

Black Hawk County Family YMCA Member Satisfaction Study Fall 2007



Prepared for
Black Hawk County Family YMCA

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Report Summary on Selected Findings

Characteristics of Respondents

- Female members = 51.2%
- Male members = 48.8%
- Respondents who have children under the age of 17 = 23.5%
- Members who visit the YMCA 2-5 times per week = 76.6%

Female members

- Have been Y members for fewer number of years compared to male members
- More likely NOT to be a member the following year compared to male members
- Females are more likely to perceive the Y facilities in need of repairs or improvements.

Staff members

- Perceived by members as friendly and available to help in a passive way but do not take the initiative to engage or involve themselves with members to provide the next level of service or solve a problem.

Facilities

- 90% of members overall rated the Y facility is in “fair” or “excellent” conditions. However, the overall cleanliness of the facilities, particularly the locker rooms, it is noted that members were dissatisfied and provided comments that the cleanliness of the facilities needs a significant amount of attention. Over 38% of respondents made comments related to the “somewhat poor” or “very poor” conditions within the existing locker rooms.

Social atmosphere

- Well over two-thirds of members feel that the Y is a good place for their family, a good place to bring children, feel a sense of fellowship and belonging at the YMCA, and have developed friendships with other members.
- Members who do not think that the Y builds strong relationships with its members = 20%
- 85% of members would recommend the YMCA to a friend.

Purpose of the Study

The purpose of the study was to assess the satisfaction of current Family YMCA of Black Hawk County members. This study, conducted in the fall of 2007, encompasses an analysis of members' perceptions of the quality of YMCA facilities and services. The analysis identified and described the following:

- Identify YMCA members' perceptions of the facility conditions,
- Identify YMCA members' rating of staff performance, and
- Profile current member based on their current program participation and other socio-demographics.
- Delineate any difference among various YMCA user groups and
- Recommend any facility or program modification based on members' responses and future research priorities.

The Family YMCA of Black Hawk County contracted with Recreation, Research & Service (R2S), an educational program and UNI, to conduct this satisfaction survey of YMCA members.

Methodology

The data for this study collected using a questionnaire-based survey adapted from similar questions used by the YMCA USA. Survey respondents were randomly selected from 3233 adult YMCA members who represented the 13 different adult or family membership types. Adult membership units and the percentage of members within each unit represented in this study are as follows in Figure 1:

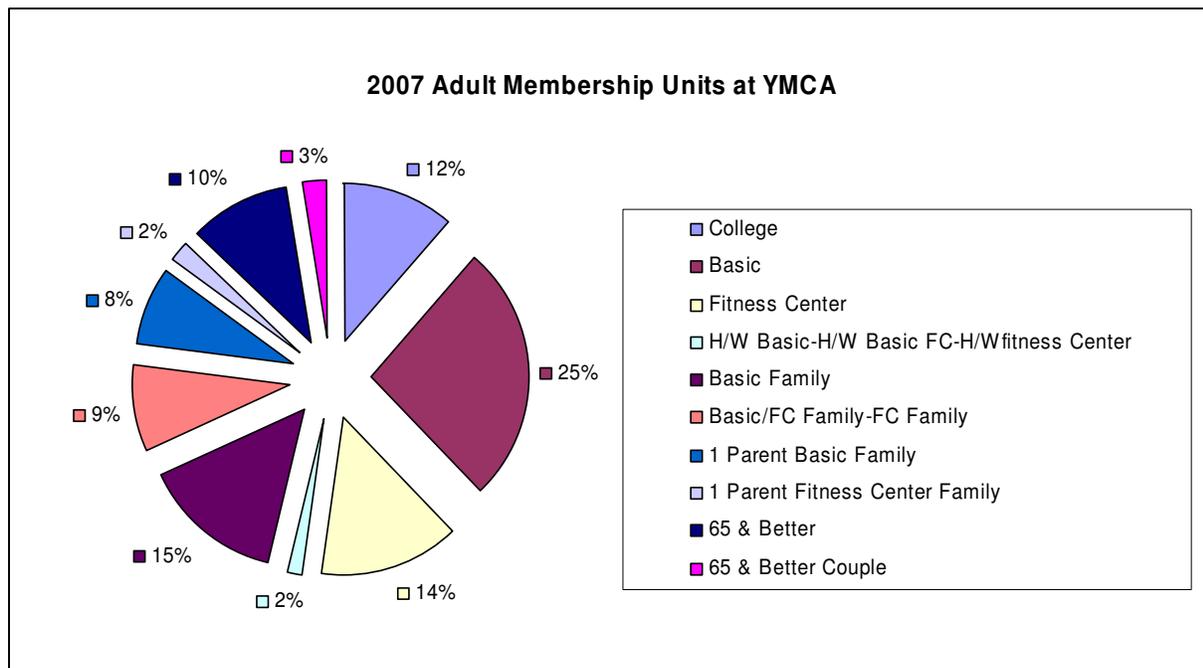


Figure 1: Adult membership Units at Black Hawk County YMCA

Results

Response Rate: The delivery of the questionnaire occurred during the month of October 2007 and was sent to 373 YMCA members. Thirteen surveys came back to R2S as undeliverable thus reducing the survey sample to 360 members. There were 168 completed surveys returned for a response rate of 47%.

Table 1 shows the response rate for each membership unit. Y members who did not return the survey after the first mailing were sent a second survey. All membership units had at least 20% of members return a completed survey with the exception of “college” members. Only one college member replied to the survey after the first mailing, and five surveys were returned undeliverable within this specific membership unit. College members are a group that moves frequently and may need to be contacted in a different manner than mail surveys. Youth members were not included in this study for the final design of the survey is not appropriately formatted for children or teens. Specific membership questions designed for youth should be developed specifically for this group in order to valid information directly from youth. Collecting membership satisfaction information from college and youth members may be best collected by another format such as, interviews, focus group, email, or text messaging through cell phone contact.

Table 1: Response Rate for Each Membership Unit

Membership Unit	Overall % of Y members	% of each membership unit who responded to survey
College (n=3)	12%	7.5%
Basic (n=27)	25%	32.9%
Basic Fitness Center (n=22)	14%	48.9%
H/W Basic & Fitness Center (n=19)	2%	76%
Basic Family (n=15)	15%	33.3%
Basic/FC Family & FC Family (n=15)	9%	54%
One Parent Basic Family (n=5)	8%	20%
One Parent Fitness Center Family (n=12)	2%	44.4%
65 & Better (n=22)	10%	69%
65 & Better Couple (n=23)	3%	82%
Other (n=5)	NA	NA

Characteristics of Members: Respondents were asked questions of “sex”, “age”, “if they have any children living at home,” “how long have you been a member or participant of the YMCA,” and “on average, about how frequently do you come to the YMCA”?

To begin, 51.2% of the survey respondents were female (n=83) and 48.8% were male (n=79) and over 75% of the Y members who responded to the survey did not have children who are currently living at home. The age of members were categorized into

the following six categories. Two-thirds for the respondents of this survey (66.6%) were over the age of 50. Respondents to the survey were as follows:

- Under 25 years / n=4 (2.4%)
- 25=34 years / n=20 (12%)
- 35-49 years / n=31 (18.5%)
- 50-64 years / n=57 (33.9%)
- 65 years & over / n=55 (32.7%)

Length of YMCA Membership: Y members were asked how long they have been a member or participant of the YMCA and over 37% have been members for 10 years or more. Males have been members of the Y for a significantly longer with 70% of male having been Y members of 6 years or more. Where as, 64% of female have been Y members for 5 years or less. Of the members who have been with the YMCA longer than 10 years, 32% are over the age of 50.

Table 2: Length of Membership

Years as Y member	Frequency (%)
Less than 1 year	16 (10%)
1 year	11 (6.6%)
2 years	20 (12%)
3-5 years	30 (18%)
6-10 years	27 (16.2)
Longer than 10 years	62 (37.1%)

Frequency of Visits to the Y: The majority of Y members come to the YMCA on a regular basis. Eighty-two percent (82%) of Y members frequent the YMCA a weekly basis or daily (see Table 3). There is no difference between males and females and the frequency of their visits to the Y.

Table 3: Visits to Black Hawk YMCA

Frequency of visits to Y	Frequency (%)
Less than once a month	8 (5%)
Once a month	5 (3%)
2-3 times a month	9 (5.4%)
Once a week	7 (4.2%)
2-3 times a week	61 (36.5%)
4-5 times a week	67 (40.1%)
6-7 times a week	9 (5.4%)

Belonging to the Y One Year from Now: The majority of Y members “definitely will” or “probably will” be members in the following year (84.3%). It is important to note however, that females are more likely than males to **NOT** be Y members in the following year ($\chi^2(4) = 9.814, p < .044$).

Table 4: Future Membership

<i>Do you think you will belong to this Y in a year from now?</i>	All Y members Frequency (%)	Sex	
		Female	Male
Definitely not	4 (2.4%)	4 (2.4%)	0
Probably not	2 (1.2%)	1 (0.6%)	1 (0.6%)
Might or might not	20 (12.1%)	13 (8.1%)	7 (4.3%)
Probably will	61 (37%)	34 (21.1%)	26 (16.1%)
Definitely will	78 (47.3%)	30 (18.6%)	45 (28%)

Members' Perceptions on the General and Specific Conditions of the YMCA.

Members' Perceptions of Y Facilities and Services: The survey asked respondents how they would rate the conditions of the YMCA on a scale from 0-4. with 4 representing "excellent," 3 representing "fair," 2 representing "somewhat poor," 1 representing "very poor," and 0 representing "not applicable" or "don't know." Respondents were also ask to rate 34 specific aspects of the Y facilities and services, which were clustered into the following six categories: front desk, staff members, facilities, equipment, availability and conditions of specific use areas, and general social climate at the Y. Frequency of response for each facility or service is presented in Tables 6 - 11.

Respondents were first asked their overall impression of the YMCA. Over 90% of survey respondents stated that overall, they would rate the Y as "fair" or "excellent" (see Table 5).

Table 5: Overall Rating of the Black Hawk YMCA

	Excellent	Fair	Somewhat Poor	Very Poor	NA/ Don't Know
Overall, how would you rate the YMCA? (n=158) (x=3.30)	65 (41.1%)	79 (50%)	11 (7%)	2 (1.3%)	1 (0.6%)

Perceptions of Specific Aspects of Y Facilities and Services: When asked about the front desk, close to 58% of respondents state that the efficiency of the front desk procedures as "excellent." Of those who have registered for a class or a program, 49% rated the ease of the registration process as "excellent." It is important to note that approximately 25% of respondents responded to program registration as "Not applicable" or they "did not know." Over 43% of members rated staff's ability to answer members' questions as "excellent" (see Table 6).

Table 6: Front Desk Ratings

<i>Front Desk</i>	Excellent	Fair	Somewhat Poor	Very Poor	NA/ Don't Know
Efficiency of front desk procedures (n=166) (x=3.5)	96 (57.8%)	58 (34.9%)	11 (6.6%)	1 (0.6%)	0
Staff can answer your questions (n=164) (x=3.13)	71 (43.3%)	69 (42.1%)	10 (6.1%)	2 (1.2%)	12 (7.3%)
Ease of program or class registration (n=164) (x=2.7)	80 (48.8%)	37 (22.6%)	6 (3.7%)	1 (0.6%)	40 (24.4%)

Staff Connection to Y Members: Respondents were asked to rate the staff members friendliness, competence, availability to help members, and other factors related to staff paying attention to the individual needs of Y members (see Table 7). Almost 80% of respondents rated the “friendliness” of the staff as “excellent.” Y staff rated very high by members on their “staff competence” and “staff availability to help members.” While it appears that staff are good at *responding* to member needs, it may be that staff could improve member service ratings by taking more initiative and inquire about members need. Fifteen percent of members rated Y staff as “somewhat poor” or “very poor” at “taking the initiative to talk to staff members.” Over 25% of members stated that staff were “somewhat poor” or “very poor” on behaviors such as “checking on members’ progress,” or “knowing members’ name.” Over 28% of members felt that staff would not notice if a member stop coming to the Y.

Table 7: Staff Ratings

<i>Staff members</i>	Excellent	Fair	Somewhat Poor	Very Poor	NA/ Don't Know
Friendliness (n=163) (x=3.79)	129 (79.1%)	33 (20.2%)	1 (0.6%)	0	0
Competence (n=164) (x=3.35)	76 (46.3%)	78 (47.6%)	5 (3%)	1 (0.6%)	4 (2.4%)
Enough staff available to help you (n=164) (x=3.35)	84 (51.2%)	62 (37.8%)	12 (7.3%)	0	6 (3.7%)
Staff care about your well-being (n=160) (x=2.99)	63 (39.4%)	67 (41.9%)	12 (7.5%)	2 (1.3%)	16 (10%)
Staff take the initiative to talk to members (n=167) (x=3.04)	59 (35.5%)	76 (45.5%)	19 (11.4%)	6 (3.6%)	7 (4.2%)
Staff are good listeners (n=158) (x=2.80)	45 (28.5%)	76 (48.1%)	16 (10.1%)	2 (1.3%)	19 (12%)
Staff would notice if you stop coming (n=164) (x=2.01)	30 (18.3%)	46 (28%)	24 (14.6%)	23 (14%)	41 (25%)
Check on your progress & discuss it with you (n=165) (x=1.92)	23 (13.9%)	51 (30.9%)	28 (17%)	15 (9.1%)	48 (29.1%)
Staff knows your name (n=165) (x=2.53)	39 (23.6%)	62 (37.6%)	30 (18.2%)	16 (9.5%)	18 (10.9%)

Facility Ratings: To rate general and specific aspects of the Y facilities, questions were grouped into three categories, “general facilities,” “equipment”, and availability and conditions of specific use areas.” Overall, members consider that the building is safe, secure, attractive, and that it is a good place to socialize. It is important to note that almost 25% of members thought that the overall cleanliness of the Y is “somewhat poor” or “very poor.” The members’ perception of the building’s cleanliness probably contributes to almost 18% of members who considered that the building’s attractiveness is “somewhat poor” or “very poor” (see Table 8).

Table 8: General Facilities Rating

<i>Facilities</i>	Excellent	Fair	Somewhat Poor	Very Poor	NA/ Don't Know
Security and safety (n=165) (x=3.13)	69 (41.8%)	71 (43%)	12 (7.3%)	4 (2.4%)	9 (5.5%)
The building is attractive (n=167) (x=3.08)	56 (32.1%)	82 (48.8%)	23 (13.7%)	7 (4.2%)	1 (0.6%)
Overall cleanliness (n=166) (x=2.93)	50 (30.1%)	74 (44.6%)	23 (13.9%)	18 (10.8%)	1 (0.6%)
There are places to socialize at the Y (n=167) (x=2.84)	56 (33.5%)	68 (40.7%)	22 (13.2%)	2 (1.2%)	19 (11.4%)

The majority of Y members also indicated that there is “enough equipment” and that the Y has “the right equipment.” While most members felt that the maintenance of the equipment was “excellent” or “fair,” over 18% of member indicated that improvement was needed on the maintenance of the existing equipment (see Table 9).

Table 9: Equipment Ratings

<i>Equipment</i>	Excellent	Fair	Somewhat Poor	Very Poor	NA/ Don't Know
The Y has enough equipment (n=166) (x=3.02)	76 (45.8%)	55 (33.1%)	14 (8.4%)	5 (3%)	16 (9.6%)
The Y has the right equipment (n=164) (x=2.99)	77 (47%)	46 (28%)	20 (12.2%)	4 (2.4%)	17 (10.4%)
Maintenance of equipment (n=166) (x=2.89)	55 (33.1%)	72 (43.4%)	23 (13.9%)	7 (4.2%)	14 (8.4%)

Conditions of Specific Use Areas: Members were asked to rate the availability and general condition of the following areas: parking, cardiovascular equipment room, swimming pool(s), group exercise areas, multi-purpose rooms, free weight room, locker rooms, and gymnasium (see Table 10). With the exception of the parking lot and the locker rooms, 20% to 40% of Y members may not use one or more of the typical use areas. Over 90% of the respondents rated the ‘parking lot’, ‘cardiovascular room’, the group exercise room, the multipurpose room, the free weight room and gymnasium as “excellent” or “fair.” Eight-nine percent of members rated the swimming pool facilities as “excellent” or “fair.” Facilities conditions that well over one-third of Y members were likely to rate as “somewhat poor” or “very poor” were the conditions

within the locker rooms (38.1%). Comments on the need to improve the cleanliness of building and locker rooms was repeatedly mentioned in members additional comments listed later in this report.

Table 10: Availability and General Condition of Specific Facilities

<i>Please indicate the availability and general condition of the areas you frequently use:</i>	Excellent	Fair	Somewhat Poor	Very Poor	NA/ Don't Know
Parking (n=164) (x=3.55)	99 (60.4%)	60 (36.6%)	3 (1.8%)	1 (0.6%)	1 (0.6%)
Cardiovascular equipment room (n=156) (x=2.79)	71 (45.5%)	47 (30.1%)	5 (3.2%)	0	33 (21.2%)
Swimming pool(s) (n=159) (x=2.50)	51 (32.1%)	54 (34%)	14 (8.8%)	4 (2.5%)	36 (22.6%)
Group exercise areas (n=157) (x=2.24)	37 (23.6%)	60 (38.2%)	12 (7.6%)	0	48% (30.6%)
Multi-purpose rooms (n=152) (x=1.95)	28 (18.4%)	59 (38.8%)	4 (2.6%)	0	61 (40.1%)
Free weight room (n=151) (x=2.05)	46 (30.5%)	39 (25.8%)	4 (2.6%)	1 (0.7%)	61 (40.4%)
Locker rooms (n=160) (x=2.48)	26 (16.3%)	64 (40%)	40 (25%)	21 (13.1%)	9 (5.6%)
Gymnasium (n=154) (x=2.06)	42 (27.3%)	42 (27.3%)	12 (7.8%)	0	58 (37.7%)

Differences between Male and Female Members on their Perceptions of Y Facilities: It was found that male and female Y members have different perceptions to some conditions of the facilities or services. The overall mean scores of males were significantly lower for the following three conditions: (a) ease of program or class registration, (b) quality of classes or programs, and (c) the group exercise room (see figure 2).

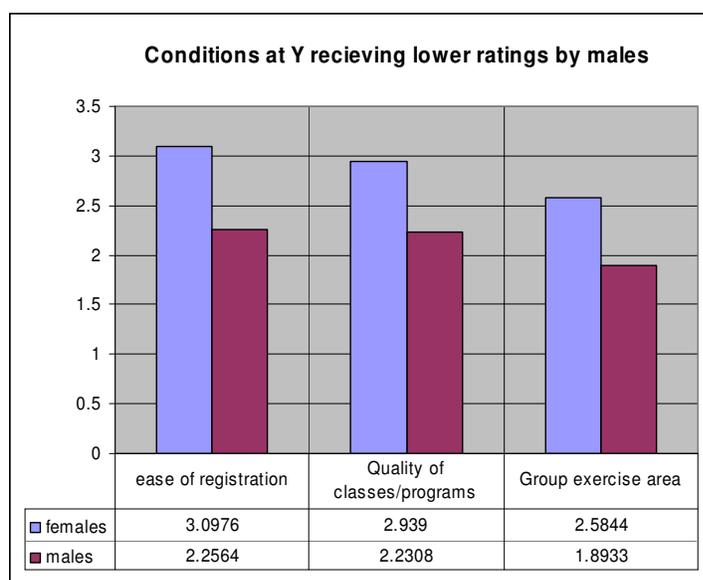


Figure 2: Aspect of Y that Received Lower Ratings by Male Members

Female members rated seven conditions at the Y significantly lower than male members. These conditions include (a) lower agreement that the Y has the right equipment, (b) that it has enough equipment, (c) lower feeling that female can relate to the other Y members, and less likely to consider the (d) free weight room, (e) the cardio room, (f) the locker rooms, or (g) the parking lot are in an appropriate condition (see Figure 3).

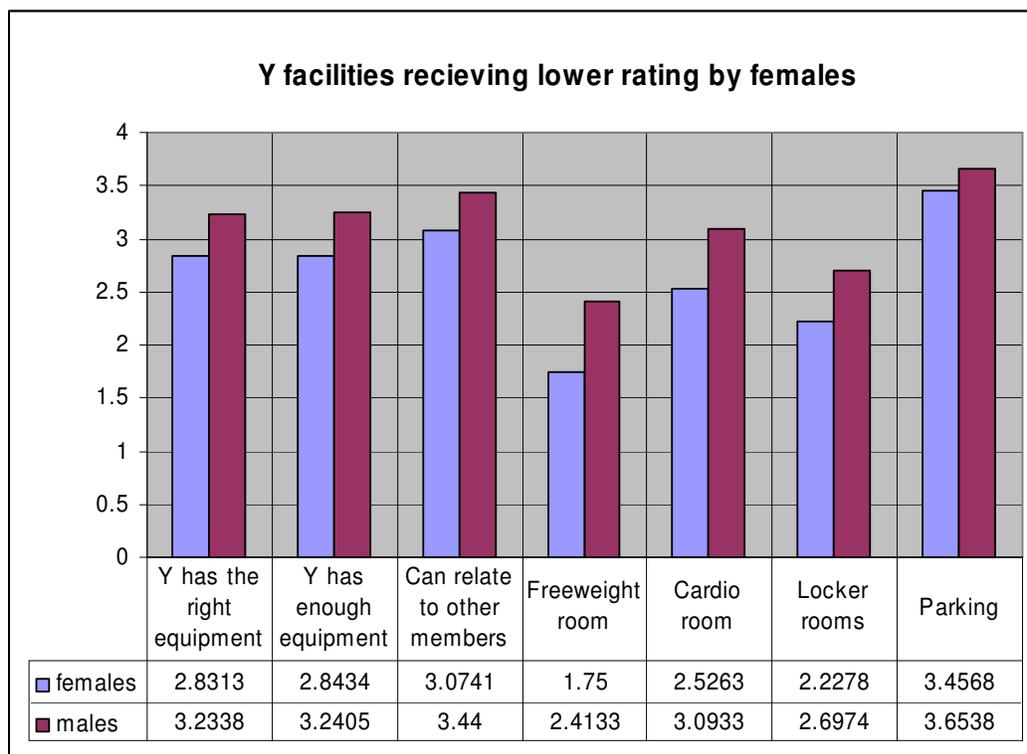


Figure 3: Aspect of Y that Received Lower Ratings by Female Members

General Perceptions of Value and Quality of Services: Members were asked questions related to their sense of community and welcome from staff and other members, whether programs and services were of convenience, value and quality, and if the Y kept members well-informed communication (see Table 11).

The majority of members rated the Y as either “excellent” or “fair” on welcoming members at the Y, providing a convenient schedule, and quality classes and programs. Approximately 12% of members felt that “communication from the Y to keep members informed”, and “value for the money” was “somewhat poor.”

Table 11: General Perceptions of Value and Quality of Services

<i>General rating of the Y</i>	Excellent	Fair	Somewhat Poor	Very Poor	NA/ Don't Know
You feel welcome at the YMCA (n=162) (x=3.64)	110 (67.9%)	45 (27.8%)	7 (4.3%)	0	0
Convenience of schedule (n=164) (x=3.23)	70 (42.7%)	77 (47%)	9 (5.5%)	0	8 (4.9%)
You can relate to other members (n=161) (x=3.24)	87 (54%)	53 (32.9%)	7 (4.2%)	1 (0.6%)	13 (8.1%)
Value for the money (n=161) (x=3.15)	59 (36.6%)	79 (49.1%)	15 (9.3%)	4 (2.5%)	4 (2.5%)
Communications from my local Y keep me well informed (n=165) (x=3.10)	63 (38.2%)	74 (44.8%)	18 (10.9%)	2 (1.2%)	8 (4.8%)
Quality of classes/programs (n=165) (x=2.58)	68 (41.2%)	47 (28.5)	6 (3.6%)	1 (0.6%)	43 (26.1%)

Social and Financial Connections with the YMCA: Respondents were asked questions related to the social atmosphere of fellowship and belonging at the YMCA. The majority of members feel that the Y is a good place for their family and children and have developed friendship with other Y members. Over 20% of members responded that the Y does NOT build strong relationship with its members, which could be an area of improvement relate to customer service techniques.

Most Y members responded that they did not know about the financial assistance programs at the Y. However, it is important to note that those who did have an opinion about low-cost or no-cost programs, and the financial assistance provided by the Y, the majority stated the Y does provide enough financial assistance for members who cannot afford to pay current fees.

Table 12: Social and Financial Connections with the Y

As far as you know:	Yes	No	Don't Know
The Y is a good place for your family (n=165)	128 (77.5%)	6 (3.6%)	31 (18.8%)
You feel a sense of fellowship and belonging at the YMCA (n=161)	122 (75.8%)	24 (14.9%)	15 (9.3%)
The YMCA is a good place to bring children (n=165)	116 (70.3%)	5 (3%)	44 (26.7%)
The Y is a community leader in promoting healthy habits (n=164)	112 (68.3%)	13 (7.9%)	39 (23.8%)
The Y builds strong relationships with its members (n=164)	77 (47%)	36 (22%)	51 (31%)
The Y offers low or no-cost programs for youth and families in the neighborhood (n=162)	42 (25.1%)	2 (1.2%)	118 (72.8%)
The Y provides enough financial assistance for members who cannot afford to pay (n=167)	41 (25%)	8 (4.9%)	118 (72.8%)
As a member, I have...	Yes	No	Don't Know
Developed friendships with other Y members (n=164)	114 (69.5%)	49 (29.9%)	1 (0.6%)
Met socially with other YMCA members outside of the Y (n=165)	66 (40%)	97 (58.8%)	2 (1.2%)
Participated in a YMCA special event (n=165)	55 (33.3%)	103 (62.4%)	7 (4.2%)
Helped at a YMCA special event (n=164)	24 (14.6%)	134 (81.7%)	6 (3.7%)

Y Participation: Almost half of respondents indicated that they exclusively engage in individual exercise activities. Only a small presented of members only come to the Y to participate in group programs and activities. Yet 43.6% of members participate in both group and individual activities, therefore it is estimated that about 50% of members participate in group activities and programs and over 90% of members engage in individuals exercise activities (see Table 13). In addition, over 90% of Y members stated that they have been helped to meet their health and fitness goals (see Table 14).

Table 13: Individual Exercise and Group Activity Participation

	Exclusively group activities	Exclusively individual exercise	Both group & individual
When you come to the Y, do you mainly engage in group activities or do you mainly engage in individual exercise activities? (n=165)	11 (6.7%)	82 (49.7%)	72 (43.6%)

Table 14: Meeting Members' Health and Fitness Goals

	Very much	Somewhat	Not very much	Not at all
How much has this YMCA helped you meet your health and fitness goals?	83 (50.6%)	72 (43.9%)	8 (4.9%)	1 (0.6%)

Volunteers and Donors: A small number of members indicated that they had volunteered at the Y or were a donor within the last 12 months. Slightly more members are likely to be donors to volunteer at the Y. Of the members who responded to the survey, less than 30% of members are likely to financially contribute to or volunteer at the Black Hawk YMCA, while 85% of Y members would recommend the Black Hawk Y to a friend.

Table 15: Volunteers and Donors

	YMCA Volunteer	YMCA Donor	Other
Other YMCA involvement in the past 12 months	11	23	We give monthly Completed 11 triathlons in 2007 Four (4) individuals are both volunteers & Donors

	Definitely Would	Probably Would	Might or Might Not	Probably Not	Definitely Not
If asked, how likely would you agree to be a volunteer at this YMCA? (n=165)	10 (6.1%)	33 (20%)	61 (37%)	50 (30.3%)	11 (6.7%)
If asked, how likely would you agree to give a contribution to this YMCA? (n=161)	20 (11.9%)	28 (16.7%)	56 (33.3%)	45 (26.8%)	12 (7.1%)
Would you recommend this YMCA to your friends? (n=163)	75 (46%)	64 (39.3%)	19 (11.7%)	1 (0.6%)	4 (2.5%)

Age Group Differences: There are differences between members of different ages (see Table 16). Although there were few respondents under the age of 25, these particular members are likely to recommend the Y to others compared to most other age groups. Twelve percent of the respondents were between the ages of 25-34. Although, this group felt that the Y is a good place to bring children, they were less likely to think that aspects of the Y are in good condition, less likely to connect socially with the Y, or feel that the Y has help to obtain their fitness. Of all the age groups, 25-34 year olds responded that they were less likely to be Y members the following year.

For those members between the ages of 35-49, they were more likely than another group of members to have children under the age of 17 living at home and to be the ones more likely to participate in YMCA special events. This group is also less likely to think that the front desk procedures are efficient.

Members between the ages of 50-64 yrs are more likely to be long time members and visit the Y on a weekly or daily basis and think that Y offers enough low-cost/no cost programs to those who cannot afford membership fees. Finally, those who are at the upper age group, 65 years and older, they are also more likely to recommend the Y to their friends than other groups as were the who are under 25. Even though this group is more likely to think that the Y does not have enough equipment or the right equipment, they are more likely to state that the Y has help with their fitness goals .

Table 16: Age Groups with Significantly Different Mean Score than Other Age Groups

Age Group	Perception differences of facility conditions from other age groups
<i>Under 25 yrs</i>	<ul style="list-style-type: none"> • More likely to recommend Y to others
<i>25-34 years</i>	<ul style="list-style-type: none"> • More likely to feel that Y is a good place to bring kids • Less likely to think the building is attractive • Less likely to think the cardio room is in good condition • Less likely to think that the parking lot is in good condition • Less likely to think that the Y offers no cost/low cost programs to neighborhood • Less likely to develop friendships through the Y • Less likely to feel that the Y helps with their fitness goals • Less likely to recommend the Y to a friend • Less likely to be a member next year.
<i>35-49 years</i>	<ul style="list-style-type: none"> • More likely to participate in YMCA special events • Less likely to think that the front desk procedures are efficient
<i>50-64 yrs</i>	<ul style="list-style-type: none"> • More likely to think that Y offers no cost/low cost programs to neighborhood • More likely to have been a long time Y member • More likely to visit the Y on a regular basis
<i>65 years & over</i>	<ul style="list-style-type: none"> • More likely to recommend Y to others • More likely to state that Y has helped with fitness goals • Less likely to think that the Y has the right equipment • Less likely to think that the Y has enough equipment

Membership Unit Differences: There are a number of differences between members depending on their particular membership (see Table 17). Those who are Fitness Center Members, Husband and Wife members, and one parent Basic Family are more likely to come to the Y on a regular and consistent basis. Older members are less likely to think that there is enough equipment, or volunteer or participate at Y special events. It is important to note that one parent Fitness Center Family members are less likely to feel a sense of fellowship with the Y, yet Husband and Wife members are more likely to volunteer and Fitness Center Family members are more likely to donate to the Y.

Table 17: Membership Units with Significantly Different Mean Score than Other Membership Units

Membership Unit	Perception differences of facility conditions from membership units
<i>College – 500</i>	<ul style="list-style-type: none"> • Less likely to participate in Y events
<i>Fitness Center – 601</i>	<ul style="list-style-type: none"> • Have longer memberships • Come to the Y more often
<i>Husband/Wife</i>	<ul style="list-style-type: none"> • Have longer memberships • Come to the Y more often • More likely to volunteer
<i>Fitness Center Family – 801</i>	<ul style="list-style-type: none"> • More likely to contribute to the Y • Less likely to see the front desk procedures as efficient
<i>One parent Basic Family- 900</i>	<ul style="list-style-type: none"> • More likely to come to the Y
<i>One parent Fitness center Family – 901</i>	<ul style="list-style-type: none"> • Less likely to feel a sense of fellowship
<i>65 & better</i>	<ul style="list-style-type: none"> • Does not think that Y has enough equipment • Less likely to think there is enough cardio equipment • Less likely to help at a Y event • Less likely to participate at a Y event
<i>65 & better couple – 760</i>	<ul style="list-style-type: none"> • Does not think that Y has enough equipment • Less likely to think that Y offers enough low-cost programs

MEMBER COMMENTS AND SUGGESTIONS

If you could change things about your YMCA, what would they be?

Locker rooms & Showers

Family needs

- Add a family locker room. Invest in major locker room upgrades, lose the "fitness center" locker room and change one of the 4 locker rooms to a family locker room
- Locker room has poor accessibility for families with small children. Add changing tables and new lockers

Women's Locker rooms

- Great new floor in the women's shower room
- Basic Women's shower area is improving
- Fix spa in women's fitness center locker room, or at least have a reduced rate as amenities are not equal to that of the men's fitness center
- In general women's locker room - locker girls below college age level on south side away from women on north side
- My wife repulsed by cleanliness condition of locker room.
- Repair or replace the leaking showerhead in the women's fitness center. Make sure towels are always available in the Women's fitness center.

- The locker rooms need repair & painting. The faucets in the ladies shower room don't work or are broken a lot of the time.
- The women's fitness center shower and curtains have been broken for years
- The women's fitness locker room doesn't have a Jacuzzi. When I upgraded my membership last January I wasn't informed the jacuzz/whirlpool no longer worked. For the money I pay, this is a shame. It should be fixed or I should be compensated by lower fees.
- Women's locker room! Sauna and hot tub don't work, carpet and the locker room really needs an update. When we travel I go to other Y's to swim, workout and they have really nice locker rooms with hairdryers, private vanities, etc
- Upgrade the condition and maintenance of women's locker room and shower area
- Make shower room warmer - especially in winter. Paint lockers in general membership women's locker room.
- The fitness women's locker room is in bad shape. NOT clean. Nothing on hot tub is being done.
- Hot tub/spa in fitness Center locker Room (ladies) has been out of commission for over a year, but the fee for use has gone up...
- Why can't there be a hot tub for women!
- Hot tub in Women's Fitness Center! Men got a new one a few years ago. At that time, there was a plan being discussed that men and women would share a hot tub.
- Women's fitness locker spa has been out of order for many MONTHS

Men's Locker Room

- Men's locker rooms needs to be kept cleaner, the steam room seems to be "out of order" a lot.
- Men's locker room, new lockers, plumbing fixtures
- Seems like there is always a showerhead leaking in the men's reg. locker room. This should not be.
- The men's (?) fitness center is also unkept, leaking showers, wet, nasty smell, for the money we pay for husband-wife fitness centers, the upkeep is very, very poor.
- Renovate shower area in men's locker room

Steam Room:

- I belong to health club in the recent past, facilities, steam room in that area were in need of re-vamping.
- Athletic Club steam room goes down too often
- Make sure the steam room is working in a timely manner
- Steam room falling apart
- Steam room - Obviously Young Plumbing is NOT doing a good job - time to change!
- Steam room maintenance is not knowledgeable. When it goes down, repairs take too long.

Showers:

- Locker Room/ Showers for Reg. membership is very dirty, needs updating.
- Repair shower areas (curtains falling off) and no hot tub. Clean shower area, clean shower stalls and curtains.
- Same showers always leak. Lockers rusted out.
- Showers need some attention. Locker room floors appear dirty in areas.
- Fix showers, you can't turn them off.
- Upgrade shower facilities
- The showers in the locker room have too much hair on the ground
- Make sure the showers shut off so they are not running water all the time.
- Paint in shower area.

Lockers

- New lockers
- Health Club has too many lockers. Need more room or less members.

- Locker rooms - New lockers, better cleaning, improve bathrooms
- new lockers, scale in locker rooms
- Lockers need cleaning

Increase Cleanliness of locker rooms and shower areas

- Clean locker rooms- working showers, safer locker rooms
- Clean lockers
- Clean the locker rooms, fix the hot tub, get rid of the mold in the showers. It is so gross
- Cleaner basic locker room
- Cleaner locker room. The stool stalls are very dirty. They don't clean the corners.
- General locker rooms are DISGUSTING peeling, chipped paint, broken tiles, and dripping faucets - YUCK!
- keep lockers/bathrooms clean
- Locker room cleanliness - clean vents, carpets, grout, shower curtains
- Need to clean locker rooms
- Locker rooms are cleaned on a more frequent schedule.
- Locker rooms need to be kept cleaner.
- Cleaner basic locker room with no mold under tile floor and good shower heads that work. State inspected more often, with surprise visits.
- cleaner locker rooms
- They need to clean and wash locker room floors & keep floor cleaner in shower room.

Hot tub

- Please fix the hot tub- one of the reasons I left. I really enjoy the sauna and hot tub after a long run.
- When whirlpool is broken or being remodeled, do it in a more timely fashion.
- Whirlpool for all members

General Comments on Locker rooms

- Keep the locker rooms open in the winter. DO NOT remodel in the winter "prime season." The big mistake the YMCA repeats every 3 years.
- locker room - looks old and not inviting
- Improve locker rooms
- Redo locker room
- Update locker rooms
- Stop non-fitness members from using fitness locker room.
- Floors are slippery.

Laundry

- better laundry service
- I'm an early morning person - half the time we are low or out of towels!
- Always out of towels in the morning!
- Purchase quality towels

General facility

Needed facility repairs

- Roof leaks in Gym.
- Improve cement of parking lot. It is cracked, full of holes and uneven.
- Racquetball courts - floors need to be maintained, swept and spills cleaned up.
- Basic W.O area - temperature COLD
- Repair things faster or give a financial reduction when the facilities we are paying for are not available.
- Improve proactive maintenance of machines and facilities to avoid "out of order" periods, i.e. equipment, spa, steam room.

Remodel Suggestions

- At least 4 more handicap parking spaces close to the front door
- Floor surface in general membership changed to non-slip material
- Full length mirrors in the room for workout classes
- Get a bigger or add a new gym because programs such as basketball take up too much room.
- Longer track with windows above
- Larger weight room
- Put Windows in walls surrounding track
- Remodel ladies bathroom
- Renovate front desk and entrance area - more like a real sports club
- Increase childcare space. Its a small room during busy times
- Track - remove cords & protect outlets, better surface, better cleaning (spit & gum will sometimes be in the same spot on floor for a couple of days)
- I would have two gymnasiums; one for the kids, and one for the adults. I would also make all the facilities bigger and more up to date to get more people to come to the Y.
- Pay more attention (including in budgeting) to the free weight room.
- Upgrade entry - lobby area.
- add a sauna (dry heat)
- I would definitely make add-ons to the building to make it bigger and better so more people would be willing to visit

General Facilities Comments

- It is convenient and it has a pool.
- If I could afford, would donate to spruce it up a little
- Improve physical appearance.
- It's falling apart- locker rooms and pool

Cleanliness of Y Facilities in General

- Clean it up!
- Cleaner
- Cleaner – consistently
- Cleanliness - clean floor, mats, weights & balls
- Keep the Y clean, it has gotten bad
- Keeping fitness center cleaner and maintained
- My first concern is cleanliness. We had it under control and now it has slipped drastically again, the entire building smells of sweat and you had to touch anything
- Clean pool more often (& water toy areas/storage)
- clean track in gym more often
- Hire better cleaning staff to keep all areas cleaner than presently are kept

Pool

- Keep pool warmer in winter
- Place a buffer zone between lap swim and water classes - 5 minutes
- Warmer water to exercise in
- They have a lift in the pool area but I have not seen even one person use it. They have ramps in some of the other YMCAs
- Make pool more of a family environment.
- Hold pool exercise in small pool or reserve (?) time for lap swimming.
- I think they should have a portable ramp in the pool for people that have trouble with the steps.

Equipment

Maintenance of Equipment

- Fix the equipment - stationary bike & steam room
- Keep equipment maintained so it is not down for more and a few (2-3) days
- More maintenance of spin cycles
- Don't leave equipment broken for over a couple of days.
- Make continued maintenance on existing equipment. Example: cycles in biking room and lockers in dressing room.

Weights

- Better free weight area and more equipment
- Change the weight room back to the way it was - upstairs with more room - get rid of some of the treadmills, etc.
- Change the weight machines back to Nautilus.

Cardio equipment

- I would lease all the cardiovascular equipment to keep them updated and in better operation.
- Greater variety of cardio equipment
- More stair master machines
- Update elliptical machines
- More stair steppers
- Upgrade the bikes in the spinning classroom.
- Better spinning bikes
- might improve machine quality (some are a bit old)

Flooring

- better floor for yoga.
- Expand it - Add dance floor

General Comments on Equipment

- Avail. of equipment. - extremely busy at times, although I know this is probably not possible
- Improve equipment

Classes/programs

Aquatic Programs

- Have daytime children's pool hours (morning) or allow parents to take their children in the children's pool themselves.
- Have water exercises everyday.
- More aquatic options (i.e. water aerobics after 8:30pm)
- More water classes, better variety
- Occasionally I would appreciate later pool hours.
- Water aerobics classes at night
- Make sure to continue the evening water aerobics class
- Pool hours are inadequate for rope lap swim or family swim in small pool.
- Lane swimming is restrictive in AM
- Extend Sunday afternoon hours for small pool (later)
- Pool open for lap swimmers from 9:30 - 11 weekdays (now it is only open at this time for aqua classes)
- More lap swim time

Aerobic Programs

- Aerobic classes around noon
- Mix cardio - kickboxing-bands-rotate classes during week. I think your losing people in classes.
- More classes – cardio
- More floor space in cardio room to do stretch exercises. Area in SW corner is small
- Offer an intermediate level of pilates at the end of the work day 2x per week
- There are several other members who do not participate in the current class in that spot b/c it is not kickboxing. Kickboxing is only once a week. I would like it to be more. I was in better shape when I was kickboxing. That's the only thing I'd change.
- Increase size of spin classroom and add bikes

Youth Programs

- There are no activities for children on weekday morning (i.e. fit gym, kids stuff)
- Have more children's activities during the morning (like messy Mornings at the Hearst Center)
- More programming for late elementary youth.

Misc Programs Suggestions

- Provide a support program for people with low mobility to get together and work out
- some health related lectures
- Massage therapist on site, with a comfort room and fair prices
- Provide an option to their Biggest Loser program for people who want to participate but may not be able to surpass the initial fitness benchmarks
- Make it clear and easy to participate in group exercise

Program Hours

- Longer hours available to the public.
- More variety of classes in early morning - 5:30am - 5:45am. No more military boot camps. - It was a good program before the military stepped in. - Popular advice: "If it isn't broke, don't fix it!"
- Class times more available 5:00am and after 5:30pm
- more choices of time for classes.
- make scheduling of activities more accommodating for working people
- Class times more available 5:00am and after 5:30pm
- Classes begin at scheduled times. scheduling something to end and begin at the same time does not work

General Program Comments

- We had great classes and now we are backsliding again by discontinuing some of the great, well-attended classes, I don't understand this.
- I would like to have only fitness techno music played in the fitness center (w/no lyrics) The music and DJ commentary played in the fitness center now is usually offensive to me.
- Improve consistency of programming
- The use of the racquetball courts for everything besides racquetball

FeesGeneral Comments on Fees

- Like the Y and have not suggestions for change. Feel it is a good value for the membership fees and feel fortunate to live in a town large enough to support such an institution.

Payment Alternatives

- Stop paying the monthly fee when you are gone for two months in the winter.

- Can pay the financial assistance in the full every six months instead of just once for the whole year.
- More liberal definition of family (3 teens live part-time with me - we're not related and I'm not their legal guardian, so therefore not technically family for membership purposes)
- replace lost Y cards at no expense to member
- Offer punch cards for classes. This would add more to each class.
- Take away the paper work for non members to take part in single activities
- One-tier membership which includes a special needs room for children and special needs adults that includes a toilet so poopies are found on the track, gym floor & pools and are thrown into the baby pool
- Offer cheaper packages to those in school full-time. It is already cheap but the competition is free at Hawkeye

Lower membership costs

- Have the financial assistance be a little lower in price for some people
- Lower cost
- Lower membership cost for seniors
- the price (too high)
- The price for 65 & older for fitness ctr.
- Rates are a little high for fitness center
- Better senior discount and more certified people to replace others
- Stop increasing membership Fees annually (2003 - \$276; 2004 - \$326, +18%; 2005 - \$336, +3%; 2006 - \$384, +14%; 2007 - \$403, +5%)
- Cost could be less
- Most of my friends would want to be members but prices are way too high.

Staff

Positive comments

- Linda is an awesome instructor
- Lynda is an excellent instructor.
- Lynda Carr is an excellent instructor. She 'knows her stuff' and pays careful attention to each participant. A locker (or 2) need to be provided for her in the Women's fitness center.
- The best teacher is Linda Carr. She is caring. The other teachers could care less.
- New director seems more available and pleasant, always speaks. Everyone smiles and speaks. I already volunteer elsewhere
- recognize and reward Brian Stokes

Increase communication to members

- Large bulletin board is lobby telling activities going on or they have
- Communications of things not working are not done. Example Steam room down and there is no written document explaining why, what is wrong and when it will be corrected.
- would participate in special events or help but notification is poor
- Staff to recommend when asked exercises without having to sign up for classes.

Front Desk

- Better security to prevent people from getting in without membership.
- 'somewhat poor' rating of efficiency of front desk procedures due to staff "often allow young people at the front desk"
- Much more loyal before program coordinators were made to sit behind their desk rather than interact w/the people.
- Girls at front desk need to be more focused
- More knowledgeable front desk staff
- The front desk is very loose - allow people in without cards.

Increase professionalism

- The Y staff has seemed inconvenienced by clients I have brought into the YMCA. Staff is not always friendly or I would be more likely to volunteer there.
- Staff could be more professional and friendly
- Have the downstairs kids care as much as Derius and stop losing my clothes.
- Sara could do a little less socializing and more instructing.
- more outgoing & friendly staff/ CEO and everyone visible @ Y
- staff - empower them - they would be much more efficient and hopefully friendlier. The "party" staff is rude, lazy, and not helpful AT ALL.
- The students hired do more studying while they are suppose to be working. The director of the Y is not visible! Most people don't know who he is.
- The administration is too slow responding to needs. There are some outstanding staffers but they are not treated very well.

More Qualified Staff

- Continuity of instructors
- Get yoga instructors that really know yoga
- Need qualified teachers in the aerobics 7am class. Teachers who teach, not do so much visiting.
- Find daycare providers who do not hit the children and are not verbally abusive!
- Remove radio from pool - Guards are paid to work not entertained. College employees do homework on their time, not the Y's.

Other Comments on Staff

- Replace Shasha Corbet
- I didn't know Sasha, but it's clear a big mistake was made to lose her or change the way she did her job.
- More security - kids run around - mess around the locker room & weight room.

Gender Issues

- No children of the opposite sex in the locker rooms
- No male employees working in the child care rooms
- No males in women's locker room, No females in men's locker room, regardless of age.
- I am very opposed to children of the opposite sex showering in the opposing locker rooms.
- I was taking a shower & a father brought his young daughter together with son into the men's locker rm. I was both saddened and angry, with both the father & the Y for letting this happen. How Poor. How unwise!
- Keep young girl out of the men's locker room!

Other Comments from Members

- reduce the # of unattended children
- Supervision of minors left alone in gym etc. not everyone is good left unattended
- I haven't been attending because of health reasons by plan on starting back.
- Enhance community perceptions and involvement