

**STRENGTH: PERCEIVED vs. ACTUAL**

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

\* Based on an Image study

201829553

**BAT Industries document for Province of British Columbia 23 April 1999**