

# Product

Tobacco products sold in  
**Wabasha County, Minnesota**



## What is it?

There are many tobacco products available and advertised in stores, including cigarettes, cigarillos, smokeless/chew tobacco, cigars and e-cigarettes. These products may have special flavorings and many are available in different package sizes, including singles.

## Why does it matter?

Point of sale advertising promotes brand recognition in youth and the belief that youth can buy tobacco products without proof of age [1]. Expanding perceived availability of tobacco products encourages impulse purchases, cues cravings, and undermines quit attempts [2, 3, 4].

## What's happening in Wabasha County?

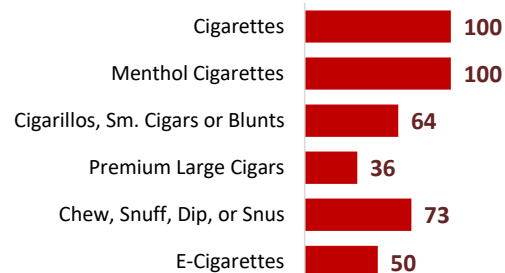
Look to the right to see what specific tobacco products are sold at tobacco retailers in Wabasha County, and what percent of retailers have outside advertisements and flavored products. For more details and for comparison against Minnesota and national\* averages, see the detailed data table below.

## What can be done? Best examples...

Some jurisdictions restrict where sales can occur. Restricting sales to adult-only locations is the approach that has been used and recommended here in Minnesota. For example, the City of Shoreview restricts the sale of most flavored tobacco products to "adult-only, tobacco-only" retail establishments.

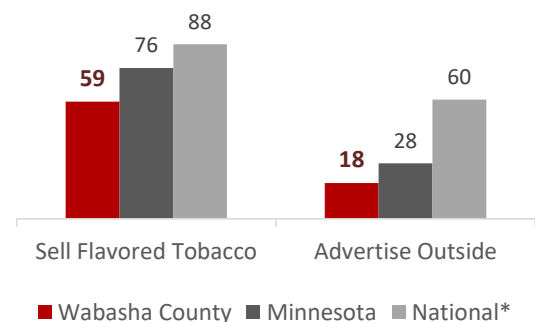
### Product Profile: % that sell...

*Wabasha County, Minnesota*



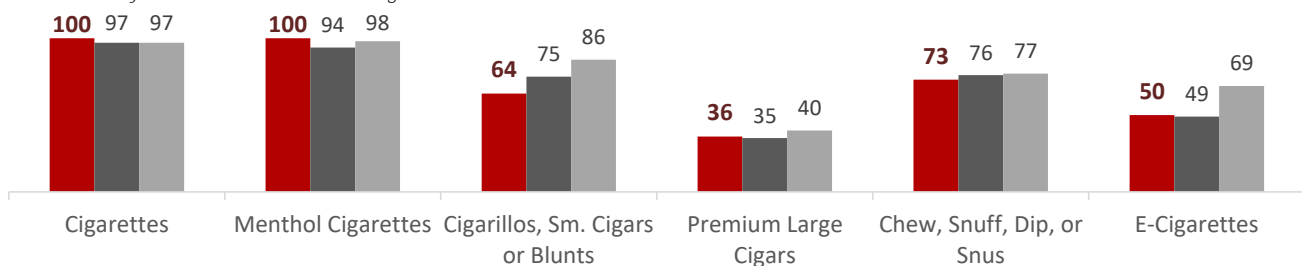
### Flavors and Advertisements

*Wabasha County, Minnesota, and national\* avg*



### Product Profile: % that sell...

*Wabasha County, Minnesota, and national\* avg*



## References & More Information

Data comes from 22 surveys of tobacco retailers in Wabasha County (1,019 surveyed in Minnesota, 9,288 across all states) in 2016. \*National data are average across all Counter Tools partner states, including AL, CO, FL, IN, IA, MN, ND, OH, SD, VA and WI.

This project is made possible through a Tobacco-Free Communities grant from the Minnesota Department of Health.

1) Wakefield, et al. 2006. An experimental study of effects on schoolchildren of exposure to point-of-sale cigarette advertising and pack displays. [link](#)

2) Wakefield M., Germain, Henriksen. 2008. The effect of retail cigarette pack displays on impulse purchase. [link](#)

3) Carter OB, Mills and Donovan. 2009. The effect of retail cigarette pack displays on unplanned purchases. [link](#)

4) Siahpush, et al. 2015. "The association of point-of-sale cigarette marketing with cravings to smoke". [link](#)

# Price

Tobacco product prices in

**Wabasha County, Minnesota**



## What is it?

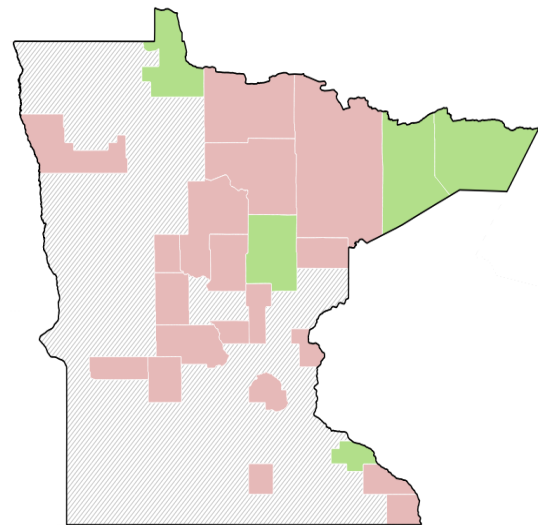
In 2014, the tobacco industry spent over \$8.2 billion marketing and promoting cigarettes and smokeless tobacco at the point of sale. Over 90% of that is spent on strategies to keep tobacco products cheap [1]. The availability of single cigarillos, often advertised for less than \$1, are particularly attractive to youth [2].

## Why does it matter?

Increasing the price of tobacco products is the number one way to reduce tobacco consumption. It is associated with lower initiation, higher cessation and lower overall consumption [3].

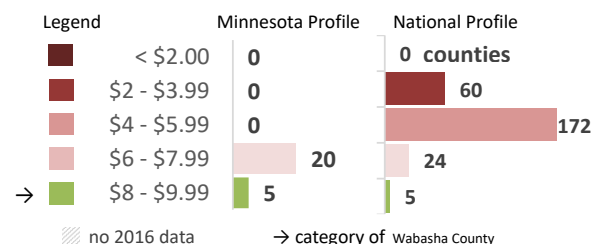
## What's happening in Wabasha County?

The average cheapest cigarette pack in Wabasha County is \$8.33. This price is \$0.54 more expensive the state cheapest pack average (\$7.79), and \$0.48 cheaper than the top cheapest pack cost in the country (\$8.81). See the bar chart below for the average cheapest pack of newport menthols and blu disposable E-cigarette tobacco products.



### Cheapest Cigarette Pack

Average cost of cheapest pack in retailers surveyed

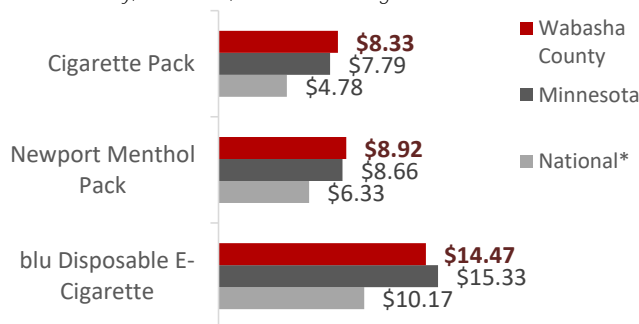


## What can be done? Best examples...

Raising the price is the gold standard of point-of-sale strategies. A growing number of Minnesota communities have adopted laws that require a minimum price and/or a minimum package size for cigars, increasing the price of those products. For example, the City of St. Paul requires a minimum per pack price (\$10.40) for four or more cigars, with a minimum per cigar price (\$2.60) for smaller quantities.

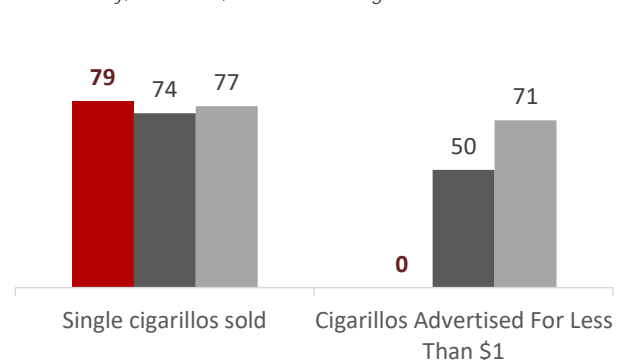
### Average cost of cheapest tobacco product

Wabasha County, Minnesota, and national\* avg



### Cheap cigarillos: % selling singles or <\$1

Wabasha County, Minnesota, and national\* avg



## References & More Information

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- 1) Federal Trade Commission. Report on 2014 Cigarette and Smokeless Tobacco Sales and Marketing Expenditures.
- 2) CDC. 2012 Surgeon General's Report – Preventing Tobacco Use among Youth and Young Adults.
- 3) Campaign for Tobacco-Free Kids. Raising Tobacco Taxes: A Win-Win-Win.

[link](#)  
[link](#)  
[link](#)

# Placement

Tobacco product placement in

**Wabasha County, Minnesota**



Minnesota  
Department of Health



## What is it?

The Federal Trade Commission reported that in 2014, the tobacco industry spent about \$260 million on promotional allowances paid to cigarette retailers and about \$33 million paid to smokeless tobacco retailers to control the strategic shelving and placement of tobacco products [1]. Retailers may place tobacco at eye level of children or near candy, or in special vendor-assisted displays.

## Why does it matter?

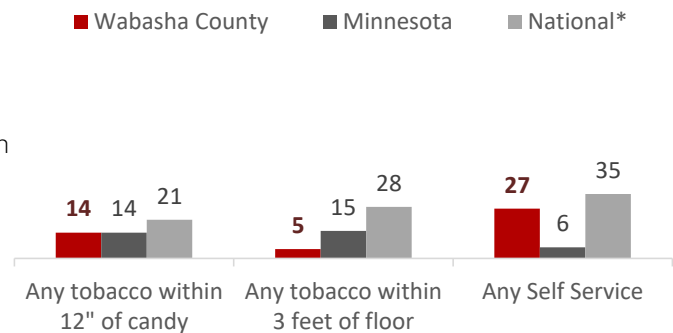
Tobacco product displays increase brand recognition, especially among youth [2].

## What can be done? Best examples...

While Minnesota law has significantly restricted self-service displays and vending machine sales, a large number of cities and counties have adopted more comprehensive regulations. For example, the City of Hermantown prohibits open product displays in all licensed establishments. Morrison County prohibits all vending machine sales. For more information, a model ordinance was created for cities and counties, who wish to prohibit access to self-service displays of all tobacco products [3].

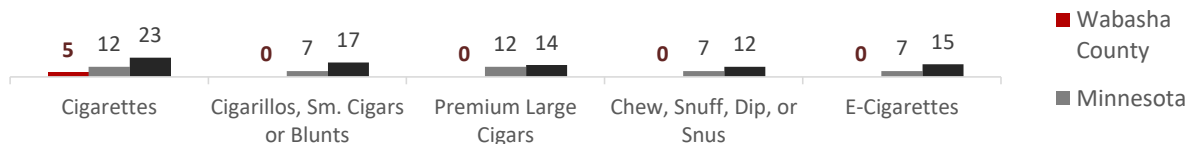
### Placement overview

Wabasha County, Minnesota, and national\* avg



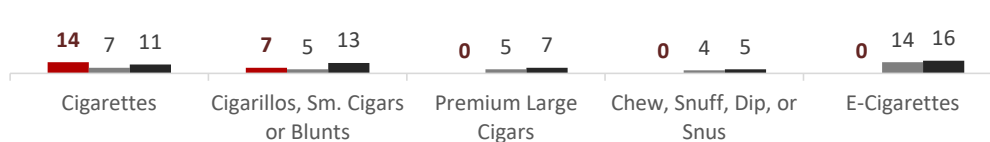
### Tobacco Within 3 Feet of Floor

Wabasha County, Minnesota, and national\* avg



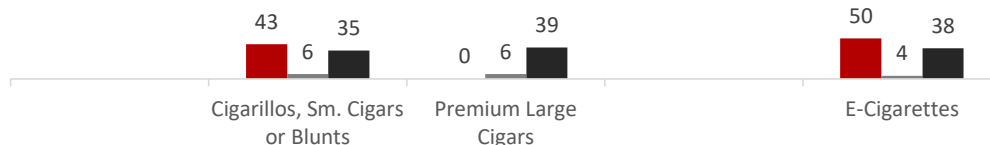
### Tobacco within 12" of Candy

Wabasha County, Minnesota, and national\* avg



### Self-Service Prevalence

Wabasha County, Minnesota, and national\* avg



## References & More Information

<sup>^</sup> Note self-service is not asked about cigarettes and smokeless tobacco.

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1) Federal Trade Commission. Report on 2014 Cigarette and Smokeless Tobacco Sales and Marketing Expenditures.

[link](#)

2) Wakefield, et al. 2006. An experimental study of effects on schoolchildren of exposure to point-of-sale cigarette advertising and pack displays.

[link](#)

3) Change Lab Solutions. Self Service Display of Tobacco Products: A Model Ordinance.

[link](#)

# Price Promotion

Tobacco price promotions in

**Wabasha County, Minnesota**



Minnesota  
Department of Health



## What is it?

Price promotions reduce the sale price of tobacco products to entice customers to buy. These can include multi-pack discounts (e.g., buy two, get one free), dollars or cents off, and limited-time offers. Youth are especially price-sensitive consumers and reductions in price increase the likelihood that they will experiment with tobacco [1].

## Why does it matter?

Prohibiting price promotions reduces consumption, reduces initiation, and increases cessation efforts. [1]

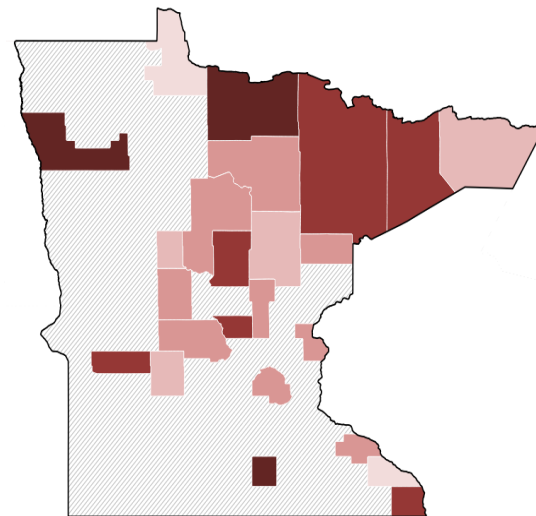
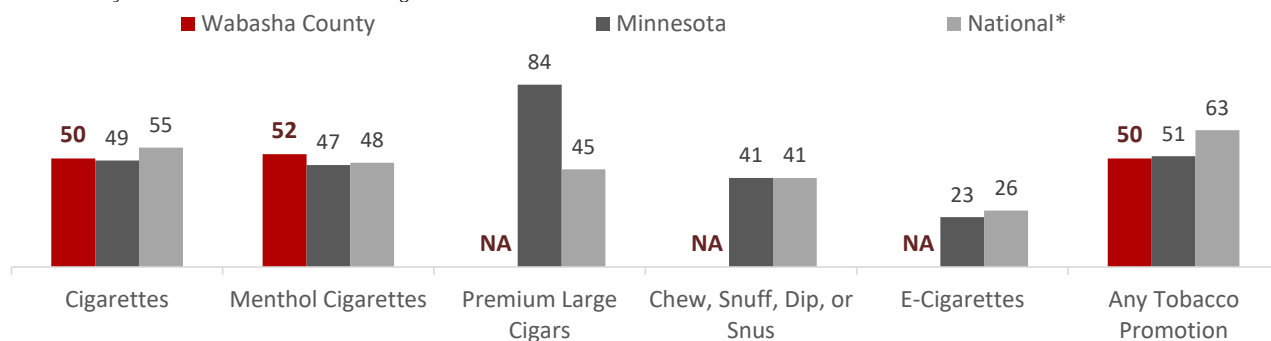
## What's happening in Wabasha County?

50% of retailers in Wabasha County had any tobacco price promotions. This is 1% less than the state percent of retailers with price promotions (51%), and 13% less than the country POST average (63%).

## What can be done? Best examples...

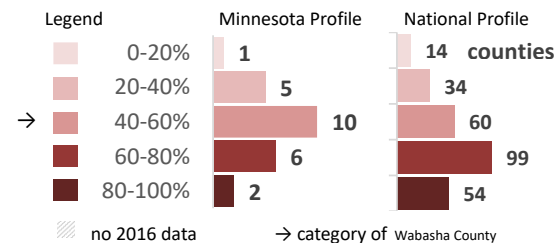
In 2013, NYC passed comprehensive point of sale policy, restricting price discounts by prohibiting retailers from redeeming coupons [2]. Providence, RI was the first to ban coupon redemption and multi-pack discounts in 2012 [3].

Tobacco retailers surveyed with any price promotion  
Wabasha County, Minnesota, and national\* avg



## Tobacco Price Promotion

% of tobacco retailers surveyed with any price promotion



## References & More Information

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1) CDC. 2012 Surgeon General's Report – Preventing Tobacco Use among Youth and Young Adults.

2) Reducing Cheap Tobacco & Youth Access: New York City. State and Community Tobacco Control Research.

3) Regulating Price Discounting in Providence, RI. State and Community Tobacco Control Research.

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