

Promotion of Tobacco Products in New York City Retailers

In 2011 in NYC, an estimated 930,000 adults and 19,000 New York City public high school students younger than 18 currently smoke. Further, 28,000 public high school students under the age of 18 tried smoking for the first time. Those living in high-risk neighborhoods characterized by high rates of poverty and health disparities smoke at higher rates than other adult New Yorkers (18% in high-risk neighborhoods vs. 14% for the rest of the city). Data also suggest that smoking rates are higher among adults in low-income neighborhoods (17%) than those in high-income neighborhoods (13%).

According to the 2012 Surgeon General's report, tobacco advertising and marketing increase youth tobacco use. Recruiting new tobacco users is important for the industry, as more than half of adult smokers die prematurely from tobacco-related disease. The tobacco industry now spends 90% of its \$8 billion annual marketing budget in the retail setting to promote cigarettes and other tobacco

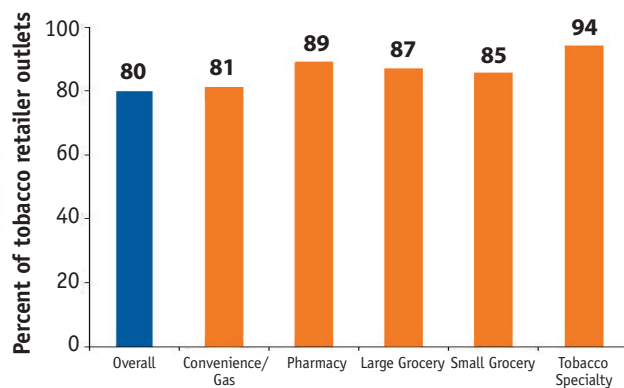
products. This makes retail stores the primary source of youth exposure to tobacco marketing.

There are about 10,000 licensed tobacco retailers in NYC, including small and large groceries, convenience stores, gas stations, tobacco specialty stores, and pharmacies. Most adult New Yorkers (73%) report purchasing their cigarettes from convenience stores/gas stations and small groceries. The tobacco industry often provides tobacco display cases and pays retailers to prominently display their tobacco products more visibly. For popular brands, it is common to see multiple rows of the same cigarette pack stocked in display cases.

In order to monitor the NYC retail tobacco environment, the Retail Advertising Tobacco Survey, an observational survey of about 2,000 licensed tobacco retailers, was conducted in the summer of 2011. This Vital Signs presents the findings of this survey and includes recommendations for retailers, community organizations, and current tobacco-users.

Tobacco displays are common in NYC retail outlets

Percentage of retail outlets using the majority of the area behind the counter to display tobacco products



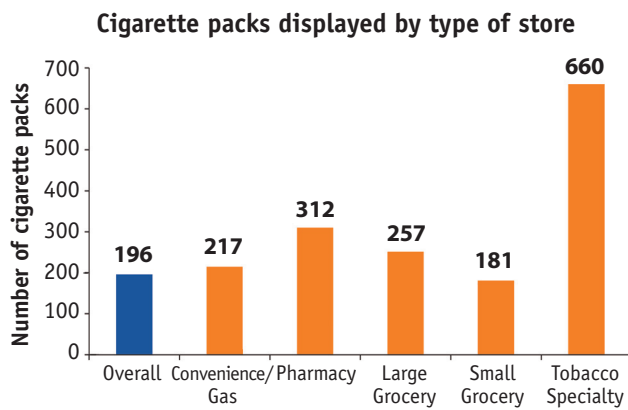
*Three types of retail outlets are not displayed: "Other Outlets" (e.g. stationery, video, card), "Mass Merchandiser" (e.g. Wal-Mart) and "Gasoline station only."
Source: Retail Advertising Tobacco Survey 2011

High-risk neighborhoods: Neighborhoods were designated "high risk" because they have the highest morbidity and mortality rates in the city. The Health Department operates District Public Health Offices in the boroughs where these neighborhoods are located.

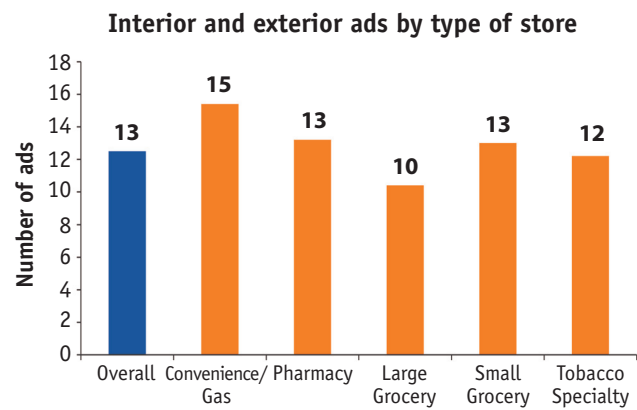
- Most (80%) NYC retailers have the majority of the area behind the checkout counter devoted to the display of tobacco products.
- More retailers in high-risk neighborhoods have tobacco product displays covering the majority of the area behind the checkout counter than retailers in other neighborhoods (86% of retailers in high-risk neighborhoods compared with 79% of retailers in other neighborhoods).
- Almost 90% of retailers in the Bronx and Queens have the majority of the area behind the counter devoted to the display of tobacco products, compared with an average of 73% in other boroughs.
- Pharmacies selling tobacco tend to devote much more space to the display of tobacco products (49 sq ft) than the average of all other tobacco retailers (29 sq ft).

Most NYC retailers have pack displays and tobacco advertising

Pack display and advertising in NYC retailers



Source: Retail Advertising Tobacco Survey 2011



Source: Retail Advertising Tobacco Survey 2011

- Tobacco advertising is widespread, with more than 95% of all NYC tobacco retailers having interior ads and almost 60% having exterior ads.
- The average combined number of advertisements per store (interior and exterior) varies by outlet type: convenience/gas stores (15), pharmacies (13), small groceries (13), tobacco specialty stores (12), and large groceries (10).
- The average number of packs displayed is 196. The stores with the most packs displayed include tobacco specialty stores (>660 packs) and pharmacies (312 packs).

More than two thirds of NYC tobacco retailers have cigarette price promotions

Tobacco product displays and price promotions are common in NYC retail outlets

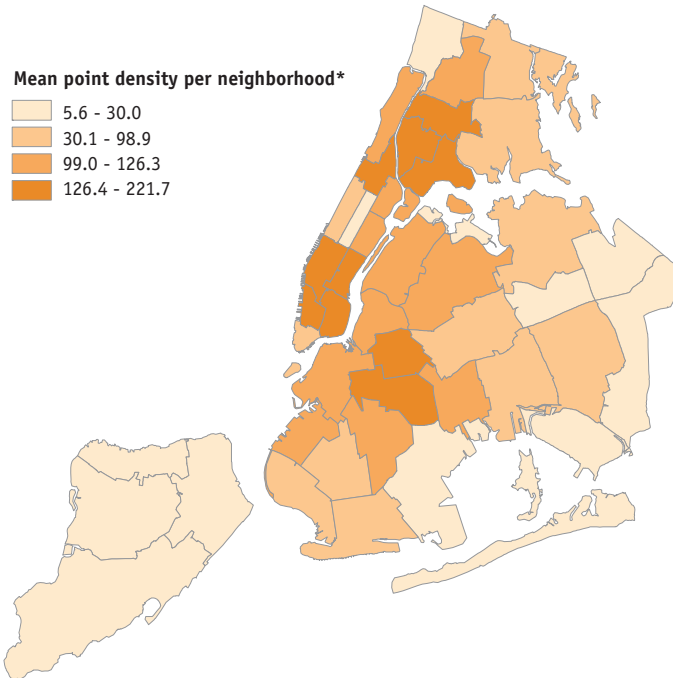


Surveyors recorded promotional pricing offers for Marlboro Red, Newport Green and Doral Red cigarettes. Promotional pricing offers for other brands were not assessed as part of this survey.

- Price promotions for cigarettes are common, with almost 70% of tobacco retailers offering a promotional discount at the time of the survey.
- Special price offers were the most common discount (66%), followed by bundles, or multi-pack discounts (3%). Coupons, free packs and mail-in rebates were the least common discount (less than 1%).
- Stores with price promotions tend to be more common in high-risk neighborhoods than in other neighborhoods (72% vs. 66%).

Exterior tobacco advertising is more common in high-risk neighborhoods

Exterior tobacco advertising density by neighborhood



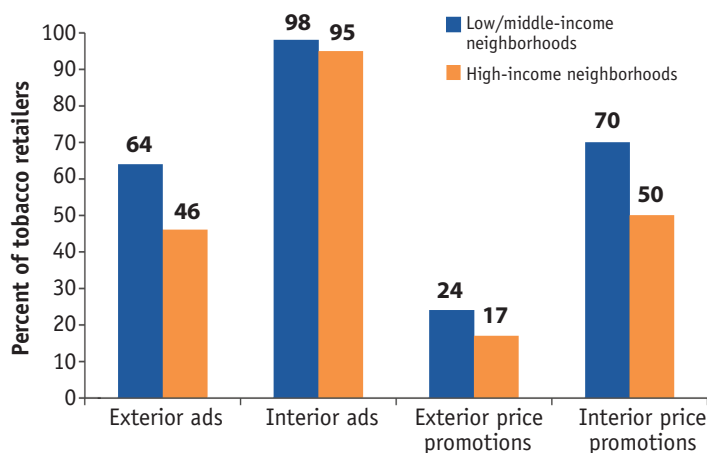
*Mean point density: average number of exterior ads that are within one half mile of any point in a neighborhood. Neighborhoods are based on the United Hospital Fund zip-code groupings.

Source: Retail Advertising Tobacco Survey 2011

- Exterior tobacco advertising exposes residents and visitors to messages about tobacco, even if they are not users or are not shopping for it. One way to measure exposure to advertising is “mean point density,” which represents the average number of exterior ads that are within one-half mile of any point in a neighborhood.
- Tobacco retailers in high-risk neighborhoods have more exterior advertisements per store than retailers in other neighborhoods (three vs. two ads/store).
- Retailers with exterior advertisements are more common in high-risk neighborhoods (69% vs. 57%).
- Among the 10 neighborhoods with the highest exterior advertising density, six are considered high-risk: Crotona-Tremont, Highbridge-Morrisania and Hunts Point-Mott Haven in the South Bronx, Bedford Stuyvesant and Williamsburg-Bushwick in North and Central Brooklyn, and Central Harlem-Morningside Heights in Manhattan.

High-income neighborhoods are less likely to have tobacco advertising and price promotions

Tobacco advertising and price promotions by neighborhood income



Neighborhood poverty is based on the percent of residents living 200% below the federal poverty level in United Hospital Fund neighborhoods. Low- and middle-income neighborhoods are in the highest and middle third of the distribution; high-income neighborhoods are in the lowest third of the distribution.

Source: Retail Advertising Tobacco Survey 2011

- High-income neighborhoods are less likely to have tobacco price promotions than lower-income neighborhoods in NYC.
- Retailers in high-income neighborhoods were almost 30% less likely to have exterior ads than those in low- and middle-income neighborhoods.
- Retailers in high-income neighborhoods had an average of 11 total ads (interior and exterior) per store compared with 13 ads per store in low- and middle-income neighborhoods.
- Retailers in high-income neighborhoods were almost 30% less likely to have an interior or exterior price promotion than retailers in low- and middle-income neighborhoods.

Recommendations

Retailers can help create a healthy tobacco-free community.

- Voluntarily decide not to sell or advertise tobacco products.
- Use promotional space for marketing healthy goods, such as fresh fruit and vegetables, instead of tobacco products.
- Do not place tobacco products next to toys, candy, snacks or other products attractive to youth.
- Train all employees in verifying that tobacco customers are at least 18 years old. More information about New York State Certified Tobacco Sales Training Programs can be found here: http://www.health.ny.gov/prevention/tobacco_control/certlist.htm

Community organizations can support tobacco control efforts in the retail environment, particularly in neighborhoods suffering from health disparities.

- Support efforts to decrease tobacco product marketing.
- Educate youth, local retailers and community residents about tobacco company marketing tactics and their impact on youth.

Tobacco users who quit can improve their health.

- Quitting tobacco has both immediate and long-term benefits. If you have trouble quitting, talk to your doctor about nicotine replacement therapy and other medications that can help you quit.
- Ask a fellow tobacco user to quit with you, or find someone who has already quit to provide support.
- For information on becoming tobacco free, call 311 or visit nyc.gov (keywords: 'nyc quits').

Data Source: The data presented here are from the Retail Advertising Tobacco Survey, a survey of randomly selected licensed tobacco retailers in New York State (NYS) conducted annually by the NYS Department of Health since 2004. In 2011, a random sample of 2,188 NYC retailers (23% of all NYC retailers) was surveyed using a standardized data collection tool to examine the prevalence of tobacco product displays, promotions, and advertisements. The sample was stratified based on outlet type (convenience/gas, pharmacies, large and small groceries, and tobacco specialty stores), neighborhood racial characteristics (predominantly black neighborhoods with more than 50% black residents and neighborhoods with less than 50% black residents), and inclusion in the 2010 survey. The sample was weighted to adjust for unequal probability of selection and to ensure representativeness of NYC retailers. Data on NYC smokers are from the NYC Community Health Survey 2010. For more information, visit www.nyc.gov/health/survey.

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