

# ADOLESCENT PEER CROWD IDENTIFICATION

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# Peer Crowd Identification



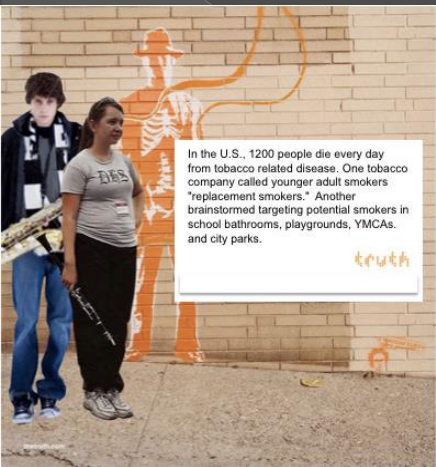
Reputation-based group of adolescents with a shared set of styles, hobbies preferences, values, norms

	Tried smoking	Tried alcohol	Tried marijuana	% of Total Population
Popular/Jock/Preppy	16.8%	14.3%	12.7%	14.3%
Outcasts/Misfits	7.1%	6.9%	9.1%	5.4%
Emo/Goth	1.8%	1.7%	3.6%	1.5%
Skaters	11.5%	8.0%	9.1%	5.6%
Hip-Hop	6.2%	5.1%	7.3%	3.6%
Academics	8.0%	10.3%	3.6%	16.3%
Rockers	4.4%	4.6%	9.1%	2.7%
Deviant	5.3%	4.0%	9.1%	2.0%
Musician/Theater/Band	4.4%	5.1%	3.6%	5.4%
Average	33.6%	38.9%	30.9%	41.6%

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In the U.S., 1200 people die every day from tobacco related disease. One tobacco company called younger adult smokers "replacement smokers." Another brainstormed targeting potential smokers in school bathrooms, playgrounds, YMCAs, and city parks.

truth



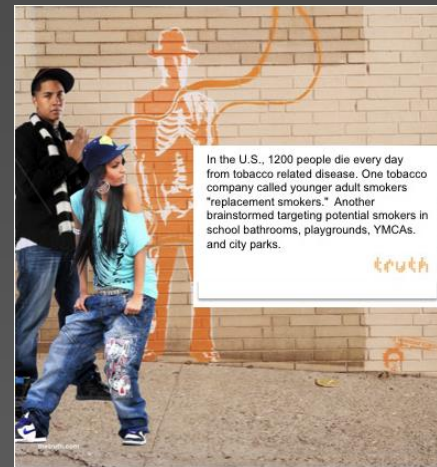
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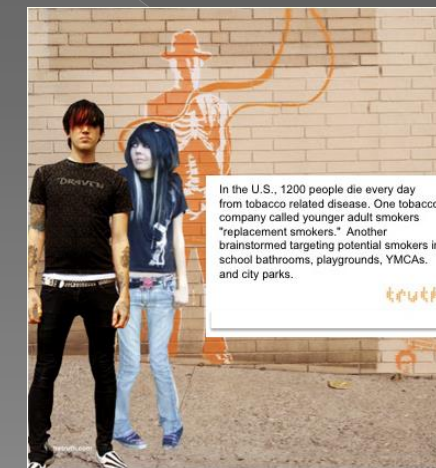
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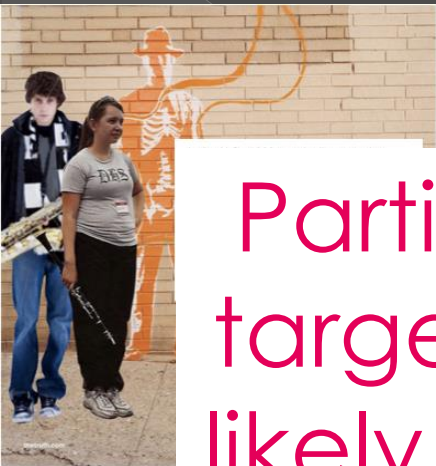
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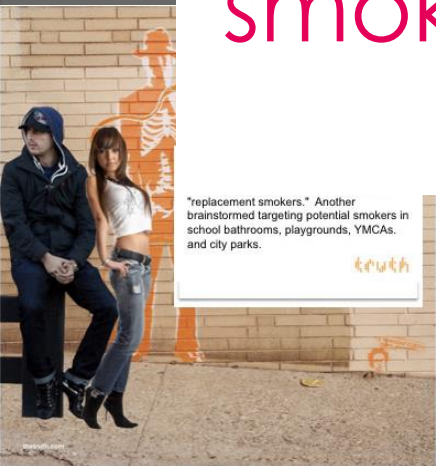
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# Participants who viewed an ad targeting their group were more likely to agree with statements in the ad and had lower levels of smoking susceptibility at 1 week post-test



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PHILIP MORRISSEY,



HEAVEN KNOWS I'M MISERABLE NOW.

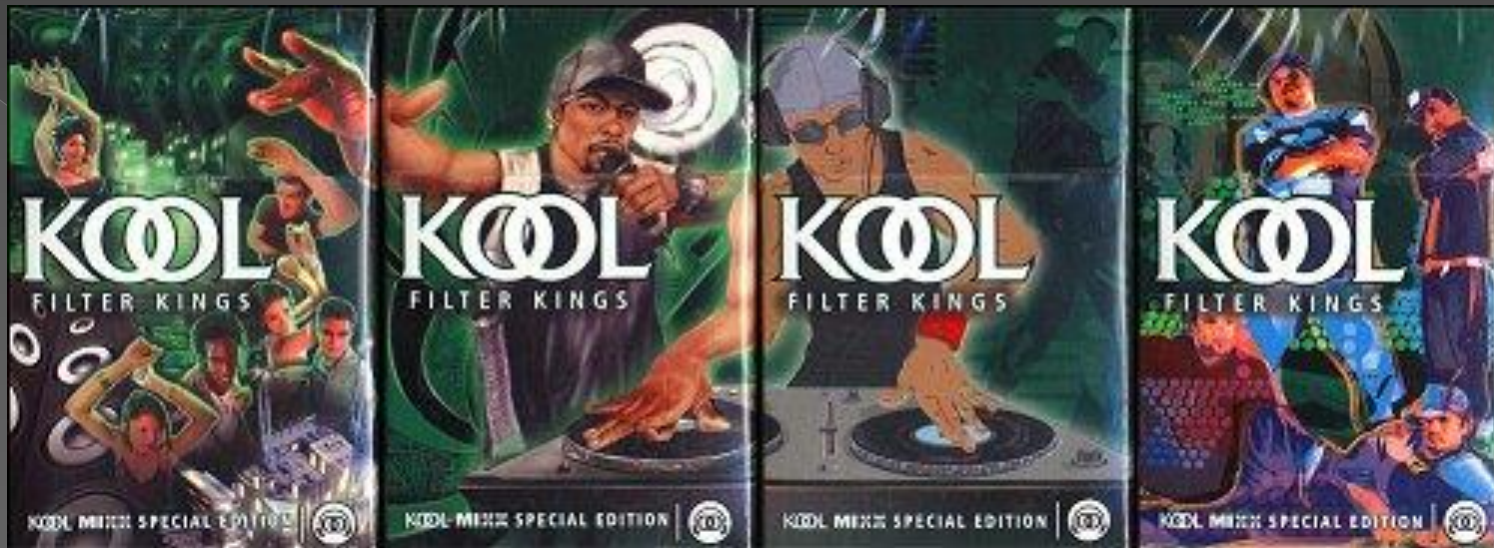
JUSTIN HAGER

#ARTAGAINSTBIGTOBACCO



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.





**CAMEL FARM**  
**COMMITTED TO SUPPORTING & PROMOTING INDEPENDENT RECORD LABELS**

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SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Small text: No additives in our tobacco does NOT mean a safer cigarette. The best music comes from the underground. The world of independent music is a vibrant, creative, and diverse scene. It's a place where artists can express their unique voices and create music that resonates with listeners. It's a place where you can find the next big thing. It's a place where you can find the music that you love. It's a place where you can find the music that you need. It's a place where you can find the music that you want. It's a place where you can find the music that you deserve.

Small text: © 2008 American Spirit. All rights reserved. American Spirit is a registered trademark of American Spirit. American Spirit is a registered trademark of American Spirit. American Spirit is a registered trademark of American Spirit.

CIGARETTES



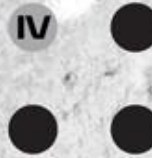
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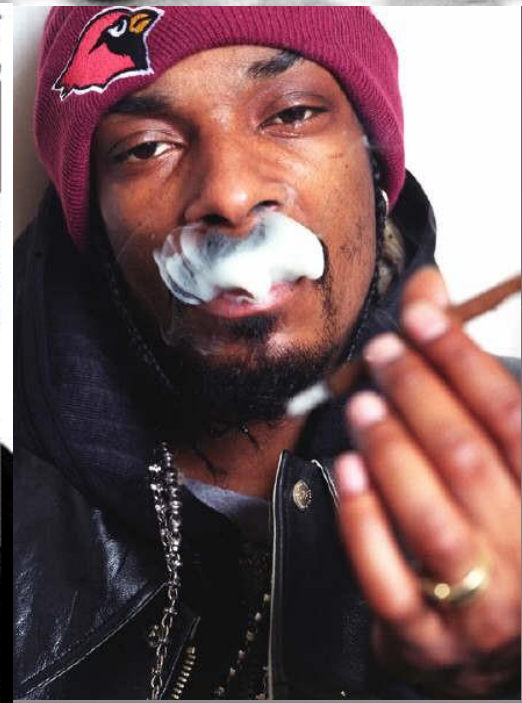
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1979-2009

"THE ALBUM IS STILL A MASTERPIECE"  
Exclusive interviews with the band



BLUR + NEW GOSSIP  
REUNITED LIVE! ALBUM  
GLASVEGAS



## Things You'll Need

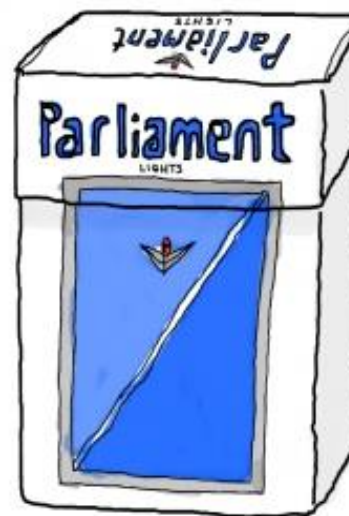
- The hipster clothes
- The hipster early adopter gadgets
- Local unknown bands
- Notebook - for the lingo, the things you need to remember; just make sure it's sporting an ironic design
- Fixed gear bike
- Garden of your own
- Parliament or American Spirit cigarettes
- Pabst beer
- The best sense of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



**SAD HIPSTER**

**RAN OUT OF PARLIAMENTS**

A young man with glasses and a black shirt is talking on a phone. He has a distressed expression on his face. The text "SAD HIPSTER" is written in large white letters at the top, and "RAN OUT OF PARLIAMENTS" is written in large white letters at the bottom.



SHE SMOKED  
PARLIAMENT  
CIGARETTES.



# Challenges in measurement

- Rapidly changing
- Geographic variance
- Diversity of groups
- Groups with 'small' N's