

TAB PLAN

Project Information	Special Instructions
Matter #: 5180080 Study Title: 22nd Century Evaluate VLN Concept Testing Copied From: Account Manager: Brad Research Manager: Jeri Project Manager: Scott Data Analyst: Eric	
Rounding	Verbatim File Notes
Percentages: 1 decimal (standard) Means: 2 decimals (standard)	
Table Standards (Specify Below to Override)	Questions to Omit From Tables
<div> General Frequencies Vertical % to 1 Decimal Place Double Spacing Table of Contents Table Numbers Question Text as Table Title Each Question Run on All Banners Omit Chip Game & Choice/MaxDiff Q's Descriptive Base Titles Based on Q'naire Open Ends Drop Blank Rows Rank Nets, Subnets, Codes </div>	<div> Rating Scales Top 2 Box Only Summary Table Top 2 Box/Bottom 2 Box (Up to 7 pt. scale) Top 3 Box/Bottom 3 Box (10 pt. scale) Rating Scale in Descending Order Mean, SD, SE Values Drop Blank Rows Mean, SD, SE Multiple Responses Rank Order Based on First Column </div>
	QS7, QS8, AGEGRP, QS9, QS10, QS11, QS14, QS15, QS18A, QINT1, Q1, Q1E, Q1F-G, Q8A, Q8A1, 8A2, Q8B, Q8B1, Q8B2, QS2, Q8C, Q9, Q16A, Q19
	Notes

For efficiency, please only tab questions that are needed for reporting.
Use the section to the right to list any questions that can be omitted.

Paper Question #	Banners to Run (if not all)	Specify Summary Tables	Specify Nets <u>OR</u> Ranges	Specify to Override Other Table Standards <u>OR</u> Any Special Instructions by Question
FinalGroup			Base=Total Sample Net Never Users (1+2), FormerSmokers (3+4), and Current Smokers (5+6)	Question Text: User Groups Never Users Never Users Oversample 21-25 Long Term Quitters Recent Quitters Current Smokers Intent to Quit Current Smokers No Intent to Quit
ConceptCell			Base=Total Sample	Question Text: Concept Cell Test VLN ! - URGE Test VLN 2 - CONSUMPTION Test VLN 3 - LESS Recent Quitters Control VLN 4 - NO CLAIM Control Marlboro Gold 5 - NO CLAIM
Category			Base=Total Sample	Question Text: Concept Cell Cigarettes Electronic Cigarettes Moist Snuff Nicotine Replacement Therapies (NRTs)
CENSUSSTATE			Base=Total Sample	
CENSUSREG			Base=Total Sample	
CENSUSDIV			Base=Total Sample	
QS6			Base=Total Sample	Question Text: Gender
QS8 EXACTAGE			Base=Total Sample Ranges 21-24 25-44 45-64 65+	Question Text: Age Group based on actual age Include mean and median, std dev, std error, min value, max value
QS10A			Base=Total Sample	Question Text: Race/Ethnicity
QS12			Base=Total Sample	
QS13 A-D		Create detail table for each survey topic, no need to create summary table	Base=Participated in past market research survey	Question Text: Approximately how long did you take a survey on: Laundry detergent Fast food restaurants Tobacco products Bottled Water
QS16			Base=Total Sample	
QS17			Base=Total Sample	

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Paper Question #	Banners to Run (if not all)	Specify Summary Tables	Specify Nets <u>OR</u> Ranges	Specify to Override Other Table Standards <u>OR</u> Any Special Instructions by Question
QS18			Base=Total Sample	
QS19			Base=Former Smokers Create nets Within the past year (codes 1-5) 1+ year ago (codes 6-8)	
QS20			Base=Current Smokers	Question Text: Usual brand
QS22			Base=Current Smokers	Question Text: Usual brand flavor
QS21+QS22 combined			Base=Current Smokers List Each Brand Family (net) Menthol Non-Menthol	Question Text: Usual brand and flavor
QS23			Base=Current Smokers Ranges 1-10 (net) 1-5 6-10 11-20 (net) 11-15 16-20 21-30 (net) 21-25 26-30 31-40 (net) 31-35 36-40 More than 40	Include mean and median, std dev, std error, min value, max value
QS24			Base=Current Smokers	Include mean and median, std dev, std error Midpoints to use (0, 1.5, 3.5, 5.5)
QS25			Base=Current Smokers	
QS26			Base=Current Smokers - Intend to Quit	
QS27			Base=Current Smokers	
QS28			Base=Current Smokers	top/bottom 2 box and top/bottom 3 box Include mean and median, std dev, std error, min value, max value
QS29			Base=Current Smokers	top/bottom 2 box and top/bottom 3 box Include mean and median, std dev, std error, min value, max value
Q1C+D			Base=Current Smokers List Each Brand Family (net) Menthol Non-Menthol	Question Text: Other Brands/Flavors Smoked 2-4 Combined
QS21+QS22+Q1C+Q1D			Base=Current Smokers List Each Brand Family (net) Menthol Non-Menthol	Question Text: All Brands/Flavors Smoked 1-4 Combined
Q2		Create a detail table for each category and mean summary table	Base=Rated Category	Question Text: Considering everything you know or may have seen or heard, even if you have never used the product, please indicate how familiar you believe you are with [INSERT CATEGORY Cigarettes, E-Cigarettes, Moist Snuff, NRTs] top/bottom 2 box Include mean and median, std dev, std error, min value, max value
Q3A		Create a detail table for each category/attribute and mean summary table by category	Base=Rated Category	Question Text: Taking into consideration everything you know, indicate what you believe is the risk of each of the following long-term or lifetime health-related issues because of [INSERT CATEGORY Cigarettes, E-Cigarettes, Moist Snuff, NRTs] top/bottom 2 box Include mean and median, std dev, std error, min value, max value
Q3B		Create a detail table for each category/attribute and mean summary table by category	Base=Rated Category	Question Text: Taking into consideration everything you know, indicate what you believe is the risk of each of the following long-term or lifetime addiction-related issues because of [INSERT CATEGORY Cigarettes, E-Cigarettes, Moist Snuff, NRTs] top/bottom 2 box Include mean and median, std dev, std error, min value, max value

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Paper Question #	Banners to Run (if not all)	Specify Summary Tables	Specify Nets <u>OR</u> Ranges	Specify to Override Other Table Standards <u>OR</u> Any Special Instructions by Question
Q7		Create a detail table for each category and mean summary table	Base=Rated Category	Question Text: Overall, what is your current intent to use each of the following products on a regular, ongoing basis? (PRE-CONCEPT EXPOSURE) [INSERT CATEGORY Cigarettes, E-Cigarettes, Moist Snuff, NRTs] top/bottom 2 box Include mean and median, std dev, std error, min value, max value
QCMP1		Create a table for each of the four concepts and one combined VLN table	Base=Rated VLN Concept	Question Text: If you were asked to describe the concept to a friend or family member, what would you say? [INSERT CONCEPT VLN - Total 4 Concepts VLN TEST 1 - Helps reduce your urge to smoke, VLN TEST 2 - Helps reduce your nicotine consumption, VLN TEST 3 - Helps you smoke less, VLN CONTROL 4 - No Claim]
QCMP2		Create a table for each of the four concepts and one combined VLN table	Base=Rated VLN Concept	Question Text: What do you think are the benefits of [INSERT CONCEPT VLN VLN TEST 1 - Helps reduce your urge to smoke, VLN TEST 2 - Helps reduce your nicotine consumption, VLN TEST 3 - Helps you smoke less, VLN CONTROL 4 - No Claim]
QCMP3		Create a table for each of the five concepts and one combined VLN table of concepts 1-4	Base=Rated Concept	Question Text: What do you think are the health and addiction risks of [INSERT CONCEPT VLN - Total 4 Concepts VLN TEST 1 - Helps reduce your urge to smoke, VLN TEST 2 - Helps reduce your nicotine consumption, VLN TEST 3 - Helps you smoke less, VLN CONTROL 4 - No Claim Marlboro Gold CONTROL 5 - No Claim]
QRE1_1		Create a table for each of the five concepts and one combined VLN table of concepts 1-4 and mean summary table	Base=Rated Concept	Question Text: Taking into consideration everything you know about the concept, indicate what you believe is the risk of each of the following long-term or lifetime health-related issues because of smoking [INSERT CONCEPT VLN - Total 4 Concepts VLN TEST 1 - Helps reduce your urge to smoke, VLN TEST 2 - Helps reduce your nicotine consumption, VLN TEST 3 - Helps you smoke less, VLN CONTROL 4 - No Claim Marlboro Gold CONTROL 5 - No Claim] top/bottom 2 box Include mean and median, std dev, std error, min value, max value
QRE1_2		Create a detail table for each five concepts and one combined VLN table of concepts 1-4 and mean summary table	Base=Rated Concept	Question Text: Taking into consideration everything you know about [INSERT CONCEPT], indicate what you believe is the risk of each of the following long-term or lifetime addiction-related issues because of smoking [INSERT CONCEPT VLN - Total 4 Concepts VLN TEST 1 - Helps reduce your urge to smoke, VLN TEST 2 - Helps reduce your nicotine consumption, VLN TEST 3 - Helps you smoke less, VLN CONTROL 4 - No Claim Marlboro Gold CONTROL 5 - No Claim] top/bottom 2 box Include mean and median, std dev, std error, min value, max value
QRE1_1A		Create a detail table for each five concepts and one combined VLN table of concepts 1-4 and category	Base = [INSERT CONCEPT Rated VLN - Total 4 Concepts Rated VLN TEST 1 - Helps reduce your urge to smoke, Rated VLN TEST 2 - Helps reduce your nicotine consumption, Rated VLN TEST 3 - Helps you smoke less, Rated VLN CONTROL 4 - No Claim Rated Marlboro Gold CONTROL 5 - No Claim]	Question Text: After reviewing this product and the possible health or addiction risks to you, personally, of using this product, how do you think the concept compares to [INSERT CATEGORY Cigarettes, E-Cigarettes, Moist Snuff, NRTs] (POST-EXPOSURE) top/bottom 2 box Include mean and median, std dev, std error, min value, max value

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Paper Question #	Banners to Run (if not all)	Specify Summary Tables	Specify Nets <u>OR</u> Ranges	Specify to Override Other Table Standards <u>OR</u> Any Special Instructions by Question
QIU1		Create a table for each of the five concepts and one combined VLN table of concepts 1-4	Base=Rated Concept	<p>Question Text: Overall, what is your intent to smoke the concept on a regular, ongoing basis?</p> <p>[INSERT CONCEPT]</p> <p>VLN - Total 4 Concepts</p> <p>VLN TEST 1 - Helps reduce your urge to smoke,</p> <p>VLN TEST 2 - Helps reduce your nicotine consumption,</p> <p>VLN TEST 3 - Helps you smoke less,</p> <p>VLN CONTROL 4 - No Claim</p> <p>Marlboro Gold CONTROL 5 - No Claim]</p> <p>PRE-EXPOSURE</p> <p>top/bottom 2 box</p> <p>Include mean and median, std dev, std error, min value, max value</p>
Q11		Create a table for each of the five concepts and one combined VLN table of concepts 1-4	Base=Rated Concept	<p>Question Text: How likely would you be to buy the concept? Assume it's prices equivalently to a pack of cigarettes.</p> <p>[INSERT CONCEPT]</p> <p>VLN - Total 4 Concepts</p> <p>VLN TEST 1 - Helps reduce your urge to smoke,</p> <p>VLN TEST 2 - Helps reduce your nicotine consumption,</p> <p>VLN TEST 3 - Helps you smoke less,</p> <p>VLN CONTROL 4 - No Claim</p> <p>Marlboro Gold CONTROL 5 - No Claim]</p> <p>top/bottom 2 box</p> <p>Include mean and median, std dev, std error, min value, max value</p>
Q12		Create a table for each of the five concepts and one combined VLN table of concepts 1-4	Base=Rated Concept	<p>Question Text: How well do you think you might like the concept?</p> <p>[INSERT CONCEPT]</p> <p>VLN - Total 4 Concepts</p> <p>VLN TEST 1 - Helps reduce your urge to smoke,</p> <p>VLN TEST 2 - Helps reduce your nicotine consumption,</p> <p>VLN TEST 3 - Helps you smoke less,</p> <p>VLN CONTROL 4 - No Claim</p> <p>Marlboro Gold CONTROL 5 - No Claim]</p> <p>top/bottom 3 box</p> <p>Include mean and median, std dev, std error, min value, max value</p>
Q13		Create a table for each of the five concepts and one combined VLN table of concepts 1-4	Base=Rated Concept	<p>Question Text: How different is the concept from other tobacco products you have seen?</p> <p>[INSERT CONCEPT]</p> <p>VLN - Total 4 Concepts</p> <p>VLN TEST 1 - Helps reduce your urge to smoke,</p> <p>VLN TEST 2 - Helps reduce your nicotine consumption,</p> <p>VLN TEST 3 - Helps you smoke less,</p> <p>VLN CONTROL 4 - No Claim</p> <p>Marlboro Gold CONTROL 5 - No Claim]</p> <p>top/bottom 2 box</p> <p>Include mean and median, std dev, std error, min value, max value</p>
Q14		Create a table for each of the five concepts and one combined VLN table of concepts 1-4	Base=Rated Concept	<p>Question Text: How important are the benefits of the benefit to you?</p> <p>[INSERT CONCEPT]</p> <p>VLN - Total 4 Concepts</p> <p>VLN TEST 1 - Helps reduce your urge to smoke,</p> <p>VLN TEST 2 - Helps reduce your nicotine consumption,</p> <p>VLN TEST 3 - Helps you smoke less,</p> <p>VLN CONTROL 4 - No Claim</p> <p>Marlboro Gold CONTROL 5 - No Claim]</p> <p>top/bottom 3 box</p> <p>Include mean and median, std dev, std error, min value, max value</p>
Q20		Create a table for each of the five concepts and one combined VLN table of concepts 1-4	Base=Rated Concept	<p>Question Text: Would your purchase(s) of the concept replace any tobacco or nicotine-replacement products that you currently use?</p> <p>[INSERT CONCEPT]</p> <p>VLN - Total 4 Concepts</p> <p>VLN TEST 1 - Helps reduce your urge to smoke,</p> <p>VLN TEST 2 - Helps reduce your nicotine consumption,</p> <p>VLN TEST 3 - Helps you smoke less,</p> <p>VLN CONTROL 4 - No Claim</p> <p>Marlboro Gold CONTROL 5 - No Claim]</p>
Q21		Create a table for each of the five concepts and one combined VLN table of concepts 1-4	Base=Buying Concept Would Reduce Tobacco Purchases	<p>Question Text: Would your purchase(s) of the concept replace any tobacco or nicotine-replacement products that you currently use?</p> <p>[INSERT CONCEPT]</p> <p>VLN - Total 4 Concepts</p> <p>VLN TEST 1 - Helps reduce your urge to smoke,</p> <p>VLN TEST 2 - Helps reduce your nicotine consumption,</p> <p>VLN TEST 3 - Helps you smoke less,</p> <p>VLN CONTROL 4 - No Claim</p> <p>Marlboro Gold CONTROL 5 - No Claim]</p>
Q30		Create a detail table for each attribute and mean summary table	Base=Current Smokers	<p>top/bottom 2 box</p> <p>Include mean and median, std dev, std error, min value, max value</p>

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QRE2A		Need a detail table for each concept and category	Base = [INSERT CONCEPT Rated VLN - Total 4 Concepts Rated VLN TEST 1 - Helps reduce your urge to smoke, Rated VLN TEST 2 - Helps reduce your nicotine consumption, Rated VLN TEST 3 - Helps you smoke less, Rated VLN CONTROL 4 - No Claim Rated Marlboro Gold CONTROL 5 - No Claim]	Question Text: After reviewing this product and the possible health or addiction risks to you, personally, of using this product, how do you think the concept compares to [INSERT CATEGORY Cigarettes, E-Cigarettes, Moist Snuff, NRTs] (POST-EXPOSURE) top/bottom 2 box Include mean and median, std dev, std error, min value, max value
QIU2		Create a detail table for each category and mean summary table	Base=Total Sample	Question Text: Overall, what is your intent to use each of the following on a regular, ongoing basis? [INSERT CATEGORY Cigarettes, E-Cigarettes, Moist Snuff, NRTs VLN] top/bottom 2 box Include mean and median, std dev, std error, min value, max value
QD1			Base=Total Sample Net Single 2+3+4)	
QD2		Need a detail table for each	Base=Two or More Living in Household Ranges 0 1 2 3 4 or more	How many children younger than 18, if any, are there in your household? [INSERT Younger than 6 years old, Between 6-12 years old, Between 13-17 years old] Convert NA to 0 Include mean and median, std dev, std error, min value, max value
QD3			Base=Total Sample	
QD4			Base=Total Sample Net Less than College (1-3) College Grad or Higher (4-5)	
QD5			Base=Total Sample Net Employed (1+2)	
QD6			Base=Total Sample	Midpoints to use - 15000, 30000, 42500, 62500, 87500, 125000, 175000 Include mean and median, std dev, std error

BAN 1 GROUP

Project & Banner Information	Stat Testing
Matter #: 5180080 Study Title: 22nd Century Evaluate VLN Concept Testing Copied From: This field will automatically populate from the tab plan Banner Number: 1 GROUP Table Output Type: Weighting: Unweighted (prelim only) and Weighted (final)	Confidence Level: 95 Stat Testing Criteria: ABCDEF, GHI
Special Instructions	

Stat Testing Letter	Header Level	Header/Banner Point Label	Definition
		Total	Total Respondents
	1	Group	
A		Never Users	Final Group = 1
B		Never Users Oversample 21-25	Final Group = 2
C		Long Term Quitters	Final Group = 3
D		Recent Quitters	Final Group = 4
E		Current Smokers Intent to Quit	Final Group = 5
F		Current Smokers No Intent to Quit	Final Group = 6
	1	Combined Group	
G		All Never Users	Final Group = 1-2
H		All Former Smokers	Final Group = 3-4
I		All Current Smokers	Final Group = 5-6

BAN 2 GROUP CELL

Project & Banner Information	Stat Testing
Matter #: 5180080 Study Title: 22nd Century Evaluate VLN Concept Testing Copied From: This field will automatically populate from the tab plan Banner Number: 2 GROUP/CELL Table Output Type: Weighting: Unweighted (prelim only) and Weighted (final)	Confidence Level: 95 Stat Testing Criteria: ABCDE, FGHIJ, KLMNO, PQRST, UVWXY, Zabcd
Special Instructions	

Stat Testing Letter	Header Level	Header/Banner Point Label	Definition
		Total	Total Respondents
	1	Group by Concept	
	2	Never Users	
A		1 - URGE	ConceptCell= 1
B		2 - CONSUMPTION	ConceptCell = 2
C		3 - LESS	ConceptCell = 3
D		4 - VLN CONTROL	ConceptCell = 4
E		5 - MARL GOLD CONTROL	ConceptCell = 5
	2	Never Users Oversample 21-25	
F		1 - URGE	ConceptCell= 1
G		2 - CONSUMPTION	ConceptCell = 2
H		3 - LESS	ConceptCell = 3
I		4 - VLN CONTROL	ConceptCell = 4
J		5 - MARL GOLD CONTROL	ConceptCell = 5
	2	Long Term Quitters	
K		1 - URGE	ConceptCell= 1
L		2 - CONSUMPTION	ConceptCell = 2
M		3 - LESS	ConceptCell = 3
N		4 - VLN CONTROL	ConceptCell = 4
O		5 - MARL GOLD CONTROL	ConceptCell = 5
	2	Recent Quitters	
P		1 - URGE	ConceptCell= 1
Q		2 - CONSUMPTION	ConceptCell = 2
R		3 - LESS	ConceptCell = 3
S		4 - VLN CONTROL	ConceptCell = 4
T		5 - MARL GOLD CONTROL	ConceptCell = 5
	2	Current Smokers Intent to Quit	
U		1 - URGE	ConceptCell= 1
V		2 - CONSUMPTION	ConceptCell = 2
W		3 - LESS	ConceptCell = 3
X		4 - VLN CONTROL	ConceptCell = 4
Y		5 - MARL GOLD CONTROL	ConceptCell = 5
	2	Current Smokers No Intent to Quit	
Z		1 - URGE	ConceptCell= 1
a		2 - CONSUMPTION	ConceptCell = 2
b		3 - LESS	ConceptCell = 3
c		4 - VLN CONTROL	ConceptCell = 4
d		5 - MARL GOLD CONTROL	ConceptCell = 5

BAN 3-8 GROUP DEMOS

Project & Banner Information	Stat Testing
Matter #: 5180080 Study Title: 22nd Century Evaluate VLN Concept Testing Copied From: Banner Number: BAN 3-8 GROUP/DEMOS Table Output Type: Weighting: Unweighted (prelim only) and Weighted (final)	Confidence Level: 95 Stat Testing Criteria: AB, CDEF, GHIJKL, MNOPQ, RSTUVWZY
Special Instructions	
SIFT BY EACH OF THE FINAL GROUPS 1-6	

Stat Testing Letter	Header Level	Header/Banner Point Label	Definition
		Total	Total Respondents
	1	Gender	
A		Male	QS6=1
B		Female	QS6=2
	1	Age	
C		21-24 years	Q8 EXACTAGE=21-24
D		25-44 years	Q8 EXACTAGE=25-44
E		45-64 years	Q8 EXACTAGE=45-64
F		65+ years	Q8 EXACTAGE=65+
	1	Race/Ethnicity	
G		White, Non-Hisp	S10A=1
H		Black, Non Hisp	S10A=2
I		Asian, Non-Hisp	S10A=3
J		Amer Ind/AK Native	S10A=4
K		Hispanic	S10A=5
L		Non-Hisp Muti/Other	S10A=6
	1	Education Level	
M		Some H.S. or Less	QD4=1
N		H.S. Grad	QD4=2
O		Some Coll/Tech Trade	QD4=3
P		Coll Grad	QD4=4
Q		Post Grad	QD4=5
	1	Income	
R		Less than \$25K	QD6=1
S		\$25K-<\$35K	QD6=2
T		\$35K-<\$50K	QD6=3
U		\$50K-<\$75K	QD6=4
V		\$75K-<\$100K	QD6=5
W		\$100K-<\$120K	QD6=6
X		\$125K-<\$150K	QD6=7
Y		\$150K+	QD6=8

BAN 9-14 GROUP INTENT

Project & Banner Information	Stat Testing
Matter #: 5180080 Study Title: 22nd Century Evaluate VLN Concept Testing Copied From: This field will automatically populate from the tab plan Banner Number: 9-14 GROUP/INTENT Table Output Type: Weighting: Unweighted (prelim only) and Weighted (final)	Confidence Level: 95 Stat Testing Criteria: AB, CDEFGH, IJ, KL
Special Instructions	
SIFT BY EACH OF THE FINAL GROUPS 1-6	

Stat Testing Letter	Header Level	Header/Banner Point Label	Definition
		Total	Total Respondents
	1	Combined Intend to Use VLN	
A		Definitely/Very Likely	QIU2=5+6
B		Def Would Not/Very Unlikely	Q1U2=1+2
	1	Intend to Use VLN	
C		Definitely Would Use	QIU2=6
D		Very Likely	QIU2=5
E		Somewhat Likely	QIU2=4
F		Somewhat Unlikely	QIU2=3
G		Very Unlikely	QIU2=2
H		Definitely Would Not Use	QIU2=1
	1	Importance of VLN Benefits	
I		Extremely/Very	Q14=5+6
J		Slightly/Not At All	Q14=1+2
	1	Concept Flavor	
K		Menthol	Concept Flavor Assigned=1
L		Non-Methol	Concept Flavor Assigned=2