

On Line Needs Assessment Summary November 14, 2003

Demographic Summary

- 154 people complete the survey on line
- 6 people completed the survey in hard copy
- The average age of respondents is 44
- The average age of years living in New Hampshire is 26
- Residents from all ten counties participated in the survey
 - Belknap 5% of respondents
 - Carroll 6% of respondents
 - Cheshire 14% of respondents
 - Coos 6% of respondents
 - Grafton 5% of respondents
 - Hillsborough 15% of respondents
 - Merrimack 7% of respondents
 - Rockingham 15% of respondents
 - Strafford 18% of respondents
 - Sullivan 9% of respondents
- Respondents are 69% female, 30% male and 1% not indicated
- 71% of respondents are users of Extension, 25% have not used Extension and 4% didn't indicate use

What are the needs of NH residents, businesses and organizations and how important are they?

- Themes
 - Economics- affordability, taxation, jobs, health care, housing, child care
 - Land Use & Smart Growth- open lands, population growth
- Areas of the state
 - North country (Coos, Grafton, Carroll) – 1- affordability, 2- broader job base
 - Middle (Cheshire, Sullivan, Belknap, Merrimack)- 1- affordability, 2- broader job base, 3- taxation
 - Southern tier (Strafford, Rockingham, Hillsborough) – 1- affordability, 2- taxation, 3-broader job base, 4- preservation of open lands
- Surprises
 - Hillsborough – preservation of open lands only one vote but population growth and land use planning were high
 - Sullivan- health care is the second highest vote getter
 - Hillsborough – leadership development was second highest vote getter
 - Rockingham – open lands got 33% of the vote
 - Merrimack and Belknap – transportation got 25% of the vote
 - Strafford and Merrimack – decrease in public funding got 1/6 of the vote- not mentioned in other counties

What should Extension do over the next two years and beyond to address these issues?

- Themes
 - Civic Participation – building social capital- linking communities/towns around common issues, involvement in community, leadership development
 - Agriculture – mutual understanding and support between consumers and producers on food and quality of life issues, consumers and producers sustaining each other
 - Economy – research on housing, issues on smart growth and land, promote buying local
 - Environment – desire for promoting planned growth and open space, sustainability
 - Health and Human Services – health education, healthy lifestyles and knowledge of resources for the public
 - Supporting Youth – youth program opportunities beyond school and family in the community, access to opportunities for youth who need it most
- Themes throughout
 - Stewardship
 - Sustainability
 - Leadership development
- Other themes
 - Land use
 - Strafford, Merrimack and Rockingham support community centers
- Caution
 - Extension taking the lead for smart growth is a concern – the office of state planning takes the lead for this currently. We fill in around the edges with conservation and sustainability education.

What are the best ways for Extension to deliver educational programs and information?

- Top methods - workshops, collaborations, web site
- People like interaction workshops, training (hands on) across all categories
- Collaborations are always in the top five preferences
- Less formal forms of teaching are preferred
- As a group, technology/media had a high preference (CDs, videos, web, pictel)—more so than traditional face to face teaching
- Pictel was among the bottom three methods in all categories
- Involving youth was in the top ten across categories
- Some counties placed a strong emphasis on 4-H afterschool

