



2024 Mississippi Statewide Needs Assessment Survey



Top 15 Priorities Identified by Mississippi Respondents

Percentage of respondents who selected "Very Important" or "Important"

4-H Youth Development (4-H)

Community Resource & Economic Development (CRD)

Agriculture (AG)

Family, Health, & Wellness (FHW)

Natural Resources (NR)

Access to affordable, healthy food (FHW), 92.8

Drinking water quality (NR), 92.2

Selection and safe preparation of healthy food (FHW), 90.8

Fitness and nutrition (4-H), 89.7

Preserving family or individually-owned farms/ranches (AG), 89.7

Disaster preparation, response, and recovery (CRD), 89.4

Entrepreneurship and financial literacy (4-H), 89.4

Plant science (4-H), 89.4

Supports for families and individuals with special needs (FHW), 89.3

Conserving and managing freshwater resources (NR), 89.3

Agricultural production (AG), 89.2

Family relationships and parenting skills (FHW), 89.1

Safe and accessible public water and sewer (CRD), 88.9

High-quality early childhood care/education (FHW), 88.6

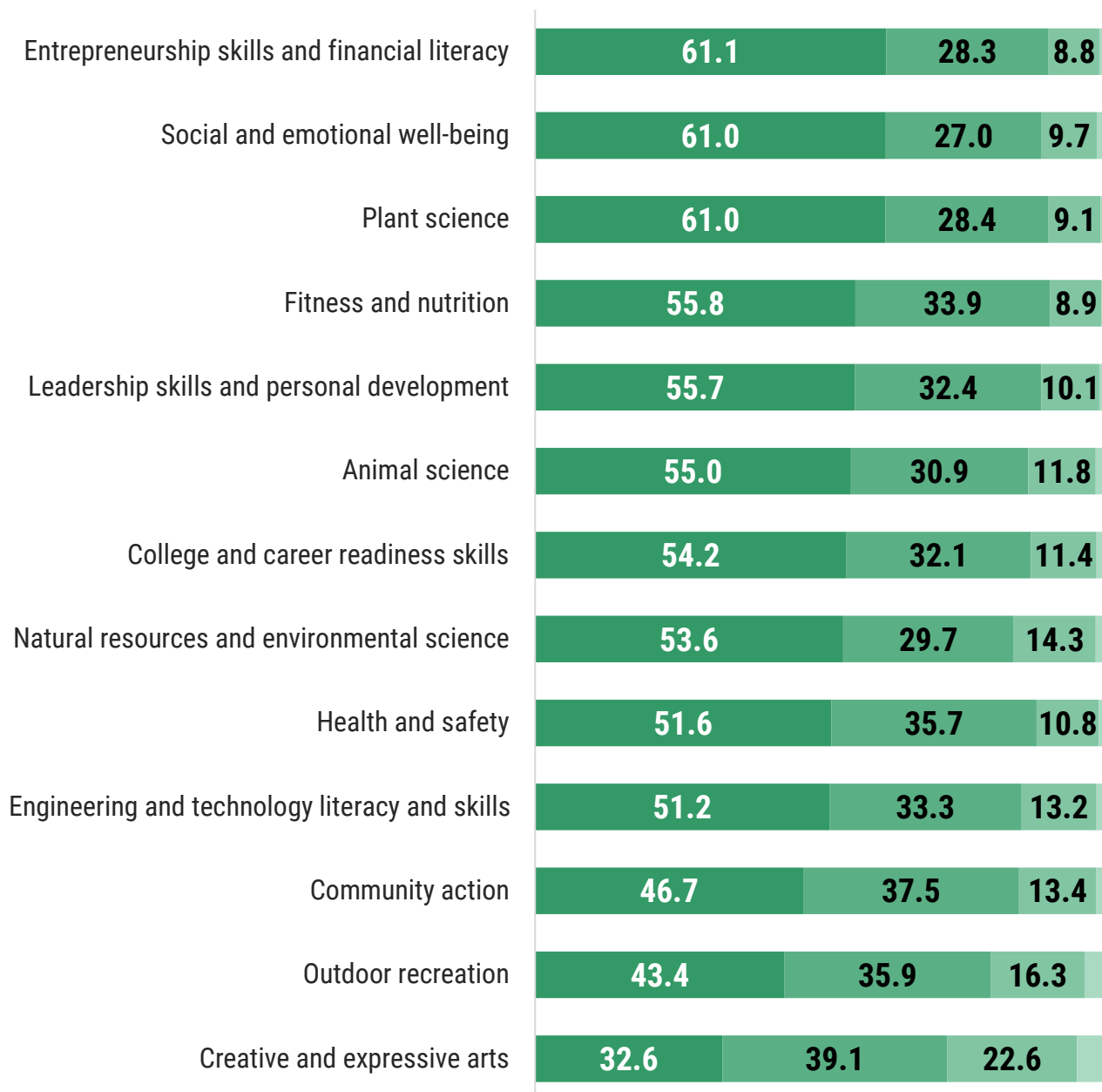
Illegal dumping and littering (NR), 88.4

4-H YOUTH DEVELOPMENT

Priorities ranked by percentage of "Very Important"

Between 3,391 and 3,422 participants responded to each item in this section.

■ Very Important
■ Important
■ Somewhat Important
■ Not Important

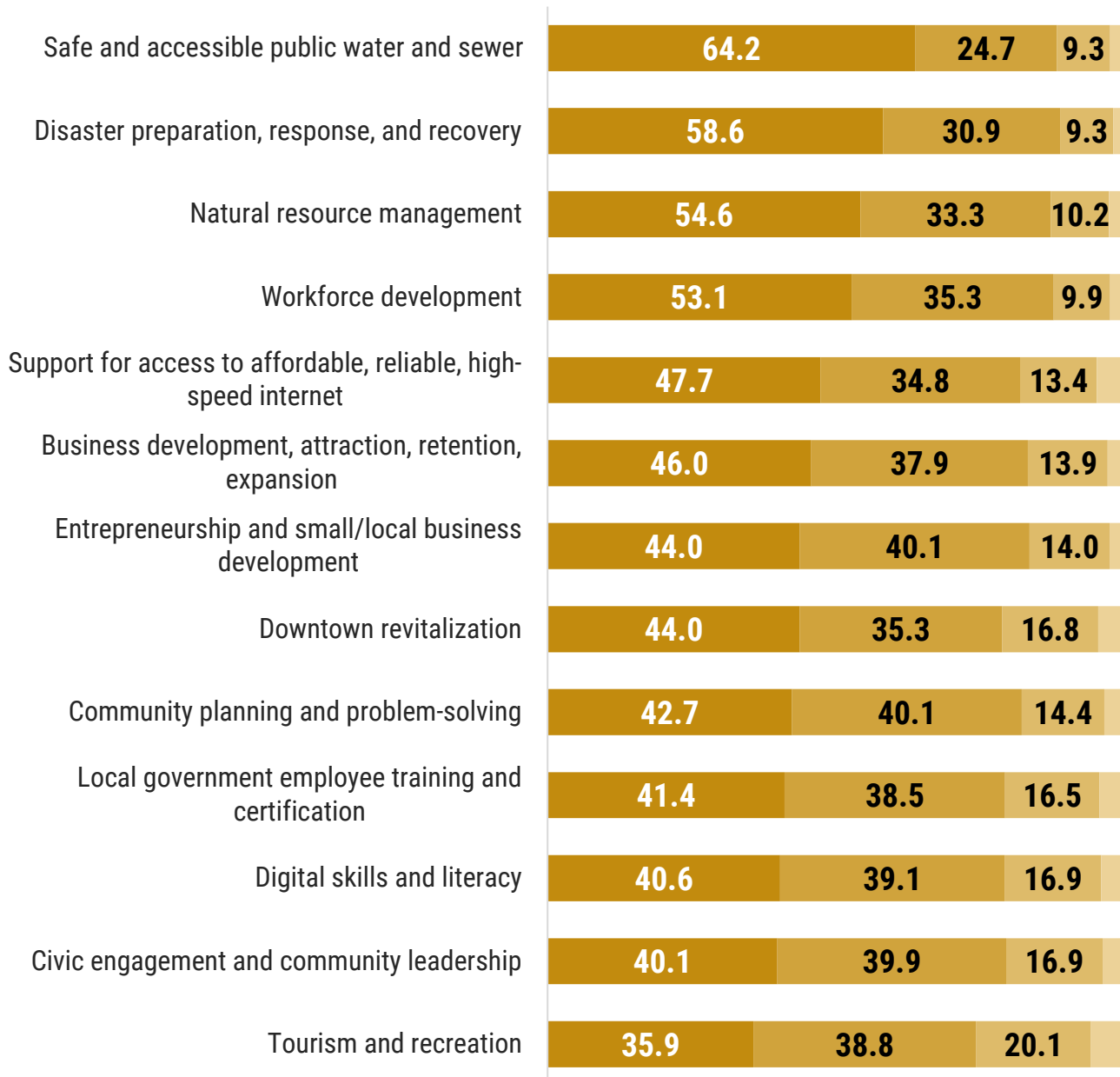


Community Resource & Economic Development

Priorities ranked by percentage of "Very Important"

Between 3,245 and 3,311 participants responded to each item in this section.

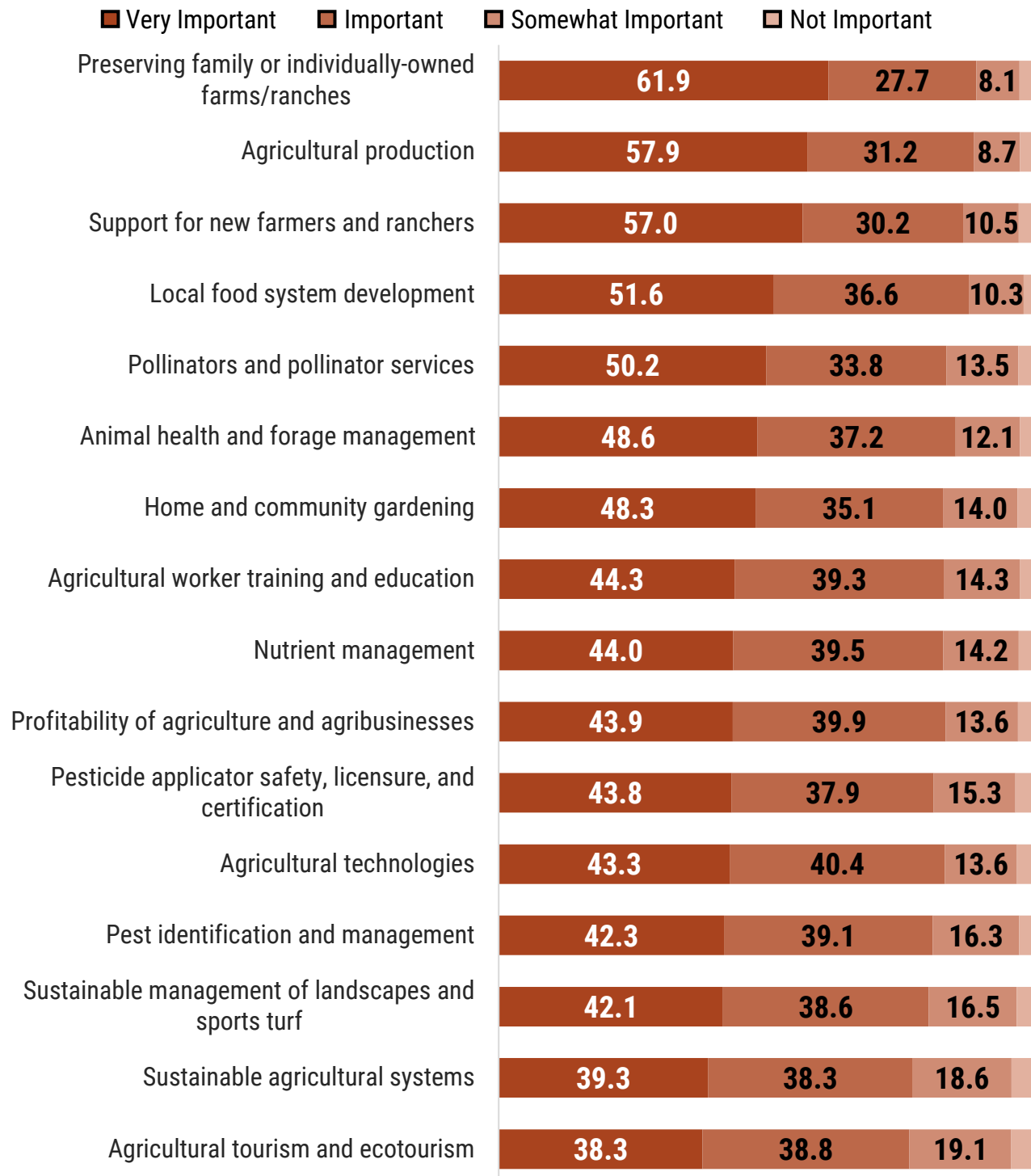
■ Very Important ■ Important ■ Somewhat Important ■ Not Important



Agriculture

Priorities ranked by percentage of "Very Important"

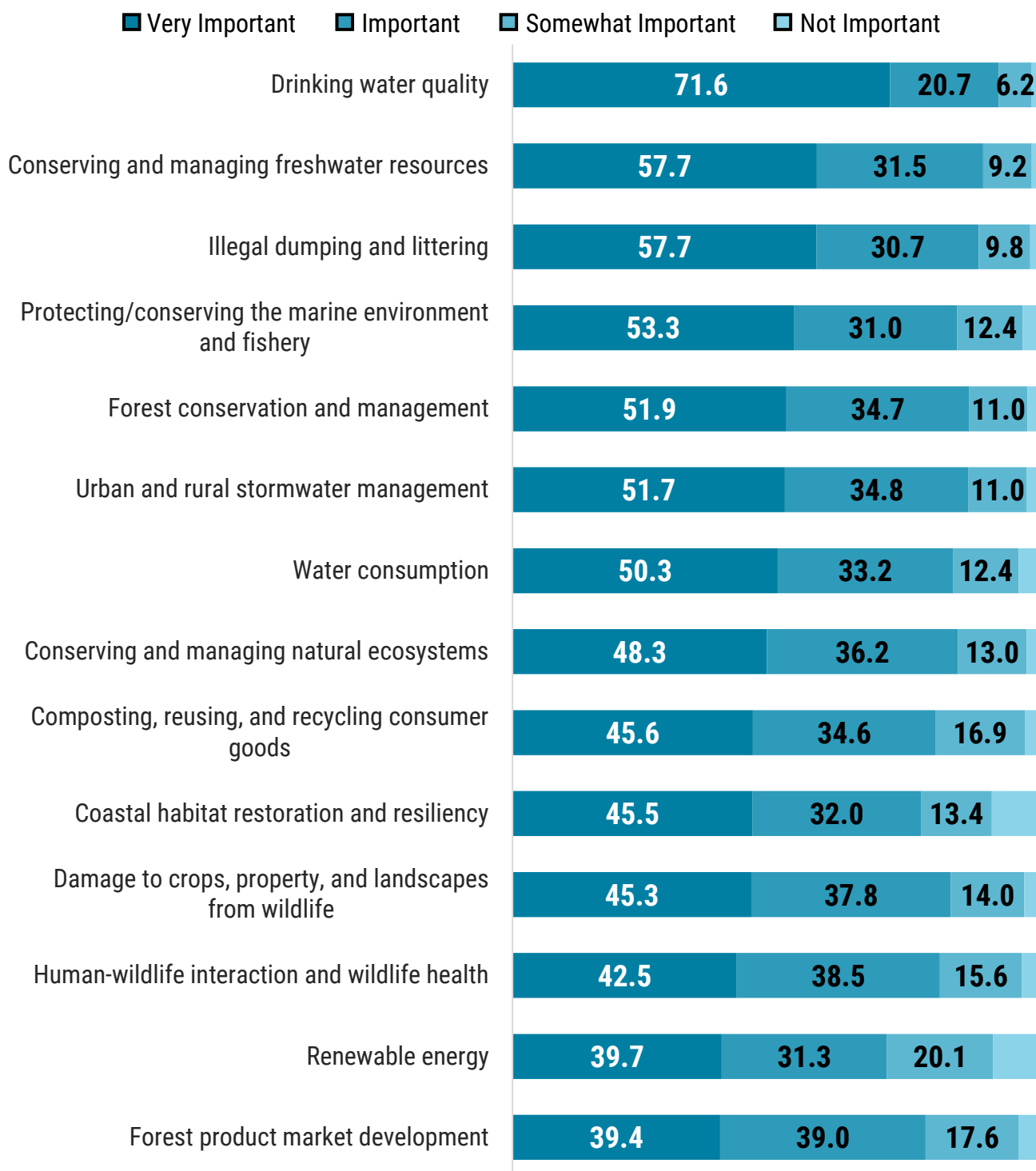
Between 3,062 and 3,129 participants responded to each item in this section.



Natural Resources

Priorities ranked by percentage of "Very Important"

Between 2,894 and 3,007 participants responded to each item in this section.

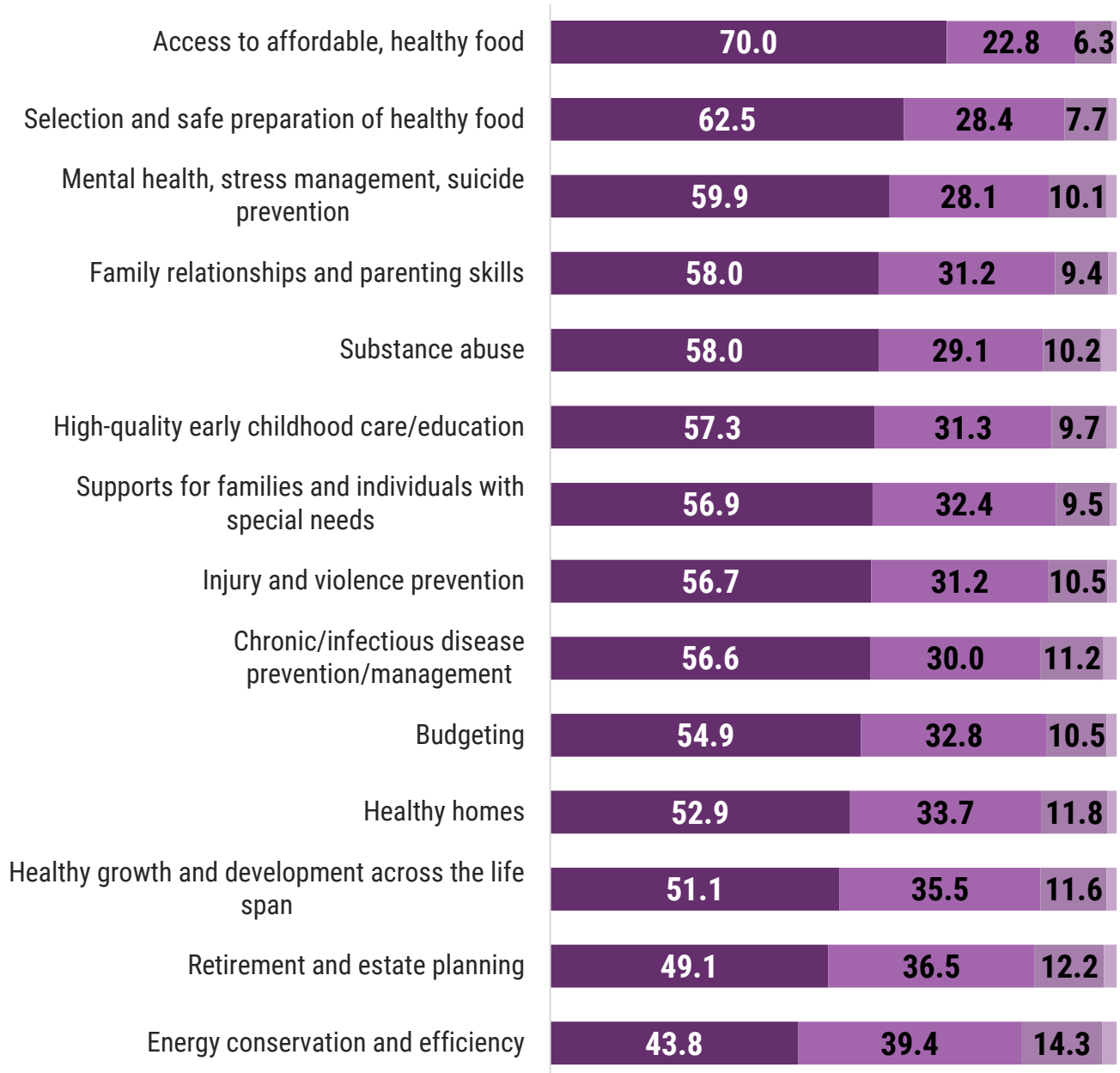


Family, Health, & Wellness

Priorities ranked by percentage of "Very Important"

Between 2,865 and 2,905 participants responded to each item in this section.

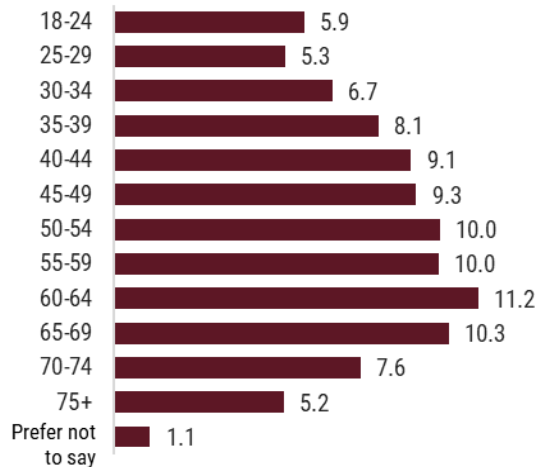
■ Very Important
■ Important
■ Somewhat Important
■ Not Important



Survey Respondent Demographics

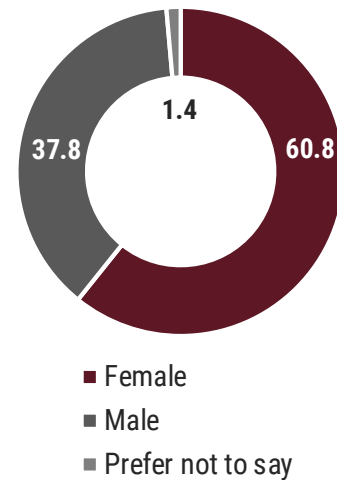
Over 42% of survey respondents were age **50 or older**.

(n=2,886)



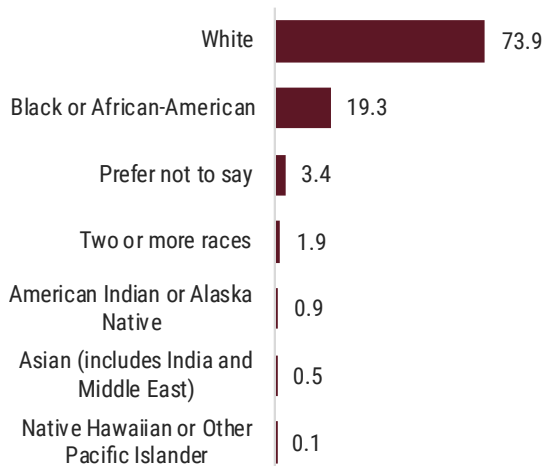
Over 60% of survey respondents identified as **female**.

(n=2,857)



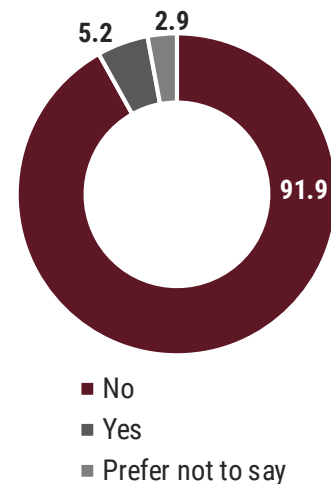
Over 70% of survey respondents identified as **White**.

(n=2,884)



Almost 92% of survey respondents identified as **Non-Hispanic**.

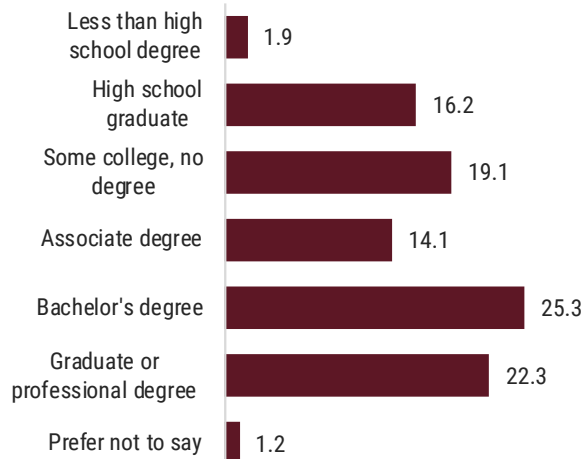
(n=2,882)



Survey Respondent Demographics

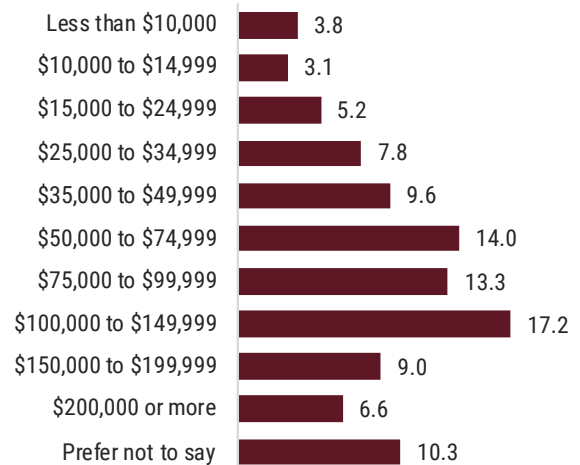
Almost 48% of survey respondents had a **Bachelor's degree or higher**.

Paid Extension employees were not asked this question. (n=2,613)



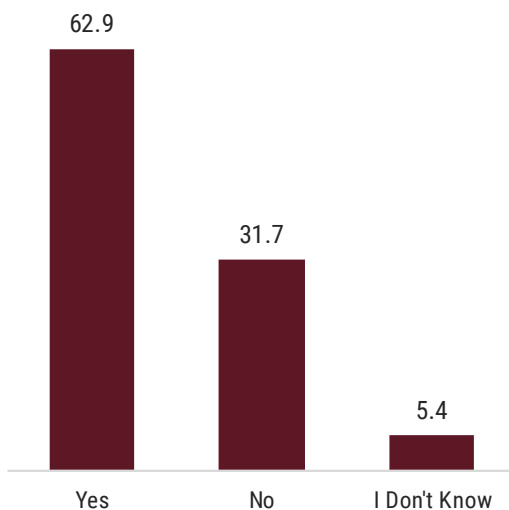
Almost 30% of survey respondents had an annual income of **less than \$50,000**.

Paid Extension employees were not asked this question. (n=2,609)



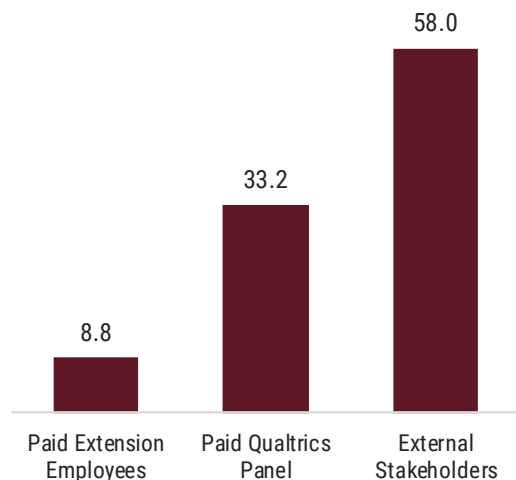
Almost 63% of survey respondents had used **MSU Extension services or resources**.

Paid Extension employees were not asked this question. (n=2,654)



Over 91% of survey responses were from **external stakeholders**.

This includes the paid Qualtrics panel and external stakeholders. (n=3,501)

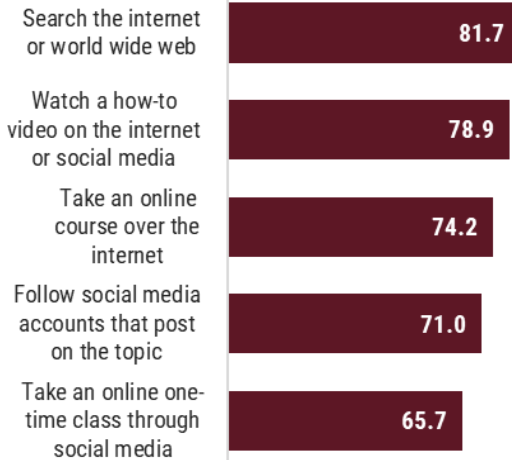


Preferred Delivery Method by Age

Percentage of respondents who selected "Very Likely" or "Likely"

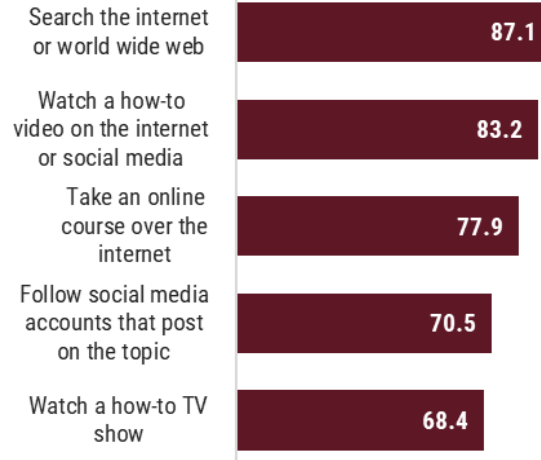
Preferred delivery method data are presented at the statewide level only.

18-29 Years Old



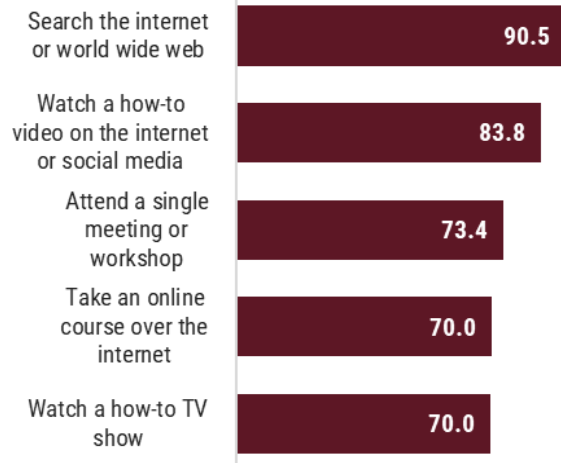
Between 271 and 279 participants responded to this question.

30-44 Years Old



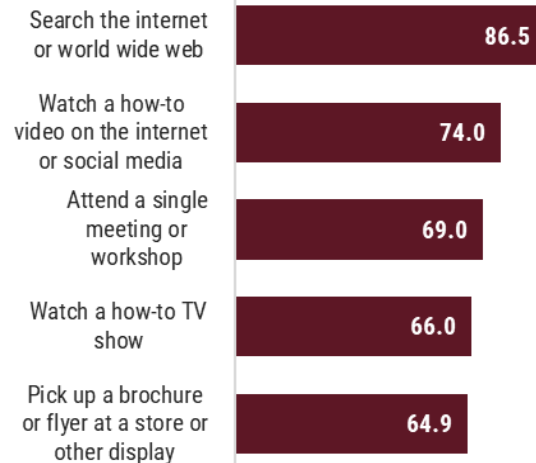
Between 574 and 585 participants responded to this question.

45-59 Years Old



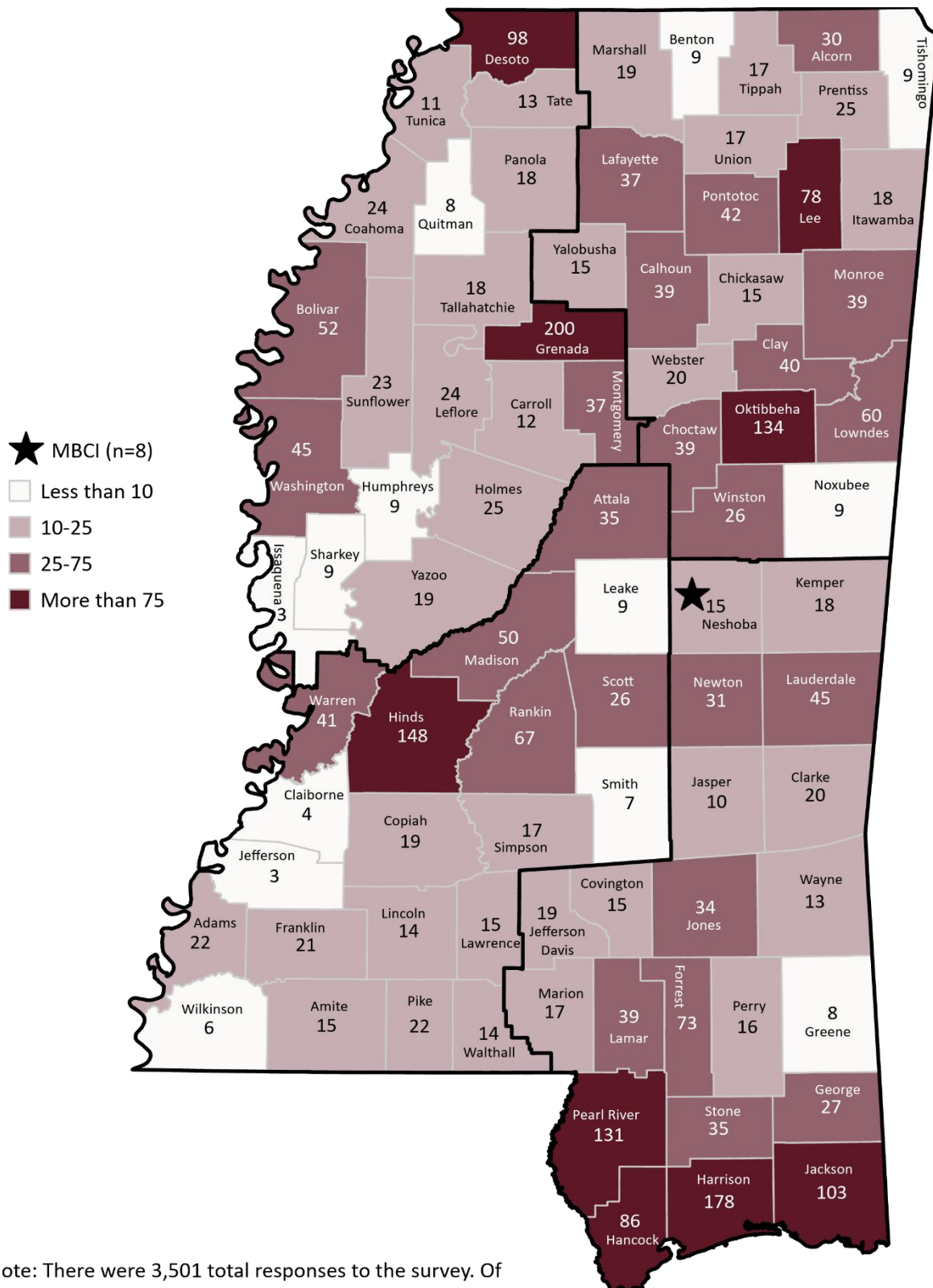
Between 721 and 732 participants responded to this question.

60 Years Old or Older



Between 935 and 947 participants responded to this question.

Survey Respondents by County



Note: There were 3,501 total responses to the survey. Of those, 620 respondents did not select a specific county.

About this Report

Mississippi State University (MSU) Extension provides research-based information, educational programs, and technology transfer focused on issues and needs of Mississippians, enabling them to make informed decisions about their well-being. With offices in all 82 counties and on tribal lands of the Mississippi Band of Choctaw Indians, MSU Extension's unique interdisciplinary perspective enables the organization to make a real difference in the lives of Mississippians.

From late 2024 to early 2025, MSU Extension conducted a statewide needs assessment survey to better understand community needs and priorities. Both web-based and paper-and-pencil versions of the survey were available. Various methods were used to distribute the survey, including tabling at community events, posting to social media and listservs, and initiating snowball sampling by asking friends, family, and community partners to distribute the survey via their own social media, listservs, and personal contacts. A Qualtrics survey panel and MSU Extension professionals also completed the survey. Ultimately, a total of 3,501 individuals across the state responded to the survey.

The statewide needs assessment survey included 70 items across five program areas:

- 4-H Youth Development (13 items)
- Community Resource and Economic Development (13 items)
- Agriculture (16 items)
- Natural Resources (14 items)
- Family, Health, and Wellness (14 items)

For the five program areas, participants were asked to rank the importance of addressing the items in their community using the following scale: Very Important, Important, Somewhat Important, Not Important, and I Don't Know (which was excluded in this analysis).

For delivery methods, participants were asked how likely they were to use the delivery methods to learn about the program area items using the following scale: Very Likely, Likely, Somewhat Likely, Not Likely, and I Don't Know (which was excluded in this analysis).

The results of the survey provide data-driven insight to help inform MSU Extension's work moving forward. Engaging community members in this needs assessment process ensures that MSU Extension programs are aligned with local needs and priorities.

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