EXECUTIVE SUMMARY
Community Needs Assessment Overview

Primary goal: obtain information from southern Nevadans as to what they believe are the community’s biggest challenges.

Over 800 residents surveyed:
- 400 representing the general population at large
- 411 percent representing lower-income, higher-service demand households
- Smaller sample of community leaders and stakeholders
Survey Approach in Summary

- **Conditional Assessment** | How do you feel about the economy generally and the quality of life in southern Nevada?

- **Issue Identification and Prioritization** | What do you believe are the community’s biggest challenges? Identify your top three areas of concern.

- **Issue Exploration (Deep Dive)** | For each of your top three areas of concern, please answer additional questions to determine the specific source of that concern (e.g., if K-12 education is an area of concern, the top sources of that concern might include too many students in the classroom or too few programs to prevent dropping out).
Survey Approach and Parameters

**General Approach:** Discovery Nevada surveyed 811 southern Nevada residents, asking them to identify three topic areas of most significant concern to them. For each area of concern, additional in-depth questions on the nature of each topic were further identified.

**Survey Population 1 (General Population):** Approximately 400 respondents were surveyed via telephone representing the population at-large.

**Survey Population 2 (At Risk Respondents):** 411 respondents were intercepted at specific community service entities across the valley. Respondents must have been living in a household in which combined income is at or below 30 percent of the median household income, defined as low-income by HUD.

**Survey Population 3 (Opinion Leaders):** A smaller sample of elected officials, United Way board members, and other community members involved in developing or deploying policy initiatives were also surveyed.

**Timeframe:** July - August 2012

**Confidence Interval:** 95 percent

**Margin of Error:** ±5.0 percent
Community Needs Assessment Summary

While the issues of top concern differed in ranking between the two populations, there is broad consensus among both survey groups regarding:

- Employment / Education
- Public Safety & Crime
- Healthcare
Primary Issues of Concern

General Population

- K-12 Education: 7.9
- Safety & Crime: 8.1
- Employment: 8.2

Next Top Five Concerns
- Healthcare: 7.8
- Higher Education: 7.7
- Support for Disabled: 7.4
- Poverty: 7.3
- Housing: 7.2

At-Risk Population

- Poverty: 8.8
- Employment: 8.8
- Healthcare: 8.9

Next Top Five Concerns
- Safety & Crime: 8.7
- K-12 Education: 8.5
- Homelessness: 8.5
- Hunger: 8.4
- Substance Abuse: 8.4
Primary Issues

1. **Employment / Education**: There are not enough jobs. For those jobs that are available, a significant portion of the population surveyed feels they do not have the right skills to compete for them. For many this is directly correlated to the quality of K-12 education, they were left behind in school; struggling with basic reading and math proficiency.

2. **Public Safety / Crime**: Between 30 to 40 percent of respondents felt that southern Nevada was not a safe place to live. There is increasing concern about general neighborhood safety and increasing levels of child abuse, gang activity, and overall violence.

3. **Healthcare**: Rising costs and limited access; families without health insurance are put at-risk; third tier health care in terms of quality. Even for working families with employer provided health insurance - access, quality and cost are still significant concerns.