

2018 Oregon Tobacco and Alcohol Retail Assessment Report

Klamath County

This summary provides state and county results from Oregon’s 2018 Tobacco and Alcohol Retail Assessment (TARA) on key measures relating to youth exposure to product, placement, promotion and price of alcohol and tobacco products in the retail environment.

Outside advertising	County (%)	State (%)	Question wording
Cigarettes (Menthol/non-menthol)	57.0	43.6	Which products are advertised OUTSIDE the store (on windows/doors, building, sidewalk or elsewhere)?
Cigarillos/Little cigars	21.5	9.9	
Large cigars	1.3	2.0	
Smokeless tobacco such as chew, snuff, dip or snus	12.7	18.4	
E-cigarettes	16.5	19.3	
Any tobacco advertising	62.0	49.3	At least one or more products are advertised outside the store.
Alcoholic beverages	54.4	50.1	
Co-branding of alcohol and universities	7.6	8.3	
Sugary drinks	65.8	56.1	
Store characteristics	County (%)	State (%)	Question wording
Pharmacy counter	6.3	15.2	Does the store have a pharmacy counter?
WIC/SNAP benefits accepted	63.3	73.9	WIC and/or SNAP (i.e., food stamps, EBT) accepted here?

Tobacco Products			Total minor accessible tobacco retailers in Klamath County: 78
Inside advertising	County (%)	State (%)	Question wording
Flavored advertisements	24.1	54.4	Any flavored tobacco advertisements?
Ads appealing to youth	0.0	9.1	Any ads within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?
Price promotion advertising	60.8	63.9	Any price promotional advertisements?
Flavored tobacco product availability	County (%)	State (%)	Question wording
Cigarettes	89.6	96.4	Flavored products? (menthol for cigarettes)
E-cigarettes	76.5	92.9	
Cigarillos/Little cigars	86.8	94.9	
Smokeless tobacco such as chew, snuff, dip or snus	84.1	94.1	
Any flavored tobacco product	87.3	93.2	At least one or more flavored products available
Tobacco products placed in areas that are appealing to youth	County (%)	State (%)	Question wording
Cigarettes	2.6	8.8	Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?
E-cigarettes	2.9	12.4	
Cigarillos/Little cigars	4.4	10.8	
Smokeless tobacco such as chew, snuff, dip or snus	2.9	5.7	
Any tobacco placed near candy or toys	8.9	19.7	At least one or more products within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream
Tobacco products advertisements placed in areas that are appealing to youth	County (%)	State (%)	Question wording
Cigarettes	19.5	15.7	Product ad within 3 feet of the floor INSIDE the store?
E-cigarettes	11.8	9.4	
Cigarillos/Little cigars	5.9	9.3	
Smokeless tobacco such as chew, snuff, dip or snus	7.3	6.2	
Any tobacco products ads in places appealing to youth	22.8	21.4	At least one or more product ad within 3 feet of the floor INSIDE the store

Tobacco products price promotions	County (%)	State (%)	Question wording
Cigarettes (non-menthol)	48.1	52.0	Any price promotions?
Cigarettes (menthol)	27.5	45.9	
E-cigarettes	23.5	24.3	
Cigarillos/Little cigars	26.5	29.4	
Smokeless tobacco such as chew, snuff, dip or snus	18.8	31.9	
Any tobacco products price promotion	60.8	63.9	At least one or more products offered at a price promotion
Cigarillos advertised for less than \$1.00	57.4	56.6	Advertised for less than \$1?

Alcohol Products

Advertisements inside	County (%)	State (%)	Question wording
Beer	71.8	68.2	Advertisements INSIDE?
Wine	11.3	27.1	
Malt liquor (unflavored)	6.8	12.1	
Alco-pop or wine cooler	4.5	22.1	
Hard cider	0.0	14.1	
Any alcohol advertisements	71.8	73.4	At least one or more alcohol products advertised inside

Alcohol products placed in areas that are appealing to youth	County (%)	State (%)	Question wording
Beer	4.2	34.7	Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?
Wine	26.4	36.8	
Malt liquor (unflavored)	0.0	10.2	
Alco-pop or wine cooler	0.0	13.4	
Hard cider	0.0	7.6	
Any alcohol products placed near candy or toys	23.9	50.4	At least one or more products within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream

Product displays	County (%)	State (%)	Question wording
Beer	57.8	23.3	Any large product displays visible from entrance?
Wine	1.9	10.8	
Malt liquor (unflavored)	0.0	3.0	
Alco-pop or wine cooler	0.0	3.2	
Hard Cider	0.0	1.7	
Any alcohol product display	57.8	29.1	At least one or more large product displays

Alcohol product price promotion	County (%)	State (%)	Question wording
Beer	42.3	20.5	Any price promotions?
Wine	22.6	29.7	
Malt liquor (unflavored)	9.1	24.2	
Alco-pop or wine cooler	9.0	31.2	
Hard cider	5.5	20.5	
Any alcohol advertisement	47.9	53.6	At least one or more tobacco products offered at a price promotion

School affiliations or university cross-promotions	County (%)	State (%)	Question wording
Beer	29.6	17.1	Any school affiliations or university cross-promotions?
Wine	0.0	0.4	
Malt liquor (unflavored)	0.0	0.2	
Alco-pop or wine cooler	0.0	0.3	
Hard cider	0.0	0.4	
Any school affiliation of cross-promotion	29.6	17.7	At least one or more alcohol product cross-promoted with university or school affiliation