

New Jersey Tobacco Point of Sale Project

PRELIMINARY REPORT

June 2015



BACKGROUND

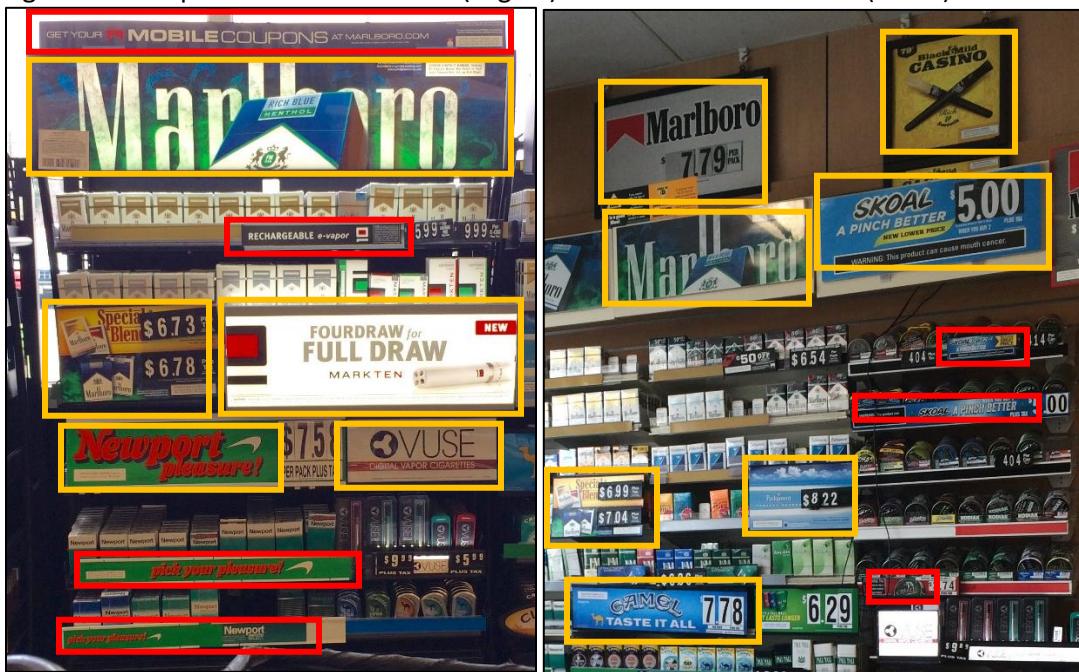
The tobacco retail environment near schools has been shown to influence youth uptake of cigarettes. In New Jersey, the link between tobacco product exposure at the point of sale (i.e., product availability, advertising) and youth tobacco use has not been explored. Furthermore, use of non-cigarette tobacco products like cigars and electronic cigarettes are on the rise among youth, but little is known about the extent to which they are available and marketed near New Jersey schools. This project will collect detailed point of sale data around a representative sample of New Jersey high schools. Future analyses will link the point of sale data with survey data from the 2014 New Jersey Youth Tobacco Survey (NJTYS) to examine associations between the tobacco retail environment and youth tobacco use.

METHODS

The 41 high schools participating in the 2014 NJTYS were geocoded, and a half-mile buffer was drawn around each school. All licensed tobacco retailers falling within this buffer zone were visited by project staff between March-June 2015. Using Qualtrics survey software on iOS and Android smartphone devices, staff collected detailed information about interior and exterior advertisements, product availability, and pricing for cigarettes, cigars, smokeless tobacco, and e-cigarettes.

For this project, an “advertisement” was defined as an industry-made sign featuring a company’s logo and/or an image of the product. Since retailers often display small stickers on their doors and windows, or thin strips with company logos on the cigarette shelves, any advertisements that were smaller than the size of an average human hand were excluded. Although this size criterion is not methodologically ideal, it would be impractical to use precise measurements (e.g., inches) during store visits. Furthermore, the primary interest of this project is advertising that would likely be visible to people walking past a storefront or standing at the cash register. Figure 1 identifies signs that would count as an advertisement (in gold) and those that would not (in red).

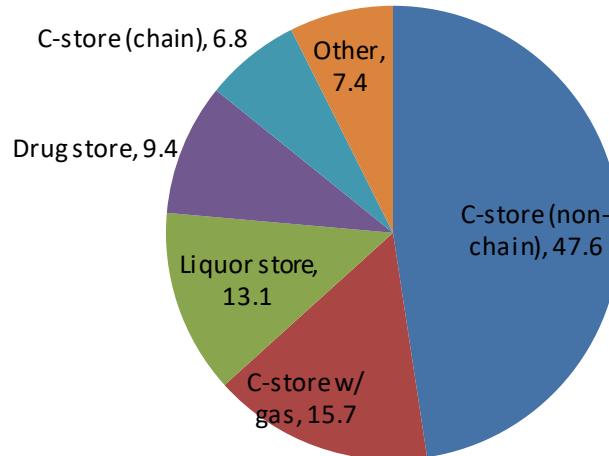
Figure 1. Examples of advertisements (in gold) and non-advertisements (in red)



RESULTS

In total, 213 retailers fell within a half-mile of the high schools in the sample. Data were collected from 191 of these retailers (22 stores were either closed, unable to be located, or went out of business). A breakdown of the store types is shown below:

Figure 2. Store type, % (n=191)



CIGARETTES

Presence of exterior advertising	
Non-menthol cigarettes	49.2%
Menthol cigarettes	44.0%
Total number of exterior ads counted	
Non-menthol cigarettes	292
Menthol cigarettes	195
Average number of exterior ads per store*	
Non-menthol cigarettes	3.1
Menthol cigarettes	2.3
Presence of interior advertising	
Non-menthol cigarettes	59.2%
Menthol cigarettes	56.0%
Total number of interior ads counted	
Non-menthol cigarettes	419
Menthol cigarettes	322
Average number of interior ads per store*	
Non-menthol cigarettes	3.7
Menthol cigarettes	3.0
Average prices	
Marlboro "Reds"	\$8.25
Newport menthol	\$8.26

*Among retailers with at least one advertisement

Differences by store type

- 100% of retailers carried cigarettes
- Presence of exterior cigarette advertising was significantly higher among convenience stores compared to other store types
 - Of note, no drug stores had exterior cigarette advertising
- Although convenience stores were slightly more likely to have interior cigarette advertising, variations by store type were not as great
 - Interestingly, drug stores had a high prevalence of interior advertising
- On average, chain convenience stores and drug stores had the lowest cigarette prices

CIGARS

Exterior advertising	
Presence of exterior advertising	11.0%
Presence of exterior <i>flavored</i> cigar ads	8.9%
Total number of exterior ads counted	34
Average number of exterior ads per store*	1.6
Interior advertising	
Presence of interior advertising	15.2%
Presence of interior <i>flavored</i> cigar ads	6.8%
Total number of interior ads counted	51
Average number of interior ads per store*	1.8

*Among retailers with at least one advertisement

Differences by store type

- 82.7% of retailers sold cigars
- 80.6% of retailers sold flavored cigars
- Availability was extremely high across all store types, with the exception of drug stores (61.1% sold cigars)
- Although cigar advertising was generally low, over half of chain convenience stores in the sample had at least one interior cigar ad

SMOKELESS TOBACCO

Exterior advertising	
Presence of exterior advertising	4.2%
Presence of exterior <i>flavored</i> SLT ads	3.7%
Total number of exterior ads counted	19
Average number of exterior ads per store*	2.4
Interior advertising	
Presence of interior advertising	11.0%
Presence of interior <i>flavored</i> SLT ads	5.8%
Total number of interior ads counted	35
Average number of interior ads per store*	1.7

*Among retailers with at least one advertisement

Differences by store type

- 20.4% of retailers sold snuff
- 6.8% of retailers sold snus
- Availability of and advertising of smokeless tobacco was significantly higher in chain convenience stores than other types of retailers

ELECTRONIC CIGARETTES

Exterior advertising	
Presence of exterior advertising	29.8%
Presence of exterior <i>flavored</i> e-cig ads	7.9%
Total number of exterior ads counted	115
Average number of exterior ads per store*	2.0
Interior advertising	
Presence of interior advertising	32.5%
Presence of interior <i>flavored</i> e-cig ads	11.5%
Total number of interior ads counted	148
Average number of interior ads per store*	2.4
Presence of a counter display stand	23.0%
Average prices	
Average price of a disposable e-cigarette	\$9.31

*Among retailers with at least one advertisement

Differences by store type

- 58.1% of all retailers sold e-cigarettes
- 41.9% of retailers sold *flavored* e-cigarettes (non-menthol)
- 22.0% of retailers sold open tank e-cigarettes with e-liquid bottles
- E-cigarettes were significantly more likely to be advertised and sold in chain convenience stores and drug stores
 - Non-chain convenience stores had the lowest prevalence of e-cigarette availability (44.0%)

SUMMARY

Although availability was almost universal for cigarettes and cigars, about 60% of all retailers also sold e-cigarettes. Product availability and advertising often differed by store type, with chain convenience stores (e.g., 7-Eleven, Wawa, QuickChek) being the most likely to carry non-cigarette tobacco products. Interestingly, no drug store in the sample had any exterior advertising, although product availability was high. Future analyses will explore whether students who have increased access to tobacco products and more exposure to tobacco advertising near their schools are more likely to experiment with different forms of tobacco.