



TNS Sofres

Cawi Questionnaire CONCEPT PHASE

P1WOT1KO
WOT Korea Initial Interview CAWI
Questionnaire

PMI

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61U083

This questionnaire was
written according to TNS
Sofres Quality procedures

**Checked and
validated by:**

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Main informations concerning this survey

Specificities	
If face to face : specified	In Hall
Questionnaire length	1 hour
Expected final sample size	<p>Option 2: 1300</p> <p>7 cells: 2 communication routes X 3 blends tested + 1 routes X 1 experimental cell</p> <ul style="list-style-type: none"> Cell 1: Convenience – BLEND X: D2/Fitz = 175 respondents Cell 2: Convenience – BLEND Y: Ginebra/Fitz = 175 resp. Cell 3: Convenience – BLEND Z: D1/Vinny Light menthol = 175 Cell 4: Convenience+ – BLEND X: D2/Fitz = 175 resp. Cell 5: Convenience+ – BLEND Y: Ginebra/Fitz = 175 resp. Cell 6: Convenience+ – BLEND Z: D1/Vinny Light menthol = 175 <p>➔ Each route is tested by 525 respondents, each blend is tested by 350 respondents</p> <ul style="list-style-type: none"> Cell 7 experimental: Convenience + test 1 regular (Y blend) + 1 menthol blend (Z blend) = 250 respondents
Sample description	Men, 20-64 yo, regular smokers of conventional cigarettes (currently smoke at least 3 cigarettes a day, smoked at least 100 sticks in lifetime and smoked for more than 6 months since the age of 19)
Quota	<p>During the main fieldwork, the following variables in each city will be monitored in order to ensure the matching of the cells in the main sample:</p> <ul style="list-style-type: none"> - Age (5 brackets) - SC11A Recap - Segments of flavours (FF; LTN; ULTN; 1 Mg; below 1 Mg) - SC11 Recap: CC diameter (regular, slims, super slims) - SC11 ST Marlboro (% of Marlboro as the main cigarette brand smoked). We'll also monitor as much as possible the equivalent allocation of other big brands of the market - SC11B Recap - Price Segments (Premium; Medium;



	Low) - Menthol usage - E-cigarettes and ploom usage
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PART : SCREENING AND BASIC INFORMATION**ASK ALL****NEXT WEB PAGE****City-**

INTERVIEWER: CHOOSE YOUR CITY

1. Seoul
2. Busan

QUOTAS :**SEOUL = 75%****BUSAN = 25%**

QUOTAS TO BE APPLIED SEPRATELY ON EACH CITY
REFER TO EXCEL DOCUMENT OF QUOTA

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

NEXT WEB PAGE

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****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

DISPLAY PICTURES

1.	
2.	

QUOTA ON EACH CELL

1. Man
2. Woman

IF CODE 2 TERMINATE

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

1. 20-24 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

NOTA for PMI: We have already this question in the screener, no use to ask again.

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. Ploom
7. None of the above

IF NO CODE 1 TERMINATE

RECODE SC8_RECAP FOR FOLLOW UP

- 1. ST E-CIG OR PLOOM SMOKERS = CODE 6 OR 2**
- 2. ST ROLL OR MAKE YOUR OWN SMOKERS = CODE 3 OR 4**
- 3. PIPES / CIGARS / CIGARILLOS = CODE 5**

**NEXT WEB PAGE****SC9 Would you say you have smoked at least 100 cigarettes since you turned 19?**

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

NEXT WEB PAGE**SC10C How long have you been smoking cigarettes since you turned 19?****SINGLE ANSWER**

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

IF CODE 1 – TERMINATE**NEXT WEB PAGE****ASK ALL**

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

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

READ - ONLY ONE ANSWER POSSIBLE

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

NEXT WEB PAGE**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 (CF EBROM LIST) + CODE 98
RANDOM SKUS EXCEPT CODE 98**

98. Other brand

**IF CODE 98, TERMINATE
DISPLAY STANDARD TEXT FOR SCREENED OUT**

BRAN D
555

SC11Bis. And, which product do you buy and smoke often yourself?*Select one answer only***DP: DISPLAY LIST OF SKUS (CF EBROM LIST) ACCORDING TO BRAND
SELECTED IN SC11
+ CODE 98
RANDOM SKUS EXCEPT CODE 98**

98. Other product

**IF CODE 98, TERMINATE
DISPLAY STANDARD TEXT FOR SCREENED OUT****RECODE FLAVOUR AND TYPE OF CC FOR QUOTA**



1. **REGULAR**
2. **SLIMS(FT)**
3. **SUPER SLIMS(FT)**

RECODE SC11C RECAP FOR QUOTA

1. Menthol manufactured cigarette
2. Non Menthol manufactured cigarette

RECODE SC11D RECAP (PRICE SEGMENT) FOR FOLLOW UP

1. Above Premium(4600+)
2. Premium(4500)
3. High(4200-4400)
4. Medium(4000-4100)

RECODE TAR SEGMENT FOR FOLLOW UP

1. FF (Full-flavour : 7mg of tar and more)
2. Lts (Lights : 5– 6.9 mg of tar)
3. UL (Ultra-Lights : 1.1 – 4.9 mg of tar)
4. 1.0 (1 mg of tar)
5. Below 1.0 (Below 1 mg of tar)

RECODE BRANDS&SKUS_RECAP

1. This KS Total = IF CODE 01 IN SC11
2. This Plus Total = IF CODE 02 IN SC11
3. The One Total = IF CODE 03 IN SC11
4. Raison Total = IF CODE 05 IN SC11
5. Esse Total = IF CODE 08 IN SC11
6. Bohem Total = IF CODE 14 IN SC11
7. Marlboro Total = IF CODE 17 IN SC11
8. Parliament Total = IF CODE 20 IN SC11
9. Dunhill KS Reg Total = IF CODE 21101, 21102, 21103, 21104, 21105, OR 21106 IN SC11B
10. Dunhill Fine cut = IF CODE 21107, 21108, 21109, 21110, OR 21111 IN SC11B
11. Mevius Total = IF CODE 24 IN SC11

NEXT WEB PAGE

DP: HIDE THE QUESTIONS L1 AND L2 (SCRIPT ANSWERS DIRECTLY FROM THE SCREENER ACCORDING TO THE RESP ID) AND GO TO SC14 DIRECTLY

L1.

Now, I want to ask you few questions about your health concerns, using a scale from 1 to 10, where 1 means that you are "not concerned at all" and 10 means that you are "very concerned".

		1 – Not concerned at all	2	3	4	5	6	7	8	9	10 – Very concerned
1.	How concerned are you, if at all, about the effects of smoking on your health?										
2.	How concerned are you, if at all, about the effects of smoking on the health of others?										

L2

For each of the following statements, 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".

(1) Means 'I don't agree at all'

(2) Means 'I rather don't agree'

(3) Means 'I rather agree'

(4) Means 'I totally agree'

(5) Means 'I don't know'

		1	2	3	4	5
1.	I am bothered by the smell of cigarette smoke on clothes and hair					
2.	I always keep a window open when I smoke indoors					
3.	Though I smoke, I otherwise lead a healthy and active lifestyle: I exercise and I eat healthily					
4.	I pause from smoking from time to time or do not smoke for periods of time					
5.	I replace part of my cigarette consumption with other tobacco products e.g. chewing tobacco, snus, snuff, etc.					
6.	I replace part of my consumption with nicotine replacement products e.g. patches, gum, inhalator, etc.					
7.	I try to avoid situations in which I usually smoke a lot.					
8.	I have reduced my consumption of cigarettes over the last 12 months.					
9.	As a smoker I feel more and more pressured by society					
10.	I am annoyed by the abundance of public anti-smoking campaigns					
11.	It is becoming more and more difficult to find places/areas where I can smoke					
12.	I feel more and more excluded from society just because I smoke					
13.	I feel more and more isolated from friends and family just because I smoke					
14.	I stay away from friends and family members who criticize me for being a smoker					
15.	I freely chose to smoke and I am tired of being criticized					
16.	I replace part of my cigarette consumption with e-cigarettes					

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

DP: HIDE THE QUESTIONS SC13/13B/SC15:SC16:SC17 (SCRIPT ANSWERS DIRECTLY FROM THE SCREENER ACCORDING TO THE RESP ID) AND GO TO QUOTA CHECKS DIRECTLY

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 SC13: What is your current occupation? *If you are seeking a job and you have already worked, select your last occupation*

DISPLAY FOLLOWING TEXT IF CODE 2 AT SC13: What is the current occupation of the main earner of your household? *If this person is seeking a job and has already worked, select their last occupation.*

01	Housewife
02	Professional (Doctor/Lawyer/Accountants)
03	Businessman – Manager (employ more than 5)
04	Businessman – White collar
05	Blue collar
06	Self-employed (Restaurants, Shop owner)
07	Students (Primary, Middle, High school, College)
08	Sales/Service (beautician, employed in restaurant/coffee shop/café etc)
09	No job

10	Agriculture/Stock breeding/Fisheries
11	A part-timer
12	A free-lancer
13	A public serviceman on his military duty
14	A career soldier
99	Others

SC15

What is your level of education?

SINGLE ANSWER

01	Primary school
02	Middle school
03	High school
04	College or over

NEXT WEB PAGE

SC16

Which category best describes your personal income? (unit: million KRW)

SINGLE ANSWER

1. Under 1M
2. 1 - 1.9M
3. 2 - 2.9M
4. 3 - 3.9M
5. 4 - 4.9M
6. 5 - 5.9M
7. 6 - 6.9M
8. 7 - 7.9M
9. 8 - 8.9M
10. 9 - 9.9M
11. Over 10M: Please specify () million KRW **OPEN ENDED ANSWER**
98. No personal income

SC17

Which category best describes the combined income of all members of your household?

SINGLE ANSWER

1. Under 1M
2. 1 - 1.9M
3. 2 - 2.9M
4. 3 - 3.9M
5. 4 - 4.9M
6. 5 - 5.9M
7. 6 - 6.9M
8. 7 - 7.9M
9. 8 - 8.9M
10. 9 - 9.9M



11. Over 10M: Please specify () million KRW **OPEN ENDED ANSWER**

DP: IF BQ6<=BQ5 DISPLAY MESSAGE OF ERROR BELOW:

Please, the income of all members of your household must be superior or equal to your personal income. Your personal income is included in the income of all members of your household.

NEXT WEB PAGE

QUOTA ON EACH CELL

CREATE A VARIABLE ZDCELL (6 CELLS)

CELL 1: CONVENIENCE / BLEND X: D2/FITZ = 175 RESPONDENTS

CELL 2: CONVENIENCE / BLEND Y: GINEBRA/FITZ = 175

CELL 3: CONVENIENCE / BLEND Z: D1/VINNY LIGHT MENTHOL = 175

CELL 4: CONVENIENCE+ / BLEND X: D2/FITZ = 175

CELL 5: CONVENIENCE+ / BLEND Y: GINEBRA/FITZ = 175

CELL 6: CONVENIENCE+ / BLEND Z: D1/VINNY LIGHT MENTHOL = 175

CELL 7: CONVENIENCE+ / BLEND Y: GINEBRA/FITZ + BLEND Z: D1/VINNY LIGHT MENTHOL = 250 RESPONDENTS

ALLOCATE RESPONDENTS TO ENSURE A SIMILAR REPARTITION BETWEEN THE CELLS ON THE VARIABLES BELOW:

- RS2 RECAP - AGE (5 BRACKETS)
- ~~RS1~~ GENDER
- SC10 NUMBER OF MANUFACTURED CIGARETTES SMOKED PER DAY
- SC11 BRANDS MOST OFTEN USED:
 - ST MARLBORO (% OF MARLBORO AS THE MAIN CIGARETTE BRAND SMOKED)
 - WE'LL ALSO MONITOR AS MUCH AS POSSIBLE THE EQUIVALENT ALLOCATION OF OTHER BIG BRANDS OF THE MARKET THIS: KS / THIS PLUS / THE ONE / RAISON / ESSE / BOHEM / PARLIAMENT / DUNHILL KS REG / DUNHILL FINE CUT / MEVIUS
- SC11A RECAP - SEGMENTS OF FLAVOURS (FF; LTN; ULTN, 1MG; BELOW 1 MG)
- SC11B RECAP - TYPE OF CC (REGULAR; SLIMS; SUPER SLIM)
- SC11C RECAP - MENTHOL OR NON MENTHOL USERS
- SC7 (CODE PLOOM)
- SC10D: REGULAR USE OF E-CIGS (CODE 1 OR 2)
- SC16 INCOME OR SEC (DEPENDING ON LOCAL PRACTICES)

ASK ALL

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

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

SINGLE ANSWER PER ROW. DP: RANDOM ROTATION OF ITEMS

I prefer a brand of cigarettes that ...

	1	2	3	4	5	6
	Totally disagree					Totally agree
1. delivers a consistent taste						
2. minimizes smoke odors on my clothes, hair, fingers, and for those around me						
3. allows me to vary the taste when I want to						
4. has a rich taste						
5. has a strong taste						
6. has a smooth taste						
7. has a long-lasting refreshing taste						
8. has an attractive pack						
9. has a satisfying taste						
10. has a light taste						
11. is cheap regardless of the brand						
12. is the best regardless of the price						
13. is a leading brand						
14. is a foreign cigarette brand						
15. is a domestic cigarette brand						
is feminine						
16. is masculine						
17. is sober and settled						



18. is unchanging / stands the test of time						
19. is stylish						
20. is prestigious / exclusive						
21. a sustainable brand						
22. is a smart buy						
23. is an honest brand						
24. is for adult smokers who want to look sophisticated						
25. is for adult smokers who are not concerned about the latest fashion						
26. is for adult smokers who are unconventional						
27. is for adult smokers who are fun seeking						

ASSESSMENT OF P1 OFFER

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 X
 IF CELL 2 DISPLAY: CELL 2 Y
 IF CELL 3 DISPLAY: CELL 3 Z
 IF CELL 4 DISPLAY: CELL 4 X
 IF CELL 5 DISPLAY: CELL 5 Y
 IF CELL 6 DISPLAY: CELL 6 Z
 IF CELL 7 DISPLAY : CELL 7 BLENDS Y +Z

DP: SHOW PART A (AD) ALWAYS FIRST

PART A – ADVERTISING ASSESSMENT

DP

CELL 1-3: DISPLAY A1, A2 (C)
 CELL 4-6: DISPLAY A3, A4 (C+)
 CELL 7 : DISPLAY A3, A4 (C+)

DP: INTRODUCTION SCREEN

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

DP: DISPLAY EACH BOARD IN RANDOM ORDER FULL SIZE SUCCESSIVELY
 DP IF CELL 1 – 3 DISPLAY < A1 – A2> DP IF CELL 4- 7 DISPLAY < A3, A4>

DP: DISPLAY FOLLOWING TEXT IF CELL 1-3:

INTERVIEWER: SHOW THE RESPONDENT THE PAPER BOARDS A1 AND A2 ONE BY ONE

DP: DISPLAY FOLLOWING TEXT IF CELL 4-7:

INTERVIEWER: SHOW THE RESPONDENT THE PAPER BOARDS A3 AND A4 ONE BY ONE

FROM A1 TO A11 DISPLAY ABOVE THE QUESTION

<INTERVIEWER : Leave the 2 boards on the table so the respondent can see them>

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

DISPLAY MINIATURIZED BOARDS A1 AND A2 (CELL 1-3) OR A3 AND A4 (CELL 4-7) WITH A POSSIBILITY TO ENLARGE IMAGES

KPIS: ATTRACTIVENESS & LIKING

NEXT WEB PAGE

A1 Now, based on what you have seen and read so far, which statement best describes your intention to buy this product offer (including the device and a pack of 20 Marlboro 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

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, OTHER GO TO A5****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, OTHER GO TO A5****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****A6. Now, based on these ads you have been shown, which statement best describes how easy to understand you find what was said about the product offer?****SINGLE ANSWER**

1. Extremely easy to understand
2. Very easy to understand
3. Somewhat easy to understand



4. Not very easy to understand
5. Not easy at all to understand

NEXT WEB PAGE

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

SINGLE ANSWER

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

NEXT WEB PAGE

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

SINGLE ANSWER

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

NEXT WEB PAGE

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

SINGLE ANSWER

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

DETAILED DIAGNOSTIC

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

INT :Show screen – single answer per item. Read items one by one

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

What I have read and seen in these ads ...	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally agree
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

NEXT WEB PAGE

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 A1 AND A2 (CELL 1-3) OR A3 AND A4 (CELL 4-7) AGAIN IN SAME ORDER AS BEFORE IN FULL SIZE

NEXT WEB PAGE

SHOW A12A A12B AND ~~A12C~~ ON THE SAME PAGE

IF CELL 1 TO 3: INTERVIEWER: SHOW THE RESPONDENT THE PAPER BOARD **IF A12a < A1 >**
IF A12b < A2 >

IF CELL 4 TO 7: INTERVIEWER: SHOW THE RESPONDENT THE PAPER BOARD **IF A12a < A3 >**
IF A12b < A4 >

AS12. What is your opinion about this ad? Please give a score between 1 and 7.

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

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

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

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

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

NEXT WEB PAGE

SHOW A13A A13B AND A13C ON THE SAME PAGE

IF CELL 1 TO 3: INTERVIEWER: SHOW THE RESPONDENT THE PAPER BOARD **IF A13a < A1 >**
IF A13b < A2 >

IF CELL 4 TO 7: INTERVIEWER: SHOW THE RESPONDENT THE PAPER BOARD **IF A13a < A3 >**
IF A13b < A4 >

A13. Which statement best describes how easy to understand you find this ad?

SINGLE ANSWER

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

NEXT WEB PAGE

SHOW A14A A14B AND A14C ON THE SAME PAGE

IF CELL 1 TO 3: INTERVIEWER: SHOW THE RESPONDENT THE PAPER BOARD **IF A14a < A1 >**
IF A14b < A2 >

IF CELL 4 TO 7: INTERVIEWER: SHOW THE RESPONDENT THE PAPER BOARD **IF A14a < A3 >**
IF A14b < A4 >

A14a. How relevant do you feel that this ad 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

IF CELL 1 TO 3: INTERVIEWER: SHOW THE RESPONDENT THE PAPER BOARD **IF A15a < A1 >**
IF A15b < A2 >

IF CELL 4 TO 7: INTERVIEWER: SHOW THE RESPONDENT THE PAPER BOARD **IF A15a < A3 >**
IF A15b < A4 >

A15a. How believability do you feel this ad is?

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

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

NEXT WEB PAGE

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

IF ADS NOT EASY TO UNDERSTAND (A13 = 3, 4, 5), ASK A16.
OTHERS GO TO FILTER BEFORE A17

CELL 1-3: DP BOARD A1 AND A2

CELL 4-7 : DP BOARD A3 AND A4

A16a. Please circle with the computer mouse the word(s) or visual(s) in this page, that you find difficult to understand. Please select all that apply.

INTERVIEWER: PLEASE DO IT IF RESPONDENT IS NOT COMFORTABLE WITH IT.

NEXT WEB PAGE

IF ADS RELEVANT (A14= 1, 2, 3), ASK A17.

OTHERS GO TO FILTER BEFORE A18

CELL 1-3: DP BOARD A1 AND A2

CELL 4-7 : DP BOARD A3 AND A4

A17a. Please circle with the computer mouse the word(s) or visual(s) in this page, that are most relevant to you. Please select all that apply.

INTERVIEWER: PLEASE DO IT IF RESPONDENT IS NOT COMFORTABLE WITH IT.

NEXT WEB PAGE

IF ADS DIFFICULT TO BELIEVE (A15= 1, 2, 3), ASK A18.

OTHERS GO TO INTRODUCTION OF PART B

CELL 1-3: DP BOARD A1 AND A2

CELL 4-7: DP BOARD A3 AND A4

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.

INTERVIEWER: PLEASE DO IT IF RESPONDENT IS NOT COMFORTABLE WITH IT.



PART B – BROCHURE ASSESSMENT – ALWAYS COMES SECOND

DP

CELL 1-3: DISPLAY MINUATURIZED BROCHURE 1 (C)

CELL 4-6: DISPLAY MINUATURIZED BROCHURE 2 (C+)

CELL 7 : DISPLAY MINUATURIZED BROCHURE 2 (C+)

DP: INTRODUCTION SCREEN

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

INTERVIEWER: GIVE **DP: FOR CELLS 1-3 < Brochure 1 > / FOR CELLS 4-7: < Brochure 2 >** TO THE RESPONDENT AND LET THE RESPONDENT REVIEW IT CAREFULLY

DP: INSERT VISUAL OF THE PAPER BROCHURE (C OR C+) ACCORDING TO CELL

KPIS: ATTRACTIVENESS & LIKING

NEXT WEB PAGE

DP: FROM B1 TO B2 DISPLAY ABOVE THE QUESTION

<INTERVIEWER: LET THE 2 BOARDS AND THE BROCHURE ON THE TABLE SO THE RESPONDENT CAN SEE THEM>

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

IF CELL 1-3: DISPLAY MINIATURIZED BOARDS A1/A2/ AND THE BROCHURE 1 WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS>

IF CELL 4-7: DISPLAY MINIATURIZED BOARDS A3/A4 AND THE BROCHURE 2 WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS>

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 >

DISPLAY MINIATURIZED <BROCHURE 1 IF CELL 1-3 / BROCHURE 2 IF CELL 4-7> WITH A POSSIBILITY TO ENLARGE IT THROUGH A MAGNIFYING GLASS>

DP: FOR CELLS 1-3 DISPLAY TEXT: INTERVIEWER: SHOW BROCHURE 1 AND LET IT ON THE TABLE TO THE RESPONDENT AND PUT ASIDE THE 2 BOARDS

DP: FOR CELLS 4-7 DISPLAY TEXT: INTERVIEWER: SHOW BROCHURE 2 AND LET IT ON THE TABLE TO THE RESPONDENT AND PUT ASIDE THE 2 BOARDS

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, OTHER GO TO B5

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, OTHER GO TO B5

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

- 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 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

EXPECTATION BLOCK

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

SINGLE ANSWER

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

NEXT WEB PAGE

EX2 Why do you say that?

READ - NOTE ALL ANSWERS IN CLEAR TEXT -

OPEN END ANSWER

NEXT WEB PAGE

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

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

NEXT WEB PAGE

PRODUCT NAME PART

DP: INTRODUCTION SCREEN:

INT: do not read the name but show the respondent the screen.

DP: SHOW TEXT + PICTURE "iQOS_아이코스_01.png"

~~The name of the product offer is:~~

INTERVIEWER: Then read following questions.

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 offer 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

BENEFITS UNDERSTANDING

< Before answering the question below, feel free to take the brochure or ads again or to look at the ads 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

DP: FOR CELLS 1-3 DISPLAY TEXT: INTERVIEWER: SHOW BOARDS A1 AND A2, AND BROCHURE 1 TO THE RESPONDENT AND LET THEM ON THE TABLE

DP: FOR CELLS 4-7 DISPLAY TEXT: INTERVIEWER: SHOW SHOW BOARDS A3 AND A4, AND BROCHURE 2 TO THE RESPONDENT AND LET THEM ON THE TABLE

ASK ALL

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

SINGLE ANSWER PER ROW

RANDOM OF ITEMS

	Agree	Disagree	Don't know
1. With this product offer you still get the flavour and taste satisfaction you expect from smoking	1	2	3
2. This product offer has a significantly lower level of harmful chemicals in its vapour than conventional cigarettes	1	2	3
3. The HeatStick™ is heated, not burned	1	2	3
4. The HeatStick™ produces less odor than conventional cigarettes	1	2	3
5. The HeatStick™ produces less lingering vapour than conventional cigarettes	1	2	3
6. The HeatStick™ produces no ash	1	2	3
7. The HeatStick™ contains real tobacco	1	2	3
8. The HeatStick™ contains a menthol capsule	1	2	3
9. A HeatStick™ lasts as long as a conventional cigarette	1	2	3
10. Only HeatSticks™ can be used with the IQOS product	1	2	3

NEXT WEB PAGE

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

**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

PART C – ASSESSMENT OF THE PRODUCT

ASK ALL

DP: INTRODUCTION SCREEN:

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

INTERVIEWER : Show the respondent the device packaging, the mock-ups of the Charger and Holder, the ~~Marlboro~~ HeatStick™, and the HeatStick™ pack corresponding to the cell : **< Dark blue HeatStick™ pack IF CELL 1 +2+4+5/ White HeatStick™ pack IF CELL 3+6 / BOTH Dark blue and White HeatStick™ packs IF CELL 7** and let all these elements on the table

Let the respondent take the time to look and manipulate the different elements.

Show the respondent that:

- the tobacco HeatStick™ goes into the holder
- that the holder goes into the Charger to be charged

Let the respondent take the time to look and manipulate the different elements (but do not let the respondent insert the HeatStick™ into the holder, or the holder into the charger)

KPIS: ATTRACTIVENESS & LIKING OF THE PRODUCT

NEXT WEB PAGE

FROM C1 TO C2 AND 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 as well as the brochure or the ads. You can also view the ads by clicking on the magnifying glass to enlarge the pictures below. >

DP: FOR CELLS 1-3, DISPLAY MINIATURE BOARDS A1, A2 AND BROCHURE 1, AND DISPLAY FOLLOWING TEXT:

INTERVIEWER: SHOW BOARDS A1 AND A2, AND BROCHURE 1, TO THE RESPONDENT

SHOW AGAIN BOARDS A1 AND A2, BROCHURE 1, THE PRODUCT MOCK-UP, THE HEATSTICK, AND THE HEATSTICK PACK TO THE RESPONDENT AND LET THEM ON THE TABLE

DP: FOR CELLS 4-7 DISPLAY MINIATURE BOARDS A3, A4 AND BROCHURE 2, AND DISPLAY TEXT:

INTERVIEWER: ~~SHOW SHOW BOARDS A3 AND A4, AND BROCHURE 2 TO THE RESPONDENT~~

SHOW AGAIN BOARDS A3 AND A4, BROCHURE 2, THE PRODUCT MOCK-UP, THE HEATSTICK, AND THE HEATSTICK PACK TO THE RESPONDENT AND LET THEM ON THE TABLE

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 the 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

DP :

IF CELL 7 AND CODE 1 TO 3 AT C1, ASK C1B

OTHERS [IF CELL 1 TO 6 OR (CELL 7 AND CODE 4 TO 5 AT C1)], GO TO C2

INTERVIEWER : SHOW BOTH DARK BLUE AND WHITE HEATSTICK PACKS TO RESPONDENT

C1B. Between both tobacco HeatStick™ packs, which one would you rather choose when buying this product offer?

SINGLE ANSWER

RANDOM ITEMS EXCEPT CODE 97

- 1 Dark Blue HeatStick™ pack
- 2 White HeatStick™ pack

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 the 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

DISPLAY MINIATURE BOARDS FOR C5 AND C6

C5 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™ 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 the 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 PRODUCT

NEXT WEB PAGE

ASK ALL

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

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

DP: INTRODUCTION SCREEN

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

INTERVIEWER: TAKE OUT THE HOLDER AND ENSURE THAT THE RESPONDENT UNDERSTANDS THAT THE DEVICE CONSISTS OF BOTH COMPONENTS:

READ: "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."

INTERVIEWER : Give the device to the respondent 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

IF CELL 1 TO 6, ASK C15

IF CELL 7 (EXPERIMENTAL CELL), GO TO C16

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

ALTERNATIVE DEVICE DESIGN ASSESSMENT (ON SCRIPTED BOARDS ONLY)

ASK THIS SECTION (FROM c12b to c12d) ONLY IF CELL 1 TO 6

INTERVIEWER : PLEASE MOVE FROM RESPONDENTS' VIEW THE BLACK DEVICE PREVIOUSLY SHOWN

Here is an alternative design for this device.

INTERVIEWER : PLEASE SHOW THE BOARD WITH WHITE DEVICE CALLED W1

DP: DISPLAY WHITE (2.4.2) DESIGN BOARD_WHITE PICTURE

NEXT WEB PAGE

**DP: DISPLAY WHITE
BOARD_WHITE PICTURE**

INTERVIEWER : PLEASE SHOW THE BOARD WITH WHITE DEVICE CALLED W1

C12b 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

**DP: DISPLAY WHITE
BOARD_WHITE PICTURE**

INTERVIEWER : PLEASE SHOW THE BOARD WITH WHITE DEVICE CALLED W1

C15b For each statement I will read about this device, please tell me if you agree with it.

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. Looks like a premium product	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 an attractive design	1	2	3	4	5
12. Looks robust	1	2	3	4	5
13. Is modern and up to date Is of a good weight	1	2	3	4	5
14. Is modern and up to date DP : ALWAYS PUT STATEMENT 14 AT THE END	1	2	3	4	5

NEXT WEB PAGE

INTERVIEWER : PLEASE SHOW BOTH

- THE BOARD WITH WHITE DEVICE CALLED W1
- AND THE BLACK PRODUCT MOCK UP (ONE HOLDER AND ONE CHARGER)

C12d If you had to choose between these devices, which color would you prefer?
SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

**ROTATION BETWEEN CODE 1 AND 2
SINGLE ANSWER**

1. The grey/slate device	PLEASE LOOK AT THE BLACK PRODUCT
2. The white device	PLEASE LOOK AT THE BOARD WITH THE WHITE DEVICE
99. No preference	

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 respondent.

NEXT WEB PAGE

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

IF CELL 1 TO 6, ASK C19

IF CELL 7 (EXPERIMENTAL CELL), GO TO C16b

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 HEATSTICK PACK (QUESTIONS C16b-C19d)

DP:

- **IF CELL 1-6**

SHOW FOLLOWING INTRODUCTION SCREEN AND ASK C16b:

Please now look carefully at the HeatStick™ pack. Take your time to look at it before answering the following questions.

DP: DISPLAY FOLLOWING TEXT IF CELLS 1 OR 4: INTERVIEWER: GIVE THE TOBACCO HEATSTICKS™ PACK **OF BLEND X (DARK BLUE)** TO THE RESPONDENT

DP: DISPLAY FOLLOWING TEXT IF CELLS 2 OR 5: INTERVIEWER: GIVE THE TOBACCO HEATSTICKS™ PACK **OF BLEND Y (DARK BLUE)** TO THE RESPONDENT

DP: DISPLAY FOLLOWING TEXT IF CELL 3 OR 6: INTERVIEWER: GIVE THE TOBACCO HEATSTICKS™ PACK **OF BLEND Z (WHITE)** TO THE RESPONDENT

- **IF CELL 7**

SHOW FOLLOWING INTRODUCTION SCREEN AND ASK C16c:

Please now look carefully at both HeatStick™ packs. Take your time to look at them before answering the following questions.

DP: DISPLAY FOLLOWING TEXT IF CELL 7: INTERVIEWER: GIVE THE **Y AND Z** TOBACCO HEATSTICKS™ PACK TO THE RESPONDENT

C16b

DP: DISPLAY IF CELL 1 TO 6: What is your opinion about this pack in general? Please give a score between 1 and 7.

DISPLAY IF CELL 7: C16c What is your opinion about both packs in general? Please give a score between 1 and 7.

DISPLAY TO ALL CELLS

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

DP: DISPLAY IF CELL 1 TO 6: I don't like it at all DISPLAY IF CELL 7: I don't like them at all						DP: DISPLAY IF CELL 1 TO 6: I like it very much DISPLAY IF CELL 7: I like them very much
1	2	3	4	5	5	7

NEXT WEB PAGE

IF CELL 1 TO 6, ASK C19b

IF CELL 7 (EXPERIMENTAL CELL), GO TO C19C

C19b For each statement I will read about the 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 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	1	2	3	4	5



NEXT WEB PAGE

PART ST – TOBACCO STICK 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

IF CELL 7, DISPLAY FOLLOWING TEXT:

INTERVIEWER: Take the consent form and Circle THE LETTER Y

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**

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

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

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

INTERVIEWER:

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

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

NEXT WEB PAGE

ST1 Based on all that you have seen or read so far, the device packaging, the device itself, the Marlboro HeatStick™ pack and the Marlboro 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 it at all						I like it very much
1	2	3	4	5	6	7

NEXT WEB PAGE

ST3A.

DISPLAY FOLLOWING TEXT IF CODE 1 TO 4 AT ST2: What do you like in the taste, if anything, of the tobacco HeatStick™ you have tried?

DISPLAY FOLLOWING TEXT IF CODE 5 TO 7 AT ST2: What do you like in the taste of the tobacco HeatStick™ you have tried?

READ - NOTE ALL ANSWERS IN CLEAR TEXT

OPEN END ANSWER

NEXT WEB PAGE

ST3B.

DISPLAY FOLLOWING TEXT IF CODE 1 TO 4 AT ST2: What do you dislike in the taste of the tobacco HeatStick™ you have tried?

DISPLAY FOLLOWING TEXT IF CODE 5 TO 7 AT ST2: What do you dislike, 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™ you have tried?

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 about 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 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 taste	A little too strong taste	Just right	Not quite strong enough taste	Not at all strong enough taste
SINGLE ANSWER PER ROW	5	4	3	2	1

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

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

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

ST12F How was the duration of usage for a single tobacco HeatStick™?	One HeatStick™ lasted much too long	One HeatStick™ lasted a little too long	One HeatStick™ lasted just right	One HeatStick™ got used a little too quick	One HeatStick™ got used much too quick
SINGLE ANSWER PER ROW	5	4	3	2	1
ST12G How smooth tasting was the tobacco HeatStick™?	Much too smooth tasting	A little too smooth tasting	Just right	Not quite smooth tasting enough	Not at all smooth tasting enough
SINGLE ANSWER PER ROW	5	4	3	2	1

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

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

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

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

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

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

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

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

**ASK ST12Q AND ST12R IF CELL 3 OR 6 (MENTHOL CELLS)
NO RANDOM**

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

ST12R How did you feel about the 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	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 ("Taste not balanced at all") fits the tobacco HeatStick™ better, then give a score towards 1. If you feel the second statement ("Taste 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.

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

NEXT WEB PAGE

ST11B How close to a regular cigarette was the taste of the 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.

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

NEXT WEB PAGE

ST11C How unique is the taste of this product?

SHOW SCREEN AND READ - ONLY ONE ANSWER POSSIBLE

If you feel the first statement ("Taste not unique at all") fits the tobacco heatstick better, then give a score towards 1. If you feel the second statement ("Taste 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 SINGLE ANSWER	Taste not unique at all						Taste very unique
		1	2	3	4	5	

NEXT WEB PAGE

ASK ALL

ST14 How easy was it to draw on the tobacco HeatStick™? Please give me a score between 1 and 5.

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

ST14 SINGLE ANSWER	Not at all easy to draw						Very easy to draw
		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

NEXT WEB PAGE

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 ads (which you can also magnify on screen) and the brochure.

DP: DISPLAY FOLLOWING TEXT ACCORDING TO CELL

INTERVIEWER: SHOW THE FULL SET OF MATERIAL TO THE RESPONDENT:

IF CELL 1	BOARDS A1 AND A2 , BROCHURE 1 , THE DEVICE MOCK-UP (ONE HOLDER AND ONE CHARGER), THE DEVICE PACKAGING, TOBACCO HEATSTICKS™ PACK OF BLEND X (DARK BLUE) , AND THE HEATSTICK™ TO THE RESPONDENT
IF CELL 2	BOARDS A1 AND A2 , BROCHURE 1 , THE DEVICE MOCK-UP (ONE HOLDER AND ONE CHARGER), THE DEVICE PACKAGING, TOBACCO HEATSTICKS™ PACK OF BLEND Y (DARK BLUE) , AND THE HEATSTICK™ TO THE RESPONDENT
IF CELL 3	BOARDS A1 AND A2 , BROCHURE 1 , THE DEVICE MOCK-UP (ONE HOLDER AND ONE CHARGER), THE DEVICE PACKAGING, TOBACCO HEATSTICKSTM PACK OF BLEND Z (WHITE) , AND THE HEATSTICKTM TO THE RESPONDENT
IF CELL 4	BOARDS A3 AND A4 , BROCHURE 2 , THE DEVICE MOCK-UP (ONE HOLDER AND ONE CHARGER), THE DEVICE PACKAGING, TOBACCO HEATSTICKSTM PACK OF BLEND X (DARK BLUE) , AND THE HEATSTICKTM TO THE RESPONDENT
IF CELL 5	BOARDS A3 AND A4 , BROCHURE 2 , THE DEVICE MOCK-UP (ONE HOLDER AND ONE CHARGER), THE DEVICE PACKAGING, TOBACCO HEATSTICKSTM PACK OF BLEND Y (DARK BLUE) , AND THE HEATSTICKTM TO THE RESPONDENT
IF CELL 6	BOARDS A3 AND A4 , BROCHURE 2 , THE DEVICE MOCK-UP (ONE HOLDER AND ONE CHARGER), THE DEVICE PACKAGING, TOBACCO HEATSTICKSTM PACK OF BLEND Z (WHITE) , AND THE HEATSTICKTM TO THE RESPONDENT
IF CELL 7	BOARDS A3 AND A4 , BROCHURE 2 THE DEVICE MOCK-UP (ONE HOLDER AND ONE CHARGER), THE DEVICE PACKAGING, TOBACCO HEATSTICKSTM PACK OF BLEND Y (DARK BLUE) , AND THE HEATSTICKTM TO THE RESPONDENT

**DP ROTATION BLOCK DEVICE (PU1A/PU2A/PU3A/PU4A) / BLOCK PACK (PU1B/PU2B/PU3B/PU4B)****BLOCK DEVICE****NEXT WEB PAGE****PU1A.****We are now going to talk about the device.****At what price would you consider the device (one holder and a charger) to be **too cheap** so that you would feel the quality couldn't be very good?**

PLEASE WRITE DOWN THE PRICE IN KRW

OPEN ENDED ANSWER**MIN VALUE = 00; MAXIMUM VALUE = 950,000 WON****DP: IF VALUE > 950,000 DISPLAY MESSAGE OF ERROR BELOW:****Please give a value below 950,000****NEXT WEB PAGE****PU2A At what price would you consider the device (one holder and a charger) to be **cheap** but also with fair quality?**

PLEASE WRITE DOWN THE PRICE IN KRW

OPEN ENDED ANSWER**MIN VALUE = 00; MAXIMUM VALUE = 950,000 WON****DP: IF VALUE < OR EQUAL PU1A DISPLAY MESSAGE OF ERROR BELOW:****Please give a value above **DISPLAY VALUE PU1A******DP: IF VALUE > 950,000 DISPLAY MESSAGE OF ERROR BELOW:****Please give a value below 950,000****NEXT WEB PAGE****PU3A At what price would you consider the device (one holder 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 KRW

OPEN ENDED ANSWER**MIN VALUE = 00 ; MAXIMUM VALUE = 950,000 FOR WON**



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

Please give a value above **DISPLAY VALUE PU2A**

DP: IF VALUE > 950,000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 950,000

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 KRW

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 950,000 WON

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

Please give a value above **DISPLAY VALUE PU3A**

DP: IF VALUE > 950,000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 950,000

HEATSTICK™ BLOCK

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 KRW

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 48,000 WON

DP: IF VALUE > 48,000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 48,000

NEXT WEB PAGE

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

PLEASE WRITE DOWN THE PRICE IN KRW

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 48,000 WON



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

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

DP: IF VALUE > 48,000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 48,000

NEXT WEB PAGE

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

PLEASE WRITE DOWN THE PRICE IN KRW

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 48,000 WON

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

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

DP: IF VALUE > 48,000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 48,000

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 KRW

OPEN ENDED ANSWER

MIN VALUE = 00 ; MAXIMUM VALUE = 48,000 WON

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

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

DP: IF VALUE > 48,000 DISPLAY MESSAGE OF ERROR BELOW:

Please give a value below 48,000

PART PP – PRICE 2 (PRICED)

Please note that the product offer will be sold at W95,000 for the device (this includes one holder and a charger) and W4,800 for a pack of 20 Heatsticks™.

FROM PP1 TO PP5 DISPLAY ABOVE THE QUESTION < Before answering the question below, feel free to look at or manipulate the product or the brochure or to look at the 2 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 offer (including the device: the holder and charger and a pack of 20 HeatSticks™), if the device were available at W95,000, and a pack of 20 HeatSticks™ at W4,800?

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 (PP3)

PP2 Considering the price of this device (one holder and one charger): W95,000. 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™: W4,800. 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 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>
---	---	---	---	---	---	---	---	---	---	---	----	---

IF CELL 7, GO TO SECTION STBIS

IF CELLS 1 TO 6 GO TO SECTION PP5

NEXT WEB PAGE

PART STBIS – SECOND TOBACCO STICK TEST

ASK ALL

ST0B

I would now like to invite you to try another HeatStick™ of a different flavor.

SINGLE ANSWER

1. I accept to try the new HeatStick™
2. I refuse to try the new HeatStick™

IF CODE 1, DISPLAY FOLLOWING TEXT:

INTERVIEWER: Take the consent form and Circle THE LETTER Z

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

NEXT WEB PAGE

IF CODE 1 AT ST0B, DISPLAY ST1B AND ST2B

IF CODE 2 AT ST0B, GO TO SECTION PP5

ST1b Based on all that you have seen or read so far, and the new 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

ST2B. What is your opinion about the taste of this new HeatStick™ you have just 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 it at all						I like it very much
1	2	3	4	5	6	7

NEXT WEB PAGE

PP5 Now that you have seen this new product offer, 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?

DISPLAY FOLLOWING TO ALL CELLS

1. Manufactured cigarette packs	
2. iQOS HeatStick™ packs	
TOTAL	10

NEXT WEB PAGE



**IF CELL 7 AND CODE 1 AT ST0B (HAS DONE THE 2 STICKS TESTS) AND VALUE >0 AT CODE 2 IN PP5 (HAS AT LEAST 1 HEATSTICK PACK PURCHASED), ASK PP5B
OTHERS, GO TO SC16**

PP5B You declared that you would buy iQOS HeatStick™ pack(s). Out of your 10 next purchases of iQOS HeatStick™ pack(s), 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 EQUAL 10**

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

1. iQOS HeatStick™ packs of the 1 st blend tested	
2. iQOS HeatStick™ packs of the 2 nd blend tested	
TOTAL	10

NEXT WEB PAGE

**IF CELL 1 TO 6, ASK PP1B AND PP5C
IF CELL 7, GO TO SC16**

PP1B Now let's imagine that HeatSticks™ packs exist in a format of 18 HeatSticks™.

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 18 HeatSticks™), if the device were available at W95,000, and a pack of 18 HeatSticks™ at W4300

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

PP5C Now that you have seen this new product offer with packs of 18 HeatSticks™, 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?

1. Manufactured cigarette packs	
2. Packs of 18 iQOS HeatStick™	
TOTAL	10

ADDITIONAL SOCIO DEMOGRAPHICS QUESTIONS

NEXT WEB PAGE

SC16 AND SC17 ON THE SAME SCREEN

SC16. What is your marital status?

SHOW SCREEN - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

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

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

SHOW SCREEN - ONLY ONE ANSWER POSSIBLE

SINGLE ANSWER

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

NEXT WEB PAGE

SC18 AND SC19 ON THE SAME SCREEN

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

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

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 QE4



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

NEW 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

NEW WEB PAGE

Interviewer: please turn the screen so the respondent can't see it.

NEW WEB PAGE

DO NOT READ - QUESTION TO THE INTERVIEWER ONLY

Q25. Did the respondent mention a health-related problem or issue (coughing, dizziness, etc.) anytime during the interview?

1. Yes
2. No

NEW WEB PAGE

IF CODE 2 (NO MENTION OF HEALTH-RELATED PROBLEMS), GO TO INVITATION TO PARTICIPATE

IF CODE 1 (YES MENTION A HEALTH-RELATED PROBLEM), GO TO Q26

DISPLAY ON THE SAME SCREEN Q26 AND (MESSAGE OR Q26B)

READ :

Q26. You mentioned a health-related problem or issue during the interview. We would like to ask you some questions to help us further understand the problem.

Do we have your consent to ask you some questions about the problem and about your prior and current health condition?

1. Yes
2. No

IF CODE 2 (NO), ~~GO TO INVITATION TO PARTICIPATE~~ TERMINATE

IF CODE 1 (YES), DISPLAY FOLLOWING MESSAGE ON THE SCREEN:

DO NOT READ :

1. TAKE A HEALTH QUESTIONNAIRE PAPER DOCUMENT (ISDCF), ASK THE QUESTIONS TO RESPONDENT AND COMPLETE HIS ANSWERS DIRECTLY ON THE PAPER

2. ONCE THE HEALTH QUESTIONNAIRE FINISHED – **READ:**

Q26B. Please explain in more details (what health event occurred to you?) as in the ISDCF (New health problem or worsening of a pre-existing health problem since product use has started).

Describe as much as possible:

NEW WEB PAGE

IF CODE 1 AT Q26, ASK Q26C AND TERMINATE

Q26C We will also ask you for your permission to come back to you in case there is a need to clarify the health problem you describe. Do you give your consent for this?

1. Yes I give my consent
2. No I don't give my consent

PART G–INVITATION TO PARTICIPATE TO NEXT STEPS

**FOR ALL CELLS : Screen out all those having met an Adverse Event :
IF code 2 at Q26 OR code 2 at Q25, CHECK BELOW CONDITIONS PER CELL
If code 1 at Q26, TERMINATE**

OTHER CONDITIONS :

IF CELLS 1 TO 6: Screening out of those negative to the concept:

- If codes 1 to 3 at ST1 go to first screen before G0;
- Others terminate.

IF CELL 7 AND CODE 1 AT ST0B (HAVE TESTED BOTH BLENDS) :



-(IF CODE 1 TO 3 AT ST1) OR (CODE 1 TO 3 AT ST1B), GO TO FIRST SCREEN BEFORE G0.

-OTHERS (CODE 4 OR 5 AT ST1 AND CODE 4 OR 5 AT ST1B), TERMINATE

IF CELL 7 AND CODE 0 AT ST0B (HAVE TESTED REGULAR BLEND ONLY) :

-IF CODE 1 TO 3 AT ST1, GO TO FIRST SCREEN BEFORE G0.

-OTHERS (CODE 4 OR 5 AT ST1), 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 consisting of a charger, 2 holders and HeatSticks™ packs so that you can personally use it during 4 weeks.

You will also have to immediately record in a paper diary each smoking occasion of both your regular cigarettes and the HeatSticks™, meaning you will have to carry the diary with you.

After 2 days of trial, we will call you for a few minutes to see if you have any questions about using the new product offer.

After 1 week of trial, we will call you during 10 to 15 minutes to ask you some 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 the new product (with all the elements in their initial individual boxes) and to answer additional questions during a final interview of 30 minutes.

NEXT WEB PAGE

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 the next 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

WRITE DOWN THE NUMBER OF PACKS TO BE TAKEN HOME ON THE CONSENT FORM. Please take the packs related to the correct cell:

DP DISPLAY FOLLOWING IF CELLS 1 TO 6

DP: DISPLAY "X" IF CELL 1 OR 4

DP: DISPLAY "Y" IF CELL 2 OR 5

DP: DISPLAY "Z" IF CELL 3 OR 6

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> HeatStick™ packs.**

DP DISPLAY FOLLOWING IF CELL 7

DP: DISPLAY "Y" and "Z" IF CELL 7

Please take

- IF THE RESPONDENT IS A LOW SMOKER (CODE 1 OR 2 IN SC10 RECAP) DISPLAY <12 packs of blend Y and 12 packs of blend Z>

- IF THE RESPONDENT IS A MEDIUM SMOKER (CODE 3 IN SC10 RECAP) DISPLAY <20 packs of blend Y and 20 packs of blend Z>

- IF THE RESPONDENT IS A HEAVY SMOKER (CODE 4 IN SC10 RECAP) DISPLAY <38 packs of blend Y and 38 packs of blend Z> HeatStick™ packs.

KIT BAG CHECKLIST: before you bring the respondent for training, please check that the bag for the respondent contains the following:

- the whole kit with the device in its packaging (2 holders, 1 charger, 1 cable, 1 plug and 1 cleaning brush)
- the correct number of HeatStick™ packs
- 1 user guide
- the information sheet

IF CELL 1 TO 6, DISPLAY 4 diaries WITHOUT green triangle on the cover

IF CELL 7, DISPLAY 4 diaries WITH the green triangle on the cover

- A business card with the contact details of the hotline. Please, write down the identification number of the respondent on the business card.

NEXT WEB PAGE

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



Please enter the kit serial number twice (2nd code on the label of the underside of the kit box):

(21) _ _ _ _ _

(21) _ _ _ _ _

INT: ALSO WRITE DOWN THE KIT SERIAL NUMBER ON THE CONSENT FORM

**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 my colleague may explain 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.**

