

Research Methodology

Survey Design & Development

The survey was designed to provide a better understanding of the lifestyles, media consumption habits and behaviors of a typical inner-city youth. It captured accurate information about youth preferences and consumption patterns related to entertainment media, the Internet and other communication technologies, along with demographic and psychographic data. The survey contained the following sections:

- Demographics/Psychographics
- Lifestyle
- Eating Habits
- Television Usage
- Movie Preferences
- Radio and Music Preferences
- Video Game Usage
- Internet Usage
- Cell Phone Usage
- Fashion Preferences
- Reading Preferences

The survey was first tested with 10 youth aged 15-18 in Philadelphia. The test was designed to ensure that: 1) questions were within the appropriate literacy levels of participating youth; 2) answering options were comprehensive and relevant; 3) the design of the questionnaire was easy to understand; and 4) questions were worded correctly and were an appropriate length.

City Selection

The sample for this survey was drawn from six of the top U.S. urban markets by population. The selected cities were:

- New York City
- Philadelphia
- Washington, D.C.
- Atlanta
- Chicago
- Los Angeles/Long Beach

Recruiting, Conducting and Collecting

The MEE Community Network was used to recruit eligible youth to complete this survey. MEE has established this national network of community-based organizations over the course of various community campaigns it has conducted since 1990. The members are community-based organizations committed to responsible access to and interaction with the communities they serve, including hard-to-reach urban youth. They are also gatekeepers in their respective communities, and are often involved in executing socially responsible educational and marketing campaigns for urban at-risk audiences. A complete list of survey-related partnering organizations is below.

Surveys were conducted during prearranged times at community-based organizations, high schools, alternative/charter schools, community recreation centers and housing projects. All surveys were conducted and collected

on location by authorized MEE staff. When necessary, MEE staff verbally administered the survey to minimize any potential literacy-related issues.

In total, MEE conducted 28 survey sessions with 1,512 youth.

Data Entry

MEE utilized the data entry services of The Analytical Group based in Scottsdale, AZ and Chicago, IL. The Analytical Group is a consolidation of three companies: Analytical Computer Service, Analytical Computer Software and Innovative Query that have been serving the U.S. research community since 1970.

Partnering Organizations (CBOs in 6 Markets)

Special thanks to the following organizations:

- Philadelphia Academies, Inc.
- World Communications Charter School
- Jordan Downs Housing Project
- Long Beach Job Corps
- Rutgers Community Center
- King Towers Community Center
- Woodson High School
- Sasha Bruce Youth Network
- East River Community Center
- Workforce Develop Youth Opportunity Fair
- Washington, DC Job Corps
- The Bobby E. Wright C.C.M.H.C. Inc.
- Friends of the Island Academy
- Youth Speak Out
- Brooklyn Job Corps
- Frederick Douglas Academy
- Lewis & Clark High School
- The Social Services of Hip Hop
- Village Keepers & Sisters of Tomorrow
- Salvation Army of Atlanta Youth Members
- Clark Atlanta University Upward Bound
- Youth Ensemble of Atlanta
- The Phoenix Entertainment Group

Sponsors

The survey was co-sponsored by **Black Entertainment Television**, the **National Campaign to Prevent Teen and Unplanned Pregnancy** and **MEE Productions Inc.**