

## Shop survey reveals tight control of tobacco product display by UK tobacco companies



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A survey of over 100 small shops in England shows that tobacco companies have almost total control over the way tobacco is displayed and marketed.

Key findings:

- 79% of retailers who had a tobacco industry funded gantry were forced to comply with certain conditions relating to the size and type of display, and positioning of key brands.
  - Around a third of independent retailers reported receiving an incentive from the tobacco company reps for selling their products.
- Typical gifts include pens, free packs of cigarettes and competitions with prizes including a complete shop re-fit.

Link to ASH [press release](#)

Rooke, C. et al. Tobacco point of sale (PoS) displays in England: a snapshot survey of current practices. *Tobacco Control* 2010 (in press)