



Interest Profile: Helping Children Learn More About Math, Science, Technology or Engineering

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 Age

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

By Ethnicity

- Multiracial, African American, Hispanic and Native American

By Education

- Have a two-year degree, an advanced degree, attended college, attended high school, attended through grade 8 or under

By Income

- Earn \$50K – \$75K, \$25K – \$50K, \$75K – \$100K and \$150K and up

By presence of children under 18 in the household

- Have children under 18 in the home

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

- Multiracials have no preference.
- African Americans prefer weekends
- Hispanics prefer weekdays.
- Native Americans prefer weekdays.
- Incomes \$50K – \$75K prefer weekdays.
- Incomes \$25K – \$50K prefer weekdays.
- \$75K – \$100K prefer weekdays.
- \$150K and up prefer weekdays.

Time of Day

- 26 – 35 year-olds are tied between daytimes and evenings.
- 36 – 50 year-olds prefer evenings.
- 18 – 25 year-olds prefer daytimes.
- 51 – 65 year-olds prefer daytimes.
- Two-year degrees prefer evenings.
- Advanced degrees prefer daytimes.
- College attendees prefer daytimes.
- High school attendees prefer daytimes.
- 8th grade and under attendees are tied between daytimes and evenings.

Location

- Two-year degrees prefer home, followed by community centers.
- Advanced degrees prefer home, followed by community centers.
- College attendees prefer home, followed by community centers.

Distributed in furtherance of the acts of Congress of May 8 and June 30, 1914. North Carolina State University and North Carolina A&T State University commit themselves to positive action to secure equal opportunity regardless of race, color, creed, national origin, religion, sex, age, veteran status or disability. In addition, the two Universities welcome all persons without regard to sexual orientation. North Carolina State University, North Carolina A&T State University, U.S. Department of Agriculture, and local governments cooperating.

Location (continued)

- High school attendees prefer community centers.
- Eighth grade and under attendees tie between community centers and Cooperative Extension offices.

- Incomes \$50K – \$75K prefer community centers.
- Incomes \$25K – \$50K prefer home, followed by community centers.
- \$75K – \$100K prefer home followed by community centers.
- \$150K and up prefer home followed by community centers.

- Respondents with children under 18 in the home prefer home followed by community centers.