

# THE TEEN MARKET Report, *ABC Tobacco*



To help us better market our products, we have conducted an extensive survey of youth between the ages of 15 and 24. The goal of this survey was to give us a better understanding of the values, lifestyles and smoking behavior of young people – in order to better target this desirable group.

In the first half of the survey, the young people were asked about social roles, self image, relationships, values, interests, ambitions, politics, brands, music, forms of advertising, and their media behavior. The survey also included questions about their spending habits.

The second half of the survey consisted of interviews in which young people were asked their thoughts about smoking, and which tobacco products and brands they knew about and/or used.

Based on their responses, we have divided young people into several different groups. We will need to develop different advertising approaches for each group. In fact, these groups are just the starting point. We are currently collecting additional research to further refine the categories. We want to make sure that every teen knows that there is a cigarette that is just right for him or her. The seven groups that we identified are:

## **Group 1: The Shallows** (32% of total survey group)

The Shallows are easily persuaded to follow the latest fads, whatever they happen to be. They like to listen to whatever is the most popular music, to wear whatever is the most popular brand, to buy whatever their friends buy. "Average" often describes the Shallows, who tend to be followers and academic underachievers. They flow with the trends, taking their cues from others. It's not that they don't have opinions – it's just that they would rather avoid controversy, so are unlikely to express any unpopular view publicly. The Shallows tend to focus on material success and despite wanting to be part of the crowd, they are also rather self-centered.

- 42% of Shallows were male; 58% were female
- Percentage of Shallows who smoke: 18%

## **Personality Profile:**

- Fashion-conscious
- Not particularly politically concerned
- Live for the moment and tend to be self-indulgent
- Many have insecurities about their bodies; girls often want to be thinner, boys stronger or otherwise more attractive

- Medium to heavy viewers of TV
  - Popular musical tastes – whatever is “in”
  - Enjoy books, especially those that feature teens and pop culture
  - Read magazines, particularly those focused on fashion and entertainment
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## **Group 2: Tomorrow’s Leaders** (12% of total survey group)

These are potential movers and shakers. They are social and assertive, clear in their direction and oriented toward achievement and success. Generally, they don’t “rock the boat.” Rather, they want to become captains of the boat. These teens demonstrate a degree of independence from family and friends, yet remain largely conformists in society. Success is still thought about primarily in material terms. In this respect they are prime consumers, especially for fashion items, sporting equipment, and accessories.

- 58% of Tomorrow’s Leaders were male and 42% were female
- Percentage of Tomorrow’s Leaders who smoke: 8%

### **Personality Profile**

- Friendly, assertive, independent
- Participate in wide range of activities – clubs, concerts, sports
- Fashion-conscious, but less so than *The Shallows*
- Often have money of their own to spend
- Come from upscale, professional families
- Enjoy going to movies with friends
- Light viewers of TV (they enjoy sports, comedies, talk shows and dramas)
- Enjoy pop and rock music
- Often like to read books and newspapers
- Most don’t like smoking

## **Group 3: The Jocks** (11% of total survey group)

Many athletes are not jocks. What separates The Jocks from other athletes is that they place sport success at the top of their list of priorities. Many see success in sports as their ticket to success in life. Members of this group may be particularly vulnerable to marketing when, as usually happens, they fall short of their athletic goals.

- 67% of Jocks were male and 33% were female
- Percentage of Jocks who smoke: 8%

### **Personality Profile**

- Confident
- Highly active in sports
- Rely on parents for moral support
- Many come from disadvantaged backgrounds
- Tend to not have extra money to spend

- Wide variety of musical tastes, depending on their cultural group
  - Average TV viewers (like pro sports, comedies, soaps, and dramas)
  - Below average readers
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#### **Group 4: The Brainiaks** (14% of total survey group)

The Brainiaks tend to be the brightest students. They are interested in ideas. While some Brainiaks are socially skilled and popular, those who have fewer social skills may be labeled “geeks” by classmates. Brainiaks are unafraid to explore less popular ways of thinking and acting. They are more interested in creativity and self-expression than in following the crowd. Less materialistically oriented than Tomorrow’s Leaders, they define success more in terms of self-fulfillment and “making a contribution to society” than achieving a high income.

- 46% of Brainiaks were male and 54% were female
- Percentage of Brainiaks who smoke: 2%

#### **Personality Profile**

- Assertive and confidence
  - Tend to not have much money to spend
  - Challenge popular ideas
  - May have unusual tastes in music and arts
  - Watch less TV than average
  - Avid readers
  - Tend to disapprove of smoking
  - Not very active in sports
  - Rely on parents for moral support
  - Financially conservative, but have lots of discretionary income
  - Likely to have bank accounts, credit cards and cars
  - Prefer “easy-listening” or pop music
  - Average TV viewers (like soaps, comedies, news and dramas)
  - Average readers
  - Older, Quebec youth are over-represented in this group
  - More females
  - Live away from home, working
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#### **Group 5: Rebel-Without-Cause** (9% of total survey group)

These teens are often defined by teachers and other authority figures as “trouble-makers.” They like to test limits and push boundaries. While these teens reject some of the attitudes and behaviors of the more conforming students, they do so more as a knee-jerk response, than from a principled stance. They know what they are against, but are less clear about what they are for.

They like to see themselves as “cool” and carefully cultivate a public image.

- 62% of Rebels were male and 38% were female
- Percentage of Rebels who smoke: 52%

### **Personality Profile**

- Outwardly confident, but inwardly insecure
  - May come across as “detached” and uninterested
  - Like hard rock, heavy metal, or rap music
  - Heavy consumers of media
  - Usually have a small group of close friends
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### **Group 6: Activists** (12% of total survey group)

These young people tend to support a variety of social causes – environmental issues, peace and justice concerns, racial equality, homelessness, world hunger, and so on. They like to join clubs that have a cause to support and are active in their local communities supporting their chosen issue(s). Some become actively involved in political campaigns and movements.

- 41% of Activists were male and 59% were female
- Percentage of Activists who smoke: 2%

### **Personality Profile**

- Secure and decisive
  - Introspective, yet outwardly focused
  - Clear sense of personal values
  - Motivation for activism may stem from religious or ethical commitments
  - Less fashion conscious than most other groups
  - Stable and supportive family backgrounds
  - Broad musical tastes
  - Below average TV viewing (may be active on internet)
  - Heavy readers
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## **Group 7: Traditionalists** (10% of total survey group)

The remaining group is the Traditionalists. This segment is the most conservative and also tends to be the most religious. Material success is not their leading motivation. Spiritual values are held in high esteem. Many of their attitudes, like their relatively traditional view of gender roles, are considered by some of their peers as old fashioned. The Traditionalists support “family values” and long-established belief systems.

- 44% Traditionalists were male and 56% were female
- Percentage of Traditionalists who smoke: 12%

### **Personality Profile**

- Conservative, religious
- Often come from rural areas and small towns
- Outgoing and confident
- Strong family ties
- Hard-working, unselfish
- Against sexual freedom, drug use, and violence
- Not much money to spend
- Light TV viewers, usually news
- Most likely group to regularly attend church, mosque or synagogue
- Prefer lighter music
- Enjoy reading news magazines, books, newspapers