



Interest Profile: Parenting

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 Gender

- Female

By Age

- Aged 26 – 35, 18 – 25 and 36 – 50

By Ethnicity

- Hispanic or multiracial (tie), African-American and Asian

By Education

- Attended 8th grade or less, have a two-year degree, a four-year degree or some college

By Income

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

By Presence of Children Under 18 in the Household

- Have children under 18 in home

By Extension District

- Live in the Northeast, South Central, Southeast and North Central districts
Note – these are 2007 districts.

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

- Females prefer weekdays
- Hispanics prefer weekdays
- Multiracial had no preference
- African-American prefer weekends
- Incomes \$25K – \$49K prefer weekdays
- Incomes \$100K – \$149K prefer weekdays
- Incomes \$75 – \$99K prefer weekdays

Time of Day

- Eighth grade and under tie between days and evenings.
- Vocational and college graduates prefer days.
- Some college prefer evenings.
- Ages 26 – 35 tied between days and evenings.
- Ages 18 – 25 prefer days.
- Ages 36 – 50 prefer evenings.

Location

- Eighth grade and under tie between community centers and Extension offices
- Some college, two-year and four-year degree holders prefer home, followed by community centers.

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Location (continued)

- Those with children under 18 in the household prefer home.
- Incomes \$25K – \$49K prefer home, followed by community centers.
- Incomes \$100K – \$149K prefer home and then community centers.
- Incomes \$75K – \$99K prefer home, then community centers.