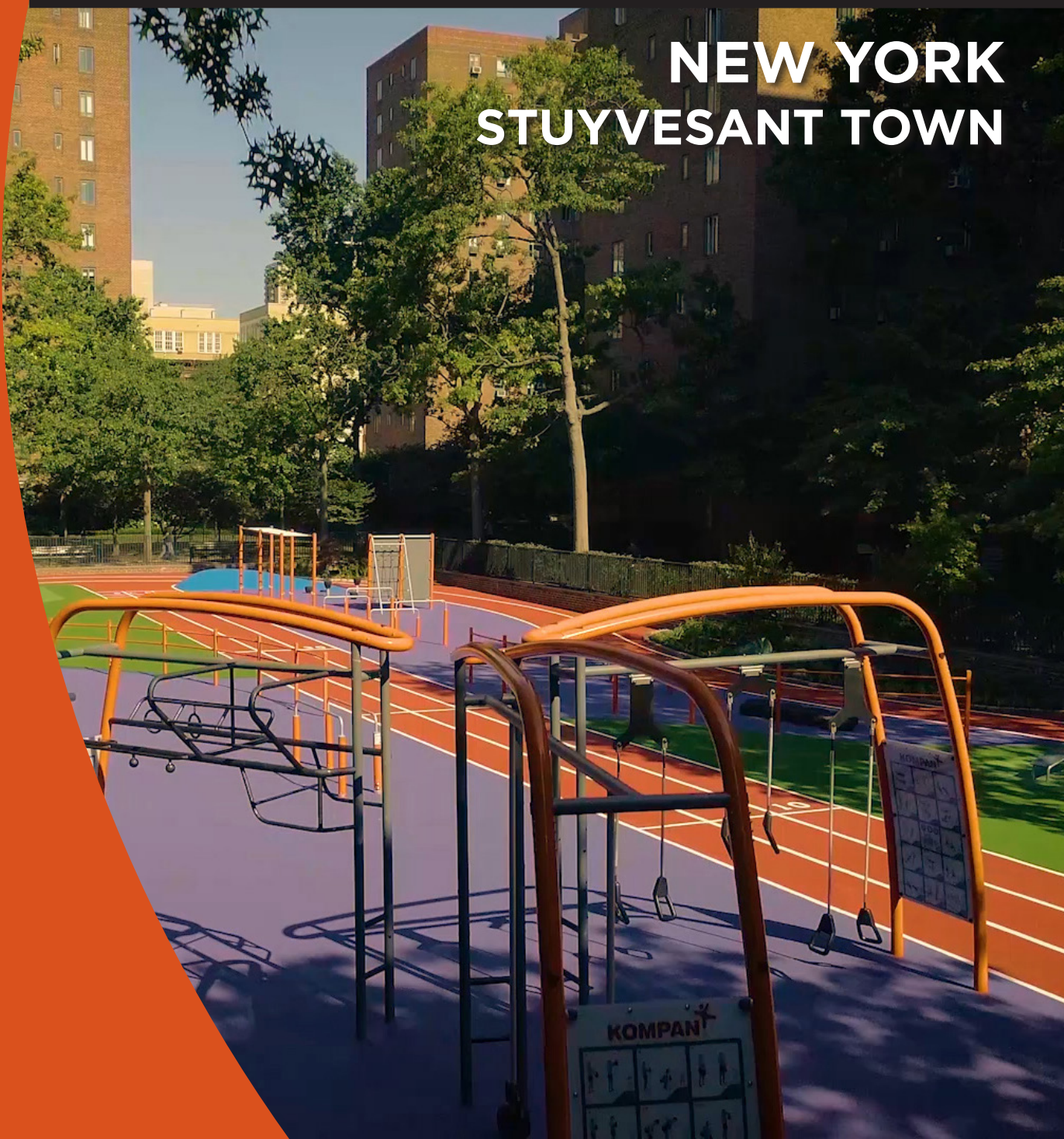


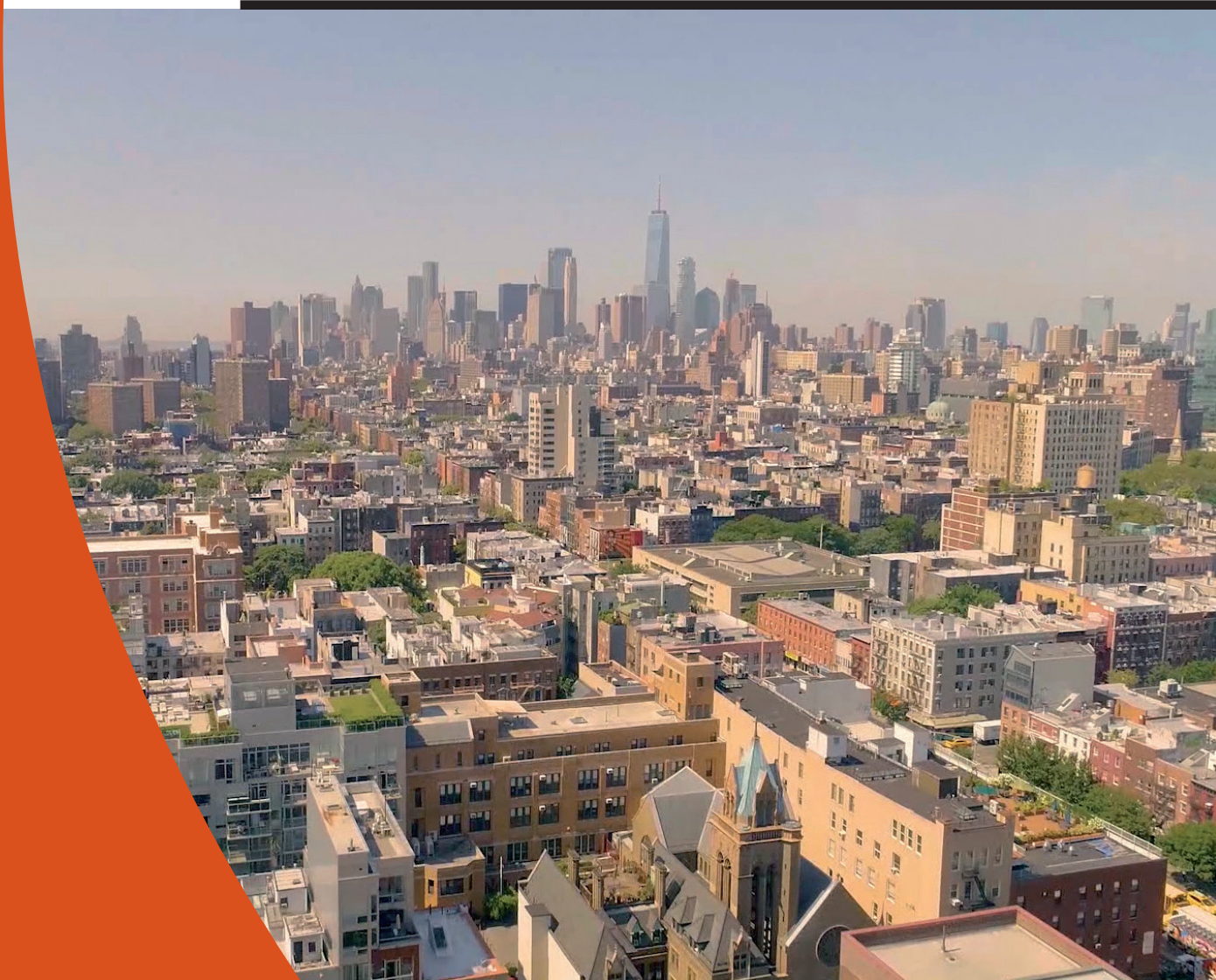
OUTDOOR FITNESS RESEARCH

**NEW YORK
STUYVESANT TOWN**



SUMMARY

- THE OUTDOOR FITNESS SITE IS BEING USED BY ALL AGES, INCLUDING MANY ACTIVE AGERS OF 65+ YEARS (13%) COMPARED WITH ACTIVE AGERS REPRESENTED IN INDOOR FITNESS (3%)
- THE SITE ATTRACTS INACTIVE PEOPLE. 27% OF ALL RESPONDENTS WENT FROM BEING INACTIVE TO ACTIVE. FOR THE ACTIVE AGERS THIS WAS 25%
- 68% OF THE ACTIVE USERS INCREASED THEIR AMOUNT OF PHYSICAL ACTIVITY. FOR THE ACTIVE AGERS THIS WAS 85%
- THE MAIN REASONS FOR USING THE FITNESS SITE ARE THAT IT IS NEARBY (86%), OUTDOORS (78%), FUNCTIONAL (64%) AND FREE OF CHARGE (63%). HOWEVER, FOR THE INACTIVE WOMEN THE FACT THAT THEY CAN MEET OTHERS IS A REASON FOR USING THE OUTDOOR FITNESS SITE (33%)
- ALL 5 TRAINING ZONES WERE WELL USED, BUT ZONE 5 FOR CROSS TRAINING IS THE ABSOLUTE FAVORITE (USED BY 87%). LOOKING AT THE CARDIO ZONE, THIS WAS USED SIGNIFICANTLY MORE BY WOMEN (83%) THAN MEN (46%). WITHIN THE INACTIVE GROUP, THIS WAS 92% OF THE WOMEN AND 40% OF THE MEN. THE STRENGTH TRAINING ZONE WAS USED MORE WITHIN THE INACTIVE GROUP OF 16-24 YEAR OLDS (100%) AND ACTIVE AGERS (73%)
- THE USERS APPRECIATED THE OUTDOOR FITNESS SITE WITH A 9, ON A SCALE FROM 1-10. AND EVEN 33% OF THE USERS INTERVIEWED THOUGHT IT WAS THE BEST OUTDOOR FITNESS SITE THEY KNEW AND APPRECIATED IT WITH A SUBLIME GRADE 10



INTRODUCTION

THE WORLD HAS CHANGED. LEVELS OF PHYSICAL ACTIVITY HAVE DROPPED AND HEALTH CARE COSTS HAVE RISEN.

The increasingly sedentary nature of everyday life is creating communities with alarmingly low levels of physical activity.

Globally, over 25% of all adults, and over 80% of adolescents, fail to meet even the minimum levels of recommended physical activity. The price is high and everyone is paying, both individually and as a society¹.

The cost of inactivity-related diseases, dependency, and lost productivity are impacting on us all. Insufficient physical activity is a top 4 leading risk factor for global mortality.

WE SHOULD NO LONGER ASK OURSELVES IF WE NEED TO ACT, BUT RATHER HOW?

Research initiated by KOMPAN² shows that the desire to become more active is present, but unnecessary obstacles are getting in the way, resulting in a downward spiral of inactivity. Time, money and motivation are the main reasons given for not being more active. A low income can be linked to less free time, limited access to leisure facilities, and living environments that are unsupportive of physical activity. This is a valuable insight as the research³ shows that a significant 60% of people feel that today's public spaces do not inspire them to be physically active.

STUYVESANT TOWN - NEW YORK

In many ways Stuyvesant Town already sets an excellent example when it comes to creating inspirational space for its residents to be active. Stuyvesant Town has 15 playgrounds and sports areas with different themes giving residents easy access to both an active and passive recreational open space. Stuyvesant Town was established in 1947 on the east side of Manhattan to provide affordable housing for families of veterans. Currently, there is middle-income housing with approximately 25,000 residents occupying 80 acres (320,000 m²).

THE IDEA BEHIND THE NEW OUTDOOR FITNESS SITE IN STUYVESANT TOWN

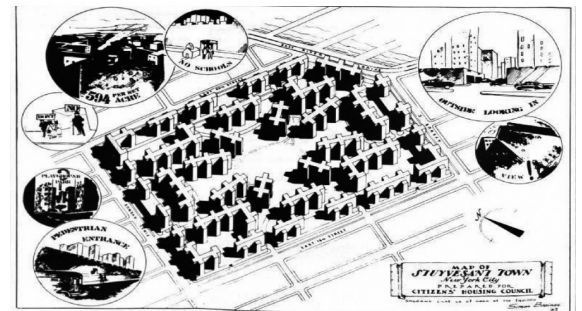
Stuyvesant Town wanted to create a destination location and modernize the area. Because of the online town hall made by Stuyvesant Town, the management team knew they had to provide something that was both visually appealing and functional for a wide range of users. Recreational amenities are essential for the well-being of residents, therefore the area should not only be a space where individuals come to work out, but also where they come together as a community with their families, friends, and neighbors.

OVERWEIGHT & OBESITY IN U.S.³

The highest proportion of overweight and obese people – 13% of the global total – live in the United States, a country which accounts for only 5% of the world's population. An estimated 160 million Americans are either obese or overweight. Nearly three-quarters of American men and more than 60% of women are obese or overweight.

COST OF OBESITY IN U.S.

The obesity crisis costs the US more than \$150 billion in healthcare costs annually and billions of dollars more in lost productivity.



1 WHO (2016): Global Health Observatory Data. Retrieved from: http://www.who.int/gho/ncd/risk_factors/physical_activity_text/en/

2 CEDI-KOMPAN (2016): Fremtidens byer er aktive.

3 <https://stateofobesity.org/obesity-rates-trends-overview/>

OBJECTIVE OF THE STUDY

The objective of the study was to investigate who is using the outdoor fitness site, and whether we succeeded in creating the 'social space that could embody all the demographics' as the customer envisioned.

METHOD

To gain a better understanding of the users, their motivation and their usage of the outdoor fitness site, interviews were conducted in combination with a questionnaire. This made sure that the conversation was more consistent, careful and structured. The respondents were randomly chosen.

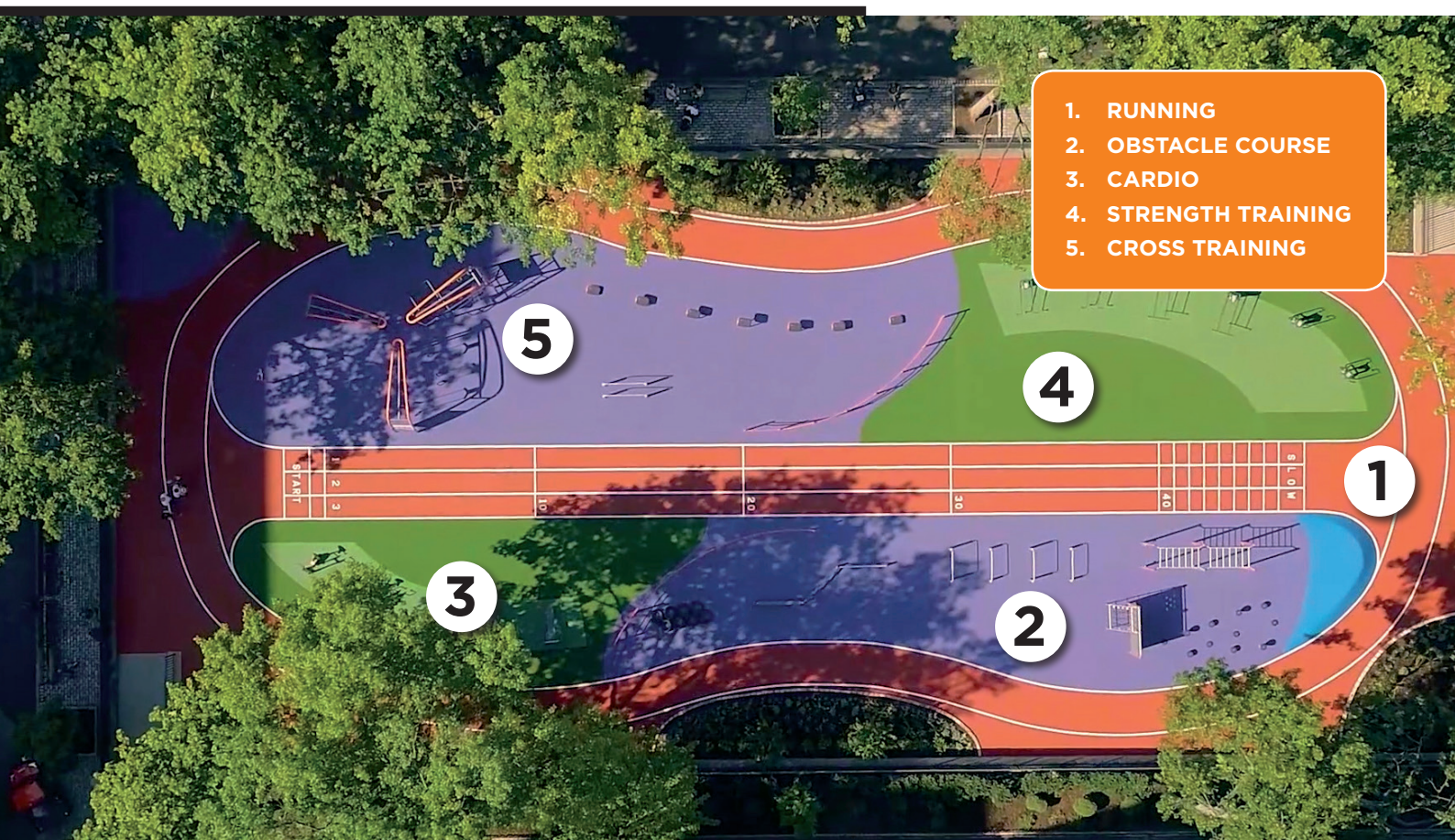
Another reason for combining the interview with the questionnaire was to avoid statements being interpreted differently than they were intended by the interviewer.

Additionally, a combination of the interview and the structured questionnaire is considered to be less offensive, compared to only using a questionnaire, where answers cannot be explained. It should furthermore be emphasized that the answers from the respondents reflect their self-assessment. Since there are no objective measurements of the respondent's general physical habits, the answers are based on the individual respondents own 'common sense' view. This implies a risk that respondents remember incorrectly or, perhaps, objectively consider the situation incorrectly. This reservation must be taken into account when reading the results.

THE SURVEY

- The survey was created online with Google Docs. This made it easy to gather information automatically and to analyze the results at any time
- Interviews were done over a six-day period (8th -13th of October 2017)
- During the six days, approximately 600 people were observed using the outdoor fitness site
- Around 30 respondents were randomly interviewed each day
- A total of 161 interviews were conducted
- 41% of the interviewees were women and 59% were men

THE OUTDOOR FITNESS SITE IN STUYVESANT TOWN



DESCRIPTION OF THE OUTDOOR FITNESS SITE IN STUYVESANT TOWN

The outdoor fitness site is located in the south west corner of Stuyvesant Town and covers just over 0.5 acre in size (around 2023m²). It is available for daily use from 7am - dusk, weather permitting, with key card access, exclusively for residents and up to 1 guest per resident. Residents aged 15 and above are invited to take advantage of the many unique pieces of exercise equipment and running tracks. Ages 12-14 may use the facility when accompanied by a parent or guardian.

HIGH CAPACITY TRAINING LOCATION

The outdoor fitness site is ideal for both individuals and group training classes. In order to obtain a better overview of the uses for the various types of equipment, the outdoor fitness area was divided into 5 zones when interviewing: 1 Running, 2 Obstacle Course, 3 Cardio, 4 Strength Training and 5 Cross Training. Besides these 5 zones, the outdoor fitness site offers plenty of space for stretching and other free movement activities, such as pilates, yoga, dancing etc.

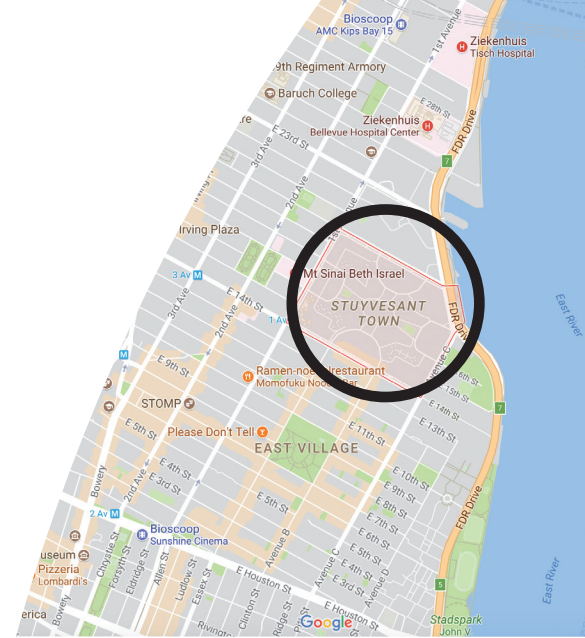
ZONE 1: RUNNING

The 1/12th mile running track and 40-yard sprint track make it possible to run, sprint or do interval-training exercises that can be difficult in a busy city like New York.

ZONE 2: OBSTACLE COURSE

Zone 2 has an Obstacle Course installed that is designed to be fun and stimulating for all ages and abilities. It challenges and develops both mental and physical strength. Scalable difficulty levels make it accessible for both young and old, but also for the regularly active and inactive individuals. There is one course, one objective, but many ways to get there.

The element of fun is the primary motivation that keeps people going back over and over again⁴. Outside of pure sport, playful exercise is rare, but obstacle courses combine the two elements into one. Past generations used to run, walk, jump, crawl and climb naturally in everyday activities. Unfortunately many people have lost this element of natural exercise. As modern technology has integrated into our day to day lives, it has caused us to spend the majority of our time looking at a screen and, consequentially, becoming more static. Obstacle courses take us back to our roots with natural movement for increased health and well-being.



⁴ <https://image.slidesharecdn.com/nielsenglobalconsumerexercise-trends2014-140915065336-phpapp02/95/nielsen-global-consumer-exercise-trends-survey-2014-13-638.jpg?cb=1410764144>

ZONE 3: CARDIO

This area can be used for warming up, cooling down or for small group classes. The three bikes each have a different resistance so all users can choose a workout level that matches their own. Biking is a very low impact exercise that everyone recognizes, and for which no special skills are required. The benches are simple but effective and can be used for multi-functional exercise for both the upper and lower body.

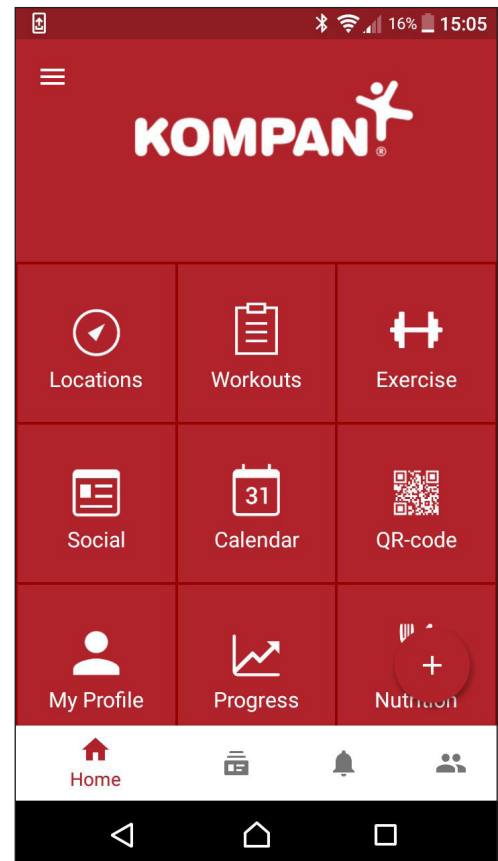
ZONE 4: STRENGTH TRAINING

Zone 4 is an open training area with six stations. At each station, there are specific exercises for a variety of muscle groups. This area focuses on the classic form of disciplined training that combines resistance training with aerobics, targeting all elements of fitness.

ZONE 5: CROSS TRAINING

Another part of the outdoor fitness area has Cross Systems installed. Cross Systems offer training with products like suspension trainers and kettle bells in a safe and vandalism resistant environment. This solution allows users to interact socially while also providing the ability to easily train side by side in a compact area. This means that trainers will have a fast overview of participants, enabling them to offer support and guidance where needed. Cross training is a very effective form of exercise that combines the best activities of various sports, resulting in diverse and complete training sessions. Over the past decade this has grown to be the most popular fitness activity. The basic exercises of Cross Training are the same, regardless of the participant's age or fitness level. It focuses on scalable exercise to match the needs and abilities of all users by changing the load and intensity while the exercises remain the same. It is based on the established belief that the specific needs of athletes and seniors differ by degree, not by the kind of exercise they do.

THE KOMPAN SPORT AND FITNESS APP



KOMPAN offers the support of a fitness app to allow users of all ages, fitness levels and abilities to make optimal use of the training location. The app acts as an online personal trainer, guiding users on exercise and nutrition, while also motivating them to stay active.



FINDINGS

In the key findings below, users aged 65 years and older will be referred to as **Active Agers**. **Active ageing is the process of optimizing opportunities for health, participation and security in order to enhance the quality of life as people age**⁵.

OBSERVATIONS

Observations showed that the outdoor fitness site was very well used in the mornings from 07:00 to 09:00 by users in the age group 16-34 years. The mornings were also preferred by Personal Trainers to work out with their clients. 75 % of all users who trained with a Personal Trainer were women. Most of the users in the mornings were on their way to work and did not have time for an interview.

During the day from 09:00 to 16:00 all age groups were represented at the outdoor fitness site, the biggest user group were the Active Agers. In the afternoon and evening from 16:00 to 19:00 a mix of all age groups were observed. Parents were seen working out with their kids primarily on weekends.

FINDING #1: THE OUTDOOR FITNESS SITE IS BEING USED BY ALL, INCLUDING MANY ACTIVE AGERS

The outdoor fitness site attracted a mix of all age groups. The biggest user group were the ones aged between 25-34 years (27%) (Figure 1). This pattern is similar to indoor fitness⁶ (figure 2). Notable observation was that more Active Agers (13%) were attracted to the outdoor fitness site than Active Agers represented in indoor fitness (3%). This means that the outdoor fitness site seems to be more attractive for Active Agers than indoor fitness. The attraction to the outdoor fitness site is confirmed by the fact that 85% of the Active Agers increased their level of physical activity after the outdoor fitness site was installed.

The main motivation for the Active Agers to use the outdoor fitness is the short distance to the outdoor fitness site (80 %). This finding is confirmed by research that shows that adults prefer it when sport facilities are within walking distance⁷. Another motivation for Active Agers to use the outdoor fitness site is that they prefer to be outdoors (90 %) and have the ability to run/walk. From earlier research we know that most Active Agers, up to 81%, prefer to work out in a green environment and their preferred activity is hiking or (Nordic) walking⁸.

HIGH AMOUNT OF USERS

During the six days, approximately 600 people were observed using the outdoor fitness site. In total 161 random interviews were conducted. The respondents were very excited about the site, which frequently led to long interviews. As a result of the high amount of users and enthusiastic responses the interviewers were not able to interview all users.

FIGURE 1
AGE MIX OUTDOOR FITNESS

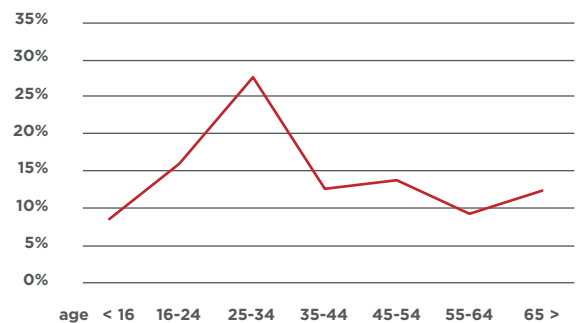
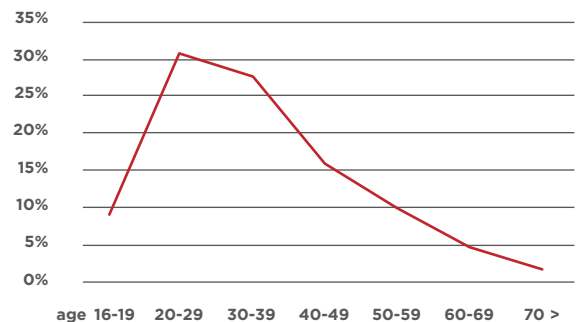


FIGURE 2
AGE MIX INDOOR FITNESS



5 WHO: http://www.who.int/ageing/active_ageing/en/
6 <https://w2.lesmills.com/files/GlobalCentral/GRIT/ResearchDocs/Nielsen%20research%202013%20exec%20summary.pdf>

7 Humpel, Nancy & Owen, Neville: Environmental Factors Associated with Adults' Participation in Physical Activity - A Review. American Journal of Preventive Medicine 2002

8 Pilgaard, M. (2008). Danskerne motions- og sportsvaner 2007 Nøgletal og tendenser. København: Idrættens Analyseinstitut

FINDING #2: THE SITE ALSO ATTRACTS INACTIVE PEOPLE

27% of interviewed users stated that they had not been physically active before the installation of the new outdoor fitness facility. This demonstrates that an outdoor fitness site is attractive for inactive people. (Figure 3). Of all the people who had adapted to an active lifestyle, the biggest group were the Active Agers (25%) (Figure 4).

As many women prefer to exercise with others, social fitness environments encourage inactive women to engage in a physical activity. This can be concluded from the fact that 67% of the inactive women prefer to train with others (Figure 5) and 33% mention that 'meeting others' is an important reason to use the outdoor fitness area (Figure 6). The fact that 'word of mouth' is the most important encouragement (38%) for the inactive women to start using the outdoor fitness site is a third confirmation of the importance of the social interaction (Figure 7).

FIGURE 4
INACTIVE WHO BECAME ACTIVE

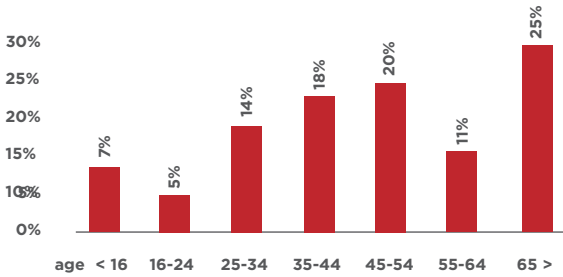


FIGURE 6
MOTIVATION TO USE THE OUTDOOR FITNESS FOR INACTIVE

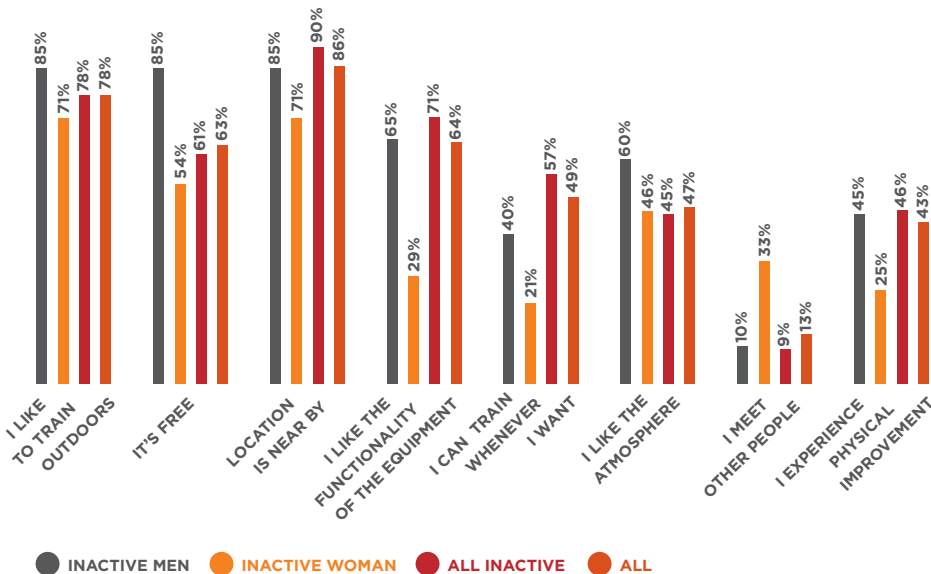
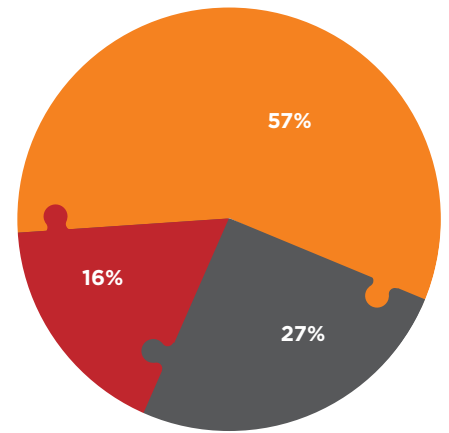


FIGURE 3
ACTIVE OR INACTIVE USERS



- 16% I TRAINED EARLIER IN A CLUB OR IN A FITNESS CENTER, NOW I ONLY TRAIN HERE
- 57% I TRAIN IN A CLUB OR IN A FITNESS CENTER, NOW I ALSO TRAIN HERE
- 27% I DIDN'T TRAIN BEFORE, NOW I TRAIN HERE

FIGURE 5
TRAIN ALONE OR WITH OTHERS

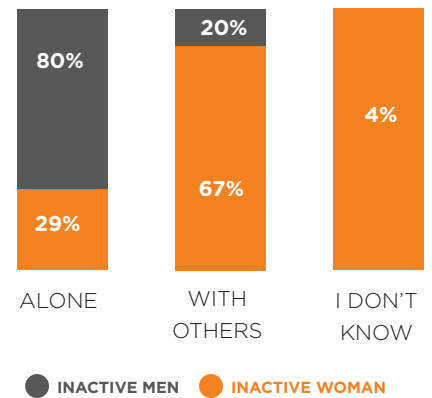
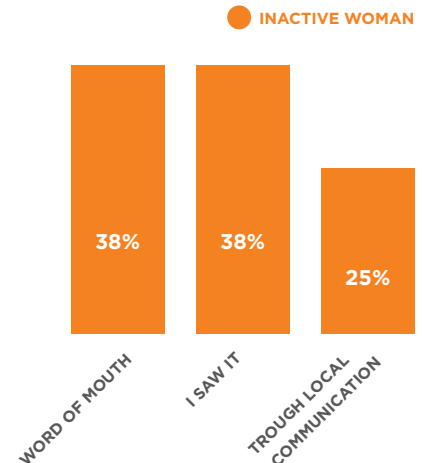


FIGURE 7
HOW DID YOU FIRST HEAR ABOUT THE OUTDOOR FITNESS SITE?



**FINDING #3:
68% OF THE ACTIVE USERS INCREASED THEIR
AMOUNT OF PHYSICAL ACTIVITY**

The fitness site being close in proximity to the residents and free of charge not only activates the inactive, but also increases the amount of physical activity among 68% of the active users. This is especially true for the users between 25-34 years of age (43%) (Figure 8). A majority of 59% of respondents increased their activity level by visiting the outdoor fitness site once or twice a week and 35% of the active users train there more than three times a week (Figure 9).

Similar to the inactive users, the greatest appeal for the active users to use the outdoor fitness site is because it is nearby (90%) and outdoors (78%). Previously active users also visited the site to increase their activity level. The quality and functionality of the equipment is an important aspect that 71% of active users appreciated at the new site (Figure 6). This pattern is similar to indoor fitness⁹.

⁹ <https://w2.lesmills.com/files/GlobalCentral/GRIT/ResearchDocs/Nielsen%20research%202013%20exec%20summary.pdf>

FIGURE 8

**ACTIVE USERS WHO HAVE BECOME
MORE PHYSICALLY ACTIVE**

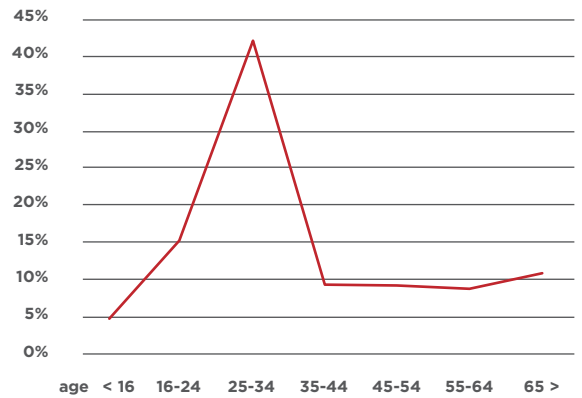
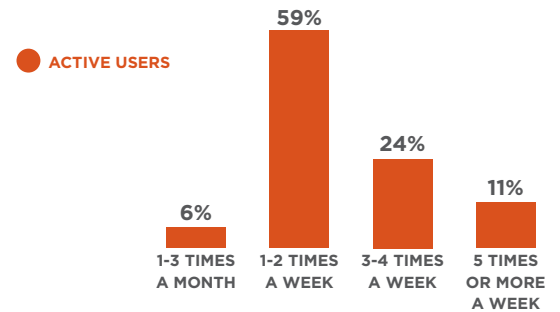


FIGURE 9

**HOW OFTEN DO YOU TRAIN AT THE OUTDOOR
FITNESS SITE?**



FINDING #4: MORE WOMEN UNDER 25 YEARS OLD AND OLDER THAN 55 YEARS ARE ATTRACTED TO THE OUTDOOR FITNESS SITE THAN MEN FOR THIS AGE GROUP

When it comes to the gender split between users, we see a similar pattern between users of the outdoor fitness site and indoor fitness (Figure 10). Overall, more men than women are attracted to fitness. However, this is not similar for all age groups. In the age groups < 24 and > 55, more women than men use the outdoor fitness site (Figure 11).

Girls and young females showed an increase in participation. Particularly for teenage girls, this can be explained by a switch from organized sports to fitness¹⁰.

Research shows that women are normally looking for social activities¹¹. Offering group training could be a way to attract more women to the outdoor fitness site, including those aged between 25-54 years.

FIGURE 10

GENDER MIX - ALL USERS

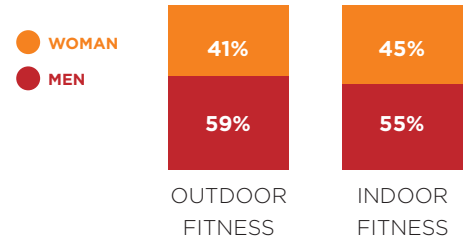
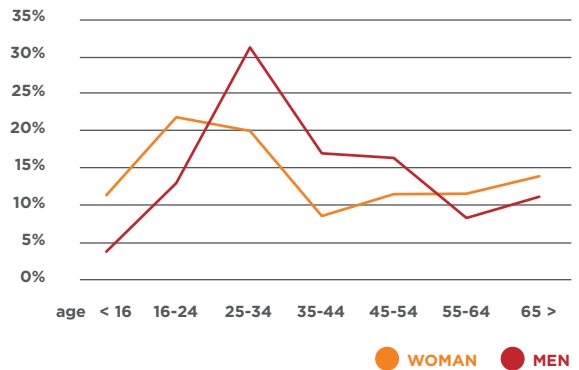


FIGURE 11

ACTIVE MEN AND WOMEN WITHIN AGE



10 Ibsen, B, Pilgaard, M, Høyer-Kruse, J and Toftegaard Støckel, J (2015). Pigers idrætsdeltagelse: Hvorfor er der så mange piger, der ikke går til idræt?. København: Idrættens Analyseinstitut
 11 <https://image.slidesharecdn.com/nielsen-global-consumer-exercisetrends2014-140915065336-phpapp02/95/nielsen-global-consumer-exercise-trends-survey-2014-13-638.jpg?cb=1410764144>



FINDING #5: ALL WORKOUT ZONES ARE USED, BUT CROSS TRAINING IS THE FAVORITE AMONG ALL USERS

All 5 workout zones are well used. Even the least used area (Obstacle Course) attracts 56% of all users (figure 12). The absolute favorite workout zone is the Cross Training zone which is used by 87% of all respondents.

If we take a closer look at each zone used by the inactive users divided by age group, we see significantly higher use of the strength-training zone by the age group 16-24 years and the Active Agers (Figure 12).

All zones are used equally by people who are male or female, active or inactive. Only within the cardio zone do we see a significant difference in the use by inactive women (92%) vs inactive men (35%) (Figure 13). The reason for this difference is because women, in particular, have a distinct preference for cardio fitness¹².

FIGURE 12
USE OF ZONES

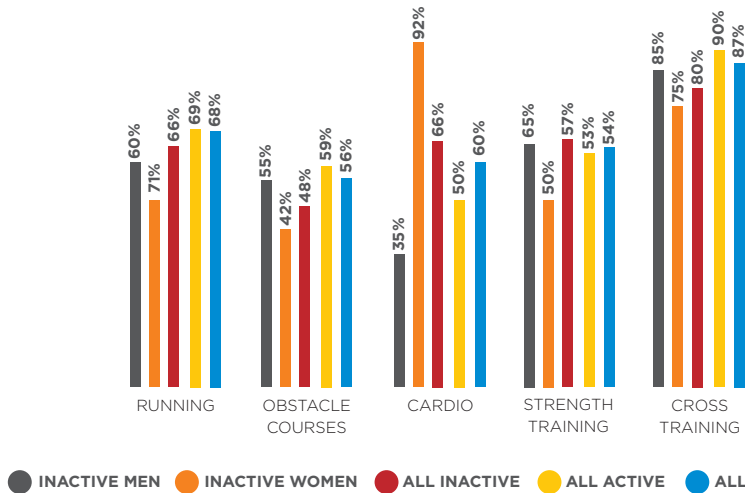
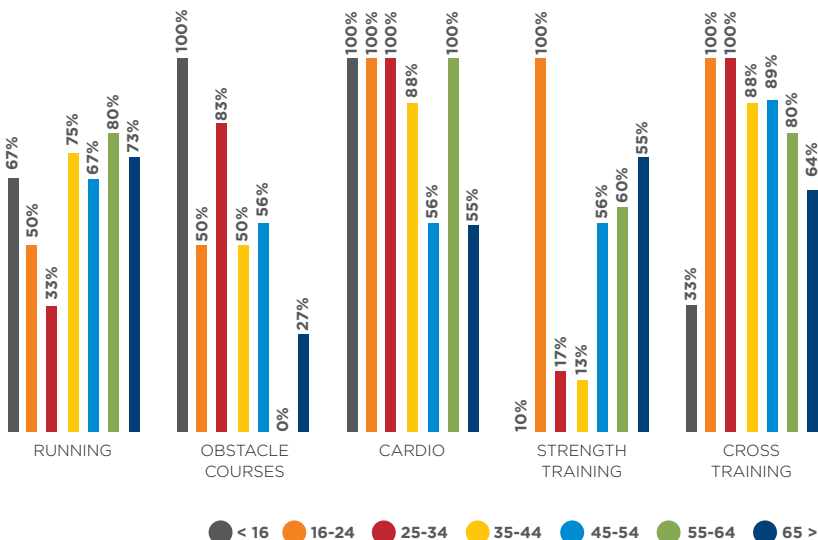


FIGURE 13

ACTIVITY WITHIN THE INACTIVE USERS



12 Kirekegaard, Kasper Lund & Østerlund, Karsten (2010). Sundhed for millioner, delrapport 5: Fitnesskultur mellem forening og forretning - aktive fitnessudøveres træningsmotiveer, tilfredshed og selvurderede sundhed. Idrættens Analyseinstitut

FINDING #6: THE OUTDOOR FITNESS SITE IN STUYVESANT TOWN IS THE BEST

A key finding to demonstrate the success of the outdoor fitness site is whether the users would recommend it to other people. Of the 161 users interviewed, everyone (100%) said they would recommend or had already recommended the outdoor fitness site to others (Figure 15). Another indicator of success is the high appreciation expressed by the users when asked how they would rate the outdoor fitness site. On average, the users appreciated the design of the equipment with an 8.9 and the functionality with an 8.7 on a scale from 1-10, where 1 is very bad and 10 is very good. The overall impression of the fitness site was rated with a 9. 33% of the people interviewed thought it was the best outdoor fitness they knew and appreciated it with a sublime grade 10 (Figure 15).

“Outdoor fitness equipment has been around for a long time, but there isn’t anything like this anywhere else in New York City”.

“It’s kind of cool that you get to work out with your neighbors too, so I like it a lot”.

“It gives me a chance to get outside and move around, because I work inside all day”.

“It’s really nice to have young kids and some adults working out in the same place, because in some gyms only adults can go, so it’s nice to have the variety of ages”

“I wish the whole world had this”.

“We don’t just like it, we love it”.

FIGURE 14

WOULD YOU RECOMMEND THE OUTDOOR FITNESS SITE?

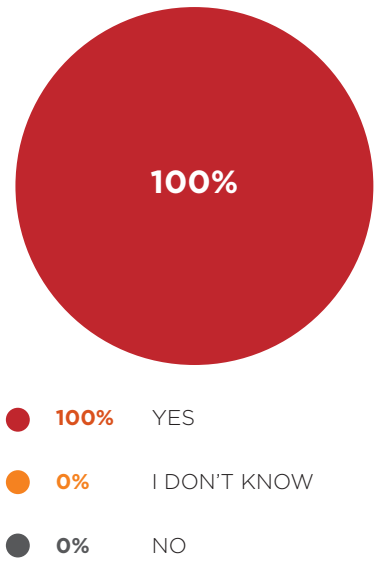
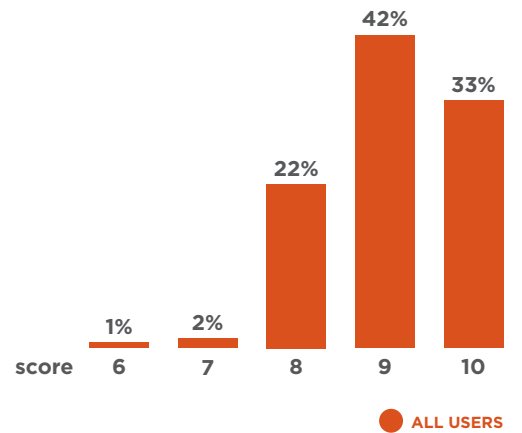


FIGURE 15

OVERALL IMPRESSION OF THE OUTDOOR FITNESS SITE



CONCLUSION

The study showed that the outdoor fitness site in Stuyvesant Town is a great success. It is being used by people of all ages and abilities. 27% of the respondents went from being inactive to being active because of the outdoor fitness site. 68% of the respondents who were already active said that they have increased their amount of physical activity. In particular, the Active Agers became more active. 25% went from being inactive to active, and 85% increased their amount of physical activity after the outdoor fitness site was installed. The main reasons for this increase are its close proximity to the residents, the fact that the facility is outdoors and the cardio facilities (running track and bikes) available to users.

These findings show that the installation of an outdoor fitness site can persuade people to adapt a more active and healthy lifestyle.

The US has recently shown a prevalence of inactivity from people over the age of 65. 28.8% of Active Agers are considered inactive¹³. Research also shows that inactive women over the age of 65 years have 12.7 more years of active life expectancy, compared with 18.4 years for highly active women¹⁴. Since the outdoor fitness site shows to be attractive to Active Agers, the site could increase the number of Active Agers that meet WHO's recommendations for physical activity. This would¹⁵:

- Reduce 58% of falls
- Increase life expectancy by 5.7 years
- Improve quality of sleep
- Reduce symptoms of depression
- Reduce the extent of cognitive decline

Similar to indoor fitness, slightly more men than women used the outdoor fitness area. One way to attract more inactive women is to add more cardio machines since 92% of the inactive women used them.

67% of the inactive women mentioned that they preferred working out with others. The interest for social interaction was confirmed by the fact that:

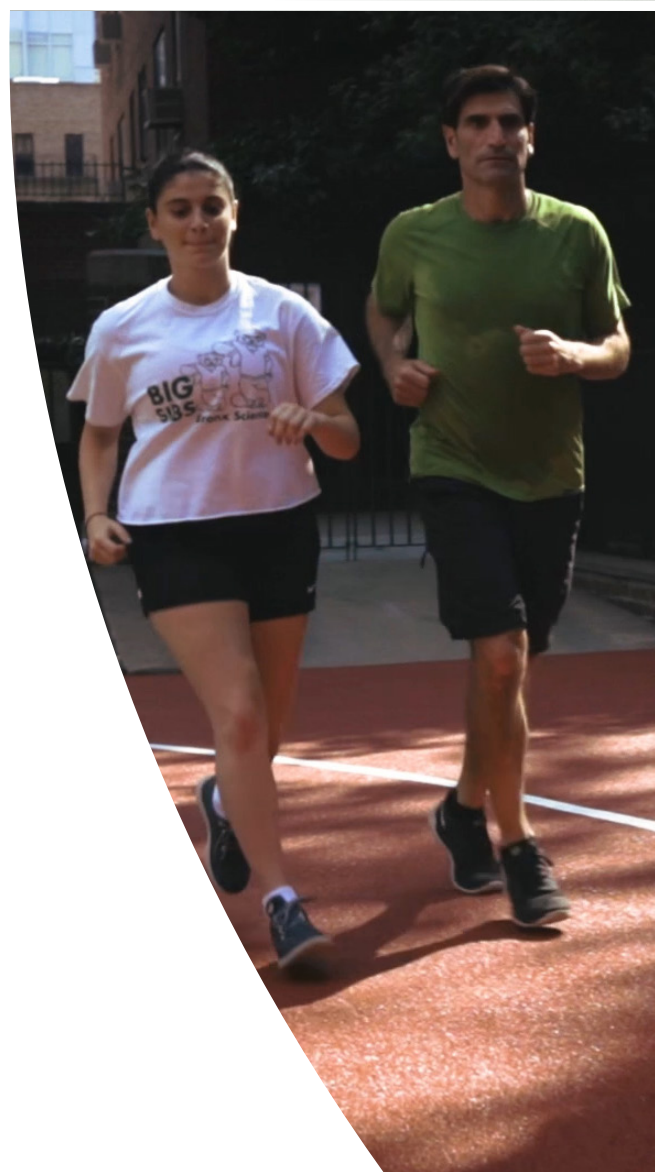
- More women than men trained with a Personal Trainer
- 34% of the inactive women used the outdoor fitness after being invited by a friend or neighbor
- 33% of the inactive women mentioned that meeting others was the main motivation for their use of the outdoor fitness site.

These findings also shows that Stuy Town succeeded in creating a social space as envisioned by the customer.

13 <https://www.cdc.gov/nccdphp/dnpa/physical/pdf/lifestyles.pdf>

14 <https://www.cdc.gov/nccdphp/dnpa/physical/pdf/lifestyles.pdf>

15 <https://www.cdc.gov/nccdphp/dnpa/physical/pdf/lifestyles.pdf>



Connecting users to the KOMPAN SPORT & FITNESS APP could help fulfill the demand for interaction. When using the platform, people can invite others to join them for a workout and arrange training sessions. Local Trainers can also use the platform to communicate with users and announce training sessions.

All 5 training zones are frequently visited, and almost everyone (87%) uses the Cross Training area. This is due to the variety and scalability of the Cross Systems providing a training that suits everyone.

The cardio equipment was used significantly more by women (83%) than men (46%). Within the inactive group, 92% of the women and 40% of the men used the cardio equipment.

The users showed a very high appreciation of the outdoor fitness site with 9 as an average score. 33% mentioned that it was the best outdoor fitness site they knew, and appreciated it with a sublime grade 10. Everyone (100%) either already had or would recommend the outdoor fitness site to others.



APPENDIX

1. WHAT IS YOUR GENDER?

59% Male
41% Female

2. WHAT IS YOUR AGE?

8% Under 16
16% 16 - 24
27% 25 - 34
13% 35 -44
14% 45 -54
9% 55 - 64
13% 65+

3. HOW OFTEN DO YOU TRAIN, DO SPORTS?

31% 5 times a week or more
37% 3-4 times a week
26% 1-2 times a week
4% 1-3 times a month
1% Less than once a month
0% I don't know

4. HAVE YOU BECOME MORE PHYSICAL ACTIVE AFTER THE NEW FITNESS SITE HAS BEEN INSTALLED?

71% Yes
28% No
1% I don't know

5. HOW DO YOU PREFER TO TRAIN?

60% Alone
38% With others
2% I don't know

6. WHICH OF THESE STATEMENTS DESCRIBES BEST HOW YOU ARE CURRENTLY ACTIVE AND HAVE BEEN IN THE PAST?

17% I trained before in a club or a fitness center, now I ONLY train here
56% I train in a club or a fitness center and now I ALSO train here
27% I didn't train before. Now I train here
0% Other

7. HOW OFTEN DO YOU CURRENTLY USE THIS OUTDOOR FITNESS SITE?

9% 5 times a week or more
30% 3-4 times a week
52% 1-2 times a week
9% 1-3 times a month
0% Less than once a month
0% I don't know

8. HOW LONG, ON AVERAGE, DO YOU TRAIN AT THE OUTDOOR FITNESS SITE?

2% <15 min.
30% 16-30 min.
53% 31-60 min.
11% 61-90 min.
2% 91+ min.
0% I don't know

9. WHY DO YOU USE THIS OUTDOOR FITNESS? (Multiple answers possible)

63% It is for free
49% I can train whenever I want
78% I like to train outdoors
47% I like the atmosphere
13% I meet other people
64% I like the functionality of the equipment
39% I can combine it with other sports or activities
6% I was suggested by other people
43% I experience physical improvement
86% The fitness site is nearby
0% Other

10. HOW DO YOU LIKE THE DESIGN? (1-10 where 10 is excellent)

0% 1
0% 2
0% 3
0% 4
1% 5
1% 6
4% 7
26% 8
33% 9
35% 10

11. HOW DO YOU LIKE THE FUNCTIONALITY? (1-10 where 10 is excellent)

0% 1
0% 2
0% 3
0% 4
1% 5
4% 6
8% 7
26% 8
29% 9
30% 10

12. HOW DID YOU FIRST HEAR ABOUT THIS OUTDOOR FITNESS?

43% I saw it
0% Community training session
2% Social media
0% Newspaper
0% TV
21% Mouth to mouth
32% Local communication
2% Other

13. WHICH AREA(S) DO YOU USE? (Multiple answers possible)

68% Zone 1: Running
56% Zone 2: Obstacle Course
61% Zone 3: Cardio
54% Zone 4: Strength training
87% Zone 5: Cross Training

14. DO YOU USE THE APP?

2% Yes
98% No

15. HOW WOULD YOU RATE THIS OUTDOOR FITNESS SITE? (1-10 where 10 is excellent)

0% 1
0% 2
0% 3
0% 4
0% 5
1% 6
2% 7
22% 8
40% 9
33% 10

16. WOULD YOU RECOMMEND OTHERS TO USE THIS OUTDOOR FITNESS SITE?

100% Yes
0% No

17. HOW WOULD YOU DESCRIBE THE OUTDOOR FITNESS SITE IN YOUR OWN WORDS?



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