

- Studies show that tobacco advertisements and displays in stores boost average tobacco sales by 12 percent¹ to 28 percent.²
- Tobacco sales make up 20–60 percent of total sales for independently owned and franchise stores.³
- Two-thirds of all tobacco retail outlets participate in some type of incentive program with tobacco companies.⁴
- **In-store cigarette advertising**⁵
 - Increases smokers' daily consumption by cueing smokers to light up,
 - Reduces current smokers resolve to quit or consider quitting
 - Encourages former smokers to resume smoking by reminding them of their favorite brand.
 - Prompts impulse buying.
 - Entices children and young people to begin smoking.⁶
 - Conveys the impression that smoking is normative, even desirable.
- **75% of teenagers** shop at convenient stores at least once a week⁷ and are routinely exposed to retail tobacco advertising.
- **Children are more likely** than adults to notice and to remember the tobacco advertising.⁸
- **Youth are more likely** to attempt to purchase cigarettes from stores that display tobacco advertising.⁹
- **\$12.5 billion:** Amount spent by tobacco companies in 2002 on US marketing, 30% more than in 2000.
- **Almost 80%** of US tobacco marketing was spent at the retail level in 2002.¹⁰

¹ Feighery, Ellen et al., The 1999 annual report of the promotion industry, a PROMO magazine special report. Overland Park, 1999; and *Tobacco Control* 2001.

² Point of Purchasing Advertising Institute. The Point –of-Purchase Advertising Industry Fact Book. Englewood, New Jersey: The Point of Purchase Advertising Institute, 1992.

³ Feighery E, Ribisi K, Achabal D and Tyebjee T. Retail Trade Incentives: How Tobacco Industry Practices Compare with those of Other Industries. *American Journal of Public Health*. 89(10): 1564-1566.

⁴ Feighery E, Ribisi, K, Schleicher, N, Clark P. Retailer participation in cigarette company incentive programs is related to increased level of cigarette advertising and cheaper cigarettes prices in stores. Available online at <http://www.sciencedirect.com/>

⁵ Warner KE. Selling smoke: cigarette advertising and public health. Washington, DC: American Public Health Association, 1986. [ASP Toolkit: Ch2, p3.]

⁶ Schooler, C et al. Seventh graders' self-reported exposure to cigarette marketing and its relationship to their smoking behavior. *American Journal of Public Health* 1996;86; 121-21.

⁷ Point of Purchasing Advertising Institute. The point of purchase advertising industry fact book. Englewood, New Jersey: The Point of Purchase Advertising Institute, 1992. [ASP Toolkit: Ch.2, p.4]

⁸ Wakefield M, et al. Changes at the point of sale for tobacco following the 1999 tobacco billboard ban. ImpacTeen Research Paper Series. University of Illinois at Chicago. July 2000; 4:1-17. [ASP Toolkit: Ch.2, p.4]

Also see: "National telephone survey of 501 kids aged 12 to 17 and 1,012 adults conducted for the Campaign for Tobacco Free Kids (TFK)" *International Communications Teen Excel Study*. March 2004. [ASP Tool Kit: POP advertising: Key research findings. Item #1. Anon. 1999. And Item #7. TFK. 2004. Also available in: ASP Tool Kit: Fact Sheet: Tobacco Industry POP advertising, The impact of tobacco POP ads, bullet #3.]

⁹ Voorhees C, Yanek L, Stillman F, Becker D. Reducing cigarette sales to minors in an urban setting: issues and opportunities for merchant intervention. *American Journal of Preventive Medicine*. 1998; 4:138 –142. [ASP Toolkit: Ch.2, p.4]

¹⁰ ASP Toolkit: Ch. 2, p. 1. "When these four [retail] promotional allowance categories are combined, they total \$9.66 billion and account for 77.5 percent of all spending in 2002."