

## Students Commuters vs. Students Living on-Campus

### The Purpose

1. Identify barriers preventing students living on-campus and students commuting to campus from participating in UBC recreation programs
2. Convey information to Move UBC to address these barriers to improve participation in UBC recreation programs

### The Participants

- 7 students living on-campus and 7 students commuting to campus
- Recruited using an anonymous link promoted using personal social media accounts and posters on campus

### Recruitment Methods

#### Posters

Help us know what you think of UBC recreational opportunities!

**Who are we?** We are Kin 464 Students here at UBC!

**Why?** We are conducting a study to give recommendations to UBC on how they can improve their recreational programs for you!

**How?** You can help us by completing our anonymous online survey. We acknowledge that all the information gathered for our research will remain confidential.

**Survey Link:** [https://ubc.ca1.qualtrics.com/jfe/form/SV\\_cT0AYH0VWR1v6GN](https://ubc.ca1.qualtrics.com/jfe/form/SV_cT0AYH0VWR1v6GN)

#### Disclaimer

\*UBC SEEDS Sustainability Program provides students with the opportunity to share the findings of their studies, as well as their opinions, conclusions and recommendations with the UBC community. The reader should bear in mind that this is a student research project/report and is not an official document of UBC. Readers should bear in mind that these reports may not reflect the current status of activities at UBC.

#### Social Media Posts

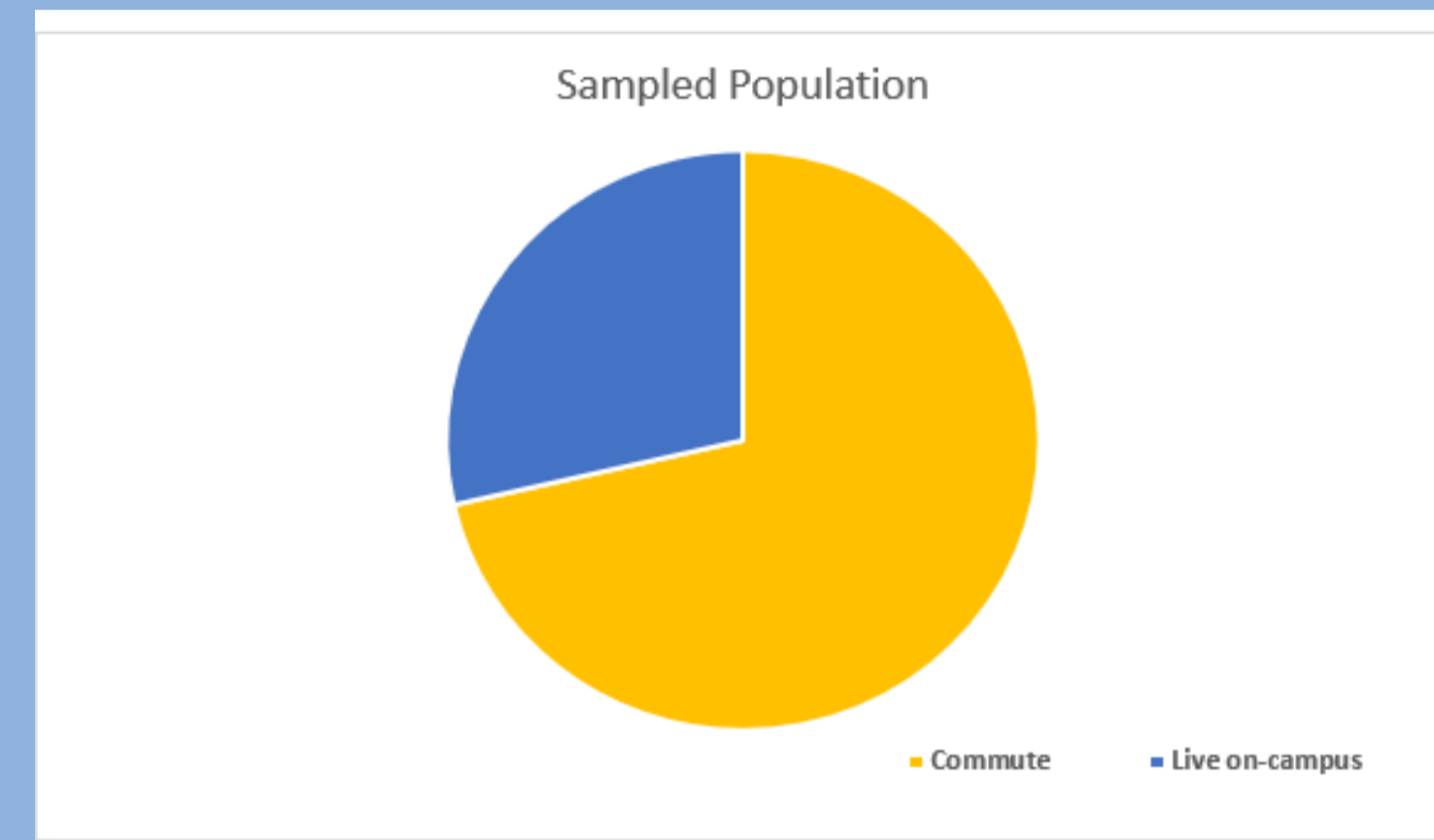


### The Methods

- Qualtrics online survey, based on convenience and is UBC approved!
- 30 questions
- Questions about faculty, participation in Move UBC events, barriers to participation
- Qualtrics automatically compiles data
- Quantitative data analyzed based on yes or no answer
- Qualitative data analyzed based on similarity of answers and organized into themes using content analysis

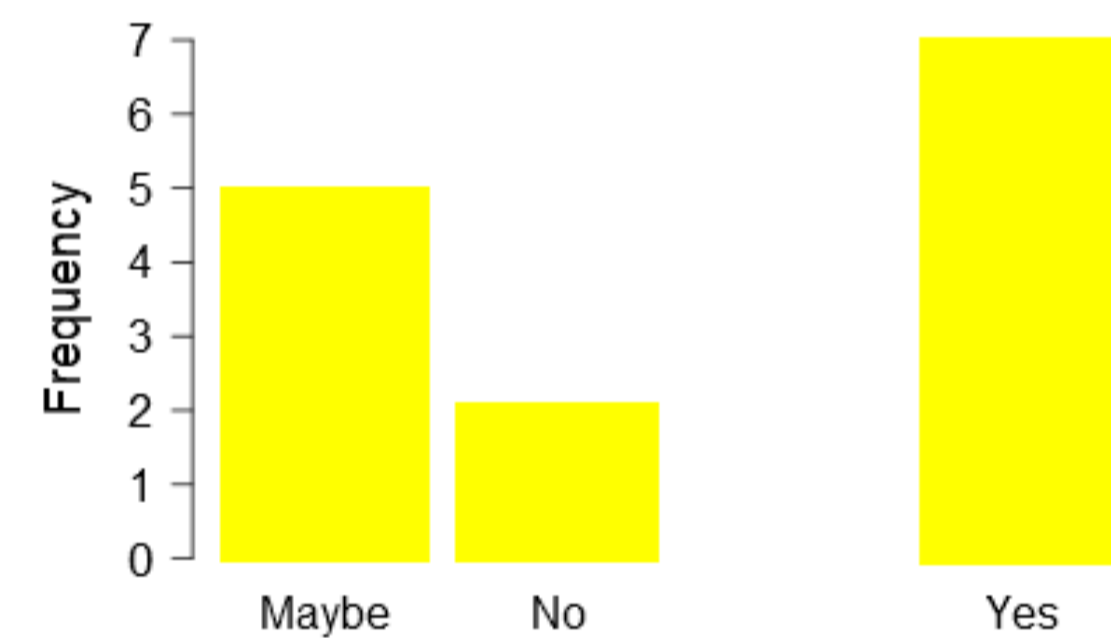
### Our Main Findings

- Majority of students commute and rely on public transit



- Participation would increase if more students lived on campus

Q18: Would you participate more in recreation programs if you lived on-campus?

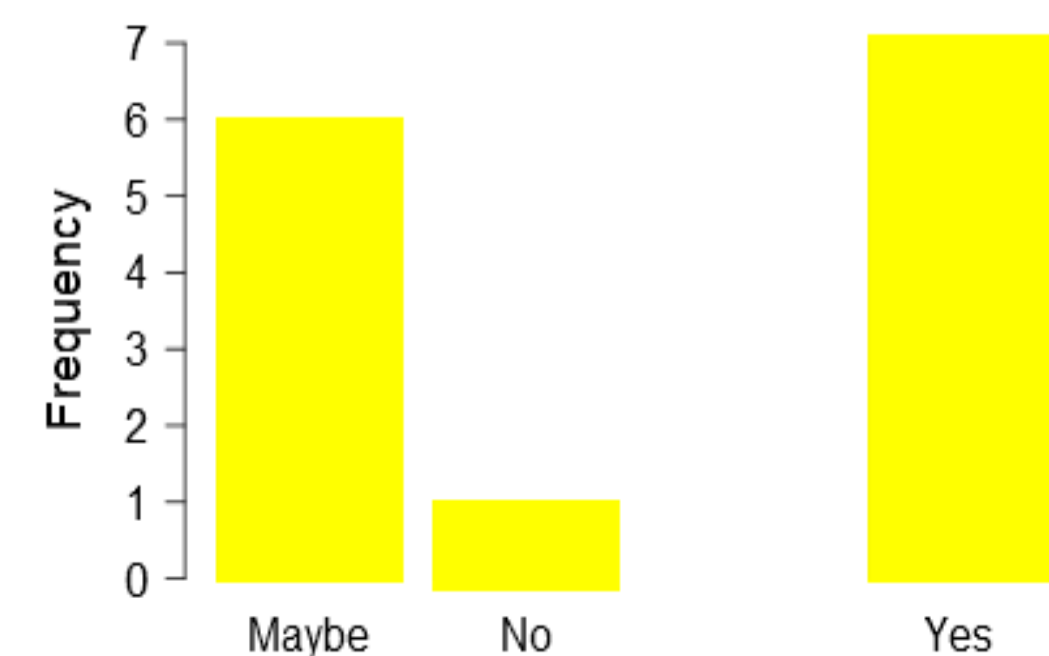


- Students are aware of Move UBC, but do not participate

and,

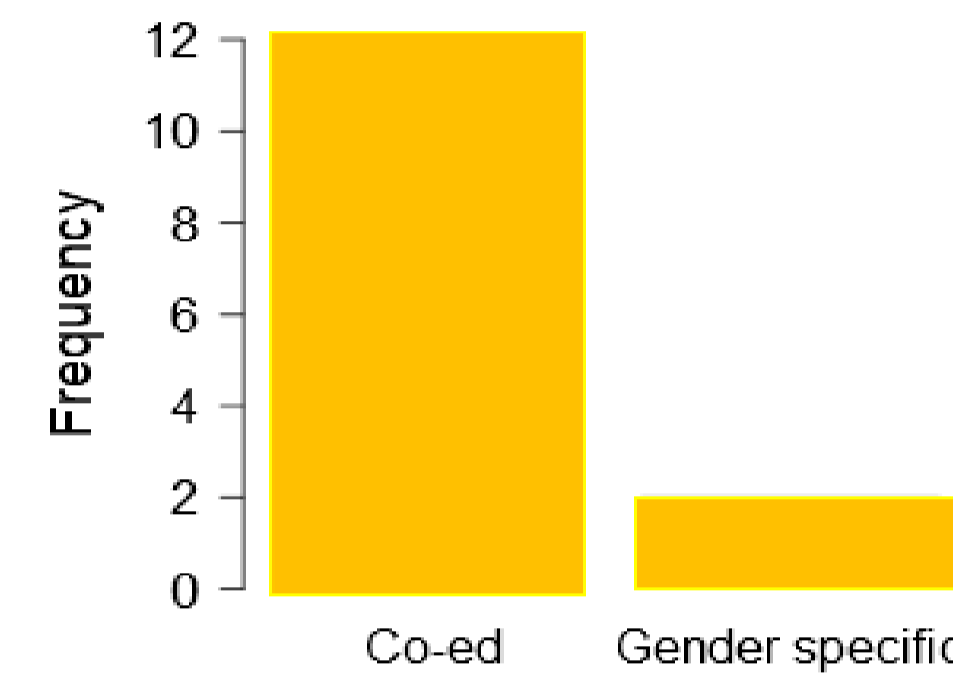
- Participation would potentially increase if parking was cheaper more available

Q 24: Would you participate more in recreation programs if parking was cheaper/more available?



- Participants are interested in co-ed activities

Q19: Would you participate more in recreation programs if they were co-ed or gender specific?



### Our recommendations

1. Plan for participants who have to commute to campus
2. Consider making all activities co-ed
3. Educate potential participants on available activities
4. Partner with UBC parking

### Barriers for participation

- Not living on campus
- Leagues not promoted sufficiently, lack of program education
- Parking expensive/not available
- Programs not in central locations
- Busy studying, participating in other recreational activities with-in their community