

Product Department

RESTRICTED

MEMORANDUM - MEM-3C15-81

FEBRUARY 16, 1981

REPLICABILITY OF MONADIC EVALUATIONS OF NONMENTHOL PRODUCTS:
PRISM PANEL TESTS 6 AND 7

SUMMARY

The nonmenthol PRISM panel evaluated the same product set in two separate studies. The overall product maps, generated by the panel as a whole, provided exceptionally good agreement in two dimensions. BARCLAY KS and Box were perceived as easiest to draw; BARCLAY 100, Triumph KS, VICEROY RICH LIGHTS KS, and Kent III KS were intermediate; VICEROY RICH LIGHTS 100, Merit KS, Merit 100, Cambridge 100, and Kent III 100 were hardest to draw. VICEROY RICH LIGHTS KS, Merit 100, and Merit KS were rated highest in overall intensity (i.e., Flavor, Mouthful, Impact); VICEROY RICH LIGHTS 100, BARCLAY Box, BARCLAY KS, and Triumph KS were intermediate; Kent III KS, Cambridge 100, BARCLAY 100, and Kent III 100 were the lowest. Only for the first study could a third factor ("Other Flavor") be obtained, and its face validity was poor.

Individual panelist replicability was not improved over previous tests. Flavor attributes continued to be the most troublesome. These two tests were preceded by extensive panelist retraining.

Multidimensional analysis proved surprisingly stable and provided useful panelist information.

An improved data "cleaning" program was successfully instituted at this time, and it will be used in all future PRISM work.

PROCEDURE

The nonmenthol PRISM panel (21 low-delivery nonmenthol smokers) evaluated the same set of products twice, with the two evaluations separated by about two weeks. We wished, in addition to the obvious product information, to determine how reliable our results were.

Eleven nonmenthol products, all low or ultralow tar, were evaluated (in parentheses are the abbreviations used in attached tables and figures):

BARCLAY Box (BRBOX)
BARCLAY KS (BRKS)
BARCLAY 100 (BR100)
Cambridge 100 (CB100)

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