



University of Kentucky
College of Agriculture, Food and Environment
Cooperative Extension Service

Dear Community Member,

Thank you for your support and participation in the Kentucky Cooperative Extension Service Community Needs Assessment. The purpose of this assessment is to better serve you through targeted educational programming.

The Kentucky Cooperative Extension Service is the outreach arm of the University of Kentucky College of Agriculture, Food and Environment and Kentucky State University College of Agriculture, Communities and Environment. With offices in all 120 counties of the Commonwealth, Extension provides practical, research-based educational programs and information.

Extension values community input into educational program development and has from its inception more than a century ago. Every four years, each Extension office prepares a plan of work that includes gathering information from community members as well as secondary data to inform the plan.

Our state is changing, and new areas of need are emerging. To standardize our plan of work process, a committee of Extension personnel and community members developed the community needs assessment process to formalize that data gathering portion.

We expected a large response and we were not disappointed. Over 38,000 people completed the survey. More than 500 interviews and focus groups were conducted. We will use this information to develop local plans of work in our counties as well as regional and statewide initiatives to make a positive impact in the lives of Kentuckians.

We look forward to continuing to serve you.

Sincerely,

University of Kentucky Cooperative Extension Service Administration

ASSESSMENT OVERVIEW

In the fall of 2018, the University of Kentucky Cooperative Extension Service began a statewide assessment of community issues and priorities from across the Commonwealth. County Extension offices led the effort by collecting feedback from various county residents, stakeholders, and organizations. Each county collected feedback through surveys, focus groups, and interviews with community stakeholders. The goal of this project was to gain a better understanding of the needs and priorities facing communities in Kentucky. Gathering information from each county allowed both a broad view of state community issues and an opportunity to detail and address issues specific to counties. Utilizing the results, the University of Kentucky and Cooperative Extension Service can align resources and improve services and partnerships in response to the priority needs of each county. This report is a summary of the data collected in this county.

Community Survey

A community needs assessment survey was developed by a committee representing a mix of county Extension Agents, Extension Specialists from departments across the University of Kentucky, and community stakeholders. The assessment survey was shared with each county Extension office. In turn, Extension Agents invited county residents to participate in the community needs assessment survey. The survey was electronically distributed by social media and email, and was distributed on paper to individuals, groups and organizations to be completed.

Focus Groups

County Extension office staff convened community members in interactive focus groups in the fall of 2018. The focus group listening sessions were designed to allow community members to discuss their ideas on the future of the county in more detail than allowed on the survey. Participants in the focus groups were invited to discuss their vision for a more vibrant county, issues for the future, barriers to issue resolution, resources or information that would help the issues, and ideas for an improved future. A summarized reporting of the results of these listening sessions are included in this report.

Interviews

In addition to the survey and focus group sessions, county Extension Agents also conducted interviews with individuals in formal leadership roles in the county. The interview questioning followed a similar format to the focus groups, seeking information on pressing needs, long term needs, and exploring the role that Extension might serve to address future issues confronting the county.

Secondary Data

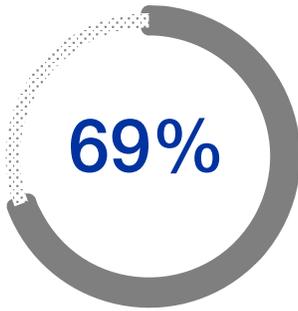
To complement the survey, focus groups, and interviews, detailed data profiles have been compiled for each county that correspond to topic areas covered in the survey. This information provides additional context to understand the role of identified issues in each county as well as historical data to highlight trends.

Next Steps

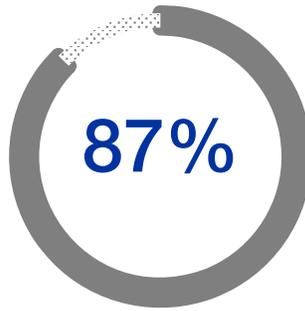
This report summarizes the information collected for this county. The report and the included secondary data compilation can serve as a starting point for deeper investigation into the issues of concern and priority for community members. The University of Kentucky and Cooperative Extension Service will support the county in addressing the priorities identified through this assessment.

SURVEY RESPONDENTS

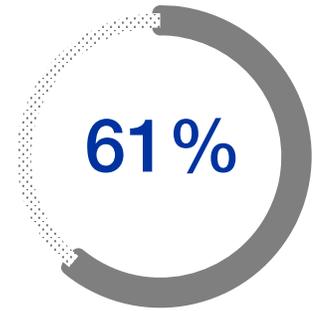
548 Respondents



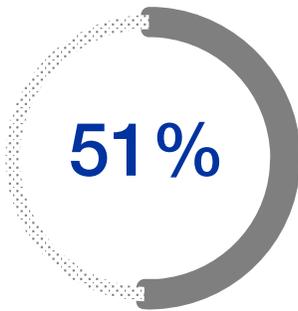
are Female



are White
(non-Hispanic)



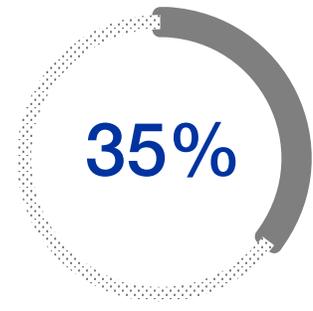
are 25-64 years old
(working age)



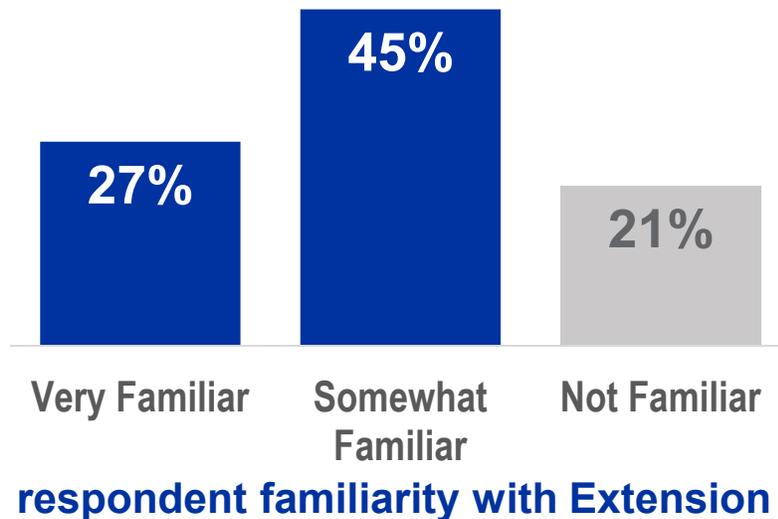
work or are
self-employed



are retired



currently participate
in Extension
programming



ISSUE IMPORTANCE

548 respondents ranked 62 community issues on a scale of “very important” to “not important.”

The table below lists all 62 community issues. The numerical value listed next to each issue represents the average rating across all respondents. Below is the scale used to determine the average rating:

Very important = 4 Important = 3 Not that important = 2 Not important = 1

The table is organized into two columns: the most important issue (on average) is listed at the top of the left column.

Category Legend:

▲ Health and Wellness ♥ Youth and Families ♦ Agriculture and Environment ■ Jobs and Infrastructure ● Community Vitality

3.8 ■ More jobs paying good wages with benefits	3.52 ♥ Stronger parenting and relationship building skills
3.74 ▲ Improved affordability of health care insurance	3.51 ♥ More senior citizen support programs
3.73 ▲ Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	3.51 ● More citizens helping to solve local issues
Improved access to quality affordable health care providers	
3.73 ▲ (medical, dental, etc.)	3.51 ● More youth community leadership opportunities
3.73 ■ Responsive emergency services	3.5 ▲ More individual physical activity opportunities
3.72 ■ Trustworthy and effective law enforcement	3.48 ● More effective cooperation between community organizations
3.7 ■ Safe and accessible public water and sewer	3.47 ■ Increased support for small business
3.67 ▲ Fewer overweight or obese youth and adults	3.47 ♦ Sustainability of family farms
3.67 ▲ Improved availability of health care insurance	3.46 ● More pride in the community and its assets
More youth life skills training (money management, life decision	
3.67 ♥ making, etc.)	3.46 ■ More qualified employees for existing or new jobs
3.65 ▲ Safer use of prescription medications	3.45 ▲ Better skills for selecting and preparing healthier food
3.63 ■ Better roads and bridges	3.45 ● More active community volunteers
	More community marketing efforts (tourism, industry
3.61 ♦ Less illegal dumping and littering	3.44 ● attraction, etc.)
Better family skills in reducing debt, increasing savings, and	Better employee “soft skills” training (communications, team
3.6 ♥ financial planning	3.44 ■ work, etc.)
	More awareness and support for agriculture and
3.59 ▲ More sources for buying safe, affordable, fresh local foods	3.42 ♦ agribusinesses
	More healthy snacks and food options at restaurants and
3.59 ♥ More support for families with mental and emotional health issues	3.41 ▲ community events
3.58 ♥ More support for prevention of school violence and bullying	3.39 ▲ Improved sidewalks and crosswalks
3.58 ▲ Availability of substance use prevention programs	3.39 ♦ More market opportunities for farmers
3.58 ● More qualified leaders to prepare community for the future	3.39 ■ More public transportation options
3.58 ▲ Availability of substance use treatment	3.38 ♦ More profitable farms
3.57 ♥ More support for families and individuals with special needs	3.34 ■ More part-time and summer job opportunities
3.57 ♥ Affordable, quality child care	3.28 ♦ More crop and livestock production opportunities
3.57 ♥ More affordable, quality elder care options	3.27 ♦ More land available for food production
3.57 ♥ Better youth and adult career readiness	3.27 ♦ Less pest, disease, and weed issues
3.57 ♥ More child and partner abuse prevention resources	3.22 ♦ Increased tree and forestry management
Better use of food safety practices (hand washing, storage,	
3.56 ▲ preservation, etc.)	3.18 ♦ More community parks and green spaces
3.55 ■ Access to affordable, reliable high-speed internet service	3.17 ♦ More training for food gardening skills
3.55 ■ Better utilities (water, sewer, etc.) to attract industry	3.13 ♦ More community gardens
3.54 ♥ More support for relatives raising children of family members	3.09 ♦ Better landscapes for improved home value
3.53 ▲ More sources for buying safe, affordable, fresh food	3.06 ■ More tourism-related businesses
3.52 ▲ Safer community places to walk, run, bike, etc.	3.05 ♦ More farm-related jobs

TOP PRIORITY ISSUES

After respondents ranked the importance of issues in their community, they were asked to identify the top three priorities for their community in each issue category.

421 respondents chose issues by priority, and the resulting top three priorities for each issue category are listed below.

By prioritizing the issues, respondents are not just identifying how important each issue is for their community, but rather *which issues they would prioritize in their community*.

Jobs & Infrastructure

1. More jobs paying good wages and benefits
2. More qualified employees for existing and new jobs
3. Better roads and bridges

Agriculture & Environment

1. Less illegal dumping and littering
2. More market opportunities for farmers
3. Sustainability of family farms

Health & Wellness

1. Fewer chronic diseases (diabetes, heart disease, cancer, etc.)
2. Improved affordability of health care insurance
3. Improved access to quality, affordable health care providers (medical, dental, etc.)

Youth & Families

1. More youth life skills training (money management, life decision making, etc.)
2. Better youth and adult career readiness
3. More support for prevention of school violence and bullying

Community Vitality

1. More qualified leaders to prepare community for the future
2. More citizens helping to solve local issues
3. More youth community leadership opportunities

The Floyd County Extension Office convened community members in two interactive focus groups. Participants represented community development and educational leaders, farmers, retirees, and youth. The conversations focused on identifying the priority issues facing the county and proposed ideas of what residents would like to see in the future. While focus groups only offer a small sample of attitudes within the county, they do provide insightful first-hand perspectives from residents. The responses from the focus groups are summarized below.

Vision for a More Vibrant Community

When asked about their vision for a more vibrant county, the focus group participants spoke of taking pride in a clean community with public programs for all ages, champions for civic service projects, affordable housing, less drug use, high quality employment opportunities, and additional dining establishments.

Identified Priorities

- Resources for grandparents raising grandchildren
- Support for local establishments and small business development
- Expanded education opportunities
- Provide life skills training
- Recycling
- Quality of jobs, employment, workforce, and education
- Health and wellness
- Substance use and addiction

Priorities Discussion

Economic development topics identified as pressing in the community included quality jobs, business development, workforce engagement, education, career readiness, and small business development.

Focus group participants felt quality education was a priority issue in the county across all ages. Education opportunities for workforce development with career readiness classes were suggested. Students and young adults could benefit from family and consumer science classes covering topics such as life skills, vocational programs, and social skills.

Substance use impacts individuals and families directly and carries economic and social implications for the community. Responding to opioid and drug use was discussed by both focus groups.

Participants identified information or resources to help address issues in Floyd County including additional and dedicated funding, more educators and mentors, increased law enforcement, and development of a willing workforce. Additionally, communicating available resources related to community development topics such as support for networking, needs assessments, and organizing would be helpful.

Floyd County Extension conducted three interviews with representatives in government leadership positions. These interviews allowed deeper insight from the perspectives of people highly engaged in community activities. The interview followed a similar format to the focus groups, seeking information on pressing needs, long-term needs, and exploring ways that Extension might serve to address issues confronting the county. The interview perspectives are compiled and summarized to represent key discussion ideas.

Identified Immediate Priorities

- Improved fiscal situation
- Increased tourism
- Expanded workforce industry
- Respond to substance use
- Resources for grandparents raising grandchildren

Identified Long-term Priorities

- Population retention
- Infrastructure
- Substance use and addiction
- Increasing fiscal budgets

Priorities Discussion

All three interviewees identified economic development as a pressing need in Floyd County, both as an immediate and long-term priority. Job recruitment, growth of businesses, tourism, taxes, and workforce development were acknowledged as imperative for a healthy economy and to provide a tax foundation for services that residents expect from government.

Substance use and addiction was noted as an immediate and longer-term issue in the community. As one interviewee stated, “opioid and illegal drugs are destructive to family, work places, and the whole county.” Additional police, health, and incarceration services will be needed to address the crisis as well as increased rehabilitation centers and support programs.

When asked about ways that the University of Kentucky and Cooperative Extension Service can provide information or assist with these pressing issues, interviewees suggested:

- Large and small business development
- Education about substance use, prevention, and life after recovery
- Assist with establishing new partnerships to support a better economy
- Support city and community events

UNDERSTANDING YOUR SECONDARY DATA PROFILE

As part of the Community Assessment process, each county is provided with a profile of secondary data. The goal is to supplement the survey, focus groups and interviews with a wide range of secondary data. The data selected for the profiles correspond to the topics covered in the survey and a list of variables provided by the committee that designed the assessment process.

As counties begin to understand the results from their surveys, focus groups and interviews, these data provide an additional dimension to understanding the role of particular issues in each county.

Profile Data

Data in each profile are organized as follows: county demographics; families and households; agriculture; jobs, economy and labor force; youth; and health and wellness. Because we all relate to data in different ways, within each section, the data are presented using three different formats:

- Tabular data
- Narrative
- Graphic

Comparison data over time or comparisons with the state as a whole are provided where space allowed.

County Demographics

Families and Households

Agriculture

**Jobs, Economy and
Labor Force**

Youth

Health and Wellness

Finding More Data

If you need additional data, many sources are available. On the back page of each profile, we provide information for each of the data sources we used. We also provide a list of websites where you may access them.

For easy access to a wide array of data, visit [Kentucky: By The Numbers](#), the [Building Strong Families Profiles](#) from Family and Consumer Sciences Extension, and the [County Data Profiles](#) from the Community and Economic Development Initiative of Kentucky (CEDIK).

If you need help in finding more data or if you need assistance in understanding this secondary data profile, please feel free to contact Dr. Julie N. Zimmerman (jzimm@uky.edu) in the Department of Community and Leadership Development.



Floyd County Data Profile

Floyd County's Data Profile is provided by the **Kentucky: By The Numbers** program in the Department of Community and Leadership Development for the Community Assessments conducted by the University of Kentucky's Cooperative Extension Service. These secondary data profiles supplement the survey, focus groups, and key informant interviews conducted in each county across the state through the County Extension Offices and coordinated by Community and Economic Development Initiative of Kentucky (CEDIK).

The overall goals for the Community Assessments are:

- To gain a better understanding of the county's pressing issues;
- To enhance Extension's place-based approach by providing information on locally relevant issues in counties;
- To gain a better understanding of how Extension can support important community change to improve Kentucky;
- To provide a statewide view of how top issues are distributed across the state.

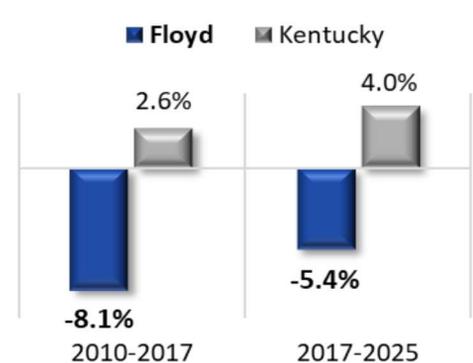
For more information on the Community Assessment process, visit <https://extension.ca.uky.edu/communityassessment>

For additional data or other data-related assistance, contact: Dr. Julie N. Zimmerman (jjimm@uky.edu)

County Demographics

Population	2010 ¹	2017 ²	2025 ³
Total	39,451	36,271	34,308
Ages 65 and over	5,351		7,487
		2010-2017⁴	
Net Migration (in/out)		-2,963	
Race/Ethnicity	2010 ¹	2016 ⁵	
White	38,636	36,077	
Black or African American	292	360	
Asian	75	87	
Other and 2 or more races	229	291	
Hispanic	219	295	

Percent Change Total Population⁶
2010-2017 and 2017-2025



- From 2010 to 2017, the total population in Floyd County **decreased** by **-3,180** people.²
- Between April 2010 and June 2017, there was an estimated **net out migration** of **-2,963** people.⁴
- In 2016, the composition of Floyd County's population is estimated to be **97.2%** White, **1.0%** Black/African American, **0.2%** Asian, **0.8%** other and 2 or more races, and **0.8%** Hispanic.⁵
- From 2017 to 2025, the total population in Floyd County is **projected to decrease** by **-1,963** people.³
- As baby boomers are entering retirement, between 2010 and 2025 the population ages 65 and over in Floyd County are **projected to increase** by **39.9%** compared to 51.9% for the state as a whole.³



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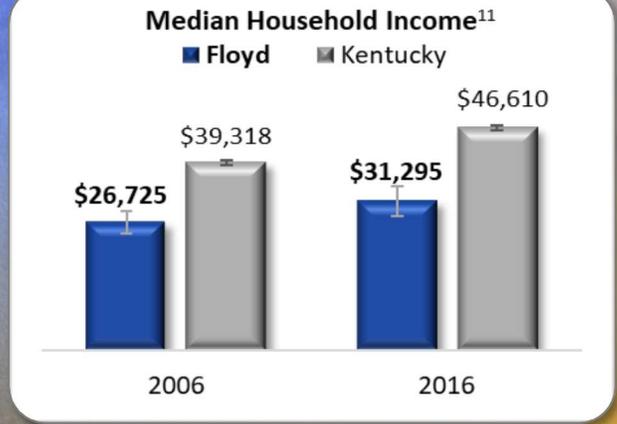
Floyd County Extension Assessment 2019

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. UNIVERSITY OF KENTUCKY, KENTUCKY STATE UNIVERSITY, U.S. DEPARTMENT OF AGRICULTURE, AND KENTUCKY COUNTIES, COOPERATING

Floyd County Data Profile

Families and Households

Families	2010 ¹	2012-2016 ⁷
Married couple		
... with own children	2,910	2,547 (+/- 344)
Female householder		
... with own children	1,109	957 (+/- 200)
Male householder		
... with own children	375	323 (+/- 151)
Nonfamily households (live alone/unrelated)	5,008	4,761 (+/- 376)
Poverty		2012-2016⁷
Percent of families with related children who are below poverty		38.2% (+/- 5.3%)
Percent 65 and over below poverty		11.8% (+/- 2.6%)

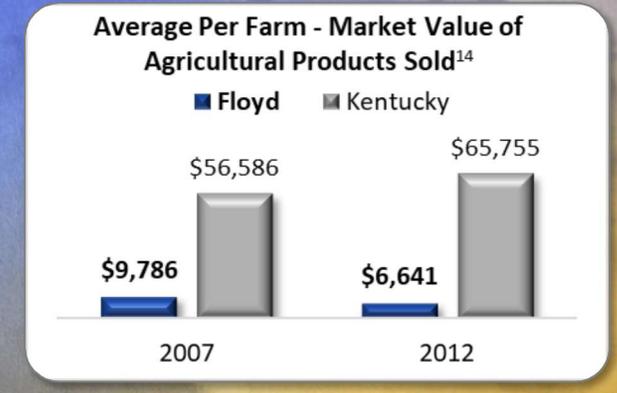


Grandparents living with and raising grandchildren ³	2012-2016 ⁷
	707 (+/- 238)

- In 2016, Floyd County's official poverty rate was **30.4%** (25.4% - 35.4%), compared to 18.2% (17.9% - 18.6%) for the state as a whole.⁸
- In 2017, there were **11** child care centers in Floyd County. Of these **8** were STARS certified.⁹
- Between 2012-2016, **0.9%** (+/-0.4%) of people ages 5 and over spoke a language other than English at home.⁷
- The Urban Institute estimates that **11%** people in Floyd County with a credit bureau record in 2016 had student loan debt compared to 16% for the state.¹⁰

Agriculture (Data from the 2017 Ag Census will be available in 2019)

Farms*	2007 ¹²	2012 ¹³
Total number of farms	76	87
Percent of land in farms	3.1%	3.2%
Average farm size (acres)	102	94
		2012¹³
Income from agri-tourism and recreational services		\$0
Number of farms marketing products directly to retail outlets		5
Average value per farm of agricultural products sold directly to individuals for human consumption		\$1,152



Percent of Principal Operators	2012 ¹³
... who are female	20.7%
... under age 35	2.3%
... farming as primary occupation	29.9%

- In 2012, the total market value of agricultural products sold in Floyd County was **\$578,000**.¹³
- Of the total market value of agricultural products sold, **74.4%** was the value of crops and **25.7%** was the value of livestock, poultry, and their products.¹³
- The total farm production expenses (average per farm) was **\$9,575** compared to \$62,002 for the state.¹³
- In Floyd County, there were **76** hired farm labor workers on **11** farms.¹³
- **93.1%** of farms were operated by a family or an individual compared to 91.0% for the state.¹³

* A farm must sell at least \$5,000 to be defined as a farm operation.

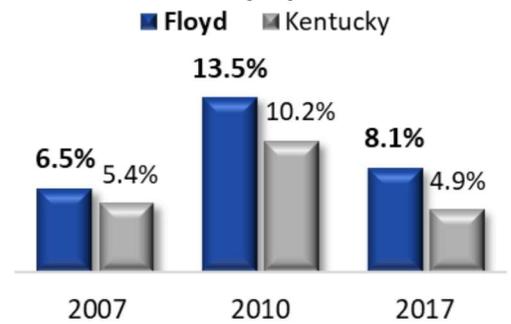
Floyd County Data Profile

Jobs, Economy, and Labor Force

Jobs and Businesses	2010	2016
Total Employment (# of jobs) ¹⁵	15,240	14,829
Total Establishments (w/ employees) ¹⁶	861	802
... % with 1-9 employees	75.1%	76.1%
... % with 10-20 employees	13.1%	13.1%
Total NonEmployer Establishments (w/o employees) ¹⁷	2,262	2,341

Education	2012-2016 ⁷	
Percent of population 25 and over		
... with HS or higher	75.8% (+/- 2.4%)	
... with bachelors or higher	11.8% (+/- 1.6%)	
	Men	Women
Median Earnings (2012-16) ⁷	\$30,547 (+/- \$3,394)	\$20,984 (+/- \$1,263)

Annual Unemployment Rate²⁰



Avg Weekly Wage¹⁸

	2017
... All Industries (Private & Govt)	\$754
... Goods-producing (Private)	\$1,010
... Service-providing (Private)	\$722

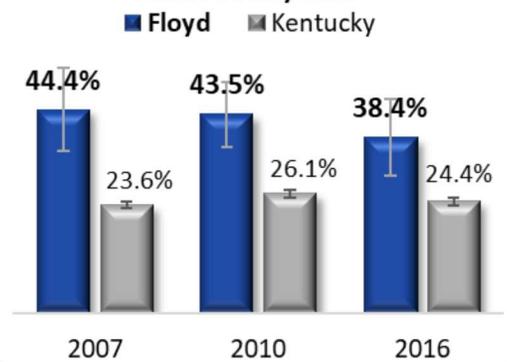
- In 2017, the number of private establishments covered by unemployment insurance in Floyd County was **101** for goods-producing, **820** for service-providing, and **59** for hospitality & leisure.¹⁸
- Between 2012 and 2016, of the **10,862** (+/- 596) workers ages 16 and over, **61.3%** (+/- 3.7%) worked inside the county, **36.7%** (+/- 0.8%) worked outside the county and **2.0%** (+/- 0.8%) worked outside Kentucky.⁷
- Between 2012 and 2016, **4.7%** (+/- 1.9%) of workers ages 16 and over who worked full-time year round were below poverty compared to 3.5% (+/- 0.1%) for the state as a whole.⁷
- **32.0%** of 2016 HS graduates in the county earned an industry certificate compared to 19.2% for the state.¹⁹

Youth

Population by Age	2010 ¹	2017 ²	2025 ³
Under 5 years old	2,465	2,237	2,004
5-9 years old	2,410	2,176	2,133
10-14 years old	2,430	2,275	2,273
15-19 years old	2,622	2,075	2,036

Children by Relationship to Householder	2012-2016 ⁷
... Own Children (Biological, Adopted, Stepchild)	6,942 (+/- 322)
... Grandchild	957 (+/- 277)
... Other Relative	337 (+/- 183)
... Foster/Unrelated	119 (+/- 83)

Child Poverty Rate²³



22.7% of students entered KY public postsecondary institutions underprepared in one or more subjects (2015).²¹

- Between 2012-2016, there were an estimated **704** (+/- 220) youth ages 5-17 who had a disability.⁷
- **69.8%** of 3rd grade students in Floyd County scored proficient or distinguished on math in the 2015-16 school year compared to 47.7% for the state.²²
- **4,537** (+/- 487) youth under age 18 lived in households that received supplemental security income (SSI), cash public assistance, or food stamps/SNAP in the past 12 months (2012-2016).⁷

Floyd County Data Profile

Health and Wellness

Percent of Adults

... reporting poor or fair health (2016) ²⁴	26.0% (25.0%-27.0%)
... with hypertension (2013-15) ²⁵	49.1% (41.1%-57.1%)
... with obesity (2014-16) ²⁵	41% (34.5%-48.7%)
... with diabetes (2014-16) ²⁵	14.1% (10.7%-18.4%)

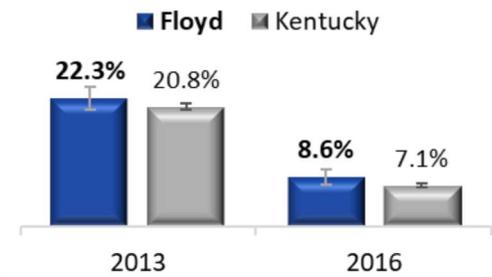
Number of Individuals

... receiving SNAP (food stamps) (2017) ²⁶	12,086
... who are food insecure (2016 estimate) ²⁷	7,830

Number of Overdoses²⁸

	2008-2010	2015-2017
... fatal overdoses	79	45
... nonfatal overdoses	635	515

Percent of Population Ages 18-64 who are Uninsured²⁹



Number of Care Providers²⁴

... Primary Care Physicians (2015)	21
... Dentists (2016)	26
... Mental Health Providers (2017)	416

- The estimated food insecurity rate for Floyd County is **20.5%**, compared to 15.5% for the state.²⁷
- From 2010 to 2016, the number of grocery stores **decreased** by **17.6%**, from **17** to **14** stores.¹⁶
- In 2013-2015, **36.7%** (32.4%-41.0%) of adults ages 20 and over reported no leisure time physical activity.²⁴
- The Urban Institute estimates that **43%** of people in Floyd County with a credit bureau record in 2016 had medical debt in collections compared to 27% for the state as a whole.¹⁰
- **15.6%** (11.5%-20.8%) of adults reported that there was a time in past year when they needed to see a doctor but could not because of the cost.²⁵

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- Kentucky State Data Center. <https://factfinder.census.gov>
- Kids Count Data Center. <https://datacenter.kidscount.org/>
- Local Area Unemployment Statistics. <https://www.bls.gov/lau/>
- Map the Meal Gap. <http://map.feedingamerica.org/>
- Quarterly Census of Employment and Wages (QCEW). <https://www.bls.gov/cew/>
- Small Area Health Insurance Estimates (SAHIE). <https://www.census.gov/programs-surveys/sahie.html>
- Small Area Income and Poverty Estimates (SAIPE). <https://www.census.gov/programs-surveys/saie.html>

Additional data are also available at:

Kentucky: By The Numbers (<http://www2.ca.uky.edu/snarl/index.htm>), the FCS Building Strong Families profiles (<http://hes.uky.edu/StrongFamilies>), and the CEDIK county profiles (<https://cedik.ca.uky.edu/CountyDataProfiles>).

Floyd County Priority Responses
421 Respondents

Jobs and Infrastructure

More jobs paying good wages and benefits	50.73%
More qualified employees for existing and new jobs	16.61%
Better roads and bridges	14.23%
Better employee "soft skills" training (communications, team work, etc.)	7.66%
Trustworthy and effective law enforcement	7.48%
Safe and accessible public water and sewer	7.3%
Better utilities (water, sewer, etc.) to attract industry	5.66%
More part-time and summer job opportunities	5.11%
Responsive emergency services	4.93%
Access to affordable, reliable high-speed internet service	4.93%
More tourism-related businesses	3.65%
Increased support for small businesses	3.47%
More public transportation options	2.92%

Agriculture and Environment

Less illegal dumping and littering	24.27%
More market opportunities for farmers	21.9%
Sustainability of family farms	21.35%
More support for Kentucky agriculture and agribusiness	18.61%
More crop and livestock production opportunities	12.04%
More farm-related jobs	10.95%
More community parks and green spaces	10.77%
More profitable farms	10.58%
More training for food gardening skills	10.22%
Less pest, disease, and weed issues	8.03%
More land available for food production	6.02%
Increased tree and forestry management	5.47%
More community gardens	5.29%
Better landscapes for improved home value	3.65%

Health and Wellness

Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	18.43%
Improved affordability of health care insurance	16.42%
Improved access to quality, affordable health care providers (medical, dental, etc.)	14.23%
Availability of substance use treatment	11.68%
Availability of substance use prevention programs	11.13%
Better skills for selecting and preparing healthier food	10.77%
More sources for buying safe, affordable, fresh local foods	9.31%
More sources for buying safe, affordable, fresh food	8.39%
Safer community places to walk, run, bike, etc.	7.66%
Safer use of prescription medications	7.3%
More healthy snack and food options at restaurants and community events	7.12%
Better use of food safety practices (hand washing, storage, preservation, etc.)	6.2%
Improved availability of health care insurance	6.2%
Fewer overweight or obese youth and adults	5.84%
More individual physical activity opportunities	1.64%
Improved sidewalks and crosswalks	1.64%

Youth and Families

More youth life skills training (money management, life decision making, etc.)	30.11%
Better youth and adult career readiness	19.16%
More support for prevention of school violence and bullying	17.7%
Better family skills in reducing debt, increasing savings and financial planning	15.33%
More support for families with mental and emotional health issues	12.23%
Affordable quality child care	11.5%
Stronger parenting and relationship building skills	9.85%
More support for relatives raising children of family members	9.12%
More affordable, quality elder care options	7.85%
More support for families and individuals with special needs	6.93%
More child and partner abuse prevention resources	6.02%
More senior citizen support programs	5.84%

Community Vitality

More qualified leaders to prepare community for the future	29.01%
More citizens helping to solve local issues	22.26%
More youth community leadership opportunities	21.72%
More pride in the community and its assets	18.07%
More community marketing efforts (tourism, industry attraction, etc.)	16.06%
More effective cooperation between community organizations	13.14%
More active community volunteers	13.14%

COOPERATIVE EXTENSION



DATE

NAME
ADDRESS
CITY, KY ZIP

Cooperative Extension Service

(Your) County
Street address
City, KY zip-speed
(000) 000-0000
Fax: (000) 000-0000
<http://extension.ca.uky.edu>

Re: _____ County Extension Community Survey

Dear _____,

The **Kentucky Cooperative Extension Service (Extension)** is the local outreach arm of the **University of Kentucky** College of Agriculture, Food and Environment and **Kentucky State University** College of Agriculture, Communities, and the Environment. The goal is to provide practical, research-based education that helps individuals, families and communities solve problems and improve lives. Extension provides value to communities through educational programs and information in areas like farming, gardening, parenting, budgeting, healthy living, and youth, community, and economic development.

We are interested in better understanding the issues that are important to you in your community. In response, the Kentucky Cooperative Extension System can tailor new and existing programs to address the highest priority issues that directly impact you, your family and your community. You do NOT need to be familiar with Cooperative Extension to complete this survey. The survey should take no more than 15 minutes to complete and all of your responses will be completely anonymous and confidential.

Please return this survey to (Local office name and address) by _____.

Thank you for taking the time to complete this survey. If you have any questions or concerns, please contact (local office name and phone number).

Sincerely,

Cooperative Extension Service
Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.
LEXINGTON, KY 40546



Disabilities
accommodated
with prior notification.

1. Please rate each of the following community issues on a scale of "Not Important" to "Very Important" by placing a check mark or "X" in the corresponding space. If you are uncertain if an issue is important to your community, select "I don't know."
2. After evaluating the importance of each issue within this category, please select the **TWO** issues you consider the highest priority for your community.

Jobs and Public Infrastructure

	1.					2.	
	Not Important	Not that Important	Important	Very Important	I don't know	Select 2 issues	
More jobs paying good wages with benefits	<input type="radio"/>						
More tourism-related businesses	<input type="radio"/>						
Increased support for small businesses	<input type="radio"/>						
More part-time and summer job opportunities	<input type="radio"/>						
More qualified employees for existing or new jobs	<input type="radio"/>						
Better employee "soft skills" training (communications, team work, etc.)	<input type="radio"/>						
Better utilities (water, sewer, etc.) to attract industry	<input type="radio"/>						
Access to affordable, reliable high-speed internet service	<input type="radio"/>						
Safe and accessible public water and sewer	<input type="radio"/>						
Responsive emergency services	<input type="radio"/>						
Trustworthy and effective law enforcement	<input type="radio"/>						
Better roads and bridges	<input type="radio"/>						
More public transportation options	<input type="radio"/>						
Other _____	<input type="radio"/>						

Agriculture and Environment

	Not Important	Not that Important	Important	Very Important	I don't know	Select 2 issues
More farm-related jobs	<input type="radio"/>					
More market opportunities for farmers	<input type="radio"/>					
More crop and livestock production opportunities	<input type="radio"/>					
More profitable farms	<input type="radio"/>					
Sustainability of family farms	<input type="radio"/>					
More awareness and support for agriculture and agribusinesses	<input type="radio"/>					
More land available for food production	<input type="radio"/>					
Less pest, disease and weed issues	<input type="radio"/>					
More community gardens	<input type="radio"/>					

This section continues on the next page.

Please rate each of the following community issues on a scale of "Not Important" to "Very Important" by placing a check mark or "X" in the corresponding space. If you are uncertain if an issue is important to your community, select "I don't know." After evaluating the importance of each issue within this category, **please select the TWO issues** you consider the highest priority for your community.

Agriculture and Environment, continued

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
More training for food gardening skills	<input type="radio"/>		<input type="radio"/>				
More community parks and green spaces	<input type="radio"/>		<input type="radio"/>				
Increase tree and forestry management	<input type="radio"/>		<input type="radio"/>				
Less illegal dumping and littering	<input type="radio"/>		<input type="radio"/>				
Better landscapes for improved home value	<input type="radio"/>		<input type="radio"/>				
Other _____	<input type="radio"/>		<input type="radio"/>				

Health and Wellness

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
Better skills for selecting and preparing healthier food	<input type="radio"/>		<input type="radio"/>				
More healthy snacks and food options at restaurants and community events	<input type="radio"/>		<input type="radio"/>				
Better use of food safety practices (hand washing, storage, preservation, etc.)	<input type="radio"/>		<input type="radio"/>				
More sources for buying safe, affordable, fresh food	<input type="radio"/>		<input type="radio"/>				
More sources for buying safe, affordable, fresh local foods	<input type="radio"/>		<input type="radio"/>				
Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	<input type="radio"/>		<input type="radio"/>				
Fewer overweight or obese youth and adults	<input type="radio"/>		<input type="radio"/>				
Improved access to quality affordable health care providers (medical, dental, etc.)	<input type="radio"/>		<input type="radio"/>				
Improved availability of health care insurance	<input type="radio"/>		<input type="radio"/>				
Improved affordability of health care insurance	<input type="radio"/>		<input type="radio"/>				
Safer use of prescription medications	<input type="radio"/>		<input type="radio"/>				
More individual physical activity opportunities	<input type="radio"/>		<input type="radio"/>				
Safer community places to walk, run, bike, etc.	<input type="radio"/>		<input type="radio"/>				
Improved sidewalks and crosswalks	<input type="radio"/>		<input type="radio"/>				
Availability of substance use prevention programs	<input type="radio"/>		<input type="radio"/>				
Availability of substance use treatment	<input type="radio"/>		<input type="radio"/>				
Other _____	<input type="radio"/>		<input type="radio"/>				

Please rate each of the following community issues on a scale of "Not Important" to "Very Important" by placing a check mark or "X" in the corresponding space. If you are uncertain if an issue is important to your community, select "I don't know." After evaluating the importance of each issue within this category, **please select the TWO issues** you consider the highest priority for your community.

Youth and Families

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
Better youth and adult career readiness	<input type="radio"/>		<input type="radio"/>				
More youth life skills training (money management, life decision making, etc.)	<input type="radio"/>		<input type="radio"/>				
Better family skills in reducing debt, increasing savings and financial planning	<input type="radio"/>		<input type="radio"/>				
More support for prevention of school violence and bullying	<input type="radio"/>		<input type="radio"/>				
More support for families with mental and emotional health issues	<input type="radio"/>		<input type="radio"/>				
More support for families and individuals with special needs	<input type="radio"/>		<input type="radio"/>				
More support for relatives raising children of family members	<input type="radio"/>		<input type="radio"/>				
More child and partner abuse prevention resources	<input type="radio"/>		<input type="radio"/>				
Stronger parenting and relationship building skills	<input type="radio"/>		<input type="radio"/>				
Affordable quality child care	<input type="radio"/>		<input type="radio"/>				
More senior citizen support programs	<input type="radio"/>		<input type="radio"/>				
More affordable, quality elder care options	<input type="radio"/>		<input type="radio"/>				
Other _____	<input type="radio"/>		<input type="radio"/>				

Overall Community Vitality

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
More qualified leaders to prepare community for the future	<input type="radio"/>		<input type="radio"/>				
More youth community leadership opportunities	<input type="radio"/>		<input type="radio"/>				
More citizens helping to solve local issues	<input type="radio"/>		<input type="radio"/>				
More effective cooperation between community organizations	<input type="radio"/>		<input type="radio"/>				
More active community volunteers	<input type="radio"/>		<input type="radio"/>				
More pride in the community and its assets	<input type="radio"/>		<input type="radio"/>				
More community marketing efforts (tourism, industry attraction, etc.)	<input type="radio"/>		<input type="radio"/>				
Other _____	<input type="radio"/>		<input type="radio"/>				

Demographics

Please select your age:	Under 18	18-24	25-44	45-64	65 and over
	<input type="radio"/>				

Please select your gender?	Male	Female	Non-binary
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select your Race/Ethnicity?	
White, Non-Hispanic	<input type="radio"/>
African-American	<input type="radio"/>
Hispanic, Latino	<input type="radio"/>
Asian-American	<input type="radio"/>
Two or more races	<input type="radio"/>
Other	<input type="radio"/>

What is the highest level of education?	
Some high school	<input type="radio"/>
High school degree	<input type="radio"/>
Some college	<input type="radio"/>
Associate's degree	<input type="radio"/>
Bachelor's degree	<input type="radio"/>
Advanced degree(Masters, Doctorate, JD, MD, etc)	<input type="radio"/>

Please select the option that best describes your current employment status:						
Retired	Unemployed	Self-employed	Do not work	Work full-time	Work part-time	Student
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How familiar are you with the programs and services of the Cooperative Extension Service?		
Very familiar <input type="radio"/>	Somewhat familiar <input type="radio"/>	Not familiar <input type="radio"/>

Do you, or someone in your family, currently participate in any Kentucky Cooperative Extension Service program?	
Yes <input type="radio"/>	No <input type="radio"/>

What county do you live?	Do you live in the county seat?
<hr style="border: none; border-top: 1px solid black;"/>	Yes <input type="radio"/> No <input type="radio"/>

What other comments and/or suggestions do you have about important issues in your county?
<hr style="border: none; border-top: 1px solid black;"/>
<hr style="border: none; border-top: 1px solid black;"/>
<hr style="border: none; border-top: 1px solid black;"/>

FOCUS GROUP PROCESS

Focus groups are a commonly used method for gathering feedback or perspectives from a sampling of stakeholders. For this initiative, county Extension educators convened two or more small group meetings of community members to facilitate discussion on community priorities. Participants were invited to discuss their vision for a more vibrant county, issues the county is experiencing, barriers to issue resolution, resources or information that would help address the issues, and ideas for an improved future.

The questions were not intended to focus solely on Extension related priorities. Rather, the questions sought to learn about what county residents were concerned about and how those issues impact residents. The focus group also sought to learn what quality of life issues residents are most interested in addressing.

FOCUS GROUP QUESTIONS

- What is your vision for a more vibrant county?
- Based on your experiences, what would you say are the most pressing issues for this county in the next four years?
 - Follow up questions: How do these issues affect you or your neighbors? What other quality of life aspects does this issue affect?
- Based on your experiences, what barriers prevent us from addressing these issues?
- What type of information or resources would help to address the issues?
- Given everything discussed, what final thoughts would you add on being a vibrant county? Have we left anything out?

INTERVIEW PROCESS

County Extension Educators were asked to conduct interviews with individuals in formal leadership roles in each county. These could include elected or appointed government leadership, public service or business organizational leaders, or leaders of healthcare or education institutions. The interview questioning followed a similar format to the focus groups, seeking perspectives on pressing needs, long term needs, and exploring the role that Extension might serve to address future issues confronting the county.

INTERVIEW QUESTIONS

- Based on your experiences, what would you say are the most pressing issues for this county in the next year?
- Based on your experiences, what would you say are the most pressing issues for this county in the next four years?
- What do you see as the broad (county wide) implications of the priorities you have identified?
- Based on your experience, what barriers obstruct addressing the issues?
- What type of information or resources could the University of Kentucky/Extension provide to help address these issues?

UNDERSTANDING SECONDARY DATA RELIABILITY

A key issue in understanding the secondary data profiles is to be aware of the ways in which sources report the reliability of their data. Both margins of error (+/- ##) and confidence intervals (### - ###) tells us the range within which the estimate most likely falls. The American Community Survey provides a margin of error for each estimate. Health data often report a confidence interval as do estimates on poverty and income from the Small Area Income and Poverty Estimates and those on health insurance from the Small Area Health Insurance Estimates.

Because their reliability can vary, we always need to look at the margin of error or confidence interval when we use data from these sources.

While we might not realize it, we encounter margins of error every time we hear about a poll in the news. When we see poll results and they say “plus or minus 5 points,” they are telling us the margin of error.

One way to think about margins of error or confidence intervals is to think of them as our “grain of salt.” We often use this phrase when we need to be cautious about taking something at face value. For instance, if the estimate is 30 (+/- 25), you will want to use a larger “grain of salt” than if your estimate is 30 (+/- 1).



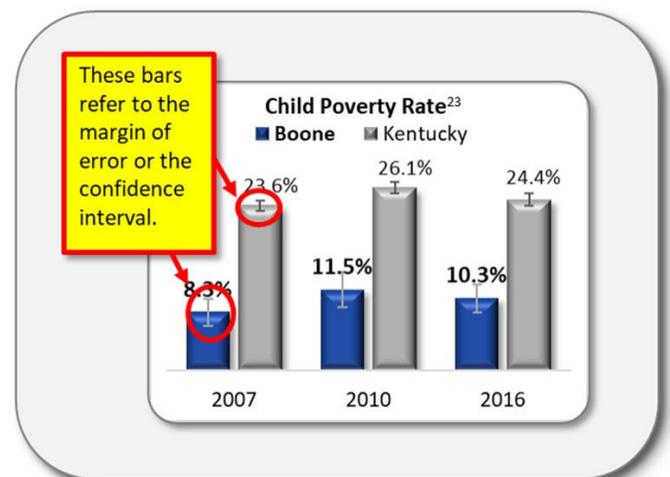
We can also think of margins of error and confidence intervals as “wobble room.” The larger the range, the more “wobble room” there is for the estimate. In other words, when the margin of error is smaller, the estimate is more precise or the focus is sharper. When the margin of error is larger, the estimate is more ‘fuzzy’ or ‘blurry.’

While a confidence interval gives us the actual range, for margins of error (or simply MOE) the plus/minus number gives us the information we need to determine the range. Since the estimate is generally the midpoint, finding the range represented by the margin of error is as straightforward as it seems.

To find the top of the range, add the margin of error to your number. To find the bottom of the range, subtract the margin of error from your number. (Remember, since confidence intervals already give the range, the math is already done.)

In the secondary data profiles, you will see the margins of error (+/- ##) or confidence intervals (### - ###) when they are part of the original data source. You will also see these reflected in the charts. They are called error bars. They look like the letter “I” and are located at the top of each bar.

One reason that margins of error and confidence intervals are important is because there will be times when they can be VERY large. This is especially the case for small groups or small places. Remember that “grain of salt?” The larger the range represented by the margin of error or confidence interval, the more cautious we need to be when it comes to interpreting the data.



It starts with us

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. UNIVERSITY OF KENTUCKY, KENTUCKY STATE UNIVERSITY, U.S. DEPARTMENT OF AGRICULTURE, AND KENTUCKY COUNTIES, COOPERATING