New Zealand Smokers' and Non-Smokers' Support for End-Game Retail Policies

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Overview

- Many jurisdictions are removing tobacco products from open display in stores
  - But retailing remains a pivotal promotional medium
  - Need to look ahead to new policy measures

- Review of support/ opposition to endgame retail policies
  - Findings from survey of smokers and non-smokers

- Outline policy implications
  - What priorities should policy makers adopt once POS display restrictions in place?

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Growing interest in tobacco endgame

What constitutes endgame proposals?

- Views tobacco as a "systems issue cf. individual behaviour

- Addresses health and political implications

- Reframes strategic debates

- Advances social justice

- Is fundamentally transformative in changing how tobacco use and the tobacco industry are regarded" (Malone, 2013)

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How do these ideas apply to retailing?

- Retailing received less attention than other marketing
  - Yet in-store marketing cues behaviour where it matters

- Recent policies remove tobacco from open display
  - Crucial to denormalising tobacco and smoking

BUT
- Is this "fundamentally transformative" in itself?

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How do these ideas apply to retailing?

Many opportunities to consider further restrictions on retailing and tobacco supply

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Current study

Research objectives

To date, less regulatory interest in additional retail measures

- Research estimated support for interventions that would transform the retail landscape

  - From one that supported smoking to one that supported cessation

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Methods

- Explored:
  - Support for new policy initiatives
  - Examined patterns of support by smoking status

- On-line survey of 364 smokers and 402 non-smokers
 - Quotas by age, gender and smoking status

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Sample smoking prevalence

	Daily Smokers % (n=289)	Occasional smokers % (n=75)	Former Smokers % (n=62)	Non-Smokers % (n=340)
Gender				
Male (n=359)	34	13	7	46
Female (n=407)	41	7	9	43
Ethnicity				
NZ European/Other (n=658)	38	9.0	8.4	45
Māori & Pacific (n=51)	55	14	12	20
Asian (n=57)	18	16	2	65
Age Group				
15 to 24 (n=79)	23	22	2.5	53
25 to 44 (n=287)	37	14	8.7	41
45 to 64 (n=268)	44	5	9.7	41
65+ (n=132)	36	4	6.8	54
Total (n=766)	**38**	**10**	**8**	**44**

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Fewer stores should sell tobacco
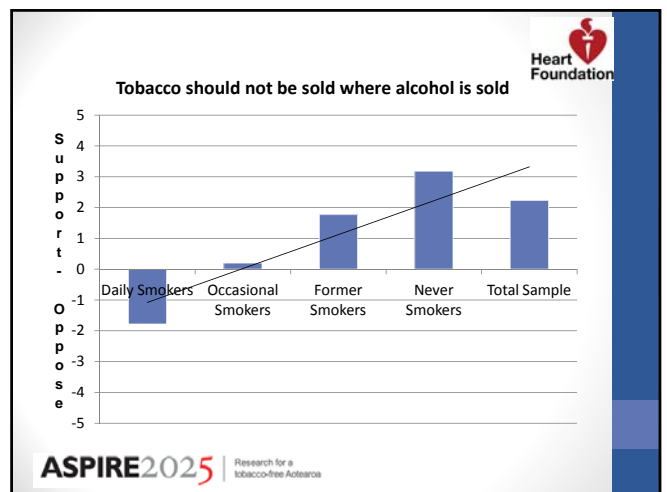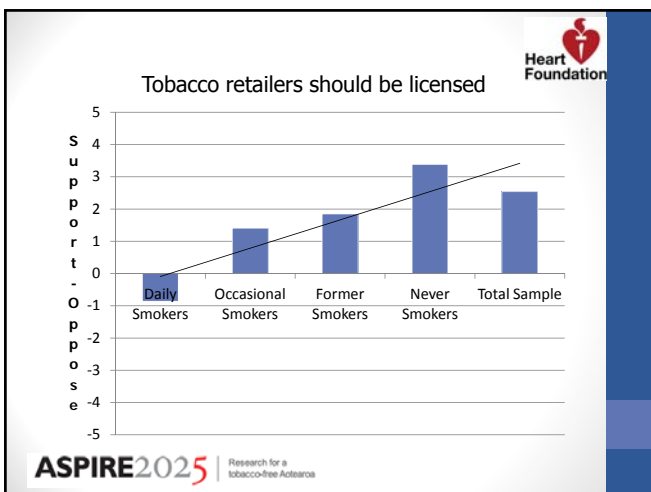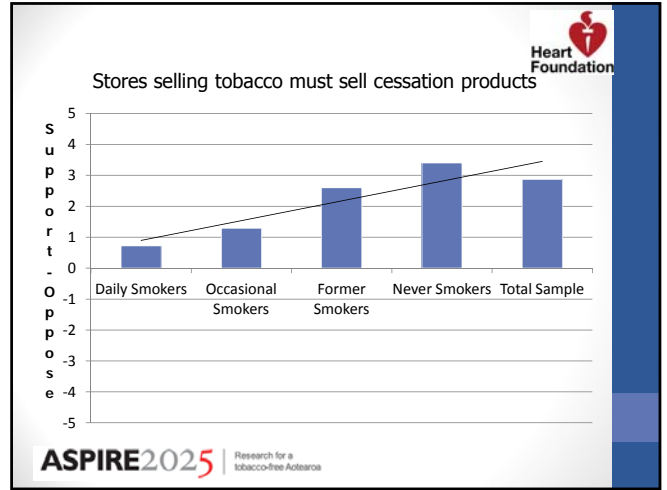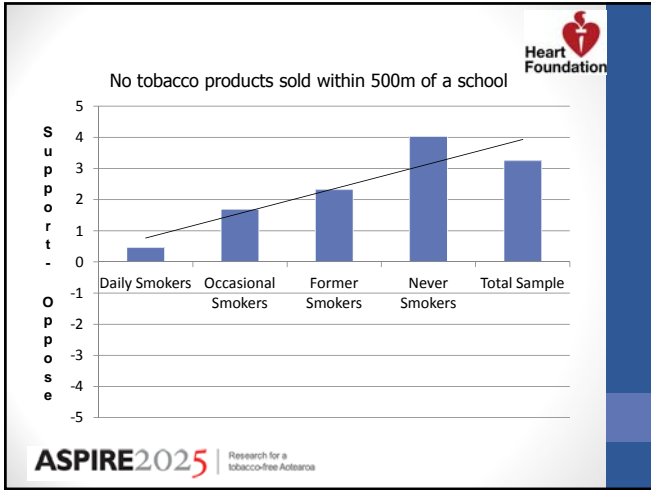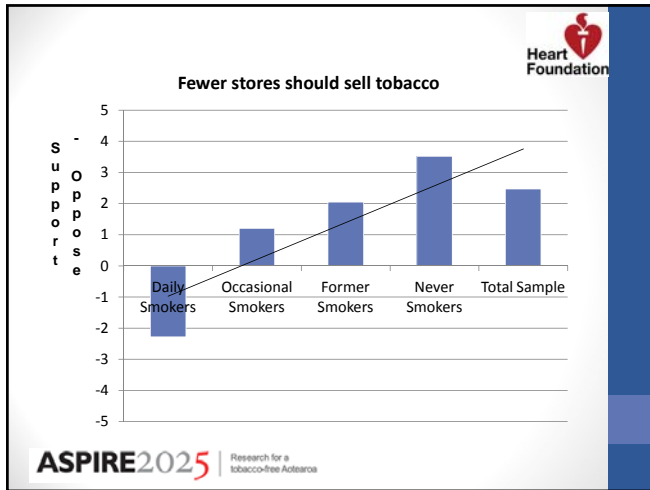
Key findings

Patterns of support closely mirror smoking status

BUT

- Support from all groups for:
  - Reducing tobacco supply near schools
  - Making cessation products as ubiquitous as tobacco

- Greater the potential inconvenience of a policy, the weaker the support from smokers
  - Only daily smokers opposed licensing, decoupling alcohol and tobacco, and reducing tobacco outlets

Conclusions

If public support is required for policy change..
- Regulators have a clear mandate to introduce measures tested

Despite lack of popularity with smokers...
- Making tobacco more difficult to access and consume may prove effective tipping points

Further work could model the likely behavioural effects of each policy to provide further guidance

Research supported by

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