

# CAMPAIGN for TOBACCO-FREE KIDS

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## New Study Shows Kids Still Being Pursued By Tobacco Companies

-- Vice President Gore Calls Congress to Action on Kick Butts Day;  
Kids Rally at More Than 1,000 Events Nationwide --

Washington, D.C. (April 14, 1999) -- Despite the tobacco industry's promise to curb marketing to kids, more and more youth are smoking the most heavily advertised brands, according to an important new study released on Kick Butts Day.

Among other findings, a study commissioned by the U.S. Department of Health and Human Services (HHS) shows that 70 percent of white 12<sup>th</sup> grade smokers prefer Marlboro, while a whopping 80 percent of black 12<sup>th</sup> grade smokers choose Newport, indicating that tobacco companies are perversely effective at targeting youth markets.

The strong correlation between teens' cigarette preferences and advertising shows that the tobacco companies, for all their claims to the contrary, continue their aggressive marketing campaigns with an enormous impact on kids.

Vice President Al Gore released the study at a Kick Butts Day forum in Akron, Ohio, today and called on Congress and state legislators to take a series of actions to cut teen smoking in half within five years.

"Our children are targets of a massive media campaign to hook them on cigarettes," Gore said. "This study shows why Congress should stand with our kids and stand up to the tobacco companies -- let's act now to make sure tobacco settlement funds are used to reduce youth smoking."

The HHS study that Gore released examined overall brand use and preference among teens. It found that 88 percent of 12<sup>th</sup> graders, 86 percent of 10<sup>th</sup> graders and 82 percent of 8<sup>th</sup> graders who currently smoke cigarettes use Marlboro, Newport and Camel, the three most heavily advertised brands.

The study was backed up by a separate survey done by the CAMPAIGN FOR TOBACCO-FREE KIDS, which also was released today. It shows that teens are two and a half times as likely as adults to have noticed tobacco advertising recently -- 75 percent of the kids surveyed said they had seen tobacco advertising in the two weeks prior to the survey, compared to only 31 percent of the adults. Furthermore, the brands that these teens remember advertisements for the most -- Marlboro (69 percent), Camel (36 percent), and Newport (18 percent) -- are the same ones listed in the HHS study as the ones most often smoked by teens.

The study shows that Philip Morris, which claims to be sincere about its new youth "anti-smoking" campaign, commands 60 percent of the youth market across 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> graders with its Marlboro brand. In comparison, only about 25 percent of adult smokers use Marlboro.

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