



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# STRENGTHENING COMMUNITY TODAY AND TOMORROW

## GREENSBURG 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 Aug-Oct 2014, the Greensburg Y 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 258 community members responded to the survey. This response level equates to a 95% confidence level and a confidence interval of 6.1%.

- This means that we can speak with 95% confidence that the stated results are within +/- 6.1% of what is being reported.
- For example, 39% of respondents identified safe and secure community spaces for youth as a community need. Statistically, we can state "We are 95% sure that between 33-45% of the population would have answered the same".

## Respondent Demographics

Most respondents identified as: Caucasian/White (219, 87%), between the ages of 35-44 (71, 28%), female (168, 65%), having a household income of 75,000-149,999 (72, 28%), non-members of the YMCA (151, 59%), and living in households with children (131, 51%) and living in households that have *not* participated in a program at the YMCA within the last year (141, 55%).

## TOP COMMUNITY NEEDS

Top community needs are determined by the percentage of respondents that identified a topic as “Very Important” and indicated that they were “Very Dissatisfied” or “Dissatisfied” with the related need. The top *adult* community needs identified by the survey results are: Support in practicing positive habits that include physical activity and healthy eating (29%), and the availability of services aimed at engaging the entire family unit (29%). Top *youth* needs identified by the survey results are: Safe and secure community spaces for youth (39%) and the presence of community spaces where youth can develop connections with others (39%). Overall, a higher percentage of respondents identified youth needs than adult needs. Please see the Appendix for complete survey responses.

### Community Needs for *Adults*

Results for Questions Relating to Adults	% Identifying Topic as Community Need*
Adults are supported in practicing positive habits that include physical activity and healthy eating	29%
Availability of services aimed at engaging the entire family unit	29%
Adults have convenient access to structured activities in a community facility	22%
Availability of learning opportunities for adults	22%
Presence of community spaces where adults can develop connections with others	21%
Availability of services that engage senior populations	21%
Adults receiving support from groups within the community	18%
Presence of safe and secure community spaces for adults	13%
Availability of service or volunteer opportunities for adults	12%

### Community Needs for *Youth/Teens*

Results for Questions Relating to Adults	% Identifying Topic as Community Need*
Safe and secure community spaces for our youth	39%
Presence of community spaces where youth can develop connections with others	39%
Availability of non-athletic programs that draw out youth skills, creativity, and confidence	38%
Children enter into kindergarten prepared for success	37%
Youth are supported in practicing positive habits that include physical activity and healthy eating	35%
Availability of service or volunteer opportunities for youth	34%
Youth have opportunities to build good character	34%
Availability of academic support structures for youth outside of school (tutoring, mentoring, etc.)	29%
Youth exit high school with college or career readiness skills	27%
Youth have convenient access to structured activities in a community facility	13%

## Respondent Segmentation – Demographics

This section highlights differences in response patterns between respondents groups within the demographic identifiers that were included in the survey. This information can be useful for facilitating further discussion with target groups.

- Respondents with children at home indicated a significantly higher *adult category* need for safe and secure community spaces and a significantly higher *youth category* need for support in practicing practice positive health habits than respondents without children at home.
- Respondents with incomes of less than \$25,000 and incomes between \$35-49,999 identified a significantly higher *youth category* need for the availability of service or volunteer opportunities than other income groups.
- Respondents with incomes greater than \$150,000 identified significantly higher *youth category needs* for support in practicing positive health habits, convenient access to structured activities in a community facility, and college or career readiness skills when youth exit high school than other income groups.
- Female respondents identified a near significant higher *adult category* need for convenient access to structured activities in a community facility than males.

## 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 be useful for facilitating further discussion within each community, should the Y wish to learn more about a particular community’s unique needs.

- Only Hempfield Township and the City of Greensburg had sufficient responses for comparison. However, no significant differences in responses were found between the two residential areas.





## 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)	251	57.4%	30.7%	10.0%	0.4%	1.6%	246	8.1%	31.3%	34.6%	3.3%	22.8%
Availability of non-athletic programs that draw out youth skills, creativity, and confidence	250	63.2%	30.8%	4.8%	0.0%	1.2%	248	7.3%	35.9%	31.0%	6.9%	19.0%
Availability of service or volunteer opportunities for youth	248	49.6%	39.9%	9.3%	0.0%	1.2%	249	6.4%	39.4%	27.7%	6.8%	19.7%
Children enter into kindergarten prepared for success	248	54.0%	29.4%	12.1%	2.0%	2.4%	246	6.9%	32.1%	37.0%	5.7%	18.3%
Presence of community spaces where youth can develop connections with others	248	61.3%	30.6%	6.9%	0.0%	1.2%	248	9.3%	34.3%	30.6%	8.1%	17.7%
Safe and secure community spaces for our youth	247	76.5%	21.1%	1.2%	0.0%	1.2%	247	7.3%	34.8%	33.2%	8.5%	16.2%
Youth are supported in practicing positive habits that include physical activity & healthy eating	249	71.1%	21.7%	5.6%	0.4%	1.2%	246	6.5%	34.6%	34.6%	7.3%	17.1%
Youth exit high school with college or career readiness skills	248	71.8%	23.0%	3.6%	0.4%	1.2%	246	5.7%	38.6%	29.7%	6.1%	19.9%
Youth have convenient access to structured activities in a community facility	248	63.7%	28.2%	6.5%	0.4%	1.2%	249	10.8%	48.6%	15.7%	3.2%	21.7%
Youth have opportunities to build good character	247	74.9%	21.9%	1.2%	0.4%	1.6%	250	8.0%	38.4%	31.2%	6.4%	16.0%
<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 & healthy eating	252	59.1%	30.2%	9.1%	1.2%	0.4%	248	6.9%	44.0%	34.3%	4.4%	10.5%
Adults have convenient access to structured activities in a community facility	252	43.3%	37.3%	15.1%	3.6%	0.8%	249	7.2%	45.8%	31.7%	5.2%	10.0%
Adults receiving support from groups within the community	251	38.2%	39.4%	17.9%	4.0%	0.4%	249	5.2%	47.0%	29.7%	3.6%	14.5%
Availability of learning opportunities for adults	252	46.4%	33.7%	16.7%	2.4%	0.8%	247	6.9%	49.8%	29.1%	3.2%	10.9%
Availability of service or volunteer opportunities for adults	246	32.9%	41.1%	23.6%	2.0%	0.4%	248	10.1%	53.6%	20.6%	2.8%	12.9%
Availability of services aimed at engaging the entire family unit	251	53.0%	29.1%	14.3%	3.2%	0.4%	245	5.3%	44.9%	29.4%	6.9%	13.5%
Availability of services that engage senior population	252	44.8%	38.9%	10.7%	4.4%	1.2%	246	5.7%	44.7%	26.0%	3.3%	20.3%
Presence of community spaces where adults can develop connections with others	252	43.3%	37.3%	13.5%	4.4%	1.6%	246	4.9%	41.5%	34.1%	3.7%	15.9%
Presence of safe and secure community spaces for adults	251	35.1%	40.6%	18.3%	5.6%	0.4%	248	6.9%	50.8%	24.2%	2.4%	15.7%

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