

Big Tobacco's Tricks: What Decision-Makers Need to Know

The tobacco industry spends \$9.1 billion a year to market cigarettes and smokeless tobacco products in the U.S. That's \$25 million every day and over \$1 million every hour to market their deadly and addictive products - and much of it is aimed at youth. 86.3% of middle and high school students report being exposed to pro-tobacco ads.

It's no coincidence that across 30 major cities in the U.S., **an average of 63% of public schools are within 1,000 feet - about two city blocks - of tobacco retailers.**

E-cigarette companies target youth with kid-friendly marketing. Researchers at Stanford University concluded that JUUL's marketing launch was "patently youth-oriented" and closely resembled the themes and tactics that the tobacco industry had successfully used for decades.

E-cigarettes are easy for kids to get. A California study found that tobacco and vape shops have the highest rates of sales to minors, with 45% selling to underage buyers. Studies have found that youth can successfully purchase e-cigarettes over the internet in 94-97% of online purchase attempts.

E-cigarettes companies have manipulated their products to make them more addictive. JUUL and other e-cigarette companies use "nicotine salts," which allow them to deliver high doses of nicotine with the irritation of other tobacco products. Each JUUL pod can contain as much nicotine as a pack of 20 cigarettes.

Big Tobacco targets vulnerable populations:

- For more than 60 years, the tobacco industry has deliberately targeted the Black community, especially youth, with marketing for menthol cigarettes and other tobacco products like flavored cigars.
- There are nearly five times more tobacco retailers per square mile in the lowest-income neighborhoods than in the highest-income neighborhoods.
- The tobacco industry has a long history of targeting women and girls with ads that exploit themes of independence, empowerment, sex appeal, slimness, glamour, and beauty.
- For more than 25 years, the tobacco industry has targeted the LGBTQ community through magazine advertisements, sponsorships, and promotional events. LGBTQ youth and adults have higher rates of tobacco use than their straight peers - 3 out of 10 LGBTQ high school students are tobacco users.