

**Promoting New BodyWorks Programs Within the Greater Point Grey Area:
A Mixed-Methods Survey**

Group #16

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Executive Summary

UBC BodyWorks is an exercise outreach program facilitated by UBC's School of Kinesiology. BodyWorks provides a unique program delivery through use of kinesiology students and knowledgeable exercise professionals. Infamous for their Changing Aging program, BodyWorks has solidified itself as a prominent seniors' outreach program on the UBC campus and in its surrounding neighbourhoods (Chun et al., 2021). However, with new Community Fit Classes and Semi-Private Training programs, a prime opportunity for BodyWorks to expand its clientele to the young adult population emerges. The purpose of this study is to identify the predictors, motivators, and barriers to participation in group activity for young students residing on the UBC campus and in the greater Point Grey area. Recommendations drawn from this study's findings will inform the promotion of UBC BodyWorks' new Community Fit and Semi-Private Training programs to the study population.

The literature identified stress management, social interaction, and previous participation in group exercise as key common motivators to physical activity habits among the study population (Ferreira Silva et al., 2022; Silver et al., 2019; Yorks et al., 2017). Key barriers to physical activity habits within the population identified across various studies included stress, lack of social support, and busy schedules (Chun et al., 2021; Ferreira Silva et al., 2022; Legaspi et al., 2021; Silver et al., 2019; Thomas et al., 2019; Yorks et al., 2017). Gender, ethnic/cultural, and religious experiences were also predictors to group exercise identified in the literature (Silver et al., 2019; Thomas et al., 2019; Zimmermann-Sloutskis et al., 2010). These common motivators, barriers, and predictors to group exercise became focal points for the study's data collection.

This mixed-methods survey was conducted via Qualtrics. Participants were asked to rate and self report motivators and barriers to their participation in group activity to help predict how this population may engage with BodyWorks' new programs.

121 responses were gathered from individuals with 86 of those meeting the inclusion criteria. 31 participants were aware of BodyWorks while 16 were aware of new Community-Fit and Semi-Private Training options. Stress management, social interaction, and previous group exercise experience were the most common motivators for group exercise. Most agreed that stress, busy work schedules/academics, and finances were barriers to group exercise participation. Female respondents indicated more openness to participate in new training options compared to males. Preferences for same-gender trainers varied. Previous group and individual exercise experience positively influenced willingness to participate in new programs.

Major recommendations for BodyWorks emerging from this study's findings include using differing language regarding body image in promotional content when targeting men as opposed to women, posting promotional materials in other recreational facilities on UBC's campus, promoting the stress-relieving effects of BodyWorks programs, and communicating that clients can book Semi-Private training with whichever trainer they feel most comfortable with.

Introduction

Among the various recreational facilities on the UBC campus, BodyWorks differentiates itself by delivering services through kinesiology students and exercise professionals with an extensive knowledge base. BodyWorks aspires to customise its services according to the diverse fitness needs of Point Grey's population, so comprehending various consumer preferences is essential to inform the promotion of new programs. As Community-Fit Classes and Semi-Private Training commence at BodyWorks, the population within the greater UBC region that would most benefit from such services must be determined. Semi-Private Training provides clients with personalised coaching in a small cohort of three or fewer, while Community-Fit classes provide large group settings in a circuit-based atmosphere. As BodyWorks already offers exercise classes for older adults (Changing Aging), patients undergoing stroke rehabilitation (FAME), and students awaiting mental health services (Mind in Motion), the new programs will allow BodyWorks to expand its clientele to the young adult population - especially UBC students. This study seeks a target population diverse in exercise experience because BodyWorks can accommodate all fitness levels; their knowledgeable staff can provide appropriate and effective exercise recommendations. While there are many studies on the predictors, motivators, and barriers to regular activity habits in young adults, research on the predictors of young adult participation in group exercise is lacking; the literature in this area is heavily focused on older adults. Accordingly, this study seeks to identify the predictors, motivators, and barriers to participation in group activity for young students residing on the UBC campus and the greater Point Grey area. Moreover, recommendations based on this study's findings will inform the promotion of Community-Fit and Semi-Private Training programs to the study population.

Literature Review

In a 12 week longitudinal study conducted by Yorks and colleagues (2017), the authors discovered that medical students participating in regular group fitness classes experienced significant reductions in stress compared to those who exercised alone or were sedentary. Yorks and colleagues (2017) also found that uniting students who share similar stresses in an exercise environment may provide superior stress relief compared to exercising alone. In addition, students who exercised regularly positively impacted levels of depression, anxiety, and stress management skills (Yorks et al., 2017). Therefore, regular participation in routine group fitness sessions may offer a solution for enhancing emotional well-being and reducing stress levels in young university students (Yorks et al., 2017). Moreover, social interaction with peers who share similar interests may be a motivator for participation in group exercise in young adults and university students (Yorks et al., 2017).

Alhammad and colleagues (2023) analysed sedentary behaviour among medical students and assessed the causes relating to physical inactivity. Among 377 students, only 54.6% reported being physically active and 51.4% reported a lack of time is their primary reason for inactivity (Alhammad et al., 2023). Hence, busy life schedules may present a key barrier to participating in group exercise among young adults - especially university students.

A 2022 systematic review by Ferreira Silva and colleagues (2022) identified frequently perceived barriers to physical activity for high school and university students. The main barriers faced by 38 319 participants across 59 studies were a lack of time, motivation, and accessible facilities (Ferreira Silva et al., 2022). Ferreira Silva and colleagues (2022) also emphasized how socioeconomic status may act as a social barrier to physical activity. Lower socioeconomic status may negatively influence motivation, knowledge of exercise benefits, busy life schedules, and

access to equipment (Ferreira Silva et al., 2022). As BodyWorks Semi-Private Training classes offer personal training at a third of the typical cost, socioeconomic status may not present as much of a barrier to participating in this new BodyWorks program.

Silver and colleagues (2019) investigated intimidation as a barrier to exercise habits among young adults, especially in association with large multi-use campus athletic centres. Initially, participants were surveyed from different places at campus and athletic centres (Silver et al., 2019). Then, they then carried out focus group interviews (Silver et al., 2019). In their survey of 477 students, approximately 50% of individuals considered themselves to be regular exercisers, with men reporting significantly higher levels than women (Silver et al., 2019). Concurrent with York and colleagues (2017), Silver and colleagues (2019) also reported that regular exercisers associated physical activity with improved stress management. Qualitative findings showed that a sense of fear is elicited from meeting other people at a facility (Silver et al., 2019). Further, some women reported feeling uncomfortable or self-conscious because of a higher ratio of male participants within other public facilities on campus (Silver et al., 2019). Intimidation remained a barrier to physical activity regardless of considering exercise's benefits, suggesting a need for tolerant and supportive fitness environments in fitness settings (Silver et al., 2019). Because both Community Fit Classes and Semi-Private Training offer private environments supervised by qualified exercise professionals, BodyWorks' new programs can alleviate discomfort and intimidation associated with other public facilities on UBC campus.

Participants included in Silver and colleague's (2019) systematic review also reported that certain familial, religious, and cultural affiliations negatively affected exercise habits, while others claimed they received great encouragement from family members to engage in regular activity (Silver et al., 2019). UBC's demographics are incredibly diverse, so there is a need to

understand people's distinct preferences and beliefs in order to provide them with the optimal exercise services. Hence, religious and cultural affiliations may present a relatively unexplored variable that may influence preference towards participation in new BodyWorks programming within the study population.

Thomas and colleagues (2019) conducted a survey assessing activity habits and barriers to more active lifestyles among 380 male and 851 female first-year students at Brock University. Data was collected from first-year students within the age range of 17 to 20 years at the beginning and end of the academic year. Overall, the activity levels of both male and female students significantly declined after their first year in university (Thomas et al., 2019). For the remaining time spent exercising, male students reported high participation levels in sport-related activities while female students reported participating in more fitness-related activities (Thomas et al., 2019). Hence, promoting BodyWorks' Community-Fit Classes to a younger adult population in university may attract more female participants in comparison to males. Further, Thomas and colleagues (2019) identified stress, lack of friends to participate in exercise with, and homework to be the top three barriers to active lifestyles among students of both sexes. This is also concurrent with Ferreira Silva and colleagues (2022) who reported stress, social support, and busy life schedules as barriers within the study population.

Zimmermann-Sloutskis and colleagues (2010) conducted a longitudinal survey to assess the changing physical activity behaviours of Swiss youth transitioning from adolescence to young adulthood. It was found that membership in sport clubs decreased with age among both sexes, and that women reported lower activity levels compared to males of the same age (Zimmermann-Sloutskis et al., 2010). Zimmermann-Sloutskis and colleagues' (2010) findings are consistent with Thomas and colleagues' (2019) report that young adult males were more

likely to participate in group sporting activities than females of the same age cohort. Further, sports participation was also found to be a predictor of overall activity levels, as young adults who did not participate in sports were significantly less active than young adults who did participate (Zimmermann-Sloutskis et al., 2010). Hence, participation in group exercise may be an effective predictor for participation in new BodyWorks programs within the study population.

A cross-sectional, non-experimental, mixed methods survey was conducted to determine how BodyWorks can modify current offerings, advertisements, and communications to effectively cater to potential clients (Chun et al., 2021). Chun and colleagues (2021) determined that 61.54% of participants had never heard of BodyWorks (Chun et al., 2021). Two surveyed individuals expressed their impression of BodyWorks being an overly serious and structured environment that revoked the joy of exercising (Chun et al., 2021). Despite being part of the target population, people aged 40 to 60 years generally felt too young for BodyWorks, and that BodyWorks was primarily catered to seniors via the Changing Aging program (Chun et al., 2021). Furthermore, a majority of BodyWorks' operations occurred during traditional working hours, so its schedule was inaccessible to those in the workforce (Chun et al., 2021).

Chun and colleagues (2021) suggested that future research should explore how to change the perception of BodyWorks as a program meant for people of all ages (Chun et al., 2021). Furthermore, Chun and colleagues (2021) also recommended more social media advertising, a refurbished website with more age-inclusive images, and scheduling outside standard work hours to accommodate clients with day jobs. With the new Semi-Private Training program, BodyWorks offers a flexible range of time slots with assigned personal trainers so that participants may select the session which works best for them. The flexibility of Semi-Private Training schedules challenges previous perceptions of BodyWorks being too rigid, and may better accommodate

students with busy schedules who reside on and commute to UBC campus. To build off the findings of Chun and colleagues (2021), messaging within promotion of both Community-Fit and Semi-Private Training to the study population should re-establish the perception of BodyWorks as a valued fitness resource for all age groups.

A study by Legaspi et al. (2021) used semi-structured interviews with middle-aged adults to gather qualitative data on how BodyWorks could increase clientele. The study discovered that many individuals believed they were much younger than the population BodyWorks caters to (Legaspi et al., 2021). Additionally, individuals within the age range of 40 to 60 years had work schedules conflicting with BodyWorks' schedule (Legaspi et al., 2021). These findings correspond with the research of Chun et al. (2021), who also identified scheduling as a barrier for those in the workforce. Legaspi and colleagues (2021) also recommended that BodyWorks develop a larger social media presence and to remove their reputation of being solely for seniors.

Summary

Key barriers to regular activity habits within the study population across many studies include stress, social support, and busy life schedules (Chun et al., 2021; Ferreira Silva et al., 2022; Legaspi et al., 2021; Thomas et al., 2019; Silver et al., 2019). Another recurring theme within the literature was higher reported activity levels in males as well as greater attendance in fitness-based classes in females (Silver et al., 2019; Thomas et al., 2019; Zimmermann-Sloutskis et al., 2010). Hence, the influence of gender identity on group exercise participation may be a predictor of the study population's preference for new BodyWorks programs. Further, the relatively unexplored barrier of religious and cultural affiliation may present an area that predicts participation in new BodyWorks programs (Silver et al., 2019).

Methods

Target Population

Inclusion Criteria

This study's target population included young adults between the ages of 18-30 residing either on the UBC campus or within the greater Point Grey area. Including adults up to the age of 30 incorporated the average ages of both undergraduate and graduate students at UBC (Sadiq & Averill, 2023). In the 2022-23 academic year, the average age of undergraduate students studying at UBC's Vancouver campus was 22 (Sadiq & Averill, 2023). The largest proportion of graduate students that year was within the 26-30 year-old age group and the average graduate student was 30 years old (Sadiq & Averill, 2023). Therefore, this age-related inclusion criterion ensured that the target population reflected grad students as well.

Within this study's survey, the greater Point Grey area referred to UBC's Vancouver campus and all Vancouver neighbourhoods that are completely west of Granville Street - including West Point Grey, Kitsilano, Dunbar-Southlands, Arbutus Ridge, and Kerrisdale. The rationale behind including these neighbourhoods outside of UBC's campus was that they are all in reasonable proximity to UBC's Osborne Centre, at which BodyWorks' new programs for younger adults will be exclusively held. This is unlike some of BodyWorks' existing programs, some of which are offered at the Dunbar Community Centre and the Kerrisdale Community Centre (BodyWorks, 2024). Irrespectively, this geographical inclusion criteria ensured that residents of all neighbourhoods in close proximity to UBC's Osborne Centre were among the study's target population - reflecting a realistic geographic clientele for BodyWorks' new programs.

Exclusion Criteria

Varsity athletes were excluded from the target population because they already receive tailored athletic programming at UBC's Smith and Laycoe Varsity Weight Room, so BodyWorks programs would not apply to them. Additionally, individuals living outside the neighbourhoods listed in the inclusion criteria were excluded from this study as they would have been less likely to attend BodyWorks programs due to travel distance. People above the age of 30 years old were also excluded from this study as it sought to reach out to younger adults, including graduate students. Furthermore, individuals aged younger than 18 years had to be excluded from this study as the new Community Fit Programs have a minimum age of 18 years (Pelletier, personal communication, January 19, 2024). Lastly, individuals who completed less than 90% of the survey for any reason were excluded from the study. Individuals who elected not to respond to over 10% of the survey's questions provided minimal opportunity for data analyzation.

Recruitment

Recruitment Target

Considering the inclusion criteria and having had a substantial sample size for statistical analysis, the recruitment target was set at 100 participants. Choosing this number as the recruitment target acknowledged limitations in the short time available for gathering data while also being large enough to capture the diversity of the area's demographics. Moreover, striving for this participant count created ample opportunities for locals within the community to actively engage, contribute, and benefit from new BodyWorks programs. Although this recruitment goal was narrowly missed with 86 valid responses, 121 total respondents were recruited. However, 35 responses were deleted due to them not being at least 90% complete. This made these respondents subject to exclusion criteria, and thus, their responses were not included in the data analysis.

Furthermore, the chosen sample size accounted for participants who responded to the survey but will not eventually go on to participate in new Community Fit programs at BodyWorks. Providing this strategic cushion guaranteed that the final recruitment target effectively fulfilled the project's objectives of promoting Semi-Private Training and Community Fitness classes at BodyWorks. Data collection occurred over three weeks - between Tuesday, March 19th and Monday, April 8th. Despite not reaching the recruitment target of 100, the survey was closed on this date to provide ample time for data analysis.

Recruitment Methods

Participants were recruited using multiple methods. This included social media campaigns in which an online recruitment poster was shared on Instagram (Figure E1). Physical recruitment posters (were also placed in high-traffic areas of UBC's campus - including the AMS Student Nest (Figure E2). All Instagram story posts shared were accompanied with the online recruitment poster (Figure E3, Figure E4, Figure E5, Figure E6). In-person recruiting was conducted at the AMS Student Nest as well, during which the survey was presented at a table to individuals visiting the facility. Participants were also recruited through in-person outreach during undergraduate lectures and via online outreach through UBC course Canvas pages.

Research Design

The research design was observational in nature and collected both qualitative and quantitative data via survey (Appendix C). By asking participants what motivates, prevents, and facilitates their participation in group activity via a Qualtrics survey online, it became possible to predict future engagement with new Community Fit programs among young adults in Point Grey.

Question Development

Three common motivators and barriers to physical activity within the population that were prevalent in previous literature were assessed on a Likert-type scale. Physical activity experience was considered a predictor to group exercise, and it was assessed by asking participants to self-report the number of activity years within exercise, sport, and leisure settings. Lastly, biological sex, ethnic/cultural, and religious affiliations were self-reported as predictors of group activity and participants were asked whether each of these social groupings supported or opposed their personal participation in this type of exercise.

Closed questions with regards to motivators and barriers to group exercise promoted structured data collection by quantifying data on a Likert-type scale, thus making it possible to make quantitative comparisons across variables. On the contrary, the survey also included open-ended questions that had participants articulating their exercise experience level and social groupings, thus, enabling the facilitator to understand a group of participants diverse in fitness level and demographics. By employing a qualitative and quantitative concurrent strategy, a more wholistic view of participant feelings and attitudes towards group exercise was acquired; this promoted stronger external validity in the results.

Standard Measures and Scales

Likert-type scales were used to quantify motivators and barriers to group exercise on a scale of 1 (strongly disagree) to 5 (strongly agree). Self-report questions were also developed for exercise experience and demographic measures. This study aimed to reach a recruitment target of 100 recruits within the greater Point Grey area. Before commencing this study, all participants were offered an informed consent form to assure ethical standards and the welfare of the participants (Appendix D). Additionally, online and physical posters were distributed, highlighting the draw of prizes as an incentive for participation (Figure E1, Figure E2).

Data Analysis

Data obtained from the responses to the closed-ended questions was analyzed with descriptive statistics to provide essential findings and identify the trends. The qualitative data coming from open-ended questions underwent a qualitative descriptive analysis, which meant that the responses were systematically coded and thematically analyzed to get an understanding of recurring themes and patterns. Combining the results obtained through both quantitative and qualitative methods provided a broad insight into how participants perceive new Community Fit programs offered by BodyWorks as well as what may prompt them to participate.

Questions

Inclusion/Exclusion Criteria Questions

At the beginning of the survey, participants were asked if they were between the ages of 18-30, if they resided on UBC's campus or in the greater Point Grey area, and whether they were a varsity athlete. If their 'Yes' or 'No' responses to any of these questions made individuals subject to the study's exclusion criteria, they were redirected to the end of the survey. These responses were not included in data analysis.

Awareness of BodyWorks

Participants were asked to report whether or not they had heard of BodyWorks as well as their new Community Fit programs prior to being recruited for the survey. This gauged the effectiveness of BodyWorks' current program promotion without bias due to participants becoming informed through our recruitment poster.

Motivators

Common motivators to activity habits within the target population demographic include

stress management, social interaction, and previous participation in group exercise (Ferreira Silva et al., 2022; Silver et al., 2019; Yorks et al., 2017). These variables were quantified on a Likert-type scale. An additional open-ended question also asked participants to write a motivator not listed that is most impactful to their participation in group activity in order to identify potentially novel common motivators.

Barriers

Key barriers to regular activity habits within the identified population across many studies included stress, lack of social support, and busy life schedules (Chun et al., 2021; Ferreira Silva et al., 2022; Legaspi et al., 2021; Silver et al., 2019; Thomas et al., 2019; Yorks et al., 2017). These variables were quantified on a Likert-type scale. An additional open-ended question also asked participants to write a barrier not listed that is most impactful to their participation in group activity in order to identify potentially novel common barriers.

Demographic Questions

A recurring theme within the literature was higher reported activity levels in males as well as greater attendance in fitness-based classes in females (Silver et al., 2019; Thomas et al., 2019; Zimmermann-Sloutskis et al., 2010). Hence, the influence of biological sex on group exercise participation was an expected potential predictor of the population's preference for new BodyWorks programs. Further, ethnic/cultural and religious affiliations present a relatively unexplored predictor to group activity participation as not all cultures and religions are supportive of these behaviours (Silver et al., 2019). Therefore, demographic information regarding gender identity, ethnic/cultural background, and religious or spiritual affiliations were collected via self-report. Participants were also asked whether they would prefer that a personal trainer is of the same sex/gender identity as them through use of a Likert-type scale. This

question was used alongside the demographic questions in data analysis to identify trends of certain demographics preferring same sex/gender identity personal trainers.

Physical Activity Experience

Participants were asked to self-report how many years of experience they had in both group and individual exercise, sport, or leisure settings. They were also asked to state how encouraged they feel to participate in group exercise given their current level of activity experience on a Likert-type scale.

Assessing Interest in New BodyWorks Programs

Participants were asked if they would participate in BodyWorks Community Fit classes, in which they would complete circuit-based training alongside a large group of 10 or more individuals. They were also asked if they would participate in BodyWorks Semi-Private Training, in which they would receive 1-on-1 personal training alongside a small group of 3-4 individuals. Both of these questions employed a Likert-type scale.

Summary of Step-by-Step Process

The aim of this study was to analyse motivators, barriers, and predictors influencing participation in group exercise settings among young adults in the greater Point Grey area in order to inform the promotion of new Community Fit programs at UBC BodyWorks. Research within the field of participation in group exercise had predominantly addressed the older adult population (Shaw et al., 2020). The target population consisted of UBC students and young adult residents of the greater Point Grey aged 18-30. The recruitment target consisted of 100 participants to ensure representation and diversity within the demographic, as well as accounted for any increase in attrition/drop-out rates. Online campaigns and physical postings in Point Grey neighbourhoods began on March 19th, 2024 and concluded on April 8th, 2024 to allow adequate

time for data analysis. Varsity athletes and individuals outside of the defined age and geographic parameters were excluded from this study. Quantitative and qualitative methodologies were used to collect data via a Qualtrics survey online to fully comprehend participants' background and experience through the delivery of open and closed questions. Closed-ended questions addressed motivators, barriers, and predictors while open-ended questions assessed activity experience and demographics. Closed questionnaires such as the Likert-type scale allowed for quantitative comparisons to be made and were primarily used for statistical analysis. Open-ended questions allowed participants to share their experiences in their own words, which promoted a greater understanding behind participant emotions, thoughts, and concerns. Using such a combination of open- and closed- ended questions allowed for a deeper understanding of what influenced participation in group exercise participation among young adults residing within the greater Point Grey area.

Results

Awareness of BodyWorks

Of the 121 total respondents that answered the survey, 86 produced eligible responses meeting the inclusion criteria. Of the total 86 eligible respondents, 31 had heard of BodyWorks and only 16 had heard of Community-Fit and Semi-Private Training (Table B1). So, 64% of respondents had not heard of BodyWorks (Figure A1), and only 19% were aware of the new programs (Figure A2).

Motivators to Participation in Group Exercise

Most respondents agreed that stress management, social interaction, and previous participation in group exercise motivated them to participate in group exercise at 40, 37, and 37 responses, respectively (Figure A3, Table B2). Of the additional self-reported motivators,

responses highlighting “overall health” were the most popular with 11 responses as well as “physique” and “self-improvement” at 7 responses each (Table B3). All 7 respondents whose answers related to “physique” were male, and 3 of 4 respondents whose answer related to “body positivity” were female (Table B3). Answers relating to “friends” and “workout partners” were near-evenly split between men and women, with 6 and 5 total responses, respectively (Table B3)

Barriers to Participation in Group Exercise

Most respondents agreed that stress was a barrier to participation in group exercise at 34 responses (Figure A4, Table B4). Most respondents disagreed or agreed that lack of social support was a barrier to participation in group exercise at 26 and 27 responses, respectively (Figure A4, Table B4). Most respondents agreed or strongly agreed that busy work schedules / academics were a barrier to participation in group exercise at 36 and 40 responses, respectively (Figure A4, Table B4). 24 respondents did not have an additional barrier to report (Table B5). Of the additional self-reported barriers, the most popular answers related to “time management” “finances”, and “facility access” with 14, 13, and 12 responses, respectively (Table B5). Of the 8 respondents whose answer related to “anxiety”, the answers were split evenly among men and women (Table B5).

Demographics

47 men made up 55% of respondents, 38 women made up 44% of respondents, and 1 respondent chose not to disclose their gender identity (Figure A5, Table B6). 26 respondents were Caucasian and 19 respondents were Chinese, making up 30% and 22% of the total sample, respectively (Table B7, Figure A6). 13% of respondents were of mixed ancestry and made up 13% of responses (Table B7, Figure A6). 4 respondents were of Indigenous, Inuit, or Métis ancestry and made up 7% of the sample (Table B7, Figure A6). 40 respondents did not follow a

religion or form of spirituality and made up 47% of the sample (Table B8, Figure A7). Most religious respondents followed Christianity at 29 responses and made up 34% of the sample (Table B8, Figure A7). 5 respondents followed Islam and made up 6% of the sample (Table B8, Figure A7).

Preference for Same-Gender Personal Trainer

Most men and women were neutral about preference for same-gender personal trainers at 22 and 20 responses, respectively (Figure A8, Table B9). When assessing preference for same-gender personal trainers by religious / spiritual status, both non-religious and religious / spiritual respondents answered neutral the most at 22 and 18 responses, respectively (Figure A9, Table B10).

Assessing Willingness to Participate in New Programs by Gender Identity

The greatest proportion of female respondents agreed that they would participate in Community-Fit (Figure A10). 18 women agreed and 3 women strongly agreed (Table B11). Although 16 men male respondents also agreed that they would participate in Community-Fit , men answered “agree” at a lower proportion of total responses compared to women (Table B11, Figure A10). The greatest proportion of female respondents agreed that they would participate in Semi-Private Training (Figure A11). 23 women agreed and 5 women strongly agreed (Table B12). While 18 male respondents also agreed that they would participate in Semi-Private Training, men answered “agree” at a much lower proportion of total responses compared to women (Table B12, Figure A11).

Group and Individual Exercise Experience

The mean number of years for both group and individual exercise experience were similar, and there was a greater variability in self-reported responses for group experience

compared to individual experience (Figure A12). Most respondents had between 0 to 4 years of both group and individual experience at 39 and 36 responses, respectively (Table B13). 17 respondents had between 15 to 20 years of group experience and 12 respondents had 15 to 20 years of individual experience (Table B13).

Assessing Willingness to Participate in New Programs by Exercise Experience

The greatest proportion of respondents were neutral or agreed when asked if they would participate in Community-Fit based on both group and individual exercise experience (Figure A13, Figure A14). The respondents who strongly disagreed with participating in Community-Fit had an average of 9.5 years of group exercise experience and 4.8 years of individual exercise experience (Table B14). The respondents who disagreed with participating in Community-Fit had an average of 4.8 years of group exercise experience and 5.5 years of individual exercise experience (Table B14).

The greatest proportion of respondents agreed or strongly agreed when asked if they would participate in Semi-Private Training based on group exercise experience (Figure A15). When considering individual exercise experience, the greatest proportion of respondents were neutral or agreed when asked if they would participate in Semi-Private Training (Figure A16). The respondents who strongly disagreed with participating in Semi-Private Training had an average of 9.7 years of group exercise experience and 10.2 years of individual exercise experience (Table B15). The respondents who disagreed with participating in Semi-Private Training had an average of 7.7 years of group exercise experience and 7.5 years of individual exercise experience (Table B15).

Discussion

The results clearly show that few UBC students between the age of 18 to 30 years have

heard of BodyWorks, and that knowledge of the new Community-Fit and Semi-Private Training programs is even less prevalent. Despite the appeal which these new programs may hold for the young population, not all respondents who were aware of BodyWorks knew that such services were available for people within their age cohort. This may be due to perceptions of BodyWorks as a service strictly for seniors, a perception that has been previously documented in middle-aged adults within the greater UBC area (Chun et al., 2021; Legaspi et al., 2021).

Stress management, social interaction, and previous experience in group exercise were considered significant motivators to group exercise participation among a large portion of respondents. Further, responses relating to overall health benefits were the top self-reported additional motivator among respondents. Hence, educating the young population about the general health benefits of exercise in promotional messages directed to them may encourage participation in the new Community-Fit and Semi-Private Training Programs. Self-reported motivators relating to improving physique seemed to be of particular importance to men, as no women self-reported physique as a motivator to group exercise participation. However, a majority of respondents that self-reported body-positivity as a motivator were women. These findings suggest that men and women may have different relationships with their physical bodies. Hence, messaging surrounding “getting in shape” when promoting new BodyWorks programs should take into account gender differences when marketing to either men or women exclusively.

Stress was a significant barrier to group exercise participation for a large portion of respondents. However, since stress management was also a strong motivator, messaging in the promotion of new BodyWorks programs regarding the stress relieving effects of exercise may alleviate the impact of stress as a barrier (Silver et al., 2019; York et al., 2017). Respondents

were indifferent to lack of social support as a barrier to group exercise participation. Future research is needed to determine what other moderating factors may affect the relationship between lack of social support and non-participation in group exercise. Regarding busy work schedules / academics, most respondents considered this to be a very significant barrier to their participation in group exercise. Moreover, since self-reported motivators included “establishing routine” and self-reported barriers included “time management”, scheduling seems to be of importance to the study population. Informing the study population of BodyWorks’ flexible scheduling in the promotion of Semi-Private Training may greatly facilitate increased participation in this new program.

The sample of respondents was diverse in gender, ethnicity, and religion / spirituality. Hence, the results are generalizable to the population of young adults who study on UBC campus and represent the area’s demographics to an extent. While this data can be applied to young students within the UBC community, it is important to recognize individual preferences that may predict the likelihood of participating in group exercise. For example, although most men and women felt neutral regarding preference for a same-gender personal trainer, some men and women felt that it was very important that they work with a personal trainer of the same gender. Although most people within the sample would be comfortable with a personal trainer of any gender, this is not the case for all respondents. Further, since UBC has a large population of international students, it is important to be mindful of cultural differences that may also predict one’s likelihood to participate in group exercise. For example, 3 out of 4 respondents of Middle Eastern background strongly agreed that they prefer to work with same-gender personal trainers. Promotional messages to potential participants of Semi-Private Training can describe how one is able select sessions with a personal trainer they feel most comfortable with; this would ensure

that BodyWorks is viewed as a supportive environment that cares for individual preferences.

Both men and women were likely to participate in Community-Fit. However, a greater proportion of female respondents agreed that they would participate in Community-Fit compared to males. This is consistent with findings by Thomas and colleagues (2019) where they saw that women had a stronger tendency for participating in fitness-related activity compared to men, who were more likely to participate in sport-related activity. As some men within the sample also self-reported athleticism as a motivator for participating in group exercise, messaging for the promotion of Community-Fit could list improved athletic performance as a benefit of the program to attract more male clientele. When looking at willingness to participate in Semi-Private Training, a much greater proportion of women agreed compared to men. Although the greatest proportion of men agreed that they would participate in Semi-Private Training, women were evidently still more interested in the program. A reason why women may be more interested in Semi-Private Training includes feelings of self-consciousness associated with exercising in male-dominated public gyms (Silver et al., 2019).

A majority of participants had 0 to 4 years of both group and individual exercise experience. Despite a large portion of the sample lying in the lower end of the experience range, the sample encapsulated diverse experience levels, making the findings generalizable to our study population based on exercise background. When assessing interest in Community-Fit based on exercise experience, it was found that people with higher group exercise levels were more likely to participate. However, the portion of respondents who strongly disagreed about participating in Community-Fit also had higher levels of group exercise experience. When assessing interest in Semi-Private Training based on group exercise experience, a similar trend emerged where respondents with higher levels of group experience were indifferent about

participating in the program. More research is needed to determine what motivates people who are highly experienced in group exercise to participate in group exercise programs. Higher levels of individual exercise experience seemed to facilitate willingness to participate in Community-Fit, but people who had very high levels of individual exercise experience were much less likely to participate in Semi-Private Training. Because the respondents who self-reported lack of exercise variation as a barrier had higher levels of exercise experience, expressing how BodyWorks' qualified personal trainers can provide effective modifications to challenge all fitness levels may encourage more experienced individuals to participate in Semi-Private Training.

Challenges & Limitations

A challenge presented during data collection was meeting the recruitment target of 100 respondents with the short amount of time allotted. Approximately one week into the recruitment period, response rates were not indicating that the target would be reached in time. To navigate this challenge, in-person, grassroots recruiting at UBC's AMS Student Nest was implemented. This strategy doubled the number of respondents within one day, and made achieving the recruitment target possible.

A major limitation of the survey is its reliance on self-report measures. Self-report measures are prone to recall bias, and may not accurately reflect the study population. Measures of exercise experience were all taken by self-report, so their validity is questionable. Because it was difficult to establish clear relationships between exercise experience and willingness to participate in BodyWorks new programs, it is possible that the data collected on exercise experience was inaccurate.

A small sample size limited this survey from detecting statistically significant results.

Although the survey nearly reached its recruitment target, sample sizes much larger than 100 are required to detect relationships and effect sizes that are statistically significant. When a study has a small sample size, outliers and variability within the data have a greater impact on skewing the results.

Recommendations for BodyWorks

Immediately Actionable Recommendations

Self-reported motivators revealed differences in how men and women experience body image. Men were more motivated for reasons of honing their physique while women were more motivated by body positivity. Messages surrounding improved body image can be used to promote Community-Fit and Semi-Private Training to both young men and women, but the wording around body image should change based on which gender is being targeted. When promoting the new programs to women, using language that highlights feeling good in one's own body would help continue to encourage female participation. When marketing the same programs to men, however, language surrounding body image could highlight things such as improving muscle size and definition to help encourage more male participation.

As group activity experience was somewhat of a predictor to participation in new BodyWorks programming, promotional materials for Community-Fit and Semi-Private Training could be posted in other recreational facilities on UBC's campus, such as the UBC Aquatic Centre and Tennis Centre. Since participation in group exercise has been confirmed to be a predictor of overall activity levels, reaching people who are actively engaged in group activity would ensure that BodyWorks' new programming is promoted to potential clients who would be more likely to participate.

Most respondents considered stress management and social interaction to be significant

motivators for group exercise participation. Hence, promotional messages about new BodyWorks programming directed to the study population could educate them on the stress relieving effects of exercise. Specifically regarding Semi-Private Training, promotional messages targeting the study population could reference how participants can book sessions with a workout-buddy while paying a fraction of the cost compared to conventional personal training.

Long-Term Recommendations

Although the data showed that most respondents did not have a preference for personal trainers of the same gender, this aspect was still important to some respondents. Such individuals with more traditional values may feel intimidated to mention preferences for a same-gender personal trainer, and a challenge lies in the ethics of assessing these preferences. While it would be unethical to ask about a client's personal beliefs, clearly communicating that clients can opt to book a Semi-Private Training session with whichever trainer they feel most comfortable with would help BodyWorks improve cultural sensitivity. As UBC campus contains a large number of international students, it is important that BodyWorks trainers are mindful of cultural differences. By including a section on cultural sensitivity within staff training, future instructors would become more mindful of client preferences and can avoid asking invasive questions.

Conclusion

This survey addressed motivators, barriers, and predictors to group activity participation of UBC students aged 18 to 30 years within the greater Point Grey area. Stress management, social interaction, and previous participation in group exercise were all significant motivators to a large portion of respondents. The most significant self-reported motivators pertained to sustaining overall health, improving physique, and overall self-improvement. Busy work schedules / academics was the most significant barrier to group exercise participation for a

majority of respondents, and stress was a significant barrier to most respondents as well. Whether lack of social support was a significant barrier within the study population remains unclear, research on potential modifying factors that determine lack of social support as a barrier to group exercise may be required. The most significant self-reported barriers included time management and finances, although the highest proportion of respondents did not report an additional barrier to group exercise participation. Group exercise experience seemed to predict participation in both Community-Fit and Semi-Private Training, but some high-experience respondents were uninterested and the exact relationship is unclear. There is a much clearer link between individual exercise experience and predicting participation in Community-Fit, but strangely, individuals with very high levels of individual experience were less likely to participate in Semi-Private Training. With these data, BodyWorks can be informed how to best promote their new programs to a younger demographic. Such promotional strategies will ensure that UBC BodyWorks is re-established as a useful fitness resource for people of all ages.

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Appendix A

Figure A1

Awareness of UBC BodyWorks

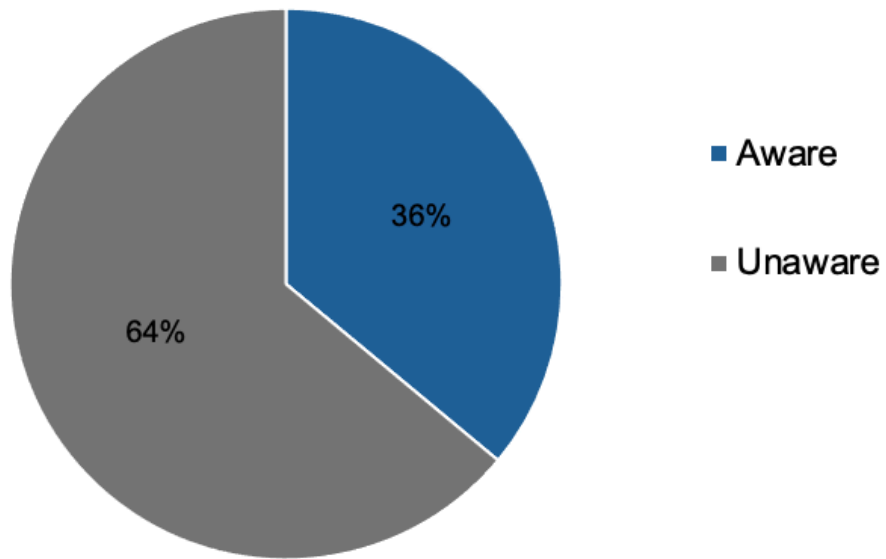


Figure A2

Awareness of New BodyWorks Programs

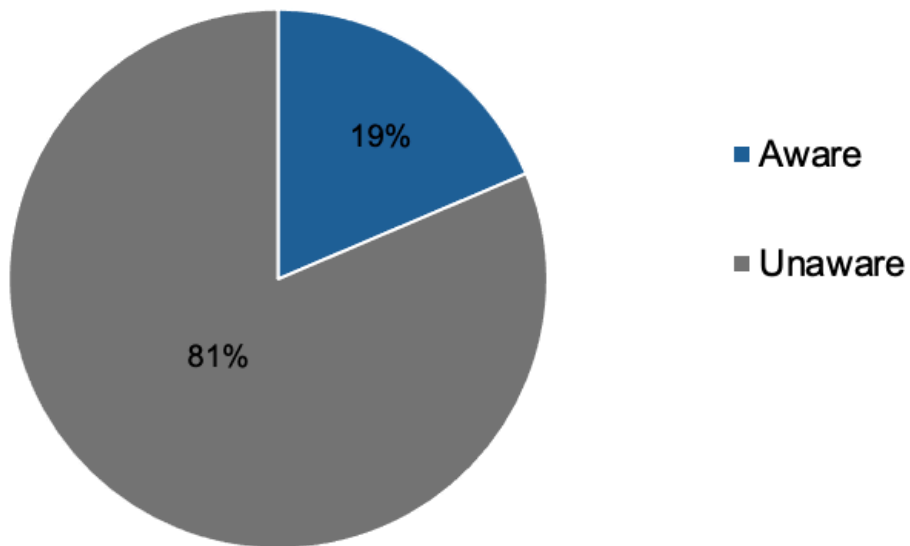


Figure A3

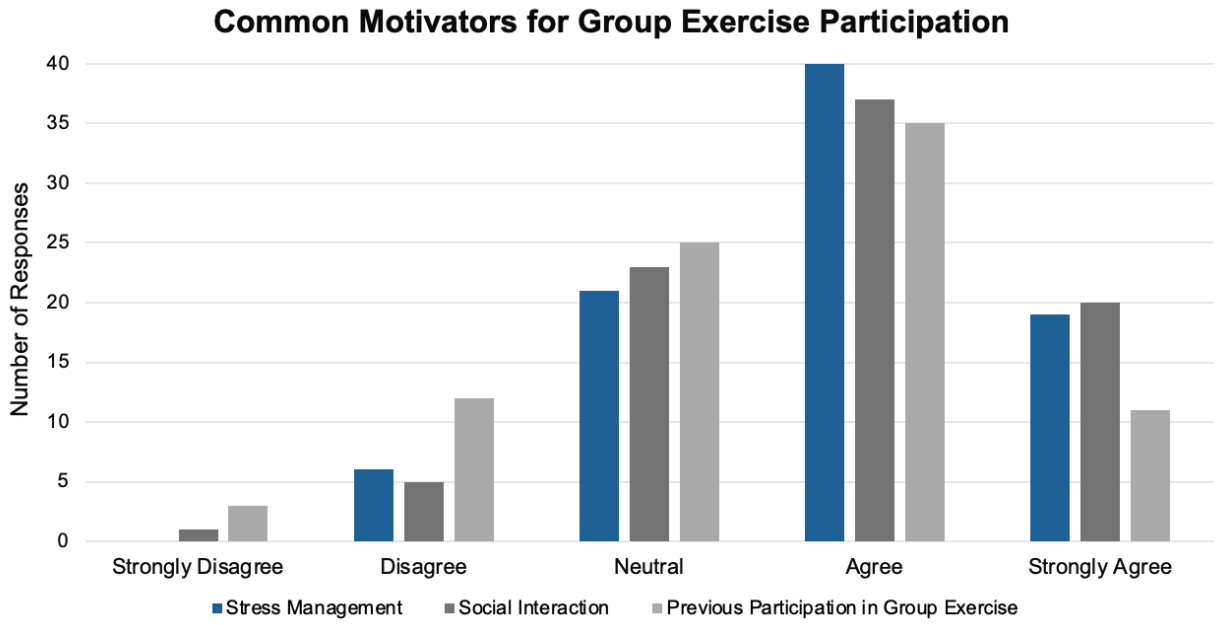


Figure A4

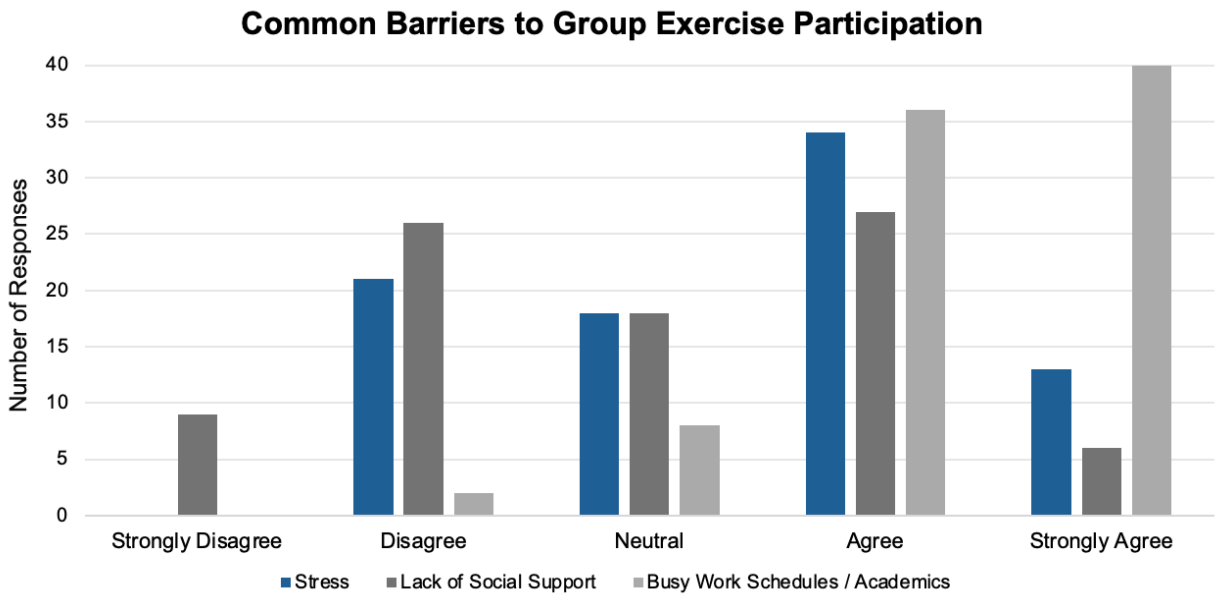


Figure A5

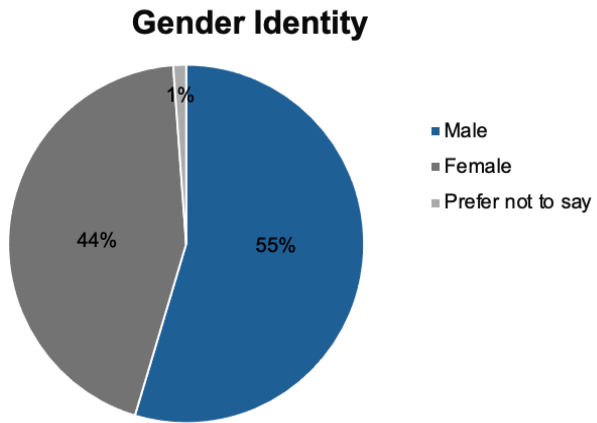


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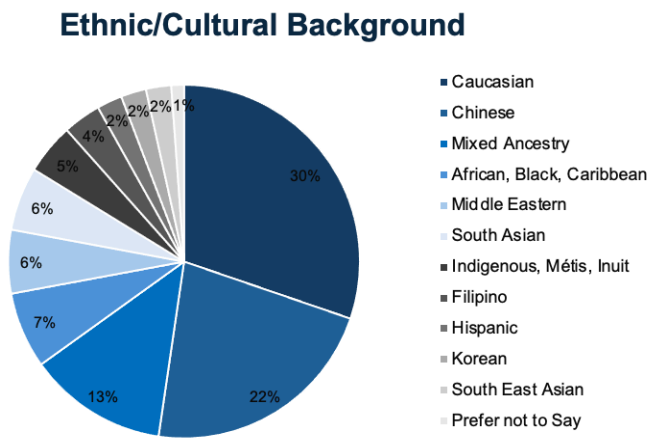


Figure A7

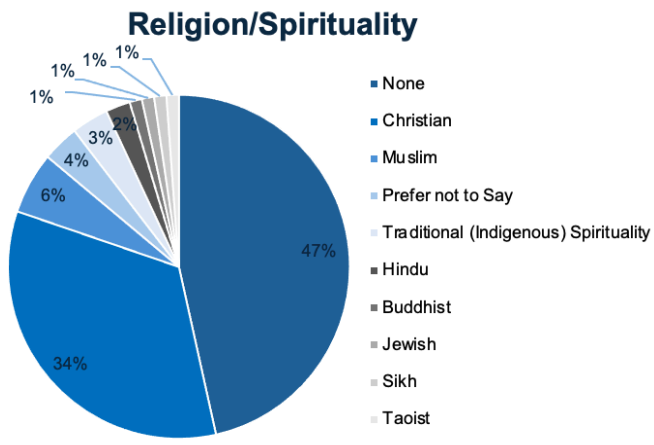


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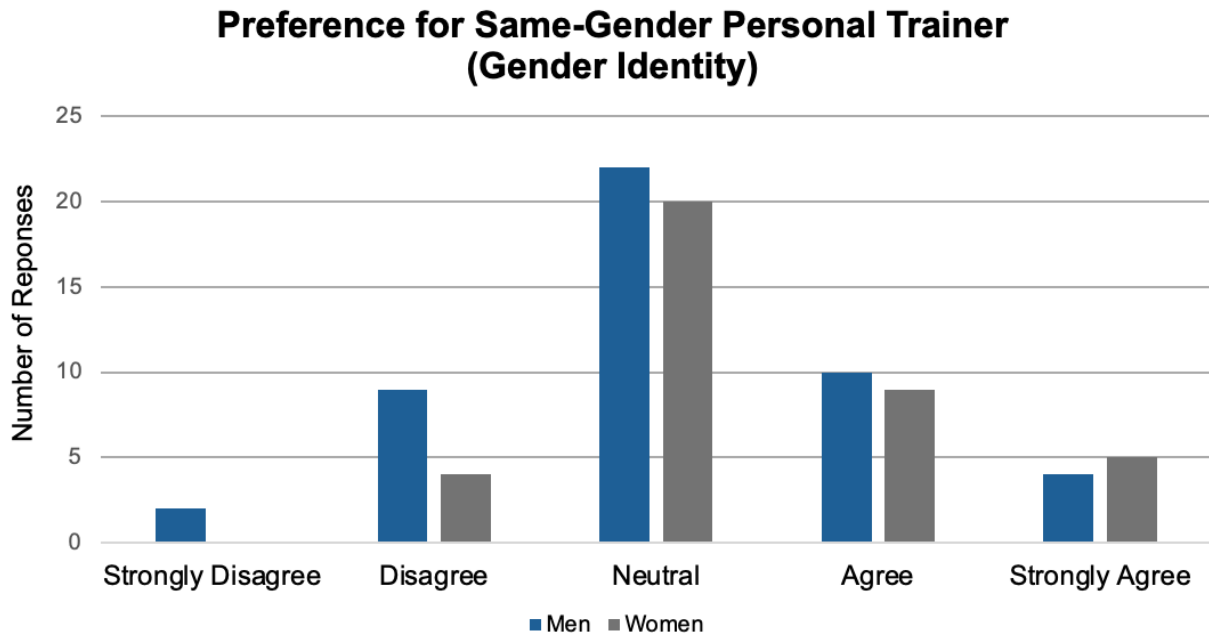


Figure A9

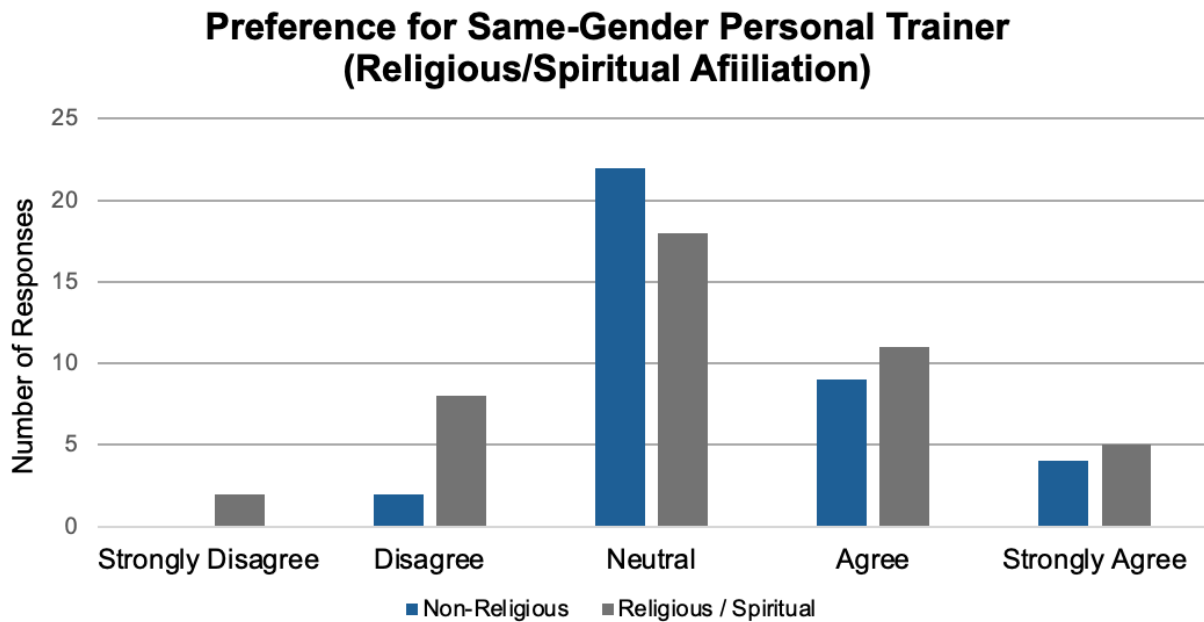


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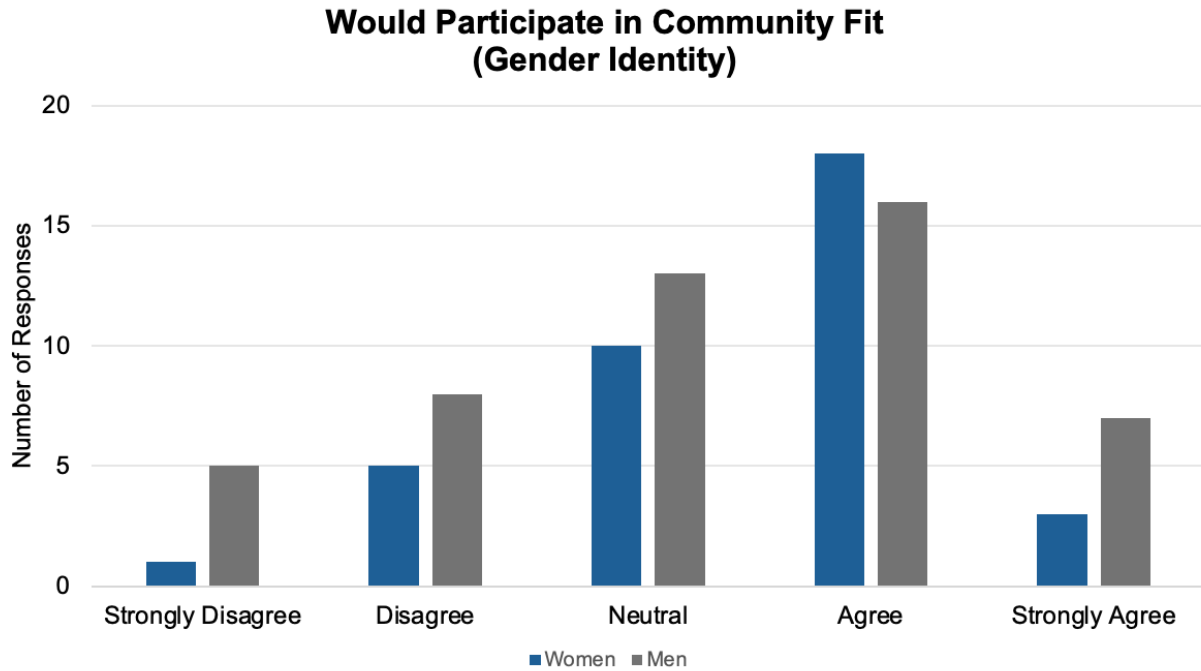


Figure A11

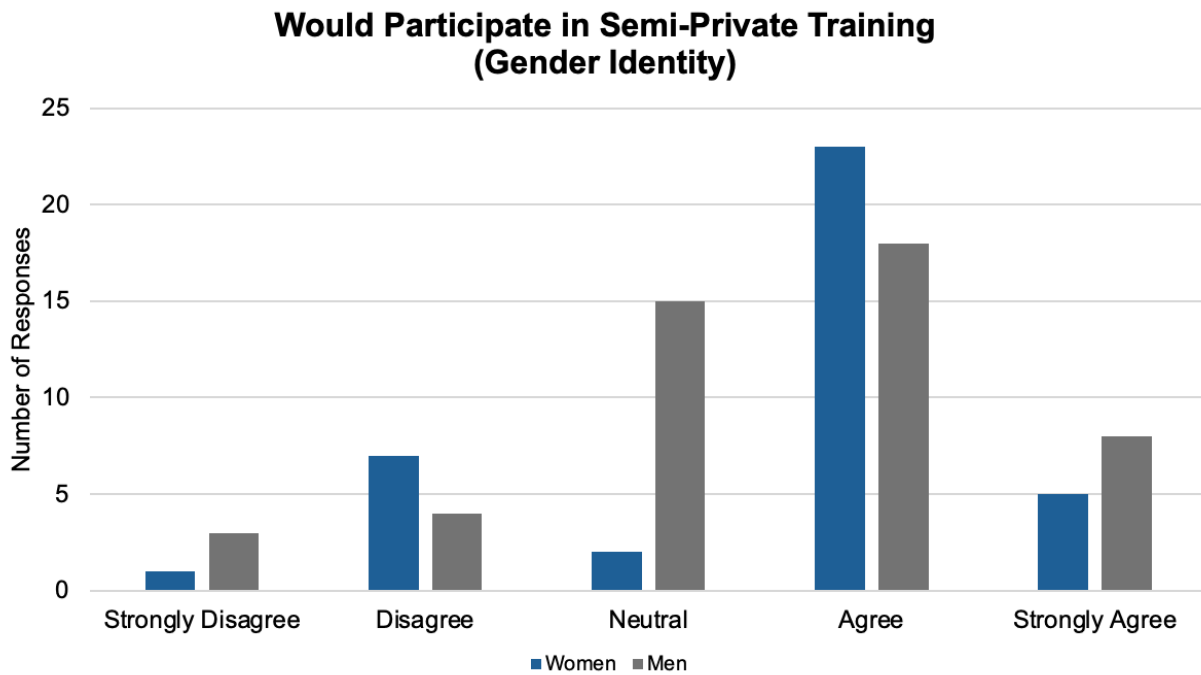


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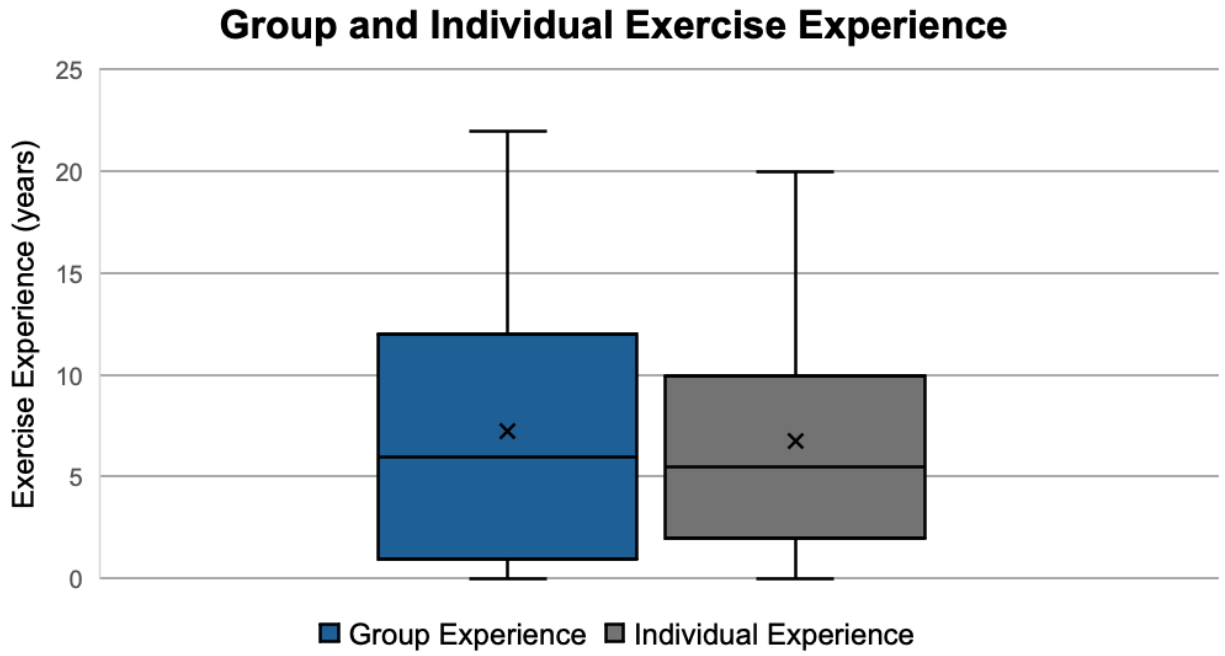


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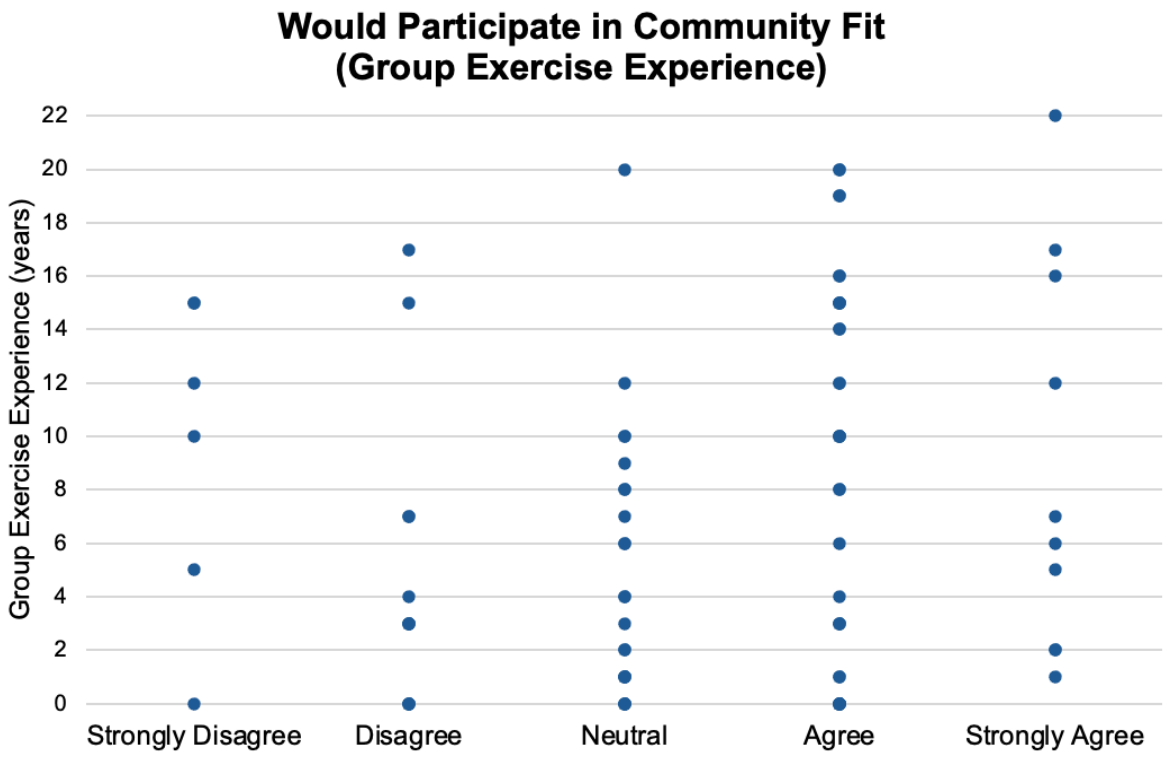


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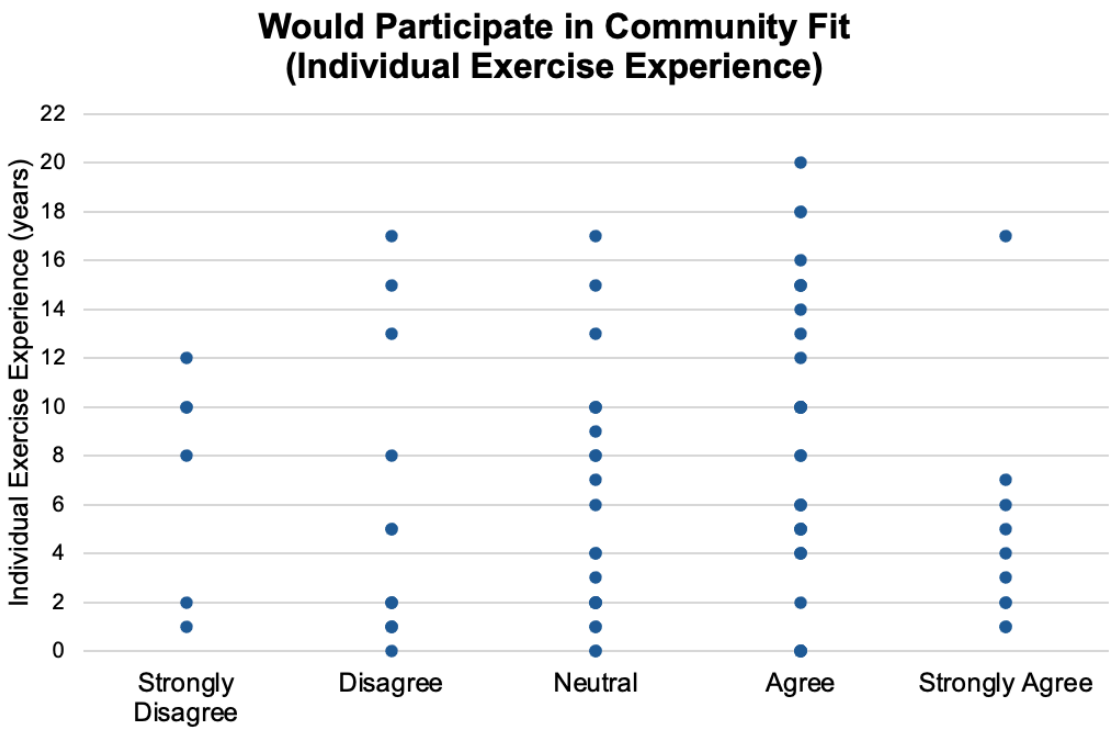


Figure A15

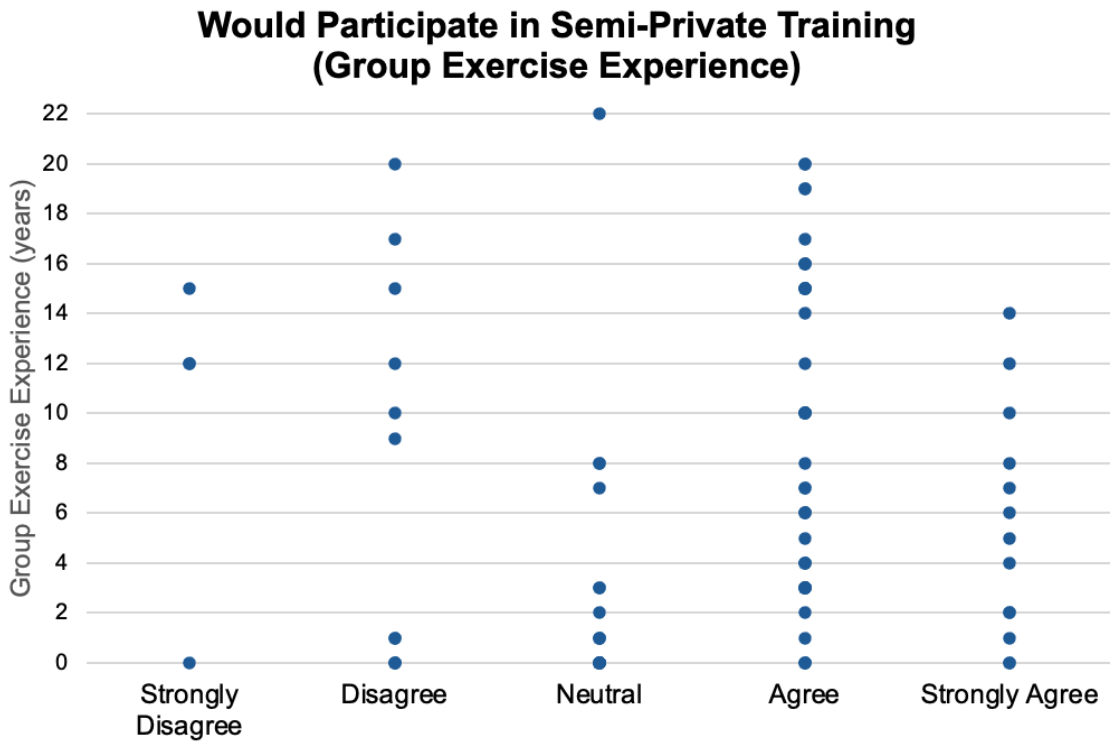
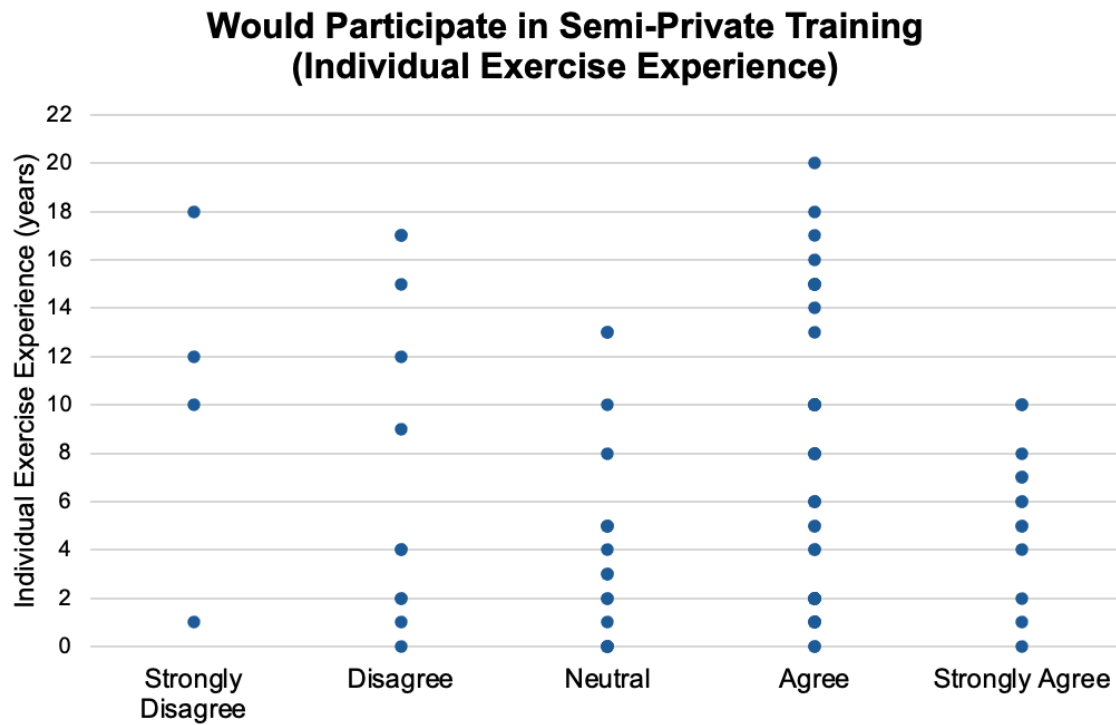


Figure A16



Appendix B

Table B1

Awareness of BodyWorks

	Number of Responses: Unaware	Number of Responses: Aware
BodyWorks Facility	55	31
Community-Fit and Semi-Private Training	70	16

Table B2

Common Motivators to Group Exercise: Likert Type Scale

Response	Number of Responses: Stress Management	Number of Responses: Social Interaction	Number of Responses: Previous Participation in Group Exercise
Strongly Disagree	0	1	3
Disagree	6	5	12
Neutral	21	23	25
Agree	40	37	37
Strongly Agree	19	20	11

Table B3

Additional Motivator to Group Exercise: Self-Report

Response	Total Responses	Female Responses	Males Responses
Overall Health	11	5	6
Physique	7	0	7
Self Improvement	7	2	5

Enjoyment	6	3	3
Establishing Routine	6	6	0
Fitness	6	3	3
Friends	6	1	5
Guidance from Qualified Trainers	6	3	3
Strength	5	3	2
Workout Partners	5	2	3
Body Positivity	4	3	1
Mental Health	4	3	1
Supportive Environments	4	0	4
N/A	4	2	2
Rejection	3	0	3

Table B4

Common Barriers to Group Exercise: Likert Type Scale

Response	Number of Responses: Stress	Number of Responses: Lack of Social Support	Number of Responses: Busy Work Schedules / Academics
Strongly Disagree	0	9	0
Disagree	21	26	2
Neutral	18	18	8
Agree	34	27	36
Strongly Agree	13	6	40

Table B5*Additional Barrier to Group Exercise: Self-Report*

Response	Total Responses	Female Responses	Male Responses
N/A	24	10	14
Time Management	14	6	8
Finances	13	8	5
Facility Access	12	6	6
Anxiety	8	4	4
Lack of Motivation	8	2	6
Crowded Gyms	3	0	3
Lack of Exercise Variation	2	1	1
Prefer to Exercise Alone	2	1	1

Table B6*Gender Identity Demographics*

Gender Identity	Number of Responses
Male	47
Female	38
Prefer not to say	1

Table B7***Ethnicity Demographics***

Ethnicity	Number of Responses
Caucasian	26
Chinese	19
Mixed Ancestry	11
African, Black, Caribbean	6
Middle Eastern	5
South Asian	5
Indigenous, Métis, Inuit	4
Filipino	3
Hispanic	2
Korean	2
South East Asian	2
Prefer not to Say	1

Table B8***Religion / Spirituality Demographics***

Religion	Number of Responses
None	40
Christian	29
Muslim	5
Prefer not to Say	3
Traditional (Indigenous) Spirituality	3
Hindu	2

Buddhist	1
Jewish	1
Sikh	1
Taoist	1

Table B9

Preference for Same-Gender Personal Trainer Based on Gender Identity

	Number of Responses: Men	Number of Responses: Women	Total Number of Responses
Strongly Disagree	2	0	2
Disagree	9	4	13
Neutral	22	20	42
Agree	10	9	20
Strongly Agree	4	5	9

Table B10

Preference for Same-Gender Personal Trainer Based on Religious / Spiritual Affiliation

	Number of Responses: Non-Religious	Number of Responses: Religious / Spiritual	Total
Strongly Disagree	0	2	2
Disagree	2	8	13
Neutral	22	18	42
Agree	9	11	20
Strongly Agree	4	5	9

Table B11

Willingness to Participate in Community Fit based on Gender Identity

	Number of Responses: Men	Number of Responses: Women	Total Number of Responses
Strongly Disagree	5	1	6
Disagree	8	5	13
Neutral	13	10	23
Agree	16	18	34
Strongly Agree	7	3	10

Table B12

Willingness to Participate in Semi-Private Training based on Gender Identity

	Number of Responses: Men	Number of Responses: Women	Total Number of Responses
Strongly Disagree	3	1	4
Disagree	4	7	11
Neutral	15	2	17
Agree	18	23	41
Strongly Agree	8	5	13

Table B13

Group and Individual Exercise Experience: Self-Report

Years of Exercise Experience	Number of Responses: Group Experience	Number of Responses: Individual Experience
0 - 4	39	36
5 - 9	15	21

10 - 14	14	17
15 - 20	17	12
>20	1	0

Table B14

Willingness to Participate in Community Fit based on Exercise Experience

	Average Amount Group Experience in Years	Average Amount of Individual Experience in Years
Strongly Disagree	9.5	4.8
Disagree	4.8	5.5
Neutral	5	5.9
Agree	8.8	8.3
Strongly Agree	9	4.8

Table B15

Willingness to Participate in Semi-Private Training based on Exercise Experience

	Average Amount Group Experience in Years	Average Amount of Individual Experience in Years
Strongly Disagree	9.7	10.2
Disagree	7.7	7.5
Neutral	3.3	4.3
Agree	9.1	7.6
Strongly Agree	5.5	5.5

Appendix C

Link to Qualtrics Survey

https://ubc.ca1.qualtrics.com/jfe/form/SV_833S3nuVXAWhk0K

Copy of Survey Questions

Group 16: Promoting New BodyWorks Programs Within the Greater Point Grey Area

Q1 Are you between the ages of 18 to 30?

Yes (1)

No (2)

Skip To: End of Survey If Are you between the ages of 18 to 30? = No

Q2 Do you reside on UBC Campus or the Greater Point Grey area? (eg: Kitsilano, Kerrisdale, Dunbar, etc.)

Yes (1)

No (2)

Skip To: End of Survey If Do you reside on UBC Campus or the Greater Point Grey area?

(eg: Kitsilano, Kerrisdale, Dunbar, e... = No

Q3 Are you a varsity athlete?

Yes (1)

No (2)

Skip To: End of Survey If Are you a varsity athlete? = Yes

End of Block: Inclusion Criteria

Start of Block: BodyWorks Questions

Q4 Have you heard about UBC BodyWorks before being recruited for this survey?

Yes (1)

No (2)

Q5

Were you aware that UBC BodyWorks offers fitness classes and personal training services to all age groups?

Yes (1)

No (2)

End of Block: BodyWorks Questions

Start of Block: Motivators and Barriers to Exercise

Q6 The following factors present a motivator to your participation in group exercise.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (5)	Strongly agree (6)
Stress management (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social interaction (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Previous
participation
in group
exercise (4)**

Q7 Please list one additional motivator that has the most significant impact on you.

Page Break

Q8 The following factors present a barrier to your participation in group exercise.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Stress (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of social support (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Busy work schedules and/or Academics (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Please list one additional barrier that has the most significant impact on you.

End of Block: Motivators and Barriers to Exercise

Start of Block: Demographic Questions

Q10 What is your gender identity?

- Woman (1)**
- Man (2)**
- Non-binary (3)**
- Other (Please specify): (4)**
-

- Prefer not to say (5)**

Q11 When working with a personal trainer, you would prefer that they are of the same sex/gender identity.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
(1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 What ethnic/cultural background do you pertain to?

- Caucasian (1)**
- Chinese (2)**
- South Asian (3)**
- Korean (4)**

- South East Asian (5)**
 - Hispanic (6)**
 - Middle Eastern (7)**
 - Filipino (8)**
 - Japanese (9)**
 - Indigenous, Metis, Inuit (10)**
 - African, Black, Caribbean (11)**
 - Other (Please specify): (12)**
-
- Prefer not to say (13)**

Q13 What religion or spiritual tradition do you identify with or adhere to?

- Bahai (1)**
- Buddhist (2)**
- Christian (3)**
- Hindu (4)**
- Jewish (5)**

- Muslim (6)
- Shinto (7)
- Sikh (8)
- Taoist (9)
- Traditional (Aboriginal) Spirituality (10)
- Wiccan (11)
- Other religions (please specify): (12)
-
- None (13)
- Prefer not to say (14)

End of Block: Demographic Questions

Start of Block: Physical Activity Experience

Q14 How many years of experience do you have in group exercise, sport, or leisure settings?

Q15 How many years of experience do you have in individual exercise, sport, or leisure settings?

Q16 Considering your current level of activity experience, you feel encouraged to participate in group exercise.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
(1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Physical Activity Experience

Start of Block: Assessing Interest in New BodyWorks Programs

Q17 You would participate in BodyWorks Community Fit classes where you complete circuit-based training within a large group (10+ individuals)

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 You would participate in BodyWorks Semi-Private Training sessions where you receive 1-on-1 personal training within a small group (3-4 individuals)

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
(1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Assessing Interest in New BodyWorks Programs

Start of Block: End of Survey

Q19 Thank you for completing the survey! The following page will redirect you to a new survey where you can enter the draw for prizes (2 lululemon yoga mats and 4 UBC Athletics Prize Packs).

You will need our group number to enter the draw - GROUP 16

End of Block: End of Survey

Appendix D

Consent Form

CLASS PROJECT: Health Promotion and Physical Activity (KIN 464)

Participant Consent Form: Promoting New BodyWorks Programs Within the Greater Point Grey Area (Group 16)

Project ID: H17-03560-A017

Principal Investigator: Dr. Andrea Bundon (Assistant Professor, School of Kinesiology, Faculty of Education)

The purpose of the class project: To gather knowledge and expertise from community members on the predictors, motivators, and barriers to participation in BodyWorks group physical activity programs within the young adult population residing in the greater Point Grey area.

Study Procedures: With your permission, we are asking you to participate in a survey. You may only complete each survey once. With the information gathered, students will critically examine how different individuals understand or engage in health promoting activities or health promotion initiatives.

Project outcomes: The information gathered will be part of a written report for the class project. The written report will be shared with campus partners involved with the project. Summaries of findings will also be posted on the following websites. UBC SEEDS Program Library:

<https://sustain.ubc.ca/courses-degrees/alternative-credit-options/seeds-sustainability-program/see>

[ds-sustainability-library](#) No personal information/information that could identify participants will be included in these reports or shared with campus partners.

Potential benefits of class project: There are no explicit benefits to you by taking part in this class project. However, the survey will provide you with the opportunity to voice your opinion on your experiences with health promoting activities or initiatives in a broad sense and will provide the students with an opportunity to learn from your experiences. **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. At the completion of the course, all data (i.e. notes) and signed consent forms will be stored on a secure electronic drive by Dr. Bundon. All data and consent forms will be destroyed 1 year after completion of the course.

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 class project, you can contact Andrea Bundon by email at andrea.bundon@ubc.ca

Research ethics complaints: If you have any concerns or complaints about your rights as a research participant and/or your experiences while participating in this study, contact the

Research Participant Complaint Line in the UBC Office of Research Ethics at 604-822-8598 or e-mail RSIL@ors.ubc.ca or call toll free 1-877-822-8598.

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

By proceeding with this survey, I am confirming I have read the above information and agree to participate in this research project.

Appendix E

Figure E1

Online Recruitment Poster

BRAND NEW COMMUNITY FIT PROGRAMS AT UBC BODYWORKS

As part of a course-based research project (KIN 464), we are conducting a study on the motivators, barriers, and predictors to participation in group exercise.


If you are between 18 to 30 years of age & reside on UBC campus or the greater Point Grey Area, we want to hear from you!

Survey respondents will have the opportunity to enter a draw to win one of the following prizes: Lululemon yoga mat (2), UBC Athletics Prize Pack (4).

For more information about this project, scan the QR code below or contact: lukexpearson@gmail.com

Project ID: H17-03560-A017

Group Number: 16



Please note that this post is public and anyone who likes, comments, or shares this post will, by doing so, be associated with the study. The Principal Investigator on this project is Dr. Andrea Bundon (andrea.bundon@ubc.ca)

Figure E2

Physical Recruitment Poster

BRAND NEW COMMUNITY FIT PROGRAMS AT UBC BODYWORKS

As part of a course-based research project (KIN 464), we are conducting a study on the motivators, barriers, and predictors to participation in group exercise.

If you are between 18 to 30 years of age & reside on UBC campus or the greater Point Grey Area, we want to hear from you!

Survey respondents will have the opportunity to enter a draw to win one of the following prizes: Lululemon yoga mat (2), UBC Athletics Prize Pack (4).

For more information about this project, scan the QR code below or contact: lukexpearson@gmail.com

Project ID: H17-03560-A017

Group Number: 16



Figure E3

Instagram Campaign: March 20th

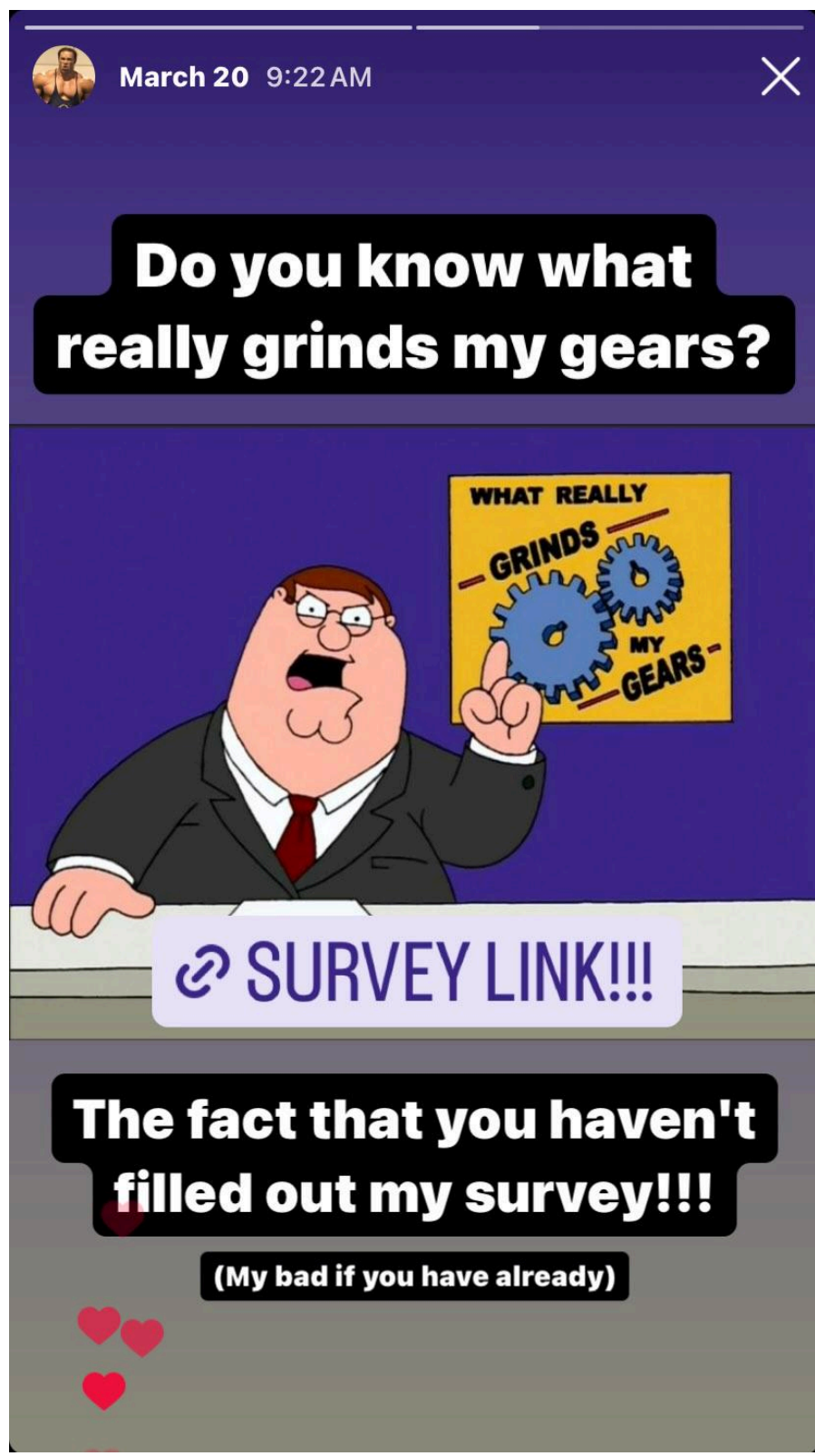


Figure E4

Instagram Campaign: March 21st



Figure E5

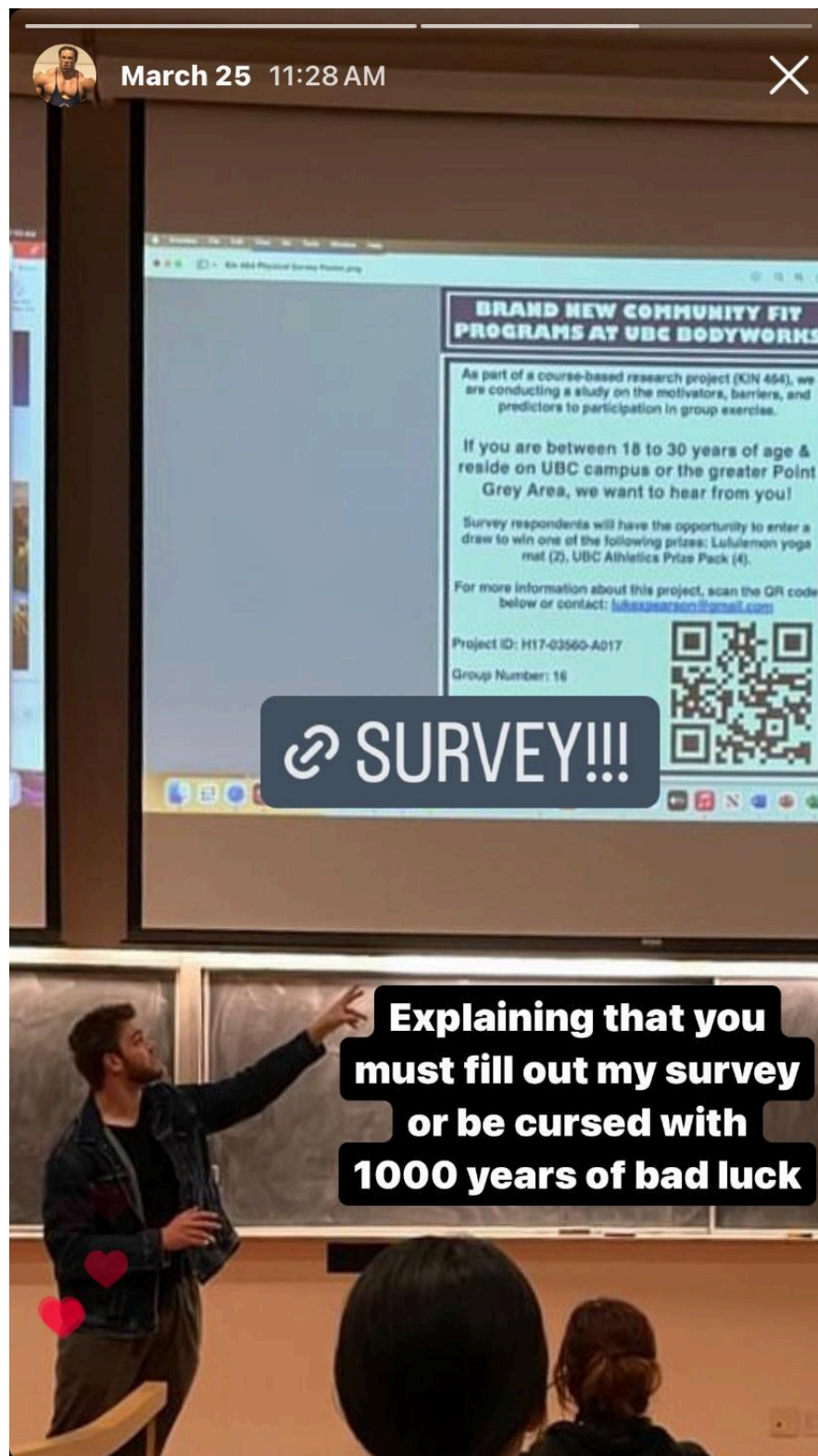
Instagram Campaign: March 25th

Figure E6

Instagram Campaign: March 27th

