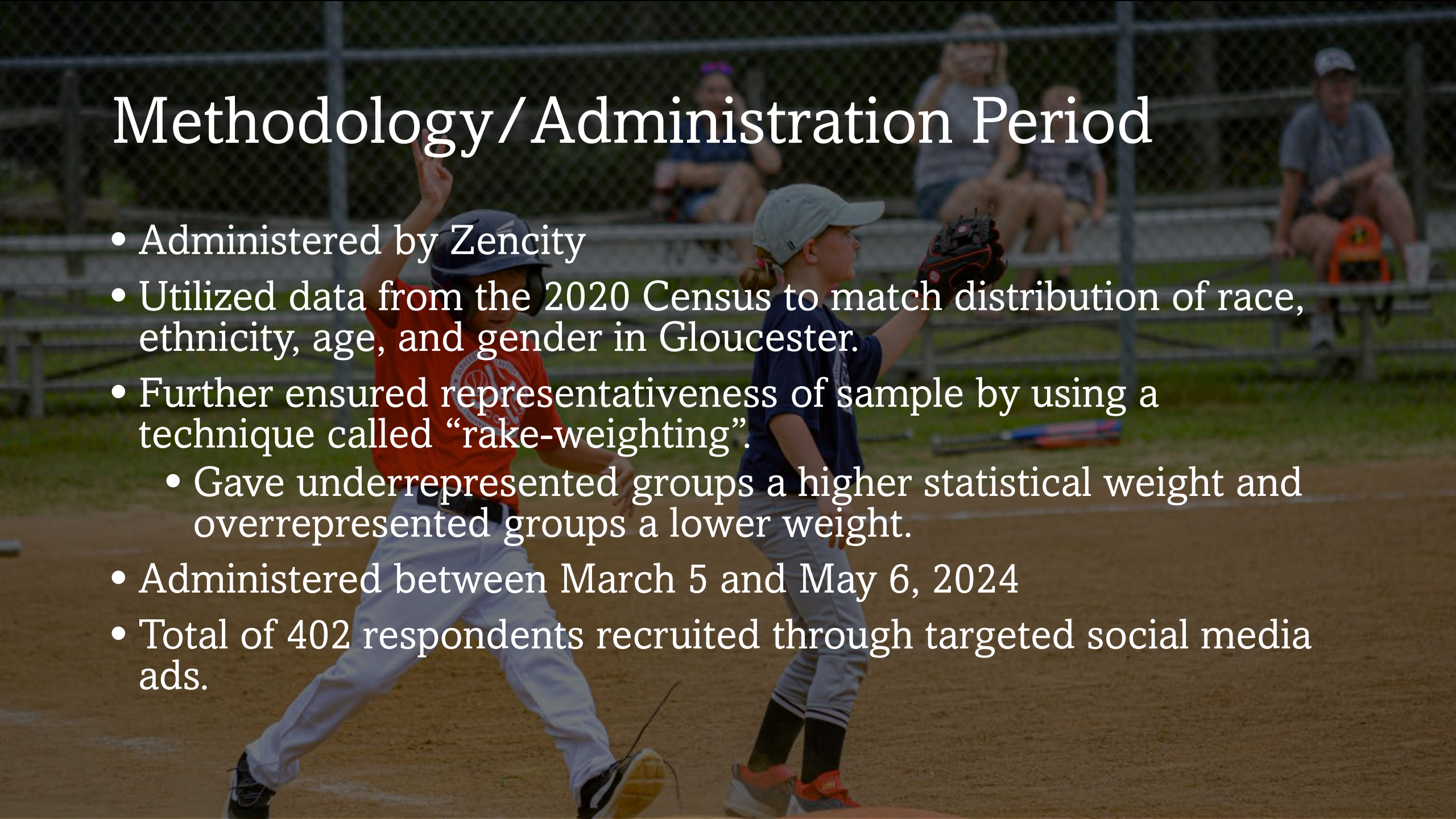




Youth Programming Needs Survey Results

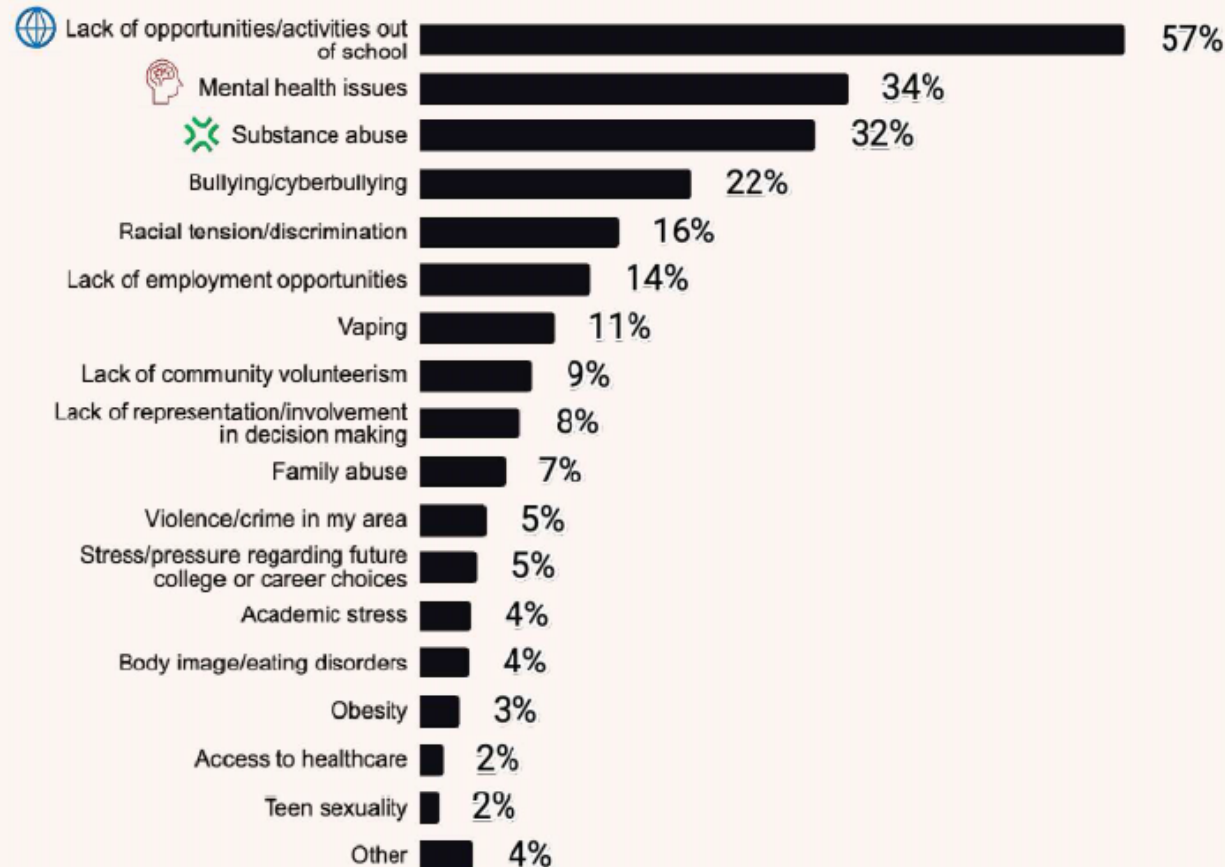
*Presented by
Steve Wright, MPA
Deputy County Administrator*

Methodology/Administration Period

- Administered by Zencity
 - Utilized data from the 2020 Census to match distribution of race, ethnicity, age, and gender in Gloucester.
 - Further ensured representativeness of sample by using a technique called “rake-weighting”.
 - Gave underrepresented groups a higher statistical weight and overrepresented groups a lower weight.
 - Administered between March 5 and May 6, 2024
 - Total of 402 respondents recruited through targeted social media ads.
- 

Biggest Issues Facing Youth: The majority of respondents (57%) think the biggest issue facing young people in Gloucester County is lack of opportunities/activities out of school. Mental health issues was the second most popular option (34%), followed by substance abuse (32%). Lack of opportunities/activities out of school was the most popular choice among all the listed demographics as well.

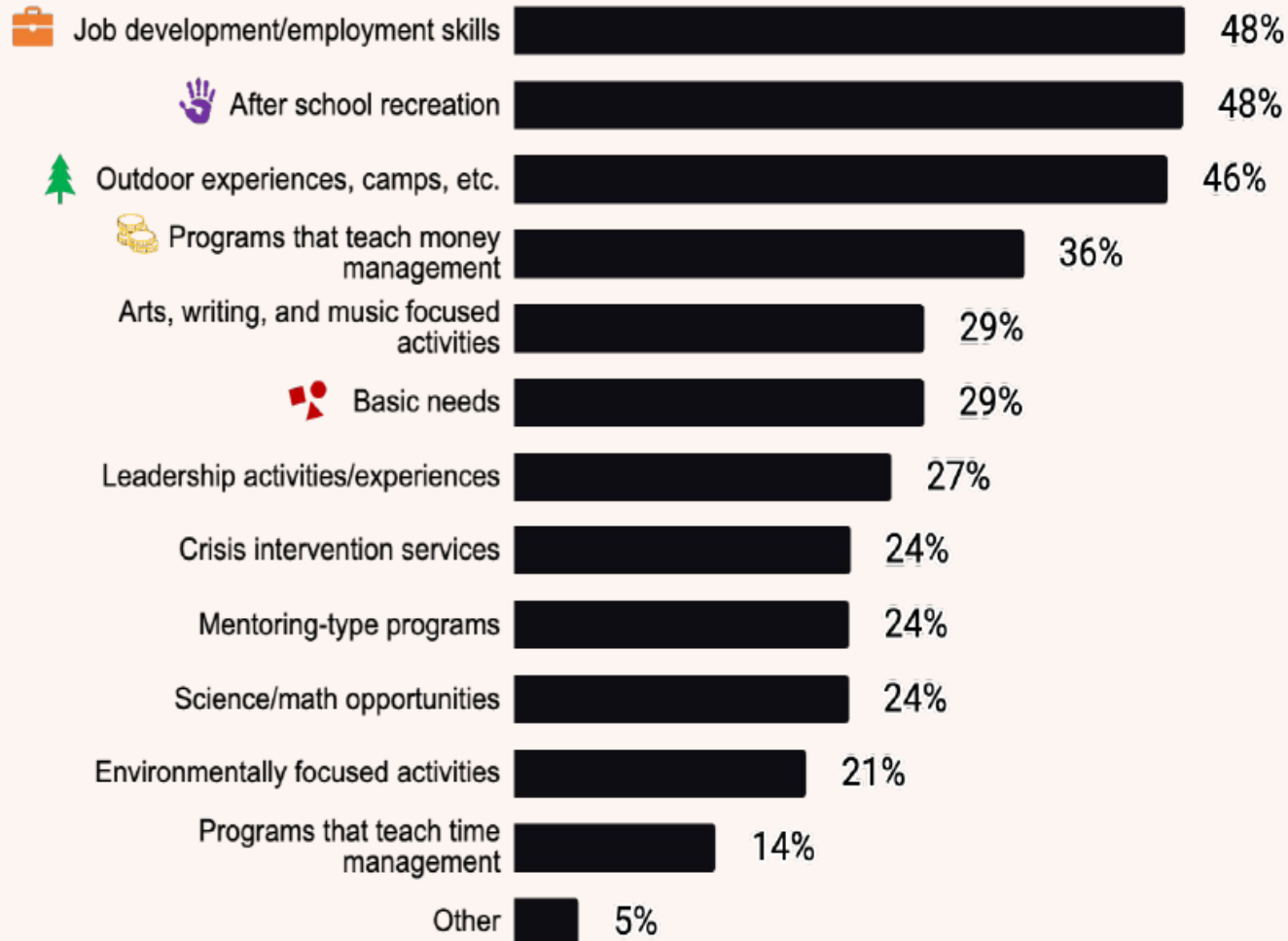
Q3: What do you think are the biggest issues young people face in Gloucester County?



Demographic	Top choice	Second choice
Female	64%	40%
Male	49%	28%
\$49,999 or less	57%	42%
\$50,000–\$149,999	59%	29%
\$150,000 or more	55%	39%
Children Under 18	65%	43%
No Children	50%	31%

Program Funding: 48% of respondents would like to see job development/employment skills or after school recreation funded for youth in Gloucester County. A further 46% reported wanting to see outdoor experiences funded. Job development/employment skills or after school recreation were the top choice across all the listed demographics, except for those in the lowest income bracket, for which the top choice was basic needs (54%).

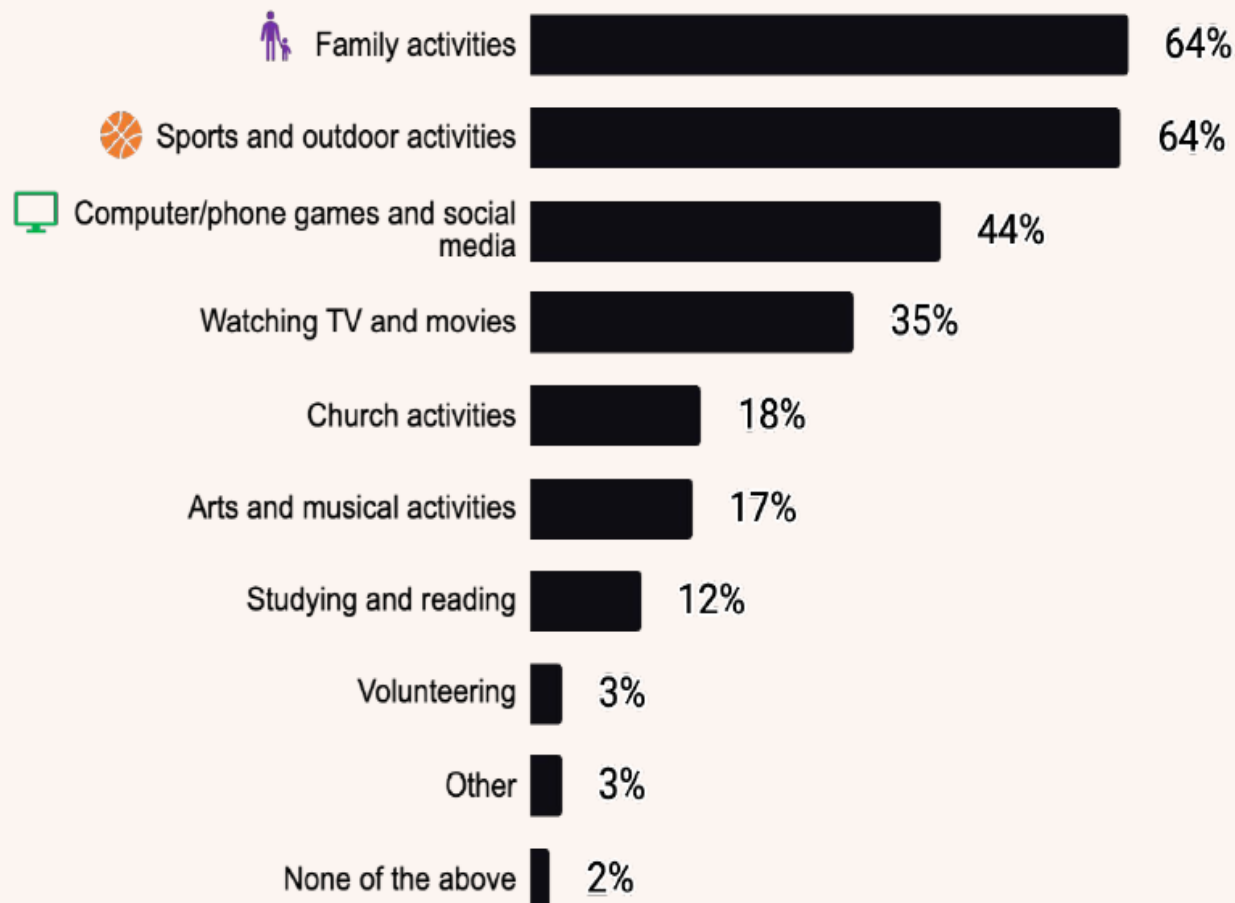
Q4: What programs would you most like to see funded for youth in Gloucester County?



Demographic	Top choice	Second choice
Female	Hand icon 59%	Tree icon 51%
Male	Briefcase icon 51%	Tree icon 41%
\$49,999 or less	Red triangle icon 54%	Coins icon 40%
\$50,000-\$149,999	Hand icon 54%	Tree icon 54%
\$150,000 or more	Briefcase icon 65%	Hand icon 51%
Children Under 18	Hand icon 57%	Tree icon 56%
No Children	Briefcase icon 51%	Hand icon 40%

Types of Activities: 64% of respondents that reported having children reported that their children most commonly participated in family activities or sports/outdoor activities in their free time. Family activities or sports were the top options for all listed demographic groups, other than those with children aged 11 and older, for which the top and second choices were sports/outdoor activities and computer/phone games and social media.

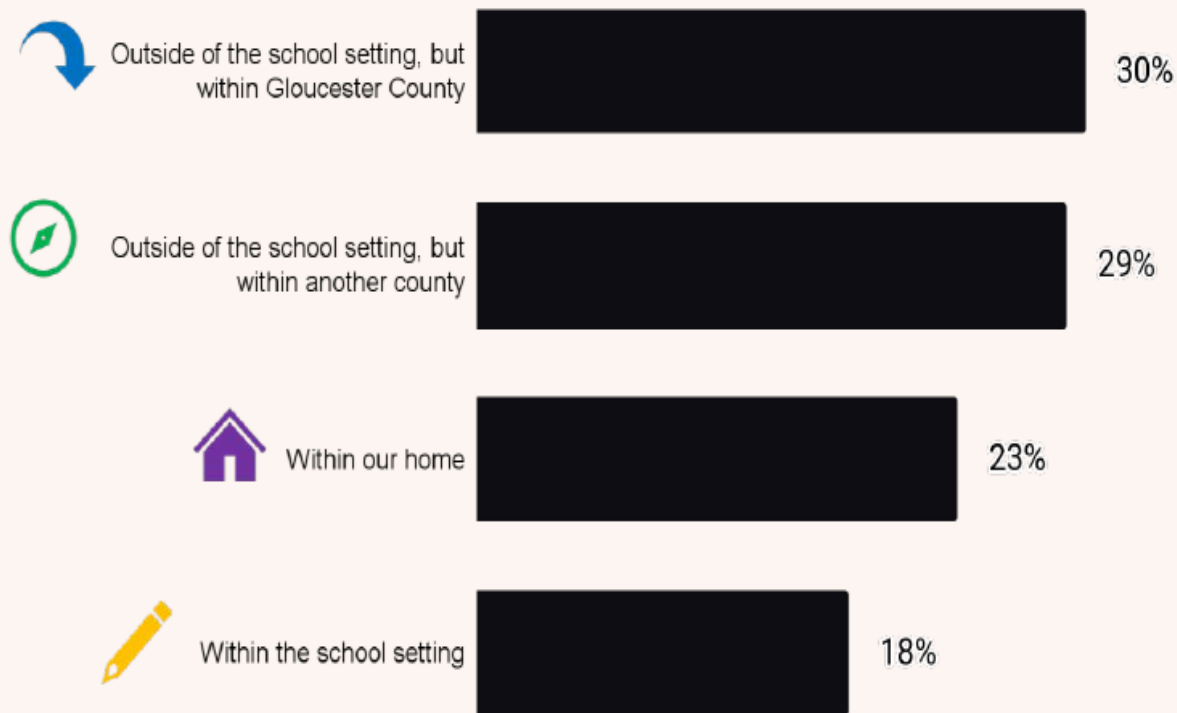
[if Q6 = Yes] **Q8: What activities does your child/children most commonly participate in during their free time?**



Demographic	Top choice	Second choice
18-34	Family activities 67%	Sports and outdoor activities 66%
35-54	Sports and outdoor activities 62%	Family activities 61%
55+	Family activities 71%	Sports and outdoor activities 58%
\$49,999 or less*	Sports and outdoor activities 64%	Family activities 61%
\$50,000-\$149,999	Family activities 66%	Sports and outdoor activities 59%
\$150,000 or more*	Sports and outdoor activities 86%	Family activities 73%
Children Under 5	Family activities 73%	Sports and outdoor activities 55%
Children 5-10	Family activities 73%	Sports and outdoor activities 67%
Children 11-15	Sports and outdoor activities 77%	Computer/phone games and social media 58%
Children 16-18*	Computer/phone games and social media 72%	Sports and outdoor activities 55%

Location of Activities: Respondents most commonly said that their children’s extracurricular activities took place outside of school setting, either within the county (30%) or outside the county (29%). This was the most popular choice among respondents aged over 35, those with children over the age of 5, and middle-income respondents. However, a notably high percentage of respondents in the highest income bracket reported that their children’s extracurricular activities took place in another county (47%).

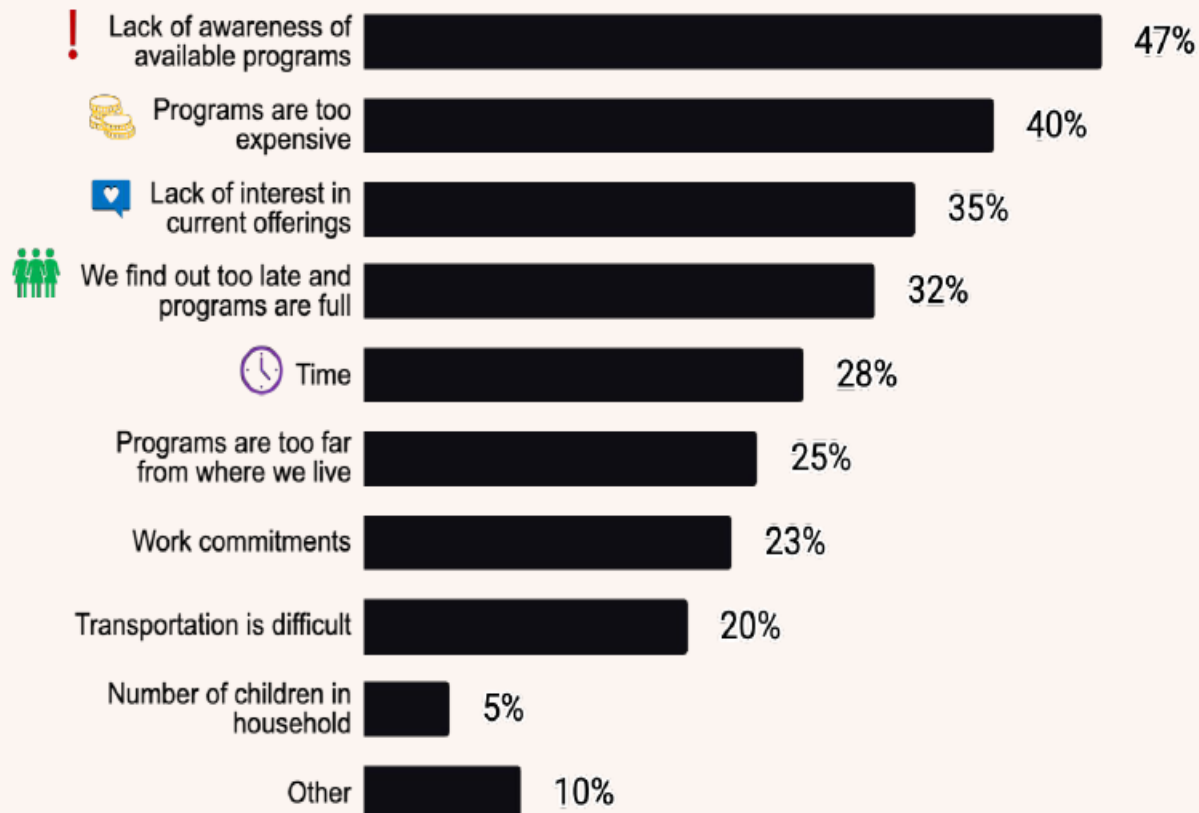
[if Q6= Yes] **Q12: Where does your child/children's extracurricular activities most often take place?**



Demographic	Top choice	Second choice
18-34	32%	30%
35-54	32%	27%
55+	42%	29%
\$49,999 or less*	34%	32%
\$50,000-\$149,999	35%	26%
\$150,000 or more*	47%	38%
Children Under 5	43%	31%
Children 5-10	37%	32%
Children 11-15	36%	30%
Children 16-18*	38%	30%

Barriers to Activities: 47% of respondents said lack of awareness of available programs is a barrier to their children participating in activities out of school time. This was the most popular response among those aged 18–34 (59%) and 35–54 (41%), those in the middle income bracket (49%), and those with children under 5 (57%). However, for low income respondents, the cost of programs was a much more notable barrier (73% selecting programs are too expensive).

[if Q6= Yes] **Q14: What barriers are there to your child/children participating in activities during out of school time?**




Demographic	Top choice	Second choice
18–34	59%	55%
35–54	41%	36%
55+	48%	35%
\$49,999 or less*	73%	45%
\$50,000–\$149,999	49%	39%
\$150,000 or more*	55%	38%
Children Under 5	57%	42%
Children 5–10	43%	40%
Children 11–15	42%	41%
Children 16–18*	56%	46%

Primary Take-Aways

- Residents desire more amenities and opportunities for their children/youth in general.
- Most extracurricular activities occur outside the school setting, with a large proportion of residents traveling outside the county for both family activities and sports participation.
- There needs to be some enhancement to how we market our opportunities, given the large proportion of respondents who cited lack of awareness as their primary barrier to participation.
- Enhancement of opportunities would require investment in infrastructure and staff. (We are already near capacity for County-driven programming.)

Related Accomplishments

- BOS approval of Prevention and Treatment Specialist at GHS
 - County collaboration with RCC and HR Workforce Council to expand vocational opportunities for Gloucester Youth
 - Board supported/ARPA fund-driven enhancement of existing athletic fields (e.g., Woodville)
 - Full-Service Schools programming to address youth mental health concerns
 - Enhancement of social media and digital/print marketing materials (e.g., Beehive)
- 
- A group of children are playing on a sandy beach. In the background, there is a body of water and trees. The children are wearing summer clothing like tank tops and shorts. One child is holding a purple bucket. The scene is bright and sunny.

What's Next?

- Continue to explore opportunities for enhancement of offerings for youth within Gloucester County.
- Consider investing in additional athletic infrastructure.
- Incorporate additional marketing/social media channels (e.g., Nextdoor) to enhance program awareness.



Youth Needs Survey: *Gloucester County, VA*

March-May 2024



Executive Summary

- The majority of respondents (57%) think the **biggest issue facing young people** in Gloucester County is **lack of opportunities/activities out of school**.
- Respondents would most like to see **job development/employment skills, after school recreation, and outdoor experiences** funded for youth in Gloucester County.
- Respondents most want to see **supervised outdoor recreation, workforce readiness, and free/low-cost programs**.
- 64% of respondents that reported having children reported that their children most commonly participated in **family activities** or **sports/outdoor activities** in their free time.
- **Sports** was the **community-based and school-based activity** that respondents most commonly reported their children participated in (52% and 41%, respectively).
- Respondents most commonly said that their children's extracurricular activities took place **outside of school setting**.
- 60% of respondents said **their children would be interested in programs** about **animals**, and 59% said **sports** programs if they were to be made available in Gloucester County.
- **Lack of awareness** was the most commonly reported **barrier** for children not participating in activities during out of school time. **Cost** was the most common barrier for parents of 5 to 10 year olds and low income respondents.

| 01

Methodology

Methodology

Sample

402 respondents were recruited online between **March 5th and May 6th 2024**, using targeted ads on various platforms (e.g., social media, apps for Android and IOS) as well as online survey panels. Using data from the **US Census Bureau**, this survey employed quotas to match the distribution of **race, ethnicity, age, and gender** in Gloucester County, ensuring that the sample represents the entire population of county.

Weighting

To make sure our sample is representative, a technique called **rake-weighting** was used to balance out any remaining differences between the makeup of the survey respondents and the community. This process serves as a **statistical safeguard** against any demographic group being overrepresented or underrepresented in the final score calculations by giving **overrepresented groups a lower weight** and **underrepresented groups a higher weight** in the analysis.

| 02

Youth Programming

Biggest Issues Facing Youth: The majority of respondents (57%) think the biggest issue facing young people in Gloucester County is lack of opportunities/activities out of school. Mental health issues was the second most popular option (34%), followed by substance abuse (32%). Lack of opportunities/activities out of school was the most popular choice among all the listed demographics as well.

Q3: What do you think are the biggest issues young people face in Gloucester County?



Demographic	Top choice	Second choice
Female	64%	40%
Male	49%	28%
\$49,999 or less	57%	42%
\$50,000-\$149,999	59%	29%
\$150,000 or more	55%	39%
Children Under 18	65%	43%
No Children	50%	31%

Program Funding: 48% of respondents would like to see job development/employment skills or after school recreation funded for youth in Gloucester County. A further 46% reported wanting to see outdoor experiences funded. Job development/employment skills or after school recreation were the top choice across all the listed demographics, except for those in the lowest income bracket, for which the top choice was basic needs (54%).

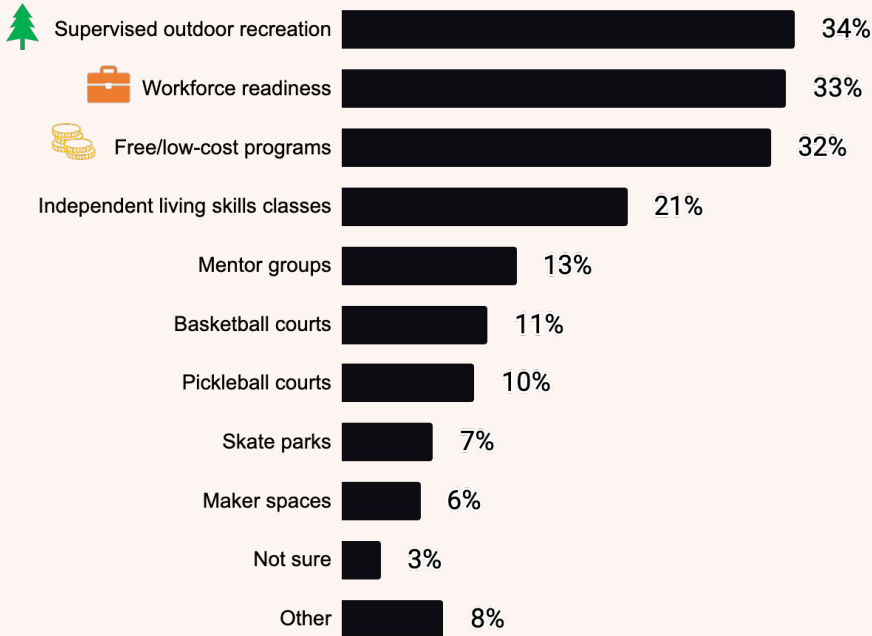
Q4: What programs would you most like to see funded for youth in Gloucester County?



Demographic	Top choice	Second choice
Female	59%	51%
Male	51%	41%
\$49,999 or less	54%	40%
\$50,000–\$149,999	54%	54%
\$150,000 or more	65%	51%
Children Under 18	57%	56%
No Children	51%	40%

Opportunities for Youth: Respondents most commonly reported wanting to see supervised outdoor recreation (34%), workforce readiness (33%), and free/low-cost programs (32%). Supervised outdoor recreation was the top or second choice for each of the analysed demographic groups. Moreover, a notably high percentage of low income respondents and respondents with children reported wanting to see free/low cost programming made available for youth in Gloucester (46%, and 47%, respectively).

Q5: What amenities and opportunities would you most like to see for youth in Gloucester?



Demographic	Top choice	Second choice
Female	43%	32%
Male	36%	36%
\$49,999 or less	46%	32%
\$50,000-\$149,999	35%	34%
\$150,000 or more	38%	30%
Children Under 18	47%	34%
No Children	41%	34%

Additional Feedback: When asked for any additional feedback regarding youth programming within Gloucester County, many respondents mentioned a need for more activities in general, and many shared interest in an indoor space for youth or a rec center.

Q17: Is there anything else you would like to share with us regarding youth programming within Gloucester County?



“Board of Supervisors want to build revenue and provide shops and retail, but our youth are leaving the County once out of high school because there are just no recreational areas or activities.”

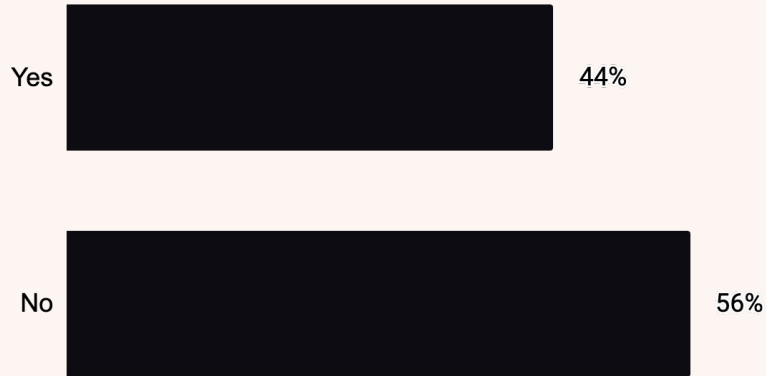
“Please open up a pool, and a recreation center for the youth and families in the area. We have to drive to Williamsburg a lot for recreation because there’s no pool or splash pad or activities to do for youth.”

“Our kids need things to do in the county; healthy options for spending their free time. Bowling, mini golf, recreation center that is a cool safe place to hang out and be social, outdoor event venue, etc.”

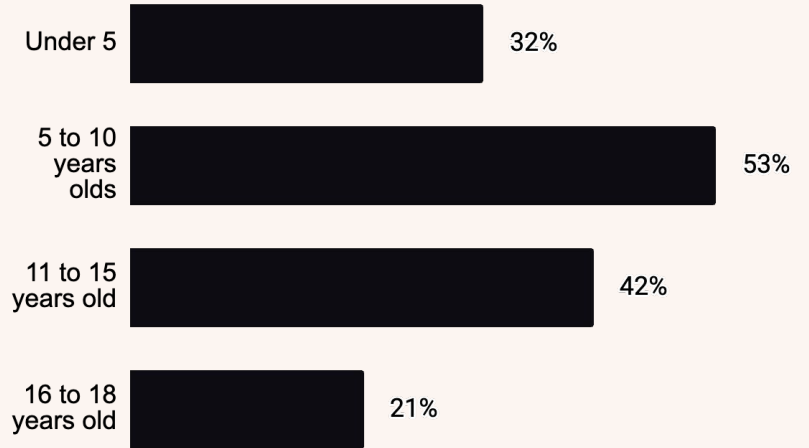
[Link to open text responses](#)

Children in the Household: 56% of respondents reported not having children under the age of 18 in their household. However, of the 44% that do, the majority (53%) reported having children aged 5 to 10, and a further 42% reported having children aged between 11 and 15 years old.

Q6: Do any children under the age of 18 live in your household?

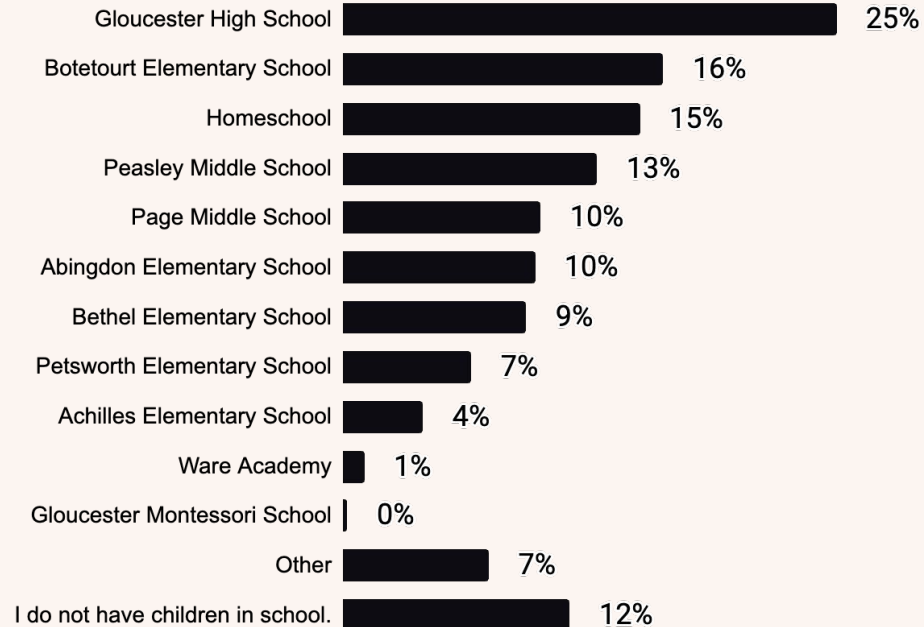


[if Q6 = Yes] **Q7: How old are the children in your household?**



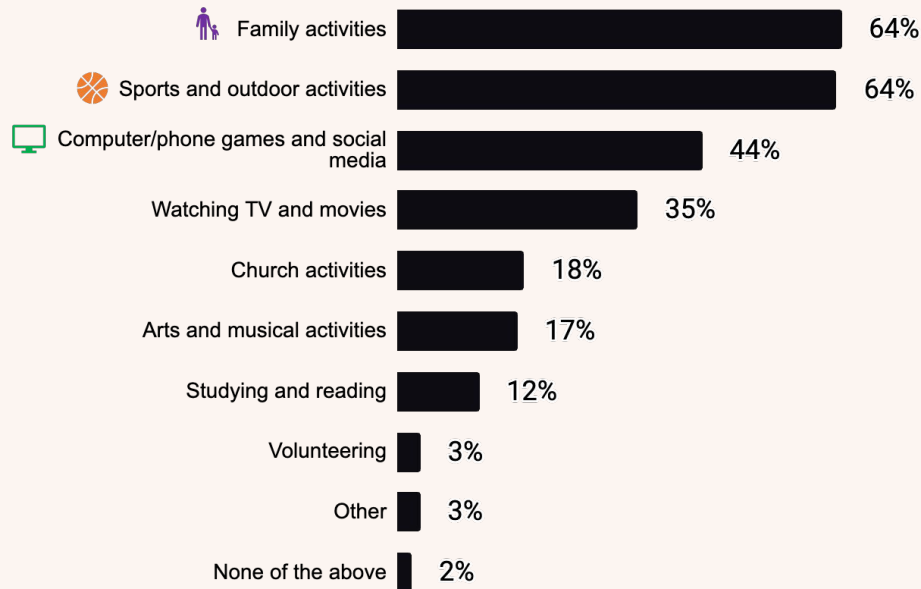
Schools: 25% of respondents that have children under the age of 18 reported that their children attend Gloucester High School, making this the most popular choice. 16% of respondents reported that their children attend Botetourt Middle School, and 15% reported that they homeschool their children.

[if Q6 = Yes] **Q9: What school does your child/children attend?**



Types of Activities: 64% of respondents that reported having children reported that their children most commonly participated in family activities or sports/outdoor activities in their free time. Family activities or sports were the top options for all listed demographic groups, other than those with children aged 11 and older, for which the top and second choices were sports/outdoor activities and computer/phone games and social media.

[if Q6 = Yes] **Q8: What activities does your child/children most commonly participate in during their free time?**

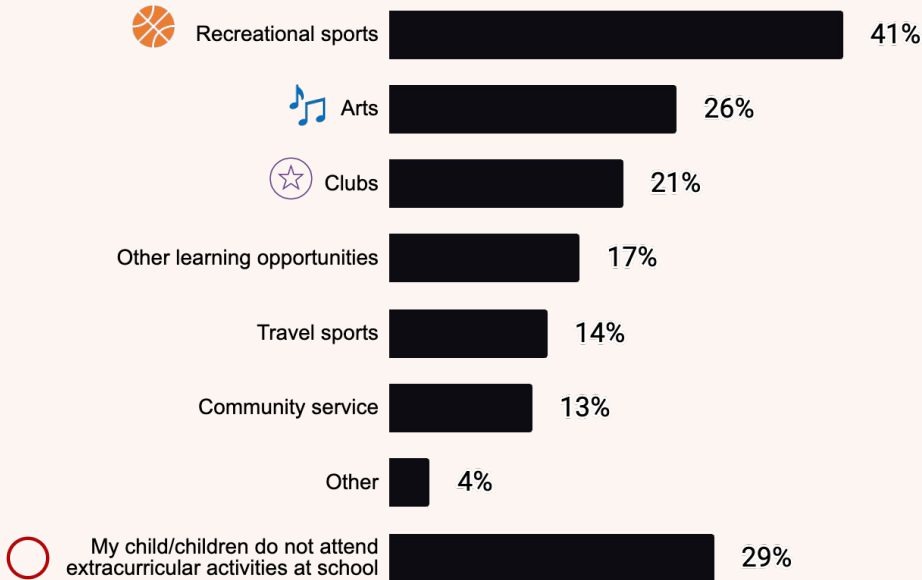


Demographic	Top choice	Second choice
18-34	Family activities (67%)	Sports and outdoor activities (66%)
35-54	Sports and outdoor activities (62%)	Family activities (61%)
55+	Family activities (71%)	Sports and outdoor activities (58%)
\$49,999 or less*	Sports and outdoor activities (64%)	Family activities (61%)
\$50,000-\$149,999	Family activities (66%)	Sports and outdoor activities (59%)
\$150,000 or more*	Sports and outdoor activities (86%)	Family activities (73%)
Children Under 5	Family activities (73%)	Sports and outdoor activities (55%)
Children 5-10	Family activities (73%)	Sports and outdoor activities (67%)
Children 11-15	Sports and outdoor activities (77%)	Computer/phone games and social media (58%)
Children 16-18*	Computer/phone games and social media (72%)	Sports and outdoor activities (55%)

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

School-based Activities: 41% of respondents that reported having children in school, reported that their children are involved in recreational sports at school, making it the most popular option overall. This was also the most popular option across all demographic groups, ranging from 36% to 50%, though the second most common choice varied between arts, clubs and those that reported that their children did not attend extracurricular activities at school.

[if have children enrolled in school] **Q10: In what types of school-based activities are your child/children involved?**

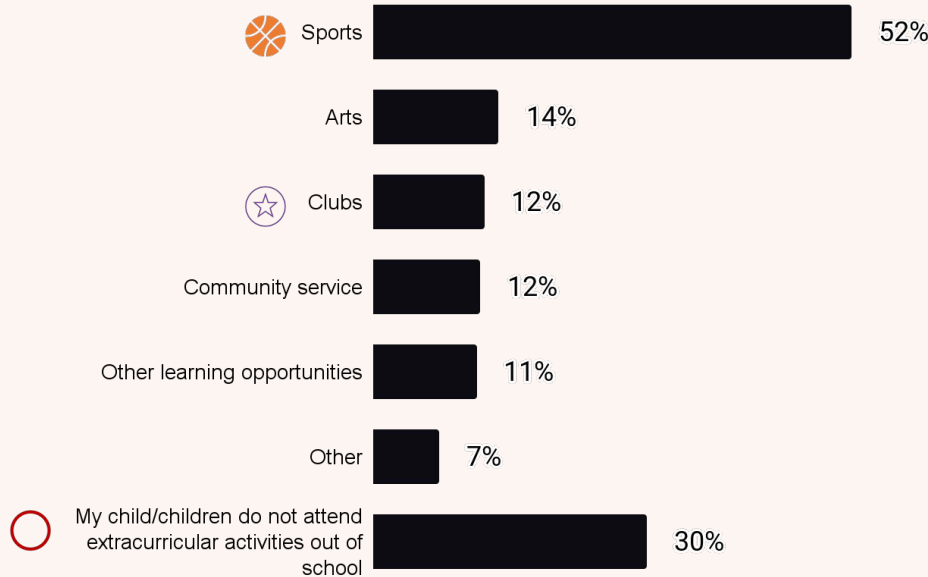


Demographic	Top choice	Second choice
18-34	50%	30%
35-54	36%	32%
55+	42%	40%
Children Under 5*	43%	41%
Children 5-10	41%	33%
Children 11-15	43%	32%
Children 16-18*	37%	30%

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Community-based Activities: 52% of respondents that reported having children, reported that their children are involved in sports, making it the most popular option overall. Sports was also the most popular response among all demographic groups, except for the lowest income bracket, where 44% reported that their children did not attend extracurricular activities, but the second most popular choice was sports.

[if Q6= Yes] **Q11: In what types of community-based activities are your child/children involved?**

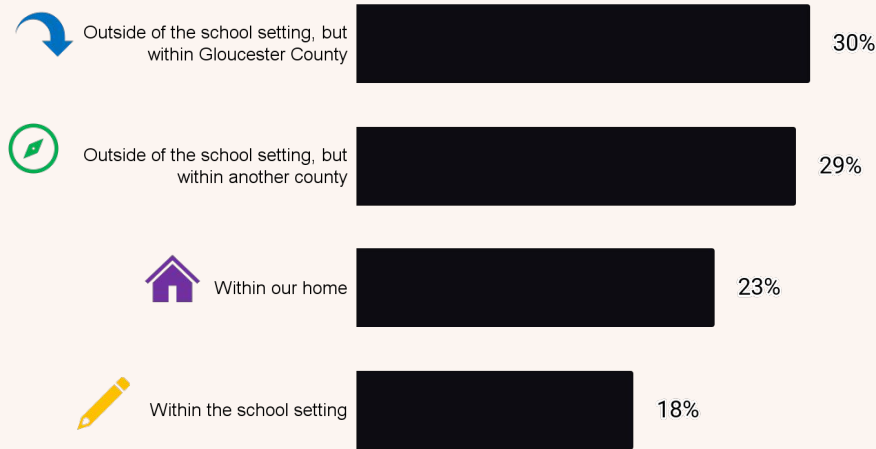


Demographic	Top choice	Second choice
18-34	46%	44%
35-54	57%	23%
55+	52%	31%
\$49,999 or less*	44%	37%
\$50,000-\$149,999	54%	25%
\$150,000 or more*	68%	23%
Children Under 5	45%	31%
Children 5-10	65%	22%
Children 11-15	64%	22%
Children 16-18*	41%	37%

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Location of Activities: Respondents most commonly said that their children’s extracurricular activities took place outside of school setting, either within the county (30%) or outside the county (29%). This was the most popular choice among respondents aged over 35, those with children over the age of 5, and middle-income respondents. However, a notably high percentage of respondents in the highest income bracket reported that their children’s extracurricular activities took place in another county (47%).

[if Q6= Yes] **Q12: Where does your child/children's extracurricular activities most often take place?**



Demographic	Top choice	Second choice
18–34	32%	30%
35–54	32%	27%
55+	42%	29%
\$49,999 or less*	34%	32%
\$50,000–\$149,999	35%	26%
\$150,000 or more*	47%	38%
Children Under 5	43%	31%
Children 5–10	37%	32%
Children 11–15	36%	30%
Children 16–18*	38%	30%

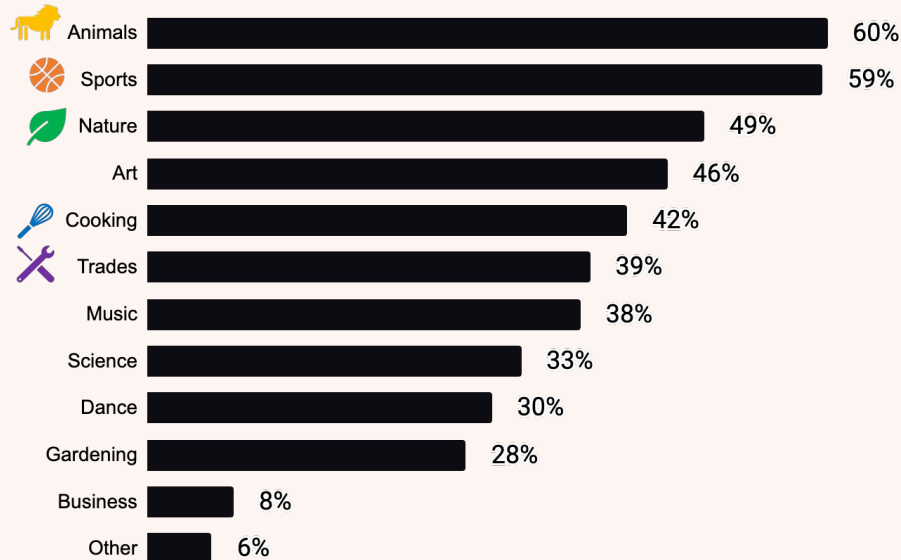
For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

| 04

Future Programming

Potential Activities: 60% of respondents said their children would be interested in programs about animals, and 59% said sports programs if they were available in the county. Around 75% of young parents (18–34 year olds) and those with children under 5 reported that their children would be interested in animals, and 84% of parents in the highest income bracket reported that their children would be interested in sports.

[if Q6= Yes] **Q13: To the best of your knowledge, what program/s would your child/children be interested in if they were available in Gloucester County?**

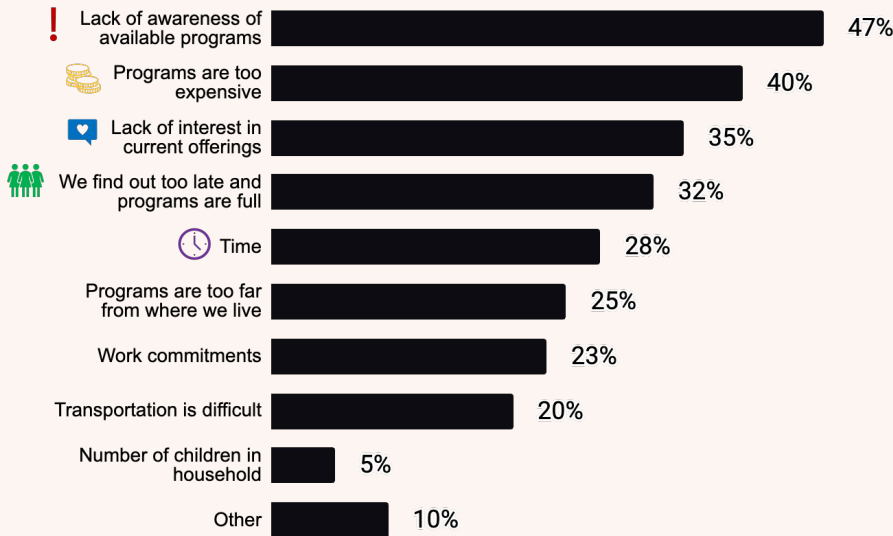


Demographic	Top choice	Second choice
18–34	Animals 75%	Nature 53%
35–54	Sports 67%	Animals 51%
55+	Cooking 45%	Sports 45%
\$49,999 or less	Animals 59%	Cooking 41%
\$50,000–\$149,999	Sports 65%	Animals 63%
\$150,000 or more	Sports 84%	Trades 55%
Children Under 5	Animals 73%	Nature 73%
Children 5–10	Animals 68%	Sports 65%
Children 11–15	Sports 67%	Animals 49%
Children 16–18*	Trades 70%	Animals 51%

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Barriers to Activities: 47% of respondents said lack of awareness of available programs is a barrier to their children participating in activities out of school time. This was the most popular response among those aged 18–34 (59%) and 35–54 (41%), those in the middle income bracket (49%), and those with children under 5 (57%). However, for low income respondents, the cost of programs was a much more notable barrier (73% selecting programs are too expensive).

[if Q6= Yes] **Q14: What barriers are there to your child/children participating in activities during out of school time?**

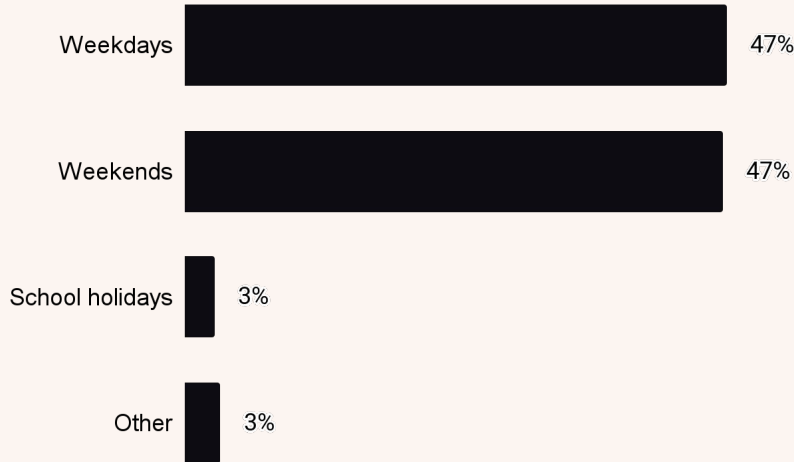


Demographic	Top choice	Second choice
18–34	59%	55%
35–54	41%	36%
55+	48%	35%
\$49,999 or less*	73%	45%
\$50,000–\$149,999	49%	39%
\$150,000 or more*	55%	38%
Children Under 5	57%	42%
Children 5–10	43%	40%
Children 11–15	42%	41%
Children 16–18*	56%	46%

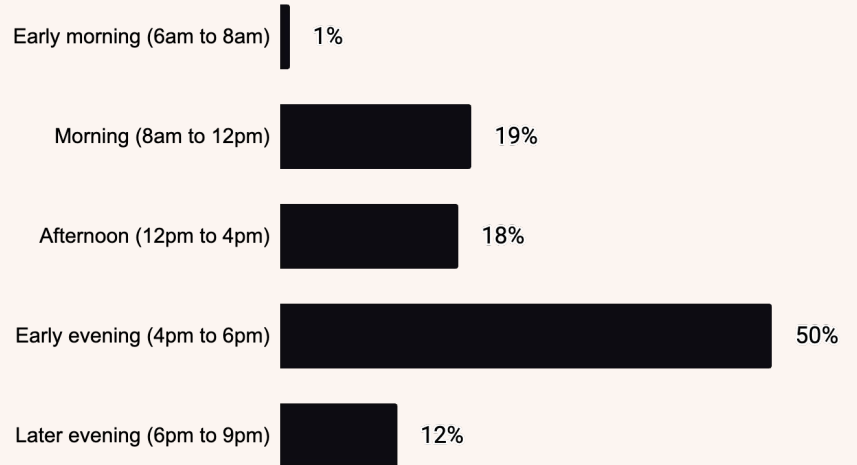
For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Timing of Activities: 47% of respondents would most like to have extracurricular activities available to their children on weekdays or weekends. 50% of respondents would most like activities available in the early evening (4pm to 6pm) with a further 19% wanting to have activities in the morning and 18% wanting to see activities available in the afternoon.

[if Q6= Yes] **Q15: When would you most like to have extracurricular activities available to your child/children?**



[if Q6= Yes] **Q16: At what time of day would you most like to have extracurricular activities available to your child/children?**



| 04

Summary

Summary

Opinions of Gloucester County Residents

Biggest **issue** facing young people in Gloucester County

Lack of opportunities/ activities out of school
(57%)

Mental health issues
(34%)

Substance abuse
(32%)

Programs that would most like to see funded

Job development/ employment skills
(48%)

After school recreation
(48%)

Outdoor experiences
(46%)

Amenities & opportunities that would most like to see

Supervised outdoor recreation
(34%)

Workforce readiness
(33%)

Free/low-cost programs
(32%)

Summary

Opinions of Gloucester County Residents with Children

Biggest **barriers** to children participating in activities in Gloucester County

Lack of awareness of available programs
(47%)

Programs are too expensive
(40%)

Lack of interest in current offerings
(35%)

Activities children most commonly participate in

Family activities
(64%)
Sports and outdoor activities
(64%)

Most popular **school-based activities**

Recreational sports
(41%)

Most popular **community-based activities**

Sports
(52%)

Children would be most interested in **programs** about:

Animals
(60%)

Sports
(59%)

Nature
(49%)