THE BROKE WILL SMOKE

Marlbroke

SMOKING DEPENDENCY IN LOW INCOME COMMUNITIES FOSTERED BY BIG TOBACCO

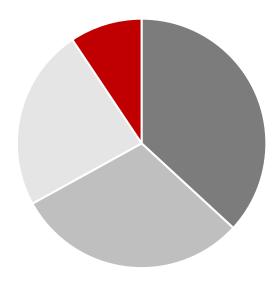
Big Tobacco targets the working class and the less educated

CLICK EACH GRAPH TO VIEW THE DISTRIBUTION OF SMOKERS IN THE UNITED STATES



72% of all smokers come from low-income households

- Less Than High School
- High School Graduates
- Some College
- College Graduates



Only 7.1% of the US smoker population has a college degree

"In the future, marketing to a working class/present oriented mindset will be even more important in appealing to younger smokers"

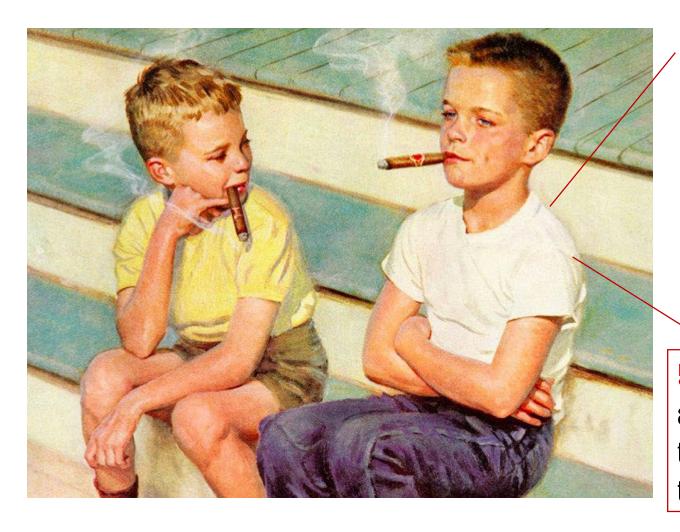
- R.J. Reynolds Tobacco Co. 1986 Bates no. 505923292/3295

Young adults are the most at risk for tobacco addiction

88% of adult smokers began before the age of 18



99% of adult smokers began by the time they were 26



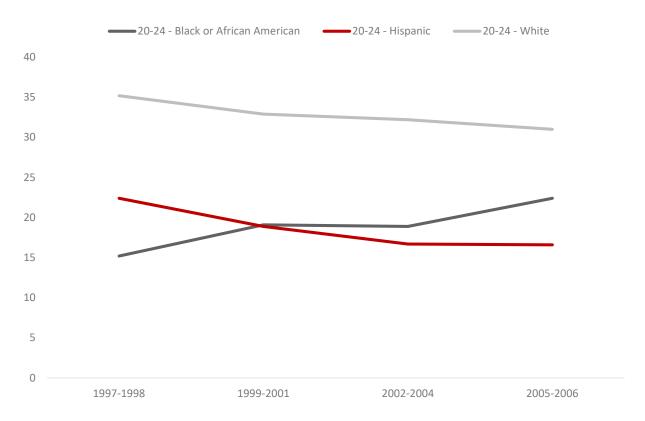
Nearly **3,200** young adults try their first cigarette each day

And **2,100** youths become daily smokers each day

5.6 million young people alive today are projected to die prematurely from tobacco use.

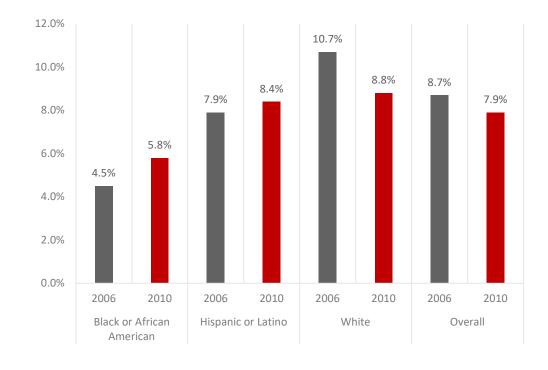
And are heavily targeted by tobacco companies

Percent of Smokers by Race



Percentage of 20 to 24 year olds who identified themselves as current smokers by race/ethnicity after the 1998 Maser Settlement Agreement placed restrictions on tobacco advertising

Even though the total percentage of smokers decreased from 2006 to 2010, the percent of black and Hispanic smokers increased due to concentrated marketing efforts.

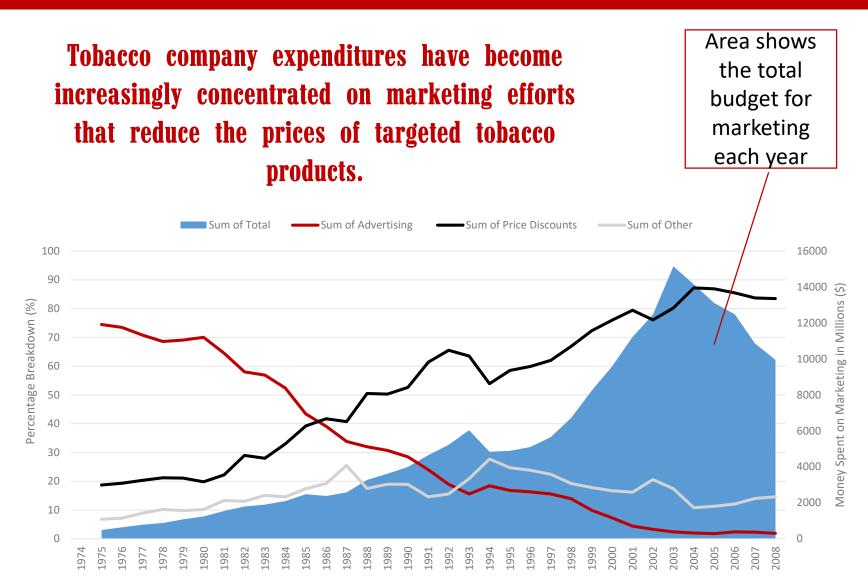


Advertising Menthol

Where menthol smokers make up only 29 percent of the general market, almost 70 percent of Black smokers choose a menthol brand.

Newport holds over 80% of the younger adult Black market

CLICK HERE TO SEE THE DISTRIBUTION OF BRAND PREFRENCE BY RACE/ETHNICITY





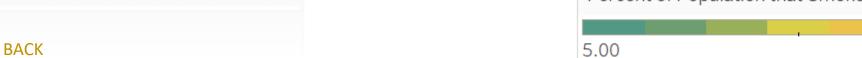
MEDIAN YEARLY INCOME

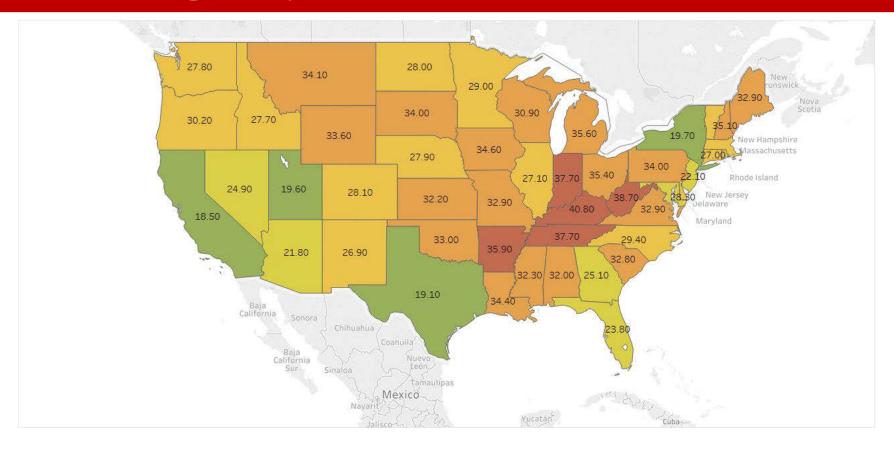
LESS THAN \$25,000

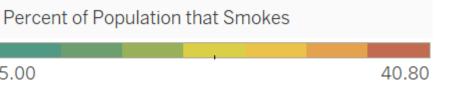
\$25,000-\$49,999

\$50,000-\$74,999

\$75,000 OR MORE









NEXT







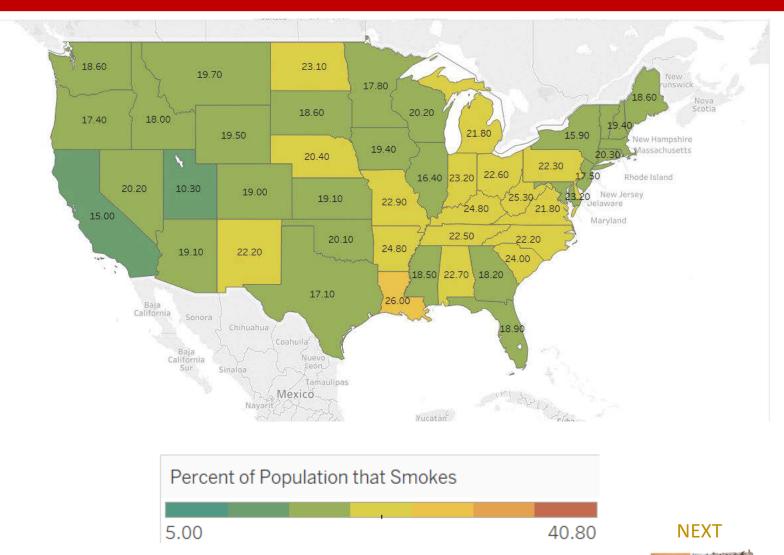
LESS THAN \$25,000

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\$50,000-\$74,999

\$75,000 OR MORE









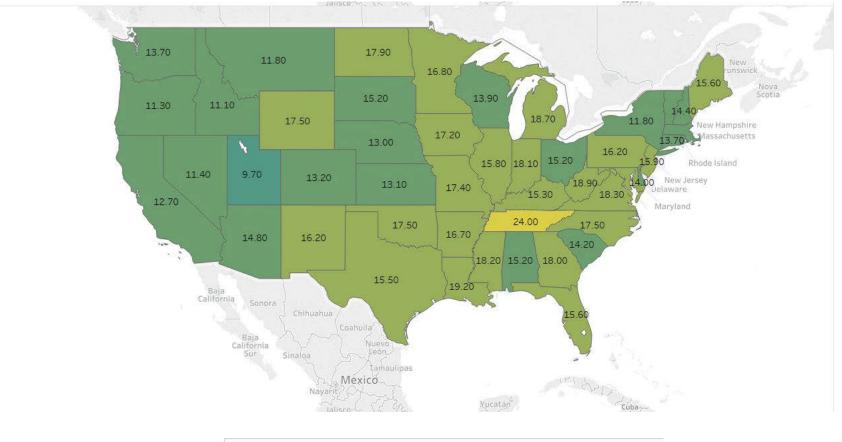
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MEDIAN YEARLY INCOME

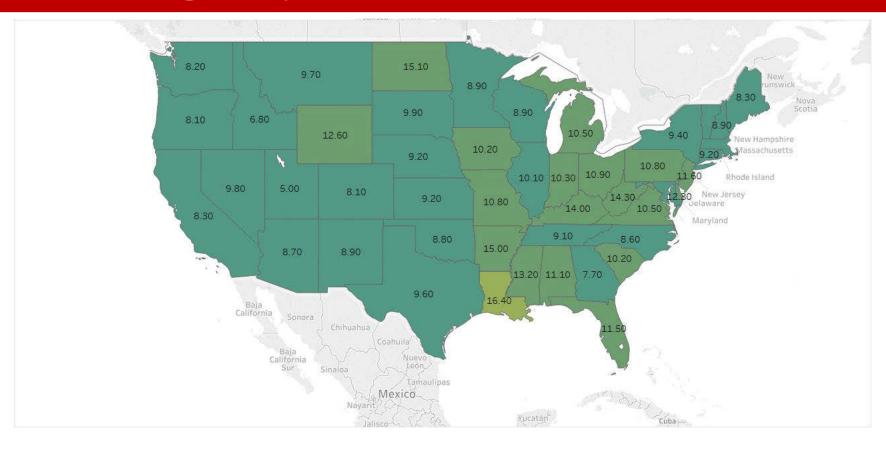
LESS THAN \$25,000

\$25,000-\$49,999

\$50,000-\$74,999

\$75,000 OR MORE

BACK





NEXT







Highest Level Completed

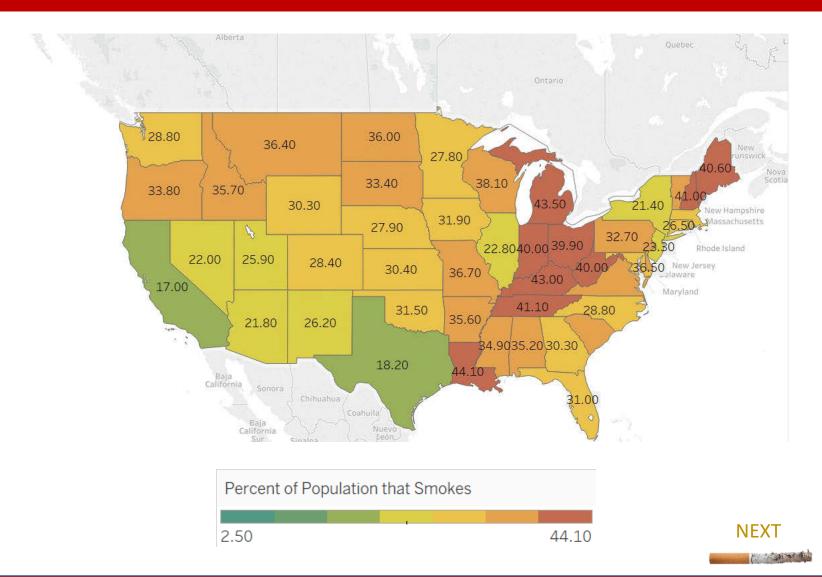
LESS THAN HIGH SCHOOL

HIGH SCHOOL GRADUATE

SOME COLLEGE

COLLEGE GRADUATE







Highest Level Completed

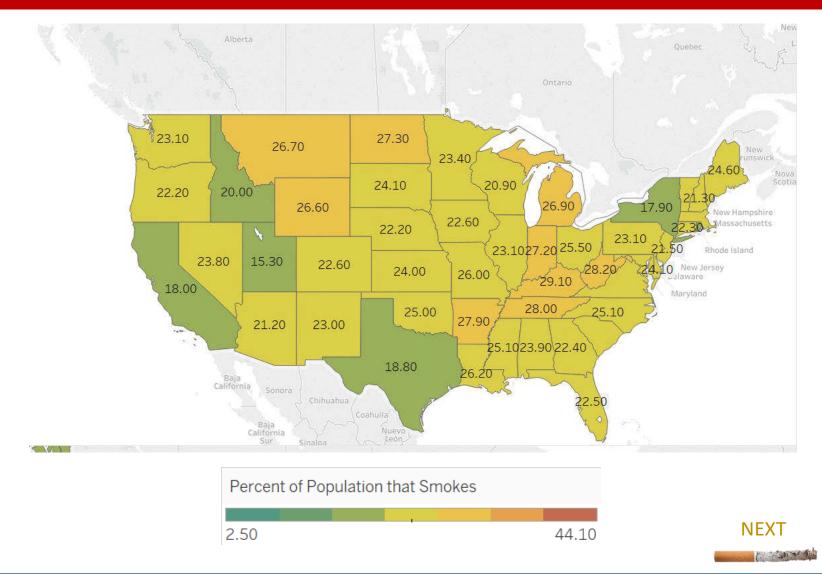
LESS THAN HIGH SCHOOL

HIGH SCHOOL GRADUATE

SOME COLLEGE

COLLEGE GRADUATE







Highest Level Completed

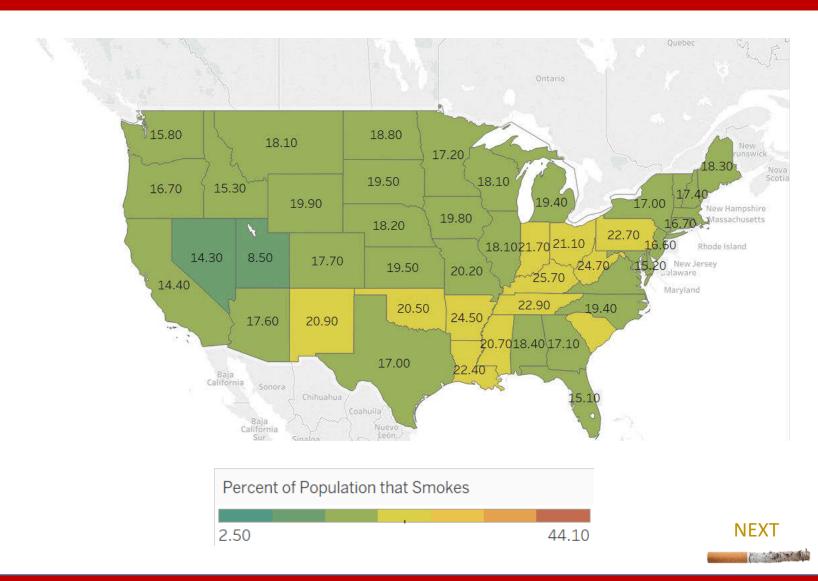
LESS THAN HIGH SCHOOL

SOME HIGH SCHOOL

SOME COLLEGE

COLLEGE GRADUATE







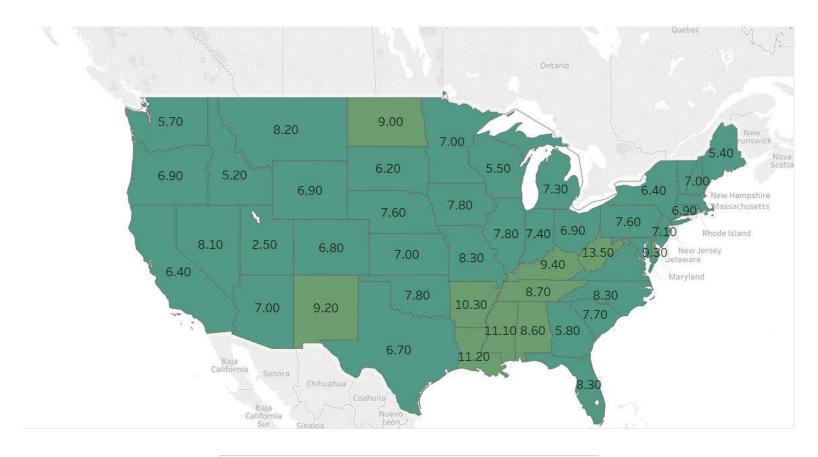
Highest Level Completed

LESS THAN HIGH SCHOOL

HIGH SCHOOL GRADUATE

SOME COLLEGE

COLLEGE GRADUATE











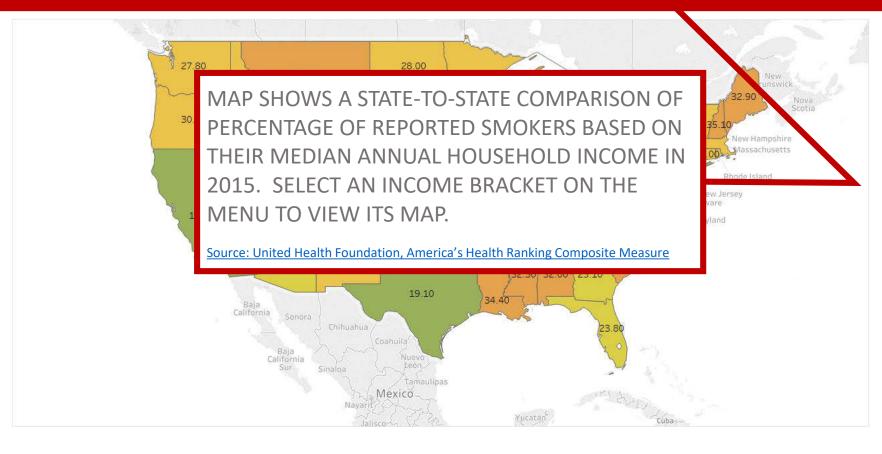


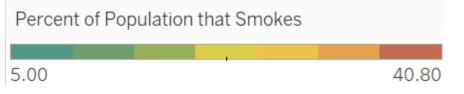
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NEXT







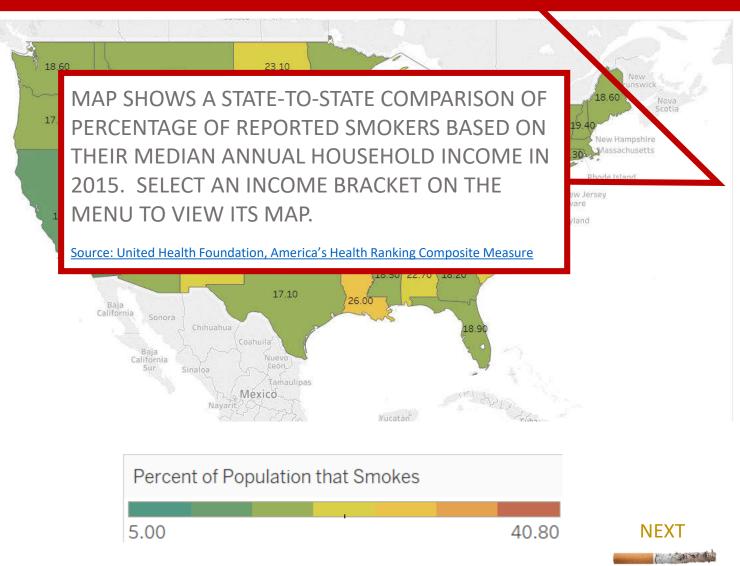


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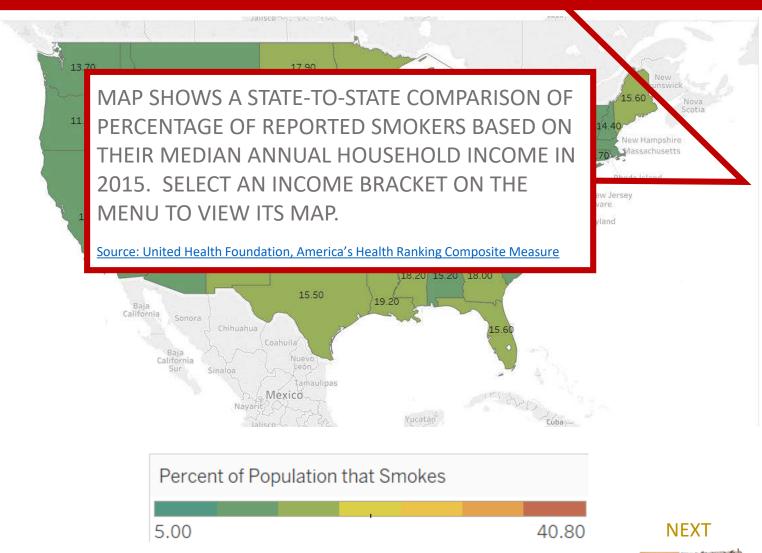
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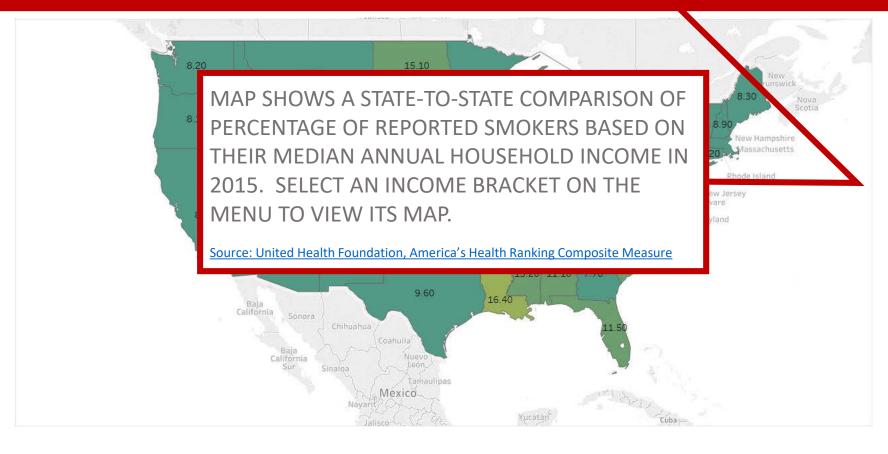


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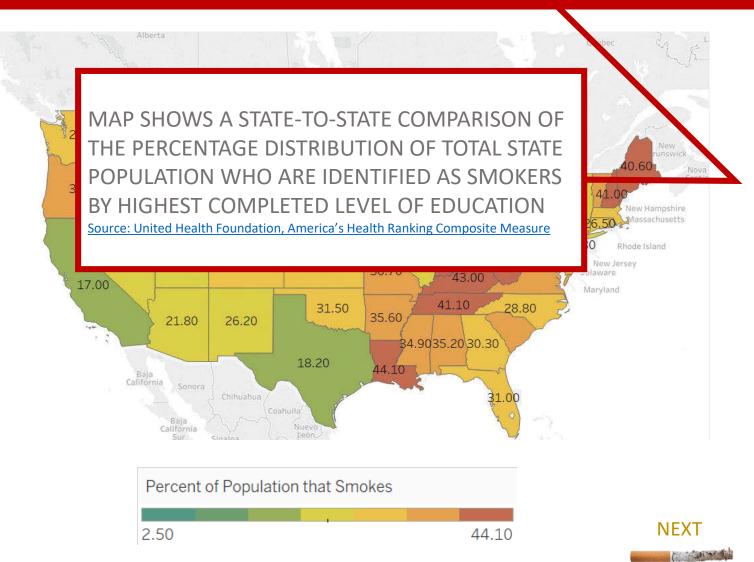
Highest Level Completed

LESS THAN HIGH SCHOOL

HIGH SCHOOL GRADUATE

SOME COLLEGE

COLLEGE GRADUATE





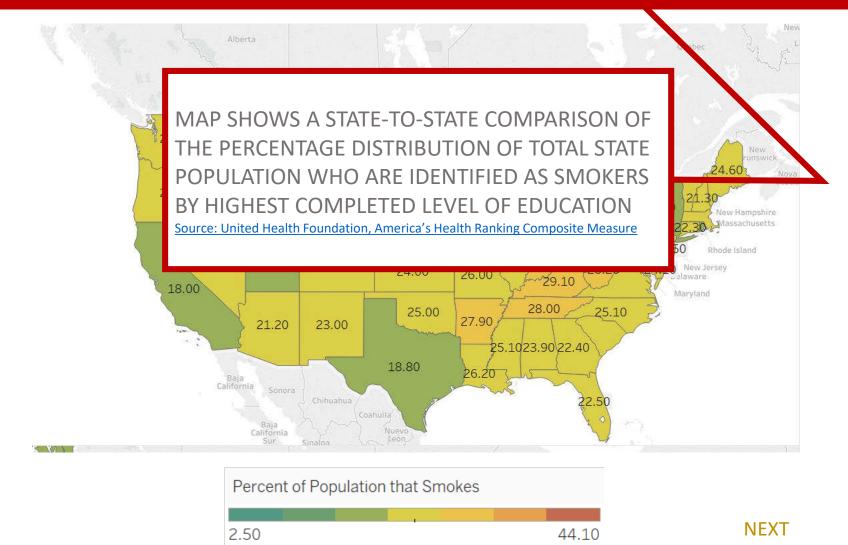


LESS THAN HIGH SCHOOL

HIGH SCHOOL GRADUATE

SOME COLLEGE

COLLEGE GRADUATE





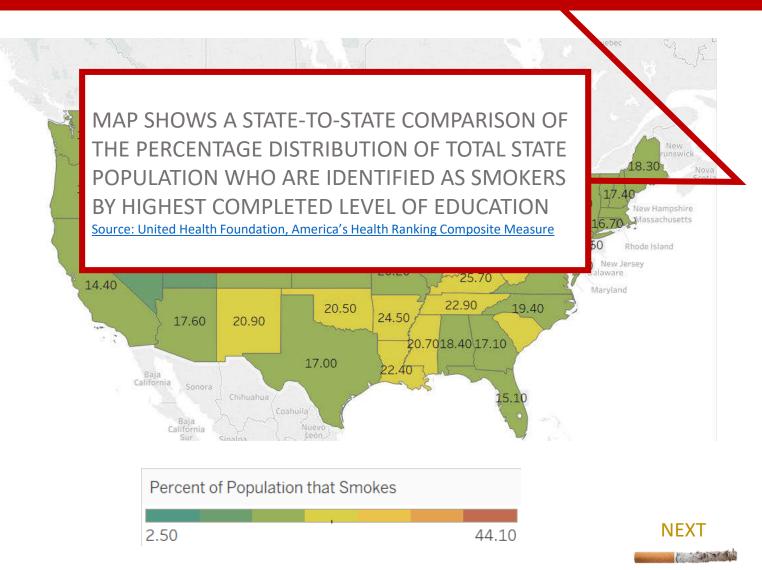


LESS THAN HIGH SCHOOL

HIGH SCHOOL GRADUATE

SOME COLLEGE

COLLEGE GRADUATE







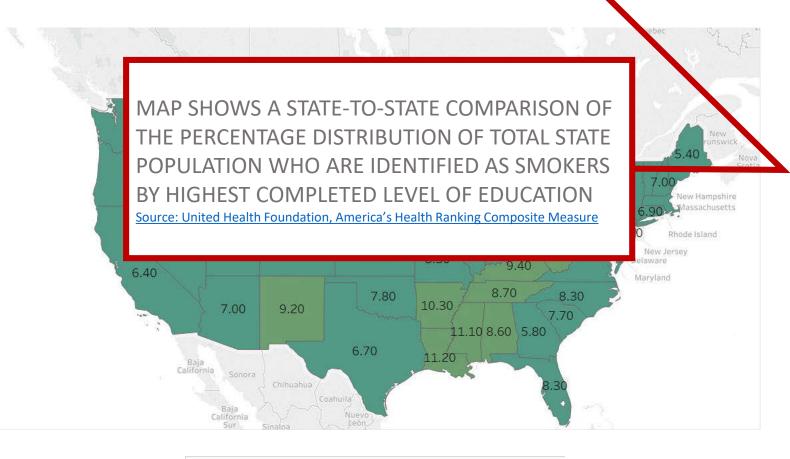
LESS THAN HIGH SCHOOL

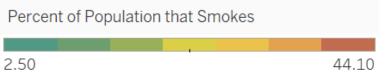
HIGH SCHOOL GRADUATE

SOME COLLEGE

COLLEGE GRADUATE

BACK





NEXT



