

**C L I F F O R D
C H A N C E**

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YOUR REFERENCE

IN REPLY PLEASE QUOTE
70-40375423/LRT/FC

DATE
14 September 2009

DIRECT DIAL
020 7006 8090

The Centre for Tobacco Control Research
University of Stirling
Stirling
FK9 4LA

Dear Sirs

Freedom of Information request

We refer to the report *Point of Sale Display of Tobacco Products*, produced by the Centre for Tobacco Control Research and dated August 2008 (the "Report"). We refer in particular to the survey referred to in the 'Introduction' to the Report (page 4) as the "Cancer Research UK CTCR survey of adolescents' reactions to tobacco marketing" (the "Survey").

In that regard we should be grateful if you would provide us with the following information pursuant to the provisions of the Freedom of Information (Scotland) Act 2002 (the "Act"):

1. all primary data relating to the Survey and the analysis in the Report based on the Survey;
2. all questionnaires used in carrying out the Survey;
3. all interviewers' handbooks and / or instructions used in carrying out the Survey;
4. all data files, including weight variables, connected with the Survey; and
5. all record descriptions connected with the Survey.

In addition, we should be grateful if would provide us, pursuant to the provisions of the Act, with all information held by the Centre for Tobacco Control Research, the Institute for Social Marketing and / or the University of Stirling relating to:

- (a) sampling in the context of the Survey (including any information on categories of stratification of the wards, the distribution of the selected wards and of all the wards in these categories, the quota definitions for respondent selection, and the mechanisms and criteria for respondent selection);

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- (b) data collection in the context of the Survey (including any information on the identity of the professional interviewers, whether interviewers belonged to a commercial organization or were freelance, whether and what kind of training sessions were organised for the interviewers, the content of any training sessions and whether all interviewers attended, whether parents or children were approached first in respondent selection, the language used to ask consent to participate, whether interviews were conducted immediately after obtaining consent, and whether parents were present at interviews);
- (c) the handling of non-response in the context of the Survey (including any information on how many people were approached to obtain responses, the characteristics of those who did not agree to participate, and when the questionnaire was considered as completed); and
- (d) post-stratification weighting and analysis in the context of the Survey (including any information on whether weighting was used to make data similar to population or to make surveys similar to each other, the distribution of the weights, the obtaining of standard errors and confidence intervals for the data, the use of goodness-of-fit measures with logistic regression and multiple regression, and the goodness-of-fit indicated by these measures).

Should certain materials within our request possibly be exempt from release under the Act, please send any material that is demonstrably not exempt as soon as it is retrieved, rather than waiting to release all documentation after a decision has been reached on those materials possibly exempt.

Should any materials requested above be held by the Centre for Tobacco Control Research in England or Wales, please also treat this letter as a request for those documents pursuant to the provisions of the Freedom of Information Act 2000.

You will be aware that under the Act you are obliged to respond to this request within 20 working days. Should you wish to discuss this matter further, please contact Fraser Campbell on 020 7006 8090 or fraser.campbell@cliffordchance.com.

Please mark all correspondence for the attention of Fraser Campbell.

Yours faithfully



CLIFFORD CHANCE LLP

Copy to:

The Freedom of Information Unit
University of Stirling
Stirling
FK9 4LA