

part III. primary market area performance

SBE Analytics








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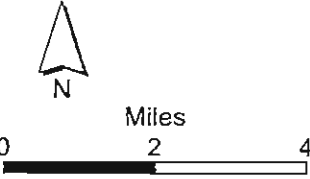
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existing household penetration

June 2008

Waynesboro Area YMCA






-  Waynesboro Area YMCA
-  80% of Members
- Block Groups**
-  0.0% - 1.2%
-  1.3% - 3.1%
-  3.2% - 5.3%
-  5.4% - 8.5%
-  8.6% - 11.9%

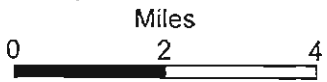


existing vs expected penetration

June 2008

Waynesboro Area YMCA



-  Waynesboro Area YMCA
-  80% of Members
- Block Groups**
-  Less than -1%
-  From -1% to 1%
-  Greater than 1%

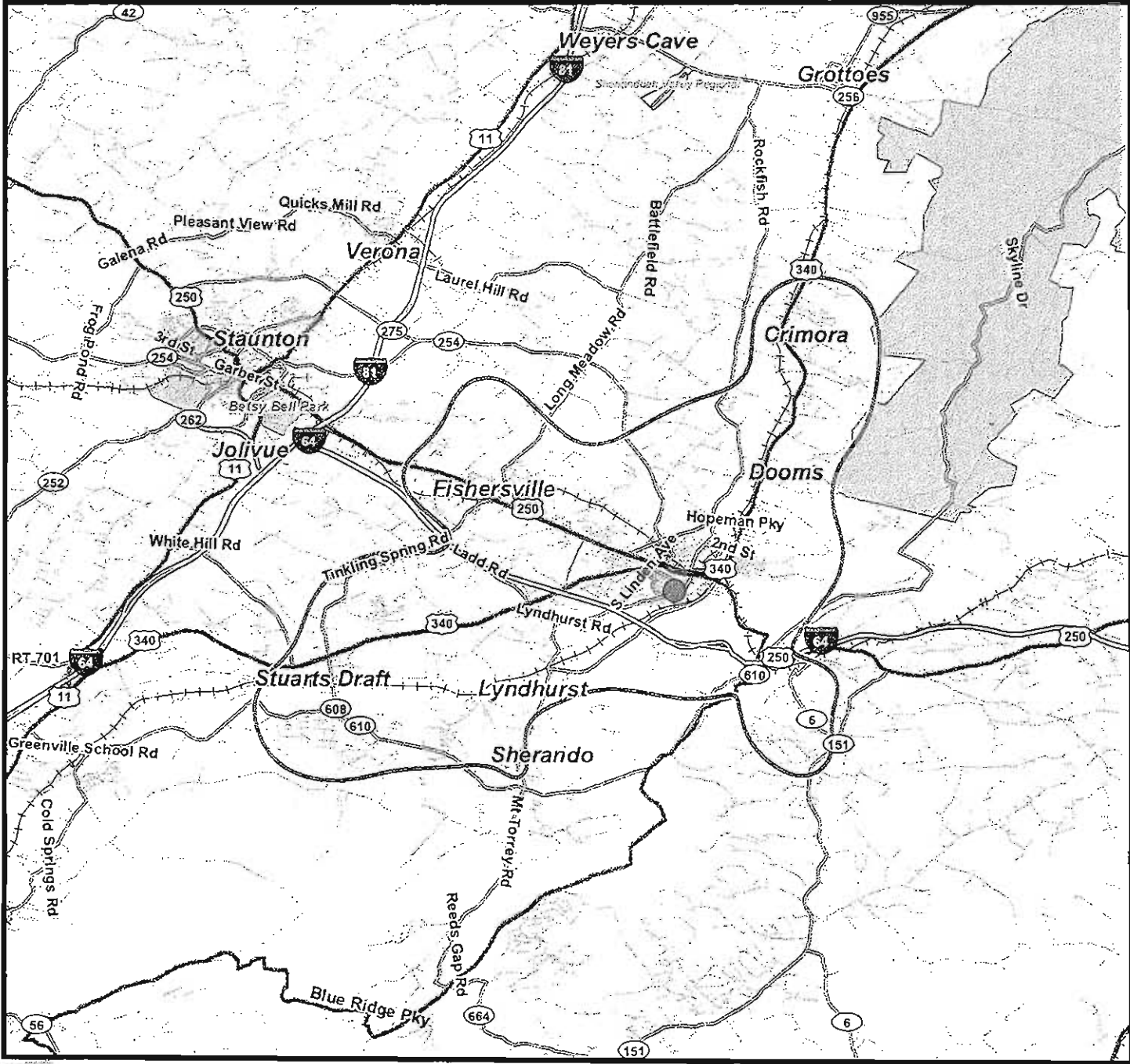


pma overlap

June 2008

Waynesboro Area
YMCA

-  Waynesboro Area YMCA
-  80% of Members



pma overlap statistics

June 2008

Waynesboro Area YMCA

market area overlap

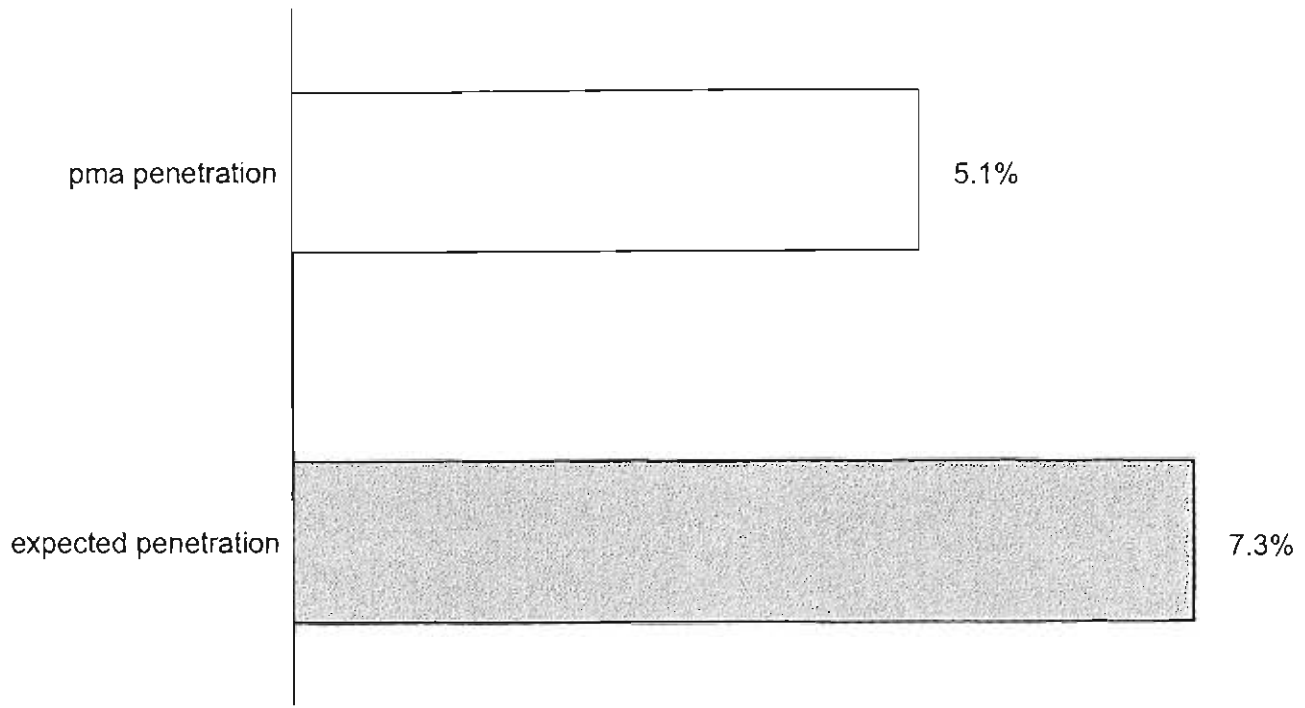
Branch	Member HHS	Overlapping Member HHS	Overlap %
Total: 0	0	0	0.0%



household penetration

June 2008

Waynesboro Area YMCA



existing member HHs	expected members	difference between existing and expected members
874	1,262	-388

part IV. Seer profiles

SEER Analytics™

C

seer profiles

	young families	working adults	established families	single boomers	empty nesters	seniors raising kids	senior citizens
income	below	below	above	below	above	below	below
education level	below	below	above	average	above	average	below
number of adults in household	average	below	above	below	above	above	below
presence of children under 18	above	below	above	below	below	above	below
rate of homeownership	average	below	above	below	above	above	above
home value	average	average	above	below	above	average	below
feel that staff are competent	average	below	below	average	average	above	above
feel that staff would notice if they stopped coming	average	below	below	average	average	average	above
perceive that YMCA is a good value for the money	average	below	below	average	average	average	above
aware of financial assistance to members in need	above	above	above	above	average	below	below
donated within the last 12 months	average	below	average	average	above	below	above
participate in exclusively individual activities	below	average	below	above	above	average	average
feel YMCA helped to meet health and fitness goals	average	below	below	average	above	average	above
perceive that YMCA is a good place for a family	above	above	above	average	average	below	below
developed friendships with YMCA members	average	below	average	average	average	below	above
are likely to recommend their YMCA to friends	average	below	below	average	average	average	above

This chart has been included in your PMA 360° to provide you with a general understanding of how the seer profiles are defined at a national level. Example: members who fall into the "young families" profile typically fall below the national average on household income.

seer profiles
statistics

June 2008

Waynesboro Area
YMCA

	members		pma	
	count	percent	count	percent
young families	20	2%	297	2%
working adults	280	29%	3,566	27%
established families	281	29%	2,481	19%
single boomers	114	12%	1,854	14%
empty nesters	151	16%	2,447	18%
seniors raising kids	6	1%	128	1%
senior citizens	104	11%	2,501	19%

seer profiles
characteristics

June 2008









Waynesboro Area
YMCA

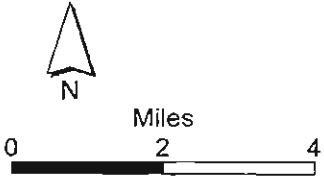
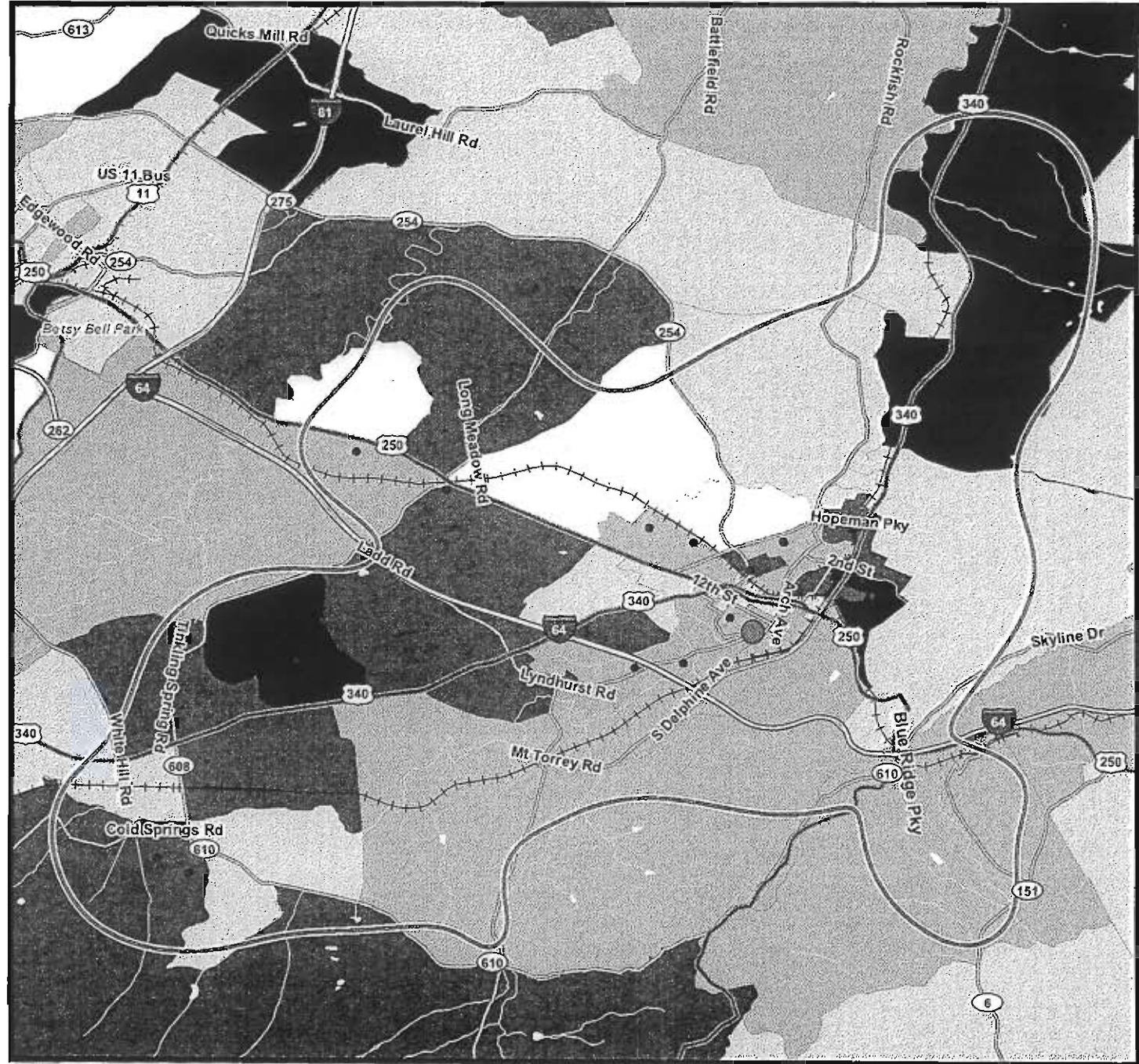
	average age members	median income members	length of residence members
young families	26	\$55,768	3
working adults	33	\$53,683	4
established families	44	\$61,527	6
single boomers	54	\$57,374	7
empty nesters	54	\$61,070	8
seniors raising kids	71	\$59,390	11
senior citizens	75	\$60,874	16

young families

June 2008

Waynesboro Area
YMCA

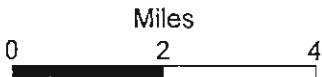
-  Waynesboro Area YMCA
 -  80% of Members
 -  Young Families
- Block Groups**
-  0.0% - 0.6%
 -  0.7% - 1.5%
 -  1.6% - 2.1%
 -  2.2% - 2.9%
 -  3.0% - 4.1%



working adults









June 2008
Waynesboro Area
YMCA

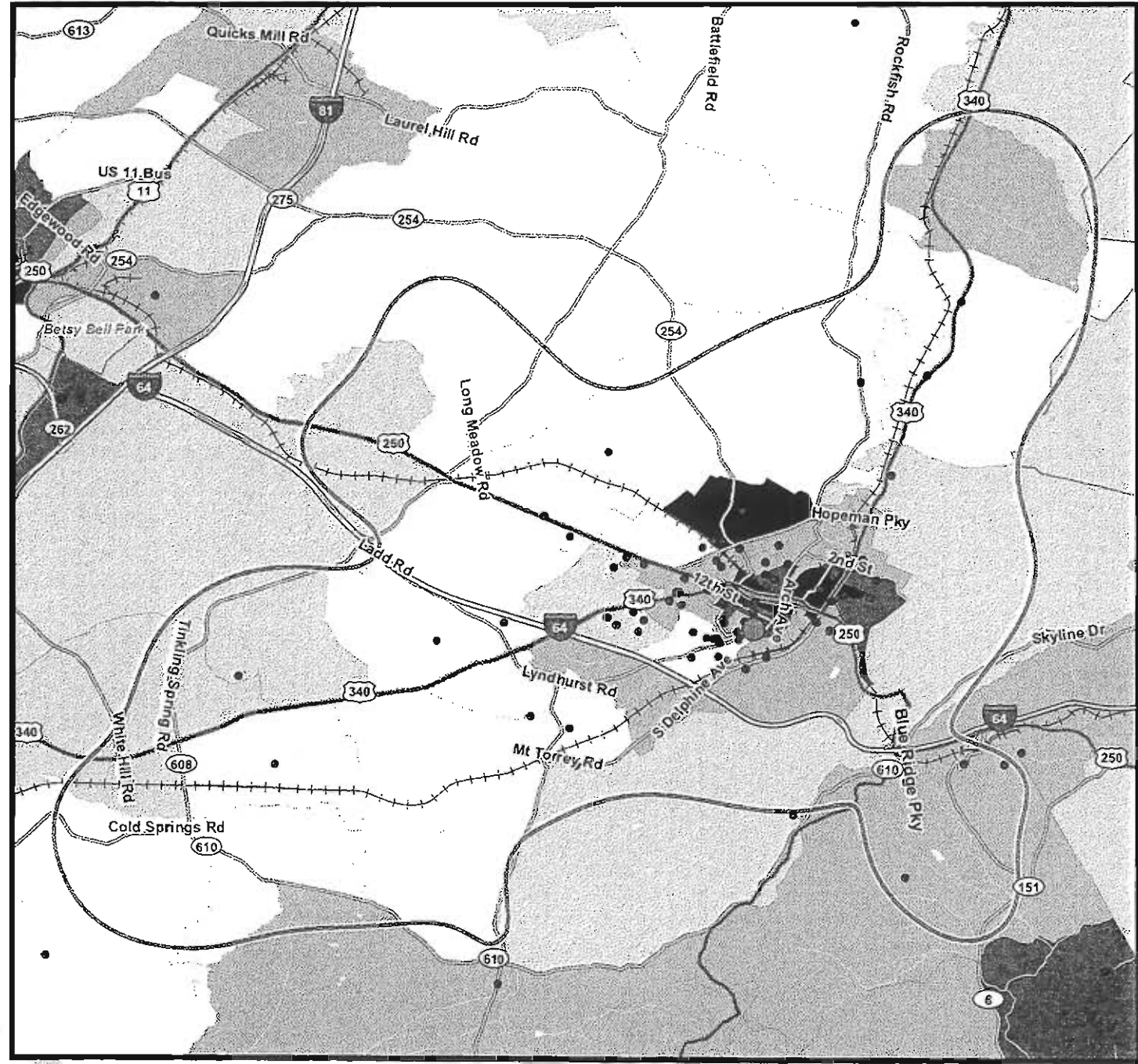
- Waynesboro Area YMCA
- ▭ 80% of Members
- Working Adults
- Block Groups**
- 13.8% - 20.0%
- ▨ 20.1% - 24.5%
- ▩ 24.6% - 29.7%
- 29.8% - 36.1%
- 36.2% - 45.6%



single boomers

June 2008
Waynesboro Area
YMCA

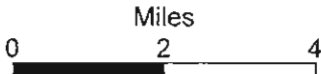
-  Waynesboro Area YMCA
-  80% of Members
-  Single Boomers
- Block Groups**
-  6.3% - 10.1%
-  10.2% - 14.1%
-  14.2% - 18.2%
-  18.3% - 22.1%
-  22.2% - 27.4%



empty nesters

June 2008
Waynesboro Area
YMCA









- Waynesboro Area YMCA
- ▭ 80% of Members
- Empty Nesters
- Block Groups**
- 6.1% - 12.0%
- ▨ 12.1% - 17.8%
- ▩ 17.9% - 22.4%
- 22.5% - 26.2%
- 26.3% - 31.9%



seniors raising kids

June 2008

Waynesboro Area
YMCA

-  Waynesboro Area YMCA
 -  80% of Members
 -  Seniors Raising Kids
- Block Groups**
-  0.0% - 0.3%
 -  0.4% - 0.8%
 -  0.9% - 1.4%
 -  1.5% - 2.0%
 -  2.1% - 3.2%



senior citizens

June 2008

Waynesboro Area
YMCA

● Waynesboro Area YMCA

▭ 80% of Members

● Senior Citizens

Block Groups

□ 8.4% - 11.2%

▨ 11.3% - 16.5%

▩ 16.6% - 20.8%

■ 20.9% - 27.0%

■ 27.1% - 32.7%

