



TNS Sofres

WOT Initial Interview Japan CAWI Questionnaire

Job's name	PMI THS 2.2 WOT Initial interview Japan
Client's name	PMI
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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	<p>1500 itws</p> <p>4 cells (1 advertising vs brochure route per advertising route) of 375 itws.</p> <p>In each cell :</p> <ul style="list-style-type: none"> - 1 sub cell with a main sample of 285 demographically representative Japanese adult smokers - 1 sub cell with a boost of 90 menthol smokers
Sample description	Men and women, 21-64 y.o, regular smokers (currently smoke at least 3 cigarettes a day and smoked continuously for the last 6 months since the age of 20 y.o and smoked at least 100 sticks in lifetime)
Quota	<p>During the main fieldwork, the following variables in each city will be monitored in order to ensure the matching of the 4 cells in the main sample:</p> <ul style="list-style-type: none"> - RS2 Recap - Age (5 brackets) - RS1 Gender - SC10 Recap - nb of cigarettes (4 brackets) - SC11 ST Marlboro (% of Marlboro as the main cigarette brand smoked) - SC11A Recap - Segments of flavours (FF; LTN; ULTN; ONE) - SC11B Recap - Price Segments (Premium; Medium; Low; Super Low) - SC11C recap Menthol flavour - SC13C Recap- Socio eco groups (3 brackets)

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 = <21> ; MAXIMUM VALUE = <64>, OTHERS TERMINATE

THEN RECODE INTO RS2- RECAP

QUOTA ON EACH CELL OF THE MAIN SAMPLE

1. 21-24 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

SC7. Which of the following products have you used/consumed in the last 7 days?

READ - SEVERAL ANSWERS POSSIBLE

SEVERAL ANSWERS POSSIBLE

RANDOM OF ITEMS 1 TO 6

1. Juice
2. Chewing-gum
3. Tobacco Products
4. Chocolate
5. Tea bags
6. Electronic cigarettes

SPACE

7. None of the above

EXCLUSIVE

IF NO 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 3 EXCLUSIVE

RANDOM OF ITEMS 1 TO 2

1. Manufactured cigarettes
2. Pipes / cigars
3. None of the above

IF NO CODE 1 TERMINATE

NEXT WEB PAGE

SC9 Would you say you have smoked at least 100 manufactured cigarettes (5 packs of cigarettes) since you turned 20?

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. Less than 3 manufactured cigarettes
2. Between 3 and 5 manufactured cigarettes
3. Between 6 and 10
4. Between 11 and 20
5. Between 21 and 30
6. More than 30

IF CODE 1 AT SC10_B TERMINATE

RECODE SC10 RECAP

QUOTA ON EACH CELL OF THE MAIN SAMPLE

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 OR 6 AT SC10B

NEXT WEB PAGE

SC10C From the age of 20, how long have you continuously been smoking manufactured cigarettes?

SINGLE ANSWER

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

IF CODE 1 – TERMINATE

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

Thank you for selecting first the brand, then 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.

Select one answer only

SINGLE ANSWER**DP: SHOW THE BRAND LIST**

BRAND	DIFFERENTIATOR/ FLAVOUR	MENTHOL	LENGTH	PACK TYPE	CONTENT (= NB OF CIG. PER PACK)
555	SMOOTH	KING SIZE	KING SIZE	HINGELID BOX	10

**DP: CREATE A ST MARLBORO
QUOTA ON EACH CELL OF THE MAIN SAMPLE**
**RECODE SC11ARECAP- THE FLAVOUR SEGMENT ACCORDING TO THE CODE
INDICATED IN THE PROGRAM
QUOTA ON EACH CELL OF THE MAIN SAMPLE**

1. Full flavour tasting cigarettes (10mg +)
2. Light tasting cigarettes (5 – 9mg)
3. Super Light or Ultra Light tasting cigarettes (2 – 4mg)
4. 1 mg

**RECODE SC11B RECAP - THE PRICE SEGMENT ACCORDING TO THE CODE INDICATED
IN THE PROGRAM
QUOTA ON EACH CELL OF THE MAIN SAMPLE**

1. Premium price
2. Medium price
3. Low price
4. Super low price

RECODE SC11C RECAP – QUOTA ON EACH CELL OF THE MAIN SAMPLE

1. Menthol manufactured cigarette
2. Non Menthol manufactured cigarette

IF OTHERS IN THE LIST TERMINATE

NEXT WEB PAGE

SC13C. What is your approximate monthly household income from all sources before tax?

READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

1. Below 100,000 yen
2. 100,000 yen – 199,999 yen
3. 200,000 yen – 299,999 yen
4. 300,000 yen – 399,999 yen
5. 400,000 yen – 499,999 yen
6. 500,000 yen – 599,999 yen
7. 600,000 yen – 699,999 yen
8. 700,000 yen – 799,999 yen
9. 800,000 yen – 899,999 yen
10. 900,000 yen – 999,999 yen
11. 1,000,000 yen or above

RECODE IN SC13C- RECAP

QUOTA ON EACH CELL OF THE MAIN SAMPLE

1. Low (CODES 1, 2 AND 3 AT SC13C)
2. Middle (CODES 4, 5 AND 6 AT SC13C)
3. High (CODES 7, 9, 10 AND 11 AT SC13C)

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

Interviewer, please carefully write down the respId below in the right GIVE corner of the consent form DP: DISPLAY THE RESPID IN BOLD

IF CODE 2 TERMINATE

NEXT WEB PAGE

City- Choose your city

1. Tokyo
2. Osaka
3. Nagoya

QUOTA ON EACH CELL OF THE MAIN SAMPLE

CREATE A VARIABLE ZDCELL TO RECODE THE INTERVIEWEE (8 CODES) FOR QUOTA FOR EACH CITY

FOR THE MAIN:

RANDOMLY ALLOCATE INTERVIEWEES TO THE 4 FOLLOWING SUB-CELLS.

- 1. (TOBACCO HEATING DEVICE) + MAIN + ADVERTISING 1ST + ROUTE 1**
- 2. (TOBACCO HEATING DEVICE) + MAIN + BROCHURE 1ST + ROUTE 1**
- 3. (TOBACCO HEATING DEVICE) + MAIN + ADVERTISING 1ST + ROUTE 2**
- 4. (TOBACCO HEATING DEVICE) + MAIN + BROCHURE 1ST + ROUTE 2**

FOR THE BOOST:

RANDOMLY ALLOCATE INTERVIEWEES TO THE 4 FOLLOWING SUB-CELLS.

- 1. (TOBACCO HEATING DEVICE) + BOOST + ADVERTISING 1ST + ROUTE 1**
- 2. (TOBACCO HEATING DEVICE) + BOOST + BROCHURE 1ST + ROUTE 1**
- 3. (TOBACCO HEATING DEVICE) + BOOST + ADVERTISING 1ST + ROUTE 2**
- 4. (TOBACCO HEATING DEVICE) + BOOST + BROCHURE 1ST + ROUTE 2**

FOR THE MAIN (ZDCELL 1 TO 4) ALLOCATE INTERVIEWEES TO ENSURE A SIMILAR REPARTITION BETWEEN THE 4 SUB-CELLS ON THE 8 VARIABLES BELOW

- RS2 RECAP - AGE (5 BRACKETS)**
- RS1 GENDER**
- SC10 RECAP - NB OF CIGARETTES (4 BRACKETS)**
- SC11 ST MARLBORO (% OF MARLBORO AS THE MAIN CIGARETTE BRAND SMOKED)**
- SC11A RECAP - SEGMENTS OF FLAVOURS (FF; LTN; STLN/ULTN; ONE)**
- SC11B RECAP - PRICE SEGMENTS (HIGH;MEDIUM;LOW;SUPERLOW)**
- SC11C RECAP - MENTHOL**
- SC13C RECAP- SOCIO ECONOMIC GROUPS (3 BRACKETS)**

ASK ALL

CC These are elements that other adult smokers have indicated they like to have when it comes to choosing a brand of cigarettes.

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.

SINGLE ANSWER PER ROW DP: RANDOM ROTATION OF ITEMS

I prefer a brand of cigarettes that ...	Totally Disagree					Totally Agree
	1	2	3	4	5	6
• minimizes smoke odours on my clothes, hair, fingers, and for those around me	1	2	3	4	5	6
• minimizes bad breath after smoking	1	2	3	4	5	6
• provides pleasant aftertaste	1	2	3	4	5	6
• is environmentally friendly	1	2	3	4	5	6
• has a strong taste	1	2	3	4	5	6
• has a refreshing taste	1	2	3	4	5	6
• has a strong menthol taste	1	2	3	4	5	6
• has a long-lasting refreshing taste	1	2	3	4	5	6
• is available everywhere	1	2	3	4	5	6
• has a pleasant aroma	1	2	3	4	5	6
• has a light taste	1	2	3	4	5	6
• has a high cooling taste sensation	1	2	3	4	5	6
• has a balance of tobacco taste and menthol taste	1	2	3	4	5	6
• is cheap regardless of the brand	1	2	3	4	5	6
• has a contemporary / modern image	1	2	3	4	5	6
• is a leading brand	1	2	3	4	5	6
• is a foreign cigarette brand	1	2	3	4	5	6
• is a domestic cigarette brand	1	2	3	4	5	6
• is sober and settled	1	2	3	4	5	6
• is alluring	1	2	3	4	5	6
• is charismatic	1	2	3	4	5	6
• is a smart buy	1	2	3	4	5	6
• is authentic	1	2	3	4	5	6
• is for adult smokers who want to look confident	1	2	3	4	5	6
• is for adult smokers who are down to earth	1	2	3	4	5	6
• is for adult smokers who are unconventional	1	2	3	4	5	6

ASSESSMENT OF TOBACCO HEATING SYSTEM 2.2 OFFER

CELL 1 AND CELL 3: BLOCK A FIRST

CELL 1: DISPLAY BOARDS SET 1 (A1.jpeg, A2.jpeg, A3.jpeg)

CELL 3: DISPLAY BOARDS SET 2 (B1.jpeg, B2.jpeg, B3.jpeg)

CELL 2 AND CELL 4: BLOCK A AFTER BLOCK B

CELL 2: DISPLAY BOARDS SET 1(A1.jpeg, A2.jpeg, A3.jpeg)

CELL 4: DISPLAY BOARDS SET 2(B1.jpeg, B2.jpeg, B3.jpeg)

BLOCK A – ASSESSMENT OF THE ADVERTISING

ASK ALL

DP: INTRODUCTION SCREEN

Here are now 3 advertising posters you might find at a tobacco retailer for this 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 FULL SIZE SUCCESSIVELY AND BLOCK EACH PAGE FOR 10 SECONDS

KPIS: ATTRACTIVENESS & LIKING OF THE ADVERTISING

NEXT WEB PAGE

CELL 1 AND CELL 3 (BLOCK A ASKED FIRST):

FROM A1 TO A11 DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT GIVE 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. >

IF CELL1 : DISPLAY MINIATURIZED BOARDS A1, A2 AND A3 WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS

INT: SHOW THE RESPONDENT THE PAPER BOARDS A1, A2 AND A3

IF CELL 3 : DISPLAY MINIATURIZED PAPER BOARDS B1, B2 AND B3 WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS

INT: SHOW THE RESPONDENT THE BOARDS B1, B2 AND B3

CELL 2 AND CELL 4 (BLOCK A ASKED 2ND):

FROM A1 TO A2 DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT GIVE CORNER

< Before answering the question below, feel free to take the paper brochure again or to look at the 6 boards by clicking on the magnifying glass to enlarge the pictures below. >IF

CELL2 : DISPLAY MINIATURIZED BOARDS A1, A2, A3, A4, A5 AND A6 WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS

INT: SHOW THE RESPONDENT THE PAPER BOARDS A1, A2 AND A3, **A4, A5 AND A6**

IF CELL4 : DISPLAY MINIATURIZED BOARDS B1, B2 AND B3, B4, B5 AND B6 WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS

INT: SHOW THE RESPONDENT THE BOARDS B1, B2, B3, B4, B5 AND B6

FROM A2B TO A11:

DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT GIVE 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. >

CELL2 : DISPLAY MINIATURIZED BOARDS A1, A2 AND A3

INT: SHOW THE RESPONDENT THE PAPER BOARDS A1, A2 AND A3

CELL4 : DISPLAY MINIATURIZED BOARDS B1, B2 AND B3

INT: SHOW THE RESPONDENT THE BOARDS B1, B2 AND B3

NEXT WEB PAGE

A1 Based on what you have seen or read so far, IF BLOCK A ASKED 2ND DP:<both advertising and brochure>, which statement best describes your intention to buy this product if a pack of 20 Tobacco Sticks were available at Yen 440?

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

A2 Based on what you have seen and read so far, IF BLOCK A ASKED 2ND DP:<both advertising and brochure> what is your opinion about this product? 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 advertising you have been shown.

A2B What is your overall liking of the advertising you have 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	6	7

NEXT WEB PAGE

A3 What do you like about what has been said and shown to you in the 3 boards?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

A4 What do you dislike about what has been said and shown to you in the 3 boards?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

**A5 What is being said and shown to you in the 3 boards?
What is the main message? What are the other messages?**
READ - NOTE ALL ANSWERS IN CLEAR TEXT -

OPEN END ANSWER

Now, based on the advertising you have been shown:

A6. Which statement best describes how you feel about the clarity of what was said about this product?

SINGLE ANSWER

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

NEXT WEB PAGE

A7. Based on the advertising you have been shown, which statement best describes how you feel about the believability of what was said about this product?

SINGLE ANSWER

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

NEXT WEB PAGE

A8 Based on the advertising you have been shown, how would you rate this product 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 the advertising you have been shown, how relevant do you feel that this product 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

DETAILED DIAGNOSTIC

A10 For each statement I will read about these 3 boards, 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 3 boards...

	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 easy to understand	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	1	2	3	4	5
...Fits the Marlboro brand	1	2	3	4	5
...Makes me want to try the product	1	2	3	4	5

NEXT WEB PAGE

A11. What is your opinion about each element of the boards 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 pictures	1	2	3	4	5	6	7
the appearance of the product	1	2	3	4	5	6	7
the people shown in the ads	1	2	3	4	5	6	7

DETAILED DIAGNOSTIC OF THE ADVERTISING

CELL 1 AND CELL 3 (BLOCK A ASKED FIRST), ASK A12A TO A18A
CELL 2 AND 4 (BLOCK B ASKED FIRST), SKIP TO BLOCK BENEFITS UNDERSTANDING (BU1)

CELL1: DP ROTATION OF BOARDS A1.jpeg, A2.jpeg, A3.jpeg
CELL3: DP ROTATION OF BOARDS B1.jpeg, B2.jpeg, B3.jpeg

NEXT WEB PAGE

You will find now in the screen a board. Take **your time to see it carefully**. When finished, we will ask you to answer some questions.

CELL1 DP: Int: show the respondent the three paper boards A1, A2, A3

CELL3 DP: Int: show the respondent the three paper boards B1, B2, B3

DP PROGRAM 1 BLOCK PER QUESTION FROM A12 TO A15 AND 3 BLOCKS FROM A16 TO A18 (A, B AND C)

NEXT WEB PAGE

BOARD #1, #2, #3

SHOW A12a, A12b and A12c ON THE SAME PAGE

CELL1 DP: Int: show the respondent the paper boards **IF A12a <A1> IF A12b <A2> IF A12c <A3>**

CELL3 DP: Int: show the respondent the paper boards **IF A12a <B1> IF A12b <B2> IF A12c <B3>**

A12abc. What is your opinion about this board 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.

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

BOARD #1, #2, #3

SHOW A13a, A13b and A13c ON THE SAME PAGE

CELL1 DP: Int: show the respondent the paper boards **IF A13a <A1> IF A13b <A2> IF A13c <A3>**

CELL3 DP: Int: show the respondent the paper boards **IF A13a <B1> IF A13b <B2> IF A13c <B3>**

A13abc. How do you feel about the clarity of this board above?

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

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

NEXT WEB PAGE

BOARD #1, #2, #3

SHOW A14a, A14b and A14c ON THE SAME PAGE

CELL1 DP: Int: show the respondent the paper boards **IF A14a <A1> IF A14b <A2> IF A14c <A3>**

CELL3 DP: Int: show the respondent the paper boards **IF A14a <B1> IF A14b <B2> IF A14c <B3>**

A14abc. How relevant is this board above?

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

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

NEXT WEB PAGE

BOARD #1, #2, #3

SHOW A15a, A15b and A15c ON THE SAME PAGE

CELL1 DP: Int: show the respondent the paper boards **IF A15a <A1> IF A15b <A2> IF A15c <A3>**

CELL3 DP: Int: show the respondent the paper boards **IF A15a <B1> IF A15b <B2> IF A15c <B3>**

A15abc. How do you feel about the believability of this board above?

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

BOARD #1

**IF BOARD NOT CLEAR (A13a = 1, 2, 3), ASK A16a.
OTHERS GO TO FILTER BEFORE A17A**

**CELL2: DP BOARD A1
CELL4 : DP BOARD B1**

A16a. Please circle the word(s) or visual(s) in this board, if any, that you find unclear, or difficult to understand. Please select all that apply.

**IF BOARD RELEVANT (A14a= 3, 4, 5), ASK A17a.
OTHERS GO TO FILTER BEFORE A18A**

**CELL2: DP BOARD A1
CELL4 : DP BOARD B1**

A17a. Please circle the word(s) or visual(s) in this board, if any, that are most relevant to you. Please select all that apply.

**IF BOARD DIFFICULT TO BELIEVE (A15a= 1, 2, 3), ASK A18a.
OTHERS GO TO FILTER BEFORE EX1**

**CELL2: DP BOARD A1
CELL4 : DP BOARD B1**

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

NEXT WEB PAGE

**CELL 1 AND CELL 3: ASK EXPECTATION BLOCK (EX1 TO EX3) AND PRODUCT NAME BLOCK (PN1 AND PN4)
CELL 2 AND 4: SKIP TO BENEFITS UNDERSTANDING BLOCK (BU)**

EXPECTATION BLOCK

**EX1 Would you expect the smoking experience of this product 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

EX2 why do you say that?
READ - NOTE ALL ANSWERS IN CLEAR TEXT -

OPEN END ANSWER

NEXT WEB PAGE

EX3 Would you expect the smoking experience of this product 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:

The name of the product will be “Advance”

PN1A. 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	5	7

NEXT WEB PAGE

PART B – BROCHURE ASSESSMENT

CELL 1 AND CELL 3: BLOCK B AFTER BLOCK A

CELL 1: DISPLAY BROCHURE 1
CELL 3: DISPLAY BROCHURE 2

CELL 2 AND CELL 4: BLOCK B FIRST

CELL 2: DISPLAY BROCHURE 1
CELL 4: DISPLAY BROCHURE 2

ASK ALL

DP: INTRODUCTION SCREEN

Here is now a paper brochure containing key information 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.

INT : GIVE THE DP: FOR CELLS 1 AND 2 < PAPER BROCHURE 1> / FOR CELLS 3 AND 4: < PAPER BROCHURE 2> AND LET THE INTERVIEWEE REVIEW IT SEVERAL MINUTES.

CELL 2 AND CELL 4:

FROM B2 TO B11 **DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT GIVE 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. >

CELL2:

DP: A4, A5 AND A6

INT: SHOW THE RESPONDENT THE THREE PAPER BOARDS A4, A5 AND A6

CELL4: INT: SHOW THE RESPONDENT THE THREE PAPER BOARDS B4, B5 AND B6

DP: B4, B5 AND B6

CELL 1 AND CELL 3:

FROM B1 TO B2 **DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT GIVE CORNER**
< Before answering the question below, feel free to look at the 6 boards by clicking on the magnifying glass to enlarge the pictures below. > **DP: DISPLAY MINIATURIZED BOARDS WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS**

CELL1:

DP: A1, A2, A3, A4, A5 AND A6

INT: SHOW THE RESPONDENT THE THREE PAPER BOARDS A1, A2, A3, A4, A5 AND A6

CELL3: INT: SHOW THE RESPONDENT THE THREE PAPER BOARDS B1, B2, B3, B4, B5 AND B6

DP: B1, B2, B3, B4, B5 AND B6

FROM B2 TO B11 **DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT GIVE 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. >

CELL1:

DP: A4, A5 AND A6

INT: SHOW THE RESPONDENT THE THREE PAPER BOARDS A4, A5 AND A6

CELL3: INT: SHOW THE RESPONDENT THE THREE PAPER BOARDS B4, B5 AND B6

DP: B4, B5 AND B6

KPIS: ATTRACTIVENESS & LIKING

NEXT WEB PAGE

B1 Now, based on what you have seen or read so far, **IF BLOCK B ASKED 2ND DP:**<both advertising and brochure>, which statement best describes your intention to buy this product (including the holder and charger) if a pack of 20 Tobacco Sticks were available at Yen 440?

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

B2 Based on what you have seen or read so far, **IF BLOCK B ASKED 2ND DP: <both advertising and brochure>**, what is your opinion about this product? 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 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.

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

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

READ - NOTE ALL ANSWERS IN CLEAR TEXT - ~~ASK AGAIN: ANYTHING ELSE?~~

OPEN END ANSWER

NEXT WEB PAGE

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

READ - NOTE ALL ANSWERS IN CLEAR TEXT - ~~ASK AGAIN: ANYTHING ELSE?~~

OPEN END ANSWER

NEXT WEB PAGE

B5 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 - ~~ASK AGAIN: ANYTHING ELSE?~~

OPEN END ANSWER

NEXT WEB PAGE

Now, based on the brochure you have been shown:

B6. Which statement best describes how you feel about the clarity of what was said about this product?

SINGLE ANSWER

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

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?

SINGLE ANSWER

- 1 Extremely believable
- 2 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 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 what has been shown to you in this brochure, how relevant do you feel that this product 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
...Is innovative	1	2	3	4	5
...Is interesting	1	2	3	4	5
...catches my attention	1	2	3	4	5
...Is easy to understand	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	1	2	3	4	5
...Fits the Marlboro brand	1	2	3	4	5
...Makes me want to try the product	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
What was written	1	2	3	4	5	6	7
The colours	1	2	3	4	5	6	7
The pictures	1	2	3	4	5	6	7
the appearance of the product	1	2	3	4	5	6	7

NEXT WEB PAGE

DETAILED DIAGNOSTIC OF THE BROCHURE

CELL 1 AND CELL 3 (BLOCK A ASKED FIRST), SKIP TO BLOCK BENEFITS UNDERSTANDING (BU1)

CELL 2 AND 4 (BLOCK B ASKED FIRST), ASK B12A TO B18A

DP ROTATION OF BROCHURES SECTIONS (1 to 3)

CELL 2: DISPLAY BOARDS SET 1(A4.jpeg, A5.jpeg, A6.jpeg)

CELL 4: DISPLAY BOARDS SET 2(B4.jpeg, B5.jpeg, B6.jpeg)

NEXT WEB PAGE

You will find now in the screen below specific information extracted from the brochure. Take **your time to read the description carefully. When finished, we will ask you to answer some questions.**

DP DISPLAY TEXT BOARD IN FULL SIZE AND BLOCK THE PAGE DURING 10 SECONDS
DP PROGRAM 1 BLOCK PER QUESTION FROM B12 TO B15 AND 3 BLOCKS A16 TO A18 (A, B AND C)

CELL2 DP: Int: show the respondent the three paper boards A4, A5, A6

CELL4 DP: Int: show the respondent the three paper boards B4, B5, B6

NEXT WEB PAGE

BROCHURE SECTION #1, #2 ,#3

SHOW B12a, B12b and B12c ON THE SAME PAGE

CELL2 DP: Int: show the respondent the paper boards **IF B12a <A4> IF B12b <A5> IF B12c <A6>**

CELL4 DP: Int: show the respondent the paper boards **IF B12a <B4> IF B12b <B5> IF B12c <B6>**

B12a. What is your opinion about this page below extracted from the brochure. 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

BROCHURE SECTION #1, #2 ,#3

SHOW B13a, B13b and B13c ON THE SAME PAGE

CELL2 DP: Int: show the respondent the paper boards **IF B13a <A4> IF B13b <A5> IF B13c <A6>**

CELL4 DP: Int: show the respondent the paper boards **IF B13a <B4> IF B13b <B5> IF B13c <B6>**

B13a. How do you feel about the clarity of this page below?

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

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

NEXT WEB PAGE

BROCHURE SECTION #1, #2 ,#3

SHOW B14a, B14b and B14c ON THE SAME PAGE

CELL2 DP: Int: show the respondent the paper boards **IF B14a <A4> IF B14b <A5> IF B14c <A6>**

CELL4 DP: Int: show the respondent the paper boards **IF B14a <B4> IF B14b <B5> IF B14c <B6>**

B14a. How relevant is this page below?

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

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

NEXT WEB PAGE

BROCHURE SECTION #1, #2 ,#3

SHOW B15a, B15b and B15c ON THE SAME PAGE

CELL2 DP: Int: show the respondent the paper boards **IF B15a <A4> IF B15b <A5> IF B15c <A6>**

CELL4 DP: Int: show the respondent the paper boards **IF B15a <B4> IF B15b <B5> IF B15c <B6>**

B15a. How do you feel about the believability of this page below?

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

BROCHURE SECTION #1

**IF BROCHURE NOT CLEAR (B13a = 1, 2, 3), ASK B16a.
OTHERS GO TO FILTER BEFORE B17A**

CELL2: DP BOARD A4

CELL4 : DP BOARD B4

B16a. Please circle the word(s) or visual(s) in this page, if any, that you find unclear, or difficult to understand. Please select all that apply.

**IF BROCHURE RELEVANT (B14= 3, 4, 5), ASK B17a.
OTHERS GO TO FILTER BEFORE B18A**

CELL2: DP BOARD A4

CELL4 : DP BOARD B4

B17a. Please circle the word(s) or visual(s) in this page, if any, that are most relevant to you. Please select all that apply.

**IF BROCHURE DIFFICULT TO BELIEVE (B15= 1, 2, 3), ASK B18a.
OTHERS GO TO FILTER BEFORE EX1**

CELL2: DP BOARD A4

CELL4 : DP BOARD B4

B18a. 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

**CELL 2 AND CELL 4: ASK EXPECTATION BLOCK (EX1 TO EX3) AND PRODUCT NAME
BLOCK (PN1 TO PN4)
CELL 1 AND 3: SKIP TO BENEFITS UNDERSTANDING BLOCK (BU)**

NEXT WEB PAGE

BENEFITS UNDERSTANDING

< Before answering the question below, feel free to take the paper brochure again or to look at the 3 boards by clicking on the magnifying glass to enlarge the pictures below. >
DP: DISPLAY MINIATURIZED BOARDS WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS

ASK ALL

BU1 Now, still thinking of what you have seen and read about this product – both the advertising and the brochure, 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 you still get the flavor and taste satisfaction you expect from smoking	1	2	3
2 The smoking of this product lasts much less time than a conventional cigarette.	1	2	3
3 This product has a significantly lower concentration of harmful chemicals in its smoke than conventional cigarettes	1	2	3
4 This product is heated, not burned	1	2	3
5 This product produces less smoke odor than conventional cigarettes	1	2	3
6 This product produces less lingering smoke than conventional cigarettes	1	2	3
7 This product produces no ash	1	2	3
8 This product contains authentic tobacco	1	2	3
9 This product contains a menthol capsule	1	2	3

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 smoking	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

BU3. Here are some statements about this new product. For each of them, say whether you think what it is true or false based on what we have communicated to you about the product in the advertising and brochure you saw.

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER PER ROW

	Agree	Disagree	Don't know
You can only use this product with the Tobacco Sticks that have been specially designed for it	1	2	3
The Tobacco Sticks should only be used with the holder and should not be lit with an open flamme.	1	2	3

BLOCK C – ASSESSMENT OF THE PRODUCT

ASK ALL

DP: INTRODUCTION SCREEN:

Here is now the new product you have seen and read information about from the beginning of this interview.

INT : SHOW THE INTERVIEWEE THE BRANDED DEVICE PACKAGING, THE BRANDED WHITE AND BLACK MOCK UPS OF THE MAIN UNITS AND TOBACCO STICK HOLDERS, THE BRANDED TOBACCO STICKS AND LET THE INTERVIEWEE TAKE THE TIME TO LOOK AND MANIPULATE THE DIFFERENT ELEMENTS

KPIS: ATTRACTIVENESS & LIKING OF THE PRODUCT

NEXT WEB PAGE

FROM C1 TO C2 DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT GIVE CORNER
< Before answering the question below, feel free to look at or manipulate again this new product as well as the paper brochure and to review the 3 boards anytime you need by clicking on the magnifying glass to enlarge the picture below. DP: DISPLAY MINIATURIZED BOARDS WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS>

CELL 1 AND 2 DP: INT: SHOW THE RESPONDENT THE BOARDS A1, A2, A3, A4, A5 AND A6

CELL 3 AND 4: INT: SHOW THE RESPONDENT THE BOARDS B1, B2, B3, B4, B5 AND B6

FROM C1 TO C6 DISPLAY ABOVE THE QUESTION A PATCH IN THE LEFT GIVE 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 advertising, the brochure, the device packaging and the holder, which statement best describes your intention to buy this product (including the holder and charger) if a pack of 20 Tobacco Sticks were available at Yen 440?

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 advertising, the brochure, the device packaging and the holder, what is your opinion about the product elements you have just been shown – the device, the device packaging, the stick? 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

NEXT WEB PAGE

C5 Based on the different product elements you have just been shown, how would you rate this product 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 the different product elements you have just been shown, how relevant do you feel that this product 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: RANDOM ROTATION OF SUB BLOCKS DEVICES, PACKAGING AND 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 before answering the following questions. TAKE OUT HOLDER AND ENSURE THAT RESPONDENTS UNDERSTAND THAT DEVICE CONSISTS OF BOTH COMPONENTS.

INT : GIVE THE < **DP: DISPLAY "WHITE" OR "BLACK" RANDOMLY** > DEVICE TO THE INTERVIEWEE AND LEAVE IT UNTIL C15

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

C13 What do you like about this device?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

C14. What do you dislike about this device?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

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

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
Is premium	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
Is modern and up to date	1	2	3	4	5
looks robust	1	2	3	4	5
Is of a good weight	1	2	3	4	5

DP: INTRODUCTION SCREEN

Please now look at this other device. Once again take your time to look at it and to hold it before answering the following questions. TAKE OUT HOLDER AND ENSURE THAT RESPONDENTS UNDERSTAND THAT DEVICE CONSISTS OF BOTH COMPONENTS.

INT : GIVE THE < **DP: DISPLAY “WHITE” OR “BLACK” ACCORDING TO WHAT HAS BEEN GIVEN IN INTRODUCTION SCREEN BEFORE Q12.1>** DEVICE TO THE INTERVIEWEE

C12.2 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

C15.3 If you had to choose between the white device and the black device, which one would you prefer ?

SINGLE ANSWER

1. The white device
2. The black device
3. No preference

NEXT WEB PAGE

SUB BLOCK 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 BRANDED DEVICE PACKAGING TO THE INTERVIEWEE

C16 What is your opinion about this packaging? 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, 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
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
Is premium	1	2	3	4	5
Makes me want to try the product	1	2	3	4	5
Is eye-catching	1	2	3	4	5
Is modern and up to date	1	2	3	4	5

Part ST – TOBACCO STICK TEST

ASK ALL

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

SINGLE ANSWER

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

NEXT WEB PAGE

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

*Please put a **IF THE RESPONDENT IS A NON MENTHOL SMOKER (CODE 2 IN SC11C RECAP) DISPLAY <red>** IF THE RESPONDENT IS A MENTHOL SMOKER (CODE 1 IN SC11C RECAP) DISPLAY <green> spot on the consent form of the interviewee and give it to the person in charge of the smoking room so that he/she could make the respondent try the right stick*

I will show you how to use this product and I will ask you to go to another room to smoke it.

Please take your time and smoke at your own pace.

Once you have finished, ask the assistance of an interviewer to go back in front of the computer to ask some additional questions.

NEXT WEB PAGE

ST1 Based on everything you have seen so far, the advertising, brochure, product elements, and the the tobacco stick you have smoked, which statement best describes your intention to buy this product if a pack of 20 Tobacco Sticks were available at Yen 440?

READ - ONLY ONE ANSWER POSSIBLE

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

ST2 Based on everything you have seen so far, the advertising, brochure, product elements, and the the tobacco stick you have smoked, what is your opinion about this product? 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 stick you have smoked

ST2B. What is your opinion of the tobacco stick you have smoked?

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

ST3A. What do you like about the tobacco stick you have smoked?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

ST3B. What do you dislike about the tobacco stick you have smoked?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

ST8 How do you feel about the taste of this product compared to what you expected based on what you have seen or read before? Do you feel the taste of this product is...?

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

ST9. And how do you feel about the taste of this product compared to the taste of your regular brand of cigarettes? Do you feel the taste of this product is...?

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

NEXT WEB PAGE

ST11a How pleasant was the aroma? Please give me a score between 1 and 5.

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

ST11A	Not pleasant at all						Very pleasant
SINGLE ANSWER		1	2	3	4	5	

NEXT WEB PAGE

ST11B How balanced was the taste? Please give me a score between 1 and 5.

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

ST11B	Not well balanced at all						Very well balanced
SINGLE ANSWER		1	2	3	4	5	

NEXT WEB PAGE

ST11C How satisfying was the taste? Please give me a score between 1 and 5.

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

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

NEXT WEB PAGE

ST11D How pleasant was the odor smoking? Please give me a score between 1 and 5.

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

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

NEXT WEB PAGE

ST11E How pure was the tobacco taste of the Tobacco Stick? Please give me a score between 1 and 5.

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

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

NEXT WEB PAGE

ST11F How pleasant was the aftertaste of the Tobacco Stick? Please give me a score between 1 and 5.

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

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

ST12 For each question about the tobacco stick you just tried, there will be a list of possible answers. Please tell me which answer best corresponds to what you feel about the tobacco stick you just tried

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

ROTATION OF BLOCKS ST12A TO ST12K

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

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

ST12D How did you feel about the quantity of smoke?	Much too much smoke	A little too much smoke	Just right	Not quite enough smoke	Not at all enough smoke
SINGLE ANSWER PER ROW	1	2	3	4	5

ST12E How was the intensity of the aftertaste?	Much too much aftertaste	A little too much aftertaste	Just right	Not quite enough aftertaste	Not at all enough aftertaste
SINGLE ANSWER PER ROW	1	2	3	4	5

ST12F How was the duration of smoking?	Much too quick	A little too quick	Just right	A little too long	Much too long
SINGLE ANSWER per row	1	2	3	4	5

ST12G How dry was the taste of the Tobacco Stick?	Much too dry	A little too dry	Just right	Not quite enough dry	Not at all dry enough
SINGLE ANSWER PER ROW	1	2	3	4	5

ST12H How smooth tasting was the Tobacco Stick	Much too smooth	A little too smooth	Just right	Not quite smooth enough	Not at all smooth enough
SINGLE ANSWER PER ROW	1	2	3	4	5

DP : FOR MENTHOL SMOKERS (SC11C RECAP =1) ASK ST12I TO ST12K

ST12I How did you feel about the balance of taste between menthol and tobacco?	Much too much menthol taste	A little too much menthol taste	Just right	A little too much tobacco taste	Much too much tobacco taste
---	-----------------------------	---------------------------------	------------	---------------------------------	-----------------------------

SINGLE ANSWER PER ROW	1	2	3	4	5
------------------------------	---	---	---	---	---

ST12J How did you feel about the level of cooling sensation?	Much too much cooling sensation	A little too much cooling sensation	Just right	Not quite enough cooling sensation	Not at all enough cooling sensation
SINGLE ANSWER PER ROW	1	2	3	4	5

ST12K How did you feel about the level of refreshing aftertaste?	Much too much refreshing aftertaste	A little too much refreshing aftertaste	Just right	Not quite enough refreshing aftertaste	Not at all enough refreshing aftertaste
SINGLE ANSWER PER ROW	1	2	3	4	5

ASK ALL

ST13 How easy was it to draw on the tobacco stick? Please give me a score between 1 and 5.

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

ST13	Not easy at all						Very easy
SINGLE ANSWER		1	2	3	4	5	

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, that is to say the product itself and all its elements which are in front of you, the 3 boards (displayed below) and the brochure.

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 (2 holders 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 YEN

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 20,000 FOR YEN

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR SEN

DP: IF VALUE > 20,000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 20,000 yen

NEXT WEB PAGE

PU2A At what price would you consider the device (2 holders and a charger) to be **cheap** but also with fair quality?

PLEASE WRITE DOWN THE PRICE IN YEN

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 20,000 FOR YEN

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR SEN

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

Please give a value above DISPLAY VALUE PU2A

DP: IF VALUE > 20,000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 20,000 yen

NEXT WEB PAGE

PU3A At what price would you consider the device (2 holders and a charger) to be **expensive**, but also with so good quality that you are still thinking of buying it?

PLEASE WRITE DOWN THE PRICE IN YEN

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 20,000 FOR YEN

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR SEN

DP: IF VALUE < OR EQUAL PU2 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value above DISPLAY VALUE PU2A

DP: IF VALUE > 20,000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 20,000 yen

NEXT WEB PAGE

PU4A At what price would you consider the device (2 holders and a charger) to be **too expensive** to be bought, whatever its quality?

PLEASE WRITE DOWN THE PRICE IN YEN

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 20,000 FOR YEN

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR SEN

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

Please give a value above DISPLAY VALUE PU3A

DP: IF VALUE > 20,000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 20,000 yen

BLOCK TOBACCO STICKS

NEXT WEB PAGE

PU1B At what price would you consider a pack of 20 tobacco sticks to be **too cheap** so that you would feel the quality couldn't be very good?

PLEASE WRITE DOWN THE PRICE IN YEN

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 2000 FOR YEN

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR SEN

DP: IF VALUE > 2000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 2000 yen

NEXT WEB PAGE

PU2B At what price would you consider a pack of 20 tobacco sticks to be **cheap** but also with fair quality?

PLEASE WRITE DOWN THE PRICE IN YEN

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 2000 FOR YEN

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR SEN

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

Please give a value above **DISPLAY VALUE PU1B**

DP: IF VALUE > 2000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 2000 yens

NEXT WEB PAGE

PU3B At what price would you consider a pack of 20 tobacco sticks to be **expensive**, but also with so good quality that you are still thinking of buying it?

PLEASE WRITE DOWN THE PRICE IN YEN

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 2000 FOR YEN

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR SEN

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

Please give a value above **DISPLAY VALUE PU2B**

DP: IF VALUE > 2000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 2000 yens

NEXT WEB PAGE

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

PLEASE WRITE DOWN THE PRICE IN YEN

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 2000 FOR YEN

MIN VALUE = 00 ; MAXIMUM VALUE = 99 FOR SEN

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

Please give a value above **DISPLAY VALUE PU3B**

DP: IF VALUE > 2000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 2000 yen

NEXT WEB PAGE

TS SEGMENTATION

ASK ALL

TS Based on all that you have seen and read and the tobacco stick you have smoked, 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.

SINGLE ANSWER PER ROW

DP: RANDOM ROTATION OF ITEMS

This product ...	Totally Disagree					Totally Agree
• minimizes smoke odours on my clothes, hair, fingers, and for those around me	1	2	3	4	5	6
• minimizes bad breath after smoking	1	2	3	4	5	6
• provides pleasant aftertaste	1	2	3	4	5	6
• is environmentally friendly	1	2	3	4	5	6
• has a strong taste	1	2	3	4	5	6
• has a refreshing taste	1	2	3	4	5	6
• (DP: to menthol smokers only) has a strong menthol taste	1	2	3	4	5	6
• has a long-lasting refreshing taste	1	2	3	4	5	6
• is available everywhere	1	2	3	4	5	6
• has a pleasant aroma	1	2	3	4	5	6
• has a light taste	1	2	3	4	5	6
• has a high cooling taste sensation	1	2	3	4	5	6
• (DP: to menthol smokers only) has a balance of tobacco taste and menthol taste	1	2	3	4	5	6
• is cheap regardless of the brand	1	2	3	4	5	6
• has a contemporary / modern image	1	2	3	4	5	6
• is from a leading brand	1	2	3	4	5	6
• is from a foreign cigarette brand	1	2	3	4	5	6
• is from a domestic cigarette brand	1	2	3	4	5	6
• is sober and settled	1	2	3	4	5	6
• is alluring	1	2	3	4	5	6
• is charismatic	1	2	3	4	5	6
• is a smart buy	1	2	3	4	5	6
• is authentic	1	2	3	4	5	6
• is for adult smokers who want to look confident	1	2	3	4	5	6
• is for adult smokers who are down to earth	1	2	3	4	5	6
• is for adult smokers who are unconventional	1	2	3	4	5	6

PART PP – PRICE 2 (priced)

Please note that the product will be sold at 2,000 yen for the device (this includes 2 holders) and 440 yen for a pack of 20 tobacco sticks.

FROM PP1 TO PP5 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 the brochure or to look at the 3 boards by clicking on the magnifying glass to enlarge the pictures below. > **DP: DISPLAY MINIATURIZED BOARDS 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 (including 2 holders and a charger) if it were available at 2,000Yen (¥) and 440Yen (¥) for a pack of 20 tobacco sticks?

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

DP ROTATION DEVICE (PP2) / PACK (PP3)

PP3 Considering the price of this device (2 holders and charger): 2,000Yen (¥). 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

PP4 Considering the price of a pack of 20 tobacco sticks: 440Yen (¥). 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

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

Use the intermediate scores to precise your opinion

Only one answer possible

SINGLE ANSWER

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

PART MB - MAIN BRAND COMPARATIVE ASSESSMENT

NEXT WEB PAGE

ASK ALL

MB1 What is your opinion about the brand of cigarettes you smoke most often: **< INSERT MAIN BRAND CODED AT SC11 >**?

Please give a score between 1 and 7, **7 being the highest score you can give and 1 the lowest. Of course, you can give any score between 1 and 7.**

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

MB2A How pleasant is the aroma of the brand of cigarettes you smoke most often? Please give me a score between 1 and 5.

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

MB2A SINGLE ANSWER	Not pleasant at all						Very pleasant
		1	2	3	4	5	

NEXT WEB PAGE

MB2B How balanced is the taste of the brand of cigarettes you smoke most often? Please give me a score between 1 and 5.

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

MB2B SINGLE ANSWER	Not balanced at all						Very balanced
		1	2	3	4	5	

MB2C How satisfying is the taste of the brand of cigarettes you smoke most often? Please give me a score between 1 and 5.

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

MB2C	Not satisfying at all						Very satisfying
SINGLE ANSWER		1	2	3	4	5	

NEXT WEB PAGE

MB2D How pleasant is the odor smoking of the brand of cigarette you smoke most often? Please give me a score between 1 and 5.

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

MB2D	Not pleasant at all						Very pleasant
SINGLE ANSWER		1	2	3	4	5	

NEXT WEB PAGE

MB2E How pure is the tobacco taste of the brand of cigarettes you smoke most often? Please give me a score between 1 and 5.

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

MB2E	Not pure at all						Very pure
SINGLE ANSWER		1	2	3	4	5	

NEXT WEB PAGE

**MB2F How pleasant is the aftertaste of the brand of cigarettes you smoke most often?
Please give me a score between 1 and 5.**

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

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

NEXT WEB PAGE

MB3 For each question about the cigarette you smoke most often, there will be a list of possible answers. Please tell me which answer best corresponds to what you feel about the cigarette you smoke most often

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

ROTATION OF BLOCKS MB3A TO MB3K

MB3A How is the strength of the taste?	Much too much strong	A little too much strong	Just right	Not quite strong enough	Not at all strong enough
SINGLE ANSWER PER ROW	1	2	3	4	5

MB3B How harsh is the taste	Much too much harsh	A little too much harsh	Just right	Not quite harsh enough	Not at all harsh enough
SINGLE ANSWER PER ROW	1	2	3	4	5

MB3C How do you feel about the quantity of smoke?	Much too much smoke	A little too much smoke	Just right	Not quite enough smoke	Not at all enough smoke
SINGLE ANSWER PER ROW	1	2	3	4	5

MB3D How is the intensity of the aftertaste?	Much too much aftertaste	A little too much aftertaste	Just right	Not quite enough aftertaste	Not at all enough aftertaste
SINGLE ANSWER PER ROW	1	2	3	4	5

MB3E How is the duration of smoking?	Much too quick	A little too quick	Just right	A little too long	Much too long
SINGLE ANSWER PER ROW	1	2	3	4	5

MB3F How dry is the taste? SINGLE ANSWER PER ROW	Much too dry	A little too dry	Just right	Not quite enough dry	Not at all dry enough
	1	2	3	4	5

MB3G How smooth tasting is the taste? SINGLE ANSWER PER ROW	Much too smooth	A little too smooth	Just right	Not quite smooth enough	Not at all smooth enough
	1	2	3	4	5

DP : FOR MENTHOL SMOKERS (SC11C RECAP =1) ASK MB3I TO MB3K

MB3I How do you feel about the balance of taste between menthol and tobacco? SINGLE ANSWER PER ROW	Much too much menthol taste	A little too much menthol taste	Just right	A little too much tobacco taste	Much too much tobacco taste
	1	2	3	4	5

MB3J How do you feel about the level of cooling sensation? SINGLE ANSWER PER ROW	Much too much cooling sensation	A little too much cooling sensation	Just right	Not quite enough cooling sensation	Not at all enough cooling sensation
	1	2	3	4	5

MB3K How do you feel about the level of refreshing aftertaste? SINGLE ANSWER PER ROW	Much too much refreshing aftertaste	A little too much refreshing aftertaste	Just right	Not quite enough refreshing aftertaste	Not at all enough refreshing aftertaste
	1	2	3	4	5

ASK ALL

MB4 How easy is it to draw on the cigarette you smoke most often? Please give me a score between 1 and 5.

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

MB4 SINGLE ANSWER	Much too easy	A little too easy	Just right	Not quite easy enough	Not at all easy enough
	1	2	3	4	5

ADDITIONAL SOCIO DEMOGRAPHICS QUESTIONS

NEXT WEB PAGE

ASK ALL

SC14b AND SC15 ON THE SAME SCREEN

SC14b. What is your occupation?

SHOW SCREEN - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

1. General white collar
2. Professional/ technical worker
3. General blue collar
4. Working in service industry
5. Manager (kacho or above)
6. Director/president (30 employees or more)
7. Proprietor (29 employees or less)
8. Professional/technical worker (Lawyer, Accountant, Professor etc)
9. Farming/forestry/fishing
10. Shop keeper
11. Part-time worker (More than one day per week)
12. Student
13. Housewife (Including part-time less than one day per week)
14. Unemployed
15. Others

SC15. What is the highest level of education you have attained or are currently attending?

SHOW SCREEN - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

- 1 Elementary school / Junior High School
- 2 High school / Old junior high school
- 3 Junior college / higher professional school
- 4 College / University / Graduate school
- 5 Prefer not to say

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

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

FOR THE PILOT, RANDOM ATTRIBUTION BETWEEN 1 AND 2

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 (the charger, holder and tobacco sticks) so that you personally smoke it **IF PILOT DISPLAY <2> IF MAIN FIELDWORK DISPLAY <4>** weeks.

You will also have to record in a paper diary

IF DF = A DISPLAY each consumption of both your regular cigarette and the new product immediately after each smoking occasion, meaning that you will have to carry the diary with you.

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

IF MAIN DISPLAY We will also check weekly (via a 5 min call) that you have no issues when smoking the new product or completing the diary.

At the end of the **IF PILOT DISPLAY <2> IF MAIN FIELDWORK DISPLAY <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

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

DP: INSERT MODULE SO THAT THE INTERVIEWER COULD ENTER THE SERIAL NUMBER OF EACH INDIVIDUAL BOXES

For the interviewer:

WRITE DOWN THE NUMBER OF PACK TO BE TAKEN HOME.

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> sticks packs.**

All the sticks pack should have a **IF THE RESPONDENT IS A NON MENTHOL SMOKER (CODE 2 IN SC11C RECAP) DISPLAY <red> IF THE RESPONDENT IS A MENTHOL SMOKER (CODE 1 IN SC11C RECAP) DISPLAY <green> spot TNS** **Comment: identification of the menthol and non menthol sticks packs to be discussed as it is just a proposal** **IF PILOT DISPLAY** *Please take a diary with the code* **IF DF=A DISPLAY <A> IF DF=B DISPLAY **

INT : WRITE DOWN ON THE CONSENT FORM WITH THE QUANTITIES OF PACKS NEEDED AND TAKE THE CONSENT FORM WITH YOU TO GO TO SEARCH FOR:

- A BAG (INTO WHICH YOU WILL PUT ALL THE ELEMENTS)
- THE WHOLE KIT WITH THE THS 2.2 DEVICE IN ITS PACKAGING, 2 HOLDERS, 1 CHARGER AND 1 CLEANING BRUSH. GO AND GET THE PACKS OF STICKS TOO.
- THE INFORMATION SHEET
- THE DIARY

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

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