

The Black Youth Project

YOUTH CULTURE SURVEY METHODOLOGY REPORT

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

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

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Table of Contents

1. Overview	1
1.1 <i>Background and Purpose.....</i>	<i>1</i>
1.2 <i>Survey Data Collection Protocol.....</i>	<i>1</i>
2. Sampling	3
3. Survey Development	8
4. Systems.....	10
5. Human Subjects Review.....	13
6. Training	14
7. Data Collection	20
7.1 <i>Overview</i>	<i>20</i>
7.2 <i>Interview Monitoring and other Performance Feedback</i>	<i>20</i>
7.3 <i>Incentives</i>	<i>21</i>
7.4 <i>Interviewer Workshops and Disseminating Information</i>	<i>23</i>
7.5 <i>Modifications to Original Data Collection Plan</i>	<i>24</i>
8. Final Survey Results and Response Rates	30
8.1 <i>Final Survey Results</i>	<i>30</i>
8.2 <i>Response Rates.....</i>	<i>31</i>
9. Data Delivery, Weights and Standard Errors.....	35
9.1 <i>Interim Data Delivery.....</i>	<i>35</i>
9.2 <i>Final Delivery.....</i>	<i>36</i>
9.3 <i>Weights.....</i>	<i>36</i>
9.4 <i>Standard Errors</i>	<i>40</i>

List of Appendices

Appendix A – Youth Culture Survey Questionnaire with Programming Instructions

Appendix B – Youth Culture Survey Interviewer Training Manual, Job Aids and Forms

Appendix C – Youth Culture Survey Training Agenda

Appendix D – Community Service Certificate

Appendix E – Letters: Incentive Letter and Resource List, Gain Cooperation Letters

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, 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. This report focuses on the work that NORC conducted on the Youth Culture Survey portion of the BYP.

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-WRNs (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.

Initially, NORC purchased 85,695 records, however, due to both sample and production center performance it was necessary to purchase additional sample. Ultimately, NORC purchased and released three separate samples. Table 1 below shows the sample sizes by sample type and sample release date. This table also shows the amount of sample that was identified as ineligible by Genesys and the amount that was actually released for screening and interviewing in the NORC production center. Sample lines identified as ineligible by Genesys included businesses, cell telephone numbers, and out of service telephone lines.

Table 1. Youth Culture Survey Sample by Type and Release Date

Sample Type	Sample 1, 21-Jul-05			Sample 2, 29-Aug-05			Sample 3, 19-Sep-05			Overall		
	Screened out by Genesys	Released Sample	Total	Screened out by Genesys	Released Sample	Total	Screened out by Genesys	Released Sample	Total	Screened out by Genesys	Released Sample	Total*
National	7,799	11,801	19,600	6,431	9,368	15,799	12,931	20,157	33,088	27,161	41,326	68,487
Oversample	24,557	38,439	62,996	19,612	29,488	49,100	24,547	39,813	64,360	68,716	107,740	176,456
Chicago	1,152	1,947	3,099	1,100	1,400	2,500	1,316	1,783	3,099	3,568	5,130	8,698
Overall	33,508	52,187	85,695	27,143	40,256	67,399	38,794	61,753	100,547	99,445	154,196	253,641

As of September 19, 2005, a cumulative total of 154,196 sampled lines were released to the telephone center for telephone interviewing. However, two separate incidents occurred that altered the number of released lines.

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.

1. Hurricane Katrina, a Category 5 Hurricane, hit the southeastern portion of the United States on August 25, 2005 and continued to wreak havoc in this area until August 29, 2005. Significant portions of Florida, Alabama, Mississippi, and Louisiana were damaged. Utility services, including electrical and telephone service were knocked out. Calling was not possible, and not ethically responsible, in the hurricane damaged areas. The project was in the middle of the field period and just starting to work the second release of sample. Thus, telephone lines in the affected areas were either incompletely contacted or could not be called at all. As a result of this disaster, the project statisticians recommended classifying all cases from the Katrina areas as out-of-scope, irrespective of their then actual current calling status. The Katrina areas were defined by the following nine area codes: 225, 228, 251, 318, 337, 504, 601, 662, and 985. This sampling decision resulted in 5,612 cases being dispositioned as out-of-scope; prior to this decision, only one case had been finalized as a complete eligible interview.
2. In an effort to reduce costs and increase response rates toward the end of the field period in October 2005, the project team decided to subsample a portion of the released sample lines in the National and Oversample samples from the third sample release.² Ultimately, 18,925 and 29,589 sampled and released cases from the third sample release were subsampled; while some of these cases had completed the screener, none of these cases were a complete, eligible interview. Table 2 below shows the final overall sample by sample type.

² At the time of subsampling, shortly after this third release, a small number of cases had already completed the telephone screening interview. We partitioned all other telephone numbers from this third release into new, random replicates. We retained the completed screeners and a small number of the new replicates for telephone interviewing, and de-released all remaining new replicates. This subsampling operation followed strict probability sampling principles, thus preserving the representativeness of the sample.

Table 2. Youth Culture Survey Final Overall Sample

Sample Type	Overall Sample		
	Screened out by Genesys	Released Sample	Total
National	27,161	22,401	49,562
Oversample	68,716	78,151	146,867
Chicago	3,568	5,130	8,698
Overall	99,445	105,682	205,127

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.

After screening was complete and the eligibility of the household members was established, a single individual was randomly selected for the survey with a Kish table from all identified eligible household members. The Kish table method of respondent selection is based on a random 6-digit number and the number of eligible respondents in a household. Each telephone number in the sample is assigned a Kish table. The first digit of the table is always

“1.” The second digit is either 1 or 2. The third digit is either 1, 2, or 3. And so on. To select a respondent, determine all eligible individuals in the household and list them in order. Use the Kish table and the listed number of eligible individuals in the household to randomly select a survey participant, by selecting the person who is indicated by the digit place that represents the household size. For instance, if the Kish table is 1-1-3-2-4-6 and there are 4 eligible individuals in the household, the fourth-digit place is “2” and so the second listed person would be selected. If the Kish table for a household is 1-1-1-1-1-1, no matter how many people are eligible, the first eligible person listed would always be selected.

3. Survey Development

NORC worked with the University of Chicago research team to develop the interview for the Youth Culture Survey. While the University of Chicago team created and wrote the questionnaire itself, NORC worked along side with the team to offer advice concerning format and response options for the best translation into a computer-assisted telephone interview (CATI) instrument. In a kick-off meeting on March 23, 2005 with Dr. Cohen and the University of Chicago students working on the project, NORC informed the University of Chicago about the general life process of a telephone survey, reviewed the overall schedule for the survey phase of the project, and discussed how the student researchers might engage in the survey work with NORC.

During the survey development process, Ken Rasinski lent his expertise to the tasks of reviewing the survey instruments and training the eight-person University of Chicago team in cognitive interviewing. Rasinski held one 90 minute session with the team where he presented an overview of the process. They discussed examples of questions and probes to use from the current draft version of the questionnaire. As the University of Chicago team administered cognitive interviews to learn how to better pare down the length of the survey, NORC also ran a series of timings with each version of the questionnaire. The timings were done mainly over the phone, to simulate a phone interview, with people who had no prior knowledge of the questions. NORC offered suggestions and comments to the University of Chicago made by both those who administered the survey and those who served as “respondent.”

Before major CATI programming began on the questionnaire, the NORC survey team completed a questionnaire “walkthrough” with the finished survey May 31, 2005 with Dr. Cohen and her research team. NORC staff in attendance included the survey management team,

telephone center manager, and members of the NORC's technology department, including the programmer who would be developing the CATI instrument. The group reviewed the entire questionnaire; highlighting places where modifications would better serve the needs of the project and the CATI mode, discussed how data would be delivered, and decided how reserve codes would be entered.

A final copy of the Youth Culture Survey instrument with programming instructions can be found Appendix A of this report.

4. Systems

The software package that NORC used to program the CATI instrument was Bellview Fusion. There were three main components included in the CATI system.

1. *Main Interview* – The basis of the CATI instrument was the questionnaire developed by the University of Chicago. All of the question text and responses options specified in the final draft of the questionnaire, are programmed to appear online, one question at a time for the interviewers. Additionally, the CATI instrument provided interviewer instructions was programmed to skip over questions based on prior responses and check the ranges of numeric responses.
2. *Screening* – Besides the questionnaire provided by the University of Chicago team, the Youth Culture Survey included a screening instrument which determined household composition, assessed individual household member eligibility, and when appropriate, randomly selected an eligible household member for the survey with a Kish table. This screening instrument was programmed at the start of the CATI and was concatenated onto the main interview program.
3. *Call Schedule* – Also, within the survey instrument, NORC programmed call scheduling rules for the CATI. To program the calling schedule, NORC started with the standard calling rules and customized them specifically for this project. These scheduling rules specified the telephone dialing algorithm for each case based on the outcome code of all previous calls. Some outcome codes finalized the case, others set call back appointments, or and others flagged the case for supervisor review. In the system, the outcome codes were assigned either by the interviewers manually, or by the system automatically, to indicate the current status of the case. Table 3, below,

lists the outcome codes that were developed or customized specifically for the Youth Culture Survey.

Table 3. Customized Call Schedule Outcome Codes

Outcome Code	Manual or Automatically Assigned	Final?	Code name	Description
58	Manual	Yes	Language type 5 (Unsupported by interviewing pool)	Used when all adult HH members that we need to speak with don't speak English
59	Automatic	Yes	HH Ineligible – No One is Age-Eligible	Screener complete, no HH members eligible based on age, set by QSL, determined by data collected in screener
60	Automatic	Yes	HH Ineligible – No one is eligible after HU Roster complete	Screener complete, no HH members eligible based on race, set by QSL, determined by data collected in screener
72	Manual	No	Parent Requests Correspondence - Type 1	Used when parent requests correspondence regarding the study
73	Manual	No	Respondent (Non-Parental) Requests Correspondance - Type 2	Used when respondent (non-parent) requests correspondence regarding the study
90	Manual	No	Adult Chosen - Not Available	Screener complete, adult chosen, not available
91	Manual	No	Minor Chosen - Parent Not Available for Consent	Screener complete, minor chosen, parent not available to give consent
92	Manual	No	Minor Chosen with Parental Consent, Minor Not Available	Screener complete, minor chosen, parent has given consent, minor not available
93	Manual	No	Minor Chosen - No Parental Consent	Screener complete, minor chosen, parent refuses to give consent (callback under refusal rules)
94	Manual	No	Minor Chosen - No Minor Consent	Screener complete, minor chosen, minor refuses to give consent (callback under refusal rules)

NORC began to program and test the CATI instrument in a non-production (testing) environment in June 2005, following the receipt of the walk through version of the questionnaire. Near the end of June, the project team members collaborated to create specifications for the call scheduling rules. Developing a set of thorough testing scenarios, NORC project staff and the University of Chicago students aggressively tested multiple iterations of the screener and main instrument to ensure the respondent selection process, questionnaire skips, and other rules programmed into the questionnaire worked as specified. Further, the text in hardcopy version of

the questionnaire was carefully compared to the printout of the electronic instrument to make certain the electronic version reflected all wording outlined in the final questionnaire from the University of Chicago. The final CATI instrument was released for the interviewer training in mid-July.

In addition to the CATI instrument, one other system was used to manage the resulting questionnaire data. NORC utilized a companion system to the CATI called Pulsar Web to review and export screener and questionnaire data. Pulsar Web is a web-based survey analysis tool into which data collected in the CATI is imported. From Pulsar Web users can create reports, run frequencies, and produce cross tabulations. NORC also set up a nightly export of case outcome information and basic questionnaire data in order to examine disposition codes, call history, and call notes for individual cases.

5. Human Subjects Review

In May 2005, NORC submitted a data collection protocol, study abstract, and draft version of the questionnaire to NORC's Institutional Review Board (IRB) committee for human subjects' protection. The IRB required that the following conditions be met before granting approval:

1. Include a risk protocol for questions and reactions to the questions concerning sex, violence, and other sensitive topics.
2. Incorporate a disclosure statement in the parental consent and minor assent that notifies subjects that disclosed child abuse will be reported to the authorities, as well as an interviewer protocol for reporting harm to or by a minor.
3. Clarify the terms of incentive payment so that participants would fully understand that they would receive the \$20 incentive only if they interview was completed.

The protocol was modified to address the conditions and NORC's IRB granted approval on June 20, 2005.

Independent of the NORC IRB review, Dr. Cohen submitted the data collection protocol from May 2005 to the University of Chicago's IRB. The University of Chicago approved the data collection protocol without the need for modification.

Finally, NORC submitted an amendment to the data collection protocol to NORC's IRB in midway through the field period to document two changes to the data collection protocol. One change included mailing a gaining cooperation letter with a \$2 incentive to identified households, and the other change included an increased incentive for African Americans.

6. Training

In order to ensure the data collected for the Youth Culture Survey was of high quality, NORC held three separate interviewer training sessions at NORC’s telephone center at 1 North State Street in Chicago. Each training session had 20 interviewers in attendance and followed a uniform agenda. Each project-trained interviewer was supplied with a folder which held the project-specific interviewer manual and job aids, including Frequently Asked Questions (FAQs). The interviewer training manual is included in Appendix B. The list of job aids provided at the time of training and those developed and issued during field period can be seen in Table 4 below.

Table 4. Job Aids Provided to Interviewers

Issued...	Project-Specific Job Aids
During Training	Answering Machine message Frequently Asked Questions (FAQs) Crisis Numbers Job Aid Reporting Abuse Form Outcome Codes Military Time Chart Correspondence Request Form State Abbreviations NORC Abbreviations English Speakers Spanish Job Aid WebET Quick Start
During Data Collection	Supplemental Information (about birth control and additional FAQs) Coding Religion in the Youth Culture Survey Rap Artists & Groups Job Aid

Training sessions combined MS PowerPoint-driven lecture, computer work in the CATI, and interactive modules, such as having interviewers respond to the FAQs in their own words.

The lecture and interactive training module topics included an introduction to the study, overviews of the various aspects of the screener and questionnaire, data collection schedule and protocol, basic review of how to use the CATI and outcome disposition codes, methods of gaining cooperation, and administrative tasks. Because interviewers staffed on the Youth

Culture Survey had been staffed on a previous CATI projects, a review of the system sufficed to meet their needs.

Interviewers were thoroughly trained on the proper execution of the screener. At the start of the screener, household informants are asked number of household members in the following age groups: over 50, 26 to 49, 18 to 25, and 15 to 7. Interviewers were instructed not to reveal the “youth” aspect or eligible age range for survey participants until after these questions were completed. NORC wanted to ensure informants would provide an honest response to these initial screening questions, and would not answer falsely to opt in to or out of the survey. For example, a reluctant household informant with children in the eligible age range might report no one ages 15 to 25 year old living in the household simply to avoid participation.

Several key modules during the CATI training focused on human subject’s protection concerns. Specifically, the training covered how to properly use the crisis numbers which appeared on their screen for certain questions, how to follow the protocol for reporting harm, and how to provide informed consent to parents and guardians, and assent to minors. The details of those interviewer protocols that were specifically covered in the training were as follows:

1. *Crisis Number Protocol Training* - As mentioned previously, NORC’s IRB committee required that the project establish a risk protocol to address possible negative respondent reactions to sensitive issues in the questionnaire, namely in the Health, Gender and Sexual Orientation, Sex and Sexuality, and Racial Attitudes and Discrimination sections. In order to ensure interviewers were able to respond to any upset respondent, the team inserted relevant crisis toll-free numbers into the survey’s sensitive questions. During the training module on this topic, trainers stressed that the survey was not written to elicit negative reactions intentionally. Interviewers were told to offer the crisis numbers as

needed, respect the respondent's reaction, and end the survey if the respondent was too upset to continue.

Interviewers learned to use these numbers with good judgment, properly and tactfully, and only when absolutely necessary. The training emphasized that if the interviewer perceived that the respondent was under any stress in answering the questions, or if the respondent volunteered any information that seemed dangerous or serious, then they should remind the respondent that he or she may skip any questions. If the interviewer still believed that the respondent was in need of help, then they were trained to read the available script and point the respondent towards the relevant crisis help line on the screen. Trainers indicated the importance of keeping these situations confidential, and interviewers were told not to discuss any of these possible situations with anyone other than their supervisor. In addition to the numbers on the CATI screen, the interviewers were provided with a job aid with these numbers. Over the course of the study, interviewers offered these numbers to respondents in less than ten instances.

2. *Reporting Harm Protocol Training* – As mentioned previously, the NORC IRB required a statement in the scripts for parent consent and minor assent concerning harm as well as the development of a harm protocol. The statement reads:

“However, if you mention to me that you might seriously harm yourself or others, or others are seriously harming you, I may need to ask someone to intervene.”

While the questionnaire does not ask specific questions about current thoughts of suicide or current acts of sexual or physical assault, the IRB felt that some minor respondents might feel comfortable disclosing this information to an interviewer after answering other

questions about their feelings and experiences. For instance, a minor might mention that they feel suicidal after answering the depression questions. Questions were designed to ask about sensitive topics in a manner that would not imply judgment or elicit extraneous responses. For example, concerning forced sex, the question was phrased as “Over the last 12 months how often were you or someone you know forced to engage in sex?”

At any point during the survey, should a minor respondent volunteer any serious and concrete information about abuse or suicide, interviewers were prepared to provide the minor with a suicide prevention 800 number, determine if the respondent is okay to continue the interview, complete or end the interview as appropriate, and immediately fill out the Reporting Abuse Form and give it to their supervisor. This form can be located in the appendix and asks for the telephone number, the case ID number, the respondent name, and a description of the harmful situation that the respondent mentioned, including when in the interview the disclosure was made. Depending on the point within the interview and the amount of information given in the screener, it was possible that the respondent’s name would be unknown to the interviewer if the interview was ended. Trainers stressed that if this unlikely situation occurred, a call note should be made for that case to indicate that possible abuse was reported. Again, the importance of confidentiality was stressed. The protocol deemed that the supervisor would bring this information to the project director and client’s attention who would deal with it on a case by case basis. Thankfully, no situations warranted this response.

3. *Informed Consent for Minors* – Because a number of the respondents asked to complete the questionnaire were under age 18, training staff took special care to ensure interviewers understood the dual layer of consent for minors. While screening was

always done with an adult, that adult was not always a parent or guardian for the select minor participant. If a minor was selected, interviewers were instructed to speak with the parent or guardian of the child and obtain consent. This was a formalized protocol that included an online parental consent statement. Once a parent consented, the interviewer was instructed to speak with the minor and obtain their assent for participation before starting the interview. Again, this assent statement was formalized and programmed into the CATI instrument. Training materials and lecture reviewed the consent statements programmed within the instrument and discussed strategies to overcome parental refusals. In addition, trainers stressed the importance of confidentiality for minors, including disallowing parents to listen in on the phone during the interview.

Finally, throughout the CATI training session, interviewers completed modules that allowed them to practice using the CATI system and to participate in “mock” interviews. These mock interviewing modules allowed the interviewers to practice the screener and full survey questionnaire. Round robin mocks allowed all interviewers to participate in the interview using an individual computer while one project team member served as a respondent using a mock “script.” Each interviewer read a few questions as everyone followed along on their computer. Duo mocks paired up interviewers, allowing each interviewer to read all screener and survey questions while another served as respondent. In order for each interviewer to start live interviewing, he or she had to pass a “checkout mock” with a project supervisor as the respondent. This ensured that the interviewer had a good sense of the study, was able to respond appropriately to questions a respondent might have, and could administer the questionnaire using all of the tips and guidelines discussed during training.

As interviewers began their calls to respondents, supervisors monitored the interviewers during live calls and met with them to give and receive feedback about the task. In response to these feedback sessions with the interviewers, the project team put together a job aid responding to questions brought up during training and directly following, an alternate introduction script job aid with shortened text, and a job aid concerning coding of religion within the project questionnaire. Supplying this information in written form to all interviewers ensured that everyone received and utilized the same data collection protocol.

A complete overview of the training is included in the project-specific training agenda found in Appendix C.

7. Data Collection

7.1 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 of 19,686 screeners were completed (2,560 were eligible and 17,126 were ineligible or out-of-scope). A total 1,590 surveys were completed at an average of 7.96 interviewer hours per completed survey.

7.2 Interview Monitoring and other Performance Feedback

Supervisors on the Youth Culture Survey utilized the CATI monitoring system to observe interviewer performance, recording and maintaining the results of these observations in a database. NORC telephone interviewers knew that they could be monitored at any time, however they did not know they were actually being monitored until after the call. Supervisors monitored a single interviewer for 15 minutes at a time before being automatically switched to another interviewer. After the 15 minute session, the supervisor rated the interviewers on a five-point scale (1 being “Far Exceeds Expectations” to 5 being “Does Not Meet Expectations”) and added any relevant comments about the monitoring session. Shortly after completing the monitoring sessions, the supervisor met with the interviewers to provide them with feedback about their performance. To avoid bias in selecting who to monitor, the CATI monitoring system automatically selected which interviewers to monitor, and gave those with the fewest monitoring sessions or with worst performance reviews the highest priority for selection. Overall, 9.9 percent of calls that resulted in a completed interview were monitored. A smaller percentage of calls that resulted in an ineligible disposition were monitored. Note that survey participants were informed that the call might be monitored at the start of the survey.

In addition to the monitoring of interviewers by supervisors, the project management team and principal investigator also made impromptu visits to the call center to monitor interviewers during gaining cooperation, screening, and interviewing. This allowed the project team to offer feedback on technique, approach, and use of the survey instrument and job aids. This also gave the project team insight into the reception, and rejection, interviewers got from household informants and survey participants.

Interviewers received feedback on their production statistics, including their hours per complete and dials per hour, on a weekly basis. Interviewers were given a report that showed their weekly and cumulative numbers as well as the overall group averages. Supervisors met with the interviewers individually to go over the report and give suggestions for improvement as well as to praise good performers. Interviewers received feedback on the quality of their work through the monitoring process, as mentioned. This feedback was given several times a week.

7.3 Incentives

As mentioned previously, all eligible respondents who completed the interview received a monetary incentive in the form of a \$20 check. The telephone interview instrument was designed to collect contact information, including name and address, at the end of the interview for check mailing purposes. NORC maintained a database that tracked complete cases and the status of the incentive check – specifically, the database tracked whether the incentive check had been requested, whether the request for the check had been fulfilled by the University of Chicago, and whether the check had been mailed to the respondent.

Data for producing the incentive checks and thank you letters that accompanied the checks were pulled from the Pulsar Web database and stored in MS Excel. One file was created for the mail out center, and included the case identification number, respondent name, address,

and a flag indicating whether the respondent agreed to be contacted for an in-depth interview in the future. In this file, a sequential incentive ID was added to each case record. A second file was created and sent to the University of Chicago for the purpose of printing checks. This second Excel file contained only the incentive ID, first name, middle name, and last name of respondents. The separate incentive ID allowed for case tracking while minimizing confidentiality risks. With this protocol, a respondent's name and incentive ID was only included in the check request file, disassociated from any response data. The main survey data files delivered to the University of Chicago only used the case ID and did not include the incentive ID, respondents' names or address information.

A further layer of security was used when sending the incentive check request files to the University of Chicago. In order to maintain security and bypass University of Chicago restrictions on email attachments with password protection, NORC set up a file transfer protocol (FTP) site. NORC had write-only access to the site (could save files), while the University of Chicago had read-only access (could open and save the files). NORC and the University of Chicago each maintained unique usernames and passwords and only selected project staff had access. Using this FTP site, every two weeks, NORC transferred the file to a University of Chicago staff member who downloaded the file. Once the checks were cut, in approximately two weeks, the University of Chicago had them sent to the mail out center. NORC project staff then emailed on NORC's internal secure server the file created for the mailout center so that the staff there had the contact information to accompany the checks.

The incentive checks were mailed in NORC envelopes printed with respondents' names and addresses, the checks were placed along with one of two cover letters. While both letters thanked respondents for participating, one letter was customized to respondents who had agreed

to be contacted at a later date for the in-depth interview. This letter included a statement concerning further contact. At the suggestion of NORC's IRB, both letters included a list of helpful resources and crisis lines printed on the back. The incentive number was printed on both the check and envelope as a quality control measure. In addition to the careful matching of incentive IDs by mailout center staff, each mailing was spot-checked by a member of the project team to ensure the right check went to the right address. As will be discussed later, a \$40 incentive was offered to select respondents for their participation, as well as a community service certificate for younger respondents. An example of the incentive letter and resource list can be found in Appendix E.

7.4 Interviewer Workshops and Disseminating Information

In order to combat refusals and in an attempt to dissuade potential ones, the NORC project team produced refusal conversion/aversion materials and held small sessions with 6 to 10 interviewers attending each. During the sessions, interviewers were encouraged to review the materials, share questions or comments, as well as share successful strategies. Topics covered additional ways to respond to common questions or refusal reactions, proper utilization of the refusal disposition codes, and ways to convert a respondent who has declined to participate in the screener or questionnaire or avert a respondent who is leaning towards declining. In addition to these workshops, six interviewers were chosen for their refusal conversion skills and were assigned cases that were firmly refused in a previous call.

When new information needed to be disseminated to the interviewers, supervisors met with them off of the floor, away from interviewing areas. Two supervisors were assigned to lead the meetings, one to conduct a session in the afternoons for daytime interviewers and another to hold several sessions throughout the evening. Any interviewers not present for these meetings

were pulled into smaller groups or met with one-on-one. Any new memos, forms or job aids were disseminated and discussed at these meetings.

7.5 Modifications to Original Data Collection Plan

In order to maximize response rates and obtain the desired number of complete surveys for analysis, several changes to the original data collection plan were implemented during the field period of the Youth Culture Survey. These changes are described below.

1. *Revised Introduction Script* – An early tactic was the creation of an introduction script job aid that supplied interviewers with various ways to start their calls. Various new wordings of the original introductory script served to offer more flexibility to interviewers to encourage individual comfort with what needed to come across at this crucial moment in the call. The project team also modified the answering machine script, creating a tailored version for cases considered a “partial” – that is cases where an eligible household member had been selected for the survey and was thus considered “partially” complete. This tailored script allowed interviewers to work “partial” cases more effectively.
2. *Interviewer Incentives* – In order to increase the motivation of the telephone interviewers, the project team implemented a raffle. Each time an interviewer got a completed interview, they received one chance to win the week’s prize. The more interviews interviewers completed, the more chances to win. Prizes had a relatively low monetary value, but were still an incentive. They included movie passes and gift certificates to stores near the NORC telephone center. In early November, NORC staff threw a pizza party for the telephone interviewers to encourage them to work their hardest in the last days of data collection and to congratulate them for all that they had accomplished.

3. *Revised Eligibility Rate for Hispanic Households in the Oversample* – In order to obtain more Hispanic interviews the screener algorithm was modified so that all age-eligible Hispanics in the Oversample were deemed eligible, as opposed to the original eligibility rate of 39.19 percent. This change was made in August and was made because the incidence of English speaking age eligible Hispanic household members was too low. Any cases previously screened out prior to this screening algorithm change were recontacted and interviewed.
4. *Spanish Language Screening* – Because some Spanish-speaking adults had English-speaking youths in their households, a supervisor at the call center translated the screener and consent statements and administered it in Spanish using a paper and pencil version. For cases where the adult in the household spoke only Spanish, interviewers set a specific disposition so that they could be assigned to the Spanish-speaking supervisor. Once the household was screened in Spanish, there were three possible outcomes: 1) an English-speaking youth was chosen, 2) a Spanish-speaking youth was chosen, or 3) no one was eligible. In the latter case, no further contact was required. In the second scenario, the case was coded as a language barrier and no longer worked as the main interview was not translated into Spanish. In the first situation, if a minor was chosen, the consent statement was read to the parent in Spanish. Once an adult respondent was chosen, or a parent had given permission, the supervisor sent an email to the Project coordinator detailing the case history and best time to call back to conduct the main interview in English.
5. *Additional Sample* – As mentioned previously, at the start of data collection, the project estimated that 85,695 sample lines would be required to achieve the desired number of

complete surveys. However, despite efforts to maximize cooperation, the initial sample was not enough. NORC purchased 167,946 additional lines of sample to obtain desired number of complete surveys.

6. *Community Service Certificates* – In mid-October, NORC implemented an additional, non-monetary incentive for high school students in response to parents abstaining from allowing their teens to participate in the survey because the youths were “too busy” with school. The Youth Culture Survey offered a community service certificate for participation in the interview. The certificate was offered in addition to the \$20 incentive check. Since many high schools require students to perform community service activities, the certificate was perceived as valuable by parents who were reluctant to grant permission for the survey. Overall, the project sent out 26 community service certificates. An example can be found in the Appendix D.
7. *Increased Monetary Incentive* – In late October, NORC also implemented an increased incentive for African American respondents. At this time, forty percent of partial cases (cases where an eligible household member was chosen, but had not completed the interview) were African Americans, demonstrating more difficulty in gaining cooperation compared to other races and ethnicities. In an attempt to improve cooperation among African Americans, the University of Chicago and NORC chose to double the incentive amount. Specifically, for all cases where a chosen respondent was African American, the standard incentive amount was doubled and a \$40 incentive was offered. Overall, the project sent out this increased incentive to 55 respondents, allowing the project to move closer to the estimated goal of 650 African American completed interviews. Of these

cases, 10 respondents accepted both the \$40 incentive and the community service certificate.

8. *Prioritizing Partially Completed Surveys* – In order to step up the priority for cases where a household had been screened and a respondent chosen, but where an interview had not been completed, various techniques were implemented. Identifying information for these “partial” cases was pulled from the project database by the central office. First, using the list of cases, a supervisor at the telephone production center gave the cases a higher priority in the CATI. If two cases came up for dialing and one was a “partial” case, the “partial” case would be assigned to an interviewer before the other. This process started 8/10/05.
9. *Facesheets* – To give the “partial” cases increased attention and allow even more control of the contacting schedule, the telephone production center staff created hardcopy facesheets and assigned them to interviewers who manually dialed the cases outside of the CATI schedule. Interviewers and supervisors still recorded all call notes in the CATI, but the cases were called more often and interviewers knew before they accessed the case in the system exactly how to approach the selected participant. Refusal converters were used for this effort to increase the likelihood of completing the interview. Later in the field period, the facesheets were also used to indicate whether respondents might benefit from a community service certificate or would be eligible for the increased incentive. This focused effort with facesheets began on September 18, 2005.
10. *Gaining Cooperation Letters* – A big change in the data collection protocol was the introduction of a mailing with a small additional incentive. This mailing was implemented in late September and early October for two types of cases – 1) known

households that had not completed the screener, and 2) partial cases. On September 20, 2006 and October 13, 2006 project staff pulled the telephone numbers for these two types of cases using the project database. The telephone numbers were submitted to two address search companies, Targis and then Genesys, current address and name information. Of 1,084 cases pulled in September, a little over 48 percent came back with an address; most did not have a name match. Of 562 cases pulled in October, nearly 17 percent came back with a name and address; approximately 66 percent came back with an address, but no name. Because different information was available for the letters, four versions of the gaining cooperation letter were developed and mailed. One version of the letter was sent to all cases where a full first name (not an initial) was captured during the screener for an adult respondent or minor whose parent gave consent (the “partial complete” letter). Another version was sent to all cases where a full first name was captured for a minor whose parent had either refused consent or not given consent (the “partial complete parent” letter). A third version of the gaining cooperation letter was sent to all cases where a first name was *not* known for the adult respondent or selected minor (the “partial complete/no name” letter). Finally, a fourth version of the letter was sent to all cases where a name was not known for a minor whose parent had either refused consent or not given consent (the “partial complete parent/no name” letter). See Table 5 for the different letters mailed and the number of cases mailed using each letter for each mailing. Each mailing included a letter printed on University of Chicago letterhead and a \$2 bill as an incentive. Letters were sent in a University of Chicago envelope using First Class U.S. mail postage. Because there was a delay between pulling the list and mailing

the letter, some cases were completed before the letter could be mailed. These cases were pulled out of the mailing.

Table 5. Gaining Cooperation Letter Types and Count

Gaining Cooperation Letter Type	Number mailed*	
	Batch 1	Batch 2
"Partial complete" letter	383	244
"Partial complete parent" letter	90	116
"Partial complete/no name" letter	43	50
"Partial complete parent/no name" letter	17	24
Total	533	434

* Excludes all completes taken out of the mailings.

For the first two letter types, the respondent’s name was merged into the letter using the information from the screener. The other two letters also included identifying information given in the screener (initial, age, and gender) since a full respondent name was not available. When a minor was the chosen respondent and no parental consent had been obtained, a parent name was merged into the letter where available from the screener. When the name available from the phone number search matched the respondent or parent name, the envelope was addressed to that name. When it was different, the envelope was addressed to “Respondent name c/o Name from search.” Where no name was obtained from the name search, the mailing was addressed to Resident. The \$2 bill was offered as a “thank you” for completing the screener. The letter offered the respondent the study toll-free number to call in order to complete the interview so that they could receive the \$20 incentive. Parents were encouraged to call the number and give permission for their child to participate. The text for the thank you letter sent to respondents and the four gaining cooperation letters can be found in Appendix E.

8. Final Survey Results and Response Rates

This section discusses the final survey results and response rates for the survey.

8.1 Final Survey Results

At the close of data collection, NORC completed 1,589 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.

8.2 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 response rate calculation makes several assumptions:

1. Not all lines in the sample will be eligible.
2. An attempt to determine eligibility will be made for all sample lines.
3. Some portion of the sample will be eligible, some will be non-eligible and some will not be ascertained or unknown.
4. An attempt to conduct the survey will be made with all eligible sample lines.
5. Some proportion of the unscreened sample lines are eligible and this ratio is determined by the sample lines with known eligibility status.

To calculate the overall response rate, all cases must be finalized into an outcome disposition with its associated eligibility status. Table 9 below shows all the possible final outcome dispositions.

Table 9. Sample Line Outcome Dispositions

Sample Line Outcome Dispositions	
CC	= Complete surveys
K	= Eligible household, incomplete survey
D	= Non-working and out-of-scope telephone lines
J	= Ineligible household
NR	= Non-residential telephone line
I	= Answering Machine only
NC	= Non-contact only
U1	= Known household, unscreened
U2	= Likely household, unscreened ³

After all sample lines are finalized, the “Interviewer Response Rate”, the “Screener Response Rate” and the “Resolution Rate” can be calculated. The “Interviewer Response Rate” can be described as the portion of complete interviews from the total number of eligible sample members, or $CC / (CC + K)$. The “Screener Response Rate” can be described as the portion of sample lines successfully screened for eligibility status from the total number of known households, or $(CC + K + J) / (CC + J + K + UI)$. The “Resolution Rate” can be described as the portion of sample lines for which household status was resolved from the total sample, or $(CC + K + J + UI + D + NR) / (CC + K + J + UI + D + NR + U2 + I + NC)$. These three rates multiplied together give the overall response rate.

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

³ A sample telephone number is classified as “U2” or a likely household if the telephone interviewer had some contact with a person at the number but not have enough information to confirm that the number represents a household. Common examples include a hang up during introduction, a refusal during the introduction and respondent didn’t say enough to determine household status, and a callback at introduction and respondent didn’t say enough to determine household status. We treat the category U2 as unresolved, while we consider U1 as resolved, household unscreened.

interviewer response rates by the age group and screener racial group, and Table 13 shows the final unweighted response rate calculations for each sample release by sample type.

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%

Table 13. Final Unweighted Response Rate Calculations by Sample Type and Sample Release

Sample Type	First Sample Release		Second Sample Release		Third Sample Release		Total Sample Release	
	Response Calculation	Rate	Response Calculation	Rate	Response Calculation	Rate	Response Calculation	Rate
National	Interviewer Response Rate	62.6%	Interviewer Response Rate	57.6%	Interviewer Response Rate	62.7%	Interviewer Response Rate	61.3%
	Screener Response Rate	53.0%	Screener Response Rate	52.3%	Screener Response Rate	71.0%	Screener Response Rate	53.9%
	Resolution Rate	86.0%	Resolution Rate	78.3%	Resolution Rate	97.2%	Resolution Rate	86.7%
	Overall Response Rate	28.6%	Overall Response Rate	23.6%	Overall Response Rate	43.2%	Overall Response Rate	25.5%
Oversample	Interviewer Response Rate	65.3%	Interviewer Response Rate	59.5%	Interviewer Response Rate	57.6%	Interviewer Response Rate	62.0%
	Screener Response Rate	51.0%	Screener Response Rate	51.6%	Screener Response Rate	50.5%	Screener Response Rate	51.2%
	Resolution Rate	83.0%	Resolution Rate	78.7%	Resolution Rate	88.5%	Resolution Rate	82.8%
	Overall Response Rate	27.6%	Overall Response Rate	24.2%	Overall Response Rate	25.8%	Overall Response Rate	26.3%
Chicago	Interviewer Response Rate	83.3%	Interviewer Response Rate	92.3%	Interviewer Response Rate	69.2%	Interviewer Response Rate	82.0%
	Screener Response Rate	55.1%	Screener Response Rate	54.1%	Screener Response Rate	58.5%	Screener Response Rate	55.9%
	Resolution Rate	83.4%	Resolution Rate	79.6%	Resolution Rate	75.2%	Resolution Rate	79.4%
	Overall Response Rate	38.3%	Overall Response Rate	39.8%	Overall Response Rate	30.4%	Overall Response Rate	36.4%
OVERALL	Interviewer Response Rate	64.5%	Interviewer Response Rate	59.3%	Interviewer Response Rate	60.3%	Interviewer Response Rate	62.1%
	Screener Response Rate	51.7%	Screener Response Rate	51.9%	Screener Response Rate	54.4%	Screener Response Rate	52.0%
	Resolution Rate	83.7%	Resolution Rate	78.6%	Resolution Rate	90.1%	Resolution Rate	83.6%
	Overall Response Rate	27.9%	Overall Response Rate	24.2%	Overall Response Rate	29.5%	Overall Response Rate	27.0%

9. Data Delivery, Weights and Standard Errors

Data was available to project staff in two different computer applications: Pulsar Web and SAS export files, both of which were updated daily. Pulsar Web included all call record variables as well as preloads, screener, and interview data. The SAS data was comprised of two files: the call history data and a select number of screener and main interview variables. This data was used within SPSS and Paradox to create client and internal reports, as well as the incentive files. The data from Pulsar Web, which was more complete, was used for frequency review, case review, and data exports. This section describes the data file deliveries created from Pulsar Web, the final weighting process for that data, and the standard errors that should be used when evaluating that data.

9.1 Interim Data Delivery

For the interim data delivery on September 6, 2005, NORC project staff reviewed frequencies and created the necessary files for 438 complete cases. For this delivery, NORC included the following files on a CD to the University of Chicago: main interview data with selected screener data in SPSS, frequencies, verbatim responses, codebook, and a text file that outlined each file on the disc. For those variables where a verbatim response was captured, all responses were pulled out into a separate file. The variables remained in the main data file, but with a flag indicating that a verbatim could be found in the other file. In addition to these files, NORC provided an MS Excel spreadsheet which listed the variable names and labels. As the variable labels are the first part of the question text by default, NORC provided this spreadsheet to the University of Chicago so that more meaningful labels could be created for the final delivery.

9.2 Final Delivery

For the final delivery data on January 4, 2006, frequencies for all cases, including those already delivered in the interim delivery, were thoroughly reviewed. In this delivery, NORC delivered all complete cases, including 8 selected partial cases that had completed through at least question J15, for a total of 1,590 cases, to the University of Chicago. The same type of files were included in the final delivery as in the interim data delivery; however there were some further variables included as well as additional files. The main variable added to the delivery was the race(s) of the selected respondent collected in the screener so that comparisons could be made between the final race chosen by the respondent and what race(s) the respondent screened in as. The final delivery included a final response rate report and final disposition report; in addition, NORC calculated weight variables and standard errors that were not part of the earlier delivery. From input by the University of Chicago, NORC modified the interim delivery format of the verbatim file for the final delivery to better meet the analysis needs. The verbatim file was cleaned to normalize the “don’t know” and “refused” responses into the codes 999 and 777 respectively.

9.3 Weights

A total of 11 steps were taken to develop analysis weights for the survey data. All selected telephone numbers received a base weight that reflects the probability of selection. The base weights were further adjusted to account for subsampling, non-resolution of telephone numbers, screening interview nonresponse, number of telephone lines per household, race/ethnicity eligibility, selection of one person within a selected household, main interview nonresponse, outlier adjustment and scaling to control totals. The details of the steps used to create the analysis weights are presented below.

1. *Base Weights* – NORC stratified the frame by geography. Stratum 1 is the balance of nation outside of oversample area, stratum 2 is the balance of oversample area outside of Chicago, and stratum 3 is Chicago. The probability of selection was simply the number of sampled telephone numbers used in each stratum divided by the corresponding stratum frame total. By definition, the base weight is the inverse of the probability of selection.
2. *Adjustment for Subsampling* – The sample was released in three separate loads. Subsampling operation was carried out for the third release. For cases that were not subject to subsampling, the weights remained unchanged. For cases that were subsampled out, the weights became “.” (missing). For the subsampled cases, the weights were inflated by the inverse of subsampling rate. Because the subsampling rates were very small for strata 1 and 2, they were capped at .5 for each stratum so that weights would be inflated by a factor of 2 at most (to avoid outlier weights).
3. *Adjustment for Nonresolution of Telephone Numbers* – Next, we made an adjustment for the fact that not all cases could be determined to be working residential numbers (WRN) or not. Businesses, disconnects, cell phones, fax numbers, or other telephone numbers identified as nonresidential lines receive missing weight. Unresolved telephone numbers also have missing weight.⁴ Residential telephone numbers have a weight that is the previous weight inflated by the inverse of resolution rate within each adjustment cell, where the adjustment cell is defined by sample stratum (balance of nation, balance of oversample and Chicago) and sample type (national sample, oversample sample and Chicago sample).

⁴ For technical reasons related to computer processing, it is convenient to assign a missing value to the weight of unresolved telephone numbers. Conceptually, it makes no difference whether we assign the weight a zero value or a missing value.

4. *Adjustment for Screener Nonresponse* – A screening instrument was administered once contact was made with a household. The weights were therefore next adjusted for screener nonresponse. Only those households that completed the screener have a positive weight, which is W_{3i} divided by screener response rate for each adjustment cell. The weights were set to missing for other households. Further, the weights for households that were determined to be incapable, age-ineligible (but race/ethnicity eligible), deceased or other out-of-scope were also set to missing.
5. *Adjustment for Number of Telephone Lines Per Household* – The GENESYS sample is not epsem (Equal Probability Selection Method) per household. Households with multiple telephone lines capable of receiving phone calls had higher probabilities of being selected into the sample. To account for this, the weights are divided by the number of residential telephone lines in household. Business lines that are not used to receive regular phone calls are excluded from the calculation of residential telephone lines. For households with more than 4 residential telephone lines, the number is capped at 4 (to avoid outlier weights). These weights are the final household weights.
6. *Adjustment for Race/Ethnicity Subsampling* – Next, the weights were adjusted to account for race/ethnicity subsampling. Each of the three sample types possessed different selection criteria based on race and ethnicity. In the national sample, there was no subsampling based on race or ethnicity. In the oversample, all the Black or Hispanic age-eligible household members were selected; only 6.94 percent of the White age-eligible household members were selected; and none of the nonblack-nonwhite-nonHispanic household members were selected. Finally in the Chicago sample, only age-eligible Black household members were selected. (Conceptually, this weighting step incorporates

two sub-steps. First, each age-eligible person inherits the final weight of the household from Step 5. Second, each of the resulting person weights is adjusted by division by the corresponding subsampling probability.)

7. *Adjustment for Within Household Selection* – One age-eligible person was selected from all eligible members within each household (remaining after the race-ethnicity subsampling described in Step 6) for the main interview. Only selected persons have a positive weight, which is W_{6i} multiplied by the number of eligible members within each household. To avoid weight outliers, the number of eligible members within each household is capped at 3. All ineligible and unselected persons receive no weight.
8. *Adjustment for Interview Nonresponse* – To compensate for interview nonresponse, we adjusted the weights within nonresponse adjustment cells, which are defined by sample stratum, sample type and race/ethnicity (Black, non-Black Hispanic, non-Hispanic White, and all other). Small cells with less than 20 selected persons were collapsed with adjacent cell(s) so that the size of the combined cell would be at least 20. We divided the Step-7 weight by the interview response rate within the corresponding cell.
9. *Adjustment for Outliers* – An examination of W_8 by stratum and race/ethnicity suggests that there are some significant weight outliers, despite the outlier control methods already used in prior steps. This is mostly due to the complex sample design of this survey. To eliminate this problem, weights were truncated at 3 times the median weight within each cell.
10. *Post-Stratification* – Finally, we adjusted the previous weight (W_9) so that it sums to national population control totals obtained from the March 2004 Current Population Survey. Specifically, this was done through a two-dimensional raking process where one

dimension was defined in terms of eight cells by race/ethnicity (Black, non-Black Hispanic, non-Hispanic White, and all other) and age group (15-17 and 18-25) and the other dimensions were defined in terms of the three strata (balance of nation, balance of oversample and Chicago).

The final analysis weights were delivered on January 13, 2006. The estimated population size represented by the final complete cases is 45,155,691 individuals.

9.4 Standard Errors

Standard errors for 30 variables were calculated for the entire sample. Due to item nonresponse and the fact that no data were imputed, the number of cases for each item for which standard errors were calculated was different. NORC estimated the standard errors using SUDAAN, software that specializes in calculating variances for complex sampling designs. The calculated standard errors and design effects (DEFFs) for the 30 variables appear in Table 14 below.

Table 14. Standard Errors and Design Effects

Variable	Variable Name	n	Percentage (%)	Standard Error (%)	DEFF
A2	AAttendSchool	1589	71.7	1.6	2.00
A10	ACivicsCourse	1566	65.0	1.7	1.90
A11	ASexEd	1576	73.2	1.5	1.92
D5	DPetition	1587	24.4	1.5	2.04
D6	DProtest	1589	8.9	1.0	1.92
D8	DBuycott	1579	22.5	1.5	1.96
D9	DJoinPolGroup	1588	12.7	1.2	2.23
D13	DTalkPol	1589	77.5	1.4	1.79
D19	DComServ	1588	57.6	1.7	1.95
D39	DCrimeVictim	1587	35.0	1.7	2.03
D40	DPoliceUnfair	1587	31.8	1.7	1.99
D41	DPoliceStop	1588	67.7	1.6	1.86
D42	DArrested	1589	21.8	1.5	2.04
F2	FNotSeekCare	1587	36.6	1.7	2.06
F9	FKnowWAIDS	1586	26.4	1.5	1.83
F21	FAbusiveRelation	1589	13.2	1.2	1.91
G8	GKnowLGBT	1587	82.1	1.3	1.89
H1	HOraSex	1548	64.4	1.7	1.87
H5	HIntercourse	1570	65.9	1.7	1.93
H11	HPregnancy	1032	36.2	2.2	2.07
H13	HSTD	1123	9.0	1.2	1.97
L2	LParentsBornOutsideUS	1580	19.8	1.3	1.59
L5	LChildren	1583	19.2	1.4	2.13
L6	LEmployed	1584	59.9	1.7	1.82
L9	LROTC	1580	8.9	0.8	1.25
L10	LUnion	1535	23.1	1.6	2.27
L13	LBioFather	1569	72.9	1.5	1.77
L18	LBioMother	1580	92.4	0.8	1.57
L26	LPublicAssistPast	1535	34.0	1.6	1.76
L27	LParentsOwn	1561	75.8	1.4	1.65

Appendix A

Youth Culture Survey Questionnaire with Programming Instructions

[INSERT APPENDIX A.DOC]

Appendix B

Youth Culture Survey Interviewer Training Manual, Job Aids and Forms

[INSERT APPENDIX B.DOC]

[INSERT APPENDIX B2.DOC]

Appendix C

Youth Culture Survey Training Agenda

Youth Culture Survey Training Agenda 7/19/2005

One North State

Time	Module & Description	Materials Needed	Trainer(s)
5 min	1 Intro and Training Overview	Laptop/projector Manual	Shana
15 min	2 Intro to Youth Culture Survey	Laptop/projector Manual	Shana
15 min	3 Confidentiality and Data Quality	Laptop/projector Manual	Claire
15 min	4 Overview of Data Collection	Laptop/projector Manual	Claire
15 min	5 Data Collection: Working in Fusion	Laptop/projector Manual	Ed
5 min	6 Mock 1: Ineligible due to age	Mock 1, stations set up with Fusion	
10 min	7 Mock 2: Ineligible due to race	Mock 2, stations set up with Fusion	
10 min	Break		
45 min	8 Gaining Cooperation	Laptop/projector Manual	Ed/Lauren
15 min	9 Mock 3: Round Robin, Pt 1	Mock 3, stations set up with Fusion	
20 min	10 The Questionnaire	Laptop/projector Manual	Claire
30 min	LUNCH		
45 min	11 Mock 3: Round Robin Pt. 2 and specific item discussion	Mock 3, stations set up with Fusion	Shana
15 min	12 Data Collection: Finishing the Case	Laptop/projector Manual	Ed
15 min	13 Crisis #s, reporting abuse	Laptop/projector Manual	Shana/Claire
15 min	14 Q&A/Production Center rules/schedules	Laptop/projector Manual	Lauren
75 min	15 Duo mocks	Mock 4 and 5, stations set up with Fusion	

Appendix D

Community Service Certificate

Community Service Certificate

In grateful recognition of your participation in the Youth Culture Study conducted by the National Opinion Research Center at the University of Chicago, we hereby present you with this certificate of community service.



This certifies that {INSERT NAME} participated in this social science research effort, providing much needed data on the political and social realities of youths in America. This certificate credits the recipient with four hours of community service for participating in the survey. For more information please contact the Youth Culture Study at 1-800-714-2153.

Appendix E

Letters: Incentive letter and Resource List, Gaining Cooperation Letters

Youth Culture Survey

Example of incentive check letter for in-depth cases with Resource List

[DATE]

Greetings!

Thank you for participating in the Youth Culture Survey conducted by the University of Chicago. Enclosed you'll find a check for \$20, which is a token of our appreciation. Your participation will help researchers understand the effect of politics, culture and sex in the lives of young Americans. Ultimately, the results from this study will inform the work of institutions and individuals directly involved with young people.

In addition to the check, we would like to provide you with some resources on the different topics touched upon in the survey. Included are websites and 1-800 numbers with information about a variety of topics ranging from getting jobs and finding scholarships, to learning about political processes, to music, to advice and crisis help, to becoming a volunteer. This list of resources is included on the back of this letter.

Finally, at the close of the interview, you indicated that you would consider participating in a follow-up, in-depth interview. If you are selected, you will be contacted by a member of the University of Chicago research team and asked to participate at that time. If you agree, they will arrange a convenient time and a suitable location, like a local library, for this in-person interview.

Thank you again for participating in this important research effort.

Sincerely,

The Youth Culture Survey Team

RESOURCE LIST *courtesy of the University of Chicago*

Web Resources for Music and Culture...

Allmusic – a website with information about all types of music. <http://www.allmusic.com>

Art on the Net – a virtual space where artists join together in sharing their art with others on the Internet. <http://www.art.net>

Hiphop-Directory – a resource for information about hip-hop music, fashion, reading material and more. <http://www.hiphop-directory.com>

Poetry.com – an international library of poetry. <http://www.poetry.com>

Voice of Dance – a portal for news, reviews, and auditions for all forms of dance. <http://www.voiceofdance.com>

Web Resources for Jobs, Education and Scholarships...

About – good advice for preparing resumés and yourself for job interviews. <http://www.about.com/careers>

Community Learning Network – this site helps you prepare a solid, professional resumé. http://www.cln.org/themes/writing_resumes.html

Federal Student Aid – this site has information about grants, loans and work study programs set-up through the federal government. <http://studentaid.ed.gov>

National Youth Development Information Center – this is a one-stop site for youth workers with interest in funding, programming, research or policy. Job and training opportunities listed. <http://www.nydic.org/nydic>

Quintessential Careers – a resource to help with job hunting or pursuing an education. <http://www.quintcareers.com>

Scholarships.com – free college scholarship search and financial aid information. <http://scholarships.com>

Web Resources for Activism...

The Corporation for National and Community Service – this site aims to engage Americans of all ages and backgrounds in service to help strengthen communities. <http://www.nationalservice.org>

Earth Force – this organization engages young people as active citizens who improve the environment and their communities now and in the future. <http://www.earthforce.org>

Public Broadcasting Service – a complete Internet resource for political, economic, and social issues, as well as, a listing of government websites. <http://www.pbs.org/now/resources/politics.html>

Advice and Hotline Numbers...

Resource	Advice Topic	Telephone number	Hours of Operation
America's Pregnancy Hotline	Pregnancy / General	1-888-467-8466	7a-10p M-Th / 7a-8p F / 11a-7p Sat & Sun CST
Center for Disease Control	AIDS / STDs	1-800-342-2437	24 hours / 7 days a week
Child Help USA	Child Abuse	1-800-422-4453	24 hours / 7 days a week
Covenant House	General Teen Issues	1-800-999-9999	24 hours / 7 days a week
Planned Parenthood	Pregnancy / Abortion	1-800-230-7526	24 hours / 7 days a week
National Domestic Violence Hotline	Domestic Violence	1-800-799-7233	24 hours / 7 days a week
National Hopeline Network	Depression & Suicide	1-800-784-2433	24 hours / 7 days a week
Rape Abuse & Incest National Network (RAINN)	Rape & Sexual Abuse	1-800-656-4673	24 hours / 7 days a week
Youth Crisis Hotline	General Teen Issues	1-800-448-4663	24 hours / 7 days a week

THANKS, AGAIN, FOR YOUR PARTICIPATION

Youth Culture Survey

Example of gaining cooperation letter

Partial completes, name known

[DATE]

Dear <Recipient>,

Enclosed please find \$2 as a token of our appreciation for answering some of the questions on the University of Chicago telephone survey on youth. We would like to send you a check for \$20, but we need you to call back and finish the survey. **Please call us at 1-800-714-2153 to answer the remaining questions, so we can send you \$20.**

In case you don't remember, the survey includes questions on topics such as music, television, family, and politics. It is sponsored by the Ford Foundation and the University of Chicago.

Please call the research staff at 1-800-714-2153 at your convenience. They will answer any questions you may have, finish the survey with you and get your \$20 to you right away.

Thank you for your consideration. I hope you will decide to participate.

Sincerely,



Cathy J. Cohen
Professor, Political Science Department
University of Chicago

<SUID>

Youth Culture Survey

Example of gaining cooperation letter

Partial completes, no real name

[DATE]

Greetings!

Recently someone in your household was chosen for the University of Chicago telephone survey on youth. At the time of the screener, an initial was given, not a full name. The selected person is <Respondent age> years old and <male/female>. The initial given was “<Respondent Name>.”

The enclosed \$2 is a token of our appreciation for answering some of the questions on the University of Chicago telephone survey on youth. We would like to send the selected person a check for \$20, but we need <him/her> to call back and finish the survey. **Please have <him/her> call us at 1-800-714-2153 to answer the remaining questions, so we can send <him/her> \$20.**

The survey includes questions on topics such as music, television, family, and politics. It is sponsored by the Ford Foundation and the University of Chicago.

Please call the research staff at 1-800-714-2153 at your convenience. They will answer any questions you may have, finish the survey with the chosen respondent and get the \$20 payment to <him/her> right away.

Thank you for your consideration.

Sincerely,



Cathy J. Cohen
Professor, Political Science Department
University of Chicago

<SUID>

Youth Culture Survey

Example of gaining cooperation letter

Minor chosen, no parental consent, name known

Dr. Cathy Cohen
University of Chicago
Professor, Political Science Department

[DATE]

Dear <Recipient>,

Recently, your household was contacted about a telephone survey we are conducting with teenagers and young adults in the United States. Enclosed please find \$2 as a token of our appreciation for answering some of the questions on the University of Chicago telephone survey on youth. <Minor's name> was selected to participate in this interesting and important survey. During the interview we ask about music, television, family, and politics. This survey is sponsored by the Ford Foundation and the University of Chicago.

If you allow your child to participate and <S/He> completes the survey we will send <him/her> a check for \$20. But before we can continue, **we need your permission to speak with <Minor's name>.**

Please contact us at 1-800-714-2153 at your convenience. The research staff can answer any questions you have at that time. If you give your permission, an interviewer can complete the survey with <Minor's name> at that time.

We value <Minor's name>'s opinions and time, and so we'll send <him/her> \$20 for answering our survey.

Thank you for your consideration. I hope you will allow <Minor's name> to speak with us.

Sincerely,



Cathy J. Cohen

<SUID>

Youth Culture Survey

Example of gaining cooperation letter

Minor chosen, no parental consent, no real name

[DATE]

Greetings!

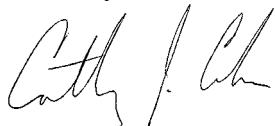
Recently your <daughter/son> was chosen for the University of Chicago telephone survey on youth. At the time of the screener, an initial was given, not a full name. The selected person is <Respondent age> years old and <male/female>. The initial given was “<Respondent Name>.”

The enclosed \$2 is a token of our appreciation for answering some of the questions on the University of Chicago telephone survey on youth. If you allow your child to participate and <s/he> completes the survey we will send <him/her> a check for \$20. But before we can continue, **we need your permission to speak with <him/her>**. The survey includes questions on topics such as music, television, family, and politics. It is sponsored by the Ford Foundation and the University of Chicago.

Please call us at 1-800-714-2153 at your convenience. The research staff can answer any questions you may have and if you give your permission, an interviewer can complete the survey with your <daughter/son> at that time.

Thank you for your consideration.

Sincerely,



Cathy J. Cohen
Professor, Political Science Department
University of Chicago

<SUID>