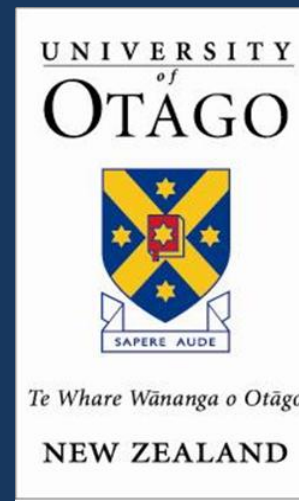


Characteristics of Tobacco Retailers in New Zealand

Louise Marsh, Lindsay Robertson & Crile Doscher

International Conference on Public Health Priorities in the 21st Century:
The Endgame for Tobacco,
New Delhi, 10-12 Sept 2013



smokefree

AOTEAROA
NEW ZEALAND

2025



Social and Behavioural
Research Unit

*Te Hunga Rangahau Ārai Mate
Pukupuku*

STRATEGY 2010-2015

Our Vision:

*A unit which provides high
quality social and
behavioural cancer
research*

Indian
Ocean



Smoke-free Environments
Amendment Regulations 2012

Jerry Mateparae, Governor-General

Order in Council

At Wellington this 2nd day of July 2012

Objectives

- Investigate prevalence of tobacco retail outlets in NZ
- Examine distribution according to:
 - Deprivation
 - Proximity to secondary schools
- Examine extent to which tobacco is sold alongside alcohol



Methods



- Smokefree Enforcement Officers (SEOs) provided data
- Outlets categorised
- Geographical Information System (GIS) software used to map:
 - Tobacco retail outlets
 - Secondary schools
 - Socioeconomic deprivation
 - Alcohol-licensed premises

Results

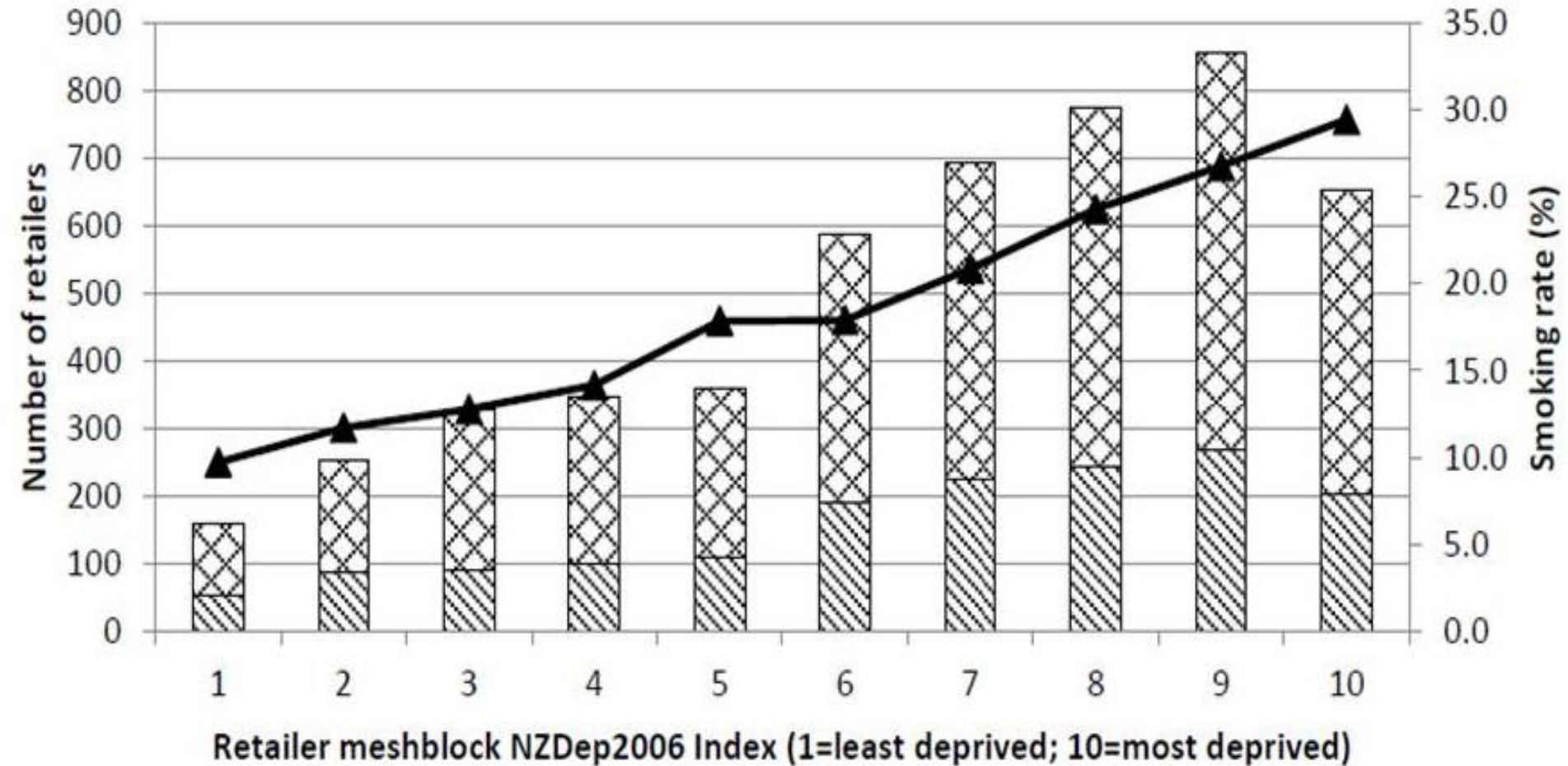
- **SEOs use variety of methods to collate tobacco retailer data**
- **5008 tobacco outlets identified**
- **1 outlet per 617 adults**
- **1 outlet per 129 smokers**
- **32% of outlets licensed to sell alcohol**



Retailer categories

Outlet type	n	%
Convenience store	2023	40.4
Service station	911	18.2
On-licensed premises	646	12.9
Supermarket	471	9.4
Cafe	345	6.9
Liquor store	213	4.3
Other retail/service/manufacturing	153	3.1
Bookshop	70	1.4
Accommodation	53	1.1
Tobacconist	51	1.0
Community	36	0.7
Duty free	19	.4
Unknown	17	.3
TOTAL	5008	100

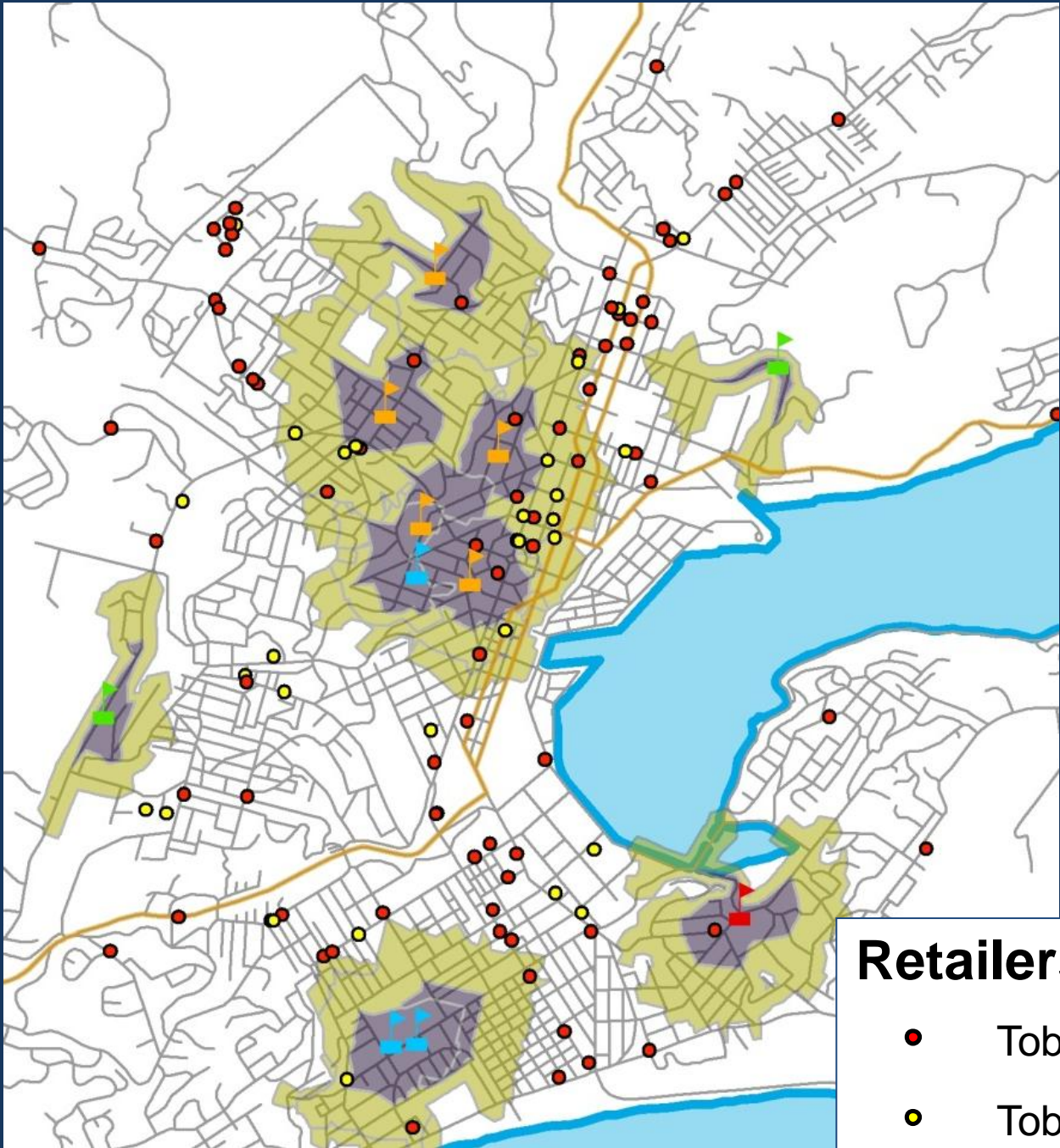
Retailers by deprivation



▨ Tobacco retailer (licensed to sell alcohol)

▩ Tobacco retailers (not licensed to sell alcohol)

▲ Smoking rate



- 46% of schools had 1+ outlets within 500m walk
- 76% of schools had 1+ outlets within 1000m walk
- Mean 1.4 outlets within 500m, and 5.7 outlets within 1000m of schools

Retailers

- Tobacco Only
- Tobacco and Alcohol

Discussion

- **First NZ study to document number and categories of tobacco outlets**
- **Consistent with overseas research**
- **Cross-sectional – did not control for population density or urban/ rural**



**STORES NEED A
LICENSE TO SELL BEER.**



**WHY NOT
CIGARETTES?**

Every day, 30 more kids in North Carolina light their first cigarette and become regular smokers. 10 of these kids will die early from smoking.

Stores in most states need a license to sell cigarettes. But in North Carolina, anybody can sell cigarettes. No license required. Licensing helps protect kids from illegal cigarette sales.

Are you ready to protect our kids? It's time to license stores that sell the deadliest product in America.

Find out how licensing can protect kids from illegal tobacco sales at countertobacco.org.



Implications

- SEOs underestimate tobacco retailers
- BAT (NZ) reports 7,894 retail customers
- Licensing or registration of tobacco retailers needed in NZ
- Would provide mechanism for further regulation e.g. zoning restrictions

Source: www.countertobacco.org

Acknowledgements

- Smokefree Enforcement Officers at participating DHBs
- Cancer Society of New Zealand
- University of Otago
- Aspire 2025
- Heart Foundation of New Zealand
- Contacts:
I.robertson@otago.ac.nz &
louise.marsh@otago.ac.nz

