

# Fact Sheet

- Tobacco advertising is most commonly found in convenience stores– where 3 out of 4 teens shop every week.

The Point of Purchase Advertising Institute. *The point of purchase advertising industry fact book*. Englewood, New Jersey: The Point of Purchase Advertising Institute (POPAI), 1992.

- In NYS, retail stores average 5 exterior and 21 interior tobacco ads.

Prepared for the New York State Department of Health by the Research Triangle Institute. *Retail Advertising and Promotions for Cigarettes in New York*. September, 2007.

- Teens are more likely to be influenced by cigarette advertising than by peer pressure.

Evans, N, et al. "Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking." *Journal of the National Cancer Institute*. October 1995; 87(19): 1538-1545.

Pollay R et al., "The Last Straw? Cigarette advertising and realized market shares among youths and adults," *Journal of Marketing*, 1996 Apr, 60(2): 1-16.

Pierce J et al., "Tobacco industry promotion of cigarettes and adolescent smoking," *Journal of the American Medical Association*, 1998 Feb, 279(7): 511-515.

- Kids are more than twice as likely as adults to notice and remember retail tobacco advertising.

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.

- Tobacco companies spend more than \$13 billion on retail advertising and promotion – a successful strategy for hooking young smokers.

*Federal Trade Commission Cigarette Report for 2004 and 2005*. Released in 2007.