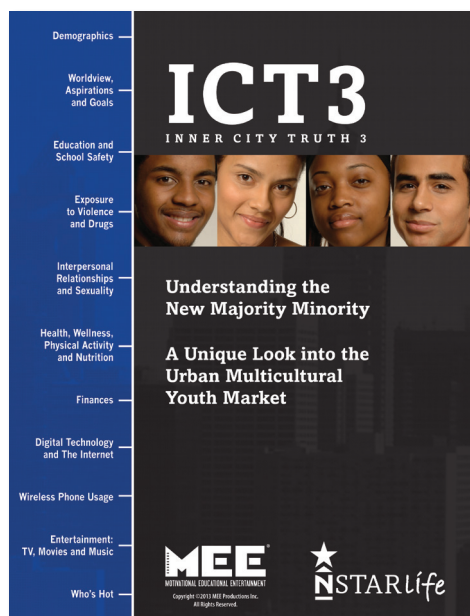


Urban Trends

COLLECTION



New Urban Youth Lifestyle Study Busts Myths About Millennials of Color



Inner City Truth 3 (ICT3) is based on a 100+ question survey conducted with 1,700 African American and Hispanic inner city youth ages 16 to 20 from Los Angeles, Oakland, Philadelphia, Chicago and Atlanta. This third installment of the Inner City Truth series was administered over a five-month period in mid-2013. ICT3 insights go beyond the demographic profiles, attitudes and behaviors. It also captures the “why” behind youth behavior and choices, along with highlighting trends that indicate what comes next.

Whether promoting public health services, entertainment properties or consumer goods, we all know the benefits of understanding one's target consumer.

This study provides an understanding of the worldview, aspirations and lifestyles of inner-city youth. It captures information about their expectations and perceptions of K-12 and post-secondary education, the challenges to academic achievement, and their views on interpersonal relationships. ICT3 explores where urban youth spend their time, their physical activity and nutrition habits and their usage and preferences across the full spectrum of media channels, including social media, online and wireless.

To view the ICT3 website go to:
www.mee productions.com/ICT3Web

Youth Striving for Optimal Health: Same Neighborhoods, Different Choices

As part of the ICT3, we were able to compare and contrast youth from the same socioeconomic backgrounds. We assessed how certain behaviors or decisions youth make impact the way that they live their lives or view the world around them. One of those peer-to-peer comparisons attempts to identify what makes a youth who lives an “optimal

health lifestyle” different from one who doesn't.

We categorized youth that lived an “optimal health lifestyle” by four critical similarities. They all must: 1) Eat fruits and vegetables at least 4 days/week; 2) Engage in physical activity at least 4

Continued on page 3

Sponsors



The survey was co-sponsored by **The California Endowment**, **The Advancement Project**, **The United Negro College Fund**, **The National Campaign to Prevent Teen and Unplanned Pregnancy** and **MEE Productions**. **The California Endowment** and **The National Campaign** have been sponsors for all 3 iterations of the study.

Messages That Are Aspirational And Tell Youth To Believe In Themselves Will Be Successful

In 2002, MEE tackled its second major national quantitative study, Inner City Truth, as part of our groundbreaking research study, *This is My Reality: The Price of Sex*. At the time, the goal was to get an understanding of the lifestyles and media consumption habits of an audience whose opinions are rarely explored. The information generated from that study provided a snapshot into the lives of Black youth and provided insights that MEE and its clients could use to positively impact youth. In 2008, we conducted the second iteration of Inner City Truth, and diversified the sample to include Latino youth.

That brings us to 2013 and ICT3, the third iteration of the Inner City Truth series and the most diverse sample size to-date. Through sponsorship from The California Endowment, The National Campaign to Prevent Teen and Unplanned Pregnancy, The Advancement Project and the United Negro College Fund; we developed a survey that identifies (and provides recommendations to) health, educational and related social disparities that raise challenges for urban youth of color achieving their innate potential.

At MEE, we understand that if we really want to be effective in changing the life outcomes of today's youth of color, we have to

understand their dreams, worldview, motivations and culture. We need to know why they do the things they do and the day-to-day struggles they face, so that we can reach them in a way that shows we have paid attention to and acknowledged their realities. These youth remain America's youngest trendsetters, not just in music and fashion, but also in media/digital consumption and social behaviors that often eventually end up in the mainstream.

Some of the key findings from ICT3 that stood out to us were:

- ICT3 youth value education as the door to future success; they are enrolled in school and plan to continue beyond high school.
- ICT3 youth believe both in themselves and a higher power to make things happen.
- ICT3 youth are intensely connected to digital technology via the Internet and smartphones; it even replaces face-to-face time as a favored way to keep in touch with friends.
- Despite media portrayals that may have one believe otherwise, and despite living in high-risk environments (stressors) where they have been exposed to significant amounts of violence, the vast majority of African American males have not been perpetrators of violence.
- Sexual abuse and assaults may be all-too-common experiences for African American girls and women
- Youth who were overweight or obese (measured by BMI) were more likely to report being bullied and/or engaging in (often risky) sexual activity.
- Among the sub-groups, Latina females were overwhelmingly the least satisfied with their bodies and were the most likely to report being bullied.
- ICT3 youth have goals of marriage someday and believe that pregnancies should be planned, because having a child as a teen is a "big deal."
- Programs and brands can connect with ICT3 youth by reflecting belief in self and supporting their dreams of success.

This special edition UrbanTrends provides an overview into the information we gathered during ICT3. Our hope is that this information will be useful to you as you continue to work diligently to positively impact youth in underserved communities across the country. Please feel free to incorporate these findings in grant applications, community presentations and your program-development planning.

Ivan Juzang, President
MEEPROD@aol.com

Optimal Health continued...

days/week; 3) Not have used drugs in the past 3 months; and 4) Have regularly attended religious services in the past month. In contrast, our category of youth who have not lived an “optimal health lifestyle” include those with the opposite similarities. They all must have: 1) Not eaten fruits and vegetables at least 4 days/week; 2) Not engaged in any physical activity at least 4 days/week; 3) Used drugs in the past 3 months; and 4) Not regularly attended religious services in the past month.

A total of 126 youth from the overall sample fell under the “Optimal Health Youth” profile, while 134 met the “Non-Optimal Health Youth” profile. The table on the right highlights the differences among these two peer groups.

Additional Findings

Other differences between **Peer A** (Non-Optimal Health Youth) and **Peer B** (Optimal Health Youth) include:

- Peer B youth spend more of their time on the weekends at home, at a family member’s home, at recreation centers and at church than Peer A youth. In contrast, Peer A youth spend more of their time on the weekends with their peers, with their significant others or hanging out in the neighborhood or in clubs than Peer B youth.
- Peer B youth have a more diverse group of friends.
- Peer B youth were more comfortable talking to police than Peer A youth.
- Peer B youth were more likely than Peer A youth to identify an adult at their school that followed their progress and cared about their success.
- Peer B youth were less likely to have sold drugs.
- Peer A youth were more likely to have experienced jail or had those close to them experience jail.
- Peer B youth were engaging in less sexual activity than Peer A youth.

Continued on page 16

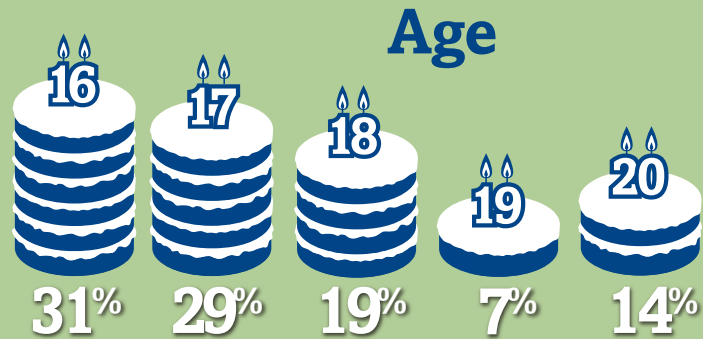
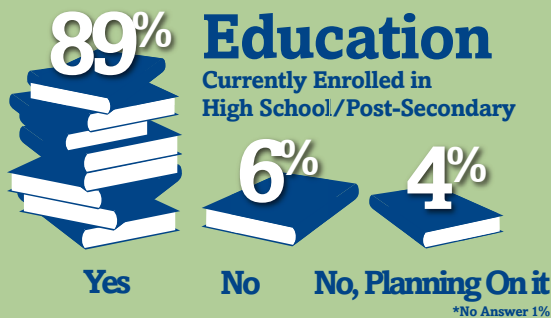
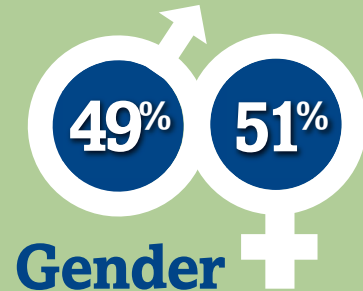
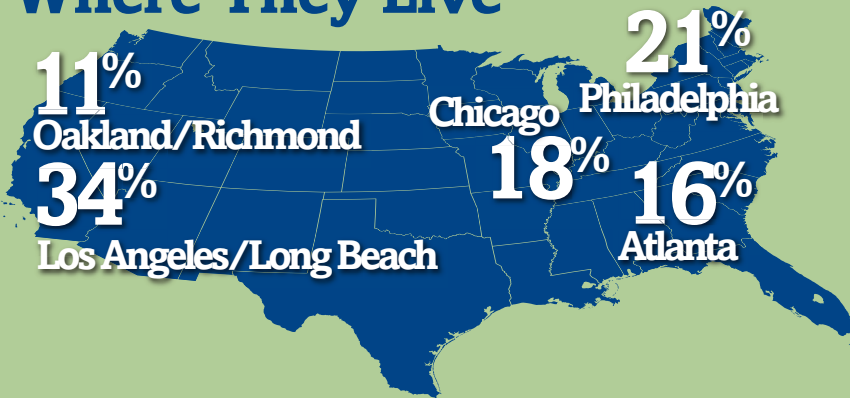
Peer A (Non-Optimal Health Youth)		Peer B (Optimal Health Youth)
Demographics		
68%	Percentage 18 years old or younger	87%
80%	Currently Enrolled in School	94%
23%	Employed	43%
22%	Like to Read Books and Novels	49%
Worldview, Aspirations and Goals		
64%	Important to Believe in a Higher Power	71%
	Most Important Things to You	
49%	<i>Doing Well in School</i>	66%
46%	<i>Giving to Others</i>	65%
60%	Believe They will Live Into Old Age	87%
Education and School Safety		
85%	Agree That Education Beyond HS is Important	93%
76%	Plan to Continue Education After HS	90%
19%	Never Experienced School Discipline	37%
Interpersonal Relationships and Sexuality		
	Had Sex in the last 3 Months	
21%	<i>Have Not Had Sex</i>	60%
54%	<i>Had Oral Sex (Given or Received)</i>	18%
44%	<i>Had Unprotected Sex</i>	14%
68%	Agree That Having a Baby as a Teen is a Big Deal	81%
Health, Wellness, Physical Activity and Nutrition		
25.5	Average BMI	23.9
45%	Agree They Live a Healthy Lifestyle	86%
47%	Agree They are Satisfied with their Body	71%
17%	Eat Breakfast at least 4 Days per Week	62%
31%	Are Physically Active More Than 1 Hour/Day	77%
Exposure to Violence and Drugs		
24%	Never Been a Victim of Violence	50%
52%	<i>Victim of Fist Fighting/Assault</i>	33%
42%	Never Committed an Act of Violence	66%
51%	<i>Committed act of Fist Fighting/Assault</i>	30%
2%	Have “Close Friends” That Don’t Use Drugs	17%
43%	Never Been Involved with the Criminal Justice System	72%
Digital Technology and The Internet		
84%	Interested in Optimal Health Website	88%

DEMOGRAPHICS

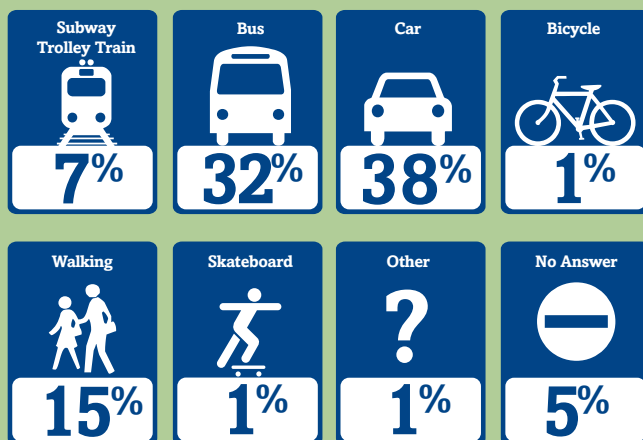
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2013 SNAPSHOT

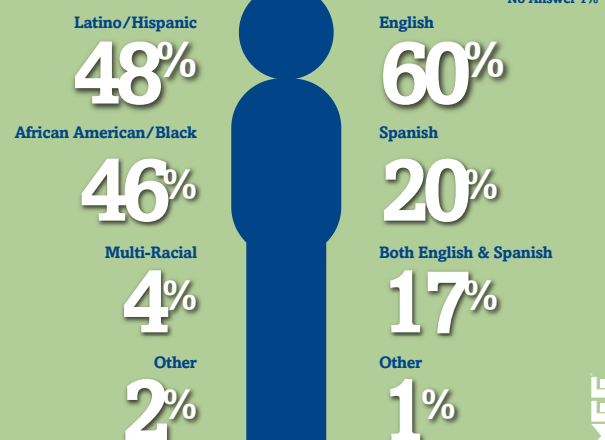
Where They Live



Primary Mode of Transportation



Ethnicity Primary Language



Demographics

In this section of the report, we captured the demographic profile of the youth surveyed while exploring other aspects of their life, such as their primary forms of transportation, attendance at religious services, employment status, reading preferences and where and how they spend their time outside of school.

WORLDVIEW

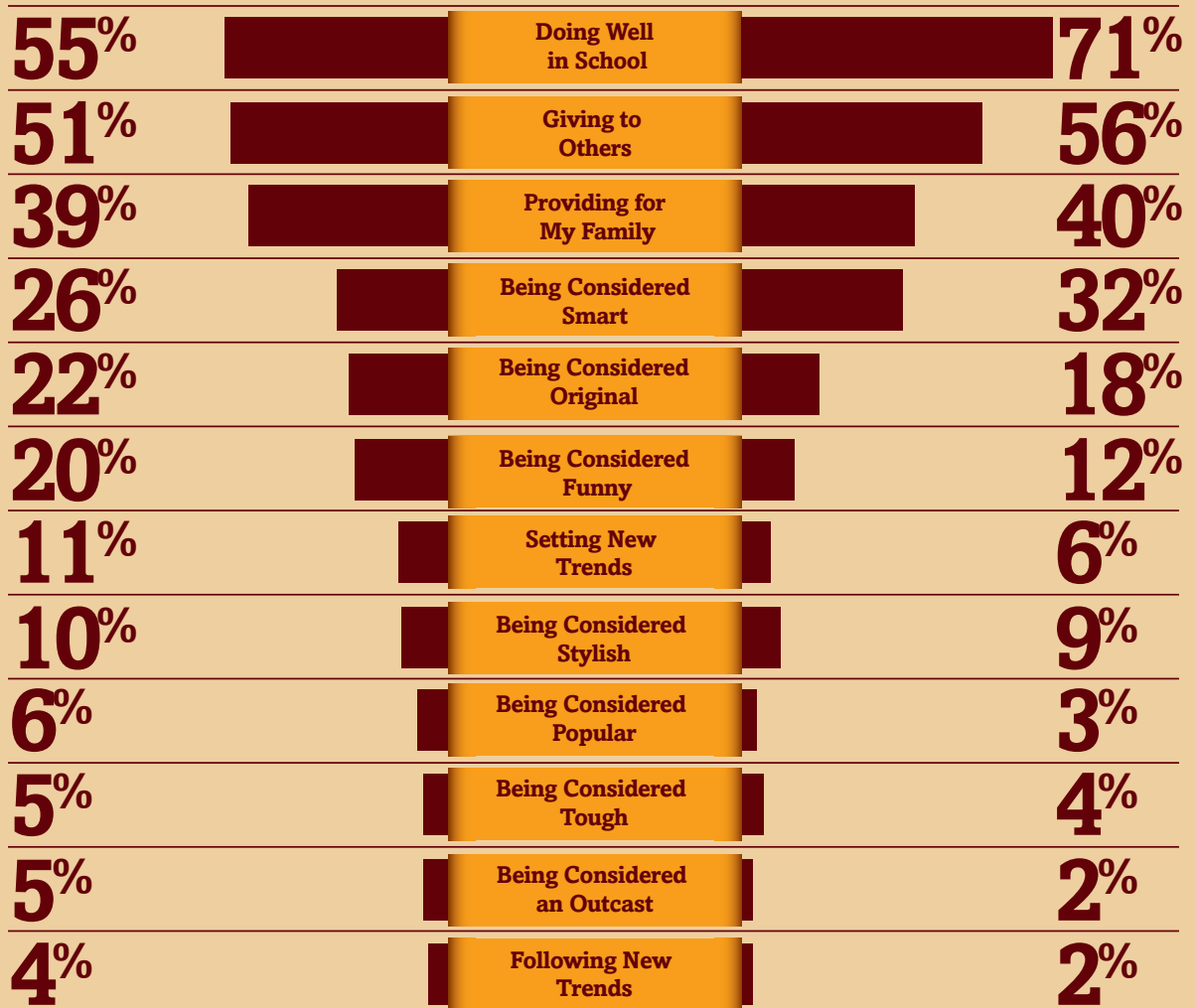
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Most Important Things

Participants Chose Their Top Three



*No Answer 3%



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*No Answer 5%

Worldview, Aspirations and Goals

Youths' sense of self-esteem, identity and sense of empowerment affect their ability to achieve their life goals. In this section of the report, we explored how participants see themselves and the world around them. We explored their value systems, their definitions of "success" and what they find important.

Other topics addressed in this section included: the impact of ethnicity on their opportunities in life; their belief in a higher power; their feelings on the way media portrays them; their feelings on participating in the voting process; and their comfort level with law enforcement.

EDUCATION

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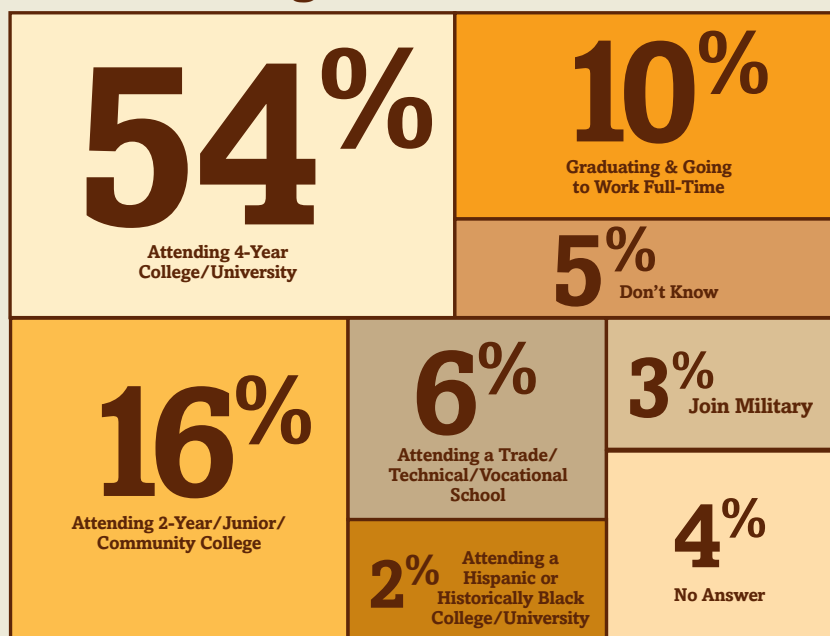
Education is Important:

88% of Youth Surveyed “Strongly Agreed” or “Agreed” with that Statement



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Plans After High School:



Obstacles to Getting Into or Finishing College:

High Cost of College	57%
Don't Know How to Pay For It	23%
Scoring Well on Standardized Tests	22%
Not Good at Math	24%
Need to Work Full-time to Support Self	20%
Family Issues/Need to Support Family	16%
Don't Understand the Financial Aid Application Process	13%
Low Quality of My K-12 Education	11%
Lack of Support Services in School	10%
Don't Understand the College Admissions Application Process	10%
Struggle with Reading	8%
Poor Teachers in Grades K-12	7%
Lack of Quality Technology/Computers/Learning Tools in K-12	5%
Undocumented	6%

Education and School Safety

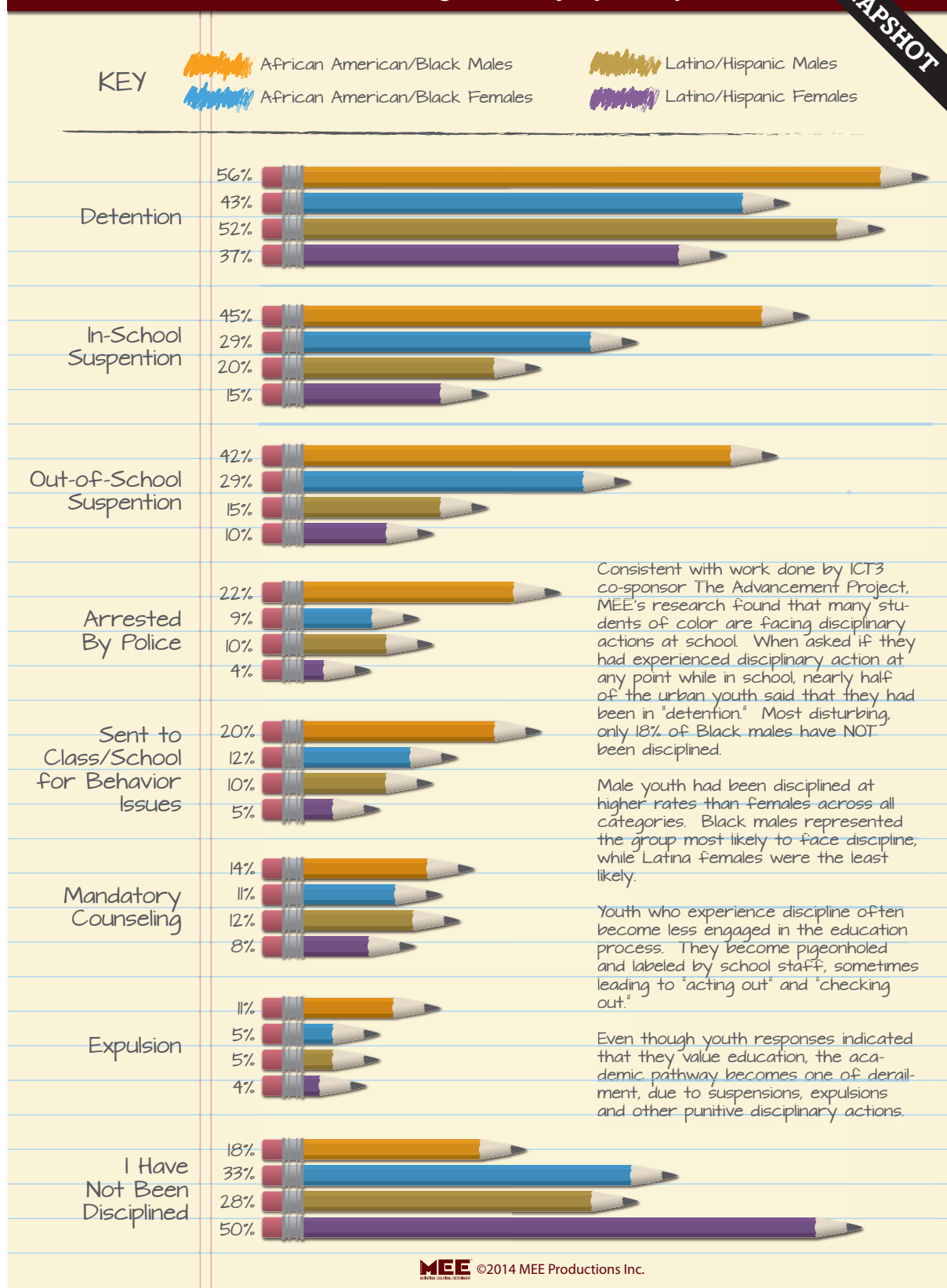
Educational opportunities remain a key way towards upward mobility in America. In this section of the survey we explored attitudes towards education, at both the K-12 and post-secondary level. We also attempted to understand how young people see the quality of their own schools and education, along with some of the environmental/societal barriers that make school difficult, inequitable and sometimes dangerous.

SCHOOL DISCIPLINE

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MOTIVATIONAL EDUCATION

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School Discipline

Male youth had been disciplined at higher rates than females across all categories. Black males represented the group most likely to face discipline, while Latina females were the least likely.

VIOLENCE EXPOSURE

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Have You Ever Been A Witness or Victim of Any of These Violent Acts?

		African American/ Black Males	African American/ Black Females	Latino/Hispanic Males	Latina/Hispanic Females
Never Been a Witness or Victim to These Acts	Witness	20%	27%	29%	30%
	Victim	31%	41%	43%	49%
Fist Fighting/Assault	Witness	61%	59%	53%	46%
	Victim	48%	37%	36%	22%
Robbery	Witness	37%	27%	31%	33%
	Victim	19%	7%	19%	12%
Incident with a Gun	Witness	36%	28%	29%	24%
	Victim	16%	7%	14%	3%
Chronic Bullying at School	Witness	20%	16%	17%	22%
	Victim	10%	11%	9%	13%
Sexual Assault	Witness	13%	24%	15%	20%
	Victim	2%	17%	3%	11%
Intimate/Dating Violence	Witness	16%	25%	16%	22%
	Victim	4%	9%	5%	7%
Child Abuse (In the House)	Witness	13%	20%	12%	17%
	Victim	6%	8%	5%	4%
Hate Crime	Witness	12%	13%	17%	15%
	Victim	9%	5%	8%	4%
Chronic Bullying Online/ Social Media	Witness	12%	18%	14%	16%
	Victim	2%	7%	4%	9%
Chronic Intimidation/ Bullying in Neighborhood	Witness	12%	14%	11%	12%
	Victim	4%	6%	4%	6%

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Exposure to Violence and Drugs

Violence plagues many inner city communities, both in the streets and on the domestic front. Exposure to violence is a kind of trauma whose impact cannot be underestimated. One reason for the importance of the data in this section is that these issues can easily seep into school, community and work environments.

RELATIONSHIPS

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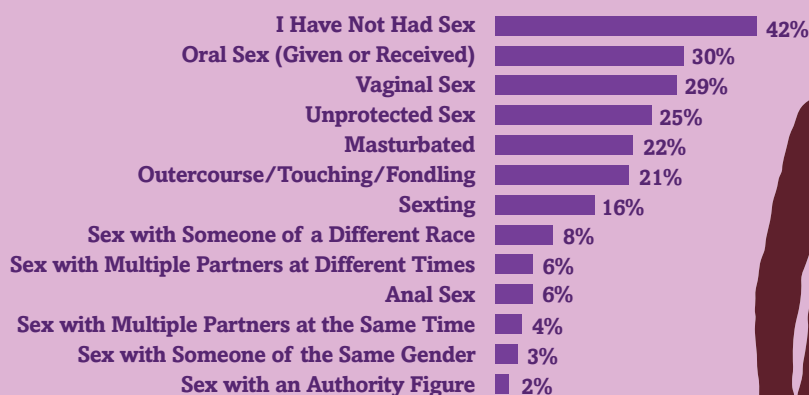
Pregnancy Should Be Planned: 71% of youth surveyed “Strongly Agreed” or “Agreed” with that statement



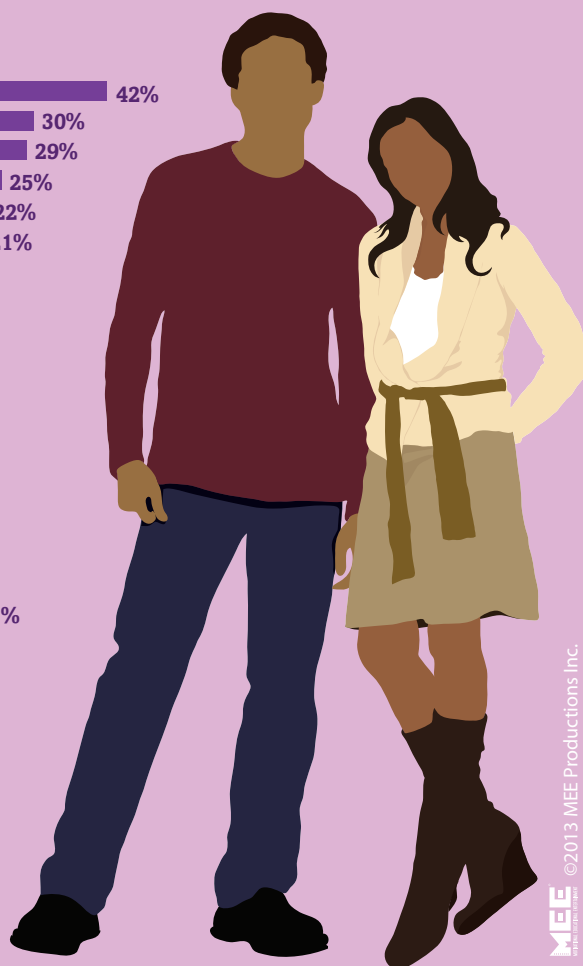
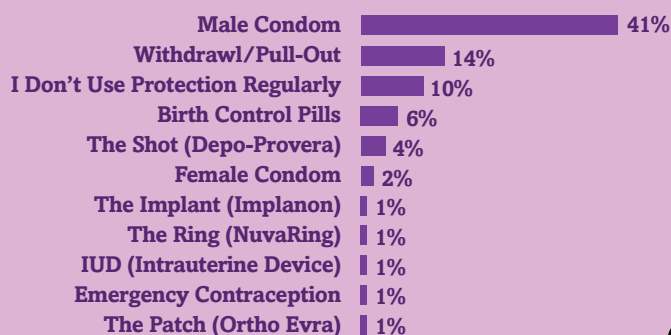
Are You a Teen Parent?

	16-17 Year Olds	18 Year Olds	19-20 Year Olds
No, I Don't Have Children	88%	84%	75%
Yes (1 Child)	3%	5%	12%
Yes (2 Children)	1%	3%	5%
Yes (3 Children)	1%	1%	3%
Yes (4 or More Children)	1%	1%	3%
Not Sure	4%	4%	1%

Have You Done Any of The Following in the Last 3 Months?



Most Regularly Used Form of Protection/Contraception:



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Interpersonal Relationships and Sexuality

In this section of the survey, we explored sexual behaviors and contraceptive use among the survey population. This includes a snapshot of the level of at-risk sexual behaviors in which young people are engaged. We also explored attitudes and beliefs towards co-habitation and marriage, including those for same-gender couples. Respondents in this section also gave indications of who matters most to them outside of their intimate relationships, based on their definitions of who they consider “family” or “close friends.”

HEALTH

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2013 SNAPSHOT

Frequency Of:

Eating Breakfast

	Never	1 Day a Week	2-3 Days a Week	4-5 Days a Week	Every Day of the Week	Multiple Times a Day	No Answer
African American/Black Males	13%	13%	30%	13%	30%	—	1%
African American/Black Females	16%	17%	38%	10%	17%	—	2%
Latino/Hispanic Males	17%	9%	26%	14%	33%	—	1%
Latina/Hispanic Females	18%	14%	28%	15%	23%	—	2%

Drinking Soda

African American/Black Males	22%	19%	32%	11%	7%	8%	1%
African American/Black Females	17%	21%	34%	14%	7%	6%	1%
Latino/Hispanic Males	12%	19%	44%	11%	9%	4%	1%
Latina/Hispanic Females	25%	23%	31%	9%	8%	4%	0%

Eating Junk Food

African American/Black Males	5%	9%	29%	19%	22%	16%	0%
African American/Black Females	1%	9%	34%	18%	25%	13%	0%
Latino/Hispanic Males	3%	19%	40%	18%	11%	9%	0%
Latina/Hispanic Females	3%	14%	43%	21%	11%	7%	1%

Eating Fast Food

African American/Black Males	6%	25%	39%	14%	7%	6%	3%
African American/Black Females	6%	24%	43%	13%	8%	4%	2%
Latino/Hispanic Males	4%	34%	42%	11%	6%	2%	1%
Latina/Hispanic Females	7%	38%	40%	9%	2%	2%	2%

Eating Fruits and/or Green Vegetables

African American/Black Males	6%	12%	32%	24%	16%	10%	0%
African American/Black Females	3%	10%	36%	16%	26%	8%	1%
Latino/Hispanic Males	4%	13%	33%	22%	19%	7%	2%
Latina/Hispanic Females	2%	9%	33%	21%	22%	11%	2%

Physical Activity Outside of School

	0	<1 Hr	1 Hr	1-2 Hrs	>2 Hrs	
African American/Black Males	6%	11%	12%	29%	41%	1%
African American/Black Females	11%	22%	22%	23%	22%	0%
Latino/Hispanic Males	5%	13%	20%	30%	31%	1%
Latina/Hispanic Females	9%	26%	26%	21%	18%	0%



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Health, Wellness, Physical Activity and Nutrition

Youth obesity is an issue that continues to impact inner city communities. Easily accessible and affordable fast foods, unsafe public parks, urban food deserts and a lack of physical activity in schools have all contributed to the growing waistlines of urban youth. In this section, we gathered youth's self-perceptions on if they felt they are living healthy lifestyles and compared their beliefs with the reality of their nutritional and physical activity habits.

FINANCES

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2013 SNAPSHOT

What Youth Spend Their Money On



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Finances

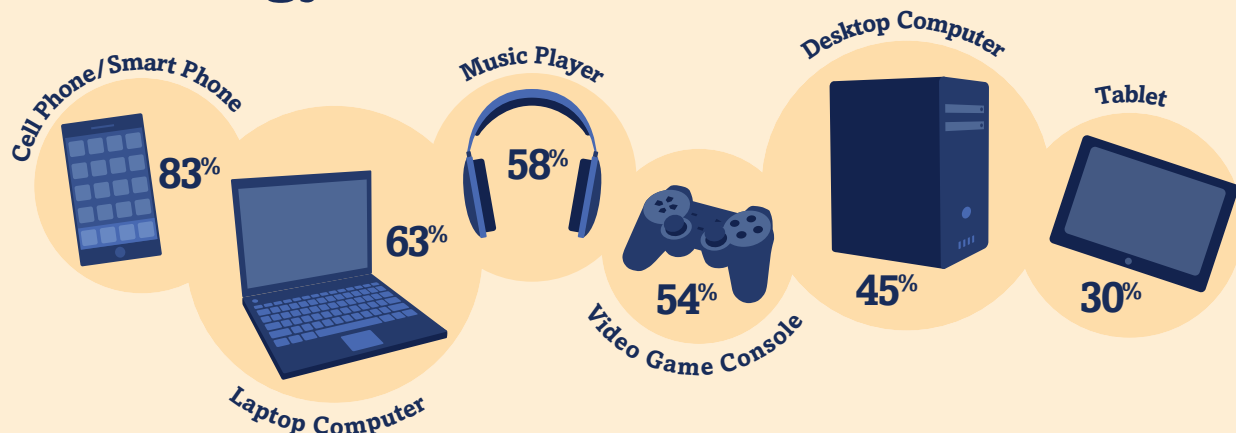
For more than two decades, the urban youth market has been a driving force in the consumer marketplace. With the buying power of Urban America approaching one trillion dollars, their consumption habits for media, entertainment and emerging products is well-established. In addition, urban youth have a history of trend spotting, driving consumer demand and catapulting a product's status with the general market. In this section we explored youth's financial literacy and saving potential while gaining an understanding of how youth spend their money.

INTERNET

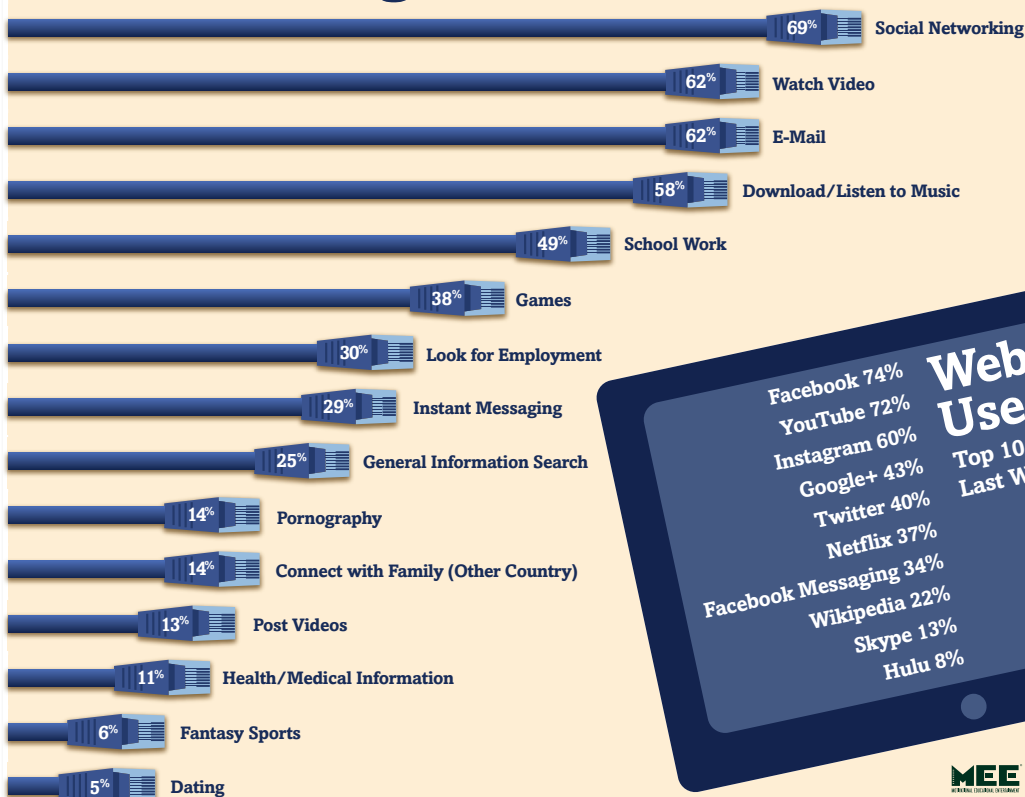
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2013 SNAPSHOT

Technology Owned Participants Chose All Technology Owned



Internet Usage in the Last Week



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Digital Technology and The Internet

The first two iterations of ICT (2002 and 2008) dispelled the assumption that urban youth faced a digital divide when it came to accessing the Internet. In this section, we looked beyond urban youth's access to the Internet; to explore the how's, where's and why's of their access. We investigated the frequency with which they used social media and the reasons for which they used it. We also uncovered the features that drive them to access specific Websites and learned what type of information and content youth wished they had access to.

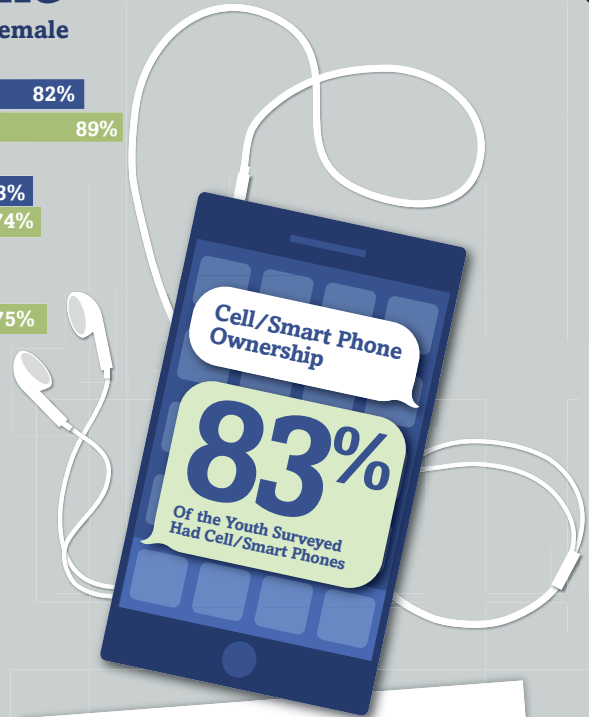
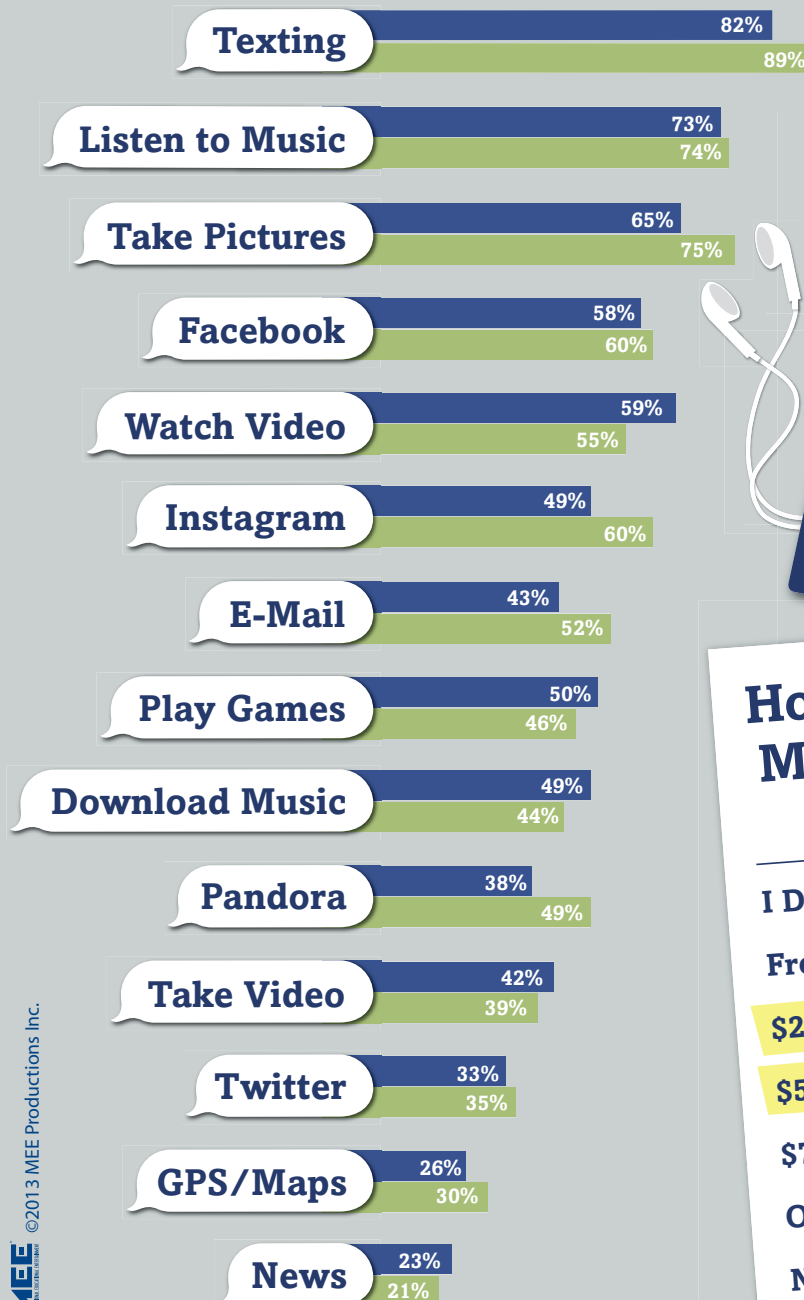
WIRELESS

2013 SNAPSHOT

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Use of Cell/Smart Phone

In Past 30 Days (Other Than Talking) ■ Male ■ Female



How Much is Your Monthly Wireless Phone Bill?

I Don't Pay The Bill	39%
Free	3%
\$25 - \$50	21%
\$51 - \$75	16%
\$76 - \$100	9%
Over \$100	9%
No Answer	3%

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Wireless Phone Usage

The wireless revolution has allowed people to be in a perpetual state of connectivity. Youth are often at the forefront of the wireless revolution as they routinely upgrade their smart phones and other wireless devices. The data from ICT3 shows that urban youth are no different in their pursuit of the latest wireless technology. In this section, we asked about the amount of money youth spend on wireless technology and looked into how they use their smart phones and what apps they use the most.

MOVIES

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2013 SNAPSHOT



When Do You Normally Go to a Theater to See a Movie?

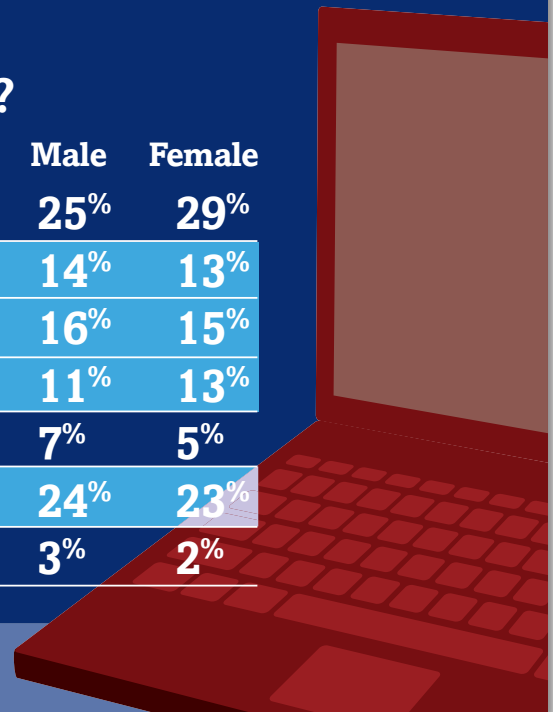
	Male	Female
I Don't Go to the Theater	14%	13%
Opening Weekend	21%	20%
1st Week	15%	17%
2nd Week	18%	17%
3rd Week or Later	15%	18%
Wait for TV or Online	12%	12%
No Answer	5%	2%

On Average, How Often Do You Watch Movies Online in a Month?

	Male	Female
I Don't Watch Movies Online/Pay-Per-View	25%	29%
1 Time	14%	13%
2 Times	16%	15%
3 Times	11%	13%
4 Times	7%	5%
More Than 4 Times	24%	23%
No Answer	3%	2%



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Entertainment: TV, Movies and Music and Who's Hot

Whether flooding the theaters on opening night or downloading television shows and movies from the Internet, urban youth are one of the largest consumers of entertainment. Urban youth have driven the box office success of a number of feature films and have been a critical audience for general audience television shows trying to build their Nielsen ratings. In these sections of ICT3, we explored the media consumption habits of urban youth, uncovering the channels they feel best reflect their voice and the factors that influence their viewing habits.

WHO'S HOT

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2013 SNAPSHOT



Favorite Actors

Write-In
Votes

Will Smith	162
Denzel Washington	157
Johnny Depp	110
Channing Tatum	73
Angelina Jolie	61
Meagan Good	56
Leonardo DiCaprio	53
Brad Pitt	51
Tyler Perry	50
Kevin Hart	49
Adam Sandler	47
Halle Berry	46
Taraji P. Henson	45
Dwayne "The Rock" Johnson	37
Jim Carey	36
Vin Diesel	33
Emma Stone	33
Megan Fox	31
Ryan Gosling	29
Robert Downey Jr.	28



Favorite Music Artists

Write-In
Votes

Drake	180
Beyoncé	131
Lil Wayne	120
Chris Brown	97
Kendrick Lamar	68
2Pac	66
Rihanna	61
Meek Mill	59
Chief Keef	53
Eminem	52
Bruno Mars	52
Nicki Minaj	39
2 Chainz	38
Kanye West	34
J. Cole	30
Wiz Khalifa	30



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Who's Hot

Over the past three iterations of the Inner City Truth, we have been asking youth which celebrities they think are "hot." Results from the ICT3 suggest that youth feel the "hottest" celebrities are comedians. The top 4 comedians received more votes than any other celebrities with the exception of hip-hop artist, Drake. Kevin Hart was by far the most popular celebrity.

Optimal Health continued...

Similarities among the two peer groups include:

- Both peer groups considered “Having a Career” and “Graduating College” as the top two ways to define a successful life.
- Both felt voting in political elections was important.
- Both felt same-sex couples should have the right to be married.

- Both groups were interested in being given unique access to a world class website featuring music and entertainment, popular culture, local events, hot celebrities, tips on making money, real-world job opportunities, and important info on staying healthy and taking care of yourself.

Youth in both peer groups can be reached through similar media channels:

- Texting was the most popular use of

- the cell/smart phone for both groups.
- Social networking was the most popular use of the Internet for both groups.
- Facebook and YouTube were the two most popular Websites for both groups.
- MTV and BET were the top channels for both youth groups.
- Hip-Hop and R&B were the top two music genres for both peer groups.

ICT3 Website: www.meeproductions.com/ICT3Web

The screenshot shows the ICT3 website. The header features the ICT3 logo and the tagline "Understanding the New Majority Minority: A Unique Look into the Urban Multicultural Youth Market". Below the header is a navigation menu with links: "The ICT3 Study", "Key Findings", "Methodology", "Expert Contributors", and "Contact Us". The main content area is titled "For Immediate Release" and includes a link to the press release. Below this is an "Overview" section with a paragraph about the study. To the right is a "Survey Sections" section with four infographics: "Demographics", "Worldview, Aspirations and Goals", "Education and School Safety", and "Exposure to Violence and Drugs". On the left side of the main content area, there is a "Webinar" section with a sign-up link. At the bottom left, there is a copyright notice: "©2013 MEE Productions Inc. & NSTARlife".

In 2014, the next edition of our quarterly UrbanTrends newsletter will highlight key findings from ICT3. The newsletter will feature quotes and insight from members of the expert advisory panel, infographics and insights into the range of elements that impact and influence today's youth.

The newsletter will be available to members of MEE's Community Network and/or UrbanTrends subscribers. Public- and private-sector organizations seeking access to the research findings can purchase the full report through the ICT3 Website.

ICT3 Press Releases:

<http://www.meeproductions.com/ICT3Web/ICT32013release.pdf>

<http://www.prweb.com/releases/MEE/ICT3/prweb11385326.htm>
(This e-release includes supplemental attachments and images.)

ICT3 Facebook Page: facebook.com/InnerCityTruth3

A New Tool for Providers to Help Parents Become Their Child's First And Best Teacher



MEE developed a special parenting edition of our UrbanTrends newsletter for CBOs and providers that serve them. In this issue, we addressed a diverse range of research-informed, culturally-conscious topics related to the daunting tasks that parents (and in many cases grandparents) face every day.

In this special parenting edition, we:

- Explored the “ages and stages” of child development;
- Reviewed strategies to engage and involve parents, especially fathers, to help support teens;
- Shared insights from one of the top minds in Black psychology;
- Offered tips on how parents can actively support the academic success of their children;
- Provided a closer look at MEE's parent-training tools to help support mental wellness dialogue; and
- Unveiled several of MEE's online resources aimed at providing a culturally-relevant perspective on effective parenting.

Our goal is to help service providers provide parents with the knowledge, training and support they need to improve and enrich their communication skills and to enable healthy parenting.

Get more information:

www.meeproductions.com/plan