ADOLESCENT PEER CROWD IDENTIFICATION

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Peer Crowd Identification

Reputation-based group of adolescents with a shared set of styles, hobbies preferences, values, norms.
% of Total Population

% of Ever Tried Alcohol, by group

% Ever Tried Smoking, by group

% Ever tried marijuana, by group

- Popular
- Outcasts
- Emo/Goth
- Skaters
- Hip-hop
- Academics
- Deviant
- Rockers
- Musician
- Average
Potential for Intervention

In the U.S., 1200 people die every day from tobacco-related disease. One tobacco company called younger adult smokers "replacement smokers." Another brainwashed targeting potential smokers in school bathrooms, playgrounds, YMCAs, and City Parks.
Commune supports the local and thriving talent in San Diego and every month teams up with a local band, DJ, designer and artist at Commune Wednesdays.
New areas: Tobacco Marketing?
New areas: Role of media?
Things You'll Need

- The hipster clothes
- The hipster early adopter gadgets
- Local unknown bands
- Notebook - for the lingo, the things you need to remember; just make sure it's sporting an ironic design
- Fixed gear bike
- Garden of your own
- Parliament or American Spirit cigarettes
- Pabst beer
- The best sense of humor
- Turntable

THIS ISN'T AN AMERICAN SPIRIT
CAN'T SMOKE IT

SAD HIPSTER
RAN OUT OF PARLIAMENTS

SHE SMOKED PARLIAMENT CIGARETTES.
Challenges

- Rapidly changing
  - New groups
  - Group prototypes
- Geographic variance
- Groups with ‘small’ N’s
- Emerging tobacco products and illicit substances