

CIGARETTE TEST - REPORT FORM
PART I

**TO BE ANSWERED IMMEDIATELY AFTER YOU HAVE FINISHED SMOKING 3 OR 4 PACKS OF THE
W4 CIGARETTES AND BEFORE YOU START SMOKING THE S8 CIGARETTES.**

1. What, if anything, did you dislike about the W4 cigarettes?

2. What, if anything, did you like about the W4 cigarettes?

3. Below are pairs of different phrases which might be used to describe the W4 cigarettes - one phrase at each side of the page...with boxes numbered 1 to 7 between each pair. The closer you feel a particular phrase applies to these cigarettes, the closer to that phrase you would pick a box. Please check one box for each pair of phrases.

- A. Overall, I did not like the cigarettes at all 1 2 3 4 5 6 7 Overall, I liked the cigarettes very much.
- B. They did not have a lot of taste 1 2 3 4 5 6 7 They had a lot of taste
- C. They did not have a good taste 1 2 3 4 5 6 7 They had a good taste
- D. They were harsh to my mouth and throat 1 2 3 4 5 6 7 They were not harsh to my mouth and throat
- E. They did not taste as if they were low in tar 1 2 3 4 5 6 7 They tasted as if they were low in tar
- F. They did not have a good aftertaste 1 2 3 4 5 6 7 They had a good aftertaste
- G. They left a dry taste in my mouth 1 2 3 4 5 6 7 They did not leave a dry taste in my mouth
- H. They burned too fast 1 2 3 4 5 6 7 They did not burn too fast
- I. They were not mild 1 2 3 4 5 6 7 They were mild
- J. They did not have an easy draw 1 2 3 4 5 6 7 They had an easy draw

**IMPORTANT: PLEASE KEEP THIS REPORT FORM HANDY UNTIL WE TELEPHONE
YOU. DO NOT RETURN IT TO US.**