

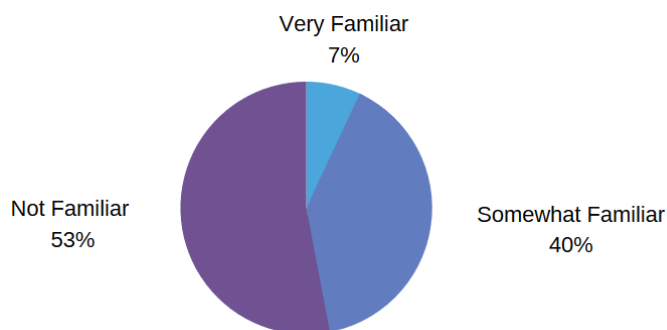
# Extension Office Survey Results

## Methodology

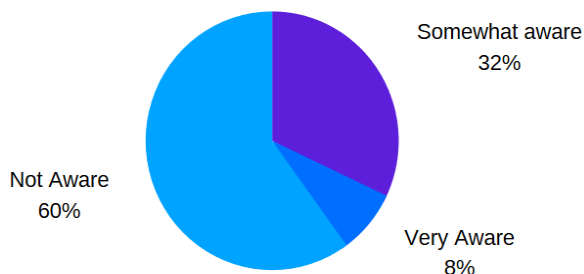
The survey was administered by mail and online to a random sample of 502 residents in the county. All six Board of County Comissioner Districts were represented. The results for the random sample of 502 respondents have a 95% level of confidence with a precision of at least +/- 4.4%.

## Familiarity and Usage

### Familiarity with Extension



### Familiarity with Extensions Low Cost to No Cost Classes



**24%** of residents surveyed have used Extension services or classes.

**24%** of residents surveyed who had used Extension services or classes which interacted with Volunteers.

- 44% Extension Master Gardeners
- 13% 4-H
- 5% Volunteer Income Tax Assistant (VITA)

**24%** of residents have participated in 4-H as a youth member or an adult volunteer.

Extension embarked on a community wide survey to create a baseline around awareness and usage. The Johnson County Extension Education Foundation's (JCEEF) purpose is to help support educational and marketing opportunities of the Johnson County Extension office. JCEEF provided the funding to support a survey which was implemented by ETC Institute during May and June 2019.



# Information and Education Preferences

## Media

A point of interest Johnson County Extension wanted to learn was how residents preferred to receive their information. The top five media preference types are displayed in the first box on the page.

Following the question of how residents wanted to receive information, we asked what type of information they generally want or need. **34% indicated they generally want or need “Skill Development.”** This means they want to increase their knowledge and skills on a topic or interest. The remaining **66% want their information as needed**, meaning they want to access the information the very moment they need it.

1. Internet search (53%)  
68% of those who prefer Internet were 35 and under
2. Local news story on TV (48%)  
58% of those who prefer TV were 65 +
3. Social Media (37%)
4. Printed Newsletter (37%)
5. Electronic newsletter (31% )  
42% of those who preferred newsletter were 55 to 64

## Social Media

Social media is one of the most utilized resources for people to receive information. Extension wanted to learn what media people generally use.

This gives Extension a strong platform on where to focus new efforts to educate new audiences while maintaining current customers.

Extension also wanted to know how often residents wanted to receive the monthly newsletter. The results showed that **47% of respondents preferred to receive the newsletter once a month.**

- Facebook (66%)  
Listed as #1 media for all ages
- YouTube (43%)  
55% were 35 and under  
56% 45 to 54
- Nextdoor (32%)
- LinkedIn (30%)
- Instagram (27%)  
48% were 35 and under
- Pinterest (27%)
- Twitter (15%)  
24% were age 35 to 44

## Next Steps

The Extension office had assumptions of our community member’s expectations but never had the data to back up our assumptions until now. This survey has given our office a solid foundation to expand quality educational experiences to the county.

There is still value and interest for in-person educational programming and the public is willing to travel for this type of program. There is a good portion of the population who would like virtual learning programs, and this is one area where Extension can improve.

This survey was the first step in our awareness and usage campaign. Next steps include an internal and external survey of our current stakeholders. Through this three-tiered process, we look forward to strengthening the Johnson County K-State Extension Council’s messaging and programs being delivered to our community.