

2022 Statewide Needs Assessment Survey

Envisioning the Future: Pinal County

Arizona Cooperative Extension conducted a statewide needs assessment survey in Fall 2022 to better understand community needs and priorities. Cooperative Extension users, topical experts, and members of the general public from each county were invited to participate via online or paper survey. Participants were shown 99 items across topics relevant to Cooperative Extension and asked to rank how important it is to prioritize each item in their community on a 5-point scale.

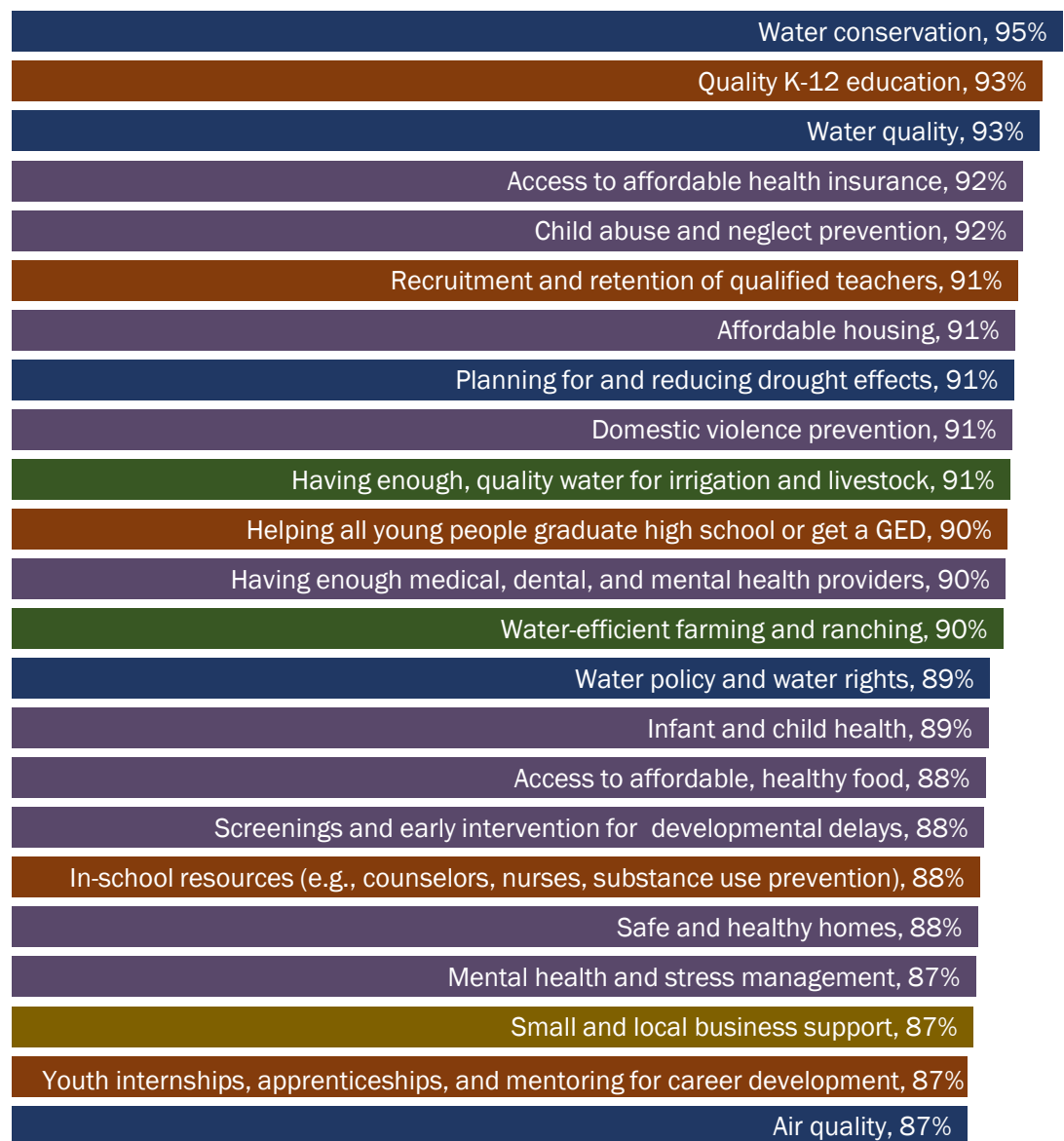
Pinal County had 347 survey responses.



- Health and community wellbeing*
- Education and youth development*
- Agriculture*
- Natural resources and the environment*
- Community and economic development*

Top Priorities Identified by Pinal County Respondents

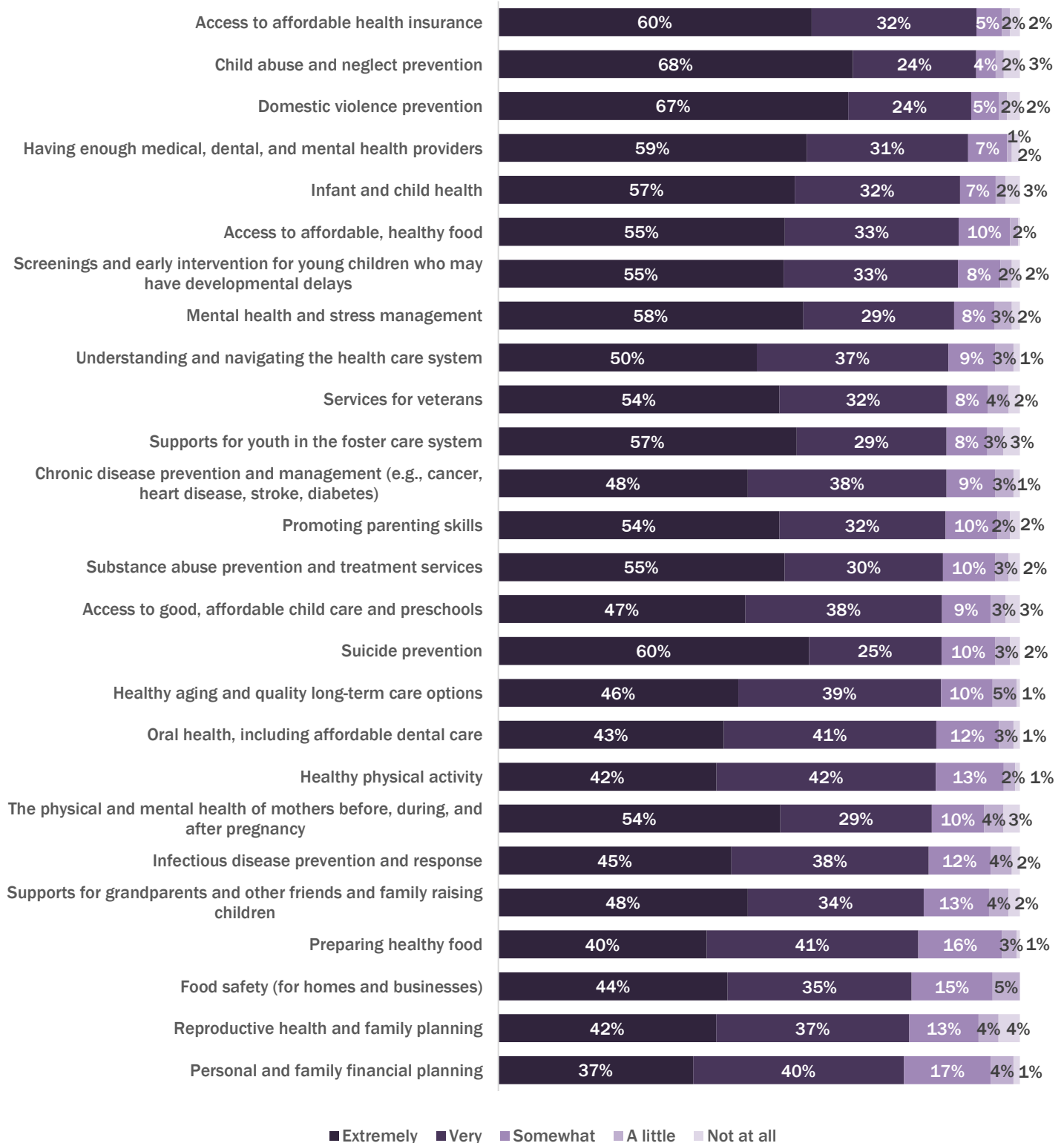
Percent of respondents who selected “extremely” or “very” important



HEALTH AND COMMUNITY WELLBEING

Priorities ranked by “extremely” + “very important”

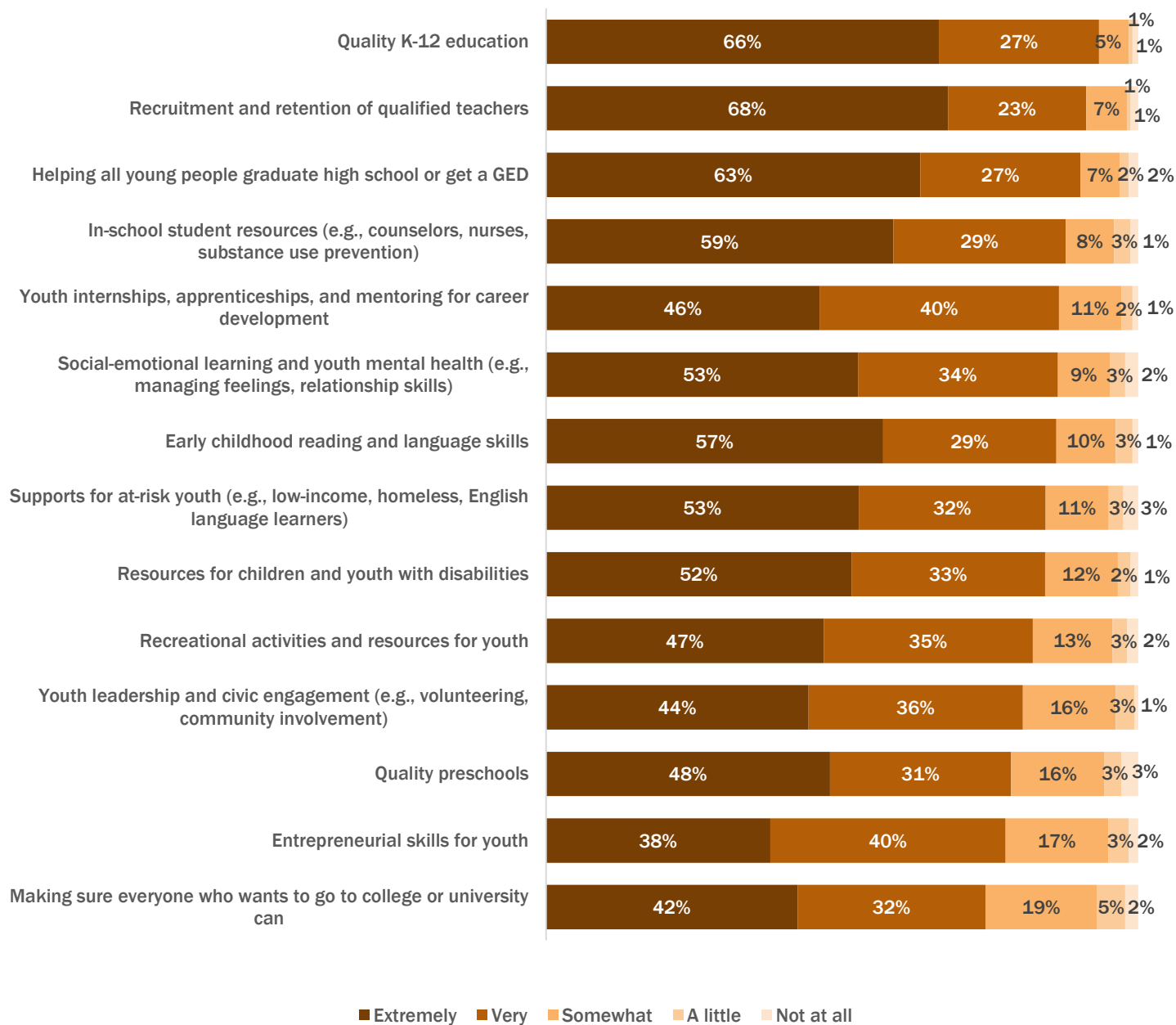
Between 316 and 325 participants responded to each item in this section.



EDUCATION AND YOUTH DEVELOPMENT

Priorities ranked by “extremely” + “very important”

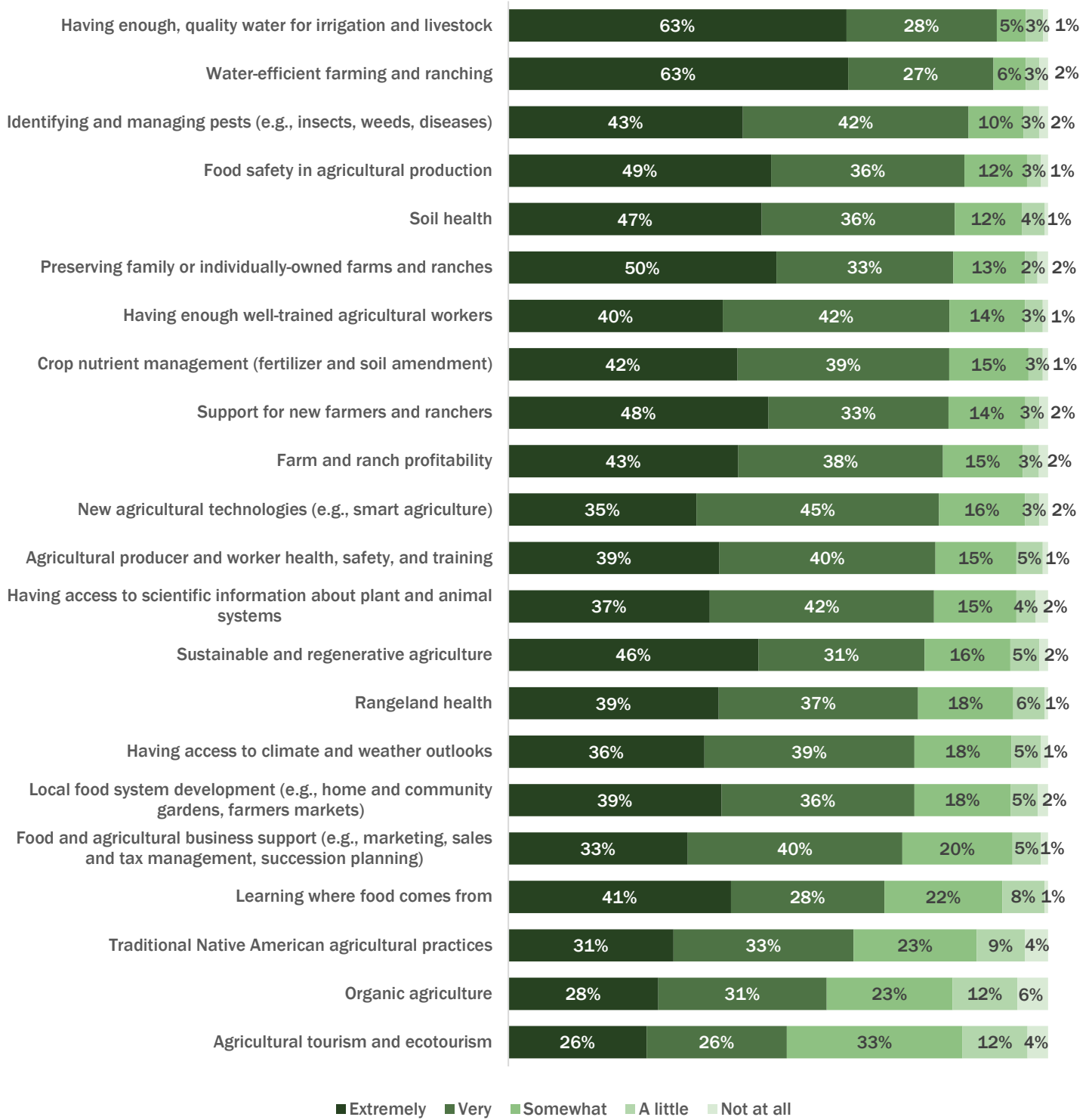
Between 314 and 320 participants responded to each item in this section.



AGRICULTURE

Priorities ranked by “extremely” + “very important”

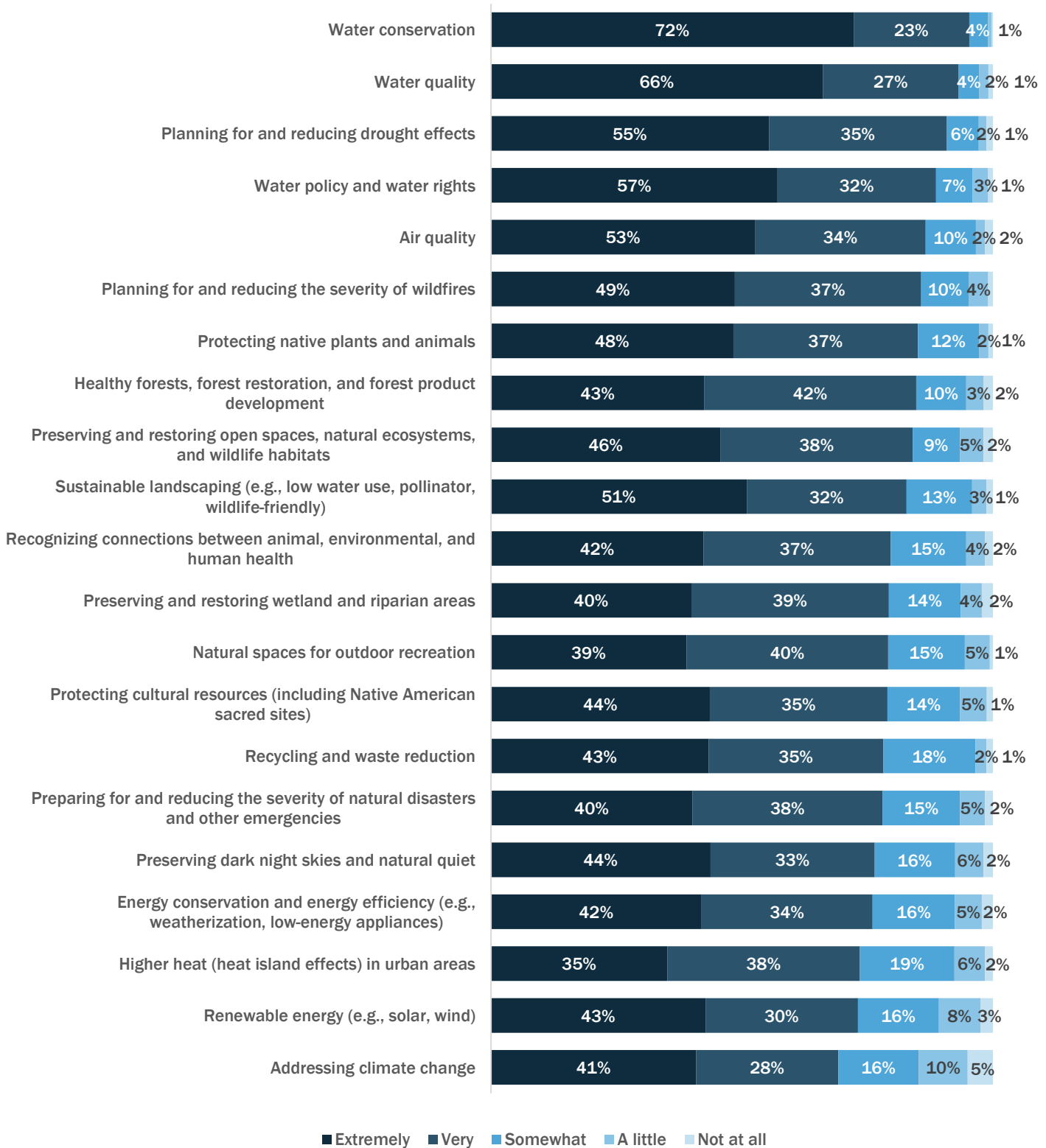
Between 258 and 320 participants responded to each item in this section.



NATURAL RESOURCES

Priorities ranked by “extremely” + “very important”

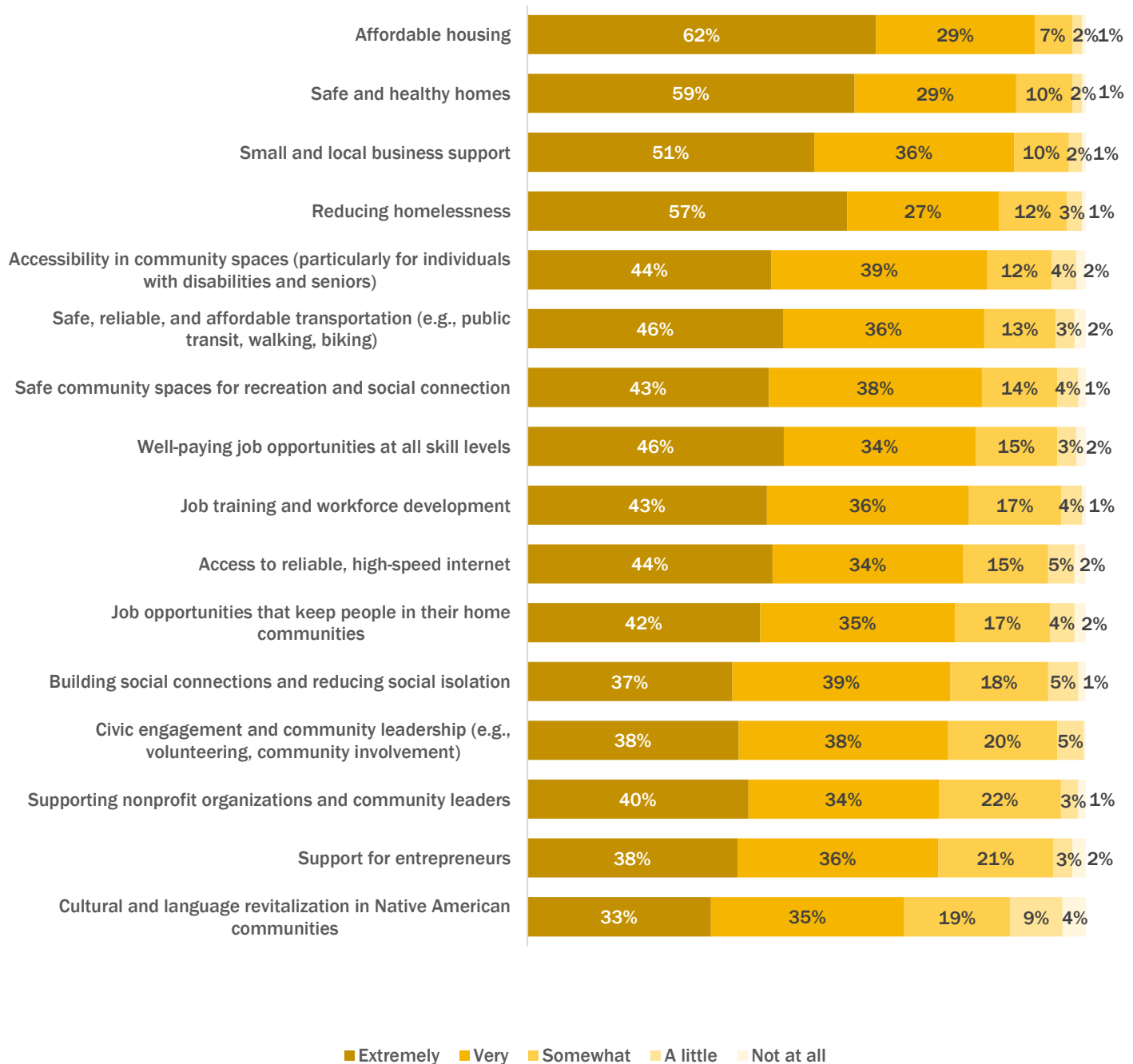
Between 313 and 322 participants responded to each item in this section.



COMMUNITY AND ECONOMIC DEVELOPMENT

Priorities ranked by “extremely” + “very important”

Between 289 and 298 participants responded to each item in this section.



WHO PARTICIPATED IN THE SURVEY?

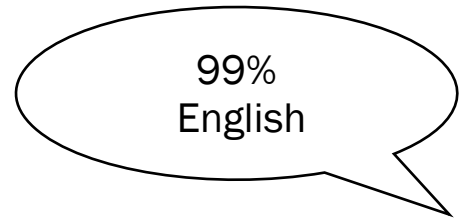
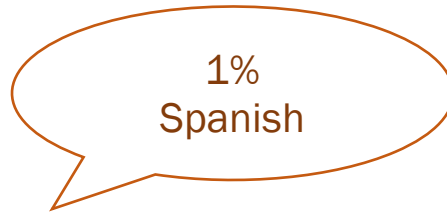
59% of survey participants identified as rural residents. (n= 340)

99% of respondents took the survey in English. (n= 347)



59% Rural

41% Urban



Note: Rural includes respondents who reported living on tribal lands.

58% of survey participants were familiar with Cooperative Extension, and 48% had attended an event or program. (n= 347)

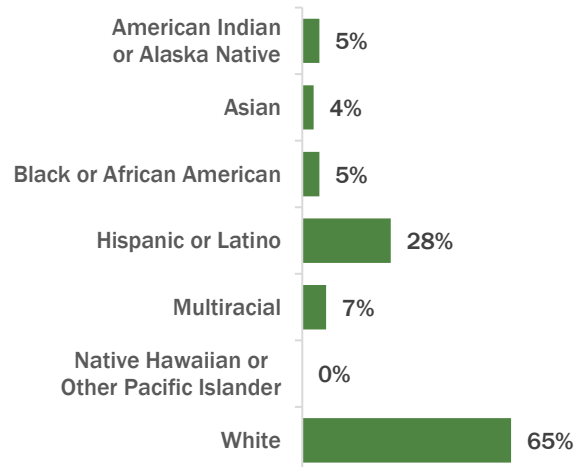
65% of survey respondents identified as White. (n= 281)

Familiar with Extension

58%

Extension User

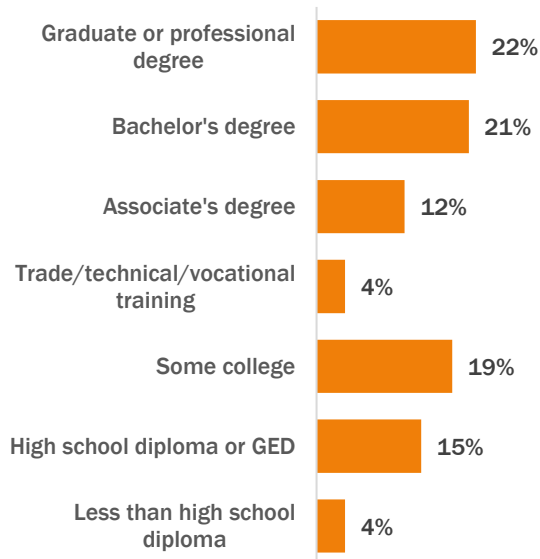
48%



Note: Race/ethnicity categories are inclusive, meaning that respondents are included in each category they selected.

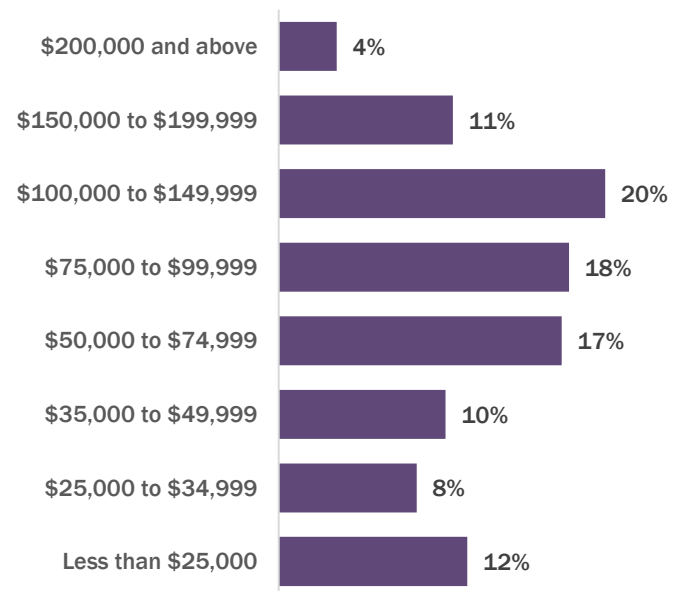
44% of participants had a bachelor's degree or higher.

(n = 299)



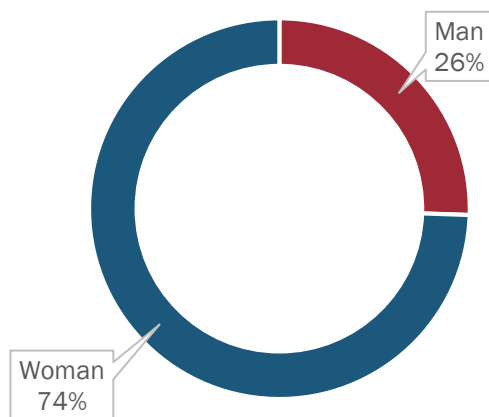
30% of participants had an annual household income of less than \$50,000.

(n = 224)



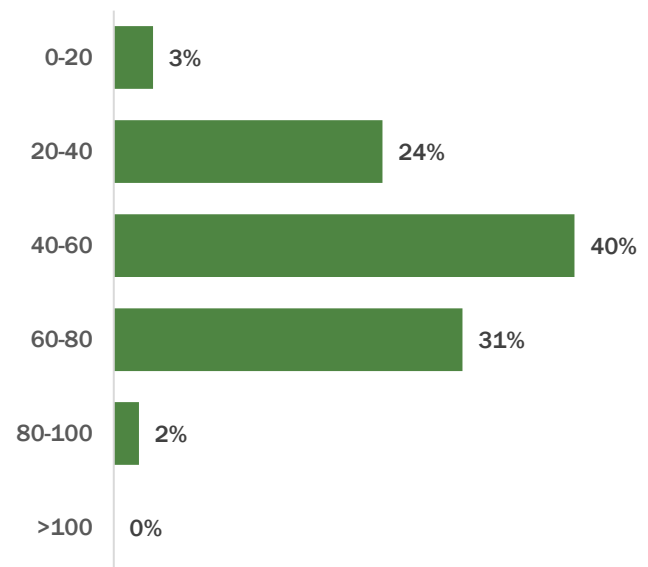
74% of survey respondents identified as female.

(n = 282)



71% of participants were between the ages of 40 – 80 years old.

(n = 274)



ABOUT THIS REPORT

Arizona Cooperative Extension is the outreach arm of the University of Arizona and the Division of Agriculture, Life and Veterinarian Sciences, and Cooperative Extension (ALVSCE) with the mission of engaging with people through applied research and education to improve lives, families, communities, the environment and economies in Arizona and beyond. Arizona Cooperative Extension has offices in every county and five tribal reservations. It is part of a nationwide network of scientists and educators who work with communities to solve problems using scientific and local knowledge.

To better understand community needs and priorities, Arizona Cooperative Extension partnered with the Community Research, Evaluation, and Development (CRED) team within the Norton School of Human Ecology to lead a statewide needs assessment survey effort in 2022. The results summarized in this report can be used to inform strategic planning efforts and to facilitate dialogue about how best to meet community needs.

The needs assessment survey, available in English and Spanish, included 99 items across the following topics:

- Health and community well-being (26 items)
- Education and youth development (14 items)
- Community and economic development (16 items)
- Agriculture (22 items)
- Natural resources and the environment (21 items)

Participants were asked to rank how important it is to prioritize each item in their community using the following scale: (5) extremely important, (4) very important, (3) somewhat important, (2) a little important, (1) not at all important, or I don't know (not included in analysis).

Both a web-based version and a paper and pencil version were available in English and Spanish. More details about the survey development and methods can be found in the statewide report.

Pinal County had 347 total survey respondents, recruited by:

In-person distribution: Survey participants were recruited by county Extension personnel at 26 total in-person events, including both Extension programming and other community events. Paper surveys were available at 19 of these events, including:

- Pinal's Extension office
- Casa Grande's Silent Witness Community Outreach event
- Coolidge Getting Arizonans Involved in Neighborhoods (GAIN) event
- Coolidge Community Car Show
- Coolidge Water Festival
- Eloy Veteran's Day Parade
- Cooperative Extension Day at the Pinal County Complex
- New 4-H Leader Orientation
- Florence and Eloy Senior Centers- Nutrition Program

- Cooperative Extension Strengthening Families Program
- Master Gardeners class
- Farmer Field Day
- Master Gardeners class
- Farmer Field Day
- 4-H Casa Grande Desert Dwellers Meeting

Additionally, a flyer with the online survey link and QR code was displayed at 8 locations, including:

- Pinal County Complex in Casa Grande
- Florence and Coolidge Farmers Markets
- Florence Chambers of Commerce
- Florence Water Festival (flyer included in attendees' SWAG bags)
- Casa Grande Library Halloween Story Walk
- Weekly SNAP-Ed Eat Together, Eat Better classes

Web-based distribution: Pinal Extension personnel advertised the survey via their quarterly electronic newsletter and listservs. Emails were sent to 24 local organizations, schools, programs, boards, and associations requesting survey participation and advertisement via their listservs and social media. The survey was also advertised via Facebook on the Pinal Cooperative Extension page, the Pinal Cooperative Extension Garden & Landscape page, and the Pinal Early Childhood Coalition group. Three Extension personnel posted to their personal Facebook profiles.

Survey responses from zip codes in Pinal County, Arizona

