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2016 Tobacco Environmental Survey Report

Rachel K. Totaram
University of Central Florida

Amy M. Donley
University of Central Florida

Mandi N. Barringer
University of Central Florida

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University of Central Florida

Institute for Social and Behavioral Science
Department of Sociology
University of Central Florida
Orlando, FL 32816

**2016 Tobacco Environmental Survey Report
September 2016**

By:

Rachel K. Totaram, Amy M. Donley, PhD and
Mandi N. Barringer, MA

2016 Tobacco Environmental Survey Report

The Survey

During the month of September 2016, the Institute for Social and Behavioral Science (ISBS) located 83 establishments that sell tobacco products in the west and south areas of Orange County, Florida. Our survey team operated within the boundaries of south and west Orange County, as established by the Orange County Government (orangecountyfl.net).

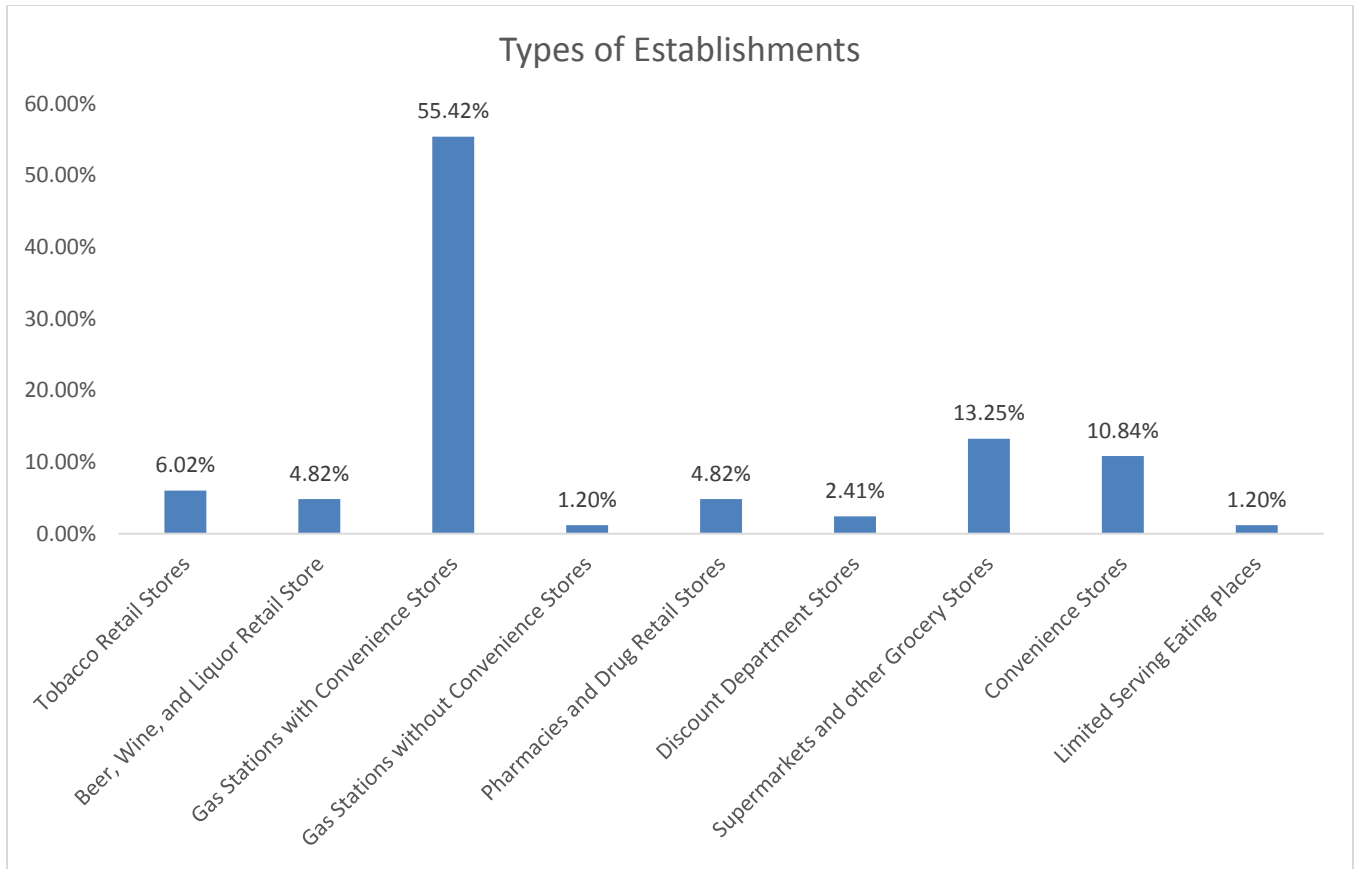
The ISBS survey team visually scanned the establishments to catalog: tobacco advertising, accessibility to youth, atmospheres which promote tobacco use, warning signs for tobacco usage, and placement of tobacco products. The various establishments surveyed includes tobacco retail stores, alcohol retail stores, gas stations/convenience stores, pharmacies and drug retail stores, and other miscellaneous establishments. However, some of the establishments refused our ISBS survey team access to visually scan their establishments. The survey was developed and collected using Qualtrics software on tablet devices.

Results

Establishment Information:

The survey team collected basic information regarding the type of each establishment. Results were as follows:

The majority of establishments (55.42%) were classified as gas stations with convenience stores, followed by supermarkets and other grocery stores (13.25%), convenience stores (10.84%), tobacco retail stores (6.02%), beer, wine, and liquor retail stores (4.82%) as well as pharmacies and drug retail stores (4.82%), discount department stores (2.41%), and lastly, gas stations without convenience stores (1.20%) and limited serving eating places (1.20%). Other establishments where data was not collected include: department stores, all other general merchandise stores, specialty food stores, full service restaurants, bed and breakfast inns, all other travel accommodations, motels and hotels (excluding Casino Hotels), and Gambling Industries (excluding casino/casino hotels) These findings are also depicted in the bar graph on the following page.



Atmosphere:

Is the retail store or signage located within 1/2 a mile of any of the following?

School: 79.17%
 Recreational facility: 70.83%
 Library: 41.67%
 Other youth serving facility: 79.17%

Is this building accessible to youth?

Yes: 91.57%
 No: 8.43%

If no, why is this building inaccessible to youth?

- Sign says age restricted (n=4)
- Must be 18+ to enter (n=3)

Advertising:

Inside the Store

How many total ads are displayed inside the store?

Range: 0-61
Average: 9.36

How many tobacco ads, if any, have celebrities in them?

Range: 0
Average: 0

How many tobacco ads have sports stars in them?

Range: 0
Average: 0

How many tobacco ads have young people in them?

Range: 0-3
Average: .04

How many tobacco ads contain specific cultural/heritage targeting?

Range: 0-3
Average: 0.20

Outside the Store

How many total ads are displayed outside the store?

Range: 34
Average: 6.35

How many tobacco ads, if any, have celebrities in them?

Range: 0
Average: 0

How many tobacco ads have sports stars in them?

Range: 0
Average: 0

How many tobacco ads have young people in them?

Range: 0-3
Average: .04

How many tobacco ads contain specific cultural/heritage targeting?

Range: 0-2
Average: .05

Is the signage bilingual?

Yes: 3.85%

If yes, what language? 2 advertisements are written in Spanish

No: 96.15%

Discounts and Promotions

Multi-Pack Discount Promotion	Total #	Below Height of 3 ft	
	31	Yes:	25.93%
		No:	74.07%
Special Price Promotion	Total #	Below Height of 3 ft	
	116	Yes:	31.03%
		No:	68.97%
Exterior Branded Cigarette Signs	Total #	Below Height of 3 ft	
	94	Yes:	72.73%
		No:	27.27%
Interior Branded Cigarette Signs	Total #	Below Height of 3 ft	
	242	Yes:	13.46%
		No:	86.54%
Interior Branded Non-cigarette Signs	Total #	Below Height of 3 ft	
	96	Yes:	14.81%
		No:	85.19%
Branded Display	Total #	Below Height of 3 ft	
	76	Yes:	13.79%
		No:	86.21%
Power Wall Display	Total #	Below Height of 3 ft	
	4	Yes:	0.00%
		No:	100.00%

	Total #	Below Height of 3 ft	
Youth Marketing Appeal	2	Yes:	20.00%
		No:	80.00%
Youth Appeal Product	2	Yes:	20.00%
		No:	80.00%
Flavored Cigars (Regular, Little, or Cigarillo)	4283	Yes:	59.46%
		No:	40.54%
E-Cigarette Marketing	75	Yes:	20.00%
		No:	80.00%
Tobacco Product Advertising near Candy	54	Yes:	31.25%
		No:	68.75%
Little Cigar/Cigarillo for less than \$0.80	99	Yes:	22.22%
		No:	77.78%

Tobacco Brand Advertising

Marlboro	24.43%	Markten XL	0.98%
Newport	14.01%	Maverick	0.98%
Camel	7.82%	Backwoods	0.81%
Black and Mild	7.17%	Decade	0.65%
Blu	5.54%	Acid	0.49%
White Owl	4.56%	Look	0.33%
Swisher Sweets	4.23%	Virginia Slims	0.33%
Vuse	3.91%	72s	0.16%
Copenhagen	3.26%	CAO Cigars	0.16%
Dutch Masters	3.26%	Capris	0.16%
305	3.09%	Crush	0.16%
Kool	2.77%	Lotus	0.16%
Winston	2.44%	Midnight	0.16%
Pall Mall	1.95%	Misty's	0.16%
American Spirit	1.47%	Salem	0.16%
L&M	1.47%	Talon	0.16%
Grizzly	1.30%	TWM Cigars	0.16%
Game	0.98%	White Club	0.16%