



Interest Profile: Food Safety

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

- Female

By Age

- Age 51 – 65, 26 – 35, 36 – 50, 75 and up

By Ethnicity

- Multiracial, African-American, Asian and (tie) Hispanic, Native American

By Education

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

By Income

- Earn \$25K – \$49K, \$50K – \$74K, \$100K – 149K, under \$25K

By Presence of Children under 18 in the Household

- Have children under 18 in 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

- Females prefer weekdays.
- Multiracial had no preference.
- African-Americans prefer weekends.
- Asians prefer weekdays.
- Multiracial had no preference.
- Hispanics prefer weekdays.
- Native Americans prefer weekdays.

Time of Day

- Ages 51 – 65 prefer days.
- Ages 26 – 35 tie for days/nights.
- Ages 36 – 50 prefer nights.
- Ages 75 and up prefer days.

Location

- Those with an advanced degree, two-year degree or some college prefer home, followed by community centers.
- Attended high school tied between home and community centers.

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