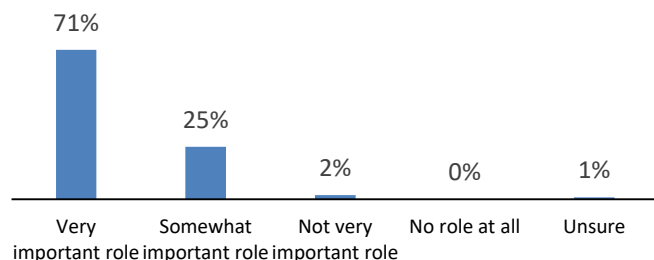


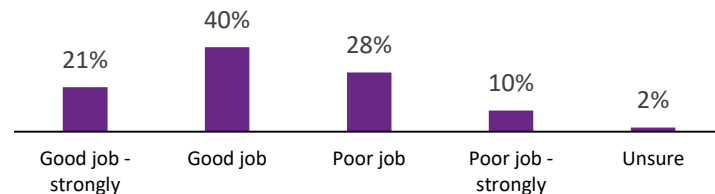
ATTITUDES TOWARD SMOKE-FREE ALTERNATIVES & PUBLIC HEALTH: INDIA RESULTS

97% believe technology and innovation play an important role in addressing public health priorities, while 60% believe authorities have done a good job ensuring everyone has access to the latest innovations in public health

Thinking about public health priorities in this country, how important of a role do you believe technology and innovation can play in addressing these issues?

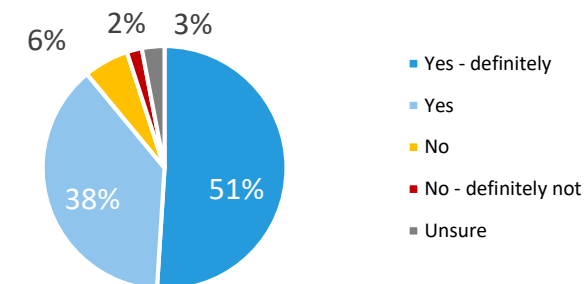


Generally speaking, do you believe authorities in this country have done a good job or a poor job ensuring everyone has access to the latest innovations and advancements that can improve public health?



89% believe consumer goods companies have an obligation to research and innovate better alternatives

Broadly speaking, do you believe that consumer goods companies have an obligation to continually research and innovate their products in the interest of public health?



At least eight-in-ten believe adult smokers should have access to alternatives to cigarettes and information about these products

■ Yes - definitely ■ Yes ■ No ■ No - definitely not ■ Unsure

If a new alternative product was shown to have the potential to reduce the risk of smoking as compared to cigarettes, do you believe adult smokers should have access to these alternative products?



And, do you believe that adult smokers should have the right to access information about a new alternative product if it was shown to have the potential to reduce the risk of smoking as compared to cigarettes?



87% believe the government should do all they can to encourage switching; 88% view alternatives to cigarettes as a way to complement other efforts to reduce the harm caused by cigarettes

For each, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Unsure

The government should do all they can to encourage adult smokers who don't quit cigarettes to completely switch to better alternative products.



Allowing reduced risk alternatives to cigarettes and encouraging adult smokers to switch completely to these products can complement other efforts to reduce the harm caused by cigarettes.



METHODOLOGY

Sampling universe: General population, legal age adults Geography: India Sample size: n=1,000 Data collection method: Online Margin of error: ±3.2%
Fielding dates: 4-13 September 2018 Research supplier: Ipsos in Hong Kong To access the full results, please visit www.pmi.com



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