

# Finding Replacements: POS Strategies and At Risk Populations

Kathryn T. Sikes, Chair Tobacco Free Wichita



**Smoke-Free  
Housing**

**Youth Advisory  
Council**

**At-Risk Populations**

**Medical Advisory  
Council**

**Tobacco-Free  
Campuses**





# Overview of Store Audit Project



Special Pricing



Flavored Cigarillos



Multi-Pack Offer

# Store Sampling Process



- Wichita licensed 339 tobacco retailers (2014)
- Random sample of 100 stores
- Sample was reduced to 75 through representational percentages

# <https://www.kdor.org/abc/cigs/default.aspx>



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## Active Cigarette and Tobacco Licensees

This database contains all active cigarette retailers, cigarette wholesalers and tobacco distributors that are licensed by the Kansas Department of Revenue Licensing Segment.

Each cigarette retailer and cigarette wholesaler license is valid for a two-year calendar period. The current two-year period is January 1, 2014 through December 31, 2015.

Each tobacco distributor license will expire annually on Dec. 31 following its date of issue.

[Click here to access our database](#)

Email questions or comments to: [Miscellaneous.Tax@kdor.ks.gov](mailto:Miscellaneous.Tax@kdor.ks.gov)

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<https://www.kdor.org/abc/cigs/default.aspx>



  
TOBACCO-FREE WICHITA

# Data Collection

## February 28, 2014



51 store assessments completed!

# What Did We Find in Wichita



53 000098000071  
TIC TAC FRESHMINT BIG PKC 1.02  
1.09  
1.09  
Sale price  
10/10.00  
1.00 PER PACK WITH CARD 10/14

53 000098000072  
TIC TAC ORANGE BIG PKC 1.02  
1.09  
1.09  
Sale price  
10/10.00  
1.00 PER PACK WITH CARD 10/14

75% OFF THIS PACK  
CAMEL  
GOLD  
CHANGE

75% OFF THIS PACK  
CAMEL  
CRUSH  
EXPERIENCES

75% OFF THIS PACK  
CAMEL  
MENTHOL SILVER  
EXPERIENCES

75% OFF THIS PACK  
CAMEL  
DISCOVERY

GET \$1.00 OFF NOW  
Marlboro

50% OFF  
Marlboro

50% OFF  
Marlboro

50% OFF  
Marlboro

# Exterior/Interior Price Promotions

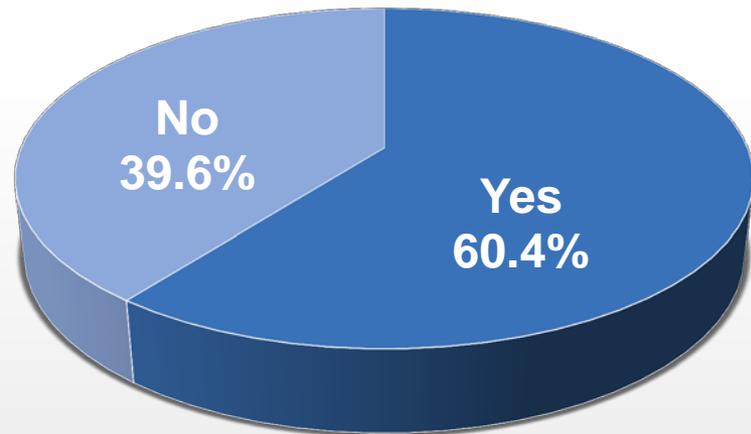
- Over 90% of stores and 94% of convenience stores have price promotions



# Exterior Menthol Advertising



- 60.4% of stores have exterior menthol advertising



# Lowest Advertised Price

- Range is \$2.99-\$4.97
- Median is \$3.99



# Flavored Little Cigars and Cigarillos



- 97% of convenience stores and 83% of all other stores sell flavored little cigars and cigarillos
- Over 90% of convenience stores sell single cigarillos

# Youth Placement

- 25% had product near toys, candy, gum, etc.
- 26% had e-cigarettes and/or refills near toys, candy, gum, etc.



# Electronic Cigarettes

- 88% of convenience stores sell e-cigarettes
- Refills in many flavors

IF YES, which flavors available?

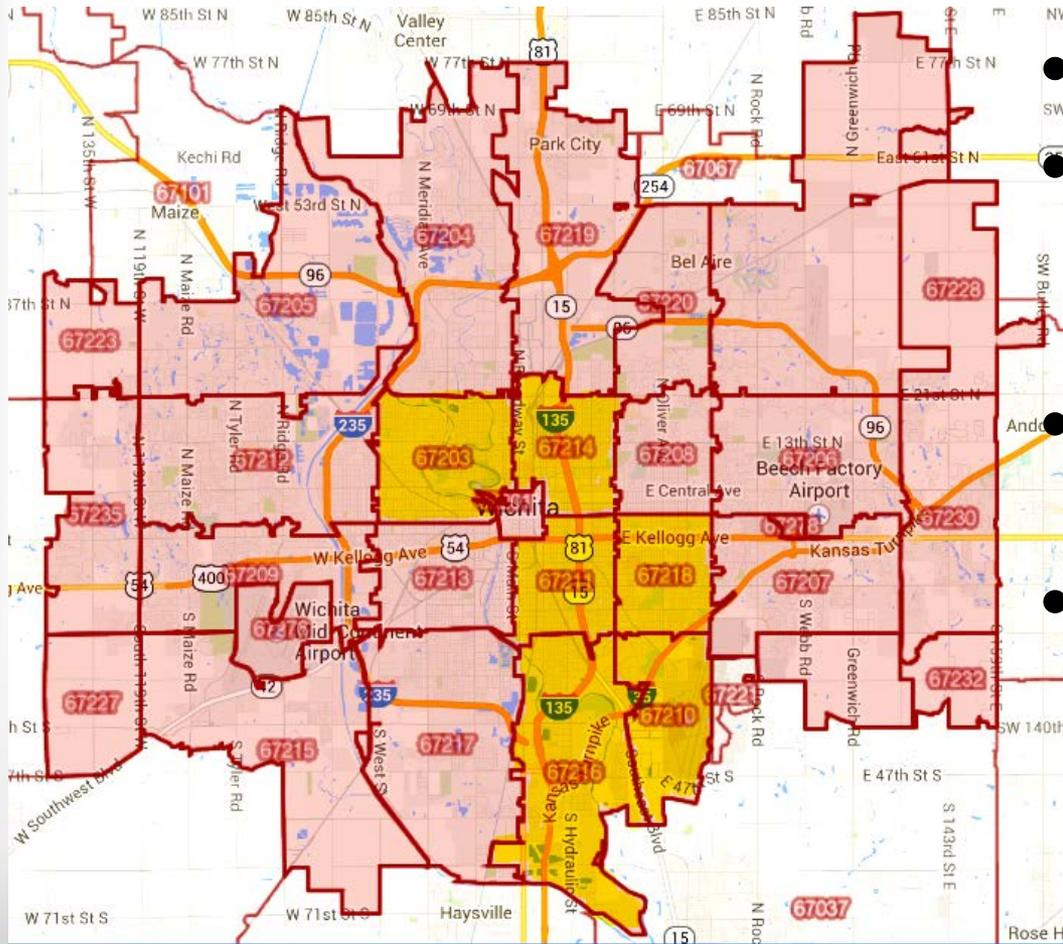
Vanilla	17
Cherry	13
Grape	7
Peach	6
Strawberry	6
Menthol	6
Other (specify below)	4
<b>Total</b>	<b>99</b>



# What Does It Mean for Wichita?



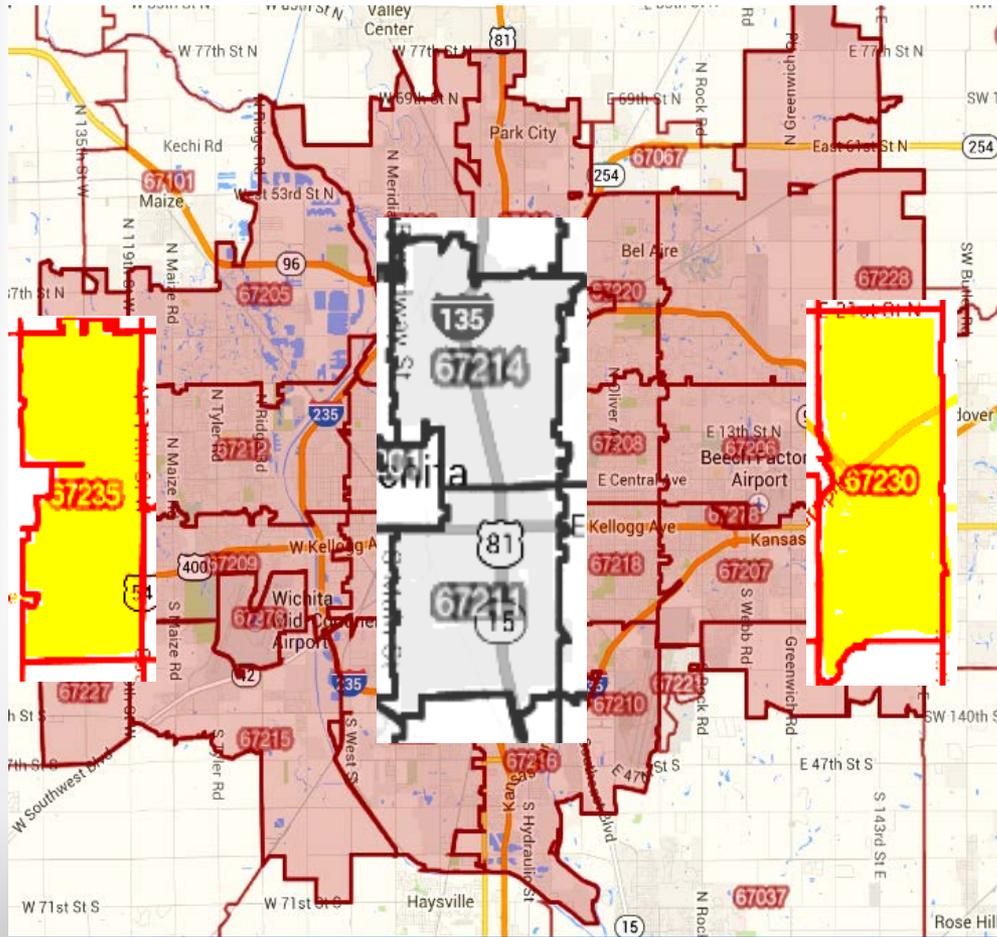
# Analysis of data – Income Level



- \$22.2K-38.7K
- Just under 38% of tobacco retail licenses
- 57% with outside menthol advertising
- 60% at or below the median for lowest price



# Analysis of data – Income Level



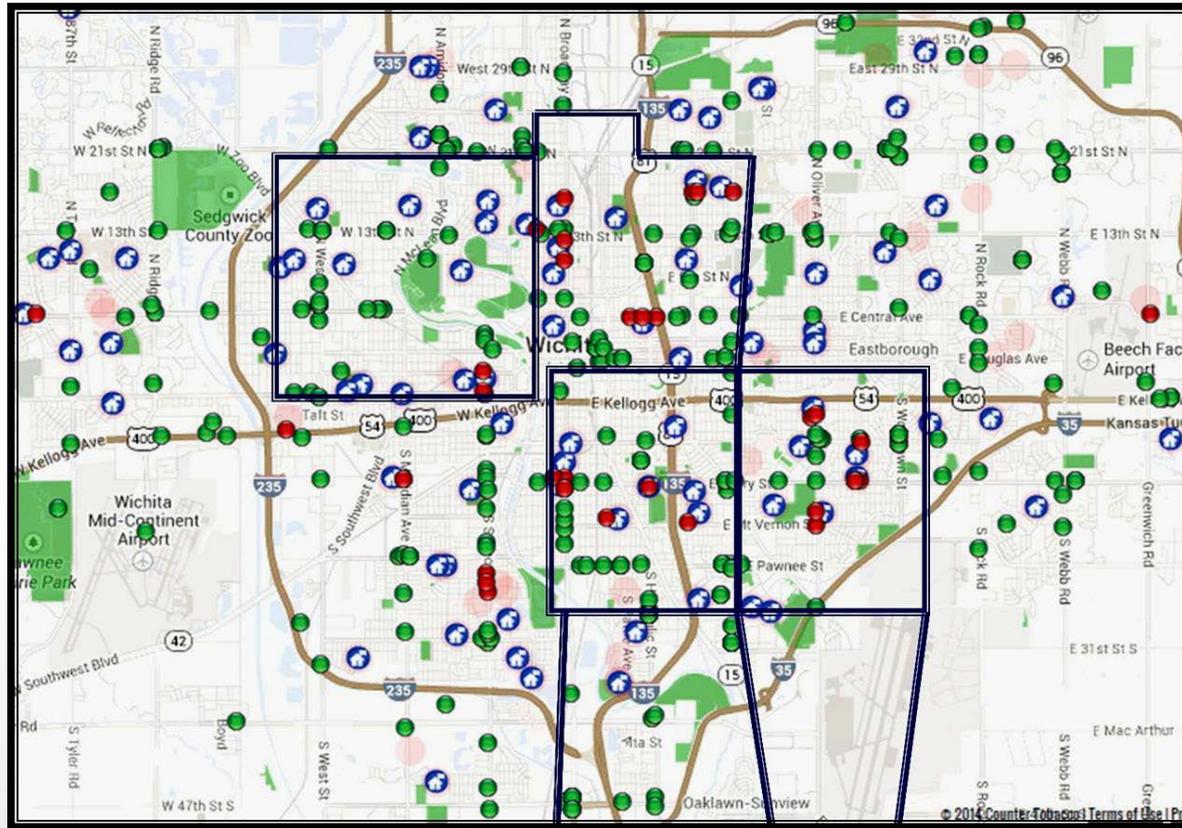
## Lowest Average Income

- \$22.2K-\$31K
- 21% of tobacco retail licenses

## Highest Average Income

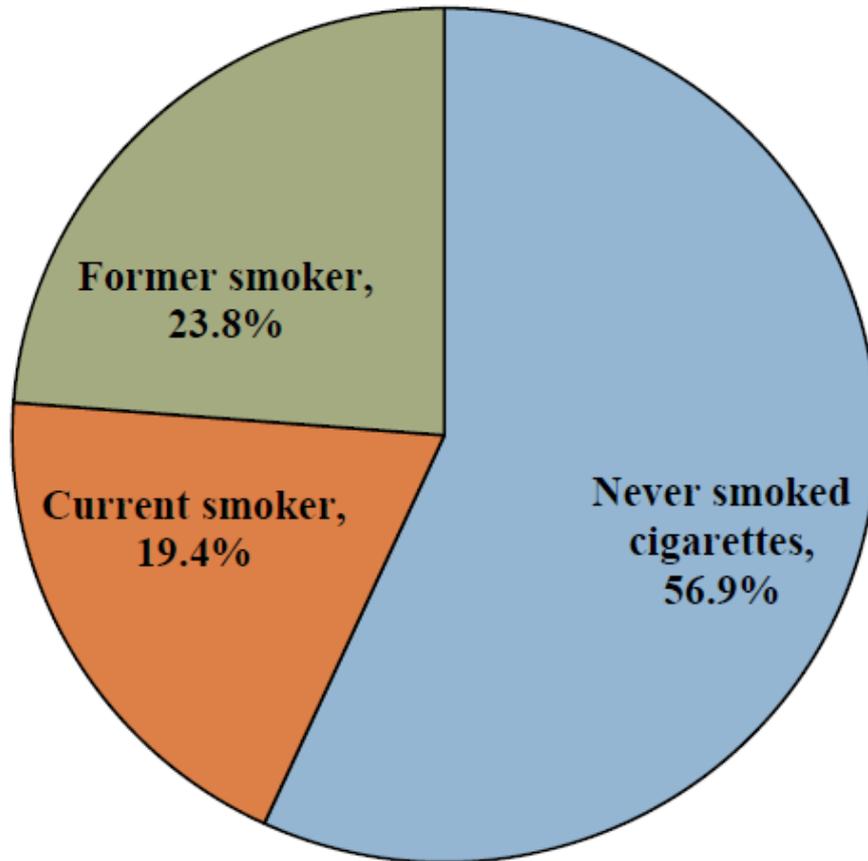
- \$115.7K-\$198.3K
- Under 2% of tobacco retail licenses

# Analysis of Data – Youth Access



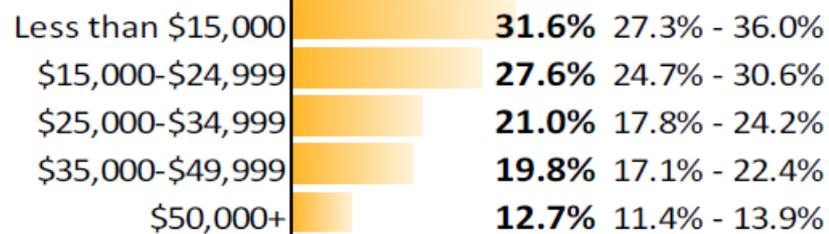
- 68% of tobacco retailers within 1000 feet of a school

# Smoking Status Kansas Adults

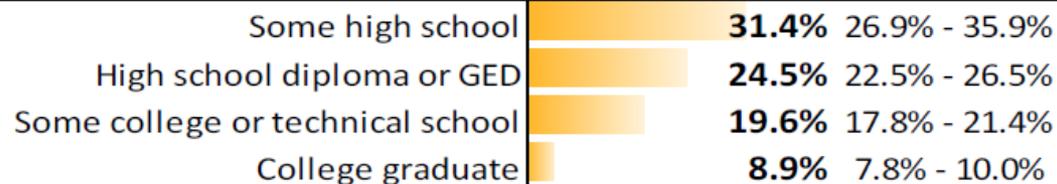


# Kansas BRFSS

Current smoking status by annual household income (p=<.0001).



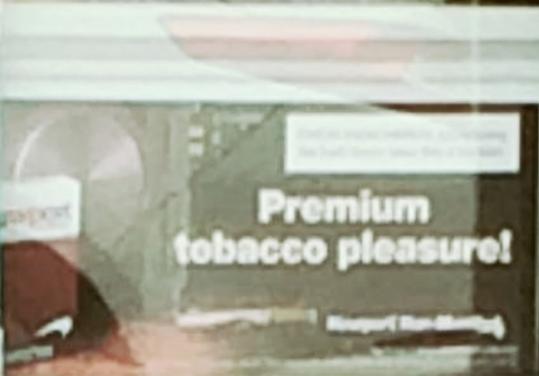
Current smoking status by level of education (p=<.0001).





**Newport**  
SMOOTH  
SELECT  
Flavorful! Refreshing! Smooth!

**\$4.99** SPECIAL OFFER



Premium  
tobacco pleasure!

**\$4.30** SPECIAL OFFER



**MAVERICK**  
THE REAL DEAL

**\$4.09** EVERYDAY LOW PRICE

**Where Do We Go From Here?**

# Challenges Ahead

- We are just beginning to learn what the data means for Wichita
- Educating city leadership
- Who should be involved?



# Implications for Wichita



- Partnering with City
  - to strengthen current regulation
  - look at tobacco license density control

# Implications for Wichita

- Coffee Talk
  - Educate on importance of POS and other tobacco control options
  - Listen to the needs and concerns of each neighborhood
  - Involve community leaders



# Questions?

