

Cross-Sectional Study Questionnaire

Questionnaire: 20th February 2015
FINAL

| | |
|--------------------------------|---|
| Country | Japan (Nagoya only) |
| Methodology | Online |
| Sample Specifications | Adults aged at least 20 years, who either live in or travel at least once a week into Nagoya |
| Sample size | N = 600 per wave |
| Quotas | Interlocking quotas on Age and Gender (see below quota table) to be representative of the region/city |
| Questionnaire length (English) | 10 minutes |

Question type is indicated using the following variable names

MA = Multiple Answer – multiple responses are allowed

SA = Single Answer – single responses only are allowed

OE = Open Ended – a response must be written in at these questions.

NUM = Numeric – a number must be written in at these questions.

TEXT = Show text only

PROGRAMMING INSTRUCTIONS ARE SHOWN IN BLUE

TARGET QUOTAS

| | AGE (QUOTA 1) | | | | |
|------------------|---------------|-------|-------|-----|-------|
| GENDER (QUOTA 2) | 20-29 | 30-39 | 40-49 | 50+ | Total |
| Male | 62 | 71 | 80 | 93 | 306 |
| Female | 58 | 68 | 77 | 91 | 294 |
| | | | | | 600 |

SCREENER

QUOTA 1

ASK ALL

SC1 – AGE - SA

We are looking for people in certain age groups. May I have your date of birth (year & month) please?

Select one from pull-down menu

PULL-DOWN ANSWER LIST, USING WESTERN CALENDAR YEARS

ADD 1 MONTH BUFFER TO THE DATE OF MONTH (E.G. IN JAN. '15 FW, BIRTH MONTH OF RESPONDENTS SHOULD BE BEFORE DEC. '94)

TERMINATE IF LESS THAN 20

HIDDEN VARIABLE – AUTOCODE FROM SC1

SC1_RECDE

RECODE TO ACTUAL AGE AND INTO THE FOLLOWING AGE BAND

1. 19 and younger - **TERMINATE**
2. 20-29
3. 30-39
4. 40-49
5. 50+

QUOTA 2

ASK ALL

SC2 – GENDER - SA

Are you...?

1. Male
2. Female

ASK ALL

SC3 – REGION - SA

Where do you live?

Select one location from pull-down menu

PULL-DOWN ANSWER LIST

| | | |
|----|-----------|-----------|
| 1 | Hokkaido | TERMINATE |
| 2 | Aomori | TERMINATE |
| 3 | Iwate | TERMINATE |
| 4 | Miyagi | TERMINATE |
| 5 | Akita | TERMINATE |
| 6 | Yamagata | TERMINATE |
| 7 | Fukushima | TERMINATE |
| 8 | Ibaraki | TERMINATE |
| 9 | Tochigi | TERMINATE |
| 10 | Gunma | TERMINATE |
| 11 | Saitama | TERMINATE |
| 12 | Chiba | TERMINATE |
| 13 | Tokyo | TERMINATE |
| 14 | Kanagawa | TERMINATE |
| 15 | Niigata | TERMINATE |
| 16 | Toyama | TERMINATE |
| 17 | Ishikawa | TERMINATE |
| 18 | Fukui | TERMINATE |
| 19 | Yamanashi | TERMINATE |

| | | |
|----|-----------|-----------|
| 20 | Nagano | CONTINUE |
| 21 | Gifu | CONTINUE |
| 22 | Shizuoka | CONTINUE |
| 23 | Aichi | CONTINUE |
| 24 | Mie | CONTINUE |
| 25 | Shiga | TERMINATE |
| 26 | Kyoto | TERMINATE |
| 27 | Osaka | TERMINATE |
| 28 | Hyogo | TERMINATE |
| 29 | Nara | TERMINATE |
| 30 | Wakayama | TERMINATE |
| 31 | Tottori | TERMINATE |
| 32 | Shimane | TERMINATE |
| 33 | Okayama | TERMINATE |
| 34 | Hiroshima | TERMINATE |
| 35 | Yamaguchi | TERMINATE |
| 36 | Tokushima | TERMINATE |
| 37 | Kagawa | TERMINATE |
| 38 | Ehime | TERMINATE |
| 39 | Kochi | TERMINATE |
| 40 | Fukuoka | TERMINATE |
| 41 | Saga | TERMINATE |
| 42 | Nagasaki | TERMINATE |
| 43 | Kumamoto | TERMINATE |
| 44 | Oita | TERMINATE |
| 45 | Miyazaki | TERMINATE |
| 46 | Kagoshima | TERMINATE |

| | | |
|----|---------|-----------|
| 47 | Okinawa | TERMINATE |
|----|---------|-----------|

ASK ALL WHO SELECT CODE 23 (AICHI) AT SC3. OTHERS SKIP TO SC5

SC4-1 – LIVING IN CITY - SA

Do you live in Nagoya city?

1. Yes **SKIP TO SC6**
2. No **GO TO SC5**

ASK IF SC3 = CODE 20 (Nagano), 21 (Gifu), 22 (Shizuoka), 24 (Mie) OR SC4-1=2 (LIVE IN AICHI BUT DO NOT LIVE IN NAGOYA CITY)

SC5 – WORKING IN CITY - SA

Do you either work in Nagoya city or travel into the area for another reason at least once a week?

1. Yes
2. No **TERMINATE**

ASK ALL

SC6 – WORKING STATUS – SA

Which of the following best describes your working status?
Please select one answer only

1. Working full time (more than 30 hours per week)
2. Working part time (8-29 hours per week)
3. Self employed
4. Unemployed and seeking work
5. Unemployed and not looking for a job/long-term sick or disabled
6. Retired
7. Student
8. Housewife
9. Not in paid employment for other reason

SC7 – OCCUPATION - MA

Do you or any of your family members work or study in the following industries?

Please select all that apply

1. Bank / finance industry - **SKIP TO Q1**
2. Insurance - **SKIP TO Q1**
3. Manufacturer of cigarettes – **TERMINATE**
4. Advertising / public relations – **TERMINATE**
5. Marketing / Market research – **TERMINATE**
6. TV / radio / newspapers / magazines – **TERMINATE**
7. Legal profession – **TERMINATE**
8. Department of health / health care – **TERMINATE**
9. Cigarettes / tobacco retailer or wholesaler - **GO TO SC8**
10. None of the above – **EXCLUSIVE; ANCHOR; SKIP TO Q1**

ASK IF SC7=9 (CIGARETTES / TOBACCO RETAILER OR WHOLESALER)

SC8 – OCCUPATION 2 - SA

Is selling tobacco products the main role of work for you / your family?

Please select one answer only

1. Yes - **TERMINATE**
2. No – **GO TO Q1**

We are conducting a study on tobacco and nicotine use patterns and would like to hear your opinions about it. We will not sell or promote any products to you. Your participation will contribute significantly to our research and will be greatly appreciated.

As you know, using tobacco products can cause tobacco-related diseases and nicotine is highly addictive. Nothing we discuss today is going to change those facts. Our questions will not be around health or the health issues associated with tobacco or nicotine use.

PART 1: ASK ALL [MEASURING TOBACCO/NICOTINE PREVALENCE]

ASK ALL

Q1 – PRODUCTS CURRENTLY CONSUMED – SA PER ROW



Which, if any, of the following products are you **currently** using?





For each product we would like to know if you currently:

- Use daily (I use it every day)
- Use less than daily (I use it only on some occasions)
- Do not use (I don't currently use)

SHOW PICTURES

ROWS (FIX ORDER) – USE EXISTING DATA TO CONFIRM ORDER BASED ON KNOWN PREVALENCE

| | | | USE DAILY <i>(I use it every day)</i> | USE LESS THAN DAILY <i>(I use it only on some occasions)</i> | DO NOT USE <i>(I don't currently use it)</i> |
|---|--|---|--|---|---|
| 1 | Manufactured cigarettes | INSERT 'Manufactured cigarettes.jpg'  | | | |
| 2 | E-cigarettes: contain a liquid in a battery operated device that produces an inhalable vapour. This product does not contain any tobacco . (This product doesn't heat tobacco leaves by using a device) | INSERT 'E-cigarettes.jpg'  | | | |

| | | | | | |
|---|---|---|---|--|--|
| | | | | | |
| 3 | Heated tobacco products: heats (not burns) tobacco using an electronic device. This product does not contain any liquid . (This product doesn't heat liquid) | INSERT 'Heated tobacco.jpg'  | | | |
| | | | USE DAILY <i>(I use it every day)</i> | USE LESS THAN DAILY <i>(I use it only on some occasions)</i> | DO NOT USE <i>(I don't currently use it)</i> |
| 4 | Smokeless tobacco pipe : a cigarette shaped pipe with no electronics that contains a tobacco cartridge which you can puff on (This product neither heats nor burns anything) | INSERT 'Smokeless tobacco.jpg'  | | | |
| 5 | Roll-your-own cigarettes: You buy cigarette paper and tobacco separately and roll your cigarettes by hand. | INSERT 'Ryo tobacco.jpg'  | | | |
| 6 | Cigars / pipes / Kiseru | INSERT 'Cigars.jpg'  | | | |

| | | | | | |
|---|--|------------------------------|--|--|--|
| 7 | Chewing tobacco, snus and snuff: products made of tobacco to be used orally or nasally. They can be in pouches/portions or in a loose format. | INSERT 'Chewing tobacco.jpg' | | | |
|---|--|------------------------------|--|--|--|



ASK IF HEATED TOBACCO (CODE 3) SELECTED AS EITHER USED DAILY OR LESS THAN DAILY IN Q1..

Q7 – BRAND OF HEATED TOBACCO CURRENTLY USED– MA

You said that you are currently using a Heated Tobacco product. What brand(s) of Heated Tobacco products are you currently using?
Please select all that apply

1. *Marlboro Heatsticks* with *iQOS* device



INSERT 'iQOS set.jpg'

2. *Ploom* with *Mevius* / *Pianissimo* / *Gold* / *Lugano* / *Orchard* / *Cooler* Pods



INSERT 'Ploom2.jpg'

3. Others (please specify) – **OPEN BOX**

ASK IF E-CIGARETTE (2) CODED AS DAILY OR LESS THAN DAILY AND NOT HEATED TOBACCO (3) CODED AS DO NOT USE AT Q1

Q1i - E-CIGARETTE VERIFICATION – MA

Which of the following products are you **currently** using?

Please select all that apply

RANDOMISE

1. *Marlboro Heatsticks with iQOS device*



INSERT 'iQOS set.jpg'

2. *Ploom with Mevius / Pianissimo / Gold / Lugano / Orchard / Cooler Pods*



INSERT 'Ploom2.jpg'

3. E-cigarette INSERT 'E-cigarettes.jpg'



IF Q1i = 1 OR 2 BUT NOT 3 THEN AUTOCODE Q1 AS HEATED TOBACCO DAILY/LESS THAN DAILYUSER (C.3) AND NOT E-CIGARETTE DAILY/ LESS THAN DAILY USER (C.2)

IF Q1i = 3 BUT NOT 1 OR 2 THEN AT Q1 RESPONDENT CONTINUES TO BE AN E-CIGARETTE DAILY/ LESS THAN DAILY USER (C.2)

IF Q1i = 1 OR 2 AND 3 THEN AUTOCODE Q1 AS HEATED TOBACCO (C.3) AND E-CIGARETTE DAILY/ LESS THAN DAILY USER (C.2)

ASK ALL WHO CODE 1 OR 2 AT Q1i (iQOS OR PLOOM CURRENT USER)

In this survey we are going to be asking you questions about **heated tobacco products**. When we say heated tobacco products we are referring to:

SHOW IF Q1i = 1

Marlboro Heatsticks with iQOS device.

INSERT 'iQOS set.jpg'



SHOW IF Q1i = 2

Ploom with Mevius / Pianissimo / Gold / Lugano / Orchard / Cooler Pods

INSERT 'Ploom2.jpg'



ASK ALL THOSE WHO SELECTED CODE 2 (E-CIGARETTES) AS EITHER USED DAILY OR LESS THAN DAILY AT Q1

Q1A – E-CIGS WITH OR WITHOUT NICOTINE – SA

You said that you are currently using e-cigarettes. Are you using e-cigarettes containing Nicotine, or those NOT containing Nicotine?

Please select one answer only

1. E-cigarettes containing Nicotine
2. E-cigarettes NOT containing Nicotine
3. I use both types
4. Don't know

ASK ALL




Q2 – PRODUCTS EVER CONSUMED – SA PER ROW




In the past have you **ever** used any of the following products? For any product types you used to use, please indicate how often you used to use them.

We'd like to know if in the past you have:

- Used daily (I have used it on a daily basis)
- Used less than daily (I have used it occasionally)
- Tried/ never tried (I have tried in rare instances or experimentally or have never used it)

Please include any products that you have already told us you are currently using in the previous question.

| | | | USED DAILY <i>(I have used it on a daily basis)</i> | USED LESS THAN DAILY <i>(I used it occasionally)</i> | HAVE TRIED/ NEVER USED <i>(I have tried in rare instances or experimentally /I have never used it)</i> |
|---|--|--|---|--|--|
| 1 | Manufactured cigarettes | INSERT 'Manufactured cigarettes.jpg'  | | | |
| 2 | E-cigarettes: contain a liquid in a battery operated device that produces an inhalable vapour. This product does not contain any tobacco . (This product doesn't heat tobacco leaves by using a device) | INSERT 'E-cigarettes.jpg'  | | | |
| 3 | Heated tobacco products: heats (not burns) tobacco using an electronic device. This product does not contain any liquid . (This product doesn't heat liquid) | INSERT 'Heated tobacco.jpg'  | | | |
| | | | USED DAILY <i>(I have used it on a daily basis)</i> | USED LESS THAN DAILY <i>(I used it occasionally)</i> | HAVE TRIED/ NEVER USED <i>(I have tried in rare instances or experimentally /I have never used it)</i> |

| | | | | | |
|---|---|---|--|--|--|
| 4 | Smokeless tobacco pipe : a cigarette shaped pipe with no electronics that contains a tobacco cartridge which you can puff on (This product neither heats nor burns anything) | INSERT 'Smokeless tobacco.jpg'  | | | |
| 5 | Roll-your-own cigarettes: You buy cigarette paper and tobacco separately and roll your cigarettes by hand. | INSERT 'Ryo tobacco.jpg'  | | | |
| 6 | Cigars / pipes / Kiseru | INSERT 'Cigars.jpg'  | | | |
| 7 | Chewing tobacco, snus and snuff: products made of tobacco to be used orally or nasally. They can be in pouches/portions or in a loose format. | INSERT 'Chewing tobacco.jpg'  | | | |

Q2_AUTOCODE:

ANY PRODUCTS SELECTED AS USED DAILY OR LESS THAN DAILY IN Q1 BUT NOT SELECTED AT Q2 NEED TO BE FORCE-CODED AT Q2
 ASK IF E-CIGARETTE (2) CODED AS DAILY OR LESS THAN DAILY AND NOT HEATED TOBACCO (3) CODED AS DO NOT USE AT Q2

Q2i - E-CIGARETTE VERIFICATION – MA

In the past, which of the following products have you **ever used**?
Please select all that apply

RANDOMISE

1. *Marlboro Heatsticks with iQOS device*



INSERT 'iQOS set.jpg'

2. *Ploom with Mevius / Pianissimo / Gold / Lugano / Orchard / Cooler Pods*



INSERT 'Ploom2.jpg'

3. E-cigarette INSERT 'E-cigarettes.jpg'



IF Q2i = 1 OR 2 BUT NOT 3 THEN AUTOCODE Q2 AS USED DAILY/ LESS THAN DAILY HEATED TOBACCO USER (C.3) AND NOT E-CIGARETTE PAST USER (C.2)

IF Q2i = 3 BUT NOT 1 OR 2 THEN AT Q2 RESPONDENT CONTINUES TO BE AN E-CIGARETTE PAST USER (C.2)

IF Q2i = 1 OR 2 AND 3 THEN AUTOCODE Q2 AS USED DAILY/ LESS THAN DAILY HEATED TOBACCO (C.3) AND E-CIGARETTE PAST USER (C.2)

ASK ALL WHO CODE 1 OR 2 AT Q2i (iQOS OR PLOOM EVER USED)

In this survey we are going to be asking you questions about **heated tobacco products**. When we say heated tobacco products we are referring to:

SHOW IF Q1i = 1

Marlboro Heatsticks with iQOS device.

INSERT 'iQOS set.jpg'



SHOW IF Q1i = 2

Ploom with Mevius / Pianissimo / Gold / Lugano / Orchard / Cooler Pods

INSERT 'Ploom2.jpg'



ASK ALL THOSE WHO SELECTED CODE 2 (E-CIGARETTES) AS EITHER USED DAILY OR LESS THAN DAILY AT Q2

Q2A – E-CIGS WITH OR WITHOUT NICOTINE – SA

You said that you have used e-cigarettes. Have you used e-cigarettes containing nicotine, or those **NOT** containing nicotine?

Please select one answer only

1. E-cigarettes containing nicotine
2. E-cigarettes **NOT** containing nicotine
3. I have used both types
4. Don't know

ASK ALL WHO SELECTED CODE 1 (MANUFACTURED CIGARETTES), CODE 3 (HEATED TOBACCO) OR CODE 5 (ROLL YOUR OWN CIGARETTES) AS 'USED DAILY' OR 'USED LESS THAN DAILY' IN Q2 OR Q2_AUTOCODE.

Q3 – PRIOR USAGE HISTORY – SA

In your life, have you smoked/used 100 or more...

GRID

| | Yes | No |
|---|-----|----|
| Manufactured cigarettes/ roll-your-own cigarettes (ONLY SHOW IF CODED/ AUTOCODED 1 OR 5 AT Q2) | | |
| Tobacco heatsticks / pods (ONLY SHOW IF CODED/ AUTOCODED 3 AT Q2) | | |

CONTINUE TO ‘USER’ SECTION (PART 2) IF AT LEAST ONE PRODUCT IS SELECTED AS EITHER USED DAILY OR LESS THAN DAILY IN Q1. FOR THOSE WHO HAVE SELECTED ONLY CODE 1 (MANUFACTURED CIGARETTES), CODE 3 (HEATED TOBACCO) OR CODE 5 (ROLL YOUR OWN CIGARETTES) AS ‘EVER USED DAILY’ OR ‘EVER USED LESS THAN DAILY’ AT Q1, THEY MUST ALSO HAVE SELECTED ‘YES’ FOR MANUFACTURED CIGARETTES/ ROLL-YOUR-OWN CIGARETTES AT Q3 TO QUALIFY AS A ‘USER’ OF MANUFACTURED CIGARETTES/ ROLL-YOUR-OWN CIGARETTES AND ‘YES’ FOR TOBACCO HEATSTICKS/ PODS AT Q3 TO QUALIFY AS A ‘USER OF HEATED TOBACCO.

IF NO PRODUCTS ARE SELECTED AS USED DAILY OR LESS THAN DAILY IN Q1 BUT ANY PRODUCTS IS SELECTED AS DAILY OR LESS THAN DAILY IN Q2, SKIP TO PART 3 (‘NON USERS’)

IF NOT EITHER OF THE CASES SKIP STRAIGHT TO PART 4 (DEMOGRAPHICS).

PART 2: USER SECTION

ASK Q4 IF AT LEAST ONE OF THE PRODUCTS BELOW IS SELECTED AS USED DAILY AT Q1. REPEAT Q4 FOR ALL OF THE FOLLOWING PRODUCTS SELECTED AS USED DAILY AT Q1. IF CODE 3 FOR DAILY AT Q1, ASK Q4 SEPARATELY FOR SELECTED CODES 1-2 AT Q7 AND Q1i. SKIP THOSE WHO CODE 3 FOR DAILY AT Q1 BUT CODE 3 AT Q7.

ASK Q5 IF AT LEAST ONE OF THE PRODUCTS BELOW IS SELECTED AS LESS THAN DAILY AT Q1. REPEAT Q5 FOR ALL OF THE FOLLOWING PRODUCTS SELECTED AS LESS THAN DAILY AT Q1. IF CODE 3 FOR LESS THAN DAILY AT Q1, ASK Q5 SEPARATELY FOR SELECTED CODES 1-2 AT Q7 AND Q1i. SKIP THOSE WHO CODE 3 FOR DAILY AT Q1 BUT CODE 3 AT Q7.

ALL OTHERS SKIP TO Q6A.

- i. MANUFACTURED CIGARETTES (CODE 1)
- ii. HEATED TOBACCO STICKS (CODE 3) →
 - a. MARLBORO TOBACCO HEATSTICKS (CODE 1 AT Q7 OR CODE 1 AT Q1i)
 - b. PLOOM PODS (CODE 2 AT Q7 OR CODE 2 AT Q1i)
- iii. ROLL-YOUR-OWN CIGARETTES (CODE 5)
- iv. CHEWING TOBACCO/ SNUS / SNUFF PIECES (CODE 7)

ASK ONLY IF DAILY USER AT Q1 (PRODUCT LEVEL)

Q4 – CONSUMPTION VOLUME (IN UNITS) - DAILY

On average, how many <INSERT PRODUCT> do you use per DAY? Please think ONLY about this product type, and do not include any other tobacco or nicotine containing products in your calculation.

Please type in number in box provided.

OPEN BOX; ALLOW 0-999

ASK ONLY IF LESS THAN DAILY USER (PRODUCT LEVEL)

Q5– CONSUMPTION VOLUME (IN UNITS) - WEEKLY

On average, how many <INSERT PRODUCT> do you use per WEEK? Again, please think ONLY about this product type, and do not include any other tobacco or nicotine containing products in your calculation.

Please type in number in box provided

OPEN BOX; ALLOW 0-999

ASK Q6a IF AT LEAST ONE OF THE PRODUCTS BELOW IS SELECTED AS USED DAILY AT Q1. REPEAT Q6a FOR ALL OF THE FOLLOWING PRODUCTS SELECTED AS USED DAILY AT Q1.

ASK Q6b IF AT LEAST ONE OF THE PRODUCTS BELOW IS SELECTED AS LESS THAN DAILY AT Q1. REPEAT Q6b FOR ALL OF THE FOLLOWING PRODUCTS SELECTED AS LESS THAN DAILY AT Q1.

- i. E-CIGARETTES (CODE 2)
- ii. SMOKELESS TOBACCO (CODE 4)
- iii. CIGARS/PIPES/KISERU (CODE 6)

ASK ONLY IF DAILY USER AT Q1 (PRODUCT LEVEL)

Q6a – CONSUMPTION VOLUME (BY OCCASION) - DAILY

On average, on how many occasions do you use <INSERT PRODUCT> per DAY? Please think ONLY about this product type, and do not include any other tobacco or nicotine containing products in your calculation.

Please type in number in box provided.

ASK ONLY IF LESS THAN DAILY USER (PRODUCT LEVEL)

Q6b – CONSUMPTION VOLUME (BY OCCASION) - WEEKLY

On average, on how many occasions do you use <INSERT PRODUCT> per WEEK? Again, please think ONLY about this product type, and do not include any other tobacco or nicotine containing products in your calculation.

Please type in number in box provided

OPEN BOX; ALLOW 0-999

ASK ALL WHO SELECTED AT LEAST ONE PRODUCT AS EITHER USED DAILY OR LESS THAN DAILY IN Q1

Q8 – INITIATION PRODUCT

We would now like you to think about when you started to regularly use nicotine-containing or tobacco products. What was the first nicotine-containing or tobacco product that you started to use regularly?

Please select one answer only

FIX ORDER AS PER Q1/Q2 – INCLUDE A LINK TO PRODUCT DESCRIPTIONS FROM Q1

ONLY SHOW CODES SELECTED/ AUTOCODED AT Q2 AS USED DAILY OR USED LESS THAN DAILY

1. Manufactured cigarettes
2. E-cigarettes
3. Heated Tobacco Products
4. Smokeless Tobacco
5. Roll-your-own cigarettes
6. Cigars / pipes / Kiseru
7. Chewing tobacco, snus and snuff

ASK ALL WHO SELECTED HEATED TOBACCO PRODUCTS (CODE 3) AT Q8

Q9 – INITIATION BRAND OF HEATED TOBACCO

Which brand of Heated Tobacco product did you use when you first started using nicotine / tobacco regularly?
Please select one answer only

RANDOMISE

1. *Marlboro Heatsticks with iQOS device*



INSERT 'iQOS set.jpg'

2. *Ploom with Mevius / Pianissimo / Gold / Lugano / Orchard / Cooler Pods*



INSERT 'Ploom2.jpg'

3. Others (please specify) – **OPEN BOX**

ASK ALL WHO SELECTED AT LEAST ONE PRODUCT AS EITHER USED DAILY OR LESS THAN DAILY IN Q1

Q10 – RE-INITIATION/RELAPSE RATES - SA

Have you ever tried quitting tobacco/nicotine-containing products in the past?
Please select one answer only

1. Yes
2. No

ASK IF Q10=1 (YES). OTHERS SKIP TO DEMOGRAPHICS.

Q11 – DURATION OF LAST QUIT ATTEMPT - SA

Thinking about when you quit tobacco/nicotine-containing products (or your **most recent** attempt to quit if you've tried to quit more than once), for how long did you manage to stop using these products?

Please select one answer only

1. Less than 24 hours (DP: DEFINE AS "non quitters")
2. Between 1 day and 30 days (DP: DEFINE AS "initial quitters")
3. Between 1 month and 6 months (DP: DEFINE AS "short term quitters")
4. Between 6 months and 12 months (DP: DEFINE AS "short term quitters")
5. Longer than 1 year (DP: DEFINE AS "long term quitters")

ASK IF Q11=2-5 (ATTEMPT QUITTER)

Q12 – PRODUCT USED PRIOR TO QUIT ATTEMPT - MA

And what tobacco/nicotine-containing product were you regularly using before quitting?

Please select all that apply

FIX ORDER AS PER Q1/Q2 – INCLUDE A LINK TO PRODUCT DESCRIPTIONS FROM Q1

ONLY SHOW CODES SELECTED/ AUTOCODED AT Q2 AS USED DAILY OR USED LESS THAN DAILY

1. Manufactured cigarettes
2. E-cigarettes
3. Heated Tobacco Products
4. Smokeless Tobacco
5. Roll-your-own cigarettes
6. Cigars / pipes / Kiseru
7. Chewing tobacco, snus and snuff

ASK ALL WHO SELECTED HEATED TOBACCO PRODUCTS (CODE 3) AT Q12

Q13 – QUIT BRAND OF HEATED TOBACCO

Which brand of Heated Tobacco product were you regularly using before quitting?

Please select one answer only

RANDOMISE

1. *Marlboro Heatsticks with iQOS device*



INSERT 'iQOS set.jpg'

2. *Ploom with Mevius / Pianissimo / Gold / Lugano / Orchard / Cooler Pods*



INSERT 'Ploom2.jpg'

3. Others (please specify) – **OPEN BOX**

ASK IF Q11=2-5 (ATTEMPT QUITTER)

Q14 – PRODUCT USED FOLLOWING QUIT ATTEMPT - SA

Thinking about when you last tried to quit (or your **most recent** attempt to quit if you've tried to quit more than once), what tobacco/nicotine-containing product did you use after your last quit attempt?

Please select one answer only

FIX ORDER AS PER Q1/Q2 – INCLUDE A LINK TO PRODUCT DESCRIPTIONS FROM Q1

ONLY SHOW CODES SELECTED/ AUTOCODED AT Q2 AS USED DAILY OR USED LESS THAN DAILY

1. Manufactured cigarettes
2. E-cigarettes
3. Heated Tobacco Products
4. Smokeless Tobacco
5. Roll-your-own cigarettes

6. Cigars / pipes / Kiseru
7. Chewing tobacco, snus and snuff

ASK ALL WHO SELECTED HEATED TOBACCO PRODUCTS (CODE 3) AT Q14

Q15 – QUIT BRAND OF HEATED TOBACCO

Which brand of heated tobacco products did you use after your last quit attempt?
Please select one answer only

RANDOMISE

1. *Marlboro Heatsticks with iQOS device*



INSERT 'iQOS set.jpg'

2. *Ploom with Mevius / Pianissimo / Gold / Lugano / Orchard / Cooler Pods*



INSERT 'Ploom2.jpg'

3. Others (please specify) – **OPEN BOX**

PART 3: NON-USER SECTION

ASK IF NO PRODUCTS ARE SELECTED AS EITHER DAILY OR LESS THAN DAILY AT Q1 BUT AT LEAST ONE PRODUCT IS SELECTED AS EITHER USED DAILY OR LESS THAN DAILY IN Q2. HOWEVER, NOT INCLUDED PRODUCTS CODED 2 IN Q3

Q16 – DURATION OF QUITTING - SA

For how long have you stopped using tobacco/nicotine-containing products?

Please select one answer only

1. Less than 24 hours **(DP: DEFINE AS “non quitters”)**
2. Between 1 day and 30 days **(DP: DEFINE AS “initial quitters”)**
3. Between 1 month and 6 months **(DP: DEFINE AS “short term quitters”)**
4. Between 6 months and 12 months **(DP: DEFINE AS “short term quitters”)**
5. Longer than 1 year **(DP: DEFINE AS “long term quitters”)**

ASK IF Q16=2-5 (QUITTER)

Q17 – PRODUCT USED PRIOR TO QUITTING – MA

What were the last tobacco/nicotine-containing product you were regularly using before quitting?

Please select all that apply

FIX ORDER AS PER Q1/Q2 – INCLUDE A LINK TO PRODUCT DESCRIPTIONS FROM Q1

ONLY SHOW CODES SELECTED/ AUTOCODED AT Q2 AS USED DAILY OR USED LESS THAN DAILY

1. Manufactured cigarettes
2. E-cigarettes
3. Heated Tobacco Products
4. Smokeless Tobacco
5. Roll-your-own cigarettes
6. Cigars / pipes / Kiseru
7. Chewing tobacco, snus and snuff

ASK ALL WHO SELECTED HEATED TOBACCO PRODUCTS (CODE 3) AT Q17

Q18 – QUIT BRAND OF HEATED TOBACCO

Which brand of heated tobacco products were you using regularly before quitting?

Please select one answer only

RANDOMISE

1. *Marlboro Heatsticks* with *iQOS* device



INSERT 'iQOS set.jpg'

2. *Ploom* with *Mevius / Pianissimo / Gold / Lugano / Orchard / Cooler Pods*



INSERT 'Ploom2.jpg'

3. Others (please specify) – **OPEN BOX**

PART 4: DEMOGRAPHICS

INTRO – SHOW TO ALL

Just a few more questions about you!

ASK ALL

D1 – MARITAL STATUS - SA

What is your marital status?
Please select one answer only

1. Single
2. Married

3. Divorced/Separated/ Widowed
4. In a relationship
5. Prefer not to say

ASK ALL

D2 – LIVING SITUATION - SA

Which of the following descriptions BEST describes your current situation?

Please select one answer only

1. Living at home with parents
2. Living with friends / housemates
3. Living by yourself
4. Living with partner / spouse (no child)
5. Single parent living with children
6. Family with children living at home
7. Empty nesters (children have left home)
8. Other (Please Specify) - **SPECIFY**
9. Prefer not to say

ASK ALL

D3 – HH SIZE - OE

In total, including yourself, how many people live in your household?

Please type in number in box provided

OPEN BOX; ALLOW 0-30

ASK ALL

D4 – EDUCATION - SA

What is the highest level of education you have attained or are currently attending?

Please select one answer only

1. Elementary school / Junior High School
2. High school / Old junior high school

3. Junior college / higher professional school
4. College / University / Graduate school
5. Prefer not to say

D5 – INCOME - SA

What is your approximate MONTHLY household income from all sources before tax?

Please select one answer only

1. Below 100,000 yen
2. 100,000 yen – 199,999 yen
3. 200,000 yen – 299,999 yen
4. 300,000 yen – 399,999 yen
5. 400,000 yen – 499,999 yen
6. 500,000 yen – 599,999 yen
7. 600,000 yen – 699,999 yen
8. 700,000 yen – 799,999 yen
9. 800,000 yen – 899,999 yen
10. 900,000 yen – 999,999 yen
11. 1,000,000 yen or above
12. Don't know
13. Prefer not to say

ASK ALL

D6 – FUTURE PARTICIPATION - SA

We may wish to contact you about further research. Would you be happy to be contacted for any follow up research?

1. Yes – **EXIT MESSAGE**
2. No - **EXIT MESSAGE**

EXIT MESSAGE

That's all the questions we've got for you! Thank you very much for taking part in the survey today.

SCREENOUT MESSAGE

Sorry, you don't meet the criteria for this research. Thanks for your time.