



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

STRENGTHENING COMMUNITY TODAY AND TOMORROW

YMCA CAPE COD

ONLINE COMMUNITY NEEDS ASSESSMENT – EXECUTIVE 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 so. The most compelling community needs coupled with the desired impact the Y seeks to have in their community is at the crux of driving a Y's strategic expansion and program development plans.

From January–February 2018 the YMCA Cape Cod 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 areas of youth development, healthy living and social responsibility.

Survey Methodology

- The survey instrument was distributed online through a multitude of channels.
- Questions were asked regarding two segments of the population that Ys typically engage: Adults and Youth/Teens.
- The respondents are asked to answer a series of questions which are asked in two different ways.
 - First, the respondents were asked to rate the level of importance of a particular topic.
 - Then, the respondents were asked to rate their current satisfaction with the topic.
 - Topics that were rated as very important AND dissatisfied or very dissatisfied were “needs”, while the areas that were rated very important and very satisfied were 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 813 community members responded to the survey. This response level equates to a 95% confidence level and a confidence interval of 3.4%.

- This means that we can speak with 95% confidence that the stated results are within 3.4% of what is being reported.
- For instance, if 50% of respondents identified develop connections with others as a community need for youth, statistically, we can state that we are 95% sure that 47% to 53% of the population would have answered the same.

Respondent Demographics

Most respondents identified as: Caucasian/White (575, 71%), between the ages of 35–54 (381, 47%), identify as female (517, 64%), have a household income of 75–150K (212, 26%), are non-members of the YMCA (756, 93%), and live in households with children (391, 48%).

TOP COMMUNITY NEEDS

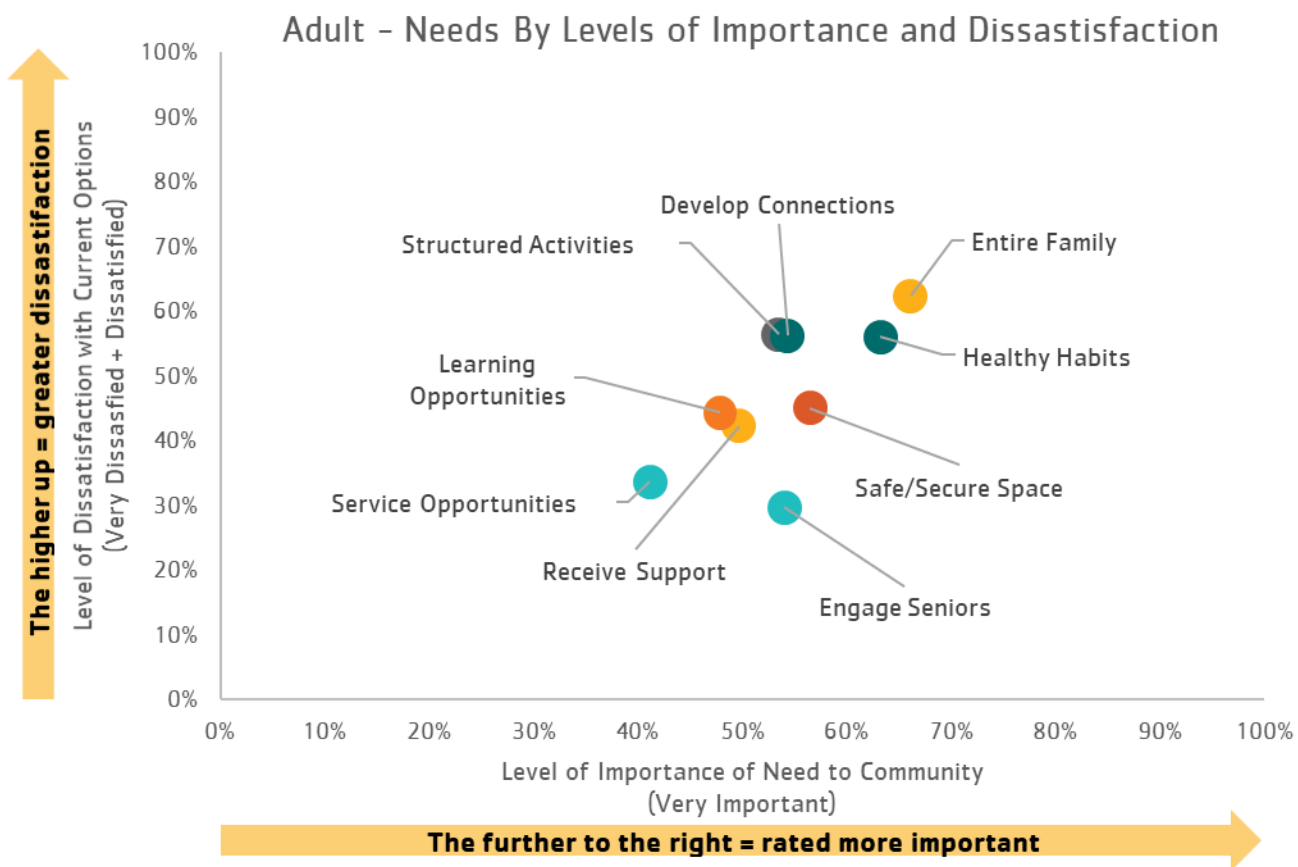
The top identified community need for *adults* is availability of services aimed at engaging the entire family unit.

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	55.6%
Adults are supported in practicing positive habits that include physical activity and healthy eating	47.4%
Presence of community spaces where adults can develop connections with others	41.9%
Adults have convenient access to structured activities in a community facility	39.9%
Presence of safe and secure community spaces for adults	34.6%
Availability of learning opportunities for adults	31.1%
Adults receiving support from groups within the community	29.4%
Availability of services that engage senior populations	27.1%
Availability of service or volunteer opportunities for adults	22.2%

Importance v. Satisfaction Charts

This chart breaks out the needs by their level of importance and dissatisfaction giving you greater insight into why each received the percentage it did. It enables you to see which needs are more important v. which needs have a higher dissatisfaction with the current offerings in the community.



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*

Please see the tab titled "Commentary" in the excel workbook to read through the full list of responses. The insight gained from these candid responses is invaluable.

"Affordable, high quality childcare and programs for families and younger (middle aged) adults. The senior community is quite well covered here...but there aren't a lot of programs/activities for younger and middle-aged adults."



"Affordable housing and community activity locations at affordable rates that offer a variety of activities for all"

"A nice gym with a pool on Lower Cape"

TOP COMMUNITY NEEDS

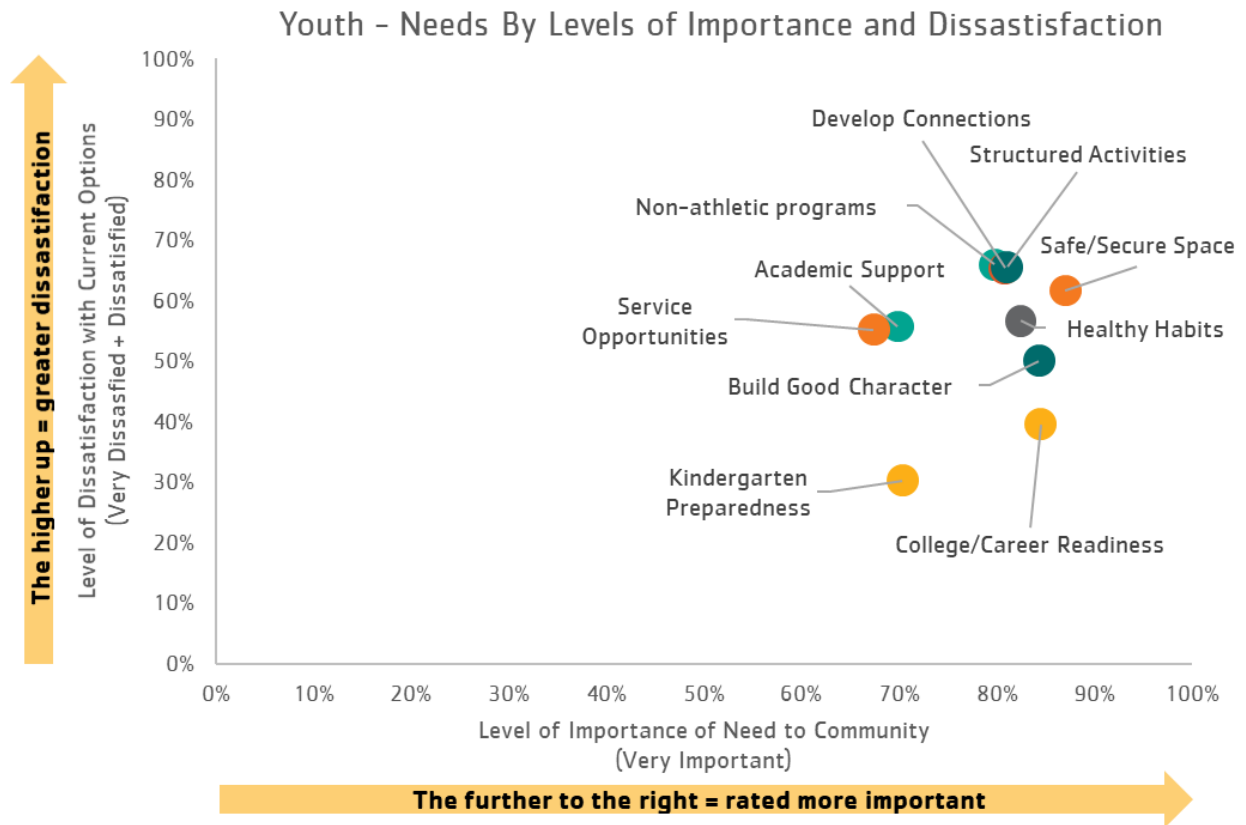
The top identified community need for *youth* is presence of community spaces where youth can develop connections with others.

Community Needs for *Youth/Teens*

Results for Questions Relating to Youth/teens	% Identifying Topic as Community Need*
Presence of community spaces where youth can develop connections with others	68.0%
Availability of non-athletic programs that draw out youth skills, creativity, and confidence	66.8%
Youth have convenient access to structured activities in a community facility	66.7%
Safe and secure community spaces for our youth	65.9%
Youth are supported in practicing positive habits that include physical activity and healthy eating	61.4%
Availability of academic support structures for youth outside of school (tutoring, mentoring, etc.)	55.1%
Youth have opportunities to build good character	55.0%
Availability of service or volunteer opportunities for youth	53.1%
Youth exit high school with college or career readiness skills	46.3%
Children enter into kindergarten prepared for success	31.9%

Importance v. Satisfaction Charts

This chart breaks out the needs by their level of importance and dissatisfaction giving you greater insight into why each received the percentage it did. It enables you to see which needs are more important v. which needs have a higher dissatisfaction with the current offerings in the community.



WORD CLOUDS

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Most Pressing Need for *Youth/Teens*

Please see the tab titled "Commentary" in the excel workbook to read through the full list of responses. The insight gained from these candid responses is invaluable.

"Positive opportunities to help others, a "cool" safe healthy place to hang out while learning life skills. Safety, cooking, balancing a check book, sewing etc."



A safe space for our kids. A way to connect to each other and the community in authentic ways. A space to deepen their understanding of who they are and how they fit in the local and global community.

"...a safe place to go that offers engaging activities. Classes, workshops, tutoring, gym space, etc. ...give kids the opportunity to do something constructive with their time so they are not participating in destructive behavior."

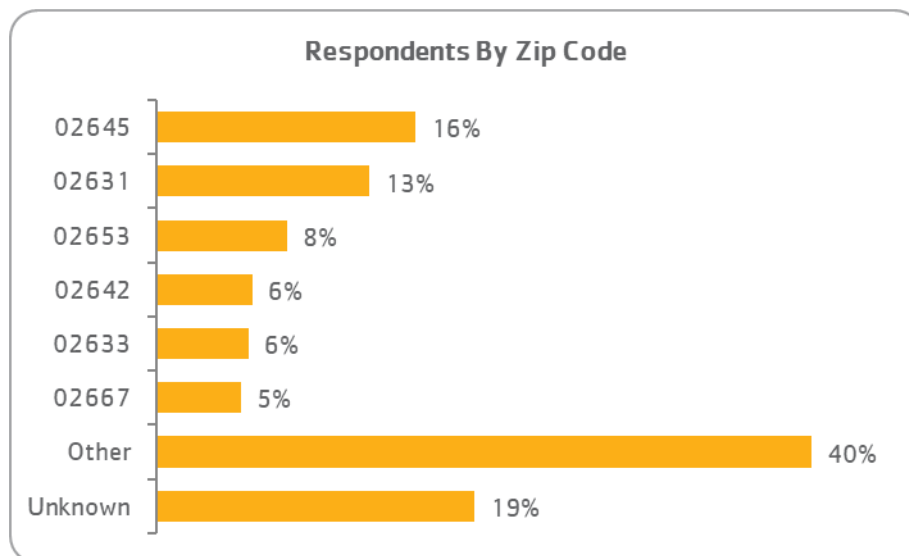
Respondent Segmentation – Demographics

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.

- Non-members identified a significantly higher need than members for almost all *youth categories*.
- Non-members also identified significantly higher needs for *adult categories* community spaces where adults can develop connections with others, learning opportunities for adults, receiving support from groups, and services engaging the entire family unit.
- Members identified significantly higher needs for *adults* to have convenient access to structured activities, services engaging senior populations, and support in practicing positive health habits.
- Respondents with children identified significantly higher needs than those without children for nearly all *youth categories*.
- Respondents with children also identified significantly higher needs for *adult categories* learning opportunities for adults, receiving support from groups, services engaging the entire family unit, and service or volunteer opportunities.
- Respondents without children identified a significantly higher need for *adults* to have services engaging senior populations and safe and secure community spaces.
- Women responded higher needs than males for nearly all *youth and adult categories*.
- Men responded higher needs than women for *youth* to enter into kindergarten prepared for success.

Respondent Segmentation – Community

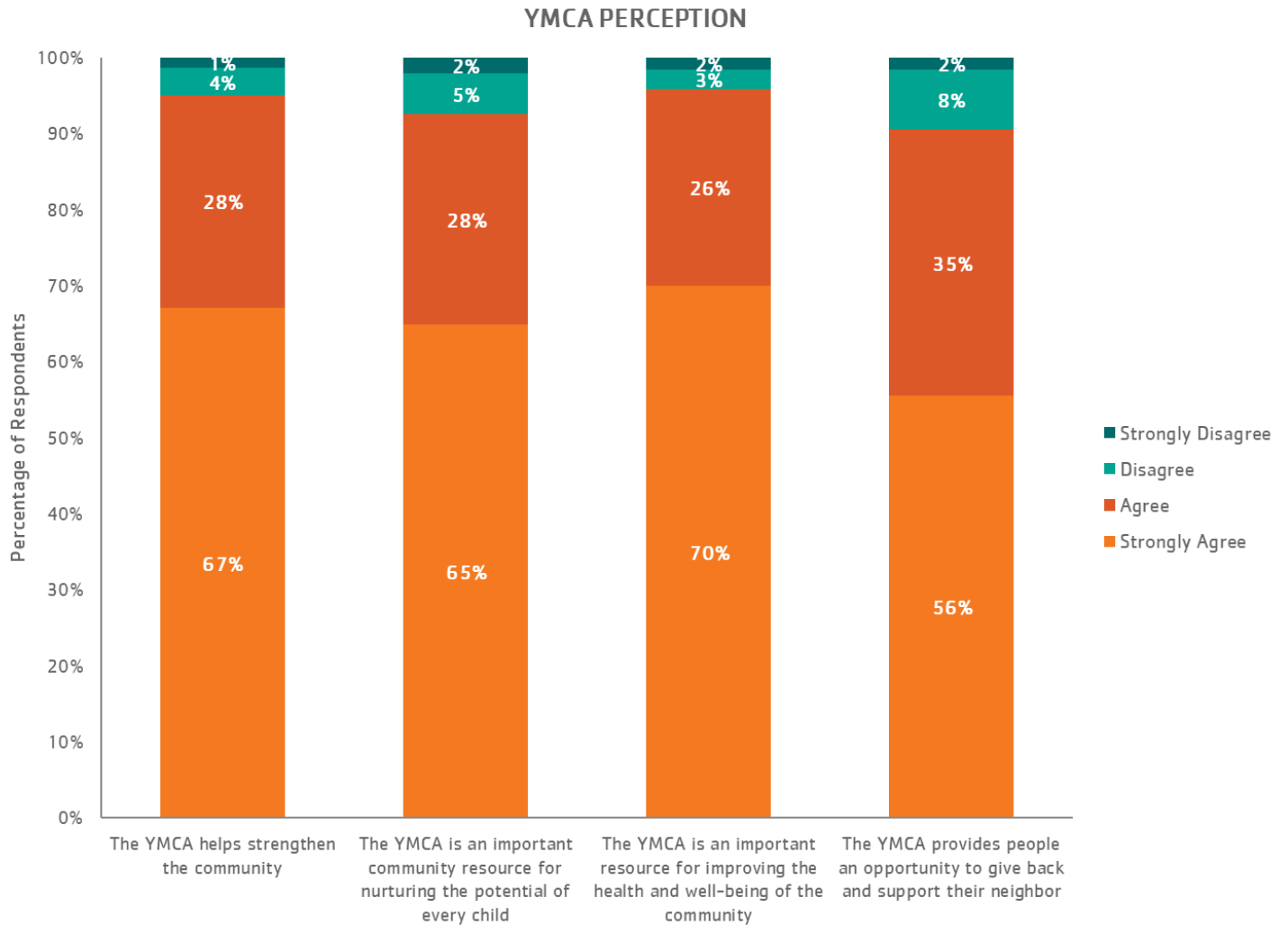
This section highlights the differences in response patterns that existed between the various communities that were included in the survey. This information can prove to be quite useful for facilitating further discussion within each community, should the Y wish to learn more about particular community's unique needs. Segmentation is provided for residence areas **02645**, **02631**, **02653**, and **02642**.



	02645	02631
<u>Adults</u>	<ol style="list-style-type: none"> 1. Availability of services engaging the entire family unit (52%) 2. Adults are supported in practicing positive habits that include physical activity & healthy eating (48%) 3. Community spaces where adults can develop connections with others (39%) 	<ol style="list-style-type: none"> 1. Availability of services engaging the entire family unit (59%) 2. Community spaces where adults can develop connections with others (54%) 3. Adults are supported in practicing positive habits that include physical activity & healthy eating (49%)
<u>Youth</u>	<ol style="list-style-type: none"> 1. Availability of non-athletic programs that draw out youth skills, creativity, and confidence. (69%) 2. Youth have convenient access to structured activities. (62%). 3. Availability of academic support structures for youth outside of school (tutoring, mentoring)/Youth are supported in practicing positive habits that include physical activity & healthy eating (61%) 	<ol style="list-style-type: none"> 1. Youth have convenient access to structured activities (80%). 2. Community spaces where youth can develop connections with others (78%) 3. Safe and secure community spaces for youth. (73%)
	02653	02642
<u>Adults</u>	<ol style="list-style-type: none"> 1. Availability of services engaging the entire family unit (72%) 2. Adults are supported in practicing positive habits that include physical activity & healthy eating (55%) 3. Community spaces where adults can develop connections with others (53%) 	<ol style="list-style-type: none"> 1. Adults are supported in practicing positive habits that include physical activity & healthy eating (55%) 2. Community spaces where youth can develop connections with others/Availability of services engaging the entire family unit (51%) 3. Safe and secure community spaces for adults (48%)
<u>Youth</u>	<ol style="list-style-type: none"> 1. Community spaces where youth can develop connections with others. (88%) 2. Safe and secure community spaces for youth (84%) 3. Youth have convenient access to structured activities. (80%) 	<ol style="list-style-type: none"> 1. Community spaces where youth can develop connections with others/Safe and secure community spaces for youth (74%) 2. Youth have convenient access to structured activities. (71%) 3. Availability of non-athletic programs that draw out youth skills, creativity, and confidence. (69%)

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 - FULL SURVEY RESPONSES

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

COMMUNITY NEEDS	Importance of need						Satisfaction with Need					
	#	1	2	3	4	5	#	1	2	3	4	5
Adult Needs												
Adults are supported in practicing positive habits that include physical activity & healthy eating	805	63.2%	29.1%	6.8%	0.7%	0.1%	701	4.7%	26.1%	44.7%	11.3%	13.3%
Adults have convenient access to structured activities in a community facility	802	53.5%	34.4%	9.9%	2.1%	0.1%	700	5.0%	26.9%	41.1%	15.1%	11.9%
Adults receiving support from groups within the community	803	49.7%	34.7%	13.0%	2.4%	0.2%	699	5.2%	34.8%	35.9%	6.3%	17.9%
Availability of learning opportunities for adults	800	47.9%	36.6%	12.8%	2.6%	0.1%	698	5.9%	38.3%	35.7%	8.6%	11.6%
Availability of service or volunteer opportunities for adults	802	41.1%	38.7%	17.1%	2.7%	0.4%	698	8.7%	42.6%	27.7%	5.9%	15.2%
Availability of services aimed at engaging the entire family unit	803	66.1%	23.5%	7.8%	2.1%	0.4%	700	3.6%	21.0%	42.4%	19.9%	13.1%
Availability of services that engage senior population	805	54.0%	28.9%	12.4%	4.1%	0.5%	700	13.3%	38.7%	23.7%	5.9%	18.4%
Presence of community spaces where adults can develop connections with others	804	54.4%	32.1%	11.2%	2.4%	0.0%	697	5.3%	27.0%	42.8%	13.3%	11.6%
Presence of safe and secure community spaces for adults	802	56.5%	29.7%	11.0%	2.7%	0.1%	697	7.6%	36.0%	35.2%	9.8%	11.5%
Youth Needs												
Availability of academic support structures for youth outside of school (tutoring, mentoring)	669	69.8%	22.4%	5.5%	0.6%	1.6%	639	4.7%	18.0%	41.6%	14.1%	21.6%
Availability of non-athletic programs that draw out youth skills, creativity, and confidence	668	79.8%	16.6%	1.8%	0.4%	1.3%	640	3.9%	16.1%	46.4%	19.5%	14.1%
Availability of service or volunteer opportunities for youth	668	67.4%	24.1%	5.4%	0.7%	2.4%	640	4.5%	20.5%	44.3%	10.9%	19.8%
Children enter into kindergarten prepared for success	664	70.3%	19.0%	6.9%	1.4%	2.4%	643	7.3%	40.7%	24.5%	5.7%	21.7%
Presence of community spaces where youth can develop connections with others	666	80.8%	15.8%	1.4%	0.6%	1.5%	644	3.7%	18.0%	43.2%	22.1%	12.9%
Safe and secure community spaces for our youth	662	87.0%	10.6%	0.5%	0.3%	1.7%	644	4.8%	22.0%	41.0%	20.7%	11.5%
Youth are supported in practicing positive habits that include physical activity & healthy eating	666	82.4%	14.7%	1.4%	0.3%	1.2%	646	3.6%	24.1%	43.3%	13.4%	15.7%
Youth exit high school with college or career readiness skills	665	84.5%	11.7%	2.1%	0.3%	1.4%	645	5.6%	30.9%	30.2%	9.4%	23.9%
Youth have convenient access to structured activities in a community facility	664	81.0%	14.6%	2.4%	0.6%	1.4%	644	3.9%	17.3%	45.3%	20.2%	13.2%
Youth have opportunities to build good character	663	84.3%	12.5%	1.7%	0.3%	1.2%	642	4.4%	28.8%	39.7%	10.3%	16.9%