

Tobacco Marketing Works

Just ask your kids.

Tobacco Marketing in Retail Stores

- Tobacco ads in retail stores give youth the impression that smoking is a normal activity.
- The more tobacco ads kids see, the more likely they are to smoke.
- Tobacco advertising targets the psychological needs of adolescents, such as popularity, peer acceptance and positive self-image.
- Tobacco companies spend \$190 million a year in Minnesota on marketing to hook new smokers.
- Most of this money is spent on advertising and promotions in retail stores.



Youth and Tobacco Use

- More than 80% of adult smokers begin smoking before 18 years of age.
- Youth cigarette use declined sharply during 1997–2003; however, rates have remained relatively stable in recent years.
- Each day in the United States, approximately 3,450 young people between 12 and 17 years of age smoke their first cigarette, and an estimated 850 youth become daily cigarette smokers.
- Youth smokeless tobacco use also declined in the late 1990s and early 2000s, but an increasing number of U.S. high school students have reported using smokeless tobacco products in recent years.



A 2010 survey of tobacco advertising in Goodhue County retail stores licensed to sell tobacco found an average of 30.6 tobacco ads per store.

Four of the stores had more than 60 tobacco ads.