

WHAT DO YOU THINK OF UNI REC? 2026 ANNUAL SURVEY TOPLINE REPORT

INTRODUCTION

The University Recreation annual survey was introduced in 2015 to gather general feedback from Recreation users at Te Herenga Waka - Victoria University of Wellington regarding current service provision and the contribution they believe University Recreation makes to their academic life and well-being. The survey is run annually toward the end of Trimester 1 so that we may act to make adjustments for trimester 2.

The 2026 iteration of the survey was opened on 18 May and remained open until 1 June. The survey obtained 760 responses.

2026 saw the introduction of surveying the wider student body beyond our own recreation participants, with the aim to survey service awareness within the wider student community.

This topline report is a summary of the findings of the 2026 ‘What Do You Think of Uni Rec?’ survey. More detailed data can be found on the University Recreation 2026 Annual Survey Dashboard.

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KEY FINDINGS

COMMUNICATIONS AND SOCIAL MEDIA

Among our fitness members, the most preferred method of communication remains the electronic newsletter, with 38% of respondents using it to keep up to date with Uni Rec. This is consistent with previous years (2024 and 2025).

Amongst our non-member users and non-users, Instagram is the most popular method for keeping up to date with Uni Rec.

Our social media followers are mostly happy with our content, with some requests for more funny reels on Instagram and more posts highlighting the services we offer.

The primary social media followed by survey participants is our Instagram.

EXPERIENCES OF UNI REC AND CUSTOMER SERVICE

Consistent with previous years, Uni Rec has maintained high ratings across customer service areas. Though exact data comparison is not possible due to a change in question structure, the general positivity of the responses is comparable to previous years.

Staff friendliness and approachability and the provision of a safe and welcoming environment are Uni Rec's two highest rated areas.

There is a service gap apparent in the Uni Rec staff presence, with a theme of lack of staff around the fitness facilities.

MEMBERSHIP AND OPENING HOURS

Most respondents (87%) are happy with the current membership options. Respondents were encouraged to provide suggestions for membership options that would suit them better. Key themes amongst these responses were cheaper and free fitness memberships, and requests for different combo options such as the return of the summer special and an upfront combo membership outside of the orientation specials.

87% of respondents are satisfied (48%) or somewhat satisfied (39%) with our opening hours. 13% are not satisfied. Opportunity was provided for respondents to provide further feedback on our opening hours. Common themes among these responses were expressions of desire for longer opening hours, particularly on weekends and at Pipitea Fitness.

IMPACT OF SPORT AND RECREATION

99% of respondents who have used University Recreation services and facilities report that Uni Rec improves their overall well-being. This is a significant 16% year to year increase from 2025 (82%) and 7% increase from 2024 (92%).

91% agree that Uni Rec enhances their student or staff experience, comparative to 2025 (71%) and 2024 (71%). This 20% increase shows a significant trend in increased value of sport and recreation among university students and staff.

89% report that Uni Rec enhances their academic or work performance. This is a significant increase from 2025 (71%) and 2024 (75%).

The overwhelming majority (88%) of respondents report that Uni Rec encourages them to come to campus. When filtered by respondent type, 89% of students agree.

When filtered by ethnicity, Pasifika and Māori students are the most affected groups, with 97% of Pasifika respondents reporting that Uni Rec encourages them to come to campus, followed by 91% of Māori respondents.

KEY FINDINGS

EVENTS AND INITIATIVES

13% of Survey respondents reported having participated in a Uni Rec event or initiative. Year to date data from our fitness advisers report that fitness initiative participation is increasing.

Respondents were encouraged to provide suggestions for events and initiatives they would like to participate in and what would entice them to participate.

Key themes amongst these suggestions were free ‘try it out’ sessions, and more events outside of work hours and on weekends. Other requests included more obviously advertised beginner-friendly events.

The most popular responses for what would encourage participation include prize incentives and more advertising.

FACILITIES

Facility ratings remain relatively similar across the board year to year. With the introduction of a new metric for measuring user satisfaction, precise comparison is not possible, however general trends can be measured. Accessibility is consistently one of the highest rated areas across various facilities while usability during peak hours is among the lowest rated areas. Cleanliness is commonly rated well, while equipment is rated lower.

Participants were able to indicate that they were ‘very satisfied’ ‘somewhat satisfied’ or ‘not satisfied’. The highest rated University Recreation facility is the Boyd-Wilson Field, with a 73.5% average ‘very satisfied’ rate. The lowest rated facility is Pipitea Fitness with an average ‘very satisfied’ rate of 42%.

OVERALL SATISFACTION

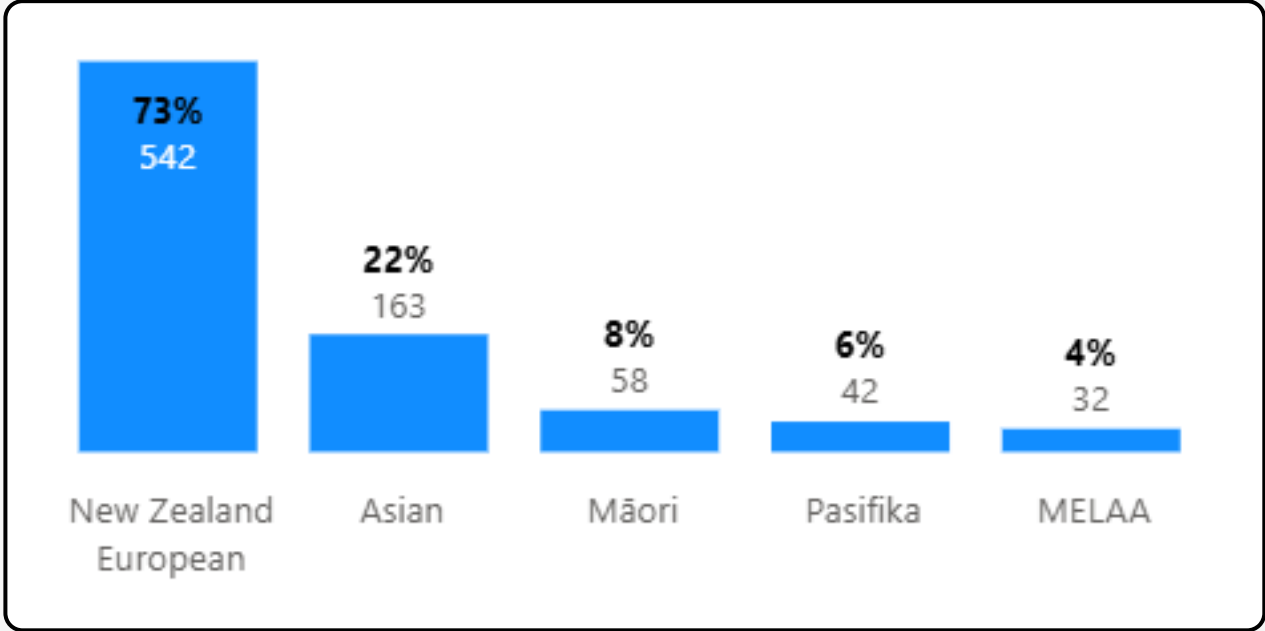
The overwhelming majority of respondents expressed that they would be likely to use University Recreation in the future (91%) with a 65% very likely and 26% somewhat likely split.

The majority of respondents were satisfied overall with University Recreation as a service with 65% very satisfied and 35% somewhat satisfied.

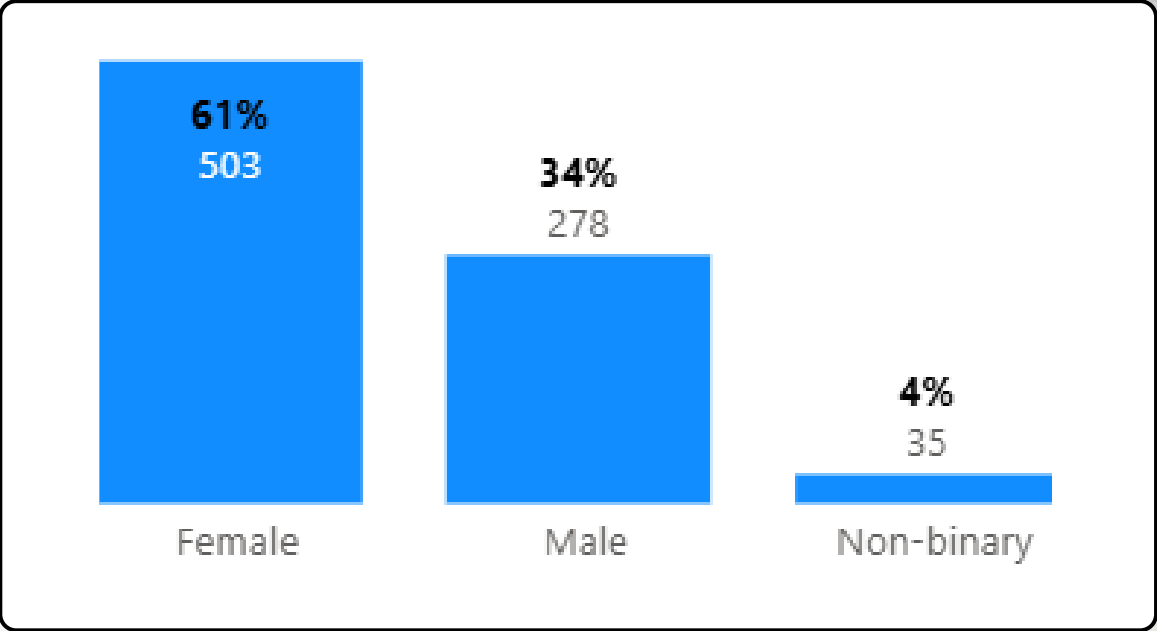
92% of respondents expressed that they would be likely to recommend University Recreation to others, with 59% very likely and 33% somewhat likely.

WHO RESPONDED?

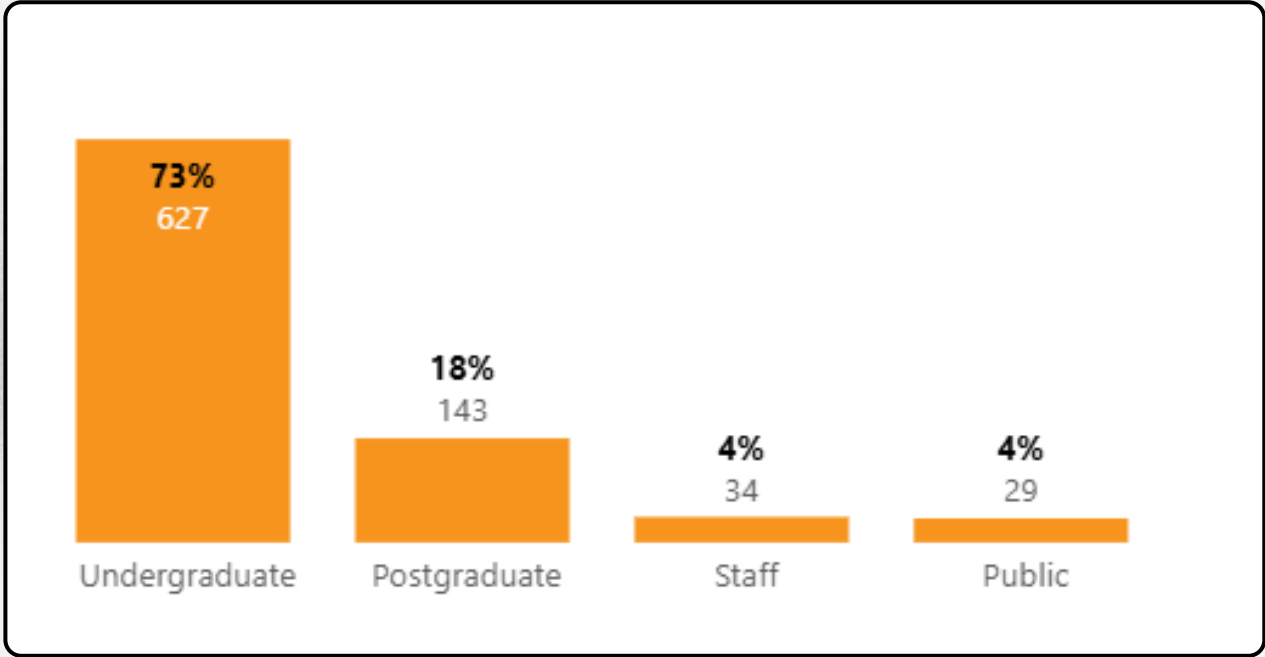
760
TOTAL RESPONDENTS



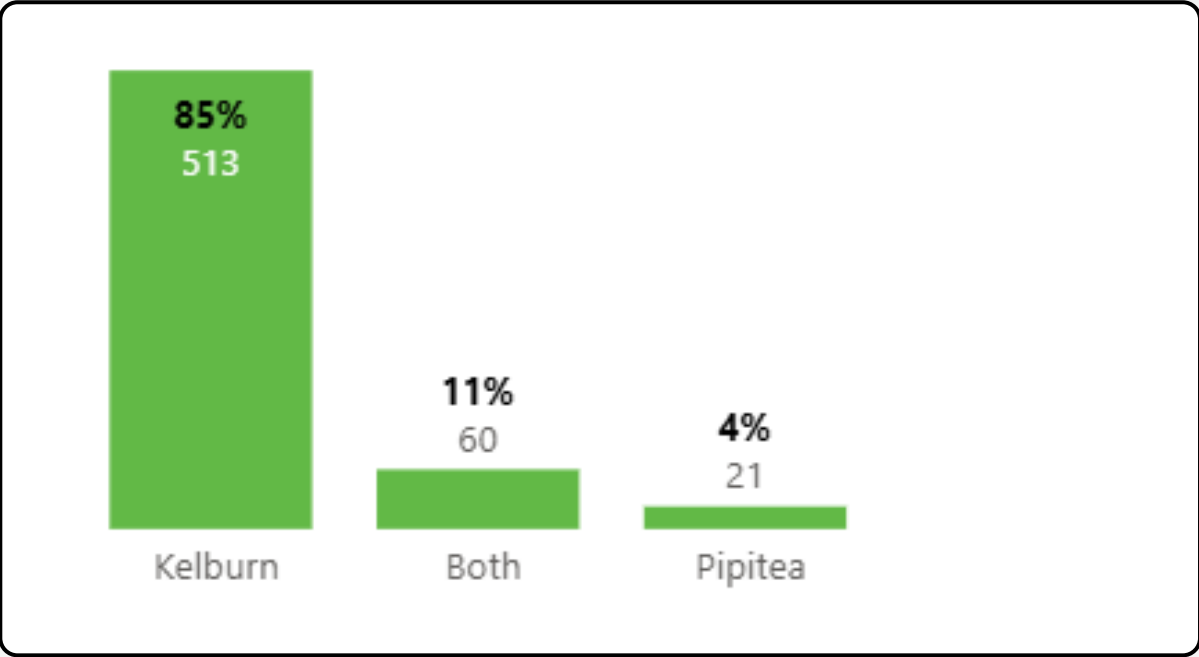
ETHNICITY



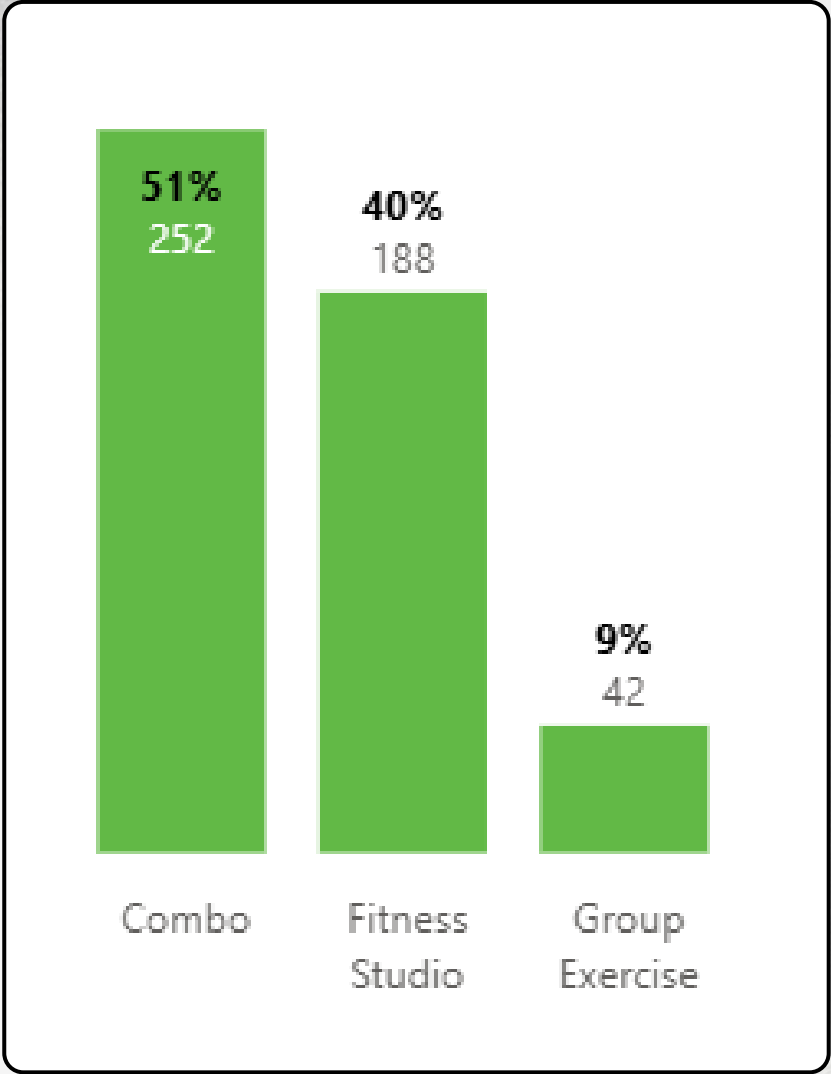
GENDER



RESPONDENT TYPE



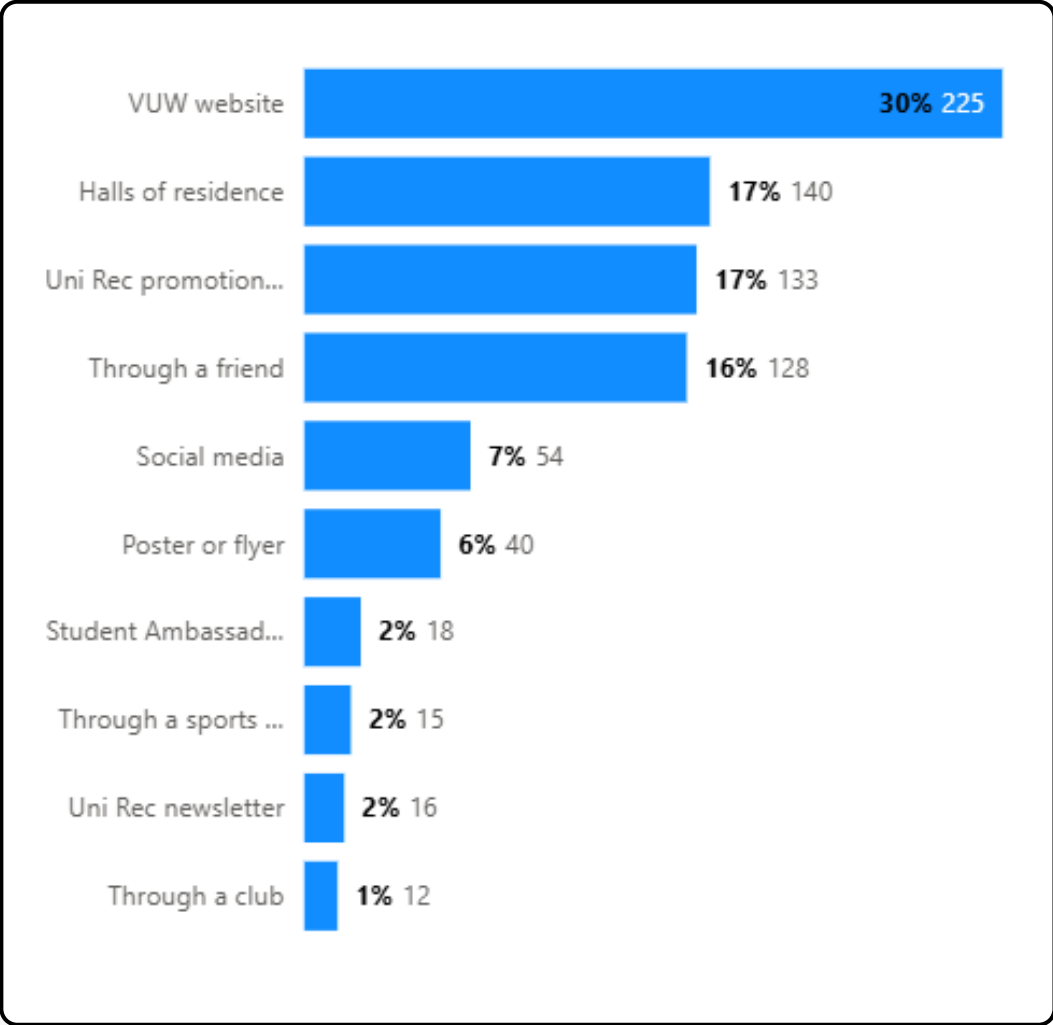
MAIN FACILITIES USED



MEMBERSHIP TYPE

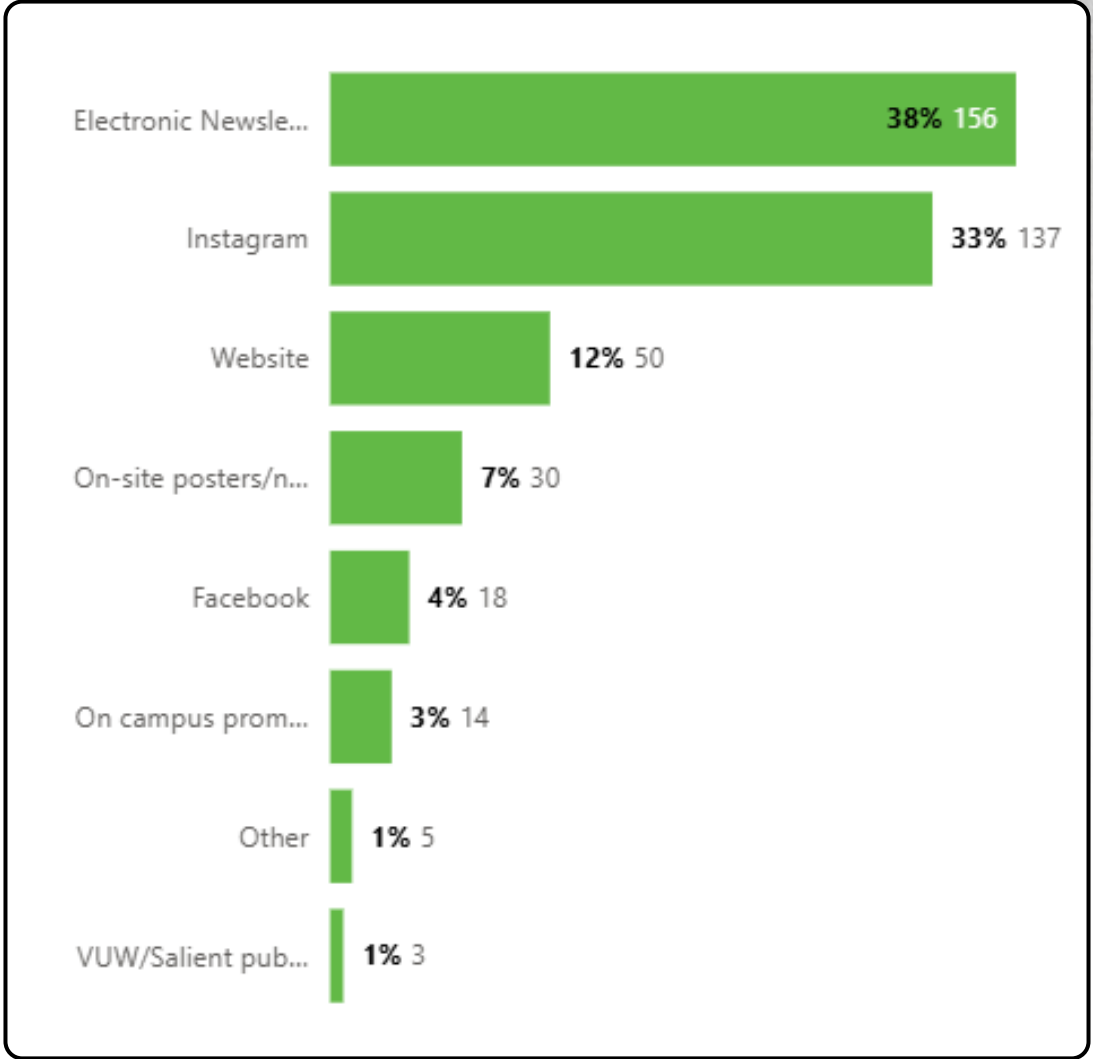
COMMUNICATIONS

HOW DID YOU FIRST HEAR ABOUT UNI REC?



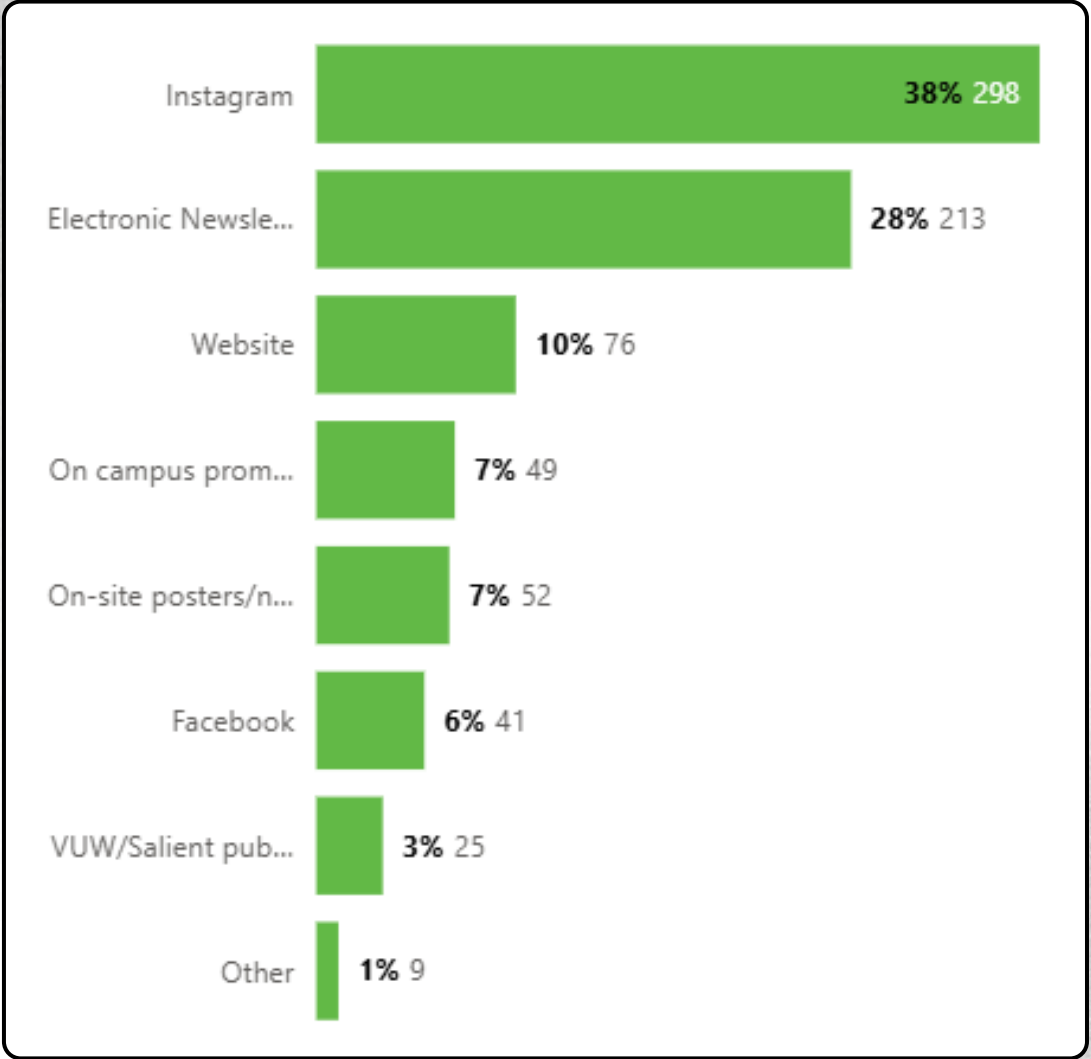
Participants most popularly heard about University Recreation first through the VUW website with 30% selecting this option, followed by halls of residence (17%) and Uni Rec promotions (17%), such as our hub activations and events. The VUW website as Uni Rec’s most popular medium for first exposure remains consistent with previous years. On campus promotion popularity is down slightly from last year in terms of percentage (23% in 2025), however, in numerical value, 96 more participants heard about us this way, so we can maintain that our on campus promotional presence is still improving from 2024, when only 14% of participants chose this option.

MAIN METHOD USED TO KEEP UP-TO-DATE WITH UNI REC



MEMBERS ONLY

The most popular method of informative communication with our members remains the newsletter, with 38% of those who hold a fitness membership choosing this option, followed by 33% choosing Instagram. The electronic newsletter increased 7% in popularity and Instagram increased 10% from 2025. Electronic newsletters and Instagram were also the most popular and second most popular methods of communication in 2024.

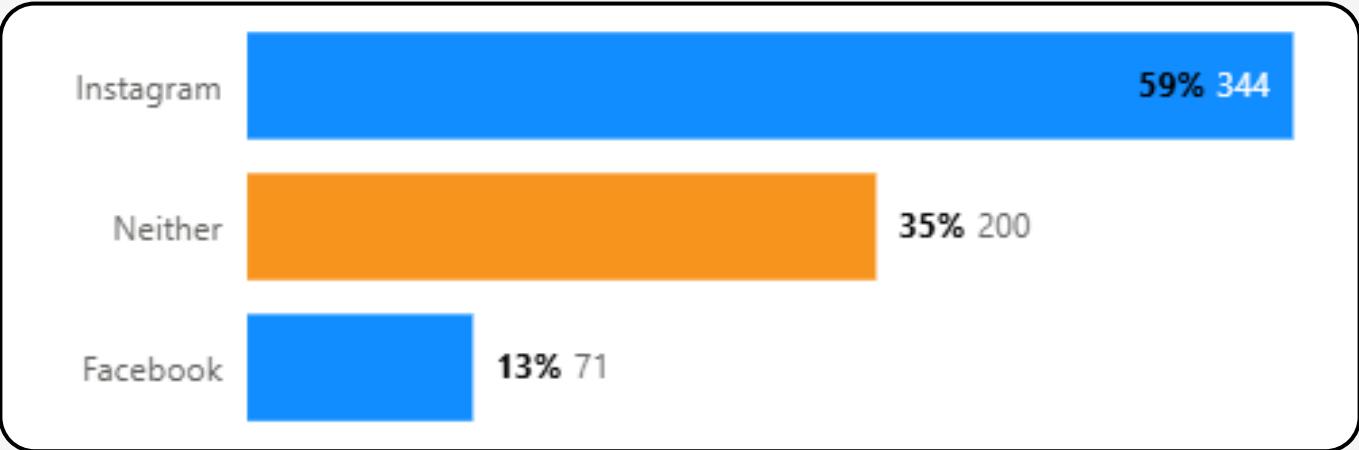


ALL PARTICIPANTS

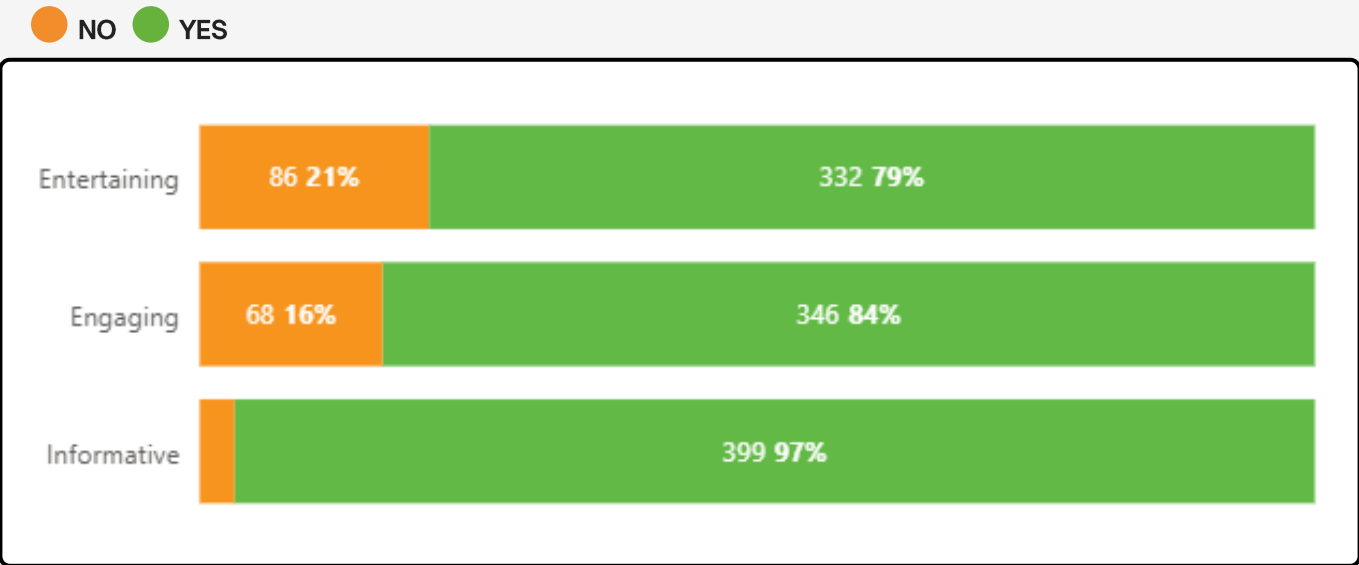
As we opened the survey to include non-users of University Recreation as well as general users and members, among all respondents, Instagram is the most popular method of communication. This is consistent with non-users.

From this we can take that Instagram is an effective and popular method of communication with non-users and the wider student body.

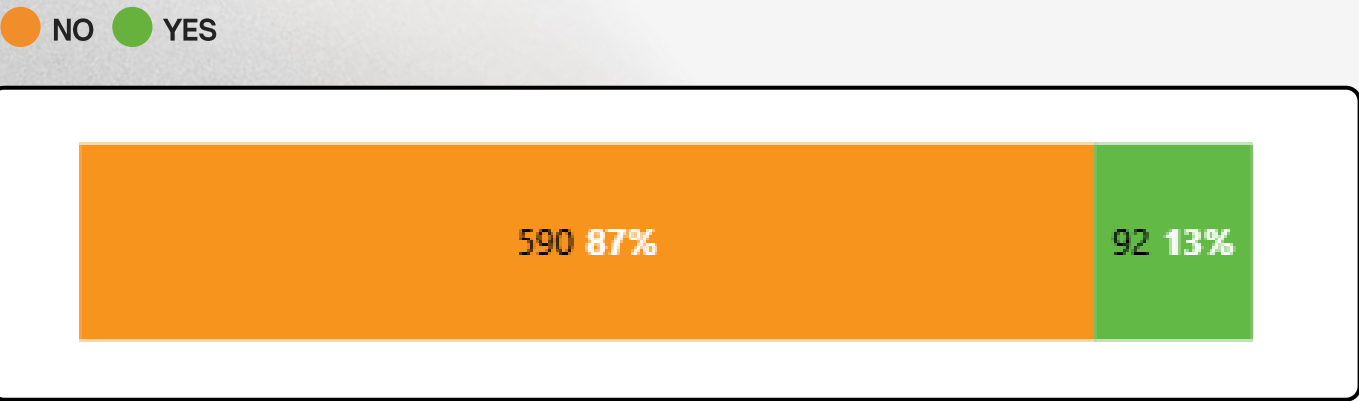
SOCIAL MEDIA AND EVENTS



WHICH UNI REC SOCIAL MEDIA PROFILES DO YOU FOLLOW?



DO YOU FIND THE UNI REC SOCIAL MEDIA...



HAVE YOU PARTICIPATED IN ANY UNI REC INITIATIVES AND EVENTS

44% OF
RESPONDENTS
KEEP UP-TO-DATE
WITH UNI REC
USING SOCIAL
MEDIA

Instagram remains our most popular social media platform with 59% of survey respondents following this account. Only 13% of participants follow our Facebook page.

Of those who follow our social media, the majority find it entertaining (79%), engaging (84%), and informative (97%). It is apparent that our social media is more informative than it is entertaining. In previous years we have used a 1-5 satisfaction scale to rate our social media on its entertainment and engagement values. While year to year comparison is difficult with question methods changing, in 2024, 71% of participants rated our social media entertaining. Over the last two years, this has improved by 13%, which is a significant increase.

Respondents were encouraged to provide suggestions for our social media. Common themes included requests for more funny content on Instagram, and for more informative posts. Examples of informative posts requested by respondents include more technique videos, weekly group exercise timetables, highlighting new classes or events, highlighting club events. More UTSNZ content was also requested.

Event and initiative participation is low at 13%. Respondents were asked what initiatives they would like to see, and what would entice them to participate in future events and initiatives. Common themes were requests for women’s-only initiatives such as self-defense and free weight inductions, free ‘try it out’ classes, events during weekends and outside of work hours. Other themes included initiatives aimed at mature students and yoga groups,

Common themes among participants for what would interest them to participate in future events and initiatives were prize and cash incentives, more obvious beginner-friendly advertising, and more advertising. Another common theme among respondents was that nothing would entice them to participate in future events and initiatives.

SOCIAL MEDIA AND EVENTS

SOCIAL MEDIA

“highlight some of the group exercise classes 🥳 and show what is involved in the class so people don't feel nervous coming for the first time”

“Highlights on club events and engaging promotion of exercise classes!”

“More funny content please”

WHAT WOULD ENTICE YOU TO PARTICIPATE IN UNI REC EVENTS?

“If they were offered later in the day I would be able to attend more, and if more info was available in the flyers (what to expect at the event)”

“Free stuff + prizes!!! And a shoutout on Instagram...”

“Greater visibility around campus (outside of the rec centre)”

RESPONDENT VOICE

EVENT SUGGESTIONS

“More gender inclusive events eg women’s try it out teams”

“I tried to do the self defence option but it was full, I think it would be great to do more of those, plus more options to learn how to use the free weight section of the gym more”

“I like when there are days when it's free to try things out at the gym (without needing to buy a membership). Like we had for pink shirt day :)”

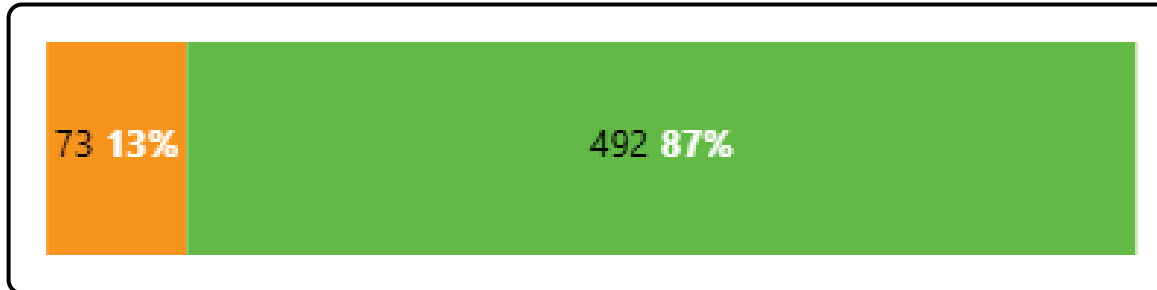
MEMBERSHIP AND OPENING HOURS

NO YES



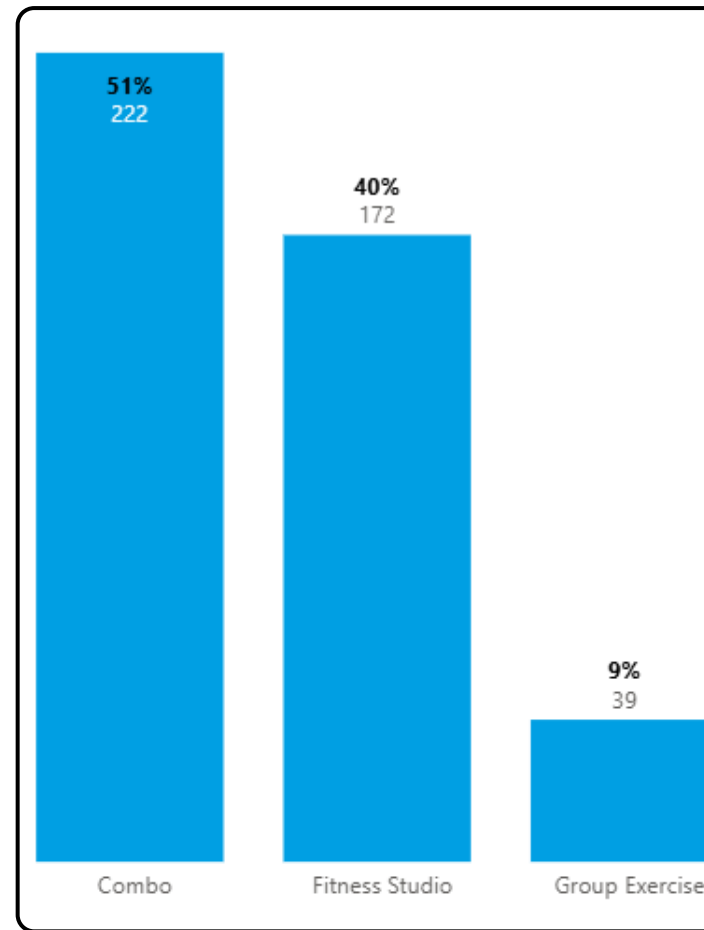
DO YOU HAVE A MEMBERSHIP WITH UNI REC?

NO YES



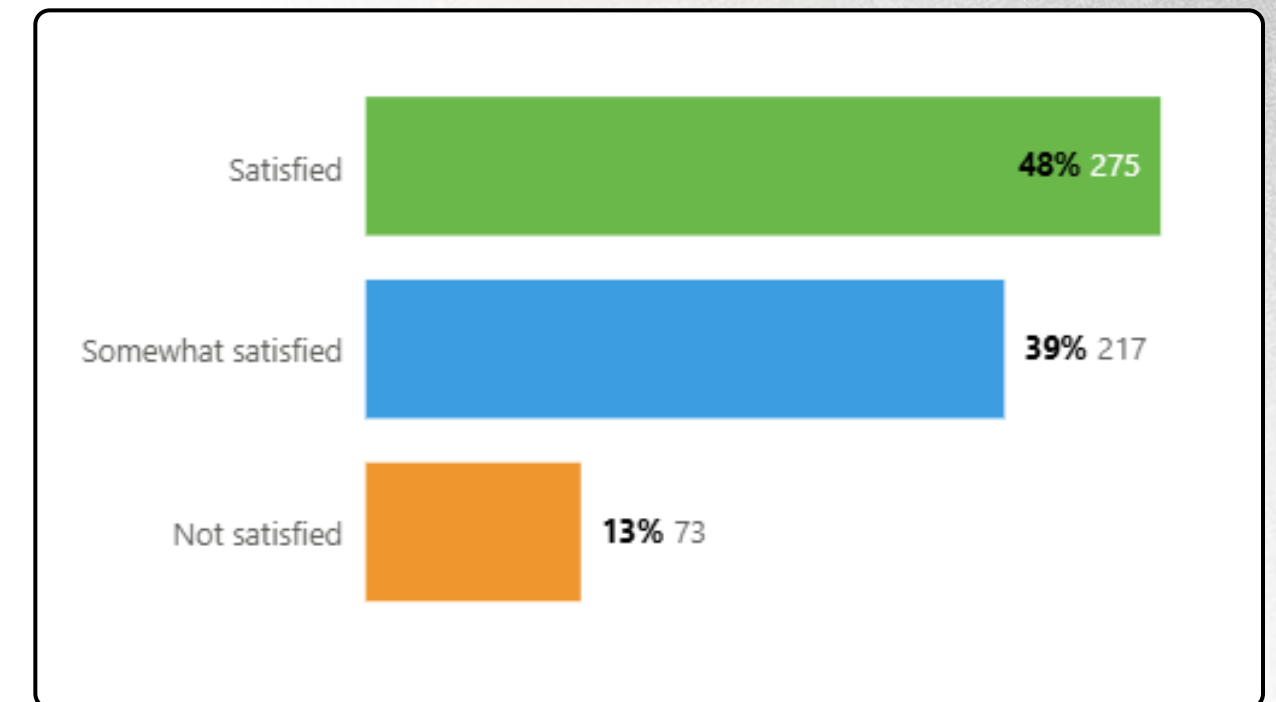
DO THE UNI REC MEMBERSHIP OPTIONS MEET YOUR NEEDS?

58% of respondents hold a fitness membership with University Recreation with 51% of that group holding a combo membership, 40% holding a fitness studio membership, and 9% holding a group exercise membership. Overall, 87% are satisfied with our membership options. Of those who hold membership, 97% are satisfied with our membership options. Respondents who said that they were not satisfied with our options were encouraged to provide suggestions for membership options. Common themes among these responses were requests to make the membership options free or cheaper. With one response requesting an upfront combo membership payment option outside of the orientation special.



MEMBERSHIP TYPE

87% of respondents are satisfied (48%) or somewhat satisfied (39%) with Uni Rec's opening hours. 13% are not satisfied. Respondents were given the opportunity to provide further feedback on our opening hours. The most common themes were requests for longer opening hours with an emphasis on later hours, particularly during the weekend. The second most popular theme was requests for 24/7 unstaffed access, with respondents referencing competing fitness facility operating models. A smaller but vocal group expressed their desire for longer Pipitea hours, particularly earlier opening hours and weekend hours. There were also requests for more obvious communication of changes to opening hours and a smaller group expressed their content with our current opening hours.



HOW SATISFIED ARE YOU WITH UNI REC OPENING HOURS?⁹

WHICH MEMBERSHIP OPTIONS WOULD BE MORE SUITABLE?

There was no option for a combo membership for both the gym itself and the group classes, only weekly payment based . I would have chose the uni gym if there was an upfront “value” deal like the orientation week ones last year

“more expensive than [local competitor] for staff, not worth it for me”

“What happend to the summer special”

“As someone who doesn’t go to the gym I use the dance room, but the rate that is charged makes me consider buying a membership”

MEMBERSHIP AND OPENING HOURS
RESPONDENT VOICE

“Cheaper membership”

HOW SATISFIED ARE YOU WITH UNI REC OPENING HOURS?

“Please extend hours on the weekend. 6pm is far too early.”

“It would be nice if the facility could stay open a little later on Fridays and weekends...”

“I wish Pipitea was open on weekends.”

“Would love it to be 24/7 as late night gym sessions hit hard”

“This does not impact my experience. I just rearrange when I come to fit in with the hours.”

“too inconsistent :(almost made me switch gyms”

USE OF FACILITIES

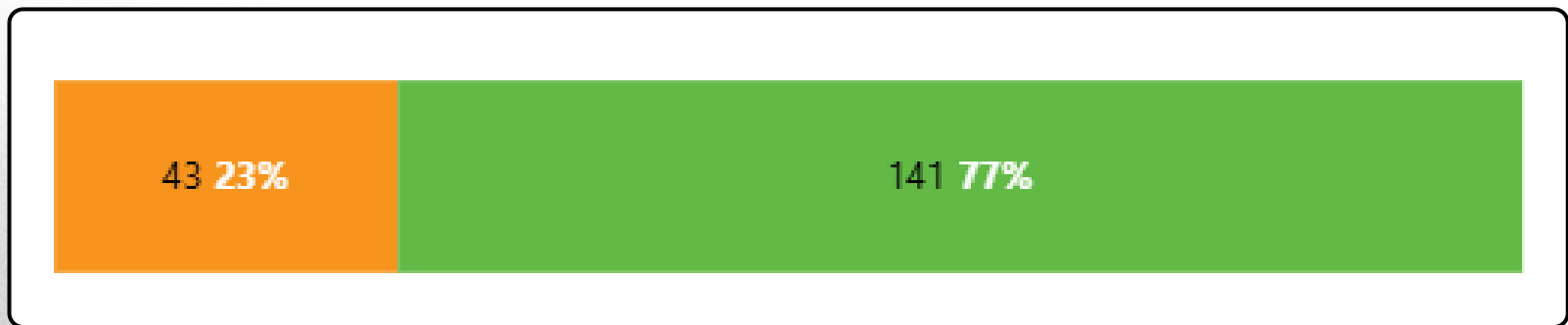
● NO ● YES



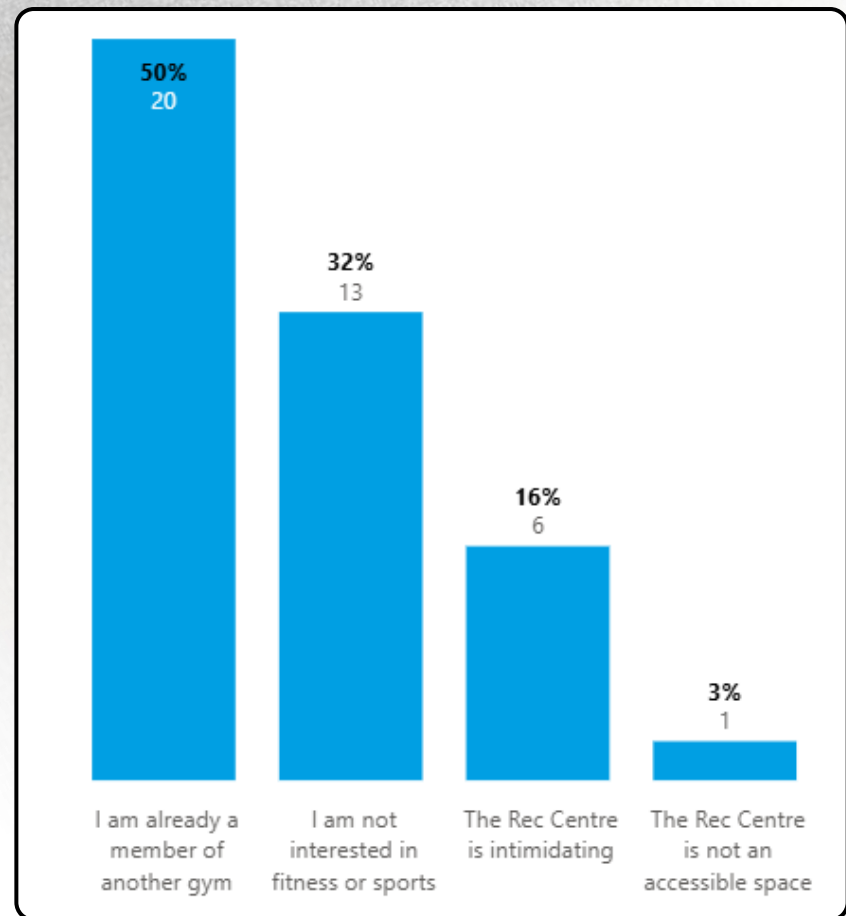
USERS OF REC CENTRE FOR PURPOSES OTHER THAN THE FITNESS FACILITIES

Those who responded that they did not have a membership were asked if they use the Rec Centre for purposes other than the fitness facilities. Of this group, 60% reported that they did not, and 40% reported that they did. Those who responded that they do not use the Rec Centre at all were then asked if they are intersted in using Uni Rec spaces in the future.

● NO ● YES



ARE YOU INTERESTED IN USING THE UNI REC SPACES IN THE FUTURE

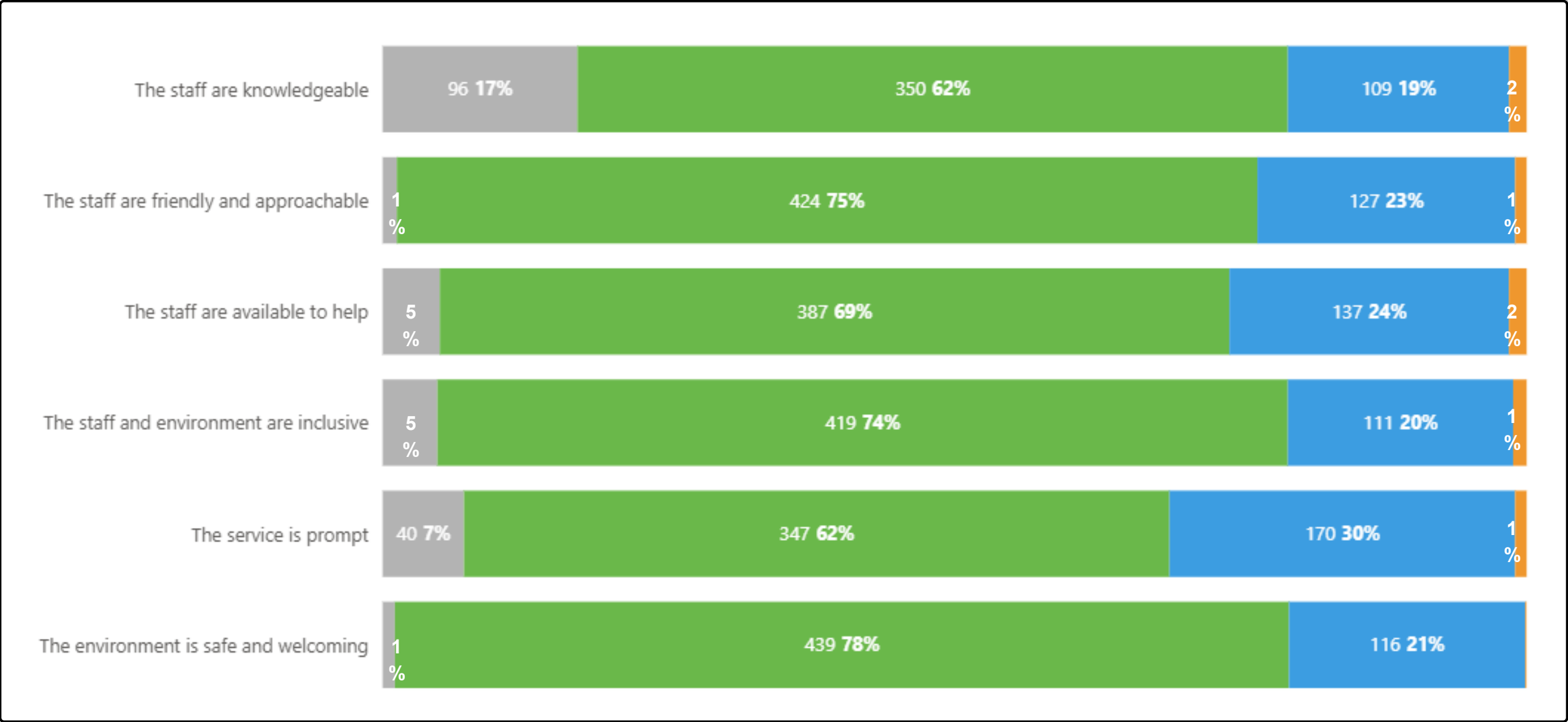


MAIN REASON FOR NOT USING UNI REC SPACES

Of those who do not use the Uni Rec spaces, 77% responded that they were interested in using our spaces in the future. The 23% who were not interested in using our spaces in the future were asked to provide reasons why. 50% reported that they are already members of another gym and 32% reported that they are not interested in fitness or sports. A very small minority (6 responses) reported finding the rec centre intidimating, and only one person reported that the Rec Centre is not an accessible space. These responses are statistically insignificant.

EXPERIENCES OF UNI REC

● UNSURE ● STRONGLY AGREE ● SOMEWHAT AGREE ● DISAGREE



Our customer service ratings performed well this year. Notable statistics include 99% of respondents reporting that the environment is safe and welcoming, and 98% of respondents reporting that the staff are friendly and approachable.

Our customer service ratings remain high year to year. However, comparative reporting is difficult to do with this year’s question method differing from previous years. Previous years required respondents to rate their satisfaction with each area from 1-10. This year, respondents were asked to indicate their agreement with each statement.

Respondents were given an opportunity to provide further feedback regarding their customer service experience. 94 respondents provided further feedback, in which there were strong positive themes regarding staff friendliness and customer service. There is a clear gap in staff presence and availability, with a number of responses suggesting the staff be more present, particularly within the fitness facilities. These two qualitative themes are apparent in the quantitative data too, with the highest rates of strong agreement’ for ‘the environment is safe and welcoming’ (78%) and ‘the staff are friendly and approachable’ (75%). The statements with the lowest strong agreement rate were ‘the service is prompt’ (62%) and ‘the staff are available to help’ (69%). It is important to note that these lower ratings are still very positive with a 2% or less disagreement rate.

“Staff at the front desk are amazing and really friendly”

“I love the staff! Always say hi when you walk in”

“When we used the Rec Centre for a large group event, the staff on shift were beyond helpful and it was deeply appreciated!”

Everything is amazing and 10/10

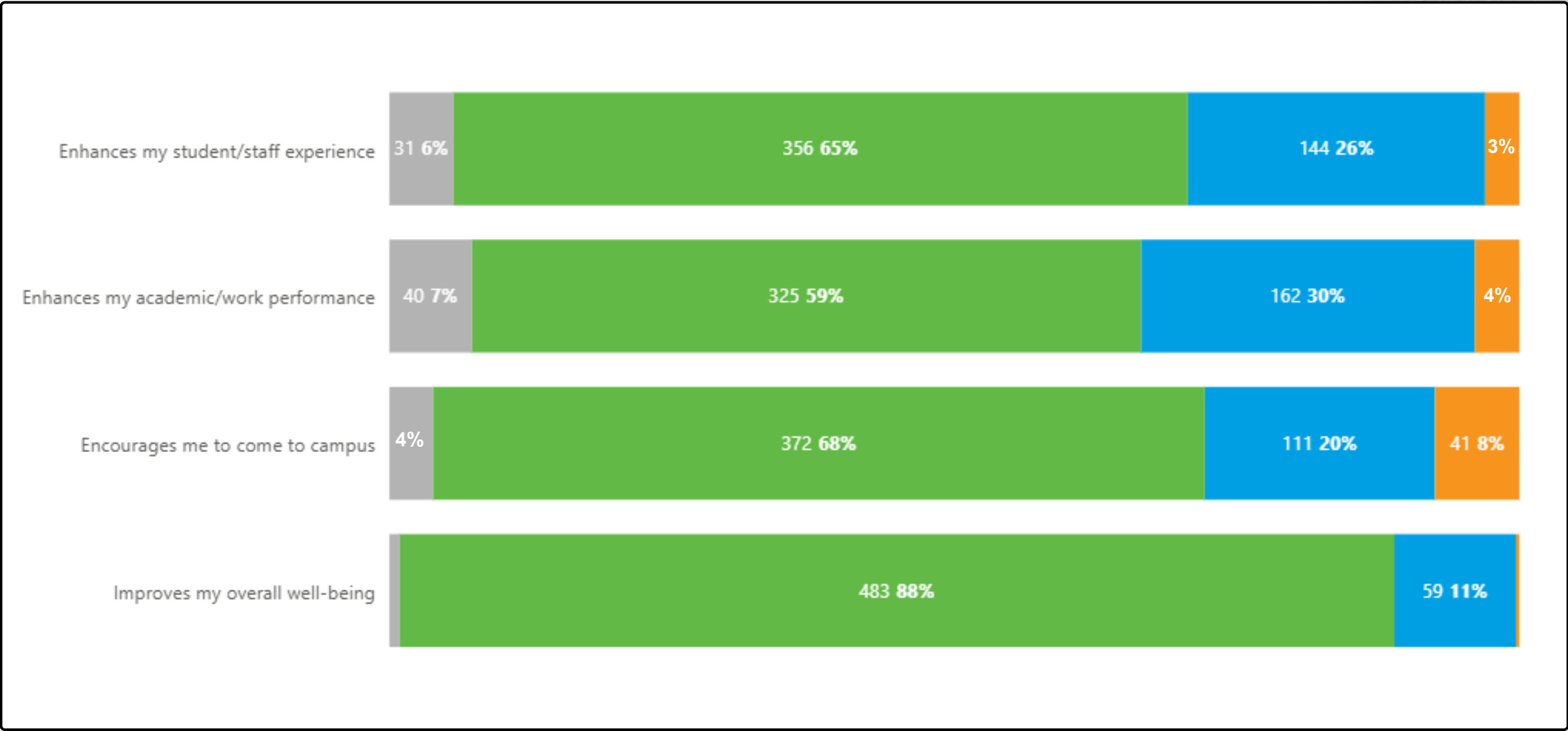
“Haven't seen many [staff] within the actual gym facility areas.”

There is not always staff available to ask questions or help.

IMPACT OF UNI REC

OF THOSE WHO HAVE USED OUR SERVICES OR FACILITIES

● UNSURE ● STRONGLY AGREE ● SOMEWHAT AGREE ● DISAGREE



Respondents were asked to indicate their agreement with statements regarding the impact of Uni Rec on their lives. 99% of respondents report that Uni Rec improves their overall well-being. This is a significant year to year increase from 2025 (82%) and 2024 (92%).

91% agree that Uni Rec enhances their student or staff experience, comparative to 2025 (71%) and 2024 (71%).

89% report that Uni Rec enhances their academic or work performance. This is a significant increase from 2025 (71%) and 2024 (75%).

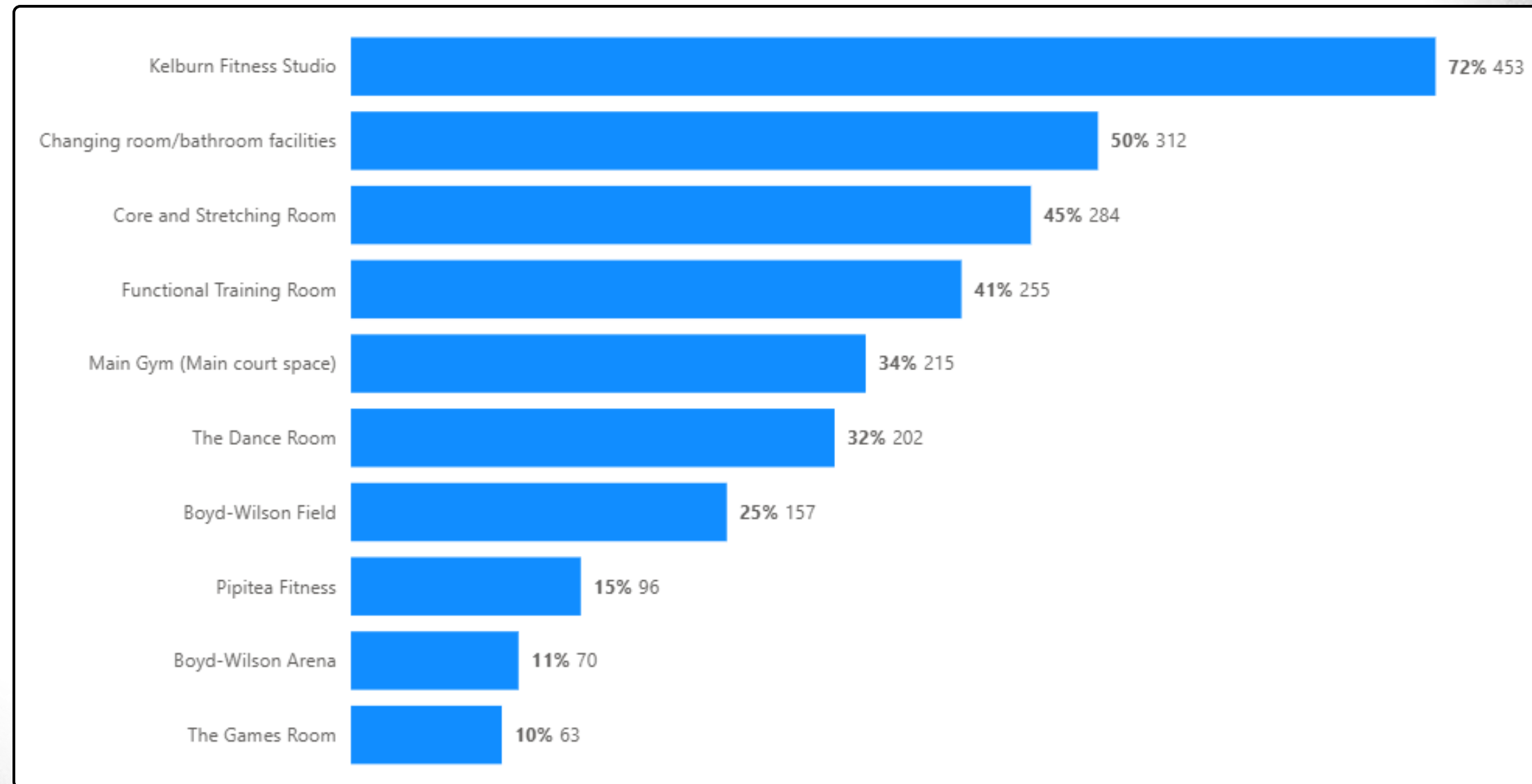
A new statement was introduced in 2026: “Uni Rec encourages me to come to campus”. The overwhelming majority (88%) of respondents agree with this statement. When filtered by respondent type, 89% of students agree.

When filtered by ethnicity, 97% of Pasifika respondents report that Uni Rec encourages them to come to campus, followed by 91% Māori respondents and 91% of MELAA respondents, 89% of NZ European, and 88% Asian respondents.

These insights are extremely valuable for understanding the overwhelmingly positive wider impact Uni Rec has on our users’ well-being, academic performance and experience, staff experience and work performance, and on campus attendance. These statistics indicate that Uni Rec is a highly valued student service which influences more than sport and recreation experience and performance. Uni Rec as something which encourages people to come to campus is significant post-covid, with Pasifika and Māori students as the most affected groups.

FACILITIES

FACILITIES USED



Our most popular facilities were our Kelburn fitness facilities, with the majority of respondents having used the fitness studio (72%), followed by 50% having used the bathroom and changing room facilities, 45% having used the core and stretching room, and 41% having used the functional training room.

Our least popular facilities amongst our respondents were the games room at 10%, the Boyd-Wilson Arena at 11%, and Pipitea Fitness at 15%.

In the following questions, each respondent was asked to rate the facilities. Question logic was used in Qualtrics to only display questions relating to the facilities respondents indicated having used. This is consistent with how previous years have conducted this set of questions.

User satisfaction is measured with different questions that are only relevant to each facility. For example, the Boyd-Wilson Field is measured by its playing surface and lighting while the dance room is measured by its cleanliness and usability during peak hours.

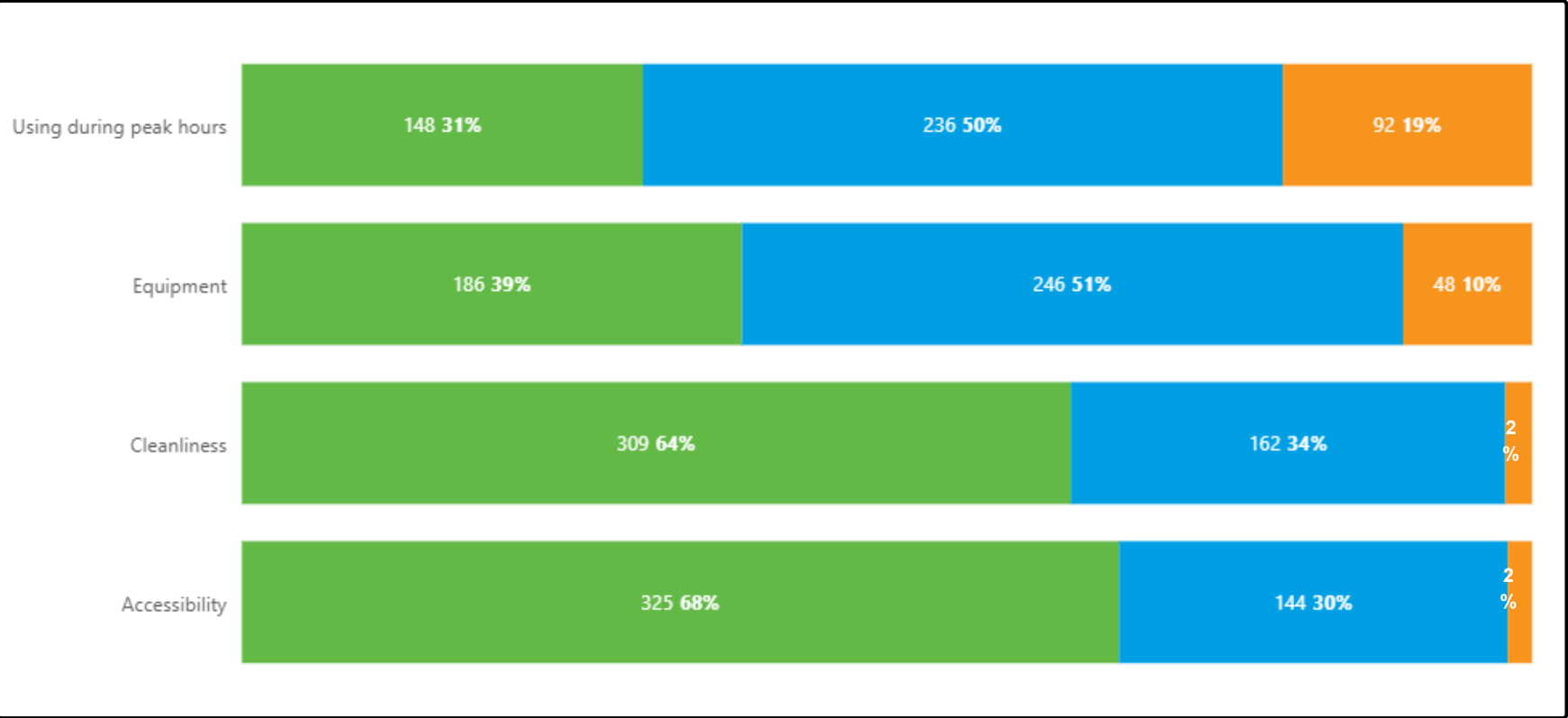
In previous years, survey participants used a 1-10 slider to indicate their level of satisfaction with the aspects of each facility used. In 2026, respondents were asked to indicate their satisfaction by selecting from the options 'not satisfied', 'somewhat satisfied', and 'very satisfied'.

FACILITIES

FITNESS FACILITIES

● VERY SATISFIED ● SOMEWHAT SATISFIED ● NOT SATISFIED

SATISFACTION RATE WITH KELBURN FITNESS FACILITIES (CAS, FS, FTR) IN TERMS OF:



The minority of respondents reported finding using the Pipitea fitness facilities during peak hours very satisfying (36%) with 48% somewhat satisfied and 17% not satisfied.

Only 28% of respondents reported feeling very satisfied with the equipment in the Pipitea fitness facilities with 43% reporting somewhat satisfied and 28% not satisfied.

The majority of respondents were very satisfied with the cleanliness (59%) and 38% somewhat satisfied.

Only 44% were very satisfied with the accessibility of the Pipitea fitness facilities with 48% somewhat satisfied and 8% not satisfied.

The minority of respondents reported finding using the Kelburn fitness facilities during peak hours very satisfying (31%) with 50% somewhat satisfied and 19% not satisfied.

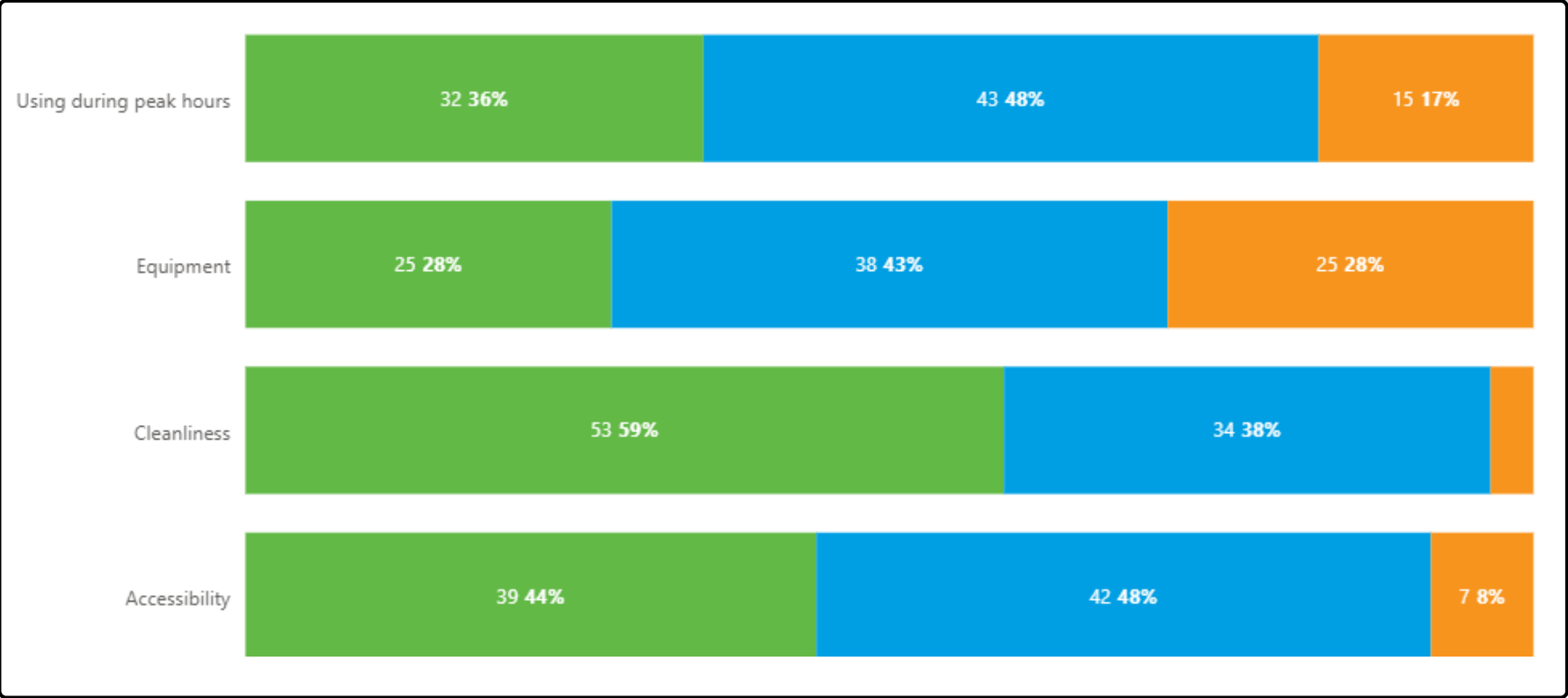
Similarly, only 39% of respondents reported feeling very satisfied with the equipment in the Kelburn fitness facilities with 51% reporting somewhat satisfied and 10% unsatisfied.

The majority of respondents were very satisfied with the cleanliness (64%) and 34% somewhat satisfied.

Similarly, 68% were very satisfied with the accessibility of the Kelburn fitness facilities with 30% somewhat satisfied.

Though our metric has changed, user satisfaction trends are consistent with previous years, with the Kelburn fitness facilities receiving the highest ratings for accessibility and lowest ratings for usability during peak hours in 2025 and 2024.

SATISFACTION RATE WITH PIPITEA FITNESS FACILITIES IN TERMS OF:

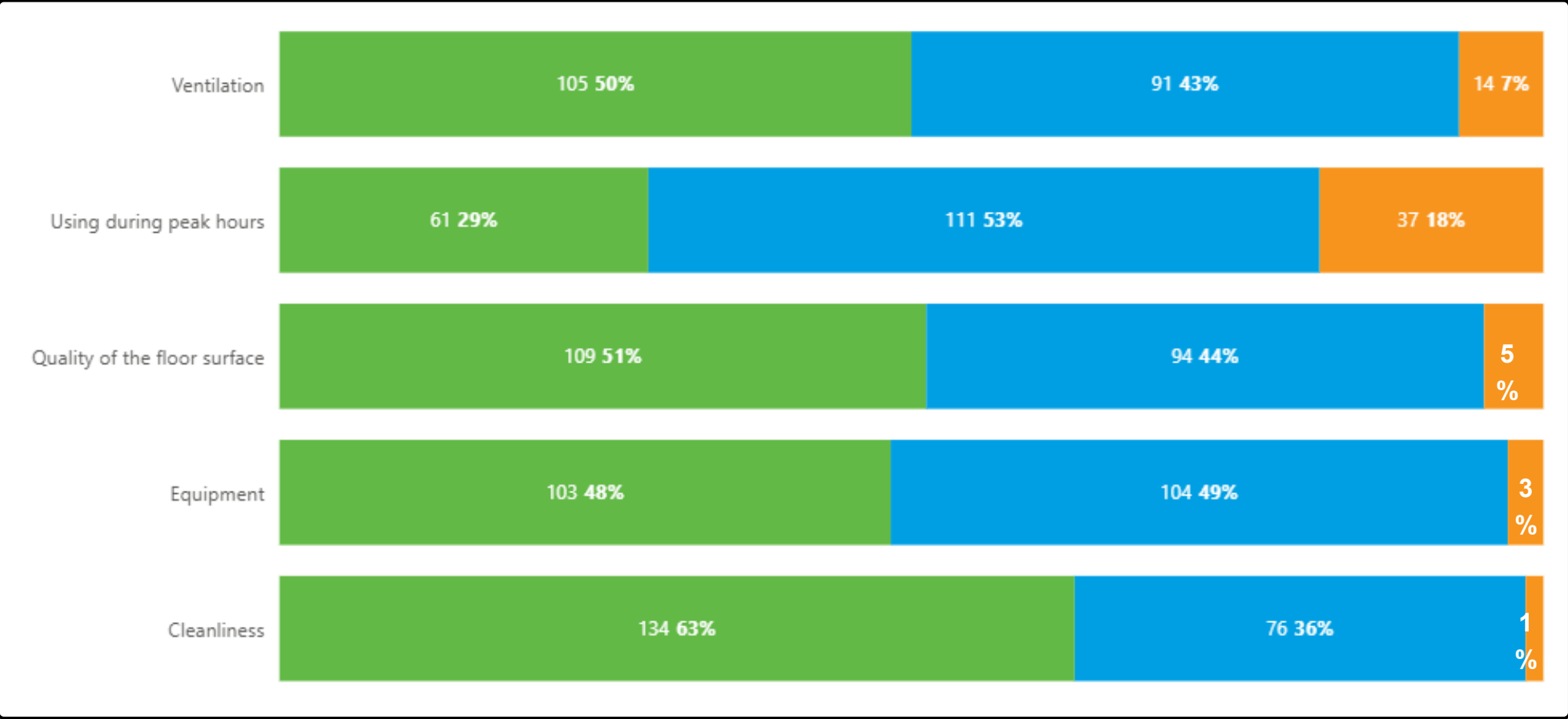


FACILITIES

MAIN GYM AND DANCE ROOM

● VERY SATISFIED ● SOMEWHAT SATISFIED ● NOT SATISFIED

SATISFACTION RATE WITH THE MAIN GYM FACILITIES IN TERMS OF:



Half of the main gym users reported feeling very satisfied with the ventilation with 43% somewhat satisfied and 7% not satisfied.

Only 29% of users reported being very satisfied with using the main gym during peak hours, with 53% reporting being somewhat satisfied and 18% not satisfied.

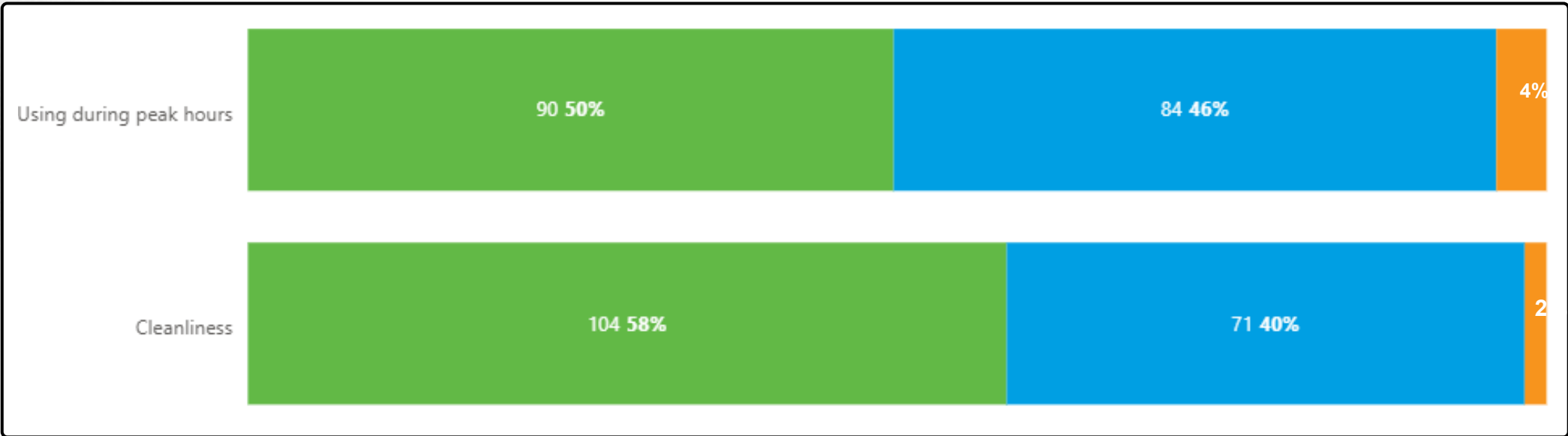
The majority of respondents are satisfied with the main gym flooring, with 51% very satisfied, 44% somewhat satisfied, and 5% not satisfied.

48% of respondents are very satisfied with the equipment available for main gym use; 49% are somewhat satisfied, and 3% are not satisfied.

63% of respondents reported feeling very satisfied with the cleanliness of the main gym, with 36% feeling somewhat satisfied, and 1% feeling unsatisfied.

Cleanliness of the main gym remains the highest rated aspect of the main gym, with usability during peak hours as the lowest rated aspect. This is consistent with previous years 2025 and 2024.

SATISFACTION RATE WITH THE DANCE ROOM FACILITIES IN TERMS OF:



50% of dance room users reported feeling very satisfied with using the dance room during peak hours, with 46% somewhat satisfied and 4% not satisfied.

58% reported feeling very satisfied with the cleanliness of the dance room, with 40% feeling somewhat satisfied and 2% not satisfied.

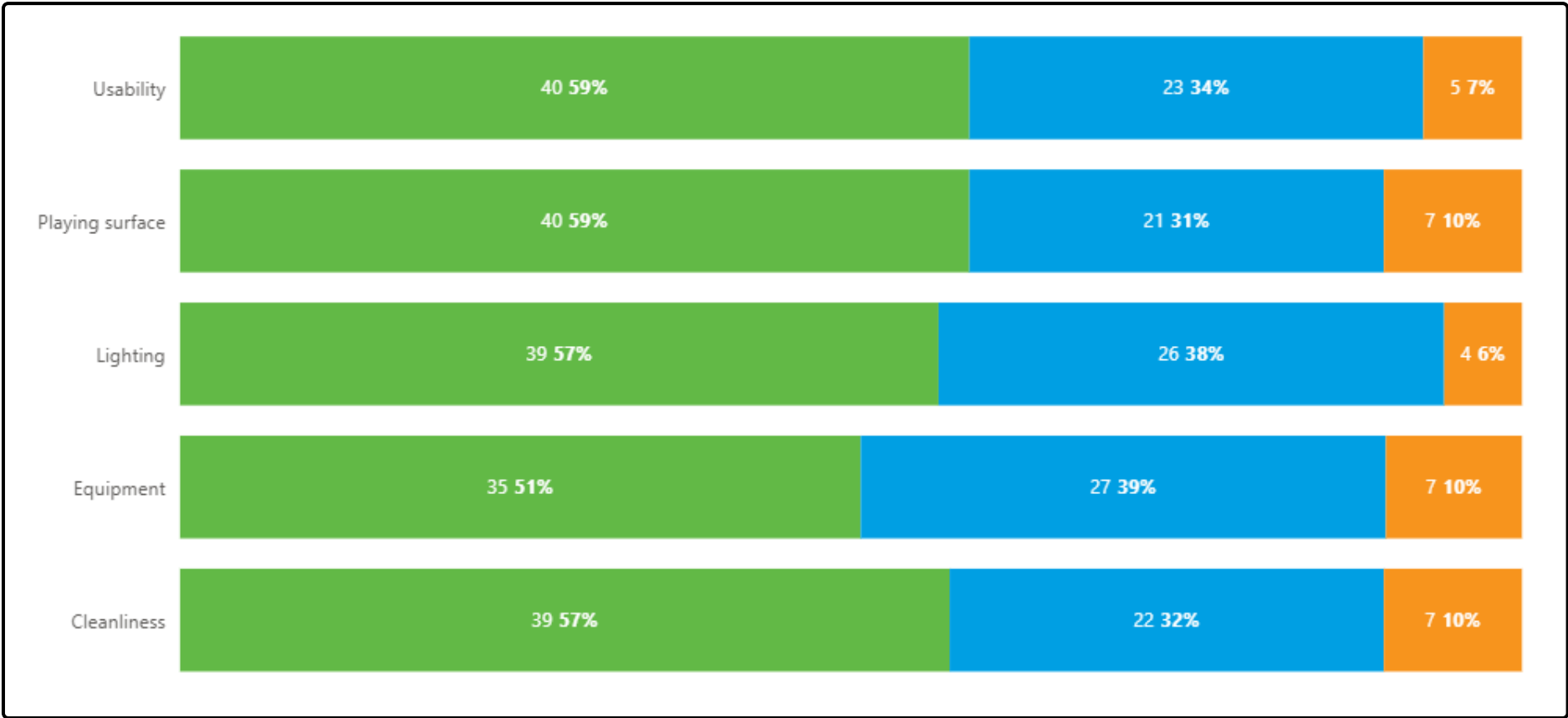
Rating the dance room was introduced to the annual University Recreation survey in 2026.

FACILITIES

BOYD-WILSON ARENA AND FIELD

VERY SATISFIED SOMEWHAT SATISFIED NOT SATISFIED

SATISFACTION RATE WITH THE BOYD-WILSON ARENA IN TERMS OF:



59% of Boyd-Wilson Arena (BWA) users reported feeling very satisfied with the usability of BWA, with 34% somewhat satisfied and 7% not satisfied.

59% reported feeling very satisfied with the playinig surface in BWA, with 31% somewhat satisfied and 10% not satisfied.

57% reported feeling very satisfied with the lighting in BWA, with 38% somewhat satisfied and 6% not satisfied.

51% reported feeling very satisfied with the BWA equipment, with 39% somewhat satisfied and 10% not satisfied.

57% reported feeling very satisfied with the cleanliness of BWA, with 32% somewhat satisfied and 10% not satisfied.

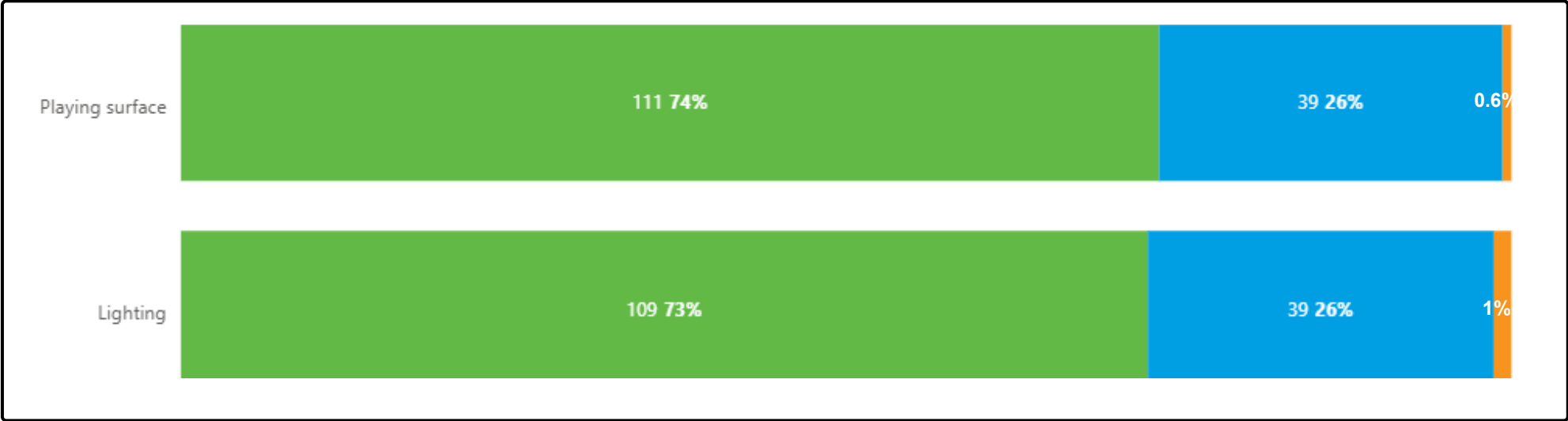
On trend with 2024, Boyd-Wilson arena received similar ratings across all aspects. There is no clear trend between 2026, 2025, and 2024 with slight variations among the highest and lowest rated aspect each year. The new user saitsfaction metric having been introduced in 2026 makes year to year comparison more difficult when results are less clear.

74% of Boyd-Wilson field users reported feeling very satisfied with the playing surface. 26% reported feeling somewhat satisfied and less than 1% (0.6%) reported feeling unsatisfied.

Similarly, 73% reported feeling very satisfied with the lighting of Boyd-Wilson field, with 26% somewhat satisfied and 1% not satisfied.

On trend with previous years 2025 and 2024, Boyd-Wilson field received positive and almost identical ratings for both its playing surface and its lighting.

SATISFACTION RATE WITH THE BOYD-WILSON FIELD FACILITIES IN TERMS OF:

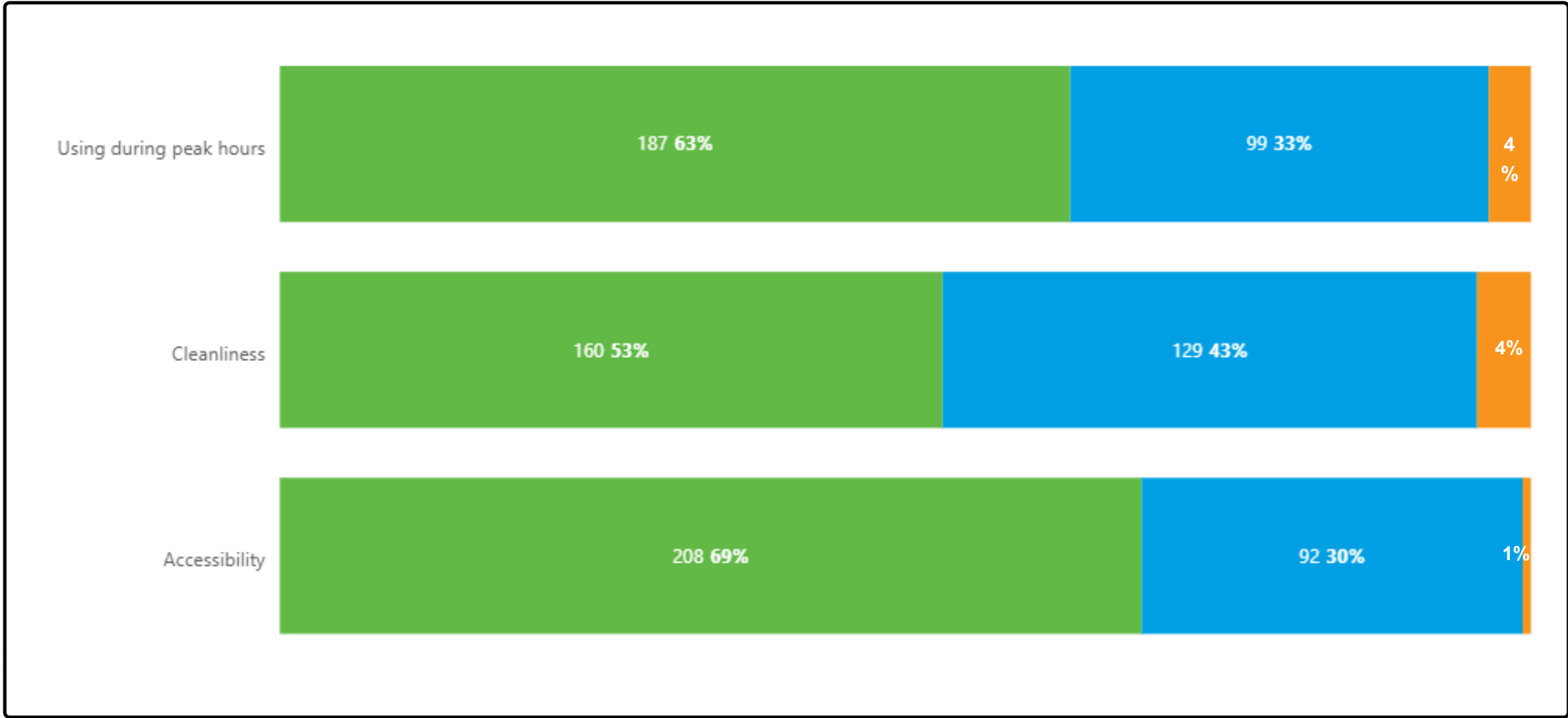


FACILITIES

CHANGING ROOMS AND GAMES ROOM

● VERY SATISFIED ● SOMEWHAT SATISFIED ● NOT SATISFIED

SATISFACTION RATE WITH THE CHANGING ROOM FACILITIES IN TERMS OF:



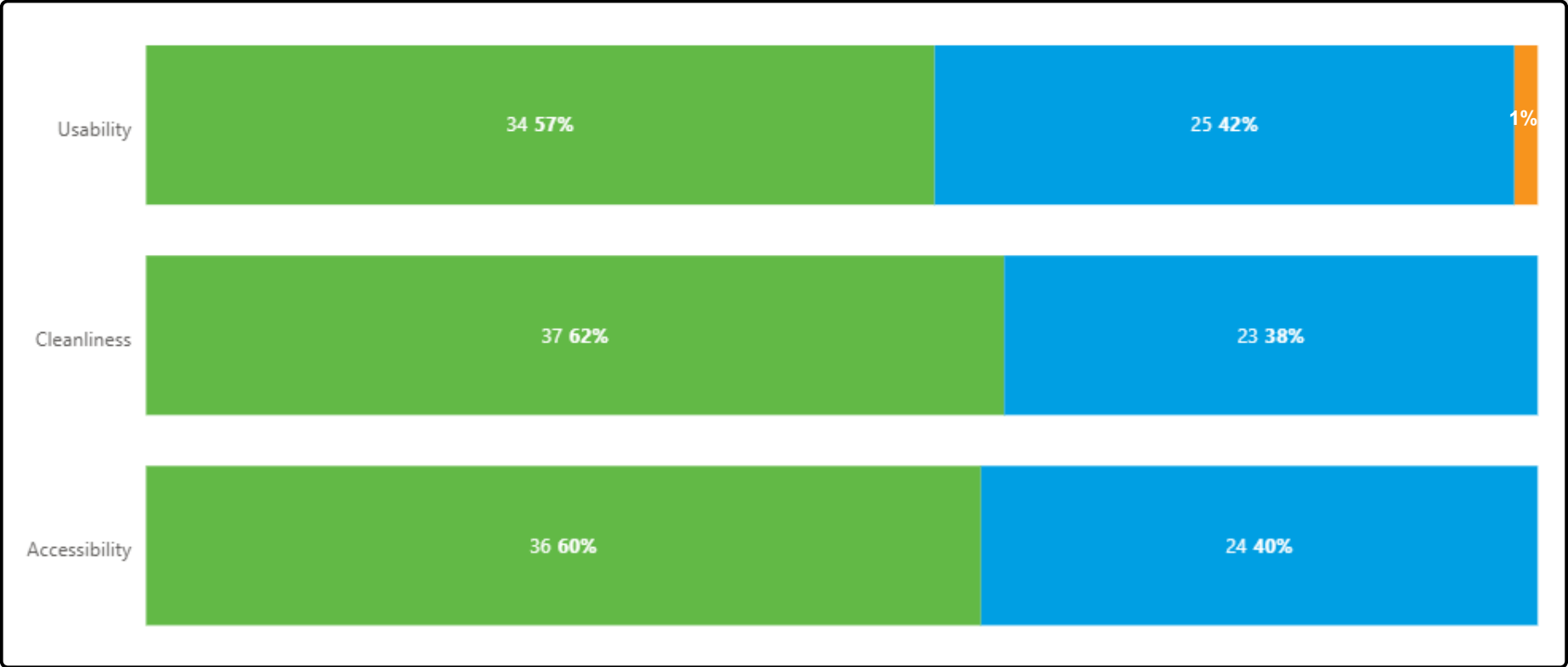
The majority of respondents reported being very satisfied with the ability to use the changing room facilities during peak hours (63%), with 33% somewhat satisfied and 4% not satisfied.

53% of respondents were satisfied with the cleanliness of the changing room facilities, with 43% somewhat satisfied and 4% not satisfied.

69% of respondents were satisfied with accessibility of the changing room facilities with 30% somewhat satisfied and only 1% not satisfied.

Cleanliness as the lowest rated aspect and accessibility as the highest rated aspect remains consistent with 2025, when it was introduced to the University Recreation annual survey.

SATISFACTION RATE WITH THE GAMES ROOM FACILITIES IN TERMS OF:



The games room had our highest level of satisfaction, with our lowest number of users (63 respondents). Of this small pool, 57% reported feeling very satisfied with usability of the games room, with 42% somewhat satisfied and 1% not satisfied.

The games room had a 100% satisfaction rate for both the cleanliness and accessibility, with a 62% very satisfied and 38% somewhat satisfied split for cleanliness and a 60% very satisfied and 40% somewhat satisfied split for accessibility.

There is no comparative data as the games room was introduced to the University Recreation annual survey in 2026.

FACILITIES

RESPONDENT VOICE

Respondents were encouraged to provide further feedback on University Recreation facilities. While this question indicated that respondents could offer suggestions relating to any University Recreation facility, the overwhelming majority of responses related to the fitness facilities.

The strongest theme among these responses was crowding, limited space, and difficulty accessing equipment. Many responses expressed their frustration with the limited space and ability to access the equipment at peak times in the Kelburn fitness facilities specifically. While this theme was also apparent among our Pipitea Fitness users, this theme was stronger among respondents who reported mostly using the Kelburn fitness facilities.

The second most popular theme was a desire for more equipment and a broader range of machines, with requests for better quality equipment and safety hazard complaints surrounding the older equipment in the fitness facilities. Another popular theme among responses was the need for cleaner changing room and bathroom facilities.

“The space is very small with not a large number of machines to use, so when it’s busy you have to wait a while for others to finish”

“the equipment at kelburn fitness studio falls apart very quickly... I worry that my hands might slip and I could get injured”

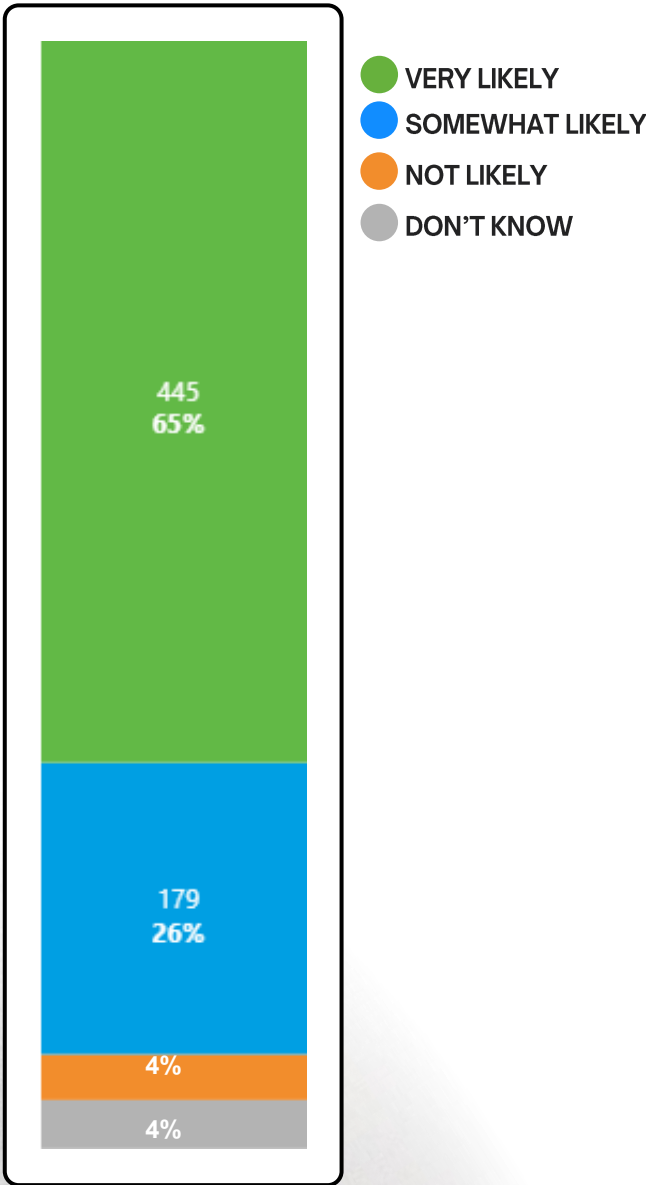
Cleaner changing facilities

“It's too small barely any machines and since there's barely any machines it's always busy.”

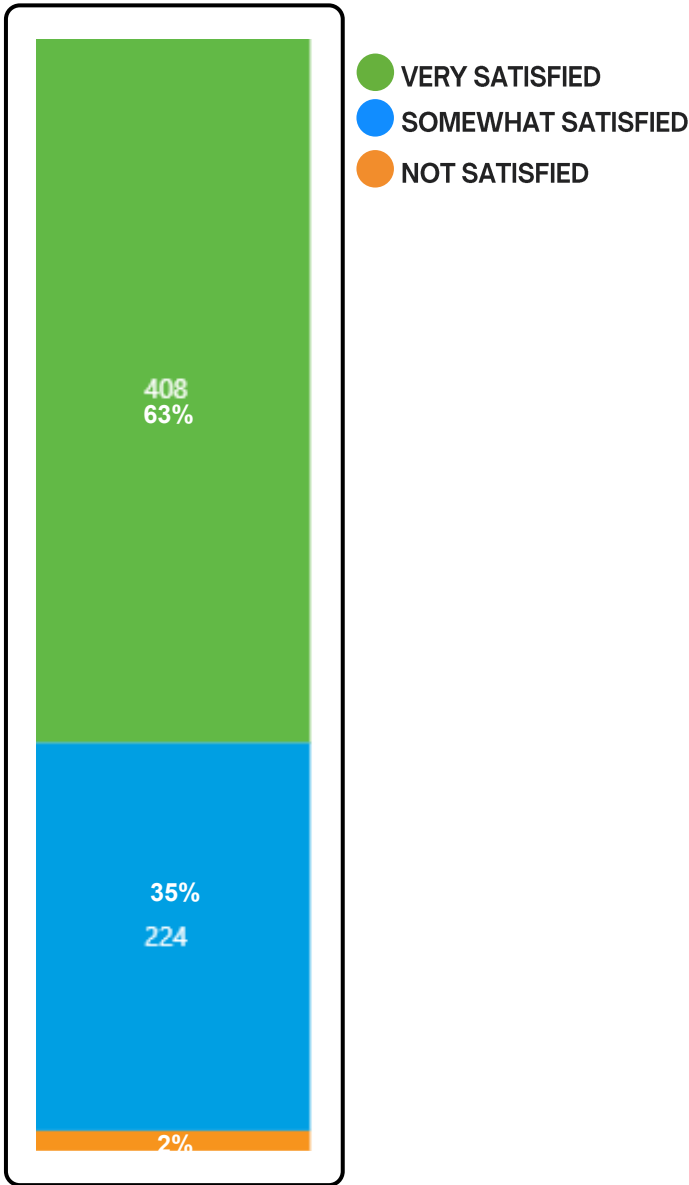
“The Pipitea fitness center group exercise space badly needs some new pilates/yoga mats - the old ones are pretty grotty - dirty, and literally crumbling to pieces.”

OVERALL RATINGS

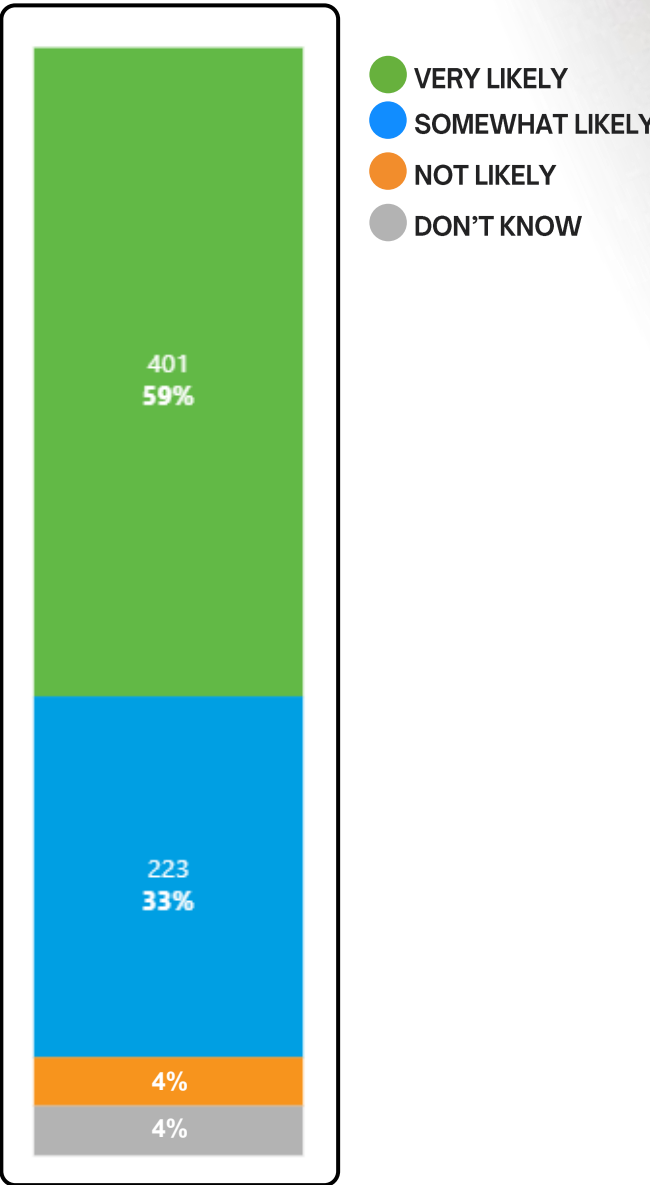
LIKLIHOOD OF USING UNIVERSITY RECREATION IN THE FUTURE



OVERALL SATISFACTION WITH UNIVERSITY RECREATION AS A SERVICE



LIKLIHOOD OF RECOMMENDING UNIVERSITY RECREATION TO OTHERS



The overwhelming majority of respondents expressed that they would be likely to use University Recreation in the future (91%) with a 65% very likely and 26% somewhat likely split. 4% of respondents were not likely to use University Recreation in the future and 4% were unsure. Note that this percentage does not add up to 100 due to rounding.

The majority of respondents were satisfied overall with University Recreation as a service with 65% very satisfied, 35% somewhat satisfied, and 2% not satisfied.

92% of respondents expressed that they would be likely to recommend University Recreation to others, with 59% very likely and 33% somewhat likely. 4% of respondents were not likely to recommend University Recreation, and 4% were unsure.

Participants were encouraged to provide general feedback on University Recreation following the overall rating questions. There were strong themes of participants appreciating our community, positive culture, staff friendliness and location convenience alongside membership affordability. There were also a number of requests for better, newer equipment and more group exercise classes. All of the above themes were apparent across multiple different question results in the survey. A number of responses also expressed feeling appreciative of University Recreation’s inclusivity, care for well-being, and care for psychological safety.

OVERALL RATINGS

RESPONDENT VOICE

"I absolutely love UR and think it is a major factor in enjoying my time on campus....I feel physically and mentally healthier because of UR."

"The staff are what keeps me from moving to other gyms - they are friendly and really helpful."

"[T]he equipment is old, and the machines are not up to scratch"

"Commitment to inclusivity re gender minorities is fantastic, a lot of the gyms in the city are pretty unsafe for that."

"The equipment is limited and not maintained."

"Affordability and location are the most significant factors in choosing a gym. I love being able to train on campus and have a place to take my classmates when they want to learn how to lift"

METHODOLOGY

The survey was run using Qualtrics online survey platform

The survey was sent out to all members on our University Recreation mailing list (1,949 members). A link to the survey was also sent out via the Whītiki newsletter, a display was put up at the Kelburn University Recreation reception including a QR code link to the survey, and posters were put up around the Kelburn and Pipitea facilities and around The Hub. DiD screens were put up to promote the survey around all campuses from 18 May - 1 June.

The survey was open for two weeks, 18 May - 1 June.

An incentive of one Prezzy card valued at \$200 and three Prezzy cards valued at \$50 was used to encourage survey participation.

Survey logic was used throughout the survey so that participants were only asked questions that were appropriate for them and skipped questions that were not applicable to them. This was done by responses indicated within the survey. For example, respondents were only asked to rate their satisfaction on the facilities they indicated having used.

During the reporting stage, the Microsoft Copilot tool was used within the university's secure environment to help code and summarise themes from the open-text comments. The Copilot coding and summaries were checked for accuracy before being used to compile this report.