

TOBACCO DISPLAY POLL May 2010

CLIENT: New Zealand Association of Convenience Stores

POLL DATES: 22 to 28 June 2010

SAMPLE SIZE: 479 retailers agreed to participate

SAMPLE SELECTION: A client supplied list of 1,064 retailers

SAMPLE ERROR: Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 4.6%, at the 95% confidence level.

Q1. Do you agree with the proposal that the Government ban tobacco products from display in shops?

Yes	151	32%
No	291	61%
Don't Know	35	7%
Refuse to say	2	0%

Q2. In your opinion, do you believe that hiding tobacco products from public display will stop people from smoking?

Yes	50	10%
No	426	89%
Don't know	2	0%
Refused to say	1	0%

Q3. Do you believe that hiding tobacco products from display will reduce the number of people who smoke?

Yes	115	24%
No	343	72%
Don't know	16	3%
Refused to say	3	0%

Q4. Do you think there will be increased theft from your shop if you have to search for tobacco items in a drawer under the counter?

Yes	239	50%
No	203	43%
Don't Know	34	7%
Refused to Say	1	0%

Q5. Has you been visited by the Ministry of Health to educate you about the Smokefree Environments Act and your responsibilities as retailers selling tobacco products?

Yes	105	22%
No	304	64%
Don't Know	65	14%
Refused to Say	3	1%

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30 June 2010