F&A Coding (China Wave III 2023): Cigarette

Section A: General Pack Information

Enter Unique ID
{[unique_id] text Required}

_____

Section A: Pack Information

A1. What is the product type?
{[product_type] radio Required}

○ {1} Manufactured Cigarettes
○ {2} Cloves or Kreteks
○ {3} Cigarillos
○ {4} Roll-your-own

If additional research was necessary to clarify the product type, please describe and include any applicable website addresses (URL) if the internet was used for clarification.
{[product_type_research] textarea}

_____
(If no outside research was needed, skip this field.)

A2. Where was the pack made?
{[locations_listed] radio Required}

○ {1} Bangladesh
○ {2} Brazil
○ {3} Burma
○ {4} China
○ {5} Egypt
○ {6} GCC (Gulf Coast Countries)
○ {7} India
○ {8} Indonesia
○ {9} Italy
○ {10} Japan
○ {11} Kazakhstan
○ {12} Korea
○ {13} Malaysia
○ {14} Mexico
○ {15} Nepal
○ {16} Pakistan
○ {17} Philippines
○ {18} Russian Federation
○ {19} Thailand
○ {20} Turkey
○ {21} Ukraine
○ {22} UAE (United Arab Emirates)
○ {23} United Kingdom
○ {24} USA
○ {25} Uzbekistan
○ {26} Viet Nam
○ {27} Germany
○ {28} Switzerland
○ {88} Other Country (describe)
○ {50} London
○ {89} Any other city (describe)
○ {0} No "made-in" location
○ {100} Taiwan
○ {101} Hong Kong
○ {102} Macau

A2. Other Country - Describe
{[other_country] text Required}
{Branching logic (show if): [locations_listed] = '88'}

_____

REDCap®

A2. Other City - Describe
{[other_city] text Required}
{Branching logic (show if): [locations_listed] = '89'}

_____

A3. Is the primary pack of sticks contained in any kind of larger package?
{[primary_vs_larger] radio Required}

◯ {1} Yes, primary package is contained in a larger package
◯ {0} No, primary package is not contained in a larger package

Section B: Larger Package

B1. Is there any English on the front of the pack (excluding brand family name or brand image/crest, and manufacturer name)?
{[english_lar] radio Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

◯ {1} Yes, all of the writing is in English
◯ {2} Yes, some of the writing is in English
◯ {0} No, none of the writing is in English
◯ {99} N/A: no other writing except brand family name, crest, or manufacturer name

B2. What is the pack type of the larger package?
{[pack_type_lar] radio Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

◯ {1} Slider
◯ {2} Slider with fold-out
◯ {3} Box
◯ {88} Other (describe)

B2. Describe other pack type:
{[pack_type_lar_other] text Required}
{Branching logic (show if): [pack_type_lar] = '88' and [primary_vs_larger] = '1'}

_____

B3. Does the outside of the pack have any of the following features? Select all that apply.
{[fancy_finish_lar] checkbox Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

☐ {1} Any embossing or debossing
☐ {2} Shiny or metallic finish that covers the entire front of pack
☐ {3} Shiny metallic detailing
☐ {4} Holographic text, logo, or image
☐ {5} Iridescent text, logo, or image
☐ {88} Other: describe
☐ {0} No fancy features

B3. Describe other feature:
{[fancy_finish_lar_other] text Required}
{Branching logic (show if): [fancy_finish_lar(88)] = '1'}

_____

B4. Does the larger pack indicate any way that the user is able to change the stick flavor (e.g. convertibles, click and roll, activate freshness)?
{[crush_lar] yesno Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

◯ Yes
◯ No

B5. Is there any reference to a web presence on the larger package? Select all that apply.
{[web_lar] checkbox Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

☐ {1} Facebook
☐ {2} Twitter
☐ {3} Company Website
☐ {4} Company email
☐ {5} QR code
☐ {88} Other (describe)
☐ {0} No reference to a web presence

B5_QR. QR code-directed websites:
{[web_lar_qr] radio Required}
{Branching logic (show if): [web_lar(5)] = '1' and [primary_vs_larger] = '1'}

○ {1} CANNOT scan the code
○ {2} Can scan the QR code and it leads to a corporate website (represented the company as a formal business and presented their corporate image to the public)
○ {3} Can scan the QR code and it leads to a brand specific website (unique to a particular brand and had prominent interactivity and engagement)
○ {4} Can scan the QR code and it leads to a social media page (the company or brand's social media page)
○ {5} Can scan the QR code and it leads to a place other than options above

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B5. Describe other web presence:
{[web_lar_other] text Required}
{Branching logic (show if): [web_lar(88)] = '1' and [primary_vs_larger] = '1'}

_____

B6. Is a phone number for the company listed anywhere on the larger package?
{[phone_lar] yesno Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

○ Yes
○ No

B7. Does the larger package contain any inserts or onserts (not including those with only health warning information)? Select all that apply.
{[insert_onsert_lar] checkbox Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

☐ {1} Yes, the package contains an insert
☐ {2} Yes, the package contains an onsert
☐ {0} No inserts or onserts

B8. Describe the size of sizes of the stick listed on the larger pack. Choose all that apply.
{[stick_size_lar] checkbox Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

☐ {1} XL/Extra-Large/Super Large
☐ {2} Kings/King/King Size
☐ {3} Slim/Slims
☐ {4} Superslims/Ultraslims/Extraslims
☐ {5} Mini, Compact
☐ {6} Stick size indicated by a number (100's, 120's, 84mm, 100mm, etc.)
☐ {88} Other (describe)
☐ {0} No size listed

B8. Describe other size listed:
{[stick_size_lar_other] text Required}
{Branching logic (show if): [stick_size_lar(88)] = '1' and [primary_vs_larger] = '1'}

_____

B9. Select the background color and one other main prominent color of the entire larger package. {[colors_lar] checkbox Required} {Branching logic (show if): [primary_vs_larger] = '1'}	☐ {1} Red ☐ {2} Orange ☐ {3} Yellow ☐ {4} Green ☐ {5} Blue ☐ {6} Violet or Purple ☐ {7} Pink ☐ {8} Brown ☐ {9} Black ☐ {10} White ☐ {11} Grey ☐ {12} Gold ☐ {13} Silver ☐ {14} Burgundy ☐ {15} Tan/Sand ☐ {0} No other main color
B10. How is the brand family name indicated on the pack? {[brandfam_indicate_lar] radio Required} {Branching logic (show if): [primary_vs_larger] = '1'}	◯ {1} By text and/or number (describe) ◯ {2} By symbol or image only (describe)
B10a1. What is the color of the brand family symbol on the front of the pack? {[color_symbol_lar] radio Required} {Branching logic (show if): [primary_vs_larger] = '1' and [brandfam_indicate_lar]='2'}	◯ {1} Red ◯ {2} Orange ◯ {3} Yellow ◯ {4} Green ◯ {5} Blue ◯ {6} Violet or Purple ◯ {7} Pink ◯ {8} Brown ◯ {9} Black ◯ {10} White ◯ {11} Grey ◯ {12} Gold ◯ {13} Silver ◯ {14} Burgundy ◯ {15} Tan/Sand
B10b. Is the brand family name written in Roman characters and/or Arabic numerals? {[brandfam_text_lar] radio Required} {Branching logic (show if): [primary_vs_larger] = '1' and [brandfam_indicate_lar] = '1'}	◯ {1} Yes, in Roman characters and/or Arabic numerals ◯ {2} Both Roman characters and/or Arabic numerals AND other alphabet ◯ {0} No, in any other alphabet
B10b1. What is the color of the brand family name in roman characters? If there are multiple instances of the brand family name, chose the most prominent color. {[color_roman_text_lar] radio Required} {Branching logic (show if): [primary_vs_larger] = '1' and ([brandfam_text_lar]='1' or [brandfam_text_lar]='2')}	◯ {1} Red ◯ {2} Orange ◯ {3} Yellow ◯ {4} Green ◯ {5} Blue ◯ {6} Violet or Purple ◯ {7} Pink ◯ {8} Brown ◯ {9} Black ◯ {10} White ◯ {11} Grey ◯ {12} Gold ◯ {13} Silver ◯ {14} Burgundy ◯ {15} Tan/Sand

B10b2. What is the color of the brand family name in non-roman characters/country specific characters? If there are multiple instances of the brand family name, chose the most prominent color.
{[color_nonroman_text_lar] radio Required}
{Branching logic (show if): [primary_vs_larger] = '1' and ([brandfam_text_lar]='2' or [brandfam_text_lar]='0')}

- ○ {1} Red
- ○ {2} Orange
- ○ {3} Yellow
- ○ {4} Green
- ○ {5} Blue
- ○ {6} Violet or Purple
- ○ {7} Pink
- ○ {8} Brown
- ○ {9} Black
- ○ {10} White
- ○ {11} Grey
- ○ {12} Gold
- ○ {13} Silver
- ○ {14} Burgundy
- ○ {15} Tan/Sand

B11. Are there any color descriptors written on the larger pack (not including brand name)? Any spelling, translation, or synonym of the following (select all that apply):
{[color_descr_lar] checkbox Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

- ☐ {1} Red
- ☐ {2} Orange/Amber
- ☐ {3} Yellow
- ☐ {4} Green
- ☐ {5} Blue
- ☐ {6} Violet/Purple/Lilac
- ☐ {7} Pink/Rose
- ☐ {8} Brown
- ☐ {9} Black
- ☐ {10} White
- ☐ {11} Grey
- ☐ {12} Gold
- ☐ {13} Silver
- ☐ {88} Other
- ☐ {0} No color descriptors

B11. Enter Color Descriptor:
{[color_descr_lar_other] text Required}
{Branching logic (show if): [color_descr_lar(1)] = '1' or [color_descr_lar(2)] = '1' or [color_descr_lar(3)] = '1' or [color_descr_lar(4)] = '1' or [color_descr_lar(5)] = '1' or [color_descr_lar(6)] = '1' or [color_descr_lar(7)] = '1' or [color_descr_lar(8)] = '1' or [color_descr_lar(9)] = '1' or [color_descr_lar(10)] = '1' or [color_descr_lar(11)] = '1' or [color_descr_lar(12)] = '1' or [color_descr_lar(13)] = '1' or [color_descr_lar(88)] = '1'}

_____

B12. What is the level of tar on the larger pack (in mg)? If no level listed, enter 99.
{[tar_lar] text (float) Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

_____
(in miligrams)

B13. What is the level of nicotine on the larger pack (in mg)? If no level listed, enter 99.
{[nicotine_lar] text (float) Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

_____
(in miligrams)

B14. What is the level of carbon monoxide on the larger pack (in mg)? If no level listed, enter 99.
{[carbon_lar] text (float) Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

_____
(in miligrams)

B15. Is there any language on the pack preventing sale to minors? (e.g. "For Adults Only", "Not for Sale to Youth", etc.)
{[youth_lar] radio Required}
{Branching logic (show if): [primary_vs_larger] = '1'}

○ {0} No
○ {1} Yes

Section C: Primary Package

C1. Is there any English on the front of the pack (excluding brand family name or brand image/crest, and manufacturer name)?
{[english_front_pri] radio Required}

○ {1} Yes, all of the writing is in English
○ {2} Yes, some of the writing is in English
○ {0} No, none of the writing is in English
○ {99} N/A: no other writing except brand family name, crest, or manufacturer name

C2. What is the pack type of the primary package?
{[pack_type_pri] radio Required}

○ {1} Hard Pack
○ {2} Soft Pack
○ {3} Box
○ {4} Sachet
○ {88} Other (describe)

C2. Describe other pack type:
{[pack_type_pri_other] text Required}
{Branching logic (show if): [pack_type_pri] = '88'}

_____

C3. What is the opening style of the primary pack?
{[opening_style_pri] radio Required}
{Branching logic (show if): [pack_type_pri] = '1' or [pack_type_pri] = '3' or [pack_type_pri] = '5'}

○ {1} Flip-top
○ {2} Cigar-box
○ {3} Push-pack
○ {4} Slide-pack
○ {5} Pull-out tab
○ {88} Other (describe)

C3_FLIPTOP. What is the opening style of the FLIP-TOP pack?
{[opening_style_pri_fliptop] radio Required}
{Branching logic (show if): [opening_style_pri] = '1'}

○ {1} Flip-top - top opening
○ {2} Flip-top - bottom opening
○ {3} Flip-top - side opening
○ {88} Other (describe)

C3_FLIPTOP. Describe other flip top opening style:
{[opening_style_pri_ft_other] text Required}
{Branching logic (show if):
[opening_style_pri_fliptop] = '88'}

_____

C3. Describe other opening style:
{[opening_style_pri_other] text Required}
{Branching logic (show if): [opening_style_pri] = '88'}

_____

C4. Describe other shape:
{[pack_shape_pri_other] text Required}
{Branching logic (show if): [pack_shape_pri] = '88'}

_____

C4. What is the shape of the primary pack?
{[pack_shape_pri] radio Required}
{Branching logic (show if): [pack_type_pri] = '1' or [pack_type_pri] = '2' or [pack_type_pri] = '3' or [pack_type_pri] = '5'}

○ {1} Traditional
○ {2} Wide pack, Extra-Wide pack
○ {3} Lipstick pack
○ {88} Other (describe)

[SKIP THIS Q]C5. Is the width of the pack 1.3 cm or less?

◯ Yes
◯ No

{[slim] yesno}
{Branching logic (show if): [pack_type_pri] = '1' or [pack_type_pri] = '2' or [pack_type_pri] = '3' or [pack_type_pri] = '5'}

C6. Does the pack have beveled edges (corners of the pack have been removed)?
{[edges] radio Required}
{Branching logic (show if): [pack_type_pri] = '1'}

◯ {0} No, the corners are at 90 degree angles
◯ {1} Yes, the edges have been flattened
◯ {2} Yes, the edges have been rounded

C7. Does the outside of the pack have any of the following features?

[Instruction: This item is NOT required. If you feel difficulty to capture those features from photos, feel free to skip it.]

{[fancy_finish_pri] checkbox}

☐ {1} Any embossing or debossing
☐ {2} Shiny or metallic finish that covers the entire front of pack
☐ {3} Shiny metallic detailing
☐ {4} Holographic text, logo, or image
☐ {5} Iridescent text, logo, or image
☐ {88} Other: describe
☐ {0} No fancy features

C7. Describe other feature:
{[fancy_finish_pri_other] text}
{Branching logic (show if): [fancy_finish_pri(88)] = '1'}

_____

C10. Does the pack indicate in any way that the user is able to change the cigarette flavor (e.g. convertibles, click and roll, activate freshness)?
{[crush_pri] yesno Required}

◯ Yes
◯ No

C11. Is there any reference to a web presence on the primary package? Please choose all that apply.
{[web_pri] checkbox Required}

☐ {1} Facebook
☐ {2} Twitter
☐ {3} Company website
☐ {4} Company email
☐ {5} QR Code
☐ {88} Other (describe)
☐ {0} No Reference to a Web Presence

C11_QR. QR code-directed websites:
{[web_pri_qr] radio Required}
{Branching logic (show if): [web_pri(5)] = '1'}

◯ {1} CANNOT scan the code
◯ {2} Can scan the QR code and it leads to a corporate website (represented the company as a formal business and presented their corporate image to the public)
◯ {3} Can scan the QR code and it leads to a brand specific website (unique to a particular brand and had prominent interactivity and engagement)
◯ {4} Can scan the QR code and it leads to a social media page (the company or brand's social media page)
◯ {5} Can scan the QR code and it leads to a place other than options above

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C11. Describe other web presence:
{[web_pri_other] text Required}
{Branching logic (show if): [web_pri(88)] = '1'}

_____

C12. Is a phone number for the company listed anywhere on the primary package?
{[phone_pri] yesno Required}

○ Yes
○ No

C13. Does the primary package contain any inserts or onserts (not including those with only health warning information)? Select all that apply.
{[insert_onsert_pri] checkbox Required}

☐ {1} Yes, the package contains an insert
☐ {2} Yes, the package contains an onsert
☐ {0} No inserts or onserts

C14. Describe the size or sizes of the stick listed on the primary pack. Choose all that apply.
{[stick_size_pri] checkbox Required}

☐ {1} XL, Extra-large, Super Large
☐ {2} Kings, King, King Size
☐ {3} Slim/Slims
☐ {4} Superslims, Ultraslims, Extraslims
☐ {5} Mini, Compact
☐ {6} Stick size indicated by a number
☐ {88} Other (describe)
☐ {0} No size listed

C14. Describe other size listed:
{[stick_size_pri_other] text Required}
{Branching logic (show if): [stick_size_pri(88)] = '1'}

_____

C15. Select the background color and one other main prominent color of the entire primary package.
{[colors_pri] checkbox Required}

☐ {1} Red
☐ {2} Orange
☐ {3} Yellow
☐ {4} Green
☐ {5} Blue
☐ {6} Violet or Purple
☐ {7} Pink
☐ {8} Brown
☐ {9} Black
☐ {10} White
☐ {11} Grey
☐ {12} Gold
☐ {13} Silver
☐ {14} Burgundy
☐ {15} Tan/Sand
☐ {0} No other main color

C16. How is the brand family name indicated on the pack?
{[brandfam_indicate_pri] radio Required}

○ {1} By text and/or number (describe)
○ {2} By symbol or image only (describe)

C16a1. What is the color of the brand family symbol on the front of the pack?
{[color_symbol_pri] radio Required}
{Branching logic (show if): [brandfam_indicate_pri]='2'}

○ {1} Red
○ {2} Orange
○ {3} Yellow
○ {4} Green
○ {5} Blue
○ {6} Violet or Purple
○ {7} Pink
○ {8} Brown
○ {9} Black
○ {10} White
○ {11} Grey
○ {12} Gold
○ {13} Silver
○ {14} Burgundy
○ {15} Tan/Sand

C16b. Is the brand family name written in Roman characters and/or Arabic numerals? {[brandfam_text_pri] radio Required} {Branching logic (show if): [brandfam_indicate_pri] = '1'}	◯ {1} Yes, in Roman characters and/or Arabic numerals ◯ {2} Both Roman characters and/or Arabic numerals AND other alphabet ◯ {0} No, in any other alphabet
C16b1. What is the color of the brand family text in roman characters? If there are multiple instances of the brand family name, chose the most prominent color. {[color_roman_text_pri] radio Required} {Branching logic (show if): ([brandfam_text_pri]='1' or [brandfam_text_pri]='2')}	◯ {1} Red ◯ {2} Orange ◯ {3} Yellow ◯ {4} Green ◯ {5} Blue ◯ {6} Violet or Purple ◯ {7} Pink ◯ {8} Brown ◯ {9} Black ◯ {10} White ◯ {11} Grey ◯ {12} Gold ◯ {13} Silver ◯ {14} Burgundy ◯ {15} Tan/Sand
C16b2. What is the color of the brand family name in non-roman characters/country specific characters? If there are multiple instances of the brand family name, chose the most prominent color. {[color_nonroman_text_pri] radio Required} {Branching logic (show if): ([brandfam_text_pri]='0' or [brandfam_text_pri]='2')}	◯ {1} Red ◯ {2} Orange ◯ {3} Yellow ◯ {4} Green ◯ {5} Blue ◯ {6} Violet or Purple ◯ {7} Pink ◯ {8} Brown ◯ {9} Black ◯ {10} White ◯ {11} Grey ◯ {12} Gold ◯ {13} Silver ◯ {14} Burgundy ◯ {15} Tan/Sand
C17. Are there any color descriptors written on the primary pack? {[color_descr_pri] checkbox Required}	☐ {1} Red ☐ {2} Orange/Amber ☐ {3} Yellow ☐ {4} Green ☐ {5} Blue ☐ {6} Violet/Purple/Lilac ☐ {7} Pink/Rose ☐ {8} Brown ☐ {9} Black ☐ {10} White ☐ {11} Grey ☐ {12} Gold ☐ {13} Silver/Platinum ☐ {88} Other ☐ {0} No color descriptors

C17. Enter Color Descriptor:
{[color_descr_pri_other] text Required}
{Branching logic (show if): [color_descr_pri(1)] = '1'
or [color_descr_pri(2)] = '1' or [color_descr_pri(3)]
= '1' or [color_descr_pri(4)] = '1' or
[color_descr_pri(5)] = '1' or [color_descr_pri(6)] =
'1' or [color_descr_pri(7)] = '1' or
[color_descr_pri(8)] = '1' or [color_descr_pri(9)] =
'1' or [color_descr_pri(10)] = '1' or
[color_descr_pri(11)] = '1' or [color_descr_pri(12)] =
'1' or [color_descr_pri(13)] = '1' or
[color_descr_pri(88)] = '1'}

_____

C18. What is the level of tar on the primary pack (in
mg)? If no level listed, enter 99.
{[tar_pri] text (float) Required}

_____
(in miligrams)

C19. What is the level of nicotine on the primary pack
(in mg)? If no level listed, enter 99.
{[nicotine_pri] text (float) Required}

_____
(in miligrams)

C20. What is the level of carbon monoxide on the
primary pack (in mg)? If no level listed, enter 99.
{[carbon_pri] text (float)}

_____
(in miligrams)

C21. Is there any language on the pack preventing sale
to minors? (e.g. "For Adults Only", "Not for Sale to
Youth", etc.)
{[youth_pri] radio Required}

○ {0} No
○ {1} Yes

C8. Does the inner foil of the pack have any
embellishments? Choose all applicable statements.
{[inner_foil] checkbox Required}
{Branching logic (show if): [pack_type_pri] = '1' or
[pack_type_pri] = '3' or [pack_type_pri] = '5'}

☐ {1} No, the foil or paper is plain and
unembellished (except for instructions like PULL)
☐ {2} Yes, a color or pattern, which is carried
through from the outside of the pack (excluding
plain silver foil)
☐ {3} Yes, a color or pattern not otherwise found on
the outside of the pack (excluding plain silver
foil).
☐ {4} Yes, written words or imagery (not including
patterns or PULL)
☐ {99} N/A: There is no foil or paper present on the
inner part of the pack

C9. When the pack is opened, is there any additional
content visible, aside from foil or paper, for
example, under the flip-top? Check "yes" for all
applicable statements.
{[open_content] checkbox Required}
{Branching logic (show if): [pack_type_pri] = '1' or
[pack_type_pri] = '3' or [pack_type_pri] = '5'}

☐ {1} Contact information for the company
☐ {2} Recycling symbol or terminology
☐ {3} Instructions for how to use stick
☐ {4} Other branding/appeals
☐ {5} Suggestions and claims, send to the
manufacturer address (e.g. consumer claims send to
the manufacturer
☐ {88} Other (describe)
☐ {0} No additional content is visible when the pack
is opened

C9. Describe other content:
{[open_content_other] text Required}
{Branching logic (show if): [open_content(88)] = '1'}

_____

Section D: Stick Features

[SKIP THIS QUESTION]D1.A. How many sticks are inside of the pack? {[stick_count] radio}	◯ {1} 20 ◯ {2} 16 ◯ {3} 14 ◯ {4} 12 ◯ {5} 10 ◯ {88} Other (enter number)

[SKIP THIS QUESTION]D1.A. Other number of sticks in pack: {[stick_count_other] text} {Branching logic (show if): [stick_count] = '88'}	_____

D1.B. How many sticks does the pack state it contains? {[stick_state] radio Required}	◯ {1} 20 ◯ {2} 16 ◯ {3} 14 ◯ {4} 12 ◯ {5} 10 ◯ {88} Other (enter number) ◯ {99} Not stated on pack

D1.B. Other number of sticks on pack: {[stick_state_other] text Required} {Branching logic (show if): [stick_state] = '88'}	_____

D2. If there is a filter on the stick, is the end of the filter embellished in any way (ex: with a smiley face or blue dot)? {[filtertip_detail] radio Required}	◯ {0} No design ◯ {1} Yes (describe) ◯ {99} N/A: No filter

D2. Describe filter design: {[filtertip_detail_describe] text Required} {Branching logic (show if): [filtertip_detail] = '1'}	_____

D3. If there is a filter on the stick, what color is the filter? {[filter_color] radio Required}	◯ {1} Cork/Tan ◯ {2} White ◯ {3} Black ◯ {4} Brown ◯ {88} Other color ◯ {99} N/A: No filter

D3_other. Describe filter color (other): {[filter_color_other] text Required} {Branching logic (show if): [filter_color] = '88'}	_____

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D4. What branding elements are present on the stick (BESIDES THE END OF FILTER AREA)? Select all that apply.

{[stick_detail] checkbox Required}

- ☐ {1} Brand family name (text or number)
- ☐ {2} Brand family image/logo/symbol
- ☐ {3} Descriptor (ex: lights, menthol, red, king size)
- ☐ {4} Color carried through from outside of pack
- ☐ {5} Pattern, design, or other imagery carried through from outside of pack
- ☐ {6} Novel color (not found on outside of pack)
- ☐ {7} Novel pattern,design, or other imagery (not found on outside of pack)
- ☐ {8} Any symbol for user to "crush" or "turn on" the stick
- ☐ {77} Content not Translated
- ☐ {88} Any other branding (describe)
- ☐ {0} None: stick has no branding

D4. Enter descriptor on filter:
{[brand_descr_describe] text Required}
{Branching logic (show if): [stick_detail(3)] = '1'}

_____

D4. Describe other branding on filter:
{[stick_detail_other] text Required}
{Branching logic (show if): [stick_detail(88)] = '1'}

_____

D5. What is the color of the stick?
{[stick_color] radio Required}

- ◯ {1} White
- ◯ {2} Black
- ◯ {3} Brown
- ◯ {88} Other Color

D5_other. Describe stick color (other):
{[stick_color_other] text Required}
{Branching logic (show if): [stick_color] = '88'}

_____

Section E: Cellophane Wrapping

E1. Is there anything printed on the cellophane aside from health warnings? Select all that apply.
{[cellophane] checkbox Required}

- ☐ {1} Yes: a pull tab that is plain and all one color
- ☐ {2} Yes: a pull tab that has the manufacturer or brand name
- ☐ {3} Yes: a pull tab that has any kind of branding related to appeals
- ☐ {4} Yes: any kind of branding related to appeals other than the pull tab
- ☐ {5} Yes: a pull tab or cellophane that has health warning labeling
- ☐ {6} Yes: a pull tab that has duty free labeling
- ☐ {7} Yes: a pull tab that has other information (e.g., "scan to verify authenticity")
- ☐ {0} No: Cellophane is plain/translucent or no cellophane

Section F: Topics for Further Discussion

F1. Is there any aspect of this pack that needs
further discussion?
{[further_discuss] yesno Required}

◯ Yes
◯ No

Describe the question number and issue that requires
further discussion
{[further_describe] textarea Required}
{Branching logic (show if): [further_discuss] = '1'}

_____

Section G: Appeals - Which of the following appeal elements appear anywhere on the packaging? Select all that apply.

G1. Technology -- Lexical
{[tech_lex] checkbox Required}

☐ {1} Any mention of "technology"
☐ {2} Secondary technology terms (e.g. nano,
high-definition, HD, system)
☐ {3} Any term referring to turning off or on (e.g.
switch, activate, click, press to refresh)
☐ {4} Words indicating innovation (e.g. new, new
generation, innovative, modern, advanced,
progressive)
☐ {5} The phrases "less odor" or "odor reducing," etc
☐ {6} RELOC, resealable, adhesive, Pro Fresh, etc
☐ {88} Other (describe) (Example: anti-counterfeit
numbers)
☐ {0} None of the above

G1. Other - describe:
{[tech_lex_other] text Required}
{Branching logic (show if): [tech_lex(88)] = '1'}

_____

G2. Technology -- Imagery
{[tech_img] checkbox Required}

☐ {1} Power buttons, play buttons, skip track buttons
☐ {2} Any kind of "ball" illustration (other than
buttons) representing change of flavor
☐ {3} Stick filter image, if in connection with
technology (Example: a picture of a stick with a
power button on the filter or how the filter is
constructed/works)
☐ {88} Other (describe)
☐ {0} None of the above

G2. If you chose "other," please describe.
{[tech_img_other] text Required}
{Branching logic (show if): [tech_img(88)] = '1'}

_____

G3. Environmentalism & Civic Responsibility -- Lexical

{[environ_lex] checkbox Required}

☐ {1} Environmentalism: any mention of "recycle," no
littering, "let's protect environment"
☐ {2} Civic Responsibility of the Company: any
program for corporate social responsibility
☐ {88} Other (please describe)
☐ {0} None of the above

G3. If you chose "other" please describe
{[environ_lex_other] text Required}
{Branching logic (show if): [environ_lex(88)] = '1'}

_____

G4. Environmentalism & Civic Responsibility -- Imagery

{[environ_img] checkbox Required}

☐ {1} Recycle symbol or signs (e,g, green dot symbol, tidy man, 3 arrows, green leaf)
☐ {88} Other (please describe)
☐ {0} None of the above

G4. If you chose "other" please describe
{[environ_img_other] text Required}
{Branching logic (show if): [environ_img(88)] = '1'}

_____

G5. Organics & Nature -- Lexical
{[organic_lex] checkbox Required}

☐ {1} Any mention of "natural" or "organic"
☐ {2} Tobacco plant, leaf, leaves (e.g. Broadleaf Tobacco, Cuban tobaccos, flue-cured tobacco, etc)
☐ {3} Nature terminology (other plants, river, mountain, etc. Exclude flavors like blueberry, apple, etc.)
☐ {4} Space or star terminology (celestial bodies like sun, moon; excludes "luxury" stars like "Five Stars")
☐ {88} Other (describe)
☐ {0} None of the above

G5. If you chose "other" please describe
{[organic_lex_other] text Required}
{Branching logic (show if): [organic_lex(88)] = '1'}

_____

G6. Organics & Nature -- Imagery
{[organic_img] checkbox Required}

☐ {1} Depictions of plants, seedlings, etc (other than tobacco)
☐ {2} Tobacco plants or leaves
☐ {3} Landscapes of nature scenes
☐ {4} Space or star imagery (celestial bodies like sun, moon; excludes "luxury" five point stars)
☐ {88} Other (describe)
☐ {0} None of the above

G6. If you chose "other" please describe
{[organic_img_other] text Required}
{Branching logic (show if): [organic_img(88)] = '1'}

_____

G7. Processing of Tobacco -- Lexical
{[process_lex] checkbox Required}

☐ {1} Blended, blend, mixture
☐ {2} Sun-ripened, slow-roasted, toasted
☐ {3} No added flavor, no additive
☐ {4} Any other description of how tobacco is processed or made into a cigarette (e,g, dipped, fine-cut)
☐ {88} Other (please describe)
☐ {0} None of the above

G7. If you chose "other" please describe
{[process_lex_other] text Required}
{Branching logic (show if): [process_lex(88)] = '1'}

_____

G8. Luxury/ Quality -- Lexical {[lux_lex] checkbox Required}	☐ {1} "Quality," "finest" or "fine," "special," "premium" ☐ {2} Class A or 1, world class, "five star" ☐ {3} Gold ☐ {4} Precious stone, gem, diamond, metal terminology (pearl, bronze) ☐ {5} Traditionally expensive or luxurious items such as silk, etc ☐ {6} "Export," "Exported," "Import," "Imported" ☐ {7} "Luxury" and all other luxury synonyms (any word or phrase that emphasizes high luxury or quality and is a positive synonym, e.g. superior, perfect, perfection, select, unique, chosen, exceptional, excellence, exclusive, grand, etc) ☐ {8} Master, Professional, Expert, Connoisseur ☐ {88} Other (describe) ☐ {0} None of the above
G8. If you chose "other" please describe {[lux_lex_other] text Required} {Branching logic (show if): [lux_lex(88)] = '1'}	_____
G9. Luxury/ Quality -- Imagery {[lux_img] checkbox Required}	☐ {1} Crown (if standalone; not part of a crest) ☐ {2} Precious stones, gems, diamonds, metals ☐ {3} Traditionally expensive or luxurious items ☐ {4} Stars ☐ {88} Other (describe) ☐ {0} None of the above
G9. If you chose "other," describe: {[lux_img_other] text Required} {Branching logic (show if): [lux_img(88)] = '1'}	_____
G10. Classic/Timeless -- Lexical {[classic_lex] checkbox Required}	☐ {1} Classic ☐ {2} Original, Signature ☐ {3} Traditional ☐ {4} Authentic, Genuine, Real ☐ {5} Since/Established (year) (includes standalone year) ☐ {6} Well-known, famous, etc. ☐ {88} Other (please describe) ☐ {0} None of the above
G10. If you chose "other" please describe {[classic_lex_other] text Required} {Branching logic (show if): [classic_lex(88)] = '1'}	_____
G11. Classic/ Timeless -- Imagery {[classic_img] checkbox Required}	☐ {1} Crest, seal, coat of arms (includes manufacturer's crest if present) ☐ {2} Castle, knights, helmets, etc. (if standalone; not part of crest) ☐ {3} Pegasus, Griffin, Lion (if standalone; not part of crest) ☐ {4} Signature ☐ {88} Other (describe) ☐ {0} None of the above
G11. If you chose "other" please describe {[classic_img_other] text Required} {Branching logic (show if): [classic_img(88)] = '1'}	_____

G12. Femininity -- Lexical
{[fem_lex] checkbox Required}

☐ {1} Flower terminology
☐ {2} Fashion terms (when paired with other feminine appeals)
☐ {3} Other synonyms for "slim": e.g. slender, skinny, etc.
☐ {4} Terms for women, like "Lady" or "Girl"
☐ {5} "pink"
☐ {88} Other (describe)
☐ {0} None of the above

G12. If you chose "other" please describe
{[fem_lex_other] text Required}
{Branching logic (show if): [fem_lex(88)] = '1'}

_____

G13. Femininity -- Imagery
{[fem_img] checkbox Required}

☐ {1} Flowers / Butterflies
☐ {2} Fashion imagery
☐ {3} Pink color
☐ {4} Non-sexualized female form
☐ {88} Other (please describe)
☐ {0} None of the above

G13. If you chose "other" please describe
{[fem_img_other] text Required}
{Branching logic (show if): [fem_img(88)] = '1'}

_____

G14. Masculinity -- Lexical
{[man_lex] checkbox Required}

☐ {1} Present (Describe)
☐ {0} None of the above

G14. Describe
{[man_lex_describe] text Required}
{Branching logic (show if): [man_lex(1)] = '1'}

_____

G15. Masculinity -- Imagery
{[man_img] checkbox Required}

☐ {1} Cars
☐ {2} Other vehicles for transportation: planes, ships
☐ {3} Non-sexualized image of male
☐ {4} Sports imagery
☐ {88} Other (describe)
☐ {0} None of the above

G15. If you chose "other" please describe
{[man_img_other] text Required}
{Branching logic (show if): [man_img(88)] = '1'}

_____

G16. Youth -- Lexical
{[youth_lex] checkbox Required}

☐ {1} Present (Describe)
☐ {0} None of the above

G16. If you chose "other" please describe
{[youth_lex_describe] text Required}
{Branching logic (show if): [youth_lex(1)] = '1'}

_____

G17. Youth -- Imagery
{[youth_img] checkbox Required}

☐ {1} Overall explicit youth appeal on the primary panels
☐ {0} No youth imagery

G18. National -- Lexical {[nat_lex] checkbox Required}	☐ {1} Mentions of any town, city, state or country in which the product was purchased (excluding adjective form)(e.g., China, any town/city/province in China) ☐ {2} Famous buildings, structures, statues or famous landscapes (e.g., rivers, mountains) in China (the country in which the product was purchased) ☐ {3} Famous resident or leader ☐ {4} Country animals (e.g. Panda) ☐ {5} Mythical creatures (e.g. Dragon) ☐ {6} Country-specific traditional and cultural items identified by an expert ☐ {88} Other ☐ {0} None of the above
G18. If you chose "other" please describe: {[nat_lex_other] text Required} {Branching logic (show if): [nat_lex(88)] = '1'}	_____
G19. National -- Imagery {[nat_img] checkbox Required}	☐ {1} Use of country flag imagery (must have exact imagery and colors from flag) ☐ {2} Famous buildings, structures, statues or famous landscapes (e.g., rivers, mountains) in China (the country in which the product was purchased) ☐ {3} Famous resident or leader ☐ {4} Country animals (e.g. Panda) ☐ {5} Mythical creatures (e.g. Dragon) ☐ {6} Country-specific traditional and cultural items identified by an expert ☐ {88} Other ☐ {0} None of the above
G19. If you chose "other" please describe {[nat_img_other] text Required} {Branching logic (show if): [nat_img(88)] = '1'}	_____
G20. Foreign / International (excluding U.S.A.) -- Lexical {[foreign_lex] checkbox Required}	☐ {1} "International," "world" ☐ {2} Mentions of any town, city, state or country foreign to the country in which the product was purchased (excluding adjective form) ☐ {3} Famous foreign buildings, structures, statues or famous foreign landscapes (e.g. rivers, mountains) ☐ {4} Famous foreign resident or leader ☐ {88} Other ☐ {0} None of the above
G20. If you chose "other" please describe {[foreign_lex_other] text Required} {Branching logic (show if): [foreign_lex(88)] = '1'}	_____

G21. Foreign / International (excluding U.S.A.) -- Imagery {[foreign_img] checkbox Required}	☐ {1} Use of foreign flag imagery (must have exact imagery and colors from flag) ☐ {2} Famous foreign buildings, structures, statues or famous foreign landscapes (e.g. rivers, mountains) ☐ {3} Famous foreign resident or leader ☐ {88} Other (describe) ☐ {0} None of the above
G21. If you chose "other" please describe {[foreign_img_other] text Required} {Branching logic (show if): [foreign_img(88)] = '1'}	_____
G22. United States -- Lexical {[us_lex] checkbox Required}	☐ {1} Any mention of America or USA ☐ {2} Any mention of any city, town or state in the US (excluding Virginia) ☐ {3} Virginia ☐ {4} Famous resident or leader ☐ {88} Other (describe) ☐ {0} None of the above
G22. If you chose "other" please describe {[us_lex_other] text Required} {Branching logic (show if): [us_lex(88)] = '1'}	_____
G23. United States -- Imagery {[us_img] checkbox Required}	☐ {1} USA flag (must have exact imagery and colors from flag) ☐ {2} US landscape or architecture ☐ {3} Bald eagle ☐ {4} Idealized / stereotypical Native Americans ☐ {5} Famous resident or leader ☐ {88} Other (describe) ☐ {0} None of the above
G23. If you chose "other" please describe {[us_img_other] text Required} {Branching logic (show if): [us_img(88)] = '1'}	_____
G24. Less Harm -- Lexical {[less_lex] checkbox Required}	☐ {1} Light/Lights ☐ {2} Mild, low ☐ {3} Safe, safer ☐ {4} Soft, smooth, mellow ☐ {5} Any qualitative description of the levels of nicotine, tar or carbon monoxide ☐ {6} Numbers potentially indicating strength ☐ {7} Mentions long life or good health (excluding fortune, luck, or prosperity) ☐ {88} Other (describe) ☐ {0} None of the above
G24. Enter strength number on pack {[less_lex_number] text Required} {Branching logic (show if): [less_lex(6)] = '1'}	_____
G24. If you chose "other" please describe {[less_lex_other] text Required} {Branching logic (show if): [less_lex(88)] = '1'}	_____

G25. Less Harm -- Imagery {[less_img] checkbox Required}	☐ {1} Image of filter ☐ {2} Dots potentially indicating strength ☐ {88} Other (describe) ☐ {0} None of the above
G25. Enter number of dots {[less_img_dots] text Required} {Branching logic (show if): [less_img(2)] = '1'}	_____
G25. If you chose "other" please describe {[less_img_other] text Required} {Branching logic (show if): [less_img(88)] = '1'}	_____
G26. Does the pack have any mention of the word "filter," "filters," or "filtered"? {[less_filter] radio Required}	○ {1} Yes, alone or with "cigarettes" ○ {2} Yes, accompanied by a descriptor about the filter ○ {0} No
G26. Enter descriptor with context. {[filter_descr_describe] text Required} {Branching logic (show if): [less_filter] = '2'}	_____
G27. Taste/Sensation -- Lexical {[taste_sens_lex] checkbox Required}	☐ {1} Any mention of "taste" ☐ {2} Rich/Full flavor/Full (when referring to taste) ☐ {3} Fresh, freshness, refreshing ☐ {4} Cool, ice, cold, chill, frost ☐ {5} Pleasure, satisfaction, enjoyment, relaxing ☐ {6} The word "sensation" ☐ {7} Aroma or smell terminology ☐ {8} Balanced ☐ {88} Other (describe) ☐ {0} None of the above
G27. If you chose "other" please describe {[taste_sens_other] text Required} {Branching logic (show if): [taste_sens_lex(88)] = '1'}	_____
G28. Flavor -- Lexical {[flavor_lex] checkbox Required}	☐ {1} Caramel / Vanilla / Chocolate ☐ {2} Cinnamon/ "canella" or other spice ☐ {3} Clove / Kretek ☐ {4} Menthol ☐ {5} Mint (other than menthol) ☐ {6} Fruit or Citrus ☐ {7} Coffee ☐ {8} Alcoholic beverages ☐ {9} Energy drink ☐ {10} Flavor, Flavored, Flavors ☐ {88} Other (describe) ☐ {0} None of the above
G28. If you chose "other" please describe {[flavor_lex_other] text Required} {Branching logic (show if): [flavor_lex(88)] = '1'}	_____

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G29. Flavor -- Imagery
{[flavor_img] checkbox Required}

- ☐ {1} Caramel / Vanilla / Chocolate
- ☐ {2} Cinnamon/ "canella" or other spice
- ☐ {3} Clove / Kretek
- ☐ {4} Menthol
- ☐ {5} Mint (other than menthol)
- ☐ {6} Fruit or Citrus
- ☐ {7} Coffee
- ☐ {8} Alcoholic beverages
- ☐ {9} Energy drink
- ☐ {88} Other (please describe)
- ☐ {0} None of the above

G29. If you chose "other" please describe
{[flavor_img_other] text Required}
{Branching logic (show if): [flavor_img(88)] = '1'}

_____

G30. Special Edition -- Lexical
{[special_lex] checkbox Required}

- ☐ {1} "Special Edition" or "Limited Edition"
- ☐ {2} Limited Time: National/community event occurring one time (Olympics, other commemoration) or Holiday (Christmas, Holi, etc)
- ☐ {3} Limited Time: Brand event (ex: 100 year anniversary)
- ☐ {88} Other (describe) (ex: music edition, color edition)
- ☐ {0} None of the above

G30. If you chose "other" please describe
{[special_lex_other] text Required}
{Branching logic (show if): [special_lex(88)] = '1'}

_____

G31. Animal Imagery and Terminology
{[animal] checkbox Required}

- ☐ {1} Any depiction of an animal
- ☐ {2} Animal print
- ☐ {3} Lexical: any mention of an animal
- ☐ {88} Other (describe)
- ☐ {0} None of the above

G31. If you chose "other" please describe
{[animal_other] text Required}
{Branching logic (show if): [animal(88)] = '1'}

_____

G32. Religion
{[religion] checkbox Required}

- ☐ {1} Mentions of religion by name (e.g. Buddhism, Christianity, Islam)
- ☐ {2} "God" or higher power/afterlife (e.g. Allah, Jesus, Buddha)
- ☐ {3} "Amen", "Blessing", or other prayer like synonyms
- ☐ {4} Religious imagery
- ☐ {88} Other
- ☐ {0} None of the above

G32. If you chose "religious imagery" please describe
{[religion_img_other] text Required}
{Branching logic (show if): [religion(4)] = '1'}

_____

G32. If you chose "other" please describe
{[religion_lex_other] text Required}
{Branching logic (show if): [religion(88)] = '1'}

_____

G33: Promotions

{[promotion] checkbox Required}

☐ {1} Win money
☐ {2} Win items
☐ {3} Win cigarettes
☐ {4} Win trip
☐ {88} Other
☐ {0} No promotion

G33: Describe promotion
{[promotion_other] textarea}
{Branching logic (show if): [promotion(88)] = '1'}

_____

G34. China additional promotion--lexical
{[china_lex] checkbox Required}

☐ {1} Military references ("defend", "protect", "serve", "commander", "soldier")
☐ {2} Cultural nostalgia (i.e. citation of the classics, traditional poems, historical stories, traditional art/patterns)
☐ {3} Promotion of health or longevity (i.e. mention of Chinese medicine foods/herbs, "longevity", "long life", "peaches", "cranes", "immortal")
☐ {88} Other
☐ {99} None of the above

G34a. If you chose "other" please describe
{[china_other_lex] text}
{Branching logic (show if): [china_lex(88)] = '1'}

_____

G35. China additional promotion--imagery
{[china_img] checkbox Required}

☐ {1} Military references ("defend", "protect", "serve", "commander", "soldier")
☐ {2} Cultural nostalgia (i.e. citation of the classics, traditional poems, historical stories, traditional art/patterns)
☐ {3} Promotion of health or longevity (i.e. mention of Chinese medicine foods/herbs, "longevity", "long life", "peaches", "cranes", "immortal")
☐ {88} Other
☐ {99} None of the above

G35a. If you chose "other" please describe
{[china_other_limg] text}
{Branching logic (show if): [china_img(88)] = '1'}

_____

G36. Considering the entire package (including the stick) and using both imagery and lexical references, is there any filter technology present in the pack?
{[filter_tech] yesno Required}

○ Yes
○ No

[SKIP THIS QUESTION]G37. Twist, remove, or cut the filter from the entire stick. Cut the filter portion lengthwise in half. What is inside the filter?

{[filter_inside] radio}
{Branching logic (show if): [filter_tech]='1'}

○ {1} Capsule
○ {2} Thread
○ {3} Other (specify)
○ {4} None - nothing inside

Specify "other" that is inside the filter:
{[filter_inside_other] text}
{Branching logic (show if): [filter_inside] = '3'}

_____

G37a. Indicate the color of the thread located inside
of the filter
{[threadcolor] checkbox}
{Branching logic (show if): [filter_inside] = '2'}

- ☐ {1} Green
- ☐ {2} Blue
- ☐ {3} Yellow, Gold, Orange
- ☐ {4} Black, Brown, Red
- ☐ {5} Violet, Pink, Purple
- ☐ {6} White (includes off-whites, creams, pearls, etc.),Grey, Silver
- ☐ {7} Multi-color
- ☐ {8} Other main color

Indicate all colors:
{[threadcolor_multi] checkbox}
{Branching logic (show if): [threadcolor(7)] = '1'}

- ☐ {1} Green
- ☐ {2} Blue
- ☐ {3} Yellow, Gold, Orange
- ☐ {4} Black, Brown, Red
- ☐ {5} Violet, Pink, Purple
- ☐ {6} White (includes off-whites, creams, pearls, etc.),Grey, Silver
- ☐ {7} Other main color

G37b. Write in any features associated with the thread

{[threadfeature] textarea}
{Branching logic (show if): [filter_inside] = '2'}

_____

G38. Considering the entire package, using both
imagery and lexical references, how many unique
capsules are communicated on the package?
{[uni_cap_num] text (float Max: 50)}
{Branching logic (show if): [filter_inside] = '1'}

_____

G39. Write-in any flavor descriptors (including
non-characterizing) associated with the capsules
{[fla_descriptor] text}
{Branching logic (show if): [filter_inside] = '1'}

_____

G40. Indicate the capsule/activation symbol located on
the stick
{[cap_sym] checkbox}
{Branching logic (show if): [filter_inside] = '1'}

- ☐ {1} Ball
- ☐ {2} Play button
- ☐ {3} Power button
- ☐ {4} Skip Track button
- ☐ {5} Other
- ☐ {0} N/A

G40a. Indicate "other":
{[cap_symb_other] text}
{Branching logic (show if): [cap_sym(5)] = '1'}

_____

G41. Indicate the locations of the capsule/activation
symbol on the package:
{[cap_sym_loc] checkbox}
{Branching logic (show if): [cap_sym(1)] = '1' or
[cap_sym(2)] = '1' or [cap_sym(3)] = '1' or
[cap_sym(4)] = '1' or [cap_sym(5)] = '1'}

- ☐ {1} Front
- ☐ {2} Back
- ☐ {3} Bottom
- ☐ {4} Top
- ☐ {5} Left or Right Side
- ☐ {6} Under the flip-top
- ☐ {7} Panel foil
- ☐ {8} Insert
- ☐ {9} Sleeve
- ☐ {10} Bevel
- ☐ {11} Cellophane

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G42. What is the primary color of each capsule/activation symbol located on the package (If there is more than one colored capsule select all that apply)?
{[cap_color] checkbox}
{Branching logic (show if): [cap_sym(1)] = '1' or [cap_sym(2)] = '1' or [cap_sym(3)] = '1' or [cap_sym(4)] = '1' or [cap_sym(5)] = '1'}

☐ {1} Green
☐ {2} Blue
☐ {3} Yellow, Gold, Orange
☐ {4} Black, Brown, Red
☐ {5} Violet, Pink, Purple
☐ {6} White (includes off-whites, creams, pearls, etc.), Grey, Silver
☐ {7} Multi-color
☐ {8} Other main color
☐ {0} N/A

G42a. Indicate all colors
{[cap_color_multi] checkbox}
{Branching logic (show if): [cap_color(7)]='1'}

☐ {1} Green
☐ {2} Blue
☐ {3} Yellow, Gold, Orange
☐ {4} Black, Brown, Red
☐ {5} Violet, Pink, Purple
☐ {6} White (includes off-whites, creams, pearls, etc.), Grey, Silver
☐ {7} Other main color

G43. Is there an image instruction(s) located on the package or stick, describing how to activate the capsule?
{[cap_act_instruc] yesno}
{Branching logic (show if): [filter_inside] = '1' or [filter_inside] = '3'}

◯ Yes
◯ No

G43a. Indicate the location(s) of the image instructions on the package
{[imageloc] checkbox}
{Branching logic (show if): [cap_act_instruc]='1'}

☐ {1} Front
☐ {2} Back
☐ {3} Bottom
☐ {4} Top
☐ {5} Left or Right Side
☐ {6} Under the flip-top
☐ {7} Panel foil
☐ {8} Insert
☐ {9} Sleeve
☐ {10} Stick
☐ {11} Cellophane

G44. Are there any descriptors located on the package to describe the capsule/activation?
{[capdesc] yesno}
{Branching logic (show if): [filter_inside] = '1' or [filter_inside] = '3'}

◯ Yes
◯ No

G44a. Write-in the capsule/activation descriptors or statements used anywhere on the package:
{[capdesc_write] textarea}
{Branching logic (show if): [capdesc]='1'}

_____

G44b. Indicate the location(s) of the
capsule/activation descriptors on the package:
{[cap_desc_loc] checkbox}
{Branching logic (show if): [capdesc]='1'}

- ☐ {1} Front
- ☐ {2} Back
- ☐ {3} Bottom
- ☐ {4} Top
- ☐ {5} Left or Right Side
- ☐ {6} Under the flip-top
- ☐ {7} Panel foil
- ☐ {8} Insert
- ☐ {9} Sleeve
- ☐ {10} Bevel
- ☐ {11} Cellophane

G45. Enter how many unique capsules are present on one
stick
{[cap_stick_num] text (float Max: 10)}
{Branching logic (show if): [filter_inside] = '1'}

_____

G46. Are there any descriptors located on the stick to
describe the capsule/activation?
{[stickdesc] yesno}
{Branching logic (show if): [filter_inside] = '1'}

- ◯ Yes
- ◯ No

G46a. Write-in the capsule/activation descriptors or
statements used on the stick:
{[stickdesc_write] textarea}
{Branching logic (show if): [stickdesc]='1'}

_____

G47. Indicate the capsule/activation symbol(s) located
on the stick:
{[cap_stick_sym] checkbox}
{Branching logic (show if): [filter_inside] = '3'}

- ☐ {1} Ball
- ☐ {2} Play button
- ☐ {3} Power button
- ☐ {4} Skip Track button
- ☐ {5} Other
- ☐ {0} N/A

G47a. Indicate "other"
{[cap_stick_sym_other] text}
{Branching logic (show if): [cap_stick_sym(5)]='1'}

_____

G48. What is the primary color of the capsule symbol
located on the stick (If there is more than one
colored capsule select all that apply)?
{[cap_stick_color] checkbox}
{Branching logic (show if): [cap_stick_sym(1)] = '1'
or [cap_stick_sym(2)] = '1' or [cap_stick_sym(3)] =
'1' or [cap_stick_sym(4)] = '1' or [cap_stick_sym(5)]
= '1'}

- ☐ {1} Green
- ☐ {2} Blue
- ☐ {3} Yellow, Gold, Orange
- ☐ {4} Black, Brown, Red
- ☐ {5} Violet, Pink, Purple
- ☐ {6} White (includes off-whites, creams, pearls, etc.),Grey, Silver
- ☐ {7} Multi-color
- ☐ {8} Other main color

G48a. Indicate all colors:
{[cap_stick_multi] checkbox}
{Branching logic (show if): [cap_stick_color(7)] =
'1'}

- ☐ {1} Green
- ☐ {2} Blue
- ☐ {3} Yellow, Gold, Orange
- ☐ {4} Black, Brown, Red
- ☐ {5} Violet, Pink, Purple
- ☐ {6} White (includes off-whites, creams, pearls, etc.), Grey, Silver
- ☐ {7} Other main color

Section H: Other Appeals

H1. Is there an additional appeal on the pack that does not fit into the categories above?
{[add_appeal] yesno Required}

◯ Yes
◯ No

H1. Describe the additional appeal
{[add_appeal_describe] textarea Required}
{Branching logic (show if): [add_appeal] = '1'}

_____

H2. Was outside research necessary to clarify an appeal?
{[research] yesno Required}

◯ Yes
◯ No

H2. Describe appeal and issue:
{[research_describe] textarea Required}
{Branching logic (show if): [research] = '1'}

_____

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