

(Make address changes on this label.)

PRODUCT OPTION LABORATORY
P.O. Box 26563 • Richmond, Va. 23261
Phone: (804) 271-3068

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, not at all, slightly, moderately, very, extremely.

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

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

extremely well such moderately tightly, the one slightly more
so.

would you buy the R.O. cigarette if it were available now?

1	2	3	4	5	6	7
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2328

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 of the other, even if you are uncertain.

H6 as none like H9 as W4 (1998-1999)

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

BRAND: _____

Is it Filtered? Yes No (check one)

Is it menthol? Yes No (check one)

Is it Filtered, is it King Size or Extra Long (100 mm)?

How many cigarettes do you smoke per day? _____

V. A. 10

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