



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# STRENGTHENING COMMUNITY TODAY AND TOMORROW

## DECATUR COUNTY FAMILY YMCA ONLINE COMMUNITY NEEDS ASSESSMENT – SUMMARY REPORT

At the Y, strengthening community is our cause. The Y as a national movement has listened and responded to communities' most critical social needs for more than 160 years, and it is determined to keep doing it. The most compelling community needs coupled with the desired impact the Y seeks to have in their community is at the crux of what drives a Y's strategic expansion and program development plans.

In January-February 2015, the Decatur County YMCA commissioned Y-USA to study the compelling needs of their community in order to inform their program expansion plans. An online survey instrument was distributed throughout the communities to best identify the top community needs in the focus areas of youth development, healthy living and social responsibility.

### Survey Methodology

- The survey instrument was distributed online through a multitude of channels.
- Questions are asked regarding the two segments of the population that Ys typically engage: Adults and Youth/Teens. Respondents could select multiple choices for each question.
- The respondents are asked to answer a series of questions which are asked in two different ways.
  - First, the respondents are asked to rate the level of importance of a particular topic.
  - Then, the respondents are asked to rate their current satisfaction with the topic.
  - Topics that are rated as very important and dissatisfied are "needs", while the areas that are rated very important and very satisfied are classified as "strengths".
- Percentages in the tables that follow represent both *very important critical needs in the community* and a current *higher level of dissatisfaction* with what the community currently offers related to each of these needs.

### Total Responses and Validity

A total of 553 community members responded to the survey. This response level equates to a 95% confidence level and a confidence interval of 4.1%.

- This means that we can speak with 95% confidence that the stated results are within 4.1% of what is being reported.
- For instance, 55% of respondents identified develop connections with others as a community need. Statistically, we can state "We are 95% sure that 50.9% to 59.1% of the population would have answered the same".

## Respondent Demographics

Most respondents identified as: Caucasian/White (90%), between the ages of 35-54 (42%), identify as female (59%), have a household income over \$75,000 (32%), are members of the YMCA (49%), and live in households with children (47%) and live in households that have not participated in a program at the YMCA within the last year (49%).

## TOP COMMUNITY NEEDS

Top needs identified include the Availability of services aimed at engaging the entire family unit and supporting youth in practicing positive habits that include physical activity and healthy eating. See Appendix for complete survey responses.

### Community Needs for *Adults*

Results for Questions Relating to Adults	% Identifying Topic as Community Need*
Availability of services aimed at engaging the entire family unit	19%
Availability of learning opportunities for adults	15%
Adults are supported in practicing positive habits that include physical activity and healthy eating	13%
Availability of services that engage senior populations	12%
Presence of community spaces where adults can develop connections with others	12%
Adults have convenient access to structured activities in a community facility	10%
Adults receiving support from groups within the community	10%
Presence of safe and secure community spaces for adults	8%
Availability of service or volunteer opportunities for adults	6%

### Community Needs for *Youth/Teens*

Results for Questions Relating to Adults	% Identifying Topic as Community Need*
Youth are supported in practicing positive habits that include physical activity and healthy eating	34%
Presence of community spaces where youth can develop connections with others	29%
Safe and secure community spaces for our youth	29%
Availability of academic support structures for youth outside of school (tutoring, mentoring, etc.)	27%
Availability of non-athletic programs that draw out youth skills, creativity, and confidence	27%
Availability of service or volunteer opportunities for youth	27%
Children enter into kindergarten prepared for success	27%
Youth have opportunities to build good character	26%
Youth exit high school with college or career readiness skills	21%
Youth have convenient access to structured activities in a community facility	18%

## Respondent Segmentation – Demographics

This section highlights the differences in response patterns that existed between the various demographic identifiers that were included in the survey. This information can prove to be quite useful for facilitating further discussion with each targeted group that has been identified.

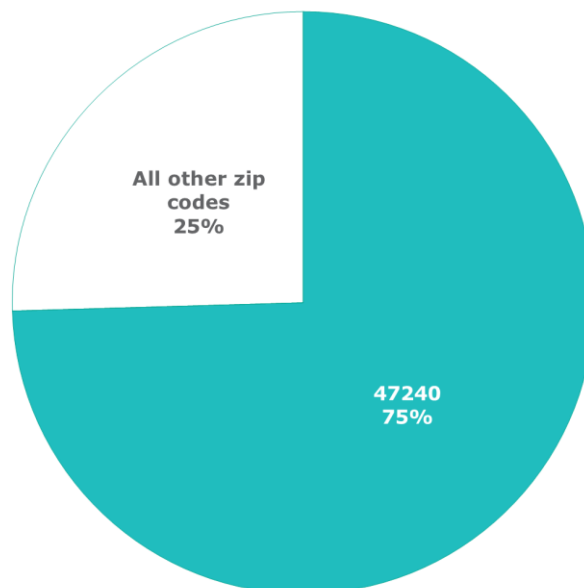
- Respondents who reported living in households with children reported a higher need for services engaging the family unit than those who do not.
- Females identified a higher need than males for providing safe and secure community spaces for *youth*.
- Respondents who live in households that have participated in a program at the YMCA within the last year reported a higher need for *youth categories* of building good character and developing connection with others.
- Respondents between the ages of 35 and 44 reported a higher need for providing safe and secure community spaces while respondents between the ages of 45 and 54 reported a higher need for non-athletic programs for *youth*.
- Respondents with a household income between \$75,000 and \$150,000 reported a higher need for non-athletic programs for *youth*.

## Respondent Segmentation – Community

This section highlights the differences in response patterns that existed between the various communities that were included in the survey. This information can prove to be quite useful for facilitating further discussion within each community, should the Y wish to learn more about particular community's unique needs. The vast majority of responses were received from respondents residing in zip code 47240.

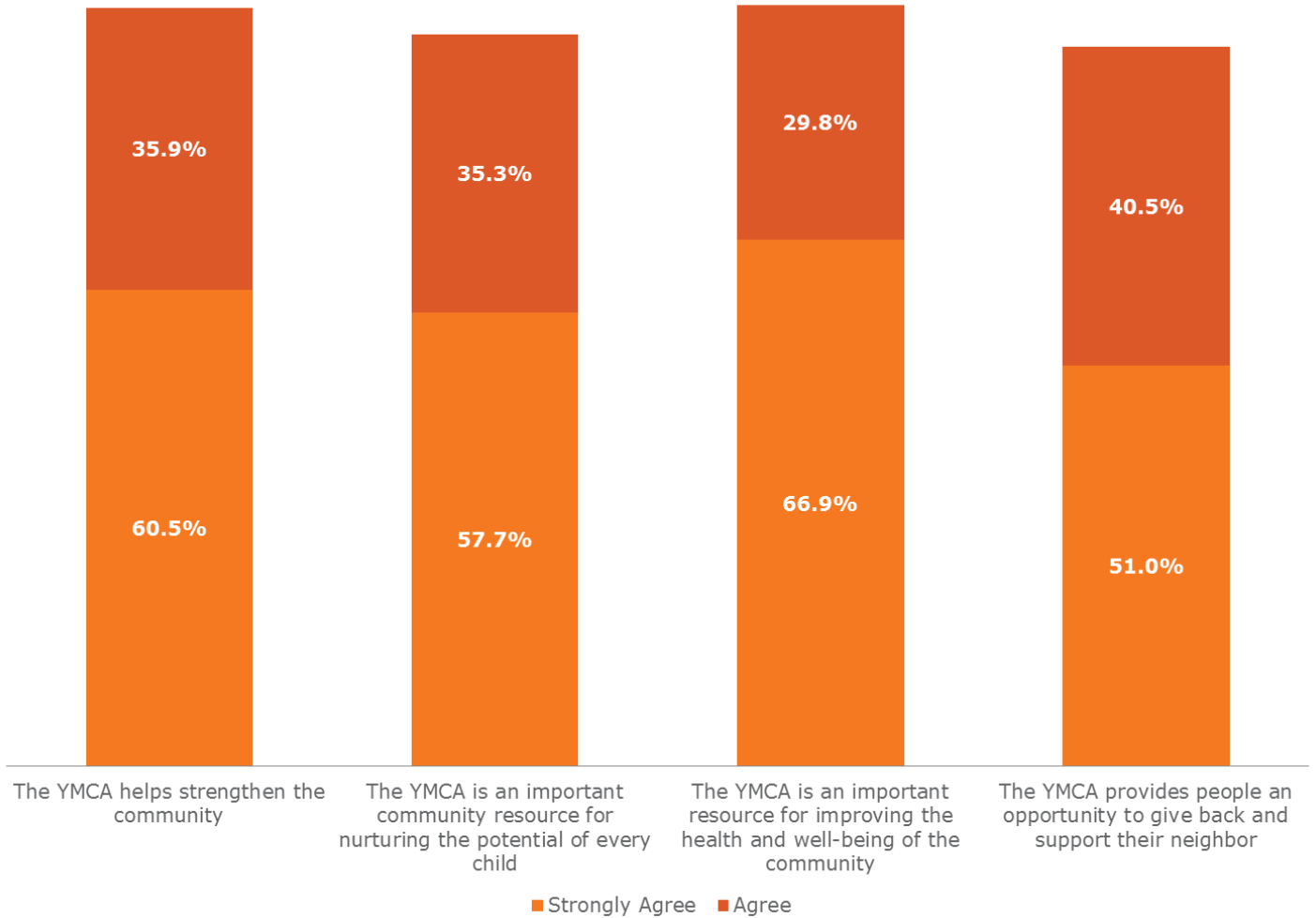
### Zip Code 47240

- Top need identified for *adults* includes services engaging family.
- Top need identified for *youth* is the availability of non-athletic programs that draw out youth skills, creativity, and confidence



## YMCA Perception

This section highlights ways in which the community perceives the YMCA to currently be delivering on its cause and the three areas of focus of youth development, healthy living, and social responsibility. This information can prove useful in identifying areas where the Y can further develop positive perception in their community.



# APPENDIX

## WORD CLOUDS

Using a word cloud generator (wordle.net), we identified the 50 most used words by respondents when answering the question: What is the most pressing need in this community relating to adults or youth/teens? In the diagram below, the size of the word is an indication of its frequency of use. The larger the word, the more it was used by respondents when they were describing needs.

### Most Pressing Need for *Adults*



### Most Pressing Need for *Youth/Teens*



## Full Survey Responses

COMMUNITY NEEDS	Importance of need						Satisfaction with Need					
	#	1	2	3	4	5	#	1	2	3	4	5
<b>Youth Needs</b>												
Availability of academic support structures for youth outside of school (tutoring, mentoring, etc.)	526	62.0%	30.6%	3.8%	0.8%	2.9%	519	9.8%	43.9%	27.7%	2.9%	15.4%
Availability of non-athletic programs that draw out youth skills, creativity, and confidence	527	64.1%	28.3%	4.7%	0.6%	2.3%	515	12.4%	48.3%	23.7%	3.1%	12.2%
Availability of service or volunteer opportunities for youth	526	53.4%	37.3%	6.8%	0.6%	1.9%	517	11.6%	48.9%	22.1%	4.6%	12.6%
Children enter into kindergarten prepared for success	525	61.5%	29.7%	4.8%	1.7%	2.3%	515	13.0%	41.0%	32.2%	4.3%	9.3%
Presence of community spaces where youth can develop connections with others	526	57.8%	35.2%	4.4%	0.4%	2.3%	515	15.1%	44.3%	26.2%	4.3%	9.9%
Safe and secure community spaces for our youth	524	75.6%	19.8%	2.5%	0.2%	1.9%	518	13.5%	43.6%	29.2%	2.7%	10.8%
Youth are supported in practicing positive habits that include physical activity and healthy eating	524	70.4%	24.8%	2.7%	0.4%	1.7%	518	9.3%	38.2%	35.1%	3.3%	13.9%
Youth exit high school with college or career readiness skills	523	75.0%	20.3%	1.9%	0.6%	2.3%	516	10.1%	47.7%	25.2%	2.9%	14.0%
Youth have convenient access to structured activities in a community facility	526	64.6%	29.8%	3.2%	0.2%	2.1%	516	14.1%	51.4%	16.9%	2.1%	15.3%
Youth have opportunities to build good character	526	76.8%	19.6%	1.7%	0.2%	1.7%	517	13.7%	41.2%	30.6%	2.7%	11.6%
<b>Adult Needs</b>	#	1	2	3	4	5	#	1	2	3	4	5
Adults are supported in practicing positive habits that include physical activity and healthy eating	533	58.0%	36.2%	4.9%	0.6%	0.4%	533	17.3%	57.0%	18.4%	1.7%	5.6%
Adults have convenient access to structured activities in a community facility	534	44.4%	42.9%	11.0%	1.3%	0.4%	531	18.8%	57.4%	16.9%	1.7%	5.1%
Adults receiving support from groups within the community	532	38.7%	45.7%	12.6%	2.1%	0.9%	532	13.2%	54.1%	20.1%	2.4%	10.2%
Availability of learning opportunities for adults	532	42.9%	44.0%	12.0%	0.6%	0.6%	532	11.7%	54.1%	23.9%	2.6%	7.7%
Availability of service or volunteer opportunities for adults	530	35.5%	49.6%	12.8%	1.3%	0.8%	531	15.3%	63.7%	12.6%	1.1%	7.3%
Availability of services aimed at engaging the entire family unit	534	54.7%	33.3%	9.6%	1.7%	0.7%	532	14.3%	49.2%	22.4%	3.8%	10.3%
Availability of services that engage senior populations	534	44.2%	42.7%	11.4%	1.1%	0.6%	531	11.9%	55.7%	16.8%	1.5%	14.1%
Presence of community spaces where adults can develop connections with others	531	50.3%	38.2%	9.6%	1.5%	0.4%	530	14.7%	54.2%	21.1%	1.7%	8.3%
Presence of safe and secure community spaces for adults	533	38.5%	44.5%	13.9%	2.6%	0.6%	525	15.8%	59.8%	15.4%	1.3%	7.6%

Rating 1 = Very Important; Very Satisfied    Rating 2 = Important; Satisfied    Rating 3 = Somewhat Important; Dissatisfied    Rating 4 = Unimportant; Very Dissatisfied    Rating 5 = Don't Know; Don't Know