**4Sight**

*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 format – pack or stick | Single |
| S10 | Purchase frequency | Single |
| S11 | Occasional brands | Multi (define) |
| S12 | Proportion of Regular and other brands | Value |
| S13a | Occasions of smoking | Multi |
| S13b | Distribution of ADC into occasions | Value |
| S14 | 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 |
| **PRE SMOKE EVALUATION** | Q4 | Purchase intention | Single |
| Q5 | Packs / sticks at trial | Single |
| Q6 | Price perception | Single |
| Q7 | Overall Liking | Single |
| Q8a | Likes of the offer | Open ended |
| Q8b | Dislikes of the offer | Open ended |
| Q9 | Uniqueness | Single |
| Q10 | Relevance | Single |
| Q11 | Believability | Single |
| Q12 | Excitement | Single |
| Q13 | Main benefit | Open ended |
| Q14 | Perception grid | Scale 1-5 |
| Q15 | Image ratings of the offer | Scale 1-5 |
| Q16 | Overall appeal of the offer | Single |
| **EX-CATEGORY** | Q17 | Overall Liking 6 point scale for ex-category comparison | Single |

|  |  |  |  |
| --- | --- | --- | --- |
| **POST SMOKE EVALUATION** | Q18a | Repeat Purchase intention | Single |
| Q18b | Purchase as regular / occasional / rarely | Single |
| Q19 | Packs / Sticks at repeat | Single |
| Q20 | Repeat purchase frequency | Single |
| Q21 | Proportion of Test proposition and other brands | Value |
| Q22 | Average weekly consumption of Test proposition | Value |
| Q23 | Price perception | Single |
| Q24 | Performance versus Expectation | Single |
| Q25 | Uniqueness | Single |
| Q26 | Relevance | Single |
| Q27 | Excitement | Single |
| Q28 | Image ratings of the offer | Scale 1-5 |
| Q29 | Overall appeal of the offer | Single |
| Q30a | Likes of the offer | Open ended |
| Q30b | Dislikes of the offer | Open ended |
| **OCCASIONS** | Q31a | Occasions of smoking Test proposition | Multi |
| Q31b | Distribution of weekly consumption into occasions | Value |
| **MOMENTS FRAMEWORK** | Q32 | Moments framework | Scale 1-5 |
| **EX-CATEGORY** | Q33 | Overall Liking 6 point scale for ex-category comparison | Single |
| **TALK VALUE** | Q34 | Sources of information | Multi |
| Q35 | Recommend ability | Single |
| **FUTURE SHAPERS** | FS1 – FS5 | Future shapers questions | - |
| **PRICE ELASTICITY MODULE** | PE1 | CBC like price elasticity module | Choice tasks |
| **END** | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **OPTIONAL SECTION: SMOKER BEHAVIOUR** | | | |
| **This section will move up within the Qre flow if included** | SB1 | Previous brand | Single (Define) |
| SB2 | Substitute brand | Single (Define) |
| SB3a | Forming evoke set | Not asked |
| SB3b | Pre-Disposition of Test proposition masked by evoke set brands | Scale 1-5 |

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 3 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 3 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 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 NOT TO BE ASKED IF THIS IS A PACKS ONLY/STICKS ONLY MARKET

#### S9 In what format do you normally buy your regular brand? Is that in packs or in sticks?

|  |  |
| --- | --- |
| REGULAR BRAND | CODE |
| Packs | 1 |
| Sticks | 2 |
| Both, but purchase as packs more often | 3 |
| Both, but purchase as sticks more often | 4 |

#### S10 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 |

#### S11 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 |  |  |
| .... |  |  |

DO NOT ASK S12a/S12b IF NO BRAND CODED IN S11

S12a NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET

#### S12a ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9

#### Of the last 100 cigarette sticks you purchased, how many of them were (MENTION REGULAR BRAND), and how many were other cigarette brands?

ENSURE THAT THE TOTAL NUMBER OF CIGARETTES SMOKED IS EXACTLY 100

|  |  |
| --- | --- |
| Products/ Offers | No. of cigarettes |
| Regular Brand |  |
| Other brands |  |
| TOTAL | 100 |

DO NOT ASK S12a/S12b IF NO BRAND CODED IN S11

S12b NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET

#### S12b ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9

#### Of the last 10 cigarette packs you purchased, how many of them were (MENTION REGULAR BRAND), and how many were other cigarette brands?

ENSURE THAT THE TOTAL NUMBER OF PACKS PURCHASED IS EXACTLY 10

|  |  |
| --- | --- |
| Products/ Offers | No. of packs |
| Regular Brand |  |
| Other brands |  |
| TOTAL | 10 |

#### S13a During which of these occasions do you usually smoke?

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

#### S13b You said you normally smoke (MENTION ADC FROM S5) cigarettes in a day. Could you please distribute your daily consumption across the occasions smoked on?

* SHOW CARD
* ENSURE RELEVANT OCCASSIONS ARE COVERED
* CODE RESPONSES IN THE GRID BELOW

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| GROUPS | Occ. No. | ROTATE GROUPS | S13a | S13b |
|  | 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 |  |  |

#### S14 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: BRANDED CONCEPT: PRE SMOKE EVALUATION

#### As you may be aware, cigarette manufacturers launch new offers from time to time. We are going to show you now a new offer and would like to know your opinion of it. Please look at the entire offer including the name/brand/packaging/product description and price.

#### SHOW BRANDED OFFER MATERIALS (PACK/ COMMUNICATION ETC) AND MENTION BRAND/OFFER NAME

#### 

#### DO NOT SAY IF COMPLETY NEW BRAND IS BEING TESTED: The question I am about to ask you refer only to this new offer and not to the other variants of the same brand currently available in the market. Please keep this in mind while answering the following questions

#### Q4 Suppose this new offer 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?

|  |  |  |  |
| --- | --- | --- | --- |
| PURCHASE INTENTION |  |  |  |
| I would definitely not buy it | 1 | Q6 |
| I would probably not buy it | 2 |
| I might or might not buy it | 3 | Q5A/B |
| I would probably buy it | 4 |
| I would definitely buy it | 5 |

Q5A NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET

#### Q5A ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9

#### Suppose (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. How many sticks would you buy the first time you purchase this product?

|  |  |
| --- | --- |
| STICKS AT TRIAL |  |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 | 6 |
| 7 | 7 |
| 8 | 8 |
| 9 OR MORE | 9 |
| NONE | 10 |

Q5B NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET

#### Q5B ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9

#### Suppose (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. How many packs would you buy the first time you purchase this product?

|  |  |
| --- | --- |
| PACKS AT TRIAL |  |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 | 6 |
| 7 | 7 |
| 8 | 8 |
| 9 OR MORE | 9 |
| NONE | 10 |

ASK ALL. CONTINUE TO SHOW BRANDED OFEER MATERIAL

#### Q6 Considering that (MENTION OFFER NAME) is available for (MENTION PRICE), how do you feel about the price of this offer?

|  |  |
| --- | --- |
| PRICE PERCEPTION |  |
| 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 |

ASK ALL. CONTINUE TO SHOW BRANDED OFEER MATERIAL

#### Q7 Please tell me how much you like this offer?

|  |  |
| --- | --- |
| OVERALL LIKING |  |
| 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 |

#### Q8A Please tell me everything you like about this offer? Anything else? FIXED PROBE

Open answer - Record verbatim

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

#### Q8B Please tell me everything you dislike about this offer? Anything else? FIXED PROBE

Open answer - Record verbatim

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

#### Q9 How new and different is this offer to other currently available cigarette offers?

|  |  |
| --- | --- |
| UNIQUENESS |  |
| Not at all new and different | 1 |
| Slightly new and different | 2 |
| Somewhat new and different | 3 |
| Very new and different | 4 |
| Extremely new and different | 5 |

#### Q10 How relevant is this offer to you?

|  |  |
| --- | --- |
| RELEVANCE |  |
| Not at all relevant | 1 |
| Slightly relevant | 2 |
| Somewhat relevant | 3 |
| Very relevant | 4 |
| Extremely relevant | 5 |

#### Q11 To what extent do you find what you've been shown about this offer believable?

|  |  |
| --- | --- |
| BELIEVABILITY |  |
| Very believable | 1 |
| Somewhat believable | 2 |
| Not very believable | 3 |
| Not at all believable | 4 |

#### Q12 How exciting do you find this offer?

|  |  |
| --- | --- |
| EXCITEMENT |  |
| Very exciting | 1 |
| Quite exciting | 2 |
| Not very exciting | 3 |
| Not at all exciting | 4 |

OPTIONAL ONLY IF APPROVED BY LEGAL CORA

#### Q13 When looking at this offer what do you think the main benefit is?

Open answer - Record verbatim

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

#### Q14 Please consider all aspects of the offer as I read a list of statements. Please state how strongly you agree with the following statements. SHOW CARD. ROTATE ATTRIBUTES

* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | | Test Brand |
|  | Disagree Strongly | | Disagree Somewhat | Neither agree nor disagree | Agree Somewhat | Agree Strongly |
| The offer fits with Brand (House) | 1 | | 2 | 3 | 4 | 5 |  |
| The offer is meant for people like me | 1 | | 2 | 3 | 4 | 5 |  |
| The offer does something better or in addition to other existing offers | 1 | | 2 | 3 | 4 | 5 |  |

SAY: Now I would like to hear your opinion on this offer (SHOW BRANDED OFFER MATERIAL), & your regular cigarette brand (MENTION REGULAR BRAND) on a series of attributes. As an example, please take a look at this card (DISPLAY EXAMPLE ATTRIBUTE CARD). One end of the card says “USE EVERYDAY” while the other end says “USE ONLY FOR SPECIAL OCCASIONS” and there are five boxes in between. If you think that you would use the brand every day, you would give it a score near this end of the scale (POINT TO BOXES 5 AND 4). If you think you would use the brand only on special occasions, you would give it a score near this end of the scale (POINT TO BOXES 2 AND 1).

EXAMPLE ATTRIBUTE CARD - ENSURE RESPONDENT HAS UNDERSTOOD THE SCALE BEFORE CONTINUING

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Use Everyday | 5 | 4 | 3 | 2 | 1 | Use only for special occasions |

#### Q15 I will read a list of statements related to cigarette brands. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen, heard and experienced so far. ASK FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND

* ROTATE ATTRIBUTES
* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.
* recorD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN
* THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN
* do not show any stimulus while rating regular brand

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| imagery |  |  |  |  |  |  | Test Brand | Regular Brand |
| Not a Prestigious brand | 1 | 2 | 3 | 4 | 5 | A Prestigious brand |  |  |
| A Value brand | 1 | 2 | 3 | 4 | 5 | A Premium brand |  |  |
| A brand for adult smokers over 30 years | 1 | 2 | 3 | 4 | 5 | A brand for adult smokers below 30 years |  |  |
| A Traditional brand | 1 | 2 | 3 | 4 | 5 | A Modern brand |  |  |
| ***EITHER ONE OF PREMIUM/PRESTIGE AND/OR ASU30/MODERN TO BE ASKED DEPENDING ON THE BRAND(S) INTO CONSIDERATION – DELETE THIS ROW ONCE QUESTIONNAIRE IS FINALIZED*** | | | | | | | | |
| Poor Value for Money brand | 1 | 2 | 3 | 4 | 5 | Good Value for Money brand |  |  |
| Low Quality Product | 1 | 2 | 3 | 4 | 5 | High Quality Product |  |  |
| Poor Taste | 1 | 2 | 3 | 4 | 5 | Good Taste |  |  |
| Strong Taste | 1 | 2 | 3 | 4 | 5 | Mild Taste |  |  |
| Unattractive Pack | 1 | 2 | 3 | 4 | 5 | Attractive Pack |  |  |
| Unattractive Stick (Optional) | 1 | 2 | 3 | 4 | 5 | Attractive Stick (Optional) |  |  |
| The stick is not comfortable to smoke (Optional) | 1 | 2 | 3 | 4 | 5 | The stick is comfortable to smoke (Optional) |  |  |
| Custom attribute 1 | 1 | 2 | 3 | 4 | 5 | Custom attribute 1 |  |  |
| Custom attribute 2 | 1 | 2 | 3 | 4 | 5 | Custom attribute 2 |  |  |
| Custom attribute 3 | 1 | 2 | 3 | 4 | 5 | Custom attribute 3 |  |  |

#### Q16 Taking into account the OVERALL brand characteristics, such as pack, communication, image, price, etc., could you tell me to what extent (MENTION OFFER NAME) is appealing to you? SINGLE CODE

* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.
* recorD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN
* THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN
* do not show any stimulus while rating regular brand

|  |  |  |
| --- | --- | --- |
| OVERALL APPEAL | Test Brand | Regular Brand |
| Not at all Appealing | 1 | 1 |
| Not That Appealing | 2 | 2 |
| Quite Appealing | 3 | 3 |
| Very Appealing | 4 | 4 |
| Extremely Appealing | 5 | 5 |

# EX-CATEGORY

Q17 Which statement best describes how much you think you would like or dislike this offer?

|  |  |
| --- | --- |
| OVERALL LIKING 6 POINT |  |
| Do not like at all | 1 |
| Like slightly | 2 |
| Like somewhat | 3 |
| Like quite well | 4 |
| Like very well | 5 |
| Like extremely | 6 |

#### I would now like you to try a stick of (MENTION OFFER NAME). Please smoke this cigarette to develop and opinion of the product experience.

#### OFFER 1 CIGARETTE FROM THE PACK.

#### WAIT FOR THE RESPONDENT TO FINISH SMOKING THE CIGARETTE. THE RESPONDENT SHOULD NOT BE SMOKING THE CIGARETTE WHILE ANSWERING ANY OF THE NEXT QUESTIONS

SECTION IV: POST SMOKE EVALUATION

#### Q18A Having tried the product, suppose (MENTION OFFER NAME) is available where you usually purchase your cigarettes at a price of (MENTION PRICE). Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once?

|  |  |  |  |
| --- | --- | --- | --- |
| REPEAT PURCHASE INTENTION |  |  | GO TO |
| I would definitely not buy it | 1 |  | Q23 |
| I would probably not buy it | 2 |  |
| I might or might not buy it | 3 |  | Q18B |
| I would probably buy it | 4 |  |
| I would definitely buy it | 5 |  |

#### Q18B If you were going to smoke this proposition in the future (MENTION OFFER NAME) would you smoke these cigarettes – as your regular brand or occasionally or rarely?

|  |  |
| --- | --- |
|  | CODE |
| As regular brand | 1 |
| Occasionally | 2 |
| Rarely | 3 |

Q19A NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET

#### Q19A ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9

#### Suppose (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. How many sticks would you buy the first time you purchase this product?

|  |  |  |  |
| --- | --- | --- | --- |
| STICKS AT REPEAT |  |  |  |
| 1 | 1 |  | Q20 |
| 2 | 2 |  |
| 3 | 3 |  |
| 4 | 4 |  |
| 5 | 5 |  |
| 6 | 6 |  |
| 7 | 7 |  |
| 8 | 8 |  |
| 9 OR MORE | 9 |  |
| NONE | 10 |  | Q23 |

Q19B NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET

#### Q19B ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9

#### Suppose (MENTION OFFER NAME) is available for the price of (MENTION PRICE) in the place where you usually purchase your cigarettes. How many packs would you buy the first time you purchase this product?

|  |  |  |  |
| --- | --- | --- | --- |
| PACKS AT REPEAT |  |  |  |
| 1 | 1 |  | Q20 |
| 2 | 2 |  |
| 3 | 3 |  |
| 4 | 4 |  |
| 5 | 5 |  |
| 6 | 6 |  |
| 7 | 7 |  |
| 8 | 8 |  |
| 9 OR MORE | 9 |  |
| NONE | 10 |  | Q23 |

#### Q20 Please look at this CARD. How often do you think you would buy (MENTION OFFER NAME) if it was available where you usually purchase cigarettes?

|  |  |
| --- | --- |
| REPEAT 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 |

Q21A NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET

#### Q21A ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9

#### Now that you have smoked (MENTION OFFER NAME), If this product is available where you usually buy your cigarettes, in this pack of ...... (MENTION PACK SIZE) cigarettes, and at a price of ………. (MENTION PRICE), out of the next 100 cigarettes that you purchase, how many would be of this product and how many would be other cigarettes?

|  |  |
| --- | --- |
|  | No OF CIGARETTES |
| OFFER |  |
| OTHERS |  |
| TOTAL (MUST ADD TO 100) | 100 |

Q21B NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET

#### Q21B ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9

#### Now that you have smoked (MENTION OFFER NAME), If this product is available where you usually buy your cigarettes, in this pack of ...... (MENTION PACK SIZE) cigarettes, and at a price of ………. (MENTION PRICE), out of the next 10 packs that you purchase, how many would be of this product and how many would be other cigarettes?

|  |  |
| --- | --- |
|  | No OF PACKS |
| OFFER |  |
| OTHERS |  |
| TOTAL (MUST ADD TO 10) | 10 |

Q22A NOT TO BE ASKED IF THIS IS A PACKS ONLY MARKET

#### Q22A ASK TO THOSE WHO HAVE CODED 2 OR 4 IN S9

#### 

#### You said you would consider smoking this (MENTION OFFER NAME). Could you tell me how many sticks of the offer would you smoke in a week? RECORD VERBATIM

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

Q22B NOT TO BE ASKED IF THIS IS A STICKS ONLY MARKET

#### Q22B ASK TO THOSE WHO HAVE CODED 1 OR 3 IN S9

#### You said you would consider smoking this (MENTION OFFER NAME). Could you tell me how many packs of the offer would you smoke in a week? IF LESS THAN 1 PACK MENTIONED, EXAMPLE HALF A PACK, CODE 0.5

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

ASK ALL. CONTINUE TO SHOW BRANDED OFEER MATERIAL

#### Q23 Considering that (MENTION OFFER NAME) is available for (MENTION PRICE), how do you feel about the price of this offer?

|  |  |
| --- | --- |
| PRICE PERCEPTION |  |
| 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 |

#### Q24 Now that you have smoked (MENTION OFFER NAME), I would like you to compare your opinion about (MENTION OFFER NAME) with what you had expected before smoking the product. Please choose the phrase that best describes your opinion about the product (MENTION OFFER NAME) after smoking the product.

|  |  |
| --- | --- |
| PERFORMANCE vs. EXPECTATION | CODE |
| Offer is much better than I had expected | 1 |
| Offer is slightly better than I had expected | 2 |
| Offer is similar to what I had expected | 3 |
| Offer is slightly worse than what I had expected | 4 |
| Offer is much worse than what I had expected | 5 |

#### Q25 How new and different is this offer to other currently available cigarette offers?

|  |  |
| --- | --- |
| UNIQUENESS |  |
| Not at all new and different | 1 |
| Slightly new and different | 2 |
| Somewhat new and different | 3 |
| Very new and different | 4 |
| Extremely new and different | 5 |

#### Q26 How relevant is this offer to you?

|  |  |
| --- | --- |
| RELEVANCE |  |
| Not at all relevant | 1 |
| Slightly relevant | 2 |
| Somewhat relevant | 3 |
| Very relevant | 4 |
| Extremely relevant | 5 |

#### Q27 How exciting do you find this offer?

|  |  |
| --- | --- |
| EXCITEMENT |  |
| Very exciting | 1 |
| Quite exciting | 2 |
| Not very exciting | 3 |
| Not at all exciting | 4 |

#### Q28 Now that you have tried this product, I will again read a list of statements used in the past to describe different characteristics for cigarettes. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen, heard and experienced so far. ASK FOR ALL THE ATTRIBUTES FOR THE TEST BRAND FIRST AND THEN FOR THE REGULAR BRAND

* rotate attributes
* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.
* recorD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN
* THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN
* do not show any stimulus while rating regular brand

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| imagery |  |  |  |  |  |  | Test Brand | Regular Brand |
| Not a Prestigious brand | 1 | 2 | 3 | 4 | 5 | A Prestigious brand |  |  |
| A Value brand | 1 | 2 | 3 | 4 | 5 | A Premium brand |  |  |
| A brand for adult smokers over 30 years | 1 | 2 | 3 | 4 | 5 | A brand for adult smokers below 30 years |  |  |
| A Traditional brand | 1 | 2 | 3 | 4 | 5 | A Modern brand |  |  |
| ***EITHER ONE OF PREMIUM/PRESTIGE AND/OR ASU30/MODERN TO BE ASKED DEPENDING ON THE BRAND(S) INTO CONSIDERATION – DELETE THIS ROW ONCE QUESTIONNAIRE IS FINALIZED*** | | | | | | | | |
| Poor Value for Money brand | 1 | 2 | 3 | 4 | 5 | Good Value for Money brand |  |  |
| Low Quality Product | 1 | 2 | 3 | 4 | 5 | High Quality Product |  |  |
| Poor Taste | 1 | 2 | 3 | 4 | 5 | Good Taste |  |  |
| Strong Taste | 1 | 2 | 3 | 4 | 5 | Mild Taste |  |  |
| Unattractive Pack | 1 | 2 | 3 | 4 | 5 | Attractive Pack |  |  |
| Unattractive Stick (Optional) | 1 | 2 | 3 | 4 | 5 | Attractive Stick (Optional) |  |  |
| The stick is not comfortable to smoke (Optional) | 1 | 2 | 3 | 4 | 5 | The stick is comfortable to smoke (Optional) |  |  |
| Custom attribute 1 | 1 | 2 | 3 | 4 | 5 | Custom attribute 1 |  |  |
| Custom attribute 2 | 1 | 2 | 3 | 4 | 5 | Custom attribute 2 |  |  |
| Custom attribute 3 | 1 | 2 | 3 | 4 | 5 | Custom attribute 3 |  |  |

#### Q29 Taking into account the OVERALL brand characteristics, such as pack, communication, image, price, etc., could you tell me to what extent (MENTION OFFER NAME) is appealing to you?

* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.
* recorD ANSWER FOR TEST BRAND FIRST IN RIGHT COLUMN
* THEN RECORD ANSWER FOR REGULAR BRAND IN FAR RIGHT COLUMN
* do not show any stimulus while rating regular brand

|  |  |  |
| --- | --- | --- |
| OVERALL APPEAL | Test Brand | Regular Brand |
| Not at all Appealing | 1 | 1 |
| Not That Appealing | 2 | 2 |
| Quite Appealing | 3 | 3 |
| Very Appealing | 4 | 4 |
| Extremely Appealing | 5 | 5 |

#### Q30A Now that you have tried this product, please tell me everything you like about this offer? Anything else? FIXED PROBE

Open answer - Record verbatim

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

#### Q30B Now that you have tried this product, please tell me everything you dislike about this offer? Anything else? FIXED PROBE

Open answer - Record verbatim

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

# OCCASIONS

#### Q31A Please look at these occasions and tell me, in which of these occasions would you like to smoke (MENTION OFFER NAME)?

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

#### Q31B You said you would smoke (MENTION RESPONSE FROM Q22A/B) of (MENTION OFFER NAME) in a week. Could you please distribute your weekly consumption of (MENTION OFFER NAME) across the occasions smoked on?

* SHOW CARD
* ENSURE RELEVANT OCCASSIONS ARE COVERED
* CODE RESPONSES IN THE GRID BELOW

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| GROUPS | Occ. No. | ROTATE GROUPS | Q35A | Q35B |
|  | 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 |  |  |

# MOMENTS FRAMEWORK

#### Q32 I will now read out a list of statements associated with smoking. Thinking of (MENTION OFFER NAME) can you tell me how much you associate the offer (MENTION OFFER NAME) with each of the moments? Please state how strongly you agree that the offer (MENTION OFFER NAME) fits with the following statements. ROTATE ATTRIBUTES

* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | | | | | Test Brand |
| Disagree Strongly | Disagree Somewhat | Neither agree nor disagree | Agree Somewhat | Agree Strongly |  |
| Makes one proud to be seen with | 1 | 2 | 3 | 4 | 5 |  |
| Good for partying / socialising | 1 | 2 | 3 | 4 | 5 |  |
| Fits moments when I need to get energised | 1 | 2 | 3 | 4 | 5 |  |
| Fits relaxing moments | 1 | 2 | 3 | 4 | 5 |  |
| Fits moments when I need to focus | 1 | 2 | 3 | 4 | 5 |  |
| Fits moments when I want to treat myself | 1 | 2 | 3 | 4 | 5 |  |
| Helps me pass time | 1 | 2 | 3 | 4 | 5 |  |
| Good for when I need a moment for myself | 1 | 2 | 3 | 4 | 5 |  |
| Fits all smoking occasions | 1 | 2 | 3 | 4 | 5 |  |

# EX-CATEGORY

Q33 Which statement best describes how much you think you would like or dislike this offer?

|  |  |
| --- | --- |
| OVERALL LIKING 6 POINT |  |
| Do not like at all | 1 |
| Like slightly | 2 |
| Like somewhat | 3 |
| Like quite well | 4 |
| Like very well | 5 |
| Like extremely | 6 |

# TALK VALUE

#### Q34 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 |

#### Q35 If this offer was available would you recommend it to an adult smoker friend?

|  |  |
| --- | --- |
| RECOMMEND TO AN ADULT SMOKER FRIEND |  |
| I would recommend it to my adult smoker friends | 1 |
| I would not recommend it to my adult smoke friends | 2 |

FUTURE SHAPERS

**SWITCHING QUESTIONS**

#### FS1 Which of these best describes how you would feel when switching to a new cigarette brand for 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?

|  |  |
| --- | --- |
| 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?

|  |  |
| --- | --- |
| 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 SECTION: PRICE ELASTICITY MODULE

We are now going to show you a selection of offers, some of these may already be for sale in the market and some may be new offers that do not yet exist in the market. We would like to hear your opinion on these offers.

Please take some time to see and read through each of these offers appearing on the screen/visual (GIVE RESPONDENT ENOUGH TIME)

PE1 If these offers that you see here are the only options available for you to select at the prices mentioned below, which of these offers would you be interested to purchase/buy in the future? If you would not like to choose any of the offers shown, you can also choose the option "None of these" as your answer.

* SHOW CHOICE TASKS

|  |  |
| --- | --- |
|  |  |
| Choice Task1 |  |
| Choice Task2 |  |
| Choice Task3 |  |
| Choice Task4 |  |

OPTIONAL SECTION: SMOKER BEHAVIOUR

ASK OP1 ONLY IF TEST BRAND/OFFER HOUSE ALREADY EXISTS

SB1 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 |
|  |  |

SB2 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 |
|  |  |

SB3A FORMING THE EVOKE SET GRID

PLEASE RECORD THE BRAND NAMES AND BRAND CODES FROM RESPECTIVE QUESTIONS 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 |  |  |

SB3B TO BE ASKED ONLY TO SOB SMOKERS

SB3B 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

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 | BRAND  A | TEST  BRAND | 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)