



Even though virtually all of Colin's friends know about the serious health impacts of smoking, some of them still believe that it helps them cope with life or to relax.



These assumptions can lead to disastrous results.

people die every day in Scotland from smoking-related illnesses



That's cheap property!
I'm getting it!



In 2012, deprived areas had 70% more places to buy tobacco than in more affluent ones.

**TITLE DEED
AFFLUENT STREET**

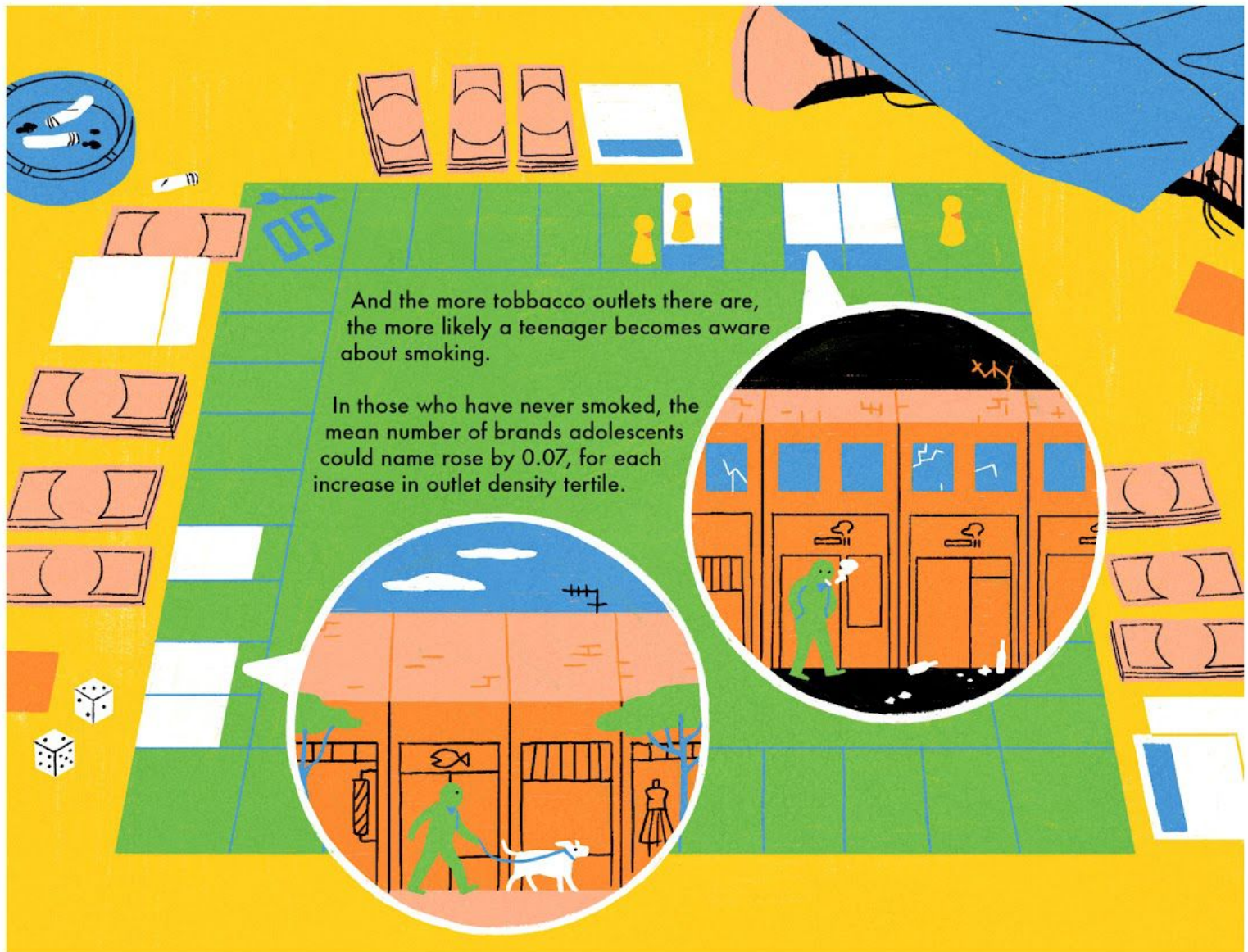
RENT £28

£ 150
150

**TITLE DEED
DEPRIVED STREET**

RENT £6

With 1 Tobacco shop	£ 30
With 2 Tobacco shop	£ 90
With 3 Tobacco shops	70
With 4 Tobacco shops	
With CIGAR SHOP	£



The good news is that the density of tobacco retailers has declined by 5%, on average.



Teenagers like Colin who live in areas with the most tobacco retailers are 47% more likely to smoke than those living in areas with the fewest retailers.

I am influenced by my surroundings.

And so am I!

So, in summary:

TITLE DEED DEPRIVED STREET

- More tobacco retailers
- Smaller decrease of retailers
- Teenagers living here are more likely to smoke

TITLE DEED AFFLUENT STREET

- Fewer tobacco retailers
- Larger decrease of retailers
- Teenagers living here are less likely to smoke

It is therefore no surprise that people living in deprived neighbourhoods are 4 times more likely to smoke than those living in more affluent ones.

Where you live can play a substantial role in whether or not you become a smoker, but nothing is ever fixed! Be aware of all the factors and take control of your own destiny. Your fate doesn't have to be tied to a roll of the dice!