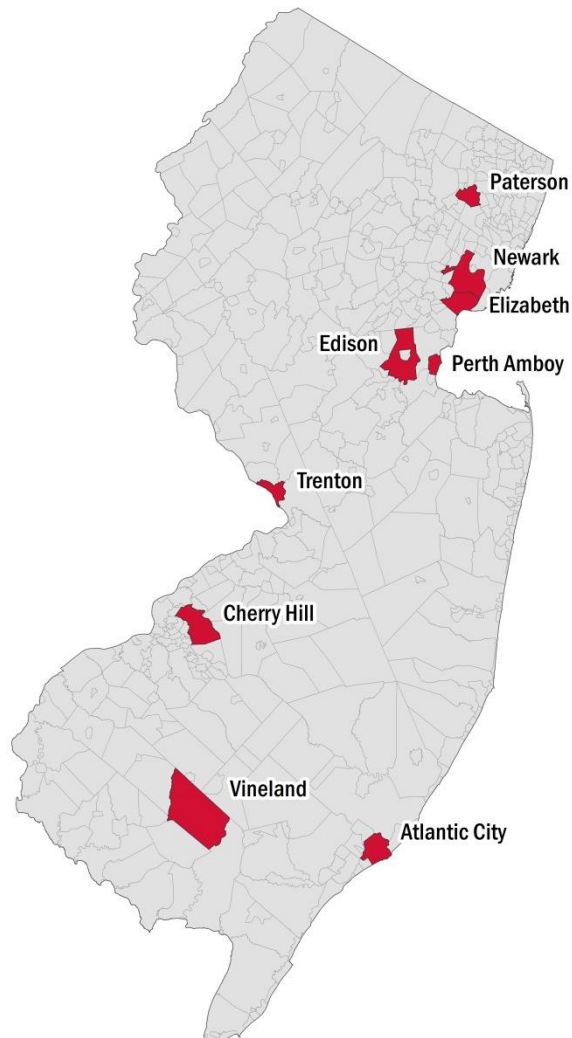


New Jersey Tobacco Point of Sale Project

FINAL REPORT

AUGUST 2014



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BACKGROUND

After the 1998 Master Settlement Agreement banned many traditional forms of tobacco advertising (e.g., billboards, transit advertisements, sponsorships, and product placement in the media), the tobacco industry began investing billions of dollars marketing its products at the point of sale (Figure 1). In 2011, for example, tobacco companies spent over \$8 billion on in-store promotional activities for cigarettes, including advertisements and price-related marketing (e.g., discounts, coupons, special deals).¹ Smokeless tobacco marketing expenditures have also increased from \$444.2 million in 2010 to \$451.7 million in 2011.² Comparable data on cigars and electronic cigarettes are not currently available.

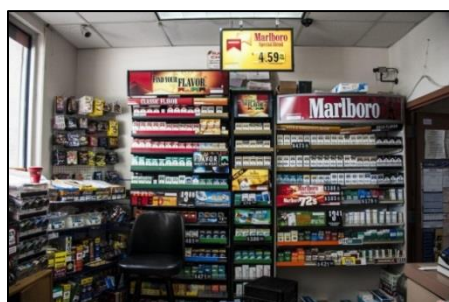


Figure 1 - Point of sale marketing
Source: Counter Tobacco

Research has documented that exposure to point of sale marketing is positively associated with tobacco use.³⁻⁶ The National Cancer Institute, in its 2008 monograph, *The Role of the Media in Promoting and Reducing Tobacco Use*, concluded that tobacco advertising and promotion are causally linked with both smoking initiation and an increase in per capita tobacco consumption.⁷ The 2012 Surgeon General's Report, *Preventing Tobacco Use among Youth and Young Adults*, echoed this sentiment, noting that "based on the weight of the scientific evidence, it is concluded that advertising and promotion has caused youth to start smoking and continue to smoke."⁸ More research is needed to investigate the relationship between point of sale marketing for other tobacco products (e.g., smokeless tobacco, cigars, and e-cigarettes) and use of these products.

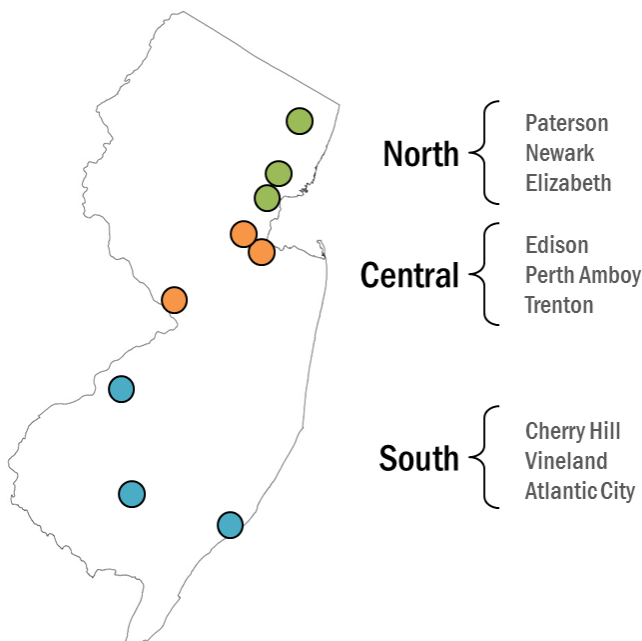
Although rates of cigarette smoking among adolescents have fallen in the past decade, the prevalence of ever use and current use of cigarettes remains high. In 2013, 34.2% of New Jersey high school students reported ever having tried a cigarette, and 12.9% had smoked at least one cigarette in the past 30 days.⁹ Data from the 2012 New Jersey Youth Tobacco Survey indicate that regular use of other tobacco products is not uncommon among high school students. Current cigar use, for example, exceeded 6% but was markedly higher for males and 12th graders. Rates of current use for smokeless tobacco and electronic cigarettes were 3.4% and 6.1%, respectively, with differences by gender, race, and grade level.

This project aims to characterize tobacco advertising and product availability in retail locations near schools in nine New Jersey communities. Although youth may visit tobacco vendors in other parts of their city, (e.g., near their homes, parks, etc.), they are likely exposed to tobacco marketing before and after school in retail locations that are within walking distance of school grounds. Monitoring this type of marketing may highlight youth exposure to different types of tobacco products and indicate how exposure may vary among the sample of New Jersey communities. Further, ongoing surveillance of point of sale tobacco marketing may inform future legislation restricting this activity.

METHODOLOGY

Three large communities from each region of New Jersey (North, Central, and South) were selected based on total middle and high school enrollment and the number of licensed tobacco retailers. The overall sample comprised nine cities: Atlantic City, Cherry Hill, Edison, Elizabeth, Newark, Paterson, Perth Amboy, Trenton, and Vineland. These cities are ethnically diverse and present a mix of urban and suburban geographic areas (Figure 2). Camden was excluded due to a spike in weapon/aggravated assaults and motor vehicle thefts during the month of data collection.¹⁰

Figure 2 – City selection



A list of public and non-public schools with students in fifth grade or higher was obtained from the New Jersey Department of Education. Youth typically experiment with tobacco products during adolescence and teenage years, hence elementary schools and preschools were not considered for this project. All schools and licensed tobacco retailers (source: New Jersey Department of Health) in each community were geocoded using ArcGIS (v.10.1). A half-mile buffer was drawn around each school in the sample, and any retailer that fell within the buffer zone was extracted to create the sampling frame. Twenty retailers were randomly selected from each city, yielding a total sample size of 180 businesses.

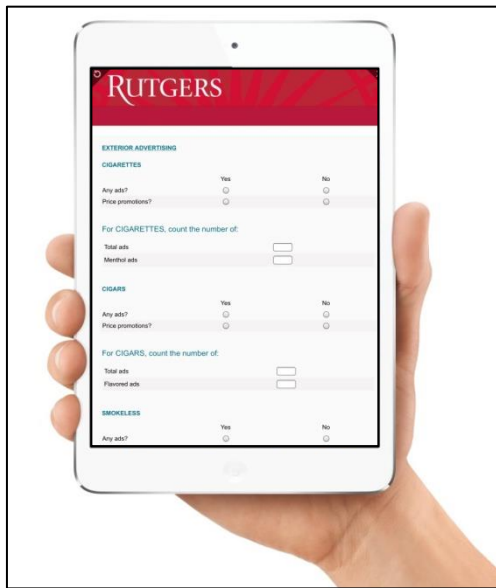


Figure 3 – Data collection instrument

Data collectors visited the retailers between April and June 2014. At each location, they documented the presence of exterior and interior tobacco advertising, and counted the total number of advertisements using Qualtrics survey software on an iPad mini (Figure 3). Advertisements were defined as any promotional materials produced by tobacco companies featuring images of tobacco products or company logos. These included posters, shelving, hanging signs, "sandwich" boards, stickers on doors and windows, etc. (Figure 4). In addition to counting the total number of tobacco advertisements, field staff also calculated the proportion of advertisements that featured an image or descriptor of a menthol or flavored product.

This project examined marketing and product availability of cigarettes, cigars, smokeless tobacco, and electronic cigarettes. Cigars included large, premium cigars, little cigars, and cigarillos (e.g., Black & Mild, Phillies, Swisher Sweets). Smokeless tobacco (SLT) included moist snuff and snus. Snuff is a form of smokeless tobacco, commonly called “dip,” that is placed between the lip and the gum. Popular brands include Skoal, Copenhagen, and Grizzly. Snus is a spit-free form of smokeless tobacco that is contained in teabag-like pouches and also placed between the lip and the gum. Electronic cigarettes (e-cigs) are battery-operated products designed to deliver nicotine, flavor, and other chemicals. They turn chemicals, including nicotine, into an aerosol that is inhaled by the user. For the purpose of this project, the term *e-cigarettes* includes products like e-hookahs, hookah pens, vape pipes, and vape pens.



Figure 4 – Examples of tobacco advertisements (highlighted in red)
Source: Counter Tobacco

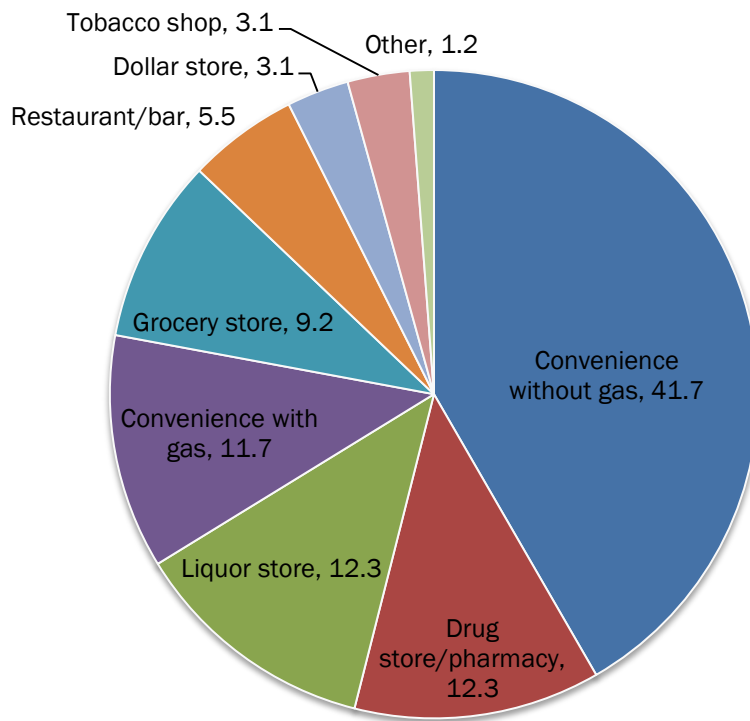
RESULTS – Overall Sample

Tobacco Retail Establishments

Field staff collected data in 163 of the 180 sampled tobacco retail establishments. Reasons for exclusion included: business not found at address provided (n=5), business closed (n=2), environment felt unsafe (n=2), data collectors were asked to leave (n=5), and business did not sell tobacco (n=3).

Most of the sampled retailers were convenience stores without a gas station, and of those, the majority were “mom and pop” corner stores and *bodegas*. Drug stores, liquor stores, convenience stores with a gas station, and grocery stores also comprised a substantial portion of the sample (Figure 5).

Figure 5 – Business type, % (n=163 businesses)



Exterior and Interior Advertising

Overall, **62.6% of retailers had at least one exterior advertisement for a tobacco product.** Slightly more than half (54.6%) displayed outdoor cigarette advertisements. Table 1 presents the percentage of businesses that featured exterior and interior promotions for tobacco products. **Interior advertising was more prevalent than exterior advertising, especially for non-cigarette tobacco products, such as e-cigarettes and cigars.** The majority of retail outlets in the sample (81.6%) had some type of interior tobacco advertising. Almost half (46.0%) advertised e-cigarettes.

Table 1 - Presence of exterior and interior tobacco advertisements (n=163 retailers)

	% with cigarette ads	% with e-cigarette ads	% with cigar ads	% with smokeless ads	% with ANY ads
Exterior	54.6	35.6	22.1	7.4	62.6
Interior	77.9	46.0	35.0	17.8	81.6

Field staff counted a total of 625 exterior and 2366 interior advertisements. Most of these advertisements were for cigarettes, followed by e-cigarettes, cigars, and smokeless tobacco (Table 2).

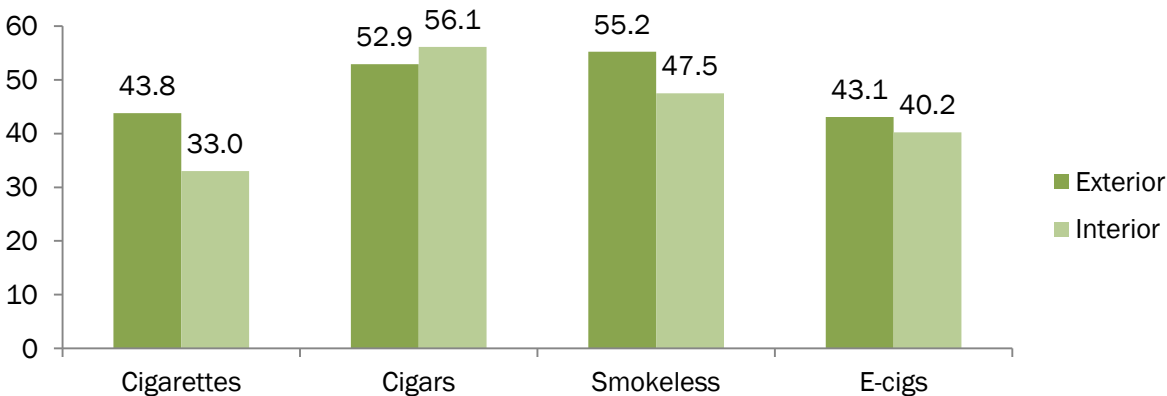
Table 2 - Exterior and interior advertisements by product type

	Exterior % (n=625)	Interior % (n=2366)
Cigarettes	63.2	77.0
E-cigarettes	18.6	10.1
Cigars	13.6	6.7
Smokeless	4.6	6.3

Flavoring in Advertisements

Advertisements for smokeless tobacco and cigars were more likely to promote menthol/flavored products than advertisements for cigarettes or e-cigarettes. Except for cigars, the percentage of advertisements promoting flavored/menthol products was higher for exterior advertisements than for interior advertisements. Of note, approximately 44 percent of exterior cigarette advertisements were for menthol products, compared to 33 percent of interior cigarette advertisements (Figure 6).

Figure 6 - Percentage of advertisements promoting menthol/flavored products



Product Availability

Cigars

- 88.3% of retailers sold cigars
- 87.1% sold flavored cigars
- 87.1% sold cigars as single, individually-wrapped sticks

Smokeless

- 24.5% of retailers sold snuff
- 12.9% sold snus

E-cigarettes

- 60.1% of retailers sold e-cigarettes
- 49.1% sold menthol e-cigarettes
- 36.8% sold flavored e-cigarettes (e.g., fruit flavors)

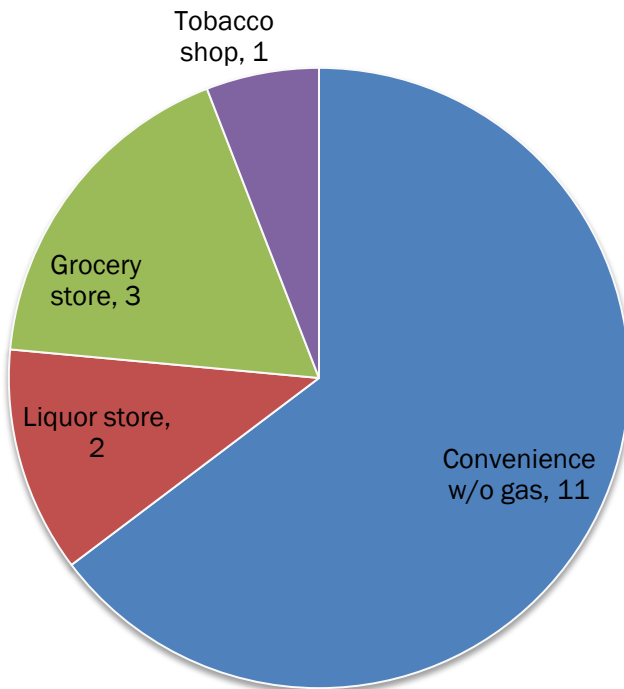
Atlantic City

DEMOGRAPHICS			
Total population	39,551	Education^b	
People per square mile	3,680.8	Less than high school	31.5%
Race^a		Income	
White, non-Hispanic	16.0%	Median income ^c	\$29,886
Black/African American	38.3%	Below poverty level	29.9%
Hispanic/Latino	30.4%		
Asian	15.6%		
Other	5.4%		

^aBlack/African American, Asian, and Other may also have identified as Hispanic/Latino, ^bAmong those ages 25+, ^cPer household

Seventeen tobacco retail establishments were surveyed in Atlantic City. Sixty-five percent were convenience stores not located within a gas station.

Business type, count (n=17)



Exterior and Interior Advertising

Most retailers featured exterior advertising (76.5%). Nearly all retailers (94.1%) had at least one interior advertisement.

Presence of exterior and interior tobacco advertisements (n=17 retailers)

	% with cigarette ads	% with e-cigarette ads	% with cigar ads	% with smokeless ads	% with ANY ads
Exterior	70.6	52.9	35.3	5.9	76.5
Interior	94.1	47.1	76.5	11.8	94.1

Exterior and interior advertising varied according to tobacco products. The majority of advertisements were for cigarettes. E-cigarettes were the second most commonly advertised product.

Exterior and interior advertisements by product type

	Exterior % (n=86)	Interior % (n=233)
Cigarettes	60.5	81.6
E-cigs	26.7	12.5
Cigars	11.6	3.9
Smokeless	1.2	2.2

Product Availability

The proportion of retailers in Atlantic City that sold e-cigarettes was higher than the overall sample. However, smokeless tobacco products were available at much lower rates.

	Atlantic City	Overall Sample
Cigars		
Cigars	82.4%	88.3%
Flavored cigars	82.4%	87.1%
Single, individually-wrapped sticks	76.5%	87.1%
Smokeless tobacco		
Snuff	11.8%	24.5%
Snus	5.9%	12.9%
E-cigarettes		
E-cigarettes	76.5%	60.1%
Menthol e-cigarettes	29.4%	49.1%
Flavored e-cigarettes	52.9%	36.8%

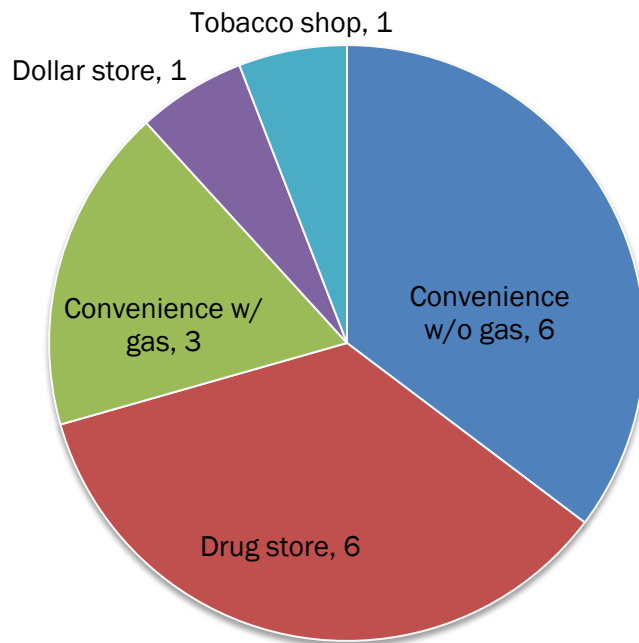
Cherry Hill

DEMOGRAPHICS			
Total population	70,980	Education^b	
People per square mile	2,945.6	Less than high school	6.6%
Race^a		Income	
White, non-Hispanic	74.3%	Median income ^c	\$88,450
Black/African American	6.9%	Below poverty level	4.0%
Hispanic/Latino	6.9%		
Asian	11.5%		
Other	4.6%		

^aBlack/African American, Asian, and Other may also have identified as Hispanic/Latino, ^bAmong those age 25+, ^cPer household

Seventeen tobacco retail establishments were surveyed in Cherry Hill. They were predominantly drug stores and convenience stores.

Business type, count (n=17)



Exterior and Interior Advertising

Approximately two-thirds of retailers featured exterior advertisements for tobacco products. The proportion was higher (88.2%) for interior advertisements.

Presence of exterior and interior tobacco advertisements (n=17 retailers)

	% with cigarette ads	% with e-cigarette ads	% with cigar ads	% with smokeless ads	% with ANY ads
Exterior	52.9	35.3	29.4	23.5	64.7
Interior	82.4	47.1	47.1	35.3	88.2

Half of all exterior advertisements were for cigarettes. Cigars, smokeless tobacco, and e-cigarettes appeared at nearly the same rates. The largest percentage of advertisements was for cigarettes, followed by smokeless tobacco.

Exterior and interior advertisements by product type

	Exterior % (n=84)	Interior % (n=415)
Cigarettes	51.2	71.1
Smokeless	17.9	13.7
E-cigs	16.7	9.2
Cigars	14.3	6.0

Product Availability

With the exception of flavored e-cigarettes, the tobacco products surveyed were available in higher proportions in Cherry Hill than in the overall sample. The disparity was especially pronounced for smokeless tobacco. Retailers were almost twice as likely to offer snuff, and almost three times as likely to offer snus compared to retailers in other parts of the state.

	Cherry Hill	Overall Sample
Cigars		
Cigars	100.0%	88.3%
Flavored cigars	100.0%	87.1%
Single, individually-wrapped sticks	94.1%	87.1%
Smokeless tobacco		
Snuff	47.1%	24.5%
Snus	35.3%	12.9%
E-cigarettes		
E-cigarettes	76.5%	60.1%
Menthol e-cigarettes	70.6%	49.1%
Flavored e-cigarettes	29.4%	36.8%

Edison

DEMOGRAPHICS			
Total population	98,996	Education^b	
People per square mile	3,397.0	Less than high school	9.2%
Race^a		Income	
White, non-Hispanic	50.2%	Median income ^c	\$80,026
Black/African American	9.8%	Below poverty level	8.1%
Hispanic/Latino	8.5%		
Asian	37.5%		
Other	0.9%		

^aBlack/African American, Asian, and Other may also have identified as Hispanic/Latino, ^bAmong those age 25+, ^cPer household

Seventeen tobacco retail establishments were surveyed in Edison. Over half were convenience stores.

Business type, count (n=17)



Exterior and Interior Advertising

Exterior advertising was present in nearly 60% of retailers. Interior promotions for tobacco products were displayed at every retail establishment.

Presence of exterior and interior tobacco advertisements (n=17 retailers)

	% with cigarette ads	% with e-cigarette ads	% with cigar ads	% with smokeless ads	% with ANY ads
Exterior	58.8	41.2	29.4	11.8	58.8
Interior	100.0	82.4	58.8	47.1	100.0

Exterior and interior advertisements were most often for cigarettes. Although far less dominant, e-cigarettes were second most common.

Exterior and interior advertisements by product type

	Exterior % (n=79)	Interior % (n=365)
Cigarettes	65.8	71.5
E-cigs	17.7	12.6
Cigars	13.9	9.0
Smokeless	2.5	6.8

Product Availability

Cigar sales for Edison were comparable to that of the overall sample. However, sales of smokeless tobacco and e-cigarettes were markedly higher than the overall average. Snuff and snus were more than twice as likely to be available.

	Edison	Overall Sample
Cigars		
Cigars	88.2%	88.3%
Flavored cigars	82.4%	87.1%
Single, individually-wrapped sticks	88.2%	87.1%
Smokeless tobacco		
Snuff	64.7%	24.5%
Snus	29.4%	12.9%
E-cigarettes		
E-cigarettes	88.2%	60.1%
Menthol e-cigarettes	88.2%	49.1%
Flavored e-cigarettes	64.7%	36.8%

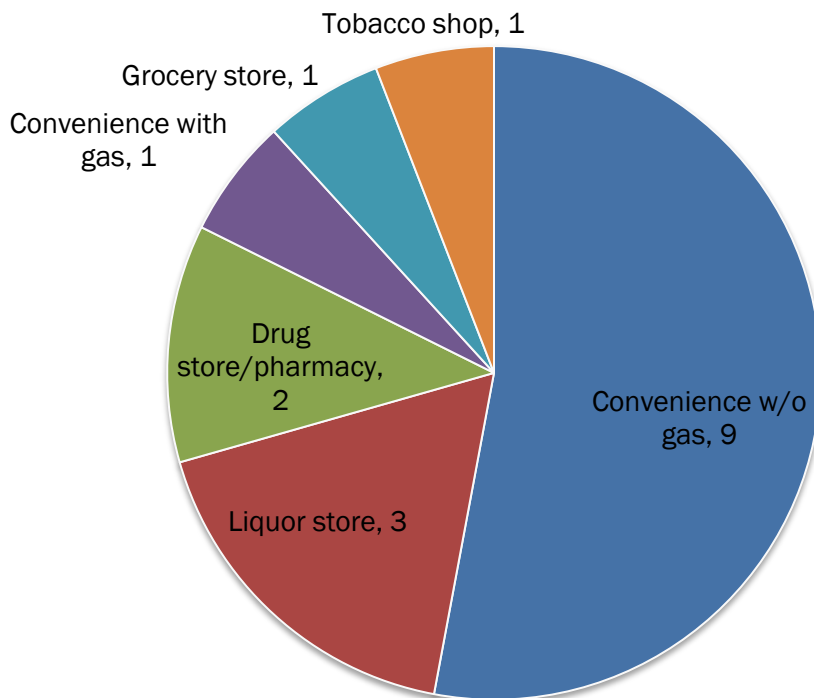
Elizabeth

DEMOGRAPHICS			
Total population	127,558	Education^b	
People per square mile	10,144.4	Less than high school	27.2%
Race^a		Income	
White, non-Hispanic	18.2%	Median income ^c	\$43,590
Black/African American	21.1%	Below poverty level	18.8%
Hispanic/Latino	59.5%		
Asian	2.1%		
Other	5.4%		

^aBlack/African American, Asian, and Other may also have identified as Hispanic/Latino, ^bAmong those age 25+, ^cPer household

Seventeen tobacco retail establishments were surveyed in Elizabeth, with convenience stores representing more than half of all businesses.

Business type, count (n=17)



Exterior and Interior Advertising

The percentage of businesses featuring exterior advertisements for e-cigarettes exceeded those with advertisements for traditional cigarettes, 64.7% versus 58.8%, respectively. No retailer exhibited exterior advertising for smokeless tobacco products, while a small percentage had interior advertisements for the products.

Presence of exterior and interior tobacco advertisements (n=17 retailers)

	% with cigarette ads	% with e-cigarette ads	% with cigar ads	% with smokeless ads	% with ANY ads
Exterior	58.8	64.7	23.5	0.0	70.6
Interior	70.6	64.7	58.8	11.8	76.5

Most advertisements featured cigarettes and e-cigarettes. By contrast, there were almost no advertisements observed for smokeless tobacco products.

Exterior and interior advertisements by product type

	Exterior % (n=68)	Interior % (n=283)
Cigarettes	57.4	77.4
E-cigs	36.8	14.1
Cigars	5.9	6.7
Smokeless	0.0	1.8

Product Availability

The percentage of retailers selling cigars in Elizabeth was similar to proportions in the overall sample. Snuff was sold at a much lower rate, 5.9% compared to 24.5%.

	Elizabeth	Overall Sample
Cigars		
Cigars	94.1%	88.3%
Flavored cigars	94.1%	87.1%
Single, individually-wrapped sticks	94.1%	87.1%
Smokeless tobacco		
Snuff	5.9%	24.5%
Snus	11.8%	12.9%
E-cigarettes		
E-cigarettes	76.5%	60.1%
Menthol e-cigarettes	64.7%	49.1%
Flavored e-cigarettes	52.9%	36.8%

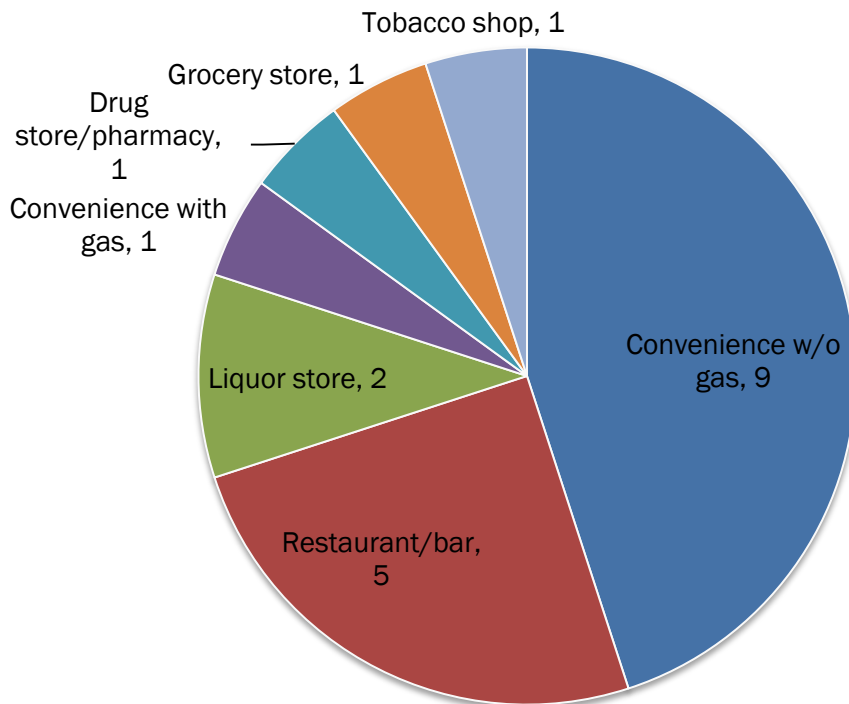
Newark

DEMOGRAPHICS			
Total population	278,427	Education^b	
People per square mile	11,458.2	Less than high school	29.9%
Race^a		Income	
White, non-Hispanic	11.6%	Median income ^c	\$34,387
Black/African American	52.4%	Below poverty level	28.0%
Hispanic/Latino	33.8%		
Asian	1.6%		
Other	4.4%		

^aBlack/African American, Asian, and Other may also have identified as Hispanic/Latino, ^bAmong those age 25+, ^cPer household

Twenty tobacco retail establishments were surveyed in Newark. Convenience stores and restaurant/bars comprised 70% of the sample.

Business type, count (n=20)



Exterior and Interior Advertising

Half of all retailers displayed exterior advertisements. Seventy percent exhibited interior promotions. Retailers did not exhibit advertisements for smokeless tobacco products.

Presence of exterior and interior tobacco advertisements (n=20 retailers)

	% with cigarette ads	% with e-cigarette ads	% with cigar ads	% with smokeless ads	% with ANY ads
Exterior	30.0	25.0	30.0	0.0	50.0
Interior	60.0	25.0	25.0	0.0	70.0

The percentage of exterior advertisements for cigars (44.2%) was slightly higher than for cigarettes (42.3%). Conversely, 85.3% of interior advertisements were for cigarettes, compared with only 6.9% for cigars.

Exterior and interior advertisements by product type

	Exterior % (n=52)	Interior % (n=116)
Cigarettes	42.3	85.3
Cigars	44.2	6.9
E-cigs	13.5	7.8
Smokeless	0.0	0.0

Product Availability

Newark retailers sold cigars, smokeless tobacco, and e-cigarettes at lower rates than the overall New Jersey sample. For example, no retailer sold snus, and only 5% sold snuff.

	Newark	Overall Sample
Cigars		
Cigars	70.0%	88.3%
Flavored cigars	65.0%	87.1%
Single, individually-wrapped sticks	70.0%	87.1%
Smokeless tobacco		
Snuff	5.0%	24.5%
Snus	0.0%	12.9%
E-cigarettes		
E-cigarettes	40.0%	60.1%
Menthol e-cigarettes	35.0%	49.1%
Flavored e-cigarettes	30.0%	36.8%

Paterson

DEMOGRAPHICS			
Total population	145,948	Education^b	
People per square mile	17,346.8	Less than high school	28.7%
Race^a		Income	
White, non-Hispanic	9.2%	Median income ^c	\$33,583
Black/African American	31.7%	Below poverty level	27.6%
Hispanic/Latino	57.6%		
Asian	3.3%		
Other	6.4%		

^aBlack/African American, Asian, and Other may also have identified as Hispanic/Latino, ^bAmong those age 25+, ^cPer household

Seventeen tobacco retailers were surveyed in Paterson. They represented a diverse group of businesses.

Business type, count (n=17)



Exterior and Interior Advertising

Fewer than one third of tobacco retail establishments featured exterior advertising, while half had interior promotions. Retailers did not exhibit advertisements for smokeless tobacco products. They also did not display exterior cigar advertisements.

Presence of exterior and interior tobacco advertisements (n=17 retailers)

	% with cigarette ads	% with e-cigarette ads	% with cigar ads	% with smokeless ads	% with ANY ads
Exterior	23.5	17.6	0.0	0.0	29.4
Interior	47.1	17.6	11.8	0.0	52.9

Most exterior and interior advertisements were for cigarettes. No advertisements featured smokeless tobacco products, and very few featured cigars.

Exterior and interior advertisements by product type

	Exterior % (n=23)	Interior % (n=64)
Cigarettes	87.0	89.1
E-cigs	13.0	7.8
Cigars	0.0	3.1
Smokeless	0.0	0.0

Product Availability

Paterson retailers sold cigars and e-cigarettes at lower rates than the overall sample. Smokeless tobacco was not available for sale in the businesses surveyed.

	Paterson	Overall Sample
Cigars		
Cigars	82.4%	88.3%
Flavored cigars	82.4%	87.1%
Single, individually-wrapped sticks	82.4%	87.1%
Smokeless tobacco		
Snuff	0.0%	24.5%
Snus	0.0%	12.9%
E-cigarettes		
E-cigarettes	35.3%	60.1%
Menthol e-cigarettes	17.6%	49.1%
Flavored e-cigarettes	29.4%	36.8%

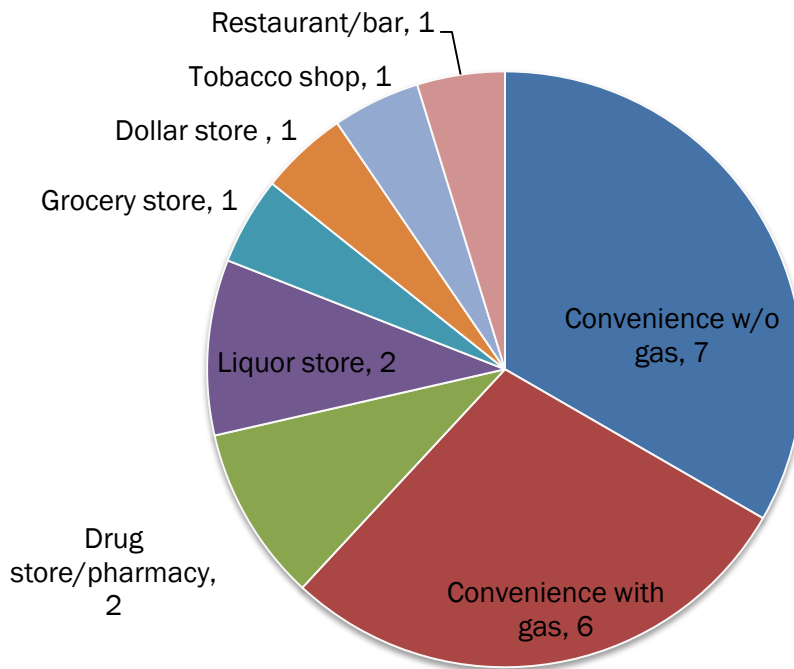
Perth Amboy

DEMOGRAPHICS			
Total population	51,982	Education^b	
People per square mile	10,806.9	Less than high school	31.9%
Race^a		Income	
White, non-Hispanic	12.0%	Median income ^c	\$44,166
Black/African American	10.5%	Below poverty level	21.2%
Hispanic/Latino	78.1%		
Asian	1.7%		
Other	6.8%		

^aBlack/African American, Asian, and Other may also have identified as Hispanic/Latino, ^bAmong those age 25+, ^cPer household

Twenty-one tobacco retail establishments were surveyed in Perth Amboy, more than half of which were convenience stores.

Business type, count (n=21)



Exterior and Interior Advertising

Nearly three fourths of retailers displayed exterior advertising for tobacco products. Two thirds of retailers featured exterior advertisements for cigarettes. The percentage of businesses displaying advertisements for other tobacco products was substantially lower.

Presence of exterior and interior tobacco advertisements (n=21 retailers)

	% with cigarette ads	% with e-cigarette ads	% with cigar ads	% with smokeless ads	% with ANY ads
Exterior	66.7	23.8	4.8	4.8	71.4
Interior	81.0	47.6	38.1	19.0	85.7

Cigars and smokeless tobacco comprised only 1.3% of exterior advertisements. Proportions were higher for interior advertisements, 7.5% and 5.6%, respectively.

Exterior and interior advertisements by product type

	Exterior % (n=79)	Interior % (n=268)
Cigarettes	83.5	76.9
E-cigs	13.9	10.1
Cigars	1.3	7.5
Smokeless	1.3	5.6

Product Availability

Cigars were available at higher rates in Perth Amboy than in the overall sample. All retailers surveyed sold cigars. However, smokeless tobacco products were sold at lower rates.

	Perth Amboy	Overall Sample
Cigars		
Cigars	100.0%	88.3%
Flavored cigars	100.0%	87.1%
Single, individually-wrapped sticks	100.0%	87.1%
Smokeless tobacco		
Snuff	23.8%	24.5%
Snus	9.5%	12.9%
E-cigarettes		
E-cigarettes	57.1%	60.1%
Menthol e-cigarettes	52.4%	49.1%
Flavored e-cigarettes	23.8%	36.8%

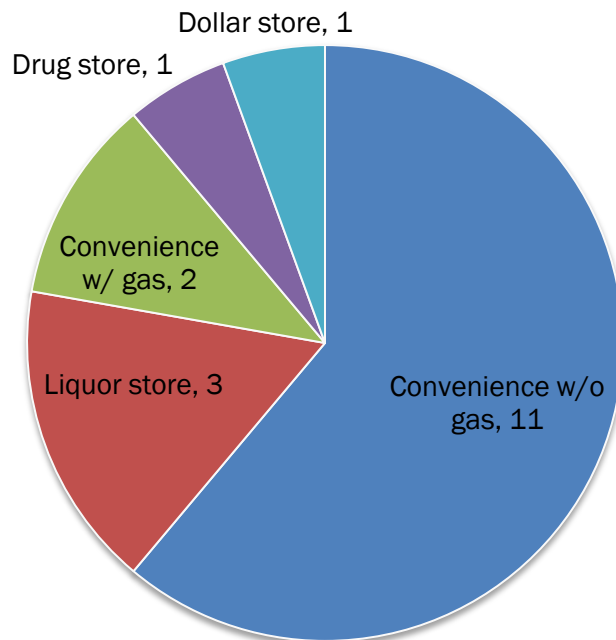
Trenton

DEMOGRAPHICS			
Total population	84,349	Education^b	
People per square mile	11,102.6	Less than high school	29.5%
Race^a		Income	
White, non-Hispanic	13.5%	Median income ^c	\$36,727
Black/African American	52.0%	Below poverty level	26.6%
Hispanic/Latino	33.7%		
Asian	1.2%		
Other	4.9%		

^aBlack/African American, Asian, and Other may also have identified as Hispanic/Latino, ^bAmong those age 25+, ^cPer household

Eighteen tobacco retail establishments were surveyed in Trenton. Convenience stores were 72% of the sample.

Business type, count (n=18)



Exterior and Interior Advertising

Over 80% of retailers displayed cigarette advertisements. The vast majority of retailers had exterior and interior advertisements for tobacco products.

Presence of exterior and interior tobacco advertisements (n=18 retailers)

	% with cigarette ads	% with e-cigarette ads	% with cigar ads	% with smokeless ads	% with ANY ads
Exterior	77.8	27.8	33.3	5.6	83.3
Interior	83.3	33.3	22.2	16.7	83.3

One fourth of exterior advertisements were for cigars. The proportion of exterior and interior advertisements for cigarettes was substantially higher than for all other products.

Exterior and interior advertisements by product type

	Exterior % (n=80)	Interior % (n=228)
Cigarettes	60.0	82.0
Cigars	25.0	4.4
E-cigs	13.8	7.5
Smokeless	1.3	6.1

Product Availability

Virtually all retailers in Trenton sold cigars. Although cigars were sold at higher rates than in the overall sample, smokeless tobacco and e-cigarettes were available at lower rates.

	Trenton	Overall Sample
Cigars		
Cigars	94.4%	88.3%
Flavored cigars	94.4%	87.1%
Single, individually-wrapped sticks	94.4%	87.1%
Smokeless tobacco		
Snuff	16.7%	24.5%
Snus	11.1%	12.9%
E-cigarettes		
E-cigarettes	38.9%	60.1%
Menthol e-cigarettes	38.9%	49.1%
Flavored e-cigarettes	27.8%	36.8%

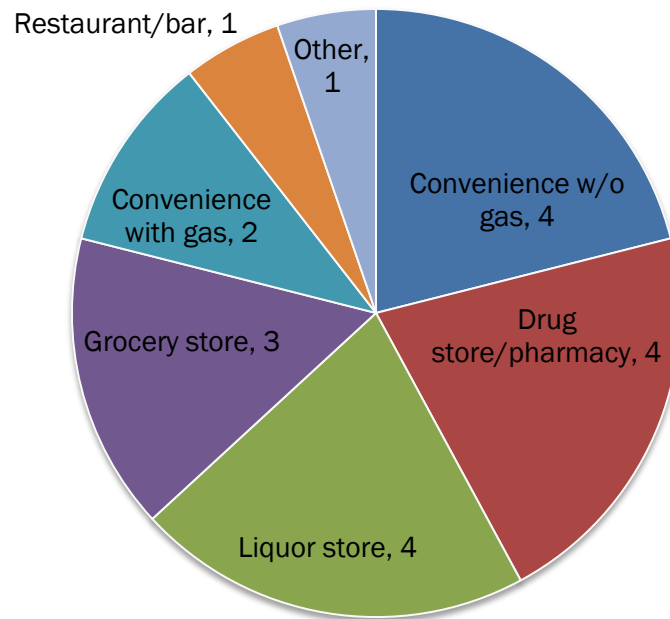
Vineland

DEMOGRAPHICS			
Total population	61,050	Education^b	
People per square mile	887.5	Less than high school	22.0%
Race^a		Income	
White, non-Hispanic	46.3%	Median income ^c	\$52,708
Black/African American	14.2%	Below poverty level	13.7%
Hispanic/Latino	38.0%		
Asian	1.7%		
Other	4.2%		

^aBlack/African American, Asian, and Other may also have identified as Hispanic/Latino, ^bAmong those age 25+, ^cPer household

Nineteen tobacco retail establishments were surveyed in Vineland. Convenience stores, pharmacies, and liquor stores were equally represented with four locations each.

Business type, count (n=19)



Exterior and Interior Advertising

Half of retailers displayed exterior cigarette advertisements. A third featured e-cigarette advertisements. Eighty-four percent of retailers had interior advertisements for cigarettes, while half promoted e-cigarettes.

Presence of exterior and interior tobacco advertisements (n=19 retailers)

	% with cigarette ads	% with e-cigarette ads	% with cigar ads	% with smokeless ads	% with ANY ads
Exterior	52.6	36.8	15.8	15.8	57.9
Interior	84.2	52.6	31.6	21.1	84.2

Cigarettes were the most heavily advertised product. Smokeless tobacco was the second most prevalent, followed by e-cigarettes and cigars.

Exterior and interior advertisements by product type

	Exterior % (n=74)	Interior % (n=394)
Cigarettes	71.6	77.9
Cigars	5.4	5.6
Smokeless	12.2	9.4
E-cigs	10.8	7.1

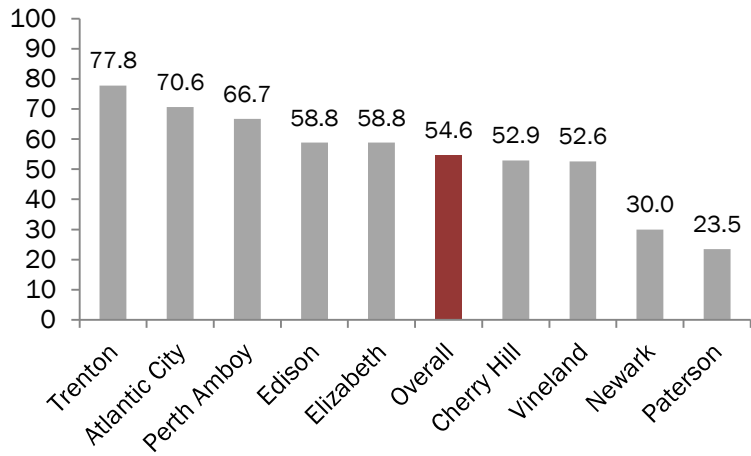
Product Availability

Cigar sales in Vineland were comparable to overall rates. E-cigarettes were sold at lower rates. Additionally, smokeless tobacco products were more widely available in this city.

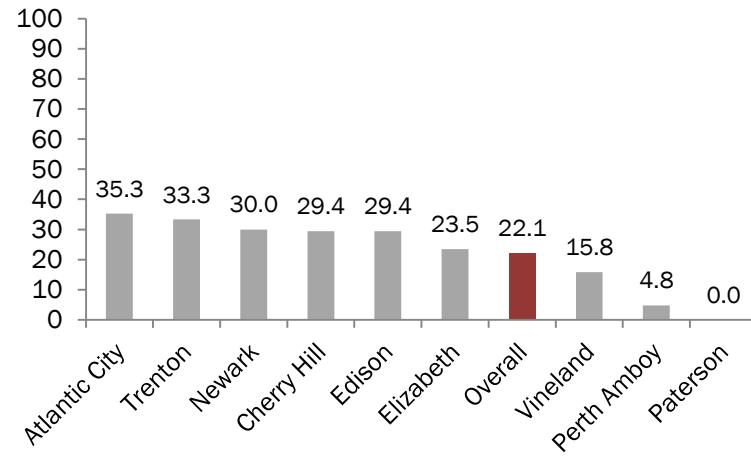
	Vineland	Overall Sample
Cigars		
Cigars	84.2%	88.3%
Flavored cigars	84.2%	87.1%
Single, individually-wrapped sticks	84.2%	87.1%
Smokeless tobacco		
Snuff	47.4%	24.5%
Snus	15.8%	12.9%
E-cigarettes		
E-cigarettes	57.9%	60.1%
Menthol e-cigarettes	47.4%	49.1%
Flavored e-cigarettes	26.3%	36.8%

City Comparisons – Percentage of Retailers with Exterior Advertising

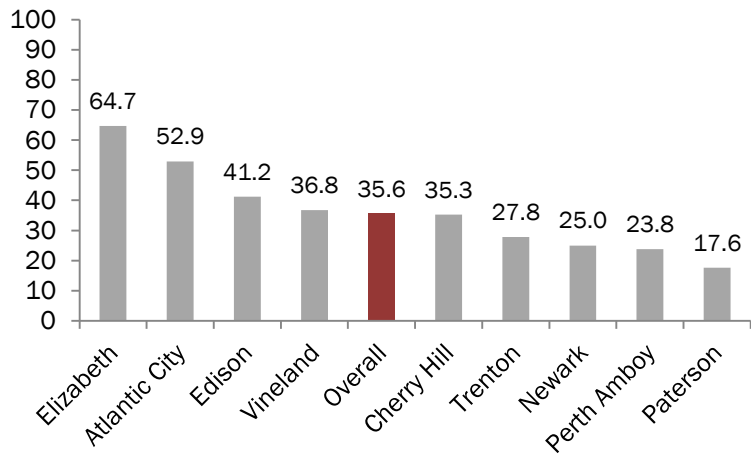
Cigarettes



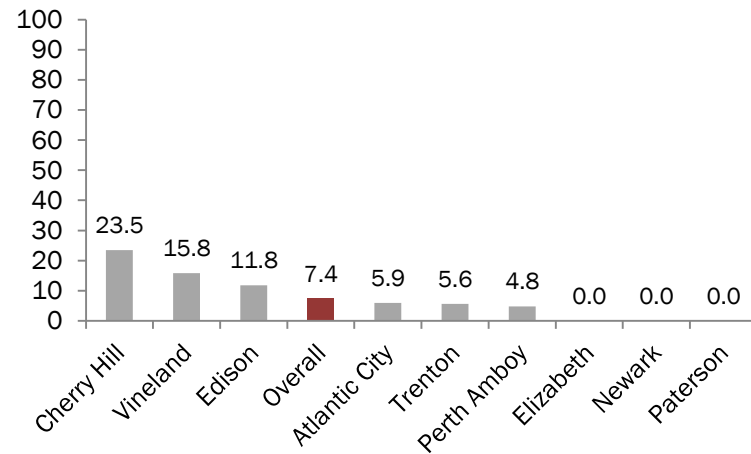
Cigars



E-cigarettes



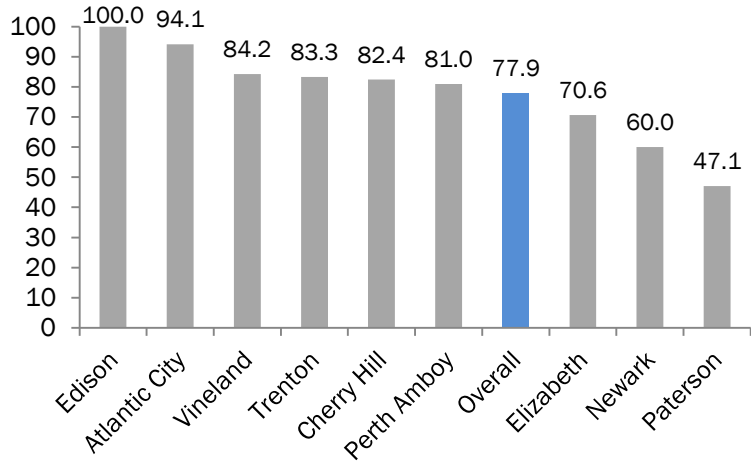
Smokeless



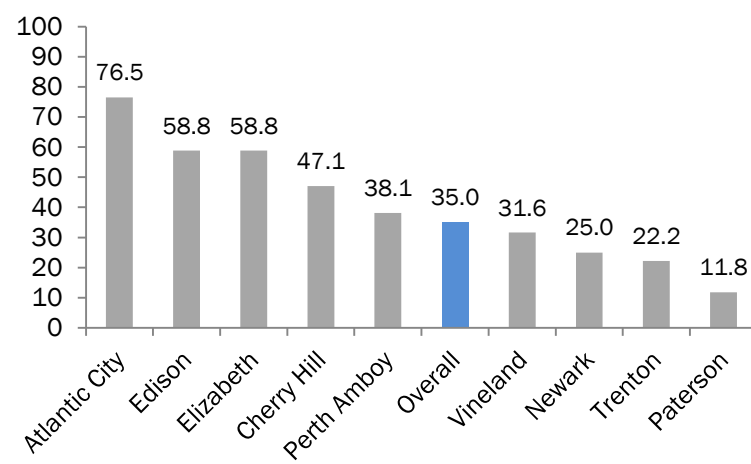
These graphs compare the prevalence of advertisements in each city to the overall sample (i.e., all 9 cities combined)

City Comparisons – Percentage of Retailers with Interior Advertising

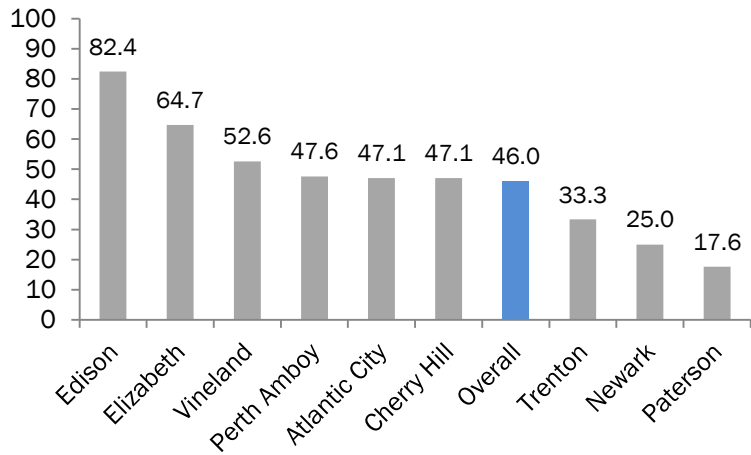
Cigarettes



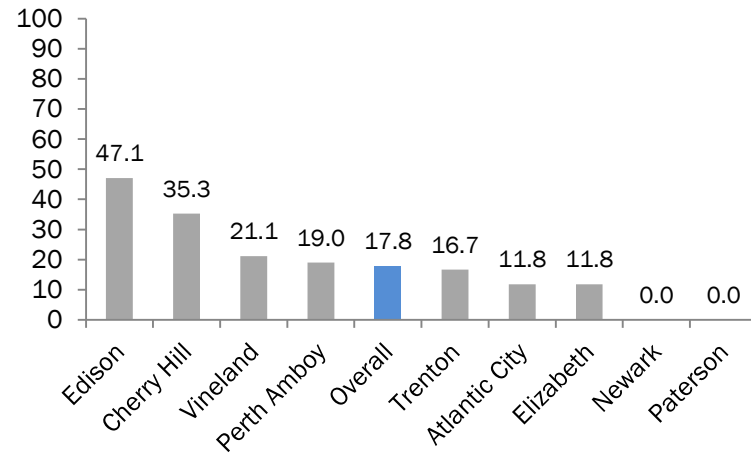
Cigars



E-cigarettes



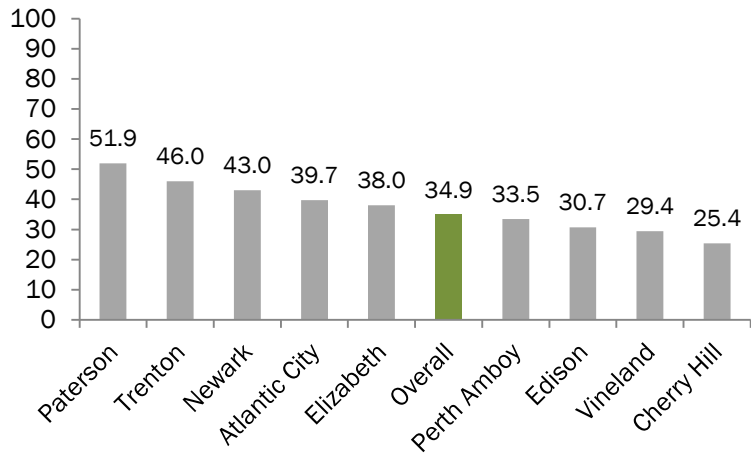
Smokeless



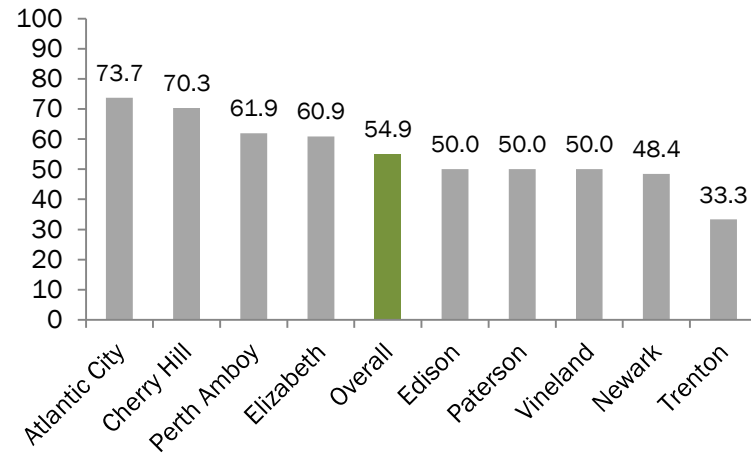
These graphs compare the prevalence of advertisements in each city to the overall sample (i.e., all 9 cities combined)

City Comparisons – Percentage of Ads for Flavored/Menthol Products

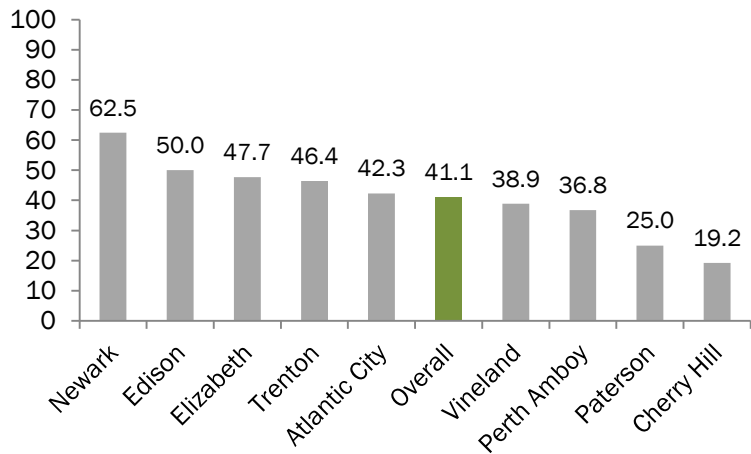
Cigarettes



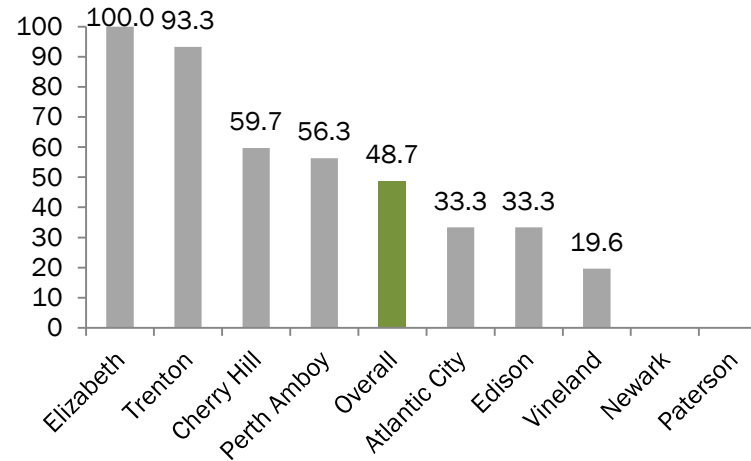
Cigars



E-cigarettes



Smokeless



These graphs compare the prevalence of advertisements in each city to the overall sample (i.e., all 9 cities combined)

Conclusion

This report contains results from a pilot study of 163 tobacco retail establishments in nine New Jersey cities. The objective was to describe the current landscape for tobacco advertising and product availability in nine communities. The project explored possible points of exposure to tobacco products, particularly by adolescents. The businesses surveyed were located within a half-mile of a middle or high school. There were some limitations with this study. First, the sample was relatively small. Second, although businesses within each city were randomly selected, the cities were chosen to reflect geographic diversity, and were not randomly selected. Nevertheless, the data revealed several key findings:

- Almost two thirds of businesses surveyed displayed exterior advertisements for tobacco products.
- Eighty-two percent of businesses had interior advertisements for tobacco products.
- Advertisements for cigarettes predominated with 55% of exterior and 78% of interior advertisements featuring cigarettes.
- There is widespread promotion of flavored and menthol products, particularly among cigars and smokeless products.
- Although electronic cigarettes are relatively new to the tobacco retail environment, the percentage of advertisements for these products exceeded those for cigars and smokeless tobacco.
- The overwhelming majority of retailers (87.1%) sold flavored, individually-wrapped cigars. These cigars typically cost less than a dollar per cigar, and come in flavors such as chocolate, tropical fusion, strawberry, and pink vanilla.
- Approximately one fourth of establishments sold snuff and 13% sold snus. However, there were regional variations among cities, with northern cities (Paterson, Elizabeth, and Newark) less likely to sell smokeless tobacco products.
- Regional variations in the sale of electronic cigarettes/electronic hookahs were also observed. Retailers in Newark, Paterson, and Trenton were less likely to offer these products.

The findings of this observational study are limited by the small sample size and the fact that it was conducted in nine cities, and as such is not generalizable. Despite these limitations, the data underscore need for further analyses with larger, more representative samples to better understand tobacco marketing and point of sale at a statewide level. Future research will benefit from examining variations in patterns of point of sale tobacco advertising among communities over time. Overall, this report describes the tobacco retail environment around schools in our sample and may potentially contribute to the identification and development of policy options for regulating the sale and marketing of tobacco products, especially to minors.

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