

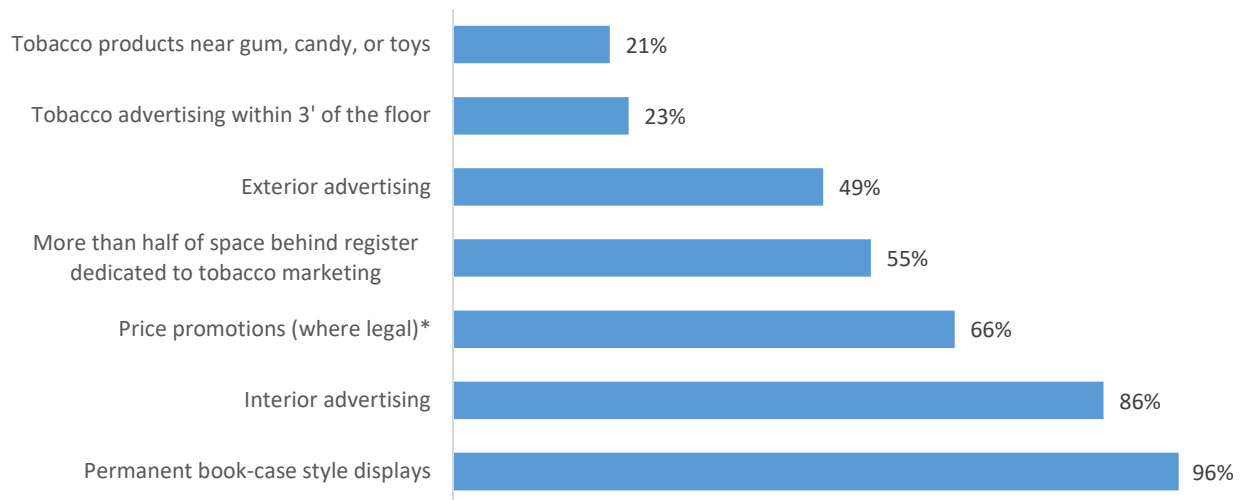


Tobacco Marketing is Pervasive in the Retail Setting

Tobacco products are one of the most heavily marketed consumer products in the US. In 2014, the tobacco industry spent nearly \$9.1 billion on marketing cigarettes and smokeless tobacco products, 95% of which (\$8.6 billion) was spent at the point-of-sale (POS). This amounts to \$990,000 being spent on POS marketing for cigarettes and smokeless tobacco products every hour.^{1,2} POS tobacco marketing, which includes tobacco advertising and the large tobacco displays behind registers known as the ‘Powerwall’, is the primary way tobacco companies communicate with smokers and potential smokers; it influences smoking initiation among youth and stimulates purchasing among smokers trying to quit.³ In 2016, the New York Retail Advertising Tobacco Survey (NY-RATS) collected information from a random sample of licensed tobacco retailers⁴ (N=975) about advertising, promotions, and tobacco product displays. The data indicate that tobacco marketing is pervasive in the retail setting.

- About one in five retail outlets placed tobacco products and advertising at a child’s eye level (23%) or near items appealing to youth such as gum, candy, or toys (21%).
- About half of all stores had exterior tobacco product ads and 86% had interior ads.
- Tobacco price promotions were present in 66% of retail outlets where allowed by law.
- Almost all retail outlets had permanent book-case style displays behind the register (96%), and 55% of retailers dedicated more than half the space behind the register to tobacco marketing.
- The size of tobacco product ‘Powerwall’ displays averaged 32 square feet (data not shown), which has not decreased since baseline data was collected by the NY-RATS in 2011.⁵

Percent of Licensed Tobacco Retail Stores with Tobacco Product Marketing Key Indicators, NY-RATS, 2016



1. Federal Trade Commission. Federal Trade Commission Cigarette Report for 2014.

2. Federal Trade Commission. Federal Trade Commission Smokeless Tobacco Report for 2014.

3. Feighery, E. C., Ribisl, K. M., Clark, P. I., & Haladjian, H. H. (2003). How tobacco companies ensure prime placement of their advertising and products in stores: Interviews with retailers about tobacco company incentive programmes. *Tobacco Control*, 12(2), 184–188.

4. Licensed tobacco retail outlet types are convenience stores, pharmacies, small/large grocery stores, mass merchandizers, tobacco specialty retailers, vape stores and lounges, and others (including restaurants, clubs, commissaries, and other outlet types that don't fit any of the other categories).

5. New York State Department of Health (2012). StatShot Vol. 5, No. 1/ Jan 2012

* Price promotions are not allowed by law in New York City. This statistic represents the presence of price promotions in licensed tobacco retailers located outside of NYC only.