

SUBJECT: FAIRBANK LIGHTS KS Product Improvement

SAMPLE: 168 BALEIGH Inghes KS/193 RAINIGH KS/187 Competitive Full-Waste

1963

342/ 362 RALEIGH Rights RS - Candidate "A"

362 / 347 Current RATEIGN Rights KS (XIF-381)

[illegible]

+/-	Directional Difference:	60-79% Confidence Level
+/+/-	Marginal Difference:	80-94% Confidence Level
+/+/+	Significant Difference:	95% Confidence Level

558004920

SUBJECT: RALEIGH Lights KS Product Improvement

SAMPLE: 168 RALEIGH Lights KS/193 RALEIGH KS/187 Competitive Full-Teste

CIGARETTES:

342/ 362 RALEIGH Lights KS - Candidate "A"

362/ 342 Current RALEIGH Lights KS - (XLF-361)

PREFERENCE:	RALEIGH Smokers					
	Total		Male		Female	
Experimental	41		42		40	
Control	39		33		46	
No Preference (n =)	20 (183)		26 (98)		14 (95)	

ATTRIBUTES:	Total		Male		Female	
	Exp.	Con.	Exp.	Con.	Exp.	Con.
STRENGTH (7=Stronger)	3.64	3.57	3.50	3.55	3.79	3.59
HARSHNESS (7=Harsher)	4.05**	3.82	3.90	3.82	4.21**	3.81
TOBACCO TASTE (7=More)	3.70	3.60	3.57	3.52	3.89*	3.67
TASTE/FLAVOR (7=Better)	3.41	3.31	3.38**	3.09	3.44	3.53
SATISFYING (7=More)	3.14*	2.99	3.28***	2.86	3.00	3.14
AFTERTASTE (7=More Unpleasant)	4.38	4.31	4.33**	4.58	4.44**	4.03

+/-/* Directional Difference: 66-79% Confidence Level

++/--/** Marginal Difference: 80-94% Confidence Level

+++/-/-/*** Significant Difference: 95% Confidence Level

558004921

SUBJECT: RALEIGH Lights KS Product Improvement
SAMPLE: 168 RALEIGH Lights KS/193 RALEIGH KS/187 Competitive Full-Taste
CIGARETTES:
342/ 362 RALEIGH lights KS - Candidate
362/ 342 Current RALEIGH Lights KS (X1F-381)

PREFERENCE:	Competitive Full-Taste					
	Total		Male		Female	
Experimental	43		474		39	
Control	40		35		45	
No Preference (n =)	17 (187)		18 (95)		10 (92)	

ATTRIBUTES:	Total		Male		Female	
	Exp.	Con.	Exp.	Con.	Exp.	Con.
STRENGTH (7=Stronger)	3.74**	3.50	3.67	3.61	3.80**	3.39
HARSHNESS (7=Harsher)	4.02**	3.78	3.99	3.82	4.05**	3.73
TOBACCO TASTE (7=More)	3.59**	3.31	3.36	3.34	3.82**	3.28
TASTE/FLAVOR (7=Better)	3.19	3.11	3.23*	3.04	3.15	3.19
SATISFYING (7=More)	3.03*	2.85	3.13*	2.91	2.93	2.79
AFTERTASTE (7=More Unpleasant)	4.60	4.61	4.52*	4.69	4.69	4.52

+/-/* Directional Difference: 66-79% Confidence Level
+/-/--/** Marginal Difference: 80-94% Confidence Level
++/--/---/*** Significant Difference: 95+% Confidence Level

558004922

TOP-LINES
NON-CONTROL PRODUCT TEST

SUBJECT: RALEIGH Lights KS Product Improvement

SAMPLE: 159 RALEIGH Lights KS/174 RALEIGH KS/186 Competitive Full-Taste

CIGARETTES:

#352 / 372 RALEIGH Lights KS - Candidate "B"

#372 / 352 Current RALEIGH Lights KS (XIF-381)

PREFERENCE:	RALEIGH Lights Smokers		
	Total	Male	Female
Experimental	48++	43	52++
Control	37	40	35
No Preference	15	13	13
	(N =)	(159)	(75) (84)

ATTRIBUTES:	Total		Male		Female	
	Exp.	Con.	Exp.	Con.	Exp.	Con.
STRENGTH (7=Stronger)	4.30*	4.15	4.39**	4.05	4.23	4.23
HARSHNESS (7=Harsher)	4.27	4.31	4.20	4.28	4.33	4.33
TOBACCO TASTE (7=More)	4.10*	3.91	4.00	4.01	4.19**	3.81
TASTE/FLAVOR (7=Better)	3.49**	3.22	3.37	3.24	3.60**	3.20
SATISFYING (7=More)	3.35**	3.15	3.17	3.19	3.52***	3.11
AFTERTASTE (7=More Unpleasant)	4.46	4.51	4.61	4.52	4.31*	4.50

+/-/* Directional Difference: 66-79% Confidence Level
 +/--/** Marginal Difference: 80-94% Confidence Level
 ++/--/** Significant Difference: 95+% Confidence Level

558004928

TOP-LINES
NON-ALCOHOL PRODUCT TEST

Project 1980-142
P - 2

SUBJECT: RALEIGH Lights KS Product Improvement
SAMPLE: 152 RALEIGH Lights KS/174 RALEIGH KS/186 Competitive Full-Tests
CIGARETTES:
#352 / 372 RALEIGH Lights KS - Candidate "B"
#372 / 352 Current RALEIGH Lights KS (XLS-381)

PREFERENCE:	RALEIGH Smokers					
	Total		Male		Female	
Experimental	43		41		46	
Control	37		38		35	
No Preference	20		21		19	
	(N=) (174)		(89)		(85)	
EXPERIMENT:	Total		Male		Female	
	EXP.	CON.	EXP.	CON.	EXP.	CON.
STRENGTH (7=Stronger)	3.71	3.57	3.40	3.43	4.02**	3.73
HARSHNESS (7=Harsher)	3.85	3.88	3.67	3.84	4.04	3.93
TOBACCO TASTE (7=More)	3.69**	3.43	3.49**	3.26	3.89**	3.61
TASTE/FLAVOR (7=Better)	3.49**	3.28	3.40	3.34	3.58**	3.21
SATISFYING (7=More)	3.19**	2.92	3.13	3.06	3.25**	2.78
AFTERTASTE (7=More Unpleasant)	4.35	4.29	4.36	4.27	4.34	4.31

+/-/* Directional Difference: 66-79% Confidence Level
+/-/** Marginal Difference: 80-94% Confidence Level
+/-/*** Significant Difference: 95+% Confidence Level

558004924

Project 1980-147
P - 3

	Competitive Full-Taste					
	Total		Male		Female	
PREFERENCE:						
Experimental	36		39		36	
Control	39		36		43	
No. Preference	23		25		21	
(N=)	(186)		(92)		(94)	
DISCRIMINATION:						
	Total		Male		Female	
	Exp.	Con.	Exp.	Con.	Exp.	Con.
STRENGTH (7=Stronger)	3.47	3.35	3.40	3.42	3.54*	3.27
HARSHNESS (7=Harsher)	4.01**	3.74	3.98	3.79	4.03**	3.69
TOBACCO TASTE (7=More)	3.41	3.39	3.30	3.42	3.52*	3.35
TASTE/FLAVOR (7=Better)	3.02**	3.22	3.00*	3.20	3.04*	3.23
SATISFYING (7=More)	2.85	2.92	2.68	2.86	3.02	2.99
AFTERTASTE (7=More Unpleasant)	4.49	4.42	4.42	4.47	4.56*	4.38

+/-/* Directional Difference: 66-79% Confidence Level
 ++/--/** Marginal Difference: 80-94% Confidence Level
 +++/---/** Significant Difference: 95+% Confidence Level

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TOP-LINES
NON-MENTHOL PRODUCT TEST

Project 1980-148
P - 1

SUBJECT: RALEIGH Lights KS Product Improvement

SAMPLE: 175 RALEIGH Lights KS/207 RALEIGH KS/188 Competitive Full-Taste

CIGARETTES:

365 / 365 RALEIGH Lights KS - Candidate "C"

385 / 365 Current RALEIGH Lights KS (XLF-381)

PREFERENCE:	RALEIGH Lights Smokers		
	Total	Male	Female
Experimental	34	34	35
Control	42	43	41
No Preference	24 (N=)	23 (83)	24 (92)
ATTRIBUTES:	Total	Male	Female
	EXP. CUR.	EXP. CUR.	EXP. CUR.
STRENGTH (7=Stronger)	4.35*** 3.86	4.30*** 3.76	4.39** 3.96
HARSHNESS (7=Harsher)	4.46*** 4.01	4.46*** 3.87	4.47** 4.13
TOBACCO TASTE (7=More)	4.00** 3.78	3.90 3.82	4.05** 3.74
TASTE/FLAVOR (7=Better)	3.27** 3.49	3.33* 3.59	3.22 3.40
SATISFYING (7=More)	3.13* 3.29	3.24 3.43	3.03 3.16
AFTERTASTE (7=More Unpleasant)	4.70*** 4.37	4.76** 4.38	4.65** 4.36

+/-/* Directional Difference: 66-79% Confidence Level
 + + / - - / ** Marginal Difference: 80-94% Confidence Level
 + + + / - - - / *** Significant Difference: 95+% Confidence Level

558064926

SUBJECT: RALEIGH Lights KS Product Improvement

SAMPLE: 175 RALEIGH Lights KS/207 RALEIGH KS/188 Competitive Full-Teste

CIGARETTES:

#365 / 385 RALEIGH Lights KS - Candidate "C"

#385 / 365 Current RALEIGH Lights KS (XIF-381)

PREFERENCE:	RALEIGH Smokers		
	Total	Male	Female
Experimental	50+++	49	52+++
Control	36	33	33
No Preference (n)	14 (207)	12 (99)	15 (108)

ATTRIBUTES:	Total			Male			Female		
	Exp.	Cur.		Exp.	Cur.		Exp.	Cur.	
STRENGTH (7=Stronger)	3.26***	2.96		3.58***	2.79		3.92***	3.12	
HARSHNESS (7=Harsher)	3.84***	3.40		3.74***	3.21		3.93***	3.56	
TOBACCO TASTE (7=More)	3.80***	3.28		3.78***	3.24		3.82***	3.31	
TASTE/FLAVOR (7=Better)	3.40**	3.21		3.46*	3.26		3.35*	3.17	
SATISFYING (7=More)	3.08**	2.86		3.05	3.01		3.11***	2.73	
AFTERTASTE (7=More Unpleasant)	4.39	4.33		4.44*	4.26		4.34	4.40	

+/-/* Directional Difference: 66-79% Confidence Level

++/--/** Marginal Difference: 80-94% Confidence Level

+++/---/** Significant Difference: 95+% Confidence Level

558004927

TOP-LINES
NON-MENTHOL PRODUCT TEST

Project 1580-148
P - 3

SUBJECT: RALEIGH Lights KS Product Improvement

SAMPLE: 175 RALEIGH Lights KS/207 RALEIGH KS/188 Competitive Full-Taste

CIGARETTES:

#365 / 385 RALEIGH Lights KS - Candidate "C"

#385 / 365 Current RALEIGH Lights KS (XLP-301)

PREFERENCE:	Competitive Full-Taste		
	Total	Male	Female
Experimental	47+	50+	44
Control	36	35	26
No Preference	17 (N = 188)	15 (99)	20 (89)
ATTRIBUTES:	Total	Male	Female
	Exp. Con.	Exp. Con.	Exp. Con.
STRENGTH (7=Stronger)	3.93*** 3.45	3.90*** 3.38	3.95** 3.53
HARSHNESS (7=Harsher)	4.31*** 4.01	4.25** 3.99	4.38** 4.03
TOBACCO TASTE (7=More)	3.67*** 3.23	3.73** 3.23	3.61** 3.24
TASTE/FLAVOR (7=Better)	3.10 3.09	3.19 3.09	3.00 3.08
SATISFYING (7=More)	2.97** 2.78	3.04* 2.82	2.90 2.74
AFTERTASTE (7=More Unpleasant)	4.62 4.52	4.60 4.49	4.64 4.56

4/-/* Directional Difference: 66-79% Confidence Level
 +-/-/** Marginal Difference: 80-94% Confidence Level
 ++/---/** Significant Difference: 95+% Confidence Level

558004928