Store Characteristics

- Observed Store Type
  - Standard criteria based on milk and raw meat
  - May differ from SIC code
- How many cash registers
  - Proxy for Store Size
- Drive-Through/Kiosk Only

• Since alcohol purchasing patterns vary by store type, does the alcohol-related POP environment also vary by store type?
  • Data collected in 2000 and 2001
  • Focus: alcohol advertising and functional objects, and beer placement

• Does beer price and promotion vary by characteristics of communities, neighborhoods, and stores?
  • Data collected in 2000
  • Focus: beer price and promotions.
Methods

• Communities surrounding schools participating in nationally representative surveys of 8th, 10th, and 12th grade students

• Target of 30 retailers per community (either tobacco or alcohol, randomly selected by SIC codes)

• Two-person field staff observation teams

• Data weighted to account for community clustering and store selection probabilities
Measures: Advertising, Placement, and Functional


- Any alcohol POP marketing: exterior, interior, or property advertising; alcohol-branded functional objects
- High-intensity advertising
- Low-height advertising
- Alcohol control or counter-alcohol signage
- Presence of alcohol-branded functional objects
- Beer placement
Community Alcohol Retailers (N=3,961)

*Includes gas stations, general merchandise, tobacco stores, and other
Overall Alcohol POP Marketing

- 94% of all stores had some form of POP marketing (advertising or functional objects)

Advertising: Exterior and Interior

- 92% had **interior** alcohol ads
  - 37% were categorized as “high-intensity”
- 39% had **exterior** alcohol ads
  - 27% were categorized as “high-intensity”
- 48% had **alcohol control or counter-alcohol signage**
High-Intensity Advertising

All store types significantly higher than supermarket referent (p < .001)

All store types except drug stores significantly higher than supermarket referent (p < .001)
Low-Height Interior Advertising

- 44% of all stores with interior alcohol advertising had some ads at a height of 3½ feet or less (child’s eye height)

Functional Objects

- 51% of all stores provided at least one alcohol-branded functional object.
Convenience/gas and liquor stores significantly higher than supermarket referent (p<.001).

Convenience, grocery and liquor stores significantly higher than supermarket referent (p<.05). Drug stores significantly lower (p<.05).
Beer Placement

- Behind counter or locked/closed cabinet: 1%
- Coolers: 96%
- Floor displays: 44%
- Shelves: 23%
- Singles in ice buckets: 16%
Convenience, convenience/gas and grocery stores significantly higher than supermarket referent (p<.01).

All store types but drug stores significantly lower than supermarket referent (p<.05).
Variations in Beer Price and Promotions in Retail Stores: 2000

- 160 communities across the U.S.
- 2,024 Retail Stores
Outcome Variables

- **Price ($$)**
  - 6-pack of Budweiser or Miller (Mean = $4.71)

- **Promotions (Some “1” or None “0”)**
  - (25% of stores have “some” promotions)
  - discount offers
  - special prices
  - freebies
  - coupons
Independent Variables

*Community Characteristics (School Catchment Area)*

- **U.S. Region**
  - Northeast (12%)
  - South (44%)
  - Midwest (17%)
  - West (27%)

- **Urbanicity/population density**
  - Urban (70%)
  - Suburban (6%)
  - Town (11%)
  - Rural (13%)
Independent Variables, cont.

**Neighborhood Characteristics (Census block)**

- **Median household income (\$\$)**
  - Mean=\$39,280

- **Racial diversity (% white)**
  - Mean=78%

- **Youth population (% of whole)**
  - 12-17 year olds (Mean=8%)
  - 18-20 year olds (Mean=9%)
Store Characteristics (Observed)

- Store type
  - Gas station convenience (38%)
  - Liquor store (18%)
  - Convenience store (14%)
  - Grocery (11%)
  - Supermarket (9%)
  - Drug store/pharmacy (6%)

- Store size - # of cash registers
  - 1 = small (60%)
  - 2 = medium (19%)
  - 3+ = large (21%)
Statistical Methods

- Cross-sectional hierarchical regression models
  - nesting of stores in communities
  - community as random effect
  - region, urbanicity, store type and size as fixed effects
  - beer brand as control variable
  - continuous (price) and dichotomous (promotion) outcomes
Summary of Findings

Beer price varies significantly by:

- Community characteristics
  -- Lowest prices in West & Suburbs
  -- Highest prices in South & Urban

- Neighborhood characteristics
  -- Lowest prices in low/moderate income & less racially diverse neighborhoods

- Store characteristics
  -- Lowest prices in drug stores & large stores
  -- Highest prices in gas convenience & small stores
Summary of Findings, cont…

Beer *promotion* varies significantly by:

- **Community characteristics**
  - Least likely in Midwest & Urban
  - Most likely in Northeast & Towns

- **Store characteristics**
  - Least likely in convenience & small stores
  - Most likely in drug & large stores
Store-Type Variation in Alcohol POP Environment: Analyses Conclusions

• General alcohol marketing
  • Heavy in retail establishments frequented by youth such as convenience stores

• Beer access
  • Attractive pricing in high volume stores typical of suburbs and small towns
References

References, cont.