



# Audience Impact and Survey Results

October 2024

## Why Teetotal Initiative

**Teetotal Initiative was created to meet a longstanding need** within the sober\* and recovery communities: finding ways to connect with others, discover new social environments, and engage in enjoyable activities that don't center around alcohol/substance use.

**Our mission** is to help individuals sustain sobriety. We aim to help individuals build a sense of belonging and community while maintaining a sober lifestyle, especially after making drastic changes to their social circles, locations, and habits. Our free, inclusive, sober-focused, high-quality programming is designed to reduce common stressors that lead to a recurrence of use: ***isolation & loneliness, boredom, lack of belonging, and a diminished sense of quality of life.***

As Teetotal Initiative's attendee numbers and demand surged during our very first first year, we recognized that facilitating a formal survey was the best way to **1) share measurable results with key partners, 2) showcase our impact, and 3) secure additional funding and donations.**



*\*Inclusivity Statement: Teetotal Initiative welcomes all individuals regardless of their sober journey or path to recovery. References to sober and sobriety imply any type of recovery. Our events are also open to family members, friends, and allies.*

*This survey was conducted in collaboration with the Mid-Atlantic Regional Public Health Training Center and Nicholas J. Call, a Master's candidate in Behavioral and Community Health Sciences at the University of Pittsburgh School of Public Health, in July 2024. For information on obtaining the full version of the report, please refer to the last page of this document.*

# Survey & Evaluation

## Results Summary

### Three Key Findings

1. **Teetotal Initiative has contributed significantly** to the sober/recovery community since inception
2. **Positive improvement in relapse triggers** can be attributed to sober-focused events
3. **Demand is rising for Teetotal Initiative events** in the Greater Pittsburgh region and beyond

### By the Numbers

#### Supports Ongoing Maintenance and Bolsters Sustained Sobriety & Recovery

##### Sober Social Experience



**90%**

of respondents were Very Satisfied with our events



**87%**

of respondents said our events Exceeded Expectations



##### Relapse Mitigation: Ranked "Better" or "Much Better"



**66%**

experienced improvement in Loneliness/Isolation



**71%**

experienced improvement in Boredom



**76%**

experienced improved Sense of Belonging



**80%**

experienced improved Quality of Life

April 2023 - Dec 2023

2 of 6 Events "Sold Out"

150 Total RSVPs

January - October 2024

All 28 Events "Sold Out"

1035 Total RSVPs

590% Growth

in RSVPs

over 10 Months



# Respondent Overview

## Audience

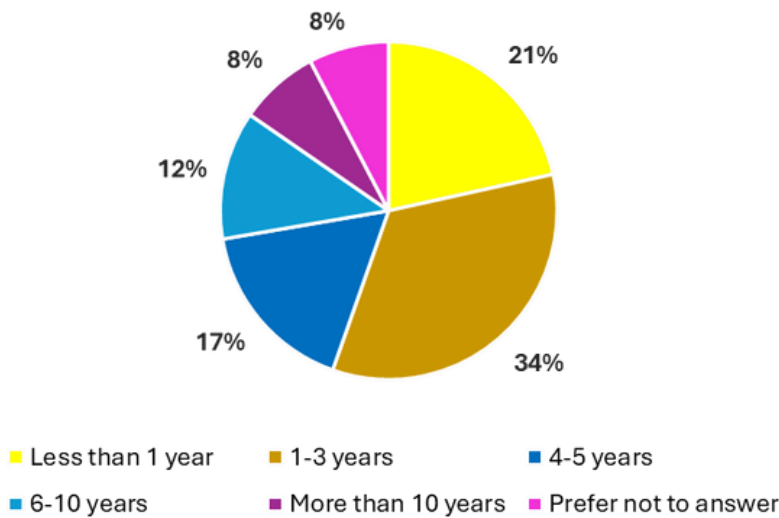
A survey was sent to 499 Teetotal Initiative email list subscribers on July 11, 2024, with 96 responses received over a 21-day period.

## Demographics

Respondents ranged in age from 18 to 55+ and self-identified as sober, in recovery, sober-curious, non-drinkers, or allies. 74% had attended an event, and 26% had yet to attend an event.

- **51%** Had 1 - 5 years of Sobriety/Recovery
- **60%** Identified as Sober/In Recovery
- **87%** Were 30 Years Old or Older
- **90%** White/Caucasian, **93%** Not Hispanic/Latino
- **75%** Female, **22%** Male, **1%** Non-Binary
- **74%** Heterosexual, **8%** Homosexual, **14%** Bisexual, **4%** Other

### In Recovery/Sobriety Time Length



### Population

#### Self Identified Classification

In Recovery	37.5%
Sober	22.9%
Ally	16.7%
Non-Drinker	14.6%
Sober Curious	7.3%
Prefer Not to Say	1.0%

#### Age Distribution

18-25	2.1%
26-30	10.4%
31-40	39.6%
41-50	27.1%
55+	20.8%

## Location

Attendees traveled from 42 zip codes within the Greater Pittsburgh Region to events, with the highest concentration in Shadyside, Ross Township, and Reserve Township. Respondents indicated willingness to travel within Pittsburgh or surrounding areas. Attendees also traveled from Beaver, Butler, Washington, and Westmoreland counties, as well as from Ohio and West Virginia.

Pop-Up Events

Classes & Holistic Programming

Outings & Experiences

# Key Outcomes

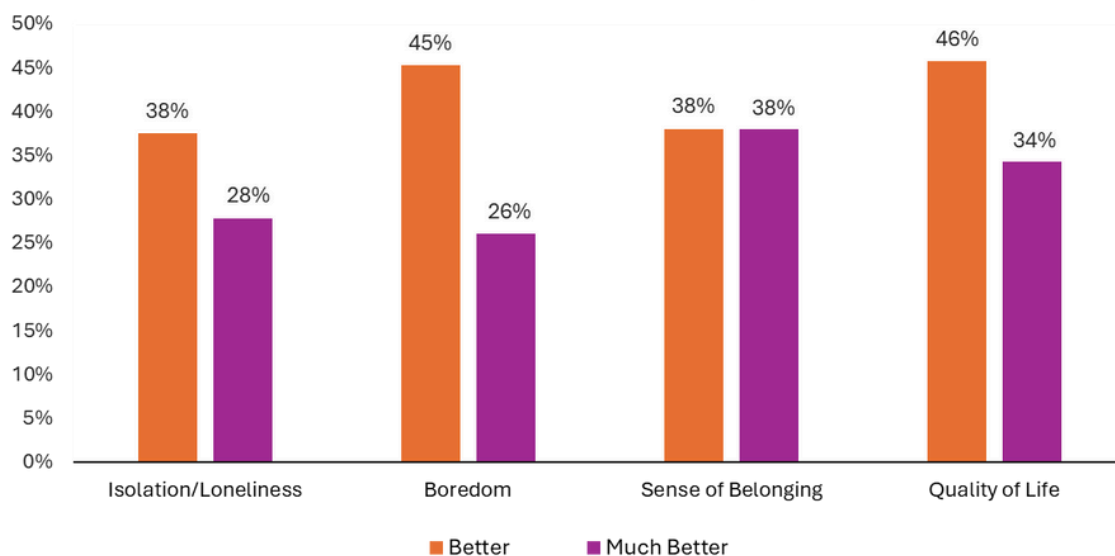
## Psychosocial and Lifestyle Maintenance Impacts

Survey participants were asked to respond to each topic based on their experience at Teetotal Initiative events over the past 12 months (or since starting to attend Teetotal Initiative events).

### Four Key Psychosocial Outcomes

Respondents scored four key psychosocial outcomes, with the majority indicating “Better” or “Much Better” since attending Teetotal Initiative events: *Isolation/Loneliness* (66%), *Boredom* (71%), *Sense of Belonging* (76%), and *Quality of Life* (80%).

**Percentage of Respondents Perceiving Key Psychosocial Outcomes as “Better” or “Much Better” since Attending Teetotal Events**



### Lifestyle Maintenance

Respondents scored 15 questions around sober lifestyle, self-worth and confidence, with the majority selecting “Agree” or “Strongly Agree” since attending Teetotal Initiative events. Collectively, the findings provide preliminary evidence that attendance at Teetotal Initiative events supports changes in internal beliefs and attitudes that are important for maintaining long-term sobriety.

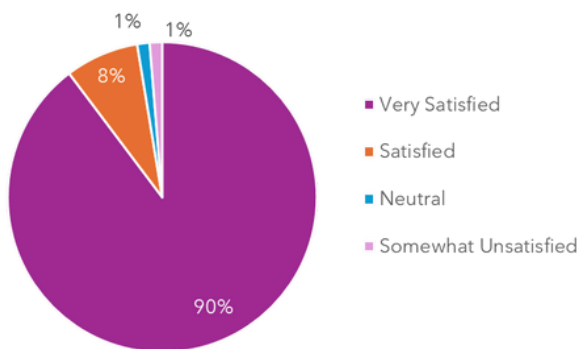
<i>I look forward to sober-focused events and activities.</i>	90.9%
<i>I have a greater sense of satisfaction with my lifestyle choices.</i>	89.1%
<i>I feel more hopeful on my chosen recovery path.</i>	84.5%
<i>Having sober-focused activities has increased my feeling of self-worth.</i>	83.2%
<i>I feel more confident that I can sustain my sobriety (recovery, commitment, etc.).</i>	81.7%

# Programming Results

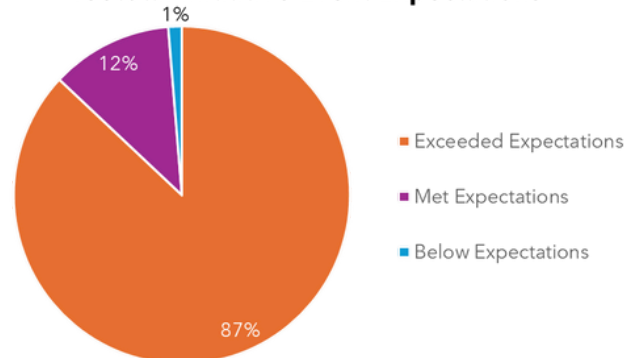
## Events, Activities, and Outings

Feedback from respondents on Teetotal Initiative's events is overwhelmingly positive. A majority (74%) of respondents have attended a Teetotal Initiative event, with an average of 2 events per person. Nearly all participants (98%) rated their experience with events as "Satisfied" or "Very Satisfied". In addition, 87% responded that their experience with our events "Exceeded Expectations".

Satisfaction with Teetotal Initiative Events



Teetotal Initiative Event Expectations



## What Our Attendees Are Saying

*"I love what Teetotal is doing for the sober/recovery community. Sober folks need a place to meet like-minded people and feel safe knowing they are in an alcohol-free space. You're doing it!"*

*"I am just so lucky I have this community. My addiction isolated me and burned many bridges, and it feels so amazing to feel desired and liked again."*

*"I would be recovering in silence & isolation if Teetotal didn't give me space and community to live and walk my journey. The opposite of addiction is connection. And that is what they do."*

*"I love that these groups exist, it really is a wonderful group, and I can see especially for those newly sober, an example of life outside substances."*

*"I think the mission of this organization is much needed in any city in the U.S. I would love to see the org grow and expand. The world needs it!!"*

*"[Teetotal Initiative has] done a WONDERFUL job creating this environment, for sober and ally individuals. I've never once felt I didn't belong and every event is extremely welcoming. Great job."*

*- Anonymous Survey Respondents*

# Why Our Model Succeeds

## Our Approach

- **Mobile:** Events that travel to both urban and suburban neighborhoods
- **Inclusive:** Commitment to remaining recovery pathway agnostic and free to all
- **Scalable:** Replication of successful programming in multiple locations
- **Collaborative:** Co-creation of events with key professionals, business owners, and more

## Support Our Mission

**Teetotal Initiative is at a critical capacity point.** We've demonstrated the demand for sober social support from individuals at any stage during the recovery lifecycle. ***We are seeking donations for program management and administration staffing to ensure our longevity and sustainability for the sober and recovery communities.***

Will you support us?



➤ **Online** at [teetotal.org/donate](https://teetotal.org/donate)

OR

➤ **Email us** to discuss



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**About Teetotal Initiative:** Teetotal Initiative is a Pittsburgh-based 501(c)(3) nonprofit (EIN: 92-2598443) founded in May 2023. Our mission is to help individuals sustaining sobriety and recovery. We offer free, high-quality events and activities designed to reduce common relapse triggers. For more information, to sign up for our email list, or to donate, visit [www.teetotal.org](https://www.teetotal.org) or Instagram @teetotal\_initiative. Requests for the full evaluation report may be sent to Jackie Slaughaupt at [jackie@teetotal.org](mailto:jackie@teetotal.org).



Our Mission: Helping individuals to sustain sobriety.