



Interest Profile: Protecting and Conserving Water

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 Ethnicity

- Native American, Multi-Racial and African-American and White (tie)

By Education

- Hold a two-year degree, attended some college, have an advanced degree and attended high school

By Income

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

By presence of children under 18 in the household

- Have children under 18 in household

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

- Native Americans prefer weekdays.
- Multiracials have no preference.
- African Americans prefer weekends.
- Whites prefer weekdays.
- Incomes \$150K and up prefer weekdays.
- Incomes \$25K – \$49K prefer weekdays.
- Incomes \$50K – \$75K prefer weekdays.
- Incomes \$100K – \$149K prefer weekdays.

Time of Day

- Two-year degrees prefer evenings.
- Some college prefer daytimes.
- Advanced degrees prefer daytimes.
- High school attendees prefer daytimes.

Location

- Two-year degrees prefer home followed by community centers.
- Some college prefer home, followed by community centers.
- Advanced degrees prefer home, followed by community centers.
- High school attendees tie between home and community centers.
- Incomes \$150K and up prefer home, followed by community centers.
- Incomes \$25K – \$49K prefer home, followed by community centers.
- Incomes \$50 – \$75K prefer community centers.
- Incomes \$100K – \$149K prefer home followed by community centers.
- Respondents with children under 18 in the home prefer home followed by community centers.

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