



## The POS Problem in Numbers

### **Virtually all convenience stores sell tobacco products.**

- **99.79%** of convenience stores sell cigarettes.<sup>1</sup>
- **99.4%** of convenience stores sell (non-cigarette) Other Tobacco Products.<sup>2</sup>
- **85%** of cigarette sales may be made at conveniences stores.<sup>3</sup>

### **Virtually all convenience stores display tobacco marketing.**

- **92%** of convenience stores contain at least one tobacco branded marketing item, such as an advertisement or display.<sup>4</sup>

### **Youth frequent convenience stores.**

- **70%** of youth visit convenience stores at least once a week.<sup>5</sup>

### **Youth are vulnerable to tobacco use initiation.**

- 11-14 year olds who visited convenience, liquor, or small grocery stores at least twice a week appear **more than twice as likely** to begin smoking as those who rarely visited such stores.<sup>6</sup>
- **3,800** youth (under age 18) smoke their first cigarette each day in the United States.<sup>7</sup>
- **99%** of adults who are daily smokers begin by age 26.<sup>8</sup>
- **88%** of adults who are daily smokers begin by age 18.<sup>9</sup>

*This information is provided for educational purposes only and is not to be construed as a legal opinion or as a substitute for obtaining legal advice from an attorney.*



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<sup>1</sup> Center for Tobacco Policy and Organizing, *Cigarettes Generate Big Revenue for Convenience Stores: Analysis of 2011 State of the Industry Report* (2011); [http://www.center4tobaccopolicy.org/CTPO/\\_files/\\_file/Cigarettes%20Generate%20Big%20Revenue%20August%202012.pdf](http://www.center4tobaccopolicy.org/CTPO/_files/_file/Cigarettes%20Generate%20Big%20Revenue%20August%202012.pdf).

<sup>2</sup> *Id.*

<sup>3</sup> *Id.*

<sup>4</sup> Ellen C. Feighery et al., *Retailer Participation in Cigarette Company Incentive Programs is Related to Increased Levels of Cigarette Advertising and Cheaper Cigarette Prices in Stores*, 38 PREVENTIVE MED. 876, 879 (2004).

<sup>5</sup> U.S. DEP'T OF HEALTH & HUMAN SERVICES, OFFICE OF THE SURGEON GENERAL, PREVENTING TOBACCO USE AMONG YOUTH AND YOUNG ADULTS: A REPORT OF THE SURGEON GENERAL 12 (2012), available at

[http://www.cdc.gov/tobacco/data\\_statistics/sgr/2012/consumer\\_booklet/pdfs/consumer.pdf](http://www.cdc.gov/tobacco/data_statistics/sgr/2012/consumer_booklet/pdfs/consumer.pdf).

<sup>6</sup> Lisa Henriksen, Nina Schleicher, Ellen Feighery, and Stephen Fortmann, *A Longitudinal Study of Exposure to Retail Cigarette Advertising and Smoking Initiation*, 126 PEDIATRICS 232, 232 (2010) (longitudinal study of 1681 ethnically diverse adolescents aged 11-14 years found smoking initiation increased 64% for those exposed to retail tobacco advertising and pack displays up to twice a week and more than doubled for those exposed to retail tobacco marketing more than twice per week).

<sup>7</sup> U.S. DEP'T OF HEALTH & HUMAN SERVICES, *supra* note 5 at 16.

<sup>8</sup> *Id.* at 2.

<sup>9</sup> *Id.*