

Subject No. Subject Initials

EXIT INTERVIEW QUESTIONNAIRE TOBACCO-HEATING CIGARETTE VERSION

SWITCHING FROM USUAL BRAND CIGARETTES TO A TOBACCO-HEATING CIGARETTE OR SNUS
– A MULTI-CENTER EVALUATION OF HEALTH-RELATED QUALITY OF LIFE ASSESSMENTS AND
BIOMARKERS OF EXPOSURE AND HARM

Covance Study No. 6270-229

For

R.J. Reynolds Tobacco Company
PO Box 1487
Winston-Salem, NC 27102

By

Bellomy Research, Inc.
2150 Country Club Road
Winston-Salem, NC 27104

For office use only: I confirm that this subject has been consented to complete this questionnaire and the questionnaire was received on the following date:

Study Coordinator (or designee): _____ Date: _____

Subject No. Subject Initials

Your opinion counts! Please give us your opinion of the study product you used, as well as your feedback on the study. Answer each question by circling the number beside the best answer. Circle only one choice unless indicated otherwise. When completed, please return your questionnaire to the study coordinator.

- 1) Before participating in this study, had you ever used a tobacco-heating cigarette? (Circle one)

Yes 1
No 2

- 2) While participating in this study, what other tobacco products, if any, did you use besides the study-provided tobacco-heating cigarettes? (Circle all that apply)

My usual cigarettes 1
Moist snuff or dip in a round can 2
Chewing tobacco 3
Pipe tobacco 4
Cigars or little cigars 5
Tobacco tablets 6
Other (Specify) 7
None 8

- 3) While participating in this study, what nicotine replacement products, if any, did you use? (Circle all that apply)

Nicotine patch 1
Nicotine gum 2
Nicotine lozenges 3
Nicotine nasal spray 4
Nicotine inhaler 5
Other (Specify) 6
None 7

- 4) About how many packs of the study-provided tobacco-heating cigarettes did you smoke before you were used to them? (Circle one)

1 to 3 packs 1
4 to 6 packs 2
7 to 10 packs 3
11 or more packs 4
I never got used to them 5

- 5) When smoking the study-provided tobacco-heating cigarettes, do you think you smoked more, less, or about the same, compared to your usual brand? (Circle one)

Smoked more than my usual brand 1
Smoked less than my usual brand 2
Smoked about the same as my usual brand 3

Subject No. **R** Subject Initials

- 6) How difficult was it to know when one of the study-provided tobacco-heating cigarettes was out (when to stop smoking it)? (Circle one)

Very difficult..... 1
 Somewhat difficult..... 2
 Not very difficult..... 3
 Not at all difficult..... 4

- 7) On a scale from 1 to 10, with 1 being "Not Satisfied At All" and 10 being "Completely Satisfied," how satisfied were you with the study-provided tobacco-heating cigarettes? (Please circle a number from 1 to 10.)

Not Satisfied At All									Completely Satisfied
1	2	3	4	5	6	7	8	9	10

- 8) How would you rate the overall amount of flavor of the study-provided tobacco-heating cigarettes? Would you say they had...? (Circle one)

Entirely too much flavor 1
 A little too much flavor..... 2
 Just the right amount of flavor..... 3
 Not quite enough flavor..... 4
 Not nearly enough flavor..... 5

- 9) When using the study-provided tobacco-heating cigarettes, would you say they were...? (Circle one)

Entirely too easy to get smoke through the filter..... 1
 Too easy to get smoke through the filter 2
 Just right..... 3
 Too hard to get smoke through the filter 4
 Much too hard to get smoke through the filter 5

- 10) How would you rate the overall balance of smoothness and harshness of the study-provided tobacco-heating cigarettes? Would you say they were...? (Circle one)

Entirely too harsh 1
 Too harsh 2
 Just the right balance of smoothness and harshness..... 3
 Too smooth 4
 Entirely too smooth 5

- 11) Would you say the study-provided tobacco-heating cigarettes...? (Circle one)

Burned much too slow 1
 Burned too slow 2
 Burned just right..... 3
 Burned too fast..... 4
 Burned much too fast..... 5

Subject No.

R				
---	--	--	--	--

Subject Initials

--	--	--

12) Would you say the study-provided tobacco-heating cigarettes had...? (Circle one)

- Entirely too much aftertaste 1
 Too much aftertaste 2
 Just the right amount of aftertaste 3
 Not enough aftertaste 4
 Not nearly enough aftertaste..... 5

13) Would you say that the study-provided tobacco-heating cigarettes ...? (Circle one)

- Greatly exceeded your expectations..... 1
 Somewhat exceeded your expectations 2
 Met your expectations 3
 Somewhat failed to meet your expectations 4
 Did not at all meet your expectations..... 5

14) Did you miss some of the rituals of smoking a tobacco-burning cigarette, such as tapping the ashes? (Circle one)

- Yes 1
 No..... 2

15) How did you dispose of the tobacco-heating cigarette rods when you were finished smoking one?
 (Please specify all the ways you disposed of them.)

16) Did disposing of the tobacco-heating cigarette rods present any difficulties for you? (Circle one)

- Yes 1
 No..... 2 **(SKIP TO Q. 18)**

17) What difficulties did you encounter with disposing the tobacco-heating cigarette rods? (Please be as specific as possible.)

Subject No.

Subject Initials

- 18) Below are potential aspects of the study-provided tobacco-heating cigarettes that you may or may not have noticed. On a scale of 1 to 7, with 1 being "Worse than your usual cigarette brand," 4 being "Same as your usual cigarette brand" and 7 being "Better than your usual cigarette brand," how well did you like each of the following aspects of the tobacco-heating cigarettes? (Circle one rating 1-7 for each item. If you did not notice a particular aspect of the tobacco-heating cigarettes, please give it a rating of 4.)

	<u>(Circle one rating for each)</u>						
	Worse Than Usual Brand			Same as Usual Brand or Did not Notice			Better Than Usual Brand
Lingering odor	1	2	3	4	5	6	7
Amount of secondhand smoke	1	2	3	4	5	6	7
Overall taste	1	2	3	4	5	6	7
Ease of lighting	1	2	3	4	5	6	7
Effort to keep lit	1	2	3	4	5	6	7
Amount of ash	1	2	3	4	5	6	7

- 19) Taking into consideration everything you know about the study-provided tobacco-heating cigarettes and your experience with the product, what specifically did you **like** about them? (Please be as specific as possible.)

- 20) What specifically did you **dislike** about the study-provided tobacco-heating cigarettes? (Please be as specific as possible.)

Subject No.

Subject Initials

- 21) How well or poorly do you think the study-provided tobacco-heating cigarettes fit into your lifestyle? (Circle one)

Fit extremely well 1
 Fit somewhat well 2
 Fit neither well nor poorly 3
 Fit somewhat poorly 4
 Fit very poorly 5

- 22) Have you spoken with any other adult smokers about the study-provided tobacco-heating cigarettes? (Circle one)

Yes 1
 No 2 **(SKIP TO Q. 24)**

- 23) How many adult smokers have you spoken to about the study-provided tobacco-heating cigarettes? (Circle one)

1 to 3 1
 4 to 6 2
 7 to 9 3
 10 or more 4

- 24) Did you offer any of the study-provided tobacco-heating cigarettes to an adult friend who smokes? (Circle one)

Yes 1
 No 2

- 25) How likely would you be to recommend the study-provided tobacco-heating cigarettes to an adult friend who smokes? (Circle one)

Definitely would recommend 1
 Probably would recommend 2
 Might or might not recommend 3
 Probably would not recommend 4
 Definitely would not recommend 5

- 26) How likely would you be to continue using the study-provided tobacco-heating cigarettes if they were available in your local store? (Circle one)

Extremely likely 1
 Very likely 2
 Somewhat likely 3
 Not very likely 4
 Not at all likely 5

Subject No. Subject Initials

27) Why would you continue or not continue using the study-provided tobacco-heating cigarettes if they were available? (Please be as specific as possible.)

28) If you were to continue to use the study-provided tobacco-heating cigarettes, would you use them in combination with your usual brand of cigarettes or other tobacco products? (Circle one)

- Would use in combination with my usual brand 1
 Would use in combination with my usual brand and other tobacco products ... 2
 Would only use the study-provided tobacco-heating cigarettes..... 3
 Would not continue using the study-provided tobacco-heating cigarettes..... 4

29) Before participating in this study, had you ever used an ultra light cigarette? (Circle one)

- Yes..... 1
 No 2

In these last few questions, we would like your opinion about the study in which you participated.

30) How did you initially hear about the study? (Circle one)

- Through the mail..... 1
 Phone 2
 Responded to a TV ad..... 3
 Responded to a print ad 4
 Responded to a radio ad 5
 Online 6
 Word of mouth 7
 Other (Specify) 8

31) Did you discuss the study with anyone else and/or encourage them to participate? (Circle one)

- Yes 1
 No..... 2

Subject No. **R** Subject Initials

- 32) Below is a list of activities that were required of you during the course of the study. On a scale of 1 to 7, with 1 being "Extremely Unappealing," 4 being "Neither Appealing nor Unappealing" and 7 being "Extremely Appealing," how appealing were each of the following activities to you? (Circle one rating for each item.)

	(Circle one rating for each)						
	Extremely Unappealing			Neither Appealing nor Unappealing			Extremely Appealing
Overnight stays at the clinic	1	2	3	4	5	6	7
Visits every 2 weeks	1	2	3	4	5	6	7
Daily telephone diary calls	1	2	3	4	5	6	7
Travel to and from the clinic	1	2	3	4	5	6	7
Compensation	1	2	3	4	5	6	7
Length of the study	1	2	3	4	5	6	7
Medical procedures	1	2	3	4	5	6	7
Product you were assigned to use	1	2	3	4	5	6	7
Completing questionnaires	1	2	3	4	5	6	7

- 33) How would you rate each of the following characteristics of the study? (Circle one rating for each item.)

	(Circle one rating for each)				
	Poor	Fair	Good	Very Good	Excellent
Convenience of the clinic location	1	2	3	4	5
Cleanliness of the facilities	1	2	3	4	5
Quality of the food	1	2	3	4	5
Convenience of the smoking area	1	2	3	4	5
Comfort of the smoking area	1	2	3	4	5
Security of the clinic	1	2	3	4	5
Sleeping accommodations	1	2	3	4	5
Comfort with the study team members	1	2	3	4	5
Encouragement and motivation of the study team members	1	2	3	4	5

- 34) Would you consider participating in a similar study in the future? (Circle one)

Yes 1

No 2

Subject No.

Subject Initials

35) Why or why not would you consider participating in a similar study in the future? (Please be as specific as possible.)

36) Do we have your permission to contact you in the future to ask some questions about your tobacco use at that time? (Circle one)

Yes 1
No..... 2

37) Did you enjoy participating in this study? Why or why not? (Please be as specific as possible.)

38) Do you have any additional comments or suggestions that you would like to share with us about the study or study product? (Please be as specific as possible.)

Thank you for your help and your opinions as part of our research!