

OMEGA REPORT 28/91

T.Sallantaus 01.11.91

PAIRED COMPARISON ANALYSIS OF YIPEE TRIAL 91-2
AND LUCKY STRIKE FIN

Time 29.-31.October 91, total 2 sessions

Smokings Total 24 smokings

Products Yipee Trial 91-2, made of LS Lights blend and
current Lucky Strike Fin on the market

Test objective To find out if there are significant dif-
ferences between Trial 91-2 and Lucky Strike
in mechanics, irritant sensations and flavour
amplitude.

Test method - Omega I assessment
- Test products masked colour coded
- Wilcoxon Matched Pairs - Signed Ranks Test

Results Significant differences were found as follows:
Yipee Trial 91-2 compared with Lucky Strike has:
- lower draw resistance (at 99 % conf.level)
- lower draw effort (at 95 % conf.level)
- higher mouthfull of smoke (at 98 % conf.level)

See the enclosed tables and graph.

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| CHARACTERISTICS | SIGN.DIFFERENCE AT % CONF.LEVEL | P A N E L VIPEE TRIAL | M E A N 91-2 LUCKY STRIKE FIN | S C O R E S |
|------------------------|------------------------------------|--------------------------|----------------------------------|-------------|
| MECHANICS | | | | |
| -Draw Resistance | 99 % | 2.60 | *** | 2.92 |
| -Draw Effort | 95 % | 2.06 | * | 2.33 |
| -Mouthfull of Smoke | 98 % | 3.57 | ** | 3.26 |
| -Ease of Lightning | | normal | | normal |
| -Burn Rate | | normal | | normal |
| IRRITATIONS | | | | |
| -Mouth Irritation | NSD | 2.38 | | 2.42 |
| -Throat Irritation | NSD | 2.54 | | 2.36 |
| -TACT | NSD | 2.71 | | 2.71 |
| FLAVOUR AMPLITUDE | NSD | 2.84 | | 2.92 |
| TOP NOTES | | | | |
| -Flue-Cured | | | | |
| -Air-Cured | | | | |
| -Oriental | | | | |
| BASE NOTES | | | | |
| -Roasted/Toasted | | | | |
| -Burnt | | | | |
| ADDITIONAL FLAVOUR | | | | |

***) significant difference at more than 99 % confidence level
 **) significant difference at more than 98 % confidence level
 *) significant difference at more than 95 % confidence level
 NSD no significant difference

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YIPPEE TRIAL 91-2 AND LUCKY STRIKE FIN

