**GCS-TAG-ON QUESTIONNAIRE**

**Q1a. As part of the current survey, we are doing a check on the product quality of cigarettes. Do you have a pack of cigarettes with yourself currently?**

**INTERVIEWER MUST ASK FOR THE PACK(S) IN POCKET OR OPENED PACK(S) IN THE HOUSE. IF NO OPEN PACK IS AVAILABLE, THEN ASK FOR THE UNOPENED PACK(S) IN THE HOUSE WHICH THE RESPONDENT SHALL USE NEXT.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Currently Having Cigarette Packs** | **CODE** |  | **GO TO** |
| Yes | 1 |  | **Q1b** |
| No | 2 |  | **CLOSE** |

**Q1b. As I mentioned we are doing a survey on the quality of tobacco products. In this context, may I see all the pack(s) of cigarettes that you are currently carrying with you?**

**TAKE ALL THE CURRENT PACK(S) FROM THE RESPONDENT AND NOTE THE NAME OF THE BRAND(S).**

**NOTE OTHER RELEVANT DETAILS, SUCH AS PRICE, COUNTRY/PLACE OF MANUFACTURE, TAR LEVEL, ETC.**

**IF PRICE NOT PRINTED ON PACK, ASK RESPONDENT HOW MUCH HE/SHE BOUGHT THE PACK FOR.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DETAILS OF CIGARETTE PACK-1** | **CODE** | | | |
| Brand (With SKU) |  | | | |
| Price |  |  |  |  |
| Tax Stamp |  | | | |
| Health Warnings |  | | | |
| .... |  | | | |
| .... |  | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DETAILS OF CIGARETTE PACK-2 (IF RESPONDNENT HAS MORE THAN 1 PACK)** | **CODE** | | | |
| Brand (With SKU) |  | | | |
| Price |  |  |  |  |
| Tax Stamp |  | | | |
| Health Warnings |  | | | |
| .... |  | | | |
| .... |  | | | |

**INTERVIEWER MUST NOTE THE DETAILS OF EACH OF THE CIGARETTE PACKS OBTAINED FROM THE RESPONDENT.**

**Q2. From where did you buy this pack [POINT TO ALL THE PACK(S) OBTAINED FROM RESPONDENT] of cigarettes – did you buy it from a shop inside this city, or from some shop outside this city?**

|  |  |  |
| --- | --- | --- |
| **Place of Purchase** | **CIGARETTE PACK 1** | **CIGARETTE PACK 2** |
| Inside the city | 1 | 1 |
| Outside the city | 2 | 2 |
| Did not buy myself | 3 | 3 |

**ASK Q3 ONLY TO THOSE RESPONDENTS WHO PURCHASED THE CIGARETTE PACKS THEMSELVES AND OUTSIDE THE CURRENT CITY**

**Q3. You said that you purchased this CIGARETTE PACK from another city. From which city did you purchase it?**

|  |  |  |
| --- | --- | --- |
|  | **CIGARETTE PACK 1** | **CIGARETTE PACK 2** |
| RECORD CITY OF PURCHASE |  |  |

**POST-CODE:**

|  |  |  |
| --- | --- | --- |
|  | **CIGARETTE PACK 1** | **CIGARETTE PACK 2** |
| City is in home country | 1 | 1 |
| City is in another country | 2 | 2 |

**Q4. I am now going to show you a list of outlets. Please tell me from which of these types of outlets did you buy this pack of cigarettes [POINT TO ALL THE PACK(S) OBTAINED FROM THE RESPONDENT]?**

**Show CARD Q4. CODE IN RELEVANT COLUMN IN TABLE BELOW.**

|  |  |  |  |
| --- | --- | --- | --- |
| **OUTLET OF PURCHASE**  **OUTLET CODES TO BE DECIDED LOCALLY** | **CIGARETTE PACK 1** | **CIGARETTE PACK 2** | **GO TO** |
| Airport Duty Free | 01 | 01 | Q5 |
| Ferry Duty Free | 02 | 02 |
| Other Duty Free | 03 | 03 |
| Tesco Supermarket | 04 | 04 |
| Sainsburys Supermarket | 05 | 05 |
| ASDA Supermarket | 06 | 06 |
| Other Supermarket | 07 | 07 |
| 7 - 11 Convenience Store | 08 | 08 |
| Circle K Convenience Store | 09 | 09 |
| Other Convenience | 10 | 10 |
| BP Petrol Station | 11 | 11 |
| Shell Petrol Station | 12 | 12 |
| Mobil Petrol Station | 13 | 13 |
| Other Petrol Station | 14 | 14 |
| Cafe/Bar/Restaurant | 15 | 15 |
| Club/Disco | 16 | 16 |
| Department Store | 17 | 17 |
| Drug Store | 18 | 18 |
| Hotel | 19 | 19 |
| Hypermarket | 20 | 20 |
| Kiosk/Hawker | 21 | 21 |
| Small Grocery Shop | 22 | 22 |
| Specialist Tobacconist | 23 | 23 |
| Street Market | 24 | 24 |
| Vending Machine | 25 | 25 |
| Wholesaler | 26 | 26 |
| Others | 99 | 99 |

**Q5. We would like to take a look at this pack / these packs in some detail, to better assess product quality. I would like to offer to take your current packs of cigarettes – and one/two sticks contained within them – in exchange for … … … [MENTION LOCALLY RELEVANT EXCHANGE ITEM]. Would you be interested in this exchange?**

|  |  |
| --- | --- |
|  | **CODE** |
| Respondent agrees | 1 |
| Respondent does not agree | 2 |

**TAKE THE CURRENT PACK FROM THE RESPONDENT, AND GIVE HIM/HER THE EXCHANGE ITEM. AFFIX A LABEL AND NOTE DOWN THE RESPONDENT ID ON IT.**

**IN CASE OF MORE THAN 1 PACK OBTAINED FROM THE RESPONDENT, A SUITABLE SUFFIX SHOULD BE USED TO DIFFERENTIATE THE PACKS**

**E.G. RESPONDNENT ID\_1, RESPONDNENT ID\_2, ETC.**

|  |
| --- |
| **RESPONDENT ID (UNIQUE SRL. NO. OF PACK)** |
|  |

**DEMOGRAPHICS**

**Use standard classification questions (as per gcs), typically covering:**

|  |  |  |
| --- | --- | --- |
| **DEMOGRAPHICS** |  |  |
| QD1 | SEX | - |
| QD2A | MARITAL STATUS | - |
| QD2B | LIFE STAGE | CARD |
| QD3A | EDUCATION OF RESPONDENT | CARD |
| QD3B | EDUCATION OF MAIN WAGE EARNER | CARD |
| QD4A | OCCUPATION OF RESPONDENT | CARD |
| QD4B | OCCUPATION OF MAIN WAGE EARNER | CARD |
| QD5 | HOUSEHOLD INCOME | CARD |
| QD6 | SOCIAL GRADE | CARD |
| QD7 | REGION | CARD |
| QD8 | DATE OF INTERVIEW | CARD |

**END INTERVIEW.**

**THE FOLLOWING GRID NEEDS TO BE FILLED-IN FOR EACH RESPONDENT AFTER THE INTERVIEW IS OVER AND PACKS ARE EXAMINED.**

**NOTE: FILLING OF THIS GRID WHERE EACH PACK WOULD HAVE ITS UNIQUE PACK ID IS PERTINENT TO THE WEIGHTING PROCEDURE WITHOUT WHICH THE DATA CANNOT BE WEIGHTED**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Unique ID of Pack** | **Brand (With SKU)** | **Price Printed on Pack** | **Tax Stamp** | **Health Warnings** | **Manufacturing details** | **Tar and Nicotine Levels** |
|  |  |  |  |  | Name of Manufacturer- |  |
| Source of Manufacture- |
| Name of Importer- |
| Source of Importer- |
| **MENTION RESPONDENT ID** | **MENTION BRAND NAME AND SKU SIZE FROM Q1.** | **MENTION THE PRICE PRINTED ON PACK AFTER PACK EXAMINATION** | **MENTION IF TAX STAMP IS PRESENT OR NOT AND WHICH COUNTRY (IF PRESENT)** | **MENTION IF LOCALLY RELEVANT HEALTH WARNINGS ARE PRESENT OR NOT** | **MENTION THE ABOVE DETAILS AFTER PACK EXAMINATION** | **MENTION THE TAR AND NICOTINE LEVELS** |

**THIS GRID CAN BE CUSTOMISED BY THE LOCAL AGENCY AS PER COUNTRY SPECIFIC GUIDELINES SHARED BY BAT FOR RESPECTIVE END-MARKETS**