

TOP-LINES
MENTHOL PRODUCT TEST

PDC # C273-B2-7
PROJECT # 1982-1029L
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SUBJECT: KOOL Lights KS vs. Bright KS Product Monitor
SAMPLE: 408 (100 Menthol Lights/105 Menthol Ultra, 111 Non-Menthol Lights/92 Non-Menthol Ultras)

FIELD DATE: September 13, 1982

			TAR	NIC	MOIST	MENT
<u>CIGARETTES:</u>	# 839 / 869	KOOL Lights KS - white tipping masked	9.1	.88	14.0	.474
	# 869 / 839	Bright KS white tipping - masked/a certain proportion of the menthol result is peppermint oil; RAD is unable to determine the percentage.	5.5	.55	13.5	.841

PREFERENCE:	(n=)	Total Menthol Smokers				
		Total (205)	Male (99)	Female (106)	21-34 (96)	35+ (109)
	KOOL Lights	53+++	60+++	46	56+++	50
	Bright	39	34	43	35	42
	No Preference	8	6	11	9	8
		100	100	100	100	100

ATTRIBUTES:	Total		Male		Female		21-34		35+	
	KL	Bright	KL	Bright	KL	Bright	KL	Bright	KL	Bright
<u>STRENGTH</u> (7=Stronger)	4.31***	4.59	4.09**	4.45	4.51	4.71	4.35**	4.74	4.27	4.45
<u>SMOOTHNESS</u> (7=Smother)	3.60**	3.42	3.73**	3.43	3.47	3.41	3.61*	3.38	3.58	3.46
<u>AMT. MENTHOL</u> (7=More)	3.64***	4.94	3.58***	4.85	3.70***	5.02	3.63***	5.31	3.65***	4.61
<u>MENTHOL TASTE</u> (7=Better)	3.39***	3.04	3.46***	3.02	3.33**	3.06	3.45***	2.99	3.34**	3.08
<u>SATISFYING</u> (7=More)	3.12***	2.78	3.28***	2.78	2.97*	2.78	3.17***	2.74	3.08**	2.82
<u>AFTERTASTE</u> (7=Pleasant)	3.56***	3.24	3.69***	3.21	3.44	3.26	3.52***	3.07	3.60*	3.39
<u>EASE OF DRAW</u> (7=Easier)	4.00	3.96	4.02	3.95	3.99	3.96	4.07**	3.92	3.94	3.99

KOOL Attribute scores reflect a comparison of the test product to the smoker's most often brand.

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

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