

STUDENT USE OF

THE RAY MEYER FITNESS CENTER

RESEARCH AND ANALYSIS

JUNE 2024

ANNA KUELL, EVELYN ASHBURNER, ISABELLA SANDS, JOSEPH FRANCES, AVA SIMNING



AGENDA OVERVIEW

01

SITUATION OUTLINE

02

INTERVIEW REPORT

03

SURVEY FINDING

04

SURVERY ANALYSIS

05

SUGGESTIONS

06

CONCLUSION

07

QUESTIONS





BACKGROUND OF THE STUDY

- Located on the DePaul University Lincoln Park Campus.
- Main recreation center for the University
- Available free of additional cost to students
- Amenities include: equipment, pool access, open courts, track access, classes, etc

BAJAE PR



PROBLEM STATEMENT

Our research focuses on identifying why use and retention rates of the Ray Meyer Fitness Center by students at DePaul University have plummeted in the post-pandemic era.

GOALS

01

SCOPE OF THE STUDY

Our study aims to pinpoint challenges and opportunities, assess feasibility, and offer insights into why student use the Ray has declined.

02

RELEVANCE OF THE STUDY

Understanding what encourages students to use the Ray is crucial. This will help us determine our suggestions and shape future research.

03

RESEARCH QUESTION

How can we effectively address the needs of students, leverage trends, and differentiate the Ray in the competitive fitness landscape?

■ SECONDARY RESEARCH RESULTS

01

POST COVID WORKOUT HABITS

- PHYSICAL AND MENTAL HEALTH
 - ACCESS TO FITNESS
-

02

FACILITY SPECIFIC BARRIERS

- SEPARATION BETWEEN PERSONAL FITNESS AND ATHLETICS
 - LACK OF KNOWLEDGE AND TIME
-

Interview Report

BAJAE PR

Interview #1 & Insights

Current junior at DePaul

Lives off campus but close to The Ray

Not active in DePaul community

Does not use The Ray or other gyms

Personal schedule conflicts with The Ray's hours

Emphasised his appreciation for its social environment



**“THE GYM ;
NOT JUST A
PLACE FOR
WORKING
OUT”**

Interview #2 & Insights

Current
sophomore at
DePaul

Lives off campus

Prioritizes
working out

Used to use The
Ray, currently at
Orange Theory

Main barrier is
population of
students who
attend The Ray

Emphazied
importance of
privacy

**“MY
FAVORITE
ASPECT WAS
THE RUNNING
TRACK”**

Interview #3 & Insights

Current junior at
DePaul

Lives off campus

Strong focus on
mental and
physical health

Uses The Ray
weekly

Long commute
but still
prioritizes going

Main interest is
fitness classes

**“FITNESS
CLASSES ARE
ALWAYS
FUN”**

Interview #4 & Insights

Current
sophomore at
DePaul

Lives off campus

Involved in
sports at DePaul

Uses The Ray 2-4
days a week

See's the layout/
organization of
machines
“uncomfortable”

Favorite aspects
include flexibility
of courts and
diversity of
sports offerings

**“ACCESS TO
EQUIPMENT AND
RECREATIONAL
SPACE IS MOST
IMPORTANT TO
ME”**

Interview #5 & Insights

Current
sophomore at
DePaul

Lives off campus

Semi-active with
working out

Uses The Ray
infrequently, or
when convenient

Attends
appealing fitness
classes and
treadmill

Busy schedule,
conflicts with
peak Ray hours

**“IT’S NOT A
MATTER OF
LACK OF
MOTIVATION,
IT’S THE
DIFFERENCE
IN LIFESTYLE”**

INTERVIEW CONCLUSIONS

- The majority of individuals interviewed have not seen advertising for The Ray.
- Most people would like to see an increase in the variety of fitness classes offered.
- Barriers for individuals not attending The Ray include long commutes (30+ minutes) and hesitance regarding seeing other students/ privacy issues.

Findings & Implications

BAJAE PR

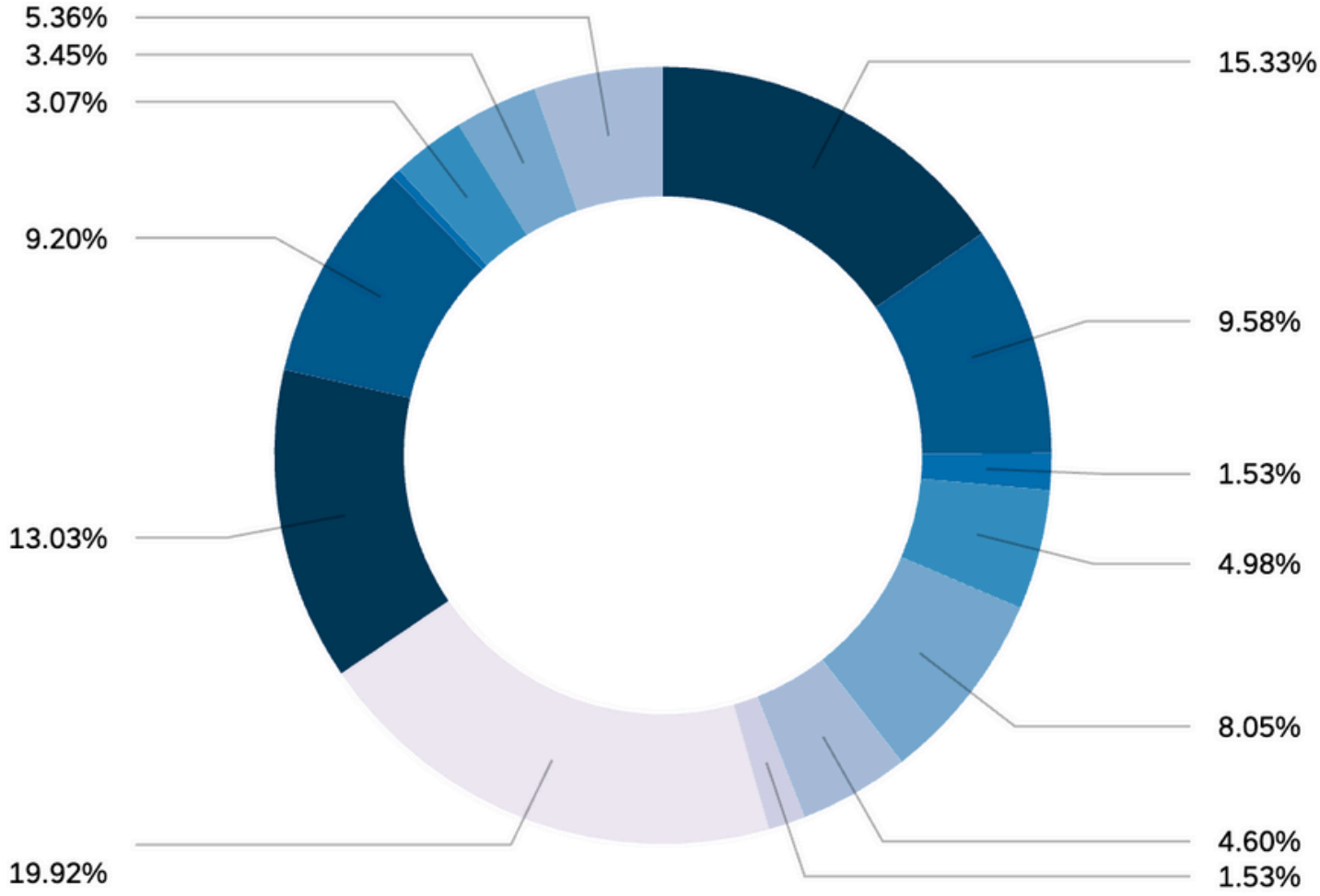
KEY FINDINGS

01

Barriers that students face are both **physical** and **mental**

- Inconvenience- commuter school
- Lack of understanding of using gym equipment
- reluctance to go alone
- availability of parking
- lack of knowledge of available recreation programs
- Intimidation- self consciousness

Q14 - Now thinking specifically about the Ray Meyer Fitness and Recreation Center at DePaul, what are your biggest obstacles when it comes to using The Ray? Check all that apply.

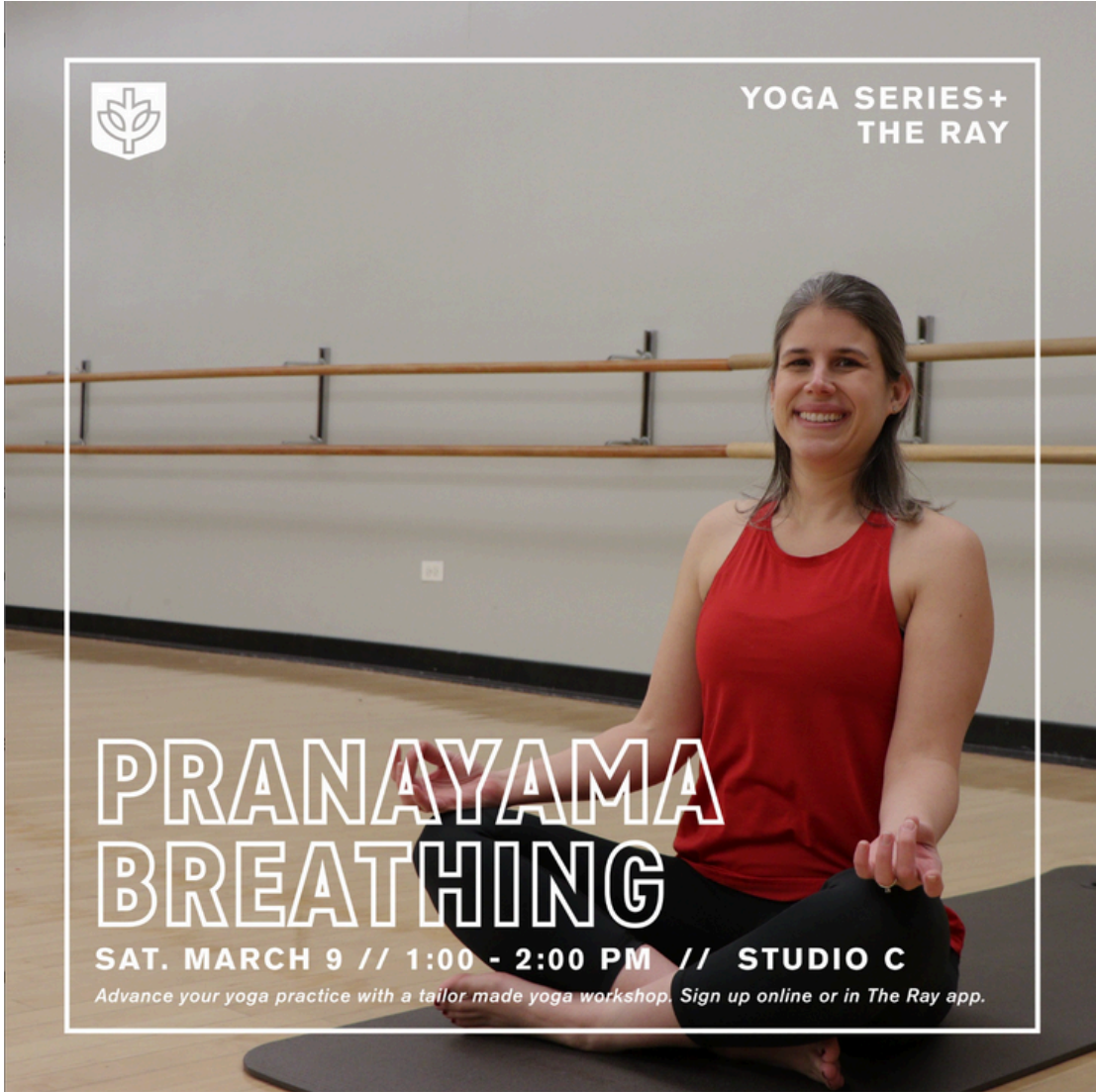


- Inconvenient hours/no time in my schedule
- LPC location is not convenient
- Worried about safety
- I exercise at a different gym/club
- I am seldom on campus
- Other:
- Worry about contagious illnesses or sanitation
- Feel too self-conscious
- Not familiar with equipment or classes
- I prefer to exercise at home/outdoors
- None of the above -- I have no interest in a fitness facility
- Quality/selection of equipment
- Quality/selection of classes
- Just never tried it

KEY FINDINGS

02 Alternative fitness options

MONDAY		
TIME	CLASS	LOCATION
7:00am - 8:00am	Morning Yoga	Studio C
9:00am - 9:45am	Cycle 45	Cycle Studio
9:15am - 10:00am	Zumba Toning	Studio A
10:00am - 11:00am	Restorative Yoga	Studio C
11:00am - 12:00pm	Nia	Studio C
12:00pm - 12:45pm	Cardio Kickboxing	Studio A
1:00pm - 1:30pm	Muscle Work	Studio A
4:30pm - 5:30pm	Barre Burn	Studio A
5:15pm - 6:00pm	Hatha Raja Yoga	Studio C
5:45pm - 6:45pm	Cycle 60	Cycle Studio
6:15pm - 7:15pm	Vinyasa Yoga	Studio C
6:30pm - 7:30pm	Zumba!	Studio A



KEY FINDINGS

8%

**Often--
weekly or
more**

38%

**Fairly
often--
a few times
a month**

37%

**Not
often--
once a
month or
less**

15%

**Practically
never**

KEY FINDINGS

03

49%

of students think that consistent fitness practice to maintain physical health is important.

- Although the majority of students who answered the survey already attend the Ray, many students responded saying that they participate in physical activity or fitness at other gyms/fitness centers
- Local gyms to different neighborhoods

Insights & Recommendations

BAJAE PR

STRATEGY RECOMMENDATIONS

LONG TERM

- Improve advertising utilizing The Ray social media such as Instagram and TikTok
- Capitalize on PRAD/ Marketing students to improve the social media advertising with an internship or school credit opportunity
- Improve gym parking
- Create fitness class opportunities to be held outdoors
- Curate a more social environment at the Ray - Ex: University of Chicago
- Ray workout entry program



STRATEGY RECOMMENDATIONS

WHAT CAN BE ENACTED NOW



- Increase fitness classes in variety and class times
- Increase advertising and awareness for new sports facility
- Increase awareness for wellness classes held at The Ray
- Promotional packages for fitness classes that cost extra \$
- Partner with DePaul on campus student groups for fitness and wellness activities



Conclusions

BAJAE PR

STRENGTHS



S

- **No additional cost**
- convenience for LPC campus students
- Professional, helpful staff
- **Some alternative fitness options available**
 - aquatics, spin, yoga, dance, etc.
- Largest student employer

WEAKNESSES



W

- Lack of accessibility for disabled students
- Lack and/or cost of parking
- **insufficient knowledge of facility and how to use exercise machines**
- Gender barriers
- Hours
- **Crowded**
- Lack of private places to workout
- No robust socialization locations
- locker room concerns

OPPORTUNITIES



O

- **Mental health and positive behavior correlation**
- **Classes on how to properly use equipment**
- Embrace health trends
- Expand social media promotion
- partner with other on-campus organization
- **New sport facility will hopefully decrease crowds**
- promotional packages for additional classes
- capitalize on PRAD students to create engaging social media
- **Outdoor programming options**

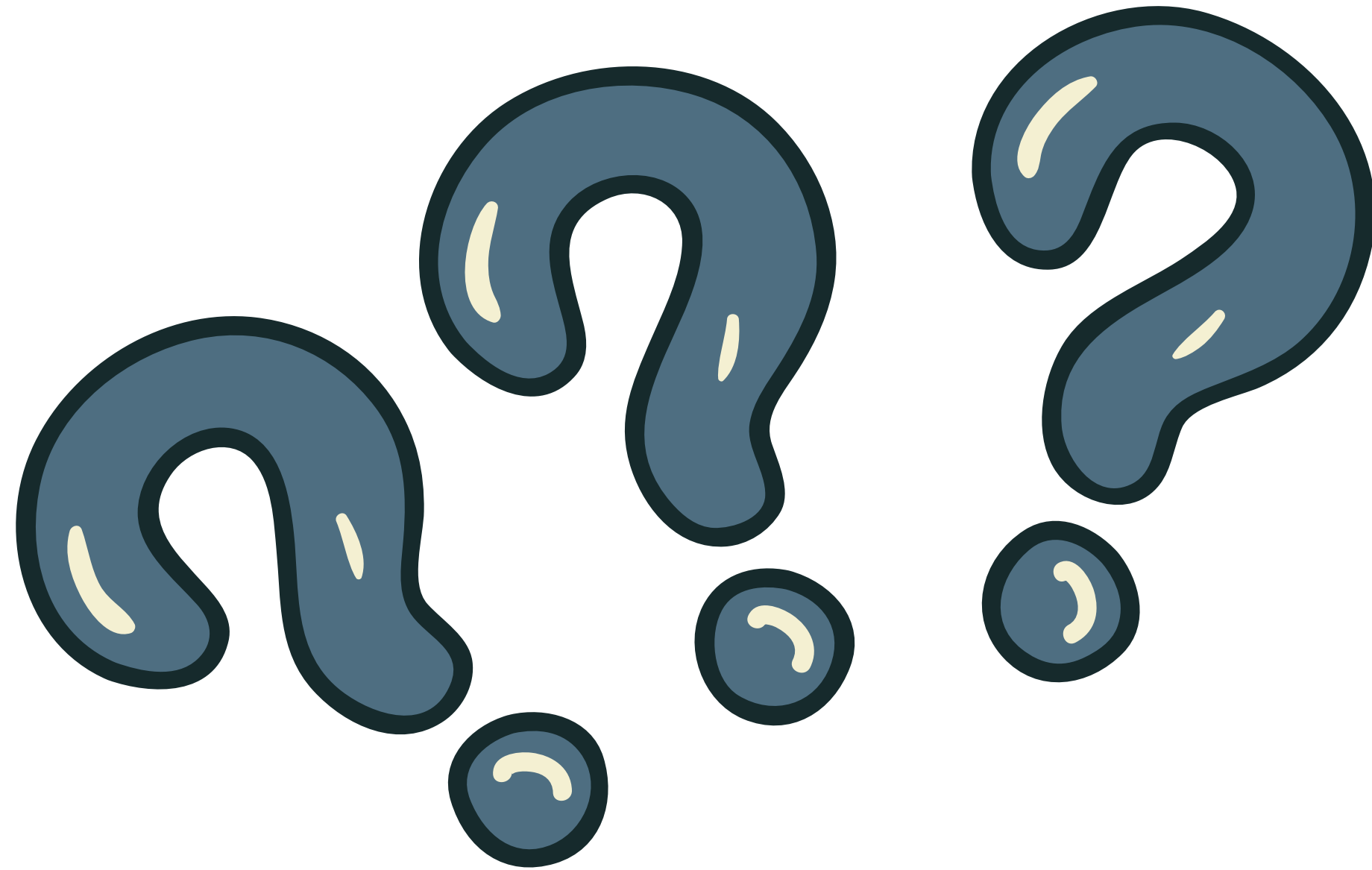
THREATS



T

- **College students are busy**
- Alternative/online fitness options are trendy
- **Mental barriers (self-consciousness)**
- Large off-campus and commuter population
- luxury and local gym competition
- Desirable classes have an additional cost

QUESTIONS



THANK YOU!