

PRODUCT RESEARCH REPORT

• LOW TAR MENTHOL 85's

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LOW TAR MENTHOL 85'S

(MRD #79-1438/MFG. 2803; 2804; 2805)

December, 1979

BMR #37-035

INTRODUCTION

This reports the results of the 1979 competitive product test of the following 85mm Low Tar menthol brands:

- Arctic Lights
- DORAL
- DORAL II
- Kool Milds
- Kool Super Lights
- Merit
- SALEM LIGHTS
- True
- VANTAGE

All brands were blind tested by approximately 300 Low Tar smokers. In addition, all but DORAL II and True were evaluated by Full Flavor smokers.

All products for competitive product testing are picked up at retail in six geographically dispersed markets in order to test product as it is ordinarily available to consumers.

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CONCLUSIONS

- Among Full Flavor smokers, DORAL received the highest proportion of 70+ ratings and was ranked first, statistically superior to all but Kool Milds. On the other hand, DORAL also was disliked (rated 30 or below) by the highest proportion of respondents as well -- clearly it is a polarizing brand with many who like it and a number who do not.
- Merit was the top ranked brand among Low Tar smokers. It was statistically equivalent to only Arctic Lights, DORAL, and VANTAGE.
- Kool Milds was ranked last and was statistically inferior to all other brands except Kool Super Lights among Low Tar Smokers.
- SALEM LIGHTS and VANTAGE were rated at parity with most of the brands tested in both smoker groups.
- The most important attributes in terms of their influence on overall rating were:
 - Satisfying
 - Tasted Smooth
 - Aftertaste
 - Rich Flavor
 - Tasted Harsh
 - Bitter Taste
 - Natural Taste
 - Last as Good as the First
 - Tasted Cool
 - Strength of Taste

Also, the following attributes were found to be important among the indicated smoker groups only:

Full Flavor

Left Dry Taste

Low TarTasted Mild
Tasted Light

- Among Full Flavor smokers, very few differences emerged between the brands in terms of their ratings on the important attributes. On nearly every attribute, the brands were regarded as being statistically equivalent. An exception was Kool Super Lights, which was ranked last or very poorly on:
 - Satisfying
 - Left Dry Taste
 - Last as Good as the First
 - Bitter Taste
 - Tasted Harsh
 - Tasted Cool
 - Strength of Taste

CONCLUSIONS

- SALEM LIGHTS performed particularly well on the attributes among Full Flavor smokers, being regarded as best or equal to the best brand on nine of the eleven attributes as follows:
 - Satisfying
 - Tasted Smooth
 - Rich Flavor
 - Left Dry Taste
 - Aftertaste
 - Natural Taste
 - Last as Good the First
 - Bitter Taste
 - Tasted Harsh
- Among Low Tar smokers, Merit was rated equal to the best brands for nine of the twelve attributes, while never being rated similar to the worst brands on any of the attributes.
- Kool Milds received the lowest ratings from Low Tar smokers for every important attribute.
- SALEM LIGHTS was rated equal to the best brands by Low Tar smokers for:
 - Satisfying
 - Tasted Smooth
 - Strength of Taste
 - Rich Flavor
 - Tasted Mild
 - Natural Taste
 - Tasted Light
 - Last as Good as the First

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SUMMARY OF FINDINGS

Overall Ratings

By contrast with the 100mm brands recently evaluated, the 85mm brands were more tightly grouped in terms of their overall ratings. The range of 70+ scores on the thermometer scale between the best brand and the poorest brand was much narrower than was found among the 100mm brands implying that a greater degree of similarity exists between the 85's compared to the 100's.

	Range of 70+ Scores (Best Brand to Worst)	
	Full Flavor Smokers	Low Tar Smokers
85mm Brands	10	14
100mm Brands	21	20

The following table summarizes the overall ratings of the test products in this category.

*Full Flavor Smokers	70+ Ratings	*Low Tar Smokers	70+ Ratings
DORAL	48%	Merit	52%
Kool Milds	46%	Arctic Lights	50%
SALEM LIGHTS	42%	DORAL	48%
Merit	41%	VANTAGE	47%
Arctic Lights	41%	SALEM LIGHTS	46%
VANTAGE	39%	True	46%
Kool Super Lights	38%	DORAL II	44%
		Kool Super Lights	43%
		Kool Milds	38%

The principal conclusions which can be drawn from this data are as follows:

- DORAL was ranked first among Full Flavor smokers superior to all brands except Kool Milds. It also received the highest proportion of 30- evaluations (17% for DORAL vs. an average of 10% for the other brands.) Clearly it is a polarizing brand with many who like it very well and many who do not.
- Among Low Tar smokers, Merit ranked as the best brand with Arctic Lights, DORAL, and VANTAGE rated at parity with them.

*If two or more brands are adjacent to the same, single line, they are not statistically different from each other at an 80% level of confidence. If two or more brands are not adjacent to the same line, those brands are different. Any brand by itself is significantly lower than all brands listed above it and significantly higher than all brands listed below it.

SUMMARY OF FINDINGS

Overall Ratings - Continued

- Arctic Lights, as was true in the 100mm test, had a better reception from Low Tar smokers than from Full Flavor smokers. Its 70+ rating of 50% ranked it second (of nine) among Low Tar brands while the 41% 70+ rating among Full Flavor smokers ranked it fifth (among seven brands).
- By contrast, Kool Milds proved, by far, to be more acceptable to Full Flavor smokers than to Low Tar smokers. Kool Milds ranked second overall with Full Flavor smokers and a clear last among Low Tar smokers.
- SALEM LIGHTS was ranked at parity with most of the brands tested among both smoker groups.
- VANTAGE was at parity with most brands but was rated somewhat better among Low Tar smokers than among Full Flavor smokers.

Attribute Importance

An analysis of the attribute ratings coupled with the overall rating, has led to the determination of ten attributes which were most important in determining the overall rating of the test products among Full Flavor and Low Tar smokers.

The following ten attributes were judged to be important for both smoker groups:

- Satisfying
- Tasted Smooth
- Aftertaste
- Rich Flavor
- Tasted Harsh
- Bitter Taste
- Natural Taste
- Last as Good as the First
- Tasted Cool
- Strength of Taste

In addition, one attribute was found to be important among Full Flavor smokers only, and two other attributes were important only to Low Tar smokers.

Full Flavor

Left Dry Taste

Low Tar

Tasted Mild
Tasted Light

SUMMARY OF FINDINGS

Attribute Ratings

The next step in the evaluation was to compare the ratings of each brand on the key attributes. The principal conclusions which can be drawn from this are:

Full Flavor Smokers

- Very little discrimination was found between the brands on the attributes which were judged to be highly related to smoker satisfaction. In total, comparisons were made between all of the brands on eleven attributes. The following table details the number of attributes on which each brand was judged to be equal to the highest rated brand and the specific attributes on which each was equal to the poorest brand.

	70+ Rating	Attribute Ratings	
		Equal to Best Brand on:	Equal to Worst Brand on:
DORAL	48%	10	---
Kool Milds	46%	8	Tasted Cool, Tasted Harsh
SALEM LIGHTS	42%	9	--
Merit	41%	8	Rich Flavor
Arctic Lights	41%	8	Rich Flavor, Last as Good as the First, Strength of Taste
VANTAGE	39%	9	Tasted Cool
Kool Super Lights	38%	4	MANY -- SEE BELOW

- Kool Super Lights ranked last in terms of its overall performance and also was rated poorly on many attributes including:

- Satisfying
- Left Dry Taste
- Last as Good as the First
- Bitter Taste
- Tasted Harsh
- Tasted Cool
- Strength of Taste

- DORAL was rated equal to the top brands for ten out of eleven attributes, a performance unequaled in this group.
- SALEM LIGHTS clearly performed well, being regarded as equal to the best brands on nine of the eleven important attributes. It failed to be ranked among the best only on the marginally important Strength of Taste attribute and Tasted Cool.

SUMMARY OF FINDINGS

- Arctic Lights performed well on many attributes, however, this can be contrasted with the fact that they were regarded as equal to the poorest brands in terms of:

- Rich Flavor
- Last as Good as the First
- Strength of Taste

Low Tar Smokers

- Low Tar smokers evidenced much more discrimination on the important attributes than did Full Flavor smokers.
- Kool Milds, the least preferred brand overall, was ranked either lowest or equal to the lowest ranked brand on every single important attribute.
- Kool Super Lights also failed to perform satisfactorily on the important attributes of smoker satisfaction. They were regarded as poorest on:
 - Satisfying
 - Tasted Smooth

which were the most important attributes evaluated. In addition, Kool Super Lights were regarded as equal to the best brands only for:

- Strength of Taste
- Rich Flavor
- Merit, the highest ranked brand, substantiated its overall rating by ranking equal to the best brands for nine of the twelve attributes evaluated, while it was never regarded as equal to the worst for any attribute.
- Arctic Lights, likewise, was regarded as equal to the best brand on nine of the important attributes and was poorest only in terms of Natural Taste.
- SALEM LIGHTS performed well, in general, ranking as equal to the best brands on:
 - Satisfaction
 - Tasted Smooth
 - Strength of Taste
 - Rich Flavor
 - Tasted Mild
 - Natural Taste
 - Tasted Light
 - Last as Good as the First

BRAND HIGHLIGHTS
SALEM LIGHTS

Full Flavor Smokers

- Ranked third in terms of overall preference and was statistically equal to all brands except DORAL which was significantly higher.
- SALEM LIGHTS was rated equal to the top brands for nine out of eleven attributes.
- Showed notable performance on the following attributes, ranking either first or second (though statistically equal to many other brands):
 - The Last Cigarette Tasting as Good as the First
 - Not Tasting Harsh
 - Strength of Taste
- At parity with most other brands for all other attributes with the possible exception of Tasting Cool, where SALEM LIGHTS was rated less favorably than DORAL, Arctic Lights and Merit.

Low Tar Smokers

- Ranked fifth out of the nine brands tested, and statistically was the equivalent of all brands except the very best (DORAL) and very worst (Kool Milds).
- Rated the highest brand, unsurpassed by any other brand for Having a Natural Taste, and ranked first (though equal to others) on:
 - Tasting Smooth
 - Strength of Taste
- Ranked third but equal to the top two brands for:
 - Tasting Mild
 - Having a Light Taste
- At parity with most brands for the remaining attributes with little indication of marginal performance on any of these attributes.

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BRAND HIGHLIGHTS
VANTAGE

Full Flavor Smokers

- In terms of overall ratings, VANTAGE ranked sixth out of the seven brands included in this test. Statistically it was:
 - Less preferred than DORAL and Kool Milds
 - Equal to all other brands
- VANTAGE was rated at parity with the top brands for the following attributes:
 - Being Satisfying
 - The Last Cigarette Tasting as Good as the First
 - Not Tasting Harsh
- The brand was generally equal to all brands for Tasting Smooth, Having a Rich Flavor, Having a Natural Taste, and Not Having a Bitter Taste.
- Two or more brands were ranked higher than VANTAGE for Tasting Cool (DORAL, Arctic Lights and Merit) and Strength of Taste (SALEM LIGHTS and Kool Milds).

Low Tar Smokers

- Overall, it was ranked fourth out of the nine brands. Statistically, it was rated superior to Kool Milds and equal to all other brands. Rated higher by Low Tar smokers as compared to Full Flavor smokers (47% vs. 39% gave 70+ ratings).
- Rated more highly by older adults as compared to younger adults (51% vs. 42%).
- Included in the top group of brands for the Strength of Taste, Having a Rich Flavor, and Having a Natural Taste.
- Rated at parity with most brands for Tasting Smooth, Not Having an Aftertaste, Not Having a Bitter Taste, and the Last Cigarette Tasting as Good as the First.
- The brand was never isolated in the lowest rated group of brands for any attributes.

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BRAND HIGHLIGHTS
DORAL

Full Flavor Smokers

- Ranked as the most preferred brand in terms of the percent of smokers who gave a 70+ rating and was significantly above all but Kool Milds. However, it was also the brand which was rated at 30 or below by the highest percent of testers -- clearly it is either well liked or strongly disliked.
- DORAL was consistently rated equal to the top brands for the most important attributes (ten out of eleven). This performance was unequaled by any other brand evaluated by this group.
- Registered its strongest performance for:
 - Last Cigarette Tasting as Good as the First
 - Tasting Cool

Low Tar Smokers

- Ranked third and equal to the first brand in terms of overall preference (70+ ratings). It did not receive a particularly high percentage of 30 or lower ratings among Low Tar smokers as it had among Full Flavor smokers.
- Did not exhibit the same degree of dominance indicated among the Full Flavor group. DORAL was rated at parity with the top brands for only five out of twelve attributes:
 - Being Satisfying
 - Tasting Smooth
 - Strength of Taste
 - Having a Rich Flavor
 - The Last Cigarette Tasting as Good as the First
- The brand was usually rated among the average performers, never receiving an inferior rating.

BRAND HIGHLIGHTS
DORAL II

Full Flavor Smokers - Not Applicable

Low Tar Smokers

- In terms of overall rating, it ranked seventh out of the nine brands evaluated but was statistically equal to all but the poorest brand (Kool Milds) and the best two brands (Merit and Arctic Lights).
- Of the four R.J.-Reynolds brands tested, DORAL II generally received the most favorable ratings for important Low Tar attributes and, in fact, was evaluated similar to the top brands. The attributes are as follows:
 - Tasting Cool
 - Not Tasting Harsh
 - Tasting Mild
 - Not Having a Bitter Taste
 - Having a Light Taste
- Within the Low Tar category the brand was rarely rated among the least favored brands for any important attribute.

BRAND HIGHLIGHTS
ARCTIC LIGHTS

Full Flavor Smokers

- Ranked fifth out of the seven brands overall, and was statistically equal to all but the best brand (DORAL).
- Was rated statistically equal to the top group of brands for the following attributes:
 - Tasting Cool
 - Being Satisfying
- Received the least favorable ratings (ranked among the bottom two) for:
 - Last Cigarette Tasting as Good as the First
 - Strength of Taste

Low Tar Smokers

- As was true in the recently completed 100mm category, the brand proved to be much more acceptable to current Low Tar smokers. Arctic Lights ranked second overall and at or near the top among all demographic groups.
- The brand was consistently rated at parity with the most favorably perceived brands for most attributes (nine out of twelve). In particular, it was ranked first in terms of Being Satisfying (the most important attribute) and Tasting Cool.
- Was rated less favorably for Having a Natural Taste than a number of other brands.

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BRAND HIGHLIGHTS
KOOL MILDS

Full Flavor Smokers

- Ranked as the second best brand overall (in terms of 70+ ratings), and was statistically equal to all but first ranked DORAL and the lowest ranked Kool Super Lights and VANTAGE.
- Its superior rating is largely derived from its overall rating among men as opposed to women.
- Kool Milds received a significantly higher rating than all other brands for Strength of Taste.
- It was generally rated at parity with the "average" brands for the remaining attributes.

Low Tar Smokers

- Ranked last both in total (significantly below all but Kool Super Lights) and in all demographic categories.
- The brand was rated less favorably than any other brand for each of the twelve attributes analyzed in this category. In fact, it was statistically inferior to all other brands on:
 - Not Having an Aftertaste
 - Strength of Taste
 - Not Tasting Harsh
 - Tasting Mild
 - Not Having a Bitter Taste
 - Having a Light Taste

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BRAND HIGHLIGHTS
KOOL SUPER LIGHTS

Full Flavor Smokers

- Overall, the brand was ranked last, being significantly below the leaders in this category (DORAL and Kool Milds).
- The brand was never included in a "distinct top group" of brands for any attribute analyzed in this category.
- Was evaluated as the least favorable brand for seven out of eleven attributes, and had the poorest performance for:
 - Last Cigarette Tasting as Good as the First
 - Being Satisfying

Low Tar Smokers

- Ranked eighth out of the nine brands overall, and was statistically equivalent to all brands with the exception of Merit and Arctic Lights.
- Was better liked by men than by women (48% vs. 39% 70+ ratings).
- Generally performed better than some brands, but was rarely rated equal to the most highly evaluated brands for most attributes.

BRAND HIGHLIGHTS
MERIT

Full Flavor Smokers

- Rated as generally equivalent to most other brands overall.
- It registered its weakest performance for Being Satisfying and Having a Rich Flavor.
- Although equal to the other top brands, for Not Having a Dry Taste, Merit was ranked first.
- The brand was generally at parity with the other brands for the remaining attributes.

Low Tar Smokers

- By contrast with its performance among Full Flavor smokers, it was ranked first among total Low Tar smokers and no lower than second in any smoker group. It was statistically superior to all but Arctic Lights, DORAL, and VANTAGE.
- Among Low Tar smokers, Merit was generally perceived as equal to the top brands for most attributes. It is notable that it ranked first or second on eight of the important attributes:
 - Being Satisfying
 - Tasting Smooth
 - Not Having an Aftertaste
 - Strength of Taste
 - Not Tasting Harsh
 - Having a Rich Flavor
 - Not Having a Bitter Taste
 - Last Cigarette Tasting as Good as the First
- Attesting to the brands favorable image among this category of smokers was the fact that it received no "least favorable" ratings for any of the most important attributes.

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BRAND HIGHLIGHTS
TRUE

Full Flavor Smokers - Not Applicable

Low Tar Smokers

- Ranked sixth out of the nine brands overall, and was statistically equal to all brands except Kool Milds (the worst brand) and Merit (the best brand).
- Was positioned among the top group of brands for:
 - Tasting Cool
 - Not Tasting Harsh
 - Tasting Mild
 - Having a Light Taste
- Received less favorable ratings for Strength of Taste and was rated at parity with most other brands on the remaining attributes.

TABLE #1

THERMOMETER RATINGS
FULL FLAVOR MENTHOL SMOKERS

TOTAL

Doral (48%)
Kool Milds (46%)
Salem Lights (42%)
Merit (41%)
Arctic Lights (41%)
Vantage (39%)
Kool Super Lights (38%)

MALE

Kool Milds (48%)
Doral (46%)
Merit (40%)
Salem Lights (40%)
Kool Super Lights (40%)
Vantage (37%)
Arctic Lights (34%)

FEMALE

Doral (51%)
Arctic lights (50%)
Salem Lights (44%)
Merit (43%)
Vantage (43%)
Kool Milds (43%)
Kool Super Lights (37%)

UNDER 35

Kool Milds (43%)
Doral (42%)
Vantage (41%)
Merit (37%)
Kool Super Lights (35%)
Arctic Lights (33%)
Salem Lights (31%)

OVER 35

Doral (52%)
Kool Milds (48%)
Salem Lights (47%)
Arctic Lights (46%)
Merit (43%)
Kool Super Lights (41%)
Vantage (38%)

(%) acceptors 7+

Lines indicate no significance @ 80%

*Indicates brands that are statistically equivalent

6E6L Z8LOS

Drink

THERMOMETER RATINGS
LOW TAR MENTHOL SMOKERS

TOTAL

Merit (52%)
Arctic Lights (50%)
Doral (48%)
Vantage (47%)
Salem Lights (46%)
True (46%)
Doral II (44%)
Kool Super Lights (43%)
Kool Milds (38%)

MALE

Merit (53%)
Arctic Lights (48%)
Kool Super Lights (47%)
True (46%)
Doral (45%)
Vantage (45%)
Doral II (44%)
Salem Lights (43%)
Kool Milds (43%)

FEMALE

Arctic Lights (52%)
Merit (51%)
Doral (50%)
Salem Lights (48%)
Vantage (48%)
True (46%)
Doral II (44%)
Kool Super Lights (39%)
Kool Milds (35%)

UNDER 35

Arctic Lights (48%)
Merit (48%)
Doral (48%)
Salem Lights (45%)
True (43%)
Doral II (42%)
Vantage (42%)
Kool Super Lights (41%)
Kool Milds (35%)

OVER 35

Merit (54%)
Vantage (51%)
Arctic Lights (51%)
Doral (48%)
True (47%)
Salem Lights (47%)
Doral II (46%)
Kool Super Lights (46%)
Kool Milds (44%)

(%) acceptors 7+

Lines indicate no significance @ 80%

TABLE #2

IMPORTANCE RANK OF ATTRIBUTES
TOTAL FULL FLAVOR MENTHOL SMOKERS

	<u>Salem Lights</u>	<u>Kool Super Lights</u>	<u>Merit Menthol</u>	<u>Doral</u>	<u>Arctic Lights</u>	<u>Vantage Menthol</u>	<u>Kool Milds</u>
Satisfying	1	1	1	1	1	1	1
Tasted Smooth	2	2	8	2	2	3	2
Rich Flavor	3	4	2	3	8	2	5
Left Dry Taste	4	6	10	7	7	8	-
Aftertaste	5	5	4	5	3	5	3
Natural Taste	6	3	3	4	6	6	4
Last as Good as the First	7	8	7	-	-	9	-
Bitter Taste	8	-	9	9	4	-	8
Aroma	9	-	-	-	-	-	-
Tasted Harsh	10	-	-	-	5	-	6
Spicy/Bland Taste	-	7	-	10	-	-	-
Tasted Cool	-	9	-	6	-	4	7
Strength of Taste	-	10	6	8	10	7	10
Tasted Mild	-	-	-	-	9	-	9
Amount of Menthol Taste	-	-	5	-	-	-	-
Smoke Thru Filter	-	-	-	-	-	10	-

IMPORTANCE RANK OF ATTRIBUTES

LOW TAR MENTHOL SMOKERS

	<u>Salem Lights</u>	<u>Kool Super Lights</u>	<u>Kool Milds</u>	<u>Merit Menthol</u>	<u>Arctic Lights</u>	<u>Doral II</u>	<u>True</u>	<u>Doral</u>	<u>Vantage Menthol</u>
Satisfying	1	1	1	1	1	1	1	1	1
Tasted Smooth	2	2	2	2	2	2	2	2	2
Aftertaste	3	3	6	3	3	8	7	9	3
Strength	4	10	3	-	4	3	6	8	8
Tasted Cool	5	5	8	10	-	6	-	4	9
Tasted Harsh	6	7	9	6	9	-	10	3	7
Smoke Stinged	7	-	-	-	-	-	-	-	-
Rich Flavor	8	8	4	7	6	9	4	-	4
Tasted Mild	9	4	5	8	8	-	-	7	6
Bitter Taste	10	6	-	4	-	4	9	5	-
Natural Taste	-	9	10	5	5	-	3	10	-
Tasted Light	-	-	7	-	10	10	-	6	-
Last as Good as the First	-	-	-	9	7	7	5	-	5
Spicy/Bland	-	-	-	-	-	5	8	-	-
Left Dry Taste	-	-	-	-	-	-	-	-	10

BRAND RANKING PROCEDURES

The attributes on the following tables were determined to be the most important for each smoker group. The brands were rank ordered and compared on these attributes in terms of their ability to out-perform all other brands, that is, to be the "best" on that attribute.

Ten attributes were common to both Full Flavor smokers and to Low Tar smokers. These attributes and the criteria used for ranking brands on these attributes are listed below.

- Satisfying - ranked on those who strongly agreed that the product was satisfying.
- Tasted Smooth - ranked on those who strongly agreed that the brand had a smooth taste.
- Aftertaste - ranked on the least number of people who thought that a particular brand left a bad aftertaste.
- Rich Flavor - ranked on those who strongly agreed that the product had a rich flavor.
- Tasted Harsh - ranked on those who saw a brand as being best in terms of not being harsh.
- Bitter Taste - ranked on those who disagreed strongly that the brand was bitter.
- Natural Taste - ranked on the least number of people who thought the brand to have an artificial taste.
- Last as Good as the First - ranked on those who disagreed their last cigarette was not as good as their first.
- Tasted Cool - ranked on those who strongly agreed that the brand was the coolest.
- Strength of Taste - ranked on those who felt the product was neither too strong nor too weak.

The one attribute common to Full Flavor smokers only is listed below with its ranking explanation.

- Left Dry Taste - ranked on the least number of people who agreed that the brand left a dry taste in the mouth.

Among Low Tar smokers, two attributes are listed and explained.

- Tasted Mild - ranked on those who agreed the brand was mild.
- Tasted Light - ranked on those who agreed the brand was light.

FULL FLAVOR MENTHOL SMOKERS (TOTAL)

SATISFYING

	DA	N	A
Kool Milds	30%	36%	34%
Arctic Lights	31%	35%	34%
Vantage	35%	32%	34%
Salem Lights	31%	36%	33%
Doral	31%	35%	33%
Merit	26%	42%	32%
Kool Super Lights	34%	36%	30%

TASTED SMOOTH

	DA	N	A
Doral	11%	50%	39%
Kool Milds	15%	47%	38%
Salem Lights	15%	48%	37%
Vantage	14%	48%	37%
Merit	11%	54%	35%
Arctic Lights	15%	50%	34%
Kool Super Lights	13%	54%	33%

RICH FLAVOR

	DA	N	A
Doral	24%	51%	25%
Kool Milds	21%	57%	22%
Salem Lights	22%	57%	21%
Kool Super Lights	27%	53%	20%
Vantage	27%	53%	20%
Arctic Lights	24%	59%	17%
Merit	28%	57%	16%

LEFT DRY TASTE

	DA	N	A
Merit	44%	42%	14%
Vantage	40%	44%	16%
Doral	43%	39%	18%
Kool Milds	41%	41%	18%
Salem Lights	39%	43%	18%
Arctic Lights	39%	43%	18%
Kool Super Lights	35%	43%	23%

AFTERTASTE

	GA	N	BA
Doral	27%	56%	17%
Salem Lights	22%	61%	17%
Merit	25%	57%	18%
Arctic Lights	22%	58%	20%
Kool Super Lights	21%	59%	20%
Kool Milds	24%	55%	21%
Vantage	22%	57%	21%

NATURAL TASTE

	AT	N	NT
Kool Milds	16%	67%	18%
Salem Lights	17%	63%	19%
Merit	20%	67%	13%
Kool Super Lights	21%	62%	17%
Doral	21%	64%	15%
Vantage	21%	64%	15%
Arctic Lights	22%	60%	18%

Ranked from the highest percentage to the lowest percentage on this column
 ## Ranked from the lowest percentage to the highest percentage on this column

DA Disagree
 N Neutral
 A Agree

GA Left a Good Aftertaste
 BA Left a Bad Aftertaste

AT Had an Artificial Taste
 NT Had a Natural Taste

FULL FLAVOR MENTHOL SMOKERS (TOTAL)

LAST AS GOOD AS THE FIRST

	#
	DA N A
Vantage	47%/36%/18%
Salem Lights	45%/34%/22%
Merit	44%/39%/18%
Doral	44%/39%/16%
Kool Milds	43%/33%/24%
Arctic Lights	36%/43%/21%
Kool Super Lights	34%/44%/22%

BITTER TASTE

	#
	DA N A
Kool Milds	56%/33%/11%
Doral	55%/36%/9%
Merit	54%/39%/7%
Vantage	53%/36%/11%
Salem Lights	52%/37%/12%
Arctic Lights	51%/40%/9%
Kool Super Lights	48%/39%/13%

TASTED HARSH

	#
	DA N A
Salem Lights	56%/32%/13%
Vantage	56%/32%/12%
Doral	54%/36%/10%
Merit	53%/36%/11%
Arctic Lights	50%/34%/16%
Kool Milds	49%/33%/18%
Kool Super Lights	43%/38%/19%

TASTED COOL

	#
	DA N A
Doral	14%/49%/37%
Arctic Lights	15%/40%/37%
Merit	15%/52%/33%
Salem Lights	22%/51%/27%
Kool Super Lights	22%/53%/25%
Vantage	26%/51%/23%
Kool Milds	26%/53%/22%

STRENGTH OF TASTE

	#
	NS N TS
Kool Milds	17%/64%/18%
Salem Lights	27%/64%/9%
Merit	25%/63%/12%
Vantage	29%/61%/10%
Doral	30%/60%/10%
Kool Super Lights	28%/58%/15%
Arctic Lights	27%/57%/16%

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree
N Neutral
A Agree

NS Not Strong Enough
TS Too Strong

LOW TAR MENTHOL SMOKERS (TOTAL)

SATISFYING

	DA	N	A
Arctic Lights	22%	33%	44%
Merit	22%	37%	41%
Vantage	25%	36%	40%
Salem Lights	25%	35%	40%
Doral	26%	37%	37%
Doral II	28%	36%	36%
Kool Super Lights	29%	38%	33%
True	29%	41%	30%
Kool Milds	31%	42%	27%

TASTED SMOOTH

	DA	N	A
Salem Lights	11%	45%	43%
Merit	11%	48%	41%
Doral II	12%	49%	39%
True	14%	48%	39%
Doral	14%	48%	38%
Arctic Lights	15%	49%	37%
Vantage	14%	49%	37%
Kool Super Lights	18%	48%	34%
Kool Milds	21%	49%	30%

AFTERTASTE

	GA	N	BA
True	26%	60%	14%
* Merit	24%	60%	17%
* Arctic Lights	24%	57%	19%
* Salem Lights	22%	59%	20%
* Doral II	21%	59%	20%
Doral	27%	52%	21%
* Vantage	20%	60%	21%
* Kool Super Lights	18%	61%	21%
Kool Milds	17%	54%	29%

STRENGTH OF TASTE

	NS	N	TS
Salem Lights	14%	71%	15%
Merit	13%	71%	16%
Arctic Lights	14%	68%	18%
Doral	13%	68%	19%
Kool Super Lights	14%	67%	19%
Vantage	16%	67%	10%
True	23%	66%	11%
Doral II	21%	65%	14%
Kool Milds	10%	60%	30%

TASTED COOL

	DA	N	A
Arctic Lights	14%	48%	38%
Doral II	18%	46%	36%
True	17%	48%	35%
Merit	17%	50%	33%
Doral	19%	49%	32%
Kool Super Lights	29%	43%	28%
Salem Lights	26%	50%	24%
Vantage	27%	51%	22%
Kool Milds	33%	48%	19%

TASTED HARSH

	DA	N	A
Doral II	59%	31%	10%
Merit	56%	32%	12%
True	53%	35%	12%
Doral	52%	30%	18%
Arctic Lights	51%	37%	12%
Vantage	50%	33%	17%
Salem Lights	49%	38%	14%
Kool Super Lights	47%	39%	15%
Kool Milds	39%	35%	26%

Ranked from the highest percentage to the lowest percentage on this column
 ## Ranked from the lowest percentage to the highest percentage on this column

DA Disagree
 N Neutral
 A Agree

GA Left a Good Aftertaste
 BA Left a Bad Aftertaste

NS Not Strong Enough
 TS Too Strong

*Indicates brands that are statistically equivalent

LOW TAR MENTHOL SMOKERS (TOTAL)

RICH FLAVOR

	DA	N	# A
Merit	18%	59%	23%
Arctic Lights	19%	59%	22%
* Salem Lights	22%	56%	22%
* Doral	20%	59%	21%
* Kool Super Lights	20%	60%	20%
Vantage	18%	62%	19%
Doral II	23%	59%	18%
* True	23%	59%	18%
* Kool Milds	25%	57%	18%

TASTED MILD

	DA	N	# A
Doral II	13%	35%	52%
True	14%	34%	52%
Salem Lights	17%	35%	48%
Arctic Lights	17%	39%	44%
Merit	15%	43%	43%
Doral	16%	43%	42%
Vantage	19%	42%	40%
Kool Super Lights	21%	40%	39%
Kool Milds	28%	40%	31%

BITTER TASTE

	DA	N	# A
Merit	60%	30%	9%
* True	56%	35%	9%
* Doral II	54%	38%	8%
Arctic Lights	53%	37%	10%
Doral	53%	34%	14%
* Salem Lights	52%	38%	10%
* Vantage	52%	37%	12%
Kool Super Lights	49%	37%	14%
Kool Milds	42%	34%	24%

NATURAL TASTE

	AT	N	NT	##
Salem Lights	13%	65%	22%	
Vantage	13%	73%	14%	
Kool Super Lights	14%	67%	19%	
Merit	17%	66%	18%	
Doral II	17%	66%	17%	
True	18%	65%	17%	
Doral	18%	65%	16%	
Arctic Lights	19%	61%	20%	
Kool Milds	23%	59%	17%	

TASTED LIGHT

	DA	N	# A
Doral II	12%	38%	50%
True	12%	40%	49%
Salem Lights	16%	36%	48%
Arctic Lights	17%	35%	48%
Merit	16%	44%	40%
Kool Super Lights	21%	39%	40%
Doral	17%	44%	39%
Vantage	17%	45%	38%
Kool Milds	35%	41%	24%

LAST AS GOOD AS THE FIRST

	DA	N	# A
Merit	47%	36%	17%
Doral	47%	35%	18%
Arctic Lights	46%	34%	21%
True	46%	33%	21%
Salem Lights	45%	36%	20%
Vantage	44%	35%	22%
Kool Super Lights	42%	34%	24%
Doral II	41%	37%	22%
Kool Milds	37%	38%	25%

Ranked from the highest percentage to the lowest percentage on this column
Ranked from the lowest percentage to the highest percentage on this column

DA Disagree
N Neutral
A Agree

AT Had an Artificial Taste
NT Had a Natural Taste

*Indicates brands that are statistically equivalent

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TABLE #5

FULL FLAVOR MENTHOL SMOKERS
(Male/Female)SATISFYING (M)

	DA	N	# A
Kool Milds	25%	36%	38%
Doral	32%	31%	37%
Vantage	36%	30%	34%
Merit	26%	42%	32%
Salem Lights	33%	35%	32%
Kool Super Lights	29%	40%	30%
Arctic Lights	32%	39%	29%

SATISFYING (F)

	DA	N	# A
Arctic Lights	30%	30%	40%
Salem Lights	29%	38%	33%
Vantage	32%	34%	33%
Merit	26%	42%	32%
Kool Super Lights	39%	31%	30%
Doral	30%	40%	29%
Kool Milds	36%	36%	27%

TASTED SMOOTH (M)

	DA	N	# A
Kool Super Lights	11%	51%	39%
Doral	11%	50%	39%
Kool Milds	15%	47%	38%
Salem Lights	18%	45%	38%
Merit	11%	53%	35%
Vantage	15%	49%	35%
Arctic Lights	14%	52%	34%

TASTED SMOOTH (F)

	DA	N	# A
Vantage	12%	47%	41%
Doral	11%	51%	39%
Kool Milds	14%	48%	38%
Merit	10%	56%	35%
Salem Lights	12%	53%	35%
Arctic Lights	16%	49%	35%
Kool Super Lights	17%	58%	26%

RICH FLAVOR (M)

	DA	N	# A
Doral	23%	49%	27%
Kool Milds	24%	53%	23%
Kool Super Lights	24%	54%	22%
Vantage	25%	54%	21%
Salem Lights	25%	55%	20%
Merit	25%	59%	16%
Arctic Lights	29%	59%	11%

RICH FLAVOR (F)

	DA	N	# A
Salem Lights	18%	59%	23%
Arctic Lights	18%	58%	23%
* Doral	24%	54%	22%
Kool Milds	17%	64%	19%
* Vantage	29%	52%	19%
* Kool Super Lights	30%	51%	18%
* Merit	31%	54%	15%

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree

N Neutral

A Agree

*Indicates brands that are statistically equivalent

FULL FLAVOR MENTHOL SMOKERS
(Male/Female)

LEFT DRY TASTE IN MOUTH (M)

	DA	N	A	##
Kool Milds	40%	45%	15%	
Merit	41%	44%	16%	
Vantage	35%	48%	17%	
Doral	39%	43%	18%	
Arctic Lights	37%	45%	18%	
Salem Lights	37%	44%	19%	
Kool Super Lights	37%	43%	20%	

LEFT DRY TASTE IN MOUTH (F)

	DA	N	A	##
Merit	48%	40%	12%	
Vantage	47%	37%	16%	
Salem Lights	42%	41%	16%	
Doral	48%	34%	18%	
Arctic Lights	41%	40%	18%	
Kool Milds	44%	35%	21%	
Kool Super Lights	32%	42%	26%	

AFTERTASTE (M)

	GA	N	BA	##
Doral	23%	61%	16%	
Salem Lights	22%	61%	17%	
Arctic Lights	23%	60%	18%	
Kool Super Lights	19%	63%	18%	
Kool Milds	25%	57%	19%	
Merit	23%	55%	21%	
Vantage	19%	57%	24%	

AFTERTASTE (F)

	GA	N	BA	##
Merit	27%	58%	15%	
Salem Lights	23%	60%	16%	
Vantage	26%	58%	17%	
Doral	31%	51%	18%	
Kool Super Lights	23%	54%	22%	
Arctic Lights	22%	55%	23%	
Kool Milds	23%	52%	25%	

NATURAL TASTE (M)

	AT	N	NT	##
Kool Milds	15%	68%	17%	
Salem Lights	20%	59%	21%	
Merit	20%	65%	15%	
Doral	21%	63%	16%	
Vantage	23%	62%	15%	
Kool Super Lights	25%	56%	19%	
Arctic Lights	26%	62%	12%	

NATURAL TASTE (F)

	AT	N	NT	##
Arctic Lights	11%	58%	26%	
Salem Lights	14%	68%	18%	
Kool Milds	16%	65%	19%	
Kool Super Lights	16%	68%	16%	
Vantage	17%	68%	15%	
Merit	19%	70%	11%	
Doral	20%	66%	14%	

Ranked from the highest percentage to the lowest percentage on this column
Ranked from the lowest percentage to the highest percentage on this column

DA Disagree
N Neutral
A Agree

GA Had a Good Aftertaste
BA Had a Bad Aftertaste

AT Had an Artificial Taste
NT Had a Natural Taste

FULL FLAVOR MENTHOL SMOKERS
(Male/Female)

LAST AS GOOD AS THE FIRST (M)

	#			
	DA	N	A	
* Vantage	45%	37%	17%	
* Kool Milds	45%	33%	22%	
Salem Lights	44%	30%	26%	
* Doral	43%	41%	16%	
* Merit	42%	40%	18%	
* Kool Super Lights	38%	45%	18%	
* Arctic Lights	36%	42%	22%	

LAST AS GOOD AS THE FIRST (F)

	#			
	DA	N	A	
Doral	45%	20%	35%	
Salem Lights	43%	23%	34%	
Arctic Lights	42%	20%	37%	
Kool Milds	38%	20%	42%	
Merit	37%	25%	38%	
Vantage	35%	21%	44%	
Kool Super Lights	32%	16%	52%	

BITTER TASTE (M)

	#			
	DA	N	A	
Kool Milds	58%	31%	11%	
Doral	54%	37%	9%	
Arctic Lights	52%	41%	7%	
Kool Super Lights	52%	38%	11%	
Salem Lights	52%	34%	14%	
Vantage	48%	42%	11%	
Merit	47%	44%	9%	

BITTER TASTE (F)

	#			
	DA	N	A	
Merit	62%	33%	5%	
Vantage	60%	28%	12%	
Doral	57%	34%	9%	
Kool Milds	53%	36%	11%	
Salem Lights	52%	39%	9%	
Arctic Lights	50%	38%	12%	
Kool Super Lights	43%	42%	15%	

TASTED HARSH (M)

	#			
	DA	N	A	
Salem Lights	58%	29%	13%	
Arctic Lights	55%	31%	14%	
Doral	54%	38%	8%	
Vantage	52%	34%	14%	
Merit	50%	39%	11%	
Kool Milds	50%	34%	16%	
Kool Super Lights	43%	40%	17%	

TASTED HARSH (F)

	#			
	DA	N	A	
Vantage	61%	29%	10%	
Merit	56%	33%	11%	
Doral	55%	34%	12%	
Salem Lights	53%	35%	12%	
Kool Milds	46%	33%	21%	
Arctic Lights	45%	37%	18%	
Kool Super lights	42%	37%	21%	

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree
N Neutral
A Agree

*Indicates brands that are statistically equivalent

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50182 1950

FULL FLAVOR MENTHOL SMOKERS
(Male/Female)

TASTED COOL (M)

	DA	N	# A
Doral	14%	50%	37%
Arctic Lights	13%	52%	35%
Merit	14%	54%	32%
Salem Lights	20%	54%	26%
Kool Super Lights	19%	57%	24%
Kool Milds	25%	51%	24%
Vantage	25%	55%	20%

TASTED COOL (F)

	DA	N	# A
Arctic Lights	17%	43%	40%
Doral	15%	49%	36%
Merit	17%	50%	34%
Salem Lights	25%	47%	28%
Vantage	27%	45%	27%
Kool Super Lights	25%	49%	26%
Kool Milds	27%	55%	18%

STRENGTH OF TASTE (M)

	NS	N	# TS
* Salem Lights	28%	65%	8%
Kool Super Lights	22%	65%	12%
Kool Milds	18%	65%	17%
* Merit	23%	63%	13%
* Doral	30%	61%	9%
* Vantage	32%	58%	9%
Arctic Lights	34%	52%	14%

STRENGTH OF TASTE (F)

	NS	N	# TS
* Vantage	24%	65%	11%
* Merit	26%	64%	10%
* Salem Lights	26%	63%	11%
Kool Milds	17%	63%	20%
Arctic Lights	19%	62%	19%
* Doral	30%	58%	12%
Kool Super Lights	34%	49%	17%

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree
N Neutral
A Agree

NS Not Strong Enough
TS Too Strong

*Indicates brands that are statistically equivalent

TABLE #6

LOW TAR MENTHOL SMOKERS
(Male/Female)SATISFYING (M)

	DA	N	A
Vantage	23%	34%	43%
Arctic Lights	29%	28%	43%
Doral II	24%	34%	42%
Doral	25%	37%	38%
Merit	25%	42%	34%
Salem Lights	25%	42%	33%
Kool Milds	30%	39%	32%
Kool Super Lights	27%	42%	31%
True	25%	46%	29%

SATISFYING (F)

	DA	N	A
Arctic Lights	17%	38%	46%
Merit	20%	33%	46%
Salem Lights	25%	31%	44%
Doral	27%	37%	37%
Vantage	26%	37%	37%
Kool Super Lights	30%	35%	35%
Doral II	30%	37%	33%
True	32%	38%	30%
Kool Milds	32%	45%	23%

TASTED SMOOTH (M)

	DA	N	A
Doral II	10%	45%	46%
Salem Lights	12%	45%	43%
True	11%	49%	41%
Merit	13%	46%	41%
Doral	8%	52%	40%
Vantage	13%	50%	38%
Kool Super Lights	14%	50%	36%
Arctic Lights	19%	48%	33%
Kool Milds	17%	51%	32%

TASTED SMOOTH (F)

	DA	N	A
Salem Lights	11%	46%	44%
Merit	10%	50%	41%
Arctic Lights	12%	49%	39%
Vantage	14%	49%	37%
True	16%	47%	37%
Doral	19%	45%	36%
Doral II	14%	51%	35%
Kool Super Lights	21%	46%	33%
Kool Milds	24%	47%	29%

AFTERTASTE (M)

	GA	N	BA
True	29%	58%	13%
Doral II	30%	56%	14%
Merit	24%	59%	17%
Doral	26%	57%	17%
Kool Super Lights	19%	64%	17%
Vantage	20%	62%	18%
Arctic Lights	21%	60%	19%
Salem Lights	23%	54%	24%
Kool Milds	14%	60%	26%

AFTERTASTE (F)

	GA	N	BA
True	24%	62%	14%
Merit	24%	60%	16%
Salem Lights	21%	62%	17%
Arctic Lights	26%	55%	19%
* Vantage	19%	58%	23%
Doral	27%	49%	24%
* Doral II	16%	60%	24%
* Kool Super Lights	17%	58%	25%
Kool Milds	20%	49%	31%

Ranked from the highest percentage to the lowest percentage on this column
 ## Ranked from the lowest percentage to the highest percentage on this column

DA Disagree
 N Neutral
 A Agree

GA Left a Good Aftertaste
 BA Left a Bad Aftertaste

*Indicates brands that are statistically equivalent

LOW TAR MENTHOL SMOKERS
(Male/Female)

STRENGTH OF TASTE (M)

	NS	# N	TS
Salem Lights	13%	76%	11%
* Vantage	16%	73%	11%
* Doral	15%	73%	12%
* Kool Super Lights	12%	73%	15%
* Merit	17%	71%	13%
True	24%	68%	7%
Kool Milds	9%	68%	23%
* Arctic Lights	16%	66%	18%
Doral II	24%	65%	11%

STRENGTH OF TASTE (F)

	NS	# N	TS
Merit	10%	72%	19%
* Arctic Lights	12%	70%	18%
* Salem Lights	15%	67%	18%
* Doral II	19%	65%	16%
* Doral	12%	64%	24%
True	23%	64%	13%
* Vantage	16%	63%	22%
* Kool Super Lights	15%	63%	23%
Kool Milds	10%	54%	36%

TASTED COOL (M)

	DA	# N	A
Doral	15%	46%	39%
Arctic Lights	11%	51%	38%
Doral II	15%	48%	37%
Merit	15%	51%	34%
* True	20%	47%	33%
* Kool Super Lights	28%	43%	29%
Salem Lights	20%	55%	25%
* Vantage	26%	49%	25%
Kool Milds	32%	48%	20%

TASTED COOL (F)

	DA	# N	A
Arctic Lights	15%	46%	38%
True	15%	49%	36%
Doral II	20%	46%	35%
Merit	18%	50%	32%
Kool Super Lights	29%	43%	28%
Doral	22%	51%	27%
Salem Lights	29%	47%	24%
Vantage	28%	52%	20%
Kool Milds	34%	48%	18%

TASTED HARSH (M)

	DA	# N	A
* Merit	62%	28%	10%
Doral II	61%	34%	5%
* True	55%	32%	13%
Doral	53%	30%	17%
Arctic Lights	52%	35%	14%
Vantage	48%	35%	17%
Kool Super Lights	48%	37%	14%
Salem Lights	45%	41%	14%
Kool Milds	34%	44%	22%

TASTED HARSH (F)

	DA	# N	A
Doral II	59%	29%	13%
Vantage	52%	31%	17%
* Merit	52%	35%	13%
Doral	51%	30%	19%
True	51%	37%	12%
Salem Lights	51%	35%	13%
* Arctic Lights	50%	39%	11%
* Kool Super Lights	45%	40%	15%
Kool Milds	43%	28%	29%

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree
N Neutral
A Agree

NS Not Strong Enough
TS Too Strong

*Indicates brands that are statistically equivalent

LOW TAR MENTHOL SMOKERS
(Male/Female)

RICH FLAVOR (M)

	DA	N	A
Doral	17%	61%	22%
Merit	24%	54%	22%
Kool Super Lights	19%	60%	21%
Kool Milds	25%	54%	21%
Vantage	16%	64%	20%
True	17%	63%	20%
Arctic Lights	20%	61%	19%
Salem Lights	25%	58%	18%
Doral II	25%	57%	17%

RICH FLAVOR (F)

	DA	N	A
Merit	14%	62%	24%
Arctic Lights	18%	58%	24%
Salem Lights	20%	55%	24%
Kool Super Lights	21%	59%	20%
Doral	21%	58%	20%
Vantage	20%	61%	19%
Doral II	22%	60%	18%
True	28%	56%	16%
Kool Milds	25%	60%	15%

TASTED MILD (M)

	DA	N	A
Doral II	8%	36%	56%
True	11%	36%	54%
Merit	13%	39%	48%
Salem Lights	15%	37%	48%
Doral	11%	44%	46%
Vantage	16%	41%	43%
Arctic Lights	18%	41%	41%
Kool Super Lights	19%	42%	39%
Kool Milds	25%	42%	33%

TASTED MILD (F)

	DA	N	A
True	17%	32%	51%
Doral II	16%	35%	49%
Salem Lights	19%	33%	48%
Arctic Lights	15%	38%	47%
Merit	16%	45%	39%
Doral	20%	42%	39%
Kool Super Lights	23%	38%	39%
Vantage	21%	42%	37%
Kool Milds	31%	39%	30%

BITTER TASTE (M)

	DA	N	A
Merit	65%	26%	8%
* True	60%	30%	10%
Doral II	60%	34%	6%
Doral	53%	36%	11%
Kool Super Lights	53%	36%	11%
* Vantage	52%	34%	14%
* Arctic Lights	52%	38%	10%
Salem Lights	49%	42%	9%
Kool Milds	40%	36%	24%

BITTER TASTE (F)

	DA	N	A
Merit	56%	34%	10%
Arctic Lights	55%	36%	10%
True	54%	38%	9%
Salem Lights	54%	36%	10%
Doral	53%	32%	15%
Vantage	51%	39%	9%
Doral II	51%	40%	9%
Kool Super Lights	46%	38%	16%
Kool Milds	44%	33%	23%

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree
N Neutral
A Agree

*Indicates brands that are statistically equivalent

LOW TAR MENTHOL SMOKERS
(Male/Female)NATURAL TASTE (M)

	##
	AT N NT
Salem Lights	13%/65%/22%
* Vantage	13%/73%/14%
Kool Super Lights	14%/67%/19%
Merit	17%/66%/18%
* Doral II	17%/66%/17%
* True	18%/65%/17%
* Doral	18%/65%/16%
Arctic Lights	19%/61%/20%
Kool Milds	23%/59%/17%

NATURAL TASTE (F)

	##
	AT N NT
Vantage	11%/74%/15%
Kool Super Lights	12%/69%/19%
Salem Lights	13%/67%/20%
Merit	13%/72%/16%
Arctic Lights	14%/66%/20%
Doral II	16%/68%/15%
True	17%/64%/19%
Doral	19%/64%/17%
Kool Milds	25%/61%/14%

TASTED LIGHT (M)

	#
	DA N A
Doral II	10%/36%/54%
True	10%/42%/48%
Arctic Lights	16%/38%/46%
Salem Lights	14%/42%/44%
Merit	16%/40%/43%
Doral	13%/45%/42%
Vantage	12%/48%/40%
Kool Super Lights	19%/41%/40%
Kool Milds	30%/43%/27%

TASTED LIGHT (F)

	#
	DA N A
Arctic Lights	17%/33%/50%
Salem Lights	18%/32%/50%
True	13%/38%/49%
Doral II	14%/39%/47%
Kool Super Lights	23%/37%/40%
Merit	16%/47%/37%
Vantage	20%/44%/36%
Doral	20%/44%/36%
Kool Milds	39%/40%/22%

LAST AS GOOD AS FIRST (M)

	#
	DA N A
Arctic Lights	45%/34%/21%
Merit	45%/42%/13%
Kool Super Lights	45%/34%/20%
True	43%/35%/22%
Salem Lights	43%/41%/16%
Doral II	41%/39%/20%
Kool Milds	40%/35%/25%
Doral	39%/42%/19%
Vantage	38%/37%/25%

LAST AS GOOD AS FIRST (F)

	#
	DA N A
Doral	53%/30%/17%
Vantage	48%/33%/19%
Merit	48%/32%/20%
True	47%/33%/20%
Arctic Lights	46%/34%/21%
Salem Lights	45%/32%/22%
Doral II	41%/36%/23%
Kool Super Lights	39%/34%/27%
Kool Milds	35%/40%/26%

Ranked from the highest percentage to the lowest percentage on this column

Ranked from the lowest percentage to the highest percentage on this column

DA Disagree

N Neutral

A Agree

AT Had an Artificial Taste

NT Had a Natural Taste

*Indicates brands that are statistically equivalent

FULL FLAVOR MENTHOL SMOKERS
(Under 35/Over 35)SATISFYING (UNDER 35)

	DA	N	A
Vantage	35%	27%	39%
Kool Milds	34%	33%	33%
Arctic Lights	33%	34%	32%
Kool Super Lights	35%	34%	30%
Merit	26%	44%	29%
Doral	37%	37%	27%
Salem Lights	34%	41%	25%

SATISFYING (OVER 35)

	DA	N	A
Doral	28%	35%	38%
Salem Lights	29%	34%	37%
Kool Milds	27%	38%	35%
Arctic Lights	29%	36%	35%
Merit	26%	41%	34%
Vantage	34%	35%	31%
Kool Super Lights	33%	37%	30%

TASTED SMOOTH (UNDER 35)

	DA	N	A
* Salem Lights	20%	30%	50%
Vantage	16%	39%	45%
* Merit	11%	51%	38%
* Kool Milds	18%	46%	35%
* Kool Super Lights	13%	54%	33%
* Arctic Lights	15%	55%	30%
* Doral	16%	57%	27%

TASTED SMOOTH (OVER 35)

	DA	N	A
Doral	8%	46%	46%
Salem Lights	13%	47%	40%
Kool Milds	13%	48%	39%
Arctic Lights	15%	47%	37%
Merit	10%	57%	33%
Vantage	13%	54%	33%
Kool Super Lights	14%	54%	32%

RICH FLAVOR (UNDER 35)

	DA	N	A
Vantage	31%	45%	23%
Kool Milds	27%	52%	21%
Merit	27%	55%	18%
Kool Super Lights	28%	54%	18%
Salem Lights	23%	60%	17%
Doral	25%	59%	15%
Arctic Lights	28%	64%	8%

RICH FLAVOR (OVER 35)

	DA	N	A
Doral	23%	46%	31%
Salem Lights	21%	55%	24%
Arctic Lights	22%	55%	23%
Kool Milds	18%	60%	22%
Kool Super Lights	26%	52%	22%
Vantage	24%	59%	18%
Merit	28%	58%	14%

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree

N Neutral

A Agree

*Indicates brands that are statistically equivalent

FULL FLAVOR MENTHOL SMOKERS
(Under 35/Over 35)

LEFT DRY TASTE IN MOUTH (UNDER 35)

	DA	N	A	##
Vantage	38%	43%	19%	
Merit	35%	45%	19%	
Arctic Lights	35%	45%	20%	
Doral	28%	52%	20%	
Kool Milds	33%	46%	21%	
Kool Super Lights	33%	44%	24%	
Salem Lights	28%	42%	30%	

LEFT DRY TASTE IN MOUTH (OVER 35)

	DA	N	A	##
* Merit	49%	40%	11%	
* Salem Lights	46%	43%	11%	
* Vantage	41%	44%	14%	
* Kool Milds	46%	38%	16%	
Doral	53%	30%	17%	
* Arctic Lights	41%	42%	17%	
Kool Super Lights	36%	42%	22%	

AFTERTASTE (UNDER 35)

	GA	N	BA	##
Kool Super Lights	21%	61%	19%	
Merit	19%	60%	20%	
Doral	18%	62%	20%	
Vantage	25%	53%	23%	
Arctic Lights	19%	58%	23%	
Kool Milds	21%	53%	26%	
Salem Lights	14%	59%	27%	

AFTERTASTE (OVER 35)

	GA	N	BA	##
Salem Lights	27%	61%	11%	
Doral	33%	52%	15%	
Merit	28%	55%	17%	
Kool Milds	26%	56%	18%	
Arctic Lights	25%	58%	18%	
Vantage	20%	60%	20%	
Kool Super Lights	21%	58%	21%	

NATURAL TASTE (UNDER 35)

	AT	N	NT	##
Salem Lights	17%	69%	14%	
Kool Milds	18%	64%	19%	
Kool Super Lights	20%	62%	17%	
Merit	20%	67%	12%	
Arctic Lights	24%	59%	17%	
Vantage	25%	61%	15%	
Doral	26%	58%	15%	

NATURAL TASTE (OVER 35)

	AT	N	NT	##
Kool Milds	15%	68%	17%	
Doral	17%	68%	16%	
Salem Lights	18%	60%	22%	
Vantage	18%	67%	15%	
Merit	19%	67%	13%	
Arctic Lights	20%	62%	19%	
Kool Super Lights	21%	62%	17%	

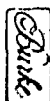
Ranked from the highest percentage to the lowest percentage on this column
Ranked from the lowest percentage to the highest percentage on this column

DA Disagree
N Neutral
A Agree

GA Had a Good Aftertaste
BA Had a Bad Aftertaste

AT Had an Artificial Taste
NT Had a Natural Taste

* Indicates brands that are statistically equivalent



FULL FLAVOR MENTHOL SMOKERS
(Under 35/Over 35)

LAST AS GOOD AS THE FIRST (UNDER 35)

	#	DA	N	A
Vantage	46%/32%/22%			
* Kool Milds	40%/32%/28%			
Merit	39%/40%/21%			
Doral	35%/46%/19%			
Arctic Lights	33%/45%/22%			
* Kool Super Lights	32%/44%/24%			
* Salem Lights	31%/43%/26%			

LAST AS GOOD AS THE FIRST (OVER 35)

	#	DA	N	A
Salem Lights	52%/29%/19%			
Doral	51%/35%/15%			
Vantage	47%/38%/15%			
Merit	46%/38%/16%			
Kool Milds	45%/34%/21%			
Arctic Lights	38%/41%/21%			
Kool Super Lights	36%/44%/21%			

BITTER TASTE (UNDER 35)

	#	DA	N	A
* Merit	52%/43%/5%			
Kool Milds	50%/38%/12%			
Arctic Lights	48%/43%/10%			
Vantage	48%/38%/15%			
* Kool Super Lights	46%/44%/10%			
Doral	40%/50%/11%			
Salem Lights	38%/46%/15%			

BITTER TASTE (OVER 35)

	#	DA	N	A
Doral	65%/27%/8%			
Kool Milds	60%/30%/10%			
Salem Lights	59%/31%/9%			
Vantage	56%/35%/9%			
Merit	55%/37%/9%			
Arctic Lights	53%/38%/9%			
Kool Super Lights	49%/37%/15%			

TASTED HARSH (UNDER 35)

	#	DA	N	A
Vantage	61%/26%/14%			
* Arctic Lights	50%/35%/15%			
* Kool Milds	50%/29%/21%			
Doral	49%/42%/8%			
* Salem Lights	48%/37%/15%			
* Kool Super Lights	46%/39%/15%			
* Merit	43%/42%/14%			

TASTED HARSH (OVER 35)

	#	DA	N	A
Salem Lights	60%/29%/11%			
Merit	58%/32%/9%			
Doral	58%/32%/10%			
Vantage	52%/36%/11%			
Arctic Lights	51%/33%/16%			
Kool Milds	48%/36%/16%			
Kool Super Lights	40%/38%/21%			

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree
N Neutral
A Agree

*Indicates brands that are statistically equivalent

FULL FLAVOR MENTHOL SMOKERS
(Under 35/Over 35)

TASTED COOL (UNDER 35)

	DA	N	A
Arctic Lights	15%	46%	38%
Merit	17%	50%	33%
Doral	17%	50%	33%
Kool Super Lights	22%	50%	28%
Kool Milds	25%	48%	27%
Vantage	28%	46%	26%
Salem Lights	23%	55%	23%

TASTED COOL (OVER 35)

	DA	N	A
Doral	12%	49%	39%
Arctic Lights	14%	49%	37%
Merit	14%	53%	33%
Salem Lights	22%	49%	29%
Kool Super Lights	21%	55%	23%
Vantage	25%	54%	21%
Kool Milds	26%	55%	18%

STRENGTH (UNDER 35)

	NS	N	TS
* Salem Lights	26%	62%	12%
* Kool Super Lights	31%	59%	10%
* Merit	31%	57%	12%
* Doral	33%	57%	10%
* Vantage	32%	55%	13%
Kool Milds	23%	52%	25%
* Arctic Lights	36%	50%	13%

STRENGTH OF TASTE (OVER 35)

	NS	N	TS
Kool Milds	14%	72%	15%
Merit	22%	67%	12%
Salem Lights	27%	65%	8%
Vantage	27%	65%	8%
Doral	28%	62%	10%
Arctic Lights	21%	61%	19%
Kool Super Lights	26%	57%	18%

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree
N Neutral
A Agree

NS Not Strong Enough
TS Too Strong

*Indicates brands that are statistically equivalent

TABLE #8

LOW TAR MENTHOL SMOKERS
(Under 35/Over 35)

SATISFYING (UNDER 35)

		DA	N	A	#
*	Arctic Lights	22%	32%	46%	
*	Vantage	31%	27%	43%	
*	Doral II	30%	32%	38%	
	Merit	20%	43%	37%	
*	Doral	28%	37%	36%	
	Salem Lights	21%	45%	35%	
	Kool Super Lights	36%	30%	34%	
	True	26%	48%	25%	
	Kool Milds	29%	51%	20%	

SATISFYING (OVER 35)

		DA	N	A	#
	Arctic Lights	22%	35%	43%	
	Merit	24%	33%	43%	
	Salem Lights	28%	29%	43%	
	Vantage	20%	42%	38%	
	Doral	25%	37%	38%	
	Doral II	27%	38%	35%	
	Kool Super Lights	24%	43%	33%	
	True	31%	37%	32%	
	Kool Milds	32%	37%	30%	

TASTED SMOOTH (UNDER 35)

		DA	N	A	#
	Salem Lights	6%	48%	46%	
	Doral II	12%	46%	42%	
	Merit	9%	51%	40%	
	True	11%	52%	37%	
	Arctic Lights	18%	47%	35%	
	Doral	15%	51%	34%	
	Vantage	15%	51%	34%	
	Kool Super Lights	22%	46%	32%	
	Kool Milds	21%	50%	29%	

TASTED SMOOTH (OVER 35)

		DA	N	A	#
	Salem Lights	14%	42%	44%	
	Merit	12%	46%	42%	
	Vantage	13%	48%	40%	
	True	15%	45%	40%	
	Doral	14%	46%	39%	
	Arctic Lights	13%	50%	37%	
	Doral II	13%	50%	37%	
	Kool Super Lights	15%	49%	36%	
	Kool Milds	20%	49%	31%	

AFTERTASTE (UNDER 35)

		GA	N	BA	##
	True	22%	64%	14%	
	Merit	22%	58%	20%	
	Doral II	19%	60%	21%	
	Salem Lights	22%	55%	22%	
	Kool Super Lights	14%	60%	25%	
	Arctic Lights	18%	57%	25%	
	Doral	24%	49%	26%	
	Vantage	16%	53%	31%	
	Kool Milds	15%	50%	35%	

AFTERTASTE (OVER 35)

		GA	N	BA	##
	True	29%	57%	13%	
	Merit	25%	61%	14%	
	Vantage	22%	64%	14%	
	Arctic Lights	27%	57%	16%	
	Doral	28%	54%	18%	
	Salem Lights	21%	61%	18%	
	Doral II	23%	58%	19%	
	Kool Super Lights	20%	61%	19%	
	Kool Milds	19%	56%	25%	

Ranked from the highest percentage to the lowest percentage on this column

Ranked from the lowest percentage to the highest percentage on this column

DA Disagree

N Neutral

A Agree

GA Had a Good Aftertaste

BA Had a Bad Aftertaste

*Indicates brands that are statistically equivalent

LOW TAR MENTHOL SMOKERS
(Under 35/Over 35)STRENGTH OF TASTE (UNDER 35)

	NS	N	TS
Salem Lights	15%	78%	7%
* Merit	13%	72%	15%
* Arctic Lights	16%	69%	15%
* Doral	17%	69%	14%
Kool Super Lights	14%	66%	20%
Vantage	19%	65%	16%
* Doral II	24%	63%	13%
True	27%	63%	9%
Kool Milds	11%	56%	33%

STRENGTH OF TASTE (OVER 35)

	NS	N	TS
* Merit	13%	71%	17%
* Kool Super Lights	13%	68%	19%
* Arctic Lights	12%	68%	21%
* Vantage	14%	68%	18%
True	21%	67%	12%
* Doral	11%	67%	21%
* Salem Lights	13%	66%	21%
* Doral II	19%	66%	15%
Kool Milds	9%	62%	29%

TASTED COOL (UNDER 35)

	DA	N	A
Doral II	16%	38%	45%
True	15%	43%	42%
Arctic Lights	9%	52%	39%
Kool Super Lights	27%	40%	33%
Merit	19%	50%	31%
Doral	21%	51%	29%
Salem Lights	23%	53%	24%
Vantage	30%	46%	24%
Kool Milds	31%	56%	13%

TASTED COOL (OVER 35)

	DA	N	A
Arctic Lights	16%	46%	37%
Merit	15%	51%	34%
Doral	18%	48%	34%
True	18%	51%	31%
Doral II	19%	51%	30%
Kool Super Lights	30%	45%	25%
Salem Lights	27%	49%	24%
Kool Milds	35%	43%	22%
Vantage	25%	54%	21%

TASTED HARSH (UNDER 35)

	DA	N	A
Doral II	58%	31%	11%
True	54%	39%	8%
Merit	51%	37%	13%
Doral	51%	32%	17%
Salem Lights	49%	41%	10%
Arctic Lights	48%	38%	14%
Vantage	45%	34%	21%
Kool Super Lights	44%	38%	18%
Kool Milds	30%	38%	32%

TASTED HARSH (OVER 35)

	DA	N	A
Doral II	60%	31%	9%
Merit	60%	29%	12%
Vantage	54%	32%	14%
Arctic Lights	53%	36%	11%
True	52%	33%	15%
Doral	52%	29%	19%
Salem Lights	49%	35%	16%
Kool Super Lights	48%	40%	12%
Kool Milds	44%	33%	23%

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree
N Neutral
A AgreeNS Not Strong Enough
TS Too Strong

*Indicates brands that are statistically equivalent

LOW TAR MENTHOL SMOKERS
(Under 35/Over 35)

RICH FLAVOR (UNDER 35)

	DA	N	A
Merit	17%	59%	24%
Doral	21%	59%	20%
Salem Lights	19%	62%	19%
Arctic Lights	18%	64%	18%
Vantage	21%	60%	18%
Kool Super Lights	23%	59%	18%
Doral II	25%	58%	17%
True	24%	60%	16%
Kool Milds	26%	60%	15%

RICH FLAVOR (OVER 35)

	DA	N	A
Arctic Lights	19%	56%	24%
Merit	19%	59%	23%
Salem Lights	24%	53%	23%
Kool Super Lights	18%	16%	22%
Doral	19%	60%	21%
Vantage	16%	64%	20%
Kool Milds	24%	56%	20%
True	23%	58%	19%
Doral II	22%	60%	18%

TASTED MILD (UNDER 35)

	DA	N	A
Doral II	10%	30%	61%
True	12%	34%	55%
Salem Lights	12%	38%	50%
Doral	15%	45%	40%
Merit	16%	43%	40%
Arctic Lights	18%	42%	40%
Kool Super Lights	23%	38%	38%
Vantage	18%	45%	37%
Kool Milds	29%	45%	27%

TASTED MILD (OVER 35)

	DA	N	A
True	16%	34%	50%
Arctic Lights	16%	37%	47%
Salem Lights	20%	33%	47%
Doral II	15%	39%	46%
Merit	14%	42%	44%
Doral	16%	41%	43%
Vantage	19%	40%	41%
Kool Super Lights	20%	40%	40%
Kool Milds	28%	38%	34%

BITTER TASTE (UNDER 35)

	DA	N	A
Doral II	53%	38%	10%
Merit	53%	38%	9%
True	51%	42%	7%
* Arctic Lights	47%	43%	10%
Salem Lights	47%	47%	6%
Doral	46%	36%	18%
* Kool Super Lights	44%	40%	16%
* Vantage	43%	41%	16%
Kool Milds	34%	40%	26%

BITTER TASTE (OVER 35)

	DA	N	A
Merit	65%	26%	10%
True	59%	30%	11%
Vantage	58%	34%	8%
Arctic Lights	58%	32%	10%
Doral	56%	32%	12%
Doral II	55%	38%	7%
Salem Lights	55%	33%	12%
Kool Super Lights	53%	35%	13%
Kool Milds	46%	31%	22%

Ranked from the highest percentage to the lowest percentage on this column

DA Disagree
N Neutral
A Agree

*Indicates brands that are statistically equivalent

LOW TAR MENTHOL SMOKERS
(Under 35/Over 35)

NATURAL TASTE (UNDER 35)

	##
	AT N NT
* Salem Lights	14%/66%/20%
* Doral II	16%/67%/16%
* True	17%/70%/13%
Vantage	17%/73%/10%
Merit	19%/65%/16%
* Arctic Lights	19%/62%/18%
* Kool Super Lights	20%/62%/19%
Doral	23%/67%/10%
Kool Milds	27%/62%/12%

NATURAL TASTE (OVER 35)

	##
	AT N NT
Vantage	10%/73%/17%
Kool Super Lights	11%/70%/19%
Salem Lights	13%/64%/23%
Merit	15%/66%/18%
Doral	16%/64%/19%
Doral II	17%/65%/17%
True	18%/62%/20%
Arctic Lights	19%/61%/20%
Kool Milds	22%/58%/20%

TASTED LIGHT (UNDER 35)

	#
	DA N A
Doral II	12%/29%/59%
True	9%/38%/53%
* Arctic Lights	16%/35%/49%
Salem Lights	9%/45%/46%
* Merit	17%/42%/41%
* Doral	19%/41%/41%
* Kool Super Lights	21%/38%/41%
* Vantage	19%/42%/39%
Kool Milds	44%/40%/16%

TASTED LIGHT (OVER 35)

	#
	DA N A
Salem Lights	20%/31%/49%
Arctic Lights	17%/36%/47%
True	13%/41%/46%
* Doral II	13%/43%/44%
Merit	15%/46%/39%
Kool Super Lights	21%/39%/39%
* Vantage	15%/48%/37%
* Doral	16%/46%/37%
Kool Milds	30%/42%/28%

LAST AS GOOD AS THE FIRST (UNDER 35)

	#
	DA N A
Kool Super Lights	46%/26%/28%
* Doral	44%/33%/23%
* True	44%/36%/20%
* Vantage	43%/35%/23%
Merit	43%/43%/14%
* Doral II	42%/35%/23%
* Arctic Lights	41%/38%/22%
* Salem Lights	41%/42%/17%
Kool Milds	28%/41%/31%

LAST AS GOOD AS THE FIRST (OVER 35)

	#
	DA N A
* Doral	49%/36%/15%
* Arctic Lights	49%/31%/20%
* Merit	49%/32%/19%
True	47%/32%/21%
* Salem Lights	47%/32%/22%
** Vantage	44%/35%/21%
Kool Milds	42%/36%/22%
* Doral II	40%/39%/21%
** Kool Super Lights	39%/39%/22%

Ranked from the highest percentage to the lowest percentage on this column
Ranked from the lowest percentage to the highest percentage on this column

DA Disagree
N Neutral
A Agree

AT Had an Artificial Taste
NT Had a Natural Taste

*Indicates brands that are statistically equivalent

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