
Old Colony YMCA Membership Survey

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Executive Summary

The purpose of the 2005 Old Colony YMCA Membership Survey is to gather information from the YMCA membership regarding their overall satisfaction with services and Y facilities.

A total of 374 completed surveys were returned from the YMCA membership for a response rate of 37.4 percent and a margin of error at approximately +/- 2.8 percent.

Some of the highlights of the survey are as follows:

- ? An overwhelming majority of respondents (86.9%) rate the overall quality of the Old Colony YMCA either excellent or good.
- ? A strong majority of respondents (89.2%) would rate the staff of the Old Colony YMCA as excellent or very good.
- ? The majority of respondents (88.1%) of respondents either agree or somewhat agree that they feel welcome at the YMCA.
- ? A strong majority of respondents (83.7 %) agree or somewhat agree that the staff is available and willing to help them.
- ? An overwhelming majority of respondents (83.9%) agree or somewhat agree that front desk procedures are professional and efficient.
- ? Over 80 percent of respondents agree or somewhat agree that the YMCA has the right equipment to use (89.4%), is a secure and safe facility (86.2%), with adequate parking (82.9%).
- ? Almost 100 percent respondents agree that the YMCA is a good place for the family (97.6%) and a good place to bring children (95.5%).
- ? The majority of respondents (52.1%) report engaging exclusively in individual activities when coming to the YMCA.
- ? An overwhelming majority of respondents at 88.0 percent report that they think they will belong to the Old Colony YMCA in one year from now.
- ? Almost one-third of respondents (32.0%) had a fitness evaluation when they first joined the YMCA.
- ? An overwhelming majority of respondents (92.6%) report that the condition of the cardiovascular equipment room is excellent or good.

Project Overview

Bridgewater State College's Institute for Regional Development, in coordination with the Old Colony YMCA, designed and administered a membership satisfaction survey of YMCA members during the months of April and May 2004. The purpose of this survey is to assess the level of member satisfaction with YMCA facilities, services and recreational programs.

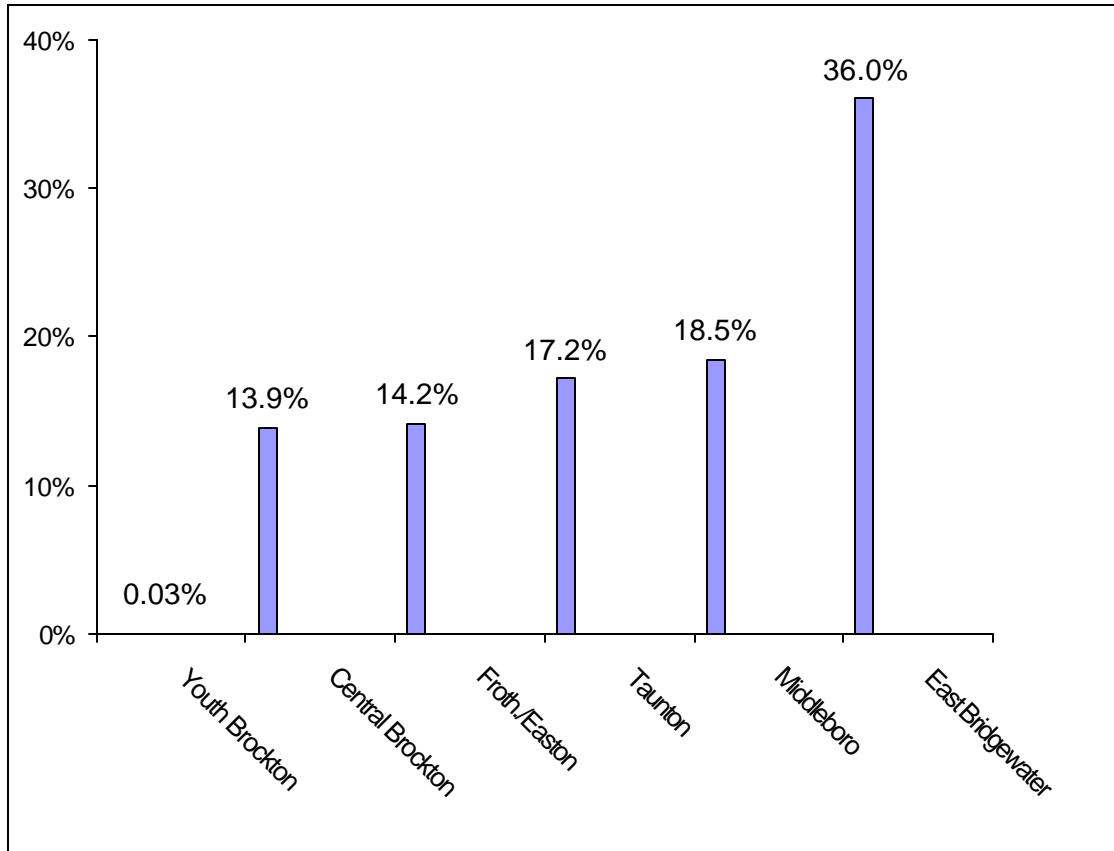
Prior to survey distribution, the Institute for Regional Development applied for and received approval from the Bridgewater State College Institutional Review Board. This board serves to protect human subjects who participate in research done by members of the college community.

Survey data was collected through a random sample of 1,000 YMCA residents. A postcard notification of the survey was sent to the sample residents on April 1, 2005, followed by the first survey and participation request on April 15th. A second survey and participation request was sent out on April 29th, asking those who had not completed the first survey and return it to do so. In the survey introduction, respondents were asked to complete and return the survey by April 25, 2004. On May 30th, the Institute for Regional Development considered all surveys returned and began to analyze the results. A total of 374 surveys were returned from the sample.

At the survey acceptance deadline, survey responses were entered into a computer database. Using the latest state-of-the-art statistical software (SPSS for Windows Version 12.0), the data file was analyzed. Complete protection and confidentiality of the survey database was assured during all phases of data analysis. Access to the database is limited to the project directors and one assistant.

Membership Information

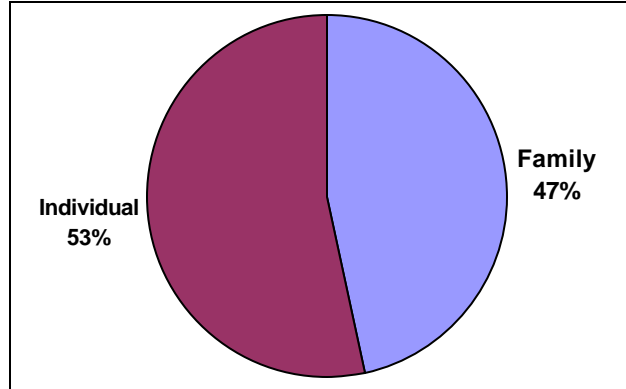
Figure 1
Of which Old Colony YMCA branch location are you a member?



Highlights:

- ? Over one-third of respondents (36.0%) reported belonging to the YMCA in East Bridgewater.

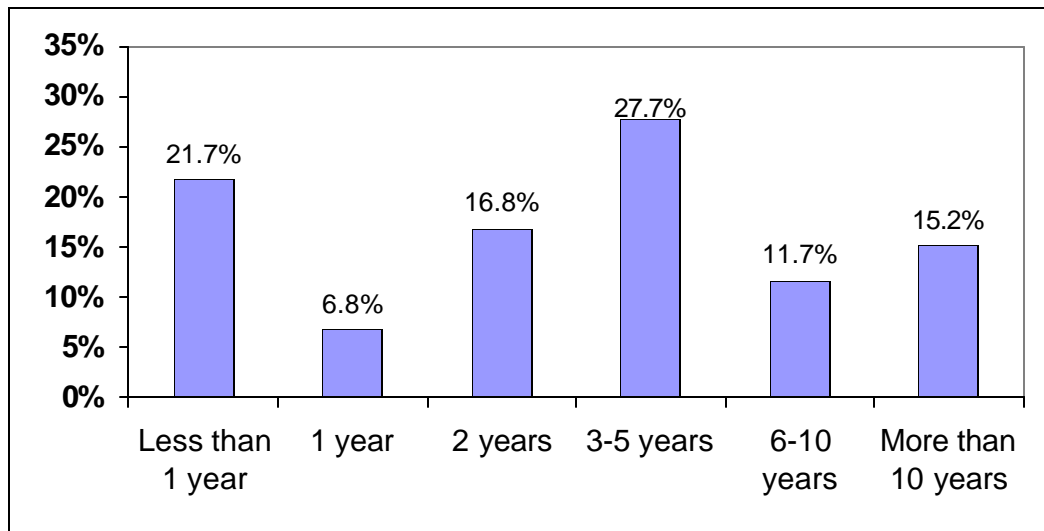
Figure 2
What type of membership do you have?



Highlights:

? A slight majority of respondents (53.4%) have individual memberships to the YMCA.

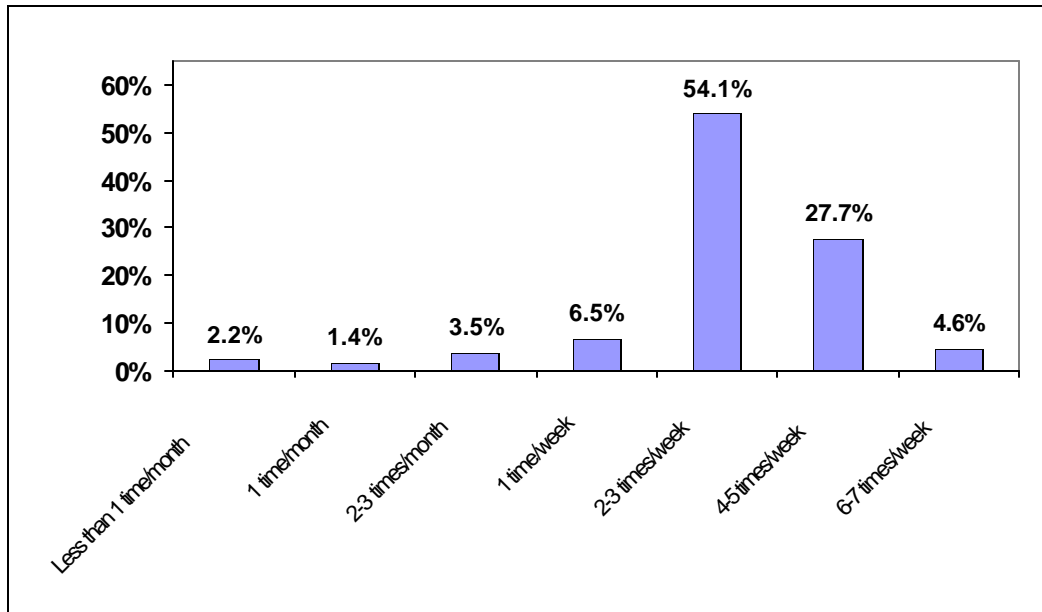
Figure 3
How long have you been a member of the YMCA?



Highlights:

? 28.5 percent of respondents have been a member of the YMCA for a year or less, 44.5 percent have been a member for 2 to 5 years, and 26.9 percent have been a member for 6 or more years.

Figure 4
How frequently do you come to the YMCA?



Highlights:

- ? A strong majority of respondents (54.1%) report frequenting the Y two to three times per week.
- ? Approximately one-third of respondents (32.3%) report frequenting the Y four or more times per week, and 13.6 percent report coming less than one time per week.

Overall Satisfaction

Table 1

	Excellent	Good	Excellent & Good	Fair	Poor
Overall how would you rate the staff at the Old Colony YMCA?	46.6%	42.6%	89.2%	10.2%	0.6%
Overall how would you rate the Old Colony YMCA?	38.1%	48.8%	86.9%	12.8%	0.3%
Overall how would rate the facilities and equipment at the Y?	35.0%	35.0%	82.3%	16.3%	1.4%
Overall how would you rate your value for the money at the Y?	36.1%	36.1%	78.6%	18.8%	2.6%

Highlights:

- ? An overwhelming majority of respondents (86.9%) rate the overall quality of the Old Colony YMCA either excellent or good.
- ? A strong majority of respondents (89.2%) would rate the staff of the Old Colony YMCA as excellent or very good.
- ? Y facilities and equipment were rated excellent or very good by 82.3 percent of respondents.

Table 2

Values	Agree & Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree
I feel welcome at the YMCA	88.1%	7.6%	2.4%	1.9%
I can relate to the other members of the YMCA	83.7%	13.9%	1.9%	0.5%
YMCA staff care about my well being	77.5%	16.5%	4.7%	1.4%
There are staff at the YMCA who know my name	56.7%	12.0%	7.9%	23.4%
Staff would notice if I stopped coming to the YMCA	45.8%	19.3%	13.1%	21.8%

Highlights:

- ? The majority of respondents (88.1%) of respondents either agree or somewhat agree that they feel welcome at the YMCA.
- ? A strong majority of respondents either agree or somewhat agree (83.7%) that they can relate to other members and 77.5 percent of respondents agree or somewhat agree that the YMCA staff cares about their well being
- ? Nearly half of respondents (45.8%) either agree or somewhat agree that Y staff would notice if they stopped coming to the YMCA.

Table 3

Customer Service	Agree & Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree
Front desk procedures are professional and efficient	83.9%	6.3%	7.9%	2.5%
Staff are available and willing to help me	83.7%	9.0%	4.9%	2.4%
Staff take initiative to talk to members	69.8%	14.2%	9.3%	6.6%
Program and class registration is run smoothly	64.9%	27.7%	3.8%	3.5%
Classes are scheduled at convenient times	59.2%	23.7%	11.3%	5.9%
Staff check on my progress	36.4%	26.3%	13.2%	24.1%

Highlights:

- ? A strong majority of respondents (83.7 %) agree or somewhat agree that the staff is available and willing to help them.
- ? Almost 70 percent of respondents (69.8%) agree or somewhat agree that staff takes the initiative to talk to members.
- ? An overwhelming majority of respondents (83.9%) agree or somewhat agree that front desk procedures are professional and efficient.
- ? 64.9 percent of respondents agree or somewhat agree that program and class registration is run smoothly.

Table 4

Facilities and Equipment	Agree & Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree
The YMCA has the right equipment for me to use	89.4%	6.4%	3.6%	0.6%
The YMCA is a secure and safe facility	86.2%	7.4%	3.8%	2.5%
There is adequate parking at the YMCA	82.9%	4.9%	7.1%	5.2%
The building is attractive	74.4%	15.4%	8.0%	2.2%
There are adequate lockers for members	72.0%	17.6%	7.3%	3.1%
The YMCA has enough equipment for members	68.8%	10.6%	13.6%	7.0%
The pool is available to members at convenient times	63.5%	24.5%	6.6%	5.5%

Highlights:

- ? Over 80 percent of respondents agree or somewhat agree that the YMCA has the right equipment to use (89.4%), is a secure and safe facility (86.2%), with adequate parking (82.9%).
- ? Three-quarters of respondents (74.4%) agree or somewhat agree that the building is attractive.

Figure 5

The Y is a good place for your family

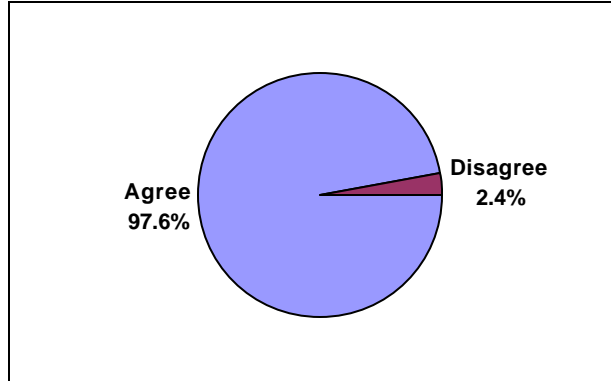


Figure 6

The Y offers low or no cost programs for youth and families in the neighborhood

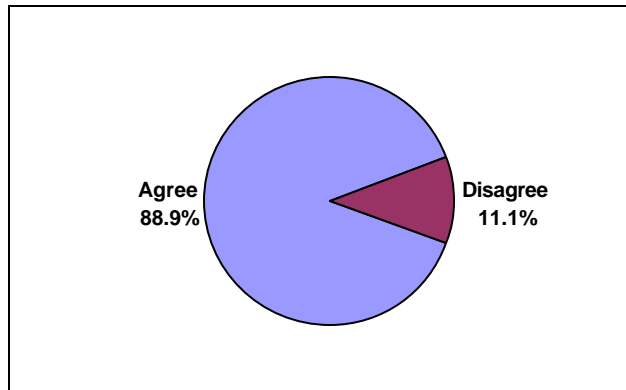


Figure 7

The Y provides financial assistance for members who not cannot afford to pay

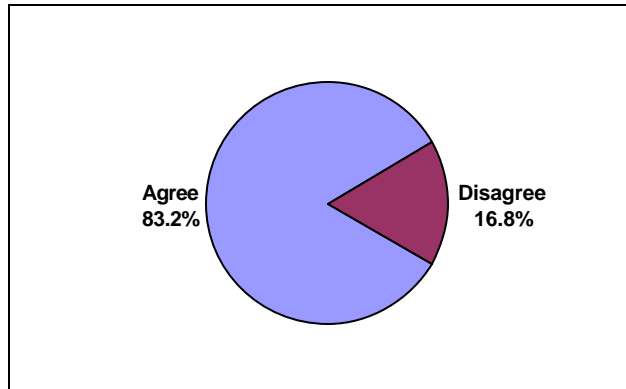


Figure 8

You feel a sense of fellowship and belonging at the YMCA

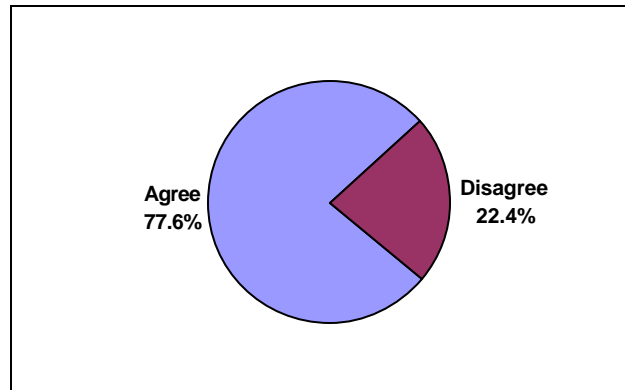
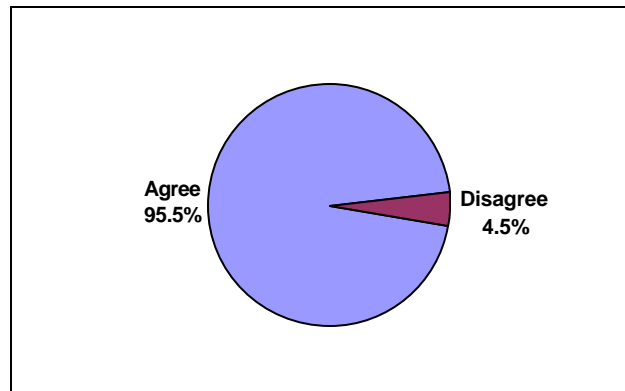


Figure 9

The YMCA is a good place to bring children

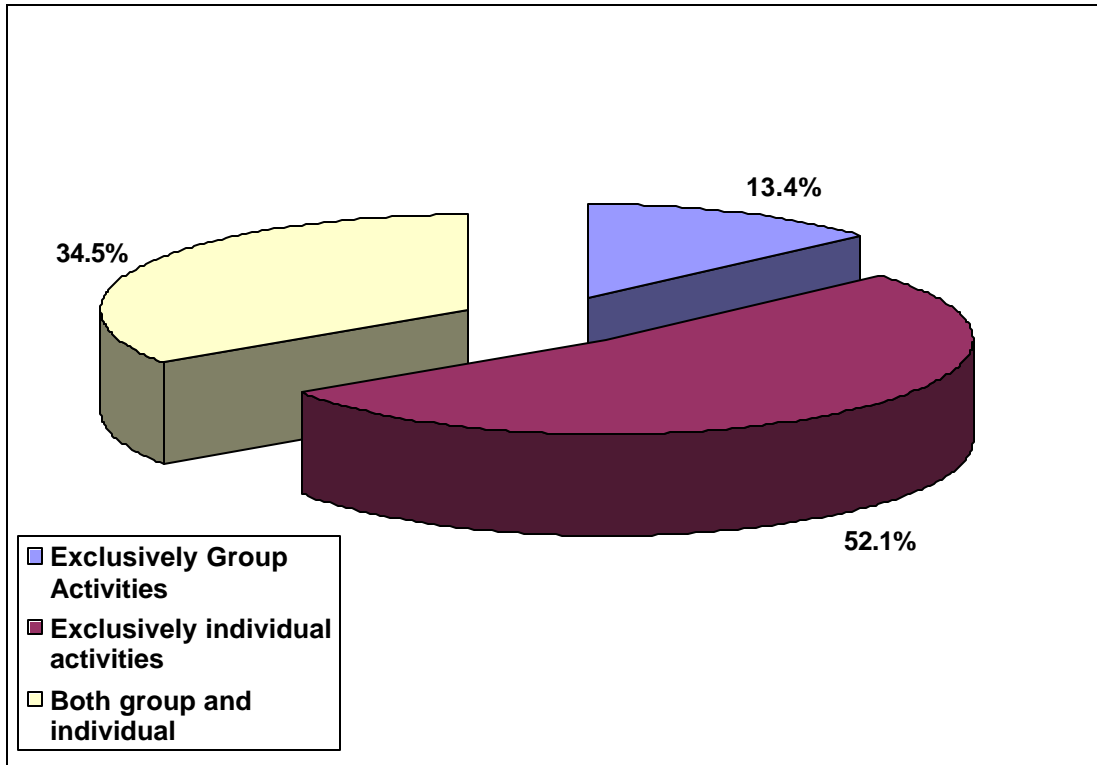


Highlights:

- ? Almost 100 percent respondents agree that the YMCA is a good place for the family (97.6%) and a good place to bring children (95.5%).
- ? A strong majority of respondents agree that the YMCA offers low or no cost programs for youth and families (88.9%) and provides financial assistance for members who cannot afford to pay (83.2%).

General

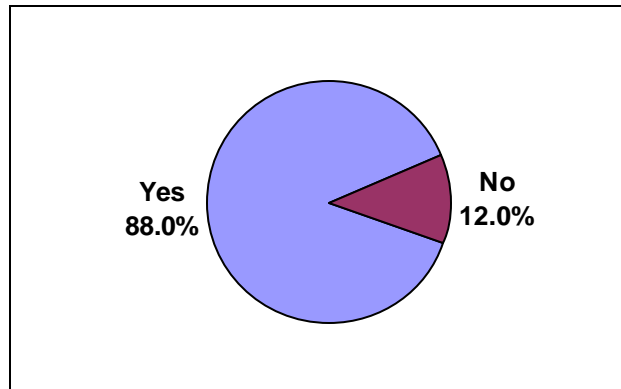
Figure 10
When you come to the Y, do you mainly engage in group activities or mainly engage in individual exercise?



Highlights:

- ? The majority of respondents (52.1%) report engaging exclusively in individual activities when coming to the YMCA.
- ? Slightly more than one-third of respondents (34.5%) report engaging in both individual and group activities when coming to the YMCA.

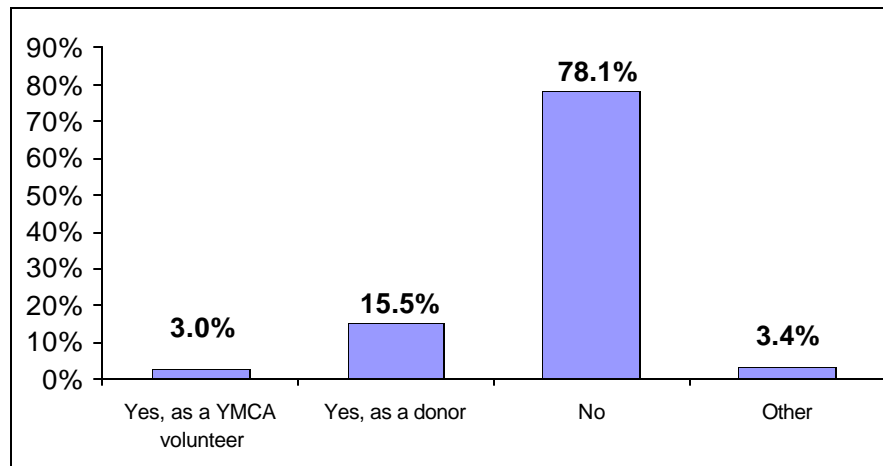
Figure 11
All things considered, do you think that you will belong to the Old Colony YMCA in a year from now?



Highlights:

- ? An overwhelming majority of respondents at 88.0 percent report that they think they will belong to the Old Colony YMCA in one year from now.

Figure 12
Have you been involved with the YMCA in the past year?

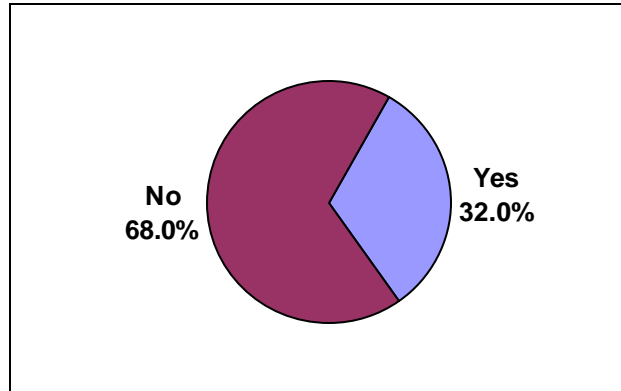


Highlights:

- ? The majority of respondents (78.1%) report not having been involved with the YMCA in the past year, other than as a member.
- ? Of those respondents who are involved, 15.5 percent report being involved by donating to the YMCA.

Figure 13

Did you have a personal fitness evaluation when you first joined the YMCA?

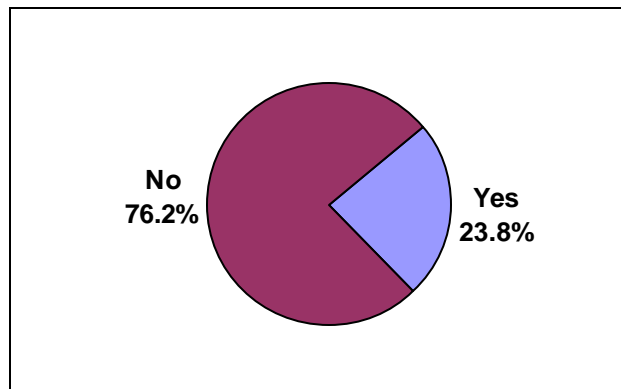


Highlights:

- ? Almost one-third of respondents (32.0%) had a fitness evaluation when they first joined the YMCA.

Figure 14

Have you used the personal training services at the YMCA?

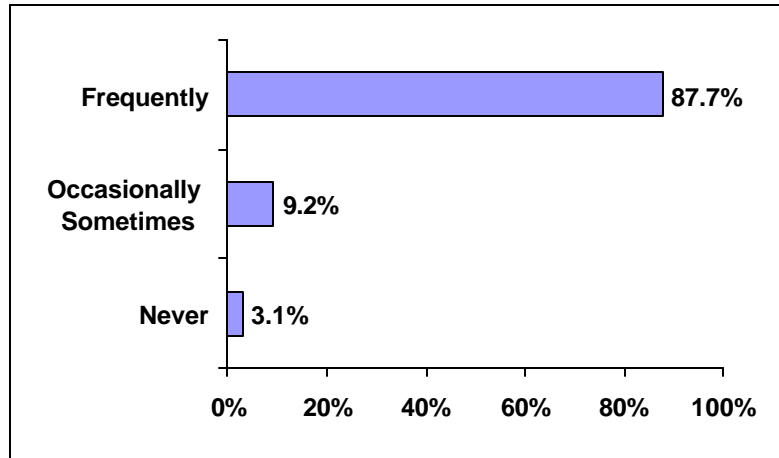


Highlights:

- ? Almost one-quarter of respondents (23.8%) have used the personal training services at the YMCA.

Usage and Perceptions of General Condition

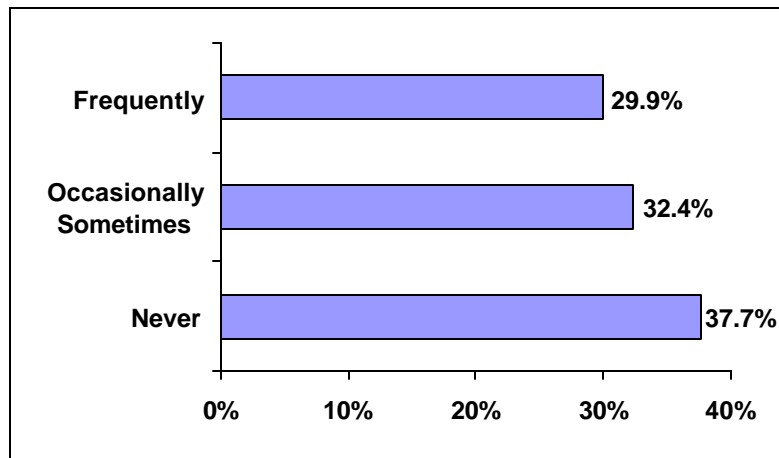
Figure 15
Please indicate how often you utilize the following:
Parking?



Highlights:

- ? A strong majority of respondents (87.7%) report frequently utilize parking at the YMCA.

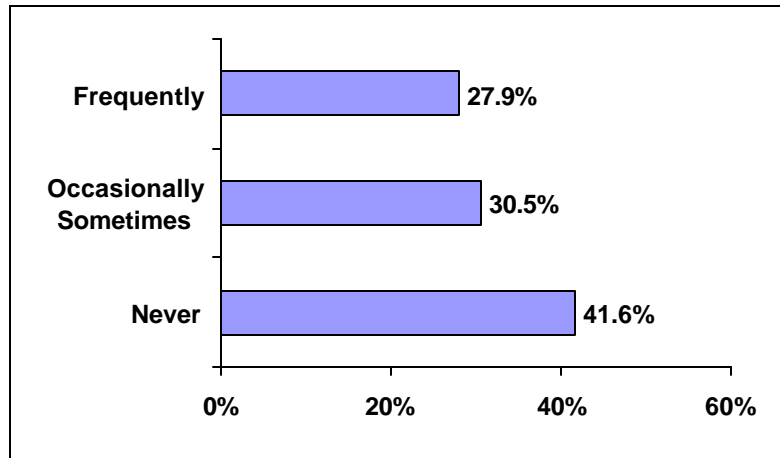
Figure 16
Please indicate how often you utilize the following:
Swimming pool?



Highlights:

- ? Almost one-third of respondents (29.9%) report frequently using the pool at the YMCA.
- 37.7 percent of respondents never use the pool.

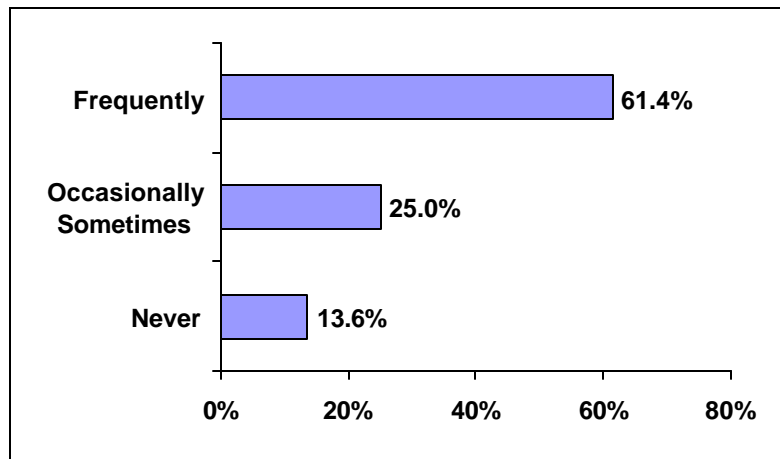
Figure 17
Please indicate how often you utilize the following:
Gymnasium?



Highlights:

- ? 27.9 percent of respondents report frequently utilizing the gymnasium at the YMCA.
- ? 30.5 percent of respondents report occasionally or sometimes utilizing the gymnasium.

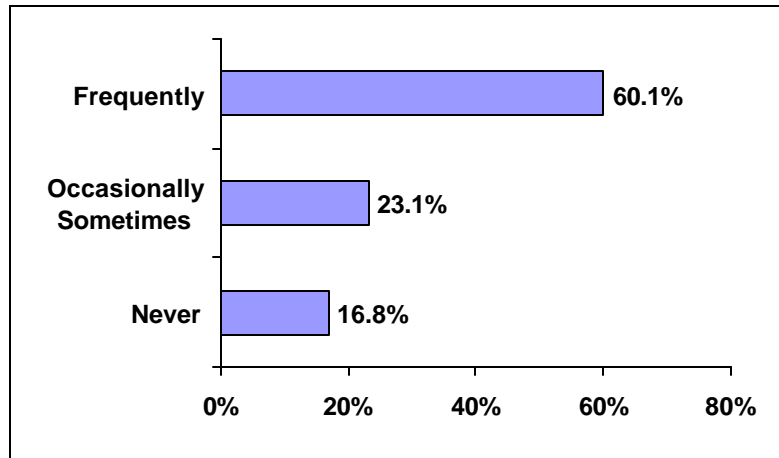
Figure 18
Please indicate how often you utilize the following:
Locker rooms?



Highlights:

- ? The majority of respondents (61.4%) report frequently utilizing the locker rooms.

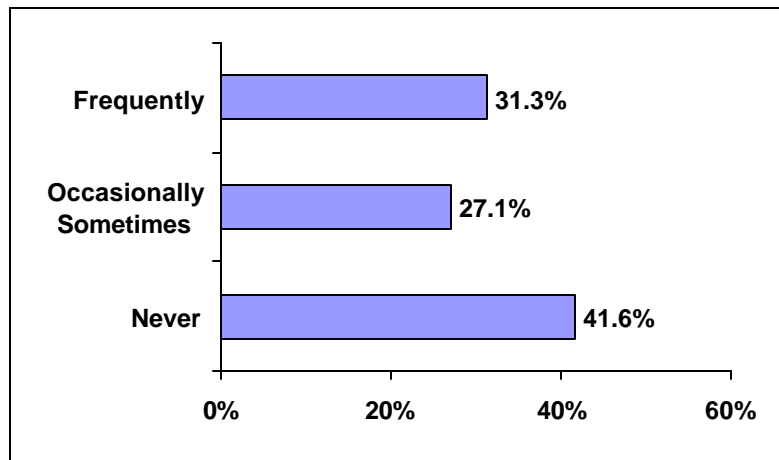
Figure 19
Please indicate how often you utilize the following:
Cardiovascular equipment room?



Highlights:

- ? 60.1 percent of respondents report frequently utilizing the cardiovascular equipment room.
- ? Slightly more than 20 percent of respondents (23.1%) report occasionally or sometimes utilizing the cardiovascular equipment room.

Figure 20
Please indicate how often you utilize the following:
Free weight room?



Highlights:

- ? The majority of respondents at 57.9 percent are somewhat satisfied with current recreational programs and facilities for adults.

Table 5
Please indicate the general conditions of the areas you use:

	Excellent	Good	Excellent & Good	Fair	Poor
Cardiovascular equipment room	50.8%	41.8%	92.6%	6.7%	0.7%
Free weight room	40.4%	44.1%	84.5%	12.2%	3.3%
Parking	43.7%	38.7%	82.5%	12.5%	5.0%
Gymnasium	31.5%	48.0%	79.5%	15.7%	4.8%
Swimming pool	32.8%	42.7%	75.5%	15.7%	8.8%
Locker rooms	24.5%	48.3%	72.7%	19.1%	8.2%

Highlights:

- ? An overwhelming majority of respondents (92.6%) report that the condition of the cardiovascular equipment room is excellent or good.
- ? Over 80 percent of respondents report that the condition of the parking facilities (82.4%) and free weight room (84.5%) are excellent or good.
- ? 79.5 percent of respondents rate the gymnasium as being in excellent or good condition.

Comments

Table 6
If you could change two things about the YMCA, what would they be?
N=277

	Percentage
Pool (temperature, update, lanes, staffing)	14.1%
Facilities, parking lot, maintenance issues	14.1%
Classes (add new, different times, better instructors)	12.5%
Locker room improvements	10.1%
More/better weight or cardio equipment	9.2%
Staff (more approachable, friendlier, scheduling, more knowledgeable)	6.7%
Longer hours	4.3%
Daycare and children's programs	4.0%
Membership privileges	3.8%
Rule enforcement	2.7%
Lower rates	2.2%
Other	16.3%

Highlights:

- ? 14.1 percent reported wanting to change some aspect of the pool, including the temperature, condition, number of lap lanes, or lifeguard staffing, and some aspect of the facilities, parking lot or maintenance issues, including wanting building and parking lot renovations and a cleaner facility.
- ? 12.5 percent respondents reported wanting improvements to the classes that are offered, including having new types of classes, different times, and better and more consistent instructors.
- ? 10.1 percent of respondents reported that they would like improvements to the locker rooms, including complete renovations, larger facilities, or private rooms for parents who take their opposite-sex children into the locker rooms with them.

Table 7
Why did you choose to join the YMCA?

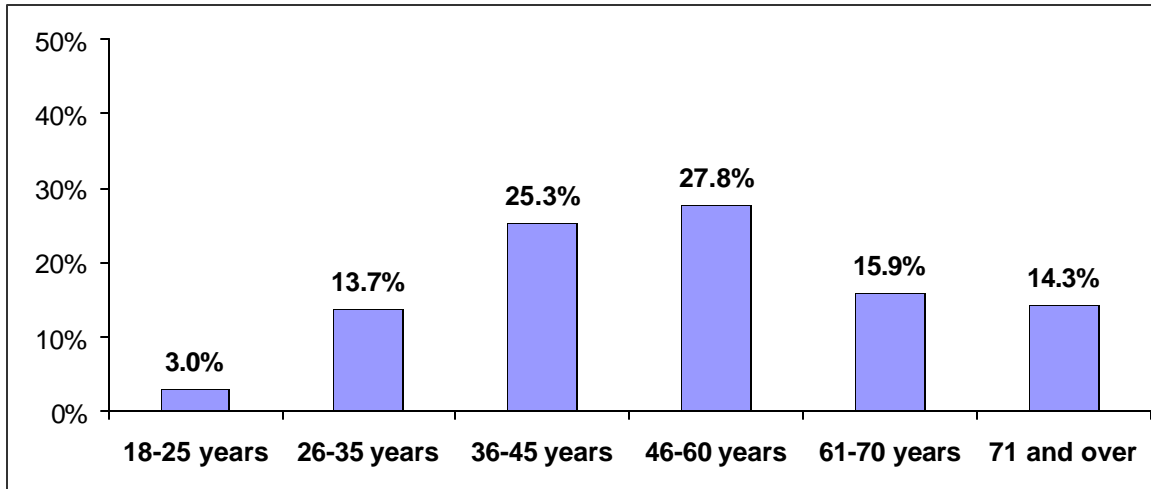
Reason	Percentage
Health, fitness, exercise, weight loss	17.1%
Close to home	12.1%
Cost and value	9.3%
Nice facility and equipment, variety of options	8.9%
Location	8.3%
Pool	6.9%
Convenience	6.3%
Childcare and children's programming	5.2%
Family-oriented	5.0%
Long-time member, agree with mission and values	4.2%
Classes	3.4%
Friends/family are members or recommended it	2.6%
Other	10.7%

Highlights:

- ? 17.1 percent of respondents reported joining the YMCA for their health, fitness, exercise or weight loss.
- ? 12.1 percent of respondents reported joining either because of the cost and value of the YMCA, or because of the facility, equipment and variety of options.
- ? 9.3 percent of respondents reported they joined the YMCA due to the overall cost and value for their money.

Sample Demographic Characteristics

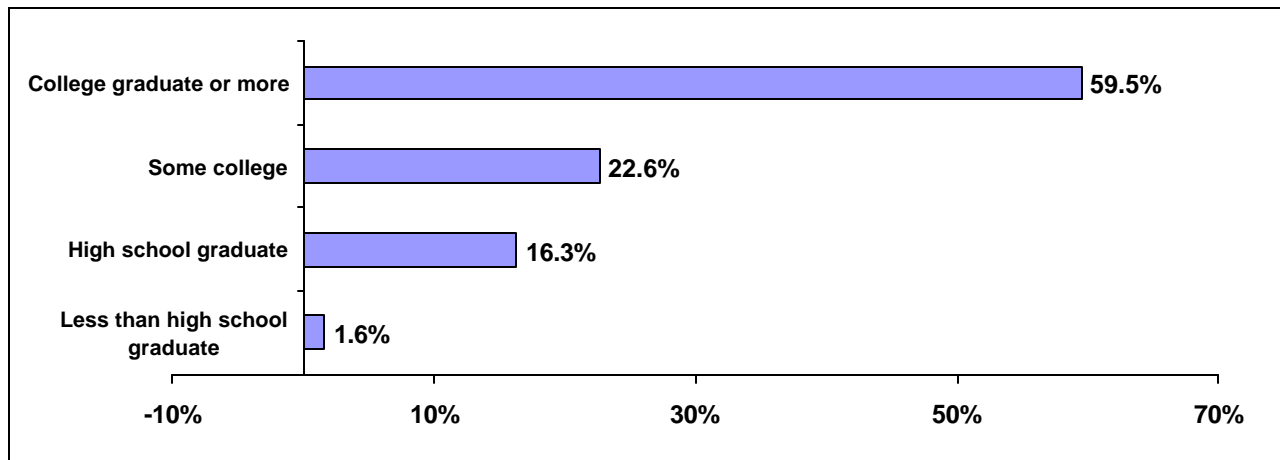
Figure 21
Into which of the following age groups do you fall?



Highlights:

- ? The largest percentage of respondents (27.8%) report they are between 46 and 60 years old.

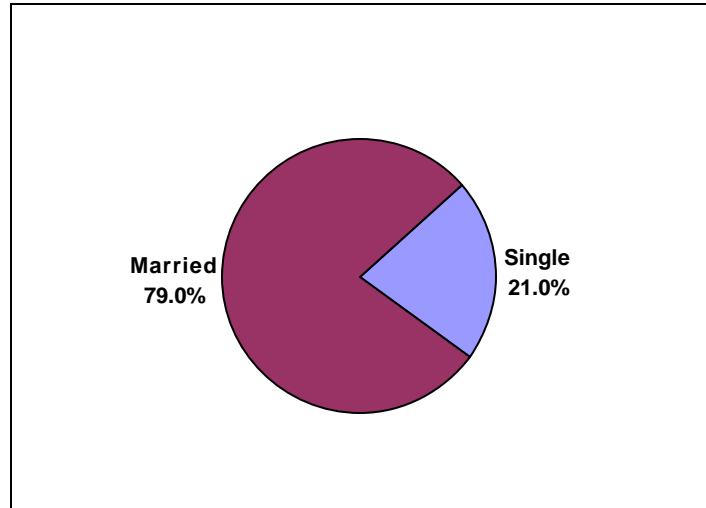
Figure 22
What is the last grade in school you completed?



Highlights:

- ? More than half of the respondents (59.5%) report that they are college graduates or more.

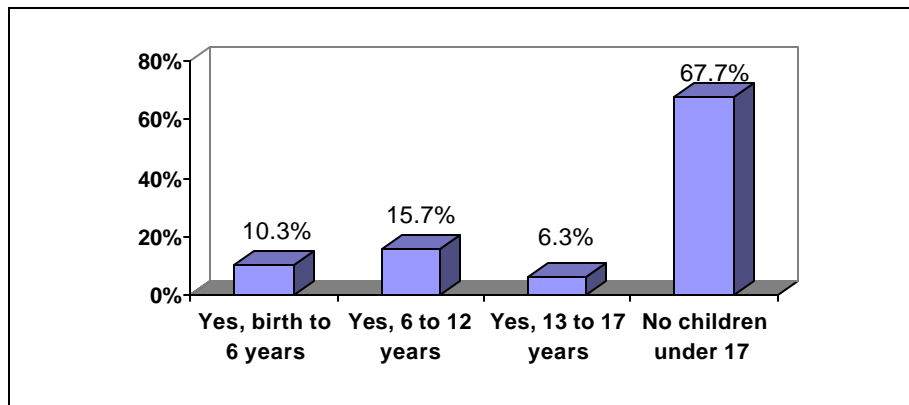
Figure 23
Are you single or married?



Highlights:

? The majority of respondents (79.0%) report that they are married.

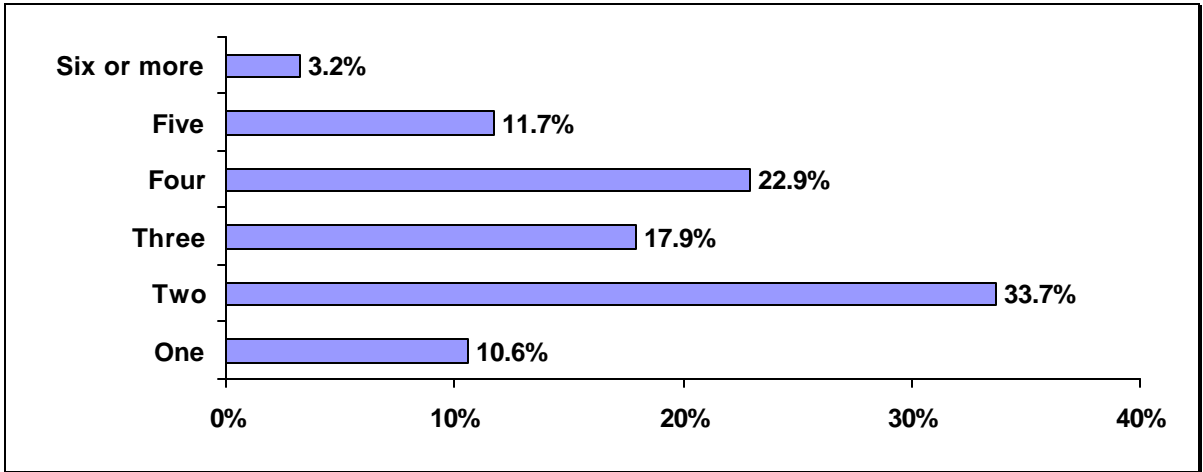
Figure 24
Do you have children under the age of 17 living in your home?



Highlights:

? Well over half (67.7%) of all respondents report having no children under 17 years of age living in the home.

Figure 25
Including yourself, how many people live in your household?



Highlights:

? 44.3 percent of respondents report having one or two people in the household.

Figure 26
What is your gender?

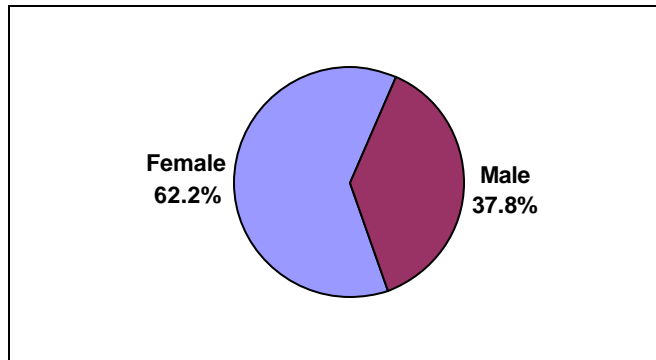


Table 8
In what zip code do you live?

City	Frequency
Taunton	14.0%
Brockton	12.6%
Bridgewater	10.8%
Middleboro	10.5%
East Bridgewater	10.2%
North Easton	7.0%
Lakeville	5.3%
South Easton	5.0%
Whitman	5.0%
Halifax	3.8%
Abington	3.2%
West Bridgewater	2.9%
Raynham	2.3%
Sharon	1.5%
Stoughton	1.2%
Carver	1.2%
Assonet	0.9%
Berkeley	0.9%
East Taunton	0.9%
Other Towns	0.9%



Institute for Regional Development

One of the missions of Bridgewater State College is to serve the Southeastern Massachusetts region by working to enhance its intellectual, economic, cultural and civic well being. To this end, the College established the Institute for Regional Development on September 1, 1996. The Institute serves as the viable focal point for College initiatives related to enhancing the quality of life in Southeastern Massachusetts. The mission of the Institute is to serve as a resource center for the public, private, and non-profit sectors of Southeastern Massachusetts through applied research, training, and technical assistance programs.

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