

MEMORANDUM

October 27, 1967

TO: MR. J.W. HURDARD  
cc: Mr. R.P. Finch  
Mr. J.O. Crume  
Mr. J.Y. Honeycutt  
Mr. A.A.D. Upfield  
Dr. R.B. Griffith  
Mr. J.M. Jeffries  
Mr. C.I. McGarity  
Mr. A.J. Harber  
Mr. R.A. Pittman  
Dr. R.A. Sanford  
Mr. J.A. Scruggton  
Mr. B.S. Johnston  
Mr. J.W. Greene

FINAL REPORT  
BLIND PROJECT TEST OF CURRENT NOOL 84  
VERSUS NOOL 84 WITH DL-1 BLEND  
IDENTITY 444-511  
100-85-11

Background

The study was conducted to determine whether consumer acceptance of NOOL 84 with DL-1 blend is better than that of NOOL 84 with NOOL blend.

The study was conducted with a sample of about 400 menthol smokers, consisting of a sub-sample of 200 NOOL smokers and 200 non-NOOL smokers, the latter brand quota structured. Each sub-sample was 50% male/50% female and 50% regular/50% occasional NOOL smokers.

Respondents received five packs of test cigarette #416 and five packs of test cigarette #418.

Qualification and placement interviews were made on a door-to-door basis. About seven to ten days after placement, respondents were interviewed again to obtain their opinions about the two test cigarettes.

The study was conducted in five geographically spread cities (Cincinnati, Hartford, New Orleans, Omaha and St. Louis) and took place between August 8 and August 22, 1967.

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