

RETURN BALLOT BY

R-7504

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Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows: Q6 - 5 packs and N5 - 5 packs. Remember, you do not have to smoke all of the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in the enclosed postage-paid envelope. Thank you very much - your cooperation in this test is most helpful.

D. F. Reynolds
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked Q6 and then the cigarettes marked N5. Then compare the two cigarettes with each other and complete the questions below.

Which cigarette:	Q6	N5	No Difference
1. has more total taste?	_____	_____	_____
2. has an off-taste?	_____	_____	_____
3. is harsher?	_____	_____	_____
4. is more spicy?	_____	_____	_____
5. is sweeter-tasting?	_____	_____	_____
6. is more bitter?	_____	_____	_____
7. is more tobacco-like in flavor?	_____	_____	_____
8. has the better aftertaste?	_____	_____	_____
9. Which do you prefer? (choose one)	_____	_____	_____
10. Check the box that best describes how you feel about the overall acceptability of the cigarette coded Q6.			
<div style="display: flex; justify-content: space-between; width: 100%;"> dislike dislike dislike dislike neither like like like like </div> <div style="display: flex; justify-content: space-between; width: 100%;"> extremely very much moderately slightly like nor dislike slightly moderately very much extremely </div>			
11. Check the box that best describes how you feel about the overall acceptability of the cigarette coded N5.			
<div style="display: flex; justify-content: space-between; width: 100%;"> dislike dislike dislike dislike neither like like like like </div> <div style="display: flex; justify-content: space-between; width: 100%;"> extremely very much moderately slightly like nor dislike slightly moderately very much extremely </div>			
12a. Would you buy the Q6 cigarette if it were available now?			
<div style="display: flex; justify-content: space-between; width: 100%;"> definitely probably possibly uncertain possibly probably definitely </div> <div style="display: flex; justify-content: space-between; width: 100%;"> not not not </div>			
12b. Would you buy the N5 cigarette if it were available now?			
<div style="display: flex; justify-content: space-between; width: 100%;"> definitely probably possibly uncertain possibly probably definitely </div> <div style="display: flex; justify-content: space-between; width: 100%;"> not not not </div>			

What brand do you usually smoke? (Please be specific, e.g., Marlboro Lights, Winston Lights, Kool Milds, etc.)

BRAND: _____

Is it filtered? ☐ Yes ☐ No (check one)

Is it menthol? ☐ Yes ☐ No (check one)

If it is filtered, is it ☐ King Size or ☐ Extra Long (100 mm)?

How many cigarettes do you smoke per day? _____

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