



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



Monitoring the Tobacco Industry: Marketing at the Point-of-Purchase

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Overview

- Introduction to Bridging the Gap
- Brief overview of tobacco company marketing efforts
 - *Changes over time*
 - *Importance of point-of-purchase*
- Findings from Bridging the Gap
 - *Descriptive analyses*
 - *Empirical analyses*



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Bridging the Gap: Research Informing Practice for Healthy Youth Behavior

Tobacco Team:

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Additional support provided by the National Cancer Institute and
the Centers for Disease Control and Prevention

www.impacteen.org



Purpose of the Initiative:

- To evaluate the impact of:
 - *Policies*
 - *Programs*
 - *Practices*
- Addressing various types of substances:
 - *Alcohol Use*
 - *Illicit Drug Use*
 - *Tobacco Use*
- At various levels:
 - *State*
 - *Community*
 - *School*
 - *Individual*

University of Michigan
Institute for Social Research

Monitoring the Future (MTF)

Youth, Education and Society (YES!)

University of Illinois at Chicago
Health Research and Policy Centers

ImpacTeen

**Coordinating Center,
Community Data Collections
Polysubstance Use Research**
UIC

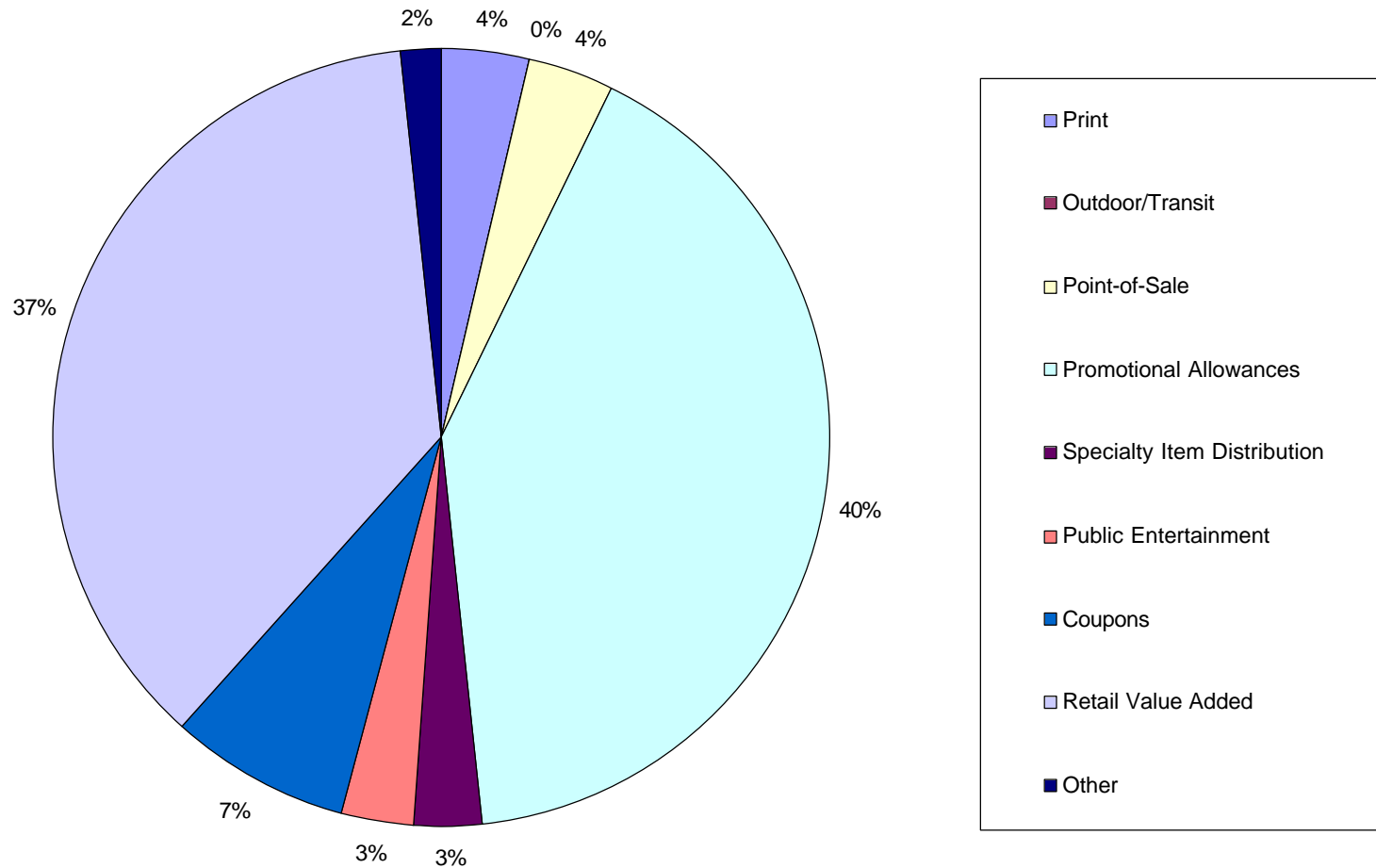
**Alcohol Policy Research
Team**
U of MN

**Illicit Drug Policy Research
Team**
Andrews U and RAND

**Tobacco Policy Research
Team**
Roswell Park



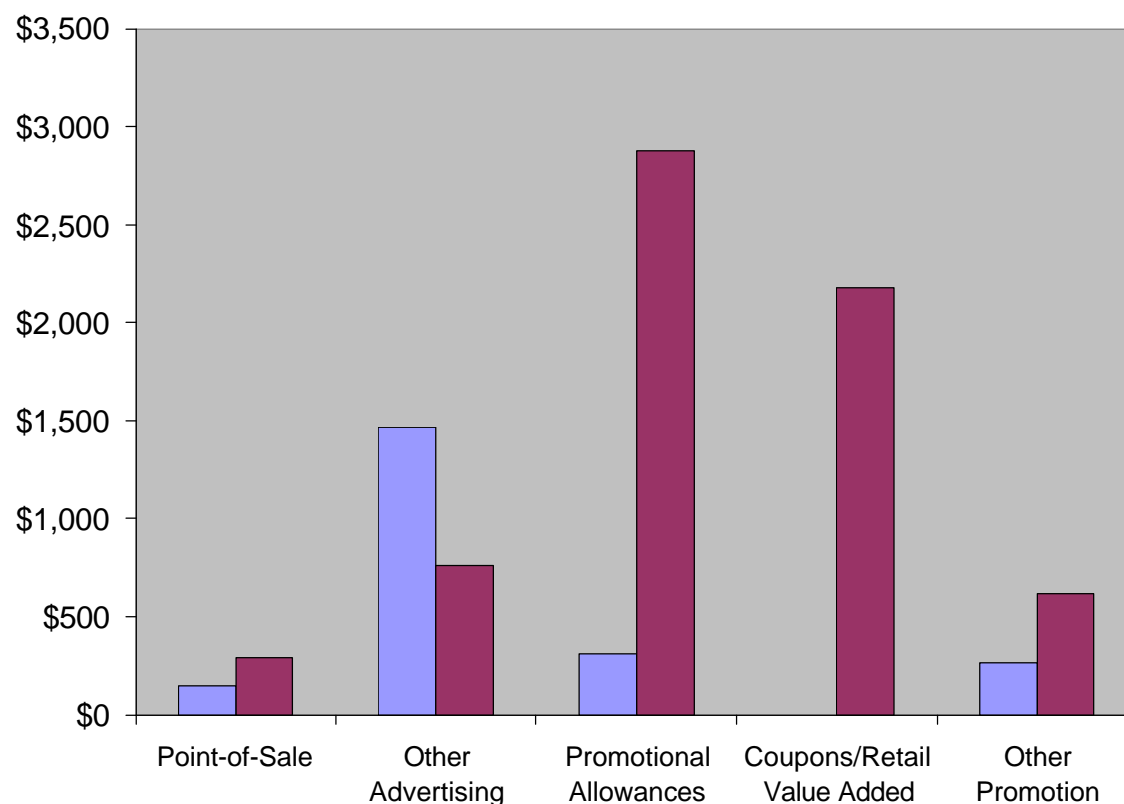
US Cigarette Advertising and Promotional Expenditures, 2000



Source: Federal Trade Commission (2002), *Report to Congress Pursuant to the Federal Cigarette Label and Advertising Act, 2000*

Cigarette Advertising and Promotion, 1978-2000

(millions of 2000 dollars)



Source: Federal Trade Commission (2002), *Report to Congress Pursuant to the Federal Cigarette Label and Advertising Act, 2000*, and author's calculations

Advertising and Tobacco Use

- “Logical Arguments” imply that increased advertising increases tobacco use
- Substantial evidence from survey research and experiments concludes that:
 - cigarette advertising captures attention and is recalled
 - strength of interest is correlated with current or anticipated smoking behavior and initiation

Sources: Warner (1986); USDHHS (1989); USDHHS (1994) *Preventing Tobacco Use Among Young People. A Report of the Surgeon General*; Chaloupka and Warner (2000) “The Economics of Smoking”; USDHHS (2000) *Reducing Tobacco Use*; and studies cited within

Advertising and Tobacco Use

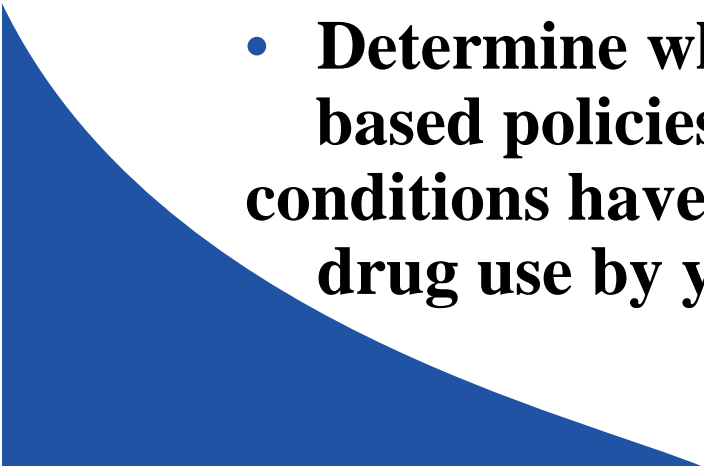
- Other Empirical Research:
 - Youth who own tobacco company promotional items more likely to become smokers (Pierce, et al. 1998; Biener & Siegel 2000; Sargent et al. 2000)
 - Youth smoking much more responsive to advertising than adult smoking (Pollay, et al. 1996)
 - Econometric studies generally find small or negligible impact of advertising on overall cigarette sales (Chaloupka and Warner 2000; Saffer 2000)
 - Econometric methods poorly suited for detecting impact of advertising on demand

Restrictions on Advertising and Tobacco Use

- Comprehensive restrictions on advertising and promotion significantly reduce cigarette consumption
 - estimate more than 6 percent reduction in consumption in response to comprehensive ban
- Limited/partial restrictions on advertising and promotion have little or no impact on cigarette consumption
 - induce substitution to other media and new promotional efforts


Sources: Saffer (2000); Chaloupka and Warner (2000); Saffer and Chaloupka (2000)

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.**
- 

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



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%

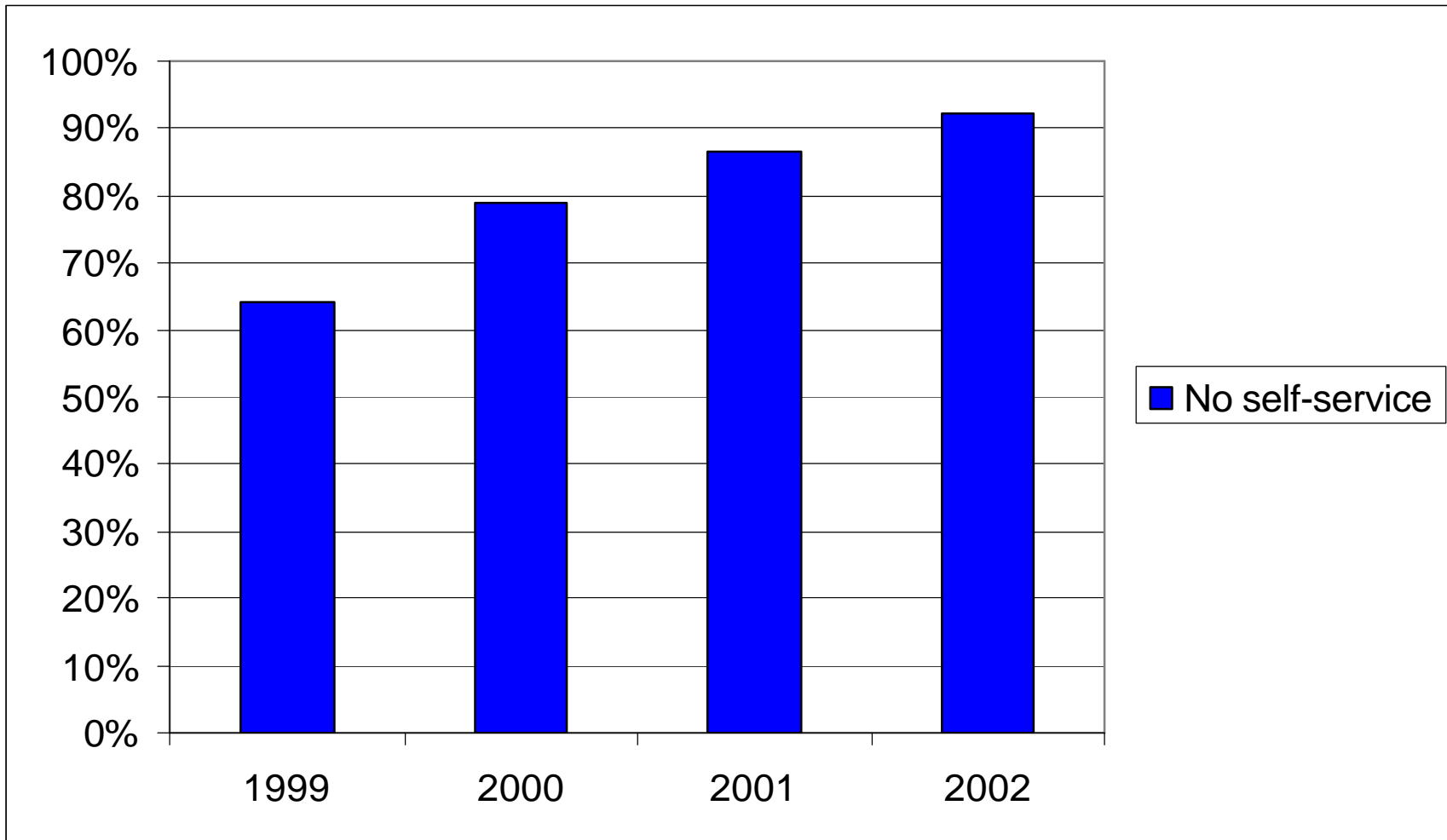
Any Marlboro Promotions by Store Type

	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%

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

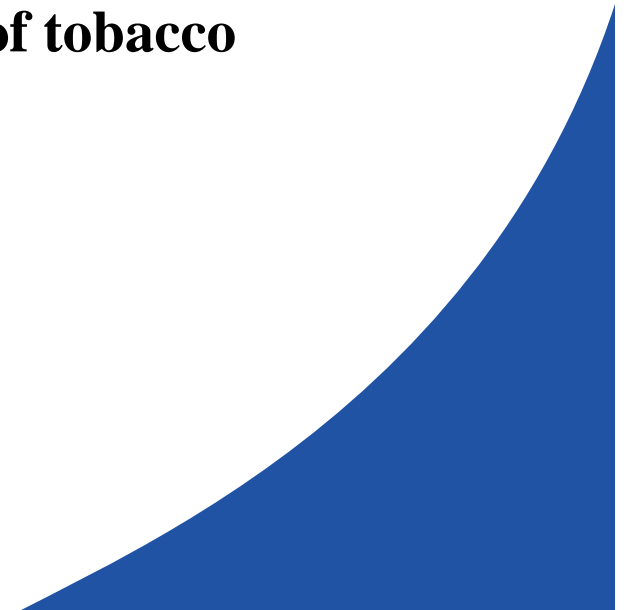
Findings:

- **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
- 

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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Conclusions

- Self-service placement has decreased
- Price has increased
- Interior tobacco advertisement increased
- FDA signage decreased
- Industry signage increased
- Functional objects remain prominent



PDF Versions Available

www. impacteen.org

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