



International Tobacco Control
Policy Evaluation Project

Does banning displays of cigarette products at point of sale affect smoker?

: Findings from the International Tobacco Control Policy Survey

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Objective

To evaluate the affects of banning displays of cigarette products at point of sale affect smoker on knowledge, smoking behavior of adult smokers in Thailand.

Methods

Sample:

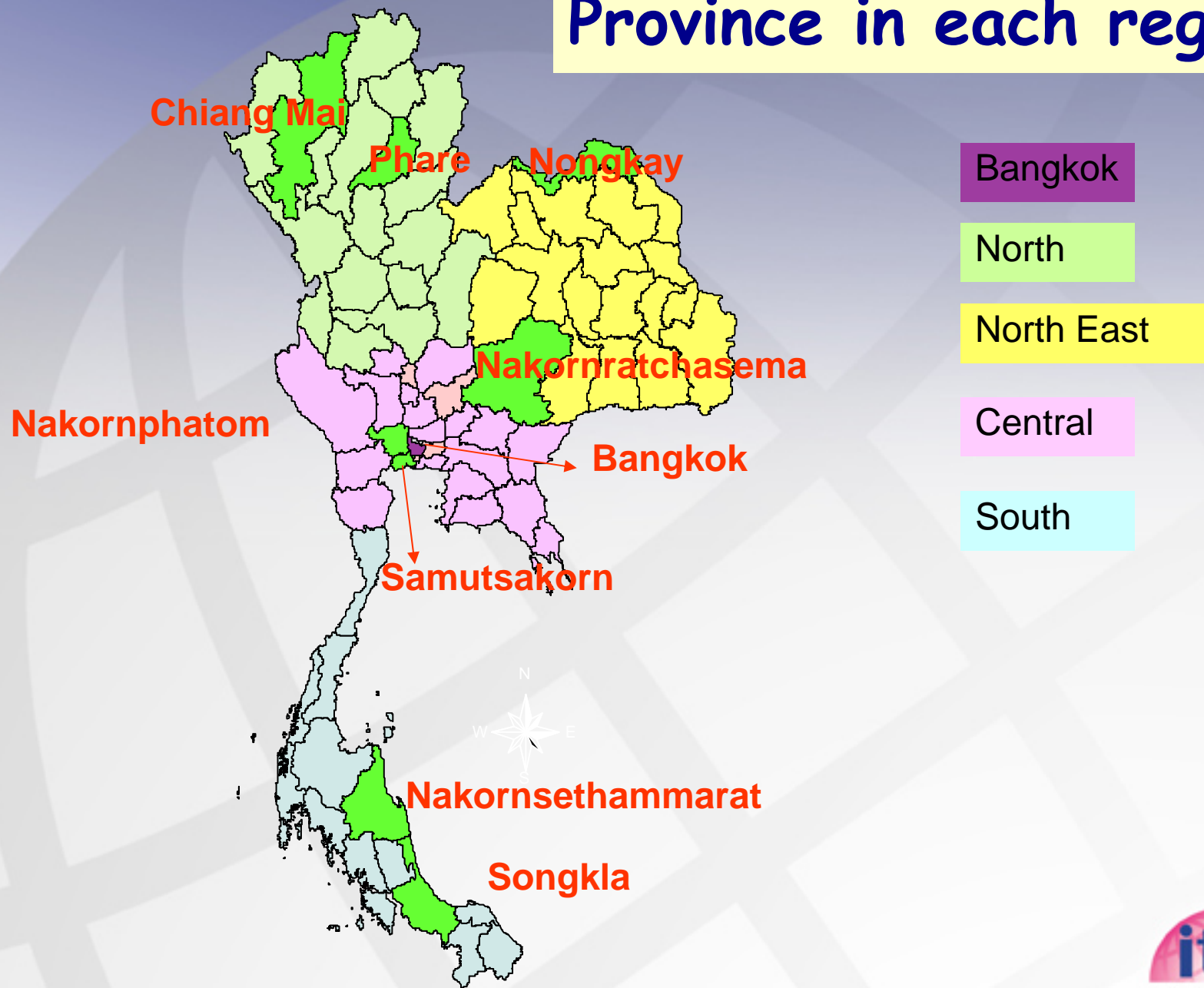
Cohort of 2,000 adult smokers age 18 years and over (Male & Female)

Tools: Interview questionnaire for adult smokers

Sampling Design : Stratified Multi-stage Sampling

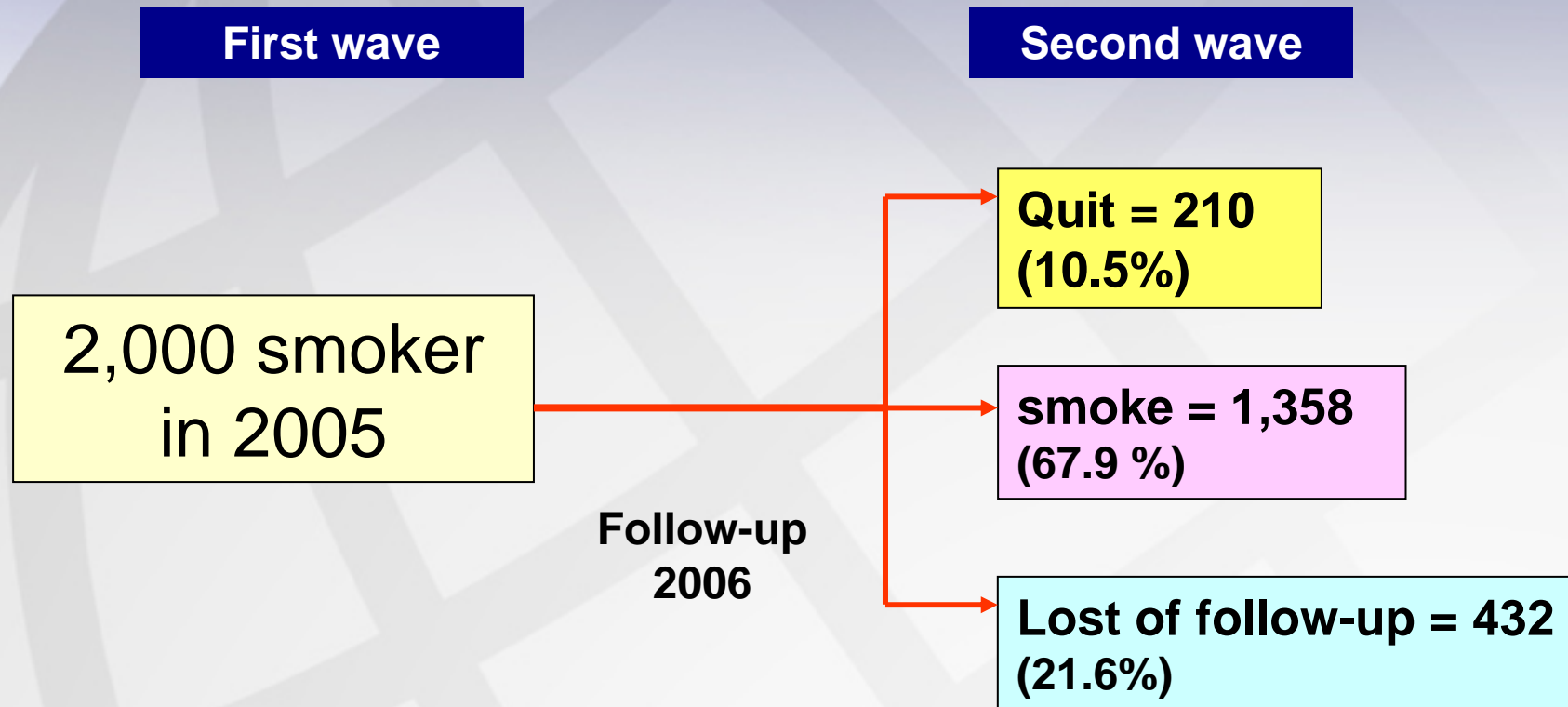
Results presented here on 2006 data are preliminary

Province in each region



Initial survey January to March 2005

Follow-up August-September 2006



Results presented here on 2006 data are preliminary

Smoking status and age group of adult smokers

Age group (years)	smoker (%)	Quitter (%)	Total (%)
18 - 24	3.8	2.3	3.6
25 - 39	21.2	11.0	19.8
40 -54	42.5	41.0	42.3
More than 55	32.5	45.7	34.3
Total	100.0	100.0	100.0
Total number	1358	210	1,568

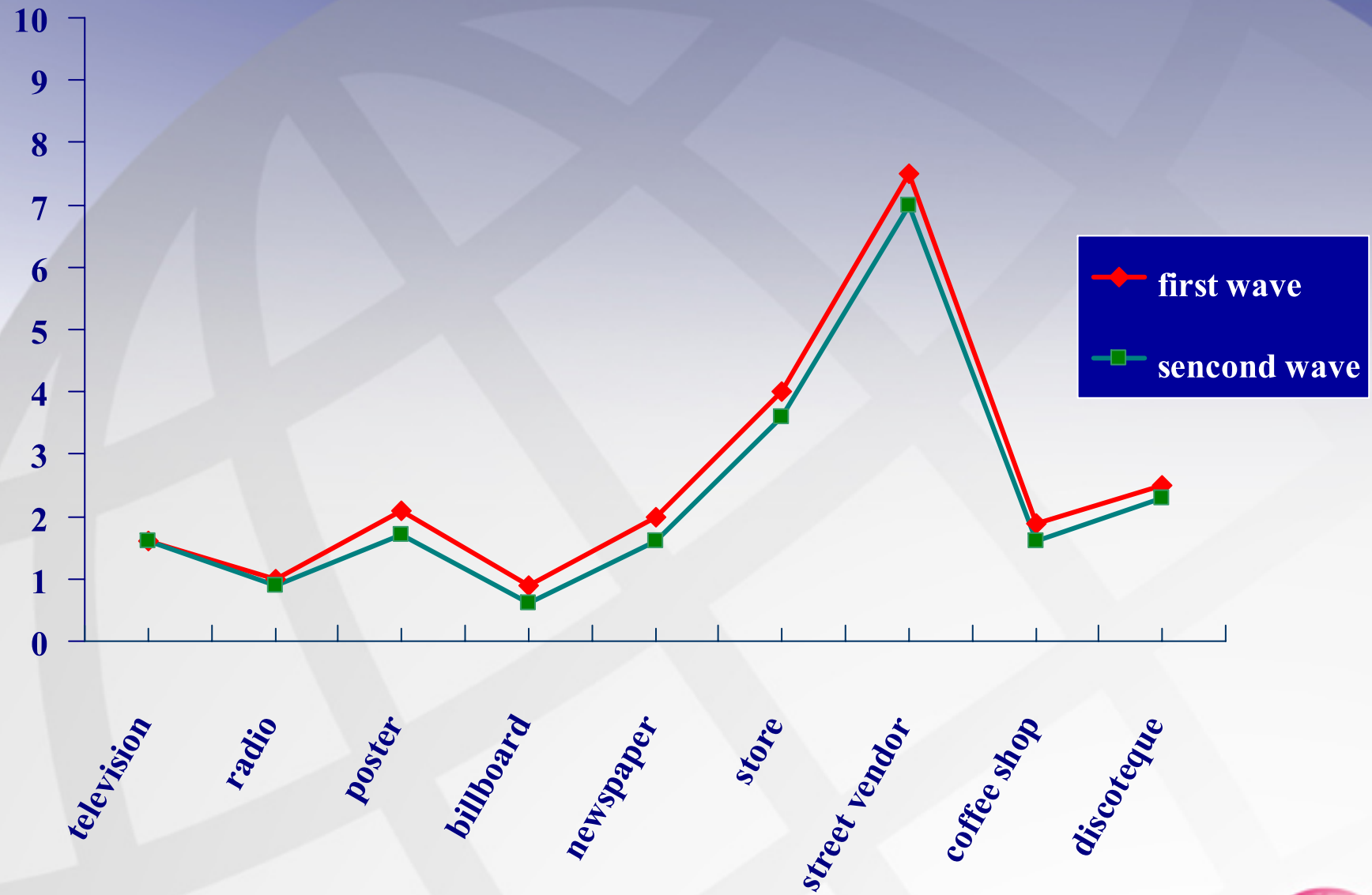
Displays of cigarette products at point of sale

Before



After





Aware of Banning Display Policy*

Aware of Banning Display Policy	Urban	Rural	Total
Yes	95.0	90.3	91.5
No	5.0	9.7	8.5

* Significant at 0.01 level

Support complete bans on tobacco **advertisements** inside shops and stores

Support complete bans on tobacco advertisements inside shops and stores	Urban	Rural	Total
Not at all	5.3	4.8	4.9
A little bit	14.3	12.3	12.9
A lot	80.4	82.9	82.2

Support complete bans on **displays** of cigarettes inside shops and stores

Support complete bans on displays of cigarettes inside shops and stores	Urban	Rural	Total
Not at all	6.3	4.9	5.3
A little bit	13.8	10.8	11.6
A lot	79.9	84.3	83.1

Displays of cigarettes inside stores and shops encourage young people to take up smoking

Displays of cigarettes inside stores and shops encourage young people to take up smoking	Urban	Rural	Total
Yes	80.1	82.5	81.8
No	19.9	17.5	18.2

How effective the government ban on display of cigarettes inside stores and shops will be reducing the amount people smoke

The effect of banning display on smoker	Urban	Rural	Total
Very effective	32.4	47.7	39.9
A little bit effective	42.1	42.0	42.0
Not effective	25.5	15.3	18.1

* Significant at 0.01 level

Conclusions

- **There is strong public support for the ban on display of cigarettes**
- **It as strong as support for bans on tobacco advertising**
- **Most smokers and quitter believe displays encourage youth smoking**
- **Most smokers believe that the ban is helping them reduce their consumption**
 - **40% believe it is very effective**

International Tobacco Control Policy Evaluation Project

<http://www.itcproject.org>



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