

RSP Athletics and Varsity Report

Waterloo Undergraduate Student Association

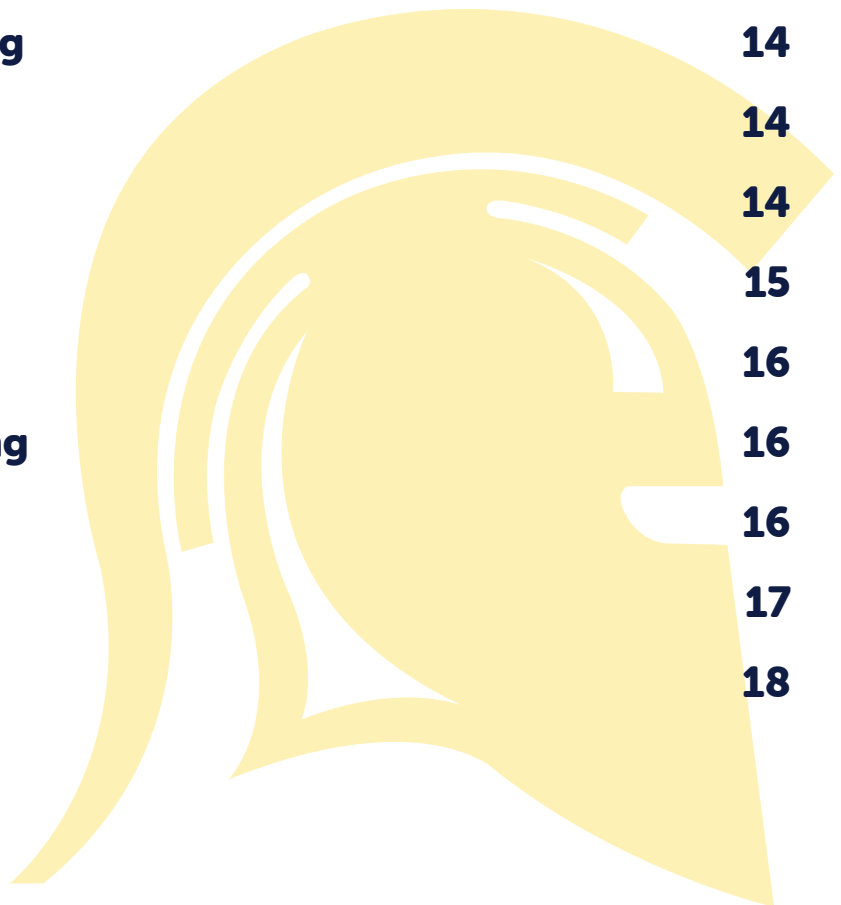
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Nathan Ermeta, Research Coordinator
Jordan Daniels, Research Analyst



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Introduction

In the fall 2024 term, 1540 undergraduate students signed up to participate in the Representative Survey Platform (RSP). The Athletics and Events survey was live from November 18 to 29 and received a total of 992 responses to the survey. After removing incomplete and invalid responses, 977 responses remained for analysis, resulting in a response rate of 63.44%. The goals for the survey were as follows:

- Understand student use of and experience with on-campus vs. off-campus gyms
- Explore student engagement with Varsity Athletics on campus
- Understand why students attend WUSA events and the outcomes they expect from them
- Learn student preferences for different types of events hosted by WUSA
- Understand what students would like WUSA to prioritize moving forward when it comes to events

The following report only reflects the findings specifically related to the Athletics and Varsity portion of the survey and will include information regarding the Athletics fee and its value to students as presented at the 2023 Annual Members Meeting. To find a list of the survey questions, please see Appendix A at the end of the report

Methodology

For the analysis process, we analyzed the close-ended questions by creating graphs and using descriptive analysis to identify patterns found in the data. No statistical tests were conducted and there were no demographical comparisons. For the open-ended questions and other text-box responses, we used NVivo software to thematically code the data and create themes. These themes are highlighted throughout the report.

At a Glance

Key Findings

Athletics Facilities

- Of the 11 Athletics and Recreation programs and facilities we asked students about (see Appendix A for more detail), the top five most used were the Physical Activities Complex (PAC) Fitness Centre (58% of students), Columbia Ice Field (CIF) Fitness Centre (33%), open rec/drop-in programs (19%), intramurals (17%) and the climbing wall (12%).
- Most students were either satisfied or very satisfied with the cleanliness and maintenance for the top five used programs and facilities. A few students noted dirty showers and bathrooms, as well as folks not sanitizing equipment as concerns.
- While students were overall satisfied or very satisfied (75% satisfaction) with availability (facility hours, class times, game times) of the PAC Fitness Centre, some students suggested increasing hours to align better with student schedules and creating more hours dedicated to women and/or 2SLGBTQIA+ students (n=39).
- Again, while students were overall either satisfied or very satisfied (72%) with availability of the CIF Fitness Centre, some students suggested increasing hours for non-varsity athletes (n=23).
- Student satisfaction with wait times is lowest for the PAC Fitness Centre (50% satisfaction), compared to the other top five most used programs and facilities.

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- 77% of students do not have an off-campus fitness membership. For those that do, the top three reasons why are because the facilities are less busy (47%), the equipment and/or programming is better (46%), and the location is more convenient (41%).
- When it comes to equipment wait time, only 18% of students said they are always able to access the equipment they need at PAC, compared to 45% at CIF and 57% at off-campus commercial gyms.
- Most students either spend less than \$20 (28%) or \$20-\$40 (25%) on their off-campus fitness membership monthly. 20% spend \$41-\$60, 17% \$61-\$80, and 11% more than \$80. Considering students spend approximately \$37.20 a month (or \$130.23 per term), just over half (53%) spend roughly the same or slightly lower on off-campus memberships, while just under half (48%) spend over the cost of the athletics fee on off-campus memberships.

Varsity Athletics Games

- 69% of students have never attended a Varsity Athletics game.
- The top reason why students do not attend Varsity Athletics games is because they are too busy with other obligations (50% of students).
- Many students (n=271) report that they are often unaware of Varsity Athletics games and that they need better marketing and promotion.
- The top three aspects of Varsity Athletics games that students enjoy the most are watching a sport they enjoy (31%), socializing with friends (28%), and being involved in the University community (18%).
- Some students (n=10) mentioned that they would attend varsity games more if the teams were more competitive.

Key Considerations

Based on the above findings, the following should be considered when exploring changes to Athletics and Varsity facilities and programs at the University.

Athletics Facilities

1. Increase availability for both the PAC and CIF Fitness Centres. For PAC, this may include extending the hours of operation as well as time devoted to women and 2SLGBTQIA+ students. For CIF, this includes increasing availability for non-varsity athletes. If these changes are implemented, it will also be important to continue to evaluate their effectiveness through processes such as tracking usage and further consultation with impacted groups.
2. Increasing availability of both the PAC and CIF Fitness Centres may also help to alleviate student concerns over equipment wait times and overall busyness and encourage more students to use those facilities rather than seeking off-campus alternatives. This includes potentially increasing service hours to 24/7.
3. Inquire about conducting a space-use audit to evaluate how athletics spaces on-campus are being used by students to uncover any space inefficiencies, underutilized areas, or overcrowded spaces. This may include monitoring the frequency of student space usage as well as what students are using spaces for.
4. Inquire about a potential athletic fee opt-out and/or subsidy for satellite campus students. This is due to concerns from Cambridge campus students and roughly half of students from the Kitchener campus who mention that distance is a primary factor of why they do not make use of athletics facilities on the main Waterloo campus.

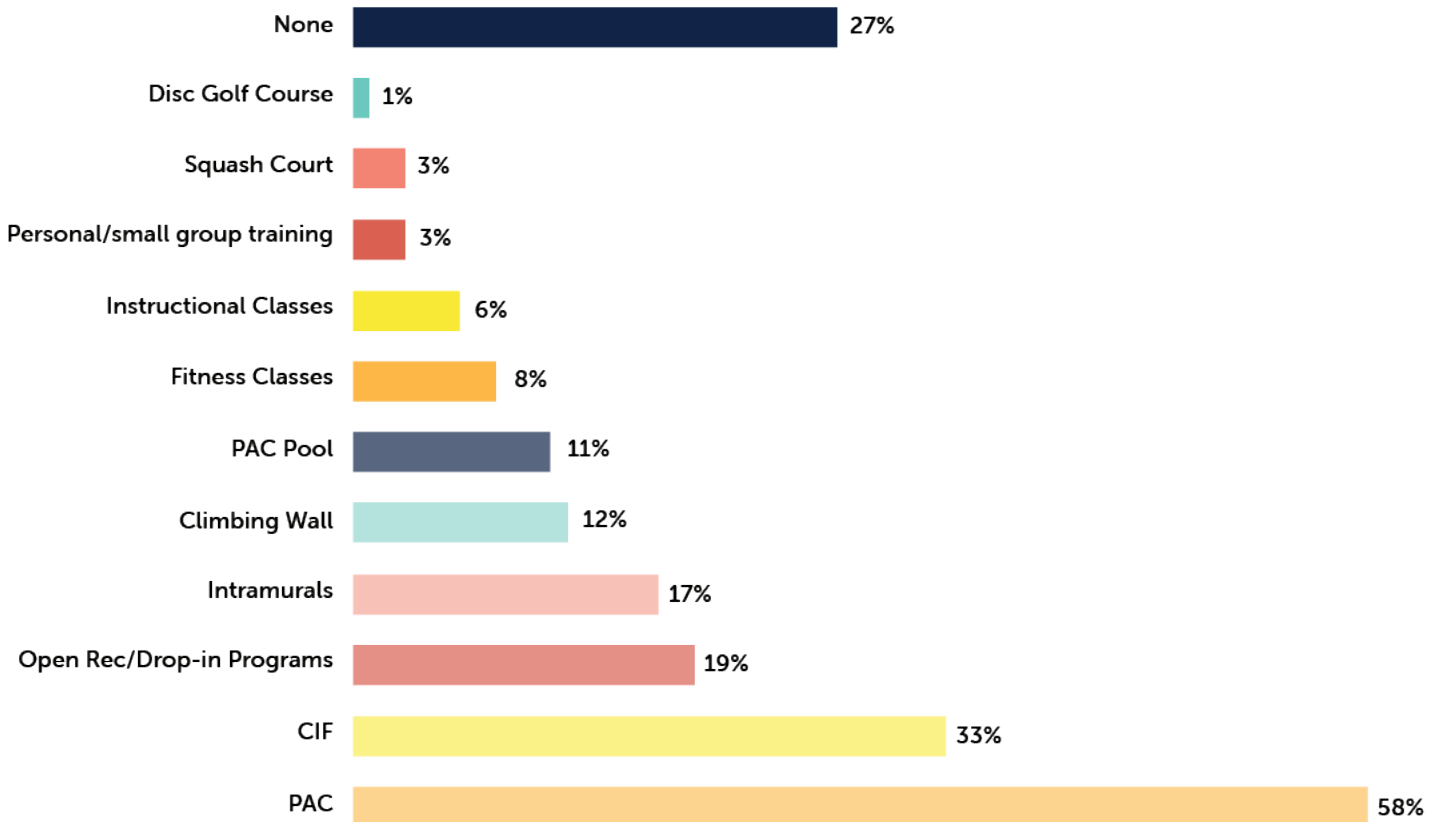
Varsity Athletics Games

1. While it is difficult to plan Varsity Athletics games around student schedules, most students tend to have better availability during evenings. As such, it is important to prioritize advertisement and promotion of evening Varsity Athletics games to ensure that students can properly plan to attend.
2. Many students mention that there needs to be increased hype for varsity games. With an increased crowd and more excited energy from other attendees, there would likely be more attendance from students.
3. Use incentives to both increase the hype around Varsity Athletics games during promotion as well as make the games themselves more engaging for students. This may include free food, giveaways, prizes, and vendors.

Athletics Use & Satisfaction

We began the survey by asking students to indicate which Athletics facilities and programs they had used on campus (Figure 1). The top five athletics facilities and programs students indicated they used were the PAC Fitness Centre (58%), the CIF Fitness Centre (33%), open rec/drop-in programs (19%), intramurals (17%), and the climbing wall (12%). 27% of students report not using any athletics programs/facilities on campus.

Figure 1: Athletics Programs/Facilities Usage



We also asked students to indicate their satisfaction with these facilities and programs in several areas. Table 1 outlines students' overall satisfaction, with means ranging from 1-5 where 1 is very dissatisfied and 5 is very satisfied.

Table 1: Overall satisfaction with athletics facilities and programs on campus

Athletics Facilities/ Programs	Means	Percentage of Students dissatisfied	Percentage of Students satisfied
<i>PAC Fitness Centre</i>	3.93	4%	81%
<i>CIF Fitness Centre</i>	4.02	3%	86%
<i>Open Rec/Drop-in Programs</i>	3.98	4%	83%
<i>Intramurals</i>	4.1	3%	90%
<i>Climbing Wall</i>	4.11	3%	86%
<i>PAC Pool</i>	4.09	4%	91%
<i>Fitness Classes</i>	4.24	3%	92%
<i>Instructional Classes</i>	4.34	2%	93%
<i>Personal/Small Group Training</i>	3.96	8%	85%
<i>Squash Court</i>	4.27	7%	90%
<i>Disc Golf Course</i>	4	9%	91%

For each Athletics facility or program on campus, most students are satisfied with the lowest mean being 3.93 for the PAC Fitness Centre. The program with the highest mean was Instructional Classes with a mean of 4.34, indicating a satisfaction level between satisfied and very satisfied (Table 1). Students were also asked to indicate their satisfaction in four additional areas including wait times, availability, cleanliness and maintenance, and facility offerings/equipment. These areas will be discussed in more detail below, particularly in relation to the PAC and the CIF Fitness Centres.

Wait Times

One of the main themes that students mentioned within the survey was wait times, specifically regarding the fitness centres at PAC and CIF. As Table 2 demonstrates, wait times for the PAC Fitness Centre are significantly higher than those for the CIF Fitness Centre. 40% of students need to wait 3-5 minutes to access equipment in the PAC compared to 18% for the CIF. Moreover, only 18% are always able to access equipment in the PAC compared to 45% for the CIF.

Table 2: Wait times for PAC and CIF fitness centres

	PAC Fitness Centre	CIF Fitness Centre
<i>I am always able to access the equipment I need</i>	18%	45%
<i>I often need to wait 1-2 minutes to access the equipment I need</i>	30%	34%
<i>I often need to wait 3-5 minutes to access the equipment I need</i>	40%	18%
<i>I am often unable to access the equipment I need</i>	12%	3%

Table 3: Satisfaction with wait times amongst the top five most used athletics facilities and programs on campus

Athletics Facilities/ Programs	Means	Percentage of Students dissatisfied	Percentage of Students satisfied
<i>PAC Fitness Centre</i>	3.31	24%	50%
<i>CIF Fitness Centre</i>	3.79	11%	71%
<i>Open Rec/Drop-in Programs</i>	3.41	22%	66%
<i>Intramurals</i>	4.07	1%	82%
<i>Climbing Wall</i>	3.87	10%	74%

Table 3 demonstrates student satisfaction with wait times with means ranging from 1-5 where 1 is very dissatisfied and 5 is very satisfied. The PAC Fitness Centre has the lowest mean (3.31) compared to the other top used Athletics facilities or programs, representing an average wait time satisfaction of neither satisfied nor dissatisfied. Furthermore, only 50% of students are satisfied (lowest percentage amongst the top 5 facilities and programs) and 24% dissatisfied (highest percentage amongst the top 5 facilities and programs) with the wait times for the PAC Fitness Centre. While the CIF Fitness Centre has a higher average wait time satisfaction rating (3.79) than the PAC Fitness Centre, it is still only ranked third within the top five most used Athletics facilities or programs.

Within the open-ended questions, students also voice concerns about how busy the PAC Fitness Centre is. Many students (n=179) mentioned that the busyness of the PAC Fitness Centre deters them from using it. This is because many students feel nervous or intimidated by other students. For example, one student explained that:

“As someone who’s a bit more shy in the gym, I find that it’s intimidating to go up to an already busy machine surrounded by people to ask if I can work in.”

Similarly, other students mentioned that they do not want to be watched by other students, especially if they are unsure about how to use the machines. Therefore, not only does a busy PAC Fitness Centre create wait times for students, it also creates a barrier for students who are not as comfortable or feel intimidated in a gym setting.

Availability

Availability was another area that students were asked to indicate their satisfaction with. In the survey, availability was defined to include facility hours, class times, game times, etc. Table 4 compares student satisfaction with availability for the top five most used Athletics facilities and programs on campus. The means range from 1-5 where 1 is very dissatisfied and 5 is very satisfied.

Table 4: Satisfaction with availability amongst the top five used athletics facilities and programs on campus

Athletics Facilities/ Programs	Means	Percentage of Students dissatisfied	Percentage of Students satisfied
<i>PAC Fitness Centre</i>	3.84	8%	75%
<i>CIF Fitness Centre</i>	3.79	9%	72%
<i>Open Rec/Drop-in Programs</i>	3.46	20%	58%
<i>Intramurals</i>	3.71	13%	65%
<i>Climbing Wall</i>	3.73	13%	67%

Table 4 shows that on average, most students are somewhere between neither satisfied nor dissatisfied and satisfied with the availability of the PAC Fitness Centre (mean of 3.84) and the CIF Fitness Centre (mean of 3.79). However, many students highlighted some issues with availability within the open-ended questions provided in the survey. For example, one student noted:

“Especially because it’s fall term, I find that it’s often not worth going to PAC based on the wait times for the machines. There are very short, specific time intervals where machines may be available throughout the day, but these times are hard to predict and sometimes clash with my schedule. Fridays and weekends are a bit better, but not by much.”

As seen here, the busyness of the PAC during open hours combined with student schedules make it difficult for students to find the best time to use the facilities.

When students were explicitly asked what would make PAC Fitness Centre hours better, 23 students recommended increasing the hours that the PAC Fitness Centre is open; some even suggested making the PAC Fitness Centre open 24/7. Students also suggested increasing the hours for recreation games and swim lanes. Similarly, when students were asked what would make the CIF Fitness Centre hours better, 23 students recommended including more hours that non-varsity athletes could use the space.

Furthermore, some students reported issues with hours devoted towards women and/or 2SLGBTQIA+ students. For example, some students mention that often, the women-only hours for the PAC Fitness Centre are during hours when they have classes and thus, they are unable to attend. As such, these students (n=39) wanted more hours devoted to women and/or 2SLGBTQIA+ students at both the PAC and CIF Fitness Centres.

Cleanliness & Maintenance

Another theme that emerged regarding fitness facilities on campus is with cleanliness and maintenance. Table 5 compares satisfaction with cleanliness and maintenance amongst the top five athletics facilities and programs. Means range from 1-5 where 1 is very dissatisfied and 5 is very satisfied.

Table 5: Satisfaction with cleanliness and maintenance amongst the top five most used athletics facilities and programs on campus

Athletics Facilities/ Programs	Means	Percentage of Students dissatisfied	Percentage of Students satisfied
<i>PAC Fitness Centre</i>	4	4%	81%
<i>CIF Fitness Centre</i>	4.1	3%	87%
<i>Open Rec/Drop-in Programs</i>	4.09	1%	89%
<i>Intramurals</i>	4.2	1%	91%
<i>Climbing Wall</i>	4.17	3%	89%

When asked to rate their satisfaction with cleanliness and maintenance with the top five used Athletics facilities or programs, all received a mean of 4 or greater, indicating an average satisfaction level somewhere between satisfied and very satisfied (Table 5). However, when looking at responses that students shared in the open-ended questions, they reported issues such as dirty showers, issues with smell, other students not sanitizing equipment after use, and complaints with the HVAC system (e.g., the temperature/humidity being too high in the PAC Fitness Centre). Students also noted some issues with the bathrooms in the PAC.

For example, as one student explained:

“The bathrooms are always wet and dirty. No soap in dispensers, multiple faucets not working at all! Looks like bathrooms in PAC are never cleaned.”

Facility Offerings & Equipment

The final major theme that emerged in student responses about Athletics facilities and programs on campus was the overall facility offerings and equipment provided. Table 6 compares the satisfaction with facility offerings and equipment amongst the top five most used athletics and facilities on campus. Means range from 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Table 6: Satisfaction with facility offerings and equipment amongst the Top 5 most used athletics facilities and programs on campus

Athletics Facilities/ Programs	Means	Percentage of Students dissatisfied	Percentage of Students satisfied
<i>PAC Fitness Centre</i>	3.92	6%	79%
<i>CIF Fitness Centre</i>	3.87	7%	77%
<i>Open Rec/Drop-in Programs</i>	3.85	4%	75%
<i>Intramurals</i>	4.13	1%	87%
<i>Climbing Wall</i>	3.9	6%	86%

Table 6 shows that when students were asked to rate their level of satisfaction for facility offerings and equipment, the PAC Fitness Centre received a mean of 3.92 and the CIF Fitness Centre received a mean of 3.87, indicating an average satisfaction rating between neither satisfied nor dissatisfied and satisfied. However, students mentioned a few issues related to certain amenities when prompted to share more in open-ended questions. For example, 9 students mentioned issues of a lack of amenities including a lack of tennis courts and the climbing wall not refreshing routes. In addition to this, some students mentioned a lack of machines (specifically, the longer wait times since there are so few machines) and/or machines often being out of order. For example, the stair master machine is mentioned consistently as being out of order.

Furthermore, students also consistently mentioned issues with lockers in the PAC Fitness Centre. These issues included not having enough lockers (students report issues around storing their things) and/or lockers being too small (some students mention issues fitting their things properly within the lockers).

Off-Campus Fitness Memberships

In addition to student experience with various Waterloo Athletics and Recreation facilities and programs, we also asked students if they used any off-campus fitness memberships.

Figure 2: Off-Campus Fitness Usage

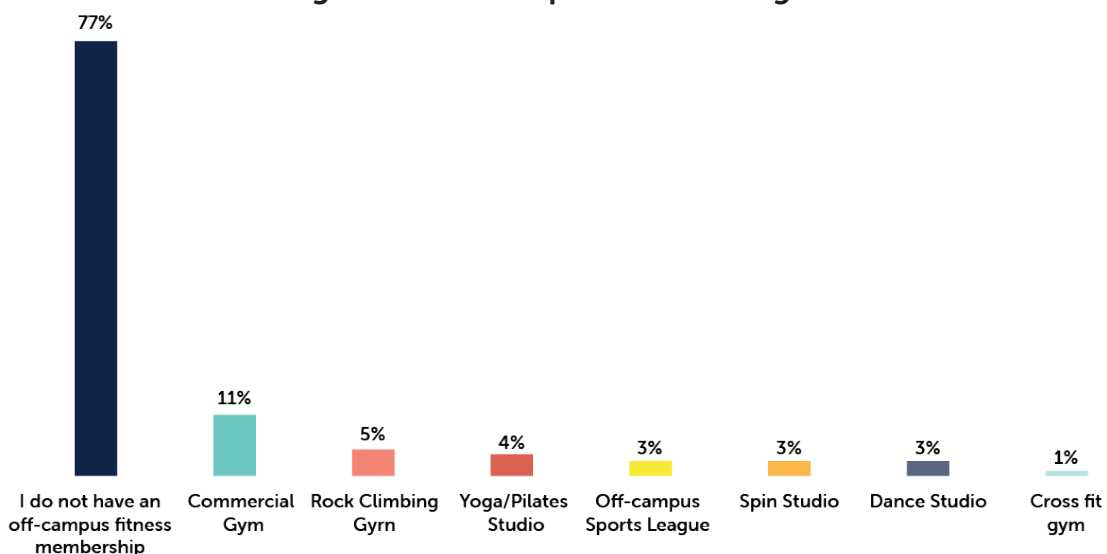


Figure 2 demonstrates that most students (77%) do not use an off-campus fitness membership. Of those who do use an off-campus membership, the top 3 usages are a commercial gym (11%), rock-climbing gym (5%) and yoga/Pilates studio (4%).

Table 7: Frequency of off-campus fitness membership usage

	1-2 times per term	1-2 times per month	Once per week	2-5 times per week	Everyday
<i>Commercial Gym</i>	9%	20%	19%	41%	11%
<i>Rock Climbing Gym</i>	13%	21%	32%	34%	0%
<i>Yoga/Pilates Studio</i>	11%	24%	34%	29%	3%
<i>Off-Campus Sports League</i>	0%	11%	50%	39%	0%
<i>Spin Studio</i>	22%	26%	19%	33%	0%
<i>Dance Studio</i>	12%	28%	48%	12%	0%
<i>Cross fit gym</i>	22%	33%	33%	11%	0%

Table 7 demonstrates that most students use their off-campus fitness membership at least once a week.

Figure 3: Reasons why students have Off-Campus Fitness Memberships

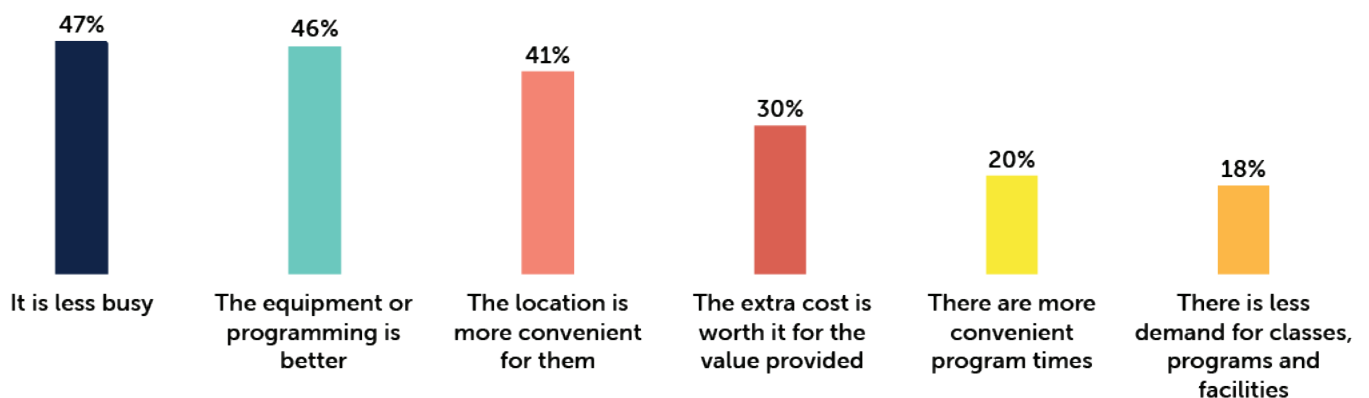


Figure 3 shows that the most common reason why students have an off-campus fitness membership is that it is less busy (47%). Students also have off-campus fitness memberships because the equipment or programming is better (46%), the location is more convenient (41%), the cost is worth it for the value provided (30%), there are more convenient program times (20%), and there is less demand for classes, programs, and facilities (18%). These reasons are discussed in more detail below.

Wait Times & Demand

The most common reason why students have an off-campus fitness membership is because it is less busy. This aligns with comments from students outlined in previous sections, where they explain how busy facilities such as the PAC Fitness Centre are on campus. Table 8 compares the wait times with off-campus commercial gyms, the PAC Fitness Centre, and the CIF Fitness Centre. Means range from 1-4, where 1 represents being always being able to access equipment and 4 represents often being unable to access equipment.

Table 8: Comparison between wait times for PAC, CIF and off-campus commercial gyms

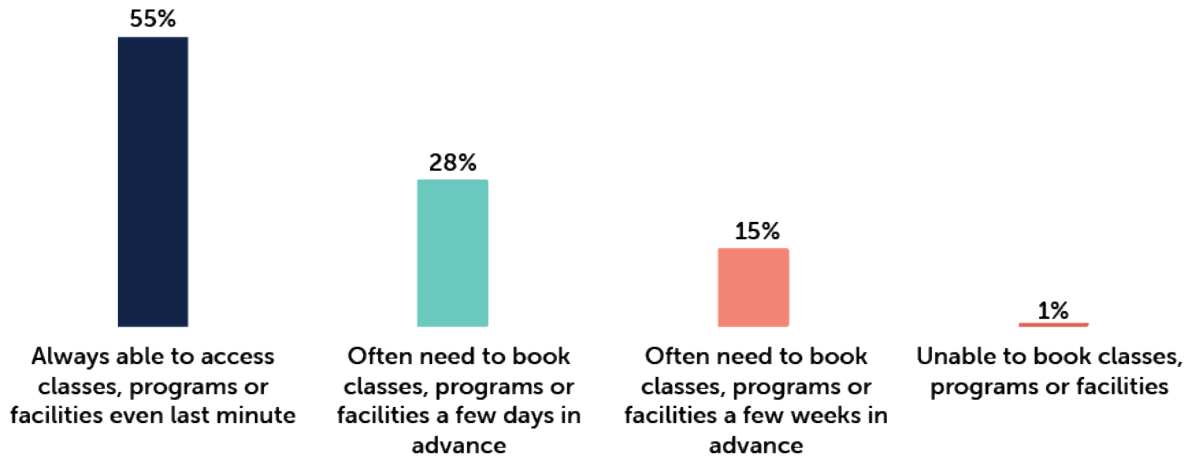
	I am always able to access equipment	1-2 minute wait	3-5 minute wait	Unable to Access Equipment	Means
<i>PAC</i>	18%	30%	40%	12%	2.45
<i>CIF</i>	45%	34%	18%	3%	1.79
<i>Off-Campus Commercial Gyms</i>	57%	28%	13%	2%	1.6

Table 8 demonstrates that wait times are significantly lower for off-campus facilities compared to the PAC Fitness Centre and CIF Fitness Centre. Only 18% are always able to access the equipment they need at the PAC compared to 57% for off-campus facilities. Furthermore, 40% need to wait 3-5 minutes to use equipment at the PAC compared to only 13% for off-campus facilities. While the difference between the CIF and off-campus facilities is less pronounced, there is still a notable difference where only 45% can always access the equipment they need at the CIF, compared to 57% for off-campus facilities. Moreover, when looking at the means, we see that the PAC Fitness Centre has the highest average wait time with a mean of 2.45 while off-campus commercial gyms have the lowest average wait time with a mean of 1.6.

The difference between wait times for off-campus facilities and on-campus facilities is further detailed within the open-ended questions, where many students reported wait times and overall busyness as being one of the main reasons why they have off-campus fitness memberships. For example, one student explained:

“It is always PACked [sic] with people, and the machines and equipment are often already taken by other people. Even when I have tried using the PAC, I always had to wait for the machines, which is not something I experience at commercial gyms.”

Figure 4: Off-Campus Fitness Demand



Students were also asked about their experience with demand for off-campus fitness classes, programs or facilities outside of commercial gyms (e.g., rock climbing gym, yoga/pilates studios, sports leagues, spin studios, dance studios, cross fit gyms). As shown in Figure 4, most students are always able to access classes, programs or facilities even last minute (55%), 28% often need to book a few days in advance, 15% a week in advance, and only 1% were unable to book classes, programs, or facilities.

This demonstrates that most students face minimal barriers to accessing off-campus fitness classes or programs. This may indicate a motivational factor for students accessing these off-campus facilities, despite only 18% of students indicating “there is less demand for classes, programs and facilities” as a reason for them accessing off-campus fitness memberships.

Equipment and Programming

This concern with overall busyness and wait times at the PAC Fitness Centre is also connected to student concerns around equipment and programming. As seen in Figure 3, 46% of students indicated they had an off-campus fitness membership because there was better equipment or programming. When students elaborated on this in the open-ended questions, many directly connected this to how busy the PAC Fitness Centre is by explaining that there was simply not enough equipment to keep up with the number of people using the facility. This also aligns with student sentiment related to their satisfaction with the facility offerings and equipment, where students mentioned out of order machines as a reason for their dissatisfaction with the PAC and CIF fitness centres.

Convenience

Convenience is another factor impacting students’ choice to have an off-campus fitness membership, with 41% indicating that the location is more convenient for them and 20% indicating that there are more convenient program times (Figure 3). When asked to elaborate in open-ended questions, some students (n=65) stated that the location of the PAC Fitness Centre or the commute to campus was the primary barrier to their use of the PAC Fitness Centre. With the satellite campuses, Cambridge campus students and roughly half of Kitchener campus students stated that the distance to the main campus was a barrier.

Cost Considerations

The above factors (e.g., wait times and demand, equipment and programming, convenience) are also important to consider in the context of cost as well. As shown previously in Figure 3, 30% of students indicated that the cost of their off-campus fitness membership is worth it for the value provided.

Figure 5: Off-Campus Fitness Monthly Cost



We also specifically asked students more details on what the actual cost was for them monthly. As Figure 5 demonstrates, 28% of students spend less than \$20 and 25% spend \$20-\$40 on their off-campus fitness memberships per month. 20% spend \$41-\$61, 17% spend \$61-\$80, and 11% spend more than \$80. For context, the Athletics and Recreation fee within the Undergraduate Incidental Fees was \$130.23 for full-time students in the Fall 2024 term¹, representing approximately \$37.20 per month. As such, just over half of students indicate the amount they pay for their off-campus fitness memberships is on par, or even less than what their Athletics and Recreation fee costs. While this fee may provide students with more amenities, programs, services, facilities than their off-campus fitness membership provides, the breakdown of how the Athletics and Recreation fee is allocated is not shared publicly.

1 uwaterloo.ca/finance/undergraduate-incidentals-fees-fall-2024

Varsity Athletics Games

Another area of Athletics and Recreation that we asked students about was their experience with attending Varsity Athletics games.

Figure 6: Varsity Athletics Game Attendance

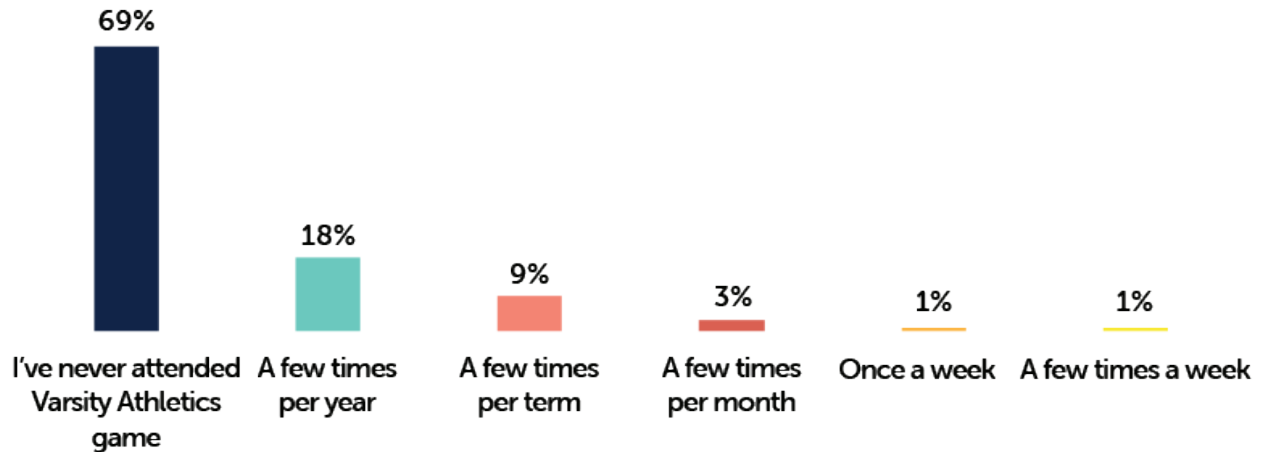
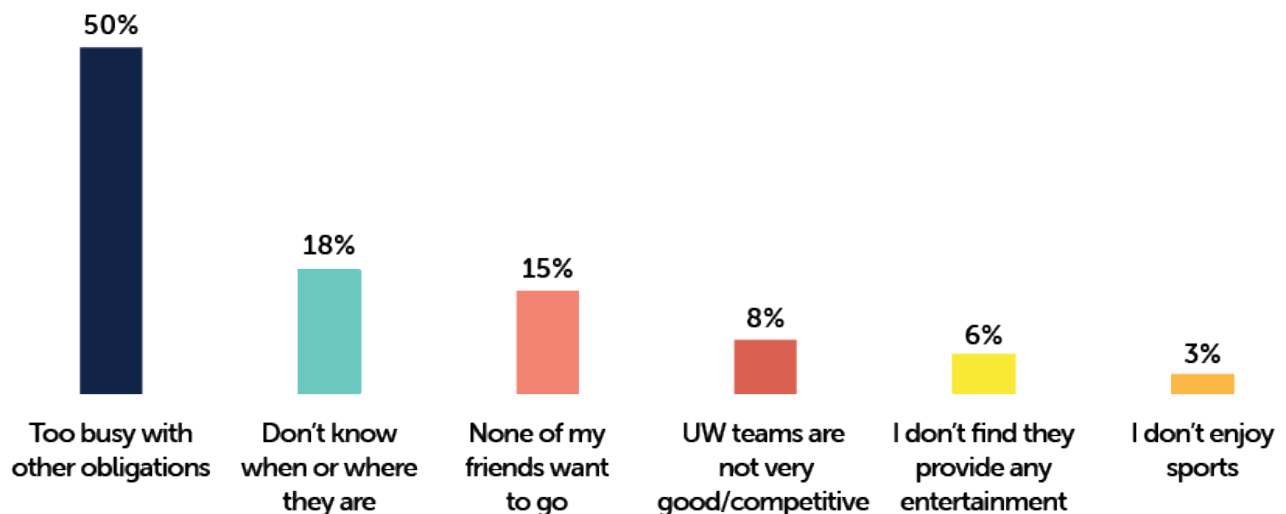


Figure 6 shows that most students have never attended a Varsity Athletics game (69%). Of those who have attended, most have only attended a few times per year (18%) or a few times per term (9%). Only 2% attend at least once a week. Students were then asked why they do not attend more Varsity Athletics Games.

Figure 7: Why students don't attend Varsity Athletics Games



As shown in Figure 7, the top reason why students do not attend Varsity Athletics games is that they are too busy with other obligations (50%). Other reasons include students not knowing when or where they are (18%) and that none of their friends want to go (15%). These themes were also evident in student responses to open-ended questions throughout the survey and are detailed in the remaining sections.

Students Obligations

As demonstrated in Figure 7, most students are too busy to attend Varsity Athletics games. Further elaboration from students indicated that for many (n=52), this was specifically related to their academics. These students mentioned that a change in their workload or student schedule would help them be able to attend more games. Moreover, some students (n=23) recommended changing the dates or times of varsity games so they are held when students are the least busy and would likely result in more attendance which for many students, are during evenings.

Advertisement and Marketing

When students were asked what would make them attend more Varsity Athletics games, many students (n=271) responded that they simply do not know much about varsity games and that they need better promotion. For example, one student explained:

"I barely know when games are happening, I don't know any of the athletes, I don't know how the teams are doing, etc. I think there's a large untapped market of people who are interested in sports but aren't actively going out of their way to seek information about the school sports."

As such, many students reported not knowing enough about varsity and wished there was better promotion. Some students suggested promotions through avenues such as social media, posters across campus, or even something like a weekly newsletter.

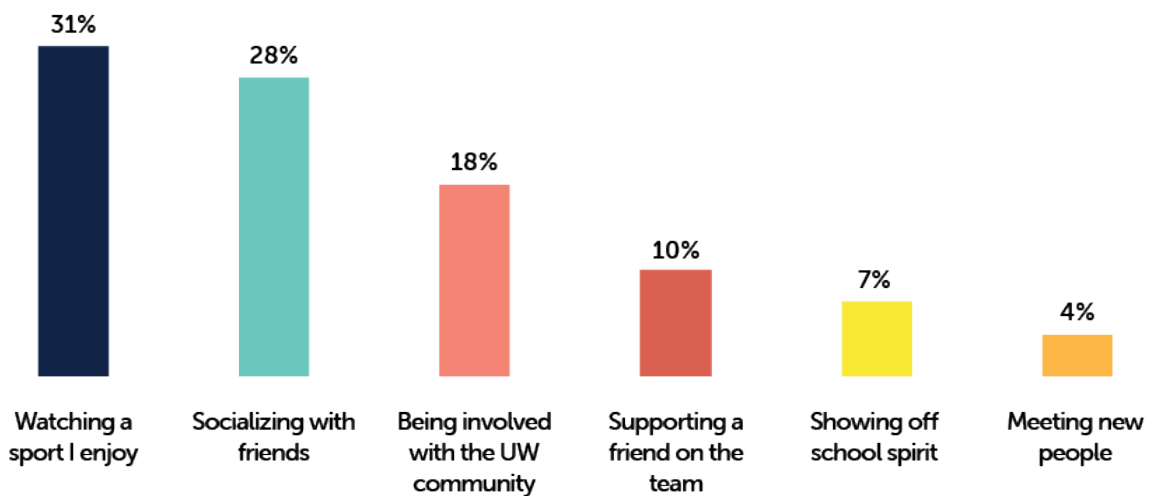
Creating Social Hype

Another component of marketing, specifically related to the potential to leverage the social aspect of Varsity Athletic games was also mentioned by students. When asked how attendance at Varsity games could be increased, approximately 106 students recommended adding incentives such as giveaways, prizes, free food, vendors, or other engaging events or activities. For example, one student is quoted as saying,

"I would attend more Varsity Athletics games if there were more engaging events and activities before or after the games, such as giveaways. Additionally, better promotion of the games and creating a stronger sense of community around them would encourage me to participate more."

Thus, students see value in using incentives to both increase the hype around Varsity games during promotion as well as make the games themselves more engaging for students. Students mentioned that the increased crowd and more excited energy is what is likely to increase attendance towards Varsity Athletics games. This aligns with the findings presented in Figure 8, where the top two aspects of Varsity Athletics games that students enjoy, behind watching a sport they enjoy (31%), are socializing with friends (28%) and being involved in the Waterloo community (18%). This emphasizes the importance of creating an engaging, fun and social atmosphere at Varsity Athletics games to encourage students to attend.

Figure 8: What students enjoy about Varsity Athletics games



Conclusion

This report highlighted student experiences with various Athletics and Recreation programs and facilities on campus, use of off-campus fitness memberships, and engagement with Varsity Athletic games.

When it comes to Athletics and Recreation programs and facilities on campus, students are overall satisfied in a variety of areas. However, student concerns centre around issues with wait times and availability, with many students reporting issues related to the busyness of both the PAC and CIF Fitness Centres which either negatively impacts their experience or deters them from using these facilities altogether. Students also reported a few concerns regarding the cleanliness and maintenance, including issues of dirty showers, equipment not being properly sanitized, and machines being out of order. These concerns result in some students choosing off-campus fitness memberships due to the lower wait times, less demand, and more convenience.

For Varsity Athletics, most students have never attended a game. The top reason for this is because they are too busy with other obligations, while others simply do not know enough about games due to a lack of marketing and promotion. Despite this, many students report that they would attend Varsity Athletics games if there were more engaging events before or after the games, such as giveaways, vendors, free food, or other engaging activities.

Appendix A

Athletics – Fitness Centre/Studio Use

1. In the last year (i.e., since November 2023) which of the following UW Athletics and Recreation facilities or programs have you used? [Multiple choice – select all that apply]
 - a. Squash Court
 - b. Columbia Ice field (CIF) Fitness Centre
 - c. Physical Activities Complex (PAC) Fitness Centre
 - d. Climbing Wall
 - e. Disc Golf Course
 - f. PAC Pool
 - g. Open Rec/Drop In Programs (E.g., fieldhouse, basketball, badminton, skate, volleyball)
 - h. Fitness Classes
 - i. Personal/small group training
 - j. Intramurals
 - k. Instructional Classes (E.g., swimming lessons, martial arts, dance, skating)
 - l. None [Skip to Q9]

2. How satisfied are you with [Add piped text and repeat for each option selected in Q1] in each of the following areas? [Matrix with options for very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied]
 - a. Overall experience
 - b. Wait times (E.g., for gym equipment, for class registration)
 - c. Availability (E.g., facility hours, class times, game times)
 - d. Facility offerings/equipment
 - e. Cleanliness and maintenance of facilities
 - f. Friendliness of staff

3. What would make PAC Fitness Centre hours better? [Text box – display if 1c AND 2c dissatisfied or very dissatisfied selected]

4. What would make CIF Fitness Centre hours better? [Text box – display if 1b AND 2c dissatisfied or very dissatisfied selected]

5. How often do you use the Physical Activities Complex (PAC) Fitness Centre? [MC – Select One – Display only if 1c is selected]
 - a. Every day
 - b. 2-5 times per week
 - c. Once per week
 - d. 1-2 times per month
 - e. 1-2 times per term

6. On average, how would you describe wait times at the PAC Fitness Centre? [MC – Select One – Do not display if 1c is selected]
 - a. I am always able to access the equipment I need
 - b. I often need to wait 1-2 minutes to access the equipment I need
 - c. I often need to wait 3-5 minutes to access the equipment I need
 - d. I am often unable to access the equipment I need

7. How often do you use the Columbia Icefield (CIF) Fitness Centre? [Multiple choice – select all that apply]
- Every day
 - 2-5 times per week
 - Once per week
 - 1-2 times per month
 - 1-2 times per term
8. On average, how would you describe wait times at the CIF Fitness Centre? [MC – Select One – Do not display if 1b is selected]
- I am always able to access the equipment I need
 - I often need to wait 1-2 minutes to access the equipment I need
 - I often need to wait 3-5 minutes to access the equipment I need
 - I am often unable to access the equipment I need
9. Do you participate in any of the following off-campus fitness memberships or programs? [MC – Select all that apply]
- Commercial/weightlifting gym
 - Spin studio
 - Yoga/Pilates studio
 - Cross fit gym
 - Rock climbing gym
 - Dance studio
 - Off campus sports league
 - I do not have any fitness memberships [Make exclusive – skip to 15]
 - Other [Text box]
10. How often do you participate in your off-campus fitness membership(s) or program(s)? [Matrix with selected options carried over from Q9]
- Every day
 - 2-5 times per week
 - Once per week
 - 1-2 times per month
 - 1-2 times per term
11. How much does your off-campus fitness membership(s) or program(s) cost per month? [MC – Select One]
- Less than \$20
 - \$20 to \$40
 - \$41 to \$60
 - \$61 to \$80
 - More than \$80
12. On average, how would you describe wait times at your off-campus gym? [MC – Select One – Display only if 7a is selected]
- I am always able to access the equipment I need
 - I often need to wait 1-2 minutes to access the equipment I need
 - I often need to wait 3-5 minutes to access the equipment I need
 - I am often unable to access the equipment I need

13. On average, how would you describe the demand for your off campus fitness studio or program? [MC – Select One – DO NOT display if 7a is selected]
- a. I am always able to access the classes, programs or facilities I'm interested in even last minute
 - b. I often need to book a class, program or facility a few days in advance
 - c. I often need to book a class, program or facility a week in advance
 - d. I am often unable to access the class, program or facility I'm interested in
14. Why do you have a fitness membership off campus? [MC – Select all that apply]
- a. The location is more convenient for me
 - b. It is less busy
 - c. There is less demand for classes, programs and facilities
 - d. The equipment or programming is better
 - e. There are more convenient program times
 - f. The extra cost is worth it for the value provided
 - g. Other [Text box]
15. Is there anything in particular that prevents you from using the PAC or CIF Fitness Centres on campus more? [Text box]

Athletics – Varsity Engagement

16. On average, how often do you attend Varsity Athletics games? [MC – Select One]
- a. A few times a week [Skip to Q18]
 - b. Once a week [Skip to Q18]
 - c. A few times per month
 - d. A few times per term
 - e. A few times per year
 - f. I have never attended a Varsity Athletics game [skip to Q19]
17. Why have you not attended more Varsity Athletics games? [MC – Select all that apply]
- a. I'm too busy with other obligations
 - b. None of my friends want to go
 - c. UW teams are not very good/competitive
 - d. I don't know when or where they are
 - e. I don't find they provide any entertainment
 - g. I don't enjoy sports
 - h. Other [Text box]
18. What do you enjoy most about attending Varsity Athletics games? [MC – select all that apply]
- a. Being involved with the UW community
 - b. Showing off my school spirit
 - c. Socializing with friends
 - d. Meeting new people
 - e. Supporting a friend on a team
 - f. Watching a sport I enjoy
 - g. Other [Text box]
19. What would make you attend more Varsity Athletics games? [Text box]