SMOKING AND KIDS

• Each day, more than 3,000 kids become regular smokers.¹ That’s more than one million kids a year. Roughly one-third of them will eventually die from a tobacco-related disease.²

• Almost 90 percent of adult smokers began at or before age 18.³

• 86 percent of children who smoke prefer Marlboro, Camel, and Newport – the three most heavily advertised brands – compared to only about one-third of adult smokers. Between 1989 and 1993, when advertising for the new Joe Camel campaign jumped from $27 million to $43 million, Camel's share among youth increased by more than 50 percent, while its adult market share did not change at all.⁴

• According to the University of Michigan’s Monitoring the Future Study, smoking among high school seniors reached a 19-year high in 1997, climbing to 36.5 percent. Smoking among high school seniors has since dropped slightly, to 34.6 percent in 1999.⁵

• A study published in the Journal of the National Cancer Institute found that teens are more likely to be influenced to smoke by cigarette advertising than they are by peer pressure.⁶

• Cigarettes kill more than 400,000 Americans every year. This figure represents more deaths than from AIDS, alcohol, car accidents, murders, suicides, drugs and fires -- combined.⁷

• The cigarette companies spent over $5.5 billion in 1997 on advertising and promotion campaigns⁸ – more than $15.5 million every day. Spending dropped from $6 billion in 1993, but expenditures for marketing to attract kids remained steady. The reduction is attributed to a dramatic decline in coupons and other discounts.

• The U.S. Centers for Disease Control and Prevention reports smoking rates for students in grades 9-12 increased from 27.5 percent in 1991 to 36.4 percent in 1997. The same study shows smoking rates for African-American male students doubled during that time, from 14.1 percent to 28.2 percent.⁹

• The cigar fad has reached kids. In 1997, 31.2 percent of boys and 10.8 percent of girls in grades 9-12 reported having smoked a cigar at least once in the last 30 days.¹⁰

2 CDC, “Projected Smoking-Related Deaths Among Youth-United States,” MMWR, 8 November 1996, Vol. 45, No. 44.


6 “Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking,” Journal of the National Cancer Institute, October 1995.


10 Ibid.