



# Big Tobacco Targets Kids



Image: Tobacco Free Staten Island

## Big Tobacco in Montana

\$30.8 million is spent each year on tobacco marketing.<sup>2</sup>

25.5% of high school students currently use e-cigarettes and nearly half have tried them (48%).<sup>13</sup>

According to the 2018 Montana Tobacco Retail Audits:

- 12% of tobacco retailers displayed tobacco signs at or below 3 feet.

According to the 2019 Montana Tobacco Retailer Mapper:

- 442 tobacco retailers are located within a ten-minute walk of Montana grade schools.

## CONTACT

Montana Tobacco Use Prevention Program

Phone: (866) 787-5247

E-mail: [infotobaccofree@mt.gov](mailto:infotobaccofree@mt.gov)

Website: [tobaccofree.mt.gov](http://tobaccofree.mt.gov)

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

- The tobacco industry spends \$9.1 billion each year on marketing in the United States - 97% 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?

### Big Tobacco Targets Kids



Find out where Big Tobacco Focuses the Majority of its Marketing Efforts

Visit the [Montana Tobacco Retail Map](#) to learn where your kids are being exposed to tobacco marketing.<sup>14</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>
- National data shows that 77% of middle school students and 81% of high school students were exposed to tobacco advertisements in 2019.<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 prefer flavored tobacco products and nicotine in these products keeps them hooked. Most (96%) youth e-cigarette users started with a flavored product. Among youth e-cigarette users in Montana, 94% use non-tobacco flavored products most often.<sup>16, 13</sup>
- The 2021 National Youth Tobacco Survey shows that all types of flavored tobacco products can appeal to youth as shown with the flavored product use among U.S. middle and high school student current tobacco users: 85% e-cigarettes, 70% smokeless tobacco, 62% nicotine pouches, 47% hookahs, 44% cigars, 44% heated tobacco products, 39% menthol cigarettes, and 34% pipe tobacco.<sup>17</sup>
- Prohibiting the sale of flavored tobacco products, including [menthol](#), protects youth from nicotine addiction and tobacco-related diseases.