



# Big Tobacco Targets Kids



[Tobacco Marketing](#) | [Tobacco Free Staten Island](#)

## Big Tobacco in Montana

- \$29 million is spent each year on tobacco marketing.<sup>2</sup>
- 23% of high school students currently use e-cigarettes and almost half have tried them.<sup>13</sup>
- According to the 2016 Montana Tobacco Retail Audits:
  - 15% of tobacco retailers displayed tobacco signs at or below 3 feet.
  - 483 tobacco retailers are located within a ten-minute walk of Montana grade schools.

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Big Tobacco spends billions advertising where they know kids will see it.

- The tobacco industry spends \$9.5 billion each year on marketing in the United States - 96% of which is spent at the point of sale in retail locations (convenience stores, gas stations, grocery stores, and pharmacies).<sup>1</sup>
- Tobacco marketing at the point of sale (POS) includes advertising, price discounts, and product display at any location where tobacco products are sold.
- **Over \$1 million per hour** is spent on in-store marketing.<sup>2</sup>

POS advertising increases youth experimentation and initiation.

- Studies have consistently found significant associations between exposure to POS marketing with smoking initiation, susceptibility to smoking, or intentions to smoke among youth.<sup>6-10</sup>
- Youth who visit stores with prominent tobacco advertising more than twice a week are **more likely to start smoking** than those who visit such stores less frequently.<sup>11, 12</sup>
- POS promotions increase the likelihood that youth will move from experimentation to regular tobacco use.<sup>9</sup>

**“Younger adult smokers are the only source of replacement smokers.”**

**- R.J. Reynolds Report**

Where is Big Tobacco in Your Community?



Visit the Montana Tobacco Retail Map to learn where your kids are being exposed to tobacco marketing.<sup>13</sup>

## Sources

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## POS advertising normalizes tobacco products and creates positive attitudes towards tobacco products and brands.

- The placement of tobacco products near candy and the placement of advertisements at children's eye level is common in retail environments.<sup>3</sup>
- **Higher rates of smoking** among youth have been found in schools located in neighborhoods with a higher density of tobacco outlets and retail cigarette advertising.<sup>4</sup>
- A study conducted in the United States estimated that banning POS advertising and requiring cigarette packs to be kept out of sight could reduce adolescents' exposure to cigarette brand by as much as 83%.<sup>5</sup>



## Flavored tobacco products are popular among youth and play a role in the initiation of tobacco use.

- Documents obtained during litigation against the tobacco industry reveal that tobacco companies have used fruit and candy flavors as a way to target youth.<sup>15</sup>
- Youth cite **flavors as a major reason for their current use** of non-cigarette tobacco products, with 82% of American youth e-cigarette users and 74% of American youth cigar users saying they used the product because they come in flavors they like.<sup>16</sup>