

Peer crowd affiliation as a segmentation tool for young adult D-age tobacco use B-use . Background In California L-loc , young adult D-age tobacco prevention is of prime importance; 63% of smokers start by the age D-age of 18 years B-tme , and 97% start by the age D-age of 26 years B-tme . We examined social affiliation with "peer crowd"™ (eg, Hipsters) as an innovative way to identify high-risk B-pcp tobacco users. Methods Cross-sectional surveys M-mth were conducted in 2014 B-tme (N=3368 M-sts) among young adult D-age bar patrons in 3 California L-loc cities. We examined use rates B-prv of five products (cigarettes T-com , e-cigarettes T-etc , hookah T-com , cigars T-com and smokeless tobacco T-oth) by five race/ethnicity D-rac categories. Peer crowd affiliation was scored based on respondents M-mth ' selecting pictures of young adults D-age representing those most and least likely to be in their friend group. Respondents M-mth were classified into categories based on the highest score; the peer crowd score was also examined as a continuous predictor M-sts . Logistic regression M-mth models with each tobacco product T-com as the outcome tested the unique contribution of peer crowd affiliation, controlling for race/ethnicity D-rac , age D-age , sex D-gen , sexual orientation D-sxo and city. Results Respondents M-mth affiliating with Hip Hop and Hipster peer crowds reported significantly higher R-rel rates B-prv of tobacco use B-use . As a categorical predictor M-sts , peer crowd was related to R-rel tobacco use B-use , independent of associations M-sts with race/ethnicity D-rac . As a continuous predictor M-sts , Hip Hop peer crowd affiliation was also associated with R-rel tobacco use B-use , and Young Professional affiliation was negatively associated, independent of demographic D-soc factors. Conclusions Tobacco product T-com use is not the same across racial/ethnic D-rac groups or peer crowds, and peer crowd predicts tobacco use B-use independent of race/ethnicity D-rac . Antitobacco interventions P-trt targeting peer crowds may be an effective way to reach young adult D-age tobacco users. Trial registration number NCT01686178, Pre-results. Young adults D-age use tobacco at high rates B-prv , but few studies examine the role of identity and social cultures (eg, peer crowd affiliation) in addition to sociodemographic D-soc factors associated with R-rel tobacco use B-use despite their common use in marketing campaigns to promote tobacco use B-use . This study found that affiliation with different peer crowds was associated with R-rel smoking, independent of race/ethnicity D-rac , age D-age , sexual orientation D-sxo and education. This study also examined multiple non-cigarette T-com tobacco products T-com (e-cigarettes T-etc , cigars T-com , hookah T-com , and smokeless tobacco T-oth) and found that peer crowd was independently associated with R-rel use of almost all alternative products. Peer crowd affiliation adds additional information to demographics D-soc in order to better characterize high risk B-pcp subgroups of young adults D-age and facilitate development of targeted anti-tobacco campaigns that reflect group membership and values.