

Project GTC
Two Pack Return Attribute Ratings

Attribute	Label	TOTAL	FF SMOKERS	LT SMOKERS	FF RATING FF	LT RATING MILDS	FF ACCEPT. <input checked="" type="checkbox"/>	LT ACCEPT.
THERM	MEAN THERMOMETER RATING	<661>	<278>	<383>	<192>	<188>	<76>	<109>
SPLUS	70+	48.56	46.64	50.06	46.52	47.82	71.94	70.57
SXPLUS	60+	23.91	21.72	25.61	21.68	22.37	58.55	69.23
TOP2PI	2 TOP 2 BOX PURCHASE INTENT	46.90	48.58	45.59	48.79	43.76	95.64	86.30
TOP2IMP	2 TOP 2 BOX IMPORTANCE	27.52	26.55	28.27	24.79	27.08	100.0	100.0
TOP2VAL	2 TOP 2 VALUE FOR THE MONEY	36.48	37.70	35.52	33.50	31.44	74.39	71.01
TOP2BEL	2 TOP 2 BELIEVABILITY	38.62	34.40	41.91	36.84	37.02	75.57	71.66
TOP2DIFF	2 TOP 2 BOX UNIQUENESS	60.35	57.34	62.69	59.62	61.01	79.32	81.13
EASELTR	EASE OF LIGHTING <R>	95.64	95.17	96.01	95.73	96.18	92.13	96.26
EASELTI	EASE OF LIGHTING <I>	3.62	3.71	3.54	3.80	3.35	4.52	4.06
EASELTRI	EASE OF LIGHTING <R-I>	6.53	6.49	6.56	6.45	6.52	6.49	6.41
DRAWR	EASE OF GETTING SMOKE THRU FILTER <R>	-2.91	-2.78	-3.02	-2.65	-3.18	-1.96	-2.35
DRAWI	EASE OF GETTING SMOKE THRU FILTER <I>	3.58	3.66	3.52	3.67	3.59	4.87	4.57
DRAWRI	EASE OF GETTING SMOKE THRU FILTER <R-I>	6.46	6.46	6.45	6.48	6.36	6.45	6.32
STRONGR	STRENGTH <R>	-2.87	-2.80	-2.93	-2.80	-2.77	-1.58	-1.75
STRONGI	STRENGTH <I>	3.89	3.98	3.82	3.90	4.00	4.43	4.13
STRONGRI	STRENGTH <R-I>	4.59	5.20	4.12	5.21	3.84	5.59	4.22
SMOOTH	SMOOTHNESS <R>	-0.71	-1.22	-0.31	-1.31	0.16	-1.16	-0.09
SMOOTH	SMOOTHNESS <I>	4.12	4.21	4.05	4.31	3.83	5.27	4.93
SMOOTHRI	SMOOTHNESS <R-I>	5.77	5.69	5.83	5.66	5.73	5.90	5.74
PLSTSTR	PLEASANT TASTE <R>	-1.65	-1.48	-1.78	-1.34	-1.91	-0.62	-0.81
PLSTSTI	PLEASANT TASTE <I>	3.46	3.68	3.29	3.72	3.15	5.08	4.86
PLSTSTRI	PLEASANT TASTE <R-I>	6.14	6.14	6.15	6.12	6.00	6.31	6.05
PLSAFT	PLEASANT AFTERTASTE <R>	-2.68	-2.45	-2.86	-2.39	-2.85	-1.23	-1.19
PLSAFTI	PLEASANT AFTERTASTE <I>	3.39	3.53	3.28	3.72	3.13	4.58	4.53
PLSAFTRI	PLEASANT AFTERTASTE <R-I>	5.80	5.80	5.80	5.79	5.80	5.82	5.80
EASLITR	EASE OF KEEPING LIT <R>	-2.41	-2.27	-2.52	-2.08	-2.67	-1.24	-1.28
EASLITI	EASE OF KEEPING LIT <I>	3.85	3.87	3.84	3.89	3.61	4.93	4.54
EASLITRI	EASE OF KEEPING LIT <R-I>	6.47	6.51	6.44	6.47	6.34	6.64	6.34
NUMPUFR	NUMBER OF PUFFS <R>	-2.62	-2.64	-2.61	-2.57	-2.73	-1.70	-1.80
NUMPUFI	NUMBER OF PUFFS <I>	4.41	4.43	4.39	4.41	4.36	5.08	4.87
NUMPUFRI	NUMBER OF PUFFS <R-I>	6.10	6.14	6.07	6.16	6.01	6.39	6.16
CONSR	CONSISTENCY FROM PUFF TO PUFF <R>	-1.69	-1.71	-1.67	-1.75	-1.65	-1.32	-1.29
CONSI	CONSISTENCY FROM PUFF TO PUFF <I>	3.56	3.74	3.42	3.90	3.31	4.72	4.37
CONSRI	CONSISTENCY FROM PUFF TO PUFF <R-I>	6.26	6.29	6.23	6.30	6.15	6.41	5.95
AMHEATR	AMOUNT OF HEAT ON LIPS <R>	-2.70	-2.55	-2.81	-2.40	-2.84	-1.67	-1.57
AMHEATI	AMOUNT OF HEAT ON LIPS <I>	5.17	5.23	5.12	5.31	5.10	5.75	5.63
AMHEATRI	AMOUNT OF HEAT ON LIPS <R-I>	5.80	5.72	5.86	5.66	5.75	5.88	6.03
CIGCONR	CIGARETTE TO CIGARETTE CONSISTENCY <R>	-0.63	-0.49	-0.74	-0.36	-0.65	-0.12	-0.39
CIGCONI	CIGARETTE TO CIGARETTE CONSISTENCY <I>	4.83	4.84	4.83	4.91	4.82	5.74	5.59
CIGCONRI	CIGARETTE TO CIGARETTE CONSISTENCY <R-I>	6.33	6.32	6.34	6.29	6.28	6.46	6.26
		-1.50	-1.48	-1.51	-1.37	-1.46	-0.71	-0.67