

## What's in Store for Our Kids

The excerpts below demonstrate the negative impact tobacco company in-store marketing has on our youth, and our communities.

---

**Tobacco companies spend a massive amount of money marketing their products in stores. This includes payments to licensed tobacco retailers to put their products in the most visible locations in the store<sup>1</sup>. As a result, New York state residents, including young people 18 and under, are exposed to a substantial amount of tobacco advertising.**

- In 2006, tobacco companies spent \$12.5 billion nationally on advertising, promotions, and price discounts for wholesalers and retailers.<sup>2</sup>
- In New York State, the tobacco industry spends approximately \$1.1 million per day to market its products.<sup>3</sup>
- Almost every licensed tobacco retailer displays tobacco product advertising, with an average of 18 ads per store.<sup>4</sup>
- Tobacco companies place most of their advertising where young people shop-- in convenience stores, where 75% of teenagers shop at least once a week.<sup>5</sup>

---

<sup>1</sup> Feighery, Ribisl, Achabal, et al. "Retail trade incentives: How tobacco industry practices compare with those of other industries." *American Journal of Public Health*. 89(10):1564-1566 (1999).

<sup>2</sup> U.S. Federal Trade Commission. *Cigarette Report for 2006*. Issued 2009.

<sup>3</sup> Campaign for Tobacco Free Kids. *Estimated tobacco industry marketing in NYS*.  
<http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=NY>

<sup>4</sup> Girlando, Loomis, Watson, et al. "Retail Advertising and Promotions for Cigarettes in New York." RTI report prepared for NYS Department of Health (2007)

<sup>5</sup> Feighery et al. *The 1999 Annual Report of the Promotion Industry, a PROMO Magazine Special Report*.

**Tobacco industry marketing targets young people 18 and under, who are especially vulnerable to tobacco advertising.**

- The U.S. Federal Court of Appeals concluded – beyond any reasonable doubt - that the tobacco industry created highly sophisticated marketing campaigns to get young people to become smokers.<sup>6</sup>
- Young people are almost twice as likely as adults to recall tobacco advertising.<sup>7</sup>
- Tobacco advertising targets the psychological needs of adolescents, such as popularity, peer acceptance and positive self-image.<sup>8</sup>
- Studies show that exposure to cigarette advertising causes nonsmoking adolescents to initiate smoking and to move toward regular smoking.<sup>2</sup>
- Studies show that even brief exposure to tobacco advertising influences adolescents' intentions to smoke.<sup>2</sup>
- Young people are more likely to be influenced by cigarette advertising than by peer pressure.<sup>9</sup>
- Tobacco product advertising and display in stores gives youth the impression that tobacco products are easily accessible.<sup>10</sup>

---

<sup>6</sup> Tobacco Control Legal Consortium, The verdict is in: Findings from the United States v. Phillip Morris, Marketing to Youth (2006)

<sup>7</sup> International Communications Research. National Telephone Survey of Teens Aged 12 to 17. 2007

<sup>8</sup> National Cancer Institute. “The role of media in promoting and reducing tobacco use”. NIH publication no. 07-6242 (2008)

<sup>9</sup> Evans, Farkas, Gilpin, et al. “Influence of tobacco marketing and exposure to smokers on adolescent susceptibility to smoking. Journal of the National Cancer Institute. 87(19):1538-1545 (1995).

<sup>10</sup> Wakefield, Germain, et al. “An experimental study of effects on schoolchildren of exposure to point-of-sale cigarette advertising and pack displays.” Health Education Research Theory and Practice. 21(3):338-347 (2006)

**Tobacco products are readily available to young people 18 and under in communities across New York State, and the number of licensed tobacco retailers in a community or neighborhood affects youth smoking behaviors and access to tobacco products.**

- ***Phrased another way: The more licensed tobacco retailers there are, the greater the access for young people, and the more likely they are to obtain and use tobacco products.***
- There is one licensed tobacco retailer for every 194 children in NYS.<sup>11</sup>
- In 2008, one-in-twelve New York tobacco retailers was caught selling tobacco products to minors during annual compliance checks.<sup>12</sup>
- Despite record levels of compliance with laws restricting tobacco sales to minors, 1-in-5 high school smokers usually obtain their cigarettes by purchasing them in retail stores.<sup>13</sup>
- Greater concentration of tobacco retailers is associated with illegal cigarette purchases by young people<sup>14</sup> and higher rates of youth smoking prevalence.<sup>15</sup>
- Reducing retail tobacco outlet density is a viable policy for preventing youth smoking.<sup>16</sup>

---

<sup>11</sup> New York county-specific licensure, population, and non-compliance data fact sheet.

<sup>12</sup> New York State Department of Health. Youth Access Tobacco Enforcement Program Annual Report. (2009)

<sup>13</sup> New York State Department of Health. Youth Tobacco Survey. (2008)

<sup>14</sup> Leatherdale, Strath. "Tobacco retailer density surrounding schools and cigarette access behaviors among underage smoking students." *Annals of Behavioral Medicine*. 33(1):105-111 (2007)

<sup>15</sup> Henriksen, Feighery, Schleicher, et al. "Is adolescent smoking related to the density and proximity of tobacco outlets and retail cigarette advertising near schools?" *Preventive Medicine*. 47:210-214 (2008)

<sup>16</sup> Novak, Reardon, Raudenbush, et al. "Retail tobacco outlet density and youth cigarette smoking: A propensity modeling approach." *American Journal of Public Health*. 96(4):670-676 (2006)