Your Local Store May Serve as a Recruitment Center . . .

- Tobacco advertisements effectively target nonsmoking youth, contrary to industry claims that their advertisements are only for adult smokers and adult non-smokers.¹
- Nearly two-thirds of stores that sell tobacco products participate in industry marketing programs.²
- 92 percent of retail stores contain at least one tobacco branded marketing item, such as an ad or display.³
- The typical retail store has more than 12 tobacco promotional items on display.⁴
- Retailers were paid a combined $321.2 million by the tobacco industry in 2013 to sell and display tobacco products in accordance with tobacco industry design.⁵

… for New Youth Smokers:

- The U.S. Surgeon General has concluded that tobacco marketing (including at the point of sale) causes youth to begin smoking.⁶
  - Studies have found a direct, positive relationship between tobacco advertising and likelihood of youth smoking, regardless of youth impressionability.⁷
  - Exposure to retail marketing distorts youth perceptions of availability, use, and popularity of cigarettes, and increases the likelihood of smoking initiation.⁸
  - The odds of smoking initiation are notably higher for youth who regularly visit stores where point-of-sale marketing is prevalent.⁹
- Store surveys of tobacco retailers reveal that in store tobacco marketing is attractive to youth:
  - More than 20 percent of stores have cigarette advertisements at children’s eye level.¹⁰
  - The majority of tobacco retailers carry products particularly appealing and accessible to youth, such as flavored tobacco products, and inexpensive singles of products with no minimum package size requirement (like cigarillos, e-cigarettes).¹¹
- Youth are highly exposed to tobacco marketing in the retail environment.
  - The majority of youth visit convenience stores at least once per week.¹²
  - Young people are nearly twice as likely as adults to recall tobacco advertising. In fact, one survey found that while only 25 percent of adults recalled seeing tobacco advertising the past 2 weeks, 45 percent of youth recalled seeing advertising.¹³
- Stores popular with middle school students contained twice as much shelf space for Marlboro, Camel, and Newport cigarettes – the cigarette brands most popular with teens – in comparison to other stores in the same community.¹⁴
References


2 Ellen C. Feighery et al., Retailer Participation in Cigarette Company Incentive Programs is Related to Increased Levels of Cigarette Advertising and Cheaper Cigarette Prices in Stores, 38 PREVENTIVE MED. 876, 879 (2004).


4 Feighery, supra note 2, at 882.

5 FED. TRADE COMM’N, CIGARETTE REPORT FOR 2013, at 3 (2016); FED. TRADE COMM’N, SMOKELESS TOBACCO REPORT FOR 2013, at 4 (2016).


7 Reiner Hanewinkel et al., Cigarette Advertising and Adolescent Smoking, 38 AM. J. PREVENTATIVE MED. 359, 366 (2010), available at http://www.cfah.org/hbns/archives/viewSupportDoc.cfm?supportingDocID=897. (“[T]he association between tobacco advertising and youth smoking is specific to tobacco advertising content and not simply a marker of an adolescent who is generally receptive to marketing.”).

8 See U.S. DEP’T OF HEALTH AND HUMAN SERVICES, OFFICE OF THE SURGEON GENERAL, supra note 6 at 851–852; L. Henriksen et al., Reaching youth at the point of sale: cigarette marketing is more prevalent in stores where adolescents shop frequently, 13 TOB. CONTROL 315–318 (2004); Lisa Henriksen et al., Effects on Youth of Exposure to Retail Tobacco Advertising, 32 J. APPL. SOC. PSYCHOL. 1771–1789 (2002).

9 Lisa Henrikson et al., A Longitudinal Study of Exposure to Retail Cigarette Advertising and Smoking Initiation, 126 PEDIATRICS 232, 236 (2010), available at http://pediatrics.aappublications.org/content/126/2/232.full.html, (finding youth between 11 and 14 years old who regularly visited stores with point-of-sale tobacco ads were at least twice as likely to try smoking as those who made less frequent visits).

10 CENTER FOR PUBLIC HEALTH SYSTEMS SCIENCE. Point-of-Sale Report to the Nation: Realizing the Power of States and Communities to Change the Tobacco Retail and Policy Landscape. St. Louis, MO: Center for Public Health Systems Science at the Brown School at Washington University in St. Louis and the National Cancer Institute, State and Community Tobacco Control Research Initiative, 9 (2016) (reporting that 20 percent of stores surveyed had cigarette advertisements within 3 feet of the floor).

11 Id., (reporting that more than 80 percent of stores surveyed had flavored cigarillos available, nearly 70 percent had flavored smokeless tobacco available, and 80, 70 and 53 percent of stores carried singles of cigarillos, e-cigarettes, and large cigars respectively).


14 Lisa Henriksen et al., supra note 8, at 315 (evaluating California retailers).