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

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rescueSCG.com
WHO YOU ARE 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.

SEGMENTATION - MOUNTAIN DEW
COMMERCIAL MARKETING

SOCIAL MARKETING

COMMERCIAL MARKETING ≠ SOCIAL MARKETING
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
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: 13%
- Mainstream: 24%
- Indeterminate: 28%
- Hip Hop: 40%

Smoking by Subculture

<table>
<thead>
<tr>
<th>Subculture</th>
<th>Cigarette Smoking</th>
<th>B &amp; M Smoking</th>
<th>Any Tobacco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preppy</td>
<td>12%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Mainstream</td>
<td>24%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Hip Hop</td>
<td>40%</td>
<td>28%</td>
<td>26%</td>
</tr>
</tbody>
</table>

*p<.05, **p<.01, ***p<.001
**Alcohol Use by Subculture**

- **Preppy**
  - Subculture Size: 13%
  - Any Alcohol Use*: 27%
  - Binge Drinking: 3%
- **Mainstream**
  - Subculture Size: 24%
  - Any Alcohol Use*: 31%
  - Binge Drinking: 4%
- **Hip Hop**
  - Subculture Size: 40%
  - Any Alcohol Use*: 43%
  - Binge Drinking: 8%

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

**Violence by Subculture**

- **Preppy**
  - Subculture Size: 13%
  - Physical Fight**: 10%
- **Mainstream**
  - Subculture Size: 24%
  - Physical Fight**: 13%
- **Hip Hop**
  - Subculture Size: 40%
  - Physical Fight**: 25%

*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

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Hip Hop</th>
<th>Preppy</th>
<th>Mainstream</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoked at least one cigarette***</td>
<td>23.8%</td>
<td>5.3%</td>
<td>9.8%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Smoked at least one cigarillo, like a Black &amp; Mild***</td>
<td>34.9%</td>
<td>12.6%</td>
<td>11.6%</td>
<td>22.3%</td>
</tr>
</tbody>
</table>

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

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### Peer Group Smoking

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

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

*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.
Teen smoking in Utah is just 8.7%.

**HBase Survey Findings**

- Rockers: 28%
- Emo/Goth: 14%
- Hip Hop: 19%
- Mainstream: 34%
- Preppy: 50%
- Rural: 18%
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 TOBACCO INDUSTRY HAS TORTURED AND KILLED DOGS, RABBITS, AND MONKEYS FOR DECADES.

IS SMOKING WORTH IT?
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 machine machineries. 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 xpoz.

smokefreevegas.com
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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