

MONITORING AND ASSESSING THE IMPACT OF TAX AND PRICE POLICIES ON UNITED STATES' TOBACCO USE

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*University of Illinois at Chicago
U01 Advisory Panel Meeting,
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Elizabeth Ginexi

STATE AND COMMUNITY TOBACCO CONTROL RESEARCH INITIATIVE

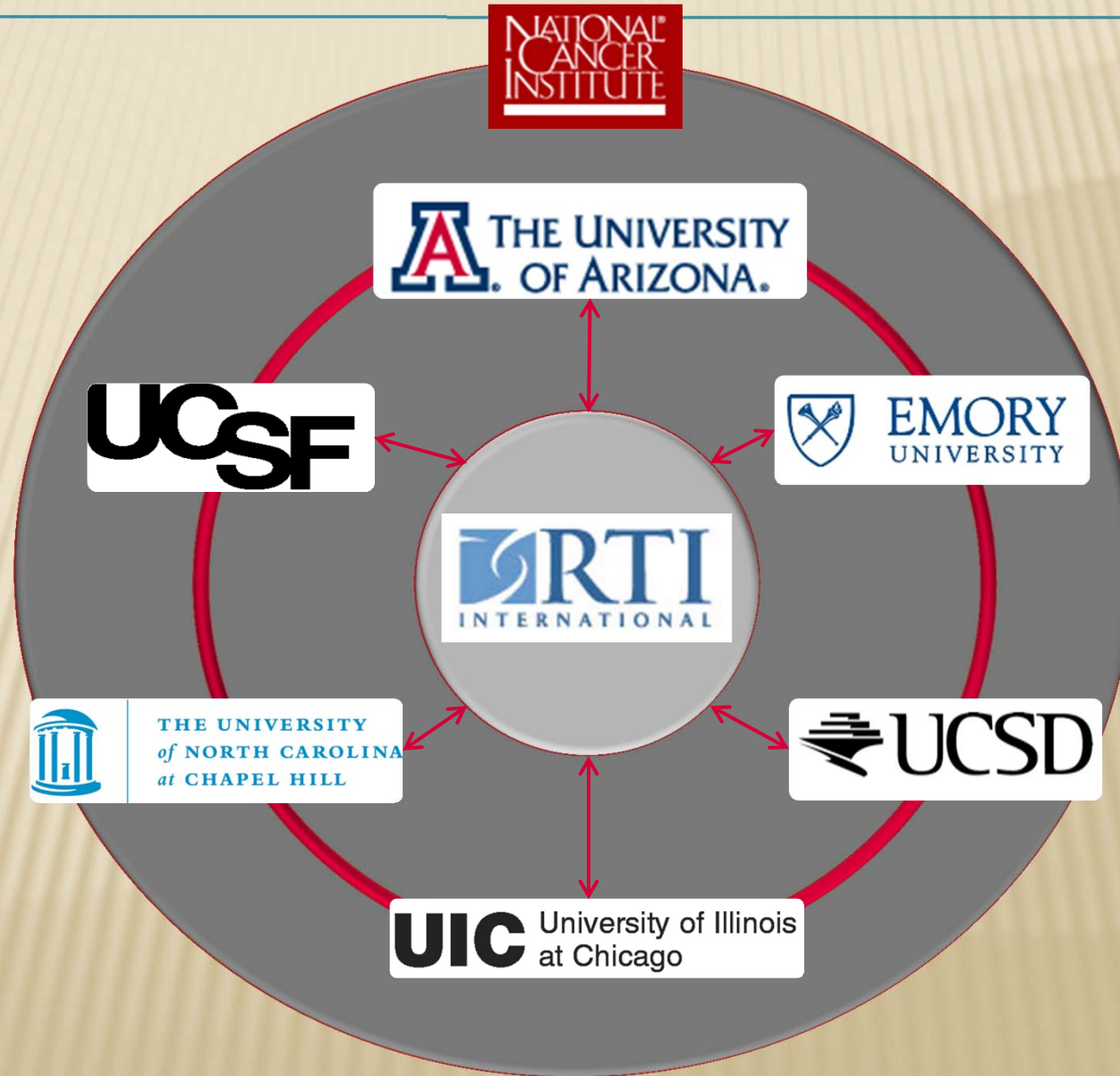
BACKGROUND FOR SCTC RESEARCH INITIATIVE

- ✘ Community and social norms favoring tobacco-free lifestyles vary greatly across populations.
- ✘ States and communities have played an important role in implementing tobacco prevention and control policies and programs, as well as in designing and implementing mass media campaigns.
- ✘ Significant knowledge gaps exist about how to best strengthen and reinforce tobacco-free social norms across diverse communities and counteract competing pro-tobacco norms.

PURPOSE OF SCTC RESEARCH INITIATIVE

- ✘ NCI established the SCTC Research Initiative in 2009 to address high-priority research gaps in state and community tobacco control research:
 - Secondhand smoke policies
 - Tax and pricing policies
 - Mass media countermeasures and community and social norms
 - Tobacco industry marketing and promotion

PROJECT STRUCTURE FOR SCTC RESEARCH COLLABORATION



COORDINATING CENTER FOR THE ADVANCEMENT OF TOBACCO CONTROL RESEARCH AND PRACTICE



Research Triangle Institute (RTI) Staff:
Carol Schmitt, Project Director; Todd Rogers, Associate Project
Director; and Matthew Farrelly, Senior Advisor

Role:

- Increase scientific and organizational leadership necessary to facilitate interactive and integrative collaboration and communication of the research projects funded by this initiative.

Specific Aims:

- × Foster collaboration and communication among research project sites, NCI and the broader public health community.
- × Collaborate with NCI, the Steering Committee and research project sites to identify and facilitate complementary, cross-site developmental research projects.
- × Develop plans for translation and dissemination activities and site-specific and initiative-wide evaluation plans.

RESEARCH PROJECT SITES

Brief Interventions to Create Smoke-Free Home Policies in Low-Income Households



Principal Investigator: Dr. Michelle Kegler

Co-Investigator: Dr. Carla Berg

Priority Area:

- Smoke-free home policies

Specific Research Aims Include:

- Conduct formative research on intervention messages and materials for promoting smoke-free homes in low-income populations.
- Conduct a randomized control trial in the Atlanta 2-1-1 service area to evaluate the efficacy of a brief intervention to create smoke-free homes among 2-1-1 callers.
- Conduct replication studies in Houston and North Carolina 2-1-1 systems to test the effectiveness of the intervention in varied populations and tobacco control climates.

Networks Among Tribal Organizations for Clean Air Policies



Principal Investigator: Dr. Scott Leischow

Co-Investigators: Dr. Patricia Henderson and Gregg Moor

Priority Areas:

- × Secondhand smoke policies, high risk communities

Specific Research Aims Include:

- Map the structure and function of the Navajo Nation smoke-free network “Team Navajo.”
- Supplement network data with ethnographic and focus group data to fully characterize networks most critical to passage of smoke-free policies.
- Analyze network and contextual data and disseminate findings to Team Navajo and other tribes interested in smoke-free policies.
- Assess the relationship between Team Navajo activities, contextual factors and tobacco-related policy change.

Maximizing State and Local Policies to Restrict Tobacco Marketing at Point of Sale



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Principal Investigators: Dr. Kurt Ribisl, Dr. Doug Luke and Dr. Lisa Henriksen

Priority Areas:

- Tobacco industry marketing, pricing

Specific Research Aims Include:

- Examine changes in the amount and type of tobacco marketing materials and pack prices in a sample of U.S. tobacco retailers.
- Conduct implementation research that will guide states and communities seeking to more effectively regulate point-of-sale marketing.
- Describe changes in the density and composition of tobacco outlets in a sample of U.S. counties using National Establishment Time Series data.
- Serve as national resource for information on point-of-sale marketing and promotions and adoption of recommended policy changes.

Nonsmokers and Tobacco Control Norms: Population Surveys and Intervention Studies



Principal Investigator: Dr. Shu-Hong Zhu

Co-Investigators: Dr. David Cowling and Dr. Sharon Cummins

Priority Areas:

- Community and social norms

Specific Research Aims Include:

- Survey a nationally representative sample to examine the attitudes of smokers and nonsmokers toward tobacco use and tobacco control measures.
- Conduct a randomized trial that compares an intervention targeting nonsmokers with an intervention targeting smokers.
- Compare a new tobacco cessation media intervention, created based on findings from the above two aims, with existing media campaigns in California and Oklahoma.

Countering Young Adult Tobacco Marketing in Bars



Principal Investigator: Dr. Pamela Ling

Priority Areas:

- Mass media countermeasures, young adults

Specific Research Aims Include:

- Evaluate the effect of a social marketing intervention among segments of a young adult population attending bars and nightclubs.
- Evaluate the effect of the intervention on potential mechanisms of change (e.g., receptivity to tobacco advertising, attitudes toward tobacco industry, perceived smoking prevalence, etc.).
- Evaluate the effect of mechanisms of change on smoking behavior.
- Examine the social mechanisms through which exposure to the smoke-free brand occurs and how they influence smoking behavior.

Tobacco Control in a Rapidly Changing Media Environment

Principal Investigator: Dr. Sherry Emery

Co-Investigator: Dr. Joseph Capella

Priority Area:

- × Mass media

Specific Research Aims Include:

- Describe media consumption patterns, exposure to smoking related advertising and information seeking ,and exchange related to smoking and quitting across media platforms.
- Assess potential relationships between the amounts of pro- and anti-tobacco information to which individuals are exposed and search for and exchange via traditional and new media platforms.
- Analyze the relationship between the amount of smoking-related information across media platforms and adults' attitudes, beliefs, and smoking behaviors.

Monitoring and Assessing the Impact of Tax and Price Policies on U.S. Tobacco Use

Principal Investigator: Dr. Frank Chaloupka

Co- Investigator: Dr. Jamie Chriqui

Priority Areas:

- Tax and pricing policies

Specific Research Aims Include:

- Identify, document, code, and track state policies affecting retail tobacco product prices.
- Assess the impact of price-related policies on tobacco product retail prices and promotions and their impact on tobacco product purchasing behaviors and use.
- Estimate the extent of and determinants of tax avoidance and tax evasion.
- Evaluate the impact of prices, price-reducing promotions and related policies on other household spending.

COLLABORATIVE DEVELOPMENTAL RESEARCH PROJECTS

Release Date: January 30, 2012

RFA: SCTC2012

Concept Paper Due Date: March 30, 2012

Steering Committee Concept Review Date: April 13, 2012

Full Application Due Date: May 31, 2012

Earliest Anticipated State Date: August 1, 2012

The purpose of this Request for Applications is to stimulate research that is responsive to high priority needs and emerging issues in tobacco control and to pilot promising practices that could be broadly adopted by state and community tobacco control programs. The NCI State and Community Tobacco Control (SCTC) Research initiative Steering Committee invites SCTC investigators to submit applications for collaborative developmental projects to begin in Year 2 of the initiative (2012). These projects should provide an avenue for cross-site collaboration and for introducing and integrating new investigators and innovative technologies, methodologies, and/or research into the SCTC initiative.

Monitoring and Assessing the Impact of Tax and Price Policies on U.S. Tobacco Use

PROJECT TEAM

- University of Illinois at Chicago
 - Jamie Chriqui, David Merriman, Jidong Huang, John Tauras, Sandy Slater, Camille Gourdet, Sherry Emery, Kevin Gibbs, Hillary DeLong, Joanie Wright, and many more
- Roswell Park Cancer Institute
 - Andy Hyland, Mike Cummings, Maansi Travers
- Barker Bi-Coastal Health Consultants, Inc.
 - Dianne Barker
- Burness Communications
 - Chuck Alexander, Laurie Lennon



PROJECT TEAM

- Consultants
 - Geoffrey Fong, Lloyd Johnston, Patrick O'Malley
- Advisory Panel
 - Carolyn Dresler (Arkansas Tobacco Prevention and Cessation Program)
 - Cynthia Hallet (Americans for Nonsmokers' Rights Foundation)
 - David Hankins (Attorney General of Washington)
 - Patricia Henderson (Black Hills Center for American Indian Health)
 - Lois Keithly (Massachusetts Tobacco Cessation and Prevention Program)
 - April Roeseler (California Tobacco Control Program)

Monitoring and Assessing the Impact of Tax and Price Policies
on U.S. Tobacco Use

SPECIFIC AIMS

SPECIFIC AIMS

Aim 1: Compile a historical data set of codified law (statutes, regulations, and case law) and policies affecting retail tobacco product prices

- tobacco product excise taxes
- Minimum pricing/markup policies
- policies addressing direct purchases/sales
- tribal compacts and other policies targeting reservation sales
- policies limiting price promotions
- policies strengthening tax and MSA administration and enforcement

SPECIFIC AIMS

Aim 2: Assess the impact of price-related policies on retail prices and price-reducing promotions for tobacco products

- Combines policy data from Aim 1 with data from:
 - BTG-COMP observational data collections
 - Self-reported data on prices and price promotions from multiple surveys
 - Store-based scanner data on prices and price promotions

SPECIFIC AIMS

Aim 3: Assess the impact of tobacco product prices, price reducing promotions, and related policies on tobacco product purchasing behaviors

- Combines policy data from Aim 1 and price data from Aim 2 with various survey data on:
 - tobacco product and brand choices (substitution, switching-down, etc.)
 - purchase type and location (single pack vs. carton; discount outlets; reservations and cross-border; etc.)
 - use of price-reducing promotions (e.g. multi-pack offers, coupons)
 - differences by age, gender, SES, race/ethnicity, tobacco use

SPECIFIC AIMS

Aim 4: Estimate the extent of and determinants of tax avoidance and tax evasion

- uses multiple methods including:
 - littered cigarette pack collections
 - individual self-reports
 - archival data
 - econometric modeling
- identifies key individual and policy influences on tax avoidance and evasion and differential impact on key subpopulations

SPECIFIC AIMS

Aim 5: Examine the impact of tobacco product prices, price-reducing promotions, and related policies on tobacco use behaviors

- extends Aims 3 and 4 by estimating impact on:
 - prevalence, frequency, and intensity of tobacco use
 - substitution among tobacco products
 - uptake and cessation
- assesses differential impact by age, gender, SES, race/ethnicity, and tobacco use
- identify non-linearities in the impact of price on tobacco use

SPECIFIC AIMS

Aim 6: Evaluate the impact of prices, price-reducing promotions, and related policies on other household spending

- builds on Aims 3, 4 and 5 to examine impact of spending on tobacco products on:
 - household spending on food, housing, clothing, health care, education, transportation, and other goods/services
 - focuses on impact of tax changes on low-income households
 - assess differential impact based on use of tobacco tax and other tobacco revenues to support programs targeting low-income populations

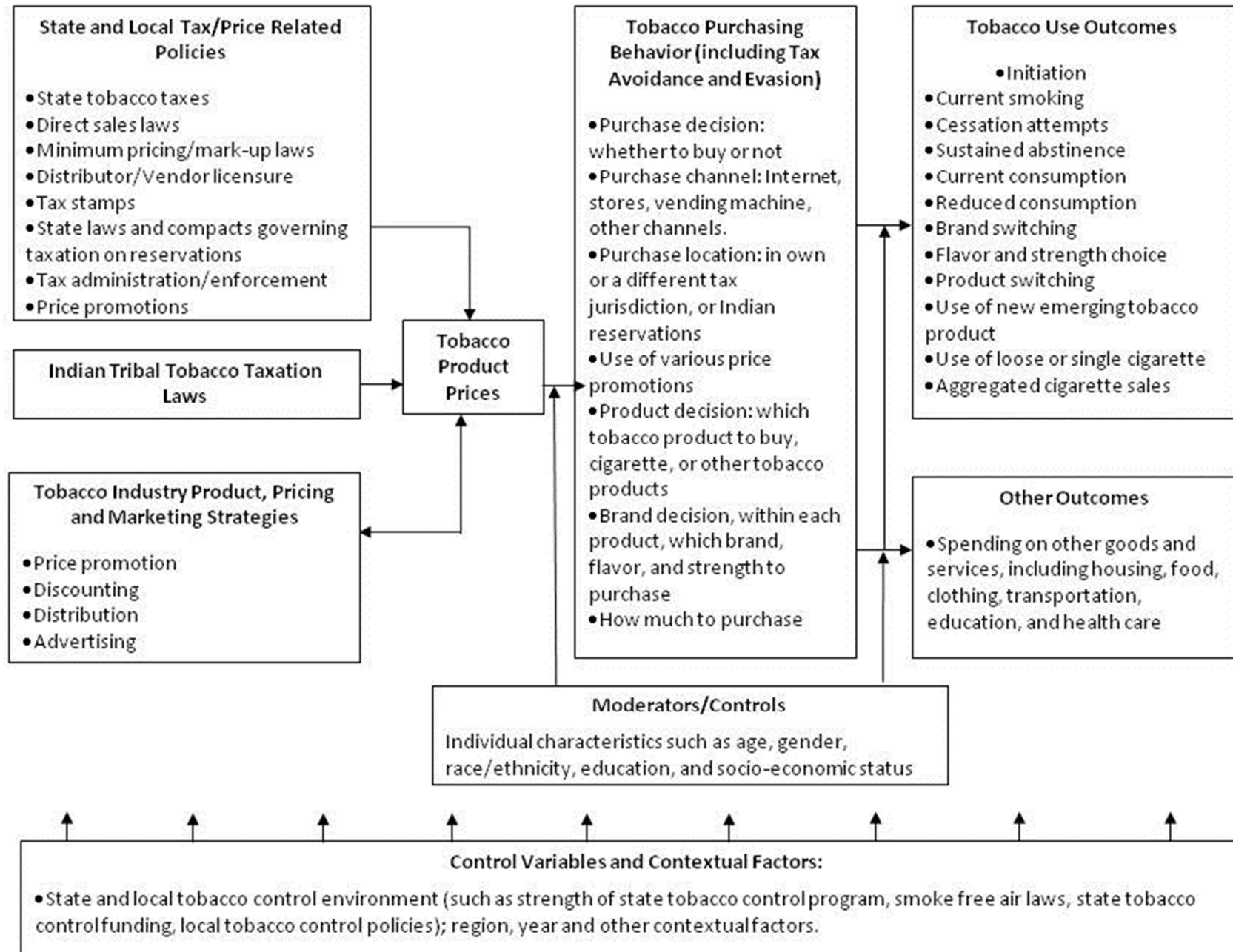
SPECIFIC AIMS

Aim 7: Disseminate and communicate findings widely

- target multiple audiences including policy makers, tobacco control advocates, public health professionals, researchers, and general public
- use multiple tools including peer-reviewed publications, special reports, policy and research briefs, press releases, websites (bridgingthegapresearch.org , tobaccoevidence.net)

CONCEPTUAL FRAMEWORK

Conceptual Framework



DATA

DATA

Key data components include:

- *Policy surveillance* – original legal research building on past & ongoing research for BTG/ImpacTeen state tobacco policy database; data for 2002 through 2013
- *Observational data collection* - expand tobacco component of ongoing Bridging the Gap Community Obesity Measures Project in MTF communities; current data for 2010 and 2011; expanded data for 2012
- *Adult tobacco use survey* – adaptation of International Tobacco Control Policy Evaluation Project’s adult smoker survey; conducted in BTG-COMP communities in 2012
- *Existing data* - numerous surveys, commercial databases, and archival data sources

DATA

Measures	Key Variable Constructs	Data Sources
Policy Measures		
State Policies	<ul style="list-style-type: none"> • Tobacco product taxes • Direct sales policies • Minimum mark-up/pricing laws • Vendor licensure • Tax stamps, administration • Reservation-related policies • MSA implementation 	<ul style="list-style-type: none"> • Original data collection • STATE, SCPD, TBOT, and CTFK (for tax rates, with original legal research to validate, as needed) • NAAG (for MSA-related policies, with original legal research to validate, as needed)
Tribal Laws	<ul style="list-style-type: none"> • Tribal taxation/pricing of tobacco products laws 	<ul style="list-style-type: none"> • Original data collection
Local Policies	<ul style="list-style-type: none"> • Comparable local policies affecting retail prices 	<ul style="list-style-type: none"> • American Nonsmokers' Rights Foundation
Price/Tax Measures		
Prices	<ul style="list-style-type: none"> • Cigarette and other tobacco product prices 	<ul style="list-style-type: none"> • A.C. Nielsen scanner databases • TUS-CPS, NATS surveys • ITC expansion and BTG-COMP tobacco component expansion
Price Promotions	<ul style="list-style-type: none"> • Multipack discounts • In-store coupons • Special price offers • Non-cigarette retail value added promotions 	<ul style="list-style-type: none"> • A.C. Nielsen store scanner data • BTG-COMP community/store observation data • Original data collection through proposed expanded ITC survey

DATA

Purchase Behavior Measures		
Purchase Channel	<ul style="list-style-type: none"> • Direct channels (online, mail, phone), store, vending machine, and other channel purchase 	<ul style="list-style-type: none"> • Adults: NATS, TUS-CPS, and original data collection through proposed ITC expansion • Youth: MTF and NYTS
Purchase Location	<ul style="list-style-type: none"> • Own or different tax jurisdiction, Indian reservations, duty free 	<ul style="list-style-type: none"> • ITC, TUS-CPS, NATS surveys • Original data collection through proposed expanded ITC survey
Tax Avoidance and Evasion		
Tax avoidance	<ul style="list-style-type: none"> • Own or different tax jurisdiction, Indian reservations, direct channels, duty free 	<ul style="list-style-type: none"> • ITC, TUS-CPS, NATS surveys • Original data collection through proposed expanded ITC survey
Extent of tax avoidance/ evasion	<ul style="list-style-type: none"> • Cigarettes without proper stamps and/or other markings 	<ul style="list-style-type: none"> • Original data collection through purchasing of cigarette packs and littered pack collection

DATA

Tobacco Use Outcomes		
Cigarette Smoking	<ul style="list-style-type: none"> • Smoking status • Brand choice • Flavor/Strength • Frequency (daily/non-daily) • Cigarette consumption 	<ul style="list-style-type: none"> • Adults: NATS, TUS-CPS, and original data collection through proposed ITC expansion • Youth: MTF and NYTS surveys • Aggregated state tax-paid sales
Other Tobacco Product Use	<ul style="list-style-type: none"> • Type of tobacco product used • Tobacco product consumption • Brand choice • Substitution between tobacco products 	<ul style="list-style-type: none"> • Adults: NATS, HINTS, TUS-CPS, and original data collection through proposed ITC expansion • Youth: MTF and NYTS
Cessation	<ul style="list-style-type: none"> • Cessation interest/plans • Cessation attempts • Quitline calls • Reduction in cigarette consumption • Successful cessation 	<ul style="list-style-type: none"> • Adults: NATS, TUS-CPS, and original data collection through proposed ITC expansion; HINTS • Youth: MTF and NYTS • Quitline call volume
Spending Outcomes		
Consumer Expenditures	<ul style="list-style-type: none"> • Spending on tobacco, food, apparel, education, health care, transportation and housing 	<ul style="list-style-type: none"> • CES

CHANGES TO RESEARCH DESIGN

COLLABORATIVE PROJECTS, 2012-13

- 2 projects currently in development to start 8/1/12
 - Collaboration with Americans for Nonsmokers' Rights Foundation to add/strengthen information on local taxation of tobacco products
 - 2 phase project
 - Jamie Chriqui and Cynthia Hallet leading
 - Collaboration with Food & Drug Administration to assess other pack characteristics related to FDA's jurisdiction over tobacco products
 - Descriptors, flavors, health warnings, etc
 - David Merriman and Eric Lindblom leading

QUESTIONS/DISCUSSION

- × Are there major price/tax policy research issues that we've missed?
- × What might be dropped/scaled back going forward?
- × What are highest research priorities?
- × Ideas for collaborative projects?
- × How to best disseminate/communicate key findings?
- × Opportunities for sustaining/expanding key components?
- × Other issues?

Jamie Chriqui

Camille Gourdet

Hillary DeLong

LEGAL RESEARCH

POLICY DATA OVERVIEW

- × State laws (Main discussion today-following slides)
- × Tribal laws
 - + White paper being developed by U of AZ
 - × Identify “major” tribes based on population size/geography
 - × Overview of tribal jurisdictions and governance structures
 - × Describe tribal taxation policymaking processes and how that varies by tribe/categories of tribes (with emphasis on tobacco taxation)
 - × Recommended process(es) for compiling tribal tax and state-tribal compact agreements (not available directly from states) policies for “major” and other tribes
 - * Existing tribal law sources, direct collection
- × Local policies
 - + Americans for Nonsmokers’ Rights Foundation and collaborative project

STATE LAW DATA: DISCUSSION GUIDE

- × Summarize state law data methods
- × Brief overview of 50-state scan results
- × Focus for today's discussion:
 - + Review commonalities from pilot states
 - + Identify topics that can be dropped
 - + Identify topics that need to be added

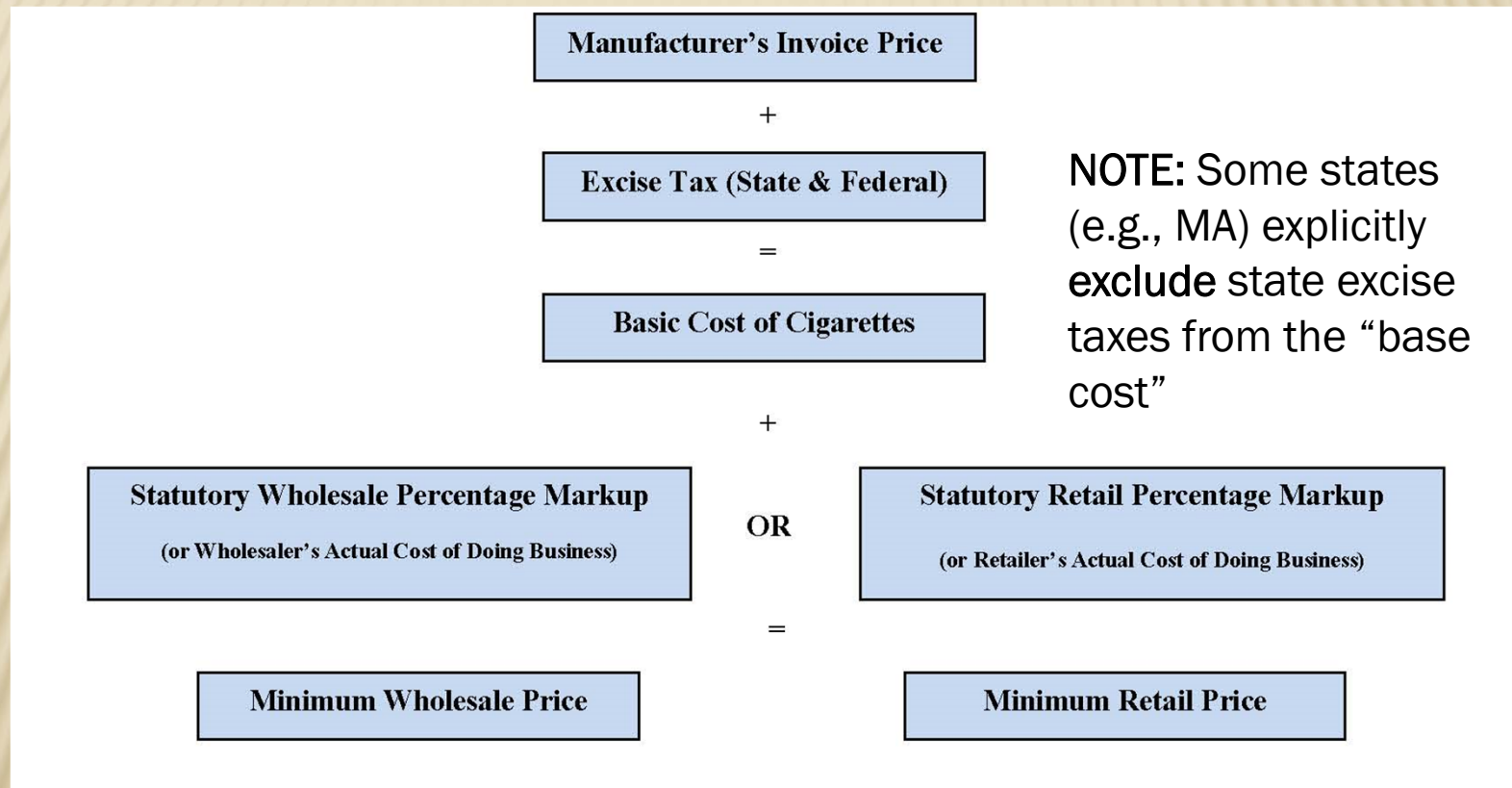
STATE LAW DATA: METHODS

- × Primary legal research
 - + Codified statutory and administrative (regulatory) laws
 - + Case law
 - + Attorney General Opinions
- × Sources
 - + Primary: Lexis-Nexis and Westlaw
 - + Secondary source verifications: CDC STATE System, NCI SCLD System, CTFK, NCSL, published articles, state department of revenue/taxation websites, etc.
- × Coverage
 - + All 50 states and the District of Columbia
 - + Year 1 focused on pilot research for 8 states:
 - × CA, MA, NY, OK, OR, PA, VA, WA
- × Reference date
 - + Will develop state law data set reflecting laws effective as of January 1 of each year (ideally 2002-2014 although 2002 may be hard for regulations)

STATE LAW DATA: TOPICS (SEE HANDOUT)

- × Minimum Pricing/Mark-Up laws
- × Taxation and stamps (cigs and OTPs)
- × Licensure laws (cigs and OTPs)
- × Tribal laws
- × Direct sales laws
- × Master Settlement Agreement-related laws

TYPICAL MINIMUM PRICE CALCULATIONS



Source: Tobacco Control Legal Consortium, *Cigarette Minimum Price Laws*, 2011.

Available: <http://www.publichealthlawcenter.org/sites/default/files/resources/tclc-guide-cigminimumpricelaws-2011>

TOPIC: MINIMUM MARK-UP/PRICING (26 STATES*)

- × Commonalities (in 5/8 pilot** states)
 - + “Base cost” definitions vary greatly by state (see prior slide)
 - + % markup
 - × WHO—retailer, wholesaler; WHERE—location and store type
 - × WHAT is the markup and what it’s called (e.g., “cost of doing business,” “presumptive cost/markup”)
 - + Rebates/coupons
 - + Trade discounts
 - + Enforcement
 - × Recordkeeping, offenses, penalties, licensing, enforcement agency, cost surveys
 - + Exemptions/exceptions allowed
- × Topics to drop?
- × Topics to add?

*Includes Nevada which was not included in CDC 2009 *MMWR* article

**Pilot states: CA, MA, NY, OK, OR, PA, VA, WA—bold have min markup laws

TOPIC: CIGARETTE TAXATION (ALL STATES)

× Commonalities

+ Taxation (all states)

- × Variable tax rates in border areas (border with other states/tribal lands) (1 pilot state-OK)
- × Dedicated taxes
- × Floor stock/inventory taxes
- × Sampling/gratis packs allowed without tax
- × Non-taxed products contraband/subject to seizure

+ Stamps (48 states have stamps; 3 with recordkeeping only requirements)

- × Meter impressions as an alternative to stamps (all but OR in pilot states)
- × Encrypted/embedded tax stamps (CA & MA of pilot states)
- × Who authorized to buy/affix stamps
- × Refund/credits for unused/damaged stamps or overpaying taxes (all pilot states)
- × Requires stamps to be displayed in a certain way (all pilot states)

+ Parties exempt from paying taxes/affixing stamps

- × Federal entities/military (CA, NY, OK, PA, WA)
- × Tribal members or tribal retailers (OK, WA)
- × Possession/purchase/sell cigs with another state's stamp affixed (VA)
- × Designated for out-of-state sale (CA, OR)

+ Preemption and enabling laws

× Topics to drop?

× Topics to add?

Pilot states: CA, MA, NY, OK, OR, PA, VA, WA

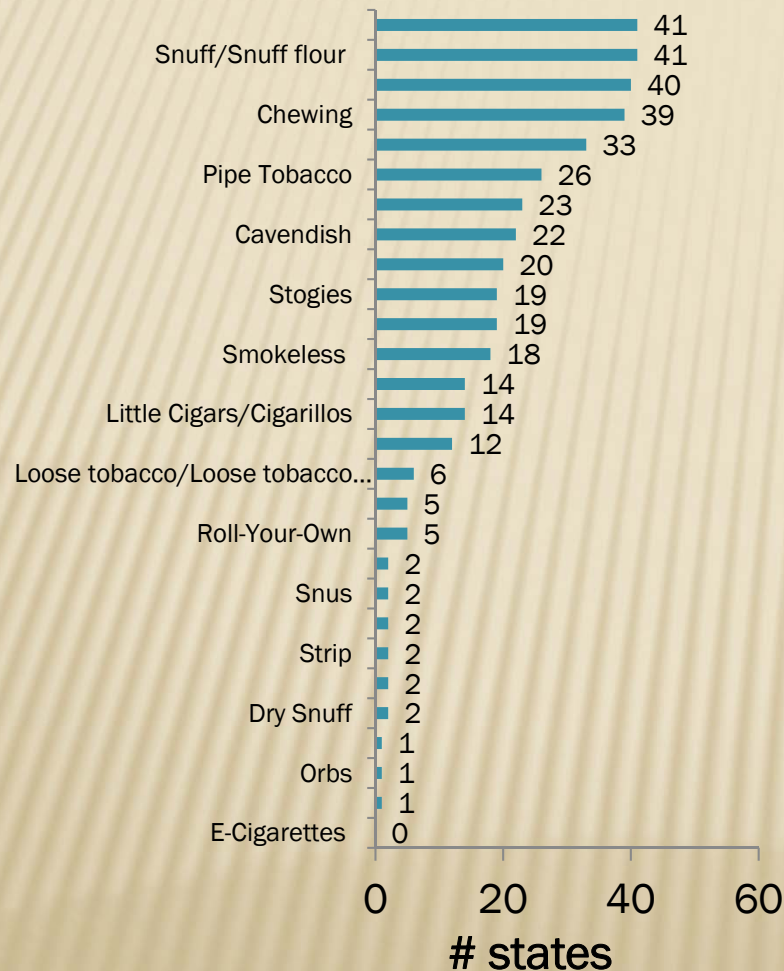
Note: Similar topics applied for OTP Taxation

TOPIC: TAXATION/LICENSURE PENALTIES

- × Plan to focus on:
 - + Enforcement agencies; use of inspections/surveys to document compliance
 - + Ease of detection of violation (all pilot states)
 - + Swiftness (how quickly penalty can be imposed) (all pilot states)
 - + Severity (severity of penalties, graduated sanctions, etc.) (all pilot states)
 - + Certainty (specific penalties/person—retailer, wholesaler, distributor, etc. (all pilot states)
- × Commonalities...Penalties for:
 - + Misuse of tax stamps/meter impressions (all pilot states)
 - × Failure to affix stamps
 - × Unlawful use of stamps
 - × (with intent) unlawful sale/possession/purchase of unstamped/untaxed cigs
 - × Defacing/modifying/etc. stamp equipment
 - + Failure to meet recordkeeping/reporting requirements
 - + Licensure violations/selling without a license
 - + Violating import/export cigarette laws
 - + Unlawful transportation of unstamped cigarettes or w/o proper records
 - + Any other violations of cigarette tax laws (usually a broad “any other” category)
- × Topics to drop?
- × Topics to add?

Pilot states: CA, MA, NY, OK, OR, PA, VA, WA

TOPIC: OTP TAXES



- ✘ This chart illustrates the range of OTPs that are taxed.
- ✘ The taxable OTPs vary greatly based on state definitions but we have isolated each OTP here for illustration purposes only.
- ✘ Question: WHICH OTPs, specifically, are of interest for this project (so we know what to extract from state definitions/tax laws)?

Preliminary data; do not cite or distribute

TOPIC: LICENSING

- Licensure requirements for parties that distribute, manufacture, wholesale, and/or retail cigarettes and/or OTPs
 - + Cigarette license (all states)
 - + OTP license (most states)
 - + Tribal licensing (6 states out of 50)
 - × Licensure of distributors selling to Indian tribes
 - × State licensure of tribal entities
 - × Tribal licensure retailers located on tribal lands

TOPIC: LICENSURE (CONTINUED)

- × Question: What parties are we interested in for cigarette/otp licensure purposes:
 - + Retailer
 - + Wholesaler
 - + Distributor
 - + Manufacturer
- × Question 2: Re: Tribal licensure: Do we want to pick up the three types (prior slide) of tribal licensure issues separately or just whether there is any type of tribal licensure or not?

TOPIC: TRIBAL LAWS

(STATE LAWS GOVERNING TRIBAL TOBACCO SALES/TAXATION)

- × Commonalities
 - + Definitions of tribe-specific language
 - + State/tribal compacts/agreements
 - × Tribal contract content and scope requirements
 - × Authorized parties
 - × Precedence over existing tobacco laws
 - × Tax exemption or alternative payment in lieu of state taxes
 - + Tax exemption status for qualified tribal sales
 - × Sales exempt from tax
 - × Sales not exempt from tax
 - × Refunds for sales to tax-exempt tribal entities
 - + Stamping requirements or alternative evidence of payment
 - + Licensing
 - × Includes tribal licensing and state licensing of tribal retailers
 - + Enforcement
 - × Penalties, recordkeeping
 - + Dedicated use of tribal tobacco sales revenue
- × Topics to drop?
- × Topics to add?

TOPIC: DIRECT SALES LAWS

- × Laws that prohibit or restrict non-face-to-face sale of cigarettes; most states mention compliance with PACT Act of 2010
- × Topics for focus/commonalties:
 - + Direct sales law or not (41 states with laws)
 - + Ban on direct-to-consumer shipping (2/8 pilot states-NY, WA)
 - + Licensure or registration requirements for sellers conducting non face-to-face sales (6/8 pilot states)
 - + Consumers liable for taxes on non face-to-face sales (all 8 pilot states)
- × Topics to add?
- × Topics to drop?

Pilot states: CA, MA, NY, OK, OR, PA, VA, WA

TOPIC: MASTER SETTLEMENT AGREEMENT (ALL STATES)

- × Laws requiring compliance with the MSA
- × Commonalities:
 - + Requirement to become EITHER a participating manufacturer or opt-out as a non-participating manufacturer (all pilot states)
 - + Enforcement
 - × Penalties for violation of MSA laws (all pilot states)
 - ★ Will focus on detection, swiftness, certainty, severity
 - × Record-keeping/reporting requirements (all pilot states)
 - × State AG as enforcer (all pilot states)
 - × Prohibition against affixing/selling cigs NOT in directory and/or any NPM cigs) (7/8 pilot states)

Pilot states: CA, MA, NY, OK, OR, PA, VA, WA

POLICY WORKGROUP WRAP-UP

- × What are the highest priority major categories of topics?
 - + Minimum mark-up/price
 - + Taxation
 - + Licensure
 - + Tribal laws
 - + Direct sales
 - + MSA
- × Are there any other topics we should consider?

Dianne Barker

Dave Merriman

BTG-COMP: BRIDGING THE GAP OBSERVATIONAL DATA COLLECTION

WHAT IS BTG-COMP?

- × BTG: Bridging the Gap
 - + To assess the impacts of **policies, programs, and other environmental factors** on a variety of adolescent health-related behaviors
 - + In partnership with the Institute for Social Research, U Michigan
 - + Began in 1997 with a focus on alcohol, tobacco, and other substance use and in 2003, expanded to include youth eating practices, physical activity, and weight outcomes
 - + Socio-ecological framework

- × COMP: Community Obesity Measures Project
 - + Examines the community environment, both through observational data and analysis, and policy data collection and analysis
 - + Tobacco data: product availability, pricing and promotion, marketing (interior and exterior) in retail outlets
 - × 1999-2003
 - × 2010-2012
 - + Littered cigarette pack data collection

Bridging the Gap - Obesity

State and National

Annual collection of state policies and commercial data (UIC)

Local and Community

Planned annual community data collection and ongoing district wellness policy collection and coding (UIC)

School and Organizational

Annual YES (ISR-UM) and Food & Fitness surveys (UIC)

Individual and Household

Annual MTF surveys (ISR-UM)
Commercial data (UIC)

Self-reported height and weight, physical activity, and measures of healthy eating
Household food expenditures

Frequency and length of physical education and recess

Implementation of school district wellness policies

Availability and accessibility of healthy food and beverages in stores and restaurants

State policies related to school district wellness policies

Marketing of food/beverages at school

Availability of various foods/beverages in the school environment

Awareness and implementation of Alliance for a Healthier Generation Guidelines

Characteristics of the built environment that impact on physical activity

National food and beverage television advertising

Local zoning codes, regulations, and ordinances that can impact on healthy eating and physical activity

Marketing of healthy/unhealthy foods and beverages in communities

State policies related to healthy eating and physical activity

Market-level PSAs related to healthy eating, physical activity, and obesity

State level policies addressing the built environment

Availability and accessibility of physical activity opportunities

Comprehensiveness of school district wellness policies

State level policies and legislation around Safe Routes to School

Information on healthy eating and physical activity opportunities from key informant interviews

State taxation of beverages, snack foods, and restaurant food

State level policies and legislation around Safe Routes to School

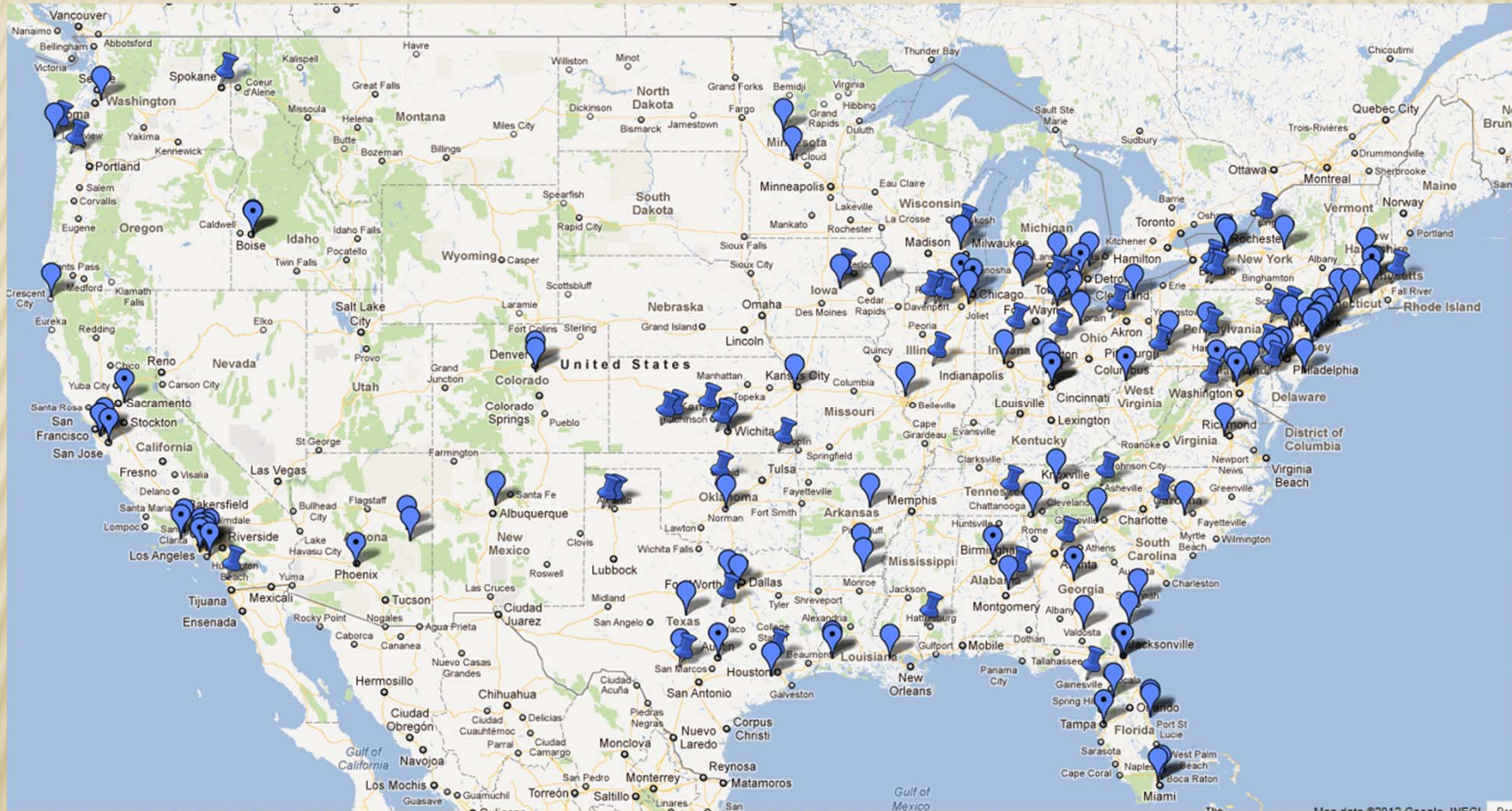
Availability and accessibility of physical activity opportunities

Comprehensiveness of school district wellness policies

Information on healthy eating and physical activity opportunities from key informant interviews

State taxation of beverages, snack foods, and restaurant food

2012 BTG-COMP SITES



- 160 communities
- Each team will visit approximately 10-15 communities.

SCTC: EXPANDED BTG-COMP TOBACCO DATA

- × Extend the sample of retail outlets to include tobacco stores;
- × Expand the list of tobacco items observed in retail outlets across the U.S.; and
- × Add the collection of littered cigarette packs to the observational data collection.

RETAIL OUTLET SAMPLE

× Food Stores:

- + Supermarket (n=276, 2011)
- + Grocery (n=194, 2011)
- + Limited Service (n=1940, 2011)
 - × Convenience
 - × Gas
 - × Pharmacy
 - × Small Discount Store (e.g., Dollar General, 99cent Store)
 - × Liquor store if sells drinks and snacks and 5 or more food items

× Tobacco Stores

- + Primarily engaged in retail sales of cigarettes, cigars, tobacco and other smokers' supplies. At least 50% of its merchandise is tobacco or smoking-related
- + Not a food store, cigar/tobacco/hookah club or lounge



Get a RIDE
Marlboro

12
9
3
6

ADULTS ONLY
NO PARTY CHECKS
THERE WILL BE A \$200 SERVICE CHARGE
ON ALL RETURNED CHECKS

Camel

NEW MILD FLAVOR
ULTRALIGHTS

SKOAL

CAMEL
\$2.35

Marlboro

CAMEL
Last of Its Kind
in a Price Range

CAMEL

mighty taste!

mighty taste!

CAMEL

Auto Trader
Truck Trader
Great Remains!
More Values, More Choices

NO CHECKS
ACCEPTED

1 mg. tar, 0.1 mg. nicotine
per cigarette by FTC method.

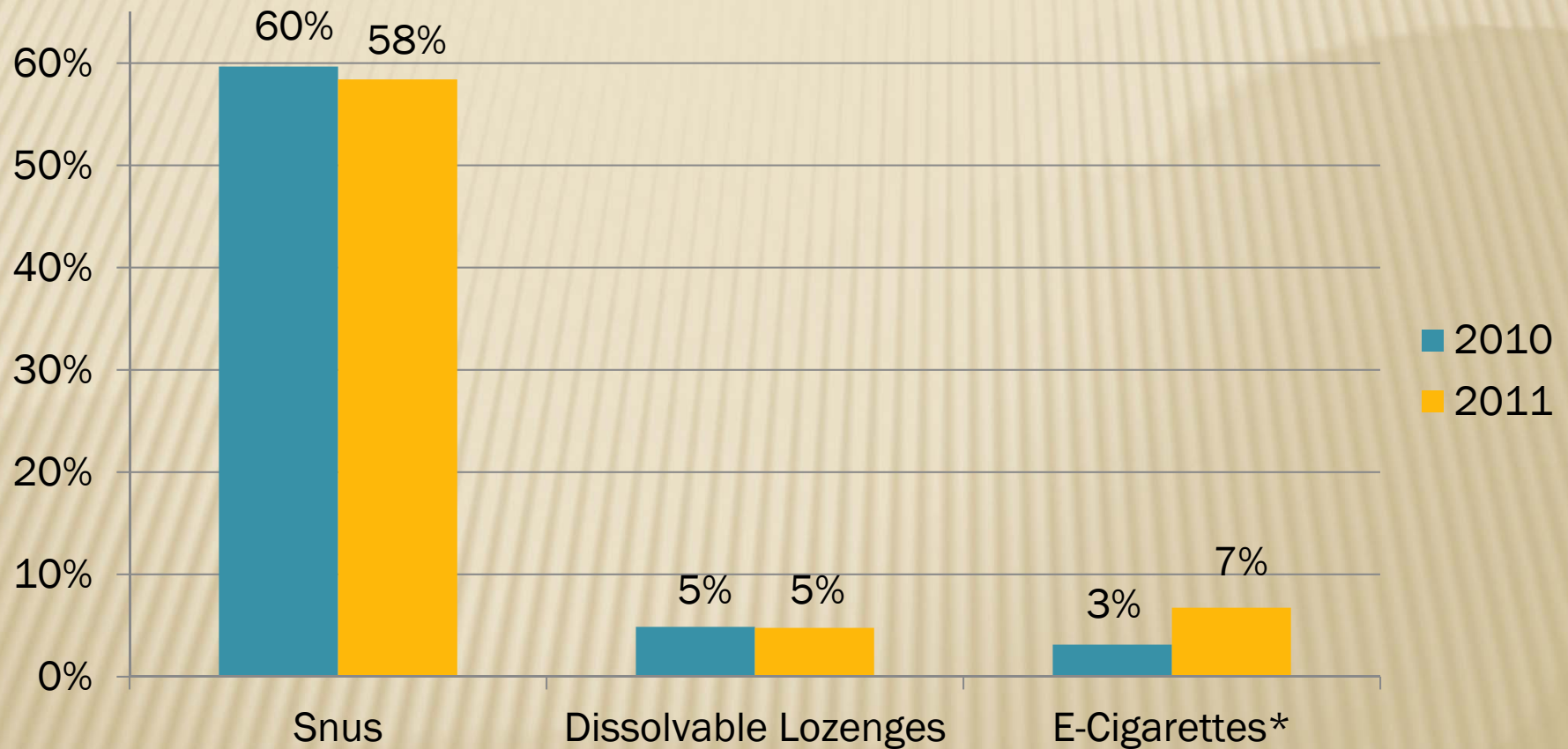
TOBACCO STORE INSTRUMENT

- × Product Availability and Placement
- × Product Pricing and Promotion
- × Interior Marketing
- × Exterior Marketing
- × Sales of OTC NRT
- × Store Exterior General Characteristics

PRODUCT AVAILABILITY AND PLACEMENT

- × 20 Items
 - + Cigarettes, including bidis and clove
 - + Smokeless Tobacco
 - × Traditional (Snuff and Chew)
 - × Emerging
 - * Snus
 - * Dissolvable Products (e.g., Lozenges, Strips, Sticks)
 - + Cigars (little, cigarillos, regular; flavored/non-flavored)
 - + Pipe and Loose/Rolling Tobacco
 - + Emerging Other Products
 - × E-Cigarette
 - × Roll-your-own in-store machines
 - + Other

AVAILABILITY OF EMERGING TOBACCO PRODUCTS, % RETAIL STORES WITH TOBACCO PRODUCTS, 2010 AND 2011 (UNWEIGHTED)



*p <.0001

PRICING AND PROMOTION

× 7 Items

+ Cigarettes, reg size

- × Marlboro Red Cigarettes
- × Menthol (Newport or Kool)
- × Camel
- × Cheapest

+ Snus

- × Marlboro
- × Camel

+ Cheapest Pipe Tobacco

J7. PRICE CODE 77.77 IF PRICE NOT AVAILABLE AND SKIP J8	J8. PRE or POST TAX	
	PRE	POST
\$ _____	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Asked? <input type="checkbox"/> N <input type="checkbox"/> Y		

J9. BRAND-SPECIFIC PROMOTIONS										
1. Multi-pack discount		2. Cents off coupons		3. Special Price		8. Free SNUS Package		7. Other Promotion SPECIFY		SPECIFY TYPE OF PROMOTION IN J9_7
NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	

J7-J8. PRICE WITH **PRE** TAX

XEROX

JANUARY 2000
Cigarette Prices
 $3.29 + \text{TAX} = 3.46$
generic
 $2.85 + \text{TAX} = 3.00$
New Maryland State TAXES
Not OUR Fault

ow have
←-1
sene...
2.39.9 99/1/00

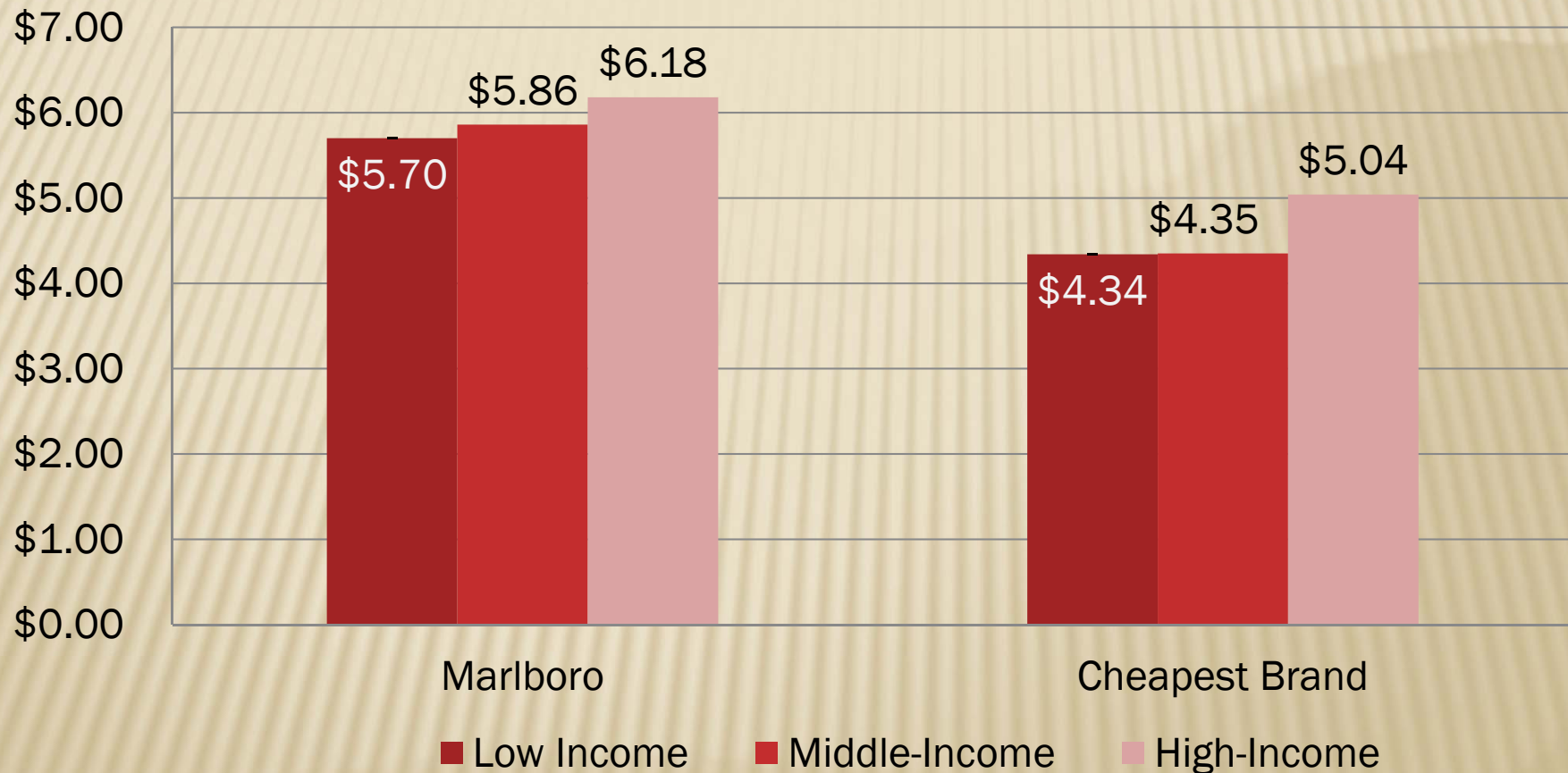
14 Monday	15 Tuesday	16 Wednesday
celebrating 50th 90 F-350 get LOP Dante Al. Adams Dante Adams Dante Adams	Holla Dante Adams Dante Adams Dante Adams	fun to 90 F-350 Dante Adams Dante Adams Dante Adams
AMMUNITION	AMMUNITION	AMMUNITION
AMMUNITION	AMMUNITION	AMMUNITION

FOR RENT
OFFICE
Baltimore, Columbia &
410-241-1111
Call Toll Free 1-877-
Free Service (Toll-Free)

J7-J8. PRICE WITH **POST TAX**



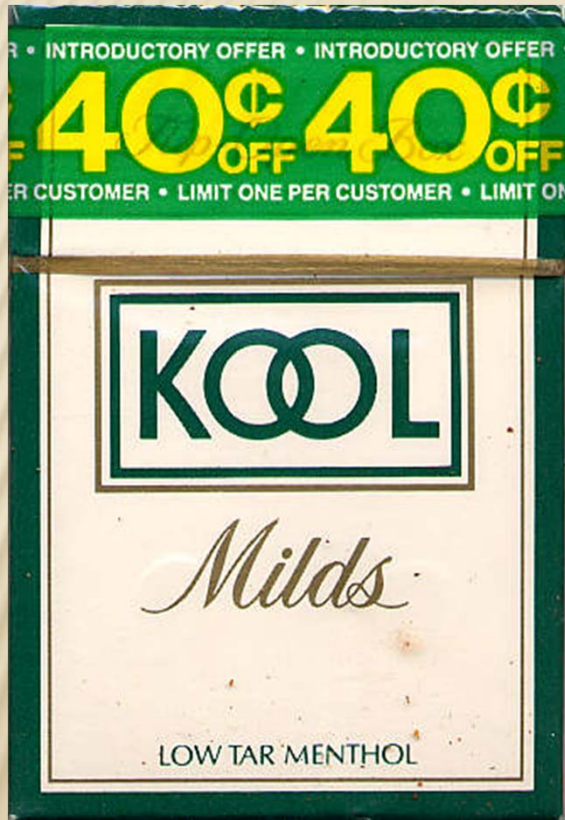
MEAN REGULAR CIGARETTE PACK PRICE (PRE-TAX) IN RETAIL STORES WITH TOBACCO PRODUCTS BY COMMUNITY INCOME , 2010 (WEIGHTED)



J9-1. MULTI-PACK DISCOUNTS



J9-2.CENTS OFF COUPONS

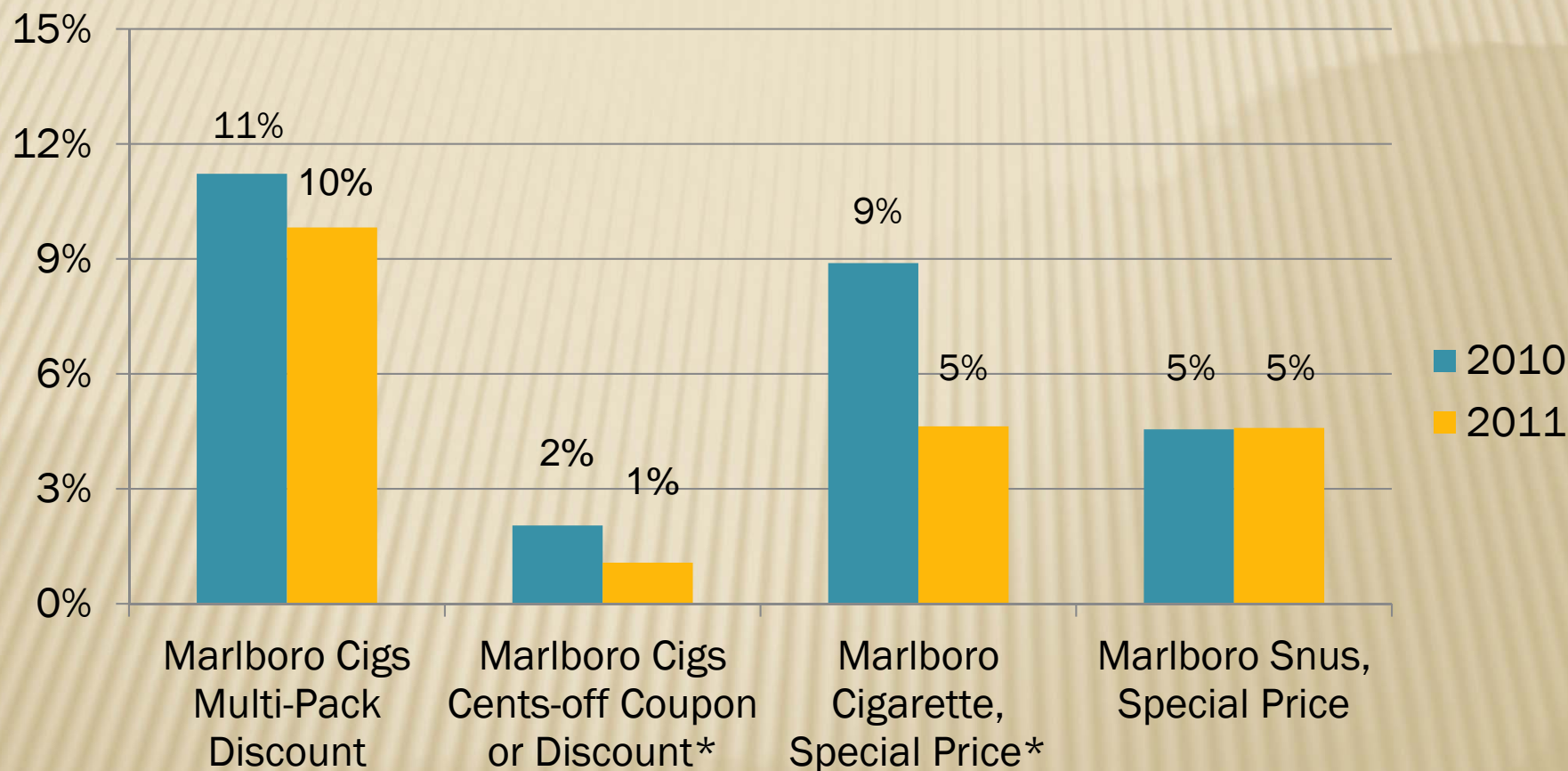


J9-3. SPECIAL PRICE



- Sale
- Special
- Deal
- Discount
- Promotional
- Value

PRESENCE OF IN-STORE PROMOTIONS, % RETAIL STORES WITH TOBACCO PRODUCTS, 2010 AND 2011 ((UNWEIGHTED)



*p <.001

INTERIOR MARKETING

× 12 Items

+ Interior (1999-2003; 2010-2012)

J10. The store interior... SELECT THE BEST ANSWER	.. is free from any (ITEM) ads/logos.	.. has some (ITEM) ads or logos at check-out only	.. has some (ITEM) ads or logos at check-out and other areas also.	.. has (ITEM) ads or logos throughout the store.
a. All Tobacco Products	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
a1. Cigarettes	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
a2. Snus	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
a3. Moist Snuff	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
a4. Dissolvable Products	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

+ Types of Ads for all Tobacco Products:

- × Signage, Manufacturers' Display, Functional Objects
- × B&W, Text Only, Child Height

+ Health Claims for all Tobacco Products:

- × “Low-tar”; “Addictive-free”; “Low-nicotine”; “Light”; etc.

J16. FUNCTIONAL OBJECTS



J12. TEXT ONLY ADS



J13. ADS \leq 3.5 FT FROM GROUND

J15. MANUFACTURERS DISPLAYS





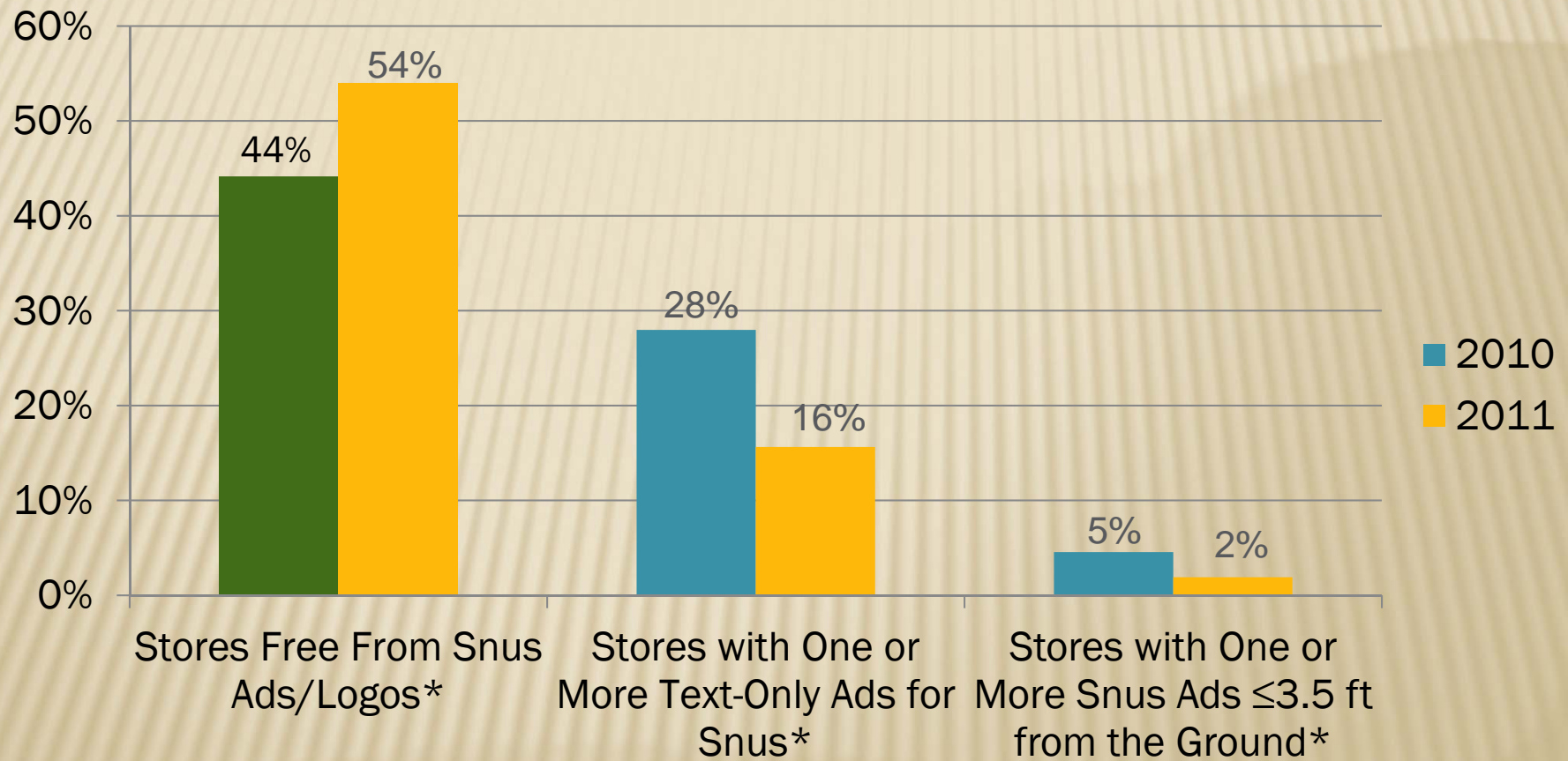
J18. CONTENT (HEALTH CLAIMS)



PRESENCE OF INTERIOR CIGARETTE ADVERTISING % RETAIL STORES THAT SELL TOBACCO PRODUCTS, 2010 AND 2011 (UNWEIGHTED)



PRESENCE OF INTERIOR SNUS ADVERTISING % RETAIL STORES THAT SELL TOBACCO PRODUCTS, 2010 AND 2011 (UNWEIGHTED)



*p <.001

EXTERIOR MARKETING

- ✘ All tobacco, cigarettes, snus, moist snuff, dissolvable products ads:
 - + On Building and Property
 - + Overall Presence
 - + Price Promotion Ads

K. EXTERIOR MARKETING				
COUNT THE NUMBER OF...	K1. on Building Exterior		K2. on Property	
	TALLY	TOTAL	TALLY	TOTAL
a. All Tobacco Advertisements <i>(IF 10+, CODE 10)</i>		□□□		□□□
1. Ads that include Cigarettes		□□□		□□□
a. Cigarette ads that include a price promotion		□□□		□□□
2. Ads that include Snus		□□□		□□□
a. Snus ads that include a Price Promotion		□□□		□□□
3. Ads that include Moist Snuff		□□□		□□□
a. Moist Snuff ads that include a Price Promotion		□□□		□□□
4. Ads that include Dissolvable Tobacco Products		□□□		□□□
a. Dissolvable Tobacco Product ads that include a Price Promotion		□□□		□□□

K1. ON BUILDING EXTERIOR



2010:

$X = 1.14$ (1.00 - 1.29) cigarette building ads /store

$X = .05$ (.04 - .07) snus building ads/store

K1. ON BUILDING EXTERIOR: EMERGING



K2. ON PROPERTY



2010:

$X = .45$ (.34 - .57) cigarette property ads /store

$X = 0$ snus property ads/store

RETAIL MARKETING QUESTIONS/DISCUSSION

- × Are there other emerging products that we may see in retail stores?
- × What specific promotions might we expect?

Dave Merriman

TAX AVOIDANCE AND LITTERED CIGARETTE PACKS

TAX AVOIDANCE OVERVIEW

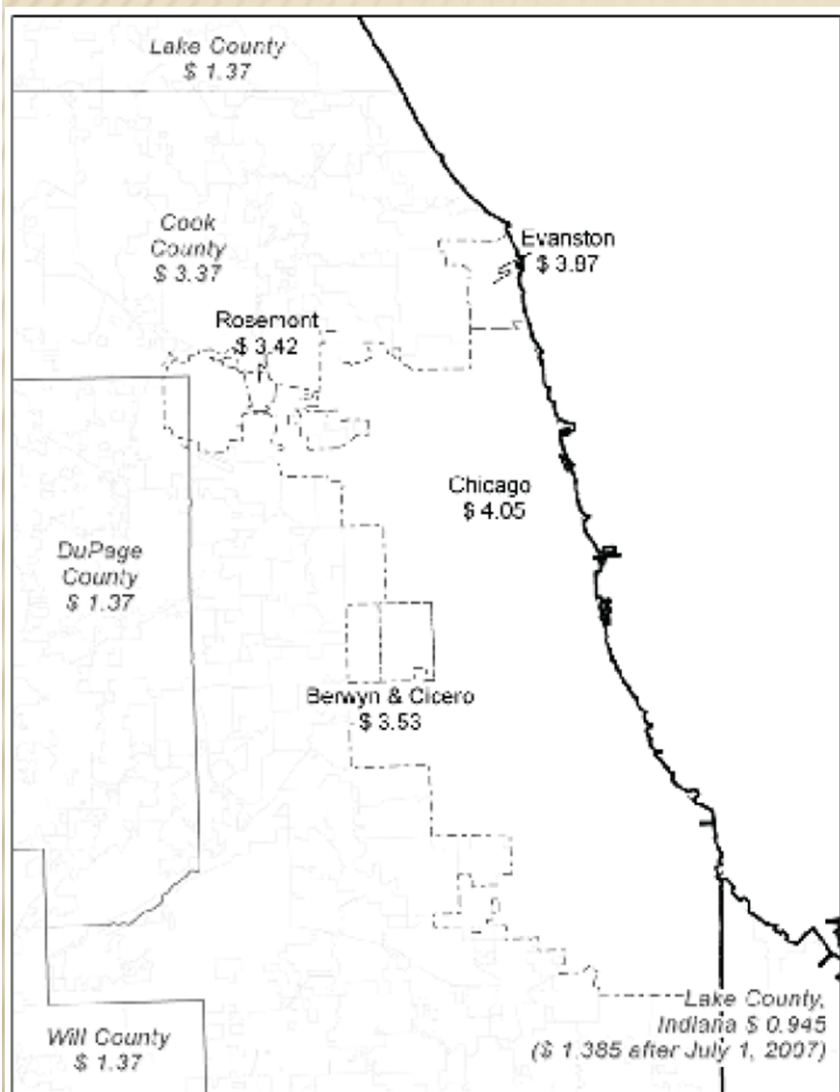
- ✘ Littered packs (with a tax stamp) unambiguously identify the location of purchase and location of consumption can be inferred from where the pack is found.
- ✘ Savings from avoidance are potentially large, \$1,100 a year for a pack a day smoker.



FIGURE 2. IMAGES OF CHICAGO, COOK COUNTY, ILLINOIS, AND INDIANA TAX STAMPS

Source: Littered packs found in Chicago area

CIGARETTE TAX RATES IN CHICAGO AREA



Jurisdiction	Per pack tax July 2002	Per pack tax during sample period: May–June 2007	Tax increases from July 2002 through end of sample period
Federal	39 ¢	39 ¢	none
State of Illinois	58 ¢	98 ¢	to 98 ¢ July 2002
State of Indiana	55.5 ¢	55.5 ¢	none (increased to 99.5 ¢ 7/1/07)
Cook County	18 ¢	\$2.00	to \$1 on 4/04, to \$2 on 3/06
Other Illinois Counties	0 ¢	0 ¢	none
City of Chicago	16 ¢	68 ¢	to 48 ¢ on 1/05, to 68 ¢ on 1/06

FIGURE I. MAP OF TOTAL (FEDERAL + STATE + LOCAL) CIGARETTE TAXES IN THE CHICAGO AREA, 2007

Notes: North-South distance is approximately 42 miles. East-West distance is approximately 32 miles.

Sources: US Census, author's primary research

FINDINGS (CHICAGO)

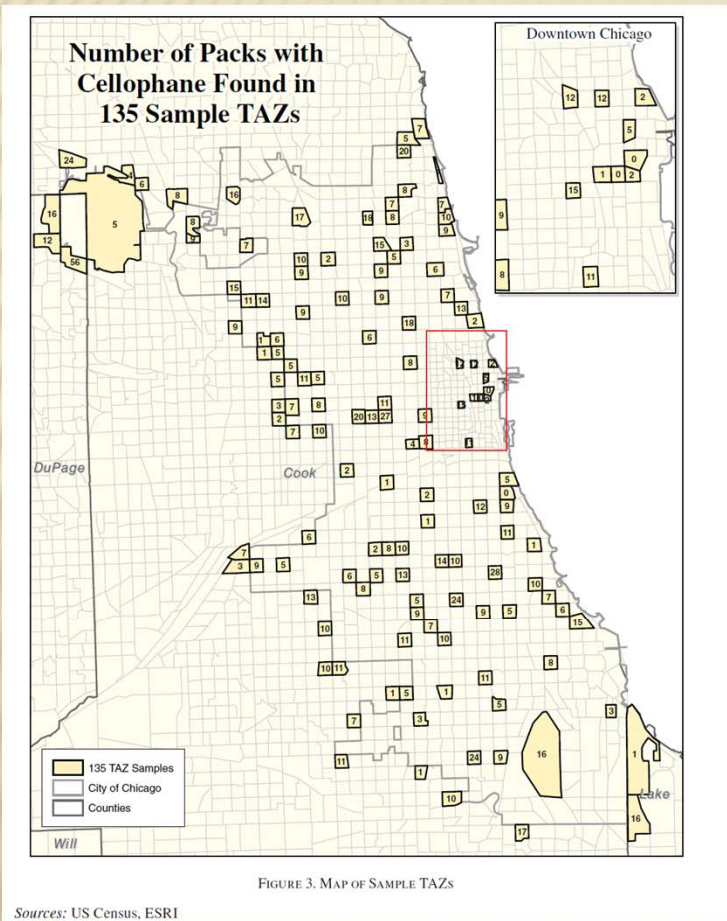


FIGURE 3. MAP OF SAMPLE TAZS

Sources: US Census, ESRI

TABLE 2—NUMBER OF PACKS AND TAZS AND ESTIMATED SHARE OF PACKS WITH VARIOUS TYPES OF TAX STAMP BY LOCATION
(Estimates of shares and standard errors adjusted for survey weights)

Location of TAZs (Number of packs and TAZs)	Share by state				Share by county			
	A Illinois	B Indiana	C Other	D No state	E Cook county	F Other local	G No local	H Chicago stamp
In Chicago & Cook county (823 packs in 99 TAZs)	0.59 (0.02)	0.29 (0.02)	0.05 (0.01)	0.07 (0.01)	0.36 (0.02)	0.01 (0.00)	0.63 (0.02)	0.25 (0.02)
Borders on but not in City of Chicago								
in Cook county (218 packs in 30 TAZs)	0.76 (0.03)	0.16 (0.03)	0.05 (0.02)	0.04 (0.01)	0.51 (0.05)	0.00 (0.00)	0.49 (0.05)	0.15 (0.03)
in DuPage county (83 packs in 3 TAZs)	0.83 (0.05)	0.01 (0.01)	0.09 (0.04)	0.07 (0.03)	0.19 (0.05)	0.00 (0.00)	0.81 (0.05)	0.10 (0.04)
in Indiana (17 packs in 2 TAZs)	0.03 (0.03)	0.97 (0.03)	0.00 (0.00)	0.00 (0.00)	0.03 (0.03)	0.00 (0.00)	0.97 (0.03)	0.03 (0.03)

Notes: In three of 99 surveyed Chicago TAZs we found no packs with cellophane. We also collected data from the one TAZ that was in the City of Chicago and in DuPage County. The five packs found in that TAZ (zero with Chicago stamps) are not included in these tabulations. Bold typeface indicates estimate is significantly different from Chicago estimate at a 95 percent confidence level.

Source: Data compiled from a systematic and representative sample of littered cigarette packs found near public streets during the summer of 2007 in Chicago, Illinois and adjacent areas

REGRESSION RESULTS

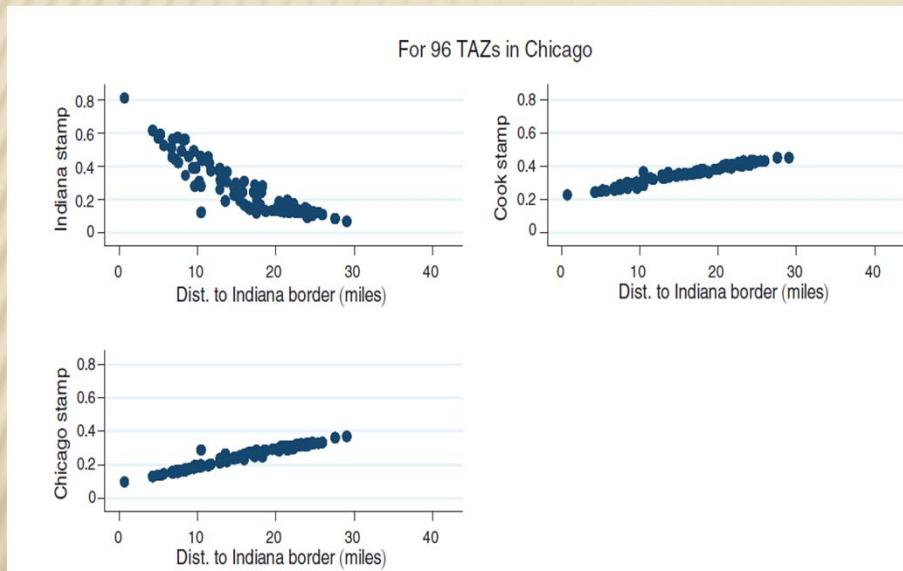


FIGURE 6. PREDICTED PROBABILITY OF VARIOUS TAX STAMPS AS A FUNCTION OF DISTANCE TO STATE BORDER*

*At observed distance to city, county, and state borders and mean of other independent variables.

Sources: Data compiled from a systematic and representative sample of littered cigarette packs found near public streets during the summer of 2007 in Chicago, Illinois, and adjacent areas.

- ✘ Very close to the Indiana-Chicago border about 80% of packs contain an Indiana tax stamp. However, this declines quickly with distance, and 30 miles from that border almost no packs have Indiana stamps.
- ✘ The probability of Chicago and Cook County stamps grows with distance to the Indiana border. The probability of finding a Chicago stamp reaches a maximum of approximately 37% at 30 miles from the border, while the probability of a Cook County stamp is about 45% at that distance.

STUDY IN NEW YORK CITY

		Packs Found		
Round	Year	with cellophane	without cellophane	total
1	5/15/2008-5/30/2008	223	169	392
2	6/16/2008-7/3/2008	262	156	418
3	9/8/2008-10/13/2008	262	162	424
4	9/11/2009-10/7/2009	269	159	428

FINDINGS (NEW YORK CITY)

Table 2
Basic Findings rounds 1, 2,3 and 4
Share of packs in each tax payment category

Round	(1) round 1	(2) round 2	(3) round 3	(4) round 4	Test of equality			
					round 1 vs 2@	round 1 vs 3@	round 1 vs 4@	round 1 vs 2, 3 & 4@#
Period	May 15 to May 30,2008	June 16 to July 3, 2008	Sept. 8 to Oct. 13, 2008	Sept. 11 to Oct. 7, 2009				
no_tax_paid	0.15 (0.04)	0.24 (0.03)	0.24 (0.03)	0.24 (0.04)	0.948	0.934	0.905	0.968
NYC stamp	0.55 (0.04)	0.49 (0.04)	0.48 (0.03)	0.48 (0.04)	0.7692	0.835	0.835	0.880
NYS_tax_paid	0.09 (0.02)	0.08 (0.02)	0.08 (0.02)	0.08 (0.02)	0.289	0.298	0.413	0.395
other_s_tax_paid	0.14 (0.02)	0.14 (0.03)	0.17 (0.03)	0.14 (0.02)	0.052	0.004	0.004	0.253
foreign_tax_paid_or_u nknown	0.07 (0.02)	0.05 (0.01)	0.04 (0.01)	0.07 (0.01)	0.665	0.880	0.022	0.661
NYS or NYC stamp					0.830	0.887	0.889	0.931
N	223	262	262	269				
standard errors in parentheses								
Calculations appropriately reflect weights								
@ Highest significance levels at which equality can be rejected								
* includes NYC stamps for which authenticity could not be determined.								

BTG-COMP LITTERED CIGARETTE PACK DATA COLLECTION: SAMPLE VENUES

All packs, with or without cellophane found on the ground:

- × Parks--throughout entire park



- × Street segments

- + Walked

- + Have businesses on them



BTG-COMP STREET SEGMENTS- LITTERED CIGARETTE PROTOCOL

- × Observed business entrances
- × Parking lot surfaces of observed businesses as field staff are walking to/from the segment
 - + On the streets
 - × Sidewalk
 - * 2 feet into street plus buffer/sidewalk and 2 feet in from sidewalk edge
 - × No Sidewalk
 - * Edge of street PLUS 2 feet either side of edge

TAX AVOIDANCE QUESTIONS/DISCUSSION

- × What additional research questions related to littered cigarette packs can we address, given the BTG-COMP sampling design?
 - + Aim 4
 - × Estimate the extent of and determinants of tax avoidance and tax evasion
 - × Identify key individual and policy influences on tax avoidance and evasion and differential impact on key subpopulations

BTG-COMP LITTERED CIGARETTE PACK DATA COLLECTION: SAMPLING DESIGN

- × Half-interval methodology to develop expected sampling frame
 - + Divide # of eligible businesses on commercial/govt lists by appropriate sensitivity rates from 2009 Chicago Validation Study (Powell, et al, 2009; Han, et al, 2011; Quinn, et al, in progress)
 - + Calculate power calculations based on variation of selected measures from 2009 Chicago pilot studies
 - + Sample minimum number of businesses based on venue plus 50% of remainder of expected sampling frame count
 - + Split expected sample proportional to sensitivity rates to develop a primary sample from the combined business/park lists (random) and an on-the-ground sample (discovery by field staff while walking arterial streets and while traveling to other sampled venues)
- × Thus, not a census of all walked streets with businesses in a site (i.e., school enrollment zone) or a simple random sample

SCTC RESEARCH INITIATIVE COLLABORATIVE DEVELOPMENTAL PROJECT

- × **PI:** UIC Professor David Merriman.
- × **Collaborator:** Office of Policy, Center for Tobacco Products, US Food & Drug Admin. (Eric Lindblom).
- × **Time Frame:** 2012-13 fiscal year.
- × **Specific aim:** estimate the extent non-compliance with government regulations.
- × **Method:** Additional coding and analysis of littered packs to obtain information non-compliance.
- × **Specific items to be coded:**
 - + (1) warning labels,
 - + (2) advertised flavors (other than menthol),
 - + (3) use of language that is restricted by law or regulations such as “light” or “mild”, and
 - + (4) other regulated characteristics to be determined after a more thorough study of federal, state and local regulations.

RETAIL MARKETING QUESTIONS/DISCUSSION

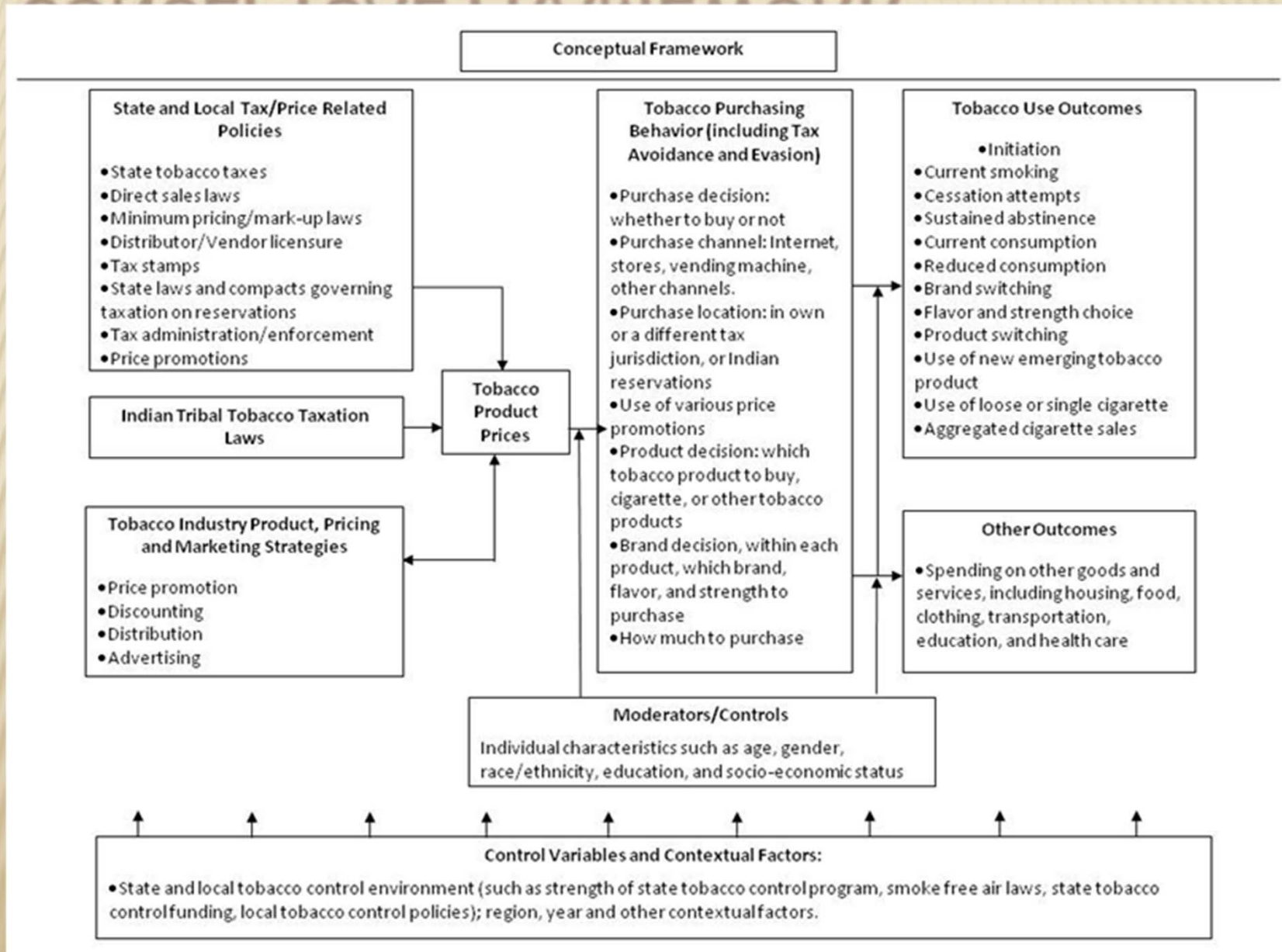
- × What are the main research questions that we want to address when linking our BTG-COMP observational data with the adult survey?
 - + Aim 3: Assess the impact of tobacco product prices, price reducing promotions, and related policies on tobacco product purchasing behaviors
 - + Aim 5: Examine the impact of tobacco product prices, price-reducing promotions, and related policies on tobacco use behaviors

Jidong Huang

Frank Chaloupka

SECONDARY DATA ANALYSIS

CONCEPTUAL FRAMEWORK



RESEARCH TOPICS

- (1) Assess the impact of tax and price-related policies on retail prices and price-reducing promotions for tobacco products (Aim 2)
- (2) Assess the impact of tobacco product prices, price reducing promotions, and related policies on tobacco product purchasing behaviors (Aim 3) and estimate the extent of and determinants of tax avoidance and tax evasion (Aim 4)
- (3) Examine the impact of tobacco product prices, price-reducing promotions, and related policies on tobacco use behaviors (Aim 5)
- (4) Evaluate the impact of prices, price-reducing promotions, and related policies on other household spending (Aim 6)

KEY CONSTRUCTS FOR RESEARCH TOPIC (1)

Measures	Key Variable Constructs	Data Sources
Policy Measures		
State Policies	<ul style="list-style-type: none"> • Tobacco product taxes • Direct sales policies • Minimum mark-up/pricing laws • Vendor licensure • Tax stamps, administration • Reservation-related policies • MSA implementation 	<ul style="list-style-type: none"> • Original data collection • STATE, SCPD, TBOT, and CTFK (for tax rates, with original legal research to validate, as needed) • NAAG (for MSA-related policies, with original legal research to validate, as needed)
Tribal Laws	<ul style="list-style-type: none"> • Tribal taxation/pricing of tobacco products laws 	<ul style="list-style-type: none"> • Original data collection
Local Policies	<ul style="list-style-type: none"> • Comparable local policies affecting retail prices 	<ul style="list-style-type: none"> • American Nonsmokers' Rights Foundation
Price/Tax Measures		
Prices	<ul style="list-style-type: none"> • Cigarette and other tobacco product prices 	<ul style="list-style-type: none"> • Nielsen store scanner data • TUS-CPS, NATS surveys, TBOT • Original data collection through adult tobacco survey and BTG-COMP tobacco component
Price Promotions	<ul style="list-style-type: none"> • Multipack discounts • Coupons • Special price offers • Non-cigarette retail value added promotions 	<ul style="list-style-type: none"> • Nielsen store scanner data • Original data collection through adult tobacco survey and BTG-COMP tobacco component

KEY CONSTRUCTS FOR RESEARCH TOPIC (2)

Purchase Behavior Measures		
Purchase Channel	<ul style="list-style-type: none"> • Direct channels (online, mail, phone), store, vending machine, and other purchase channel 	<ul style="list-style-type: none"> • Adults: NATS, TUS-CPS, ITC-US, and original data collection through adult tobacco survey • Youth: MTF and NYTS
Purchase Location	<ul style="list-style-type: none"> • Own or different tax jurisdiction, Indian reservations, duty free 	<ul style="list-style-type: none"> • ITC-US, TUS-CPS, NATS surveys, and original data collection through adult tobacco survey
Tax Avoidance and Evasion		
Tax avoidance	<ul style="list-style-type: none"> • Own or different tax jurisdiction, Indian reservations, direct channels, duty free 	<ul style="list-style-type: none"> • ITC-US, TUS-CPS, NATS surveys, and original data collection through adult tobacco survey
Extent of tax avoidance/ evasion	<ul style="list-style-type: none"> • Cigarettes without proper stamps and/or other markings 	<ul style="list-style-type: none"> • Original data collection through littered pack collection

KEY CONSTRUCTS FOR RESEARCH TOPIC (3, 4)

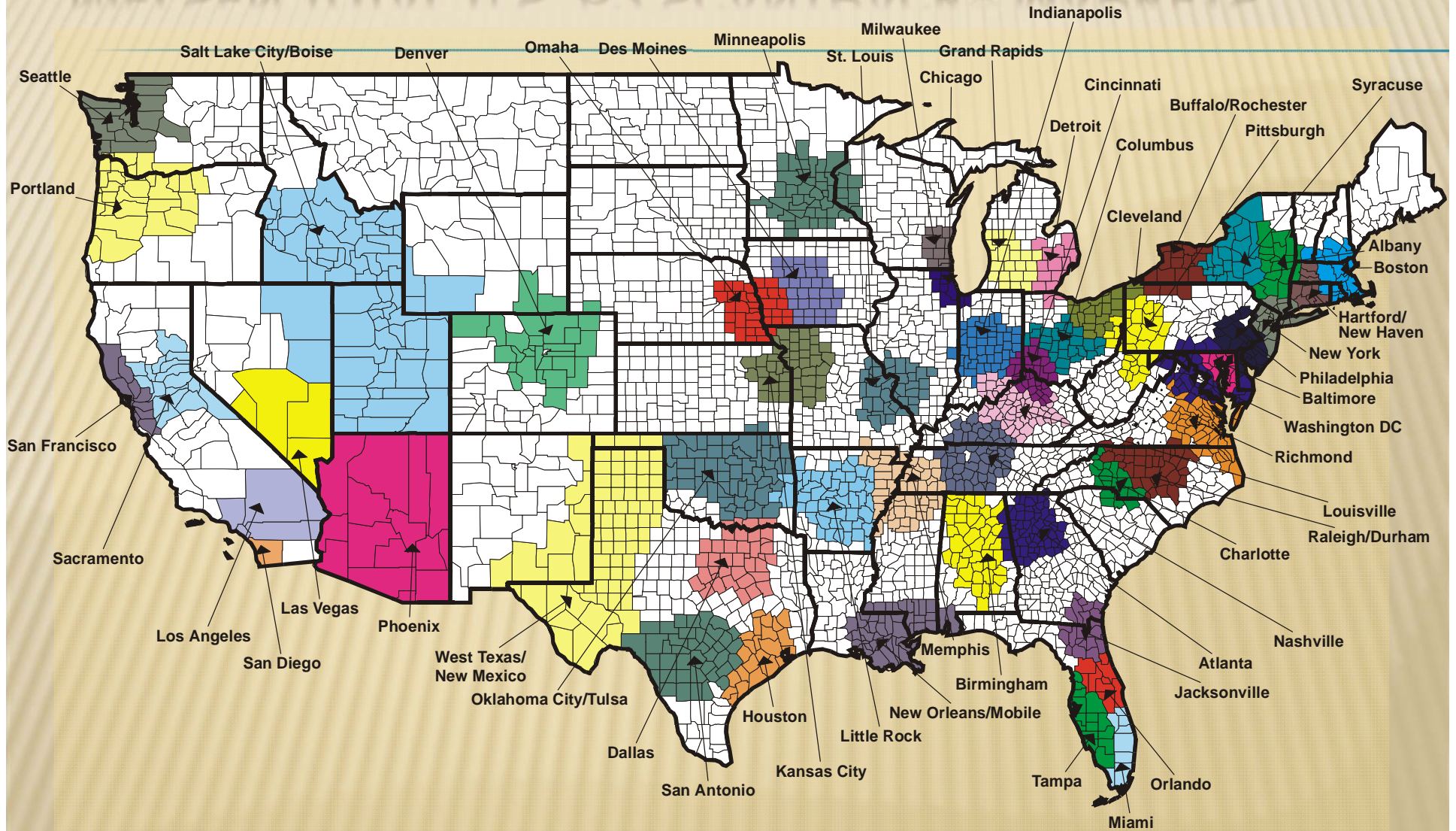
Tobacco Use Outcomes		
Cigarette Smoking	<ul style="list-style-type: none"> • Smoking status • Brand choice • Flavor/Strength • Frequency (daily/non-daily) • Cigarette consumption 	<ul style="list-style-type: none"> • Adults: NATS, TUS-CPS, and original data collection through adult tobacco survey • Youth: MTF and NYTS surveys • Aggregated state tax-paid sales
Other Tobacco Product Use	<ul style="list-style-type: none"> • Type of tobacco product used • Tobacco product consumption • Brand choice • Substitution between tobacco products 	<ul style="list-style-type: none"> • Adults: NATS, HINTS, TUS-CPS, and original data collection through adult tobacco survey • Youth: MTF and NYTS
Cessation	<ul style="list-style-type: none"> • Cessation interest/plans • Cessation attempts • Quitline calls • Reduction in cigarette consumption • Successful cessation 	<ul style="list-style-type: none"> • Adults: NATS, TUS-CPS, and original data collection through adult tobacco survey • Youth: MTF and NYTS • Quitline call volume
Spending Outcomes		
Consumer Expenditure	<ul style="list-style-type: none"> • Spending on tobacco, food, apparel, education, health care, transportation and housing 	<ul style="list-style-type: none"> • CES

SUMMARY OF COMMERCIAL AND SURVEY DATA

—NIELSEN STORE **SCANNER DATA**

Datasets	Population and Sample Size	Years	Key Constructs (standard smoking status, cigarette consumption and quitting constructs are not listed)
Nielsen Store Scanner Data (cross-sectional)	Populations: all food, drug, mass, convenience stores in 52 markets defined by A.C. Nielsen Sample: participating stores in the appended Nielsen store list	Quarterly data from 2007 – 2014 for food, drug, mass stores; Quarterly data from 2010 – 2014 for convenience stores	<ul style="list-style-type: none">• Types of tobacco products and stop-smoking products.• Prices for all tobacco products and stop-smoking products at UPC/ market level• Types of price promotions associated with each tobacco product• Size of price promotions• Sales of tobacco products and stop-smoking products at UPC/market level.

NIELSEN TOTAL U.S. 52 SCANTRACK® MARKETS



NIELSEN CONVENIENCE STORES

Organization	Store Count	Organization	Store Count
7 ELEVEN	6000	UNITED DAIRY FARMERS	185
SHELL	4565	BP CONNECT	183
CIRCLE K	3138	FAST STOP	179
CHEVRON	3061	FLASH FOODS	178
MOBIL	2415	XTRA MART	172
BP	2297	UNI MART	171
EXXON	2296	WHITE HEN PANTRY	170
CITGO	2034	THORNTONS	159
CASEYS GENERAL STORE	1458	MEIJER GAS STATION	152
SPEEDWAY	1353	TETCO	148
AMOCO	1333	KWIK FILL/RED APPLE	146
KANGAROO EXPRESS	1197	SINCLAIR	138
MARATHON	1111	VILLAGE PANTRY	138
VALERO	1052	KRAUSZERS	136
SUNOCO	1034	WILSON FARMS STORE	134
AM PM MINI MARKET	890	KWIK SHOP/KROGER	132
TEXACO	806	TOM THUMB/KROGER	129
CONOCO	681	QUICK CHEK	120
A PLUS	639	AMERISTOP	117
HESS	599	ROYAL FARMS	117
WAWA FOODMARKET	582	HESS EXPRESS	115
CUMBERLAND FARMS	572	GETGO	109
PHILLIPS 66	534	QUIK STOP/CA	106
KUM & GO	444	SPEEDY STOP	106
76	405	FAVORITE MARKET	99
AMPRIDE/CENEX	388	BP SHOP	96
HOLIDAY STATIONS	366	GO MART FOOD STORE	95
SHEETZ	357	TRUE NORTH	94
VALERO	338	TEDESCHI FOOD SHOP	93
KWIK TRIP	308	TRADE WILCO	93
PILOT TRAVEL CENTER	301	FAS MART	93
E Z MART	299	LIL CRICKET	89
TURKEY HILL	246	SCOTCHMAN STORE	88
MAPCO EXPRESS	232	GAS AMERICA	87
ARCO	231	BIG APPLE	85
CLARK	228	FARM STORE	84
WILCO FOOD MART	215	LIL CHAMP	83
CONVENIENT FOOD MART	208	GATE FOOD POST	83
MAVERIK COUNTRY STORE	196	NICE N EASY GROCER	82
SUPERAMERICA	194	TIMEWISE FOOD STORE	82
FLYING J	187	ADMIRAL PETROLEUM	81
		2 GO MART	77

NIELSEN MASS STORES

Organization	Store Count	Coop Status
KMART DISCOUNT	1287	YES
TARGET DISCOUNT	1477	YES
TARGET SUPERCENTER	247	YES
ALCO DISCOUNT	206	LMP only
PAMIDA	187	YES
SHOPKO	136	YES
ROSES STORES	103	YES
BI-MART	70	YES
KMART SUPERCENTER	38	YES

NIELSEN DRUG STORES

Organization	Store Count	Coop Status
CVS	6914	YES
WALGREENS	6727	YES
RITE AID	4817	YES
DUANE READE	247	YES
KERR DRUG STORES	85	YES
KINNEY DRUGS INC	84	YES
SUPER D	81	YES

NIELSEN FOOD STORE

Organization	Store Count	Organization	Store Count	Organization	Store Count
KROGER	1345	A&P SAV A CENTER	95	BIG M	39
FOOD LION	1250	PICK N SAVE (CORP)	95	REDNERS	39
SAVE A LOT	1176	FRESH MARKET	88	CITY MARKET	38
PUBLIX	1010	RALEYS FOOD & DRUG	84	GENUARDI/MAD GROCER	37
SAFEWAY	987	BASHAS	83	GRISTEDES	35
ALBERTSONS	747	DOMINICKS	80	COBORNS/CASH WISE	35
WINN DIXIE	506	DILLON	80	ROUSES	35
STOP & SHOP	378	CUB FOODS	80	GLENS MARKETS	34
PIGGLY WIGGLY CAROLINA	378	HOMELAND	78	GREERS/FOOD TIGER	33
VONS	291	TOPS	75	RAMEY SUPER MARKET	33
HEB	269	WEGMANS	74	TOP FOOD/HAGGENS	33
RALPHS GROCERY	260	QUALITY	74	SENTRY/SUPER SAVER	32
GIANT EAGLE INC	219	PIGGLY WIGGLY/FOOD GIANT	71	HARDINGS	32
SHOP RITE/WAKEFERN	218	LUCKY STORES	70	FAMILY FARE	31
BI LO	215	HARVEYS SUPERMARKET	69	RAINBOW (ROUNDY'S)	31
INGLES	202	SOUTHERN FAMILY MARKETS	68	MARKET BASKET	30
HYVEE	200	PIGGLY WIGGLY	67	G U MARKETS	30
MEIJER	189	SHOPPERS FOOD WAREHOUSE	63	JAY C STORE	29
HARRIS TEETER	186	WALDBAUM	63	FULMER SUPERMARKET	29
GIANT (MD)	180	HARPS	63	STRACK & VAN TIL	29
SHAWS SUPERMARKETS	178	SUPER FRESH	63	UKROPS	28
JEWEL OSCO	175	TOM THUMB	62	SUPER ONE	27
HANNAFORD/SHOP N SAVE	167	PRICE CHOPPER	62	COPPS CO	26
STATER BROS MARKET	166	HOUCHENS/SAVE-A-LOT	62	FOOD EMPORIUM	25
BROOKSHIRE	155	DEMOULAS/MARKET BASKET	59	KINGS	25
WEIS	152	FIESTA MART	59	DAVIDS	24
GIANT (CARLISLE)	148	BASHAS FOOD CITY	59	QUALITY MARKETS	23
FOOD 4 LESS	146	LOWES/PAY N SAVE	58	NOB HILL	23
PATHMARK	142	BIG Y	57	DIERBERGS	23
SMITHS	133	NASH-FINCH	57	PIONEER/MET FD/ASSOCIATED	23
SAVE MART	129	RAYS FOOD PLACE	57	MORGANS HOLIDAY MARKET	22
FRED MEYER INC	128	SHOP N SAVE	56	THRIFTY FOODS	22
ACME MARKETS	124	UNITED	50	BUEHLER FOODS	22
FRYS	121	RANDALLS	50	KNOWLANS SUPERMKTS	22
PRICE CHOPPER	120	KING KULLEN	49	TOP VALU	22
LOWES	110	SUPER S	48	BOYERS IGA INC	22
SCHNUCK MARKETS	106	COUNTRY MART	48	LUNDS INC	21
KING SOOPER	106	P & C	46	BEL AIR MARKETS	21
MARSH	104	FARM FRESH	45	ROSAUERS	21
FOOD CITY/ KVAT	103	FOOD MAXX STORES	45	G&W FOODS/FARMERS	21
SWEETBAY	102	NIEMANN FOODS	43	BILO	20
FRESH BRANDS/PIGGLY					
WIGGLY	96	PRICE RITE	40	MARTINS	20

SUMMARY OF COMMERCIAL AND SURVEY DATA

—ITC-US

Datasets	Population and Sample Size	Years	Key Constructs (standard smoking status, cigarette consumption and quitting constructs are not listed)
International Tobacco Control Policy Evaluation Project (ITC) – U.S. Data (Longitudinal)	Populations: adult (18 and above) smokers in the U.S. Sample: about 2000 adult smokers	Annual data 2002 – 2013	<ul style="list-style-type: none"> • Cigarette price paid • Last time and most often purchase of less expensive cigarettes through Internet, Indian Reservation, or out of state • Frequency of purchasing cigarettes through Internet in the last 6 months • Last time cigarette purchase in the form of carton, pack, or loose out of pack • Use of coupons and price promotions in the last purchase and in the past 6 months • Brand/flavor/type of cigarettes purchased last time • Type of cigarettes currently use, light, mild, low tar • Transition among different smoking status • Tried Accord, Exalt, Advance, Ariva, Omni, Eclipse in the past 6 months. • Used smokeless products in past year • Type of smokeless products used.

SUMMARY OF COMMERCIAL AND SURVEY DATA

—NATS

Datasets	Population and Sample Size	Years	Key Constructs (standard smoking status, cigarette consumption and quitting constructs are not listed)
National Adult Tobacco Survey (NATS) (cross-sectional)	Populations: adult (18 and above) smokers in the U.S. Sample: approximately 1,800 land-line telephone users in each state and the District of Columbia. In addition, a total of approximately 3,000 interviews will be conducted from a national sample of cell phone users to include the growing population of households that rely exclusively on cell phones	2009/2010	<ul style="list-style-type: none">• Cigarette price paid• Brand of cigarette purchased/used most often• Use of coupon or price promotion in the last purchase• Cigarette purchase through Internet or Indian reservation in the past 12 months• Use of chew tobacco in the last 30 days• Brand of chew tobacco used• Lifetime use of snus, snuff, cigar, cigarillors, and water pipe smoking.• Awareness of any telephone quitline services

SUMMARY OF COMMERCIAL AND SURVEY DATA

—CPS-TUS

Datasets	Population and Sample Size	Years	Key Constructs (standard smoking status, cigarette consumption and quitting constructs are not listed)
Current Population Survey – Tobacco Use Supplement (CPS-TUS) (cross-sectional)	Populations: non-institutionalized adults (15 + years old) Sample: nationally representative sample that contains information on about 240,000 individuals within a given survey period, State sample sizes range from 2,100 for the District of Columbia to 18,700 for California. 70% of respondents conduct survey by telephone and 30% of respondents conduct survey in person; and Mostly self-reports (about 20% are by proxy for a few measures of use)	2003, 2006/07, and 2010/2011 waves	<ul style="list-style-type: none"> • Cigarette price paid • Flavor of cigarettes • Purchasing cigarette out-of-state, online, from Indian reservation • Single cigarette purchase and its cost • Single cigarette purchase location • Use of certain PREPs • Cigar, pipe, chewing tobacco, and snuff use • Use of quitlines

SUMMARY OF COMMERCIAL AND SURVEY DATA

—MTF

Datasets	Population and Sample Size	Years	Key Constructs (standard smoking status, cigarette consumption and quitting constructs are not listed)
Monitor the Future (MTF) (cross-sectional)	Populations: 8 th , 10 th , and 12 th graders Sample: about 50,000 students per year	Annual data 2002 – 2013	<ul style="list-style-type: none">• Cigarette brand used• Use of coupon for purchasing cigarettes• Cigarette purchasing channel (though others, vending machine, stores, mail, supermarket, drug store, grocery store and drug store)• Purchase single or loose cigarettes• Intentions about smoking in future• Perception on about peer smoking• Media exposure and attitudes about tobacco advertising• Ever used smokeless tobacco• Frequency of using smokeless tobacco in the past 30 days

SUMMARY OF COMMERCIAL AND SURVEY DATA

—NYTS

Datasets	Population and Sample Size	Years	Key Constructs (standard smoking status, cigarette consumption and quitting constructs are not listed)
National Youth Tobacco Survey (NYTS) (cross-sectional)	Populations : middle and high school youth Sample: about 27,000 youth per year	2002, 2004, 2006, 2008, 2010 and 2012 waves	<ul style="list-style-type: none">• Cigarette Internet purchase• Use of other tobacco products

SUMMARY OF COMMERCIAL AND SURVEY DATA

—HINTS

Datasets	Population and Sample Size	Years	Key Constructs (standard smoking status, cigarette consumption and quitting constructs are not listed)
Health Information National Trends Survey (HINTS) (cross-sectional)	Populations: American adult population (18 and above) Sample: about 6,000 adults each wave	Annual data 2003, 2005, 2007, 2009 and 2011 (maybe 2013 wave)	<ul style="list-style-type: none">• Exposure and use of new tobacco products• Awareness and use of quitlines

SUMMARY OF COMMERCIAL AND SURVEY DATA

—CES

Datasets	Population and Sample Size	Years	Key Constructs (standard smoking status, cigarette consumption and quitting constructs are not listed)
Consumer Expenditure Survey (CES) (cross-sectional, rotating panel)	Populations: non-institutionalized civilian population in the U.S. Sample: about 7,000 consumer units	Quarterly data from 2002 – 2013	<ul style="list-style-type: none">• Spending on cigarettes• Spending on cigars, pipe tobacco and other tobacco products• Spending on food• Spending on apparel• Spending on health care• Spending on transportation• Spending on housing

SUMMARY OF COMMERCIAL AND SURVEY DATA

—SALES DATA

Datasets	Population and Sample Size	Years	Key Constructs (standard smoking status, cigarette consumption and quitting constructs are not listed)
State Monthly Tax-paid Cigarette Sales Data	Aggregated data at state level	Monthly data from 2002 to 2013	<ul style="list-style-type: none">• Tax-paid cigarette sales

SUMMARY OF COMMERCIAL AND SURVEY DATA

—QUITLINE DATA

Datasets	Population and Sample Size	Years	Key Constructs (standard smoking status, cigarette consumption and quitting constructs are not listed)
The North American Quitline Consortium (NAQC) Call Attempts Database	Aggregated data at state level	Monthly data from 2005 to 2013	<ul style="list-style-type: none">• Quitline call attempts

SECONDARY DATA SUMMARIES

- ❖ Link policy data to outcome measures constructed from a variety of data sources, including commercial data, individual survey data, and aggregated state level data.
- ❖ Many important and interesting topics can be done, however, limited time, resources and funds.

NEW ADULT TOBACCO SURVEY

SURVEY DESCRIPTION

- × An adaptation of the ITC Survey
- × Asks about a range of smoking and quitting related attitudes and behaviors, along with various policy-proximal responses, other mediators, and moderators.
- × Telephone survey of adult tobacco users in the communities where BTG-COMP is taking place
- × Survey is currently being programmed and will begin soon

SURVEY DOMAINS

- × Product use
 - + Cigarettes, e-cigarettes, cigars, cigarillos, little filtered cigars, pipe, hookah, snus, chewing tobacco, moist snuff, other smokeless tobacco, dissolvable tobacco
- × Poly tobacco use
- × Product switching
- × Nicotine dependence
- × Quitting intention & behavior
- × Side effects from quitting
- × Knowledge of health effects
- × Warning labels
- × Anti-smoking campaigns
- × Cessation help
- × Secondhand smoke
- × Psychosocial
- × Industry advertising and marketing
- × Perceived risk
- × Moderators
- × UPC code of tobacco products

PRODUCT USE QUESTIONS

- × Lifetime use
- × First use
 - + Age
 - + Flavor
- × Duration of current use
- × Frequency of use
- × Time to first use
- × Purchase location/ price/ quantity
- × Brand and variety
- × Reasons for using product

SURVEY METHODOLOGY/SAMPLING

- × Random-digit dial telephone survey
- × Sample will be derived from 160 sites defined by the enrollment zones of the MTF schools
 - + Within each zone are several zip codes (1,144 total) that will be sampled from via RDD
- × Sample size ~1,000 adults (18+)
- × Survey upon contact—eligible participants who consent to survey will complete survey at that time
- × Participants will be provided with a check for \$25 upon survey completion.

SECONDARY DATA QUESTIONS/DISCUSSION

- ❖ Which research topics/analyses are most important and relevant?
- ❖ Which topics/analyses/data sources can be put off or eliminated for now?
- ❖ Any research topics/analyses you would like to add?

Chuck Alexander

Laurie Lennon

COMMUNICATIONS

COMMUNICATIONS

× Media Relations

- + Strategic Dissemination
- + Message Development and Training
- + Pitching and Placement (Web, broadcast, print, bloggers, etc.)
- + Tracking Results

COMMUNICATIONS

- × Policymaker Communications
 - + Align Goals with RTI Coordinating Center
 - + Produce Research/Policy Briefs
 - + Share Information with Policymakers
 - × Direct Contact, Advocacy Programs, Partners
 - + Monitor Policy Environment

COMMUNICATIONS

× Stakeholder Engagement

- + Advocacy Organizations
- + Public Health Departments
- + Non-Traditional Sectors (business, education, etc.)
- + Community Partners and Programs

COMMUNICATIONS

× Online Communications

- + Redevelop and Launch [International Tobacco Evidence Network](#) site
- + Utilize [Bridging the Gap](#) site
- + Execute Social Media Strategy
- + Ongoing Content and Promotion Strategy
- + [Interactive Tools, Maps, Data Visualization](#)



THANK YOU!