

Tobacco Marketing: Other Facts and Figures

Youth Impact

- Studies show that tobacco product marketing at the point-of-sale (POS) provides cues to smoking, influences smoking initiation among youth, and stimulates purchasing among smokers trying to quit. ^{1,2,3}
- Youth who visit convenience stores more than twice per week are 64% more likely to begin smoking within the next twelve months than their peers who visit convenience stores less than once per week. ⁴
- Young people are almost twice as likely as adults to recall tobacco advertising. ⁵
- The more tobacco retailers there are near schools, the more likely children are to smoke. ⁶
- There is approximately one licensed tobacco retailer for every 194 children in New York State.
- Tobacco product advertising and display in stores gives youth the impression that tobacco products are easily accessible. ⁷
- Each year in NYS, 22,500 youth become new daily smokers and 31.6 million packs of cigarettes are bought or smoked by NYS children. ⁸

Industry Practices

- Tobacco companies place most of their advertising where young people shop – in convenience stores, where 75% of teens shop at least once per week. ⁹
- In NYS, 80% of retailers that sell tobacco devote most of the merchandising space behind the checkout counter to tobacco product displays. ¹⁰
- Licensed tobacco retailers in NYS provide an average of 32 square feet behind the checkout counter, the most visible area in stores. ¹¹
- In New York State, the tobacco industry spends approximately \$1 million per day to market its products. ¹²
- Tobacco companies spend more than 90% of their annual marketing dollars (\$10.49 billion) in the retail environment. ¹³
- In 2008, Tobacco companies spent \$9.8 billion nationally on advertising, promotions and price discounts for wholesalers and retailers. ¹⁴ That is more than the amount spent to market junk food, soda and alcohol combined.
 - Junk Food and Soda companies spent \$4.5 billion. ¹⁵
 - Alcohol companies spent \$3.13 billion. (2005) ¹⁶

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- ¹ International Communications Research. National Telephone Survey of Teens Aged 12 to 17. 2007
- ² National Cancer Institute. "The role of media in promoting and reducing tobacco use". NIH publication no. 07-6242 (2008)
- ³ 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)
- ⁴ Lisa Henriksen, Nina C. Schleicher, Ellen C Feighery and Stephen P. Fortmann. *Pediatrics* published online July 19, 2010. DOI: 10.1542/peds.2009-3021
- ⁵ Feighery et al. The 1999 Annual Report of the Promotion Industry, a PROMO Magazine Special Report.
- ⁶ 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)
- ⁷ Ibid
- ⁸ Campaign for Tobacco Free Kids. Toll of Tobacco Use in New York State.
http://www.tobaccofreekids.org/facts_issues/toll_us/new_york
- ⁹ Feighery et al. The 1999 Annual Report of the Promotion Industry, a PROMO Magazine Special Report.
- ¹⁰ Tobacco Control Program StatShot Vol. 5, No. 1/Jan. 2012. "Power Wall" Display of Tobacco Products by New York State Licensed Tobacco Retailers.
- ¹¹ Ibid.
- ¹² Campaign for Tobacco Free Kids. Estimated tobacco industry marketing in NYS.
<http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=NY>
- ¹³ U.S. federal Trade Commission. Cigarette Report for 2007 and 2008 (2011).
<http://ftc.gov/os/2011/07/110729cigarettereport.pdf>
- ¹⁴ U.S. Federal Trade Commission. Cigarette Report for 2007 and 2008. (2011)
<http://www.ftc.gov/os/2011/07/110729cigarettereport.pdf>
- ¹⁵ U.S. Federal Trade Commission, A Report to Congress: Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities and Self Regulation, (2008)
- ¹⁶ U.S. Federal Trade Commission, 2005 Self Regulation in the Alcohol Industry FTC Report (2008)