

“Power Wall” Display of Tobacco Products by New York State Licensed Tobacco Retailers

In 2008, the tobacco industry spent approximately 90% of their annual 10.5 billion marketing dollars at the point-of-sale (POS). Studies show that marketing at the POS provides cues to smoking, influences smoking initiation among youth, and stimulates purchasing among smokers trying to quit. The 2011 Retail Advertising of Tobacco Study collected information about advertising, promotions, and tobacco industry “Power Wall” product displays behind counters in a random sample of tobacco retail establishments in New York. Baseline data on tobacco product displays are provided below.

- In New York, the percentage of retailers with 50% or more of the merchandising space behind the checkout counter dedicated to openly visible tobacco products (i.e., tobacco industry “Power Walls”) was 82.2%. There were no differences regionally.
- The amount of space dedicated to the display of tobacco products averaged 32 square feet, equivalent to about 204 cigarette pack faces (the front side of a pack of cigarettes).
- Pharmacies and mass merchandisers averaged 50 and nearly 60 square feet of tobacco product display, respectively, equivalent to over 300 pack faces.

Percentage of Retailers with “Power Wall” Displays of Tobacco Products Covering 50% or More of the Area Behind Checkout Counters by Region

