**The 1999 Silk Cut Leisure and Lifestyle Survey**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | **What makes you tick? Would**  **the chance of winning £10,000?** |
|  | SILK  CUT | |
|  |  |  |

Start ticking, send us your completed, signed Survey and your name will be entered in our special Free Prize Draw. Win and we'll give you £10,000 to spend as you wish. Blow it all on a holiday that you and all your family will remember forever. Or save some and spend the rest on a new runabout - it's up to you.

Please answer the following questions so we can tailor any future offers we may make to suit you. Anything you tell us will be treated confidentially in accordance with the Data Protection Act. Thank you for your help and good luck with the Draw.

We've tried to make this Survey easy to complete, by using tick boxes where possible, so it should only take you a few minutes. If there are any questions you'd prefer not answering or that aren't applicable, please feel free to leave them blank. We would much rather have your Survey returned to us without these facts, than not receive your Survey at all. Once completed and signed. please return the Survey in the reply-paid envelope provided, or send to: The 1999 Silk Cut Leisure and Lifestyle Survey, FREEPOST SEA7364, Eastbourne BN20 8BR. Your name will then be entered automatically in the Free Prize Draw.

Don't forget to sign the box to confirm you're a smoker aged 18 or over, or your entry in the Prize Draw cannot be accepted.

CLOSING DATE FOR RECEIPT OF ENTRIES IS **31 DECEMBER 1999.**

**Start ticking now for that big prize!**

SECTION A - YOU ANDYOUR PARTNER

1. Mr A Sample
     
   1 Sample Street

Any Town Anywhere AB1 2CD

**9999999999 B1**

*ilf any of the above details are incorrect, please cross through and write your correaions clearly alongside in block capitals.,*

1. Why keep a good thing to yourself? If you give us your partner's
     
   name and get them to sign at the end, thcy can hear of offers too.

Mr Li **Mrs** LI **Ids LJ** mmst\_l other! 1 1 1 I

Forename HIIIIHIIIIIII
  
Surname 111E11111111111

SECTION B - SPORTS AND LEISURE

*Knowing more abinll you helps us to send you stuff which*

*appreciate. Please answer as many questions as you can, but do feel free to leave out any which are not relevant.*

Do you or your partner REGULARLY enjoy any of these leisure activities and interests? *(Please tick all that apply.)*

*You* Pine You *Pine*

**NitIOM111** Trust On OW **Current attain nut** ON
  
Thrutre/Culwal/Ans events DUI **as** Gourmet food/fine \*Wes ❑07 Ow

Gardening ❑09 ❑10 Book reading ❑11 On

Phntographs ❑11 ❑14 Crossword punks ❑/5 ❑16

Fine art/Annques ❑17 Olt I liking/Walking E119 *Clo*

Collecnbles/Colleaing ❑11 On Home computmg *Oil ❑14*

**Eating out On** *❑26* knowNeedknurk/Knatmg027 OLT

Funk, education 029 010 Shopping 011 012

Sell improvement OH ❑34 Health fwd. 015 0 In

Do rt vorosell 017 ❑36 Fastuontlothes DO *040*

Household pets 04/ *❑42* Orienteering ❑43 **OH**

**NigInclubbing** ❑45 ❑46 Doing the pools ❑U ❑41

Shopping by catalogue **❑49** ❑50 Going to bingo 051 052

Going to **the** pub ❑51 ❑54 Watching %den film. ❑55 ❑36

Going to the **enema** ❑37 On Camping ❑59 OW

**Ikmng ❑n/ ❑42** Competition. ❑61 ❑44 And if you're the sporty type. which of these activities do you enjoy REGULARLY? *(Please tick all that apply.)*

S6

*Watch Play Watch My*

Cncket Ow Ow *Gall* ❑01 **OW**

Snooker ❑0f ❑06 ke Wass *❑07 ❑08*

Motor Racing/Formula 1 OM 0 *in* **Tenpin bowling** ❑/1 ❑12

Cycling 011 ❑ 14 Snow-skiing/boarding ❑ *Is* 016

Sailing/WS surfing 0 /7 ON Fishing 0 *In* ❑20

kftP110-sereise *❑21 ❑22* **Rugby at** *024*

*Football ❑21* Lim Racquet sports D17 LIR

1. Do you support a premier league football team, or another?

Other III''' ***21***

Arsenal ***Doi*** Aston Villa

Charlton AtMenc ❑04 Chelsea

Derby ❑07 Evenon

Leicester City 010 bserpool

Middlesbrough ❑ 11 Newcastle limed Sheri. Wednesday 016 **Southampton** West Ham finned **019 Wimbledon**

Blackburn Rover. ❑03 Coventry ❑06 Leeds

**Manchester** United ❑11
  
**Nottingham Fonts, Ott
  
Tottenham Hotspur ❑IR**

Li oi

DOS

* H
* *14*
* 17 *0 20*

4 Do you or your partner have a flutter on any of the following?

*(Please tick all that apply)*

***YOU*** *elm You Pm,*

National Loners ❑nt El *02* lattlewoods Pock ❑Di ❑O/

Vernon, fool , 11.0. Other Pont, Hu, 1.

SECTION C - YOUR SHOPPING

*In this section, we'd like to find out a bit about your shopping habits. It all goes to helping us to send you offers you'll appreciate.*

Where do you generally shop for *(Please tick all that apply:)*

1.

food and groceries?

Alldayslercle K **kagen**

Fannkod

Iceland Mace/SparNG News

Safeway Savacentee TescolTaco Metro **PMOIStatlell**

7•17kven

*Mann Secondary*

* *03 ON*
* *07* ❑ Dot

OH   
❑12
  
0 If ❑16

* 19 *❑20*
* 21 *❑24*
* 27 *❑18*

Olt ***On***

On Om

On *❑40*

* 41 ❑44

*Maus Secondary.*

Arab OM *❑01*

Awls OM **❑0n**

Co-op ❑09 ❑10

Gateway/Solo 01.1 014

fiat **/7** *D IR*

*Mmks &* Spencer *❑21 On*

Kwiksast ❑25 ❑26

Sainsbury ❑29 *❑10*

Somerfteld ❑34

V2aittose DV OP

Cana shop/Other ❑41 0 41