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MEMORANDUM

May 20, 1985

TO: E. M. Kiernan  
FROM: J. B. Asher  
RE: KENT M-1/M-3 LIVEABILITY STUDY - TOPLINE REPORT  
(MRD #5541/1184)

BACKGROUND AND PURPOSE

In 1984, Marketing and R & D efforts to reformulate Kent Parent met with success with the development of the M-1, M-3 step-wise progression. These blends were consumer tested in the Starch Panel. The M-1 and M-2 blends were tested in a blind paired comparison in-home use test. The results of this test led to the refinements of M-2 and its transition into M-3. The new blend was found to be acceptable in the Starch Panel, and was not re-tested in a paired-comparison setting.

Presently, M-1 is in a "little America" test market which will follow the proposed national plan. The Phoenix test market is a short-cut approach, in which the M-3 blend has been introduced without the intermediary step of the M-1 blend.

Marketing requested additional information to help assess the expected performance of the blends and provide an early read on the likely outcomes of the test markets.

As such, the purpose of this research is to provide an additional aid in evaluating the acceptability/risk profile of the blend reformulations by having consumers smoke more of the product, and over a longer period of time, than is the case in a standard product test.

METHOD

This liveability study was conducted in which respondents were sent one unidentified carton of test product to smoke and asked to evaluate it twice on a monadic basis.

More specifically, respondents were screened via WATS telephone (using lists of names) and mailed one unidentified carton of test product. First callbacks were conducted after respondents had smoked at least one pack (but not more than 2 packs). The same respondents were then re-contacted after a total of one week (and they had smoked nearly the full carton) to determine the change in reactions, if any, over time.

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This monadic test consisted of the following products and sample composition:

<u>Test Product</u>	<u>Size Tested</u>	<u>Sample Composition</u>
M-1	85's, 100's	Random Low Tar and Kent Smokers
M-3	85's, 100's	Random Low Tar Smokers
Marlboro Lights	85's, 100's	Random Low Tar Smokers

### CONCLUSIONS

All of the blends (M-1, M-3 -- 85mm, 100mm) exhibited acceptable extended use performance. In fact, the overall ratings improved - especially among the female segment.

Both sizes of the M-1 blend could be improved slightly by addressing the harshness issue. This was evidenced by the ratings for a biting taste in the mouth and in the throat. It should be noted that Marlboro Lights showed a similar harshness problem, but this problem should, nevertheless, be addressed.

Kent smokers' reactions to the M-1 blends were very consistent with competitive smokers -- that is, the blend is acceptable over time and could be improved somewhat by smoking it less harsh.

The M-3 blends were also acceptable over time but seem to require more attention with regard to the harshness problem as several harshness-related attributes were rated lower after extended use.

### DETAIL FINDINGS

#### I. 85 MM

##### A. Competitive Low Tar Smokers

##### 1. Overall Ratings

After extended use, the overall ratings for both the M-1 and M-3 blends improved relative to the initial ratings. On a top two box basis, these increases were significant for M-3 and directional for M-1. There was a comparable increase evidenced for Marlboro Lights. It should be noted, however, that the absolute levels were considerably higher for Marlboro Lights than for either M-1 or M-3.

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All three products showed more of an improvement among females. The increase for Marlboro Lights and the M-1 blend was traceable to the 35+ segment, while for M-3 it was due more to the 21-24 year olds.

(See Tables 1a-b)

## 2. Purchase Interest

In total, purchase interest levels were unchanged for M-1, M-3 and Marlboro Lights.

Positive purchase interest was constant for M-1 and Marlboro Lights among sub-groups, however top box scores for M-1 were directionally higher among females and the 35+ segment. Positive interest (top two box) for M-3 was directionally lower after extended use among males, and higher among females.

There were no differences for M-3 by age.

(See Tables 2a-b)

## 3. Attribute Ratings

Extended usage of the blends revealed some problems in terms of harshness. Specifically, ratings for M-1 were directionally lower for:

- Not having a biting taste in the mouth
- Not having a biting taste in the throat

Ratings for M-3 were significantly lower for:

- Not being harsh tasting
- Having a smooth taste
- Not having a biting taste in the mouth
- Not having a biting taste in the throat

and directionally lower for:

- Being easy to draw on
- Having a mild taste

Ratings for Marlboro Lights were directionally lower for:

- Having the right amount of taste
- Not being harsh tasting
- Having a smooth taste
- Having a mild taste
- Not having a biting taste in the throat

(See Table 3)

B. Kent Smokers

1. King Size Overall Ratings

As evidenced among competitive low tar smokers, the overall rating for M-1 improved among Kent smokers after extended use. The increase was traceable to females and both age groups.

(See Tables 4a-b)

2. Purchase Interest

Kent King Size smokers purchase interest held constant for M-1, similar to the reaction of competitive smokers. Also consistent with the performance among competitive smokers, top box scores for M-1 were directionally higher after extended use among females. However, Kent smokers evidenced no difference by age.

(See Tables 5a-b)

3. Attribute Ratings

Kent King Size smokers were mostly consistent with competitive smokers in terms of attribute ratings. Both groups showed a directional decline after extended use for:

- Not having a biting taste in the mouth
- Not having a biting taste in the throat

However, Kent smokers rated the blend more favorably after extended use for having the right amount of sweetness.

(See Table 6)

II. 100 MM

A. Competitive Low Tar Smokers

1. Overall Ratings

After extended use, the overall ratings for the M-1 and, to a lesser extent, the M-3 blends improved relative to the initial ratings. There was a comparable increase evidenced for Marlboro Lights.

The increases were mostly traceable to females and the 35+ segment for all three products.

(See Tables 7a-b)

2. Purchase Interest

Positive purchase interest declined directionally after extended use of M-1 and was unchanged for M-3 and Marlboro Lights. Importantly, top box scores were stable for M-1 and directionally higher for M-3.

(See Table 8a)

The extended use levels were slightly higher among males for M-1, and among females for M-3. The only difference by age was a directionally lower positive (top two box) interest for M-1 after extended use among the 35+ segment. This was not supported by other data.

(See Table 8b)

3. Attribute Ratings

The M-1 100's blend exhibited similar deficiencies for harshness related attributes that were evidenced for the 85mm product. Specifically, the scores were directionally lower after extended use for:

- Not having a biting taste in the mouth
- Not being harsh tasting
- Being easy to draw on

and significantly lower for being pleasant to smoke while relaxing.

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The M-3 blend showed directionally lower scores for:

- Having a satisfying flavor
- Being easy to draw on

after extended use.

Marlboro Lights declined for:

- Not having a biting taste in the throat
- Not being harsh tasting

and posted a higher rating for having the right amount of sweetness.

(See Table 9)

#### B. Kent Smokers

##### 1. Overall Rating

As seen among competitive smokers, Kent smokers rated the blend higher after extended use. The ratings increased among both sexes and age groups but was more prominent among females and the 50+ segment.

(See Tables 10a-b)

##### 2. Purchase Interest

Purchase interest levels were stable in total, with a directional increase in top box scores among females, and a significant upswing after extended use among the 21-49 segment.

(See Tables 11a-b)

##### 3. Attribute Ratings

After extended use, there was no difference in the ratings as compared with the initial ratings except a directional decline for not having a biting taste in the throat.

(See Table 12)

If you have any questions, please call.



J. B. A.

/mn  
Att.

cc: M. H. Burke	<u>FCB</u>
E. P. Farrell	J. Angus
S. T. Jones	P. Iffland
A. B. Hudson (GBO)	F. Plantilla
V. L. Lamb	D. Thomas
L. R. Moroz	
I. J. Staub	

Table 1A

Overall Rating

	M-1			Lo Tar 85mm Smokers			Marlboro Lights		
	Initial Reaction %	Extended Use %	% Diff.	Initial Reaction %	Extended Use %	% Diff.	Initial Reaction %	Extended Use %	% Diff.
10, 9	14	22	+ 8**	14	26	+12*	19	27	+ 8**
10	2	8	+ 6*	5	3	- 2	9	12	+ 3
9	12	14	+ 2	9	23	+14	10	15	+ 5
8	32	31	- 1	32	25	- 7	28	27	- 1
7 or less	55	48	- 7	52	49	- 3	53	46	- 7
Mean <sup>①</sup>	6.76	7.05	+ .29	6.84	7.11	+ .27	7.09	7.35	+ .26

Base: Total Respondents

\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

<sup>①</sup>Mean rating scores were based upon a ten point scale which ranged from 10 (highest) to 0 (lowest).



Table 1B

Overall Rating - Among Subgroups

- % Difference -

	Lo Tar 85mm Smokers											
	Sex					Age						
	M-1		M-3		Marlboro Lights	M-1		M-3		Marlboro Lights		
Base:	Male (63) %	Female (67) %	Male (68) %	Female (80) %	Male (90) %	Female (66) %	21-34 (48) <sup>0</sup> %	35 Or Older (82) %	21-34 (45) <sup>0</sup> %	35 Or Older (103) %	21-34 (48) <sup>0</sup> %	35 Or Older (108) %
10, 9	+ 7	+ 9**	+11**	+13*	+ 2	+15*	+ 2	+12*	+18*	+ 8**	+ 8	+ 8**
10	+ 7**	+ 6**	- 2	- 2	+ 3	+ 1	+ 6**	+ 7*	+ 0	- 3	+ 0	+ 4
9	+ 2	+ 3	+12	+15	- 1	+14	- 4	+ 6	+18	-11	+ 9	+ 4
8	+ 0	- 3	- 7	- 8	+ 7	-10	- 2	- 1	-17	- 3	+ 4	- 3
7 or less	- 8	- 5	- 3	- 5	- 9	- 4	+ 0	-11	+ 0	- 7	-12	- 4
Mean <sup>1</sup>	+ .25	+ .32	+ .22	+ .32	+ .19	+ .36	+ .12	+ .39	+ .31	+ .25	+ .31	+ .24

<sup>0</sup> Note small base

\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

<sup>1</sup> Mean rating scores were based upon a ten point scale which ranged from 10 (highest) to 0 (lowest).

Table 2A

Purchase Interest

	Lo Tar 85mm Smokers					
	M-1		M-3		Marlboro Lights	
	Initial Reaction %	Extended Use % Diff.	Initial Reaction %	Extended Use % Diff.	Initial Reaction %	Extended Use % Diff.
Base: Total Respondents	59	- 1	57	57	58	+ 4
Definitely/Probably Would Be Interested In Smoking Them	16	+ 4	17	22	23	+ 3
Definitely would be interested in smoking them	43	- 5	41	35	35	+ 1
Probably would be interested in smoking them	21	+ 1	20	23	24	- 7
Might or might not be interested in smoking them	20	+ 0	21	20	18	+ 3
Probably/Definitely Would Not Be Interested In Smoking Them	14	- 4	14	14	12	+ 3
Probably would not be interested in smoking them	6	+ 4	7	6	6	+ 0

Table 2B

Purchase Interest - Among Subgroups

- % Difference -

	Lo Tar 85mm Smokers											
	Sex					Age						
	M-1	M-3	Marlboro Lights	M-1	M-3	M-1	M-3	Marlboro Lights	M-1	M-3		
Base: Total Respondents	Male (63) %	Female (67) %	Male (68) %	Female (80) %	Male (90) %	Female (66) %	21-34 (48) %	35 Or Older (82) %	21-34 (45) %	35 Or Older (103) %	21-34 (48) %	35 Or Older (108) %
Definitely/Probably Would Be Interested In Smoking Them	- 1	+ 0	-12**	+10**	+ 3	+ 5	- 4	+ 1	+ 0	+ 0	+11	+ 1
Definitely would be interested in smoking them	- 5	+12**	+ 6	+ 5	+ 0	+ 6	- 6	+ 9**	+ 4	+ 6	- 4	+ 5
Probably would be interested in smoking them	+ 3	-12	-18	+ 5	+ 4	- 2	+ 2	- 8	- 4	- 6	+15	- 4
Might or might not be interested in smoking them	+ 0	+ 1	+ 9	- 2	-11	- 2	+ 2	+ 0	+ 2	+ 3	-14	- 3
Probably/Definitely Would Not Be Interested In Smoking Them	+ 1	- 1	+ 3	- 6	+ 8**	- 3	+ 2	- 2	- 2	- 2	+ 5	+ 3
Probably would not be interested in smoking them	+ 0	- 7	+ 6	- 6	+ 8	- 3	- 2	- 5	- 2	+ 0	+ 3	+ 4
Definitely would not be interested in smoking them	+ 1	+ 6	- 3	+ 0	+ 0	+ 0	+ 4	+ 3	+ 0	- 2	+ 2	- 1

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\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

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Table 3

Attribute Ratings - % Rated 9/10

	Lo Tar 85mm Smokers				Marlboro Lights				
	M-1		M-3		Initial Reaction		Extended Use		Diff. %
	Initial Reaction %	Extended Use %	Initial Reaction %	Extended Use %	Initial Reaction %	Extended Use %	Initial Reaction %	Extended Use %	
Base: Total Respondents	27	32	36	31	31	29	31	29	- 2
Having a satisfying flavor	25	28	26	23	27	25	27	25	- 2
Having the right amount of sweetness	27	28	34	28	34	30	34	30	- 4
Having a pleasant aftertaste	47	48	47	37	53	47	53	47	- 6
Being easy to draw on									
Having the right amount of taste	25	25	30	28	32	25	32	25	- 7**
Having a good tobacco flavor	25	25	31	28	31	29	31	29	- 2
Being pleasant to smoke while relaxing	39	38	34	34	38	35	38	35	- 3
Burns at the rate I like	33	32	30	28	33	32	33	32	- 1
Having a rich full-bodied flavor	26	25	30	29	31	28	31	28	- 3
Not being harsh tasting	45	42	43	32	44	36	44	36	- 8**
Having a smooth taste	38	32	43	31	37	29	37	29	- 8**
Having a mild taste	39	32	41	32	40	33	40	33	- 7**
Not having a biting taste in the mouth	44	35	42	31	41	39	41	39	- 2
Not having a biting taste in the throat	46	36	43	30	41	34	41	34	- 7**

\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

Table 4A

Overall Rating

	Kent 85mm Smokers		
	M-1		
	Initial Reaction	extended Reaction	% Diff.
Base: Total Respondents	----- (151) -----		
	%	%	
<u>10, 9</u>	<u>28</u>	<u>40</u>	<u>+12*</u>
10	17	19	+ 2
9	11	21	+10
8	27	27	± 0
7 or less	44	30	-14
Mean ①	7.43	7.62	+ .19

\* Significantly different at the 95% level of confidence (two-tail test)

① Mean rating scores were based upon a ten point scale which ranged from 10 (highest) to 0 (lowest).

Table 4B

Overall Rating - Among Subgroups

- % Difference -

Base: Total Respondents	Kent 85mm Smokers			
	M-1			
	Sex		Age	
	Male (65) %	Female (86) %	21-49 (54) %	50 Or Older (97) %
10, 9	+ 7	+15*	+11**	+12**
10	- 6	+ 8**	+ 3	+ 1
9	+14	+ 7	+ 7	+12
8	+ 5	- 4	+ 5	- 3
7 or less	-15	-13	-17	-11
Mean ①	+0.03	+0.30	+0.15	+0.21**

\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

① Mean rating scores were based upon a ten point scale which ranged from 10 (highest) to 0 (lowest).

Table 5A

Purchase Interest

	Kent 85mm Smokers		
	Initial Reaction	M-1 Total	% Diff.
Base: Total Respondents	(151)		
	%	%	
<u>Definitely/Probably Would Be Interested In Smoking Them</u>	<u>70</u>	<u>71</u>	<u>+ 1</u>
Definitely would be interested in smoking them	22	28	+ 6
Probably would be interested in smoking them	48	43	- 5
Might or might not be interested in smoking them	17	17	+ 0
<u>Probably/Definitely Would Not Be Interested In Smoking Them</u>	<u>13</u>	<u>12</u>	<u>- 1</u>
Probably would not be interested in smoking them	11	7	- 4
Definitely would not be interested in smoking them	2	5	+ 3

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Table 5B

Purchase Interest - Among Subgroups

- % Difference -

	Kent 85mm Smokers			
	M-1		Age	
	Sex		Age	
	Male (65) %	Female (86) %	21-49 (54) %	50 Or Older (97) %
Base: Total Respondents				
<u>Definitely/Probably Would Be Interested In Smoking Them</u>	+ 4	- 2	- 6	+ 4
Definitely would be interested in smoking them	+ 2	+ 9**	+ 8	+ 5
Probably would be interested in smoking them	+ 3	-11	-13	- 1
Might or might not be interested in smoking them	- 8	+ 5	+ 0	- 1
<u>Probably/Definitely Would Not Be Interested In Smoking Them</u>	+ 3	- 2	+ 6	- 3
Probably would not be interested in smoking them	+ 0	- 5	+ 6	- 8
Definitely would not be interested in smoking them	+ 3	+ 4	+ 0	+ 7

\*\*Significantly different at the 80% level of confidence (two-tail test)



Table 6

Attribute Rating - % Rated 9/10

	Kent 85mm Smokers		
	M-1		
	Total		
	Initial Reaction	Extended Reaction	% Diff.
Base: Total Respondents	(151)		
	%	%	
Having the right amount of sweetness	28	37	+ 9**
Having a rich full-bodied flavor	36	38	+ 2
Being easy to draw on	50	51	+ 1
Having a mild taste	46	46	+ 0
Having a pleasant aftertaste	40	40	+ 0
Having a good tobacco flavor	38	38	+ 0
Having a satisfying flavor	41	40	- 1
Having the right amount of taste	40	38	- 2
Burns at the rate I like	46	44	- 2
Having a smooth taste	48	46	- 2
Being pleasant to smoke while relaxing	46	43	- 3
Not being harsh tasting	51	47	- 4
Not having a biting taste in the mouth	52	44	- 8**
Not having a biting taste in the throat	54	46	- 8**

\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

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Table 7A

Overall Rating

	Lo Tar 100mm Smokers				Marlboro Lights							
	M-1		M-3		Initial Reaction		Extended Use		Initial Reaction		Extended Use	
	Initial Reaction %	Extended Use %	% Diff.	%	Initial Reaction %	Extended Use %	% Diff.	%	Initial Reaction %	Extended Use %	% Diff.	%
10, 9	23	34	+11*	28	37	+9**	25	40	25	40	+15*	
10	8	18	+10*	14	17	+3	14	20	14	20	+6**	
9	15	15	+0	14	20	+6	11	20	11	20	+9	
8	26	27	+1	26	27	+1	34	32	34	32	-2	
7 or less	51	40	-9	46	38	-8	42	28	42	28	-14	
Mean ①	7.13	7.46	+0.33**	7.25	7.44	+0.19	7.38	7.83	7.38	7.83	+0.45*	

Base: Total Respondents

\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

① Mean rating scores were based upon a ten point scale which ranged from 10 (highest) to 0 (lowest).

Table 7B

Overall Rating - Among Subgroups

- % Difference -

	Lo Tar 100mm Smokers										
	Sex					Age					
	M-1	M-3	Marlboro Lights	M-1	M-3	M-1	M-3	Marlboro Lights	M-1	M-3	
Base: Total Respondents	Male (54) %	Female (128) %	Male (43) %	Female (133) %	Female (124) %	Male (32) %	Female (150) %	Male (38) %	Female (145) %	Male (21-34) %	Female (35 Or Older) %
10, 9	+ 2	+14*	+ 8	+ 9**	+13*	+ 9	+11*	+ 0	+11*	+ 11	+16*
10	+ 7**	+12*	+ 6	+ 2	+ 7**	+ 9**	+11*	+ 2	+ 3	+ 3	+ 6**
9	- 6	+ 3	+ 2	+ 7	+ 6	+ 0	+ 0	- 3	+	+	+ 9
8	+10	- 2	+ 0	+ 1	+ 4	- 7	+ 3	+11	- 2	+ 0	- 2
7 or less	-12	-10	- 8	-11	-18	- 4	-13	-10	- 8	-11	-15
Mean 1	+ .15	+ .40**	+ .22	+ .19	+ .28	+ .06	+ .39**	+ .11	+ .22	+ .43	+ .45*

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\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

1 Mean rating scores were based upon a ten point scale which ranged from 10 (highest) to 0 (lowest).

Table 8A

Purchase Interest

	Lo Tar 100mm Smokers						Marlboro Lights		
	M-1		M-3		Initial Reaction %		Initial Reaction %		
	Initial Reaction %	Extended Use %	Initial Reaction %	Extended Use %	Diff. %	Diff. %	Use %	Diff. %	
Base: Total Respondents	66	59	- 7**	66	69	+ 3	73	77	+ 4
Definitely/Probably Would Be Interested In Smoking Them	21	26	+ 5	25	31	+ 6**	26	29	+ 3
Definitely would be interested in smoking them	46	34	-12	41	38	- 3	47	48	+ 1
Probably would be interested in smoking them	16	17	+ 1	19	13	- 6	12	10	- 2
Might or might not be interested in smoking them	18	23	+ 5	15	18	+ 3	14	13	- 1
Probably/Definitely Would Not Be Interested In Smoking Them	13	19	+ 6	9	9	+ 0	9	7	- 2
Probably would not be interested in smoking them	5	4	- 1	6	9	+ 3	5	6	+ 1
Definitely would not be interested in smoking them									

\*\*Significantly different at the 80% level of confidence (two-tail test)

Table 8B

Purchase Interest - Among Subgroups

- % Difference -

	Lo Tar 100mm Smokers											
	Sex					Age						
	M-1		M-3		Marlboro Lights		M-1		M-3		Marlboro Lights	
	Male (54) %	Female (128) %	Male (50) %	Female (133) %	Male (43) %	Female (124) %	21-34 (32) %	35 Or Older (150) %	21-34 (38) %	35 Or Older (145) %	21-34 (35) %	35 Or Older (132) %
Base: Total Respondents	-6	-8**	-2	+5	-2	+6	+3	-10**	+2	+2	-6	+6
Definitely/Probably Would Be Interested In Smoking Them	+6	-5	+0	+8**	+0	+3	+3	+5	+6	+6	+11	+0
Definitely would be interested in smoking them	-11	-12	-2	-4	-3	+2	+0	-15	-2	-4	-17	+6
Probably would be interested in smoking them	+0	+1	-6	-6	+2	-3	-3	+2	-8	-6	+3	-3
Might or might not be interested in smoking them	+6	+6	+8	+3	+3	-2	+0	+7	+5	+3	+3	-2
Probably/Definitely Would Not Be Interested In Smoking Them	+7	+6	+0	+1	-2	-2	+0	+8	+3	+0	+3	-3
Probably would not be interested in smoking them	-1	+0	+8	+2	+2	+0	+0	-1	+2	+3	+0	+1
Definitely would not be interested in smoking them												

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\*\*Significantly different at the 80% level of confidence (two-tail test)



Table 10A  
Overall Rating

	Kent 100mm Smokers		
	M-1		
	Initial Reaction	Extended Reaction	% Diff.
Base: Total Respondents	----- (176) -----		
	%	%	
<u>10, 9</u>	<u>31</u>	<u>44</u>	<u>+13*</u>
10	14	20	+ 6**
9	17	24	+ 7
8	30	30	± 0
7 or less	39	27	-12
Mean ①	7.58	8.09	+.51*

\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

① Mean rating scores were based upon a ten point scale which ranged from 10 (highest) to 0 (lowest).

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Table 10B

Overall Rating - Among Subgroups

- % Difference -

	Kent 100mm Smokers			
	M-1			
	Sex		Age	
	Male (52) %	Female (124) %	21-49 (72) %	50 Or Older (104) %
Base: Total Respondents				
<u>10, 9</u>	+ 6	+16*	+ 9**	+16*
10	+ 6	+ 5	+ 3	+ 3**
9	+ 0	+ 9	+ 6	+ 6
8	+ 0	+ 0	+ 5	- 4
7 or less	- 4	-15	-14	-10
Mean ①	+.48**	+.52*	+.44**	+.55*

\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

① Mean rating scores were based upon a ten point scale which ranged from 10 (highest) to 0 (lowest).



Table 11A

Purchase Interest

	Kent 100mm Smokers		
	M-1		
	Initial Reaction	Extended Reaction	% Diff.
Base: Total Respondents	(176)		
	%	%	
<u>Definitely/Probably Would Be Interested In Smoking Them</u>	<u>74</u>	<u>75</u>	<u>+ 1</u>
Definitely would be interested in smoking them	26	32	+ 5
Probably would be interested in smoking them	48	43	- 5
Might or might not be interested in smoking them	16	15	- 1
<u>Probably/Definitely Would Not Be Interested In Smoking Them</u>	<u>10</u>	<u>11</u>	<u>+ 1</u>
Probably would not be interested in smoking them	7	9	+ 2
Definitely would not be interested in smoking them	3	2	- 1

Table 11B

Purchase Interest - Among Subgroups

- % Difference -

	Kent 100mm Smokers			
	M-1			
	Sex		Age	
	Male (52) %	Female (124) %	21-49 (72) %	50 Or Older (104) %
Base: Total Respondents				
<u>Definitely/Probably Would Be Interested In Smoking Them</u>	<u>-10</u>	<u>+ 4</u>	<u>+ 2</u>	<u>- 1</u>
Definitely would be interested in smoking them	<u>+ 0</u>	+ 8**	+14*	+ 1
Probably would be interested in smoking them	-10	- 4	-12	- 2
Might or might not be interested in smoking them	+11	- 7	- 3	<u>+ 0</u>
<u>Probably/Definitely Would Not Be Interested In Smoking Them</u>	<u>- 2</u>	<u>+ 2</u>	<u>+ 0</u>	<u>- 1</u>
Probably would not be interested in smoking them	- 2	+ 3	+ 4	<u>+ 0</u>
Definitely would not be interested in smoking them	<u>+ 0</u>	- 1	- 4	- 1

\* Significantly different at the 95% level of confidence (two-tail test)

\*\*Significantly different at the 80% level of confidence (two-tail test)

Table 12

Attribute Rating - % Rated 9/10

	Kent 100mm Smokers		
	M-1		%
	Initial	Extended	
Reaction	Reaction	Diff.	
Base: Total Respondents	----- (176) -----		
	%	%	
Having the right amount of sweetness	41	45	+ 4
Having a rich full-bodied flavor	44	47	+ 3
Having a good tobacco flavor	43	45	+ 2
Having the right amount of taste	44	46	+ 2
Being pleasant to smoke while relaxing	54	56	+ 2
Having a satisfying flavor	49	49	+ 0
Having a mild taste	57	56	- 1
Not being harsh tasting	53	52	- 1
Having a smooth taste	52	50	- 2
Having a pleasant aftertaste	44	42	- 2
Burns at the rate I like	56	53	- 3
Not having a biting taste in the mouth	59	55	- 4
Being easy to draw on	66	61	- 5
Not having a biting taste in the throat	58	51	- 7**

\*\*Significantly different at the 80% level of confidence (two-tail test)

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