

Customer Profile – Those Familiar with Cooperative Extension

Cooperative Extension conducted a state-wide telephone survey in 2007. In part of the survey, respondents were asked if they knew about Cooperative Extension.

This profile describes respondents indicated they were familiar with Cooperative Extension. The characteristics listed below are not comprehensive. They describe a subgroup. Only characteristics that reached the level of statistical significance are listed.

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.

NAME RECOGNITION

Close to 11 percent of state residents are *very familiar* with Extension and close to 25 percent are *somewhat familiar*. That sounds odd, but not if you consider this:

- Sub-groups (rural residents, agricultural workers, county government) are much more familiar with Extension than general audiences. County managers are 100 percent!
- One-third of the state's population moved here in the last 10 years from

urban areas in the midwest and northeast.

- Much Extension work is unbranded. People know our efforts, but do not connect them to our name. Aggressively placing our logo on all that we do should correct this situation. Having our partners do a better job of recognizing us will also help.

Very Familiar

- By Age: 51-65, 75 and above, 66 – 75
- By Ethnicity: Multiracial, White, Asian, African-American
- By Education: Advanced degree, four-year degree and some college (tie), two-year degree
- By Income: \$150K and up, \$100K – \$149K, \$25K – \$49K, \$75K – \$99K

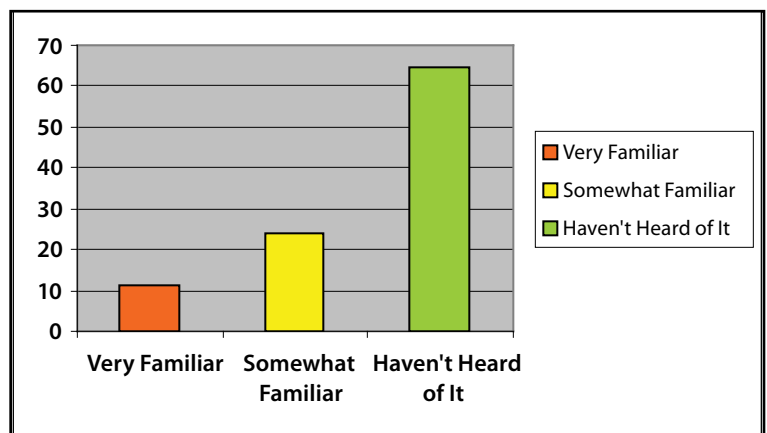
Somewhat Familiar

- By Age: 51 – 65, 36 – 50, 66 – 75
- By Ethnicity: White, African-American, Hispanic
- By Education: Advanced degree, some college, two-year degree and four-year degree (tie)
- By Income: \$100K – \$149K, \$50K – \$74K, \$150K and up, \$75K – \$99K

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Figure 1. Name Recognition: Cooperative Extension



AWARENESS THAT COOPERATIVE EXTENSION OPERATES IN URBAN AREAS

Here, the only statistically significant variable was population size:

- Those who answered “yes” to this question live in the areas with these population sizes: 50K – 99K, 10K – 24K, 25K – 49K, 5K – 9K
- Those who answered “no” to this question live in the areas with these population sizes: 100K and above, <5K, 5 – 9K, 25 – 49K

RESPONDENT’S LAST USE OF EXTENSION

Here, the only statistically significant variable was income:

- Those who answered “in the last six months”: \$75K – \$99K, <\$25K, \$50K – \$74K, \$25K – \$49K
- Those who answered “six months to one year”: \$75K – \$99K, \$100K – \$149K, \$150K and up
- Those who answered “more than a year”: \$150K and up, <\$25K, \$50K – \$74K, \$25 – \$49K
- Those who answered “never”: \$75K – \$99K, \$100K– \$149K, \$25K – \$49K, \$50K – \$74K

RESPONDENT INTEREST IN TOPICS MENTIONED IN SURVEY

Here there were several statistically significant variables.

Seven or more topics

- By Gender: Female
- By Age: 36 – 50, 26 – 35, 51 – 65, 18 – 25
- By Ethnicity: African-American, Hispanic and multiracial (tie), Native American
- By Education: Two-year degree, advanced degree, some college, four-year degree
- By Income: \$50K – \$75K, \$25K – \$49K and \$100K – \$149K(tie), \$75K – \$99K and \$150K and up (tie)
- By presence of children under 18 in the household: Have children under 18 in household

Four to six topics

- By Gender: Female
- By Age: 51 – 65, 66 – 75, 36 – 50, 75 and above
- By Ethnicity: African-American and White (tie), Hispanic and Multiracial (tie)
- By Education: Some college, four-year degree, diploma/ GED, advanced degree
- By Income: \$75K – \$99K, \$100K– \$149K, >\$25K, \$150K and up
- By presence of children under 18 in the household: Do not have children under 18 in the household

One to three topics

- By Gender: Female
- By Age: 18 – 25, 51 – 65, 26 – 35, 36 – 50
- By Ethnicity: Asian, Multiracial, Native American
- By Education: Attend high school, four-year degree, two-year degree, advanced degree
- By Income: \$150K and up, \$75K – \$99K, >\$25K, \$50K – \$74K
- By presence of children under 18 in the household: Do not have children under 18 in the household

None

- By Gender: Male
- By Age: 66 – 75, 18 – 25, 26 – 35
- By Ethnicity: Hispanic, White, Native American
- By Education: Eighth grade and under, attend high school, diploma/GED
- By Income: >\$25K, \$25K – \$49K, \$100K– \$149K, \$50K – \$74K
- By presence of children under 18 in the household: Do not have children under 18 in the household

Interest within Six Months

- See Figure 2.

Interest Within Six Months to One Year

- See Figure 3.

UNAIDED RECALL

Respondents were asked to list any program or service that they could recall Extension offering.

All Replies

- See Figure 4.

Top Six Replies

- See Figure 5.

Figure 2. Topic Ranking Within Six Months

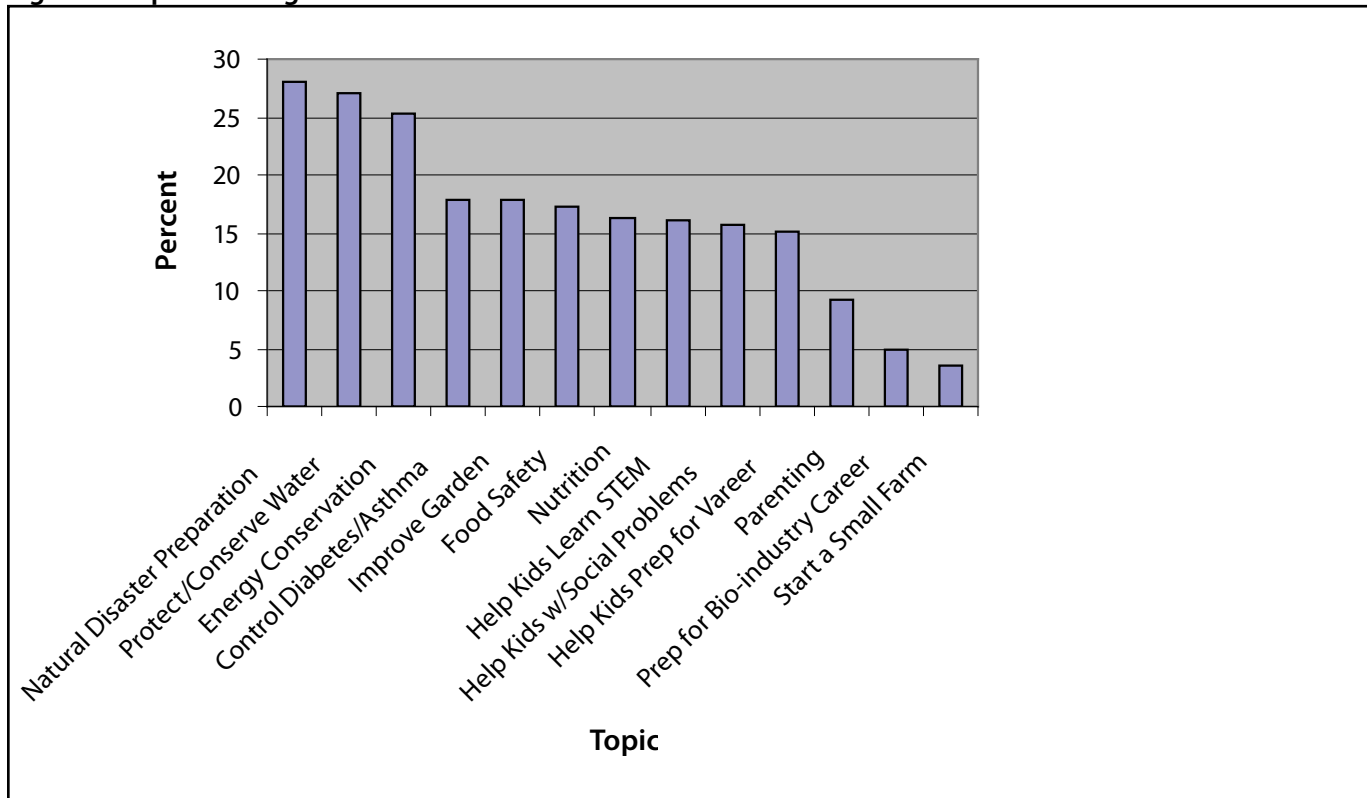


Figure 3. Topic Ranking in Six Months to One Year

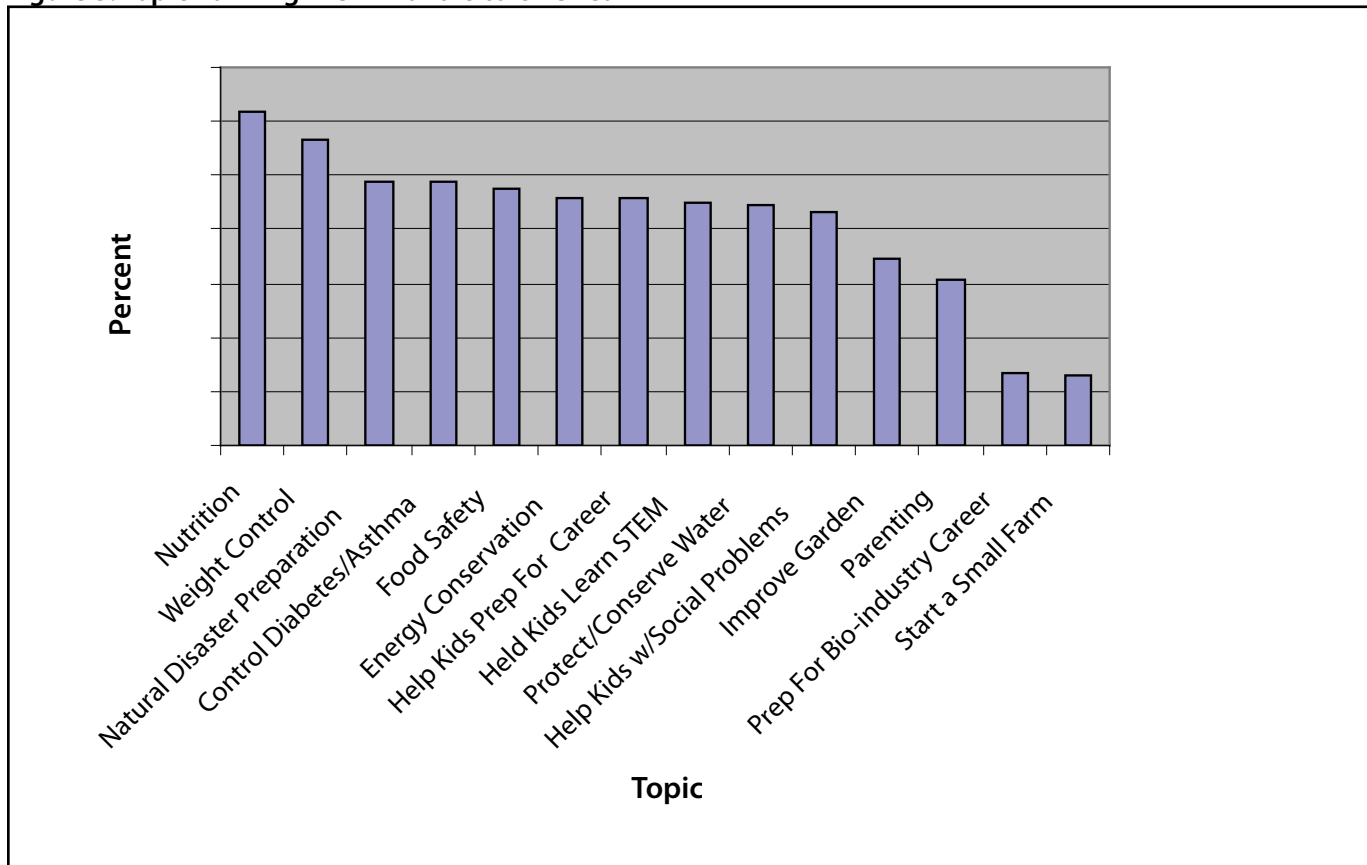


Figure 4. Total Unaided Recall Replies

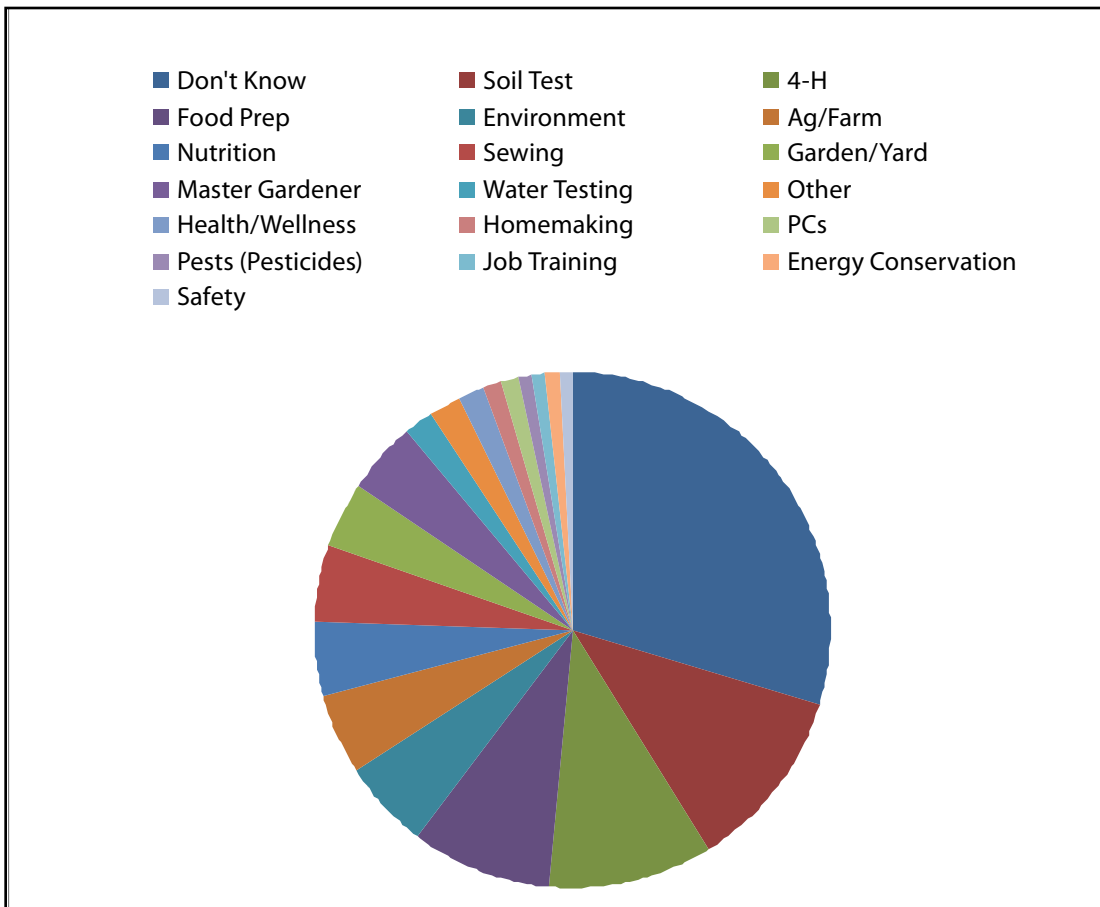


Figure 5. Top Six Unaided Recall Replies

