



A Policy Research Partnership
to Reduce Youth Substance Use



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Retailers and the American Alcohol Point-of-Purchase Environment: 2000-2001

Y Terry-McElrath*, E Harwood**

J Myllyluoma†

D Erickson**, L Fabian**, S Slater‡, F Chaloupka‡

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* Institute for Social Research, University of Michigan

** Alcohol Epidemiology Program, University of Minnesota

† Battelle Centers for Public Health Research and Evaluation

‡ Health Research and Policy Centers, University of Illinois at Chicago





ImpacTeen is....

...Multi-site research collaborative

...Alcohol, tobacco, and illicit drugs


...Prevention research

...State, community, and school level responses
to youth substance use






The Alcohol POP Environment: What is it?

- Point-of-purchase: retail, “off-site” environment
 - Marketing and advertising efforts:
 - Products and product placement
 - Pricing
 - Advertising, including counter advertising
 - Functional objects
 - Promotions
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The Alcohol POP Environment: Why Worry?


The research community's concerns regarding underage drinking and risky alcohol use:

- U.S. monthly consumption of alcohol is:
 - 20% underage drinkers (aged 12-20)¹
 - 30% adult heavy drinkers (>5 drinks/sitting)¹
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The Alcohol POP Environment: Why Worry?

Underage drinking and risky alcohol use:

- Price and ease of access to alcoholic beverages have been associated with injury² and violence such as rape, robbery, and assault.³
 - Retail price advertising is related to domestic violence toward children⁴ and the probability of drinking and driving among all drinkers.⁵
 - Product placement is related to sales volume.⁶
 - Youth see more alcohol advertising in magazines than adults⁷. Little is known about comparative exposure to advertising in the retail environment.
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The Beverage Industry's Interest in POP Marketing and Advertising:

- 70% of consumers' final buying decisions are made once inside the store. ⁸
 - In-store ad materials increase overall beverage sales in supermarkets by 2%-65%. Increases for beer may be up to 17%. Layering more than one advertising method pushes sales increases even higher. ⁸
 - POP marketing is essential to reinforce TV, print, and radio advertising. ⁸
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The Beverage Industry's Interest in POP Marketing and Advertising, cont.:


- 74% of all beer sales are in retail establishments, led by convenience stores and gas stations.⁹
 - Young adults (aged 21-27) are most likely to purchase beer in package and convenience stores. ⁹
 - 75% of teens shop at convenience or convenience/gas stores weekly.¹⁰
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Variation in the POP Environment


- State regulations on sales outlets and advertising
- Local ordinances on percentage of retailer window advertising
- Store-type variance

Measuring Community Alcohol POP Activity

- What to look for?
 - How to reliably measure POP issues?
 - Are there national comparisons?
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Selection of Alcohol Retailers

- Random or Systematic Sample:
 - State or local liquor licensing lists
 - Commercial business lists (InfoUSA, Dunn & Bradstreet) based on SIC codes
 - Convenience or Target Sample:
 - Select stores in certain neighborhoods, near schools, or known to sell to minors
 - Random/Systematic sample for research and national comparisons. Convenience/target sample OK for local activist/media efforts.
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In-Store Observation Protocol

- Follow a standardized protocol
 - Comprehensive training includes field practice and certification
 - Observations conducted by adults
 - Observations conducted unobtrusively
 - Notes taken inside the store, data recorded outside of store
 - Data recorded on standardized form
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Quality Control Issues

- How to measure quality of observational data collection?
 - Inter-rater reliability as a measure of quality control
 - **We found a 92.5% overall item agreement using repeated measures by multiple observers in 16 venues within short time of each other.**
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Why Placement of Beer or Other Relevant Products is Important

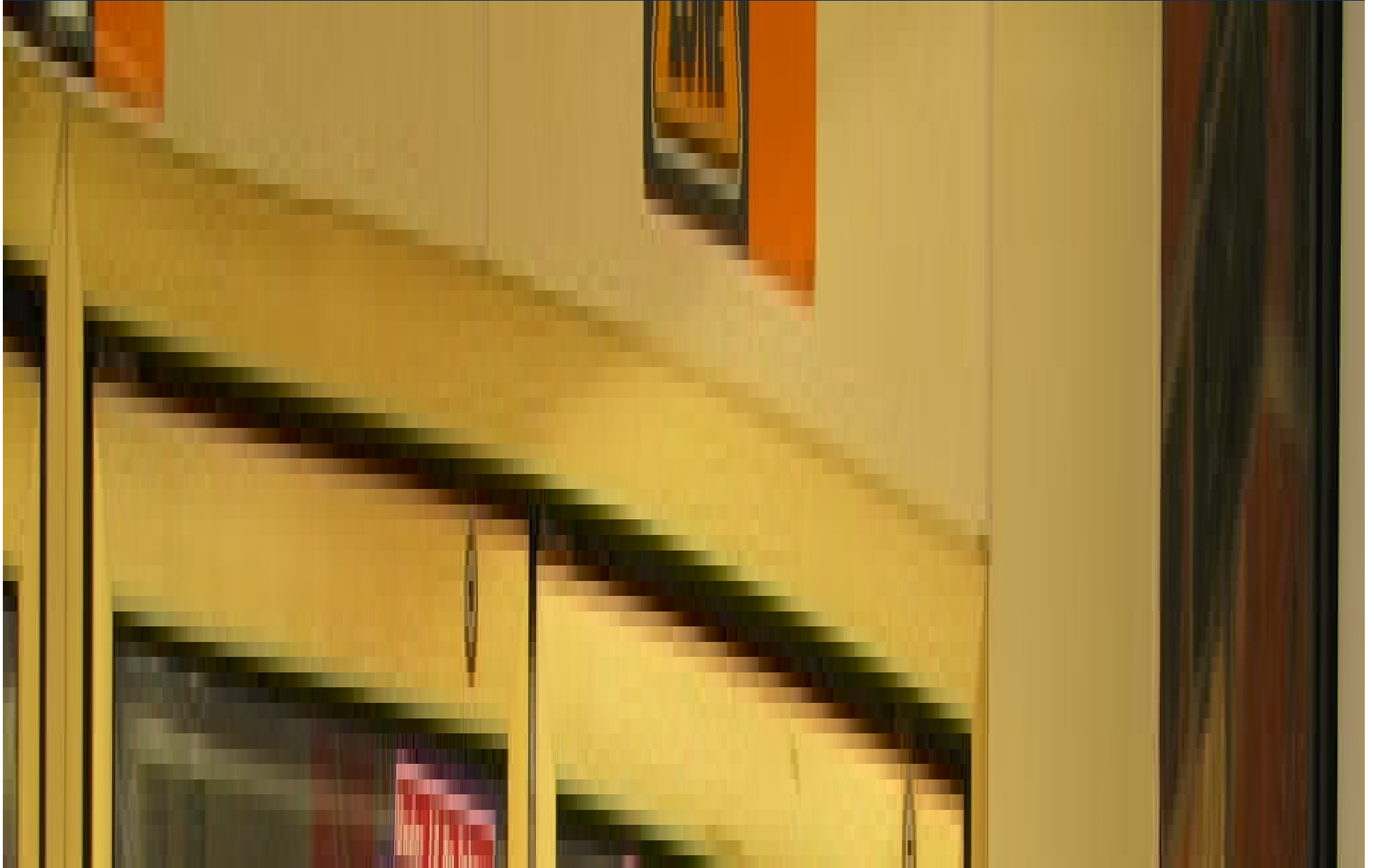
- Ease of access (self service vs. clerk-assisted)
 - Readiness to be consumed (cooled vs. room temperature)
 - Affordability (availability of singles)
 - Advertising (visual impact of product displays)
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Types of Placement

- Refrigerator/Cooler
 - Shelves
 - Floor Display
 - Singles in Bucket
 - Behind the Counter
 - Locked or Closed Cabinet
 - Other
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Placement – In Cooler



Placement – On the Shelf



Placement – Floor Displays



Placement – Floor Display



Placement – Singles in Bucket



Placement – Behind counter

