

TEST NUMBER: D3224

DATE: April 16, 1984

REQUESTER: Karla Parrish - 2304

TITLE: Marlboro Y-72 Blend Structure with ET, ES, and BL
Current Casings and Flavor vs Marlboro Y-72 Blend
Structure with ET, ES, and RL-TC.

PURPOSE: To determine if there were any detectable differences
between Marlboro Y-72 Blend Structure with ET, ES,
and BL current casings and flavor vs Marlboro Y-72
Blend Structure with ET, ES, and RL-TC.

PANELISTS: Operation Center Panel

METHOD: The replicated paired comparison was used to compare
these cigarettes.

The panelists were given two precoded ballots and
four precoded cigarettes. On the first ballot, half
the panelists were instructed to smoke the control
first, then the experimental second; on their second
ballot, they smoked the experimental first then the
control. The other half of the panelists received
the experimental, then control on the first ballot,
and control then experimental for the second ballot.
Panelists were instructed to smoke the first two
cigarettes then wait at least 2 hours before smoking
the next two cigarettes.

RESULTS: The data from 53 panelists were analyzed using analysis
of variance. Two sources of variation are important
in interpreting whether cigarettes are different--the
cigarette effect and the cigarette/panelist interac-
tion. There was an indication of a cigarette effect
($P < .01$). It appears that the control was generally
preferred and there was little evidence that panelists
disagreed on the direction and/or strength of prefer-
ence. This is primarily a difference test, not an
acceptability test. Since all the smokers used
in this test smoke Philip Morris brands, their
preferences might differ from smokers who smoke brands
made by other companies.

Signed Frances M. Scott

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