

**A QUALITATIVE INVESTIGATION  
OF  
SMOKERS & NON-SMOKERS  
IN THE LGBT MARKET**

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## OBJECTIVES & METHODOLOGY

Gain insight into the attitude and behavior of the gay and lesbian community regarding smoking. Evaluate various messages to identify which are most relevant and resonate most strongly within the LGBT community.

(See Appendix for a copy of the Discussion Guide)

To this end, six focus groups (a total of forty-two respondents) were conducted on September 24 & 25, 2001 in San Francisco and Sacramento respectively.

While the primary focus of this qualitative research was strategic exploration, 7 print ads (Marlboro/Lucky/Camel, Pride Parade, Vending, Party Poster and male/female versions of How to Make a Straight Ad Gay) on the Anti-Industry strategy were shown in rough pencil-drawing form. Additionally, 2 TV ads, "Live Without" and "Echo" (animatics form) were shown to some of the groups.

To qualify, all respondents met the following criteria:

- Gay male smokers ... 2 groups
- Gay male non-smokers ... 2 groups
- A 50/50 mix of lesbian smokers and non-smokers ... 2 groups
- Good mix of income and education levels
- Good mix of ethnicity
- Not work in an industry sensitive to this study

(See Appendix for a copy of the Participant Screener)

### RESEARCH NOTE

The focus group technique is an effective method of obtaining an indication of consumer attitudes. Findings from a focus group study should be considered directional and exploratory in nature. Because the reported observations from this type of qualitative research are limited to a non-statistical sample, they cannot and should not be considered representative of the general population nor viewed as a replacement for broad-based quantitative research.

## EXECUTIVE SUMMARY

### Attitude Shifts

Attitudes toward smoking, among LGBT smokers and non-smokers, have changed substantially in the last ten years, going from fashionable, to questionable, to social stigma.

- Non-smokers generally find smoking “disgusting and obnoxious.” Most smokers agree that it is a filthy habit which both “relaxes and disgusts.”
- Non-smokers see smokers as being different kinds of people. And while the majority of smokers did not share this opinion, some did feel there were personality trait or characteristic differences between the two groups.

### Reactions to Higher Prevalence

Many LGBT smokers and non-smokers are surprised by the disproportionately higher prevalence of smoking in the LGBT community. When told it is true, LGBTs hypothesize the reasons to be:

- It is more difficult being gay
- The importance of bar/club culture
- Smoking is a form of rebellion
- Gays take more risks

And despite being asked to evaluate the prevalence statistic as being true, it was interesting that a few respondents seemed to remain skeptical of this fact being true all together.

### General Smoking History & Perceptions

The “older” generation claims they started smoking because it was “cool,” a way to fit in and be accepted, and part of the bar culture where they “came out.” They also noted that it was more socially acceptable 10 years ago. Many respondents believe the younger generation [still] uses cigarettes as a way to connect socially

Similar to the general population, LGBT smokers claim they want to quit for health, social and financial reasons. Most believe they will try to quit. At the same time, some also believe they are beyond quitting.

### **Talk To Me**

LGBTs appreciated and responded well to ads designed specifically for the LGBT community.

When asked, many were aware of their presence in gay media. However just as many seemed unaware of specific efforts or attention by the tobacco industry (in the form of advertising or sponsorships) in the LGBT media/community.

The good news is, despite any special attention, it became apparent that the LGBT community does not look with favor upon the tobacco industry – respondents seem to hold many of the same perceptions of the tobacco companies as the general market.

### **Relevant Messaging**

Communication messages which politicized the issue – such as highlighting tobacco industry support to right-wing, anti-gay politicians – resonated among LGBT smokers and non-smokers alike. The Political/Anti-Industry message was seen as compelling, new information and a call to action for the community.

- “Vending” followed by “Pride Parade” were the preferred ads
- Fatality statistics, which specifically address the LGBT community, are more relevant and thus powerful than general population statistics.

Communications based on vanity, impotence and health scares are of interest but are not strong motivators.

- LGBT smokers claim to be impervious to anti-smoking communications based on health facts. The two TV ads shown received mixed reviews among gay/lesbian smokers – which Echo resonating with some respondents.

- Secondhand smoke is seen as a risk by non-smokers but is not particularly meaningful to smokers. The importance of secondhand smoke has declined as an issue because many feel it is not really part of their everyday lives. This perception seems to make it a less compelling message.
  - There also did not seem to be any special application of this message to this audience. Meaning any secondhand smoke messages targeting the general population would be most likely also be understood and consumed by the LGBT market.
- Impotence is an important message to gay men, but it is easy to ignore. It's attention-getting and relevant to the culture, but was not believable [or acknowledged] as a real everyday risk.
- Vanity is an important issue, especially among gay males, but “looking older sooner” is not a sufficient reason to quit, nor does it seem to bring about a change of mind about the smoking issue in the minds of nonsmokers.

## KEY IMPLICATIONS

### **The findings of this research suggest:**

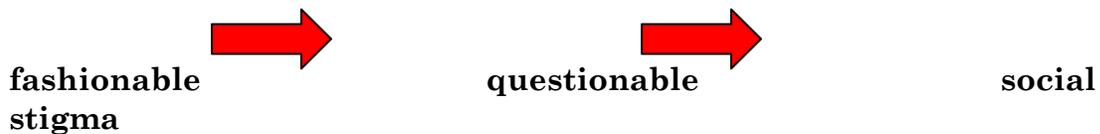
- Communications (both message and media) which are targeted directly to the LGBT community are likely to be far more effective than general market messages. Included in this are facts based on LGBT community statistics (number of deaths, disease or AIDS context) versus facts based on general population data.
- Messages which hit the LGBT community at its “very core” are likely to be more effective in generating anti-smoking attitudes among non-smokers and smokers than health-scare ads.

- The anti-industry/anti-gay message uses social pressure among a close-knit group to position smoking as something that harms the whole LGBT community – not just the individual smoker.
  - This helps to counter the self-exempting beliefs (it won't happen to me) that many smokers hold.
  - It also serves to neutralize the feelings of fatalism (something's going to get me anyway) or rebellion (don't tell me what to do – I'm already not part of the social norm) that were expressed by some respondents.
  
- Specific messages about financial contributions by the tobacco industry to anti-gay politicians may prove highly effective in denigrating the image of the tobacco industry and are likely to further a community- wide pressure on smoking.

**DETAILED FINDINGS**

**A shift in attitudes**

Attitudes toward smoking, among LGBT smokers and non-smokers, have changed substantially in the last ten years, going from



- In the past smoking was “fashionable.” It was adult, sophisticated and chic. Smoking has increasingly become less accepted socially and is now viewed as a social stigma.

*“Ten years ago smoking was fun and social. You were still allowed to smoke in public places. Five years ago, smoking was not chic, but a smoker did not feel as much pressure to stop as he does now.”*

In California, the stigma of smoking is particularly strong due to regulations or laws which prevent smoking in any bars or restaurants.

*“Smokers have to band together in outdoor patios.”*

- Smokers are aware that they are not welcome to smoke in other people’s homes or cars, and many smokers refrain from smoking in their own homes.

*“Smoking really does stink, and I don’t want my home or car to reek of cigarettes.”*

*“I would only smoke in someone’s house if they smoke there first.”*

### **Perceived differences between smokers & nonsmokers:**

- Non-smokers view smokers as “different.” They see smokers as:
  - Having addictive personalities
  - Lacking will power and self-discipline
  - Having oral fixations
  - Being less clean
  - Being less polite and considerate
  - Possibly being more social
- Many smokers did not perceive there to be a difference in personality or character between the two groups. However some did agree with the tendency of smokers to have more “addictive personalities.” They also say that nonsmokers have a “healthier state of mind” and “their clothes don’t stink.”

## General thoughts on smoking...

Non-smokers generally find smoking “disgusting and obnoxious.” Most smokers agree that it is a filthy habit which both “relaxes and disgusts.”

- Non-smokers are turned off by smoking. They find smoking: disgusting; obnoxious; dangerous; deadly; isolating. Most non-smokers know at least one close friend or family member who smokes, but claim that smoking is not prevalent in their close circle of friends.

*“I just don’t know many people who smoke any more.”*

*“I think smoking isolates you and limits the circle of people you can meet.”*

- Smokers are both attracted to and repulsed by smoking. They recognize smoking as a filthy habit that is bad for the health, but at the same time find it relaxing and comforting.

*“Smoking is a filthy habit. It makes your hair and clothes smell and it yellows the teeth.”*

*“I know smoking is bad for my health, but I enjoy it and it relaxes me.”*

*“Smoking is like a close friend. It is always there when I need it.”*

- They also admit to being strongly addicted to smoking. Many admit the addiction is both physical and psychological.

*“Cigarettes are a balm and a prop.”*

*“Cigarettes are an emotional and physical prop. I like smoking because it gives me something to do and to relax with. I like the ritual, the act of smoking, but I also know that I am addicted physically.”*

*“Smoking is comforting. It is like a companion. It is part of my everyday routine and I would miss it, if I quit.”*

*“I feel a real loss without smoking. I miss it beyond just the addiction. I miss the ritual.”*

- Some smokers admit that smoking is “limiting” because non-smoking members of the LGBT community are not interested in dating smokers. Most are prepared to deal with the “smaller dating pool” and do not believe they could quit because a potential partner asked them to.

*“I hate to say it, but I would prefer to date a nonsmoker. Because they’re healthier and their breath smells better.”*

*“I would not have a partner who smoked.”*

A few male smokers believe that smoking is a good way to meet people, because smokers are “thrown together in small areas” where they meet and talk to one another.

*“It is always easy to meet other smokers. You have something in common and are forced into the same outdoor patio when at a club or bar.”*

### **Thoughts on quitting...**

Many smokers claim they want to quit for health, social or financial reasons. Most believe they will try to quit. And some believe they are beyond quitting.

- Similar to the general population, most LGBTs claim they want to quit. They feel social pressure to quit and also are aware of the health issues.

*“I know it reduces my dating marketability and it is not good for my health, but I can always rationalize my way out of quitting.”*

- Many have tried to quit and returned to smoking after periods of as long as fifteen months, primarily using stress as the excuse to resume smoking.

*“I have quit, but have always gone back. I get stressed out and a cigarette relaxes me.”*

*“I tried to quit and after ten days my friends who bugged me to quit were telling me to smoke because I was so crabby.”*

- Some LGBT smokers believe they are incapable of quitting.

*“I am a slave to the habit. I don’t think I will be able to quit in the foreseeable future.”*

*“It is very difficult to quit. It is said that cigarettes are even more addictive than drugs.”*

- Reasons for quitting are highly individualistic and need a “personal” trigger. “Nagging” from friends does not promote quitting, rather it provokes smokers to “light up.”

*“You have to quit for yourself. You can’t be hounded into it or do it for someone else. It’s highly personal.”*

*“I have not found the individual reason or trigger yet. I can rationalize any reason to quit. I have always been able to. My father is 91, has smoked all his life and is doing fine.”*

## The hub of the LGBT community

### Smoking is linked strongly to alcohol and the bar/club scene in the LGBT community.

- Smoking is strongly associated with alcohol and the bar/club scene in the LGBT community, especially among gay males. LGBTs who smoke socially, smoke almost exclusively when drinking.

*“Cigarettes and alcohol just go together so well.”*

*“I never smoke unless I am out having drinks with friends.”*

- Many smokers, both male and female, claim they started smoking because of the club scene.

*“The bar/club scene is a primary way to meet people when you are coming out. You have a drink and you have a cigarette.”*

*“Even after you come out, the bar/club scene is an important way for singles to meet other people. It is part of the gay lifestyle.”*

The “older” generation claims they started smoking because it was “cool,” a way to fit in and be accepted and because it was part of the bar culture which was where they “came out.” Many believe the younger generation still use cigarettes as a way to connect socially

- For many older gays (male and female), smoking was a way to be socially accepted when in high school. Many believe smoking still is.

*“It was the easiest club to join.”*

*“It was the easiest way to fit in.”*

*“Smoking is a rite of passage. It is a symbolic ritual. It is a form of rebellion when you are young.”*

*“Now that there is so much anti-smoking emphasis, it is a form of rebellion when you are older.”*

*“When I started hanging out in the bar scene – everyone smoked. It was just something you did.”*

## Why is the smoking prevalence higher among your community?

Many LGBT smokers and non-smokers are surprised by the disproportionately higher prevalence of smoking in the LGBT community.

- And despite being asked to evaluate the prevalence statistic as being true, it is worthy of noting that a few respondents remained skeptical of possibility of this even being a true statement
- Many LGBT smokers and non-smokers were surprised that the LGBT community has a high level of smokers, especially because gay men are considered particularly vain and health conscious.

*“I think gay men are obsessed with looking young and taking care of themselves. I don’t see many who smoke. I see guys who go to the gym and eat well.”*

*“There are a whole lot of clean and sober lesbians. I don’t see a lot of lesbians who smoke.”*

*“There are not a lot of lesbian bars, so I guess I don’t see the smokers.”*

- When presented as a fact, the reasons hypothesized for the higher level of smoking within the LGBT community were:
  - It is harder to be gay than straight ... there is more stress and cigarettes are a great stress reliever
  - Gay men drink more and drinking and cigarettes go hand-in-hand
  - The bar/club culture is important in the gay world, especially among gay men and smoking “goes with alcohol, drugs and bars”
  - Gays take more risks, sexually and physically ... smoking is just another risk
  - Gays have been told “no” for a long time and smoking is a legal form of rebellion
  - Gays come out at bars/clubs and cigarettes fit with the bar initiation
  - .cigarettes enhance a macho image ... smoking is “studly” for men and “butch” for lesbians ... “It is the Marlboro man thing.”

- AIDS has reduced the significance of smoking as a health hazard ... some gays (especially men) are convinced that “smoking will not be what kills me.”

## COMMUNICATION

### **Targeted communication was appreciated**

#### Respondents appreciated messages/ads designed specifically for the LGBT community

- This is true for both pro-tobacco and of anti-smoking ads.

*“I like it when a company speaks directly to us.”*

*“I would be impressed by anti-smoking ads directed at the lesbian and gay community. It would show that someone has taken the time and effort to think about us ... to try to understand the community and its needs.”*

*“If the alcohol and tobacco companies keep advertising to gays in gay media, it must work. Anti-smoking should do the same thing.”*

- Despite the spending by tobacco companies in gay media and at gay events, the LGBT community does not look with favor upon the tobacco industry. Tobacco companies are described as: hypocrites; deceptive; liars; evil.

*“They have lied for years about the dangers of tobacco and the addictive qualities.”*

*“They attract with the A & F boys and Marlboro-man image and get us hooked.”*

*“Now they are trying to clean up their image and look like good corporate citizens. I don’t buy it. They spend more on the ads to beef up their images than they do on the good deeds they are touting.”*

- Lesbians do not respond favorably to Billie Jean King being on the board of Phillip Morris. They initially want to believe that she is

representing and advancing the cause of the lesbian community, but the hope is minimal. Rather, she is seen as “selling out.”

*“Shame on her for doing that.”*

## Relevant messages

Communications centered on the support that the tobacco industry gives to right-wing, anti-gay politicians resonate among gay and lesbian smokers and non-smokers. The “anti-industry/anti-gay” message is compelling, new information and a call to action for the community.

- A campaign based on the tobacco industry’s support of homophobic, right-wing politicians resonates powerfully with gay and lesbian smokers and non-smokers. The campaign presents information which is new, compelling, incites a call to action and “will cause a lot of social pressure” not to buy cigarettes.

*“This attacks us at the heart of my being. This attacks me as a person, not as a smoker.”*

*“This is bigger than just a health issue. This goes to the very core of my being.”*

*“As a smoker I have the choice of whether or not to smoke. This goes way beyond the health issue. This disturbs and gives me a new reason to consider quitting.”*

*“I know that smoking is bad for my health. This is a new reason to think about stopping. This moves me a step forward.”*

*“This makes me angry. This energizes me and is a call to action against the tobacco companies.”*

*“We boycotted Carl’s Jr and Coors. We can do it to tobacco.”*

*“Gays are politically astute and involved. We will not let this pass.”*

*“This tells me that with every pack of cigarettes I buy, I am supporting my own demise. This is like genocide.”*

*“This is something that the community can unite around. It creates a sense of outrage.”*

*‘Women always look after other people before themselves. This would give us (lesbians) a real sense of community purpose looking out for the greater good of the whole.’*

*“It makes me feel used.”*

*“This adds to the social stigma. I can see my friends asking me how I could smoke and support Jesse. I can see being embarrassed at a club because my smoking supported Jesse.”*

## Reactions to LGBT print ads shown

- “Vending” was the most preferred ad. “Vending” is clear, edgy, and uses sarcastic humor effectively. The line, “how much do you want to contribute,” provides humor and a strong reason “not to buy.”

*“This clearly communicates how self-defeating it is for me to buy cigarettes.”*

- “Pride Parade” was appreciated for its macabre humor that clearly and directly communicates that tobacco companies are “taking gays and lesbians down.” This was a close second in preference among respondents.
- “Marlboro”, “Lucky and “Camel” are effective, but the message is not as immediately recognizable. The “wrapped packages” communicate a message that “outrages and incites.”
- “Party” communicates effectively to gay men who are frequent clubbers. It is less effective among gay men who do not club and to lesbians in general.
- “How To Make A Straight Ad Gay” is a powerful communicator, but for many the ad is too long. The ad is liked because it is humorous, sarcastic, informative and powerful.

*“This tells us a lot, but it is a lot to read. I might like it better if it were four separate ads, rather than one long one.”*

Placement of the ad in bathrooms at gay and lesbian bars and clubs was thought to be an effective way of reaching their community.

## Create an LGBT specific context to give messages more meaning

Fatality statistics which specifically address the LGBT community are more powerful than general population statistics.

- Gays and lesbians are impressed and moved by facts that effect the LGBT community. They respond to communications that state a certain number of LGBTs will die from smoking or the number of smoking-related deaths in California as a comparison to AIDS-related deaths.

*“This speaks directly to us. It shows an understanding of the community.”*

*“This tells me that smoking is potentially more risky than AIDS. This positions us an endangered species.”*

*“This tells me that the community loses too many of its own and we need votes to keep the right-wingers out of office.”*

- Deeply committed smokers are impressed by the statistics, but claim their smoking habits are not likely to be influenced by the ads.

### **Additional message exploration**

Communications based on vanity, impotence and health scares are of interest but are not strong motivators.

LGBT smokers (like many general audience smokers) claim to be impervious to anti-smoking communications based on health facts. The television ad “Live Without” did not seem to particularly resonate among gay or lesbian smokers. Part of this may have been the irrelevance [for some] of ending the spot on a child. “Echo” did seem to resonate with many of the smokers. They could relate to the situations. However, after being shown LGBT specific advertising, all respondents agreed that the TV ads were not as powerful because they didn’t feel they were speaking directly to them.

- Smokers are aware of the health risks associated with smoking and have “seen all the ads.” They mentioned the Debi ad as being memorable, but even that does not seem to motivate smokers to quit.

*“Information is irrelevant.”*

*“I see the tracheotomy ad and I find it moving, but I have seen so many like it before that it just slips on by.”*

*“I have seen all this a million times. I hardly notice the anti-smoking ads.”*

- The “health scare” ads are considered ineffective because the older generation seem to convince themselves that since they’ve survived this long – smoking-related illness won’t happen to them. Younger respondents seem to feel “immune and invincible.”

*“No ad will make me quit. No matter how shocking they try to make the ads, it is the same old stuff. We have seen it a million times and resisted it.”*

- Ads which suggest that smoking can increase the odds of developing AIDS symptoms among HIV positive men and women did not resonate. This was seen as being only relevant to those who were HIV positive. And were not at all relevant to nonsmokers.
- A few believe that pictures of the inside of the lungs are “scary” but despite this, they have continued to smoke.

- The television ad “Echo” is powerful and attention getting, especially to nonsmokers. A few smokers remarked that they’d seen this ad before. Yet the visceral reaction that some of the smokers had seemed to indicate it had some resonance.

*“It shows the consequences and that is good, but I still think I could procrastinate.”*

Secondhand smoke is seen as a risk by non-smokers but is not particularly meaningful to smokers. The importance of secondhand smoke has declined as an issue because of the strong California anti-smoking laws, which make it a less of a perceived threat.

- Non-smokers consider secondhand smoke to be potentially dangerous. Smokers gloss over the risk. Secondhand smoke has declined in importance, even to non-smokers, because of the ability of most non-smokers to avoid all contact with smoke.

*“You can’t smoke in bars restaurants or buildings, so it has become pretty easy to avoid smoke.”*

- The television ad “Live Without” resonates more strongly among lesbians than gay males. Lesbians respond in a more maternal manner and find the ad emotionally compelling. Gay men find the ad “too hetero” and “too much of a guilt trip.”

Impotence is an important message to gay men, but it is easy to ignore.

- Most gay men who smoke do not feel they have a problem with impotence. They have seen the “limp cigarette” ad, find it amusing and do not believe it will affect them.

*“Becoming impotent is too far away in years to worry about now.”*

*“There is always Viagra.”*

Most men do not know that impotence caused by smoking is irreversible, but even that fact does not provide strong motivation for quitting, especially if one is young.

Vanity is an important issue, especially among gay males, but “looking older sooner” is not a sufficient reason to quit.

- Gay men admit to being vain and admit that smoking causes premature aging and wrinkling. Lesbians and gays both want to look young, but LGBT smokers enjoy the psychological and physical aspects of smoking too much to let vanity intercede.

*“There are creams and lotions, and finally a face lift.”*

- Loss of dating marketability due to smoking lacks power because lesbians and gay men have already come to grips with the issue and do not believe that they should immediately have to give something up or change just to have a date.

# APPENDIX

## SMOKING RESPONDENT SCREENER:

<b>GROUP DATE</b>	<b>Monday, SEPTEMBER</b>	<b>24, 2001</b>	<b>San Francisco</b>
	<b>Tuesday, SEPTEMBER</b>	<b>25, 2001</b>	<b>Sacramento</b>
<b>GROUP TIME</b>	<b>3:45</b>	<b>5:45</b>	<b>7:45</b>
<b>GROUP NUMBER</b>	<b>1</b>	<b>2</b>	<b>3</b>

NAME: \_\_\_\_\_

Hello, my name is \_\_\_\_\_ and I am calling from \_\_\_\_\_ research. We are interested in learning about peoples' opinions. Let me assure you that we are not selling anything.

1a. Do you or anyone living in your household work for, or are retired from, any of the following?

- \_\_\_\_\_ Advertising agency
- \_\_\_\_\_ Market Research Company
- \_\_\_\_\_ Medical/Healthcare Profession

1b. What is your occupation & job title? \_\_\_\_\_

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1c. Specifically, for what company do you work? \_\_\_\_\_

If a tobacco company or any of the below, TERMINATE

- Phillip Morris
- Kraft Foods
- Brown and Williamson
- R J Reynolds
- Nabisco
- Miller Brewing

1d. Have you participated in any type of consumer research discussion in the past 6 months?

- \_\_\_\_\_ YES ... TERMINATE
- \_\_\_\_\_ NO

1e. Did you vote in the last Presidential election?

- \_\_\_\_\_ YES

\_\_\_\_\_ NO

2. Which category best describes your age?

- \_\_\_\_\_ below 25 ..... TERMINATE
- \_\_\_\_\_ 25 to 35
- \_\_\_\_\_ 36- 45
- \_\_\_\_\_ over 45 ... TERMINATE

3. Which of the following statements best describes your sexual orientation:

- \_\_\_\_\_ Heterosexual/Straight ... TERMINATE
- \_\_\_\_\_ Gay Male ... HOLD FOR GROUPS 1 & 2
- \_\_\_\_\_ Lesbian ... HOLD FOR GROUP 3
- \_\_\_\_\_ Bi-sexual ... TERMINATE

4. Are you actively involved in political action groups or associated with special interest organizations focused on any of the following social issues?

- \_\_\_\_\_ Environmental issues
- \_\_\_\_\_ Campaign Finance Reform
- \_\_\_\_\_ Tobacco Industry or Smoking Policy ... **TERMINATE**

4a) Have you ever written or emailed your Congress or Senate representative?

- \_\_\_\_\_ YES
- \_\_\_\_\_ NO

If yes, how many times and what was the central issue of your communication?

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5. In a scale of 1 – 5, in which 1 is strongly disagree and 5 is strongly agree, what best describes your feelings about the following statements: RECORD ANSWER

- \_\_\_\_\_ There should be no gun control ..... **TERMINATE IF 5**
- \_\_\_\_\_ Affirmative action is an unfair governmental practice
- \_\_\_\_\_ There should be no regulation of smoking in public places  
**TERMINATE IF 5**
- \_\_\_\_\_ There need to be stricter violence ratings on video games, music & TV

6. Which of the following statements best describes your relationship with smoking? (READ LIST. ACCEPT ONLY ONE RESPONSE.)

\_\_\_\_\_ I am currently a steady smoker, that is I smoke everyday  
**(SMOKER)**

\_\_\_\_\_ I am an occasional or social smoker **[TERMINATE]**

\_\_\_\_\_ I have smoked in the past but currently do not – and have not for the last 30 days **[NON-SMOKER]**

\_\_\_\_\_ I do not now smoke now and have never been a smoker  
**[NON-SMOKER]**

**GROUP 1 IS GAY MALE NON-SMOKERS**

**GROUP 2 IS GAY MALE SMOKERS**

**GROUP 3 IS A 50/50 SPILT OF LESBIAN SMOKERS AND NON-SMOKERES**

7. How many full-time wage earners are there in your household. Please include yourself, significant other and parents. Do not include roommates. RECORD \_\_\_\_\_

8. Which of the following best describes your total annual household income?

( ) Under \$20,000 ... TERMINATE

( ) \$20,000-\$30,000

( ) \$30,000 - \$45,000

( ) \$45,000-\$60,000

( ) \$60,000-\$75,000

( ) \$75,000 and above

SEEK A GOOD MIX.

9. Which of the following best describes your level of education:

\_\_\_\_\_ Some High School

\_\_\_\_\_ High School Graduate

\_\_\_\_\_ Some College/Trade School

\_\_\_\_\_ 2 Year College Degree

\_\_\_\_\_ 4 Year College Degree

\_\_\_\_\_ Post Graduate Degree

SEEK A GOOD MIX.

10. Which of the following best describes your ethnicity:

- Caucasian
- African American**
- Asian**
- Latino/Hispanic**
- Other

RECRUIT A GOOD MIX. THERE MUST BE A TOTAL OF AT LEAST TWO AFRICAN AMERICANS, ASIANS AND/OR HISPANICS PER GROUP.

11. If you could have dinner with anyone in the world, living or dead, who it be. Why would you choose that person? ( ALL MUST BE EXTREMELY ARTICULATE AND ABLE TO EXPRESS THEMSELVES CLEARLY)

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[PLEASE ADVISE ALL RESPONDENTS TO BRING ANY READING GLASSES THEY MAY HAVE, AS THEY WILL BE LOOKING AT WRITTEN MATERIALS]

## **SMOKING DISCUSSION GUIDE**

### **I. INTRODUCTION**

- .occupation
- .how long live in California

### **II. RELATIONSHIP WITH SMOKING**

- .first thoughts ... associations
- .how, if at all, is it part of your life ... friends .. family
  - .when are you around it ... how does it make you feel

#### **SMOKERS**

- .how long have you smoked      .when did you start.why
- .how much do you smoke
  - .more or less at certain times of day
- .do you think about smoking or is it just part of the everyday
- .what role does smoking play in your life
  - .has the role changed over time
  - .when do you smoke ... place      .situation
  - .do you only smoke when out with friends who smoke ... drinking
  - .what is association of smoking with drinks/clubs
- .do significant others, family and friends smoke
  - .how do they feel about you smoking
- .have you tried to quit smoking
  - .why .health reasons      .social issues ... describe
  - .how many times      .for how long
  - .how did you try to quit      .any help/support
  - .how successful
  - .why restart smoking
- .perceived benefits if quitting
  - .is it too late

#### **NON-SMOKERS**

- .did you ever smoke      .when .for how long      .how much
  - .when did you quit
  - .if not, what prevented you
- .do you or did you ever smoke “occasionally”

.when .at a club .with drinks  
.how often .what says "have a cigarette"

### **SMOKING AND HEALTH**

.what are attitudes towards smoking and health  
.is smoking that harmful  
.if so, why do you smoke  
.is smoking harmful, if you only smoke occasionally

.what about **SECONDHAND** smoke  
.how aware of it are you  
.what are feelings about it .how bothersome  
.Non-Smoker ... is it appropriate to ask someone not to smoke  
.as a smoker, how do you react  
.how do you feel when around friends who smoke  
.higher tolerance for some versus others  
.is secondhand smoke a real health risk  
.why skeptical of data (53,000 die per year)  
Smokers ... do you feel bad smoking around others in terms of  
secondhand smoke

### **SMOKING AS A SOCIAL ISSUE**

.what are your attitudes about smoking as a social issue  
.change over last 5, 10 years ago  
.what do friends and family think  
.if you see someone smoking, what is your first impression  
.what differentiates him/her from a non-smoker  
.what in terms of image ...lifestyle ... attitude ... self-image  
.personality traits ...hobbies ....activities  
.how does smoking compare to other vices  
.alcohol .partying

### **III. LGBT COMMUNITY**

.is smoking perceived differently in community than by other groups  
.how .why  
.does smoking play a different role in community .what  
.why do you think LGBT community smokes more  
.how does smoking fit with club and bar culture of community  
.is that different than other groups  
.do different groups within community perceive smoking differently  
.what are the perceptions (pluses and minuses) within the community

.do tobacco companies target community

explore specific strategic areas – probe for relevance and resonance

- 40,000 gays & lesbians will die this year from smoking  
.People with HIV who smoke develop AIDS-related conditions twice as quickly as nonsmokers
- Smoking has a negative social stigma  
.70% of gay men say they don't want to date a smoker.
- Smoking causes premature aging of skin, wrinkles, baldness
- Smoking increases impotence

.are there benefits to anti-smoking messages targeted directly to LGBT audience

.is it appropriate to be singled out

.should they be different messages or same message in gay media

#### IV. CREATIVE ... PRESENT CREATIVE ALTERNATIVES

.overall reactions

.likes and dislikes

.relevance of message to you personally

.impact of message/persuasiveness

.appropriateness to LGBT community

#### TOBACCO COMPANIES

.what is image of tobacco companies ... first words that come to mind

.who are the major companies .logos .images of brands

.what are best and worst things tobacco companies do

.awareness of community service .what

.do tobacco companies do anything special in LGBT community

.what

.does that influence decision to smoke ... brand selection

- what are the true intentions behind the Tobacco industry's financial support of the LGBT community  
(One of largest advertisers in gay pubs, gay pride events ... support Gay Men's Choir, #1 contributor to the Gay Men's crisis center & one of biggest donors to HIV organizations)  
.Pros & cons of such support  
.Gays & lesbians smoke \$6.3 Billion in cigarettes per year
- Big Tobacco is a friend of the right-wing Republicans  
.Tobacco supports anti-gay politicians

**--END DOCUMENT**