

# ADOLESCENT PEER CROWD IDENTIFICATION

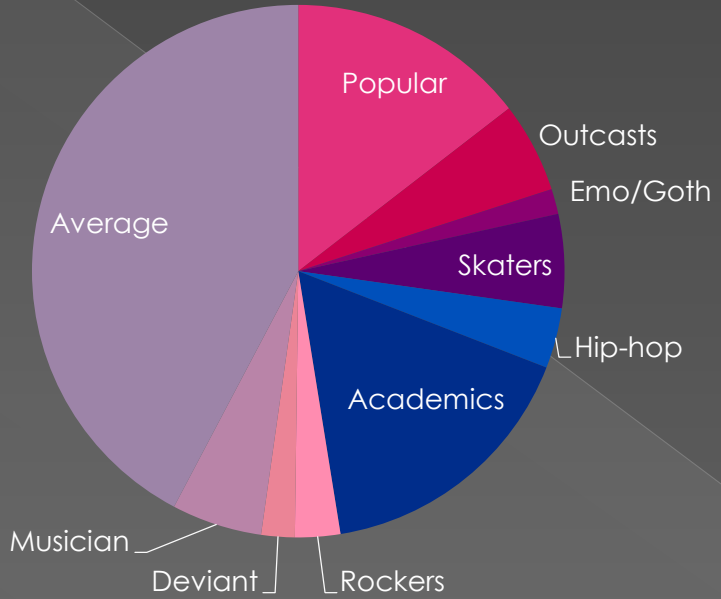
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# Peer Crowd Identification

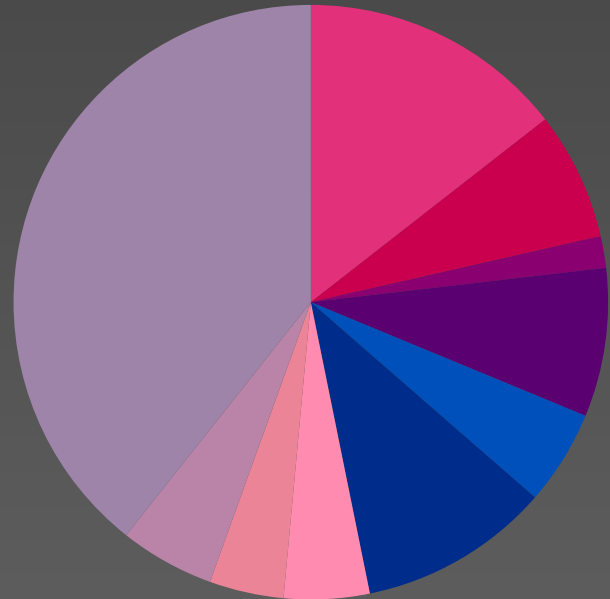


Reputation-based group of adolescents with a shared set of styles, hobbies preferences, values, norms

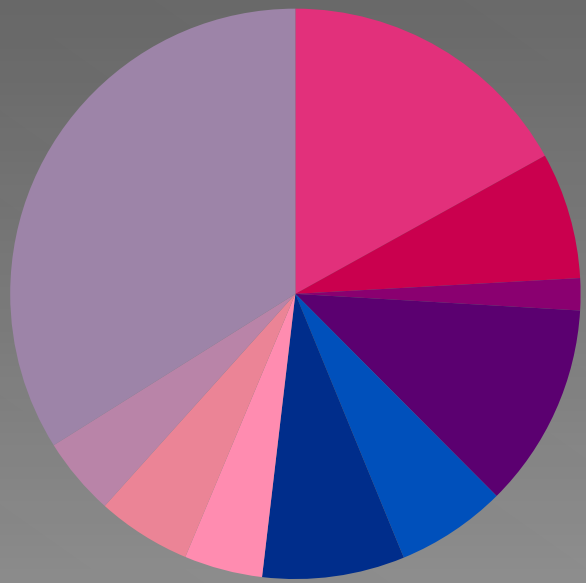
### % of Total Population



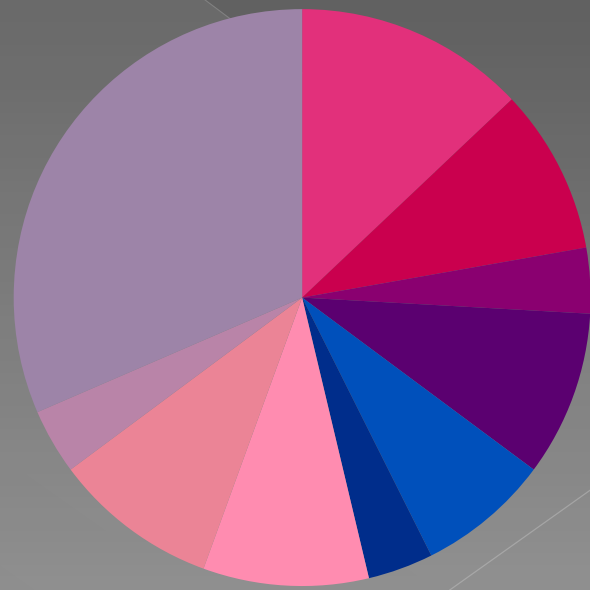
### % of Ever Tried Alcohol, by group



### % Ever Tried Smoking, by group

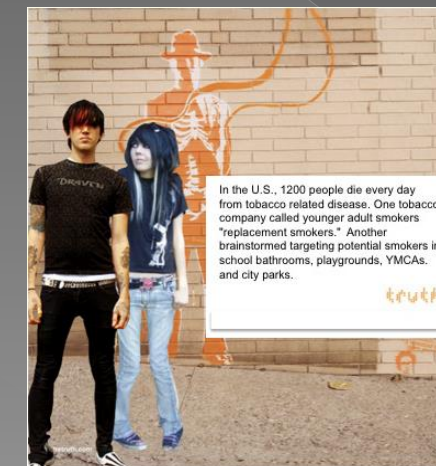
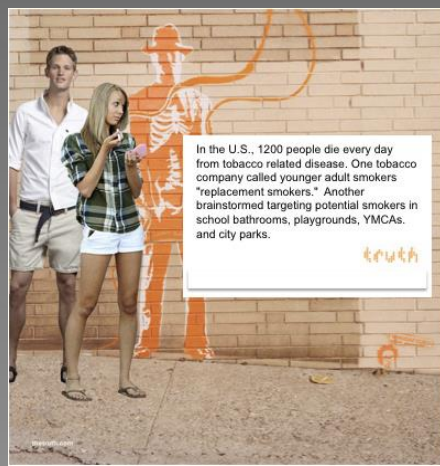
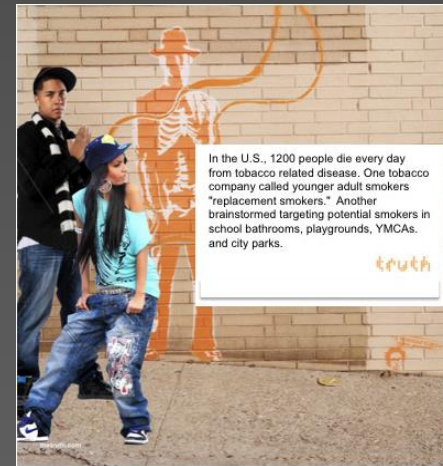
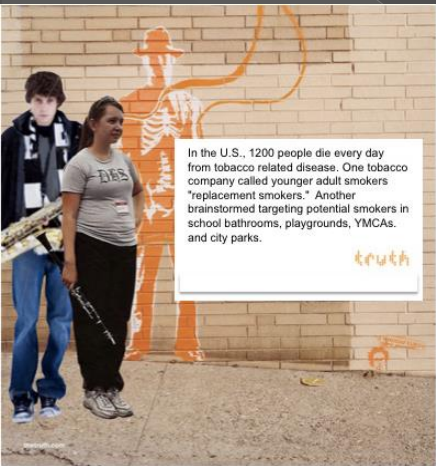


### % Ever tried marijuana, by group



- Popular/Jock/Preppy
- Outcasts/Misfits
- Emo/Goth
- Skaters
- Hip-Hop
- Academics
- Rockers
- Deviant
- Musician/Theater/Band
- Average


# Potential for Intervention




 TWO UP  
DOWN  
PRESENTS  
**THE ROVA PARTY**  
**FRIDAY FEBRUARY. 26<sup>TH</sup>**  
**7 - 10:30 PM**  
**\$7**  
 WITH THIS FLYER **\$5**  
**16+ (UNDER 21 ONLY)**  
**DOUBLETREE HOTEL**  
 1900 PAVILION DRIVE,  
 VIRGINIA BEACH, 23451  
 FEATURING:  
**DJ JUMPOFF & DJ MAINO STAR**  **SPINNING THE HOTTEST CLUB BANGERS ALL NIGHT**  
 FOR MORE INFO CLICK HERE OR GO TO  
**2UP2DOWNVA.COM**


PHILIP MORRISSEY,

HEAVEN KNOWS I'M MISERABLE NOW.



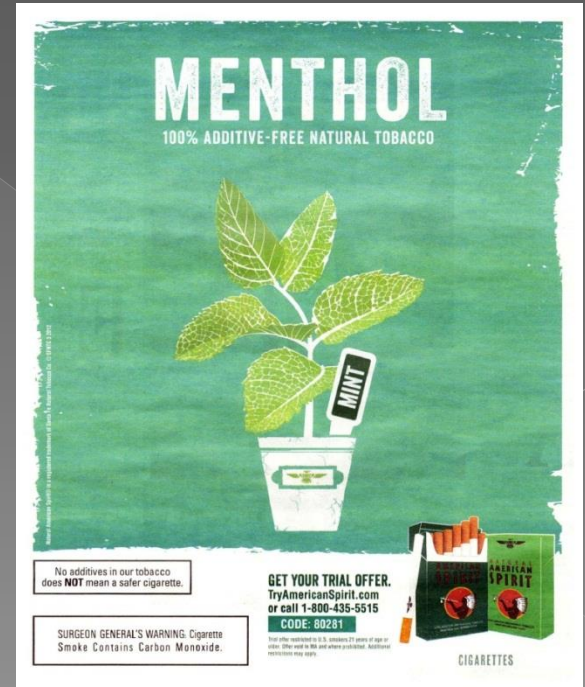
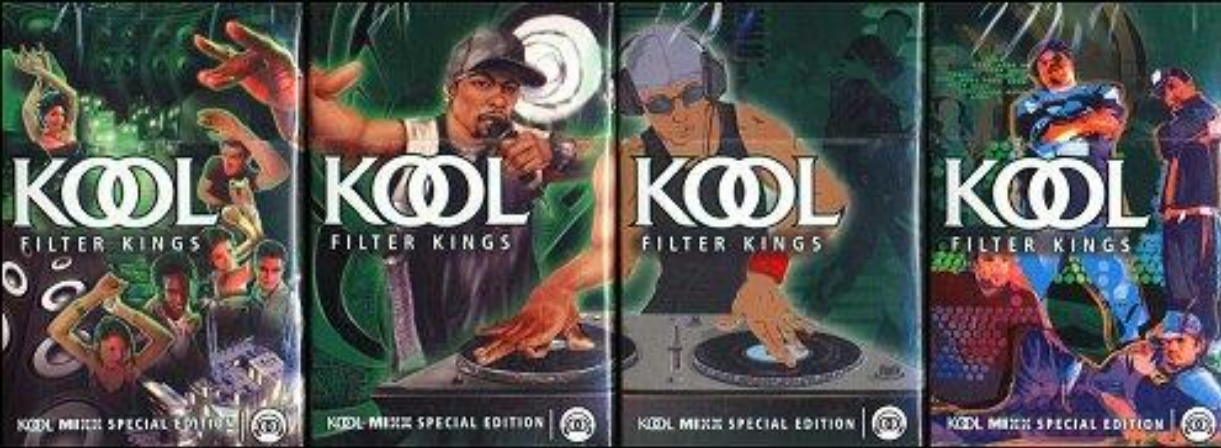
JUSTIN HAGER

#ARTAGAINSTBIGTOBACCO

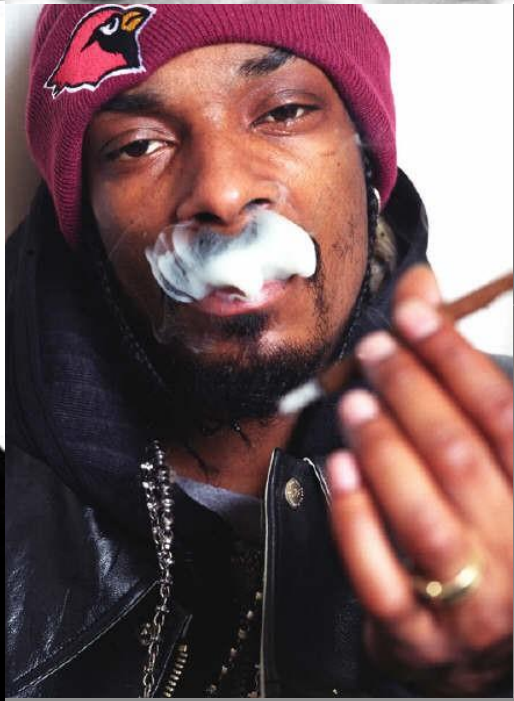


Commune supports the local and thriving talent in San Diego and every month teams up with a local band, DJ, designer and artist at Commune Wednesdays.

# New areas: Tobacco Marketing?



# New areas: Role of media?



## Things You'll Need

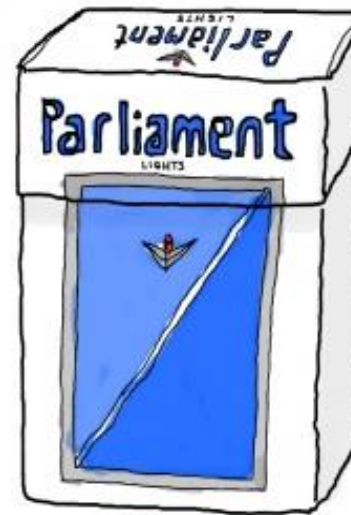
- The hipster clothes
- The hipster early adopter gadgets
- Local unknown bands
- Notebook - for the lingo, the things you need to remember; just make sure it's sporting an ironic design
- Fixed gear bike
- Garden of your own
- Parliament or American Spirit cigarettes
- Pabst beer
- The best sense of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



**SAD HIPSTER**

**RAN OUT OF PARLIAMENTS**

quickmeme.com



SHE SMOKED  
PARLIAMENT  
CIGARETTES.



# Challenges

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