



TRACK FC Questionnaire

Global Master Version

October 2014



ASU30

ASU30 and ATUU30 are acronyms for Adult Smoker Under 30 and Adult Tobacco User Under 30. The term 'adult' is defined by local law, but shall in no circumstance refer to any person under the age of 18. Likewise, consistent with BAT's International Marketing Standards, terms such as 'consumer', 'target consumer', 'smoker', or 'target audience' refer only to smokers whom are adults.

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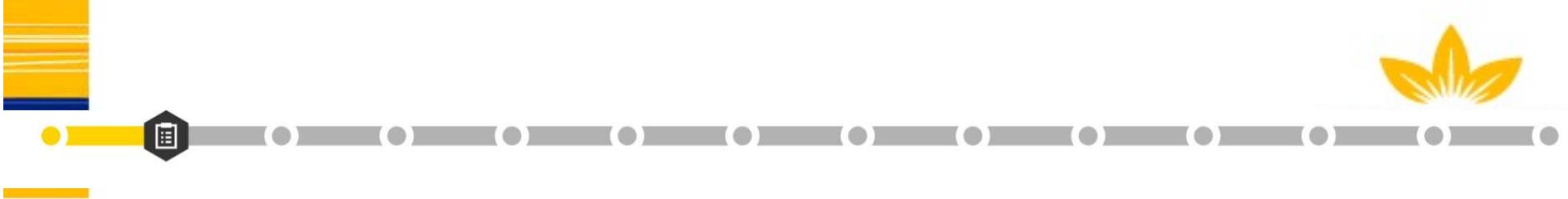
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PACK IMAGES

Pack images used in this presentation are for internal illustrative purposes only and do not represent the final stimulus material that would be used for any market in the TRACK study.



Combined FC / FMC questionnaire

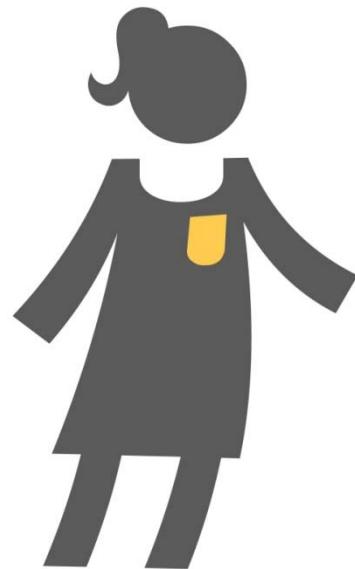
The FC and FMC questionnaire are combined in Fieldwork. This means the recruitment for the FC / FMC questionnaire is the same for both target groups. After the recruitment section a selection is made to continue the FC or the FMC questionnaire.

This document includes the combined recruitment (FMC & FC) and the FC questions. For the FMC questions, we refer to the TRACK FMC Global Master questionnaire.



Good
morning/afternoon/evening.
My name is _____.
I work for an independent
market research company
called _____. May I ask
you a few questions?





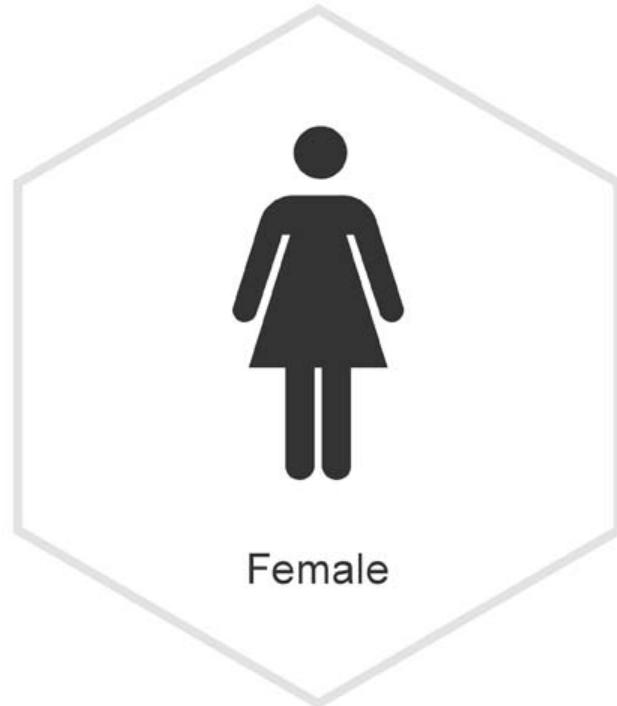
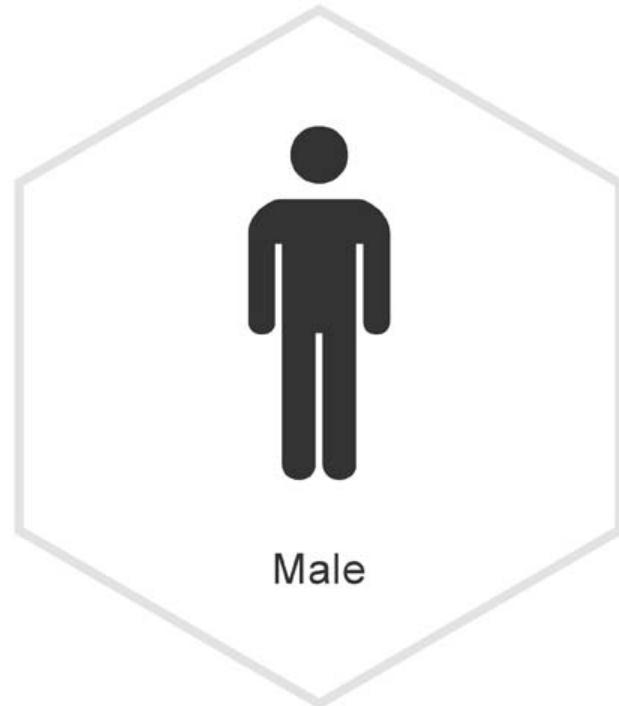
Hello and thanks for agreeing to do this survey! We appreciate your time and value your answers. This survey will take about 25 minutes. As always, your individual survey responses are protected by our Privacy Policy. Just follow the prompts in the survey to answer the questions. Please click on “next” to enter the survey.





Please record the respondent's gender.

Select the answer that applies.



Q2

CAWI Version



What is your gender?

Select the answer that applies.



Male



Female



Q1



In what month and year were you born?

Please select the month and year you were born by tapping on plus (+) or minus (-).

Month

+
January
-

Year

1	9	0	0
-	-	-	-



Range from “(year for maximum age - 3 years) or older” to “(year from minimum age + 3 years) or younger”
TERMINATE if older than maximum age, younger than minimum age

Q94



Which < AREA / REGION / CITY > do currently you live in?

Please select the answer that best applies.



To be asked for most granular possible identifier compliant with country-specific privacy laws

Q107

Optional



Do you or any of your relatives practice any of the following professions?

Please select the answer that best applies.



Optional Question. To be asked if required by Legal in the market. Terminate if coded 'Journalism/TV/Radio Reporting' or 'Public Relations' or 'Market Research' or 'Advertising' or 'Sale/Manufacture of Tobacco Products'

Q89

Optional



Which of the following best describes your ethnicity?



Please select the answer that applies.

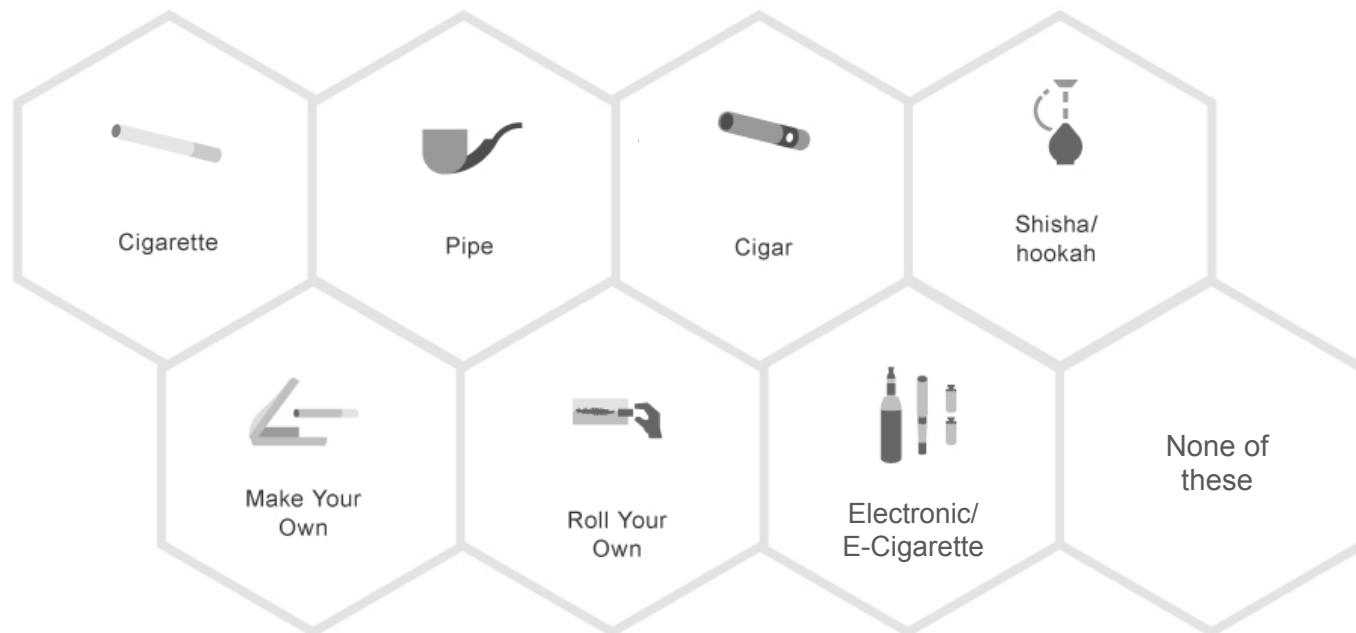


Q3



Which of these products, if any, have you used in the past 30 days?

Please select all answers that apply.



TERMINATE if does not select "Roll Your Own" or "Make Your Own"

< Country specific list with maximum 10 answer choices >

Q4FMC



Do you smoke at least one cigarette per day?



Please select the answer that applies.

Yes

No



Ask only if “cigarette” is selected at Q3. If YES, continue to Q5FMC
If NO, proceed to Q600

Q4



Do you smoke at least one self-made cigarette per day?



Please select the answer that applies.

Yes

No



Ask only if “Roll Your Own” or “Make Your Own” is selected at Q3. If YES, continue to Q5
If NO, proceed to Q600



How many cigarettes do you normally smoke per day?

Please use the number pad below to select the correct number (for CAWI: alternatively use your keyboard)

1	2	3
4	5	6
7	8	9
	0	✖



Ask if Q4FMC is yes. Minimum answer choice of 1. Maximum answer choice of 99.

Q5

**Amended Response
Grid**



How many self-made cigarettes do you normally smoke per day?

Please use the number pad below to select the correct number (for CAWI: alternatively use your keyboard)

Type brand here

1	2	3
4	5	6
7	8	9
	0	✖



Minimum answer choice of 1. Maximum answer choice of 99.



How many cigarettes do you normally smoke per week?

Please use the number pad below to select the correct number (for CAWI: alternatively use your keyboard)

1	2	3
4	5	6
7	8	9
	0	✖





How many self-made cigarettes do you normally smoke per week?

Please use the number pad below to select the correct number (for CAWI: alternatively use your keyboard)

1	2	3
4	5	6
7	8	9
	0	✖





Point of selection for FC / FMC questionnaire

FC-smoker only ► FC questionnaire

FMC-smoker only ► FMC questionnaire

Dual-smoker smoking more FC than FMC ► FC questionnaire

Dual-smoker smoking more FMC than FC ► FMC questionnaire

Dual-smoker smoking equal amount FMC and FC ► random FC or FMC questionnaire



Now I (CAWI: we) would like to ask you some questions about Roll-Your-Own/Make-Your-Own cigarettes – which we will refer to as ‘self-made cigarettes’ or ‘tobacco brands’

When thinking about your answers, please keep in mind that I am (CAWI: we are) only interested in your smoking behaviour since you were < LEGAL SMOKING AGE>



Q95



For how long since you were < LEGAL SMOKING AGE *>
have you been smoking self-made cigarettes?

Please select the answer that applies. If the smoking duration is exactly 2 years it should be coded as "Between 1 and 2 years" and so on.

1 Year or
less

Between
1 and 2 years

Between
2 and 5 years

More than
5 years



Q82



Do you usually smoke self-made cigarettes with a filter or without?

Please select the answer that applies.

With a filter

Without a filter



Q108

New Question



Who buys the tobacco for the self-made cigarettes you smoke ?

Please select the answer that applies.

I usually buy
the tobacco
myself

Bought almost
equally by
myself &
someone else

Someone else
usually buys the
tobacco for me



T1



Now I (CAWI: we) would like to ask you
some questions about brands of tobacco
used for making self-made cigarettes.
We will refer to them as “tobacco”



Q7



T When I say tobacco, which is the first brand that comes to mind?

CAPI Instruction : Interviewer to type and select brand names in order of mention. Select the next arrow when finished typing

CAWI Instruction : Type brand name. Select the next arrow when finished typing

Type brand here



< Record brands in order of mention. Default to House Level . Brand name animates onto next screen >

< OPTIONAL > For CAPI Spont Awareness to be recorded only at House Level. For CAWI can record spontaneous awareness at stated level (House/Family/Variant).

Q700



Which is the next brand that comes to mind?

CAPI Instruction : Interviewer to type and select brand names in order of mention. Select the next arrow when finished typing

CAWI Instruction : Type brand name. Select the next arrow when finished typing



Type brand here



< Brand from previous screen animates onto this screen. Record brands in order of mention. Default to House Level >

< OPTIONAL > For CAPI Spont Awareness to be recorded only at House Level. For CAWI can record spontaneous awareness at stated level (House/Family/Variant).

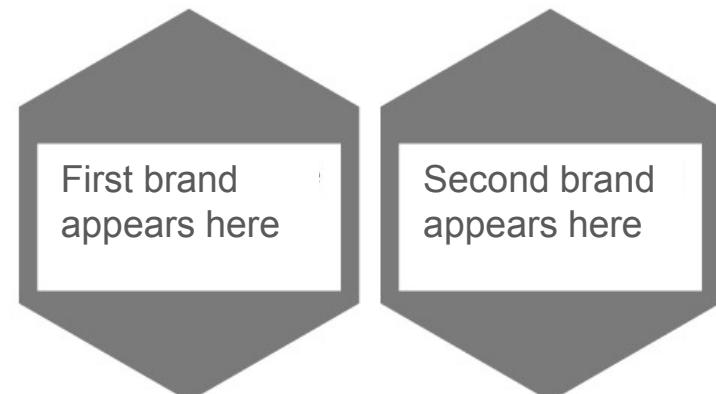
Q701



Which other brands come to mind?

CAPI Instruction : Interviewer to type and select brand names in order of mention. Select the PLUS (+) to add more brands.

CAWI Instruction : Type brand name. Select the PLUS (+) to add more brands. Select the next arrow when finished typing



+



< OPTIONAL > For CAPI Spont Awareness to be recorded only at House Level. For CAWI can record at stated level (House/Family/Variant).

First two mentions appear on screen. New Hexagons animate onto screen when click PLUS for the next brand. PLUS animates out after 8 brands added (maximum) for a total of 10 brands. Error message appears. Then hand tablet to respondent >



This questionnaire is designed for you to complete yourself if you would like to do so. Answers are submitted by tapping on the screen to selecting from different answer choices.

Show this screen to the respondent and explain how to answer the various questions using the tutorial below.



Tap

Tap on the hexagon to select your answer



Select from list

Tap the drop-down arrow and select from the available answer choices.



Enter text

Select the text box and type text directly onto the screen



Tap on a pack

Tap on the rectangle to select your answer



Next

Tap this arrow to proceed to the next question



Undo

Tap this icon to go back to the previous screen or reverse a selection





Would you like to complete this interview yourself, or would you prefer me to enter the answers into the tablet for you?

Self-completion

Interview-administered





Let's get started! Please select the number to indicate your choice of narrator to guide you through this questionnaire.

 1 2 ✓ 4

T21



Now I (CAWI:we) would like
to ask you more detailed
questions about tobacco
brands

Please press
to continue



Q8

Amended Stimulus : pack shots of Families of each Local House to appear



How well do you know these brands?

The tobaccos of this brand are shown below.



L&M

Tobaccos of
this brand



I have never heard
of or seen the
brand



I have heard of the
brand but know very little
about it: (e.g. just heard the
name or just seen the ad/pack
in the shop)



I do know something about
the brand (e.g. smoked it or
handled the pack or seen
others smoke it/talk about it)



Asked For House List (Max. 40 or 98% of market coverage)

< Houses animate from right in randomised order. Next button activates when all brands are rated . Max 10 variants of Local House can be displayed>





Have you bought any of these brands of tobacco for your own use in the last 3 months, even if only once?

Please select all brands that apply.

If do not usually buy own tobacco : Regardless of whether it was you or someone else who bought tobacco for your own use, which of these brands, if any, have been bought for your own use in the last 3 months, even if only once?



Dunhill



Marlboro Red



Camel Main



L&M



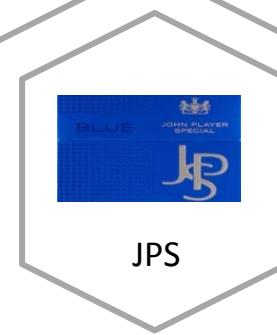
Pall Mall



Chesterfield



Lucky Strike



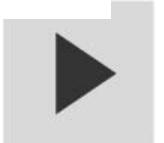
JPS



Players



Davidoff



Ask for House list brands “Know something about the brand” .

< Brands should be randomised across Q9/Q900/Q901. Logo to be displayed along with Brand Name in Local/English Language as mentioned in Brand DB>

Q900

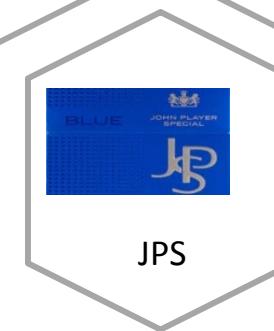
Alternate wording for those not buying own tobacco incorporated



How about any of these brands of tobacco? Have you bought any of these for your own use in the last 3 months, even if only once?

Please select all brands that apply.

If do not usually buy own tobacco : How about any of these brands? Have any of these brands been bought for your own use in the last 3 months, even if only once?



Ask for House list brands “Know something about the brand” .

ONLY if more than 10 brands, randomise brands at Q10a-Q10c

< Brands should be randomised across Q9/Q900/Q901. Logo to be displayed along with Brand Name in Local/English Language as mentioned in Brand DB>

Q901

Alternate wording for those not buying own tobacco incorporated



And any of these brands of tobacco? Have you bought any of these for your own use in the last 3 months, even if only once?

Please select all brands that apply.

If do not usually buy own tobacco : And regardless of who buys tobacco for your own use, which of these brands, if any, have been bought for your own use in the last 3 months, even if only once?



Dunhill



Marlboro Red



Camel Main



L&M



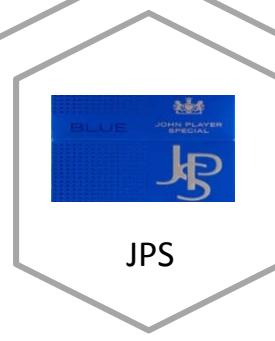
Pall Mall



Chesterfield



Lucky Strike



JPS



Players



Davidoff



Ask for House list brands “Know something about the brand” .

ONLY if more than 10 brands, randomise brands at Q10a-Q10c

< Brands should be randomised across Q9/Q900/Q901. Logo to be displayed along with Brand Name in Local/English Language as mentioned in Brand DB>

Q10

Alternate wording for those not buying own tobacco incorporated



Which specific tobacco did you buy?

Please select all that apply.

If do not usually buy own tobacco : Which specific tobacco were bought for your use?



Name of pack



Name of pack



Name of pack



Name of pack



Name of pack



Name of pack



Name of pack



Bought in the last 3 months



Display Family list for Houses selected in Q9/Q900/Q901

< Auto-fill Family/Variant list by House. Packs animate from list onto conveyor belt if selected >



Now I (CAWI: we) will show you the tobacco brands you told me(CAWI: us) you bought in the past 3 months. Can you please tell me (CAWI: us) which of them were bought during your last 10 purchases?

There may also have been other brands you bought recently. If needed, select the “other brand” to specify them.



Q11

Alternate wording for those not buying own tobacco incorporated



Which of these did you buy in your last 10 purchases?

Please select all that apply. If you purchased another brand not shown, select "other".

If do not usually buy own tobacco : Regardless of who bought the tobacco, which of these were bought for your use in the last 10 purchases?



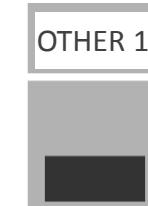
Name of pack



Name of pack



Name of pack



Other Brand 1



Bought in the last 10 purchases



Display Family/Variants selected in Q10

< Packs animate from list onto conveyor belt if selected. If select "other", animate onto belt and another "other" box appears. Max. 5 >

Q12

Alternate wording for those not buying
own cigarettes incorporated



You mentioned you purchased some other brand(s) of tobacco.
Which other brand(s) was it you had purchased?

CAPI Instruction : Please hand your tablet to the interviewer. Interviewer: *select the answer from the drop down list.*
If the answer is not in the list, select other brand

CAWI Instruction : Please select your answer from the drop down list. If your answer is not in the list, select other brand

If do not usually buy own cig : You mentioned that another brand was purchased
for your use. Which other brand(s) was it that was purchased?

Type to select brand



Ask ONLY if selects “OTHER” in Q11 . < Interviewer to take tablet from respondent. Interviewer to type other brand name. If more than one OTHER selected, animate second hexagon into screen >

Q12A

New Question: Provision made for typing in 'Other' brand if brand is not in dropdown list Q12



Which other brand(s) was it that was (were) purchased?

CAPI Instruction : Type brand name. Select the PLUS (+) to add more brands. Select the next arrow when finished typing

CAWI Instruction : Please type in your answer. Select the PLUS (+) to add more brands. Select the next arrow when finished



+



Ask ONLY if selects "OTHER" in Q12. < For CAPI: Interviewer to take tablet from respondent. Interviewer to type other brand name. If more than one OTHER selected, animate second hexagon into screen >

Q13

Alternate wording for those not buying own tobacco incorporated



Out of the last 10 purchases, how many times did you buy each brand?

Select plus (+) and (-) to add or subtract the amount bough for each brand until you reach a total of 5 purchases.

Total:
9

If do not usually buy own tobacco : Out of the last 10 purchases, how many times were each of these brands bought for your use?



Name
of pack



Name
of pack



Name
of pack



Name
of pack



Name
of pack



Name
of pack



Name
of pack



Name
of pack

+
1
-

+
1
-

+
1
-

+
1
-

+
1
-

+
1
-

+
2
-

+
1
-



Ask for all Families selected in Q11 if more than 1 brand selected in Q11

< Next button activates when Total = 10. Error message appears if select “next” AND total does NOT equal 10 >

Q1300

Alternate wording for those not buying
own tobacco incorporated



And which one brand of tobacco do you usually buy more than the other(s)?

Please select the brand that applies.

If do not usually buy own tobacco : And which one brand is usually bought for your use more than the other(s)?



L&M Original

NEXT Quality



ONLY if no single brand has been purchased most of in Q13. Show only those brands which are the most purchased but with the same no. of purchases in Q13.



Tobacco are available in different types of packs and pack sizes. I/we will ask you what types of packs/pack sizes you bought in your last 10 purchases and how many packs you bought at a time





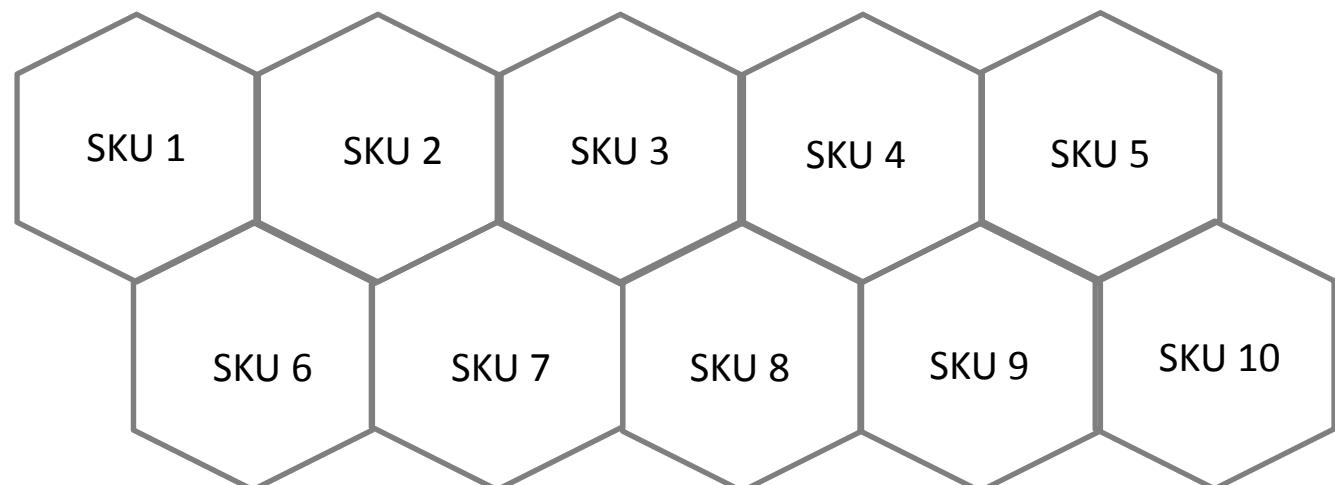
You bought this tobacco __ (NO. OF TIMES IN Q13) times in your last 10 purchases. In which of these packs were the purchases made?

Please select the packs that apply.

If do not usually buy own tobacco: This tobacco was bought __ (NO. OF TIMES IN Q13) in the last 10 purchases. In which of these packs were the purchases made?



L&M Original



Ask for all Families selected in Q11.

Do not ask for 'other brand' in Q12 but prefill with 'other brand'.



Q1603a

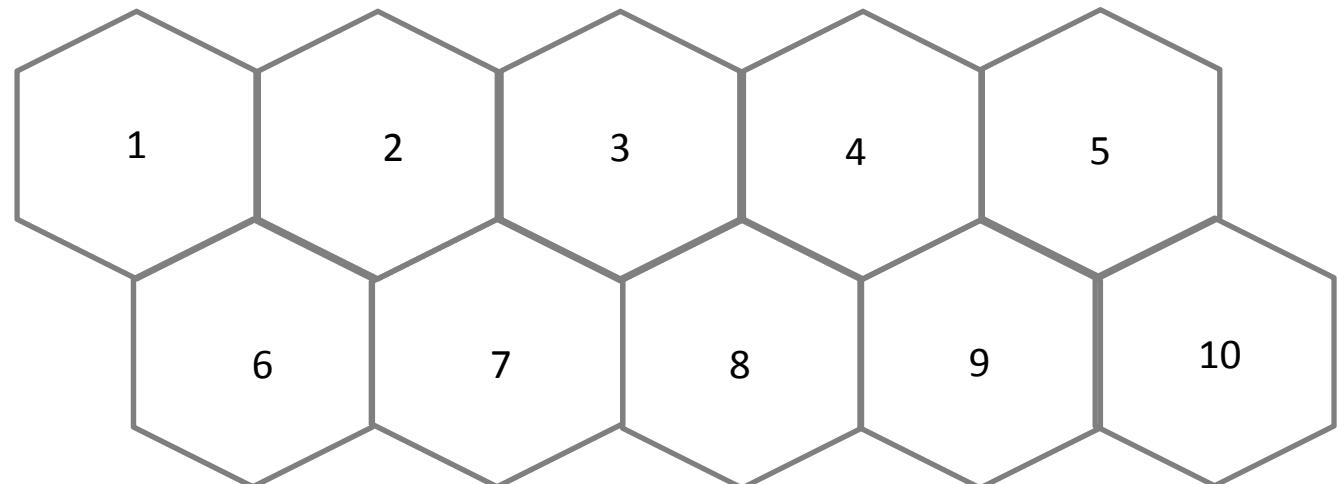
New Question



You bought this tobacco (NO. OF TIMES IN Q13) times in your last 10 purchases. Out of the (NO. OF TIMES IN Q13) times, how many times did you buy this tobacco in this particular pack ?

Please select the packs that apply.

If do not usually buy own tobacco : This tobacco was bought (NO. OF TIMES IN Q13) in the last 10 purchases. And how many times out of (NO. OF TIMES) was this tobacco bought in this particular pack?



Ask only if more than one type of SKU purchased in Q1602.

Ask for each SKU bought in Q1602. Answer cannot exceed no. of times bought Family in Q13

If only one SKU purchased in Q1602, prefill with number given in Q13 and do not ask this question.

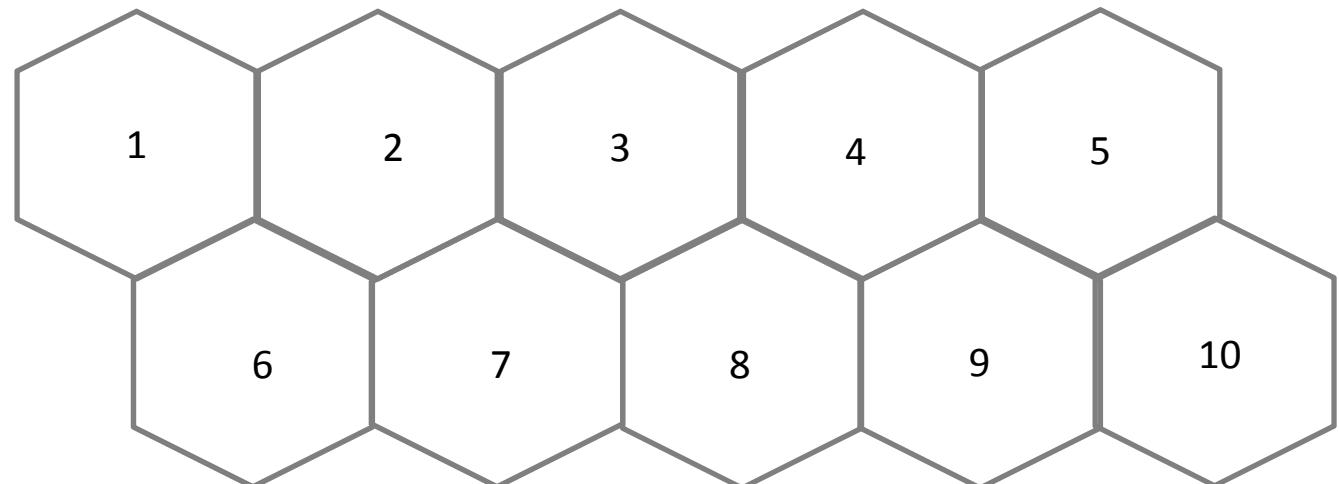
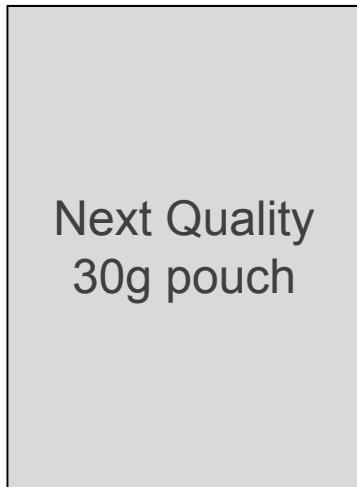
If 'other brand' in Q12: prefill with number given in Q13.



You bought this tobacco (NO. OF TIMES IN Q13) times in your last 10 purchases. Out of the (NO. OF TIMES IN Q13) times, how many times did you buy this tobacco in this particular pack ?

Please select the packs that apply.

If do not usually buy own tobacco : This tobacco was bought (NO. OF TIMES IN Q13) in the last 10 purchases. And how many times out of (NO. OF TIMES) was this tobacco bought in this particular pack?



Ask only if more than one type of SKU purchased in Q1602.

Ask for each SKU bought in Q1602. Answer cannot exceed no. of times bought Family in Q13.

If only one SKU purchased in Q1602, prefill with number given in Q13 and do not ask this question.

If 'other brand' in Q12: prefill with number given in Q13.'



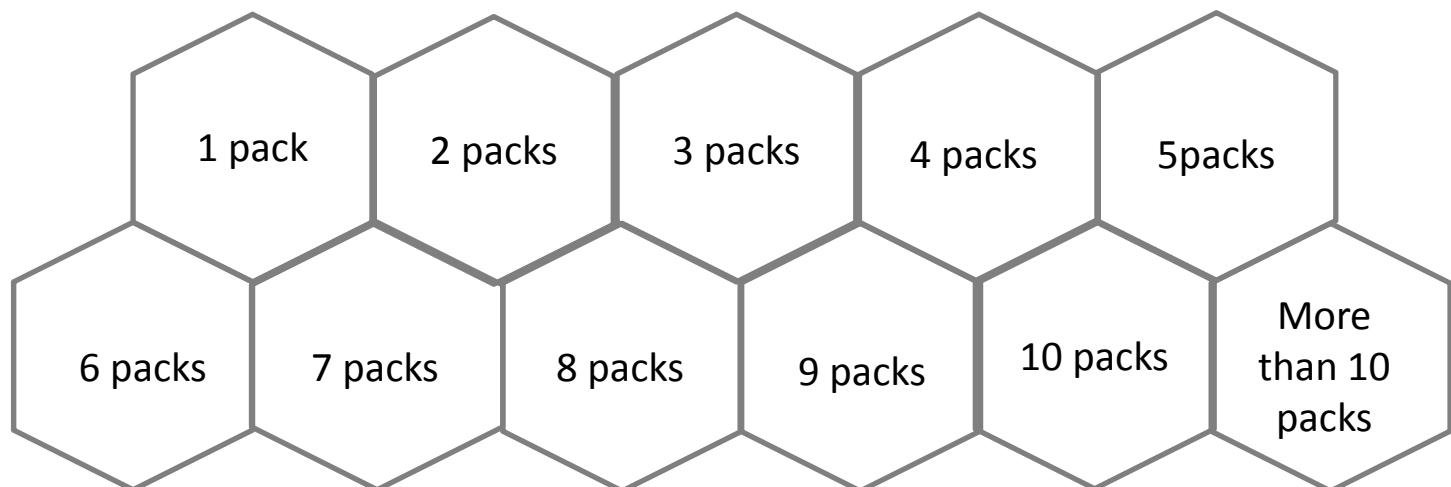


You bought this tobacco in this pack __ (NO. OF TIMES IN Q1603) time(s) in your last 10 purchases. Which best describes the number of packs you usually bought at one time?

Please select the packs that apply.

If do not usually buy own tobacco : This tobacco in this pack was bought __ (NO. OF TIMES IN Q1603) in the last 10 purchases. Which best describes how many packs were usually bought at one time ?

L&M
Original
30g pouch



Ask for each SKU bought in Q1602.

If 'other brand' in Q12: show 'other brand' as SKU name in this question



Q14



How long have you been smoking this tobacco?

Please select the answer that applies. If the smoking duration is exactly 2 years it should be coded as "Between 1 and 2 years" and so on.



L&M Original
30g

1 year
or less

Between
1 and 2
years

Between
2 and 5
years

More than
5 years



Ask for all Family/Variant selected in Q11.

Q15



How long have you been smoking this tobacco?

Please select the answer that applies.



L&M Original
30g

3 months
or less

More than
3 months



Ask for all Family/Variant selected “less than 1 year” in Q14

Q151



Having bought this tobacco before, would you buy it again?

Please select the answer that applies for each brand.



L&M Original
30g

Will not buy
again

Will buy
now and
then

Will buy
regularly



Q152



You have not bought this brand of tobacco in the last 3 months.
Would you be interested in buying it in the future?

Please select the answer that applies.



YES

I DON'T
KNOW

NO





Now I(CAWI: we) would like to know about
changes in your tobacco usage in the past 1
year



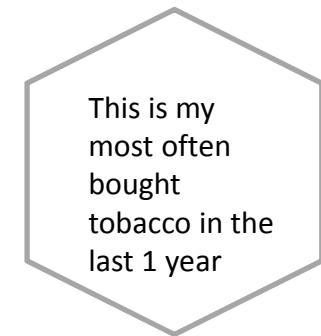


This is the tobacco you buy most often nowadays. In the last 1 year has this always been the tobacco you have bought most often ? OR did you change to this from another tobacco that you used to buy most often in the last 1 year?

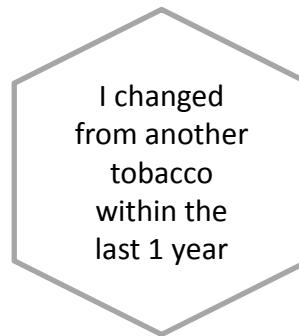
If do not usually buy own tobacco : This is the tobacco that is bought for you most often nowadays. In the last 1 year has this always been the tobacco that has been bought most often ? OR did you change to this from another tobacco that used to be bought most often in the last 1 year?



Name of pack



This is my
most often
bought
tobacco in the
last 1 year



I changed
from another
tobacco
within the
last 1 year





Which tobacco did you buy most often before ___(Insert MOB) ?

Please select the answer that applies. Please click on next if none of these brands were your most often bought brand in the last one year

If do not usually buy own tobacco : Which tobacco was bought for you most often before ___(Insert MOB) ?



Dunhill



Marlboro



Pall Mall



Camel



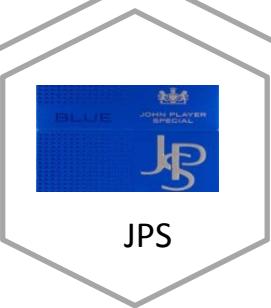
L&M



Chesterfield



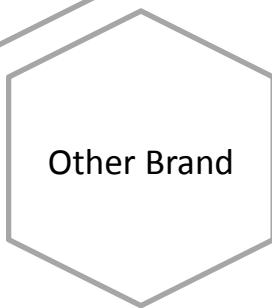
Lucky Strike



JPS



Davidoff



Other Brand



Ask if "Changed" in Q112. Display Local Houses code 2 or 3 in Q8. Single Coding. As soon as respondent selects a Local House move to Q115. If selected "Other Brand" go to Q114.

Logo to be displayed along with Brand Name in Local/English Language as mentioned in Brand DB>

Q114

Amended



Which other tobacco did you buy most often before ___(Insert MOB) ?

Please select your answer in the drop down list, If the answer is not in the list, select other brand

If do not usually buy own tobacco : Which other tobacco was bought for you most often before ___(Insert MOB) ?

Type to select brand



Ask if selected "Other Brand" at Q113

Drop Down List would contain all brands at HOUSE level. Show all houses not shown in Q113. Go to Q115



Which specific tobacco did you buy most often before __(Insert MOB) ?

Please select the brand that applies.

If do not usually buy own cig : Which specific tobacco was bought for you most often before __(Insert MOB) ?



Golden Virginia
Smooth 25



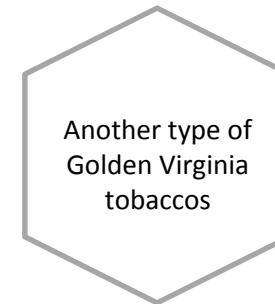
Golden Virginia
Smooth 50



Golden Virginia
Smooth 8



Golden Virginia
Smooth 12.5



Another type of
Golden Virginia
tobaccos



Show Family/Variant List for House selected in Q113 and Q114. Do not show MOB family if MOB house selected in Q113

< Animate Family/Variant list one House per screen with option for "other". Next button activates upon selection >



 In the last 1 year, in addition to the tobaccos you see below, were there any other tobaccos that you used to buy but have since stopped buying? Please do not include tobaccos you may have bought just once or twice to try.

If do not usually buy own tobacco : In the last 1 year, in addition to the tobaccos you see below, were there any other tobaccos that were bought for you but have since not been bought? Please do not include tobaccos that may have bought just once or twice to try.



Name
of pack



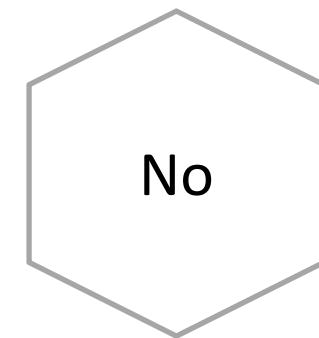
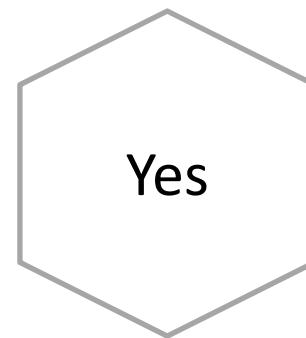
Name
of pack



Name
of pack



Name
of pack



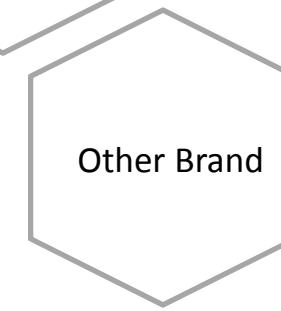
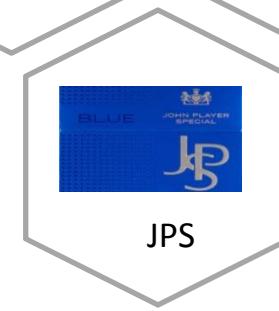
Mention all L10P plus Previous Brand in L1Y (if any). No brands to be shown twice e.g. if Previous MOB same as other L10P. If 'No' go to T6B



In the last 1 year, which other tobaccos were you buying ?

If do not usually buy own tobacco : In the last 1 year, which other tobaccos were bought ?

Please select the answer that applies. Please click on next if none of the displayed brands apply



Ask if 'Yes' in Q116. Display all Local Houses including the Local Houses of the Current MOB , Previous MOB in last 1 year (if any) as well as Local House of Other L10P brands .

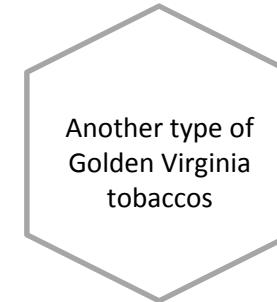
< Brands should be randomised across screens. Logo to be displayed along with Brand Name in Local/English Language as mentioned in Brand DB>



In the last 1 year, which other specific tobaccos were you buying ?

Please select the tobaccos that apply.

If do not usually buy own tobacco : In the last 1 year, which other specific tobaccos were bought for your use?



Show Family/Variant List for Houses selected in Q117. Do not show L10P Families /Previous MOB Family in 1 year (if any)

< Animate Family/Variant list one House per screen with option for "other". Next button activates upon selection >



Now I(CAWI: we) would like to know your likes
and dislikes about different brands



Q20



What is your opinion of these brands?

Please select the answer that applies.



Camel



I like the brand



Neutral/Not sure



I dislike the brand



Q21



You mentioned you LIKE Dunhill What is it about this brand that you LIKE?

Please select all answers that apply.



Ask ONLY if selected 'LIKED' at Q20 AND on pre-defined House list (pre-defined Likes/Dislikes list of 10 BAT and non-BAT brands)

Q22



You mentioned you DISLIKE Dunhill What is it about this brand that you DISLIKE?

Please select all answers that apply.



Ask ONLY if selected 'DISLIKED' at Q20 AND on pre-defined House list (pre-defined Likes/Dislikes list of 10 BAT and non-BAT brands)

Q23



Which of these statements best describes how you feel about this brand?

Please select the answer that applies.



L&M Original
30g

It is the only brand for me

I would consider changing to another brand



Q25

Alternate wording for those not buying own tobacco incorporated



What type of tobacco pack do you typically buy?



Please select the answer that applies.

If do not usually buy own tobacco: Regardless of who buys tobacco for your use, how are tobacco mostly bought for you ?



MYO Tin



RYO Pouch



Standing Bags



Pot



Ask only if MOB is 'Other' brands in Q12 . Market specific list. Type of packs shown and the wording used to be locally defined

Q 26

Alternate wording for those not buying own tobacco incorporated



What size pack do you usually buy?



Please select the answer that applies.

If do not usually buy own cig : Regardless of who buys tobacco for your use, which size of tobacco pack is usually bought for you ?

10

20

30



Ask only if MOB is 'Other' brands in Q12 . Show relevant pack size for the pack type usually bought in Q25. End market to select relevant pack sizes from Global grammage list



I (CAWI:we) will now show you some tobacco brands which were introduced in the market some time back.

You may or may not have seen them, since they may not be available everywhere.



Q27

Only for new launches and not for brand changes



How familiar are you with these tobacco brands?

Please select the answer that applies. Current Range indicates other types of the brand available in the market for your reference. Include purchases made by others for your use.



Name of pack



Have never seen or heard of them



Have only seen or heard of them



Have tried them



Have bought them once



Have bought them more than once

Current range



Randomise missiles (new launches only and not feature change) AND key non-missile family list (total missile plus non-missile not to exceed 15). OMIT variants selected in Q10 for non-missiles. For missiles which have been purchased in L3M in Q10 include only two options "Have bought them once" and "Have bought them more than once"



Brands sometimes change their packaging and other features.
I (CAWI: we) will now show you brands where changes have been made

You may or may not have seen the change, since they may not be available everywhere.





Which best describes how familiar are you with the new offer after the change ?



Please select the answer that applies



Previous offer



Have never
seen or heard of
them



Have only seen
or heard of them



Have tried
them



Have bought
them once



Have bought
them more
than once

To be asked for missiles with pack/feature change only. Randomise missiles family list.

Must select "Heard of the brand but know very little about it" or "Know something about the brand" for house in Q8.



Some of the brands you were aware of have been recently introduced.

I (CAWI:we) will now ask you some more questions about those brands.



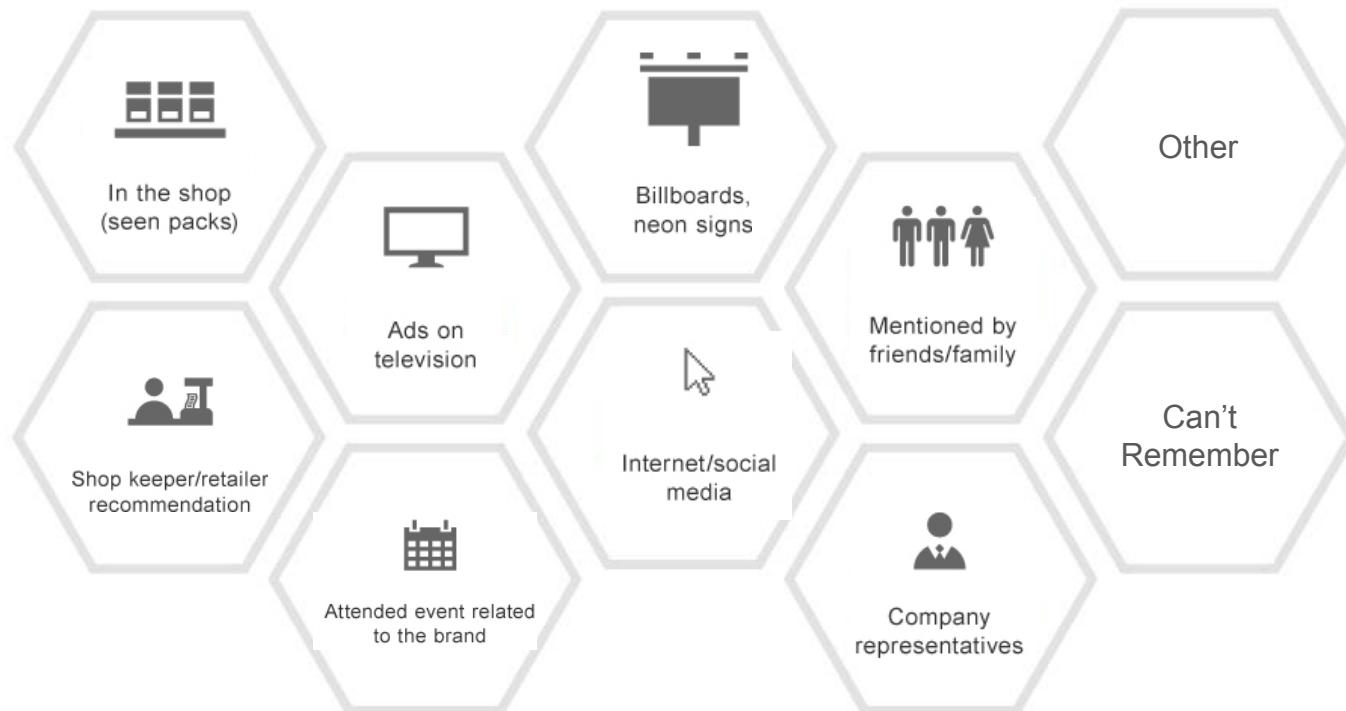


How did you come to know about this tobacco?

Please select the answer that applies.



Name of pack





How did you come to know about the change in the brand ?

Please select the answer that applies.



Name of pack



List to be made locally relevant. Display all missles with pack/feature changes coded as “seen or heard of them” OR “tried them” OR “bought them” in Q27N or selected in Q10

Q30



How new and different do you think this tobacco is compared to other tobacco?

Please select the answer that applies.



Q32

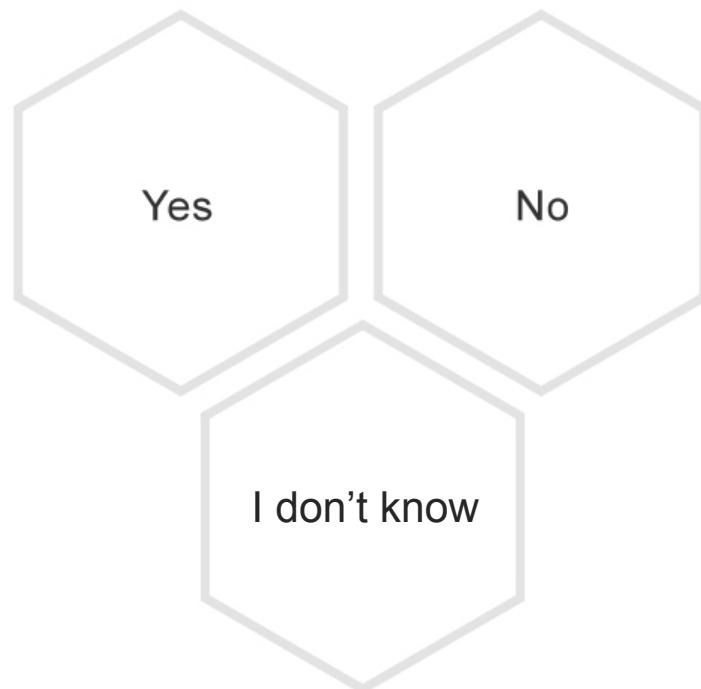


Would you be interested in buying this tobacco?

Please select the answer that applies.



Name of pack



Display missiles ONLY IF coded as "Have only seen or heard of them" or "Have tried them" in Q27/Q27N

Q33



Having bought this tobacco before, would you buy it again?

Please select the answer that applies.



Name of pack

NO

Will not
buy again

YES

Will buy now
and then

YES

Will buy
regularly



Q34



Would you recommend this tobacco to another adult smoker?

Please select the answer that applies.



Name of pack

Yes

No





What is your opinion of these brands?

Please select the answer that applies.



I like the brand



Neutral/Not sure



I dislike the brand





You mentioned you LIKE Luckies
What is it about this brand that you LIKE?

Please select all answers that apply.





You mentioned you **DISLIKE** Luckies
What is it about this brand that you **DISLIKE**?

Please select all answers that apply.



T10



I (CAWI:we) would now like to ask you your opinion of some tobacco brands



Q36



Which of these brands... are good value for money?

Please select all the brands that apply.



Dunhill



Marlboro Red



Camel Main



L&M



Pall Mall



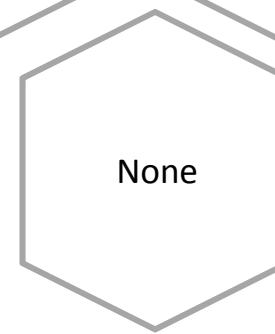
Chesterfield



Lucky Strike



Davidoff



None

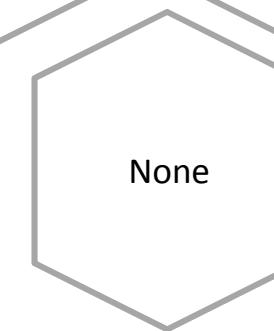


Q37



Which of these brands... are high quality?

Please select all the brands that apply.

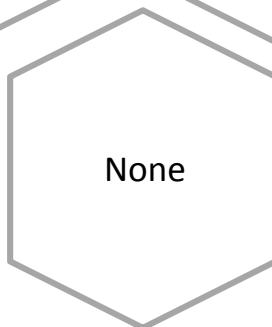


Q38



Which of these brands... **have great taste?**

Please select all the brands that apply.

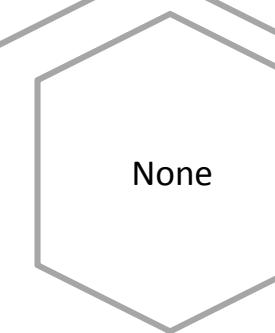


Q39



Which of these brands... **appeal to you more than other brands?**

Please select all the brands that apply.



Q40



Which of these brands... **meet your needs?**

Please select all the brands that apply.



Dunhill



Marlboro Red



Camel Main



L&M



Pall Mall



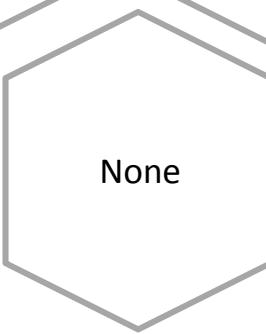
Chesterfield



Lucky Strike



Davidoff



None



Q41



Which of these brands...

offers something different than other brands?

Please select all the brands that apply.



Dunhill



Marlboro Red



Camel Main



L&M



Pall Mall



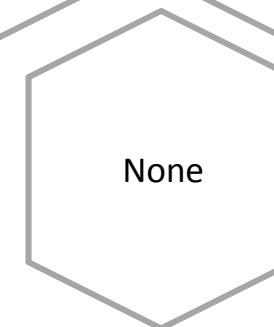
Chesterfield



Lucky Strike

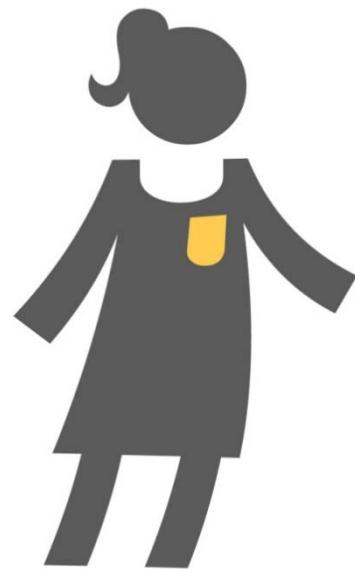


Davidoff



None





Thank you. And now a few more questions about tobacco brands



See appendix for Evoked Set creation. Q42-Q51 to be rotated and randomised.

Attributes will be aligned with market's brand portfolio and respondent's' price and consumer segments

Q42



Which of these brands... are modern ?

Please select all the brands that apply.



Dunhill



Marlboro Red



Camel Main



L&M



Pall Mall



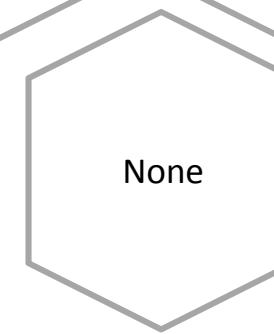
Chesterfield



Lucky Strike



Davidoff



None



Q43



Which of these brands...
have a pleasant smell/aroma?

Please select all the brands that apply.



Dunhill



Marlboro Red



Camel Main



L&M



Pall Mall



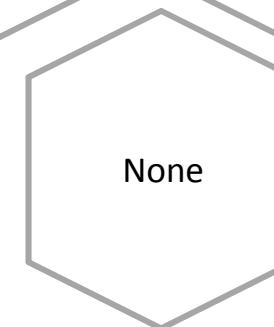
Chesterfield



Lucky Strike



Davidoff



None



Q44



Which of these brands...

have long-lasting, good quality packaging?

Please select all the brands that apply.



Dunhill



Marlboro Red



Camel Main



L&M



Pall Mall



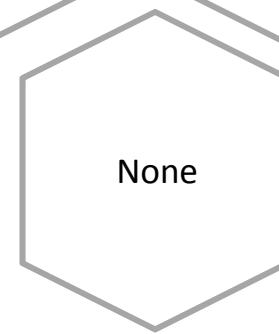
Chesterfield



Lucky Strike



Davidoff



None

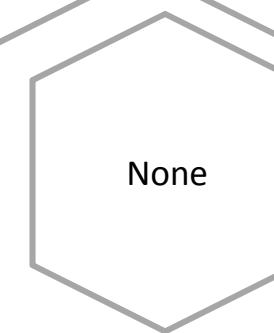


Q45



Which of these brands... are popular ?

Please select all the brands that apply.



Q46



Which of these brands... are genuine?

Please select all the brands that apply.



Dunhill



Marlboro Red



Camel Main



L&M



Pall Mall



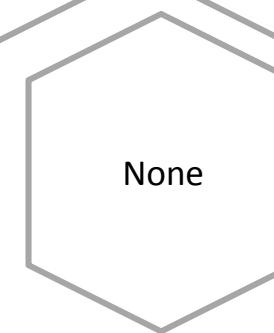
Chesterfield



Lucky Strike



Davidoff



None

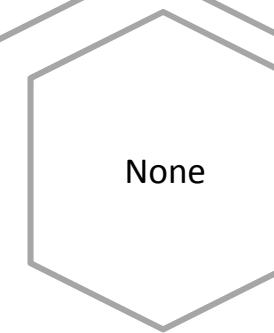


Q47



Which of these brands... are stylish?

Please select all the brands that apply.



Q48



Which of these brands... are rich in heritage and tradition?

Please select all the brands that apply.



Dunhill



Marlboro Red



Camel Main



L&M



Pall Mall



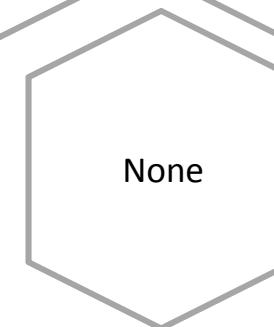
Chesterfield



Lucky Strike



Davidoff



None



Q49



Which of these brands... are friendly and approachable?

Please select all the brands that apply.



Dunhill



Marlboro Red



Camel Main



L&M



Pall Mall



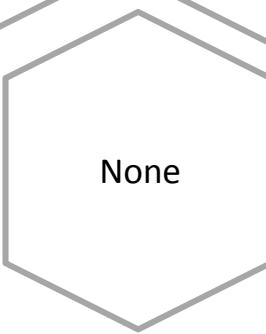
Chesterfield



Lucky Strike



Davidoff



None

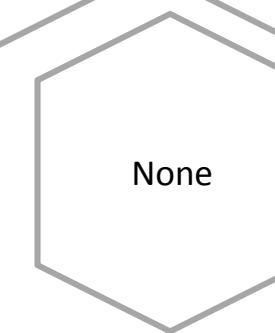


Q50



Which of these brands... are trusted and reliable?

Please select all the brands that apply.



Q51



Which best applies to these brands?

Please select the answer that best applies.



Masculine



Unisex



Feminine



Q53



Have you come across any quality problems with this brand in the past month?

Please select the answer that applies.



Name of pack

Yes

No





Next I (CAWI:we) would like to ask you a few questions about electronic cigarettes, also known as e-cigarettes.

An e-cigarette is a battery powered device which mimics the ritual of smoking and produces a vapour that may or may not contain nicotine.

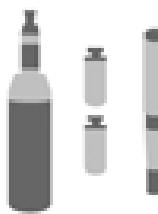


Q54



How familiar are you with e-cigarettes?

Please select the answer that applies.



E-Cigarettes

I had
never
heard of
them
before

I had heard
of them,
but have
never tried
them

I have
tried them
at least
once

I use them
nowadays



Ask ONLY if did NOT select "e-cigarettes" at Q3. If select "never head of", proceed to Purchase Behaviour section. If selected "heard of, but never tried" proceed to Q55. If select "have tried" proceed to Q5800

Q55



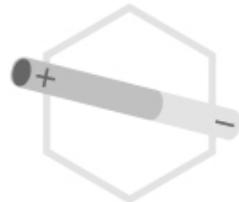
Do you think that you might try e-cigarettes in the future?

Please select the answer that applies.





E-Cigarettes come in three different types: disposable, rechargeable, and modular.



Rechargeable

Includes 2 to 3 parts, with rechargeable battery & disposable, replaceable cartridges



Disposable

Includes single part similar in size to a traditional cigarette; For single-use throw-away (non-rechargeable)



Modular

Includes interchangeable, customisable components (battery, tank, heating elements, e-liquids)



Q58



How familiar are you with this type of e-cigarette?

Please select the answer that applies.

Rechargeable

Includes 2 to 3 parts, with rechargeable battery & disposable, replaceable cartridges



I had never heard of them before

I had heard of them, but have never tried

I have tried them at least once

I use them nowadays



Ask if selected “e-cigarettes” at Q3 OR selected “tried them” OR “use nowadays” at Q54. Proceed to Q5800.

Q5800



How familiar are you with this type of e-cigarette?

Please select the answer that applies.



Disposable

Includes single part similar in size to a traditional cigarette; For single-use throw-away (non-rechargeable)

I had never heard of them before

I had heard of them, but have never tried

I have tried them at least once

I use them nowadays

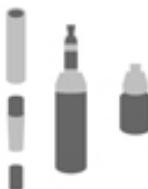


Q5801



How familiar are you with this type of e-cigarette?

Please select the answer that applies.



Modular

Includes interchangeable,
customisable components (battery,
tank, heating elements, e-liquids)

I had
never
heard of
them
before

I had heard
of them,
but have
never tried

I have
tried them
at least
once

I use them
nowadays



If select “use nowadays” proceed to Q59. Otherwise, proceed to Q56

Q59



You mentioned that you use a modular e-cigarette.
Which type do you use more often?

Please select all answers that apply.



Mid-Sized Vaping Device

Slightly bigger in size than a traditional cigarette,
with refillable cartridge for different e-liquid
flavours and strengths



Large Vaping Device

Significantly larger in size than a
traditional cigarette, with fully modular
and interchangeable parts (battery,
casing, and tank), higher battery
power/ higher power device;
sometimes programmable

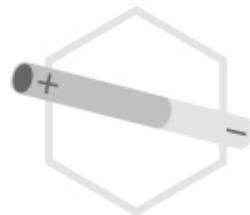


Q56



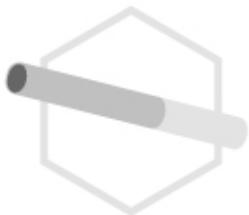
Which type of e-cigarette do you use most often?

Please select the answer that applies.



Rechargeable

Includes 2 to 3 parts, with rechargeable battery & disposable, replaceable cartridges



Disposable

Includes single part similar in size to a traditional cigarette; For single-use throw-away (non-rechargeable)



Modular

Includes interchangeable, customisable components (battery, tank, heating elements, e-liquids)



Ask if selected “use nowadays” at more than one at Q5800-Q5801. Show all types selected “use nowadays” Q58 - Q5801.

Q57



How often do you use e-cigarettes? (including any of the types.)

Please select the answer that applies.

Less frequently

Once per week

Every 2-3 days

Daily



Q5700



How long have you used any e-cigarettes?

Please select the answer that applies.

Less than
3 months

Between
3 and 6
months

Between
7 and 12
months

More than
1 year

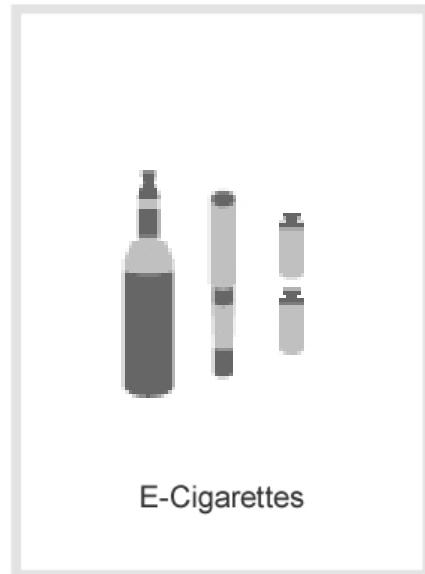


Q5701



Since you started using e-cigarettes, have you changed your usage of self-made cigarettes?

Please select the answer that applies.



Yes
I smoke **a lot less** self-made cigarettes

Yes
I smoke **somewhat less** self-made cigarettes

No
I smoke the **same amount of** self-made cigarettes as earlier



Ask ONLY if selected “E-Cigarettes” at Q3 OR “use nowadays” at Q54

Q60



How familiar are you with this brand of e-cigarettes?

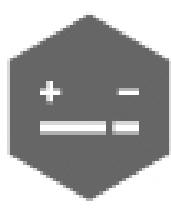
Please select the answer that applies for each brand.



I had never
heard of
them before



I had heard of
them, but have
never tried



I have tried
them at least
once



I buy them
nowadays



Ask ONLY in markets with VYPE. Proceed to Q61 if more than 1 brand "buy nowadays"

< Fill from right, max. 20 brands >

112

Q61



Which one brand do you buy more than any other brand?

Please select the brands that best applies.



NON-VYPE MARKETS: Ask for pre-defined list of 5 global e-cigarette brands + 3 local brands + other + none

VYPE MARKETS: Ask if selected more than 1 brand “buy nowadays” at Q60 for all brands selected “buy nowadays” at Q60.

T13



Now I (CAWI:we) would like to ask you some questions about how you normally buy your tobacco



Ask if coded 'I usually buy tobacco myself' or 'Bought almost equally by myself & someone else' in Q108. If coded 'Someone else usually buys tobacco for me' in Q108 Please go to T14

Q62

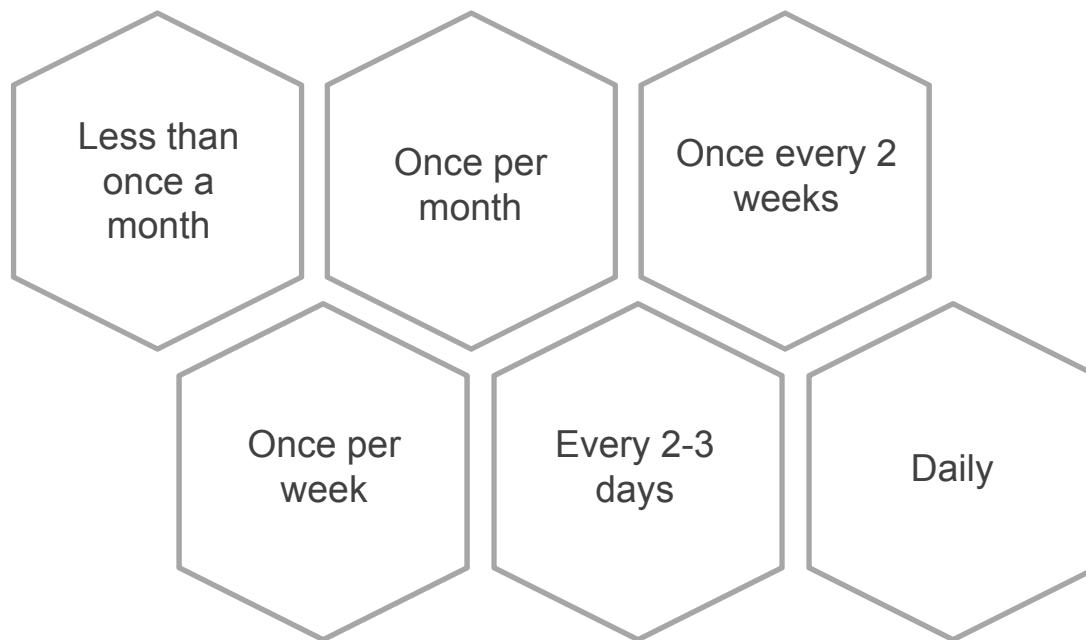
Amended Response Codes : Do
not buy own tobacco
removed



How often do you buy tobacco?

Please select the answer that applies.

If do not usually buy own tobacco : Regardless who buys tobacco for your own use, how often are tobacco purchased for you ?



Ask if coded 'I usually buy tobacco myself' or 'Bought almost equally by myself & someone else' in Q108.

Q6300



Which of these places have you visited in the last week?

Please select the answer that applies.

General merchandising store

Have not been there

Visited, but did not buy tobacco

Visited and bought tobacco



Ask if coded 'I usually buy tobacco myself' or 'Bought almost equally by myself & someone else' in Q108.
Market specific channel list (recommend max number of choices should not exceed 15)

Q63



Which specific < CHANNEL Q6300> did you visit?



Please select all answers that apply.



Ask if coded 'I usually buy tobacco myself' or 'Bought almost equally by myself & someone else' in Q108.

Ask for all channels selected 'visited and bought tobacco' at Q6300. Show market outlet list, one channel per screen
(recommend max number of choices should not exceed 15)

Q64



Where do you most often buy tobacco?

Please select the answer that best applies.



Ask if coded 'I usually buy tobacco myself' or 'Bought almost equally by myself & someone else' in Q108.

If selects "once per week" OR "every 2-3 days" OR "daily" at Q6300-Q601 show channels/outlets "visited and bought" at Q6300

If selects "less than once per week" at Q62 show all channels/outlets, including not bought in last 1 week (recommend max 15 channels)

Q601



At which < CHANNELQ64 > do you usually buy tobacco?



Please select the answer that best applies.



Ask if coded 'I usually buy tobacco myself' or 'Bought almost equally by myself & someone else' in Q108. Show entire outlet list for channel selected at Q64

Q65



If the tobacco you want to buy is not available at your regular outlet, what would you do?

Please select the answer that best applies.

Buy another type
of tobacco from the same brand

Buy a different brand

Go to another store to buy the brand I want

Something else



Ask if coded 'I usually buy tobacco myself' or 'Bought almost equally by myself & someone else' in Q108.



So far you have been asked questions related to Roll-Your-Own/Make-Your-Own tobacco. Now I (CAWI: we) would like to ask you questions related to another category: factory manufactured cigarettes.

When I (CAWI: we) say cigarettes it means pre-made factory manufactured cigarettes and not “Make Your Own”/ “Roll Your Own” that you smoke



Q80



How often do you smoke cigarettes?

Please select the answer that applies.

Less than
once per
month

At least once
per month

At least once
per week

Daily



Ask only if selected “cigarettes” at Q3. otherwise skip to Q96
If select : “Less than once per month” skip to Q96.

Q5

Amended Response
Grid



How many cigarettes do you normally smoke per day?

Please use the number pad below to select the correct number (for CAWI: alternatively use your keyboard)

1	2	3
4	5	6
7	8	9
	0	✖



Ask if selected “Daily” at Q80. Minimum answer choice of 1. Maximum answer choice of 99.



How many cigarettes do you normally smoke per week?

Please use the number pad below to select the correct number (for CAWI: alternatively use your keyboard)

1	2	3
4	5	6
7	8	9
	0	✖





How many cigarettes do you normally smoke per month?

Please use the number pad below to select the correct number (for CAWI: alternatively use your keyboard)

1	2	3
4	5	6
7	8	9
	0	✖



Q3b



Which of these manufactured cigarette brand(s) do you buy most often?

Please select the brand that apply.

If do not usually buy own tobacco : Which of these manufactured cigarette brand(s) are bought for you most often?



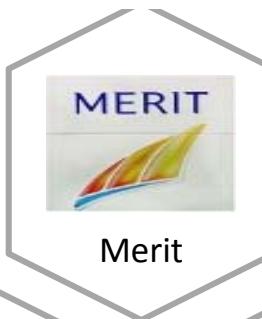
Dunhill



Marlboro Red



Camel Main



Merit



Pall Mall



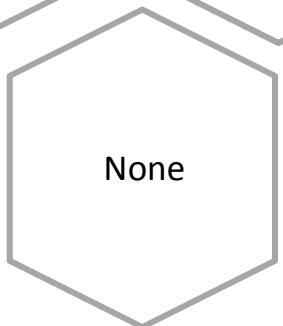
Chesterfield



Vogue



Multi Filter



None



Q802



When do you tend to buy factory manufactured cigarettes?

Please select all of the answers that apply

- When some brands are on sale
- When have more money
- When I run out of self-made cigarettes and fine cut tobacco is not available
- When there is a special occasion coming up
- Other



< OPTIONAL >

Ask only if selected Manufactured Cigarette 'At least once per month' in Q80

Q96



Immediately before you started to smoke self-made cigarettes, did you use any of these other types of tobacco products on a daily basis?

Please select the answer that applies.



Legal age will be Market specific

Only show the relevant answer choices (i.e. do not show RYO if currently smokes RYO)

Q97



Which of these manufactured cigarette brands did you smoke most often?

Please select the brand that apply.



Dunhill



Marlboro Red



Camel Main



Merit



Pall Mall



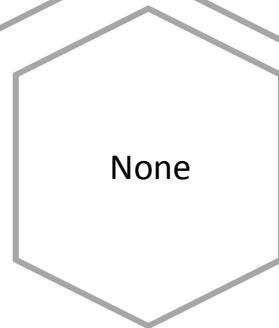
Chesterfield



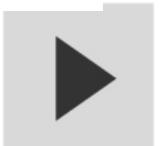
Vogue



Multi Filter



None



Show complete house list of brands

Ask to those selecting "Manufactured Cigarettes" in Q96

Q 81



Which reason best describes why you changed from smoking manufactured cigarettes regularly to smoking self made cigarettes regularly ?

Please select all of the answers that apply.

Lower cost

Better taste

Like to roll cigarettes

Because others in my group smoke self made cigarettes

Other



ASK if Manufactured Cigarette not smoked ' Daily' or 'At least once/week in Q 80'
AND if used to smoke manufactured cigarettes daily before smoking self made cigarettes in Q 96



You have almost come to the end of
the questionnaire

Before you finish, please tell me
(CAWI: us) a little more about yourself

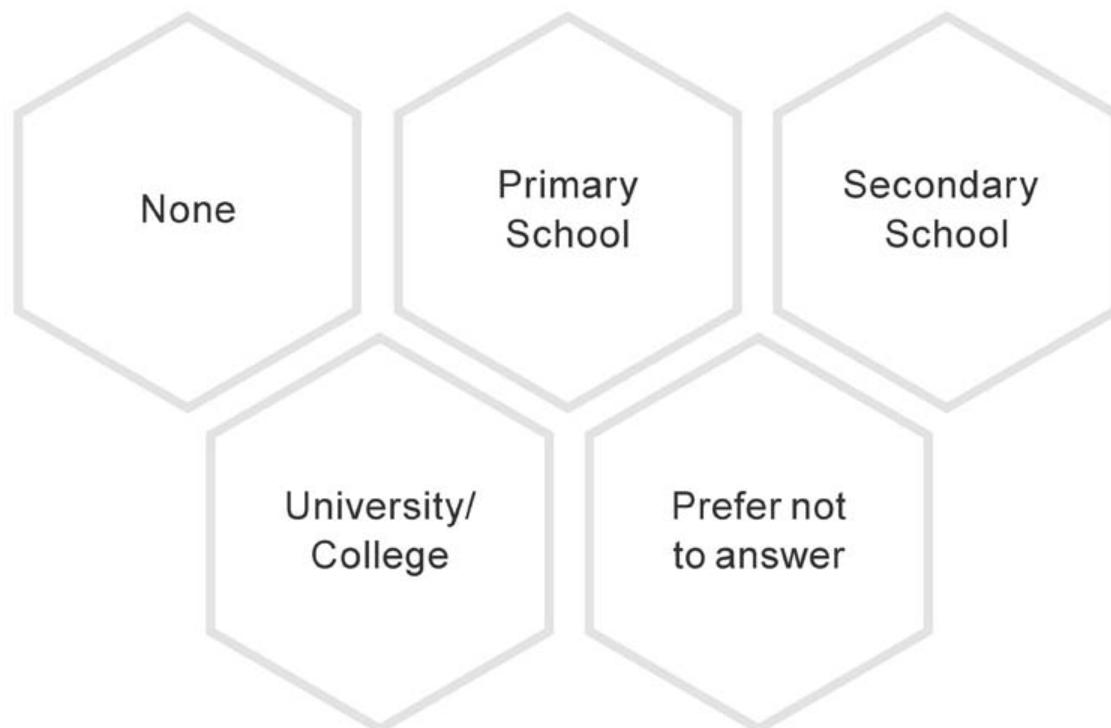


Q90



What is the highest level of education you have completed?

Please select the answer that applies.

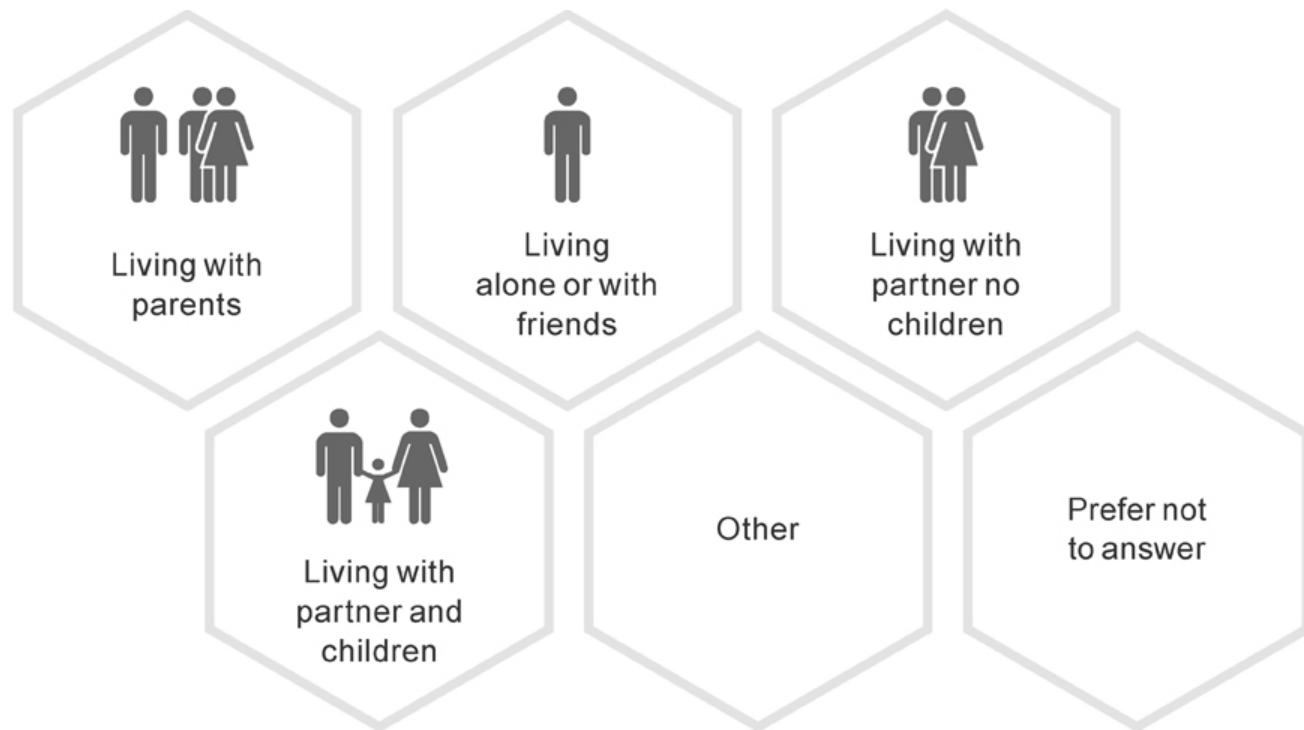


Q91



Which of the following best describes you?

Please select the answer that applies.



Q92



What is your primary occupation?



Please select the answer that applies.



Maximum 7 market-specific answer choices as simple as possible whilst ensuring least mention of “other”

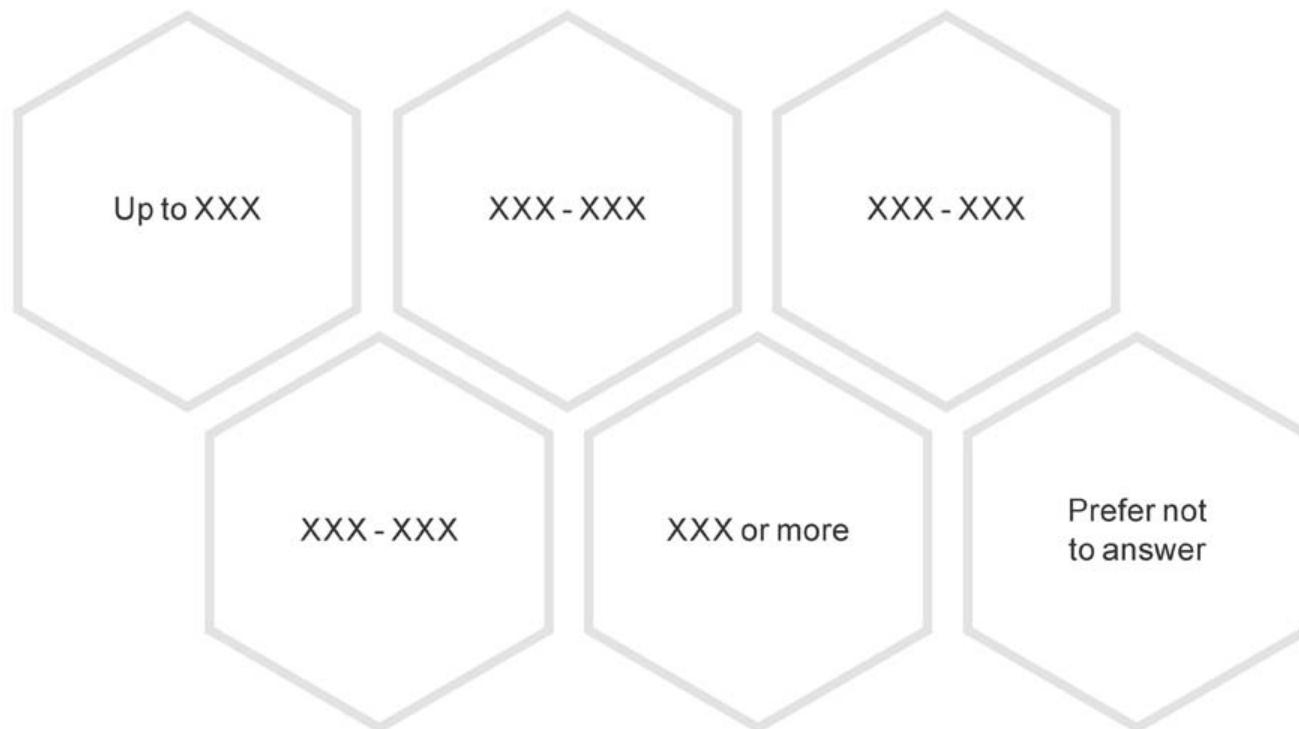
Q93



What is your gross monthly (or annual) household income?



Please select the answer that applies.



Q97



How often do you use the internet?

Please select the answer that applies.

Never

Less often

At least
once per week

Everyday



Q98



Which of the following statements best describes you?

Please select the answer that applies.

I have
fewer friends
than others

I have a
similar number of friends than others

I have
more friends than others



Q99



When choosing a new tobacco brand, how influenced are you by what others use or recommend?

Please select the answer that best applies.

Not at all
influenced

Somewhat
influenced

Very much
influenced



Q100



How much do you influence the tobacco brand choice of other adult smokers?

Please select the answer that best applies.

Very
little

Somewhat

A lot



Q101



How often do you talk about tobacco brands with other adult smokers?

Please select the answer that best applies.

Never

Rarely

Sometimes

Often



Q102



How important is price when trying a new tobacco brand for the first time?

Please select the answer that best applies.

Not important

The cost is too small
to worry about

Somewhat important

But I don't mind taking
the risk

Very important

Tobacco is
expensive and
I might not like them
once bought



Q105



Which socio-economic class best describes you?

Please select the answer that best applies.





Please hand back the
tablet to the interviewer.





For procedural purposes can I please note down your address and telephone details?

These details will only be used for quality control purposes.

< Type NAME here >

< Type TELEPHONE here* >

< Type ADDRESS here >

Street:

House number:

City:

Postal Code:

< Type EMAIL here* >



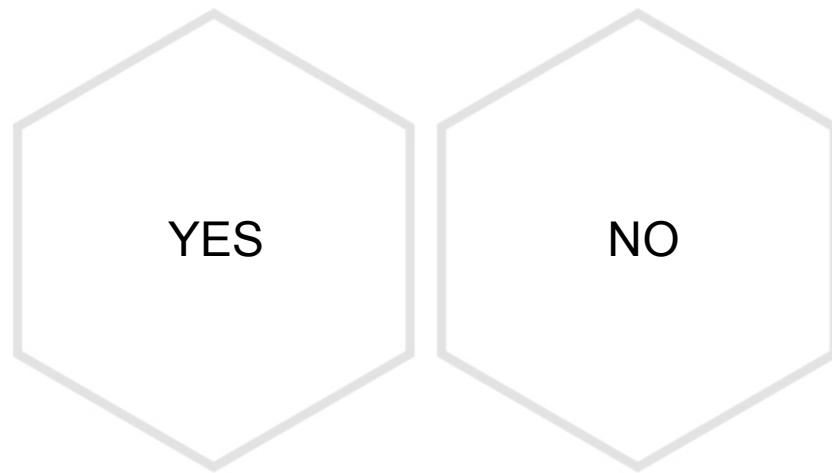
Interviewer to explain to respondent quality check procedure in the country

< Email and telephone number are OPTIONAL >

Q103



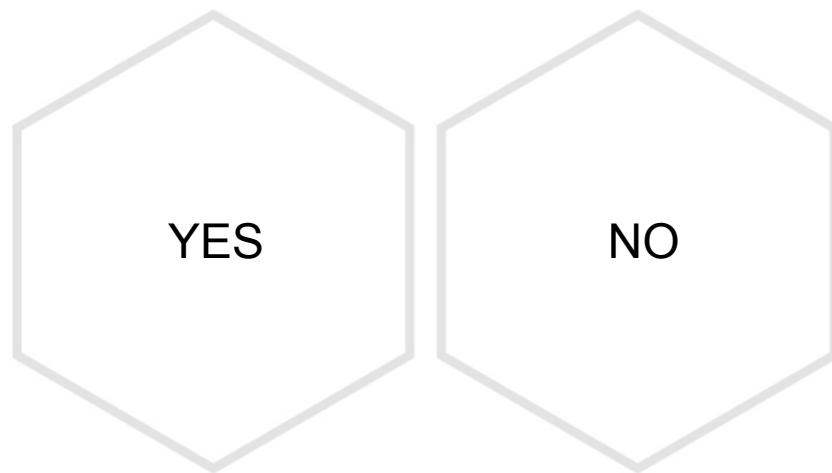
Thank you for participating. Are you willing to participate in the future in surveys related to tobacco or other products?



If selects "YES" proceed to Q1030



May I keep a record of your name and contact details so I can occasionally invite you to take part in surveys in the future?

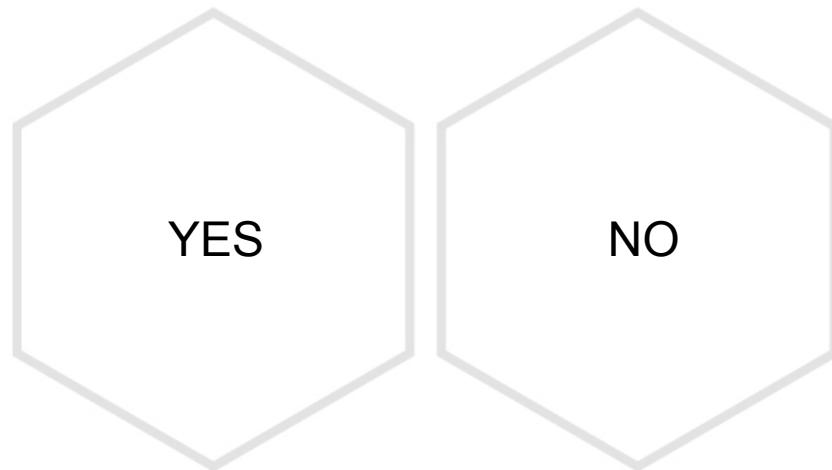


Ask ONLY If selected "YES" at Q103. If select "YES", interviewer to give letter from local TNS with number to call if they wish to be removed from the list (compliant with local rules). Letter states future contacts will be by phone, email or text, and they are free to decline



May we keep a record of your name and contact details so that we can occasionally invite you to take part in surveys in the future?

If you select "yes" we will send you an email with a link. In the future if you decide to be removed from the list you need to simply click on the link.



Ask ONLY If selected "YES" at Q103. If select "YES", local TNS to send an email to the respondent's email id with a link to click if they wish to be removed from the list (compliant with local rules). Email states future contacts will be by phone, email or text, and they are free to decline



Did the interview change back to you completing the answers on the tablet instead of the respondent at any stage during the interview?

YES

NO





Please give an estimate of when the tablet was given back to you.

In the first
quarter or the
interview

Halfway
through the
interview

At the end of
the interview





At the beginning of the interview the respondent chose to not self complete the interview. Did the respondent take over the tablet at any stage during the interview to fill in the answers by her/himself?

Yes

No





Can you please give an estimate as to when the respondent started to fill in the answer by her/himself?

In the first quarter of the interview

Halfway through the interview

At the end of the interview





Where did this interview take place?

In the street

In the
respondent's
home

Outside
respondent's
home

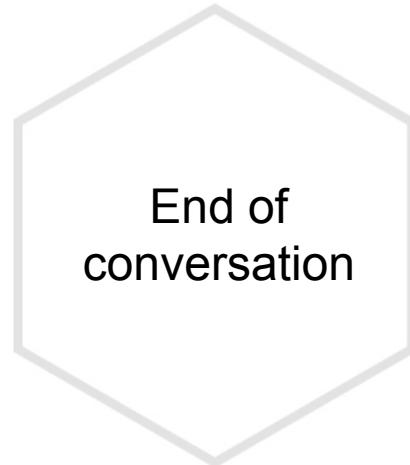
Other Location



T18



Thank you very much for your valuable answers! Have a good day!





Interviewer declaration

Please tick this box to confirm that you have conducted this interview abiding by the rules of the TNS/ESOMAR code of conduct.

