

## Center for Tobacco Products Positioning Initiative

### FOCUS GROUP COMPOSITION

#### Louisville, KY

##### **Two Adult groups:**

Group 1: Current Tobacco Users

- Age: 18-50
- Gender: Mix
- Education: Mix from some high school and less to some college & more
- Ethnicity: 50% Caucasian, 25% African American, 25% other ethnicities

Group 2: Former Tobacco Users (Have quit in the past 6 months)

- Age: 18-50
- Gender: Mix
- Education: Mix from some high school and less to some college & more
- Ethnicity: 50% Caucasian, 25% African American, 25% other ethnicities

##### **One Youth/Adolescent group:**

- Age: 15-17
- Gender: Male
- Ethnicity: Mix of ethnicities

#### Portland, OR

##### **Two Adult groups:**

Group 1: Current Tobacco Users

- Age: 18-50
- Gender: Mix
- Education: Mix from some high school and less to some college & more
- Ethnicity: 50% Caucasian, 25% African American, 25% other ethnicities

Group 2: Former Tobacco Users (Have quit in the past 6 months)

- Age: 18-50
- Gender: Mix
- Education: Mix from some high school and less to some college & more
- Ethnicity: 50% Caucasian, 25% African American, 25% other ethnicities

**One Youth/Adolescent group:**

- Age: 15-17
- Gender: Female
- Ethnicity: Mix of ethnicities

**New York, NY**

**One Adult group:**

Current Tobacco Users

- Age: 18-50
- Gender: Mix
- Education: Mix from some high school and less to some college & more
- Ethnicity: 50% Caucasian, 25% African American, 25% other ethnicities

**One Youth/Adolescent group:**

- Age: 15-17
- Gender: Male
- Ethnicity: Mix of ethnicities