

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

This is Tobacco Marketing: Media Campaign

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