



TRACK FC Questionnaire

Global Master Version

June 2014



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

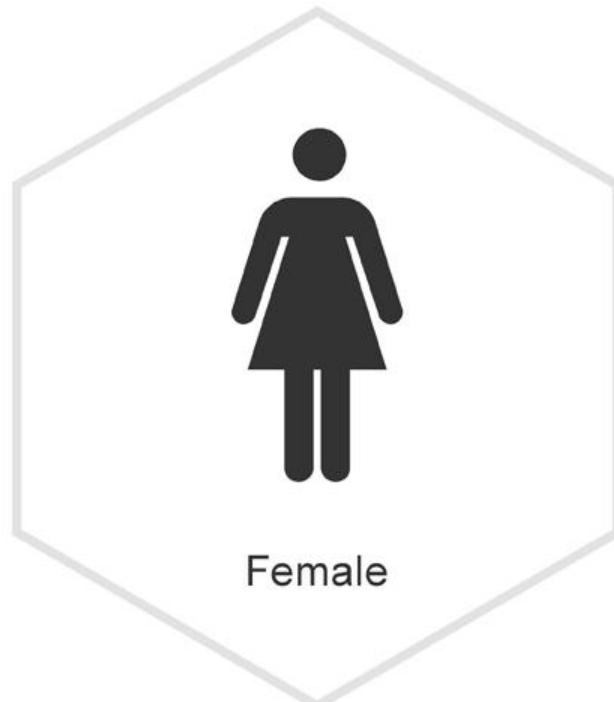
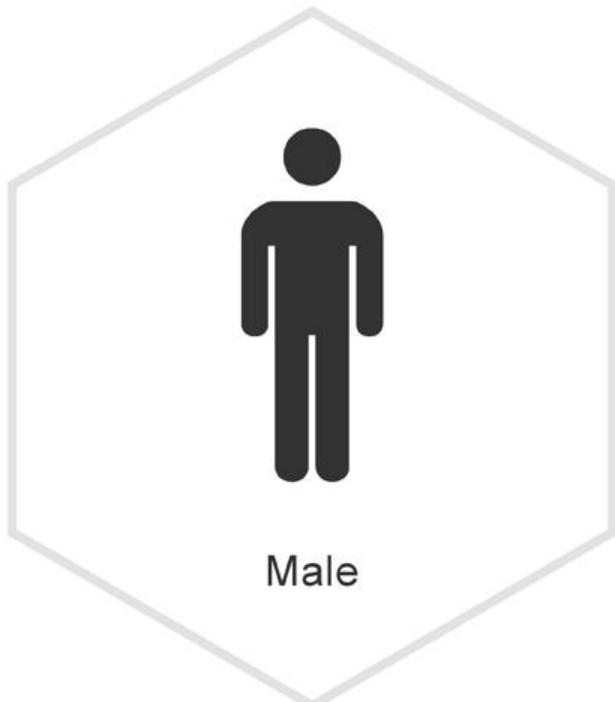




Please record the respondent's gender.



Select the answer that applies.





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
- -

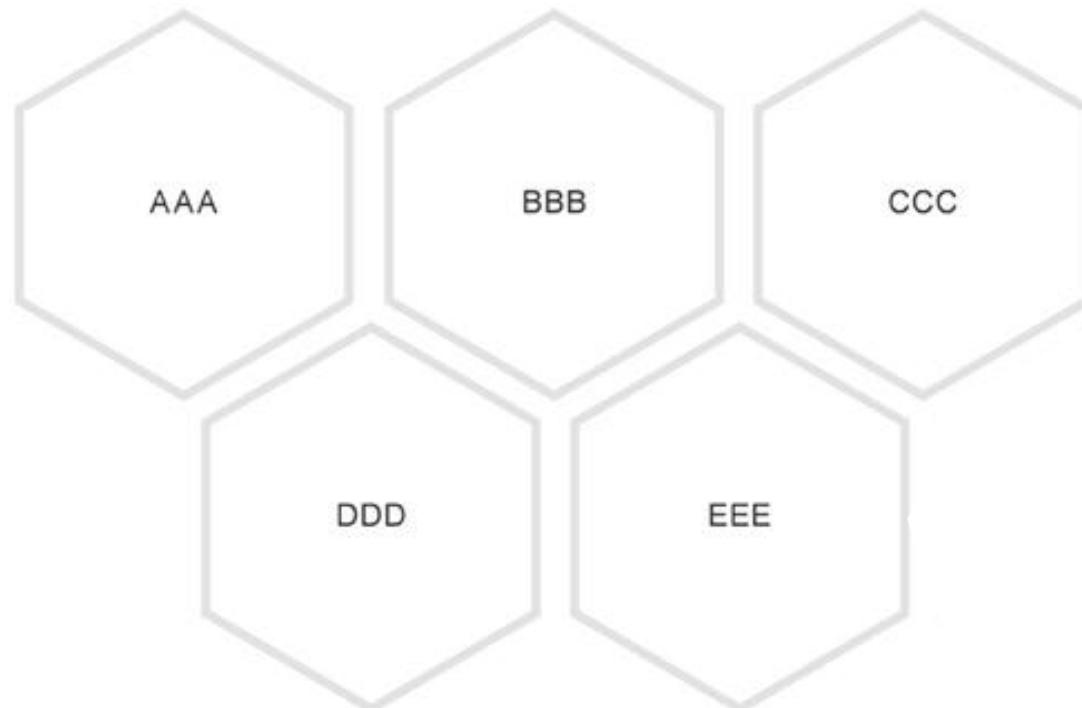


Range from “(year for maximum age - 3 years) or older” to “(year from minimum age + 3 years) or younger”
TERMINATE if older than maximum age, younger than minimum age



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

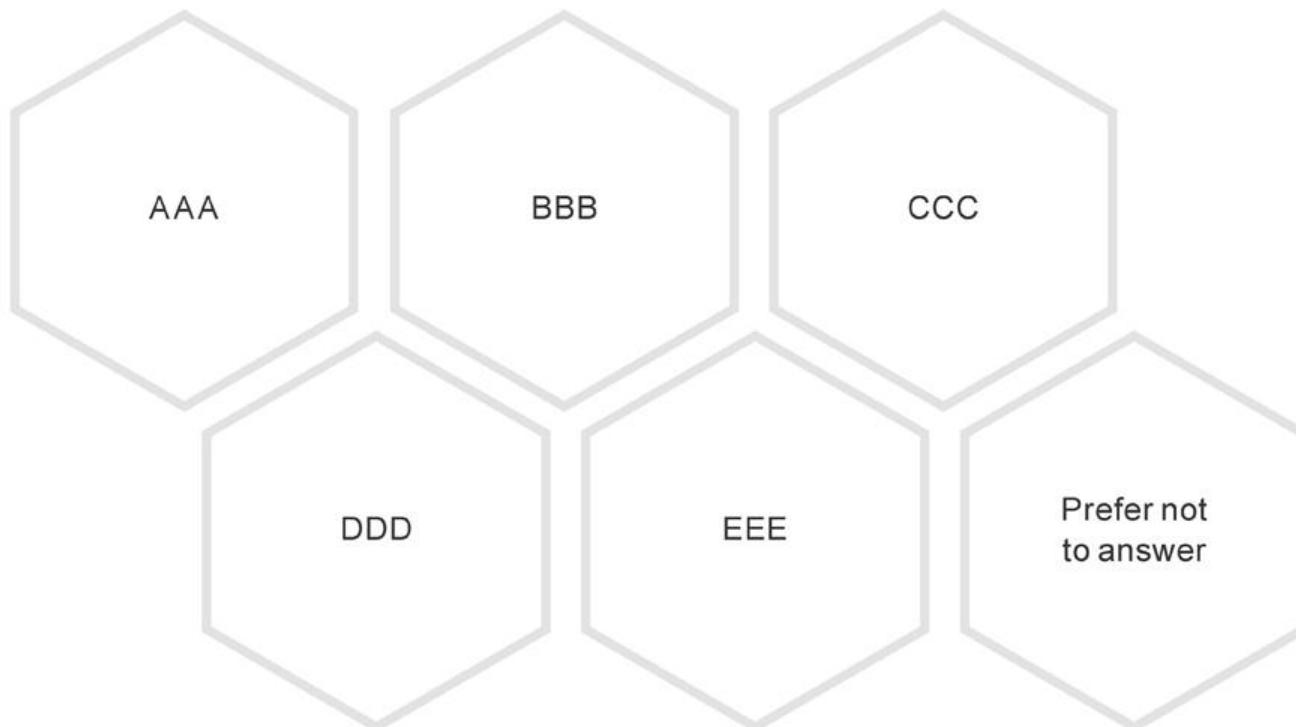
Please select the answer that best applies.





Which of the following best describes your ethnicity?

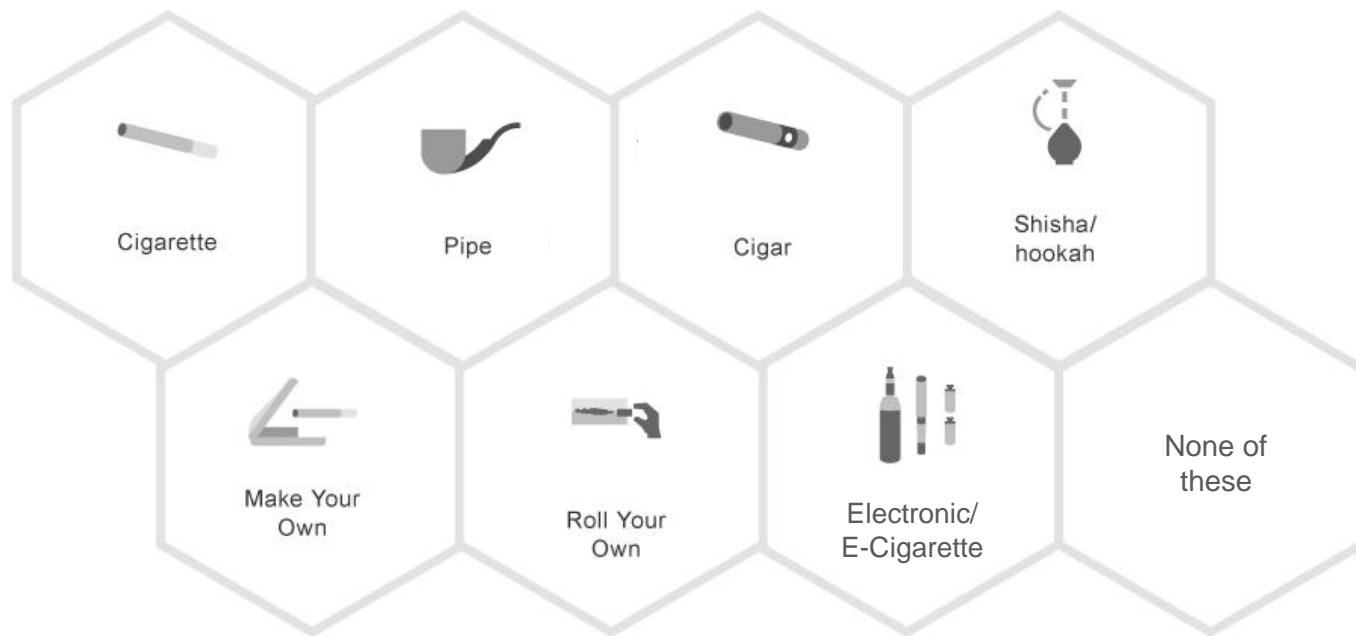
Please select the answer that applies.





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 8 answer choices >



Now I 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 only interested in your smoking behaviour since you were < LEGAL SMOKING AGE>





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



Please select the answer that applies.

Yes

No





On an average, how many self-made cigarettes do you normally smoke a day?

Please select the correct number by tapping on the plus (+) or minus (-).

1

+

-

A dark grey hexagonal input field containing the number '1' in white. Above the '1' is a small blue '+' sign, and below it is a small blue '-' sign. The input field is surrounded by a light grey hexagonal outline.



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

Please select the correct number by tapping on the plus (+) or minus (-).

1

+

-

A digital input field for a number, currently showing '1'. It features a dark grey hexagonal center with a light grey triangular base. A blue '+' sign is positioned above the center, and a blue '-' sign is positioned below it.



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

Please select the answer that applies.

1 Year or
less

Between
1 and 2 years

Between
2 and 5 years

More than
5 years





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



Please select the answer that applies.

With a filter

Without a filter





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





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

Interviewer to type and select brand names in order of mention. 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 > Can record spontaneous awareness at stated level (House/Family/Variant).



Which is the next brand that comes to mind?

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



First brand
appears here



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

< OPTIONAL > Can record spontaneous awareness at stated level (House/Family/Variant).



Which other brands come to mind?

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



+



< OPTIONAL > Recorded 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 3 brands added (maximum) for a total of 5 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



Now I would like to ask you
more detailed questions
about tobacco brands

Please press ►
to continue





How well do you know these brands of tobacco?

Please select the answer that applies for each brand.

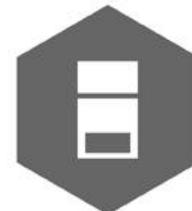
Pall Mall
Pall Mall



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)





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.



Ask for House list brands "I know something about "

< Brands should be randomised across Q9/Q900/Q901, displayed in LOCAL then English language >



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.



Ask for House list brands "I know something about ". ONLY if more than 10 brands, randomise brands at Q10a-Q10c

< Brands should be randomised across Q9/Q900/Q901, displayed in LOCAL then English language >



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.



Ask for House list brands “Ask for House list brands “I know something about”. ONLY if more than 20 brands, randomise brands at Q10a-Q10c

< Brands should be randomised across Q9/Q900/Q901, displayed in LOCAL then English language >



Which specific tobacco did you buy?

Please select all that apply.



Rokers sterven jonger / Les fumeurs meurent prématûrement / Raucher sterben früher

Name of pack



Roken veroorzaakt dodelijke longkanker / Fumer provoque le cancer mortel du poumon / Rauchen verursacht tödlichen Lungenkrebs

Name of pack



Roken verouderdt uw huid
Fumer provoque un vieillissement de la peau
Rauchen lässt Ihre Haut altern

Name of pack



Stoppen met roken vermindert het risico op chronische horen en longziekten. Arbeiders die fumer réduit les risques de maladies cardiaques et pulmonaires mortelles. / Wer den Rauchen aufgibt, verringert das Risiko tödlicher Herz- und Lungenerkrankungen

Name of pack



Roken verouderdt uw huid
Fumer provoque un vieillissement de la peau
Rauchen lässt Ihre Haut altern

Name of pack



Roken tijdens de zwangerschap is slecht voor uw baby
Fumer pendant la grossesse nuit à la santé de votre enfant
Rauchen in der Schwangerschaft schadet Ihrem Kind

Name of pack



Rokers sterven jonger / Les fumeurs meurent prématûrement / Raucher sterben früher

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 will show you the tobacco brands you told me you bought in the past 3 months. Can you please tell me which of them you bought during your last 5 purchases?

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





Which of these did you buy in your last 5 purchases?

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



Name of pack



Name of pack



Name of pack



Other Brand 1



Bought in the last 5 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 >



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

Please hand your tablet to the interviewer.

Type brand here



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 >



Out of the last 5 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:
5



Name
of pack

1

1

1

1

1



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

< Next button activates when Total = 5. Error message appears if select "next" AND total does NOT equal 5 >



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

Please select the brand that applies.



L&M Original
30g



NEXT Quality
30mg



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.

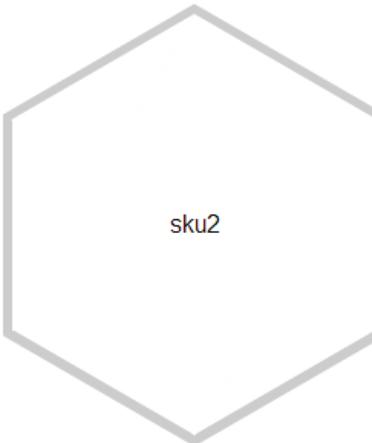
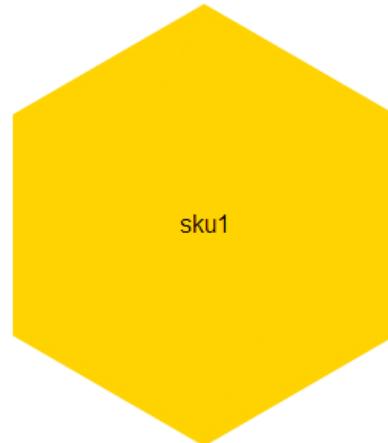


From the list below, which specific tobacco do you buy most often?

Please select the answer that applies.



L&M Original
30g



Record pack size/type (SKU) for MOB Family selected at Q13 OR Q1300 from comprehensive list of SKUs. IF answer here, OMIT Q25-Q26.
SKIP if no further SKU under Family OR if selected "other" as MOB



How long have you been smoking this tobacco?

Please select the answer that applies.



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. If exactly 2 years, record as 'Between 1 and 2 years'. Similarly exact 5 years to be recorded as 'between 2 and 5 years'



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



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



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.

Louis Doize
Louis Doize

YES

I DON'T
KNOW

NO





Now I would like to know about brands you may have used in the past. Before that, in the next three screens, I will explain how to answer the following questions.



People sometimes switch from one tobacco brand to another



Changed my
brand, but not
the type of
tobacco





People might change to a different type of tobacco (i.e. different flavour or taste) but keep the same brand of tobacco





Have you changed the brands or the type of tobacco you smoke in the last one year?

Please select all answers that apply

Didn't change
what I smoke

Changed the brand
I smoke

Kept the same
brand, but
changed the
type of tobacco
(i.e. flavour or taste)





Before you changed, which brand(s) of RYO/MYO tobacco were you buying?

Please select all brands that apply.

Johnson
Johnson

Pall Mall
Pall Mall

Lucky Strike
Lucky Strike

Next
Next

Javaanse Jongens
Javaanse Jongens

L&M
L&M

Marlboro
Marlboro

Johnson
Johnson

Louise Doize
Louise Doize

L&M
L&M

Other Brand





Before you changed, which specific < Q17 BRAND NAME > tobacco were you buying?

Please select all of the brands that apply.



NEXT 30g Blended



NEXT 28g Blended

*Another
type of
NEXT
tobacco*



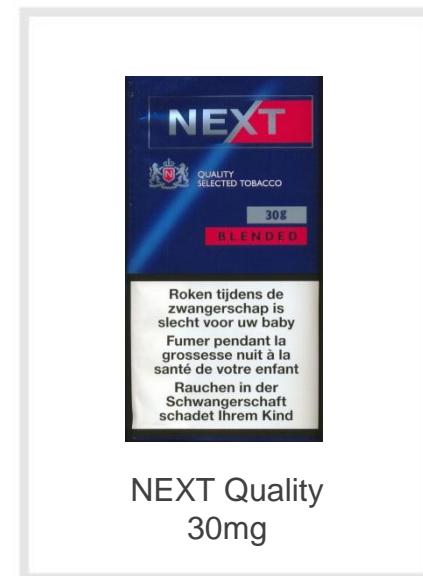
If selected ONLY 'changed brand' Q16, show Family/Variant list for Houses selected in Q17. If selected ONLY 'changed product' Q16, show ONLY Family/Variant list for MOB House.. If selected BOTH 'changed brand' AND 'changed product', FIRST show 1 screen with Family/Variant list for Houses selected in Q17 and THEN show second screen with Family/Variant list for MOB House

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



Out of these, which were you purchasing most often?

Please select the brands that apply.



Ask ONLY if selected more than 1 brand in Q18. Show all brands selected in Q18

< Next button activates upon selection >



What is your opinion of these brands?

Please select the answer that applies.

Pall Mall
Pall Mall



I like the brand



Neutral/Not sure



I dislike the brand



You mentioned you LIKE < BRAND > What is it about this brand that you LIKE?

Please select all answers that apply.





You mentioned you **DISLIKE** < BRAND >. What is it about this brand that you **DISLIKE**?



Please select all answers that apply.





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





What type of tobacco pack do you typically buy?

Please select the answer that applies.



MYO Tin



RYO Pouch



Standing Bags



Pot





What size pack do you usually buy?

Please select the answer that applies.

 10 **20** **30**



I 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.





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.



Name of pack



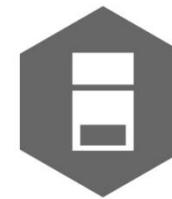
Have never seen or heard of them



Have only seen or heard of them



Have tried them



Have bought them once



Have bought them more than once

Current range



Randomise missiles AND key non-missile family list (max.10).

Must select "I know something" for house in Q8. OMIT variants selected in Q10.





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

I will now ask you some more questions about those brands.



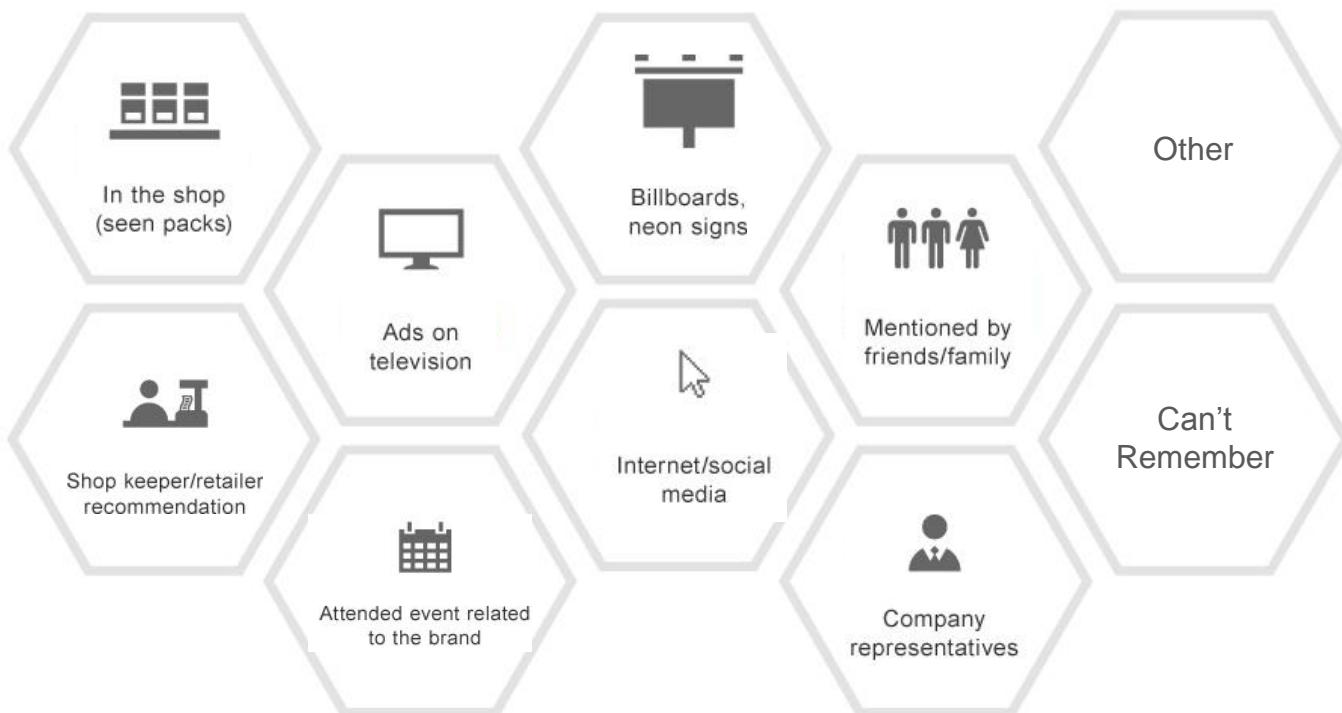


How did you come to know about this tobacco?

Please select the answer that applies.



Name of pack





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

Please select the answer that applies.



Very new
and different

Somewhat
new and
different

Not new
and different



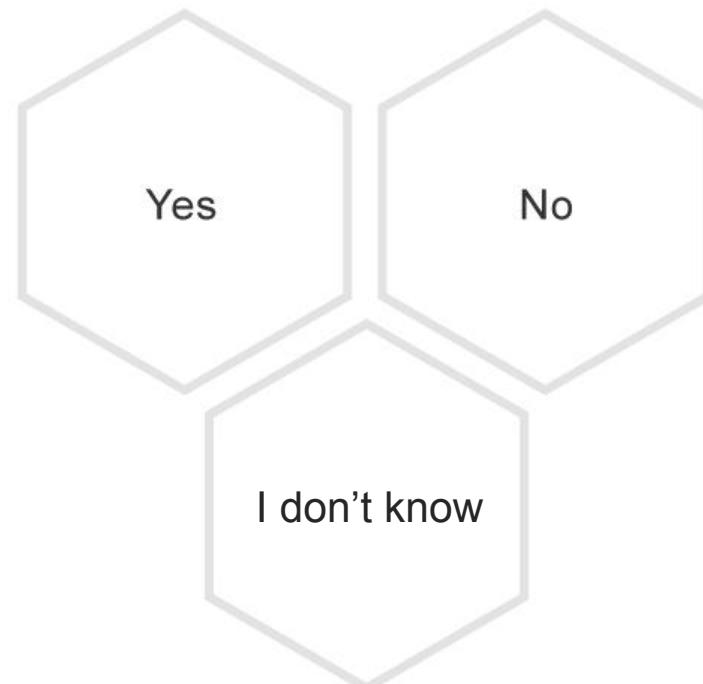


Would you be interested in buying this tobacco?

Please select the answer that applies.



Name of pack





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



Would you recommend this tobacco to another adult smoker?

Please select the answer that applies.



Yes No

Name of pack





I would now like to ask you your opinion of some tobacco brands





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

Please select all the brands that apply.





Which of these brands... **are high quality?**

Please select all the brands that apply.





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

Please select all the brands that apply.

- Johnson
Johnson
- Pall Mall
Pall Mall
- L&M
L&M
- Louise
Doize
Louise
Doize
- Lucky
Strike
Lucky Strike
- Marlboro
Marlboro
- Next
Next
- Johnson
Johnson
- Javaanse
Jongens
Javaanse
Jongens
- L&M
L&M
- None



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

Please select all the brands that apply.





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

Please select all the brands that apply.





Which of these brands...

offers something different than other brands?

Please select all the brands that apply.





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





Which of these brands... are modern ?

Please select all the brands that apply.

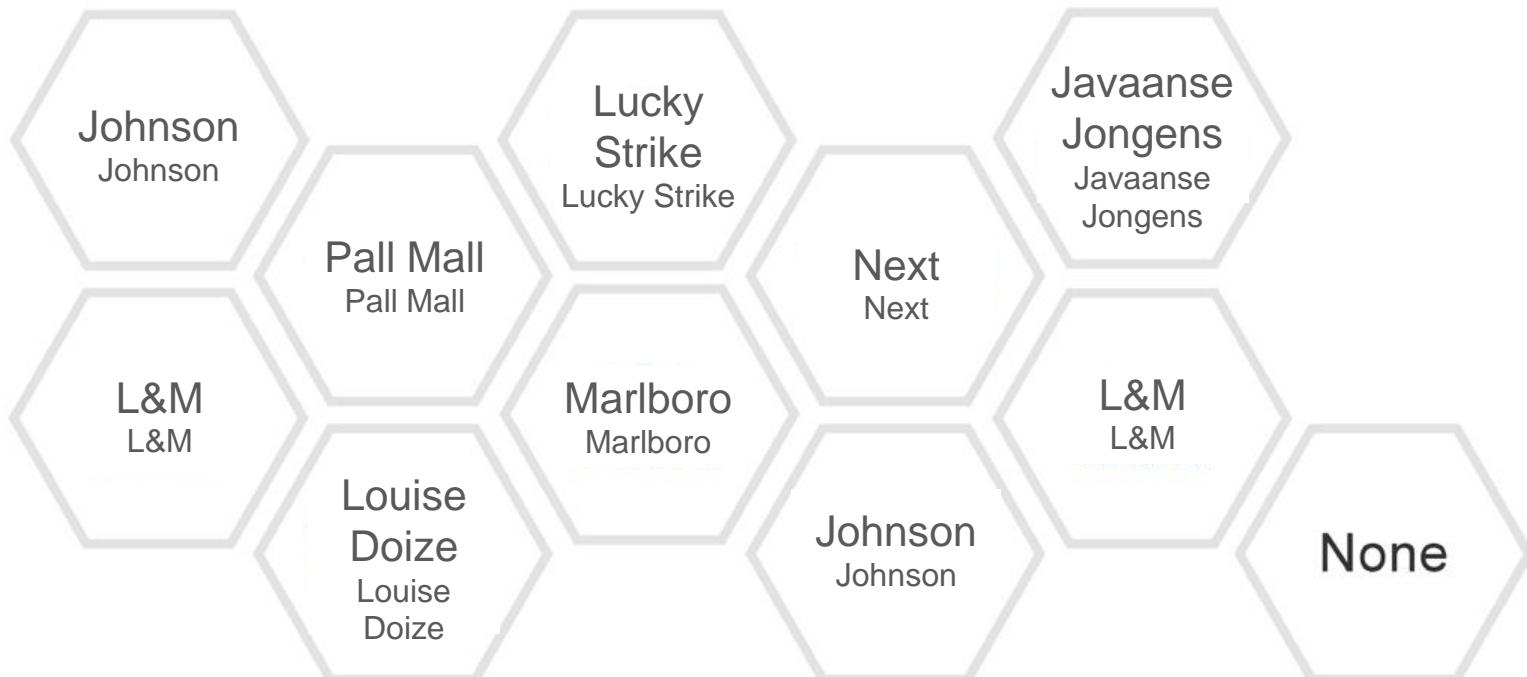
Johnson Johnson	Pall Mall Pall Mall	Lucky Strike Lucky Strike	Next Next	Javaanse Jongens Javaanse Jongens
L&M L&M	Louise Doize Louise Doize	Marlboro Marlboro	Johnson Johnson	L&M L&M
None				





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

Please select all the brands that apply.





Which of these brands...

have long-lasting, good quality packaging?

Please select all the brands that apply.





Which of these brands... are popular ?

Please select all the brands that apply.

Johnson
Johnson

Pall Mall
Pall Mall

Lucky Strike
Lucky Strike

Next
Next

Javaanse Jongens
Javaanse Jongens

L&M
L&M

Marlboro
Marlboro

Johnson
Johnson

Louise Doize
Louise Doize

L&M
L&M

None





Which of these brands... are genuine?

Please select all the brands that apply.

Johnson
Johnson

Pall Mall
Pall Mall

Lucky Strike
Lucky Strike

Next
Next

Javaanse Jongens
Javaanse Jongens

L&M
L&M

Marlboro
Marlboro

Johnson
Johnson

Louise Doize
Louise Doize

L&M
L&M

None





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

Please select all the brands that apply.





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

Please select all the brands that apply.

Johnson
Johnson

Pall Mall
Pall Mall

Lucky Strike
Lucky Strike

Next
Next

Javaanse Jongens
Javaanse Jongens

L&M
L&M

Marlboro
Marlboro

Louise Doize
Louise Doize

Johnson
Johnson

L&M
L&M

None





Which best applies to these brands?

Please select the answer that best applies.

Pall Mall
Pall Mall



Masculine



Unisex



Feminine





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

Please select the answer that applies.



Name of pack





Next I 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.





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



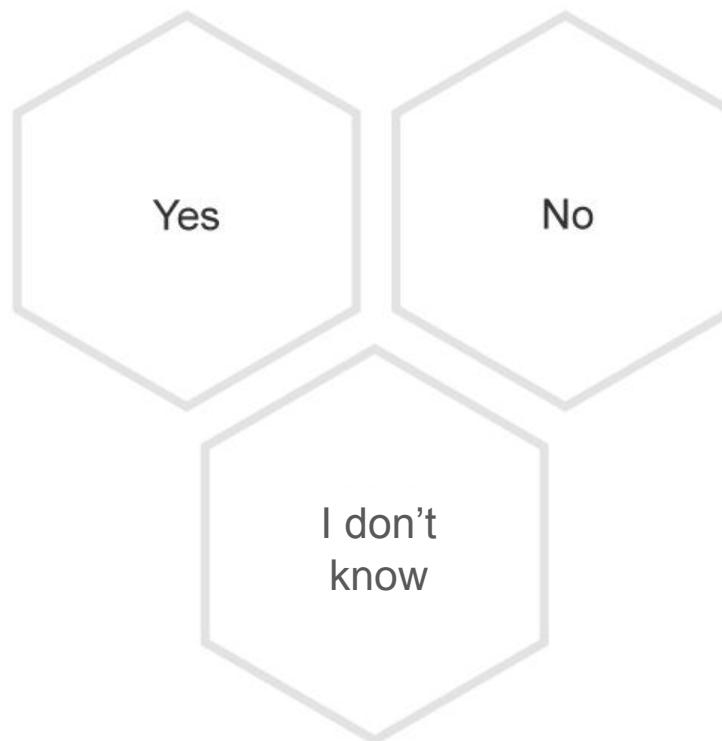
Ask ONLY if did NOT select "e-cigarettes" at Q3. If select "never head of", proceed to Purchase Behaviour section. If selected "heard of, but never tried" proceed to Q55. If select "have tried" proceed to Q5800



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

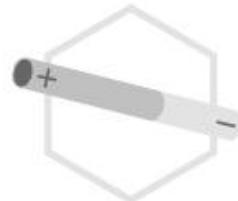


Please select the answer that applies.



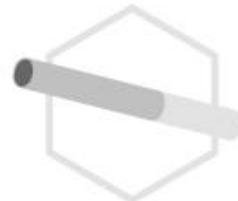


E-Cigarettes come in three different types: disposable, rechargeable, and modular.



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)





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





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





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





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

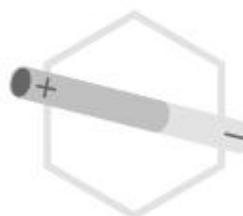
Significantly larger in size than a
traditional cigarette, with fully modular
and interchangeable parts (battery,
casing, and tank), higher battery
power/ higher power device;
sometimes programmable





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)





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





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**

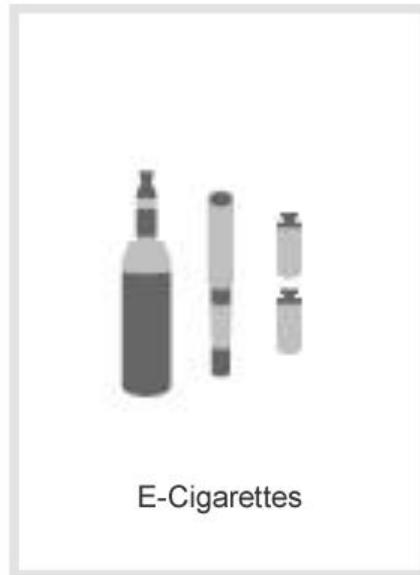
More than
1 year





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





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

Please select the answer that applies for each brand.

Nicolites
Nicolites



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





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.



Now I would like to ask you
some questions about how
you normally buy your tobacco





How often do you buy tobacco?

Please select the answer that applies.





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





Which specific < CHANNEL Q6300> did you visit?



Please select all answers that apply.

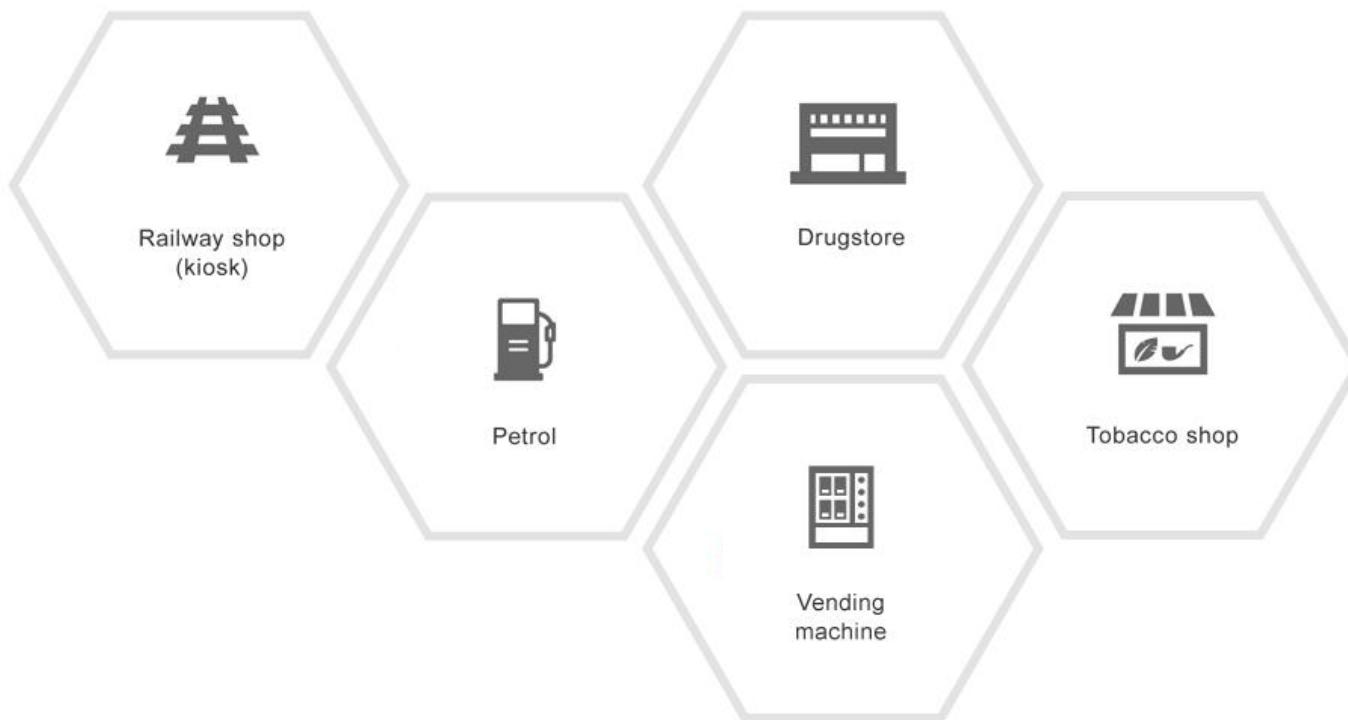


Ask for all channels selected 'visited and bought tobacco' at Q6300. Show market outlet list, one channel per screen
(recommend max number of choices should not exceed 15)



Where do you most often buy tobacco?

Please select the answer that best applies.



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)



At which < CHANNELQ64 > do you usually buy tobacco?

Please select the answer that best applies.



 Shell

 Waitrose

 bp

Somewhere else





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.

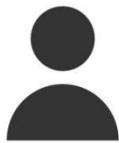
Buy another type
of tobacco from the same brand

Buy a different brand

Go to another store to buy the brand I want

Something else





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

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





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.



How many cigarettes do you normally smoke per day?

Please select the correct number by tapping on the plus (+) or minus (-).

A dark grey hexagonal input field containing the number "1". Above the "1" is a small blue plus sign (+), and below it is a small blue minus sign (-). The input field is surrounded by a light grey hexagonal shadow.



How many cigarettes do you normally smoke per week?

Please select the correct number by tapping on the plus (+) or minus (-).

+

1

-





How many cigarettes do you normally smoke per month?

Please select the correct number by tapping on the plus (+) or minus (-).

+

1

-





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

Please select the brand that apply.





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





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.





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

Please select the brand that apply.





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

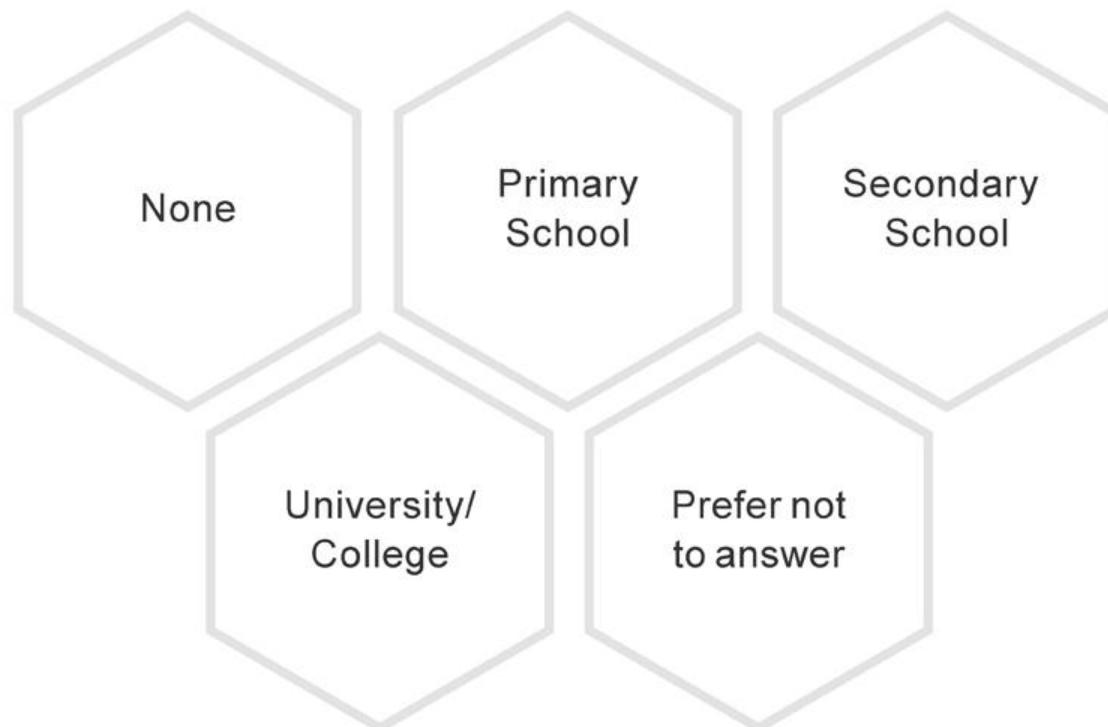
Before you finish, please tell me a
little more about yourself





What is the highest level of education you have completed?

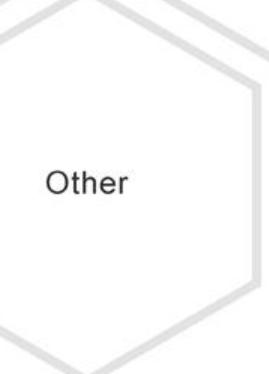
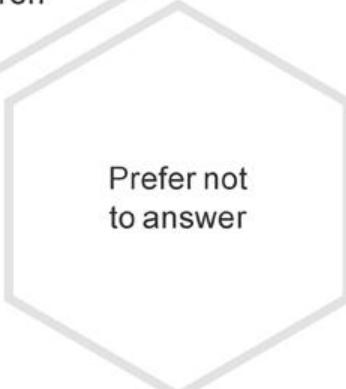
Please select the answer that applies.





Which of the following best describes you?

Please select the answer that applies.

- 
Living with parents
- 
Living alone or with friends
- 
Living with partner no children
- 
Living with partner and children
- 
Other
- 
Prefer not to answer





What is your primary occupation?

Please select the answer that applies.





What is your gross annual household income?

Please select the answer that applies.

Up to XXX

XXX - XXX

XXX - XXX

XXX - XXX

XXX or more

Prefer not to answer





How often do you use the internet?

Please select the answer that applies.

Never

Less often

At least
once per week

Everyday





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





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

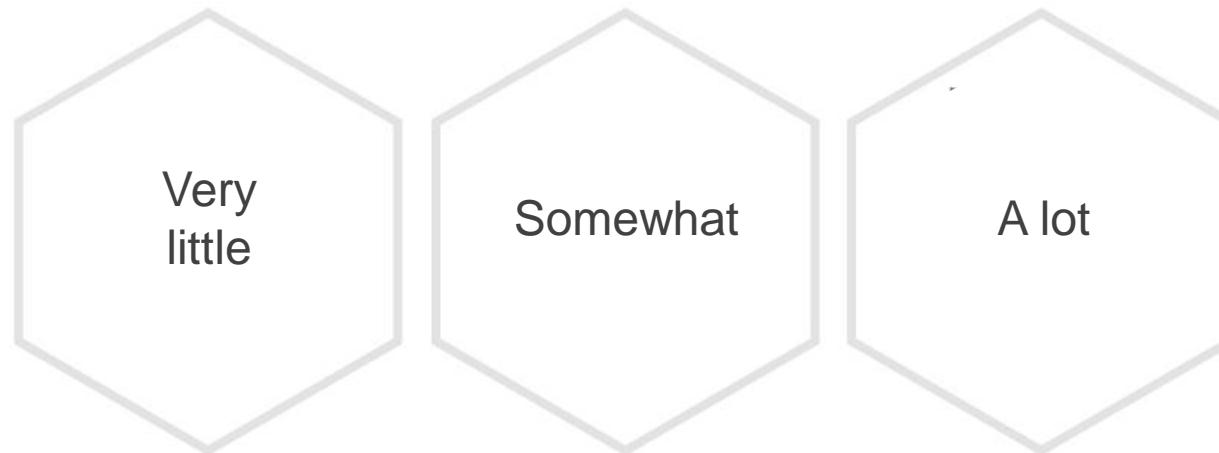
Very much
influenced





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

Please select the answer that best applies.





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

Please select the answer that best applies.

Never

Rarely

Sometimes

Often





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





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:

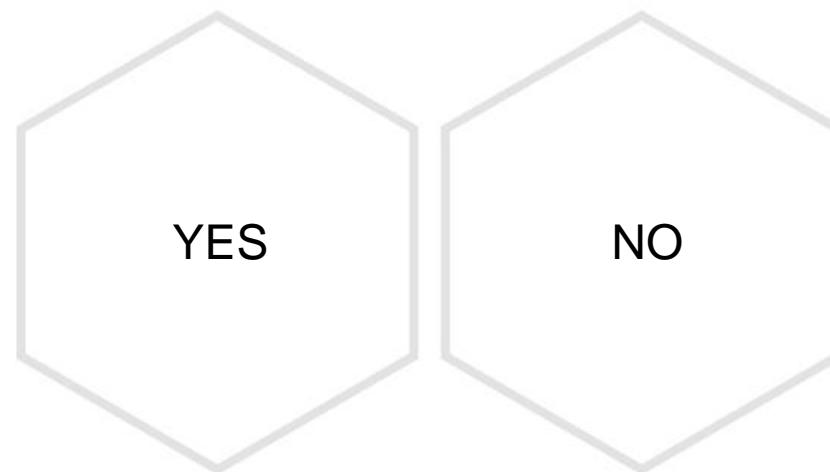
Postal Code:

< Type **EMAIL** here* >





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





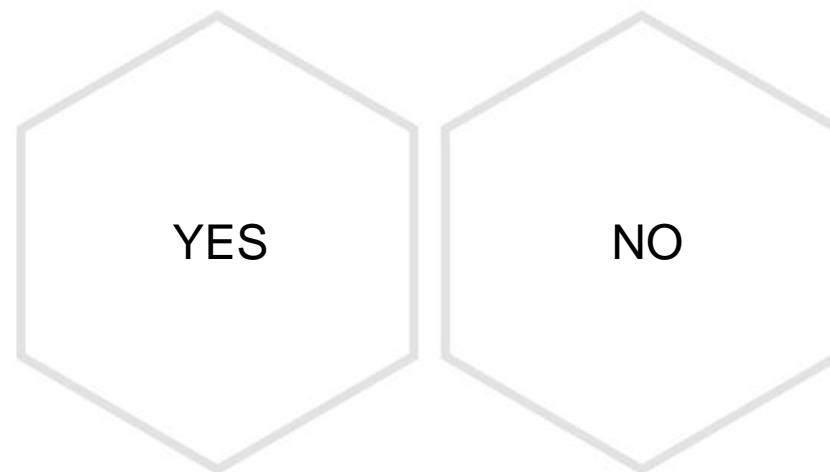
May I keep a record of your name and contact details so I can occasionally invite you to take part in surveys in the future?

YES	NO
-----	----





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





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





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

End of
conversation





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.

