

# TOBACCO MARKETING IN KOSCIUSKO COUNTY

## What is point-of-sale tobacco marketing?

Point-of-sale marketing targets consumers in retail settings. It often includes:

- Tobacco advertisements
- Price discounts on tobacco products
- Tobacco product displays and placement

## Why does point-of-sale matter? <sup>1</sup>

Point-of-sale tobacco marketing:

- Encourages youth to start using tobacco
- Makes quitting tobacco more difficult
- Disproportionately targets some communities

## Tobacco Retailer Density

**76** tobacco retailers in Kosciusko County

**1.0** tobacco retailers per 1,000 residents

## Products Sold

Among tobacco retailers in Kosciusko County:

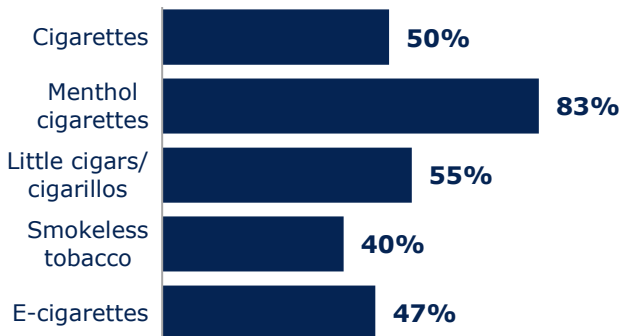
- 97% sold cigarettes
- 100% sold menthol cigarettes
- 89% sold little cigars or cigarillos
- 20% sold premium large cigars
- 86% sold smokeless tobacco
- 58% sold e-cigarettes
- 66% sold nicotine pouches

## Price Promotions

**62%** of retailers offered a price promotion on any type of tobacco product.

*59% in Indiana\**

### Price Promotions on Tobacco Products Among Retailers Selling Each Product Type



## Spending on Tobacco Marketing

- The tobacco industry spent over \$8.4 billion on tobacco marketing in the United States in 2020 – nearly **one million dollars per hour**.<sup>2</sup>
- In Indiana, the tobacco industry spends about **\$284 million** on tobacco marketing each year – nearly \$42 for every Hoosier.<sup>3</sup>
- About 89% of the tobacco industry’s marketing budget is spent on price discounts and other point-of-sale marketing.<sup>2</sup>

## Tobacco Advertising

**54%** of retailers in Kosciusko County displayed exterior ads for tobacco products.

*61% in Indiana*

## Youth Targeting

### Location

**8%** of tobacco retailers in Kosciusko County are within 1,000 feet of a school.

*4% in Indiana*

### Flavored Tobacco Products

**95%** of retailers sold any flavored tobacco product, such as candy or fruit flavored products that may appeal to youth.\*\*

*95% in Indiana*

### Tobacco Product and Ad Placement

**14%** of retailers had a tobacco product placed within 12 inches of child-appealing products such as candy, gum, soda, ice cream, or toys.

*23% in Indiana*

**25%** of retailers displayed a tobacco ad within 3 feet of the floor (about child’s eye level).

*26% in Indiana*

### Cheap Cigarillos (among Cigarillo Retailers)

**85%** of retailers sold cigarillos for less than \$1.

*82% in Indiana*

**80%** of retailers sold single-packaged cigarillos.

*86% in Indiana*

\*County-level data in this fact sheet (excluding data on tobacco retailer density and proximity to schools) are based on 74 tobacco retail assessments in Kosciusko County. Indiana results (excluding proximity to schools) are based on 2,985 retail assessments conducted in 39 Indiana Counties and are not necessarily representative of Indiana statewide. Data were collected between February and April in 2022. Retailer density and location data are based on Indiana Alcohol and Tobacco Commission tobacco retailer licensing records as of December 2021.

\*\*Excludes menthol cigarettes.

#### References

1. Center for Public Health Systems Science. *Point-of-Sale Strategies: A Tobacco Control Guide*. St. Louis: Center for Public Health Systems Science, George Warren Brown School of Social Work at Washington University in St. Louis and the Tobacco Control Legal Consortium; 2014.

2. Federal Trade Commission. *Cigarette and Smokeless Tobacco Reports for 2020*. Issued 2021.

3. Campaign for Tobacco Free Kids. *The Toll of Tobacco in Indiana*. Accessed 08/02/2022. (Per capita costs based on the 2020 Census population.)