

# 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



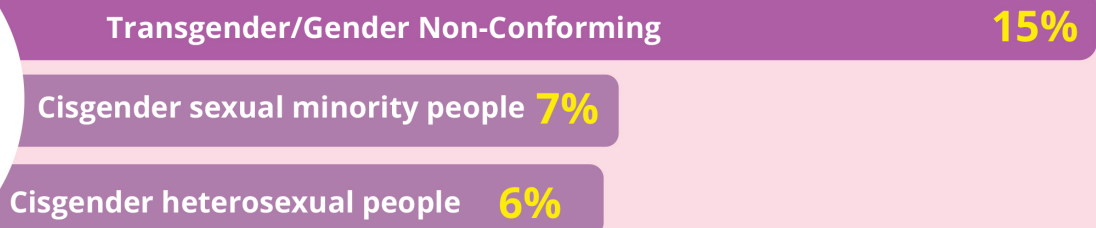
## TOBACCO MARKETING EXPOSURE



### Received online advertisements & pop-ups



### Used special promotions or coupons to purchase cigarettes



### Received email advertisements



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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