



Using Peer Crowd Segmentation in Youth Tobacco Prevention

February 12, 2015
CCCS Health and Well-Being Workgroup Meeting

Are You Pepsi or Coke?



VS.



Commercial Marketing



Behavior Change



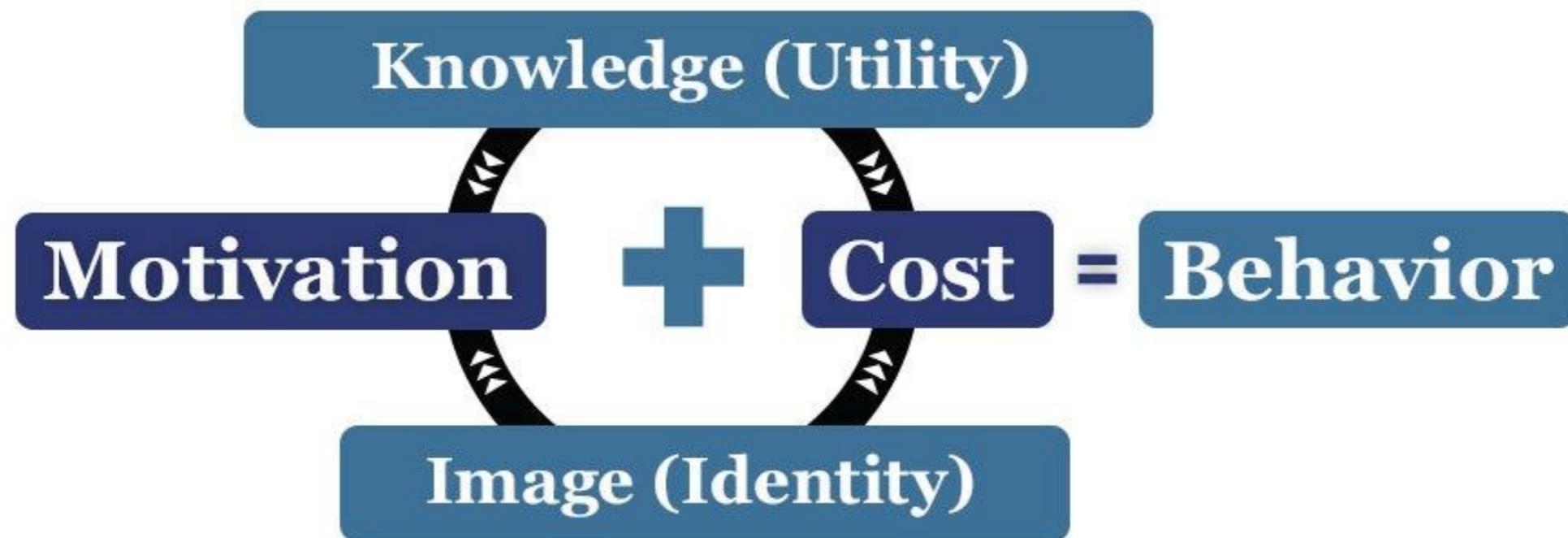
To change behavior

We must change
something that affects
that behavior



What do you want to change?

Think of your behavior as an equation for your customer...



Who you are often
motivates behavior
more powerfully

Than what you know





Segmentation

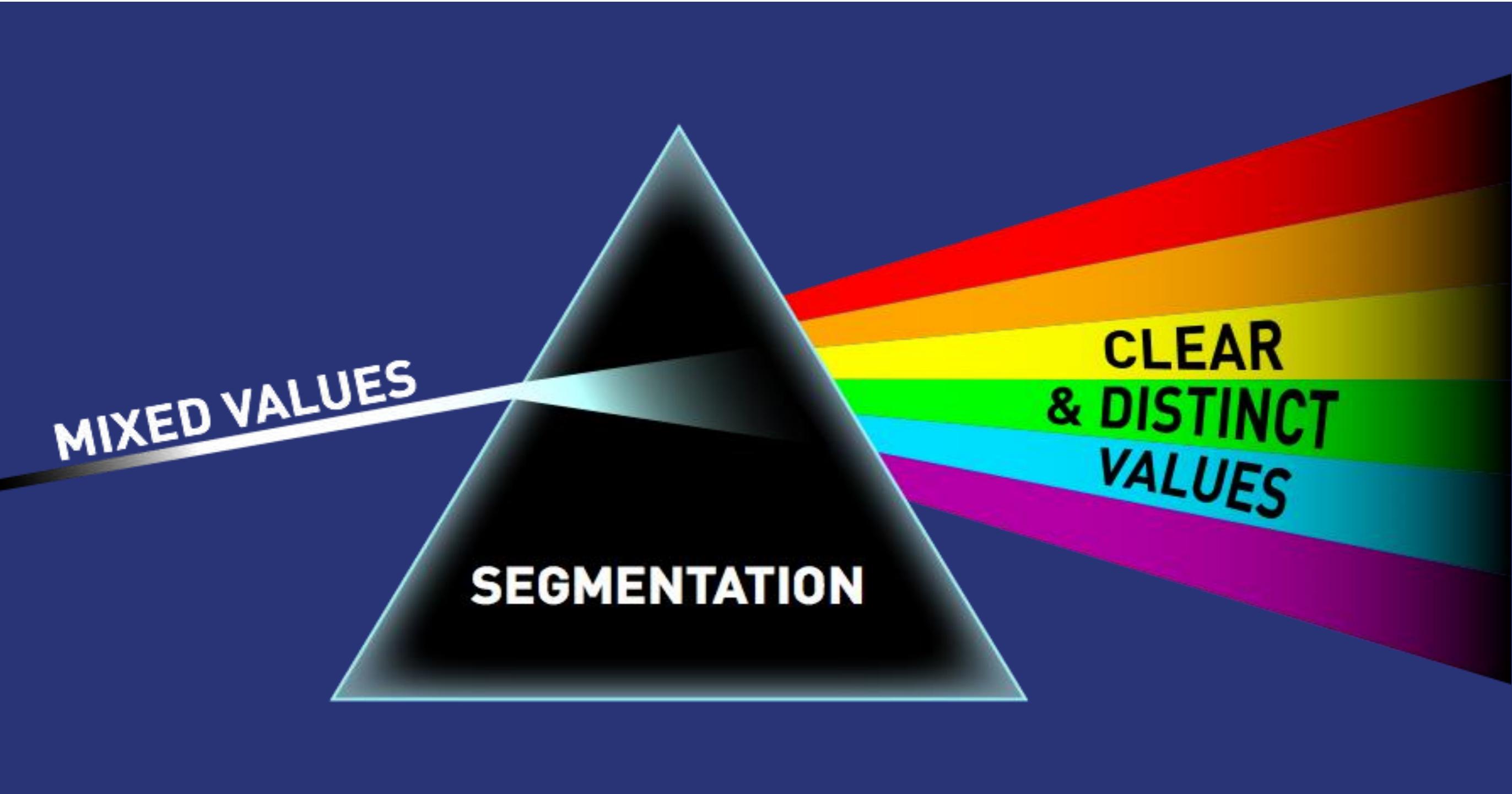
The process of classifying a market into distinct segments that behave in similar ways or have similar needs



This is the only time in
our lives when
demographics alone
define us



Segmentation is a Prism



Characteristics Used in Segmentation

More Effective

Psychographics

Less Effective

Demographics



What are Psychographics?

- A system measuring beliefs, opinions, and interests of your target
- Determine types of smokers based on attitudes, lifestyle, social groups, self descriptors
- Addresses wants and motivations
- Combined with Demographics
- Basic marketing tool

Virginia Segmentation Study Findings



Virginia Statewide I-Base

- Statewide survey using YRBS methodology
- 3,537 junior and senior HS students
- 21 high schools throughout Virginia
- I-Base Survey plus many YRBS tobacco use questions
- Data collected in 2012 in two waves: spring and fall
- “I-Base Survey” measures social concern & peer crowd influence



Peer Crowds are the macro-level connections between peer groups with similar interests, lifestyles, influencers and habits.

While a teen has his/her peer group that he belongs to, both the teen and his/her peer group belong to a larger “Peer Crowd” that shares significant cultural similarities across geographic areas.



Measuring Peer Crowds

- Survey uses images confirmed to represent each peer crowd during peer crowd discovery research
- Has been used with over 10,000 teens and 30,000 young adults in over 20 states and Canada
- Part of multiple research grants including an NCI study through UCSF
- Part of two published studies and one more currently accepted for publication



Theoretical Background

Why **Peer Crowds** Exist

Symbolic Interactionism: objects, images, symbols have collective meaning

(In-Group) Social Norms: defines acceptable behavior

Social Identity Theory: desire to belong in relevant social group

Why **Peer Crowds** Matter to Us

Diffusion of Innovation: cultural leaders introduce innovations that trickle down

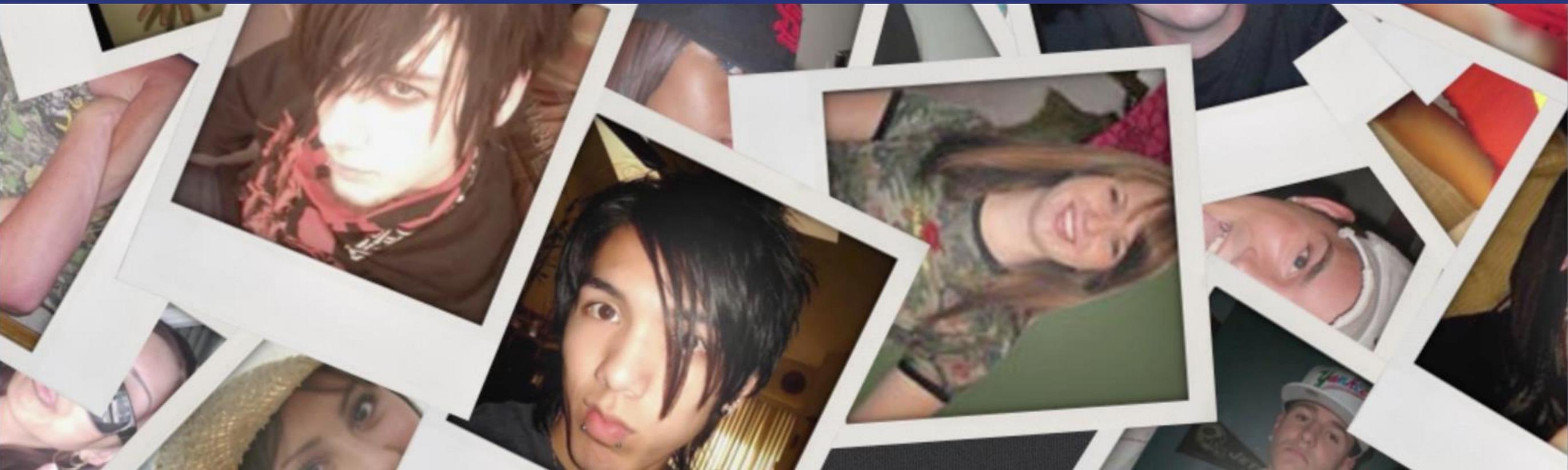
Information Processing Theories: message presented in a familiar manner by a familiar person

Social Cognitive Theory: observational learning, self-regulation, self-efficacy, outcome expectations





Discovering Peer Crowds



Common Teen Peer Crowds





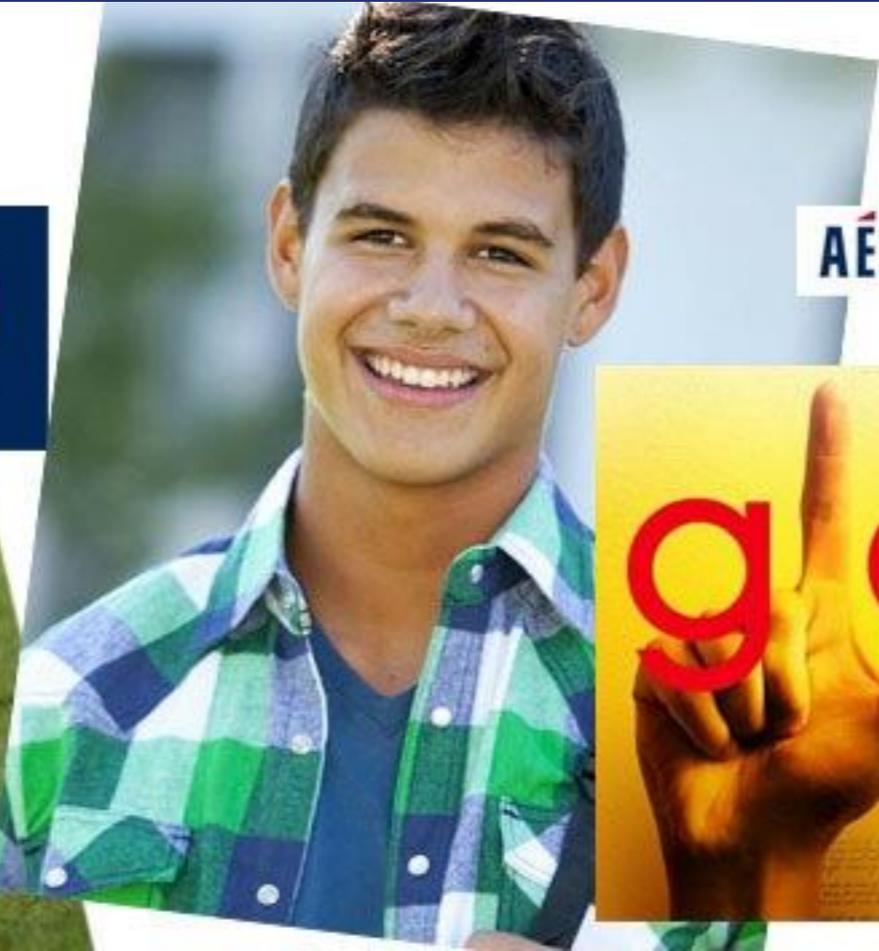
WORLD OF WARCRAFT

DECA
An Association of Marketing Students

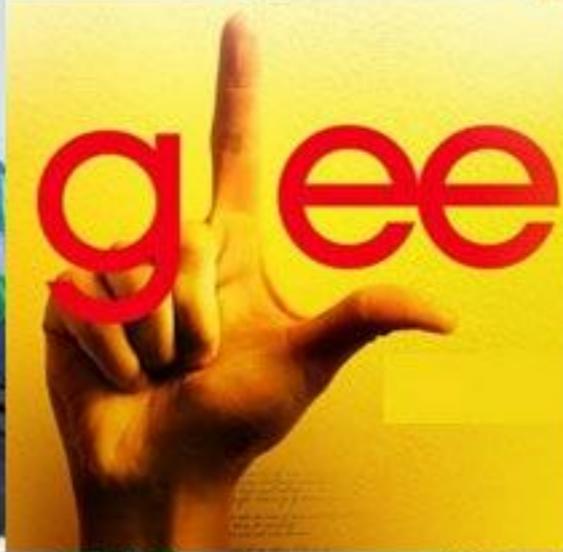
Mainstream



GAP

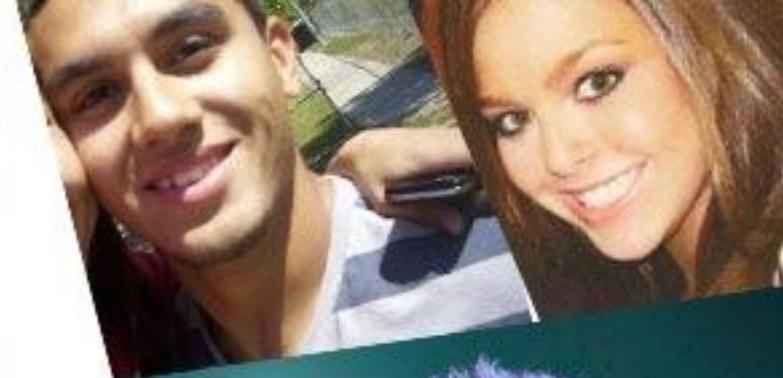
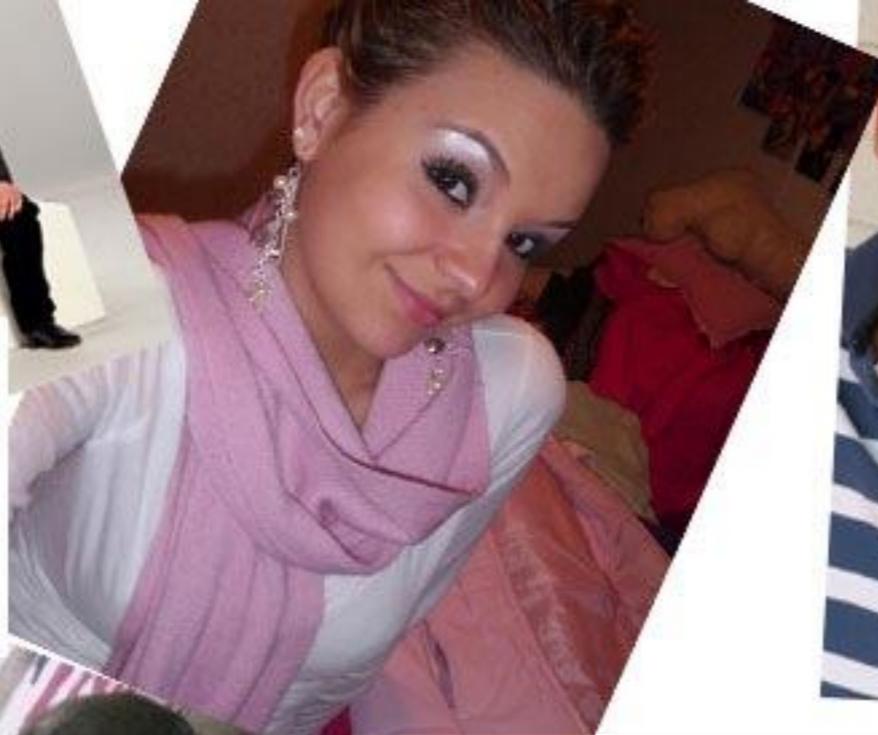


AÉROPOSTALE

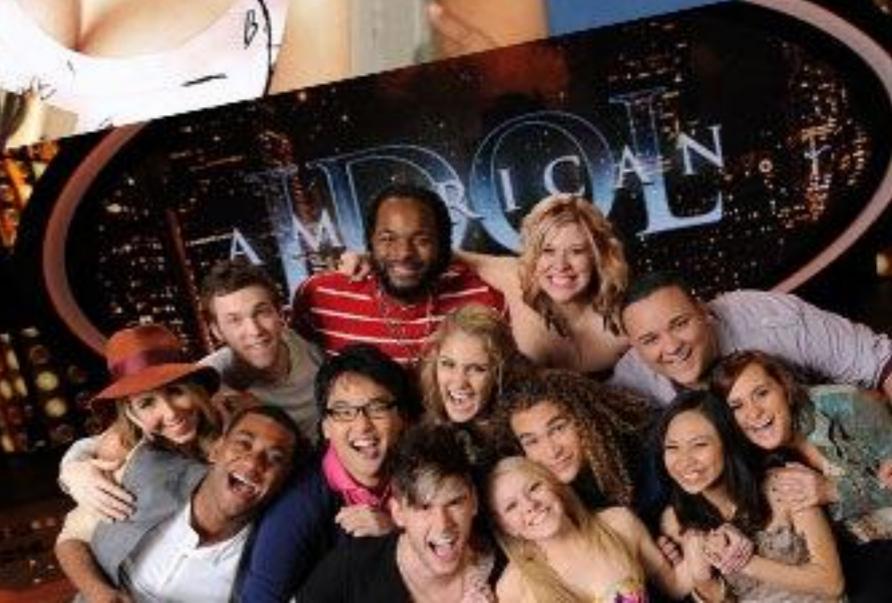


RESERVED FOR STUDENT COUNCIL





Preppy Partier





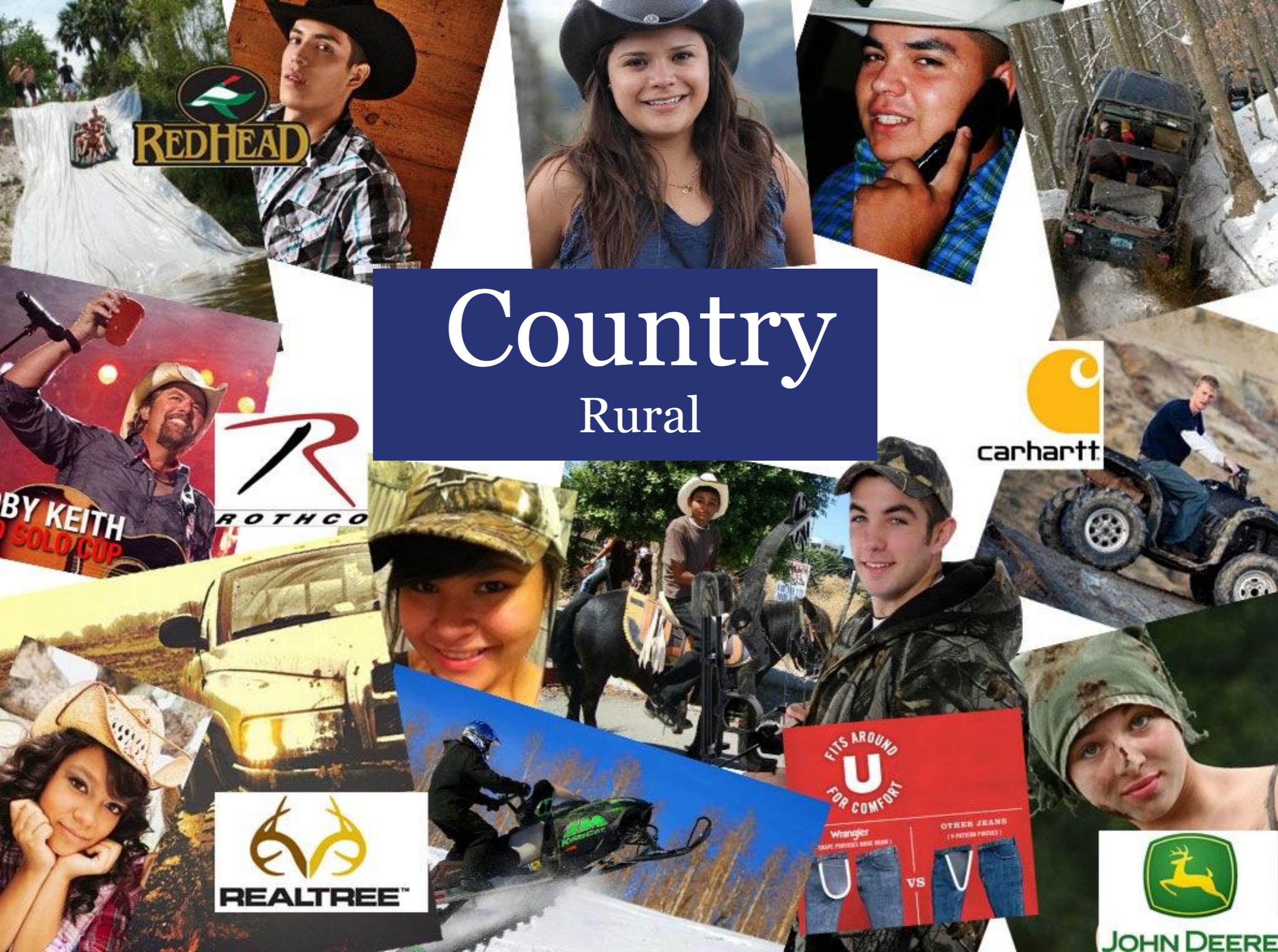
Country Rural



BY KEITH
SOLO CUP

FITS AROUND
U
FOR COMFORT

<p>Wrangler (TRAP PROVIDES BONE WORK)</p>	<p>VS</p>	<p>OTHER JEANS (F-PURSE POCKET)</p>
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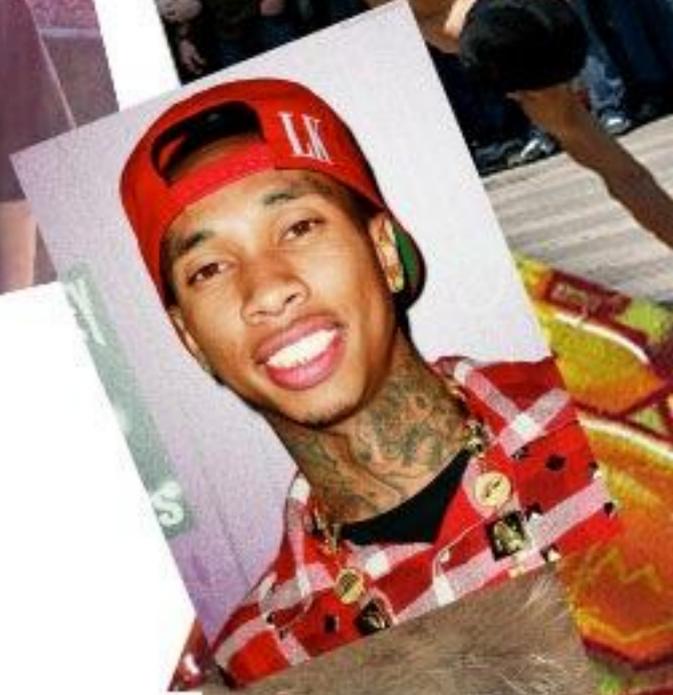




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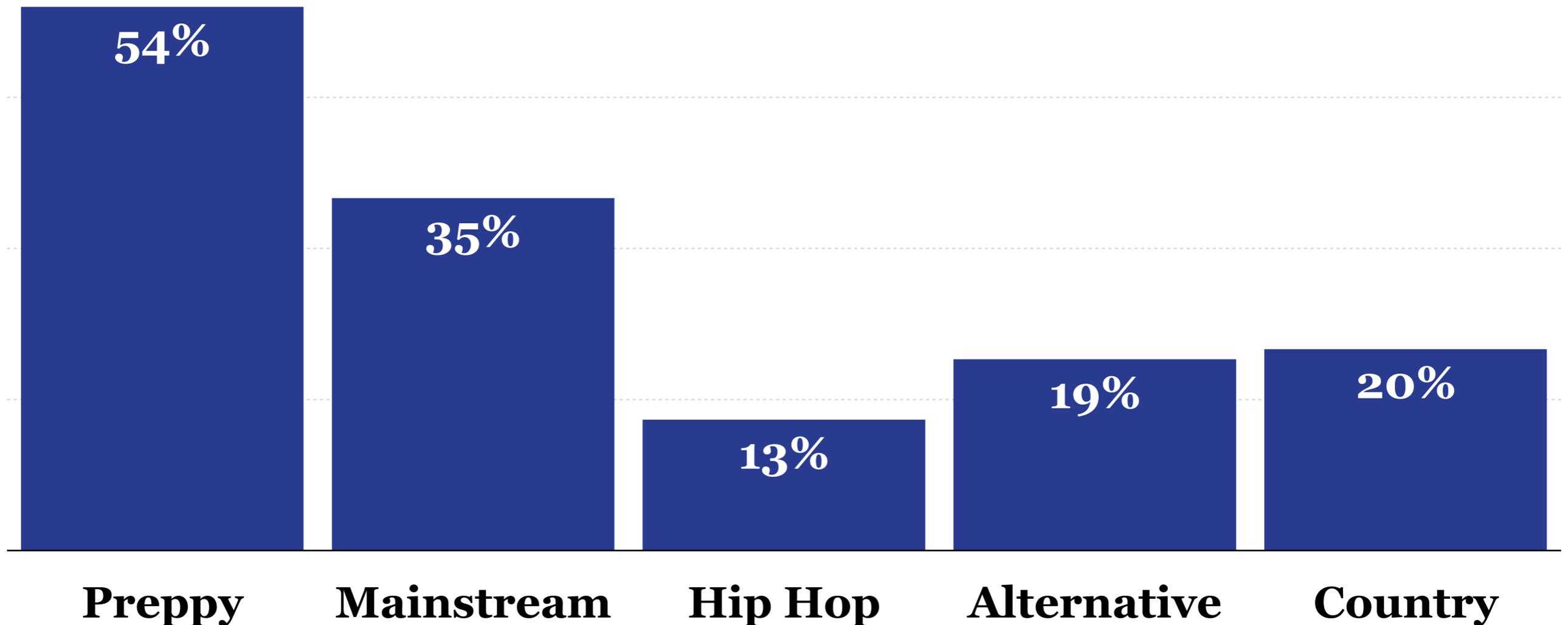


Hip Hop



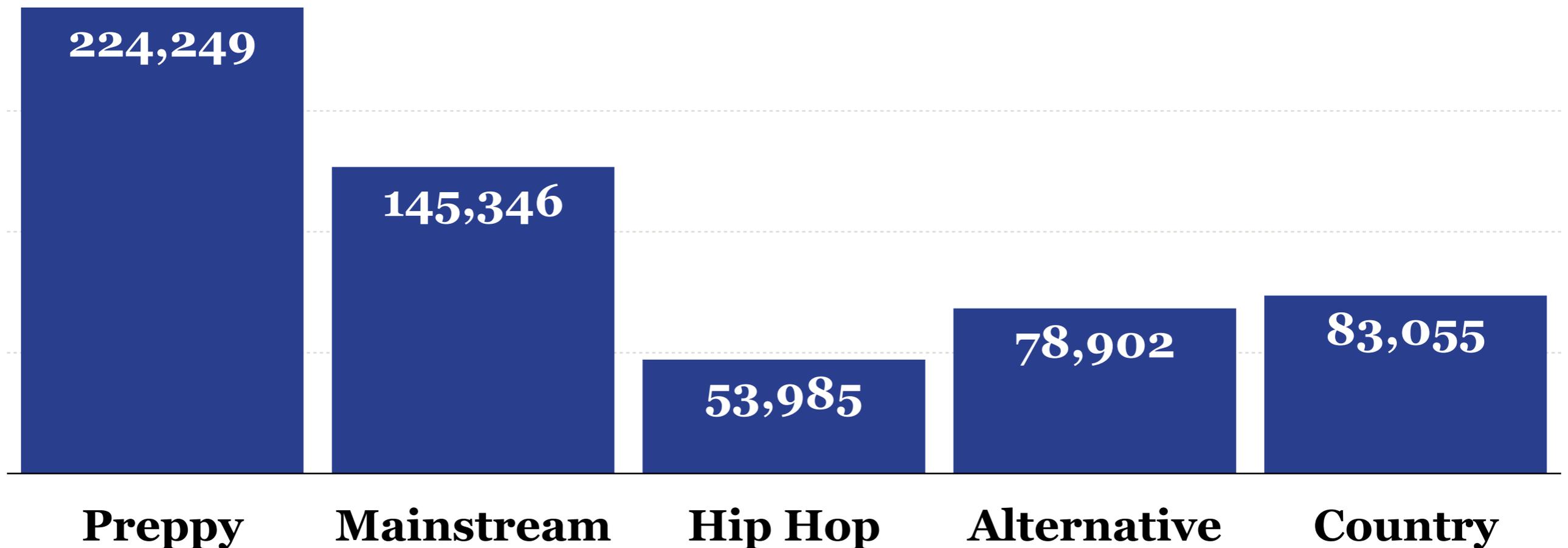
Size of Peer Crowds

2012 VA Statewide Sample (N=3,537)



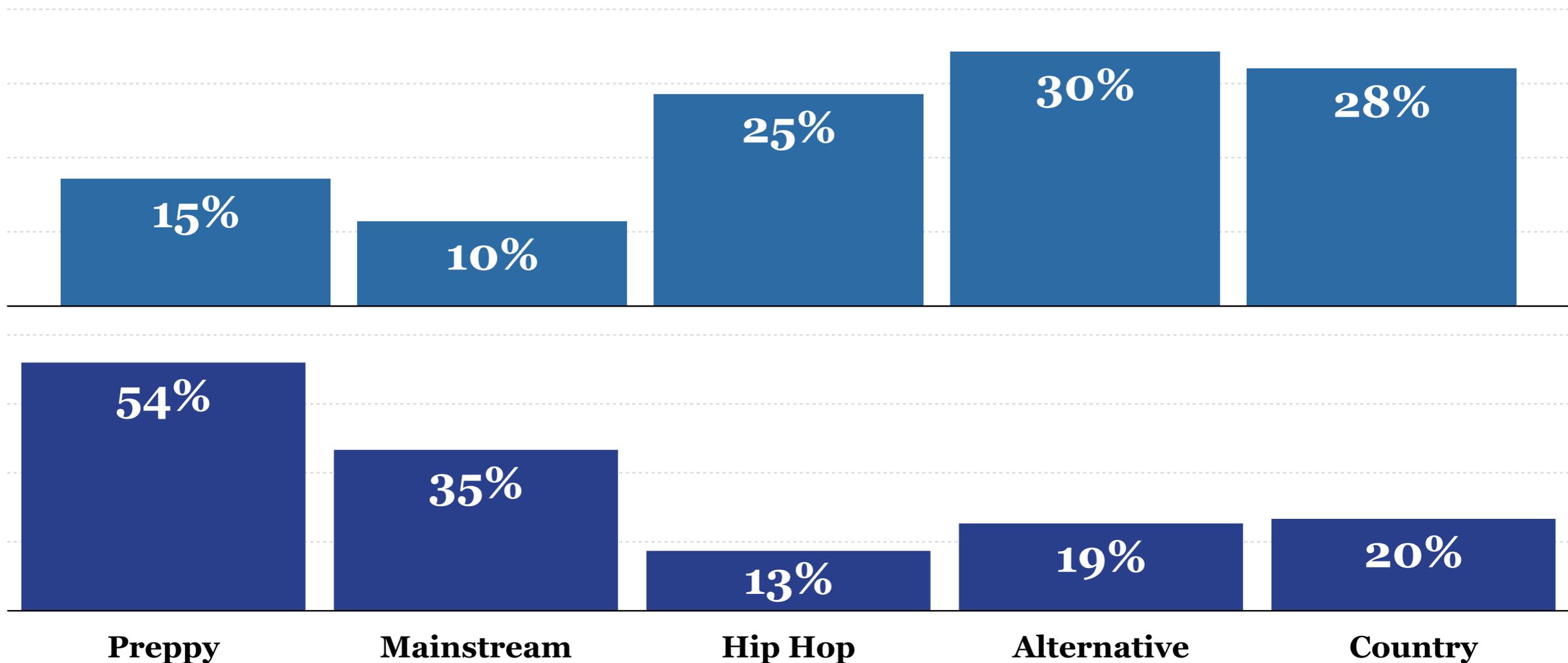
Size of Peer Crowds

Statewide Estimate



Smoking by Peer Crowd

2012 VA Statewide Sample (N=3,537)



Source of Tobacco Use Norms

- Even though there are Preppy and Mainstream smokers, data show Preppy and Mainstream cultures are discouraging tobacco use
 - The more Preppy or Mainstream a teen is, the less likely they are to use any tobacco product
- In contrast, Hip Hop, Alternative and Country peer crowds are encouraging tobacco use
 - The more Hip Hop, Alternative or Country a teen is, the more likely they are to smoke cigarettes
 - The more Hip Hop or Alternative a teen is, the more likely they are to smoke cigarillos
 - The more Country a teen is, the more likely they are to chew tobacco



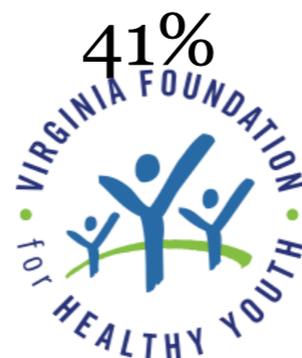
Peer Crowds Represent Attitudes and Values

- Teens from high risk peer crowds also have stronger pro-tobacco use attitudes
- Teens from all peer crowds perceive a similar amount of tobacco use among all teens, but when asked about their social groups, there are significant differences by peer crowd
- These differences are evidence that peer crowd norms, not overall teen norms, drive behavior

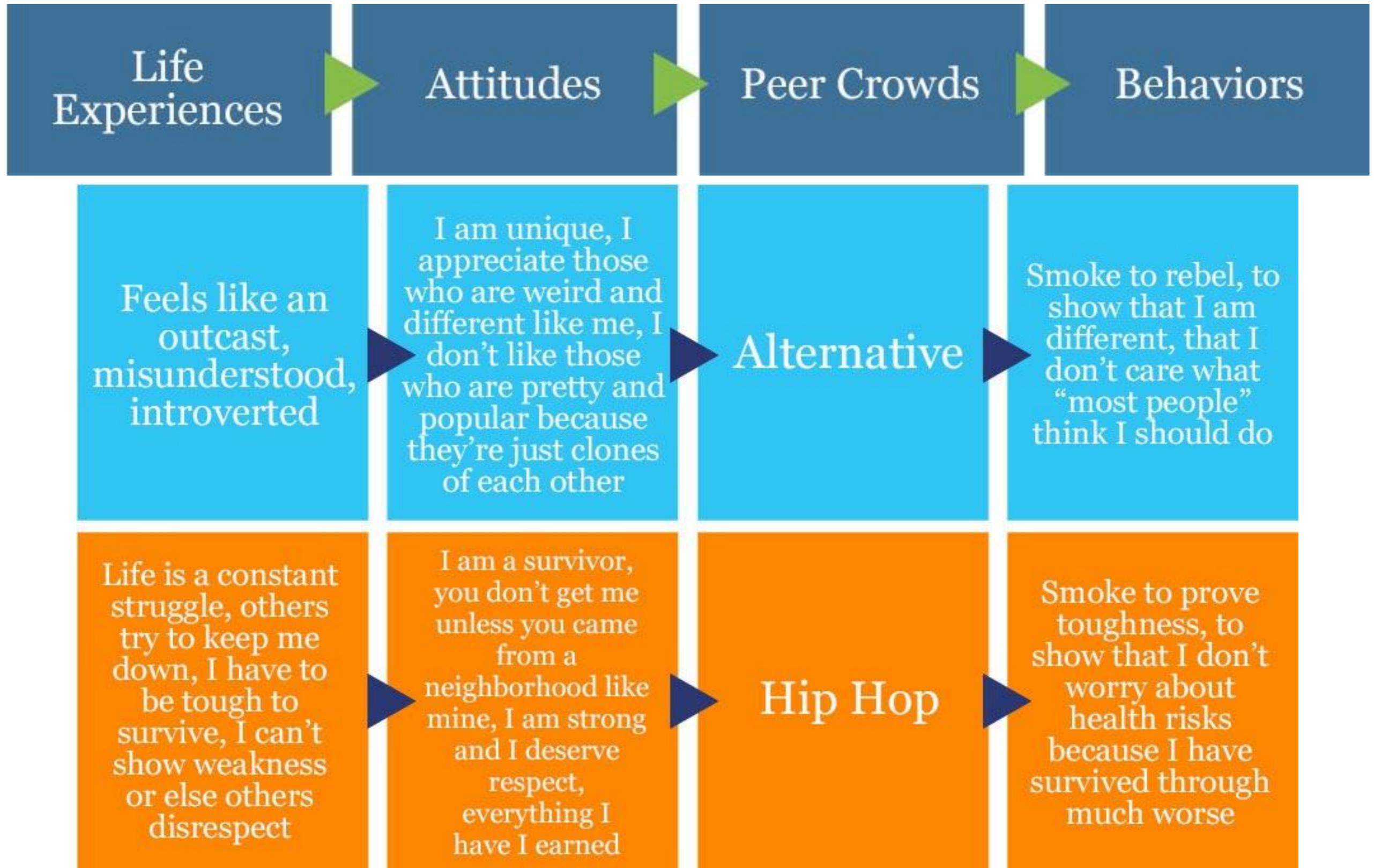


Tobacco Use Attitudes

Peer Crowd Association	Smoking cigarettes help people feel more comfortable at parties and in other social situations	I want to be involved with efforts to get rid of cigarette and Black & Mild smoking	Taking a stand against smoking is important to me	It is important to me to live a tobacco-free lifestyle
(Those who agree completely or agree somewhat, combined)				
Mainstream	35%	68%	72%	87%
Preppy	41%	61%	66%	80%
Country	50%	50%	53%	66%
Alternative	50%	45%	48%	67%
Hip Hop	48%	41%	42%	67%



Identity Drives Behavior



Values by Peer Crowds

- Teens perceive generally targeted messages as outsiders trying to influence them
- Peer-crowd-targeted messages elicit more emotion, are more attention-getting and are more convincing
- Alternative teens are anti-corporate and anti-mainstream
- Country teens are family-oriented and pro-independence
- Hip Hop teens are pro-family and want to look “fresh”



Peer crowds encompass attitudes, images, interests and lifestyles.

It is not just about looking “Hip Hop,” it is about fully embodying Hip Hop.



How do we apply this information to our tobacco prevention strategies?



There has never been a
commercial brand, not Nike, not
Apple, not Coke

That Appeals to all teens.

So how would a single tobacco
prevention brand work for all
teens?



Virginia's Comprehensive Youth Strategy

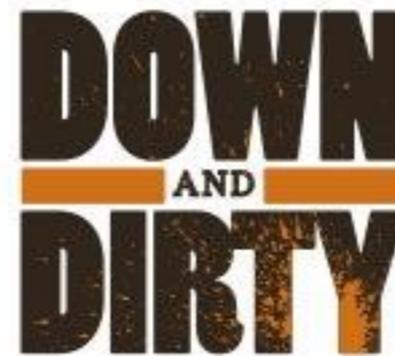
Youth Engagement



Culture Change



Alternative
Teens



Country
Teens



Hip Hop
Teens





Fresh Society

**REACHING THE *HIP HOP*
PEER CROWD**



SYNCO

REACHING THE
ALTERNATIVE
PEER CROWD





syke

DOWN

AND

DIRTY

REACHING THE

COUNTRY / RURAL

PEER CROWD



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