

# TOBACCO CONTROL AND THE IRISH RETAIL ENVIRONMENT

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Office of Tobacco Control

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# FOREWORD

Almost everyone who has had the misfortune to start smoking can remember with surprising clarity, their first cigarette and the reasons for smoking it. Few if any can remember their second and subsequent encounters. In one sense this is unsurprising given that most memories of the first cigarette usually relate to feelings of being ill, and in many cases, of being physically sick.

Why then, do so many at a young age, persist to the point of addiction, overcoming the body's natural reaction to reject the practice. What powerful influences are at play to encourage this persistence?

The highly addictive nature of nicotine is well known but only partly explains the development from experimentation to addiction among young people. Despite increasingly powerful advertising campaigns warning of the health risks associated with tobacco usage, increased education in schools and attempts to curtail access to tobacco, a large proportion of young people still begin using tobacco at a very young age.

It is hard to escape the conclusion that a significant reason for this relates to advertising and marketing campaigns and techniques that “normalise” the product and its usage. Tobacco products are highly visible and readily available in most retail outlets. Prominent product placement and point of sale advertising conveys to the young a very different message to the warnings of educators and health professionals. To many young people the prominence of tobacco products in shops and other retail outlets must seem like a classic case of double standards, leading them to categorise the health warnings as another version of “do what I say not what I do”.

Although much has been done to date to protect our young people this report shows clearly that existing measures to prevent the sale of tobacco products to young people are inadequate and in need of further reform. Young people typically lack the skills and knowledge to recognise the power of sophisticated advertising and crucially resist its intent. Presenting highly addictive products for sale in settings that are frequented by children on a daily basis undermines the public health messages that they receive. It is also evident that much

stricter enforcement of age identification requirements is required. This report makes a significant contribution to our knowledge and understanding of this topic. It paints a very clear picture of how while much has been done to protect children, more needs to be done. I commend the researchers for their work in this area and look forward to action by government on foot of the very clear implications of this report.



**John Carr**  
**General Secretary**  
Irish National Teachers' Organisation

# INTRODUCTION

The battle against tobacco use is now focussed on the unfinished business of protecting vulnerable, uninformed adolescents from the serious health risk that could await them in adulthood. Tobacco companies want to attract new smokers to their brand. Given the demographics of quitting, as well as the death rates associated with smoking, new recruits are invariably young. The industry may claim it targets only people who are legally allowed to smoke. But this doesn't stop young people being exposed to the marketing that still does its insidious work in newsagencies, supermarkets, convenience shops, petrol stations and pubs. This is where young smokers are now recruited and groomed to become addicts.

With empirical evidence available from over 100 countries on the effectiveness of tobacco advertising, we know that a comprehensive ban, covering all forms of promotion, will reduce cigarette consumption, while a partial ban will have little or no effect. This conclusion is supported by the World Bank and the World Health Organization. In Ireland, we still have only a partial ban, and it shows. The risk of young people being exposed to tobacco industry persuasion is still very great. As other forms of promotion have been phased out, in-shop display advertising has become a very important component in the effort to persuade children to take up smoking. There are two dangers here: young people's easy access to a dangerous substance, and their risk of being exposed to tobacco industry persuasion, exploiting children's naiveté and social insecurities. This report shows that children's access to cigarettes is still remarkably easy in this country. About half of all retailers are selling tobacco to children, even though it is illegal.

The ratio climbs to two thirds in pubs and premises with vending machines. Compliance by sellers clearly lags far behind public attitudes, including adult smokers.

But vendor compliance with the law must be matched by a comprehensive ban on tobacco marketing, so that cigarette companies no longer have unfettered access to children. This takes place predominantly in the local shop, used by young people several times a week, where shopping is dominated by the extensive display of cigarettes

in stylish, imposing gantries, in full view of all customers, typically placed immediately behind the retail counter, beside children's confectionery. There is compelling evidence from research that children are aware of and are influenced by this form of advertising, in their attitudes and their behaviour. Consumer studies clearly indicate that point-of-sale marketing of tobacco has remarkable prominence in teenagers' lives, at a time when they struggle with identity formation, and increases the likelihood that they will smoke. Part of the smoking experience is its highly charged symbolism among brand-conscious adolescents in search of social acceptance. Though physically hazardous, it brings psychological pleasure as a signal of maturity, sophistication, toughness or daring. U.S. Department of Health studies show how cigarette advertising produces dangerous misperceptions of smoking among young people, inculcating in them an exaggerated view of the social benefits of smoking and its popularity in general society.

The solution is obvious. The International Code of Advertising Practice condemns all forms of advertising that could have the effect of harming children and young people, or of bringing them into unsafe situations that seriously threaten their health. Now is the time to implement a total ban on tobacco promotion by making the point-of-sale as safe as possible. To require that cigarettes be stored out of sight of the customer is both justified by research evidence and reflects best international practice.



**Professor Farrel Corcoran**  
Professor of Communications  
Dublin City University

# BACKGROUND

Many people start smoking in the mistaken belief that they will be able to give up easily. However, nicotine is highly addictive, and many smokers never manage to stop smoking, despite numerous quit attempts. In order to reduce the harmful effects of tobacco use in Ireland, greater societal intervention, along with active enforcement of existing laws is required. Legislation has controlled the sale of tobacco on age grounds since 1908. In 2001, the legal age for the sale of tobacco was raised from 16 years to 18 years. This restriction remains under Section 45 of the Public Health (Tobacco) Act, 2002 which was commenced in April 2007. In addition, the Public Health (Tobacco) Acts 2002 and 2004 have strengthened existing tobacco control laws by introducing the highly successful smoke-free workplace legislation (commenced March 29th, 2004) and by providing for a comprehensive ban on all tobacco advertising in retail environments.

On-going, independent monitoring and evaluation of programmes is necessary to assess effectiveness of existing measures, identify new measures to be considered, and to ensure best use of available resources. In 2007, the Office of Tobacco Control (OTC) commissioned TNS mrbi to conduct research on the tobacco retailing environment in Ireland. This report presents the findings of this study which had two distinct parts:

Part One reports on the findings of a national retail audit conducted in August and September 2007 that evaluated:

1. Performance in respect of sales to minors legislation (Section 45 of the Public Health (Tobacco) Act, 2002) among retailers and licensed premises;
2. Presence and extent of tobacco advertising at point-of-sale (POS).

Part Two reports on the findings of a nationally representative telephone survey conducted in August 2007 that examined:

3. Public attitudes and beliefs towards tobacco displays and advertising in retail stores;
4. Public attitudes towards tighter restrictions on tobacco advertising in retail environments.

# EXECUTIVE SUMMARY

Part One of this report presents the results from an independent audit of 1,526 Irish retail and licensed premises conducted by TNS mrbi during Summer 2007. The audit examines performance with respect to tobacco sales to minors legislation as set out in the Public Health (Tobacco) Act, 2002. Section 45 of this Act states that it is an offence to sell a tobacco product to a person that has not attained the age of 18 years. This baseline survey provides a national overview of behaviour among tobacco retailers with respect to sales to minors legislation, and will contribute valuable insights in the implementation of a comprehensive youth protection programme. This appraisal of retailer performance will enable the establishment of benchmarks against which future progress can be measured and compared.

In addition, the audit provides a summary of the level of tobacco advertising engaged in by the tobacco industry in the retail environment in Ireland.

Part Two of this report presents the findings from a nationally representative telephone omnibus survey of 1,034 people conducted by TNS mrbi in August 2007. The survey provides quantitative data regarding smokers' and non-smokers' attitudes and beliefs associated with the tobacco retail environment.

The survey examines public perception of tobacco industry marketing activities in retail establishments. It outlines the extent of public support for changes in relation to tobacco retailing in Ireland. These changes are focussed on reducing the numbers of young people who take up smoking.

## KEY FINDINGS - PART ONE

### Retailer behaviour in relation to sales to minors legislation:

- Nationally, the percentage of retailers who refused to sell cigarettes to underage youth is 52%;
- 88% of 14 year olds, 68% of 15 year olds, 37% of 16 year olds and 48% of 17 year olds were refused cigarettes;
- Refusal rates varied across store type, ranging from 46% among forecourts/garages to 61% among multiples (small sample size for multiples). Refusal rates were 54% among groups and independent grocers and 52% among other chains and Tobacco, Sweets and Newsagents (TSNs);
- Refusal rates were highest in the HSE West at 67% with rates just below 50% in the other three HSE regions;
- In licensed premises, 36% of underage youth were prevented a sale from a cigarette vending machine;
- Token operated cigarette vending machines appear to add an extra level of vigilance. Refusal rate is 54% among premises with these types of machines (however the sample size is small) against 32% of premises with coin operated machines.
- 30% of minors who attempted to purchase cigarettes in licensed premises were asked for ID compared to 47% in retail outlets;
- The correlation between the willingness of retailers to ask for ID/age and their refusal to sell is direct and clear. 91% of minors who were asked for ID were refused the sale.

### Presence of tobacco advertising at point-of sale:

- 92% of stores visited had some form of tobacco advertising on display with almost 9 out of 10 stores visited having a tobacco branded gantry<sup>1</sup>;
- 49% of stores with gantries extended beyond tobacco products had confectionery displayed below tobacco advertising. 45% of all stores surveyed had confectionery displayed beside the tobacco display.

## KEY FINDINGS - PART TWO

### Attitudes towards advertising and displays in retail environments:

- 73% of respondents, including 67% of smokers, believe that the presence of cigarette packages on the wall behind shop counters is advertising;
- 61% of respondents, including 62% of smokers, believe that tobacco advertising and displays are influential on youth smoking behaviour, making them more likely to smoke.

### Support for further restrictions:

- 75% of respondents think there should be restrictions on the display of cigarettes in retail shops;
- 78% of respondents, including 80% of smokers, support a complete ban on all tobacco advertising in stores to prevent young people from starting to smoke;
- Eight in ten people, including the majority of smokers, think establishments that sell cigarettes should be licensed.

<sup>1</sup> For the purposes of this study, a branded gantry refers to product branding displayed above retail shelving.

# PART ONE: NATIONAL RETAIL AUDIT 2007

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## Research Objectives

The report, *Towards a Tobacco Free Society (2000)*, outlines a national action plan to tackle tobacco use in Ireland. Protecting children, by preventing youth uptake of smoking is a key pillar of the report, which has been adopted as Government policy. Building and maintaining compliance with tobacco legislation is equally important, requiring dedicated resources and commitment from all stakeholders.

The Office of Tobacco Control's key objective in commissioning this research is to maintain and enhance the health of young people in Ireland. The data collected is strictly for information purposes and has not been commissioned for purposes of enforcement.

The knowledge gained through this study will inform education and awareness programmes designed to increase sales to minors compliance among retailers and licensed premises. In addition, it will contribute to effective enforcement programmes. Critically, it will inform the setting of national targets for compliance with sales to minors laws.

The study had two specific measurement objectives:

- To examine the performance of retailers (shops and licensed premises) with respect to sales to minors legislation (Section 45 of the Public Health (Tobacco) Act, 2002);
- To collect information on the presence and extent of tobacco advertising at point-of-sale.



In addition, the study aimed to examine key determinants influencing the ability of young people to access tobacco, including age and gender of minor and of staff member.

The following were measured as part of this study:

- 1. Sales to minors performance among tobacco retailers (as provided for by Section 45 of the Public Health (Tobacco) Act, 2002) including:
  - percentage of shop retailers refusing to sell tobacco to minors;
  - percentage of licensed premises refusing to sell tobacco to minors;
  - percentage of shop retailers asking minors for proof of age identification;
  - percentage of licensed premises asking minors for age identification.
- 2. Tobacco Point-of-Sale Merchandise:
  - information regarding the distribution and type of Point-of-Sale materials promoting tobacco (in all store types).

The methodology employed is presented in Appendix 1.

## FINDINGS

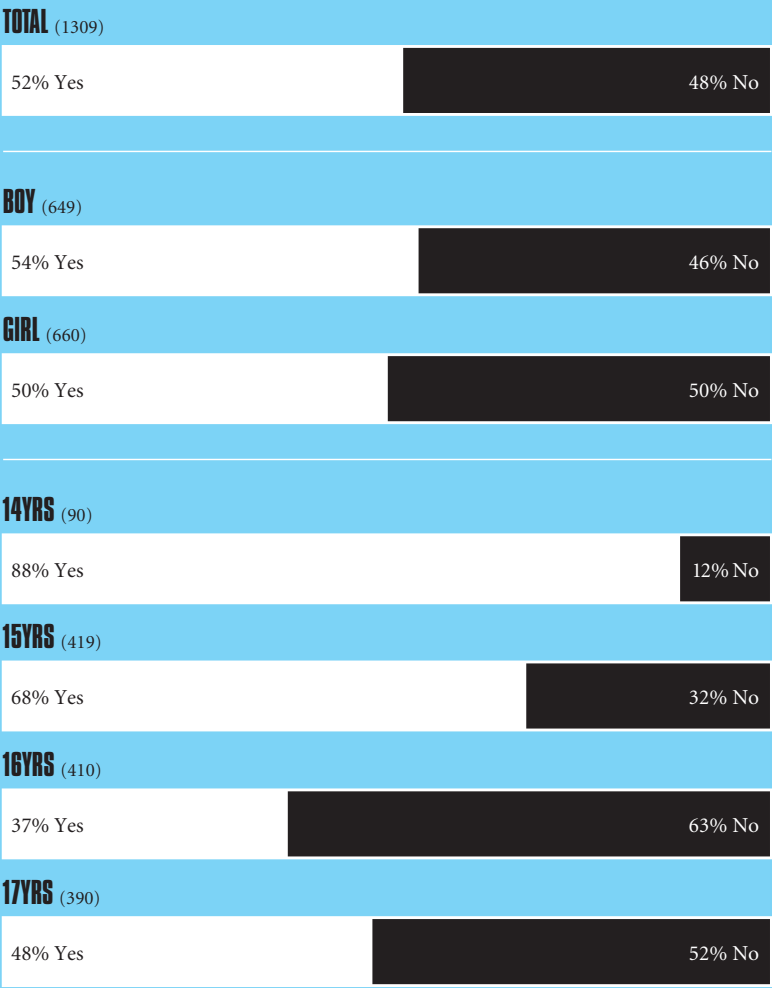
### 1. RETAILER BEHAVIOUR AND SALES TO MINORS

Nationally, the percentage of shop retailers who refused to sell cigarettes to minors was 52%. Boys were marginally more likely to be refused than girls (54% v 50%). Retailers’ willingness to sell to minors was greatest among 16 and 17 year olds. The vast majority of 14 year olds were refused (88%), however the fact remains that more than one in ten 14 year olds, and almost one in three 15 year olds, could have purchased cigarettes.

## DID STAFF MEMBER REFUSE TO SELL CIGARETTES TO THE MINOR?

### BY GENDER AND AGE OF MINOR

Base: All stores: 1309

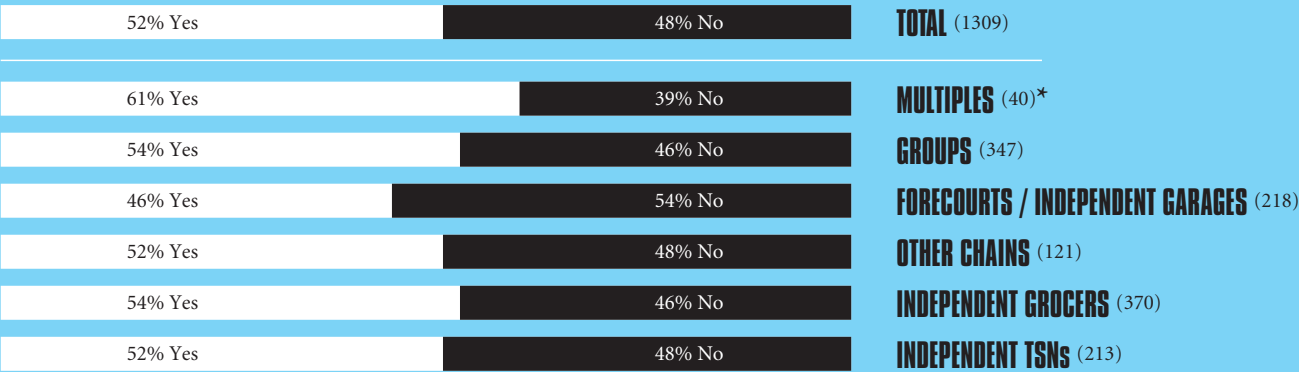


Refusal rates ranged across store types from 46% among forecourts/garages to 61% among multiples. Refusal rates were 54% among groups and independent grocers and 52% among other chains and TSNs.

# DID STAFF MEMBER REFUSE TO SELL CIGARETTES TO THE MINOR?

## BY STORE TYPE

Base: All stores: 1309



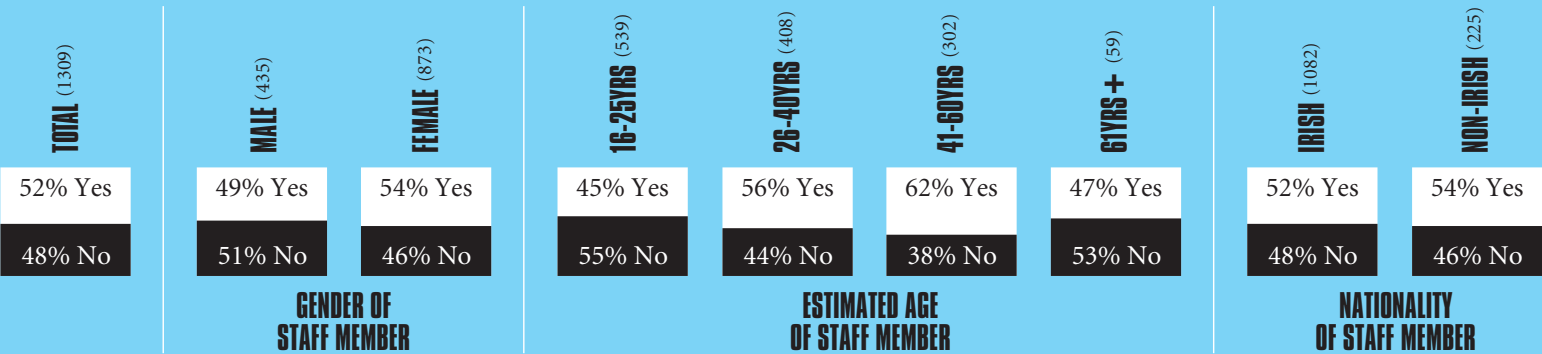
\* Caution small base size.

Age appeared to be a more discriminating characteristic than gender or nationality of staff member in refusing to sell cigarettes to minors. Staff aged under 25 years and over 60 years were less likely to refuse the sale than those aged 25-60 years.

# DID STAFF MEMBER REFUSE TO SELL CIGARETTES TO THE MINOR?

## BY GENDER, AGE AND NATIONALITY OF STAFF MEMBER

Base: All stores: 1309



On a regional basis, refusal rates were highest in the HSE West at 67%, with refusal rates of less than 50% in the other three HSE regions.

## DID STAFF MEMBER REFUSE TO SELL CIGARETTES TO THE MINOR?

### BY REGION

Base: All stores: 1309

#### TOTAL (1309)



#### HSE DUBLIN NORTH EAST (305)



#### HSE DUBLIN MID-LEINSTER (340)



#### HSE SOUTH (358)



#### HSE WEST (306)

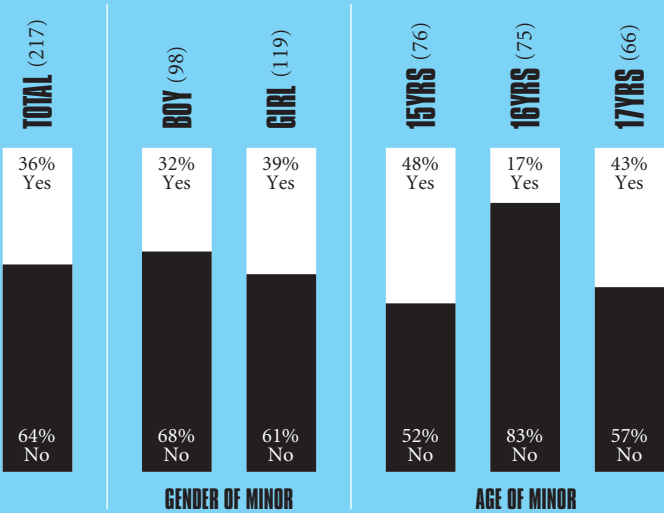


In licensed premises visited, 36% of minors were prevented a sale from a cigarette vending machine by a staff member. 16 year olds were the least likely to be prevented a sale at 17%, whereas 48% of 15 year olds and 43% of 17 year olds were refused. Girls were more likely to be prevented a sale than boys (39% versus 32%).

## WAS SALE OF CIGARETTES TO MINOR PREVENTED BY STAFF MEMBER?

### BY GENDER AND AGE OF MINOR

Base: All licensed premises: 217

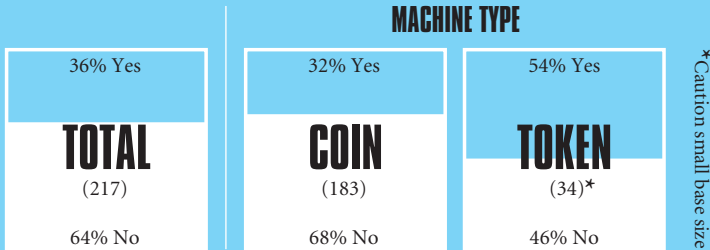


Token operated cigarette vending machines appear to add an extra level of vigilance. The sale of cigarettes was prevented in over half of the premises with these types of machines - 54%, (however the sample size is small), against 32% of premises with coin operated machines.

## WAS SALE OF CIGARETTES TO MINOR PREVENTED BY STAFF MEMBER?

### BY COIN AND TOKEN OPERATED MACHINES

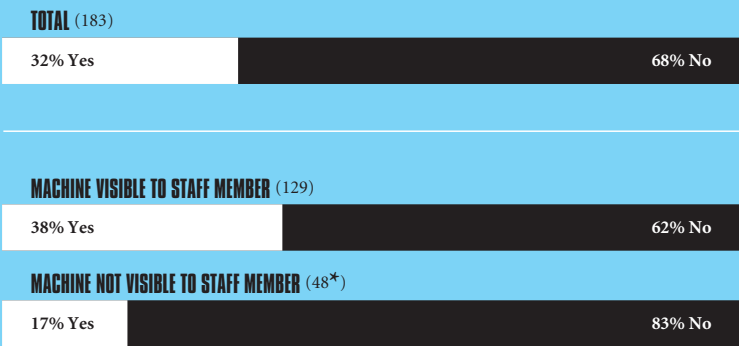
Base: All licensed premises: 217



Looking at coin operated machines only, the visibility of the vending machine to the staff member appears to reduce the likelihood of a minor being able to purchase cigarettes. Where the vending machine was visible to the staff member, 38% prevented the sale of cigarettes to the minor. This prevention rate fell to 17% where the machine was not visible to the staff member.

## DID STAFF MEMBER PREVENT SALE OF CIGARETTES TO MINOR? BY VIEW OF CIGARETTE MACHINE

Base: All licensed premises with coin operated machine: 183



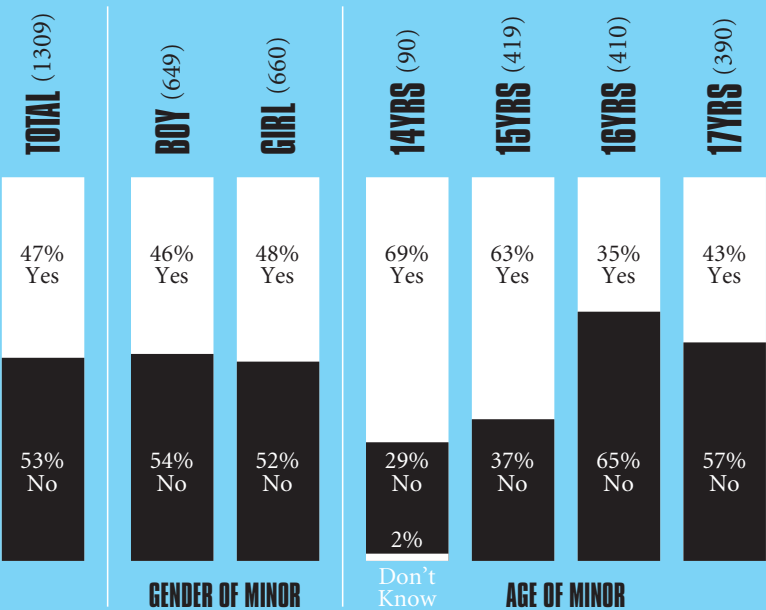
\* Caution small base size.

## ID CHECK

Less than half of minors (47%) were asked for ID when they attempted to purchase cigarettes in retail stores. The gender of the minor had little difference in requests for ID (46% boys and 48% girls). As regards age, the younger the minor, the more likely they were to be asked for ID. Some 69% of 14 year olds and 63% of 15 year olds were asked for ID, compared to 35% for 16 year olds and 43% for 17 year olds.

## WAS MINOR ASKED FOR ID WHEN ATTEMPTING TO PURCHASE CIGARETTES? BY GENDER AND AGE OF MINOR

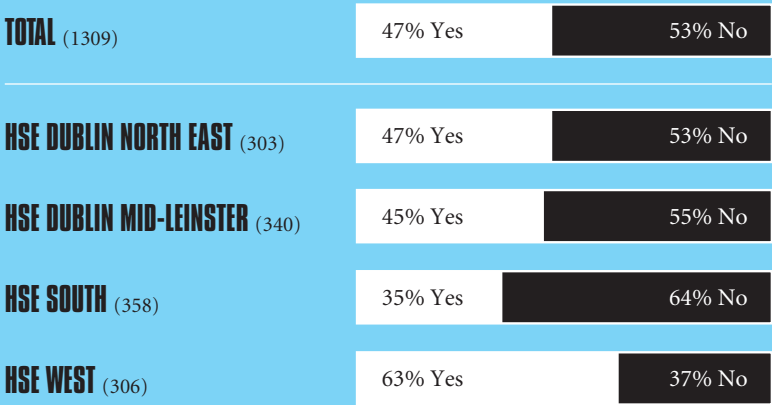
Base: All stores: 1309



At a regional level, almost two-thirds of minors in HSE West were asked for ID.

# WAS MINOR ASKED FOR ID WHEN ATTEMPTING TO PURCHASE CIGARETTES? BY REGION

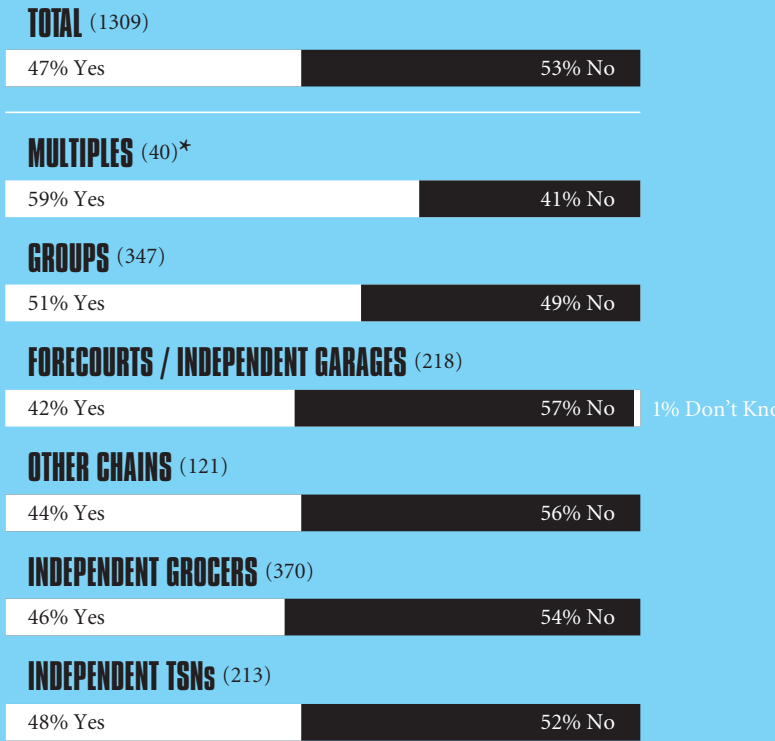
Base: All stores: 1309



Across store types, minors were least likely to be asked for ID in forecourts/Independent garages (42%). Minors were more likely to be asked for ID in multiples (59%), with all other store types falling within this range.

# WAS MINOR ASKED FOR ID WHEN ATTEMPTING TO PURCHASE CIGARETTES? BY STORE TYPE

Base: All stores: 1309



\*Caution small base size.

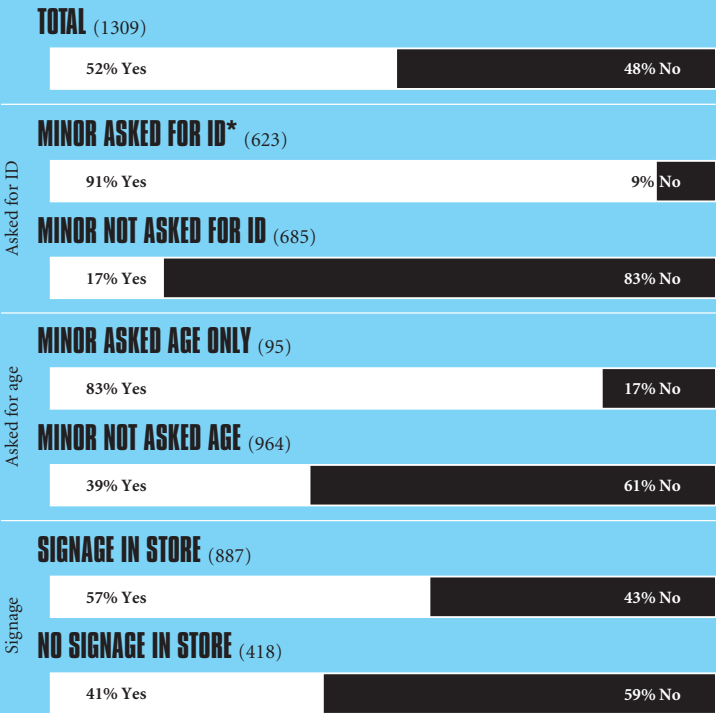
In 91% of cases where the minor was asked for ID, the sale was refused. In contrast, where no request for ID was made, only 17% were refused sale. Similarly, where the minor was asked their age, they were more likely to be refused sale. In 83% of cases where the minor was asked their age only, they were refused the sale. This is despite the approach undertaken for the purposes of the audit for the minor to say that they were 18 if asked their age (see methodology in Appendix 1).

The correlation between the willingness of retailers to ask for ID or age and their refusal to sell is direct and clear. 91% of minors who were asked for ID were refused cigarettes. 83% of those who were asked age only were refused.

It also appears retailers who display signage stating that it is illegal to sell tobacco products to under 18s are more likely to refuse to sell to a minor than those who do not. Of those stores that had signage on display, 57% refused to sell cigarettes to the minor. In contrast, where shops did not have signage on display, 41% refused to sell to the minor.

## DID STAFF MEMBER REFUSE TO SELL CIGARETTES TO THE MINOR?

Base: All stores: 1309



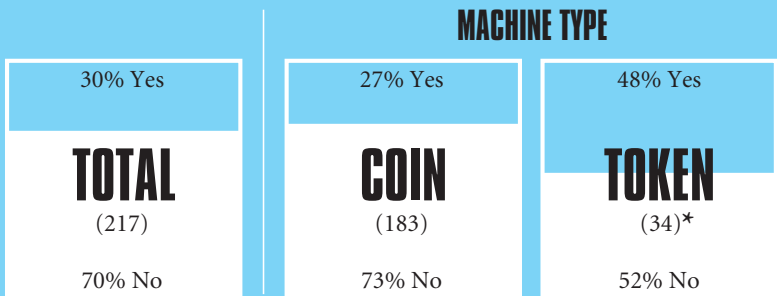
\*245 were asked their age as part of the ID check

Minors were less likely to be asked for ID in licensed premises than in retail environments. Less than one in three minors (30%) who attempted to purchase cigarettes in licensed premises were asked for ID. Minors were more likely to be asked for ID in licensed premises with token operated cigarette vending machines. In such premises, 48% of minors were asked for ID versus 27% in premises with coin operated vending machines.

## WAS THE MINOR ASKED FOR ID WHEN ATTEMPTING TO PURCHASE CIGARETTES?

### COIN VERSUS TOKEN OPERATED VENDING MACHINE

Base: All licensed premises: 217



\*Caution small base size

## 2. TOBACCO ADVERTISING AT POINT-OF-SALE (POS)

Provisions concerning removal of POS are contained in the Public Health (Tobacco) Acts 2002 and 2004, but at the time the research was undertaken, were yet to be commenced.

The information summarised in this section was based on the presence of advertising bearing printed trademarks, logos or brand names belonging to tobacco companies in retail stores only.

More than 9 out of 10 stores visited had some form of tobacco advertising on display. Some 87% of stores had a gantry which displayed tobacco branded signage<sup>2</sup>. This high level of branding was visible across all store types.

### CIGARETTE OR TOBACCO ADVERTISING OBSERVED IN STORE

#### BY TYPE OF ADVERTISING AND STORE TYPE

Base: All stores: 1309

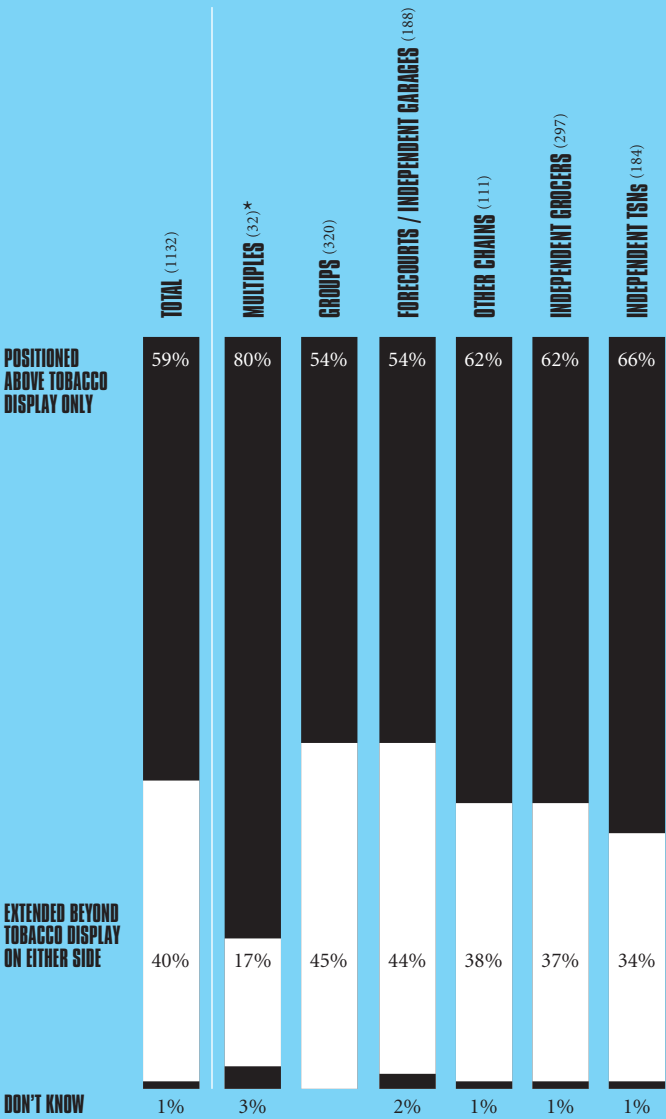
	TOTAL % (1309)	MULTIPLES % (40)*	GROUPS % (347)	FORECOURTS / INDEPENDENT GARAGES % (218)	OTHER CHAINS % (121)	INDEPENDENT GROCERS % (370)	INDEPENDENT TSNS % (213)
Cigarette branded gantry	87	81	93	87	91	81	88
Poster ads	17	10	22	17	25	14	16
Counter materials	22	10	20	20	26	27	20
Other	17	19	20	17	13	16	10
None	8	15	5	9	5	12	9
Observed any advertising	92	85	95	91	95	88	91
*Caution small base size		Store type					

<sup>2</sup> For the purposes of this study, a branded gantry refers to product branding displayed above retail shelving.

Some 59% of stores had tobacco advertising placed above the tobacco display only. The remainder had tobacco advertising extended above non-tobacco products. Multiples were least likely to have tobacco advertising extended beyond the tobacco product display.

### POSITIONING OF TOBACCO ADVERTISING BY STORE TYPE

Base: All stores where gantry was observed: 1132



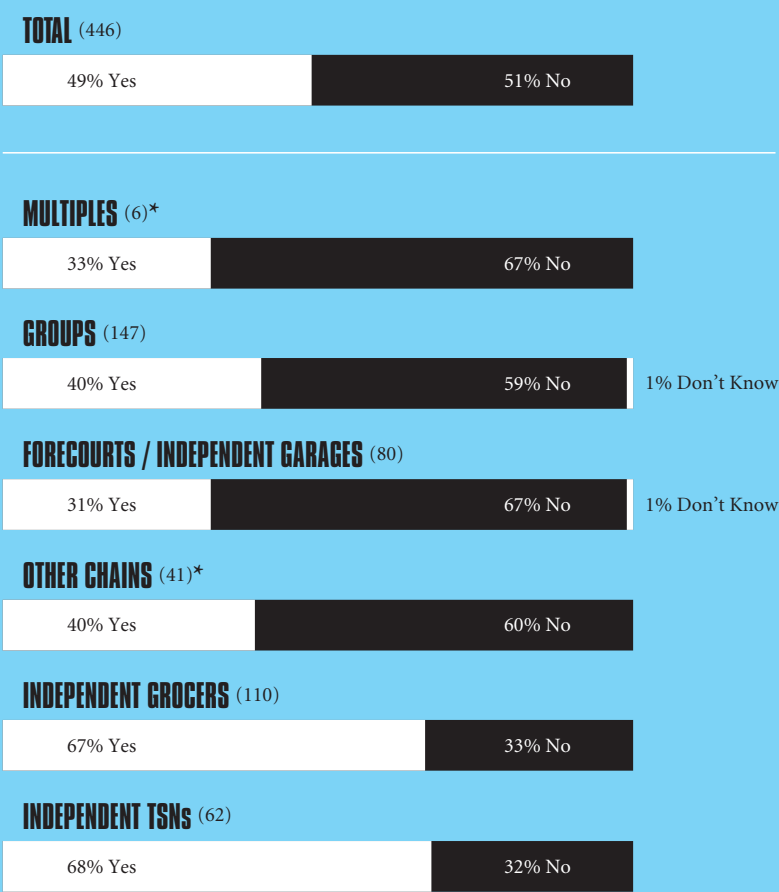
\*Caution small base size

Where there was tobacco advertising extended above non-tobacco products, confectionery was displayed in almost half of the cases. Across store types, Independent grocers and TSNs were more likely to have confectionery displayed below tobacco advertising (67% and 68% respectively).

# WAS CONFECTIONERY DISPLAYED BELOW TOBACCO ADVERTISING?

## BY STORE TYPE

Base: All stores where extended gantry was observed: 446



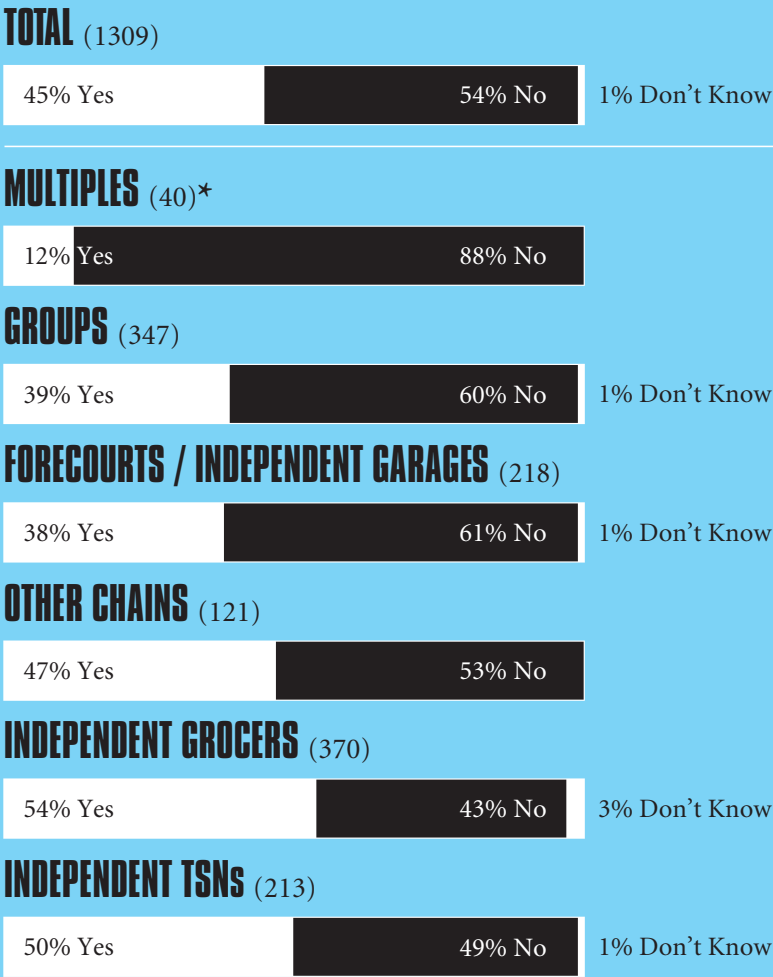
\*Caution small base size

In addition, confectionery was displayed beside tobacco products in 45% of all stores. Once again, multiples were far less likely to have confectionery stored beside tobacco products.

# WAS CONFECTIONERY DISPLAYED BESIDE TOBACCO DISPLAY?

## BY STORE TYPE

Base: All stores: 1309



\*Caution small base size



The most often advertised brands in stores were Benson & Hedges and John Player, the biggest selling brands in Ireland and as demonstrated in the OTC report on Children, Youth and Tobacco (November, 2006) the most frequently purchased brands among young people.

# CIGARETTE BRANDS OBSERVED ON GANTRY

Base: All stores where gantry was observed: 1132

	TOTAL % (1132)	MULTIPLES % (32)*	GROUPS % (320)	FORECOURTS / INDEPENDENT GARAGES % (188)	OTHER CHAINS % (111)	INDEPENDENT GROCERS % (297)	INDEPENDENT TSNS % (184)
Benson and Hedges	28	50	28	33	31	24	27
John Player	25	7	20	20	27	32	28
Silk Cut	15	23	13	13	16	17	17
Dunhill	8	10	17	6	4	3	4
Winfield	7	4	8	7	6	6	8
Carrolls	5		4	5	10	4	6
Marlboro	3		3	5	4	3	1
Superkings	2		1	4	1	3	3
Mayfair	1		1	1	1	2	**
Lucky Strike	1		2	2		1	
Lambert and Butler	1	6	1	1		1	1
Major	1		**	1		1	
Camel	1		**	1	1	1	1
Berkely	**		**			1	1
Richmond	**					**	1
Kent	**		1		1		
Other	**		1			**	**
Don't Know				1		**	
Store type							

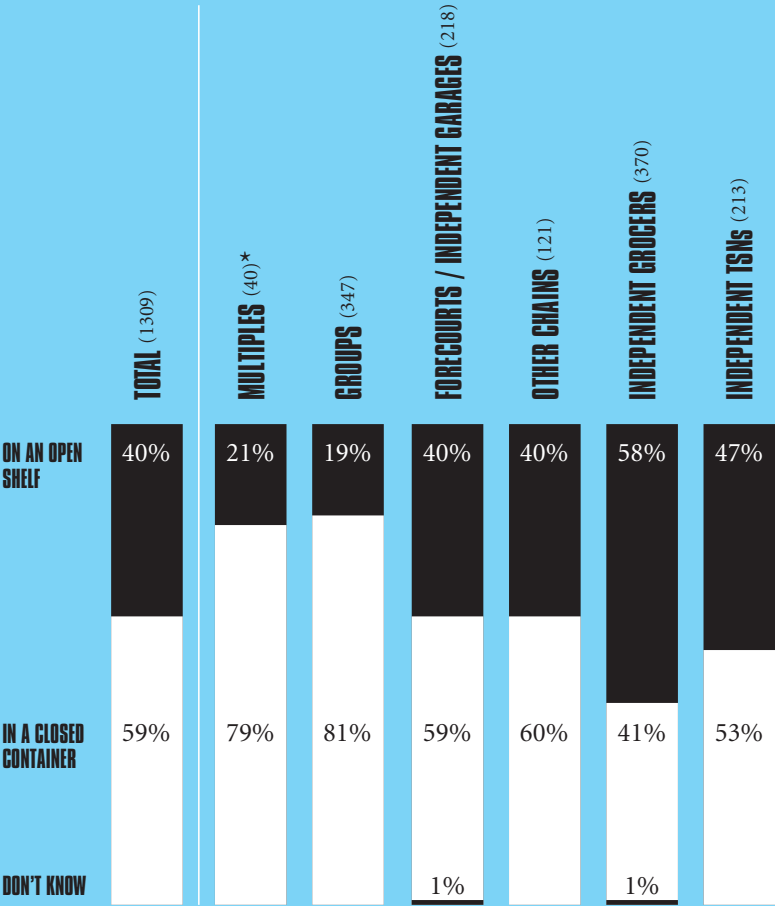
\*Caution small base size

\*\*Less than 1%

As regards cigarette displays, 59% of stores displayed cigarettes in a closed container and 40% on open shelving. In multiples and groups, approximately 8 out of 10 stores displayed tobacco in a closed container.

# HOW WERE CIGARETTES DISPLAYED IN STORE? BY STORE TYPE

Base: All stores: 1309



\*Caution small base size

# CONCLUSIONS

Despite the fact that it is illegal to sell tobacco products to children aged under 18, this research shows that a national level, just over one in two underage shoppers (52%) attempting to buy cigarettes were refused sale. In licensed premises this figure fell to just over one in three (36%).

The refusal rates in retail stores and licensed premises are well below an acceptable level. There is strong evidence nationally and internationally linking children's uptake of smoking with perceived ease of access to cigarettes. Therefore efforts need to be focussed on this issue.

The OTC is undertaking a number of initiatives aimed at raising compliance with the law, including:

- Provision of signage and information resources to retailers;
- The development of a training DVD with information on the law for people who work in the retail trade;
- National and regional radio campaigns informing retailers, publicans and the public of the law;
- The provision of a lo-call compliance line (1890 333 100) for the public to register complaints about retailers/licensed premises selling to under 18s.

Environmental Health Officers of the HSE have responsibility for enforcing tobacco laws. The HSE has committed to focussing their efforts on sales to minors with more intensive test purchasing programmes across all regions.

Overall, the findings clearly show that retailers that ask for ID are significantly more likely to comply with the law. It is therefore imperative that retailers act responsibly and ask all young people for proof of age ID.

In licensed premises, a sale to an underage youth is more likely to be refused where a token is required to purchase cigarettes and where the vending machine is visible to staff. Clearly there exists substantial room for improvement in vending machine placement and type in addition to increased vigilance in relation to proof of age.

Best practice shows that very high compliance rates are necessary to impact sales to minors. Canada, a world leader in tobacco control has successfully reduced smoking rates to below 20% through a sustained comprehensive tobacco control programme that incorporates a strong target driven national agenda, including compliance levels of 80%+ for sales to minors. In Ireland, it is critical that at a minimum, we achieve similar levels of compliance.

# PART TWO: TOBACCO RETAIL ENVIRONMENT - SURVEY ON PUBLIC ATTITUDES AND BELIEFS

## Research Objectives

The principal objective of this study was to obtain quantitative data regarding smokers' and non-smokers' attitudes and beliefs associated with the tobacco retail environment. Specifically, it was designed to:

- examine current knowledge and attitudes towards the sale of cigarettes in retail outlets in terms of displays, advertising, availability and locations where tobacco is sold;

- assess attitudes towards the influence of tobacco displays and advertising on young people, former smokers and current smokers; and
- elicit views and attitudes towards restrictions in the tobacco retail environment.

The methodology for the survey is outlined in Appendix 1.

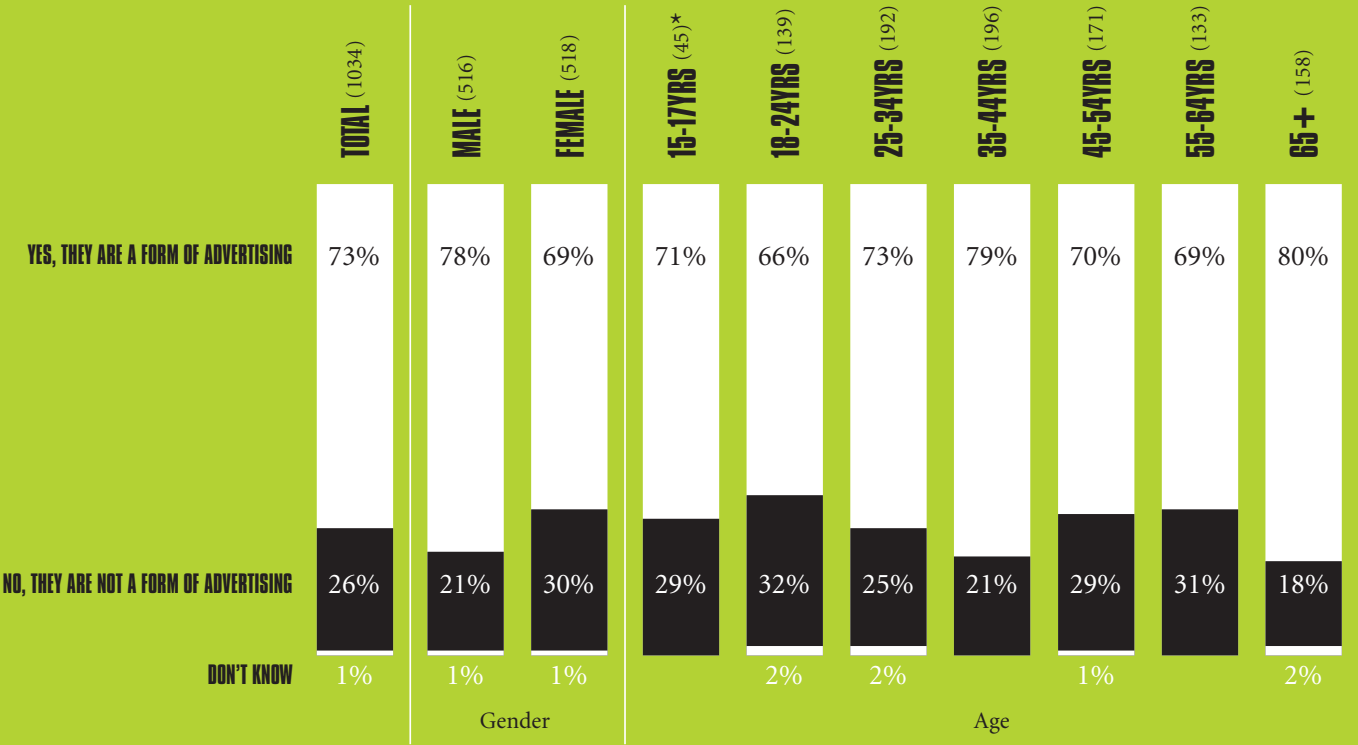
# 1. ATTITUDES TOWARDS TOBACCO DISPLAYS AND POINT-OF-SALE IN RETAIL ENVIRONMENTS

In Part One of this report, we examined the presence of tobacco advertising and product displays in retail stores visited. In Part Two, we present the public’s views on tobacco advertising and displays.

Survey respondents were first asked about cigarette displays in shops. Almost three-quarters of respondents agreed that cigarette packaging displays in shops are a form of advertising. Almost 10% more men than women agreed that the packaging displays are advertising. Those aged 35-44 year olds and those aged 65+, were most likely to agree that such displays constitute advertising (79% and 80% respectively).

## DO YOU CONSIDER CIGARETTE PACKAGES ON THE WALL BEHIND SHOP COUNTER TO BE ADVERTISING? BY GENDER AND AGE

Base: All respondents: 1034



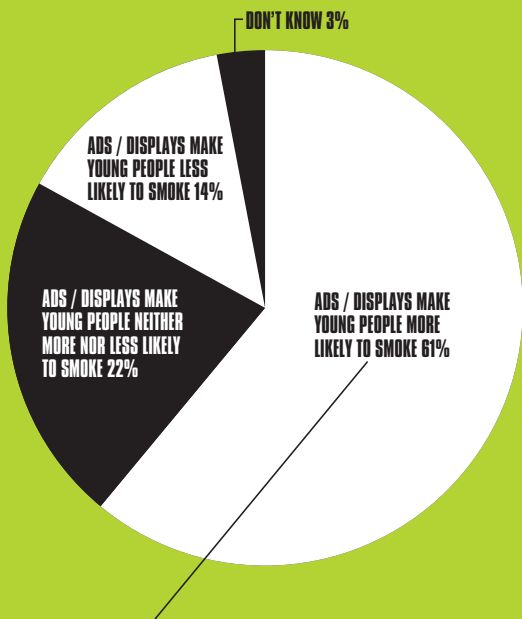
\*Caution small base size

In addition, 61% of respondents, including 56% of 15-17 year olds, see tobacco advertising/displays as being influential in a young person's decision to start smoking. A similar proportion of smokers and non-smokers agreed with this view.

# INFLUENCE OF TOBACCO ADS / DISPLAYS IN RETAIL LOCATIONS ON YOUNG PEOPLE

## BY GENDER, AGE AND SMOKING STATUS

Base: All respondents: 1034



Male (516)	65%
Female (518)	57%
15 - 17 (45)*	56%
18 - 24 (139)	56%
25 - 34 (192)	56%
35 - 44 (196)	62%
45 - 54 (171)	67%
55 - 64 (133)	55%
65+ (158)	72%
Smokers (258)	62%
Non-smokers (776)	61%

\*Caution small base size

One third of respondents believe cigarettes are located at the cash point to promote sales of cigarettes.

# OPINION ON WHY CIGARETTES ARE LOCATED BEHIND SHOP ASSISTANT AT CASH REGISTER

Base: All respondents: 1034

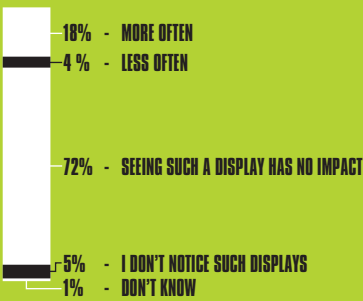
	TOTAL %	SMOKERS %	NON SMOKERS %
To promote purchasing cigarettes	33	26	35
Convenient for shop assistant	32	33	32
To prevent / discourage theft	27	33	25
To prevent children from getting cigarettes	22	25	21
Camera pointing at the cashier so they can catch thieves	2	1	2
It's the law	1	1	1
Cigarette companies put them there	1	1	1
They're paid to place them there	1	*	1
According to Govt regulations they are supposed to be there	1		1
Other	1	1	1
Don't know	6	5	6

\*Less than 1%

While 72% of smokers said that cigarette displays have no impact on their decision to purchase cigarettes, almost one in five (18%) report that such displays encourage them to buy cigarettes more often.

# STORE CIGARETTE DISPLAY AND INFLUENCE ON PURCHASE FREQUENCY

Base: All smokers: 258



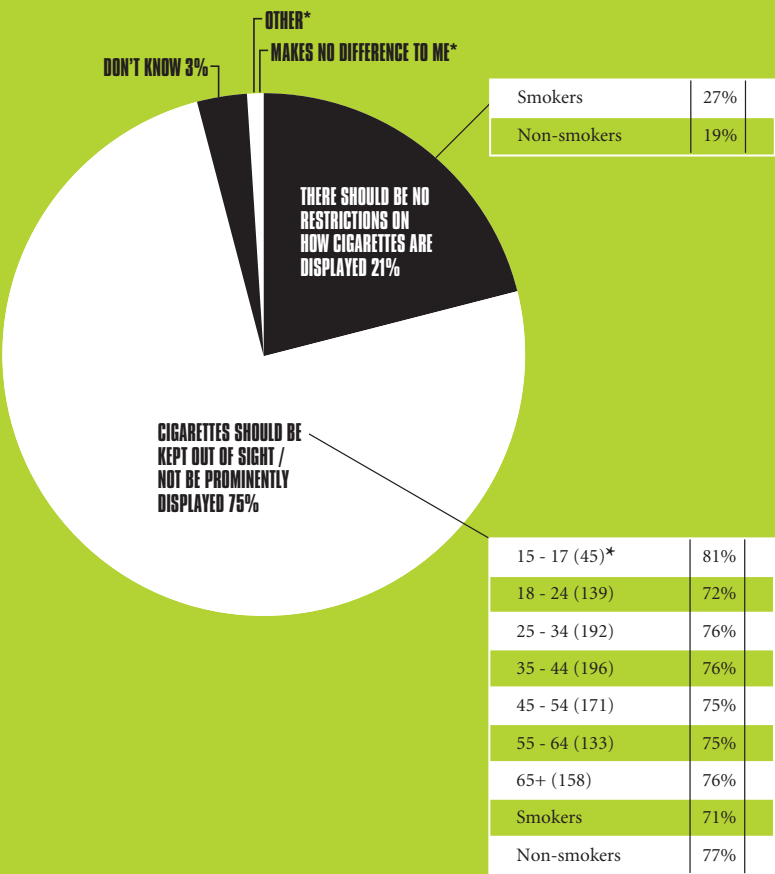
## 2. SUPPORT FOR FURTHER RESTRICTIONS ON MARKETING OF TOBACCO PRODUCTS

The survey also ascertained the level of public support for further restrictions on marketing of tobacco products.

Three-quarters of respondents agreed that cigarettes should be kept out of sight/not prominently displayed in stores.

### OPINION ON HOW CIGARETTES ARE DISPLAYED IN STORES BY AGE AND SMOKING STATUS

Base: All respondents: 1034

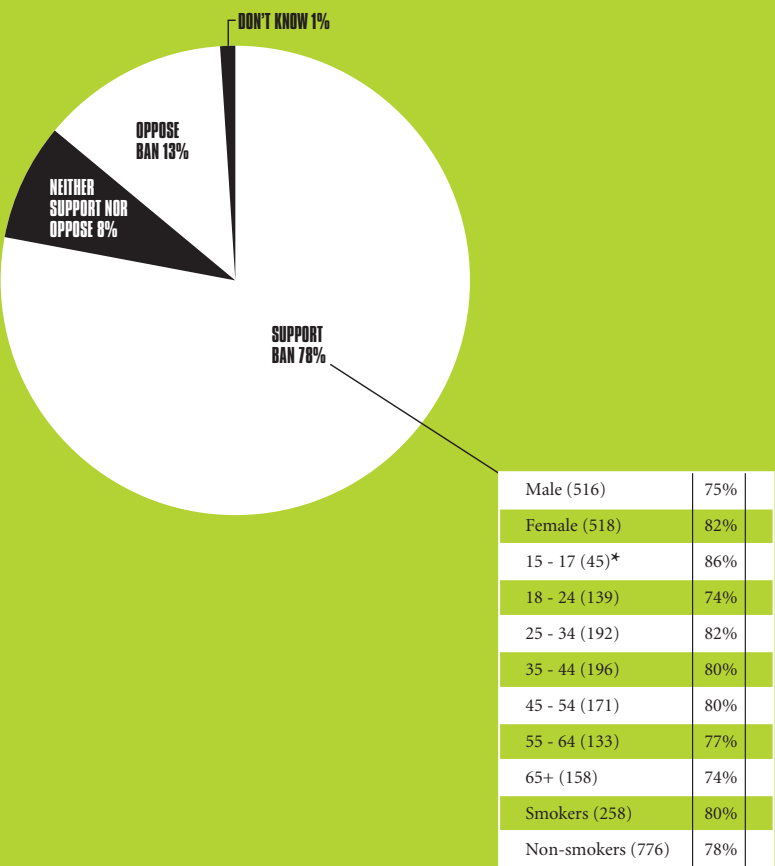


\*Caution small base size

78% of respondents support a complete ban on all tobacco advertising in stores to prevent young people from starting to smoke. 80% of smokers support this measure.

### SUPPORT FOR A TOTAL BAN ON TOBACCO ADVERTISING TO PREVENT YOUNG PEOPLE FROM STARTING TO SMOKE BY GENDER, AGE AND SMOKING STATUS

Base: All respondents: 1034

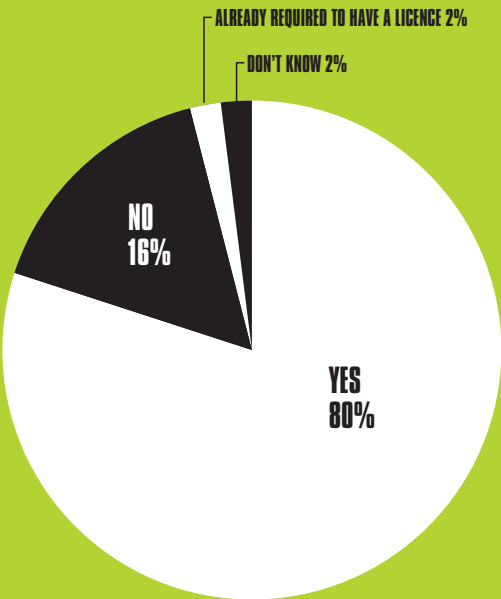


\*Caution small base size

In addition to restricting in-store displays, there is overwhelming public support for licensing tobacco retailers. Eight out of ten people think establishments that sell tobacco should be licensed.

# SHOULD RETAILERS BE REQUIRED TO HAVE A LICENCE TO SELL CIGARETTES?

Base: All respondents: 1034



## CONCLUSIONS

The retail environment is an integral part of young people’s lives. The frequency of youth visits to shops, coupled with an ever increasing purchasing power, highlight the fact that under 18s are exposed routinely to retail outlet tobacco advertising messages.

Comprehensive legislation underpins effective tobacco control policy. Advertising bans are universally recognised as one of the most effective measures available to governments in addressing the tobacco epidemic. This is reflected in Article 2 of the Framework Convention on Tobacco Control (FCTC) which requires countries to undertake a comprehensive ban of all tobacco advertising, promotion and sponsorship. The World Bank in its report *Curbing the Epidemic* (1999) also advocates this approach. A number of Canadian provinces, along with Iceland and Thailand have already implemented bans on retail advertising and this measure is currently under consideration in many other countries.

In Ireland such provisions are contained in the Public Health (Tobacco) Acts 2002 and 2004 and at the time of conducting the research were awaiting commencement. Commencement of the remaining retail provisions of the Public Health (Tobacco) Acts will be an important step in helping to reduce the impact of smoking on society and reduce the toll of death and disease caused by tobacco use in Ireland.

# APPENDIX 1

## Part One – Methodology: National Retail Audit Retail Stores

Teams made up of two researchers, one a minor (fourteen, fifteen, sixteen or seventeen years of age) and the other an adult, visited a sample of 1,309 retail establishments and 217 licensed premises across the four Health Service Executive (HSE) areas. Premises were visited over a five week period during August and September 2007.

Team members entered premises at different times. They gave no indication of being together. Each carried out specifically assigned tasks:

- The responsibility of the minor was to test the willingness of retailers to sell him/her tobacco by attempting to buy a pack of branded cigarettes. The minor did not carry identification. If asked their age during the attempted transaction, the young person claimed to be 18 years old. Under no circumstances did the minor make a purchase. Instead, the minor was given clear instructions to withdraw from any sale, once it became clear that the attempt to purchase cigarettes would be completed.
- The adult member of the research team was responsible for supervising the minor and for carrying out a visual inspection of the retailer’s place of business, for the purpose of observing and recording of information on in-store tobacco advertising and promotion. These adults were also responsible for collecting information on the postage of underage signage stating that it is illegal to sell tobacco products to children aged under 18.

In order to measure the influence of age and gender on retailers’ propensity to comply with sales to minors legislation, visits were organised to ensure the following minimum national requirements:

- store visits were conducted by a mix of both male and female minors in roughly equal proportions;
- approximately two-thirds of all store visits were completed by a minor sixteen or seventeen years of age, with the rest of the sample being completed by fourteen or fifteen year olds.

**Table One - National Sample Dispersion by Age and Gender of Teenage Member - Retail Outlets**

MALE	52%	
FEMALE	48%	
14 YEAR OLDS	6%	
15 YEAR OLDS	28%	
16 YEAR OLDS	35%	
17 YEAR OLDS	31%	

### Sample

In designing the sampling methodology, TNS mrbi focused on ensuring key segments were represented in correct proportions within the sample. These key segments included:

- age of minor;
- gender of minor;
- geographic region;
- store type.

To build a robust sample, the following steps were taken:

- a first level geographic stratification was used to select the sampling points;
- within each sampling point, quotas were set by store type to ensure store types were widely dispersed geographically, while at the same time ensuring the correct proportional representation of store type within the overall sample. Within each point, premises were selected at random within quota requirements;
- and finally, researchers of differing age and genders were randomly distributed across the selection of sampling points.

To ensure subsequent analysis by HSE region was possible, quotas were set by HSE region to guarantee a minimum number of visits per region. Surveying was spread across time of day and day of week to avoid any time-of-week bias. In total, 1,309 retail premises were visited during the survey.



Table Two - Store profile at national level (weighted data)

<b>MULTIPLES</b> - Dunnes Stores, Superquinn, Tesco	3%
<b>GROUPS</b> - Centra, Londis, Mace, Spar, Supervalu	27%
<b>FORECOURTS/GARAGES</b> - Independent Garages And Garages Part Of A Group	17%
<b>OTHER CHAINS</b> - Costcutter, Gala, Quickpick, Vivo, Xl Stop Shop	9%
<b>INDEPENDENT GROCERS</b> - Not Part Of Any Group	28%
<b>INDEPENDENT TSNS</b> - Newsagents, Do Not Sell Groceries, Not Part Of A Group	16%

Sample Weighting

Table Three provides the sample profile at the national level (weighted data). To further align the sample with the national distribution of outlets and the preferred profile of teenage surveyors, minor weights were applied to the raw level data at the analysis stage.

Table Three - Sample Weighting

	SAMPLE (UNWEIGHTED)	SAMPLE (WEIGHTED)
<b>REGION</b>		
Dublin	360	370
Rest Of Leinster	344	354
Munster	400	386
Connacht / Ulster	205	199
<b>AGE</b>		
14 / 15 Years	509	446
16 / 17 Years	800	863

Unless otherwise stated, all the percentages quoted in this report are results after weightings have been applied.

Licensed Trade

The methodology in the licensed trade survey was similar to the retail sector but with some minor differences. Fourteen year olds did not participate in this part of the survey. The role of the minor was to attempt to purchase cigarettes from a cigarette vending machine or to purchase a token for the cigarette vending machine from a staff member where token operated machines were in place. The role of the adult member was to record the outcome of the purchase attempt.

A nationally representative sample of licensed premises was selected, with quota controls by HSE region and age of minor employed. Data weighting to realign the sample by region and age of teenage member was also used. Two types of licensed premises were included in the research - hotels (16%) and public houses (84%). Only those licensed premises with cigarette vending machines were included in the research. 217 licensed premises were visited in total.

Table Four - National Sample Dispersion by Age and Gender of Teenage Member – Licensed Premises

<b>MALE</b>	<b>49%</b>	
<b>FEMALE</b>	<b>51%</b>	
<b>15 YEAR OLDS</b>	<b>34%</b>	
<b>16 YEAR OLDS</b>	<b>35%</b>	
<b>17 YEAR OLDS</b>	<b>31%</b>	

Part Two – Methodology: Tobacco Retail Environment - Survey of Public Attitudes and Beliefs

The research was conducted by TNS mrbi in August 2007 using PhoneBus®, a telephone omnibus survey.

Each Phonebus survey accesses a nationally representative sample of 1,000 or more adults aged 15 years and upwards. For this research 1,034 interviews were achieved.

Phonebus uses random digit dialling to identify participants and employs a stratified quota sampling approach where quotas are set by gender, age, social class and region to ensure a representative sample of the population is achieved. Further weighting is applied to the data to ensure the sample is matched to the latest population estimates.

Actual population estimates (000's) from the Central Statistics Office (CSO) for adults aged 15+ were used for weighting purposes. Table Five shows the data before and after weighting.

Table Five – Sample weighting by age, gender and social class

	SAMPLE (UNWEIGHTED)	SAMPLE (WEIGHTED TO POPULATION 000'S)
AGE GROUP		
15-17	45	166
18-24	139	517
25-34	192	670
35-44	196	618
45-54	171	553
55-64	133	436
65+	158	482
SEX		
Male	516	1694
Female	518	1748
SOCIAL CLASS		
AB	186	519
C1	295	850
C2	228	920
DE	245	828
F	80	325



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