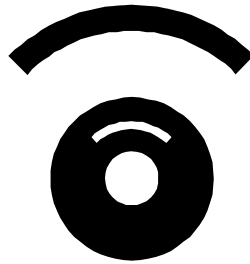


Audience Tobacco Insight Research Report



LOOK-LOOK

INFORMATION AND RESEARCH
CONNECTING YOU TO YOUTH CULTURE

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What are your thoughts on smoking? (tween only)

Overall:

- Almost every tween felt that smoking was negative. They seemed to understand the negative health affects of cigarettes, and most of them warned against it. They repeated that it was "stupid" or "dumb" and that they thought it was "gross."

Gender:

- Every female respondent replied negatively to the idea of smoking, and if they gave a reason for disliking, they usually named health reasons or that it was just "gross."
- Almost all the males took a negative stance on smoking as well. The three respondents that did not outright think so, did not encourage it, but rather felt neutral about smoking.
- Several males thought that smoking was not good but showed so by directing others to "Don't do it" or "You shouldn't try it."
- The males often listed health reasons for not smoking, and only one male respondent claimed that he didn't like smoking because it "was not cool."

Age:

- There was little difference in response according to age.
- All age groups seemed to feel very strongly that smoking was bad.

Ethnicity:

- Of all the ethnic groups, African Americans were the only ones to have respondents claim that not only was smoking "Bad, whack" but that they themselves would not ever do it.

Region:

- All of the respondent living in Central and Tidewater communities strongly objected to the idea of smoking.
- Respondents living in Southwest Virginia were the only ones to not name health reasons for disliking smoking. They more frequently claimed that it was just "disgusting."

Have you or your friends ever tried smoking? (tween only)

Overall:

- 69.4% of all tween respondents claimed not to have tried smoking in the past.

Gender:

- 82.4% of all female tweens hadn't tried smoking, while only 62.5 % of the males hadn't either.

Age:

- The younger the tween, the more likely they were not to have tried smoking.

Ethnicity:

- Anglo Americans were the least likely to have smoked (72.2%), while 42.9% of Other Ethnicity tweens have tried smoking (42.9%).

Region:

- 100% of tweens in the Central region reported not to have tried smoking.
- Tweens in the Southwest were more likely to have not tried smoking (83.3%) than tweens in the Tidewater and North region (avg. 61%).

Do you and your friends smoke? (teen only)

Overall:

- Most of the teen respondents claimed that they personally did not smoke but had friends that did (39.1%).
- Over a quarter (28.4%) of the total respondents said that neither they nor their friends smoked.
- Only 14.1% of the teens reported smoking.

Gender:

- Females were less likely to smoke themselves, but males were more likely to not smoke or have friends that smoked.

Age:

- While 16-17 year olds were more likely to smoke or have friends that smoke, they were also more likely to be in a group where everyone smoked.

Ethnicity:

- "Other ethnicities" were the most likely to smoke, have friends that smoked, and be in a group where everyone smoked.
- African American respondents were the least likely to report smoking in general among themselves and their friends.

Region:

- Tidewater and North Virginia teens were the most likely to smoke themselves, or if they didn't smoke, have friends that did.
- Southwest teens were the least likely to smoke or know people that did.

We know lots of people try smoking. Why do you think they really start?

Overall:

- The top 5 reasons that the teens agreed that people try smoking are: peer pressure (33.9%), to look cool (27.3%), curiosity (11.5%), to relieve stress (7.4%), and just to rebel (3.9%).
- Almost half of all the tween respondents (46.6%) said that they felt people started smoking just to "be cool."

Gender:

- Females thought that peer pressure was the main reason people tried smoking (36.7%), while the males thought that most people started to look cool (32.1%).
- In general, both males and female teens share the same top 5 reasons to smoke.
- Female tweens feel that people mostly start smoking just to "be cool," while the male tweens are split between "being cool" and curiosity as the main reasons.

Age:

- There are no significant differences in answers between the two age groups.
- 10 and 11 year old tweens felt that people started to smoke first to be cool and then because of peer pressure, while the 12 year old tweens also agreed that it was mainly to be cool, but also because of curiosity (14.8%).

Ethnicity:

- African Americans and Anglo Americans both feel that peer pressure is the main reason why people start smoking, followed by looking cool.
- Other ethnicities are equally divided between smoking to look cool, and peer pressure.
- Over half of the African American and Anglo American tweens believed that people started to smoke mainly to be cool.
- Other ethnicities were more undecided about the main cause with 25% of them believing that it was to "fit in."

Region:

- All regions identify peer pressure as the top reason why kids smoke, followed by looking cool, curiosity, and stress.
- All regions for the tweens claimed that "to be cool" was the top reason.

When and where do you see most people your age smoking?

Overall:

- 31.3% of the teens found people their age most often smoking after school.
- Although 23% of the respondents did not know of any certain place or time, 19.7% said they frequently saw their peers smoking at parties.
- Tweens were split on their top answer with 25.6% reporting that smokers were most often spotted at parties and 25.4% said after school.

Gender:

- Both males and females agreed on the top two answers being after school and at parties.
- Almost all the female answers were specific places (Mall, at home, concerts, etc.) while the males were more often naming specific times (e.g. when they are bored, when parents aren't around).
- Female tweens most often saw smokers at parties, while male tweens most often saw them after school.

Age:

- Over 50% of all the respondents in both teen age group categories named parties and after school as the two top places to find their peers smoking.
- 35.7% of both 10 and 12 year old tweens saw most people smoke after school while 23.5% of the 11 year olds did not know.

Ethnicity:

- The majority of all the ethnic groups agreed that teens were found smoking mostly after school and at parties.
- All the tween ethnic groups also named after school as their top answer, but varied in the following answers.
- Anglo Americans and African Americans both named "parties" in their top 3 answers, but it did not show up at all for "Other Ethnicities."

Region:

- All the regions for teens named after school and parties as their top ten answers.
- Southwest teens and Tidewater teens were more often able to see kids smoking after school than at parties.
- Half of the Southwest tweens were able to see kids smoking after school, along with 35.1% of the tween respondents in the North.
- 25% of the Central region tweens did not know where they saw kids smoke the most with another 25% saying that the mall was the biggest smoke hang out.
- The majority of Tidewater tweens were also not able to pinpoint a certain time or place.

For those of you who smoke, When do you think about having a cigarette the most?

Overall:

- 75.4% of the teens did not smoke, but 8.7% of the total teen respondents said that they felt like smoking the most when they were stressed, and 2% said it was when everyone else smoked.

Gender:

- Female teen smokers wanted to smoke mostly when they were stressed (9.6%) when everyone else did, after a meal, and after school.
- Male teen smokers also agreed that stress made them want to smoke (7.1%).
- Male teen smokers were more often found naming social events such as parties, or out drinking than the females.

Age:

- 16-17 year old teens were more likely to smoke because of stress, after meals, because they were upset, and when everyone else was smoking than the younger 13-15 year old teens.

Ethnicity:

- A higher percentage (11.5%) of African American teens claimed to want to smoke most when stressed, but did not mention at parties or after meals.

Region:

- A higher percentage (10.6%) of teens in the Southwest wanted to smoke when stressed than the other regions.
- A higher percentage (6.9%) of teens in Tidewater wanted to smoke when others were smoking than teens in other areas.

What do you think would be the most effective way to get young people to stop smoking?

Overall:

- The top 5 answers were: ban cigarettes (15.3%), show the bad effects (15.3%), can't stop them (6.9%), more strict laws/harsher punishment for minors (6.1%), N/A (5.6%).
- 4 of the top ten ideas dealt with legal issues (e.g. legalizing cigarettes, banning cigarettes, etc.)
- Many of the answers dealt with raising awareness about the bad effects ranging from more education, scare tactic programs, to placing a black lung picture on cigarette packaging.
- Most tweens (34.0%) felt the best way to stop teen smoking was to educate them. 18% didn't know what would work, and 14% thought that legal action was effective.

Gender:

- The females tended to give more health-oriented answers while the males sought more legal approaches.
- 1/3 of all the tween males and females agreed that educating young people was the best route of prevention.
- Female tweens wanted more peer programs or parent support groups while these were not included in any of the male respondent answers. Males wanted more of a direct route such as punishment or threatening.

Age:

- The top 4 answers for both teen age groups were the same: banning cigarettes, show the bad effects, can't stop them, and more strict laws/harsher punishment.
- Although both age groups had a wide variety of answers that were very similar to each other, the older teens gave more realistic and subtle approaches (e.g. raise the cigarette price, getting a celebrity/role model to warn against smoking, etc.).
- The 12 year old tweens were the only age group that did not think highly of legal action to prevent smoking. More tweens (22.7%) in the 12 year old category said that they had no idea on what could be done than in any other age group.

Ethnicity:

- Anglo Americans and Other Ethnicities answered that the 2 top ways was to show the bad effects, and to ban the cigarettes.
- African Americans also agreed that showing teens the bad effects would work, but thought that making stricter laws and increasing punishment would be more effective than to ban cigarettes.
- For the tween group, African Americans were the only ethnic group to not name education as the top answer. Instead they replied that punishment would be best, followed by more and better advertisement.

Region:

- More teens in the central region had no idea what would help than in any other region (11.3%).
- The top answers in all regions, although in different orders, remained fairly constant with the rest of the survey.
- 50% of the tweens living in Tidewater named education as the best way, and 35.7% of the North tweens, along with 28.6% of the tweens in Central Virginia agreed. Southwest tweens were split between legal action and advertising as their top answers with education ranking second.

What ads for smoking have you seen recently? (teen only)

Overall:

- An incredible 71.5% of the overall teen respondents could not recall a particular ad for smoking recently.
- The next most popular answer with 10.2% was also surprising in that it was not a cigarette ad but the national anti-smoking “truth” ads.
- Of the ads that were for cigarette companies, the top replies were Camel and Marlboro tied at 4.8% each.

Gender:

- Females seemed to recall Camel cigarettes (4.8%) and Virginia Slims (4.3%) ads more than Marlboro, which took 3rd place on the male list with 7.8%.

Age:

- Both age groups remembered the “truth” campaign the most out of recent ads.
- For ads by tobacco companies, the younger teens (13-15) seemed to remember camel ads more frequently, while the older (16-17) teens more often recalled Marlboro ads.
- The younger teens named a wider variety of different cigarette brands than the older teens who seemed to stick with the more popular/ widely advertised brands.

Ethnicity:

- A higher percentage of Anglo American teens (73.7%) could not recall an ad than any Other Ethnicity.
- African Americans were the only ethnic group to not name Camel in their responses, while Camel ranked highly in the top 5 for the Other Ethnicities.

Region:

- Besides the “truth” ads, which took 2nd rank in all categories, every region except Northern teens claimed to have seen a Camel ad most recently.
- 5.8% of the North Virginia teens replied to have seen a Marlboro ad most recently versus the 2.2% who claimed that it was a Camel ad.

What ads for smoking have you seen recently and what do you think of them? (tween only)

Overall:

- Over a quarter of the tweens could not recall an ad or had any opinion about them.
- 9.1% of all the tweens found the national anti-smoking “truth” campaigns to be great, while 6.8% of the respondents thought that anti-smoking campaigns in general needed improvement, and another 6.8% thought that all smoking ads were bad.

Gender:

- None of the females found the “truth” ads to be great, while 13.8% of the males did.
- None of the females found smoking ads to be any better than “okay” while some of the male tweens thought they were “cool,” “good,” or even “creative.”

Age:

- 40% of the 10 year old tweens found smoking ads (which may include some anti-smoking ads) to be “okay,” “creative,” or “cool.”
- 30% of the 11 year olds thought that smoking ads were bad and that anti-smoking ads needed improvement. Only 10% of them found the truth ads to be great.
- A higher percent of 12 year olds (13.0%) found the truth ads to be great, even though 8.7% of them thought that the anti-smoking ads also needed to be improved.

Ethnicity:

- Every ethnic group felt that the anti-smoking ads needed work.
- “Other Ethnicity” tweens gave the highest approval rating for any cigarette ad with 14.3% claiming the Camel ads to be creative.

Region:

- Tidewater tweens by far outnumbered the other regions in thinking the “truth” ads to be great (37.5%). The truth ads were not even mentioned by tweens in the Central and Southwest regions.
- Central and North tweens felt that the anti-smoking ads needed improvement, and both regions had a negative feel about smoking ads in general.
- The Southwest tweens felt strongly that the magazine ads were “stupid” and so were the Marlboro ads.

What three words would you use to describe the brand Marlboro?

Overall:

- The top ten words used to describe Marlboro from most named to least, were: Cowboy, disgusting, nasty, gross, stupid, bad, killers, red, cigarettes, smelly, popular, and expensive.
- In general the majority of the descriptions were of a negative nature; either referring to the bad health effects or the negative image of the tobacco company.

Gender:

- The females in general seemed to feel more strongly negative towards Marlboro than the men did.
- The males more often used descriptive words that did not necessarily portray how they felt about the product (e.g. cowboy on horse, white, rugged, light, man, tough, guy, horse, etc.).
- The females on the other hand used stronger adjectives that directly portrayed a negative emotion, with their number one answer being "gross" followed by other popular responses such as: stupid, smelly, death, cancer, dumb, sick, dirty, yuck, etc.

Age:

- Over 13% of the younger teens described Marlboro as either "stupid" or "disgusting."
- The top response for the older teens did not portray a feeling but a description of the advertisement used for the product: "cowboy on horse."
- The older teens were also mainly negative, but used a lot of neutral descriptions.

Ethnicity:

- African Americans were the only ethnic group to use a negative description as their top response (Nasty-11.7%), while the other two groups both answered Cowboy. Only 2.6% of African Americans associated cowboy with Marlboro.
- Both Anglo Americans and "Other ethnicities" commented on the fact that Marlboro was popular among teen in their top answers.

Region:

- Every region except Tidewater named Cowboy the most. Tidewater, however, found Marlboro to be Nasty first and Cowboy fourth.
- While the majority of all regions gave mostly negative answers, North and Southwest respondents used the most amount of neutral descriptive words (e.g.: horse, macho, old, rugged, western, mountain man, big, etc.).

What three words would you use to describe the brand Camel?

Overall:

- The top answers to describe Camel were: Camel, stupid, nasty, disgusting, gross, cartoon, Joe camel, dumb, bad, and good.
- 3 of the top ten answers (Camel, cartoon, Joe camel) had to do with the old advertising of the product. Only 1 out of the top 10 answers for Marlboro (cowboy) had to do with the advertising.

Gender:

- The males and females were relatively equal in their description of Camel in bad, good, and neutral terms.
- A higher percentage of males tended to associate Camel with "stupid" than the females, but the females thought of Camel as "gross", "nasty" and "disgusting" much more often than the males.

Age:

- The older teens were more likely to find the Camel ads appealing or neutral than the younger teens.
- However, when describing the product negatively, the older teens associated Camel more with bad health than the younger teens.

Ethnicity:

- Anglo Americans and Other Ethnicities both associated Camel cigarettes most often with the camel, which used to represent it both on the packaging and in the ads.
- African Americans most often thought of "old" when thinking of Camel cigarettes.

Region:

- The top 2 words to describe Camel in all regions were either camel and nasty, or camel and stupid.
- The regions were fairly equal in their descriptions of Camel in bad, good, and neutral terms.

What three words would you use to describe the brand American Spirit?

Overall:

- Over half (57.7) of the teens did not recognize the brand.
- The majority of the teens that did describe the brand used words to describe cigarettes in general (cancer, cigarettes, killer, smelly, etc.) or made comments on the name of the cigarettes (unpatriotic, Indian, America, Flag, etc.).

Gender:

- 5.5% of the males teens described American Spirit as "Gay," in the context that they found the brand lame, not cool, or anti-manly. This description was not as often used to describe Camel or Marlboro but often used by males to describe Virginia Slims.

Age:

- Although the majority of both age groups did not recognize the brand, more of the older teens seemed to have seen the packaging or ads for it, because they identified it with the Indian pictured on the carton; whereas the younger teens did not mention any specific words that would indicate that they had ever seen the brand.

Ethnicity:

- "Other Ethnicity" teens were the only ones to even mention the brand as having a good image by calling it "attractive."
- Anglo Americans seemed to be the most strongly turned off by the brand.

Region:

- The regions were all fairly equal in their negative, good, and neutral descriptions.

What three words would you use to describe the brand Virginia Slims?

Overall:

- The top 5 words were: women 7.4%, gross 5.1%, girly and stupid 4.7%, feminine and nasty 4.4%, and long 3.7%.
- It is apparent that most of the teens were familiar with the brands advertising, because 3 of the top 5 words had to do with females.
- Virginia Slims is unique in that it is mainly known for its targeted female consumer advertising prominent in most adult female magazines and its unusual long slim cigarette design. Many of the words used to describe the brand reflected these two facts.

Gender:

- The females were much more inclined to give positive answers regarding the brand than the males. 8.6% of them identified it as a Woman cigarette (a neutral comment) and used positive descriptions such as feminine, dainty, and elegant.
- The females did have a fair share of negative comments as well.
- The male teens most often described the brand as Girly (8.2%) which to males tended to have a negative connotation as well as Women (8.2%).

Age:

- The top 3 answers for 13-15 year old teens were split between: Women, stupid, disgusting, and nasty.
- The older teens associated it more with: Women, girly, feminine, and gross.

Ethnicity:

- 13.6% of African American teens described the brand a killer a description that is not found in the other groups.
- A high percent of all groups associated it with Women.

Region:

- All regions were fairly equal in their description of the brand.

People living outside of Virginia might think you have different opinions about tobacco and cigarettes just because you live in Virginia. Do you think this is true? Why or why not?

Overall:

- 41.6% felt that no- they did not think the statement was true, and that it did not matter where they came from.
- Only 5.8% thought that living in Virginia did make an impact on their opinions because of the fact that tobacco was produced there.
- The majority of all the various answers generally stated that “no” living in Virginia did not effect their opinion any differently than if they lived elsewhere.

Gender:

- A much higher percentage of the males (9.6%) actually felt that living in Virginia effected their opinion because the tobacco was made there.
- A very low percentage of the females agreed to the previous statement or any other statement similar to it. Although 2.6% agreed that it may be possible, they would not commit to a definite answer.

Age:

- There was little significant difference between the two groups responses.
- They large majority of both groups felt that it did not make a difference.

Ethnicity:

- The large majority of all the ethnic groups also responded that it did not make a difference where they lived.
- Anglo Americans had the highest percent of teens (6.6%) admitting that yes-their opinion about tobacco was different because they lived in Virginia mainly do to the fact that it was produced in their home state. They did not, however, specify if that opinion was necessarily good or bad, just different.

Region:

- All regions generally felt that it was not true.
- A higher percentage of teens living in Central and Southwest Virginia felt that it did matter that they lived in Virginia because the state relied on the tobacco sales, or because of the mere fact that it was grown and cultivated there.

Would you or your friends be involved in an anti-smoking campaign?

Overall:

- 58.4% of the teens ages 13-17 would not be involved in an anti-smoking campaign.
- 44% of all tweens replied that they would be involved followed by a close 40% saying no.

Gender:

- Over half of both males and females did not want to be involved in an anti-smoking campaign.
- A higher percentage of males did not want to be involved than females.
- For the tweens, the majority of the females (58.8%) said yes and 29.4% of them said maybe. 57.5% of the male tweens said no, with only 6.1% responding "maybe."

Age:

- The majority of 13-15 year olds (51.9%) said yes, while the opposite was true of the older teens.
- 68.6% of 16-17 year olds would not want to be involved.
- The younger 10 year old tweens were the only age group where the majority said that yes-they would be involved.

Ethnicity:

- Interestingly, 59.4% of African Americans and 51.2% of "Other Ethnicities" replied that they would be involved in anti-smoking campaigns. However, the high percentage of Anglo Americans (61.7%) not wanting to be involved was enough to tip the overall average answer to "no."
- "Other Ethnicities" and Anglo American tweens responded "yes" the majority of the time, while 83.3% of African American tweens did not want to.

Region:

- Over 50% of all the teens in each region said -no, with 60% or over in Central and Tidewater regions.
- 50% of Tidewater and Southwest tweens did not want to be involved, while the majority of Central and North tweens stated that they would.

If yes, how would you like to participated or get involved?

Overall:

- Of the 41.6% of the teens that said they would be involved, 23.8% said they would participate in any way they could.
- 17.2% responded that they would talk about the dangers of smoking to peers, and 9.3% said that they would help in school programs.
- Over 40% of the tweens that agreed to participate did not know what they would participate in or were not sure, unlike the teens who seemed to have more clear and specific involvement ideas.

Gender:

- There were no major differences between the two genders except that some females responded to more subtle approaches such as mentor, peer, and support groups, as well as organizing events and picketing tobacco companies, while most males opted for a more direct route.
- 35.2% of the female tweens wanted to participate in advertising or peer programs, while 68.7% of the males did not want to do anything, had no idea, or were not sure what they wanted or felt they could do to help.

Age:

- The teen age groups were very similar to each other in their answers and the percent of each that agreed to them.
- The majority of 11 and 12 year old tweens were not sure what they wanted to get involved in, but 25% of 10 year olds felt that they could participate in peer programs.

Ethnicity:

- The top answers for each teen ethnic group had the same basic answers.
- 16.7% of African American tweens wanted to burn cigarettes, an approach none of the other ethnic groups mentioned.
- Anglo American tweens were the only ones to mention advertising as a top answer.

Region:

- Helping to educate, and making/passing out flyers were consistently in the top answer for every region except Tidewater. Tidewater teens named more peer-related approaches.
- Central and Tidewater tweens mainly wanted to help in advertising.