

9/18/92

BEST NM LT KS

30/46 @ 99% C.L
IN FAVOR OF
MARL. LTS/KS

CANDIDATE 4

CPT RESULTS

MRD 1992-32

BEST
"REDESIGN"

ATTRIBUTES BY SMOKER GROUP COMPARISON
CANDIDATE 4 (RED.) VS. MARLBORO
MARLBORO NM FT KS SMOKERS

	<u>TOTAL</u>	<u>MALES</u>	<u>FEMALES</u>	<u>21-35</u>	<u>36+</u>
BASE	418	306	112	274	144
OVERALL PREFERENCE (%)	39/41	39/41	38/40	39/41	39/41
CONFIDENCE LEVEL					

ATTRIBUTES

OVERALL LIKABILITY

LIKE VS. OWN BRAND

-

-

SATISFACTION

STRENGTH

-

SMOOTHNESS

++

IRRITATION

-

TOBACCO TASTE AMOUNT

++

+

TOBACCO TASTE

-

AFTERTASTE

DRAW

PACKS SMOKED

+/- 66 % CONFIDENCE LEVEL
++/-- 80 % CONFIDENCE LEVEL
+++/-- 95%+ CONFIDENCE LEVEL

NOTE: - CHART SHOWS CONFIDENCE LEVEL RANGE IN ATTRIBUTE
DIFFERENCE BETWEEN PRODUCTS AT 66% AND UP.

(1992-28)

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BEST NM LT KS

**CANDIDATE 4
VS.
MARLBORO NM LT KS**

CPT RESULTS

SAMPLE DESIGN/COMPOSITION/METHODOLOGY

- **PRODUCTS TESTED**
 - . **CANDIDATE 4 NM LT KS VS. MARLBORO NM LT KS**
- **SMOKERS**
 - . **MARLBORO NM LT KS**

<u>DEMOGRAPHY</u>		<u>%</u>
MALE	-	60.3
FEMALE	-	39.7
21-35	-	74.3
36+	-	25.7

- **TYPE OF TEST**
 - . **STANDARD UNIDENTIFIED SEQUENTIAL MONADIC.**
- **FIELDDED JULY 10, 1992**

MRD 1992-32

CANDIDATES 4
VS
MARLBORO NM LT KS

R & D PRODUCT ANALYSIS

<u>SMOKE ANALYSIS</u>	<u>CANDIDATE 4</u>	<u>MARLBORO NM LT KS</u>
TAR (MG)	11.2	10.7
TAR/PUFF (MG)	1.33	1.26
NICOTINE (MG)	0.86	0.82
NICOTINE/PUFF (MG)	0.10	0.10
CO (MG)	11.6	10.9
PUFF (CIG)	8.4	8.0
TAR/NIC	13.02	13.05

TOBACCO ANALYSIS (%)

MOISTURE	13.8	13.5
RECON	19.0	25.2
STEM	3.0	3.0

CIGARETTE ANALYSIS

PRESSURE DROP (OPEN)	5.0	5.0
COAL RETENTION (%)	99	90
ENDS STABILITY (MG)	9.7	6.2

PRODUCT SPECIFICATIONS

BLEND: XLF-1040Q	PLUG WRAP: S-65M2
CASING: XCF-2315/2316/ 2610/2611	CIGARETTE PAPER: E-853
FLAVOR XFF-662	TIPPING: 32MM WHITE
TOW: FT-248	DENSITY: 249 (MG/CC)

MRD 1992-32

BEST NM LT KS

DUPONT
"HEDONIC ATTRIBUTE RESULTS"*

- RELATIVE TO MARLBORO NM LT KS -

<u>ATTRIBUTE</u>	<u>CANDIDATE (1)</u>	
	<u>2A</u> (92-31)	<u>4</u> (92-32)
TOBACCO TASTE	SAME	SAME
OVERALL TASTE	SAME	SAME
AFTERTASTE	SAME	SAME
SATISFACTION	SAME	SAME
ACCEPTABILITY	SAME	SAME

***AMONG 47 MARLBORO NM LT KS SMOKERS**

(1) AT 95% C. L.

MRD 1992-31

BEST NM LT KS

**DUPONT
"JUST RIGHT" MEASURES***

- RELATIVE TO MARLBORO NM LT KS -

<u>ATTRIBUTE</u>	<u>CANDIDATE (1)</u>	
	<u>2A</u>	<u>4</u>
DRAW	SAME	DIFFERENT
MOUTHFUL OF SMOKE	SAME	SAME
IMPACT	SAME	DIFFERENT
IRRITATION	SAME	SAME
STRENGTH	SAME	SAME
SMOOTHNESS	SAME	SAME
TOBACCO TASTE AMOUNT	SAME	SAME

***AMONG 47 MARLBORO NM LT KS SMOKERS
(1) AT 95% C. L.**

MRD 1992-31

BEST NM LT KS
CANDIDATE 4
VS
MARLBORO NM LT KS
CPT RESULTS

RESEARCH OBJECTIVE

**TO MEASURE MARLBORO NM LT KS SMOKER REACTIONS
TO A NM LT KS CANDIDATE RELATIVE TO MARLBORO
NM LT KS.**

HYPOTHESIS

**THE CANDIDATE WILL BE SUPERIOR TO MARLBORO NM
LT KS IN PREFERENCE AND LIKABILITY WITH
SUPPORTING KEY ATTRIBUTES.**

MANAGEMENT DECISION

**THESE RESULTS WILL PROVIDE GUIDANCE FOR
CORPORATE PRODUCT DECISION MAKING.**

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BEST NM LT KS

CANDIDATE 4
VS
MARLBORO NM LT KS

CPT RESULTS

CONCLUSION

- HYPOTHESIS REJECTED
- . MARLBORO NM LT KS WAS PREFERRED.

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BEST NM LT KS

DEMOGRAPHICS OF TESTING POPULATIONS
(%)

<u>DEMOGRAPHICS</u>	<u>POPULATION</u>		<u>BRAND SWITCHER</u>
	<u>DUPONT</u>	<u>CPT</u>	
GENDER			
M	34	60.3	62
F	66	39.7	38
AGE			
21-35	49	74.3	74
36+	51	25.7	26
RACE			
WHITE	98	96	96
BLACK	2	3	2
HISPANIC	0	1	2

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CANDIDATE 4
VS
MARLBORO NM LT KS

CPT Results
Preference and Attributes

	<u>MARLBORO NM LT KS SMOKERS</u>		
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
(N=)	(401)	(242)	(159)
<u>Preference % (Overall)</u>	30/46	26/48	35/44
CONFIDENCE LEVEL	99	99	79
<u>Attributes</u>			
OVERALL LIKABILITY (Like)	---	---	
LIKE VS. OWN BRAND (Like)	---	---	
SATISFACTION (More)	---	---	
STRENGTH (Stronger)		++	
SMOOTHNESS (Smoother)	---	---	
IRRITATION (More)	+	+++	
TOBACCO TASTE AMOUNT (More)	---	--	--
TOBACCO TASTE (Better)	---	---	
AFTERTASTE (More Pleasant)	---	---	
DRAW (Easier)	--	--	

+/- 66% Confidence Level
 ++/-- 80% Confidence Level
 +++/--- 95%+ Confidence Level

Note: - Chart shows confidence level range in attribute difference between products at 66% and up.

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CANDIDATE 4
VS
MARLBORO NM LT KS

CPT Results
Preference and Attributes

	<u>MARLBORO NM LT KS SMOKERS</u>		
	<u>TOTAL</u>	<u>21-35</u>	<u>36+</u>
(N=)	(401)	(298)	(103)
<u>Preference % (Overall)</u>	30/46	28/47	35/44
CONFIDENCE LEVEL	99	99	
<u>Attributes</u>			
OVERALL LIKABILITY (Like)	---	---	--
LIKE VS. OWN BRAND (Like)	---	---	
SATISFACTION (More)	---	---	---
STRENGTH (Stronger)			
SMOOTHNESS (Smoother)	---	---	
IRRITATION (More)	+	++	
TOBACCO TASTE AMOUNT (More)	---	-	---
TOBACCO TASTE (Better)	---	---	--
AFTERTASTE (More Pleasant)	---	---	
DRAW (Easier)	--	---	

+/- 66% Confidence Level
 ++/-- 80% Confidence Level
 +++/--- 95%+ Confidence Level

Note: - Chart shows confidence level range in attribute difference between products at 66% and up.

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CANDIDATE 4
VS
MARLBORO NM LT KS

CPT Results
Preference and Attributes

	MARLBORO NM LT KS SMOKERS			
	MALE		FEMALE	
	<u>21-35</u>	<u>36+</u>	<u>21-35</u>	<u>36+</u>
(N=)	(176)	(66)	(122)	(37)
<u>Preference % (Overall)</u>	23/48	33/47	34/46	38/38
CONFIDENCE LEVEL	99	73	81	
<u>Attributes</u>				
OVERALL LIKABILITY (Like)	---	---	-	
LIKE VS. OWN BRAND (Like)	---	--		
SATISFACTION (More)	---	---		
STRENGTH (Stronger)	++			
SMOOTHNESS (Smoother)	---	--		
IRRITATION (More)	+++	++		--
TOBACCO TASTE AMOUNT (More)		---	-	--
TOBACCO TASTE QUALITY (Better)	---	--		
AFTERTASTE (More Pleasant)	---	--		
DRAW (Easier)	---			
+/-	66% Confidence Level			
++/--	80% Confidence Level			
+++/--	95%+ Confidence Level			

Note: - Chart shows confidence level range in attribute difference between products at 66% and up.

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CANDIDATE 4
VS
MARLBORO NM LT KS

CPT Results
Preference and Attributes

	<u>MARLBORO NM LT KS SMOKERS</u>		
	<u>Consumption Level (Sticks/day)</u>		
(N=)	<u>10-19</u> (54)	<u>20-29</u> (210)	<u>30+</u> (137)
<u>Preference % (Overall)</u>	33/50	27/46	32/46
CONFIDENCE LEVEL	77	99	93
<u>Attributes</u>			
OVERALL LIKABILITY (Like)		98	98
LIKE VS. OWN BRAND (Like)		94	86
SATISFACTION (More)	85	97	97
STRENGTH (Stronger)			
SMOOTHNESS (Smoother)		84	85
IRRITATION (More)			
TOBACCO TASTE AMOUNT (More)	96		93
TOBACCO TASTE (Better)		98	89
AFTERTASTE (More Pleasant)	85	87	
DRAW (Easier)		81	86
+/- 66% Confidence Level			
++/-- 80% Confidence Level			
+++/-- 95%+ Confidence Level			

Note: - Boxed confidence levels indicate B&W product received the higher rating.
- Chart shows confidence level range in attribute difference between products at 66% and up.

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CANDIDATE 4
VS
MARLBORO NM LT KS

MARLBORO NM LT KS SMOKERS (N=401)								
CANDIDATE 4					MARLBORO			
ATTRIBUTE	MEAN SCORE	TOO MUCH	JR	TOO LITTLE	MEAN SCORE	TOO MUCH	JR	TOO LITTLE
STRENGTH	3.95	20	56	24	3.98	15	70	15
SMOOTHNESS	3.84-	11	68	21	3.90	8	76	16
IRRITATION	4.09	19	71	10	4.11	15	77	8
TOBACCO TASTE AMOUNT	3.75---	16	55	29	3.89	12	69	19

+/- 66% CONFIDENCE LEVEL
 ++/-- 80% CONFIDENCE LEVEL
 +++/--- 95%+ CONFIDENCE LEVEL

NOTE - STATISTICS ARE RELATIVE TO MARLBORO.

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CANDIDATE 4
VS
MARLBORO NM LT KS

MALE MARLBORO NM LT KS SMOKERS (N=242)								
CANDIDATE 4					MARLBORO			
<u>ATTRIBUTE</u>	<u>MEAN SCORE</u>	<u>TOO MUCH</u>	<u>JR</u>	<u>TOO LITTLE</u>	<u>MEAN SCORE</u>	<u>TOO MUCH</u>	<u>JR</u>	<u>TOO LITTLE</u>
STRENGTH	3.92	21	54	25	3.91	12	72	16
SMOOTHNESS	3.84--	12	65	23	3.98	10	78	13
IRRITATION	4.08	20	69	11	4.04	12	80	9
TOBACCO TASTE AMOUNT	3.77	17	55	29	3.82	9	71	20

+/- 66% CONFIDENCE LEVEL
 ++/-- 80% CONFIDENCE LEVEL
 +++/--- 95%+ CONFIDENCE LEVEL

NOTE - STATISTICS ARE RELATIVE TO MARLBORO.

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CANDIDATE 4
VS
MARLBORO NM LT KS

FEMALE MARLBORO NM LT KS SMOKERS (N=159)

ATTRIBUTE	CANDIDATE 4				MARLBORO			
	MEAN SCORE	TOO MUCH	JR	TOO LITTLE	MEAN SCORE	TOO MUCH	JR	TOO LITTLE
STRENGTH	4.00	19	58	22	4.09	19	67	14
SMOOTHNESS	3.84	9	72	18	3.77	7	72	21
IRRITATION	4.10--	17	74	09	4.23	21	72	7
TOBACCO TASTE AMOUNT	3.72---	14	56	30	3.99	17	66	17

+/- 66% CONFIDENCE LEVEL
 ++/-- 80% CONFIDENCE LEVEL
 +++/--- 95%+ CONFIDENCE LEVEL

NOTE - STATISTICS ARE RELATIVE TO MARLBORO.

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**CANDIDATE 4
VS
MARLBORO NM LT KS**

21-35 YEAR OLD MARLBORO NM LT KS SMOKERS (N=298)

<u>ATTRIBUTE</u>	<u>CANDIDATE 4</u>				<u>MARLBORO</u>			
	<u>MEAN SCORE</u>	<u>TOO MUCH</u>	<u>JR</u>	<u>TOO LITTLE</u>	<u>MEAN SCORE</u>	<u>TOO MUCH</u>	<u>JR</u>	<u>TOO LITTLE</u>
STRENGTH	3.98	22	55	23	3.98	14	71	15
SMOOTHNESS	3.84	12	67	21	3.89	8	76	16
IRRITATION	4.12	20	70	10	4.12	16	76	8
TOBACCO TASTE AMOUNT	3.79-	17	54	28	3.89	11	70	18

+/- 66% CONFIDENCE LEVEL
 ++/-- 80% CONFIDENCE LEVEL
 +++/--- 95%+ CONFIDENCE LEVEL

NOTE - STATISTICS ARE RELATIVE TO MARLBORO.

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**CANDIDATE 4
VS
MARLBORO NM LT KS**

36+ YEAR OLD MARLBORO NM LT KS SMOKERS (N=103)

<u>ATTRIBUTE</u>	<u>CANDIDATE 4</u>				<u>MARLBORO</u>			
	<u>MEAN SCORE</u>	<u>TOO MUCH</u>	<u>JR</u>	<u>TOO LITTLE</u>	<u>MEAN SCORE</u>	<u>TOO MUCH</u>	<u>JR</u>	<u>TOO LITTLE</u>
STRENGTH	3.86	16	58	26	3.98	17	67	17
SMOOTHNESS	3.83	10	70	20	3.93	11	74	16
IRRITATION	4.01-	16	72	13	4.11	15	79	7
TOBACCO TASTE AMOUNT	3.64---	12	57	31	3.90	14	67	19

+/- 66% CONFIDENCE LEVEL
 ++/-- 80% CONFIDENCE LEVEL
 +++/--- 95%+ CONFIDENCE LEVEL

NOTE - STATISTICS ARE RELATIVE TO MARLBORO.

MRD 1992-32

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