

CIGARETTE TEST NO. 79-25

Name \_\_\_\_\_ Location \_\_\_\_\_

You have been given two packs of cigarettes, one pack labeled "L" and one pack labeled "K". Please smoke these cigarettes and complete and return the questionnaire to your Panel Supervisor by Thursday, August 9.

- Which cigarette do you prefer? "L" ( ) "K" ( ) No Choice ( )
- Using the seven point rating scale below, how would you rate the specific characteristics for these two brands?

	Amount of Taste							Quality of Taste						
	Too Much			About Right			Too Little	Poor					Excellent	
Brand "L"	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Brand "K"	1	2	3	4	5	6	7	1	2	3	4	5	6	7

	Sweetness							Aftertaste						
	Too Sweet			About Right			Too Little	Unpleasant				Pleasant	None	
Brand "L"	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Brand "K"	1	2	3	4	5	6	7	1	2	3	4	5	6	7

	Harshness-Mildness							Draw						
	Too Harsh			About Right			Too Mild	Too Hard				About Right	Too Easy	
Brand "L"	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Brand "K"	1	2	3	4	5	6	7	1	2	3	4	5	6	7

- All things considered, if you were to make out a report card on the "L" Brand, the "K" 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 "L"	A	B	C	D	E	F
Brand "K"	A	B	C	D	E	F
Own Brand	A	B	C	D	E	F

- Why do you prefer your choice? \_\_\_\_\_

Thank you for your cooperation.