YMCA of GREATER KALAMAZOO 2022 EXISTING MEMBER SURVEY

How long have you been a member of the YMCA of Greater Kalamazoo?

	Response percent	Response
One year or less	25.51%	126
2-4 years	29.96%	148
5-10 years	15.79%	78
11-20 years	13.16%	65
More than 20 years	15.59%	77

Statistics based on 494 respondents;

Which YMCA site do you primarily attend?

	Response percent	Response total
Maple	48.28%	239
Portage	38.99%	193
I use both sites	12.73%	63

Statistics based on 495 respondents;

What type of membership do you have?

		Response percent	Response total
Individual - Adult or Young Adult		34.41%	170
Individual - Youth or Teen	(0.41%	2
Household (one or more adults plus dependents)		40.89%	202
3rd party program (Silver Sneakers, Active & Fit, GymPass, etc.)		23.89%	118
I don't know	(0.41%	2

In which programs - or which areas of the YMCA - do you participate or plan to participate? (check all that apply)

	Response percent to
Aquatics	52.74% 2
Exercise - Individual (cardio, weight room)	61.46% 3
Exercise - group classes	45.84% 2
Youth programs - day camp, Kids Zone, preschool	8.72%
Youth sports	8.52%
Gymnasium - Basketball, Pickleball, Badminton, Volleyball	13.59%
Tennis	9.94%
Other	9.94%

Why do you choose the YMCA?

	Response
Response percent	total
17.31%	85
49.9%	245
65.17%	320
34.62%	170
35.44%	174
17.31%	85
	17.31% 49.9% 65.17% 34.62% 35.44%

To what degree do you agree with the following statements about our Facilities?

	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know/Not Applicable	
Overall the YMCA facilities are clean	35.56% (176)	54.55% (270)	6.26% (31)	2.22% (11)	1.41% (7)	23 43 60 66 108 128 140 140 140 200 228 240 240 240 270 270 270 270 270 270 270 270 270 27
The YMCA facilities are safe and secure	41.21% (204)	53.13% (263)	3.23% (16)	0.4% (2)	2.02% (10)	20 40 60 80 300 320 340 340 340 320 220 220 220 220 220 220 220 220 22
The YMCA facilities are attractive and well designed	24.65% (122)	56.16% (278)	13.33% (66)	3.43% (17)	2.42% (12)	1 20 4) 60 50 106 120 140 140 140 140 221 221 240 240 240 240 240 240 240 240 240 240
Equipment is maintained properly	33.33% (165)	51.92% (257)	5.25% (26)	0.4% (2)	9.09% (45)	1 20 43 46 80 320 120 143 140 140 270 220 240 240 240 240 240 240 240 240 24
The Y has enough equipment for my needs	35.15% (174)	50.3% (249)	6.26% (31)	2.02% (10)	6.26% (31)	20 40 40 80 100 126 141 140 180 200 200 200 240 240 240 240 240 240 24

	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know/Not Applicable	
The Y has enough staff to help me	32.73% (162)	52.93% (262)	5.46% (27)	2.22% (11)	6.67% (33)	20 40 60 83 Lot 120 140 Lot 120 20 20 20 20 20 20 20 20 20 20 20 20 2
Class/program schedules are convenient	14.95% (74)	46.26% (229)	15.15% (75)	6.67% (33)	16.97% (84)	20 NO 66 NO 300 LEO 146 MO LEO 240 200 200 200 200 200 200 200 200 200
The Y's hours of operation are sufficient	28.08% (139)	47.48% (235)	15.56% (77)	7.48% (37)	1.41% (7)	1 20 40 43 50 100 121 140 140 140 200 220 240 129 27 27 27
am satisfied with the quality of lasses/programs	25.66% (127)	47.27% (234)	7.27% (36)	3.03% (15)	16.77% (83)	1 20 40 60 80 100 120 140 140 140 201 220 340 122 134
My Y membership is a good value for the money	40.4% (200)	47.68% (236)	7.27% (36)	2.02% (10)	2.63% (13)	29 %0 69 80 100 120 140 140 140 200 220 240 250 250 250 250 250 250 250 250 250 25

How do you feel about the Service you receive at the YMCA?

	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know/Not Applicable	
Member service/front desk procedures are efficient	45.66% (226)	46.06% (228)	4.85% (24)	0.4% (2)	3.03%	20 40 60 90 320 320 340 340 320 320 320 320 20 21 21 21 21 21
Y staff can answer my questions	43.43% (215)	47.68% (236)	4.85% (24)	1.21% (6)	2.83% (14)	29 40 83 80 500 330 540 343 346 260 270 240 211 212
Y staff are friendly	54.34% (269)	41.41% (205)	3.43% (17)	0.61% (3)	0.2% (1)	29 41 40 80 500 120 141 140 140 120 200 200 200 200 200 200 200 200 20
Y staff are competent	45.46% (225)	47.68% (236)	3.84% (19)	0.4% (2)	2.63% (13)	8 20 40 48 80 100 120 140 140 140 200 226 340 278 278
Communication from the Y keeps me well informed	49.7% (246)	45.86% (227)	2.42% (12)	1.41% (7)	0.61% (3)	8 20 40 40 80 100 120 140 140 180 200 220 240 240 140 170 170 170

To what degree do you agree with the following statements?:

	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't KnowiNot Applicable	
Staff know your name	13.54% (67)	30.71% (152)	32.12% (159)	6.06% (30)	17.58% (87)	1 21 40 63 80 100 120 140 143 10 152 152 152 150 150 150 150 150 150 150 150 150 150
Staff take the initiative to talk to members	17.58% (87)	49.29% (244)	18.99% (94)	3.23% (16)	10.91% (54)	8 20 40 60 80 30 30 30 31 341 340 366 200 220 240 26
Staff are good listeners	18.38% (91)	49.5% (245)	5.05% (25)	2.22% (11)	24.85% (123)	8 20 45 60 80 320 120 140 160 320 200 220 340 261 11 28
You feel welcome at the Y	35.76% (177)	55.56% (275)	3.84% (19)	1.01% (5)	3.84% (19)	8 20 40 60 86 108 320 340 166 380 200 220 241 260 266 1

To what degree do you agree with the following statements?:

	*					1
The Y builds strong relationships with its members	16.57% (82)	44.65% (221)	13.33% (66)	2.42% (12)	23.03% (114)	1 21 40 61 50 100 120 140 160 181 293 223 243 10 10 114
I have developed supportive relationships with other Y members	21.82% (108)	37.78% (187)	17.98% (89)	4.65% (23)	17.78% (88)	1 29 40 60 60 126 220 143 140 340 250 138 109
I have met different types of people at the Y	27.27% (135)	53.13% (263)	8.28% (41)	1.82% (9)	9.5% (47)	1 20 40 40 80 330 320 340 380 380 320 220 240 380 320 320 320 320 320 320 320 320 320 32
I feel more connected to my community through the Y	15.56% (77)	40.2% (199)	15.35% (76)	3.43% (17)	25.46% (126)	77 1 128 129 129 149 149 149 149 149 149 149 149 149 14
The Y is an important community resource for nurturing the potential of every child	29.7% (147)	38.38% (190)	2.22% (11)	1.01% (5)	28.69% (142)	20 40 60 80 100 320 140 160 100 200

Please tell us more about your involvement at the Y.

	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know/Not Applicable	
The Y provides financial assistance for members who cannot afford to pay	18.38% (91)	27.48% (136)	2.42% (12)	0.4% (2)	51.31% (254)	29 A0 80 86 108 120 143 140 138 200 228 240 281
have participated in a YMCA special event	8.49% (42)	13.94% (69)	28.69% (142)	5.25% (26)	43.64% (216)	q 49 46 64 89 106 320 140 340 180 200 228 q 40 40 40 40 40 40 40 40 40 40 40 40 40
have volunteered at the YMCA or would consider olunteering	5.66% (28)	22.83% (113)	25.05% (124)	3.43% (17)	43.03% (213)	8 30 83 83 80 168 128 146 160 180 390 226 38 113 124
I have made a charitable contribution (or would consider donating) to the Y	11.11% (55)	28.49% (141)	15.96% (79)	3.64% (18)	40.81% (202)	8 20 40 48 88 300 120 140 148 188 206 2 30 148 148 206 2

How do you prefer to receive information from the YMCA?

	Response percent	Response total
Email/weekly newsletter	86.21%	425
Social media	12.37%	61
Phone/auto-message	27.99%	138
Signage in the YMCA	22.72%	112
Website (www.kzooymca.org)	20.49%	101
MotionVibe app	24.75%	122
Other	2.64%	13