

(Make address changes on this label.)

PRODUCT OPINION LABORATORY
P.O. Box 26563 - Richmond, Va. 23261
Phone: (804) 271-3368

RETURN BALLOT BY

R-4574

R

Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows:
H6 - 5 packs and N4 - 5 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

First smoke some of the cigarettes marked H6 and then the cigarettes
marked N4. Then compare the two cigarettes with each other and complete the
questions below.

Which cigarette:

H6

N4

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. Which do you prefer? (choose one)

10. Check the box that best describes how you feel about the overall acceptability
of the cigarette coded H6.

| | | | | | | | | | | |
|----------------------|---------|---------|---------|---------|---------|------|------|------|------|-------------------|
| extremely dislike | dislike | dislike | dislike | dislike | neither | like | like | like | like | extremely like |
|----------------------|---------|---------|---------|---------|---------|------|------|------|------|-------------------|

11. Check the box that best describes how you feel about the overall acceptability
of the cigarette coded N4.

| | | | | | | | | | | |
|----------------------|---------|---------|---------|---------|---------|------|------|------|------|-------------------|
| extremely dislike | dislike | dislike | dislike | dislike | neither | like | like | like | like | extremely like |
|----------------------|---------|---------|---------|---------|---------|------|------|------|------|-------------------|

12a. Would you buy the H6 cigarette if it were available now?

| | | | | | | |
|-------------------|-----------------|-----------------|-----------|----------|----------|------------|
| definitely not | probably not | possibly not | uncertain | possibly | probably | definitely |
|-------------------|-----------------|-----------------|-----------|----------|----------|------------|

12b. Would you buy the N4 cigarette if it were available now?

| | | | | | | |
|-------------------|-----------------|-----------------|-----------|----------|----------|------------|
| definitely not | probably not | possibly not | uncertain | possibly | probably | definitely |
|-------------------|-----------------|-----------------|-----------|----------|----------|------------|

What brand do you usually smoke? (Please be specific, e.g.,
Marlboro Lights, Winston Lights, Kool Milds, 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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VA-12