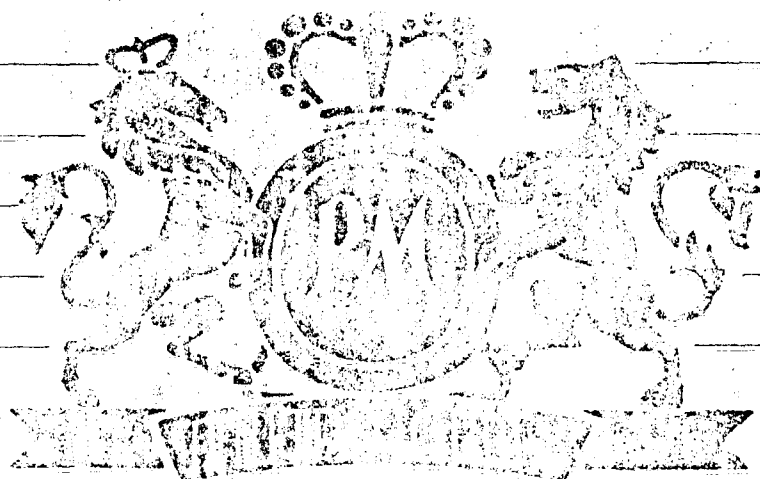
	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	27.6	33.0	39.4	.2407
AGES 18-34	207	28.5	30.4	41.1	.7778
AGES 35-50	149	28.2	35.6	36.2	.6290
AGES 51+	101	24.8	34.7	40.6	.6794
ALL MALES	296	26.4	34.1	39.5	.1781
AGES 18-34	135	22.2	33.3	44.4	.1939
AGES 35-50	101	29.7	33.7	36.6	.6934
AGES 51+	60	30.0	36.7	33.3	.6122
ALL FEMALES	161	29.8	31.1	39.1	.8693
AGES 18-34	72	40.3	25.0	34.7	.1920
AGES 35-50	48	25.0	39.6	35.4	.3135
AGES 51+	41	17.1	31.7	51.2	.6487
85MM MARLBORO SMOKERS	201	26.4	30.8	42.8	.5330
AGES 18-34	123	27.6	30.1	42.3	.7833
AGES 35-50	50	28.0	28.0	44.0	1.0000
AGES 51+	28	17.9	39.3	42.9	.2558
MALE MARLBORO SMOKERS	135	26.7	31.9	41.5	.5543
AGES 18-34	86	26.7	32.6	40.7	.5967
AGES 35 AND OVER	49	26.5	30.6	42.9	.7723
FEMALE MARLBORO SMOKERS	66	25.8	28.8	45.5	.8011
AGES 18-34	37	29.7	24.3	45.9	.7417
AGES 35 AND OVER	29	20.7	34.5	44.8	.5354
85MM FULL FLAVOR SMOKERS (EX MARL)	224	28.1	33.9	37.9	.6106
AGES 18-34	67	25.4	29.9	44.8	.7153
AGES 35-50	93	30.1	37.6	32.3	.5249
AGES 51+	64	28.1	32.8	39.1	.7094
MALE FULL FLAVOR	144	26.4	35.4	38.2	.2785
AGES 18-34	40	10.0	35.0	55.0	.1100
AGES 35 AND OVER	104	32.7	35.6	31.7	.7662
FEMALE FULL FLAVOR SMOKERS	80	31.3	31.3	37.5	1.0000
AGES 18-34	27	48.1	22.2	29.6	.1747
AGES 35 AND OVER	53	22.6	35.8	41.5	.6619
LIGHT SMOKERS <20	52	28.8	34.6	36.5	.6810

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MEDIUM SMOKERS-20-30	262	26.7	32.8	40.5	.6760
HEAVY SMOKERS 31+	124	29.0	33.1	37.9	.6582
PREFERRED CONTROL	168	60.1	5.4	34.5	.0001
PREFERRED-EXPERIMENTAL	213	6.6	60.1	33.3	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



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TABLE 6

HAS THE BETTER AFTERTASTE

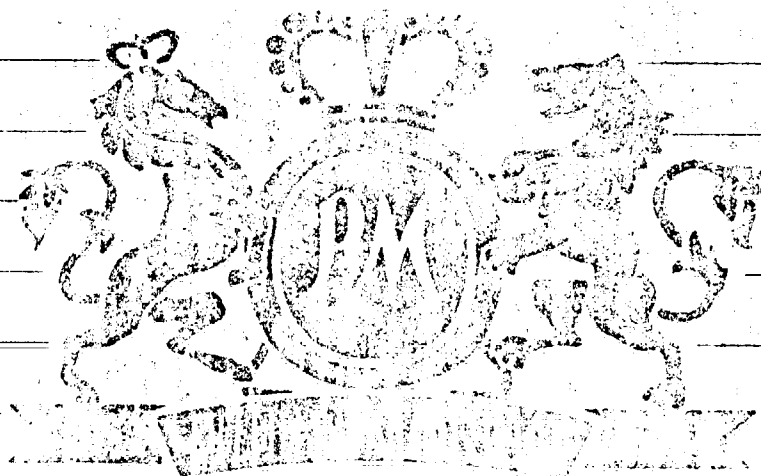
	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	30.6	38.3	31.1	.0978
AGES 18-34	207	31.9	36.7	31.4	.5056
AGES 35-50	149	30.2	38.9	30.9	.2870
AGES 51+	101	28.7	40.6	30.7	.2336
ALL MALES	296	32.1	38.2	29.7	.2959
AGES 18-34	135	28.9	37.8	33.3	.3024
AGES 35-50	101	34.7	38.6	26.7	.6934
AGES 51+	60	35.0	38.3	26.7	.7922
ALL FEMALES	161	28.0	38.5	33.5	.1772
AGES 18-34	72	37.5	34.7	27.8	.8089
AGES 35-50	48	20.8	39.6	39.6	.1911
AGES 51+	41	19.5	43.9	36.6	.1145
85MM MARLBORO SMOKERS	201	28.4	36.3	35.3	.2582
AGES 18-34	123	30.1	35.0	35.0	.5955
AGES 35-50	50	32.0	36.0	32.0	.7744
AGES 51+	28	14.3	42.9	42.9	.1268
MALE MARLBORO SMOKERS	135	30.4	37.8	31.9	.6061
AGES 18-34	86	27.9	39.5	32.6	.2808
AGES 35 AND OVER	49	34.7	34.7	30.6	1.0000
FEMALE MARLBORO SMOKERS	66	24.2	33.3	42.4	.5328
AGES 18-34	37	35.1	24.3	40.5	.5182
AGES 35 AND OVER	29	10.3	44.8	44.8	.0602
85MM FULL FLAVOR SMOKERS (EX MARL)	224	32.6	39.3	28.1	.3176
AGES 18-34	67	31.3	38.8	29.9	.5487
AGES 35-50	93	31.2	38.7	30.1	.5249
AGES 51+	64	35.9	40.6	23.4	.7094
MALE FULL FLAVOR	144	34.0	38.9	27.1	.5670
AGES 18-34	40	27.5	35.0	37.5	.6409
AGES 35 AND OVER	104	36.5	40.4	23.1	.6974
FEMALE FULL FLAVOR SMOKERS	80	30.0	40.0	30.0	.6252
AGES 18-34	27	37.0	44.4	18.5	.7025
AGES 35 AND OVER	53	26.4	37.7	35.8	.5848
LIGHT SMOKERS <20	52	25.0	42.3	32.7	.2096

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MEDIUM SMOKERS-20-30	262	26.3	38.9	34.7	.0392
HEAVY SMOKERS 31+	124	41.9	37.1	21.0	.5970
PREFERRED CONTROL	168	70.8	5.4	23.8	.0001
PREFERRED EXPERIMENTAL	213	5.6	70.0	24.4	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



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TABLE 7

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	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	33.0	40.7	26.3	.0978
AGES 18-34	207	32.4	41.1	26.6	.2085
AGES 35-50	149	37.6	36.2	26.2	.8643
AGES 51+	101	27.7	46.5	25.7	.0557
ALL MALES	296	33.8	38.2	28.0	.5434
AGES 18-34	135	30.4	38.5	31.1	.6540
AGES 35-50	101	41.6	34.7	23.8	.5065
AGES 51+	60	28.3	43.3	28.3	.2439
ALL FEMALES	161	31.7	45.3	23.0	.0794
AGES 18-34	72	36.1	45.8	18.1	.5852
AGES 35-50	48	29.2	39.6	31.3	.5223
AGES 51+	41	26.8	51.2	22.0	.1145
85MM MARLBORO SMOKERS	201	33.3	39.3	27.4	.5978
AGES 18-34	123	31.7	40.7	27.6	.6778
AGES 35-50	50	42.0	30.0	28.0	.5990
AGES 51+	28	25.0	50.0	25.0	.1828
MALE MARLBORO SMOKERS	135	35.6	37.0	27.4	.8577
AGES 18-34	86	31.4	39.5	29.1	.5429
AGES 35 AND OVER	49	42.9	32.7	24.5	.5177
FEMALE MARLBORO SMOKERS	66	28.8	43.9	27.3	.2161
AGES 18-34	37	32.4	43.2	24.3	.5182
AGES 35 AND OVER	29	24.1	44.8	31.0	.2645
85MM FULL FLAVOR SMOKERS (EX MARL)	224	33.9	40.6	25.4	.3176
AGES 18-34	67	31.3	40.3	28.4	.5294
AGES 35-50	93	37.6	37.6	24.7	1.0000
AGES 51+	64	31.3	45.3	23.4	.2597
MALE FULL FLAVOR	144	34.0	38.9	27.1	.5670
AGES 18-34	40	27.5	35.0	37.5	.6409
AGES 35 AND OVER	104	36.5	40.4	23.1	.6974
FEMALE FULL FLAVOR SMOKERS	80	33.7	43.8	22.5	.6252
AGES 18-34	27	37.0	48.1	14.8	.5710
AGES 35 AND OVER	53	32.1	41.5	26.4	.5004
LIGHT SMOKERS <20	52	26.9	48.1	25.0	.1233

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MEDIUM SMOKERS-20-30	262	31.3	40.8	27.9	.1186
HEAVY SMOKERS 31+	124	40.3	38.7	21.0	.8518
PREFERRED CONTROL	168	78.0	3.0	19.0	.0001
PREFERRED EXPERIMENTAL	213	2.8	79.3	17.8	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-156D



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TABLE 8

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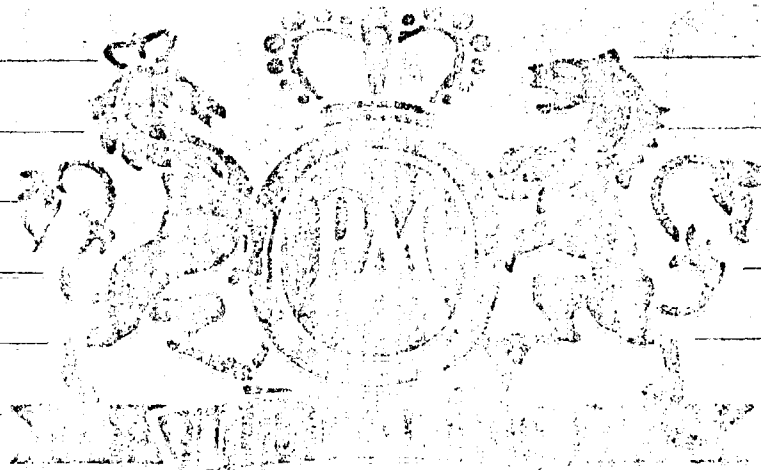
	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	26.7	33.7	39.6	.1306
AGES 18-34	207	27.1	31.4	41.5	.5391
AGES 35-50	149	27.5	36.9	35.6	.2502
AGES 51+	101	24.8	33.7	41.6	.6259
ALL MALES	296	29.1	32.4	38.5	.5684
AGES 18-34	135	25.9	31.9	42.2	.5015
AGES 35-50	101	34.7	31.7	33.7	.7631
AGES 51+	60	26.7	35.0	38.3	.5260
ALL FEMALES	161	22.4	36.0	41.6	.0794
AGES 18-34	72	29.2	30.6	40.3	.9021
AGES 35-50	48	12.5	47.9	39.6	.0137
AGES 51+	41	22.0	31.7	46.3	.5396
85MM MARLBORO SMOKERS	201	26.9	32.3	40.8	.5558
AGES 18-34	123	26.8	34.1	39.0	.5772
AGES 35-50	50	28.0	34.0	38.0	.6753
AGES 51+	28	25.0	21.4	53.6	.8444
MALE MARLBORO SMOKERS	135	26.7	33.3	40.0	.5550
AGES 18-34	86	25.6	36.0	38.4	.6666
AGES 35 AND OVER	49	28.6	28.6	42.9	1.0000
FEMALE MARLBORO SMOKERS	66	27.3	30.3	42.4	.8011
AGES 18-34	37	29.7	29.7	40.5	1.0000
AGES 35 AND OVER	29	24.1	31.0	44.8	.7119
85MM FULL FLAVOR SMOKERS (EX MARL)	224	26.8	33.9	39.3	.2851
AGES 18-34	67	25.4	23.9	50.7	.8985
AGES 35-50	93	28.0	38.7	33.3	.3004
AGES 51+	64	26.6	37.5	35.9	.6143
MALE FULL FLAVOR	144	31.3	31.3	37.5	1.0000
AGES 18-34	40	22.5	22.5	55.0	1.0000
AGES 35 AND OVER	104	34.6	34.6	30.8	1.0000
FEMALE FULL FLAVOR SMOKERS	80	18.8	38.7	42.5	.0702
AGES 18-34	27	29.6	25.9	44.4	.8417
AGES 35 AND OVER	53	13.2	45.3	41.5	.0186
LIGHT SMOKERS <20	52	21.2	42.3	36.5	.1233

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MEDIUM SMOKERS-20-30	262	24.8	36.3	38.9	.0606
HEAVY SMOKERS 31+	124	33.9	26.6	39.5	.5753
PREFERRED CONTROL	168	53.6	16.1	30.4	.0001
PREFERRED-EXPERIMENTAL	213	9.4	53.5	37.1	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



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TABLE 9

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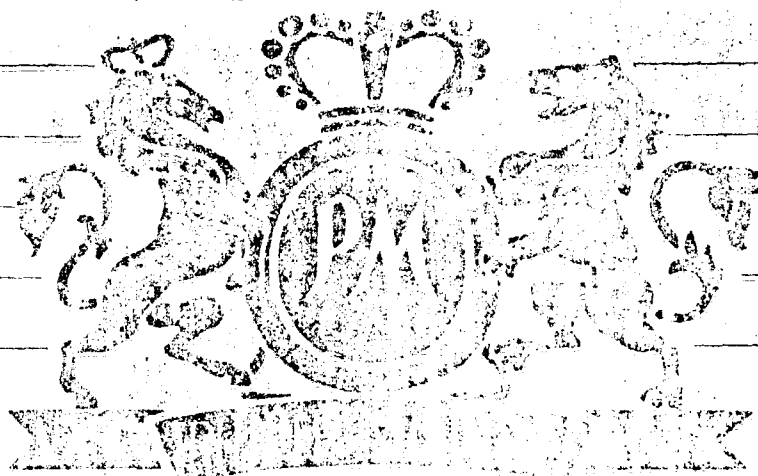
	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	35.4	28.4	36.1	.1306
AGES 18-34	207	33.3	30.4	36.2	.6803
AGES 35-50	149	36.9	28.9	34.2	.6732
AGES 51+	101	37.6	23.8	38.6	.1602
ALL MALES	296	32.8	29.7	37.5	.6076
AGES 18-34	135	31.1	28.9	40.0	.7922
AGES 35-50	101	31.7	32.7	35.6	.9176
AGES 51+	60	38.3	26.7	35.0	.6304
ALL FEMALES	161	40.4	26.1	33.5	.0665
AGES 18-34	72	37.5	33.3	29.2	.7243
AGES 35-50	48	47.9	20.8	31.3	.0575
AGES 51+	41	36.6	19.5	43.9	.2739
85MM MARLBORO SMOKERS	201	33.8	27.9	38.3	.5978
AGES 18-34	123	34.1	26.8	39.0	.5772
AGES 35-50	50	32.0	30.0	38.0	.8825
AGES 51+	28	35.7	28.6	35.7	.7073
MALE MARLBORO SMOKERS	135	33.3	26.7	40.0	.5550
AGES 18-34	86	34.9	25.6	39.5	.6072
AGES 35 AND OVER	49	30.6	28.6	40.8	.8813
FEMALE MARLBORO SMOKERS	66	34.8	30.3	34.8	.7133
AGES 18-34	37	32.4	29.7	37.8	.8639
AGES 35 AND OVER	29	37.9	31.0	31.0	.7119
85MM FULL FLAVOR SMOKERS (EX MARL)	224	36.2	29.0	34.8	.2851
AGES 18-34	67	28.4	34.3	37.3	.6311
AGES 35-50	93	39.8	29.0	31.2	.3004
AGES 51+	64	39.1	23.4	37.5	.2089
MALE FULL FLAVOR	144	32.6	32.6	34.7	1.0000
AGES 18-34	40	22.5	32.5	45.0	.5345
AGES 35 AND OVER	104	36.5	32.7	30.8	.6974
FEMALE FULL FLAVOR SMOKERS	80	42.5	22.5	35.0	.0702
AGES 18-34	27	37.0	37.0	25.9	1.0000
AGES 35 AND OVER	53	45.3	15.1	39.6	.0264
LIGHT SMOKERS <20	52	40.4	30.8	28.8	.5045

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MEDIUM SMOKERS 20-30	262	38.2	24.8	37.0	.0289
HEAVY SMOKERS 31+	124	29.0	34.7	36.3	.5370
PREFERRED CONTROL	168	14.9	55.4	29.8	.0001
PREFERRED EXPERIMENTAL	213	56.3	10.3	33.3	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



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TABLE 10

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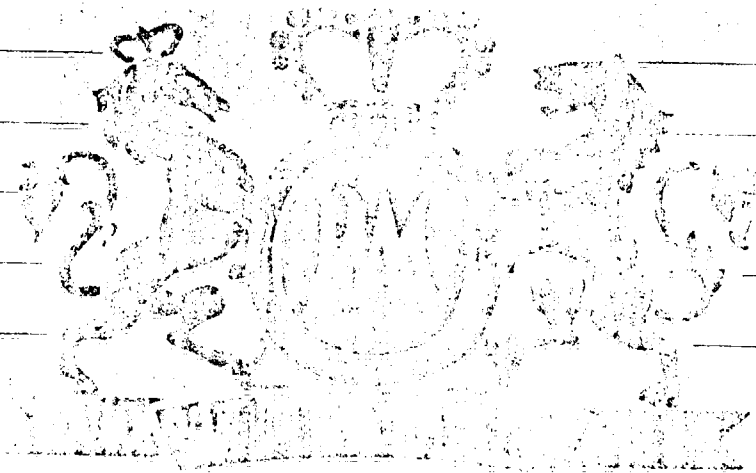
	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	23.4	24.3	52.3	.8459
AGES 18-34	207	22.2	24.2	53.6	.7778
AGES 35-50	149	24.2	26.2	49.7	.8014
AGES 51+	101	24.8	21.8	53.5	.7631
ALL MALES	296	23.0	26.7	50.3	.5300
AGES 18-34	135	21.5	25.2	53.3	.6711
AGES 35-50	101	24.8	28.7	46.5	.6934
AGES 51+	60	23.3	26.7	50.0	.7922
ALL FEMALES	161	24.2	19.9	55.9	.5883
AGES 18-34	72	23.6	22.2	54.2	.9021
AGES 35-50	48	22.9	20.8	56.3	.8801
AGES 51+	41	26.8	14.6	58.5	.5588
85MM MARLBORO SMOKERS	201	22.9	27.4	49.8	.5330
AGES 18-34	123	21.1	28.5	50.4	.5772
AGES 35-50	50	18.0	32.0	50.0	.6758
AGES 51+	28	39.3	14.3	46.4	.1828
MALE MARLBORO SMOKERS	135	21.5	29.6	48.9	.6540
AGES 18-34	86	19.8	30.2	50.0	.6666
AGES 35 AND OVER	49	24.5	28.6	46.9	.7723
FEMALE MARLBORO SMOKERS	66	25.8	22.7	51.5	.8011
AGES 18-34	37	24.3	24.3	51.4	1.0000
AGES 35 AND OVER	29	27.6	20.7	51.7	.7119
85MM FULL FLAVOR SMOKERS(EX MARL)	224	24.1	23.2	52.7	.8889
AGES 18-34	67	22.4	17.9	59.7	.7153
AGES 35-50	93	29.0	24.7	46.2	.6818
AGES 51+	64	18.8	26.6	54.7	.5394
MALE FULL FLAVOR	144	25.7	25.7	48.6	1.0000
AGES 18-34	40	25.0	17.5	57.5	.6409
AGES 35 AND OVER	104	26.0	28.8	45.2	.7662
FEMALE FULL FLAVOR SMOKERS	80	21.2	18.8	60.0	.8179
AGES 18-34	27	18.5	18.5	63.0	1.0000
AGES 35 AND OVER	53	22.6	18.9	58.5	.7802
LIGHT SMOKERS <20	52	34.6	9.6	55.8	.0681

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MEDIUM-SMOKERS 20-30	262	19.1	24.0	56.9	.5722
HEAVY SMOKERS 31+	124	26.6	29.0	44.4	.7841
PREFERRED CONTROL	168	29.8	18.5	51.8	.1390
PREFERRED EXPERIMENTAL	213	18.3	34.7	46.9	.0158

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



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TABLE-11

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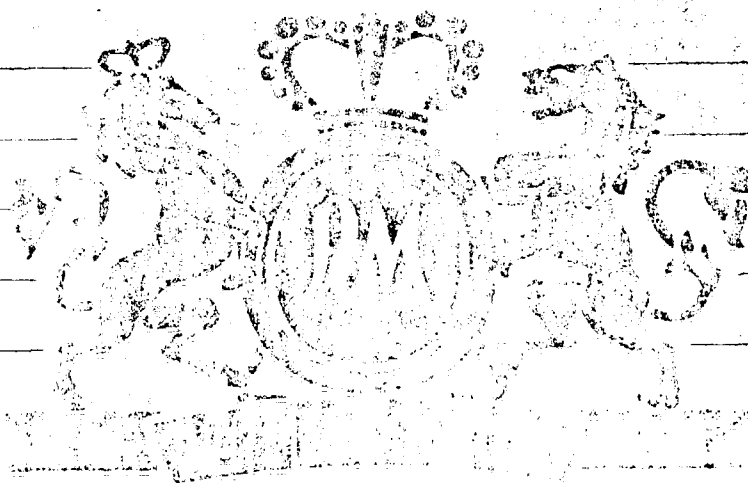
	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL-MDD	NO. DIFFERENCE	
TOTAL PANEL	457	33.3	45.1	21.7	.0113
AGES 18-34	207	32.4	44.9	22.7	.0674
AGES 35-50	149	35.6	49.0	15.4	.0975
AGES 51+	101	31.7	39.6	28.7	.5680
ALL MALES	296	35.5	42.2	22.3	.2436
AGES 18-34	135	30.4	45.2	24.4	.0816
AGES 35-50	101	42.6	41.6	15.8	.9176
AGES 51+	60	35.0	36.7	28.3	.8927
ALL FEMALES	161	29.2	50.3	20.5	.0075
AGES 18-34	72	36.1	44.4	19.4	.5132
AGES 35-50	48	20.8	64.6	14.6	.0029
AGES 51+	41	26.8	43.9	29.3	.2739
85MM MARLBORO SMOKERS	201	34.8	43.8	21.4	.2016
AGES 18-34	123	35.8	43.1	21.1	.5772
AGES 35-50	50	36.0	46.0	18.0	.5132
AGES 51+	28	28.6	42.9	28.6	.5436
MALE MARLBORO SMOKERS	135	37.8	43.0	19.3	.5543
AGES 18-34	86	36.0	45.3	18.6	.6072
AGES 35 AND OVER	49	40.8	38.8	20.4	.8813
FEMALE MARLBORO SMOKERS	66	28.8	45.5	25.8	.1725
AGES 18-34	37	35.1	37.8	27.0	.8639
AGES 35 AND OVER	29	20.7	55.2	24.1	.0602
85MM FULL FLAVOR SMOKERS(EX MARL)	224	31.7	46.0	22.3	.0307
AGES 18-34	67	26.9	44.8	28.4	.1389
AGES 35-50	93	35.5	50.5	14.0	.1429
AGES 51+	64	31.3	40.6	28.1	.5399
MALE FULL FLAVOR	144	34.0	41.7	24.3	.6376
AGES 18-34	40	20.0	42.5	37.5	.1512
AGES 35 AND OVER	104	39.4	41.3	19.2	.8389
FEMALE FULL FLAVOR SMOKERS	80	27.5	53.7	18.8	.0180
AGES 18-34	27	37.0	48.1	14.8	.5710
AGES 35 AND OVER	53	22.6	56.6	20.8	.0130
LIGHT SMOKERS <20	52	26.9	51.9	21.2	.0681

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MEDIUM SMOKERS 20-30	262	31.3	46.9	21.8	.0111
HEAVY SMOKERS 31+	124	41.1	37.9	21.0	.7203
PREFERRED CONTROL	168	57.7	26.8	15.5	.0002
PREFERRED EXPERIMENTAL	213	19.7	64.8	15.5	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



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TABLE 12

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	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	42.2	30.4	27.4	.0113
AGES 18-34	207	43.0	32.9	24.2	.1407
AGES 35-50	149	43.0	30.2	26.8	.1157
AGES 51+	101	39.6	25.7	34.7	.1602
ALL MALES	296	40.5	32.8	26.7	.1781
AGES 18-34	135	42.2	33.3	24.4	.3024
AGES 35-50	101	38.6	34.7	26.7	.6934
AGES 51+	60	40.0	28.3	31.7	.6304
ALL FEMALES	161	45.3	26.1	28.6	.0141
AGES 18-34	72	44.4	31.9	23.6	.2890
AGES 35-50	48	52.1	20.8	27.1	.0287
AGES 51+	41	39.0	22.0	39.0	.2739
85MM MARLBORO SMOKERS	201	41.8	34.8	23.4	.6755
AGES 18-34	123	40.7	37.4	22.0	.7193
AGES 35-50	50	46.0	34.0	20.0	.5990
AGES 51+	28	39.3	25.0	35.7	.5436
MALE MARLBORO SMOKERS	135	40.7	37.8	21.5	.7308
AGES 18-34	86	40.7	39.5	19.8	.9105
AGES 35 AND OVER	49	40.8	34.7	24.5	.6723
FEMALE MARLBORO SMOKERS	66	43.9	28.8	27.3	.2161
AGES 18-34	37	40.5	32.4	27.0	.6280
AGES 35 AND OVER	29	48.3	24.1	27.6	.1908
85MM FULL FLAVOR SMOKERS (EX MARL)	224	42.0	26.3	31.7	.0185
AGES 18-34	67	43.3	23.9	32.8	.1084
AGES 35-50	93	41.9	28.0	30.1	.1744
AGES 51+	64	40.6	26.6	32.8	.2597
MALE FULL FLAVOR	144	40.3	28.5	31.3	.1530
AGES 18-34	40	42.5	20.0	37.5	.1512
AGES 35 AND OVER	104	39.4	31.7	28.8	.5610
FEMALE FULL FLAVOR SMOKERS	80	45.0	22.5	32.5	.0417
AGES 18-34	27	44.4	29.6	25.9	.5521
AGES 35 AND OVER	53	45.3	18.9	35.8	.0516
LIGHT SMOKERS <20	52	46.2	30.8	23.1	.2666

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MEDIUM SMOKERS 20-30	262	44.3	28.6	27.1	.0111
HEAVY SMOKERS 31+	124	37.9	34.7	27.4	.7203
PREFERRED CONTROL	168	22.0	55.4	22.6	.0001
PREFERRED EXPERIMENTAL	213	62.9	14.1	23.0	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
 3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



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TABLE 13

ALL THINGS CONSIDERED, WHICH DO YOU PREFER

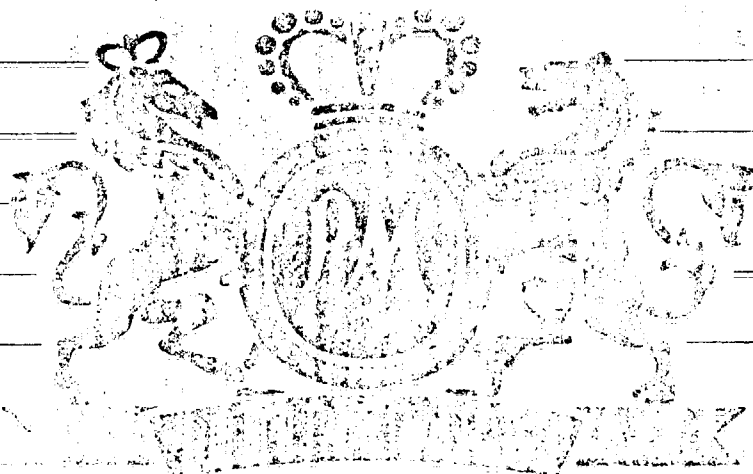
	NUMBER	PERCENTAGES			PROBABILITY
		MARL	MARL MOD	NO DIFFERENCE	
TOTAL PANEL	457	36.8	46.6	16.6	.0333
AGES 18-34	207	37.2	46.4	16.4	.1836
AGES 35-50	149	37.6	43.6	18.8	.5320
AGES 51+	101	34.7	51.5	13.9	.0870
ALL MALES	296	38.5	45.9	15.5	.1983
AGES 18-34	135	34.8	47.4	17.8	.1397
AGES 35-50	101	42.6	42.6	14.9	1.0000
AGES 51+	60	40.0	48.3	11.7	.5260
ALL FEMALES	161	33.5	47.8	18.6	.0655
AGES 18-34	72	41.7	44.4	13.9	.8089
AGES 35-50	48	27.1	45.8	27.1	.1911
AGES 51+	41	26.8	56.1	17.1	.0578
85MM MARLBORO SMOKERS	201	37.3	43.8	18.9	.6378
AGES 18-34	123	37.4	44.7	17.9	.5772
AGES 35-50	50	46.0	38.0	16.0	.5788
AGES 51+	28	21.4	50.0	28.6	.1268
MALE MARLBORO SMOKERS	135	39.3	44.4	16.3	.5543
AGES 18-34	86	34.9	47.7	17.4	.2338
AGES 35 AND OVER	49	46.9	38.8	14.3	.5750
FEMALE MARLBORO SMOKERS	66	33.3	42.4	24.2	.5328
AGES 18-34	37	43.2	37.8	18.9	.7417
AGES 35 AND OVER	29	20.7	48.3	31.0	.1336
85MM FULL FLAVOR SMOKERS (EX MARL)	224	37.1	49.1	13.8	.0679
AGES 18-34	67	34.3	50.7	14.9	.1758
AGES 35-50	93	35.5	46.2	18.3	.3004
AGES 51+	64	42.2	51.6	6.3	.5399
MALE FULL FLAVOR	144	38.9	47.2	13.9	.3187
AGES 18-34	40	32.5	50.0	17.5	.2678
AGES 35 AND OVER	104	41.3	46.2	12.5	.6300
FEMALE FULL FLAVOR SMOKERS	80	33.7	52.5	13.7	.0898
AGES 18-34	27	37.0	51.9	11.1	.5521
AGES 35 AND OVER	53	32.1	52.8	15.1	.1270
LIGHT SMOKERS <20	52	32.7	53.8	13.5	.1233

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MEDIUM SMOKERS-20-30	262	35.1	47.3	17.6	.0454
HEAVY SMOKERS 31+	124	42.7	42.7	14.5	1.0000
PREFERRED CONTROL	168	100.0	.0	.0	.0001
PREFERRED EXPERIMENTAL	213	.0	100.0	.0	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



R & D

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TABLE-14

ALL THINGS CONSIDERED, WHICH DO YOU PREFER
BASED UPON PANELISTS WHO EXPRESSED A PREFERENCE

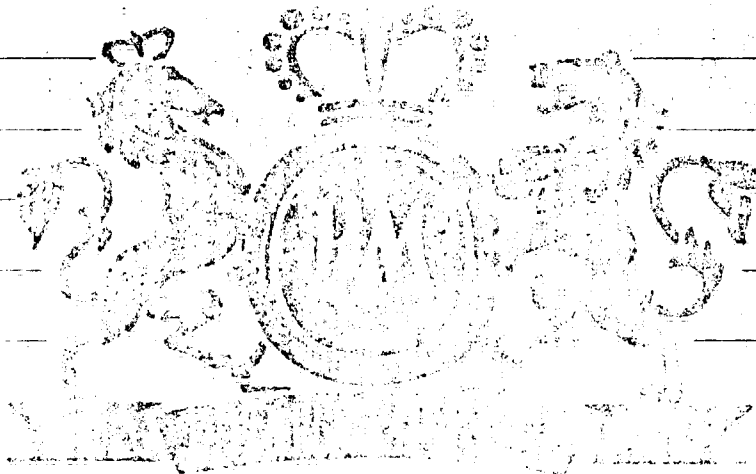
	NUMBER	PERCENTAGES		PROBABILITY
		MARL	MARL MOD	
TOTAL PANEL	381	44.1	55.9	.0333
AGES 18-34	173	44.5	55.5	.1836
AGES 35-50	121	46.3	53.7	.5320
AGES 51+	87	40.2	59.8	.0870
ALL MALES	250	45.6	54.4	.1983
AGES 18-34	111	42.3	57.7	.1397
AGES 35-50	86	50.0	50.0	1.0000
AGES 51+	53	45.3	54.7	.5260
ALL FEMALES	131	41.2	58.8	.0665
AGES 18-34	62	48.4	51.6	.8089
AGES 35-50	35	37.1	62.9	.1911
AGES 51+	34	32.4	67.6	.0578
85MM MARLBORO SMOKERS	163	46.0	54.0	.6378
AGES 18-34	101	45.5	54.5	.5772
AGES 35-50	42	54.8	45.2	.5788
AGES 51+	20	30.0	70.0	.1268
MALE MARLBORO SMOKERS	113	46.9	53.1	.5543
AGES 18-34	71	42.3	57.7	.2338
AGES 35 AND OVER	42	54.8	45.2	.5750
FEMALE MARLBORO SMOKERS	50	44.0	56.0	.5328
AGES 18-34	30	53.3	46.7	.7417
AGES 35 AND OVER	20	30.0	70.0	.1336
85MM FULL FLAVOR SMOKERS(EX MARL)	193	43.0	57.0	.0679
AGES 18-34	57	40.4	59.6	.1758
AGES 35-50	76	43.4	56.6	.3004
AGES 51+	60	45.0	55.0	.5399
MALE FULL FLAVOR	124	45.2	54.8	.3187
AGES 18-34	33	39.4	60.6	.2678
AGES 35 AND OVER	91	47.3	52.7	.6300
FEMALE FULL FLAVOR SMOKERS	69	39.1	60.9	.0898
AGES 18-34	24	41.7	58.3	.5521
AGES 35 AND OVER	45	37.8	62.2	.1270
LIGHT SMOKERS <20	45	37.8	62.2	.1233

R & D

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MEDIUM SMOKERS-20-30	216	42.6	57.4	.0454
HEAVY SMOKERS 31+	106	50.0	50.0	1.0000
PREFERRED CONTROL	168	100.0	.0	.0001
PREFERRED EXPERIMENTAL	213	.0	100.0	.0001

PRODUCT OPINION LABORATORY : DATA BASED UPON 457 USABLE RETURNS ANALYZED OCTOBER, 1980
3105, 85MM MARLBORO VS 85MM MARLBORO W/FLAVOR MODIFICATION 7282-1560



R & D

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TABLE 15

THREE POINT QUALITATIVE ATTRIBUTES

	MARLBORO		FFX		TOTAL PANEL	
	C	E	C	E	C	E
WERE THE CIGARETTES:						
TOO HOT SMOKING	50	49	60	46	120	102
TOO COOL SMOKING	12	12	11	12	25	25
ABOUT RIGHT	134	135	147	160	301	319
PROBABILITY	.9937		.2948		.6269	
DID THE FILTER WORK:						
TOO EFFECTIVELY	14	19	26	18	40	41
NOT EFFECTIVELY ENOUGH	34	31	36	23	77	59
ABOUT RIGHT	149	147	160	181	333	350
PROBABILITY	.6407		.0592		.2435	
WERE THE CIGARETTES:						
TOO MILD	34	45	46	47	83	94
TOO STRONG	53	44	60	41	123	92
ABOUT RIGHT	110	108	115	133	244	264
PROBABILITY	.3036		.0851		.0502	
WAS THE AROMA:						
TOO STRONG	38	38	34	27	81	72
TOO WEAK	25	19	27	41	58	60
ABOUT RIGHT	134	140	155	148	306	313
PROBABILITY	.6281		.1444		.7303	

R & D

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TABLE-15 (CONTINUED)

THREE POINT QUALITATIVE ATTRIBUTES

	MARLBORO		FFX		TOTAL PANEL	
	C	E	C	E	C	E
DID THEY BURN:						
TOO SLOWLY	8	10	8	7	17	18
TOO RAPIDLY	53	54	49	63	109	124
ABOUT RIGHT	134	131	162	149	320	304
PROBABILITY	.8758		.3075		.5003	
WERE THE CIGARETTES:						
TOO DRY	68	71	82	63	158	143
TOO MOIST	6	6	2	8	8	15
ABOUT RIGHT	119	116	134	147	277	285
PROBABILITY	.9497		.0345		.2229	

R & D

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TABLE 16

DUO-TRIO QUESTION

	<u>CORRECT</u>	<u>INCORRECT</u>
85mm Marlboro Smokers	95	97
85mm Full Flavor Smokers*	111	106

*Excluding Marlboro 85mm

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Test

Table 17

TALLY OF DISLIKES ABOUT EACH CIGARETTE

	<u>Control</u>	<u>Experimental</u>
<u>TASTE</u>		
Dislike taste-flavor	27	22
Lacked taste-flavor	19	15
Aftertaste	31	32
Sweet taste	0	0
Bitter taste	3	8
Harsh taste	6	4
Too dry	22	22
Off taste	2	3
<u>STRENGTH</u>		
Too strong	30	24
Too harsh	25	20
Too hot	22	24
Too mild	21	21
Caused cough	2	0
Caused headache	1	0
<u>EFFECT ON MOUTH-THROAT</u>		
Irritated-burned tongue	4	2
Irritated-burned mouth	1	2
Irritated-burned throat	7	4
<u>PHYSICAL CHARACTERISTICS</u>		
Draws too easily	1	2
Loose pack	6	0
Hard draw	6	10
Fast burn	23	35
Slow burn	3	1
Ash falls off	0	0
<u>FILTER</u>		
Filter fell off	33	11
Too long	0	0
<u>MISCELLANEOUS</u>		
Unpleasant aroma	6	9
Not satisfying	5	8
Smoke more	2	0

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Appendix A
ANALYTICAL SUMMARY

1000387347

TO: Mr. J. E. Wickham

DATE: August 20, 1980

FROM: Elizabeth Chambers

SUBJECT: National POL 3105

Submitted By: H. Maxwell

DOVW-1 = Red R8, Red J2 and Black R8, Black H6 =
Control Marlboro 85 Cigarettes

DOVX-1 = Red H6 and Black J2 = Experimental Marlboro 85
Cigarettes With Flavor Modification 7282-156D

The experimental Marlboro 85 cigarettes (DOVX-1) with flavor modification 7282-156D were not different from the control Marlboro 85 cigarettes (DOVW-1) in any of the characteristics tested.

	Control Marlboro 85	Experimental Marlboro 85 With Flavor Modification 7282-156D
IBM Code	DOVW-1	DOVX-1
<u>Smoke</u>		
Butt Length, mm	28	28
FTC Tar, mg/cigt.	15.7	15.9
Nicotine, mg/cigt.	1.00	0.94
Puffs/cigt.	8.9	8.9
Filtration Eff., %	49	47
<u>Cigarette</u>		
Total RTD, in. of H ₂ O	4.7	4.6
Static Burn. Time, min.	7.1	7.5
Length, mm	84.6	84.5
Circumference, mm	24.9	24.9
<u>Paper</u>		
Additive, type	Cit.	Cit.
Porosity, sec.	21	20
<u>Filter</u>		
RTD, in. of H ₂ O	3.0	3.0
Length, mm	21.1	21.1
Weight, g	0.15	0.14
Tipping paper length, mm	25	25
Dilution, %	9	8
<u>Filler</u>		
Total alkaloids, %	1.63	1.62
Total reducing sugars, %	4.2	4.6
Wt. of tob., g	0.774	0.769
Rod Density, g/cc	0.247	0.246

EC:gmm

cc: Mr. T. T. Goodale
Dr. W. F. Gannon
Mr. L. F. Meyer
Mr. J. S. Osmalov
Mr. F. L. Daylor
Mr. H. G. Daniel
Mr. H. L. Spielberg
Mr. C. N. Kounnas
Mr. H. M. Maxwell
Ms. F. West
Ms. J. Collins ✓

Elizabeth Chambers/jew

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Appendix B

BALLOT

PRODUCT OPINION LABORATORY

P. O. Box 26563 - Richmond, Virginia 23261

Telephone: (804) 271-3368

PLEASE
RETURN BALLOT BY:

N-3105 (BLACK CODES)

Dear Panelist:

With this ballot I am enclosing ten packs of cigarettes coded as follows: J2 - 3 packs (BLACK CODES), H6 - 3 packs (BLACK CODES), R8 - 4 packs (BLACK CODES). First smoke the 3 packs of J2 and answer the questions in Part I of the ballot. Next smoke the 3 packs of H6 and answer the questions in Part II. After smoking J2 and H6, answer Part III, smoking as many of the 4 packs of R8 as you need to answer the last question.

When the ballot is completely filled out, please return it to me in the enclosed postage-paid envelope.

ONLY THE PERSON WHOSE NAME APPEARS
ON THIS LABEL SHOULD TAKE THE TEST.

Please print name/
address corrections
on label. Does the
change apply to all
family members
or just to you?

If Address Changed

What is your new
phone number?

(Include Area Code)

Thank you very much. Your cooperation in this test is most helpful.

Cordially,

J. Collins

Study Leader

NA-2B

1000387350

PART 1

TO BE ANSWERED AFTER YOU HAVE FINISHED
SMOKING J2 & BEFORE YOU START SMOKING H6.

1. Check the box that best describes how you feel about the cigarette coded J2.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

2. What, if anything, did you like about cigarettes J2?

3. What, if anything, did you dislike about cigarettes J2?

4. Please tell us what you think of cigarettes J2 as follows:

a. Were the cigarettes:

☐ too hot smoking

☐ too cool smoking

☐ about right

b. Did the filter work:

☐ too effectively

☐ not effectively enough

☐ about right

c. Were the cigarettes:

☐ too mild

☐ too strong

☐ about right

d. Was the aroma:

☐ too strong

☐ too weak

☐ about right

e. Did they burn:

☐ too slowly

☐ too rapidly

☐ about right

f. Were the cigarettes:

☐ too dry

☐ too moist

☐ about right

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PART II

TO BE ANSWERED AFTER YOU
HAVE FINISHED SMOKING H6.

1. Check the box that best describes how you feel about the cigarette coded H6.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

2. What, if anything, did you like about cigarettes H6?

3. What, if anything, did you dislike about cigarettes H6?

4. Please tell us what you think of cigarettes H6 as follows:

a. Were the cigarettes:

☐ too hot smoking

☐ too cool smoking

☐ about right

b. Did the filter work:

☐ too effectively

☐ not effectively enough

☐ about right

c. Were the cigarettes:

☐ too mild

☐ too strong

☐ about right

d. Was the aroma:

☐ too strong

☐ too weak

☐ about right

e. Did they burn:

☐ too slowly

☐ too rapidly

☐ about right

f. Were the cigarettes:

☐ too dry

☐ too moist

☐ about right

Now please turn to Part III.

NA-2B

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PART III

TO BE COMPLETED AFTER YOU
HAVE FINISHED PARTS I AND II

1. Would you please compare the two cigarettes and indicate which cigarette:

	J2	H6	No Difference
Has better flavor?			
Has the easier draw?			
Has more strength?			
Has the better aroma?			
Has the better aftertaste?			
Is more satisfying?			
Is cooler?			
Is hotter?			
Is slower burning?			
Is milder?			
Is harsher?			

2. All things considered, which cigarette do you prefer?

☐ Prefer J2 ☐ Prefer H6 ☐ No Preference

3. Now smoke the cigarettes coded R8. Smoke only as many as you need to make this judgment. Circle one even if you are not sure.

R8 is more like J2 or H6 (circle one)

What brand do you smoke most often?

(Please be specific, e.g., Marlboro Lights, Winston Lights, Kool Milds, etc.)

Is it filtered? ☐ Yes ☐ No (check one)

Is it menthol? ☐ Yes ☐ No (check one)

If it is filtered, is it ☐ King Size (85mm or less) or ☐ Extra Long (100/120mm)?

How many cigarettes do you smoke per day?

If needed use scale below to determine cigarette length

← Place End of Cigarette Here

80 85 100 120 mm

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SPARKS FALLS, N.C.
MADE IN U.S.A.

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