



impac **TEEN**



*A Policy Research Partnership
to Reduce Youth Substance Use*




**Supported by:
The Robert Wood Johnson Foundation**

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ImpacTeen is part of Bridging the Gap: Research Informing Practice for Healthy Youth Behavior, supported by the Robert Wood Johnson Foundation and administered by the University of Illinois at Chicago



Variability in Tobacco Friendliness Across Retail Outlets in the U.S.

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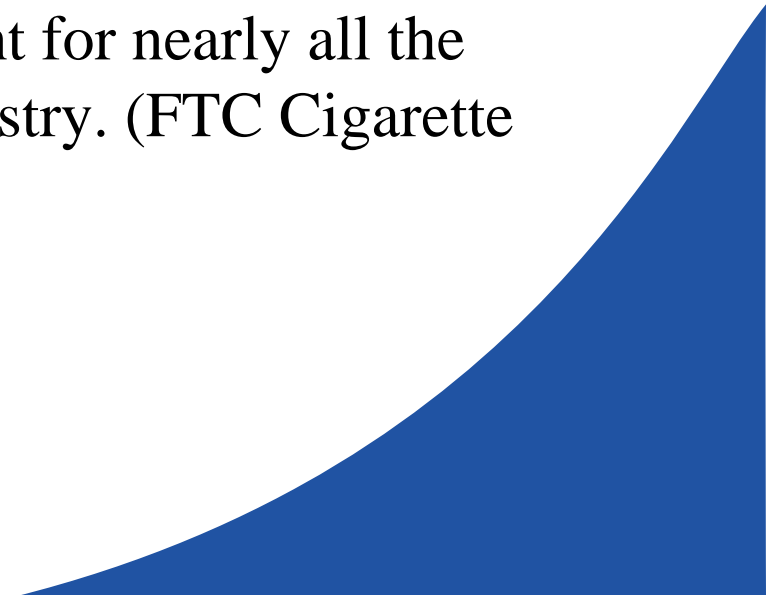
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Introduction

- In 2000, the Tobacco Industry increased its spending to \$9.57 billion on cigarette advertising and promotions (i.e., gift with purchase, buy one get one free) from 1999. This represents a 16.2 percent increase.
- Increased point-of-sale advertising by 5.3 percent.
- These increases in expenditures account for nearly all the overall increase in spending by the industry. (FTC Cigarette Report, 2000).



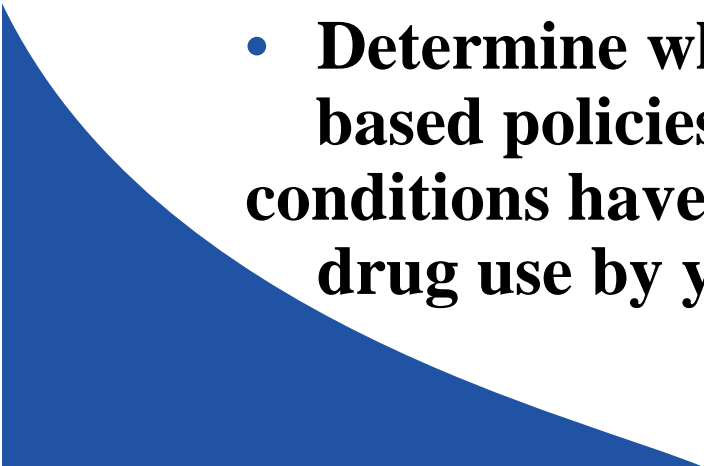
Introduction Cont'd.

Purpose

- To present findings from two recent publications resulting from the the ImpacTeen Project regarding the Tobacco Industry's response to the billboard ban resulting from the Master Settlement Agreement and store type variations in the point-of-purchase tobacco environment.
- To describe how tobacco company marketing practices have evolved in recent years, particularly the industry's increased focus on the retail environment.




Purposes of the Community Data Collections

- **Measure the full range of community *policies, programs, and other environmental conditions* that may impact substance use by youth.**
 - **Track the implementation and enforcement of state and local policies that may affect youth substance use.**
 - **Capture changes in these influences over time**
 - **Determine what *impact* state, local, and school-based policies, programs, and environmental conditions have on smoking, drinking, and illicit drug use by youth.**
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Design of Community Assessments



- **Data collected in catchment areas/enrollment zones for half-sample of MTF schools each year**
 - > *Radius employed in high density sites*
 - > *242 schools in 2001; 244 in 2002*
 - **Four Major Components:**
 - > *Tobacco/Alcohol Retail Store Observations*
 - > *General Community Observations*
 - > *Collection of Local Ordinances/Regulations*
 - > *Key Informant Telephone Surveys*
- 

Store Observations

- **Aim is to capture the marketing and counter-marketing environment youth face for tobacco and alcohol at the point-of-purchase**
 - > **Tobacco/alcohol pricing and promotions**
 - > **Product placement**
 - > **Functional objects**
 - > **Interior/exterior/parking lot advertising**
 - > **Access/health-related signage**
 - > **Basic store characteristics**
- **Store Sample**
 - > **Potential outlets selected based on SIC codes**
 - > **Screening calls to determine if tobacco sold**
 - > **Random sample of up to 30 stores per site**
 - avg. 18.3/site



1999 Cigarette Billboard Ban

- **ImpacTeen in field as cigarette billboards came down under Master Settlement Agreement**


- multipack discounts, gifts with purchase, cents off coupons more likely after billboard ban
- > Found:
 - exterior and interior store advertising more pervasive after billboard ban
 - functional objects more frequent after billboard ban

MMWR Paper

- **Using 1999 data, observed variations in tobacco POP environments by store-type.**
- **Information was presented on 6 POP features: placement, promotions, functional objects, presence and extent of interior and exterior advertising, presence of low-height interior advertising, and presence of tobacco control signage.**

MMWR Paper Cont'd

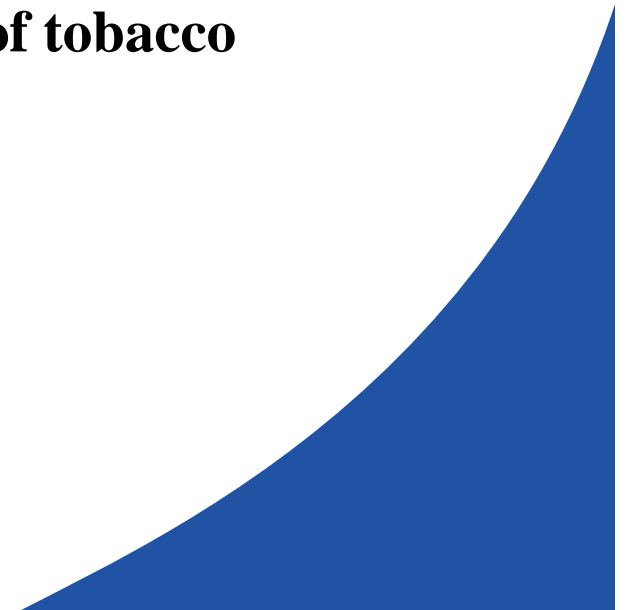
Findings:

- **92.1%** of observed stores had some form of POP presence.
 - **36.4%** had self-service placement.
 - **25.2%** offered multi-pack discounts.
 - **68.5%** had at least one tobacco-branded functional object.
 - **80%** of retailers had interior tobacco advertising, with **22.8%** having high levels and **4.9%** displaying low-height ads.
 - **58.9%** of stores had exterior advertising, with **40.4%** having high levels
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MMWR Paper Cont'd


Findings Cont'd:

- **Convenience/gas retailers were more likely to have 5 of the 6 measures and convenience and liquor stores were more likely to have 4 of the measures with drug stores less likely to have 2 of the measures.**
- **65.8% of observed stores had some form of tobacco control signage.**
- **48% had industry-sponsored signage.**
- **32.7% had FDA-sponsored signage.**



MMWR Paper Cont'd

Findings Cont'd:

- **4.1 % had health warning signage and 6.3% had other minors' access signs.**
 - **Convenience/gas retailers were more likely to have industry-sponsored signage, and gas stations and liquor stores were less likely to have health warning signage.**
 - **This study suggests that convenience, convenience/gas and liquor stores were more likely to have tobacco friendly environments.**
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Cigarette Pricing

	1999	2000	2001	2002
Marlboro	\$2.95	\$3.31	\$3.54	\$3.79
Newport	\$2.89	\$3.25	\$3.63	\$3.89

Cigarette Promotion

	1999	2000	2001	2002
Marlboro	48%	46%	44%	51%
Newport		26%	39%	43%

Marlboro Cigarette Promotion Breakdown by Type

	1999	2000	2001	2002
Cents-Off Coupon	NA	3.1%	2.6%	6.2%
Mail-In Coupon	NA	14.1%	1.6%	3.9%
Gift w/ Purchase	NA	0.46%	12%	9%
Multi-Pack Discount	NA	16%	15%	23%
Special Price	NA	29%	33%	38%

Newport Cigarette Promotion Breakdown by Type

	1999	2000	2001	2002
Cents-Off Coupon	NA	6%	11%	11.5%
Mail-In Coupon	NA	2%	0.8%	9%
Gift w/ Purchase	NA	0.2%	2.3%	5.4%
Multi-Pack Discount	NA	7.3%	9%	20.5%
Special Price	NA	17%	21%	30%

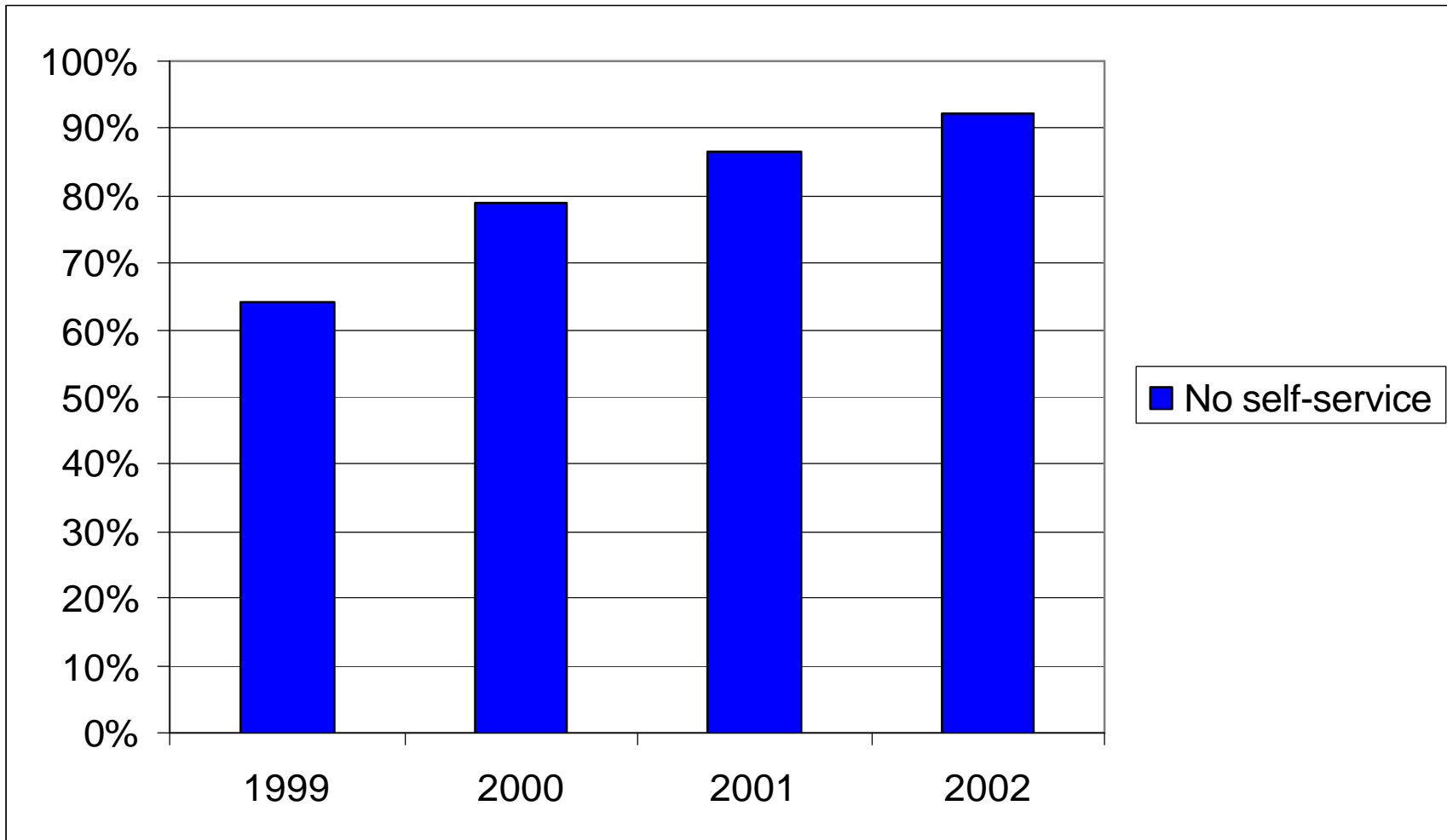
Any Marlboro Promotions by Store Type

	2000	2001	2002
Convenience	11.02	12.96	11.14
Gas /Conv.	43.35	38.89	46.34
Gas Station	6.74	8.21	3.19
Grocery Store	8.20	6.28	7.03
Supermarket	9.47	9.02	10.43
Pharmacy	9.65	10.47	11.36
Tobacco Outlet	2.37	2.82	3.26

Any Newport Promotions by Store Type

	2000	2001	2002
Convenience	16.62	16.87	19.65
Gas /Conv.	35.84	30.56	33.81
Gas Station	5.19	3.37	3.14
Grocery Store	5.71	11.51	9.43
Supermarket	5.71	7.54	6.13
Pharmacy	14.29	9.33	9.59
Tobacco Outlet	3.64	5.16	4.25

Cigarette Placement



Cigarette Advertising

	1999	2000	2001	2002
Interior – 4 pt. scale	2.0	2.4	2.1	2.1
Exterior % w. any	58%	58%	53%	53%
Functional Objects – any	70%	70%	62%	49%
Low-Height – any	56%	38%	39%	35%

Any Interior Advertising by Store Type

	1999	2000	2001	2002
Convenience	49.3	43.15	42.6	37.28
Gas /Conv.	44.23	45.71	40.58	32.38
Gas Station	21.66	24.59	22.53	10.27
Grocery Store	52.41	38.88	38.61	41.44
Supermarket	39.89	26.76	33.51	31.4
Pharmacy	29.74	12.01	29.82	19.63
Tobacco Outlet	55.74	69.16	76.27	82.35

Any Exterior Advertising by Store Type

	1999	2000	2001	2002
Convenience	74.35	71.72	68.30	65.79
Gas /Conv.	76.68	71.71	65.73	69.70
Gas Station	56.51	59.28	54.77	52.09
Grocery Store	58.93	54.69	58.96	45.41
Supermarket	11.54	9.47	7.27	8.99
Pharmacy	12.24	8.93	7.02	12.5
Tobacco Outlet	73.61	77.57	85.00	81.36

Other General Findings

	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>
Any Func. Objects	70%	70%	62%	49%
FDA Signage	30%	10%	9.5%	15%
Industry Signage	47%	67%	66%	78%
Any Counter Ads	64%	73%	76%	87%



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Conclusions

- Self-service placement has decreased
- Price has increased
- Interior and exterior tobacco advertising remains prevalent
- FDA signage decreased
- Industry signage increased
- Functional objects remain prominent



PDF Versions Available

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