



Uprise Baseline Report (Non-Alternative vs. Alternative)

Respondent demographic information

Five hundred and forty-five (n=545) youth aged 13 to 18 years old completed the Uprise baseline survey. Youth were from Central West and South West, Ontario.

The average age of respondents was 16.2 years old.

Close to equal amounts of the sample were male (49.5%, n=267) and female (47.5%, n=256), with 3.7% (n=20) identifying as 'other'.

The majority of respondents identified as being 'White' (73.4%, n=394). Approximately 11.6% (n=62) identified as being 'Aboriginal'.

What is your gender identity? (Check all that apply)

		Response percent	Response total
Male		49.54%	267
Female		47.5%	256
Other, please explain:		3.71%	20

Statistics based on 539 respondents;

What is your racial identity or identities? (Check all that apply)

		Response percent	Response total
White		73.37%	394
Asian		10.06%	54
Black		7.26%	39
Aboriginal		11.55%	62
Other, please describe:		4.84%	26

Statistics based on 537 respondents;

Peer Groups

Among the 545 survey respondents, 'Preppy' (44%, n=239) and 'Mainstream' (42%, n=226) were the peer groups to which most were assigned. This was followed by:

- 'Alternative' (30.3%, n=165),
- 'Hip Hop' (25.5%, n=139), and
- 'Country' (22.6%, n=12)

Twenty percent (20.2%, n=110) of the sample could not be assigned a peer group due to incomplete data.

It is important to note that, as per Rescue Social Change's methodology, youth can be influenced by more than one peer group and thus peer group categories are not mutually exclusive (for example, respondents can be assigned to both Hip Hop and Alternative). Thus, proportions in the above analysis do not sum to 100.

Peer Groups

		Response percent	Response total
Alternative		30.28%	165
Hip Hop		25.51%	139
Mainstream		41.47%	226
Preppy		43.85%	239
Country		22.57%	123
Excluded from question		20.18%	110

Statistics based on 545 respondents;

Respondent groups

Among the 435 respondents who were assigned to a peer group:

- 270 were Non-Alternative (not assigned to the Alternative peer group)
- 165 were Alternative
 - among these 165 respondents
 - 116 were Alternative + Other (assigned to the Alternative peer group and at least one other peer group)
 - 49 were Alternative only (assigned to the Alternative peer group only)

*In this report, we define 'Alternative' as all respondents who are assigned to the Alternative peer group (n=165).

**It is important to note that results should be interpreted with caution due to small sample sizes. Particularly, comparisons should not be made between Alternative and non-Alternative groups due to small sample size.

Respondent cigarette use

Among 510 respondents, 50.4% (n=257) had tried a cigarette in their lifetime.

Among 263* *ever smokers*, 62% (n=164) had smoked a cigarette in the past 30 days. Just under 30% of the sample were daily smokers.

*It appears that due to skip logic issues, six never smokers answered the past 30 days cigarette use question.

Have you ever tried smoking, even just a few puffs?

		Response percent	Response total
Yes (Go to question 21)		50.39%	257
No (Go to question 18)		49.61%	253

Statistics based on 510 respondents;

During the past 30 days, did you smoke a cigarette, even just a few puffs?

		Response percent	Response total
Yes, every day (30 days)		27.38%	72
Yes, almost every day (15-29 days)		12.17%	32
Yes, some days (1-14 days)		22.81%	60
No (0 days)		37.64%	99

Statistics based on 263 respondents;

Non-Alternative vs. Alternative

Ever tried a cigarette:

- Among *Non-Alternative respondents* (n=256), 50% (n=127) had tried a cigarette in their lifetime
- Among *Alternative respondents* (n=158), 57.5% (n=91) had tried a cigarette in their lifetime.

Past 30 day cigarette use

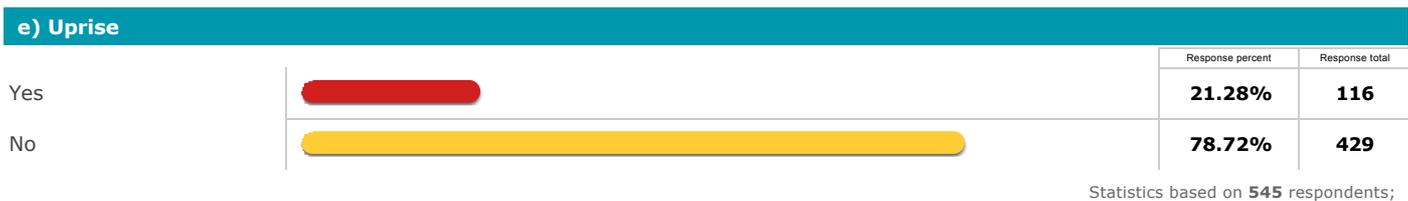
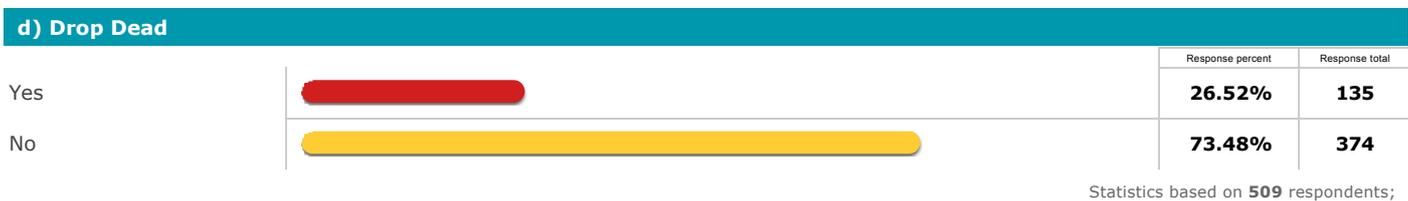
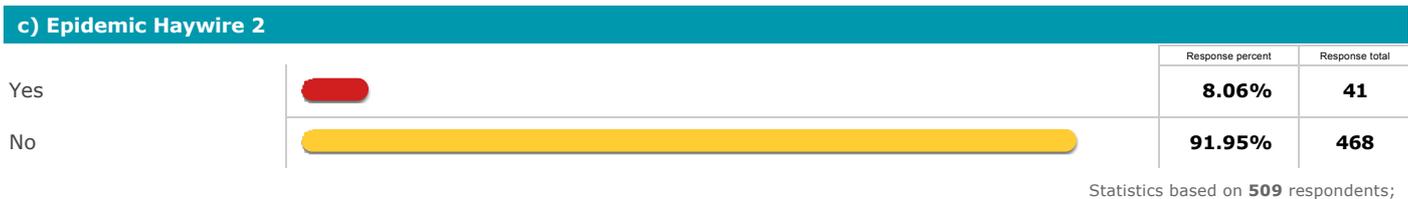
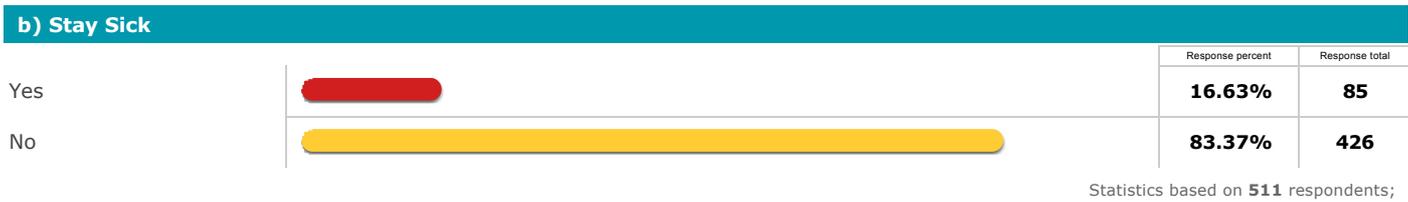
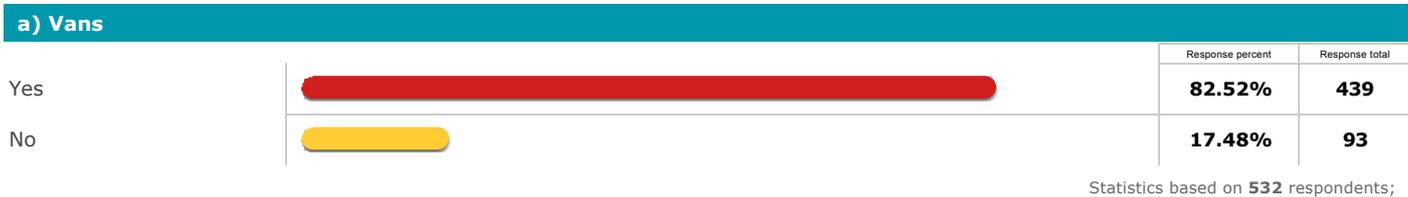
- Among *Non-Alternative ever smokers* (n=129), 52% (n=67) had smoked a cigarette in the past 30 days.
- Among *Alternative ever smokers* (n=91), 72.5% (n=66) had smoked a cigarette in the past 30 days

Awareness of Brands

A majority of respondents (82.5%, n=439) had heard of the Van's brand. Respondents were less aware of the following brands:

- Drop Dead (26.5%, n=135)
- Uprise (21.3%, n=116)
- Stay Sick (16.6%, n=85)
- Epidemic Haywire (8.1%, n=41)

Epidemic Haywire is a fictitious brand. This might imply that awareness of the Uprise brand (and other brands) is 8% less than what was actually found amongst the sample.



Non-Alternative vs. Alternative

Awareness of brand by peer group is found in the table below. Twenty-one percent (21%, n=57) of Non-Alternative and 22% (n=36) of Alternative respondents were aware of Uprise.

Awareness of brands: Non-Alternative vs. Alternative

		a) Vans Yes	a) Vans No	b) Stay Sick Yes	b) Stay Sick No	c) Epidemic Haywire 2 Yes	c) Epidemic Haywire 2 No	d) Drop Dead Yes	d) Drop Dead No	e) Uprise Yes	e) Uprise No
Non-alternative	Count :	228	35	37	210	19	225	51	196	57	213
	Row % :	84%	13%	14%	78%	7%	83%	19%	73%	21%	79%
Alternative	Count :	136	27	29	132	13	148	59	98	36	129
	Row % :	82%	16%	18%	80%	8%	90%	36%	59%	22%	78%

Last time heard about Uprise brand*

Among those who had heard about 'Uprise' (n=104), 40.4% (n=42) reported hearing about the brand the day of the survey ('Today'). Approximately 39% (n=41) reported hearing about Uprise over the 'last week' or 'month'.

Approximately 20% (n=21) reported hearing about Uprise over the last year. Because the brand was only a couple months old during baseline data collection, this might imply that reported recall is 20% less for the other response categories in this question.

The above findings was consistent among Alternative and Non-Alternative respondents (see table below).

*Results should be interpreted with caution due to small sample sizes

When was the last time you heard about the brand *Uprise*?

		Response percent	Response total
Today		40.39%	42
Over the last week		18.27%	19
Over the last month		21.15%	22
Over the last year		20.19%	21

Statistics based on **104** respondents;

Last time heard about Uprise: Alternative vs. non-Alternative

		When was the last time you heard about the brand Uprise? Today	When was the last time you heard about the brand Uprise? Over the last week	When was the last time you heard about the brand Uprise? Over the last month	When was the last time you heard about the brand Uprise? Over the last year
Non-alternative	Count : Row % :	21 40%	9 17%	11 21%	12 23%
Alternative	Count : Row % :	12 39%	6 19%	10 32%	3 10%

Likelihood of recommending Uprise to a friend*

Among respondents who reported being aware of Uprise (n=94),

- 30% (n=28) were not very or not at all likely to tell their friends about the brand
- 45% (n=42) were somewhat likely to tell their friends about the brand
- 26% (n=24) were very or extremely likely tell their friends about the brand

Non-Alternative vs Alternative

Among Non-Alternative respondents (n=47),

- 32% (n=15) were not very or not at all likely to tell their friends about the brand,
- 49% (n=23) were somewhat likely and
- 19% (n=9) were very or extremely likely to tell their friends.

Among Alternative respondents (n=29),

- 21% (n=6) were not very or not at all likely to tell their friends about the brand,
- 45% (n=13) were somewhat likely and
- 35% (n=10) were very or extremely likely to tell their friends.

* Results should be interpreted with caution due to small sample sizes

How likely are you to tell your friends about the brand *Uprise*? (Check all that apply)

		Response percent	Response total
Not at all likely		13.83%	13
Not very likely		15.96%	15
Somewhat likely		44.68%	42
Very likely		15.96%	15
Extremely likely		9.57%	9

Statistics based on **94** respondents;

Likelihood of telling friends about Uprise: Non-Alternative vs. Alternative

		How likely are you to tell your friends about the brand Uprise? (Check all that apply) Not at all likely	How likely are you to tell your friends about the brand Uprise? (Check all that apply) Not very likely	How likely are you to tell your friends about the brand Uprise? (Check all that apply) Somewhat likely	How likely are you to tell your friends about the brand Uprise? (Check all that apply) Very likely	How likely are you to tell your friends about the brand Uprise? (Check all that apply) Extremely likely
Non-alternative	Count : Row % :	8 17%	7 15%	23 49%	7 15%	2 4%
Alternative	Count : Row % :	2 7%	4 14%	13 45%	6 21%	4 14%

Uprise influence*

Among 89 respondents who reported being aware of Uprise,

- 49.4% (n=44) said Uprise has made them stay smoke-free
- 34.8% (n=31) said that Uprise has made them think more negatively about the tobacco industry
- 28% (n=25) said that Uprise has made them think more negatively about smoking
- 26.9% (n=24) said that Uprise had not influenced them in the ways stated in the question

Non-Alternative vs Alternative

A total of 53 Non-Alternative and Alternative respondents completed this question.

Among Non-Alternative respondents, the top three reported influences were:

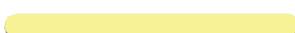
1. Stay smoke-free (n=26)
2. Think more negatively about smoking (n=15)
3. Think more negatively about the tobacco industry (n=15)

Among Alternative respondents, the top three reported influences were:

1. Think more negatively about the tobacco industry (n=12)
2. Stay smoke-free (n=10)
3. None of the above (n=9)

*Results should be interpreted with caution due to small sample sizes

Uprise Brand Influence

		Response percent	Response total
Quit or try to quit smoking?		12.36%	11
Want to quit smoking in the future?		8.99%	8
Stay smoke-free?		49.44%	44
Think more negatively about smoking?		28.09%	25
Think more negatively about the tobacco industry?		34.83%	31
None of the above		26.97%	24
Other, please describe here:		8.99%	8

Statistics based on 89 respondents;

Uprise Brand Influence: Non-Alternative vs. Alternative

		Uprise Brand Influence Quit or try to quit smoking?	Uprise Brand Influence Want to quit smoking in the future?	Uprise Brand Influence Stay smoke-free?	Uprise Brand Influence Think more negatively about smoking?	Uprise Brand Influence Think more negatively about the tobacco industry?	Uprise Brand Influence None of the above	Uprise Brand Influence Other, please describe here:
Non-alternative	Count : Row % :	4 9%	1 2%	26 58%	15 33%	15 33%	10 22%	3 7%
Alternative	Count : Row % :	5 19%	5 19%	10 37%	8 30%	12 44%	9 33%	1 4%

Likelihood of Supporting Uprise

Among respondents who were *not* aware of Uprise (n=410)

- 26.1% (n=107) were not at all or not very likely to support the Uprise brand.
- 31.7% (n=130) were somewhat likely to support the Uprise brand.
- 42.2% (n=173) were very or extremely likely to support the Uprise brand.

Non-Alternative vs Alternative

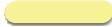
Among non-Alternative respondents (n=202):

- 22% (n=45) were not at all or not very likely to support Uprise
- 30% (n=60) were somewhat likely to support Uprise
- 48% (n=98) were very or extremely likely to support Uprise

Among Alternative respondents (n=124):

- 29% (n=36) were not at all or not very likely to support Uprise
- 32% (n=40) were somewhat likely to support Uprise
- 39% (n=48) were very or extremely likely to support Uprise

Now that you've heard a bit about Uprise, how likely would you be to support a brand like Uprise?

		Response percent	Response total
Not at all likely		10.24%	42
Not very likely		15.85%	65
Somewhat likely		31.71%	130
Very likely		29.27%	120
Extremely likely		12.93%	53

Statistics based on 410 respondents;

Likelihood of supporting Uprise

		Now that you've heard a bit about Uprise, how likely would you be to support a brand like Uprise? Not at all likely	Now that you've heard a bit about Uprise, how likely would you be to support a brand like Uprise? Not very likely	Now that you've heard a bit about Uprise, how likely would you be to support a brand like Uprise? Somewhat likely	Now that you've heard a bit about Uprise, how likely would you be to support a brand like Uprise? Very likely	Now that you've heard a bit about Uprise, how likely would you be to support a brand like Uprise? Extremely likely
Non-alternative	Count : Row % :	19 9%	26 13%	60 30%	69 34%	29 14%
Alternative	Count : Row % :	13 11%	23 19%	40 32%	38 31%	10 8%

Likelihood of telling friends about Uprise

Among respondents who were *not* aware of Uprise (n=411),

- 38.6% (n=159) were not at all or not very likely to tell their friends about the brand.
- 37.7% (n=155) were somewhat likely to tell their friends about the brand
- 23.6% (n=97) were very or extremely likely to tell their friends about the brand

Non-Alternative vs Alternative

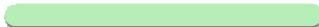
Among non-Alternative respondents who were *not* aware of Uprise prior to event (n=205),

- 36% (n=74) were not very or not at all likely to tell their friends about the brand.
- 39% (n=79) were somewhat likely to tell their friends about the brand.
- 25% (n=52) were very or extremely likely to tell their friends about the brand.

Among Alternative respondents who were *not* aware of Uprise prior to event (n=124),

- 42% (n=52) were not very or not at all likely to tell their friends about the brand.
- 39% (n=48) were somewhat likely to tell their friends about the brand.
- 19% (n=24) were likely to tell their friends about the brand.

How likely are you to tell your friends about a brand like Uprise?

		Response percent	Response total
Not at all likely		15.09%	62
Not very likely		23.6%	97
Somewhat likely		37.71%	155
Very likely		17.52%	72
Extremely likely		6.08%	25

Statistics based on 411 respondents;

Likelihood of telling friends about Uprise

		How likely are you to tell your friends about a brand like Uprise? Not at all likely	How likely are you to tell your friends about a brand like Uprise? Not very likely	How likely are you to tell your friends about a brand like Uprise? Somewhat likely	How likely are you to tell your friends about a brand like Uprise? Very likely	How likely are you to tell your friends about a brand like Uprise? Extremely likely
Non-alternative	Count : Row % :	23 11%	51 25%	79 39%	37 18%	15 7%
Alternative	Count : Row % :	20 16%	32 26%	48 39%	21 17%	3 2%