**Segmentation**

(Standard version for Cigarette Market)

*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.*

LOCAL LEGISLATION / REGULATIONS

*The material contained in this document may present executions and themes that are not legally permissible or acceptable in some markets. Likewise, because tobacco regulation and the company’s own views on socially responsible marketing change over time, previously approved activities may no longer be permissible. Therefore, you must obtain local legal and CORA approval before proceeding with any activity in your market.*

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| --- |
| **QUESTIONNAIRE FLOW** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Section** | **Question #** | **Question** | **Type** | **Notes** |  |
| **Recruitment & Usage** | Q1a | Age Screening (Exact Age) | Value | Eliminates |  |
| Q1b | Age Screening (2) | Single | Eliminates |  |
| Q2 | Gender | Not asked |  |  |
| Q3 | Profession Screening | Multi | Eliminates |  |
| Q4a | Use tobacco products | Single | Eliminates |  |
| Q4b | Tobacco products used | Multi | Eliminates |  |
| Q5a | Daily Smoker | Single |  |  |
| Q5b | Occasional Smoker 30 per month | Single | Eliminates |  |
| Q5c | Occasional Smoker – Frequency Smoking | Single |  |  |
| Q6a | Average Daily Consumption | Value |  |  |
| Q6b | Average Monthly Consumption | Value |  |  |
| **Brand Usage** | Q7 | Spontaneous Awareness | Multi (order) |  |  |
| Q8 | Time smoking cigarettes | Single |  |  |
| Q9 | Regular Brand | Single (define) |  |  |
| Q10 | Time smoking regular brand | Single |  |  |
| Q11 | Smoke other brands | Single |  |  |
| Q12 | Other brands smoked | Multi (define) |  |  |
| Q13 | Has Previous Brand | Single |  |  |
| Q14 | Previous Brand | Single (define) |  |  |
| Q15 | Substitute Brand | Single (define) |  |  |
| Q16 | Brands bought last 10 purchases | Multi |  |  |
| Q17 | Times bought brands | Value |  |  |
| **Need Association** | Q18 | Product & Brand Needs | Choice Task | Cards |  |
| Q19 | Innovation / un-met needs | Choice Task | Cards |  |
| **Evoked Set** | Q20 (E1-E2) | Evoked set creation via E1-E2 |  | Pack Shots |  |
| **Brand Consideration** | Q21 | Future consideration / purchasing behaviour | Scale 1-4 |  |  |
| **Brand Association** | Q22 | Brand Equity, Moments & Needs association | Association |  |  |
| **Consumer Typology** | Q23 | Category Related Statements | Scale 1-5 |  |  |
| Q24 | Lifestyle, attitudes, beliefs | Scale 1-5 |  |  |
| Q25 | FS – Social context: Connection | Scale 1-3 |  |  |
| Q26 | FS – Social context: Diversity | Scale 1-3 |  |  |
| **Purchasing Behaviour** | Q27 | Purchasing Statements | Scale 1-7 |  |  |
| Q28 | FS – Switching Price considerations | Scale 1-7 |  |  |
| Q29 | FS – Switching Behaviour considerations | Scale 1-7 |  |  |
| **Demographics** | D1 | Life Stage | Single |  |  |
| D2 | Education | Single |  |  |
| D3 | Household Income | Single |  |  |
| D4 | Postal Code | Value |  |  |
| D5 | Urban / Rural | Single |  |  |
| D6 | Working Status | Single |  |  |
| D7 | Occupation | Single |  |  |
| D8 | Frequency of Internet Activity | Multi |  |  |
| D9 | Ethnicity | Single |  |  |
| D10 | Religion | Single |  |  |
| D11 | E-Cigarettes | Single |  |  |
| D12 | Air Travel | Single |  |  |
| **END** | | | | |  |

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| |  | | --- | | **RECRUITMENT AND TOBACCO USAGE** | | | | | | | | | |
| **Q1a** | **ASK ALL:**  Good morning/afternoon/evening, my name is......... I work for an independent market research company called........ I wonder if I could ask you a few questions. First of all, how old are you? *(In which of these age categories do you fall?)* | **INTERVIEWER TO ASK FOR EXACT AGE**  **IF EXACT AGE MENTIONED, FIRST WRITE DOWN AGE. POSTCODE IN THE GRID**  **IF EXACT AGE NOT MENTIONED/ REFUSED, ASK FOR THE AGE BRACKET AS PER THE GRID**  **Write in exact age ……………** | | | | | | |
|  | **Age** | | **Code** | |  | |
|  | Under 18 [or minimum legal age] | | 1 | | **CLOSE** | |
|  | 18-20 | | 2 | | **GO TO Q1B** | |
|  | 21-24 | | 3 | |  | |
|  | 25-29 | | 4 | |  | |
|  | 30-34 | | 5 | |  | |
|  | 35-44 | | 6 | |  | |
|  | 45-54 | | 7 | |  | |
|  | 55-64 | | 8 | |  | |
|  | 65+ | | 9 | | **CLOSE** | |
|  |  |  |  | |  | |  | |
|  | **ASK IF CODE 2/3 AT Q1A (DEPENDING ON MINIMUM LEGAL AGE) – OTHERWISE GO TO Q2** | | | | | | | |
|  |  |  | | | | | | |
| **Q1b** | You mentioned that you are (Min legal age) years old – which out of the following options best describes your age today? |  | | **Age** | | **Code** | |  |
| I am 18 / 19/ 21 (depending on min legal age) yrs and 1 month | | 01 | | **CLOSE** |
| I am 18 / 19/ 21 (depending on min legal age) yrs and 2 months | | 02 | | **CLOSE** |
| I am 18 / 19/ 21 (depending on min legal age) yrs and 3 months | | 03 | | **CLOSE** |
|  | I am 18 / 19/ 21 (depending on min legal age) yrs and 4 months | | | 04 | | **CLOSE** |
|  | I am 18 / 19/ 21 (depending on min legal age) yrs and 5 months | | | 05 | | **CLOSE** |
|  | I am 18 / 19/ 21 (depending on min legal age) yrs and 6 months | | | 06 | | **CLOSE** |
|  | I am 18 / 19/ 21 (depending on min legal age) yrs and 7 months | | | 07 | |  |
|  | I am 18 / 19/ 21 (depending on min legal age) yrs and 8 months | | | 08 | |  |
|  | I am 18 / 19/ 21 (depending on min legal age) yrs and 9 months | | | 09 | |  |
|  | I am 18 / 19/ 21 (depending on min legal age) yrs and 10 months | | | 10 | |  |
|  | I am 18 / 19/ 21 (depending on min legal age) yrs and 11 months but not yet 19 / 20/ 22 (depending on min legal age) yrs | | | 11 | |  |
|  | I am 19 years old (depending on min legal age) | | | 12 | |  |
|  | I am 20 years old (depending on min legal age) | | | 13 | |  |
|  |  |  | I am 22 years old (depending on min legal age) | | | 14 | |  |
|  |  |  | I am 23 years old (depending on min legal age) | | | 15 | |  |
|  |  |  | I am 24 years old (depending on min legal age) | | | 16 | |  |
|  |  |  | **Refuse to answer** | | | 99 | | **CLOSE** |
|  |  |  |  | | |  | |  |

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|  | **RECORD – DON’T ASK:** | | | | | | | | | | | |
| **Q2** | Gender? |  | | | | | | | | | | |
|  |  |  | **GENDER** | | | | | | **CODE** | |  | |
|  | Female | | | | | | 1 | |  | |
|  | Male | | | | | | 2 | |  | |
|  | | | | | | | | | | |
|  | **ASK ALL:** |  | |  | | | |  | |  |  | |
| **Q3** | Do you or your close relatives work in any of the following trades or professions?  **Read out list: (List may be modified locally if there are legal requirements to do so)** |  | |  | | | |  | |  |  | |
|  | | **TRADES/PROFESSIONS** | | | | **CODE** | | |  |  |
|  | | Banking | | | | 01 | | | **CLOSE** |  |
|  | | Journalism/TV/Radio Reporting | | | | 02 | | | **CLOSE** |
|  | | Public Relations | | | | 03 | | | **CLOSE** |
|  | | Market Research | | | | 04 | | | **CLOSE** |
|  | | Advertising | | | | 05 | | | **CLOSE** |
|  | | Sale/Manufacture of beer or spirits | | | | 06 | | |  |
|  | | Sale/Manufacture of Tobacco products | | | | 07 | | | **CLOSE** |  |
|  | | Any Other | | | | 99 | | |  |
|  | |  |  |  |  | | | | | |
|  | **ASK ALL:** | | | | | | | | | | | |
| **Q4a** | Do you smoke or use any type of tobacco product at all nowadays? |  | | | | | | | | | | |
|  |  | **SMOKING** | | | | | | **CODE** | |  | |
|  | Yes | | | | | | 1 | | **GO TO Q4b** | |
|  | No | | | | | | 2 | | **CLOSE** | |
|  | | | | | | | | | | |
|  | **ONLY ASK IF “YES” AT Q4a** | | | | | | | | | | | |
| **Q4b** | What type of tobacco product(s) do you smoke or use, even if only occasionally? Any others? (**FIXED PROBE – 3 TIMES**)?  **Read out list. Code more than one if appropriate**  **(List needs to be modified locally to keep only relevant products – codes must be retained)**  **CONTINUE ONLY IF “1” MANUFACTURED CIGARETTES IS CODED – OTHERWISE CLOSE** |  | |  | | | |  | |  |  | |
| **PRODUCT** | | | | **CODE** | | |  |  |
| Manufactured cigarettes | | | | 01 | | |  |  |
| Roll your own | | | | 02 | | |  |
| Make Your Own (MYO) | | | | 03 | | |  |
| Stix | | | | 04 | | |
| Pipe tobacco | | | | 05 | | |
| Shisha/Hookah | | | | 06 | | |  |
| Cigarillo | | | | 07 | | |  |
| Cigars | | | | 08 | | |  |
| Homogenised Tobacco Leaf(HTL) | | | | 09 | | |  |  |
| Snuff | | | | 10 | | |  |
| Snus | | | | 11 | | |  |  |
| Chewing tobacco | | | | 12 | | |  |  |
| Bidis | | | | 13 | | |  |  |
| Pipe tobacco used in cigarettes | | | | 14 | | |  |  |
| Gool | | | | 15 | | |  |  |
| Gutkha | | | | 16 | | |  |  |
| Chillum | | | | 17 | | |  |  |
| Other | | | | 99 | | |  |  |
|  | | | |  | | |  |  |
|  |  | |  |  |  |  | | | | | |

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| --- | --- | --- | --- | --- | --- |
|  | **ASK ALL:** | | | | |
| **Q5a** | Do you normally smoke at least one manufactured cigarette a day? |  | | | |
|  |  | **DAILY > 1 CIGARETTES** | **CODE** |  |
|  | Yes | 1 | **GO TO Q6a** |
|  | No | 2 | **GO TO Q5b** |
|  | | | |
|  | **ASK IF ‘NO’ IN Q5a** | | | | |
| **Q5b** | Do you smoke at least 30 manufactured cigarettes per month - irrespective of whether you smoke every day or not? |  | | | |
|  |  | **MONTHLY > 30 CIGARETTES** | **CODE** |  |
|  | Yes | 1 | **GO TO Q5c** |
|  | No | 2 | **CLOSE** |
|  | | | |
|  | **ASK IF ‘YES’ IN Q5b** | | | | |
| **Q5c** | How frequently do you smoke manufactured cigarettes? |  | | | |
|  |  | **FREQUENCY** | **CODE** |  |
|  | Almost every day | 1 |  |
|  | Every second day | 2 |  |
|  | 2-3 days per week | 3 |  |
|  | Once per week | 4 |  |
|  | Every Second Week | 5 |  |
|  | More Seldom | 6 |  |
|  | | | |
|  | **GO TO Q6b** | | | | |
|  | **ASK FROM DAILY SMOKERS (“YES” in Q5A)** | | | | |
| **Q6a** | On an average, how many manufactured cigarettes do you normally smoke a day?  **INTERVIEWER TO ASK FOR EXACT NUMBER OF CIGARETTES SMOKED IN A DAY.**  **IF EXACT NUMBER MENTIONED, NUMBER OF CIGARETTES AND THEN CODE IN THE GRID**  **IF EXACT NUMBER NOT MENTIONED/ REFUSED, ASK FOR THE NUMBER OF CIGARETTES AS PER THE GRID**  **Write in exact number ……………………** |  | | | |
|  |  | **AVERAGE DAILY CONSUMPTION** | **CODE** |  |
|  | Less than 5 cigarettes a day | 1 |  |
|  | 5-15 cigarettes a day | 2 |  |
|  | 16-20 cigarettes a day | 3 |  |
|  | 21-30 cigarettes a day | 4 |  |
|  | 31-40 cigarettes a day | 5 |  |
|  | 41-50 cigarettes a day | 6 |  |
|  | More than 50 cigarettes a day | 7 |  |
|  | | | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **GO TO Q7** | | | | | | | | | |
|  | **ASK FROM OCCASIONAL SMOKERS “YES” IN Q5B** | | | | | | | | | |
| **Q6b** | On an average, how many manufactured cigarettes do you normally smoke in a month?  **INTERVIEWER TO ASK FOR EXACT NUMBER OF CIGARETTES SMOKED IN A MONTH.**  **IF EXACT NUMBER MENTIONED, CODE NUMBER OF CIGARETTES AND THEN CODE IN THE GRID**  **IF EXACT NUMBER NOT MENTIONED/ REFUSED, ASK FOR THE NUMBER OF CIGARETTES AS PER THE GRID**  **Write in exact number ………………** |  |  | | | |  |  |  | |
| **AVERAGE MONTHLY CONSUMPTION** | | | | **CODE** | |  |  |
| Less than 30 cigarettes a month | | | | 01 | | **CLOSE** |  |
| 30-40 cigarettes a month (2 packs of 20) | | | | 02 | |  |
| 41-60 cigarettes a month (3 packs of 20) | | | | 03 | |  |
| 61-80 cigarettes a month (4 packs of 20) | | | | 04 | |
| 81-100 cigarettes a month (5 packs of 20) | | | | 05 | |
| 101-120 cigarettes a month (6 packs of 20) | | | | 06 | |  |
| 121-140 cigarettes a month (7 packs of 20) | | | | 07 | |  |
| 141-160 cigarettes a month (8 packs of 20) | | | | 08 | |  |
| 161-180 cigarettes a month (9 packs of 20) | | | | 09 | |  |  |
| 181-200 cigarettes a month (10 packs of 20) (carton) | | | | 10 | |  |
| 201-220 cigarettes a month (11 packs of 20) | | | | 11 | |  |  |
| 221-240 cigarettes a month (12 packs of 20) | | | | 12 | |  |  |
| 241-260 cigarettes a month (13 packs of 20) | | | | 13 | |  |  |
| 261-280 cigarettes a month (14 packs of 20) | | | | 14 | |  |  |
| 281-300 cigarettes a month (15 packs of 20) | | | | 15 | |  |  |
| 301-320 cigarettes a month (16 packs of 20) | | | | 16 | |  |  |
| 321-340 cigarettes a month (17 packs of 20) | | | | 17 | |  |  |
| 341-360 cigarettes a month (18 packs of 20) | | | | 18 | |  |  |
| 361-380 cigarettes a month (19 packs of 20) | | | | 19 | |  |  |
|  |  | 381-400 cigarettes a month (20 packs of 20) (2cartons) | | | | 20 | |  |  |
|  |  | More than 401 cigarettes per month | | | | 21 | |  |  |
|  |  |  |  |  |  | | | | |
|  | If respondent says “1” less than 30 per month check consistency with the Question 5B  **GO TO Q7** | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | **BRAND USAGE** | | | | | | | | |
|  | **ASK ALL:**  Now I would like to ask you some more detailed questions on smoking. Please note that we are only interested in your smoking behaviour since you were 18\* years old, therefore please consider that when answering the following questions | | | | | | |
| **Q7** | When I say cigarettes, which is the first brand that comes to mind? Which is the next brand that comes to mind? And the next? Which other brands come to mind? (**FIXED PROBE – 3 TIMES**)  **The above question should be read out exactly as it is written with no additional probing.**  **Write in the order of mention of the brands (e.g. 1st, 2nd, 3rd, etc.)** |  | | | | | |
|  | **Spontaneous Brand Awareness** | **Local Name** | **Brand List ID** | **Order** |  | |
|  | Brand A |  |  |  |  | |
|  | Brand B |  |  |  |  | |
|  | Brand C |  |  |  |  | |
|  | Brand D |  |  |  |  | |
|  | Brand E |  |  |  |  | |
|  | Other (Specify) |  |  |  |  | |
|  |  |  | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **ASK ALL** | | | | | | | |
| **Q8** | For how long have you been smoking manufactured cigarettes?  **READ OUT LIST:** |  | | | | | | |
|  |  | **TIME SMOKING** | | | **CODE** |  | |
|  | 3 months or less | | | 1 |  | |
|  | More than 3 months, up to 6 months | | | 2 |  | |
|  | More than 6 months, up to 1yr | | | 3 |  | |
|  | More than 1yr, up to 18 months (one and half yrs) | | | 4 |  | |
|  | More than 18 months up to 2yrs | | | 5 |  | |
|  | More than 2 years, up to 5yrs | | | 6 |  | |
|  | More than 5 years, up to 10yrs | | | 7 |  | |
|  | More than 10yrs | | | 8 |  | |
|  | | | | | | |
|  | **ASK ALL** | | | | | | | |
| **Q9** | What is your regular brand, that is, the one you smoke more than any other brand nowadays?  **Probe for necessary House, Family Group, Family (tar delivery, length, filter/plain, flavour) and SKU details** |  | | | | | | |
|  |  | **REGULAR BRAND NAME** | | | **CODE** |  | |
|  | Jockey Club, Suaves, KS, 20s Soft Pack | | |  |  | |
|  |  | |
|  | | | | | | |
|  | **ASK ALL** | | | | | | | |
| **Q10** | For how long have you been smoking (**REGULAR BRAND**) as your regular brand?  **READ OUT LIST:** |  | | | | | | |
|  |  | **TIME SMOKING** | | | **CODE** |  | |
|  | 3 months or less | | | 1 |  | |
|  | More than 3 months, up to 6 months | | | 2 |  | |
|  | More than 6 months, up to 1yr | | | 3 |  | |
|  | More than 1yr, up to 18 months (one and half yrs) | | | 8 |  | |
|  | More than 18 months up to 2yrs | | | 9 |  | |
|  | More than 2 years, up to 5yrs | | | 5 |  | |
|  | More than 5 years, up to 10yrs | | | 6 |  | |
|  | More than 10yrs | | | 7 |  | |
|  | | | | | | |
|  | **ASK ALL** | | | | | | | |
| **Q11** | Nowadays, do you, apart from (**REGULAR BRAND**), occasionally smoke any other cigarette brands? |  | | | | | | |
|  |  | **OCCASIONAL** | | | **CODE** |  | |
|  | Yes | | | 1 | **GO TO Q12** | |
|  | No | | | 2 | **GO TO Q13** | |
|  | | | | | | |
|  | **ASK IF ‘YES’ AT Q11** | | | | | | | |
| **Q12** | Which other cigarette brands or versions of your regular brand (**NAME REGULAR BRAND**) do you occasionally smoke nowadays? Any others? (**FIXED PROBE - TWICE**)  **Probe for necessary House, Family Group, Family (tar delivery, length, filter/plain, flavour) details. The brands are recorded on Family level. It is not possible to have as Occasional brand the same family as Regular brand.**  **List in order of mention!** |  | | | | | | |
|  |  | **OTHER BRAND(S) NAME** | | **OTHER BRAND(S) CODE** | | |  |
|  | Jockey Club, Suaves, KS | |  | | |  |
|  |  | | | | |  |
| **ORDER** | **OTHER BRAND(S) NAME** | **OTHER BRAND(S) CODE** | | |
| **1st** |  |  | | |
| **2nd** |  |  | | |
| **3rd** |  |  | | |
|  |  |  | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **ASK ALL** | | | | | | | | | | | |
| **Q13** | Did you have a main regular cigarette brand immediately before you started to smoke (**REGULAR BRAND**)? |  | | | | | | | | | | |
|  |  | |  | | | | **CODE** | |  | | |
|  | | Yes | | | | 1 | | **GO TO Q14** | | |
|  | | No | | | | 2 | | **GO TO Q15** | | |
|  | | | | | | | | | | |
|  | **ASK FROM ALL WHO SAY “YES” IN Q14** | | | | | | | | | | | |
| **Q14** | Which Brand was that? | **Probe for necessary House, Family Group, Family (tar delivery, length, filter/plain, flavour) details. The brands are recorded on Family level. It is not possible to have as Previous brand the same family as Regular brand.** | | | | | | | | | | |
|  |  | | **PREVIOUS BRAND NAME** | | | **CODE** | | | |  | |
|  | | Jockey Club, Suaves, KS | | |  | | | |  | |
|  |  |  | |  | | |  | | | |  | |
|  | **ASK ALL** | | | | | | | | | | | |
| **Q15** | If (**REGULAR BRAND**) was withdrawn from the market, which brand would you smoke instead? | **Probe for necessary House, Family Group, Family (tar delivery, length, filter/plain, flavour) details. The brands are recorded on Family level. It is not possible to have as Substitute brand the same family as Regular brand.** | | | | | | | | | | |
|  |  | | **PREVIOUS BRAND NAME** | | | **CODE** | | | |  | |
|  | | Jockey Club, Suaves, KS | | |  | | | |  | |
|  |  |  | |  | | |  | | | |  | |
|  | **ASK ALL** | | | | | | | | | | | |
| **Q16** | Out of your last 10 cigarette purchases, which brands did you buy? Any other brands? | **Probe for necessary Family details, brands to be recorded on Family level** | | | | | | | | | | |
|  | **ASK ALL** |  | | | | | | | | | | |
| **Q17** | And how many times did you buy each brand? |  | | | | | | | | | | |
|  | **Brand Bought** | | **Code** | **Purchased** | | | **No. of Times** | | |  | |
|  | Brand A | |  |  | | |  | | |  | |
|  | Brand B | |  |  | | |  | | |  | |
|  | Brand C | |  |  | | |  | | |  | |
|  | Brand D | |  |  | | |  | | |  | |
|  | Brand E | |  |  | | |  | | |  | |
|  | Etc.… | |  |  | | |  | | |  | |
|  |  |  | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | **NEED ASSOCIATION** | | | | | | | | | |
| **Q18** | I will now show you a series of sets of descriptions that people have said they want from their cigarettes and cigarette brands. With each set that is shown please select the one description that is the most important for you, and the one description that is least important for you.  **CHOICE TASK – COMBINED PRODUCT AND BRAND NEEDS** |  | | | | | |
|  | 1 | Longer cigarette sticks | Product | *Cigarettes* |  |
|  | 2 | Slimmer cigarette sticks | Product | *Cigarettes* |  |
|  | 3 | Attractive cigarette sticks | Product | *Cigarettes* |  |
| 4 | Special-looking/eye-catching cigarette sticks | Product | *Cigarettes* |
| 5 | Well-made pack providing protection | Product | *Pack* |
| 6 | Attractive pack | Product | *Pack* |
| 7 | Easy to open pack | Product | *Pack* |
| 8 | Pack shape easily fitting in pocket/bag | Product | *Pack* |
| 9 | More serious-looking/business-like pack | Product | *Pack* |
|  | 10 | Unique/distinctive pack | Product | *Pack* |  |
|  | 11 | Colourful pack | Product | *Pack* |  |
|  | 12 | Low-key, non-attention drawing pack | Product | *Pack* |  |
|  | 13 | Stylish/sophisticated pack | Product | *Pack* |  |
|  | 14 | Unique/distinctive taste | Product | *Smoke* |  |
|  | 15 | Lighter, smoother taste | Product | *Smoke* |  |
|  | 16 | Stronger, full flavoured taste | Product | *Smoke* |  |
|  | 17 | Menthol/refreshing/cooling taste | Product | *Smoke* |  |
|  | 18 | Pleasant smell/aroma | Product | *Smoke* |  |
|  | 19 | Slowly burning cigarettes | Product | *Smoke* |  |
|  | 20 | Special-looking/eye-catching filter | Product | *Filter* |  |
|  | 21 | Attractive filter | Product | *Filter* |  |
|  | 22 | White filter | Product | *Filter (local)* |  |
|  | 23 | Brown/cork filter | Product | *Filter (local)* |  |
|  | 24 | Brand that is rich in heritage | Brand | *Authenticity* |  |
|  | 25 | Brand that is genuine and authentic | Brand | *Authenticity* |  |
|  | 26 | Brand for discerning smokers/connoisseurs | Brand | *Authenticity* |  |
|  | 27 | Contemporary Brand | Brand | *Evolution* |  |
|  | 28 | Innovative Brand | Brand | *Evolution* |  |
|  | 29 | Technologically advanced Brand | Brand | *Evolution* |  |
|  | 30 | Basic, without frills Brand | Brand | *Projection of self* |  |
|  | 31 | Market leader Brand | Brand | *Projection of self* |  |
|  | 32 | Fashionable and stylish Brand | Brand | *Projection of self* |  |
|  | 33 | Prestigious Brand | Brand | *Projection of self* |  |
|  | 34 | Unique/Different Brand | Brand | *Projection of self* |  |
|  | 35 | Creative/original Brand | Brand | *Projection of self* |  |
|  | 36 | Brand For adult smokers under 30 | Brand | *Personification* |  |
|  | 37 | Masculine Brand | Brand | *Personification* |  |
|  | 38 | Feminine Brand | Brand | *Personification* |  |
|  | 39 | Brand that is well accepted by my friends | Brand | *Personification* |  |
|  | 40 | Popular Brand | Brand | *Personification* |  |
|  | 41 | Trusted Brand, always delivering on its promise | Brand | *Trust* |  |
|  | 42 | International Brand | Brand | *Provenance* |  |
|  | 43 | Brand with local product from my country | Brand | *Provenance* |  |
|  | 44 | Premium Brand | Brand | *Value* |  |
|  | 45 | Brand that is Good value for money | Brand | *Value* |  |
|  | 46 | Affordable Brand | Brand | *Value* |  |
|  | 47 | Brand that is always available at point-of-sale | Brand | *Availability* |  |
|  | Optional | Charcoal filter | Product | *Specific (filter)* |  |
|  | Optional | Spicy taste | Product | *Specific (kretek)* |  |
|  | Optional | Special pack retaining freshness | Product | *Specific (reloc)* |  |
|  | Optional | Capsule in filter to change flavour | Product | *Specific (capsule)* |  |
|  | Optional | No artificial ingredients (additive-free) | Product | *Specific (additive-free)* |  |
|  | Optional | Eco-friendly packaging | Product | *Specific (eco/natural)* |  |
|  | Optional | Sticks made with high quality paper | Product | *Specific (MYO)* |  |
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|  | **ASK ALL** | | | | | |
| **Q19** | I will now show you a set of innovations that already exist in the world, or that smokers have mentioned they would like to see becoming available to them. With each set that is shown please select the one innovation that is the most important for you, and the one innovation that is least important for you?  **CHOICE TASK** |  | | | | |
|  | 1 | Pack feature to retain freshness | *Evolution* |  |
|  | 2 | Filter preventing staining and smell on fingers | *Evolution* |  |
|  | 3 | Technologically advanced filters | *Evolution* |  |
|  | 4 | Cigarettes with reduced and more enjoyable smell of the smoke (paper technology) | *Evolution* |  |
| 5 | A battery powered device (e-cigarette) that produces a heated vapour containing nicotine. Does not produce smoke and can be used widely in different places. | *Evolution* |
| 6 | A heated rod of tobacco (not burned but smoker is inhaling vapour) which produces no second hand smoke or ash. | *Evolution* |
| 7 | Filter that allows one to dial up or down the strength of the cigarette taste | *Stimulation* |
|  | 8 | Filter that can increase or decrease the cigarette flavour, or even turn off | *Stimulation* |  |
|  | 9 | Filter feature that allows for multiple flavour options per cigarette | *Stimulation* |  |
|  | 10 | Cigarettes with capsule in filter that can be crushed to change the flavour | *Stimulation* |  |
|  | 11 | Cigarettes providing an exceptionally refreshing/cooling taste experience | *Stimulation* |  |
|  | 12 | Cigarettes without artificial ingredients (additive-free) | *Authentic* |  |
|  | 13 | Cigarettes with bio-degradable pack and vanishing/disappearing filters | *Authentic* |  |
|  | 14 | Cigarettes made from 100% organic tobacco | *Authentic* |  |
|  | 15 | Cigarettes made by master blenders with tobaccos from vintage crop years (origins) | *Authentic* |  |
|  | 16 | Premium cigarettes in a sophisticated pack that provide a rich, satisfying, and indulgent experience | *Authentic* |  |
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| **EVOKED SET** |

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| **Q20** | Evoked set formulation | **EVOKE SET IS AUTOMATICALLY SELECTED THROUGH CAPI MODULE – 4-10 BRANDS:**  **A. REGULAR BRAND**  **B. OCCASIONAL BRAND 1**  **C. OCCASIONAL BRAND 2**  **D. OCCASIONAL BRAND 3 (IF REQD)**  **E. SUBSTITUTE BRAND (IF REQD)**  **F. PREVIOUS BRAND (IF REQD)**  **G. BAT PRE-SPECIFIED BRAND 1**  **H. BAT PRE-SPECIFIED BRAND 2**  **I. MAX 5 BRANDS FROM MARKET SPECIFIC LIST OF BRANDS (1 BRAND FROM EACH PRE DEFINED GROUP)** | | | | | |
|  | **THE FOLLOWING TWO QUESTIONS ARE REQUIRED TO FILL UP POSITIONS MENTIONED IN G, H & I** | | | | | | |
| **E1** | Here you see a list of cigarette brands. Which out of these brands have you ever purchased for yourself to smoke? | **EXCLUDE BRANDS ALREADY CODED IN (Spontaneous Aware/ Regular/Occasional/ Previous/Substitute) - [Brand House Level]** | | | | |
| **E2** | I will again show you a list of brands – out of these brands which do you know by more than a name? [Brand House Level] | **EXCLUDE BRANDS ALREADY CODED IN QE. (Ever Purchased) - [Brand House Level]** | | | | |
|  | **BRANDS** | **Ever Purchased (E1)** | **Aware (E2)** |  |
|  |  | **1** | **2** |  |
|  |  | **1** | **2** |  |
|  |  | **1** | **2** |  |
|  |  | **1** | **2** |  |
|  |  |  |  | **1** | **2** |  |
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| **BRAND CONSIDERATION** |

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| **Q21** | How likely are you to consider purchasing each of these brands in the future? Please select one statement for each brand |  | | | | | | |
|  | **Evoked Set Brands** | **The 1st Brand I would consider buying (Allow only 1 Brand)** | **I would seriously consider buying it** | **I might consider buying it on occasion** | **I would never consider buying it** |  | |
|  | Brand A |  |  |  |  |  | |
|  | Brand B |  |  |  |  |  | |
|  | Brand C |  |  |  |  |  | |
|  | … |  |  |  |  |  | |
|  | Brand G |  |  |  |  |  | |
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| **BRAND ASSOCIATION WITH NEEDS** |

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|  | **THE BRAND NAMES AND CODES FROM EVOKED SET NEED TO BE TRANSFERRED TO THE GRID BELOW. ALL BRANDS INTENDED AT HOUSE LEVEL**  **ASK ONE STATEMENT AT A TIME AND COMPLETE FOR ALL BRANDS.**  **ALWAYS PLACE B1-B6 FIRST AND ROTATE WITHIN.**  **ROTATE M1-M9 WITHIN.**  **BRING ALL STATEMENTS FROM Q19-Q20 TO POSITION 18 ONWARDS** | | | | | | | | | | | |
| **Q22** | Below are the sets of descriptions that you rated earlier in terms of importance. In this task, we would like you to tell us to what brands, if any, these statements fully apply to. Please select as many brands per statement as you deem appropriate |  | | | | | | | | | | |
|  |  |  | **Brand 1** | **Brand 2** | **Brand 3** | **Brand 4** | **Brand 5** | **Brand 6-12** | **None of these** |  |
| B1 | Appeals to me more than other brands | 1 | 2 | 3 | 4 | 5 | 6-12 | X |
| B2 | For someone like me | 1 | 2 | 3 | 4 | 5 | 6-12 | X |
| B3 | Setting the trends | 1 | 2 | 3 | 4 | 5 | 6-12 | X |
| B4 | Meets my needs | 1 | 2 | 3 | 4 | 5 | 6-12 | X |
| B5 | Offers something different to other brands | 1 | 2 | 3 | 4 | 5 | 6-12 | X |
|  | B6 | I have a higher opinion of | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | Q1 | High quality | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | Q2 | Great taste | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | Q3 | Worth paying more for | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | M1 | Makes one proud to be seen with | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | M2 | Good for partying / socialising | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | M3 | Fits moments when I need to get energised | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | M4 | Fits relaxing moments | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | M5 | Fits moments when I need to focus | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | M6 | Fits moments when I want to treat myself | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | M7 | Helps me pass time | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | M8 | Good for when I need a moment for myself | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  | M9 | Fits all smoking occasions | 1 | 2 | 3 | 4 | 5 | 6-12 | X |  |
|  |  |  | **BRING FULL NEED LIST from Q18, Q19 …** | **1** | **2** | **3** | **4** | **5** | **6-12** | **X** |  |
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| **CONSUMER TYPOLOGY** |

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| **Q23** | Below is a list of statements related to smoking. Please select for each statement how strongly you agree or disagree with it. | **ROTATE** | | | | | | | | | | |
|  |  |  | **Strongly disagree** | **Disagree** | **Neither agree nor disagree** | **Agree** | **Strongly agree** |  | |  |
| 1 | I am primarily a social smoker | 1 | 2 | 3 | 4 | 5 | U-curve | |
| 2 | I don’t like people to know that I am a smoker | 1 | 2 | 3 | 4 | 5 | U-curve | |
| 3 | I am happy being a smoker | 1 | 2 | 3 | 4 | 5 | U-curve | |
| 4 | Different occasions call for different cigarette brands | 1 | 2 | 3 | 4 | 5 | U-curve/ Occasions | |
| 5 | The ritual of smoking is more important to me than the habit | 1 | 2 | 3 | 4 | 5 | U-curve/ Rituals | |
|  | 6 | My friends and I usually smoke the same brands | 1 | 2 | 3 | 4 | 5 | Social context | |  |
|  |  | 7 | I am conscious of what my brand says about me | 1 | 2 | 3 | 4 | 5 | Social context | |  |
|  |  | 8 | I stick to the tried and trusted cigarette brands I know well | 1 | 2 | 3 | 4 | 5 | Social context | |  |
|  |  | 9 | Pack appearance is very important | 1 | 2 | 3 | 4 | 5 | Social context | |  |
|  |  | 10 | I resent the restrictions imposed on my smoking | 1 | 2 | 3 | 4 | 5 | Regulation | |  |
|  |  | 11 | I smoke much less now than a few years back | 1 | 2 | 3 | 4 | 5 | Consciousness | |  |
|  |  | 12 | I prefer lower tar cigarettes | 1 | 2 | 3 | 4 | 5 | Consciousness | |  |
|  |  | 13 | I feel very guilty about the impact of smoking on my health | 1 | 2 | 3 | 4 | 5 | Consciousness | |  |
|  |  | 14 | I refrain from smoking around non-smokers | 1 | 2 | 3 | 4 | 5 | Consciousness | |  |
|  |  | 15 | I am prepared to pay more for better quality tobacco | 1 | 2 | 3 | 4 | 5 | Indulgence | |  |
|  |  | 16 | I smoke cheaper brands to save money | 1 | 2 | 3 | 4 | 5 | Value | |  |
|  |  | 17 | It is becoming more difficult to justify the money I spend on cigarettes | 1 | 2 | 3 | 4 | 5 | Value | |  |
|  |  | 18 | I smoke less to save money | 1 | 2 | 3 | 4 | 5 | Value | |  |
|  |  | 19 | I won't compromise on cigarettes but save money elsewhere | 1 | 2 | 3 | 4 | 5 | Value | |  |
|  |  |  | 20 | I often talk about cigarette brands with other smokers | 1 | 2 | 3 | 4 | 5 | FS1 | |  |
|  |  |  | 21 | I consider myself to be influential when talking with other smokers about switching cigarette brands | 1 | 2 | 3 | 4 | 5 | FS2 | |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |

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| **Q24** | Now we would like you to take a minute to think about your lifestyle, attitudes, and beliefs.  Please tell us how strongly you agree or disagree with each statement. | **ROTATE** | | | | | | | | | | |
|  |  |  | **Strongly disagree** | **Disagree** | **Neither agree nor disagree** | **Agree** | **Strongly agree** |  | |  |
| 1 | I consider myself a deeply spiritual/religious person | 1 | 2 | 3 | 4 | 5 | *Spiritual/Religious* | |
| 2 | Moments of indulgence are very important in my everyday life | 1 | 2 | 3 | 4 | 5 | *Indulgence* | |
| 3 | I like spending most of my time at home with my family | 1 | 2 | 3 | 4 | 5 | *Social context* | |
| 4 | I often go out to socialise with friends | 1 | 2 | 3 | 4 | 5 | *Social context* | |
| 5 | Being an influential part of a crowd is important | 1 | 2 | 3 | 4 | 5 | *Social context* | |
|  | 6 | Normal life is boring: I always look for new experiences | 1 | 2 | 3 | 4 | 5 | *Seeking experiences* | |  |
|  |  | 7 | I look for brands that provide me with everyday luxury | 1 | 2 | 3 | 4 | 5 | *Value hunting -affordable luxury* | |  |
|  |  | 8 | I constantly seek out the best value offers | 1 | 2 | 3 | 4 | 5 | *Value hunting - savvy shopping* | |  |
|  |  | 9 | I look for brands that make my life easier | 1 | 2 | 3 | 4 | 5 | *Fluid lives - Simple & streamlined* | |  |
|  |  | 10 | Life is hectic: I love products that give me a boost to replenish my energy levels | 1 | 2 | 3 | 4 | 5 | *Fluid lives - Peak performance* | |  |
|  |  | 11 | It is important for brands to talk about where they come from and what they stand for | 1 | 2 | 3 | 4 | 5 | *Authenticity - Pride in place* | |  |
|  |  | 12 | I prefer tried and trusted brands that are true to their roots | 1 | 2 | 3 | 4 | 5 | *Authenticity - Tried & tested* | |  |
|  |  | 13 | I tend to buy products and services which are tailored to my own needs | 1 | 2 | 3 | 4 | 5 | *Expressive identities -Made for me* | |  |
|  |  | 14 | Being part of a crowd is important in life | 1 | 2 | 3 | 4 | 5 | *Expressive identities -Tribal belonging* | |  |
|  |  | 15 | It is important for brands to demonstrate awareness of their impact on the environment | 1 | 2 | 3 | 4 | 5 | *Sustainable living - Ethical stance* | |  |
|  |  | 16 | I have done well in life: I’m better off than my parents | 1 | 2 | 3 | 4 | 5 | *Emerging Middle Class* | |  |
|  |  | 17 | It is a constant struggle to make ends meet | 1 | 2 | 3 | 4 | 5 | *Emerging Middle Class* | |  |
|  |  | 18 | I prefer brands that make one feel more confident | 1 | 2 | 3 | 4 | 5 | *Control question* | |  |
|  |  | 19 | I love brands! | 1 | 2 | 3 | 4 | 5 | *Control question* | |  |
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| **Q25** | Which statement best describes how connected your friends are? |  | | | |
|  |  | **FS3** | **CODE** |  |
|  | Most of my friends have **more** friends than I do | **1** |  |
|  |  | Most of my friends have **roughly the same** number of friends as I do | **2** |  |
|  |  |  | Most of my friends have **fewer** friends than I do | **3** |  |
|  |  |  |  |  |  |
| **Q26** | And, thinking about your friends and their friends, which statement best describes the variety of distinct groups that your friends interact with? |  | | | |
|  |  | **FS4** | **CODE** |  |
|  | Most of my friends have **more** distinct groups of friends than I do | **1** |  |
|  |  | Most of my friends have **roughly the same** number of distinct groups of friends as I do | **2** |  |
|  |  |  | Most of my friends have **fewer** distinct groups of friends than I do | **3** |  |
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| **PURCHASING BEHAVIOUR** |

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| **Q27** | Next I would like to ask you a few questions related to how and where you buy your cigarettes.  You may choose any number between 1 and 7 for each of the statements listed below. For example, a rating of 1 or 2 would mean your buying behaviour is better described by the phrase on the left hand side of the table; while a rating of 6 or 7 would mean that your buying behaviour is better described by the phrase on the right hand side of the table. | **ROTATE** | | | | | | | | | | |
|  |  | I go to the closest store, no matter the price | 1 | 2 | 3 | 4 | 5 | 6 | 7 | I find stores that give me the best price |  |
|  | I usually buy cigarettes from the same store | 1 | 2 | 3 | 4 | 5 | 6 | 7 | I usually buy cigarettes at many different stores |  |
|  |  | I only buy cigarettes when I run out | 1 | 2 | 3 | 4 | 5 | 6 | 7 | I buy well in advance, I never run out |  |
|  |  | I prefer to buy cigarettes from official stores | 1 | 2 | 3 | 4 | 5 | 6 | 7 | I don’t mind where I buy cigarettes, I just buy the cheapest |  |
| I regularly talk to the shop keeper about cigarette brands | 1 | 2 | 3 | 4 | 5 | 6 | 7 | I never talk to the shop keeper about cigarette brands |
| I often try brands I have seen advertised in stores | 1 | 2 | 3 | 4 | 5 | 6 | 7 | I don’t pay attention to advertising in stores |
| If my brand is not available in a store, I buy another brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 | If my brand is not available in store, I go to another store |
| I generally just go to the shop to buy cigarettes | 1 | 2 | 3 | 4 | 5 | 6 | 7 | I usually buy my cigarettes together with other shopping |
|  |  |  |  |  | | | | | | | |  |
| **Q28** | Which of these best describes how you would feel when you in addition to your regular or side brands want to try a new cigarette brand for the first time? | **FS5** | | | | | | | | | | |
|  |  | The cost of cigarettes is too small to worry about | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cigarettes are expensive and I worry that I might not like the new cigarettes once I’ve bought them |  |
|  |  |  |  | | | | | | | |  |
| **Q29** | Thinking generally about the brands of cigarettes available these days, please indicate which of these comments best describes how you feel? | **FS6** | | | | | | | | | | |
|  |  | I always choose the same product | 1 | 2 | 3 | 4 | 5 | 6 | 7 | I always choose a different product |  |
|  |  |  |  | | | | | | | |  |

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| |  | | --- | | **DEMOGRAPHICS** | | | | | | |
| **D1** | Finally some more detailed questions about yourself. Please select the option below that best describes you. |  | | | |
|  |  | **Life stage** | **Code** |  |
|  | Single living at home (with parents) | 1 |  |
|  | Single living alone or with friends | 2 |  |
|  | Single have children under 18yrs living at home | 3 |  |
|  | Single have children but none under 18yrs living at home | 4 |  |
|  | Married/Living with partner, no children | 5 |  |
|  | Married/Living with partner, with children under 18yrs living at home | 6 |  |
|  | Married/Living with partner, have children but none under 18yrs living at home | 7 |  |
|  | Prefer not to answer | 99 |  |
|  | | | |
| **D2** | What is the highest level of education you have completed? |  | | | |
|  |  | **Education** | **Code** |  |
|  | Primary/Grade School | 1 |  |
|  | Some High School | 2 |  |
|  | Graduated High School | 3 |  |
|  | Some University/College | 4 |  |
|  | Graduated University/College | 5 |  |
|  | Post Graduate | 6 |  |
|  | Prefer not to answer | 99 |  |
|  | | | |
| **D3** | Which of these income bands does your gross annual household income fit into? By gross, I mean before tax, national insurance or any other deductions. (Country specific) |  | | | |
|  |  | **Household Income** | **Code** |  |
|  | Up to xxx | 1 |  |
|  | xxx-xxx | 2 |  |
|  | Xxx or more | 3 |  |
|  | Prefer not to answer | 99 |  |
|  | | | |
| **D4** | Place of residence for the respondent by a map/region or postal code (Country Specific) |  | | | |
|  |
| **D5** | The area where you live is considered: |  | | | |
|  |  | **Urban / Rural** | **Code** |  |
|  | A city / major metropolitan area | 1 |  |
|  | A small town or city | 2 |  |
|  | A rural town or village | 3 |  |
|  | | | |

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| **D6** | What is your current working status? (Country Specific) |  | | | | | | | | | | | | |
|  |  | **Working Status** | | | | | | **Code** | | |  | | |
|  | In paid employment for 30+ hours a week | | | | | | 1 | | |  | | |
|  | In paid employment less than 8 hours a week | | | | | | 2 | | |  | | |
|  | In paid employment between 8-29 hours a week | | | | | | 3 | | |  | | |
|  | Self-employed | | | | | | 4 | | |  | | |
|  | Retired | | | | | | 5 | | |  | | |
|  | In full time education (may also work part-time) | | | | | | 6 | | |  | | |
|  | Full time housewife/husband | | | | | | 7 | | |  | | |
|  | Currently unemployed | | | | | | 8 | | |  | | |
|  | Other | | | | | | 98 | | |  | | |
|  | | | | | | | | | | | | |
| **D7** | What is your primary occupation? Please select an option below. (Country Specific) |  | | | | | | | | | | | | |
|  |  | **Occupation** | | | | | | **Code** | | |  | | |
|  | xxx | | | | | | 1 | | |  | | |
|  | Prefer not to answer | | | | | | 99 | | |  | | |
|  | | | | | | | | | | | | |
| **D8** | Please rate the frequency of your usage of the following internet activities |  | | | | | | | | | | | | |
|  | **Internet Activity** | **Never** | **Once a Month** | **Several times a month** | **Once a Week** | **Several times a week** | | | **Daily** | | |  | |
|  | Sending or reading e-mail | 1 | 2 | 3 | 4 | 5 | | | 6 | | |  | |
|  | Web browsing | 1 | 2 | 3 | 4 | 5 | | | 6 | | |  | |
|  | Social networking (e.g. Facebook) | 1 | 2 | 3 | 4 | 5 | | | 6 | | |  | |
|  | Chatting (chat rooms) | 1 | 2 | 3 | 4 | 5 | | | 6 | | |  | |
|  | Posting comments to online news groups, websites or blogs | 1 | 2 | 3 | 4 | 5 | | | 6 | | |  | |
|  |  |  | Shopping | 1 | 2 | 3 | 4 | 5 | | | 6 | | |  | |
|  |  |  | | | | | | | | | | | | | |
| **D9** | Would you describe yourself as: (Country Specific)? |  | | | | | | | | | | | | | |
|  |  | **Ethnicity** | | | | | | | **Code** | | |  | | |
|  | White | | | | | | | 1 | | |  | | |
|  | Black | | | | | | | 2 | | |  | | |
|  | Mixed | | | | | | | 3 | | |  | | |
|  | Spanish/ Hispanic / Latino | | | | | | | 4 | | |  | | |
|  | Chinese | | | | | | | 5 | | |  | | |
|  | Asian Indian | | | | | | | 6 | | |  | | |
|  | Asian - Other | | | | | | | 7 | | |  | | |
|  | Another ethnic group | | | | | | | 98 | | |  | | |
|  | Prefer not to answer | | | | | | | 99 | | |  | | |
|  | | | | | | | | | | | | | |
| **D10** | What is your religious preference? (Country Specific) |  | | | | | | | | | | | | | |
|  |  | **Religious Preference** | | | | | | | **Code** | | |  | | |
|  | xxx | | | | | | | 1 | | |  | | |
|  | Prefer not to answer | | | | | | | 99 | | |  | | |
|  | | | | | | | | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **D11** | I would like to ask you about Electronic Cigarettes (E-cigarettes). They are battery-powered devices that produce a heated vapour containing nicotine. Which of the following statements best applies to you? |  | | | |
|  |  | **E-Cigarettes Usage** | **Code** |  |
|  | I currently use e-cigarettes | 1 |  |
|  | I have tried e-cigarettes within the last 3 months | 2 |  |
|  | I have heard of e-cigarettes but have never used them | 3 |  |
|  | I have never heard of e-cigarettes | 4 |  |
|  | | | |
| **D12** | Finally I would like to ask you how many international air trips, if any, have you made over the last 12 months? (Please consider a round-trip as one trip) |  | | | |
|  |  | **Number of International air trips past 12 months** | **Code** |  |
|  | 1 | 1 |  |
|  | 2 | 2 |  |
|  | 3-5 | 3 |  |
|  | 6-9 | 4 |  |
|  | 10-19 | 5 |  |
|  | 20-39 | 6 |  |
|  | 40 and above | 7 |  |
|  | None | 8 |  |
|  | | | |

**These were all the questions we had – thank you very much for participation and your valuable answers!**