



Interest Profile: Weight Control

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 Ethnicity

- Multiracial, African-American, Native American and Hispanic

By Age

- Aged 26 – 35, 36 – 50, 51 – 65, 66 – 75 and 75 and above

By Education

- Attended some college, have a two-year degree, a BA or an advanced degree

By Income

- Earn \$25K – \$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

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

- Ages 26 – 35 tie between daytimes and evenings.

- Ages 36 – 50 prefer evenings.
- Ages 51 – 65 prefer daytimes.
- Ages 66 – 75 prefer daytimes.
- Ages 75 and up prefer daytimes.

Time of Day

- Two-year graduates prefer daytimes.
- Some college prefer evenings.
- Four year degrees prefer daytimes.
- Advanced degrees prefer daytimes.
- Ages 26-35 tied between daytimes and evenings.
- Ages 36 – 50 prefer evenings.
- Ages 51 – 65 prefer daytimes.
- Ages 75 and above prefer daytimes.

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Location

- Two-year graduates prefer home, followed by community centers.
- Some college prefer home, followed by community centers.
- Four year degrees prefer home, followed by community centers.
- Advanced degrees prefer home, followed by community centers.

- Incomes \$25K – \$75K prefer home, followed by community centers.
- Incomes \$100 – \$149K prefer home, followed by community centers.

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