



RIVERSIDE - (INT) - There's more evidence that young people are highly influenced by marketing of products like tobacco and alcohol, even more so than peer pressure.

New data was released Wednesday on the availability and marketing of tobacco, alcohol and unhealthy and healthy food products in Riverside County retail stores that sell tobacco.

Among the findings:

- Only about 39 percent of stores in Riverside County sell fresh fruits and vegetables, but more than 80 percent sell flavored tobacco products.
- Fifty-two percent of stores sold non- or low-fat milk, but nearly 72 percent sell alcohol.
- In Riverside County, only 11 percent of stores have storefront advertising for healthy products, but 72 percent of stores have advertising for unhealthy products.
- A majority of stores in Riverside County (80 percent) sold flavored tobacco products in sweet flavors that are clearly meant to appeal to youth, such as grape, watermelon, chocolate, gummy candies and even breakfast cereals.
- E-cigarettes saw a significant increase in Riverside County in stores from the last time this survey was conducted, up more than nine percent

A statewide survey was done last summer among more than 7,100 stores in all 58 California counties including pharmacies, supermarkets, delis, convenience and liquor stores as well as tobacco-only stores.

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