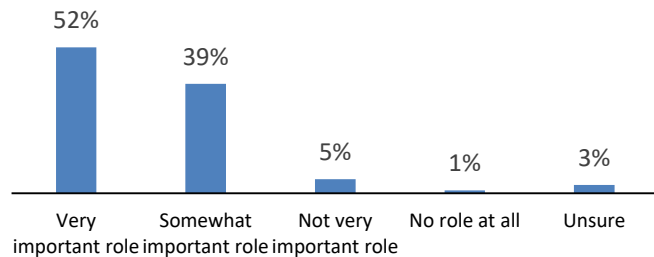


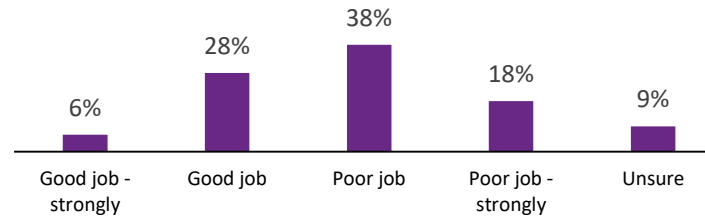
ATTITUDES TOWARD SMOKE-FREE ALTERNATIVES & PUBLIC HEALTH: GLOBAL SURVEY RESULTS

Nine-out-of-ten believe technology and innovation play an important role in addressing public health priorities, but only 35% 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?

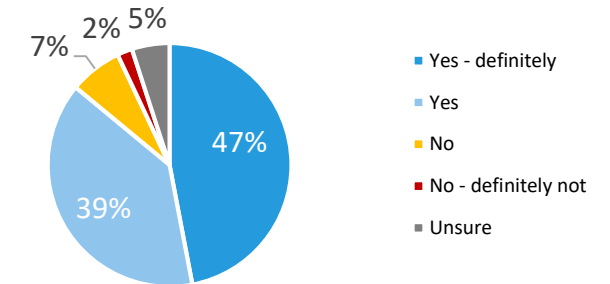


Generally speaking, do you believe authorities in this country have done a good job or a poor job ensuring everyone has access to the latest innovations and advancements that can improve public health?

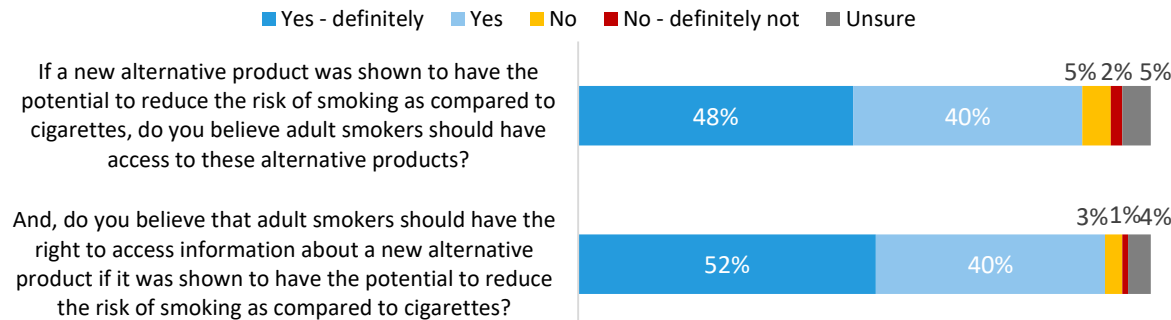


86% believe consumer goods companies have an obligation to research and innovate better alternatives

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?

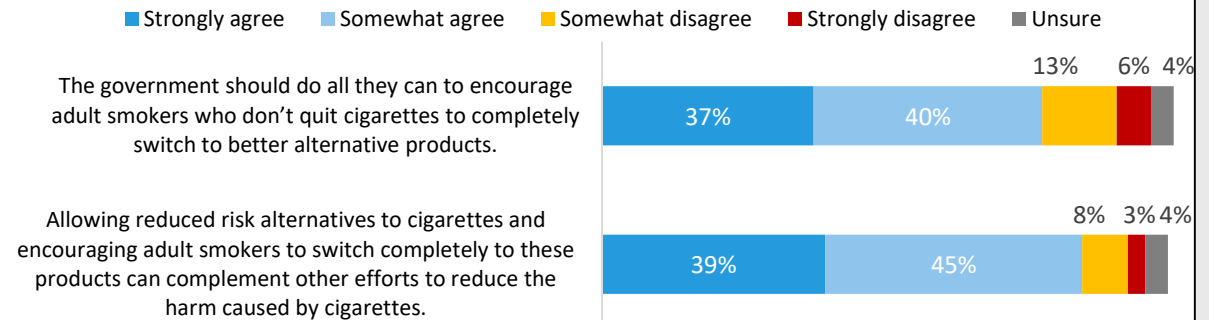


Nine-out-of-ten believe adult smokers should have access to alternatives to cigarettes and information about these products



Three quarters (77%) believe the government should do all they can to encourage switching; 85% 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



METHODOLOGY

Sampling universe: Legal age adults across 31 countries | Sample size: n=31,002 | Data collection method: Online | Margin of error: ±0.6% | Fielding dates: 4-19 September 2018
 Research supplier: Ipsos in Hong Kong *This research is supported by Philip Morris International. To access the full results, please visit www.pmi.com



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