FACT SHEET

The Tobacco Industry and Marketing to Youth

Smoking Habits Start Young and Die Hard

- Almost 90% of adult smokers begin their habits at or before age 18, making kids an essential market for tobacco advertisers.¹
- Each year in Washington, 24,000 teenagers become new daily smokers.²
- Youth smoking is on the rise at all age levels. In Washington, 5% of 6th graders, 15% of 8th graders, 25% of 10th graders, and 29% of 12th graders smoke.³ There was a 38% increase from 1990 to 1998 in the total number of high school seniors who smoke statewide.

<table>
<thead>
<tr>
<th>% Smokers</th>
<th>6th grade</th>
<th>8th grade</th>
<th>10th grade</th>
<th>12th grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>Up 150%</td>
<td>Up 25%</td>
<td>Up 38%</td>
<td>Up 38%</td>
</tr>
<tr>
<td>1998</td>
<td></td>
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</tbody>
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- Smoking among black teens in the U.S. increased by 80% between 1991 and 1997.⁴
- While many youth are optimistic about quitting, studies have shown that ¾ of youth who try to quit are unsuccessful.⁵

The Tobacco Industry Aims to Hook Susceptible Youth Early

- Bennett LeBow, owner of Liggett Tobacco, admits: “If you are really and truly not going to sell to children, you are going to be out of business in 30 years.”⁶
- Almost 80% of American kids are exposed to persuasive tobacco marketing over 17 times every year.⁷
• Tobacco advertising is one of the leading causes of teen tobacco use in the U.S., playing an even stronger role than family, peers, race or age. Teens who have never smoked but have been exposed to tobacco advertising are at least three times more likely to say they might try a cigarette soon than those not exposed to tobacco marketing.

• Teen smokers prefer to buy the most-advertised cigarette brands, Marlboro, Camel and Newport. Although these three brands comprise only 35% of total national market sales, they have captured 86% of the teen market.

Since the Tobacco Settlement, Only the Industry’s Tactics Have Changed

• In 1998, the tobacco industry signed the Master Settlement Agreement, agreeing not to market to kids or on billboards. One year later, the industry circumvented this agreement by sharply increasing promotional allowances to retailers for shelf space (up 23%), cigarette giveaways (up 134%), and “buy one, get one free” and other merchandise offers like t-shirts and lighters (up 65%). Advertising in and around convenience stores and other retail outlets also increased by 13%.

During this same period, the tobacco industry also poured $176 million into advertising in youth-oriented magazines, a 22% jump in spending from the previous year.

Youth-oriented Magazines Carrying Cigarette Advertising in 1999

<table>
<thead>
<tr>
<th>Magazine</th>
<th>% Youth Readers</th>
<th>Number Youth Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Guide</td>
<td>16%</td>
<td>8.1 million</td>
</tr>
<tr>
<td>Sports Illustrated</td>
<td>23%</td>
<td>7.3 million</td>
</tr>
<tr>
<td>Rolling Stone</td>
<td>29%</td>
<td>3.3 million</td>
</tr>
<tr>
<td>Vibe</td>
<td>42%</td>
<td>2.9 million</td>
</tr>
<tr>
<td>Mademoiselle</td>
<td>24%</td>
<td>1.5 million</td>
</tr>
</tbody>
</table>

• Camel, Kool and Virginia Slims cigarettes all advertise in Vibe, a magazine with 12-17 year-olds comprising 42.2% of total readership.  

**Tobacco Marketing Targets Washington Youth**  

• A survey in Pierce County, Washington, found that the closer a storefront is to a school, the more likely it is to contain ads for tobacco products. These findings match nationwide studies.  

• In 1996, Pierce County passed a resolution banning cigarette advertising within 1000 feet of a school, playground or other area children frequent, and restricting outdoor marketing to black and white, information-only ads. Convenience store owners and the tobacco industry had the ruling overturned in 1999, allowing the tobacco industry to continue marketing cigarettes near schools. 

• In Washington alone, Big Tobacco spends an estimated state budget for tobacco control and prevention or $100 per child.

6 Quoted in Smokeless States Tobacco News, Spring 1998, as cited at: http://www.globalink.org/tobacco/Chapter15/Chap15_Children_SmokingPage3.html. Liggett Tobacco, the smallest of the six major U.S. tobacco companies, was the first company to settle the 1998 Medicaid suits brought by state attorney generals. 
9 Evans, Nicola, et al., “Influence of tobacco marketing and exposure to smokers on adolescent susceptibility to smoking,” Journal of the National Cancer Institute, 1995, 87: 1538-45. Exposure to tobacco marketing was ranked using a five-point index derived from the number of positive responses to five survey items: “recognition of advertising messages, having a favorite advertisement, naming a brand he/she might buy, owning a tobacco-related promotional item, and willingness to use a tobacco-related promotional item.”  
13 Ibid.  
14 King and Siegel. The figure $176 million includes $67.4 million spent on youth brands in youth-oriented magazines and $108.6 million for adult brands in youth-oriented magazines. Youth-oriented magazines are those with at least 2 million or 15% of readers between 12-17 years old. Youth brands were defined as those smoked by more than 5% of smokers in the 8 million for adult brands in youth-oriented magazines. Youth-oriented magazines are those with at least 2 million or 15% of readers between 12-17 years old. 
15 Ibid.  
16 Survey conducted by the Tobacco Free Coalition of Pierce County and reported by the Tacoma-Pierce County Health Department at http://www.healthdept.co.pierce.wa.us/tobacco/blbd/kids.html.  