

Fact Sheet: Tobacco Industry Advertising Targets Kids



Tobacco Use

Average age at which smokers try their first cigarette: **14** _

88% of adults who have ever smoked tried their first cigarette by the **age of 18**

Number of new kids who try their first cigarette each day: **4,000**

Number of adults who die from smoking each day: **1,170**

Number of people ill with smoking-caused disease on any given day: **8.6 million**

Big Tobacco Targets Youth

Major cigarette companies spend approximately **\$13 billion per year** to promote their products (more than **\$41 million** every day)

Cigarette company spending to market their deadly products increased by almost **125%** from 1998 to 2003 (the most recent year for which complete data is available)

Internal tobacco industry documents (revealed in the tobacco lawsuits) show that the tobacco companies have:

- perceived kids as young as **13 years of age as a key market**,
- studied the smoking habits of kids, and
- developed products and marketing campaigns aimed at them

"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens... The smoking patterns of teenagers are particularly important to Philip Morris."

- Philip Morris Tobacco Company

"Many manufacturers have 'studied' the 14-20 market in hopes of uncovering the 'secret' of the instant popularity some brands enjoy to the almost exclusion of others. . . . Creating a 'fad' in this market can be a great bonanza."

- RJ Reynolds Tobacco Company

Impact of Tobacco Ads on Kids

"There is a **causal relationship** between tobacco marketing and smoking initiation [among youth]."

- National Cancer Institute, 2001

Exposure to tobacco marketing (which includes advertising, promotions and cigarette samples) and exposure to pro-tobacco depictions in films, television, and videos **more than doubles the odds** that children under 18 will become tobacco users.

Pro-tobacco marketing and media depictions lead children who already smoke to smoke more heavily, increasing the odds of progression to heavier use by **42 percent**.

Kids are more than **twice as likely** as adults to recall tobacco advertising.

Teens are more likely to be influenced to smoke by **cigarette advertising** than they are by **peer pressure**.

A study in the *Journal of Marketing* found that teenagers are **three times as sensitive** as adults to cigarette advertising.

Sources

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Working to create a healthy and tobacco-free environment