



STUDENT USE OF

# THE RAY MEYER FITNESS CENTER

RESEARCH AND ANALYSIS

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# 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



# 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

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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
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# Interview Report

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# 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

Emphazised 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

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- 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

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# KEY FINDINGS

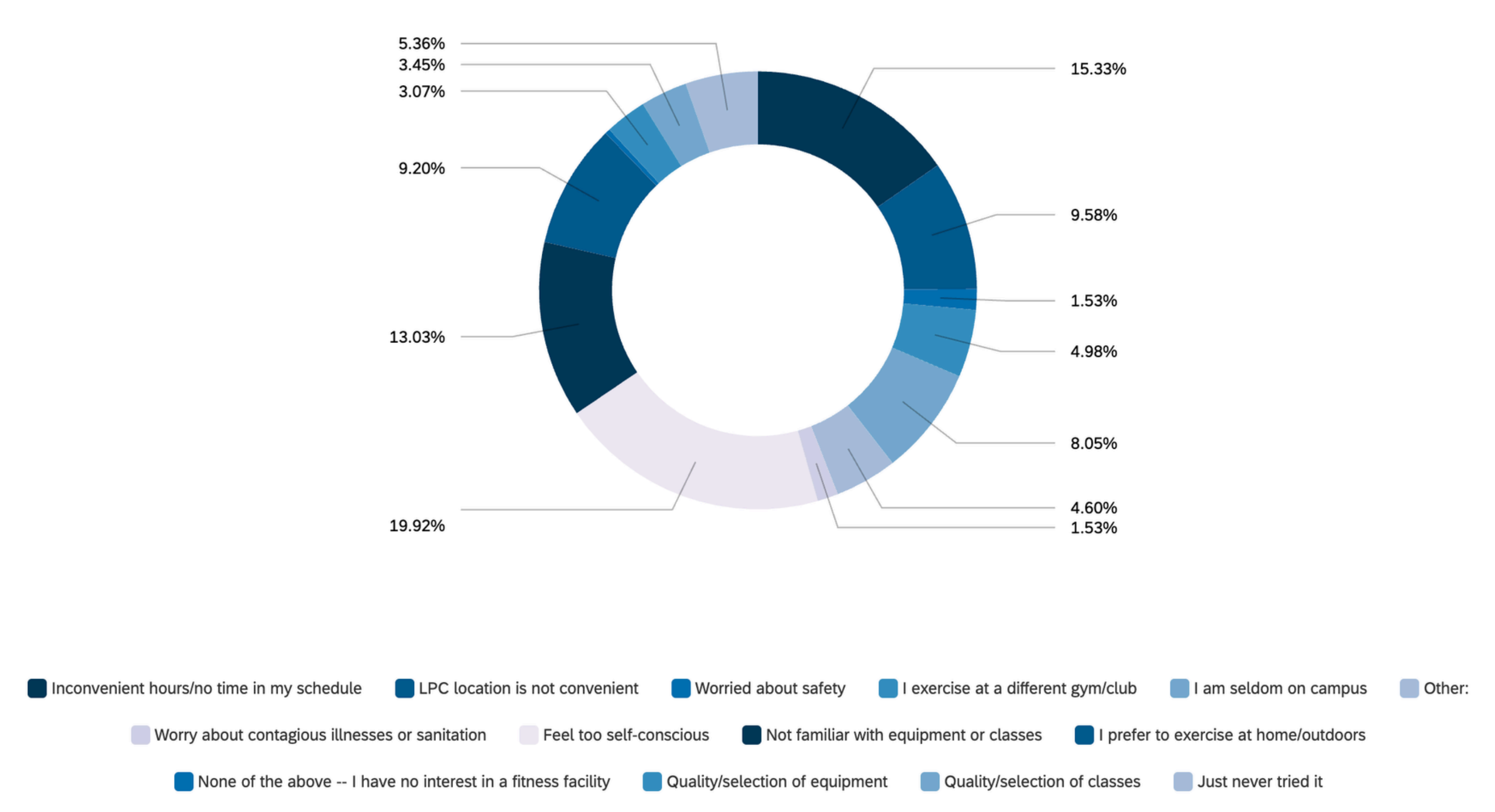
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## 01

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.



# 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

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**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

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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

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# STRATEGY RECOMMENDATIONS

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## 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

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## 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

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## STRENGTHS



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- **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



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- 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



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- **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

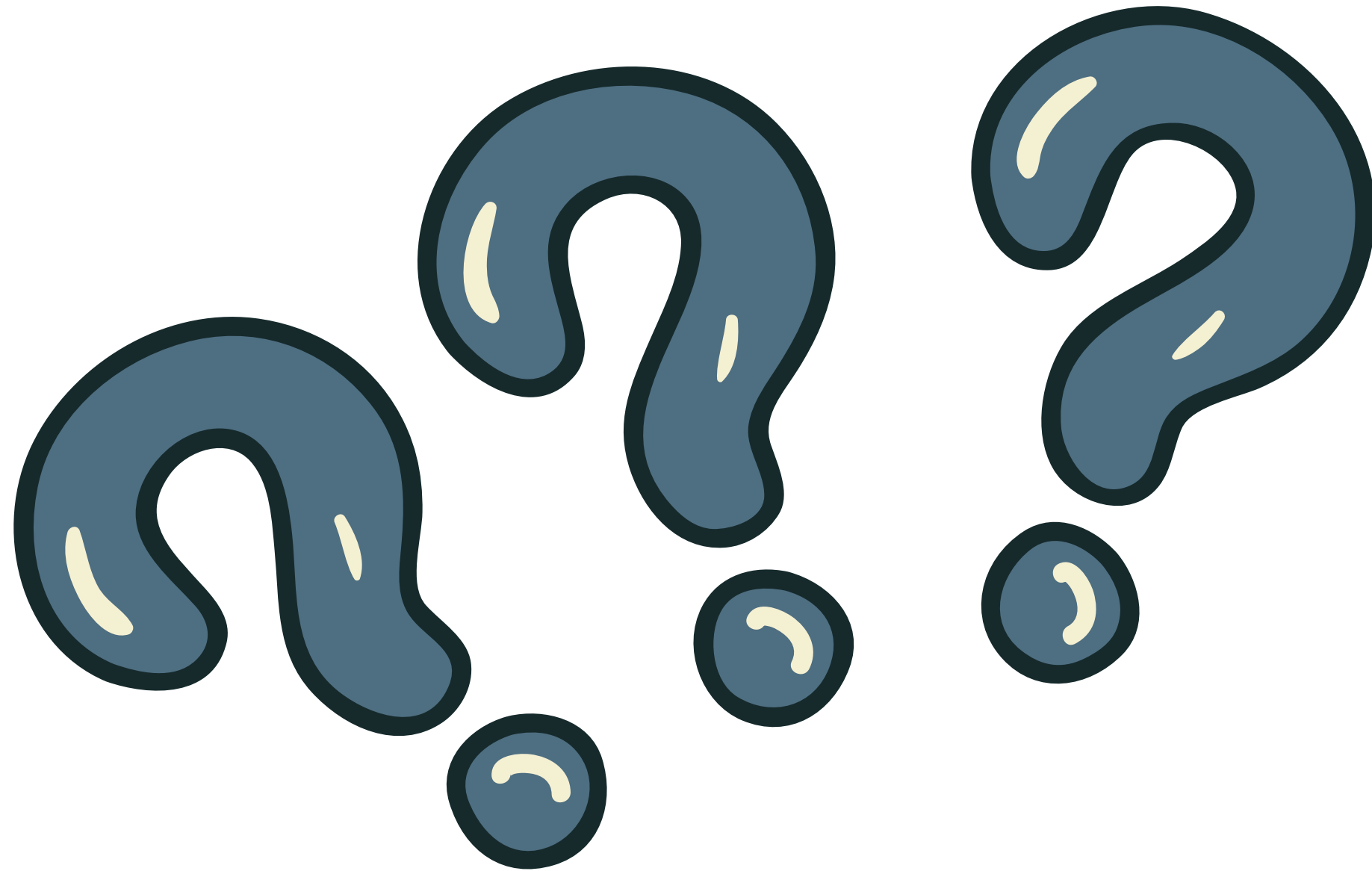


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- **College students are busy**
- Alternative/online fitness options are trendy
- **Mental barriers (self-consciousness)**
- Large off-campus and commuter population
- luxury and local gym competition
- Desirable classes have an additional cost

# QUESTIONS

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**THANK YOU!**