

Perceptions of the BGCD and Needs of the Dorchester Community

The Boys and Girls Clubs of Dorchester
MKTG 3401 Sec 15 Group 6

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Executive Summary

Study Overview

The general purpose of this study was to understand the needs of the Dorchester community through surveying those currently living in Dorchester. After interviewing Mary Kinsella, Vice President of the Boys and Girls Clubs of Dorchester, we came up with three main research objectives: gauge the attitudes and perceptions of the Boys and Girls Clubs Dorchester from parents living in the Dorchester area; determine the demographics and characteristics of their current member base; and understand what activities parents would deem beneficial for increasing retention rate and participation at the Boys and Girls Clubs of Dorchester.

The research design was a descriptive research design. We used non probability sampling with a selected population of the Dorchester community and a sample frame of Dorchester Community Members with children under the age of 18. We created a survey using Qualtrics and disseminated the survey through the Dorchester Reporter and a flyer with our link in the local Dorchester laundromat. Both mediums were implemented by Mary Kinsella. Our sample size was 104 responses with only 60 usable responses. Our method was convenience sampling to try and reach as many Dorchester community members as possible. Our sample frame was achieved through screening questions. We ran our survey from March 26th to April 9th.

Major Findings

The demographics of Dorchester based on our survey is that the average person is white, high income, employed full time and has a professional degree. The average respondent is 38 years old with 2 children that are under the age of 18. Most were extremely satisfied with their experience at the clubs and more than half reported that they would promote the BGCD to colleagues and friends. The respondents felt that activities that are geared towards sports, education and life skills (resume building, college prep) were most important. The community felt that they could use more activities that fostered community building through sports, education and necessary life skills. Participants were also significantly different by their education level: participants with a 4 year degree were more likely to not have children, while participants with a doctorate or a professional degree were more likely to have children .

Conclusions, Recommendations & Limitations

Our study has shown that the best way for the BGCD to fulfill the needs and wants of the Dorchester community is increase the amount of activities related to life, education and sport. We recommend incorporating more activities that will prepare and improve the life of teenagers after college and create sporting events that will foster the sense of community in Dorchester . Our survey had limitations from respondents and logistics. For one, we did not have enough qualified responses to run other analyses besides frequencies. Many participants dropped out after question 15. In addition, as a result of this smaller sample size, our sample did not accurately reflect the Boys and Girls Clubs of Dorchester demographics. For any further research, we recommend that the researchers ask the participants for their gender, conduct more than one round of data collection and use more than one medium to promote the survey. We recommend to take this action in order to get a bigger and more diverse sample size that will give more significant statistical data.

Background

The Boys and Girls Clubs of Dorchester was founded in 1974 and is focused on making a positive impact on the youth and their families in our community. Today, they have members “between ages 5 and 18 who have access to 200+ activities for just \$5 a year” (Anderson-Butcher, Newsome, & Ferrari, 2003). The programs at the BGCA are geared towards helping youth develop social competence via activities that focus on topics such as “alcohol, drug, and pregnancy prevention; career exploration, citizenship; educational supports; and delinquency and gang prevention” (Anderson-Butcher et al., 2003).

The BGCA of Dorchester has recently received funding from a sponsor requiring them to look for a “moonshot” idea. A moonshot idea is one big idea that will impact the community in a positive way. What Mary and her staff are most concerned currently with is the decline in participation in the Boys and Girls Club from the teenage segment of the community.

In a study sponsored by the Wallace Foundation, part of the key findings was that in order to have a higher success rate with participation, it is important to have “specialized activities for high school youth” (Deschenes, Arbreton, Little, Herrera, Grossman, Weiss, & Lee, 2010). Family engagement is also key and school-program partnerships can also increase recruitment (Deschenes et al., 2010). The most successful youth services/out of school time programs incorporated five structural and program characteristics: “providing many leadership opportunities to youth in the programs, having staff keep informed about youth outdoor programs in several ways, being community-based, enrolling 100 or more youth, and holding regular staff meetings” (Deschenes et al., 2010). Good background with correctly cited sources.

SWOT Analysis:

Strengths <ul style="list-style-type: none"> ● Rich history of helping the community ● Positive, educational, and cultural environment ● The kids who decided to try it out love it and spend a lot of time there ● Motivated, attentive, and helpful staff ● Tax exempt ● Volunteer staff 	Weaknesses <ul style="list-style-type: none"> ● Not enough market awareness - as indicated by mary - needing the research ● Lack of funding/sponsorships - as a non profit will always have funding issues. ● Little motivation for investors (no revenue) - non profit issues, again ● Lack of a marketing plan - as indicated by Mary
Opportunities <ul style="list-style-type: none"> ● Increasing use of social media - for marketing purposes. ● Charity grants - 	Threats <ul style="list-style-type: none"> ● Vulnerable to economic crisis - as a non profit, more vulnerable than

<ul style="list-style-type: none"> ● Local annual “open days” for recruiting and donations ● Increase the amount of school advertisement 	<ul style="list-style-type: none"> ● others - if crisis, donating is the last thing people who are in shortage do. ● Other clubs with similar mission/school sponsored after school programs (YMCA of Dorchester, youth and teens programs) ● Expenses of increased marketing ● Social influence ● Increase use of phones, tablets and tv (parents can be in touch with kids even if are alone at home so aren’t as concerned)
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(SWOT citations can be found under references)

Managerial research problem statement:

The BGC staff is having a hard time coming up with this big idea because there are so many activities and variety of people that they serve. They no longer serve just as a center for early education support, and have expanded into helping the community as a whole. This includes children from 5-18 and their parents as well. The BGC in Dorchester is especially unique and differs from most BGCs across America because they cater to such a myriad of people. Their programs are sought after and the people who join are no longer just those from low-income families. Due to these factors, coming up with one moonshot idea to cater to the entire community has been difficult.

What the BGC wants to know is what needs are not being met in their community? Who exactly is there immediate community? How can they better help those who come to the BGC?

Marketing research problem statement:

The general purpose of this study is to understand the needs of the Dorchester community through surveying those currently living in Dorchester. After interviewing Mary Kinsella, Vice President of the Boys & Girls Club of Dorchester, we have come up with three main research objectives:

1. To gauge the attitudes and perceptions of the programs hosted by BGCD for teenagers of Dorchester from parents in living in the Dorchester area
2. To determine the demographic and characteristics of Dorchester community that is the BGCD’s target market.
3. To understand what activities parents would deem beneficial for increasing retention and participation at the Boys and Girls Club of Dorchester.

Research Design:

We will be using a descriptive research design in order to receive the appropriate data. To address the problem at hand, we plan to disseminate a survey to the Dorchester community and collect data through multiple mediums in order to discover what changes the Boys and Girls club of Dorchester can make to better its programs. The first medium is through posting a link in the Dorchester Reporter, a local digital newspaper. This has proven to be a successful method in the past in getting responses. Our second method Many community members also use a laundromat nearby to the BGCD that gives opportunity to direct people to the survey with flyers to get more community members involved and receive more responses. Both mediums will be launched by our contact Mary Kinsella.

Sample Design and Data Collection:

For our sample design our population of interest is the Dorchester community with a specific sampling frame of those who are parents to children under the age of 18. We will reach these members through the local newspaper and the local laundromat.

For our project we have decided to collect our data by using convenience sampling. We are using convenience sampling because collecting data through the newspaper and local laundromat only allows that method of data collection. A probability sample cannot be chosen because of the way we are distributing our survey. A nonprobability sample must be chosen because our survey is being taken by those who read the Dorchester Reporter and attend the local Dorchester laundromat, which creates bias. We plan to reach a minimum of 100 participant responses to the survey and focusing on those who have responded they have children.

By receiving survey responses through the Dorchester Reporter link and the flyer at the local laundromat we will then narrow down data analysis to be strictly those who are Dorchester community members who have children under the age of 18 via screening questions. Our data collection period was from March 26th and have the survey active until April 9th.

Results:

From our survey, our group was able to meet the research objectives stated in our marketing research statement. Our survey was divided into three question categories; demographics, perceptions of the BGCD and needs of the community.

Research objective 1: To determine the demographic and characteristics of Dorchester community that is the BGCD's target market.

From the responses, the majority of the sample are white, high earners reporting income of more than \$100,000, employed full time and have 4 year degrees (table 2-5). The average age of our respondents were 38 years old, lived around 19 years in Dorchester, had 2 children and 2 were under the age of 18 (table 1).

Table 1: Demographics

Category	Mean	Median	Mode
Age	38.2	37	43
Time spent in Dorchester	19.2	15.5	1
Number of children	2.25	2	2
Number of Children under 18	1.75	2	2

The responses to questions about age, time spent in Dorchester, number of children and number of children under 18 years of age were free responses (refer to survey). Therefore, analysis of mean, median and mode were possible.

Table 2: Race

Race	Frequency	Percentage
White	74	86.05%
Black or African American	4	4.65%
American Indian or Alaska Native	1	1.16%
Asian	0	0.00%
Native Hawaiian or other Pacific island	0	0.00%
Hispanic	1	1.16%
Multiple races	6	6.98%

Table 3: Income

Income levels	Frequency	Percentage
Less than \$10,000	1	1.23%
\$10,000 - \$24,999	2	2.47%
\$25,000 - \$49,999	13	16.05%
\$50,000 - \$74,999	13	16.05%
\$75,000 - \$99,999	11	13.58%
\$100,000 - \$149,999	21	25.93%
\$150,000 or more	20	24.69%

There were 5 missing cases where people chose not to answer.

Table 4: Employment

Employment status	Frequency	Percentage
Student	4	4.65%
Unemployed looking for work	2	2.33%
Unemployed not looking for work	2	2.33%
Employed part time	14	16.28%
Employed full time	63	73.26%
Retired	1	1.16%

Table 5: Education

Education	Frequency	Percentage
High school graduate	8	9.30%
Some college	9	10.47%
2 year degree	7	8.14%
4 year degree	37	43.02%
Professional degree	22	25.58%
Doctorate	3	3.49%

Our survey respondents also earned higher levels of income the more employed they were. Those employed full time earned the most income in the last year (exhibit 1). Those that were employed full time had the highest percentage of having children (exhibit 2). Those that were employed full time had a higher percentage of participation at the BGDC compared to those who were not (exhibit 3).

Research objective 2: To gauge the attitudes and perceptions of the programs hosted by BCG for teenagers of Dorchester from parents in living in the Dorchester area.

The survey targeted the second research objective by asking participants to rank the importance of activities for teens. The importance gauged the perceptions that the community had pertaining to these questions. The respondents who answered that they had participated at the BGCD were able to respond to the questions regarding the teen activities.

The activities that extremely important to respondents are as follows: all star basketball team, Girls Group, Boys Group, Keystone Club, College Fellows, SAT prep, Teen talks, Swim Team, Teen Arts, and Instrument lessons (exhibit 4).

The activities that are very important to respondents are as follows: Milk Street Kitchen Cooking and Voice Lessons.

The activities that are moderately important to respondents are as follows: Body + Fuel Cross Fit, Non-contact Boxing, Wild Wednesday Activities, and Music Recording.

The activities that are slightly important to respondents are as follows: Xbox e-league/game night. There were no activities that were not important to respondents. Because not many survey participants were able to reach this part of the survey, there was no opportunity to run higher levels of statistical analysis on this data.

60% of respondents answered that they were extremely satisfied with their overall experience at the BGCD. Satisfaction correlates with people's perceptions of the Clubs. There is an overall positive view of the BGCD based on table 6.

Table 6: Satisfaction with Programs

How satisfied are you with your overall experience with the programs administered at the Boys and Girls clubs of Dorchester?

	Frequency	Valid Percent
Extremely satisfied	16	59.3
Moderately satisfied	5	18.5
Slightly satisfied	3	11.1
Neither satisfied nor dissatisfied	3	11.1

The net promoter score also revealed the community's perception of the BGCD. There was a high percentage of people who would promote the BGCD to others (table 7a). The net promoter score is 48.15%. This is calculated by subtracting the detractor percent from the promoter percent. More than 50% of respondents answered 10 on a 10 point scale that they would recommend the BGCD to others (table 7b). There were no responses in the 0-4 category.

Table 7a: Net Promoter Score

On a scale from 0-10, how likely are you to recommend the Boys and Girls Clubs of Dorchester to a friend or colleague? - Group

	Frequency	Valid Percent
Detractor	5	18.5
Passive	4	14.8
Promoter	18	66.7

Table 7b: Net Promoter Score

On a scale from 0-10, how likely are you to recommend the Boys and Girls Clubs of Dorchester to a friend or colleague?

Scale	Frequency	Valid Percent
5	2	7.4

6	3	11.1
7	1	3.7
8	3	11.1
9	2	7.4
10	16	59.3

Research objective 3: To understand what activities parents would deem beneficial for increasing retention and participation at the Boys and Girls Club of Dorchester.

In order to understand what activities parents would deem beneficial for increasing retention and participation at the BGCD we asked participants of our survey the following question (question 20 in our survey): “What programs or activities would your ideal Boys and Girls Clubs of Dorchester have in order to retain membership by teenagers and other area youth?” The responses to this question were free response. From the responses, we were able to categorize the answers into 5 sections: education, sports, arts & hospitality, life, and volunteer (cat 20 in our data) activities. Table 8 shows the percentages of the respondents indicating each category.

The activity that was noted as the most beneficial for increasing retention by the respondents was the “life activities” category. For example: “Training in skills for college and cross cultural exchange”, or “Job prep for teens”, and “Skill training”. The second most frequent category after life activities was education, in which participants offered some interesting suggestions like: “Coding classes for kids” and “Preschool, summer classes/activities for preschool age”. Next, participants indicated the importance of sports activities such as: “Basketball programs”, and “more swimming”.

The category that came in fourth among the participants answers’ was Arts/Hospitality activities in which respondents gave the examples of: “arts/music programs”, “photography classes”, and more. The category that was indicated least by the participants as necessary for the BGCD was volunteering. Only 2.9% of the participants indicated such an activity. Some examples however include: “after school mentoring” and “coordinating BGCD events”.

Table 8: Categories for Question 20

What programs or activities would your ideal Boys and Girls Clubs of Dorchester have in order to retain membership by teenagers and other area youth?		
Category	Frequency	Valid Percent
EDUCATION	9	23.1
SPORT	8	20.5
ARTS/HOSPITALITY	7	17.9
LIFE	12	30.8

VOLUNTEER	3	7.7
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At the end of our survey, we also asked the participants what kind of programs would they like to see themselves or for those living in Dorchester (question 23 in our survey), in order to see what needs of the *community* aren't currently being met.

We sorted the inputted answers for question 23 to the same categories as we did for the answers we received from question 20 above (education, sports, Arts/hospitality/ life, and volunteer) but had them as a separate column (cat 23). As you can see in table 9 below, the results were different than the ones we received and analysed for question 20. People who live in Dorchester mostly want to see more sports activities for themselves (like basketball leagues for adults, or masters swimming clubs), compared to life activities which were ranked #1 for activities needed in the BGCD.

The second most frequent response for this question was arts/hospitality (different art & music programs), compared to education activities for question 20. The third most frequent response for question 23 was categorized as volunteer work (requests for more volunteer opportunities for people living in the community), and lastly, the 4th most frequent answers ties for education and life activities such as college prep programs, and helping members of the community find jobs.

Table 9: Categories for Question 23

Outside of the Boys and Girls Clubs of Dorchester, what kind of programs would you like to see for you or those living in Dorchester?		
	Frequency	Valid Percent
Education	5	13.5
SPORT	12	32.4
ARTS/HOSPITALITY	8	21.6
LIFE	5	13.5
VOLUNTEER	7	18.9

Conclusions

In conclusion, the data gathered and analysis in the study provides many insights into which actions the BGCD can take in order to fulfill the needs of the Dorchester community. Our first conclusion is that the BGCD can improve the quality and quantity of programs on how to prepare and improve teenagers' lives after college. This might include activities such as resume building workshops, interview preparation seminars, mentorship programs and networking events; the main purpose is to help teenagers be more prepared for life after they graduate college in order to maximize success. This conclusion was drawn by analyzing the qualitative responses of our survey, specifically question 20. Once the data was categorized and analyzed it was clear that the majority of the respondents said that the best way was to offer activities that

would improve the life of the members and the second most common response for this question was activities regarding education.

In conclusion, based on the Responses gathered the club has two courses of action to fulfill the communities needs. First increase the amount of program about improving life after graduation and focusing in organizing sporting events that will foster sense of community on Dorchester.

Recommendations:

Based on the responses to question 20 of our survey, the best course of action for the BGCD is to offer the activities directed towards building life skills and education. The second recommendation is for the club to achieve its goal, is to put a major focus on helping the community to have an active and healthy lifestyle by hosting a series of sporting events that would foster the sense of community and wellbeing in Dorchester. To be more specific, the club should organize sports events, tournaments and classes to all groups of people in the community. Examples of sporting events taken from the participants responses include all-star basketball games and classes such as swimming lessons.

Three recommendations for anyone that decides to replicate or wants to do further research are to ask the gender of the participants, use more than one medium to gather the data and conduct more than one round of data gathering.

Another recommendation for future research would be to use more than one medium to promote and gather responses from the survey. Due to the fact that we did not have control on how the survey was distributed, it was only put as an ad in the local newspaper, which limited the amount of people who had access to the survey. If the survey was display in more modes of communication such as Social media, email chains and even the club's website there would have been a higher quantity of respondents to the survey. This would allow to have a bigger and more diverse sample size, that would improve the overall quality of the data. Allowing to give a better and more precise recommendation to the BGCD.

The last recommendation for researchers conducting future research on this topic is to conduct more than one round of data gathering. Due to the time constrained and tight deadlines, we were only able to conduct one round of data collection.

Limitations:

The design of any research project involves many decisions and each decision involves a trade-off. As a result of our decisions throughout the semester as well as some occurrences out of our control, we were limited in some aspects of our research project. For example, as a result of some communication difficulties throughout the semester, we were only able to run our survey for a 10-day period generating 104 responses. This limited the potential number of quality responses and ultimately affected the statistical analyses we were able to run.

In addition, as a result of the non-probability sampling conducted with our survey being administered through the local Dorchester Reporter and laundromat, we were unable to accurately reflect the Dorchester Boys & Girls Clubs members. The survey participants were significantly more white compared to the members of the Boys and Girls Clubs of Dorchester who are significantly more diverse. This likely means that the opinions of the entire community

are not reflected in the survey results. Another round of surveying would likely help improve these inconsistencies in our demographics. We also think that running the survey in different locations will garner a more accurate picture of the community opinions on the Boys & Girls Clubs.

One of the biggest limitations on this study is that we did not ask the participant to state their gender. This was a flaw that limited the amount of data analysis that could be conducted. Not only that but it also does not allow to see if there any significant differences in opinion of the BGCD between genders. Because we didn't ask for the gender we cannot see the difference of opinion, recommendations and dislikes that each gender had about the club. This could have been very valuable information when coming up for recommendations on what the club can do to achieve its goal.

Appendix

Question 2:

Statistics

Please enter your age in years

N	Valid	104
	Missing	0

Please enter your age in years

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	4.8	4.8	4.8
00	1	1.0	1.0	5.8
13	1	1.0	1.0	6.7
20	3	2.9	2.9	9.6
21	1	1.0	1.0	10.6
22	2	1.9	1.9	12.5
23	2	1.9	1.9	14.4
25	2	1.9	1.9	16.3
26	2	1.9	1.9	18.3
27	3	2.9	2.9	21.2
28	3	2.9	2.9	24.0
29	2	1.9	1.9	26.0
30	7	6.7	6.7	32.7
31	4	3.8	3.8	36.5
32	3	2.9	2.9	39.4
33	2	1.9	1.9	41.3
34	2	1.9	1.9	43.3
35	4	3.8	3.8	47.1
36	2	1.9	1.9	49.0
37	4	3.8	3.8	52.9
38	2	1.9	1.9	54.8
39	2	1.9	1.9	56.7
40	3	2.9	2.9	59.6
41	1	1.0	1.0	60.6
42	4	3.8	3.8	64.4
43	8	7.7	7.7	72.1
44	5	4.8	4.8	76.9
45	2	1.9	1.9	78.8
46	2	1.9	1.9	80.8
47	2	1.9	1.9	82.7
49	3	2.9	2.9	85.6
51	2	1.9	1.9	87.5
53	5	4.8	4.8	92.3
55	1	1.0	1.0	93.3
56	1	1.0	1.0	94.2
57	1	1.0	1.0	95.2
68	2	1.9	1.9	97.1
69	2	1.9	1.9	99.0
70	1	1.0	1.0	100.0
Total	104	100.0	100.0	

Question 3:

Frequencies

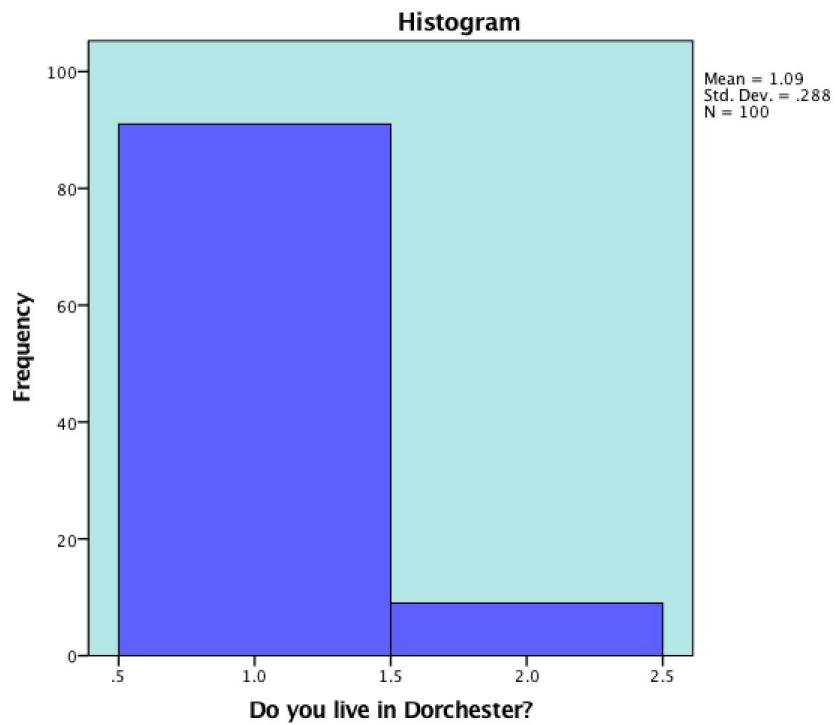
Statistics

Do you live in Dorchester?

N	Valid	100
	Missing	4
	Mode	1

Do you live in Dorchester?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	87.5	91.0	91.0
	No	9	8.7	9.0	100.0
	Total	100	96.2	100.0	
Missing	System	4	3.8		
	Total	104	100.0		



Question 4:

Statistics

How long have you lived in Dorchester? (in years)

N	Valid	104
	Missing	0

How long have you lived in Dorchester? (in years)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20	19.2	19.2	19.2
.5	1	1.0	1.0	20.2
1	7	6.7	6.7	26.9
10	2	1.9	1.9	28.8
11	3	2.9	2.9	31.7
12	1	1.0	1.0	32.7
13	3	2.9	2.9	35.6
14	1	1.0	1.0	36.5
15	1	1.0	1.0	37.5
16	1	1.0	1.0	38.5
18	2	1.9	1.9	40.4
19	2	1.9	1.9	42.3
2	4	3.8	3.8	46.2
20	1	1.0	1.0	47.1
22	1	1.0	1.0	48.1
23	3	2.9	2.9	51.0
25	4	3.8	3.8	54.8
27	3	2.9	2.9	57.7
28	3	2.9	2.9	60.6
3	6	5.8	5.8	66.3

30	1	1.0	1.0	67.3
31	1	1.0	1.0	68.3
32	2	1.9	1.9	70.2
35	1	1.0	1.0	71.2
37	1	1.0	1.0	72.1
38	2	1.9	1.9	74.0
39	2	1.9	1.9	76.0
4	4	3.8	3.8	79.8
40	1	1.0	1.0	80.8
42	1	1.0	1.0	81.7
43	2	1.9	1.9	83.7
44	4	3.8	3.8	87.5
47	1	1.0	1.0	88.5
49	1	1.0	1.0	89.4
5	4	3.8	3.8	93.3
50	1	1.0	1.0	94.2
6	3	2.9	2.9	97.1
65	1	1.0	1.0	98.1
7	1	1.0	1.0	99.0
8	1	1.0	1.0	100.0
Total	104	100.0	100.0	

Question 5:

Statistics

Are you White, Black or African-American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific islander, or some other race? – Selected Choice

N	Valid	86
	Missing	18
	Mode	1

Are you White, Black or African-American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific islander, or some other race? – Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	74	71.2	86.0	86.0
	Black or African American	4	3.8	4.7	90.7
	American Indian or Alaska Native	1	1.0	1.2	91.9
	Hispanic	1	1.0	1.2	93.0
	Multiple Races	6	5.8	7.0	100.0
	Total	86	82.7	100.0	
Missing	System	18	17.3		
	Total	104	100.0		

Question 6:

Frequencies – Q6 – household income

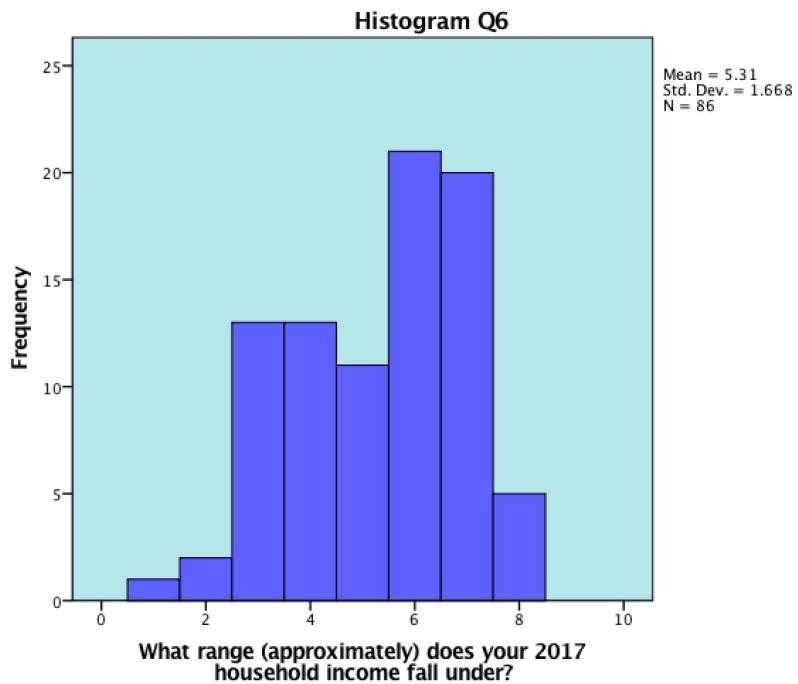
Statistics

What range (approximately) does your 2017 household income fall under?

N	Valid	86
	Missing	18
	Median	6.00
	Mode	6

What range (approximately) does your 2017 household income fall under?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$10,000	1	1.0	1.2	1.2
	\$10,000 – \$24,999	2	1.9	2.3	3.5
	\$25,000 – \$49,999	13	12.5	15.1	18.6
	\$50,000 – \$74,999	13	12.5	15.1	33.7
	\$75,000 – \$99,999	11	10.6	12.8	46.5
	\$100,000 – \$149,999	21	20.2	24.4	70.9
	\$150,000 or more	20	19.2	23.3	94.2
	Prefer not to answer	5	4.8	5.8	100.0
	Total	86	82.7	100.0	
Missing	System	18	17.3		
	Total	104	100.0		



Question 7:

Frequencies – Q7 – employment status

Frequencies

[DataSet2] /Users/amitpalkovic/Downloads/Marketing Research Boys and Girls

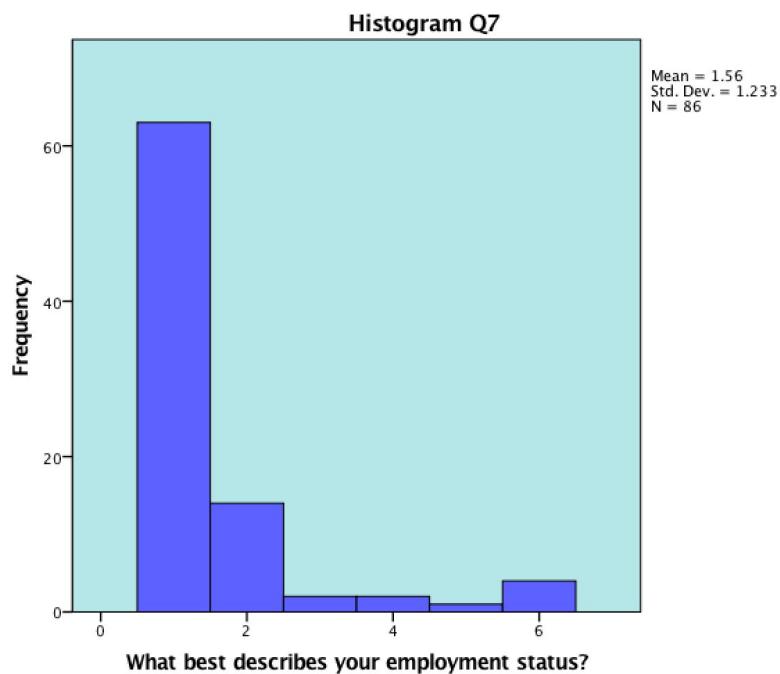
Statistics

What best describes your employment status?

N	Valid	86
	Missing	18
	Mode	1

What best describes your employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed full time	63	60.6	73.3	73.3
	Employed part time	14	13.5	16.3	89.5
	Unemployed looking for work	2	1.9	2.3	91.9
	Unemployed not looking for work	2	1.9	2.3	94.2
	Retired	1	1.0	1.2	95.3
	Student	4	3.8	4.7	100.0
	Total	86	82.7	100.0	
Missing	System	18	17.3		
Total		104	100.0		



Question 8:

Frequencies – Q8 – highest level of education completed

Frequencies

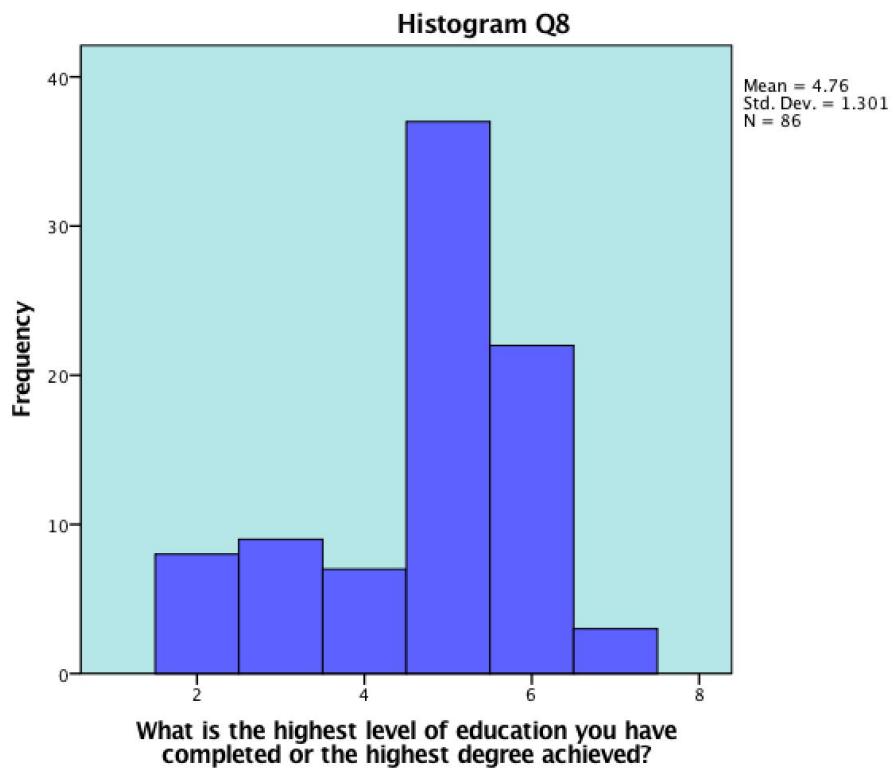
Statistics

What is the highest level of education you have completed or the highest degree achieved?

N	Valid	86
	Missing	18
Median		5.00
Mode		5

What is the highest level of education you have completed or the highest degree achieved?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school graduate	8	7.7	9.3	9.3
	Some college	9	8.7	10.5	19.8
	2 year degree	7	6.7	8.1	27.9
	4 year degree	37	35.6	43.0	70.9
	Professional degree	22	21.2	25.6	96.5
	Doctorate	3	2.9	3.5	100.0
	Total	86	82.7	100.0	
Missing	System	18	17.3		
Total		104	100.0		



Question 9:

Frequencies – Q9 – children

Frequencies

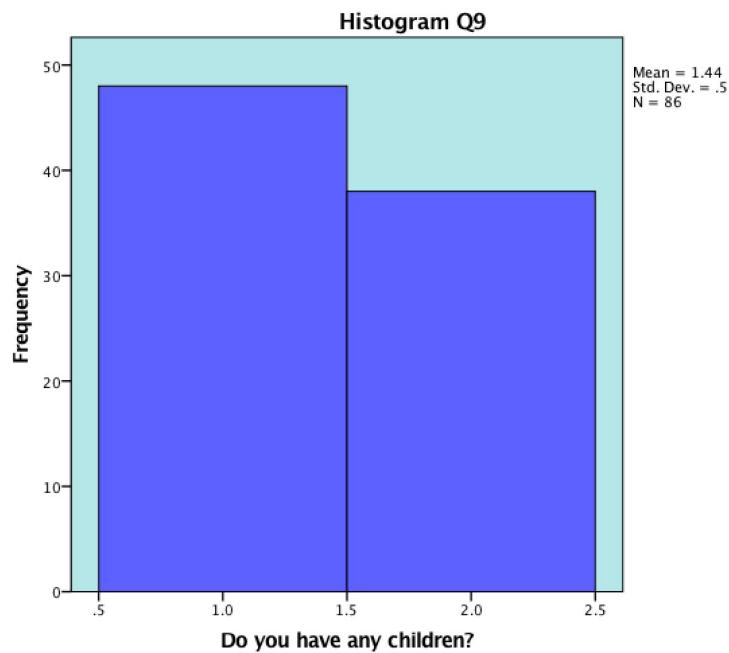
Statistics

Do you have any children?

N	Valid	86
	Missing	18
	Mode	1

Do you have any children?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	48	46.2	55.8	55.8
	No	38	36.5	44.2	100.0
	Total	86	82.7	100.0	
Missing	System	18	17.3		
	Total	104	100.0		



Questions 10 & 11:

Statistics

		How many children do you have?	How many children within your family are under the age of 18?
N	Valid	104	104
	Missing	0	0

Frequency Table

How many children do you have?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	56	53.8	53.8	53.8
1	11	10.6	10.6	64.4
10	1	1.0	1.0	65.4
2	25	24.0	24.0	89.4
3	7	6.7	6.7	96.2
4	4	3.8	3.8	100.0
Total	104	100.0	100.0	

How many children within your family are under the age of 18?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	56	53.8	53.8	53.8
	0	4.8	4.8	58.7
	1	14.4	14.4	73.1
	2	18.3	18.3	91.3
	3	4.8	4.8	96.2
	4	3.8	3.8	100.0
	Total	100.0	100.0	

Questions 13&14:

Statistics

Before seeing this survey, were you aware that there is a Boys and Girls Clubs in Dorchester?	Are you a participant at an after school program that is NOT the Boys and Girls Clubs of Dorchester? (ie. the YMCA)
N	Valid 85
	Missing 19
Mode	1
	2

Frequency Table

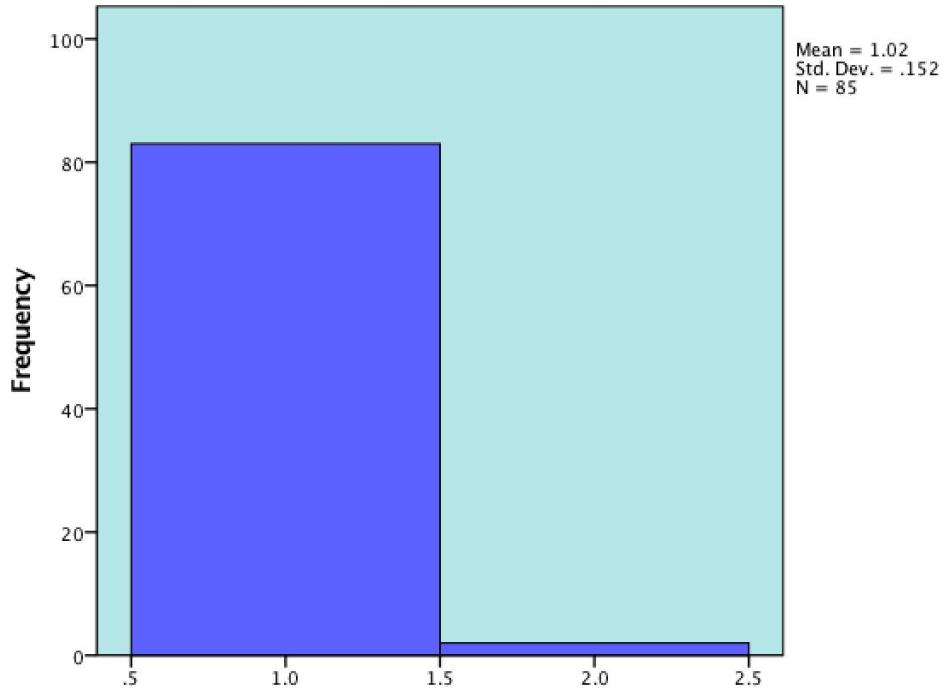
Before seeing this survey, were you aware that there is a Boys and Girls Clubs in Dorchester?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	79.8	97.6	97.6
	No	2	1.9	2.4	100.0
	Total	85	81.7	100.0	
Missing	System	19	18.3		
	Total	104	100.0		

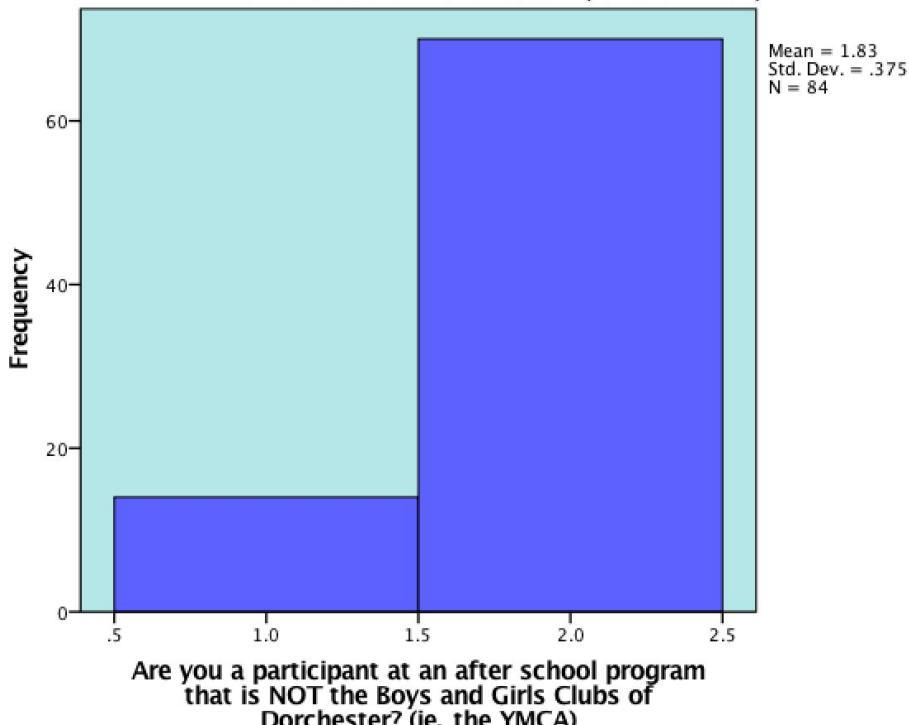
**Are you a participant at an after school program that is
NOT the Boys and Girls Clubs of Dorchester? (ie. the
YMCA)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	13.5	16.7	16.7
	No	70	67.3	83.3	100.0
	Total	84	80.8	100.0	
Missing	System	20	19.2		
	Total	104	100.0		

Before seeing this survey, were you aware that there is a Boys and Girls Clubs in Dorchester?



Are you a participant at an after school program that is NOT the Boys and Girls Clubs of Dorchester? (ie. the YMCA)



Are you a participant at an after school program that is NOT the Boys and Girls Clubs of Dorchester? (ie. the YMCA)

Frequencies – Q15 – participation in BGCD activities

Frequencies

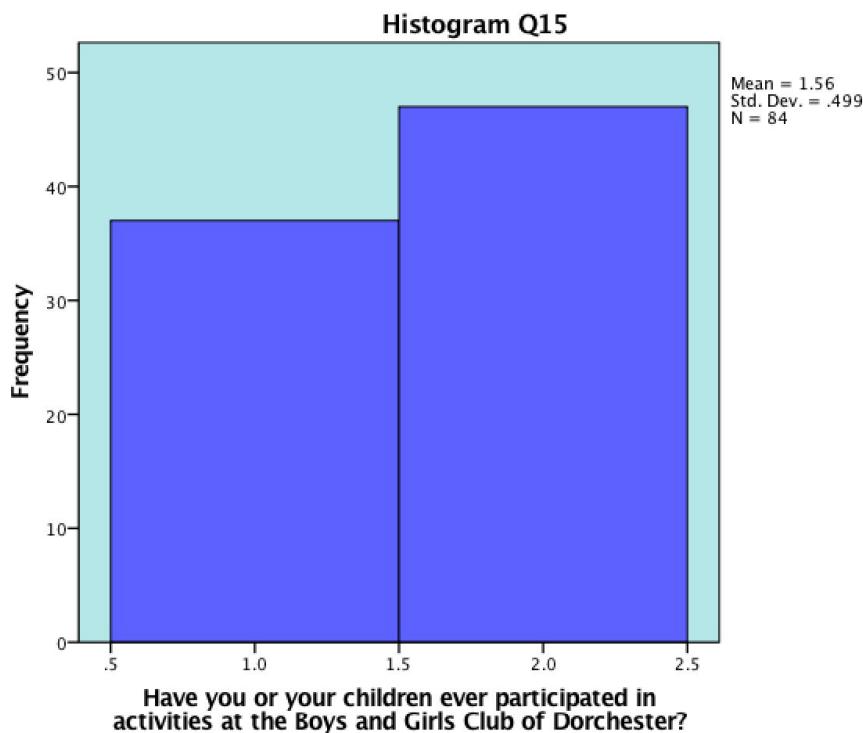
Statistics

Have you or your children ever participated in activities at the Boys and Girls Club of Dorchester?

N	Valid	84
	Missing	20
Mode		2

Have you or your children ever participated in activities at the Boys and Girls Club of Dorchester?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	35.6	44.0	44.0
	No	47	45.2	56.0	100.0
	Total	84	80.8	100.0	
Missing	System	20	19.2		
	Total	104	100.0		



Questions 16&17:

Statistics

How satisfied are you with your overall experience with the programs administered at the Boys and Girls club of Dorchester?

On a scale from 0-10, how likely are you to recommend the Boys and Girls Clubs of Dorchester to a friend or colleague?

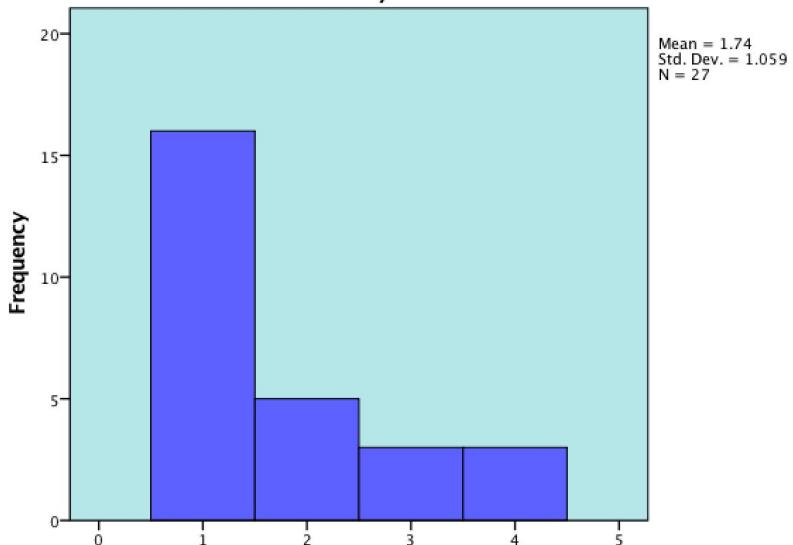
N	Valid	27	27
	Missing	77	77
Mean		1.74	8.78
Median		1.00	10.00
Mode		1	10

Frequency Table

How satisfied are you with your overall experience with the programs administered at the Boys and Girls club of Dorchester?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	16	15.4	59.3	59.3
	Moderately satisfied	5	4.8	18.5	77.8
	Slightly satisfied	3	2.9	11.1	88.9
	Neither satisfied nor dissatisfied	3	2.9	11.1	100.0
	Total	27	26.0	100.0	
Missing	System	77	74.0		
Total		104	100.0		

How satisfied are you with your overall experience with the programs administered at the Boys and Girls club of Dorchester?

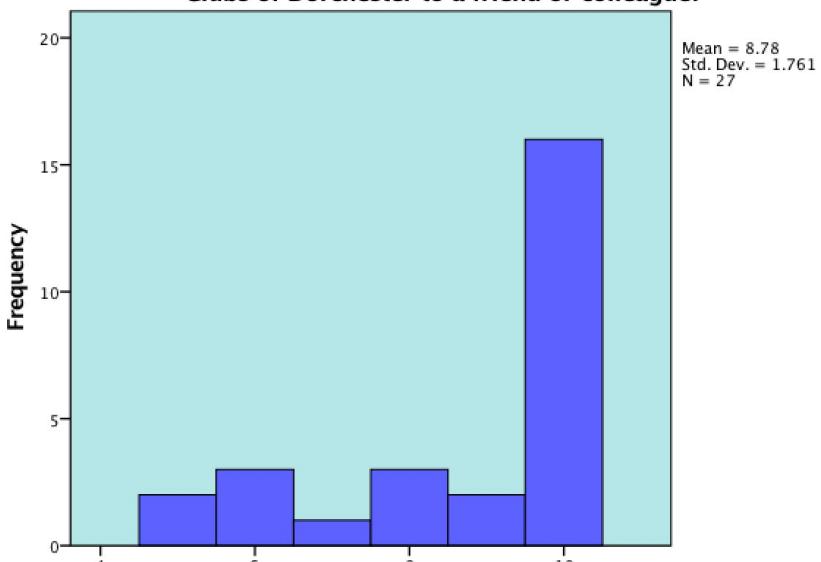


How satisfied are you with your overall experience with the programs administered at the Boys and Girls club of Dorchester?

On a scale from 0–10, how likely are you to recommend the Boys and Girls Clubs of Dorchester to a friend or colleague?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	1.9	7.4
	6	3	2.9	11.1
	7	1	1.0	3.7
	8	3	2.9	11.1
	9	2	1.9	7.4
	10	16	15.4	59.3
	Total	27	26.0	100.0
Missing System	77	74.0		
Total	104	100.0		

On a scale from 0–10, how likely are you to recommend the Boys and Girls Clubs of Dorchester to a friend or colleague?



On a scale from 0–10, how likely are you to recommend the Boys and Girls Clubs of Dorchester to a friend or colleague?

Question 18 Frequencies:

Frequencies

Statistics											
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community?	- All star basketball teams	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community?	- Body + Fuel Cross Fit	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community?	- Non-contact boxing	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community?	- Milk street kitchen cooking	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community?	- Girls Group	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community?	- Boys Group
N	Valid	26	26	26	26	26	26	26	26	26	26
	Missing	78	78	78	78	78	78	78	78	78	78
Mean		3.65	3.38	3.12	3.73	4.08	4.19	4.00	4.42	4.50	
Median		4.00	3.00	3.00	4.00	4.50	5.00	4.00	5.00	5.00	
Mode		5	3	3	4	5	5	5	5	5	

a. Multiple modes exist. The smallest value is shown

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Wild Wednesdays Activities	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Xbox e-league/game night	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Teen talks	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Swim team	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Teen arts	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Voice lessons	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Instrument lessons	How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Music recording
26	26	26	27	25	26	26	26
78	78	78	77	79	78	78	78
3.50	2.85	4.08	4.33	4.28	3.77	4.00	3.62
3.50	3.00	4.50	5.00	5.00	4.00	4.00	4.00
3 ^a	2	5	5	5	4 ^a	5	3 ^a

Frequency Table

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – All star basketball teams

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	1.0	3.8	3.8
	Slightly Important	4	3.8	15.4	19.2
	Moderately Important	7	6.7	26.9	46.2
	Very Important	5	4.8	19.2	65.4
	Extremely Important	9	8.7	34.6	100.0
	Total	26	25.0	100.0	
Missing	System	78	75.0		
	Total	104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Body + Fuel Cross Fit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	1.9	7.7	7.7
	Slightly Important	3	2.9	11.5	19.2
	Moderately Important	10	9.6	38.5	57.7
	Very Important	5	4.8	19.2	76.9
	Extremely Important	6	5.8	23.1	100.0
	Total	26	25.0	100.0	
Missing	System	78	75.0		
	Total	104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Non-contact boxing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	1.0	3.8	3.8
	Slightly Important	7	6.7	26.9	30.8
	Moderately Important	10	9.6	38.5	69.2
	Very Important	4	3.8	15.4	84.6
	Extremely Important	4	3.8	15.4	100.0
	Total	26	25.0	100.0	
Missing	System	78	75.0		
	Total	104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Milk street kitchen cooking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	3	2.9	11.5	11.5
	Moderately Important	7	6.7	26.9	38.5
	Very Important	10	9.6	38.5	76.9
	Extremely Important	6	5.8	23.1	100.0
	Total	26	25.0	100.0	
	Missing	System	78	75.0	
	Total	104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Girls Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	1.0	3.8	3.8
	Slightly Important	3	2.9	11.5	15.4
	Moderately Important	2	1.9	7.7	23.1
	Very Important	7	6.7	26.9	50.0
	Extremely Important	13	12.5	50.0	100.0
	Total	26	25.0	100.0	
Missing	System	78	75.0		
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Boys Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	4	3.8	15.4	15.4
	Moderately Important	1	1.0	3.8	19.2
	Very Important	7	6.7	26.9	46.2
	Extremely Important	14	13.5	53.8	100.0
	Total	26	25.0	100.0	
	Missing	System	78	75.0	
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Keystone Club

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	4	3.8	15.4	15.4
	Moderately Important	4	3.8	15.4	30.8
	Very Important	6	5.8	23.1	53.8
	Extremely Important	12	11.5	46.2	100.0
	Total	26	25.0	100.0	
	Missing	System	78	75.0	
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – College fellows

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	1	1.0	3.8	3.8
	Moderately Important	2	1.9	7.7	11.5
	Very Important	8	7.7	30.8	42.3
	Extremely Important	15	14.4	57.7	100.0
	Total	26	25.0	100.0	
	Missing	System	78	75.0	
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – SAT prep

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	1	1.0	3.8	3.8
	Moderately Important	1	1.0	3.8	7.7
	Very Important	8	7.7	30.8	38.5
	Extremely Important	16	15.4	61.5	100.0
	Total	26	25.0	100.0	
Missing	System	78	75.0		
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Wild Wednesdays Activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	1.0	3.8	3.8
	Slightly Important	5	4.8	19.2	23.1
	Moderately Important	7	6.7	26.9	50.0
	Very Important	6	5.8	23.1	73.1
	Extremely Important	7	6.7	26.9	100.0
Total		26	25.0	100.0	
Missing	System	78	75.0		
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Xbox e-league/game night

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	3	2.9	11.5	11.5
	Slightly Important	9	8.7	34.6	46.2
	Moderately Important	7	6.7	26.9	73.1
	Very Important	3	2.9	11.5	84.6
	Extremely Important	4	3.8	15.4	100.0
Total		26	25.0	100.0	
Missing	System	78	75.0		
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Teen talks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	3	2.9	11.5	11.5
	Moderately Important	5	4.8	19.2	30.8
	Very Important	5	4.8	19.2	50.0
	Extremely Important	13	12.5	50.0	100.0
	Total	26	25.0	100.0	
Missing	System	78	75.0		
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Swim team

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	1	1.0	3.7	3.7
	Moderately Important	4	3.8	14.8	18.5
	Very Important	7	6.7	25.9	44.4
	Extremely Important	15	14.4	55.6	100.0
	Total	27	26.0	100.0	
Missing	System	77	74.0		
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Teen arts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	1.0	4.0	4.0
	Slightly Important	1	1.0	4.0	8.0
	Moderately Important	2	1.9	8.0	16.0
	Very Important	7	6.7	28.0	44.0
	Extremely Important	14	13.5	56.0	100.0
	Total	25	24.0	100.0	
Missing	System	79	76.0		
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Voice lessons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	1.0	3.8	3.8
	Slightly Important	2	1.9	7.7	11.5
	Moderately Important	7	6.7	26.9	38.5
	Very Important	8	7.7	30.8	69.2
	Extremely Important	8	7.7	30.8	100.0
	Total	26	25.0	100.0	
Missing	System	78	75.0		
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Instrument lessons

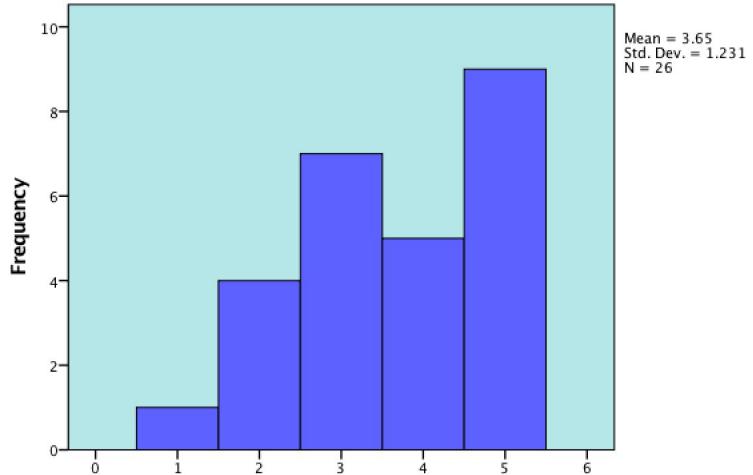
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	1.0	3.8	3.8
	Slightly Important	2	1.9	7.7	11.5
	Moderately Important	4	3.8	15.4	26.9
	Very Important	8	7.7	30.8	57.7
	Extremely Important	11	10.6	42.3	100.0
	Total	26	25.0	100.0	
Missing	System	78	75.0		
Total		104	100.0		

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Music recording

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	1.9	7.7	7.7
	Slightly Important	2	1.9	7.7	15.4
	Moderately Important	8	7.7	30.8	46.2
	Very Important	6	5.8	23.1	69.2
	Extremely Important	8	7.7	30.8	100.0
	Total	26	25.0	100.0	
Missing	System	78	75.0		
Total		104	100.0		

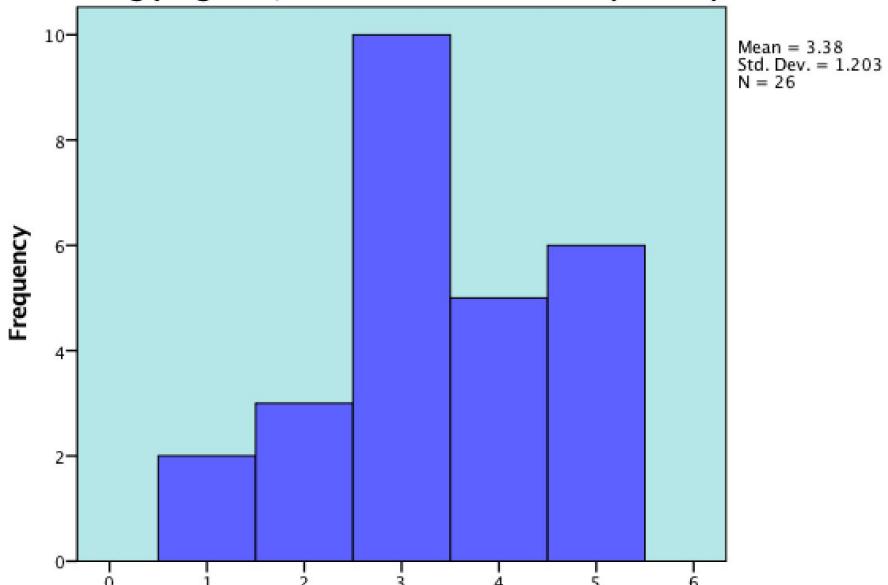
Question 18 - histograms:

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – All star basketball teams



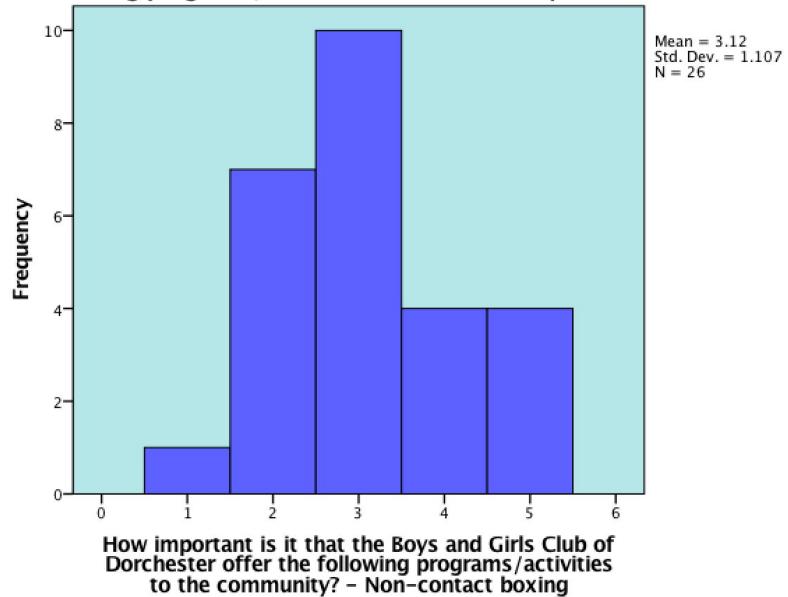
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – All star basketball teams

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Body + Fuel Cross Fit

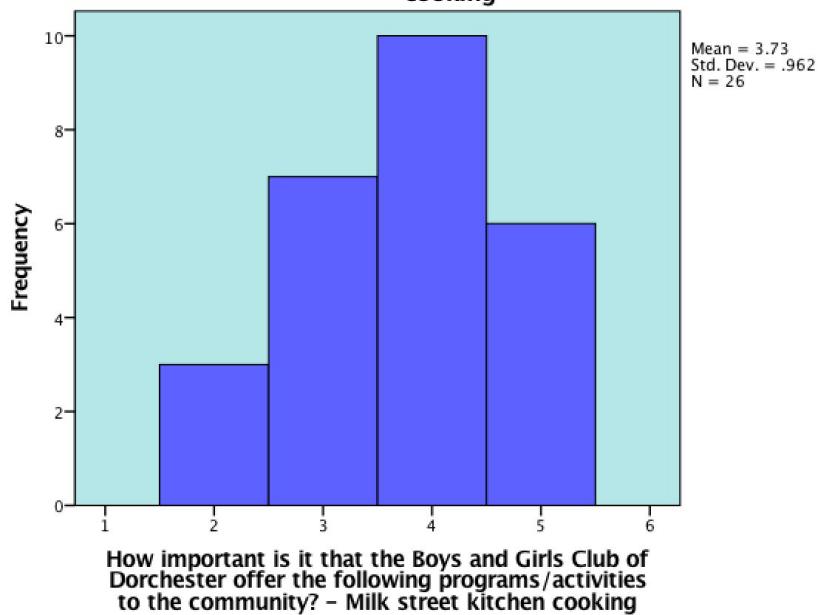


How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Body + Fuel Cross Fit

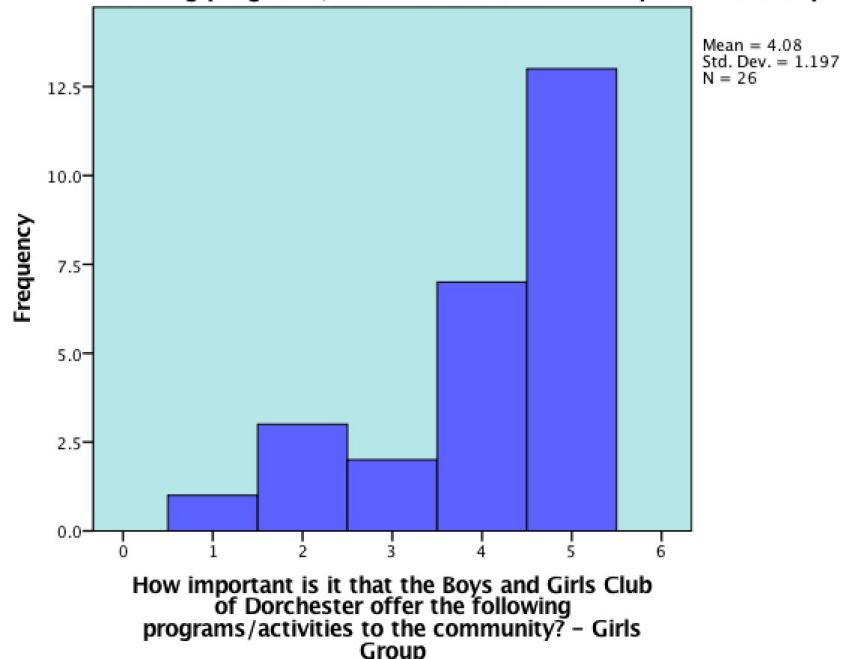
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Non-contact boxing



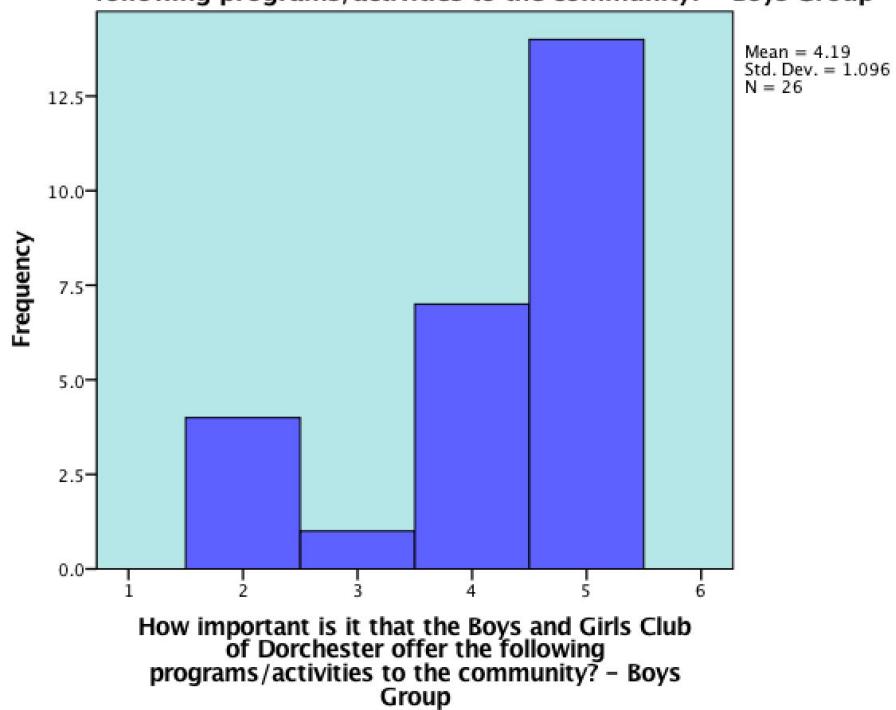
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Milk street kitchen cooking



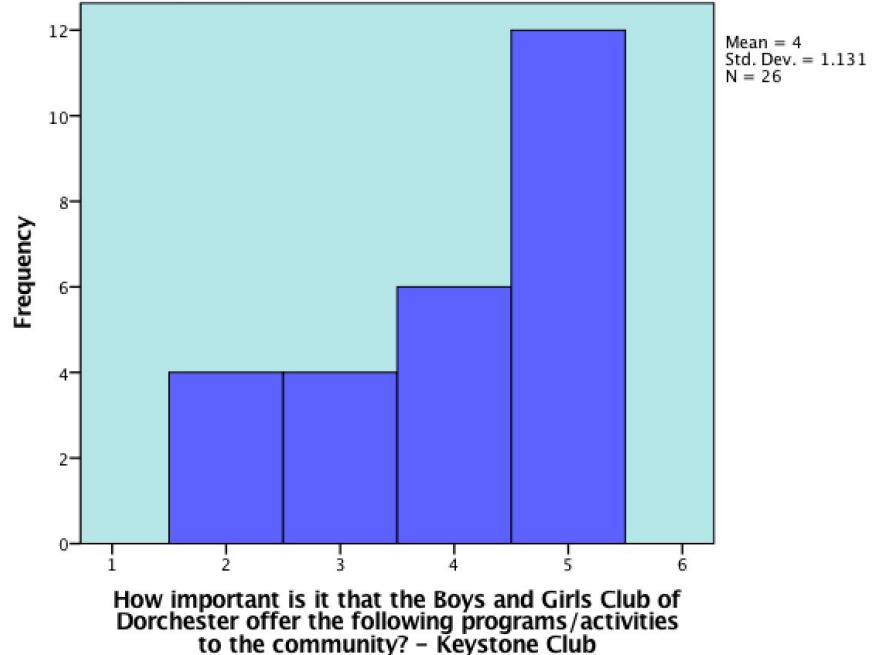
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Girls Group



How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Boys Group

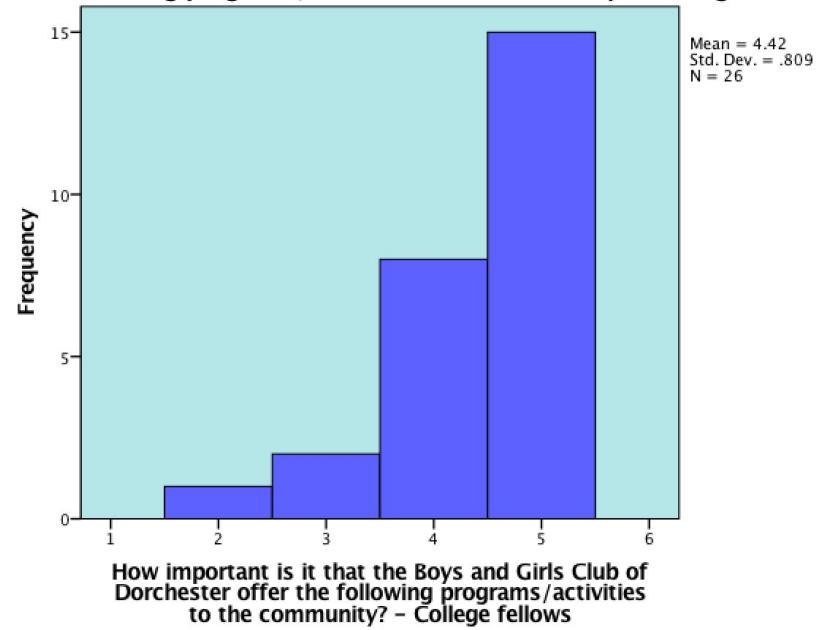


How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Keystone Club

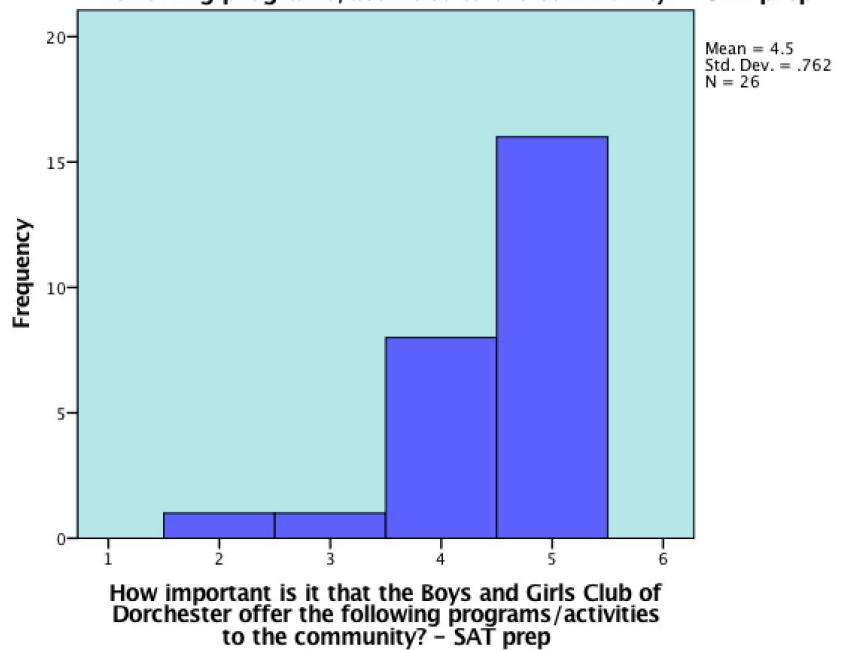


How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Keystone Club

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – College fellows

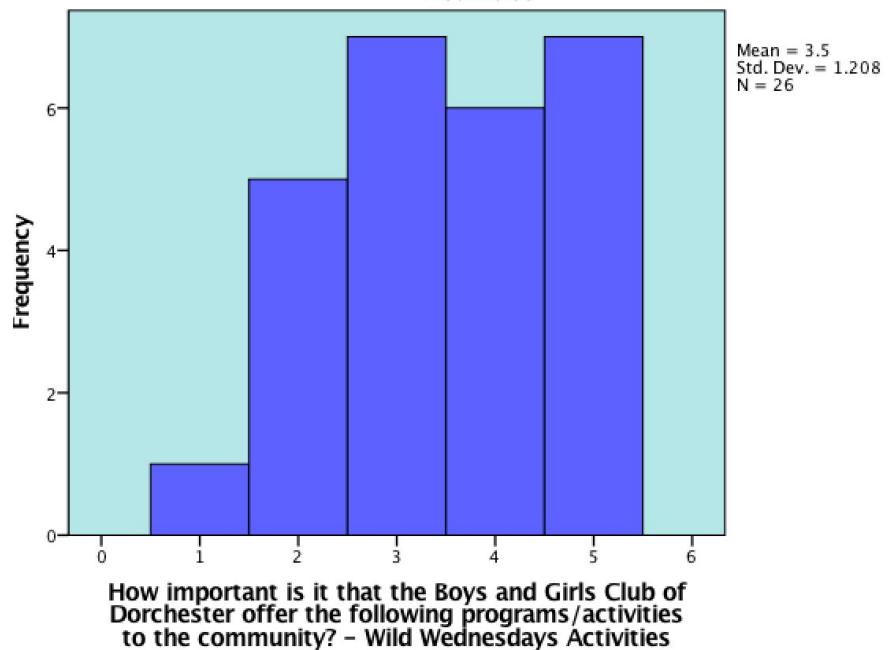


How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – SAT prep



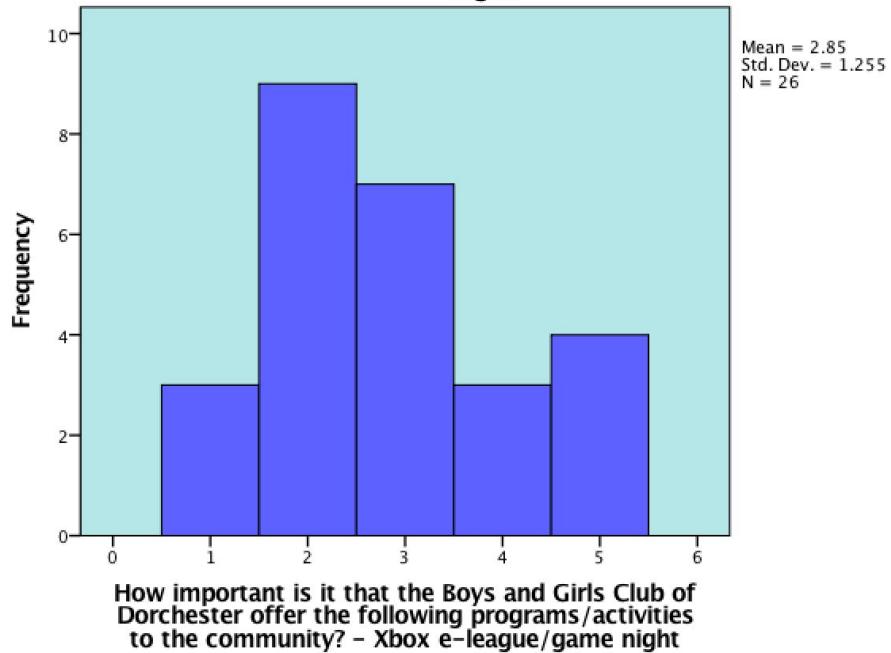
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – SAT prep

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Wild Wednesdays Activities



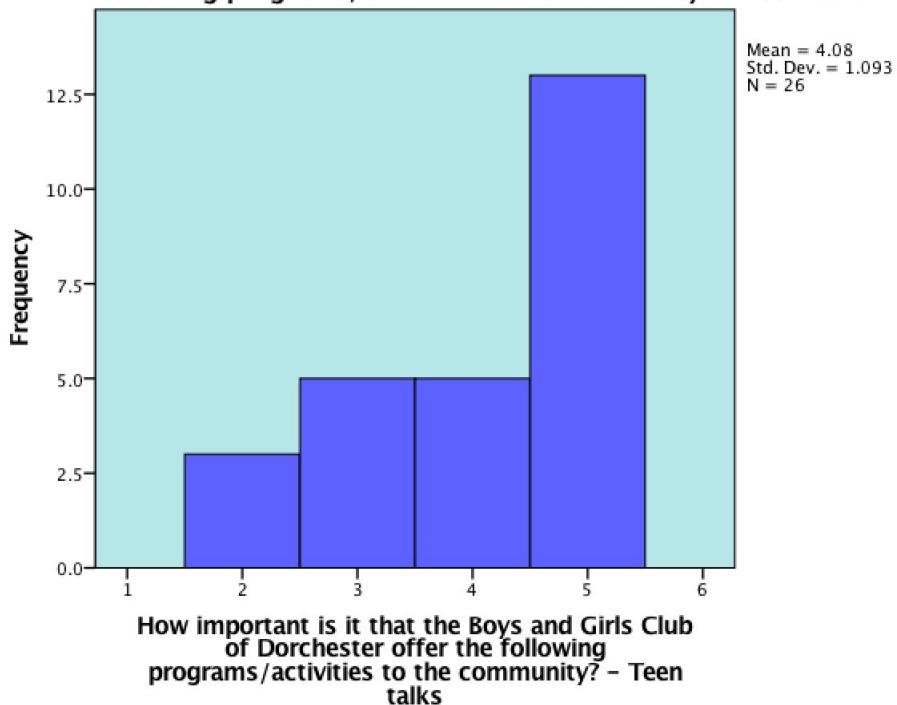
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Wild Wednesdays Activities

How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Xbox e-league/game night

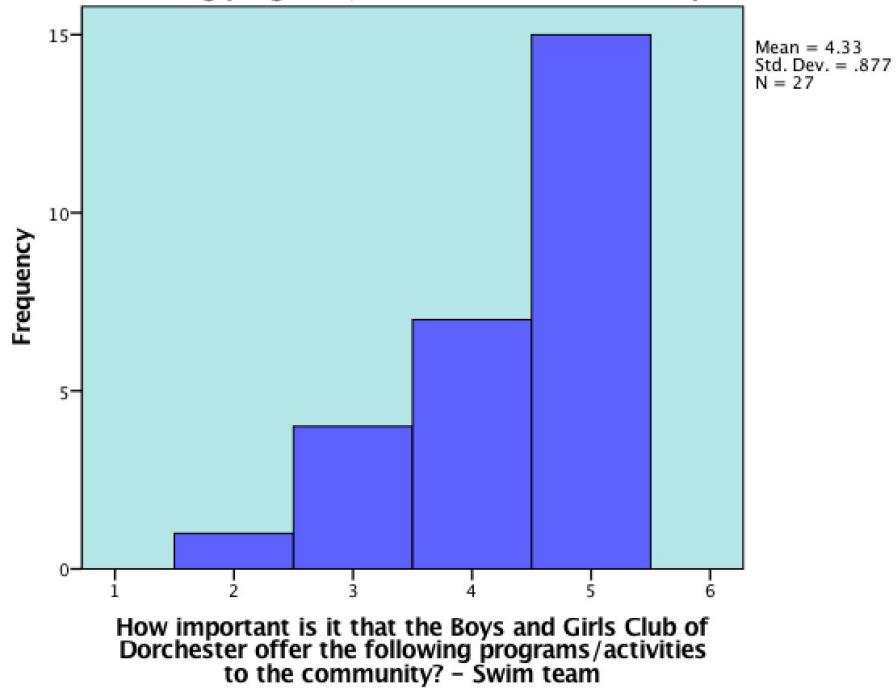


How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Xbox e-league/game night

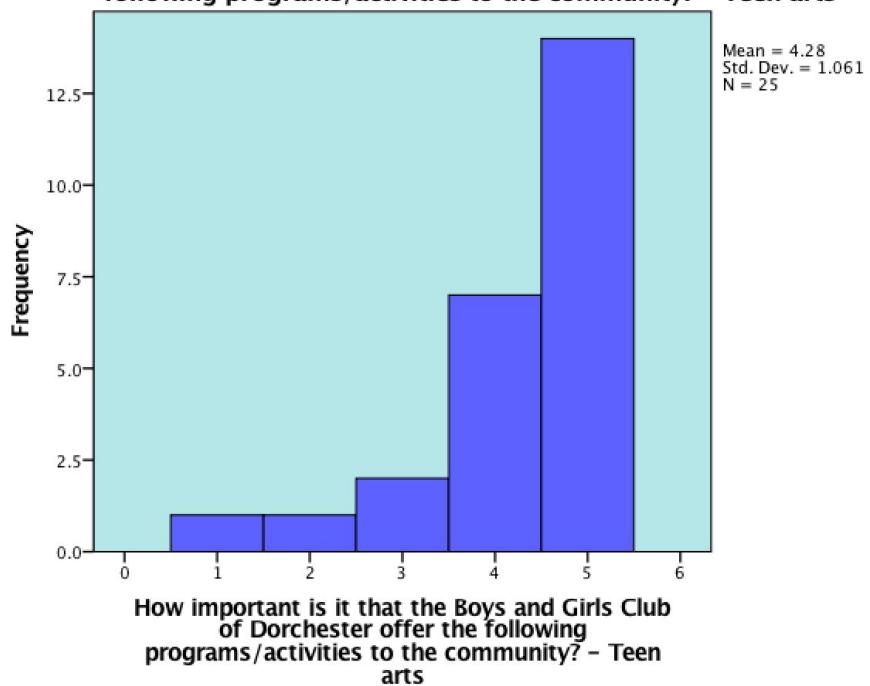
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? - Teen talks



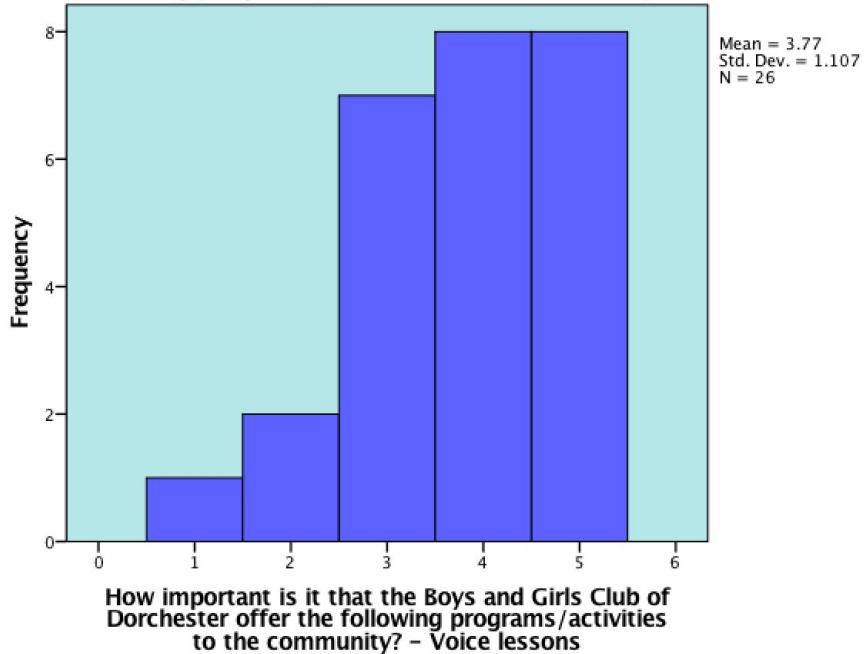
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Swim team



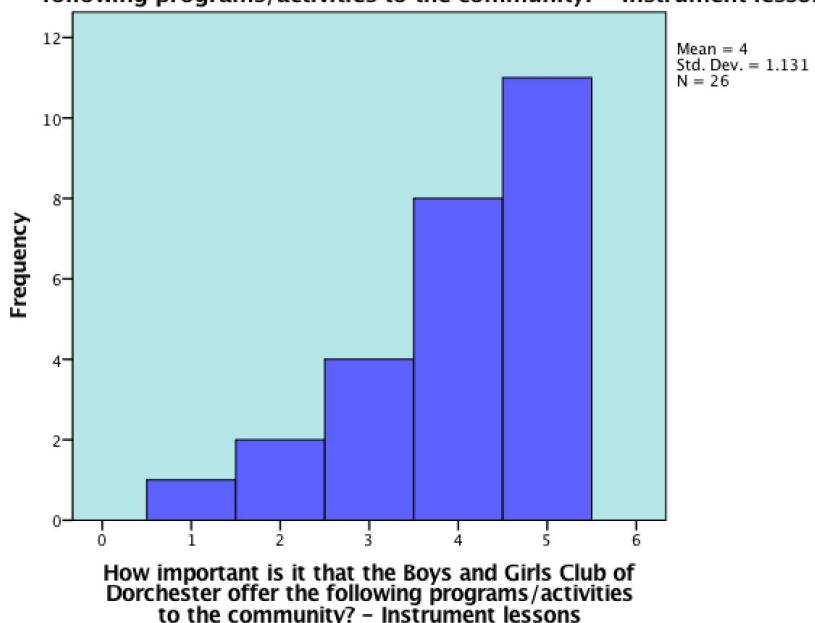
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Teen arts



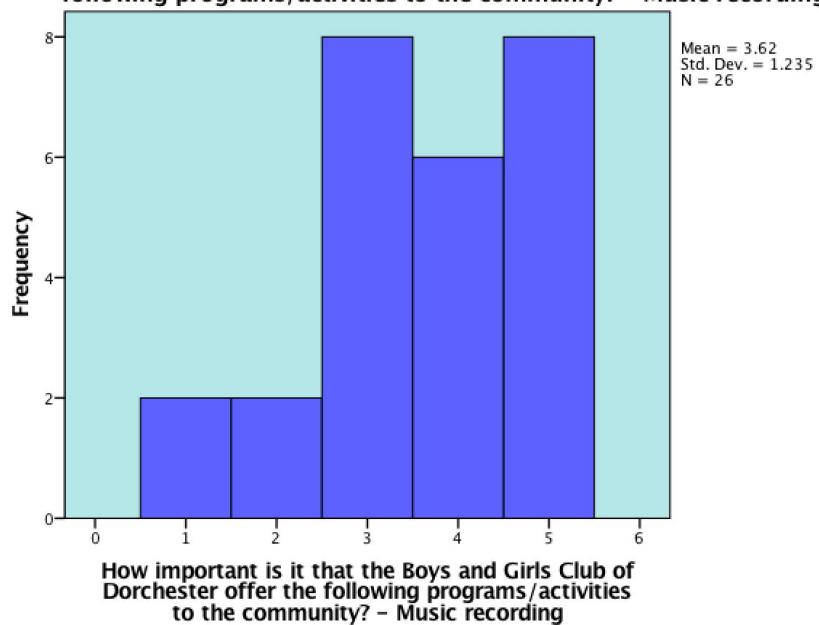
How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Voice lessons



How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Instrument lessons



How important is it that the Boys and Girls Club of Dorchester offer the following programs/activities to the community? – Music recording



Categories for open ended questions (Question 20 and question 23)

Frequencies

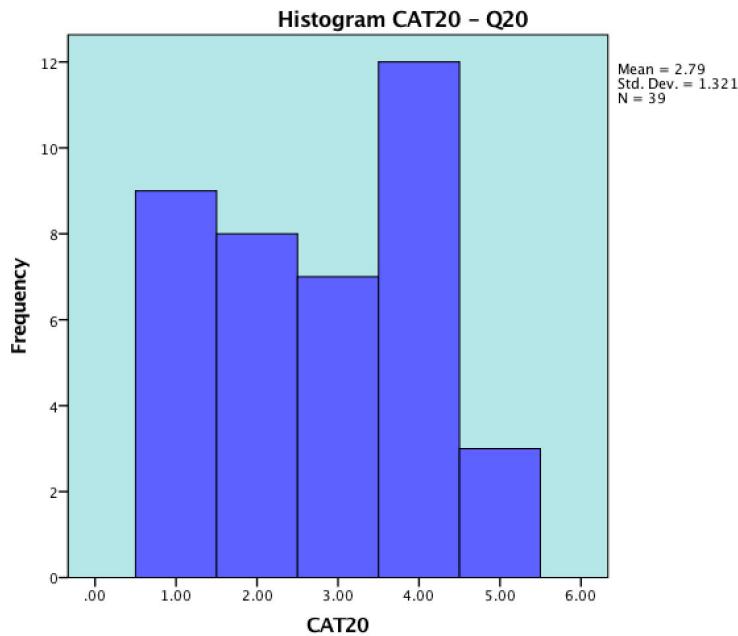
Statistics

CAT20

N	Valid	39
	Missing	65
Mode		4.00

CAT20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EDUCATION	9	8.7	23.1	23.1
	SPORT	8	7.7	20.5	43.6
	ARTS/HOSPITALITY	7	6.7	17.9	61.5
	LIFE	12	11.5	30.8	92.3
	VOLUNTEER	3	2.9	7.7	100.0
	Total	39	37.5	100.0	
Missing	System	65	62.5		
	Total	104	100.0		



Frequencies – CAT23 – Q23 – additional programs

Frequencies

Statistics

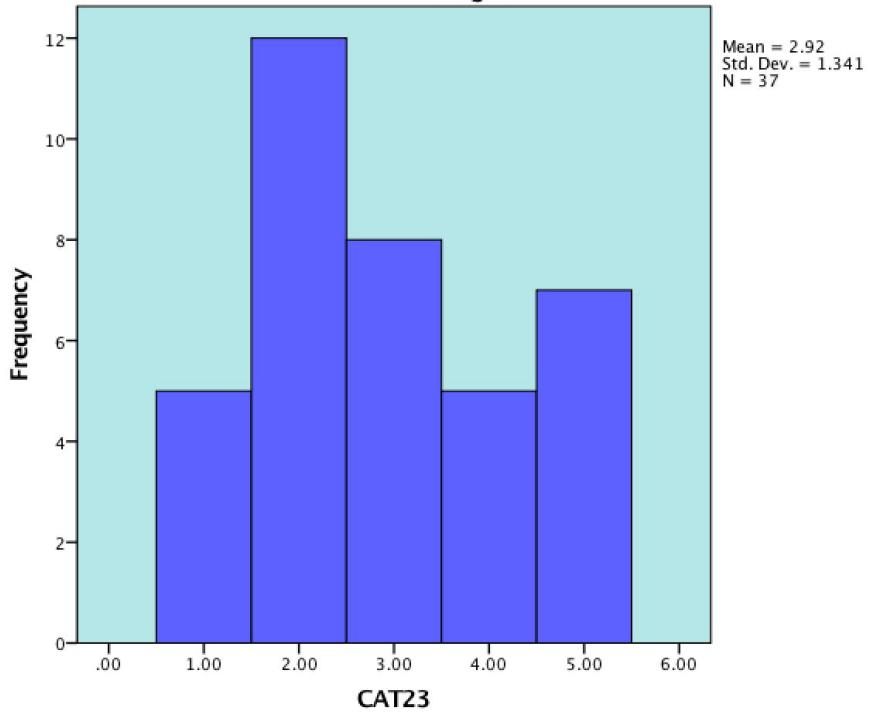
CAT23

N	Valid	37
	Missing	67
Mode		2.00

CAT23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Education	5	4.8	13.5	13.5
	SPORT	12	11.5	32.4	45.9
	ARTS/HOSPITALITY	8	7.7	21.6	67.6
	LIFE	5	4.8	13.5	81.1
	VOLUNTEER	7	6.7	18.9	100.0
	Total	37	35.6	100.0	
Missing	System	67	64.4		
	Total	104	100.0		

Histogram



Exhibits

Exhibit 1

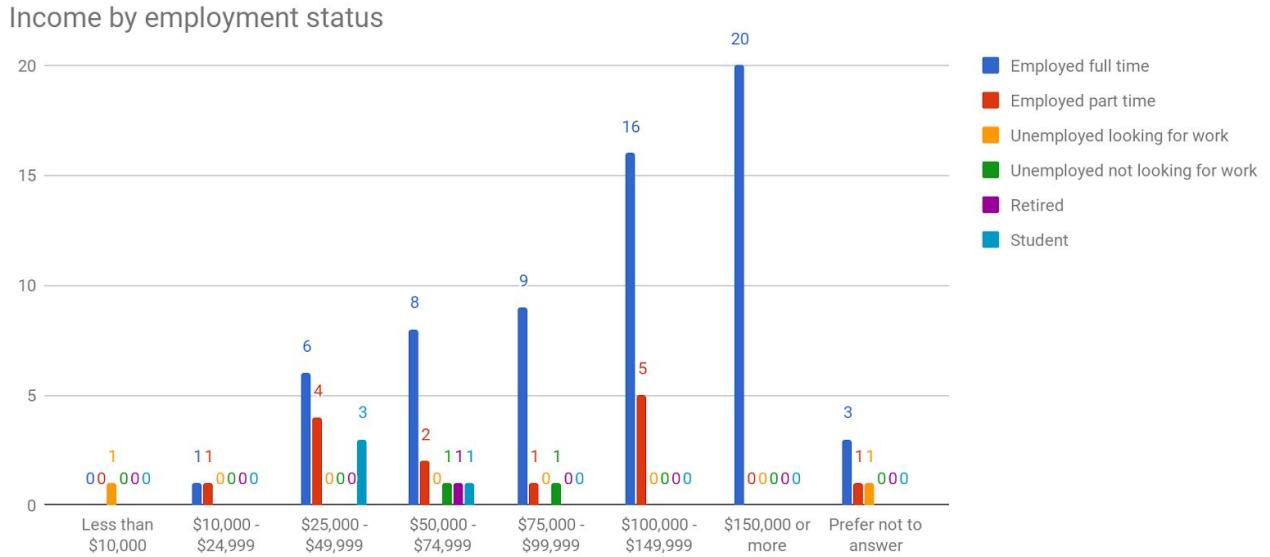


Exhibit 2

Employment by Do you have any children

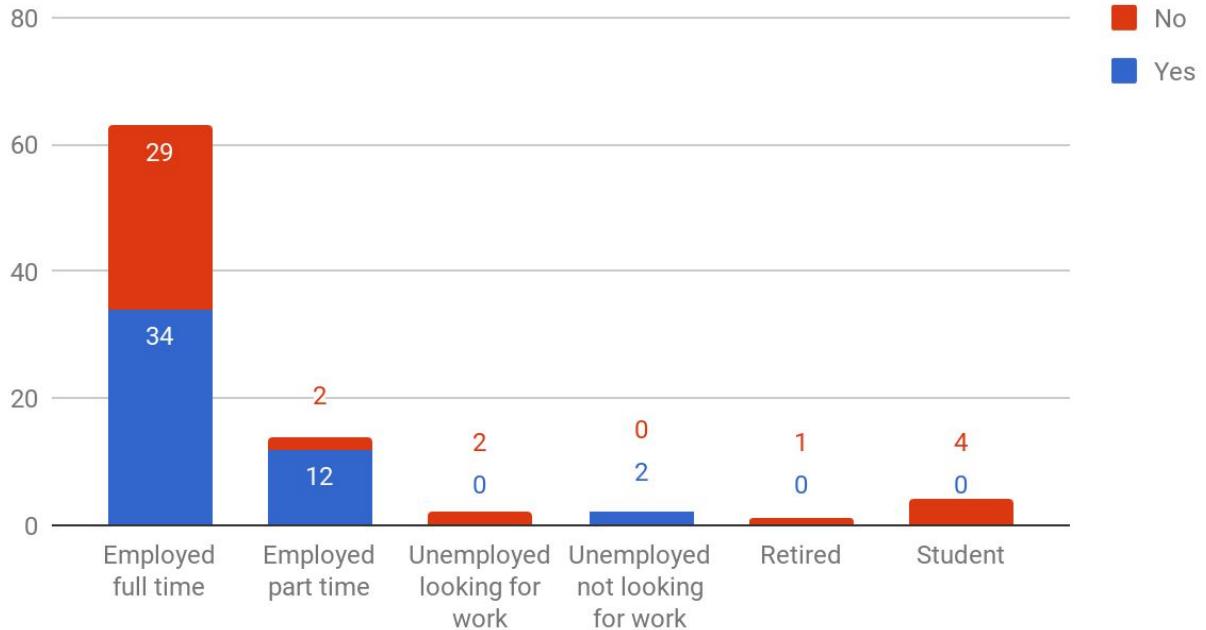
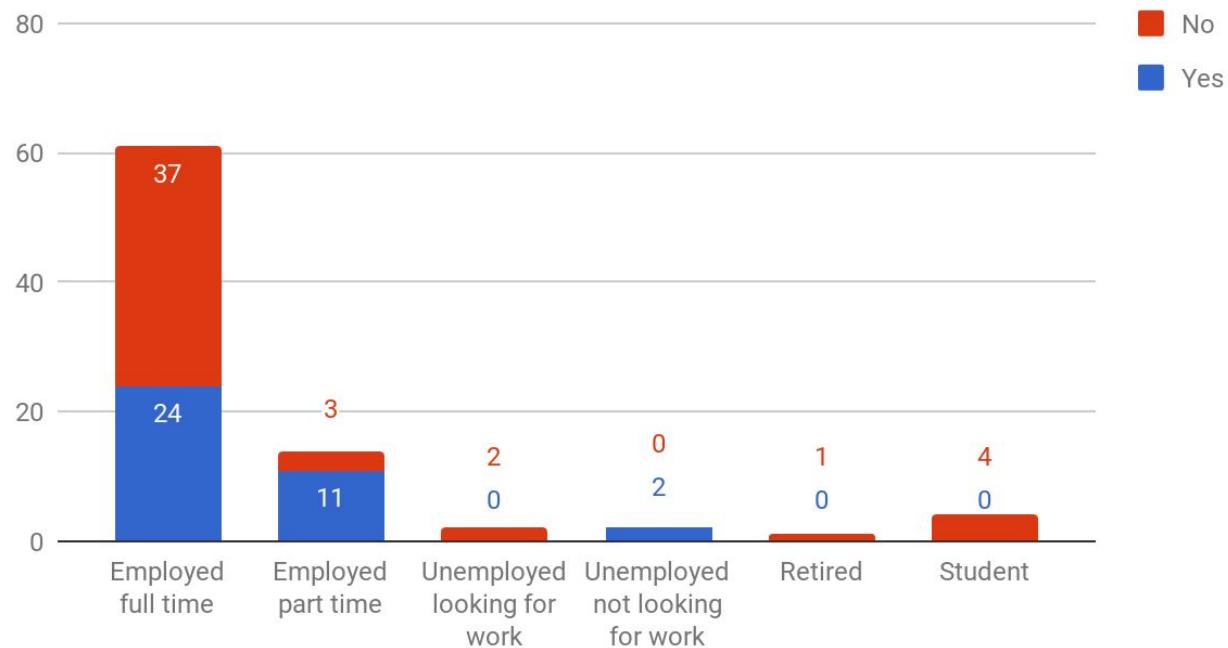


Exhibit 3

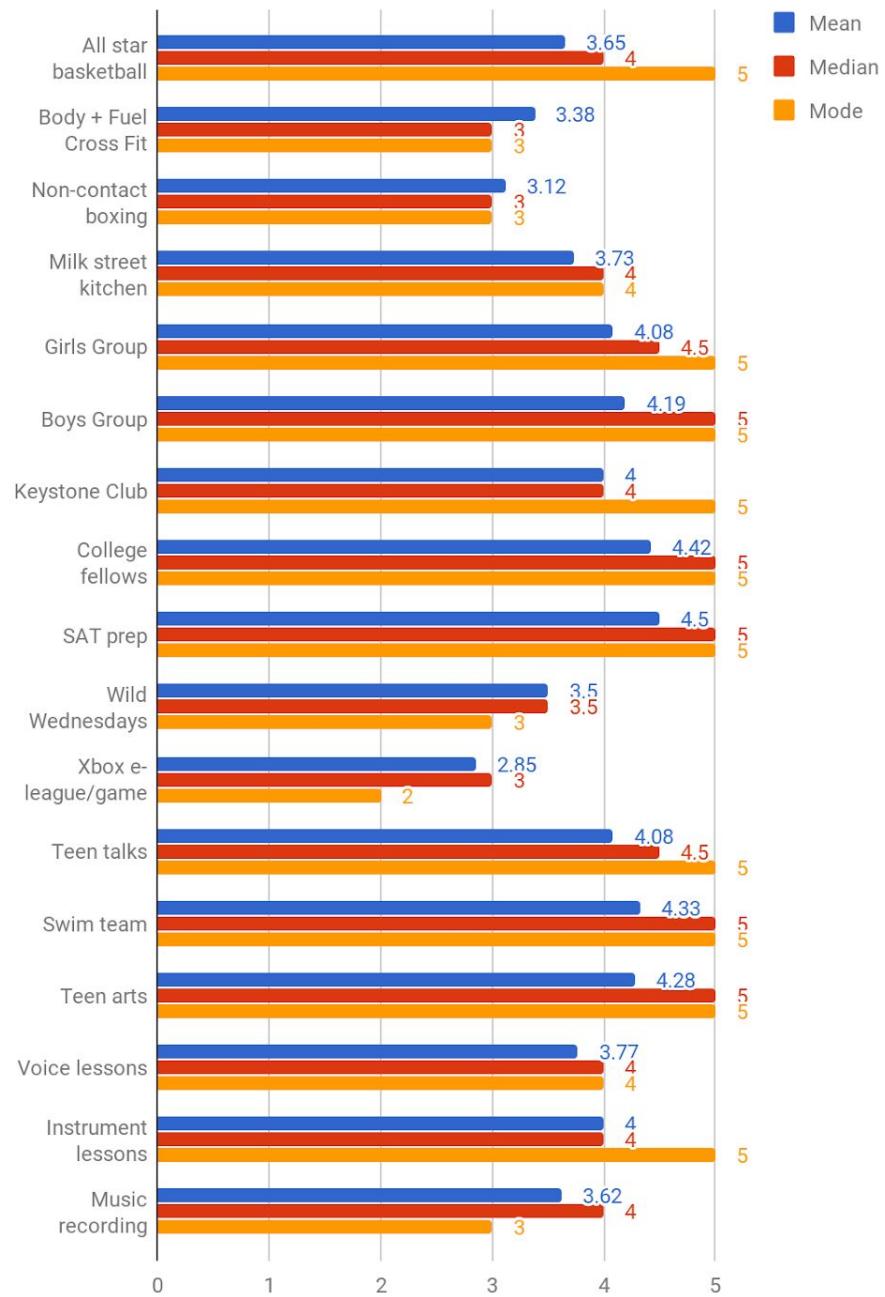
Employment by Participation at the BGCD



Respondents answered yes or no to question 9, do you have any children?

Exhibit 4

Mean, Median and Mode for Teen Activities by Importance



Scale: 1 = not important, 2 = slightly important, 3 = moderately important, 4 = very important, 5 = extremely important

References

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