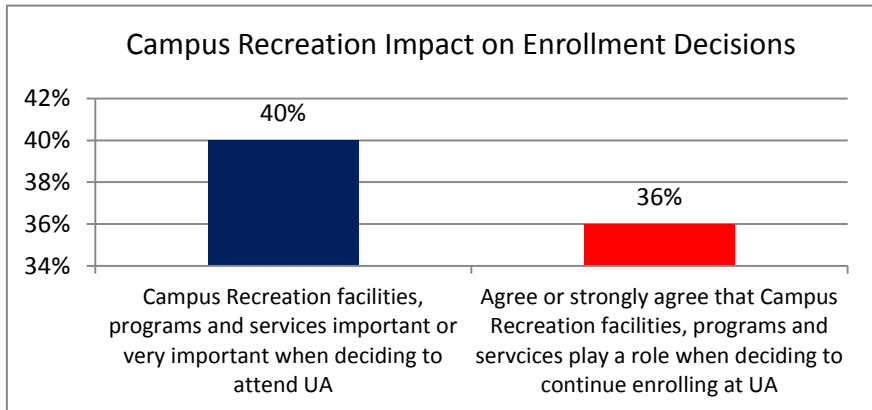




## Campus Recreation Market Survey 2012

In October 2012, Campus Recreation launched a web-based survey evaluating the impact of Campus Recreation on recruitment and retention, health and wellness, and other outcomes linked to healthy lifestyles and student engagement. The survey was emailed to a representative sample of University of Arizona undergraduates, graduates and professional students, including non-degree-seeking students (N=23,733). 3,719 surveys were returned, resulting in a response rate of nearly 16%. The following information will highlight the findings in relation to student recruitment and retention, academic success, health and wellness and student engagement.

### Student Recruitment & Retention



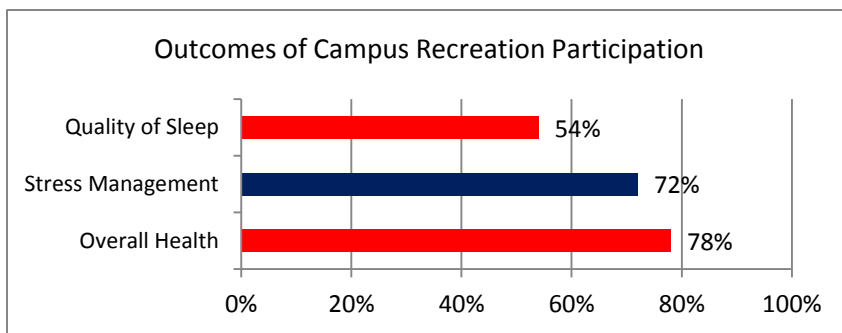
Respondents rated the importance of Campus Recreation facilities, programs and services when making decisions to enroll at the University of Arizona, and when deciding to continue enrolling at UA in subsequent years. The table to the left indicates the percent of student who rated these factors important or very important. N=3,719

### Academic Success

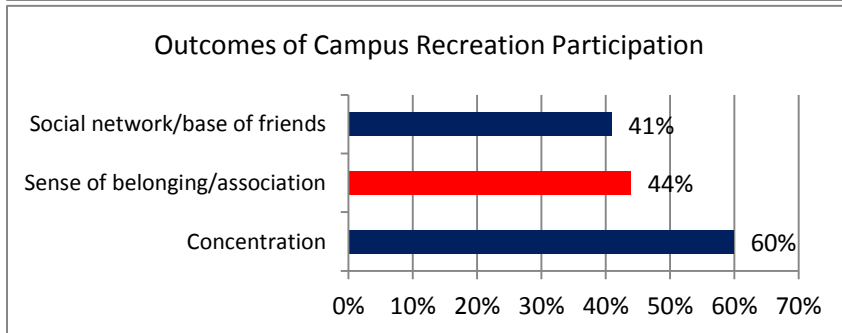
The American College Health Association (ACHA) conducts a National College Health Assessment, which is a nationally recognized research survey that collects precise data about student's health habits, behaviors and perceptions. Results indicated the top 3 factors negatively affecting their individual academic performance\* were as follows.

- Stress
- Sleep difficulties
- Cold/flu/sore throat

UA students were asked to indicate various health and wellness outcomes, including the impact of recreation participation on ability to manage stress, quality of sleep, and overall health. The percent of students who indicated **participation significantly or moderately improved these factors are shown to the right.** N=2,612



Other outcomes related to overall academic success with students reporting that **participation significantly or moderately improved the indicated factors** are shown to the right. N=2,613

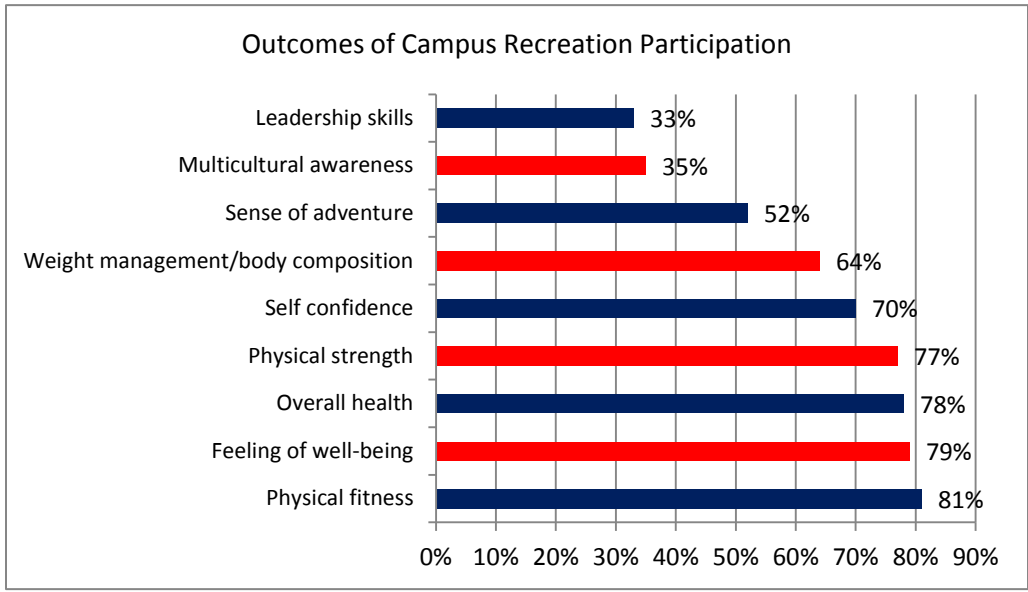


**In Their Own Words**  
 Survey respondents were asked why they choose to participate in Campus Recreation programs. An "other" category was provided. The number one reason submitted by students was stress relief or stress management.

\*As defined by receiving a lower grade on an exam or important project, receiving a lower grade in the course, receiving an incomplete or dropped the course, experiencing a significant disruption in thesis, dissertation, research or practicum.

## Health and Wellness

Students were asked to what degree Campus Recreation participation improved specific health and wellness behaviors and factors. **Campus Recreation users reported that participation significantly or moderately improved the factors shown below.** N=2,613

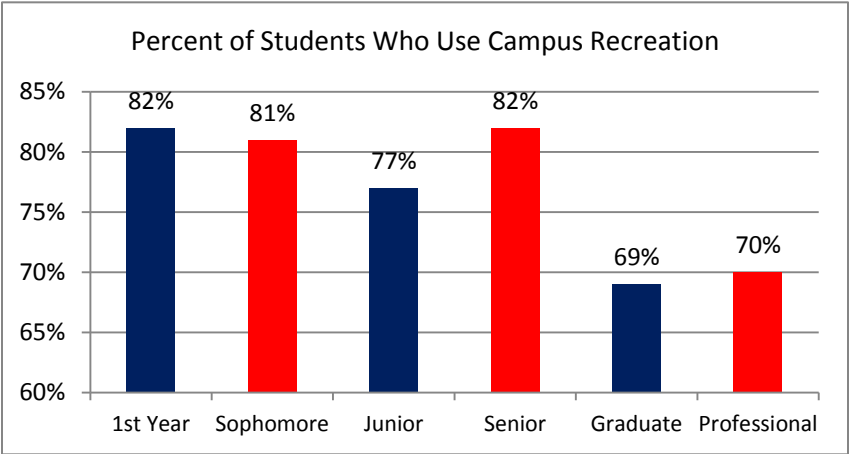


**In Their Own Words**  
 84% of UA students agreed or strongly agreed that Campus Recreation activities and programs contribute to the quality of life at this institution. N=2,705

## Student Engagement

One measure of student engagement in Campus Recreation is the percentage of students who utilize Campus Recreation facilities, programs and services. Of the 3,719 respondents, the following percent of students reported using Campus Recreation.

**Total Undergraduate Participants = 80%**  
**Total Graduate Participants = 69%**



Additionally, Campus Recreation users showed a significantly larger improvement in the importance they place on recreation and maintaining a healthy lifestyle than did non-users, even when controlling for the pre-existing differences between users and non-users.

