



How To Use These Profiles

When marketers gather data about personality, interests, values or attitudes they refer to these terms as psychographic variables. When you add demographics (such as gender, age and income) along with some behavior variables (usage rates) the result is a psychographic profile.

We hope to add to these profiles over time, but the data gathered illuminates client characteristics, preferences and interests. The better you know your customer, the better you can serve them.

ABOUT THIS SURVEY

This telephone survey was administered in late summer 2007 by N.C. State University's Center for Urban Affairs and Community Services. Using a random sample of NC residents, a total of 1,049 interviews were completed. The findings are at the 95% confidence level overall and higher in some cases.

Completed surveys revealed a very representative sample with exceptions in the areas of age and income. We only surveyed people 18 years old and older, so our sample skews older. The sample is also slightly wealthier than average. Survey practitioners like Gallup and Pew speculate this effect is due to low-income families opting for mobile phones over costlier landlines. Our results are still considered reliable and valid.

The demographic data gathered include age, income, ethnicity, education, the presence of children under 18 in the household and the zip code. Zip codes were used to place respondents into urban and rural designations and for the 2007 Extension districts.

CATEGORIES AND DEFINITIONS

Ethnic

- White – Caucasian
- Native American – Indigenous to America
- Asian – Oriental
- Multiracial – More than one race
- Hispanic – Latino, not a true ethnicity but a common designation

Education

- 8th grade and under – Attended school through grade 8 or less
- Attend high school – Grades 9 – 12, but did not graduate
- High school – Diploma or GED holder
- Some college – Attended, but did not graduate
- Two-year degree – Technical degree or two-year degree
- Four-year degree – College or university bachelor's degree
- Advanced degree – Master's, Ph.D., Professional or other advanced degree

Rural-Urban Continuum (Place/County)

- Rural/Noncore (Nonmetropolitan/Noncore) – A place with a population <2,500 that does NOT lie in a county with an urban cluster >10,000.
- Rural/Micropolitan (Nonmetropolitan/micropolitan) – A place with a population <2,500 that lies in a county with at least one urban cluster with a population between 10,000 and 49,999.
- Rural/Metropolitan – A place with a population <2,500 that lies in a county with at least one urbanized area with a population >50,000.
- Urban Cluster /Noncore (Nonmetropolitan/Noncore) – A place with a population between 2,500 and 9,999 that does NOT lie in a county with an urban cluster >10,000.

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- Urban Cluster/Micro (Nonmetropolitan/Micropolitan) – A place with a population between 2,500 and 9,999 that lies in a county with at least one urban cluster with a population between 10,000 and 49,999.
- Urban Cluster/Metropolitan – A place with a population between 2,500 and 49,999 that lies in a county with at least one urbanized area with a population >50,000.
- Urbanized Area/Metropolitan – A place with a population >50,000 that lies in a county with at least one urbanized area with a population >50,000.

FREQUENTLY ASKED QUESTIONS

The topics listed aren't our programs. Why not?

Few program names are used statewide, so topic names were used to gather the best data available on respondent interests.

But the survey mentioned 4-H and Master Gardener specifically. Why?

4-H is available statewide, and Master Gardener is close to it. Both use the same program name statewide, so a statewide recognition measurement was appropriate.

Our name recognition score can't be that low!

In a statewide survey, your name recognition is what you see. However, if you surveyed a sample composed of agricultural workers, rural residents or public officials, the results would be far higher.

The survey lists more age, income, race and education categories than appear in these profiles. Why?

The profiles only list the top three to four ranked answers. Targeting those most likely to use your service is more effective than targeting those least interested.

Why don't I see every demographic category listed on every profile?

Statistical analysis revealed which demographic categories were "statistically significant" for a certain topic. All categories were tested, but statistical significance reveals which characteristics, out of all measured, are most likely to be possessed by a certain subset. Here, the subset is those interested in a given topic.

My clients for the topic areas don't look anything like your profile.

Surveys deal in generalities, but there are always exceptions and geographic pockets that defy the norm. These profiles depict statewide norms.

If I don't see a group listed as being interested, should I not try to reach them?

That depends on your program and your capacity. The profiles show the characteristic of those most likely to be interested. Consider this group the low-hanging fruit. It will take more work to target a group outside the high interest range, but it is possible.

What is unaided recall?

Like an essay question, unaided recall asks respondents to 'fill in the blank' without giving hints.

There's no way to tell people's ethnicity, income, age, education or child-rearing status. What good is this data?

Demographic variables influence media choice. Knowing more about your target audience helps you select media or methods best suited to reach audience. To learn more about media and the audiences that use them, please see the *Media Relations Guidance*. (href last three words to this file, please)

They want to have a program at their house, but we can't do that for everyone!

Home preference is often used as an inverse measure of how far people are willing to travel. Reluctance to travel may indicate your program would be better attended if you use multiple sites instead of requesting travel to a central location.

What if I can't hold programs at the times, places and days they prefer. What about when preferences conflict?

No one can please everyone! But knowing what your customer likes can give you a goal. Conflicts should be handled just as you do in real life – make the choice that pleases the most people, rotate among preferences or whatever works best for you.