Using Research to Understand “Hard To Reach” Audiences
Project Background

**What?**  Teen dating violence prevention

**Who?** 11 to 14-year-olds in high-risk, inner-city communities

**Why?** Increased risk and limited programs

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Begins With Understanding Them

Two pronged research approach:

1) **Audience Analysis**
   - To explore audience’s media habits, life experience, and key influences

2) **Near Peer Engagement Study**
   - To explore best practices for engaging near peers
Audience Analysis

Methodology

Phase 1
Analysis of Public & Proprietary Data

Phase 2
Focus Groups Youth & Near Peers
A Note About Data Sources

Comprehensive review of publically available and proprietary data including:
  • Published literature (peer-reviewed)
  • Market research and trend reports

Three key data sources:
  • Generation M² Media in the lives of 8-18 year olds (Kaiser Family Foundation Study)
    • National sample of over 2000 young people
  • 2010 GfK MRI Teenmark Study
    • Nationally representative data, analyzed by geography, household income and pre-determined age groups
    • Sample size: 1,882 youth ages 12-19, in-home interviews
  • The Inner City Truth: An Urban Youth Lifestyle Study II (MEE Productions)
    • 6-city survey on habits of inner-city youth (15-19)
    • Sample size: 1,512 youth across 28 ‘survey sessions’ in schools, CBO’s and community recreation centers

Who are Youth in High-Risk Inner City Communities?

**Working Definition**

11-18 year olds of all races/ethnicities who:
  • Live in households with annual income $\leq$ $30K
  • AND live in urban areas with a higher crime rate than the surrounding city

**Demographics**

• 29 million 12-18 year olds
• 35% live in low-income households
• Hispanic, Black and American Indian adolescents are disproportionately low income
They Are Multi-Media Taskers

• Youth spend more than 7.5 hours a day using media
  • Using 2 or more concurrently they consume over 10.5 hours within those 7.5 hours

• Black and Hispanic youth average 13 hours daily
  • Biggest differences in TV and Radio

• Digitally connected:
  • No disparities in online media consumption, compared to Whites
  • 43% of 12-14 yr olds and 92% of 15-18 year olds have access to have cell phones

And May Be Vulnerable to Media Influence

• More limited exposure to new experiences than youth in general

• More dependent on media for information about the world

• Lack alternative information sources to counter media messages
Participation in Organized Activities is Low

- Lower participation in:
  - School clubs & sports teams
  - Civic organizations & religious groups
  - Out-of-school hobby clubs
  - Volunteer groups

### Leisure Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time w/boyfriend or girlfriend</td>
<td>29.44</td>
</tr>
<tr>
<td>Going to parties</td>
<td>33.8</td>
</tr>
<tr>
<td>Dining out</td>
<td>88.8</td>
</tr>
<tr>
<td>Hanging out w/friends</td>
<td>48.2</td>
</tr>
<tr>
<td>Alone in room</td>
<td>48.2</td>
</tr>
<tr>
<td>Talking on phone</td>
<td>48.2</td>
</tr>
<tr>
<td>Watching TV/Listening to Radio</td>
<td>48.2</td>
</tr>
<tr>
<td>Time w/family</td>
<td>48.2</td>
</tr>
</tbody>
</table>

Relationships are Paramount

- Prefer spending free time with friends
- Only small proportion “date”
  - 29% report having a girlfriend/boyfriend
- Family plays a key role
  - 79% identify parent/guardian as who they respect most
  - 87% agree family is an important part of their lives
Peer Opinions Matter Most

• Friends are an invaluable sounding board

• High-risk youth are more likely to conform to peers’ beliefs than parents’

• Near-peers are a credible & trusted source

Targeted Approaches Are Key

• Best reached through:
  • Select media – music venues, social media & cell phones
  • Peers

• Less so, through:
  • Parents (for the dating topic)
  • Print media
  • Organized youth groups & sports
Near Peer Engagement

Methodology

Phase 1
Literature Review

Phase 2
Interviews with Non-Profits

Phase 3
Interviews with Private Sector Industry
Implications Across all Three Phases

Recruit diverse brand ambassadors
Co-creation and youth authenticity should be part of the program mandate

Set realistic goals
Invest in training

Develop a clear program structure, complete with rules and agreements
Compensate brand ambassadors

Staff appropriately
Anticipate required resources

Relinquish control
Thank you!