Interest Profile: Nutrition

Cooperative Extension conducted a statewide 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 51 – 65, 36 – 50 and 26 – 35

- **By Ethnicity**
  - African American, Hispanic and multiracial

- **By presence of children under 18 in the household**
  - Have children under 18 in the household

- **By Population Density**
  - Live in higher population areas

- **By Education**
  - Have a diploma, a two-year degree, attended some college, hold a four-year degree or an advanced degree

- **By Income**
  - Earn $25K to $75K

**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.
  - African-American prefer weekends.
  - Multiracial had no preference.
  - Incomes $25K – $75K prefer weekdays

- **Time of Day**
  - High school graduates prefer daytimes.
  - Two-year degrees prefer evenings.
  - College attendees prefer daytimes.
  - College graduates prefer evenings.
  - Advanced degrees prefer daytimes.
  - Ages 26 – 35 tied between days and nights
  - Ages 36 – 50 prefer nights.
  - Ages 51 – 65 prefer days.

- **Location**
  - High school graduates prefer community centers.
  - Two-year degrees prefer home, followed by community centers.
  - Some college prefer home, followed by community centers.
  - Four-year degrees prefer home, followed by community centers.
Location (continued)
• Advanced degrees prefer home, followed by community centers.

• Incomes $25K – $75K prefer home, followed by community centers.

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