



# WHAT'S FOR SALE IN YOUR NEIGHBORHOOD?

## HOW BIG TOBACCO IS TARGETING OREGON KIDS

Big Tobacco spends millions<sup>1</sup> annually to attract kids and teens to the addictive products that kill 7,000<sup>2</sup> Oregonians each year. While the industry can no longer advertise on billboards and TV, it simply shifted its youth-targeted marketing into the retail stores where tobacco is sold.

# APPROACHING THE STORE



**3 in 5** stores that sell tobacco display exterior advertisements.

More than **3 in 5** Oregon 8th-graders and nearly **7 in 10** 11th-graders said they had seen a tobacco advertisement on a storefront or inside a store.<sup>3</sup>

The tobacco industry spends **\$112 million every year in Oregon** on ads and promotions in convenience stores and other places where tobacco is sold.<sup>1</sup>

# APPROACHING THE STORE

## A TRIP TO THE CONVENIENCE STORE IS A DIFFERENT EXPERIENCE FOR OREGON KIDS AND TEENS

*than it is for their parents, or for any adults.*

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*Data collected by all 34 local health departments in Oregon show the prevalence of youth-targeted tobacco marketing across the state.*

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*The tobacco industry knows that **70 percent of teens shop in convenience stores**<sup>4</sup> at least once a week. The industry starts targeting them, and their younger siblings, before they even get inside.*



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## BIG TOBACCO CAN'T ADVERTISE CIGARETTES ON BILLBOARDS AND TV ANYMORE. BUT TOBACCO MARKETING STILL OCCURS ALL AROUND US, EVERY DAY, IN STORES.

**In fact, the industry spent 91% of their \$9.2 billion marketing budget in 2012 on targeted ads and promotions in stores.<sup>5</sup>**

The onslaught of youth-targeted promotions begins on the exterior walls and windows of these stores, with big, colorful ads that often are at the eye level of a young child. In some cases, attractive images of tobacco products can be found alongside ads for snacks and treats that kids know and love, such as sodas, hot dogs and chips.

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*Kids who regularly see tobacco ads are more likely to experiment with or start using tobacco.<sup>6</sup>*

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**Adults aren't immune either:** Exposure to tobacco ads has been linked to impulse purchases in adults who are trying to quit, and to relapse in former smokers.<sup>7</sup>

# WHAT'S INSIDE THE STORE

9 in 10 stores sell smokeless tobacco.

Nearly 9 in 10 stores sell little cigars or cigarillos.

2 in 5 stores that sell tobacco display the products or ads at a child's eye-level or near kid-friendly items like toys, candy, gum, slushy machines or ice cream.

 **BUY 1 GET 1 FREE**  
dissolvable TOBACCO

**CARAMEL CRUSH**  
**FREE HA**  
WITH ANY CARAMEL PURCHASE WHILE SUPPLIES LAST

# WHAT'S INSIDE THE STORE

**FOR A YOUNG PERSON,** *stepping inside a convenience store or gas station mini-mart where most cigarettes are sold can be an overwhelming experience.<sup>8</sup> The aisles are lined with brightly-colored products—soda, snacks, small toys—in shiny, eye-grabbing packages.*

Tucked in with the candy and toys are a **wide variety of tobacco and nicotine products.** These include conventional cigarettes; smokeless products such as chew, snus, tiny orbs and dissolvable sticks and strips; electronic cigarettes; and inexpensive little cigars and cigarillos, which often are sweetened and packaged in kid-friendly flavors and colors.

All of these products contain nicotine, the addictive drug found in conventional cigarettes. But many of them look like candy—in small, bright and colorful foil wrappers—and sometimes are displayed within arm's reach of the real candy, gum and other products kids like.



**NEARLY 9 IN 10**  
stores that sell tobacco  
sold little cigars or cigarillos.



**NEARLY 8 IN 10**  
stores that sell tobacco  
sold electronic cigarettes.

The tobacco industry pays store owners to strategically place these products **in places where young people can't help but see them,**<sup>9</sup> and studies have shown that this exposure increases the likelihood that a child will experiment with tobacco or start using it.<sup>10</sup>

# AT THE REGISTER

Nearly **8 in 10** stores that sell tobacco had a *price discount* for at least one type of tobacco.

Nearly **3 in 4** stores that sell tobacco accept food stamps and **1 in 5** accept WIC. When Oregonians who rely on government assistance enter to buy food, they are *subjected to tobacco ads and promotions*.

The average price for a *single, flavored little cigar or cigarillo* is **\$1.04**.



# AT THE REGISTER

## **BIG TOBACCO KNOWS THAT NEARLY 90 PERCENT<sup>4</sup> OF SMOKERS START USING TOBACCO BEFORE AGE 18.**

*So the industry uses a “sweet and cheap” strategy that appeals to kids to attract them to these addictive products.*

It used to be that flavored tobacco was limited to menthol cigarettes. But the industry has expanded its flavored offerings far beyond that. Big Tobacco now sweetens little cigars and cigarillos, especially, with **kid-friendly flavors like grape, chocolate and tropical fusion**. Like menthol, the candy and fruit flavors mask tobacco’s natural bitter taste and make it easier for young people to start using tobacco.

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*The industry packages these products—which contain nicotine and are just as addictive as conventional cigarettes—as “single servings” that sell for \$1 or \$2 each, well within the budgets of even cash-strapped young people.*

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**NEARLY 9 IN 10**  
stores that sell little cigars and cigarillos sell them as singles, which makes them cheap and accessible to young people.



Among stores that sold electronic cigarettes, about **8 IN 10** sold flavored electronic cigarettes.

The industry’s tactics are working: Even as youth smoking rates decline in Oregon, more teens are using flavored tobacco products. In 2013, nearly twice as many 11th graders used non-cigarette tobacco products as smoked cigarettes.<sup>6</sup> These products include little cigars, snus, chew and electronic cigarettes.

# JUST THE FACTS

## AN OVERVIEW OF OREGON DATA PRESENTED IN THIS REPORT



### FLAVORED TOBACCO

- Excluding menthol cigarettes, about 9 in 10 (93%) stores that sell tobacco sold at least one type of flavored tobacco product.
- Including menthol cigarettes, nearly all (98%) stores sold at least one type of flavored tobacco product.
- Nearly all (95%) stores sold menthol cigarettes.
- Among stores that sold cigarillos or little cigars, about 9 in 10 (93%) sold flavored little cigars or cigarillos.
- Among stores that sold electronic cigarettes, about 8 in 10 (84%) sold flavored electronic cigarettes.
- Among stores that sold smokeless tobacco products, about 9 in 10 (93%) sold flavored, smokeless tobacco products, such as chew, snus, orbs and dissolvable sticks and strips.
- Among stores that sold large cigars, nearly 4 in 10 (36%) sold flavored large cigars.



### STORE CHARACTERISTICS

- Nearly 3 in 4 (73%) stores that sell tobacco in Oregon accepted SNAP (food stamps, EBT) and about 1 in 5 (20%) accepted WIC.



### PRODUCT AVAILABILITY

- Stores that sell tobacco offer a wide variety of tobacco products, in addition to conventional cigarettes.
- Nearly all (97%) stores sold non-menthol cigarettes.
  - Nearly all (95%) stores sold menthol cigarettes.
  - 9 in 10 (90%) stores sold smokeless tobacco products.
  - Nearly 9 in 10 (89%) stores sold little cigars or cigarillos.
  - Nearly 8 in 10 (78%) stores sold electronic cigarettes.
  - About 4 in 10 (41%) stores sold large cigars.



### PRODUCT AND ADVERTISING PLACEMENT

- 1 in 4 (25%) stores that sell tobacco displayed tobacco products within 12 inches of products sold to youth like toys, candy, gum, slushy or soda machines, or ice cream.
- Nearly 1 in 4 (24%) stores displayed tobacco advertising within 3 feet of the floor at the eye level of a child.
- Taken together, about 1 in 3 (38%) stores displayed tobacco products or advertising in a manner that appeals to children (near youth products or at a child's eye level).



### OUTSIDE ADVERTISING

- 3 in 5 (60%) stores that sell tobacco had outside advertisements promoting tobacco products.



### SINGLE LITTLE CIGARS OR CIGARILLOS

- Among stores that sell little cigars or cigarillos, nearly 9 in 10 (86%) sold them as singles.



### PRICE PROMOTIONS

- Nearly 8 in 10 (76%) stores that sell tobacco had a price discount for at least one type of tobacco product.



### PRICE

- The average cheapest price of tobacco products in stores that sell tobacco ranged from \$1.04 for a single, flavored little cigar or cigarillo to \$10.11 for one brand of disposable electronic cigarette.

1 Estimate derived from Federal Trade Commission reports. March 2015. <https://www.ftc.gov/news-events/press-releases/2015/03/ftc-releases-reports-2012-cigarette-smokeless-tobacco-sales>  
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5 Federal Trade Commission reports. March 2015. <https://www.ftc.gov/news-events/press-releases/2015/03/ftc-releases-reports-2012-cigarette-smokeless-tobacco-sales>

6 Oregon Health Authority. April 2014. <http://public.health.oregon.gov/DiseasesConditions/CommunicableDisease/CDSummaryNewsletter/Documents/2014/ohd6308.pdf>  
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10 Centers for Disease Control and Prevention. 2012. [http://www.cdc.gov/tobacco/data\\_statistics/sgr/2012/](http://www.cdc.gov/tobacco/data_statistics/sgr/2012/)

Other estimates calculated from Oregon-county level data collected March 2014 through January 2015.