

Tobacco Marketing: Other Facts and Figures

- Tobacco use costs New York State over \$8 billion per year in smoking-related healthcare costs¹, including at least \$3 billion in annual Medicaid costs.²
- In 2006, Tobacco companies spent \$12.5 billion nationally on advertising, promotions and price discounts for wholesalers and retailers.³ That is more than the amount spent to market junk food, soda and alcohol combined.
 - Junk Food and Soda companies spent \$4.5 billion.⁴
 - Alcohol companies spent \$3.13 billion.(2005)⁵
- In New York State, the tobacco industry spends approximately \$1.1 million per day to market its products.⁶
- Tobacco companies place most of their advertising where young people shop – in convenience stores, where 75% of teens shop at least once per week.⁷
- Young people are almost twice as likely as adults to recall tobacco advertising.⁸
- Studies show that exposure to cigarette advertising causes nonsmoking adolescents to initiate smoking and to move toward regular smoking.⁹
- Youth who visit convenience stores more than twice per week are 64% more likely to begin smoking within the next twelve months than their peers who visit convenience stores less than once per week.¹⁰
- Tobacco product advertising and display in stores gives youth the impression that tobacco products are easily accessible.¹¹
- There is one licensed tobacco retailer for every 194 children in New York State.¹²
- The more tobacco retailers there are near schools, the more likely children are to smoke.¹³
- In 2008, one-in-twelve New York state licensed tobacco retailers was caught selling tobacco products to minors during annual compliance checks.¹⁴

¹ Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC)

² Armour BS, Finkelstein EA, Fiebelkorn IC. State-level Medicaid expenditures attributable to smoking. *Prev Chronic Dis* 2009; 6(3). http://www.cdc.gov/pcd/issues/2009/jul/08_0153.htm.

³ U.S. Federal Trade Commission. Cigarette Report for 2006. (2009)

⁴ U.S. Federal Trade Commission, A Report to Congress: Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities and Self Regulation, (2008)

⁵ U.S. Federal Trade Commission, 2005 Self Regulation in the Alcohol Industry FTC Report (2008)

⁶ Campaign for Tobacco Free Kids. Estimated tobacco industry marketing in NYS.

<http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=NY>

⁷ Feighery et al. The 1999 Annual Report of the Promotion Industry, a PROMO Magazine Special Report.

⁸ International Communications Research. National Telephone Survey of Teens Aged 12 to 17. 2007

⁹ National Cancer Institute. "The role of media in promoting and reducing tobacco use". NIH publication no. 07-6242 (2008)

¹⁰ Lisa Henriksen, Nina C. Schleicher, Ellen C Feighery and Stephen P. Fortmann. *Pediatrics* published online July 19, 2010. DOI: 10.1542/peds.2009-3021

¹¹ Wakefield, Germain, et al. "An experimental study of effects on schoolchildren of exposure to point-of-sale cigarette advertising and pack displays." *Health Education Research Theory and Practice*. 21(3):338-347 (2006)

¹² New York county-specific licensure, population, and non-compliance data fact sheet.

¹³ Henriksen, Feighery, Schleicher, et al. "Is adolescent smoking related to the density and proximity of tobacco outlets and retail cigarette advertising near schools?" *Preventive Medicine* 47:210-214 (2008)

¹⁴ New York State Department of Health. Youth Access Tobacco Enforcement Program Annual Report (2009)