

Operation Storefront 2010 Report

On June 3, 2010 a group of local youth visited 16 youth accessible tobacco retailers in Reno County. The purpose of this activity was to raise awareness of the tobacco industry's successful marketing strategies using retail advertising and promotions and its impact on youth.

Some of the things that were looked at within these facilities were: cigarette ads, promotions, and any other type of tobacco advertisement both outside of the store and inside of the store.

16 of the same retailers were used in both the 2010 and 2007 Operation Storefront to allow us to see what has changed over the past 3 years. The results are shown below:

In 2007 (20 tobacco retailers):

- 9 stores sold bidis- thin, South Asian cigarette filled with tobacco flake and wrapped in a leaf, tied with a string.
- 70% of stores had **exterior** "Age of Sale" or "We Card" signs
- 55 **interior and exterior** "Age of Sale" or "We Card" signs (3 per store-average)
- 8 of the 20 stores (40%) had no tobacco advertisements on the exterior of the store
- 82 cigarette ads on the exterior of the stores (4 ads per store-average)
- 49 smokeless tobacco ads (2 ads per store-average)
- 129 tobacco ads inside the stores (7 per store-average)
- The top three advertisers were: Camel, Marlboro, and Kool

In 2010 (16 tobacco retailers):

- 0 stores sold bidis- thin, South Asian cigarette filled with tobacco flake and wrapped in a leaf, tied with a string.
- 81% of stores had **exterior** "Age of Sale" or "We Card" signs
- 107 **interior and exterior** "Age of Sale" or "We Card" signs (7 per store-average)
- Only 3 of the 16 stores (19%) had no tobacco advertisements on the exterior of the store
- 29 cigarette ads on the exterior of the stores (about 2 ads per store-average)
- 80 smokeless tobacco ads (about 5 ads per store-average)
- 235 tobacco ads inside the stores (about 15 per store-average)
- The top three advertisers were: Marlboro, Camel, and Winston

After comparing the results from 2007 and 2010, major positive results were:

- Bidis are not being sold at any tobacco retailers that we visited.
- Exterior cigarette ads have decreased significantly- by more than half.
- ALL retailers had “We Card” or “Age of Sale” signs posted at their store – number of signs have more than doubled

Findings that may be cause for concern:

- Drastic increase in smokeless tobacco products advertising--more than doubled.
- Total number of tobacco advertisements within the store have increased dramatically: average of 7 ads per store in 2007 to an average of 15 ads per store in 2010.

Thank you Reno County retailers for doing your part and not selling tobacco products to minors!