



Listening to You, Growing Together.

In November 2025, YMCA WorkWell ran a national Member Experience Insight Survey and heard from over 30,700 members at YMCA locations across the country.

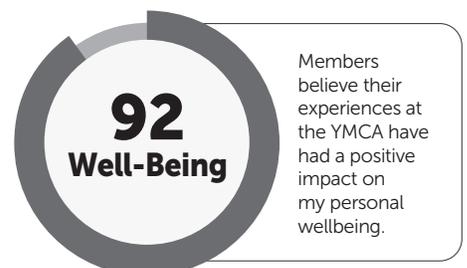
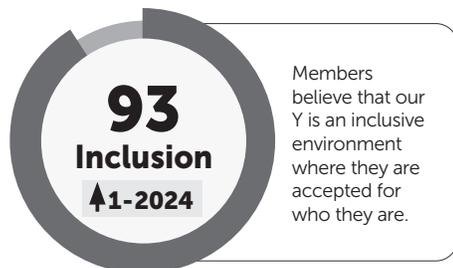
Here at the YMCA of Hamilton|Burlington|Brantford we heard from 2,406 members across our five Health and Wellness locations.

Member Experience Score - 88 Strong (↑3-2024) Net Promoter Score - 60 (↑9-2024)

Our Key Strengths

These are our top 3 Insight Scores for our YMCA, on a 1–100 scale. We are proud to report that these are our strengths as we believe they reflect the values and dedication of our staff and members.

Score on a 1–100 scale

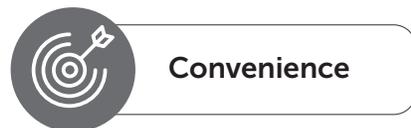


Areas We Will Focus On

The following areas received the lowest scores in the survey and will be the primary focus of staff’s efforts in the coming year to enhance your experience.



Ensuring members feel that Y staff/volunteers celebrate their achievements and milestones while also encouraging them/their family to participate in new activities at the Y.



Ensuring members feel that they are able to find workout times/classes that work for their schedule.



Ensuring parents/guardians and families feel like children’s programs and/or swim lessons are as convenient as possible for their family.