

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.

1. Which cigarette do you prefer? "L" () "K" () No Choice ()
2. 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

3. All things considered, if you were to make put 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

4. Why do you prefer your choice? _____

Thank you for your cooperation.