KU Fit Program at Amber Recreational Center

QUESTIONS OF INTEREST:
1. Why are students not partaking in any classes
2. How did you find out about the KU Fit Program
3. Would participants prefer a male/female instructor
4. What is the overall awareness of the KU Fit Program

DATA HIGHLIGHTS:
1. Many reasons as to why students are not partaking in classes, but the top two reasons are because of:
   - about 30% did not know about the KU Fit Program
   - about 25% of students said it did not work with their schedules
2. Best known way of finding out about KU Fit
   - through a friend (word of mouth)
   - KU Rec. Website
   - Flyers advertising Classes
3. Preference of male vs. female instructor
   - 75% had no preference
   - 10% preferred female instructors
   - 15% preferred male instructors
4. Awareness of KU Fit
   - 78.8% of females are aware
   - 21.1% of males are aware

Methods
- Two separate surveys
- Awareness survey handed out all around campus
- Male only survey handed out by tabling at the Rec Center
Data Analysis: SPSS

Demographics
- 162 college aged students with a wide variety of ages and majors