



**Encouraging Exercise among TWU Students: A Marketing Campaign for City Center  
Community Center**

For

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## I. Introduction

Trinity Western University (TWU) is a globally recognized Christian university offering diverse academic programs. TWU's Richmond campus allows students to pursue a bachelor's degree in leadership or an MBA degree at locations in Lansdowne and Minoru. TWU Richmond's Minoru location is above the City of Richmond's City Centre Community Centre (C4), which provides recreational facilities and programs for the local community. The C4's fitness center is an essential resource supporting neighborhood residents' health and well-being, it is also considered an on-campus gym for TWU students.

University can be a challenging time for many students, and regular physical activity has been shown to have numerous benefits for physical and mental health, including improved academic performance and stress reduction (UBC, n.d.). To promote fitness activities among TWU students and increase C4's membership enrollment, TWU and C4 collaborated to launch the TWU Student Kick-off Week Promotion in January 2023. During this week, students could participate in free fitness classes and workshops and receive free admission to the fitness center. Despite the student-centered incentives, the promotion failed to elicit high levels of student participation, and only a few students signed up for the membership. Moreover, we lack sufficient data on TWU students' familiarity and attitudes toward the C4 fitness center. Additionally, there is currently no available information about students' preferences for program offerings. Without this critical information, it is difficult to understand the level of student engagement and to recommend improvements to increase participation and access to the center among TWU students. Both TWU Richmond and C4 recognize the need to explore the motivations and barriers that impede student engagement with the fitness center. This report aims

to investigate the unique motivations and barriers that TWU students face to exercise at the C4 fitness center through an online survey among TWU Richmond students. Findings from this investigation will inform the design of future campaigns, with the next campaign scheduled for September 2023. This report also aims to design a marketing campaign that is tailored to TWU students' needs and preferences to encourage TWU students to exercise at C4's fitness center.

## **II. Data Section**

### **A. Literature Review**

According to the Canadian Physical Activity Guidelines by the Canadian Society for Exercise Physiology (CSEP), adults should aim to accumulate at least 150 minutes of moderate-to-vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more. In addition to aerobic activity, adults should also perform muscle and bone-strengthening activities at least twice a week. For university students, the Canadian Physical Activity Guidelines are highly significant. By following the Canadian Physical Activity Guidelines, university students can improve their overall health and well-being, increase their energy levels, and reduce their risk of chronic diseases (UBC, n.d.). Making physical activity a regular part of a student's routine can also help to develop positive habits that can be sustained throughout their lives. Despite the benefits of exercise, A systematic review conducted by Kwan et al. (2020) indicated that 72.2% of students were physically inactive. This data aligns with a study conducted by a group of UBC students that displayed that students at UBC were not meeting the fitness guideline recommended by CSEP (UBC, 2015). These findings can also be hypothesized to TWU university students. While barriers such as a lack of time and motivation, and multiple commitments are most common (ASEP, 2008), this report asks TWU students to identify the

specific factors that potentially compromise their exercise adherence. Recommended interventions need to be directed at assisting TWU students in overcoming barriers, capitalizing on the motives for exercise, and increasing the likelihood that students will begin and continue to exercise.

## **B. Methodology**

The study used a survey research design to collect data from TWU students who used or potentially used C4's fitness center. The survey was designed by C4's fitness team, with input from TWU Student Services, and was administered by TWU Student Services to ensure a representative sample of the student population was surveyed. The study's core research question was to find out the barriers and motivations for TWU students to work out at the C4 fitness center. At the beginning of the survey, the participants filled out a consent form in which they could consent or not consent to participate in the survey. The survey questions included the following subsections:

- **Demographic questions:** The survey included demographic questions to gather information on the age, ethnicity, and other relevant characteristics of the participants.
- **Physical activity participation rate questions:** The survey also included questions about the participants' exercise habits, including how often they worked out, what types of exercises they engaged in, and how long they typically exercised for.
- **Gym accessible questions:** The survey also asked questions about the participants' accessibility to the C4's fitness center, including how they got to the center, how convenient it was for them to get there, and whether they faced any barriers to accessing the gym.

- Fitness program questions: The survey also included questions about the participants' use of the fitness programs offered by the C4, including whether they had used any of the programs, what they thought of them, and what types of programs they would be interested in.
- Barriers and motivations to working out: Finally, the survey included questions about the barriers and motivations to working out at the C4. This included questions about what factors prevented the participants from using the gym and what factors motivated them to use the gym. The survey also asked for suggestions on how the gym could be improved to better meet the needs of TWU students.

The survey was conducted using the UBC Qualtrics survey tool, which is an online platform for creating and administering surveys. The data collected from the survey was also analyzed using the UBC Qualtrics survey tool. The tool provided a range of features for data analysis, including the ability to create graphs and charts, conduct statistical tests, and generate reports. The integration of the UBC Qualtrics survey tool into the research process enabled the data to be collected and analyzed in a streamlined and efficient manner. By using a single tool for both data collection and analysis, we were able to save time and resources and ensure that the data was analyzed consistently and accurately. The use of the UBC Qualtrics survey tool also adhered to ethical guidelines for conducting research with human subjects, including ensuring confidentiality and anonymity of participants' responses and protecting the data from unauthorized access or use. The results of the data analysis were presented using the UBC Qualtrics survey tool, with tables, graphs, and charts used to illustrate the findings. These results were interpreted by us and used to inform recommendations for improving the fitness center at the City Center Community Center.

The study aimed to collect a minimum of 50 student surveys. This sample size was determined based on the need to collect enough data to ensure the statistical validity and generalizability of the findings. We planned to collect 50 student surveys within 15 survey collection days between Mar 25, 2023, to Apr 10, 2023. This time frame was selected based on the availability of our team and the students' course schedules.

### **C. Results**

Despite our efforts to collect a minimum of 50 student surveys, we were only able to obtain 30 responses during the 15-day survey collection period from March 25, 2023, to April 10, 2023. This sample size limitation may affect the statistical validity and generalizability of our study's findings, as a smaller sample size may not accurately represent the population of interest. Additionally, our study's findings may not be representative of the experiences and opinions of students who did not participate in the survey. We acknowledge that the limited response rate may be due to various factors, including the survey's length or the timing of the survey collection. Despite this limitation, we believe that the data collected from this survey provides valuable insights into the student experiences that can guide future research in this area. Of the 30 respondents to the TWU student survey, 63.3% of respondents answered all questions, with a range of ages and ethnicities represented in the sample. However, 36.7% of respondents did not answer the full question, which may indicate some confusion or difficulty with the survey questions. We focused on three main areas to analyze the results: student demographics, exercise engagement, and barriers to exercise. The purpose of examining these areas was to determine how each factor influences student use of the C4 fitness center. We aimed to provide recommendations to the C4 fitness center based on this analysis to help promote exercise among

students at their facility. By exploring student demographics, exercise engagement, and barriers to exercise, the study sought to identify ways in which the C4 fitness center could better serve the needs and preferences of its student users.

### 1. Demographic

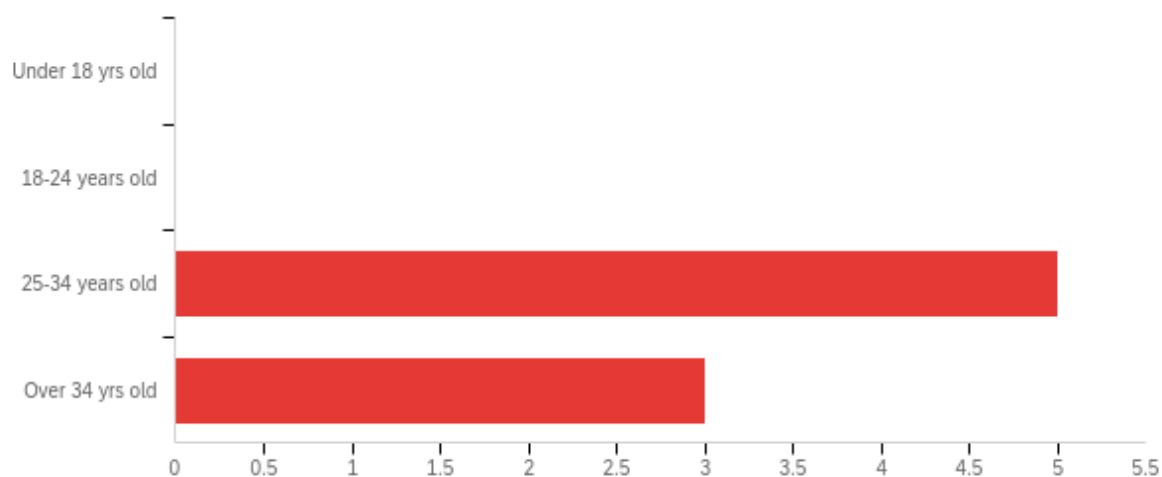


Table-1 What is your age.

A total of 8 students responded to the age question in the TWU student survey (Table 1). Of these respondents, 5 were over the age of 25 and 3 were over the age of 34. In terms of ethnicity, 7 students responded to the ethnicity question. Among these respondents, 2 identified as Chinese, 2 identified as South Asian, 1 identified as Southeast Asian, 1 identified as Hispanic, and 1 identified as Middle Eastern.

As many TWU Richmond students are MBA students who are over the age of 25, it is important to develop a fitness program that is specifically tailored to meet their needs. This could include incorporating exercises and activities that are suitable for this age group, as well as considering their busy schedules and academic demands. By creating a program that is designed with their unique needs in mind, we can help ensure that TWU Richmond students are able to achieve their fitness goals while maintaining a healthy work-life balance. It is worth noting that



the sample size for both the age and ethnicity questions is relatively small, and therefore, caution should be taken when generalizing these results to the wider TWU student population.

Nonetheless, these results suggest a level of diversity among the respondents, with representation from multiple ethnic backgrounds and a range of ages.

## 2. Engagement in exercises

When asked about the amount of time spent on fitness activities per week, 3 respondents reported engaging in these activities once a week, 2 reported doing so 2-3 times a week, and 2 reported doing so 4-6 times a week. Regarding the frequency of working out at a local fitness center, 2 respondents reported doing so 2-3 times a week, 1 reported never going to a fitness center, 1 reported going once a week, and 2 reported going 4-6 times a week.

In terms of reasons for engaging in physical activity, 7 respondents reported doing so to improve their mental health, 6 reported doing so for improving physical health or enjoyment, and 4 reported doing so for weight loss (Table 2).

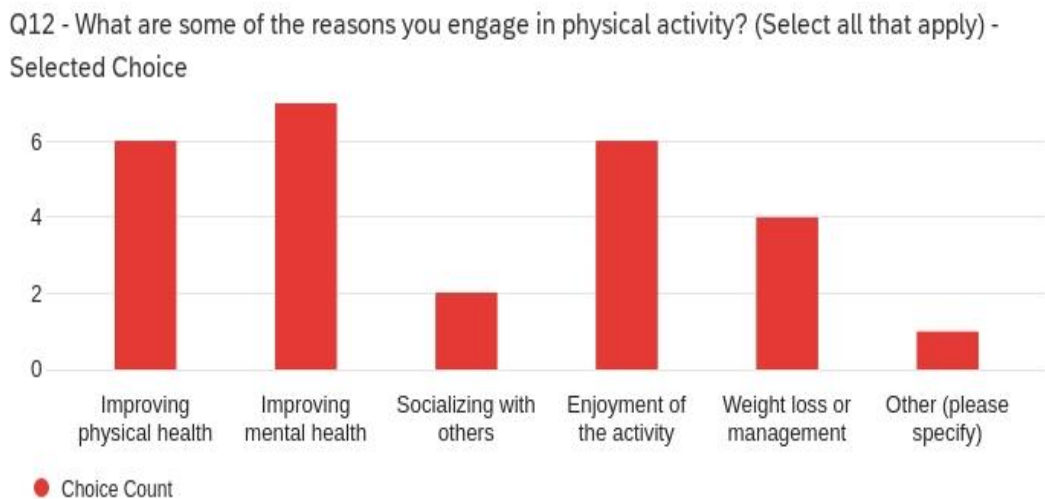


Table 2 What are some of the reasons you engage in physical activity.

Overall, the results suggest that most of the respondents engage in fitness activities on a regular basis, with some preferring to work out at a local fitness center. Improving mental health was a common motivator for engaging in physical activity, followed by improving physical health and enjoyment. These findings suggest that improving mental health is the primary reason why TWU students engage in physical activity, followed by the desire to improve physical health and the enjoyment of the activity. These results highlight the importance of promoting physical activity as a means of improving mental health, in addition to its well-known benefits for physical health.

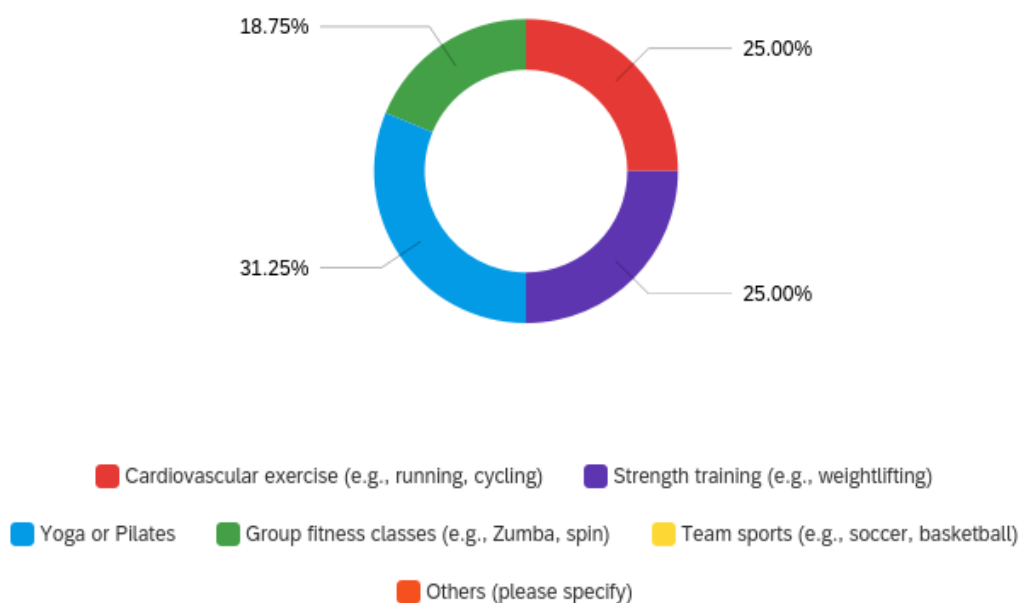


Table 3 Preferred physical activities

Out of the TWU students who responded to the survey question about fitness activities, 31.25% indicated that they enjoy Yoga/Pilate training, while 25% indicated that they enjoy cardiovascular activities, while remaining students enjoy a variety of other exercise types such as

group fitness (Table 3). When asked about the types of fitness programs or events that would interest them, 4 respondents reported a preference for group fitness, 4 reported working out by themselves, and 1 reported interest in personal training. These results suggest that there is a split among the respondents in terms of their preferred fitness programs or events. While some prefer the social aspect of group fitness, others prefer the independence of working out by themselves. Additionally, one respondent expressed interest in personal training, which may indicate a desire for more personalized fitness guidance.

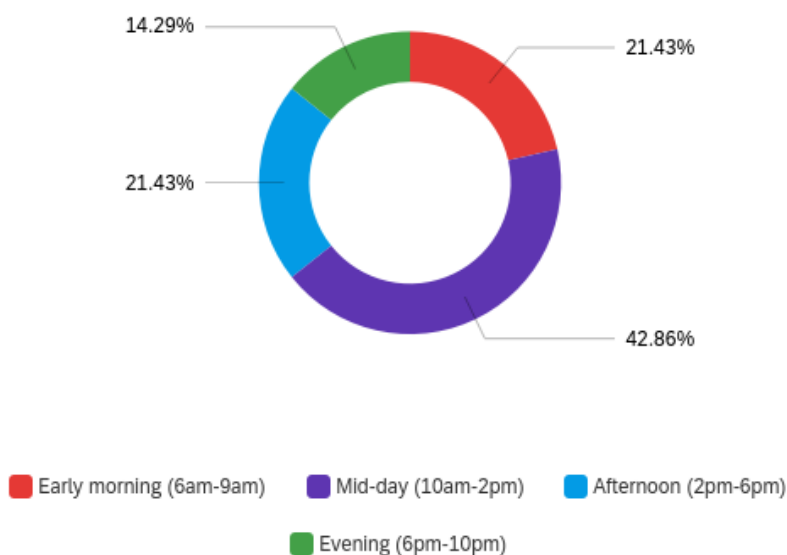


Table 4 Preferred time of the day for fitness activities

It is important to note that when asked about their preferred time of day for fitness activities, 42.88% of the TWU students who responded indicated that they prefer to exercise between 10 am and 2 pm, with 21.43% indicating a preference for afternoon or early mornings (Table 4). If most TWU students are in favor of exercise time between 10 am to 2 pm, it is important for our fitness center to consider this preference when scheduling classes and

activities. By offering fitness options during this time, we can better accommodate the needs and schedules of TWU students, which may help increase their participation and engagement in the program. It's also important to ensure that the fitness program is diverse and includes a range of activities and exercises that cater to different fitness levels and interests. This can help attract a wider range of students and keep them engaged in the program over the long term. Additionally, it may be helpful to provide resources and support for students who may not be able to participate during the preferred time, such as offering personal training or making gym facilities available during non-traditional hours.

### 3. Barriers to exercises

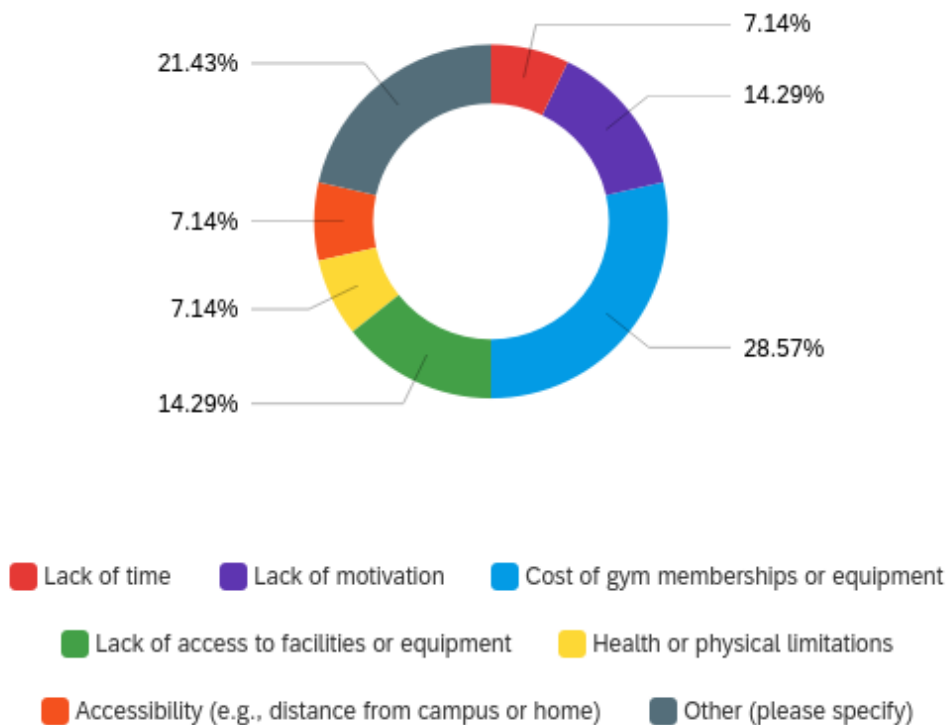


Table 5 Barriers to exercise

When asked about the barriers that prevent them from working out at a local fitness center, 28.57% of the respondents cited the cost of gym membership, while 14.29% cited other factors such as lack of access to a gym, and same amount of students indicated that lack of motivation (Table 5). This indicates that the cost of gym membership is the primary barrier preventing TWU students from working out at C4's fitness center. Therefore, we recommend C4's fitness center keep the focus on providing affordable TWU student membership program, in the meantime, also offers motivational resources and support to its members for gym access awareness. One way to do this could be to offer regular motivational events or challenges that encourage TWU students to set and achieve fitness goals. This could include things like fitness classes, personal training sessions, or group workouts. The fitness center could also consider offering rewards or incentives for students who consistently attend classes or achieve certain fitness milestones. In addition, C4's fitness center could work to create a positive and supportive community atmosphere that motivates students to continue coming back. This could include organizing social events or creating TWU student online forums where students can connect and support each other in their fitness journeys.

It's important to note that this is a very small sample size, and the data should not be generalized to the entire population. Additionally, we do not know the reasons behind the respondents' lack of interest, which could be influenced by various factors such as personal preferences, financial constraints, or lack of time.

### **III. Conclusion**

#### **A. Recommendations**

Based on the preliminary findings of the TWU student survey, it is recommended that C4 fitness center be tailored to meet the unique needs and preferences of MBA students at TWU

Richmond who are over the age of 25. This may include incorporating exercises and activities that are suitable for this age group, considering their busy schedules and academic demands, and offering fitness options during the preferred time frame of 10 am to 2 pm.

To address the reported barriers to working out, it is recommended that the C4 fitness center take a multi-faceted approach. Firstly, the center should provide motivational support and resources to students, such as personal training and creating a supportive environment. Secondly, promoting the benefits of physical activity, particularly in improving mental health, can help to encourage more students to use the facility. Lastly, given that the cost of gym membership is the primary barrier for TWU students to enroll in the C4 fitness center, the center should consider offering more affordable membership options or discounts for students with financial limitations. Based on the feedback received during the January promotion, it appears that the TWU student rate of \$296/year may be too high for many students. Given that the MBA program is a two-year program, a lower-priced option may be more appealing to students who may not want to make a long-term commitment. As such, it is recommended that the C4 fitness center offer a six-month promotional price of \$148 for TWU students. This price point is more affordable and may be more attractive to students who are price sensitive. By offering a shorter commitment period at a more affordable rate, the C4 fitness center may be able to encourage more TWU students to enroll and promote a more active and healthy campus community.

By taking these steps, the C4 fitness center can better serve the needs of its student users and promote a more active and healthy campus community. The C4 fitness center should also aim to provide a diverse range of activities and exercises that cater to different fitness levels and interests. This can help attract a wider range of students and keep them engaged in the program over the long term.

Overall, it is important to keep in mind the small sample size of the survey and the need for additional data to be collected in the future to refine and validate these recommendations.

## B. Appendices

### A. Survey questions

#### Q1 Participant Consent Form

The TWU Students' Fitness Participation at City Center Community Center

The purpose of the survey:

To gather knowledge and expertise from TWU students on identifying what factors are discouraging current students from participating in fitness activities at City Center Community Center and how can it be improved.

Research Procedures:

With your permission, we are asking you to participate in a survey. You may only complete each survey once. With the information gathered, we will critically examine how different TWU students understand or engage in fitness activities in a gym setting.

Research outcomes:

The information gathered will be part of a written report for the management of the City Center Community Center. *No personal information/information that could identify participants will be included in these reports.*

Confidentiality:

Maintaining the confidentiality of the participants involved in the research is paramount, and no names of participants will be linked to the data collected.

Risks: The risks associated with participating in this research are minimal. There are no known physical, economic, or social risks associated with participation in this study. You should know that your participation is completely voluntary and you are free to withdraw from the study and there will not be negative impacts related to your withdrawal. If you withdraw from the study, all of the information you have shared up until that point will be destroyed.

Contact for information about the study:

If you have any questions about this research project, you can contact Long You by email at [longfitness@gmail.com](mailto:longfitness@gmail.com)

Consent:

The survey for TWU students will be available until 11:59 PM on March 28. After this date and time, the survey will be closed and no further responses will be accepted. By agreeing to participate in this survey, you acknowledge that you have read and understood the survey closing date and time.



Your participation in this study is entirely voluntary and anonymous, and you may refuse to participate or withdraw from the study at any time.

- I consent (1)
- I do not consent (2)

Q2 What is your age range?

- Under 18 yrs old (1)
- 18-24 years old (2)
- 25-34 years old (3)
- Over 34 yrs old (4)

Q3 What ethnicity do you identify with most?

- Caucasian (1)
- Chinese (2)
- South Asian (3)
- Korean (4)
- South East Asian (5)
- Hispanic (6)
- Middle Eastern (7)
- Phillipino (8)
- Japanese (9)
- Indigenous, Metis, Inuit (10)
- African, Black, Caribbean (11)
- Other (Please specify) (12)

Q4 Which campus do you attend?

- TWU Richmond Minoru location (1)
- TWU Richmond Lansdowne location (2)
- Other campuses (Please specify) (3)

Q5 Where do you currently live?

- Richmond (1)
- Vancouver (2)
- Surrey (3)
- Burnaby (4)
- Delta (6)
- Other cities in Lower Mainland (Please specify) (7)

Q6 How many hours of sleep do you get in 24 hours? (Approximately)

- Less than 3 hours (1)
- 4 hours (2)
- 5 hours (3)
- 6 hours (4)
- 7 hours (5)
- 8 hours (6)
- 9 hours (7)
- More than 9 hours (8)

Q7 How much time per week do you typically spend on fitness activities? (e.g. exercise, sports, leisure activities)?

- Daily (6)
- 4-6 times a week (7)
- 2-3 times a week (8)
- Once a week (9)
- Never (10)

Q8 What types of fitness activities do you enjoy participating in? (Select all that apply)

- Cardiovascular exercise (e.g., running, cycling) (1)
- Strength training (e.g., weightlifting) (2)
- Yoga or Pilates (3)
- Group fitness classes (e.g., Zumba, spin) (4)
- Team sports (e.g., soccer, basketball) (5)
- Others (please specify) (6)

Q9 What is your preferred time of day for fitness activities? (Select all that apply)

- Early morning (6am-9am) (1)
- Mid-day (10am-2pm) (2)
- Afternoon (2pm-6pm) (3)
- Evening (6pm-10pm) (4)

Q10 How important is access to fitness facilities in your decision to attend a university?

- Very important (1)
- Moderately important (2)
- Not very important (3)
- Not at all important (4)

Q11 How do you typically stay motivated to engage in fitness activities? (Select all that apply)

- Setting personal goals (1)
- Exercising with friends or a workout partner (2)
- Joining fitness challenges or competitions (3)
- Rewarding myself after workouts (4)
- Other (please specify) (5)

Q12 What are some of the reasons you engage in physical activity? (Select all that apply)

- Improving physical health (1)
- Improving mental health (2)
- Socializing with others (3)
- Enjoyment of the activity (4)
- Weight loss or management (5)
- Other (please specify) (6)

Q13 How often do you workout at a local fitness center?

- Daily (1)
- 4-6 times a week (2)
- 2-3 times a week (3)
- Once a week (4)
- Never (5)

Q14 What are some of the barriers that prevent you from working out at a local fitness center?(Select all that apply)

- Lack of time (1)
- Lack of motivation (2)
- Cost of gym memberships or equipment (3)
- Lack of access to facilities or equipment (4)
- Health or physical limitations (5)
- Accessibility (e.g., distance from campus or home) (6)
- Other (please specify) (7)

Q15 How important is it to you that the physical activity you engage in is enjoyable?

- Not at all important (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q16 If you are interested working out at a gym, what types of fitness programs or events would interest you? (Select all that apply)

- Group fitness classes (1)
- Personal training (2)
- Fitness challenges or competitions (3)
- Workout by yourself (4)

Q17 How familiar are you with the City Center Community Centre?

- Very familiar - I have used the City Center Community Centre multiple times. (1)
- Somewhat familiar - I have heard of the City Center Community Centre and know a little about its services. (2)
- Not very familiar - I have heard of the City Center Community Centre, but I don't know much about it. (3)
- Not at all familiar - I have never heard of the City Center Community Centre. (4)

Q18 What are your perceptions of the City Center Community Center's fitness facilities and programs?

- Excellent - The fitness facilities and programs are of very high quality and exceed my expectations. (1)
- Good - The fitness facilities and programs are good and meet my expectations. (2)
- Average - The fitness facilities and programs are average, and there is room for improvement. (3)
- Poor - The fitness facilities and programs are poor and below my expectations. (4)
- No opinion - I have not used the fitness facilities or programs and do not have an opinion. (5)

Q19 Given that the annual fee for a community center gym in Richmond is \$360, are you interested in joining the gym membership at a discounted price of \$294 for TWU students?

- Yes, I am interested in joining the gym membership at the discounted price of \$294 for TWU students. (1)
- No, I am not interested in joining the gym membership at any price. (2)
- No, I am not interested in joining the gym membership at the discounted price of \$294 for TWU students. (3)
- I am already a gym member. (5)
- I am considering joining the gym, but I need more information about the facilities and services offered. (6)



Q20 In City Center Community Centre, we offer a variety of group fitness classes included in the gym membership. Which of the following classes would you be interested in attending?

Yoga (1)

Spin/Cycling (2)

Zumba (3)

Dance fitness (4)

HIIT training (5)

I am not interested in attending any group fitness classes. (6)

Other (Please specify) (7)

Q21 If you wanted to elaborate any further on the questions provided in the survey, please feel free to share below.

### C. References

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