

# 2022 Statewide Needs Assessment Survey

## Envisioning the Future: Yavapai 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.

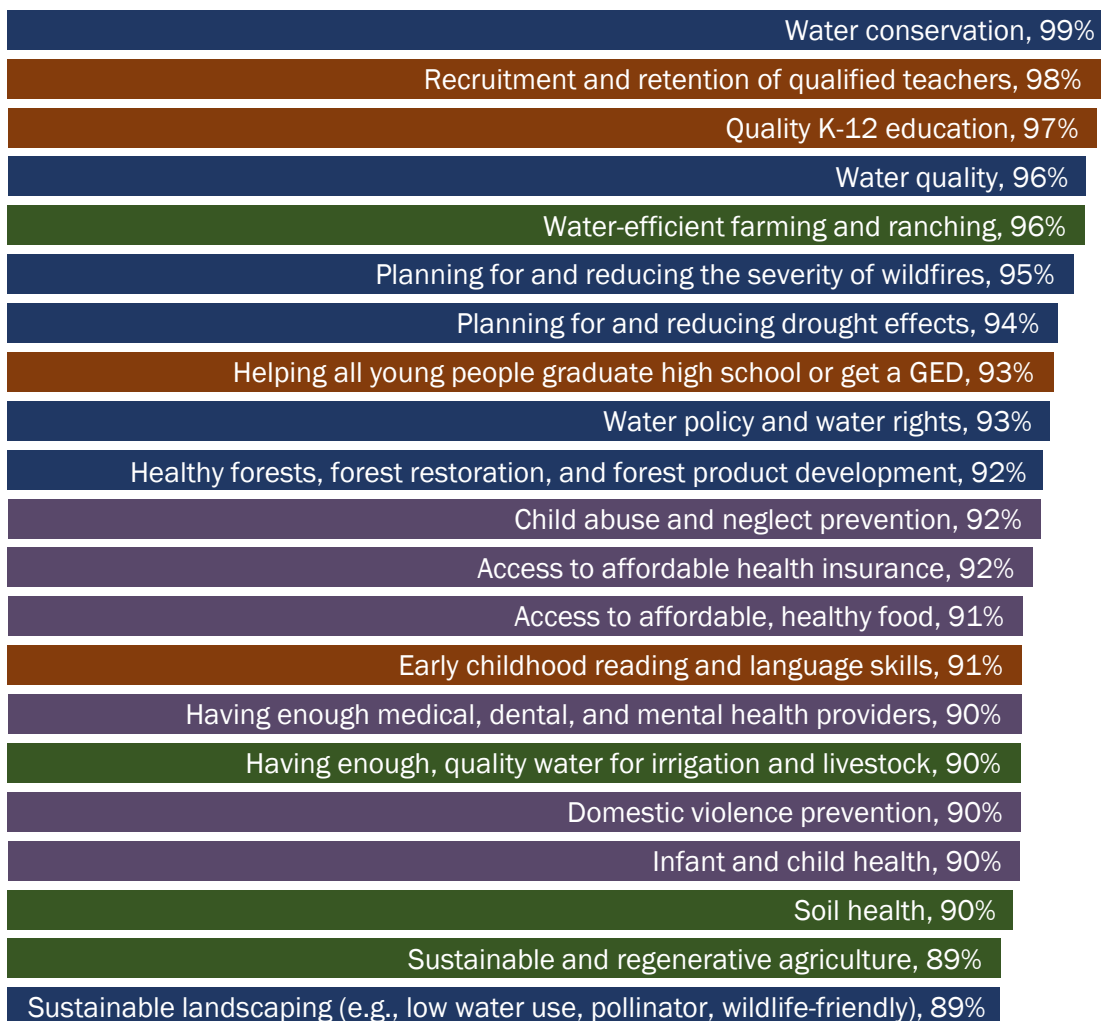
Yavapai County had 320 survey responses.



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

### Top Priorities Identified by Yavapai County Respondents

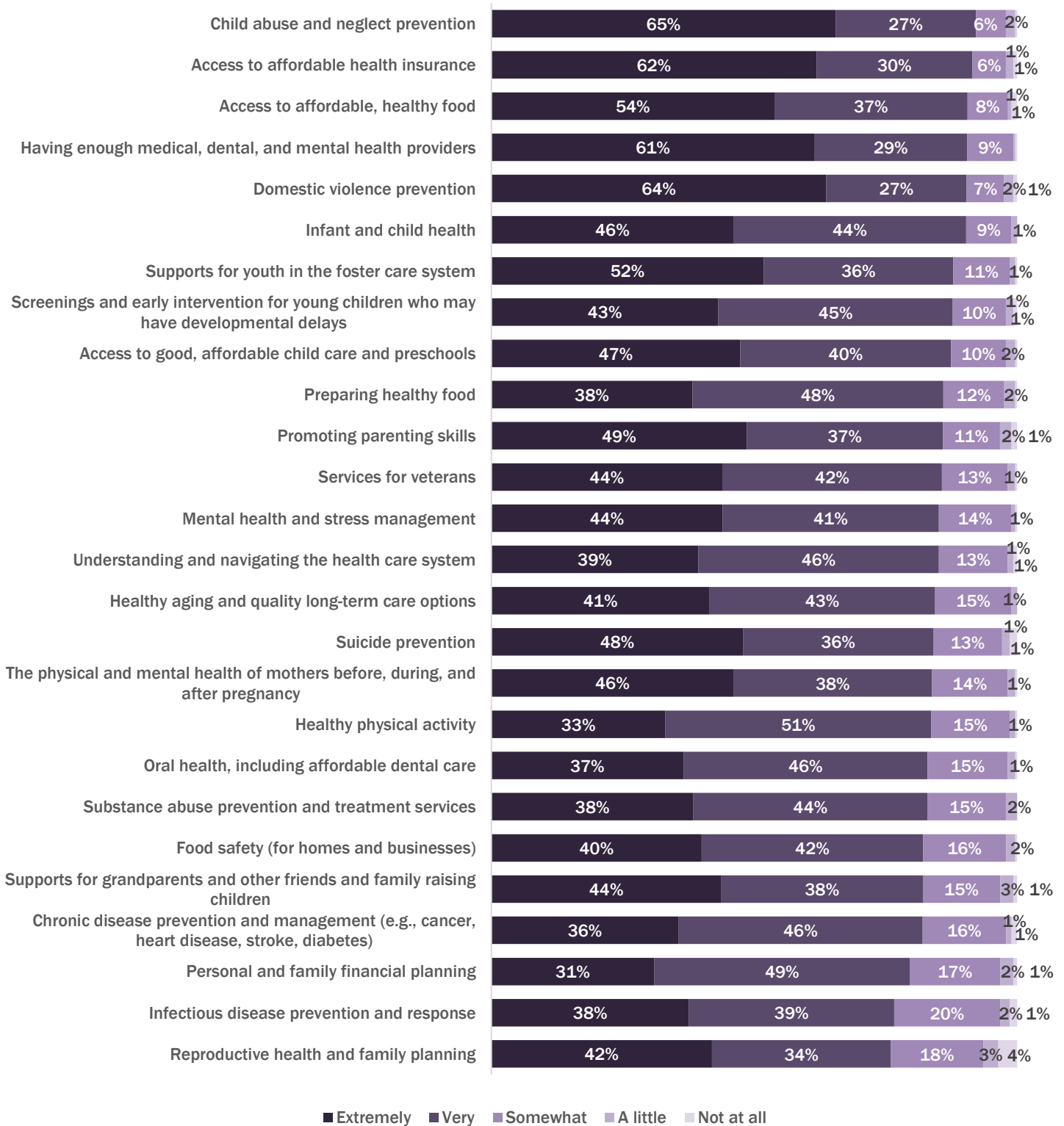
Percent of respondents who selected “extremely” or “very” important



# HEALTH AND COMMUNITY WELLBEING

## Priorities ranked by “extremely” + “very important”

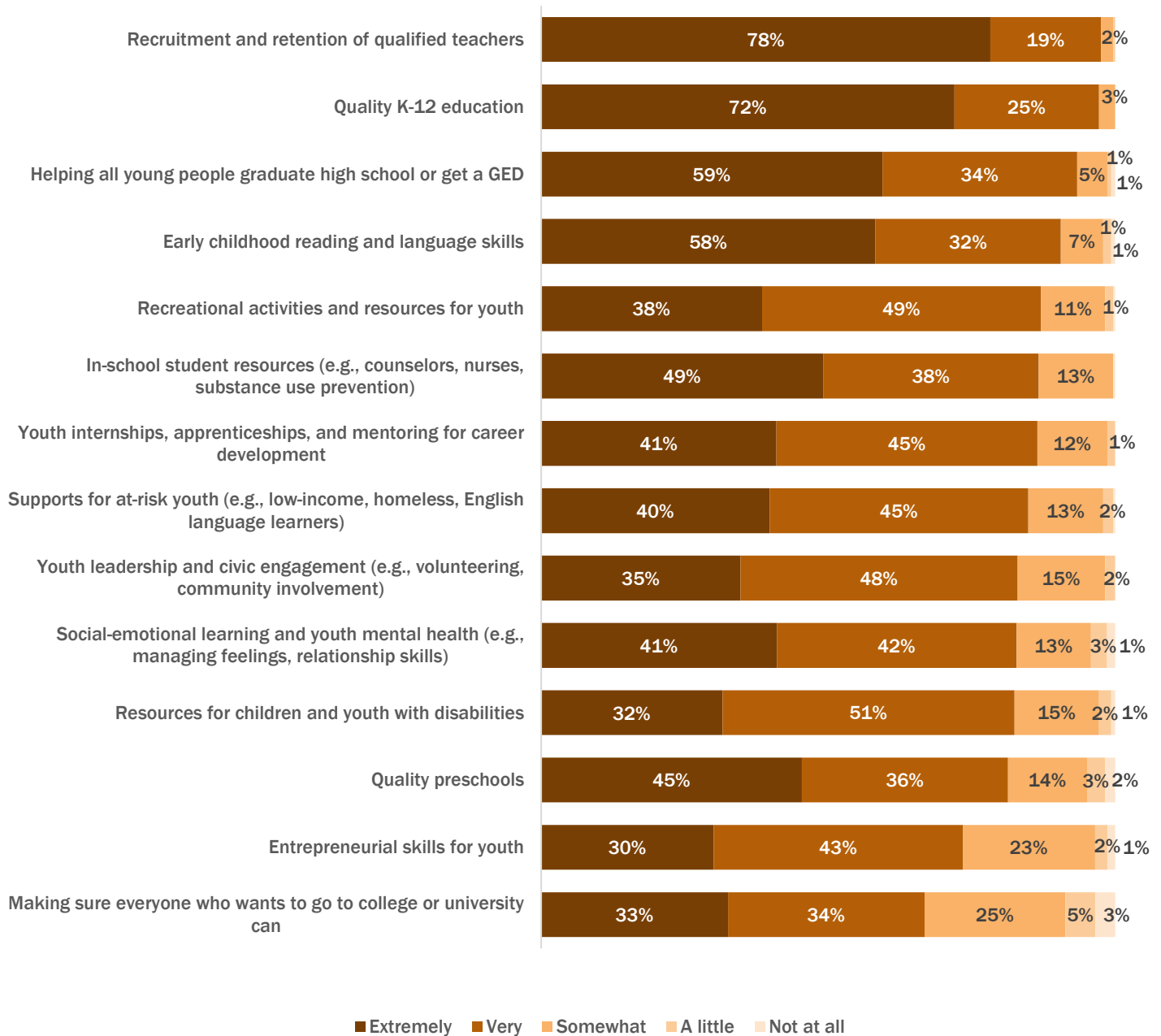
Between 276 and 286 participants responded to each item in this section.



# EDUCATION AND YOUTH DEVELOPMENT

## Priorities ranked by “extremely” + “very important”

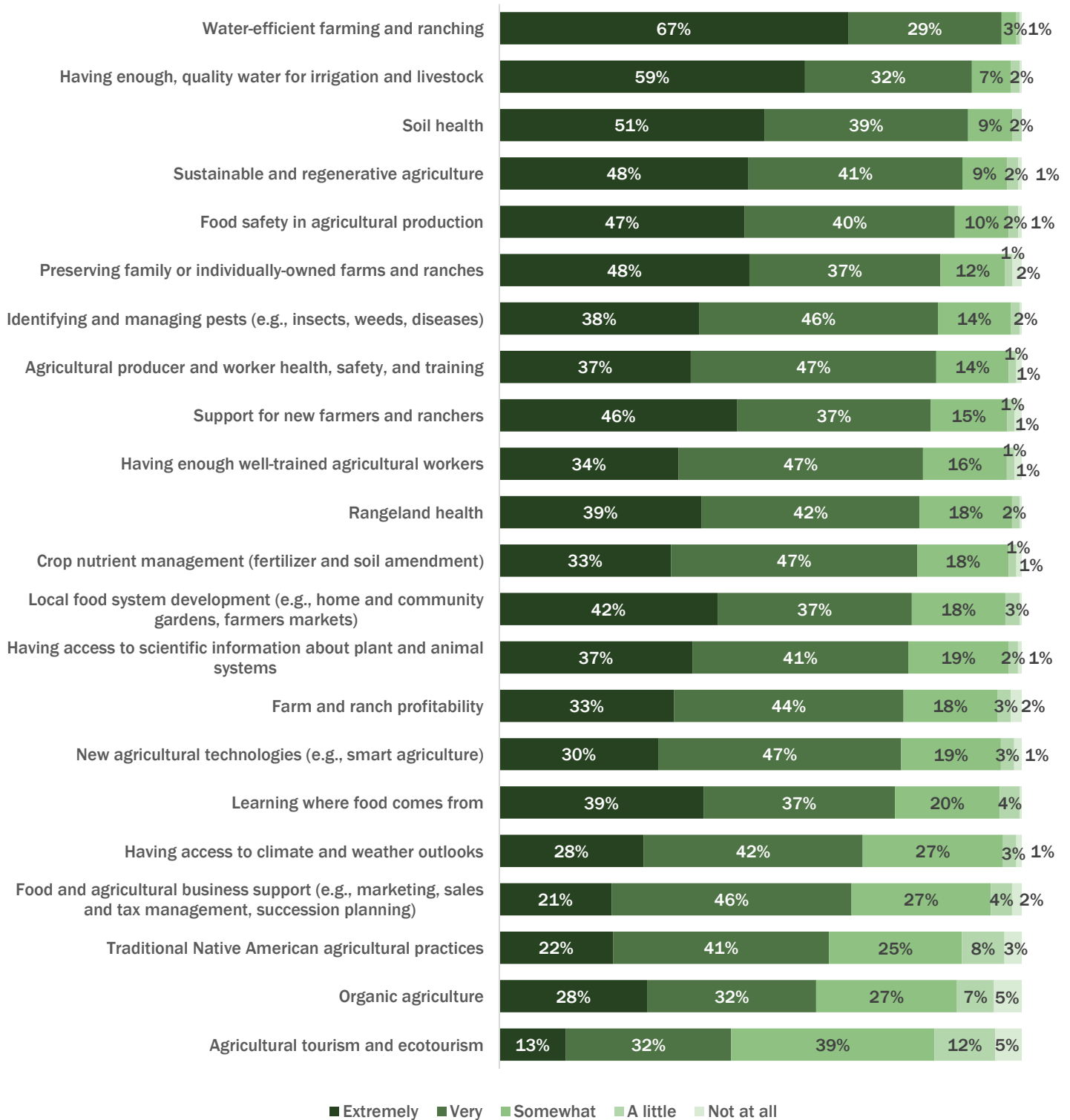
Between 282 and 289 participants responded to each item in this section.



# AGRICULTURE

## Priorities ranked by “extremely” + “very important”

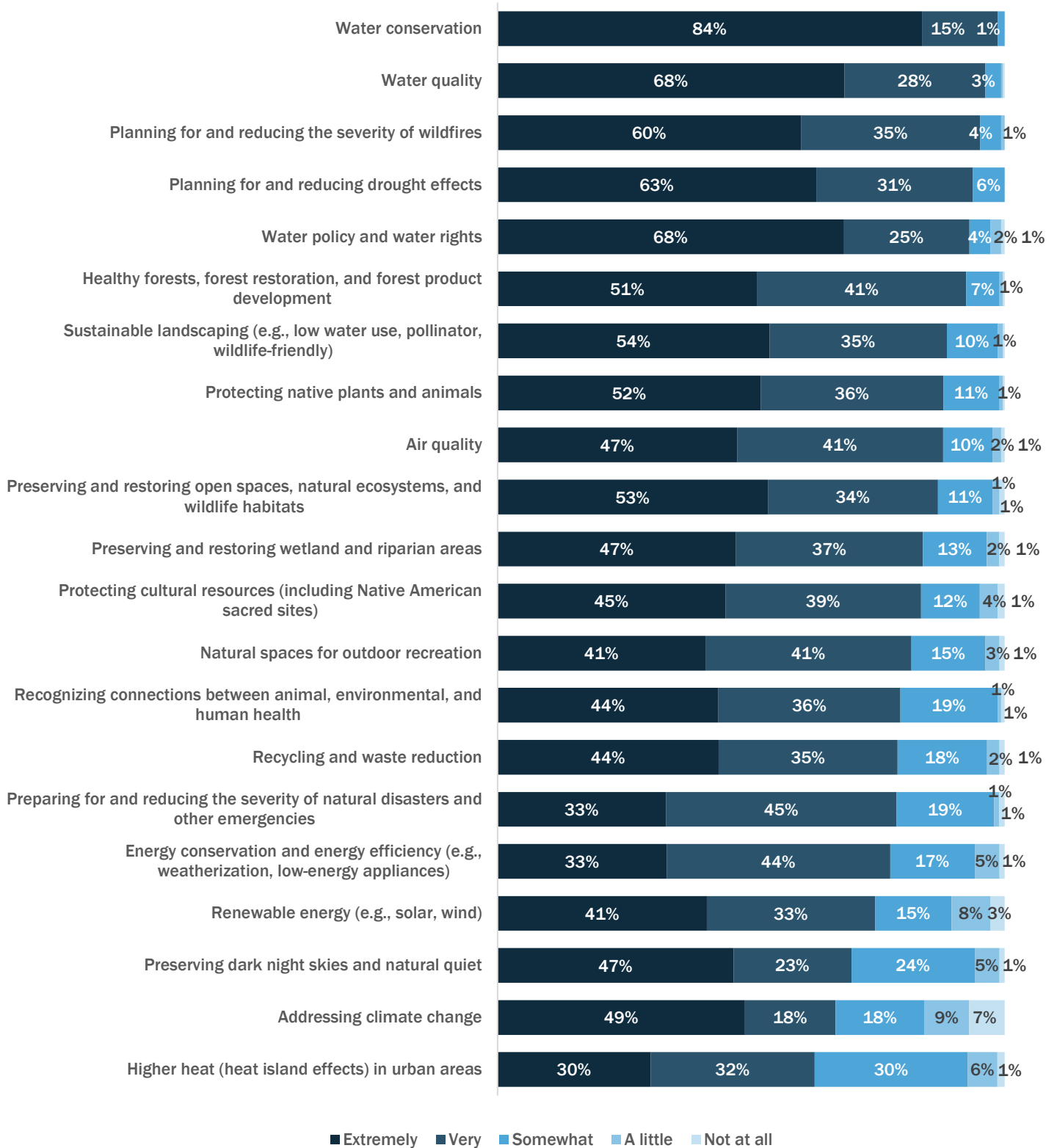
Between 266 and 285 participants responded to each item in this section.



# NATURAL RESOURCES

## Priorities ranked by “extremely” + “very important”

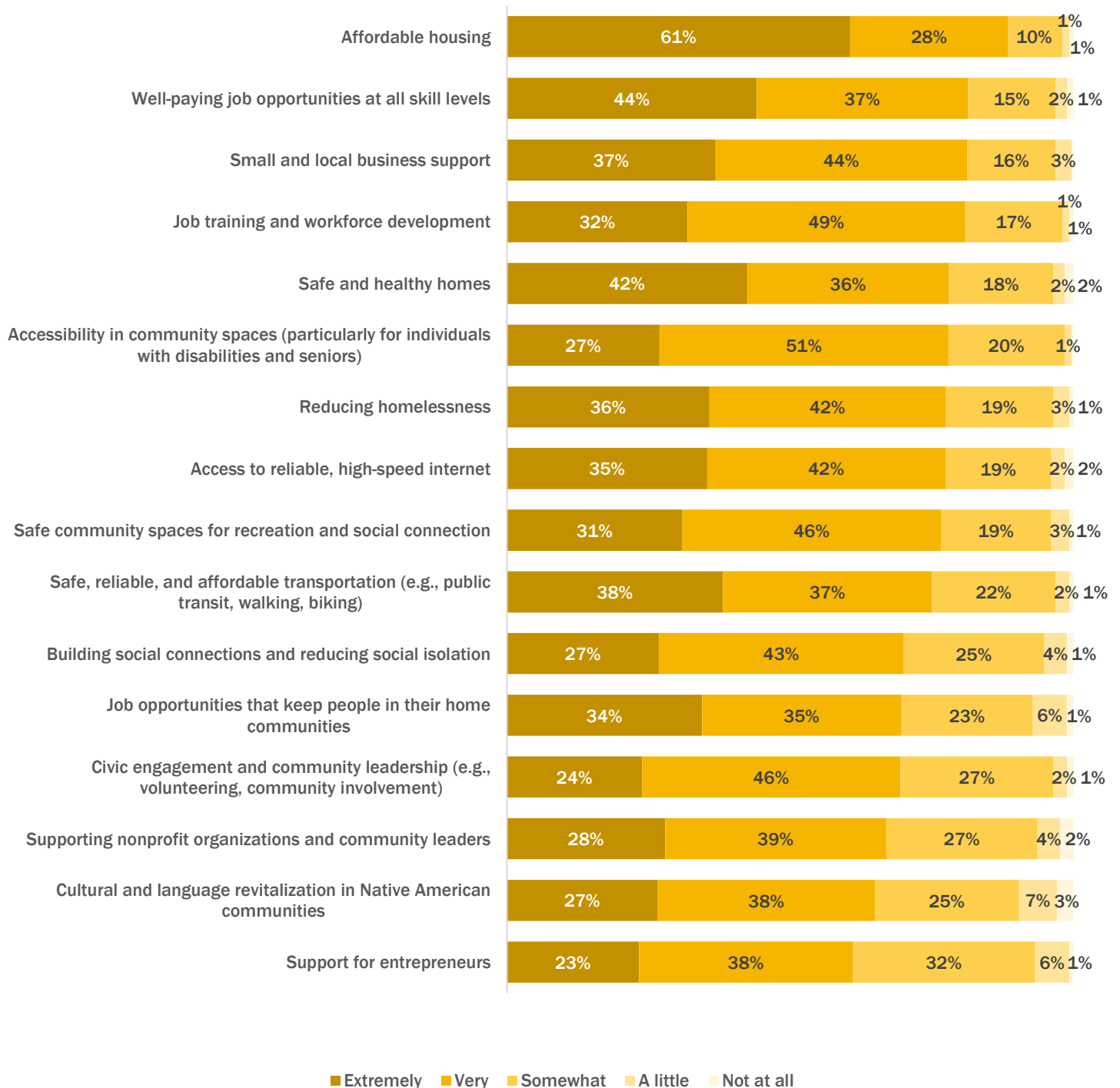
Between 275 and 289 participants responded to each item in this section.



# COMMUNITY AND ECONOMIC DEVELOPMENT

## Priorities ranked by “extremely” + “very important”

Between 237 and 252 participants responded to each item in this section.



# WHO PARTICIPATED IN THE SURVEY?

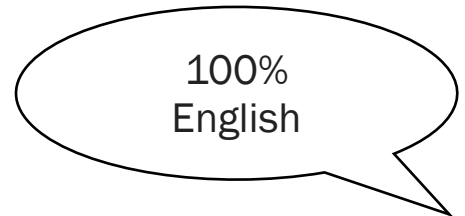
78% of survey participants identified as rural residents. (n= 317)

100% of respondents took the survey in English. (n= 320)



78% Rural

22% Urban



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

67% of survey participants were familiar with Cooperative Extension, and 61% had attended an event or program. (n= 320)

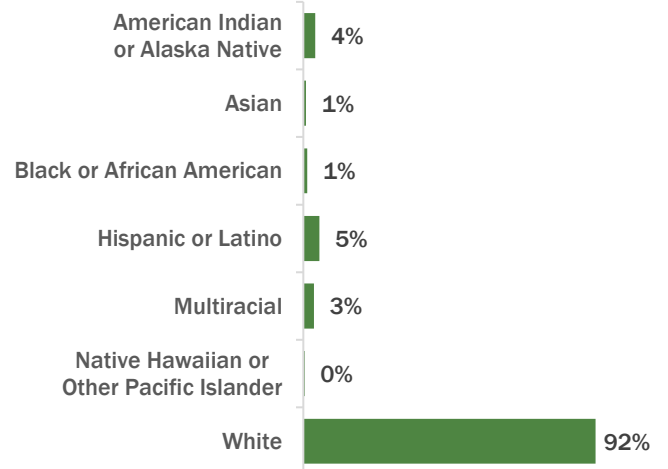
92% of survey respondents identified as White. (n=239)

Familiar with Extension

67%

Extension User

61%



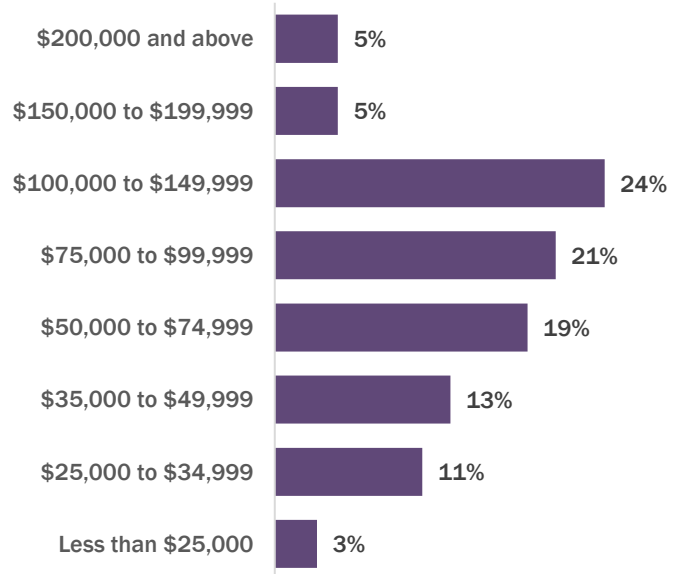
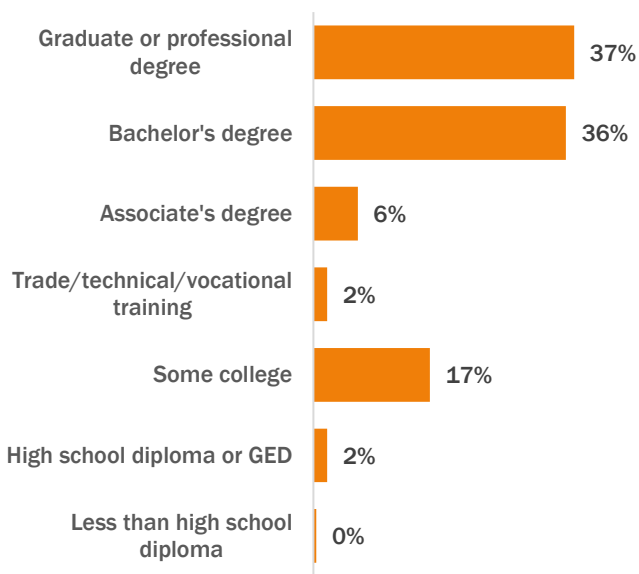
Note: Race/ethnicity categories are inclusive, meaning that respondents are included in each category they selected.

73% of participants had a bachelor's degree or higher.

(n = 254)

27% of participants had an annual household income of less than \$50,000.

(n = 193)

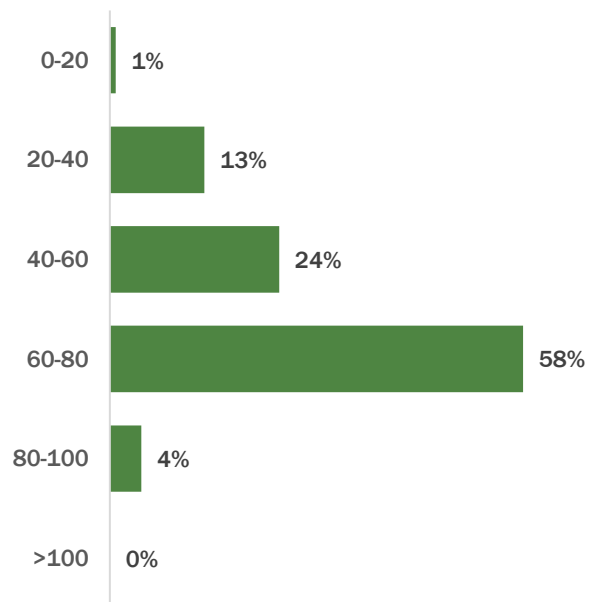
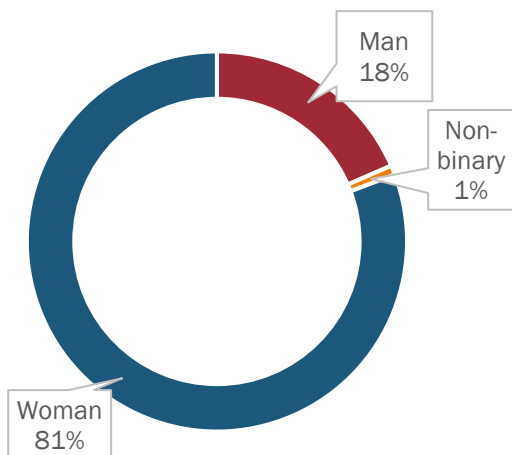


81% of survey respondents identified as female.

(n = 249)

82% of participants were between the ages of 40 – 80 years old.

(n = 249)





# 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.

**Yavapai County** had 320 total survey respondents. Extension personnel emailed approximately 229 personal emails with a request for survey participation and initiated snowball sampling by asking participants to further distribute the survey via their own social media accounts, listservs, and personal accounts.