

Results of
Community Needs
Survey

Mesquite and Bunkerville
Nevada

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Introduction

University of Nevada Cooperative Extension’s mission is to discover, develop, disseminate, preserve, and use knowledge to strengthen the social, economic and environmental well-being of people. We help people improve their lives through an educational process focused on issues and needs. Nevada Cooperative Extension uses several methods to identify issues and assess needs including written surveys. Results of needs assessments are used to identify topics and audiences for classes, workshops, news articles, written publications, grant writing and other program efforts.

An educational program may address some but not all of the needs identified in this survey. Many needs may be better addressed through planning and regulation, or services provided by other agencies. Nevada Cooperative Extension’s role in addressing some issues may be one of coordination/networking to encourage everyone in the community to work together to solve problems. The results of this survey may be helpful to other organizations as they plan for expansion and look for ways to address community concerns. Knowledge of the needs most important to our community is critical to effective planning. If we focus our energy on high priority needs, our chances of improving the quality of life are greatly enhanced.

Based on current needs assessments, Extension’s program efforts will focus on public involvement in community issues, community economic development, and job-seeking skills. Youth programming will focus on reducing risk-taking behaviors while increasing decision-making skills. Traditional subject-matter programs will be offered in areas of interest to residents, and efforts will be made to increase participation in traditional 4-H programs.

Executive Summary

Written survey forms were sent to all active P. O. Box holders (3000) and mail delivery locations (2156) in Mesquite, and Bunkerville (288) in December 1998. This included business as well as residential boxes. The majority of the 206 usable responses came back in December with a few returned in January and February. The survey addressed community issues, youth issues, community services, recreation facilities, information needs, information delivery, and demographics. This publication contains a summary and a report of respondents’ answers by percentages to each of the questions asked. Further analysis of data collected will be printed in other formats.

Community Issues

Respondents were asked to indicate whether specific issues were a problem to them or their family. Issues that were of concern to 75% (small + major problem) or more of respondents include:

- Status of medical care
- Lack of good-paying jobs
- Overpriced goods and services
- Job training opportunities
- Growth management
- Impact of government policy on public land use
- Number of activities for families

Youth Issues

Over 75% of respondents expressed that these issues were either a small or major problem for youth in the community:

- Paying for education after high school
- Lack of values/respect for others
- Peer pressure to use drugs/alcohol
- Deciding what to do after high school
- Drug abuse
- Gangs in the community
- Peer pressure for sexual activity
- Tobacco use
- Alcohol abuse
- Friends using drugs/alcohol
- Pregnancy prevention
- Having satisfying/enjoyable work
- The quality of education
- Eating the right foods
- Preventing HIV-AIDS
- Family having trouble paying bills
- Abuse
- Family using drugs/alcohol
- Harassment from peers (bullying, teasing, etc.)
- Making decisions
- Living up to parents' expectation
- Personal safety in the community

Community Services

Over 50% of respondents identified these community services as not being adequate:

- Emergency health facilities
- Medical specialties
- Variety of retail stores
- Homeless services
- Job training opportunities
- Low income housing

Recreation

Over 75% of respondents expressed that for future planning these recreational options were either somewhat or very important:

- Walking trails
- Recreational trails along the river
- Covered swimming pool
- Open green areas in parks
- Covered picnic areas
- Bike trails

Information – Classes/Workshops

Respondents were asked if they would like to attend a class or receive printed information on a number of topics under general subject headings. The three topics with the most interest in each subject were:

Agriculture

Wildlife habitat
Noxious weeds
Pesticide application

Economic Development

Community development planning
Community economic analysis
Home based business

Community Involvement

Making a difference in your community
Communication with government officials
How local government works

Family Life

Building self-esteem
Planning for children's college
How to talk to teenagers about drugs/alcohol

Health and Nutrition

Loosing weight
Eating a balanced diet
Stretching your food dollar

Horticulture

Desert Landscaping
Trees and shrubs
Home Landscape design

Resource Management

Advance directives (living trust &
durable power of attorney)
Wills/estate planning
Lowering utility bills

Youth Activities

How to start a business
Social etiquette
After-school programs

Information Delivery

Respondents ranked the usefulness of methods for receiving educational information. Those ranked 75% and above were:

- Written publications
- Newspaper
- Newsletter
- Computer programs/information
- TV (in general)
- Public access television

Seventy nine percent preferred to attend classes at night, with Tuesday, Wednesday and Thursday being the best nights.

Demographics

Almost 60% of the respondents were women. Seventy nine percent had training past high school. Over 70% of the respondents were married and approximately one-third had children in the home. Over 70% had lived in the area five years or less and over 12% had lived here more than 20 years. Almost 23% of the respondents were over 65 years old, while the largest age group (46.9%) were 46-65. Almost 93% of the respondents were white. Fifteen percent of respondent families' annual household incomes fell below \$20,000, with 21.5% of families reporting over \$50,000 income.

Respondents' Answers to Survey Questions

Community Issues

Below are some issues that many communities face. Please mark whether this is a problem for you and/or your family. Issues are listed by rank order of respondents' identification of major problems.

	No Problem	Small Problem	Major Problem
Status of medical care	5.5%	17.1%	77.3%
Lack of good-paying jobs	19.8%	25.1%	55.1%
Overpriced goods and services	11.1%	39.3%	49.1%
Job training opportunities	21.7%	34.8%	43.5%
Inadequate preparation of youth for the world of work...25.2%	25.2%	33.3%	41.5%
Growth management	22.6%	38.1%	39.3%
Recreational activities for youth 7 th -12 th grades	31.4%	29.6%	39.0%
Access to affordable housing	29.4%	35.6%	35.0%
Impact of government policy on public land use	24.2%	41.0%	34.8%
Number of activities for families	23.0%	44.7%	32.3%
Amount of recreation for adults	25.1%	44.3%	30.5%
Recreational activities for children K-6 th grades	37.7%	32.1%	30.2%
Number of activities for senior citizens	32.9%	40.6%	26.5%
Number of cultural opportunities	29.9%	51.2%	18.9%
Shortage of child care	44.2%	38.3%	17.5%
Declining environmental quality	39.0%	45.5%	15.6%
Community pride and appearance	38.3%	46.3%	15.4%
Fear of crime	25.6%	59.8%	14.6%
Drug abuse	72.5%	13.8%	13.8%
Suicide/depression	64.9%	27.3%	7.8%
Unemployment	53.2%	39.1%	7.7%
Alcohol abuse	77.4%	15.1%	7.5%

Youth Issues

Below are some issues that many youth face. For each one, please indicate how serious you feel the problem is for youth in your community. Issues are listed by rank order of respondent's identification of major problems.

	No Problem	Small Problem	Major Problem
Paying for education after high school	3.5%	35.9%	60.6%
Lack of values/respect for others	10.9%	31.2%	58.0%
Peer pressure to use drugs/alcohol	12.4%	40.9%	46.7%
Deciding what to do after high school	14.6%	41.7%	43.8%
Drug abuse	10.3%	47.9%	41.8%
Gangs in community	8.8%	50.7%	40.5%
Peer pressure for sexual activity	16.8%	43.8%	39.4%
Tobacco use	13.6%	49.3%	37.1%
Alcohol abuse	13.9%	49.3%	36.8%

	No Problem	Small Problem	Major Problem
Friends using drugs/alcohol	16.4%	49.3%	34.3%
Pregnancy prevention	15.6%	50.4%	34.0%
Having satisfying/enjoyable work	13.8%	54.3%	31.9%
The quality of education	17.2%	46.9%	35.9%
Eating the right foods	13.1%	55.5%	31.4%
Preventing HIV-AIDS	15.1%	54.7%	30.2%
Family having trouble paying bills	11.3%	57.7%	31.0%
Abuse	14.1%	56.3%	29.6%
Family using drugs/alcohol	23.2%	49.3%	27.5%
Harassment from peers (bullying, teasing, etc.)	21.3%	54.4%	24.3%
Making decisions	20.0%	58.6%	21.4%
Personal safety in school	26.1%	52.9%	21.0%
Living up to parents' expectation	19.9%	59.6%	20.6%
Getting along with parents/step-parents	30.9%	51.1%	18.0%
Personal safety in the community	24.5%	59.0%	16.5%
Dating concerns	25.0%	58.8%	16.2%
Getting along with classmates	28.5%	62.0%	9.5%

Community Services

Are the following community services addressed adequately in the community? Services are listed by rank order of respondents' identification of not being adequate.

	Very Adequate	Somewhat Adequate	Not Adequate
Emergency health facilities	4.3%	15.0%	80.7%
Medical specialties	6.3%	15.3%	78.5%
Variety of retail stores	6.2%	26.7%	67.1%
Homeless services	3.4%	38.1%	58.5%
Job training opportunities	5.7%	37.7%	56.6%
Low-income housing	4.9%	39.8%	55.3%
Mental health services	6.9%	43.1%	50.0%
Crisis shelter	7.6%	48.3%	44.1%
English as a second language	14.0%	42.1%	43.9%
Domestic counseling	8.3%	52.1%	39.7%
Parenting classes	7.6%	55.1%	37.3%
Drug support groups	6.1%	57.0%	36.8%
Drug/alcohol counseling	7.0%	57.0%	36.0%
Alcohol support group	19.0%	61.2%	19.8%
Fire Protection	35.2%	57.6%	7.2%

Recreation

For future recreational planning how important would each of the following be to you and your family? Recreation options are listed by rank order of respondents' identification of very important.

	Not Important	Somewhat Important	Very Important
Walking trails	10.1%	38.3%	51.7%
Recreational trails along the river	19.3%	38.8%	45.7%
Covered swimming pool	24.3%	34.6%	41.2%
Open green areas in parks	20.6%	42.6%	36.8%
Covered picnic areas	16.5%	48.2%	35.3%
Bike trails	24.5%	43.2%	32.4%
Off-road vehicle trails	56.5%	21.4%	22.1%
Shooting range	47.0%	32.8%	20.1%
Ball fields	48.4%	32.0%	19.5%
Dog park	55.6%	26.3%	18.0%
Tennis courts	51.9%	31.3%	16.8%
Horse trails	63.8%	20.8%	15.4%
Rollerblade park	55.3%	29.5%	15.2%
Public horse arena	67.5%	20.6%	11.9%
Shuffleboard	69.0%	26.2%	4.8%

Information - Classes/Workshops

Nevada Cooperative Extension provides classes and workshops as well as printed information on many topics. Respondents were asked to indicate whether they needed written information or would like to attend a class or workshop on several topics. Topics under each subject area are listed by rank order of respondents' indication of willingness to attend a class:

	Do not need information	Would like only printed information	Would like to attend class/workshop
<u>Agriculture</u>			
Wildlife habitat	58.2%	30.3%	11.5%
Noxious weeds	58.8%	34.5%	6.7%
Pesticide application	63.0%	30.3%	6.7%
Irrigation efficiency	81.0%	14.7%	4.3%
Horses	82.4%	14.3%	3.4%
Cattle	90.5%	6.9%	2.6%
Hay production – Other	93.0%	4.4%	2.6%
Sheep	93.8%	4.4%	1.8%
Rabbits	91.2%	7.0%	1.8%
Hay production – Alfalfa	91.3%	7.0%	1.7%
Poultry	94.9%	4.3%	0.9%
Swine	92.3%	6.8%	0.9%

	<u>Do not need information</u>	<u>Would like only printed information</u>	<u>Would like to attend class/workshop</u>
<u>Economic Development</u>			
Home-based business	41.1%	36.3%	22.6%
Community development planning	34.4%	48.9%	16.8%
Grant writing	55.5%	29.4%	15.1%
Community economic analysis	40.5%	45.2%	14.3%
Targeted industry analysis	57.6%	29.7%	12.7%
Main-street business	55.1%	32.2%	12.7%
Program evaluation	66.1%	28.7%	5.2%
<u>Community Involvement</u>			
Communication with government officials	39.2%	43.1%	17.7%
Making a difference in your community	36.6%	47.0%	16.4%
How local government works	44.4%	42.2%	13.3%
Recruiting and training volunteers	62.7%	24.6%	12.7%
Running/managing a non-profit	63.8%	26.8%	9.4%
Youth mentoring program	56.6%	34.1%	9.3%
Collaborating/networking with other groups	59.7%	31.5%	8.9%
Conflict management techniques	61.1%	30.2%	8.7%
How to make meetings more effective	62.7%	31.0%	6.3%
Consensus-building techniques	71.9%	23.4%	4.7%
<u>Family Life</u>			
Building self-esteem	49.6%	30.4%	20.0%
Anger management	59.8%	25.2%	15.0%
Job-seeking skills	58.5%	30.0%	11.5%
Appropriate discipline	60.0%	28.8%	11.2%
Art activities for small children	65.0%	26.0%	8.9%
How to talk to teenagers about drugs/alcohol	58.4%	33.6%	8.0%
Science activities for small children	70.8%	21.7%	7.5%
Parenting	66.9%	25.8%	7.3%
Workforce preparation	63.7%	29.0%	7.3%
GED (general education development)	74.4%	18.4%	7.2%
How to talk to teenagers about sex	63.2%	29.6%	7.2%
Substance abuse and family concerns	75.0%	18.5%	6.5%
Living with teenagers	68.8%	24.8%	6.4%
Planning for children's college	57.8%	35.9%	6.3%
Caring for a newborn	78.5%	15.7%	5.8%
Family Violence	80.5%	13.8%	5.7%
Developmental activities for small children	67.2%	28.0%	4.8%
Dating violence	78.5%	17.9%	4.1%
<u>Health and Nutrition</u>			
Stress management	42.1%	38.3%	19.5%
Losing weight	29.8%	52.5%	17.7%
Nutrition	39.8%	45.9%	14.3%
Stretching your food dollar	37.9%	49.2%	12.9%
Eating a balanced diet	37.4%	51.1%	11.5%

	<u>Do not need information</u>	<u>Would like only printed information</u>	<u>Would like to attend class/workshop</u>
How to quit smoking	56.9%	33.1%	10.0%
Reducing fat in your diet	37.9%	51.5%	10.6%
Diabetes	54.1%	37.6%	8.3%
Tobacco use prevention	70.5%	21.7%	7.8%
Controlling high blood pressure	47.0%	45.5%	7.6%
Eating disorders	70.5%	22.6%	7.3%
Food safety	60.2%	33.6%	6.3%
Food for young children	65.6%	28.8%	5.6%
Getting more fiber in your diet	48.8%	45.7%	5.5%
HIV-AIDS awareness	69.0%	26.2%	4.8%

Horticulture

Desert landscaping	29.0%	52.4%	18.6%
Home landscape design	33.6%	48.3%	18.2%
Vegetable gardening	47.8%	35.8%	16.4%
Fruit trees	43.9%	40.3%	15.8%
Trees and shrubs	31.7%	56.8%	11.5%
House plants	45.0%	45.0%	9.9%
Composting	60.3%	31.3%	8.4%
Lawn care	51.5%	40.8%	7.7%
Irrigation	62.9%	31.1%	6.1%

Resource Management

Advance directives (living trust & Durable power of attorney)	27.1%	46.5%	26.4%
Wills/estate planning	27.7%	51.4%	20.9%
Investment basics	46.8%	34.0%	19.1%
Basic money management	42.1%	42.1%	15.8%
Retirement planning	46.4%	39.1%	14.5%
Consumer protection/Small claims court	50.0%	37.1%	12.9%
Home record keeping	50.4%	39.4%	10.2%
Insurance	60.7%	30.0%	9.3%
Credit	60.0%	31.5%	8.5%
Lowering utility bills	39.0%	53.7%	7.4%
Shopping skills	64.4%	30.4%	5.2%

Youth Activities

Social etiquette	64.5%	23.4%	12.1%
How to start a business	62.0%	26.4%	11.6%
Life-skills classes	68.3%	21.1%	10.6%
Camping programs	69.3%	22.0%	8.7%
Community sports programs	70.3%	21.1%	8.6%
4-H clubs	73.4%	18.0%	8.6%
After-school programs	67.4%	24.2%	8.3%
Job skills	70.2%	23.4%	6.5%
Being a volunteer	74.0%	22.0%	3.9%

Information Delivery

For you, how useful is each of the following **methods for receiving educational information**? Percentages listed are a combination of somewhat and very useful.

Written publications	87.7%	Video taped programs	72.8%
Newspaper	85.6%	Public classes/workshops	72.2%
Newsletter	77.4%	Internet	65.8%
Computer programs/information	76.1%	Radio	61.7%
TV (in general)	76.0%	Correspondence course	60.5%
Public access television	75.6%	Information provided at retail stores ...	51.3%
Word of mouth	74.4%		

What **time of day** is it easiest to attend a meeting/class? Percentages listed are a combination of somewhat and very convenient.

Early morning (7:00 a.m.)	32.8%	Afternoon	61.7%
Morning (10:00 a.m.)	56.0%	Evening	78.8%

Which **day of the week** is best for you to attend educational programs?

Sunday	5.4%	Thursday	19.2%
Monday	17.7%	Friday	9.2%
Tuesday	18.5%	Saturday	11.5%
Wednesday	18.5%		

Demographics

Gender

Male	41.3%
Female	58.7%

Education

Less than high school graduation	2.3%
High school graduation or GED	18.7%
Post HS or vocational training	11.1%
Some college	34.5%
College graduate	19.3%
Advanced college degree	14.0%

Marital Status

Single	9.6%
Married	71.9%
Divorced	11.4%
Widowed	7.2%

Number of children living at home

0	66.7%
1	10.1%
2	12.5%
3	3.6%
4 or more	7.1%

How long have you lived in E. Clark Co.

0-5 years	70.7%
6-10 years	10.3%
11-15 years	5.7%
16-20 years	1.1%
Over 20 years	12.1%

Age group

Under 21	0.6%
21-35	12.6%
36-45	17.1%
46-64	46.9%
65 or older	22.9%

Race

White	92.4%
African American	0.0%
Hispanic/Latino	5.9%
Pacific Islander or Asian	0.6%
Native American or Alaskan Native	1.2%

Annual Household Income

Under \$10,000	3.2%
\$10,001 - \$20,000	11.4%
\$20,001 - \$30,000	15.8%
\$30,001 - \$40,000	22.2%
\$40,001 - \$50,000	25.9%
Over \$50,000	21.5%

Community in which you reside

Bunkerville	7.8%
Mesquite	92.2%

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