

The Black Youth Project

YOUTH CULTURE SURVEY METHODOLOGY REPORT— ABRIDGED VERSION

Submitted to: **Cathy Cohen, The University of Chicago**

Submitted by: **The National Opinion Research Center**

February 2006

1. Overview

1.1 Background and Purpose

The Black Youth Project (BYP) is a research effort initiated by Dr. Cathy J. Cohen of the University of Chicago. This project explores the political attitudes and actions of African American youth, ages 15 to 25. The overall project includes a new national telephone survey, referred to as the Youth Culture Survey. In the future, the project will include in-depth interviews with some of the African American respondents to the Youth Culture Survey.

The need for a project like the BYP is great. Currently the perspectives and opinions of young people in the United States are missing in public policy debates and in decisions that have significant influences on young people's lives. Further, Dr. Cohen is trying to understand the connection between younger peoples' attitudes and their actions.

The BYP is a study funded by the Ford Foundation, the University of Chicago, the Robert Wood Johnson Foundation, and the National Opinion Research Center (NORC). NORC was responsible for work on the Youth Culture Survey. NORC's role included sampling and conducting the telephone survey data collection effort. Dr. Cohen and her team at the University of Chicago were responsible for questionnaire development and data analysis, and will be responsible for conducting the in-depth interviews.

1.2 Survey Data Collection Protocol

The data collection for the Youth Culture Survey involved a 45 minute computer-assisted phone interview for eligible participants with a 5 minute screener. Eligible respondents who completed the interview received an incentive payment of \$20 or \$40. A random digit dial sample was used to identify survey participants. In addition to screening the sample and conducting the survey, NORC identified eligible sample members for the in-depth interviews,

gained their cooperation for this future data collection work, and obtained their contacting information for the BYP.

2. Sampling

The Youth Culture Survey sampling plan consisted of a random digit dial (RDD) sample. RDD offered a sample that gave almost every household in the nation with a wireline telephone a chance of selection. The RDD choice was an appropriate choice because it has a lower cost than an area probability sample plan, but maintains reasonable national coverage. NORC purchased the RDD sample from an outside vendor, Genesys, who as part of their service dials every number and identifies many of the business numbers, disconnects, and other non-WRN (non-working residential number) after sample selection, but before delivery to NORC. This ensures a cleaner and more efficient sample than randomly dialing numbers from NORC, while maintaining sample integrity. More information about RDD sampling with Genesys is located here http://www.m-s-g.com/genesys/genesys_products/rddsamples.htm.

There were three different sample types: National, Oversample, and Chicago. A brief description is as follows:

1. *National* – this was a standard nationally representative sample.
 2. *Oversample* – this was a supplemental sample obtained from areas that are 15 percent or higher Hispanic or non-Hispanic African American as a percent of the total population in the area.
 3. *Chicago* – this was another supplemental sample of telephone lines in the Chicago metropolitan area. This supplemental sample was obtained because the University of Chicago research team plans on conducting face-to-face in-depth interviews with a portion of the African American respondents in specific regions in the U.S., and
-

particularly in the Chicago area. To minimize expenses in the in-depth interview phase of the project, the researchers have used the RDD survey to build the in-depth interview sample frame and will utilize data from complete RDD surveys to supplement their analysis.¹ Adding additional lines of sample in the Chicago area ensures that there will be an adequate number of African American sample members for the in-depth frame.

Once households were identified, household members were screened to determine if any were eligible to participate in the interview. As already previously mentioned, only household members between the ages of 15 and 25 were eligible to participate in the Youth Culture Survey; the survey instrument was programmed to select respondents who were age eligible. In addition, each of the three sample types possessed different respondent selection criteria based on race and ethnicity. In the National sample, there was no further eligibility screening based on race or ethnicity. In the Oversample, there were additional eligibility criteria. From the Oversample, the screener program systematically flagged 100.0 percent of the Black age eligible household members as eligible, 100.0 percent of Hispanic age eligible household members as eligible, 6.94 percent of the White age eligible household members as eligible. If a household member in the Oversample was age eligible, but not Black, Hispanic or White, they were considered ineligible and had no chance of selection for the completing the survey. Finally in the Chicago sample, the screening program only selected age eligible Black household members as eligible.

¹ The University of Chicago intends on conducting face-to-face in-depth interviews with African American Youth Culture survey participants found in the Chicago, Detroit, Cleveland, St. Louis, Milwaukee and Indianapolis metropolitan areas. During data collection, any self-identified African American participants in these metropolitan areas were asked if they would be willing to be contacted for a follow-up in-depth interview at the close of the survey. Additional locating information was obtained for those who agreed to consider participation.

3. Data Collection and Final Survey Results

3.1 Data Collection Overview

Data collection began July 20, 2005 and ended November 10, 2005, resulting in a 16 week field period. A total of 59 interviewers worked on the project during this time. A total 1,590 surveys were completed at an average of 7.96 interviewer hours per completed survey.

3.2 Final Survey Results

At the close of data collection, NORC completed 1,590 surveys for the BYP. In addition to working toward completing the desired number of surveys for the project, NORC was trying to obtain an even distribution of complete cases by age and sex, and an adequate number of cases in the White, Black and Hispanic racial groups for statistical comparisons. A breakdown of the complete interviews by sample type and age group, sex and self-identified racial group can be found in Tables 6, 7 and 8 below.

Table 6. Complete Surveys by Sample Type and Age Group

Sample Type	Age Group			Total
	15-17 years	18-21 years	22-25 years	
National	258	239	193	690
Oversample	285	336	237	858
Chicago	12	18	11	41
Overall	555	593	441	1,589

Table 7. Complete Surveys by Sample Type and Sex Group

Sample Type	Sex Group		Total
	Male	Female	
National	328	362	690
Oversample	401	457	858
Chicago	17	24	41
Overall	746	843	1,589

Table 8. Complete Surveys by Sample Type and Racial Group

Sample Type	Racial Group					Total
	White	Black	Hispanic	Other Race*	Bi-/Multi-race**	
National	466	124	58	28	14	690
Oversample	100	473	255	11	19	858
Chicago	1	37	1	1	1	41
Overall	567	634	314	40	34	1,589

* Other race category includes those identifying as Asian, Pacific Islander or Native American.

** Bi- or Multi-race category includes those who do not identify with just one racial or ethnic group.

Additionally, of the 1,589 completed surveys, 125 were self-identified African-American or Black respondents residing in one of the in-depth areas. Of these 125 survey participants, 118 respondents agreed to be contacted for a possible in-depth interview to be conducted by the University of Chicago at a later date.

3.3 Response Rates

The response rate calculation used for this survey is consistent with response rate calculations endorsed by the Council of American Survey Research Organizations (CASRO), a national trade association representing the interests of the survey research industry and the American Association for Public Opinion Research (AAPOR), an association of individuals who share an interest in public opinion and survey research.

The final unweighted and weighted response rate calculations for the entire sample (n=205,127) can be found in Table 10 below. And while weighted data should always be used for analysis and statistical comparisons to be a reliable measure of the estimated population, the unweighted response rate calculation is a conventional or standard measure for evaluating interviewer effectiveness and effort. To that end, Tables 11 and 12 show the unweighted interviewer response rates by the age group and screener racial group.

Table 10. Final Response Rate Calculations

Response Calculation	Unweighted	Weighted
Interviewer Response Rate	62.1%	59.1%
Screener Response Rate	52.0%	53.2%
Resolution Rate	83.6%	83.8%
Overall Response Rate	27.0%	26.3%

Table 11. Final Unweighted Interviewer Response Rate by Age Group by Sample Type

Age Group	Overall			National			Oversample			Chicago		
	Complete Survey (CC)	Eligible household (CC + K)	Interviewer Response Rate	Complete Survey (CC)	Eligible household (CC + K)	Interviewer Response Rate	Complete Survey (CC)	Eligible household (CC + K)	Interviewer Response Rate	Complete Survey (CC)	Eligible household (CC + K)	Interviewer Response Rate
15-17	555	829	66.9%	258	380	67.9%	285	436	65.4%	12	13	92.3%
18-21	593	991	59.8%	239	415	57.6%	336	553	60.8%	18	23	78.3%
22-25	441	739	59.7%	193	331	58.3%	237	394	60.2%	11	14	78.6%
Refused	0	1	0.0%	0	0	NA	0	1	0.0%	0	0	NA
Total	1,589	2,560	62.1%	690	1,126	61.3%	858	1,384	62.0%	41	50	82.0%

Table 12. Final Unweighted Interviewer Response Rate by Screener Racial Group by Sample Type

Racial Group	Overall			National			Oversample			Chicago		
	Complete Survey (CC)	Eligible household (CC + K)	Interviewer Response Rate	Complete Survey (CC)	Eligible household (CC + K)	Interviewer Response Rate	Complete Survey (CC)	Eligible household (CC + K)	Interviewer Response Rate	Complete Survey (CC)	Eligible household (CC + K)	Interviewer Response Rate
Hispanic and Black	17	33	51.52%	2	3	66.67%	14	29	48.28%	1	1	100.00%
Hispanic, non-Black	364	623	58.43%	76	120	63.33%	288	503	57.26%	0	0	NA
non-Hispanic Black	628	942	66.67%	116	187	62.03%	473	707	66.90%	39	48	81.25%
non-Hispanic, non-Black	580	961	60.35%	496	816	60.78%	83	144	57.64%	1	1	100.00%
Refused	0	1	0.00%	0	0	NA	0	1	0.00%	0	0	NA
Total	1,589	2,560	62.07%	690	1,126	61.28%	858	1,384	61.99%	41	50	82.00%

For questions about the methodology of the Youth Culture Survey of the Black Youth Project please go to the Black Youth Project website www.blackyouthproject.com and forward your questions through the “Contact Us” page.