

# Duke University

*Department of Health, Wellness, Physical Education and Campus Recreation*

**Athletic Advisory Board Meeting**

**Friday, November 13, 2009**

## **General Bullet Points: Survey by Brailsford & Dunlavey**

1. Survey recreational facility use and programming components at Duke
2. Distributed to all Duke undergraduates, grad and professional students (13K+) and 10K employees
3. Just under 5K completed (71% by students / 21% Employees / 8% both)
4. Activity levels of Duke students and employees are above average.  
Approximately 72% of survey respondents pursue recreational sports and fitness activities two or more times per week.
5. The results of the demand analysis support the need for additional indoor and outdoor recreational space on campus.
  - A. Convenience is a key factor for Duke students and employees in determining where and how long they will participate in recreation and fitness activities.
6. B&D tested Central Campus as a possible location for a new Recreation Center.
  - A. The development of this facility will allow Duke to decrease the over crowding conditions and frustrations experienced by participants in the current facilities and expand facilities for the most highly demanded spaces.
  - B. Students living on Central Campus and off campus would be the primary user groups.
  - C. In addition, graduate students are more likely to use a Central Campus facility and twice as many current Wilson users (51%) would utilize a Central Campus facility compared to Brodie users (27%).
  - D. A Central Campus recreation center would also capture participants that currently work out off campus or do not participate at all.
  - E. This Central Campus recreation center could become a destination facility for intramural participants and special events.
  - F. Parking and accessible transportation will both be critical to the success of a Central Campus recreation center.