

**PEER GROUP SEGMENTATION
TO REACH HIGH-RISK YOUTH:
A CASE STUDY OF AFRICAN-
AMERICAN TEEN
SEGMENTATION IN VIRGINIA, USA**

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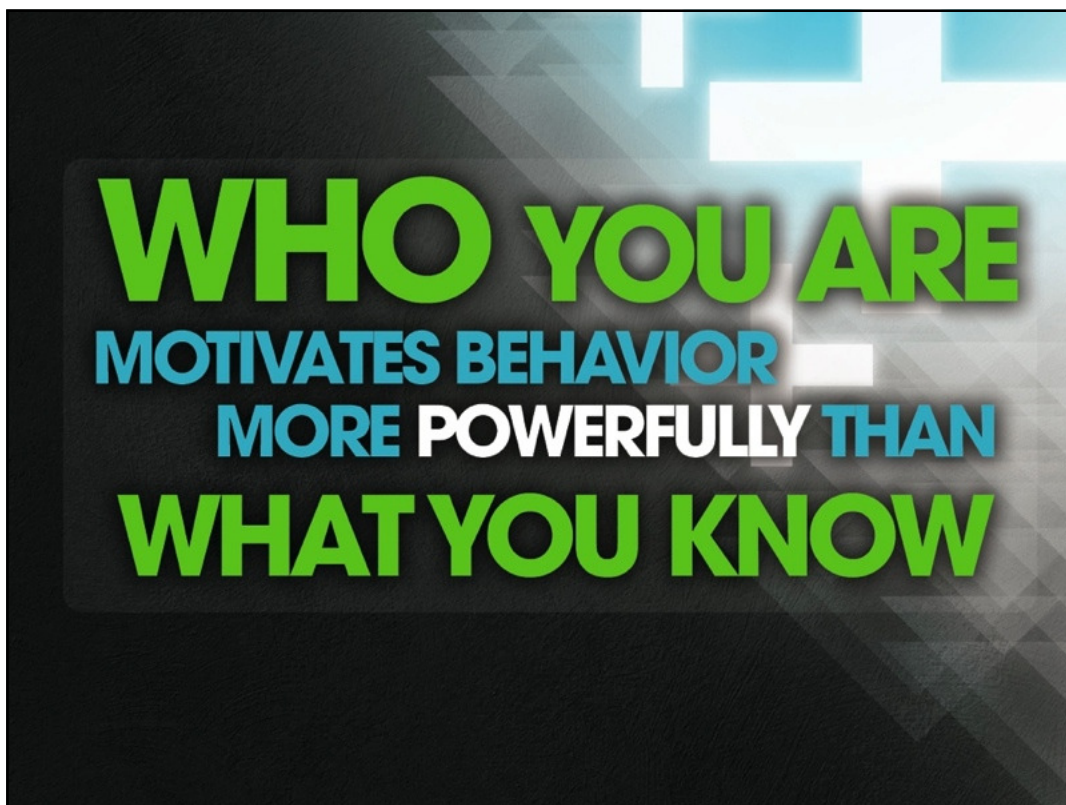
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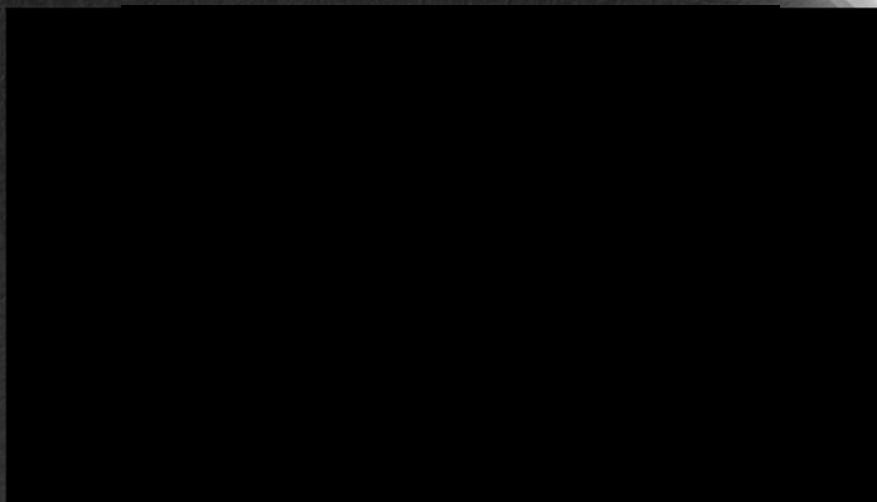




SEGMENTATION

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

SEGMENTATION - MOUNTAIN DEW



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**COMMERCIAL
MARKETING**

**SOCIAL
MARKETING**

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MARKETING**

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THE IDENTITY CYCLE



A FUNCTIONAL ANALYSIS FOR CULTURAL INTERVENTIONS (FACI™)

RSCG'S PROPRIETARY RESEARCH PROCESS

6-STEP QUANTITATIVE & QUALITATIVE RESEARCH PROCESS

QUALITATIVE: ID-PROJECTION GROUPS™ DISCUSS PICTURES UNKNOWN OTHERS TO REVEAL UNDERLYING CULTURE-BEHAVIOR ASSOCIATIONS

QUANTITATIVE: IBASE SURVEY™ TESTS THE HYPOTHESES FORMED WITH SURVEYING THAT MEASURES BEHAVIOR PREVALENCE AND CULTURAL AFFILIATION







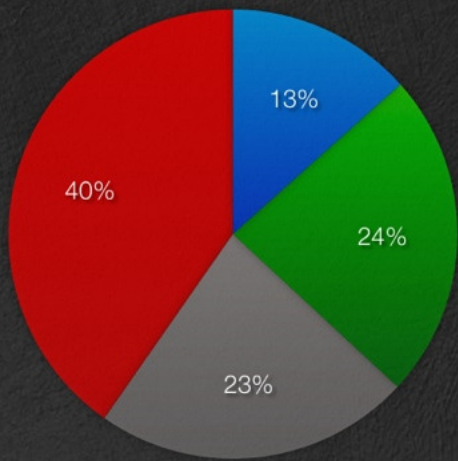
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VA African American Teen Study

Methods

- Baseline data collection
- Study includes Hampton Roads and Richmond
- Online I-Base Survey promoted through radio stations popular amongst African American teens
- 727 teens participated, 599 African American Teens
- Categorization into peer groups was based on pictures in survey: Mainstream, Preppy, Hip Hop
- 30-day tobacco use, fighting, tobacco use attitudes, and perceived tobacco use were key measures

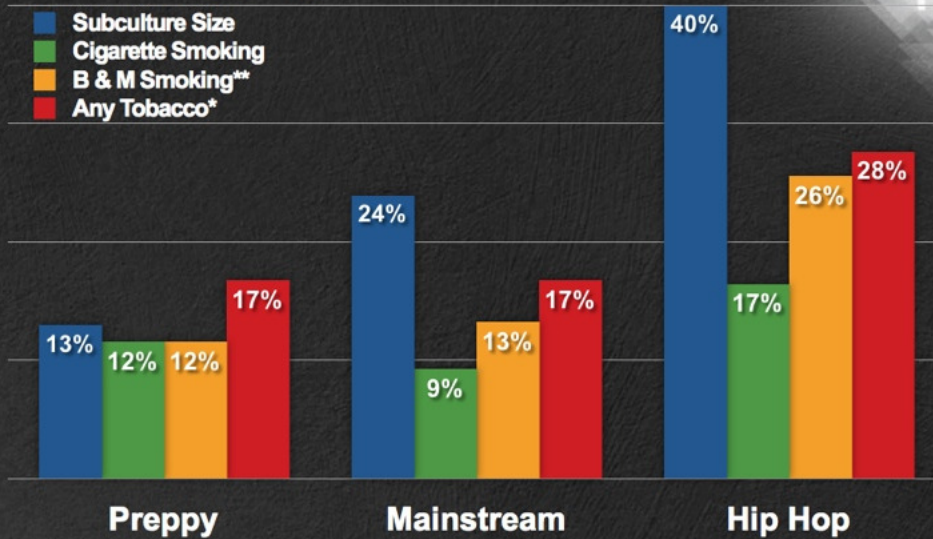
Virginia AAT Subcultures



Three Distinct Subcultures Were Identified

- Preppy
- Mainstream
- Indeterminate
- Hip Hop

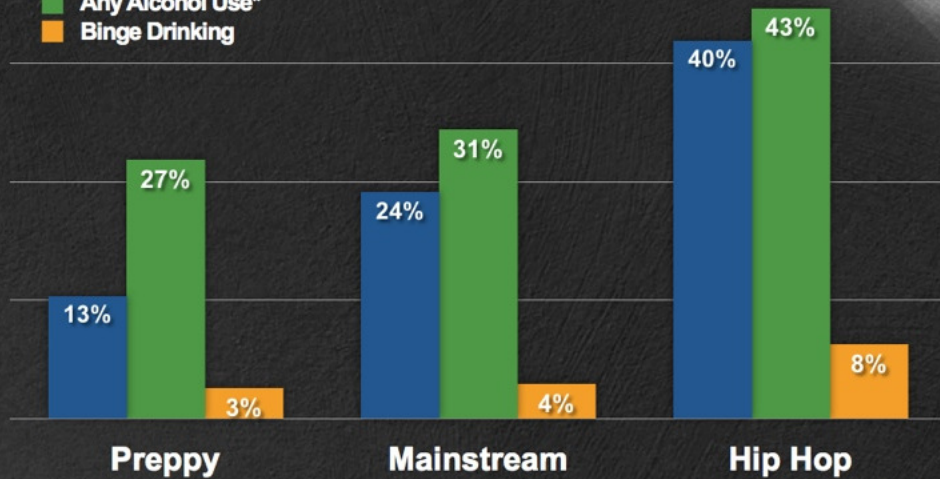
Smoking by Subculture



*p<.05, **p<.01, ***p<.001

Alcohol Use by Subculture

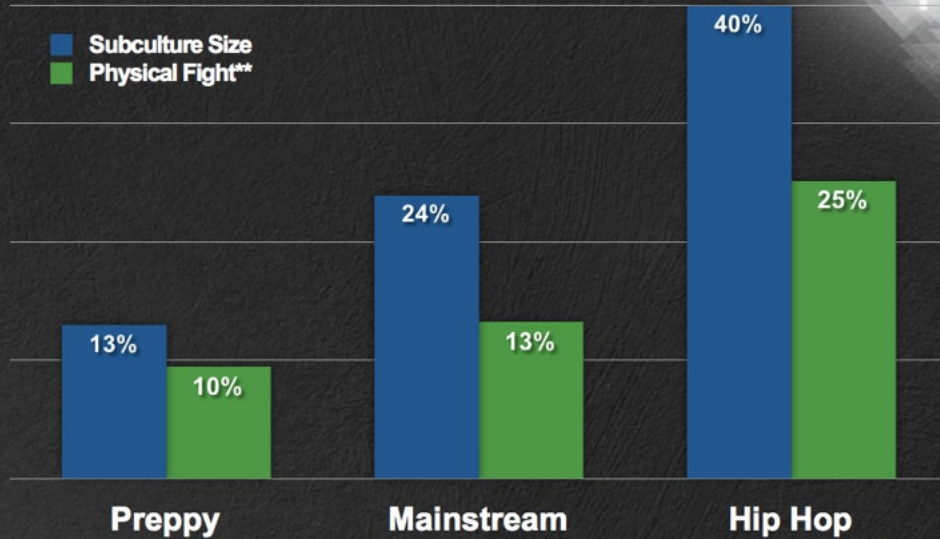
- Subculture Size
- Any Alcohol Use*
- Binge Drinking



*p<.05, **p<.01, ***p<.001

Violence by Subculture

- Subculture Size
- Physical Fight**



*p<.05, **p<.01, ***p<.001

Peer Group & Perceived Smoking

Hip Hop African American teens also perceive more smoking within their peer group.

Perceive that "Most of my friends" or "All of my friends" perform the following behaviors	Hip Hop	Preppy	Main-stream	Total
Smoked at least one cigarette***	23.8%	5.3%	9.8%	15.0%
Smoked at least one cigarillo, like a Black & Mild***	34.9%	12.6%	11.6%	22.3%

*p<.05, **p<.01, ***p<.001

Peer Group Smoking

Members of the Hip Hop Peer Group have 96.95% Greater Odds of Smoking Any Tobacco

Variables	B	S.E.	OR	P	Lower 95% CI	Upper 95% CI
Hip Hop Group	2.06	0.649	1.97*	0.04	1.032	3.758
Preppy Group	1.07	0.648	1.56	0.29	0.689	3.521
Intermediate Group	0.75	0.702	1.44	0.46	0.553	3.749
Grade in School	0.21	0.427	1.09	0.83	0.504	2.349
High School Drop Out	0.25	1.537	1.34	0.80	0.140	12.75
Gender	-1.51	0.159	0.71	0.13	0.460	1.106
Age	1.49	0.118	1.16	0.14	0.953	1.421
City	0.6	0.001	1.00	0.55	0.999	1.003

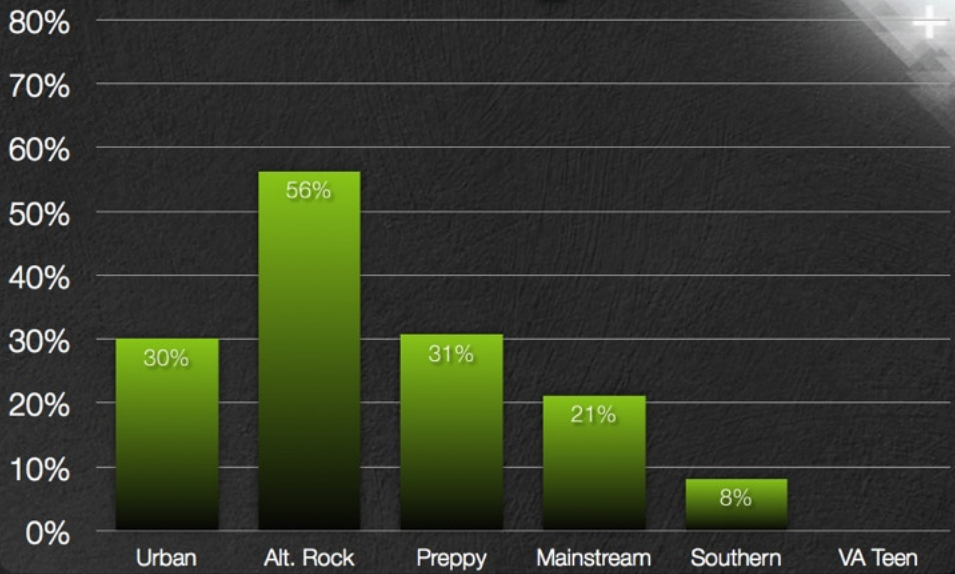
*p<.05, **p<.01, ***p<.001

Methods

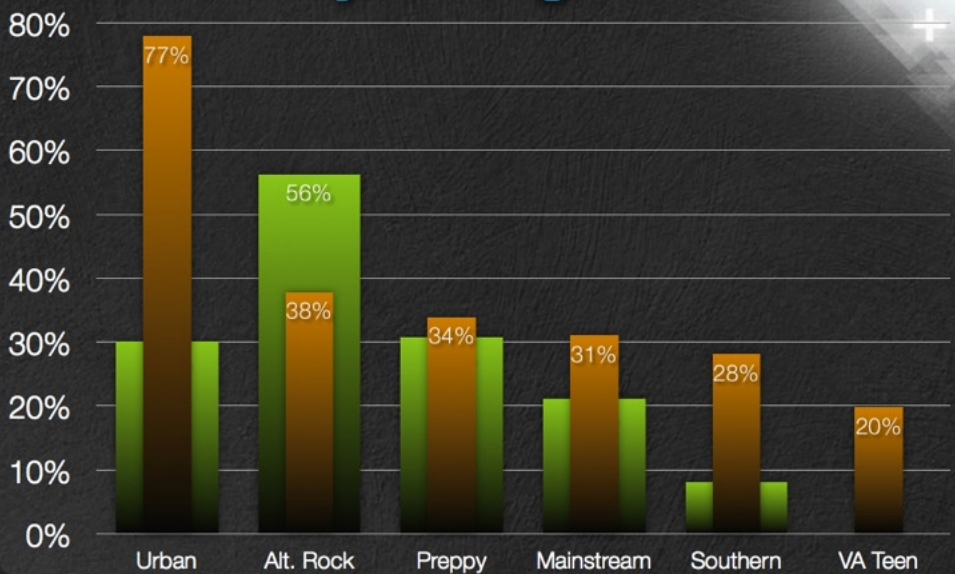
- Baseline data collection
- Study includes Northern Virginia and Richmond
- Physical I-Base Survey at rock shows that were expected to be at least 50% teen participants
- 323 teens participated
- 30-day tobacco use, tobacco use attitudes, and perceived tobacco use were key measures

In Virginia, 37.6% of teens at rock shows smoke cigarettes, compared to 19.7% overall teen smoking.

I-Base Survey Findings

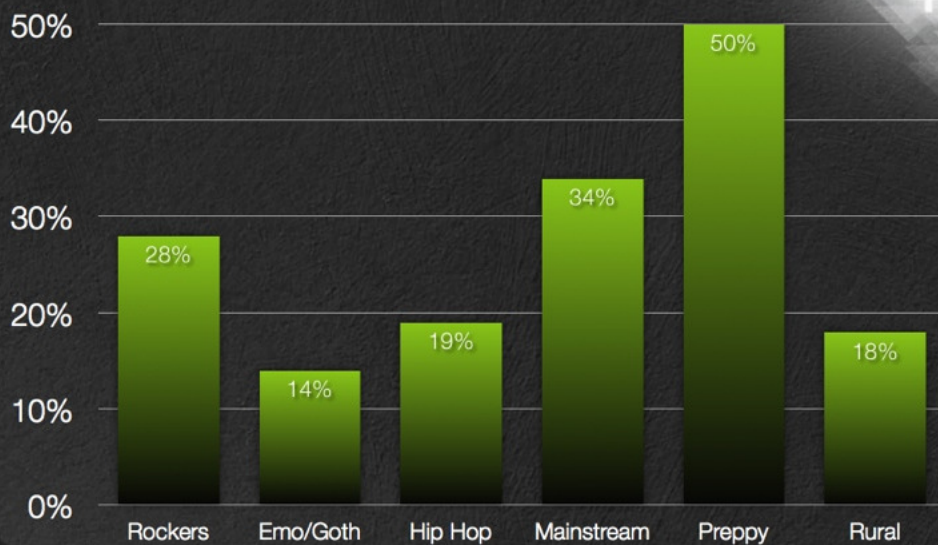


I-Base Survey Findings

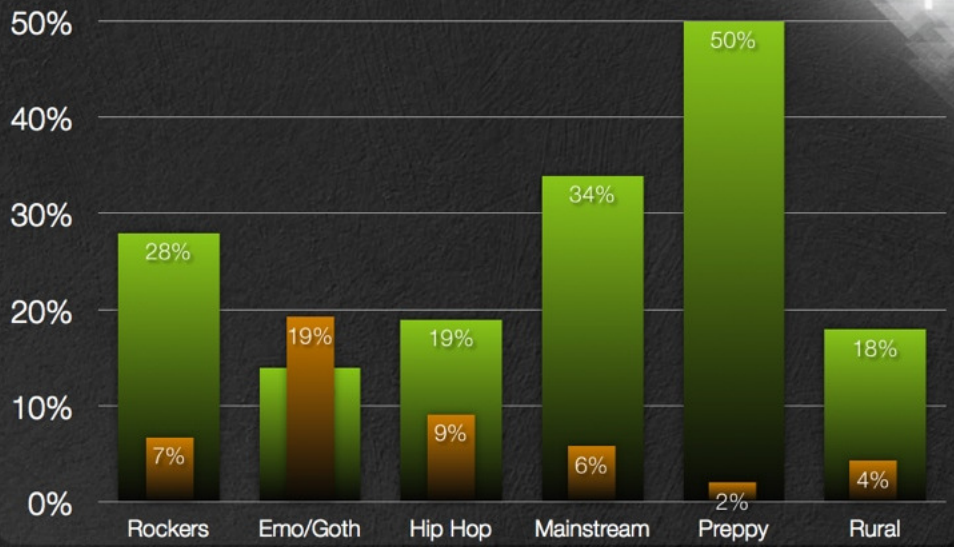


Teen smoking in Utah is just 8.7%.

I-Base Survey Findings



I-Base Survey Findings



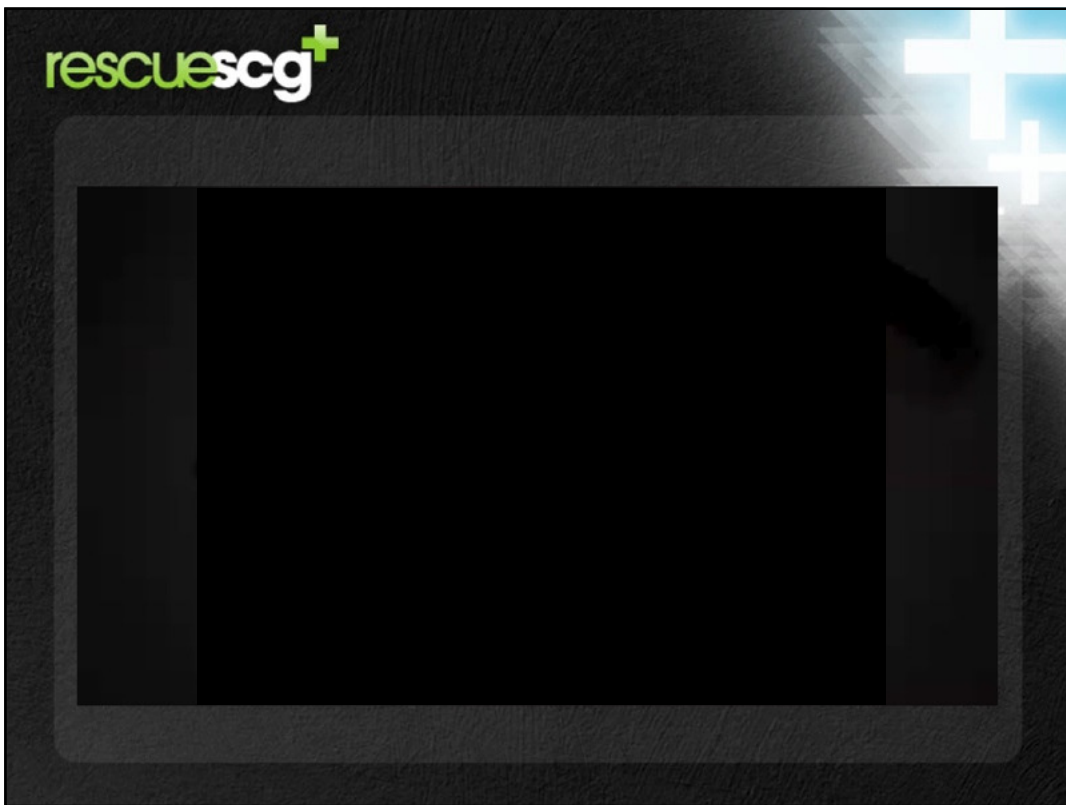


SOCIAL BRANDING®

Social Branding is a behavioral change strategy that utilizes certain commercial marketing tactics to change the social image associated with certain behaviors within specific peer group populations.

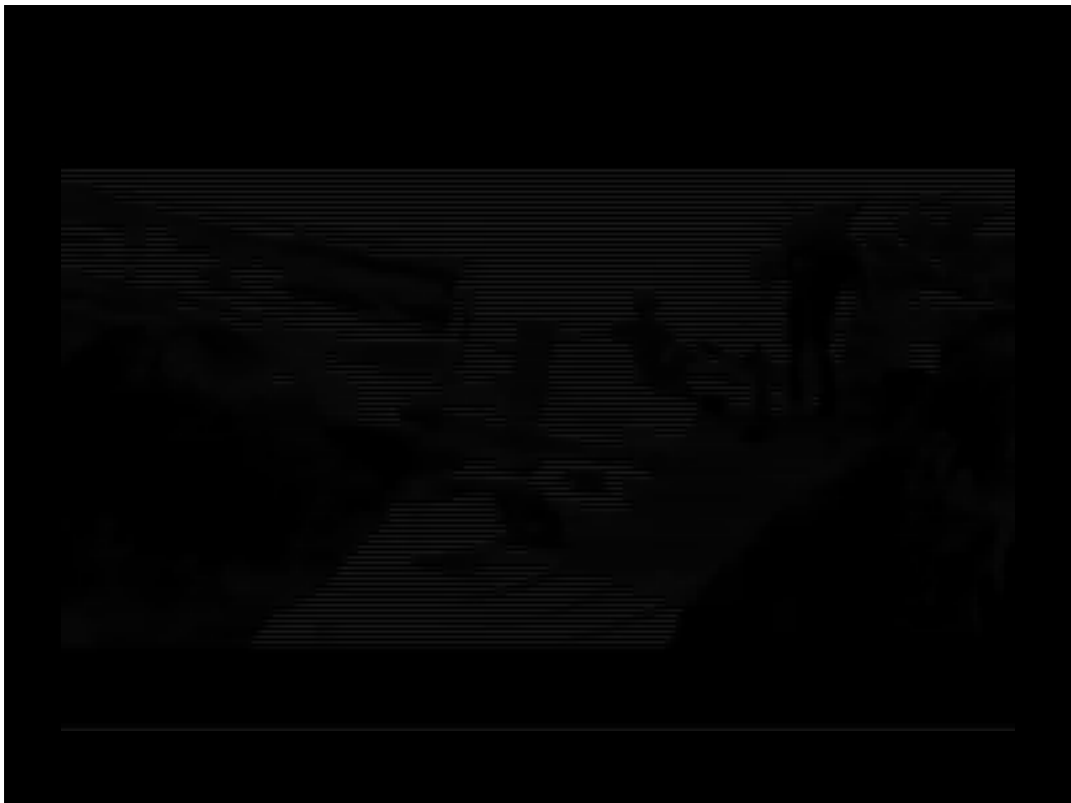
THE socialbranding® PROCESS











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THE TOBACCO INDUSTRY HAS TORTURED AND KILLED DOGS, RABBITS, AND MONKEYS FOR DECADES. IS SMOKING WORTH IT?

[CLICK HERE TO LEARN MORE ABOUT TOBACCO & ANIMAL TESTING](#)



ADDICTED TO ANIMAL CRUELTY

THE TOBACCO INDUSTRY HAS CONDUCTED HUNDREDS OF EXPERIMENTS ON ANIMALS. RATHER THAN TRY TO MAKE CIGARETTES LESS HARMFUL, THESE EXPERIMENTS WERE USED TO MAKE CIGARETTES MORE ADDICTIVE. RABBITS, MONKEYS, DOGS, ETC, HAVE ALL BEEN FORCED TO BREATHE SMOKE IN MANMADE MACHINES, SOMETIMES THROUGH CUTTING HOLES INTO THEIR THROATS. TENS OF THOUSANDS HAVE DIED IN THIS PROCESS. THE RESULT? CIGARETTES ARE MORE ADDICTIVE THAN EVER.

EVERY PACK CONTRIBUTES TO CRUEL ANIMAL TESTING.

SUPPORT A SMOKEFREE SCENE WITH **xpo2**

ADDICTED TO ANIMAL CRUELTY

SMOKEFREE VEGAS

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Evidence of Success



Social Branding

Las Vegas, NV

Nevada teen smoking rates:
25.2% (2001) to 12.7% (2010)



Discussion & Questions

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