



STATE-SPECIFIC ESTIMATES OF TOBACCO COMPANY MARKETING EXPENDITURES 1998 to 2018

The tobacco industry marketing continues to spend \$9.1 billion (or nearly \$25 million per day) nationwide. These tobacco industry marketing expenditures have overwhelmed any public health benefits from the marketing restrictions that were put into place in late 1998 by the Master Settlement Agreement (MSA) between the states and the tobacco companies. Cigarette marketing expenditures accounts for 92.7 percent of all tobacco industry marketing, and the vast majority of cigarette marketing expenditures are directly linked to individual pack sales through price discounts, sales-related promotional allowances, coupons, sales-linked bonus items and similar price-related promotions.

Precise data on how much the tobacco industry spends on marketing in each state is not publicly available, but the following table provides state-specific estimates of combined marketing spending by cigarette and smokeless companies based on the number of cigarette packs sold in each state as a percentage of total nationwide sales.

Estimated Annual Tobacco Industry Marketing Expenditures in Each State 2011-2018 (in millions of dollars)

	2011	2012	2013	2014	2015	2016	2017	2018
US	\$8.83 bill.	\$9.61 bill.	\$9.51 bill.	\$8.67 bill.	\$8.99 bill.	\$9.47 bill.	\$9.36 bill.	\$9.06 bill.
AL	\$193.0	\$216.3	\$211.0	\$193.8	\$198.7	\$210.0	\$207.3	\$201.3
AK	\$18.1	\$20.0	\$19.3	\$17.7	\$17.8	\$18.9	\$17.9	\$17.4
AZ	\$102.1	\$108.6	\$108.2	\$99.0	\$104.7	\$113.5	\$114.5	\$115.6
AR	\$105.2	\$119.1	\$115.0	\$104.5	\$108.1	\$116.1	\$114.8	\$113.9
CA	\$571.7	\$637.3	\$614.8	\$565.4	\$585.3	\$618.2	\$590.3	\$496.3
CO	\$120.6	\$139.2	\$134.9	\$125.4	\$131.1	\$140.3	\$140.1	\$136.0
CT	\$76.6	\$80.5	\$76.4	\$70.2	\$69.5	\$73.0	\$69.4	\$64.5
DE	\$46.5	\$51.6	\$47.9	\$42.8	\$44.3	\$46.3	\$50.7	\$46.6
DC	\$8.6	\$8.3	\$8.0	\$6.8	\$7.0	\$7.1	\$6.6	\$6.8
FL	\$551.4	\$586.4	\$580.7	\$538.0	\$562.8	\$605.3	\$614.2	\$608.1
GA	\$310.5	\$349.0	\$335.3	\$317.6	\$322.2	\$347.5	\$345.0	\$359.5
HI	\$26.4	\$27.4	\$25.4	\$23.2	\$25.6	\$26.2	\$26.3	\$26.1
ID	\$42.1	\$46.2	\$46.7	\$42.7	\$45.0	\$48.5	\$48.1	\$48.9
IL	\$343.4	\$400.9	\$276.8	\$281.4	\$290.8	\$291.5	\$288.6	\$273.5
IN	\$266.2	\$288.3	\$296.7	\$271.4	\$279.2	\$296.8	\$298.0	\$293.2
IA	\$88.3	\$99.8	\$101.1	\$94.6	\$97.5	\$107.0	\$103.5	\$102.1
KS	\$69.3	\$82.7	\$80.2	\$74.2	\$77.1	\$76.3	\$73.6	\$73.2
KY	\$265.6	\$293.1	\$277.8	\$254.0	\$251.8	\$276.7	\$278.7	\$274.3

State-Specific Tobacco Company Marketing Expenditures, 1998-2018 / 2

	2011	2012	2013	2014	2015	2016	2017	2018
LA	\$210.8	\$220.7	\$228.7	\$195.6	\$231.5	\$187.8	\$197.8	\$189.3
ME	\$40.1	\$43.5	\$43.7	\$40.8	\$42.1	\$46.7	\$48.5	\$45.8
MD	\$117.8	\$134.6	\$130.0	\$121.7	\$122.8	\$131.1	\$128.8	\$126.2
MA	\$132.0	\$147.8	\$145.0	\$117.9	\$117.9	\$125.1	\$121.3	\$119.1
MI	\$270.6	\$309.1	\$303.9	\$285.6	\$297.5	\$320.2	\$323.6	\$319.7
MN	\$161.4	\$135.6	\$157.3	\$110.4	\$111.3	\$117.8	\$114.8	\$110.0
MS	\$119.0	\$132.8	\$129.4	\$118.9	\$126.4	\$127.3	\$130.2	\$126.8
MO	\$322.0	\$360.1	\$357.1	\$324.1	\$334.6	\$364.9	\$355.4	\$347.5
MT	\$26.6	\$30.5	\$30.2	\$28.4	\$29.1	\$31.3	\$31.5	\$29.5
NE	\$57.7	\$64.9	\$64.4	\$57.4	\$59.2	\$63.0	\$60.8	\$62.8
NV	\$72.8	\$78.7	\$80.8	\$75.5	\$89.0	\$64.2	\$78.3	\$71.5
NH	\$72.1	\$83.0	\$80.3	\$77.9	\$80.2	\$87.6	\$85.5	\$84.5
NJ	\$168.6	\$187.0	\$184.1	\$169.5	\$171.0	\$180.9	\$179.4	\$175.5
NM	\$33.2	\$37.3	\$37.4	\$33.2	\$36.4	\$36.9	\$36.7	\$37.1
NY	\$209.2	\$235.3	\$221.0	\$196.9	\$194.5	\$199.0	\$192.1	\$186.9
NC	\$342.8	\$392.6	\$380.2	\$362.5	\$363.3	\$392.6	\$406.0	\$412.4
ND	\$27.4	\$34.2	\$34.4	\$35.6	\$37.9	\$38.2	\$36.2	\$35.8
OH	\$386.8	\$431.2	\$428.2	\$400.8	\$409.9	\$424.4	\$426.8	\$418.5
OK	\$157.1	\$181.2	\$173.8	\$160.8	\$163.7	\$172.0	\$174.2	\$172.2
OR	\$106.2	\$115.9	\$114.5	\$105.6	\$108.7	\$115.7	\$115.0	\$116.2
PA	\$422.6	\$470.0	\$456.9	\$421.3	\$418.7	\$443.9	\$380.1	\$365.5
RI	\$22.6	\$25.2	\$25.1	\$25.1	\$26.2	\$26.7	\$26.5	\$25.1
SC	\$190.9	\$194.1	\$198.6	\$182.7	\$182.9	\$201.6	\$202.0	\$201.2
SD	\$21.1	\$23.7	\$24.1	\$23.2	\$23.4	\$27.5	\$26.4	\$26.4
TN	\$268.5	\$293.0	\$290.0	\$264.2	\$275.0	\$292.1	\$288.9	\$283.6
TX	\$574.6	\$632.3	\$639.5	\$578.7	\$615.5	\$646.9	\$652.4	\$622.2
UT	\$36.3	\$43.4	\$41.5	\$36.8	\$39.6	\$39.9	\$41.2	\$40.1
VT	\$18.0	\$19.2	\$17.8	\$16.4	\$17.1	\$16.8	\$16.7	\$15.5
VA	\$316.8	\$392.6	\$385.3	\$359.6	\$371.5	\$383.1	\$375.1	\$356.0
WA	\$86.2	\$93.0	\$91.4	\$84.3	\$89.8	\$92.8	\$91.1	\$90.1
WV	\$118.0	\$130.5	\$129.8	\$117.3	\$121.5	\$126.6	\$110.5	\$103.8
WI	\$142.7	\$157.4	\$154.2	\$148.6	\$153.6	\$164.7	\$165.4	\$162.6
WY	\$23.5	\$23.4	\$23.7	\$21.4	\$23.1	\$23.0	\$22.5	\$22.0

Estimated Annual Tobacco Industry Marketing Expenditures in Each State 1998-2010 (in millions of dollars)

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
US	\$6.88 bill.	\$8.41 bill.	\$9.82 bill.	\$11.45 bill.	\$12.70 bill.	\$15.39 bill.	\$14.38 bill.	\$13.36 bill.	\$12.84 bill.	\$11.28 bill.	\$10.49 bill.	\$9.03 bill.	\$8.50 bill.
AL	\$134.8	\$169.1	\$197.2	\$214.0	\$225.6	\$278.6	\$287.5	\$256.0	\$254.8	\$224.2	\$214.1	\$189.7	\$186.5
AK	\$14.2	\$16.7	\$19.8	\$21.8	\$24.1	\$30.7	\$30.0	\$27.2	\$24.3	\$21.6	\$19.0	\$16.9	\$16.9
AZ	\$86.8	\$109.2	\$129.2	\$147.5	\$164.6	\$194.4	\$172.5	\$166.7	\$168.4	\$140.4	\$119.3	\$100.0	\$90.6
AR	\$81.6	\$102.8	\$120.4	\$144.5	\$140.0	\$187.3	\$159.6	\$155.1	\$151.7	\$133.9	\$129.5	\$111.6	\$101.2
CA	\$495.5	\$591.8	\$622.7	\$684.8	\$736.2	\$908.5	\$853.1	\$815.3	\$798.5	\$703.4	\$656.3	\$569.3	\$538.1
CO	\$92.2	\$120.4	\$140.0	\$161.1	\$174.4	\$214.0	\$200.7	\$183.0	\$166.3	\$147.6	\$139.6	\$122.5	\$115.3
CT	\$73.4	\$93.3	\$107.9	\$124.4	\$135.6	\$155.3	\$134.5	\$119.9	\$119.8	\$107.5	\$98.4	\$86.6	\$79.6
DE	\$28.6	\$39.7	\$49.7	\$58.9	\$67.6	\$111.4	\$104.6	\$101.9	\$103.9	\$96.0	\$68.4	\$57.7	\$46.6
DC	\$8.2	\$10.5	\$12.1	\$13.3	\$15.1	\$19.8	\$15.7	\$14.2	\$15.6	\$13.5	\$13.5	\$10.7	\$7.7
FL	\$392.2	\$502.3	\$578.6	\$667.9	\$761.5	\$955.7	\$917.5	\$899.0	\$858.8	\$768.6	\$734.2	\$696.4	\$513.6
GA	\$219.3	\$282.3	\$324.8	\$374.2	\$397.2	\$529.0	\$429.9	\$429.8	\$415.4	\$367.9	\$348.7	\$306.6	\$301.2
HI	\$12.5	\$15.0	\$18.4	\$27.5	\$37.3	\$47.6	\$43.3	\$40.8	\$41.1	\$34.1	\$33.5	\$28.5	\$26.0
ID	\$27.9	\$35.3	\$41.5	\$45.9	\$49.8	\$64.9	\$60.3	\$55.8	\$56.4	\$52.2	\$49.7	\$43.0	\$39.7
IL	\$282.6	\$333.7	\$388.1	\$443.5	\$527.7	\$487.1	\$552.1	\$455.5	\$440.8	\$379.2	\$365.3	\$313.9	\$315.3
IN	\$235.8	\$303.7	\$349.3	\$392.4	\$442.4	\$469.3	\$439.8	\$410.8	\$415.3	\$392.3	\$307.5	\$271.0	\$255.1
IA	\$79.6	\$101.6	\$118.7	\$134.6	\$148.9	\$189.7	\$179.1	\$170.0	\$169.8	\$138.3	\$102.0	\$87.1	\$85.4
KS	\$66.9	\$84.0	\$98.1	\$111.6	\$124.5	\$124.3	\$111.6	\$103.1	\$101.9	\$89.1	\$85.0	\$74.1	\$70.5
KY	\$197.5	\$251.1	\$287.3	\$328.0	\$341.3	\$542.7	\$522.0	\$517.2	\$406.8	\$362.7	\$356.8	\$290.6	\$264.3
LA	\$133.4	\$170.8	\$212.5	\$197.6	\$258.3	\$281.3	\$279.6	\$281.7	\$234.8	\$225.8	\$223.7	\$196.3	\$184.6
ME	\$34.9	\$41.3	\$48.1	\$55.1	\$61.0	\$72.9	\$68.7	\$64.6	\$57.4	\$47.0	\$43.1	\$37.1	\$38.6
MD	\$108.4	\$141.2	\$140.0	\$163.7	\$179.4	\$202.1	\$195.7	\$186.2	\$183.9	\$164.6	\$144.1	\$107.6	\$110.5
MA	\$115.0	\$143.5	\$166.2	\$185.0	\$211.0	\$230.3	\$203.9	\$188.1	\$189.6	\$168.3	\$164.8	\$121.0	\$122.9
MI	\$210.0	\$310.3	\$372.8	\$418.5	\$465.1	\$549.0	\$501.5	\$401.8	\$383.5	\$337.5	\$313.0	\$272.4	\$269.1
MN	\$115.1	\$147.0	\$169.0	\$194.1	\$210.3	\$270.8	\$268.3	\$229.9	\$191.6	\$166.3	\$157.0	\$137.0	\$135.6
MS	\$86.3	\$110.3	\$126.0	\$142.0	\$155.9	\$197.9	\$185.1	\$176.8	\$180.7	\$156.9	\$161.9	\$141.7	\$114.8
MO	\$191.1	\$247.7	\$290.2	\$320.7	\$332.8	\$455.0	\$435.2	\$409.2	\$409.1	\$357.3	\$349.0	\$309.6	\$306.0
MT	\$23.3	\$28.2	\$33.1	\$35.9	\$40.1	\$49.3	\$45.4	\$40.4	\$32.4	\$30.2	\$29.8	\$25.9	\$25.6
NE	\$40.5	\$55.8	\$60.9	\$63.5	\$78.9	\$89.0	\$78.1	\$73.2	\$70.3	\$64.5	\$66.5	\$57.4	\$54.7
NV	\$48.8	\$67.7	\$80.2	\$96.2	\$103.2	\$138.5	\$113.8	\$111.7	\$110.9	\$99.3	\$94.1	\$75.0	\$70.3
NH	\$60.0	\$78.3	\$83.0	\$89.5	\$98.8	\$139.9	\$138.9	\$123.7	\$119.1	\$105.2	\$88.5	\$82.6	\$71.2
NJ	\$172.2	\$198.9	\$226.3	\$258.4	\$295.2	\$310.0	\$269.8	\$223.4	\$220.5	\$181.3	\$176.1	\$152.3	\$150.1
NM	\$31.8	\$40.1	\$46.0	\$52.0	\$56.9	\$74.4	\$48.2	\$46.4	\$45.8	\$41.1	\$39.7	\$34.9	\$33.8

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
NY	\$350.5	\$443.3	\$482.8	\$484.3	\$527.2	\$509.4	\$470.7	\$428.8	\$418.6	\$378.3	\$360.3	\$260.0	\$260.9
NC	\$273.9	\$326.3	\$390.2	\$428.7	\$480.9	\$607.4	\$584.2	\$550.1	\$522.2	\$421.4	\$396.0	\$345.8	\$319.6
ND	\$15.1	\$18.6	\$22.1	\$23.9	\$25.9	\$31.7	\$30.3	\$28.8	\$31.5	\$29.3	\$28.0	\$25.2	\$24.9
OH	\$353.0	\$452.2	\$520.3	\$604.0	\$656.4	\$779.3	\$714.0	\$699.6	\$542.4	\$472.8	\$440.1	\$380.9	\$378.7
OK	\$110.0	\$143.7	\$169.1	\$198.4	\$210.3	\$270.8	\$259.2	\$237.5	\$207.6	\$186.6	\$186.0	\$154.9	\$145.3
OR	\$80.2	\$100.7	\$112.6	\$124.8	\$137.9	\$160.6	\$142.8	\$131.3	\$133.5	\$124.7	\$112.0	\$98.8	\$94.7
PA	\$329.9	\$425.5	\$493.8	\$566.6	\$636.3	\$697.0	\$619.6	\$534.8	\$520.2	\$459.5	\$452.8	\$397.2	\$398.0
RI	\$26.1	\$33.3	\$38.2	\$44.3	\$47.2	\$54.1	\$47.7	\$36.7	\$34.2	\$29.3	\$27.3	\$25.3	\$21.6
SC	\$139.4	\$159.8	\$184.6	\$206.1	\$236.2	\$295.2	\$277.8	\$270.9	\$275.4	\$239.4	\$232.9	\$205.1	\$213.4
SD	\$19.2	\$23.9	\$26.8	\$31.3	\$34.0	\$42.1	\$38.5	\$36.4	\$36.0	\$27.4	\$23.4	\$21.5	\$21.9
TN	\$189.1	\$241.2	\$283.2	\$313.2	\$353.9	\$406.5	\$409.7	\$392.6	\$395.1	\$393.9	\$253.7	\$257.8	\$253.1
TX	\$415.5	\$510.9	\$642.0	\$688.6	\$741.8	\$954.2	\$897.3	\$854.8	\$832.3	\$704.2	\$622.4	\$554.2	\$524.7
UT	\$25.2	\$35.1	\$41.3	\$45.9	\$54.2	\$62.9	\$58.4	\$55.9	\$57.2	\$50.9	\$49.1	\$40.6	\$41.2
VT	\$17.0	\$21.5	\$25.2	\$30.5	\$34.0	\$36.2	\$31.1	\$27.3	\$26.7	\$20.7	\$19.0	\$16.4	\$16.4
VA	\$209.2	\$267.3	\$311.5	\$354.4	\$394.7	\$521.3	\$523.0	\$423.7	\$400.7	\$353.1	\$336.4	\$307.2	\$300.8
WA	\$92.7	\$120.1	\$142.3	\$157.3	\$160.7	\$182.5	\$168.0	\$159.1	\$142.3	\$125.8	\$122.5	\$106.3	\$94.4
WV	\$62.1	\$79.3	\$91.4	\$105.2	\$118.9	\$167.3	\$136.8	\$127.5	\$136.8	\$122.1	\$121.2	\$113.2	\$113.8
WI	\$136.0	\$172.3	\$196.3	\$223.0	\$243.4	\$294.4	\$279.4	\$266.7	\$267.0	\$237.4	\$223.0	\$169.0	\$151.5
WY	\$14.7	\$19.5	\$21.9	\$24.4	\$27.5	\$43.4	\$17.3	\$26.5	\$26.9	\$25.9	\$24.5	\$22.0	\$19.8

Sources U.S. Federal Trade Commission (FTC), *Cigarette Report for 2018, 2019*, <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2018-smokeless-tobacco-report-2018/p114508cigarettereport2018.pdf> [data for top 5 manufacturers only].; FTC, *Smokeless Tobacco Report for 2018, 2019*, <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2018-smokeless-tobacco-report-2018/p114508smokelesstobaccoreport2018.pdf> [Data for top 5 manufacturers only]. Because of the formula used for making the state-specific estimates, the listed state-specific changes in estimated tobacco industry marketing largely reflect the relative pack sales changes in each state, which tracks the vast majority of cigarette company marketing expenditures. Some tobacco industry marketing, however, is not directly linked to pack sales; and there is some evidence that the cigarette companies increase their marketing efforts in states that have recently passed cigarette tax increases – in an attempt to dampen the effect of the cigarette tax increases on reducing consumption.

Campaign for Tobacco-Free Kids, January 30, 2020 / Maddy Bolger

For more on tobacco industry marketing, and its impact on kids, see the Campaign for Tobacco-Free Kids Website at: <https://www.tobaccofreekids.org/fact-sheets/tobacco-industry-activities/tobacco-marketing-to-kids>.

For information on state tobacco taxes, which would offset tobacco industry price discounts, see: <https://www.tobaccofreekids.org/fact-sheets/tobacco-control-policies/tobacco-taxes>.