**4Screen**

*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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QUESTIONNAIRE FLOW: SCREENER

|  |  |  |  |
| --- | --- | --- | --- |
| **Section** | **Question #** | **Question** | **Type** |
| **SCREENER** | S1a | Gender | Not asked |
| S1b | Center | Single |
| S2a | Age Screening (Exact Age) | Value |
| S2b | Age Screening (2) | Single |
| S3a | Trade / profession screening | Multi |
| S3b | Whether participated in market research | Single |
| S3c | Whether participated in tobacco research | Single |
| S4 | Smoke cigarettes daily | Single |
| S5 | Average daily consumption | Value |
| S6 | Regular brand | Single (define) |
| S7 | Time with regular brand | Single |
| S8a-c | Demographic questions to be included as per market needs | Single |
| S9 | Purchase frequency | Single |
| S10 | Occasional brands | Multi (define) |
| S11 | Occasions of smoking | Multi |
| S12 | Regular brand disposition | Single |

QUESTIONNAIRE FLOW: MAIN INTERVIEW

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Section** | | **Question #** | **Question** | **Type** |
| **BRAND AWARENESS, USAGE & DISPOSITION** | | Q1 | Regular brand reconfirmation | Single (define) |
| Q2 | Prompted awareness | Multi |
| Q3 | Trial in last 3 months | Multi |
| **CORE MODULE** |  | Q4 | Purchase intention of 1st concept / idea | Single |
| **PART TO BE REPEATED FOR EACH IDEA / CONCEPT** | Q5 | Overall Liking | Single |
| Q6 | Overall Liking 6 point scale for ex-category comparison | Single |
| Q7 | Uniqueness | Single |
| Q8 | Relevance | Single |
| Q9 | Excitement | Single |
| Q10 | Clarity | Single |
| Q11 | Believability | Single |
| Q12 | Price perception | Single |
| Q13 | Value for money perception – for ex-category benchmarking | Single |
| Q14 | Fit with Brand | Single |
|  | Q15 | Purchase intention for other concepts / ideas | Single |
| **CHOICE DESIGN / RANKING** | | X1 | Choice Design / Ranking module | Choice tasks/Rank |
| **TALK VALUE** | | X2 | Sources of information | Multi |
| X3 | Recommendability | Single |
| **FUTURE SHAPERS** | | FS1 – FS5 | Future shapers questions | - |
| **OTHER ADDITIONAL QUESTIONS** | | **IN CASE OF INCLUSION WILL BE INCLUDED AT RELEVANT POSITIONS BASED ON THE QUESTIONNAIRE FLOW** | | |
| **END** | | | | |

SECTION I. SCREENER

#### S1a Record Gender (DO NOT ASK)

|  |  |
| --- | --- |
|  | CODE |
| Male | 1 |
| Female | 2 |

#### S1b Record Centre

|  |  |
| --- | --- |
|  | CODE |
|  | 1 |
|  | 2 |
|  | 3 |
|  | 4 |
|  | 5 |

#### S2a 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?

INTERVIEWER TO ASK FOR EXACT AGE

IF EXACT AGE MENTIONED, FIRST CODE AGE. THEN CODE AGE RANGE IN THE GRID

IF EXACT AGE NOT MENTIONED/ REFUSED, ASK “In which of these age categories do you fall?”

Write in exact age

|  |  |
| --- | --- |
|  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| AGE |  |  | GO TO |
| Under 18 [or minimum legal age] | 1 |  | CLOSE |
| 18-20 | 2 |  | S2b |
| 21-24 | 3 |  |
| 25-29 | 4 |  | S3a |
| 30-34 | 5 |  |
| 35-44 | 6 |  |
| 45-54 | 7 |  |
| 55-64 | 8 |  |
| 65+ | 9 |  | CLOSE |

ASK S2B IF CODE 2/3 AT S2a (Depending on Minimum Legal Age)

#### S2B You mentioned that you are (READ AGE AT S2a) years old - which out of the following options best describes your age today?

|  |  |  |  |
| --- | --- | --- | --- |
| AGE | CODE |  | GO TO |
| I am 18 / 19/ 21 (depending on min legal age) years and 1 month | 01 |  | CLOSE |
| I am 18 / 19/ 21 (depending on min legal age) years and 2 months | 02 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 3 months | 03 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 4 months | 04 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 5 months | 05 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 6 months | 06 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 7 months | 07 |  | S3a |
| I am 18 / 19/ 21 (depending on min legal age) years and 8 months | 08 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 9 months | 09 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 10 months | 10 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 11 months but not yet 19 / 20/ 22 (depending on min legal age) years | 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 |

#### S3a Do you or any of your close relatives work in any of the following trades or professions:

Show CARD/VISUAL. Read out list ([[1]](#footnote-1)).

|  |  |  |  |
| --- | --- | --- | --- |
| TRADES/PROFESSIONS | CODE |  | GO TO |
| Banking | 1 |  | S3b |
| Journalism/TV/Radio Reporting | - |  | CLOSE |
| Public relations | - |  |
| Market research | - |  |
| Advertising | - |  |
| Sale/Manufacture of tobacco products | - |  |
| Sale/Manufacture of beer or spirits | 2 |  | S3b |
| Any other | 3 |  |

#### S3b Have you participated in any market research survey in the last 6 months?

|  |  |  |  |
| --- | --- | --- | --- |
|  | CODE |  | GO TO |
| Yes | 1 |  | S3c |
| No | 2 |  | S4 |

#### S3c You said that you have participated in a market research survey in the last 6 months. What was the topic of the survey? Was that about tobacco?

|  |  |  |  |
| --- | --- | --- | --- |
|  | CODE |  | GO TO |
| Yes | 1 |  | CLOSE |
| No | 2 |  | S4 |

#### S4 Do you normally smoke at least one manufactured cigarette a day?

|  |  |  |  |
| --- | --- | --- | --- |
|  | CODE |  | GO TO |
| Yes | 1 |  | S5 |
| No | 2 |  | CLOSE |

#### S5 On average, how many manufactured cigarettes do you normally smoke a day?

|  |  |  |
| --- | --- | --- |
| RECORD THE EXACT NUMBER OF CIGARETTES CONSUMED PER DAY AND CODE TO THE CORRECT INTERVAL |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| AVERAGE DAILY CONSUMPTION | CODE |  | GO TO |
| 1-4 cigarettes a day | 1 |  |  |
| 5-9 cigarettes a day | 2 |  |  |
| 10-15 cigarettes a day | 3 |  |  |
| 16-20 cigarettes a day | 4 |  |  |
| 21-30 cigarettes a day | 5 |  |  |
| 31-40 cigarettes a day | 6 |  |  |
| 41-50 cigarettes a day | 7 |  |  |
| More than 50 cigarettes a day | 8 |  |  |

#### S6 What is your regular brand, that is, the one you smoke more than any other brand nowadays?

* DO NOT READ OUT LIST
* PROMPT FOR BRAND IDENTIFICATION (KS, MENTHOL, LIGHTS, SUPER LONG, ETC.)

|  |  |
| --- | --- |
| REGULAR BRAND | CODE |
|  | ……. |

* CODE EXACT VERSION BELOW. SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| REGULAR BRAND | CODE |  | GO TO |
| Brand A | 1 |  | S7 |
| Brand B | 2 |  |
| Brand C | 3 |  |
| Brand D | 4 |  |
| …………………………………. | …… |  |
| Others | ……. |  | CLOSE |

#### S7 Since you were (MINIMUM LEGAL AGE) to the present day, for how long have you been smoking (READ BRAND CODED AT S6) as your regular brand?

|  |  |  |  |
| --- | --- | --- | --- |
| TIME WITH REGULAR BRAND | CODE |  | GO TO |
| Less than 3 months | 1 |  | CLOSE |
| 3 – 6 months (incl. 3 and 6 months) | 2 |  |
| 6 months - 1 year (incl. 1 year) | 3 |  | S8 |
| More than 1 year, up to 18 months (one and half years) | 4 |  |
| More than 18 months up to 2 years | 5 |  |
| 2 – 3 years (incl. 3 years) | 6 |  |
| 3 - 5 years (incl. 5 years) | 7 |  |
| 5 - 10 years (incl. 10 years) | 8 |  |
| More than 10 years | 9 |  |

***S8a-c: DEMOGRAPHIC SECTION – TO BE INCLUDED AS PER END MARKET NEEDS***

#### *S8a What is the highest Educational qualification you have achieved?*

*DETAILS TO BE MODIFIED BY fw AGENCY*

#### *S8b What is your average monthly household income?*

*DETAILS TO BE MODIFIED BY fw AGENCY*

#### *S8c What is your average monthly personal income?*

*DETAILS TO BE MODIFIED BY fw AGENCY*

#### S9 How often do you buy your regular brand of cigarettes?

|  |  |
| --- | --- |
| PURCHASE FREQUENCY |  |
| Daily or almost daily | 1 |
| Not daily, but more than twice a week | 2 |
| Once or twice a week | 3 |
| At least once every two weeks | 4 |
| At least once a month | 5 |
| Less often | 6 |

#### S10 You said that your regular brand of cigarettes is (MENTION REGULAR BRAND). Do you smoke any other cigarette brand nowadays?

#### Which other cigarette brands? Any others? (FIXED PROBE)

* LIST IN ORDER OF MENTION. WRITE BRAND NAME AND UNIQUE BRAND CODE IN SPACES PROVIDED BELOW. USE BOOKLET I TO FIND BRAND CODE. PROBE RESPONDENT FOR HOUSE, FAMILY GROUP (TAR DELIVERY), FAMILY (LENGTH, FILTER/PLAIN, FLAVOUR) AND SKU DETAILS
* IF NO OCCASIONAL BRAND PRESENT, CODE 9999

|  |  |  |
| --- | --- | --- |
| ORDER | OTHER BRAND(S)  NAME | OTHER BRAND(S)  CODE |
| 1st |  |  |
| 2nd |  |  |
| 3rd |  |  |
| 4th |  |  |
| .... |  |  |

#### S11 During which of these occasions do you usually smoke?

* SHOW CARD
* READ OUT STATEMENTS
* MULTIPLE CODING
* CODE RESPONSES IN THE GRID BELOW

|  |  |  |  |
| --- | --- | --- | --- |
| GROUPS | Occ. No. | ROTATE GROUPS | S11 |
|  | 1 | First thing in the morning |  |
| 2 | Last thing at night |  |
| 3 | After meals |  |
| 4 | Taking a break from work |  |
| 5 | Out with friends / partner |  |
| 6 | While travelling / commuting from one place to another |  |
| 7 | While relaxing |  |
| 8 | While partying / with drinks |  |

#### S12 You said that your current regular brand of cigarettes is (MENTION REGULAR BRAND). Could you please indicate, how likely is it that you will continue to smoke (MENTION REGULAR BRAND) as your regular brand in future?

|  |  |
| --- | --- |
| DISPOSITION TOWARDS REGULAR BRAND | CODE |
| I would definitely not continue to smoke  (MENTION REGULAR BRAND) as regular brand | 1 |
| I would probably not continue to smoke  (MENTION REGULAR BRAND) as regular brand | 2 |
| I may or may not continue to smoke  (MENTION REGULAR BRAND) as regular brand | 3 |
| I would probably continue to smoke  (MENTION REGULAR BRAND) as regular brand | 4 |
| I would definitely continue to smoke  (MENTION REGULAR BRAND) as regular brand | 5 |

# SECTION II: BRAND AWARENESS, USAGE & DISPOSITION

#### Q1 RECONFIRM REGULAR BRAND FROM SCREENING (RECRUITMENT) Q’RE

* IF THE BRAND HAS A NUMBER OF VARIETIES, PROMPT FOR BRAND IDENTIFICATION (KS, MENTHOL, LIGHTS, SUPER LONG, ETC.). WRITE IN EXACT VERSION BELOW.

|  |  |
| --- | --- |
| REGULAR BRAND | CODE |
|  | ……. |

#### Q2 Please look at these cigarette brands. Please tell me all the brands you know or have heard of even if you have never smoked them. Any other? Any other? (FIXED PROBE)

* SHOW PHOTO BOARD I
* CODE EACH MENTION IN GRID BELOW
* MULTIPLE CODING POSSIBLE

#### Q3 Please look at these cigarette brands again. Please tell me which, if any, of them you have tried in the last 3 months, even if only once. Any other? Any other? (FIXED PROBE)

* SHOW PHOTO BOARD I
* CODE EACH MENTION IN GRID BELOW
* MULTIPLE CODING POSSIBLE

|  |  |  |
| --- | --- | --- |
| PRE SELECTED BRAND LIST | PROMPTED AWARENESS  (Q2) | TRIED IN LAST 3 MONTHS  (Q3) |
| Brand A | 1 | 1 |
| Brand B | 2 | 2 |
| Brand C | 3 | 3 |
| Brand D | 4 | 4 |
| Brand E | 5 | 5 |

# SECTION III: CORE MODULE

FIRST IDEA / BRANDED CONCEPT TO BE EVALUATED ON CORE METRICS

SAY: As you may be aware, cigarette manufacturers launch new products from time to time. We would now like to show you a selection of product ideas. We would like to know your opinion on these ideas. Please take some time to look at and read through the idea shown to you.

SHOW IDEA

|  |  |  |  |
| --- | --- | --- | --- |
| <<QandRStandardQuestion>><<QNRID=55536>> <<QNRTEMPLATEID=1>> <<QNRTEMPLATEQUESTIONID=4874>> | | | |
| PURCHASE INTENTION – UNPRICED  ***ASK IF UNPRICED IDEA IS TESTED | TO BE ASKED FOR THE FIRST SHOWN IDEA ONLY*** | | | |
| Q4a Suppose this product is available at the store where you usually purchase your cigarettes at a cost that you consider satisfactory. Which of the following statements best describes how interested you would be in buying it at least once? | | | |
| * SCRIPTWRITER: SHOW 1st IDEA * SELECT ONE ANSWER | | | |
|  | () | | |
| I would definitely not buy it | | 1 | |
| I would probably not buy it | | 2 | |
| I might or might not buy it | | 3 | |
| I would probably buy it | | 4 | |
| I would definitely buy it | | 5 | |
| <</QandRStandardQuestion>> | | |

|  |  |  |  |
| --- | --- | --- | --- |
| PURCHASE INTENTION – PRICED  ***ASK IF PRICED CONCEPT IS TESTED | TO BE ASKED FOR THE FIRST SHOWN CONCEPT ONLY*** | | | |
| Q4b Suppose this new product is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? | | | |
| * SCRIPTWRITER: SHOW 1st CONCEPT * SELECT ONE ANSWER | | | |
|  | | () | |
| I would definitely not buy it | 1 | | |
| I would probably not buy it | 2 | | |
| I might or might not buy it | 3 | | |
| I would probably buy it | 4 | | |
| I would definitely buy it | 5 | | |
| <</QandRStandardQuestion>> | | |

|  |  |
| --- | --- |
| OVERALL LIKING | |
| Q5 Please tell me how much you like this product? | |
| * SELECT ONE ANSWER | |
|  | () |
| I dislike it a lot | 1 |
| I somewhat dislike it | 2 |
| I neither like nor dislike it | 3 |
| I somewhat like it | 4 |
| I like it a lot | 5 |
| <</QandRStandardQuestion>> | |

|  |  |
| --- | --- |
| OVERALL LIKING – 6 POINT FOR X-CATEGORY BENCHMARKING | |
| Q6 Which statement best describes how much you think you would like or dislike this product? | |
| * SELECT ONE ANSWER | |
|  | () |
| Like extremely | 1 |
| Like very well | 2 |
| Like quite well | 3 |
| Like somewhat | 4 |
| Like slightly | 5 |
| Do not like at all | 6 |

UNIQUENESS

|  |  |  |  |
| --- | --- | --- | --- |
| Q7 How new and different this product is compared to other cigarette products in the market? | | | |
| * SELECT ONE ANSWER | | | |
|  | | () | |
| Extremely new and different | | 1 | |
| Very new and different | | 2 | |
| Somewhat new and different | | 3 | |
| Slightly new and different | | 4 | |
| Not at all new and different | | 5 | |
| <</QandRStandardQuestion>> | | | |
| <</QandRStandardQuestion>> | |

|  |  |
| --- | --- |
| RELEVANCE | |
| Q8 How relevant is this product to you? | |
| * SELECT ONE ANSWER | |
|  | () |
| Not at all relevant | 1 |
| Slightly relevant | 2 |
| Somewhat relevant | 3 |
| Very relevant | 4 |
| Extremely relevant | 5 |

|  |  |
| --- | --- |
| EXCITEMENT | |
| Q9 How exciting do you find this product? | |
| * SELECT ONE ANSWER | |
|  | () |
| Very exciting | 1 |
| Quite exciting | 2 |
| Not very exciting | 3 |
| Not at all exciting | 4 |
| <</QandRStandardQuestion>> | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CLARITY | | | | | | | | | | | |
| Q10 To what extent do you believe you know what to expect from this product?  To clarify your answer, please use this scale from 1 to 9, where ‘1’ means that you would not know what to expect from the product at all, and ‘9’ means that you would know exactly what to expect from the product. | | | | | | | | | | | |
| * SELECT ONE ANSWER | | | | | | | | | | | |
|  | | | | | | | | | | | |
| Do not know what to expect from the product at all | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Know exactly what to expect from the product | () |
| <</QandRStandardQuestion>> | | | | | | | | | | | |

|  |  |
| --- | --- |
| BELIEVABILITY | |
| Q11 To what extent do you find what you've been shown about this product believable? | |
| * SELECT ONE ANSWER | |
|  | () |
| Very believable | 1 |
| Somewhat believable | 2 |
| Not very believable | 3 |
| Not at all believable | 4 |
| <</QandRStandardQuestion>> | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | PRICE PERCEPTION | | | Q12 Considering that (MENTION OFFER NAME) is available for (MENTION PRICE), how do you feel about the price of this product? | | | * SELECT ONE ANSWER | | |  | () | | Price should be much lower | 1 | | Price should be slightly lower | 2 | | It is priced just right | 3 | | Price can be slightly higher | 4 | | Price can be much higher | 5 | | <</QandRStandardQuestion>> | | |

|  |  |
| --- | --- |
| VALUE FOR MONEY PERCEPTION – FOR X-CATEGORY BENCHMARKING | |
| Q13 Considering the cost for this product, which statement best describes how you feel about it? | |
| * SELECT ONE ANSWER | |
|  | () |
| Worth slightly more | 1 |
| The price is about right | 2 |
| Worth slightly less | 3 |
| Worth much less | 4 |
| Worth very much less | 5 |

MANDATORY FOR BRANDED CONCEPTS

NOT TO BE ASKED FOR UNBRANDED IDEAS

|  |  |
| --- | --- |
| Q14 Please state how strongly you agree with the statement that this product fits with the brand (MENTION TEST OFFER HOUSE) | |
| * SELECT ONE ANSWER | |
|  | () |
| Disagree strongly | 1 |
| Disagree somewhat | 2 |
| Neither agree nor disagree | 3 |
| Agree somewhat | 4 |
| Agree strongly | 5 |

SAY: We would now like to show you some other product ideas. We would like to know your opinion on these ideas. Please take some time to look at and read through each of the ideas shown to you.

SHOW IDEA

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| PURCHASE INTENTION - SEQUENTIAL UNPRICED | | | | | |
| Q15 Suppose this product is available at the store where you usually purchase your cigarettes at a cost that you consider satisfactory. Which of the following statements best describes how interested you would be in buying it at least once? | | | | | |
| * SCRIPTWRITER: SHOW 1st IDEA * SELECT ONE ANSWER | | | | | |
| * SCRIPTWRITER: REPEAT FOR EACH SEQUENTIAL IDEA IN ROTATED ORDER, ONE SCALE AT A TIME, SEPARATELY. MAXIMUM OF 5 SEQUENTIAL IDEAS PER PERSON | | | | | |
|  | 2nd idea | 3rd idea | 4th idea | 5th idea | 6th idea |
| I would definitely not buy it | 1 | 1 | 1 | 1 | 1 |
| I would probably not buy it | 2 | 2 | 2 | 2 | 2 |
| I might or might not buy it | 3 | 3 | 3 | 3 | 3 |
| I would probably buy it | 4 | 4 | 4 | 4 | 4 |
| I would definitely buy it | 5 | 5 | 5 | 5 | 5 |

NOW THE CORE MODULE SECTION (ONLY Q5 – Q14) NEEDS TO BE REPEATED FOR EACH OF THE CONCEPT/IDEA IN SEQUENTIAL MONADIC FASHION

AFTER ALL THE IDEAS/CONCEPTS HAVE BEEN EVALUATED SEQUENTIALLY IN THE CORE MODULE, THE CHOICE DESIGN / RANKING MODULE WILL BE ENACTED

# CHOICE DESIGN / RANKING MODULE (OPTIONAL)

ALL IDEAS/CONCEPTS BEING SCREENED MUST BE SHOWN TO THE RESPONDENT BEFORE COMPLETING CHOICE DESIGN / RANKING TO ENSURE ALL RESPONDENTS ANSWER IN THE SAME CONTEXT. EXPOSE RESPONDENT TO ALL IDEAS/CONCEPTS (INCLUDING THOSE ALREADY SEEN) IN RANDOM ORDER

CHOICE DESIGN (X1a) SHOULD BE USED WHEN BETWEEN 8 AND 15 IDEAS/CONCEPTS ARE BEING SCREENED

RANKING (X1b) SHOULD BE USED WHEN FEWER THAN 8 IDEAS/CONCEPTS BEING SCREENED

CHOICE DESIGN / RANKING SHOULD NOT BE USED WHEN MORE THAN 15 IDEAS/CONCEPTS ARE BEING SCREENED

X1a SHOW EACH OF THE CHOICE SETS AND ASK THE FOLLOWING QUESTION

Among the following products that are on the screen/card, please tell me which one you think would be the most appealing to other smokers and which one would be the least appealing.

X1b SHOW EACH OF THE CHOICE SETS AND ASK THE FOLLOWING QUESTION

Please rank the following products that are on the screen/card from the one that you think would be the most appealing to other smokers (rank 1) to the one you think would be least appealing (rank n).

# TALK VALUE

|  |  |
| --- | --- |
| X2 Which of these sources of information would be likely to influence your decision (either positively or negatively) to buy a new {{category / sub-category}} {{product / service}}? | |
| SELECT ALL THAT APPLY | |
|  |  |
| A friend/relative telling me about it | 01 |
| Free samples being given away | 02 |
| Receiving a coupon | 03 |
| A display or sign in a shop | 04 |
| Seeing it in a shop | 05 |
| Seeing an advert in a newspaper or magazine | 06 |
| An article in a newspaper or magazine | 07 |
| A direct mail piece | 08 |
| A radio programme | 09 |
| A TV programme | 10 |
| An advert on TV | 11 |
| An advert on Radio | 12 |
| The Internet | 13 |
| Seeing it at an event | 14 |
| Seeing someone else using it | 15 |
| None of these | 16 |

|  |
| --- |
| X3 If this product was available would you recommend it to a friend? |

* SINGLE RESPONSE
* Show idea/concept

|  |  |
| --- | --- |
| RECOMMEND TO A FRIEND |  |
| I would recommend it to my friends | 1 |
| I would not recommend it to my friends | 2 |

# FUTURE SHAPERS

**SWITCHING QUESTIONS**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| FS1 | Which of these best describes how you would feel when switching to a new cigarette brandfor the first time?  If you choose a number towards the left, the more you agree with the opinion on the left. The nearer to the right you choose, the more you feel the opinion on the right describes how you feel. | | | | | | | | | |
| SINGLE CODE | | | | | | | | | |
| *The cost is too small to worry about* | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *It is too expensive to buy as you might not like it once you've bought it* |  |

FS2 | Thinking generally about the brands of cigarettes available these days, please indicate which of these comments best describes how you feel.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *I always choose the same product* | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *I always choose a different product* |  |

**INFLUENCE QUESTIONS**

FS3 | Which statement best describes how connected your friends are?

|  |  |
| --- | --- |
|  | (xx) |
| 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 |

FS4 | And, thinking about your friends and their friends, which statement best describes the variety of distinct groups that your friends interact with?

|  |  |
| --- | --- |
|  | (xx) |
| 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 |

FS5 | I am going to read out some things other smokers have said about themselves in relation to cigarettes.Please select how much you agree or disagree.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | *Strongly disagree* | *Somewhat disagree* | *Neither agree nor disagree* | *Somewhat agree* | *Strongly agree* |
| I often talk about cigarettebrands with other smokers | 1 | 2 | 3 | 4 | 5 |
| I consider myself to be influential when talking with other smokers about switching cigarettebrands/products | 1 | 2 | 3 | 4 | 5 |

# OPTIONAL: OTHER ADDITIONAL QUESTIONS

THESE ARE ADDITIONAL QUESTIONS THAT CAN BE CONSIDERED TO INCLUDE IN THE QUESTIONNAIRE DEPENDING ON THE NATURE AND OBJECTIVES OF THE RESEARCH. THE QUESTIONS IN CASE OF INCLUSION WILL BE INCLUDED AT RELEVANT POSITIONS BASED ON THE QUESTIONNAIRE FLOW

|  |  |
| --- | --- |
| SHARE OF NEEDS | |
| AD1 Which of these phrases best describes the share of your current tobacco requirements that this would meet? | |
|  | |
| All of my requirements | 1 |
| Most of my requirements | 2 |
| Some of my requirements | 3 |
| None of my requirements | 4 |

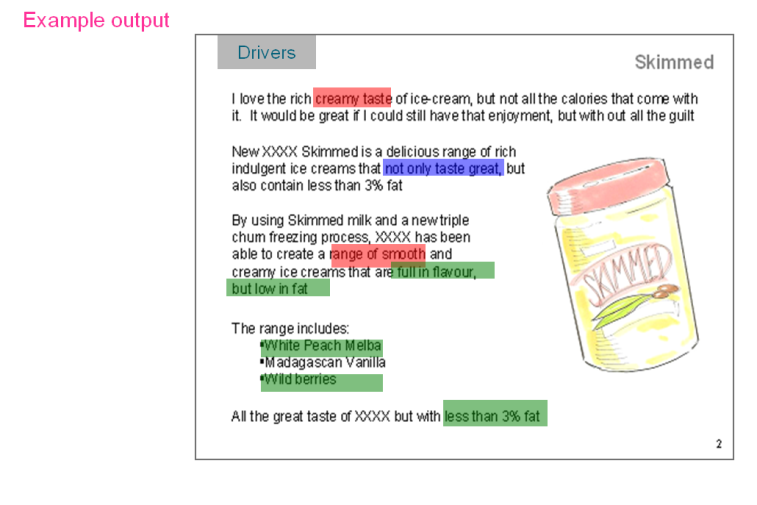
INCREMENTAL TO BRAND (OPTIONAL)

|  |  |
| --- | --- |
| AD2 If you went to a store today to buy this product and it was not available, what would you buy instead? | |
|  | |
| I would buy another product from this brand in this product category | 1 |
| I would buy another product in this product category but not from this brand | 2 |
| I would not buy anything if this product was not available | 3 |

|  |
| --- |
| SPONTANEOUS LIKES |
| AD3 What, if anything, do you think you would like about this product? |

* OPEN WRITE IN

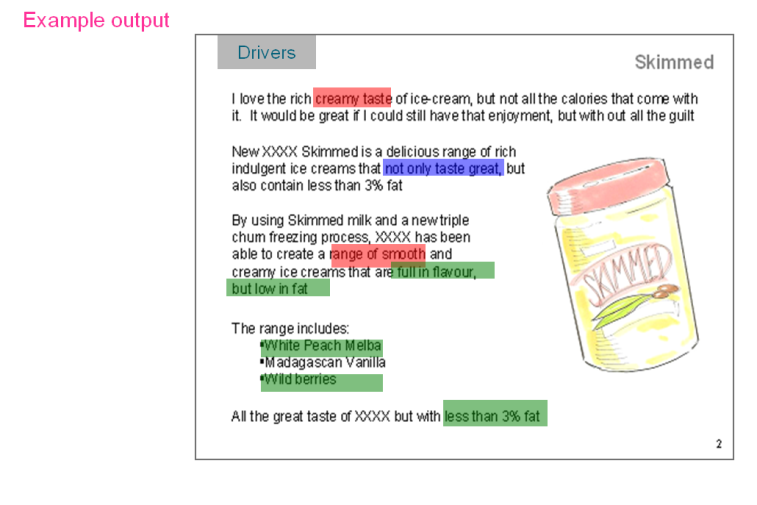
|  |
| --- |
| CONCEPT HIGHLIGHTER LIKES |
| AD4 You will now see an image of this product on screen.  Please use the pen to highlight those areas on the image which might encourage you to buy it. You can highlight parts of the pack, words, pictures, etc. Please do not circle the areas, colour them with the highlighter instead.  Please click to continue. |



|  |
| --- |
| SPONTANEOUS DISLIKES |
| AD5 What, if anything, do you think you would dislike about this product? |

* OPEN WRITE IN

|  |
| --- |
| CONCEPT HIGHLIGHTER DISLIKES |
| AD6 You will now see an image of this product on screen.  Please use the pen to highlight those areas on the image which you do not like, and which would discourage you from buying the product. You can highlight parts of the pack, words, pictures, etc. Please do not circle the areas, colour them with the highlighter instead.  Please click to continue. |



|  |
| --- |
| OCCASIONS |
| AD7 Please look at these occasions and tell me, in which of these occasions would you like to smoke this product? |

* Show idea
* MULTI CODE

|  |  |  |
| --- | --- | --- |
| Occ. No. | OCCASIONS |  |
| 1 | First thing in the morning |  |
| 2 | Last thing at night |  |
| 3 | After meals |  |
| 4 | Taking a break from work |  |
| 5 | Out with friends / partner |  |
| 6 | While travelling / commuting from one place to another |  |
| 7 | While relaxing |  |
| 8 | While partying / with drinks |  |

|  |  |
| --- | --- |
| LIKELYHOOD OF SMOKING REGULAR / OCCASIONAL | |
| AD8 If you were going to smoke this new product in the future would you smoke these cigarettes –as your regular brand or occasionally? | |
|  | |
| As regular brand | 1 |
| Occasionally | 2 |
| Rarely | 3 |

ADDITIONAL DEMOGRAPHIC CLASSIFICATION

AD9 Which of the following groups does the chief income earner in your household belong to?

|  |  |
| --- | --- |
| * Please pick one only | |
|  | |
| * The person in the household with the largest income is the Chief Income Earner, however this income is obtained. | |
| * If the Chief Income Earner is retired and has an occupational pension, please select according to the previous occupation | |
| * If the Chief Income Earner is not in paid employment and has been out of work for less than 6 months, please select according to previous occupation | |
|  | |
| Semi or unskilled manual worker (e.g. Manual jobs that require no special training or qualifications;  Manual workers, Apprentices to be skilled trades, Caretaker, Cleaner, Nursery School Assistant,  Park keeper, non-HGV driver, shop assistant etc.) | 1 D |
|  |  |
| Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/Ambulance Driver,  HGV driver, Unqualified assistant teacher, AA patrolman, pub/bar worker, etc) | 2 C2 |
|  |  |
| Supervisory or clerical/ Junior managerial/ Professional/ administrator (e.g. Office worker,  Student Doctor, Foreman with 25+ employees, sales person, Student Teachers etc) | 3 C1 |
|  |  |
| Intermediate managerial/ Professional/ Administrative (e.g. Newly qualified (under 3 years) doctor,  newly qualified (under 3 years) solicitor, board director small organisation, middle manager in large organisation, principle officer in civil  Service/local government etc) | 4 B |
|  |  |
| Higher managerial/ Professional/Administrative (e.g. Established doctor, established solicitor, board director in large organisation (200+ employees, top level civil servant/public service employee), Headmaster/mistress, etc) | 5 A |
|  |  |
| Student | 6 C1 |
| Retired and living on state pension only | 7 E |
| Unemployed (for over 6 months) or not working due to long term sickness | 8 E |

AD10 You said that your regular brand of cigarettes is (MENTION REGULAR BRAND). Since (MINIMUM LEGAL AGE), did you have a main regular cigarette brand immediately before you started to smoke (REGULAR BRAND)? Which brand, if any, was that?

* Write brand name and unique brand code in spaces provided below. In order to obtain brand code refer to BOOKLET I, probing for necessary House, Family Group (tar delivery), Family (length, filter/plain, flavour) and SKU details.

|  |  |  |  |
| --- | --- | --- | --- |
| PREVIOUS BRAND NAME | CODE |  | GO TO |
|  |  |  |  |

AD11 Presently, if (REGULAR BRAND) was withdrawn from the market, which brand would you smoke instead.

* Write brand name and unique brand code in spaces provided below. In order to obtain brand code refer to BOOKLET I, probing for necessary House, Family Group (tar delivery) Family (length, filter/plain, flavour) and SKU details.

|  |  |  |  |
| --- | --- | --- | --- |
| SUBSTITUTE BRAND NAME | CODE |  | GO TO |
|  |  |  |  |

AD12 FORMING THE EVOKE SET GRID

PLEASE RECORD THE BRAND NAMES AND BRAND CODES FROM OCCASIONAL BRAND, SUBSTITUTE BRAND & TRIAL BRANDS IN THE GRID BELOW

|  |  |  |  |
| --- | --- | --- | --- |
|  | | BRAND NAME | BRAND CODE |
| Occasional brand (1st Mention) |  |  |  |
| Substitute brand |  |  |  |
| Trial Last 3 months |  |  |  |
| Trial Last 3 months |  |  |
| Trial Last 3 months |  |  |
| Trial Last 3 months |  |  |
| Trial Last 3 months |  |  |
| Trial Last 3 months |  |  |

PLEASE STIRKE OUT ANY BRANDS IN THE GRID ABOVE THAT BELONG TO THE TEST BRAND HOUSE

PLEASE STRIKE OUT ANY DUPLICATES FROM THE GRID ABOVE.

PLEASE RECORD THE FIRST 2 REMAINING BRAND NAMES IN THE GRID BELOW.

|  |  |  |
| --- | --- | --- |
|  | BRAND NAME | BRAND CODE |
| Brand A |  |  |
| Brand B |  |  |

AD13 TO BE ASKED ONLY TO SOB SMOKERS

AD13 ASK THIS QUESTION FOR THE TEST BRAND & THE TWO BRANDS FINALIZED IN THE ABOVE GRID

ASK THIS QUESTION FOR EACH BRAND SEPARATELY, ONE AFTER ANOTHER

Please tell me how likely you are to consider smoking (MENTION EACH BRAND ONE AFTER ANOTHER) in the future? SINGLE CODE

* Show CARD. Code below.
* Rotate brands.

AD14 Thinking of (MENTION 1st BRAND), could you please tell me which of the following phrases best describes what you are likely to do in the future? SINGLE CODE

* Show CARD. Code below
* Rotate brands.

|  |  |  |  |
| --- | --- | --- | --- |
| INTENTION TO BUY | Test Brand | Brand ‘A' | Brand ‘B' |
| Tick for rotation |  |  |  |
| I would definitely not consider smoking this brand in the future regularly | 1 | 1 | 1 |
| I would probably not consider smoking this brand in the future regularly | 2 | 2 | 2 |
| I may or may not consider smoking this brand in the future regularly | 3 | 3 | 3 |
| I would probably consider smoking this brand in the future regularly | 4 | 4 | 4 |
| I would definitely consider smoking this brand in the future regularly | 5 | 5 | 5 |

1. (1) Local additions to list possible if required by the local CORA/Legal [↑](#footnote-ref-1)