

The American Public's Opinion of Big Tobacco

Young adults see through Big Tobacco's deceitful e-cigarette marketing

The majority of young adults believe that tobacco companies are misleading the public about their products, according to a 2020 Truth Initiative survey of nearly 800 young voters between ages 18-24.

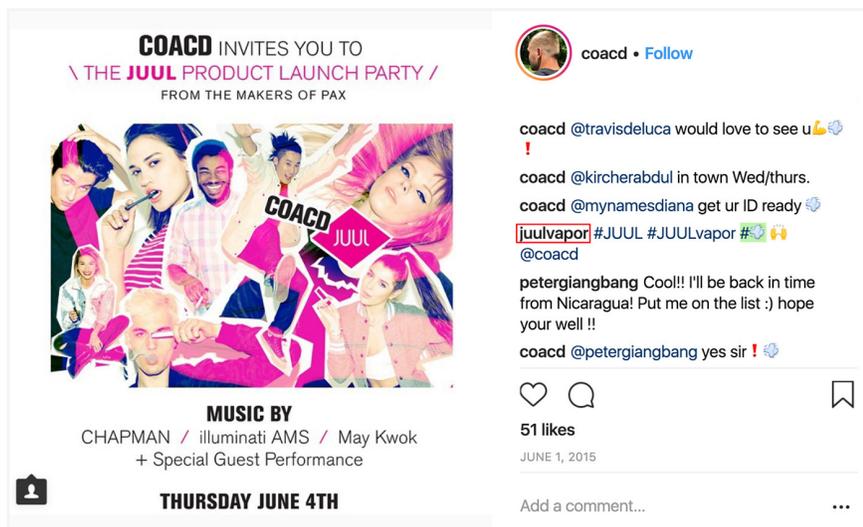
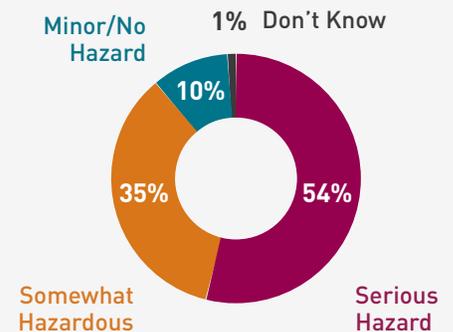
A majority of young adults also think that tobacco companies:

- > Do not tell the truth about the addictiveness of their products (70%)
- > Are using flavors to attract minors to vaping (75%)
- > Mislead the public about their products (62%)
- > Spread faulty research that make their products seem less dangerous (57%)
- > Target their advertising and products to children and teenagers (58%)

Most young adults (89%) feel that using e-cigarettes is hazardous to health, with 54% describing the health risks of vaping as "serious."

70% of young adults believed that the industry does not tell the truth about the addictiveness of their products.

89% of young adults feel that using e-cigarettes is a health hazard



The tobacco industry has a track record of marketing flavored products to young people, including through platforms popular with youth and young adults. For example:

- > Tobacco companies use influencers to promote their products on social media channels most popular with young people. In an investigative report on vaping influencers, one individual reported receiving \$1,000 for a blog and Instagram post about JUUL.
- > During congressional testimony in 2019, JUUL leadership repeatedly stated that the company does not have a celebrity or influencer program that would appeal to younger users. Contracts with multiple agencies from the company's own records show JUUL enacted a massive influencer engagement campaign to coincide with its 2015 launch.
- > Tobacco companies such as Smok and Moti have been accused of profiting off of the COVID-19 pandemic by promoting their products on social media platforms and offering free gifts that had been hard to find, like hand sanitizer, toilet paper and masks.

For more info on industry tactics to target youth and public opinion about those efforts, read our full reports on how young people are [Seeing Through Big Tobacco's Spin](#) and [How Big Tobacco is trying to sell a do-gooder image and what Americans think about it](#).

Methodology: In partnership with Campaign for Tobacco Free Kids, Truth Initiative conducted a national survey of registered voters between the ages of 18 and older about their views of the tobacco industry and tobacco use from October 17-28, 2020. A total of 1,583 voters — including 400 African American voters and 400 voters ages 18-24 — were surveyed by cell, landline, and text-to-online. The margin of error was +/- 3.1% (4.9% in the 18-24 sample).



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