INTERVIEWER, DIAL THE TELEPHONE NUMBER: ________________

(If a young child answers, ask to speak with an adult or the best time to call back when an adult will be there.)

Hello. My name is __________________. I’m calling from the Office for Survey Research in East Lansing. We are doing a statewide survey about how familiar Michigan citizens are about certain educational programs and services. Have I reached you at your home phone?

In order to represent the views of different people in Michigan, I need to randomly select an adult (that is a person 18 years of age or older) within your household. We do that by asking to speak with the adult who has the next birthday.

I will be asking you some questions about the community you live in, about some of the difficulties facing your community, and about what can be done to meet the needs of residents. The results will be used to develop educational programs to meet the needs of your community.

Your telephone number was drawn in a random sample of the entire state. The questions I need to ask should take about eight minutes. Before we begin, let me tell you that this interview is completely voluntary. All of the information you provide will remain confidential. For quality control purposes, this interview may be monitored by my supervisor. Should we come to any question you would prefer not to answer, just let me know and we will go onto the next question.

I will begin now, OK. <1> Yes to proceed, <2> refusal, <3> call later

> XL < I’d like to start by asking you some general questions about the community in which you live.

Would you say you live in a rural community, a small city or town, a suburb, or an urban community?

<1> RURAL COMMUNITY
<2> SMALL CITY OR TOWN, VILLAGE
<3> A SUBURB
<4> URBAN COMMUNITY
<5> OTHER: SPECIFY
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

> XL a < How close, (in miles) are you to a city?

<0> RECORD RESPONSE VERBATIM
In your opinion, what is the most important problem facing your **community** today?

<0> RECORD RESPONSE VERBATIM

If you were going to find a program that focused on (FILL IN ANSWER FROM PREVIOUS QUESTION), for yourself or someone in your community, where would you most likely go?

<0> RECORD RESPONSE VERBATIM

**NOTE:** IF THE RESPONDENT DID NOT IDENTIFY SOMETHING ABOUT NATURAL RESOURCES OR ENVIRONMENTAL PROBLEM, ASK FOLLOW UP QUESTION (M1 & M1a)

Are you aware of a natural resources or environmental issue facing your community?

<0> RECORD RESPONSE VERBATIM

If you were going to find a program that focused on (FILL IN ANSWER FROM PREVIOUS QUESTION), for yourself or someone in your community, where would you most likely go?

<0> RECORD RESPONSE VERBATIM

Thinking about young people, (in your opinion), what is the most important problem facing **children and youth** in your community today?

<0> RECORD RESPONSE VERBATIM

If you were going to find a program that focused on (FILL IN ANSWER FROM PREVIOUS QUESTION), for yourself or someone in your community, where would you most likely go?

<0> RECORD RESPONSE VERBATIM

Now, thinking about those who make their living from farming, what is, (in your opinion) the most important problem facing farmers and agricultural producers in Michigan?

<0> RECORD RESPONSE VERBATIM

If you were going to find an educational program that focused on (FILL IN ANSWER FROM PREVIOUS QUESTION) to whom or what place would you go first?

<0> RECORD RESPONSE VERBATIM

Now, I would like to mention some programs or services that are available in your community. Please tell me whether or not you have heard of each:
>M3< Before today, had you heard of Community and Economic Development Program?

[DEF: ONES THAT FOCUS ON THE SOLUTIONS OF COMMUNITY PROBLEMS SUCH AS THE PROVISION OF SERVICES LIKE WATER AND SEWERS; LAND USE PLANS; THE EXPANSION OF BUSINESSES AND INDUSTRY; AND THE FORMATION OF LOCAL DEVELOPMENT ORGANIZATIONS.]

<1> YES  
<5> NO  
<8> DO NOT KNOW  
<9> REFUSED/NO ANSWER

>M3a< (If yes) Do you know what organizations or agencies in the State coordinate these services?

<0> RECORD RESPONSE VERBATIM

>M4< Before today, had you heard of 4-H Youth Programs?

[DEF: They stress the development of young people through projects, activities, and leadership development.]

<1> YES  
<5> NO  
<8> DO NOT KNOW  
<9> REFUSED/NO ANSWER

>M4a< If yes, do you know what organization or agency in the State coordinates the 4-H youth Programs?

<0> RECORD RESPONSE VERBATIM

>M5< Before today, had you heard of Family Strengths, Food Nutrition and Health programs formerly known as Home Economics program or Homemaker Club?

[DEF: PROGRAMS IN SUCH AREAS AS FOOD AND NUTRITION, FAMILY RESOURCE MANAGEMENT, HOUSING AND HEALTH.]

<1> YES  
<5> NO  
<8> DO NOT KNOW  
<9> REFUSED/NO ANSWER

>M5a< Do you know any organizations or agencies in the State that coordinate Family Strengths and Food, Nutrition and Health programs?

<0> RECORD RESPONSE VERBATIM
M6< Before today, had you heard of Extension Agricultural and Natural Resources Programs?

[DEF: ANY ASPECT OF CROP AND LIVESTOCK PRODUCTION AND MARKETING, FORESTRY, FISHERIES, WILDLIFE AND CONSERVATION. IT INCLUDES SUCH THINGS AS LAWN AND GARDEN CARE, AS WELL AS FARMING.]

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

M6a< If yes, do you know any organizations or agencies in the State that coordinate the Extension Agricultural and Natural Resources Programs?

<0> RECORD RESPONSE VERBATIM

M7< Before I called today, have you ever heard of the Michigan Cooperative Extension Service, which is now known as Michigan State University Extension?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

M8< Before today, did you know any organizations or agencies in the State that coordinate research in the area of farming or production agriculture?

<0> RECORD RESPONSE VERBATIM

[DEF: ANY ASPECT OF CROP AND LIVESTOCK PRODUCTION, PROCESSING AND MARKETING.]

M9< Before today, did you know any organizations or agencies in the State that coordinate research in natural resources and environmental issues?

<0> RECORD RESPONSE VERBATIM

[DEF: ANY ASPECT OF NATURAL RESOURCES MANAGEMENT INCLUDING FORESTRY, LAKES AND RIVERS, FISHERIES, WILDLIFE & CONSERVATION.]

M10< Before today, did you know any organizations or agencies in the State that coordinate research in food safety, nutrition and health related issues?

<0> RECORD RESPONSE VERBATIM

[DEF: ANY ASPECT OF FOOD HANDLING & STORAGE, HEALTH & NUTRITION.]
>M11< Before today, did you know any organizations or agencies in the State that coordinate research in community and economic development?

<0> RECORD RESPONSE VERBATIM

[DEF: ANY ASPECT OF COMMUNITY DEVELOPMENT, SMALL BUSINESS DEVELOPMENT, LEADERSHIP DEVELOPMENT, ETC.]

>M12< Before I called today, had you heard of Michigan Agricultural Experiment Station?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

IF ANSWERS TO Q M2 THROUGH M12 are NO, SKIP TO Q.CD1

>X18< Please tell me if in the past year, you or some other members of your family attended any of the following programs. Attended MSU Extension organized educational workshops or meetings?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED

>X19< (In the past year, have you or some other member of your family) Acquired an MSU Extension bulletin or fact sheet?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED

>X20< (In the past year, have you or some other member of your family) Received county Extension newsletters or mailers?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED

>X21< (In the past year, have you or some other member of your family) Borrowed or purchased a MSU Extension-produced video tape?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER
>X22< (In the past year, have you or some other member of your family) Attended a 4-H club or group meeting?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

>X23< (In the past year, have you or some other member of your family) Attended a 4-H club event?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

>X24< (In the past year, have you or some other member of your family) Heard or read about MSU Extension activities in the radio, TV, or in the newspaper?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

>X25< (In the past year, have you or some other member of your family) Contacted a local MSU Extension office with a question?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

>X26< (In the past year, have you or some other member of your family) Visited the MSU campus for an Extension event such as AG Expo, 4-H Exploration Days, the Michigan Families Conference, or Animal Science Day?

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER
(In the past year, have you or some other member of your family) Had an MSU Extension educator or county agent visit your home or business or school?

[DEF: This could include a 4-H agent, home economist, agricultural agent, community and economic development agent, Parent instructions, Nutrition instructions, Breast feeding instructors).

<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

Taking all types of contact you or members of your family have had with MSU Extension in the past 12 months into consideration, how would you rate the quality of educational program offered by MSU Extension?

Would you say they were excellent, very good, good, fair, or Poor?

<1> EXCELLENT
<2> VERY GOOD
<3> GOOD
<4> FAIR
<5> POOR
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

Do you own or regularly use a computer that has access to the Internet or World-Wide-Web?

<1> YES
<5> NO
<9> REFUSED/NO ANSWER

NOW, WE ARE ALMOST FINISHED, I JUST HAVE A FEW BACKGROUND QUESTIONS WHICH WILL HELP US KNOW OUR SAMPLE INDEED REPRESENTS ADULTS ACROSS THE STATE.

RECORD GENDER OF RESPONDENT HERE, ASK ONLY IF IN DOUBT:
<1> MALE
<5> FEMALE

In what year were you born?
__YEAR
What is the highest level of education that you have completed?
<0> DID NOT GO TO SCHOOL
<1-11> GRADE
<12> HIGH SCHOOL GRADUATE OR GED HOLDER
<13-15> SOME COLLEGE (ONE TO THREE YEARS)
<16> COLLEGE GRADUATE (FOUR YEARS)
<17> SOME POST GRADUATE
<18> GRADUATE DEGREE
<20> TECHNICAL SCHOOL OR JUNIOR COLLEGE GRADUATE

Are you engaged in any type of farming or production agriculture?
<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED/NO ANSWER

If yes, what type of farm do you operate or work in?
[DEF: IF THE RESPONDENT MENTIONS TWO THINGS, ASK 'Which one would you say brings you the most income or takes up most of your time?]
<1> LIVESTOCK/DAIRY
<2> POULTRY/TURKEY
<3> ROW CROPS
<4> ORCHARD
<5> VEGETABLES
<6> FORAGES
<7> OTHERS

Which of the following describes your racial background? Would you say African-American or Black, Asian or Pacific Islander, Native American, or White or Caucasian?
<1> AFRICAN-AMERICAN OR BLACK
<2> ASIAN OR PACIFIC ISLANDER
<3> NATIVE AMERICAN
<4> WHITE OR CAUCASIAN
<8> DO NOT KNOW
<9> REFUSED TO ANSWER

Are you of Hispanic origin or descent, such as Spanish, Mexican, Puerto Rican, Cuban, or another Latin American background?
<1> YES
<5> NO
<8> DO NOT KNOW
<9> REFUSED TO ANSWER
CD7< Are you currently married, divorced, separated, widowed, member of an unmarried couple, or have you never been married?

1> MARRIED
2> DIVORCED
3> SEPARATED
4> WIDOWED
5> MEMBER OF AN UNMARRIED COUPLE
6> SINGLE, NEVER BEEN MARRIED
99> REFUSED-NO ANSWER

CD8< Including yourself, how many individuals live in your household?

- - - > PERSONS
99> REFUSED-NO ANSWER

CD9< We are interested in learning about the different ways people may earn their living. Last week, were you working full-time, part-time, going to school, a home-maker or something else?

[DEF: IF THE R MENTIONS TWO THINGS, ASK 'Which one would you say you do the most or takes up most of your time?']

0> SELF EMPLOYED EITHER FULL OR PART TIME
1> WORK FULL TIME
2> WORK PART TIME
3> WORK AND GO TO SCHOOL
4> IN THE ARMED FORCES
5> HAVE A JOB, BUT NOT AT WORK LAST WEEK (ON VACATION OR LEAVE)
6> UNEMPLOYED, LAID OFF, LOOK FOR WORK
7> RETIRED
8> SCHOOL FULL TIME
9> HOME-MAKER
10> DISABLED

CD10< To get a picture of people's financial situations, we'd like to know the general range of incomes of all households we interview. This is for statistical analysis purposes and your answers will be kept strictly confidential. What is the gross annual income of your household--that is, before taxes or other deductions?

1> Less than $10,000
2> $10,000 - $14,999
3> $25,000 - $49,999
4> $50,000 - $99,000
5> $100,000 - $249,000
6> $250,000 - $499,000
7> $500,000 - or more
99> REFUSED-NO ANSWER

CD11< In which county do you live (County of primary residence)?

NAME OF COUNTY