

## Cigarette retailers target poor suburbs

A STUDY of tobacco retail outlets in Western Australia has revealed low socio-economic areas have more than four times the density of tobacco outlets than more affluent areas.

Published in the Medical Journal of Australia today, the study shows tobacco outlet density is much higher in poorer and regional areas.

Commissioned by Cancer Council WA, it highlighted the importance of policy approaches to limit the number of tobacco retailers in more disadvantaged areas.

It also found the number of tobacco outlets in WA was more than five times higher in regional areas than affluent city suburbs, results which were reflected in similar studies in the US.

Co-author, University of WA's Associate Professor Lisa Wood, said it also confirmed the marked disparity in Australia in smoking rates between affluent and poorer areas.

It was the first study of its kind in Australia, comparing geographical information system spatial data with data of licensed tobacco outlets.



**POLICY: A call to limit the tobacco retailers.**

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