TOBACCO USE & TOBACCO MARKETING EXPOSURE
AMONG TRANSGENDER & GENDER NON-CONFORMING
YOUNG ADULTS IN CALIFORNIA

SURVEY RESPONDENTS

Between March 2020 and August 2021, over 850 18-29 year old LGBTQIA+ emerging adults who live in California and had used tobacco in the last 30 days responded to a confidential online survey.

Among them, 270 identified as transgender, gender non-conforming, and gender nonbinary:
- 16% Transgender men
- 14% Transgender women
- 70% Genderqueer, gender non-binary, gender non-conforming, or gender fluid

CURRENT TOBACCO PRODUCTS USED IN PAST 30 DAYS

- e-Nicotine devices: 65%
- Manufactured Cigarettes: 63%
- Hand-rolled cigarettes: 21%
- Cigars & similar: 12%
- Hookah: 9%

TOBACCO MARKETING EXPOSURE

- Received online advertisements & pop-ups:
  - Transgender/Gender Non-Conforming: 48%
  - Cisgender sexual minority people: 42%
  - Cisgender heterosexual people: 37%

- Used special promotions or coupons to purchase cigarettes:
  - Transgender/Gender Non-Conforming: 15%
  - Cisgender sexual minority people: 7%
  - Cisgender heterosexual people: 6%

- Received email advertisements:
  - Transgender/Gender Non-Conforming: 35%
  - Cisgender sexual minority people: 28%
  - Cisgender heterosexual people: 27%

Future research on the frequency, intensity, and content of tobacco marketing to transgender and gender non-conforming people should be explored. Community based tobacco prevention efforts focused on transgender and gender non-conforming people are warranted.

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