

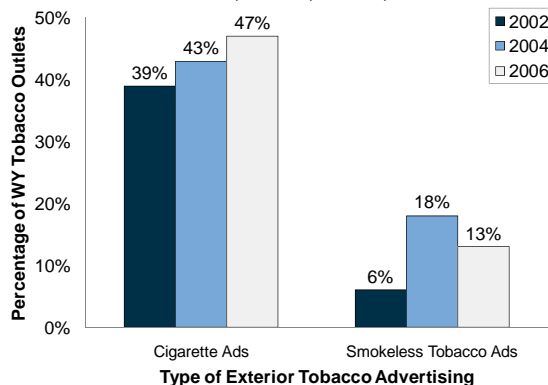
FACT SHEET

Point-of-Sale Influences & Tobacco Accessibility

Tobacco Advertising Increases in Wyoming

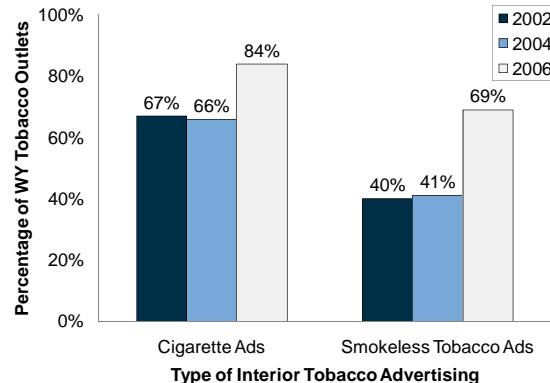
- In 2006, the average number of exterior cigarette ads per store was 2.2.¹
- The percentage of retail stores with at least one exterior cigarette ad increased by 8 percentage points from 2002 to 2006 (39% to 47%).¹
- The percentage of retail stores with at least one exterior smokeless tobacco ad increased by 12 percentage points from 2002 to 2004 (from 6% to 18%) and decreased by 5 percentage points from 2004 to 2006 (from 18% to 13%).¹

Percentage of Stores with At Least One Exterior Tobacco Ad, 2002, 2004, & 2006¹



- In 2006, the average number of interior cigarette ads per store was 11.8.¹
- From 2002 to 2004, the number of stores with at least one cigarette ad decreased by one percentage point (from 67% to 66%); from 2004 to 2006, this number increased by 18 percentage points (from 66% to 84%).^{1*}
- From 2002 to 2004, the number of stores with at least one smokeless tobacco ad increased by one percentage point (from 40% to 41%); from 2004 to 2006, this number increased by 28 percentage points (from 41% to 69%).^{1*}

Percentage of Stores with At Least One Interior Tobacco Ad, 2002, 2004, & 2006¹



Stores Near Schools Have More Pro-Tobacco Ads

In 2006, tobacco stores across the street from a school had an average of 29 pro-tobacco ads (counting both exterior and interior ads) while stores more than five blocks from the nearest school had an average of 17.5 pro-tobacco ads.¹

Stores across the street from schools had more ads within three feet of the floor and more ads within three feet of candy.¹

- Surveyors found ads within three feet of the floor in 63% of stores across the street from a school, compared to only 39% of stores more than five blocks from the nearest school.¹
- Surveyors also found ads within three feet of candy in 44% of the stores across the street from a school, but in only 25% of the stores more than five blocks from the nearest school.¹

A large majority of tobacco retail outlets in Wyoming were located more than five blocks from the nearest school (73%). Only 3% were across the street from a school.¹

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WYSAC Fact Sheet: Point-of-Sale Influences and Tobacco Accessibility

Corresponding to WYSAC Issue Brief #2008-03

Produced for the Wyoming Dept. of Health

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Wyoming Survey & Analysis Center

University of Wyoming • Department 3925
1000 E. University Ave. • Laramie, WY 82071
(307) 766-2189 • e-mail: wysac@uwyo.edu

www.uwyo.edu/wysac

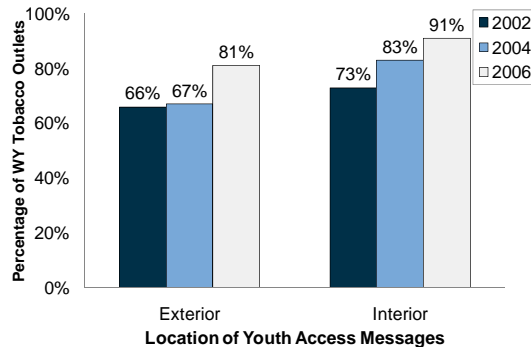
*Despite nearly identical instructions in both years, a change in the data form may account for the sharp increase in the number of interior cigarette and smokeless tobacco ads between 2004 and 2006. The 2004 data form asked for the number of "counter and floor placement displays," but the 2006 data form more broadly asked for the number of "advertisements and promotions."

Increase in the Number of Warning Signs at Stores

The number of interior and the number of exterior underage tobacco warning signs increased between 2002 and 2006.¹

- In 2002, 66% of stores had at least one exterior youth access message; this number increased to 67% in 2004, and then to 81% in 2006.¹
- The percentage of retail stores that had at least one interior youth access message increased by ten percentage points between 2002 and 2004 (from 73% to 83%) and increased an additional eight percentage points between 2004 and 2006 (from 83% to 91%).¹

Percentage of Retail Stores with At Least One Youth Access Message, 2002, 2004, and 2006¹



Few Advertisements for Tobacco Cessation Programs and Products

Exterior advertising in 2006

- Less than 1% of stores displayed tobacco cessation product advertisements.¹
- Only one store displayed a tobacco cessation program advertisement (for Snuff Extinguisher).¹

Interior advertising in 2006

- Few stores displayed tobacco cessation product ads.
 - 2% of stores (48 ads) displayed nicotine gum ads.¹

- 2% (25 ads) displayed nicotine lozenge ads.¹
- 2% (18 ads) displayed nicotine patch ads.¹
- 3% (19 ads) displayed smokeless tobacco substitute product ads.¹

- 1% of stores displayed tobacco cessation program ads (5 Wyoming Quit Tobacco Program ads, 4 Quitnet Ads, 3 Quitline ads).¹

High Compliance with Tobacco Product Placement

As stated by Wyoming Statute 14-4-303 from the 55th Legislative Session (amended in 2000):²

Businesses where "tobacco products are offered for sale at retail and at which persons under the age of 18 are allowed admission with or without an adult . . . shall maintain all tobacco products within the line of sight of [an employee] or under the control of [an employee]."

- Almost all retail stores (98%) complied with this statute in 2006 by placing tobacco products out of customer reach (behind the sales counter and/or locked in a display case) or within the line of sight of an employee.¹
 - 80% of stores placed all tobacco products behind the counter.¹
 - 87% of stores placed all tobacco products outside of customer reach.¹
 - 97% of stores placed all tobacco products within the line of sight of an employee.¹
- The percentage of stores with all tobacco products outside of customer reach (behind the counter or locked in display case) has increased since 2002 (from 55% in 2002 to 66% in 2004).¹
- In 2006, 7% of stores had cigarette self-service displays, and 10% had smokeless tobacco self-service displays.¹

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1. WYSAC. (2007). *2006 Wyoming operation storefront study: Point-of-sale tobacco advertising & promotion* by T. C. Cook & R. Miller. (WYSAC Technical Report No. CHES-705). Laramie, WY: Wyoming Survey & Analysis Center, University of Wyoming.

2. Fifty-fifth Legislature of the State of Wyoming. (2000) *Budget Session* (Wyoming Statute 14-3-303). Retrieved July 17, 2006, from <http://legisweb.state.wy.us/20sessin/enroll/senate/SF0042.htm>