



Interest Profile: Gardening

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 Ethnicity

- Multiracial, White and Hispanic (tie), Native American and African – American

By Education

- Hold advanced degrees, two-year degrees, have some college and have four-year degrees

By Income

- Earn \$150K or more, \$50K – \$75K, \$75K – \$99K, \$25K – \$49K

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

- Multiracial had no preference.
- White and Hispanic prefer weekdays.
- Native American prefer weekdays.
- African Americans prefer weekends.
- Incomes \$150K and up prefer weekdays.
- Incomes \$50K – \$75K prefer weekdays.
- Incomes \$75K – \$99K prefer weekdays.
- Incomes \$25K – \$49K prefer weekdays.

Time of Day

- Advanced degrees prefer daytime.
- Two-year degrees prefer evenings.
- Some college prefer daytime.
- Four-year degrees prefer evenings.

Location

- Advanced degrees prefer home, followed by community centers.
- Two-year degrees prefer home, followed by community centers.
- Some college prefer home, followed by community centers.
- Four-year degrees prefer home, followed by community centers.
- Incomes \$150K or more prefer home, followed by community centers.
- Incomes \$50 – \$75K prefer community centers.
- Incomes \$75 – \$99K prefer home, followed by community centers.
- Incomes \$25 – \$49K prefer home, followed by community centers.

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