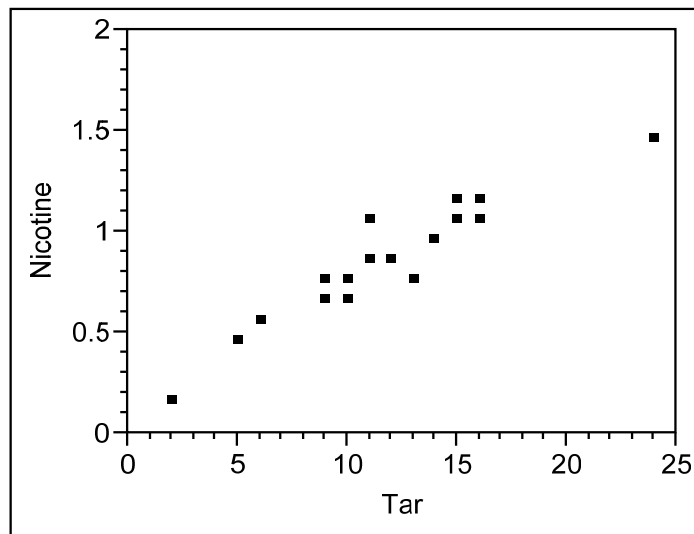


Data on Cigarettes

- Who? Brands of domestic cigarettes.
- What? Tar content (mg), Nicotine content (mg).
- When? 1998.
- Where? Tobacco Institute Testing Laboratory.
- How? The cigarettes were tested using the Cambridge Method. This method is approved by the Federal Trade Commission and has been the standard for cigarette testing since 1966.
- Why? The Federal Trade Commission reports tar and nicotine contents of cigarettes in an effort to better inform consumers.

Brand	Tar	Nicotine	Brand	Tar	Nicotine
Alpine	16	1.1	Multi Filter	13	0.8
Benson & Hedges	15	1.1	Newport Light	10	0.8
Camel Light	11	0.9	Now	2	0.2
Carlton Light	5	0.5	Gold	15	1.2
Chesterfield Light	11	1.1	Pall Mall Light	12	0.9
Gold Coast Light	9	0.7	Raleigh	16	1.1
Kent	14	1.0	Salem Ultra Light	5	0.5
Kool	16	1.2	Tareyton	15	1.1
L and M	10	0.7	True	6	0.6
Lark Light	12	0.9	Viceroy Light	11	0.9
Lucky Strike	24	1.5	Virginia Slims	15	1.1
Marlboro	16	1.2	Winston Light	10	0.8
Merit	9	0.8			

Nicotine Content vs. Tar Content



JMP

Analyze – Multivariate Methods – Multivariate

Y, Columns  Tar OK
  Nicotine

Correlations

	Tar	Nicotine
Tar	1.0000	0.9560
Nicotine	0.9560	1.0000

Scatter plot Matrix

