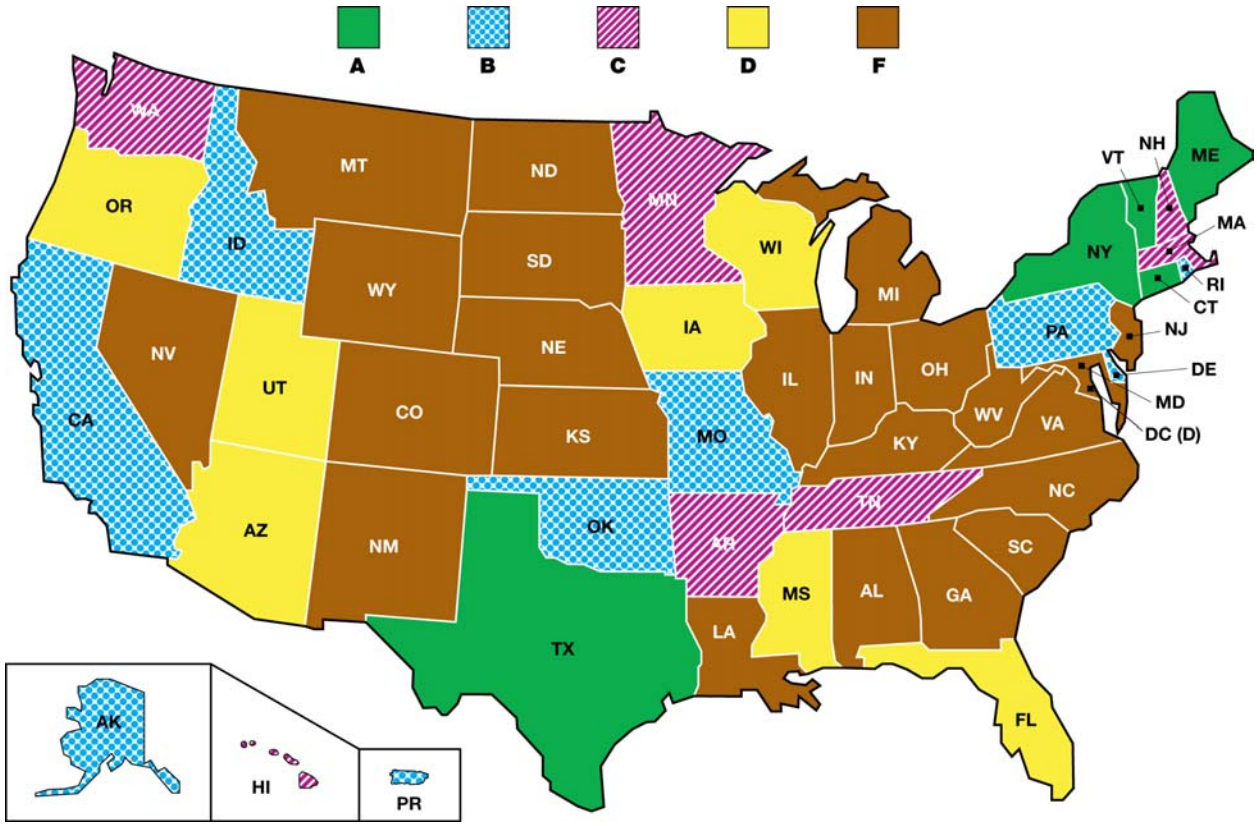
State of Tobacco Control 2006 Report Card
Youth Access

AMERICAN LUNG ASSOCIATION



- 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.
- In 2006 a U.S. District Court judge found tobacco companies guilty of civil racketeering in their marketing to young people to "maximize [their] revenues."
- In October 2006 R.J. Reynolds settled a case with 38 state attorneys general to stop selling flavored cigarettes nationwide. One study found 20% of smokers aged 17-19 smoked flavored cigarettes during a 30-day period in 2004, while only 6% of smokers over age 25 did.
- 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 in 1998, 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, the most recent data available.
- 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.