African Americans

African American youth tend to smoke cigarettes less than the general population, but they have much higher menthol and cigar use rates.

**Lower Cigarette Smoking Rates**
- High School: 4% (5.8%)
- Middle School: 1.8% (2.3%)

**Higher Cigar Use Rates**
- African American: 12.2%
- General population: 7.6%

Nearly 90% of all African American smokers use menthol cigarettes.

African Americans have been targeted with menthol cigarette advertising in predominantly black neighborhoods and in publications that are popular with black audiences.

More than 39,000 African Americans die from tobacco-related cancers each year.
The LGBT community is disproportionately impacted by tobacco.

**LGB Female Youth** (Aged 14-17 years)
- 3x more than straight females in the past month.
- 2x more than straight females to use e-cigarettes as straight females in the past month.

**LGBT Adults**
- 2x as likely to use cigarettes and cigars as straight females in the past month.
- Nearly 2x as likely to use e-cigarettes and little cigars.

20.5% LGB adults
34.9% transgender adults
15.3% straight adults

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