

### HOW ARE TODAY'S YOUTH EXPOSED TO TOBACCO PRODUCTS AND ADVERTISING?

- The tobacco industry spends almost **\$8.8 billion every year**, an average of \$24 million per day, to **market their products**.<sup>1</sup> The majority of this advertising takes place in retail stores where tobacco is sold.<sup>2</sup>
- There are approximately **1,000 tobacco retailers in Vermont**.<sup>3</sup> Tobacco companies spend over **\$19 million to market their products in Vermont** – that's **over \$19,000 for every retailer**.<sup>4</sup>
- Why does the tobacco industry focus on stores? **70% of youth visit convenience stores at least once a week**.<sup>5</sup> Although other types of tobacco marketing have been restricted, **convenience stores and other retail outlets remain places where kids are certain to see tobacco advertising**.
- Tobacco marketing inside the retail environment includes **advertisements, branded merchandise, price promotions, and "power walls"** – the large tobacco product displays usually set up behind the register. However, a trip inside the store is not required for youth to be exposed to tobacco advertisements. **Tobacco marketing is highly visible to youth from outside the store as well**.<sup>6</sup>
- Tobacco ads are also often **placed at or below eye level for a young child**.<sup>7</sup> As British American Tobacco once said, "'Eye Level is Buy Level' because items placed at eye level are more likely to be purchased..."<sup>8</sup>
- According to their own internal documents, **tobacco companies try to attract new young smokers by targeting retail stores near schools and playgrounds**.<sup>9</sup>

### WHY DOES IT MATTER?

- Tobacco advertising is **more influential on teenage smoking behavior than peer pressure**.<sup>10</sup>
- **Youth exposure to tobacco marketing** in the retail environment is **correlated to youth tobacco use**.<sup>11, 12, 13, 14, 15</sup> In one study, 11 to 14-year-olds who visited convenience, liquor, or small grocery stores at least twice a week were more than twice as likely to begin smoking as those who rarely visited such stores, even when factors like income were taken into account.
- An estimated **1/3 of teenage experimentation with smoking can be directly attributed to tobacco advertising and promotional activities**.<sup>16</sup>
- It is no accident that 85% of teenagers prefer Marlboro, Camel, and Newport – the three most heavily advertised brands.<sup>17</sup>
- 88% of adult smokers began smoking by the age of 18.<sup>18</sup> Every day in the United States, more than 3,000 youth under the age of 18 smoke their first cigarette – and over **400 Vermont youth become daily smokers every year**.<sup>19</sup>
- Tobacco use places a massive burden on the Vermont economy, **costing the state \$348 million in direct health care expenditures each year**.<sup>20</sup>

# WHAT DOES THE TOBACCO INDUSTRY'S PRESENCE IN VERMONT LOOK LIKE?

## Products attractive to youth:

- **65%** of Vermont tobacco retail stores (nearly 2 in 3) sold single cigarillos.<sup>21</sup>
- **39%** of retail stores selling single cigarillos advertise them for less than \$1.00<sup>21</sup>, when the average price of a pack of cigarettes in Vermont is \$8.12.<sup>19</sup>
- **72%** of Vermont tobacco retail stores sold flavored cigarillos.<sup>21</sup>
- In Vermont, high school students are about twice as likely as adults to smoke cigars.<sup>22 23</sup>
- Cigarettes can no longer be sold in flavors or individually, yet cigarillos – which are just as deadly – are not subject to the same rules.

## Close to where kids learn and play:

- **12% of tobacco retail stores are located within 1,000 feet of a school or park.** In some Vermont towns, this number is nearly 50%.<sup>21</sup>
- **51% of tobacco retail stores within 1,000 feet of a school have tobacco advertisements visible from outside the store** - compared to just 39% of stores more than 1,000 feet from a school.<sup>21</sup>
- Retail stores within 1,000 feet of a school were more likely to offer discounts on tobacco products. **60% of stores near schools offered discounts on tobacco**, compared to 53% of stores not near a school.<sup>21</sup>
- Stores near schools are more likely to sell cigarillos or small cigars. **82% of stores located within 1,000 feet of a school offer cigarillos for sale**, compared to 79% of stores more than 1,000 feet from a school.<sup>21</sup>

## In places of health and wellness:

- **98%** of independent pharmacies in Vermont are tobacco-free.<sup>21</sup> But the tobacco industry continues to advertise and sell their products in the majority of chain pharmacies statewide.
- **35%** of pharmacies that sell tobacco have tobacco **advertisements visible within 3 feet from the floor.**<sup>21</sup>
- **12%** of Vermont's tobacco retail stores also have a pharmacy counter.<sup>21</sup>
- **10%** of pharmacies that sell tobacco have tobacco advertising visible outside the store.<sup>21</sup>

## BOTTOM LINE

The more often kids are exposed to tobacco advertising, the more likely they are to start using tobacco.

- <sup>1</sup> U.S. Federal Trade Commission (FTC), Cigarette Report for 2009 and 2010, 2012, <http://ftc.gov/os/2012/09/120921cigarettereport.pdf>. FTC, Smokeless Tobacco Report for 2009 and 2010, 2012, <http://ftc.gov/os/2012/09/120921tobaccoreport.pdf>. Data for top 5 manufacturers only. See TFK factsheet: <http://www.tobaccofreekids.org/research/factsheets/pdf/0072.pdf>
- <sup>2</sup> U.S. Federal Trade Commission (FTC), Cigarette Report for 2007 and 2008, 2011, <http://www.ftc.gov/os/2011/07/110729cigarettereport.pdf>. FTC, Smokeless Tobacco Report for 2007 and 2008, 2011, <http://www.ftc.gov/os/2011/07/110729smokelesstobaccoreport.pdf>. Data for top 6 manufacturers only.
- <sup>3</sup> Vermont Dept. of Liquor Control, Tobacco Licensees, <http://liquorcontrol.vermont.gov/download/tobacco.txt>
- <sup>4</sup> Campaign for Tobacco-Free Kids, [http://www.tobaccofreekids.org/facts\\_issues/toll\\_us/vermont](http://www.tobaccofreekids.org/facts_issues/toll_us/vermont)
- <sup>5</sup> Henriksen, L, et al., "Association of retail tobacco marketing with adolescent smoking," American Journal of Public Health 94(12):2081-3, 2004.
- <sup>6</sup> <http://countertobacco.org/warinthestore>
- <sup>7</sup> Feighery, E, et al., "Cigarette advertising and promotional strategies in retail outlets: results of a statewide survey in California," Tobacco Control 10L:184-188, 2001.
- <sup>8</sup> BAT. Merchandising. Undated. Bates No. 406114627-8.
- <sup>9</sup> Campaign for Tobacco-Free Kids, "Deadly Alliance: How Big Tobacco and Convenience Stores Partner to Market Tobacco Products and Fight Life-Saving Policies," March 5, 2012.
- <sup>10</sup> See generally Nicola Evans et al., Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking, 87 JOURNAL OF THE NATIONAL CANCER INSTITUTE 1538, (1995).
- <sup>11</sup> U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.
- <sup>12</sup> Payntner, J. and Edwards, R., "The impact of tobacco promotion at the point of sale: A systematic review," Nicotine & Tobacco Research 11(1), 2009.
- <sup>13</sup> Paynter J, et al., "Point of sale tobacco displays and smoking among 14-15 year olds in New Zealand: a crosssectional study," Tobacco Control, 18:268-274, 2009.
- <sup>14</sup> Henriksen, L, et al., "A longitudinal study of exposure to retail cigarette advertising and smoking initiation," Pediatrics 126:232-238, 2010.
- <sup>15</sup> Slater, SJ, et al., "The Impact of Retail Cigarette Marketing Practices on Youth Smoking Uptake," Archives of Pediatrics and Adolescent Medicine 161:440-445, May 2007.
- <sup>16</sup> Pierce JP, et al., "Tobacco Industry Promotion of Cigarettes and Adolescent Smoking," Journal of the American Medical Association 279(7):511-505, February 1998.
- <sup>17</sup> Calculated based on data from the 2011 National Survey on Drug Use and Health (NSDUH). See also, U.S. Centers for Disease Control and Prevention (CDC), "Cigarette Brand Preference Among Middle and High School Students Who Are Established Smokers—United States, 2004 and 2006," Morbidity and Mortality Weekly Report (MMWR) 58(05):112-115, February 13, 2009, <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5805a3.htm>.
- <sup>18</sup> U.S. Department of Health and Human Services, 2012.
- <sup>19</sup> Campaign for Tobacco-Free Kids, [http://www.tobaccofreekids.org/facts\\_issues/toll\\_us/vermont](http://www.tobaccofreekids.org/facts_issues/toll_us/vermont)
- <sup>20</sup> Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2014/comprehensive.pdf](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf)
- <sup>21</sup> Counter Tools Audits, 2014. <http://healthvermont.gov/prevent/tobacco/surveillance.aspx>
- <sup>22</sup> Vermont Youth Risk Behavior Survey, 2013. [http://www.healthvermont.gov/research/yrbs/2013/documents/2013\\_yrbs\\_full\\_report.pdf](http://www.healthvermont.gov/research/yrbs/2013/documents/2013_yrbs_full_report.pdf)
- <sup>23</sup> Vermont Adult Tobacco Survey, 2012. [http://healthvermont.gov/research/documents/2012\\_ats\\_report\\_final.pdf](http://healthvermont.gov/research/documents/2012_ats_report_final.pdf)