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Background

Data Collection

Point-of-sale tobacco advertising data were collected in the summer and fall of 2007 by the Association for Nonsmokers—Minnesota (ANSR) staff as part of the Ramsey Tobacco Coalition (RTC) project funded by the Minnesota Department of Health (MDH). The point-of-sale advertising and promotion environment was assessed in a census of all of the licensed tobacco vendors in Ramsey County, Minnesota (MN) and in the cities of South St. Paul, MN and West St. Paul, MN by trained data collectors. The data collection process began with enumeration of all of the vendors with current tobacco licenses in the 18 cities within the study region. RTC staff accomplished this task by requesting lists of licensed tobacco vendors from all municipalities in the region. Of the 652 licensed vendors in the region, both interior and exterior assessments were completed for 491 vendors. The remaining vendors could not be completely assessed for a variety of reasons such as: they had gone out of business before their licenses expired but prior to the store assessments, they did not sell tobacco despite having a license, they could not be located by staff, they could not be surveyed due to remodeling or because the store was still under construction, or data collectors could only do exterior observations for various reasons such as store staff asking the observers to leave or observers not feeling comfortable entering the establishment (several establishments were adult entertainment venues).

Assessment Status of Licensed Tobacco Vendors in Ramsey County, West St. Paul, and South St. Paul (2007)

Vendor Status	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Out of business or does not sell tobacco	79	12.12%	79	12.12%
Not visited	30	4.6%	109	16.72%
Partially complete or exterior information only	52	7.98%	161	24.69%
Complete: both exterior and interior	491	75.31%	652	100%

Data collectors visually inspected each of the retail establishments and systematically recorded observations on a standard, highly detailed data collection form which was developed by RTC staff based on a review of the literature, consultation with other groups who had conducted retail store observations focused on tobacco advertising and promotion, and collaboration with a staff attorney from the Tobacco Law Center at the William Mitchell College of Law in St. Paul, MN. The assessments proceeded according to standardized protocol. At each assessment the data collector notified store employees that they were doing an assessment of advertising and marketing practices. Data collectors were instructed not to specify that they were focusing on tobacco marketing and advertising practices unless they were specifically asked. The assessments typically took from 5-30 minutes to complete depending on the amount of advertising at the site. The data collection form had 409 items relating to the interior and exterior advertising environment of the store including promotions.

Study Region

The area for the study, Ramsey County, West St. Paul, and South St. Paul, is both ethnically and economically diverse. Ramsey County is the most densely populated and the most racially diverse county in Minnesota. St. Paul, the state capital, has large African American/ Black, Latino, and Asian populations. Additionally, St. Paul is home to a large population of immigrants and refugees. Over 80 languages are spoken at home by St. Paul public school students. Ramsey County also has vast economic diversity. In St. Paul, 71% of students qualify for free or reduced-cost school lunches. In contrast, in Roseville, a first ring suburb of St. Paul in Ramsey County, only 26% of students qualify. The bordering cities, West St Paul and South St. Paul South St. Paul are located just south of Ramsey County, in Dakota County and were included in the study area because these cities have large Latino populations.

Demographics: Ramsey County, West St. Paul, South St. Paul, and Minnesota¹

	Ramsey County, 2007	West St. Paul, 2000	South St. Paul, 2000	Minnesota, 2007
Population	499,891	19,405	20,167	5,197,621
White	78.4%	87.3%	92.6%	89.3%
Black	9.6%	2.8%	1.3%	4.5%
American Indian/ Alaska Native	0.9%	0.6%	0.6%	1.2%
Asian	8.7%	1.9%	0.8%	3.5%
Hispanic/ Latino Origin	6.3%	10%	6.4%	4.0%
White, non- Hispanic	72.9%	83.2%	89.7%	85.7%
Foreign-born	10.6% (2000)	5.9%	3.9%	5.3% (2000)
Language other than English spoken at home	15.8% (2000)	12.1%	6.9%	8.5% (2000)
Living below the poverty level	13.5%	5.9%	6.1%	9.5%

¹ US Census Bureau: www.census.gov

Greater Ramsey County, West St. Paul, and South St. Paul: Licensed Tobacco Vendors, Population and Vendors per Capita (2007)

City	Number of Licensed Vendors	Population (2000 US Census)	Number of Licensed Vendors per 10,000 Population
Arden Hills	9	9,652	9.3
Falcon Heights	3	5,572	5.4
Gem Lake	2	419	47.7
Lauderdale	2	2,364	8.5
Little Canada	15	9,771	10.2
Maplewood	49	34,947	14.0
Mounds View	14	12,738	11.0
New Brighton	15	22,206	6.8
North Oaks	3	3,883	7.7
North St. Paul	18	11,929	15.1
Roseville	38	33,690	11.3
St. Anthony*	4	2,348	17.0
Shoreview	17	25,924	14.6
South St. Paul**	24	20,167	11.9
Vadnais Heights	18	13,069	13.8
West St. Paul**	29	19,405	14.9
White Bear Lake*	39	23,974	16.3
White Bear Township	6	440	136.4

Note: All stores that were listed as holding a tobacco license for 2007 are included in these numbers.

* Some part of this city is not in Ramsey County. Only retailers in this city that were within Ramsey County were assessed. The population listed includes only individuals in this city residing within Ramsey County.

** This city is adjacent to Ramsey County but located in Dakota County.

St. Paul: Licensed Tobacco Vendors, Population, and Vendors per Capita (2007)

City	Neighborhood	Number of Licensed Vendors	Population (2000 US Census)	Number of Licensed Vendors per 10,000 Population
St. Paul		347	287,151	12.1
	Como	6	12,435	4.8
	Dayton's Bluff	17	17,758	9.6
	Downtown	43	5,743	74.9
	Greater East Side	23	26,566	8.7
	Hamline-Midway	16	11,822	13.5
	Highland	18	23,202	7.8
	Macalester-Groveland	9	19,772	4.6
	Merriam Park-Snelling	25	18,803	13.3
	North End	28	24,654	11.4
	Payne-Phalen	42	31,531	13.3
	St. Anthony Park	9	6,076	14.8
	Summit Hill	11	6,741	16.3
	Summit-University	22	18,192	12.1
	Sunray-Battlecreek	17	20,063	8.5
	Thomas Dale	21	17,248	12.2
	West Seventh	23	10,412	22.1
	West Side	17	16,133	10.5

Note: All stores that were listed as holding a tobacco license for 2007 are included in these numbers.

Exterior and Interior Advertising Coverage:

Advertising Coverage Category Definitions:

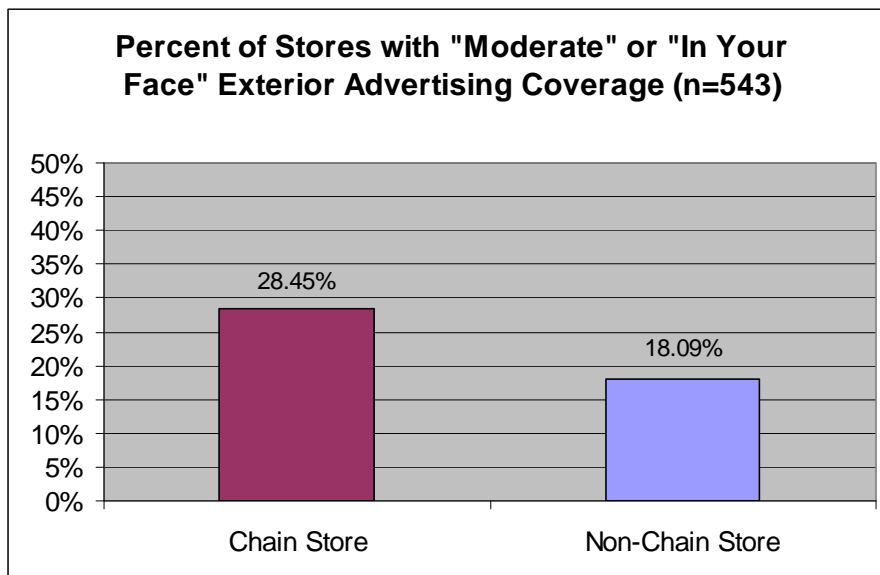
Data collectors were asked to categorize the amount of tobacco advertising coverage for both the exterior and interior of each store into one of three categories: "Discreet," "Moderate," or "In Your Face."

"Discreet" was defined as: very few, subtle, or small tobacco ads.

"Moderate" was defined as: tobacco ads provide some visual impact.

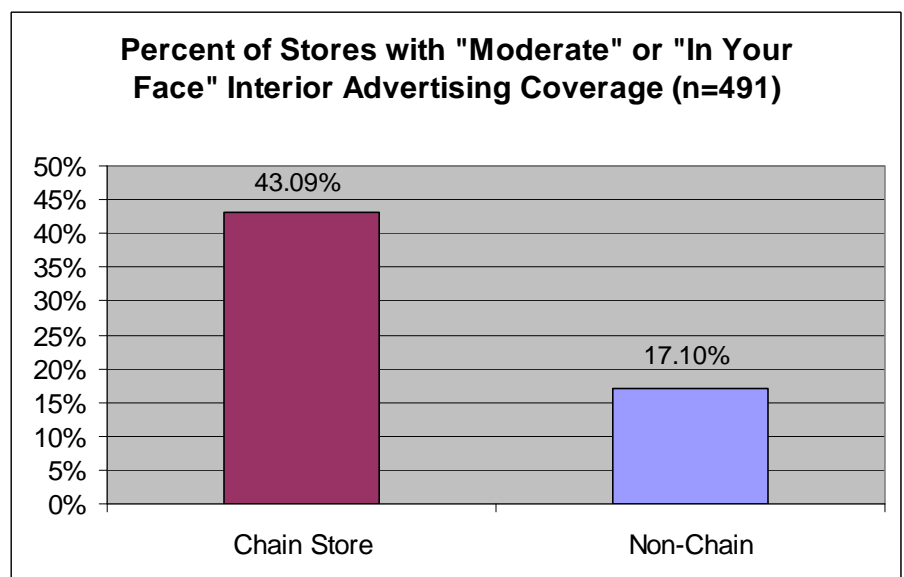
"In your face" was defined as: large, bold, or many tobacco ads; provides strong visual impact

Chain Stores vs. Non-Chain Stores

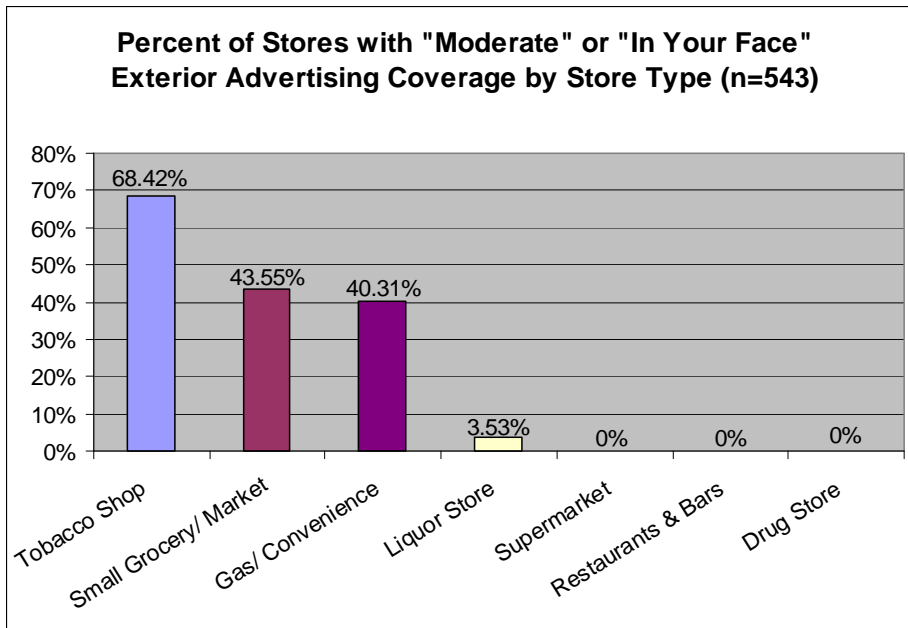


- Chain stores had a higher percentage (28.45%) of stores with "moderate" or "in your face" exterior advertising coverage than non-chain stores (18.09%).
- However, non-chain stores had a higher percentage (5.92%) of stores with "in your face" exterior advertising (5.92%) than chain stores.

- Chain stores had a higher percentage (43.09%) of stores with "moderate" or "in your face" interior advertising coverage than non-chain stores (17.10%).



By Store Type



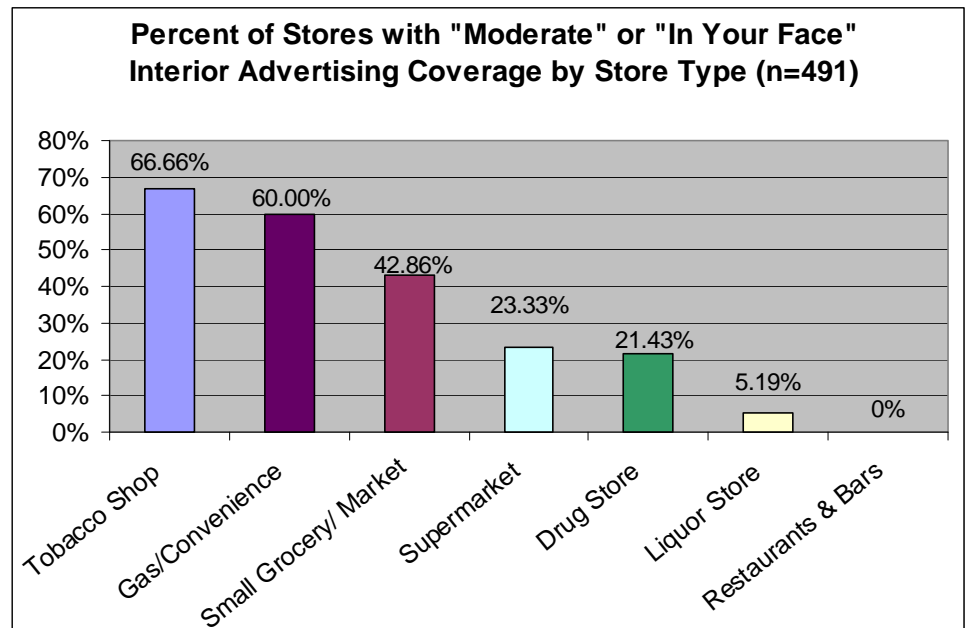
- The Tobacco Shop category has the highest percentage (68.42%) of stores with “moderate” or “in your face” exterior advertising coverage.
- The Supermarket, Restaurants & Bars, and Drug Store categories had no stores with “moderate” or “in your face” exterior advertising coverage.

- The Tobacco Shop category had the highest percentage (47.37%) of stores with “in your face” exterior advertising coverage. The Small Grocery/Market category had the second highest percentage (14.52%)

- The Tobacco Shop category had the highest percentage (66.66%) of stores with “moderate” or “in your face” interior advertising coverage.

- The Restaurant & Bar category had no stores with “moderate” or “in your face” interior advertising coverage.

- The Tobacco Shop category had the highest percentage (55.55%) of stores with “in your face” interior advertising coverage. The Gas/Convenience category had the second highest percentage (3.43%).



By City/ Neighborhood

Percent of Stores with “Moderate” and “In Your Face” Exterior Advertising Coverage (n=543)

City/ Neighborhood	Stores with “Moderate” Coverage (%)	Stores with “In Your Face” Coverage (%)	Total (%)
Cities			
Arden Hills	11.11%	0%	11.11%
Falcon Heights	0%	0%	0%
Gem Lake	0%	0%	0%
Lauderdale	50%	0%	50%
Little Canada	10%	10%	20%
Maplewood	11.36%	2.27%	13.63%
Mounds View	25%	8.33%	33.33%
New Brighton	14.29%	0%	14.29%
North Oaks	0%	0%	0%
North St. Paul	6.25%	0%	6.25%
Roseville	19.35%	3.23%	22.58%
St. Anthony	25%	0%	25%
Shoreview	47.06%	0%	47.06%
South St. Paul	10%	0%	10%
Vadnais Heights	27.78%	0%	27.78%
West St. Paul	4.17%	6.33%	10.5%
White Bear Lake	20%	2.86%	22.86%
White Bear Township	0%	0%	0%
St. Paul Neighborhoods			
Como	25%	0%	25%
Dayton’s Bluff	18.75%	6.25%	25%
Downtown	6.06%	6.06%	12.12%
Greater East Side	28.57%	14.29%	42.86%
Hamline-Midway	15.38%	7.69%	23.07%
Highland	17.65%	0%	17.65%
Macalester-Groveland	11.11%	0%	11.11%
Merriam Park-Snelling	17.39%	4.35%	21.74%
North End	30.77%	3.85%	34.62%
Payne-Phalen	19.51%	7.32%	26.83%
St. Anthony Park	0%	0%	0%
Summit Hill	0%	11.11%	11.11%
Summit-University	23.81%	9.52%	33.33%
Sunray-Battlecreek	25%	6.25%	31.25%
Thomas-Dale	15.79%	5.26%	21.05%
West Seventh	25%	0%	25%
West Side	15.38%	0%	15.38%

Percent of Stores with “Moderate” and “In Your Face” Interior Advertising Coverage (n=491)

City/ Neighborhood	Stores with “Moderate” Coverage (%)	Stores with “In Your Face” Coverage (%)	Total (%)
Cities			
Arden Hills	42.9%	0%	42.9%
Falcon Heights	66.7%	0	66.7%
Gem Lake	0%	0%	0%
Lauderdale	50%	0%	50%
Little Canada	12.5%	0%	12.5%
Maplewood	33.3%	2.6%	35.9%
Mounds View	44.4%	0%	44.4%
New Brighton	30.8%	7.7%	38.5%
North Oaks	0%	0%	0%
North St. Paul	13.3%	0%	13.3%
Roseville	37.5%	8.3%	45.8%
St. Anthony	25%	25%	50%
Shoreview	61.5%	0%	61.5%
South St. Paul	5.3%	0%	5.3%
Vadnais Heights	30%	0%	30%
West St. Paul	21.1%	0%	21.1%
White Bear Lake	40%	6.7%	46.7%
White Bear Township	60%	0%	60%
St. Paul Neighborhoods			
Como	33.3%	0%	33.3%
Dayton’s Bluff	57.1%	0%	57.1%
Downtown	21.4%	3.6%	25.0%
Greater East Side	38.9%	0%	38.9%
Hamline-Midway	38.5%	7.7%	46.2%
Highland	13.3%	6.7%	20%
Macalester-Groveland	12.5%	0%	12.5%
Merriam Park-Snelling	15%	0%	15%
North End	40%	5%	45%
Payne-Phalen	31.4%	0%	31.4%
St. Anthony Park	11.1%	0%	11.1%
Summit Hill	22.2%	0%	22.2%
Summit-University	15%	0%	15%
Sunray-Battlecreek	35.7%	0%	35.7%
Thomas-Dale	23.5%	0%	23.5%
West Seventh	20%	0%	20%
West Side	18.2%	0%	18.2%

Exterior Tobacco Advertising Coverage

- Shoreview had the highest percentage (47.06%) of stores with “moderate” or “in your face” exterior tobacco advertising coverage of any city or neighborhood in the data collection area. Shoreview had a total of 17 licensed tobacco vendors that were still in business and still selling tobacco at the time of data collection; 8 of these had “moderate” levels of exterior tobacco advertising coverage.
- The Greater East Side neighborhood of St. Paul had the highest percentage (14.29%) of stores with “in your face” exterior tobacco advertising coverage and the second highest percentage (42.86%) of stores with “moderate” or “in your face” coverage. The Greater East Side had 21 licensed tobacco vendors who were in still business and still selling tobacco at the time of data collection; 6 of these had “moderate” levels of exterior tobacco advertising coverage and 3 had “in your face” levels of exterior tobacco advertising coverage.

Interior Tobacco Advertising Coverage

- Falcon Heights had the highest percentage (66.7%) of stores with “moderate” or “in your face” tobacco advertising. However, with just 3 stores total, this number is a bit deceptive. Shoreview had the second highest percentage (61.5%) of “moderate” or “in your face” interior tobacco advertising. In Shoreview, interior advertising assessments were conducted on 13 licensed tobacco vendors that were still in business and still selling tobacco at the time of data collection; 8 of these had “moderate” levels of interior tobacco advertising coverage. The Dayton’s Bluff Neighborhood of St. Paul had the third highest percentage (57.1%) of stores with “moderate” or “in your face” interior tobacco advertising coverage. In the Dayton’s Bluff neighborhood, interior advertising assessments were conducted on 14 licensed tobacco vendors that were still in business and still selling tobacco at the time of data collection; 8 of these had “moderate” levels of interior tobacco advertising coverage.
- St. Anthony had the highest percentage (25%) of stores with “in your face” interior tobacco advertising coverage. St. Anthony had just 4 licensed tobacco vendors who were still in business and still sold tobacco at the time of data collection. Roseville had the second highest percentage (8.3%) of stores with “in your face” interior tobacco advertising coverage. At the time of data collection, Roseville had 24 licensed tobacco vendors that were still in business and still selling tobacco; 2 of these had “in your face” levels of interior tobacco advertising.

Menthol Advertisements:

By City/ Neighborhood

Number of Interior Menthol Ads per 10,000 Population by City/ Neighborhood (n=491)

City/ Neighborhood	Total # Interior Menthol Ads	Number of Interior Menthol Ads per 10,000 Population
Arden Hills	11	11.4
Falcon Heights	9	16.2
Gem Lake	0	0
Lauderdale	16	67.7
Little Canada	19	19.4
Maplewood	76	21.7
Mounds View	19	14.9
New Brighton	38	17.1
North Oaks	0	0
North St. Paul	15	12.6
Roseville	68	20.2
St. Anthony	14	59.6
Shoreview	47	18.1
South St. Paul	11	5.5
Vadnais Heights	19	14.5
West. St. Paul	47	24.2
White Bear Lake	71	29.6
White Bear Township	11	250
<i>St. Paul Neighborhoods</i>		
Como	8	6.4
Dayton's Bluff	27	15.2
Downtown	47	81.8
Greater East Side	23	8.7
Hamline-Midway	55	46.5
Highland	52	22.4
Macalester-Groveland	11	5.6
Merriam Park-Snelling	72	38.3
North End	49	19.9
Payne-Phalen	43	13.6
St. Anthony Park	20	32.9
Summit Hill	11	16.3
Summit-University	46	25.3
Sunray-Battlecreek	16	8
Thomas-Dale	34	19.7
West Seventh	26	25
West Side	13	6.8

Number of Exterior Menthol Ads per 10,000 Population by City/ Neighborhood (n=543)

City/ Neighborhood	Total # Interior Menthol Ads	Number of Interior Menthol Ads per 10,000 Population
Arden Hills	1	1.04
Falcon Heights	6	10.8
Gem Lake	0	0
Lauderdale	7	29.6
Little Canada	3	3.1
Maplewood	24	6.9
Mounds View	9	7.1
New Brighton	9	4.1
North Oaks	0	0
North St. Paul	0	0
Roseville	16	4.7
St. Anthony	0	0
Shoreview	1	0.4
South St. Paul	2	1
Vadnais Heights	11	8.4
West. St. Paul	6	3.1
White Bear Lake	12	5
White Bear Township	0	0
St. Paul Neighborhoods		
Como	2	1.6
Dayton's Bluff	24	13.5
Downtown	17	29.6
Greater East Side	25	9.4
Hamline-Midway	16	13.5
Highland	11	4.7
Macalester-Groveland	10	5.1
Merriam Park-Snelling	25	13.3
North End	22	8.9
Payne-Phalen	29	9.2
St. Anthony Park	2	3.3
Summit Hill	1	1.5
Summit-University	33	18.1
Sunray-Battlecreek	17	8.5
Thomas-Dale	25	14.5
West Seventh	10	9.6
West Side	7	4.3

The city of Lauderdale and the Downtown neighborhood of St. Paul are tied for the highest number of exterior menthol ads per 10,000 population. However, Lauderdale has just 2 stores. Such a small sample size makes this result somewhat misleading. Additionally, the Downtown neighborhood result is skewed as a result of the fact that

this neighborhood has a large number of stores that are used by people who work Downtown St. Paul. Once the work day is over, these same people leave Downtown, a neighborhood with a small number of residents. The Summit-University neighborhood of St. Paul has the third highest number of exterior menthol ads (18.1) per 10,000 population. The Summit-University neighborhood is known for having a large African American population.

Percent of Stores with >=5 Interior Menthol Ads by City/ Neighborhood (n=491)

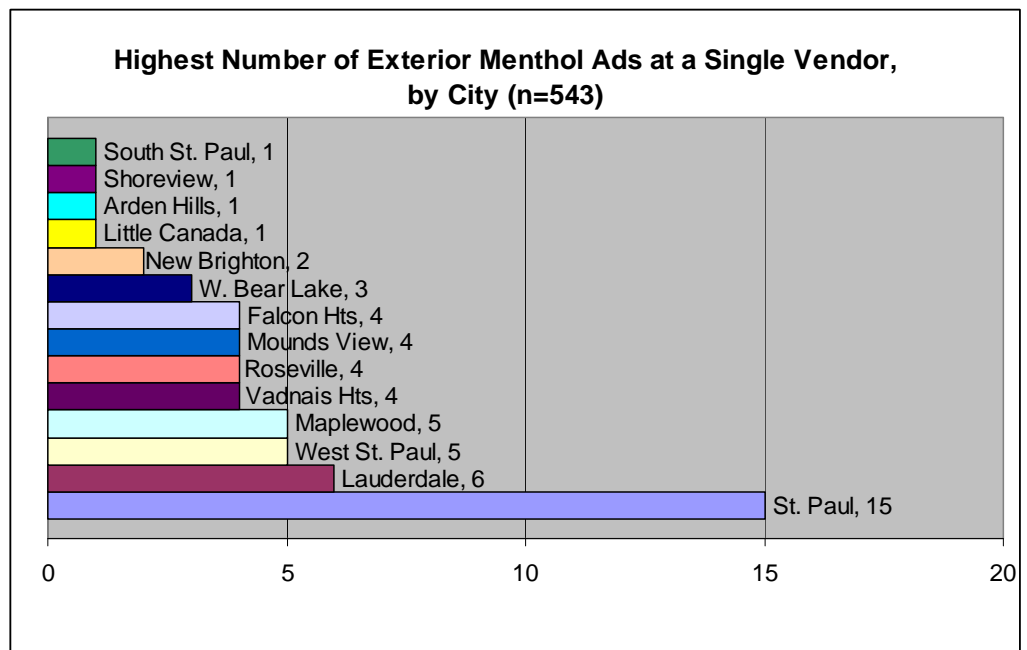
City/ Neighborhood	% of Stores
Arden Hills	14.3%
Falcon Heights	33.3%
Gem Lake	0%
Lauderdale	100%
Little Canada	25%
Maplewood	18%
Mounds View	22.2%
New Brighton	15.4%
North Oaks	0%
North St. Paul	6.7%
Roseville	33.4%
St. Anthony	50%
Shoreview	53.8%
South St. Paul	0%
Vadnais Heights	30%
West St. Paul	21.1%
White Bear Lake	20%
White Bear Township	20%
St. Paul Neighborhoods	
Como	33.3%
Dayton's Bluff	21.4%
Downtown	17.9%
Greater East Side	5.6%
Hamline-Midway	38.5%
Highland	40%
Macalester-Groveland	12.5%
Merriam Park-Snelling	45%
North End	25%
Payne-Phalen	2.9%
St. Anthony Park	22.2%
Summit Hill	12.5%
Summit-University	30%
Sunray-Battlecreek	14.3%
Thomas-Dale	29.4%
West Seventh	20%
West Side	9.1%

Percent of Stores with >=5 Exterior Menthol Ads by City/ Neighborhood (n=543)

City/ Neighborhood	% of Stores
Arden Hills	0%
Falcon Heights	0%
Gem Lake	0%
Lauderdale	50%
Little Canada	0%
Maplewood	2.3%
Mounds View	0%
New Brighton	0%
North Oaks	0%
North St. Paul	0%
Roseville	0%
St. Anthony	0%
Shoreview	0%
South St. Paul	0%
Vadnais Heights	0%
West St. Paul	4.6%
White Bear Lake	0%
White Bear Township	0%
St. Paul Neighborhoods	
Como	0%
Dayton's Bluff	6.7%
Downtown	3.5%
Greater East Side	4.8%
Hamline-Midway	0%
Highland	5.9%
Macalester-Groveland	11.1%
Merriam Park-Snelling	9.1%
North End	0%
Payne-Phalen	0%
St. Anthony Park	0%
Summit Hill	0%
Summit-University	9.5%
Sunray-Battlecreek	13.3%
Thomas-Dale	11.1%
West Seventh	0%
West Side	0%

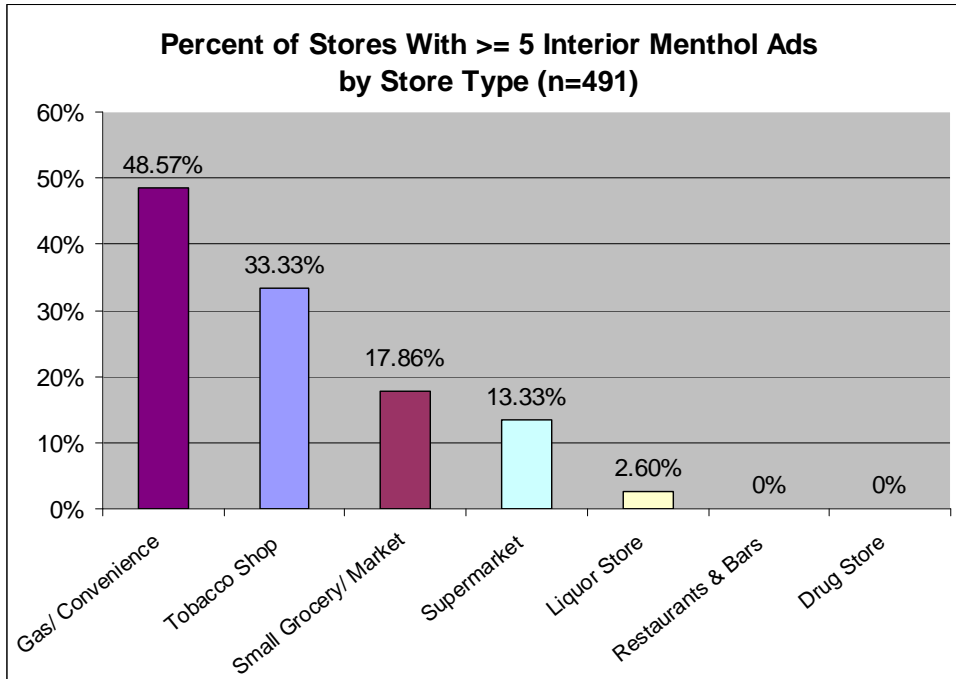
- The city of Lauderdale had the highest percentage (100%) of stores with 5 or more interior menthol ads. However, as Lauderdale only has 2 licensed tobacco vendors with completed interior assessments, this number could be misleading. Shoreview had the second highest percentage (53.8%) of stores with 5 or more menthol ads. Interior assessments for 13 licensed tobacco vendors in Shoreview were completed; 8 of these had 5 or more interior menthol ads. The Merriam Park-Snelling neighborhood of St. Paul had the third highest percentage (45%) of stores with 5 or more menthol ads. Interior assessments for 20 licensed tobacco vendors in the Merriam Park-Snelling neighborhood were completed; 9 of these had 5 or more interior menthol ads.
- The city of Lauderdale had the highest percentage (50%) of licensed tobacco vendors with 5 or more exterior menthol ads. However, at the time of assessment, Lauderdale had only 2 licensed tobacco vendors that were still in business and still selling tobacco. The Sunray-Battlecreek neighborhood of St. Paul had the second highest percentage (13.3%) of stores with 5 or more exterior menthol ads. At the time of assessment, the Sunray-Battlecreek neighborhood had 15 licensed tobacco vendors that were still in business and still selling tobacco; 2 of these had 5 or more exterior menthol ads.
- Across the board, licensed tobacco vendors in all cities and neighborhoods seem to have much more interior menthol advertising than exterior menthol advertising. All but two of the cities and neighborhoods had licensed tobacco vendors with 5 or more interior menthol ads. On the other hand, only 34% of the cities/neighborhoods in the sample had stores with 5 or more exterior menthol ads.

- The city of St. Paul contains the vendor with the highest number of exterior menthol ads. This vendor, which is located in the Greater East Side neighborhood, had 15 exterior menthol ads.



- All vendors in the cities of Gem Lake, North Oaks, North St. Paul, St. Anthony, and White Bear Township had no exterior menthol advertising.

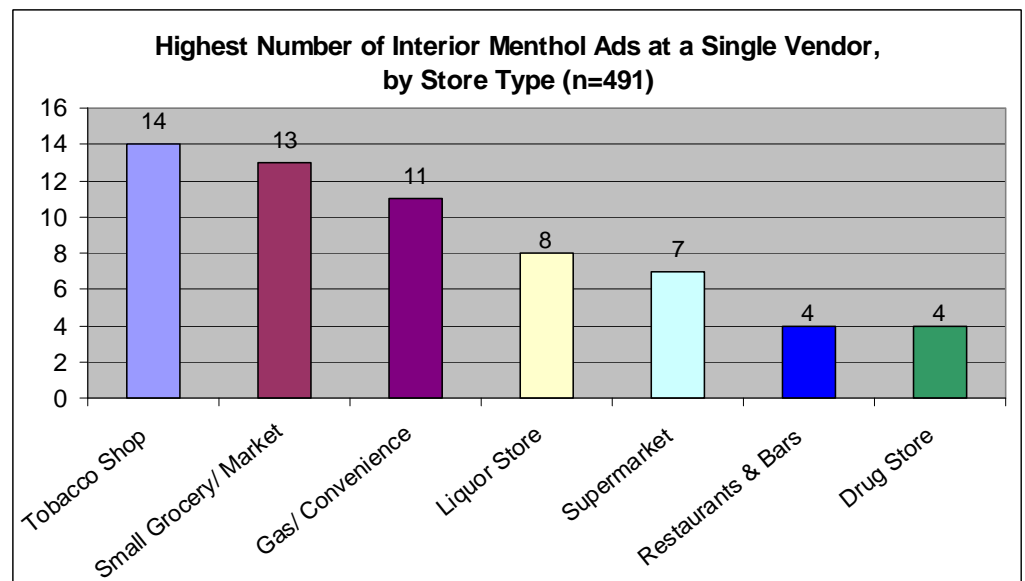
By Store Type



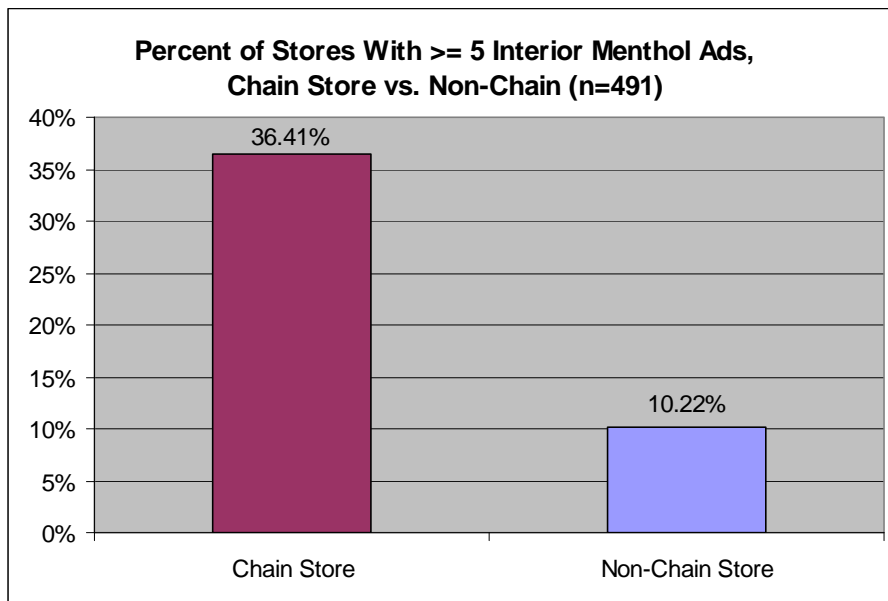
- The Gas/Convenience category had the highest percentage (48.57%) of stores with 5 or more interior menthol ads.
- The Restaurant & Bars and Drug Store categories had the lowest percentage of stores (both with 0%) with 5 or more interior menthol ads.

- The Tobacco Shop category had the store with the highest number of interior menthol ads; this store had 14 ads.

- Both the Restaurants & Bars and Drug Store categories had the lowest number of interior menthol ads. In these categories, the highest number of menthol ads in a single store was 4.



Chain Stores vs. Non-Chain Stores

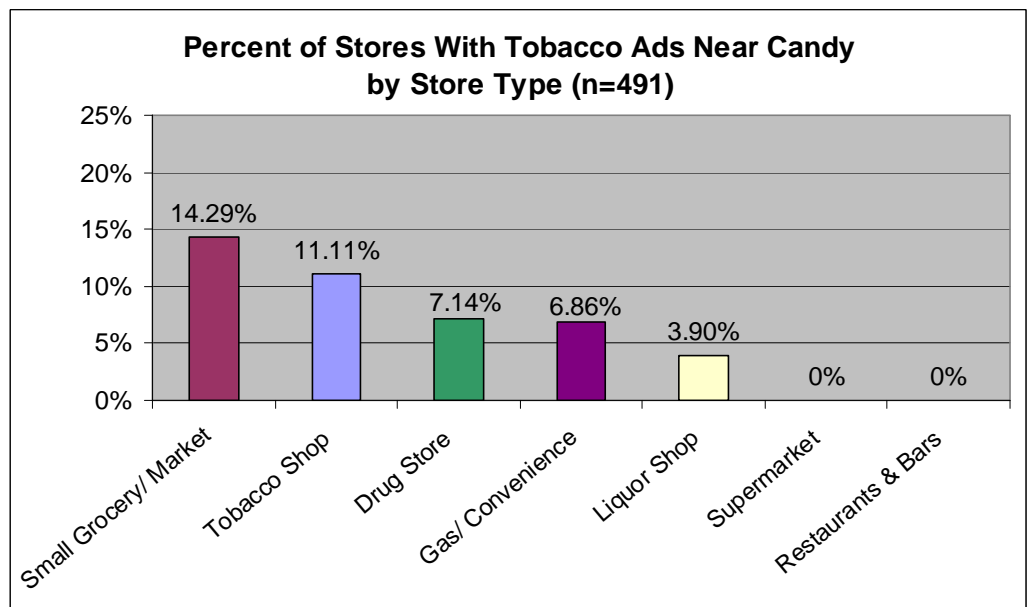


- Chain stores such as Holiday, Super America, and BP, had a higher percentage of stores with 5 or more interior menthol ads (36.41%) than non-chain stores (10.22%).
- However, the non-chain store category had the store with the largest number (14) of interior menthol ads.

Advertising Near Candy or Toys:

For the following graphs, only the stores with completed interior assessments were included (n=491).

- The Small Grocery/ Market category had the highest percentage of stores with ads near candy (14.29%).
- The Supermarket and Restaurants & Bars categories had the lowest percentage of stores with ads near candy.

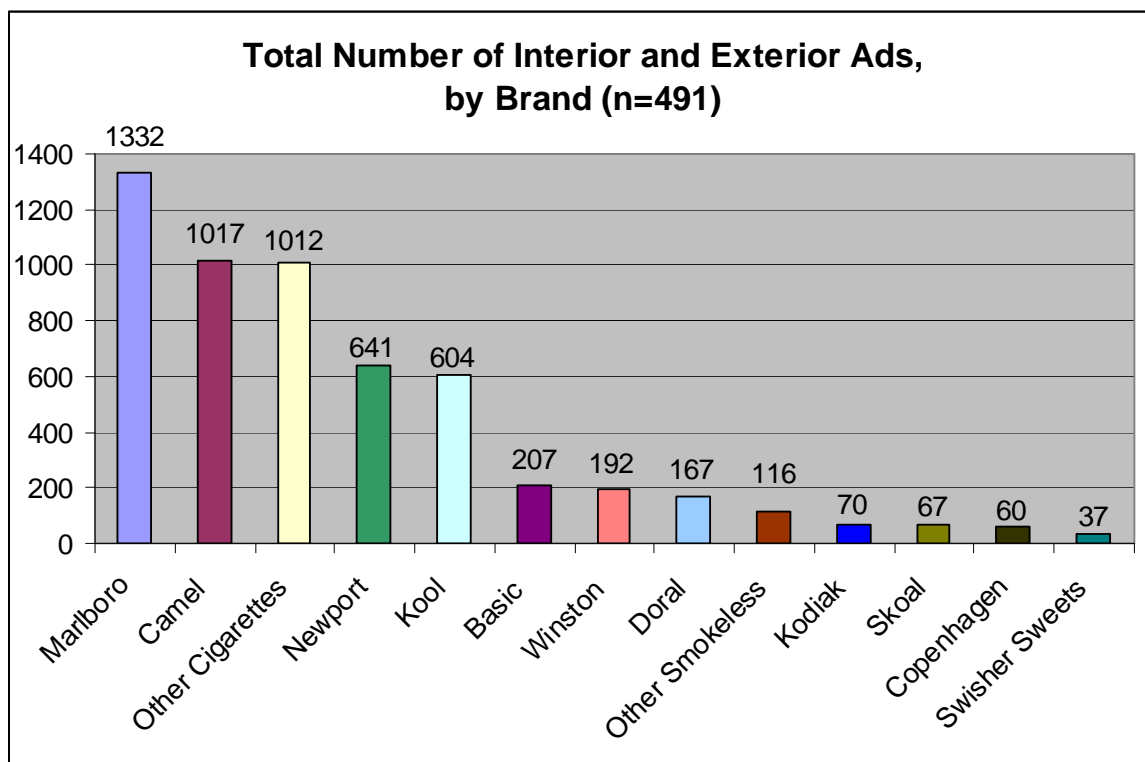


Both of these categories had no stores where tobacco ads were close to candy.

- Only one store of the 491 with completed interior advertising assessments had tobacco ads that were: “Next/ near child items (toys, formula).” This store was a supermarket in Roseville.

Interior and Exterior Advertisements by Brand:

Only data from assessments that were completed (both exterior and interior) are included in this section (n=491)



In terms of “branded” cigarettes/ tobacco, assessors reported seeing ads for Marlboro, Camel, and Newport the most. According to a recent report from the Centers for Disease Prevention and Control², these three brands are also the most commonly preferred brands among youth aged 12-17; 81% of smokers in this age group report preferring one of these brands. African American youth reported preferring the Newport brand at significantly higher rates than youth in other racial/ ethnic groups. Newport cigarettes are mentholated.

² MMWR, Feb. 19, 2009. “Cigarette Brand Preference Among Middle and High School Students Who Are Established Smokers --- United States, 2004 and 2006.” 58(05);112-115.
<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5805a3.htm>

Other Findings:

- Stores in block groups with a larger proportion of the population under age 18 were more likely to have exterior tobacco advertising ($p = 0.02$) but were no more likely to have interior advertising ($p = 0.84$).
- No candy tobacco/ look-a-like products were observed by the adult data collectors. However, staff from many of the youth-serving agencies who are part of RTC reported that the youth they work with found candy cigarettes and other “toy” tobacco products. Products such as lighters that looked like toys and beef jerky and bubblegum which were in containers that resembled smokeless tobacco tins were observed on multiple occasions. Such results indicate that these look-a-like/ toy tobacco products are targeted towards youth, which would explain why youth, and not the adult data collectors, were able to spot them in-store.