Impact of Point-of-Sale Tobacco Display Bans: Findings from the International Tobacco Control (ITC) Four Country Survey

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METHODS
The data came from responses of current smokers for four waves of the International Tobacco Control Four Country Survey, a prospective multi-country cohort survey (Waves 5-8, conducted in 2006 (n=7037), 2007 (n=6885), 2008 (n=5887) and 2010 (n=4593)). Logistic regression modelling and Generalized Estimating Equations approach were used.

RESULTS
• In jurisdictions where POS display bans were implemented, smokers’ reported exposure to tobacco marketing declined markedly. From 2006 to 2010, in Canada, the percentages noticing POS tobacco displays declined from 74.1% to 6.1% (adjusted odds ratio=0.26, \( p<0.001 \), see Fig 1); and reported exposure to POS tobacco advertising decreased from 40.3% to 14.1% (adjusted OR=0.61, \( p<0.001 \)).
• Similarly, in Australia, noticing of POS displays decreased from 73.9% to 42.9%.
• By contrast, exposure to POS marketing in the US and UK remained high during this period.
• In parallel, there were declines in reported exposures to other forms of advertising/promotion in Canada and Australia, but again, not in the US or UK.
• Impulse purchasing of cigarettes was lower in places that enacted POS display bans.

DISCUSSION AND CONCLUSIONS
• This study (with its prospective multi-country cohort design), allowed for changes in tobacco marketing exposure and cigarette purchasing behaviors over time to be assessed, and cross-country variations in different jurisdictions with various levels of POS regulations to be compared.
• The findings of this study indicate that implementing POS tobacco display bans (as has been done in Canada and Australia) reduces exposure to tobacco marketing, and lowers reported impulse purchasing of cigarettes.

**Fig 1. Noticing point-of-sale tobacco displays over time**

**ITC Project Research Organizations**

**ITC Project Research Support**