E-cigarette and Vape Pen Module   
Unit 4 Quiz

1. **\_\_\_\_\_ per cent of adult smokers started before they were 18 years old.** 
   1. 51.5
   2. 88
   3. 39
   4. none of these
2. **Marlboro became a success because…** 
   1. the Marlboro man appealed to men.
   2. smokers started with this brand as teens and stuck with it.
   3. it was the cheapest brand on the market.
   4. the red and white packaging appeals to the adolescent brain.
3. **Tobacco companies guide their advertising to the \_\_\_\_ age group.**
   1. 16-21
   2. 18-25
   3. 14-24
   4. 11-16
4. **The primary appeal of e-cigarettes/vape pens is...** 
   1. no nicotine.
   2. multiple flavors.
   3. red and white packaging.
   4. sex ads.
5. **If you look at cigarette ads of yester-year and ads today, you will notice...** 
   1. they look extremely similar.
   2. they are appealing to youth.
   3. they sell freedom.
   4. all of the above.
6. **Tobacco companies spend ( ) on advertising each year.** 
   1. $8 million
   2. $16 million
   3. $32 million
   4. $88.1 million
7. **Tobacco companies target which groups with their advertising?** 
   1. Youth and African Americans
   2. Latinos, African Americans, and Asians
   3. Asians, Latinos, and women
   4. All of the above
8. **The primary market for e-cigarettes/vape pens is** 
   1. people who want to quit smoking
   2. veterans with PTSD
   3. Suburban minority groups
   4. All of the above
9. **The majority of youth smoke.** 
   1. True
   2. False
10. **It is cheaper to smoke e-cigarettes/vape pens than cigarettes.** 
    1. True
    2. False