



# P1WOT1CH WOT SWITZERLAND: Questionnaire CAWI Initial Interview

<b>Job's name</b>	P1WOT1CH_ WOT Switzerland
<b>Client's name</b>	PMI
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<b>Creation date / Up date</b>	October 20

*This questionnaire was written according to TNS Sofres Quality procedures.*



**Checked and  
validated by:**

Capilla Mathieu

Head of department

## Main information concerning this survey

<b>If face to face : specified</b>	In Hall
<b>Questionnaire length</b>	1 hour
<b>Expected final sample size</b>	- 800 interviews (refer to PowerPoint doc for the structure of cells)
<b>Sample description</b>	Men and women, 19-64 yo, smokers of manufactured cigarettes (menthol or non-menthol), currently smoke at least 3 cigarettes a day and smoked for more than 6 months since the age of 18 y.o. and smoked at least 100 sticks in lifetime
<b>Other remarks</b>	<p>During the main fieldwork, the following variables will be monitored in order to ensure the matching of the cells in the main sample per region:</p> <ul style="list-style-type: none"> <li>- RS2 Recap - Age (5 brackets) crossed with RS1 Gender</li> <li>- SC11 ST Marlboro (% of Marlboro as the main cigarette brand smoked)</li> <li>- SC11A Recap - Segments of flavours (FF; LTN; ULTN)</li> <li>- SC11 Recap – Price segments (High, Medium, Low)</li> <li>- SC10 Recap Number of cigarettes smoked per day</li> <li>- Usage of mentholated SKUS</li> <li>- SC15 Education</li> <li>- SC13B, SEC of Main Income Earner</li> <li>- SC8 E-cig users</li> <li>- origins (Switzerland / Foreigners living in Switzerland)</li> </ul>

## SCREENING AND BASIC INFORMATION

### INTERVIEWER: CHOOSE YOUR CITY

#### QUESTION DISPLAYED IN BOTH FRENCH AND GERMAN

**CityBIS - In which city or greater region of the city do you live?**

**Stadt - In welcher Stadt oder welchem Grossraum einer Stadt sind Sie wohnhaft?**

**Ville – Dans quelle ville ou banlieue vivez-vous?**

1. Zürich
2. Bern / Berne
3. Basel, Kanton Basel / Bâle, canton de Bâle
4. Genf, Kanton Genf / Genève, canton de Genève
5. Lausanne

**QUOTAS ON GERMAN SWITZERLAND (CODES 1 TO 3): 1/3 ON EACH CITY**

**QUOTAS ON FRENCH SWITZERLAND (CODE 4 OR 5): ½ ON EACH CITY**

#### CREATE VARIABLE ZDTARGET:

- TARGET 1: GERMAN SWITZERLAND (CODES 1 TO 3)
- TARGET 2: FRENCH SWITZERLAND (CODES 4 OR 5)

**IF TARGET 1 DISPLAY QUESTIONNAIRE IN GERMAN**

**OTHER (TARGET 2) DISPLAY QUESTIONNAIRE IN FRENCH**

**DP: INSERT THE SCREEN FOR THE INTERVIEWER TO ENTER THE RESPONDENT IDENTIFICATION GENERATED DURING THE SCREENER**

### 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. Ministry 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**

**DP: DISPLAY AUTOMATICALLY ANSWERS FROM THE SCREENER**

**INTERVIEWER:** please check the following information with the respondent

**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
3. Don't want to answer

**IF CODE 1 OR CODE 3 TERMINATE**

**NEXT WEB PAGE**

**SC5 Are you currently breastfeeding?**

READ - ONLY ONE ANSWER POSSIBLE

**SINGLE ANSWER**

1. Yes
2. No
3. Don't want to answer

**IF CODE 1 OR CODE 3 TERMINATE**

**NEXT WEB PAGE**

**SC8. Which of the following tobacco 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 per day

**IF CODE 1 AT SC10\_B TERMINATE**

**RECODE SC10 RECAP - QUOTA ON EACH CELL**

1. 1-2 = CODE 2 AT SC10B
2. 3-5 = CODE 3 AT SC10B
3. 6-10 = CODE 4 AT SC10B
4. 11-20= CODE 5 AT SC10B
5. 21 OR MORE = CODE 6 AND 7 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**

**(INTERVIEWER:** this question is a new one, not in the screener)

**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

**NOTA FOR DP: QUESTION EXISTS IN WOT GERMANY**

**NEXT WEB PAGE**

**DP: UNHIDE SC11, SC 11B WITH POSSIBILITY TO CHANGE ANSWERS AND UPDATES  
RECAPS ACCORDINGLY.**

**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

### 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)
LIGHT TASTING	NO MENTHOL	KING SIZE	BOX	20

\*Nota bene:

- Full flavour tasting cigarettes : 10mg of tar
- Light tasting cigarettes : 6 – 9mg of tar
- Super light cigarettes : 2 – 5mg of tar
- Ultra-Light cigarettes : 1 mg 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 (10 mg)
2. Light tasting cigarettes (6 - 9 mg)
3. Super Light and Ultra-Light tasting cigarettes (1 - 5mg)

### 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 SC11C RECAP

1. Menthol manufactured cigarette
2. Non Menthol manufactured cigarette

## IF OTHERS IN THE LIST TERMINATE

**NEXT WEB PAGE**

**INTERVIEWER: DO NOT ASK THE NEXT THREE QUESTIONS. JUST COPY THE ANSWERS FROM THE PAPER SCREENER.**

**L1a. How concerned are you, if at all, about the effects of smoking on your health?**

READ - ONLY ONE ANSWER POSSIBLE

**SINGLE ANSWER**

Not concerned at all									Very concerned
1	2	3	4	5	6	7	8	9	10

**L1b. How concerned are you, if at all, about the effects of smoking on the health of others?**

READ - ONLY ONE ANSWER POSSIBLE

**SINGLE ANSWER**

Not concerned at all									Very concerned
1	2	3	4	5	6	7	8	9	10

**L2. 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

**PROG: ROTATE STATEMENTS**

	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	1	2	3	4	5



with nicotine replacement products e.g. patches, gum, inhalator, etc.					
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
16. I replace part of my cigarette consumption with e-cigarettes	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 respid 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?

	<b>IF CITY = 2 OR 5 (FRENCH)</b>	<b>IF CITY = 1 OR 3 OR 5 (GERMAN)</b>
1	Activité professionnelle indépendante (Industriel, Fabricant, Détaillant, Artisan)	<i><b>Selbständig erwerbend (Unternehmer, Hersteller, Detaillist, Handwerker)</b></i>
2	Ouvrier, Agriculteur	<i><b>Arbeiter, Landwirt</b></i>
3	Employés, fonctionnaires Cadres	<i><b>Angestellte/r, Beamte/r mit Kaderfunktion</b></i>
4	Autres employés, fonctionnaires	<i><b>Andere Angestellte/r, Beamte/r</b></i>
5	Sans activité professionnelle (Ménagère, Elève, Etudiant, Apprenti, Rentier, Chômeur)	<i><b>Nicht erwerbstätig (Hausfrau/-man, Schüler/-in, Student/-in, Lehrling/Lehrtochter, Rentner, arbeitslos)</b></i>

**NEXT WEB PAGE**

**SC15**

**What is your level of education?**

**SINGLE ANSWER**

	<b>IF CITY = 2 OR 5 (FRENCH)</b>	<b>IF CITY = 1 OR 3 OR 5 (GERMAN)</b>
1	Ecole primaire	<i><b>Primarschule</b></i>
2	Ecole secondaire, de district, cours complémentaires généraux	<i><b>Sekundar-/Real-/Ober-/Bezirksschule</b></i>
3	Ecole professionnelle	<i><b>Berufsschule / Fachschule</b></i>
4	Ecole moyenne/gymnase	<i><b>Mittelschule/Gymnasium</b></i>
5	Séminaire, technicum, école d'ingénieur, d'administration	<i><b>Seminar / Technikum / HTL / HWV / HSW</b></i>
6	Université, ETH, EPFL, haute école, HEC	<i><b>Universität / ETH / EPFL / Hochschule / HSG</b></i>

**NEXT WEB PAGE**

**SC16 What is your nationality?**

**SEVERAL ANSWERS**

INT: RECODE (In case of dual nationalities – code both) :

**IF CITY = 2 OR 5 (FRENCH) DISPLAY**

<01> Suisse      <12> Etats-Unis      <21> Pologne  
 <31> Albanie      <13> Finlande      <22> Portugal  
 <02> Allemagne      <14> France      <23> Roumanie  
 <03> Angleterre      <15> Grèce      <24> Russie

<04> Autriche	<16> Hollande	<69> Serbie
<05> Belgique	<17> Hongrie	<25> Slovaquie
<06> Bosnie	<18> Inde	<26> Slovenie
<07> Bulgarie	<19> Italie	<27> Sri Lanka
<08> Tchèque	<57> Kosovo	<28> Suede
<09> Croatie	<63> Macédoine	<29> Turquie
<10> Danemark	<20> Norvege	<90?> Autres
<11> Espagne		

#### IF CITY = 1 OR 3 OR 5 (GERMAN) DISPLAY

01> Schweiz	<12> USA	<21> Polen
<31> Albanien	<13> Finnland	<22> Portugal
<02> Deutschland	<14> Frankreich	<23> Rumänien
<03> England	<15> Griechenland	<24> Russland
<04> Österreich	<16> Niederlande	<69> Serbien
<05> Belgien	<17> Ungarn	<25> Slowakei
<06> Bosnien	<18> Indien	<26> Slowenien
<07> Bulgarien	<19> Italien	<27> Sri Lanka
<08> Tschechien	<57> Kosovo	<28> Schweden
<09> Kroatien	<63> Mazedonien	<29> Türkei
<10> Dänemark	<20> Norwegen	<90?> Andere
<11> Spanien		

#### DP : SC16 RECAP – FOR QUOTAS

- 1 SWISS (=CODE 1)
- 2 FOREIGNER (NO CODE 1)

#### NEXT WEB PAGE

#### CREATE A VARIABLE ZDCELL TO RECODE THE INTERVIEWEE

ACCORDING TO QUOTAS ALLOCATE INTERVIEWEES TO THE FOLLOWING CELLS FOR EACH TARGET:

IF TARGET 1 (GERMAN SWITZERLAND):

- CELL 1: CONVENIENCE – FRESH / NUMBER OF RESPONDENTS = 90
- CELL 2: CONVENIENCE – REGULAR / NUMBER OF RESPONDENTS = 160
- CELL 3: CONVENIENCE + - FRESH/ NUMBER OF RESPONDENTS = 90
- CELL 4: CONVENIENCE + - REGULAR / NUMBER OF RESPONDENTS = 160

IF TARGET 2 (FRENCH SWITZERLAND):

- CELL 1: CONVENIENCE – FRESH / NUMBER OF RESPONDENTS = 60
- CELL 2: CONVENIENCE – REGULAR / NUMBER OF RESPONDENTS = 90
- CELL 3: CONVENIENCE + - FRESH/ NUMBER OF RESPONDENTS = 60
- CELL 4: CONVENIENCE + - REGULAR / NUMBER OF RESPONDENTS = 90

ALLOCATE INTERVIEWEES TO ENSURE A SIMILAR REPARTITION BETWEEN THE 4 SUB-CELLS ON THE VARIABLES BELOW

- RS2 RECAP - AGE (5 BRACKETS)
- RS1 GENDER
- 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)
- SC11B RECAP – USAGE OF MENTHOL (1.MENTHOL MANUFACTURED CIGARETTE/  
2. NON MENTHOL MANUFACTURED CIGARETTE)
- SC13B
- SC15 EDUCATION (6 POSSIBLE ANSWERS)
- SC10RECAP NUMBER OF MANUFACTURED CIGARETTES SMOKED PER DAY
- SC8 E-CIG USERS
- SC16 RECAP Nationality

<b>NEXT WEB PAGE</b>
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## ASSESSMENT OF P1 OFFER

### PART A – ADS ASSESSMENT

#### ALWAYS AT THE BEGINNING

**DP: DISPLAY THE CELL AND PRODUCT IN BOLD** Interviewer, please carefully write down the cell and product tested below in the box at the end of the consent form

**IF CELL 1 DISPLAY: CELL 1 M**

**IF CELL 2 DISPLAY: CELL 2 R**

**IF CELL 3 DISPLAY: CELL 3 M**

**IF CELL 4 DISPLAY: CELL 4 R**

#### ASK ALL

#### **DP: INTRODUCTION SCREEN**

Here are now 3 advertising posters you might find on a billboard for a new product. Please take your time to carefully read the text and look at the pictures of these 3 boards on screen before answering the following questions.

#### **DP: DISPLAY EACH BOARD IN RANDOM ORDER FULL SIZE SUCCESSIVELY**

INT: SHOW THE RESPONDENT THE PAPER BOARDS A1 A2 AND A3 ONE BY ONE

#### **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 3 boards by clicking on the magnifying glass to enlarge the pictures below. >

**DISPLAY MINIATURIZED BOARDS A1, A2 AND A3 WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS**

### 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 and a pack of 20 HeatSticks™ (tobacco sticks)) if the device and HeatSticks™ 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 on 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
1. ...Is innovative	1	2	3	4	5
2. ...Is interesting	1	2	3	4	5
3. ...catches my attention	1	2	3	4	5
4. ...Is something with which I can easily identify myself	1	2	3	4	5
5. ...Makes me want to talk about the product offer	1	2	3	4	5
6. ...Fits the Marlboro brand	1	2	3	4	5
7. ...Makes me want to try the product offer	1	2	3	4	5
8. ...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
1. What was written	1	2	3	4	5	6	7
2. The colours	1	2	3	4	5	6	7
3. The appearance of the device	1	2	3	4	5	6	7



4. The appearance of the HeatSticks™ (tobacco sticks)	1	2	3	4	5	6	7
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### DETAILED DIAGNOSTIC OF EACH OF THE ADS

### NEXT WEB PAGE

You will now see the ads again. Take your time to look at them carefully. When finished, we will ask you to answer some questions

DP DISPLAY BOTH TEXT BOARDS AGAIN IN SAME ORDER AS BEFORE IN FULL SIZE

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

DP Int: show the respondent the paper boards A1, A2 and A3

**DP: SAME BOARDS FOR ALL CELLS**

### NEXT WEB PAGE

### ADS SECTION #1, #2, #3

**SHOW A12a, A12b and A12c ON THE SAME PAGE**

DP Int: show the respondent the paper boards **IF A12a < A1> IF A12b < A2> IF A12C <A3>**

**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

### ADS SECTION #1, #2, #3

**SHOW A13a, A13b and A13c ON THE SAME PAGE**

DP Int: show the respondent the paper boards **IF A13a < A1> IF A13b < A2> IF A13C <A3>**

**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**

**ADS SECTION #1, #2, #3**

**SHOW A14a, A14b and A14c ON THE SAME PAGE**

**DP** Int: show the respondent the paper boards **IF A14a < A1> IF A14b < A2> IF A14C <A3>**

**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, A15b and A15c ON THE SAME PAGE**

**DP** Int: show the respondent the paper boards **IF A15a < A1> IF A15b < A2> IF A15C <A3>**

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

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

**SINGLE ANSWER**

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

**NEXT WEB PAGE**

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

**IF ADS NOT EASY TO UNDERSTAND (A13a = 3, 4, 5), ASK A16a.**

**OTHERS GO TO FILTER BEFORE A17A**

**DP BOARD A1**

**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 (A14a= 1, 2, 3), ASK A17a.**

**OTHERS GO TO FILTER BEFORE PARTB**

**DP BOARD A1**

**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 (A15a= 1, 2, 3), ASK A18a.  
OTHERS GO TO INTRODUCTION OF PART B**

**DP BOARD A1**

**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.**

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

**NEXT WEB PAGE**

**ASK ALL**

**DP: QUESTIONS V2A TO V10 (PART B – CONSUMER ENGAGEMENT ANIMATION ASSESSMENT) NOTS ASKED IN SWITZERLAND**

**EXPECTATION BLOCK**

**DP: PLACE OF QUESTIONS EX1/EX3/ PN1 /PN2 DIFFERENT VERSUS WOT GERMANY: FOR THE WOT SWITZERLAND, ASK THEM AFTER A18C**

**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**

**DP: WRITE THE INTERVIEWER INSTRUCTION BEFORE THE QUESTION + WRITE IN RED “Interviewer: Do not read out”**

**Interviewer: Do not read out “CEASE FIRE”**

**Let’s focus on the headline of the ads: CEASE FIRE**

**EX4. What do you understand from this message?**

**What does this mean to you?**

**READ - NOTE ALL ANSWERS IN CLEAR TEXT**

**OPEN END ANSWER**

**NEXT WEB PAGE**

**PRODUCT NAME BLOCK**

**DP: INTRODUCTION SCREEN:**

**Interviewer: do not read the name but show the respondent 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

**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**

**NEXT WEB PAGE**

**BLOCK C – ASSESSMENT OF THE PRODUCT**

**ASK ALL**

**DP: INTRODUCTION SCREEN:**

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

INT : SHOW THE INTERVIEWEE THE DEVICE PACKAGING, THE BLACK MOCK UP OF THE CHARGER AND TOBACCO HEATSTICK HOLDER, THE HEATSTICKS™ PACKAGING AND THE TOBACCO HEATSTICK CORRESPONDING TO CELL : **< IF CELL 1 OR 3 / IF CELL 2 OR 4 >**

SHOW INTERVIEWEE THAT:

- THE TOBACCO HEATSTICK GOES INTO THE HOLDER
- THAT THE HOLDER GOES INTO THE CHARGER 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 AND 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, and to review the 3 boards anytime you need by clicking on the magnifying glass to enlarge the picture below. DP: DISPLAY FOR ALL CELLS MINIATURIZED BOARDS A1/A2/A3 WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS>**

**DP: INT: SHOW THE RESPONDENT THE BOARDS A1, A2 AND A3**

**NEXT WEB PAGE**

**C1 Based on all that you have seen or read so far, the device packaging, the device itself, the tobacco HeatStick™ pack and a tobacco HeatStick™ itself, which statement best describes your intention to buy this product offer (including the device: the holder and charger, and a pack of 20 HeatSticks™), if the device and HeatSticks™ 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**

**C2 Based on all that you have seen or read so far, the device packaging, the device itself, the tobacco HeatStick™ pack and a tobacco HeatStick™ 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 device packaging, the device itself, the tobacco HeatStick™ pack and a tobacco HeatStick™ 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 device packaging, the device itself, the tobacco HeatStick™ pack and a tobacco HeatStick™ 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 DEVICE**

**NEXT WEB PAGE**

**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 to hold 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 HeatSticks™ (tobacco sticks) and it remains on during the complete consumption of the tobacco HeatStick™.. You must put the holder into the device to charge it. The charger also cleans the holder.”**

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

**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
1. Has a shape I like	1	2	3	4	5
2. Has colours I like	1	2	3	4	5
3. Is high quality	1	2	3	4	5
4. Is of a good size	1	2	3	4	5
5. Is premium	1	2	3	4	5
6. Makes me want to try the product	1	2	3	4	5
7. Is innovative	1	2	3	4	5
8. Seems easy to use	1	2	3	4	5
9. Is convenient to carry around	1	2	3	4	5
10. I would feel comfortable being seen with it in public	1	2	3	4	5
11. Has a good design	1	2	3	4	5
12. Looks robust	1	2	3	4	5
13. Is of a good weight	1	2	3	4	5
14. 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 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 packaging**

	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally agree
1. Has a shape I like	1	2	3	4	5
2. Has colours I like	1	2	3	4	5
3. Is high quality	1	2	3	4	5
4. Is of a good size	1	2	3	4	5
5. Is premium	1	2	3	4	5
6. Makes me want to try the product	1	2	3	4	5
7. Is innovative	1	2	3	4	5
8. Is eye-catching	1	2	3	4	5
9. Has a good design	1	2	3	4	5
10. 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 tobacco HeatStick™ pack. Take your time to look at it before answering the following questions.

INT : GIVE THE < DP: DISPLAY: "M (light blue) "IF CELL 1 OR 3 / "R (dark blue) " IF CELL 2 OR 4 > TOBACCO HEATSTICKS PACK 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 tobacco HeatStick™ 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 tobacco heatstick pack	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally agree
1. Has a shape I like	1	2	3	4	5
2. Has colours I like	1	2	3	4	5
3. Is high quality	1	2	3	4	5
4. Is of a good size	1	2	3	4	5
5. Is premium	1	2	3	4	5
6. Makes me want to try the product	1	2	3	4	5
7. Is innovative	1	2	3	4	5
8. Is eye-catching	1	2	3	4	5
9. Has a good design	1	2	3	4	5
10. Fits the Marlboro brand	1	2	3	4	5
11. Is modern and up to date					

**NEXT WEB PAGE**

**DP: THE FOLLOWING PART B AND PART M ARE NEW VERSUS WOT GERMANY**

**DP: ASK PART B IF CELL 1 OR 2  
OTHER (CELL 3 OR 4) GO TO PART M**

**PART B – BROCHURE ASSESSMENT (CONVENIENCE CELLS ONLY)**

**DISPLAY BROCHURE (B1/B2)  
ASK ALL**

**DP: INTRODUCTION SCREEN**

Here is now a brochure which talks about this new product. I will let you carefully read it during several minutes. Once you will have reviewed it, I will ask you additional questions.

INTERVIEWER: GIVE THE BROCHURE AND LET THE INTERVIEWEE REVIEW IT CAREFULLY

**DP: INSERT B1/B2/VISUAL**

INTERVIEWER: SHOW THE RESPONDENT THE BROCHURE AND THEN BOARDS B1, B2

**KPIS: ATTRACTIVENESS & LIKING**

**NEXT WEB PAGE**

**DP: FROM B1 TO B4 TO B2 DISPLAY ABOVE THE QUESTION < Before answering the question below, feel free to look or manipulate again this new product, and to review the 3 boards or the brochure anytime you need by clicking on the magnifying glass to enlarge the picture below. >**

**DP: DISPLAY MINIATURIZED BOARDS A1/A2/A3 AND B1/B2 AND THE BROCHURE WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS>**

**DP: INT: SHOW THE RESPONDENT THE BOARDS A1, A2 A3, B1 AND B2 AND THE BROCHURE**

**B1 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 and a pack of 20 HeatSticks™) if the device and HeatSticks™ 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**

**B2 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**

**DP: FROM B2B TO B11 DISPLAY ABOVE THE QUESTION < Before answering the question below, feel free to review the brochure anytime you need>**

**DP: DISPLAY MINIATURIZED BOARDS B1/B2 AND THE BROCHURE WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS>**

**DP: INT: SHOW THE RESPONDENT THE BOARDS B1 AND B2 AND THE BROCHURE**

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

**B2B What is your overall liking of what has been shown to you in this brochure? Please give a 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 B3 IF CODES 4 TO 7 AT B2B**

**B3 What do you like about what has been said and shown to you in this brochure?**

READ - NOTE ALL ANSWERS IN CLEAR TEXT

**OPEN END ANSWER**

**NEXT WEB PAGE**

**ASK B4 IF CODES 1 TO 4 AT B2B**

**B4 What do you dislike about what has been said and shown to you in this brochure?**

READ - NOTE ALL ANSWERS IN CLEAR TEXT

**OPEN END ANSWER**

**NEXT WEB PAGE**

**B5 How would you explain to another adult smoker what is being said and shown to you in this brochure?**

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

**READ - NOTE ALL ANSWERS IN CLEAR TEXT**

**OPEN END ANSWER**

**NEXT WEB PAGE**

**B6. Which statement best describes how easy to understand you find what is said about the product offer in this brochure?**

**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**

**B7. Based on what has been shown to you in this brochure, 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**

**B8 Based on what has been shown to you in this brochure, 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**

**B9 Based on what has been shown to you in this brochure, 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

**B10 For each statement I will read about this brochure, 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 the brochure...	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally agree
1. ...Is innovative	1	2	3	4	5
2. ...Is interesting	1	2	3	4	5
3. ...catches my attention	1	2	3	4	5
4. ...Is something with which I can easily identify myself	1	2	3	4	5
5. ...Makes me want to talk about the product offer	1	2	3	4	5
6. ...Fits the Marlboro brand	1	2	3	4	5
7. ...Makes me want to try the product offer	1	2	3	4	5
8. ...Makes me want to look for more information about the product offer	1	2	3	4	5

### NEXT WEB PAGE

**B11. What is your opinion about each element of the brochure 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
1. What was written	1	2	3	4	5	6	7
2. The colours	1	2	3	4	5	6	7
3. The appearance of the device	1	2	3	4	5	6	7

4. The appearance of the HeatSticks™	1	2	3	4	5	6	7
--------------------------------------	---	---	---	---	---	---	---

**NEXT WEB PAGE**

**DP: ASK PART M IF CELL 3 OR 4  
OTHER (CELL 1 OR 2) GO TO ST0**

**Interviewer:** BE SURE TO REVERSE THE BOARDS, DEVICE (HOLDER AND CHARGER), DEVICE PACKAGING AND HEATSTICK PACKAGING, SO NOTHING IS VISIBLE ON THE DESK.

**PART M – MICRO SITE BOARDS (CONVENIENCE + ONLY)**

**DP: INTRODUCTION SCREEN**

Now that you have seen the new product and the related ads and packs, we will be talking about something totally different now.

Let's imagine you have purchased this new product offer and/or expressed the strong interest in learning more about the product itself. You would have access to an online website for iQOS adult consumers. On this website, a section would contain more information on the product and knowledge to date about the science & technology behind it.

I will let you carefully read it for some time. Once you will have reviewed it, I will ask you additional questions.

INTERVIEWER: HAND THE RESPONDENT THE MICRO-SITE PAGES AND LET THEM READ AND REVIEW ALL THE INFORMATION

INTERVIEWER: SHOW THE RESPONDENT THE WEBPAGES

**KPIS: ATTRACTIVENESS & LIKING**

**NEXT WEB PAGE**

**M1 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 and a pack of 20 HeatSticks™) if the device and HeatSticks™ 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**

**M2 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 webpages you have been shown.

**M2B What is your overall liking of what has been shown to you on these webpages?**  
Please give a 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 M3 IF CODES 4 TO 7 AT M2B**

**M3 What do you like about what has been said and shown to you on these webpages?**  
READ - NOTE ALL ANSWERS IN CLEAR TEXT

**OPEN END ANSWER**

**NEXT WEB PAGE**

**ASK ALL**

**M4 What do you think is missing if anything? What would you want to know more of?**  
READ - NOTE ALL ANSWERS IN CLEAR TEXT

**OPEN END ANSWER**

**NEXT WEB PAGE**

**M8 Based on what has been shown to you on these webpages, 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**

**M9** Based what has been shown to you on these webpages, 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**

**M10** For each statement I will read about these webpages, 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**

	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally agree
1. The information provided on these webpages is different than what I have seen before in the advertising	1	2	3	4	5
2. The information provided on these webpages is important for me to understand better the product and make an informed decision about it.	1	2	3	4	5

**BENEFITS UNDERSTANDING**

**NEXT WEB PAGE**

< Before answering the question below, feel free to look at the 3 boards and **DP IF CELL 1 OR 2 < the brochure>** by clicking on the magnifying glass to enlarge the icons below. >  
**DP: DISPLAY MINIATURIZED BOARDS A1/A2/A3, WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS**

**INTERVIEWER: SHOW THE 3 ADS BOARDS AND DP if cell 1 or 2 < THE BROCHURE> if cell 3 or 4 <THE WEBPAGES >.**

**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.

**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™ is heated, not burned	1	2	3
3. The HeatStick™ produces no ash	1	2	3
4. The HeatStick™ contains real tobacco	1	2	3
5. A HeatStick™ lasts as long as a conventional cigarette	1	2	3
6. Only HeatSticks™ can be used with the IQOS product	1	2	3

**NEXT WEB PAGE**

**< Before answering the question below, feel free to look at the 3 boards or DP IF CELL 1 OR 2 <the brochure> IF CELL 3 OR 4 <the webpages > by clicking on the magnifying glass to enlarge the icons below. >**

**DP: DISPLAY MINIATURIZED BOARDS A1/A2/A3 WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS**

**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
1. This product offer is for smokers who want to continue using tobacco	1	2	3
2. This product offer is not for smokers who want to quit	1	2	3
3. This product offer is not for non-smokers or ex-smokers	1	2	3

**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
2. I refuse to try the new product offer

**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 REMOVE THE MICROSITE PRINTOUTS FROM THE DESK IN ORDER THAT OTHER PERSONS CAN'T SEE THEM

**NEXT WEB PAGE**

**ST1 Based on all that you have seen or read so far, the device packaging, the device itself, the tobacco HeatStick™ pack and the tobacco HeatStick™ 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 HeatSticks™) if the device and HeatSticks™ 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 all that you have seen or read so far, the device packaging, the device itself, the tobacco HeatStick™ pack and the tobacco HeatStick™ 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 tobacco HeatStick™ you have tried**

**ST2B. What is your opinion about the taste of the tobacco HeatStick™ 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 tobacco HeatStick™ 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 tobacco HeatStick™ 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 tobacco HeatStick™ 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 tobacco heatstick smell better, then give a score towards 1.*  
*If you feel the second statement (“Very pleasant”) fits the tobacco heatstick 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 tobacco HeatStick™?**  
 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 tobacco HeatStick™ 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 tobacco HeatStick™ 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 tobacco HeatStick™ you tried, there will be a list of possible answers. Please tell me which answer best corresponds to how you feel about the tobacco HeatStick™ 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**

<b>ST12A How was the strength of the taste?</b>	Much too strong taste	A little too strong taste	Just right	Not quite strong enough taste	Not at all strong enough taste
---	-----------------------------	------------------------------------	------------	--	---

<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1
------------------------------	---	---	---	---	---

<b>ST12B How harsh was the taste of the tobacco HeatStick™?</b>	Much too harsh taste	A little too harsh taste	Just right	Not quite harsh enough taste	Not harsh enough at all taste
<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1

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

<b>ST12E How long did the aftertaste stay in the mouth?</b>	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
<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1

<b>ST12F How was the duration of usage for a single tobacco HeatStick™?</b>	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
<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1

<b>ST12G How smooth tasting was the tobacco HeatStick™?</b>	Much too smooth tasting	A little too smooth tasting	Just right	Not quite smooth tasting enough	Not at all smooth tasting enough
<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1

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

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



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

<b>ST12L How was the dryness in the mouth and throat?</b>	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
<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1

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

<b>ST12N How did you feel about the taste of tobacco?</b>	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
<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1

<b>ST12O How much did you feel the product on your throat when using it?</b>	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
<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1

<b>ST12P How much did you feel the product in your chest when using it?</b>	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
<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1

**ASK ST12Q AND ST12R IF CELL 1 OR 3  
NO RANDOM**

<b>ST12Q How did you feel about the mint taste?</b>	Much too much mint taste	A little too much mint taste	Just right	Not quite enough mint taste	Not at all enough mint taste
<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1

<b>ST12R How did you feel about the cooling sensation?</b>	Much too much cooling sensation	A little too much cooling sensation	Just right	Not quite enough cooling sensation	Not at all enough cooling sensation
<b>SINGLE ANSWER PER ROW</b>	5	4	3	2	1

**NEXT WEB PAGE**

**ASK ST11A TO ST11C IN RANDOM ORDER**

**ST11A How balanced was the taste of the tobacco HeatStick™? 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 tobacco HeatStick™ better, then give a score towards 1. If you feel the second statement ("Very well balanced") fits the tobacco HeatStick™ better, then give a score towards 5.*

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

<b>ST11A</b>	<b>Taste not balanced at all</b>						<b>Taste very well balanced</b>
<b>SINGLE ANSWER</b>		1	2	3	4	5	

**NEXT WEB PAGE**

**ST11B How close to a regular cigarette was the taste of the tobacco HeatStick™? 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 tobacco HeatStick™ better, then give a score towards 1. If you feel the second statement ("Very similar") fits the tobacco HeatStick™ better, then give a score towards 5.*

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

<b>ST11B</b>	<b>Taste very different from regular cigarettes</b>						<b>Taste very similar to regular cigarettes</b>
<b>SINGLE ANSWER</b>		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 tobacco heatstick better, then give a score towards 1. If you feel the second statement (“Very unique”) fits the tobacco heatstick 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
<b>SINGLE ANSWER</b>		1	2	3	4	5	

**NEXT WEB PAGE**

**ST14 How easy was it to draw on the tobacco HeatStick™? 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 tobacco HeatStick™ better, then give a score towards 1. If you feel the second statement (“Very easy”) fits the tobacco HeatStick™ better, then give a score towards 5. You can of course give any score between 1 and 5.

ST14	Not easy at all						Very easy
<b>SINGLE ANSWER</b>		1	2	3	4	5	

**NEXT WEB PAGE**

**ST3C. After consuming a tobacco HeatStick™ (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 tobacco HeatStick™ 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 tobacco HeatStick™ compared to what you expected based on what you read before? Do you feel the taste of this tobacco HeatStick™ 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

<b>NEXT WEB PAGE</b>
----------------------

**ST20. And how do you feel about the taste of this tobacco HeatStick™ compared to the taste of your regular brand of cigarettes? Do you feel the taste of this tobacco HeatStick™ 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 3 boards (displayed below) and **DP IF CELL 1 OR 2 < the brochure> IF CELL 3 OR 4 <the webpages >**.

**DP: SHOW A1/A2/A3**

**INT: SHOW THE DEVICE PACKAGING WITH THE MOCK-UP, THE 3 BOARDS and DP IF CELL 1 OR 2 < the brochure> IF CELL 3 OR 4 <the webpages >**.

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

**BLOCK DEVICE**

**NEXT WEB PAGE**

**PU1A. 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 CHF

**OPEN ENDED ANSWER**

**MIN VALUE = 00 ; MAXIMUM VALUE = 600 FOR CHF**

**MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR CENTS**

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

**Please give a value below CHF 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 CHF

**OPEN ENDED ANSWER**

**MIN VALUE = 00 ; MAXIMUM VALUE = 600 FOR CHF**

**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 CHF 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 CHF

**OPEN ENDED ANSWER**

**MIN VALUE = 00 ; MAXIMUM VALUE = 600 FOR CHF**

**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 **CHF 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 CHF

**OPEN ENDED ANSWER**

**MIN VALUE = 00 ; MAXIMUM VALUE = 600 FOR CHF**

**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 **CHF 600**

**BLOCK TOBACCO HEATSTICKS**

**NEXT WEB PAGE**

**PU1B** We are now going to talk about the pack of 20 HeatSticks™

At what price would you consider a pack of 20 HeatSticks™ to be **too cheap** so that you would feel the quality couldn't be very good?

PLEASE WRITE DOWN THE PRICE IN CHF

**OPEN ENDED ANSWER**

**MIN VALUE = 00 ; MAXIMUM VALUE = 60 FOR CHF**

**MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR CENTS**

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

Please give a value below **CHF 60**

**NEXT WEB PAGE**

**PU2B** At what price would you consider a pack of 20 HeatSticks™ to be **cheap** but also of acceptable quality?

PLEASE WRITE DOWN THE PRICE IN CHF

**OPEN ENDED ANSWER**

**MIN VALUE = 00 ; MAXIMUM VALUE = 60 FOR CHF**  
**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 **CHF 60**

**NEXT WEB PAGE**

**PU3B** At what price would you consider a pack of 20 HeatSticks™ to be **expensive**, but also of such good quality that you would still consider buying it?

PLEASE WRITE DOWN THE PRICE IN CHF

**OPEN ENDED ANSWER**

**MIN VALUE = 00 ; MAXIMUM VALUE = 60 FOR CHF**  
**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 **CHF 60**

**NEXT WEB PAGE**

**PU4B** At what price would you consider a pack of 20 HeatSticks™ to be **too expensive** to be bought, whatever its quality?

PLEASE WRITE DOWN THE PRICE IN CHF

**OPEN ENDED ANSWER**

**MIN VALUE = 00 ; MAXIMUM VALUE = 60 FOR CHF**  
**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 **CHF 60**

**NEXT WEB PAGE**

**PART PP – PRICE 2 (priced)**

**CREATE VARIABLE ZDPRICE AND ALLOCATE RANDOMLY (HALF OF EACH CELL MUST BE IN PRICE1 AND THE OTHER HALF IN PRICE2)**

**PRICE1: CHF7.5**

**PRICE2: CHF8**

Please note that the product will be sold at CHF 99 for the device (this includes one holder and a charger) and **IF ZDPRICE=1 DISPLAY <CHF7.5> IF ZDPRICE=2 DISPLAY <CHF8>** for a pack of HeatSticks™.

**FROM PP1 TO PP6 DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT GIVE CORNER < Before answering the question below, feel free to look at or manipulate the product or to look at the 3 boards or DP IF CELL 1 OR 2 < the brochure> IF CELL 3 OR 4 <the webpages >**

**DP: DISPLAY MINIATURIZED BOARDS (A1/A2/A3) WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS**

**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: the holder and charger and a pack of 20 HeatSticks™), if the device were available at CHF99, and a pack of 20 HeatSticks™ at IF ZDPRICE=1 DISPLAY <CHF7.5> IF ZDPRICE=2 DISPLAY <CHF8> ?**  
**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)**

**PP2 Considering the price of this device (one holder and charger): CHF99. 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**

**PP3** Considering the price of a pack of 20 HeatSticks™: **IF ZDPRICE=1 DISPLAY <CHF7.5>**  
**IF ZDPRICE=2 DISPLAY <CHF8>**. 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**

**PP5** 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 precise your opinion

*Only one answer possible*

**SINGLE ANSWER**

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

**NEXT WEB PAGE**

**PP6** Now that you have seen this new product, of your next 10 pack purchases, how many would be of the following?

*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?*

Manufactured cigarettes packs	
iQOS HeatStick™ packs	
<b>TOTAL</b>	<b>10</b>

**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 dependants)
- 5 Single parent living with dependants
- 6 Family with dependants living at home
- 7 Empty nesters (dependants 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= 1 ; 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

**NEXT WEB PAGE**

Now, I'd like to ask you a few questions on a different topic.  
Here are some questions regarding your experience with electronic cigarettes

**AUTOPUNCH QE1 = 1 IF SC10D = CODES 1 TO 6, AND DO NOT ASK**

**QE1 Do you know or have you heard of these E-cigarettes?**

1. Yes
2. No

**ASK QE2 TO QE6 IF CODE 1 AT QE1**

**NEXT WEB PAGE**

**QE2 Have you already tried any E-cigarette(s) in the past year?**

1. Yes
2. No

**IF CODE 2 AT QE2 GO TO PART G**

**NEXT WEB PAGE**

**QE3 Have you already bought for yourself any E-cigarette(s) in the past year?**

1. Yes
2. No

**IF CODE 2 AT QE3 GO TO PART G**

**NEXT WEB PAGE**

**AUTOPUNCH QE4 = 1 IF SC10D = CODES 1 TO 4, AND DO NOT ASK**

**QE4 Have you personally used any e-cigarettes in the past 7 days?**

1. Yes
2. No

**IF CODE 2 AT QE4 GO TO PART G**

**NEXT WEB PAGE**

**QE5 Thinking about E-cigarettes and normal tobacco products such as manufactured cigarettes, make your own or roll your own: which of the following statements best describes your usage frequency of E-Cigarettes compared to normal tobacco products?**

interviewer: DO NOT READ last 2 items

I use E-Cigarettes...

1. More often than normal tobacco products
2. To the same extent as normal tobacco products

3. Less often than normal tobacco products
4. I do not use E-cigarette anymore interviewer: DO NOT READ
5. Don't know/ no answer interviewer: DO NOT READ

## PART G–INVITATION TO PARTICIPATE TO NEXT STEPS

DP: LA REGLE DU QUOTA FIILL SUR LE NOMBRE DE CODE 1 EN G1 SERA AUSSI A APPLIQUER EN SUISSE? MAIS LE NOMBRE N'EST PAS ENCORE DEFINI

**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 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 the HeatSticks™ 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 return back 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 OR 2 IN SC10 RECAP) DISPLAY <12> IF THE RESPONDENT IS A MEDIUM SMOKER (CODE 3 IN SC10 RECAP) DISPLAY <26> IF THE RESPONDENT IS A HEAVY SMOKER (CODE 4 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, 2 HOLDERS, 1 CHARGER, 1 CABLE, 1 PLUG AND 1 CLEANING BRUSH.
- GET THE PACKS OF HEATSTICKS TOO. YOU MUST TAKE THE TOBACCO HEATSTICK PACKS RELATED TO THE RIGHT CELL : **< DP: DISPLAY IF CELL 1 OR 3 / IF CELL 2 OR 4 >**
- THE TWO USER GUIDES, LONG AND SHORT
- THE INFORMATION SHEET
- 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:

ALSO WRITE DOWN THE KIT SERIAL NUMBER ON THE CONSENT FORM

**DP: INSERT MODULE SO THAT THE INTERVIEWER COULD ENTER 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**

## 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.**