**PACK SWAP SURVEY QUESTIONNAIRE- EXIT INTERVIEWS**

**TALK TO ANY ADULT EXITING AN OUTLET AND ADMINISTER THE QUESTIONNAIRE**

**Q1a.** **Good morning/afternoon/evening, my name is ....... I work for an independent market research company called.....We are doing a survey on quality satisfaction of consumer products. In this regards, 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 CODE AGE. THEN POSTCODE IN THE GRID**

**IF EXACT AGE NOT MENTIONED/ REFUSED, ASK FOR THE AGE BRACKET AS PER THE GRID**

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

|  |  |  |
| --- | --- | --- |
| **AGE** | **CODE (CIRCLE)** | **GO TO** |
| Under 18(or minimum legal age) | **1** | **CLOSE** |
| 18-20 | 2 | **Q1b (if legal age is 18)** |
| 21-24 | 3 | **Q2** |
| 25-29 | 4 |
| 30-34 | 5 |
| 35-39 | 6 |
| 40-44 | 7 |
| 45-49 | 8 |
| 50-64 | 9 |
| 64+ | 99 | **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** | **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 | **Q2** |
| 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** |

**Q2.** **RECORD GENDER (DO NOT ASK)**

|  |  |  |
| --- | --- | --- |
| Male | 1 | **CONTINUE** |
| Female | 2 |

**Go to Q3**

**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 – codes must be retained)**

|  |  |  |  |
| --- | --- | --- | --- |
| **TRADES/PROFESSIONS** | **CODE** |  | **GO TO** |
| Banking | 1 |  | **Q4.** |
| Journalism/TV/Radio Reporting | 2 |  | **CLOSE** |
| Public Relations | 3 |  |
| Market Research | 4 |  |
| Advertising | 5 |  |
| Sale/Manufacture of beer or spirits | 6 |  | **Q4.** |
| Sale/Manufacture of Tobacco products ([[1]](#footnote-1)) | 7 |  | **CLOSE** |
| Any Other | 9 |  | **Q4.** |

**Q4a Do you normally smoke at least one manufactured cigarette a day?**

|  |  |  |
| --- | --- | --- |
|  | **CODE** |  |
| Yes | 1 | **GO TO Q5a** |
| No | 2 | **GO TO Q4b** |

**Q4b. Do you smoke at least 30 manufactured cigarettes per month - irrespective of whether you smoke every day or not?**

|  |  |  |
| --- | --- | --- |
|  | **CODE** |  |
| Yes | 1 | **GO TO Q4c** |
| No | 2 | **CLOSE** |

**Q4c. 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 |

**ASK ONLY TO DAILY SMOKERS (“YES” in Q4a)**

**Q5a. On an average, how many manufactured cigarettes do you normally smoke in a day?**

**INTERVIEWER TO ASK FOR EXACT NUMBER OF CIGARETTES SMOKED IN A DAY.**

**IF EXACT NUMBER MENTIONED, FIRST 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 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 |  |

**GO TO Q6**

**ASK ONLY IF “YES” IN Q4b**

**Q5b. 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, FIRST 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 | 1 | **CLOSE** |
| 30-40 cigarettes a month (2 packs of 20) | 2 |  |
| 41-60 cigarettes a month (3 packs of 20) | 3 |  |
| 61-80 cigarettes a month (4 packs of 20) | 4 |  |
| 81-100 cigarettes a month (5 packs of 20) | 5 |  |
| 101-120 cigarettes a month (6 packs of 20) | 6 |  |
| 121-140 cigarettes a month (7 packs of 20) | 7 |  |
| 141-160 cigarettes a month (8 packs of 20) | 8 |  |
| 161-180 cigarettes a month (9 packs of 20) | 9 |  |
| 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” i.e. LESS THAN 30 STICKS PER MONTH, CHECK CONSISTENCY WITH QUESTION 4b.**

**GO TO Q6**

**Q6. Did you just buy a pack of cigarettes from this outlet?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Bought Cigarettes from the Outlet** | **CODE** |  | **GO TO** |
| Yes | 1 |  | **Q7** |
| No | 2 |  | **CLOSE** |

**ASK Q7 ONLY TO RESPONDNENTS CODED “1” IN THE ABOVE QUESTION.**

**Q7. 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 bought just now from this outlet?**

**TAKE ALL THE PACK(S) BOUGHT FROM THE OUTLET FROM THE RESPONDENT, AND NOTE THE NAME OF THE BRAND(S). IF RESPONNDENT HAS BOUGHT A CARTON OR MORE THAN ONE PACK OF THE SAME BRAND, ASK TO SEE ONLY ONE PACK. HOWEVER IF RESPONDENT HAS BOUGHT MORE THAN ONE BRAND, ASK TO SEE ONE PACK OF EACH BRAND BOUGHT.**

**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.**

**INTERVIEWER TO CODE FOR THE APPROPRIATE OUTLET TYPE FROM THE BELOW GRID**

|  |  |  |  |
| --- | --- | --- | --- |
| **OUTLET OF PURCHASE**  **OUTLET CODE TO BE DEFINED LOCALLY** | **CIGARETTE PACK 1** | **CIGARETTE PACK 2** | **GO TO** |
| Airport Duty Free | 01 | 01 | Q8 |
| 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 |

**Q8. 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(S) 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)** |
|  |

**Q9. What is your regular brand of cigarettes, that is, the one you smoke more than any other brand nowadays?**

**WRITE BRAND NAME AND BRAND CODE IN SPACES PROVIDED BELOW. IN ORDER TO OBTAIN BRAND CODE REFER TO BOOKLET I, PROBING FOR NECESSARY HOUSE, FAMILY GROUP, FAMILY (TAR DELIVERY, LENGTH, FILTER/PLAIN, FLAVOUR) AND SKU DETAILS.**

|  |  |
| --- | --- |
| **REGULAR BRAND NAME** | **CODE** |
|  |  |

**Optional Questions**

**Q10. Apart from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (MENTION REGULAR BRAND FROM Q9 ABOVE) do you smoke any other cigarette brands nowadays?**

|  |  |  |  |
| --- | --- | --- | --- |
| **OCCASIONAL BRAND USAGE** | **CODE** |  | **GO TO** |
| Yes | 1 |  | **Q11** |
| No | 2 |  | **Q12** |

**ASK ONLY IF “YES” AT Q10 ABOVE**

**Q11. Which other cigarette brands do you smoke nowadays? Any others?**

**CHECK FOR 3 BRANDS.**

**WRITE BRAND NAME AND BRAND CODE IN SPACES PROVIDED BELOW. IN ORDER TO OBTAIN BRAND CODE REFER TO BOOKLET I, PROBING FOR NECESSARY HOUSE, FAMILY GROUP, FAMILY (TAR DELIVERY, LENGTH, FILTER/PLAIN, FLAVOUR) AND SKU DETAILS.**

|  |  |  |
| --- | --- | --- |
|  | **OCCASIONAL BRAND NAME** | **CODE** |
|  |  |  |
|  |  |  |
|  |  |  |

**Q12. Presently, if \_\_\_\_\_\_\_\_\_\_\_\_ (MENTION REGULAR BRAND FROM Q9 ABOVE) is withdrawn from the market, which brand would you smoke instead?**

**WRITE BRAND NAME AND BRAND CODE IN SPACES PROVIDED BELOW. IN ORDER TO OBTAIN BRAND CODE REFER TO BOOKLET I, PROBING FOR NECESSARY HOUSE, FAMILY GROUP, FAMILY (TAR DELIVERY, LENGTH, FILTER/PLAIN, FLAVOUR) AND SKU DETAILS.**

|  |  |
| --- | --- |
| **SUBSTITUTE BRAND NAME** | **CODE** |
|  |  |

**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 Q9.** | **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 USED 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**

1. [↑](#footnote-ref-1)