Other Facts and Figures

Marketing in retail spaces impacts youth.
- Studies show that tobacco product marketing at the point-of-sale (POS) provides cues to smoking, influences smoking initiation among youth, and stimulates purchasing among smokers trying to quit. 1,2,3
- Youth who visit convenience stores more than twice per week are 64% more likely to begin smoking within the next twelve months than their peers who visit convenience stores less than once per week. 4
- The 2012 Surgeon General report on smoking and health found that the presence of heavy cigarette advertising in convenience stores can increase the initiation rates among those exposed. 5
- Young people are almost twice as likely as adults to recall tobacco advertising. 6
- The more tobacco retailers there are near schools, the more likely children are to smoke. 7
- There is approximately one licensed tobacco retailer for every 183 children in Massachusetts.
- Tobacco product advertising and display in stores gives youth the impression that tobacco products are easily accessible. 8
- 99% of smokers started before age 26, and 88% started by age 18. 9
- Each year in Massachusetts, 4,700 youth become new daily smokers. 10

Tobacco companies invest heavily in retail marketing.
- Tobacco companies place most of their advertising where young people shop – in convenience stores, where 75% of teens shop at least once per week. 11
- Tobacco companies spend more than 90% of their annual marketing dollars ($10.49 billion) in the retail environment. 12
- In Massachusetts, the tobacco industry spends approximately $2.59 million per week to market its products. 13
- In 2008, Tobacco companies spent $9.8 billion nationally on advertising, promotions and price discounts for wholesalers and retailers. 14 That is more than the amount spent to market junk food, soda and alcohol combined.
- Junk Food and Soda companies spent $4.5 billion in marketing nationally in 2008, less than half of what tobacco companies spent. 15 Alcohol companies spent $3.13 billion. (2005) 16
8. Ibid