



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

The Y Community Snapshot **Key Findings, July 2010**

Background: The Y conducted a national online survey from June 25 to June 30, 2010 of 1,500 Americans age 18 or older, to better understand how they feel about the quality of life in their communities and the biggest challenges and opportunities facing their communities today.

Among the key findings:

- **While 56 percent of Americans are strongly satisfied with their own lives today, 66 percent say the current quality of life in their community is worse than it was a year ago.**
 - Only 34 percent of respondents felt quality of life in their community has improved in the past year.
- **When asked about what the future holds for quality of life in their community, Americans were divided – 51 percent were optimistic about the future, while 49 percent were not.**
- **More than three out of four Americans say the economy and jobs are the key to their community's quality of life. Concerns about housing/foreclosures, healthcare and education were also recurring themes.**
- **Respondents rated the following as chronic issues of greatest concern:**
 - 59 percent, crime, violence, public safety;
 - 46 percent, access to quality healthcare;
 - 41 percent, poverty;
 - 39 percent, negative youth behaviors, teen violence and bullying;
 - 38 percent, declining personal, family or community values.
- **Americans rank themselves – along with family and other community members – as having the biggest obligation (34 percent) and greatest opportunity (30 percent) to effect change in their community.**
 - Nineteen percent said the federal government had the greatest opportunity and 21 percent said it had the greatest obligation.
 - Fifteen percent said local, state or regional government had the greatest opportunity and 20 percent said it had the greatest obligation.

- **Americans are givers and doers. In the past year:**
 - Seven out of 10 contributed goods or services;
 - Nearly two-thirds donated money to a worthy organization;
 - More than half have volunteered their time to a worthy cause or donated money to a house of worship;
 - One out of three are actively engaging others to be more involved in causes, issues or organizations.

- **Millenials (ages 18 to 29) are more optimistic than the general population about the future of their communities, yet significantly less inclined to feel obligated to effect change in their communities.**
 - Only 24 percent of millenials said they held the biggest obligation to make a difference in their communities, compared to 34 percent of the general population.

About *The Y Community Snapshot*: *The Y Community Snapshot* tracks Americans' views regarding quality of life within their communities.

Survey Methodology: The survey sampling and fieldwork was conducted by TolunaGreenfield Online, a leading panel-based online market research firm (<http://www.toluna-group.com>). The final survey results conform to US census parameters for gender, age, and region of residence. The results have a $\pm 2.5\%$ to 3.4% margin of error at 95% confidence for all 1,500 completed interviews, with a $\pm 3.5\%$ to 4% margin of error at 95% confidence for demographic attitudinal, behavioral and other custom subgroups within the respondent population.

To learn more about the Y, visit YMCA.net