



Interest Profile: Energy Conservation

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.

DEMOGRAPHIC PROFILE

Those most interested in this topic are:

By Gender

- Female

By Age

- Aged 51 – 65, 36 – 50, 26 – 35 and 18 – 25

By Education

- Hold an advanced degree, a two-year degree, attended some college, attended high school

DEMOGRAPHIC PREFERENCES

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

Day of the Week

- Females prefer weekdays.

Time of Day

- Ages 51 – 65 prefer daytimes.
- Ages 36 – 50 prefer evenings.
- Ages 26 – 35 tie between daytimes and evenings.
- Ages 18 – 25 prefer daytimes.
- Advanced degrees prefer daytimes.
- Two year degrees prefer evenings.
- College attendees prefer daytimes.
- High School attendees prefer daytimes.

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 attendees tie between home and community centers.

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