

	Confidential
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Appendix B2: IQOS® Cross-Sectional PACS Questionnaire	Version 3.0

Appendix B2:

IQOS® Cross-Sectional PACS Questionnaire

Please find on the following pages survey instruments for IQOS® Cross-Sectional PACS.

Confidentiality Statement

Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris International and/or Altria Client Services LLC.

IQOS® WITH MARLBORO HEATSTICKS® CROSS-SECTIONAL POSTMARKET ADULT CONSUMER STUDY (PACS)
(“IQOS® Cross-sectional PACS”)

Study Type: Behavioral Cross-sectional Study

Study Title: IQOS® with Marlboro HeatSticks® Cross-sectional Postmarket Adult Consumer (PACS) Study (“IQOS® Cross-sectional PACS”)

Product: IQOS® with Marlboro HeatSticks®

Country: United States

Description: This document contains a draft of the survey instruments to be employed during the IQOS® Cross-sectional PACS. A detailed description of the study (e.g. purpose, objectives, design, data analysis) is provided in the Protocol.

(b) (4)

Highly Confidential

DRAFT 12.22.20

(b) (4)

IQOS® WITH MARLBORO HEATSTICKS® CROSS-SECTIONAL POSTMARKET ADULT CONSUMER STUDY (PACS)

("IQOS® Cross-sectional PACS")

(Respondent Screener)

PROGRAMMER: DISPLAY "HIGHLY CONFIDENTIAL" ON THE BOTTOM OF EACH PAGE.

PROGRAMMER: DISPLAY THE FOLLOWING MESSAGE FOR ALL TERMINATION POINTS EXCEPT AFTER Q.15b:
"Thank you for answering this portion of the survey. Based on the information that you have provided to us, you did not fully meet the criteria for this study."

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Highly Confidential

DRAFT 10.12.20

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IQOS® WITH MARLBORO HEATSTICKS® CROSS-SECTIONAL POSTMARKET ADULT CONSUMER STUDY (PACS)

("IQOS® Cross-sectional PACS")

(MAIN SURVEY)

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