

Cancer Society Social & Behavioural Research Unit
Te Hunga Rangahau Ārai Mate Pukupuku

Prevalence and characteristics of tobacco purchases in convenience stores

Lindsay Robertson, Claire Cameron, Janet Hoek,
Louise Marsh, Trudy Sullivan, Elizabeth Peterson, and
Philip Gendall



Department of Preventive and Social Medicine
Dunedin School of Medicine *Te Kura Whaiora o Ōtepoti*

Post purchase intercept surveys

- 20 convenience stores were sampled in Dunedin
 - 13 high deprivation areas
 - 7 mid-low deprivation areas
 - Sampled geographically
- Data collected from each store in 60 min intervals
 - Morning, lunch time and late afternoon
- Interviewer intercepted customers leaving the store
 - How much they had spent
 - Details of purchases
 - Cost of tobacco
- Store details



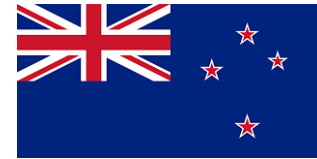
Results: Post purchase surveys

Philadelphia



- Only 13% of transactions included tobacco
- Most were tobacco-only purchases (8%)
- Only 5% of transactions included both tobacco and non-tobacco items.
- No difference in expenditure on non-tobacco items when purchased with or without tobacco

Dunedin



- Only 14% of transactions included tobacco
- Most were tobacco-only purchases (9%)
- Only 5% of transactions included both tobacco and non-tobacco items.
- Difference in expenditure:
 - Purchased tobacco \$5.11
 - Did not purchase tobacco \$6.85

Discussion and Implications

- Findings are consistent with Philadelphia study.
- Results raise questions over tobacco industry claims about the importance of tobacco sales to small retailers.
 - Economic dependence
 - Nearby stores continuing to sell tobacco
 - Tobacco retail reduction policies
- Generalisability of results
- Future Research

