

FILTER CIGARETTE TEST - REPORT FORM

PART I

Please disregard numbers. They
are for tabulating purposes only.

3543
675

TO BE ANSWERED IMMEDIATELY AFTER YOU HAVE FINISHED SMOKING ALL
OF CIGARETTES E51, AND BEFORE YOU START SMOKING CIGARETTES T54.

1. Now that you have tried cigarettes E51, we would like you to tell us how you think they compare with other cigarettes you have tried.

Please use the scoreboard below -- here is how it is done:

If the test cigarettes are not as good as other cigarettes you have tried, put an "X" in one of the boxes on the left-hand side of the scoreboard.

If they are about average, put an "X" in a box near the middle.

If they are better than other cigarettes you have tried, put the "X" in one of the boxes on the right-hand side of the scoreboard.

How near to the end you put your "X" shows how much poorer or how much better you think the test cigarettes are. Use the last box on the left or right only if these are the very worst or the very best cigarettes you have ever tried.

OPINION SCOREBOARD

POOREST										BEST									

2. What, if anything, did you dislike about cigarettes E51?

3. What, if anything, did you like about cigarettes E51?

4. Please tell us what you think of cigarettes E51 as follows:

- a. Were the cigarettes:
Too mild. . . . ☐ 32-1
Too strong. . . . ☐ -2
About right. . . . ☐ -3

- b. Were the cigarettes:
Too sweet. . . . ☐ 33-1
Not sweet enough. . . . ☐ -2
About right. . . . ☐ -3

- c. Did they burn:
Too slowly. . . . ☐ 34-1
Too rapidly. . . . ☐ -2
About right. . . . ☐ -3

- d. Was the tobacco flavor:
Too rich. . . . ☐ 35-1
Not rich enough. . . . ☐ -2
About right. . . . ☐ -3

- e. Was the aroma:
Too strong. . . . ☐ 36-1
Too weak. . . . ☐ -2
About right. . . . ☐ -3

- f. Were the cigarettes:
Too hot smoking. . . . ☐ 37-1
Too cool smoking. . . . ☐ -2
About right. . . . ☐ -3

- g. Did the filter work:
Too effectively. . . . ☐ 38-1
Not effectively enough. . . . ☐ -2
About right. . . . ☐ -3

- h. Were the cigarettes:
Too easy on the draw. . . . ☐ 39-1
Too hard on the draw. . . . ☐ -2
About right. . . . ☐ -3

- i. How did your mouth feel after smoking the cigarettes:
Too dry. . . . ☐ 40-1
Too moist. . . . ☐ -2
About right. . . . ☐ -3

5. Did you like cigarettes E51:
More than regular brand. . . . ☐ 42-1
Less than regular brand. . . . ☐ -2
About the same as regular brand. . . . ☐ -3

NOTE: Now that you have told us about cigarettes E51, start smoking cigarettes T54. Even if you haven't smoked all of the E51 cigarettes, do not smoke any of them while you are smoking cigarettes T54. The questions on the next page are not to be answered until you have finished smoking all of cigarettes T54.

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