



P1WOT1DE WOT GERMANY: Initial Interview CAWI Questionnaire

Job's name	P1WOT1DE_ WOT Germany
Client's name	PMI
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Version Number:	
Creation date / Up date	23rd September

This questionnaire was written according to TNS Sofres Quality procedures.



Checked and validated by:	Capilla Mathieu
	Head of department

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Main information concerning this survey

If face to face : specified	In Hall
Questionnaire length	1 hour
Expected final sample size	- 600 interviews (2 cells of 300 respondents)
Sample description	Men and women, 19-64 yo, smokers of regular (non exclusive menthol) manufactured cigarettes, living in country for at least 1 year, currently smoke at least 3 cigarettes a day, smoked for more than 6 months since the age of 18 y.o. and smoked at least 100 sticks in lifetime
Other remarks	<p>During the main fieldwork, the following variables will be monitored in order to ensure the matching of the cells in the main sample:</p> <ul style="list-style-type: none"> - RS2 Recap - Age (5 brackets) crossed with RS1 Gender - SC11 ST Marlboro (% of Marlboro as the main cigarette brand smoked) - SC11A Recap - Segments of flavours (FF; LTN; ULTN) - SC11B Recap - Price segments (premium; medium; low)

BACK BUTTON FOR SCREENER PART + PSM PART

SCREENING AND BASIC INFORMATION**ASK ALL**

SC0 Do you, or does anyone in your household, work or study in any of the following sectors?

SHOW LIST OF ANSWERS - SEVERAL ANSWERS POSSIBLE

SEVERAL ANSWERS - CODE 11 EXCLUSIVE

RANDOM OF ITEMS 1 TO 10

1. Manufacturer of cigarettes
2. Advertising/ Public relations
3. Market research consultant/ Market research companies
4. Public relations companies
5. TV/ radio/ newspaper/ magazine
6. Political Lobbying
7. Legal profession
8. Department of health / health care
9. Cigarettes/ tobacco retailer or wholesaler
10. Marketing
11. None of the above

IF CODE 1 TO 10 TERMINATE

NEXT WEB PAGE**ASK ALL**

RS1 AND RS2 ON THE SAME SCREEN

RS1 Are you a...?

SINGLE ANSWER

QUOTA ON EACH CELL OF THE MAIN SAMPLE

1. Man
2. Woman

RS2 How old are you?

PLEASE ENTER EXACT AGE

SLIDING SCALE – 1 TO 99

MIN VALUE = <19> MAXIMUM VALUE = <64> OTHERS TERMINATE

THEN RECODE INTO RS2- RECAP

QUOTA ON EACH CELL OF THE MAIN SAMPLE

1. 19-24 yo
2. 25-34 yo
3. 35-44 yo
4. 45-54 yo
5. 55-64 yo

NEXT WEB PAGE

**IF CODE 2 AT RS1 ASK SC4 AND SC5
OTHERS (CODE 1) GO TO SC6**

SC4 Are you currently pregnant?

READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

1. Yes
2. No

IF CODE 1 TERMINATE

NEXT WEB PAGE

SC5 Are you currently breastfeeding?

READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

1. Yes
2. No

IF CODE 1 TERMINATE

NEXT WEB PAGE

SC8. Which of the following products have you smoked in the last 7 days?

READ - SEVERAL ANSWERS POSSIBLE

SEVERAL ANSWERS POSSIBLE- CODE 6 EXCLUSIVE

RANDOM OF ITEMS 1 TO 5

1. Manufactured cigarettes
2. Electronic cigarettes
3. Roll-your-own cigarettes
4. Make-your-own cigarettes
5. Pipes / cigars / cigarillos
6. None of the above

IF NO CODE 1 TERMINATE

NEXT WEB PAGE

SC9 Would you say you have smoked at least 100 manufactured cigarettes since you turned 18?

READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

1. Yes
2. No

IF CODE 2 – TERMINATE

NEXT WEB PAGE

SC10 On average, how many manufactured cigarettes do you smoke per day?

PLEASE NOTE THE ANSWER IN THE SPACE BELOW

OPEN ENDED ANSWER

\ _____ /

MIN= 0; MAX = 100

RECODE IN SC10 B

1. Fewer than 3 cigarettes per day
2. Between 3 and 5 cigarettes per day
3. Between 6 and 10-cigarettes per day
4. Between 11 and 20-cigarettes per day
5. Between 21 and 30-cigarettes per day
6. More than 30-cigarettes per day

IF CODE 1 AT SC10_B TERMINATE

RECODE SC10 RECAP - QUOTA ON EACH CELL

1. 3-5 = CODE 2 AT SC10B
2. 6-10 = CODE 3 AT SC10B
3. 11-20= CODE 4 AT SC10B
4. 21 OR MORE = CODE 5 AND 6 AT SC10B

NEXT WEB PAGE

SC10C How long have you been smoking cigarettes since you turned 18?

SINGLE ANSWER

1. Less than 6 months
2. 6 months or more

IF CODE 1 – TERMINATE

NEXT WEB PAGE

ASK ALL

SC10D On average, how frequently do you use e-cigs?

READ - ONLY ONE ANSWER POSSIBLE

1. Every day, and more than once a day
2. Once a day
3. Once every few days
4. Once a week
5. Once every few weeks
6. Once a month or less
7. I do not use e-cigarettes at all

NEXT WEB PAGE

SC11. Which brand of manufactured cigarettes do you buy and smoke most often yourself?

Select one answer only

SINGLE ANSWER

DP: SHOW THE BRAND LIST

BRAND
555

NEXT WEB PAGE

SC11Bis. And, which product do you buy and smoke often yourself?

Thank you for selecting first the differentiator/flavour, the presence of menthol; the length, the pack size and finally the content (that is to say the number of cigarettes per pack). You can modify one of these elements at any time.

DP: SHOW THE EBROM LIST

DIFFERENTIATOR/ FLAVOUR*	MENTHOL	LENGTH	PACK TYPE	CONTENT (= NB OF CIG. PER PACK)
SMOOTH	NO MENTHOL	KING SIZE	HINGELID BOX	20

*Nota bene:

- Full flavour tasting cigarettes : 9-10mg of tar
- Light tasting cigarettes : 5 – 8mg of tar
- Ultra-Light cigarettes : 1 - 4mg of tar

QUOTA ON EACH CELL

RECODE SC11ARECAP- THE FLAVOUR SEGMENT ACCORDING TO THE CODE INDICATED IN THE PROGRAM

QUOTA ON EACH CELL

1. Full flavour tasting cigarettes (9-10 mg)
2. Light tasting cigarettes (5 - 8 mg)
3. Ultra-Light cigarettes (1 - 4mg)

RECODE SC11B RECAP - THE PRICE SEGMENT ACCORDING TO THE CODE INDICATED IN THE PROGRAM

QUOTA ON EACH CELL

1. Premium price
2. Medium price
3. Low price

RECODE SC11B RECAP 2 - THE PRICE SEGMENT ACCORDING TO THE CODE INDICATED IN THE PROGRAM

NO QUOTA

1. Above premium
2. Premium
3. Medium
4. Low
5. Super low

RECODE SC11C RECAP

1. Menthol manufactured cigarette
2. Non Menthol manufactured cigarette

EXCLUDE MENTHOL CIGARETTE SMOKERS (SC11RECAP =1)

IF OTHERS IN THE LIST TERMINATE

NEXT WEB PAGE

INTERVIEWER: DO NOT ASK THE NEXT QUESTION. JUST COPY THE ANSWERS FROM THE PAPER SCREENER.

L1. Now you will see several statements. For each one of them, please indicate where you would place it on a scale from 1 to 4, where 1 means "I don't agree at all" and 4 means "I totally agree".

READ - ONLY ONE ANSWER POSSIBLE PER STATEMENT

	I don't agree at all	I rather don't agree	I rather agree	I totally agree	I don't know
1. I am bothered by the smell of cigarette smoke in clothes and hair	1	2	3	4	5
2. I always keep a window open when I smoke indoors	1	2	3	4	5
3. Though I smoke, I otherwise lead a healthy and active lifestyle: I exercise and I eat healthily	1	2	3	4	5
4. I pause from smoking from time to time or do not smoke for periods of time	1	2	3	4	5
5. I replace part of my cigarette consumption with other tobacco products e.g. chewing tobacco, snus, snuff, etc.	1	2	3	4	5
6. I replace part of my consumption with nicotine replacement products e.g. patches, gum, inhalator, etc.	1	2	3	4	5
7. I try to avoid situations in which I usually smoke a lot.	1	2	3	4	5

8. I have reduced my consumption of cigarettes over the last 12 months.	1	2	3	4	5
9. As a smoker I feel more and more pressured by society.	1	2	3	4	5
10. I am annoyed by the abundance of public anti-smoking campaigns.	1	2	3	4	5
11. It is becoming more and more difficult to find places/areas where I can smoke.	1	2	3	4	5
12. I feel more and more excluded from society just because I smoke.	1	2	3	4	5
13. I feel more and more isolated from friends and family just because I smoke.	1	2	3	4	5
14. I stay away from friends and family members who criticize me for being a smoker.	1	2	3	4	5
15. I freely chose to smoke and I am tired of being criticized.	1	2	3	4	5

NEXT WEB PAGE

SC14 Before going on, I will kindly ask you to read and sign a consent form regarding this survey

SINGLE ANSWER

1. Accepts to sign
2. Refuses to sign

IF CODE 2 TERMINATE

DP: DISPLAY THE RESPID IN BOLD Interviewer, please carefully write down the respld below in the box at the end of the consent form

NEXT WEB PAGE

SC13 Are you the main earner of your household? By main earner, we mean the person who contributes most to the monthly household expenditure?

SINGLE ANSWER

1. Yes
2. No

NEXT WEB PAGE

SC13B

DISPLAY FOLLOWING TEXT IF CODE 1 AT SC12: What is your current occupation?

DISPLAY FOLLOWING TEXT IF CODE 2 AT SC12: What is the current occupation of the main earner of your household?

01	Owners of larger stores, entrepreneurs, large scale entrepreneurs
02	Freelancers (lawyers, doctors) / self-employed graduates
03	Self-employed master craftsmen / smaller craftsmen / store owners
04	Self-employed farmers
05	Managing or senior civil servants (councillor and more)
06	Civil servants of lower, middle and higher services
07	Managing or senior employees
08	Simple or intermediate employees
09	Skilled tradesmen / employed craftsmen
10	Untrained / semi-skilled workers
11	In school education / professional training
12	Students
13	Retirees / pensionaries
14	Housewives/ homemakers
15	Currently seeking work
99	Not specified

RECODE RECAP

01	Low (code 10-15)
02	Medium (code 3,4,6,8,9)
03	High (code 1,2,5,7)

NEXT WEB PAGE

HHA What is your net monthly household income?

SINGLE ANSWER

1. Less than € 1000
2. Between € 1.000 and € 1.500
3. Between € 1.500 and € 2.000
4. Between € 2.000 and € 2.500
5. Between € 2.500 and € 3.000
6. Between € 3.000 or more
7. Rather not say / don't know

NEXT WEB PAGE

HHB What is your net monthly personal income?

SINGLE ANSWER

1. Less than € 1000
2. Between € 1.000 and € 1.500
3. Between € 1.500 and € 2.000
4. Between € 2.000 and € 2.500
5. Between € 2.500 and € 3.000
6. Between € 3.000 or more
7. Rather not say / don't know

NEXT WEB PAGE

SC15

What is your level of education?

SINGLE ANSWER

01	Secondary school, elementary school without completed apprenticeship/professional training
02	Secondary school, elementary school with completed apprenticeship/professional training
03	Junior high-, high-, professional-, business-school without university entrance diploma without apprenticeship/professional training
04	Junior high-, high-, professional-, business-school without university entrance diploma with apprenticeship/professional training
05	University entrance diploma / matriculation standard / technical diploma
06	Academical studies / graduation (university / technical university / advanced technical university)

07	No degree / graduation yet (e.g. still in school)
08	Without degree / graduation

RECODE FOR QUOTA

01	Low (code 1,2,8)
02	Medium (code 3,4, 7)
03	High (code 5,6)

NEXT WEB PAGE

City- Choose your city

1. Hannover
2. Munich
3. Dresden

NEXT WEB PAGE

CREATE A VARIABLE ZDCELL TO RECODE THE INTERVIEWEE

RANDOMLY ALLOCATE INTERVIEWEES TO THE FOLLOWING SUB-CELLS:

1. CELL 1: CORK TIP
2. CELL 2: WHITE TIP

ALLOCATE INTERVIEWEES TO ENSURE A SIMILAR REPARTITION BETWEEN THE 2 SUB-CELLS ON THE VARIABLES BELOW

- RS2 RECAP – AGE X GENDER (5 BRACKETS)
- SC11 ST MARLBORO (% OF MARLBORO AS THE MAIN CIGARETTE BRAND SMOKED)
- SC11A RECAP - SEGMENTS OF FLAVOURS (FF; LTN; STLN/ULTN)
- SC11B RECAP - PRICE SEGMENTS (HIGH;MEDIUM;LOW)
- SC15 EDUCATION (3 BRACKETS)
- SC10 NUMBER OF MANUFACTURED CIGARETTES SMOKED PER DAY

ASK ALL

CC Smokers of manufactured cigarettes aged 18-64

In previous studies, adult smokers have named the things that they want when choosing a brand of cigarettes. I will read these properties one by one, please tell me to what extent you agree or disagree with each of them.

Please use the scale from 1 to 6 where '1' stands for Totally Disagree and '6' stands for Totally Agree. The more you agree with a statement the more you rate it towards 6 and the more you disagree with a statement the more you rate it towards 1

ROTATE ATTRIBUTES

	1	2	3	4	5	6
I prefer a brand of cigarettes that ...	Totally disagree					Totally agree
1. delivers a consistent taste						
2. minimizes smoke odors on my clothes, hair, fingers, and for those around me						
3. allows me to vary the taste when I want to						
4. has a rich taste						
5. has a strong taste						
6. has a smooth taste						
7. has a long-lasting refreshing taste						
8. has an attractive pack						
9. has a satisfying taste						
10. has a light taste						
11. is cheap regardless of the brand						
12. is the best regardless of the price						
13. is a leading brand						
14. is a foreign cigarette brand						
15. is a domestic cigarette brand						
16. is feminine						
17. is masculine						
18. is sober and settled						
19. is unchanging / stands the test of time						
20. is stylish						
21. is prestigious / exclusive						
22. a sustainable brand						
23. is a smart buy						
24. is an honest brand						
25. is for adult smokers who want to look sophisticated						
26. is for adult smokers who are not concerned about the latest fashion						
27. is for adult smokers who are unconventional						
28. is for adult smokers who are fun seeking						

ASSESSMENT OF P1 OFFER

PART A – ADS ASSESSMENT

ALWAYS AT THE BEGINNING

DP: DISPLAY THE CELL AND TIP TYPE IN BOLD Interviewer, please carefully write down the tip type below in the box at the end of the consent form

ASK ALL

DP: INTRODUCTION SCREEN

INT: SHOW THE RESPONDENT THE PAPER BOARDS A1 AND A2 OR B1 AND B2

Here are now 2 advertising posters you might find on a billboard for a new product and the associated Heatsticks (tobacco sticks). Please take your time to carefully read the text and look at the pictures of these 2 boards on screen before answering the following questions.

DP: DISPLAY EACH BOARD IN FULL SIZE SUCCESSIVELY AND BLOCK EACH PAGE FOR 10 SECONDS

FROM A1 TO A11 DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT CORNER <

Before answering the question below, feel free to look at the 2 boards by clicking on the magnifying glass to enlarge the pictures below. >

DISPLAY MINIATURIZED BOARDS A1 AND A2 (CORK TIPPING) OR B1 AND B2 (WHITE TIPPING) WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS

INT: SHOW THE RESPONDENT THE PAPER BOARDS A1 AND A2 OR B1 AND B2

KPIS: ATTRACTIVENESS & LIKING

NEXT WEB PAGE

A1 Now, based on what you have seen or read so far, which statement best describes your intention to buy this product offer (including the device: the holder and charger, and a pack of 20 Marlboro Heatsticks (tobacco sticks)) if the device and Heatsticks (tobacco sticks) were available at a price that is acceptable to you?

SINGLE ANSWER

- 1 I would definitely buy this product offer
- 2 I would probably buy this product offer
- 3 I might or might not buy this product offer
- 4 I would probably not buy this product offer
- 5 I would definitely not buy this product offer

NEXT WEB PAGE

A2 Based on what you have seen or read so far, what is your opinion about this product offer?

Please give a score between 1 and 7.

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like it at all						I like it very much
1	2	3	4	5	6	7

NEXT WEB PAGE

Now, let's focus on the ads you have been shown.

A2B What is your overall liking of what has been shown to you in these ads? Please give a score between 1 and 7.

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like them at all						I like them very much
1	2	3	4	5	6	7

NEXT WEB PAGE

ASK A3 IF CODES 4 TO 7 AT A2B

A3 What do you like about what has been said and shown in these boards?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

ASK A4 IF CODES 1 TO 4 AT A2B

A4 What do you dislike about what has been said and shown in these boards?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

A5 How would you explain to another adult smoker what is being said and shown to you in these boards?

What is the main message? What are the other messages?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

Now, based on these ads you have been shown:

A6. Which statement best describes how easy to understand you find what was said about the product offer?

SINGLE ANSWER

- 1 Extremely easy to understand
- 2 Very easy to understand
- 3 Somewhat easy to understand
- 4 Not very easy to understand
- 5 Not easy at all to understand

NEXT WEB PAGE

A7. Based on what has been shown to you in these ads, which statement best describes how you feel about the believability of what was said about this product offer?

SINGLE ANSWER

- 1 Extremely believable
- 2 Very believable
- 3 Somewhat believable
- 4 Not very believable
- 5 Not at all believable

NEXT WEB PAGE

A8 Based on what has been shown to you in these ads, how would you rate this product offer in terms of being new and different from other tobacco products?

SINGLE ANSWER

- 1. Extremely new and different
- 2. Very new and different
- 3. Somewhat new and different
- 4. Not very new and different
- 5. Not at all new and different

NEXT WEB PAGE

A9 Based what has been shown to you in these ads, how relevant do you feel that this product offer is to your needs?

SINGLE ANSWER

- 1 Extremely relevant
- 2 Very relevant
- 3 Somewhat relevant
- 4 Not very relevant
- 5 Not at all relevant

DETAILED DIAGNOSTIC

A10 For each statement I will read about these ads, please tell me if you agree with it.

INT :SHOW SCREEN – SINGLE ANSWER PER ITEM

READ ITEMS ONE BY ONE

SINGLE ANSWER PER ROW
RANDOM ROTATION OF ITEMS IN LINE

What I have read and seen in these ads ...	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally agree
...Is innovative	1	2	3	4	5
...Is interesting	1	2	3	4	5
...catches my attention	1	2	3	4	5
...Is something with which I can easily identify myself	1	2	3	4	5
...Makes me want to talk about the product offer	1	2	3	4	5
...Fits the Marlboro brand	1	2	3	4	5
...Makes me want to try the product offer	1	2	3	4	5
...Makes me want to look for more information about the product offer	1	2	3	4	5

NEXT WEB PAGE

A11. What is your opinion about each element of these ads shown above?

Please give a score between 1 and 7.

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SINGLE ANSWER PER ROW
RANDOM ROTATION OF ITEMS IN LINE

	I don't like it at all						I like it very much
What was written	1	2	3	4	5	6	7
The colours	1	2	3	4	5	6	7
The appearance of the device	1	2	3	4	5	6	7
The appearance of the Heatsticks (tobacco sticks)	1	2	3	4	5	6	7

NEXT WEB PAGE

DETAILED DIAGNOSTIC OF EACH OF THE ADS

NEXT WEB PAGE

You will now see on the screen below one of the ads. Take your time to look at it carefully.
When finished, we will ask you to answer some questions

DP DISPLAY TEXT BOARD IN FULL SIZE

DP PROGRAM 1 BLOCK PER QUESTION FROM A13 AND A15 AND 3 BLOCKS A16 TO A18
(A, B AND C)

NEXT WEB PAGE

SHOW A12a and A12b ON THE SAME PAGE

CELL1 DP: Int: show the respondent the paper boards **IF A12a < A1> IF A12b < A2>**

CELL2 DP: Int: show the respondent the paper boards **IF A12a < B1> IF A12b < B2>**

A12a. What is your opinion about this ad. Please give a score between 1 and 7.

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like it at all						I like it very much
1	2	3	4	5	6	7

NEXT WEB PAGE

SHOW A13a and A13b ON THE SAME PAGE

CELL1 DP: Int: show the respondent the paper boards **IF A12a < A1> IF A12b < A2>**

CELL2 DP: Int: show the respondent the paper boards **IF A12a < B1> IF A12b < B2>**

A13a. Which statement best describes how easy to understand you find this ad above?

SINGLE ANSWER

- 1 Extremely easy to understand
- 2 Very easy to understand
- 3 Somewhat easy to understand
- 4 Not very easy to understand
- 5 Not easy at all to understand

NEXT WEB PAGE

SHOW A14a and A14b ON THE SAME PAGE

CELL1 DP: Int: show the respondent the paper boards **IF A12a < A1> IF A12b < A2>**

CELL2 DP: Int: show the respondent the paper boards **IF A12a < B1> IF A12b < B2>**

A14a. How relevant do you feel that this ad above is to your needs?

SINGLE ANSWER

- 1 Extremely relevant
- 2 Very relevant
- 3 Somewhat relevant

- 4 Not very relevant
- 5 Not at all relevant

NEXT WEB PAGE

SHOW A15a and A15b ON THE SAME PAGE

CELL1 DP: Int: show the respondent the paper boards **IF A12a < A1> IF A12b < A2>**

CELL2 DP: Int: show the respondent the paper boards **IF A12a < B1> IF A12b < B2>**

A15a. How do **you feel about the believability of this ad?**

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

- 1 Not believable at all
- 2 Not very believable
- 3 Somewhat believable
- 4 Very believable
- 5 Extremely believable

NEXT WEB PAGE

DP ASK A16 – A18 SEPARATELY FOR EACH BOARD (REPEAT THE QUESTIONS FOR EACH BOARD)

**IF ADS NOT EASY TO UNDERSTAND (A13 = 3, 4, 5), ASK A16a.
OTHERS GO TO FILTER BEFORE A17A**

CELL1: DP AD A1 / CELL2 : DP BOARD B1

A16a. Please circle with the computer mouse the words or visuals in this page, if any, that you find difficult to understand. Please select all that apply.

DP DISPLAY : INT: Please do it if respondent is not comfortable with it.

NEXT WEB PAGE

IF ADS RELEVANT (A14= 1, 2, 3), ASK A17a.

OTHERS GO TO FILTER BEFORE PARTB

CELL1: DP BOARD A1 / CELL2 : DP BOARD B1

A17a. Please circle with the computer mouse the words or visuals in this page, if any, that are most relevant to you. Please select all that apply.

DP DISPLAY : INT: Please do it if respondent is not comfortable with it.

NEXT WEB PAGE

**IF ADS DIFFICULT TO BELIEVE (A15= 1, 2, 3), ASK A18a.
OTHERS GO TO INTRODUCTION OF PART B**

CELL1: DP BOARD A1

CELL2 : DP BOARD B1

A18a. Please circle the word(s) or visual(s) on this page, if any, that you find especially difficult to believe. **Please select all that apply.**

NEXT WEB PAGE

PART B – CONSUMER ENGAGEMENT ANIMATION ASSESSMENT

DP: INTRODUCTION SCREEN

Here is now a video illustrating an interaction between a female adult smoker and a promoter, demonstrating and explaining this new product. Please watch it carefully before answering the following questions.

DP: *Int : Distribute headset to respondent. Have respondent view video twice*

DP: DISPLAY THE VIDEO IN FULL SIZE

NEXT WEB PAGE

V2A Now, based on what you have seen so far – the ads and the video - which statement best describes your intention to buy this product offer (including the device: the holder and charger, and a pack of 20 Marlboro Heatsticks (tobacco sticks)) if the device and Heatsticks (tobacco sticks) were available at a price that is acceptable to you?

SINGLE ANSWER

- 1 I would definitely buy this product offer
- 2 I would probably buy this product offer
- 3 I might or might not buy this product offer
- 4 I would probably not buy this product offer
- 5 I would definitely not buy this product offer

Now, let's focus on the video you have been shown.

V2B What is your overall liking of what has been shown to you in the video? Please give a score between 1 and 7.

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like it at all						I like it very much
1	2	3	4	5	6	7

NEXT WEB PAGE

ASK V3 IF CODES 4 TO 7 AT V2B

V3 What do you like about what has been said and shown in the video?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

ASK V4 IF CODES 1 TO 4 AT V2B

V4 What do you dislike about what has been said and shown in the video?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

V5 How would you explain to another adult smoker what is being said and shown to you in the video?

What is the main message? What are the other messages?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

Now, based on the video you have been shown:

V6. Which statement best describes how easy to understand you find what was said about the product offer?

SINGLE ANSWER

- 1 Extremely easy to understand
- 2 Very easy to understand
- 3 Somewhat easy to understand
- 4 Not very easy to understand
- 5 Not easy at all to understand

NEXT WEB PAGE

V7. Still based on what was shown on the video which statement best describes how you feel about the believability of what was said about this product offer?

SINGLE ANSWER

- 3 Extremely believable
- 4 Very believable
- 3 Somewhat believable
- 4 Not very believable
- 5 Not at all believable

NEXT WEB PAGE

V8 And based on what was shown in the video how would you rate this product offer in terms of being new and different from other tobacco products?

SINGLE ANSWER

1. Extremely new and different
2. Very new and different
3. Somewhat new and different
4. Not very new and different
5. Not at all new and different

V9 Based what has been shown to you in the video, how relevant do you feel that this product offer is to your needs?

SINGLE ANSWER

- 1 Extremely relevant
- 2 Very relevant
- 3 Somewhat relevant
- 4 Not very relevant
- 5 Not at all relevant

NEXT WEB PAGE

V10 Based what has been shown to you in the video, would you say that it makes you want to find out more about this product offer?

SINGLE ANSWER

- 1 Yes, it definitely makes me want find out more
- 2 Yes, it rather makes me want to find out more
- 3 No, it does not really make me want to find out more
- 4 No, it does not make me want to find out more about the product at all

NEXT WEB PAGE

EXPECTATION BLOCK

EX1 Would you expect the usage experience of this product offer to be...?

SINGLE ANSWER

1. Extremely pleasant
2. Very pleasant
3. Somewhat pleasant
4. Not very pleasant
5. Not at all pleasant

NEXT WEB PAGE

EX3 Would you expect the usage experience of this product offer to be...?

SINGLE ANSWER

1. Much better than the brand you usually smoke
2. A little better than the brand you usually smoke
3. About the same as the brand you usually smoke
4. A little worse than the brand you usually smoke

5. Much worse than the brand you usually smoke

NEXT WEB PAGE

PRODUCT NAME BLOCK

DP: INTRODUCTION SCREEN:

Interviewer: do not read, show the screen:

The name of the product will be

“iQOS”

PN1. What is your opinion about this product name? Please give a score between 1 and 7.

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like it at all						I like it very much
1	2	3	4	5	6	7

NEXT WEB PAGE

PN2. How easy to pronounce do you find this product name?

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

1. Extremely easy
2. Very easy
3. Somewhat easy
4. Not very easy
5. Not at all easy

BENEFITS UNDERSTANDING

< Before answering the question below, feel free to look at the 2 boards or the video by clicking on the magnifying glass to enlarge the icons below or clicking on the logo to play the video. >

DP: DISPLAY MINIATURIZED BOARDS (A1/A2 IF CELL1 OR B1/B2 IF CELL2) WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS

DP: INSERT LINK TO VIDEO WITH A POSSIBILITY TO PLAY IT AGAIN IF RESPONDENTS WISH TO DO SO

ASK ALL

BU1 Now, still thinking of what you have seen and read about this please tell me whether these statements apply to this new product offer.

SINGLE ANSWER PER ROW

RANDOM OF ITEMS

	Agree	Disagree	Don't know
1 With this product offer you still get the flavor and taste satisfaction you expect from smoking	1	2	3
2 The Heatstick (tobacco stick) is heated, not burned	1	2	3
3 The Heatstick (tobacco stick) produces no ash	1	2	3
4 The Heatstick (tobacco stick) contains real tobacco	1	2	3
5 A Heatstick (tobacco stick) lasts as long as a conventional cigarette	1	2	3
6 Only Marlboro Heatsticks (tobacco sticks) can be used with the iQOS product	1	2	3

< Before answering the question below, feel free to look at the boards by clicking on the magnifying glass to enlarge the pictures below or clicking on the logo to play the video again. > **DP: DISPLAY MINIATURIZED BOARDS (A1/A2 IF CELL1 OR B1/B2 IF CELL2) WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS**

DP: INSERT LINK TO VIDEO WITH A POSSIBILITY TO PLAY IT AGAIN IF RESPONDENTS WISH TO DO SO

NEXT WEB PAGE

BU2. And tell me whether these other statements apply to this new product.

SINGLE ANSWER PER ROW

RANDOM OF ITEMS

	Agree	Disagree	Don't know
This product is for smokers who want to continue using tobacco	1	2	3
This product is not for smokers who want to quit	1	2	3
This product is not for non-smokers or ex-smokers	1	2	3

NEXT WEB PAGE

PN3. Before today, had you heard about iQOS?

SINGLE ANSWER

1. Yes
2. No

NEXT WEB PAGE

ASK IF PN3 = 1

PN3b. What have you heard/read about iQOS?

OPEN END

NEXT WEB PAGE

ASK ALL

BU3. Before today, had you heard about Heated Tobacco Technology?

SINGLE ANSWER

1. Yes
2. No

NEXT WEB PAGE

ASK IF BU3 = 1

BU3b. What have you heard/read about Heated Tobacco Technology?

OPEN END

BLOCK C – ASSESSMENT OF THE PRODUCT

ASK ALL

DP: INTRODUCTION SCREEN:

Here is now the new product offer you have seen and read information about

INT : SHOW THE INTERVIEWEE THE DEVICE PACKAGING, THE BLACK MOCK UP OF THE MAIN UNITS AND TOBACCO HEATSTICK HOLDER, THE HEATSTICKS (TOBACCO STICKS) PACKAGING AND THE TOBACCO HEATSTICK CORRESPONDING TO CELL : **<CORK TIP IF CELL 1 / WHITE TIP IF CELL 2>**

SHOW INTERVIEWEE THAT:

- THE TOBACCO HEATSTICK GOES INTO THE HOLDER
- THAT THE HOLDER GOES INTO THE MAIN UNIT TO BE CHARGED

LET THE INTERVIEWEE TAKE THE TIME TO LOOK AND MANIPULATE THE DIFFERENT ELEMENTS (BUT DO NOT LET HIM INSERT HEATSTICK INTO HOLDER, OR HOLDER INTO CHARGER FOR REAL)

KPIS: ATTRACTIVENESS & LIKING OF THE PRODUCT

NEXT WEB PAGE

FROM C1 TO C2 DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT CORNER < Before answering the question below, feel free to look at or manipulate again this new product, to

review the 2 boards or to watch again the video anytime you need by clicking on the magnifying glass to enlarge the picture below or on the logo to start the video. **DP: DISPLAY MINIATURIZED BOARDS (A1/A2 IF CELL1 OR B1/B2 IF CELL2) WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS OR CLICKING ON THE LOGO TO SEE THE VIDEO AGAIN>**

CELL 1 DP: INT: SHOW THE RESPONDENT THE BOARDS A1, A2

CELL 2 DP: INT: SHOW THE RESPONDENT THE BOARDS B1, B2

FROM C5 TO C6 DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT CORNER < Before answering the question below, feel free to look at or manipulate again this new product >

NEXT WEB PAGE

C1 Based on all that you have seen or read so far, the ads, the video, the device packaging, the device itself, the Heatstick (tobacco stick) pack and the Heatstick (tobacco stick) itself, which statement best describes your intention to buy this product offer (including the device: the holder and charger, and a pack of 20 Marlboro Heatsticks (tobacco sticks)) if the device and Heatsticks (tobacco sticks) were available at a price that is acceptable to you?

SINGLE ANSWER

- 1 I would definitely buy this product
- 2 I would probably buy this product
- 3 I might or might not buy this product
- 4 I would probably not buy this product
- 5 I would definitely not buy this product

NEXT WEB PAGE

C2 Based on all that you have seen or read so far, the ads, the video, the device packaging, the device itself, the Heatstick (tobacco stick) pack and the Heatstick (tobacco stick) itself, what is your opinion about the product offer you have just been shown? Please give a score between 1 and 7.

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like it at all						I like it very much
1	2	3	4	5	5	7

NEXT WEB PAGE

C5 Based on all that you have seen or read so far, the ads, the video, the device packaging, the device itself, the Heatstick (tobacco stick) pack and the Heatstick (tobacco stick) itself, how would you rate this product offer in terms of being new and different from other tobacco products?

SINGLE ANSWER

- 1 Extremely new and different
- 2 Very new and different
- 3 Somewhat new and different
- 4 Not very new and different
- 5 Not at all new and different

NEXT WEB PAGE

C6 Based on all that you have seen or read so far, the ads, the video, the device packaging, the device itself, the Heatstick (tobacco stick) pack and the Heatstick (tobacco stick) itself, how relevant do you feel that this product offer is to your needs?

SINGLE ANSWER

- 1 Extremely relevant
- 2 Very relevant
- 3 Somewhat relevant
- 4 Not very relevant
- 5 Not at all relevant

DETAILED DIAGNOSTIC OF THE PRODUCT

NEXT WEB PAGE

ASK ALL

DP ROTATE SUB BLOCK DEVICES/DEVICE PACK/TOBACCO HEATSTICK PACK

SUB BLOCK DEVICES (QUESTIONS C12.1/2 TO C15)

DP: INTRODUCTION SCREEN

Please now look more carefully at this device. Take your time to look at it and touch it if you want before answering the following questions.

INT: TAKE OUT HOLDER AND ENSURE THAT RESPONDENTS UNDERSTAND THAT DEVICE CONSISTS OF BOTH COMPONENTS: “The holder is used to heat up the Heatstick (tobacco stick) and it remains on during the complete consumption of the Heatstick (tobacco stick). The charger charges the holder. You must put the holder into the charger to charge it. The charger also cleans the holder.”

INT : GIVE THE DEVICE TO THE INTERVIEWEE AND LEAVE IT FOR THE NEXT TWO QUESTIONS REGARDING THE CHARGER

NEXT WEB PAGE

C12.1 What is your opinion about this device? Please give a score between 1 and 7.
If you like it very much, give it a score towards 7 (7 being the highest score you can give).
If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).
Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like it at all						I like it very much
1	2	3	4	5	5	7

NEXT WEB PAGE

C15 For each statement I will read about this device, please tell me if you agree with it.

INT :SHOW SCREEN – SINGLE ANSWER PER ITEM

READ ITEMS ONE BY ONE

SINGLE ANSWER PER ROW

RANDOM ROTATION OF ITEMS IN LINE

This device	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally agree
Has a shape I like	1	2	3	4	5
Has colours I like	1	2	3	4	5
Is high quality	1	2	3	4	5
Is of a good size	1	2	3	4	5
Looks like a premium product	1	2	3	4	5
Makes me want to try the product	1	2	3	4	5

Is innovative	1	2	3	4	5
Seems easy to use	1	2	3	4	5
Is convenient to carry around	1	2	3	4	5
I would feel comfortable being seen with it in public	1	2	3	4	5
Has an attractive design	1	2	3	4	5
looks robust	1	2	3	4	5
Is of a good weight	1	2	3	4	5
Is modern and up to date	1	2	3	4	5

NEXT WEB PAGE

SUB BLOCK DEVICE PACKAGING (QUESTIONS C16-C19)

DP: INTRODUCTION SCREEN:

Please now look carefully at the packaging for the device. Take your time to look at it before answering the following questions.

INT : GIVE THE FULL SETS OF < **DP: DISPLAY “CORK TIP” if cell 1 OR “WHITE TIP” if cell 2** > DEVICE PACKAGING TO THE INTERVIEWEE

C16 What is your opinion about this packaging in general? Please give a score between 1 and 7.

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like it at all						I like it very much
1	2	3	4	5	5	7

NEXT WEB PAGE

C19 For each statement I will read about this packaging in general, please tell me if you agree with it based on what you have seen and read about this packaging.

INT :SHOW SCREEN – SINGLE ANSWER PER ITEM

READ ITEMS ONE BY ONE

SINGLE ANSWER PER ROW

RANDOM ROTATION OF ITEMS IN LINE

This device packaging	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally agree
Has a shape I like	1	2	3	4	5
Has colours I like	1	2	3	4	5
Is high quality	1	2	3	4	5
Is of a good size	1	2	3	4	5
Looks like a premium product	1	2	3	4	5
Makes me want to try the product	1	2	3	4	5
Is innovative	1	2	3	4	5

Is eye-catching	1	2	3	4	5
Has an attractive design	1	2	3	4	5
Is modern and up to date	1	2	3	4	5

NEXT WEB PAGE

SUB BLOCK TOBACCO HEATSTICK PACK (QUESTIONS C16b-C19d)

DP: INTRODUCTION SCREEN:

Please now look carefully at the Heatstick (tobacco stick) pack. Take your time to look at it before answering the following questions.

INT : GIVE THE < **DP: DISPLAY “cork tip”if cell 1 OR “white tip” if cell 2 >** HEATSTICKS (TOBACCO STICKS) PACKS TO THE INTERVIEWEE

C16b What is your opinion about this pack in general? Please give a score between 1 and 7. *If you like it very much, give it a score towards 7 (7 being the highest score you can give). If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give). Of course, you can give any score between 1 and 7.*

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like it at all						I like it very much
1	2	3	4	5	5	7

NEXT WEB PAGE

C19b For each statement I will read about the Heatstick (tobacco stick) pack in general, please tell me if you agree with it based on what you have seen and read about this pack.

INT :SHOW SCREEN – SINGLE ANSWER PER ITEM

READ ITEMS ONE BY ONE

**SINGLE ANSWER PER ROW
RANDOM ROTATION OF ITEMS IN LINE**

This Heatstick (tobacco stick) pack	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally agree
Has a shape I like	1	2	3	4	5
Has colours I like	1	2	3	4	5
Is high quality	1	2	3	4	5
Is of a good size	1	2	3	4	5
Looks like a premium product	1	2	3	4	5
Makes me want to try the product	1	2	3	4	5
Is innovative	1	2	3	4	5
Is eye-catching	1	2	3	4	5
Has an attractive design	1	2	3	4	5
Fits the Marlboro brand	1	2	3	4	5
Is modern and up to date	1	2	3	4	5

NEXT WEB PAGE

Part ST – TOBACCO HEATSTICK TEST

ASK ALL

ST0 I would now like to invite you to try this new product offer.

SINGLE ANSWER

1. I accept to try the new product offer now
2. I refuse to try the new product offer now

NEXT WEB PAGE

ASK IF CODE 2 AT ST0

ST0B Why do you refuse to try the product offer?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

**IF CODE 1 AT ST0 DISPLAY TEXT BELOW
OTHERS (CODE 2) TERMINATE**

READ

I will ask you to go to another room to use it.

One of my colleagues will show you how to use this product offer. Please take all your time and use it at your own pace.

Once you have finished, I will ask you to answer some additional questions.

INTERVIEWER:

TAKE THE CONSENT FORM AND GUIDE THE RESPONDENT TO THE TEST ROOM

PLEASE REVERSE THE KIT AND BOARD BACK ON THE DESK IN ORDER THAT OTHER PERSONS CAN'T SEE THEM

NEXT WEB PAGE

ST1 Based on everything you have seen so far, (that is to say the ads, the video, the holder and the charger, the packs and the Heatstick (tobacco stick) you have tried, which statement best describes your intention to buy this product offer (including the device: the holder and charger, and a pack of 20 Marlboro Heatsticks (tobacco sticks)) if the device and Heatsticks (tobacco sticks) were available at a price that is acceptable to you?

READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

- 1 I would definitely buy this product offer
- 2 I would probably buy this product offer
- 3 I might or might not buy this product offer

- 4 I would probably not buy this product offer
- 5 I would definitely not buy this product offer

NEXT WEB PAGE

ST2 Based on everything you have seen so far, the ads, the video the holder, the charger, the packs and the Heatstick (tobacco stick) you have tried, what is your opinion about this product offer? Please give a score between 1 and 7.

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like it at all						I like it very much
1	2	3	4	5	6	7

NEXT WEB PAGE

Now let's focus on the Heatstick (tobacco stick) you have tried.

ST2B. What is your opinion of the Heatstick (tobacco stick) you have tried?

Please give a score between 1 and 7.

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like the taste at all						I like the taste very much
1	2	3	4	5	6	7

NEXT WEB PAGE

ST3A What do you like in the taste <IF 1 TO 4, INSERT:; if anything, > of the Heatstick (tobacco stick) you have tried?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

ST3B.

What do you dislike <IF 4 TO 7, INSERT : , if anything,> in the taste of the Heatstick (tobacco stick) you have tried?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

ST4. What is your opinion of the smell of the Heatstick (tobacco stick) you have tried?

Please give a score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

If you feel the first statement ("Not pleasant at all") fits the Heatstick (tobacco stick) smell better, then give a score towards 1.

If you feel the second statement ("Very pleasant") fits the Heatstick (tobacco stick) smell better, then give a score towards 7.

You can of course give any score between 1 and 7

SINGLE ANSWER

Not pleasant at all						Very pleasant
1	2	3	4	5	6	7

NEXT WEB PAGE

ASK ST5A IF CODE 4 TO 7 AT ST4

ST5A. What do you like in the smell of the Heatstick (tobacco stick)?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

THEN ASK AGAIN: **Anything else?**

OPEN END ANSWER

NEXT WEB PAGE

ASK ST5C IF CODE 1 TO 4 AT ST4

ST5C. What do you dislike in the smell of the Heatstick (tobacco stick) you have tried?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

THEN ASK AGAIN: **Anything else?**

OPEN END ANSWER

NEXT WEB PAGE

ST11F What is your opinion of the aftertaste of the Heatstick (tobacco stick) you have tried?

Please give a score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

If you like it very much, give it a score towards 7 (7 being the highest score you can give).

If you don't like it at all, give it a score towards 1 (1 being the lowest score you can give).

Of course, you can give any score between 1 and 7.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

I don't like the aftertaste at all						I like the aftertaste very much
1	2	3	4	5	6	7

NEXT WEB PAGE

ASK ST11G IF CODE 1 TO 4 AT ST11F

ST11G What did you dislike in the aftertaste?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

THEN ASK AGAIN: **Anything else?**

OPEN END ANSWER

NEXT WEB PAGE

ASK ST11H IF CODE 4 TO 7 AT ST11F

ST11H. What did you like in the aftertaste?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

THEN ASK AGAIN: **Anything else?**

OPEN END ANSWER

NEXT WEB PAGE

ST12

For each question about the Heatstick (tobacco stick) you tried, there will be a list of possible answers. Please tell me which answer best corresponds to how you feel about the Heatstick (tobacco stick) you tried.

READ OUT TO RESPONDENT: **For the purposes of this questionnaire, we are referring to what you exhale when using the product as 'vapor and not 'smoke'.**

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

ROTATION OF BLOCKS ST12A TO ST12O

ST12A How was the strength of the taste?	Much too strong taste	A little too strong taste	Just right	Not quite strong enough taste	Not at all strong enough taste
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12B How harsh was the taste of the HEATSTICK (TOBACCO STICK)?	Much too harsh taste	A little too harsh taste	Just right	Not quite harsh enough taste	Not harsh enough at all taste
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12D How was the strength of the aftertaste?	Much too strong aftertaste	A little too strong aftertaste	Just right	Not quite strong enough aftertaste	Not at all strong enough aftertaste
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12E How long did the aftertaste stay in the mouth?	Aftertaste stayed much too long in the mouth	Aftertaste stayed a little too long in the mouth	Just right	Aftertaste disappeared a little too quickly in the mouth	Aftertaste disappeared much too quickly in the mouth
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12F How was the duration of usage for a single Heatstick (tobacco stick)?	One Heatstick lasted much too long	One Heatstick lasted a little too long	One Heatstick lasted just right	One Heatstick got used a little too quick	One Heatstick got used much too quick
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12G How smooth tasting was the Heatstick (tobacco stick)?	Much too smooth tasting	A little too smooth tasting	Just right	Not quite smooth tasting enough	Not at all smooth tasting enough
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12I How was the sweetness of the taste?	Much too sweet	A little too sweet	Just right	Not quite sweet enough	Not at all sweet enough
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12J How was the bitterness of the taste?	Much too bitter	A little too bitter	Just right	Not quite bitter enough	Not at all bitter enough
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SINGLE ANSWER PER ROW	5	4	3	2	1
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ST12K How was the spiciness of the taste?	Much too spicy	A little too spicy	Just right	Not quite spicy enough	Not at all spicy enough
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12L How was the dryness in the mouth and throat?	Much too dry in the mouth and throat	A little too dry in the mouth and throat	Just right	Not quite dry enough in the mouth and throat	Not at all dry enough in the mouth and throat
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12M How was the freshness of the taste?	Much too fresh	A little too fresh	Just right	Not quite fresh enough	Not at all fresh enough
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12N How did you feel about the taste of tobacco?	Much too much taste of tobacco	A little too much taste of tobacco	Just right	Not quite enough taste of tobacco	Not at all enough taste of tobacco
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12O How much did you feel the product on your throat when using it?	Feel much too much on the throat	Feel a little too much on the throat	Just right	Do not quite feel enough on the throat	Do not feel enough at all on the throat
SINGLE ANSWER PER ROW	5	4	3	2	1

ST12P How much did you feel the product in your chest when using it?	Feel much too much in the chest	Feel a little too much in the chest	Just right	Do not quite feel enough in the chest	Do not feel enough at all in the chest
SINGLE ANSWER PER ROW	5	4	3	2	1

NEXT WEB PAGE

ASK ST11A TO ST11C IN RANDOM ORDER

ST11A How balanced was the taste of the Heatstick (tobacco stick)? Please give me a score between 1 and 5.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

If you feel the first statement ("Not balanced at all") fits the Heatstick (tobacco stick) better, then give a score towards 1. If you feel the second statement ("Very well balanced") fits the Heatstick (tobacco stick) better, then give a score towards 5.

You can of course give any score between 1 and 5.

ST11A	Taste not balanced at all						Taste very well balanced
SINGLE ANSWER		1	2	3	4	5	

NEXT WEB PAGE

ST11B How close to a regular cigarette was the taste of the Heatstick (tobacco stick)?

Please give me a score between 1 and 5.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

If you feel the first statement ("Very different") fits the Heatstick (tobacco stick) better, then give a score towards 1. If you feel the second statement ("Very similar") fits the Heatstick (tobacco stick) better, then give a score towards 5.

You can of course give any score between 1 and 5.

ST11B	Taste very different from regular cigarettes						Taste very similar to regular cigarettes
SINGLE ANSWER		1	2	3	4	5	

NEXT WEB PAGE

ST11C How unique is the taste of this product?

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

If you feel the first statement ("Not unique at all") fits the Heatstick (tobacco stick) better, then give a score towards 1. If you feel the second statement ("Very unique") fits the Heatstick (tobacco stick) better, then give a score towards 5. You can of course give any score between 1 and 5.

ST11C	Not unique at all						Very unique
SINGLE ANSWER		1	2	3	4	5	

NEXT WEB PAGE

ST14 How easy was it to draw on the Heatstick (tobacco stick)? Please give me a score between 1 and 5.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

If you feel the first statement ("not easy at all") fits the Heatstick (tobacco stick) better, then give a score towards 1. If you feel the second statement ("Very easy") fits the Heatstick (tobacco stick) better, then give a score towards 5. You can of course give any score between 1 and 5.

ST14 SINGLE ANSWER	Not easy at all						Very easy
		1	2	3	4	5	

NEXT WEB PAGE

ST3C. After consuming a Heatstick (tobacco stick) - this new product - which statement best describes how you feel?

SINGLE ANSWER

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

1	'I feel as satisfied as if I were smoking my regular cigarette'
2	'I do not feel satisfied and want to consume another Heatstick (tobacco stick) shortly afterwards'
3	'I do not feel satisfied and want to consume one of my regular cigarettes shortly afterwards'

NEXT WEB PAGE

ST19. How do you feel about the taste of this Heatstick (tobacco stick) compared to what you expected based on what you read before? Do you feel the taste of this Heatstick (tobacco stick) is...?

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

1. Much better than you expected
2. A little better than you expected
3. About the same as what you expected
4. A little worse than you expected
5. Much worse than you expected

NEXT WEB PAGE

ST20. And how do you feel about the taste of this Heatstick (tobacco stick) compared to the taste of your regular brand of cigarettes? Do you feel the taste of this Heatstick (tobacco stick) is...?

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

1. Much better than the brand you usually smoke
2. A little better than the brand you usually smoke
3. About the same as the brand you usually smoke
4. A little worse than the brand you usually smoke
5. Much worse than the brand you usually smoke

PART PU – PRICE 1 (unpriced)

NEXT WEB PAGE

Before answering the following questions, please take the time once more to consider everything that has been shown to you so far about this new product offer, that is to say the product itself and all its elements which are in front of you, the 2 boards (displayed below) and the video-

DP: IF CELL1 SHOW A1/A2 IF CELL2 SHOW B1/B2

DP: INSERT LINK TO VIDEO WITH A POSSIBILITY TO PLAY IT AGAIN IF RESPONDENTS WISH TO DO SO

INT: SHOW THE DEVICE PACKAGING WITH THE MOCK-UP, THE 2 BOARDS CORRESPONDING TO THE CELL

DP ROTATION BLOCK DEVICE (PU1A/PU2A/PU3A/PU4A) / BLOCK PACK (PU1B/PU2B/PU3B/PU4B)

BLOCK DEVICE

NEXT WEB PAGE

PU1A. We are now going to talk about **the device.**

At what price would you consider the device (one holder and a charger) to be **too cheap** so that you would feel the quality couldn't be very good?

PLEASE WRITE DOWN THE PRICE IN EURO

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 600 FOR EURO

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR CENTS

DP: IF VALUE > 600 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below €600

NEXT WEB PAGE

PU2A At what price would you consider the device (one holder and a charger) to be **cheap but also of acceptable quality?**

PLEASE WRITE DOWN THE PRICE IN EURO

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 600 FOR EURO

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR CENTS

DP: IF VALUE < OR EQUAL PU1A DISPLAY MESSAGE OF ERROR BELOW:

Please give a value above DISPLAY VALUE PU1A

DP: IF VALUE > 600 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below €600

NEXT WEB PAGE

PU3A At what price would you consider the device (one holder and a charger) to be **expensive**, but also of such good quality that you would still consider buying it?

PLEASE WRITE DOWN THE PRICE IN EURO

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 600 FOR EURO

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR CENTS

DP: IF VALUE < OR EQUAL PU2A DISPLAY MESSAGE OF ERROR BELOW:

Please give a value above DISPLAY VALUE PU2A

DP: IF VALUE > 600 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below €600

NEXT WEB PAGE

PU4A At what price would you consider the device (one holder and a charger) to be **too expensive** to be bought, whatever its quality?

PLEASE WRITE DOWN THE PRICE IN EURO

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 600 FOR EURO

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR CENTS

DP: IF VALUE < OR EQUAL PU3A DISPLAY MESSAGE OF ERROR BELOW:

Please give a value above DISPLAY VALUE PU3A

DP: IF VALUE > 600 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below €600

BLOCK TOBACCO HEATSTICKS

NEXT WEB PAGE

PU1B We are now going to talk about **the pack of 20 Marlboro Heatsticks (tobacco sticks)**.

At what price would you consider a pack of 20 Marlboro Heatsticks (tobacco sticks) to be **too cheap** so that you would feel the quality couldn't be very good?

PLEASE WRITE DOWN THE PRICE IN EURO

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 60 FOR EURO

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR CENTS

DP: IF VALUE > 60 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below €60

NEXT WEB PAGE

PU2B At what price would you consider a pack of 20 Marlboro Heatsticks (tobacco sticks) to be **cheap** but also of acceptable quality?

PLEASE WRITE DOWN THE PRICE IN EURO

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 60 FOR EURO
MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR CENTS

DP: IF VALUE < OR EQUAL PU1B DISPLAY MESSAGE OF ERROR BELOW:

Please give a value above DISPLAY VALUE PU1B

DP: IF VALUE > 60 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below €60

NEXT WEB PAGE

PU3B At what price would you consider a pack of 20 Marlboro Heatsticks (tobacco sticks) to be **expensive**, but also of such good quality that you would still consider buying it?

PLEASE WRITE DOWN THE PRICE IN EURO

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 60 FOR EURO
MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR CENTS

DP: IF VALUE < OR EQUAL PU2B DISPLAY MESSAGE OF ERROR BELOW:

Please give a value above DISPLAY VALUE PU2B

DP: IF VALUE > 60 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below €60

NEXT WEB PAGE

PU4B At what price would you consider a pack of 20 Marlboro Heatsticks (tobacco sticks) to be **too expensive** to be bought, whatever its quality?

PLEASE WRITE DOWN THE PRICE IN EURO

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 60 FOR EURO
MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR CENTS

DP: IF VALUE < OR EQUAL PU3B DISPLAY MESSAGE OF ERROR BELOW:

Please give a value above DISPLAY VALUE PU3B

DP: IF VALUE > 60 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below €60

NEXT WEB PAGE

TS SEGMENTATION

ASK ALL

TS Smokers of manufactured cigarettes aged 18-64

Based on all that you have seen and read and the tobacco stick you have tried, which of the following elements apply to this product?

Please use the scale from 1 to 6 where '1' stands for Totally Disagree and '6' stands for Totally Agree. The more you agree with a statement the more you rate it towards 6 and the more you disagree with a statement the more you rate it towards 1

ROTATE ATTRIBUTES

	1	2	3	4	5	6
How much do you agree that this product	Totally disagree					Totally agree
1. delivers a consistent taste						
2. minimizes smoke odors on my clothes, hair, fingers, and for those around me						
3. allows me to vary the taste when I want to						
4. has a rich taste						
5. has a strong taste						
6. has a smooth taste						
7. has a long-lasting refreshing taste						
8. has an attractive pack						
9. has a satisfying taste						
10. has a light taste						
11. is cheap regardless of the brand						
12. is the best regardless of the price						
13. is a leading brand						
14. is a foreign cigarette brand						
15. is a domestic cigarette brand						
16. is feminine						
17. is masculine						
18. is sober and settled						
19. is unchanging / stands the test of time						
20. is stylish						
21. is prestigious / exclusive						
22. a sustainable brand						
23. is a smart buy						
24. is an honest brand						
25. is for adult smokers who want to look sophisticated						

26. is for adult smokers who are not concerned about the latest fashion						
27. is for adult smokers who are unconventional						
28. is for adult smokers who are fun seeking						

PART PP – PRICE 2 (priced)

Please note that the product will be sold at €65 for the device (this includes ~~two holders~~ one holder and a charger) and €5,40 for a pack of 20 tobacco Heatsticks.

FROM PP1 TO PP5 DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT CORNER
<Before answering the question below, feel free to look at or manipulate the product or to look at the 2 boards by clicking on the magnifying glass to enlarge the pictures below or clicking on the logo to play the video. > DP: DISPLAY MINIATURIZED BOARDS (A1/A2 IF CELL 1 OR B1/B2 IF CELL 2) WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS

DP: INSERT LINK TO VIDEO WITH A POSSIBILITY TO PLAY IT AGAIN IF RESPONDENTS WISH TO DO SO

NEXT WEB PAGE

PP1 Now, based on all that has been shown and said to you, which statement best describes your intention to buy this product offer (including the device: one holder and a charger, and a pack of 20 Marlboro Heatsticks (tobacco sticks)) if it were available at €65 and €5,40 for a pack of 20 tobacco Heatsticks?

SINGLE ANSWER

- 1 I would definitely buy this product offer
- 2 I would probably buy this product offer
- 3 I might or might not buy this product offer
- 4 I would probably not buy this product offer
- 5 I would definitely not buy this product offer

NEXT WEB PAGE

DP ROTATION DEVICE (PP2) / PACK (PP4A)

PP3 Considering the price of this device (**one holder** and charger): €65. **Which statement best describes how you feel about the value for money?**

SINGLE ANSWER

- 1 Extremely good value for money
- 2 Very good value for money
- 3 Somewhat good value for money
- 4 Not very good value for money
- 5 Not at all good value for money

NEXT WEB PAGE

PP4a Considering the price of a pack of 20 tobacco **Heatsticks**: €5,40. **Which statement best describes how you feel about the value for money?**

SINGLE ANSWER

- 1 Extremely good value for money
- 2 Very good value for money
- 3 Somewhat good value for money
- 4 Not very good value for money

NEXT WEB PAGE

PP4 To what degree you would be willing to recommend this product offer to another adult smoker friend, colleague or family member? To clarify your answer, please use a scale from 0 to 10, where '0' means that you would never recommend this product offer and '10' means you would certainly recommend this product offer.

Use the intermediate scores to specify your opinion

Only one answer possible

SINGLE ANSWER

You would never recommend <i>this product</i> offer	0	1	2	3	4	5	6	7	8	9	10	You would certainly recommend <i>this product</i> offer
---	---	---	---	---	---	---	---	---	---	---	----	---

NEXT WEB PAGE

PP5 Now that you have seen this new product, of your next 10 pack purchases, how many would be of the following, assuming the new product offering were available?

Type in the number of purchases for each category, using leading zeros where necessary.

DP: ADD A LOGICAL TEST TO ENSURE THE SUM OF VALUES IS 10.

IF ERROR: DISPLAY FOLLOWING TEXT AND ALLOW RESPONDENT TO CHANGE ANSWERS UNTIL THE TOTAL IS 10

The sum of your purchases does not equal 10. Could you please correct your purchases so that the sum equals 10?

Packs of manufactured cigarettes	
Marlboro Heatstick packs	
TOTAL	10

ADDITIONAL SOCIO DEMOGRAPHICS QUESTIONS

NEXT WEB PAGE

SC16 AND SC17 ON THE SAME SCREEN

SC16. What is your marital status?

SHOW SCREEN - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

- 1 Single
- 2 Married
- 3 Divorced/ widowed
- 4 Prefer not to say

SC17. Which of the following descriptions BEST describes your current situation?

SHOW SCREEN - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

- 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 write in) _____
- 9 Prefer not to say

NEXT WEB PAGE

SC18 AND SC19 ON THE SAME SCREEN

**IF LIVING WITH FAMILY (SC17=1, 4, 5, 6, 7), ASK SC18 AND SC19
OTHERS GO TO CC**

SC18. In total, including yourself, how many people live in your household?
SHOW SCREEN - ONLY ONE ANSWER POSSIBLE

OPEN ENDED ANSWER

_____/ (MIN= 0; MAX = 20)
Prefer not to say

SC19. Altogether, how many generations are living in your household?
SHOW SCREEN - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

- 1 One
- 2 Two
- 3 Three or more
- 4 Don't know / Prefer not to say

PART G–INVITATION TO PARTICIPATE TO NEXT STEPS

IF MORE THAN 440 CODE 1 @ G1, DISPLAY FOLLOWING TEXT AND END INTERVIEW:

I'm now done with my questions.
Once again, let me thank you for the whole team for participating to this study.

IF FEWER THAN 440 CODE 1 @ G1, CONTINUE WITH FOLLOWING QUESTIONS.

**SCREENING OUT OF THE NEGATIVE TO THE ONE STICK TEST: IF CODES 1 TO 3 AT ST1 GO TO FIRST
SCREEN BEFORE G0 OTHERS TERMINATE**

**Many thanks for your time.
Now we invite you to participate in the next stage of this survey if you agree.**

You will be given the product offer (the charger, 2 holders and tobacco Heatsticks) so that you can personally use it during 4 weeks.

You will also have to record in a paper diary, each consumption of both your regular cigarette and Heatsticks (tobacco sticks) immediately after each smoking occasion, meaning that you will have to carry the diary with you.

After 2 days of the study, we will call you for approximately 5 minutes to ask you additional questions about how you find using the new product offer.

After 1 week trial, we will also call you during 15 min to ask you additional questions about how you are currently using the new product offer.

At the end of the 4 weeks, we will invite you to go to a central location to come back with the new product (with all the elements in their initial individual boxes) and to answer additional questions during a final interview of 30 min.

G0 Do you want to participate to the next steps of the survey?

SINGLE ANSWER

1. Yes
2. No

IF NO TERMINATE

NEXT WEB PAGE

G1 Will you be available during these 4 weeks?

SINGLE ANSWER

- 1 Yes
- 2 No

IF NO TERMINATE

NEXT WEB PAGE

DISTRIBUTION OF PRODUCT KIT

- INTERVIEWER : BEFORE GOING TO SEARCH THE PRODUCT CAREFULLY READ THE INSTRUCTION ON SCREEN BELOW

- INTERVIEWER :

WRITE DOWN THE NUMBER OF HEATSTICK PACKS TO BE TAKEN HOME ON THE CONSENT FORM.

Please take **IF THE RESPONDENT IS A LOW SMOKER (CODE 1 - 3 IN SC10 RECAP)**
DISPLAY <12> **IF THE RESPONDENT IS A MEDIUM SMOKER (CODE 4 IN SC10 RECAP)**
DISPLAY <26> **IF THE RESPONDENT IS A HEAVY SMOKER (CODE 5 IN SC10 RECAP)**
DISPLAY <48> *Heatsticks packs*

- A BAG (INTO WHICH YOU WILL PUT ALL THE ELEMENTS)

- THE WHOLE KIT WITH THE DEVICE IN ITS PACKAGING, TWO HOLDERS, 1 CHARGER , 1 CLEANING BRUSH, 1 POWER SUPPLY AND 1 CABLE.
- GET THE PACKS OF HEATSTICKS TOO. YOU MUST TAKE THE TOBACCO HEATSTICK PACKS RELATED TO THE RIGHT CELL : **< DP: DISPLAY “CORK TIP” IF CELL 1 / “WHITE TIP” IF CELL 2 >**
- THE INFORMATION SHEET
- THE TWO USER GUIDES, LONG AND SHORT
- THE 4 DIARIES. WRITE DOWN ON EACH DIARY: THE RESPID OF THE RESPONDENT, AND THE STARTING AND ENDING DATE OF DIARY.
- A BUSINESS CARD WITH THE CONTACT DETAILS OF THE HOTLINE. WRITE DOWN THE RESPID OF THE RESPONDENT

INTERVIEWER:

WRITE DOWN THE KIT SERIAL NUMBER :
ON THE CONSENT FORM THE KIT SERIAL NUMBER
AND ON THE SCREEN

DP: INSERT MODULE SO THAT THE INTERVIEWER COULD ENTER 4 CHARACTER THE SERIAL NUMBER OF EACH INDIVIDUAL BOX

DP: CHECK THE SERIAL NUMBER AND IF IT IS INCORRECT INSERT: INCORRECT SERIAL NUMBER – PLEASE CHECK AND CORRECT

CU 00 ____/

NEXT WEB PAGE

Now, please come with me to another room so that I may explain to you in detail how to use the product and to complete the diary.

For the interviewer:

If the respondent is female, remind them that should they find out they are pregnant during the course of the study, they should immediately stop using the product – as smoking any tobacco product should not be consumed during pregnancy – and contact the study organizer.

**RESPONDENT AND INTERVIEWER WILL LEAVE THE INTERVIEWING ROOM HERE.
THE PROCEDURE FROM HERE ON WILL BE HANDLED OFFLINE.**