

# Survey of Irish Retailers on impact of POS Ban on Tobacco Products

Conducted on behalf of



PHILIP MORRIS INTERNATIONAL

September 2009

# Profile of Respondents

- Owner / managers of convenience stores / newsagents / petrol stations were contacted by telephone and asked to participate in the survey
- The survey comprised six questions requiring “yes/no” responses, with a seventh question allowing for additional comments on the ban
- The survey was conducted from Monday, 21<sup>st</sup> to Wednesday, 23<sup>rd</sup> September 2009
- 100 owners / managers participated in the survey
- Survey was conducted “on behalf of Heneghan PR” (ie Philip Morris was not named to respondents)

# Survey Questions

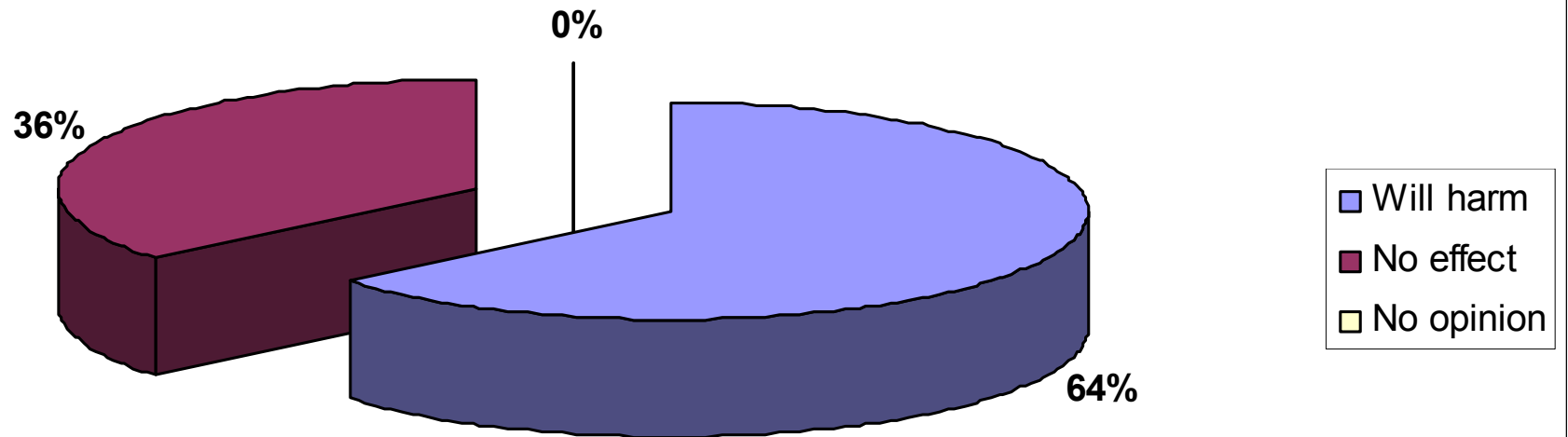
1. Do you think the display ban has or will harm your business, or has had no effect?
2. Has there been any additional cost to you arising from the ban?
3. Is there noticeable confusion by customers and / or staff arising from the ban?
4. Has the ban impacted on the operational efficiency of the counter workplace?
5. Do you agree with the ban?
6. Would you like to see the ban lifted?
7. Do you have any further comments on the ban?

# Overview of Results

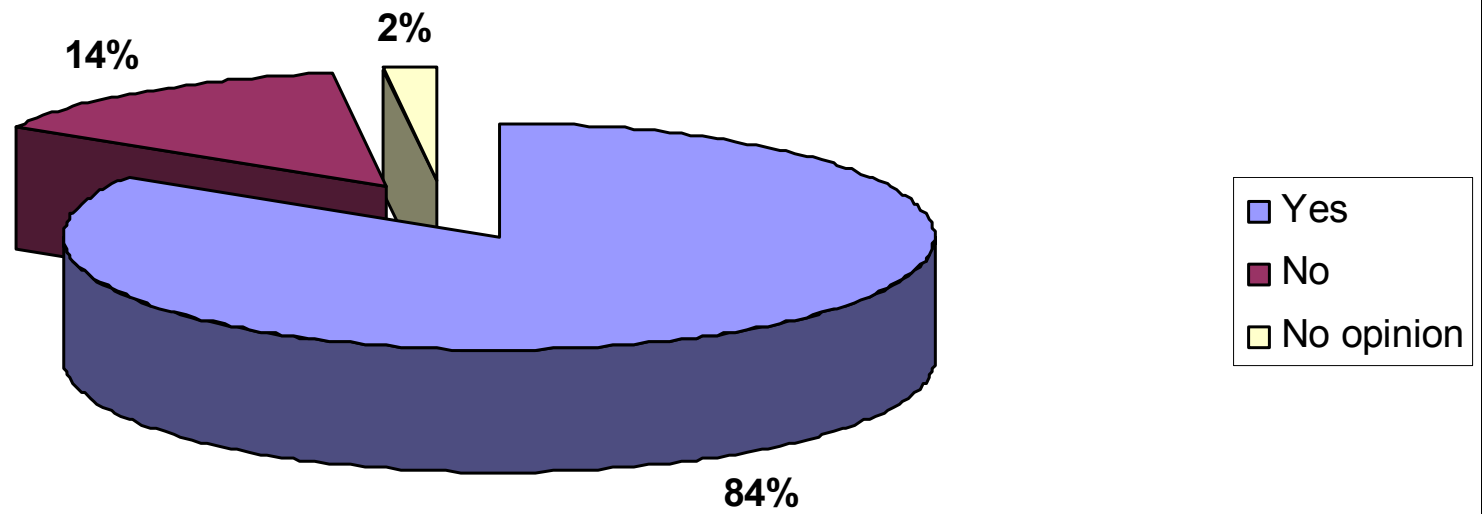
	<b>Will harm</b>	<b>No effect</b>	<b>No opinion</b>
Do you think the display ban has or will harm your business, or has had no effect?	64%	36%	0
	<b>Yes</b>	<b>No</b>	<b>No opinion</b>
Has there been any additional cost to you arising from the ban?	84%	14%	2%
	<b>Yes</b>	<b>No</b>	<b>No opinion</b>
Is there noticeable confusion by customers and / or staff arising from the ban?	64%	33%	3%
	<b>Yes</b>	<b>No</b>	<b>No opinion</b>
Has the ban impacted on the operational efficiency of the counter workplace?	63%	36%	1%
	<b>Yes</b>	<b>No</b>	<b>No opinion</b>
Do you agree with the ban?	37%	56%	7%
	<b>Yes</b>	<b>No</b>	<b>No opinion</b>
Would you like to see the ban lifted?	55%	37%	8%

Breakdown of results...

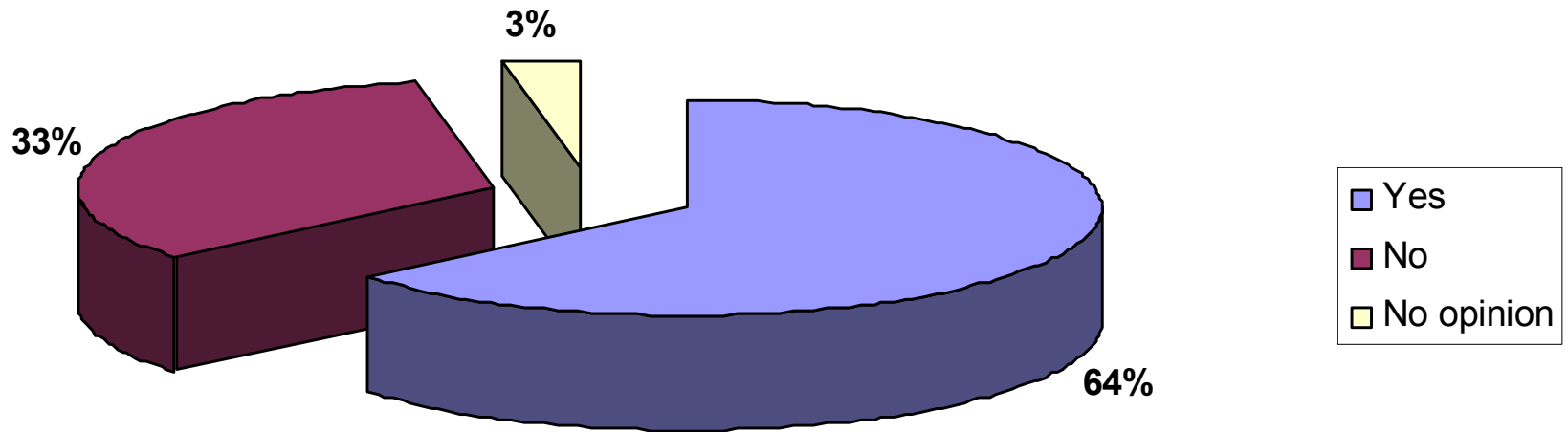
**Do you think the display ban has or will harm your business, or has had no effect?**



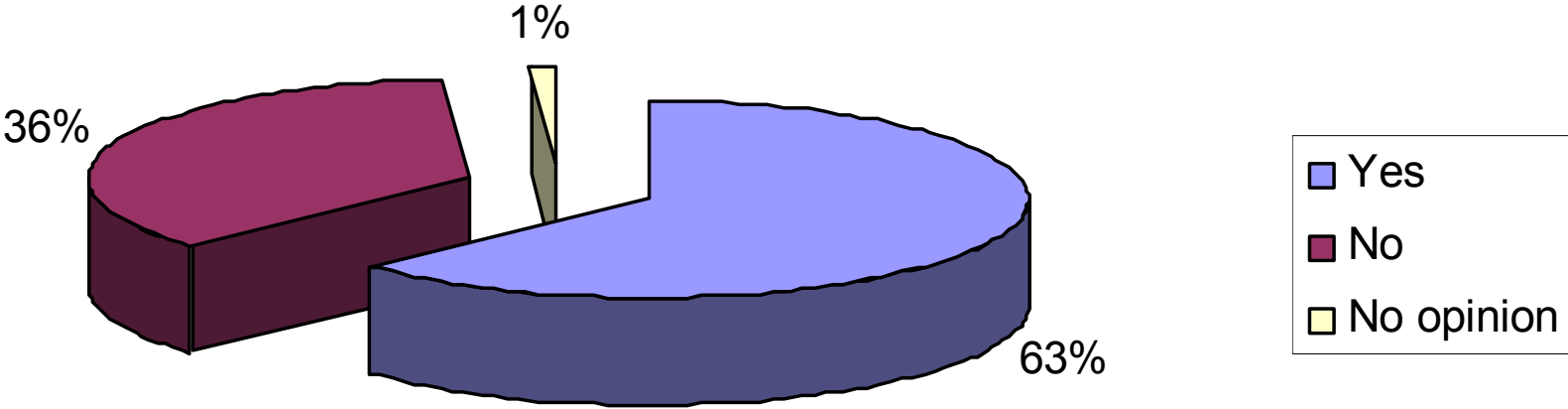
Has there been any additional cost to you arising from the ban?



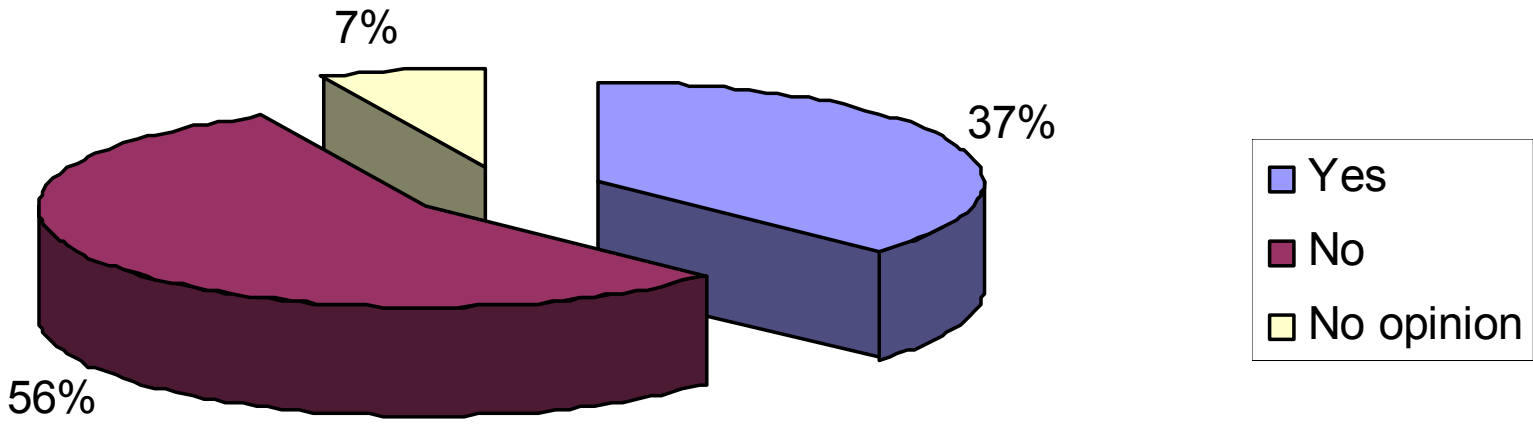
**Is there noticeable confusion by customers and / or staff arising from the ban?**



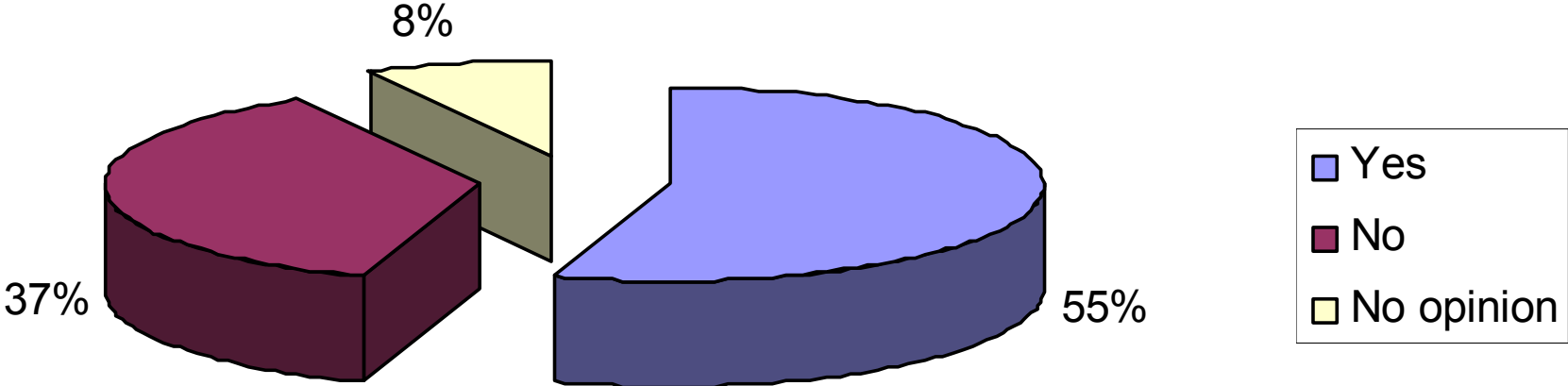
Has the ban impacted on the operational efficiency of the counter workplace?



Do you agree with the ban?



# Would you like to see the ban lifted?



Sample comments...

# Sample of comments on brands

- It will affect smaller tobacco companies and any new products
- Sales on more popular brands are rising, less popular are falling
- Less sales for new brands
- No choice of cigarettes
- Customers are switching brands from brands that are not really stocked
- If a brand is not a big seller it will be affected
- People not aware of the different brands being sold
- Will affect new brands being introduced
- People can't see the brands to choose their products
- People don't know what brands are stocked
- It will affect the sales of new brands

# Sample of comments on impact on incidence of smoking

- It isn't going to stop people smoking
- It will make no difference
- If you smoke you smoke
- It's ridiculous - if people want cigarettes they'll get them
- People should be free to make up their own mind
- It's stupid - it makes no difference to those who smoke
- Nanny state - things were brought in without consulting us
- Ban is childish and stupid
- We're all old enough to make our own decisions
- It's a step too far
- Silly - did not work in pubs, will not work
- Do not see it working in the long term
- It won't reduce smoking - would rather see contraband and black market targeted
- This is not going to lower smoker rate

# Sample of comments on impact on stores

- It's a nuisance for staff trying to find where the cigarettes are
- Customers get irritated when staff can't find what they want
- We've seen a reduction in sales of cigarettes
- Security problems for staff when bending down
- Staff can't find them easily - it's a hassle
- Customers find it confusing when they can't see tobacco displayed
- Sales are slower
- A lot of confusion - customers can't see and walk out
- Sales are down
- It has harmed sales

# Sample of comments supporting ban

- It's bad to influence people with advertising
- Harmful to promote cigarettes to kids
- It prevents underage smoking, it's less appealing to them
- Shouldn't promote smoking to younger generation
- It will stop future generations
- It's a good idea
- I hope everyone will stop smoking
- Better for under 18's - no promotion is better influence
- Hopefully people will stop smoking
- Anything that will prevent people from smoking
- People might quit
- The long-term goal is good
- I think it will decrease smoking amongst young people

# Conclusion

- Overall, the majority of retailers believe the ban has had a negative impact on sales
- While most might support the objective of the ban, they believe it should be lifted (both because they believe it won't work and because of the impact on their businesses)
- Retailers found it confusing at the start, but it seems to have settled down with customers and staff becoming used to the ban