



Interest Profile: Natural Disaster Preparation

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.

DEMOGRAPHIC PROFILE

Those most interested in this topic are:

By Gender

- Male and female (tie)

By Ethnicity

- Native American, African-American, Multiracial and White

By Education

- Hold an advanced degree, a two-year degree, attended some college, high school graduate/GED and attended high school.

By Presence of Children under 18 in the Household

- Have children under 18 in the household

DEMOGRAPHIC PREFERENCES

In a survey of all respondents (not just those interested in this topic), these are preferences associated with the demographic groups listed above.

Day of the Week

- Males and females prefer weekdays.
- Native Americans prefer weekdays.
- African-Americans prefer weekends.
- Multiracials had no preference.
- Whites prefer weekdays.

Time of Day

- Advanced degrees prefer evenings.
- Two-year degrees prefer days.
- College attendees prefer evenings.
- High school grads prefer daytimes.
- High school attendees prefer days.

Location

- Advanced degrees prefer home, followed by community centers.
- Two-year degrees prefer home, followed by community centers.
- College attendees prefer home, followed by community centers.
- High school graduates prefer community centers.
- High school attendees prefer home and community centers.
- Those with children under 18 in the home prefer home, followed by community centers.

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