

# FoQus on Segmentation Dashboard

## PEER Sweetheart Analysis In Guatemala and Nicaragua

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# Contents

<b>Introduction</b>	<b>1</b>
<b>Objectives</b>	<b>1</b>
<b>Emphasis on Transactional Sex</b>	<b>2</b>
<b>Method</b>	<b>3</b>
<b>Findings y considerations</b>	<b>4</b>
<b>FoQus on Segmentation Guatemala</b>	<b>24</b>
<b>FoQus on Segmentation Nicaragua</b>	<b>59</b>
<b>Conclusions and recommendations</b>	<b>87</b>

# Study about *Sweetheart* Relationships in Central America

## Introduction

USAID has trusted funds and resources to PASMO/PSI for the development of investigations and interventions that aid in the prevention of HIV/AIDS and other STI in order to improve the health status of Central America's populations. Traditionally, PASMO/PSI has focused on the promotion of condom and water based lubricant use by MSM (males who have sex with males), Sex Workers and young people, because they are considered, up to this date, the most vulnerable populations.

Recent studies have demonstrated an epidemiological transition that relocates populations who were traditionally considered non-vulnerable, into a high risk situation<sup>1</sup>. The present exploratory study aims to understand this phenomenon. On this track, this study will analyze the sexual relationships within a segment of the heterosexual population that has not been assessed in the past: men and women involved in non-commercial, transactional sex, with a certain degree of affection and trust from at least one of the partners involved<sup>2</sup>. This type of relationship, referred to as *Sweetheart* in the literature, is also present in other regions of the world like Africa and Asia. In this context, this type of relationship may even involve an economic exchange, without being considered as some sort of payment. Moreover, exclusiveness is not a characteristic of this type of relationship, meaning that more than one *Sweetheart* partner at a time is accepted, without a feeling of betrayal from the other involved.

Even though there is multiplicity of sexual partners, it has been demonstrated that condom use is low<sup>3</sup>. For this reason, PASMO/PSI wants to explore this type of relationship and understand how the involved interact and how they perceive themselves within the Central American context. The results will help PASMO/PSI to be better informed and prepared for the development of future adequate and pertinent interventions, and to be able to assist the people involved in this type of relationship.

## Objectives of the study

### Exploratory Qualitative Study

This study aims towards an understanding of *Sweetheart* relationships in Central America, in order to be able to provide useful data for the development of future interventions, with messages that promote prevention within the heterosexual population that gets involved in this type of relationship.

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<sup>1</sup> Crosby et.al. 2000. Dunkle, et.al. 2007. Houston et.al. 2007. Luke et.al. 2005. Mercer, et.al. 2009. Penke, et.al. 2008. Richards, et.al. 2008.

<sup>2</sup> PSI. Cambodia (2005):HIV/AIDS TRaC Study Examining Condom Use among Sexually Active Men with Sweethearts in Phnom Pehn. First Round.

<sup>3</sup> PSI. Cambodia (2003) Knowledge, Attitudes and Practices Regarding HIV/AIDS in Cambodia.



## Specific Objectives

1. To know the lifestyle of the heterosexual people that gets involved in Sweetheart relationships.
2. To understand the dynamics and use of power in these relationships.
3. To identify sexual habits in the context of these relationships (including condom and water based lubricant use).

## Emphasis on “Transactional Sex”

Transactional sex has been defined as: Sexual relationships where the giving of gifts or services is an important factor. Transactional sex relationships are distinct from other kinds of prostitution, in that transactional sex provides only a portion of the income of the person providing the sex. Those offering sex may or may not feel affection for their patrons (<http://en.wikipedia.org>). Other bibliographical sources affirm that the economic and material exchange, as a motivational force to obtain sexual relationships, is a very well recognized activity that influences the HIV pandemic (Luke, en Dunkle et. Al, 2007).

Recent literature about transactional sex suggests that even though the economic exchange is a very common key factor in some sexual relationships, it also affirms that this may not be a universal situation. Although transactional sex has been generally associated to basic subsistence needs, this is not the only motivation. In this way, other people may use transactional sex to advance in their education, improve their working situation and develop their status.

Most of the research on transactional sex is focused on women, specially young women, in relationships with older men or “*sugar daddies*” (Dunkle et.Al., 2007). However, the present study, has explored other possibilities.

It is important to make a difference between a gift and a transaction. A gift may be an expression of friendship, courtship, love and/or affection; but these may not be motivators for a sexual relationship. Meanwhile the economic transactional aspect, on a regular basis, generates differences on the sexual dynamics and on the decision making of the relationship and sexuality. (Dunkle et.al. 2007).

Also, while the financial and economic power balance may influence the dynamics of sexual decisions between stable partners, this type of negotiation is also influenced by more complex relationships, love, trust, compromise and even child care. (Dunkle et.al.2007)

It has been noted that most of the literature concentrates on the economic feature, denying the possibility of transactions on a more psychological or social ground. In this way, the economical aspect is not always present in all types of transactional sex, just as we understand now. Transactional sex may involve subjective transactions that are related to the individual’s psychology and to the collective socio-cultural behavior. This is why, because of its subjective nature, it is even harder to approach the phenomenon.



There is evidence that the individuals “have safe sex” with “risky partners” and have “risky sex” with people who they consider “safe” (Richards, et.al., 2008).

In this way, condom use is more frequent in casual sex and recent relationships, than in stable and long going relationships. Research with adolescents suggests that the prevalence of condom use will decline significantly after the first three weeks since the relationship began. Moreover, it has been written, that older individuals use condoms in a lower frequency basis than young individuals, and that it is even less likely to use a condom in relationships under the effects of drugs and/or alcohol. (Richards, et.al., 2008)

All these elements have been evident in the present study.

## Method

This study was done using the PEER Qualitative Method. Such method allows the programmes to understand the perceptions and activities from within the same study subject’s perspective. This method consists in training a group of members of a target audience, to make them the ones to carry out the in-depth interviews with trusted individuals selected within their own social net. Each PEER researcher selects three friends of trust who will be interviewed three times, using a different instrument in each occasion.

The study took place in Guatemala and Nicaragua from June to October, 2009. For Guatemala, the PEER researchers were recruited by the research team of PASMO Guatemala and PASMO Regional Office. For Nicaragua, the recruitment was done by the Behavior Change Communication team of the PASMO office in Nicaragua.

The PEER researchers assisted a workshop of four days in which they were trained to know and understand the objectives and visions of the study and also on the in-depth interview techniques and the ethical aspects of the investigation. Additionally, the interview guides were developed in a participatory manner based on the group interests and the programmatic needs of PASMO.

In the original study design, seven PEER researchers were selected for each segment of the population, adding up to 56 researchers. However, only 49 researchers finished the process who were distributed as follows:

Gender	Age	Guatemala		Nicaragua	
Male	20 - 30	7	: NSE C+	7	: NSE C-
Female	20 - 30	7	: NSE C+	6	: NSE D
Male	31 - 40	6	: NSE C+	6	: NSE C normal
Female	31 - 40	5	: NSE C normal	5	: NSE C normal

(NSE: Nivel Socioeconómico: Socio-economic Status)

A total of 441 (49 X 3 X 3) in-depth interviews were done in Guatemala and Nicaragua.



# Findings and Considerations



# Findings and Considerations for NSE, age and country

		Guatemala	Nicaragua
Women 20 - 30 yr.		<b>NSE C+</b>	<b>NSE D</b>
	Economic Income	<ul style="list-style-type: none"> <li>• They receive monthly allowance from parents.</li> <li>• Their Personal income comes from jobs at call centers, tutorships, etc.</li> <li>• Single mothers sometimes receive alimony from the baby's father or his family</li> </ul>	<ul style="list-style-type: none"> <li>• Their income may come from informal commerce.</li> <li>• They live with their extended family: the parents support the household, but they do not receive an allowance.</li> <li>• Some women receive economic alimony for their children.</li> <li>• Some receive remittance money from family living in USA or Costa Rica.</li> </ul>
	Transactional Sex	<ul style="list-style-type: none"> <li>• Transaction types: tangible, intangible, objective and subjective.</li> <li>• <b>Individual - Self:</b> For sexual pleasure, self-esteem, feeling attractive, sexy, to experiment.</li> <li>• <b>Individual - Other individual:</b> to feel wanted, to feel that someone will do special things for her, feeling a subliminal form of power, to give and receive without compromise, to assure sexual relationships, and in special cases for drugs.</li> <li>• <b>Individual - Others:</b> For status, to belong in a group, for fashion or following a trend, to live in excess, to surpass limits... to break up social traditional rules.</li> </ul>	<ul style="list-style-type: none"> <li>• Transaction types: tangible, intangible, objective and subjective.</li> <li>• <b>Individual - Self:</b> For sexual pleasure, self-esteem, feeling attractive, sexy, to experiment.</li> <li>• <b>Individual - Other individual:</b> to feel wanted, feel that someone will do special things for her, feeling a subliminal form of power, for special invitations, special gifts, economic gifts, trips, rides, dates or telephone bills.</li> <li>• <b>Individual - Others:</b> For status, to belong in a group</li> </ul>
Power Relationships	<ul style="list-style-type: none"> <li>• Equal power within relationships, no one rules.</li> <li>• The participants feel more freedom than with their stable partners.</li> <li>• Sex keeps on being a taboo and you do not expect women talking about sex or carrying their own condoms. This has to do with cultural aspects.</li> <li>• To avoid compromises is one of the desired characteristics in these kinds of relationships. The power relationship must be equal. Discussion and agreement are appraised. "Most</li> </ul>	<ul style="list-style-type: none"> <li>• Women adopt a more docile and passive role, she likes a man that assumes his masculine role.</li> <li>• Men must pay all the expenses.</li> <li>• Even though a degree of inequity may be perceived in the relationship, women have no major problem in purchasing and carrying their own condoms.</li> </ul> <p><i>"Men like to control women."</i></p> <p><i>"Men must invite, he is the one who seeks, the woman accepts."</i></p>	



		Guatemala	Nicaragua
		<p>of the times we women want to take control, but more than once, one of them achieves what he wants, and we accept it every once in a while, depending on how much we like him.”</p> <p><i>“As long as the woman does not fall in love, she can control the relationship.”</i></p> <p>“Things have to be left clear”.</p> <p><i>“Both have the responsibility to take care of themselves, us to not get pregnant, and the guy to have a condom and to check himself.”</i></p> <p><b>Note:</b> The most dominant profile for men in Guatemala is the <b>SEARCHER</b>.                      Searcher men have no problem, what so ever, to accept the variations in women roles. They do not feel concerned about the improving status of women, and they do not question if women are equal or not, because this type of men are more used to study with women, at school and university, and they appraise them as competent and intelligent. They also see their graduated female partners applying for a job and obtaining it, sometimes even better jobs than what they, men, can get.                      The use of drugs is frequent within this population.</p>	<p><b>Note:</b> The most dominant masculine profile is the <b>POWERFUL</b>  <i>Powerful</i> men include those whose self-definition is very near to the traditional ideals of the <i>macho</i> man. Out of all the groups, when asked what kind of men they are, these men are the most prone to call themselves as <i>machos</i>. The definition of masculinity for a Powerful man combines the power and status related to work, the economic power and the power over women.</p> <p><i>Powerful</i> men define themselves regarding power, achievements and success, including their success in seducing women. According to the competitive point of view of the masculinity of the <i>Powerful</i> men type, to seduce can be seen as a hunting game or a competition.</p>
	Condom use	<ul style="list-style-type: none"> <li>• The importance of condom use is recognized, however it is not always used.</li> <li>• It is used mostly for vaginal sex.</li> <li>• It is used at the beginning of the relationship.</li> <li>• The man has the responsibility of the condom (to buy and take it) meanwhile the woman is in charge of finding and using other types of contraceptive methods. However, in some instances there are expense distribution modalities.  <i>“We take turns to buy the contraceptive pills.”</i></li> <li>• Obstacles for condom use. To be under the effect of alcohol and/or drugs, the trust set upon the sweetheart (<i>culito</i>), feeling protected by other birth-control methods (pills, injections, copper T, withdrawal method), a special taste for a feeling of spontaneity, allergies and discomfort from latex.</li> </ul>	<ul style="list-style-type: none"> <li>• Condom is used sometimes by casual partners.</li> <li>• It is expected that the man will be responsible for the condom; however, women think it is natural to purchase and carry condoms.</li> <li>• Condoms provided by hotels and motels as part of their services, are used frequently.</li> <li>• Obstacles for condom use: lack of sensibility, trust towards the informal boyfriend and to be under the effect of alcohol.</li> <li>• Usually the man will put on the condom, but in other cases the woman does it.</li> <li>• Some women do not use a condom because they are already using another birth-control method (pills, injections, after day pill, copper T, etc.).</li> <li>• A condom is used with the sweetheart (<i>bomboncito</i>) but</li> </ul>





		Guatemala	Nicaragua
		<ul style="list-style-type: none"> <li>There is a preference for birth-control pills (Yazmin). Women report feeling more feminine and they help maintain their weight, regulate their menstruation, etc. One perceives great benefits for the woman who uses this option.</li> <li>Socially, there exists a sense of judgment of very important value, against women who purchase and carries condoms. <i>“Condom use is the most immediate and practical protection.”</i>  <i>“The bad thing is that when girls use the pill, they no longer worry about using a condom.”</i>  <i>“It is the responsibility of the man to carry the condom because girls are afraid of being caught by their parents carrying condoms in their purses, so they do not.”</i>  <i>“The times when we had sexual relationships without protection, was because of pure lust, and usually we were drinking beer or smoking marihuana</i>  <i>“Me and my friends buy our own pills or injections. At the end we take care of ourselves.”</i>  <i>“In my friend’s case, I have heard that they do not use a condom because the guy likes to do it without a condom, because if feels better and sometimes when they are drunk they loose conscious and do not take care of themselves... but not always.”</i></li> </ul>	<p>not with the steady partner.</p> <ul style="list-style-type: none"> <li>The initiative to use a condom comes almost always from the woman.</li> </ul> <p><i>“If they oppose to use a condom...they do it anyways (have sexual intercourse)...they can not stand the sexual urge...”</i></p> <p><i>“With relationships longer than one year, there is no reason for using a condom.” “</i></p> <p><i>“When you do not know your “bomboncito” very well, it is better to use a condom.”</i></p> <p><i>“Sometimes you do it without a condom in fear of loosing your “bomboncito”.”</i></p> <p><i>“My friends know how to take care of themselves, they know with whom they are doing it ...”</i></p> <p><i>“Men say: you put your body... I put the protection.”</i></p>
	Lubricant	<ul style="list-style-type: none"> <li>Sometimes men buy lubricant.</li> <li>In general, it is not known.</li> <li>It is associated to anal sex and homosexuality.</li> </ul>	<ul style="list-style-type: none"> <li>Most women do not know about the water-based lubricant, and its usefulness.</li> <li>A minority knows about the water-based lubricant and associates it to anal sex and for vaginal dryness.</li> </ul> <p><i>“Sometimes my friends use a water based lubricant when they want to feel satisfaction... in other words, so that they do not feel the pain or stinging in their anal part.”</i></p>
	Bridge population	<ul style="list-style-type: none"> <li>Women of this status affirm to have stable partners and one or more informal partners (“culitos”) at the same time.</li> <li>Their Sweethearts belong to the same Socio Economic Level (SEL) as them or maybe a higher status, sometimes, they even are from another country.</li> <li>Sweethearts may be neighbors, university classmates, coworkers, friends of her friends, friends of relatives</li> </ul>	<ul style="list-style-type: none"> <li>Women from this status affirm to have steady partners from a socioeconomic status similar to theirs. Their “bomboncitos” come from similar SEL or sometimes higher, some even are foreigners.</li> <li>They report that their Sweethearts may be supervisors of the duty free zone, taxi drivers, childhood friends that have immigrated and returned, bosses from an office, mates</li> </ul>



		<b>Guatemala</b>	<b>Nicaragua</b>
		<p>(cousins), people they meet at bars, parties or discotheques, etc.</p> <ul style="list-style-type: none"> <li>• These sweethearts may also have relationships with other partners at the same time, in a risky context, like parties, reunions associated with high quantities of alcohol and drugs.</li> <li>• In such context, the use of a condom diminishes significantly.</li> <li>• Even though this population segment has not been classified as vulnerable, eventually they have relationships with people in a more vulnerable status, like FSW and MSM (homosexuals), which added to the multiplicity and simultaneity of sexual relationships without protection, they generate a high risk environment for the spreading of HIV/AIDS and other STI.</li> </ul>	<p>from school, and in some cases, people met at bars or discotheques.</p> <ul style="list-style-type: none"> <li>• Many have said to be able to handle up to three relationships simultaneously (one steady and one or two sweethearts) With an average of 3 – 5 per year.</li> <li>• These sweethearts also have other relationships with other people at the same time.</li> <li>• A social net is born, where the involved are having multiple sexual partners simultaneously and in many of these relationships a condom is not used.</li> <li>• Some of these women are having relationships with someone from vulnerable populations, such as FSW clients or even with one of its subcategories, taxi drivers.</li> <li>• Additionally sweethearts may belong to the vulnerable population such as MSM (bisexuals), TRANS clients or FSW clients.</li> </ul>
	<b>Sexual activities</b>	<ul style="list-style-type: none"> <li>• Vaginal, oral and anal (less mentioned).</li> <li>• With the informal boyfriend there can be more variety on the sexual activities, because it is with him that experimenting is done. They feel more freedom. He will not be judgemental; meanwhile with the steady partner, sexual intercourses are more standard and boring.</li> <li>• Sex is a taboo topic.</li> <li>• Even though anal sex is beginning to be experimented, it has not been generalized. This type of sex is full of judgments about hygiene and its association with the sexual activities in the homosexual population.</li> <li>• There is some interest to experiment sexual relationships in trios and/or groups.</li> <li>• Positions: missionary, “doggy style” (“en cuatro”), standing up, use of sexual toys (beads, ring vibrators, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Vaginal, oral and anal.</li> <li>• The referentes to anal practices Express that they are painful.</li> <li>• The use of the spider (“araña”) has been reported (swing-like artifact installed in some motels)</li> <li>• Opportunity to experiment new things that are not experimented with the steady partner.</li> <li>• Positions: Doggy style, “picking up stones” (recogiendo piedritas), kneeling, “las manos al planga”, “tigers sault” (salto del tigre), the frog (la rana), “the washing machine” (la lavadora), etc.</li> </ul>



		Guatemala	Nicaragua
Additional findings		<ul style="list-style-type: none"> <li>• Special interest in sexual relationships under the influence of certain drugs that increase sensibility like Extasis.</li> <li>• Interest in experimenting sex in trios and/or groups (not generalized).</li> <li>• Recognizing that during legal and illegal drug use vulnerability increases, makes the people involved to adopt a contraceptive method that does not depend on making a decision and taking action at the moment of the sexual intercourse.</li> <li>• The use of other contraceptive methods gives such a feeling of safety that the male leaves his responsibility (condom) aside and transfers it to the female. (alternative methods)</li> <li>• Reference locations: Universities, call centers.</li> </ul>	<ul style="list-style-type: none"> <li>• There is freedom of speech about sex and condoms.</li> <li>• There are multiplicity and simultaneous partners.</li> <li>• Some sweethearts are classified as a vulnerable (FSW clients, taxi drivers and laborers)</li> <li>• They care about the Sweetheart's physical appearance, because it is important for the sex drive.</li> <li>• Women have control over the sweetheart, because of his sexual needs.</li> <li>• Men who invite are preferred, as well as those who give gifts and act courteously.</li> <li>• Experimenting is done with the sweetheart.</li> <li>• More than two sweethearts per year make the woman feel like a "fox" (zorra)".</li> <li>• Sweethearts do not argue or act jealously.</li> <li>• Meeting locations: duty free zone, universities, discotheques, karaokes.</li> <li>• "Money can be obtained from the sweetheart".</li> </ul>
Examples		<p><i>"Men buy the condoms and lubricant. Once, something that happened to a friend was that meanwhile she was drunk with her sweetheart, they had sex without a condom. I saw on the Natgeo a program about what happens in your brain when you are exited and they said that reasoning shuts down in such a way that you no longer care about a lot of things and pleasure takes its place, alcohol helps to loose control faster"</i></p> <p><i>"Once I had sex with my sweetheart at a hotel, beside our bed was my best friend sleeping with her sweetheart. When they heard us (... lights were dim) he started touching her and having sex at the same time as us"</i></p> <p><i>"Contraceptive pills, the best human invention!!! There is nothing better, it is the best way to regulate your cycle and menstrual pains, and for not getting pregnant, that is very, very important... as well as the condom, but less..."</i></p>	<p><i>"My friends want their sweethearts to give them a car of the year... one of them, got from her sweetheart a car and a house in a condominium, where she lives with her husband and son, but the sweetheart does not care as long as he is with her on occasions."</i></p> <p><i>"My friends are attracted to their bosses."</i></p> <p><i>"One friend had a sweetheart that had gone away, and after coming back had looked for her and took her for a weekend to Monte Limar with all expenses taken care of."</i></p> <p><i>"To keep on with such lifestyle because her sweetheart makes her feel happy and they like that feeling of anxiety."</i></p> <p><i>"Men should not only live at the gym because the toy (penis) will be consumed."</i></p>



		Guatemala	Nicaragua
Men 20 – 30 yr.		<b>NSE C+</b>	<b>NSE C-</b>
	Economic income	<ul style="list-style-type: none"> <li>Receive an allowance from parents.</li> <li>Personal income from call centers and business (eventual commerce of some technology product, clothing, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Lives with the family.</li> <li>Blue collar jobs, taxi drivers, oriental market.</li> <li>Small business.</li> </ul>
	Transactional sex	<p>Tangible, intangible, objective and subjective transactions</p> <ul style="list-style-type: none"> <li><b>Individual - Self:</b> for sexual pleasure, to have more women, to increase self esteem, for not feeling lonely.</li> <li><b>Individual - Other individual:</b> To experiment new positions, to have partners without compromise, to have sex under drug effects, to have someone to have a good time.</li> <li><b>Individual - Others:</b> For status, for fear of involving feelings, to live without conventional norms of a couple, to live in excess, to be popular, to be recognized and to belong in a group...</li> </ul> <p><i>“Crazy sex without restrictions.”</i></p> <p><i>“The motivations of a Sweetheart relationship are usually what upset a more steady relationship. The pros are that there is no compromise, that it is eventual and that it is fun.”</i></p> <p><i>“I do not believe that it is just sex because it would be like paying a prostitute, in some way there is intimacy, you know her and you know yourself as well, and you are not mixing feelings...”</i></p> <p><i>“Everything ends but we still keep on being friends.”</i></p> <p><i>“Sexual breakthrough”</i></p> <p><i>“It feels good without all the formality involved in having a girlfriend or in dating a girl, and without having to pay for a prostitute.”</i></p>	<p>Tangible, intangible, objective and subjective transactions</p> <ul style="list-style-type: none"> <li><b>Individual - Self:</b> for sexual pleasure, to have more women, to increase self esteem, for the pleasure of conquer, to kill boredom.</li> <li><b>Individual - Other individual:</b> To experiment unconventional sexual activities, for adventure, to have partners without compromises, to have someone to hang out, to get a girl.</li> <li><b>Individual - Others:</b> To follow the traditional masculine conduct.</li> </ul> <p><i>“I spend on my girlfriend, but with the other I just tell her to get to my house.”</i></p> <p><i>“With my sweetheart I do not spend my money or time because she does not ask for me to pay for her party expenses, nor for what she drinks, maybe only for the taxi. Instead, with the girlfriend you have to invite her, buy her presents and take her out to eat.”</i></p> <p><i>“I dedicate all my time and money to my girlfriend... for my sweetheart (from work) there is no need because she is always there.”</i></p> <p><i>“With my sweetheart, when we hang out and later have sex, I spend because she does not take money with her and I have to invite her.”</i></p> <p><i>“It does not matter if you spend money with your girlfriend, but when she is only looking for something or calls a friend, then you have to beware because some women only want to take the money from men.”</i></p> <p><i>“Most of the time, she pays for the motel and drinks.”</i></p>



	Guatemala	Nicaragua
Power Relationships	<ul style="list-style-type: none"> <li>Usually there is equity in the relationships.</li> <li>Generally the man dominates on the physical aspect and the woman on the mental aspect.</li> <li>Women decide when they want to have sexual relationships. Sometimes men must spend time seducing a woman and convince her for having sex</li> <li>Some men are possessive, others are indifferent and others like to be put under control.</li> <li>Since the relationships are purely sexual, many times there is no one in control, there is dialogue and settlement.</li> </ul> <p><i>“It is like a mixture of feelings: dominant, aggressive, for those women who like it that way: caring for those who like it like that; and some are delicate, aggressive and caring.”</i></p>	<ul style="list-style-type: none"> <li>Men assume a slightly stronger dominant role, in regard of his social conduct.</li> <li>On sexual terms, he likes to be pleased.</li> <li>He looks for diversity.</li> <li>He recognizes the deep love you can feel towards a steady partner, but searching for other mates is part of the masculine culture he was brought up in.</li> </ul> <p><i>“I love my girlfriend, I will do anything for her...”</i></p> <p><i>“I have a wife and several female friends...but without complications.”</i></p>
Condom use	<ul style="list-style-type: none"> <li>Condom knowledge exists, but it is rarely used.</li> <li>A condom is used whenever it is at hand, because it was given by someone or because it was leftover from the last time he had a sexual relation.</li> <li>Men are in charge of buying the condoms.</li> <li>The condom is used to prevent pregnancies.</li> <li>Usually there is a certain degree of trust with the sweetheart, which allows sex without a condom.</li> <li>Condom is used at the beginning of a relationship, with time condoms are less used and pills begin to be taken.</li> <li>In many occasions a condom is not used because there are drug and/or drug effects.</li> <li>Young men think that if a woman carries a condom, she is very “foxy” (bien zorra) and that she likes to be “fucking around” (andar cogiendo). There is a negative perception of the women who take care of themselves.</li> </ul>	<ul style="list-style-type: none"> <li>Condom importance is recognized, but it is not always used.</li> <li>Men take the responsibility of purchasing condoms, but women take the initiative to ask for it or mention it.</li> <li>Barriers for condom use are: trust, alcohol effects or other contraceptive methods.</li> </ul> <p><i>“Protection exists (talking about his friend’s sweetheart relation), but only with his friend with benefits, and it is my friend who takes the initiative because he does not know with how many men she has slept with. In the steady relationship there is no need of protection because there is trust.”</i></p> <p><i>“I do not recall any girl asking me for a condom, and if any girl asks me for one, I will not have one at hand I would stick it in that way.”</i></p> <p><i>“There are girls (amiguitas) who carry their own condoms.”</i></p> <p><i>“Women take the initiative”</i></p>



		Guatemala	Nicaragua
		<ul style="list-style-type: none"> <li>They do not use a condom because they are “hot” and do not want to go out and search for one.</li> </ul> <p><i>“A friend who went out with a girl whose nickname was “the surfers godmother” because she has been ever since surfing started in Guatemala, she has had sex with the oldest up to the youngest of this society; he had sex with her without a condom even though he knew she was a bitch.”</i></p> <p><i>“Once, at a party, this slutty girl got very high and horny and everyone thought, who cares?, and started doing her one by one in a room, some did not have a condom and did her, anyway.”</i></p>	<p><i>“With female sex workers I always use a condom, even two condoms...”</i></p> <p><i>“...we left together and had sex all night long, I put on a condom which was low quality and when I was penetrating, it tore apart, I did not want to go out of the room and look for another one, so we did it without any protection, I also had oral sex with her. About two weeks later an itching and stinging started in my genitals... she had infected me with herpes... now I am always prepared...”</i></p>
	Lubricant	<ul style="list-style-type: none"> <li>There is a belief that lubricant is only for anal sex.</li> </ul> <p><i>“Some people use oil.”</i></p>	<ul style="list-style-type: none"> <li>Little is said about lubricants.</li> </ul> <p><i>“I do not even know about it, it is not available.”</i></p>
	Bridge Population	<ul style="list-style-type: none"> <li>Relationships take place with one or more partners at the same time. There can be one girlfriend and several sweethearts.</li> <li>In some occasions he can have a relation with sexual workers, they can even become “boyfriends”, specially with the most attractive foreign ones.</li> <li>He will use a condom with the sexual workers, however, if he is her “boyfriend” he will probably not use it</li> <li>They do not realize the risk, even though they know that they can get infected with some disease if they do not use a condom during sexual relations.</li> <li>Usually they use a condom with partners they do not know for a long time.</li> <li>They have sexual relations with foreign people without protection.</li> </ul> <p><i>“Suposedly, I use one whenever I am with someone other than my girlfriend, but anyway, the other time I had sex with this girl from Chile and I did not have one, the “bitch” (serota) was horny and I did her the favor, thank goodness I am still healty (I already had a test, I was afraid (me quedó miedo)).”</i></p>	<ul style="list-style-type: none"> <li>Potential sexual worker clients.</li> <li>Multiplicity and simultaneity in sexual relationships.</li> <li>Condom is used with sexual workers.</li> <li>It is estimated that within this population there can be MSM (bisexuals) that have sex with other men (bisexuals and/or gay) and with TRANS.</li> </ul> <p><i>“Sexual workers usually have condoms.”</i></p>



		Guatemala	Nicaragua
Sexual Activities		<ul style="list-style-type: none"> <li>• Vaginal, oral and anal (not much mentioned).</li> <li>• Between friends, there is some sharing about what was done and what was experimented, but not much is said about “with who” it was done with.</li> <li>• They experiment threesomes</li> <li>• When a sexual relationship with a sweetheart takes place, she always has to look good and not “dirty”.</li> <li>• Anal sex is experimented more with the sweetheart because there are no value judgments.</li> </ul> <p><i>“You can make more fantasies come true because you do not owe her as much respect. ”</i></p> <p><i>“With the sweetheart you can experiment more “weird stuff”, positions, and even rough sex. The relationship is more open and without restraints. “</i></p>	<ul style="list-style-type: none"> <li>• Vaginal, oral and anal.</li> <li>• Searching for new experiences.</li> <li>• Freedom of sensuality.</li> </ul> <p><i>“We were once at the 101 motel with two girls, a friend and I, we were all having sex and swapping girls, we were all excited and looking at each other naked. When I was using the “spider” (swing-like chair for sex positions) with one of the girls, all of a sudden I felt the condom tearing apart, and the first thing I thought was in HIV/AIDS, next day I went to the hospital to get tested...”</i></p>
Additional findings		<ul style="list-style-type: none"> <li>• The use of oral and injected contraceptives exists, which substitutes the use of condoms.</li> <li>• There are sexual relationships with older women, who give gifts to the young man so that he will have sex with them.</li> <li>• Under drug effects they tend to experiment with sex because the sensibility increases and it makes men not use a condom.</li> <li>• There are group sex relations.</li> <li>• There is more trust with the sweetheart, with less emotional connection, this is why there are more intense sexual relations that include: sexual toys, rough sex with spanking (hitting), biting, and even insults or dirty language, they try different sex positions and even group sex.</li> </ul>	<ul style="list-style-type: none"> <li>• Women demand the use of a condom.</li> <li>• There is a desire to experiment things that are not socially accepted.</li> <li>• Men do not feel emotionally engaged to the sweetheart.</li> <li>• Special interest and taste for soccer (football)</li> </ul>
Examples		<i>“You see one time I was with an older woman that took me to elegant dinners with friends her age and, well, I was her Sweetheart, I did not know anything, she</i>	<i>“I handle my relationship with caution, I avoid being phoned at my house because of my family, so that they do not find out I have another relationship</i>



		Guatemala	Nicaragua
		<p><i>was in control of everything, but in bed things turned around I was the the young fucker (patojo chimón). casein my case, I like to be open minded and be dominated sometimes, it is not a big deal and I feel that a lot more is shared this way."</i></p> <p><i>"One of my friends used to say "what is the use of having a girlfriend", if at the end everything ends up in a fight, plust you have to invest too much time." He only cared about sex,that is why he said that, that if you did not give in your time to your girlfriend, you would not get anything (sex). Instead, with a sweetheart, you do not need to spend much of your time, know what I mean?, you do not have to be calling her or giving her gifts."</i></p> <p><i>"In school there was a girl, she was not ugly, she was cool, but she did not like to have a boyfriend. I dated her for a while, easily, not much going on. We only listened to music, watched movies, and we did not always fuck. But then there were some days that we only got together for fucking. The thing is that one day that I was out drinking with some friends, she arrived with another partner, and it was obvious they had just had sex, you could tell, know what I mean? because of the clothes and the hair, and besides, the bastard seemed all happy and proud. But I could not say anything because we were not boyfriends. That is the main agreement in these relationships, you can not argue about anything."</i></p>	<p><i>with another woman besides my girlfriend."</i></p> <p><i>"I have trouble in my economic status because I can not take her home, I have to go to a motel and every time we go out I like to drink a few beers."</i></p> <p><i>"I always respect my girlfriend."</i></p> <p><i>"My mom calls me "the black rooster" because she knows about my behavior with girls, and on the economic view, sometimes I have to ask for more than I am given weekly because sometimes there are sweethearts that you do not expect."</i></p>
Women 31 - 40 yr.	Economic Income	<p><b>NSE C normal</b></p> <ul style="list-style-type: none"> <li>• Searches economic independency by means of a job.</li> <li>• Great importance towards university studies, with higher degree aspirations as a strategy for a better economic situation.</li> <li>• Receives economic support in case of having a child.</li> </ul> <p><i>"I want to keep on studying, but I have not been able to do so."</i></p>	<p><b>NSE C normal</b></p> <ul style="list-style-type: none"> <li>• Formal and informal commerce: selling clothes, beauty products, etc. Survival strategy: all the members of the extensive family live under the same roof, pitching in on what ever they can for the economy of the house. Some men give money for the care of their children, even though they do not live with them. There are half-time jobs, and some study (hoping to be more when graduated).</li> <li>• Unemployment is affecting this segment very much. Some are professionals and cannot find jobs, that is why they are housewives.</li> </ul>
	Transational Sex	<ul style="list-style-type: none"> <li>• Tangible, intangible, objective and subjective transactions</li> <li>• <b>Individual - Self:</b> Sexual pleasure, self-esteem, feeling</li> </ul>	<ul style="list-style-type: none"> <li>• Tangible, intangible, objective and subjective transactions.</li> <li>• <b>Individual - Self:</b> Sexual pleasure, self-esteem, feeling</li> </ul>





	Guatemala	Nicaragua
	<p>attractive, sexy, getting out of the routine, to avoid loneliness, to feel independent and free.</p> <ul style="list-style-type: none"> <li>• <b>Individual - Other individual:</b> to feel wanted, to feel that someone will do special things for her, for care and company, by special invitations, by special gifts, and to have a good time.</li> <li>• <b>Individual - Others:</b> Not very important in this group.</li> </ul> <p><i>“There are special activities, there is not much time for that. Only one friend does go out sometimes to eat with her sweetheart and nothing more. Then its only the sexual encounter. They mostly go to motels...”</i></p> <p><i>“Married women never expose themselves with the sweetheart, they go directly to the motel when they decide to get together.”</i></p> <p><i>“Single women go dancing with their friends to discotheques and when they are aroused they start making visual signs to insinuate that they want to have sex.”</i></p> <p><i>“They go out as friends to have dinner, in a group or by themselves, it does not matter because others think they are friends, but they will not go to a romantic place... they do not exhibit themselves, but it does not mean they hide...”</i></p> <p><i>“It is not very common that someone with this kind of relationships goes out with her only to go out, usually they go out to have sexual relations, sometimes they eat something before, but since they are friends, no one notices anything strange.”</i></p>	<p>attractive, sexy, getting out of the routine, avoid loneliness, experiment, feeling good about themselves, to do what is forbidden, to feel adrenaline.</p> <ul style="list-style-type: none"> <li>• <b>Individual - Other individual:</b> to feel wanted, to feel that someone will do special things for her, for care and company, by special invitations, by special gifts (cell phones, original perfumes), to have a good time and even for economic interests.</li> <li>• <b>Individual - Others:</b> Not very important in this group.</li> </ul> <p><i>“Yes, they always look for someone who gives them love because their husband do not satisfy them and they want to find a complement to their life that makes them feel alive and at the same time, a little of economic help.”</i></p> <p><i>“We are not searching to fall in love, we only want to experiment, get to know, to live, to feel what it is to have this type of relationship and hang out. Apart from that, if they voluntarily want to help economically, it will not make us any harm.”</i></p> <p><i>“My friend has a sweetheart because she has an exclusive appetite for sex, and also to find another form of economic income for the house.”</i></p> <p><i>“The difference between a lover and a sweetheart is that with the lover we have a relationship almost as stable as with the husband, because we ask them for economic help; with the sweethearts instead, it is only for sexual pleasure.”</i></p> <p><i>“The kind of men that attract some women are those that are elegant, thoughtful, always aware of them and willing to make them company, to eat together, etc. Other women are totally opposite, they do not care about these qualities, they just want to solve their sexual need; There are exeptions, though, like this one girl in the group that will not go out if she does not see the possibility of getting money from him even if she wants to.”</i></p>
Power Relationships	<ul style="list-style-type: none"> <li>• Equity is perceived in the relationship.</li> <li>• Most of the time, things happen under mutual consent.</li> <li>• There is a feeling of complicity.</li> <li>• There are no tying compromises.</li> <li>• As long as things work out for both involved, the</li> </ul>	<ul style="list-style-type: none"> <li>• Men like to feel they have control of the relationship.</li> <li>• Women declare to take advantage of the opportunities because they probably expect men to take the initiative.</li> <li>• Women have interests on men that are older and masculine.</li> </ul>



		Guatemala	Nicaragua
		<p>relationship continues, whenever pressure starts to be felt, the relationship ends.</p> <ul style="list-style-type: none"> <li>Some refuse to have sex.</li> </ul> <p><i>"Both, single and married, my friends say that there is more trust with the sweetheart that with their own husbands, because they can talk about anything without being judged."</i></p> <p><i>"There is friendship, and they see trust as the opportunity of sexual relations without the concern of being treated as prostitutes, or that they will tell, its like a sweet secret."</i></p> <p><i>"Another friend said no to oral sex because she was at her home and her son was there, so he accepted the rejection with some discomfort but then understood the situation."</i></p>	<p><i>"My friends are attracted to... men who have strong character, serious, and older than them"</i></p> <p><i>"When they do not want sex they simply do not do it, if they say No, its No, even if they insist, when women do not want, they make up that they are tired or that they have their menstruation, but if they insist, the women accept."</i></p> <p><i>"I let them (men) be the ones to decide, let them call me when they want to see me, to decide when and where... my friends instead do call them when they want to go out..."</i></p> <p><i>"Generally the sweetheart does all the seeking."</i></p> <p><i>"When my sweethearts call me and ask me out, I never say that I CANNOT, instead, when I want to go out, I may be rejected; but even though they have stood me out, they always convince me, because when we have sex and I ask for something special, they do it, that is why I always en up going out with them."</i></p> <p><i>"The relationship is a shared one, both agree to take decisions together..."</i></p> <p><i>"Women always dominate the relationship, it makes them feel secure about what they are doing because they like to say when, how and where they will meet with their sweethearts."</i></p> <p><i>"We (women) have to give in because we have to take advantage of the moment and not waste it, we start out as an adventure, but if they satisfy us and we like being with them, we can last for a year or longer."</i></p>
	Condom Use	<ul style="list-style-type: none"> <li>The importance of condom use is recognized.</li> <li>In some occasions condom use is neglected because there is too much trust towards the sweetheart.</li> <li>Many declare to be aware of experiences where one of their friends got infected with an STI.</li> <li>Having a STI is considered as a social stigma.</li> </ul> <p><i>"I do not know anyone who has had any STI or HIV..."</i></p> <p><i>"Some of my friends (women) think that there are women that get uterus cancer because of frequent condom use."</i></p>	<ul style="list-style-type: none"> <li>Some women use a condom at the beginning of a relationship.</li> <li>Generally a condom is not used because it is not considered necessary to do so.</li> <li>It is more pleasant to have sex without a condom.</li> <li>When a condom is used, it is because it was given at the motel or hotel.</li> <li>Some women are worried about getting pregnant or infected and decide to buy them on their own.</li> <li>Condoms are only used for vaginal intercourses.</li> </ul>



		Guatemala	Nicaragua
		<p><i>“Some friends have had infections, they visit their gynecologist and receive treatment, but luckily its has been nothing serious.”</i></p> <p><i>“There have been cases in which someone is infected with papilloma or gonorrhea, at the beginning the main concern is about not being able to have sex anymore, at least that is what they feel, but later they get over it and do not say a thing about what happened, but then they get protected.”</i></p> <p><i>“One of the women got infected and she did not find out, and she infected other friends, one of them got so upset that he sent a mail to tell everyone that she had infected him... this was like a lesson no to do anything without a condom</i></p>	<ul style="list-style-type: none"> <li>When there is anal sex, a condom is not used, only lubricant.</li> </ul> <p><i>“At the motel there is always two condoms, but usually only one is used, the woman puts it on because it gives him pleasure.”</i></p>
	Lubricant	<ul style="list-style-type: none"> <li>Little is known and there is no usage experience.</li> <li>Other lubricant options are considered, like Baby Oil.</li> </ul>	<ul style="list-style-type: none"> <li>It is not used.</li> <li>Practically it is not known.</li> <li>Its use is very sporadic, especially for anal sex. .</li> </ul>
	Bridge Population	<ul style="list-style-type: none"> <li>Their Sweethearts (males) are clients of female sex workers from prestigious places.</li> </ul>	<ul style="list-style-type: none"> <li>There is infidelity from men.</li> <li>They can have three to four sweethearts a year.</li> <li>Some of these are female sex workers clients.</li> </ul>
	Sexual Activities	<ul style="list-style-type: none"> <li>There is enthusiasm to teach the partner particular tastes, as well as to be with experienced men that can teach her.</li> <li>Vaginal, oral and in some cases, anal sex is practiced, but the latter is not easily confessed because of its taboo aspect.</li> </ul>	<ul style="list-style-type: none"> <li>Vaginal and oral. Only some have had anal sex, buy in general they say they dislike it because it hurts too much.</li> <li>The spider chair is used when they have sexual relationships at motels.</li> </ul>
	Additional findings	<ul style="list-style-type: none"> <li>It is preferred to have relationships with people they know very well.</li> <li>The main concern is their personal improvement and in the case of having children, they become the main concern in her life without forgetting about themselves</li> <li>They are considered powerful and modern women.</li> </ul>	<ul style="list-style-type: none"> <li>Sexuality is an open and common subject between girlfriends.</li> </ul>



		Guatemala	Nicaragua
		<ul style="list-style-type: none"> <li>• Women express their wishes freely.</li> <li>• They are worried about their own outcome and about the sweethearts.</li> </ul> <p><i>"Women demand their desires..."</i></p>	
	Examples	<p><i>"He has to be a friend, a real friend..."</i></p> <p><i>"What is wanted, is to share the body."</i></p> <p><i>"One of the cases was that, in the middle of foreplay, the girl asks the guy if he has a condom, and he says no, the girl decides not to have sex until he gets one, so he runs out to look for one and then they have sex. Because they are selfish relationships, girls tend to be the ones who decide where, when and how, etc."</i></p>	<p><i>"You only live once, that is why we have to take maximum advantage, just like my friends, they are always available, at any hour."</i></p> <p><i>"My friend has a good time with him, he is a super-man, older than her, pleasing, kind, and a gentleman. Too bad he belongs to someone else..."</i></p> <p><i>"A sweetheart is someone special with whom you have a good time, and a lover is a more steady relationship, maybe of a year or more and with a more frequent routine to see each other."</i></p> <p><i>"...with sweethearts, there are no obligations whatsoever, it is pure appetite for sex, the decision to have a good time is shared..."</i></p> <p><i>"My friends' relationships begin the moment they see someone that they like, or even simply when a guy says or insinuates something, if they like him, that is the beginning."</i></p> <p><i>"I do not know how my friends distinguish their relationships but I think that the sweetheart is the one that offers pleasure momentarily and that the lover is who she shares more time with and other situations, like the economic one."</i></p> <p><i>"a sweetheart can be about one encounter only..."</i></p>
Men 31 – 40 yr.		<b>NSE C+</b>	<b>NSE C</b>
	Economic Income	<ul style="list-style-type: none"> <li>• Professionals.</li> <li>• Business.</li> <li>• Business employees.</li> </ul>	<ul style="list-style-type: none"> <li>• Professionals.</li> <li>• Small business.</li> <li>• Taxi drivers</li> <li>• Salesmen.</li> <li>• Security guards.</li> </ul>
	Transactional	Tangible, intangible, objective and subjective transactions <ul style="list-style-type: none"> <li>• <b>Individual - Self:</b> Sexual pleasure, experiment new</li> </ul>	Tangible, intangible, objective and subjective transactions <ul style="list-style-type: none"> <li>• <b>Individual - Self:</b> Sexual pleasure, experiment new</li> </ul>



		Guatemala	Nicaragua
sex		<p>sensations, having more than one woman, feeling important.</p> <ul style="list-style-type: none"> <li>• <b>Individual - Other individual:</b> Having partners without compromises, having few responsibilities, have a good time not caring with whom, having wild sex under drug effects.</li> <li>• <b>Individual - Others:</b> Feeling important, being accepted by a group of friends, to demonstrate masculinity, to be recognized, to be different, to demonstrate adulthood.</li> </ul> <p><i>"Girlfriends are public news, sweethearts are private."</i></p> <p><i>"There are no restraints, no responsibilities, just like Arjona's song "ni tu ni yo, ni yo, ni tu" (neither you or me, neither me or you), the pleasure is in the sense of adventure, being relaxed about knowing there are no economic compromises."</i></p> <p><i>"...as a man, sometimes you cannot hold it, and women are such a temptation, and what could be better than to have a girl with whom you can have good sex."</i></p> <p><i>"Sweethearts do not need to be invited everywhere, they are not calling you all the time, you do not have to give them any excuses, if we get together it is only to fuck (hechar el polvo), and then each one heads to their own home and stuff."</i></p> <p><i>"To make a contribution to the definition of the different types of relationships (in a provocative, non categorical point of view) lets say:</i></p> <p><i>Marriage=capitalist</i>  <i>Prearranged marriage=feudalism</i>  <i>Concubines=socialism</i>  <i>Open relationship=anarchy</i>  <i>One night stand=mercenary or pirate</i>  <i>Sweetheart= ecologist or apolitical</i>  <i>Cacera= parallel power"</i></p>	<p>sensations, having more than one woman, feeling important</p> <ul style="list-style-type: none"> <li>• <b>Individual - Other individual:</b> Having partners without compromises, having few responsibilities, have a good time.</li> <li>• <b>Individual - Others:</b> Feeling important, being accepted by a group of friends, to demonstrate masculinity, to be recognized.</li> </ul> <p><i>"Since my friend does not have any type of compromise, moral, sentimental or economic, with his sweethearts..."</i></p> <p><i>"He invests in motels or lunch dates, although he uses very few motels because that is the purpose to take turns with his coworkers using one of the offices as hideout for sex, there are some friends that spend a lot of money with their sweethearts, but to him these guys are dumb."</i></p> <p><i>"There is a friend that would rather leave the family without food, so that he can be with a sweetheart."</i></p> <p><i>"He spends money without supporting anyone, because there are no compromises."</i></p> <p><i>"If I have money and free time, and there are no debts to pay, I look for a sweetheart to have a good time."</i></p> <p><i>"There is always a money reserve one saves for drinking, for friends and if there is money for drinking, there is always money for sex..."</i></p> <p><i>"I have no problem with this subject because I never give them anything; on the contrary, they are the ones that pay me for my favors. Sometimes I pay something..."</i></p> <p><i>"For this, there is always time and money."</i></p> <p><i>"Men get off from their jobs and leave with the girls, they know pay-days are the days where the party is on, and then is when they party among."</i></p>
Power relationships		<ul style="list-style-type: none"> <li>• When women do not take the initiative, guys usually do. This usually goes on between men that like to be controlled.</li> </ul>	<ul style="list-style-type: none"> <li>• The man takes a more dominant role in the relationship than in his social conduct.</li> </ul>



		Guatemala	Nicaragua
		<ul style="list-style-type: none"> <li>• There is also a chance that men will ask what the women want, many times, when this happens the females take the initiative.</li> <li>• In many relationships neither one of them rules, both share their opinions and decide. Since it is not a boyfriend/girlfriend relationship and they do not see each other every day there is no opportunity for one of them to take control over the other one.</li> <li>• They think women take control in bed and men do out of it.</li> <li>• There is a balance with the sweethearts, sometimes the women take control and other times the guy can take control. There is no one who rules or controls, there is always dialogue</li> <li>• Women are who rule at the end, because they are the ones who decide whether they have sex or not.</li> </ul> <p><i>“When they do not say what they want, then I take the initiative. With those women that like to rule, I let them. An example of a girl that likes to dominate is the one that asks this way like this, and like that, quicker, slower, light, hard, that I touch her, that I kiss her.”</i></p>	<ul style="list-style-type: none"> <li>• In sex matters he likes to be pleased.</li> <li>• He looks for diversity.</li> <li>• He recognizes that love is for the steady partner, but searching for other women is part of their masculinity.</li> <li>• Normally men are in an advantage position, they are their bosses, professors or older friends from work</li> </ul> <p><i>“I am the one who takes on the initiative in bed. When I want to do something and she does not want to, I insist until I get what I want.”</i></p> <p><i>“I control her because I am the one who always starts, sometimes she asks for things that I always comply.”</i></p> <p><i>“I rule and I like to feel that I rule in those type of relationships.”</i></p>
	Condom use	<ul style="list-style-type: none"> <li>• Most of the time a condom is used because they want to prevent unwanted pregnancies, because they know friends who already have children and that their life is not easy.</li> <li>• They are always planning to have sex, that is why they always carry condoms with them.</li> <li>• There are times where because of being hot and drunk, they had sex without a condom.</li> <li>• They do not use a condom because they practice <i>coitus interruptus</i> (withdrawal).</li> <li>• They start out using a condom, but when the girl starts using the pills, they stop using the condom immediately.</li> <li>• “With foreign girls you always have to use a condom, you never know with who she has been, or who has gotten in her.”</li> </ul>	<ul style="list-style-type: none"> <li>• Men usually have the condom. But it’s the women who ask for its use.</li> <li>• The major preoccupation are unwanted pregnancies, on a second degree of importance are the infections.</li> <li>• Condom use is considered important to prevent unwanted pregnancies or infections.</li> <li>• Condom use is important to protect steady partner, the family and personal image.</li> <li>• Now it is more frequent to talk about condoms, before it was a taboo.</li> <li>• Barriers for condom use: trust, alcohol effects, other contraceptive methods, <i>coitus interruptus</i>.</li> <li>• With the steady partner there is no need of condoms, they use other contraceptive methods.</li> </ul>



		Guatemala	Nicaragua
		<ul style="list-style-type: none"> <li>Under drug effects there is a less chance of condom use, because in those states the ability to perceive risk lowers.</li> <li>A condom is not used for oral sex.</li> <li>Many times a condom is no longer used because they already know the girl and know in what day of their cycle they are in.</li> </ul> <p><i>“Reasons for not using a condom is that they got horny and they did not have any condom at hand, buy that did not matter and did it anyway, or because of the fact that they already knew the girl they no longer use a condom.”</i></p> <p><i>“When there is too much excitement there is not enough time to get protected, but it depends on the girl. Usually alcohol and drugs unrestraint you and you let yourself go by your sexual instinct and you do not stop to think or take consciousness about your acts.”</i></p> <p><i>“If you have been for a long time with this sweetheart it really does not matter because you might as well buy her the pills and then you do her without any concern because you obviously know that she does not have any sexual disease.”</i></p>	<p><i>“They are always prepared.”</i></p> <p><i>“Being young I got infected, that is why now I always use protection.”</i></p> <p><i>“It does exist, and most of the time the women demand its use, the only occasion that they did it without protection, they talked about it, but since they did not have any they jus did not mind.”</i></p> <p><i>“I have noticed that women do not care that much at the end.”</i></p> <p><i>“Maybe the three first times when you meet a new girl, but then after the third time there is no more thought about it, generally the one who suggests protection is the woman.”</i></p>
	Lubricant	<ul style="list-style-type: none"> <li>There is almost no lubricant use.</li> <li>It is believed that it is for anal sex and that only sex workers and homosexuals use it.</li> <li><i>“Lubricant is only for those men that do not know how to warm up a woman. If you say “I use lubricant” means that he does not know how to make his sweetheart wet.”</i></li> </ul>	<ul style="list-style-type: none"> <li>It is a very rare product even though there are some who do know it and have used it.</li> </ul> <p><i>“I do not use a lubricant and I do not know any one of my friends who use it, if any, they would use only the condom.”</i></p> <p><i>“Yes, every now and then I use lubricant, and it is exciting to put it on her vagina.”</i></p>
	Bridge population	<ul style="list-style-type: none"> <li>There are times in which a sex worker gets paid more if they do not use a condom.</li> <li>There is sex with foreign girls without protection.</li> <li>There is unprotected sex with female friends they trust, even though they do not know with whom they have been with.</li> </ul> <p><i>“It does not matter who you have sex with, under the effect of drugs and alcohol. They can end up having sexi with people they hardly know and</i></p>	<ul style="list-style-type: none"> <li>Clients of SW.</li> </ul> <p><i>“On pay day they go out with their friends to party where there are women.”</i></p>



	Guatemala	Nicaragua
Sexual Activities	<p><i>even more, the critical judgment gets blurred."</i></p> <ul style="list-style-type: none"> <li>• Drug effects increase group sex activities. They may experiment positions and toys.</li> <li>• There is vagina, oral and anal (less mentioned) sex.</li> <li>• With the sweetheart you can be wilder and free... it's "just to have fun (para chingar)." You can have rougher sex and introduce new sexual dynamics.</li> </ul> <p><i>"In some occasions there is sex in pairs and then you swap partners. Threesoms can also happen and group sex as well."</i></p>	<ul style="list-style-type: none"> <li>• Vaginal, oral and anal (less frequent) sexual activities.</li> <li>• There is a taste for experimenting and to try different positions..</li> </ul> <p><i>"I am the one who asks to be pleased with what comes out in the movies."</i></p> <p><i>"At the motels we use the "spider". "</i></p> <p><i>"Sex with sweetheart is more violent."</i></p> <p><i>"The sweetheart is more dynamic."</i></p> <p><i>"House is routine."</i></p> <p><i>"My partner is so honorable, wonderful, meanwhile the others are the hobbies that bring me a lot of sexual pressure."</i></p> <p><i>"Sex with sweetheart is overboard, she is more willing, and the steady partner is more traditional."</i></p>
Additional findings	<ul style="list-style-type: none"> <li>• Some kind of intellectual and even emotional connection is wanted, "Because when you want love you go with the girl who gives you that, plus sex..."</li> <li>• With the sweetheart, months can pass without talking or seeing each other, they only talk in order to have sex. In many occasions it can be a friend from childhood or an ex-girlfriend with whom there is a lot of trust.</li> <li>• Under psychedelic drugs it is very rare that sex takes place. Many men care too much about their spiritual side of their life, and that is why they use drugs.</li> </ul> <p><i>"If a sweetheart uses oral contraceptives, it gives them a feeling of security and peace."</i></p>	<ul style="list-style-type: none"> <li>• Women know exactly what they have been dated for.</li> <li>• Some say that there are no implications whatsoever, there are no Money interests, nor presents or anything like it.</li> <li>• Men within this segment are persistent; this is something that enables them to succeed in their objectives.</li> <li>• It is part of masculinity to be able to make the woman reach their orgasm.</li> <li>• Interest for baseball.</li> </ul> <p><i>"A man has to make the woman "come", in other words, to reach their orgasm, otherwise women will not look for you again, you must make her feel unique, satisfy her, that is why I say the man dominates women, women are passive."</i></p> <p><i>"We are like animals, we have our territory and we know that if we share a relationship, we better go away, it is not the same thing to share the same den with another rooster."</i></p>
Examples	<i>"Sweethearts are honest and transparent friends, because of that relationship</i>	<i>"My friend has extramarital relationships with one or more partners form work</i>





	Guatemala	Nicaragua
	<p><i>quality, a sweetheart can become a girlfriend.”</i></p> <p><i>“It can all begin from a friendship where you get together more often, or something like that, or maybe they were boyfriends at school, hook ups, etc. but it can also happen in any occasion like at a party, or at a family reunion or anything similar, they simply like each other since the first time and there is a physical and sexual attraction because they like each other but they do not want anything serious.”</i></p> <p><i>“The good thing about a sweetheart is that you can live without worrying about the needs of the other person, economic or sentimental, no one is in control, and you are still single, with or without a sweetheart.”</i></p> <p><i>“We also intake mushrooms to heal the soul twice a year, I do it more often with some friends for spiritual reasons and to be creative, not only to heal but to favor visions and more serious introspections, self encounters, etc...”</i></p>	<p><i>but he says that it's nothing serious. Once, he went with this friend from work to look for sex with “polacas” (FSW) just for curiosity but he does not like to pay for sex, he says its better for love.”</i></p> <p><i>“I have a steady partner with whom I have two children, I have great respect for my partner and she is very shy during sex. That is why I have looked for a friend with benefits, with whom I use protection to avoid infecting my partner, I see her twice a month.”</i></p> <p><i>“I do not have a steady partner because I do not like the responsibility of a family, I always have my sweethearts, I always use protection, right this moment I have two sweethearts, they always have the initiative of protection.”</i></p> <p><i>“As a taxi driver I know some stories, I will tell you the one about my buddy, Ripley. His nickname is BRONCO, he has so much luck with girls, he has his wife, one sweetheart who is the secretary of the company, another sweetheart at Monseñor Lezcano, and another beautiful female from jinotengana, but he only looks for her when the others have the red light on (period), and she already knows his game and does not care, she says it is better without compromise.”</i></p>



# FoQus on Segmentation Guatemala



# La Andre

## Guatemala

### Female 20 -30 years old.

Andrea is a 25 year old girl who has lived, ever since her childhood, in a housing development (colonia) nearby Boulevard Vista Hermosa, zone 15. The house in which she lives is like a town house and a few years ago Andrea's parents, who in those days lived together, constructed a 2nd floor to enlarge it. As of today, her parents are divorced and the only ones living in the house are her mother, the housekeeper and her younger brother who is 19 years old. Her brother already parties out and gets into some trouble... reason why their mother is always scolding him... Andre has a pet that she loves as if it was her "baby", it is a "shitzu" dog.

Andre's room is tidy because the housekeeper cleans it. Inside you can find a desk with a lap-top, a radio, television, and pictures of her friends, of artists and of her dog. Her bed is a full sized bed covered by a beautiful one color quilt and some pillows. On one of the walls you can observe a fairy calendar where she writes down her menstruation dates, birthdays, parties and exam dates.

When you open her closet you can find skirts, dresses, shoes for different occasions, lingerie (she likes sexy clothing), jeans, t-shirts, etc. Some of her accessories are used as part of the room decoration, for example, hats, scarves, necklaces, etc.

For Andre, it is not essential to have accessories and clothing from big brands. She is mostly interested in the general "look", so she uses things that look good even though they are not of a special brand. Nevertheless, when it comes to shoes, the brand becomes an important issue. Daily shoes, useful but with style can be from Pay Less, but her social shoes must be special especial (Nine West, All Star, Zara, etc and Manolo, her dream brand).

For cosmetics she uses Clean and Clear, Clinique, Cover Girl, L'ebel, and Ponds. For her bathing she chooses brands like Bath and Body Works, Victoria's Secret, etc. Within her personal hygiene items you can find a neutral vaginal soap and something for vaginal infections. Her favorite perfumes are Guess, Splash by Victoria's Secret, Ralph Lauren, Acqua di Gio, Swiss Army, and Pink by Lacoste.

Her personal image is very important, some of her most important features are her hair (she likes it long and shiny, she invests money on hair treatments) and her nails for which she gets good manicures. These are some of the reasons why Andre visits on a regular basis the beauty salon, as well as to relax and gossip. Additionally, she has a tattoo on her ankle and a belly button piercing that complement her image.

Her daily life clothing is comfortable, jeans, flip-flops, very sexy tops with a jacket on top. Most of the time she will use a big purse for daily activities, but to party out she will use a small purse. Upon opening her purse you can find keys, a wallet, a cosmetic bag, cream, Ipod, hair-bands, lip gloss, cell phone, analgesics



(Dorival: menstrual analgesic), menstruation pads and/or tampons, pen, agenda, cigars, mirror, check-book, and some coins.

“Andre” studied in a catholic school run by nuns. Today she is studying the 4<sup>th</sup> year of Communication Sciences at Rafael Landivar University. Her way through university has been filled with new experiences and relationships with a lot of people. During her first years you could find her, during busy hours, with a group of girlfriends at the “Peladero” (a popular get together place at the university), watching guys, gossiping about other girls and standing at places where she could be noticed by possible candidates... She would also skip classes to go to “El Reducto” (popular bar nearby the university) to drink beer with friends and dates. Through the years Andre began working to pay for her dates, parties, gasoline, clothing, accessories, etc. Now she works a half shift at a call center.

Andre owns a blue Golf (VW) car in which she offers rides to two other girlfriends. It is not a new car, but it is in very good shape and it does not ruin her image.

She enjoys a lot to go out and socialize. You can find her in shopping centers, at coffee bars (& Café), discotheques and bars like “The Box, Bajofondo, Funk, Corto Circuito and El Templo” During holidays and weekends she likes to go to friends houses at the beach, Panajachel Lake, Antigua and Rio Dulce. She likes chill out music, Rock Incube, Pink Floyd and Tool. Her weekends are filled with parties where she consumes alcohol, drugs and sex. All these elements bring Andre and her friends a very intense feeling of excitement.

Andre had a boyfriend that cheated on her with another girl, that is the reason why she now prefers not to complicate herself. Now she has a sweetheart (culito) and a spare one (who is flirting with her but with whom she has not started any relationship yet).

She is sexually active since she was 16, she started with her boyfriend, but no one explained to her about sexual matters. She learned from her friends, with her boyfriend and in some cases through the internet. The nuns at school tried to give them some orientation, but it was not adequate or of interest for her or for her friends. Nevertheless, Andre thinks she knows and feels very cool.

She has been sexually active with all her boyfriends, as she is today with her informal boyfriend “Jose” (25 years old). In contrast to her previous relationships, with Jose she feels free to be herself and to experiment (Andre enjoys oral and vaginal sex. She is not driven by anal sex, but after a while it could be possible to try it with Jose). With this informal boyfriend she feels no pressure and that makes her feel free, relaxed and independent. Normally, at the beginning of the relationship, she would prevent pregnancies with the use of a condom, but later, while trust grows with her partner or with her boyfriend, she would go onto taking pills. Her main concern is not to get pregnant because she has no idea of the risk about TSI and HIV.

She always chooses guys that seem clean, handsome, cute and that is known by her or her circle of friends. She will not date just anyone. She even assures not to know anyone with HIV/AIDS.



Andre and Jose are very discrete about their relationship, the idea is that no one knows about it. Sometimes, very close friends may know (but this is avoided). Andre and Jose see each other and have sexual relations on different occasions, for example: after a party, when leaving an After Party, Andre can ask him for a ride home. In such situations, they engage sexual relations. Sometimes one of them may have the desire of intercourse, so he or she calls the other and get together without any planning, and in other cases a totally spontaneous situation may happen. The places for their sexual relations may vary among: motels, the car, the room of one of them, a friend's house, or practically at any place, including bathrooms and discrete places at the office. Their most used communication means are cell phone text messages, Hi5, Face Book and the internet.

"Andre" likes to titillate men. She likes to leave them a little horny since the first night. She does not have sex on the first night because they will say she is a "fox" (zorra). What she does is that on the first date she only gets to first base (just kissing them), on the second date they will go on to second base (sexual touching), on the third night there is more trust and maybe on the fourth night they will have sex with a condom. If the relationship progresses, a condom will be no longer used and they will move on to pills, it is assumed that neither of them is having relationships with no one else. How ever, in real life, both, Andre or Jose can have other sweethearts and in some cases even one-night sporadic events.

On the other hand, there are times when the relationship gets more intense. If this happens it is possible that Andre begins to get interested about the sexual past of the sweetheart, this may be a risk for the relationship because it implies that she is getting involved sentimentally, which generally ends the relationship.

Despite her sex habits, "Andre" has never had a blood exam for HIV driven by ignorance and fear. She has no idea of how or where the exam is done. Se has heard that APROFAM does these exams but she does not know where it is. As a joke she says she will go there dressed as a nun. How ever she does have gynecology exams often.

Some of the obstacles against condom use for "Andre" are: latex allergy, trust in her sweetheart, that the sweetheart does not carry one, because she got drunk during the night and when she is under alcohol or drug effects (specially marijuana) she does not respond very well. In case of using a condom, she prefers Durex. Sometimes she uses VIVE, but normally the one who chooses is her sweetheart. She never carries condoms, because that is part of the guy's role, and also, if someone sees her with them, they may think she is a "fox" and this may ruin her reputation and image. If she eventually has to buy condoms, she would probably buy flavored ones because they look pretty. Package is an important thing for her.

When it comes to lubricants, "Andre" cannot give her opinion because she has not had much experience about the product. In case of needing lubrication she chooses baby oil. Her perception about lubricants is negative because she associates it with FSW or with anal sex. Additionally, she dislikes its package, it is too big "who would take that in the purse" and the sachet can break and spill over everything, and that is gross. But the biggest obstacle is not having knowledge and product unavailability.



Andre's dreams imply living the present, to be independent, finding love and affection, probably the search for a steady partner (good looking, sociable, likes parties, good in bed and who has money), marry this partner and ideally that he has money, he can be from abroad, or even graduate to make her own money.

Andre's friends see her in five years... pregnant, without ending her thesis; they consider her "light" and superficial. In five years she would have quit the University and have done seven more tattoos. She has finished her classes but has not graduated.

"Andre" met Jose at the University, but sweethearts are generally found at any place.

### Andre's sweetheart profile:

#### Jose

- Studies at the University, third or fourth year of Marketing.
- He is handsome, party-freak, he skates, he is a DJ or surfs, he does not work a lot.
- Drives a Mazda or a Jetta.
- Lives in Highway to El Salvador or in zone 16.
- Daddy's and Mommy's boy
- He is the most "looser" but he is the most popular.
- Uses drugs.
- Works with his parents and has an additional income other than what his parents give him as an allowance.
- Shares things in common with Andrea and some tastes.
- Cooks deliciously.
- Likes to go to the beach.
- What is interesting to Andrea is that he should be handsome, to understand each other, to be able to party together and to be able to have fun together.

### **FoQus on Segmentation: La Andre**

**Desired Behavior:** Condom and water based lubricant use.

#### **1. Archetype (see attachment):**

- **Phrases that describe the personality and circumstances of the members of our target audience:**
  - I have a "culito" (unsteady partner or sweetheart).
  - You have to live life to the maximum.
  - You have to live the present without complications.
  - I am free, I am independent.
  - The sweetheart is only for having sex.



- A woman has sex whenever she wants; men have sex whenever they can.
- **Demographic Data:**
  - Gender and age: Female, 20 - 30 years of age
  - Country: Guatemala
  - Monthly income: Q 3,500.00
  - Parent dependent daughter
- **Habits:**
  - Works a half-time schedule.
  - Attends the University.
  - Parties begin on Wednesday.
  - Alcohol and drug use.
  - Frequent visits to beauty salons, commercial centers.
  - Spends little time at home.
- **Values:**
  - Liberty.
  - Creativity.
  - Personal image.
  - Self discovery.
  - Beauty, image.
- **Aspirations:**
  - Travel, discover the world.
  - To be fashionable, trendy.
  - To be part of a group.
  - To have economic stability.
  - Finish the University.
  - Professional success.
- **Needs:**
  - Economic Needs
  - Information: places where he can have information and help.
  - Relationship with parents.
  - Affective needs.
  - The need to express herself.
  - The need to be listened.
  - The need to be accepted.
- **Concerns:**
  - How to get more economic resources.
  - Belonging in a group.



- Relationships (getting someone)
- Keeping herself attractive.
- Finishing university.
  
- **Fears:**
  - Getting pregnant.

## 2. Beliefs that need to be strengthened:

- **Phrases of the target audience that express the benefits of the desired behavior:**
  - The use of a condom prevents an unwanted pregnancy.
  - Without condom there is no relation.
  
- **Phrases of the target audience that expresses positive attitude towards the desired behavior:**
  - I take care of myself.
  
- **Incentives for the desired behavior:**
  - Condom: not getting pregnant.
  - Lubricant: it is good for it not to sting, bother or irritate.

## 3. Beliefs to change:

- **Phrases in which the informants express the costs and disadvantages of the desired behavior:**
  - It is very hard to use a condom when you are horny.
  - If one stops the situation to look for a condom the moment gets ruined.
  - If I ask for a condom, he may get upset because I do not trust him.
  - It does not feel the same, the experience is less pleasing.
  - Men/guys in my circle are healthy and do not have any thing, they do not get mixed up with just anyone.
  
- **Phrases in which the informants express the negative attitudes towards the desired behavior:**
  - If a woman carries condoms with her, she is will be judged. Some may think “she takes care of herself”, but others may think “she is a fox”.
  - Women have latex allergy, it stings, bothers, irritates.
  - After having sex with a condom, you wake up feeling irritated and you can not have more relations that day.
  - Condoms smell bad.
  - Condoms are men responsibility.
  - Lubricant: not very known. People believe that it is used only for anal sex.





- The lubricant package of is too big, I would not carry it in my bag.
- The small lubricant package spills out, it is unpractical, it wets the purse, you cannot save what is leftover.
- Lubricant is for FSW or MSM that have anal sex.
- **Barriers for the desired behavior:**
  - The man did not bring the condoms (responsibility set upon men).
  - There was not enough time to buy condoms.
  - I was too drunk/drugged.
  - Latex is uncomfortable.
  - Men do not want to use condoms.
  - There is too much trust.
  - Oral and anal sex do not need a condom.
  - The personal image of the sweetheart influences the risk perception.
  - Lubricants are not available or expensive.
  - Packages are not attractive.

#### 4. Behaviour strategies:

- **Techniques and strategies that the members of the target audience use to surpass the barriers that they face to perform the desired behavior.**
- There is too much dependence on the man to get and use the condom.
- Women make an effort to ask for it, but if there is not any or can not get one easily, they go ahead and have sex without a condom.
- Those who are allergic to latex tell the sweetheart so that he can get more expensive ones that irritate her so much.
- For oral sex no need of condom use is perceived.
- Anal sex is denied, but when they declare having had anal sex, there was no use of a condom.
- **Three necessary elements: Intention to perform the behavior, an obstacle and the action to surpass the obstacle:**
  - Some women want to use a condom when they have sex, but if the man does not have any or does not want to use any, some women will answer “without condom there is no sex”.
- **Examples of these techniques include location of social support, management of peer pressure, access to financial resources.**
  - When they say that without a condom there is no sex, the man feels pressured to use it, how ever it does not always work.

#### 5. History of purchase:



- **How the members of the target audience acquired the condoms and the water based lubricant?**
  - Men are in charge of buying and carrying the condoms.
  - If they are not previously bought, they stop at a gas station or pharmacy.
- **This includes how those who do not buy condoms and water based lubricants acquire alternatives to the desired behavior:**
  - The alternative behaviors are the use of other contraceptive methods that give security to the woman in that she will not get pregnant even without using a condom.
- **In case there are no particular obstacles for the acquisition of condoms and water based lubricant:**
  - To have available some condoms and water-based lubricants at the places most visited by our target audience.

## 6. Opportunities of encounter with the target audience:

- **Where and when can the members of the target audience be found?**
  - Universities.
  - Jobs: Call Centers, model agency, restaurants.
  - Bars.
  - Coffee Bars.
  - Discotheques.
  - Motels.
  - Beach.
  - Antigua.
  - Pana.
  - Río Dulce.
  - Commercial centers.
  - Movie theaters.
  - Beauty Salons.
- **Effective Communication: Preference of media:**
  - Radio during car driving
  - Little TV but they watch cable, sometimes Sony or Warner series, etc.
  - Messenger.
  - Hi5
  - Facebook.
  - Cell phone text messages.
  - You Tube.
  - Movies.



- **Real life models that the members of the target audience trust and listen to:**
  - Artists.
  - Famous models.
  - Young professionals .
  - Young entrepreneurs.

## 7. Knowledge:

- **Phrases in which the target audience states its ability to distinguish between the desired behavior and the alternate behaviors:**
  - The pill prevents me from unwanted pregnancies and makes me feel more as a women.
- **Phrases that reveal the real knowledge that the target audience has over the desired behavior:**
  - No knowledge.
- **The target audience understands the mechanism of the products for their effectiveness:**
  - Even though they have some knowledge about sexuality regarding pregnancy, in general terms they do not have much information about STI and HIV.
  - There is no risk perception.

## 8. Experience with the category:

- **Past experiences of the target audience with the desired behavior:**
  - Men are the ones who purchase the condoms and even though they (women) ask for them, they do not always use them.
  - Regarding the lubricant, they do not have much experience; they practically do not know about it, they do not use it.
- **Experiences of the target audience with alternate behaviors.**
  - Condom was not used because there was not any at the moment.
  - A condom is not used because another alternative method is being used.
  - A condom is not used because they are under alcohol and/or drug effects.
  - A condom is not used because the sweetheart looks clean and healthy.
  - A condom is not used because it does not feel the same.
  - There is a feeling of remorse/guilt for not using a condom. It is resolved by not thinking about it. Deny the situation.
  - Lubricant is not used because it is not known.
  - Lubricant is not used because it is substituted by baby oil.

## 9. Brand association:



- **Emotional bond of the consumers with VIVE:**
  - There is no emotional bond with VIVE.
  
- **Ideas and attitudes that the consumers currently have about the actual brand:**
  - Regarding the brand, she does not choose, it is him who is in charge of purchasing them, he is the one who chooses. Durex is preferred over VIVE.
  - Condoms with flavors are attractive, even though they are related to VIVE, this brand is not too strong.
  - Regarding lubricants, there is no clarity with the brand because there is not much use
  - Baby oil substitutes, in some cases, the lubricant.
  - The word “baby” in “vaby oil” probably adds a naive image to the relationship.



# leison

## Guatemala

### Male 20 – 30 years old

His real name is Roberto, but his friends call him “leison”. He is 24 years old, he lives with his parents, an older brother and a younger sister, he is the “middle one”. His house is located at zone 13, Aurora 2. He works at a call center where he gains Q. 3,500.00. His parents pay for his University expenses, so he only spends in gas, food and going out (parties, trips, etc). On occasions he will make some kind of business to have some more income, these business consist mainly of selling something of their own or of a friend, with this he gets a little earning. He does not have a girlfriend because it has too many responsibilities and that is why he has a lot of sweethearts.

Roberto studied primary school at Liceo Guatemala, but he did not stand the pressure and changed to Lehnsen School. When he finished school he went on into Universidad Rafael Landívar.

He dresses up casually, jeans t-shirts with “cool” designs, bracelets, some necklaces and a ring made out of coconut skin. He has a beard (short) and is thinking about having a tattoo made. For work he dresses a little more formal, but at work they are flexible, because you can dress casually.

His parents gave him his mother’s previous car, a Toyota Tercel Sedan, polarized, M2001, which he sent to be polarized at FPK and bought a radio capable of connecting the iPod he got for Christmas.

When you go into his room you can see it is untidy. There are dirty clothes mixed up with the clean clothes, books of the University under the bed and on the desk, and other books he has never read. He uses an old laptop that belonged to his father. You can also see piles of CD’s on his desk and on his night table. He uses “Skechers” shoes to be more comfortable and “Hush Puppies” to dress for work. He uses “Gillete” deodorant and “Moco de Gorilla” hair-gel. In the room you can also see a guitar hanging, which he almost never plays. The phrase that describes him is “he looks like but he is not...” He keeps condoms in a hideout inside the closet.

One of his dreams is to have a bar, gain money from it at the same time as he socializes with his friends and connections.

In general he has a rebel attitude towards his parents, he is nice going with his friends and “casanova” with girls. When he does not know someone he is kind of shy. At work he is a “cool” but with his boss he is more submissive. He is a guy that has a relaxed and fun life. He frequents bars and parties. He is sociable and “very good with getting girls”. His goal is to have sex with all the girls he can. He is admired by his friends because of the sweethearts he has.

As of today, Roberto has two sweethearts, and he says he “almost always uses a condom” because he knows it prevents getting the girls he has sex with, pregnant, he also knows it protects him from getting



infected with a disease, for him, that is a benefit. There are occasions in which he does not use a condom with his sweethearts because he is too aroused, drunk or drugged, or because he found an unexpected hook-up and he did not have money to buy condoms. Barriers he finds for condom use is the lack of sensitivity, discomfort, and in general he says that it does not feel the same, that it kills the moments of passion. When he has enough trust with his sweethearts he does not use condoms any more and makes his sweethearts take the pill.

Regarding condoms, he prefers Durex or Scudo, because they give him more safety and tranquility, because they are good quality brands. He does not use a lubricant because he has the belief that it is used only for anal sex. It scares him that his masculinity be questioned.

He entered the University when he was 19 years old and started studying Business Administration, but it did not work out and changed to Advertising. He wishes to graduate from the University but he knows he is a little behind; he also wants a better job. His philosophy is “to make the minimum effort in everything” and have a good time.

He is worried about the well-being of his family even though he does not take along very well with his parents. Roberto likes to look good; he does not care for the brand of his clothes, what he cares about is of his image. There are moments when he does not know what to do with his life, and he has thought about quitting everything, but he always decides to go on. He is afraid that he is using drugs and alcohol quite often (especially at parties).

Roberto smokes tobacco and marihuana daily, sometimes he uses Extasis with his friends at electronic parties and sometimes uses LSD and hallucinogenic mushrooms. He also likes drinking alcohol and usually on Fridays and Saturdays he goes out to party. He uses marijuana during the week and drinks alcohol on weekends.

He likes to watch soccer games and his favorite team is the Barça. He will, once in a while, play a game with his friends from school at Futeca. He also likes videogames, to use the internet and smoke joints. Some weekends he gets together with one of his sweethearts to have sex, to drink beer (alcohol) and smoke a joint. He is not a macho and he sees the relationship as one without compromises, and he prefers saving energies in these types of relationships. Steady relationships require more energy and spending of all types.

On a normal day he gets up at 6:00 am, he showers quickly, fixes up, eats a bowl of cereal for breakfast and goes out to work, a call center in zone 9. At 1 pm he goes out for lunch with his workmates at Mc Donald’s and other times he eats “shucos” (street hot dogs) from a vending cart on the street in front of the call center. He leaves work at 4 pm and picks up his friend “Lucia” to go to the University. On his way they smoke some marijuana. At 5:30 pm he begins classes and finishes at 9 pm, but sometimes he goes out at 7 because he did not have classes or because he felt like leaving.

When he comes out of the University he gets together with his friends to have a night smoke of marijuana (this is not everyday). He gets home at about 9:45 o 10:00 p.m., he is in a down mood, he eats dinner and



watches T.V. or the internet, checks his Facebook, mail, Youtube, and chats on the Messenger. He sleeps at about 11:00 p.m. to 12:00 a.m.

On Fridays he does the same things as a normal day, at 5:30 p.m. he begins classes. At 9 p.m. he leaves the University and gets together with his friends (boys and girls) and ask themselves “what are we up to” Usually they will go to the “Reducto” (Bar near the University) and he will get together with his sweetheart. When leaving the Reducto they head to some bars (Saigon, The Box, Rattle N’Hum, Las 100 Puertas, El Portalito).

At 1 a.m. he goes to an “after” to “Corto Cirucuito”, “El Templo” or at a house of some friend. At 3:30 a.m. he escapes with his sweetheart to have sex in the car or in a motel. At 5:00 a.m. or 6:00 a.m. he leaves his sweetheart at her house with craft. At 6:30 a.m. he gets home to sleep.

Roberto has different groups of friends, and with each group he does different things. But his sweetheart is from the group of friends with whom he parties. They like the same things, to be intense at the party and at sex. The good thing about having a sweetheart is that he can do her whenever he wants, but he has to have have craft (escuela) when it comes to treat her, if not, things get complicated.

The good thing about sweethearts is that they are cool friends, there are no compromises and it is better that no one knows, so there are no mistakes. With the sweetheart what you do is have sex and have a good time. There are no major compromises.

## **FoQus on Segmentation: leison (Roberto)**

**Desired Behavior.** Condom and water based lubricant use.

### **1. Archetype (see attachment):**

- **Phrases that describe the personality and circumstances of the members of our target audience:**
  - It feels good to drink and smoke to get unrestrained
  - Sweethearts are only for having sex (fucking).
  - Fucking is good.
  - With the sweethearts there are no compromises.
  - If you are going to make it, you have to know how.
  - Everything ends but we are still friends.
  - All types of pleasure are sought.
  - Not to disappoint as a man.
  - Honesty in the relationships.
  - Fear of loneliness.



- **Demographic Data:**
  - Gender and age: Male 20 - 30 years of age
  - Country: Guatemala
  - Monthly income: Q 3,500.00
  - Parent dependent son.
  
- **Habits:**
  - He has a job and goes to the University.
  - His work is what handles more responsible because if not, he gets fired.
  - He does all his routines, but he concentrates on socializing in all the contexts that he finds himself into.
  - Frequently, he has sex under drug and alcohol effects.
  
- **Values:**
  - He sees everything in a short term.
  - Minimum effort law.
  - Friendship, honesty with his friends.
  - He is focused on himself, egocentric.
  - Honesty (everything has to be left clear with his sweetheart.)
  - That everything comes out because of pure luck.
  - All hopes are set on someone else.
  - Liberty, that no one bothers me.
  
- **Aspirations:**
  - To travel.
  - To have sex.
  - To be in good parties always.
  - To have good things, good electronic gadgets.
  - To have a good car.
  - To get good girls.
  
- **Needs:**
  - Freedom.
  - To be left alone.
  - Economic resources.
  - To be free from loneliness, companion.
  
- **Concerns:**
  - Get laid for free.
  - To give or yield enough as to not have on top his parents, professors, etc.
  - Not having money for gasoline.
  - Not having enough to pay for his cell phone.
  - Not having enough to go out to party.





- **Fears:**
  - Getting his sweetheart pregnant.
  - Getting caught using drugs.
  - To lose his job.
  - That his parents stop paying for him.
  - That his parents take away the car.

## **Beliefs to reinforce:**

- **Phrases of the target audience that express the benefits of the desired behavior:**
  - A condom should always be used in order to prevent pregnancies and diseases.
- **Phrases of the target audience that express positive attitude towards the desired behavior:**
  - We almost always use a condom to prevent diseases and pregnancies.
  - Things have to be done correctly, with craft (con escuela).
- **Incentives for the desired behavior:**
  - Not getting the girl pregnant.
  - Not getting infected by diseases. No
  - Being cool.

## **2. Beliefs to change:**

- **Phrases in which the informants express the costs and disadvantages of the desired behavior:**
  - Lubricants are for anal sex.
  - *Coitus interruptus* is a contraceptive method and a protective method from diseases.
  - You can know a girl from just seeing her, to know if she has some kind of disease.
  - There is no need of a condom for oral sex.
  - The more girls you hook up with, the more of a player you are.
- **Phrases in which the informants express negative attitudes towards the desired behavior:**
  - Using a condom takes away sensitivity from sex.
  - When you are too hot or drunk or drugged, you do not use a condom.
  - Experimenting with drugs gives you a variety of sensations.
  - Before “coming” they get it out and ejaculate outside.
- **Barriers for the desired behavior:**



- The attitude towards sensibility, comfort and condom use.
- Being under alcohol or drug effects.
- Being too excited to not be able to wait.
- Putting on a condom some moments may ruin the passion.
- Not having available condoms.
- Not knowing about lubricants.

### 3. Behaviour strategies:

- **Techniques or methods that the members of the target audience use to surpass the barriers that they face to perform the desired behavior:**
  - Keeping condoms at hand.
  - Stop to buy condoms at a gas station.
- **Three necessary elements: Intention to perform the behavior, an obstacle and the action to surpass the obstacle:**
  - leison knows that it is important to use a condom, how ever, if he does not have one at hand, if there are alcohol and drugs, the most probable thing is that a condom will not be used.
- **Examples of these techniques include the location of social support, peer pressure management, access of economic resources:**
  - Both, leison and his Sweetheart are under the same physical conditions (under alcohol and drug effects), so both of them are relaxed and have no control over condom use. For this reason, there is a tendency towards pill intake on behalf of the sweetheart, so there is no risk (of pregnancy) under these circumstances.
  - leison does not have self-control, it is all outside of him.

### 4. History of purchase:

- **How the members of the target audience acquired the condoms and the water based lubricant?:**
  - Condoms: gas stations, pharmacies, samples.
  - Water based lubricant: there is no purchase.
- **This includes how those who do not buy condoms and water based lubricants acquire alternatives to the desired behavior:**
  - Has the girl on contraceptive pills.
  - Ejaculates outside (Withdrawal).
- **In case there are no particular obstacles for the purchase of condoms and water based lubricant:**



- To have availability of condoms and water based lubricant at the most frequented places of the target audience.

## 5. Opportunities of encounter with the target audience.

- **Where and when can the members of the target audience be found?**
  - Universities.
  - Jobs at call centers.
  - Bars.
  - Cafes.
  - Discotheques.
  - Motels.
  - Beach.
  - Antigua.
  - Pana.
  - Río Dulce.
- **Effective communication: Preferred media:**
  - Internet.
  - Cell phones.
  - Cable TV.
  - TV channels: ESPN and other sport channels, NatGeo, Discovery, Survivor, TV Azteca.
- **Real life models that the members of the target audience trust and listen to:**
  - Jim Morrison
  - Jim Hendrix
  - Messi
  - Friends...

## 6. Knowledge:

- **Phrases in which the target audience states its ability to distinguish between the desired behavior and the alternate behaviors:**
  - I use a condom for not getting the girl pregnant.
  - There are horny women and they can have diseases, you have to use a condom.
  - You can not trust foreign women. That is why you have to use a condom with them.
  - Age and University year are good indicators to classify a girl. The older girls have more experience; you have to use a condom.
- **Phrases that reveal the real knowledge that the target audience has over the desired behavior:**
  - Condoms are for vaginal sex.



- Even though the target audience knows there are risks of pregnancy and diseases when you have sex without a condom, the information is incomplete and superficial, this influences the risk perception that the target audience deals with.
- **The target audience understands the mechanism of the products for their effectiveness:**
  - They have the knowledge that “diseases” exist and that they can get a girl pregnant, but they do not know the biological process and about how exactly the products work.
  - They do not also know about the percentages of effectiveness of the products.

### **Experience with the category:**

- **Past experiences of the target audience with the desired behavior:**
  - Men are the ones who buy the condoms.
  - Men put on the condoms.
  - Women do not have much contact with the condom in the purchase and manipulation moment.
  - There is no experience with the lubricant, it is not used
- **Experiences of the target audience with alternate behaviors:**
  - I did not use a condom because there was none at the moment and I was too horny.
  - I did not buy a condom because I did not have money.
  - I did not use a condom because she is using pills.
  - I did not use a condom because I ejaculated outside.
  - I did not use a condom because I was drunk. (Also under drug effects)
  - I do not use a condom because I know her well, since a long time ago and I know how she is.
  - I do not use lubricant because I do not know about it.
  - I do not use lubricant because it is hard to find..
  - I do not use lubricant because she thinks it is only for anal sex, I do not want her to think bad.

### **7. Brand Association:**

- **Emotional bond of the consumers with VIVE:**
  - There is no emotional bond with the brand.
  - When they were young boys they used VIVE.
  - They want to show an image of independent men, not of youngsters.
- **Ideas and attitudes that the consumers currently have about the brand:**
  - They prefer Durex and Scudo over VIVE.
  - Regarding lubricants, they are not clear about the brand because its use is very occasional.



# Gaby

## Guatemala

### Female 31- 40 years of age

Gaby is a 35 year old divorced woman. She completed her studies on Business Administration and she dreams of studying a master's degree on a weekend study schedule. With this new degree she expects to apply for a better job with a higher salary. Currently she earns Q 9,000.00 plus the alimony given by her ex husband for the child. The position she currently is currently in is in a management level in the business sector.

Gaby is raising her son by herself and lives in a house she is buying in a middle class condominium in San Cristobal. To help herself, she rents a room to a girlfriend. Every month she must pay the loan of the house. The car she drives is an agency bought Spark, gray, which has already been paid.

She dresses up with tailored suits that she buys (in Chinese stores) and always wears high heels (on sale). She wears her hair straight and irons it frequently. She likes to have her nails and hair well done; even though she cannot go to the beauty salon very often, she would love to. The accessories Gaby usually wears are golden, silver or made of stones. In her closet, you can predominantly find tailored suits of serious colors. The dresses are arranged by color. The shoes are diverse and big and fancy hand bags predominate except for the ones that are for parties.

Gaby does not have a maid who lives in her house, but a lady goes every day, who does the laundry, the ironing and cleans up the house. Even though she has a washing machine, she uses a rope to hang out the clothes, since she does not have a dryer because electricity is very expensive.

The furniture of her house is new, she likes a fancy style. To get a better price, Gaby went to San Juan Sacatepéquez to order her furniture instead of buying it in the city stores. The decoration of her house is mostly with products of *De Museo*. The house is always in order just in case a visit comes (her friends from college or from the office or her sweetheart). For this same reason she always keeps wines.

Gaby's son is five years old. When she began looking for a school, she considered that the location was important. For this reason she registered him in a private school near her office to take him and pick him up easier and even in case of an emergency.

Gaby likes his son to look good, with nice clothes. She also likes to send the proper food in his lunch box and to have trendy toys.

Regarding to brands, Gaby gives importance to certain brands that define her style, for example: Lolita Lempicka, Carolina Herrera, Christian Dior, Clarins, Lancome and L'ebel creams for wrinkles.



Gaby tries to have quality time with his son during the week “Quality time with the little boy (nene)”. On weekends her son goes to visit his father or stays with his grandparents. These are the moments in which she takes the opportunity to see her SW or to go out on a trip with him around the country (she tries to do it frequently, for example every month and a half). If they do not go on a trip, she prefers to get together in her own house. In other occasions it is possible that she might get together with her SW and have sex before going to her office, at 6:30 am or at lunch time. Sometimes it might be at night but when the little boy is already asleep. Her girlfriend perfectly understands the relationship and it is not a problem for her.

Gaby’s sweetheart is almost her same age, although she has had opportunities with older and younger men. Her sweetheart is a comfort for her, she feels comfortable with him, because he listens to her, and keeps her company, and she can be a woman with him. She resents a little the fact that she plays a male role everywhere, to be able to compete.

Since she is sexually active but does not want more children, Gaby uses oral contraceptives, even though she also has considered to inject herself or to use the Cooper T. She has used condoms but only at the beginning of a relationship. She stops doing this when there is more confidence. Gaby is afraid of pregnancy, and she senses some risk with a STI (she has had experience or has heard about papilloma and candida infections) or HIV/Aids, nevertheless, she does not use condoms in a consistent way. When she uses condom, she likes it to be thin and well lubricated, of a good quality (Scudo, Durex and Vive). Even though she recognizes that the man is the responsible of buying the condoms, she keeps some just in case). She reads the Kamasutra, has videos, sex toys and manuals of how to improve sexual life with yoga. She keeps condoms in her house just in case. Regarding lubrication, she has had good experience but she can only use it in her house because it is easier to have it there. In other places such as motels, she does not use them because the presentation is very uncomfortable, too big and she does not like the sachet. This is why its use is not very frequent, and she knows about friends that do not even know this product.

Single or divorced mothers like Gaby, do not involve their children in a relationship until things look more serious and steady, although sometimes people do not wish to get to that level. Getting married and beginning a new family is not a priority for Gaby.

In case of getting serious with the Sweetheart and beginning a public relationship and even thinking to form a new family, Gaby is afraid of the arrival of a new baby thinking that it might take away the attention to the son she already has.

Gaby is very sweet and sensual in bed, now she knows more than when she got married and learned to try new things and to say YES. The frequency of the sexual relationships is weekly or every fifteen days.

The Sweetheart relationships of Gaby are more steady and longer than those of younger women. However, the final purpose is always the same, to have fun, to have someone to talk to and to have sex without any commitments, with nothing that will complicate the life style, their relationships are more rational than those of the younger girls.



To protect herself, Gaby uses certain criteria. If she had a relationship with a guy 7 or 8 years younger than her, she probably would use a condom. This relationship would become very attractive especially because it would make her feel a better woman because she can seduce a younger man.

The current Sweetheart of Gaby is a coworker called Carlos. Carlos is divorced and has a similar position in the company. Carlos is always looking good, he stays fit, smells good, his hair is always well trimmed and he is always shaved, he can use goatee beard to look different, but it is very important to smell like “productivity”.

Now Gaby gives a lot of importance to aspects such as economic stability, to have a car, to share something together, and to have friends in common. She likes a competitive man. If he is a man with a very good social position, if he is intelligent and handsome, Gaby might fall in love. In the case that one of them falls in love, it is possible to end the relationship or to go steady. If both of them were married, probably the relationship would continue without any steady expectations.

Even though Gaby is not interested in older men, since she is not looking for a father, she considers that there are attractive old men like some teachers in college.

Since Gaby is already a mature woman, she does not make tantrums, is less moody, she is practical, stable and independent compared to the younger women. Is a confident woman, prosper and independent. Gaby does not demonstrate that she needs her SW, she is independent. She prefers to be in her house, she does not worry, but when she wants to be with him, she lets him know that there is an opportunity to see him.

Between the places she likes to go are *Nais* and *La Zurich*, although she also likes to visit modern cafés when she goes out with her girlfriends.

### **How possible it is that Gaby would get involved with the SW to be his guarantor vs. not using a condom?**

They consider that it is more risky to be guarantor than not using a condom. Being a guarantor is for long term; possibly it is for a longer term than the relationship.

### **FoQus on Segmentation: Gaby**

**Desired Behavior:** Use of condom and water based lubricant

#### **1. Archetype (See attachment):**

- **Phrases that describe the personality and circumstances of the members of our target audience:**
  - They have experience with men.



- I am independent.
  - I am self-sufficient.
  - I am intelligent and determined.
  - They feel lonely.
  - The most important thing is her son.
  - She is not looking for engagement with a man, wants freedom and he may have freedom too.
  - They like to receive compliments and to look good.
  - I have style.
  - We have dreams and targets.
  - We have been through difficult things in life.
  - We are a little bit feminists.
  - We do not go out very much, but when we do, we do it for something.
  - They do not want a steady relationship for the moment, but they want to have sex.
  - Strong women but confused.
  - Women who outstand in their jobs, economically, are independent, single, but previously they have had long relationships, intelligent, fierce, and resilient.
  - They drink and smoke socially.
  - If the woman does not want, then nothing happens.
- **Demographic Data:**
    - Gender and age: Female 31- 40 years of age
    - Country: Guatemala
    - Monthly income: Q. 9,000.00
    - Divorced mother lives in San Cristóbal.
- **Habits:**
    - Works very hard and is competitive.
    - Sleeps a few hours because she works very hard and takes care of her son. She has to get up very early to get her son ready, prepare his lunch box and take him to school.
    - Spends quality time with her son.
    - She likes social life but less than before. She prefers to go out to places where she can talk, where it is easy to look and to be seen.
    - I drink alcohol and cigarettes in a social manner. She tried drugs just for curiosity when she was in college, but now she does not use them anymore.
    - She likes to take care of her personal appearance, for which she likes to go to beauty salons, but she does not go frequently because she has other economical priorities. She also likes to go to shopping malls for a walk, to the movies or for coffee, although she does not do it as frequently as she would like.
    - She goes to the gynecologist and the pediatrician.
- **Values:**
    - Maternity (Quality time with the little boy), family.
    - Responsibility.





- Independence, although in a future I would like to be with someone, marriage is not a priority.
  - Control.
  - Hard-working.
  - Sensuality, beauty.
  - Effort of self-improvement (College education as a way of improvement or to set up a business of my own).
  - Health.
- **Aspirations:**
    - To give her son all the best education, recreation, clothing, shoes, etc.
    - To be in fashion, to look fancy and sensual.
    - To feel desired.
    - To have economic stability, to climb up in relation to work.
    - To keep studying, to have a master's degree that will allow her to have a better job and a better salary.
    - Achieve her professional targets.
- **Needs:**
    - Financial needs; what she earns is never enough since she is paying her house, her car, etc.
    - Need of information about sexuality, not only a pap smear test.
    - Need of affection.
    - Need to be supported.
    - Need to be accepted.
    - Time for themselves.
- **Concerns:**
    - How to ensure the economic resources.
    - The future and present of her son.
    - That the school of her son is near in case of an emergency.
    - Relationships (to find someone who is worth it, but not now, later on).
    - To keep being attractive and sensual.
    - The social perception about her (What her parents and others say about her).
- **Fears:**
    - To get pregnant again.
    - To lose her job.
    - That something happens to her son.
    - Not being able to give the best to her son.

## 1. Beliefs to reinforce:

- **Phrases of the target audience that express the benefits of the desired behavior:**



- The condom prevents undesired pregnancies and diseases.
  - Even though they are using the pill, the condom is obligatory with anyone.
  - She needs to be careful.
  - Women are the ones who take more care of themselves.
- **Phrases of the target audience that express positive attitude towards the desired behavior:**
    - I take care of myself. .
  - **Incentives for the desired behavior:**
    - Condom: She does not get pregnant.
    - If the Sweetheart is younger.
    - Lubricant: a little bit unknown
- 2. Beliefs to change:**
- **Phrases in which the informants express the costs and disadvantages of the desired behavior:**
    - In the rush, the condom foil remains unopened inside the night table.
    - There is a need to be satisfied without much complications.
    - When there is confidence a condom is not necessary.
    - Use condoms to protect themselves from pregnancy, and if not they just pray to God...
    - If I know my Sweetheart very well, I know he is healthy.
  - **Phrases in which the informants express negative attitudes towards the desired behavior:**
    - Women are embarrassed to buy condoms.
  - **Barriers for the desired behavior:**
    - Men are responsible to use protection against the diseases; women on the other hand are responsible for not getting pregnant.
    - Man is responsible of buying it, carrying it, and putting it on.
    - Condoms are not always used, because when they are so drunk, they do not care anymore.
    - Some other times when the guy just does not want to and the girl does not stand firm, they ignore the topic of condoms.
    - The condom is not essential for this relation to happen.
    - To be using pills, injections or cooper T.
- 3. Behaviour strategies:**
- **Techniques or methods that the members of the target audience use to surpass the barriers that they face to perform the desired behavior:**
    - A friend only uses condoms because she thinks that pills or hormones may damage her system, so she prefers to use condoms only, whether she carries them in her purse or he takes care of buying them or having them in his apartment.



- To use thin, well lubricated and good quality condoms.
- **Three necessary elements: Intention to perform the behavior, an obstacle and the action to surpass the obstacle:**
  - Some women want to use protection, but the man does not have a condom, or does not want to use it, the girl must stand firm.
- **Examples of these techniques include location of social support, management of peer pressure, access to financial resources:**
  - One of the cases, she always had a condom in her purse; she had it in her purse...
  - You have to stand firm...
  - Negotiations to wear a condom are made with the Sweetheart.
- 4. **History of purchase:**
  - **How the members of the target audience acquired the condoms and the water based lubricant?**
    - The man is the one who is in charge of buying them and taking them to the encounter.
    - If they did not buy them previously, they have to buy them in a gas station or a drugstore.
  - **This includes how those who do not buy condoms and water based lubricants acquire alternatives to the desired behavior:**
    - The alternative behaviors are the use of other methods of contraception that give security to the woman of not getting pregnant in spite of not using a condom.
    - Commonly she buys her own contraceptive pills.
  - **In case there are no particular obstacles for the purchase of condoms and water based lubricant:**
    - To have available some condoms and water based lubricant in the places that the target audience frequents.
- 5. **Opportunities of encounter with the target audience:**
  - **Where and when can the members of the target audience be found?**
    - Universities
    - Jobs, offices
    - Restaurants
    - Shopping centers
    - Gymnasiums
    - Beauty salons
    - Bars
    - Cafés
    - Discotheques



- Motels
  - Beach
  - *Antigua*
  - *Pana*
  - *Rio Dulce*
  - Movies
- **Effective communication: Media preference:**
    - Radio in the car
    - Not much TV but they watch cable, some series of Sony, Warner, etc.
    - Messenger
    - Hi5
    - Facebook
    - Cell phone, text messages
    - YouTube
    - Movies
    - TV Azteca
  - **Real life models that the members of the target audience trust and listen to:**
    - Artists
    - Famous models
    - Young professionals
    - Young businesswomen
- 6. Knowledge:**
- **Phrases in which the target audience states its ability to distinguish between the desired behavior and the alternate behaviors:**
    - The pills prevent pregnancies and make me feel like a woman.
  - **Phrases that reveal the real knowledge that the target audience has over the desired behavior.**
    - Disinformation.
  - **The target audience understands the mechanism of the products for their effectiveness:**
    - Although they have certain knowledge about sexuality especially about the issue of pregnancy, in general they do not have important information about STI and HIV.
    - There is no perception of risk.
- 7. Experience with the category:**
- **Past experiences of the target audience with the desired behavior:**



- Men are the ones who buy the condoms and even if the woman asks, they not always use them.
- Concerning the lubricant, they do not have much experience, practically they do not know it, nor use it.
- **Experiences of the target audience with alternate behaviors:**
  - Do not use condom because they did not have at that moment.
  - Does not use condom because another contraceptive method is being used, pills.
  - Do not use condom because they are drunk.
  - Do not use condom because there is confidence.
  - Do not use condom for the rush.
  - Do not use condom because he ejaculates outside.
  - Do not use condom because she already had an operation.
  - When they are so horny, do not use condom because they do not care.
  - Do not use condom because does not feel the same.
- 8. **Brand Association:**
  - **Emotional bond of the consumers with VIVE:**
    - There is no emotional bond with VIVE.
    - Nevertheless, they knew the brand when they were younger.
  - **Ideas and attitudes that consumers currently have about the brand:**
    - Regarding the brand, she does not choose, he is in charge of buying them. They prefer Scudo, Durex rather than VIVE.
    - Condoms with flavor are attractive, although a bond with VIVE is recognized, it is not very strong.
    - Regarding lubricants, there is no clarity in the brand because the use is very occasional.
    - In some cases baby oil substitutes the lubricant.

# RICARDO

## Guatemala

### Male 31 – 40 years of age

Ricardo is 35 years old, he got divorced two years ago. He got married when he was 26, when his girlfriend, at that time, got pregnant. The marriage never was good and they always had problems. After 7 years of marriage, the couple decided to divorce. The mother has the custody of their only son.

Ricardo studied Advertisement and he desired to be a creative director, but for the necessity he left his dream and is working as brand manager for a middle-sized company, as he says: “I have to prostitute myself regarding work.” Currently he earns about Q. 9,000.00 monthly which is to cover the needs of his own and his son. He gives Q. 2,000.00 to his ex wife to pay the alimony of the child.

Two years ago Ricardo rented a small apartment on the second floor of a house located at *Colonia Mariscal, zone 11*, where he pays around Q 2,500.00 with services included. It is an apartment of two bedrooms, with kitchen and a small living room. One of the bedrooms is arranged for his son. In the living room there are two sofas, a flat screen television of 34 inches and a Nintendo Wii, where Ricardo plays with his son. In the kitchen/laundry there is a small stove, a microwave, a small refrigerator and a washing machine. Twice a week a lady does the housekeeping, she washes and irons the clothes and prepares something to eat for the week.

Ricardo cares for his image; he wears Dockers to his job and modern dress shirts or polo shirts. On weekends he wears jeans and neat polo shirts, he wears expensive lotions that he buys in *Fetiché* when they have sales. He takes the opportunity during these moments to impress and hook up some hostess who works there. Ricardo wears Speedstick deodorant. He has a PALM that he bought with *VISA Cuotas* (Payments of credit card) and wears a Fossil watch. He is in good shape; he eats well and plays soccer with his friends. In his house, there is a bar with good liquors. To save some money, he buys the smuggled liquors. For the drinks, he keeps pork rinds, canned sausages, *Sabritas* and Pringles. He has a good sound equipment and assorted music to give some atmosphere.

When he goes out of his job, he gets home and checks the internet to have fun, he checks his facebook account which he just created, looks at pictures of his son and his friends and chats in the messenger. Usually he watches television programs (Discovery Channel, comedies of Sony, Warner, Nat Geo, ESPN, HBO, Cinemax or soap operas of TV Azteca).

When he gets home, he drinks a beer lying down in the sofa while he watches TV; sometimes he plays videogames if he is not so tired. During the week he calls his “chicks” (sweethearts) just to ensure a date for the weekend and to keep them thrilled and horny. During this call they talk about sexual things to keep the flame and he already knows who is going to be free. Regarding the sexual, he likes to talk dirty to them. When he has sex for the first time he wears a condom unless he is drunk or if he calculates that the girl does not look dirty. Usually with girlfriends that he does not trust he would wear a condom, but with



girlfriends of confidence and that are taking pills he does not wear one. When he uses condoms with other girls he prefers to use Durex and Trojan, because they give him security, since they look more “premium” and are more expensive, this helps him impress the girls.

He will always use condom when he doubts of the girl because he think she may have some disease and/or does not want to get them pregnant, and he won't use it when there is a lot of trust, when she is using some other method or in some occasions when he is too drunk and very horny.

Ricardo has never been addicted to drugs, but sometimes, in parties or when he goes to the beach with his school friends he smokes marihuana.

Regarding his personality and character, Ricardo is polite with women and with older people, he is a nice person with everyone, he is supportive with his buddies and he likes to be in peace. He is sincere and direct; when he talks to people he looks into the eyes.

Ricardo knows that he is irresistible to some of the school teachers of his son. He also realizes that being a young, single and caring father is a very attractive aspect for all women. He takes advantage of this very well.

Ricardo drives a black 2001 *Jetta*, with tinted windows, that is in very good conditions, he does his best so the car looks good and he even invested in rims and in a good stereo.

Eventually he plays soccer with his friends, he is not a great soccer player but he enjoys this activity and to socialize with his friends. After this he goes to eat a *ceviche* (*seafood cocktail*) to the *Estero* or *Los Chavos*.

Currently Ricardo enjoys being single, which he could not do in the past. Although currently he is not looking for other steady couple to get married, he thinks about the possibility to do it in the future since it is very difficult to live alone. Some day he would like to have someone who would cook, make him company, care for him and help him to keep the house pretty.

Ricardo is not very happy with his current reality and would like to earn more, this worries him since sometimes his budget is very tight. However, he does not seem to be doing something concrete to reach his targets. In spite of this under the effects of alcohol, he has planned projects with some friends, these projects include opening a bar, also a car wash and also an Internet café.

Ricardo has three groups of friends: School friends, college friends and the ones from the office. He shares different moments and activities with each group. School friends get together about three times a year in special meetings at houses, the beach, etc. It is always fun to see friends. With college friends he goes out to party to bars. With the people of the office he plays soccer and to the *ceviches*, because some of them have to work Saturdays and take the opportunity to go to the game after the office.

Currently Ricardo has three Sweethearts (Sw), he met one of them in the office a few years ago. They got alone very well because both were going through divorce. She quitted her job because she got a better

opportunity in other company. However, they keep in touch and see each other when there is a chance. Another one of his SW is an intern at the office. He has very intense relations with her at lunch time, or they take advantage when he gives her a lift to the university. The third one and who he sees less frequently is an old friend from college, she is married and she knows her husband is unfaithful to her, so she decided not to complicate and enjoy life too, without complications. Since her husband has a good job, it is not convenient for her to leave him, so the SW relation with Ricardo works perfectly.

Since Ricardo is charming and a gentleman, he always has the opportunity to have one or several Sw. He is so good that even when he stop seen them, they still think that he is charming and they forgive him.

## **FoQus on Segmentation: Ricardo**

**Desired Behavior:** Use of condom and water based lubricant.

### **1. Archetype (See attachment):**

- **Phrases that describe the personality and circumstances of the members of our target audience:**
  - I had to assume responsibility ...(fatherhood)
  - You have to face up life.
  - I had to prostitute myself (he took a job he does not like for the money).
  - We like drinking bout.
  - I do not feel like hooking up, I already have my same girls there, but if an extra girl appears I have to take the chance.
- **Demographic Data:**
  - Gender and age: Male 31- 40 years of age
  - Country: Guatemala
  - Monthly income: Q. 9,000.00
  - Divorced father.
- **Habits:**
  - Sedentary, although he plays soccer for fun.
  - He does not play soccer as a sport or for health; just to get together with his friends and then go for beers and eat a ceviche.
- **Values:**
  - Responsible fatherhood
  - Friendship
  - Financial responsibility
  - Does not like to get stressed, he does not like to be annoyed.





- **Aspirations:**

- To be financially independent
- Be able to find the job of his dreams.
- To demonstrate his creative talent at work or business.
- To give his son everything that makes him happy.
- To help his son to achieve his dreams.

- **Needs:**

- To improve his income. To earn more because he is already realizing that he has to change his car and the expenses of the child are increasing.
- Sometimes his parents help him, they invite him the weekends to eat and give good presents to the child.

- **Concerns:**

- His son, his situation.
- To have no money.
- To lose his house.
- To lose his car.
- That one of his Sweethearts gets pregnant.
- That some woman will tell her that she is pregnant and the baby is not his and he will have to maintain that baby.
- The men who go out with his ex wife, because he does not want competition with other men concerning his son, because he is not jealous of his wife anymore.

- **Fears:**

- To get married again.
- Loneliness
- To have more children
- To lose his job.

## 2. Beliefs to reinforce:

- **Phrases of the target audience that express the benefits of the desired behavior:**

- The condom prevents an undesired pregnancy and diseases.

- **Phrases of the target audience that express positive attitude towards the desired behavior:**

- It is not obvious.

- **Incentives for the desired behavior:**

- Prevent complications, prevent pregnancies.
- Prevention of diseases (Although the risk perception is minimum)



### 3. Beliefs to change:

- **Phrases in which the informants express the costs and disadvantages of the desired behavior:**
  - Condom reduces sensibility
- **Phrases in which the informants express negative attitudes towards the desired behavior:**
  - The use of condom makes evident the possibility that someone of the couple is having other relationships.
  - The lubricant is just of anal sex. This is not well looked upon.
- **Barriers for the desired behavior:**
  - Level of confidence with the Sweetheart.
  - The fact that the Sweetheart is using another contraceptive method.
  - The appearance of the Sweetheart is pretty, clean and healthy.
  - The pleasure
  - To use a condom is a “huge turn off”
  - Regarding a lubricant: General ignorance and it is only associated with anal sex.

### 4. Behaviour strategies:

- **Techniques or methods that the members of the target audience use to surpass the barriers that they face to perform the desired behavior:**
  - To remember the risks of an undesired pregnancy.
  - To remember STI.
- **Three necessary elements: Intention to perform the behavior, an obstacle and the action to surpass the obstacle:**
  - Ricardo knows that it is important to use condoms.
  - An unexpected moment to have sex occurs or under the influence of substances such as alcohol.
  - There is no action that could help him to surpass the obstacle.

### 5. History of purchase:

- **How the members of the target audience acquired the condoms and the water based lubricant?**
  - Condoms: supermarkets, drugstores, gas stations. First they look in supermarkets to save a little bit of money.
  - Water based lubricant: There is no purchase.
- **This includes how those who do not buy condoms and water based lubricants acquire alternatives to the desired behavior:**



- The Sweetheart is using other contraceptive methods.
- They have “a capella” sex (Without condom)
- **In case there are no particular obstacles for the purchase of condoms and water based lubricant:**
  - To have available some condoms and water based lubricant in the places that the target audience frequents.
  - Actions to achieve a change of perception about the lubricant.
- 6. **Opportunities of encounter with the target audience:**
  - **Where and when can the members of the target audience be found?**
    - Jobs, offices
    - Playfields
    - *Cevicherias*
    - Movies, matinee, children movies
    - Restaurants for children (weekends)
    - Supermarkets
    - Stores of the neighborhood
    - Bars
    - Cafés
    - Discotheques
    - Motels
    - Beach
    - *Antigua*
    - *Pana*
    - *Rio Dulce*
  - **Effective communication: Media preference:**
    - Internet
    - Cellular with payment plan
    - Cable TV
    - Radio: *Infinita* (in the car)
    - Channels such as: ESPN and other sport channels, NatGeo, Discovery, Survivor, TV Azteca.
    - *Prensa Libre* (although he is not subscribed).
  - **Real life models that the members of the target audience trust and listen to:**
    - His parents
    - Other men in his same situation that have succeeded.

7. **Knowledge:**



- **Phrases in which the target audience states its ability to distinguish between the desired behavior and the alternate behaviors:**
  - A condom must be used to prevent pregnancies and STI.
- **Phrases that reveal the real knowledge that the target audience has over the desired behavior.**
  - When his girlfriend got pregnant they did not use a condom, they took the risk. Now he understands about the pregnancy by his previous experience. He also knows about the risks of STIs, but he associates these with FSW.
- **The target audience understands the mechanism of the products for their effectiveness:**
  - Understand the function of the condom; with the Sweetheart they just focus in its use to prevent pregnancies. If he had relations with a FSW, he would use it to prevent STI.
  - There is no major perception of risk with the Sweetheart, only of pregnancy, that is why he does not use condom, only for vaginal sex.
  - The lubricant and its general benefits are unknown.

#### 8. Experience with the category:

- **Past experiences of the target audience with the desired behavior:**
  - It is known that the right thing has been done, but there is no satisfaction.
  - One of his sweethearts was allergic to latex. That is why she preferred to take pills.
  - Two years ago the condom tore off; he thinks he did not put it correctly.
- **Experiences of the target audience with alternate behaviors:**
  - “A capella” (without condom) feels better.
  - Since my Sweetheart takes pills and I trust her we do not use condom.
  - Condoms have to be used with young girls, now they are very promiscuous and you do not know them well... I am afraid with them.

#### 9. Brand Association:

- **Emotional bond of the consumers with VIVE:**
  - There is no emotional bond with the brand.
  - When they were very young they used VIVE.
  - He wants to project the image of an independent man not that of a youngster.
- **Ideas and attitudes that consumers currently have about the brand:**
  - They prefer Durex and Scudo before VIVE.
  - Regarding lubricants, there is no clarity with the brand because there is not much use.



# FoQus on Segmentation Nicaragua



# Nicole

## Nicaragua

### Female 20 -30 years of age

Nicole is a Young woman of 23 years of age, native of Managua. Now she lives in Sandino City, she is a single mother and lives in an extended pattern of residence (with his parents, brothers and sister and even her grandparents). Although this is practical for her economy, for the survival and raising of her child is not her ideal; since her mother is constantly calling her attention for some attitudes that she considers lacking of moral restraints, for example, the enjoyment of the party, alcohol and guys. On other hand, her girlfriends describe her as funny, responsible, materialistic and very flirty.

Currently, one of the things that frustrates Nicole is not being able to find a well paid job. That is why she dreams to finish her Accounting studies and to find a good job. However and despite of the dream, Nicole does not make the necessary efforts to make it true. To have economic resources, Nicole sells beauty products in an informal way and sometimes she has some money that the father of her son gives her, but this does not happen in a regular pattern. Last year, she had the opportunity to work in the duty free zone; there she found a “bomboncito” (sweetheart) with whom she had lots of fun. Even one time, she had sex with him in the same place of work.

When she is at home, Nicole does the household chores and watches soap operas. But what entertains her the most is to send text messages from her cell phone or to be on the phone with her girlfriends or with her sweetheart. Sometimes she has the opportunity to chat by internet in a cyber café (although this is not frequent).

On weekends Nicole takes the opportunity to go dance with her girlfriends. To leave her son without any problem, she asks for help to one of her sisters who understands her... and who someday will receive the favor back from Nicole... Not having money is a characteristic of the Nicole’s life style, however, that is not a concern to go out and party because, since she is young and pretty, she knows that she will find someone to invite her and her girlfriends.

When Nicole talks to her friends about the kind of guys she likes, she is very clear when she says she likes the guys like the ones of the soap operas. She would like to have men with a car, and that invite her to good places, discotheques, karaokes, restaurants and good hotels. Some of them can even give her a good amount of money just to please her and be with her. After all, what Nicole wants is to be loved by a good man and feel considered by him. While this guy comes around, Nicole has more than one sweetheart, she may also have even five simultaneously during the same year. Among the things she is interested in a sweetheart is that he has money, car and looks. However, she worries to get pregnant and the responsibility that this entails, considering that she already has experience and knows what having a child means.



Her self-esteem is focused on looking attractive, young, beautiful and sexy. That is why she is interested in follow fashion trends. She is interested in clothes, shoes and makeup. She worries about getting fat and old. Among her dreams are to have her own house, vehicle, trips, security and education for her son.

The relationship that Nicole has with her sweetheart is characterized by being a little bit more equitable than other types of relations, as marriage or courtship. In this case, they decide if they get together or not and at what time (in general the woman decides if she wants to have sex or not, if she does not want to, she makes up an excuse). However, the man keeps assuming the active role and terms of the relation. In despite of this, they still have certain level of romanticism.

In one occasion, Nicole accepted to go out with a sweetheart but only if her girlfriends could go along. The sweetheart told some of his friends, and they paid the whole check. In sexual terms, they are also dominant and ask for some pleasures...

Nicole likes to experience sexual relationships with different men and satisfy them with different positions. It is not a big problem for her to talk about sex and the use of condom, although she says that the protection is very important for her, there are occasions in which she does not use a condom. This situation is when there is a lot of confidence or when the man insists. However, she states that she knows that men are naughty and they do not take a condom on purpose. If they do not carry one, it is better for them. That is why some women carry condoms in their purse.

Even though Nicole does not use water based lubricant, she knows that some of her girlfriends use it to have anal sex. What worries Nicole most is another pregnancy and cancer, although she is also aware of the risk of infections (STI/HIV). The STI and HIV are secondary worries for her because she does not have perception of risk. Regarding cancer, she worries about uterine and breast cancer. This last one worries her because of the impact that the treatment may have in the esthetic of her body.

Although Nicole always is giving advises to her girlfriends, she does not always follows her own recommendations.

Even though Nicole did not have a very intense relationship with the father of her son, now she chooses to have a sweetheart, she can even have three at the same time. It is part of being young and pretty...

## **FoQus on Segmentation: Nicole**

**Desired behavior:** Use of condom and water based lubricant.

### **1. Archetype (See attachment):**

- **Phrases that describe the personality and circumstances of the members of our target audience:**
  - We are pretty, young and flirty.
  - We like to party.



- We want a man who considers us, a stud.
- **Demographic Aspects:**
  - Gender and age: Female
  - Country: Nicaragua
  - Monthly income: unemployed for the moment
  - Single mother
- **Habits:**
  - Housework
  - To take care of her son.
  - To watch soap operas
  - To talk to her girlfriends and sweethearts (text messages in the cell phone, calls, sometimes internet)
  - To party
- **Values:**
  - Maternity
  - Beauty, youth and physical attraction
  - Friendship
  - Romanticism
- **Aspirations:**
  - To finish studying
  - To find a good job that allows her economic independence.
  - Her son's wellbeing and security.
  - A soap opera handsome young man
  - To go for rides
  - To be invited "everywhere"
  - Freedom
- **Needs:**
  - Needs money, someone who will support her economically or a way to get money.
  - Education for her and for her son.
  - Information.
  - Self-esteem
- **Concerns:**
  - Economic security
  - To find a couple, "a good man, but not without a penny".
  - That her parents and family do not find out that she has sweethearts.
  - That someone will discover her with the sweethearts.





- **Fears:**

- Pregnancy
- Cancer

- 2. **Beliefs to reinforce:**

- **Phrases of the target audience that express the benefits of the desired behavior:**

- The condom prevents an undesired pregnancy.
- The condom helps prevent diseases.

- **Phrases of the target audience that express positive attitude towards the desired behavior:**

- We have to take care.

- **Incentives for the desired behavior:**

- To prevent a pregnancy.

- 3. **Beliefs to change:**

- **Phrases in which the informants express the costs and disadvantages of the desired behavior:**

- Does not feel the same.
- Some men do not like the condom.

- **Phrases in which the informants express negative attitudes towards the desired behavior:**

- Latex irritates and bothers.

- **Barriers for the desired behavior:**

- Level of confidence with the sweetheart (There is no perception of risk).
- Influence of alcohol
- Men do not want to use condom, it bothers them. "Men are naughty...they do not carry condoms; this is why women must carry condoms in their purses", "You put your body and I put the protection".
- Immediate satisfaction

- 4. **Strategies to behave:**

- **Techniques or methods that the members of the target audience use to surpass the barriers that they face to perform the desired behavior:**

- Women carry condoms in their purses.
- Some women put the condom on the man, when they are stimulated by this action they appreciate it and they can even ask for it.



## 5. History of purchase:

- **How the members of the target audience acquired the condoms and the water based lubricant?**
  - They buy them in grocery stores or drugstores.
  - They use the ones that the motel gives away

## 6. Opportunities of encounter with the target audience:

- **Where and when can the members of the target audience be found?**
  - Duty-free zone
  - University
  - Discotheques
  - Karaoke
- **Effective communication: Media preference:**
  - Radio
  - TV, Channel 10 (during Colombian soap operas, music videos).
  - Messages of the cell phone
  - Internet
  - Newspaper –*Nosotras* Supplement.
- **Real life models that the members of the target audience trust and listen to:**
  - Shakira
  - Beyonce
  - Rihanna

## 7. Knowledge:

- **Phrases in which the target audience states its ability to distinguish between the desired behavior and the alternate behaviors:**
  - My girlfriends know who they do it with. They know with whom to use a condom.
  - With the sweetheart you experience things that you do not do with a steady couple (including anal sex). However, for this, condom are not used, sometimes lubricant is used (not highly reported).
  - In one occasion a girlfriend did not use a condom, but she did not care because she was taking pills.
- **Phrases that reveal the real knowledge that the target audience has over the desired behavior.**
  - For anal sex lubricant is necessary so it will not hurt so much (not highly reported).
  - The condom also helps to prevent diseases.



## 8. Experience with the category:

- **Past experiences of the target audience with the desired behavior:**
  - Condom is used eventually with casual couples.
  - It is expected that the man will be responsible for the condom.
  - The lubricant is used for not feeling pain in the anal part, but a condom is not used.
- **Experiences of the target audience with alternate behaviors:**
  - If a condom is not used, nothing happens because my friend takes pills, or has copper T.
  - The contraceptive methods give security.
  - Do not use condoms since her partners ejaculate outside.

## 9. Brand Association:

- **Emotional bond of the consumers with VIVE:**
  - Body Guard and Vive are the only options.
  - Even the ones in hotels are of these same brands.
- **Ideas and attitudes that consumers currently have about the brand:**
  - No comments were received regarding the characteristics of the brand.
  - Association of flavors with Vive condoms.



# Pedro

## Nicaragua

### Male 20 – 30 years of age

Pedro is a Young man of 24 years of age who works in *Mercado oriental* in the business of some relatives. Additionally he studies Engineering at the *UNI*. He lives in a low class neighborhood known as *Edgar Murgía* with his parents, who still help him financially.

He uses condom when he is with his sweetheart or with a person that he just met, and he does not use one with his couple because she takes pills. The brands of condoms that he uses are *Vive* and *Body Guard* which he buys in gas stations, drugstores and grocery stores.

Pedro loves to know that he is able to seduce more than one...since he has two girlfriends and also two friends with whom he has sex. This makes him manage two or three couples at the same time.

Although Pedro recognizes the importance of using protection, condom, he does not always use it since he is not having relations with sexual workers but with persons he knows. However, with one of these friends, the one he met at the *CHAMAN*, he began to use condom (on the first encounters) however, as time went by, now he has more confidence and thinks it is not necessary to use condom.

Pedro is very careful so his mother will not find out that he has “other friends”, since his mother likes his girlfriend and she would call his attention. In despite of this, he knows that even if his mother calls his attention, at the end she will cover up for him.

Pedro recognizes that he loves and respects his girlfriend, but that is why he gets bored a little with her, since everything is traditional with her. On the other hand, with his friends (sweethearts) he can experience interesting things and bring excitement to the sexual relation. With them he even has been able to have anal sex, in which he is very interested because he has seen it on movies. Although he recognizes that he has to convince a little the women to have anal sex, at the end the experience is good for him because it is tighter. It appears that his friends (sweethearts) feel pain or it possible bothers them, but he knows that he has to do a little bit of work to convince them and give them what they want too to satisfy them. The sex with them is more intense.

When Pedro manages to get some money, he pays motels where he can take his female friends (sweethearts), there are several things of which he takes advantage in these places, for example the “spider” (*araña*) (swing-like chair to have sex in different positions) and on the other hand there is the advantage that he gets a condom there. So he does not have to complicate himself, since he knows that usually his sweethearts will ask him to wear it. Even when he has desired to ignore bringing a condom with him, there is always a sweetheart that carries one in her purse. Some of them even put it on him as a way to excite him.



Sometimes, when he goes out with his friends, they may go to brothels or places where there are sexual workers. Although this may be very pleasant, they have to have money to pay. With his friends (Sweethearts) it is more practical because he just has to call them, sometimes he puts money on their prepaid cell phones so they can keep in touch, but that is occasional.

Some day Pedro wants to get married with his girlfriend and have a family. However, he does not think he will stop looking for friends (sweethearts) to have that kind of relations; it is something we do... because if we don't, we get bored, but we do not fall in love with them, it is just for sex.

How do you make start the relationship? Friends at work, invitation to drink, I go to parties or bars and there I see find a way to hunt. They look in discotheques for easy women.

## **FoQus on Segmentation: Pedro**

**Desired behavior:** Use of condom and water based lubricant.

### **1. Archetype (See attachment):**

- **Phrases that describe the personality and circumstances of the members of our target audience:**
  - Works and studies.
  - We were all horny.
  - My brother lives in Europe, he left to send some money to his family.
  - On the afternoons I stay with my friends talking, having fun.
  - I live with my family
  - I like to play soccer.
  - The economic situation is difficult, I have relatives in Costa Rica.
- **Demographic Data:**
  - Gender and age: Male 20- 30 years of age
  - Country: Nicaragua
  - Monthly income: variable since he works in the *Mercado Oriental* with relatives.
  - University student.
- **Habits:**
  - His routine is based on the class schedules of the university, even his job, that usually it is not official.
  - He is no sportsman but he is interested in team sports, he has changed his previous interest of baseball to soccer, since the first one is seen as something for "older people".



- He makes a little bit of exercise at the gym, specifically lifts weights, but not for health but for esthetics. He wants to be muscled and he does not want to have big belly.
- He likes to go out to have fun with his friends, to drink beer and get women.
  
- **Values:**
  - The value of the family, the togetherness, the family provides for him and pays his studies. The religion from a social point of view. The family is catholic, it is a more open minded religion, and it is easier to manage than other religions. Pedro does not participate in young groups of his church. The young men he hangs out with are the friends of the university or the neighborhood. These have other interests, entertainment and idleness.
  - Supportive with friends.
  - Respects the house
  - He cares of what his parents say, he does not care of what other people say about him.
  - He manages the information to his convenience, he lies.
  - Double morality
  - Pedro is responsible in his job.
  - Pedro knows that he is being dishonest with his steady couple. But even when he is dishonest with her; it seems that he does not realize what he is doing. With his steady couple he has a strong feeling; he has been in that relation for more than a year, while the sweetheart is something casual. With his girlfriend it is love, with the sweetheart is entertainment.
  - He is always thinking about himself.
  
- **Aspirations:**
  - For now he wants to have more money for parties and be able to please himself with alcohol, dance and women.
  - Pedro is in the last years of his career and wants to graduate soon.
  - He wants to work in a big company that provides maintenance and services to businesses related to his career, to receive a good salary and to have a good economic position.
  - He wants to have his own business, which may be a cyber café or something related to his career.
  - He would like to have a car, at least a Suzuki, to have more possibilities to seduce women, respect, social status, and to be admired by his friends.
  
- **Needs:**
  - He needs money, someone who supports him economically or a media to get money.
  
- **Concerns:**
  - Pedro worries that some women with whom he has sex may get pregnant, since it is not in his plans.
  - He worries about his sexual health, not to get diseases.
  
- **Fears:**



- He is afraid of getting a STI, he is afraid to get the HIV test, he prefers not to know, and the fact of not knowing is related with not having the infection. ***“I used a condom that was not from a good brand, it tore off and I did not want to go out to buy another one and I had sex like that... It is a lesson not to do it without condom”.***
- ***“I felt that the condom tore off and immediately I thought of STI and HIV and I pulled it out”.***

## 2. Beliefs to reinforce:

- **Phrases of the target audience that express the benefits of the desired behavior:**
  - It is important for him what his family (mother, grandmother, etc) think about him. If they find out about the relations with these sweethearts.
  - He is a person who depends of his family which could be affected if they find out he has sweethearts.
- **Phrases of the target audience that express positive attitude towards the desired behavior:**
  - It feels the same with condom or without condom (work the idea in a pleasure level)
  - At this age, the amount of relations and women you have is highly valued.
  - Benefits of taking the test (afraid to do it). Additional to this, work has to be done to learn that undergoing the test and obtaining negative results, could be reinforcing the fact of knowing how to choose the couples, of the confidence to do it with the ones chosen, etc.
  - To rescue the idea that it feels good to undergo the test and get negative results.
  - There is a quote that states that before beginning a relationship with a couple, both took the test and therefore reinforce that it is a healthy behavior to do it.
  - The fact of being young does not make him immune to the risk.
  - The quote: ***“I do not want to live again the distress of a STI and that is why I do not separate myself from the condom”***
- **Incentives for the desired behavior:**
  - The trigger may be a STI experience.
  - The experience of a friend. (to rescue the aspect of support that is managed as a group)
  - To avoid the fact of stopping sexual activity for having a STI (that this could be mentioned between others)

## 3. Beliefs to change:

- **Phrases in which the informants express the costs and disadvantages of the desired behavior:**
  - Lubricant is just for anal sex.
  - It is better not to undergo the HIV test so you do not know.
  - Herpes is not a STI.
  - That family planning is enough for protection against STI and HIV.
  - The checkups with doctors are for women only.



- That petroleum jelly may be a lubricant.
  - The woman is who makes the decision of using a condom or not.
  - Why use a condom if I know her or she looks hot.
  - Alcohol cures STI.
  - I do not go to checkups and I do not take the test because I always protect myself.
- **Phrases in which the informants express negative attitudes towards the desired behavior:**
    - I do not go to checkups and I do not take the test because I always protect myself.
  - **Barriers for the desired behavior:**
    - I do not go to checkups and I do not take the test because I always protect myself.
- 4. Strategies to behave:**
- **Techniques or methods that the members of the target audience use to surpass the barriers that they face to perform the desired behavior:**
    - He argues with the girlfriend so that they will not go out.
    - Always pleases the girlfriend so she will not suspect
    - Makes her believe that everything she says is interesting and spends time with her.
    - The cell phone in vibrating mode.
    - My friend is who calls me and lets me know.
    - They involve their mothers to do them the favor. (To cover up with the girlfriend).
    - They take their couple for a ride and give them presents.
    - They never fight with the girlfriend.
    - Monday – Wednesday (girlfriend) Thursday disco (lady’s night)
    - They do not receive calls from sweethearts while being in their houses.
    - When they get a STI, they blame their steady couple.
    - To have a good relationship with women, they make them think that she is the boss.
    - They do not introduce the sweetheart to the family and do not give her their home phone number or address.
    - The sweetheart is addicted and she is always willing.
    - They compete with other male friends on who fucks who and who does it better (“hacer swim”, “la bateo”) the best technique for seduction.
    - More investigation would have to be done to know more about the technique that exists to know what they boast about using and that it works.
  - **Three necessary elements: Intention to perform the behavior, an obstacle and the action to surpass the obstacle:**
    - Not taking a condom but using the one that is in the motel.
    - Not taking a condom but using the one that the woman carries in the purse.
- 5. History of purchase:**
- It is bought at gas stations, drugstores, grocery stores or is available in the motels.





- **How the members of the target audience acquired the condoms and the water based lubricant?**

- Friends give condoms to each other.
- They give them away on the fairs in the university.
- The condom is considered as a symbol that if I am carrying along it means that I am the one who has more sex, etc.
- They buy them in gas stations.
- Women carry them.
- They buy them in drugstores and they also sell condoms in motels. (At least the first one is for free) you have to buy the rest.
- Lubricant is not for sale in motels.

## 6. Opportunities of encounter with the target audience:

- **Where and when can the members of the target audience be found?**

- Universities
- Duty free zone
- Repair shops
- Mercado Oriental
- Discotheques, karaoke, bars

- **Effective communication: Media preference:**

- Radio (*Futura, Hit, Juvenil, Romántica, Mi favorita*)
- Television (He watches the sports channel, music videos, cable, channel 8 which is a local channel, channel 79 of cable T.V. which is violent programming (*Mangas*)).
- Conferences in the university, personnel of NGO's.
- Internet (pages of Facebook, Hi5, etc)

- **Real life models that the members of the target audience trust and listen to:**

- Models: Daddy Yankee, Becam, *Grupo Aventura, Regge* from Panama.

## 7. Knowledge:

- **Phrases in which the target audience states its ability to distinguish between the desired behavior and the alternate behaviors:**

- There is no cure for AIDS.
- The condom protects from STI and HIV and pregnancy.
- AIDS is transmitted through sex.
- HIV tests are performed in health care facilities.

- **Phrases that reveal the real knowledge that the target audience has over the desired behavior.**



- “When I was penetrating the condom tore off and I did not want to go out of the room to find another one and we did it without protection and I also had oral sex with her. Two weeks later I began to feel an itching in my genitals and a burning sensation on the tip of my penis, something came out and a little bit of blood and a bad smell, I got sores... I went to the doctor... about twelve days later it was over, but it was a lesson of not doing it without a condom...

## 8. Experience with the category:

- **Past experiences of the target audience with the desired behavior:**
  - Condoms tear off when one wants to do other positions.
  - It does not feel the same with a condom.
  - They do not know the lubricant.
- **Experiences of the target audience with alternate behaviors:**
  - For not using condom I have had diseases.
  - When using tore condoms, difficult situations have happened.

## 9. Brand Association:

- **Emotional bond of the consumers with VIVE:**
  - The Platinum condoms are not good.
  - I use VIVE condoms.
- **Ideas and attitudes that consumers currently have about the brand:**
  - Body Guard and Vive are the most recognized.



# Gloria

(Secret of Love)

Nicaragua

Female 31 – 40 years of age

Gloria is woman of 40 years of age, mother of two children, without a husband. Although she has her university studies, she has not found an appropriate job since there are few opportunities. She is a very dedicated woman on whatever she has to do, which is why for now she dedicates mainly to her domestic duties, sporadic jobs and some “small businesses”.

Currently Gloria lives with her parents; they have their own house and some economic stability since they are retired. She still has their support and help. They are an honorable family. In the house, with her, live her parents, nephews and her own children. The house has a traditional style, has a porch, which is a very fresh place with plants and chairs, where the family, friends and neighbors sit down to talk and share.

Because of her situation and age, Gloria is in charge of the work in the house, although her mother helps her. She does the household chores and she is always concerned about the whole family. She does not receive instructions of the household chores since every one has assumed their specific roles inside the house. This family organization and pattern of residence seems very functional under the current circumstances of Gloria, although sometimes she would like her independence.

Among Gloria’s everyday activities, are the domestic activities, to straighten up the house, she does the groceries, socializes with relatives and neighbors and watches the soap operas. The channels she likes the most are the local channels where she watches Brazilian soap operas. She also likes to listen to the radio. If she could buy a magazine to read, she would buy *Vanidades*. Sometimes Gloria feels lonely and she looks for her girlfriends, goes out to parties, goes to karaoke, etc.

Gloria is cheerful, dreamer, responsible, dynamic and popular. Gloria is characterized for being outgoing and very communicative, but her life has not been easy. She lived historical moments of her country that have marked her. She had to harvest coffee, go through limitations and even hunger. Then she met the father of her children and moved in together to form a family. This experience was not very positive for Gloria who began drinking alcohol with regularity. Currently she is part of a group of alcoholic rehabilitation. Gloria smokes because that is a safety valve for her.

Gloria is very romantic and identifies herself with this musical genre. Gloria has secrets of love as most people do. She looks for a sweetheart for several reasons: loneliness, desire, company, and thinks she deserves to feel good with someone who treats her good. That is why she can have even three sweethearts during the same year, who are usually around the same age as her.

Gloria finds her sweethearts among her friends or in karaokes. Her parents and children do not get involved with her decisions since everything is managed with a lot of discretion and nobody must know about her



relations with sweethearts. Currently she is not looking for someone to get married, she wants economic independence, a stable relationship but without moving in together. She wants to have fun. Her priorities are her children; she would not change them for her sweethearts.

Gloria seems to be outgoing but deep inside she is conservative and cannot sleep outside her home. The sweetheart does not visit Gloria at her house, they get together in bars and that way they plan their dates. Her girlfriends know the situation and sometimes they cover up each other because they do the same.

On the weekends she gets together with her sweetheart, go out to eat, to discotheques, they move around by car which is also used to have sex. Sometimes they go to a motel.

When they have sex they do not use lubricants, but she would be open to use it to prevent discomfort of the condom. Due to her age, sometimes Gloria suffers of dryness and that is why she would use it. A friend of Gloria is diabetic and that is why she suffers of dryness, in Nicaragua there are a lot of woman that have Diabetes.

Women are clever and know what a man is searching outside his house. In a relationship the woman is in control. Both seduced themselves but at the end the woman is the one who dominates. Usually the relationship is over because there was something she did not like about the sweetheart.

One of her current major concerns is debts. They are not big, but she likes to spend the money in cosmetics, perfumes and stuff for her. She likes to look good. Because of her age, she already is "on the plump side", because you can tell them anything except fat.

The bigger expenses that worry her most are the needs of her children regarding their education, the expenses of university. Gloria wants her children to have a profession and to make their dreams come true.

As previously mentioned, Gloria has a few formal incomes, others through the informal commerce and, sometimes, she receives help from the father of her children. However, most of the house expenses are assumed by her father who is retired and receives his retirement. Sometimes the sweetheart helps her economically, but it is not a commitment. The sweetheart can give her a cell phone when hers is broken. Gloria accepts but she does not ask for things. Gloria pleases in bed (oral sex) to get what she is looking for.



## FoQus on Segmentation: Gloria (Secret of Love)

**Desired behavior:** Use of condom and water based lubricant.

### 1. Archetype (See attachment):

- **Phrases that describe the personality and circumstances of the members of our target audience:**
  - I am a cheerful woman, communicative and outgoing.
  - I am seductive, sensual and sexy, although sometimes people think I am a “slut” (zorra).
  - I am a hard-working and professional.
  - I am Zoyla (*soy la que lavo, la que plancho*) [Phrase used to express that someone is the one who does all the chores in the house]
  - I am mother and I would not change my children for a “sweetheart”
  - What interests me most is to maintain the image my children have of me.
  - I am a survivor of war. My youth happened during the time of guerrilla warfare so there was a lot of things that I could not “live” because the restrictions of that time.
  
- **Demographic Data:**
  - Gender and age: Female 31- 40 years of age
  - Country: Nicaragua
  - Marital status: separated
  - Education level: University (incomplete)
  - Place where she lives: *Colonia Maestro Gabriel*
  - Persons she lives with: Her parents, nephews and two children
  - Occupation: Housewife and sporadic jobs and businesses
  - Other incomes: Alimony of the father of the children and presents of the sweetheart.
  - Monthly income: Variable
  
- **Habits:**
  - During the day she dedicates to domestic activities: straightens up the house, does the shopping.
  - She has fun socializing with relatives and neighbors and watching soap operas especially the Brazilian soaps.
  - Some days, when she feels lonely, she looks for her girlfriends and goes to parties, visits karaoke, etc. In these places she finds her “sweethearts”.
  - She belongs to a group of alcoholic rehabilitation.
  - Gloria smokes, as a safety valve.
  - She makes an effort to look good, so she likes to buy makeup, perfumes and stuff for her.



- On the weekends she gets together with her “sweetheart”, they go out for dinner, to discotheque using the car which is also useful to have sex. Some other times she visits motels.
  - She can have even three “sweethearts” in a year, who usually are in the same range of her age. They do not visit her at her house, they get together in bars and there they plan their dates. Her girlfriends do the same and are aware of the situation of all of them, so the cover up to each other when necessary.
  - She never sleeps out of her house.
- **Values:**
    - Hard-working
    - Responsible
    - Wants to be a good mother
    - Respects her parents
    - Creative
    - Clever
    - Supportive
    - Vain
    - Looks for happiness
    - Positive
    - Conservative
- **Aspirations:**
    - To have a job in accordance to her university studies.
    - To have enough incomes to pay her debts.
    - To be independent of her parents.
    - She does not want to get married nor move in with any man, but she wants to have a steady relationship with a loving and caring man who is not violent. To have fun.
    - She would like to have a flexible schedule to perform all her roles.
    - To provide her children with education so they can be professionals.
    - To look always neat.
- **Needs:**
    - Professional needs, getting a job in accordance to her university studies.
    - Economical needs, to have money to pay her debts and buy the things she likes. Also to be able to pay the needs and education of her children.
    - Needs of independence, to be able to subsist without her parent’s help and live in another house.
    - Social needs, when she feels lonely she looks for her girlfriends to go out. She also has the support of a group of alcoholic rehabilitation.
    - Emotional needs, she looks for several “sweethearts” to have a good time without seeing the future as a couple. The long term relationships are not important.



- **Concerns:**

- She is concerned about being discovered in her sweetheart relations, that someone sees her and tells her family.
- That the family of the father of her children will find out and do something to her or to her house.
- That the father of her children finds out and will take away the parental authority over her children and that they do not love her anymore.
- To lose the status of responsible and model mother.
- The concern of her social role.
- She does not care if people gossip, while her children do not find out.
- She does not want to get pregnant, so she takes care to avoid it.
- She worries not to satisfy the “sweetheart”
- She does not want to lose the charm.
- To disrespect her parents, that they would have a bad image of her.

- **Fears:**

- Fear to be discovered in the sweetheart relation.
- That her children will not be professionals.
- Not being able to pay her debts
- Fear to be alone
- Fear to get pregnant that is why she uses other methods.

## 2. Beliefs to reinforce:

- **Phrases of the target audience that express the benefits of the desired behavior:**

- It feels good to use lubricant.
- When I am very dry, the lubricant is very useful.
- I do not want my children to get hurt because of my behavior that is why I protect myself against the diseases.
- NOTE: The use of condom is very rare.

- **Phrases of the target audience that express positive attitude towards the desired behavior:**

- I take the test because an ounce of prevention is worth a pound of cure.
- Lubricant may help in sexual relations, especially in anal relations.

- **Incentives for the desired behavior:**

- In case of dryness, because of disease or age, it is recommended to use lubricant.

## 3. Beliefs to change:

- **Phrases in which the informants express the costs and disadvantages of the desired behavior:**



- To have casual sex is not dangerous for health because you have to know with whom and when.
  - I do not use condom because I do not need it.
  - **Phrases in which the informants express negative attitudes towards the desired behavior:**
    - I trust my “sweetheart”, because I know him and he is not someone who has sex with anyone.
    - I have not taken the HIV test because I have taken other tests and other type of analysis and I think I am fine.
    - The condom is used only at the beginning of a relationship.
    - A condom is not necessary if the woman is under another family planning method or if she already had an operation.
    - Lubricant is just for anal sex.
    - Condom is not used in anal sex.
  - **Barriers for the desired behavior:**
    - Her main concern is not to get pregnant, so she uses other methods to take care and she does not use condoms.
    - When using condoms sensibility is lost.
- 4. eBehaviour strategies:**
- **Techniques or methods that the members of the target audience use to surpass the barriers that they face to perform the desired behavior:**
    - Couples may get together anywhere, gym, movies, and karaoke or baseball games.
    - She gets together with the “sweethearts” when the children are in school.
    - She says she has activities that last the whole day.
    - When she says she goes out with her friends, the truth is that she is with any of her “sweethearts”.
  - **Three necessary elements: Intention to perform the behavior, an obstacle and the action to surpass the obstacle:**
    - When she wants to use the condom as birth control (at the beginning), if the sweetheart does not want she ends with the relationship and finds another one that will accept.
    - When they will have sex and no one has a condom, she asks for it in the motel.
- 5. History of purchase:**
- **How the members of the target audience acquired the condoms and the water based lubricant?**
    - When they use it is because he takes it, she puts it on to give a sexy touch to the relation.
    - There are available condoms in motels (at least of the first relation)
    - Few women use lubricant.





## 6. Opportunities of encounter with the target audience:

- **Where and when can the members of the target audience be found?**
  - In her house
  - Where she does the shopping of the house
  - Parties
  - Karaoke
  - Discotheques
  - Motels
- **Effective communication: Media preference:**
  - Radio: *Romántica*, news, *Joya*, *La Pachanguera*
  - Television: soap operas, *nota roja*
  - Newspapers: supplements
  - If she could buy a magazine it would be “*Vanidades*”
- **Real life models that the members of the target audience trust and listen to:**
  - Gloria Stefan
  - Olga Tañón
  - Alejandra Guzmán
  - Jennifer López
  - Some hostesses of television magazine.

## 7. Knowledge:

- **Phrases in which the target audience states its ability to distinguish between the desired behavior and the alternate behaviors:**
  - Sex without protections produces STI.
  - The STI are less serious than HIV.
- **Phrases that reveal the real knowledge that the target audience has over the desired behavior.**
  - Not perceived.

## 8. Experience with the category:

- **Past experiences of the target audience with the desired behavior:**
  - The condom did not come out.
  - The ones that use condom have stated that it irritates them or gives them a burning sensation.
  - The ones that use lubricant recommend it.
  - The doctor recommends them the use of lubricant because diabetes dries the vagina.



- **Experiences of the target audience with alternate behaviors:**
  - Uses other birth control methods, for which she is not a common user of condoms.
  
- 9. **Brand Association:**
  
- **Emotional bond of the consumers with VIVE:**
  - She likes VIVE for the colors and tastes.
  
- **Ideas and attitudes that consumers currently have about the brand:**
  - She recognizes Body Guard and Vive.

# Juan

## Nicaragua

### Male 31-40 years of age

Juan is a man of 37 years of age, married and has two children with his wife, and a third child with other woman. Currently Juan works in automotive painting and is the owner of his own auto shop. A small shop but with a lot of work, although recently it has been low.

After lots of effort, Juan got to do his own house, so now he lives by himself with his wife and their two children. This is one of the achievements that Juan is very proud of, also that his children are studying to have a better future.

Juan has always enjoyed the company of his childhood friends, and two friends from his repair shop who he knows from a long time ago. He always goes out with them to party and drink.

His family is very important for him. He respects and loves his wife, but he recognizes in her a love that has lost emotion, it is routine, but it is love.

To get back the excitement of youth, Juan looks for new experiences, he has found some with neighbors, friends from the neighborhood (of childhood) and even with employees of Duty Free Zone, where Juan used to work as supervisor, and even young girls he meets at karaoke when he goes out to party with his friends.

Among the sexual practices of Juan, are the visits to whorehouses where he hires the services of sexual workers but also enjoys the hunting in discotheques, bars and karaoke. Juan says he is careful and protects himself with the workers, but when he is drunk, which is frequently, he forgets about it. When he goes hunting and something interesting comes out, he wears condom the first times, but when time goes by and with confidence he tries to prevent using it; since he does not have sex with practically everybody, he tries to choose them good.

One of the things that provoke him the most is to feel that he dominates the relation and that he can accomplish exciting things with his girlfriends. They usually ask for the condom, but he tries to avoid the use of it to have more sensibility, they usually insist, but he knows his capacity of seduction and it becomes like a game to try to convince her that it is not necessary. So in many opportunities he avoids the condom. However, when they go to motels, it is probably harder for Juan to avoid the use of condom since they give them away as part of the service. In this case it is very probable that he would use it but in vaginal sex, since he does not think it is necessary for oral or anal sex. At the end, what worries the most is a pregnancy and since usually her girlfriends are using another contraceptive method, he does not worry too much.



When he is at home and has sex with his wife, Juan does not wear a condom, he does not think it is necessary to do it, on the contrary, he trusts his wife so much that it would be ridiculous. Besides, she already had an operation.

All this, brings emotion to his life, which allows him to be calm in his house with his wife. At the end, the sweethearts do not demand anything; the important thing in those relationships is that there is no commitment by any of the parties, just the pleasure to have fun some times. Men already know that some woman are there for interest, for this reason they are very careful since they do not want to damage themselves by having economic commitments or of other kind. When he has money, he invites and when he does not, he goes to cheaper places. Like when he worked in Duty Free Zone as supervisor, that he even took the advantage to have sex with one of the workers under one of the tables of the court. That gives even more emotion to the relation and it is cheaper.

Mean while, Juan lives his life as a good father and husband, who fulfills his responsibilities, even though some times because of so many escapades and parties, things get complicated because he stays with few economic resources.

## **FoQus on Segmentation: Juan**

**Desired behavior:** Use of condom and water based lubricant.

### **1. Archetype (Se attachment):**

- **Phrases that describe the personality and circumstances of the members of our target audience:**
  - Juan has a happy personality.
  - He is optimistic, he makes an effort in life. He looks for the good things in bad days.
  - He is friendly, he likes to have friends
  - He is the one who “starts the parties”
  - He loves his wife and his children but he is not devoted to them.
  - He is a relaxed person does not get into problems.
  - If his wife gets sick he would look how to feed them and take care of the children. He would feed them with something easy to prepare, he would call his mother or sister.
  
- **Demographic aspects:**
  - Age: 37 years of age.
  - Marital status: Married
  - Children: Two with his wife and one with other woman
  - Lives with: His parents
  
- **Habits:**



- Work during the day
  - After work when they get home, they ask for a meal and then watch television (usually sports) and rest, which is very important for them.
  - Other forms of entertainment are the internet and listening to music.
  - Are followers of sports especially baseball.
  - They like to party (bacanal).
  - Among their interests they state the economic and also the sexual interests.
  - They have certain grade of spontaneity.
  - Their parents sometimes could let them have other women. However they would advise to be responsible with the children and that the wife does not find out that they are aware. They tolerate the situation because they do not want to get in trouble.
  - They do not help with the domestic chores.
- **Values:**
    - Hard-working
    - Faith
    - The fact of living in the house with their parents or in-laws is normal.
    - They do not do domestic chores since he provides the money. The wife and the mother serve him.
    - Are supportive with friends.
- **Aspirations:**
    - He wants a god job
    - To get a better health
    - He wants to improve his social condition
    - He wants to have his own house.
    - He wants to have a car.
    - He would like to have his own business.
- **Needs:**
    - Economic
    - Health
    - Sexual education
    - Vehicle
    - Rest
    - Technical updates or something that makes him be in a working advantage.
    - Needs to have control of money to feel that he has the domain of the situation.
- **Concerns:**
    - They worry about their economic situation
    - Their health (STI, HIV)
    - That his wife will discover his sweetheart relation and leave him, he would lose all the comforts that it implies



- **Fears:**

- He is afraid of losing his job.
- If the attraction to his SW is too much, the possibility of using condom is reduced

## 2. Beliefs to reinforce:

- **Phrases of the target audience that express the benefits of the desired behavior:**

- We always have to use condoms because I do not want to get a STI or AIDS.
- I always protect myself because when I was young I got an infection that is why I do not forget now.
- I always protect myself and I take the initiative because I do not want to affect my partner.

- **Phrases of the target audience that express positive attitude towards the desired behavior:**

- I always take the initiative; I have a family and an image to take care before society and my job.
- Yes I protect myself, usually I always have condoms and when I do not have I buy them.

- **Incentives for the desired behavior:**

- Not to get STI of an unknown person.
- Do not transmit a disease to my wife, because that would reveal the SW relationship.
- Not to get a SW pregnant.

## 3. Beliefs to change:

- **Phrases in which the informants express the costs and disadvantages of the desired behavior:**

- To take the test once.
- It does not feel the same with a condom than when doing it without it.

- **Phrases in which the informants express negative attitudes towards the desired behavior:**

- Go to the doctor only when they feel something.
- Use condoms once in a while
- I just use condom with the “Extra” (SW).

- **Barriers for the desired behavior:**

- I do not use them always, just when I see them “bandidas” (slutty) or “*canchitas*” (which means that are reckless or not very hygienic).

## 4. Strategies to behave:



- **Techniques or methods that the members of the target audience use to surpass the barriers that they face to perform the desired behavior:**
    - Between friends they cover up their backs “if my wife calls, you tell her that I am working”
    - They cover up their escapades blaming the work, overtime.
    - If the man says that he will have a beer and goes with his sweetheart and does not drink anything, before going home he grabs a beer so in the house his wife would feel the smell of alcohol (since it is a “loud” smell)
    - Visits the night clubs on weekends to pick up young girls.
  - **Three necessary elements: Intention to perform the behavior, an obstacle and the action to surpass the obstacle:**
    - Not having it available.
    - A very attractive woman.
5. **History of purchase:**
- **How the members of the target audience acquired the condoms and the water based lubricant?**
    - Stores (grocery stores)
    - Drugstores
    - Gas stations
6. **Opportunities of encounter with the target audience:**
- **Where and when can the members of the target audience be found?**
    - Bars
    - Sport events (games)
  - **Effective communication: Media preference:**
    - Q
    - Mass media
    - Television programs, especially sports.
    - Characters
    - Channels to communicate effectively with the target population.
  - **Real life models that the members of the target audience trust and listen to:**
    - Famous sportsmen
    - Businessmen
    - Famous artists
    - Famous professionals.
7. **Knowledge:**



- **Phrases in which the target audience states its ability to distinguish between the desired behavior and the alternate behaviors:**
  - I have done it without condom and the next day I am “scared shitless” because I know it is like roulette.
- **Phrases that reveal the real knowledge that the target audience has over the desired behavior.**
  - I have not received the prevention campaigns whether for necessity or for fear.

#### 8. Experience with the category:

- **Past experiences of the target audience with the desired behavior:**
  - Understands the mechanism through which the product works, the biological aspects of HIV/Aids, the purpose of the products (condoms and lubricants)
  - Concerning the lubricant, they do not have much experience, practically they do not know it, do not use it.
- **Experiences of the target audience with alternate behaviors:**
  - To use condoms the first times only of if they think that women are not “clean”.
  - To use condoms with their SW relationships only.

#### 9. Brand Association:

- **Emotional bond of the consumers with VIVE:**
  - Body Guard and Vive are recognized but an emotional bond is not perceived.
- **Ideas and attitudes that consumers currently have about the brand:**
  - Not perceived, although the brands Body Guard and Vive are recognized.





# Conclusions And Recommendations



# Conclusions

1. The sweetheart relationships, as it has been described in this study, is present in the urban heterosexual population in Guatemala as in Nicaragua in a wide range of SEL (socio economic levels), but with its particular differences.
2. The fundamental characteristics of the relation are:
  - a) No commitments
  - b) Availability.
  - c) Secrecy.
  - d) Possibility of experience.
  - e) High level of emotion.
3. The transactional sex in this context is not necessarily tangible and objective; on the contrary, it was found that, in most of the cases, the transaction is more complex of what has been foreseen, since the transactions are given by situations or tangible or intangible, objective and subjective objects. A diversity of transactions of the following type were found:
  - a) Individual - Self: Where the transaction is what ego does to satisfy his or her own needs or pleasures.
  - b) Individual - Other individual: Where the transaction is what it does in return of what it may receive of a third party.
  - c) Individual - Others: Where the transaction is what ego makes in return of what may receive of the social environment, of the groups and social networks.
4. Due to the characteristics of this type of relation, the following barriers for the use of condom were found:
  - a) Confidence generated by a low or none perception of risk.
  - b) The use of other alternative contraceptive methods.
  - c) The influence of alcohol and/or drugs.
  - d) The need of immediate satisfaction.
5. The lubricant is known by a minimum proportion of the population and it is basically associated to anal sex.
6. The sexual practices are diverse. The informants report to be able to experience and to make more exciting and interesting things than with the steady couples. So, in this context, vaginal, oral and anal sex are present. Of all these, if a condom is ever used, it is only in vaginal sex.
7. Men involved in these types of relationships are associated with the vulnerable populations, being clients of female sex workers. It is important to consider this finding in the current program, while working with the population of Clients of Commercial Sex and other men, also associating them to



the messages in accordance with the profiles described by the Masculinity study (PASMO 2008). This is important because it allows explaining the processes of epidemiological transition in which these men constitute a bridge population of the epidemic for the general population.

8. Among the differences found in accordance with the relations of power, it was established a relation between the profiles of masculinity identified by the Masculinity studies (PASMO 2008) and the relations of power established between men and women in the sweetheart relations. To this effect, Guatemala, characterized by a masculinity profile of SEARCHER, shows relations with greater equity between the man and the woman involved in this type of relationships. While the predominating profile for Nicaragua; POWERFUL, shows relations where the man is more dominant. This will be considered in the application of the masculinity methodologies that PASMO is implementing with Men.
9. Attention must be paid to the issue of multiplicity and simultaneity of sexual relations in these populations, especially considering its connection with vulnerable populations.
10. In general, it can be established that the relationships are dynamic and that in addition to the variable of gender, the NSE, and the age may be important elements to the relations of power within the context of these couples.
11. In context of use of drugs and intense parties with couples swapping, in some cases condom is used but it is not change with frequency.
12. Although in most of the cases the confidence between couples arises by direct, consecutive and personal contact, currently the use of internet is connecting people in a virtual manner who enter into intimate levels of confidence that put them in risk situations.



# Recommendations

1. To improve availability of condoms in risk locations such as motels, inns, bars, etc. A good example of this is the presence of condoms as part of the services of the motels in Nicaragua.
2. To consider the elaboration of strategies to work with new populations using PSI's Behavior Change Model , emphasizing the following points:
  - o Perception of risk or threat.
  - o Knowledge.
  - o Availability.
3. Considering to include among the populations of interest for the program, those captive populations as:
  - University students
  - Call center employees (Guatemala)
  - Duty-Free Zone employees (Nicaragua)