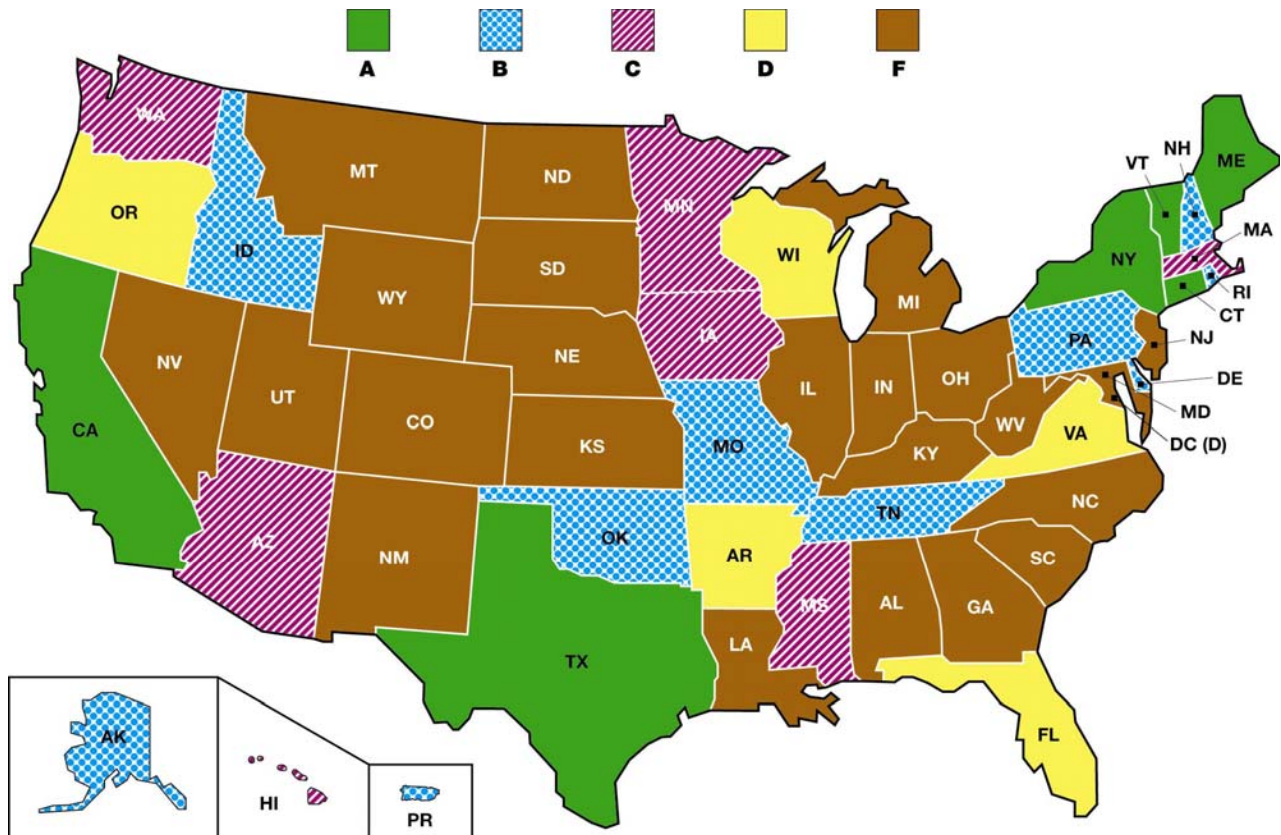


State of Tobacco Control Report Card Youth Access



- Every day **4,000 children under the age of 18 start smoking** for the first time and close to 1,500 become established daily smokers.
- The tobacco industry has begun marketing **candy-flavored cigarettes with names such as Caribbean Chill, Margarita Mixer, and Mandalay Lime**. 20% of smokers 17 to 19 years old smoked flavored cigarettes during a 30 day period.
- The CDC cites **the increase in tobacco industry marketing and promotion** as a reason for the slowing in the decline in youth smoking rates.
- Since the Master Settlement Agreement was announced, the tobacco industry has **increased its marketing expenditures by 127%**.
- The tobacco industry spent close to **\$15.2 billion** on advertising and promotion in 2003.
- Studies have shown that making it as **difficult and inconvenient as possible for kids to get their hands on cigarettes** reduces the number of youth who smoke.