



# Customer Profile: 4-H

Cooperative Extension conducted a state-wide telephone survey in 2007. In part of the survey, respondents were read a list of topics and were asked to indicate if they were interested in pursuing a given topic area (a) in the next six months, (b) in the next year or (c) not at all.

This profile describes respondents who were most interested in this topic. Please note the word “most.” The characteristics listed below are not comprehensive, but represent the subgroup expressing the “most” interest.

Where more than one entry appears below a demographic category, assume the entries are ranked. The highest ranked entry appears first and is followed by the next highest.

Because 4-H is widely known, we also included them in the name recognition section of the survey.

## NAME RECOGNITION

|                     |       |
|---------------------|-------|
| Very Familiar       | 48.52 |
| Somewhat Familiar   | 34.22 |
| Haven't Heard of It | 17.25 |

## DEMOGRAPHIC PROFILE

Those most familiar with 4-H are:

### By Age

- Age 75 and up, 51 – 65 and 36 – 50

### By Ethnicity

- White, Native American and Multiracial

### By Education

- Eighth grade and under, some college, advanced degree

### By Annual Income

- \$150K and up, \$100K – \$149K, \$50K – \$74K

### By Extension District

- Northeast, West, Southeast
- Note – 2007 districts

## DEMOGRAPHIC PREFERENCES

In a survey of all respondents (not just those familiar with 4-H), these are preferences associated with the demographic groups listed above.

### Time of Week

- Whites prefer weekdays.
- Native Americans prefer weekdays.
- Multiracial had no preference.
- Incomes \$150K and up prefer weekdays.
- Incomes \$100K – \$149K prefer weekdays.
- Incomes \$50K – \$74K prefer weekdays.

### Time of Day

- 75 and up prefer days.
- 51 – 65 prefer days.
- 36 – 50 prefer evenings.
- Eighth grade and under tie between daytime and evening.
- Some college prefer daytime.
- Advanced degrees prefer daytime.

### Location

- Eighth grade and under tie between Extension Center and community center.
- Some college prefer home, followed by a community center..
- Advanced degree prefer home, followed by a community center.
- Incomes \$150K and up prefer home, followed by a community center.
- Incomes \$100K – \$149K prefer home, followed by a community center.
- Incomes \$50K – \$74K prefer a community center.

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