

18

Total retailers surveyed

18

Selling Alcohol

8

Selling cigarettes/ tobac...

9

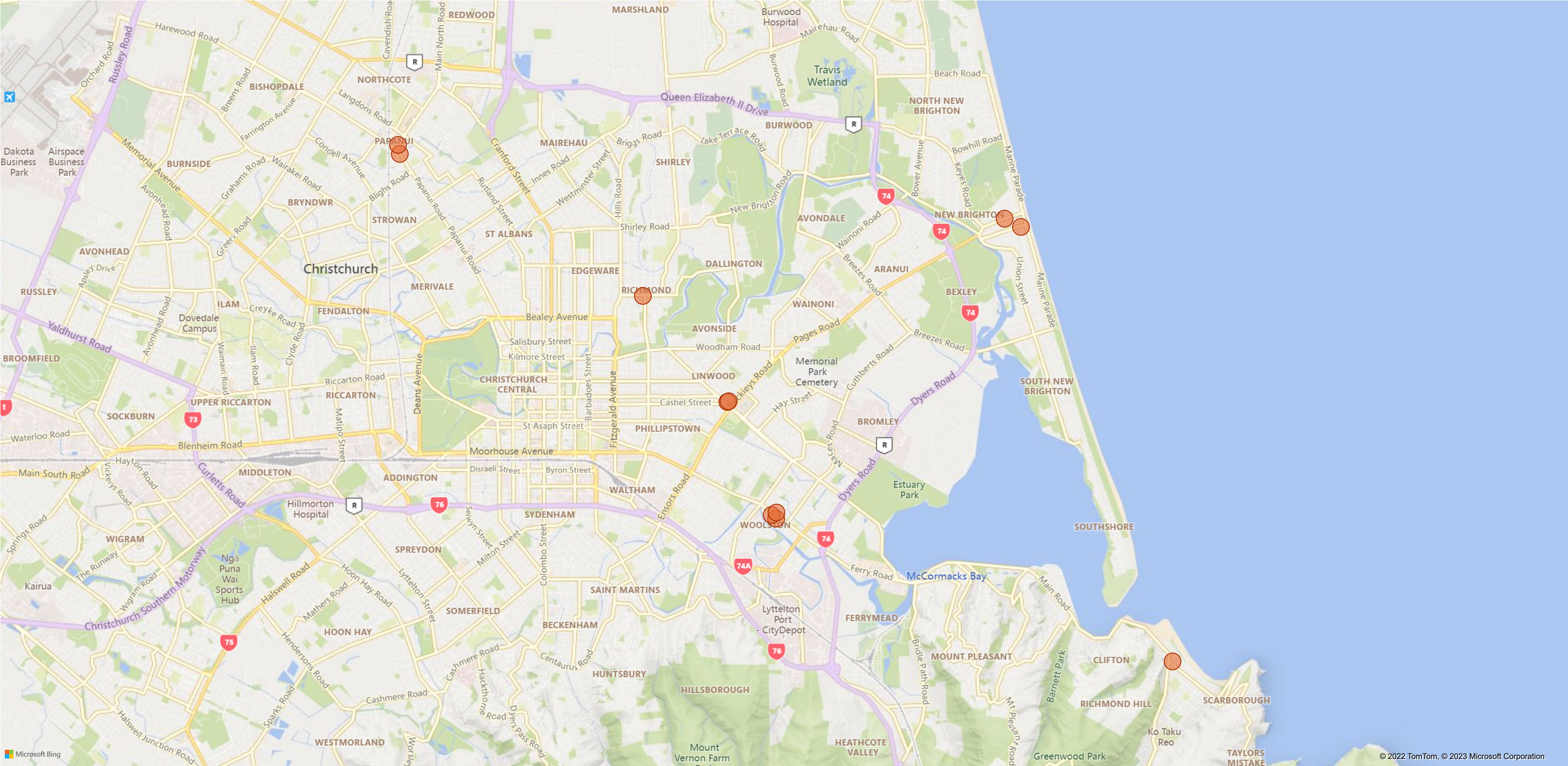
Selling E-cigarettes

10

Selling junk food

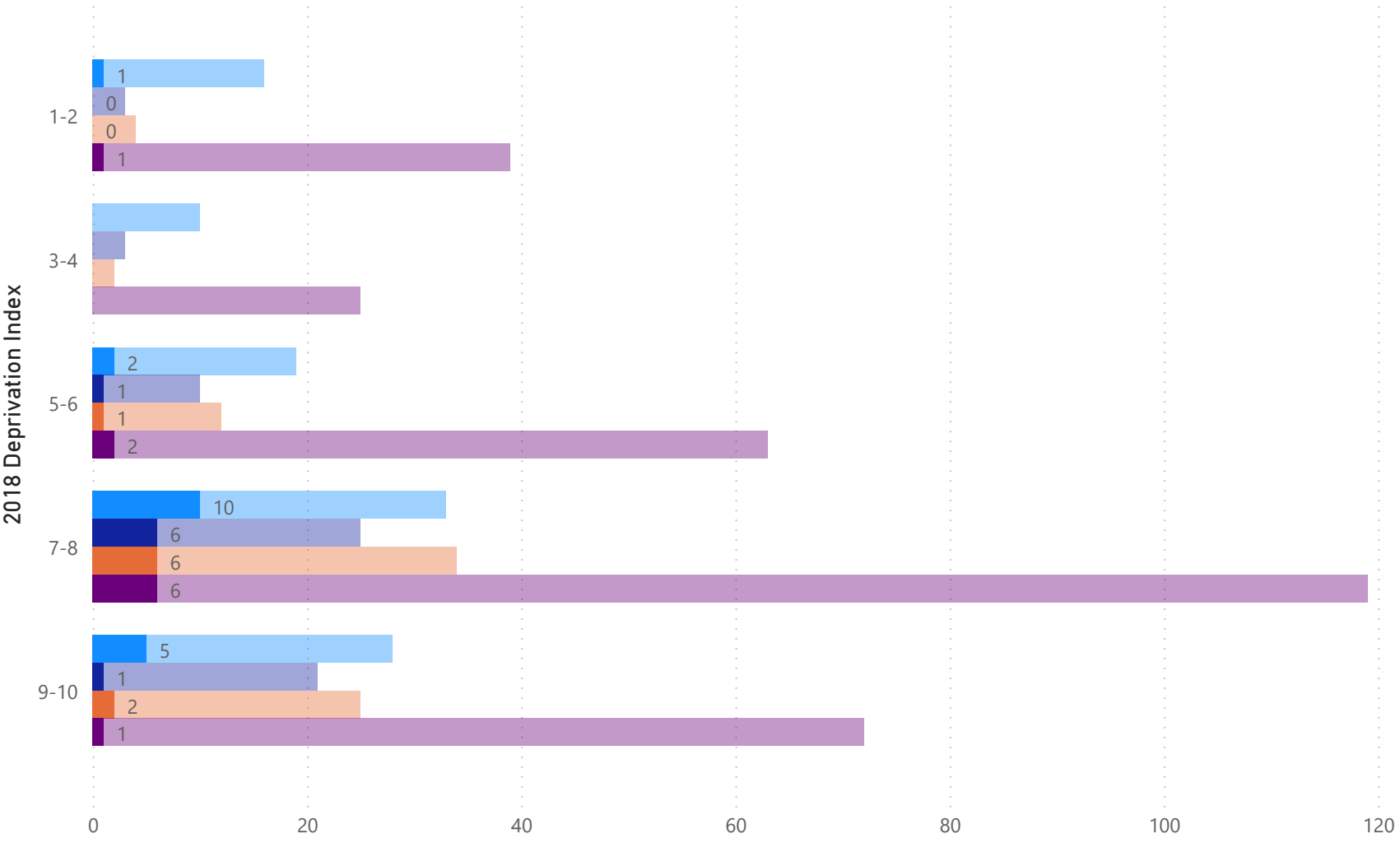
Surveyed locations

type ● Alcohol Store

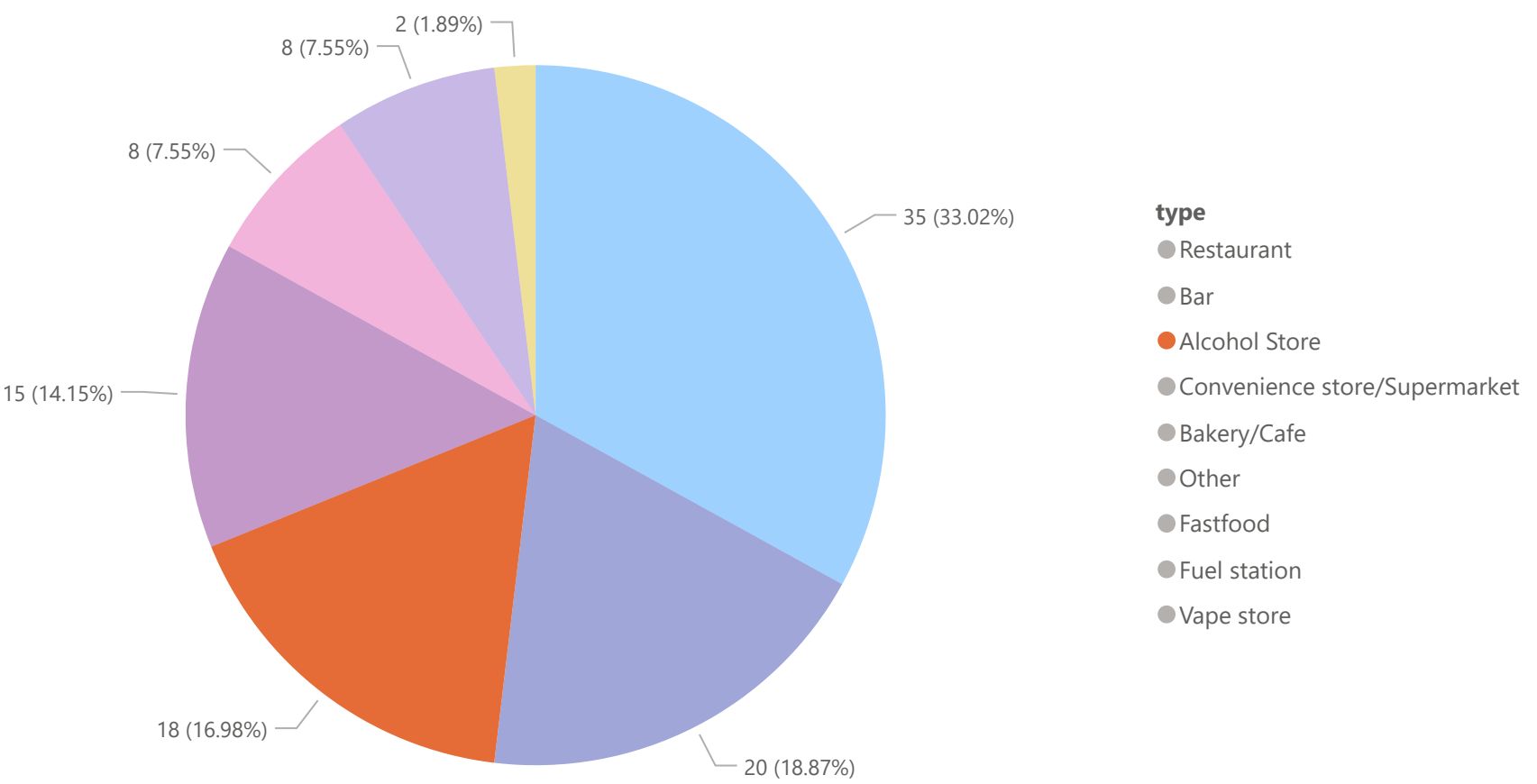


Number of different marketing by deprivation index

● Proportion of Selling Alcohol ● Proportion of Selling cigarettes/ tobacco ● Proportion of Selling E-cigarettes ● Proportion of Selling junk food



Where alcohol is sold



type	Alcohol Store		Bakery/Cafe		Bar		Convenience store/Supermarket		Fastfood		Fuel station		Other		Restaurant		Vape store		Total	
Deprivation level	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
1-2	1	5.56%	11	17.19%	4	19.05%	2	4.17%	8	6.72%	1	11.11%	5	14.29%	9	18.75%	1	7.69%	42	11.20%
3-4			10	15.63%	1	4.76%	2	4.17%	6	5.04%	1	11.11%	1	2.86%	4	8.33%			25	6.67%
5-6	2	11.11%	8	12.50%	1	4.76%	8	16.67%	25	21.01%	2	22.22%	3	8.57%	16	33.33%	2	15.38%	67	17.87%
7-8	10	55.56%	20	31.25%	6	28.57%	18	37.50%	54	45.38%	1	11.11%	12	34.29%	11	22.92%	8	61.54%	140	37.33%
9-10	5	27.78%	15	23.44%	9	42.86%	18	37.50%	26	21.85%	4	44.44%	14	40.00%	8	16.67%	2	15.38%	101	26.93%
Total	18	100.00%	64	100.00%	21	100.00%	48	100.00%	119	100.00%	9	100.00%	35	100.00%	48	100.00%	13	100.00%	375	100.00%

Deprivation level	Displaying junk food related ads	Displaying alcohol related ads	Displaying vape related ads
1-2	8.76%	18.97%	28.57%
3-4	4.12%	10.34%	0.00%
5-6	23.71%	12.07%	14.29%
7-8	39.69%	39.66%	28.57%
9-10	23.71%	18.97%	28.57%
Total	100.00%	100.00%	100.00%

Deprivation level	Selling Alcohol	Selling cigarettes/ tobacco	Selling E-cigarettes	Selling junk food
1-2	15.09%	4.84%	5.19%	12.26%
3-4	9.43%	4.84%	2.60%	7.86%
5-6	17.92%	16.13%	15.58%	19.81%
7-8	31.13%	40.32%	44.16%	37.42%
9-10	26.42%	33.87%	32.47%	22.64%
Total	100.00%	100.00%	100.00%	100.00%