



Customer Profile: Master Gardener

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. 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.

Because the Master Gardener program is offered across much of the state, we included them in the name recognition section of the survey.

NAME RECOGNITION

| | |
|---------------------|-------|
| Very Familiar | 11.34 |
| Somewhat Familiar | 17.54 |
| Haven't Heard of It | 71.12 |

DEMOGRAPHIC PROFILE

Those most familiar with Master Gardener are:

By Age

- 51 – 65, 66 – 75, 36 – 50 and 26 – 35

By Ethnicity

- Multiracial, White, Asian and Native American

By Education

- Advanced degree, four-year degree, some college

By Income

- \$150K and up, \$100K – \$149K and \$75K – \$99K

By Extension District*

- North Central, Northeast, Southeast and West

*Note – 2007 districts

DEMOGRAPHIC PREFERENCES

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

- Multiracial had no preference.
- Whites prefer weekdays.
- Native Americans prefer weekdays.
- Asians prefer weekdays.
- Incomes \$150K and up prefer weekdays.
- Incomes \$100K – \$149K prefer weekdays.
- Incomes \$75K – \$99K prefer weekdays.

Time of Day

- Ages 51 – 65 prefer daytimes.
- Ages 66 – 75 prefer daytimes.
- Ages 36 – 50 prefer evenings.
- Ages 26 – 35 tie between daytimes and evenings.
- Advanced degrees prefer daytimes.
- Four-year degrees prefer evenings.
- Some college prefer daytimes.

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Location

- Advanced degree prefer home, followed by community centers.
- Four-year degrees prefer home, followed by community centers.
- Some college prefer home, followed by community centers.

- Incomes \$150K and up prefer home, followed by community centers.
- Incomes \$100K – \$149K prefer home, followed by community centers.
- Incomes \$75K – \$99K prefer home, followed by community centers.