

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