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**Consumer Intelligence
w/c 8th December 2008
Supermarkets and Cigarettes**



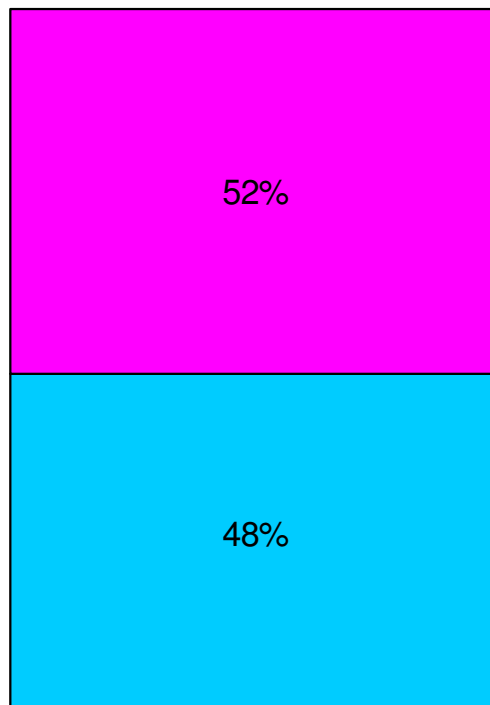
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Sample Profile



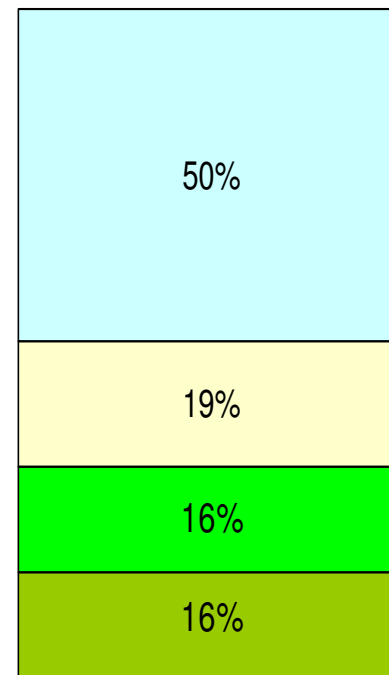
Gender

- Female
- Male



Age

- 45+ years
- 35-44 years
- 25-34 years
- 18-24 years

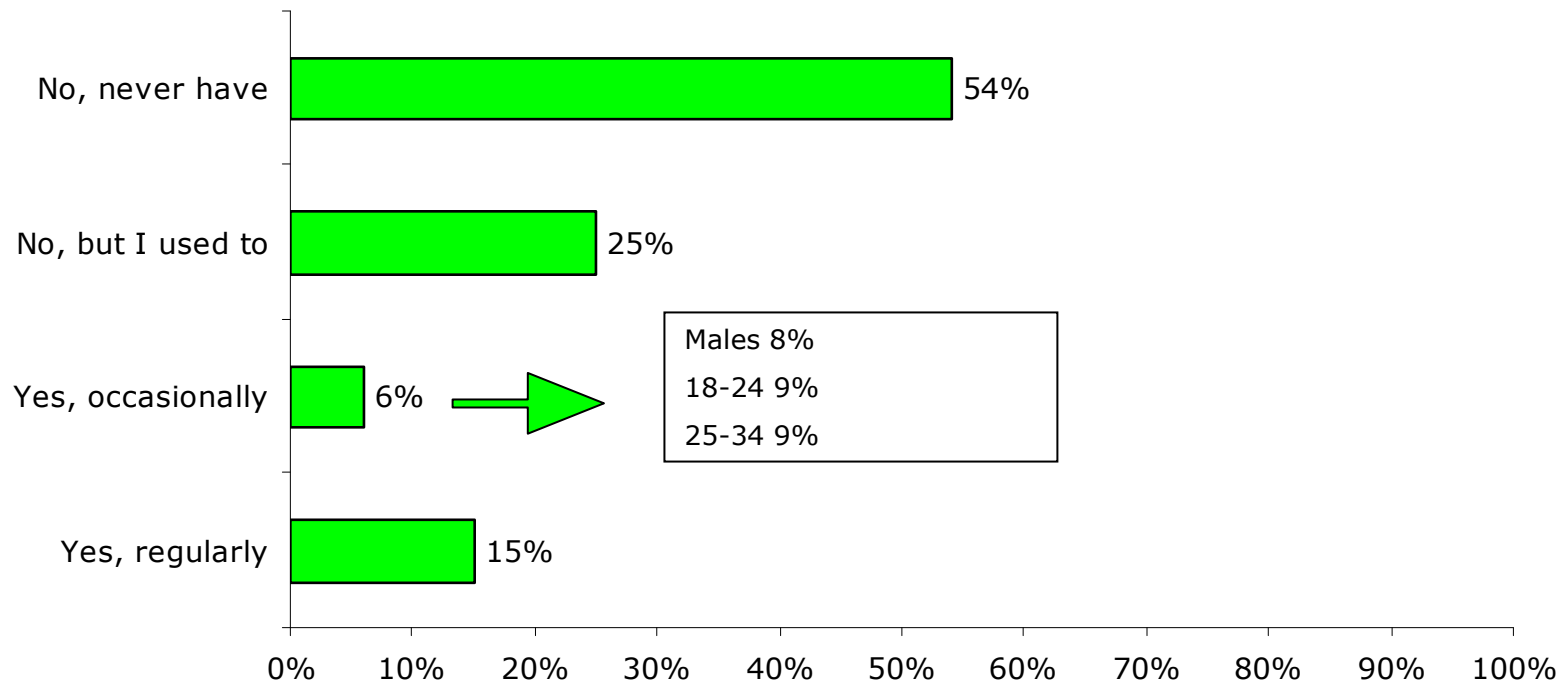


Q. What age/gender are you? N=1005



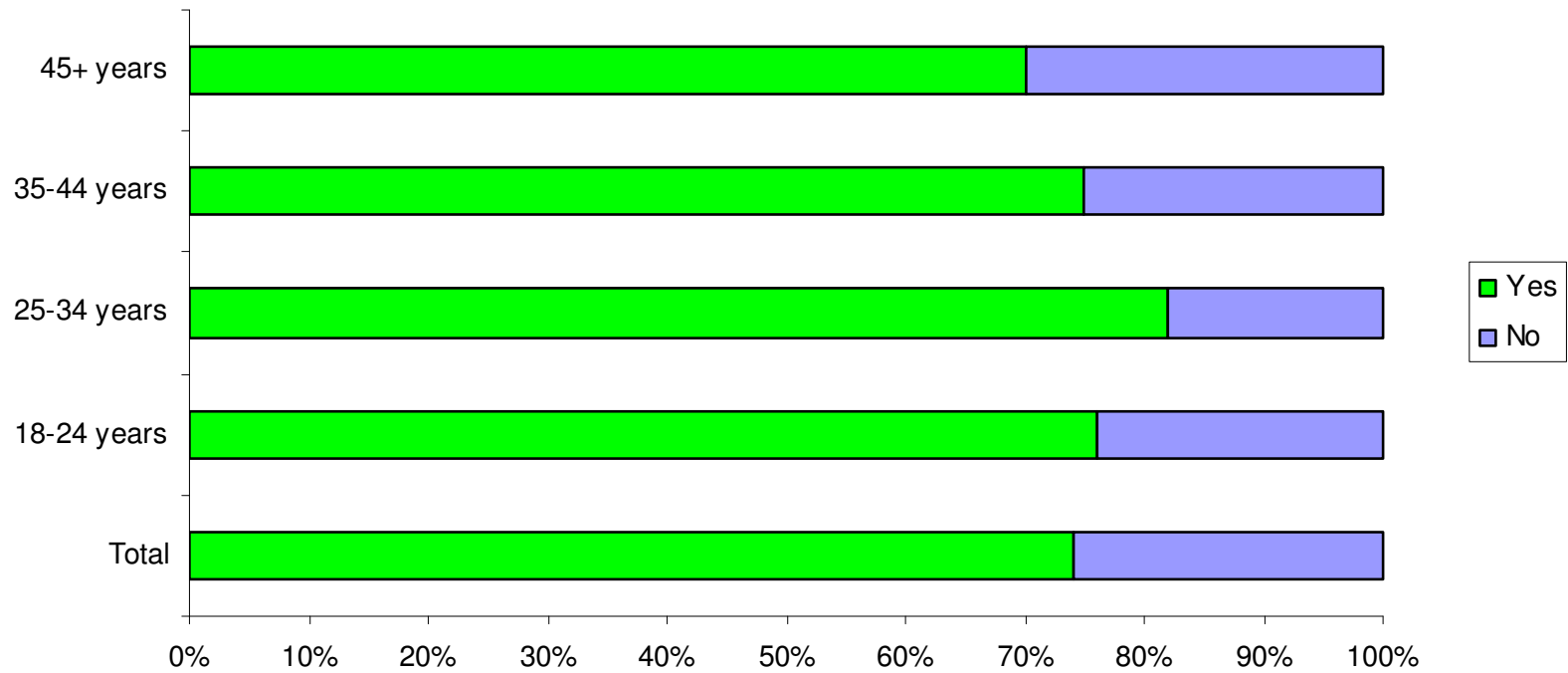
Survey Findings

Do you smoke?



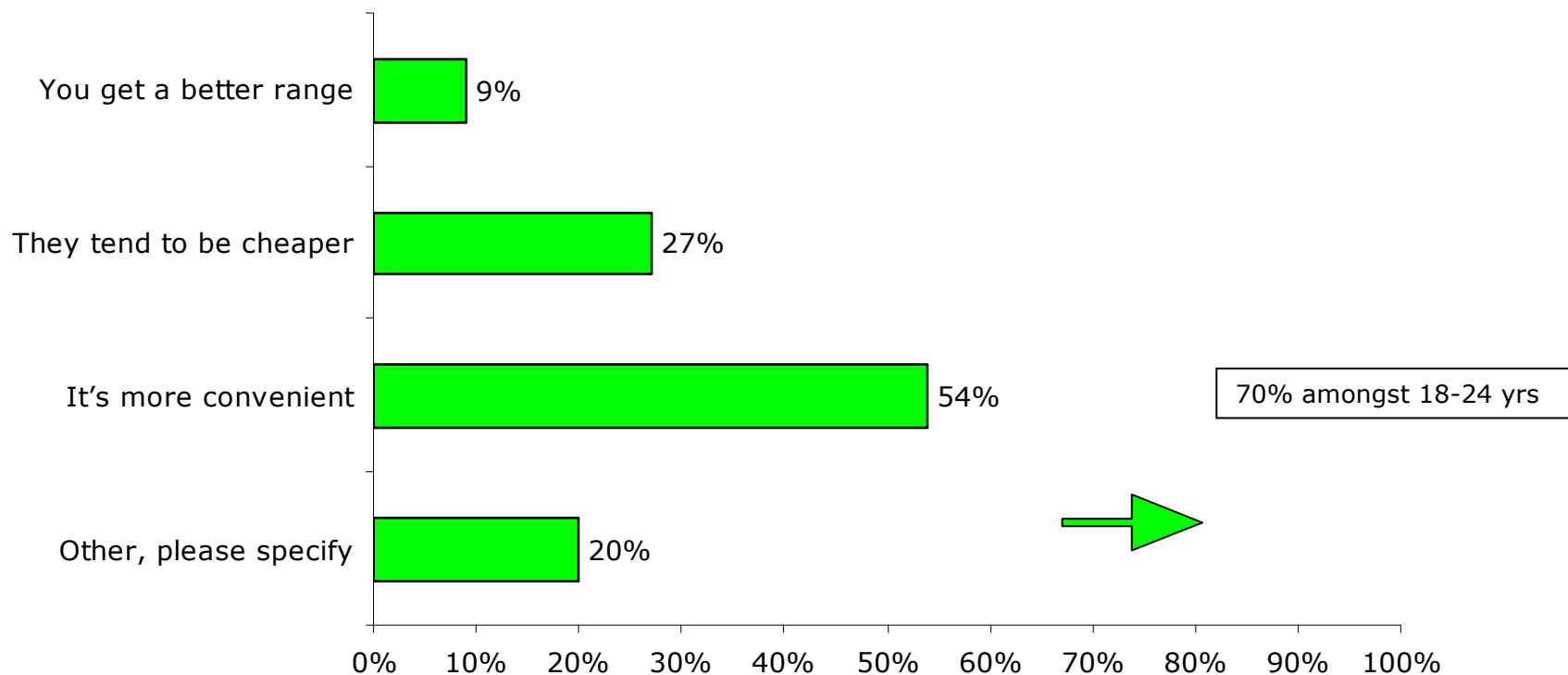
Q. Do you smoke? N = 1005

Is it appropriate for Supermarkets to sell cigarettes?



Q. Do you think it's appropriate for Supermarkets to sell cigarettes? N = 1005

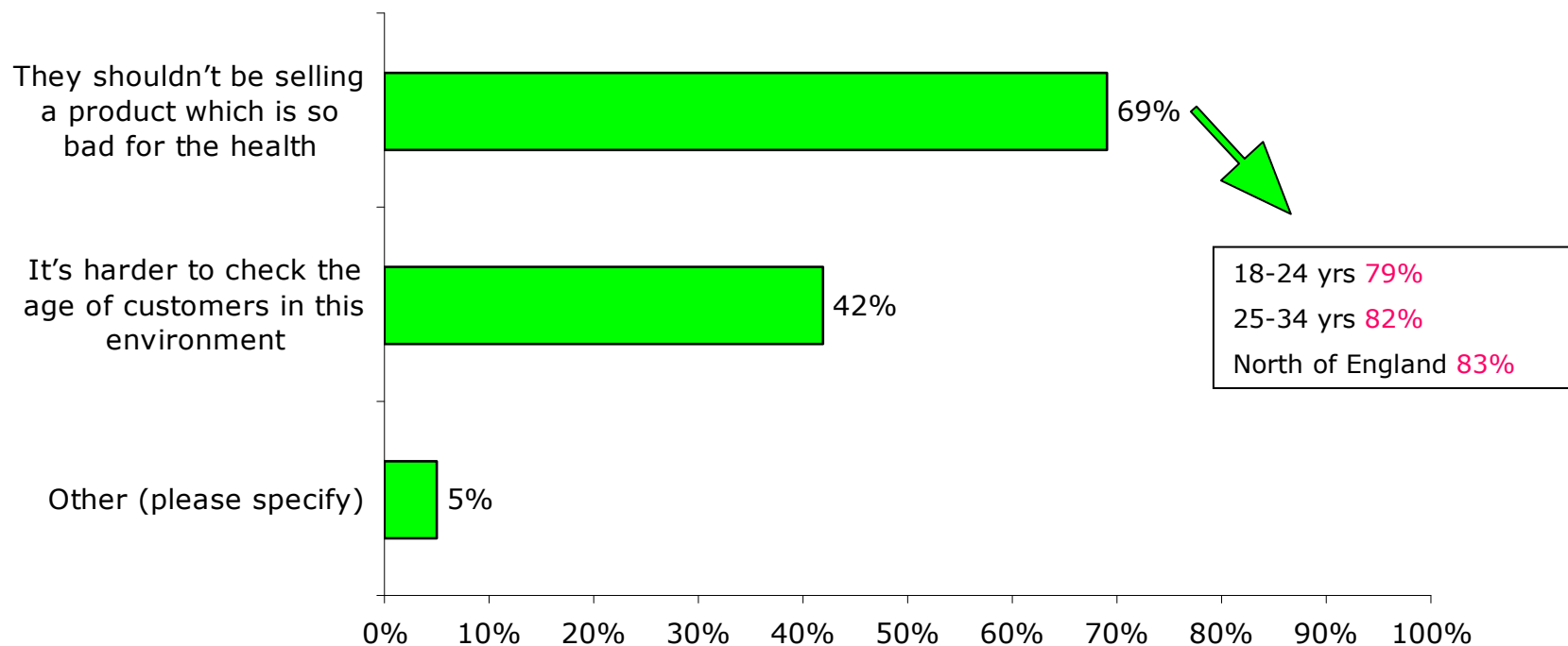
Reasons for choosing 'Yes'



•Other, please specify: 44% of the 20% gave reasons related to personal freedom and choice whilst 19% couldn't see a reason why not to sell them

Q. Do you think it's appropriate for Supermarkets to sell cigarettes – Why did you say yes? N = 744

Reasons for choosing 'No'



Q. Do you think it's appropriate for Supermarkets to sell cigarettes – Why did you say No? N = 261



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