

McCormack Fitness Center

Member Fitness Programming Interest Survey

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Prepared by:

Kayli Davis

Bruce Cohen, PhD

EXECUTIVE SUMMARY

The MFC Board commissioned a study to determine the fitness programming interests of its members. The results of this study will help determine the topics most likely to be attended by members. A 58-item questionnaire regarding future fitness programming was electronically distributed by the MFC Board to the 250 current members of the MFC using Google Docs. Members were instructed to answer each question regarding how likely they were to participate in the programming topic, by using a 5-point Likert scale; 1 being “extremely unlikely” and 5 being “extremely likely.” It was necessary for each question to be answered before the questionnaire could be submitted. It is recommended to use topics with an interest level at or above 3.0 to commence fitness programming at the McCormack Fitness Center. Those topics at or above 3.0, starting with the highest average score, were CORE (abs/back) training, 12 minute Time Efficient Strength Routines, Flexibility/Stretching Training, Body Composition Analysis Testing, Cardiovascular/Aerobic Capacity Testing, Advanced Cardiovascular (Interval) Training, Muscular Strength Testing, Muscular Balance Testing, Flexibility Testing, Muscular Endurance Testing, Back (low/mid/upper/neck) Injury Prevention/Rehab, Cross-Training, and Stability (Swiss) Ball Training. Please see Table 1 for average scores of the topics scoring at or above 3.0. The preferred methods of obtaining health information, starting with the highest average score, were Email, Internet, Tests, Handouts, and Seminars.

BACKGROUND

The MFC Board commissioned a study to determine the fitness programming interests of its members. The results of this study will help determine the topics most likely to be attended by members. This may change over time due to changes in the fitness center's population's interests, needs, ages, etc., but it represents a starting point. Other topics will be considered.

METHODS

A 58-item questionnaire (see Appendix A) regarding future fitness programming was electronically distributed by the MFC Board to the 250 current members of the MFC using Google Docs. The questionnaire was broken down into the following categories: Fitness Training, Sports Specific Conditioning/Training, Physical Activity Specific Conditioning/Training, Injury Prevention/Rehab, On-Going Support Groups/Clubs, Fitness Education Testing, One-Time Seminars, Multi-Week Seminars, and Preferred Methods of Obtaining Health Information. The response rate was 30% as 75 members replied to the online survey. This is considered an average response and is representative of the target population.

Members were instructed to answer each question regarding how likely they were to participate in the programming topic, by using a 5-point Likert scale; 1 being “extremely unlikely” and 5 being “extremely likely.” Personal unidentifiable data was collected over the course of 10 days in July. Raw data was transferred from Google Docs into Microsoft Excel for statistical analysis.

RESULTS

Fitness training:

The top three topics of interest in the fitness training seminar category (see Figure 1 for complete category results) were:

1. Core (abs/back) Training
2. 12 Minute Strength Efficient Training Routines
3. Flexibility/Stretching Training

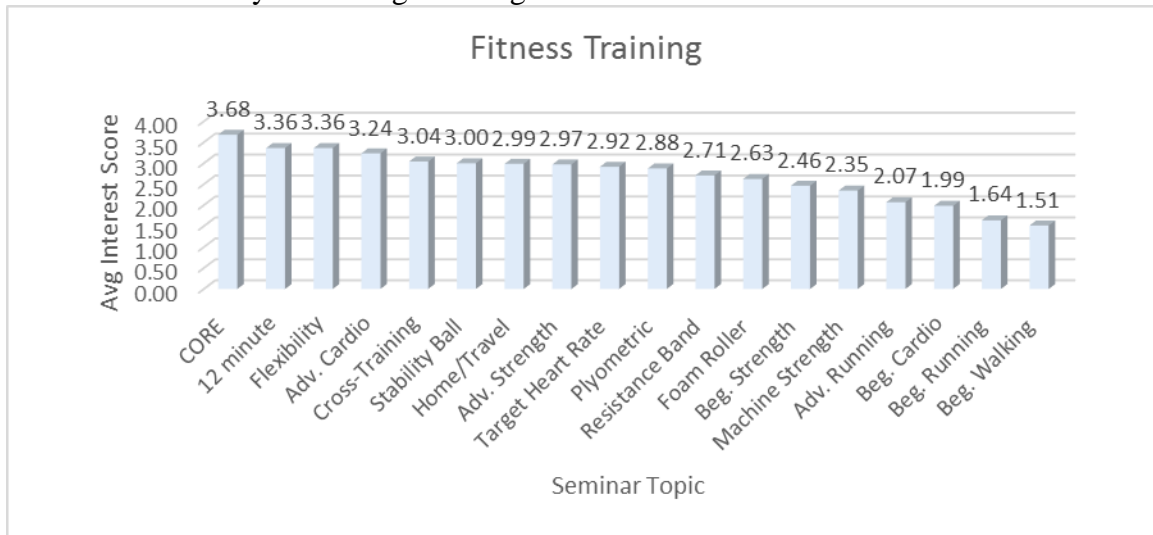


Figure 1. Fitness Training

Sports specific conditioning/training:

The top three topics of interest in the sports specific conditioning/ training seminar category (see Figure 2 for complete category results) were:

1. Hiking
2. Cycling
3. Skiing

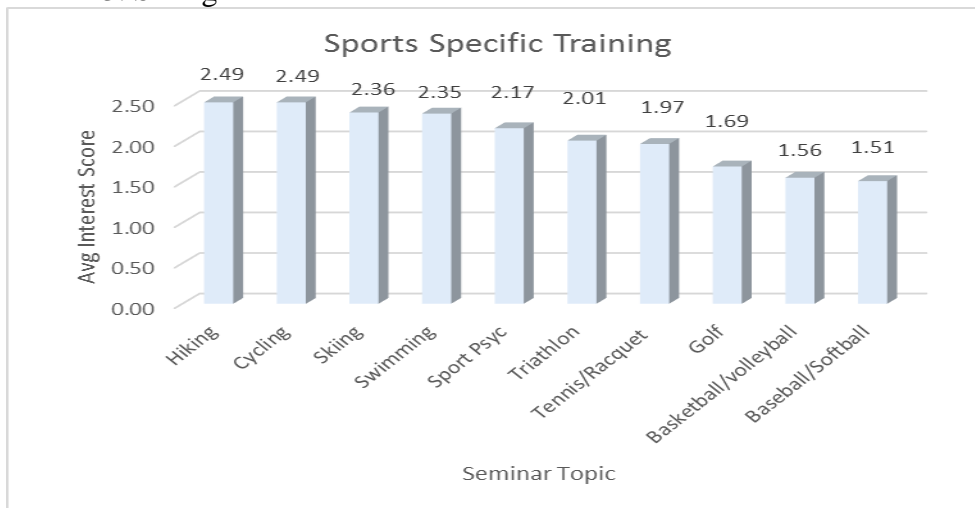


Figure 2. Sports Specific Training

Physical activity specific conditioning/training:

The top three topics of interest in the physical activity specific conditioning/training seminar category (see Figure 3 for complete category results) were:

1. Snow Shoveling
2. Gardening/Yardwork
3. Housework/Home Repair

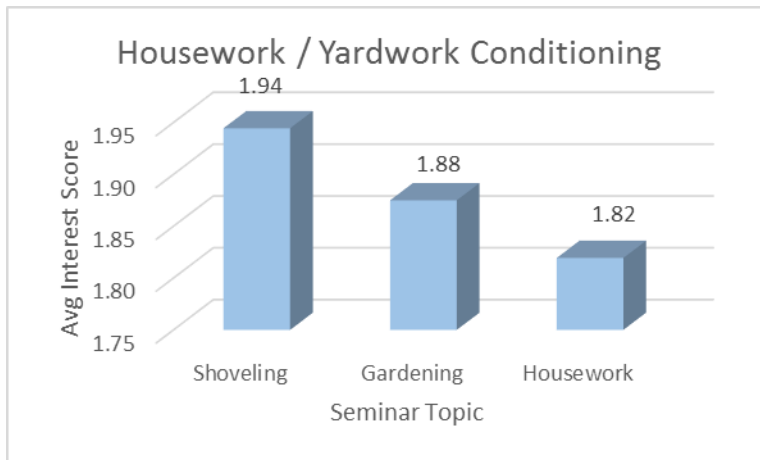


Figure 3. Housework/Yardwork Conditioning

Injury prevention/rehabilitation:

The top three topics of interest in the injury prevention/rehab seminar category (see Figure 4 for complete category results) were:

1. Back (low, mid, upper, neck)
2. Knee (calf & foot)
3. Shoulder (elbow & wrist)

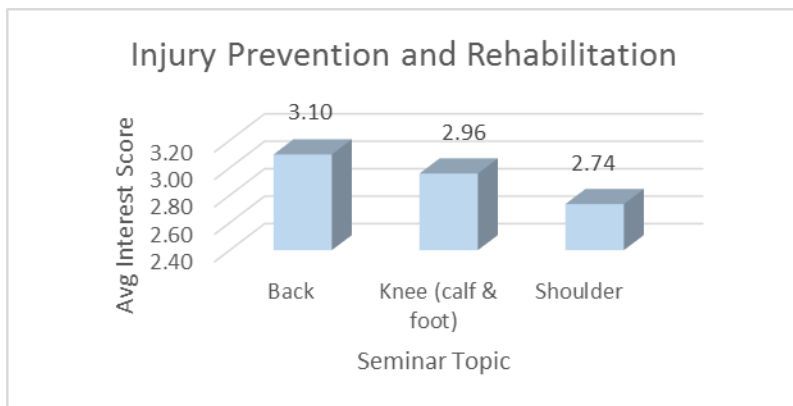


Figure 4. Injury Prevention and Rehabilitation

On-going support groups/clubs:

The top three topics of interest in the on-going support groups/clubs category (see Figure 5 for complete category results) were:

1. Running Group
2. Weight management
3. Back Protection

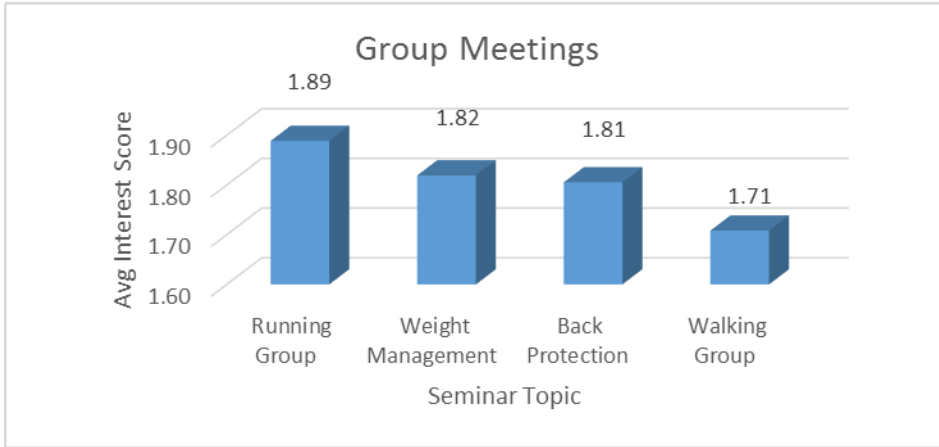


Figure 5. Group Meetings

Fitness education testing:

The top three topics of interest in the fitness education testing category (see Figure 6 for complete category results) were:

1. Body Composition Analysis
2. Cardiovascular/Aerobic Capacity
3. Muscular Strength Testing

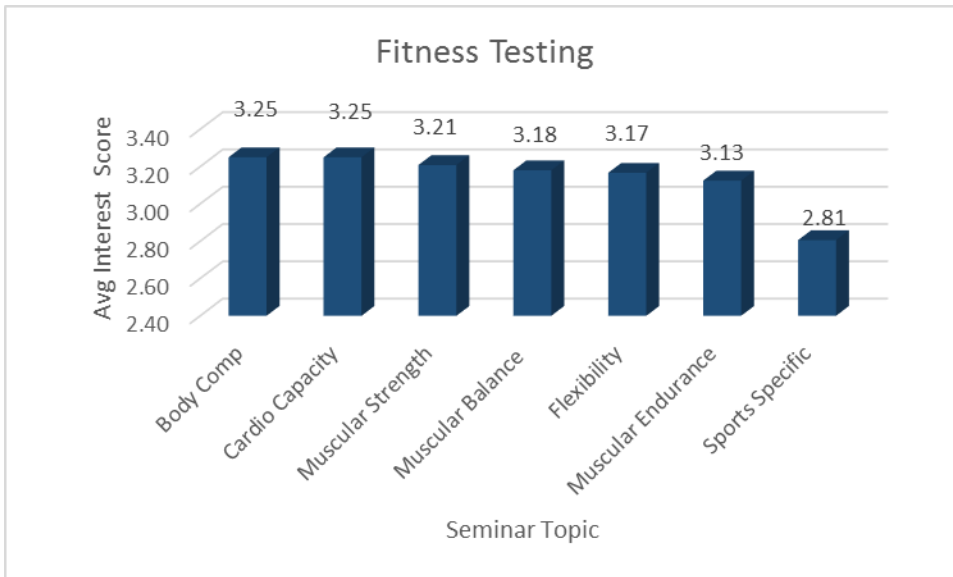


Figure 6. Fitness Testing

One-time seminar:

The top two topics of interest in the one-time seminar category (see Figure 7 for complete category results) were:

1. Exercise Adherence
2. Weight Management

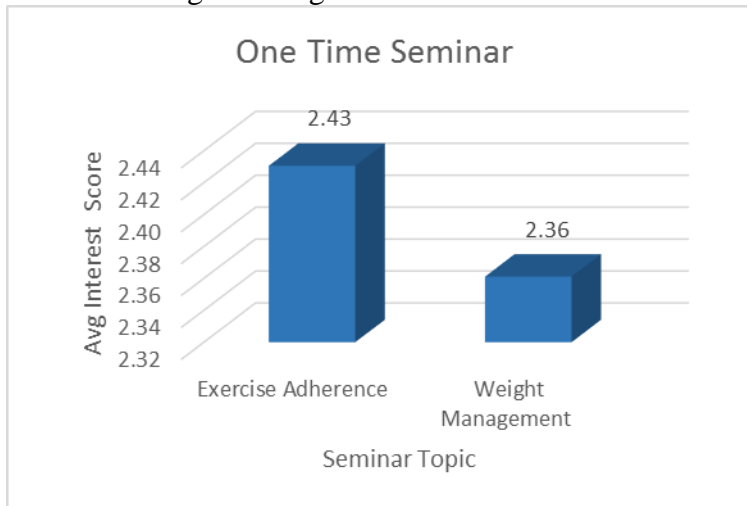


Figure 7. One-Time Seminar

Multi-week seminar:

The top three topics of interest in the multi-week seminar category (see Figure 8 for complete category results) were:

1. Exercise Adherence
2. Lower Back Injury Management
3. Weight Management

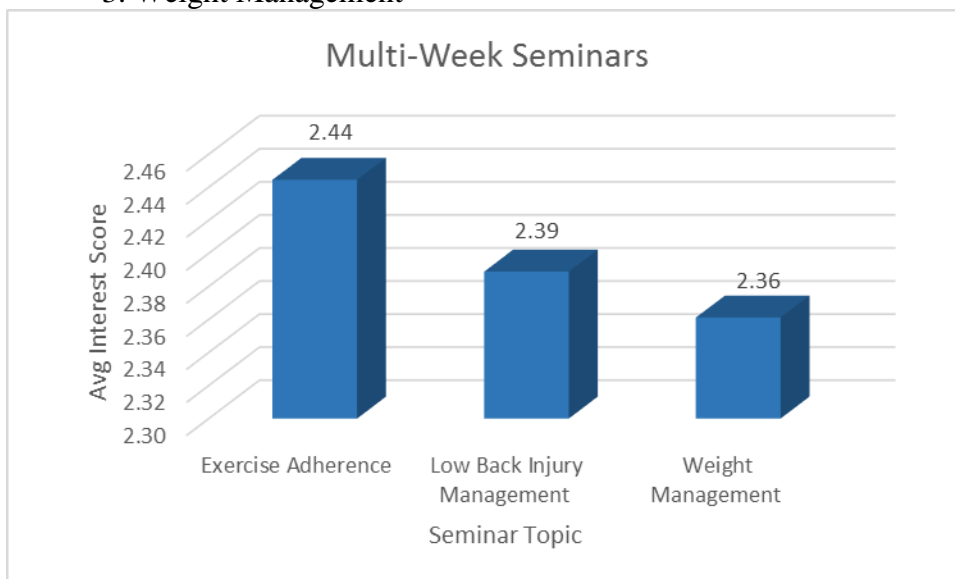


Figure 8. Multi-week seminars

Methods of obtaining health information:

The top three methods of obtaining health information (see Figure 9 for complete category results) were:

1. Email
2. Internet
3. Tests

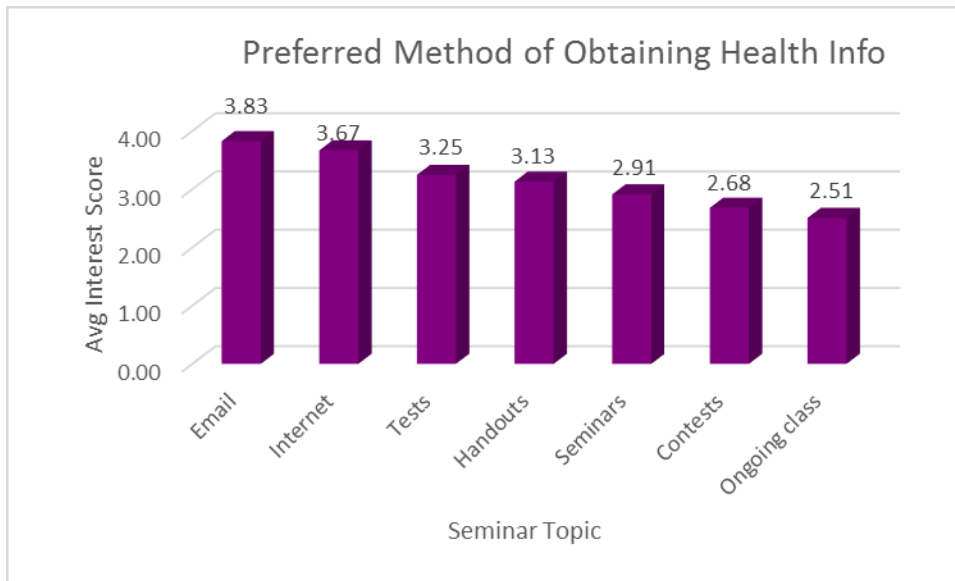


Figure 9. Preferred method of obtainment

Other Suggested Fitness Programming Topics (Write-In frequency response = 1 unless otherwise noted): hula hoop, rope skipping (2), gymnastics, soccer, snowboard/skiing, Tai Chi (2), general nutrition, kettle bells, strength train without weights, basic martial arts, heavy bag workouts, nutrition requirement for endurance events, dynamic vs. static stretching routines, cardio exercise classes, body sculpting

RECOMMENDATIONS

It is recommended to commence MFC fitness programming by utilizing topics with a member interest level above 3.0 (see table 1). The topics chosen will be presented in the following methods; seminar and/or hands-on 30-45 minute demonstration with a complimentary hand-out. This handout will then be posted to the MFC website and its location highlighted in an email newsletter sent out to the MFC membership. In addition, seminar information will be posted on the fitness center bulletin boards and handouts will be printed out and made available in the fitness center for members who were unable to participate in the seminar. Programming to commence in August 2013. MFC fitness staff requests permission to gain access to the website to load seminar handouts and educational materials as needed. MFC fitness staff also requests permission to gain access to the membership list for suggested (bi)-monthly email newsletter regarding upcoming fitness center programming and current events.

Table 1. Fitness topics with a member interest above 3.0 (scale 1 to 5)

<u>Seminar Subject</u>	<u>Type</u>	<u>Avg Response</u>
CORE	Fitness Training	3.68
12 Minute Routines	Fitness Training	3.36
Flexibility/Stretching	Fitness Training	3.36
Body Composition Analysis	Testing	3.25
Cardiovascular/Aerobic capacity	Testing	3.25
Advanced Cardio (Interval)	Fitness Training	3.24
Muscular Strength	Testing	3.21
Muscular Balance	Testing	3.18
Flexibility	Testing	3.17
Muscular Endurance	Testing	3.13
Back (low, mid, upper, neck) Injury Prevent/Rehab	Prevention	3.10
Cross-Training	Fitness Training	3.04
Stability (Swiss) Ball	Fitness Training	3.00

APPENDIX A

MFC Member Fitness Programming Interest Survey

Please indicate how likely you would be to participate in each of the following seminars/programs within each of the following categories (i.e., fitness conditioning, sports specific conditioning, home/chores conditioning, injury prevention/rehab, fitness education assessments, one-time presentation, multi-week presentation and on-going support groups) if they were offered by the McCormack Fitness Center:

Indicate by selecting one of the following responses for each item:
1 = Extremely Unlikely, 2 = Unlikely, 3 = Neutral, 4 = Likely, 5 = Extremely Likely

Please answer the first 57 questions before submitting the survey. Question #58 is optional. Survey time less than 10 minutes. Thanks for your participation!

* Required

FITNESS TRAINING SEMINARS

1. 12 minute Time Efficient Strength Routines *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

2. CORE (abs/back) Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

3. Target Heart Rate Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

4. Beginner Cardiovascular Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

5. Beginner Walking Program *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

6. Beginner Running Program *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

7. Advanced Running Program *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

8. Advanced Cardio (Interval) Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

9. Beginner Strength Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

10. Advanced Strength (Split Routine, Drops Sets) Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

11. Resistance Band Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

12. Stability (Swiss) Ball Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

13. Selectorized Machine Strength Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

14. Plyometric Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

15. Home Gym/Travel Exercise Program *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

16. Cross-Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

17. Flexibility/Stretching *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

18. Foam Roller Training *

Fitness Training Seminar = Seminar 45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

SPORTS SPECIFIC TRAINING

19. Golf *

Sports Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

20. Baseball/Softball *

Sports Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

21. Tennis/Racquet Sports *

Sports Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

22. Skiing *

Sports Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

23. Swimming *

Sports Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

24. Triathlon *

Sports Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

25. Basketball/volleyball *

Sports Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

26. Hiking *

Sports Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

27. Cycling *

Sports Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

28. Sport Psychology: Mental Preparation for Training & Competing *

Sports Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

PHYSICAL ACTIVITY (A.K.A. HOME CHORES) SPECIFIC CONDITIONING

29. Gardening/Yardwork *

Physical Activity Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

30. Snow Shoveling *

Physical Activity Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

31. Housework/Home Repair *

Physical Activity Specific Conditioning/Training: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

INJURY PREVENTION/REHAB

32. Shoulder (elbow & wrist) Injury Prevent/Rehab *

Injury Prevention/Rehab: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

33. Back (low, mid, upper, neck) Injury Prevent/Rehab *

Injury Prevention/Rehab: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

34. Knee (calf & foot) *

Injury Prevention/Rehab: Seminar 30-45 minutes in length

1 2 3 4 5

Extremely Unlikely Extremely Likely

FITNESS EDUCATION ASSESSMENTS

35. Body Composition Analysis *

Fitness Education Assessments: 15-60 minutes test and counseling session.

1 2 3 4 5

Extremely Unlikely Extremely Likely

36. Muscular Strength *

Fitness Education Assessments: 15-60 minutes test and counseling session.

1 2 3 4 5

Extremely Unlikely Extremely Likely

37. Muscular Endurance *

Fitness Education Assessments: 15-60 minutes test and counseling session.

1 2 3 4 5

Extremely Unlikely Extremely Likely

38. Cardiovascular/Aerobic capacity *

Fitness Education Assessments: 15-60 minutes test and counseling session.

1 2 3 4 5

Extremely Unlikely Extremely Likely

39. Flexibility *

Fitness Education Assessments: 15-60 minutes test and counseling session.

1 2 3 4 5

Extremely Unlikely Extremely Likely

40. Sports Specific testing: speed, agility, power *

Fitness Education Assessments: 15-60 minutes test and counseling session.

1 2 3 4 5

Extremely Unlikely Extremely Likely

41. Muscular Balance Testing *

Fitness Education Assessments: 15-60 minutes test and counseling session.

1 2 3 4 5

Extremely Unlikely Extremely Likely

ONE-TIME BEHAVIOR MODIFICATION SEMINAR

42. Exercise Adherence *

Seminar Topics: (one shot deal - the goal is awareness - help people prepare for change and spring into action. Time estimation = one 45 minute session)

1 2 3 4 5

Extremely Unlikely Extremely Likely

43. Weight Management *

Seminar Topics: (one shot deal - the goal is awareness - help people prepare for change and spring into action. Time estimation = one 45 minute session)

1 2 3 4 5

Extremely Unlikely Extremely Likely

MULTI-WEEK BEHAVIOR MODIFICATION PROGRAM

44. Exercise Adherence *

Behavior Modification Program: (10-12 week programs designed to increase adherence to desired behavior patterns necessary to initiate and maintain change. Weekly 30-45 minute sessions):

1 2 3 4 5

Extremely Unlikely Extremely Likely

45. Weight Management *

Behavior Modification Programs: (10-12 week programs designed to increase adherence to desired behavior patterns necessary to initiate and maintain change. Weekly 30-45 minute sessions):

1 2 3 4 5

Extremely Unlikely Extremely Likely

46. Low Back Injury Management *

Behavior Modification Program: (10-12 week programs designed to increase adherence to desired behavior patterns necessary to initiate and maintain change. Weekly 30-45 minute sessions):

1 2 3 4 5

Extremely Unlikely Extremely Likely

ON-GOING SOCIAL SUPPORT GROUPS

47. Weight Management *

Weekly on-going 30 minute social support groups/clubs with designated meeting time and place.

1 2 3 4 5

Extremely Unlikely Extremely Likely

48. Walking Group *

Weekly on-going 30 minute social support groups/clubs with designated meeting time and place.

1 2 3 4 5

Extremely Unlikely Extremely Likely

49. Running Group *

Weekly on-going 30 minute social support groups/clubs with designated meeting time and place.

1 2 3 4 5

Extremely Unlikely Extremely Likely

50. Back Protection *

Weekly on-going 30 minute social support groups/clubs with designated meeting time and place.

1 2 3 4 5

Extremely Unlikely Extremely Likely

PREFERRED METHOD TO OBTAIN HEALTH/FITNESS INFORMATION

51. How likely are you to view pamphlets, handouts, bulletin boards and other written materials regarding fitness? *

Preferred method to obtain health/fitness information.

1 2 3 4 5

Extremely Unlikely Extremely Likely

52. How likely are you to attend lectures or seminars regarding fitness? *

Preferred method to obtain health/fitness information.

1 2 3 4 5

Extremely Unlikely Extremely Likely

53. How likely are you to attend ongoing weekly courses regarding fitness? *

Preferred method to obtain health/fitness information.

1 2 3 4 5

Extremely Unlikely Extremely Likely

54. How likely are you to participate in contests or incentive based programs regarding fitness? *

Preferred method to obtain health/fitness information.

1 2 3 4 5

Extremely Unlikely Extremely Likely

55. How likely are you to participate in screening/tests regarding fitness? *

Preferred method to obtain health/fitness information.

1 2 3 4 5

Extremely Unlikely Extremely Likely

56. How likely are you to view email or email newsletters regarding fitness? *

Preferred method to obtain health/fitness information.

1 2 3 4 5

Extremely Unlikely Extremely Likely

57. How likely are you to utilize the Internet to obtain information regarding fitness? *

Preferred method to obtain health/fitness information.

1 2 3 4 5

Extremely Unlikely Extremely Likely

58. Other desired topic of interest (please type in the text box below) (Not required to answer)