

Dear Consumer:

With this questionnaire, you are receiving 6 packs of cigarettes - 3 packs coded "H" and 3 packs coded "Q." The questionnaire will provide you with a means for recording your perceptions of the coded cigarettes during the time you are smoking them. It will also serve as a record to which you can refer when we contact you later by telephone to obtain your results.

Please follow the directions and fill out the questionnaire completely.

How many cigarettes do you normally smoke per day? _____

Which of these age categories best describes your age?

21-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-65 ☐ Over 65 ☐

How long have you been smoking your regular brand? _____

----- PHASE I -----

First smoke the three (3) packs of the cigarettes coded "H" at your leisure.

Below are pairs of phrases which might be used to describe the cigarette coded "H." A scale is drawn between each pair of phrases containing the numbers 1-7. Circle the position that you feel more nearly describes the cigarette. The more you feel that a particular phrase describes the cigarette, the closer to that phrase you would circle a number. Please circle a number for each pair of phrases.

CIGARETTE CODED "H"

Does not have a good taste.	1	2	3	4	5	6	7	Has a good taste.
Is a strong smoke.	1	2	3	4	5	6	7	Is a mild smoke.
Is harsh.	1	2	3	4	5	6	7	Is not harsh.
Makes my mouth dry.	1	2	3	4	5	6	7	Does not make my mouth dry.
Has a bitter taste.	1	2	3	4	5	6	7	Does not have a bitter taste.
Leaves a bad aftertaste.	1	2	3	4	5	6	7	Leaves a good aftertaste.
Is not satisfying.	1	2	3	4	5	6	7	Is satisfying.
Burns too fast.	1	2	3	4	5	6	7	Does not burn too fast.
Has a poor draw.	1	2	3	4	5	6	7	Has a good draw.
I dislike extremely.	1	2	3	4	5	6	7	I like extremely.