

BALLOT MUST BE IN THE MAIL BY

R2-8501
B

Dear Panelist:

With this letter I am sending you ten packs of cigarettes. First smoke the cigarettes marked E7 and then the cigarettes marked K3. Smoke as many of them as you need to complete the questions below.

When the 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.

Would you please compare the two cigarettes with each other and tell us which cigarette:

	E7	K3	No Difference
1. Has more flavor?	_____	_____	_____
2. Is too strong or too harsh?	_____	_____	_____
3. Has an off-taste?	_____	_____	_____
4. Has a rich tobacco taste?	_____	_____	_____
5. Is sweeter tasting?	_____	_____	_____
6. Is bitter tasting?	_____	_____	_____
7. Is milder?	_____	_____	_____
8. Is more satisfying?	_____	_____	_____
9. Has more menthol coolness?	_____	_____	_____
10. Which do you prefer? (choose one)	_____	_____	_____

11a. Rate how you feel about the cigarette coded E7 as compared with your own brand.

very much worse	much worse	moderately worse	slightly worse	same	slightly better	moderately better	much better	very much better

11b. Rate how you feel about the cigarette coded K3 as compared with your own brand.

very much worse	much worse	moderately worse	slightly worse	same	slightly better	moderately better	much better	very much better

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