

# Support for a point-of-sale cigarette display ban among smokers: findings from the International Tobacco Control (ITC) Netherlands Survey

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## Abstract

**Background:** Displaying tobacco products at point-of-sale (PoS) has become an important marketing strategy for the tobacco industry. This study was designed to (1) examine how support for a PoS cigarette display ban changed among Dutch smokers between 2010 and 2015 and (2) identify the variables that predict support among smokers for a PoS cigarette display ban.

**Methods:** Longitudinal data from six annual survey waves (2010-2015) from the International Tobacco Control (ITC) Netherlands Survey were analyzed. The sample consisted of between 1279 and 1800 smokers per year. Smokers were asked whether they supported a complete ban on displays of cigarettes inside shops and stores.

**Results:** Support for a PoS cigarette display ban increased from 28.9% in 2010 to 42.5% in 2015 (OR = 1.40,  $p < 0.001$ ). A multiple logistic regression analysis revealed that support for a PoS display ban of cigarettes was more likely among smokers who had more knowledge about the health risks of smoking (OR = 3.97,  $p < 0.001$ ), believed smoking-related health risks to be severe (OR = 1.39,  $p < 0.001$ ), had a more positive attitude towards quitting smoking (OR = 1.44,  $p = 0.006$ ), reported stronger social norms to quit smoking (OR = 1.29,  $p = 0.035$ ), had a higher self-efficacy for quitting smoking (OR = 1.31,  $p = 0.001$ ), and had stronger intentions to quit smoking (OR = 1.23,  $p = 0.006$ ).

**Conclusions:** This paper showed that support for a PoS display ban of cigarettes increased among smokers in the Netherlands over the years. To further increase support, educational campaigns about the dangers of smoking, and campaigns that encourage quitting may be needed.

## Recommended Citation

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