

# Fact Sheet: Tobacco Industry Sponsorship

## Tobacco Use Stats

- Tobacco use begins young: 88% of adults who have ever smoked tried their first cigarette by the age of 18;<sup>1</sup> the average age at which smokers try their first cigarette is 14 ½.<sup>2</sup>
- Nationally, more than 48,500,000 are currently smokers.<sup>3</sup>
- In New York State:
  - 6.7% of middle school children smoke (Middle school males=7.2%, Middle school females=5.6%)<sup>4</sup>
  - 21.3% of high school students smoke (High school males=21%, high school females=21.6%)<sup>5</sup>
  - 23.3% of people over 18 smoke (Males=25.8%, females=19.2%)<sup>6</sup>
- Tobacco Companies spend more than \$11.22 billion in marketing their products each year.<sup>7</sup>

## Health Effects of Tobacco Use

- 440,000 people die from tobacco-related illnesses every year, making it the leading cause of preventable death in the United States;<sup>8</sup> and
- Scientific studies have concluded that cigarette smoking can cause chronic lung disease, coronary heart disease, and stroke, in addition to cancer of the lungs, larynx, esophagus, mouth, and bladder;<sup>9</sup> and
- Each year, secondhand smoke kills an estimated 62,000 nonsmokers, including approximately 3,000 deaths due to lung cancer and 35,000 deaths due to heart disease among nonsmokers each year in the United States.<sup>10</sup>

## The Impact of Tobacco Industry Sponsorship

### Sponsorship markets tobacco brands to kids.

- "A considerable body of research suggests that tobacco sports sponsorship may influence youth smoking attitudes and behavior. This research has found that cigarette sports sponsorship has profound effects on brand awareness, perceived connections between brands and sport, associations between cigarette sports sponsorship and excitement, attitudes about smoking, and smoking behavior."<sup>11</sup>
- The majority of studies regarding tobacco sponsorship agree that its effects on children are similar to those of traditional tobacco product advertisement and promotion<sup>12</sup>; about 1/3 of adolescent experimentation with smoking results directly from tobacco advertising and promotion.<sup>13</sup>
- Tobacco industry sponsored events are typically home to tobacco brand promotional activity. Research shows that children who participate in promotional activities are over 9 times more likely to smoke than other children.<sup>14</sup>

### And they don't have to be at the event to be affected.

- Even complying with the Master Settlement Agreement's restrictions on event sponsorship and marketing to kids, tobacco companies will be able to achieve 25 hours of television exposure, an equivalent of \$99.1 million in television advertising value, per year through sponsorship of sporting events or teams.<sup>15</sup>
- A study in the UK revealed that about 1/3 of 10- and 11-year-olds and more than half of children 12 and older could name cigarette brands and their associated sponsored sports.<sup>16</sup>

- The effect is often subliminal. In the study mentioned above, while only 9% of under-12-year-olds could identify Marlboro and John Player Special as major auto racing sponsors, 47% of them identified those brands as being liked by "someone who likes excitement and fast racing cars."<sup>17</sup>
- Simply knowing of a friend who has participated in tobacco promotional activities makes youth 3 times more likely to smoke<sup>18</sup>; and
- Just being willing to use a tobacco promotional item has the same impact as actually owning the item on increasing your smoking susceptibility.<sup>19</sup>

### Sponsorship pays off...for tobacco companies.

- Between 1995 and 1999, tobacco companies sponsored at least 2733 events, programs, and organizations in the US, with funding adding up to a minimum of \$365.4 million.<sup>20</sup>
- In only half of that period, these sponsorships allowed for tobacco brands to have 169 hours of television exposure, an advertising value of \$410.5 million.<sup>21</sup>

## Tobacco Industry Quotes

- "Music is the second of our targeted promotional themes and Marlboro is involved in a big way.... The real benefit of the concept is the quality of the personal contact which ensures that Marlboro and music are firmly linked in our target group's mind." *Philip Morris, 1990*
- "We are in the cigarette business. We are not in the sports business. We use sports as an avenue for advertising our product." *RJ Reynolds Tobacco Company*

<sup>1</sup>*Preventing Tobacco Use Among Young People: A Report of the Surgeon General.* US Dept of Health and Human Services.1994.

<sup>2</sup>*Ibid.*

<sup>3</sup>*Toll of Tobacco in the United States of America.* Campaign for Tobacco Free Kids.

<sup>4</sup>*New York State Youth Tobacco Survey.* New York State Department of Health. 2002.

<sup>5</sup>*Ibid.*

<sup>6</sup>*BRFSS.* New York State Department of Health. 2002.

<sup>7</sup>*Cigarette Report for 2001.* US Federal Trade Commission (FTC). June 12, 2003.

<sup>8</sup>*Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Economic Costs - United States: 1995-1999.* U.S. Dept. of Health and Human Services, Centers for Disease Control and Prevention. 1999.

<sup>9</sup>US Dept of Health and Human Services, Centers for Disease Control and Prevention. *Targeting Tobacco Use: The Nations Leading Cause of Death (2002).* Available at <http://www.cdc.gov/tobacco/overview/oshag/pdf>

<sup>10</sup>"State-Specific Prevalence of Cigarette Smoking Among Adults and Children's and Adolescents' Exposure to ETS - US 1996." CDC. *MMWR.* 46 (44):1038-43.

<sup>11</sup>Siegel, Michael. "Counteracting Tobacco Motor Sports Sponsorship as a Promotional Tool: Is the Tobacco Settlement Enough?" *American Journal of Public Health.* 2001; 91: 1100-1106.

<sup>12</sup>Cornwell, T Betina, and Maignan, Isabella. "An International Review of Sponsorship Research." *Journal of Advertising.* 1998; 27(1): 1-21.

<sup>13</sup>Pierce, John P., et al. "Tobacco industry promotion of cigarettes and adolescent smoking." *JAMA.* February 1998; 279(7): 511-515.

<sup>14</sup>Altman, David G., et al. "Tobacco Promotion and Susceptibility to Tobacco Use among Adolescents Aged 12-17 Years in a Nationally Representative Sample." *American Journal of Public Health.* Nov 1996; 86(11): 1590-1593.

<sup>15</sup>Siegel, Michael. "Counteracting Tobacco Motor Sports Sponsorship as a Promotional Tool: Is the Tobacco Settlement Enough?" *American Journal of Public Health.* 2001; 91: 1100-1106.

<sup>16</sup>Aitken, PP, et al. "Children's awareness of cigarette brand sponsorship of sports and games in the UK." *Health Education Research: Theory and Practice.* 1986;1(3):203-211.

<sup>17</sup>*Ibid.*

<sup>18</sup>Altman, David G.. 1996.

<sup>19</sup>Pierce, John P. 1998.

<sup>20</sup>Rosenburg, N Jennifer and Siegel, Michael. "Use of corporate sponsorship as a tobacco marketing tool: a review of tobacco industry sponsorship in the USA, 1995-1999." *Tobacco Control.* 2001; 10: 239-246.

<sup>21</sup>Siegel, Michael. 2001.