

THE IMPORTANCE OF POINT OF SALE

Counter Tobacco

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Office of Smoking and Health
Centers for Disease Control and Prevention
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PREMIUM NATURAL
\$2.79
 WARNING: This product is not a safe alternative to cigarettes.

White Owl
Electronic Cigarettes
\$2.79
2.89

LY
T GOOD
 Moist Snuff
 Alternative to cigarettes.
PRICE
PER

CAMEL
 SQUEEZE & CLICK CHANGE
\$504
FRESH MINT
 WARNING: This product can cause mouth cancer.
\$305
\$504
Winston
429

LASTS LONGER
LASTS LONGER
Marlboro
5.49
8.64
72's
5.49
LOWER PRICE
\$390
5.49
Special Blend
5.49

BAKEN-ETS
\$2 ONLY
CHESTERS
\$2 ONLY
CHESTERS
\$2 ONLY
CHESTERS
\$2 ONLY
CHESTERS
\$2 ONLY
BAKEN-ETS
\$2 ONLY
BAKEN-ETS
\$2 ONLY
BAKEN-ETS
\$2 ONLY





pepsi

Newport
pleasure!
CIGARETTES

SPECIAL OFFER

\$ 8.87

PLUS TAX

Full of flavor!
Full of pleasure!
New Menthol



SPECIAL OFFER

\$ 7.64

PLUS TAX

MAVERICK
American
Country



PER PACK

\$ 7.64



**COUNTER
TOBACCO**

Newport
pleasure!
CIGARETTES

SPECIAL OFFER

\$ 4.92



Winston

\$ 3.69

SPECIAL PRICE!

CAMEL
MENTHOL

\$ 4.44

SPECIAL PRICE!

PAUL MALL

LASTS LONGER

\$ 3.49

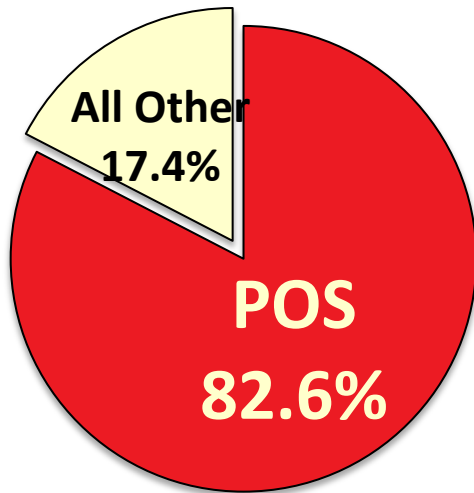
SPECIAL PRICE!

Tobacco Industry Marketing Expenditures

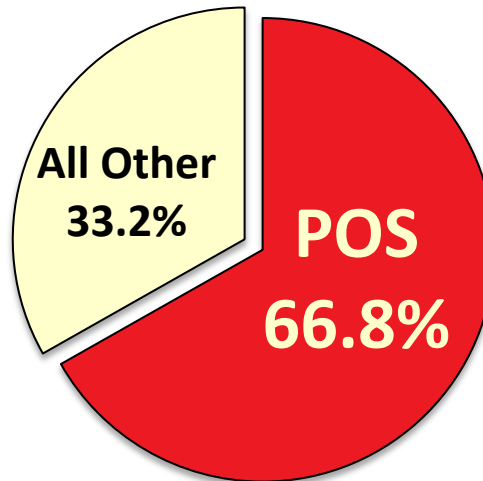
\$7.3 Billion

Spent in 2020 on cigarette, smokeless tobacco, and e-cigarette marketing at the point of sale

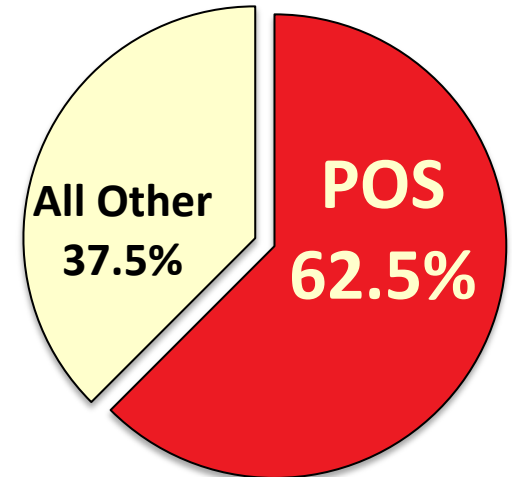
Cigarettes



Smokeless Tobacco



E-Cigarettes



Industry is buying health behavior impact



Consider three customer segments:



NEVER-SMOKER



SMOKER



TRYING TO QUIT



Consider three customer segments:



NEVER-SMOKER

Kids are frequent c-store shoppers



- 2011-12 nationally representative sample of 13-16 year olds: Almost half (48%) visit at least once a week¹
- C-stores have more tobacco marketing materials than other store types²⁻⁵



Exposure to in-store marketing linked to tobacco use initiation

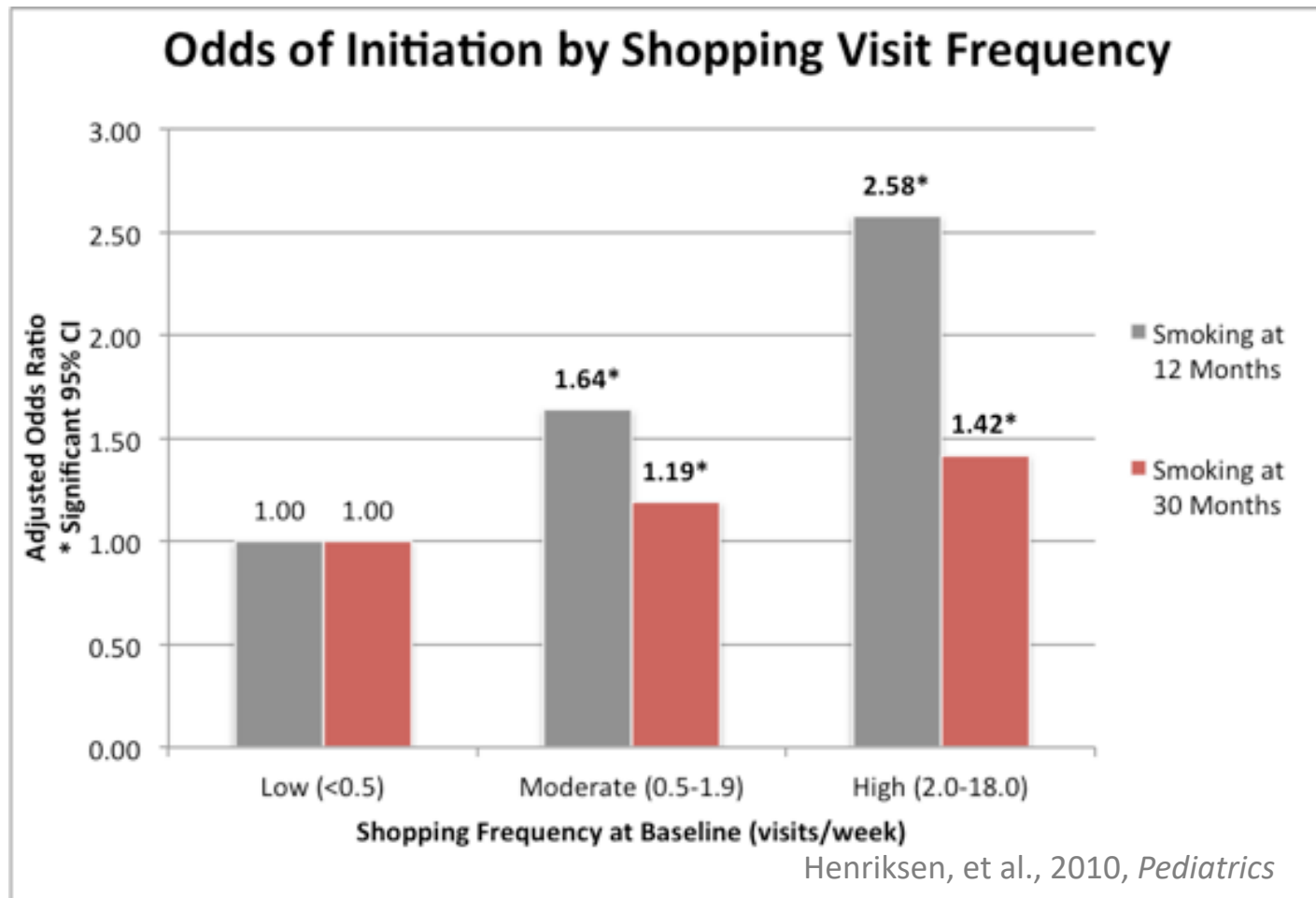


Children and adolescents more frequently exposed to POS tobacco promotion have ~1.6 times higher odds of having tried smoking and ~1.3 times higher odds of being susceptible to future smoking compared to those less frequently exposed.

Shopping, brand impressions prompt initiation



NEVER-SMOKER



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

From never-smoker to established-smoker



NEVER-SMOKER



PUFFER

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

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:



SMOKER



TRYING TO QUIT

Cigarette display cues craving



SMOKER



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



SMOKER



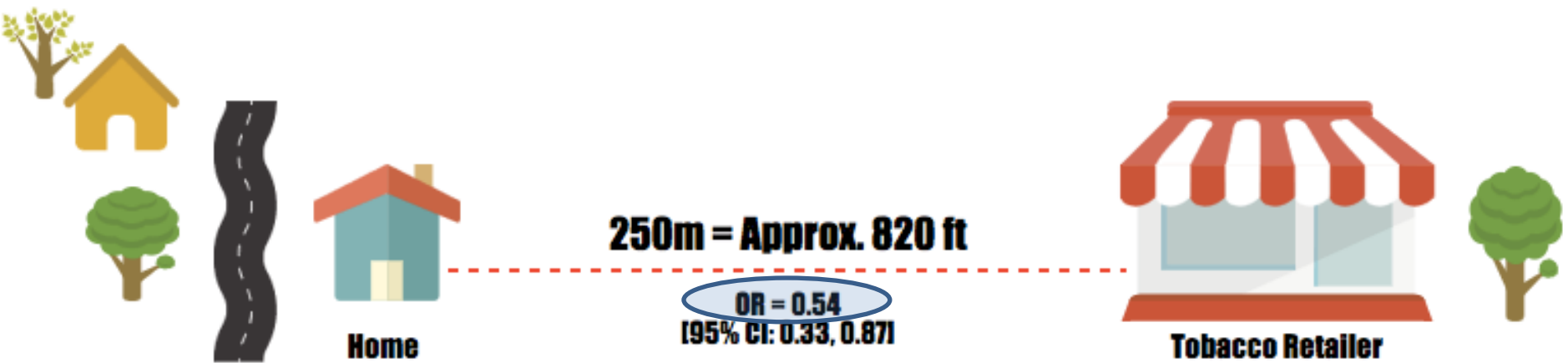
TRYING TO QUIT



Wakefield, et al., 2008, *Addiction*

SMOKERS NOTICE THE DISPLAY. SOME GET THE URGE TO BUY.
SOME BUY, EVEN THOUGH TRYING TO QUIT

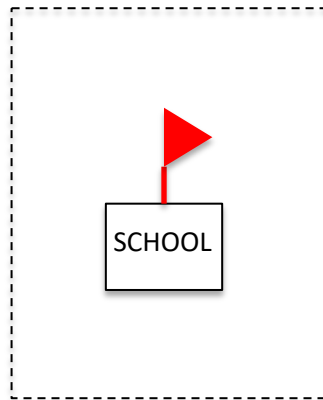
Close proximity associated with less long term quit success



Retailer density near schools linked to prevalence

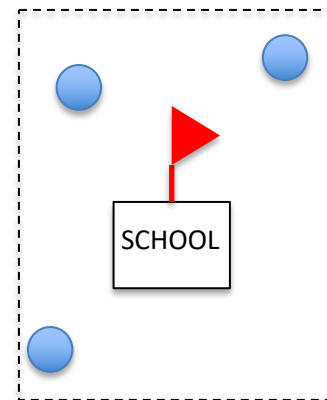


NO RETAILERS
(n=45)



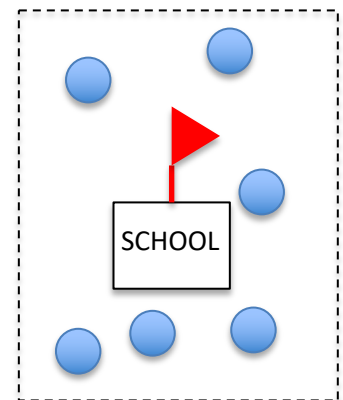
11.9%
prevalence

LOW DENSITY
(1-5) (n=43)



13.6%
prevalence

HIGH DENSITY
(>5) (n=47)



15.1%
prevalence

Henriksen, et al., 2008: *Preventive Medicine*

AREAS WITH HIGHER RETAILER DENSITY (>5) WITHIN WALKING DISTANCE HAD HIGHER OVERALL SMOKING PREVALENCE (15.1%)

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



New York Data – What's In Store Campaign

Retail marketing:

- Prompts initiation
- Promotes daily consumption
- Discourages quitting



25,000 lives lost each year
\$6.3 billion of our annual taxes to cover the costs caused by smoking

AND IT STARTS IN OUR STORES.

The advertisement features a photograph of a young boy in an orange shirt standing in a store aisle, looking at shelves stocked with various cigarette brands like Morbrand and Winston. The text is overlaid on the bottom half of the image.