impacTEEN

A Policy Research Partnership to Reduce Youth Substance Use

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The Robert Wood Johnson Foundation

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Tobacco-Friendly Retail Outlets: What are they and are they Getting Friendlier?

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Purpose

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- To provide a thumbnail sketch of what we are observing in tobacco retail outlets that can help determine a store's overall level of retail tobacco friendliness.

- To present results obtained from data collected as part of the ImpacTeen project on variations in cigarette placement, advertising, and pricing by store type.

Introduction

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• Research indicates that the point-of-purchase environment may be an important factor in increasing demand for tobacco among adolescents, since three out of four teenagers visit a convenience store at least once per week (POPAI, 1992).

• Current research indicates that youth access to tobacco products, especially cigarettes, may be related to advertising and marketing at the point of purchase: the retail environment (Schooler et al., 1996; Voorhees et al., 1998; Wildey et al., 1995).

• A California study found that tobacco companies are aggressively using stores to market cigarettes (Feighery et al., 2001).

Data and Methods

- Selection of communities was determined by the location of public schools in a nationally representative sample of 8th, 10th, and 12th grade students.

- For each index school, a catchment area, or community, was defined reflecting the area from which the school draws the majority of its students.

- A list of all likely tobacco retailers within the specified area was then generated.

- From that list, a random sample of up to 30 tobacco retail outlets was selected for on-site observation (if less than 30, a census of retailers was selected).

Data and Methods
(continued)

All store observations were done during February through June for each year.

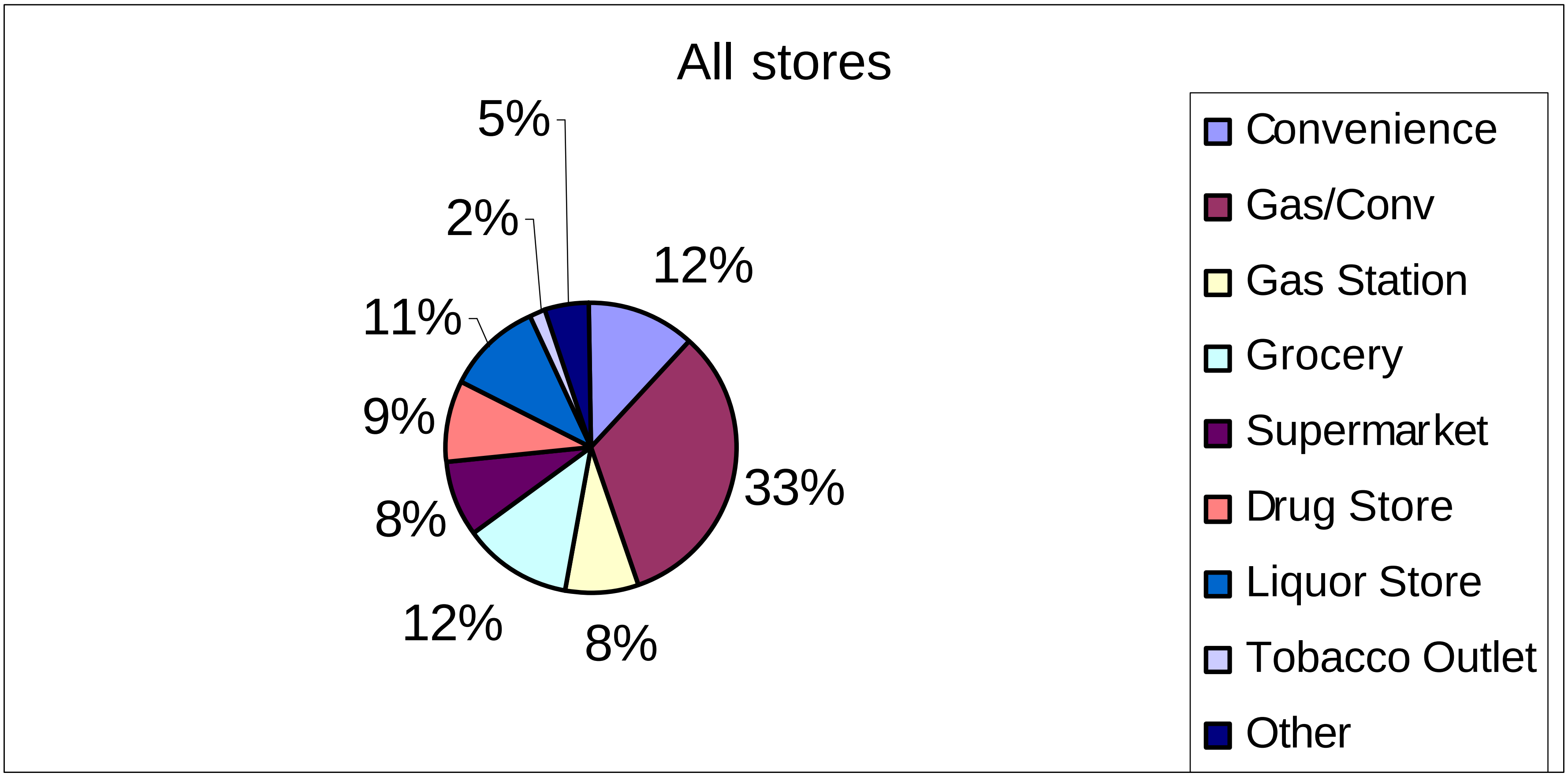
Year	Communities	# of Retailers
1999	163	2,990
2000	167	3,002
2001	186	2,832

Analysis

•All analyses were run by store type using Stata 7.0 svymeans and svyprop to account for weighted and clustered data.

•Point estimates and confidence intervals were used to determine level of significance

Breakdown of Sample by Store Type



Tobacco-Friendly Retail Outlet Factors

- Price
- Placement
- Functional Objects
- Advertising
- Counter-advertising

An Overview of Retail Store Observations

Pricing (Single Pack):	1999	2001	Change
Marlboro	$3.13	$3.49	$0.36*
Newport	$3.27	$3.59	$0.32*
Inflation adjusted			

Placement:	1999	2001	Change
Any self assisted	35%	11%	(-24%)***
On Counter	26%	7%	(-19%)***
Off Counter (in view)	11%	4%	(-7%)***
Off Counter (not in view)	3%	1%	(-2%)***
Behind Counter	88%	90%	(+2%)

*p<.05; **p<.01; ***p<.001

Placement by Store Type
Any Self-Assisted

	Any Self Assisted (n=8783)		
	1999%	2001%	Change
Convenience	37	6	-31***†
Gas /Conv.	39	15	-24*** †
Gas Station	28	7	-21*** †
Grocery Store	22	3	-19***
Supermarket	36	3	-33***†
Pharmacy	29	7	-22***†
Liquor Store	44	23	-21***†
Tobacco Outlet	60	75	+15
Other	38	20	-18*

*p<.05;**p<.01;***p<.001

† Linear trend across all three years

Placement by Store Type
On Counter

	On Counter (n=8746)		
	1999%	2001%	Change
Convenience	34	4	-26***†
Gas /Conv.	34	11	-23***†
Gas Station	20	6	-14***†
Grocery Store	14	1	-13***†
Supermarket	14	0	-14***†
Pharmacy	25	5	-20***†
Liquor Store	33	17	-16**
Tobacco Outlet	40	44	+4
Other	5	13	+8**†

*p<.05;**p<.01;***p<.001

† Linear trend across all three years

Placement by Store Type
Off Counter - In View

	Off Counter in view (n=8746)		
	1999%	2001%	Change
Convenience	7	3	-4
Gas /Conv.	12	5	-7*†
Gas Station	7	1	-6*†
Grocery Store	11	2	-9**†
Supermarket	21	2	-20***†
Pharmacy	6	0	-6***†
Liquor Store	7	4	-3
Tobacco Outlet	37	59	+22
Other	22	4	-18**†

*p<.05;**p<.01;***p<.001

† Linear trend across all three years

Placement by Store Type
Off Counter - Not in View

	Off Counter not in view (n=8746)		
	1999%	2001%	Change
Convenience	3	0	-3**†
Gas /Conv.	2	1	-1
Gas Station	1	0	-1*
Grocery Store	4	1	-3**
Supermarket	9	2	-7**†
Pharmacy	2	1	-1
Liquor Store	1	2	+1
Tobacco Outlet	13	18	+15
Other	7	3	-4

*p<.05;**p<.01;***p<.001

† Linear trend across all three years

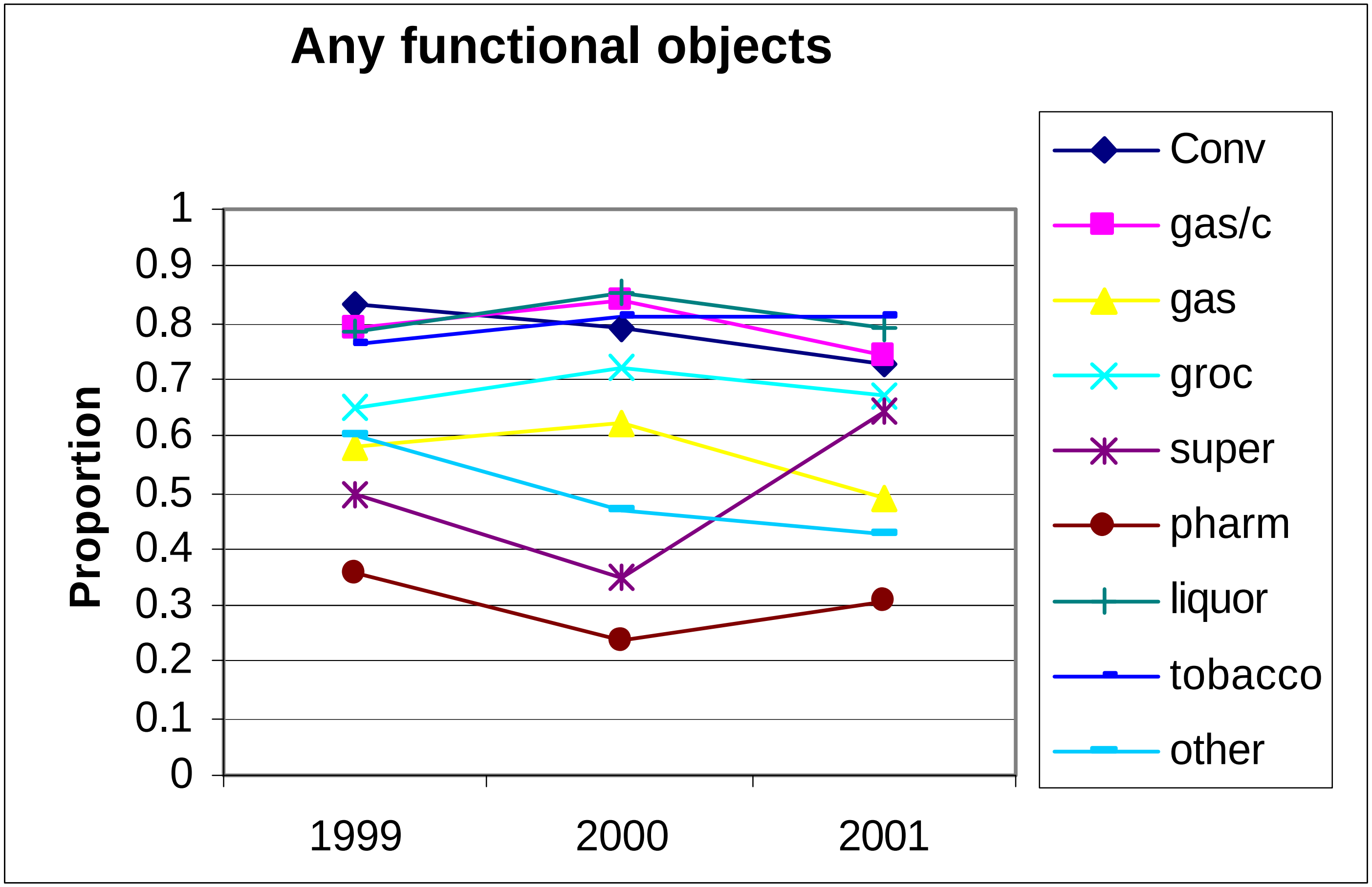
Placement by Store Type
Behind Counter

	Off Counter not in view (n=8746)		
	1999%	2001%	Change
Convenience	94	99	+5***†
Gas /Conv.	93	98	+5*†
Gas Station	91	96	+5
Grocery Store	84	89	+5
Supermarket	63	58	-5
Pharmacy	93	91	-2*
Liquor Store	88	93	+5
Tobacco Outlet	77	85	+8
Other	61	75	+14*

*p<.05;**p<.01;***p<.001

† Linear trend across all three years

Any Functional Objects

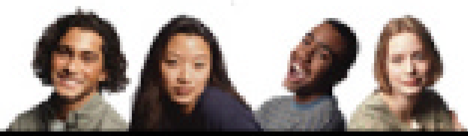


Other General Findings

	1999	2001	Change
Any Interior Ads	76%	89%	+13%***†
FDA Signage	30%	10%	-20%***†
Industry Signage	47%	67%	+20%***†
Any Counter Ads	64%	73%	+9%*

*p<.05;**p<.01;***p<.001

† Linear trend across all three years



Conclusions

- Are tobacco outlets getting friendlier?

  Pros
  - Self-service placement has decreased

  Cons
  - Interior tobacco advertisement increased
  - Functional objects remain prominent
  - FDA signage decreased
  - Industry signage increased

- More research is needed

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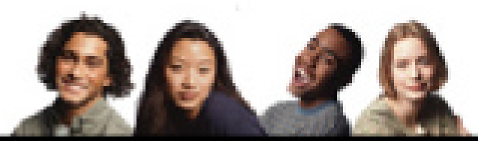

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Conclusions

- Considerable variation exists in retailer access environments by store types.

- Policy makers, advocates and researchers may find that increased knowledge about retailer environments can help improve policy development aimed at limiting access to tobacco products.

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PDF Versions Available

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