



Y.M.C.A.

*Findings from a Nationwide Survey of 800 Voters
(400 voters with children under 18, 400 voters without children under 18)
September 2003
Presentation: February 2004*



Methodology

Lake Snell Perry & Associates designed and administered this survey which was conducted by phone using professional interviewers. The survey reached 800 registered voters ages 18 or older nationwide. The survey was conducted between September 2nd and September 9th, 2003.

Telephone numbers for the survey were drawn from a random digit dial sample (RDD). The sample was stratified geographically by state based on the proportion of voters in each region. The interviews consisted of a base sample of 800 registered men and women voters nationwide, half of which were voters with children under 18 living at home and half of which did not have children under 18. The parent sample was weighted down to its proper proportion in the electorate.

For a survey of this size the sampling error is 3.5 percentage points.



Strategic Summary

- Voters see child care programs as an absolute necessity for their communities. They also believe the economy is negatively impacted because of a lack of child care options.
- Voters do not think there are enough programs available and they are even more likely to think there are not enough *affordable* programs available.
- The YMCA is in a good position to be a leader on child care issues. Voters want to hear what the organization has to say on child care.

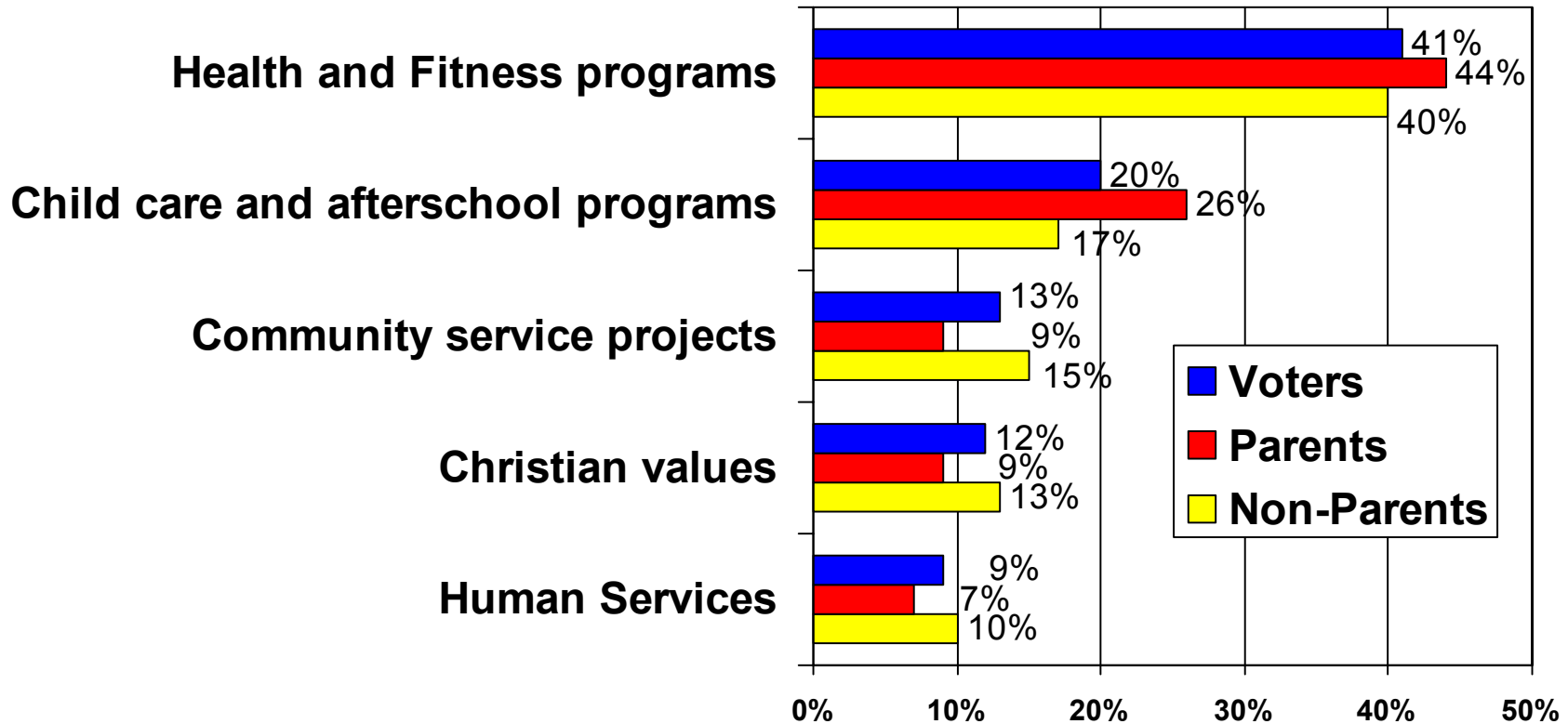


Views toward the Y.M.C.A.



The Y.M.C.A. is most often associated with health and fitness programs, but a significant portion of the electorate also associate child care and afterschool programs with the organization

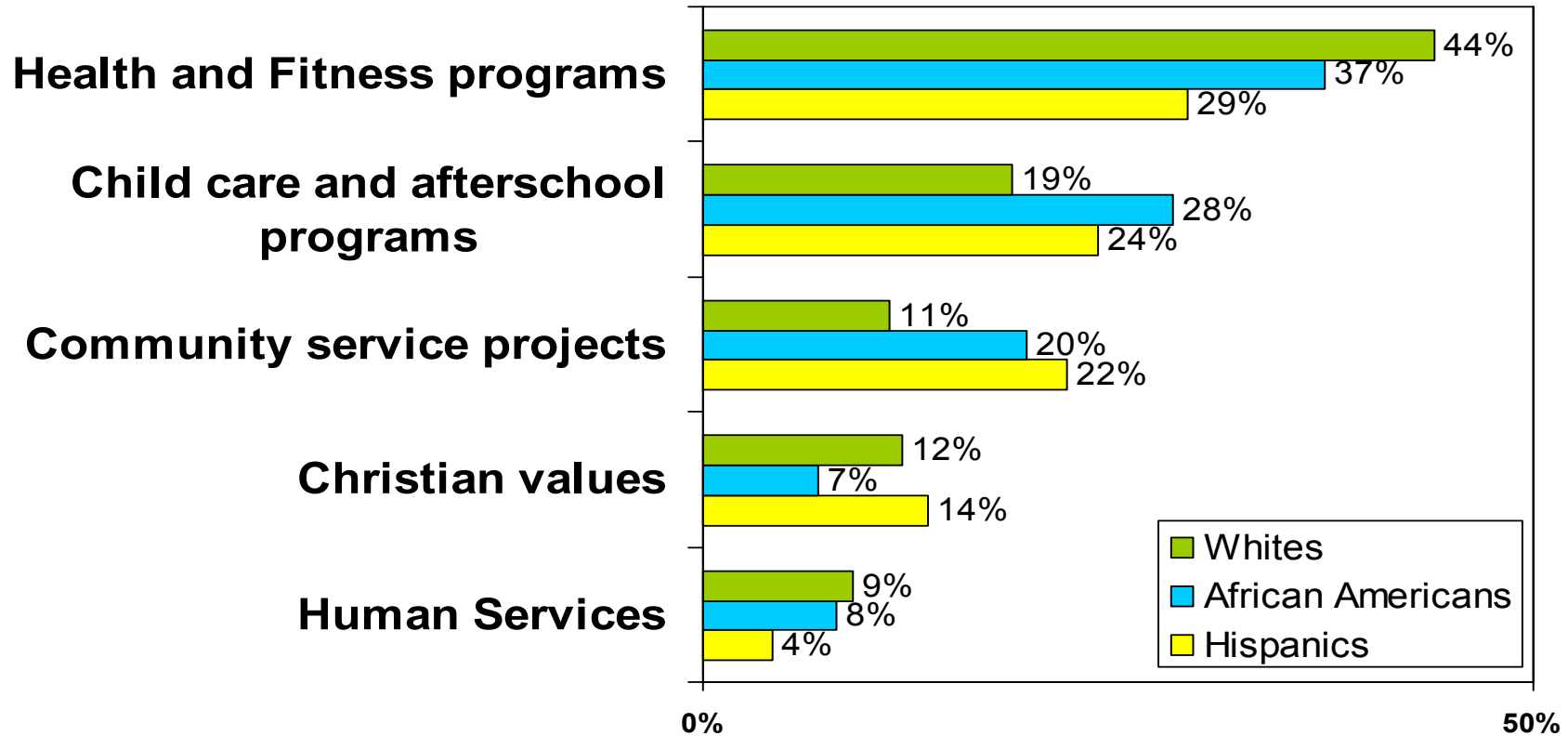
Now let me read you some words and phrases. Thinking specifically about the Y.M.C.A. which words or statement do you MOST associate with them:





While all racial groups associate the Y.M.C.A. with health and fitness programs, African Americans are most likely to associate the Y.M.C.A. with child care programs.

Now let me read you some words and phrases. Thinking specifically about the Y.M.C.A. which words or statement do you MOST associate with them:



Voters under 30, younger women, voters with some college, Independent women, African Americans, Hispanics, voters with children under 18, and voters in the West region are most likely to associate the Y.M.C.A. with child care.



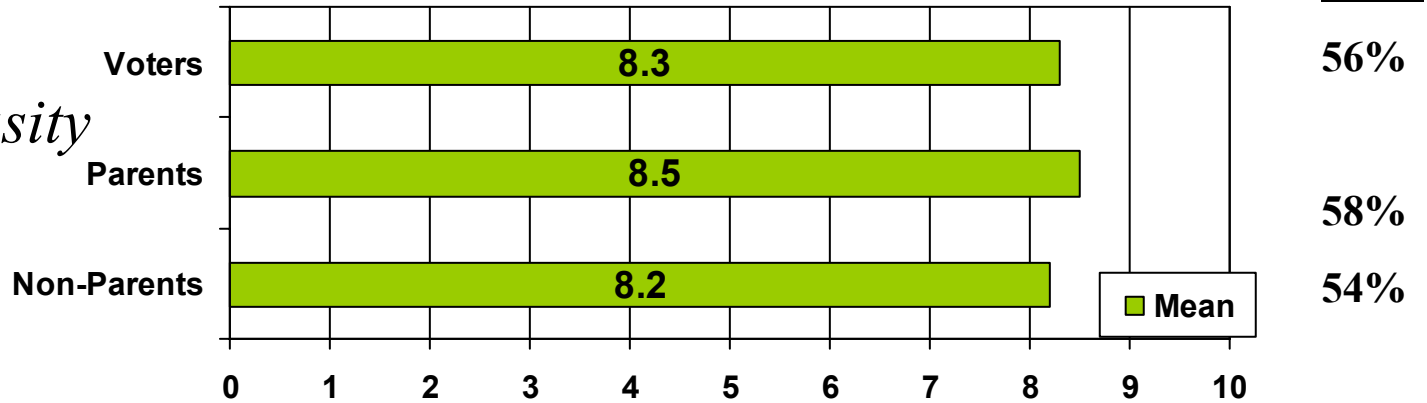
Child Care



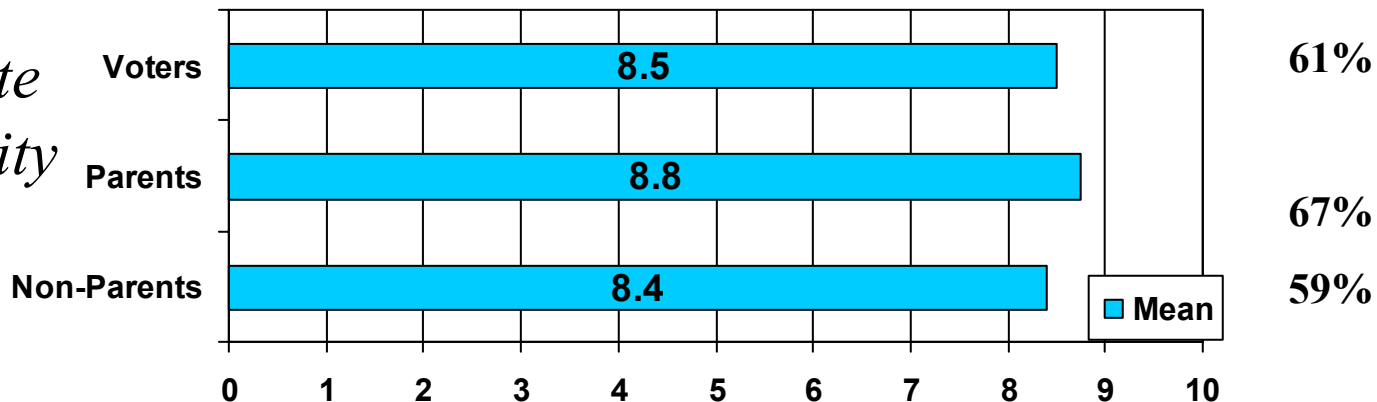
Voters, both those with children under 18 and those with no children under 18, see child care not only as a necessity, but as an *absolute necessity*. In fact, response is stronger to child care being an *absolute necessity*.

*Still thinking about child care programs, would you say that child care programs are [a necessity/ an absolute necessity] in for your community on a scale which goes from 0-10, where zero is not at all a necessity and 10 means very much a necessity?**

Necessity



Absolute Necessity

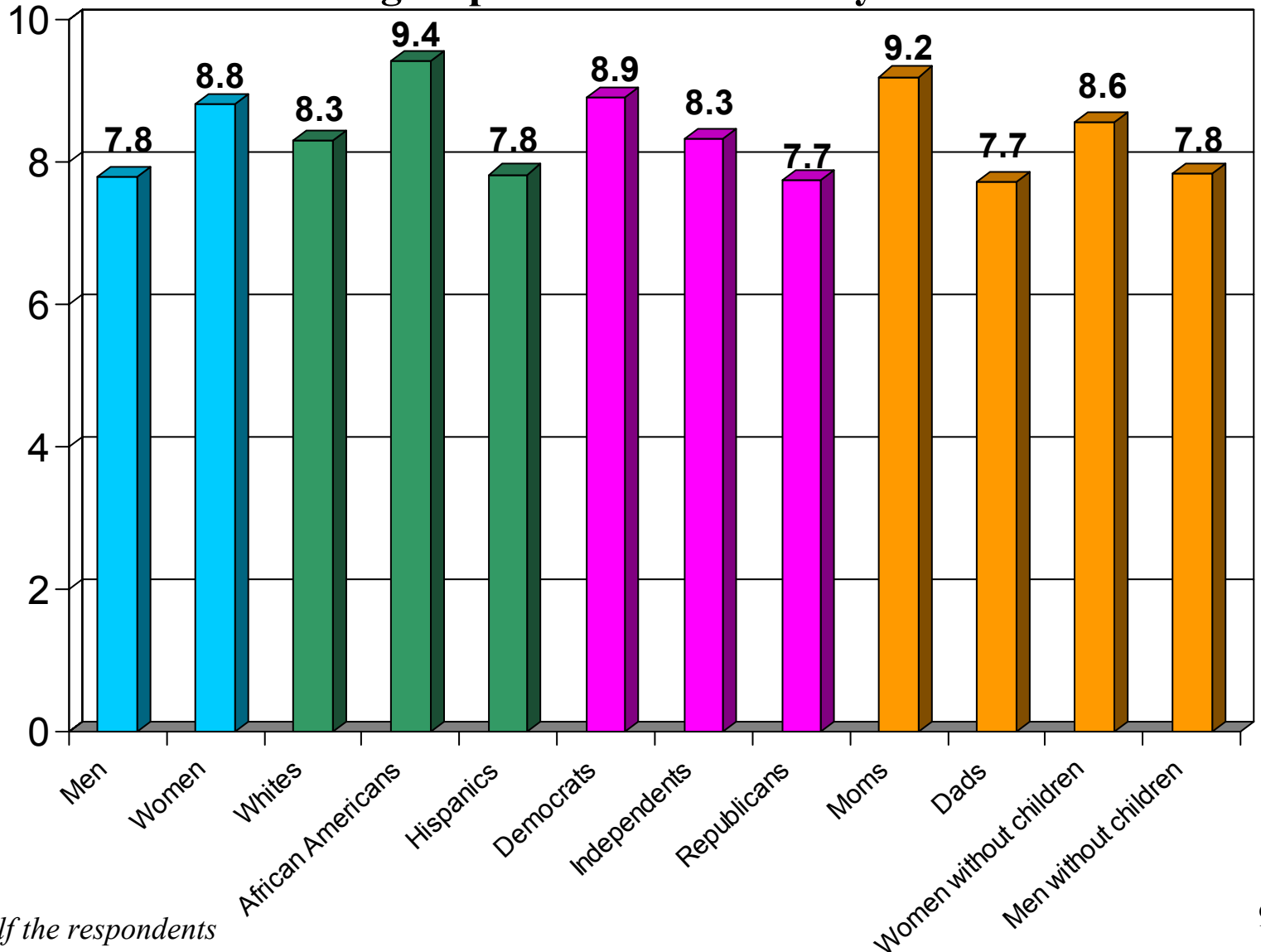


*Split sampled question



African Americans, moms, women and Democrats are most likely to say that child care is a necessity for their community, but all groups see it as a necessity.

*Still thinking about child care programs, would you say that child care programs are a necessity for your community on a scale which goes from 0-10, where zero is not at all a necessity and 10 means very much a necessity?**

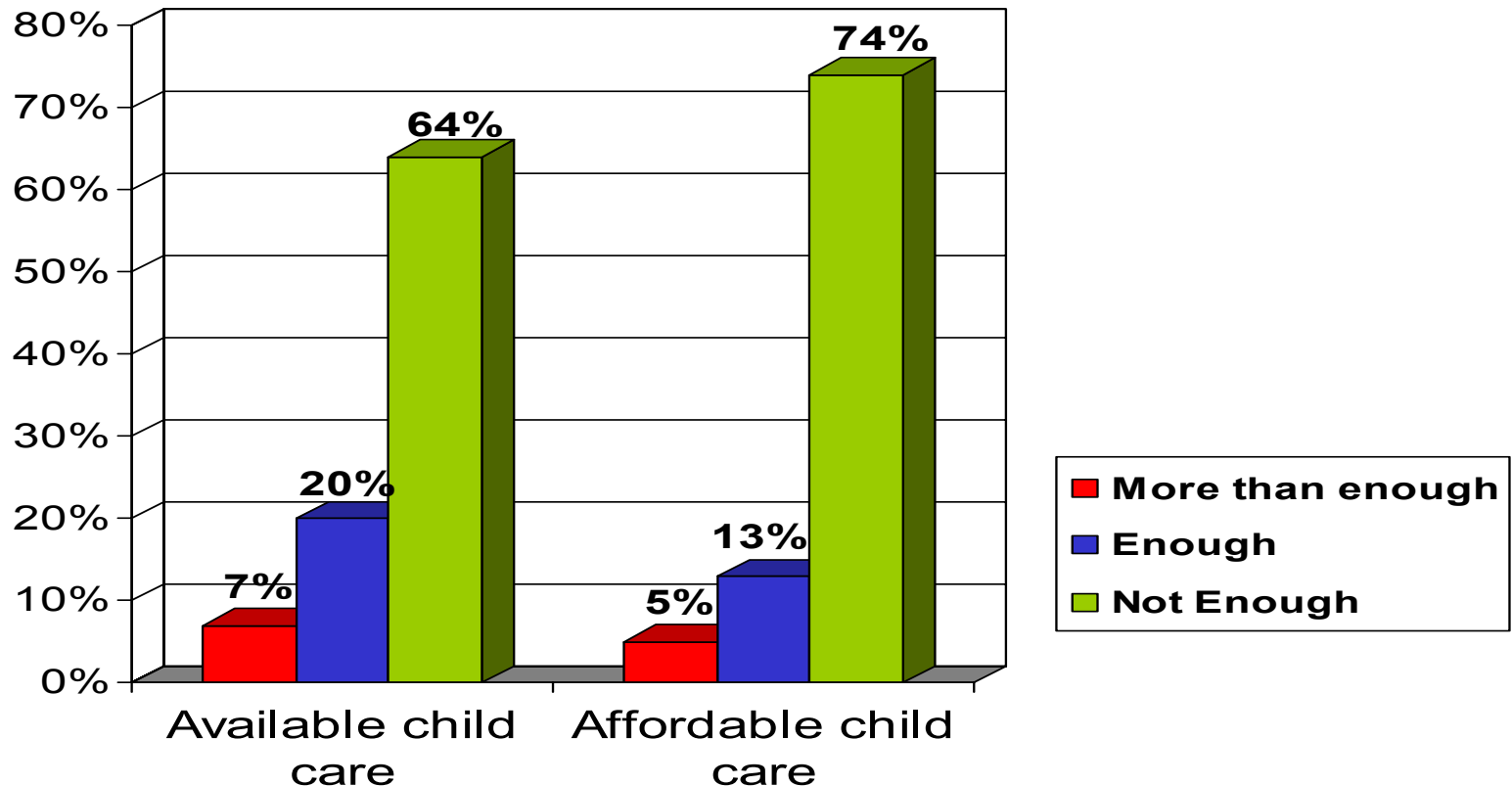


* Asked of only half the respondents



While voters see child care programs as a necessity, they do not think there are enough child care programs available for families today and they are even more likely to think there are not enough *affordable* child care programs available.

*Do you think there are more than enough, enough, or not enough [affordable] child care programs [available] for families and children in America today?**

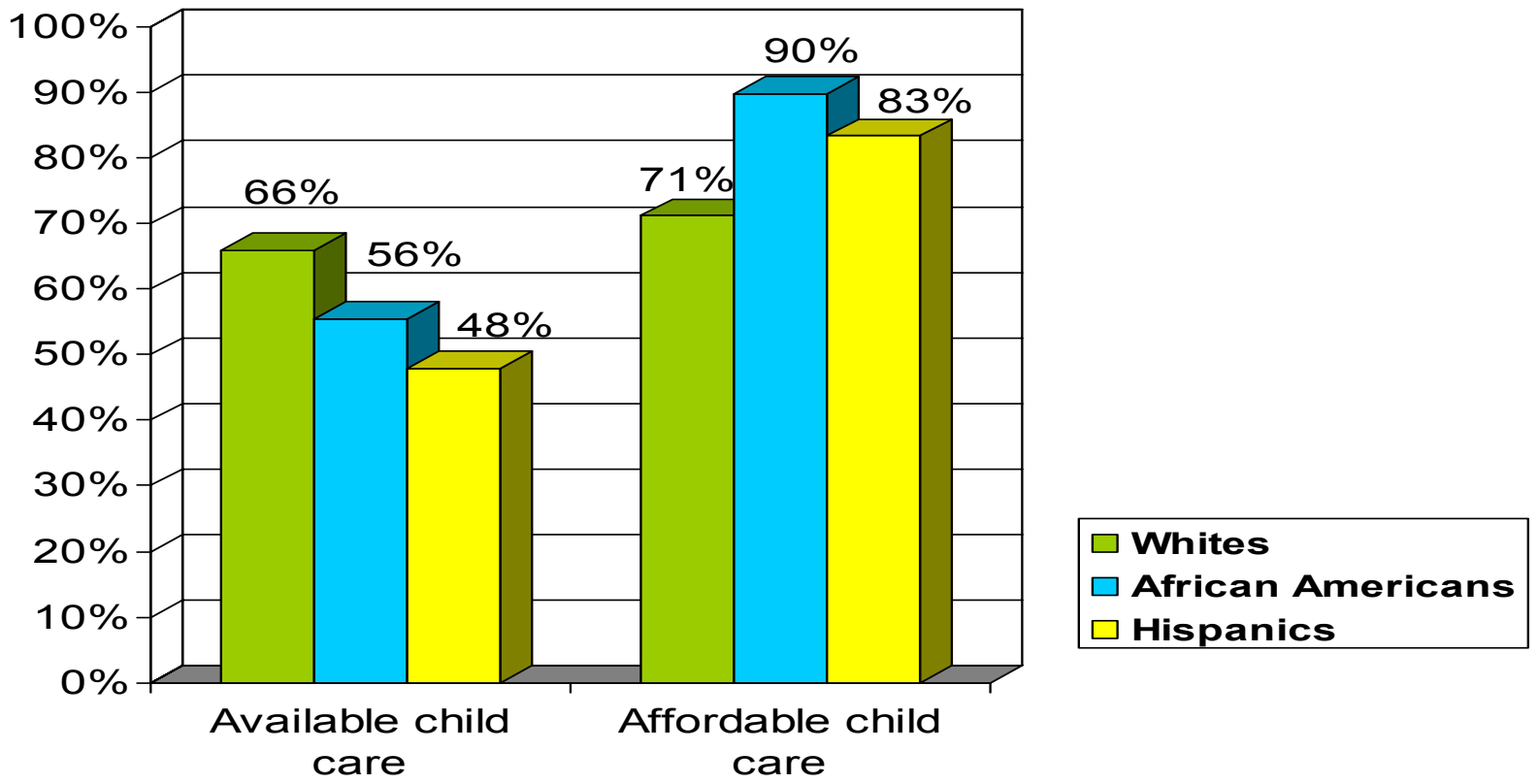


**Split sampled question*



Whites are most likely to say there are not enough *available* child care programs, whereas African Americans and Hispanics are most likely to say there are not enough *affordable* child care programs.

*Do you think there are more than enough, enough, or not enough [affordable] child care programs [available] for families and children in America today?**



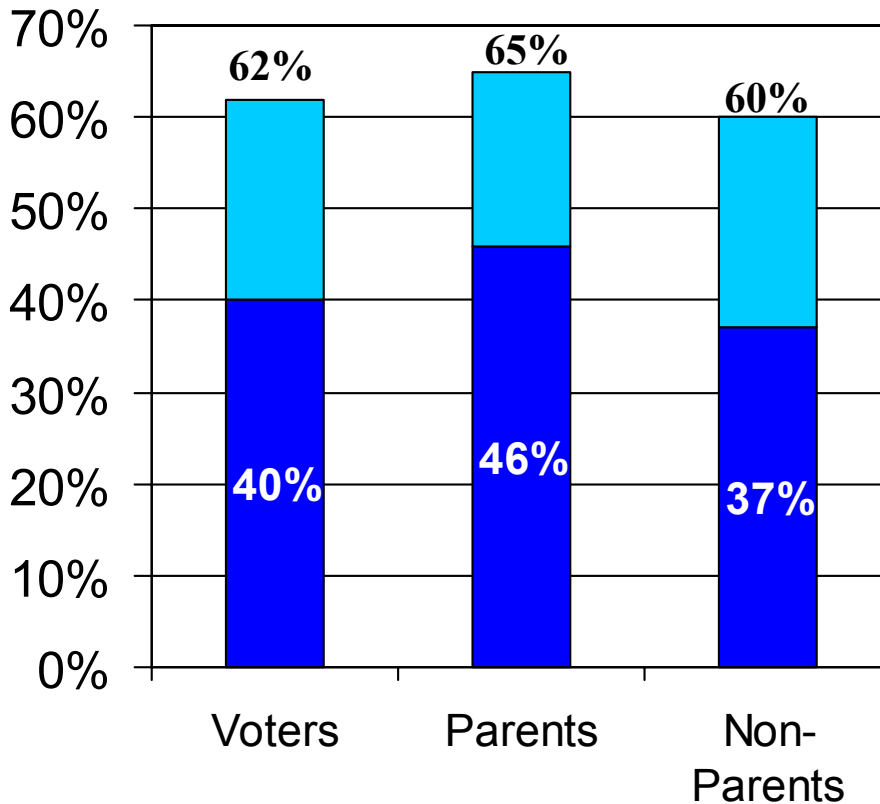
Not enough available/affordable

**Split sampled question* 11

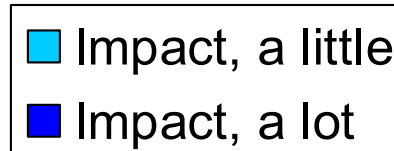


Additionally, voters believe the nation's economy is negatively impacted because there are not enough child care options for working parents.

Do you believe that the nation's economy is negatively impacted because there are not enough child care options for working parents or does it not have an impact?



Voters in urban and suburban areas see a negative impact on the economy (64% and 65%, respectively).



Negative impact on the economy



While voters overall see child care as a parental issue, parents are slightly more likely to see it as a community issue whereas non-parents firmly believe it is parental.

Which statement about child care is closer to your opinion:

Child care is a parental issue. What we really need is for parents to take more of a role in finding quality child care for their children and in choosing programs they can afford without relying on the government.

OR

Child care is a community issue. What we really need is for our community organizations to come together with our local and state governments to offer parents better and more affordable child care options so parents can work and know their children are safe and stimulated.

Voters	Parents	Non-Parents
49%	44%	53%
43%	49%	38%



Voters are more willing to see child care as a work issue, but even here, sentiments are split. Parents again give the nod to it being a work issue whereas non-parents split.

Which statement about child care is closer to your opinion:

Child care is a parental issue.

What we really need is for parents to take more of a role in finding quality child care for their children and in choosing programs they can afford without relying on the government.

OR

Child care is a work issue.

What we really need is for employers and businesses to offer employees better and more affordable child care options so parents can work and know their children are safe and stimulated.

Voters	Parents	Non-Parents
44%	40%	45%
46%	47%	45%

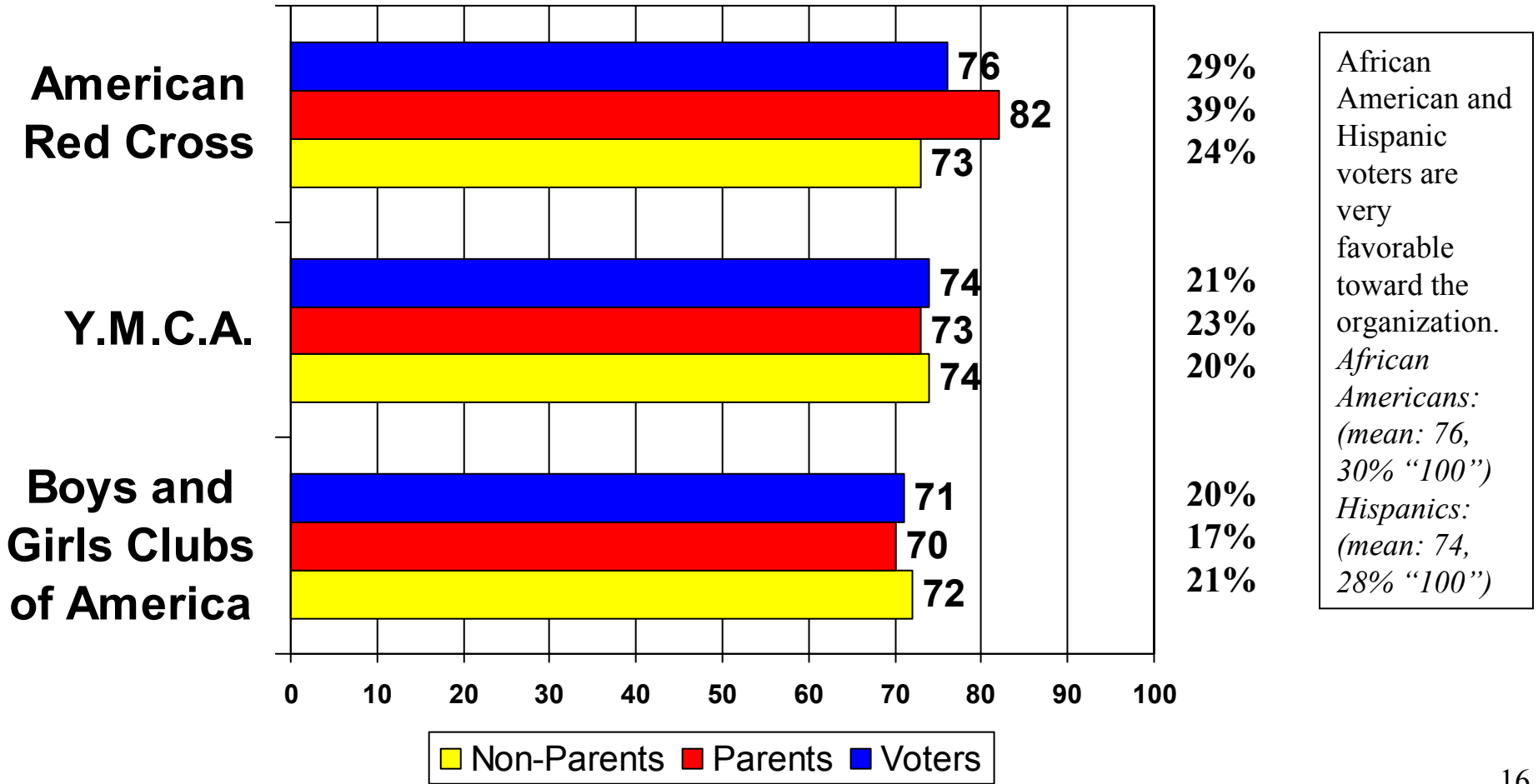


The Y.M.C.A. and Child Care



The Y.M.C.A. is a well-regarded organization that engenders a great deal of favorability. The Y.M.C.A. has widespread name recognition comparable to that of the American Red Cross and the Boys and Girls Clubs of America.

Now let me read you the names of some organizations. Using a scale between zero and one hundred, tell me how favorable you feel toward that organization.

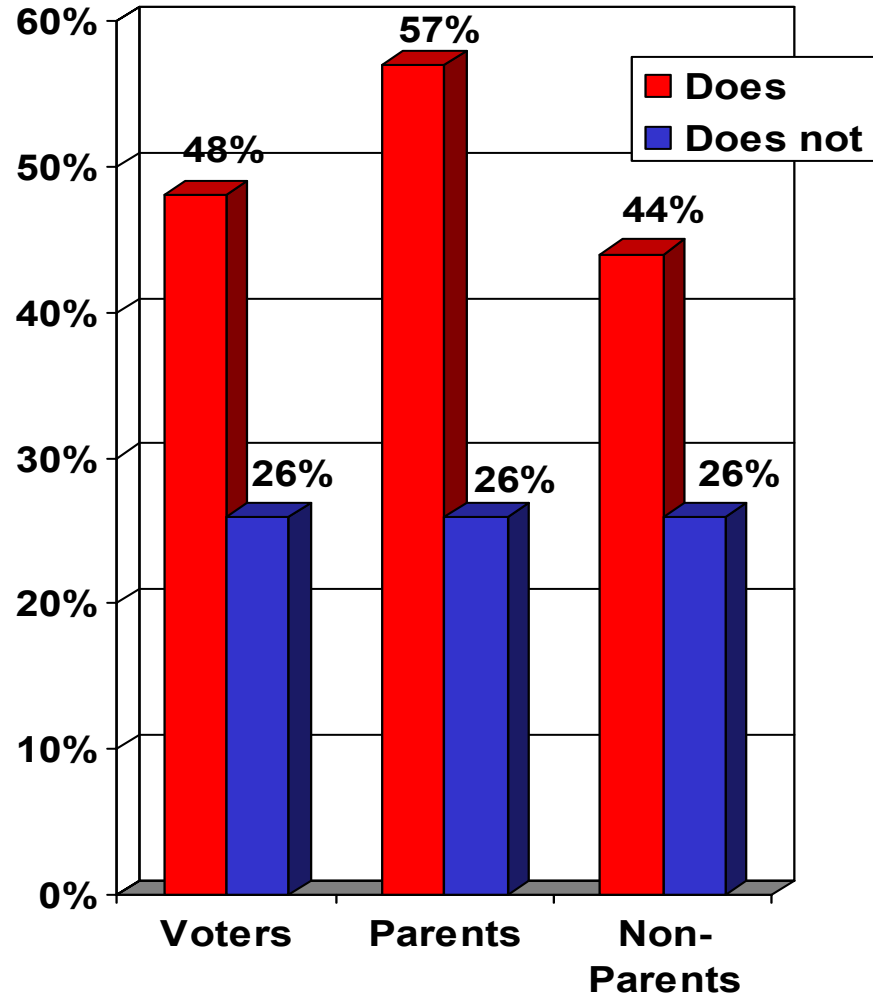




There is some awareness of the Y.M.C.A. providing child care programs in communities, with voters with children under 18 more aware of their provision, but there are also significant numbers who think the organization does not provide child care.

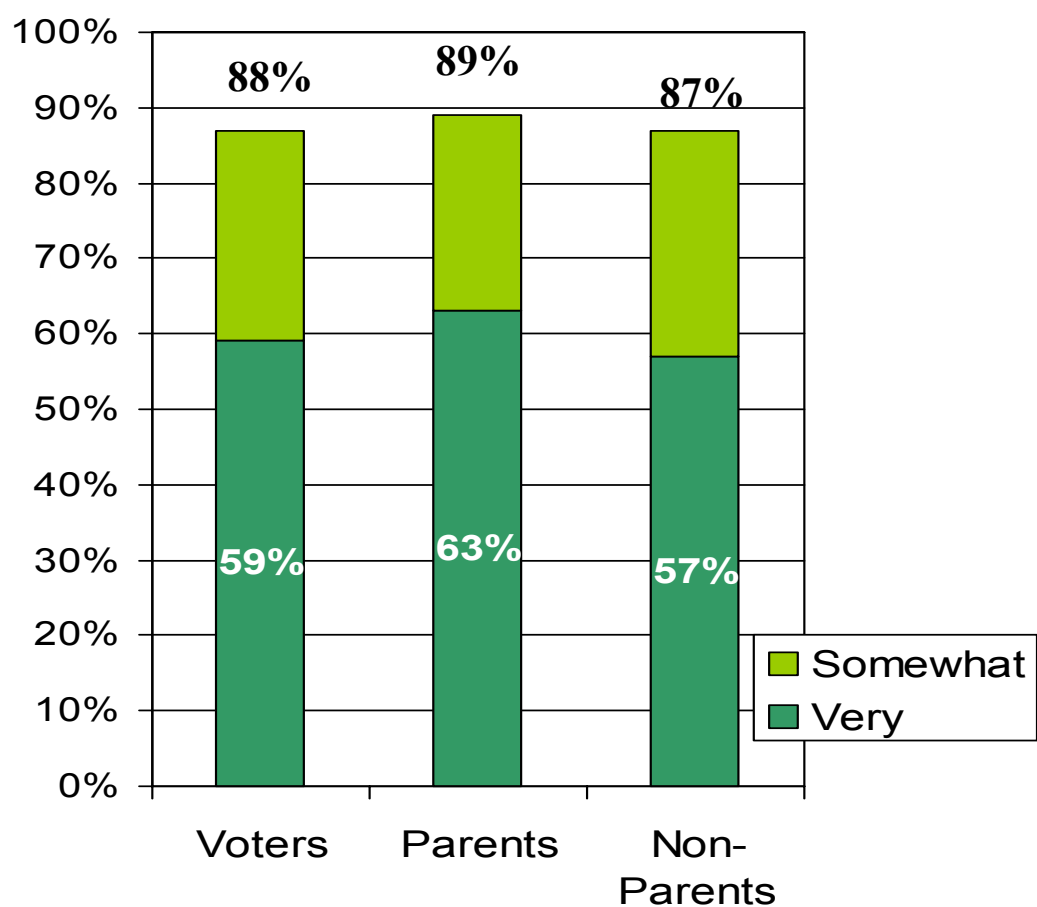
Again, thinking specifically about the Y.M.C.A., do you think the Y.M.C.A. does or does not provide child care programs in your community?

Although there is awareness of child care programs provided by the Y.M.C.A., only 14% of parents say they have used the Y.M.C.A for their child care needs.

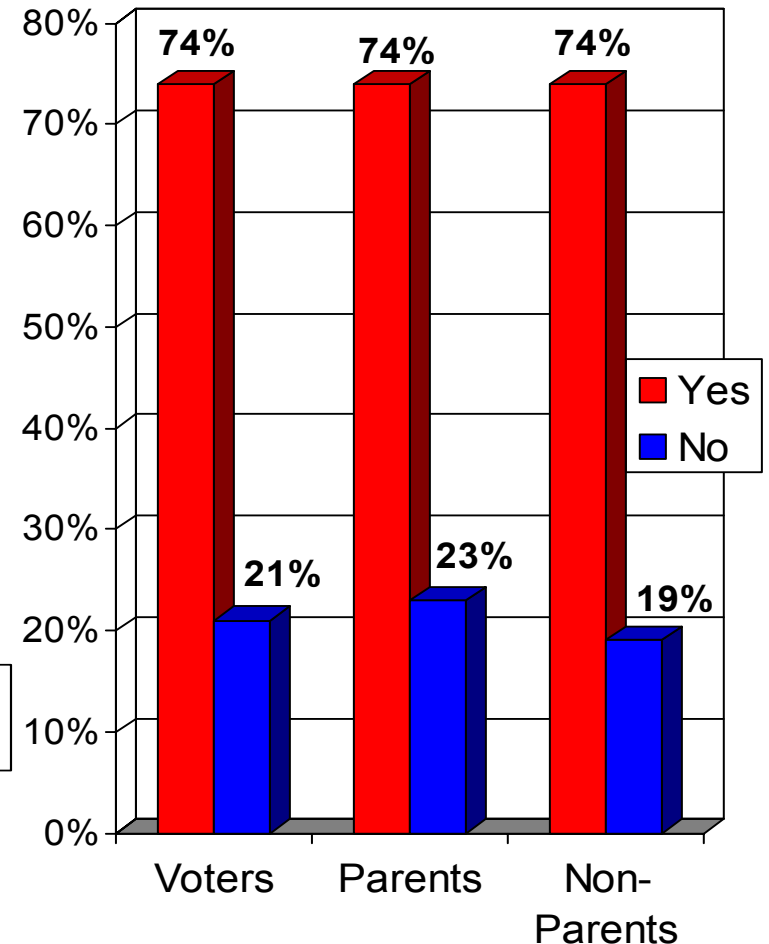




Voters like that the Y.M.C.A. provides child care in their community and they say they would consider using the Y.M.C.A. for their child care needs.



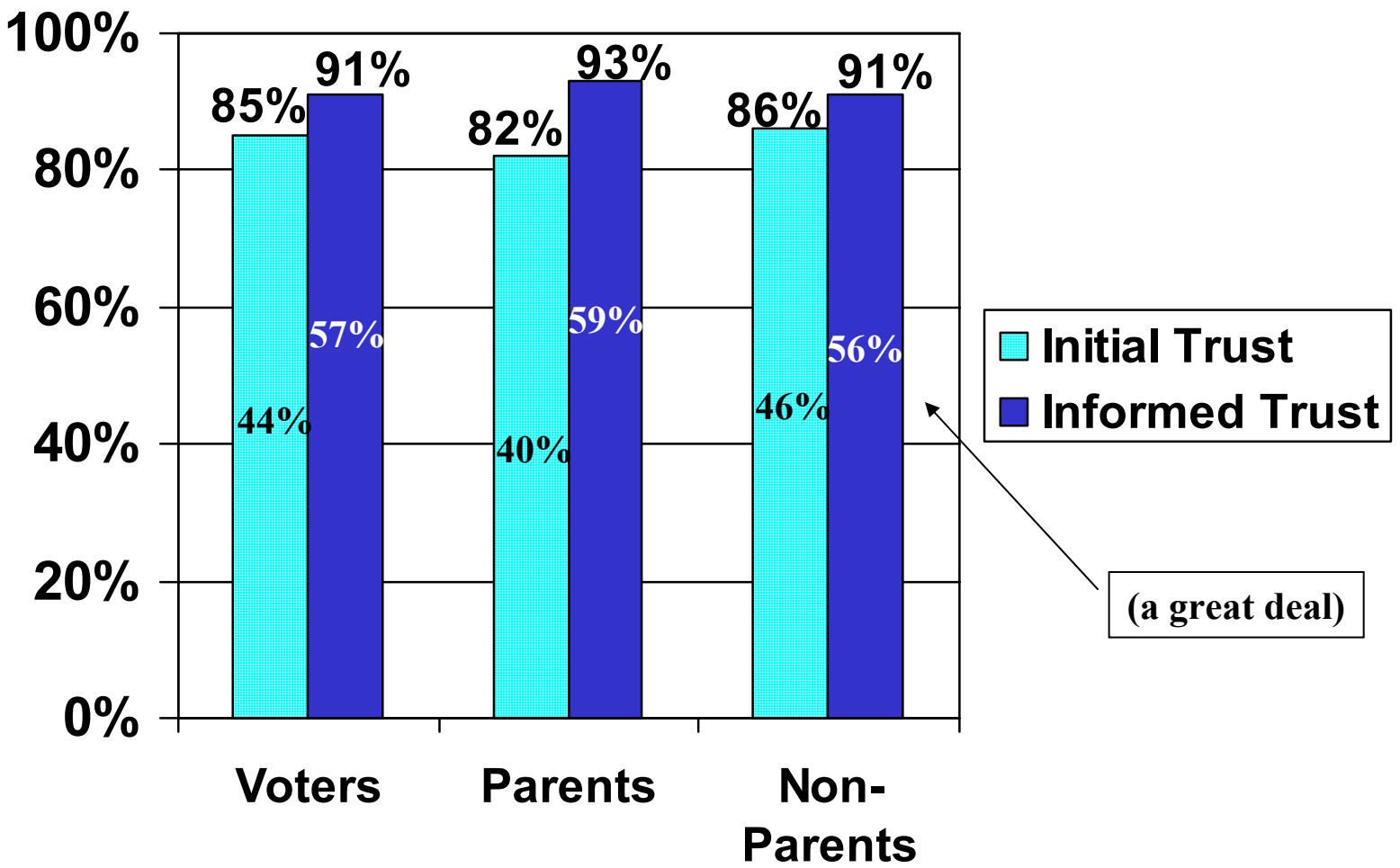
Favorability toward Y.M.C.A. providing child care



Consider using Y.M.C.A for child care



Importantly, after learning more about the Y.M.C.A. voters are even more likely to trust them as an advocate for children and child care. Voters with children under 18 show a marked increase in their trust levels after hearing more about the organization.





Conclusions

- Voters see child care programs as an absolute necessity for their communities. They also believe the economy is negatively impacted because of a lack of child care options.
- Voters do not think there are enough programs available and they are even more likely to think there are not enough *affordable* programs available.
- The YMCA is in a good position to be a leader on child care issues. Voters want to hear what the organization has to say on child care.
- Parents are slightly more likely to see child care as a community and work issue. They would like to see community organizations come together with local and state government to offer parents better and more affordable child care options. They would also like to see businesses and employers offer employees affordable child care options.
- While voters initially think of health and fitness programs in association with the YMCA, there is a significant number who associate them with child care and afterschool programs.
- Voters with no children under 18 tend to see child care as a parental issue over a community issue, and split between it being a parental issue or a work issue.
- They also find positive a statement that says a quality program will have spacious indoor and outdoor areas, designed and organized to not only meet needs but to spark interests. When these statements are attributed to the YMCA, parents are more likely to find most of the statements either more positive or as positive as when said generically.
- The YMCA is a trusted advocate for children and child care. They become an even more trusted advocate after voters learn more about the organization and child care. This points to the need for the YMCA to become more active and have a louder voice in the child care discussion.