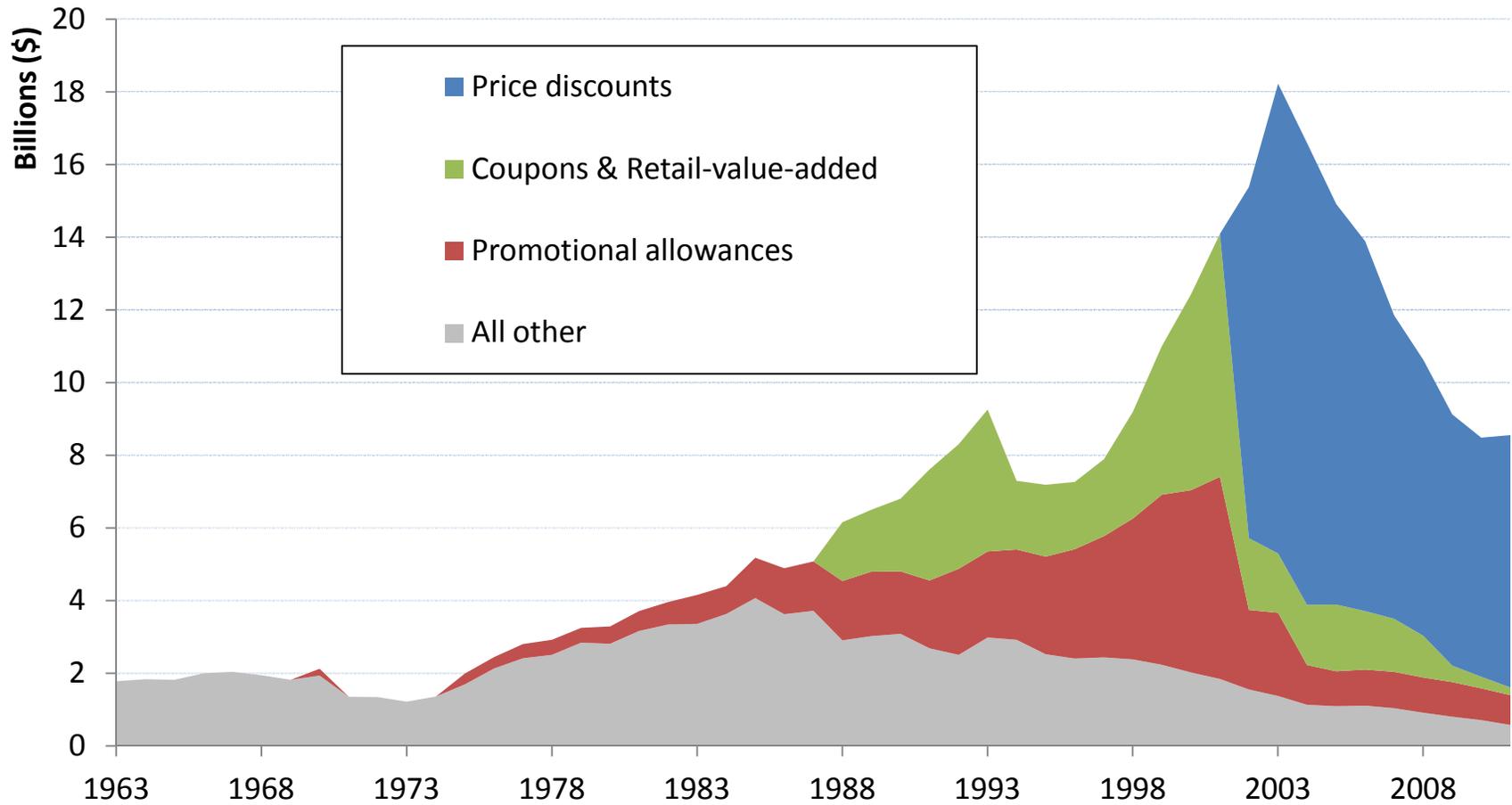


## Tobacco marketing

The Tobacco industry is spending more on advertising now than they were before they were regulated: around one million dollars per hour. This advertising is used to keep current smokers addicted and entice new smokers. Approximately 90 percent of smokers start before the age of 18, and the tobacco industry refers to this market as “replacement smokers.” There is strong and consistent evidence that marketing influences adolescent smoking behavior, including selection of brands, initiation of smoking, and overall consumption of cigarettes. Tobacco companies may no longer be allowed to advertise cigarettes on T.V. or in billboards, but they are in our convenience and grocery stores, where kids are exposed to tobacco advertisements. In a recent Oregon county tobacco retail assessment, two out of every five tobacco retailers had branded tobacco signs displayed below 3 feet (at the eye level of a child), and three out of every five retailers had tobacco products displayed within 12 inches of candy, mints, or gum inside the store.

## Tobacco marketing expenditures, U.S., 1963 through 2011

(in billion 2010 dollars)



Source: Federal Trade Commission Cigarette and Smokeless Tobacco Reports. See "OTF Data Sources and Statistical Methods."

Notes:

- In 1988, the Food and Drug Administration introduced the "Coupons & Retail-value-added" category. Many expenditures which had been classified as "Promotional Allowances" were entered into this new category.
- In 2002, the FDA introduced the "Price Discounts" category. Many expenditures which had been classified as "Promotional Allowances" or "Coupons & Retail-value-added" were entered into the new category.

# Oregon Tobacco Facts: Marketing

Tobacco Marketing Trends, U.S. 1963 through 2011

Adjusted for inflation (2010 dollars)

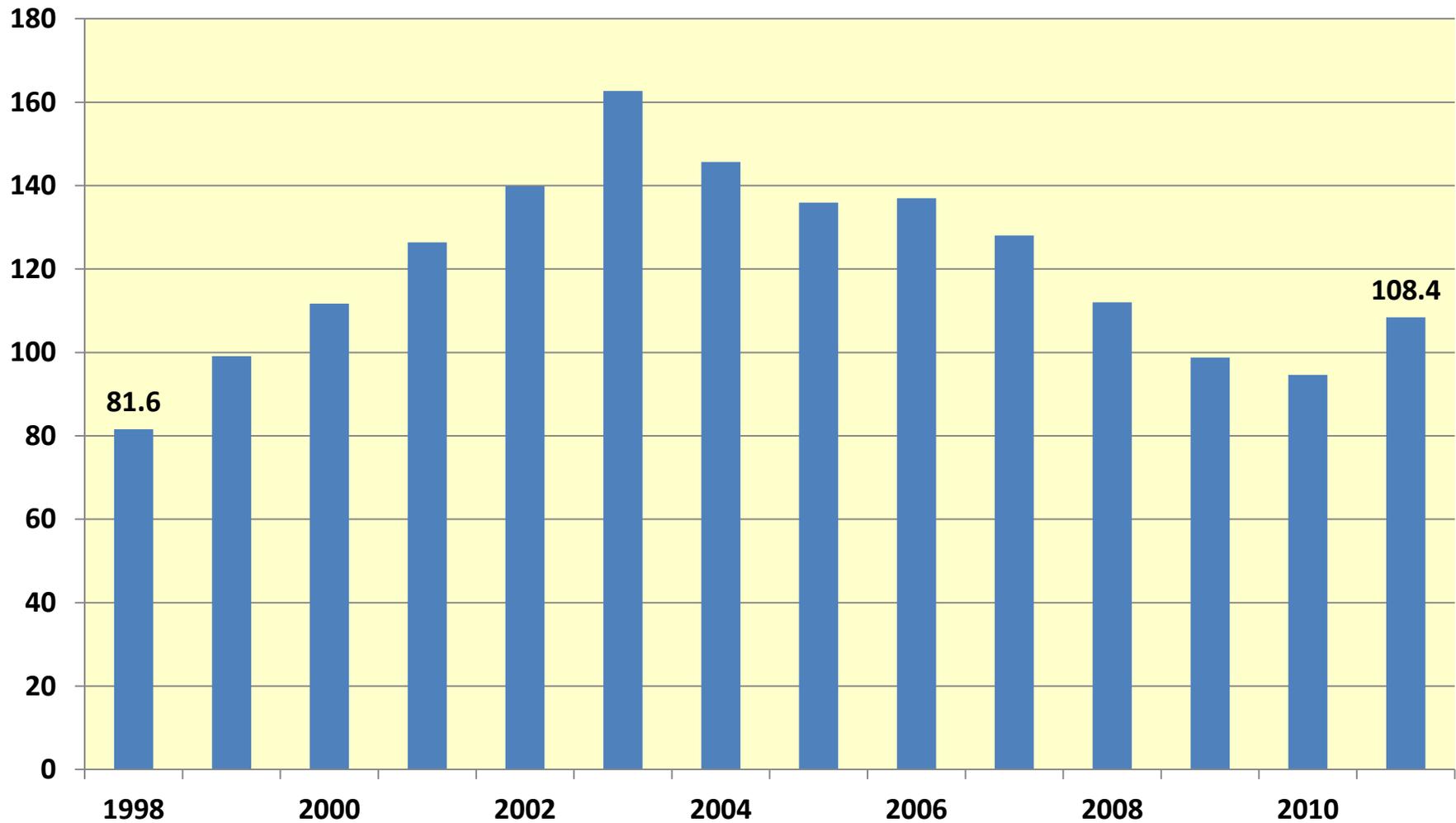


Year	Total (Cigarette + Smokeless)					Cigarette					Smokeless				
	All other	Promotional allowances	Coupons & Retail-value-added	Price discounts	Total	All other	Promotional allowances	Coupons & Retail-value-added	Price discounts	Total	All other	Promotional allowances	Coupons & Retail-value-added	Price discounts	Total
1963	1,777,940,261	0	0	0	1,777,940,261	1,777,940,261	0	0	0	1,777,940,261					
1964	1,838,001,058	0	0	0	1,838,001,058	1,838,001,058	0	0	0	1,838,001,058					
1965	1,820,594,540	0	0	0	1,820,594,540	1,820,594,540	0	0	0	1,820,594,540					
1966	2,002,211,728	0	0	0	2,002,211,728	2,002,211,728	0	0	0	2,002,211,728					
1967	2,036,277,437	0	0	0	2,036,277,437	2,036,277,437	0	0	0	2,036,277,437					
1968	1,946,839,057	0	0	0	1,946,839,057	1,946,839,057	0	0	0	1,946,839,057					
1969	1,817,529,439	0	0	0	1,817,529,439	1,817,529,439	0	0	0	1,817,529,439					
1970	1,935,157,080	189,894,180	0	0	2,125,051,260	1,935,157,080	189,894,180	0	0	2,125,051,260					
1971	1,354,639,249	0	0	0	1,354,639,249	1,354,639,249	0	0	0	1,354,639,249					
1972	1,343,809,225	0	0	0	1,343,809,225	1,343,809,225	0	0	0	1,343,809,225					
1973	1,215,514,865	0	0	0	1,215,514,865	1,215,514,865	0	0	0	1,215,514,865					
1974	1,356,989,469	0	0	0	1,356,989,469	1,356,989,469	0	0	0	1,356,989,469					
1975	1,699,199,353	291,895,112	0	0	1,991,094,465	1,699,199,353	291,895,112	0	0	1,991,094,465					
1976	2,133,016,894	316,250,181	0	0	2,449,267,075	2,133,016,894	316,250,181	0	0	2,449,267,075					
1977	2,415,297,644	389,431,464	0	0	2,804,729,108	2,415,297,644	389,431,464	0	0	2,804,729,108					
1978	2,507,720,922	418,547,121	0	0	2,926,268,043	2,507,720,922	418,547,121	0	0	2,926,268,043					
1979	2,842,278,865	411,816,477	0	0	3,254,095,342	2,842,278,865	411,816,477	0	0	3,254,095,342					
1980	2,813,544,283	473,938,365	0	0	3,287,482,648	2,813,544,283	473,938,365	0	0	3,287,482,648					
1981	3,163,085,792	549,522,710	0	0	3,712,608,502	3,163,085,792	549,522,710	0	0	3,712,608,502					
1982	3,347,769,705	615,232,011	0	0	3,963,001,716	3,347,769,705	615,232,011	0	0	3,963,001,716					
1983	3,359,765,689	801,625,086	0	0	4,161,390,775	3,359,765,689	801,625,086	0	0	4,161,390,775					
1984	3,634,838,215	762,350,220	0	0	4,397,188,435	3,634,838,215	762,350,220	0	0	4,397,188,435					
1985	4,068,552,540	1,112,322,706	0	0	5,180,875,246	3,906,290,851	1,112,322,706	0	0	5,018,613,557	162,261,689	0	0	0	162,261,689
1986	3,622,527,175	1,269,872,951	0	0	4,892,400,126	3,486,351,350	1,253,495,712	0	0	4,739,847,062	136,175,825	16,377,239	0	0	152,553,064
1987	3,720,573,690	1,362,830,424	0	0	5,083,394,114	3,604,976,269	1,348,319,332	0	0	4,953,295,601	115,597,421	14,501,093	0	0	130,098,513
1988	2,909,166,389	1,633,232,143	1,619,812,184	0	6,162,210,715	2,803,719,073	1,621,509,023	1,611,231,083	0	6,036,459,178	105,447,316	11,723,120	8,581,101	0	125,751,537
1989	3,025,293,622	1,772,883,601	1,705,152,285	0	6,503,329,508	2,914,183,034	1,758,240,042	1,688,113,936	0	6,360,537,012	111,110,588	14,643,559	17,038,349	0	142,792,496
1990	3,087,470,862	1,720,695,449	2,002,438,846	0	6,810,605,156	2,981,150,852	1,704,118,484	1,975,013,441	0	6,660,282,777	106,320,010	16,576,964	27,425,405	0	150,322,379
1991	2,684,643,904	1,874,851,887	3,051,841,811	0	7,611,337,602	2,579,096,564	1,851,202,582	3,014,528,140	0	7,444,827,287	105,547,340	23,649,305	37,313,671	0	166,510,315
1992	2,509,963,413	2,367,724,291	3,429,987,443	0	8,307,675,147	2,397,400,606	2,350,009,561	3,380,991,696	0	8,128,401,863	112,562,807	17,714,730	48,995,747	0	179,273,284
1993	2,982,262,145	2,370,258,732	3,910,950,452	0	9,263,471,329	2,870,804,573	2,350,530,502	3,862,212,399	0	9,083,547,474	111,457,572	19,728,230	48,738,053	0	179,923,855
1994	2,920,302,584	2,485,369,390	1,891,559,424	0	7,297,231,398	2,804,004,469	2,470,296,392	1,837,579,394	0	7,111,880,255	116,298,115	15,072,997	53,980,031	0	185,351,143
1995	2,527,540,661	2,681,289,070	1,977,498,038	0	7,186,327,769	2,405,466,736	2,669,407,499	1,929,277,645	0	7,004,151,880	122,073,926	11,881,571	48,220,393	0	182,175,890
1996	2,405,494,492	3,006,866,625	1,854,719,938	0	7,267,081,055	2,290,569,183	2,989,185,028	1,818,812,184	0	7,098,566,395	114,925,310	17,681,597	35,907,754	0	168,514,661
1997	2,440,027,898	3,332,875,050	2,121,186,597	0	7,894,089,545	2,307,770,202	3,312,913,260	2,069,036,244	0	7,689,719,706	132,257,696	19,961,790	52,150,353	0	204,369,839
1998	2,385,242,369	3,871,335,046	2,945,441,836	0	9,202,019,251	2,240,285,940	3,851,322,463	2,915,783,295	0	9,007,391,697	144,956,429	20,012,583	29,658,542	0	194,627,554
1999	2,235,392,904	4,677,480,001	4,091,814,954	0	11,004,687,858	2,099,141,083	4,637,223,921	4,045,536,949	0	10,781,901,953	136,251,820	40,256,080	46,278,005	0	222,785,906
2000	2,027,900,066	5,013,756,049	5,389,826,305	0	12,431,482,420	1,924,621,519	4,956,274,854	5,266,198,024	0	12,147,094,396	103,278,547	57,481,195	123,628,281	0	284,388,024
2001	1,847,697,357	5,557,381,705	6,696,405,354	0	14,101,484,416	1,723,281,424	5,482,438,813	6,604,353,555	0	13,810,073,791	124,415,934	74,942,892	92,051,800	0	291,410,626
2002	1,558,735,923	2,184,477,493	1,980,061,205	9,663,838,292	15,387,112,913	1,458,216,470	2,160,185,885	1,948,173,394	9,543,840,827	15,110,416,576	100,519,452	24,291,608	31,887,811	119,997,465	276,696,337
2003	1,377,328,207	2,290,706,722	1,631,367,003	12,934,951,560	18,234,353,492	1,270,510,395	2,269,654,837	1,598,085,021	12,808,703,062	17,946,953,314	106,817,813	21,051,885	33,281,982	126,248,499	287,400,178
2004	1,136,279,542	1,092,946,540	1,651,420,393	12,719,944,107	16,600,590,582	1,020,492,845	1,075,035,704	1,618,768,556	12,619,542,536	16,333,839,641	115,786,697	17,910,836	32,651,837	100,401,571	266,750,941
2005	1,094,495,973	964,304,371	1,836,711,480	11,026,474,485	14,921,986,308	990,943,378	946,456,828	1,789,413,537	10,915,158,740	14,641,972,482	103,552,595	17,847,543	47,297,943	111,315,746	280,013,827
2006	1,112,992,003	993,172,611	1,609,241,382	10,176,809,805	13,892,215,802	996,103,820	979,351,581	1,577,240,366	9,956,491,041	13,509,186,809	116,888,183	13,821,030	32,001,016	220,318,764	383,028,993
2007	1,036,520,546	1,000,039,196	1,462,498,017	8,359,614,285	11,858,672,045	910,925,569	981,390,821	1,436,653,788	8,097,211,758	11,426,181,936	125,594,977	18,648,375	25,844,230	262,402,528	432,490,109
2008	913,491,668	968,426,110	1,151,584,516	7,591,584,653	10,625,086,947	757,743,663	943,112,987	1,106,564,596	7,262,786,107	10,070,207,354	155,748,005	25,313,122	45,019,919	328,798,546	554,879,593
2009	805,822,905	955,149,294	450,816,630	6,918,508,180	9,130,297,009	606,054,144	889,682,575	387,571,856	6,756,239,627	8,639,548,202	199,768,761	65,466,719	63,244,774	162,268,553	490,748,806
2010	712,093,572	873,376,854	318,553,022	6,585,826,150	8,489,849,598	538,394,000	780,572,000	235,802,000	6,490,832,000	8,045,600,000	173,699,572	92,804,854	82,751,022	94,994,150	444,249,598
2011	578,372,486	819,175,722	212,143,845	6,951,381,095	8,561,073,149	426,015,693	734,802,741	165,982,708	6,782,548,904	8,109,350,047	152,356,793	84,372,981	46,161,137	168,832,191	451,723,102

**Notes:**  
 • In 1988, the Food and Drug Administration introduced the "Coupons & Retail-value-added" category. Many expenditures which had been classified as "Promotional Allowances" were entered into this new category.  
 • In 2002, the FDA introduced the "Price Discounts" category. Many expenditures which had been classified as "Promotional Allowances" or "Coupons & Retail-value-added" were entered into the new category.

**Source:**  
 Federal Trade Commission Cigarette and Smokeless Tobacco Reports. See "Oregon Tobacco Facts Data Sources and Statistical Methods."

## Tobacco Marketing Expenditures, Oregon, 1998 through 2011 (in million dollars)



Source: Campaign for Tobacco-Free Kids, <https://www.tobaccofreekids.org/research/factsheets/pdf/0271.pdf>

Note: Campaign for Tobacco-Free Kids calculates state-level tobacco marketing expenditures by taking national tobacco marketing expenditure data from the Federal Trade Commission and allocating it to each state according to the number of cigarette packs sold in that state.

## Oregon Tobacco Facts: Marketing



### Tobacco Marketing Expenditures, Oregon, 1998 through 2011

Year	Total (Millions of Dollars)
1998	81.6
1999	99.1
2000	111.7
2001	126.4
2002	139.9
2003	162.7
2004	145.7
2005	135.9
2006	137.0
2007	128.0
2008	112.0
2009	98.8
2010	94.6
2011	108.4

**Notes:**

- Campaign for Tobacco-Free Kids calculates state-level tobacco marketing expenditures by taking national tobacco marketing expenditure data from the Federal Trade Commission, and allocating it to each state according to the number of cigarette packs sold in that state.

**Source:**

Campaign for Tobacco-Free Kids, <https://www.tobaccofreekids.org/research/factsheets/pdf/0271.pdf>