

Tobacco Prevention Toolkit

E-cigarette and Vape Pen Module Unit 4 Quiz

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



9. The majority of youth smoke.

a. True

b. False

10. It is cheaper to smoke e-cigarettes/vape pens than cigarettes.

a. True

b. False

