

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 1

Q1. Do you think hiding tobacco in the shop will ...?**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Make the product more appealing to youth	346 17%	160 16%	186 18%	29 12%	56 17%	63 17%	73 22%	72 24%	52 12%	89 16%	96 17%	71 17%	90 19%	77 15%	91 17%	102 20%	49 17%	26 15%
Have no impact on youth smoking	1262 63%	612 62%	649 64%	145 60%	182 57%	235 62%	218 64%	190 63%	292 70%	333 62%	349 60%	279 66%	300 65%	316 62%	342 65%	310 62%	175 61%	118 68%
Make the product less appealing to youth	393 20%	208 21%	184 18%	66 28%	82 26%	82 22%	49 14%	38 13%	75 18%	118 22%	135 23%	70 17%	70 15%	115 23%	95 18%	89 18%	64 22%	29 17%

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Table 1

Q1. Do you think hiding tobacco in the shop will ...?**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Make the product more appealing to youth	346 17%	26 15%	16 18%	41 18%	45 25%	35 19%	22 21%	28 15%	36 14%	41 16%	27 15%	28 18%
Have no impact on youth smoking	1262 63%	118 68%	58 65%	154 65%	98 56%	124 67%	63 59%	122 65%	154 61%	162 63%	113 62%	96 62%
Make the product less appealing to youth	393 20%	29 17%	16 17%	40 17%	34 19%	26 14%	22 20%	38 20%	61 24%	54 21%	42 23%	32 20%

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Table 2

Q2. Adults sometimes deliberately buy tobacco for children or teenagers who are too young to purchase it for themselves. Young people are also able to buy smuggled tobacco from illegal traders. How effective do you think each of the following would be in stopping young people from smoking?

Base: All respondents

Summary table

		Making it illegal for adults to buy tobacco on behalf of minors	Strongly enforcing existing laws against selling tobacco to minors	Clamping down on tobacco smuggling	Hiding tobacco from view in shops
Unweighted base		2000	2000	2000	2000
Weighted base		2000	2000	2000	2000
NET: Effective		1202 60%	1528 76%	1278 64%	457 23%
Very effective	(4)	548 27%	705 35%	549 27%	117 6%
Quite effective	(3)	654 33%	822 41%	728 36%	340 17%
Not very effective	(2)	515 26%	315 16%	440 22%	823 41%
Not at all effective	(1)	219 11%	99 5%	203 10%	656 33%
NET: Ineffective		734 37%	415 21%	644 32%	1480 74%
Don't know		64 3%	58 3%	79 4%	63 3%
Mean		2.79	3.10	2.84	1.96
Standard deviation		0.98	0.85	0.96	0.87
Standard error		0.02	0.02	0.02	0.02

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Table 3

Q2. Adults sometimes deliberately buy tobacco for children or teenagers who are too young to purchase it for themselves. Young people are also able to buy smuggled tobacco from illegal traders. How effective do you think each of the following would be in stopping young people from smoking?

Base: All respondents

Making it illegal for adults to buy tobacco on behalf of minors

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157	
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174	
NET: Effective	1202	607	595	145	202	235	187	174	259	347	354	246	255	318	306	318	154	106	
	60%	62%	58%	60%	63%	62%	55%	58%	62%	64%	61%	59%	55%	63%	58%	63%	54%	61%	
Very effective	(4)	548	276	271	68	90	107	78	88	117	141	180	113	115	141	160	145	60	43
		27%	28%	27%	28%	28%	28%	23%	29%	28%	26%	31%	27%	25%	28%	30%	29%	21%	25%
Quite effective	(3)	654	331	324	76	113	128	109	86	142	206	175	133	141	177	146	173	95	63
		33%	34%	32%	32%	35%	34%	32%	29%	34%	38%	30%	32%	31%	35%	28%	35%	33%	36%
Not very effective	(2)	515	235	280	59	75	92	88	83	118	131	164	103	116	128	134	121	85	47
		26%	24%	27%	25%	23%	24%	26%	28%	28%	24%	28%	25%	25%	25%	25%	24%	29%	27%
Not at all effective	(1)	219	107	112	24	32	39	57	39	28	50	47	49	72	50	63	47	40	19
		11%	11%	11%	10%	10%	10%	17%	13%	7%	9%	8%	12%	16%	10%	12%	9%	14%	11%
NET: Ineffective		734	341	392	83	106	131	145	122	146	181	211	153	188	178	197	168	124	66
		37%	35%	38%	34%	33%	34%	43%	41%	35%	34%	36%	36%	41%	35%	37%	33%	43%	38%
Don't know		64	32	33	13	11	14	9	4	14	12	14	22	16	12	25	16	10	2
		3%	3%	3%	5%	3%	4%	3%	1%	3%	2%	2%	5%	4%	2%	5%	3%	3%	1%
Mean		2.79	2.82	2.76	2.83	2.84	2.83	2.63	2.75	2.86	2.83	2.86	2.78	2.67	2.82	2.80	2.86	2.62	2.75
Standard deviation		0.98	0.98	0.98	0.98	0.96	0.97	1.02	1.02	0.92	0.93	0.96	0.99	1.03	0.96	1.02	0.96	0.98	0.95
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.03	0.04	0.06	0.05	0.04	0.05	0.04	0.06	0.08

Small Retailers Tobacco Survey

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Table 3

Q2. Adults sometimes deliberately buy tobacco for children or teenagers who are too young to purchase it for themselves. Young people are also able to buy smuggled tobacco from illegal traders. How effective do you think each of the following would be in stopping young people from smoking?

Base: All respondents

Making it illegal for adults to buy tobacco on behalf of minors

	Total	Region											
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164	
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155	
NET: Effective	1202 60%	106 61%	52 57%	159 68%	107 61%	101 54%	54 50%	112 60%	163 65%	155 60%	101 55%	93 60%	
Very effective	(4) 27%	548 25%	43 26%	23 32%	76 32%	45 26%	50 27%	24 22%	61 33%	69 27%	72 28%	36 20%	48 31%
Quite effective	(3) 33%	654 36%	63 36%	28 31%	83 35%	62 35%	51 27%	30 28%	51 27%	95 38%	83 32%	65 36%	44 29%
Not very effective	(2) 26%	515 27%	47 27%	24 27%	45 19%	52 29%	49 26%	30 28%	47 25%	53 21%	74 29%	55 30%	38 25%
Not at all effective	(1) 11%	219 11%	19 11%	10 11%	23 10%	14 8%	27 14%	21 19%	20 11%	28 11%	22 9%	19 11%	17 11%
NET: Ineffective	734 37%	66 38%	34 38%	68 29%	66 37%	75 41%	50 48%	67 35%	82 32%	96 38%	74 41%	55 35%	
Don't know	64 3%	2 1%	4 5%	8 4%	3 2%	9 5%	2 2%	9 5%	7 3%	5 2%	8 4%	8 5%	
Mean	2.79	2.75	2.76	2.94	2.80	2.70	2.54	2.86	2.83	2.82	2.67	2.84	
Standard deviation	0.98	0.95	0.99	0.97	0.92	1.04	1.05	1.02	0.97	0.95	0.93	1.01	
Standard error	0.02	0.08	0.10	0.06	0.07	0.08	0.10	0.08	0.06	0.06	0.07	0.08	

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Table 4

Q2. Adults sometimes deliberately buy tobacco for children or teenagers who are too young to purchase it for themselves. Young people are also able to buy smuggled tobacco from illegal traders. How effective do you think each of the following would be in stopping young people from smoking?

Base: All respondents

Strongly enforcing existing laws against selling tobacco to minors

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
NET: Effective	1528 76%	742 76%	786 77%	176 73%	242 76%	293 77%	241 71%	226 75%	349 83%	449 83%	446 77%	299 71%	334 73%	406 80%	392 74%	395 79%	204 71%	131 76%
Very effective	(4) 35%	705 36%	358 34%	61 25%	103 32%	128 34%	101 30%	120 40%	191 46%	205 38%	219 38%	127 30%	155 34%	175 34%	196 37%	193 39%	88 30%	53 30%
Quite effective	(3) 41%	822 39%	384 43%	115 48%	139 43%	165 43%	140 41%	106 35%	158 38%	244 45%	227 39%	172 41%	179 39%	230 45%	195 37%	202 40%	116 40%	78 45%
Not very effective	(2) 16%	315 15%	163 16%	38 16%	46 14%	58 15%	71 21%	55 18%	48 11%	61 11%	94 16%	80 19%	80 17%	67 13%	88 17%	80 16%	46 16%	34 19%
Not at all effective	(1) 5%	99 6%	59 4%	11 5%	17 5%	19 5%	19 6%	17 6%	15 4%	22 4%	25 4%	21 5%	32 7%	23 5%	26 5%	16 3%	27 9%	7 4%
NET: Ineffective	415 21%	211 22%	204 20%	49 21%	63 20%	77 20%	90 27%	72 24%	63 15%	83 15%	119 21%	101 24%	112 24%	91 18%	114 22%	96 19%	73 25%	40 23%
Don't know	58 3%	27 3%	30 3%	15 6%	15 5%	10 3%	9 3%	1 *	8 2%	8 1%	15 3%	20 5%	14 3%	12 2%	22 4%	11 2%	11 4%	2 1%
Mean	3.10	3.09	3.10	3.00	3.08	3.08	2.98	3.11	3.27	3.19	3.13	3.01	3.02	3.12	3.11	3.16	2.95	3.03
Standard deviation	0.85	0.88	0.82	0.80	0.84	0.84	0.87	0.90	0.81	0.79	0.84	0.85	0.90	0.81	0.87	0.81	0.93	0.81
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.07

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Table 4

Q2. Adults sometimes deliberately buy tobacco for children or teenagers who are too young to purchase it for themselves. Young people are also able to buy smuggled tobacco from illegal traders. How effective do you think each of the following would be in stopping young people from smoking?

Base: All respondents

Strongly enforcing existing laws against selling tobacco to minors

	Total	Region											
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164	
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155	
NET: Effective	1528 76%	131 76%	69 76%	185 79%	142 80%	132 71%	74 69%	137 73%	202 80%	204 79%	130 71%	123 79%	
Very effective	(4) 35%	705 30%	53 35%	31 38%	89 42%	73 34%	63 28%	30 38%	71 33%	84 36%	92 32%	58 40%	62 40%
Quite effective	(3) 41%	822 45%	78 42%	38 41%	96 39%	68 37%	69 41%	44 35%	66 47%	118 44%	112 40%	73 40%	61 39%
Not very effective	(2) 16%	315 19%	34 16%	15 16%	37 16%	28 20%	37 18%	20 15%	29 11%	27 16%	40 15%	27 15%	23 15%
Not at all effective	(1) 5%	99 4%	7 4%	3 4%	9 4%	4 2%	12 7%	10 9%	10 5%	16 6%	8 3%	17 10%	4 3%
NET: Ineffective	415 21%	40 23%	18 20%	46 20%	32 18%	49 26%	29 28%	39 21%	43 17%	48 19%	44 24%	27 17%	
Don't know	58 3%	2 1%	3 4%	4 2%	3 2%	4 2%	3 3%	11 6%	7 3%	5 2%	8 4%	6 4%	
Mean	3.10	3.03	3.12	3.14	3.22	3.01	2.91	3.13	3.10	3.14	2.98	3.21	
Standard deviation	0.85	0.81	0.82	0.83	0.79	0.91	0.93	0.88	0.84	0.79	0.94	0.80	
Standard error	0.02	0.07	0.09	0.05	0.06	0.07	0.09	0.07	0.06	0.05	0.07	0.06	

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Table 5

Q2. Adults sometimes deliberately buy tobacco for children or teenagers who are too young to purchase it for themselves. Young people are also able to buy smuggled tobacco from illegal traders. How effective do you think each of the following would be in stopping young people from smoking?

Base: All respondents

Clamping down on tobacco smuggling

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
NET: Effective	1278	611	666	154	208	251	195	186	283	360	391	266	261	331	342	328	168	109
	64%	62%	65%	64%	65%	66%	57%	62%	67%	67%	67%	63%	57%	65%	65%	65%	58%	63%
Very effective	(4) 549	266	284	57	79	96	80	98	139	145	160	115	129	133	165	140	76	36
	27%	27%	28%	24%	25%	25%	23%	33%	33%	27%	28%	27%	28%	26%	31%	28%	26%	20%
Quite effective	(3) 728	346	383	97	129	155	115	88	144	216	230	150	132	198	176	188	92	73
	36%	35%	38%	40%	40%	41%	34%	29%	34%	40%	40%	36%	29%	39%	33%	37%	32%	42%
Not very effective	(2) 440	221	220	51	64	79	92	64	90	123	108	94	115	108	113	123	59	37
	22%	23%	22%	21%	20%	21%	27%	21%	21%	23%	19%	22%	25%	21%	21%	24%	21%	21%
Not at all effective	(1) 203	118	85	20	30	38	40	43	34	41	58	37	68	45	53	39	43	23
	10%	12%	8%	8%	9%	10%	12%	14%	8%	8%	10%	9%	15%	9%	10%	8%	15%	13%
NET: Ineffective	644	339	305	71	94	117	131	107	124	163	165	131	184	153	166	162	102	60
	32%	35%	30%	29%	29%	31%	39%	36%	30%	30%	29%	31%	40%	30%	32%	32%	35%	35%
Don't know	79	30	49	15	18	12	14	7	13	16	24	23	15	24	20	12	18	4
	4%	3%	5%	6%	6%	3%	4%	2%	3%	3%	4%	6%	3%	5%	4%	2%	6%	3%
Mean	2.84	2.80	2.89	2.85	2.85	2.84	2.72	2.82	2.95	2.89	2.89	2.87	2.72	2.86	2.89	2.87	2.75	2.72
Standard deviation	0.96	0.98	0.93	0.90	0.92	0.93	0.97	1.05	0.95	0.90	0.94	0.94	1.04	0.92	0.98	0.92	1.04	0.95
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.05	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.08

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Table 5

Q2. Adults sometimes deliberately buy tobacco for children or teenagers who are too young to purchase it for themselves. Young people are also able to buy smuggled tobacco from illegal traders. How effective do you think each of the following would be in stopping young people from smoking?

Base: All respondents

Clamping down on tobacco smuggling

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
NET: Effective	1278 64%	109 63%	59 65%	147 63%	122 69%	112 60%	53 50%	124 66%	170 67%	161 63%	115 63%	106 68%
Very effective	(4) 549 27%	36 20%	24 26%	55 24%	60 34%	54 29%	28 27%	64 34%	70 28%	63 24%	48 26%	48 31%
Quite effective	(3) 728 36%	73 42%	35 38%	92 39%	61 35%	58 32%	25 23%	60 32%	100 40%	99 38%	67 37%	58 37%
Not very effective	(2) 440 22%	37 21%	19 21%	63 27%	41 23%	45 24%	28 27%	36 19%	42 17%	66 26%	31 17%	32 21%
Not at all effective	(1) 203 10%	23 13%	10 11%	19 8%	10 6%	25 14%	18 17%	16 8%	26 10%	19 8%	25 14%	13 8%
NET: Ineffective	644 32%	60 35%	29 32%	82 35%	51 29%	70 38%	46 43%	51 27%	68 27%	85 33%	56 31%	45 29%
Don't know	79 4%	4 3%	3 3%	6 3%	4 2%	3 2%	7 6%	12 6%	14 6%	10 4%	12 6%	5 3%
Mean	2.84	2.72	2.82	2.80	3.00	2.77	2.64	2.98	2.90	2.83	2.81	2.93
Standard deviation	0.96	0.95	0.97	0.90	0.91	1.02	1.08	0.96	0.95	0.90	1.01	0.93
Standard error	0.02	0.08	0.10	0.06	0.07	0.08	0.11	0.07	0.06	0.05	0.07	0.07

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Table 6

Q2. Adults sometimes deliberately buy tobacco for children or teenagers who are too young to purchase it for themselves. Young people are also able to buy smuggled tobacco from illegal traders. How effective do you think each of the following would be in stopping young people from smoking?

Base: All respondents

Hiding tobacco from view in shops

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
NET: Effective	457	237	220	71	91	102	65	43	86	143	142	87	85	136	117	111	60	34
	23%	24%	22%	30%	28%	27%	19%	14%	20%	27%	24%	21%	19%	27%	22%	22%	21%	20%
Very effective	(4) 117	66	51	20	23	18	23	15	18	20	42	23	32	32	31	33	14	7
	6%	7%	5%	8%	7%	5%	7%	5%	4%	4%	7%	5%	7%	6%	6%	7%	5%	4%
Quite effective	(3) 340	171	169	52	67	84	42	27	68	123	100	64	53	104	86	78	45	28
	17%	17%	17%	22%	21%	22%	12%	9%	16%	23%	17%	15%	12%	20%	16%	15%	16%	16%
Not very effective	(2) 823	372	451	98	129	142	134	126	194	238	240	166	179	217	223	196	124	62
	41%	38%	44%	41%	40%	37%	39%	42%	46%	44%	41%	40%	39%	43%	42%	39%	43%	36%
Not at all effective	(1) 656	336	320	56	87	125	133	125	130	149	180	150	177	139	171	181	96	70
	33%	34%	31%	23%	27%	33%	39%	42%	31%	28%	31%	36%	38%	27%	32%	36%	33%	40%
NET: Ineffective	1480	708	772	154	216	268	267	251	324	386	420	317	356	356	394	378	220	132
	74%	72%	76%	64%	68%	70%	78%	84%	77%	72%	72%	75%	77%	70%	75%	75%	76%	76%
Don't know	63	35	28	15	13	11	8	6	9	10	18	17	18	17	17	13	9	7
	3%	4%	3%	6%	4%	3%	2%	2%	2%	2%	3%	4%	4%	3%	3%	3%	3%	4%
Mean	1.96	1.97	1.95	2.16	2.09	1.98	1.86	1.77	1.94	2.03	2.01	1.90	1.87	2.06	1.96	1.92	1.92	1.83
Standard deviation	0.87	0.90	0.84	0.90	0.90	0.87	0.89	0.82	0.81	0.82	0.89	0.87	0.89	0.87	0.86	0.89	0.84	0.85
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.07

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ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 6

Q2. Adults sometimes deliberately buy tobacco for children or teenagers who are too young to purchase it for themselves. Young people are also able to buy smuggled tobacco from illegal traders. How effective do you think each of the following would be in stopping young people from smoking?

Base: All respondents

Hiding tobacco from view in shops

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
NET: Effective	457 23%	34 20%	20 22%	51 22%	40 22%	35 19%	17 16%	39 21%	74 29%	62 24%	43 24%	42 27%
Very effective	(4) 6%	7 4%	7 8%	14 6%	12 7%	8 4%	2 2%	13 7%	17 7%	15 6%	12 7%	11 7%
Quite effective	(3) 17%	28 16%	13 14%	37 16%	27 16%	27 15%	15 14%	27 14%	57 22%	47 18%	31 17%	32 20%
Not very effective	(2) 41%	62 36%	33 36%	109 46%	54 31%	85 46%	47 44%	83 44%	110 44%	107 42%	78 43%	55 35%
Not at all effective	(1) 33%	70 40%	35 39%	68 29%	78 44%	62 34%	40 38%	58 31%	59 23%	80 31%	55 30%	51 33%
NET: Ineffective	1480 74%	132 76%	68 75%	178 76%	132 75%	147 80%	87 82%	141 75%	169 67%	187 73%	133 73%	105 68%
Don't know	63 3%	7 4%	3 3%	6 3%	4 3%	2 1%	2 2%	7 4%	9 4%	7 3%	7 4%	8 5%
Mean	1.96	1.83	1.90	1.99	1.85	1.90	1.79	1.97	2.13	1.99	2.00	2.02
Standard deviation	0.87	0.85	0.93	0.84	0.94	0.81	0.75	0.87	0.86	0.87	0.88	0.92
Standard error	0.02	0.07	0.10	0.06	0.07	0.06	0.07	0.07	0.06	0.05	0.06	0.07

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 7

Q3. Owners of small shops argue that the measure will cost them a lot of time and money to comply and that there is no reliable evidence that it will reduce smoking rates. Supporters of the measure say that costs will be minimal and that there is reliable evidence it will reduce smoking rates. To what extent do you agree with the following statements?

Base: All respondents

The measure requiring shopkeepers to hide tobacco products from view should only be introduced if ...

Summary table

		There is clear evidence that it will reduce smoking rates	There is clear evidence that it will not cost small shops too much time and money	It's clear that other options for reducing smoking rates have not succeeded
Unweighted base		2000	2000	2000
Weighted base		2000	2000	2000
NET: Agree		1368 68%	1025 51%	934 47%
Strongly agree	(5)	421 21%	319 16%	230 11%
Agree	(4)	947 47%	705 35%	705 35%
Neither agree nor disagree	(3)	387 19%	593 30%	669 33%
Disagree	(2)	183 9%	303 15%	313 16%
Strongly disagree	(1)	62 3%	80 4%	84 4%
NET: disagree		245 12%	383 19%	397 20%
Mean		3.74	3.44	3.34
Standard deviation		0.99	1.05	1.01
Standard error		0.02	0.02	0.02

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 8

Q3. Owners of small shops argue that the measure will cost them a lot of time and money to comply and that there is no reliable evidence that it will reduce smoking rates. Supporters of the measure say that costs will be minimal and that there is reliable evidence it will reduce smoking rates. To what extent do you agree with the following statements?

Base: All respondents

The measure requiring shopkeepers to hide tobacco products from view should only be introduced if ...

There is clear evidence that it will reduce smoking rates

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
NET: Agree	1368 68%	675 69%	693 68%	162 68%	217 68%	251 66%	224 66%	208 69%	305 73%	373 69%	393 68%	302 72%	300 65%	360 71%	351 67%	339 68%	201 70%	117 68%
Strongly agree	(5) 21%	421 23%	197 19%	37 16%	59 19%	76 20%	81 24%	81 27%	86 21%	118 22%	112 19%	90 21%	101 22%	104 20%	104 20%	124 25%	55 19%	34 19%
Agree	(4) 47%	947 46%	497 49%	125 52%	158 49%	176 46%	143 42%	127 42%	219 52%	254 47%	281 48%	212 51%	199 43%	256 50%	247 47%	215 43%	146 50%	83 48%
Neither agree nor disagree	(3) 19%	387 17%	217 21%	55 23%	63 20%	91 24%	67 20%	49 16%	62 15%	94 17%	114 20%	84 20%	94 21%	91 18%	106 20%	100 20%	62 21%	28 16%
Disagree	(2) 9%	183 10%	98 8%	16 7%	32 10%	27 7%	38 11%	29 10%	42 10%	58 11%	56 10%	27 6%	42 9%	49 10%	53 10%	46 9%	17 6%	19 11%
Strongly disagree	(1) 3%	62 4%	38 2%	6 3%	8 3%	11 3%	11 3%	14 5%	11 3%	15 3%	17 3%	7 2%	23 5%	9 2%	18 3%	17 3%	9 3%	9 5%
NET: disagree	245 12%	136 14%	109 11%	22 9%	40 13%	38 10%	49 14%	43 14%	53 13%	73 14%	73 13%	34 8%	65 14%	58 11%	70 13%	63 13%	26 9%	28 16%
Mean	3.74	3.74	3.74	3.71	3.71	3.73	3.72	3.77	3.78	3.75	3.71	3.84	3.68	3.78	3.70	3.77	3.77	3.65
Standard deviation	0.99	1.04	0.94	0.90	0.97	0.95	1.05	1.09	0.97	1.01	0.98	0.89	1.07	0.94	1.00	1.03	0.93	1.08
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.06	0.06	0.05	0.04	0.04	0.05	0.05	0.04	0.04	0.05	0.05	0.09

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 8

Q3. Owners of small shops argue that the measure will cost them a lot of time and money to comply and that there is no reliable evidence that it will reduce smoking rates. Supporters of the measure say that costs will be minimal and that there is reliable evidence it will reduce smoking rates. To what extent do you agree with the following statements?

Base: All respondents

**The measure requiring shopkeepers to hide tobacco products from view should only be introduced if ...
There is clear evidence that it will reduce smoking rates**

	Total	Region											
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164	
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155	
NET: Agree	1368 68%	117 68%	57 63%	157 67%	125 71%	111 60%	72 68%	135 72%	185 74%	174 68%	128 70%	105 68%	
Strongly agree	(5) 21%	421 19%	34 29%	26 24%	56 24%	42 24%	24 13%	23 21%	45 24%	48 19%	56 22%	32 18%	35 22%
Agree	(4) 47%	947 48%	83 48%	31 34%	101 43%	83 47%	86 47%	50 47%	90 48%	138 55%	118 46%	96 53%	71 45%
Neither agree nor disagree	(3) 19%	387 19%	28 16%	23 25%	47 20%	30 17%	46 25%	27 25%	34 18%	35 14%	56 22%	35 19%	26 17%
Disagree	(2) 9%	183 9%	19 11%	8 9%	20 9%	18 10%	21 11%	6 6%	15 8%	25 10%	24 9%	11 6%	17 11%
Strongly disagree	(1) 3%	62 3%	9 5%	3 3%	10 4%	4 2%	7 4%	1 1%	4 2%	6 2%	3 1%	8 4%	7 5%
NET: disagree	245 12%	28 16%	11 12%	30 13%	21 12%	28 15%	7 7%	18 10%	31 12%	27 10%	19 10%	24 16%	
Mean	3.74	3.65	3.75	3.74	3.81	3.54	3.82	3.84	3.78	3.78	3.73	3.70	
Standard deviation	0.99	1.08	1.07	1.05	0.98	0.98	0.87	0.95	0.94	0.93	0.97	1.08	
Standard error	0.02	0.09	0.11	0.07	0.07	0.08	0.08	0.07	0.06	0.05	0.07	0.08	

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 9

Q3. Owners of small shops argue that the measure will cost them a lot of time and money to comply and that there is no reliable evidence that it will reduce smoking rates. Supporters of the measure say that costs will be minimal and that there is reliable evidence it will reduce smoking rates. To what extent do you agree with the following statements?

Base: All respondents

The measure requiring shopkeepers to hide tobacco products from view should only be introduced if ...

There is clear evidence that it will not cost small shops too much time and money

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
NET: Agree	1025 51%	497 51%	528 52%	116 48%	171 54%	181 48%	171 50%	172 57%	214 51%	277 51%	288 50%	234 56%	226 49%	262 52%	257 49%	253 50%	157 55%	95 55%
Strongly agree	(5) 16%	319 17%	165 15%	27 11%	46 14%	51 14%	63 19%	68 23%	64 15%	80 15%	87 15%	78 19%	74 16%	85 17%	79 15%	81 16%	52 18%	22 13%
Agree	(4) 35%	705 34%	332 37%	89 37%	125 39%	130 34%	108 32%	104 35%	150 36%	197 36%	201 35%	156 37%	152 33%	177 35%	178 34%	172 34%	105 36%	72 42%
Neither agree nor disagree	(3) 30%	593 27%	263 32%	83 35%	89 28%	137 36%	96 28%	75 25%	112 27%	139 26%	177 30%	128 30%	149 32%	159 31%	162 31%	134 27%	92 32%	45 26%
Disagree	(2) 15%	303 17%	167 13%	30 13%	47 15%	49 13%	58 17%	41 14%	78 19%	100 19%	94 16%	48 11%	61 13%	73 14%	82 15%	95 19%	31 11%	22 13%
Strongly disagree	(1) 4%	80 5%	52 3%	11 5%	13 4%	13 3%	15 4%	12 4%	16 4%	24 5%	22 4%	10 2%	24 5%	14 3%	27 5%	19 4%	8 3%	12 7%
NET: disagree	383 19%	220 22%	163 16%	41 17%	60 19%	62 16%	73 21%	53 18%	94 22%	124 23%	116 20%	58 14%	84 18%	88 17%	108 20%	114 23%	39 13%	34 19%
Mean	3.44	3.40	3.48	3.38	3.45	3.42	3.43	3.58	3.40	3.39	3.41	3.58	3.42	3.48	3.38	3.40	3.56	3.41
Standard deviation	1.05	1.11	0.99	0.99	1.04	0.99	1.11	1.10	1.07	1.09	1.04	1.00	1.07	1.02	1.07	1.08	0.99	1.08
Standard error	0.02	0.04	0.03	0.06	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.05	0.06	0.09

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 9

Q3. Owners of small shops argue that the measure will cost them a lot of time and money to comply and that there is no reliable evidence that it will reduce smoking rates. Supporters of the measure say that costs will be minimal and that there is reliable evidence it will reduce smoking rates. To what extent do you agree with the following statements?

Base: All respondents

The measure requiring shopkeepers to hide tobacco products from view should only be introduced if ...

There is clear evidence that it will not cost small shops too much time and money

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
NET: Agree	1025 51%	95 55%	45 50%	113 48%	95 54%	87 47%	54 51%	84 45%	130 52%	132 51%	103 56%	87 56%
Strongly agree	(5) 319 16%	22 13%	14 15%	41 17%	26 15%	23 13%	19 18%	29 16%	39 15%	46 18%	33 18%	26 17%
Agree	(4) 705 35%	72 42%	31 34%	72 31%	69 39%	64 34%	35 33%	54 29%	91 36%	86 34%	70 38%	60 39%
Neither agree nor disagree	(3) 593 30%	45 26%	26 28%	60 26%	49 27%	61 33%	38 36%	66 35%	75 30%	83 32%	55 30%	36 23%
Disagree	(2) 303 15%	22 13%	18 20%	47 20%	30 17%	31 17%	12 12%	32 17%	40 16%	33 13%	19 10%	19 12%
Strongly disagree	(1) 80 4%	12 7%	2 3%	14 6%	3 2%	6 3%	2 1%	6 3%	6 2%	8 3%	6 3%	14 9%
NET: disagree	383 19%	34 19%	20 22%	62 26%	33 19%	37 20%	14 13%	38 20%	46 18%	41 16%	25 14%	33 21%
Mean	3.44	3.41	3.40	3.33	3.48	3.36	3.55	3.37	3.46	3.50	3.57	3.42
Standard deviation	1.05	1.08	1.05	1.16	0.99	1.02	0.97	1.04	1.01	1.03	1.01	1.18
Standard error	0.02	0.09	0.11	0.08	0.07	0.08	0.09	0.08	0.07	0.06	0.07	0.09

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 10

Q3. Owners of small shops argue that the measure will cost them a lot of time and money to comply and that there is no reliable evidence that it will reduce smoking rates. Supporters of the measure say that costs will be minimal and that there is reliable evidence it will reduce smoking rates. To what extent do you agree with the following statements?

Base: All respondents

The measure requiring shopkeepers to hide tobacco products from view should only be introduced if ...

It's clear that other options for reducing smoking rates have not succeeded

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157	
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174	
NET: Agree	934 47%	452 46%	482 47%	107 44%	144 45%	167 44%	161 47%	154 51%	201 48%	241 45%	286 49%	203 48%	204 44%	228 45%	245 46%	252 50%	122 42%	87 50%	
Strongly agree	(5) 11%	230 11%	113 11%	117 11%	17 7%	32 10%	36 10%	49 14%	46 15%	49 12%	56 10%	64 11%	48 11%	63 14%	46 9%	57 11%	79 16%	30 11%	17 10%
Agree	(4) 35%	705 35%	340 35%	365 36%	90 37%	111 35%	131 34%	112 33%	109 36%	152 36%	185 34%	222 38%	155 37%	142 31%	182 36%	188 36%	173 35%	92 32%	70 40%
Neither agree nor disagree	(3) 33%	669 33%	307 31%	362 36%	81 34%	110 34%	149 39%	104 31%	95 32%	131 31%	171 32%	179 31%	154 37%	165 36%	182 36%	180 34%	146 29%	107 37%	54 31%
Disagree	(2) 16%	313 16%	167 17%	146 14%	38 16%	54 17%	52 14%	58 17%	36 12%	74 18%	106 20%	91 16%	53 13%	63 14%	82 16%	80 15%	82 16%	46 16%	24 14%
Strongly disagree	(1) 4%	84 4%	54 5%	30 3%	14 6%	13 4%	12 3%	16 5%	14 5%	14 3%	23 4%	23 4%	10 2%	28 6%	17 3%	23 4%	22 4%	13 5%	9 5%
NET: disagree	397 20%	221 23%	176 17%	52 22%	67 21%	64 17%	75 22%	51 17%	88 21%	129 24%	115 20%	63 15%	91 20%	98 19%	103 19%	104 21%	59 20%	33 19%	
Mean	3.34	3.30	3.39	3.24	3.30	3.33	3.35	3.45	3.35	3.27	3.37	3.43	3.32	3.31	3.34	3.41	3.28	3.36	
Standard deviation	1.01	1.05	0.96	1.00	0.99	0.94	1.07	1.04	1.01	1.02	1.00	0.93	1.06	0.96	1.00	1.07	1.00	1.01	
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.06	0.06	0.05	0.04	0.04	0.06	0.05	0.04	0.04	0.05	0.06	0.08	

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 10

Q3. Owners of small shops argue that the measure will cost them a lot of time and money to comply and that there is no reliable evidence that it will reduce smoking rates. Supporters of the measure say that costs will be minimal and that there is reliable evidence it will reduce smoking rates. To what extent do you agree with the following statements?

Base: All respondents

**The measure requiring shopkeepers to hide tobacco products from view should only be introduced if ...
It's clear that other options for reducing smoking rates have not succeeded**

	Total	Region											
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164	
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155	
NET: Agree	934 47%	87 50%	43 47%	120 51%	90 51%	85 46%	58 55%	78 42%	113 45%	115 45%	64 35%	82 53%	
Strongly agree	(5) 11%	230 10%	17 17%	15 15%	36 16%	28 16%	15 8%	13 12%	14 7%	16 6%	30 12%	18 10%	28 18%
Agree	(4) 35%	705 40%	70 30%	27 30%	84 36%	62 35%	70 38%	45 43%	64 34%	97 39%	85 33%	46 25%	54 34%
Neither agree nor disagree	(3) 33%	669 31%	54 36%	32 36%	64 27%	49 28%	65 35%	36 34%	69 37%	80 32%	102 40%	71 39%	46 30%
Disagree	(2) 16%	313 14%	24 13%	12 13%	39 16%	31 18%	29 16%	9 8%	37 20%	52 21%	30 12%	37 20%	14 9%
Strongly disagree	(1) 4%	84 5%	9 4%	4 4%	12 5%	6 4%	6 3%	3 3%	4 2%	6 2%	10 4%	11 6%	14 9%
NET: disagree	397 20%	33 19%	16 17%	51 22%	37 21%	35 19%	12 11%	40 22%	58 23%	40 16%	47 26%	28 18%	
Mean	3.34	3.36	3.43	3.39	3.42	3.33	3.53	3.25	3.26	3.37	3.13	3.44	
Standard deviation	1.01	1.01	1.05	1.09	1.06	0.94	0.90	0.92	0.94	0.97	1.03	1.15	
Standard error	0.02	0.08	0.11	0.07	0.08	0.07	0.09	0.07	0.06	0.06	0.07	0.09	

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 11

Q4. How would you feel if the new government decided not to implement the plan requiring retailers to hide their tobacco products?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
NET: Support	553 28%	280 29%	273 27%	52 22%	65 20%	89 23%	115 34%	101 34%	130 31%	154 28%	149 26%	118 28%	133 29%	144 28%	127 24%	145 29%	79 27%	58 34%
I'd strongly support them not introducing the plan	(5) 222 11%	118 12%	104 10%	21 9%	30 9%	29 8%	42 12%	46 12%	54 13%	50 9%	57 10%	50 12%	65 14%	52 10%	48 9%	61 12%	36 13%	24 14%
I'd support them not introducing the plan	(4) 331 17%	162 17%	169 17%	31 13%	35 11%	60 16%	73 21%	55 18%	77 18%	104 19%	91 16%	68 16%	68 15%	92 18%	79 15%	84 17%	43 15%	34 20%
I would have no opinion either way	(3) 910 45%	425 43%	485 48%	130 54%	166 52%	174 46%	142 42%	123 41%	174 42%	235 44%	273 47%	195 46%	206 45%	217 43%	260 49%	219 44%	135 47%	78 45%
I'd oppose them not introducing the plan	(2) 281 14%	146 15%	135 13%	32 13%	45 14%	62 16%	35 10%	37 12%	68 16%	87 16%	86 15%	50 12%	58 13%	81 16%	67 13%	74 15%	40 14%	20 11%
I'd strongly oppose them not introducing the plan	(1) 158 8%	97 10%	61 6%	18 7%	26 8%	20 5%	33 10%	26 9%	35 8%	49 9%	46 8%	30 7%	34 7%	34 7%	45 9%	43 9%	24 8%	11 7%
NET: Oppose	439 22%	243 25%	196 19%	50 21%	71 22%	82 22%	69 20%	63 21%	104 25%	136 25%	131 23%	80 19%	92 20%	115 23%	112 21%	116 23%	64 22%	31 18%
Don't know	98 5%	32 3%	66 6%	8 3%	18 6%	34 9%	14 4%	13 4%	11 3%	15 3%	27 5%	28 7%	29 6%	32 6%	29 6%	21 4%	10 3%	6 4%
Mean	3.09	3.06	3.12	3.02	2.99	3.05	3.17	3.20	3.11	3.04	3.05	3.15	3.17	3.10	3.04	3.10	3.10	3.24
Standard deviation	1.05	1.11	1.00	0.97	1.00	0.96	1.11	1.13	1.10	1.06	1.03	1.05	1.09	1.04	1.02	1.09	1.08	1.06
Standard error	0.02	0.04	0.03	0.06	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.05	0.05	0.05	0.06	0.09

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 11

Q4. How would you feel if the new government decided not to implement the plan requiring retailers to hide their tobacco products?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
NET: Support	553 28%	58 34%	21 23%	68 29%	57 32%	44 24%	34 32%	40 21%	61 24%	83 32%	45 25%	43 28%
I'd strongly support them not introducing the plan	(5) 222 11%	24 14%	11 12%	23 10%	26 15%	18 10%	12 12%	12 6%	22 9%	29 11%	24 13%	18 11%
I'd support them not introducing the plan	(4) 331 17%	34 20%	9 10%	44 19%	31 17%	26 14%	22 21%	27 15%	39 15%	53 21%	21 11%	25 16%
I would have no opinion either way	(3) 910 45%	78 45%	44 48%	98 42%	77 44%	94 51%	46 43%	97 52%	102 41%	115 45%	90 49%	68 44%
I'd oppose them not introducing the plan	(2) 281 14%	20 11%	15 17%	35 15%	24 13%	22 12%	10 9%	27 14%	41 16%	40 16%	30 17%	18 11%
I'd strongly oppose them not introducing the plan	(1) 158 8%	11 7%	6 7%	24 10%	13 7%	15 8%	11 10%	14 7%	23 9%	11 4%	14 7%	17 11%
NET: Oppose	439 22%	31 18%	21 24%	59 25%	36 21%	37 20%	20 19%	40 21%	64 25%	51 20%	44 24%	34 22%
Don't know	98 5%	6 4%	5 5%	10 4%	6 3%	9 5%	6 5%	10 6%	24 10%	8 3%	4 2%	10 6%
Mean	3.09	3.24	3.05	3.04	3.20	3.06	3.15	2.99	2.98	3.20	3.06	3.07
Standard deviation	1.05	1.06	1.05	1.10	1.09	1.02	1.10	0.94	1.08	0.99	1.07	1.12
Standard error	0.02	0.09	0.11	0.07	0.08	0.08	0.11	0.07	0.07	0.06	0.08	0.09

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 12

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Yes	1240	631	609	155	209	232	190	169	286	419	375	257	189	376	295	300	166	103
	62%	64%	60%	65%	65%	61%	56%	56%	68%	78%	65%	61%	41%	74%	56%	60%	57%	59%
No	760	349	411	85	111	149	150	131	134	121	205	163	271	132	233	202	123	70
	38%	36%	40%	35%	35%	39%	44%	44%	32%	22%	35%	39%	59%	26%	44%	40%	43%	41%

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 12

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Yes	1240 62%	103 59%	52 57%	156 66%	92 52%	105 57%	57 54%	109 58%	200 80%	176 69%	109 60%	81 52%
No	760 38%	70 41%	39 43%	79 34%	84 48%	80 43%	49 46%	78 42%	52 20%	81 31%	73 40%	75 48%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 13
Marital Status
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Single	518 26%	266 27%	252 25%	180 75%	124 39%	98 26%	74 22%	26 9%	17 4%	117 22%	178 31%	88 21%	135 29%	143 28%	135 26%	113 22%	73 25%	54 31%
Married or co-habiting (including civil partnership)	1258 63%	636 65%	621 61%	58 24%	188 59%	259 68%	232 68%	201 67%	319 76%	377 70%	321 55%	313 74%	247 54%	314 62%	339 64%	328 65%	173 60%	103 60%
Widowed, separated or divorced	212 11%	76 8%	136 13%	- -	5 2%	19 5%	34 10%	71 24%	84 20%	43 8%	77 13%	20 5%	73 16%	49 10%	51 10%	56 11%	43 15%	13 8%
Refused	13 1%	2 *	11 1%	2 1%	3 1%	4 1%	- -	3 1%	- -	3 1%	4 1%	- -	5 1%	3 1%	2 *	5 1%	- -	3 2%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 13
Marital Status
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Single	518 26%	54 31%	15 17%	64 27%	33 19%	54 29%	27 26%	48 26%	85 34%	58 23%	45 25%	33 21%
Married or co-habiting (including civil partnership)	1258 63%	103 60%	63 69%	145 62%	121 69%	117 63%	66 62%	111 59%	146 58%	168 65%	107 59%	111 71%
Widowed, separated or divorced	212 11%	13 8%	12 13%	25 11%	19 11%	14 7%	13 12%	27 14%	19 8%	29 11%	30 16%	11 7%
Refused	13 1%	3 2%	* *	1 1%	3 2%	1 *	- -	1 1%	2 1%	1 1%	- -	1 *

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 14
Tenure
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Owned outright - without mortgage	660 33%	336 34%	324 32%	42 18%	58 18%	45 12%	78 23%	138 46%	299 71%	201 37%	194 33%	133 32%	132 29%	154 30%	205 39%	163 33%	91 31%	46 26%
Owned with a mortgage or loan	700 35%	365 37%	335 33%	83 35%	117 37%	206 54%	153 45%	79 26%	62 15%	244 45%	200 35%	172 41%	85 18%	181 36%	177 33%	170 34%	112 39%	61 35%
Rented from the council	260 13%	104 11%	156 15%	27 11%	41 13%	54 14%	58 17%	44 15%	35 8%	15 3%	53 9%	45 11%	146 32%	67 13%	60 11%	80 16%	35 12%	18 11%
Rented from a housing association	101 5%	47 5%	54 5%	13 5%	13 4%	23 6%	22 7%	20 7%	10 2%	10 2%	30 5%	19 4%	42 9%	27 5%	28 5%	26 5%	5 2%	15 9%
Rented from someone else	238 12%	110 11%	128 13%	58 24%	80 25%	47 12%	25 7%	16 5%	12 3%	55 10%	95 16%	44 10%	45 10%	67 13%	50 10%	53 11%	35 12%	33 19%
Rent free	41 2%	18 2%	22 2%	17 7%	11 3%	5 1%	3 1%	2 1%	2 *	15 3%	8 1%	7 2%	10 2%	12 2%	8 2%	9 2%	11 4%	- -

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 14
Tenure
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Owned outright - without mortgage	660 33%	46 26%	36 40%	79 34%	48 27%	75 41%	26 24%	58 31%	69 27%	86 33%	65 35%	72 46%
Owned with a mortgage or loan	700 35%	61 35%	22 24%	89 38%	59 33%	66 36%	45 42%	69 37%	85 34%	95 37%	67 37%	42 27%
Rented from the council	260 13%	18 11%	17 18%	16 7%	47 26%	15 8%	20 19%	27 15%	37 15%	30 12%	15 8%	17 11%
Rented from a housing association	101 5%	15 9%	6 6%	15 6%	5 3%	6 3%	3 3%	14 7%	11 5%	16 6%	2 1%	7 5%
Rented from someone else	238 12%	33 19%	9 10%	30 13%	14 8%	20 11%	9 8%	16 9%	39 16%	28 11%	26 14%	14 9%
Rent free	41 2%	-	1 1%	5 2%	4 2%	2 1%	3 3%	3 2%	10 4%	2 1%	8 4%	3 2%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 15
At what age did you finish your full time education?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Under 16	715 36%	342 35%	373 37%	32 13%	51 16%	130 34%	139 41%	151 50%	212 51%	94 17%	182 31%	186 44%	254 55%	139 27%	194 37%	211 42%	116 40%	54 31%
17-18	447 22%	204 21%	243 24%	52 22%	49 15%	91 24%	93 27%	72 24%	89 21%	115 21%	151 26%	90 22%	91 20%	111 22%	126 24%	113 23%	65 23%	32 18%
19-24	557 28%	289 29%	268 26%	72 30%	165 52%	111 29%	72 21%	52 17%	85 20%	258 48%	162 28%	87 21%	50 11%	172 34%	137 26%	129 26%	74 26%	44 25%
25-34	93 5%	62 6%	30 3%	1 *	28 9%	33 9%	7 2%	6 2%	17 4%	37 7%	33 6%	14 3%	9 2%	34 7%	16 3%	17 3%	7 3%	18 11%
35-44	21 1%	6 1%	14 1%	- -	- -	4 1%	9 3%	7 2%	- -	2 *	7 1%	2 1%	9 2%	4 1%	5 1%	7 1%	1 *	4 2%
45-54	2 *	1 *	1 *	- -	- -	- -	1 *	- -	1 *	1 *	1 *	- -	- -	2 *	- -	- -	- -	- -
55-64	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
65+	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Still in full time education	93 5%	36 4%	57 6%	78 33%	10 3%	3 1%	1 *	- -	- -	22 4%	38 6%	19 4%	15 3%	20 4%	25 5%	14 3%	23 8%	10 6%
Never had any full time education	8 *	3 *	6 1%	- -	- -	- -	4 1%	1 *	3 1%	1 *	- -	2 1%	5 1%	6 1%	1 *	- -	1 *	1 1%
Don't know	22 1%	18 2%	4 *	1 *	9 3%	3 1%	4 1%	2 1%	3 1%	2 *	2 *	5 1%	12 3%	11 2%	7 1%	3 1%	- -	1 1%
Refused	43 2%	19 2%	24 2%	4 2%	8 2%	5 1%	9 3%	8 3%	8 2%	9 2%	3 1%	14 3%	17 4%	9 2%	17 3%	8 2%	1 *	9 5%
Mean	18.72	18.93	18.52	18.98	20.41	19.20	18.59	17.85	17.69	20.02	19.07	17.94	17.39	19.52	18.40	18.29	18.04	19.81
Standard deviation	3.96	3.95	3.96	2.44	3.29	4.10	4.67	4.05	3.59	3.57	4.26	3.20	4.08	4.46	3.58	3.60	3.02	5.22
Standard error	0.09	0.13	0.13	0.20	0.19	0.23	0.25	0.23	0.18	0.13	0.20	0.20	0.21	0.20	0.17	0.16	0.18	0.44

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Absolutes/col percents

Table 15
At what age did you finish your full time education?
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Under 16	715 36%	54 31%	44 48%	83 36%	84 47%	59 32%	43 41%	72 38%	46 18%	93 36%	73 40%	64 41%
17-18	447 22%	32 18%	20 22%	48 20%	46 26%	39 21%	21 20%	52 28%	44 18%	67 26%	44 24%	34 22%
19-24	557 28%	44 25%	20 22%	79 34%	30 17%	57 31%	24 23%	39 21%	104 41%	69 27%	50 27%	42 27%
25-34	93 5%	18 11%	1 2%	11 5%	5 3%	8 4%	5 5%	5 3%	31 12%	3 1%	2 1%	3 2%
35-44	21 1%	4 2%	2 2%	1 1%	4 2%	1 *	- -	3 2%	3 1%	1 *	1 *	2 1%
45-54	2 *	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -
55-64	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
65+	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Still in full time education	93 5%	10 6%	2 3%	6 3%	5 3%	10 5%	10 10%	7 4%	12 5%	9 3%	13 7%	8 5%
Never had any full time education	8 *	1 1%	- -	- -	- -	1 *	1 *	- -	2 1%	3 1%	- -	* *
Don't know	22 1%	1 1%	1 1%	1 1%	1 1%	- -	- -	6 3%	7 3%	3 1%	- -	1 *
Refused	43 2%	9 5%	1 1%	4 2%	2 1%	12 6%	1 1%	3 2%	2 1%	6 2%	- -	2 1%
Mean	18.72	19.81	17.98	18.71	17.89	18.79	18.07	18.28	20.68	18.41	18.02	18.09
Standard deviation	3.96	5.22	3.66	3.39	3.81	3.60	3.04	3.66	4.47	4.17	3.02	3.44
Standard error	0.09	0.44	0.39	0.23	0.29	0.30	0.31	0.28	0.31	0.25	0.22	0.28

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 16

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Secondary school, high school, NVQ levels 1 to 3, etc.	997 50%	439 45%	558 55%	98 41%	102 32%	193 51%	192 57%	176 59%	236 56%	163 30%	277 48%	258 61%	300 65%	216 42%	275 52%	278 55%	148 51%	80 46%
University degree or equivalent professional qualification, NVQ level 4, etc.	647 32%	368 38%	279 27%	67 28%	140 44%	123 32%	109 32%	79 26%	128 30%	257 47%	202 35%	96 23%	93 20%	186 37%	162 31%	154 31%	93 32%	53 30%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	222 11%	114 12%	109 11%	16 7%	71 22%	52 14%	25 7%	23 8%	34 8%	102 19%	64 11%	35 8%	21 5%	79 16%	48 9%	42 8%	23 8%	30 17%
Still in full time education	58 3%	23 2%	35 3%	52 22%	3 1%	2 *	* *	- -	- -	14 3%	25 4%	11 3%	8 2%	9 2%	16 3%	7 1%	19 7%	6 4%
No formal education	30 1%	17 2%	13 1%	- -	2 1%	5 1%	4 1%	9 3%	9 2%	1 *	8 1%	6 1%	15 3%	11 2%	5 1%	8 2%	4 1%	2 1%
Refused	47 2%	21 2%	26 3%	6 3%	2 1%	5 1%	9 3%	12 4%	12 3%	4 1%	5 1%	14 3%	24 5%	8 2%	22 4%	12 2%	1 *	3 2%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 16

What is the highest educational level that you have achieved to date?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Secondary school, high school, NVQ levels 1 to 3, etc.	997 50%	80 46%	47 52%	118 50%	114 64%	80 43%	57 54%	107 57%	78 31%	138 54%	91 50%	88 57%
University degree or equivalent professional qualification, NVQ level 4, etc.	647 32%	53 30%	23 25%	88 37%	43 24%	65 35%	29 27%	49 26%	102 41%	83 32%	64 35%	48 31%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	222 11%	30 17%	13 15%	17 7%	11 6%	23 12%	9 9%	15 8%	58 23%	21 8%	14 8%	11 7%
Still in full time education	58 3%	6 4%	2 2%	1 *	5 3%	6 3%	9 9%	6 3%	6 3%	3 1%	9 5%	4 3%
No formal education	30 1%	2 1%	3 4%	4 2%	1 *	1 1%	1 1%	1 1%	3 1%	8 3%	3 2%	2 1%
Refused	47 2%	3 2%	2 2%	7 3%	4 2%	10 5%	1 1%	9 5%	4 2%	4 2%	1 *	3 2%

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Absolutes/col percents

Table 17

Thinking about your household's food and grocery shopping, are you personally responsible for selecting HALF OR MORE of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Yes - half or more	1789	828	961	171	280	360	325	278	374	457	519	386	427	447	470	455	261	155
	89%	84%	94%	71%	87%	95%	95%	93%	89%	85%	90%	92%	93%	88%	89%	91%	90%	89%
No - less than half	211	152	59	69	40	20	16	22	45	83	61	34	33	61	57	47	28	19
	11%	16%	6%	29%	13%	5%	5%	7%	11%	15%	10%	8%	7%	12%	11%	9%	10%	11%

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Absolutes/col percents

Table 17

Thinking about your household's food and grocery shopping, are you personally responsible for selecting HALF OR MORE of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Yes - half or more	1789 89%	155 89%	84 93%	211 90%	160 91%	169 91%	101 95%	170 91%	226 90%	221 86%	160 88%	132 85%
No - less than half	211 11%	19 11%	6 7%	24 10%	17 9%	16 9%	5 5%	18 9%	26 10%	35 14%	22 12%	24 15%

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Absolutes/col percents

Table 18
How many cars are there in your household?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
None	404 20%	172 18%	233 23%	48 20%	69 21%	67 18%	86 25%	63 21%	71 17%	55 10%	130 22%	49 12%	170 37%	117 23%	73 14%	124 25%	43 15%	47 27%
1	828 41%	432 44%	396 39%	71 30%	134 42%	152 40%	133 39%	121 40%	217 52%	193 36%	227 39%	198 47%	209 46%	203 40%	231 44%	191 38%	132 46%	70 40%
2	586 29%	299 30%	287 28%	57 24%	89 28%	137 36%	97 29%	98 33%	107 26%	224 41%	175 30%	133 32%	54 12%	156 31%	162 31%	145 29%	77 27%	45 26%
3+	182 9%	78 8%	104 10%	64 26%	29 9%	23 6%	23 7%	19 6%	25 6%	68 13%	47 8%	40 9%	27 6%	32 6%	62 12%	42 8%	36 12%	11 6%

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Absolutes/col percents

Table 18

How many cars are there in your household?**Base: All respondents**

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
None	404 20%	47 27%	24 26%	44 19%	56 32%	27 15%	24 22%	27 14%	74 30%	42 17%	19 11%	19 12%
1	828 41%	70 40%	32 35%	101 43%	59 33%	70 38%	44 42%	88 47%	112 45%	91 36%	88 48%	73 47%
2	586 29%	45 26%	25 28%	67 28%	54 30%	59 32%	31 29%	55 29%	58 23%	99 38%	46 25%	48 31%
3+	182 9%	11 6%	10 11%	23 10%	8 5%	29 16%	7 6%	17 9%	7 3%	24 9%	29 16%	16 10%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 19
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
White	1825	886	938	204	269	340	325	286	400	496	513	385	430	413	489	476	276	171
	91%	90%	92%	85%	84%	89%	96%	95%	95%	92%	88%	92%	94%	81%	93%	95%	96%	98%
NET: Non-white	138	76	62	33	44	31	11	6	11	35	54	32	18	83	31	18	4	3
	7%	8%	6%	14%	14%	8%	3%	2%	3%	6%	9%	8%	4%	16%	6%	3%	1%	2%
Mixed	22	10	12	12	4	3	1	1	2	6	11	2	3	12	3	4	2	2
	1%	1%	1%	5%	1%	1%	*	*	*	1%	2%	1%	1%	2%	1%	1%	1%	1%
Asian or Asian British	62	37	25	9	29	13	6	4	1	18	18	20	6	39	16	7	-	1
	3%	4%	2%	4%	9%	4%	2%	1%	*	3%	3%	5%	1%	8%	3%	1%	-	1%
Black or Black British	16	6	10	6	-	5	2	-	3	3	9	1	2	7	7	2	*	-
	1%	1%	1%	2%	-	1%	1%	-	1%	1%	2%	*	1%	1%	1%	*	*	-
Chinese	28	14	14	5	10	9	-	1	4	7	9	7	5	19	4	3	2	-
	1%	1%	1%	2%	3%	2%	-	*	1%	1%	2%	2%	1%	4%	1%	1%	1%	-
Other ethnic group	9	8	1	2	2	1	2	1	2	1	6	1	1	6	1	2	-	-
	*	1%	*	1%	1%	*	*	*	*	*	1%	*	*	1%	*	*	-	-
Prefer not to say	38	18	20	3	7	9	3	8	8	9	14	3	12	13	8	8	8	-
	2%	2%	2%	1%	2%	2%	1%	3%	2%	2%	2%	1%	3%	3%	2%	2%	3%	-

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 19

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
White	1825 91%	171 98%	84 93%	223 95%	169 96%	159 86%	102 96%	183 98%	173 69%	240 94%	174 96%	147 95%
NET: Non-white	138 7%	3 2%	3 3%	9 4%	6 3%	23 12%	1 1%	3 2%	69 27%	14 6%	3 1%	4 3%
Mixed	22 1%	2 1%	1 2%	2 1%	- -	3 1%	- -	1 *	10 4%	2 1%	2 1%	- -
Asian or Asian British	62 3%	1 1%	1 1%	4 2%	2 1%	12 7%	- -	2 1%	32 13%	6 2%	- -	1 1%
Black or Black British	16 1%	- -	1 1%	- -	1 1%	4 2%	* *	- -	6 3%	1 *	- -	3 2%
Chinese	28 1%	- -	- -	3 1%	- -	3 2%	1 1%	* *	14 5%	5 2%	1 *	* *
Other ethnic group	9 *	- -	- -	- -	2 1%	1 *	- -	- -	6 3%	- -	- -	- -
Prefer not to say	38 2%	- -	3 4%	3 1%	2 1%	3 2%	3 3%	1 1%	11 4%	2 1%	6 3%	4 3%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 20

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Working full time (30+ hrs a week)	880 44%	532 54%	349 34%	101 42%	232 72%	242 64%	200 59%	95 32%	11 3%	278 51%	311 54%	208 50%	83 18%	252 50%	219 41%	207 41%	122 42%	81 46%
Working part time (8-29 hrs a week)	240 12%	61 6%	179 18%	32 13%	23 7%	57 15%	49 14%	48 16%	31 7%	53 10%	91 16%	55 13%	42 9%	71 14%	66 13%	59 12%	32 11%	12 7%
Not working but seeking work or temporarily unemployed/sick	114 6%	59 6%	55 5%	16 7%	25 8%	31 8%	28 8%	15 5%	- -	18 3%	12 2%	12 3%	73 16%	27 5%	31 6%	33 7%	11 4%	11 7%
Not working/Not seeking work	86 4%	33 3%	53 5%	5 2%	11 4%	14 4%	25 7%	30 10%	- -	7 1%	7 1%	20 5%	52 11%	19 4%	14 3%	28 6%	10 4%	16 9%
Retired on state pension ONLY	165 8%	57 6%	108 11%	- -	- -	- -	- -	37 12%	128 31%	10 2%	14 2%	27 7%	114 25%	33 7%	56 11%	45 9%	27 9%	5 3%
Retired with a private pension	316 16%	191 19%	125 12%	- -	1 *	- -	10 3%	58 19%	246 59%	142 26%	95 16%	52 12%	27 6%	70 14%	81 15%	87 17%	50 17%	28 16%
Student	78 4%	33 3%	45 4%	68 28%	8 2%	1 *	* *	- -	- -	18 3%	37 6%	14 3%	10 2%	14 3%	25 5%	10 2%	21 7%	9 5%
House person/Housewife/ Househusband	121 6%	15 2%	106 10%	17 7%	20 6%	36 9%	28 8%	17 6%	4 1%	14 3%	14 2%	33 8%	60 13%	22 4%	37 7%	34 7%	16 5%	13 7%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 20

Which of the following best describes your current working status?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Working full time (30+ hrs a week)	880 44%	81 46%	24 26%	111 47%	72 41%	87 47%	42 40%	73 39%	137 54%	116 45%	79 43%	59 38%
Working part time (8-29 hrs a week)	240 12%	12 7%	12 13%	27 11%	21 12%	21 11%	11 10%	34 18%	33 13%	38 15%	21 12%	11 7%
Not working but seeking work or temporarily unemployed/sick	114 6%	11 7%	9 10%	17 7%	7 4%	17 9%	6 6%	9 5%	18 7%	9 4%	5 3%	5 3%
Not working/Not seeking work	86 4%	16 9%	3 4%	10 4%	14 8%	5 3%	2 2%	6 3%	6 2%	13 5%	8 4%	3 2%
Retired on state pension ONLY	165 8%	5 3%	8 9%	14 6%	23 13%	10 5%	12 12%	22 12%	12 5%	21 8%	15 8%	24 15%
Retired with a private pension	316 16%	28 16%	25 27%	38 16%	24 14%	21 11%	14 14%	27 15%	30 12%	40 16%	35 19%	33 21%
Student	78 4%	9 5%	2 2%	2 1%	5 3%	10 6%	10 9%	6 3%	9 3%	5 2%	11 6%	8 5%
House person/Housewife/ Househusband	121 6%	13 7%	8 9%	16 7%	9 5%	15 8%	8 7%	9 5%	6 3%	15 6%	8 4%	13 8%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 21

What level of seniority are you within the organisation you work for?

Base: All respondents who work full/ part time

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1112	591	521	129	263	271	263	143	43	476	344	177	115	323	270	272	163	84
Weighted base	1120	592	528	133	255	298	249	143	42	331	402	263	125	324	285	266	154	92
Owner manager or proprietor	82 7%	45 8%	37 7%	2 1%	7 3%	20 7%	26 10%	16 11%	11 26%	24 7%	27 7%	23 9%	8 7%	28 9%	18 6%	14 5%	15 10%	6 7%
Managing director or managing partner	9 1%	6 1%	3 1%	- -	3 1%	2 1%	2 1%	1 1%	1 2%	5 1%	4 1%	- -	- -	1 *	3 1%	2 1%	2 1%	- -
Board level director or partner	7 1%	6 1%	1 *	- -	3 1%	- -	3 1%	2 2%	- -	5 2%	2 *	- -	- -	2 *	2 1%	3 1%	1 1%	- -
Director - not board level	1 *	1 *	- -	- -	1 *	- -	* -	- -	- -	1 *	- -	- -	- -	1 *	* -	- -	- -	- -
Senior management	26 2%	19 3%	7 1%	1 1%	5 2%	7 2%	8 3%	5 3%	- -	17 5%	9 2%	- -	- -	8 3%	7 2%	6 2%	3 2%	2 2%
Middle management	126 11%	80 13%	46 9%	5 4%	35 14%	42 14%	27 11%	14 10%	3 6%	76 23%	36 9%	13 5%	1 1%	34 10%	36 13%	29 11%	14 9%	13 14%
Management	108 10%	66 11%	42 8%	9 7%	23 9%	37 12%	26 10%	11 8%	1 3%	48 14%	40 10%	18 7%	2 2%	36 11%	28 10%	24 9%	13 8%	7 8%
Executive	35 3%	23 4%	12 2%	4 3%	17 7%	5 2%	4 2%	4 3%	2 4%	21 6%	8 2%	5 2%	1 1%	22 7%	4 1%	7 2%	2 1%	1 1%
Office worker, clerical or office junior	323 29%	137 23%	186 35%	50 38%	88 34%	85 29%	55 22%	35 24%	11 26%	80 24%	184 46%	49 19%	10 8%	104 32%	82 29%	64 24%	54 35%	20 22%
Unskilled manual worker	95 8%	48 8%	46 9%	23 17%	8 3%	22 7%	30 12%	10 7%	2 5%	7 2%	12 3%	26 10%	49 40%	12 4%	25 9%	33 12%	14 9%	11 12%
Skilled manual worker	141 13%	91 15%	50 10%	21 16%	27 10%	37 12%	34 14%	22 15%	1 2%	15 4%	22 5%	81 31%	23 19%	33 10%	37 13%	40 15%	17 11%	14 15%
Craftsman, tradesman, etc.	21 2%	15 3%	5 1%	2 1%	2 1%	7 2%	6 2%	3 2%	2 4%	1 *	7 2%	10 4%	3 2%	2 1%	7 3%	7 3%	1 1%	2 3%
Support functions - e.g. cleaner, security guard, etc.	31 3%	17 3%	15 3%	4 3%	4 1%	6 2%	8 3%	7 5%	2 5%	7 2%	4 1%	12 5%	9 7%	6 2%	7 3%	11 4%	5 3%	3 3%
Other	115 10%	37 6%	78 15%	12 9%	33 13%	29 10%	21 8%	14 10%	7 16%	25 7%	48 12%	26 10%	17 13%	36 11%	28 10%	27 10%	12 8%	13 14%

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Table 21

What level of seniority are you within the organisation you work for?

Base: All respondents who work full/ part time

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1112	84	38	137	97	94	57	103	156	167	106	73
Weighted base	1120	92	35	138	93	108	53	107	170	153	100	70
Owner manager or proprietor	82 7%	6 7%	1 2%	7 5%	6 6%	8 7%	5 10%	7 7%	9 5%	19 12%	10 10%	3 5%
Managing director or managing partner	9 1%	-	-	1 1%	1 1%	3 3%	* 1%	-	1 1%	-	2 2%	-
Board level director or partner	7 1%	-	-	2 1%	1 1%	1 1%	-	1 1%	1 *	1 1%	1 1%	* 1%
Director - not board level	1 *	-	-	-	-	-	-	* *	1 *	-	-	-
Senior management	26 2%	2 2%	-	3 2%	3 3%	5 5%	2 3%	1 1%	5 3%	3 2%	2 2%	* 1%
Middle management	126 11%	13 14%	2 5%	20 14%	8 8%	15 14%	4 8%	14 13%	21 12%	12 8%	10 10%	7 9%
Management	108 10%	7 8%	4 11%	12 9%	8 9%	14 13%	3 6%	9 9%	17 10%	19 12%	10 10%	5 7%
Executive	35 3%	1 1%	1 2%	5 4%	1 1%	2 2%	1 2%	1 1%	17 10%	5 3%	* *	* 1%
Office worker, clerical or office junior	323 29%	20 22%	9 25%	34 25%	21 22%	28 26%	24 44%	35 32%	50 29%	54 35%	30 30%	19 28%
Unskilled manual worker	95 8%	11 12%	7 21%	13 10%	12 13%	9 9%	4 8%	5 4%	5 3%	7 5%	9 9%	11 15%
Skilled manual worker	141 13%	14 15%	6 18%	18 13%	17 18%	9 8%	4 8%	15 14%	19 11%	13 9%	13 13%	14 19%
Craftsman, tradesman, etc.	21 2%	2 3%	1 2%	4 3%	3 3%	3 2%	-	3 3%	1 *	2 1%	1 1%	2 2%
Support functions - e.g. cleaner, security guard, etc.	31 3%	3 3%	* 1%	6 4%	4 5%	2 2%	3 6%	4 3%	2 1%	3 2%	2 2%	2 2%
Other	115 10%	13 14%	4 12%	15 11%	8 8%	10 9%	2 4%	11 10%	22 13%	14 9%	10 10%	7 10%

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Absolutes/col percents

Table 22

Do you have any children aged 18 or under?**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
No	1518	737	782	202	216	180	220	285	415	420	460	287	352	400	385	382	228	123
	76%	75%	77%	84%	67%	47%	65%	95%	99%	78%	79%	68%	77%	79%	73%	76%	79%	71%
NET: Yes	466	234	232	35	100	197	116	13	5	118	115	133	99	104	137	117	60	48
	23%	24%	23%	15%	31%	52%	34%	4%	1%	22%	20%	32%	22%	21%	26%	23%	21%	28%
Yes: Aged under 5	156	81	76	30	53	66	5	-	1	36	43	46	32	36	52	37	14	18
	8%	8%	7%	13%	17%	17%	2%	-	*	7%	7%	11%	7%	7%	10%	7%	5%	10%
Yes: Aged 5-10	187	95	91	7	44	101	33	1	1	47	47	57	36	40	62	52	23	9
	9%	10%	9%	3%	14%	26%	10%	*	*	9%	8%	14%	8%	8%	12%	10%	8%	5%
Yes: Aged 11-15	192	100	92	1	26	96	62	6	1	57	41	49	45	45	46	48	28	25
	10%	10%	9%	*	8%	25%	18%	2%	*	11%	7%	12%	10%	9%	9%	10%	10%	14%
Yes: Aged 16-18	102	46	56	-	1	42	48	8	3	29	20	27	26	23	16	33	17	13
	5%	5%	6%	-	*	11%	14%	3%	1%	5%	3%	7%	6%	5%	3%	7%	6%	7%
Refused	15	9	6	2	4	3	4	2	-	2	5	-	8	4	5	3	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	-	*	1%	-	2%	1%	1%	1%	*	1%

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Absolutes/col percents

Table 22

Do you have any children aged 18 or under?**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
No	1518 76%	123 71%	68 75%	184 78%	130 74%	130 70%	80 75%	138 74%	193 77%	207 81%	148 81%	117 75%
NET: Yes	466 23%	48 28%	23 25%	50 21%	44 25%	52 28%	26 25%	49 26%	55 22%	49 19%	33 18%	36 23%
Yes: Aged under 5	156 8%	18 10%	4 5%	16 7%	17 10%	25 13%	5 5%	17 9%	16 6%	19 8%	8 5%	11 7%
Yes: Aged 5-10	187 9%	9 5%	12 14%	16 7%	24 14%	21 11%	7 6%	24 13%	22 9%	18 7%	16 9%	17 11%
Yes: Aged 11-15	192 10%	25 14%	13 14%	22 9%	13 7%	18 10%	15 14%	15 8%	20 8%	25 10%	14 8%	14 9%
Yes: Aged 16-18	102 5%	13 7%	5 5%	21 9%	7 4%	5 3%	8 8%	4 2%	14 6%	9 3%	9 5%	7 4%
Refused	15 1%	2 1%	-	1 *	2 1%	3 2%	-	-	3 1%	1 *	1 *	2 1%

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Absolutes/col percents

Table 23

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Up to £7000	(3.5) 5%	94 4%	56 5%	20 8%	13 4%	17 4%	21 6%	16 5%	7 2%	1 *	20 3%	2 *	71 15%	17 3%	25 5%	28 6%	13 4%	11 6%
£7001-£14000	(10.5) 13%	109 11%	147 14%	15 6%	32 10%	32 8%	43 13%	45 15%	88 21%	19 4%	73 13%	28 7%	135 29%	45 9%	61 12%	81 16%	43 15%	24 14%
£14001-£21000	(17.5) 15%	152 16%	141 14%	28 11%	56 17%	37 10%	50 15%	42 14%	81 19%	39 7%	88 15%	71 17%	96 21%	71 14%	75 14%	74 15%	45 16%	29 17%
£21001-£28000	(24.5) 13%	109 11%	155 15%	30 13%	22 7%	45 12%	40 12%	57 19%	71 17%	62 11%	85 15%	76 18%	41 9%	60 12%	74 14%	66 13%	33 12%	30 18%
£28001-£34000	(31) 11%	113 11%	104 10%	27 11%	33 10%	52 14%	42 12%	25 8%	38 9%	60 11%	75 13%	63 15%	19 4%	41 8%	71 14%	52 10%	38 13%	15 9%
£34001-£41000	(37.5) 9%	102 10%	78 8%	22 9%	35 11%	46 12%	28 8%	21 7%	28 7%	63 12%	62 11%	39 9%	15 3%	50 10%	45 8%	53 11%	21 7%	12 7%
£41001-£48000	(44.5) 6%	72 7%	55 5%	13 5%	21 7%	33 9%	27 8%	20 7%	13 3%	54 10%	36 6%	33 8%	4 1%	26 5%	33 6%	35 7%	18 6%	15 9%
£48001-£55000	(51.5) 4%	48 5%	40 4%	5 2%	20 6%	22 6%	21 6%	12 4%	9 2%	42 8%	20 4%	24 6%	2 *	25 5%	20 4%	20 4%	16 5%	8 5%
£55001-£62000	(58.5) 3%	41 4%	20 2%	9 4%	14 4%	13 3%	10 3%	6 2%	8 2%	37 7%	17 3%	5 1%	1 *	25 5%	13 2%	7 1%	9 3%	7 4%
£62001-£69000	(65.5) 2%	28 3%	15 2%	5 2%	14 4%	14 4%	3 1%	2 1%	5 1%	27 5%	13 2%	4 1%	-	14 3%	12 2%	9 2%	5 2%	3 2%
£69001-£76000	(72.5) 2%	20 2%	11 1%	3 1%	6 2%	3 1%	10 3%	6 2%	2 *	21 4%	7 1%	1 *	2 *	16 3%	6 1%	6 1%	4 1%	-
£76001-£83000	(79.5) 1%	10 1%	10 1%	3 1%	3 1%	9 2%	3 1%	3 1%	-	11 2%	7 1%	1 *	1 *	8 2%	5 1%	5 1%	2 1%	-
£83001 or more	(86) 3%	32 3%	25 2%	11 5%	13 4%	11 3%	8 2%	6 2%	8 2%	35 6%	14 2%	5 1%	3 1%	32 6%	12 2%	8 2%	5 2%	-
Refused	269 13%	107 11%	162 16%	48 20%	39 12%	46 12%	34 10%	38 13%	62 15%	69 13%	63 11%	68 16%	69 15%	79 15%	76 14%	58 12%	37 13%	19 11%
Mean (£'000s)	30.89	33.02	28.73	32.55	34.56	34.85	30.97	28.60	25.03	43.65	30.67	30.42	16.23	36.61	30.18	28.33	29.49	26.70

Prepared by Populus



Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 23

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Standard deviation	19.87	20.32	19.17	21.92	21.40	19.98	19.90	18.95	16.17	20.72	18.78	14.77	12.60	23.11	18.81	18.34	18.71	15.67
Standard error	0.48	0.68	0.66	1.59	1.27	1.16	1.10	1.14	0.84	0.78	0.89	0.95	0.67	1.09	0.90	0.86	1.15	1.32

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 23

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Region											
		Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base		2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base		2000	174	90	235	176	185	106	187	252	257	182	155
Up to £7000	(3.5)	94 5%	11 6%	9 10%	11 4%	8 5%	16 9%	9 8%	2 1%	8 3%	9 4%	4 2%	6 4%
£7001-£14000	(10.5)	255 13%	24 14%	15 17%	34 14%	32 18%	16 9%	20 19%	28 15%	18 7%	27 11%	23 13%	18 12%
£14001-£21000	(17.5)	293 15%	29 17%	17 19%	29 12%	28 16%	18 10%	20 19%	36 19%	38 15%	33 13%	25 14%	20 13%
£21001-£28000	(24.5)	264 13%	30 18%	15 17%	27 11%	23 13%	28 15%	6 6%	25 13%	30 12%	30 12%	27 15%	22 14%
£28001-£34000	(31)	217 11%	15 9%	5 5%	24 10%	23 13%	22 12%	9 8%	23 12%	17 7%	24 9%	29 16%	26 17%
£34001-£41000	(37.5)	180 9%	12 7%	10 11%	32 13%	12 7%	16 8%	9 8%	15 8%	23 9%	27 10%	12 6%	14 9%
£41001-£48000	(44.5)	127 6%	15 9%	5 6%	19 8%	11 6%	17 9%	9 8%	8 4%	10 4%	16 6%	9 5%	8 5%
£48001-£55000	(51.5)	88 4%	8 5%	2 2%	10 4%	8 5%	6 3%	7 6%	11 6%	12 5%	13 5%	9 5%	3 2%
£55001-£62000	(58.5)	61 3%	7 4%	2 2%	2 1%	3 2%	5 2%	2 2%	4 2%	13 5%	11 4%	7 4%	5 3%
£62001-£69000	(65.5)	43 2%	3 2%	1 1%	9 4%	- -	3 2%	2 2%	4 2%	7 3%	7 3%	3 2%	4 3%
£69001-£76000	(72.5)	31 2%	- -	1 1%	3 1%	2 1%	1 1%	1 1%	3 1%	12 5%	4 2%	3 2%	1 1%
£76001-£83000	(79.5)	20 1%	- -	- -	4 2%	2 1%	3 1%	1 1%	2 1%	6 2%	2 1%	1 *	1 1%
£83001 or more	(86)	57 3%	- -	1 1%	4 2%	3 2%	7 4%	1 1%	5 3%	20 8%	11 4%	4 2%	1 *
Refused		269 13%	19 11%	8 9%	29 12%	21 12%	29 15%	11 10%	23 12%	38 15%	40 16%	26 14%	25 16%
Mean (£'000s)		30.89	26.70	24.28	30.95	27.00	31.28	27.15	30.17	39.20	34.05	30.91	28.90

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 23

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Standard deviation	19.87	15.67	16.64	19.11	17.73	20.47	19.00	19.02	24.64	21.25	18.44	16.38
Standard error	0.48	1.32	1.78	1.32	1.40	1.74	1.95	1.52	1.75	1.35	1.42	1.39

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 24
What was your age on your last birthday?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
18-24	240 12%	84 9%	156 15%	240 100%	-	-	-	-	-	60 11%	82 14%	54 13%	44 10%	61 12%	64 12%	52 10%	43 15%	20 11%
25-34	320 16%	173 18%	147 14%	-	320 100%	-	-	-	-	98 18%	108 19%	69 16%	45 10%	98 19%	80 15%	61 12%	43 15%	38 22%
35-44	380 19%	183 19%	197 19%	-	-	380 100%	-	-	-	100 19%	112 19%	91 22%	76 17%	79 16%	120 23%	95 19%	48 17%	39 22%
45-54	340 17%	197 20%	143 14%	-	-	-	340 100%	-	-	74 14%	87 15%	81 19%	97 21%	94 19%	81 15%	90 18%	45 16%	29 17%
55-64	300 15%	105 11%	195 19%	-	-	-	-	300 100%	-	75 14%	88 15%	59 14%	77 17%	70 14%	74 14%	98 19%	39 14%	19 11%
65+	420 21%	239 24%	181 18%	-	-	-	-	-	420 100%	132 24%	103 18%	65 16%	120 26%	106 21%	108 20%	106 21%	70 24%	29 17%

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 24

What was your age on your last birthday?**Base: All respondents**

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
18-24	240 12%	20 11%	9 10%	29 12%	14 8%	26 14%	16 15%	20 11%	30 12%	31 12%	27 15%	19 12%
25-34	320 16%	38 22%	7 8%	36 15%	19 11%	35 19%	18 17%	29 16%	63 25%	35 13%	25 14%	16 10%
35-44	380 19%	39 22%	20 23%	47 20%	28 16%	49 26%	20 18%	42 23%	47 19%	32 13%	28 16%	28 18%
45-54	340 17%	29 17%	12 14%	36 15%	41 23%	29 16%	17 16%	29 16%	41 16%	53 21%	28 15%	23 15%
55-64	300 15%	19 11%	18 20%	43 18%	37 21%	20 11%	12 11%	31 16%	32 13%	38 15%	27 15%	23 15%
65+	420 21%	29 17%	24 26%	44 19%	38 22%	26 14%	23 22%	36 19%	39 15%	67 26%	47 26%	46 30%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 25
Gender
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Male	980	980	-	84	173	183	197	105	239	297	283	183	217	258	247	254	138	83
	49%	100%	-	35%	54%	48%	58%	35%	57%	55%	49%	44%	47%	51%	47%	51%	48%	48%
Female	1020	-	1020	156	147	197	143	195	181	243	297	237	243	250	281	248	150	91
	51%	-	100%	65%	46%	52%	42%	65%	43%	45%	51%	56%	53%	49%	53%	49%	52%	52%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 25
Gender
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Male	980 49%	83 48%	49 54%	119 51%	85 48%	89 48%	47 44%	76 41%	136 54%	122 47%	92 50%	82 53%
Female	1020 51%	91 52%	41 46%	116 49%	91 52%	96 52%	59 56%	111 59%	116 46%	135 53%	91 50%	74 47%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 26

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
ITV1 Anglia	177 9%	76 8%	101 10%	18 7%	31 10%	40 11%	22 6%	24 8%	41 10%	49 9%	49 8%	44 11%	34 7%	7 1%	169 32%	1 *	- -	- -
ITV1 Border	19 1%	10 1%	9 1%	3 1%	4 1%	4 1%	2 1%	4 1%	2 *	3 1%	7 1%	8 2%	1 *	2 *	- -	7 1%	- -	10 6%
ITV1 Central	288 14%	148 15%	140 14%	39 16%	41 13%	73 19%	52 15%	32 11%	49 12%	91 17%	66 11%	66 16%	65 14%	13 3%	264 50%	1 *	9 3%	1 1%
ITV1 Granada	228 11%	115 12%	113 11%	30 13%	32 10%	45 12%	36 11%	40 13%	44 11%	71 13%	70 12%	29 7%	58 13%	2 *	3 1%	221 44%	1 *	1 1%
ITV1 London	347 17%	176 18%	171 17%	44 18%	77 24%	62 16%	58 17%	48 16%	57 14%	107 20%	126 22%	54 13%	60 13%	298 59%	45 9%	3 1%	* *	- -
ITV1 Meridian	214 11%	106 11%	108 11%	28 12%	26 8%	24 6%	44 13%	33 11%	58 14%	60 11%	72 12%	36 9%	46 10%	185 36%	1 *	1 *	27 9%	1 *
ITV1 Tyne Tees	94 5%	49 5%	45 4%	8 4%	8 2%	20 5%	15 4%	20 7%	24 6%	22 4%	22 4%	13 3%	37 8%	- -	* *	94 19%	- -	- -
ITV1 Wales	105 5%	48 5%	57 6%	16 6%	18 6%	20 5%	16 5%	12 4%	23 6%	20 4%	35 6%	25 6%	25 5%	- -	- -	- -	105 36%	- -
ITV1 West	62 3%	28 3%	34 3%	8 3%	9 3%	11 3%	9 3%	9 3%	15 4%	19 3%	17 3%	14 3%	12 3%	- -	4 1%	1 *	57 20%	- -
ITV1 Westcountry	93 5%	44 4%	49 5%	13 5%	17 5%	12 3%	15 4%	15 5%	22 5%	15 3%	24 4%	35 8%	18 4%	1 *	- -	2 *	89 31%	- -
ITV1 Yorkshire	212 11%	106 11%	107 10%	16 7%	20 6%	33 9%	44 13%	45 15%	56 13%	45 8%	49 8%	57 14%	62 13%	1 *	40 8%	172 34%	- -	- -
STV	161 8%	76 8%	85 8%	17 7%	37 12%	35 9%	27 8%	18 6%	28 7%	37 7%	43 7%	38 9%	43 9%	- -	1 *	- -	- -	160 92%

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 26
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
ITV1 Anglia	177 9%	- -	- -	1 *	- -	1 1%	- -	139 74%	1 *	6 2%	- -	29 19%
ITV1 Border	19 1%	10 6%	- -	7 3%	- -	- -	- -	- -	- -	2 1%	- -	- -
ITV1 Central	288 14%	1 1%	- -	1 *	- -	176 95%	* *	3 2%	1 *	13 5%	8 4%	84 54%
ITV1 Granada	228 11%	1 1%	- -	221 94%	- -	3 2%	1 1%	- -	1 *	1 *	- -	- -
ITV1 London	347 17%	- -	1 1%	1 1%	* *	2 1%	- -	42 23%	246 98%	52 20%	* *	2 1%
ITV1 Meridian	214 11%	1 *	1 1%	- -	- -	- -	1 1%	* *	2 1%	183 71%	27 15%	1 *
ITV1 Tyne Tees	94 5%	- -	87 97%	- -	7 4%	- -	- -	- -	- -	- -	- -	* *
ITV1 Wales	105 5%	- -	- -	- -	- -	- -	102 96%	- -	- -	- -	3 2%	- -
ITV1 West	62 3%	- -	- -	1 *	- -	2 1%	2 2%	2 1%	- -	- -	55 30%	- -
ITV1 Westcountry	93 5%	- -	- -	2 1%	- -	- -	- -	- -	1 *	- -	89 49%	- -
ITV1 Yorkshire	212 11%	- -	1 1%	1 1%	169 96%	- -	- -	1 1%	- -	1 *	- -	39 25%
STV	161 8%	160 92%	- -	- -	- -	1 *	- -	- -	- -	- -	- -	* *

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 27
Social class
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
AB	540 27%	297 30%	243 24%	60 25%	98 31%	100 26%	74 22%	75 25%	132 31%	540 100%	-	-	-	156 31%	147 28%	135 27%	64 22%	39 22%
C1	580 29%	283 29%	297 29%	82 34%	108 34%	112 29%	87 26%	88 29%	103 24%	-	580 100%	-	-	181 36%	134 25%	131 26%	86 30%	49 28%
C2	420 21%	183 19%	237 23%	54 23%	69 22%	91 24%	81 24%	59 20%	65 16%	-	-	420 100%	-	84 16%	120 23%	96 19%	79 27%	41 24%
DE	460 23%	217 22%	243 24%	44 18%	45 14%	76 20%	97 29%	77 26%	120 28%	-	-	-	460 100%	88 17%	127 24%	140 28%	60 21%	45 26%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 27
Social class
Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
AB	540 27%	39 22%	21 24%	73 31%	41 23%	59 32%	22 20%	46 24%	86 34%	70 27%	42 23%	42 27%
C1	580 29%	49 28%	19 21%	72 31%	39 22%	49 26%	34 32%	45 24%	88 35%	93 36%	51 28%	40 26%
C2	420 21%	41 24%	15 16%	36 15%	46 26%	37 20%	25 24%	50 27%	41 16%	42 16%	54 29%	33 21%
DE	460 23%	45 26%	35 39%	54 23%	50 29%	40 21%	25 23%	46 25%	36 14%	52 20%	35 19%	41 26%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 28
GO Regions
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Scotland	174	83	91	20	38	39	29	19	29	39	49	41	45	-	-	-	-	174
	9%	8%	9%	8%	12%	10%	9%	6%	7%	7%	8%	10%	10%	-	-	-	-	100%
North East	90	49	41	9	7	20	12	18	24	21	19	15	35	-	-	90	-	-
	5%	5%	4%	4%	2%	5%	4%	6%	6%	4%	3%	3%	8%	-	-	18%	-	-
North West	235	119	116	29	36	47	36	43	44	73	72	36	54	-	-	235	-	-
	12%	12%	11%	12%	11%	12%	11%	14%	10%	13%	12%	9%	12%	-	-	47%	-	-
Yorks & Humber	176	85	91	14	19	28	41	37	38	41	39	46	50	-	-	176	-	-
	9%	9%	9%	6%	6%	7%	12%	12%	9%	8%	7%	11%	11%	-	-	35%	-	-
West Midlands	185	89	96	26	35	49	29	20	26	59	49	37	40	-	185	-	-	-
	9%	9%	9%	11%	11%	13%	9%	7%	6%	11%	8%	9%	9%	-	35%	-	-	-
Wales	106	47	59	16	18	20	17	12	23	22	34	25	25	-	-	-	106	-
	5%	5%	6%	7%	6%	5%	5%	4%	5%	4%	6%	6%	5%	-	-	-	37%	-
Eastern	187	76	111	20	29	42	29	31	36	46	45	50	46	-	187	-	-	-
	9%	8%	11%	8%	9%	11%	9%	10%	9%	8%	8%	12%	10%	-	36%	-	-	-
London	252	136	116	30	63	47	41	32	39	86	88	41	36	252	-	-	-	-
	13%	14%	11%	13%	20%	12%	12%	11%	9%	16%	15%	10%	8%	50%	-	-	-	-
South East	257	122	135	31	35	32	53	38	67	70	93	42	52	257	-	-	-	-
	13%	12%	13%	13%	11%	8%	16%	13%	16%	13%	16%	10%	11%	50%	-	-	-	-
South West	182	92	91	27	25	28	28	27	47	42	51	54	35	-	-	-	182	-
	9%	9%	9%	11%	8%	7%	8%	9%	11%	8%	9%	13%	8%	-	-	-	63%	-
East Midlands	155	82	74	19	16	28	23	23	46	42	40	33	41	-	155	-	-	-
	8%	8%	7%	8%	5%	7%	7%	8%	11%	8%	7%	8%	9%	-	29%	-	-	-

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 28
GO Regions
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Scotland	174 9%	174 100%	-	-	-	-	-	-	-	-	-	-
North East	90 5%	-	90 100%	-	-	-	-	-	-	-	-	-
North West	235 12%	-	-	235 100%	-	-	-	-	-	-	-	-
Yorks & Humber	176 9%	-	-	-	176 100%	-	-	-	-	-	-	-
West Midlands	185 9%	-	-	-	-	185 100%	-	-	-	-	-	-
Wales	106 5%	-	-	-	-	-	106 100%	-	-	-	-	-
Eastern	187 9%	-	-	-	-	-	-	187 100%	-	-	-	-
London	252 13%	-	-	-	-	-	-	-	252 100%	-	-	-
South East	257 13%	-	-	-	-	-	-	-	-	257 100%	-	-
South West	182 9%	-	-	-	-	-	-	-	-	-	182 100%	-
East Midlands	155 8%	-	-	-	-	-	-	-	-	-	-	155 100%

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 29
Nearest City:
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	1009	991	236	324	339	361	317	423	790	508	284	418	521	504	518	300	157
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Glasgow	70 4%	32 3%	38 4%	16 6%	14 4%	13 3%	13 4%	5 2%	10 2%	15 3%	17 3%	15 4%	23 5%	- -	- -	- -	- -	70 40%
Edinburgh	81 4%	40 4%	41 4%	3 1%	21 7%	21 6%	11 3%	11 4%	15 3%	22 4%	23 4%	19 5%	17 4%	- -	1 *	- -	- -	80 46%
Newcastle	90 5%	49 5%	41 4%	7 3%	8 2%	20 5%	14 4%	19 6%	22 5%	22 4%	21 4%	14 3%	33 7%	- -	* *	89 18%	- -	1 *
Leeds	79 4%	32 3%	47 5%	3 1%	5 1%	15 4%	20 6%	21 7%	16 4%	23 4%	14 2%	19 4%	24 5%	- -	- -	79 16%	- -	- -
Hull	44 2%	19 2%	25 2%	1 *	1 *	5 1%	10 3%	6 2%	22 5%	10 2%	11 2%	12 3%	11 2%	3 1%	4 1%	37 7%	- -	- -
Sheffield	62 3%	34 3%	28 3%	9 4%	13 4%	10 3%	6 2%	15 5%	9 2%	12 2%	18 3%	13 3%	19 4%	- -	16 3%	46 9%	- -	- -
Manchester	167 8%	90 9%	78 8%	17 7%	26 8%	34 9%	24 7%	30 10%	37 9%	53 10%	49 8%	25 6%	41 9%	1 *	6 1%	160 32%	- -	1 1%
Liverpool	66 3%	32 3%	34 3%	9 4%	9 3%	13 3%	14 4%	12 4%	7 2%	19 4%	22 4%	6 1%	19 4%	2 *	- -	58 12%	5 2%	- -
Nottingham	87 4%	52 5%	35 3%	10 4%	9 3%	19 5%	20 6%	10 3%	20 5%	21 4%	14 2%	26 6%	25 6%	- -	86 16%	1 *	- -	- -
Birmingham	175 9%	85 9%	90 9%	28 12%	33 10%	46 12%	28 8%	16 5%	24 6%	56 10%	49 8%	38 9%	32 7%	- -	170 32%	1 *	5 2%	- -
Norwich	64 3%	27 3%	38 4%	5 2%	6 2%	18 5%	12 3%	12 4%	11 3%	14 3%	18 3%	20 5%	12 3%	1 *	63 12%	1 *	- -	- -
Milton Keynes	49 2%	22 2%	27 3%	9 4%	10 3%	7 2%	6 2%	4 1%	12 3%	19 4%	16 3%	8 2%	5 1%	8 2%	41 8%	- -	- -	- -
Brighton	35 2%	13 1%	21 2%	3 1%	5 1%	3 1%	6 2%	6 2%	11 3%	14 3%	11 2%	4 1%	5 1%	34 7%	- -	- -	- -	1 *
Oxford	30 2%	14 1%	16 2%	3 1%	4 1%	2 *	5 1%	3 1%	14 3%	10 2%	13 2%	5 1%	3 1%	25 5%	2 *	- -	3 1%	- -

Small Retailers Tobacco Survey

ONLINE Fieldwork : 9th - 11th July 2010

Absolutes/col percents

Table 29
Nearest City:
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
London	421 21%	219 22%	201 20%	52 22%	86 27%	74 20%	68 20%	62 21%	77 18%	129 24%	143 25%	70 17%	78 17%	346 68%	72 14%	3 1%	* *	- -
Southampton	96 5%	48 5%	48 5%	16 7%	6 2%	12 3%	20 6%	13 4%	29 7%	22 4%	35 6%	18 4%	22 5%	67 13%	-	-	28 10%	-
Bristol	70 3%	37 4%	33 3%	13 5%	9 3%	15 4%	10 3%	7 2%	16 4%	20 4%	23 4%	15 3%	13 3%	-	-	-	70 24%	-
Plymouth	65 3%	30 3%	35 3%	6 3%	15 5%	9 2%	10 3%	11 4%	14 3%	10 2%	15 3%	28 7%	11 2%	-	-	2 *	62 22%	-
Cardiff	85 4%	40 4%	45 4%	14 6%	14 5%	12 3%	17 5%	8 3%	20 5%	15 3%	32 6%	20 5%	18 4%	-	-	-	85 29%	-
None of these	165 8%	66 7%	99 10%	18 7%	26 8%	31 8%	28 8%	27 9%	35 8%	34 6%	36 6%	44 10%	51 11%	22 4%	68 13%	25 5%	29 10%	21 12%

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 29
Nearest City:
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	157	96	238	184	161	107	179	232	289	193	164
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Glasgow	70 4%	70 40%	-	-	-	-	-	-	-	-	-	-
Edinburgh	81 4%	80 46%	-	-	-	1 *	-	-	-	-	-	-
Newcastle	90 5%	1 *	84 93%	4 2%	2 1%	-	-	-	-	-	-	* *
Leeds	79 4%	-	1 1%	* *	77 44%	-	-	-	-	-	-	-
Hull	44 2%	-	-	-	37 21%	-	-	-	-	3 1%	-	4 3%
Sheffield	62 3%	-	-	-	46 26%	-	-	-	-	-	-	16 10%
Manchester	167 8%	1 1%	-	159 68%	1 *	6 3%	-	-	-	1 *	-	-
Liverpool	66 3%	-	-	58 25%	-	-	5 5%	-	-	2 1%	-	-
Nottingham	87 4%	-	-	-	1 1%	-	-	3 2%	-	-	-	83 53%
Birmingham	175 9%	-	-	1 *	-	163 88%	1 1%	-	-	-	3 2%	6 4%
Norwich	64 3%	-	-	1 *	-	-	-	61 33%	-	1 *	-	1 1%
Milton Keynes	49 2%	-	-	-	-	-	-	17 9%	-	8 3%	-	24 16%
Brighton	35 2%	1 *	-	-	-	-	-	-	-	34 13%	-	-
Oxford	30 2%	-	-	-	-	1 1%	-	-	-	25 10%	3 2%	1 *

Small Retailers Tobacco Survey

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Absolutes/col percents

Table 29
Nearest City:
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
London	421 21%	- -	1 1%	1 1%	* *	- -	- -	70 38%	248 98%	98 38%	* *	2 1%
Southampton	96 5%	- -	- -	- -	- -	- -	1 1%	- -	3 1%	65 25%	28 15%	- -
Bristol	70 3%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	69 38%	- -
Plymouth	65 3%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	62 34%	- -
Cardiff	85 4%	- -	- -	- -	- -	- -	84 79%	- -	- -	- -	1 1%	- -
None of these	165 8%	21 12%	4 5%	8 4%	12 7%	14 7%	14 13%	36 19%	1 1%	21 8%	15 8%	18 12%