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# **Community Needs Assessment And Quality of Life Analysis Clark County – 2009**



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## **Introduction**

University of Nevada Cooperative Extension is the outreach college of the University of Nevada, Reno that brings Nevada citizens and communities information to solve problems and deal with critical issues. Our mission is “to discover, develop, disseminate, preserve and use knowledge to strengthen the social, economic and environmental well-being of people.” To achieve our mission, Cooperative Extension assesses community needs and, based on those critical needs/issues, develops, implements and evaluates educational programs. This needs assessment has been conducted to assist us in identifying potential education targets and direction for programming efforts.

The last assessment survey conducted in Clark County by Cooperative Extension to determine community-wide needs was done in 1998<sup>1</sup>. Since then, Clark County has seen a huge increase in growth. Population alone has increased by 37.26 percent from 1998 to 2008<sup>2</sup>. Clark County is the nation’s 15<sup>th</sup> largest county with more than 2 million people residing in the county and approximately 39.2 million tourists visiting each year<sup>3</sup>.

It is important for Cooperative Extension to have knowledge of current community needs to plan effective, issue-based programming. By focusing on high priority needs, the ability to affect quality of life is greatly enhanced. Some needs identified in this assessment may not be addressed by education alone. There may be entities other than Cooperative Extension that can better address some of the identified needs, and this assessment can serve as a useful tool in providing support and direction in resolving those needs. The purpose of this assessment was to gather information that can be used to benefit the citizens of Clark County.

## **Needs Assessment Process**

This analysis was compiled from a telephone survey that was developed by Cooperative Extension and conducted by the Cannon Survey Center on behalf of Cooperative Extension<sup>4</sup>. Computer Assisted Telephone Interviewing (CATI) was used as the research methodology. The survey was conducted during the period between Nov. 21, 2008 and Jan. 28, 2009, with the calls being made on various days of the week between the hours of 1:30 p.m. and 8 p.m. Each individual interview lasted between 10 and 22 minutes and a total of 1,210 interviews were completed. Using 2008 figures for Clark County obtained from the Nevada State Demographer, there are approximately 2,180,000 residents living in Clark County<sup>5</sup>. A sample size of 1,210 yields a margin of error of +/- 2.8 percent at the 95 percent confidence level.

In order to obtain a representative sample of the area, numbers were purchased from Survey Sampling, Inc. (SSI). SSI has been providing scientific samples for

research since 1977. A list of 14,104 numbers was obtained from SSI that included both listed and unlisted working numbers in Clark County.

Random-digit-dialing (RDD) techniques were used to select respondent households with information developed using the most current telephone exchange data available. The sampling service maintains a database of “working blocks,” where a “block” is a set of 100 contiguous numbers identified by the first two digits of the last four digits of a telephone number. For example, in the telephone number 346-7300, “73” is the block. After the blocks were verified to contain residential phone numbers, phone numbers were randomly generated from each block. This procedure allowed the inclusion of unlisted numbers and any newly listed numbers that have not been included in the most recently published telephone directories.

The interviewers made up to seven attempts on each number. These attempts were made at different times of the day and different days of the week. In addition, all respondents were given the opportunity to complete the survey at another time. Research<sup>6</sup> has shown that offering respondents the opportunity to schedule a pre-planned telephone interview at a later point in time can greatly increase cooperation and willingness to participate in the study.

In order to include the responses of non-English speaking respondents, the survey instrument was translated into Spanish. Of the 1,210 interviews completed, 8 percent were completed in Spanish.

## **Executive Summary**

The needs assessment focused on six major areas:

- Issues affecting respondent and/or family
- Issues of importance to the people of Clark County
- Issues affecting the youth of Clark County
- Sources for information
- Issues of importance to small towns in Clark County
- Preferred method of receiving information

### **Issues affecting respondent and/or family**

Respondents were read a list of 19 items and asked how they affected “you and/or your family.” They were told to use a scale of “no problem,” “small problem,” “somewhat a problem” or “major problem.” For all 19 items, slightly more than 25 percent of respondents indicated that the item was a “major problem.” Conversely, slightly more than 40 percent of respondents replied that each of the 19 items was “no problem.” *Having an adequate water supply* produced the highest percentage (29 percent) for a “major problem.” The greatest response for “no problem” was for *quality of family life* (46 percent). There were specific demographic variables that influenced how respondents

answered issues affecting them and/or family. These demographic variables were income, education, race and language.

### Issues of importance to the people of Clark County

Respondents were read a list of 29 items and asked how important they were to “the people of Clark County.” They were told to use a scale of “not important,” “low importance,” “somewhat important,” or “high importance.” For all 29 items, more than half of the respondents indicated that the issue was of “high importance.” Alternatively, for each of the 29 items, only between 3-6 percent of respondents suggested that the subject was “not important.” *Drug and alcohol abuse* received the highest response percentage (67 percent) for “high importance.” The highest percentage (6 percent) producing a result of “not important” was shared between *health insurance*, *efficient local government*, *loans for small businesses* and *parks and trails*. Demographic variables which influenced the respondents’ answers regarding issues of importance to the people of Clark County were income, education, age, gender, language and race/ethnicity.

### Issues affecting the youth of Clark County

Respondents were read a list of 22 items and asked to indicate whether the item was a “problem for the youth of Clark County.” They were asked to use a scale of “no problem,” “small problem,” “somewhat a problem” or “major problem.” *Poor body image* produced the highest percentage (59 percent) for “major problem.” The greatest response for “no problem” was *availability of local part-time jobs* and *lack of parental guidance* (10 percent). Education, income, race, gender and language were the demographic variables that influenced respondents’ answers regarding issues affecting the youth in Clark County.

### Sources for information

Respondents were asked how often they would use a list of sources for information on **children, youth and families, health and nutrition and gardening, water, and environment**. The sources given were: *friend/relative*, *minister*, *physician/health department*, *internet/library*, *university/community college*, *Cooperative Extension* and *government or county agency*. Respondents were asked to use a scale of “never,” “sometimes,” “frequently” and “always.” For information on **children, youth, and families**, the *internet/library* (32 percent) was the most common source that respondents would “always” use. Similarly, the *internet/library* (30 percent) was also the source the respondents “always” used for **gardening, water and environment**. Not surprisingly, the source “always” used by respondents for **health and nutrition** was *physician/health department* (32 percent). Detailed information on the ranking of the University of Nevada Cooperative Extension is available in the “Survey Results” section.

## Issues of importance to small towns in Clark County

Respondents from small towns in Clark County were asked three additional questions in the survey. Four percent of the total sample were residing in small towns. Areas of Clark County classified as small towns included Boulder City, Laughlin and Northeast Clark County (Logandale, Overton, Moapa and Bunkerville). In regard to *maintaining a small town feeling*, the majority of respondents indicated that this was of “high importance.” Responses were split between “not important” and “highly important” on the issue of *small acreage farming*. Finally, respondents would occasionally report *invasive weeds* as a “major problem,” though the issue would sporadically be categorized as “not important.”

## Preferred method of receiving information

Respondents were asked to select from a list how they would prefer to receive information. The list included: website/internet/e-mail, printed materials, television, computer software, seminars/workshops/classes, radio and “how to” videos/CDs. Respondents could select as many options from the list as they liked. The majority of respondents (65 percent) preferred to receive information via a website/internet/e-mail. More than half of respondents preferred to receive information by means of printed materials (57 percent) and television (53 percent).

## **Survey Results**

### Issues affecting respondent and/or family

Respondents were read a list of 19 items and asked how they affect “you and/or your family.” They were told to use a scale of “no problem,” “small problem,” “somewhat a problem” or “major problem.” There was not a lot of variance in the data. For each of the 19 items, slightly more than a quarter indicated that the item was a “major problem” for them. Using population estimates for Clark County<sup>5</sup>, the population is approximately 2,180,000. Because this data was collected using RDD methodology, the results of the survey were generalizable at +/- 2.82. That means that for each of the items, between 480,000 and 570,000 individuals or families in Clark County had the items as a major problem. On the other end, slightly more than 40 percent indicated that the items were “no problem” for them or their families. The following table shows the responses for all of the items (Table 1).

**Table 1: Issues Affecting Respondent and Family**

Item	No Problem	Small/Somewhat a Problem	Major Problem
Crime*	44 %	22 %	26 %
Access to medical care	42 %	<b>32 %</b>	26 %
Affordable housing*	44 %	22 %	26 %
Employment	43 %	29 %	28 %
Activities for kids/families	43 %	29 %	28 %
Not enough money to live on	44 %	30 %	26 %
Environmental quality	42 %	30 %	28 %
Chronic disease	43 %	30 %	27 %
Preparing youth for working world	43 %	31 %	26 %
Quality of family life	<b>46 %</b>	29 %	25 %
High cost of goods & services	42 %	31 %	27 %
Having an adequate water supply	42 %	29 %	<b>29 %</b>
Quality of child care	44 %	29 %	27 %
Children ready to start kindergarten	45 %	27 %	28 %
Having quality schools	44 %	30 %	26 %
Services for senior citizens	44 %	29 %	27 %
Health insurance	45 %	28 %	27 %
Cultural activities	44 %	29 %	27 %
Family emergency preparedness	44 %	30 %	26 %

\* Percentages may not add up to 100% due to some respondents not responding  
Highest in each category bolded

As the table above shows, when looking at the answers for all respondents there is not a lot of variance. The item with the highest percentage of respondents who said it was a “major problem” for them and their families was *having an adequate water supply* (29 percent). However, the variance between all of the items among those who said it was a “major problem” is only three percentage points. All items ranged between 26 percent and 29 percent.

Conversely, the item that most respondents indicated was “not a problem” for them or their families was *quality of family life* (46 percent). The variance between items on the positive side was four points. All items ranged between 42 percent and 46 percent.

When looking at the data by the demographic variables, there were some significant differences based on the level of income of the respondent, the level of education of the respondent, the race/ethnicity and the language of the respondents who completed the survey. Age, gender, the length of time that the respondent has resided in the area or the presence of children under the age of 18 did not produce any statistically significant differences with these variables.

1. **Income and issues affecting respondent and/or family** – Thirteen of the 19 items were statistically significant related to income level:
  - *crime*
  - *access to medical care*

- *affordable housing*
- *not enough money to live on*
- *environmental quality*
- *chronic disease*
- *preparing youth for the working world*
- *having an adequate water supply*
- *quality of child care*
- *children ready to start kindergarten*
- *quality schools*
- *health insurance*
- *cultural activities*

For all 13 items, respondents from a lower income were more likely to indicate that the item was a “major problem” and respondents from a higher income were more likely to state that each of the items was “no problem.” But for *crime*, *health insurance*, *cultural activities* and *not enough money to live on*, the most common response from respondents across all levels of income was “no problem.”

**2. Education and issues affecting respondent and/or family** - Of the 19 items, seven were statistically significant related to highest level of education achieved:

- *access to medical care*
- *activities for kids/families*
- *not enough money to live on*
- *preparing youth for the working world*
- *having an adequate water supply*
- *quality of childcare*
- *services for senior citizens*

For all seven items, respondents with a lower level of education were more likely to respond as a “major problem,” while respondents with a higher level of education generally indicated the items were “no problem.”

**3. Race/ethnicity and issues affecting respondent and/or family** - Thirteen of the 19 items were statistically significant related to race/ethnicity:

- *crime*
- *affordable housing*
- *employment*
- *activities for kids/families*
- *not enough money to live on*
- *environmental quality*
- *preparing youth for the working world*
- *quality of family life*
- *high cost of goods and services*

- *having an adequate water supply*
- *quality of childcare*
- *services for senior citizens*
- *health insurance*

Due to small sample, only data for White/Caucasian, Black/African American and Hispanic are presented. White/Caucasian respondents indicated that each of the items was “no problem,” with the exception of *preparing youth for the working world*, to which these respondents generally answered that this was a “major problem.” The Black/African American and Hispanic respondents displayed much more disparity in their responses. These respondents would rarely indicate that an item was overwhelmingly “no problem” or a “major problem.” Rather, responses were generally split between “no problem” and “major problem,” with one response typically being slightly more common than the other.

4. **Language and issues affecting respondent and/or family** - In order to maximize the overall response rate of this survey, the assessment was administered in both English and Spanish. Eleven of the 19 items were statistically significant related to language:

- *crime*
- *access to medical care*
- *affordable housing*
- *activities for kids/families*
- *preparing youth for the working world*
- *quality of family life*
- *adequate water supply*
- *quality of childcare*
- *health insurance*
- *cultural activities*
- *family emergency preparedness*

English-speaking respondents indicated that, in general, all 11 items were “no problem.” On the other hand, Spanish-speaking respondents showed more variance in their responses. For Spanish-speakers, six of the items - *crime*, *activities for kids/families*, *preparing youth for the working world*, *quality of family life*, *adequate water supply* and *quality child care* - were typically a “major problem.” The remaining items were often split between “no problem” and “major problem,” with the item considered as a “major problem” being slightly more common.

### **Issues of importance to the people of Clark County**

Respondents were read a list of 29 items and asked how important they are to “the people of Clark County.” They were told to use a scale of “not important,” “low importance,” “somewhat important” or high importance.” There was not a lot

of variance in the data until the data was segregated by the demographic groups. For each of the 29 items more than half of the respondents indicated that the item was an important issue for the people of Clark County. Using the population projections for Clark County<sup>5</sup>, the population for Clark County is approximately 2,180,000. Because this data was collected using RDD methodology, the results of the survey were generalizable at +/- 2.82. That means that for each of the items in this series between 1 million and 1.5 million individuals or families in Clark County believe that these issues are very important to the people of Clark County. On the other end, only between 3 percent and 6 percent of respondents thought that the items in this section of the survey were of low importance to the people of Clark County. The following table shows the responses for all of the items (Table 2).

**Table 2: Level of Significance of Various Variables among Clark County Residents**

Item	No Importance	Low/Somewhat Importance	High Importance
Affordable health insurance	<b>6 %</b>	41 %	53 %
Efficient local government	<b>6 %</b>	39 %	55 %
Public facilities	5 %	39 %	56 %
Loans for small business	<b>6 %</b>	35 %	59 %
Local vocational training	5 %	38 %	57 %
Promotion of tourism	5 %	39 %	56 %
Public involvement in growth planning	4 %	41 %	55 %
Parks and trails	<b>6 %</b>	40 %	54 %
Public transportation	5 %	39 %	56 %
Increased service choices	5 %	<b>42 %</b>	53 %
Water quality	3 %	32 %	65 %
Water quantity	4 %	30 %	66 %
Conserving water in the desert	4 %	31 %	65 %
Drug or alcohol abuse	3 %	30 %	<b>67 %</b>
Child abuse	3 %	32 %	65 %
Domestic abuse	4 %	32 %	64 %
Adult suicide prevention	4 %	33 %	63 %
Homeless shelters	3 %	33 %	64 %
Services for single parents	4 %	32 %	64 %
Services for senior citizens	4 %	34 %	62 %
Fire/police service	4 %	36 %	60 %
Flash flood control	4 %	37 %	59 %
Emergency response for disaster	3 %	37 %	60 %
Community recycling program	4 %	36 %	60 %
Domestic violence support service	4 %	39 %	57 %
Improved roads & traffic related infrastructure	3 %	39 %	58 %
Dust control	4 %	39 %	57 %
Solid waste management	4 %	38 %	58 %
Quality K through 12 education	3 %	37 %	60 %
<b>Highest in each category bolded</b>			

As the table above indicates, the answers for all respondents do not have a lot of variance. The item with the highest percentage of respondents who said the item was of “high importance” to the people of Clark County was *drug or alcohol abuse* (67 percent). The variance between all of the items among those who said they were of “high importance” to the people of Clark County was 14 percentage points. All items range between 53 percent and 67 percent.

The data shows that all of the items were considered to be important to the people of Clark County. The scores for “no importance” were very low and between 30 and 40 percent gravitated towards the middle by selecting “low/somewhat important.”

When looking at the data by the demographic variables there were some significant differences based on the level of income of the respondent, the level of education of the respondent, age, gender, language spoken and race/ethnicity.

**1. Income and issues of importance to the people of Clark County -**

Eight of the 29 items were statistically significant related to income level. Six of the items - *child abuse, adult suicide prevention, services for single parents, services for senior citizens, fire/police services* and *quality K-12 education* - were ranked as being of “high importance” by all income levels. However, as the income level rises, the percentage of respondents answering “high importance” decreased and the proportion of respondents indicating only “somewhat important” increased. The remaining items, *dust control* and *solid waste management*, are categorized as “high importance” by all income levels, excluding the highest income level which generally classified the items as “somewhat important.”

**2. Education and issues of importance to the people of Clark County -** Of the 29 items, 20 were statistically significant related to highest level of education achieved:

- *increased service choices*
- *water quality*
- *water quantity*
- *conserving water in the desert*
- *drug or alcohol abuse*
- *child abuse, domestic abuse*
- *adult suicide prevention*
- *homeless shelters*
- *services for single parents*
- *services for senior citizens*
- *fire/police service*
- *flash flood control*
- *emergency response for disaster*
- *community recycling*
- *domestic violence support service*

- *improved roads and traffic infrastructure*
- *dust control*
- *solid waste management*
- *quality K – 12 education*

For three of the items, *increased service solutions*, *dust control* and *solid waste management*, there was a clear split in the data. Respondents with less than a high school education through some college indicated that the items were of “high importance.” Those respondents with a college or post graduate degree had a split response between “high importance” and “somewhat important.” *Domestic violence support service* was the only item in which all of the education levels, excluding college graduates, categorized the item as one of “high importance.” The responses by college graduates were split between “high importance” and “somewhat important.” The remaining 16 items displayed a similar trend. All education levels classified the items as being of “high importance.” As level of education rose, the percentage of respondents indicating the issue was of “high importance” decreased, but the proportion of responses for “somewhat important” increased. These responses occasionally balanced at the highest education level.

3. **Age and issues of importance to the people of Clark County** - Two of the 29 items, *loans for small business* and *solid waste management*, were statistically significant related to age. *Loans for small business* was categorized, by all age groups, as an issue of “high importance.” The oldest age cluster (older than 78) responded with the highest percentage (69 percent) for “high importance,” as well as the greatest proportion (12 percent) for “not important.” All age categories, with the exception of 59-68, classified *solid waste management* as an issue of “high importance.” Respondents in the 59-68 age group were slightly more likely to rank the issue as “somewhat important.”

4. **Gender and issues of importance to the people of Clark County** - Four of the 29 items were statistically significant related to gender: *water quality*, *drug or alcohol abuse*, *child abuse* and *domestic abuse*. All four items were categorized as being of “high importance” by both males and females. The percent of females responding that an issue was of “high importance” was greater than males for all items. For *drug and alcohol abuse*, as well as *child abuse*, females were only slightly more likely than males to respond with “high importance.” On the issues of *water quality* and *domestic abuse*, there was a somewhat greater disparity between the responses of males and females. Females were more likely to respond with “high importance” than males.

5. **Language and issues of importance to the people of Clark County** - Of the 29 items, 28 were statistically significant related to language (only *water quality* was not statistically significant). For all 28 items, the percentage of Spanish-speaking respondents indicating the issue was of “high importance” was greater than that of English-speaking respondents. The items displaying the greatest disparity between English-speaking and Spanish-speaking respondents were *fire and police services*, *solid waste management* and *community recycling*. Three to six of English-speaking respondents indicated that each of the items was “not important.” For 14 of the 27 items, none (0 percent) of the Spanish-speaking respondents indicated that the items were “not important.” Those items were:

- *public facilities*
- *local vocational training*
- *public or citizen involvement in growth planning*
- *parks and trails*
- *public transportation system*
- *water quality*
- *child abuse*
- *adult suicide prevention*
- *fire and police services*
- *emergency response for disaster*
- *domestic violence support service*
- *improved roads and traffic related infrastructure*
- *dust control*
- *solid waste management*

6. **Race/ethnicity and issues of importance to the people of Clark County** - Twenty-five of the 29 items were statistically significant related to race/ethnicity (the four that were not statistically significant were *affordable health insurance*, *local vocational training*, *parks and trails* and *conserving water in the desert*). Again, due to small sample size, only data on White/Caucasian, Black/African American and Hispanic respondents is presented. For each of the items, White/Caucasian respondents indicated a smaller percentage than Black/African American and Hispanic respondents when categorizing issues as “high importance.” The largest variance between groups was found in four items: *fire and police services*, *solid waste management*, *quality K-12 education* and *dust control*. The largest disparity was between White/Caucasian respondents and Hispanic respondents. When considering the disparity between White/Caucasian and Black/African American respondents, the items with the greatest variance were *services for senior citizens* and *efficient local government*. Black/African American respondents were more likely to respond that the issue was of “high importance” than White/Caucasian.

## Issues affecting the youth of Clark County

Respondents were read a list of 22 items and asked, in their opinion, whether the item was a problem for the youth of Clark County. They were asked to use a scale of “no problem,” “small problem,” “somewhat a problem” or “major problem.” For each of the 22 items about half of the respondents indicated that the item was a major problem for the youth of Clark County. On the other end, only 10 percent indicated that the items were “no problem” for the youth of Clark County. The following table shows the responses for all of the items (Table 3).

**Table 3: Various Issues Affecting the Youth of Clark County**

Item	No Problem	Small/Somewhat a Problem	Major Problem
After/ out of school programs	7 %	37 %	56 %
Job skills training/preparedness	6 %	36 %	58 %
Ability to use money wisely	6 %	38 %	56 %
Teenage pregnancy & teen parenting	7 %	<b>47 %</b>	55 %
HIV/AIDS	6 %	38 %	56 %
Childhood obesity	6 %	37 %	57 %
Poor body image	5 %	36 %	<b>59 %</b>
Peer pressure to be sexually active*	6 %	35 %	58 %
Driving under the influence	8 %	34 %	58 %
Drug & alcohol use	8 %	34 %	58 %
Gangs & gang violence	8 %	34 %	58 %
Youth suicide	6 %	36 %	58 %
Bullying & teasing others	9 %	43 %	48 %
Physical, sexual or emotional abuse in the family	9 %	40 %	51 %
Participation in crime or vandalism	9 %	41 %	50 %
Having finances to continue education	8 %	42 %	50 %
Parental support to continue education*	9 %	40 %	50 %
Local access to community college	8 %	43 %	49 %
Lack of appropriate adult role models	9 %	41 %	50 %
Availability of local part-time jobs	<b>10 %</b>	39 %	51 %
Personal safety at school	9 %	43 %	48 %
Lack of parental guidance	<b>10 %</b>	42 %	48 %
* Percentages may not add up to 100% due to some respondents not responding Highest in each category bolded			

As the table above shows, when looking at the answers for all respondents there was not a lot of variance. The item with the highest percentage of respondents who said it was a “major problem” for the youth of Clark County was *poor body image* (59 percent). However, for several of the items, 58 percent indicated that

the item was a “major problem” for the youth of Clark County. Those items were *job skills training/preparedness, peer pressure to be sexually active, driving under the influence, drug or alcohol use, gangs and gang violence and youth suicide*. The variance between all of the items among those who said they are a “major problem” for the youth of Clark County was 11 percentage points. All items ranged between 48 and 59 percent. The “major problem” percentages were higher in this section than in other sections of the survey.

When looking at the data by the demographic variables there were some significant differences based on the level of education of the respondent, the income level of the respondent, ethnicity of the respondent, gender and the language spoken in the home. None of the items were statistically related to the age of the respondent.

**1. Education and issues affecting the youth of Clark County** - Fourteen of the 22 items in this section of the survey were statistically significant related to highest level of education achieved:

- *teenage pregnancy and teen parenting*
- *HIV/AIDS*
- *peer pressure to be sexually active*
- *driving under the influence*
- *gangs and gang violence*
- *youth suicide*
- *bullying and teasing others*
- *physical, sexual or emotional abuse in the family*
- *having the finances to continue education*
- *parental support to continue education*
- *local access to community college*
- *availability of local part-time jobs for teens*
- *personal safety at school*
- *lack of parental guidance*

A data pattern was evident for most of the items and the responses typically fell into three clusters: (1) less than a high school degree, (2) respondents who have graduated from high school and have some college, and (3) college graduates and those with a graduate degree or some graduate work. Respondents with less than a high school education indicated the highest percentage of “major problem” responses for all items. The issues with the greatest variance (25 percentage points) between educational levels were *personal safety at school* (62% < high school degree, 37% college graduate) and *lack of parental guidance* (61% < high school degree, 36% college graduate).

2. **Income and issues affecting the youth of Clark County** - Of the 22 items, 17 were statistically significant related to income level:

- *After/out of school programs*
- *job skills training/preparedness*
- *ability to use money wisely*
- *teenage pregnancy and teen parenting*
- *HIV/AIDS*
- *peer pressure to be sexually active*
- *gangs and gang violence*
- *bullying and teasing other youth*
- *physical, sexual or emotional abuse in the family*
- *participation in crime and/or vandalism*
- *having finances to continue education*
- *parental support to continue education*
- *local access to community college*
- *lack of appropriate adult role models*
- *availability of local part-time jobs for teens*
- *personal safety at school*
- *lack of parental guidance*

For most of the items, the data divided at an income in excess of \$50,000. The data ranged from 29 to 76 percent for respondents across all income levels, indicating that an issue was a “major problem.” Conversely, responses for items being classified as “no problem” varied from 4 to 17 percent. For some items, the responses for those who made in excess of \$100,000 annually were distinctive. Likewise, some issues, such as *having the finances to continue education*, were undoubtedly influenced by income.

3. **Language and issues affecting the youth of Clark County** - Nineteen of the 22 items were statistically significant related to language (the three items that were not related were: *after/out of school programs*, *job skills training/preparedness* and *ability to use money wisely*). Among Spanish-speakers identifying an issue as a “major problem,” there was a variance of 13 percentage points. Similarly, among English-speaking participants, the variance was 12 percentage points for those respondents classifying items as a “major problem.” Both English- and Spanish- speaking respondents distinguished *poor body image* as the highest ranked “major problem.” *Parental support to continue education* was rated equally as high by Spanish-speaking respondents. While the variance within groups was minor, the range of responses between English- and Spanish-speaking respondents was vast. For each of the items, between 6 -10 percent of English-speakers and 1 - 9 percent of Spanish-speakers indicated that the issue was “no problem.”

4. **Gender and issues affecting the youth of Clark County** - Of the 22 items in this section of the survey, 12 were statistically significant related to gender:

- *after/out of school programs*
- *job skills training/preparedness*
- *ability to use money wisely*
- *teenage pregnancy and teen parenting*
- *peer pressure to be sexually active*
- *use of drugs and alcohol*
- *gangs and gang violence*
- *bullying and teasing of others*
- *parental support to continue education*
- *local access to community college*
- *lack of appropriate adult role models*
- *availability of part-time jobs for teens*

The percentage of males who categorized issues as a “major problem” was generally lower than the percentage of females indicating the same. The lowest frequency of males reporting that an issue was a “major problem” was for *gangs and gang violence* (43 percent). Fifty-five percent, the highest incidence for males, indicated that *use of drugs and alcohol* was a “major problem.” Alternatively, *bullying and teasing others* (52 percent) was the lowest occurrence of females reporting an issue as a “major problem.” Furthermore, 63 percent of females reported *that job skills training and preparedness* and *peer pressure to be sexually active* were “major problems.” These two issues had the highest prevalence for female respondents.

5. **Race/ethnicity and issues affecting the youth of Clark County** - Sixteen of the 22 items were statistically significant related to race/ethnicity:

- *teen pregnancy and teen parenting*
- *HIV/AIDS*
- *poor body image*
- *peer pressure to be sexually active*
- *driving under the influence*
- *use of drugs and alcohol*
- *gangs and gang violence*
- *bully and teasing of others*
- *physical, sexual or emotional abuse in the family*
- *participation in crime and/or vandalism*
- *having finances to continue education*
- *parental support to continue education*
- *local access to community college*
- *availability of local part-time jobs for teens*

- *personal safety at school*
- *lack of parental guidance*

The variance among the items classified as a “major problem” and race/ethnicity was 35 percentage points. In general, Hispanic respondents reported issues as a major problem at a higher prevalence than White/Caucasian and Black/African American respondents. Both White/Caucasian (55 percent) and Hispanic (78 percent) respondents indicated *poor body image* as the greatest incidence of a “major problem” for the youth of Clark County. Black/African American respondents reported *driving under the influence* (76 percent) as the highest response rate for a “major problem.”

### Sources for information

Respondents were asked how often they would use a list of seven sources to obtain information about **children youth and families, health and nutrition and gardening, water, and the environment**. They were asked if they used the source “never,” “sometimes,” “frequently” or “always.” The sources were: *friend/relative, minister, physician/health department, internet/library, university/community college, Cooperative Extension or government or county agency*. The tables below show the results for each in rank order (Table 4, 5, and 6).

**Table 4: Different Sources when looking for Information on Children, Youth and Families**

Rank	Item	Always	Frequently	Sometimes	Never
1	Internet library	32 %	30 %	23 %	15 %
2	Friend/Relative	29 %	23 %	31 %	17 %
3	Physician/Health Department	14 %	21 %	43 %	22 %
4	Minister	13 %	14 %	30 %	43 %
5	University/Community College	9 %	16 %	34 %	42 %
6	Government/County Agency	8 %	13 %	40 %	38 %
7	Cooperative Extension	5 %	10 %	31 %	54 %

The source that about a third (32 percent) of the respondents used when looking for information about children, youth and families was the Internet. This was followed closely (29 percent) by *friend/relative* as a source. The third source for information on children youth and families was *physician/health department* (14 percent). However, the percent that went to a *physician/health department* for information was less than half of those who went to the *internet/library or friend/relative*.

Thirteen percent (13 percent) went to a *minister* for information about **children, youth and families**. The fifth ranked source was *university/community college*. Nine percent went there for such information. This was followed closely by 8 percent who went to a *government agency*. Finally, 5 percent indicated that they went to *Cooperative Extension* for information about **children, youth and families**.

While *Cooperative Extension* was ranked seventh out of the seven sources, the data indicated that 46 percent of the respondents had gone to *Cooperative Extension* for information about **children, youth and families**. This represents 447 respondents of which 54 “always” went to *Cooperative Extension* for information about **children, youth and families**, 102 “frequently” went to *Cooperative Extension* for such information and 321 “sometimes” went to *Cooperative Extension* for information on **children, youth and families**.

**Table 5: Different Sources when looking for Information on Health and Nutrition**

Rank	Item	Always	Frequently	Sometimes	Never
1	Physician/Health Department	32 %	29 %	30 %	9 %
1	Internet/Library	32 %	31 %	25 %	13 %
3	Friend/Relative	18 %	20 %	40 %	23 %
4	Government/County Agency	7 %	10 %	37 %	47 %
5	University/Community College	6 %	12 %	32 %	51 %
6	Cooperative Extension	4 %	5 %	19 %	72 %
6	Minister	4 %	8 %	26 %	62 %

Not surprisingly, when seeking information about **health and nutrition** most went to a *physician/health department* (32 percent). An equal amount (32 percent) went to the *internet/library* as a source. Eighteen percent went to a *friend/relative*, while 7 percent went to a government agency and 6 percent to a *university or community college* for information about **health and nutrition**. Four percent (4 percent) went to *Cooperative Extension* or a *minister* for such information.

*Cooperative Extension* was tied with *ministers* as the sixth source that respondents went to for information on **health and nutrition**. The data, however, indicated that 38 percent of the respondents had gone to *Cooperative Extension* for information on **health and nutrition**. This represents 402 respondents of which 43 “always” went to *Cooperative Extension* for information, 86 “frequently” went to *Cooperative Extension* for such information and 273 “sometimes” went to *Cooperative Extension* for information on **health and nutrition**.

**Table 6: Different Sources when looking for Information on Gardening, Water & the Environment**

Rank	Item	Always	Frequently	Sometimes	Never
1	Internet/Library	30 %	28 %	27 %	16 %
2	Friend/Relative	12 %	16 %	37 %	35 %
3	Government/County Agency	9 %	13 %	38 %	40 %
4	University/Community College	8 %	12 %	32 %	48 %
5	Cooperative Extension	7 %	11 %	28 %	54 %
6	Physician/Health Department	4 %	5 %	23 %	68 %
7	Minister	1 %	2 %	9 %	88 %

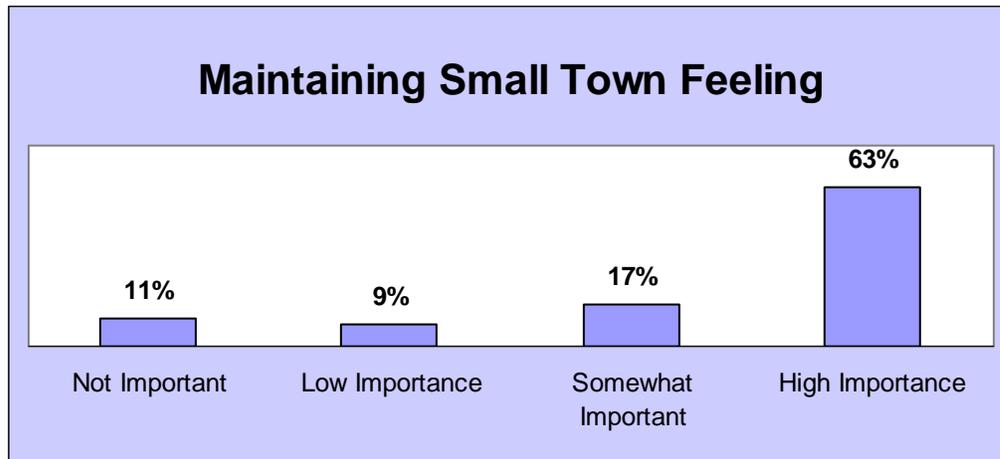
The source that most respondents went to when looking for information on **gardening, water and the environment** was the *internet/library*. Thirty percent used the *internet/library* for a source of information. This was followed by 12 percent who went to a *friend/relative* for information. Ranked third (9 percent) as a source was *government/county agency*. This is followed closely by 8 percent who went to a *university/community college* and 7 percent who went to *Cooperative Extension* for such information. The last ranked sources for information on **gardening, water, and the environment** were *physician/health department* (4 percent) and *minister* (1 percent).

Of the three categories of information (**children, youth and families, health and nutrition, and gardening, water and the environment**) more people went to *Cooperative Extension* for information on **gardening, water and the environment** than for the other information categories. Four hundred and eighty-four respondents (46 percent) indicated that they would go to *Cooperative Extension* for information on **gardening, water and the environment**. Of these, 70 “always” used *Cooperative Extension* for a source for information on **gardening, water and the environment**, 118 “frequently” used *Cooperative Extension* and 296 “sometimes” used *Cooperative Extension* as a source for such information.

**Issues of importance to small towns in Clark County**

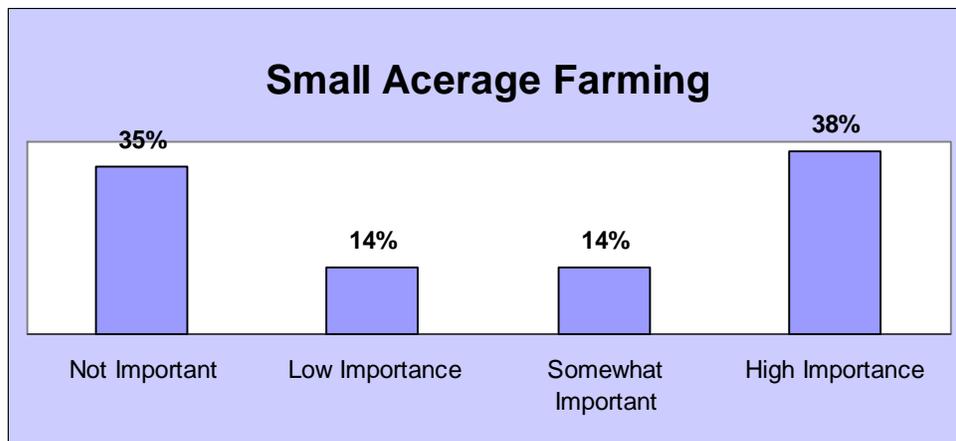
Respondents from Clark County’s small towns were asked three additional questions that were relevant to people who lived in small towns. Approximately 4 percent of the respondents lived in small towns in Clark County. This represents 46 individuals who lived in Boulder City (N = 15), Northeast Clark County which includes Logandale, Overton, Moapa, and Bunkerville (N = 23) and Laughlin (N = 8). These respondents were asked to rate the importance of *maintaining a small town feeling, small acreage farming and invasive weeds*.

### Maintaining small town feeling



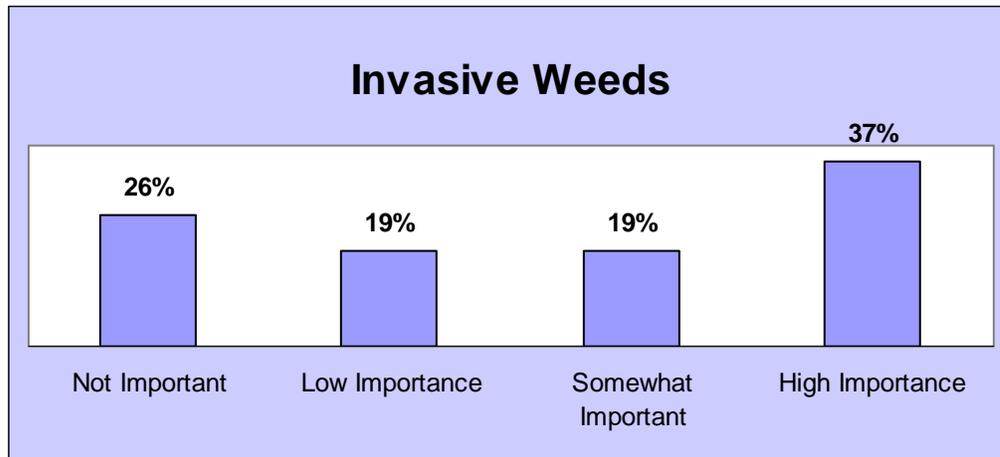
Most (80 percent) thought that *maintaining a small town feeling* was important. Of these, 63 percent thought that *maintaining the small town feeling* was an issue of “high importance” to those living in a small town and 17 percent thought the issue was “somewhat important.” Nine percent thought that *maintaining a small town feeling* was an issue of “low importance” to those living in a small town, while 11 percent did not think that it was at all important.

### Small acreage farming



Respondents of Clark County’s small towns were fairly evenly divided on the issue of small acreage farming. Thirty-eight percent thought that *small acreage farming* was an issue of “high importance,” while 35 percent of the small town residents did not think that the issue was important at all. Fourteen percent also thought that *small acreage farming* was “somewhat important” and an additional 14 percent thought it was of “low importance.”

### ***Invasive weeds***



Thirty-seven percent of the small town respondents thought that *invasive weeds* were an issue of “high importance” to their communities. Nineteen percent thought *invasive weeds* were “somewhat important” and an additional 18 percent thought that *invasive weeds* were an issue of “low importance” to those living in small towns. Twenty-six percent did not think that *invasive weeds* were at all important to those living in small towns.

### **Preferred method of receiving information**

Respondents were asked to select from a list how they prefer to receive information. They could select as many as they liked. Most (65 percent) preferred to receive information via the Internet, Web site or e-mail. This was followed by printed materials such as newsletters or newspaper articles (57 percent) and in third place as television (53 percent). More than half of the respondents preferred to be reached by these three methods (Internet, print, television).

About a third can be reached via computer software or programs (35 percent), seminars, workshops or classes (34 percent) and the radio (32 percent). The lowest rank item was “how to” videos; 26 percent liked to receive information this way. The following table shows the responses for all items (Table 7).

**Table 7: Preferred method of receiving information**

Rank	No Problem	Frequency	percent
1	Website/Internet/Email	789	65 %
2	Printed materials (newspapers, newsletters, etc.)	688	57 %
3	Television	638	53 %
4	Computer software of programs	429	35 %
5	Seminars/Workshops/Classes	407	34 %
6	Radio	390	32 %
7	"How to" videos/CD's	313	26 %

## Demographics

Of the 1,210 interviews completed, the majority of the sample resided in Las Vegas (66 percent). The remaining respondents in the sample were from North Las Vegas (13 percent), Henderson (18 percent), Northeast Clark County (2 percent), Boulder City (1 percent) and Laughlin (0.7 percent). Females made up 59 percent of the sample; 41 percent of the sample were male. The majority of the sample was married (57 percent), followed by single (21 percent). Respondents were required to be at least 18 years of age to participate in the survey. Fifty-nine percent of the sample fell between the ages of 39 and 68. Most of the respondents, 66 percent, did not have children under the age of 18 living in the home. When asked how many years the respondent had lived in Clark County, respondents were most likely (41 percent) to have resided in Clark County for over 15 years. Respondents were equally likely to have lived in Clark County for one to five years (21 percent) and six to 10 years (20 percent). For highest level of education achieved, respondents tended to have some college (31 percent), have graduated from high school (22 percent) or be a college graduate (20 percent). Three income clusters were contained within the range of \$10,000 - \$75,000 annually. Each of these clusters included 21 percent of respondents. These income strata were followed closely by respondents earning in excess of \$100,000 annually (19 percent). The majority of the sample was White/Caucasian (67 percent). Black/African American respondents and Hispanic respondents made up 8 percent and 15 percent of the sample, respectively. The sample size for Asian and Native American was too small to be included in the data set.

## Conclusions and Implications for Cooperative Extension Programming

In accordance to NRS 549.010, Cooperative Extension is mandated to provide programming "pertaining to agriculture, community development, health and nutrition, horticulture, personal and family development and natural resources in the rural and urban communities in the State of Nevada<sup>7</sup>." Currently in Clark County, Cooperative Extension offers more than 80 programs related to these

areas. This assessment was conducted to help Cooperative Extension examine the relevancy of current programming and what areas programming might be added or redirected to better meet residents' needs.

Issues with the highest percentage (28 to 29 percent) of respondents reporting that these issues were major problems that affected them and their families were:

- *Having an adequate water supply*
- *Environmental quality*
- *Employment*
- *Activities for kids/families*
- *Children ready to start kindergarten*

Issues with the highest percentage (65 to 67 percent) of respondents reporting that these issues were of high importance to them were:

- *Drug and alcohol abuse*
- *Water quantity*
- *Water quality*
- *Conserving water in the desert*
- *Child abuse*

Issues with the highest percentage (58 to 59 percent) of respondents reporting that these issues were major problems that affected the youth of Clark County were:

- *Poor body image*
- *Job skills training/preparedness*
- *Peer pressure to be sexually active*
- *Driving under the influence*
- *Drug and alcohol use*
- *Gangs and gang violence*
- *Youth suicide*

As expected, the majority (80 percent) of respondents from small towns in Clark County reported that it was very important to maintain a small town feeling in their communities. Feelings were mixed and fairly evenly divided on the importance of small acreage farming. Invasive weeds were a major problem and concern to slightly over one-third of the respondents. Because this assessment represented only 4 percent of the respondents surveyed, it is suggested that a more comprehensive assessment be done in each small town area to better address needs specific to those areas.

Sixty-five percent of respondents preferred to receive information via Web site/Internet/e-mail. Cooperative Extension should explore creative and

innovative ways to conduct more educational programming utilizing these methods.

This assessment confirmed that our current programming addresses many of the above identified issues. Of the areas identified, Cooperative Extension is conducting programming\*\* in:

- **Water quality, quantity and conservation** – Desert Green (Commercial Water Conservation) Program, Landscape Water & Energy Conservation Program, Master Gardener Program
- **Environmental quality** – Desert Bio-Scape: A Sustainable Urban Environment Program, Finding Value in Waste Program, Nevada Naturalist Program, Woody Biomass Coalition Program
- **Child abuse prevention** - Child Care Training Program, Handle With Care: Shaken Baby Syndrome Program, Recognizing and Reporting Child Abuse Program, RETHINK: Anger Management Tool Kit Program, Roary RETHINK: Anger Management for Child Care Providers Program
- **Helping children get ready for Kindergarten** – Family Storyteller Program, Intergenerational Literacy Program, Learning Together Program, Pre-Kindergarten Standards Program, Fun to Play Program
- **Youth development** – 4-H programs (Health Rocks!, New Faces, New Places), Project S.U.C.C.E.S.S. Program, Operation Military Kids Program, Project Thunder: Teens Taking Charge! Program
- **Job skills training/preparedness** – Career Edge Program, Making a Job Program
- **Body image** – All 4 Kids Program, COPIN (Childhood Overweight Prevention in Nevada) Program, Healthy Steps to Freedom Program

In addition, Cooperative Extension collaborates with other entities and facilitates processes that assist other agencies in addressing some of the issues. Finally, based on this assessment, we have identified areas such as adolescent health promotion, alternative energy and workforce readiness/preparedness that we can develop or expand programming to be responsive to and improve the quality of life for the residents of Clark County.

\*\*More information on these programs and other programming can be found at [www.unce.unr.edu/programs/](http://www.unce.unr.edu/programs/)

## References

<sup>1</sup>Greene, Sonya S., Cooperative Extension and the Practical Education Needs of Clark County Citizens, University of Nevada, Las Vegas, May 2001.

<sup>2</sup>Clark County 2008 Population Estimates, [www.accessclarkcounty.com/depts/comprehensive\\_planning/demographics/Documents/2008PlacePopulation.pdf](http://www.accessclarkcounty.com/depts/comprehensive_planning/demographics/Documents/2008PlacePopulation.pdf), August 2009.

<sup>3</sup>About Clark County, [www.accessclarkcounty.com/depts/public\\_communications/pages/About\\_clark\\_county.aspx](http://www.accessclarkcounty.com/depts/public_communications/pages/About_clark_county.aspx), August 2009.

<sup>4</sup>Gallion, Pamela S., The University of Nevada Cooperative Extension Needs Assessment and Quality of Life Survey – Summary of Results, University of Nevada Cooperative Extension, March 2009.

<sup>5</sup>Age, Sex, Race and Hispanic Origin Estimates from 2000 to 2005 and Projections from 2006 to 2026 for Nevada and its counties, The Nevada State Demographer's Office, Jeff Hardcastle.

<sup>6</sup>Best Practices in Public Opinion Research: Improving respondent Cooperation for Telephone Surveys, p. 40-41, 2007.

<sup>7</sup>Nevada Revised Statutes, Chapter 549 – Extension Work in Agriculture, Home Economics and Rural Welfare, 1999.

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