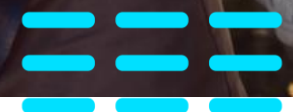




YMCA Market Update

October 2018



PERCEPTIVE

Sample overview

Throughout September/October 2018 Perceptive Research conducted two online based surveys on behalf of YMCA.

The first of these surveys was deployed to YMCA's customer database and gathered complete responses from n=371 individuals.

The second of these surveys was deployed to a general consumer market in Auckland, Hamilton and Tauranga. Final counts from these regions were:

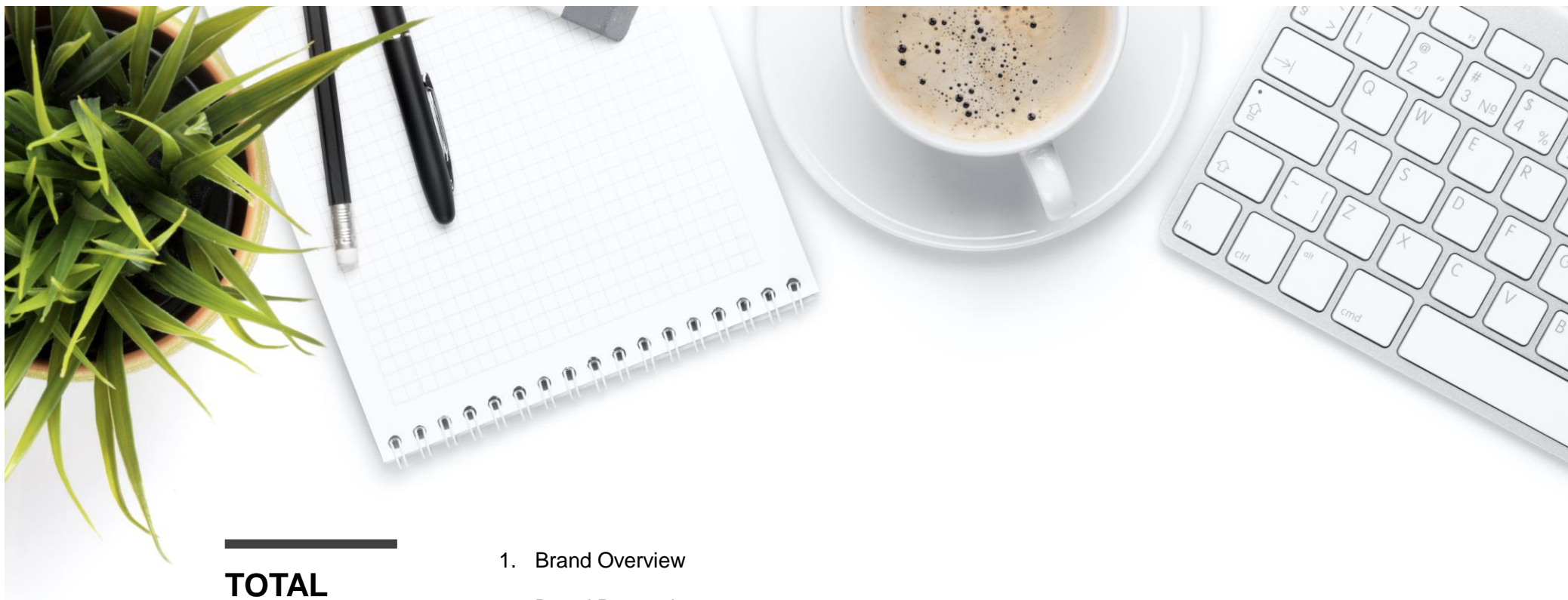
Auckland n= 725

Hamilton n=149

Tauranga n=90 / Mount Manganui n=30

The survey focused on a number of YMCA brand awareness & health metrics, data from both of these surveys has been included in this report. The first section covers the total market, and the second section focussed on the Members sample.

The objective of this study is to see how the market has shifted over the past few years and how consumers and members perceive our brand



TOTAL MARKET

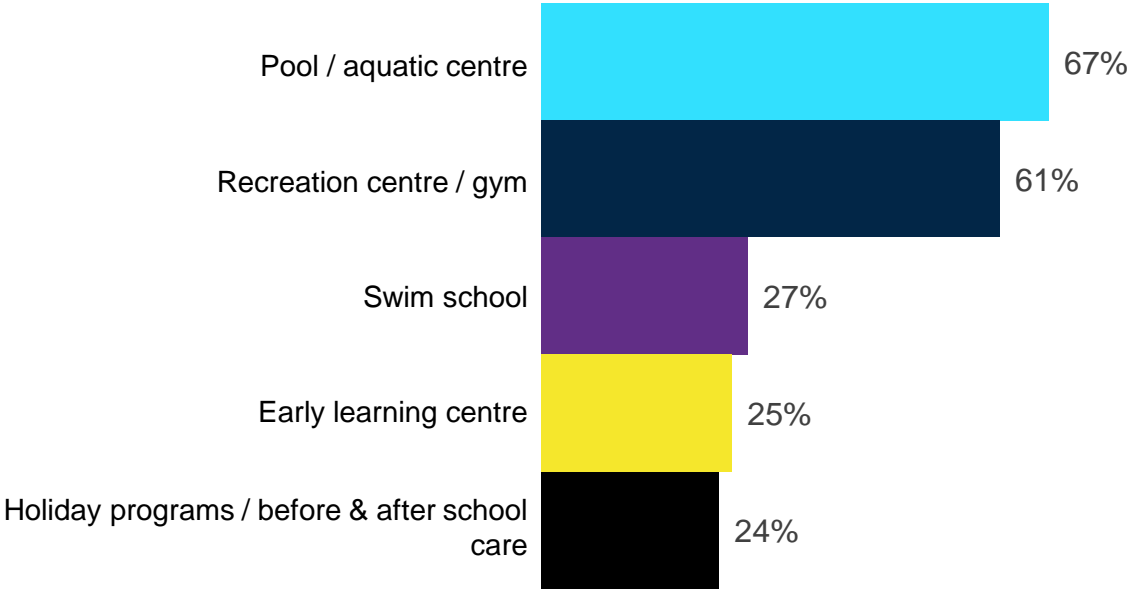
1. Brand Overview
2. Brand Perceptions
3. NFP and Safeguarding
4. Key takeaways

01 TOTAL MARKET

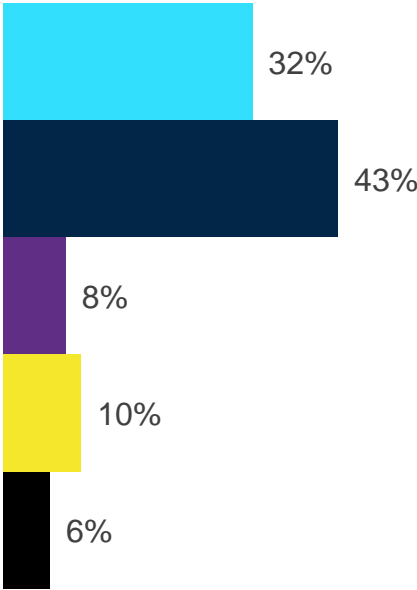
What is the current
landscape of
recreational facilities?

Pools and Aquatic centres are popular amongst NZers however recreation centres/gyms are the most used service

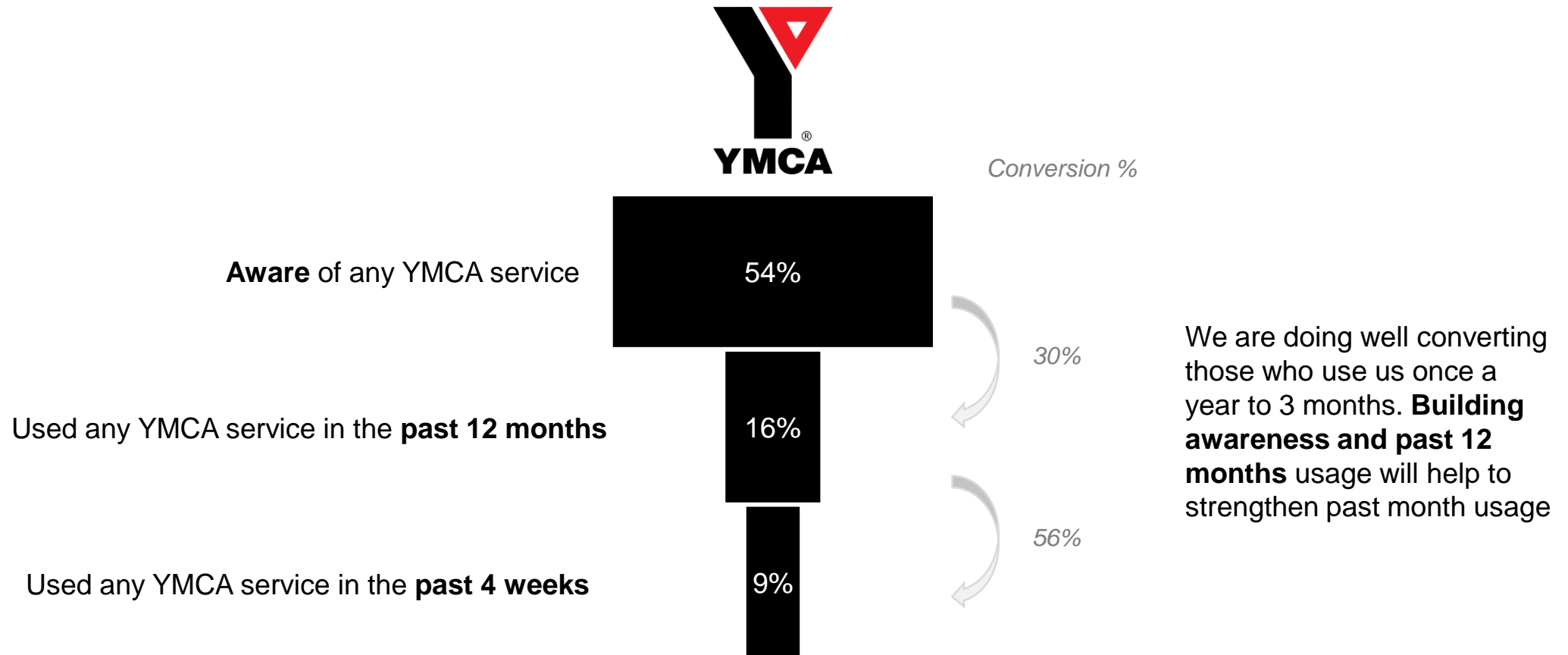
Services used in the last 12 months



Services used most often



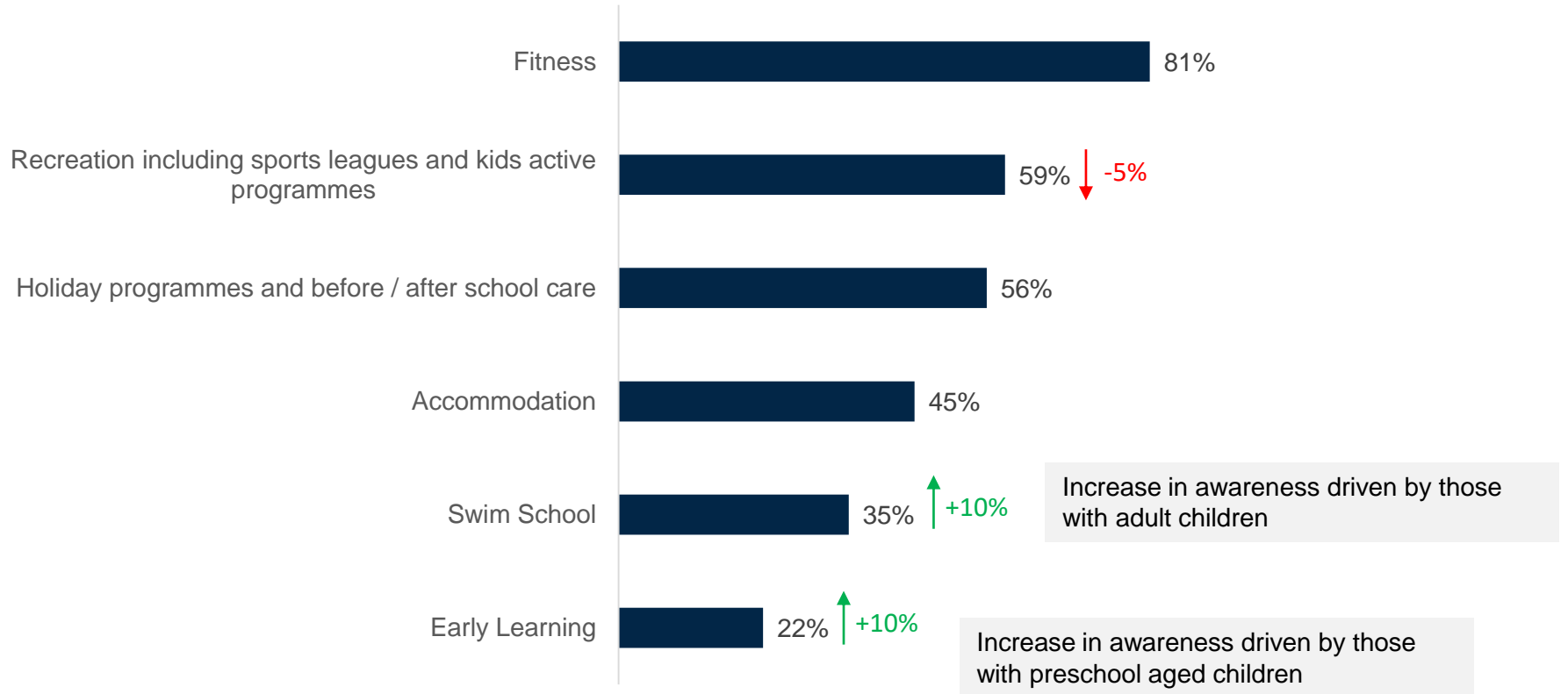
The opportunity to grow our brands sits with building awareness and trial of our services



Fitness is the most well known service that the YMCA provides. Recreation services have softened over the past few years however we are building our profile for child based learning programmes (swim school and early learning)



Aware of YMCA services

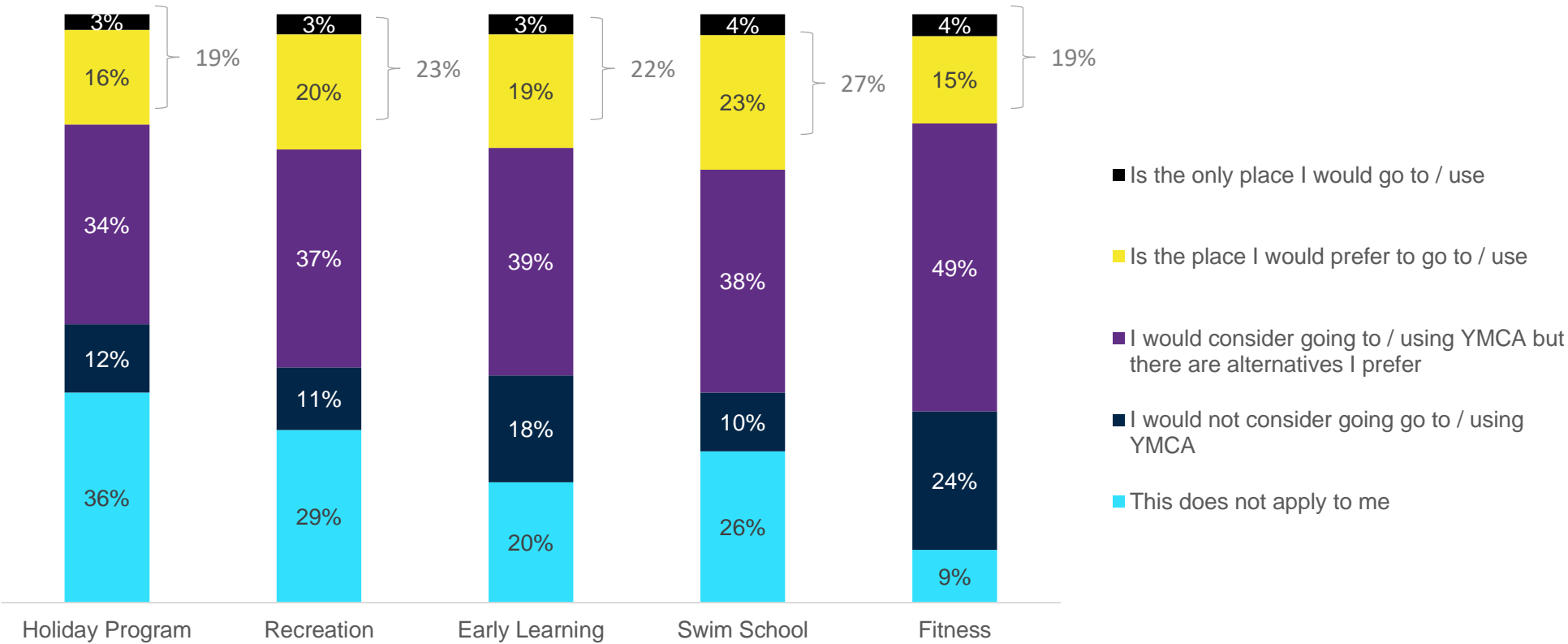


↑ ↓ +/- 95% CI vs. 2016

Swim School shows the strongest preference with 27% preferring the YMCA swim school over other brands



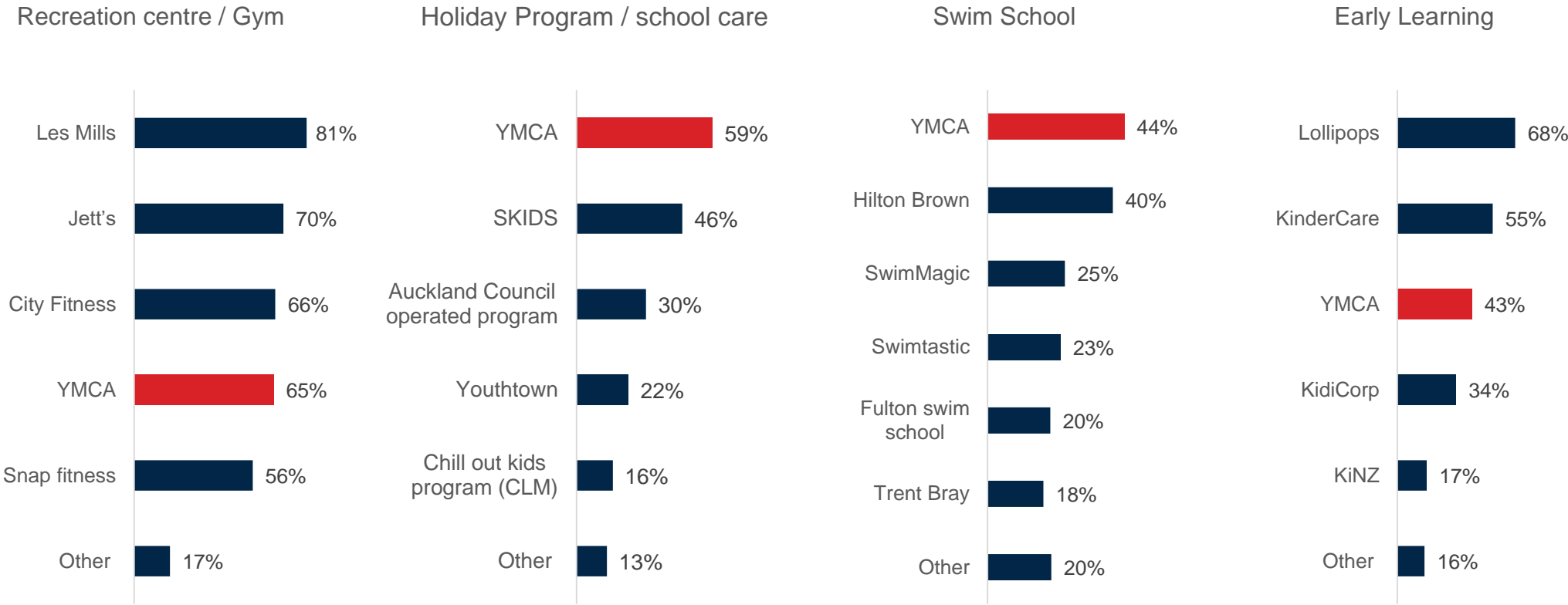
YMCA Preference



Statement list changed from 2016
*Total Market: Q Regarding SERVICE, please indicate the statement that best applies to you in relation to YMCA? Fitness n=323, Recreation centre n=235, Holiday program n=224, Swim School n=140, ELC n=88

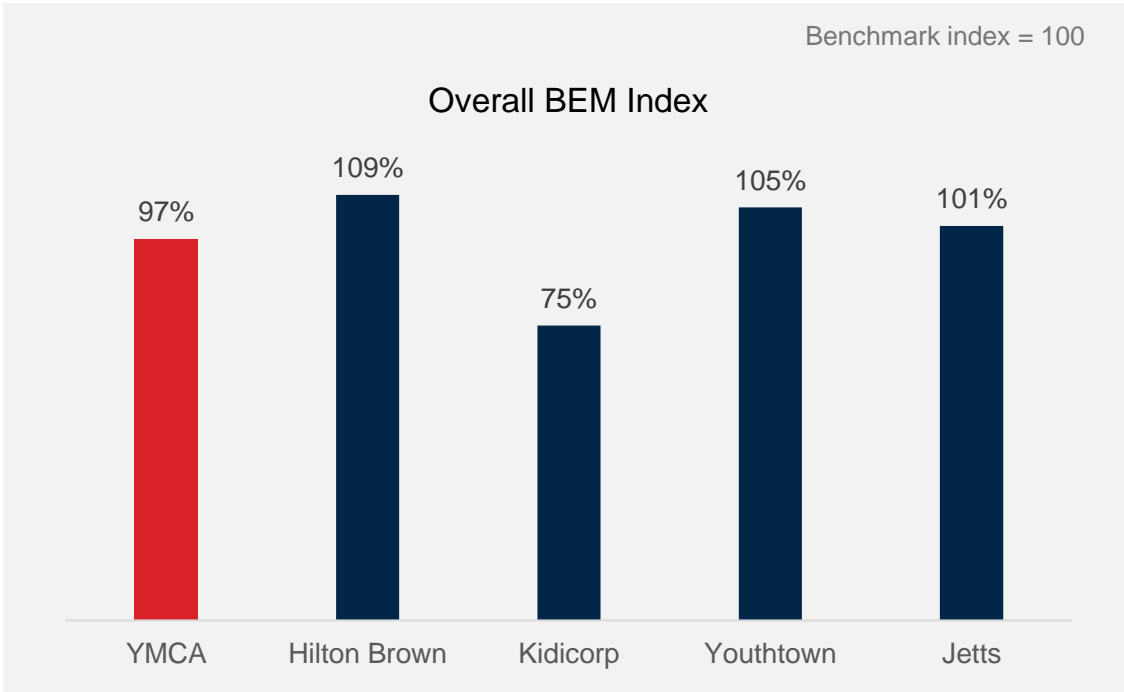
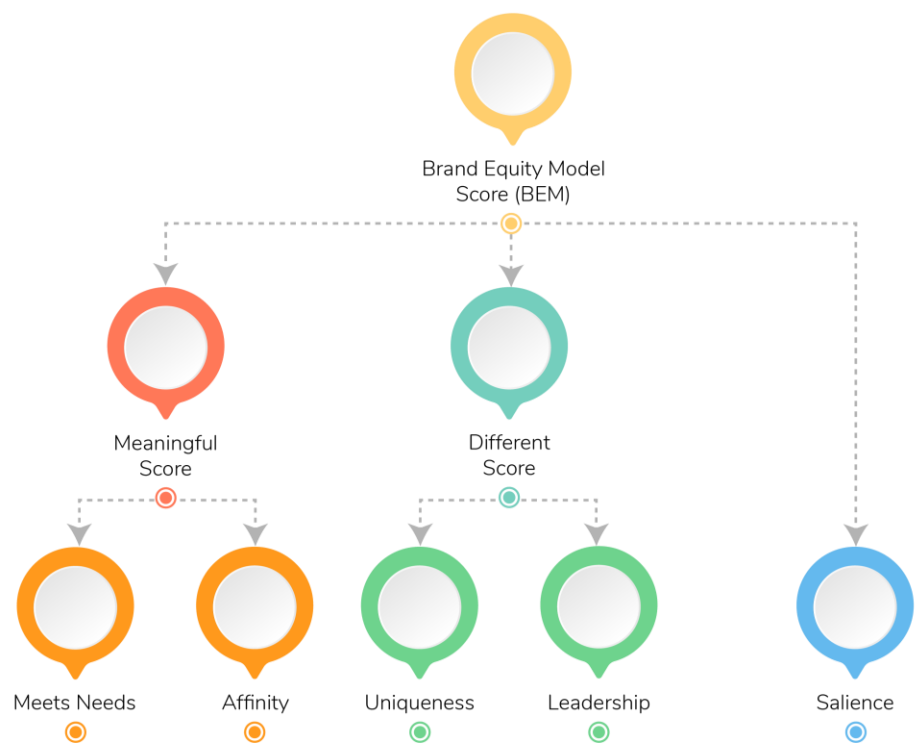
Whilst fitness is the most well known YMCA service offered, our brand awareness in this category sits well behind other leading fitness brands. This represents an opportunity to continue to build our brand across all our services available

Awareness for each service/facility



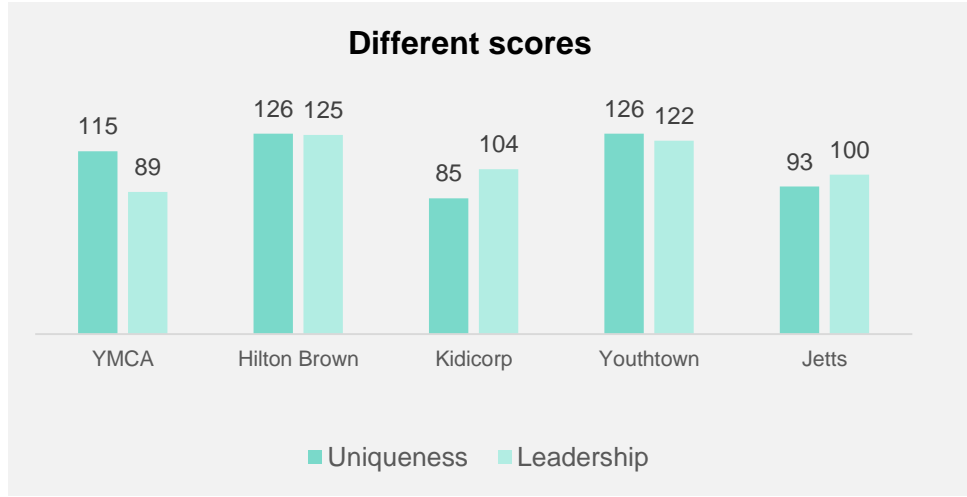
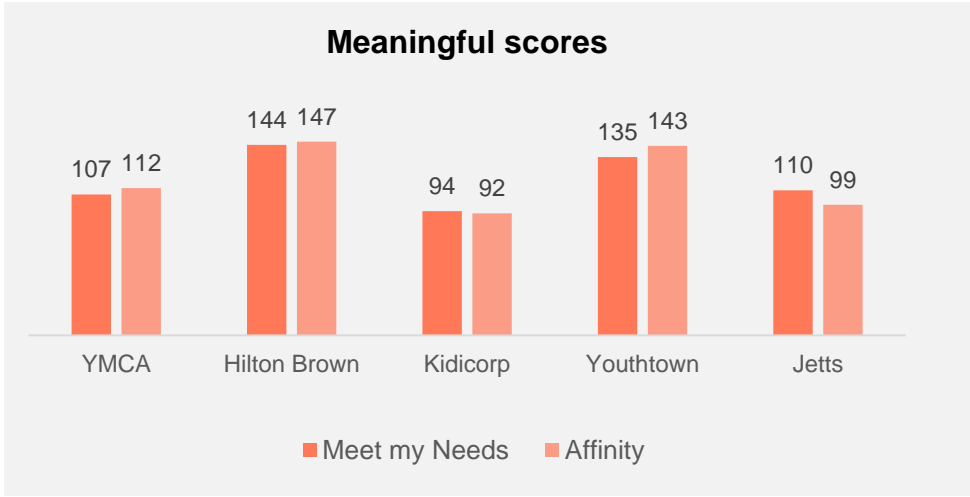
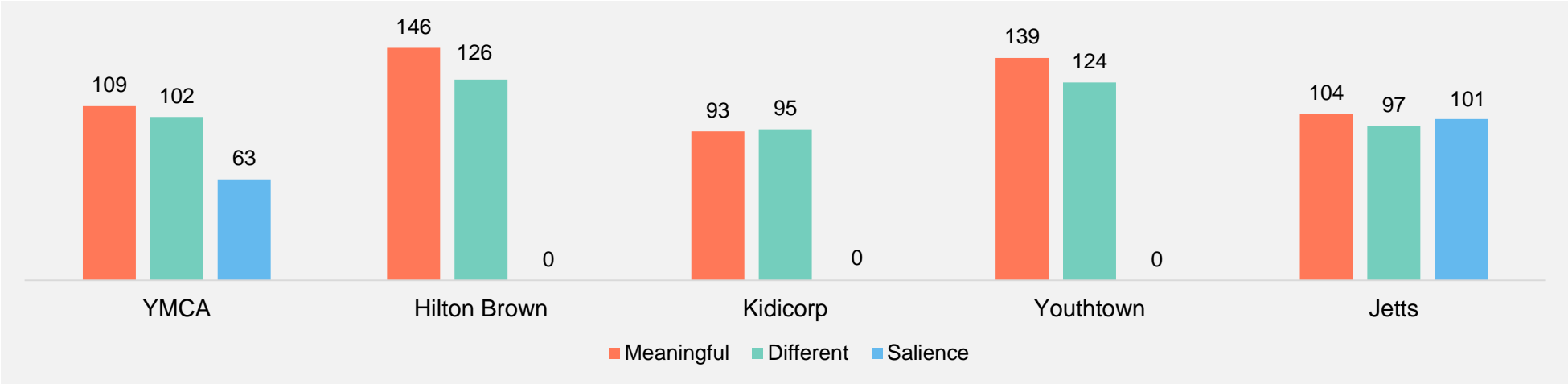
We sit below our competitors for our BEM score

Brand Equity Model



Hilton Brown and Youthtown are both performing strongly amongst the Meaningful and Different measures

Brand Equity Model Indices



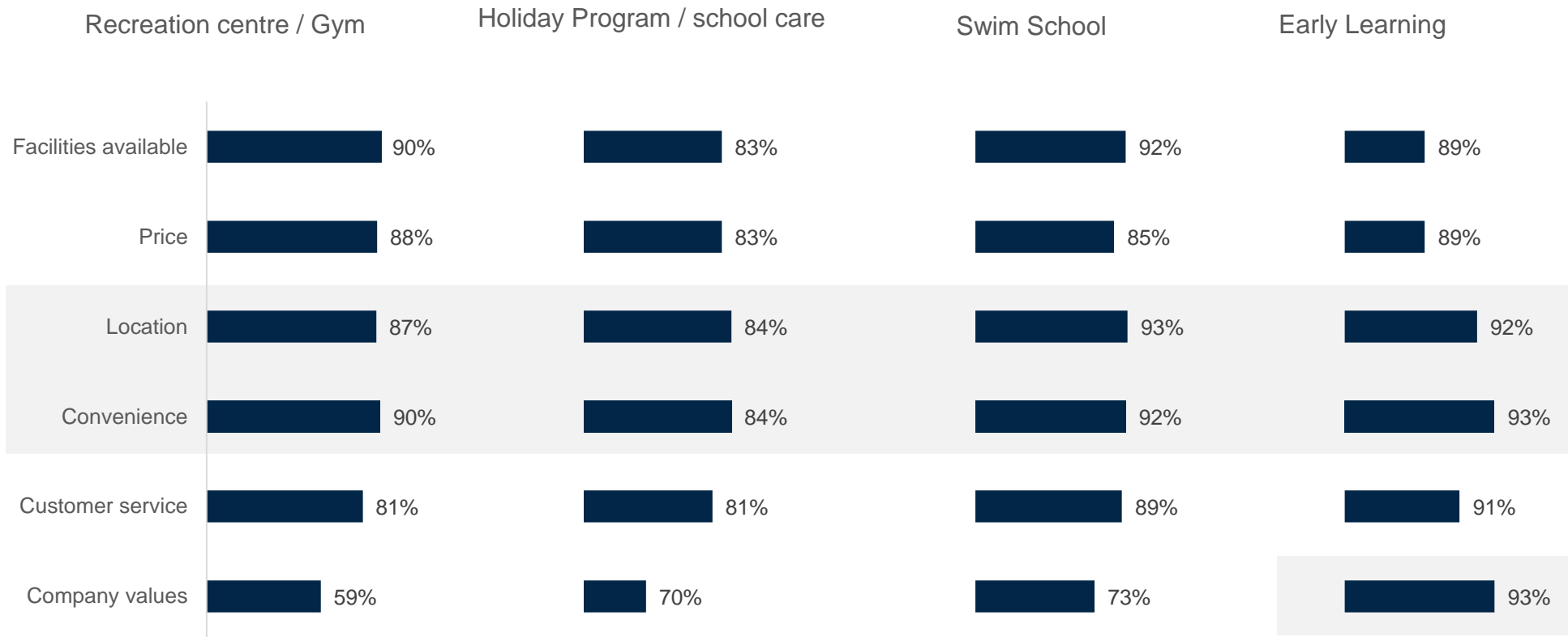
02 TOTAL MARKET

So what do consumers
want from a recreational
centre?



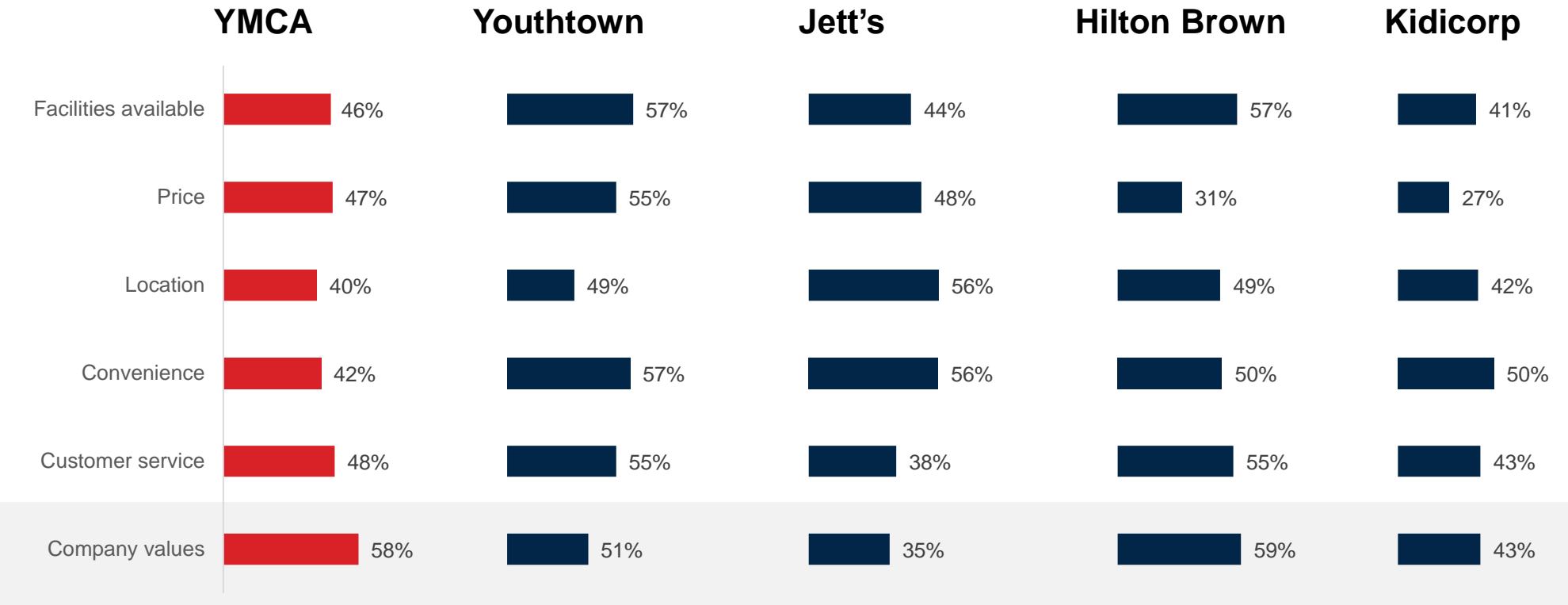
There are a range of important factors to consider amongst the different services – with company values only becoming important when interaction with the company is ingrained in the service (i.e. Early Learning & Swim School services). Location and Convenience are key across all services

Attribute Importance (Extremely Important & Important)



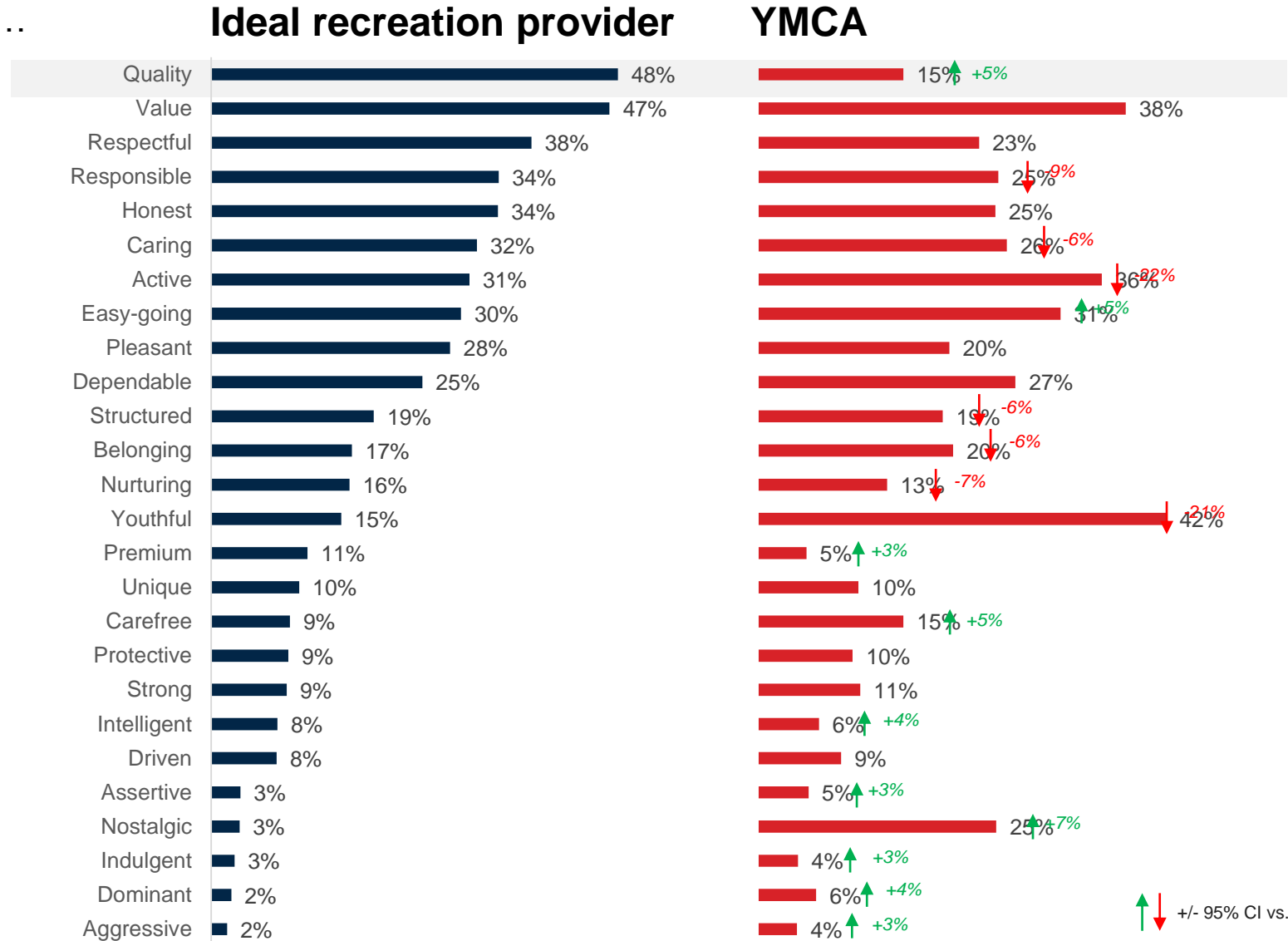
YMCAs strength lies in company values, however has strong competition vs Hilton Brown. Whilst we cant compete on location and convenience, we can build company values and customer service to help drive YMCA as a destination facility

Attribute Importance
(Extremely Important & Important)



Positively, YMCA is seen to be youthful, active and providing value. However there is an opportunity for YMCA to deliver quality perceptions to align with consumers ideal recreation provider (in particular Quality)

Top 5 words to describe...



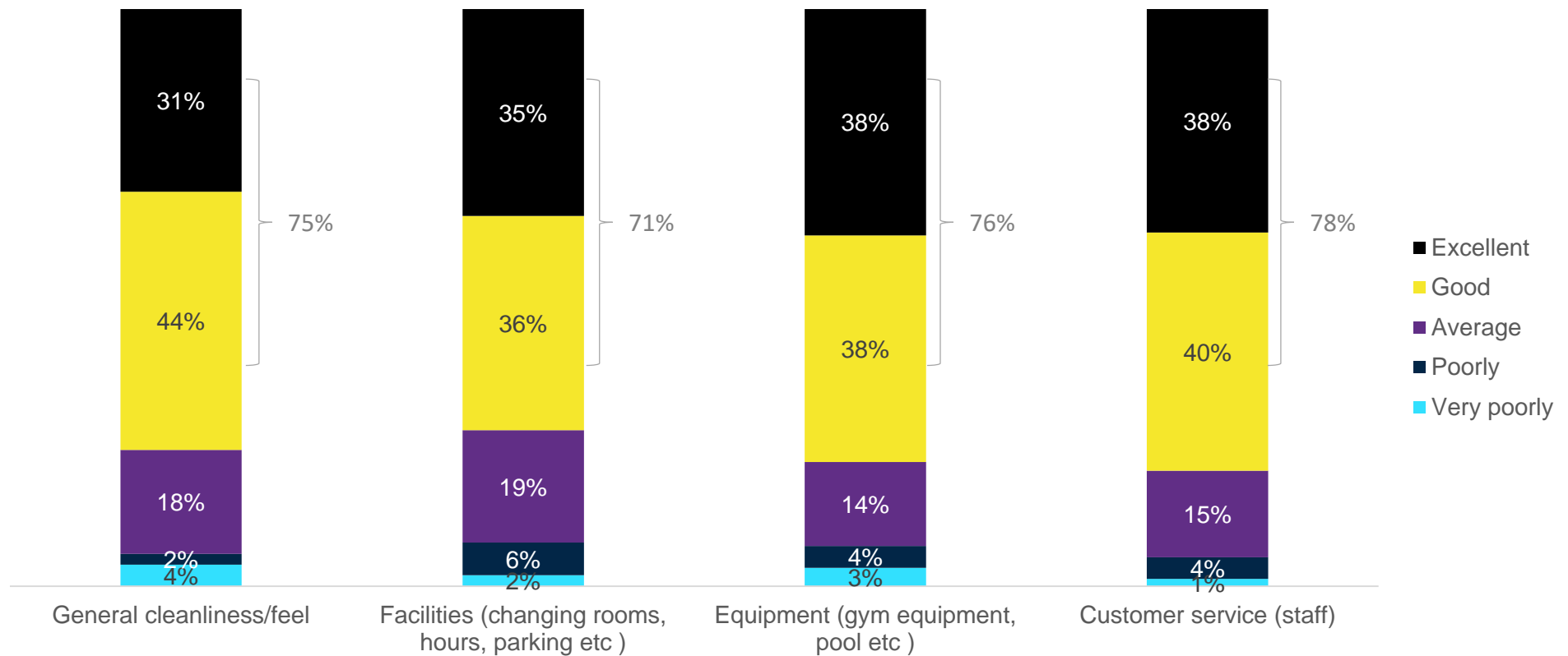
↑ ↓ +/- 95% CI vs. 2016

PERCEPTIVE

Positively, majority of interaction with YMCA has been a positive experience



Local YMCA performance



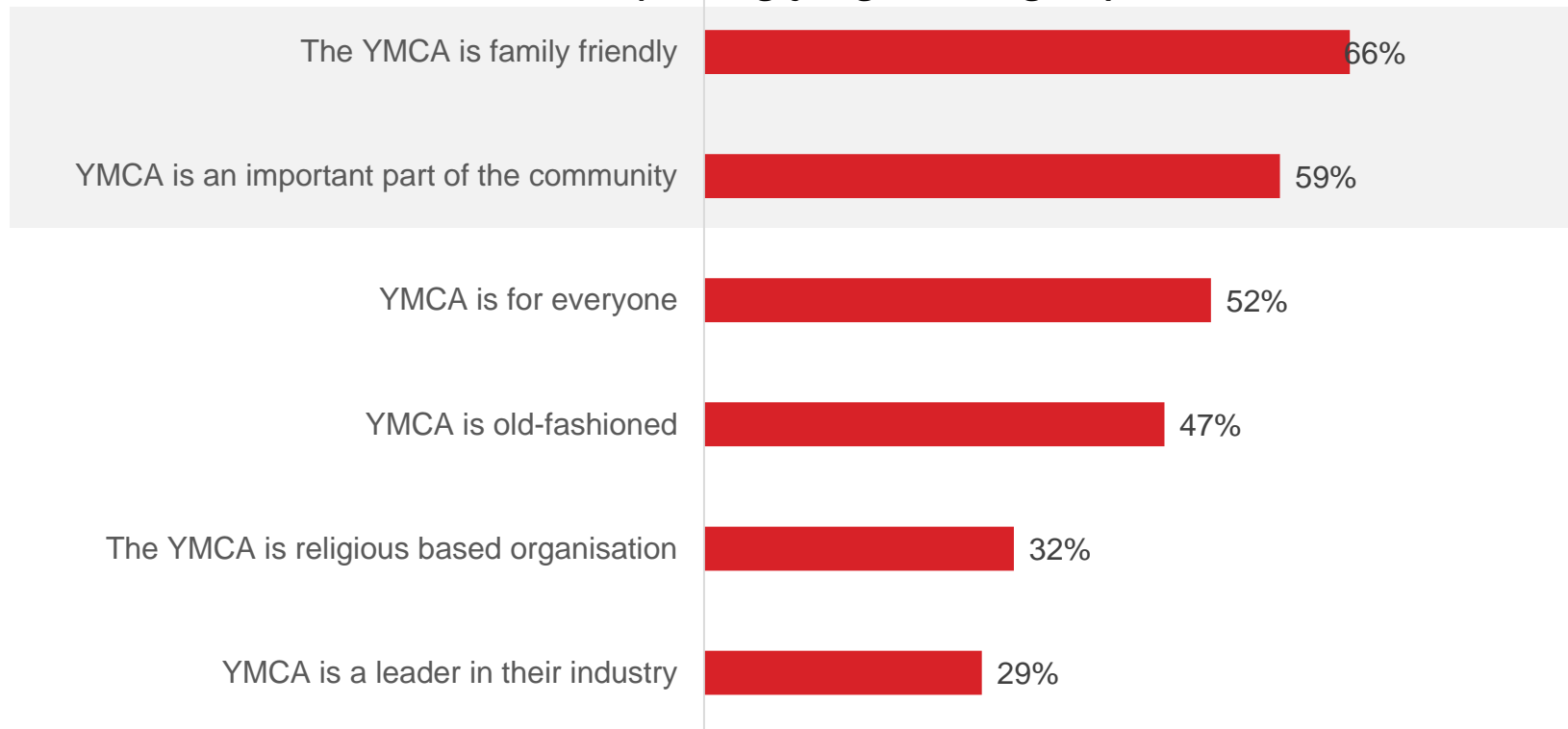
03 TOTAL MARKET

How can we drive our
brand forward?

The heritage of YMCA helps drive the family friendly and community aspects – something to continue to talk to. However there is potential to improve leadership and modernity perceptions



**% Agree
(Strongly Agree & Agree)**



We now have slightly less than half of consumers aware YMCA is a NFP company after a significant decline seen from 2016

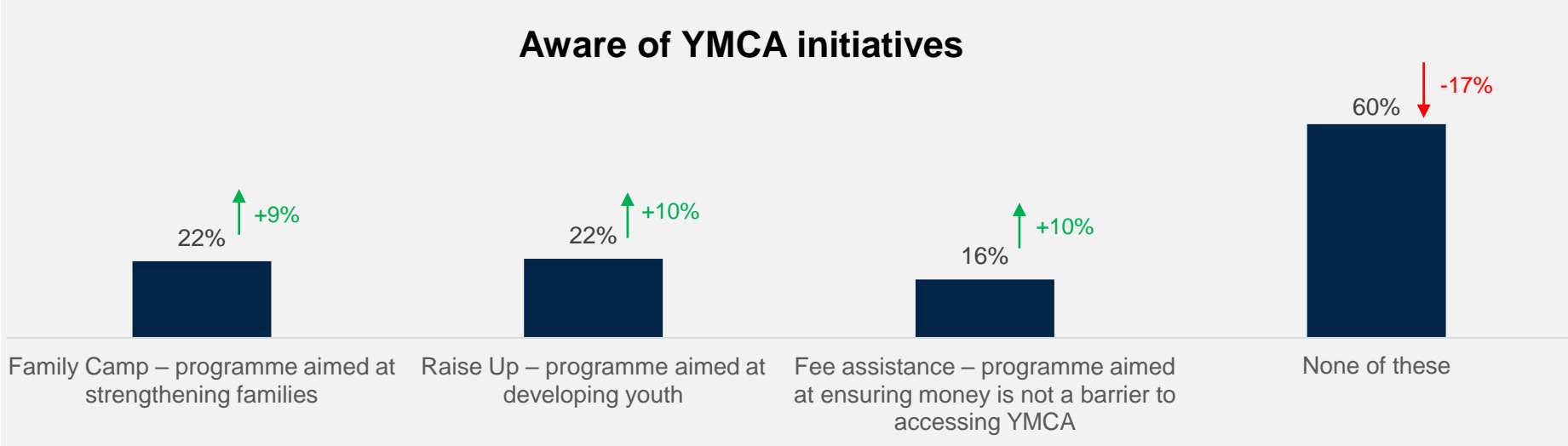


Only **49%** of consumers are aware that YMCA is a **not for profit organisation**
↓ (-6% vs 2016)

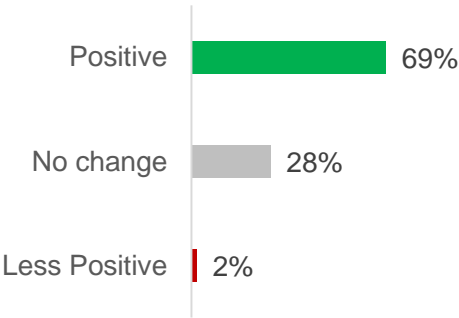
Older consumers are more likely to know
YMCA is NFP (65yrs+)

↑↓ +/- 95% CI vs. 2016

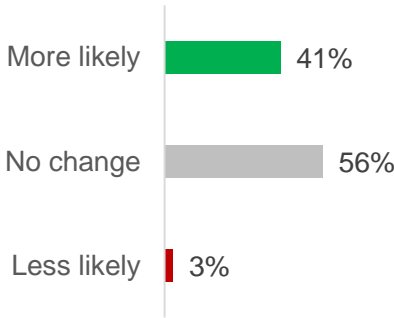
There is opportunity to improve perception and consideration of YMCA through dialling up our initiatives as less than one quarter of respondents are aware of any of our initiatives



How does this change your opinion of YMCA



How does this change your likelihood to consider using YMCA



↑ ↓ +/- 95% CI vs. 2016

Consumers are willing to support a company which holds values similar to them – or helps them to feel they are contributing towards YMCA community goals



41%
more likely to consider using YMCA

(More Likely) Reasons	%
Gives back / doing good for community	18%
Wasn't aware / now know doing good things	16%
Family / youth focused	10%
Good / great / honest / caring / helpful	12%
Like that my money going to good cause / support socially minded organisations	6%
Like, agree with YMCA values / purpose	8%
Non profit organisation	5%
Depends - location, if one close / price	5%

"I've known about YMCA for a long time as my dad used to use them when he was a teen. But **knowing that they are not for profit and that they fund raise up has made me more inclined to put my money there (where appropriate) instead of other providers**"

"Because I would like to be part of an **ethical gym that makes a difference**"

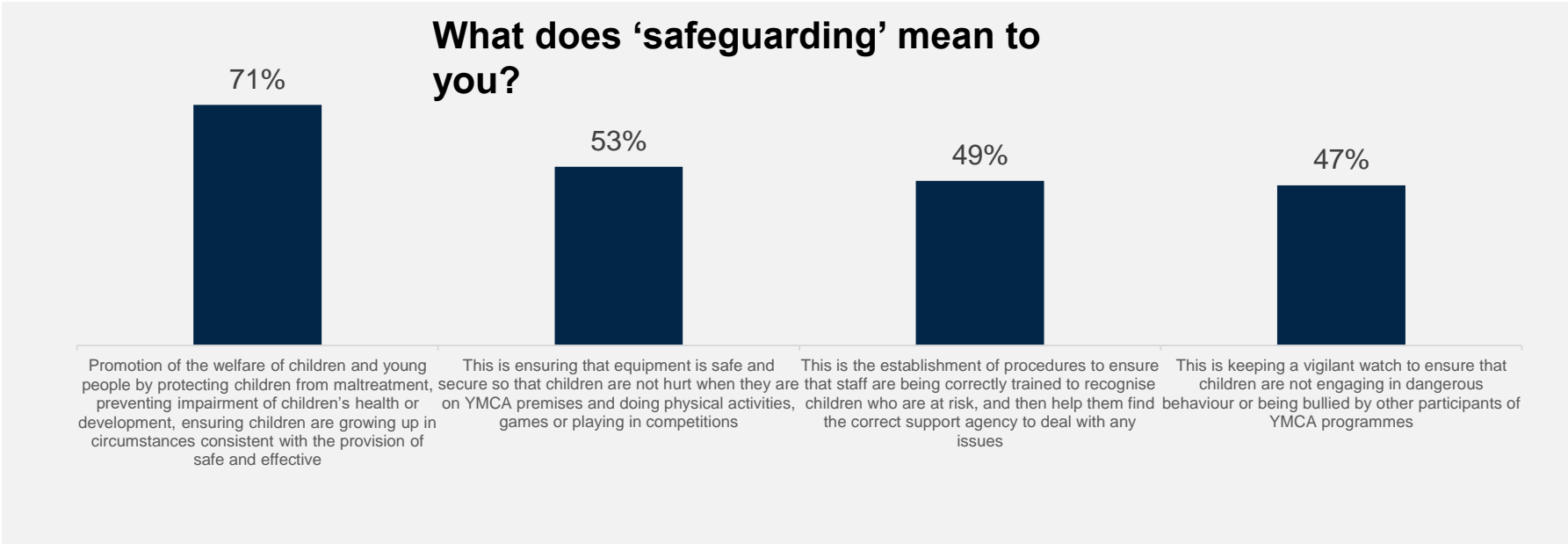
"They **are in it for something other than money**"

"I **love the family & community values** the YMCA believe in"

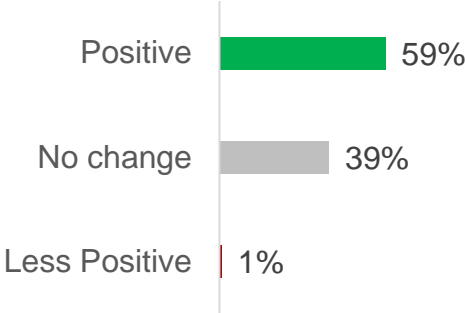
"I didn't know they had so many service and the fact they are a **non-profit organization makes me think they have a value that is worthwhile spreading**. I like them **supporting families**."



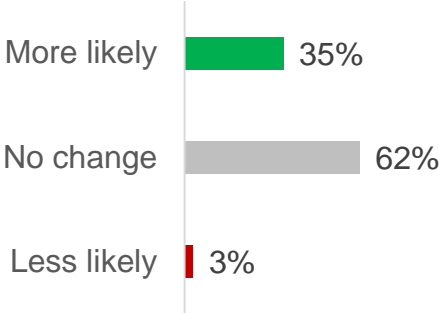
For two thirds of consumers ‘safeguarding’ represents the protection of children



How does this change your opinion of YMCA



How does this change your likelihood to consider using YMCA



For those who would be more likely to consider YMCA, it is the peace of mind which comes from the safeguarding practise which is most enticing



35%
more likely to consider using YMCA

(More Likely) Reasons	%
Putting safety first / good to know / safety is important	31%
Good / great	10%
Wasn't aware / now know doing good things	7%
Family / youth focused	7%
Like, agree with YMCA values / purpose	6%

"It makes me feel like the programmes **really are about what's best for the child/family**"

"I will be **less worried about my child**"

"YMCA is really trying to make the **community a better place and look out for the people**"

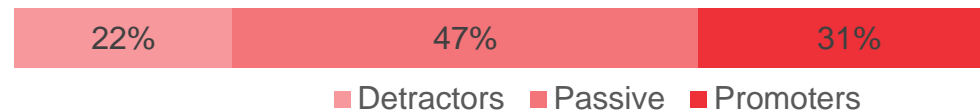
"I'm a parent now and **I'd like my kid to grow up in a safe environment** in & out of the 4 walls of our house"

"Safety is always a common concern for parents and it is **good or reassuring to know that steps are being made to make sure kids are always safe**, equipment is maintained and up to standard, and that all **kids are supervised and gets included so that no kid gets left behind.**"

The YMCA community aspects is a key driver for promoters – can we utilise these aspects of the company to drive recommendations



YMCA NPS: 8.6



DETRACTORS

"Its a great organisation, with fantastic programmes, but its **just too far away to access**"

"Because of **bad experiences there**. The staff are mostly students who **don't really put in much effort/want to be there**. The admin staff are not flexible in bookings for classes. The **pools/changing rooms aren't particularly clean**. The poolside staff **don't do anything to curb bad behaviour around the pool...** so apart from being cheap and the nearest to my house, there aren't many selling points for me"

"We had **bad experience with them**"

"I love to swim and unfortunately **Hamilton YMCA recreation centre does not have a pool**. If it did it would be my first choice"

PROMOTERS

"Because it's **working for the community and welfare of children**"

"It is comforting to know that they are **driven by values and principles and invest in the well-being of people of all ages**"

"I favour YMCA because it is involved in **safeguarding our children** and major factor in building an environment that is **safe and positive for our future generations**"

"Now I have some positive information about the role YMCA has in my community **it's a positive thing to share**"

04 TOTAL MARKET

Key takeaways for Total Market

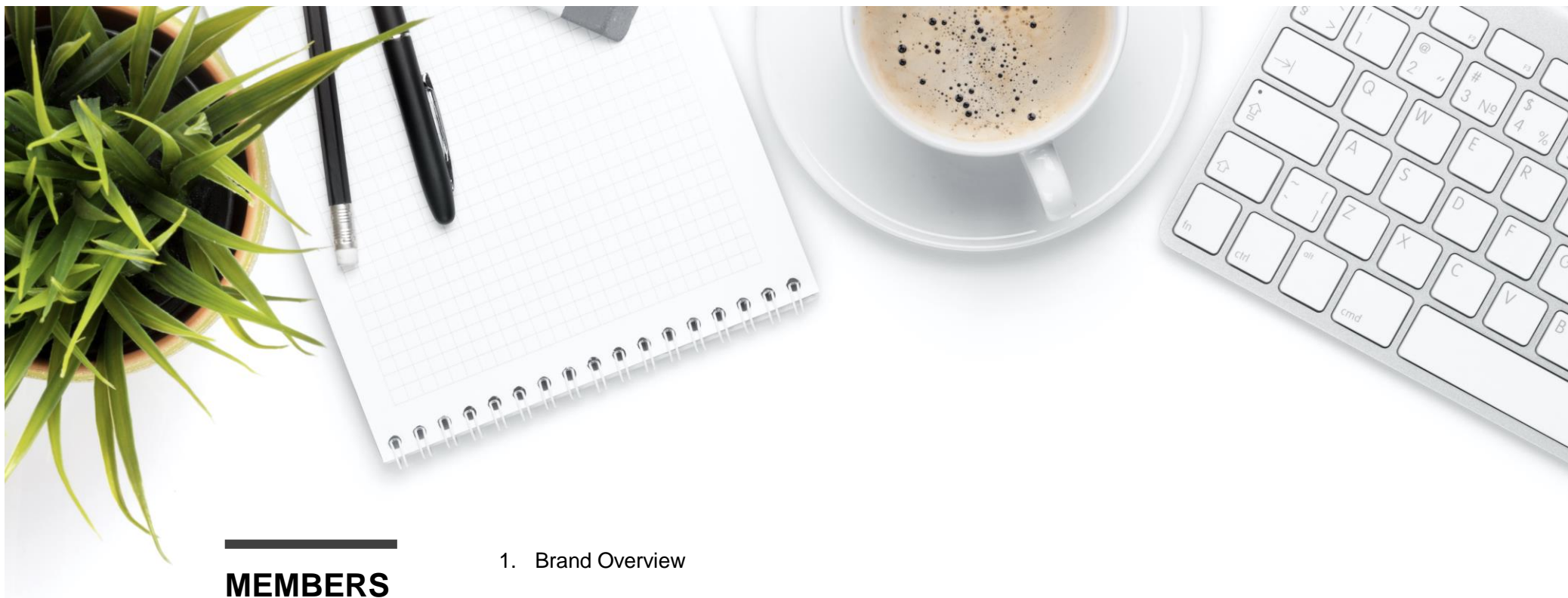
TOTAL MARKET KEY TAKEAWAYS

Drive trial: There is an opportunity to encourage trial of YMCA services as over half of those who have used any of our services in the past year are recent users as well.

Hero swim schools: Awareness of YMCA swim school is on the rise and is the most well known swim school vs competitors. YMCA Swim School also shows the strongest preference (compared to our other services) with just over one quarter or NZers preferring our brand over competitors.

Move forwards: In order to continue to drive our brand forwards, we need to push modernity perceptions with the aim to shake the 'old fashioned' perceptions that are hanging on to our brand

Talk to the community: An opportunity also sits to push our NFP aspect and the community initiatives we have in place. If we can leverage these company aspects this may help build consideration and awareness for our brand. This will also reinforce the long standing company values our brand is well known for.



MEMBERS

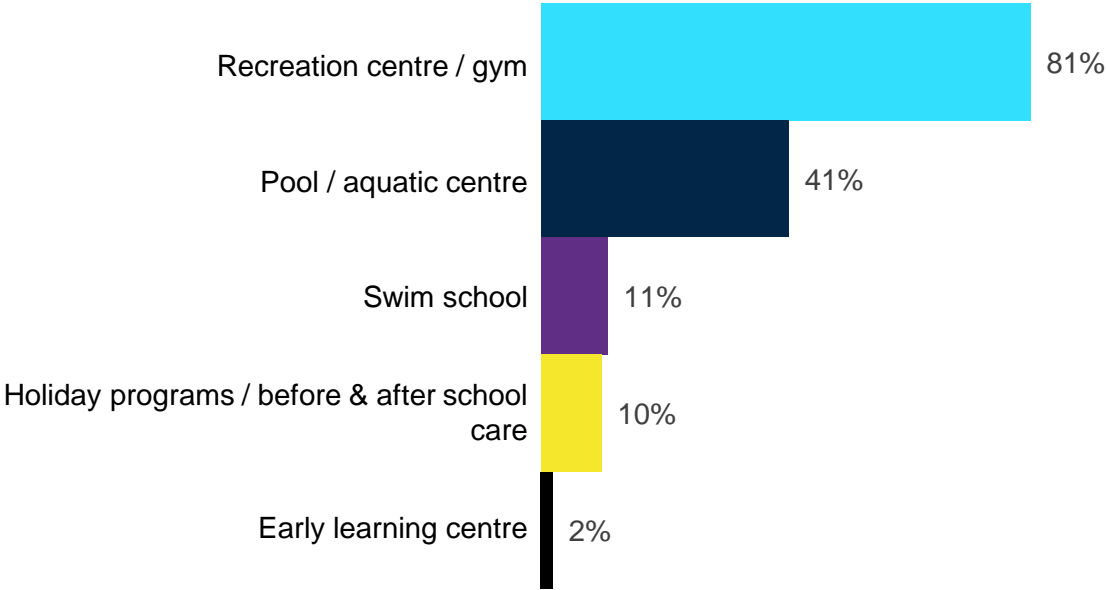
1. Brand Overview
2. Brand Perceptions
3. NFP and Safeguarding
4. Key takeaways

01 MEMBERS

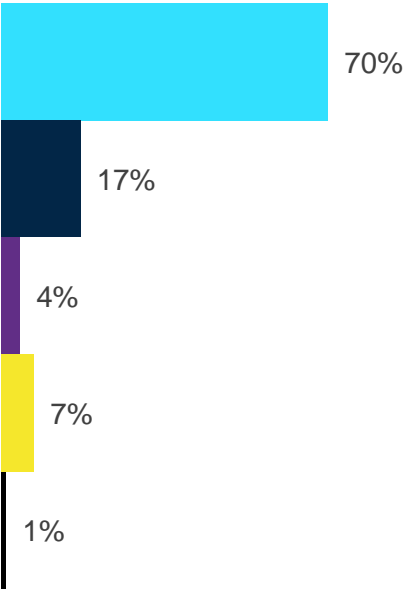
What is the current
landscape of
recreational facilities?

Recreation centre / gyms are the most used service amongst YMCA members

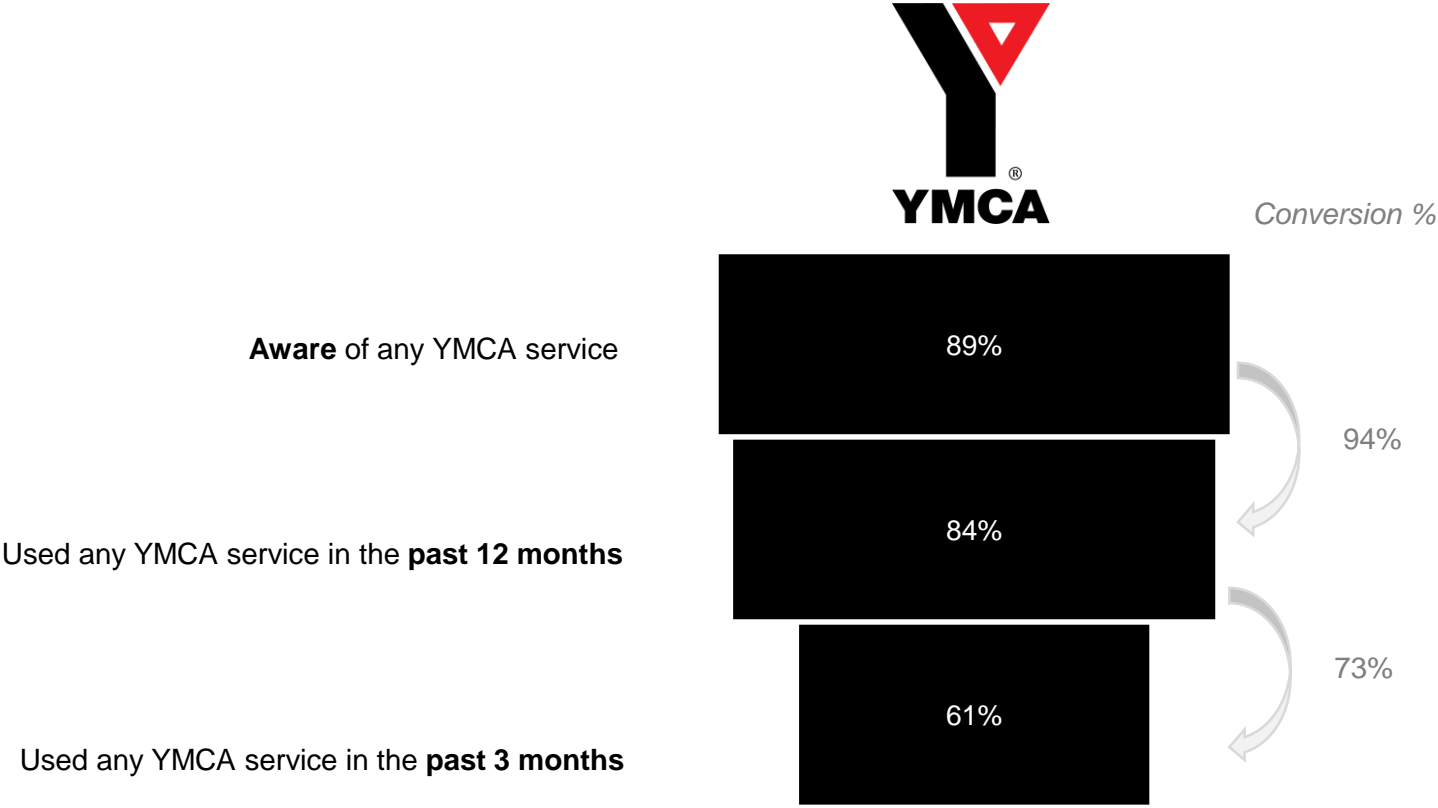
Services used in the last 12 months



Services used most often



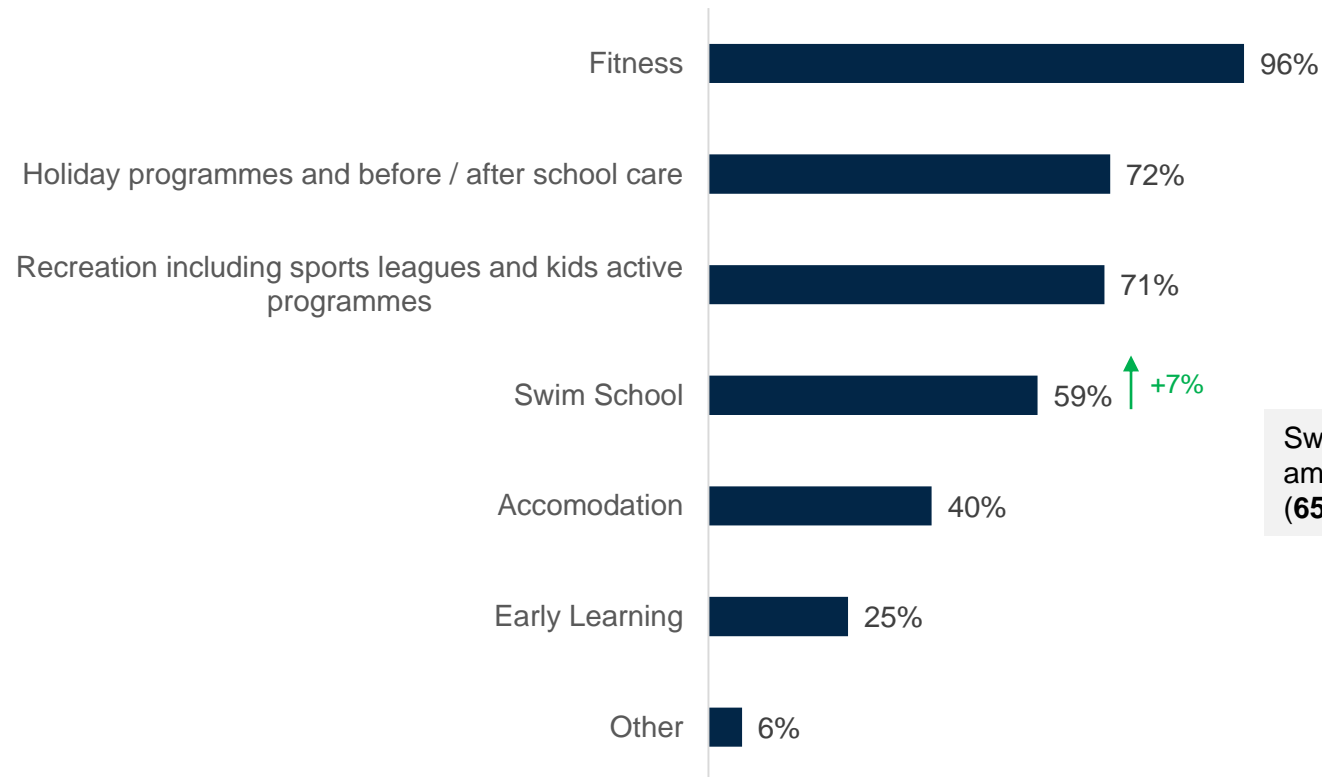
Our members are using our services frequently. Potential to further encourage recent usage from our members



Fitness is the most well known service that the YMCA provides. Holiday programmes, before and after school care follow with just under three quarters aware of these services. Swim School awareness is also improving amongst members



Aware of YMCA services



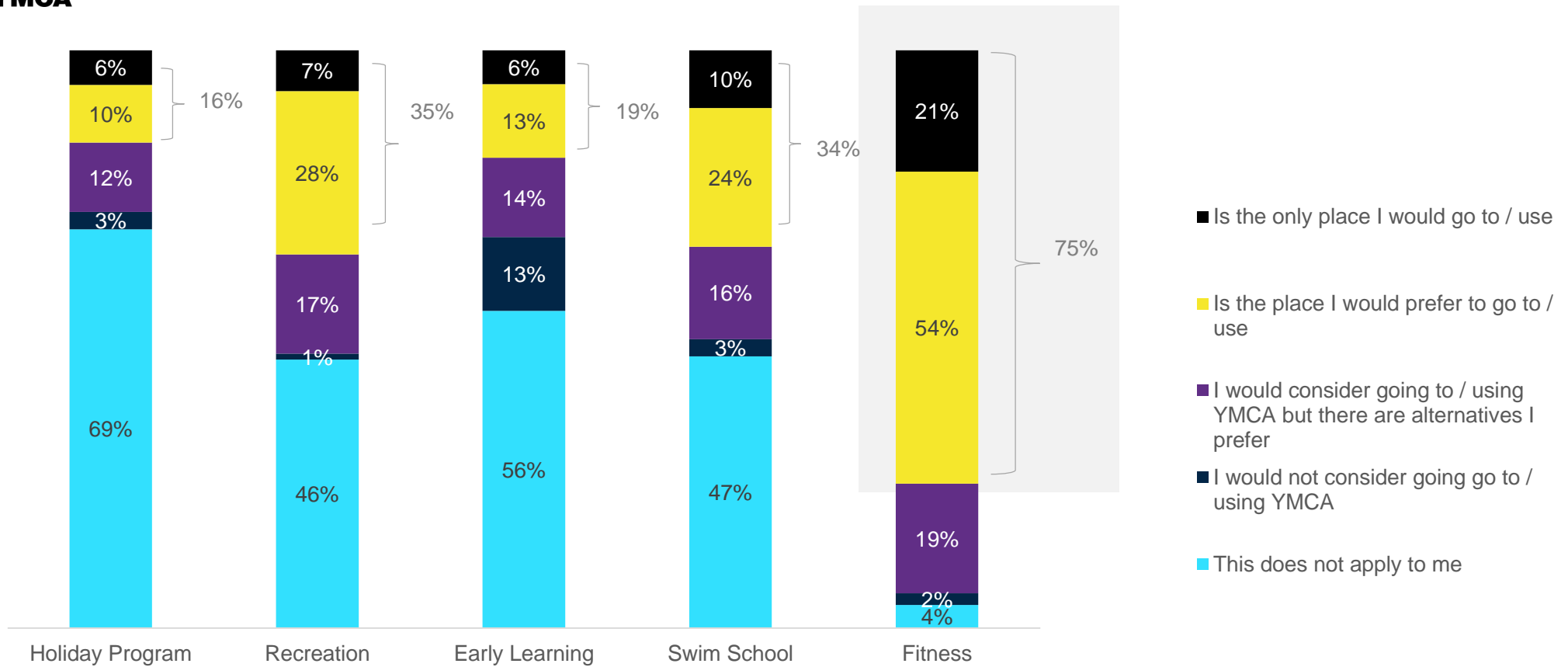
Swim School has strongest awareness amongst those with children (65% - mix of pre/school/adult children)

↑ ↓ +/- 95% CI vs. 2016

Positively, three quarters prefer our fitness service over other brands

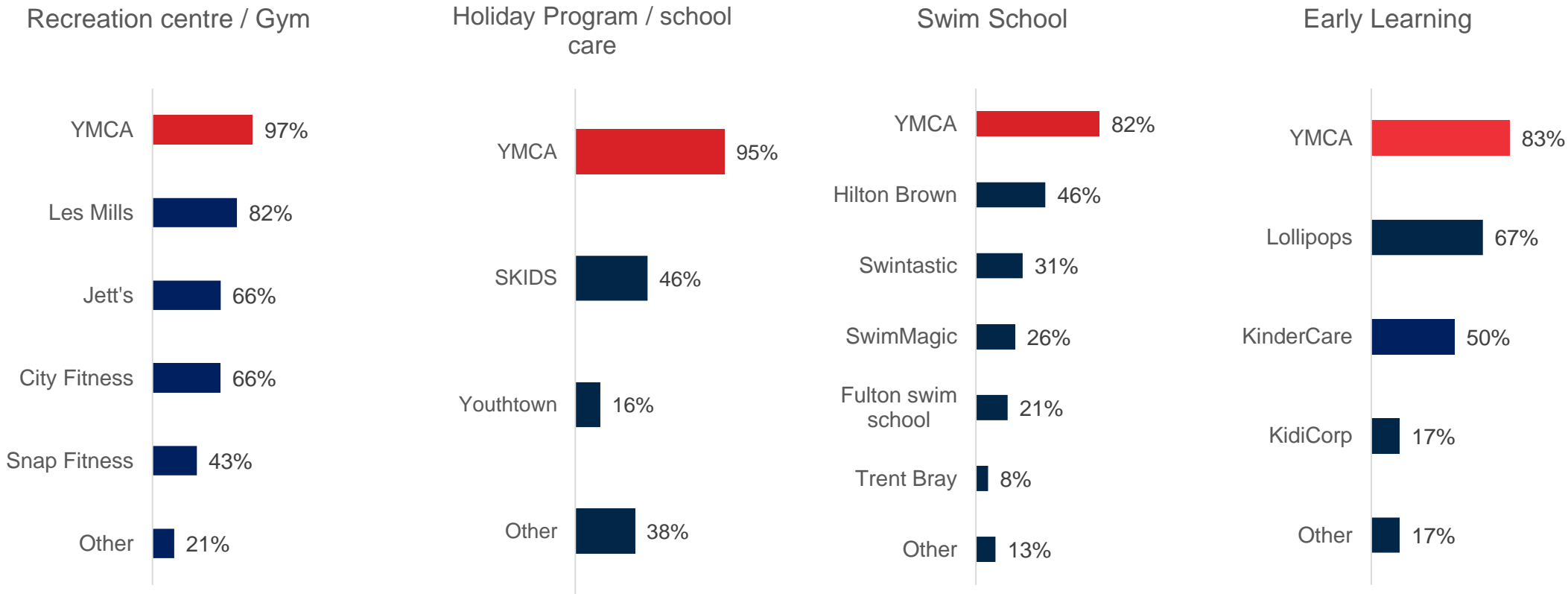


YMCA Preference



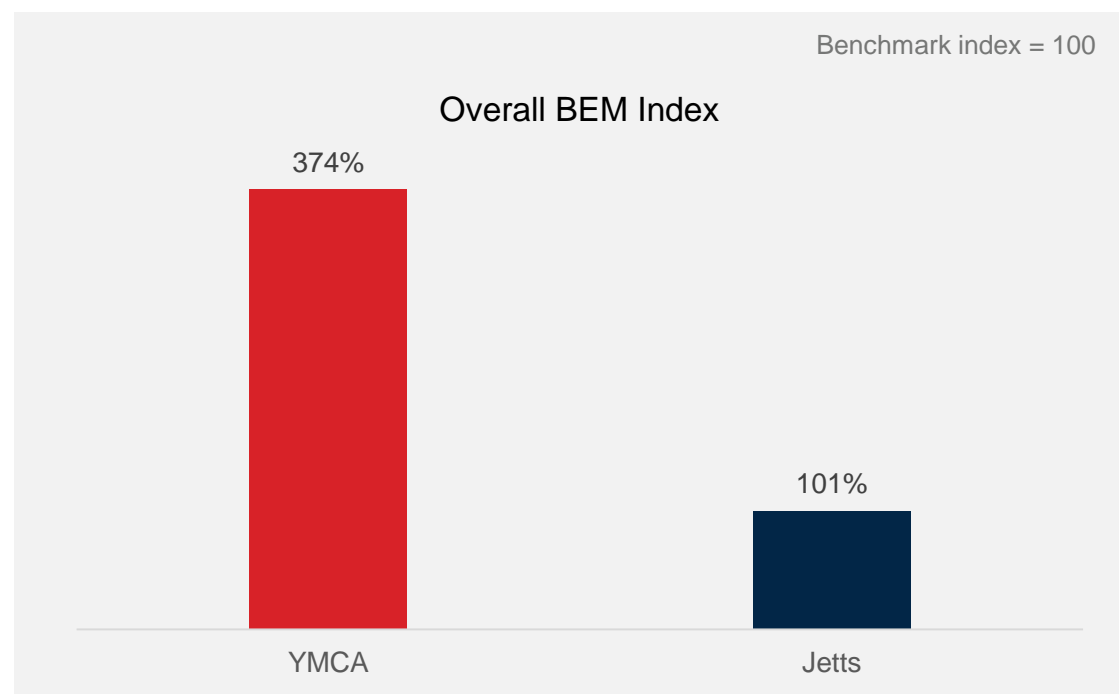
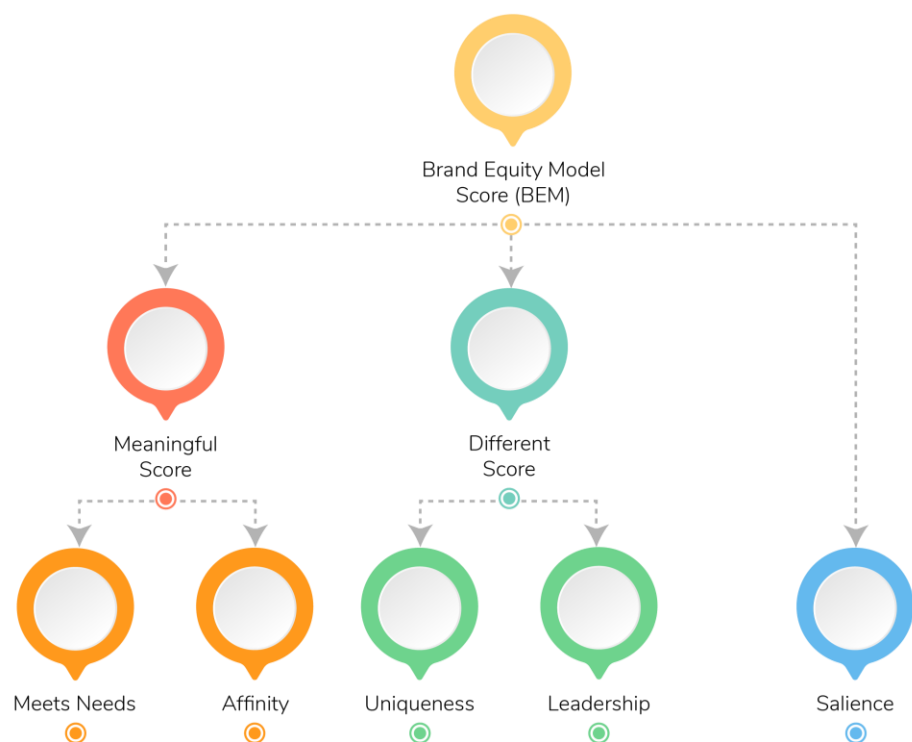
Unsurprisingly YMCA awareness across the services is dominant amongst our members.

Awareness for each service/facility



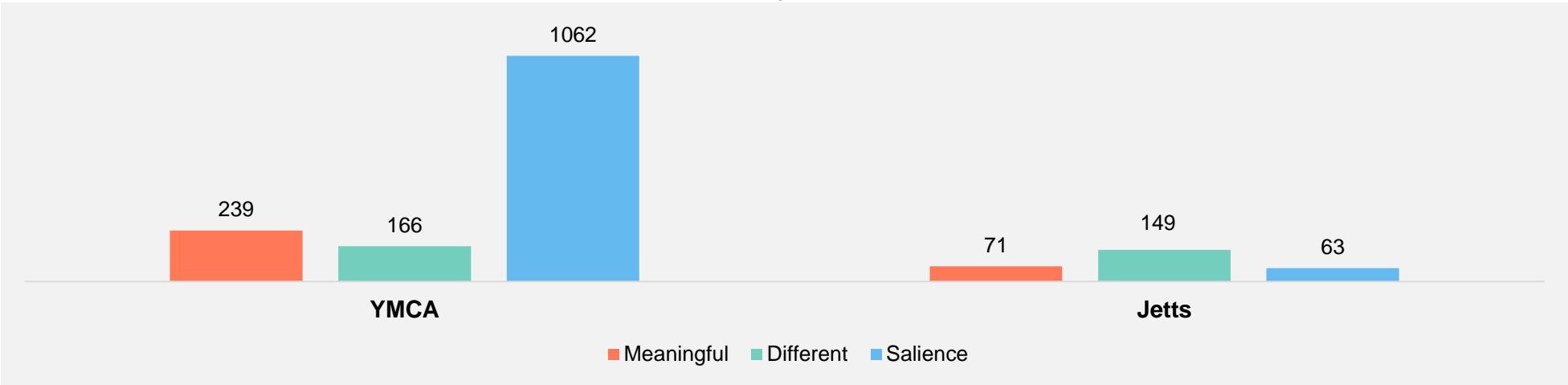
Amongst our members our BEM score is well above Jetts

Brand Equity Model

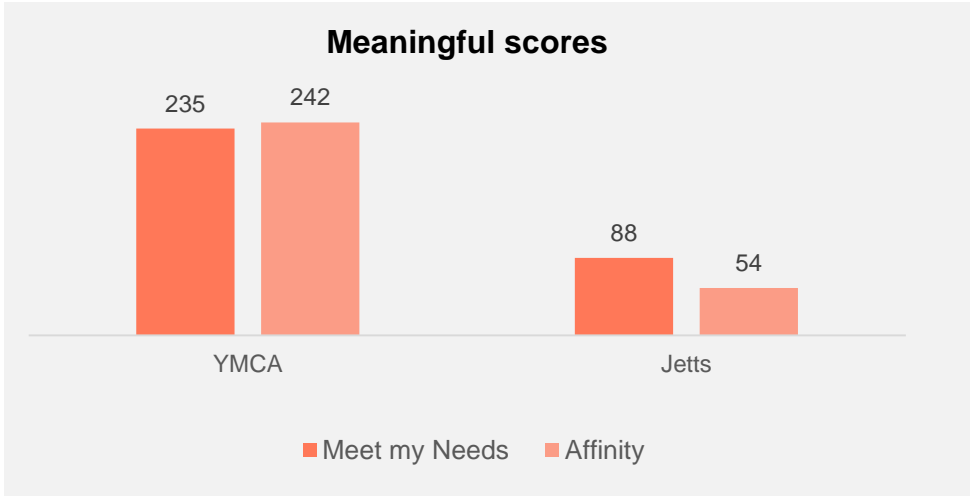


Our BEM score is driven by members seeing us as meaningful and our strong saliency

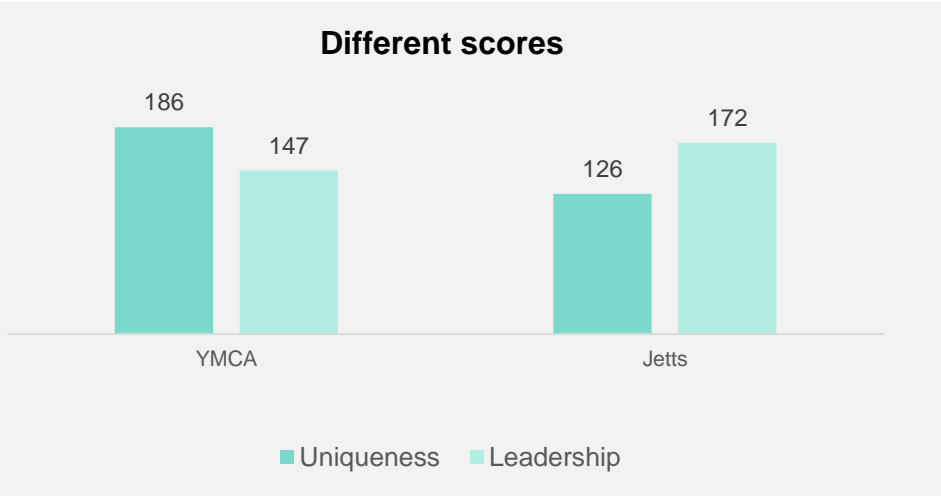
Brand Equity Model Indices



Meaningful scores



Different scores



02 TOTAL MARKET

So what do our
members want from a
recreational centre?

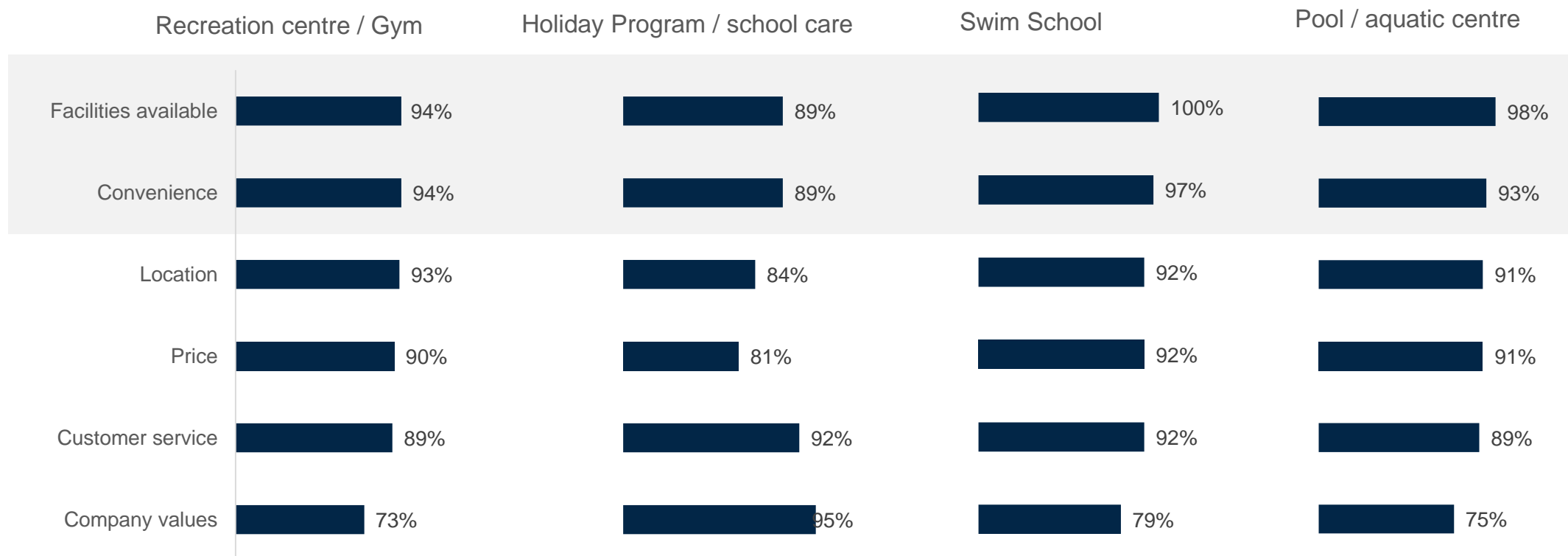
For our members the equipment and facilities are a key priority for recreational providers

What are the 3 most important things you are looking for?

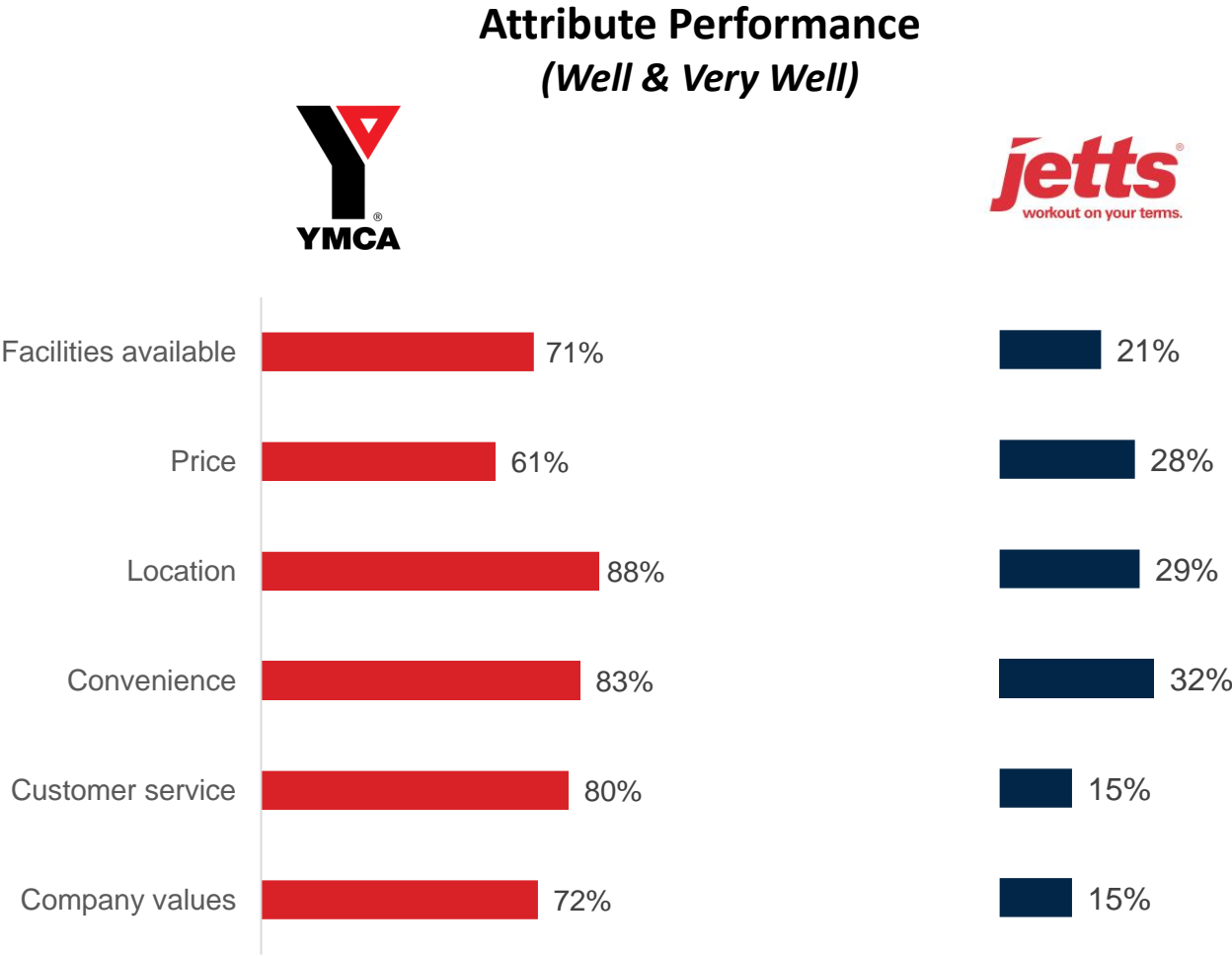


There are a range of important factors to consider amongst the different services. In particular the facilities available are extremely important across all four services as well as convenience.

Attribute Importance
(Extremely Important & Important)



Amongst our members our location is a key strength, with Price being our weakest performing aspect

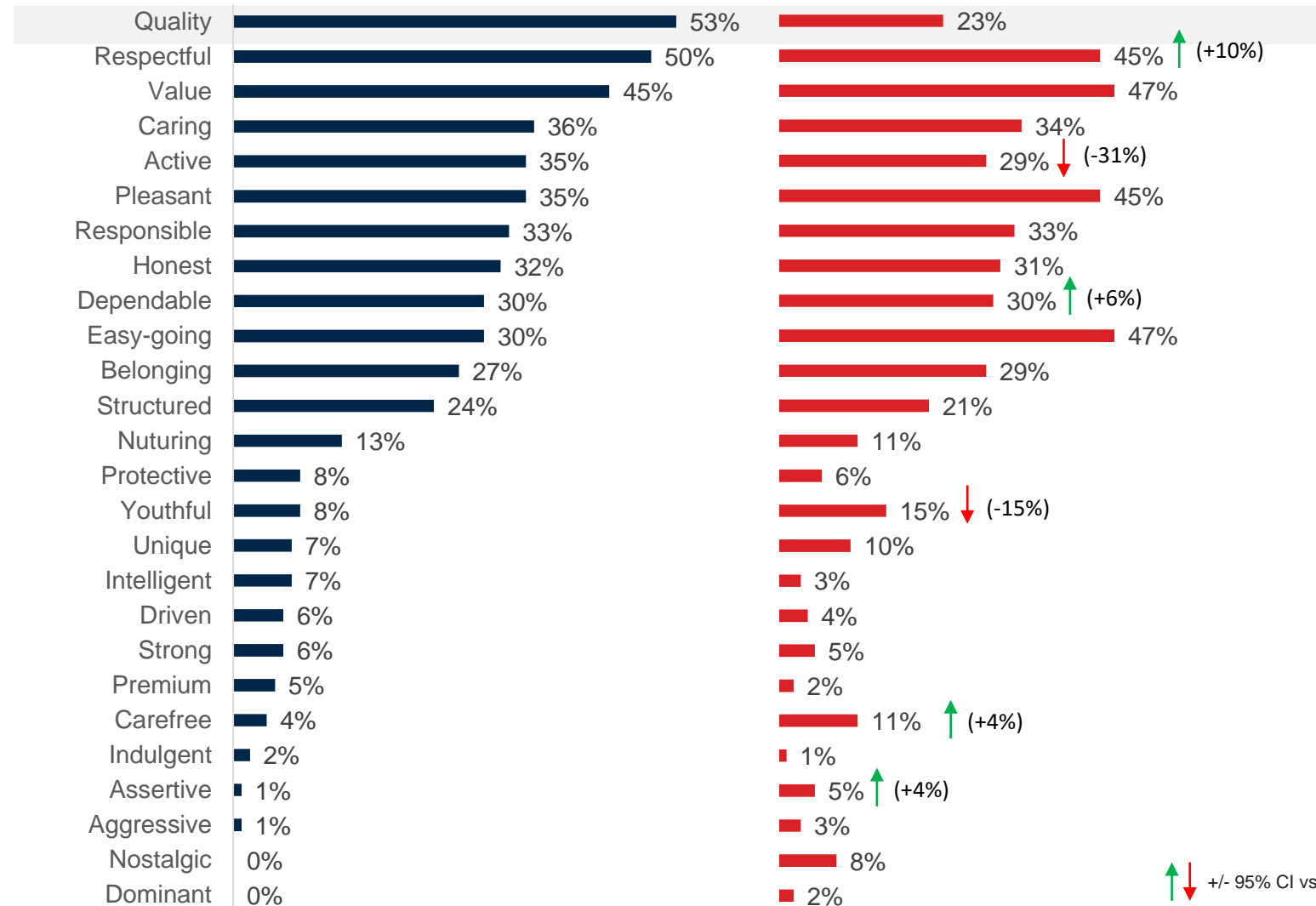


Quality is again the leading word amongst members, which isn't a strength for YMCA. Positively, YMCA is seen to be Respectful, Dependable and providing Value

Top 5 words to describe...

Ideal recreation provider

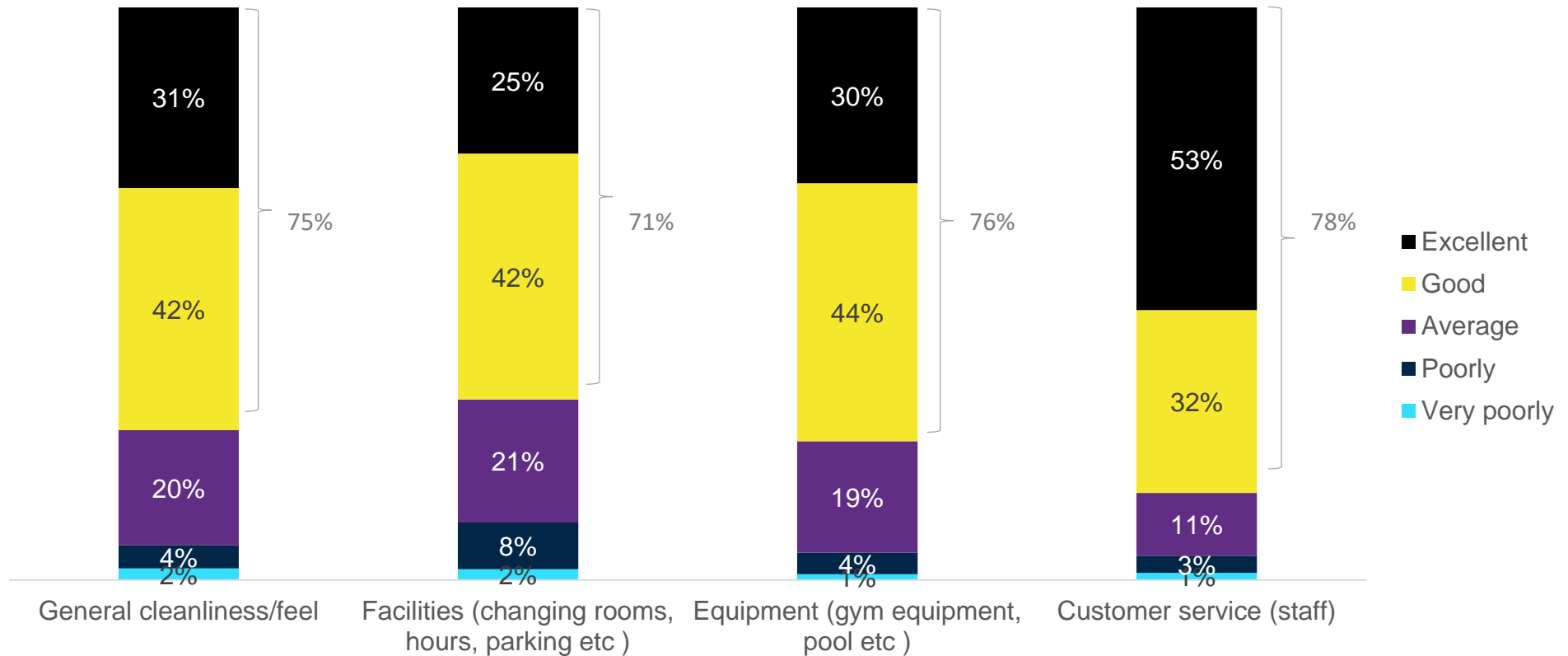
YMCA



All of our members interactions with YMCA has been a positive experience, with over half of our members saying our customer service is excellent



Local YMCA performance



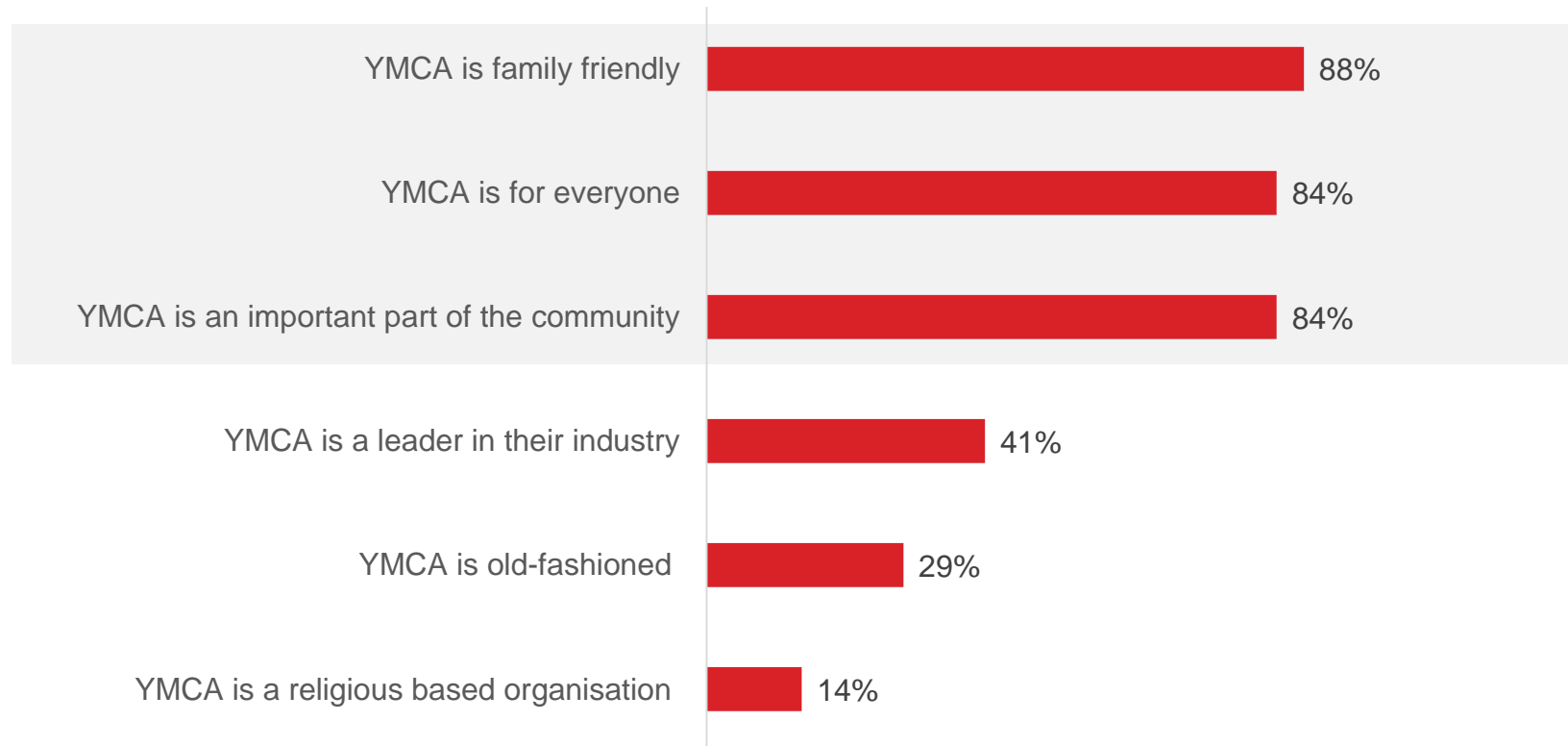
03 TOTAL MARKET

How can we drive our
brand forward?

The YMCA being family friendly and an important part of the community is widely recognised.
Shaking the 'old-fashioned'



% Agree
(Strongly Agree & Agree)



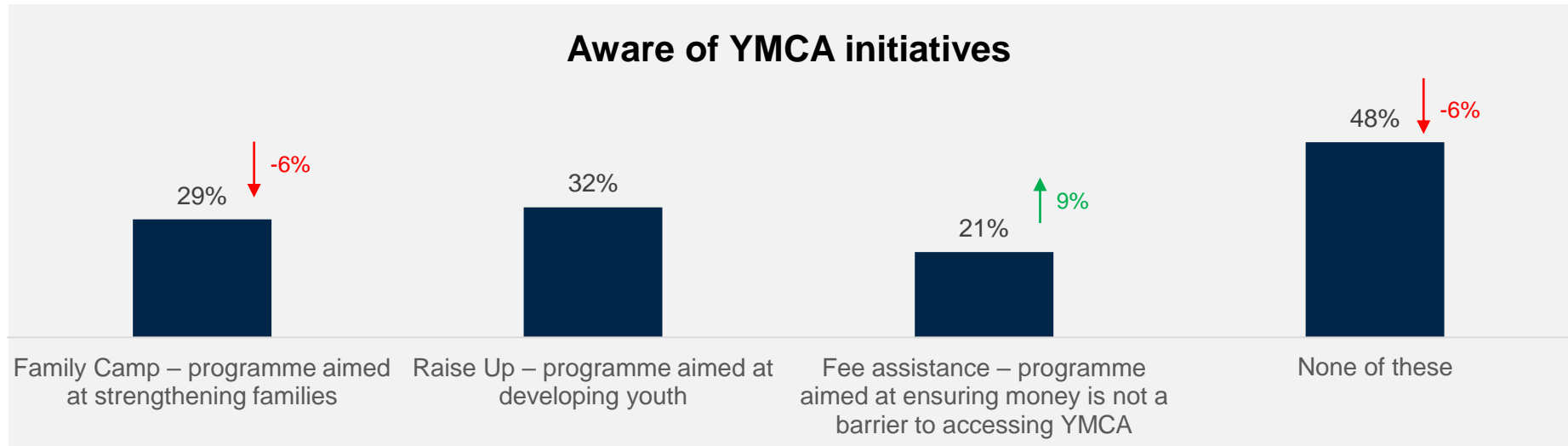
There is still an opportunity to drive awareness of YMCA being not for profit amongst our own members



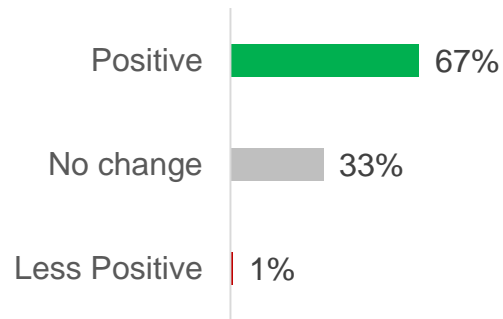
57% of our members are aware that YMCA is a not for profit organisation
(-2% vs 2016)

Older members are more likely to know
YMCA is NFP (65yrs+)

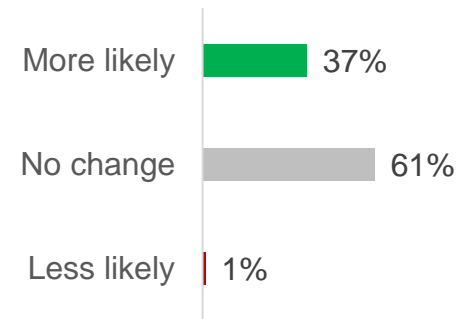
As well as build awareness and understanding of our initiatives as there is a strong positive impact on our brand. More members are aware of our fee assistance initiative, however broad knowledge has declined



How does this change your opinion of YMCA



How does this change your likelihood to consider using YMCA



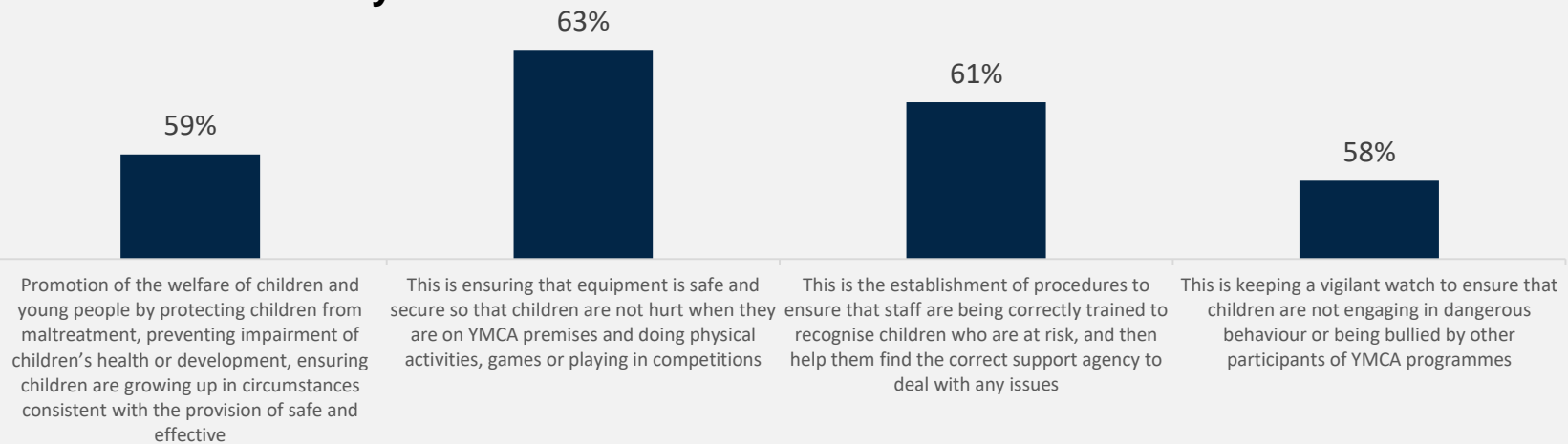
↑↓ +/- 95% CI vs. 2016

PERCEPTIVE

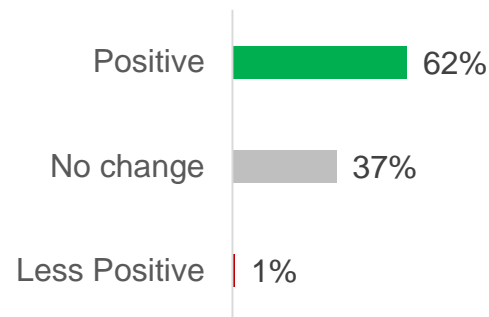
Understanding of safeguarding is stronger amongst our members – however opportunity to continue to communicate our policies around safeguarding as it has a great positive impact on our brand



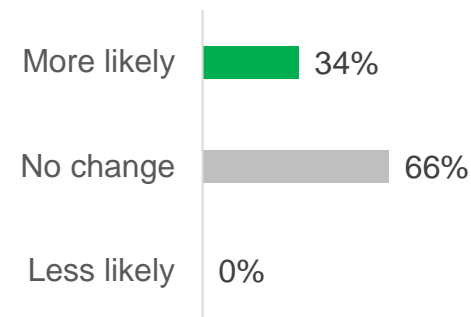
What does 'safeguarding' mean to you?



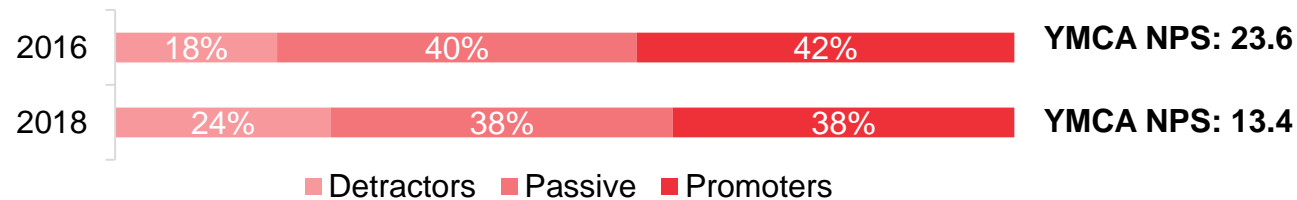
How does this change your opinion of YMCA



How does this change your likelihood to consider using YMCA



The community aspect is a key reason for promoters – can we utilise these aspects of the company to drive recommendations



DETRACTORS

"Would like to use after school care, holiday programs more but find **there's too many additional costs** like extra care if you can't pick up by 3pm, it's too complicated"

"Convenient location, group fitness timetable suits me, discount for being a teacher keeps price low, Some great group fitness instructors - Ariel superb, Cynthia enthusiastic, Nicki pushes you and Edit takes great yoga. But **wouldn't recommend to my friends as equipment getting very tired and broken** - especially the spin bikes. Gym staff keep changing, environment very dull and uninviting especially in the group fitness room - this needs freshening up - paint & carpet. Toilets and showers OK but again need renovating. **The whole place is looking tired.**"

"The **Manurewa Rec Centre is well overdue for a make over.** There is **not much happening there and if there is, then there is insufficient advertising.**"

PROMOTERS

"I have been using the holiday program with the YMCA now for the last 4 years. My **grand daughter has made so many new friends and the staff there are so friendly to talk with.** I would highly recommend the facility to anyone"

"Because I **support YMCA and what it's values are**"

"I can **find everything under one roof with great customer service and cleanliness**"

"I enjoy Glen Innes gym and the staff is super friendly and approachable. Denise at the front desk is awesome and welcoming, Cynthia and Gym staff are awesome. It's my local gym and **I enjoy what it represents and people of all walks of life come to the gym** and just enjoy doing exercise. There is an **air of friendliness** and the people who utilise the facilities are not snobby and the members don't care about what you look like and you can go to gym freely and do your thing. **Glen Innes has created a safe culture and it's great.** Only recommendation is maybe updating and introducing some new equipment"

04 TOTAL MARKET

Key takeaways for Members

MEMBERS KEY TAKEAWAYS

Continue to deliver great fitness centre experiences: Our fitness centres are the leading service in terms of usage and also preference from our members. Continue to deliver positive experiences as this service also has the strongest awareness of competitors.

Talk to the community: An opportunity also sits to push our NFP aspect and the community initiatives amongst our members as we have seen a decrease in awareness of these aspects compared to 2016. These initiatives impact positively on our brand and represent an opportunity to further reinforce our perceptions of 'caring' and 'respectful'



THANK YOU
