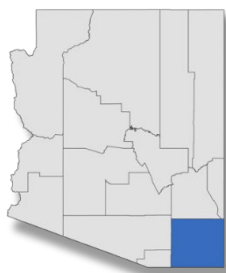


2022 Statewide Needs Assessment Survey

Envisioning the Future: Cochise 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.

Cochise County had 170 survey responses.



Health and community wellbeing

Education and youth development

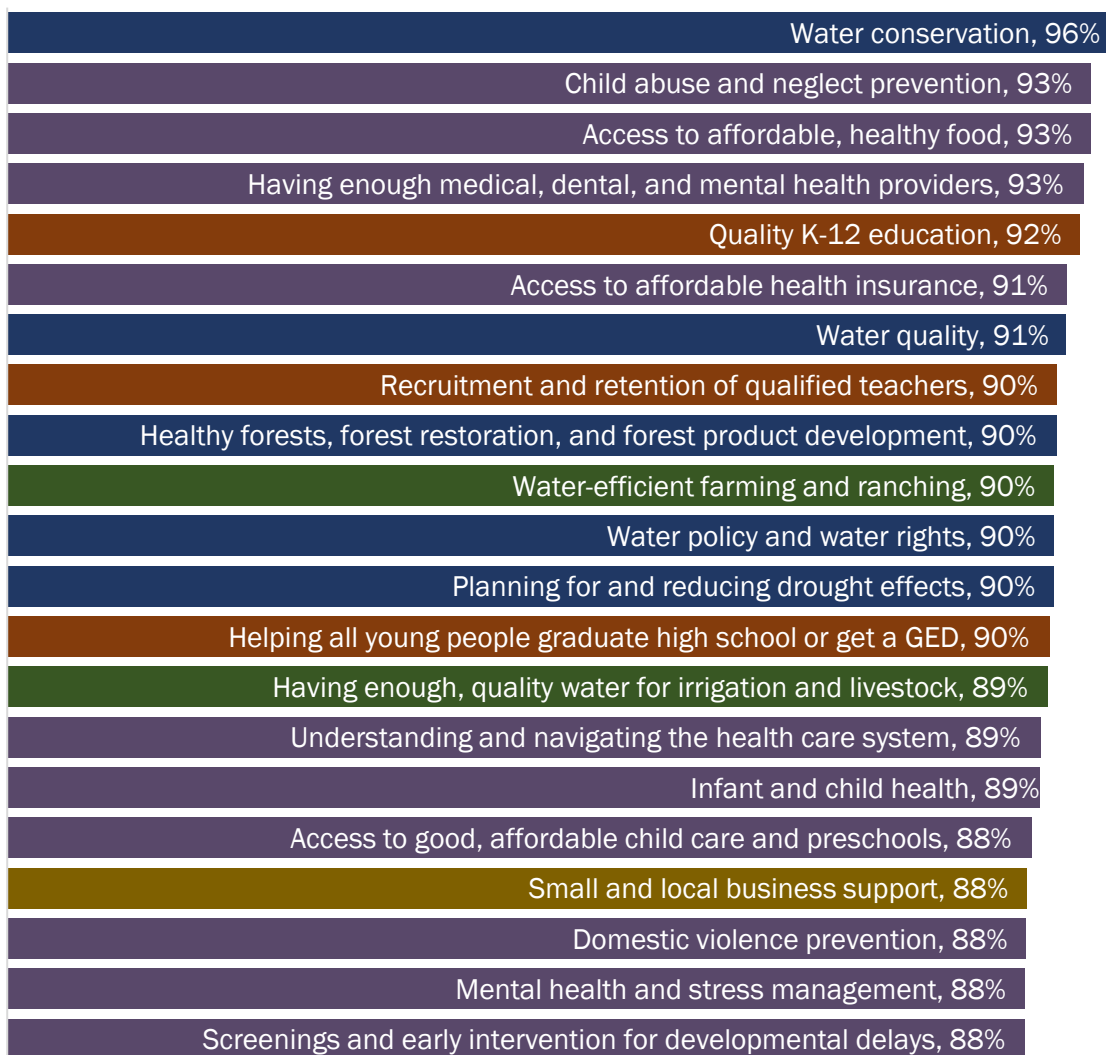
Agriculture

Natural resources and the environment

Community and economic development

Top Priorities Identified by Cochise County Respondents

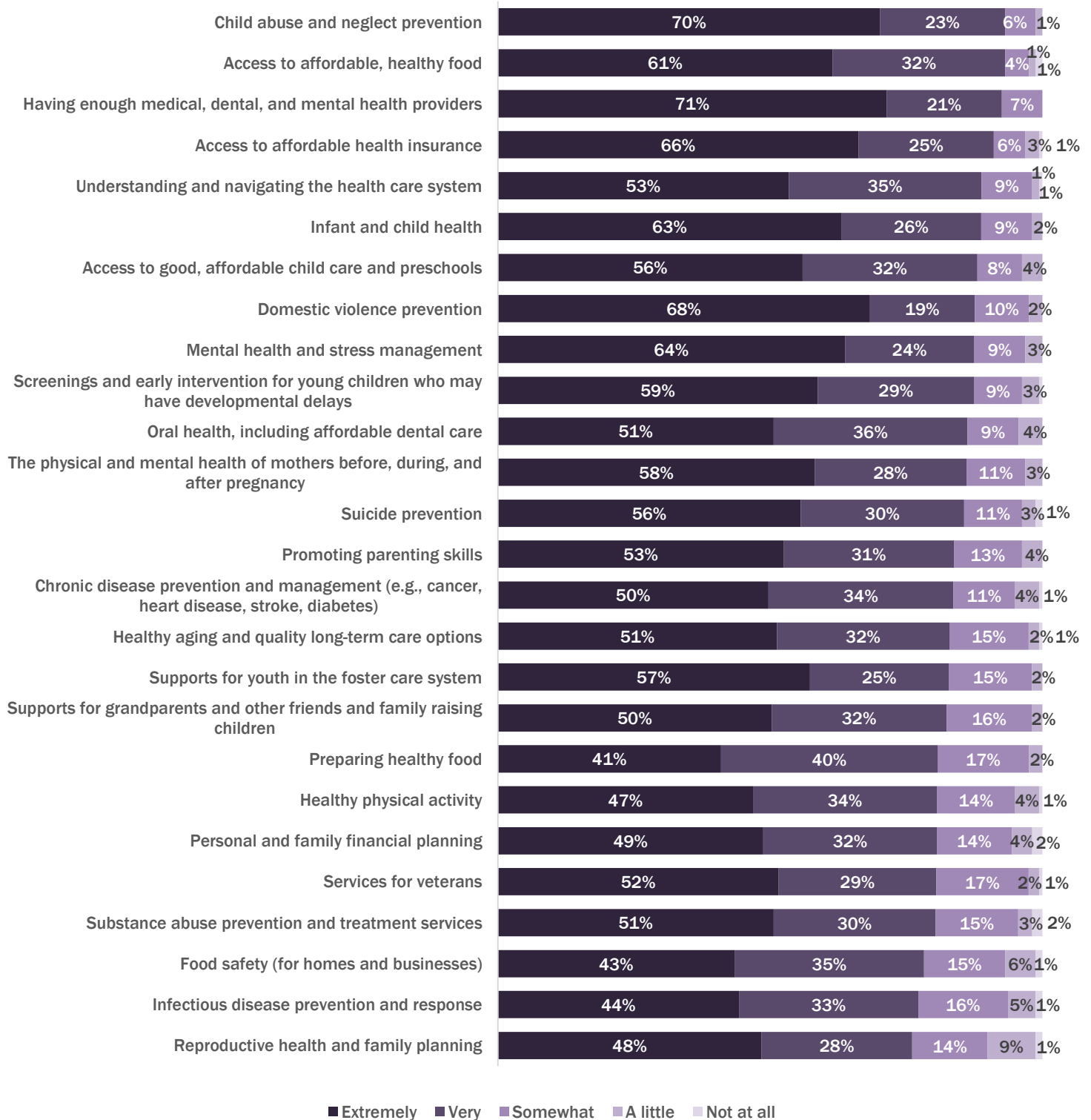
Percent of respondents who selected “extremely” or “very” important



HEALTH AND COMMUNITY WELLBEING

Priorities ranked by “extremely” + “very important”

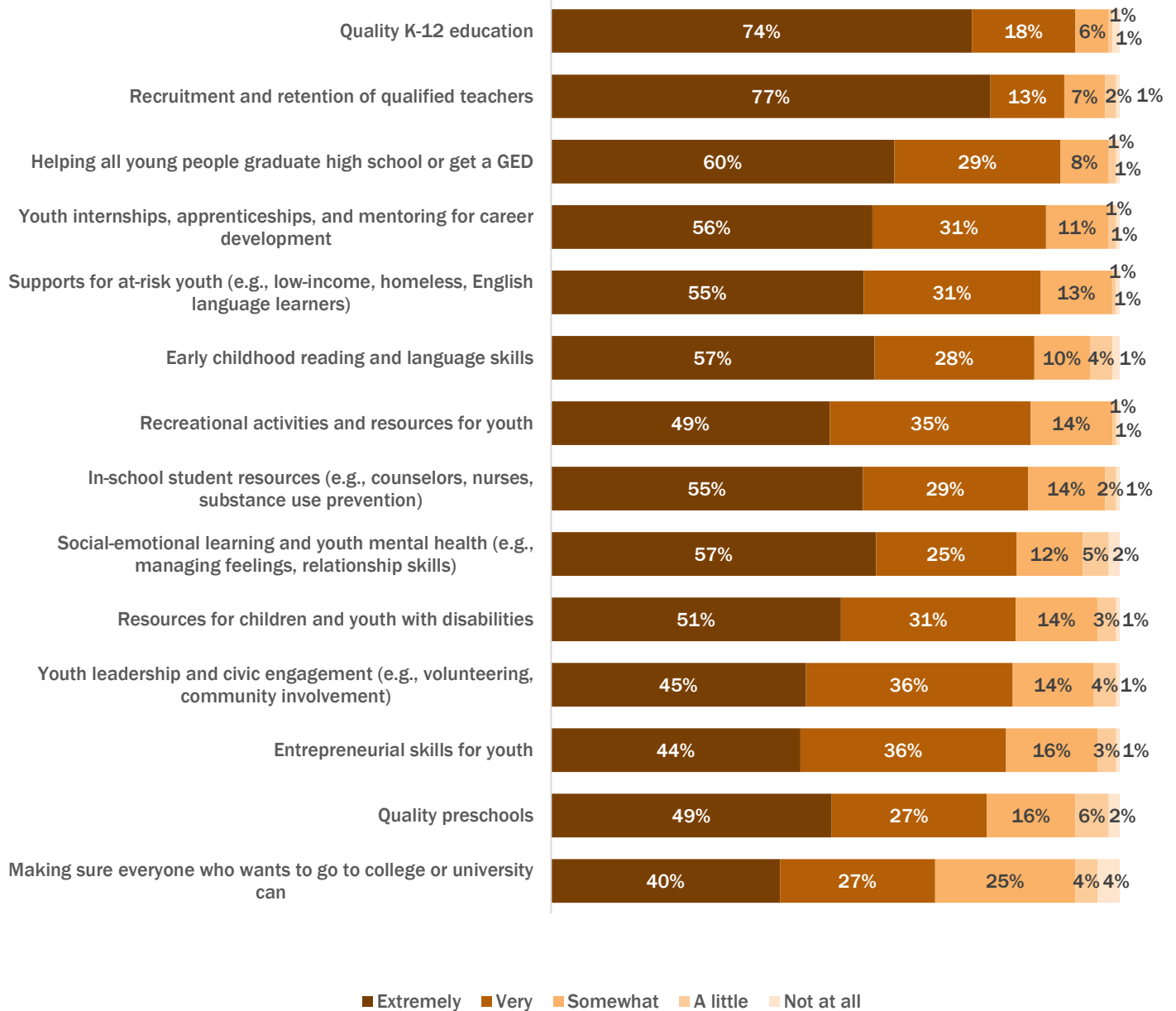
Between 157 and 161 participants responded to each item in this section.



EDUCATION AND YOUTH DEVELOPMENT

Priorities ranked by “extremely” + “very important”

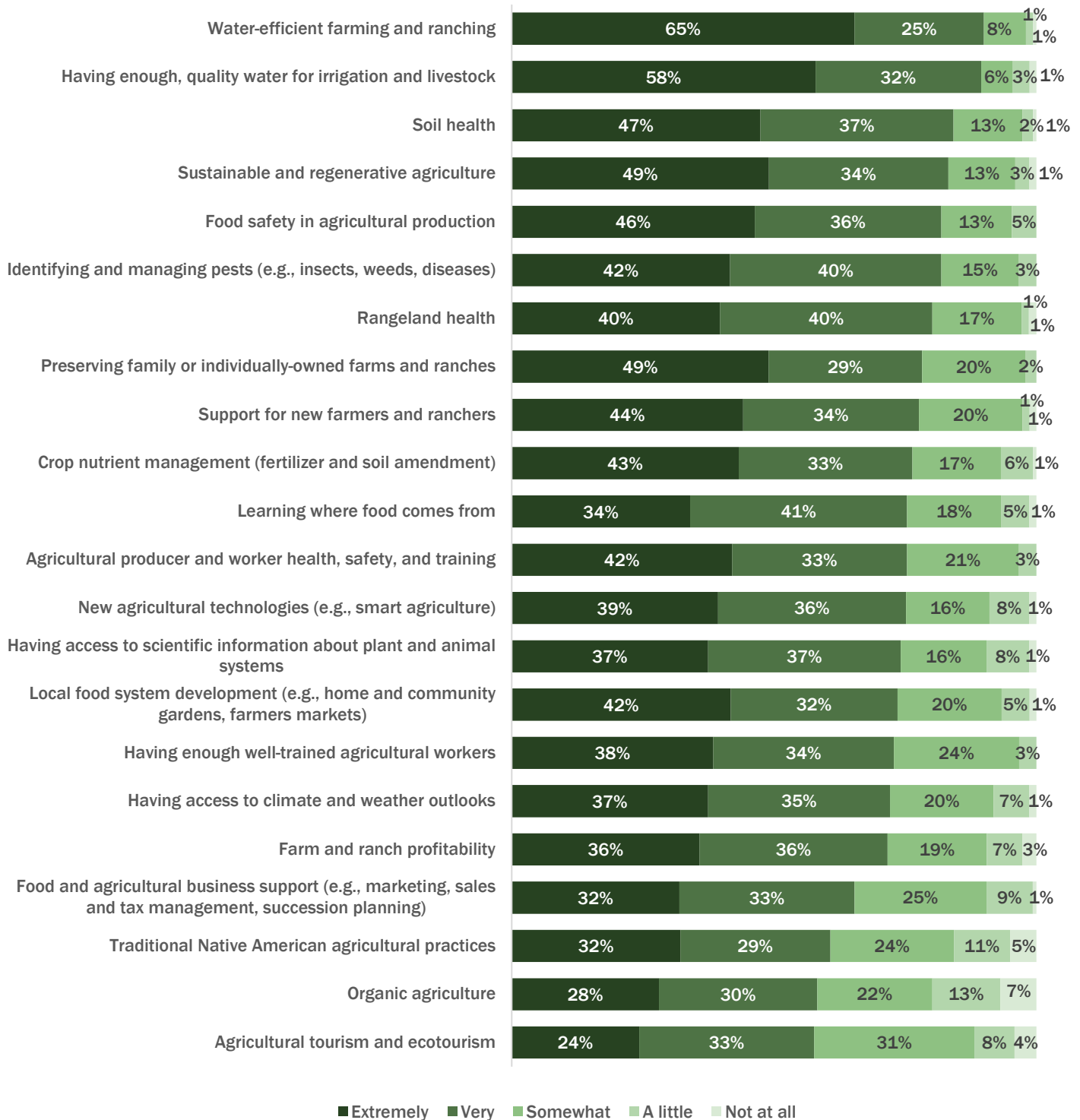
Between 151 and 155 participants responded to each item in this section.



AGRICULTURE

Priorities ranked by “extremely” + “very important”

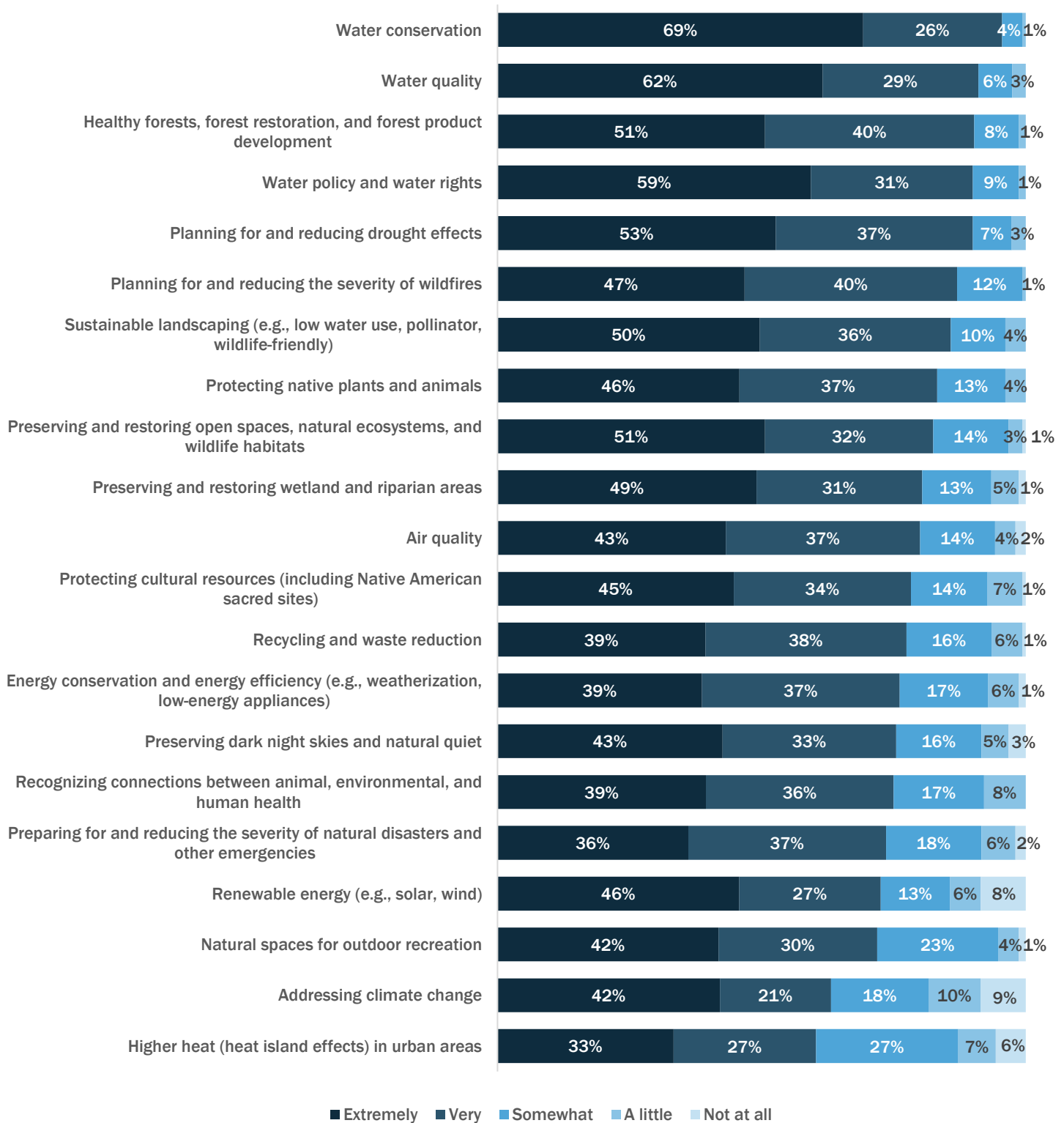
Between 140 and 152 participants responded to each item in this section.



NATURAL RESOURCES

Priorities ranked by “extremely” + “very important”

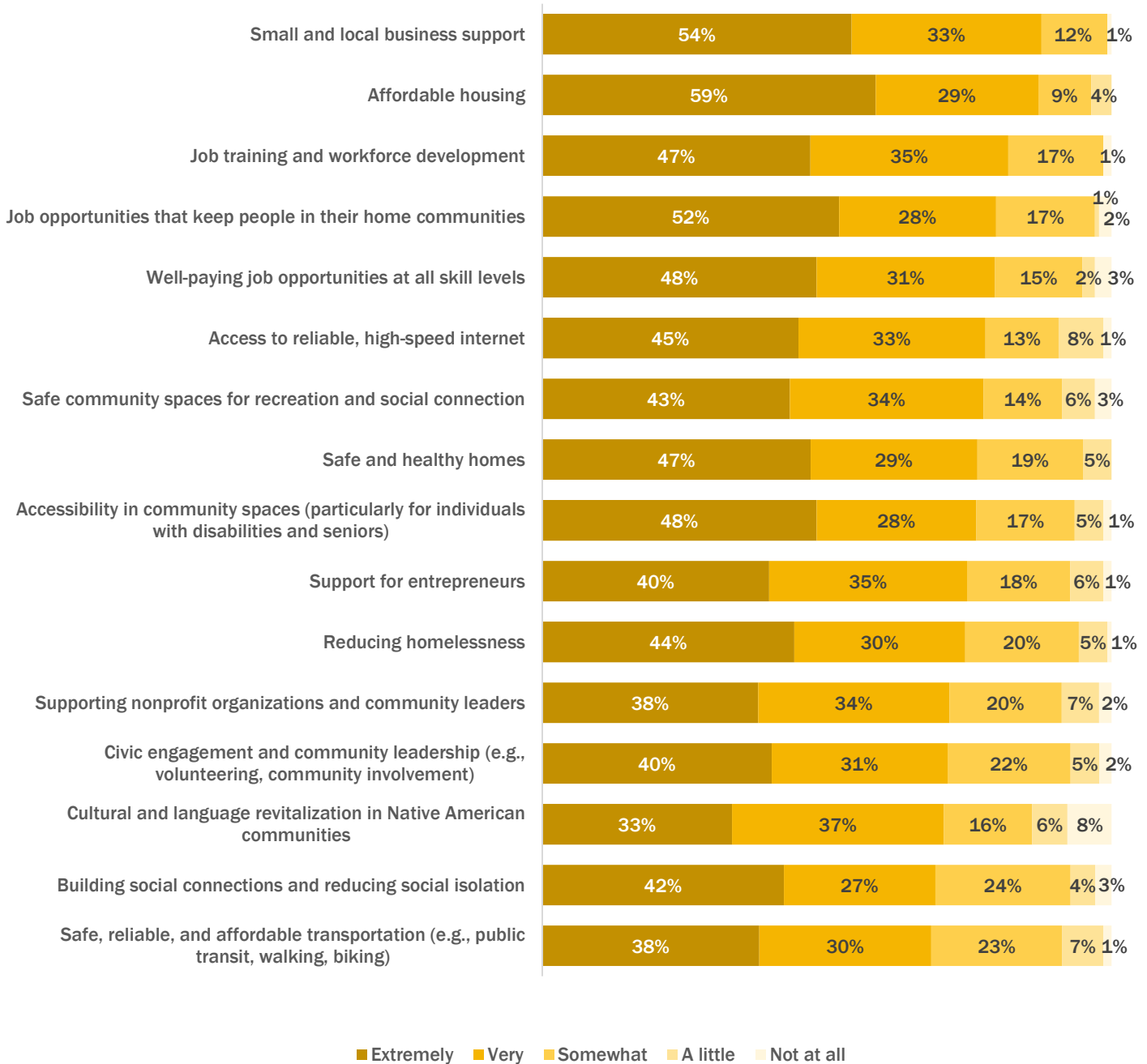
Between 141 and 156 participants responded to each item in this section.



COMMUNITY AND ECONOMIC DEVELOPMENT

Priorities ranked by “extremely” + “very important”

Between 129 and 140 participants responded to each item in this section.



WHO PARTICIPATED IN THE SURVEY?

87% of survey participants identified as rural residents. (n= 170)

98% of respondents took the survey in English. (n= 170)



87% Rural

13% Urban



2% Spanish

98% English

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

62% of survey participants were familiar with Cooperative Extension, and 56% had attended an event or program. (n= 170)

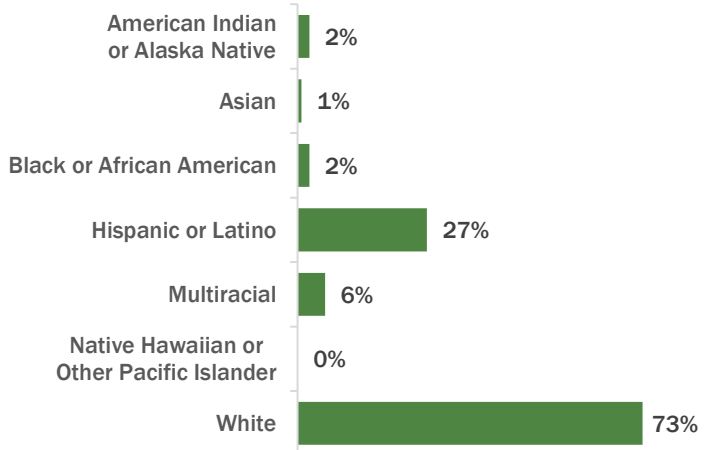
73% of survey respondents identified as White. (n= 121)

Familiar with Extension

62%

Extension User

56%



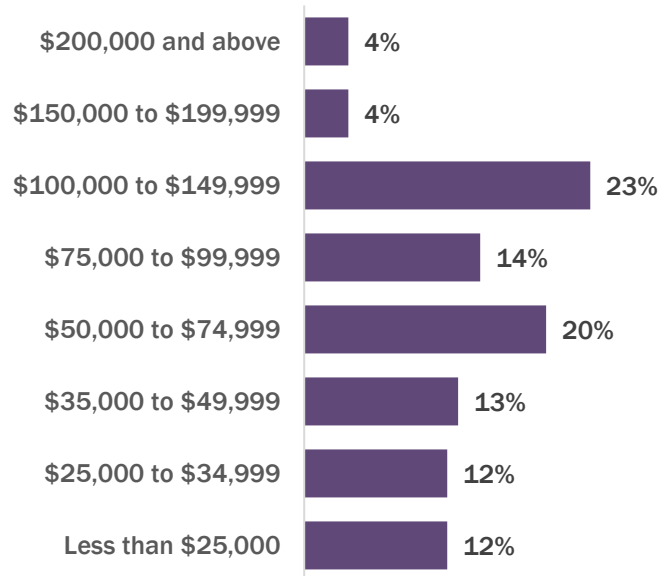
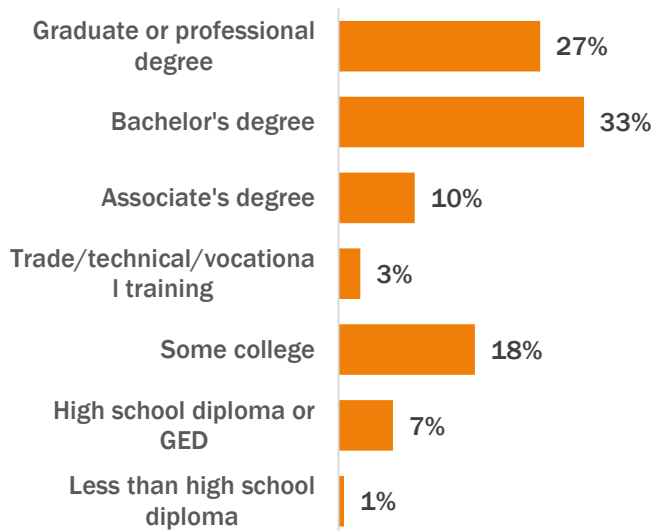
Note: Race/ethnicity categories are inclusive, meaning that respondents are included in each category they selected.

60% of participants had a bachelor's degree or higher.

(n = 136)

36% of participants had an annual household income of less than \$50,000.

(n = 112)

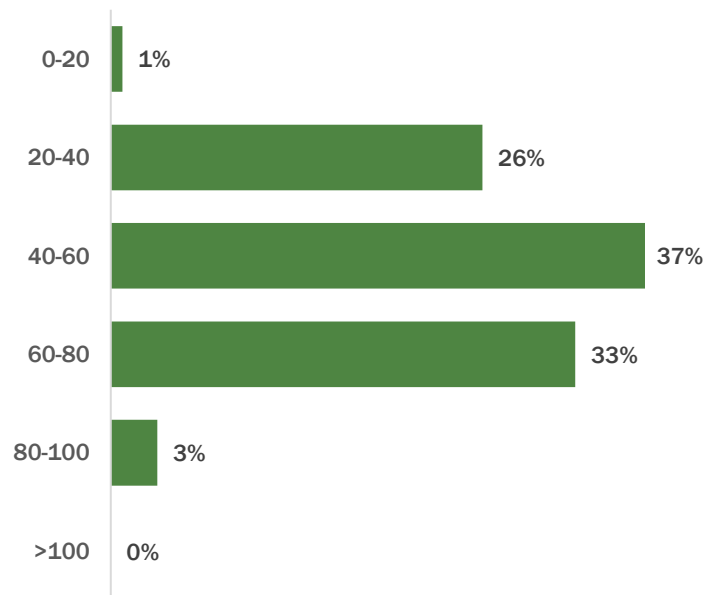
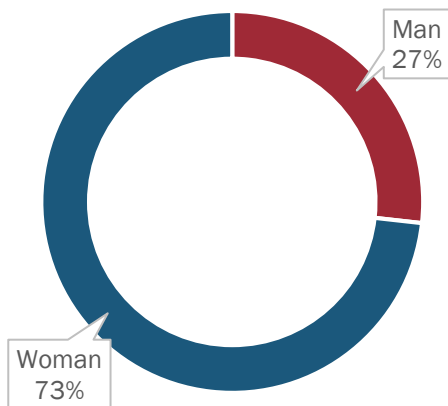


73% of survey respondents identified as female.

(n = 127)

70% of participants were between the ages of 40 – 80 years old.

(n = 123)



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.

Cochise County had 170 total survey respondents, recruited by:

In-person distribution: Survey participants were recruited in-person by county Extension personnel tabling at community events and leaving paper surveys or recruitment materials in high-traffic areas, including:

- Extension nutrition class, Tombstone Senior Center
- Child and Family Resources Center
- Cochise County Healthy Start Program
- Easter Seals Blake Foundation
- Virtual meetings such as Arizona Complete Health Cochise County Networking Meeting
- Healthy Huachuca City Meeting
- Extension artificial insemination clinic for livestock handlers in Camp Verde and Green Valley

Web-based distribution: Cochise County Extension personnel emailed over 140 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 contacts. Staff also advertised the survey via local Facebook groups and listservs, including:

- **Agriculture and Natural Resources:**
 - Range & Livestock Newsletter
 - Cochise County Farm & Garden
 - Willcox AZ Gardening
- **Family and Consumer Health Sciences:**
 - Be Healthy! Sierra Vista
 - Healthy Cochise
 - Sierra Vista Strong
 - Douglas Resources & Support
 - It Takes a Community to Raise the Bar
 - Sierra Vista Gives
 - Huachuca City Whetstone for Free and Community Resources
 - Huachuca City Library
 - Bisbee Community and Bisbee People Community
 - Eat Local
 - Cochise County Network Breakfast
 - Volunteers for Borderlands POWWOW in Benson, AZ
- **Youth Development:**
 - Cochise County 4-H
- **Other:**
 - Willcox AZ Matters
 - Willcox AZ Chit Chat
 - Sierra Vista 411
 - Tombstone Memo Board