

LGB adults

LGBT

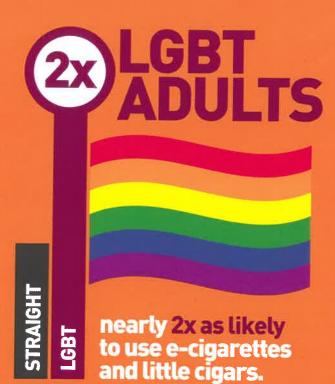
The LGBT community is disproportionately impacted by tobacco.

LGB FEMALE YOUTH (Aged 14-17 years)

more than 3x as likely to use cigarettes and cigars as straight females in the past month.

more than 2x to as likely to use e-cigarettes as straight females in the past month.

transgender adults straight adults who smokes cigarettes?



Project SCUM

One tobacco manufacturer's marketing strategy called Project SCUM targeted gay men and homeless individuals.

