

STRENGTH: PERCEIVED vs. ACTUAL

| | Actual Tar | Actual Nicotine | Perceived * Strength |
|----------------------------|---------------|--------------------|-------------------------|
| Strong Segment | | | |
| Player's Filter | 16 | 1.4 | 7.6 |
| Export Filter | 15 | 1.3 | 8.2 |
| Medium Segment | | | |
| du Maurier Reg. | 13 | 1.1 | 6.3 |
| Player's Medium | 14 | 1.3 | 6.4 |
| Export Medium | 13 | 1.2 | 6.1 |
| Light Segment | | | |
| du Maurier Light | 11 | 1.1 | 4.4 |
| Player's Light | 13 | 1.1 | 5.1 |
| Export Light | 12 | 1.3 | 4.3 |
| Extra Light Segment | | | |
| du Maurier Extra Light | 8 | .9 | 3.3 |
| Player's Extra Light | 11 | 1.0 | 4.0 |
| Export Extra Light | 8 | .9 | 3.4 |
| Ultra Light Segment | | | |
| du Maurier Ultra Light | 6 | .7 | 2.9 |
| Export Ultra Light | 6 | .8 | 3.0 |
| Low Tar | | | |
| Matinee Extra Mild | 4 | .4 | 2.2 |

* Based on an Image study

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