

Tobacco Advertising at the Point of Sale

Ouachita Parish

What does Point of Sale (POS) mean?

The tobacco industry spends billions of dollars each year promoting their products in retail stores (at the point of sale), where most people buy their tobacco products.

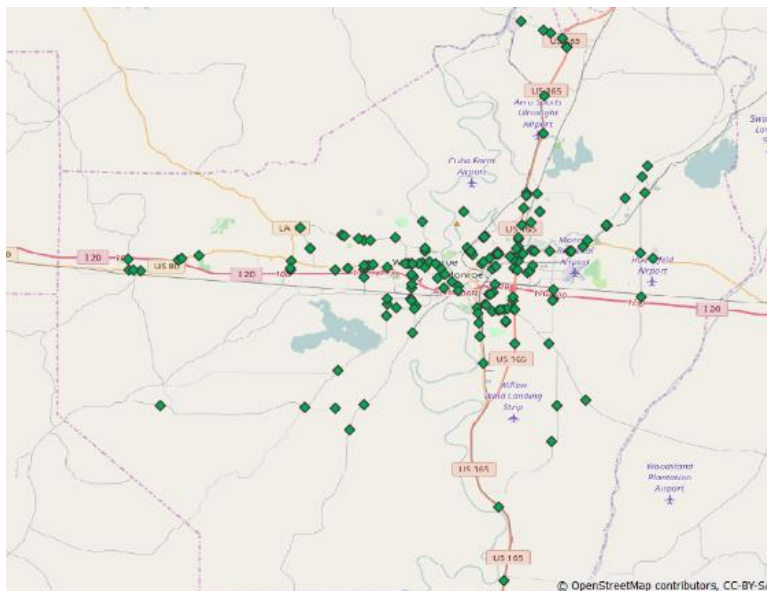
Why does POS matter?

Youth often visit convenience stores and evidence shows that tobacco point of sale marketing influences smoking behavior in youth. Tobacco companies also promote disparities by targeting certain communities, including ethnic minorities, with their ads.

What can we do?

Information on point of sale strategies in local areas can be used to educate the public and support policies to reduce exposure to tobacco products and marketing.

The Ouachita Parish tobacco point of sale assessment was conducted by The Louisiana Campaign for Tobacco-Free Living Evaluation division in 2015. Individual store assessments measured the marketing and availability of tobacco products in retail outlets. A key goal of the project was to map and examine marketing tactics and availability of tobacco products within Ouachita Parish to inform tobacco-related education and policy efforts. Four trained, local data collectors visited tobacco retailers and completed store assessments measuring the marketing and availability of tobacco products in each store. Information about tobacco advertising was collected at 146 convenience stores, grocery stores, pharmacies, discount stores, and supermarkets across the parish.



Data Collection

Trained data collectors visited 150 stores in October-November of 2015. Store locations are displayed on the map to the left.

Tobacco Product Availability

- Number of stores that sold tobacco: 146
- 97% sold cigarettes (regular or menthol)
- 96% sold little cigars/cigarillos
- 81% sold chew/spit tobacco
- 73% sold vaping products

Tobacco Advertising



92 stores (63%) had at least 1 exterior tobacco ad.

Of the 92 stores that had exterior ads, the average number of ads per store was 11.

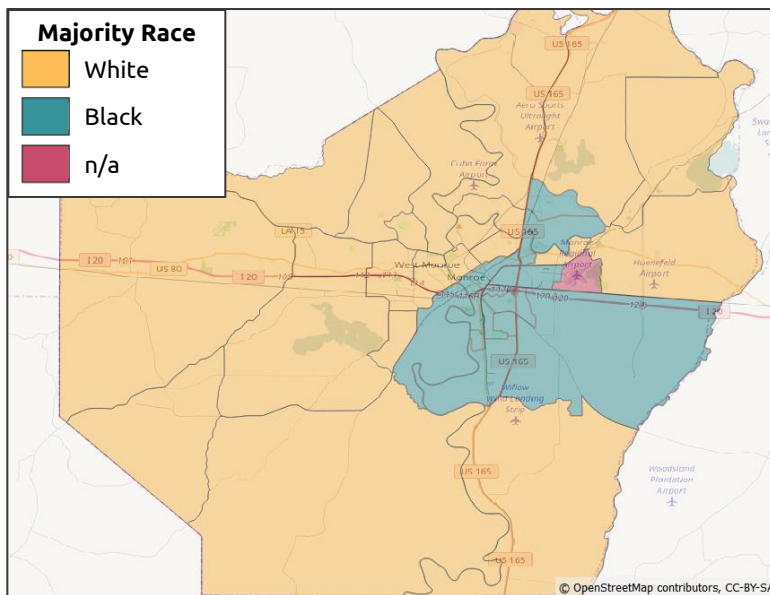


137 stores (94%) had at least 1 interior tobacco ad.

Of the 137 stores that had interior ads, the average number of ads per store was 25.

102 stores (70%) had at least 1 tobacco ad targeting youth (ad placed under 36 inches or near candy/toys).

Examination Of Racial Disparities In Advertising



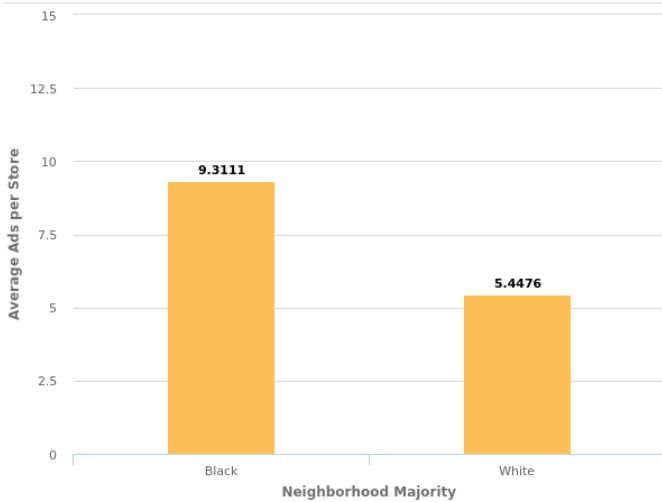
Map Showing Ouachita Parish Census Tracts ("Neighborhoods")

Neighborhoods colored light blue have majority White residents. Neighborhoods colored dark blue have majority African American residents. Neighborhoods colored in grey were not included in the current analysis because no retail stores were assessed there.

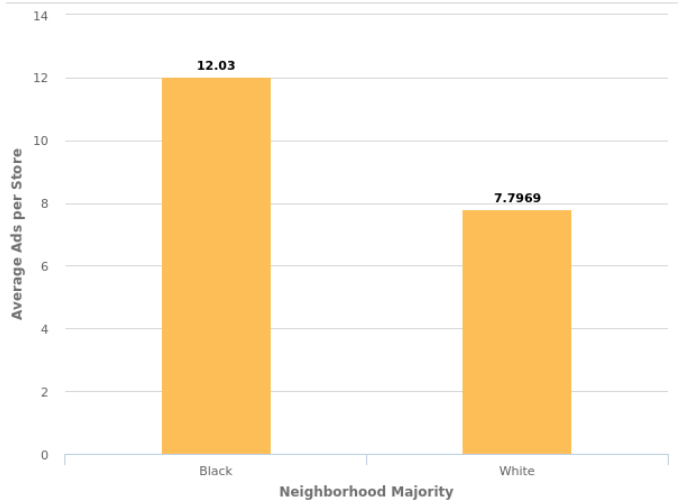
The graphs below show the average number of ads across all store types by racial majority of the neighborhood. All stores include convenience stores with or without gas, grocery stores, pharmacies, discount stores, and supermarkets that sell tobacco. 125 of the surveyed stores selling tobacco were convenience stores, which are also shown alone below.

Menthol Advertisements

Menthol Ads per Store: All Stores



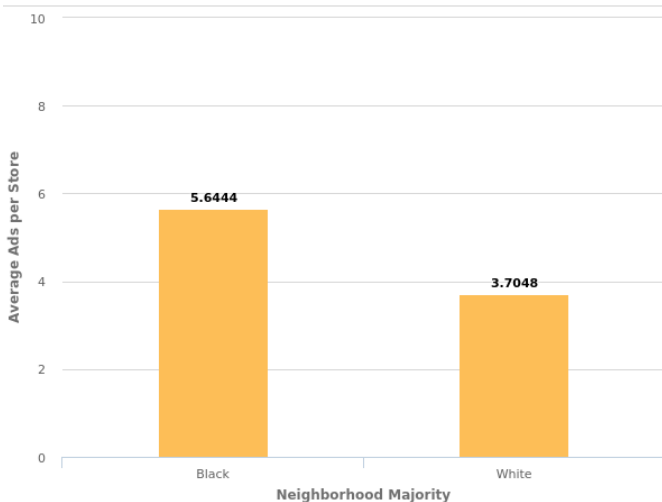
Menthol Ads per Store: Convenience Stores



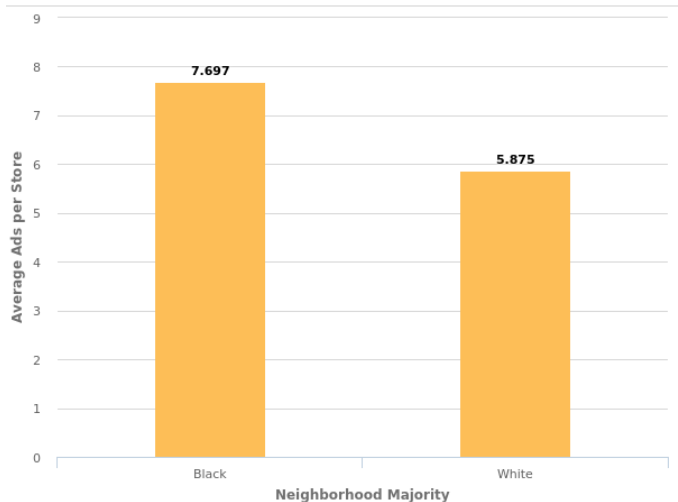
Stores in the neighborhoods with majority African-American residents have more menthol advertisements. The average number of menthol ads per store is higher when only convenience stores are considered. Convenience stores in African American neighborhoods have an average of 12 menthol ads in each store

Little Cigar and Cigarillo Advertisements

LCC Ads per Store: All Stores



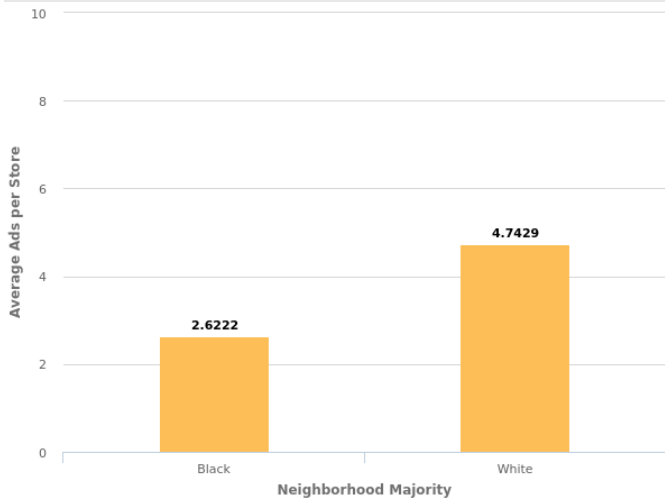
LCC Ads per Store: Convenience Stores



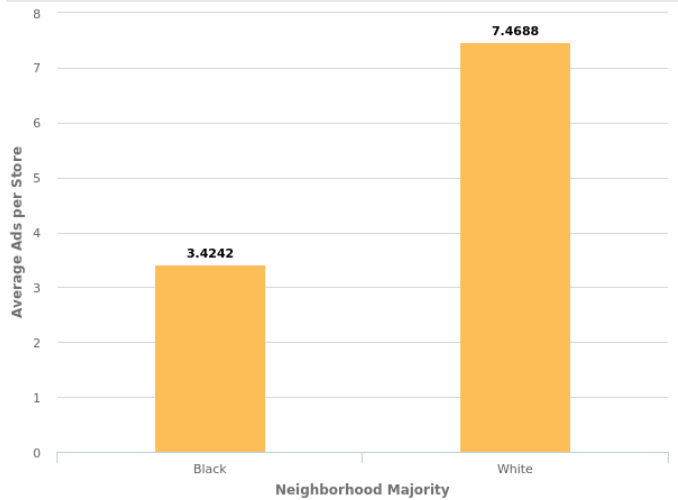
Stores in the neighborhoods with majority African-American residents have more little cigar and cigarillo (LCC) advertisements. The average number of LCC ads per store is higher when only convenience stores are considered. Convenience stores in African American neighborhoods have an average of more than 7 LCC ads in each store

Smokeless Tobacco Ads

Smokeless Ads per Store: All Stores



Smokeless Ads per Store: Convenience Stores



Stores in the neighborhoods with majority White residents have more smokeless tobacco advertisements. The average number of smokeless ads per store is higher when only convenience stores are considered. Convenience stores in majority White neighborhoods have an average of more than 7 smokeless tobacco ads in each store.

Conclusion

Stores in African American communities are being disproportionately targeted for LCC and menthol cigarette ads and stores in majority White communities are being targeted for smokeless tobacco ads. Convenience stores are a key target location for tobacco ads and are places frequented by youth. Most of the stores targeted youth with the placement of tobacco ads.