American Retail Approaches to Tobacco Access and Enforcement

Anna S. Sandoval, MPH
Erin Ruel, MA
Sandy Slater, MS
Yvonne Terry-McElrath, MSA
Frank Chaloupka PhD
University of Illinois
Health Research and Policy Centers
Introduction

• Surveys indicated that teenagers believe that access to tobacco in retail outlets is easy (Clark, et al., 2000).

• Most adults addicted to tobacco initiated cigarette use as teenagers.

• In 1991, an estimated 255 million packs across the US were sold illegally to underage youth (MMWR, Jan. 3, 1997).
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).

Primary prevention of smoking among children may entail interventions with merchants who persist in selling cigarettes to minors, with the goal of reducing these sales and thereby preventing smoking among children (Landrine H, Klonoff E, Alcaraz R, 1996).
What This Chartbook Adds to Research

This Chartbook Describes:

- Which store types use point-of-purchase and price to increase sales of tobacco.

- How stores vary in their attempt to restrict youth access to tobacco.
Data and Methods

• Trained Field Staff Observe Stores in ImpacTeen Communities.
  > A random sample of 30 stores - or if < 30 stores in community, all stores in census are included
  > Tobacco price, promotion, advertising and placement are observed during a 5-minute period
  > 2,998 store observations

• Trained Telephone Interviewers Called Stores within Sample.
  > Interviews focused on store policies in regards to tobacco
  > 1,627 managers were included in the sample
• We Compare Store Observations and Retailer Interview by:
  > Store types
  > 4 census regions (West, Midwest, South, Northeast)
  > Population density (urban, suburban, town and rural areas; NCES)
  > Community socio-demographic measures of race, age and income measured at the block group level (1999 estimates from GeoLytics)
Self Service Placement of Tobacco Products by Store Type

![Bar chart showing the self-service placement of tobacco products by store type. The x-axis represents 'Packs' and 'Smokeless' tobacco products, and the y-axis represents the promotion level ranging from 0 to 1. The chart compares different store types including 'All Stores', 'Supermarket', 'Grocery Store', 'Convenience', 'Gas/Convenience', 'Gas Station', 'Pharmacy', 'Liquor Store', and 'Tobacco Outlet'.]
Tobacco Promotions by Store Type

![Graph showing tobacco promotions by store type. The graph compares the proportions of different types of promotions such as 'Two for One', 'Gift with Purchase', and 'Special Price' across various store types including All Stores, Supermarket, Grocery Store, Convenience, Gas/Convenience, Gas Station, Pharmacy, Liquor Store, and Tobacco Outlet.](image)
Interior Store Advertising by Store Type

![Bar chart showing the proportion of interior store advertising by store type. The chart includes categories such as All Stores, Supermarket, Grocery Store, Convenience, Gas/Convenience, Gas Station, Pharmacy, Liquor Store, and Tobacco Outlet.](chart.png)
Exterior Advertising by Store Type

Exterior Store Advertising by Store Type

- Proportion

- Exterior

- All Stores
- Supermarket
- Grocery Store
- Convenience
- Gas/Convenience
- Gas Station
- Pharmacy
- Liquor Store
- Tobacco Outlet
Clerk Training by Store Type

Clerk Training by Store Type

Proportion

Single Training
Multiple Training

All Stores
Supermarket
Grocery
Convenience
Gas/convenience
Gas station
Pharmacy
Liquor Store
Tobacco Outlet
General Merchandise
Topics Included in Clerk Training by Store Type

![Bar chart showing the proportion of topics included in clerk training by store type. The x-axis represents different topics: Proof of Age, Resist Intimidation, Health Effects. The y-axis represents the proportion. Different store types are color-coded: All Stores, Supermarket, Grocery Store, Convenience, Gas/Convenience, Gas station, Pharmacy, Tobacco Outlet, Liquor store, and General Merchandise.]
Prompting for Age Checks by Store Type

![Bar Chart](https://via.placeholder.com/150)

**Prompting for Age Checks by Store Type**

- USA
- Supermarket
- Grocery
- Convenience
- Gas/Convenience
- Gas Station
- Drug Store
- Outlet
- General Merchandise

Proportion

No prompts | Calendar prompts | Cash Register Prompts | Cash Register DOB Input

0 | 0.1 | 0.2 | 0.3 | 0.4 | 0.5 | 0.6 | 0.7 | 0.8 | 0.9 | 1
Retailer’s Actions to Comply by Store Type

Retailer's Actions to Comply by Store Type

- Review in staff meetings
- Watch clerks
- In-store cameras
- Have Minors buy Tobacco

Proportion

- All Stores
- Supermarket
- Grocery
- Convenience
- Gas/Convenience
- Gas station
- Pharmacy
- Tobacco
- General Merchandise

[Graph showing the proportion of retailers' actions to comply by store type for different actions such as reviewing in staff meetings, watching clerks, in-store cameras, and having minors buy tobacco for various store types. The graph includes different store categories like All Stores, Supermarket, Grocery, Convenience, Gas/Convenience, Gas station, Pharmacy, Tobacco, and General Merchandise.]
Conclusions

- Considerable variation exists across the nation in retailer demand environments and methods to curb access.

- Policy makers, advocates and researchers may find that increased knowledge about retailer environments and practices can help improve policy development aimed at limiting youth tobacco access.
PDF Versions Available

www.impacteen.org

impcteen@uic.edu