



Interest Profile: Helping Children Prepare for a Career

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

By Ethnicity

- Multiracial, African American, Hispanic and Native American

By Education

- Hold an advanced degree, a two-year degree, attended college, attended 8th grade or less

By Income

- Earn \$25K – \$49K, \$150K and up, \$50K – 75K and \$100K – 149K

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 nutrition), these are preferences associated with the demographic groups listed above.

Day of Week

- Multiracials have no preference.
- African Americans prefer weekends.
- Hispanics prefer weekdays.
- Native Americans prefer weekdays.

- Incomes \$25K – \$49K prefer weekdays.
- Incomes \$150K and up prefer weekdays.
- Incomes \$50K – \$75K prefer weekdays.
- Incomes \$100K – \$149K prefer weekdays.

Time of Day

- 36 – 50 year-olds prefer evenings.
- 26 – 35 year-olds tie between daytimes and evenings.
- 18 – 25 year-olds prefer daytimes.
- 51 – 65 year-olds prefer daytimes.

- Advanced degrees prefer daytimes.
- Two-year degrees prefer evenings.

Time of Day (continued)

- College attendees prefer daytimes.
- School attendees 8th grade and under tie between daytimes and evenings.

Location

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

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Location (continued)

- College attendees prefer home, followed by community centers.
- School attendees 8th grade and under tie between community center and the Cooperative Extension offices.

- Incomes \$25K – \$49K prefer home, followed by community centers.
- Incomes \$150K and up prefer home, followed by community centers.
- Incomes \$50K – \$75K prefer community centers.
- Incomes \$100K – \$149K prefer home, followed by community centers.

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