

PHILIP MORRIS U.S.A.
MARKETING RESEARCH DEPARTMENT REPORT

MRD #: 85023

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SUBJECT: MTI Test of Production Rio 85mm Menthol (Cork Filter)
Versus
Production Salem 85mm (White Filter)
(Project #5540/10090)

OVERVIEW

The Salem King smokers in this test significantly preferred their own brand - Salem King (white filter) (57%) to production Rio King (cork filter) (43%). Qualitatively, Salem was perceived to have "more taste", "better taste", "better aftertaste", "a better menthol taste", and to be "cooler smoking".

Distribution

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FILE: RIO

HTI TEST OF PRODUCTION RIO 85mm MENTHOL (Cork Filter)
VERSUS PRODUCTION SALEM 85mm (White Filter)

BACKGROUND

The objective of this test was to determine consumer acceptability of Production Rio 85mm Menthol (cork filter) relative to Salem 85mm (white filter). This study was conducted in conjunction with HTI 5541/10091, Rio 85mm with a white filter vs Salem 85mm (white filter). The two cigarettes differed as shown on the attached analytical sheet (Appendix A). This test was conducted via mail placement/telephone questionnaire among Salem 85mm smokers. All of these smokers were pre-screened before the test. All products were tested "blind" in plain white, coded packages (Appendix B). A scalar paired comparison ballot was used for this test (Appendix C). All results were balanced for order of trial.

FINDINGS

Salem 85mm Smokers

1. The Salem King smokers in this test significantly preferred (at the 95% level) their own brand - Salem (white-filter) (57%) to Production Rio (cork-filter) (43%). This preference is traceable to women smokers who significantly preferred the white tipped Salem.

(See Table 1)

2. The average overall ratings assigned by these smokers on a "1" (worst) to "7" (best) scale are consistent with the overall preference vote in that Salem (White) (4.30) was rated significantly (at the 95% level) higher than the Rio (Cork) (3.84).

(See Table 1)

3. A review of the remaining qualitative information (Average Ratings - Table 2; Reasons For Preference - Table 3; Dislikes - Table 4; and Likes - Table 5) indicates that these Salem King smokers perceived their own brand to have more taste, better taste, better aftertaste, a better menthol taste, and to be cooler smoking.

OVERALL PREFERENCE

Salem 85mm Smokers

		Average Ratings Based On Total Sample (1=Worst; 7=Best)
Base: Those who made the test	(181)	
Prefer Rio (Cork)	35 (43)	3.84
Prefer Salem (White)	50 (57)*	4.30*
No Preference	15	

OVERALL PREFERENCE BY SUBGROUPS

Salem 85mm Smokers

Base: Those in each group	Total (181)	Sex		Age		Males		Females	
		Male (112)	Female (69)	Under 35 (60)	35 & Over (121)	Under 35 (39)	35 & Over (73)	Under 35 (21)	35 & Over (48)
Prefer Rio (Cork)	43	49	34	44	42	45	51	41	30
Prefer Salem (White)	57*	51	66*	56	58**	55	49	59	70*

* Significant at the 95% level.

** Significant at the 90% level.

Table 1

AVERAGE RATING OF CIGARETTES (1)

	Salem 85nm	
	<u>Rio</u>	<u>Salem</u>
They had a lot of taste (They did not have a lot of taste)	4.02	4.51*
They had a good taste (They did not have a good taste)	3.90	4.34**
They were not harsh to my mouth and throat (They were harsh to my mouth and throat)	4.22	4.44
They were refreshing (They were not refreshing)	3.89	4.14
They had a good aftertaste (They did not have a good aftertaste)	3.72	4.14**
They were cool smoking (They were not cool smoking)	3.93	4.32**
They had a mild menthol taste (They had a strong menthol taste)	4.36	4.53
They had a good menthol taste (They did not have a good menthol taste)	3.76	4.15**
They did not leave a dry taste in my mouth (They left a dry taste in my mouth)	3.89	4.24

(1) Based on a 7 point scale. The low point (1) appears in parentheses.

- * Significant at the 95% level.
- ** Significant at the 90% level.

Table 2

REASONS FOR PREFERENCE

Base: Those preferring either cigarette	Smokers of: Salem Kings	
	Preferred Rio (Cork) (64) <u> </u>	Preferred Salem (White) (90) <u> </u>
<u>Menthol</u>	<u>32</u>	<u>51</u>
Liked menthol taste	12	15
Strong menthol (more)	10	13
Left mouth clean/refreshed	7	8
Milder menthol (less)	4	13
<u>Taste</u>	<u>24</u>	<u>31</u>
Good/no bad aftertaste	9	11
Good taste/tobacco flavor	4	9
Strong flavor/more flavor	4	5
Mild flavor/not harsh	4	6
Tastes like regular brand	3	4
Smooth taste	2	1
<u>Strength</u>	<u>15</u>	<u>34</u>
Mild, not strong	8	16
Mild, not harsh	5	18
Strong/stronger	2	--
<u>Ease In Smoking</u>	<u>7</u>	<u>6</u>
Even drawing	6	4
Easy draw/smoke	1	2
<u>Coolness</u>	<u>7</u>	<u>5</u>
Cool smoking/not hot	4	5
<u>Effect On Mouth And Throat</u>	<u>6</u>	<u>5</u>
Not irritating/didn't burn mouth	2	2
<u>Burning Qualities</u>	<u>5</u>	<u>3</u>
Slower burning	4	3
<u>Physical Characteristics</u>	<u>3</u>	<u>2</u>
<u>Filter</u>	<u>2</u>	<u>5</u>
<u>Miscellaneous</u>	<u>1</u>	<u>4</u>
Similar/same as regular brand	--	4

Table 3

DISLIKES

Base:	Smokers of: Salem Kings	
	<u>Rfo</u> <u>(Cork)</u> --- (101) ---	<u>Salem</u> <u>(White)</u>
	<u>f</u>	<u>f</u>
<u>Taste</u>	<u>57</u>	<u>38</u>
Left bad aftertaste	19	19
Flavor too strong	14	4
Flavor too mild/not enough flavor	11	10
Poor flavor/disliked taste	11	4
Dry taste	4	1
Bitter taste	2	1
<u>Menthol</u>	<u>47</u>	<u>37</u>
Not enough menthol flavor	34	21
Too strong menthol flavor	8	7
<u>Strength</u>	<u>38</u>	<u>37</u>
Harsh	19	18
Too strong/not mild enough	13	9
Too mild/not strong enough	7	11
<u>Effect On Mouth/Throat</u>	<u>22</u>	<u>21</u>
Irritated mouth and throat/ burn throat	11	13
Left mouth dry	6	6
Caused cough/cough more	5	3
<u>Filter</u>	<u>19</u>	<u>12</u>
Dislike color (texture) of tip	8	5
<u>Burning Qualities</u>	<u>9</u>	<u>13</u>
Burned too fast	9	11
<u>Physical Characteristics</u>	<u>9</u>	<u>6</u>
Too dry and stale	4	6
<u>Difficulty In Smoking</u>	<u>5</u>	<u>6</u>
Not easy drawing/didn't smoke well	4	5
<u>Coolness</u>	<u>5</u>	<u>4</u>

TABLE 4

LIKES

Base:	Smokers of: Salem Kings	
	<u>Rlo</u> <u>(Cork)</u>	<u>Salem</u> <u>(White)</u>
	--- (181) ---	
<u>Taste</u>	<u>46</u>	<u>51</u>
Good taste/tobacco flavor	17	20
Good/no bad aftertaste	12	14
Mild flavor/not harsh	10	9
Strong flavor/more flavor	4	2
Tastes like regular brand	3	6
<u>Menthol</u>	<u>42</u>	<u>57</u>
Liked menthol taste	22	27
Left mouth clean/refreshed	8	15
Milder menthol (less)	8	13
Strong menthol (more)	2	5
<u>Strength</u>	<u>28</u>	<u>33</u>
Mild/not strong	15	16
Not harsh	11	16
<u>Ease In Smoking</u>	<u>15</u>	<u>12</u>
Even drawing	10	7
Easy draw/smoke	6	5
<u>Coolness</u>	<u>10</u>	<u>12</u>
Cool smoking/ not hot	10	11
<u>Effect On Mouth And Throat</u>	<u>7</u>	<u>10</u>
Not irritating/didn't burn mouth	5	7
<u>Burning Qualities</u>	<u>5</u>	<u>10</u>
Slower burning	5	6
<u>Physical Characteristics</u>	<u>2</u>	<u>2</u>
<u>Filter</u>	<u>1</u>	<u>5</u>
<u>Miscellaneous</u>	<u>1</u>	<u>4</u>

TABLE 5