

**Nearly  
9 out of 10  
smokers start  
before age 18.** <sup>7</sup>

“The **ubiquity of marketing** increases young peoples’ perceptions of the prevalence of smoking (‘everybody’s doing it’), **normalizes smoking**, and connects positive imagery (sex appeal, popularity, peer approval, success and independence) with smoking, all of which work together to **encourage youth smoking initiation** and continued consumption.”

--Final Opinion: United States vs. Philip Morris 2006

#### Montana Tobacco Use Prevention Program

Phone: (866) 787-5247

E-mail:

[infotobaccofree@mt.gov](mailto:infotobaccofree@mt.gov)

Website:

[TobaccoFreeMontana](http://TobaccoFreeMontana)

#### Big Tobacco spends big money on point-of-sale advertising

The tobacco industry spent over \$8.7 billion in the U.S. during 2012 at the point of sale. This amounts to over \$1 million per hour spent on in-store marketing.<sup>1</sup>

#### Point-of-sale tobacco marketing puts Montana youth at risk

The tobacco industry markets its products in retail locations such as:

- Convenience stores
- Gas stations
- Grocery stores
- Pharmacies

Products are promoted via:

- Product placement
- In-store displays and branding
- Bright colors and candy flavors

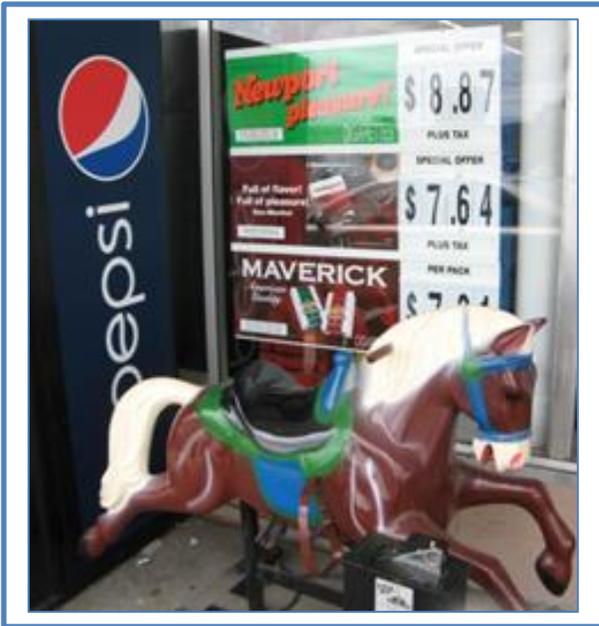


... all designed to create new users and keep people smoking, dipping, and vaping.

This marketing reaches children, who frequently visit point of sale locations<sup>2</sup>, and it increases the likelihood that they'll begin smoking.<sup>3</sup>

#### Point-of-sale marketing reaches children

- **70%** of children visit convenience stores weekly.<sup>4</sup> Many of these stores are near schools and playgrounds.
- Tobacco products, signs and branding are placed at **children’s eye level**, on the counter and near candy.
- The cigarette industry spends \$726 million/year on **product placement**, while the smokeless tobacco industry spends \$64 million.<sup>5</sup>
- The **bright packaging** on cigarillos and e-cigarettes makes them look like candy.
- Cigarillos and e-juice come in **candy flavors**, such as strawberry milkshake, banana split and chocolate ice cream.
- **Discounts and coupons** make tobacco products more affordable for young people.<sup>6</sup>



**Each day in the U.S.**  
**2,800 kids try smoking,** <sup>7</sup>  
**700 become regular**  
**smokers.** <sup>8</sup>

### Point-of-sale marketing works!

- A 2007 study in the *Archives of Pediatrics and Adolescent Medicine* found that the more cigarette marketing teens are exposed to, the more likely they are to smoke.<sup>6</sup>
- A 2010 study in *Pediatrics* found that the odds of smoking more than doubled for teens who visited a store with point-of-sale tobacco ads at least twice a week.<sup>7</sup>

### The impact in Montana:

- The tobacco industry spends **\$30 million/year** marketing its products in our state.<sup>9</sup>
- **13%** of Montana high school students smoke, 12% use smokless tobacco, and 30% use e-cigarettes.<sup>10</sup>
- 900 Montana children under age 18 become daily smokers each year.<sup>9</sup>
- **19,000** Montana children now under age 18 will die prematurely due to smoking.<sup>9</sup>
- **19%** of Montana adults die from their own smoking each year.<sup>9</sup>
- \$440 million is spent on health care in Montana each year. due to smoking.<sup>9</sup>

### Sources

1. Counter Tools: Deadly Alliance: How Big Tobacco and Convenience Stores Partner to Market Tobacco Products and Fight Life-Saving Policies, 2012.
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