

Memorandum

To: Melissa Simpson
 From: Rebecca Elmore-Yalch
 Subject: Teen Drinking Concept Test Summary of Findings

Overview

Intercept interviews were conducted to test two concepts designed to discourage drinking among teens age 13 to 17. Intercepts were conducted in locations frequented by teens in two markets—Seattle and Spokane. A total of 91 interviews were completed—40 in Seattle and 51 in Spokane. To encourage participation, teens were offered a \$15 gift card when survey was completed.

Two concepts were tested. For the purposes of this summary, the concepts are titled Emojis (Concept A) and Metaphors (Concept B). Concepts were presented to minimize order bias. Participants were asked a series of open-ended questions to determine if they understood the concept and its main message. In addition, some closed-response questions were included to understand relevance and potential impact on behaviors. Finally, some demographic questions (age, gender identification, race / ethnicity, and sexual orientation were included).

Efforts were made to interview a mix of teens and those efforts were largely successful.

CHARACTERISTIC	SEATTLE	SPOKANE	TOTAL
GENDER			
MALE	26	26	52
FEMALE	13	23	36
AGE			
13	6	6	12
14	3	5	8
15	15	10	25
16	5	11	16
17	11	19	30
RACE / ETHNICITY			
HISPANIC	2	6	8
BLACK / AFRICAN AMERICAN	4	4	8
ASIAN / PACIFIC ISLANDER	10	3	13
NATIVE AMERICAN	0	3	3
WHITE / CAUCASIAN	22	31	53
LGBT			
YES	5	6	11
NO	32	29	61
IDENTIFY AS ALLY	0	11	11
TOTAL	40	51	91

Responses for demos sum to less than total number of interviews due to refusals to provide this information.

Key Findings

Overall, participants generally understood the messages and were able to articulate something about the main message. This ranged from the most basic—“don’t drink”—to detailed descriptions of the message.

The message “4 out of 5 teens don’t drink” seems to do well. No participant disputed the finding and said it was a good message as it told them they didn’t have to bow to peer pressure. Many found this statement surprising but believable and stated that it gave them something to hold onto when encountering pressure to drink.

The concepts did well but in different ways.

- **Emojis:** Participants mainly came away with a strong social norms message: (1) things aren’t always as they seem, especially things you see / read on social media and (2) you don’t have to do what you think other people are doing.
 - Some participants, notably in Spokane, were confused by the emojis—i.e., didn’t get it. But most participants did understand that the immediate assumption is that the emojis were hiding alcohol but were instead simply hiding other fun things.
 - Some participants raised concern about the boy with the trumpet, focusing on his youth. As a result, rather than focusing on their own attitudes / behaviors, they worried about him.
- **Metaphors:** Participants came away with one of two messages from this concept. Some, notably those in Seattle, focused on health and the negative impact of alcohol on their health / bodies. Others felt that the main message was that you didn’t have to bow to pressure and that there are many creative ways to make excuses to not drink.
 - This concept was a bit more confusing for participants. Some participants, notably those in Spokane, stated that they “didn’t get it” or that “it is just weird.”⁶
 - Participants focused most on “your liver is a delicate flower.” Note, however, that when responding to the question, several said “your heart is a delicate flower.” The vampire metaphor was often mentioned as being confusing.

Ratings

As noted earlier, participants indicated the extent to which they agreed or disagreed with several statements about each concept. A four-point rating scale was used—“4” means “strongly agree” and “1” means “strongly disagree.” When reviewing these ratings, it is important to bear in mind that this is a qualitative research study and that results cannot be projected to the general population of all teens. However, these ratings can be used as a general indicator of how well the individual concepts pull—i.e., catch / hold the attention of the participants.

- Both concepts did better in Seattle than in Spokane. This may reflect the more literal interpretation of the message that we saw in Spokane. It may also reflect the difference in the characteristics of the market (values, motivations, etc).
- The Emojis concept did better than the Metaphors in Seattle. Both concepts did equally well in Spokane; the Metaphors concept did a bit better than the Emojis in making them think twice about drinking.

CONCEPT. . .	EMOJIS			METAPHORS		
	SEATTLE	SPOKANE	TOTAL	SEATTLE	SPOKANE	TOTAL
GAVE ME SOMETHING NEW TO THINK ABOUT	3.31	2.96	3.12	3.15	3.00	3.07
WAS RELEVANT	3.41	3.11	3.25	3.33	2.85	3.07
WOULD CATCH MY ATTENTION	3.44	2.85	3.12	3.28	2.91	3.08
WOULD MAKE ME THINK TWICE ABOUT DRINKING	3.44	2.76	3.07	3.38	2.91	3.13
OVERALL	3.40	2.91	3.13	3.28	2.93	3.09