

The Image of the 4-H Youth Development Program
and Rutgers Cooperative Extension of Somerset County, NJ
A study of public awareness and perceptions

by Keith G. Diem, Ph.D., County 4-H Agent

Telephone Questionnaire

June 1989

1. Can you name some organizations created for the benefit of youth?
(LIST THEM BELOW.)

WAS 4-H MENTIONED IN QUESTION #1?

YES —————▶ (SKIP TO QUESTION #3)

NO (GO TO QUESTION #2.)

2. Have you heard or read about a youth organization called 4-H?
YES (GO TO QUESTION #3)
NO —————▶ (SKIP TO QUESTION #12)

3. How did you first hear about 4-H?

4. Is 4-H active in your county?

YES

NO

(DON'T KNOW)

5. Do you feel you know a great deal, something, or very little about 4-H?

A GREAT DEAL (GO TO QUESTION #6)

SOMETHING (GO TO QUESTION #6)

VERY LITTLE —————> (SKIP TO QUESTION #7)

6. What do 4-H members do or learn about in 4-H?

(LIST RESPONSES BELOW.)

7. What is your opinion toward 4-H? Is it very favorable, favorable, somewhat favorable, or unfavorable?

VERY FAVORABLE

FAVORABLE

SOMEWHAT FAVORABLE (GO TO QUESTION #7a)

UNFAVORABLE (GO TO QUESTION #7a)

(NO OPINION)

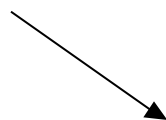


7a. What are your reasons for this attitude? Perhaps you could explain it a bit more ...

8. Have you ever been involved in 4-H in any way?

YES

NO



8a. Were you ever a 4-H member?

YES

NO

9. Has any member of your immediate family ever been involved in 4-H?

YES

NO

(DON'T KNOW)

10. Different youth organizations serve different people. When 4-H is mentioned, do you most often think of kids from towns and cities, from farms, or both?

FROM TOWNS AND CITIES

FROM FARMS

BOTH

(DON'T KNOW)

11. Have you ever attended the Somerset County 4-H Fair, held each summer?

YES

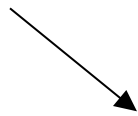
NO

12. What is the most important thing 4-H can do to improve its image in the county?

13. Have you heard of Rutgers Cooperative Extension?

YES

NO



13a. How did you first hear about Rutgers Cooperative Extension?



13b. What types of programs does Rutgers Cooperative Extension offer?

The last several questions are about you and your family ...

14. Do you currently have any children, 17 years old or younger?

YES

NO

15. How many years have you lived in Somerset County?
(IF HE OR SHE SAYS "A LONG TIME", ASK SPECIFICALLY HOW LONG.)
16. Which of the following categories best describes the highest grade you completed in school?
(READ ALL OF THESE TO RESPONDENT)
- 8th grade or less
 - Some high school (grades 9, 10, 11)
 - High school graduate
 - Some college (or professional school)
 - College graduate (4-year degree)
 - Graduate school
 - (REFUSAL)
17. What is your current occupation?
18. Which of the following categories best describes your racial-ethnic background?
(READ THESE TO RESPONDENT)
- White (CAUCASIAN, NOT HISPANIC)
 - Black (NEGRO)
 - Hispanic (SPANISH, PUERTO RICAN, ETC.)
 - Asian (ORIENTAL, INDIAN)
 - American Indian or Pacific islander
 - (REFUSAL)
19. In which of the following age groupings do you fall?
(READ THESE TO RESPONDENT)
- 18-24
 - 25-44
 - 45-54
 - 55-64
 - 65 years or older
 - (REFUSAL)
20. What city or town do you currently live in?

Here's the final question ...

21. Of the following eight income categories, which one best describes your average annual gross income? (BEFORE TAXES)

(READ THESE TO RESPONDENT)

Under \$10,000

\$10,000-19,999

\$20,000-29,999

\$30,000-39,999

\$40,000-49,999

\$50,000-59,999

\$60,000-69,999

\$70,000 or above

(REFUSAL)

Thank you very much for your time in completing this survey! Do you have any final comments or questions?

Goodbye.

K. Diem, 6/1/89.