



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

STRENGTHENING COMMUNITY TODAY AND TOMORROW

OWENSBORO-DAVISS COUNTY

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-Sept 2015 the Owensboro-Daviess County 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 333 community members responded to the survey. This response level equates to a 95% confidence level and a confidence interval of 5.4%.

- This means that we can speak with 95% confidence that the stated results are within 5.4% of what is being reported.
- For instance, if 55% of respondents identified develop connections with others as a community need for youth. Statistically, we can state "We are 95% sure that 50% to 60% of the population would have answered the same".

Respondent Demographics

Most respondents identified as: Caucasian/White (289, 86.8%), between the ages of 25-54 (73, 22%), identify as female (232, 69.7%), have a household income of 75-150K (63, 19%), are non-members of the YMCA (203, 61%), and live in households without children (166, 52%) and have children and/or other household members who have participated in YMCA programs (#,%).

TOP COMMUNITY NEEDS

The top identified community need for *adults* is availability of services aimed at engaging the entire family unit. The top identified community need for *youth* is availability of non-athletic programs that draw out youth skills, creativity, and confidence.

See Appendix for complete survey responses.

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	31%
Adults are supported in practicing positive habits that include physical activity and healthy eating	26%
Availability of learning opportunities for adults	25%
Availability of services that engage senior populations	25%
Adults receiving support from groups within the community	23%
Adults have convenient access to structured activities in a community facility	21%
Presence of community spaces where adults can develop connections with others	21%
Presence of safe and secure community spaces for adults	18%
Availability of service or volunteer opportunities for adults	13%

Community Needs for *Youth/Teens*

Results for Questions Relating to Youth/teens	% Identifying Topic as Community Need*
Availability of non-athletic programs that draw out youth skills, creativity, and confidence	44%
Youth are supported in practicing positive habits that include physical activity and healthy eating	40%
Youth exit high school with college or career readiness skills	40%
Youth have opportunities to build good character	37%
Presence of community spaces where youth can develop connections with others	36%
Safe and secure community spaces for our youth	36%
Youth have convenient access to structured activities in a community facility	36%
Availability of academic support structures for youth outside of school (tutoring, mentoring, etc.)	34%
Availability of service or volunteer opportunities for youth	31%
Children enter into kindergarten prepared for success	29%

Respondent Segmentation – Demographics

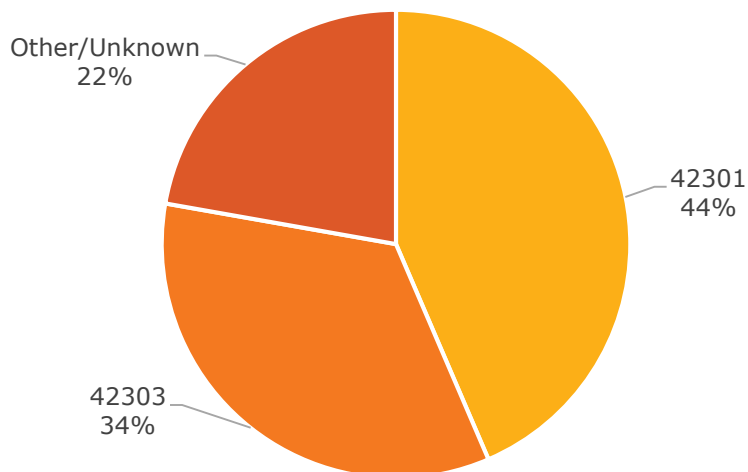
This section highlights the differences in response patterns that existed between the various demographic identifiers that were included in the survey. This information can prove to be quite useful for facilitating further discussion with each targeted group that has been identified.

- Females identified a higher need than males for *Youth categories* of availability of non-athletic programs, convenient access to structured activities, and safe and secure community spaces
- Respondents without children identified significantly higher needs for *adult categories* learning opportunities for adults, engaging senior populations and practice positive health habits. They also identified higher needs for *youth categories* college or career readiness skills and enter kindergarten prepared.
- Respondents aged 35-44 identified a significantly higher need for *youth categories* convenient access to structured activities
- Respondents with income between \$50-75K identified higher needs for *youth category* safe and secure community spaces

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. The top three needs are listed below for each zip code

Respondents by Zip Code



42303 Adult

1. Availability of services aimed at engaging the entire family unit (36%)
2. Adults are supported in practicing positive habits that include physical activity & healthy eating (33%)
3. Availability of learning opportunities for adults/ Availability of services that engage senior population (29%)

Youth

1. Availability of non-athletic programs that draw out youth skills, creativity, and confidence (49%)
2. Youth exit high school with college or career readiness skills (46%)
3. Youth are supported in practicing positive habits that include physical activity & healthy eating (44%)

42301

Adult

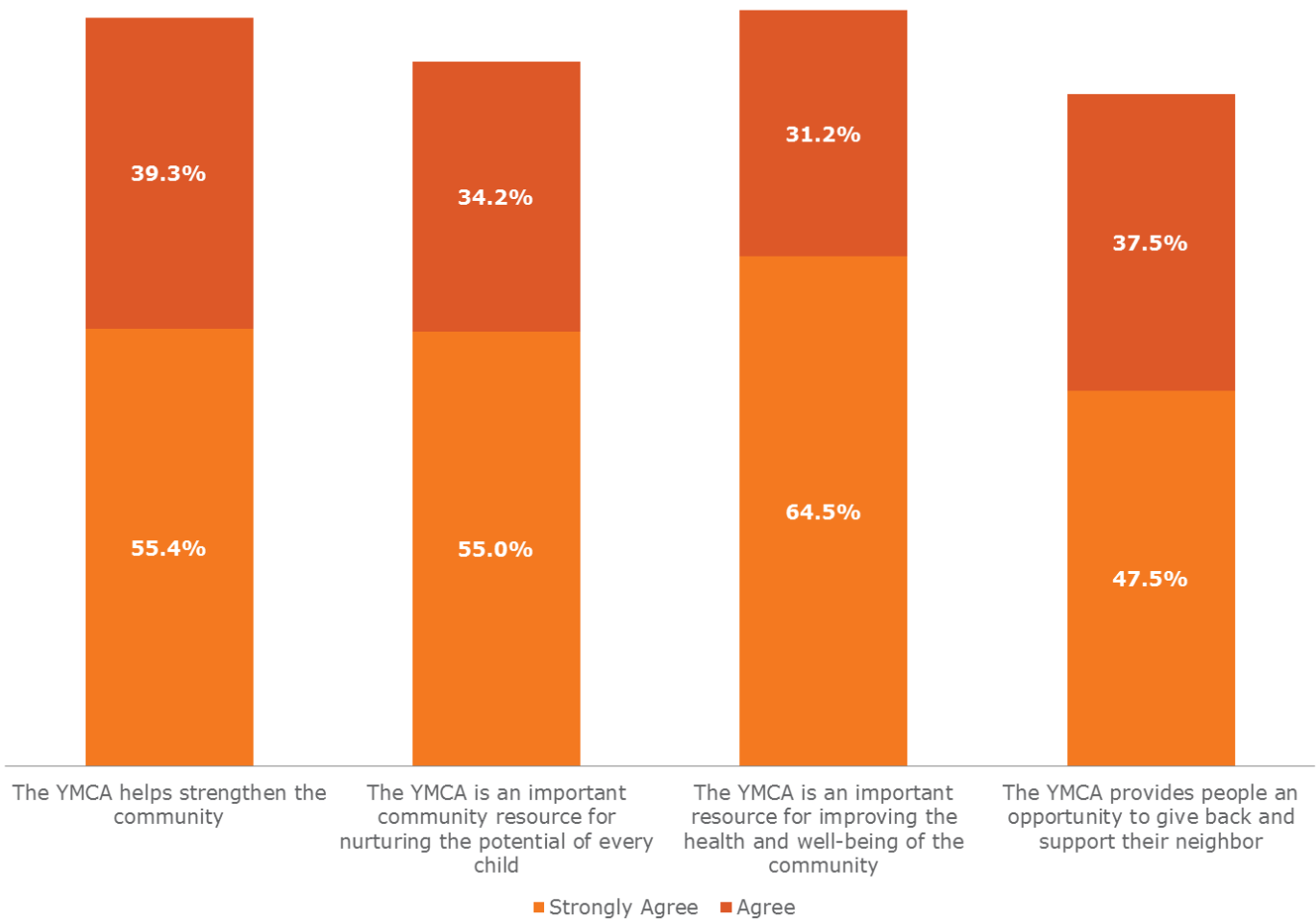
1. Availability of services aimed at engaging the entire family unit (26%)
2. Availability of learning opportunities for adults / Availability of services that engage senior population (23%)
3. Presence of community spaces where adults can develop connections with others (22%)

Youth

1. Availability of non-athletic programs that draw out youth skills, creativity, and confidence (39%)
2. Youth have opportunities to build good character (36%)
3. Youth are supported in practicing positive habits that include physical activity & healthy eating (35%)

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.



Full Survey Responses

COMMUNITY NEEDS	Importance of need						Satisfaction with Need					
	#	1	2	3	4	5	#	1	2	3	4	5
Youth Needs												
Availability of academic support structures for youth outside of school (tutoring, mentoring)	316	67.7%	24.4%	4.1%	0.6%	3.2%	313	7.7%	37.4%	29.7%	5.1%	20.1%
Availability of non-athletic programs that draw out youth skills, creativity, and confidence	313	71.9%	22.0%	2.9%	0.3%	2.9%	316	8.5%	31.3%	35.1%	8.5%	16.5%
Availability of service or volunteer opportunities for youth	313	57.8%	31.6%	7.0%	0.3%	3.2%	311	7.1%	41.2%	28.6%	3.9%	19.3%
Children enter into kindergarten prepared for success	315	65.7%	21.6%	7.0%	2.9%	2.9%	315	10.5%	38.1%	21.6%	6.0%	23.8%
Presence of community spaces where youth can develop connections with others	314	65.3%	26.1%	5.1%	0.6%	2.9%	315	9.8%	37.1%	30.8%	7.3%	14.9%
Safe and secure community spaces for our youth	314	78.0%	16.2%	1.9%	0.6%	3.2%	313	9.9%	41.9%	25.9%	7.0%	15.3%
Youth are supported in practicing positive habits that include physical activity & healthy eating	314	77.4%	17.5%	1.3%	0.6%	3.2%	315	7.9%	38.4%	30.5%	7.9%	15.2%
Youth exit high school with college or career readiness skills	314	78.7%	15.9%	1.6%	0.6%	3.2%	315	8.9%	34.3%	29.2%	8.3%	19.4%
Youth have convenient access to structured activities in a community facility	310	66.1%	25.2%	4.8%	1.0%	2.9%	313	9.3%	39.0%	27.2%	7.0%	17.6%
Youth have opportunities to build good character	312	80.8%	15.4%	0.3%	1.0%	2.6%	311	7.7%	39.9%	26.7%	6.4%	19.3%
Adult Needs	#	1	2	3	4	5	#	1	2	3	4	5
Adults are supported in practicing positive habits that include physical activity & healthy eating	326	67.2%	27.9%	4.6%	0.3%	0.0%	320	10.9%	50.6%	25.3%	5.6%	7.5%
Adults have convenient access to structured activities in a community facility	326	55.2%	32.5%	11.3%	0.9%	0.0%	318	11.6%	51.9%	23.9%	4.4%	8.2%
Adults receiving support from groups within the community	325	46.8%	40.3%	12.3%	0.6%	0.0%	320	8.8%	43.1%	29.1%	4.7%	14.4%
Availability of learning opportunities for adults	323	52.3%	39.3%	7.7%	0.6%	0.0%	318	9.7%	43.1%	29.6%	4.1%	13.5%
Availability of service or volunteer opportunities for adults	321	37.4%	43.3%	18.1%	1.2%	0.0%	313	13.7%	56.2%	16.6%	1.0%	12.5%
Availability of services aimed at engaging the entire family unit	323	57.6%	30.7%	9.0%	1.9%	0.9%	319	9.1%	42.0%	30.1%	5.0%	13.8%
Availability of services that engage senior population	325	51.4%	38.5%	8.3%	1.5%	0.3%	321	9.0%	42.1%	26.5%	5.3%	17.1%
Presence of community spaces where adults can develop connections with others	325	48.3%	36.3%	13.5%	1.8%	0.0%	317	9.8%	44.8%	27.1%	5.0%	13.2%
Presence of safe and secure community spaces for adults	323	59.8%	31.0%	8.0%	0.6%	0.6%	320	12.2%	53.4%	20.3%	3.1%	10.9%

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