

CIGARETTE TEST NO. 75-22

Name _____ Location _____

You have been given two packs of cigarettes, one pack labeled "J" and one pack labeled "M". Please smoke these cigarettes and complete and return the questionnaire to your Panel Supervisor by Tuesday, May 27.

1. Which cigarette do you prefer? "J" Brand () "M" Brand () No Choice ()

2. Comments _____

3. Using the five-point rating scale below, how would you rate the individual characteristics for these two brands:

	TOBACCO TASTE					MILDNESS				
	<u>Too Much</u>		<u>About Right</u>		<u>Too Little</u>	<u>Too Strong</u>		<u>About Right</u>		<u>Too Mild</u>
Brand "J"	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
Brand "M"	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)

	BURNING QUALITY					DRAW				
	<u>Too Fast</u>		<u>About Right</u>		<u>Too Slow</u>	<u>Too Hard</u>		<u>About Right</u>		<u>Too Easy</u>
Brand "J"	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
Brand "M"	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)

4. All things considered, if you were to make out a report card on the "J" Brand, the "M" Brand, and your own brand (using the grading system A through F, where A is excellent and F is totally unsatisfactory), how would you grade?

Brand "J"	A	B	C	D	E	F
Brand "M"	A	B	C	D	E	F
Own Brand	A	B	C	D	E	F

Thank you for your cooperation.