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Media Usage Patterns of the Gay, Lesbian, Bisexual and Transgender Community of Colorado

A Report from the Gay, Lesbian, Bisexual and Transgender Community Center of Colorado

Media Usage Patterns of the Gay, Lesbian, Bisexual and Transgender Community of Colorado

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The **Gay, Lesbian, Bisexual and Transgender Community Center of Colorado** is the only statewide, nonprofit community center dedicated to providing support and advocacy for Colorado's gay, lesbian, bisexual and transgender (GLBT) population. We serve as a catalyst for community organizing, support services, social activities and cultural events.

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PREFACE

The Gay, Lesbian, Bisexual & Transgender (GLBT) Community Center of Colorado (The Center) is pleased to present this study which was conducted at PrideFest 2006 as a way to examine the media usage patterns of GLBT individuals. Although at increased risk for numerous health concerns, the GLBT population often does not receive appropriate health information due to a lack of culturally relevant messaging. Currently, The Center is administering several efforts to address these concerns within the GLBT communities of Colorado, including promotion of health messages through various media.

This study was conducted to determine whether relationships exist between various sub-populations within the community and the effectiveness of certain media outlets. Additionally, we were interested in how certain health behaviors and attitudes might shape those relationships.

The findings that emerged from the data demonstrate that various sub-populations within the GLBT community do use different forms of media and perceive the effectiveness of various media differently. These results suggest that health promotion messages should, ideally, be targeted to various segments of the community in order to enhance the possibility of effectiveness.

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N. Eugene Walls, Assistant Professor at the Graduate School of Social Work at the University of Denver, has a PhD in sociology from the University of Notre Dame, a Master of Science in Social Work from the University of Texas, and a BA from the University of Arkansas at Little Rock. In his eight years as a community-based social worker, he worked with adults and children with disabilities, people with HIV infection, homeless men, women and children, children placed in foster care, and lesbians and gay men in private practice. In much of his community-based experience he was responsible for programmatic development and evaluation. His research areas include modern forms of prejudice and discrimination, social services for sexual minority youth, religious influences on social movements, and social work education.

Jennifer Woodard, MSW, Director of Healthy Living Programs at The Center holds a Masters degree in Social Work from the University of Denver and has spent the last 20 years working in non-profits and philanthropy. She served on the Board of Directors of The Center for six years and chaired that board from 1999 until 2002. The mission of The Center's Healthy Living Programs is to improve the physical, emotional and spiritual health of the GLBT communities across the state of Colorado.

Jared Ostermiller, Healthy Living Program Manager at The Center, holds a B.A. in Psychology as well as a Certificate of Neuroscience and Behavior from the University of Colorado at Boulder. In addition to his responsibility as the Health Living Program Manager, he manages several programs at The Center, including statewide initiatives to reduce the effects of cancer, cardiovascular disease, and tobacco on the GLBT communities of Colorado.

INTRODUCTION

This report by the Gay, Lesbian, Bisexual and Transgender Community Center of Colorado (The Center) is the first attempt to examine media usage patterns of individuals who identify as gay, lesbian, bisexual and/or transgender (GLBT) in the state of Colorado. The survey represents part of a data gathering and analysis process implemented to help The Center better understand where to best place health promotion messages targeting the GLBT community and what message sources are most effective.

Within this report we have summarized what we see as patterns in media usage that might be most helpful to health educators and community members who are targeting the GLBT community of Colorado. In addition to general usage trends, we have also noted statistically significant differences of media usage patterns within the community that may be of assistance in targeting messages to specific segments of the community.

METHODOLOGY

Obtaining a representative sample of the GLBT community has been a struggle that social science researchers, public health policy makers, and marketing firms have wrestled with for many years. Given limited resources and time, we have not attempted to obtain a representative sample for this study and, as such, the results reported herein should not be taken to be representative of media usage patterns of the general GLBT community of Colorado.

Because the sample consists of volunteer participants who attended PrideFest 2006, Colorado's largest annual GLBT pride event held annually in Denver, it is reasonable to assume that the results reported here are more representative of media usage patterns for certain segments of the community than others. While it is clear from some of the media usage patterns that individuals from all over the state of Colorado attended PrideFest 2006, central Coloradans are, no doubt, overrepresented due both to the geography and urbanicity of the locale. As the event is fairly well covered by the local media, we would also anticipate that GLBT Coloradans who are not out or who have a lesser degree of outness about their sexual orientation are under-represented. Additionally, certain segments of the community such as those who do not attend GLBT events are likewise probably under-represented.

The survey was administered by a survey marketing firm and Center volunteers on Saturday, June 24, 2006 and Sunday, June 25, 2006. The survey was completed by a total of 1,794 individuals. Of those 295 (16.44%) were removed from the sample as they identified as heterosexual, and an additional 16 (1.07%) individuals were deleted from the sample as they failed to report a sexual identity . This resulted in a final usable sample of 1,483 respondents.

DESCRIPTIVE STATISTICS

The largest proportion of the sample identified as *gay* (*n*=641, 43.22%), closely followed by those who identified as *lesbian* (*n*=594, 40.05%). *Bisexual* was chosen as self-identity by 174 individuals (11.73%). Less than 3% of the sample identified as either *queer* (*n*=31, 2.09%), *intersex/transgender* (*n*=26, 1.75%), or *questioning* (*n*=17, 1.15%). Identifying as *straight*, 295 respondents (16.44%) are dropped from the remaining analyses. See Table 1.

Respondents were asked to indicate the last time that they smoked a cigarette. Response categories included *within the last 24 hours, within the last week, within the last month,* and *I don't smoke.* The results of the survey indicate that more than half of the sample (*n*=846, 56.44%) reported that they do not smoke. More than a third (n=520, 34.69%), however, report having their last cigarette within the previous twenty-four hours (daily smoker). Slightly more than three percent (*n*=48, 3.20%) report having had their last cigarette in the last week (weekly smoker), and four percent (*n*=60, 4.00%) report having had their last cigarette during the last month (monthly smoker). Twenty-five survey respondents did not answer this question (1.67%). See Table 2.

Next respondents were asked whether or not they make changes right away when they find out about improvements they potentially could make in their diet, exercise or behavior.. While 32.68% (*n*=485) report that they *always change* in respond to such information, the largest proportion of the sample (*n*=680, 45.82%) report that they *sometimes change*. Slightly more than 1/5th of the sample (*n*=319, 21.49%) reported that they *rarely change* or *don't change* (combined). See Table 3.

Survey respondents were asked what source of messages had the most impact on them and were given eight options (*television news, friends or relatives, my doctor or health care provider, support groups, magazines or newspapers, radio, Internet,* and *other*) and were asked to identify up to three. The mean number of responses was

1.75 with a standard deviation of .9432. The mode number of responses was 1 (*n*=701, 46.76%), while 64 respondents (4.27%) gave no response to the question. *Friends or relatives* was the most frequently identified category of influential messages (*n*=868, 59.74%), followed by *doctor or health care provider* (*n*=628, 43.92%), *television news* (*n*=432, 29.73%), the *Internet* (*n*=238, 16.38%), and *magazines or newspapers* (*n*=169, 11.63%). See Table 4.

The next question in the survey asked respondents to identify where they usually learned about health information. Survey respondents were given eight different response categories (*television news, magazines or newspapers, friends or relatives, doctor or health care provider, support groups, radio, Internet,* and *other*) and instructed to choose all sources that applied.

The most frequently cited health message source was *doctor or health care provider* with 48.50% (*n*=727) of the sample indicating this category as a typical source for health information. This was followed by *friends or relatives* (*n*=480, 32.02%), *television news* (*n*=377, 25.15%), *magazines or newspapers* (*n*=334, 22.18%), the *Internet* (*n*=286, 19.08%), *radio* (*n*=115, 7.67%), and *support groups* (*n*=79, 5.27%). See Table 5.

In terms of publications, respondents were asked to indicate which of a series of Colorado publications that they read on a regular basis. Response categories included *Out Front, Weird Sisters, Denver Post, Rocky Mountain News, Denver Business Journal, Boulder Weekly, Boulder Daily Camera, Metromode, Westword, Colorado Daily, Denver Woman, Rocky Mountain Sports and Fitness,* and *other*. In the sample, 595 respondents (39.69%) indicated that they regularly read *Out Front*. The next most frequently read publication was *The Denver Post* (*n*=527, 35.16%), followed by *Westword* (*n*=494, 32.96%), *The Rocky Mountain News* (*n*=470, 31.35%), and *Weird Sisters* (*n*=178, 11.87%). All remaining publications were read by less than 10% of the sample. See Table 6.

Survey participants were next asked to list the radio stations that they most often listen to and were given instructions to "List all that apply" permitting them to list numerous stations. The most frequently mentioned radio station in the sample was *KALC* (105.9 FM, *n*=169, 11.27%), followed by *KQKS* (107.5 FM, *n*=142, 9.47%), *KTCL* (93.3 FM, *n*=134, 8.94%), *KBCO* (97.3 FM, *n*=125, 8.34%), and *KYGO* (98.5, *n*=119, 7.94%). All remaining stations that were mentioned were mentioned by less than 5% of the sample. See Table 7.

 Survey respondents who indicated that television was a typical source of health information were given the option to list which television stations they

watched. While Channel 9 was the most frequently mentioned station (n=52, 13.79%), of those who indicated that television stations were a usual source of health information (n=377, 25.15%), only 46.42% of respondents in this category provided a specific television station making comparisons between groups (identity groups, smokers/non-smokers, changers/nonchangers) statistically unreliable.

Next, the survey asked about Internet usage. Survey respondents were given a list of 13 websites (*America Online Gay Denver guide, www.hesaiddenver.com, www.soulforce.org, www.ngltf.org, www.pflag.org, www.myspace.com, www.planetout.com, www.cafevivid.com, www.glbtcolorado.org, www.glaad.org, www.connexion.org, www.gaycolorado.com*, and *other*) and asked to indicate which of the websites they visited at least once a month.

The website, *www.myspace.org*, was the most frequently cited website with 404 respondents (26.95%) indicating that they visited myspace at least once monthly. This was followed by *www.connexion.org* (n=231, 15.41%), *www.planetout.com* (n=149, 9.94%), *www.cafevivid.org* (n=148, 9.87%), *www.gaycolorado.com* (n=130, 8.67%), *AOL gay Denver guide* (n=102, 6.80%), and *www.glbtcolorado.org* (n=88, 5.87%). The remaining websites had less than 5.00% of the sample indicate that they visited them at least once a month. See Table 8.

Finally, survey respondents were asked to indicate which potential places where health messages could be placed would reach them and their friends. Response categories include *mass media such as TV, radio; newspapers such as Post, News, or Westword; papers targeted at the gay community; events such as PrideFest, the Gay Rodeo, Gay Chorus events, etc.; bars and clubs; through the Center and support groups; online; direct mail;* and, *outdoor advertising on billboards and busses.* At least 10% of the sample endorsed each of the potential placements for health messages as sources of health information that would reach themselves and their friends. *Mass media* was the most frequently mentioned (n=754, 50.30%), followed by *events such as Pridefest, the Gay Rodeo, Gay Chorus events, etc.* (n=588, 39.23%). Next were the categories of *bars and clubs* (n=551, 36.76%), *papers targeted at the gay community* (n=548, 36.56%), *online* (n=464, 30.95%), and *newspapers such as Post, News, or Westword* (n=452, 30.15%). At less than 20% of the sample were the remaining three potential message placements: *Through the Center and support groups* (n=270, 18.01%), *outdoor advertising on billboards and busses* (n=255, 17.01%), and *direct mail* (n=167, 11.14%). See Table 9.

FINDINGS

Following the examination of frequencies, analyses were undertaken to determine if differences existed between various groups. These included identity groups (gay, lesbian, or bisexual), smokers and non-smokers, and respondents who indicated that they *don't change* or *rarely change* (called non-changers) and those who indicated that they *sometimes change* or *always change* (called changers).

Differences based on sexual identity.

Respondents who identified as bisexuals were significantly less likely to report being non-smokers, than were lesbians and gay men ($\chi^2=11.89, p<.01$). Approximately 46% of bisexuals reporting being non-smokers, while 59% of gay respondents and almost 61% of lesbians reporting being non-smokers. See Table 10.

Respondents who identified as gay were significantly more likely ($\chi^2=10.23, p<.01$) than were lesbians or bisexuals to report that they *always change* their behavior in response to new health information. Almost 37% of gay respondents reported *always changing* their behavior in response to health information, while slightly more than 32% of bisexuals and almost 29% of lesbians did so.

Lesbians were significantly more likely ($\chi^2=8.64, p<.05$) to report that they *sometimes change* their behavior in response to health information than were gay respondents or bisexuals. Almost 50% of lesbians fell into this response category, while almost 43% of gay respondents and almost 40% of bisexuals did so.

Bisexuals were marginally more likely to report that they *rarely change* their behavior in response to information about improving their diet, exercise or behavior than were gay respondents and lesbians ($\chi^2=4.85, p<.10$). See Table 11.

With regard to health messages that had the most impact, gay respondents were more likely to report *television news* as an important source of information than were lesbians and bisexuals ($\chi^2=9.88, p<.01$), and less likely to report that *friends or relatives* were a message source that had the most impact on them than were lesbians and bisexuals ($\chi^2=12.97, p<.01$). Slightly more than 1/3rd of gay

respondents (34.13%) reported *television news* as an influential source of health information, while 27.05% of lesbians and 25.00% of bisexuals did so. Bisexuals were the most likely to report that *friends or relatives* were important health message sources for them (65.85%), followed by lesbians (63.18%), and gay respondents were the least likely to report that *friends or relatives* were important sources of health information (54.33%). Lesbians were significantly less likely to report that the *Internet* was an influential source of information than were gay men and bisexuals (χ^2=6.18, p<.05). See Table 12.

No significant differences emerged in terms of the percentages of lesbians, gay respondents and bisexuals who listed *doctors or health care provider,* the *Internet,* or *radio* as usual sources for health information. However, lesbians were significantly more likely than bisexuals or gay respondents to report that *friends or relatives* (35.69%; χ^2=5.8697, p<.05), and were significantly less likely than bisexual or gay respondents to report that *support groups* (3.54%; χ^2=5.1483, p<.05) were typical sources of health information. Gay respondents were less likely than lesbians or bisexuals to report that *friends or relatives* (28.55%; χ^2=6.5206, p<.05) and significantly more likely than lesbians or bisexuals to report that *television news* (27.93%; χ^2=4.3834, p<.05), and *support groups* (6.86%; χ^2=7.0263, p<.01) were typical sources of health information. Bisexuals were significantly less likely than lesbians and gay respondents to report that *television news* (17.82%; χ^2=5.7285, p<.05) or *magazines and newspapers* (15.52%; χ^2=5.4483, p<.05) were typical sources of health information See Table 13.

Lesbians were more likely to report reading *Weird Sisters* and *Denver Woman* than were gay respondents and bisexuals (χ^2=109.86, p<.001 and χ^2=22.96, p<.01, respectively). For lesbians, 21.21% reported reading *Weird Sisters* compared with 10.34% of bisexuals and 2.34% of gay respondents. Slightly more than 3% of lesbians reported reading *Denver Woman*, 1.15% of bisexuals and no gay respondents in the sample reported doing so.

Gay men reported significantly higher rates of reading *Out Front* and *Metromode* than did lesbians or bisexuals (χ^2=122.43, p<.001 and χ^2=18.45, p<.001, respectively). More than 56% of gay men reported reading *Out Front* regularly and slightly more than 5% reported reading *Metromode*. Almost 30% of lesbians and slightly more than 20% of bisexuals reported reading *Out Front*. For *Metromode*, those numbers were slightly more than 1% for lesbians and almost 3% for bisexuals.

Bisexuals were marginally more likely to report reading *Westword* than were lesbians and gay men (χ^2=5.80, p<.10). Almost 40% of bisexuals reported

reading *Westword*, while almost 30% of lesbians did so and almost 33% of gay man. See Table 14.

Lesbians were significantly more likely to listen to KYGO (98.5 FM, ($\chi^2=7.25$, $p<.05$) and KBCO (97.3 FM, $\chi^2=12.63$, $p<.001$). than were bisexuals or gay men. The top five stations listed by lesbians were KBCO (97.3 FM, n=75, 12.63%), KYGO (98.5 FM, $n=64$, 10.77%), KTCL (93.3 FM, $n=62$, 10.44%), KQKS (107.5 FM, $n=55$, 9.26%), and KALC (105.9 FM, $n=54$, 9.09%).

Gay respondents were significantly less likely to listen to KTCL (93.3 FM, ($\chi^2=6.42$, $p<.05$) than were lesbians or bisexuals. The top five stations listed by gay respondents were KALC (105.9, $n=59$, 9.20%), KQKS (107.5, $n=52$, 8.11%), KTCL (93.3, $n=44$, 6.86%), KYGO (98.5, $n=44$, 6.86%), and KBCO (97.3, $n=31$, 4.84%).

Bisexuals were significantly more likely to report listening to KQKS (107.5 FM, $\chi^2=18.54$, $p<.001$), KBPI (106.7 FM, $\chi^2=28.44$, $p<.001$), and KFMD (95.7 FM, $\chi^2=11.27$, $p<.01$) than were lesbians and gay men. The top five stations reported by bisexual respondents were KQKS (107.5, $n=33$, 18.97%), KTCL (93.3, $n=20$, 11.49%), KBPI (106.7, $n=20$, 11.49%), KALC (105.9, $n=13$, 7.47%), and KYGO (98.5, $n=11$, 6.32%). See Tables 15 and 16.

Different websites were visited at least monthly at different levels for the varying identity groups. Lesbians were more likely to report accessing www.planetout.com ($\chi^2=17.28$, $p<.001$) and www.cafevivid.com ($\chi^2=84.09$, $p<.001$) than were bisexuals or gay men. Gay men were more likely to report using www.connexion.com than did lesbians and bisexuals ($\chi^2=76.55$, $p<.001$). Bisexuals were significantly more likely to use www.myspace.com regularly than were gay men and lesbians ($\chi^2=30.82$, $p<.001$). See Table 17.

In terms of recommendations for placement of important health information, bisexuals were less likely to identify gay publications as an outlet for that type of information ($\chi^2=6.15$, $p<.05$) than did lesbians and gay respondents. Even so slightly more than 28% of bisexuals, as well as 38% of lesbians and 38% of gay respondents suggested gay publications as an appropriate outlet. Lesbians were significantly more likely than gay respondents and bisexuals, and gay respondents were significantly less likely than lesbians and bisexuals to suggest gay and lesbian events as a good outlet for health information dissemination ($\chi^2=16.08$, $p<.001$). Even so, 33% of gay respondents, 42% of bisexuals, and 44% of lesbians identified gay events as a good place for dissemination. See Table 18.

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Differences based on smoking behavior.

Respondents who reported being smokers (at any level of smoking) were significantly more likely to report that they *rarely change* their behavior when they receive health information about their diet, exercise or behavior (χ^2=17.32, *p<.001*) than were non-smokers. While 12.65% of non-smokers reported rarely changing their behavior, slightly more than 1/5th (20.70%) of smokers reported rarely changing their behavior. Similarly those who reported smoking were less likely to report that they *sometimes changed* their behavior in response to health improvement information than were non-smokers (χ^2=6.22, *p<.05*). Slightly more than 42% of smokers reported that they *sometimes changed*, while almost 49% of non-smokers reported the same. The relationships between daily smokers and everyone else (*non-smokers, weekly smokers, monthly smokers*) followed the same pattern as outlined above. Daily smokers were significantly more likely to be in the *rarely change* category (χ^2=13.10, *p<.001*) and were significantly less likely to be in the *sometimes change* category (χ^2=3.93, *p<.05*). See Tables 19 and 20.

Smokers were more likely to report that information from their *friends/relatives* (66.89%) had the most impact on them than non-smokers (54.49%; χ^2=22.39, *p<.001*). Smokers were, however, less likely to report that information from *physicians* (36.71%), *television* (29.34%), the *Internet* (13.11%) or *magazines/ newspapers* (7.87%) were sources that had impact on them than were non-smokers (49.57%, 30.22%, 18.69%, and 14.20%, respectively). See Table 21.

Non-smokers were significantly more likely than smokers to report *doctors or health care providers* (52.01% vs. 43.79%; χ^2=9.7496, *p<.01*), *magazines or newspapers* (25.41% vs. 18.63%; χ^2=9.5035, *p<.01*), and the *Internet* (21.87% vs. 15.29%; χ^2=10.1173, *p<.001*) as usual sources of health information. No differences emerged between non-smokers and smokers with regard to listing *friends or relatives, television news, radio,* or *support groups* as typical health information sources. See Table 22.

No significant differences in terms of magazines and newspapers read for health information emerged between smokers and non-smokers, nor did differences emerge in percentages of smokers and non-smokers who read Colorado publications on a regular basis.

Smokers were more likely to report listening to *KIBT* (96.1 FM, 4.46%), *KQKS* (107.5 FM, 13.85%), *KTCL* (93.3 FM, 13.38%) and *KBPI* (106.7 FM, 7.01%) than were non-smokers (1.18%, 6.15%, 5.67%, and 2.36%, respectively). Non-

smokers were more likely to report listening to *KCFR* (1340 AM, 10.64%), *KBCO* (97.3 FM, 10.64%) and *KKZN* (760 AM, 3.78%) than were smokers (.96%, 5.10%, and 1.91%, respectively). See Table 23.

Smokers were more likely to report using *www.myspace.com* regularly than were non-smokers (33.60% and 22.58%, respectively; (χ^2=22.08, p<.001). Non-smokers were more likely to report using *www.cafevivid.com* regularly than were smokers (12.41% and 6.53%, respectively; (χ^2=13.98, p<.001). See Table 24.

In terms of recommendations for placement of health information, the only difference that emerged between smokers and non-smokers was that non-smokers were more likely to endorse providing health information at *gay events* than were smokers (41.84% and 36.31%, respectively; (χ^2=4.63, p<.05). See Table 25.

Differences based on health change behavior

Respondents who indicated that they *rarely change* or *don't change* (combined) in response to health information were less likely to identify physicians as a source of messages that influenced them than were respondents who reported that they *always change* or *sometimes change* (combined, χ^2=3.90, p<.05). Among non-changers 43.89% reported physicians as an influential source of messages, while 50.13% of changers reported the same. Non-changers were also significantly less likely to identify the *Internet* as a source of messages that influenced them than were changers (χ^2=10.69, p<.001). Almost 20% of changers listed the *Internet* as an influential source of messages, while almost 17% of non-changers reported the same. See Table 26.

Two significant differences emerged between respondents who report that they *don't change* or *rarely change* (combined) and respondents who report that they *sometimes change* or *always change* (combined) in terms of typical sources of health information. The percentage of changers who reported *doctor or health care provider* (50.13%) was significantly higher than the percentage of non-changers who did so (43.89%; χ^2=3.9047, p<.05). Similarly more changers listed *magazines or newspapers* (24.29%) as a typical health information source than did non-changers (15.67%; χ^2=10.6864, p<.001). See Table 27.

No differences emerged between changers and non-changers in terms of the magazines or newspapers they listed as sources of health information, nor were there differences between the two groups in terms of which Colorado publications they read on a regular basis.

Respondents who reported that they *don't change* or *rarely change* (combined) were more likely to report listening to *KTCL* (93.3 FM; $\chi^2=8.46, p<.01$), *KBPI* (106.7 FM; $\chi^2=12.23, p<.001$), and *KIBT* (96.1 FM; $\chi^2=6.83, p<.01$) than were those respondents who reported *sometimes changing* or *always changing* (combined) in response to health information. However, even the percentage of listeners among non-changers were relatively small (13.17%, 7.84%, and 4.70%, respectively). See Table 28.

In terms of Internet usage, non-changers were more likely to use www.myspace.com than were changers ($\chi^2=9.89, p<.01$). Slightly more than 34% of non-changers reported using the myspace website at least once a month, while slightly more than 25% of changers reported the same. See Table 29.

No statistically significant differences emerged between non-changers and changers in terms of where they recommended placing health-related messages.

SUMMARY

The media usage patterns of the GLBT community of Colorado vary significantly depending on the identity of the community, whether or not they are smokers, and how they behaviorally respond to health information. This indicates that different strategies should be employed when targeting the different segments of the community, as well as when targeting smokers or non-smokers. This complexity makes the strategy of using a one-size-fits-all approach to health promotion problematic, but does allow one to more specifically tailor messages for specific segments of the GLBT community.

The pattern among bisexual respondents of increased likelihood of being a smoker combined with increased likelihood of identifying as a non-changer suggests the increased need for health promotion within the bisexual community. However, as multivariate analyses were not conducted, it is not possible to determine if bisexual respondents were more likely to identify as non-changers *because* they smoked. In other words, the higher levels of non-changing respondents among bisexuals may be a result of the higher levels of smokers among bisexuals since we found that smokers are more likely to be non-changers than were non-smokers.

Friends and relatives were identified more frequently than any other message source as having the most *impact* on respondents, although health care

providers are the most frequently identified source where health information is *typically* obtained. Fortunately health care providers were listed as the second most influential message source indicating that there is not a complete disconnect between where health information typically is obtained and how influential it is upon behavior.

The importance of the influence of friends and relatives suggests that a social marketing approach to health information might be particularly effective within the GLBT community. This may particularly be true in smoking cessation programs as smokers were significantly more likely to say that friends and relatives were influential message sources at a greater frequency than were non-smokers.

The patterns in the data regarding the portion of the population that reports rarely changing or not changing in response to health information suggests that health care providers and Internet may be less effective mediums by which to transmit health information for this population within the lesbian- and gay-identified communities than for the portion of the lesbian and gay community that reports being more open to change.

Table 1. Sexual Identity

Identity	n	%	Usable %
Gay	641	36.05	43.22
Lesbian	594	33.41	40.05
Bisexual	174	9.79	11.73
Queer	31	1.74	2.09
Transgender/Intersex	26	1.46	1.75
Questioning	17	.96	1.15
(missing)	16	1.07	
Straight	295	16.44	

Table 2. Recency of Last Cigarette

Response	n	%
I don't smoke	846	56.44
Within last 24 hours	520	34.69
Within last week	48	3.20
Within last month	60	4.00
(missing)	25	1.67

Table 3. Health Change Behavior

Response	n	%
No	79	5.32
Rarely Change	240	16.17
Sometimes Change	680	45.82
Always Change	485	32.68
(missing)	15	1.00

Table 4. Influential Message Sources

Response	n	%
Friends/relatives	868	59.74
Doctors/health care providers	628	43.92
Television news	432	29.73
Internet	238	16.38
Magazines/newspapers	169	11.63
Support Groups	148	10.19
Radio	116	7.98

Table 5. Typical Health Message Sources

Response	n	%
Doctors/health care provider	727	48.50
Friends/relatives	480	32.02
Television news	377	25.15
Magazines/newspapers	334	22.18
Internet	286	19.08
Radio	115	7.67
Support Groups	79	5.27

Table 6. Regularly Read Colorado Publications

Response	n	%
Out Front	595	39.69
Denver Post	527	35.16
Westword	494	32.96
Rocky Mountain News	470	31.35
Weird Sister	178	11.78
Boulder Camera	78	5.20
Rocky Mountain Sports and Fitness	51	3.40
Colorado Daily	50	3.34
Metromode Magazine	50	3.34
Boulder Weekly	39	2.60
Denver Business Journal	39	2.60
Denver Woman	28	1.87

Table 7. Top 10 Most Listened to Radio Stations

Station	*n*	%
105.9 KALC Alice, Denver	169	11.27
107.5 KQKS KS 107.5, Denver	142	9.47
93.3 KTCL Ft. Collins	134	8.94
97.3 KBCO Boulder	125	8.34
98.5 KYGO New Country 98, Denver	119	7.94
100.3 KIMN The Mix, Denver	74	4.94
106.7 KBPI Rocks the Rockies, Denver	64	4.27
101.1 KOSI Kosi 101, Denver	58	3.87
105.5 KJAC Jack, Denver	46	3.07
760 am KKZN Progressive Talk, Denver	44	2.94

Table 8. Websites Regularly Visited

Website	n	%
myspace	404	26.95
connexion	231	15.41
planetout	149	9.94
cafévivid	148	9.87
gay Colorado	130	8.67
AOL	102	6.80
the center	88	5.87
pflag	73	4.87
glaad	33	2.20
he said	30	2.00
gay.com	27	1.80
ngltf	23	1.53

Table 9. Recommended Placement of Health Messages

Placement	n	%
Mass Media	754	50.30
Gay Events	588	39.23
Bars/Clubs	551	36.76
Gay Publications	548	36.56
Online	464	30.95
Newspapers	452	30.15
Center Support Groups	270	18.01
Billboards	255	17.01
Direct Mail	167	11.14

Table 10. Percentage of Non-Smokers by Sexual Identity

Identity	n	%
Gay	371	58.61
Lesbian	356	60.54
Bisexual	78	45.88[1]

[1] Bisexuals are significantly less likely than non-bisexuals to identify as a non-smoker, $p<.01$.

Table 11. Health Change Behavior by Sexual Identity

Identity	Always change		Sometimes change		Rarely change		Don't change	
	n	%	n	%	n	%	n	%
Gay	236[1]	36.82	275	42.90	96	14.98	29	4.52
Lesbian	168	28.28	296[2]	49.83	94	15.82	34	5.72
Bisexual	56	32.18	69	39.66	38[3]	21.34	9	5.17

[1] Gay respondents were significantly more likely to report that they *always change* than were non-gay respondents, $p<.01$.
[2] Lesbians were significantly more likely to report that they *sometimes change* than were non-lesbian respondents, $p<.05$.
[3] Bisexuals were marginally more likely to report that they *rarely change* than were non-bisexual respondents, $p<.10$.

Table 12. Influential Message Sources by Sexual Identity

Responses	Gay		Lesbian		Bisexual	
	n	%	*n*	%	*n*	%
Friends/relatives	339[1]	54.33	369	63.18	108[4]	65.85
Doctors/health care providers	272	43.87	255	44.50	60	38.22
Television news	213[2]	34.13	158	27.05	41	25.00
Internet	113	18.11	78[3]	13.36	27	16.46
Magazines/newspapers	76	12.18	69	11.82	13	7.93
Support groups	70	11.22	51	8.73	16	9.76
Radio	50	8.01	49	8.39	12	7.32
Academic literature	3	<1.00	11	1.88	2	1.22

[1] Gay respondents were significantly less likely to report *friends/relatives* as a source of health information that had an impact on them than were non-gay respondents, p<.01.

[2] Gay respondents were significantly more likely to repot *television news* as a source of health information that had an impact on them than were non-gay respondents, p<.01.

[3] Lesbians were significantly less likely to report that the *Internet* was a source of health information that had an impact on them than were non-lesbians, p<.05.

[4] Bisexuals were marginally more likely to report that *friends/relatives* was a source of health information that had an impact on them than were non-bisexuals, p<.10.

Table 13. Typical Health Message Sources by Sexual Identity

Responses	Gay		Lesbian		Bisexual	
	n	%	*n*	%	*n*	%
Doctors/health care providers	314	48.99	302	50.84	75	43.10
Friends/relatives	183[1]	28.55	212[4]	35.69	56	32.18
Television news	179[2]	27.93	147	24.73	31[6]	17.82
Magazines/newspapers	144	22.46	144	24.24	27[7]	15.52
Internet	118	18.41	110	18.52	37	21.26
Radio	48	7.49	43	7.24	12	6.90
Support groups	44[3]	6.86	21[5]	3.54	7	4.02

[1] Gay respondents were significantly less likely to report that *friends/relatives* were a typical source of health information than non-gay respondents, p<.05.

[2] Gay respondents were significantly more likely to report that *television news* was a typical source of health information than non-gay respondents, p<.05.

[3] Gay respondents were significantly more likely to report that *support groups* were a typical source of health information than non-gay respondents, p<.01.

[4] Lesbians were significantly more likely than non-lesbian respondents to report that *friends/relatives* were a typical source of health information, p<.05.

[5] Lesbians were significantly less likely than non-lesbian respondents to report that *support groups* were a typical source of health information, p<.05.

[6] Bisexuals were less likely to report that *television news* was a typical source of health information than were non-bisexuals, p<.05.

[7] Bisexuals were less likely to report that *magazines and newspapers* were a typical source of health information than were non-bisexuals, p<.05.

Table 14. Regularly Read Colorado Publications by Sexual Identity

Responses	Gay		Lesbian		Bisexual	
	n	%	*n*	%	*n*	%
Out Front	360[1]	56.26	178	29.97	35	20.11
Denver Post	242	37.75	198	33.33	59	33.91
Westword	209	32.61	178	29.97	69[5]	39.66
Rocky Mountain News	212	33.07	187	31.48	48	27.59
Weird Sisters	15	2.34	126[3]	21.21	18	10.34
Boulder Camera	33	5.15	33	5.56	6	3.45
Rocky Mountain Sports and Fitness	17	2.65	24	4.04	7	4.02
Colorado Daily	26	4.06	11	1.85	6	3.45
Metromode	34[2]	5.30	6	1.01	5	2.87
Boulder Weekly	14	2.18	15	2.53	2	1.15
Denver Business Journal	22	3.43	12	2.02	2	1.15
Denver Woman	0	0.00	20[4]	3.37	2	1.15

[1] Gay respondents reported significantly higher rates of reading *Out Front* than did non-gay respondents, p<.001.
[2] Gay respondents reported significantly higher rates of reading *Metromode* than did non-gay respondents, p<.001.
[3] Lesbians reported significantly higher rates of reading *Weird Sisters* than did non-lesbian respondents, p<.001.
[4] Lesbians reported significantly higher rates of reading *Denver Woman* than did non-lesbian respondents, p<.01.
[5] Bisexuals were marginally more likely to report reading *Westword* than were non-bisexual respondents, p<.10.

Table 15. Top 10 Most Listened to Radio Stations, by Sexual Identity

Station	Gay	Lesbian	Bisexual
105.9 KALC, Alice, Denver	59 (9.20%)	54 (9.09%)	13 (7.47%)
107.5 KQKS, KS 107.5, Denver	52 (8.11%)	55 (9.26%)	33[4] (18.97%)
93.3 KTCL, Ft. Collins	44[1] (6.86%)	62 (10.44%)	20 (11.49%)
97.3 KBCO, Boulder	31 (4.84%)	75[2] (12.63%)	8 (4.60%)
98.5 KYGO, New Country 98, Denver	44 (6.86%)	64[3] (10.77%)	11 (6.32%)
100.3 KIMN, The Mix, Denver	36 (5.62%)	31 (5.22%)	4 (2.30%)
106.7 KBPI, Rocks the Rockies, Denver	14 (2.18%)	28 (4.71%)	20[5] (11.49%)
101.1 KOSI, Kosi 101, Denver	25 (3.90%)	25 (4.21%)	7 (4.02%)
105.5 KJAC, Jack, Denver	19 (2.96%)	20 (3.37%)	6 (3.45%)
760 am KKZN, Progressive Talk, Denver	23 (3.59%)	15 (2.53%)	4 (2.30%)

[1] Gay respondents were significantly less likely to listen to KTCL (93.3 FM) than were non-gay respondents, p.>05.

[2] Lesbians were significantly more likely to listen to KBCO (97.3 FM) than were non-lesbians, p<.001.

[3] Lesbians were significantly more likely to listen to KYGO (98.5 FM) than were non-lesbians, p<.05.

[4] Bisexuals were significantly more likely to report listening to KQKS (107.5 FM) than were non-bisexuals, p<.001.

[5] Bisexuals were significantly more likely to report listening to KBPI (106.7 FM) than were non-bisexuals, p<.001.

Table 16. Ten Most Listened to Radio Stations for each Sexual Identity

Gay	Lesbian	Bisexual
105.9 KALC, Alice, Denver	97.3 KBCO, Boulder	107.5 KQKS, KS 107.5, Denver
107.5 KQKS, KS 107.5, Denver	98.5 KYGO, New Country 98, Denver	93.3 KTCL, Ft. Collins
93.3 KTCL, Ft. Collins	93.3 KTCL, Ft. Collins	106.7 KBPI, Rocks the Rockies, Denver
98.5 KYGO, New Country 98, Denver	107.5 KQKS, KS 107.5, Denver	105.9 KALC, Alice, Denver
97.3 KBCO, Boulder	105.9 KALC, Alice, Denver	98.5 KYGO, New Country 98, Denver
100.3 KIMN, The Mix, Denver	100.3 KIMN, The Mix, Denver	95.7 KFMD, Mega 95.7, Mega Latino, Denver
101.1 KOSI, Kosi 101, Denver	106.7 KBPI, Rocks the Rockies, Denver	96.1 KIBT, The Beat, Fountain
760 am KKZN, Progressive Talk, Denver	101.1 KOSI, Kosi 101, Denver	97.3 KBCO, Boulder
105.5 KJAC, Jack, Denver	105.5 KJAC, Jack, Denver	101.1 KOSI, Kosi 101, Denver
1340 am KCFR, In-depth News, Colorado Public Radio, Denver	96.1 KIBT, The Beat, Fountain	105.5 KJAC, Jack, Denver
		1340 am KCFR, In-depth News, Colorado Public Radio, Denver

Table 17. Websites Regularly Visited by Sexual Identity

Responses	Gay		Lesbian		Bisexual	
	n	%	*n*	%	*n*	%
Myspace	148	23.09	149	25.08	76[4]	43.68
Connexion	160[1]	24.96	48	8.08	13	7.47
Planetout	50	7.80	80[2]	13.47	8	4.60
Cafevivid	28	4.37	112[3]	18.86	4	2.30
gay Colorado	51	7.56	57	9.60	11	6.32
AOL	51	7.56	41	6.90	6	3.45
the center	31	4.84	29	4.88	10	5.75
Pflag	23	3.59	34	5.72	10	5.75
Glaad	10	1.56	16	2.69	3	1.72
he said	20	3.12	4	<1.00	5	2.87
gay.com	27	1.82	2	<1.00	1	<1.00

[1] Gay respondents were more likely to report using *www.connexion.com* than were non-gay respondents, p<.001.
[2] Lesbians were more likely to report using *www.planetout.com* than were non-lesbians, p<.001.
[3] Lesbians were more likely to report using *www.cafevivid.com* than were non-lesbians, p<.001.
[4] Bisexuals were more likely to report using *www.myspace.com* than were non-bisexuals, p<.001.

Table 18. Recommended Placement of Health Messages by Sexual Identity

Responses	Gay		Lesbian		Bisexual	
	n	**%**	**n**	**%**	**n**	**%**
Mass media	331	51.64	303	51.01	79	45.40
Gay events	214[1]	33.39	263[2]	44.28	73	41.95
Bars/clubs	255	39.78	205	34.51	61	35.06
Gay publications	241	37.60	226	38.05	49[3]	28.16
Online	188	29.33	184	30.98	64	36.78
Magazines/newspapers	190	29.64	192	32.32	42	24.14
Center support groups	105	16.38	113	19.02	35	20.11
Billboards/busses	110	17.16	104	17.51	23	13.22
Direct mail	66	10.30	72	12.12	22	12.64

[1] Gay respondents were significantly less likely than non-gay respondents to identify gay and lesbian community events as a good venue for placement of health messages, $p<.001$.
[2] Lesbians were significantly more likely than non-lesbian respondents to identify gay and lesbian community events as a good venue for placement of health messages, $p<.001$.
[3] Bisexuals were significantly less likely to identify gay publications as a good outlet for placement of health messages, $p<.05$.

Table 19. Health Change Behavior by Smoking Behavior

Smoking Behavior	Always change		Sometimes change		Rarely change		Don't change	
	n	**%**	**n**	**%**	**N**	**%**	**n**	**%**
Smoker	190	30.25	264[1]	42.04	130[2]	20.70	40	6.37
Non-smoker	284	33.57	411	48.58	107	12.65	39	4.61

[1] Smokers were significantly less likely to report that they *sometimes change* their behavior in response to health improvement information than were non-smokers, $p<.05$.
[2] Smokers were significantly more likely to report that they *rarely change* their behavior in response to information about diet, exercise or behavior than were non-smokers, $p<.001$.

Table 20. Health Change Behavior by Smoking Behavior for Daily Smokers

Smoking Behavior	Always change		Sometimes change		Rarely change		Don't change	
	n	%	*n*	%	*N*	%	*n*	%
Daily Smokers	157	30.19	220[1]	42.31	108[2]	20.77	32	6.15
Non-daily smokers	317	33.23	455	47.69	129	13.52	47	4.93

[1] Daily smokers were significantly less likely to report that they *sometimes change* their behavior in response to health improvement information than were non-daily smokers, p<.05.

[2] Daily smokers were significantly more likely to report that they *rarely change* their behavior in response to information about diet, exercise or behavior than were non daily-smokers, p<.001.

Table 21. Influential Message Sources by Smoking Behavior

Responses	Smoker		Non-smoker	
	n	%	*n*	%
Friends/relatives	408[1]	66.89	449	54.49
Doctors/health care providers	221[2]	36.71	401	49.57
Television news	179	29.34	249	30.22
Internet	80[3]	13.11	154	18.69
Magazines/newspapers	48[4]	7.87	117	14.20
Support groups	64	10.49	80	9.71
Radio	38	6.23	75	9.10
Academic literature	3	<1.00	14	1.70

[1] Smokers were more likely to identify friends and relatives as an influential source for health information than were non-smokers, p<.001.

[2] Smokers were less likely to identify physicians as a source of health information that had an impact on them than were non-smokers, p<.001.

[3] Smokers were less likely to identify the Internet as a source of health information that had an impact on them than were non-smokers, p<.01.

[4] Smokers were less likely to identify magazines or newspapers as a source of health information that had an impact on them than were non-smokers, p<.001.

Table 22. Typical Health Message Sources by Smoking Behavior

Responses	Smoker		Non-smoker	
	n	%	*n*	%
Doctors/health care providers	275[1]	43.79	440	52.01
Friends/relatives	213	33.92	259	30.61
Television news	158	25.16	212	25.06
Magazines/newspapers	117[2]	18.63	215	25.41
Internet	96[3]	15.29	185	21.87
Radio	42	6.69	69	8.16
Support groups	34	5.41	43	5.08

[1] Smokers were significantly less likely to identify *doctors or health care providers* as typical sources of health information than were non-smokers, p<.01.

[2] Smokers were significantly less likely to identify *magazines or newspapers* as typical sources of health information than were non-smokers, p<.01.

[3] Smokers were significantly less likely to identify the *Internet* as a typical source of health information than were non-smokers, p<.001.

Table 23. Top 10 Most Listened to Radio Stations by Smoking Behavior

Station	Smoker	Non-Smoker
105.9 KALC, Alice, Denver	61	67
	(9.71%)	(7.92%)
107.5 KQKS, KS 107.5, Denver	87[1]	52
	(13.85%)	(6.15%)
93.3 KTCL, Ft. Collins	84[2]	48
	(13.38%)	(5.67%)
97.3 KBCO, Boulder	32[3]	90
	(5.10%)	(10.64%)
98.5 KYGO, New Country 98, Denver	49	69
	(7.80%)	(8.16%)
100.3 KIMN, The Mix, Denver	32	42
	(5.10%)	(4.96%)
106.7 KBPI, Rocks the Rockies, Denver	44[4]	20
	(7.01%)	(2.36%)
101.1 KOSI, Kosi 101, Denver	22	36
	(3.50%)	(4.26%)
105.5 KJAC, Jack, Denver	21	25
	(3.34%)	(2.96%)
760 am KKZN, Progressive Talk, Denver	12[5]	32
	(1.91%)	(3.78%)

[1] Smokers were more likely to report listening to *KQKS* (107.5 FM) than were non-smokers, $p<.001$.
[2] Smokers were more likely to report listening to *KTCL* (93.3 FM) than were non-smokers, $p<.001$.
[3] Smokers were less likely to report listening to *KBCO* (97.3 FM) than were non-smokers, $p<.001$.
[4] Smokers were more likely to report listening to *KBPI* (106.7 FM) than were non-smokers, $p<.001$.
[5] Smokers were less likely to report listening to *KKZN* (760 AM) than were non-smokers, $p<.05$.

Table 24. Websites Regularly Visited by Smoking Behavior

Responses	Smokers		Non-smokers	
	n	**%**	**n**	**%**
myspace	211[1]	33.60	191	22.58
connexion	84	13.38	144	17.02
planetout	55	8.76	92	10.87
cafevivid	41[2]	6.53	105	12.41
gay Colorado	59	9.39	69	8.16
AOL	36	5.73	63	7.45
the center	33	5.25	55	6.50
pflag	41	6.53	30	3.55
glaad	11	1.75	22	2.60
he said	8	1.27	21	2.48
gay.com	9	1.43	18	2.13

[1] Smokers were more likely to report using *www.myspace.com* regularly than were non-smokers, p<.001.
[2] Smokers were less likely to report using *www.cafevivid.com* regularly than were non-smokers, p<.001.

Table 25. Recommended Placement of Health Messages by Smoking Behavior

Responses	Smoker		Non-smoker	
	n	**%**	**n**	**%**
Mass media	332	52.87	409	48.35
Magazines/newspapers	182	28.98	267	31.56
Gay publications	216	34.39	325	38.42
Gay events	228[1]	36.31	354	41.84
Center and support groups	106	16.88	161	19.03
Internet	186	29.62	271	32.03
Direct mail	78	12.42	88	10.40
Billboards/busses	105	16.72	147	17.38

[1] Smokers were less likely to endorse providing health information at *gay events* than were non-smokers, p<.05.

Table 26. Influential Message Sources by Health Change Behavior

Source	Always change		Sometimes change		Rarely change		Don't change	
	n	%	*n*	%	*n*	%	*n*	%
Friends/ Relatives	253	53.38	421	63.50	148	63.25	43	56.58
Doctor/health care provider	192	41.11	315	48.31	94[1]	40.69	24[1]	32.43
Television news	176	37.13	168	25.34	64	27.35	23	30.26
Internet	72	15.19	112	16.89	36[2]	15.38	17[2]	22.37
Magazines/ Newspapers	52	10.97	88	13.27	18	7.69	11	14.47
Support groups	53	11.18	60	9.05	31	13.25	3	3.95
Radio	41	8.65	50	7.54	17	7.26	8	10.53

[1] Respondents who report that they *rarely change* or *don't change* (combined) in response to health information were less likely to identify *doctor or health care providers* as a source of messages that influenced them than were respondents who reported that they *always change* or *sometimes change* (combined), p<.05.

[2] Respondents who report that they *rarely change* or *don't change* (combined) were significantly less likely to identify the *Internet* as a source of messages that influenced them than were respondents who *always* or *sometimes change* (combined), p<.001.

Table 27. Typical Health Message Sources by Health Change Behavior

Source	Always change		Sometimes change		Rarely change		Don't Change	
	n	%	*n*	%	*n*	%	*n*	%
Doctor/health care provider	233	48.04	351	51.62	119[1]	45.83	30[1]	37.97
Friends/ Relatives	140	28.87	230	33.82	81	33.75	28	35.44
Television news	137	28.25	167	24.56	59	24.58	13	16.46
Magazines/ newspapers	109	22.47	174	25.59	36[2]	15.00	14[2]	17.72
Internet	90	18.56	141	20.74	42	17.50	12	15.19
Radio	41	8.45	54	7.94	14	5.83	6	7.59
Support groups	32	6.60	30	4.41	12	5.00	4	5.06

[1] Respondents who report that they *don't change* or *rarely change* (combined) were significantly less likely to identify *doctors or health care providers* as a typical source of health information than were respondents who report that they *sometimes change* or *always change* (combined), p<.05.

[2] Respondents who report that they *don't change* or *rarely change* (combined) were significantly less likely to identify *magazines or newspapers* as a typical health information source than were respondents who report that they *sometimes* or *always change* (combined), p<.001.

Table 28. Top 10 Most Listened to Radio Stations by Health Change Behavior

Station	Always Change	Some-times change	Rarely change	Don't change
105.9 KALC, Alice, Denver	36 (7.42%)	70 (10.29%)	20 (8.33%)	3 (3.80%)
107.5 KQKS, KS 107.5, Denver	56 (11.55%)	55 (8.09%)	18 (7.50%)	13 (16.46%)
93.3 KTCL, Ft. Collins	37 (7.63%)	55 (8.09%)	34[1] (14.17%)	8[1] (10.13%)
97.3 KBCO, Boulder	32 (6.60%)	72 (10.59%)	17 (7.08%)	4 (5.06%)
98.5 KYGO, New Country 98, Denver	36 (7.42%)	58 (8.53%)	18 (7.50%)	7 (8.86%)
100.3 KIMN, The Mix, Denver	25 (5.15%)	33 (4.85%)	12 (5.00%)	3 (3.80%)
106.7 KBPI, Rocks the Rockies, Denver	13 (2.68%)	26 (3.82%)	18[2] (7.50%)	7[2] (8.86%)
101.1 KOSI, Kosi 101, Denver	26 (5.36%)	21 (3.09%)	6 (2.50%)	5 (6.33%)
105.5 KJAC, Jack, Denver	12 (2.47%)	22 (3.24%)	10 (4.17%)	2 (2.53%)
760 am KKZN, Progressive Talk, Denver	8 (1.65%)	27 (3.97%)	7 (2.92%)	2 (2.53%)

[1] Respondents who reported that they *don't change* or *rarely change* (combined) were more likely to report listening to *KTCL* (93.3 FM) than were respondents who reported that they *always* or *sometimes change* (combined), p<.01.
[2] Respondents who reported that they *don't change* or *rarely change* (combined) were more likely to report listening to *KBPI* (106.7 FM) than were respondents who reported that they *always* or *sometimes change* (combined), p<.001.

Table 29. Websites Regularly Visited by Health Change Behavior

Website	Always Change	Some-times change	Rarely change	Don't change
myspace	114 (23.51%)	181 (26.62%)	76[1] (31.67%)	33[1] (41.77%)
connexion	76 (15.67%)	100 (14.71%)	40 (16.67%)	15 (18.99%)
planetout	51 (10.52%)	68 (10.00%)	18 (7.50%)	11 (13.92%)
cafevivid	44 (9.07%)	71 (10.44%)	22 (9.17%)	10 (12.66%)
gay Colorado	49 (10.10%)	48 (7.06%)	21 (8.75%)	11 (13.92%)
AOL	49 (10.10%)	36 (5.29%)	12 (5.00%)	5 (6.33%)
the center	28 (5.77%)	38 (5.59%)	15 (6.25%)	7 (8.66%)
Pflag	30 (6.19%)	23 (3.38%)	13 (5.42%)	6 (7.59%)
Glaad	18 (3.71%)	10 (1.47%)	4 (1.67%)	1 (1.27%)
he said	11 (2.27%)	13 (1.91%)	3 (1.25%)	3 (3.80%)
gay.com	7 (1.44%)	11 (1.62%)	8 (3.33%)	1 (1.27%)

[1] Respondents who reported that they *rarely* or *don't change* (combined) reported greater regular use of
www.myspace.com than were respondents who report that they *always change* or *sometimes change* (combined), p<.01.