



Interest Profile: Helping Children Address Social Problems

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

- Aged 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, advanced degree, some college, attended high school, attended school through grade 8 or less

By Income

- Earn \$25K – \$49K, \$75K – \$99K, \$100K – \$149K and \$50K – \$74K

By Presence of Children Under 18 in the Household

- Have children under 18 in the household

By Extension District*

- Dwell in Southeast, Northeast, South Central and Northwest districts
- *Note – 2007 districts

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

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

- Incomes of \$25K – \$49K prefer weekdays.
- Incomes of \$75K – \$99K prefer weekdays.
- Incomes of \$100K – \$149K prefer weekdays.
- Incomes of \$50K – \$74K 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 daytimes.
- Advanced degrees prefer daytimes.
- Some college prefer daytimes.
- Attended high school prefer daytimes.
- Attended through grade 8 or less are tied between daytimes and evenings.

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Location

- Two-year degrees prefer home followed by community centers.
- Advanced degrees prefer home followed by community centers.
- Some college prefer home followed by community centers.
- Attended high school are tied between home and community centers.
- Attended through grade 8 or less tied between community centers and Cooperative Extension offices.

- Incomes of \$25K – \$49K prefer home followed by community centers.
- Incomes of \$75K – \$99K prefer home followed by community centers.
- Incomes of \$100K – \$149K prefer home followed by community centers.
- Incomes of \$50K – \$74K prefer home followed by community centers.

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