ome	Testing	Institute
0x 50	00	
tanho	ssset, L.	L. N.Y.

## FILTE .IGARETTE TEST - REPORT FORM

PART I

Please disregard numbers. Th. are for tabulating purposes only.

2075-01	
971	

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-	5	

	TO BE ANSWERED IMMEDIATELY AFTER YOU HAVE FINISHED SMOKING ALL OF CIGARETTES J53 AND BEFORE YOU START SMOKING CIGARETTES M46.	3- 4-
1.		5-1
	other cigarettes you have tried.	6- 7-
	Please use the scoreboard below here is how it is done:	
	If the test cigarettes are <u>not as good</u> as other cigarettes you have tried, put an "X" in one of the boxes on the <u>left</u> -hand side of the scoreboard.	8- 9- 10-
	If they are about average, put an "X" in a box near the middle.	11-
	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.	12- 13- 14-
	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  BEST	15- 16- 17- 18- 19-
		49*
2.	What, if anything, did you <u>dislike</u> about cigarettes J53?	21- 22- 23- 24- 25-
3.	What, if anything did you <u>like</u> about cigarettes J53?	26- 27- 28- 29- 30- 31-
	-Do-these_cigarettes taste like any brand of cigarettes you have smoked before? Yes 🗌 No 🗋	32-
ь.	If "Yes," what brand do they taste like?	33-
c.	Is this regular size King size ("super long," "100 mm," etc.)	0.000
d.	Does it have a filter tip? Yes No No Is it: Menthol or Non-Menthol	
5.	Which taste came closest to describing cigarettes J53?	50
	Sweet -1 Bitter -2 Dry -3 Mild -4 Rich -5	3/4-
6a.	Did this cigarette taste different from the average filter cigarette? Yes Nox	35-
ь.	If Yes," in what way did it taste different?	36-

7.	Please	tell	US	what	you	think	of	cigarettes	J53	G\$	follows:
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a. Were the cigarettes:

	Too mild		Too hot smoki Too cool smok About right .
ь.	Were the cigarettes:  Too sweet	g.	Did the filter work: Too effective Not effective About right
с.	Did they burn:  Too slowly	h.	Were the cigarettes: Too easy on the Too hard on the About right.
d.	Was the tobacco flavor:  Too rich	1.	How did your mouth the cigarettes: Too dry Too moist

	Too hot smoking
g.	Did the filter work:  Too effectively
h.	Were the cigarettes: Too easy on the draw . 49-1 Too hard on the draw . 2 About right
l.	How did your mouth feel after smoking the cigarettes:  Too dry

About right . . . .

Were the digarettes:

Too strong   46-1 Too weak   -2 About right   -3	
d 191 1 152	
d you like cigarettes 153: ———— More than regular bread 🗆 🖘	

e. Was the aroma:

NOTE:

Now that you have told us about cigarettes J53, start smoking cigarettes M46. Even if you haven't smoked all of the J53 cigarettes, do not smoke any of them while you are smoking cigarettes M46. The questions on the next page are not to be answered until you have finished smoking all of cigarettes M46.