

impacTEEN



*A Policy Research Partnership
to Reduce Youth Substance Use*



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

Sandy J. Slater, MS

Erin Ruel, MA

Frank J. Chaloupka PhD

University of Illinois

Health Research and Policy Centers

Pamela I. Clark, PhD

Battelle, Centers for Public Health Research & Evaluation



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Introduction



Purpose

- To provide a thumbnail sketch of what we are observing in tobacco retail outlets that can help determine a store's overall level of "tobacco friendliness."
- Will present results obtained from data collected as part of the ImpactTeen Project on variations in cigarette placement, promotions, advertising, and pricing by store type.

Data and Methods

Community Selection

- Selection of communities was determined by the location of separate nationally representative public school (excludes parochial, private, magnet, alternative, etc.) samples 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 its students.
- A list of all likely tobacco retailers located 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)

1999 Store Observation Data

- Random sample of 2,972 tobacco retailers within 163 8th, 10th, and 12th grade school communities. (59 stores excluded from the analysis because of missing data)
- Observations conducted in 1999 from 2/16 to 6/23 to record price information for Marlboro and Newport cigarettes and evaluate levels of tobacco advertising, promotions and branded functional objects.

2000 Store Observation Data

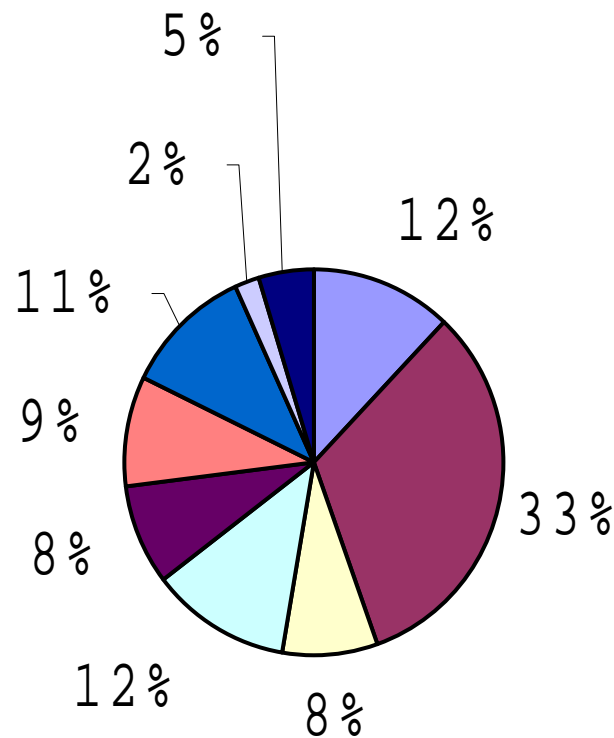
- Random sample of 2,998 tobacco retailers within 167 8th, 10th, and 12th grade school communities. (90 stores excluded from the analysis because of missing data)
- Observations conducted in 2000 from 2/29 to 7/8 to record price information for Marlboro and Newport cigarettes and evaluate levels of tobacco advertising, promotions and branded functional objects.

Analysis

- All analyses were run by store type
- For continuous measures (price) we ran ANOVA models with F test analyses to test for significance.
- For categorical measures we ran chi-square tests of independence to test for significance.
- All results shown in this presentation are significant.

Breakdown of Sample by Store Type

All stores



- Convenience
- Gas/Conv
- Gas Station
- Grocery
- Supermarket
- Drug Store
- Liquor Store
- Tobacco Outlet
- Other

An overview of Retail Store Observations

Promotions:

- Any/None: 1999 – 45%
- Marlboro: 2000 – 41%
- Newport: 2000 – 27%

Pricing (Single Pack):

	<u>1999</u>	<u>2000</u>	<u>Change</u>
• Marlboro: 1999 –	\$2.92	\$3.26	\$0.34
• Newport: 1999 –	\$3.05	\$3.43	\$0.34

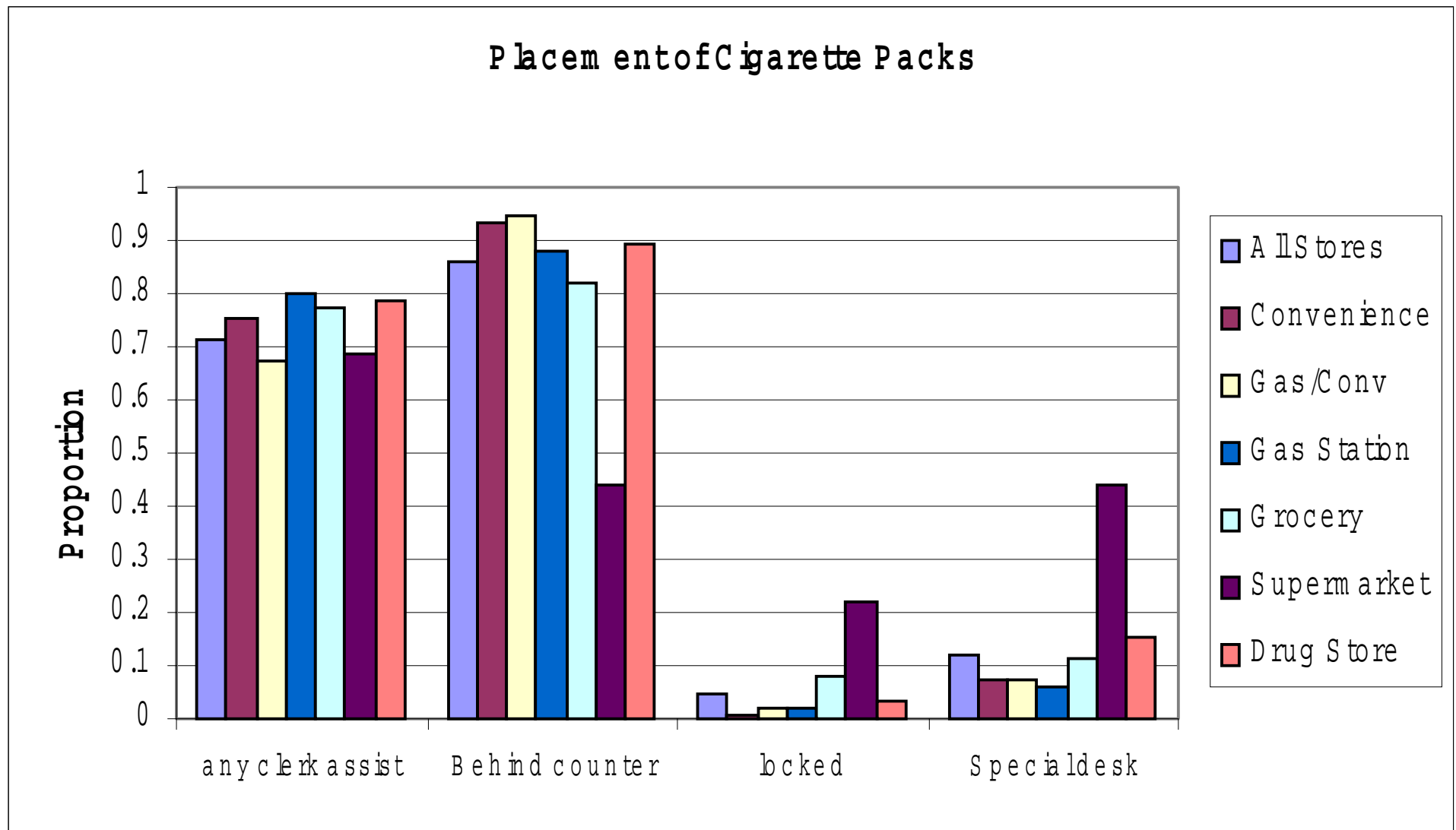
Advertising:

• Interior ads:	77%	83%	6%
• Low Interior Ads:	42%	37%	5%
• Exterior ads:	58%	57%	1%

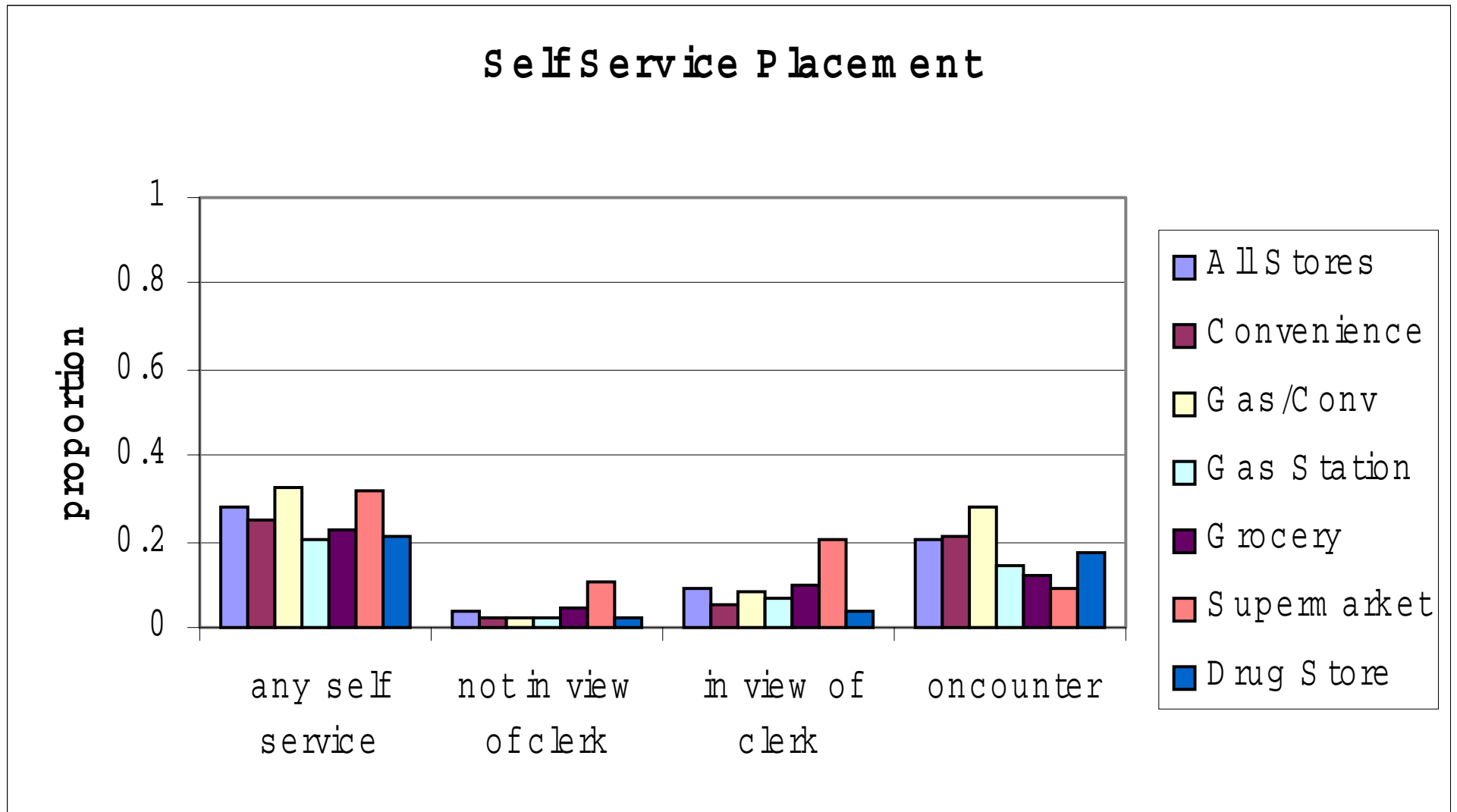
An overview of Retail Store Observations Cont'd

<u>Placement:</u>	<u>1999</u>	<u>2000</u>	<u>% Change</u>
• On counter:	26	14	12
• Off counter: (in view of clerk)	11	8	3
• Off counter: (not in view of clerk)	3	5	2
• Behind counter:	87	85	2

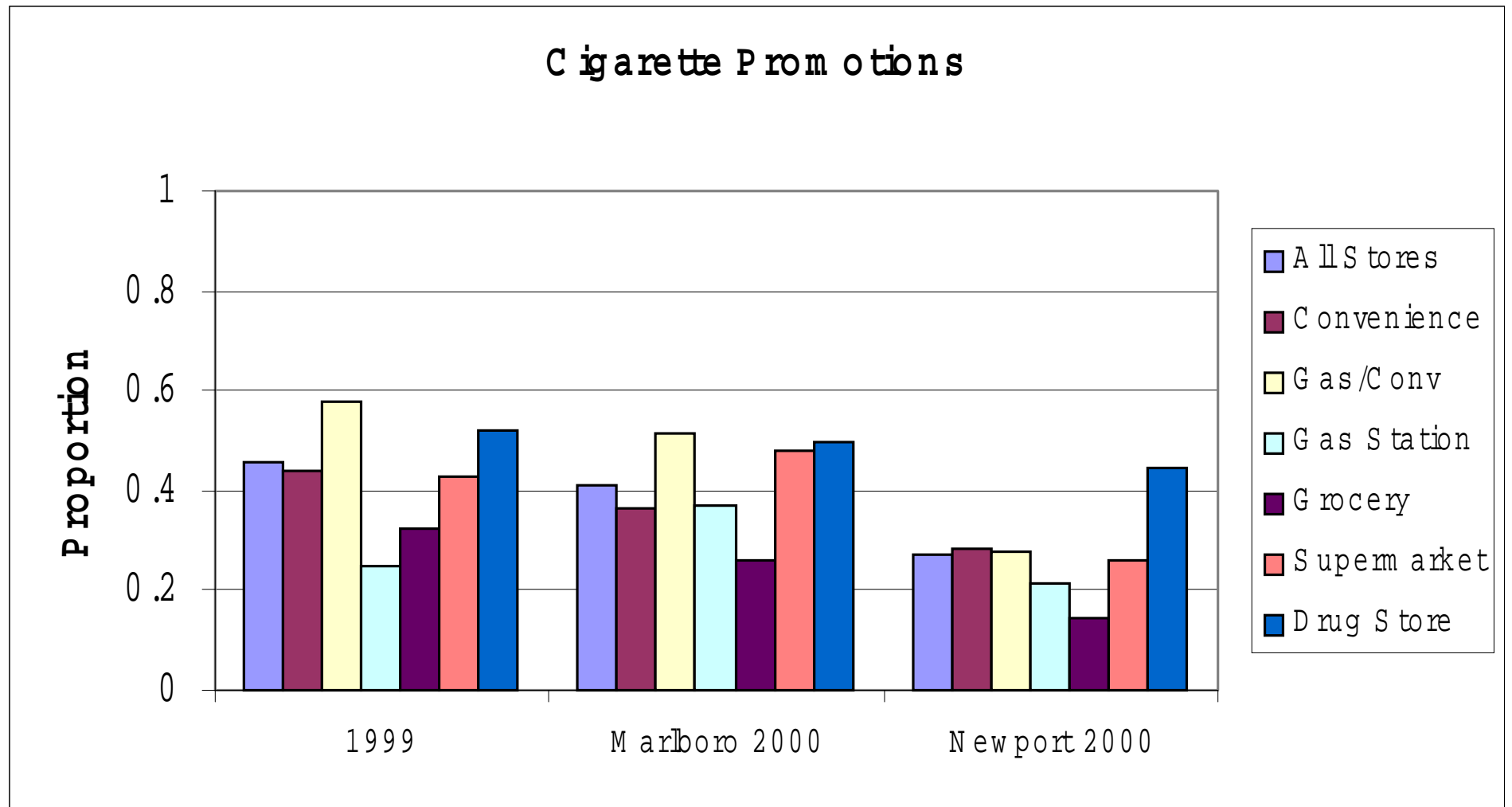
Clerk Assist Placement of Tobacco Products by Store Type



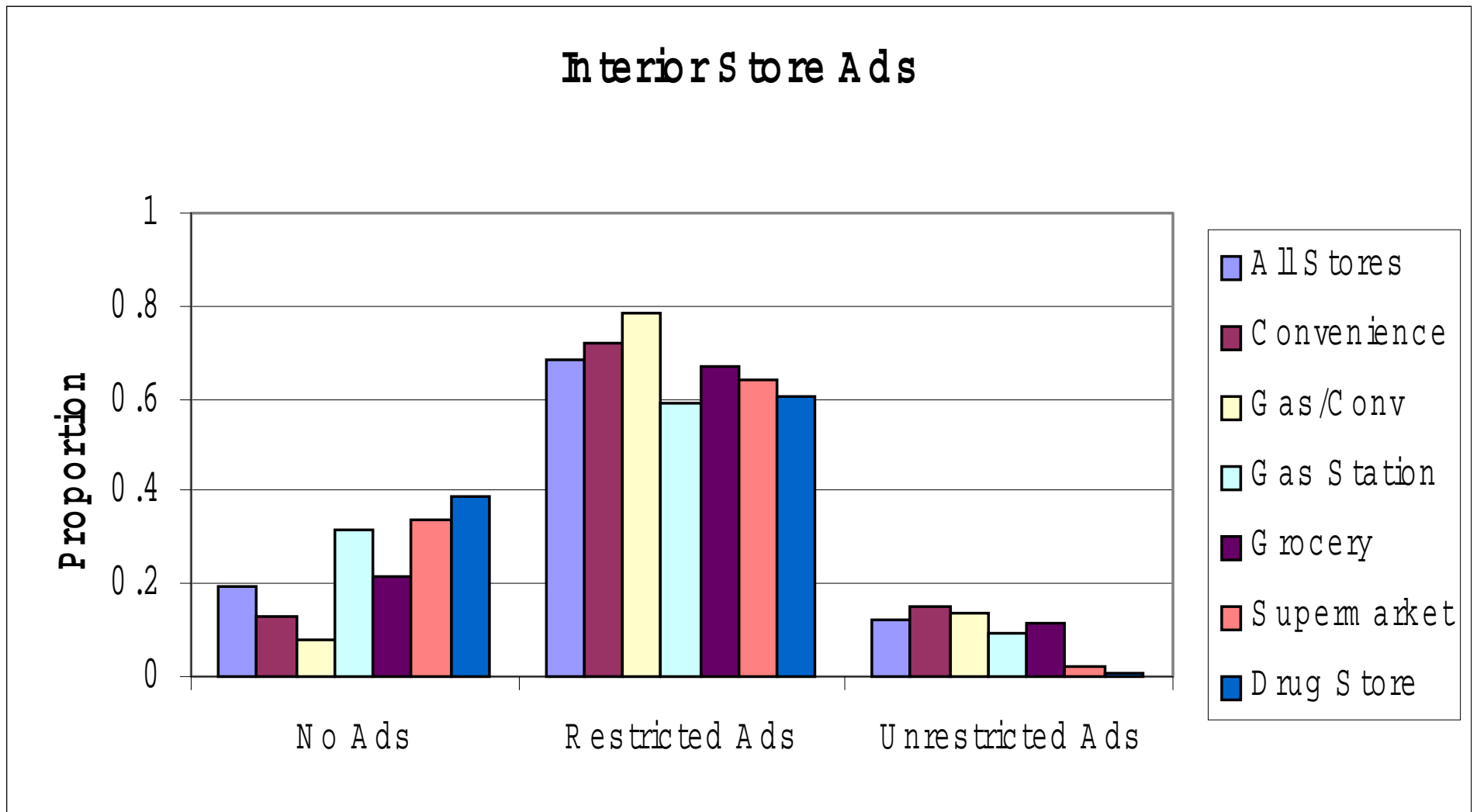
Self Service Placement of Tobacco Products by Store Type



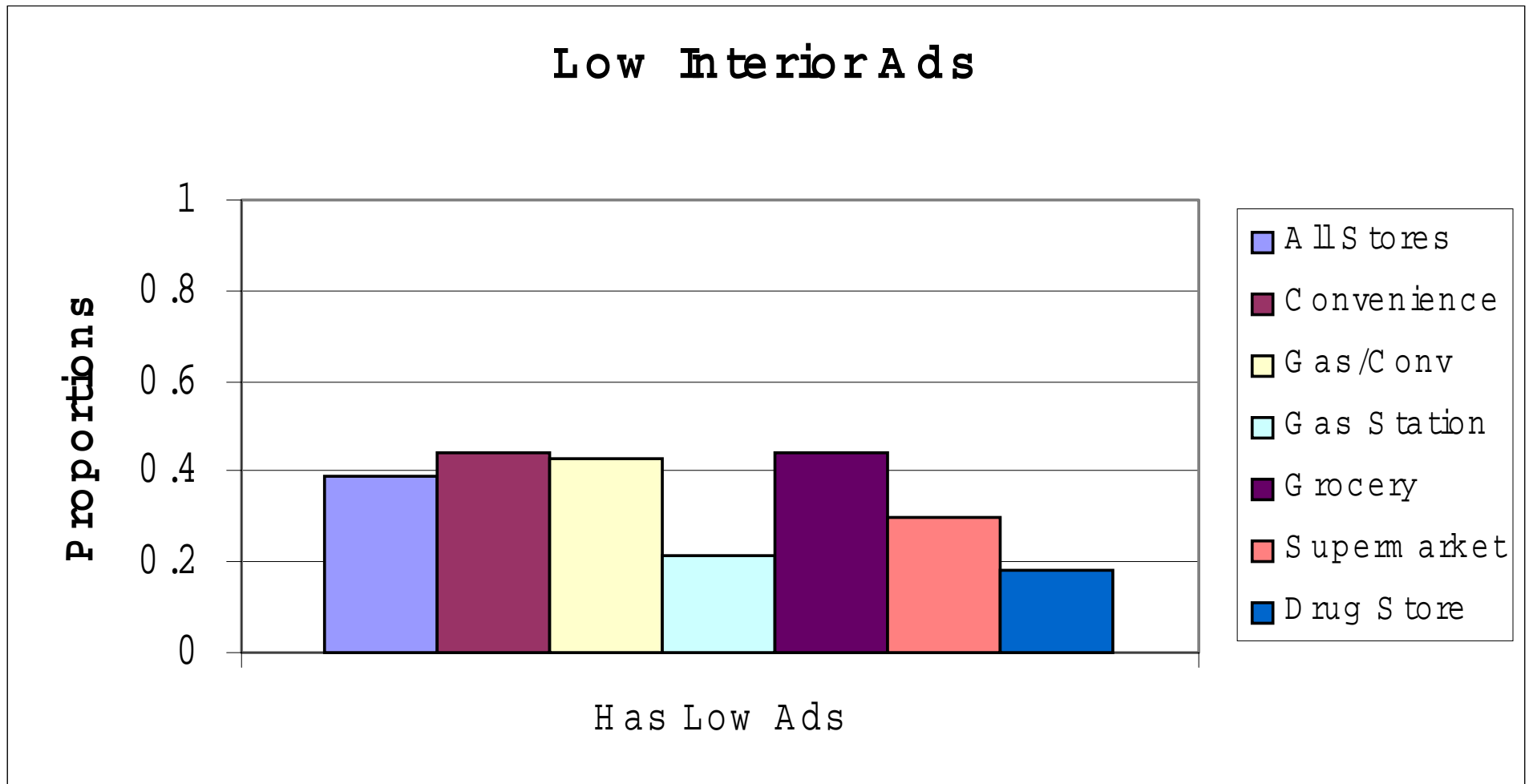
Tobacco Promotions by Store Type



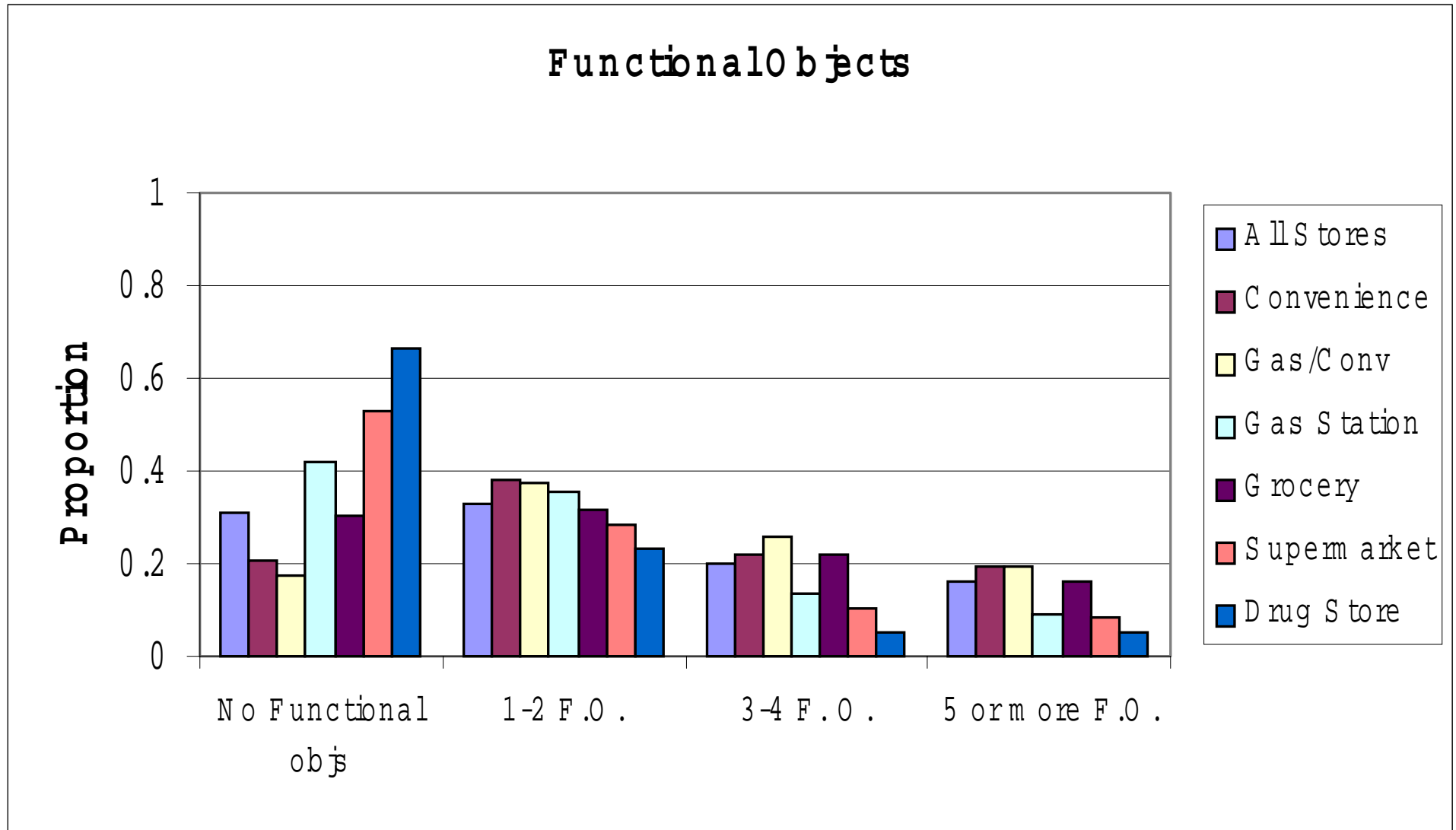
Interior Advertising by Store Type



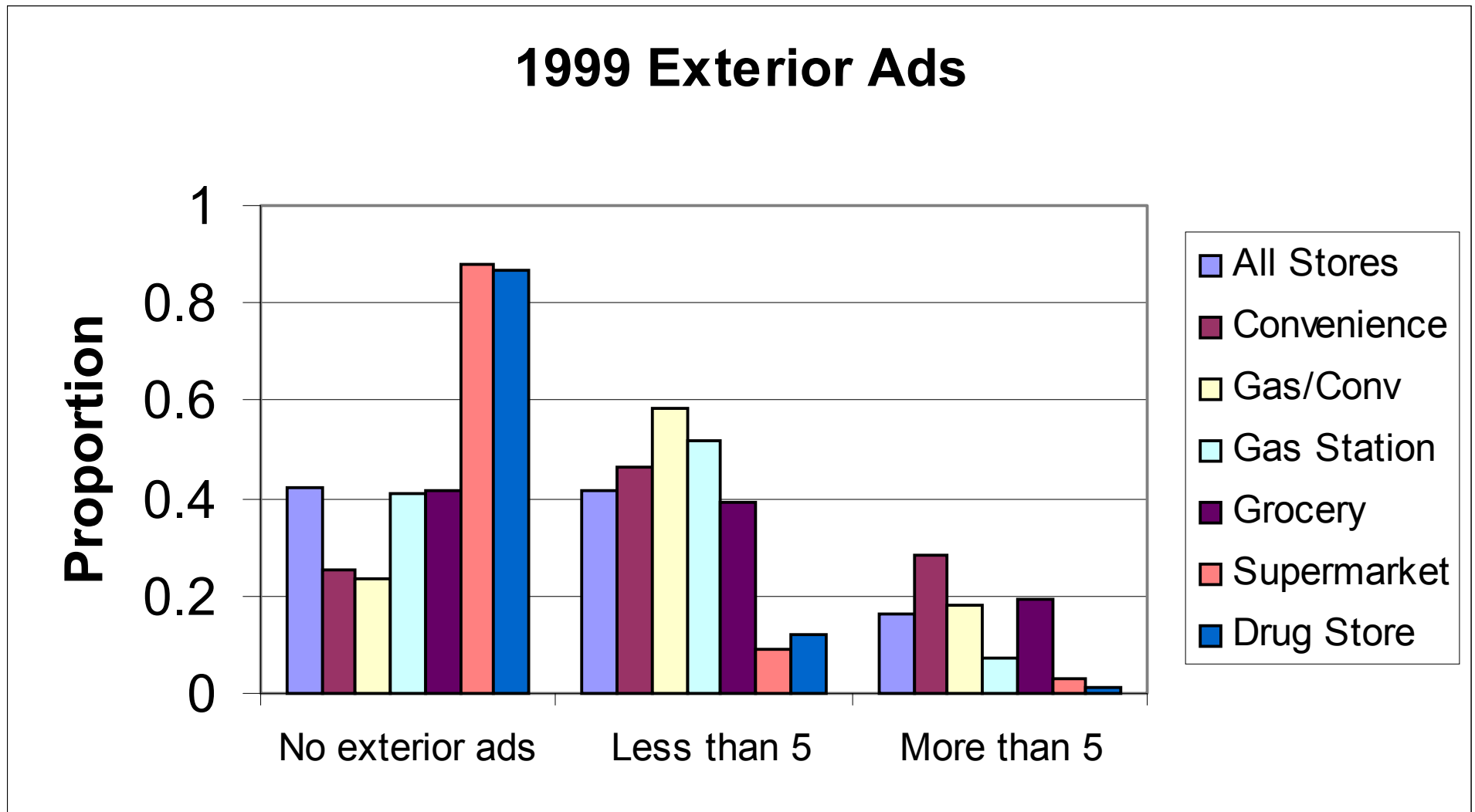
Interior Low Height Advertising by Store Type



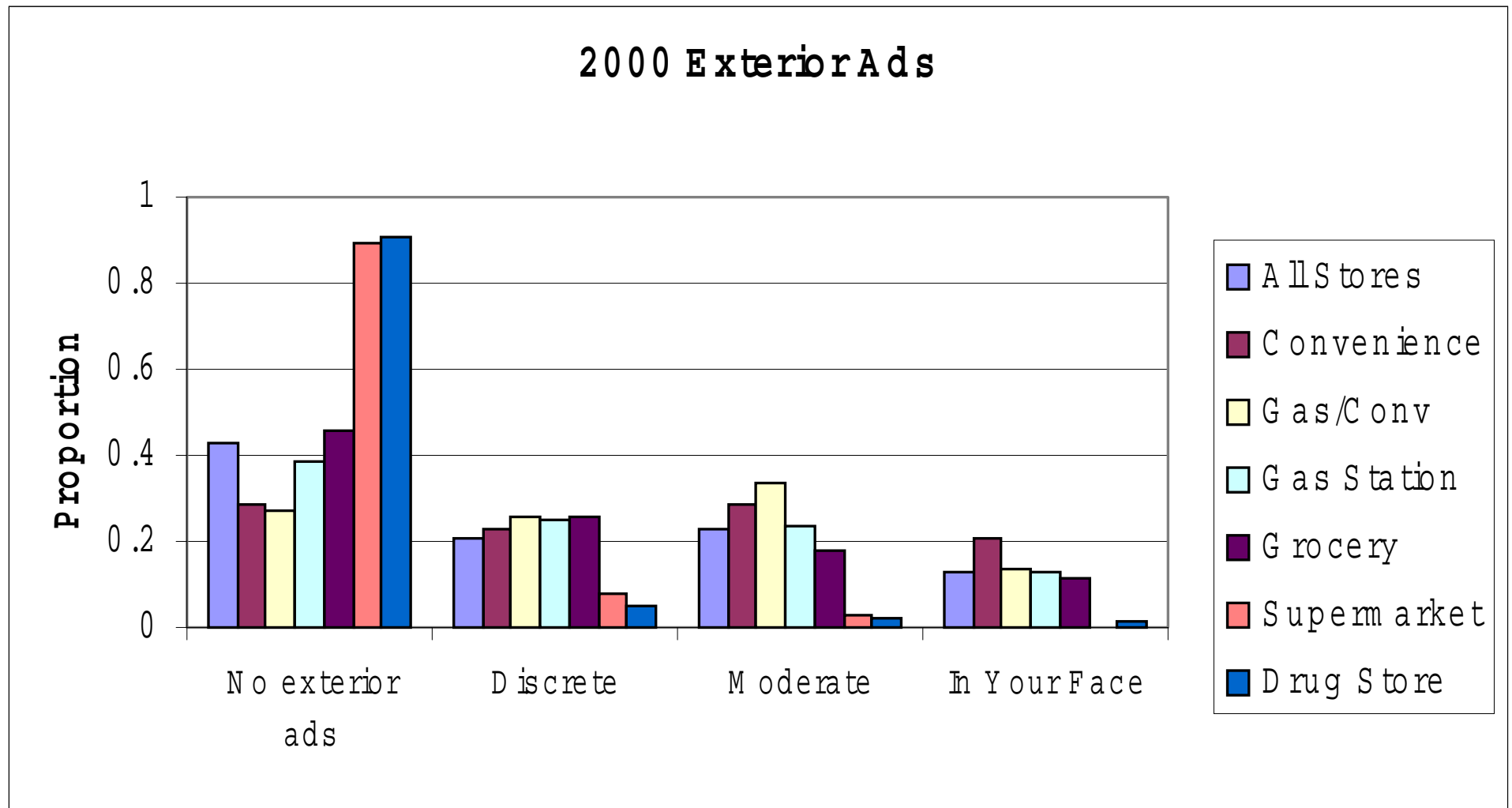
Prevalence of Functional Objects by Store Type



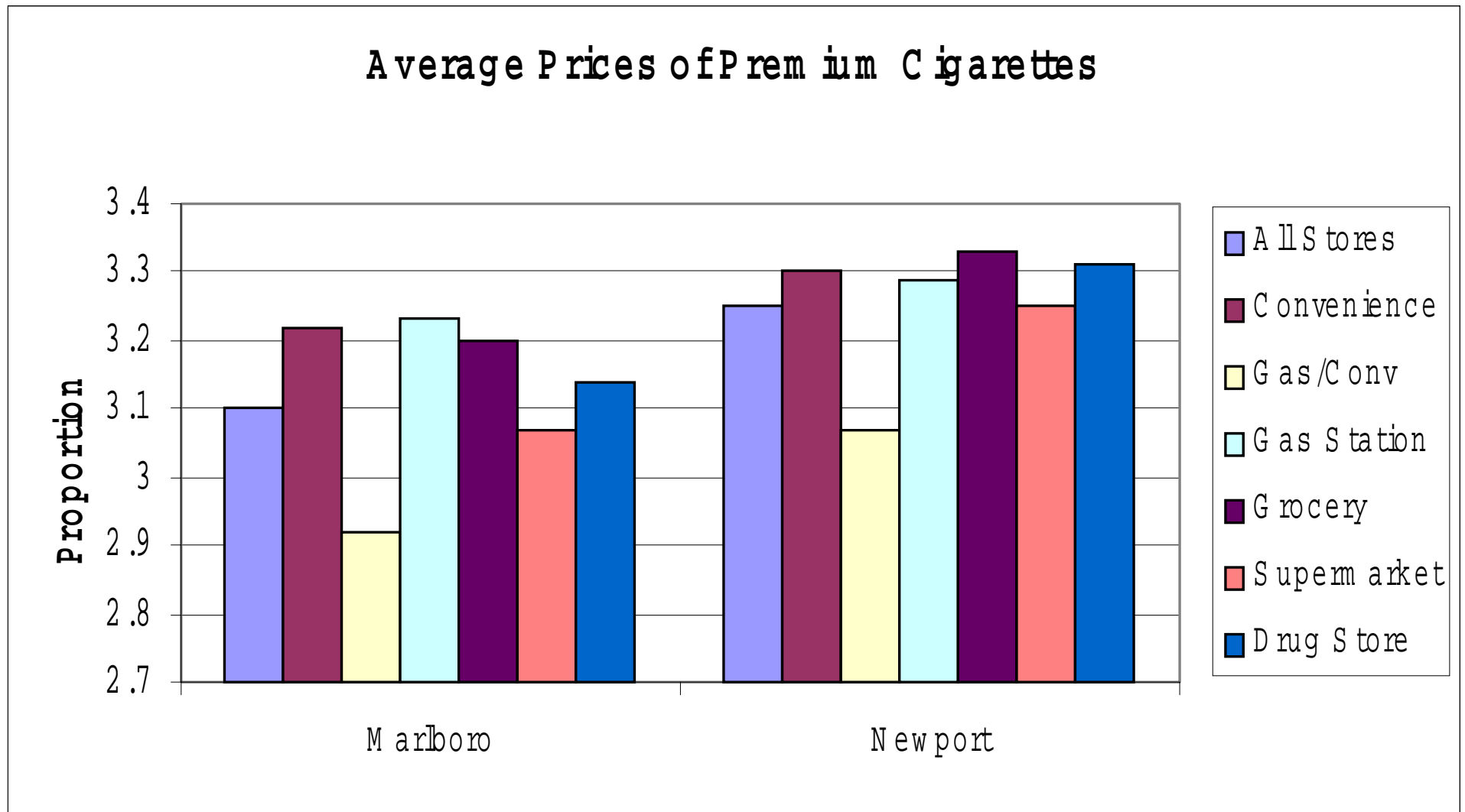
1999 Exterior Advertising by Store Type



2000 Exterior Advertising by Store Type



Variation in Marlboro and Newport Price by Store Type





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Conclusions

- Considerable variation exists across the nation in retailer demand/access environments.
- Policy makers, advocates and researchers may find that increased knowledge about retailer environments can help improve policy development aimed at limiting youth tobacco access.



PDF Versions Available

www.impactteen.org

impcteen@uic.edu

