

(Make address changes on this label.)

PRODUCT OPINION LABORATORY  
P.O. Box 26560 - Richmond, Va. 23161  
Phone: (804) 271-3058

RETURN BALLOT BY

V-2620 R

Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows: R8 - 3 packs, W4 - 3 packs, H6 - 4 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

PART I

First smoke some of the cigarettes marked R8 and then the cigarettes marked W4. Then compare the two cigarettes with each other and complete the questions below:

Which cigarette:	R8	W4	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. has more menthol coolness?			
10. Which do you prefer? (choose one)			

11a. Check the box that best describes how you feel about the overall acceptability of the cigarette coded R8.

extremely	very much	moderately	slightly	dislike	neutral	like	slightly	moderately	very much
dislike	dislike	dislike	dislike	dislike	neutral	like	like	like	like

11b. Check the box that best describes how you feel about the overall acceptability of the cigarette coded W4.

extremely	very much	moderately	slightly	dislike	neutral	like	slightly	moderately	very much
dislike	dislike	dislike	dislike	dislike	neutral	like	like	like	like

12a. Would you buy the R8 cigarette if it were available now?

definitely	probably	possibly	uncertain	possibly	probably	definitely			
not	not	not	not	not	not	not			

12b. Would you buy the W4 cigarette if it were available now?

definitely	probably	possibly	uncertain	possibly	probably	definitely			
not	not	not	not	not	not	not			

PART II

Now smoke the cigarettes marked H6. Smoke only as many as you need in order to make this judgment. If you need to refresh your memory, go back and smoke some of the R8 and W4 cigarettes. Be sure to circle one or the other, even if you are uncertain.

H6 is more like R8 or W4 (circle one)

What brand do you usually smoke? (Please be specific, e.g., Marlboro Lights, Winston Lights, Moonshine, 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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