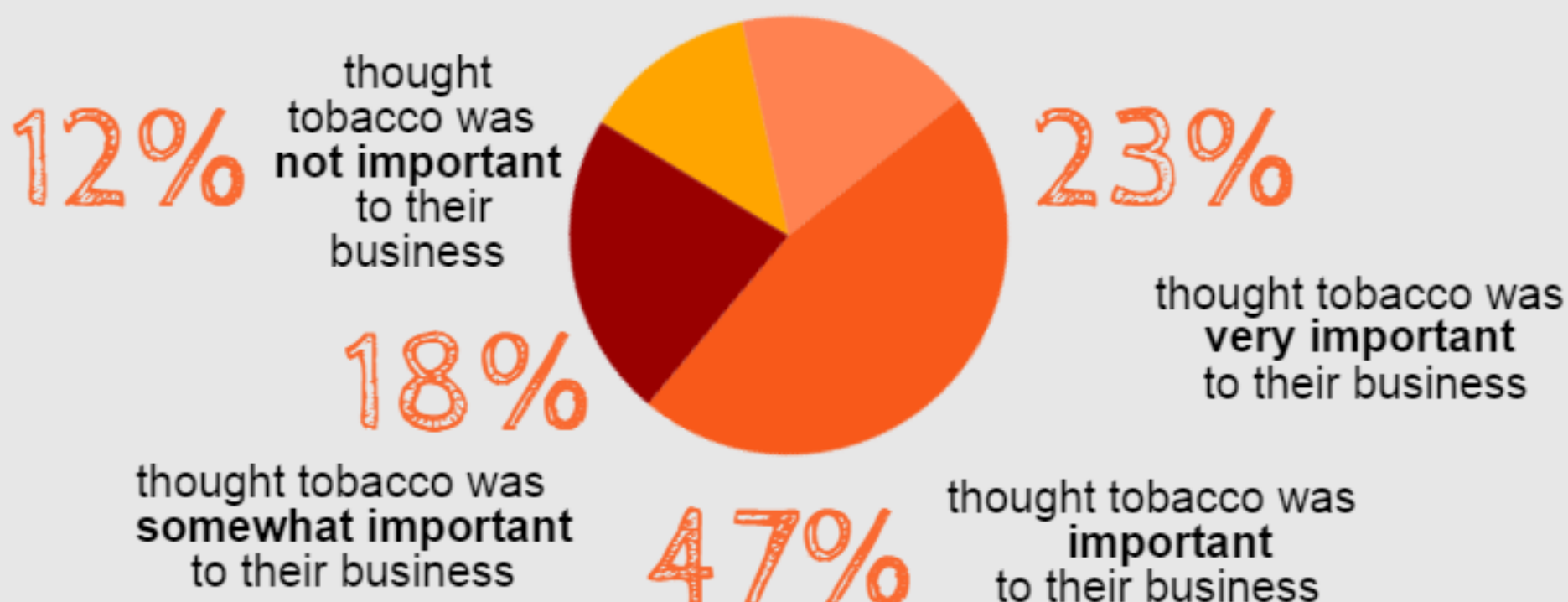


TOBACCO RETAILING

CHRISTCHURCH DAIRIES SURVEY



Importance of tobacco



Profit & tobacco?



> 50%

more than half of respondents reported that **less** than 10% of their profit came directly from the sale of tobacco

Tobacco and security?

64%

of respondents were concerned that selling tobacco products was a security risk



Tobacco licence?

28 respondents thought that requiring businesses that sell tobacco to have a license was a "good" or "ok" idea, while 12 did not support the idea



This survey was designed by Cancer Society Canterbury - West Coast Division Inc., with guidance from Community and Public Health. It was conducted by Cancer Society during February and March 2016. Of the 112 dairy owner/managers eligible and invited to participate, 62 (55%) completed the survey.



TOBACCO RETAILING

CHRISTCHURCH DAIRIES SURVEY



Customer behaviours

the age group of people who most commonly buy tobacco products were between

30-50 years

48%

thought that between one quarter to a half of their customers purchased tobacco products



Feelings towards selling tobacco?



18%

felt they would prefer NOT to sell tobacco

30%

didn't really think about it



Beliefs about smoking-related harm

88%

of respondents believe smoking tobacco is harmful to children and adults

80%

of respondents believe second hand smoke is harmful to children and adults

Despite our best efforts, some businesses could not be contacted and some declined to participate. Therefore these results may not necessarily be representative of all dairy owners/managers in Christchurch.

