




YMCA of GREATER KALAMAZOO
2022 EXISTING MEMBER SURVEY

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

		Response percent	Response total
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

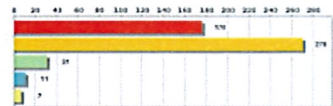
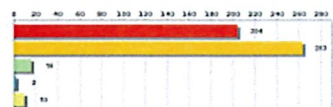
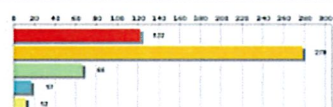


In which programs - or which areas of the YMCA - do you participate or plan to participate? (check all that apply)

		Response percent	Response total
Aquatics		52.74%	260
Exercise - individual (cardio, weight room)		61.46%	303
Exercise - group classes		45.84%	226
Youth programs - day camp, Kids Zone, preschool		8.72%	43
Youth sports		8.52%	42
Gymnasium - Basketball, Pickleball, Badminton, Volleyball		13.59%	67
Tennis		9.94%	49
Other		9.94%	49

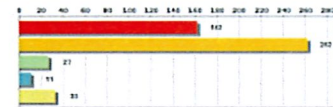
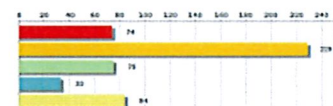
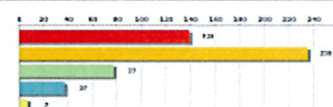
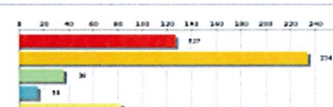
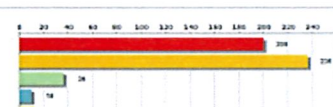
Why do you choose the YMCA?

		Response percent	Response total
Friends/Family are members here		17.31%	85
Price/Value		49.9%	245
Location		65.17%	320
Variety of programs		34.62%	170
Equipment/Amenities		35.44%	174
Other		17.31%	85

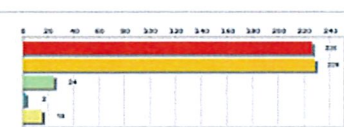
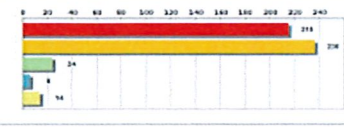
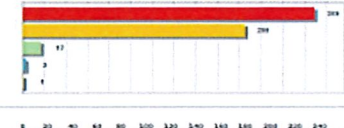
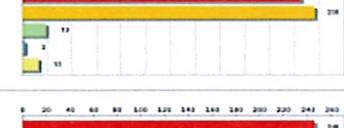

To what degree do you agree with the following statements about our Facilities?

	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)	
The YMCA facilities are safe and secure	41.21% (204)	53.13% (263)	3.23% (16)	0.4% (2)	2.02% (10)	
The YMCA facilities are attractive and well designed	24.65% (122)	56.16% (278)	13.33% (66)	3.43% (17)	2.42% (12)	
Equipment is maintained properly	33.33% (165)	51.92% (257)	5.25% (26)	0.4% (2)	9.09% (45)	
The Y has enough equipment for my needs	35.15% (174)	50.3% (249)	6.26% (31)	2.02% (10)	6.26% (31)	

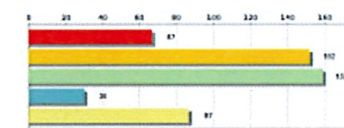
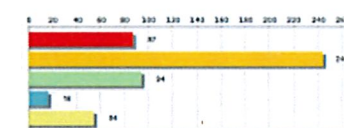
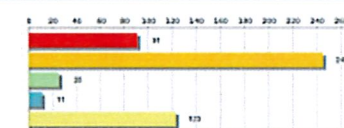
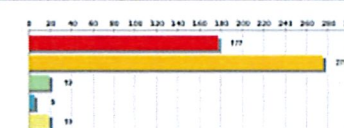
To what degree do you agree with the following statements about the Value of your YMCA membership?

	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)	
Class/program schedules are convenient	14.95% (74)	46.26% (229)	15.15% (75)	6.67% (33)	16.97% (84)	
The Y's hours of operation are sufficient	28.08% (139)	47.48% (235)	15.56% (77)	7.48% (37)	1.41% (7)	
I am satisfied with the quality of classes/programs	25.66% (127)	47.27% (234)	7.27% (36)	3.03% (15)	16.77% (83)	
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)	


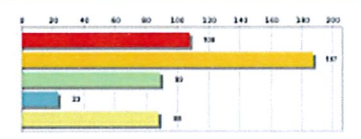
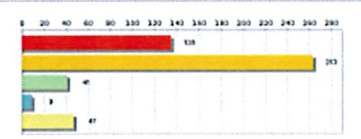
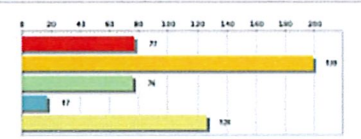
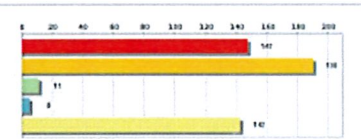
How do you feel about the Service you receive at the YMCA?

	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% (15)	
Y staff can answer my questions	43.43% (215)	47.68% (236)	4.85% (24)	1.21% (6)	2.83% (14)	
Y staff are friendly	54.34% (269)	41.41% (205)	3.43% (17)	0.61% (3)	0.2% (1)	
Y staff are competent	45.46% (225)	47.68% (236)	3.84% (19)	0.4% (2)	2.63% (13)	
Communication from the Y keeps me well informed	49.7% (246)	45.86% (227)	2.42% (12)	1.41% (7)	0.61% (3)	







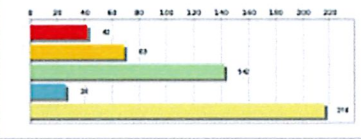
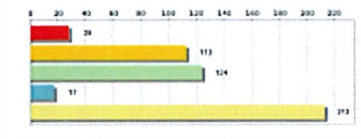
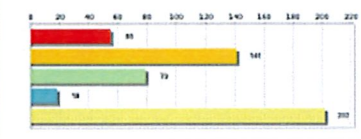
To what degree do you agree with the following statements?:

	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know/Not Applicable	
Staff know your name	13.54% (67)	30.71% (152)	32.12% (159)	6.06% (30)	17.58% (87)	
Staff take the initiative to talk to members	17.58% (87)	49.29% (244)	18.99% (94)	3.23% (16)	10.91% (54)	
Staff are good listeners	18.38% (91)	49.5% (245)	5.05% (25)	2.22% (11)	24.85% (123)	
You feel welcome at the Y	35.76% (177)	55.56% (275)	3.84% (19)	1.01% (5)	3.84% (19)	

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

The Y builds strong relationships with its members	16.57% (82)	44.65% (221)	13.33% (66)	2.42% (12)	23.03% (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)	
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)	
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)	
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)	

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)	
I have participated in a YMCA special event	8.49% (42)	13.94% (69)	28.69% (142)	5.25% (26)	43.64% (216)	
I have volunteered at the YMCA or would consider volunteering	5.66% (28)	22.83% (113)	25.05% (124)	3.43% (17)	43.03% (213)	
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)	

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