

EU Menthol Ban Consumer Survey: Survey Design



What?

Pre and post-menthol ban surveys asking about menthol tobacco consumption, ban awareness and attitudes



When?

Pre-ban fieldwork: 28th April – 19th May 2020
{EU Menthol ban: 20th May 2020}
Post-ban fieldwork: 16th Oct – 15th Nov 2020



Who?

- Legal-age (18+) monthly consumers of menthol cigarettes
- Age and gender representative of smokers in each country



How many?

- UK = 2,000 panelists per wave
- Poland = 1,000 panelists per wave
- All other markets = 500 panelists per wave



Why?

- Understand awareness of the EU menthol ban
- Understand intended response to the ban
- Measure changes pre and post-ban



Where?

-Markets with a high share of menthol/capsule cigarettes (UK, Denmark, Sweden, Finland, Poland, Latvia, Hungary, Slovakia)



How?

- Online surveys
- Respondents from consumer panels
- Cross-sectional approach
- New set of respondents per wave



Total Respondents

- Entered survey = 55,781
- Did not qualify = 43,371
- Qualified = 12,410

EU Menthol Ban Consumer Survey: Sampling Technique

Non-probability sampling technique

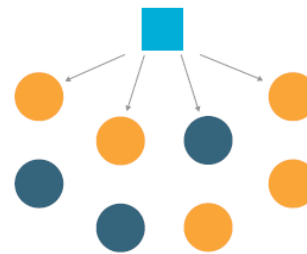
- Both the wave 1 (pre-ban) and wave 2 (post-ban) consumer surveys used a Non-probability (as opposed to a Probability) sampling technique.
- Non-probability provides a practical and efficient way of conducting research when a sample frame of the population we want to observe is not available.
- An online consumer panel was therefore used as the sample frame.

Purposive and Quota sampling approaches

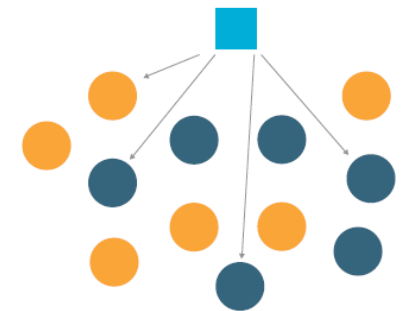
- A Purposive sampling approach was used when selecting respondents from the online consumer panel. Respondents were screened for certain criteria (age, location, menthol smoking habits) and those who did not meet the criteria were unable to participate.
- Quota sampling was also used, in the form of soft quotas, which were used as a proxy for controlling age and gender of the general smoking population (based on Euromonitor International Passport database).

Sub-types of Non-probability Sampling

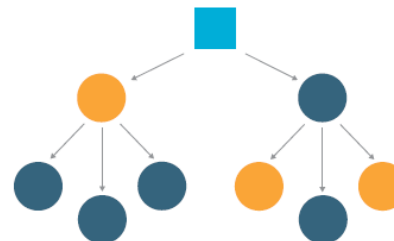
Convenience Sampling



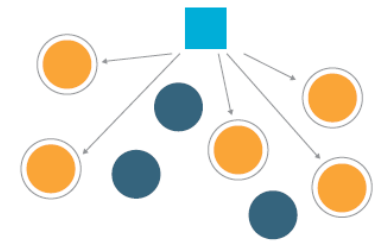
Purposive Sampling



Snowball Sampling



Quota Sampling



Source: Euromonitor International

EU Menthol Ban Consumer Survey: Data Quality Checks

Continuous quality control procedure

- Data quality was reviewed throughout the fielding and post-fielding process. An initial data quality check is conducted after a **soft launch** for a small sample size for each market.
- Respondents that are flagged for poor data quality are removed and **re-fielded** with additional sample.
- A final data quality check is conducted on the **total sample**. All **flagged respondents are removed** and re-fielded.
- All respondents must pass our **data quality checks**.

Criterion for removing invalid responses

- ❖ **Timing Checks:** Outlier respondents are removed should the timestamp indicate unusually fast or slow timing for completing the survey. The median time for completion is used as a benchmark to flag respondents to be removed from the final dataset.
- ❖ **Open Text Checks:** All open text responses are hand validated. Respondents whose open text responses are incomplete or nonsense to ensure only fully engaged respondents are in the final dataset.
- ❖ **Straight-liner Checks:** Respondents that have particular pattern of response, namely selecting the first response for most or all questions, are removed from the final dataset.
- ❖ **Logic Validation Checks:** Logic checks are built into the questionnaire to ensure that responses are consistent and logical for all respondents. These logic checks can take form of repeated questions or follow-up questions to capture illogical or mismatched answer options. Respondents who do not respond appropriately to these questions are removed from the final dataset.