



Features and Appeals Codebook for 2016 Data Collection

To begin a new record, enter the Unique ID of the pack (**unique_id**).

When entering text, enter the exact spelling, accents, and punctuation as reflected on the pack. For casing, enter the text in all lowercase characters.

Section A: General Pack Information

A1. Type of Product (product_type)

What is the product type?

If other product types are relevant (such as country-specific traditional tobacco products), they are to be included as options as needed.

- (1) Manufactured cigarettes
- (2) Cloves or Kreteks (must state “clove” or “kretek” on the pack, unless brand produces cloves/kreteks)
- (3) Cigarillos (must state “cigarillo” or “cigar” on the pack, unless brand produces cigarillos)
- (4) Roll-your-own

If additional research was necessary to clarify the product type, describe and include in text box any applicable website addresses (URL) if the internet was used for clarification. If no outside research was needed, skip this field. (**product_type_research**)

A2. Locations on Side of Pack (locations_listed)

Where was the pack made?

Location or must be accompanied by “made in,” “manufactured in,” “produced in” or synonym, but can also include locations associated with a factory, as long as it is clear that that is where the product was made. This only includes locations listed on the side of the pack with manufacturer information. If both city and country are listed, list the country.

- | | | |
|------------------------|-------------------------|------------------------|
| (1) Bangladesh | (10) Japan | (20) Turkey |
| (2) Brazil | (11) Kazakhstan | (21) Ukraine |
| (3) Burma | (12) Korea | (22) UAE |
| (4) China | (13) Malaysia | (United Arab Emirates) |
| (5) Egypt | (14) Mexico | (23) United Kingdom |
| (6) GCC | (15) Nepal | (24) USA |
| (Gulf Coast Countries) | (16) Pakistan | (25) Uzbekistan |
| (7) India | (17) Philippines | (26) Viet Nam |
| (8) Indonesia | (18) Russian Federation | (27) Germany |
| (9) Italy | (19) Thailand | (28) Switzerland |

(88) Other Country
(other_country)

(89) Any other city
(other_city)

(50) London

(0) No "made in" location

A3. Primary package vs. larger package (primary_vs_larger)

Is the primary pack of sticks contained in any kind of larger package?

The primary package of sticks is defined as the package in which the sticks are contained, can be closed, and can stand on its own without the larger package. The larger package is defined as the package in which the primary package is contained, and can be completely separated from the primary package. Cellophane is not considered a larger package

(1) Yes, the primary package of sticks is contained in a larger package

(0) No, the primary package is not contained in a larger package

Section B: Larger Package (skip this section if no larger package)

B1. English on front of the larger package (english_lar)

Is there any English on the front of the pack, excluding health warnings and brand family name or brand image/crest?

For hard packs, the front of pack is the side where the flip top opens. For soft packs, the front of the pack is the side that is face up when the pack is placed so that the tobacco company text (not the health warning text) on the side of the package is upright and readable.

Please consider "kretek" as English. Arabic numbers will only be considered as a particular language if it is attached to a word (e.g. 25 cigarettes, 100 years, etc.). If the Arabic numeral is a standalone numeral or accompanied by "mg" or other units of measurement, it will not be considered to be in a particular language.

(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

B2. Pack type of the larger package (pack_type_lar)

What is the pack type of the larger package?

Pack Type	Description	Example
(1) Slider	Cardboard or other material that can be completely removed from the primary package	
(2) Slider with fold-out	Slider style pack with a fold-out from the front or back that provides more surface area for branding	
(3) Box	Pack made of tin, other metal or hard plastic, or cardboard box that contains the primary pack of sticks	
(88) Other	(pack_type_lar_other)	

B3. Outside fancy features of the larger pack (fancy_finish_lar)

Does the outside of the pack have any of the following features? Select all that apply:

Embossing or debossing can be tested by feeling the features of the outside of the pack.

Holographic printing is any multilayered image that changes content when viewed from different angles.

Iridescent printing refers to any image that changes color when viewed from different angles.

- (1) Any embossing or debossing
- (2) Shiny or metallic finish that covers the entire front (see front definition)
- (3) Shiny metallic detailing
- (4) Holographic text, logo, or image
- (5) Iridescent text, logo, or image
- (88) Other (**fancy_finish_lar_other**)
- (0) No fancy features

B4. Change stick flavor (crush_lar)

Does the larger pack indicate in any way that the user is able to change the stick flavor (e.g. convertibles, click and roll, activate freshness)?

- (1) Yes
- (0) No

B5. Web Presence (web_lar)

Is there any reference to a web presence on the larger package? Select all that apply. This includes both inside and outside of the larger package.

- (1) Facebook
- (2) Twitter
- (3) Company website
- (4) Company email
- (5) QR code
- (88) Other (**web_lar_other**)
- (0) No reference to a web presence

B6. Company phone number (phone_lar)

Is a phone number for the company listed anywhere on the larger package? This excludes phone numbers mandated by or associated with health warnings.

- (1) Yes
- (0) No

B7. Presence of inserts or onserts on larger package (insert_onsert_lar)

Does the larger package contain any inserts or onserts (not including those with only health warning information)? Select all that apply.

An "insert" is any communication inside an individual package and/or carton, such as a miniature leaflet or brochure. An "onsert" means any communication affixed to the outside of an individual package, such as a miniature brochure beneath the outer cellophane wrapping or glued to the outside of the stick package.

- (1) Yes, the package contains an insert
- (2) Yes, the package contains an onsert
- (0) No inserts or onserts

B8. Indication of Stick Size (stick_size_lar)

Describe the size or sizes listed on the larger package. Select all that apply.

For other sizes, enter the English translation. Other stick sizes may include: ultraslims, the stick size written in millimeters, superlarge, etc.

- (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 (**stick_size_pri_other**)

B9. Colors of Larger Package (colors_lar)

Choose two of the following, looking at the entire pack.

First, select the background color of the primary package, i.e. the dominant color upon which other items are printed.

Next, select a second color. Excluding the background color and the color of the brand name text, what is the one other main prominent color (if any)? If there is no other main color, select "no other main color." The second color should be the other prominent and obvious color at first sight of the pack.

- | | |
|----------------------|---------------|
| (1) Red | (8) Brown |
| (2) Orange | (9) Black |
| (3) Yellow | (10) White |
| (4) Green | (11) Grey |
| (5) Blue | (12) Gold |
| (6) Violet or Purple | (13) Silver |
| (7) Pink | (14) Burgundy |

(15) Tan/Sand

(0) No other main color

B10. Indication of Brand Family Name

A brand family name relates different varieties of products under one umbrella term, number or symbol. Examples: Marlboro, Players, 555. If the brand family is indicated by both text and/or number and symbol and/or image, select text and/or number. This includes all panels of the pack.

If the brand family name is written in two or more colors, choose the color that uses the most space in the name. Iridescent text should be coded for the color of its overall sheen, usually silver. If there are multiple instances of the brand family name, choose the most prominent color.

B10A. How is the brand family name indicated on the pack? (brandfam_indicate_lar)

(1) By text and/or number

B10B. Is it written in Roman characters and/or Arabic numerals? (brandfam_text_lar)

(1) Yes, in Roman characters and/or Arabic numerals

B10b1. What is the color of the brand family name in Roman characters? (color_roman_text_lar)

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

(2) Both Roman characters and/or Arabic numerals AND other alphabet

B10b1. What is the color of the brand family name in Roman characters? (color_roman_text_lar)

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

B10b2. What is the color of the brand family name in non-roman characters?
(color_nonroman_text_lar)

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

(3) No, in any other alphabet or numerals

B10b2. What is the color of the brand family name in non-roman characters?
(color_nonroman_text_lar)

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

(2) By symbol or image only

B10a1. What is the color of the brand family symbol on the front of the pack?
(color_symbol_lar)

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

B11. Color Descriptors (color_descr_lar)

Are there any color descriptors written on the larger pack (not including brand name)?

A color descriptor is color branding that is used to distinguish multiple packs within a brand. Select any spelling, translation, or synonym of the following. Select all that apply. Then fill in the text box with the descriptor. Example: a pack with the color descriptor “Ice Blue” would be (5) Blue and then “Ice Blue” entered into the box. In the case of multiple color descriptors, use commas between entries in the text box. Note that flavors are not color descriptors (e.g. “orange mint,” “green apple”). Descriptors should be recorded in English. This also excludes filter color (e.g. “black filter cigarettes”).

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

Selections of 1-13 or 88 prompt text box: **(color_descr_lar_other)**

B12. Tar on Larger Pack (tar_lar)

What is the level of tar on the larger pack (in mg)? If no level listed, enter 99.

B13. Nicotine on Larger Pack (nicotine_lar)

What is the level of nicotine on the larger pack (in mg)? If no level listed, enter 99.

B14. Carbon Monoxide on Larger Pack (carbon_lar)

What is the level of carbon monoxide on the larger pack (in mg)? If no level listed, enter 99.

B15. Prevention of Sale to Youth (youth_lar)

Is there any language on the pack preventing sale to minors? (e.g. “For Adults Only”, “Not for Sale to Youth”, etc.)

- (1) Yes
- (0) No

Section C: Primary Package

C1. English on front of the pack (english_front_pri)

Is there any English on the front of the pack, excluding health warnings and brand family name or brand image/crest?

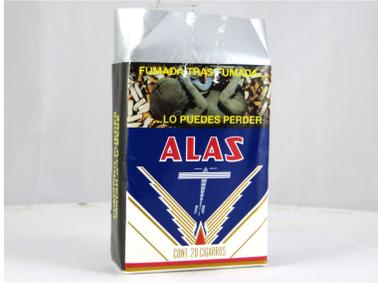
For hard packs, the front of pack is the side where the flip top opens. For soft packs, the front of the pack is the side that is face up when the pack is placed so that the tobacco company text (not the health warning text) on the side of the package is upright and readable.

Arabic numbers will only be considered as a particular language if it is attached to a word (e.g. 25 cigarettes, 100 years, etc.). If the Arabic numeral is a standalone numeral or accompanied by "mg" or other units of measurement, it will not be considered to be in a particular language.

- (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

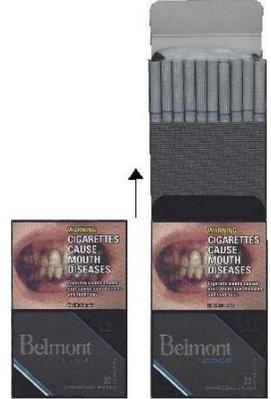
C2. Type of pack of the primary pack (pack_type_pri)

What is the pack type of the primary package? Choose one.

Pack Type	Description	Example
(1) Hard Pack	Pack with defined shape often constructed out of paper cardboard, which will hold its shape when sticks are removed (could include any shape, e.g. includes lipstick packs)	
(2) Soft Pack	Pack with malleable shape made of paper or cardboard, with exposed foil or paper	
(3) Box	Pack made of tin, other metal or hard plastic	
(4) Sachet	Pack made of thin, tear-open plastic, less structured than a soft pack	
(88) Other	(pack_type_pri_other)	

C3. Opening style of primary pack (opening_style_pri) (skip if soft pack or sachet)

What is the opening style of the primary pack? Choose one.

Opening Style	Description	Example
(1) Flip-top	Lid is hinged at the back of the pack and when opened reveals the upper portion of the sticks. This excludes flip-tops that open from any other side.	
(2) Cigar-box	Lid is hinged at the back of the pack and when opened reveals the full length of the sticks	
(3) Push-pack	Pack slides open horizontally	
(4) Slide-pack	Pack slides open vertically	
(5) Pull out tab	Pack has a tab that is pulled out	
(88) Other	(opening_style_pri_other) All other opening styles, including packs that have both a flip-top and slide open	

C4. Shape of the primary pack (pack_shape_pri) (skip if pack_type_pri is sachet)

What is the shape of the pack? Choose one.

Shape	Description	Example
(1) Traditional	A rectangular pack with a width to height ratio of approximately 2 to 3; shape resembles a deck of playing cards. This category encompasses packs that may be taller, shorter, smaller, or bigger overall, as long as they roughly fit the 2:3 ratio.	
(2) Wide pack/Extra wide pack	<p>For a wide pack: Similar to the traditional pack with wider front and back panel with a width to height ratio greater than 2:3. .</p> <p>For an extra wide pack: Any pack which has a width that is equal to or greater than its height (1:1 or 1:>1).</p>	
(3) Lipstick pack	A tall, slender pack with roughly equal width for front, back and side panels. Top panel of pack must be square (equal length and width).	
(88) Other	(pack_shape_pri_other) All other pack shapes, e.g. packs that appear traditional but unfold further	

	after opening.	
--	----------------	--

C5. Slimness of pack (slim) (skip this question if pack_type_pri is sachet)

Is the width of the side of the pack 1.3 cm or less? Measure the entire width using top or bottom of pack in order to avoid measuring on sides with rounded or flattened edges.

- (1) Yes
- (0) No

C6. Beveled edges (edges) (skip this question if pack_type_pri is not a Hard Pack)

Does the pack have beveled edges (corners of the pack have been removed)?

Answer Choice	Example
(1) Yes, the corners of the pack have been flattened	
(2) Yes, the corners of the pack are rounded	
(0) No, the corners are at 90 degree angles	

C7. Outside fancy features of the primary pack (fancy_finish_pri)

Does the outside of the pack have any of the following features? Select all that apply:

Embossing or debossing can be tested by feeling the features of the outside of the pack.

Holographic printing is any multilayered image that changes content when viewed from different angles.

Iridescent printing refers to any image that changes color when viewed from different angles.

- (1) Any embossing or debossing
- (2) Shiny or metallic finish that covers the entire front of pack (see front definition)
- (3) Shiny metallic detailing
- (4) Holographic text, logo, or image

- (5) Iridescent text, logo, or image
- (88) Other (**fancy_finish_pri_other**)
- (0) No fancy features

C8. Inner foil of pack (inner_foil) (skip this question is pack is soft pack or sachet)

Does the inner foil or paper of the pack have any embellishments? Choose all applicable statements.

Characteristics of foil or paper:	Example
<p>(0) No, The foil or paper is plain and unembellished (except for instructions like PULL). Silver foil is considered plain and unembellished.</p>	
<p>(1) Yes, a color or pattern which is carried through from the outside of the pack (excluding plain silver foil).</p> <p>Silver foil never represents a color carried through from the outside of the pack. A pattern generally covers the entirety of the foil and is abstract or consists of a design.</p>	
<p>(2) Yes, a color or pattern not otherwise found on the outside of the pack (excluding plain silver foil).</p>	
<p>(3) Yes, written words or imagery (not including patterns or PULL). This includes words printed in an order or pattern.</p>	
<p>(99) N/A: There is no foil or paper present on the inner part of the pack</p>	

C9. Additional content under opening (open_content) (skip this question is pack is soft pack or sachet)

When the pack is opened, is there any additional content visible, aside from foil or paper; for example, under the flip-top, under the box lid, or other areas that are concealed when the pack is closed? Select all applicable statements.

- (1) Contact information for the company (this includes web presence information)
- (2) Recycling symbol or terminology
- (3) Instructions for how to use stick
- (4) Other branding or appeals (e.g. brand name, logo, slogans, designs)
- (5) Suggestions and claims, send to the manufacturer address (e.g. consumer claims send to the manufacturer)
- (88) Other (**open_content_other**)
- (0) No additional information is visible when the pack is opened

C10. Change stick flavor (crush_pri)

Does the pack indicate in any way that the user is able to change the stick flavor (e.g. convertibles, click and roll, activate freshness)?

- (1) Yes
- (0) No

C11. Web Presence (web_pri)

Is there any reference to a web presence on the package? Please select all that apply. This includes both inside and outside of the primary package.

- (1) Facebook
- (2) Twitter
- (3) Company website
- (4) Company email
- (5) QR code
- (88) Other (**web_pri_other**)
- (0) No reference to a web presence

C12. Company phone number (phone_pri)

Is a phone number for the company listed anywhere on the primary package? This excludes phone numbers mandated by or associated with health warnings.

- (1) Yes
- (0) No

C13. Presence of inserts or onserts on primary package (insert_onsert_pri)

Does the primary package contain any inserts or onserts (not including those with only health warning information)? Select all that apply.

An "insert" is any communication inside an individual package and/or carton, such as a miniature leaflet or brochure. An "onsert" means any communication affixed to the outside of an individual package, such as a miniature brochure beneath the outer cellophane wrapping or glued to the outside of the stick package.

- (1) Yes, the package contains an insert
- (2) Yes, the package contains an onsert
- (0) No inserts or onserts

C14. Indication of Stick Size (stick_size_pri)

Describe the size or sizes of the stick listed on the pack. Select all that apply.

For other sizes, enter the English translation. Other stick sizes may include: ultraslims, the stick size written in millimeters, superlarge, etc.

- (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 (**stick_size_pri_other**)
- (0) No size listed

C15. Colors of Primary Package (colors_pri)

Choose two of the following, looking at the entire pack.

First, select the background color of the primary package, i.e. the dominant color upon which other items are printed.

Next, select a second color. Excluding the background color and the color of the brand name text, what is the one other main prominent color (if any)? If there is no other main color, select "no other main color." The second color should be the other prominent and obvious color at first sight of the pack.

- | | |
|----------------------|---|
| (1) Red | (9) Black |
| (2) Orange | (10) White (includes off-whites, creams, pearls,etc.) |
| (3) Yellow | (11) Grey |
| (4) Green | (12) Gold |
| (5) Blue | (13) Silver |
| (6) Violet or Purple | (14) Burgundy |
| (7) Pink | (15) Tan/Sand |
| (8) Brown | |

(0) No other main color

C16. Indication of Brand Family Name

A brand family name relates different varieties of products under one umbrella term, number or symbol.

Examples: Marlboro, Players, 555. If the brand family is indicated by both text and/or number and symbol and/or image, select text and/or number.

If the brand family name is written in two or more colors, choose the color that uses the most space in the name. Iridescent text should be coded for the color of its overall sheen, usually silver. If there are multiple instances of the brand family name, choose the most prominent color.

C16A. How is the brand family name indicated on the pack? (brandfam_indicate_pri)

(1) By text and/or number

C16B. Is it written in Roman characters and/or Arabic numerals? (brandfam_text_pri)

(1) Yes, in Roman characters and/or Arabic numerals

C16c. Are the roman characters recorded correctly? (brandfam_roman_check)

(1) Yes

(0) No (**brandfam_correction**)

**C16b1. What is the color of the brand family name in Roman characters?
(color_roman_text_lar)**

(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

(2) Both Roman characters and/or Arabic numerals AND other alphabet

C16c. Are the roman characters recorded correctly? (brandfam_roman_check)

(1) Yes

(0) No (**brandfam_correction**)

C16b1. What is the color of the brand family name in Roman characters?

(color_roman_text_lar)

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

C16b2. What is the color of the brand family name in non-roman characters?

(color_nonroman_text_lar)

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

(3) No, in any other alphabet or numerals

C16b2. What is the color of the brand family name in non-roman characters?

(color_nonroman_text_lar)

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

(2) By symbol or image only

C16a1. What is the color of the brand family symbol on the front of the pack? (color_symbol_lar)

- | | |
|----------------------|------------|
| (1) Red | (7) Pink |
| (2) Orange | (8) Brown |
| (3) Yellow | (9) Black |
| (4) Green | (10) White |
| (5) Blue | (11) Grey |
| (6) Violet or Purple | (12) Gold |

- (13) Silver
- (14) Burgundy

(15) Tan/Sand

C17. Color Descriptors (color_descr_pri)

Are there any color descriptors written on the larger pack (not including brand name)? A color descriptor is color branding that is used to distinguish multiple packs within a brand. Select any spelling, translation, or synonym of the following. Select all that apply. Then fill in the text box with the descriptor. Example: a pack with the color descriptor "Ice Blue" would be (5) Blue and then "Ice Blue" entered into the box. In the case of multiple color descriptors, use commas between entries in the text box. Note that flavors are not color descriptors (e.g. "orange mint," "green apple"). Color descriptors should be recorded in English. This also excludes filter color (e.g. "black filter cigarettes"). Do not include "golden leaf" or "gold leaf" as a color descriptor as it is a type of tobacco.

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

Selections of 1-13 or 88 prompt text box: (color_descr_pri_other)

C18. Tar on Primary Pack (tar_pri)

What is the level of tar on the primary pack (in mg)? If no level listed, enter 99.

C19. Nicotine on Primary Pack (nicotine_pri)

What is the level of nicotine on the primary pack (in mg)? If no level listed, enter 99.

C20. Carbon Monoxide on Primary Pack (carbon_pri)

What is the level of carbon monoxide on the primary pack (in mg)? If no level listed, enter 99.

C21. Prevention of Sale to Youth (youth_pri)

Is there any language on the pack preventing sale to minors? (e.g. "For Adults Only", "Not for Sale to Youth", etc.)

- (1) Yes
- (0) No

Section D: Stick Features:

D1. Number of Sticks

A. Count the number of sticks inside the pack. How many sticks are inside of the pack? (**stick_count**)

- (0) 20
- (1) 16
- (3) 14
- (4) 12
- (5) 10
- (88) Other (**stick_count_other**)

B. How many sticks does the pack state it contains? (**stick_state**)

- (1) 20
- (2) 16
- (3) 14
- (4) 12
- (3) 10
- (88) Other (**stick_state_other**)
- (99) Not stated on pack

D2. Embellishment on filtertip (filtertip_detail**)**

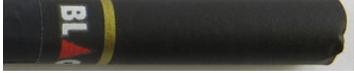
If there is a filter on the stick, is the end of the filter embellished in any way, for example with a smiley face, blue dot, or recessed filter?

- (0) No design
- (1) Yes. Describe: (**filtertip_detail_describe**)
- (99) N/A – no filter

D3. Filter color (filter_color)

If there is a filter on the stick, what color is the filter?

Includes all shades of the following:

	Example
(1) Cork/Tan	
(2) White	
(3) Black	
(4) Brown	
(88) Other color	
(99) No filter	

D4. Stick detail (stick_detail)

What branding elements are present on the stick?

Select all that apply. Write all descriptors exactly as they appear on the pack in regards to casing. If the descriptor is in a language other than English, write the English translation of the descriptor. Remove the stick completely from the package and turn the stick to observe all aspects.

Present on the stick	Example
(1) Brand Family Name (text or number)	
(2) Brand Family Image / Logo / Symbol *Clarify brand image by checking the brand website. This includes portions of overall brand logos (example: crown on stick that is part of a crest on the pack).	
(3) Descriptor or written appeal (ex: lights, menthol, red, king size, since 1916). (brand_descr_describe)	
(4) Color carried through from outside of pack. Includes all shades of colors on the outside of the 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	
(88) Other: any other branding (stick_detail_other)	

(0) None: stick has no branding	
---------------------------------	--

D5. Stick Color (stick_color)

What is the color of the stick (the paper after the filter)? Any shade of the following:

- (1) White
- (2) Black
- (3) Brown
- (88) Other Color

Section E: Cellophane

E1. Cellophane printing (cellophane)

Is there anything printed on the cellophane? Select all that apply.

If there is printing on the cellophane that is illegible, select 0 below and enter the issue into F1.

- (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
- (0) No: Cellophane is plain/translucent or no cellophane

Section F: Topics for Further Discussion - Addressed at coding team review meetings.

F1. Other issues to raise (further_discuss)

Is there any aspect of this pack that needs further discussion?

- (1) Yes – describe (**further_describe**)
- (0) No

Section G: Appeals

Code the entire pack, including cellophane images, the larger and primary packages, the stick and filter, and any items or inserts/onserts that came with the pack, looking for the element of the specific appeal categories described in each question. This includes all appeal words written on the pack, including brand name. This excludes manufacturer, company, or factory information and images/logos usually found on the sides of the pack. For example: do not code “British American Tobacco” or the leaves in the British American Tobacco logo.

If any aspect of the pack expresses a particular appeal, select the appropriate item(s) from the list for that aspect. Items in quotations must be found written verbatim. Each element also includes an “other” write-in category. This category is meant to be used for items that fit with the appeals listed here, but are not included on the list and are truly different from the other options.

Words or phrases with quotation marks indicate specificity. For example, do not select the option “technology” unless that exact word is on the pack. Words and phrases without quotation marks signify general themes. For example, it is acceptable to select the option “Since/ Established (year)” if the phrase “for over 100 years” is found on the pack.

A crest should be considered a single item. Do not code imagery that is part of a crest. The exception is if there is writing alluding to a since/year established or other prominent writing.

Which of the following appeal elements appear anywhere on the packaging? Within each appeal, select all elements that apply. If there are no elements of an appeal, select (0) No or (0) None of the above.

G1. Technology Lexical (tech_lex)

- (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,” “odor reducing,” “less smoke smell” etc
- (6) RELOC, resealable, adhesive, Pro Fresh, etc
- (88) Other (**tech_lex_other**) (example: anti-counterfeit numbers)
- (0) None of the above

G2. Technology Imagery (tech_img)

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

G3. Environmental, Civic Responsibility Lexical (environ_lex)

- (1) Environmentalism: recycle, no littering, “let’s protect environment”
- (2) Civic Responsibility of the company: any program for corporate social responsibility
- (88) Other (**environ_lex_other**)
- (0) None of the above

G4. Environmental, Civic Responsibility Imagery (environ_img)

- (1) Recycle symbol or signs (green dot symbol, tidy man, three arrows, green leaf)
- (88) Other (**environ_img_other**)
- (0) None of the above

G5. Organics & Nature Lexical (organic_lex)

- (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 (**organic_lex_other**)
- (0) None of the above

G6. Organics & Nature Imagery (organic_img)

- (1) Depictions of plants, seedlings, etc (other than tobacco)
- (2) Tobacco plants or leaves
- (3) Landscapes of nature scenes (e.g. clouds, rivers, mountains)
- (4) Space or star imagery (celestial bodies like sun, moon; excludes “luxury” five-pointed stars)
- (88) Other (**organic_img_other**)
- (0) None of the above

G7. Processing of Tobacco Lexical (process_lex)

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

G8. Luxury and Quality Lexical Elements (lux_lex)

- (1) "Quality," "finest" or "fine," "special," "premium"
- (2) Class A, #1, Five stars
- (3) Gold
- (4) References to precious stones (e.g. gems, diamonds)
- (5) Traditionally expensive or luxurious items (e.g. silk)
- (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 (**lux_lex_other**)
- (0) None of the above

G9. Luxury and Quality Imagery Elements (lux_img)

- (1) Crown (if standalone; not part of crest)
- (2) Precious stones, gems, diamonds, metals
- (3) Traditionally expensive or luxurious items (fancy cars, rings)
- (4) Five-point stars
- (88) Other (**lux_img_other**)
- (0) None of the above

G10. Classic/Timeless Lexical Elements (classic_lex)

- (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 (**classic_lex_other**)
- (0) None of the above

G11. Classic/Timeless Imagery Elements (classic_img)

- (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 (cursive signature of founder)
- (88) Other (**classic_img_other**)
- (0) None of the above

G12. Femininity Lexical Elements (fem_lex)

- (1) Flower terminology (roses, daisies, etc.)
- (2) Fashion terms (when paired with other feminine appeals)
- (3) Other synonyms for “slim”: e.g. slender, skinny, etc. (excludes slim/slims/superslims from B8/C14)
- (4) Terms for women, like “Lady” or “Girl”
- (5) “pink”
- (88) Other (**fem_lex_other**)
- (0) None of the above

G13. Femininity Imagery Elements (fem_img)

- (1) Flowers/Butterflies
- (2) Fashion imagery
- (3) Pink color
- (4) Non-sexualized female form
- (88) Other (**fem_img_other**)
- (0) None of the above

G14. Masculinity Lexical Elements (man_lex)

- (1) Describe (**man_lex_describe**)
- (0) None of the above

G15. Masculinity Imagery Elements (man_img)

- (1) Cars
- (2) Other vehicles for transportation: planes, ships
- (3) Non-sexualized male form
- (4) Sports images
- (88) Other (**man_img_other**)
- (0) None of the above

G16. Youth Lexical (youth_lex)

- (1) Describe (**youth_lex_describe**)
- (0) None of the above

G17. Youth Imagery (youth_img)

- (1) Overall explicit youth appeal on the primary panels (e.g. cartoons, toys/games, imaginary creatures, sports, music)
- (0) No youth imagery

Reminder: Exclude company information (“made-in,” etc.) for questions G18-G23.

G18. National Lexical (nat_lex)

- (1) Mention of any town, city, state or country in which the product was purchased (excluding adjective form)
- (2) Famous buildings, structures, or statues or famous landscapes (e.g. rivers, mountains)
- (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 expert
- (88) Other (**nat_lex_other**)
- (0) None of the above

G19. National Imagery (relevant to where product was purchased) (nat_img)

- (1) Use of country flag imagery (must have exact imagery and colors from flag)
- (2) Famous buildings, structures, or statues or famous landscapes (e.g. rivers, mountains)
- (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 expert
- (88) Other (**nat_img_other**)
- (0) None of the above

G20. Foreign/International (excluding USA) Lexical (foreign_lex)

- (1) "International," "world"
- (2) Mention 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, or statues or famous foreign landscapes (e.g. rivers, mountains)
- (4) Famous foreign resident or leader
- (88) Other (**foreign_lex_other**)
- (0) None of the above

G21. Foreign/International (excluding USA) Imagery (foreign_img)

- (1) Use of foreign flag imagery (must have exact imagery and colors from flag)
- (2) Famous foreign buildings, structures, or statues or famous foreign landscapes (e.g. rivers, mountains)
- (3) Famous foreign resident or leader
- (88) Other (**foreign_img_other**)
- (0) None of the above

G22. United States Lexical (us_lex)

- (1) Any mention of America or U.S.A
- (2) Any mention of any city, town, or state in the US (excluding Virginia)
- (3) Virginia
- (4) Famous resident or leader
- (88) Other (**us_lex_other**)
- (0) None of the above

G23. United States Imagery (us_img)

- (1) USA flag (must have exact imagery and colors from flag)
- (2) US landscape or architecture
- (3) Bald Eagle
- (4) Idealized/stereotypical Native American
- (5) Famous resident or leader
- (88) Other (**us_img_other**)
- (0) None of the above

G24. Less Harm Lexical Not on Health Warning (less_lex)

- (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. Enter number: (**less_lex_number**)
- (7) Mentions long life or good health (excluding fortune, luck, or prosperity)
- (88) Other (**less_lex_other**)
- (0) None of the above

G25. Less Harm Imagery (less_img)

- (1) Image of filter
- (2) Dots potentially indicating strength. Enter number of dots: (**less_img_dots**)
- (88) Other (**less_img_other**)
- (0) None of the above

G26. Less Harm – Filters (less_filter)

Does the pack have any mention of the word “filter,” “filters,” or “filtered”? Select one.

Filter descriptors must be specifically and blatantly about the filter (i.e. technology descriptors such as “recessed filter,” “triple-action filter” or quality descriptors such as “premium filter”, “luxury filter”). This excludes color or size descriptors about the cigarette (e.g. “king size filter cigarettes,” “filter-tipped”, “black filter cigarettes”).

- (1) Yes, alone or with the word “cigarettes”
- (2) Yes, accompanied by a descriptor about the filter. Enter descriptor: **(filter_descr_describe)**
- (0) No

G27. Taste/Sensation Lexical (taste_sens_lex)

- (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 (other taste or sensation descriptors: e.g. balanced) **(taste_sens_other)**
- (0) None of the above

G28. Flavor (excludes list of ingredients) Lexical (flavor_lex)

- (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
- (10) Energy drink
- (11) Flavor/ Flavored/ Flavors
- (88) Other **(flavor_lex_other)**
- (0) None of the above

G29. Flavor Imagery (flavor_img)

- (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
- (10) Energy drink
- (88) Other **(flavor_img_other)**
- (0) None of the above

G30. Special Edition Lexical (special_lex)

- (1) "Special Edition" or "Limited Edition"
- (2) Limited Time: National or community event occurring one time (Olympics, other commemoration) or Holiday (Christmas, Holi, etc.)
- (3) Limited Time: Brand event (100 year anniversary)
- (88) Other (**special_lex_other**) (includes appeals such as "music edition" or color editions)
- (0) None of the above

G31. Animal Imagery and Terminology (animal)

This selection excludes mythical/imaginary creatures.

- (1) Any depiction of an animal (e.g. the camel on Camel cigarettes)
- (2) Animal print
- (3) Lexical: any mention of an animal
- (88) Other (**animal_other**)
- (0) None of the above

G32. Religion (religion)

- (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 (**religion_img_other**)
- (88) Other (**religion_lex_other**)
- (0) None of the above

G33. Promotions (promotion)

- (1) Win money
- (2) Win items
- (3) Win cigarettes
- (4) Win trips
- (88) Other (**promotion_other**)
- (0) No promotion

Given the nature of the each country's laws, requirements and consistent appeals, G34 through G36 are additional questions specific to each country.

**When coding tobacco packages from Brazil, please refer to Appendix A: Brazil Specific Features and Appeals Questions*

**When coding tobacco packages from China, please refer to Appendix B: China Specific Features and Appeals Questions*

G36. Filter technology (filter_tech)

Considering the entire package (including the stick) and using both imagery and lexical references, is there any filter technology communicated on the pack?

- (1) Yes
- (0) No

If yes, question G37 will appear.

If no, skip to Section H.

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)

- (1) Capsule
- (2) Thread
- (3) Other (specify) (**filter_inside_other**)
- (4) None – nothing inside

If option 1 is selected, questions G38 through G49 will appear.

If option 2 is selected, questions G37a and G37b will appear.

If option 3 is selected, specify what's inside of the filter.

If option 4 is selected, skip to Section H.

Place the severed stick back into the package and use an undamaged stick to answer questions G45 to G48.

G37a. Indicate the color of the thread located inside of the filter (If there is more than one colored thread check all that apply): (threadcolor)

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

G37b. Write in any features associated with the thread (threadfeature): _____

If N/A, write in 99.

G38. Unique capsule(s) (uni_cap_num)

Considering the entire package, using both imagery and lexical references, how many unique capsules are communicated on the package? _____

(99) Don't know/not clear

G39. Write-in any flavor descriptors (including non-characterizing) associated with the capsules: (fla_descriptor)

If N/A, write in 99.

G40. Indicate the capsule/activation symbol(s) located on the package: (cap_sym) Check all that apply

- (1) Ball
- (2) Play button
- (3) Power button
- (4) Skip Track button
- (5) Other (**cap_symb_other**)
- (0) N/A

If N/A is selected skip to G43.

G41. Indicate the locations of the capsule/activation symbol on the package: (cap_sym_loc) Check all that apply

- (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

G42. What is the primary color of each capsule/activation symbol located on the package (If there is more than one colored capsule check all that apply)? (cap_color)

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

- (8) Other main color
- (0) N/A

**G43. Is there an image instruction(s) located on the package or stick, describing how to activate the capsule?
(cap_act_instruc)**

- (1) Yes
- (0) No

*If yes, question G43a will appear.
If no, skip to question G44.*

G43a. Indicate the location(s) of the image instructions on the package: (imageloc) Check all that apply

- (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

G44. Are there any descriptors located on the package to describe the capsule/activation? (capdesc)

- (1) Yes
- (0) No

*If yes, G44a and G44b will appear.
If no, skip to question G45.*

**G44a. Write-in the capsule/activation descriptors or statements used anywhere on the package:
(capdesc_write): _____**

G44b. Indicate the location(s) of the capsule/activation descriptors on the package: (cap_desc_loc) Check all that apply

- (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

Capsule Stick

G45. Now put aside the pack and just look at the stick. (cap_stick_num)

Enter how many unique capsules are present on one stick: _____

- (99) Don't know/not clear

G46. Are there any descriptors located on the stick to describe the capsule/activation? (stickdesc)

- (1) Yes
- (0) No

If yes, G46a will appear.

If no, skip to question G47.

G46a. Write-in the capsule/activation descriptors or statements used on the stick: (stickdesc_write): _____

G47. Indicate the capsule/activation symbol(s) located on the stick: (cap_stick_sym) Check all that apply

- (1) Ball
- (2) Play button
- (3) Power button
- (4) Skip Track button
- (5) Other (cap_stick_sym_other)
- (0) N/A

If N/A is selected, G48 will not appear.

G48. What is the primary color of the capsule/activation symbol located on the stick (Look at several sticks, if there is more than one colored capsule check all that apply)? (cap_stick_color)

- (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 (cap_stick_color_multi)
- (8) Other main color

Section H: Other Appeals

H1. Other Appeals (add_appeal)

Is there an additional appeal on the pack that does not fit into the categories above?

(1) Yes, describe: **(add_appeal_describe)**

(0) No

H2. Internet Research (research)

Was outside research necessary to clarify an appeal?

(1) Yes, describe: **(research_describe)**

(0) No

Appendix A: Brazil Specific Features and Appeals Questions

G34. Ingredients—Lexical (ingredients)

Select all that apply:

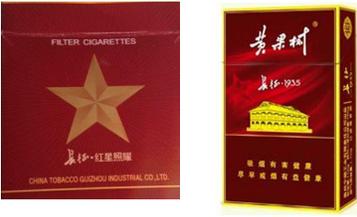
- (1) Acucar/ acucares
- (2) Agentes de sabor
- (3) Cravo
- (4) Extractos vegetales/ extratos vegetas
- (5) Fumes/Fumos
- (6) Fumo de corda
- (7) Mentol
- (8) Mezcla de tabacos
- (9) Mistura de fumos
- (10) Palha de milho
- (11) Papel de cigarros
- (12) Seleccionados
- (13) Other
- (0) No match

Appendix B: China Specific Features and Appeals Questions

G34. China additional promotion lexical (china_lex)

- (1) Military references (“defend”, “protect”, “serve”, “commander”, “soldier”)
- (2) Cultural nostalgia (i.e. citation of the classics, traditional poems, historical stories)
- (3) Promotion of health or longevity (i.e. mention of Chinese medicine foods/herbs, “longevity”, “long life”, “peaches”, “cranes”, “immortal”)
- (88) Other (**china_other_lex**)
- (0) No additional promotion

G35. China additional promotion imagery (china_img)

<p>(1) Military references (i.e. camouflaging print/color, large/prominent red, gold, or silver star, soldiers)</p>	<p>Camouflaging print</p>	
	<p>Color, large/prominent red, gold, or silver star</p>	
	<p>Great wall (historical significance national boundary defense)</p>	
<p>(2) Cultural nostalgia (i.e. calligraphy, traditional paintings, seals, traditional art/patterns)</p>	<p>Traditional art/patterns</p>	
	<p>Calligraphy /seal</p>	

		
	Traditional painting	
(3) Promotion of health or longevity (cranes, Chinese medicine foods/herbs, peaches)	Chinese medicine foods/herbs	
	Cranes	
(88) Other (china_other_img)		
No additional promotion		