

# JOINING 4-H

We asked youth and adults why they/their child joined 4-H. The number below represents the percent that chose this option. Participants were able to select more than one option, percentages may add over 100%.

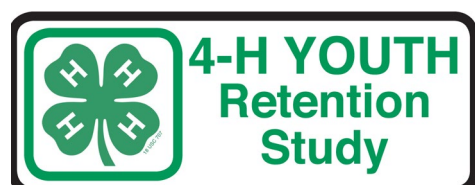
	Youth	Adult
Had a friend in 4-H	23.4%	24.5%
To try new things	56.1%	62.1%
To make friends	28.1%	29.6%
To show at fair	22.4%	25.6%
To serve community	23.9%	25.3%
To have fun	44.8%	47.9%
Personal Growth	31.1%	41.3%
Skill Building	32.2%	36.9%
Family or Personal Influences	27.1%	28.6%
Other	5%	4.1%

We asked adults how they had heard about 4-H. Participants were asked to select only one option.

	% "yes"
From a friend of my child	24.4%
At school	13.8%
On a flyer (Public Communication)	3.4%
From another parent/guardian (or adult, work)	3.7%
Research (internet, phone, self-directed)	7.2%
Family History with the program	27.7%
Public Events	3.7%
Vague Knowledge	12.0%
Other	4.1%

*Discuss with your walking partner:*

1. Do the reasons for joining 4-H seem **consistent** with youth in your region/county? Why?
2. Does seeing how families hear about 4-H make you think about how you might **change** recruitment strategies? Explain.



The 4-H Youth Retention Study (YRS) is a multi-state project involving 8 states (CA, FL, ID, LA, MO, NJ, WA and WY). The goal of this research is to retain more youth in the 4-H program nationwide, as well as to recruit more youth to the program annually. This study surveys first-year members and their parents (adults) to better understand their experiences in the 4-H program and their intent to re-enroll in the program for a second year. For more information, visit [ucanr.edu/4-hyouthretentionstudy](http://ucanr.edu/4-hyouthretentionstudy)

