

# Ballot Response

# Assign	42	STUDY		
# Ballot	1	# 2	Part # 1	Type S
# Panelist	159	Panelist Name	<div> <div>Pers</div> <div>onal</div> <div>Con</div> <div>fide</div> <div>ntia</div> <div>Red</div> <div>acte</div> <div>d</div> </div>	

#Seq	# ?	date Resp	Question Description	Item Id	Item Type	Value - Int / Txt / Vch
0	11		After seeing the video, is the consumer interested in trying the product? (Y/N)		V	0
0	14		After seeing the product, is the consumer interested in participating in a trial study? (Y/N)		K	0
0	19		Is the consumer interested in trying the product for 1 week ? (Y/N)		K	0
0	21		Why did (or did not) the interviewer place a kit with the consumer ?		K	0
0	27		After seeing the video, is the consumer interested in trying the product? (Y/N)		V	0
0	12		After seeing the video, how interested is the consumer in participating ? (where 1 = Extremely disinterested, 7 = Extremely interested)		V	0
0	15		After seeing the product, how interested is the consumer in participating ?		K	0
0	28		After seeing the video, how interested is the consumer in participating ?		V	0
0	48		How much does the consumer think he/she would pay for the Accord smoking system ?		K	0
0	49		What does the consumer think he/she would get for that price ?		K	0
1	1		Interviewer Name :		G	MICHELLE MONIESON
2	2		Scribe :		G	DEBBIE WARD / VICKIE JONES
3	5		Interview Start Time :		G	0:00 PM
4	6		Interview End Time :		G	0:35 PM
5	7		Did the interviewer show the consumer the brochure ? (Y/N)		G	YES
6	8		If the product became available on the market, would the consumer be interested in trying the product ? (Y/N)		G	YES
7	9		If the product became available on the market, how interested would the consumer be in trying it ? (where 1 = extremely disinterested, 7 = extremely interested)		G	6
8	30		What type of smoker do you think would be interested in this product ?		G	0

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9	43		If the COC had the product here today, would the consumer be interested in trying it ? (Y/N)		G	YES
10	13		Did the interviewer show the consumer the product ? (Y/N)	BIQAC0079	K	NO
11	16		Did the consumer try an Accord cigarette ? (Y/N)	T000127	T	NO
12	32		What type of cigarette did the consumer try ?		T	0
13	50		What kit did the consumer use to try the Accord cigarette during the interview ?		K	0
14	17		If the consumer tried an Accord cigarette, how much did he/she enjoy it ? (where 1 = not very much, 7 = very much)		T	0
15	18		How many Accord cigarettes did the consumer smoke ?		T	0
16	47		If the product came on the market tomorrow, how likely would the consumer be to buy it ? (where 1 = not very likely, 7 = very likely)		K	0
17	10		Did the interviewer show the consumer a video ? (Y/N)	V0001	V	NO
18	31		What comments did the consumer have about the video ?		V	0
19	26		Did the interviewer show the consumer a video (Y/N)	V0002	V	NO
20	51		What comments did the consumer have about the video?		V	0
21	22		Does the consumer have any other places/times he/she self restricts?		G	AROUND NON-SMOKERS, INDOORS, WHILE JOGGING. SMOKES IN THE BACK OF THE HOUSE OR WHILE ON COMPUTER.
22	23		Had the consumer heard of Accord prior to coming to the COC ?		G	YES
23	24		How had the consumer heard of Accord prior to coming to the COC ?		G	PHILIP MORRIS, NO NIC. OR SOMETHING, SMOKELESS.
24	33		Is the consumer a Kit placement candidate (Y/N) ?	BIQAC0079	K	NO
25	25		How interested is the consumer in taking the product home ? (where 1 = not very interested, 7 = very interested)		K	0
26	20		Did the interviewer place the product with the consumer ? (Y/N)	BIQAC0079	K	NO, BECAUSE OF LIFESTYLE
27	46		What date did the COC place a kit with the consumer ?		K	0
28	35		What personal benefit did the consumer think the Accord system could provide him or her ?		K	0
29	37		Is the consumer a brochure candidate ? (Y/N)		D	0
30	38		Did the consumer receive a 24 to 48 hour callback ? (Y/N)		G	0
31	40		On the 24-48 hour call back, did the interviewer reach the consumer or leave a message ?		G	0
32	39		What date/time did the consumer receive the 24-48 hour callback?		K	0
33	41		Who made the callback call ?		G	0

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34	42		Did the consumer log any problems during the 24-48 hour callback call ? (Y/N) (If YES, then refer to the PROBLEMS section of the COC Application)		K	0

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