THE IMPORTANCE OF POINT OF SALE

Counter Tobacco
Allison E. Myers, MPH
Kurt M. Ribisl, PhD

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Newport
pleasure!

SLUSH PUPPIE

Winston

CAMEL
MENTHOL

PALL MALL
LASTS LONGER

SPECIAL OFFER
$4.92

SPECIAL PRICE!
$3.69

SPECIAL PRICE!
$4.44

SPECIAL PRICE!
$3.49

COUNTER TOBACCO
$7.3 Billion

Spent in 2020 on cigarette, smokeless tobacco, and e-cigarette marketing at the point of sale.
Industry is buying health behavior impact

Consider three customer segments:

- NEVER-SMOKER
- SMOKER
- TRYING TO QUIT
Consider three customer segments:
Kids are frequent c-store shoppers

• 2011-12 nationally representative sample of 13-16 year olds: Almost half (48%) visit at least once a week\(^1\)

• C-stores have more tobacco marketing materials than other store types\(^2-5\)

Children and adolescents more frequently exposed to POS tobacco promotion have ~1.6 times higher odds of having tried smoking and ~1.3 times higher odds of being susceptible to future smoking compared to those less frequently exposed.

Shopping, brand impressions prompt initiation

GREATER VISIT FREQUENCY, GREATER BRAND IMPRESSIONS = HIGHER ODDS OF INITIATION

Henriksen, et al., 2010, *Pediatrics*
From never-smoker to established-smoker

Greater ADVERTISING in stores
= 8% higher odds of becoming a puffer.

Slater, et al. (2007) *Arch Pediatr Adolesc Med*
From never-smoker to established-smoker

NEVER-SMOKER → PUFFER → EXPERIMENTER → ESTABLISHED

Greater ADVERTISING in stores = 8% higher odds of becoming a puffer.

Greater PROMOTIONS in stores increase odds of youth moving towards higher levels of uptake.

Consider three customer segments:
Cigarette display cues craving

Carter, et al., 2006, *Nicotine & Tobacco Research*

**PICTURE OF EIGHT CIGARETTE PACKS INCREASED CRAVING AMONG NICOTINE-DEPRIVED AND NON-NICOTINE DEPRIVED SMOKERS**
Cigarette displays prompt impulse purchase

Smokers notice the display. Some get the urge to buy. Some buy, even though trying to quit.

Wakefield, et al., 2008, *Addiction*
Close proximity associated with less long term quit success

Reitzel, et al., 2010, American Journal of Public Health
Retailer density near schools linked to prevalence

Areas with higher retailer density (>5) within walking distance had higher overall smoking prevalence (15.1%).

Henriksen, et al., 2008: Preventive Medicine
Higher density associated with initiation among US young adults

• 2013 nationally representative sample of young adults aged 18-34, merged with 2012 US tobacco retailer list and home addresses

• Higher retailer density associated with higher likelihood of *initiating* cigarette use among 25-34 year olds (OR=3.75, 95% CI 1.18, 11.90)

• Higher retailer density associated with higher likelihood of *initiating* non-cigarette combustible use among 18-24 year olds (OR=3.16, 95% CI 1.03, 9.74)

Summary: $1M/hour well spent

Retail marketing:

• Prompts initiation
• Promotes daily consumption
• Discourages quitting

New York Data – What’s In Store Campaign

25,000 lives lost each year
$6.3 billion of our annual taxes
AND IT STARTS IN OUR STORES.