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86-079

POL REPORT 9064

DATE: April 10, 1986

POL TEST NUMBER: 9064

TITLE: Virginia Slims Ultra Lights Menthol 100mm vs
Salem Slim Lights 100mm

TEST REQUESTER: E. Stagg

POL STUDY LEADER: V. Graff-Muse

PREPARED BY: D. Purvis

PURPOSE: To determine product acceptability

PROCEDURE [BALLOT]: Sequential Monadic NV-5/SN

SAMPLE SIZE: 900

% RETURNED: 62

SMOKER GROUPS:

Number returned - Power Value

Virginia Slims Lights Menthol 100mm	154	.34
XSC 6-10mg 100mm Menthol	228	.45
Salem Slim Lights 100mm	130	.31

ANALYTICAL SUMMARY: The Virginia Slims Ultra Lights Menthol 100mm cigarettes were different from the Salem Slim Lights 100mm cigarettes in tar and nicotine deliveries, filter RTD, tipping paper length, ventilation, total alkaloids, and menthol in filter. Both cigarettes were overtipped.

CIGARETTES MADE: 2/6/86

CIGARETTES SHIPPED: 2/20/86

CLOSE-OUT DATE: 3/26/86

RESULTS DISCUSSED WITH REQUESTER [DATE]: 3/27/86

COMMENTS: There were significant differences between the cigarettes. The Virginia Slims Lights Menthol 100mm smokers rated the Salem Slim Lights 100mm higher on harshness. They rated the Virginia Slims Ultra Lights Menthol 100mm higher on mild taste, amount of menthol, cool smoking, and good aftertaste. The cross-section of 6-10mg 100mm menthol smokers rated the Salem Slim Lights 100mm higher on satisfaction and easy draw. The Salem Slim Lights 100mm smokers rated their own brand higher on good taste, satisfaction, good menthol flavor, acceptability, and preference. They rated the Virginia Slims Ultra Lights Menthol 100mm higher on dry taste.

PLANS: Other tests of this blend are being considered.

*Power: The probability of declaring a significant difference at $p=0.10$ when the real population difference corresponds to a 55:45 split for each of the smoker groups

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ANALYTICAL SUMMARY

POL REPORT 9064

	Salem Slim Lights Menthol 100	Virginia Slims Ultra Lights Menthol 100
IBM Code	D58MR-1	D5BMS-3
Date of Production	1/86	1/86
Smoke		
Butt Length, mm	38	39
FTC Tar, mg/cigt.	8.4	6.4
Nicotine, mg/cigt.	0.59	0.44
Puffs/cigt.	8.7	9.5
Cigarette		
Total RTD, mm of H2O	111	103
Static Burn. Time, min.	6.4	6.9
Length, mm	98.0	98.1
Circumference, mm	22.7	23.0
Paper		
Components		
Type	Cit.	Cit.
Porosity, sec.	14	13
Filter		
RTD, mm of H2O	98	119
Length, mm	31.3	31.6
Weight, g	0.15	0.16
Tipping paper length, mm	35	36
Ventilation, %	49	57
Filler		
Total alkaloids, % (DWB)	1.97	1.88
Total red. sugars, % (DWB)	8.4	8.5
Wt. of tob., g (Corrected to 12.5% O.V.)	0.650	0.654
Rod Density, g/cc	0.237	0.243
Oven Volatiles, % (Pack)	12.3	13.4
Menthol, mg/cigt.		
Smoke	0.46	0.44
FTC Tar	3.1	3.5
Nicotine	0.7	1.2

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Scale 1 1-DOES NOT HAVE A MILD TASTE TO 7-HAS A MILD TASTE

	Number	Scale Ratings		Prob
		SALEM	VA SLIMS	
VA SLIMS LTS MEN SMOKERS	150	4.41	5.04 *	.0043
AGES 18-34	103	4.36	5.07 *	.0068
AGES 35 AND OVER	47	4.57	4.93	.3525
XSC 6-10MG 100 MEN SMOKERS	225	5.22	5.23	.9504
AGES 18-34	89	5.10	5.38	.3069
AGES 35-50	84	5.20	5.02	.4999
AGES 51 AND OVER	52	5.54	5.44	.7805
MALE XSC SMOKERS	53	5.38	5.52	.6437
AGES 18-34	16	5.63	5.88	.6078
AGES 35-50	19	4.90	4.80	.8537
AGES 51 AND OVER	18	5.79	6.08	.5804
FEMALE XSC SMOKERS	172	5.19	5.14	.7954
AGES 18-34	73	4.98	5.28	.3590
AGES 35-50	65	5.33	5.09	.4271
AGES 51 AND OVER	34	5.44	5.14	.5470
SALEM SLIM LTS SMOKERS	129	5.55	5.17	.1037
AGES 18-34	86	5.75 *	5.09	.0166
AGES 35 AND OVER	43	5.18	5.33	.7332
FEMALE SALEM SLIM LTS SMOKERS	120	5.54	5.20	.1638
AGES 18-34	79	5.71 *	5.14	.0436
AGES 35 AND OVER	41	5.21	5.32	.8049

Scale 2 1-IS NOT HARSH TO 7-IS HARSH

	Number	Scale Ratings		Prob
		SALEM	VA SLIMS	
VA SLIMS LTS MEN SMOKERS	150	3.47 *	2.89	.0078
AGES 18-34	102	3.51 *	2.81	.0083
AGES 35 AND OVER	48	3.32	3.08	.5147
XSC 6-10MG 100 MEN SMOKERS	220	2.73	2.72	.9437
AGES 18-34	85	2.95	2.76	.5160
AGES 35-50	83	2.70	2.71	.9685
AGES 51 AND OVER	52	2.48	2.57	.7930
MALE XSC SMOKERS	53	2.77	2.73	.8728
AGES 18-34	16	2.71	2.83	.8139
AGES 35-50	19	3.18	2.98	.5758
AGES 51 AND OVER	18	2.29	2.29	.9955
FEMALE XSC SMOKERS	167	2.70	2.73	.8889
AGES 18-34	69	3.00	2.74	.4291
AGES 35-50	64	2.48	2.66	.5625
AGES 51 AND OVER	34	2.54	2.69	.7316
SALEM SLIM LTS SMOKERS	125	2.53	2.69	.4702
AGES 18-34	85	2.25	2.60	.1455
AGES 35 AND OVER	40	3.13	2.88	.5919
FEMALE SALEM SLIM LTS SMOKERS	116	2.58	2.73	.5129
AGES 18-34	78	2.32	2.61	.2593
AGES 35 AND OVER	38	3.11	2.97	.7727

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Scale 3 1=DOES NOT HAVE A GOOD TASTE TO 7=HAS A GOOD TASTE

	Number	Scale Ratings		
		SALEM	VA SLIMS	Prob
VA SLIMS LTS MEN SMOKERS	140	4.29	4.51	.3036
AGES 18-34	96	4.12	4.63 *	.0607
AGES 35 AND OVER	44	4.62	4.20	.1903
XSC 6-10MG 100 MEN SMOKERS	207	5.06	4.89	.2507
AGES 18-34	77	5.03	4.97	.8135
AGES 35-50	81	4.76	4.74	.8974
AGES 51 AND OVER	49	5.61 *	5.00	.0788
MALE XSC SMOKERS	51	5.06	5.11	.8507
AGES 18-34	15	5.42	5.36	.9165
AGES 35-50	19	4.20	4.70	.3071
AGES 51 AND OVER	17	5.77	5.36	.4842
FEMALE XSC SMOKERS	156	5.07	4.80	.1256
AGES 18-34	62	4.94	4.88	.8209
AGES 35-50	62	4.95	4.69	.3787
AGES 51 AND OVER	32	5.54	4.82	.1137
SALEM SLIM LTS SMOKERS	123	5.24 *	4.81	.0670
AGES 18-34	84	5.54 *	4.77	.0047
AGES 35 AND OVER	39	4.59	4.89	.5148
FEMALE SALEM SLIM LTS SMOKERS	114	5.21 *	4.78	.0740
AGES 18-34	77	5.49 *	4.74	.0080
AGES 35 AND OVER	37	4.62	4.85	.6252

Scale 4 1=DOES NOT HAVE ENOUGH MENTHOL TO 7=HAS TOO MUCH MENTHOL

	Number	Scale Ratings		
		SALEM	VA SLIMS	Prob
VA SLIMS LTS MEN SMOKERS	145	3.04	3.35 *	.0159
AGES 18-34	98	2.97	3.33 *	.0188
AGES 35 AND OVER	47	3.17	3.38	.3683
XSC 6-10MG 100 MEN SMOKERS	217	3.47	3.41	.6415
AGES 18-34	85	3.73	3.51	.2695
AGES 35-50	83	3.36	3.41	.7938
AGES 51 AND OVER	49	3.22	3.28	.8234
MALE XSC SMOKERS	52	3.49	3.77	.3494
AGES 18-34	16	4.18	3.85	.5458
AGES 35-50	19	3.39	3.71	.5304
AGES 51 AND OVER	17	2.98	3.74	.1565
FEMALE XSC SMOKERS	165	3.47	3.29	.1877
AGES 18-34	69	3.63	3.42	.3666
AGES 35-50	64	3.36	3.31	.8220
AGES 51 AND OVER	32	3.35	3.03	.2234
SALEM SLIM LTS SMOKERS	121	3.39	3.59	.2400
AGES 18-34	82	3.47	3.62	.5064
AGES 35 AND OVER	39	3.21	3.51	.2525
FEMALE SALEM SLIM LTS SMOKERS	112	3.34	3.62	.1085
AGES 18-34	75	3.44	3.66	.3277
AGES 35 AND OVER	37	3.13	3.54	.1371

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Scale 5 1-IS NOT SATISFYING TO 7-IS SATISFYING

	Number	Scale Ratings		Prob
		SALEM	VA SLIMS	
VA SLIMS LTS MEN SMOKERS	142	4.16	4.40	.2490
AGES 18-34	98	3.97	4.47 *	.0641
AGES 35 AND OVER	44	4.59	4.25	.2574
XSC 6-10MG 100 MEN SMOKERS	221	4.83 *	4.56	.0979
AGES 18-34	87	4.89	4.55	.1908
AGES 35-50	82	4.45	4.46	.9672
AGES 51 AND OVER	52	5.26	4.92	.3485
MALE XSC SMOKERS	53	4.93	4.77	.6580
AGES 18-34	16	5.50	4.74	.2436
AGES 35-50	19	4.00	4.32	.6373
AGES 51 AND OVER	18	5.40	5.28	.8182
FEMALE XSC SMOKERS	168	4.82 *	4.47	.0742
AGES 18-34	71	4.75	4.50	.4149
AGES 35-50	63	4.58	4.47	.7306
AGES 51 AND OVER	34	5.20	4.73	.3327
SALEM SLIM LTS SMOKERS	128	5.08 *	4.44	.0135
AGES 18-34	85	5.44 *	4.40	.0019
AGES 35 AND OVER	43	4.41	4.51	.7973
FEMALE SALEM SLIM LTS SMOKERS	119	5.07 *	4.41	.0145
AGES 18-34	78	5.44 *	4.36	.0020
AGES 35 AND OVER	41	4.38	4.49	.7981

Scale 6 1-IS NOT COOL SMOKING TO 7-IS COOL SMOKING

	Number	Scale Ratings		Prob
		SALEM	VA SLIMS	
VA SLIMS LTS MEN SMOKERS	149	3.91	4.50 *	.0022
AGES 18-34	102	3.85	4.58 *	.0042
AGES 35 AND OVER	47	4.04	4.34	.2546
XSC 6-10MG 100 MEN SMOKERS	218	4.67	4.74	.6554
AGES 18-34	83	4.83	4.63	.4374
AGES 35-50	83	4.55	4.72	.5014
AGES 51 AND OVER	52	4.64	5.18	.1202
MALE XSC SMOKERS	54	4.96	5.26	.2999
AGES 18-34	16	5.69 *	4.79	.0496
AGES 35-50	19	4.63	5.01	.2825
AGES 51 AND OVER	19	4.64	5.33 *	.0426
FEMALE XSC SMOKERS	164	4.57	4.58	.9603
AGES 18-34	67	4.62	4.59	.8993
AGES 35-50	64	4.50	4.64	.6589
AGES 51 AND OVER	33	4.63	4.77	.7357
SALEM SLIM LTS SMOKERS	126	4.92	4.69	.3338
AGES 18-34	84	5.25 *	4.66	.0355
AGES 35 AND OVER	42	4.29	4.74	.2625
FEMALE SALEM SLIM LTS SMOKERS	117	4.86	4.66	.4314
AGES 18-34	77	5.20 *	4.62	.0580
AGES 35 AND OVER	40	4.21	4.73	.2050

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Scale 7 1=DOES NOT BURN TOO FAST TO 7=BURNS TOO FAST

	Number	Scale Ratings		
		SALEM	VA SLIMS	Prob
VA SLIMS LTS MEN SMOKERS	150	3.44	3.39	.7166
AGES 18-34	102	3.58	3.45	.5105
AGES 35 AND OVER	48	3.22	3.28	.8002
XSC 6-10MG 100 MEN SMOKERS	222	3.57	3.65	.4571
AGES 18-34	87	3.59	3.81	.2035
AGES 35-50	84	3.58	3.51	.7410
AGES 51 AND OVER	51	3.41	3.50	.7072
MALE XSC SMOKERS	54	3.50	3.23	.2151
AGES 18-34	16	3.59	3.46	.7055
AGES 35-50	19	3.76	3.41	.4212
AGES 51 AND OVER	19	3.25	2.89	.3516
FEMALE XSC SMOKERS	168	3.60	3.80	.1145
AGES 18-34	71	3.60	3.89	.1349
AGES 35-50	65	3.50	3.60	.6625
AGES 51 AND OVER	32	3.51	3.86	.2460
SALEM SLIM LTS SMOKERS	127	3.29	3.26	.8538
AGES 18-34	84	3.28	3.28	.9679
AGES 35 AND OVER	43	3.31	3.23	.7847
FEMALE SALEM SLIM LTS SMOKERS	118	3.26	3.19	.7104
AGES 18-34	77	3.25	3.18	.7521
AGES 35 AND OVER	41	3.28	3.22	.8427

Scale 8 1=DOES NOT HAVE AN EASY DRAW TO 7=HAS AN EASY DRAW

	Number	Scale Ratings		
		SALEM	VA SLIMS	Prob
VA SLIMS LTS MEN SMOKERS	145	4.92	5.09	.2989
AGES 18-34	98	4.92	5.05	.5449
AGES 35 AND OVER	47	4.91	5.17	.3168
XSC 6-10MG 100 MEN SMOKERS	223	5.65 *	5.23	.0010
AGES 18-34	88	5.76 *	5.03	.0009
AGES 35-50	84	5.42	5.21	.2686
AGES 51 AND OVER	51	5.97	5.84	.6213
MALE XSC SMOKERS	53	5.69	5.59	.4900
AGES 18-34	16	6.00 *	5.40	.0828
AGES 35-50	19	5.29	5.34	.7600
AGES 51 AND OVER	18	5.87	6.06	.5429
FEMALE XSC SMOKERS	170	5.65 *	5.12	.0010
AGES 18-34	72	5.70 *	4.95	.0028
AGES 35-50	65	5.46	5.18	.2689
AGES 51 AND OVER	33	6.03	5.72	.4236
SALEM SLIM LTS SMOKERS	127	5.29	4.99	.1409
AGES 18-34	85	5.31	5.12	.4383
AGES 35 AND OVER	42	5.26	4.77	.1815
FEMALE SALEM SLIM LTS SMOKERS	118	5.28	4.96	.1366
AGES 18-34	78	5.27	5.09	.5044
AGES 35 AND OVER	40	5.30	4.71	.1203

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Scale 9 1=DOES NOT HAVE A GOOD MENTHOL FLAVOR TO 7=HAS A GOOD MENTHOL FLAVOR

	Number	Scale Ratings		
		SALEM	VA SLIMS	Prob
VA SLIMS LTS MEN SMOKERS	152	3.84	4.15	.1587
AGES 18-34	104	3.70	4.29 *	.0331
AGES 35 AND OVER	48	4.15	3.80	.3196
XSC 6-10MG 100 MEN SMOKERS	221	4.43	4.40	.8578
AGES 18-34	86	4.72	4.53	.5250
AGES 35-50	84	4.18	4.24	.8075
AGES 51 AND OVER	51	4.46	4.62	.6757
MALE XSC SMOKERS	53	4.56	4.81	.5031
AGES 18-34	16	5.48	4.99	.4693
AGES 35-50	19	3.95	4.53	.3387
AGES 51 AND OVER	18	4.46	4.92	.5148
FEMALE XSC SMOKERS	168	4.41	4.26	.4518
AGES 18-34	70	4.54	4.42	.7276
AGES 35-50	65	4.23	4.11	.7187
AGES 51 AND OVER	33	4.49	4.44	.9039
SALEM SLIM LTS SMOKERS	128	4.82 *	4.28	.0281
AGES 18-34	85	5.19 *	4.20	.0021
AGES 35 AND OVER	43	4.10	4.41	.4131
FEMALE SALEM SLIM LTS SMOKERS	119	4.81 *	4.31	.0483
AGES 18-34	78	5.16 *	4.27	.0058
AGES 35 AND OVER	41	4.13	4.39	.5231

Scale 10 1=DOES NOT HAVE A DRY TASTE TO 7=HAS A DRY TASTE

	Number	Scale Ratings		
		SALEM	VA SLIMS	Prob
VA SLIMS LTS MEN SMOKERS	149	3.78	3.80	.8829
AGES 18-34	101	3.94	3.85	.7100
AGES 35 AND OVER	48	3.48	3.74	.4928
XSC 6-10MG 100 MEN SMOKERS	221	3.43	3.45	.9239
AGES 18-34	86	3.60	3.67	.7940
AGES 35-50	84	3.42	3.39	.8816
AGES 51 AND OVER	51	3.06	3.15	.8025
MALE XSC SMOKERS	54	3.52	3.34	.5449
AGES 18-34	16	4.04	3.37	.2123
AGES 35-50	19	3.29	3.74	.3349
AGES 51 AND OVER	19	3.29	2.96	.5263
FEMALE XSC SMOKERS	167	3.40	3.49	.6141
AGES 18-34	70	3.49	3.73	.4528
AGES 35-50	65	3.43	3.27	.5803
AGES 51 AND OVER	32	2.93	3.27	.4928
SALEM SLIM LTS SMOKERS	126	3.42	3.79 *	.0832
AGES 18-34	84	3.21	4.00 *	.0044
AGES 35 AND OVER	42	3.83	3.38	.1834
FEMALE SALEM SLIM LTS SMOKERS	117	3.45	3.74	.1859
AGES 18-34	77	3.24	3.91 *	.0196
AGES 35 AND OVER	40	3.85	3.43	.2230

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Scale 11 1=DOES NOT LEAVE A GOOD AFTERTASTE TO 7=LEAVES A GOOD AFTERTASTE

	Number	Scale Ratings		
		SALEM	VA SLIMS	Prob
VA SLIMS LTS MEN SMOKERS	151	3.67	4.07 *	.0385
AGES 18-34	103	3.43	4.03 *	.0102
AGES 35 AND OVER	48	4.17	4.16	.9841
XSC 6-10MG 100 MEN SMOKERS	222	4.18	4.09	.5516
AGES 18-34	87	4.09	3.97	.6534
AGES 35-50	83	4.09	4.03	.7818
AGES 51 AND OVER	52	4.41	4.40	.9698
MALE XSC SMOKERS	53	4.45	4.44	.9758
AGES 18-34	16	4.51	4.38	.8483
AGES 35-50	19	4.42	4.06	.5945
AGES 51 AND OVER	18	4.50	4.92	.5225
FEMALE XSC SMOKERS	169	4.13	3.98	.4037
AGES 18-34	71	3.99	3.87	.6890
AGES 35-50	64	4.00	4.02	.9362
AGES 51 AND OVER	34	4.43	4.15	.5139
SALEM SLIM LTS SMOKERS	128	3.92	3.80	.5764
AGES 18-34	85	4.08	3.76	.2225
AGES 35 AND OVER	43	3.61	3.86	.4925
FEMALE SALEM SLIM LTS SMOKERS	119	3.80	3.75	.8147
AGES 18-34	78	3.90	3.70	.4603
AGES 35 AND OVER	41	3.61	3.86	.5259

Scale 12 1=I DISLIKE EXTREMELY TO 7=I LIKE EXTREMELY

	Number	Scale Ratings		
		SALEM	VA SLIMS	Prob
VA SLIMS LTS MEN SMOKERS	152	4.10	4.38	.1601
AGES 18-34	104	3.93	4.37 *	.0775
AGES 35 AND OVER	48	4.46	4.37	.7833
XSC 6-10MG 100 MEN SMOKERS	221	4.65	4.48	.2782
AGES 18-34	88	4.63	4.42	.4456
AGES 35-50	82	4.47	4.40	.7532
AGES 51 AND OVER	51	5.02	4.84	.6095
MALE XSC SMOKERS	54	4.54	4.79	.4495
AGES 18-34	16	4.78	4.83	.9225
AGES 35-50	19	3.75	4.03	.6412
AGES 51 AND OVER	19	5.21	5.54	.5734
FEMALE XSC SMOKERS	167	4.70 *	4.36	.0571
AGES 18-34	72	4.59	4.32	.3945
AGES 35-50	63	4.68	4.50	.4638
AGES 51 AND OVER	32	4.95	4.41	.2213
SALEM SLIM LTS SMOKERS	127	4.86 *	4.36	.0313
AGES 18-34	84	5.28 *	4.29	.0011
AGES 35 AND OVER	43	4.08	4.49	.2870
FEMALE SALEM SLIM LTS SMOKERS	118	4.84 *	4.32	.0315
AGES 18-34	77	5.23 *	4.29	.0024
AGES 35 AND OVER	41	4.10	4.39	.4673

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Question WHICH DO YOU PREFER?

	Number	Percentages				Prob
		SALEM	VA SLIMS	NDif	NAns	
VA SLIMS LTS MEN SMOKERS	154	33.1	42.2	18.8	5.8	.1766
AGES 18-34	106	33.0	43.4	18.9	4.7	.2519
AGES 35 AND OVER	48	33.3	39.6	18.8	8.3	.6613
XSC 6-10MG 100 MEN SMOKERS	228	44.3	35.5	16.2	3.9	.1380
AGES 18-34	89	52.8 *	34.8	11.2	1.1	.0949
AGES 35-50	84	41.7	36.9	16.7	4.8	.6603
AGES 51 AND OVER	55	34.5	34.5	23.6	7.3	.8285
MALE XSC SMOKERS	54	33.3	50.0	14.8	1.9	.1404
AGES 18-34	16	43.8	50.0	6.3	0.0	.7793
AGES 35-50	19	26.3	57.9	15.8	0.0	.1268
AGES 51 AND OVER	19	31.6	42.1	21.1	5.3	.4029
FEMALE XSC SMOKERS	174	47.7 *	31.0	16.7	4.6	.0110
AGES 18-34	73	54.8 *	31.5	12.3	1.4	.0469
AGES 35-50	65	46.2	30.8	16.9	6.2	.1560
AGES 51 AND OVER	36	36.1	30.6	25.0	8.3	.7328
SALEM SLIM LTS SMOKERS	130	55.4 *	33.8	8.5	2.3	.0090
AGES 18-34	86	58.1 *	30.2	9.3	2.3	.0058
AGES 35 AND OVER	44	50.0	40.9	6.8	2.3	.5345
FEMALE SALEM SLIM LTS SMOKERS	121	54.5 *	33.9	9.1	2.5	.0160
AGES 18-34	79	55.7 *	31.6	10.1	2.5	.0236
AGES 35 AND OVER	42	52.4	38.1	7.1	2.4	.3319

Results from only those with a preference

	Number	Percentages		Prob
		SALEM	VA SLIMS	
VA SLIMS LTS MEN SMOKERS	116	44.0	56.0	.1766
AGES 18-34	81	43.2	56.8	.2519
AGES 35 AND OVER	35	45.7	54.3	.6613
XSC 6-10MG 100 MEN SMOKERS	182	55.5	44.5	.1380
AGES 18-34	78	60.3 *	39.7	.0949
AGES 35-50	66	53.0	47.0	.6603
AGES 51 AND OVER	38	50.0	50.0	.8285
MALE XSC SMOKERS	45	40.0	60.0	.1404
AGES 18-34	15	46.7	53.3	.7793
AGES 35-50	16	31.3	68.8	.1268
AGES 51 AND OVER	14	42.9	57.1	.4029
FEMALE XSC SMOKERS	137	60.6 *	39.4	.0110
AGES 18-34	63	63.5 *	36.5	.0469
AGES 35-50	50	60.0	40.0	.1560
AGES 51 AND OVER	24	54.2	45.8	.7328
SALEM SLIM LTS SMOKERS	116	62.1 *	37.9	.0090
AGES 18-34	76	65.8 *	34.2	.0058
AGES 35 AND OVER	40	55.0	45.0	.5345
FEMALE SALEM SLIM LTS SMOKERS	107	61.7 *	38.3	.0160
AGES 18-34	69	63.8 *	36.2	.0236
AGES 35 AND OVER	38	57.9	42.1	.3319

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