







Bee PR

Presents

***Be Kulshan*** for



# Introduction

## **Bee PR Mission Statement**

We at Bee PR are here to create a buzz for you. We strive to design versatile, high-quality material for our clients. At the same time, as a small organization we want to create personal partnerships that go above and beyond a simple business transaction. Bee PR builds professional, creative and innovative campaigns outside of the norms of your everyday public relations.

## **Kulshan CrossFit Mission Statement**

Kulshan CrossFit has many sides to it, but our favorite philosophy is to train for life! We prepare our bodies and our minds for any and everything, all of the time! From power and strength, to long, lean, sexy muscles, we train our bodies to be able to meet life demands and achieve our goals, whether it's performing simple daily tasks, completing your first half marathon, or doing 25 consecutive pull ups! We focus on attainable, yet challenging goals to keep us motivated, intrigued, and excited about working out and eating clean! Whether your goals are athletic or aesthetic, CrossFit and it's methodologies is the conduit to achieving them. Our class sizes are small so we can focus on each individual's skill level, personal goals, technique, and most importantly – safety!

## **Bee PR for Kulshan CrossFit**

Bee Pr for Kulshan CrossFit is a partnership that embodies goals and objectives to enhance the visibility of Kulshan CrossFit, increases awareness of the organization in the community and works to gain and retain members. Through research and a carefully thought-out campaign, Bee PR works to bring to life the philosophy of Kulshan CrossFit.

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# Action Plan

# Project Narrative

Bee PR works to provide clients with tactics that are innovative, and attainable. If Kulshan CrossFit and Bee PR entered into a partnership, this campaign would address the objectives for increasing awareness and gaining members for Kulshan CrossFit. Additionally, Bee PR has produced a campaign that would aid in breaking the stigma that CrossFit is only for the elite and a “scary” way to work out.

Bee PR developed three objectives; increase Kulshan CrossFit membership by 25 percent, increase community awareness of Kulshan CrossFit by 25 percent and have a turnout of at least 15 Non-CrossFit members at each event or during duration of event.

The target audiences for this campaign consist of current Kulshan CrossFit members and community members between the ages of 18-45 year olds.

## Special Events

### Halloween 5k

Bee PR’s first event is a Halloween 5k which can be done during the fall of this year. Bee PR has mapped out a timeline for the event year and strategically placed the Halloween 5k as Saturday, October 28, 2017, the weekend before Halloween. Participators will be encouraged to wear a costume. Bee PR chose this event as a fun way to get people active during the colder months and to display Kulshan CrossFit as a company in an amusing, non-threatening environment.

Nearly three-fourths of survey participants had never heard of Kulshan CrossFit making an event as big as a 5k a great opportunity to increase awareness. Nearly two thirds (63.3%) of respondents said they were neutral about Kulshan CrossFit, and this event aims to promote a positive image of the gym in a fun and lighthearted environment.

Through fostering community, Kulshan CrossFit could potentially become a staple amongst Bellingham businesses. This is also a chance for Kulshan CrossFit to create relationships with different community members across the city by partnering with other gyms, schools and businesses to promote the run. Bee PR also proposes working with restaurants and breweries for a post-run celebration which can also attract non-runners.



# Project Narrative

## **Halloween 5K Cont.**

About a third (32.4%) of respondents said time constraints/availability keep them from working out and 24.8% said they don't enjoy working out in gyms. This event is an outside event, which satisfies those who do not prefer to work out at gyms. Also, by hosting this event during the weekend, more people will be able to attend.

## **Bring it B-Ham**

For winter, Bee PR has crafted a local CrossFit Gym competition titled, "Bring it Bham" hosted by Kulshan CrossFit's Gym. The goal of this event is to support current members of the gym. It also increases awareness for the gym if other CrossFit members bring guests or tell their friends which is how nearly two-thirds (59.63%) of people find out about fitness programs.

Kulshan has the opportunity to invite members from any of the other CrossFit gyms that are in the area: CrossFit Chuckanut, CrossFit X, CrossFit Iron and ProFitness Northwest and CrossFit. At this time, CrossFit X has responded with interest and excitement to this idea. Bring it Bham is scheduled for February 3, 2018 in order to fit with the other events Bee PR is proposing. Bring it Bham would include prizes to individuals as well as a trophy for the winning gym. This event would help establish the CrossFit community and member loyalty to Kulshan in an exciting way.

## **CrossFit in the Park**

In order to get people outdoors and showcase different CrossFit workouts in an inviting setting, Bee PR developed "CrossFit in the Park." It is meant to address the fear or lack of knowledge regarding CrossFit and also be an introductory compromise for those who don't like working out in a gym (25%).

The event will be held the first Saturday of June and be bi-monthly. Bee PR has planned the first session for June 2, 2018. Boulevard Park was deemed the most ideal park in Bellingham for the event due to their stage and amount of flat grassy area.

KCF already has a free weekly intro class on Tuesday evenings throughout the year. While number of attendees vary by week, More than one-third of those surveyed said they would be interested in going to a free intro class. By having CrossFit in the Park either replacing or used along with the original intro class during the summer, it will also provide more exposure to the public.

# Project Narrative

## Promotional Materials

### Press Releases and Posters

Bee PR has crafted promotional materials that will spread awareness for the Be Kulshan Campaign and promote each of the proposed events happening throughout the year by creating posters and a press release template. The posters are designed with a simple color scheme and easy to read fonts. Both the posters and press releases can easily be modified to change from year to year as well as.

### Incentive Program: BE KULSHAN

The goal of this incentive program is to support current members and reward their dedication to living healthy and supporting Kulshan CrossFit. This program includes a raffle for members, a BYOF (bring your own friend) theme, and highlighting Kulshan's current introductory class on Tuesday through posters and Western Washington University's Big Blue Book. This program allows for variables that are interchangeable and can be scaled from inexpensive to expensive based on Kulshan's needs at the time.

### Social Media Program

While Kulshan CrossFit does have a social media presence that is updated regularly, Bee PR has created a list of suggestions for creating a more consistent image on Facebook, Twitter and Instagram. Research conducted by Bee PR shows that more than three-fourths of respondents used Facebook (82%), this was followed by Instagram and Twitter. Facebook was by far the most popular and evenly distributed amongst age ranges. The social media checklist will help to create uniform posts that are easy to identify and associate with Kulshan CrossFit.

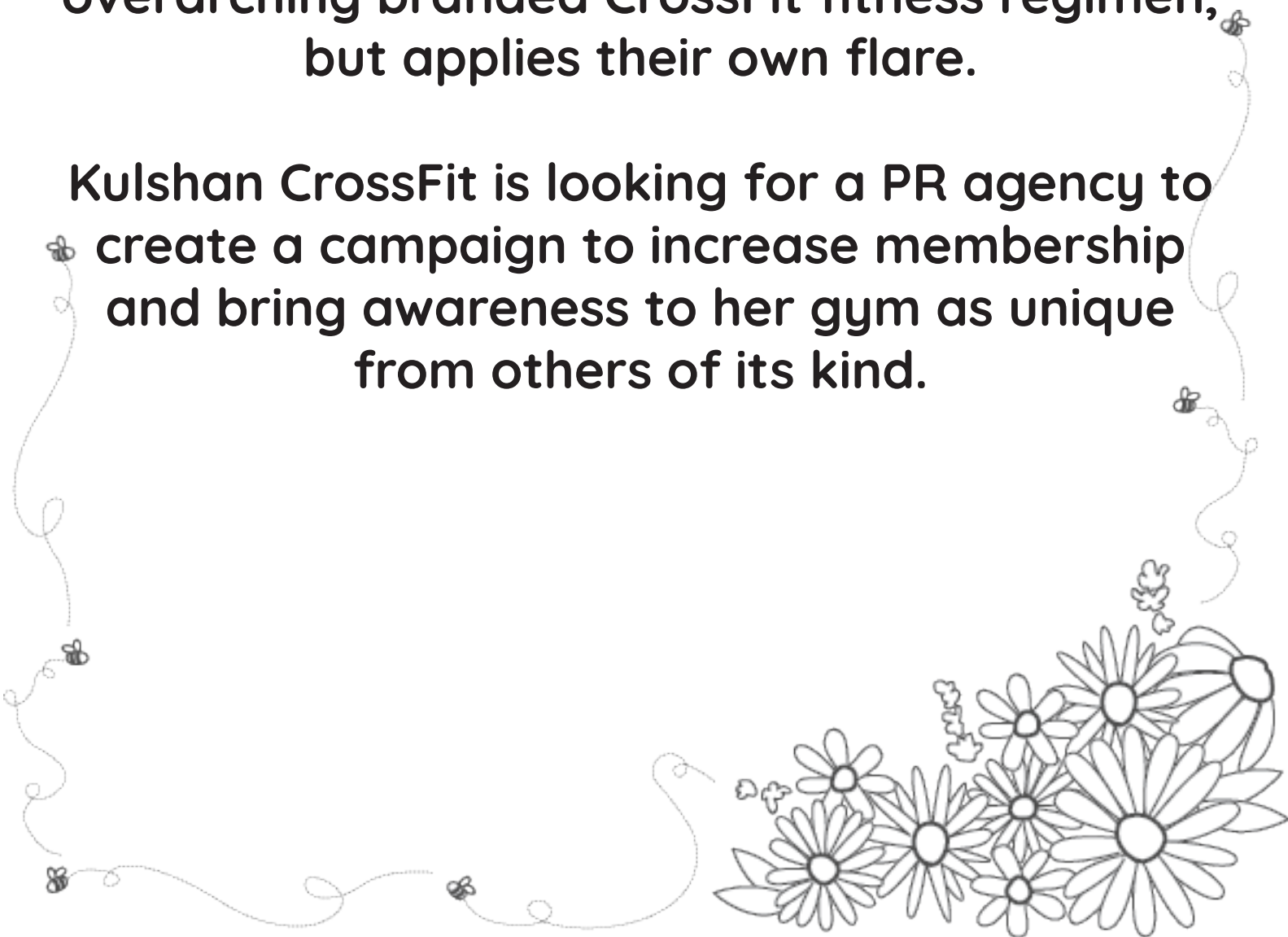
### Brochure

Nearly three quarters (71.2%) of people said they have never heard of Kulshan CrossFit, Bee PR created a brochure that includes pertinent information about the gym as well as dispels some common myths of CrossFit. The purpose of this brochure is to raise awareness and spread the word about Kulshan CrossFit as well as educate about what CrossFit is. This brochure is easy to read and includes visuals at Kulshan CrossFit so that people can envision what the gym looks like. Versatility is important in this campaign and this brochure was created with that in mind. It could accompany any of the events and be an opportunity for curious people to gain more information.

# Situation Analysis

**Kulshan CrossFit, owned and operated by Kacie Cleveland, is a gym that utilizes the overarching branded CrossFit fitness regimen, but applies their own flare.**

**Kulshan CrossFit is looking for a PR agency to create a campaign to increase membership and bring awareness to her gym as unique from others of its kind.**

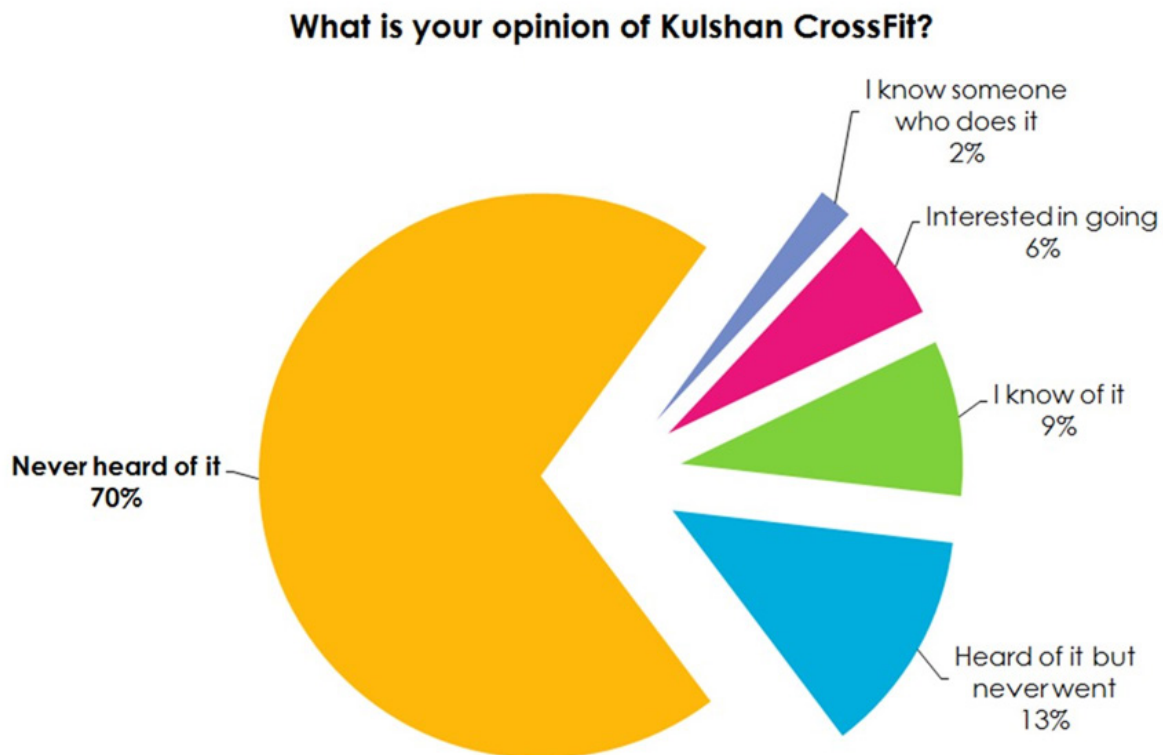


# Research

In order to create the best campaign possible, Bee PR conducted a survey to a wide range of individuals at the Bellingham Farmer's Market on Saturday, April 22, 2017.

The team proceeded to ask 128 people if they would be interested in taking a survey about fitness. A total of 110 surveys were completed with a response rate of 86 percent.

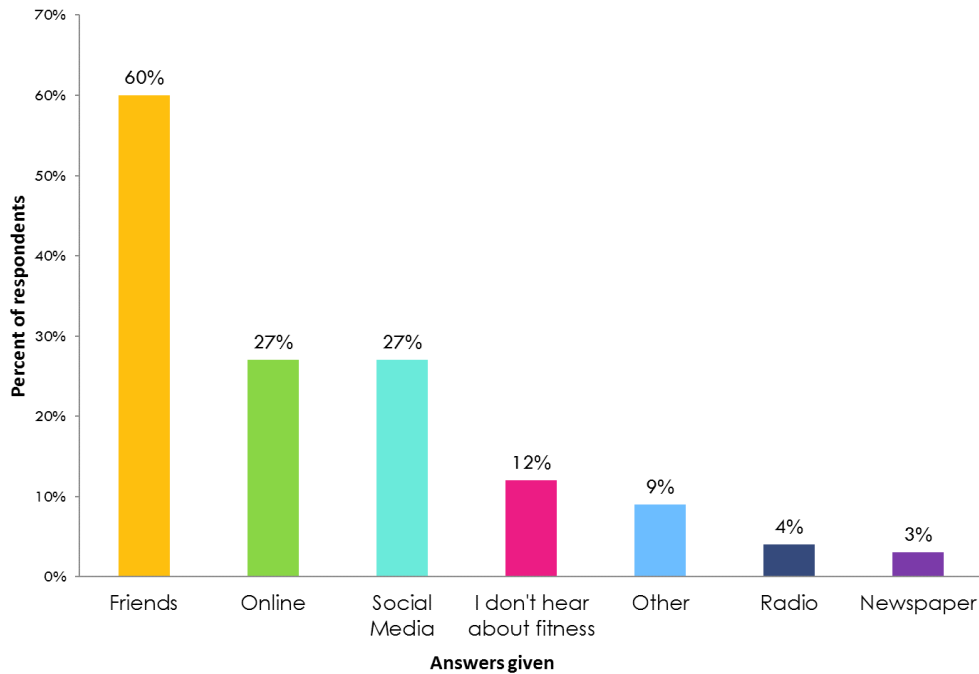
## Results



A majority of people (70%) do not know what Kulshan CrossFit is. This prompted Bee PR to create posters, events and find ways to increase the Bellingham community's knowledge of Kulshan.

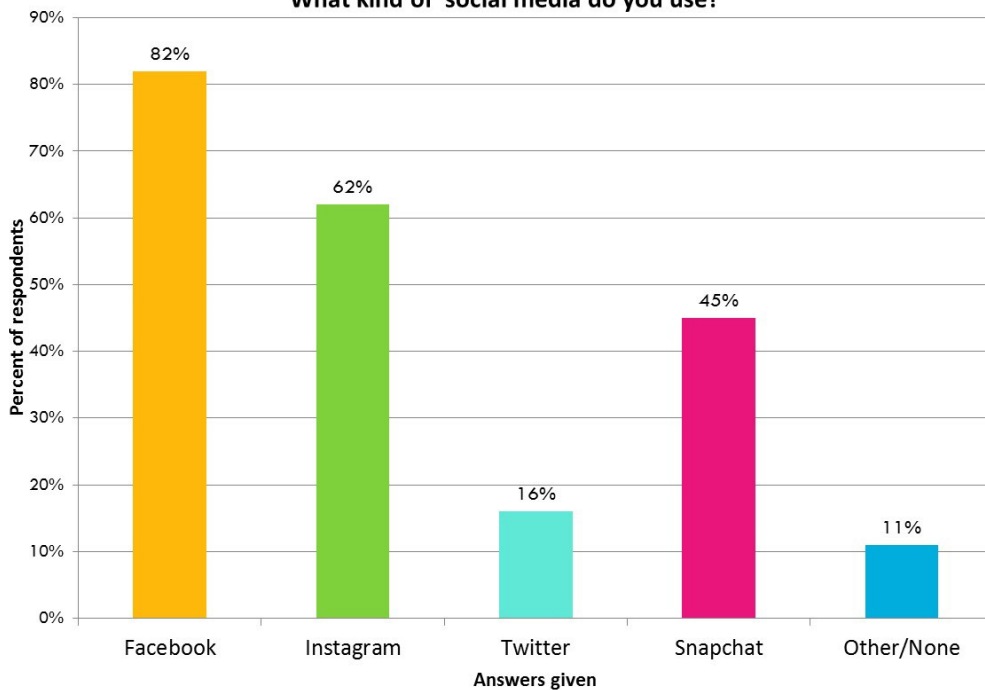
# Research

### How do you hear about fitness programs or gyms?



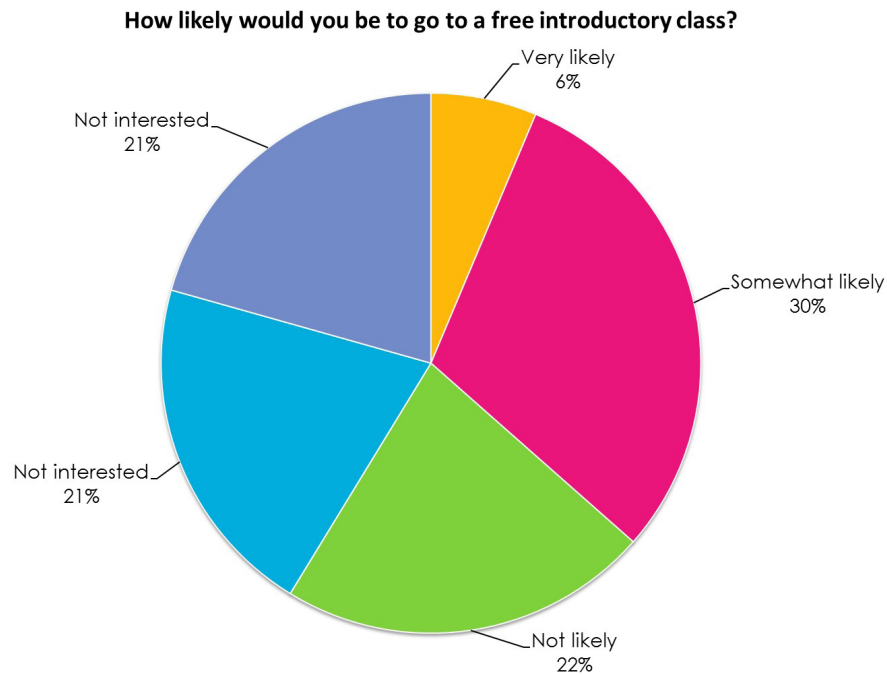
A majority of people (60%) of people learn about gyms from their friends followed by online and social media (both 27%). From this research Bee PR focused on creating an incentive program that would encourage current members to tell their friends and other individuals about Kulshan CrossFit.

### What kind of social media do you use?

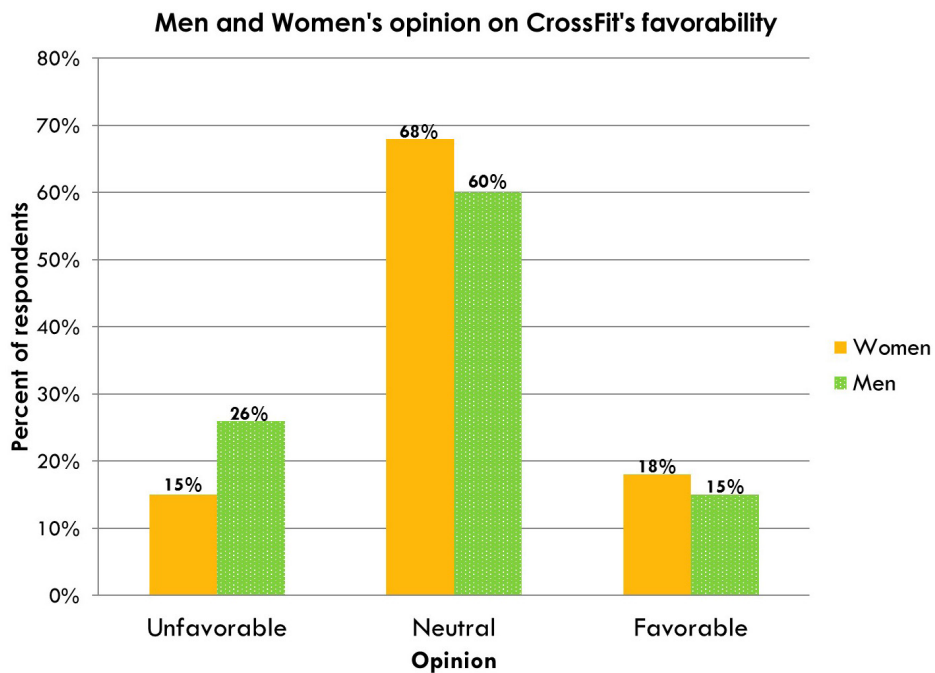


An overwhelming amount (82%) of those surveyed used Facebook. Social media is one of the easiest and cheapest ways to communicate with the public. Bee PR has outlined a social media plan in order to help guide consistent messages for Kulshan CrossFit.

# Research



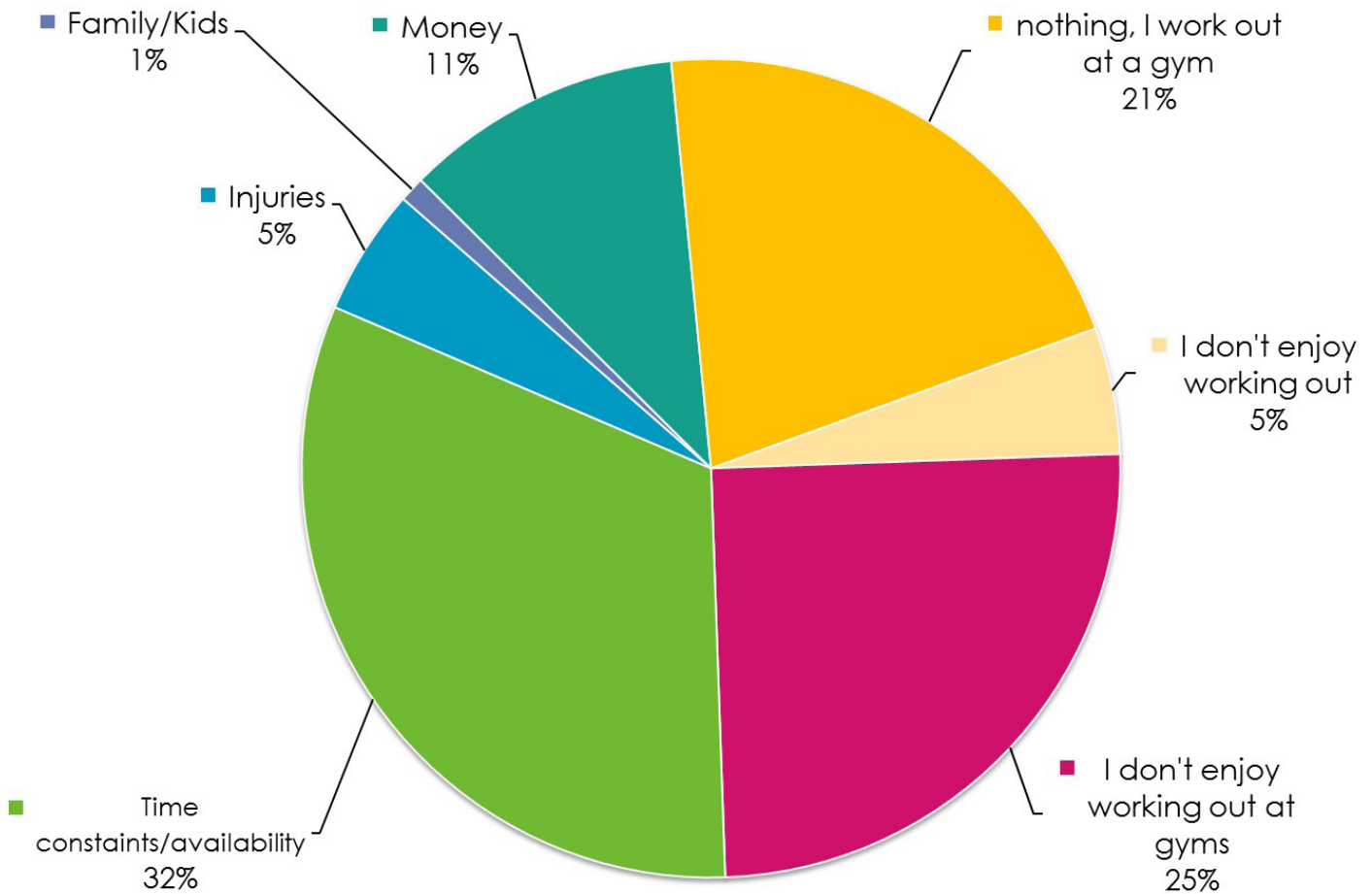
Nearly 40 percent of people would be interested in attending a free introductory class. This data is directly applicable to CrossFit in the Park and shows that people want to try CrossFit it all depends on if they know about the free intro classes offered.



One of the concerns Kulshan CrossFit brought to Bee PR was the perception that the community found CrossFit to be scary or intimidating. This result indicates that most people do not have a fear of CrossFit, but rather are neutral toward the workout which means we are beginning with a good base to get people in the door.

# Research

## What keeps you from working out?



The top two reasons people are not working out are time constraints (32%) and they don't enjoy gyms (25%). This new information lead Bee PR to create an event that invite people into working out with the Kulshan community and showing them that Kulshan CrossFit isn't your ordinary gym.

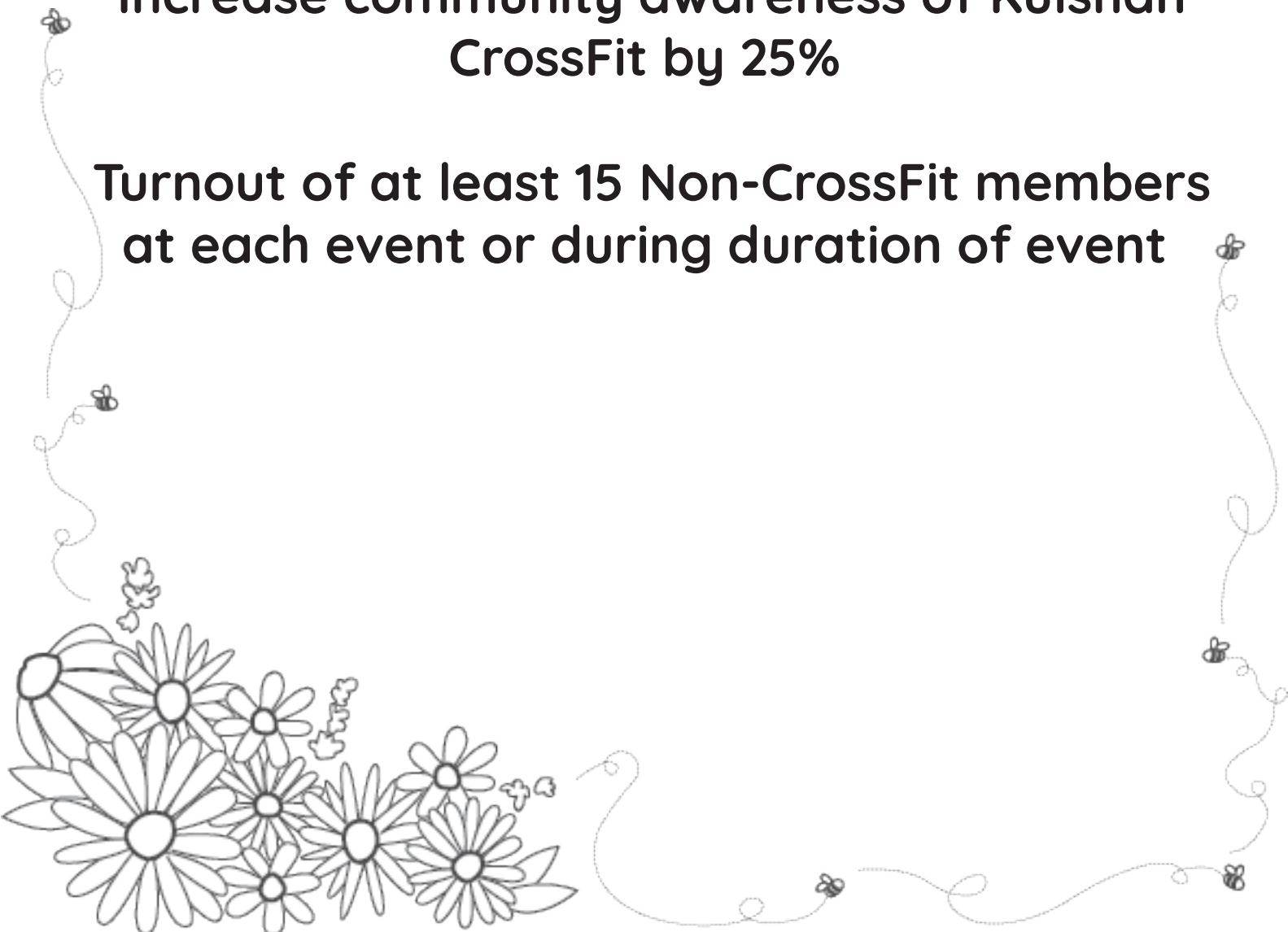
It is also interesting to note that looking at the demographics of this data showed that 44 percent of individuals between 44 - 64 years old said they don't enjoy gyms and had the lowest percentage (13%) saying it was time. Inversely, those between 18 - 34 said time is the main reason.

# Objectives

**Increase Kulshan CrossFit membership by 25%**

**Increase community awareness of Kulshan CrossFit by 25%**

**Turnout of at least 15 Non-CrossFit members at each event or during duration of event**





# Program

## Target Audiences

- 18-45 year olds
- Both men and women
- Current Kulshan CrossFit members
- Friends of current Kulshan CrossFit members
- Active community members

## Strategies

- Produce promotional materials for every special event
- Enhance social media presence and create a consistent image
- Design everyday material for immediate use
- Create an environment of loyalty and community within Kulshan
- Cultivate awareness through word of mouth

## Theme

Be Kulshan

## Why Be Kulshan?

If a person can find the right way to say something, they will say it! Be Kulshan is short, simple and explains a unique way of life that the Kulshan CrossFit gym provides. If someone can Be Kulshan they are achieving their goals, crossing thresholds, and facing new challenges head on. It is an encompassing theme and way of life we present throughout the campaign.

## Tactics

## EVENTS

Bee PR's Be Kulshan campaign is based on doing and being active instead of passive. The purpose of the following events is to spread awareness and gain or retain members of Kulshan CrossFit by giving both demographics a new perspective on CrossFit. Each event is based on the research Bee PR collected.

# Program

## **Halloween 5K** *Saturday, October 28, 2017*

- Hold a costume themed 5K run/walk because many people like being outdoors
- The 5K will strategically be scheduled for October 27, 2017 to align with Halloween. Participants are encouraged to dress up in costumes for the event. People of all ages can get excited about wearing costumes.
- Have someone at the event to take photos and/or video to post on social media and include in the member newsletter.
- Include a finish line party at a local restaurant or brewery to get more of the community involved.
- Invite anyone from the community to attend including other CrossFit gyms, businesses, organizations, families, etc.
- Have t-shirt prizes for the first 25 winners and a larger prize (such as free membership for a month) as the top three winner's prizes.

## **Bring it Bham, a Local CrossFit Competition** *Saturday, February 3, 2018*

- Host a competitive workout routine for fellow CrossFit Gym teams possibly:
  - CrossFit X
  - CrossFit Chuckanut
  - CrossFit Iron
  - ProFitness Northwest and CrossFit.
  - Iron Industry CrossFit
- Invite guests and friends of competitors to cheer on athletes
- Event will include catering
- Event will include prizes for individuals
- Event will include a take home trophy for the gym with the most winners/points

# Program

## CrossFit in the Park Saturday, June 2, 2018

- Promote CrossFit through bimonthly introductory classes at Boulevard Park during the Summer months
- CrossFit in the Park will begin on the first Saturday of June from 12 - 1 p.m.
- The goal of this event is to be open to anyone.
- Have staff or a volunteer take photos and videos to post on social media.
- Invite current members in the beginning so newcomers can see who makes up Kulshan's community

## YEAR ROUND PROGRAMMING

In the process of creating the campaign Bee PR decided that it was also interested in creating programs that Kulshan CrossFit could put into use fairly quickly and didn't require much set up and could be easily repeatable. From this concept, the incentive program was created.

## BE KULSHAN: Incentive Program

### 1. Raffle

The goal of this raffle is to show appreciation for current members.

- Every time a member attends a class they earn one (1) ticket for drawing.
- At the end of the month three (3) winners are drawn.
- Prizes can range from gift cards to t-shirts to memberships

### 2. BYOF (Bring Your Own Friend)

This program can be easily done two ways: have a BYOF week or coupons.

- *BYOF Week* would take place the first week of each month.
- Current members invite guests to join them to a CrossFit Class  
OR
- *BYOF Coupons*, Kulshan Coaches can give out coupons to members allowing them to invite one friend to a CrossFit class. (See Appendices for coupon example)

# Program

## YEAR ROUND PROGRAMMING CONT.

### BE KULSHAN: Incentive Program

#### 3. Bring it on Tuesdays!

Bee PR had an interest in creating steps to help support the free introductory class on Tuesdays Kulshan was already implementing. Bee PR suggests:

##### Raising Awareness

- Give the introductory class a name: “Bring it on Tuesdays”
- Creating posters and posting them in fall, when students return to campus and in January when people begin their new year’s resolutions.
- See Appendices for a list of boards to post posters for free.

##### Western Washington University’s Big Blue Bonus Book

- Every quarter Western produces a coupon book which reaches 21,000 students in the Bellingham area.
- Kulshan CrossFit already offers student discounts and this is a very easy way to reach that audience.
- See Appendices for Big Blue Bonus Book details provided from their media kit.

# Evaluation

After one year repeat the survey included in the booklet to see if awareness of Kulshan CrossFit increased by 25 percent (from an original 27%)

Measure member count throughout the year while implementing program to see if certain events bring more new members

Take a member count after one year to see if membership has increased







# Timeline

# Timeline

The Be Kulshan events work with the seasons over the course of the year. Beginning in fall with a Halloween 5K, having a CrossFit Gym competition in winter and bringing it through spring and summer with CrossFit in the Park. Below you will find an overview for the year followed by a more indepth timeline by events with budgets.

## The Big Picture:

**JUNE - Begin planning Halloween 5K**

**JULY - Work on 5K**

**AUGUST - Work on 5K**

**SEPTEMBER - Work on 5K**

**OCTOBER 26 - Day of Halloween 5K Event**

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**NOVEMBER - Begin working on Bring It Bham**

**DECEMBER - Work on Bring It Bham**

**JANUARY - Work on Bring It Bham**

**FEBRUARY 3 - Day of Bring It Bham Event**

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**MARCH - Begin planning CrossFit In the Park**

**APRIL - Work on CrossFit In the Park**

**MAY - Work on CrossFit In the Park**

**JUNE - Repeat twice a month during summer**

Additional Opportunities throughout the year could include:
Monthly Raffle
BYOF (Bring your own Friend) Coupons/Week
Big Blue Book Coupons quarterly



# Timeline

Breaking it Down:

## Kulshan CrossFit Halloween 5K

<b>SIX MONTHS BEFORE</b>	<b>Date: April</b>
<ul style="list-style-type: none"><li>• Organize a planning committee to help put on the 5K</li><li>• Set route</li><li>• Get permits</li><li>• Contact law enforcement if desired</li></ul>	
<b>THREE - FOUR MONTHS BEFORE</b>	<b>Date: June - July</b>
<ul style="list-style-type: none"><li>• Contact vendors</li><li>• Contact sponsors and ask for donations of food/drink, t-shirts, decorations</li><li>• Include the race details on kulshancrossfit.com - Could create a race website through free sites such as weebly.com or wordpress.com</li><li>• Setup registration website through a provider such as activeendurance.com</li><li>• Call for volunteers - through website or Kulshan CrossFit classes and newsletter</li><li>• Print posters/fliers</li></ul>	
<b>TWO MONTHS BEFORE</b>	<b>Date: August</b>
<ul style="list-style-type: none"><li>• Put up/distribute posters and fliers</li><li>• Advertise in local newspapers and running magazines</li><li>• Announce on social media</li><li>• Include in newsletter to current members</li></ul>	
<b>ONE MONTH BEFORE</b>	<b>Date: September</b>
<ul style="list-style-type: none"><li>• Facilitate registration</li><li>• Create after party site map</li><li>• Order race bibs (estimate based on registration with 10% extra)</li><li>• Order t-shirts for first 25 winners</li><li>• Send confirmation and map to sponsors and vendors</li><li>• Disseminate press release</li><li>• Order race day supplies: port-o-potties, tents, tables, chairs, cones, megaphone, etc.</li></ul>	
<b>TWO WEEKS BEFORE</b>	<b>Date: Second week of October</b>
<ul style="list-style-type: none"><li>• Send race reminder to those who are registered</li><li>• Disseminate another press release</li></ul>	

# Timeline

## Kulshan CrossFit Halloween 5K CONT.

<b>ONE WEEK BEFORE</b>	<b>Date: Third week of October</b>
<ul style="list-style-type: none"><li>• Get water filling stations ready<ul style="list-style-type: none"><li>○ Water containers</li><li>○ Cups</li></ul></li><li>• Check in with vendors/sponsors</li><li>• Get prizes ready for winners</li><li>• Get decorations ready</li></ul>	
<b>THE BIG DAY</b>	<b>Date: October 27, 2017</b>
<ul style="list-style-type: none"><li>• Setup registration booth</li><li>• Setup mile markers</li><li>• Setup water filling stations</li><li>• Give race numbers to members</li><li>• Have registration open for day of registrants</li><li>• Take photos &amp; videos to share on social media and in newsletter</li><li>• Award winners with prizes</li><li>• Party at the finish line!</li></ul>	
<b>AFTER THE EVENT</b>	<b>Date: Early November</b>
<ul style="list-style-type: none"><li>• Send thank yous to vendors</li><li>• Send thank yous to City and law enforcement</li></ul>	

# Timeline

## Bring it Bham

<b>TWO TO THREE MONTHS BEFORE</b>	<b>Date: November</b>
<ul style="list-style-type: none"><li>• Confirm other CrossFit Gyms are interested</li><li>• Hold meeting with fellow CrossFit owners and trainers for input if desired.</li><li>• Confirm cash prizes for individuals,</li><li>• Craft workout program for competition</li></ul>	
<b>TWO MONTHS BEFORE</b>	<b>Date: December</b>
<ul style="list-style-type: none"><li>• Create registration portal online for participants to sign up</li><li>• Create posters with information explaining, when, where, how to sign up</li></ul>	
<b>ONE MONTH BEFORE</b>	<b>Date: First week of January</b>
<ul style="list-style-type: none"><li>• Distribute posters to partnering CrossFit gyms that are participating</li></ul>	
<b>TWO WEEKS BEFORE</b>	<b>Date: Second week of January</b>
<ul style="list-style-type: none"><li>• Send email informing participants of how the event will go, what time to arrive, etc.</li><li>• Send email to participants with documents/safety waivers to bring on the day of.</li></ul>	
<b>ONE WEEK BEFORE</b>	<b>Date: Third week of January</b>
<ul style="list-style-type: none"><li>• Pre-Order catering from Market Street</li></ul>	
<b>THE BIG DAY</b>	<b>Date: SATURDAY, FEB. 3, 2018</b>
<ul style="list-style-type: none"><li>• BEFORE EVENT (at least 2 hours before):<ul style="list-style-type: none"><li>○ Pick up catering</li><li>○ Decorate Kulshan gym</li></ul></li><li>• EVENT STARTS:<ul style="list-style-type: none"><li>○ Work out competition begins</li><li>○ At the end of the competition award:<ul style="list-style-type: none"><li>○ Person who performed the best earns gift card</li><li>○ Gym with the highest numbers earns trophy.</li></ul></li></ul></li><li>• Enjoy food and fun!</li></ul>	
<b>AFTER THE EVENT</b>	<b>Date: Early March</b>
<ul style="list-style-type: none"><li>• Send thank you email to those who participated, include google form for feedback?</li><li>• Send thank you to partnering gyms.</li><li>• Reflect: Pros, Cons, make event annual?</li></ul>	

# Timeline

## CROSSFIT IN THE PARK

<b>TWO TO THREE MONTHS BEFORE</b>	<b>Date: March</b>
<ul style="list-style-type: none"><li>• Double check with park, figure out permits</li></ul>	
<b>TWO MONTHS BEFORE</b>	<b>Date: April</b>
<ul style="list-style-type: none"><li>• Print out promotional material from Fedex or Print &amp; Copy</li><li>• Start putting posters up using the Free Billboard document and other stores affiliated with KCF</li><li>• Put up volunteer signup sheet for CrossFit in the Park to let members know they are invited</li></ul>	
<b>ONE MONTH BEFORE</b>	<b>Date: May</b>
<ul style="list-style-type: none"><li>• Scout out and plan stations for event</li><li>• Delegate tasks out to volunteers</li></ul>	
<b>DAY OF EVENT</b>	<b>Date: June 2, 2018</b>
<ul style="list-style-type: none"><li>• Arrive early and set up equipment (at least 2 hours before)</li><li>• Enjoy hour long intro class!</li><li>• Raffle off free classes (if desired)</li><li>• Clean up after event</li></ul>	
<b>Continue through Summer if desired.</b>	







# Budget

# Budget

## KULSHAN CROSSFIT HALLOWEEN 5K BUDGET

Promotional Materials for Race		
VENDOR	ITEM (recommended amount)	COST
Race Website - can use free theme from <a href="http://www.wordpress.com">www.wordpress.com</a>	1	Free
Staples	Advertising flyers	
	25	\$18.99
	50	\$39.99
	100	\$64.99
	250	\$119.99
Staples	Advertising posters	
	Small 12 x 18	\$9.99
	Medium 18 x 24	\$14.99
	Large 24 x 36	\$29.99
ESTIMATED TOTAL: \$54.98		

Race Setup		
VENDOR	ITEM (recommended amount)	COST
Provider - <a href="http://www.activeendurance.com">www.activeendurance.com</a>	Registration software (1)	Free
Provider - <a href="http://www.bibnumbers.com">www.bibnumbers.com</a>	Standard race bibs (estimated 100)	\$0.23
Bellingham Screen Printing - Donation?	T-shirts (first 24 people, Top 3 get memberships or cash prizes)	\$0.00 is donated or \$9.79 for 34 light colored t-shirts with 2 colors of ink
City of Bellingham	Special Events Permit (1)	\$107.00
ESTIMATED TOTAL: \$130		



# Budget

## Supplies for Race

VENDOR	ITEM (recommended amount)	COST
Master Party Rental	10 x 10 tent (1)	\$65.00
	Tables 6' Long (4)	\$36.00
	Chairs (20)	\$20.00
	Megaphone	\$21.00
Port-o-potties	3	\$180.00 per item
Pacific Party Canopies	Traffic Cones (20)	\$26.00
Dollar Tree, Walmart, Fred Meyer, etc.	Decorations	\$30.00 max budget
Staples	Signage	
	Small 12 x 16	\$9.99
	Medium 18 x 24	\$14.99
	Large 24 x 36	\$29.99
Staples	Banners	
	Small 2 x 4	\$25.49
	Medium 3 x 4	\$38.29
	Large 3 x 6	\$57.49
	Extra Large 3 x 8	\$76.59
ESTIMATED TOTAL: \$631		

## Post-Race Food & Beverage

VENDOR	ITEM	COST
N/A - Food Truck, donated restaurant or at a restaurant/brewery	Food and Beverages	\$0.00 if donated

**Grand Estimate for Halloween 5K:  
\$815.98**

# Budget

## BRING IT BHAM BUDGET

<b>CrossFit Gym Competiton [ Bring it Bham ]</b>		
<b>VENDOR</b>	<b>ITEM (recommended amount)</b>	<b>COST</b>
Staples	Posters (100)	\$64.99
Premier	Trophy	\$82.00
Kulshan & Partnering Gyms	Prize Money	Variable
Marketing Street Catering	Food	\$100
Market Street Catering	Beverages	\$45
Dollarstore	Balloons	\$30
ESTIMATED TOTAL: \$317.00		

**Grand Estimate for Bring it Bham:  
\$317.00**

# Budget

## CROSSFIT IN THE PARK BUDGET

CrossFit in the Park		
VENDOR	ITEM (recommended amount)	COST
Master Party Rental	10 x 10 Tent (1)	\$65.00
Staples	Posters (100)	\$64.99
ESTIMATED TOTAL: \$ 129.99		

**Grand Estimate for CrossFit in the Park:  
\$129.99**





**Related  
PR  
Material**

# Social Media Checklist



Does the post:

- Include some sort of visual? (Photo, graphic, video, GIF)
- Have a tagged location? (Either at the location of the event or at Kulshan CrossFit)
- Tagged everyone including other companies in the photo?
- Use these hashtags? (#KulshanCrossFit, #Bellingham, #BeKulshan)

Have I:

- Posted on all social media today? (Daily posts are the best way to reach an audience, post on Facebook, Instagram and Twitter)
- Used the hashtag of the day? (#ManicMonday or #ManCrushMonday/MCM, #TransformationTuesday, #WellnessWednesday, #ThrowbackThursday or #ThankfulThursday, #FlashbackFriday/FBF, #SexySaturday, #SelfieSunday)
- Boosted a post lately? (This does cost money but it promises to reach a certain amount of people in a specific area)
- Made Facebook events for the upcoming event?
- Shared Instagram photos or Tweets on the Facebook page?

# Press Release

## Bring It B-ham CrossFit Competition Press Release

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FOR IMMEDIATE RELEASE

Media Contact: Kacie Cleveland, Owner of Kulshan CrossFit

Phone: 360-739-9076

E-mail address: kacie@kulshancrossfit.com

First Annual Citywide CrossFit Competition

Bellingham, Wash. - Kulshan CrossFit is hosting the city's first CrossFit competition on Saturday, Feb. 3, 2018 from 2-9 p.m. The lead should be no longer than 30 words and should be able to tell your readers about what happened, where, when, how, and why.

Held at the gym, competitors are fighting for prizes like \_\_\_\_\_ and \_\_\_\_\_. The second paragraph should provide the reader with more information. It can also be a quote, but in that case, it should be its own paragraph.

“The quotes you use in your press release are very important,” said Monea Kerr. “This is your opportunity to let your reader know why something is important or include opinion that you normally wouldn't be able to include without a quote.”

Continue with additional information as needed - the press release should follow the basics of any journalism story, with the most important information at the top, and the least important information at the bottom. Make sure to use AP style and grammar!

Press releases should be one page - but sometimes can be two. If it ends up being two pages, at the end of the first page, centered, put “(more)” Never exceed two pages.

The last paragraph should include contact information or a link to where the reader can get more information. This is not the same as the media contact at the top of the page, which is for journalists. It should look something like this “For more information on [incident, organization, etc.], contact [department] at [phone number] or visit their website at [website].

You can also include a boilerplate, which is a description of the organization, if you would like. This is just to give your reader background information on the organization you are writing the press release for.

###

[KMJ1]This is called the dateline and is always in capitals

[KMJ2]Always end your press release with these symbols, whether it's one or two pages long.

# Promotional Material

## Halloween 5k





# Promotional Material

## Bring It Bham

EVENT HOSTED BY  
**KULSHAN CROSSFIT**

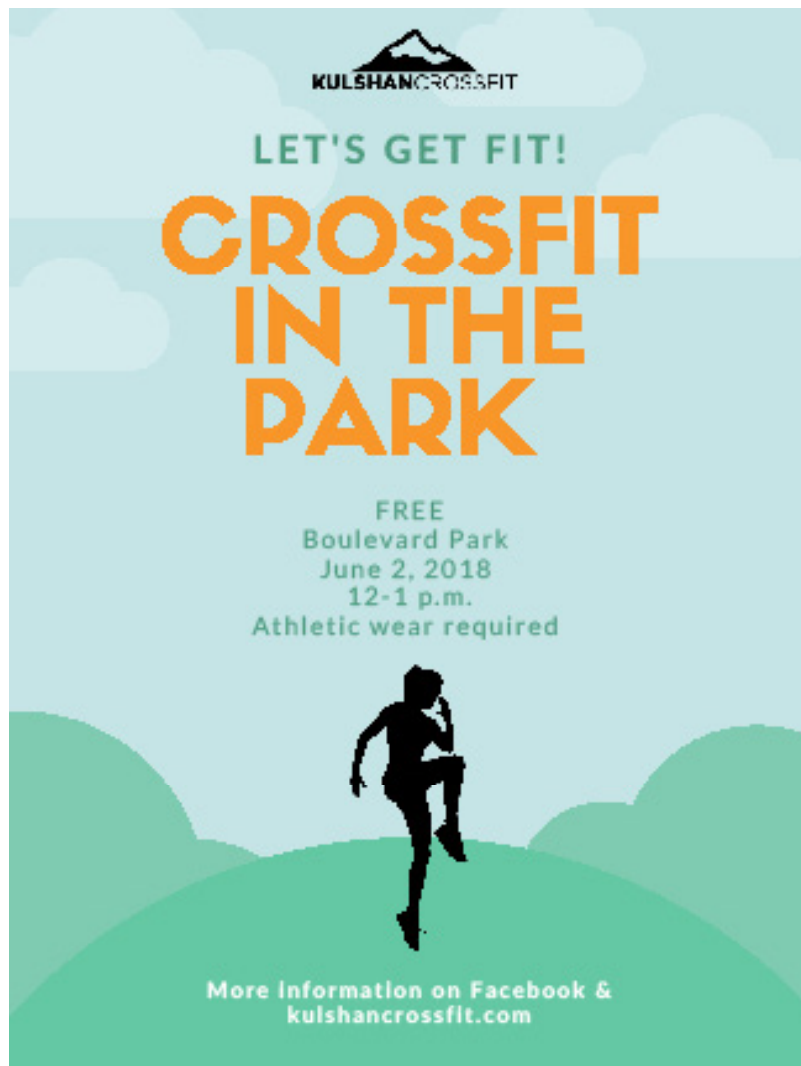
**BRING IT  
BHAM**

2.3.2018  
**LOCAL CROSSFIT GYM  
COMPETITION**

For more Information, visit  
[www.kulshancrossfit.com](http://www.kulshancrossfit.com)

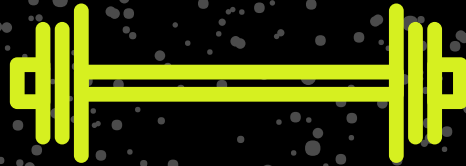
# Promotional Material

## CrossFit in the Park



# Promotional Material

Bring it on Tuesday!



## BRING IT ON TUESDAYS

Join **Kulshan CrossFit** for a FREE  
introductory workout class.

**Every Tuesday 6:30 - 7:30 p.m.**

**A Typical 1-hour Workout:**

5-10 minutes: Dynamic Warm Up.

10-15 minutes: Strength & Skills.

10-30 minutes: Workout Of the Day (WOD).

5-10 minutes: Abdomination Series.

5-10 minutes: Stretching & Cool Down.




1726 FRANKLIN STREET  
BELLINGHAM, WA 98225  
(360) 739-9076

# BYOF Coupon Example



The coupon can easily be created through Staples, FedEx, or UPS. Under their printing options it is called a “Notepad” but we can use it as an invitation/coupon book that coaches give out to current members to give to their friends. The blank space allows coaches to either initial saying they gave it out or include specific instructions if needed.



# Sample Brochure




**KULSHAN CROSSFIT**

**A TYPICAL WORKOUT**  
 5-10 minutes: Dynamic Warm Up. Increase blood flow, lubricate joints, and to complement movements in the workout  
 10-15 minutes: Strength & Skills.  
 10-30 minutes: Workout Of the Day (WOD).  
 5-10 minutes: Abdomination Series.  
 5-10 minutes: Stretching & Cool Down.

Most classes take 45-60 minutes to complete, with the workout portion only lasting 10-30 minutes. Because workouts at Kulshan CrossFit vary daily, we recommend training 4-5 days/week to increase overall fitness and be an overall bad ass!

**KULSHAN CROSSFIT**



**ABOUT US**  
 Kulshan CrossFit has many sides to it, but our favorite philosophy is to train for life! We prepare our bodies and our minds for any and everything, all of the time! From power and strength, to long, lean, sexy muscles, we train our bodies to be able to meet life demands and achieve our goals, whether it's performing simple daily tasks, completing your first half marathon, or doing 25 consecutive pull ups! We focus on attainable, yet challenging goals to keep us motivated, intrigued, and excited about working out and eating clean! Whether your goals are athletic or aesthetic, CrossFit and it's methodologies is the conduit to achieving them.



**KULSHAN CROSSFIT**  
 1726 FRANKLIN STREET  
 BELLINGHAM, WA 98225  
 (360) 739-9076  
 KULSHANCROSSFIT.COM

**CROSSFIT: MONDAY-FRIDAY**  
 5AM-6AM  
 6AM-7AM  
 9:30AM-10:30AM  
 12PM-1PM  
 4:30PM-5:30PM  
 5:30PM-6:30PM

**PRIVATE TRAINING: MONDAY-FRIDAY**  
 7AM-9AM  
 2PM-4PM

**KULSHAN BARBELL: MONDAY**  
 6:30-7:30PM

**FREE INTRO: TUESDAY**  
 6:30PM-7:30PM

**TRACK @ CIVIC FIELD: WEDNESDAY**  
 5:30PM-7PM

**PRIVATE TRAINING: SATURDAY**  
 5AM-9AM

**CROSSFIT: SATURDAY**  
 9AM-10AM

**OPEN GYM: SUNDAY**  
 11AM-1PM

**CROSSFIT MYTHS**

**MYTH:** CrossFit is dangerous

**MYTH:** CrossFit athletes are good at everything




**DEBUNKED!**

The coaches at Kulshan CrossFit are there for a reason. We are educated on the proper form and technique of each and every workout. We got your back, literally!

Thanks for the compliment, but not every CrossFit competitor is good at every single exercise. Even the most experienced CrossFit athletes are still learning!

**MYTH:** All CrossFit gyms are the same

**MYTH:** CrossFit is expensive



Each CrossFit gym is individually owned and unique in their own way. At Kulshan CrossFit, we focus on each individual's skill level, personal goals, technique and most importantly - safety!

CrossFit is on par with many upscale gyms and bootcamps. This isn't your traditional gym where you just have access to equipment - we train each and every one of our members!





**Personnel**



## **Monea Kerr**

Monea is a senior at Western pursuing a double major in communication studies and journalism with an emphasis in public relations. She has been published in both The Western Front and Klipsun Magazine and has worked as an editor for Klipsun. She is currently completing an internship with the City of Bellingham and will continue her career with them full time after graduating in June. In addition to her passion for communications and public relations, Monea enjoys traveling, appreciating the outdoors, enjoying music, hanging out with friends and spending time with her family and two dogs.





## **Lauren Brigolin**

Lauren is a senior at Western pursuing a double major in theatre with a concentration in acting and playwriting and journalism with an emphasis in public relations. She has been published in the Western Front, Klipsun and won a Planet Earth award from the Kennedy Center in 2017. Lauren will be graduating in summer 2017 after completing an internship with the Seattle Opera. When she is rehearsing, performing or creating campaigns Lauren loves to watch movies, eat popcorn and spend time with her partner, Nathan, and visit her family.



## Hallie Fuchs

Hallie is a senior at Western pursuing a double major in cultural anthropology and public relations. She believes in a holistic approach to community relations. During her final year at school, Hallie has been working as an intern for Meals on Wheels and More of Whatcom and San Juan County.

In her free time, Hallie can be seen slinging pizzas at a local restaurant, working out at the gym or hanging out with friends.

# Appendices

# Research Paper

## Executive Summary

Kulshan CrossFit, owned and operated by Kacie Cleveland, is a gym that utilizes the overarching branded CrossFit fitness regimen, but applies their own flare. Kulshan CrossFit is looking for a PR agency to create a campaign to increase membership and bring awareness to her gym as unique from others of its kind.

In order to determine who the target audience for our campaign is, gauge awareness of CrossFit in general and Kulshan CrossFit specifically, and what type of public relations materials to create, we needed to find out which demographic was most likely to work out and also who would be most likely to take a free introductory CrossFit class. Bee PR conducted a convenience survey of 109 people in downtown Bellingham.

We found that most people (71.2%) have never heard of Kulshan CrossFit. This study revealed that our target audience is women ages 18-24 and 35-44 because they were the most likely demographics to be interested in trying Kulshan CrossFit. Of social media platforms, the most used are Facebook and Instagram. The most popular way people find out about fitness programs or gyms is through friends (59.6%), then online (27.5%) and social media (26.6%). This study found that time constraints and availability is the most common reason people do not work out (32.4%), also many people don't like working out at gyms (24.80%). The most heard

## Methodology

In order to find out who our target audience would be, Bee PR conducted a convenience survey of 109 people in the city of Bellingham to gain insight on people's fitness habits and desires. We conducted these surveys on Saturday, April 22, from 12:30 p.m. to 2:30 p.m. The survey was conducted at the Bellingham Farmer's Market, in the heart of the city. We originally chose this location because we thought it would be the busiest area with it being in the middle of downtown Bellingham and a high pedestrian area. There were also many events happening on this day, including a 5k run and the March for Science. The Farmer's Market is already a busy place on any given Saturday, but these events brought even more people to the downtown area. We asked 128 people to take the survey and got 109 responses for an 86 percent response rate.

The survey asked the following questions:

RQ1: On a scale of Strongly Dislike to Love (strongly dislike, dislike, neutral, like, love, never tried/unsure) how do you feel about the following activities? (Working out, working out independently, working out with a group, having a trainer or guide during a workout, setting work out goals, creating your own work out program/regiment/routine)

RQ2: How often do you work out? (Never, 2-3 times a month, 2-3 days a week, 4-6 days a week, everyday)

RQ3: What gyms in Whatcom County have you heard about? (Please list all you have heard of)

RQ4: What keeps you from working out at a gym? Choose one. (I don't enjoy working out, I don't enjoy working out at gyms, time constraints/availability, injuries, family/kids, money, nothing, I work out at a gym)

RQ5: How do you find out about fitness programs or gyms? (Social media, newspaper, friends, radio, online, other, I don't hear about fitness/gyms)

RQ6: What kind of social media do you use? (Facebook, Instagram, Twitter, Snapchat, other)

RQ7: How likely would you be to go to a free introductory CrossFit workout class? (Very likely,

somewhat likely, not likely, not interested)

RQ8: What do you know about CrossFit? (I know of it, never heard of it, know someone who does it, heard of it and never went, I've been but don't go anymore, active participant)

RQ9: What is your opinion of the workout program CrossFit as of right now? (Unfavorable, neutral, favorable, I don't know)

RQ10: What is your opinion of Kulshan CrossFit? (I am interested in going, I know of it, never heard of it, know someone who does it, heard of it and never went, I've been but don't go anymore, active participant)

About half (52.3%) of respondents were age 18-24, followed by age 25-34 (18.4%), age 35-44 (14.7%), 45-65 (12.8%), and 65+ (1.8%). Half (52.3%) of respondents were female, followed by male (44.0%), and other (3.7%). Nearly 80 percent (78.7%) of respondents do not have kids while 21.03 percent stated that they do have kids. Over half (55.1%) of respondents make less than \$24,000 a year, followed by those who make \$25,000-\$49,000 (19.3%), then those who make \$50,000-\$74,000 (12.8%) and those who make \$75,000+ a year (12.8%).

A source of error that we ran into was that people were asked to choose only one reason that stops them from working out on RQ4, but some people checked more than one reason. This made it hard to decipher and enter the information correctly when analyzing our research. We asked people to only choose one so that we could get the number one reason they are unable to work out, but some people had multiple. Next time it would be a good idea to ask respondents to rank reasons so that they have the opportunity to choose multiple and we could also see which is the most prominent reason they don't work out.

There were also instances where people didn't answer certain questions. This happened with RQ3, when we asked people to list all of the gyms they know of in Whatcom County. Some people didn't want to list the gyms they knew because they claimed to know all of them, so they would leave that question blank. This in turn gets counted as none rather than all and is a source of error. For RQ6, we asked respondents what kind of social media they use but did not give the option of none. This could be a potential source of error if people who had no social media left the question blank and it didn't get counted in the final report of findings.

Since the ages of 65+ only accounted for 1.83 percent of respondents, this demographic was not analyzed and therefore the findings do not represent these people. Respondents who identified their gender as other accounted for only 3.67 percent of respondents, so this demographic was not analyzed. During the input of our data in Qualtrics, the answers of "I don't know" for RQ9 were not counted, although we put them in. There were 19 people who stated "I don't know," but they were not factored into the crosstabs due to this error.

## Findings

RQ1: On a scale of Strongly Dislike to Love (strongly dislike, dislike, neutral, like, love, never tried/unsure) how do you feel about the following activities? (working out, working out independently, working out with a group, having a trainer or guide during a workout, setting work out goals, creating your own work out program/ regiment/routine)

Overall, about half (52.3%) of respondents like working out, followed by neutral (22%), love (21.1%), strongly dislike (2.8%) and dislike (1.83%). In terms of working out in general, answers were consistent amongst males and females.

In terms of working out in general, answers were consistent across age demographics for strongly dislike, neutral and never tried/unsure. However, respondents age 45-64 were most likely to say

they like working out (68.8%), followed by ages 18-24 (50.9%), ages 35-44 (50%) and ages 25-34 (40%). Respondents ages 25-34 were most likely to say they love working out (30%), followed by ages 45-64 (25%), ages 35-44 (21.4%) and ages 18-25 (17.5%). Respondents age 35-44 were most likely to say they strongly dislike working out (7.1%), followed by ages 18-24 (3.5%), ages 25-34 and ages 45-64 (0% each).

Regardless of if respondents had kids or not, answers were consistent for how they felt about working out.

In terms of working out in general, answers were consistent across income demographics for dislike and never tried/unsure. Respondents who make \$25,000-\$49,000 were most likely to say they like working out (66.7%), followed by those who make \$50,000-\$74,000 (64.3%), those who make \$75,000+ (50%) and those who make less than \$24,000 (45%). Respondents with an income of \$75,000+ were most likely to love working out (42.9%), followed by those who make less than \$24,000 (21.7%), those who make \$25,000-\$49,000 (14.3%) and those who make \$50,000-\$74,000 (7.1%). Respondents who make less than \$24,000 were most likely to feel neutral about working out (30%), followed by those who make \$50,000-\$74,000 (21.4%), those who make \$25,000-\$49,000 (14.3%) and those who make \$75,000+ (0%). Respondents who make \$50,000-\$74,000 were most likely to strongly dislike working out (7.1%), followed by those who make less than \$24,000 (3.3%), those who make \$25,000-\$49,000 and those who make \$75,000+ (0% each).

When asked about working out independently, about half (50.5%) of respondents like it, followed by love (22%), neutral (17.4%), dislike (7.3%), strongly dislike (1.8%) and never tried/unsure (0.9%).

In terms of working out independently, men and women were consistent in their opinion of working out independently for strongly disagree, love and never tried/unsure. Men are more likely to like working out independently (58.3%) or love (27%) than women (47.4%), (19%) respectively. However, women are more likely to be neutral about working out independently (21.2%) than men (10.4%). Men were more likely to say they dislike working out (10.5%) than women (2%).

In terms of age, answers of strongly dislike, dislike and never tried/unsure were consistent in working out independently. In terms of age, respondents ages 45-64 were most likely to like working out independently (68.8%), followed by ages 25-34 (55%), ages 18-24 (47.4%) and ages 35-44 (35.71%). Respondents ages 35-44 were most likely to love working out independently (35.7%), followed by ages 18-24 (21.1%), ages 25-34 (20%) and ages 45-64 (18.8%). Respondents ages 18-24 were most likely to feel neutral about working out independently (24.6%), followed by ages 25-34 (15%), ages 45-64 (6.3%) and ages 35-44 (0%).

Regardless whether respondents had kids or not, their answers to how they feel about working out independently were consistent. Except people who do not have kids were more likely to say they dislike working out independently (13%) than those who do not have kids (5.9%).

In terms of income, answers of strongly dislike, dislike, neutral and never tried/unsure were consistent. However, respondents who make \$75,000+ were more likely to like working out independently (62.3%), followed by those who make less than \$24,000 (48.3%), those who make \$25,000-\$49,000 (47.6%) and those who make \$50,000-\$74,000 (50%). Respondents who make \$75,000+ were also most likely to love working out independently (28.6%), followed by those who make less than \$24,000 (23.3%), those who make \$25,000-\$49,000 (19.1%) and those who make \$50,000-\$79,000 (14.3%).

When asked about working out in a group, about a third (32.1%) of respondents like it, followed by neutral (29.4%), dislike (17.4%), love (15.6%) and strongly dislike (5.5%).

When asked about working in a group, answers were consistent across genders for strongly dislike, neutral and never tried/unsure. However, women are more likely to like working out in a group (36.9%) than men (25%). On the other hand, men are more likely to dislike working out in a group (23%) than women (12.3%). Women are more likely to love working out in a group (21.1%) than men (10.42%).

In terms of age, the answer of never tried/unsure were consistent. Respondents ages 45-64 were

most likely to feel neutral about working out in a group (37.5%), and declined as age got younger to 18-24 (28.1%). Respondents ages 35-44 were most likely to like working out in groups (42.9%), followed by ages 25-34 (30%), ages 45-64 (31.3%) and ages 18-24 (29.8%). Respondents ages 25-34 were most likely to dislike working out in groups (30%), followed by ages 18-24 (19.3%), ages 45-64 (12.5%) and ages 35-44 (0%). Respondents ages 35-44 were most likely to love working out in groups (21.4%), followed by ages 18-24 (19.3%), ages 25-34 (10%) and ages 45-64 (6.7%). In terms of working out in a group, those who do and do not have kids were consistent in the answers of strongly dislike, dislike, like, love and never tried/unsure. However, respondents who do have kids were more likely to feel neutral about working out in a group (39.1%) than those who do not have kids (25.9%).

In terms of income, the answers of strongly dislike and never tried/unsure were consistent across this demographic. Respondents who make \$75,000+ were most likely to like working out in a group (42.9%), followed by those who make less than \$24,000 (33.3%), those who make \$25,000-\$49,000 (28.6%) and those who make \$50,000-\$74,000 (28.6%). Respondents who make \$75,000+ and those who make \$50,000-\$74,000 were most likely to feel neutral about working out in groups (35.7%), and it declined as income decreased down to less than \$24,000 (25%). Those who make \$50,000-\$74,000 were most likely to dislike working out in groups (28.6%), followed by those who make \$25,000-\$49,000 (19.1%), those who make less than \$24,000 (16.7%) and those who make \$75,000+ (7.1%). Those who make \$25,000-\$49,000 were most likely to love working out in groups (19.1%), followed by those who make less than \$24,000 (16.7%), those who make \$50,000-\$74,000 (14.3%) and those who make \$75,000+ (7.1%).

When asked about having a trainer or guide during work outs, the most popular answer was neutral (28.4%), followed by like (26.6%), dislike (22.9%), love (11%), strongly dislike (8.26%) and never tried/unsure (2.8%).

In terms of how much respondents like having a trainer or guide during work outs, males and females were consistent in their answers of strongly dislike, dislike, like and never tried/unsure. Male respondents were more likely to feel neutral about having a trainer or guide during work outs (37.5%) than female respondents (21.1%). Females are more likely to love having a trainer or a guide during work outs (17.5%) than males (4.2%).

In terms of income, the answers of dislike and never tried/unsure of having a trainer or guide during work outs was consistent. Respondents ages 55-64 were most likely to feel neutral about having a trainer or guide during work outs (43.8%), and decreases as age decreases down to 18-24 (22.8%). Respondents ages 35-44 were most likely to like having a trainer or guide during a workout (42.9%), followed by ages 18-24 (26.3%), ages 25-34 (25%) and ages 45-64 (12.5%). Respondents ages 35-44 were also most likely to love having a trainer or guide during work outs (21.4%), followed by ages 25-34 and ages 18-24 (~10% each) and ages 45-64 (6.3%). Respondents ages 45-64 were most likely to strongly dislike having a trainer or guide during work outs (18.6%), followed by ages 25-34 (10%), ages 18-24 (7%) and ages 35-44 (0%).

Regardless of if respondents had kids or not, their answers to their opinion of having a trainer or guide during workouts were consistent.

In terms of income, the answers of strongly disagree and never tried/unsure were consistent when asked respondent opinions of having a trainer or guide during workouts. Respondents who make \$75,000+ were most likely to dislike having a trainer or guide during workouts (57.1%), followed by those who make \$25,000-\$49,000 (33.3%), those who make less than \$24,000 and those who make \$50,000-\$74,000 (~21% each). Respondents who make \$50,000-\$74,000 were most likely to like having trainer or guide during workouts (42.9%), followed by those who make less than \$24,000 (30%), those who make \$25,000-\$49,000 (19.1%) and those who make \$75,000 (7.1%). Respondents who make less than \$24,000 were most likely to dislike having a trainer or guide during workouts (26.7%), and decreases as income increases to \$75,000+ (7.1%). Respondents who makes \$75,000+ were most likely to love having a trainer or guide during a workout (21.4%),

followed by those who make \$25,000-\$49,000 (19.1%), those who make \$50,000-\$74,000 (7.1%) and those who make less than \$24,000 (6.7%).

When asked about setting work out goals, a little less than half (45%) of respondents like it, followed by neutral (23.9%), love (16.5%), dislike (13.8%) and strongly dislike (0.9%).

In terms of setting work out goals, both males and females were consistent for most options. However, males are more likely than females to feel neutral about setting work out goals (31.3%) than females (17.5%).

In terms of age, respondents age 35-44 were most likely to like setting work out goals (64.3%), followed by ages 18-24 (45.6%), ages 45-64 (43.8%) and ages 25-34 (35%). Respondents age 45-64 were most likely to dislike setting work out goals (25%), followed by ages 25-34 (25%), ages 18-24 (12.3%) and ages 35-44 (0%). Those ages 25-34 were most likely to say love setting work out goals (20%), followed by 18-24 (15.8%), ages 35-44 (14.3%) and ages 45-64 (6.3%).

Respondents who do not have kids were more likely to say they were neutral about setting work-out goals (25.9%) than those who do have kids (13%). Those who do have kids are more likely to say they dislike setting work out goals (21.7%) than those who do not have kids (11.8%). All other responses were similar whether they had kids or not.

In terms of income, answers were consistent for most options when it comes to respondent's opinion of setting work out goals. Respondents who make \$50,000-\$74,000 were most likely to say they like setting work out goals (57.1%), followed by less than \$24,000 (43.3%), those who make \$25,000-\$49,000 and those who make \$75,000+ (42.9% each). Respondents who make \$75,000 were most likely to say they like setting work out goals (28.6%), followed by less than those who make \$24,000 (25%), those who make \$25,000-\$49,000 (23.8%), those who make \$50,000-\$74,000 (14.3%). Respondents who make \$25,000-\$49,000 were most likely to say they like setting work out goals (23.8%), followed by those who make \$75,000+ (21.4%), those who make less than \$24,000 (13.3%) and those who make \$50,000-\$74,000 (14.3%).

When asked about creating their own work out program/regiment/routine, a little less than half (44%) of respondents like it, followed by neutral (30.2%), love (10.1%), dislike (9.2%), strongly dislike (3.7%) and never tried/unsure (2.8%).

In terms of creating their own work out program/regiment/routine, females were more likely to feel neutral about creating their own work our program/regiment/routine (35.1%) than males (25%). All other responses were similar for both genders.

In terms of creating their own work out program/regiment/routine, the answers of strongly dislike and never tried/unsure were consistent across all ages. Respondents ages 45-64 were most likely to say they like creating their own work out program/regiment/routine (68.8%), and it decreased steadily as age decreased down to 18-24 (35%). Respondents ages 18-24 were most likely to say they were neutral about creating their own work out program/regiment/routine (40.4%), and it decreased as age increased to 45-64 (12.5%). Respondents ages 35-44 were most likely to say they dislike creating their own work out program/regiment/routine (21.4%), followed by ages 18-24 (10.5%), ages 25-34 (5%) and ages 45-64 (0%). Respondents ages 25-34 were most likely to say they love creating their own work out program/regiment/routine (20%), followed by ages 45-64 (18.8%), ages 18-24 (7%), and ages 35-44 (0%).

In terms of creating their own work out program/regiment/routine, those who have kids are more likely to like creating their own work out program/regiment/routine (56.5%) than those without kids (41.2%). Those who do not have kids are more likely to feel neutral about creating their own work out program/regiment/routine (35.3%) than those who have kids (8.7%). All other responses were similar.

In terms of creating their own work out program/regiment/routine, the answers of dislike, love and never tried/unsure were consistent across all income levels. Respondents with an income of \$75,000+ were most likely to like creating their own work out program/regiment/routine (64.3%), and it decreased as income decreased down to less than \$24,000 (36.7%). Respondents with an



income of less than \$24,000 were most likely to feel neutral about creating their own work out program/regiment/routine (41.7%), followed by those who make \$50,000-\$74,000 (21.4%), those who make \$25,000-\$49,000 and those who make \$75,000+ (14.3% each). Respondents with an income of \$25,000-\$49,000 were most likely to strongly dislike creating their own work out program/regiment/routine (14.3%), followed by those who make less than \$24,000 (1.7%).

RQ2: How often do you work out? (Never, 2-3 times a month, 2-3 days a week, 4-6 days a week, everyday)

In terms of how often respondents work out, a little over a third (38.5%) said they work out 2-3 days a week, followed by 2-3 times a month (28.4%), 4-6 days a week (23.9%), never (5.6%) and every day (3.7%).

In general, how often men and women work out were fairly consistent except men (6.2%) are more likely to work out every day than women (1.75%).

In terms of age, working out 2-3 days a week or 4-6 days a week were consistent. Those who were ages 18-24 were most likely to work out 2-3 times a month (31.58%), as ages got older it declined consistently down to ages 45-64 (12.5%). Those who were ages 45-64 were most likely to work out every day (12.5%) followed by 18-24 (3.5%) and no one 25-34 worked out everyday. Those who were ages 35-44 were the most likely to never work out (14.3%), followed by 25-34 (10%) and 18-24 (3.5%).

Regardless whether respondents had kids or not, working out never and 4-6 days a week were consistent. For those who do not have kids, they are more likely to work out 2-3 days a week (41.1%) than those who do have kids (30.4%). Those who do have kids are more likely to work out 2-3 times a month (34.8%) than those who do not have kids (25.88%). Those who do have kids are more likely to work out every day (8.7%) than those who do not have kids (2.35%).

Based on income, never working out and working out every day were consistent. Respondents who make \$75,000+ a year a most likely to work out 2-3 times a week (50%), followed by less than \$24,000 (40%), \$50,000-\$74,000 (35.7%) and \$25,000-\$49,000 (28.6%). Respondents who make \$50,000-\$74,000 are most likely to work out 2-3 times a month (42.9%), followed by \$25,000-\$49,000 (33.33%), less than \$24,000 (28.3%) and \$75,000+ (7.1%). Respondents who make \$75,000+ are more likely to work out 4-6 days a week, followed by \$25,000-\$49,000 (33.3%), less than \$24,000 (21.67%) and \$50,000-\$74,000 (7.1%).

RQ3: What gyms in Whatcom County have you heard about? (Please list all you have heard of)

When asked what gyms respondents have heard about in Whatcom County, the most popular answer was the WWU Rec Center (31.2%), followed by none (28.44%), YMCA (24.8%), Fitness Evolution and Bellingham Fitness (both at 20.18%), Bellingham Athletic Club and Vital Climbing Gym (both at 5.5%), and Everybody's Gym (4.6%). Of other gyms mentioned, the most popular were City Gym and Anytime Fitness.

In terms of what gyms respondents have heard about, the answers of none, WWU Rec Center and Fitness Evolution were consistent across all genders. However, females were more likely to have heard about other gyms (35.1%) than males (20.8%). On the other hand, males were more likely to have heard about the YMCA (31.3%) than females (17.5%). Males were also more likely to have heard about Vital Climbing Gym (8.3%) than females (1.8%). Females were more likely to hear of both Bellingham Athletic Club and Everybody's Gym (7% for both) than males (2.1% for both). Women were more likely to have heard about Bellingham Fitness (25%) than men (16%).

In terms of age, respondents who are ages 18-24 were most likely to have heard about the WWU Rec Center, followed by those ages 25-34 (10%) and those ages 35-44 and 45-64 (0% each). Respondents ages 35-44 and 45-64, however, were most likely to have heard about no gyms in Whatcom County (50% each), followed by ages 25-34 (30%) and those ages 18-24 (15.8%). Re-

spondents ages 45-64 were most likely to have heard of other gyms in Whatcom County (37.5%), followed by ages 25-34 (35%), ages 18-24 (24.6%) and ages 35-44 (21.4%). Respondents ages 35-44 were most likely to have heard about Fitness Evolution (35.7%), followed by those ages 18-24 (24.6%), ages 25-34 (15%) and 45-64 (0%). Respondents ages 18-25 were most likely to have heard about the YMCA (26.3%), followed by ages 25-34 and ages 45-64 (25% each) and ages 35-44 (14.3%). Respondents ages 25-34 were most likely to have heard about Bellingham Fitness (25%), followed by those ages 18-24 (22.8%), those ages 35-44 (21.4%) and those ages 45-64 (6.3%). Respondents ages 25-34 were most likely to have heard of the Bellingham Athletic Club (15%), followed by ages 45-64 (12.5%), ages 18-24 (1.8%) and ages 35-44 (0%). Respondents ages 25-34 were most likely to have heard of Everybody's Gym (10%), followed by ages 18-24 (5.3%), ages 34-44 and ages 45-64 (0% each).

Regardless of if respondents had kids or not, the answers of Fitness Evolution, Bellingham Athletic Club, Vital Climbing Gym and other were consistent. Those that have kids were more likely to have heard of no gyms in Whatcom County (52.2%) than those without kids (22.35%). Those without kids were more likely to have heard about the WWU Rec Center (40%) than those with kids (0%). Those without kids were also more likely to have heard about the YMCA (27.1%) than those with kids (13%). Those without kids were also more likely to have heard about Bellingham Fitness (22.4%) than those who have kids (13%). Those with kids were more likely to have heard about Everybody's Gym (8.7%) than those without kids (3.5%).

In terms of income, the answers of Bellingham Fitness and Fitness Evolution were consistent. Respondents who make \$75,000+ a year were the most likely to have heard about no gyms in Whatcom County (50%), followed by those who make \$50,000-\$74,000 (42.9%), those who make \$25,000-\$49,000 (23.8%) and those who make less than \$24,000 (21.7%). Respondents who make less than \$24,000 were most likely to have heard about the WWU Rec Center (50%), followed by those who make \$25,000-\$49,000 (19.1%), those who make \$50,000-\$74,000 and \$75,000+ (0% for each). Those who make \$25,000-\$49,000 were most likely to have heard about the YMCA (38.1%), followed by those who make less than \$24,000 (25%), those who make \$75,000+ (21.4%) and those who make \$50,000-\$74,000 (7.1%). Respondents who make \$50,000-\$74,000 were most likely to have heard about other gyms in Whatcom County (35.7%), followed by those who make \$25,000-\$49,000 (33.3%), those who make \$75,000+ (28.6%) and those who make less than \$24,000 (25%). Those make \$25,000-\$49,000 were most likely to have heard about Bellingham Athletic Club (19.1%), followed by those who make less than \$24,000 (3.3%), those who make \$50,000-\$74,000 and those who make \$75,000 (0% each). Those who make \$50,000-\$74,000 were most likely to have heard about Everybody's Gym (14.3%), followed by those who make less than \$24,000 (5%), those who make \$25,000-\$49,000 and \$75,000+ (0% each). Respondents who make \$25,000-\$49,000 were most likely to have heard about Vital Climbing Gym (14.29%), followed by those who make less than \$24,000 (5%), those who make \$50,000-\$74,000 and those who make \$75,000+ (0% each).

RQ4: What keeps you from working out at a gym? Choose one. (I don't enjoy working out, I don't enjoy working out at gyms, time constraints/availability, injuries, family/kids, money, nothing, I work out at a gym)

Overall, about a third (32.4%) of respondents said time constraints/availability keep them from working out, followed by I don't enjoy working out at gyms (24.8%), nothing I work out at the gym (21%), money (11.43%), injuries and I don't enjoy working out (both at 4.8%) and family/kids (0.95%).

In terms of what keeps respondents from working out at a gym, both genders had similar responses, except women (7.3%) said they didn't enjoy working out.

In terms of age, the answers of injuries and family/kids were consistent. Respondents in the age range of 45-64 were most likely to state that they don't enjoy working out at gyms (43.8%), followed by ages 25-34 (31.58%), ages 18-24 (21.8%) and ages 35-44 (7.1%). Respondents in the age range of 35-44 were most likely to state that time constraints/availability kept them from working out, followed by ages 18-24 (36.4%), ages 25-34 (26.3%) and ages 45-64 (12.5%). Respondents in the age range of 35-44 were most likely to state that nothing keeps them from working out and they work out at the gym (28.6%), followed by ages 18-24 (21.8%), ages 45-64 (18.8%) and ages 25-34 (15.8%). Respondents ages 45-64 were most likely to state that money kept them from working out at a gym (18.8%), followed by ages 25-34 (15.8%), ages 18-24 (9.1%) and ages 35-44 (7.1%). Respondents age 25-35 were most likely to state that they don't like working out (10.5%), followed by ages 35-44 (7.1%), ages 18-24 (3.6%) and ages 45-64 (0%).

Regardless whether respondents had kids or not, most answers were consistent. However, respondents who have kids were more likely to state that nothing keeps them from working out at the gym (31.8%) than those who do not have kids (18.3%). Respondents who do not have kids were more likely to state that money kept them from going to the gym (12.2%) compared to those who do have kids (4.55%).

In terms of income, the answers of injuries and family/kids were consistent. Respondents who make \$75,000+ are most likely to state that nothing keeps them from working out at the gym (42.9%), followed by \$25,000-\$49,000 (26.3%), less than \$24,000 (15.5%) and \$50,000-\$74,000 (14.3%). Respondents who make \$25,000-\$49,000 were more likely to state that time constraints/availability keeps them from working out in a gym (42.1%), followed by \$50,000-\$74,000 (35.7%), less than \$24,000 (31.0%) and \$75,000+ (21.4%). Respondents who make \$50,000-\$74,000 were the most likely to state that they don't like working out in gyms (35.7%), followed by those who make \$75,000+ (28.6%), those who make less than \$24,000 (24.1%) and those who make \$25,000-\$49,000 (15.8%). Respondents who make less than \$24,000 were most likely to state that money was keeping them from working out at a gym (15.5%), followed by those who make \$50,000-\$74,000 (14.3%), those who make \$25,000-\$49,000 (5.26%) and those who make \$75,000+ (0%). Respondents with an income of \$25,000-\$49,000 were the most likely to state that they don't enjoy working out (10.5%), followed by those who make less than \$24,000 (5.1), those who make \$50,000-\$75,000 and those who make \$75,000+ (0% each).

RQ5: How do you find out about fitness programs or gyms? (social media, newspaper, friends, radio, online, other, I don't hear about fitness/gyms)

Out of all the ways to find out about fitness programs or gyms, over half (59.6%) of respondents find out through friends, followed by online (27.5%), social media (26.6%), I don't hear about fitness programs or gyms (11.9%), other (9.2%), radio (3.7%) and newspaper (2.8%).

Friends	Online	Social media	I don't	Other	Radio	Newspaper
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In terms of gender, males and females consistently find out about fitness programs or gyms through the newspaper and online. However, females were more likely to find out about fitness programs or gyms through friends (63.2%) than males (54.2%). Females were also more likely to find out about fitness programs or gyms through social media (35.0%) than males (14.6%). Males are more likely to not hear about fitness programs or gyms (18.8%) than females (7.0%). Males are more likely to find out about fitness programs or gyms through other ways (12.5%) than females (7%). Females are more likely to find out about fitness programs or gyms through radio (5.3%) than males (2.1%).

In terms of age, respondents ages 18-24 were most likely to find out about fitness programs or gyms through friends (68.4%), followed by those ages 35-44 (64.3%), those ages 25-34 (45%) and those ages 45-65 (37.5%). Respondents ages 35-44 were most likely to find out about fitness pro-

grams or gyms online, followed by those who were ages 18-24 (31.6%), those who were ages 25-34 (25%) and those who were ages 45-64 (12.5%). Respondents ages 25-34 were most likely to find out about fitness programs or gyms through social media (35%), followed by those ages 35-44 (28.6%), ages 18-24 (28%) and ages 45-65 (12.5%). Respondents ages 25-34 are most likely to not hear about fitness programs or gyms (20%), followed by ages 45-64 (18.8%), ages 35-44 (14.3%) and ages 18-24 (7%). Respondents ages 25-34 were most likely to find out about fitness programs or gyms through the newspaper (15%) than those ages 18-24, 35-44 and 45-64 (0% each). Respondents ages 25-34 were also most likely to learn about fitness programs or gyms through the radio (10%), followed by ages 45-64 (6.3%), ages 18-24 (1.8%), and ages 35-44 (0%). Respondents ages 45-64 were most likely to find out about fitness programs or gyms in other ways (25%), followed by ages 25-34 (20%), ages 35-44 (7.1%) and ages 18-24 (1.8%).

Regardless whether respondents had kids or not, the likeliness of them finding out about fitness programs or gyms from the radio and newspapers was consistent. Respondents who do not have kids are more likely to find out about fitness programs or gyms through friends (62.4%) than those who do not have kids (52.2%). Respondents who do not have kids are more likely to find out about fitness programs or gyms online (30.6%) than respondents who have kids (17.39%). Those who do not have kids are also more likely to find out about fitness programs or gyms through social media (29.4%) than those who do have kids (17.4%). Respondents who have kids are most likely to not hear about fitness programs or gyms (26.1%) than those who do not have kids (8.3%). Respondents who do have kids were more likely to find out about fitness programs or gyms through other ways (17.4%) than those who do not (5.9%).

In terms of annual income, finding out about fitness programs or gyms through the radio was consistent. Respondents with an income of \$25,000-\$49,000 are most likely to find out about fitness programs or gyms from friends (66.7%), followed by those with an income of \$75,000+ (64.3%), those with an income of less than \$24,000 (58.3%) and those with an income of \$50,000-\$74,000 (50%). Respondents with an income of \$75,000+ are most likely to find out about fitness programs or gyms online (42.9%), followed by those with an income of less than \$24,000 (33.3%), those with an income of \$25,000-\$49,000 (14.3%) and those with an income of \$50,000-\$74,000 (7.1%). Respondents who make less than \$24,000 are most likely to find out about fitness programs or gyms through social media (33.3%), and the likeliness of finding out via social media declines as income increases to \$50,000-\$74,000 and \$75,000+ (14.3% each).

Respondents with an income of \$50,000-\$74,000 were most likely to find out about fitness programs or gyms through other ways (28.6%), followed by those with an income of \$25,000-\$49,000 (9.5%), those with an income of \$75,000+ (7.1%) and those with an income of less than \$24,000 (5%). Respondents with an income of \$50,000-\$74,000 were most likely to not hear about fitness programs or gyms (21.4%), followed by \$25,000-\$49,000 (14.3%), \$75,000+ (14.3%) and less than \$24,000 (8.3%). Respondents with an income of \$50,000-\$74,000 were also most likely to find out about fitness programs or gyms through the newspaper (7.1%), and the likeliness of finding out via the newspaper decreases as income decreases to less than \$24,000 (1.7%), except those with an income of \$75,000 (0%).

RQ6: What kind of social media do you use? (Facebook, Instagram, Twitter, Snapchat, other)

Out of the social media platforms listed, the most popular answer was Facebook (82.2%), followed by Instagram (61.7%), Snapchat (44.9%), Twitter (16.8%) and other (11.2%).

In terms of gender, males and females were consistent in their use of Facebook and Twitter. Females were more likely to use Instagram (69.6%) than males (51.1%). Females were also more likely to use Snapchat (51.8%) than males (34%). However, males were more likely to use other kinds of social media (19.2%) than females (3.6%).

In terms of age, respondents in the age group of 18-24 were most likely to use Facebook (87.5%), followed by people ages 35-44 (85.7%), people ages 25-34 (75%) and ages 45-64 (73.3%).

The age group that was most likely to use Instagram was 25-34 (75%), followed by ages 18-24 (64.3%), ages 35-44 (50%) and ages 45-64 (46.7%). Respondents age 18-24 were most likely to use Snapchat (66.1%), as ages increased the use of Snapchat decreased down to 45-64 (6.7%). Respondents in the age group of 45-64 were most likely to use other forms of social media (26.67%), followed by 25-34 (20%), 18-24 (5.4%) and 35-44 (0%). The age group that was most likely to use Twitter was 25-34 (20%), followed by ages 18-24 (19.6%), ages 45-64 (13.3%) and ages 35-44 (7.1%).

Regardless of if respondents had kids or not, their use of Facebook was consistent. Respondents who do not have kids were more likely to use Instagram (67.9%) than those who have kids (40.9%). Respondents who do not have kids were also more likely to use Snapchat (53.6%) than those who have kids (13.64%). Respondents who do not have kids were also more likely to use Twitter (19.1%) than those who have kids (9.1%). On the other hand, respondents who do have kids were more likely to use other forms of social media (18.2%) than those who have kids (8.3%).

In terms of income, those who make \$75,000+ were most likely to use Facebook, followed by those who make less than \$24,000 (84.8%), those who make \$25,000-\$49,000 (81%) and those who make \$50,000-\$74,000 (69.2%). Those who have an income of less than \$24,000 are most likely to use Instagram, followed by \$25,000-\$49,000 (66.7%), \$50,000-\$74,000 (62%) and \$75,000+ (28.6%). Respondents with an income of less than \$24,000 were also most likely to use Snapchat, followed by those who make \$25,000-\$49,000 (38.1%), those who make \$75,000+ (14.3%) and those who make \$50,000-\$74,000 (7.7%). Respondents who make less than \$24,000 a year were also most likely to use Twitter (22.03%), followed by \$75,000+ (14.3%), \$25,000-\$49,000 (9.5%) and \$50,000-\$74,000 (7.7%). Respondents who make \$75,000+ were most likely to use other forms of social media (21.4%), followed by \$25,000-\$49,000 (19%), \$50,000-\$74,000 (15.4%) and less than \$24,000 (5.1%).

RQ7: How likely would you be to go to a free introductory CrossFit workout class? (Very likely, somewhat likely, not likely, not interested)

When asked how likely they would be to go to a free introductory CrossFit workout class, about a third of respondents said they were somewhat likely (38%), followed by not likely (27.8%), not interested (25.93%) and very likely (8.3%).

In general, the answers of very likely and not likely were consistent for both males and females. Males more frequently said they would be somewhat likely (47.4%) to attend a free introductory class followed by females (29.8%). Males were also more likely (31.9%) to say they were not interested than females (21.05%).

In terms of age, those who are 18-24 more frequently responded saying they would be very likely to attend a free introductory work out class (14.0%) than those who were 35-44 (7.7%). Respondents ages 18-24 more frequently answered saying they were somewhat likely to attend a free class (42.1%), followed by 35-44 (38.5%), 25-34 (35%) and 45-65 (31.35%). Those in the age group of 35-44 answered more frequently saying they would not be likely to attend a free class (30.8%), followed by 18-24 (29.8%), 25-34 (20%), 45-64 (18.8%).

Regardless of if people had kids or not, the answers of very likely and not likely were consistent. Those who do not have kids most frequently answered saying they would be somewhat likely to attend a free introductory class (42.9%) than those who do not have kids (21.7%). Those who do have kids most frequently answered saying they would not be interested in a free introductory class (39.1%) than those who do not have kids (21.43%).

In terms of annual income, the answer of very likely was consistent across each bracket. However, those who make less than \$24,000 a year most frequently answered saying they would be somewhat likely to attend a free introductory class (41.7%), and as income increased it declined consistently down to \$75,000+ (23.1%). Those who make less than \$75,000+ more frequently answered saying they would not be likely to attend a free introductory class (38.5%), followed by

\$25,000-\$49,000 (33.3%), \$50,000-\$74,000 (28.6%), and less than \$24,000 (23.33%). Those who make less than \$75,000+ more frequently answered saying they are not interested in attending a free introductory class (38.5%), followed by \$50,000-\$74,000 (28.6%), less than \$24,000 (25%) and \$25,000-\$49,000 (19%).

RQ8: What do you know about CrossFit? (I know of it, never heard of it, know someone who does it, heard of it and never went, I've been but don't go anymore, active participant)

In terms of knowledge about CrossFit, a little less than half (44%) said they have heard of it but never went, followed by those who know of it (28.4%), those who know someone who does it (22.9%), those who have been but don't go anymore (8.3%), those who have never heard of it (5.5%) and active participants (0.9%).

In terms of knowledge about CrossFit, female and male answers were consistent, except males are more likely to never heard of it (10.4%) than females (1.8%).

In terms of age, the answers of I've been but I don't go anymore and active participant were consistent. Respondents age 25-34 were most likely to say they have heard of CrossFit but never went (65%), followed by ages 45-64 (43.8%), ages 18-24 (40.4%) and ages 35-44 (35.7%). Respondents ages 35-44 were most likely to say they know of CrossFit (35.7%), followed by ages 45-64 (31.3%), ages 18-24 (28.1%) and ages 25-34 (25%). Respondents ages 25-34 were most likely to say they know someone who does CrossFit (25%), followed by ages 18-24 (24.6%), ages 35-44 (14.3%) and ages 45-64 (12.5%). Respondents ages 45-64 were the most likely to say they have never heard of CrossFit (18.8%), followed by ages 35-44 (7.1%), ages 18-24 (3.5%) and ages 25-34 (0%).

Respondents who don't have kids were more likely to say they have heard of it but never went (47.1%) than those who have kids (34.8%). Respondents who do have kids were more likely to say they know someone who does CrossFit (30.4%) than those who do not have kids (21.2%). All other responses were similar.

In terms of income, the answers of I know of it, I know someone who does it and active participant were consistent. Respondents who make \$25,000-\$49,000 were most likely to say they have heard of CrossFit but never went (52.4%), followed by those who make less than \$24,000 (46.7%), those who make \$75,000+ (42.9%) and those who make \$50,000-\$74,000 (21.43%). Those who make \$75,000+ were most likely to say they have been to CrossFit but don't go anymore (21.4%), followed by those who make \$50,000-\$74,000 (7.1%), those who make less than \$24,000 (6.7%) and those who make \$25,000-\$49,000 (4.8%). Respondents who make \$50,000-\$74,000 were most likely to say they have never heard of CrossFit (21.4%), followed by those who make \$75,000+ (7.1%), those who make \$25,000-\$49,000 (4.8%) and those who make less than \$24,000 (1.7%).

RQ9: What is your opinion of the workout program CrossFit as of right now? (Unfavorable, neutral, favorable, I don't know)

When asked their opinion of the workout program CrossFit, nearly two thirds (63.3%) of respondents said they were neutral about it, followed by unfavorable (22.2%) and favorable (15.6%).

In terms of gender, answers were consistent for males and females except females more frequently said they felt unfavorable about CrossFit (25.5%) than males (15%).

In terms of age, the opinion of favorable was consistent, except no one age 25-34 said favorable. The age range of 45-64 more frequently said their opinion of CrossFit was neutral (71.4%), followed by ages 35-44 (66.7%), ages 18-24 (64.6%) and ages 25-34 (53.3%). Respondents ages 25-34 more frequently said their opinion of CrossFit was unfavorable (53.3%), followed by those ages 18-24 (16.7%), those ages 45-64 (14.3%) and those ages 35-44 (8.3%).

Regardless of whether respondents had kids or not, answers were consistent in their opinion of CrossFit as favorable and as unfavorable. Respondents who do not have kids were more likely to say their opinion of CrossFit was neutral (65.7%) compared to those who do have kids (55%).

In terms of income, respondents who make \$75,000+ were most likely to say their opinion of CrossFit was neutral (78.6%), followed by respondents who make \$25,000-\$49,000 (68.8%), respondents who make less than \$24,000 and respondents who make \$50,000-\$74,000 (58.3% each). Respondents who make \$50,000-\$74,000 and those that make less than \$24,000 were the most likely to say their opinion of CrossFit was unfavorable (25% each), followed by \$25,000-\$49,000 (18.8%) and \$75,000+ (14.3%). Respondents who make less than \$24,000 are most likely to say their opinion of CrossFit is favorable (18.8%), followed by respondents who make \$50,000-\$74,000 (16.7%), respondents who make \$25,000-\$49,000 (12.5%) and respondents who make \$75,000+ (7.14%).

RQ10: What is your opinion of Kulshan CrossFit? (I am interested in going, I know of it, never heard of it, know someone who does it, heard of it and never went, I've been but don't go anymore, active participant)

When asked their opinion of Kulshan CrossFit, nearly three quarters (71.2%) of respondents said they have never heard of it, followed by heard of it but never went (13%), know of it (9.3%), interested in going (5.6%) and know someone who does it (1.9%).

In general, both male and female respondents were consistent on their opinion of Kulshan CrossFit, however men more frequently (79.2%) answered that they had never heard of it compared to women (69.6%). Women were the only ones to say they are interested in going (10.7%) compared to men (0%).

In terms of age, the answers of I know of it, know someone who does it, I've been but don't go anymore and active participant were consistent. People in the age group of 18-24 more frequently answered saying they have never heard of Kulshan CrossFit, followed by ages 45-64 (81.3%), ages 25-34 (65%) and ages 35-44 (61.5%). Respondents age 25-34 more frequently answered that they have heard of Kulshan CrossFit but never went (25%), followed by ages 35-44 (15.4%), ages 18-24 (10.5%) and 45-64 (6.3%). Those in the age group of 35-44 more frequently answered that they were interested in going to Kulshan Crossfit (23.2%) followed by age 18-24 (5.3%).

Answers were consistent amongst people who do and do not have kids.

In terms of annual income, many of the answers were consistent, such as I am interested in going, I know of it, I know someone who does it, I've been but I don't go anymore and active participant. However, those with an income of \$75,000+ more frequently answered saying they have never heard of Kulshan CrossFit (76.9%), followed by less than \$24,000 (75%), \$50,000-\$74,000 (71.4%) and \$25,000-\$49,000 (66.67%). Those with an income of \$25,000-\$49,000 more frequently answered that they have heard of it but never went (19.1%), followed by \$75,000+ (15.4%), less than \$24,000 (11.7%) and \$50,000-\$74,000 (7.1%).

### Concluding interpretations

In this study, we found that almost three quarters of people have never heard of Kulshan CrossFit. One of our goals is to raise awareness and it is now even more important to get the word out about the company during our campaign. One way in which we can do this is through advertising the gym on different platforms such as social media or online. Part of our campaign could be to spruce up their website and ensure that it is completely understandable and does not come off as daunting to potential members. A succinct online presence is extremely important because usually this is the first thing that people see of your company. With technology so readily available and at our fingertips, people quickly search companies on their phones all the time

to decide if they would like to commit their time to them or not. Kulshan CrossFit should have an online presence that reflects the values that the gym stands for.

From these findings, we can deduce that our target audience will be 18-24 year olds and 35-44 because when asked what their opinion of Kulshan CrossFit is, they were the age groups that indicated they were interested in going. This was a surprising finding because our client at Kulshan CrossFit told us their membership age group is mainly 25-34 year olds. Through this study we also found that women are more likely to be interested in not only Kulshan CrossFit but also a free introductory class, so it would be in our best interest to target women. This is understandable, as our client mentioned that there are more women members than men currently. Regardless of these pertinent demographics, I believe it is important to gear our campaign to all kinds of people, whether they work out or are trying exercise for the very first time. One of the main points our client wants to keep in mind during the campaign is that Kulshan CrossFit is a gym that accommodates to everyone and anyone's ability levels. This is an important aspect to keep in mind during the creation of our campaign.

This study also revealed that the most used social media platforms are Facebook and Instagram, which our client already uses. It is reassuring to know that these are effective ways to reach people in this day and age. A campaign with a focused social media plan will be of benefit to our client so that the presence of Kulshan CrossFit as a leader in the community's CrossFit gyms can be known. This could be through having friendly competitions via social media, spotlighting current members and their journeys, encouraging members to post their own pictures or having an open dialogue/discussion via social media for those who may be scared to try CrossFit. This would personify Kulshan CrossFit and allow current as well as potential members to connect with the gym.

We found that the most popular way of finding out about fitness programs or gyms was through friends. This finding can fuel our campaign by encouraging CrossFitters to bring a friend to one of their classes. This part of our campaign could be geared toward current members so that they are given the opportunity to take part in encouraging others to try something new. This will also help to achieve our client's goal of not only new members, but member retention.

Our study found that people do not like working out in gyms so a campaign that encouraged them work out outside would be beneficial to our demographics. One of our original ideas when learning about Kulshan CrossFit was to have a series of events that members could work up to throughout the year. In the summer, this could be CrossFit in the park or at the lake.

Because the WWU Rec Center was the most heard of gym in Whatcom County, a campaign that partners the university with Kulshan CrossFit could be beneficial. The WWU Rec Center is a very open and welcoming place, so I am sure they would be willing to partner with Kulshan CrossFit. The Rec Center also doesn't offer CrossFit classes, so this could be an opportunity to gain new members while allowing students to try something new.

An interesting aspect of our findings were that the answers were consistent for many of the research questions surrounding gender and those who do not have kids or do have kids. I assumed that these demographics would yield very different results, and in some cases, they were opposite of what I expected to see.





# Free Billboard Locations

## Breweries

## Who Posted

Boundary Bay	
Chuckanut	
Kulshan	
Kulshan 2	
Wander	
Menace	
Gruff	
Stones Throw	
The Local	
Elizabeth Station	
Uisce	

## Sunset/Barkley

## Who Posted

<u>Cost Cutter</u> – 1275 E. Sunset	
Group Health – 2211 Rimland Dr Suite 114	
Mega Wash	
Starbucks Coffee – 1225 Sunset	
Sunset Postal – 98226 or 28229	
WECU – 3061 Orleans St.	
Haggen	
Bob's Burgers	
Jalapenos	
Mod Pizza	

## Lakeway

## Who Posted

<u>Cost Cutter</u> – 1030 Lakeway	
<u>Crazy Mike</u> – 1266 Lakeway <u>DDome</u>	
Fred Meyers- Lakeway	
Lydia Place – 1701 Gladstone	
Sunshine Laundry <i>Fred Meyer Shopping Center</i> – 800 Lakeway Dr.	
US Bank – 1030 Lakeway Dr.	

# Free Billboard Locations

## Northwest

## Who Posted

Albertsons	
Salvation Army – 1515 Birchwood Ave.	
The Bean Stop Coffee Shop – Northwest	
Tony's Coffee House Drive Thru – 1627 Birchwood Ave. 98225	
WECU – 1600 Birchwood	

## Meridian

## Who Posted

Bellingham Athletic Club – 4191 Meridian	
Cascade Pizza – 2413 Meridian St.	
Cinco de Mayo – Meridian #106	
City Gym – 4142 Meridian St.	
City Gym – Meridian St.	
Comcast – Mall Kiosk – 1 Bellis Fair Parkway	
Cordata Hair – 4151 Meridian #118	
Costco – 4299 Guide Meridian	

Crazy Bob's 5927 Guide Meridian	
Crazy Bobs Pizza 4240 Meridian St	
Eddie Bauer – In Bellis Fair Mall	
Food Coop Cordata	
Haggen	
Price Cutter Cleaners 4115 Meridian	
Starbucks Coffee Cordata 2814 Meridian	
WECO Guide Meridian	
WECU – 2625 Meridian St.	
Whatcom C.C. Art Room/Bulletin Board 237 W. Kellogg Rd.	
Whatcom Literacy Council – 237 Kellogg	
Center Pointe condos (3 buldings)	

## Sehome/Samish

## Who Posted

Diego's – 300 Samish Way	
Haggen- 36 <sup>th</sup> Street	
Woods Coffee – 210 36 <sup>th</sup> St. <i>inside Haggens</i>	
Starbucks Coffee – 222 36 <sup>th</sup> St <i>Sehome Village</i>	

# Free Billboard Locations

## Fairhaven

## Who Posted

Boulevard Park	
Colophon Café – 1208 11 <sup>th</sup> St.	
Fairhaven Bike & Mtn Sport – 1108 11 <sup>th</sup> St	
Fairhaven Library – 1117 12 <sup>th</sup> St	
Fairhaven Runners – 1209 11 <sup>th</sup> St.	
Tony's Coffee – 1101 Harris Ave.	
Village Books – 1210 11 <sup>th</sup> St.	
Jalapenos	
Archer Ale House	
Sirena Gelato	
Book Fare Cafe	

## Other *Bellingham*

## Who Posted

Anvil – 1675 W. Bakerview Rd.	
Bellingham ChildCare & Learning Center – 2600 Squalicum Parkway	
Bellingham Technical College – 3028 <a href="#">Lindberg Ave.</a>	
Blaine Library – 610 3 <sup>rd</sup> St, 98230	
Blossom Management - 112 Ohio St.	

# Free Billboard Locations

Miller Hall board <i>Southside</i>	
Old Main 1 <sup>st</sup> Floor Board by Registration Center	
Old Main 4 <sup>th</sup> Floor lounge area at north side of building	
PAC on main floor	
Parks Hall	
Ross Technology Building	
WWU – 516 High St., 98225	

## Everson/Nooksack

## Who Posted

Everson Library – 104 Kirsch Dr.	
Everson Food Bank	

## Lynden

## Who Posted

Crystals Spring	
Lynden Curves – 8132 Guide Meridian, 98264	
Lynden Library – 216 4 <sup>th</sup> St.	
Lynden Museum – 217 Front St.	
Safeway Store – 8071 Guide Meridian Rd	

## Ferndale/Custer

## Who Posted

Alcoa: Intalco works – 4050 Mt View Rd, Ferndale	
ConocoPhillips – 3901 Unich Rd., Ferndale	
Ferndale Library – 2222 Main St. 98248	
Starbucks Coffee – 1815 Main St. Ferndale	
TOSCO – 3901 Unick Rd Ferndale 384-	
US Bank – Ferndale	

# Survey

## DEMOGRAPHICS

What age range do you fall in?

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-64 years old
- 65 + years old

What is your preferred gender?

- Male (he/him/his)
- Female (she/her/hers)
- Other (they/them/their)
- Prefer not to answer

Do you have kids?

- Yes
- No

What is your income?

- Less than \$24,000
- \$25,000-\$49,000
- \$50,000-\$74,000
- \$75,000+

## RESEARCH Q

1. On a scale of Strongly Dislike to Love how do you feel about the following activities? Please mark with an "X".

	Strongly Dislike	Dislike	Neutral	Like	Love	Never tried / Unsure
Working out?						
Working out independently?						
Working out with a group?						
Having a trainer or guide during a workout?						
Setting workout goals?						
Creating your own workout program/segment/routine?						

2. How often do you workout?

- Never
- 2 - 3 times a month
- 2 - 3 days a week
- 4 - 6 days a week
- Everyday

3. What gyms in Whatcom County have you heard about? (Please list all you have heard of)

4. What keeps you from working out at a gym?

*Choose One.*

- I don't enjoy working out
- I don't enjoy working out at gyms
- Time constraints / availability
- Injuries
- Family / Kids
- Money
- Nothing, I workout at a gym

5. How do you find out about fitness programs or gyms?

- Social media
- Newspaper
- Friends
- Radio
- Online
- Other
- I don't hear about fitness/gyms

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- Social media
- Newspaper
- Friends
- Radio
- Online
- Other
- I don't hear about fitness/gyms

6. What kind of social media do you use?

- Facebook
- Instagram
- Twitter
- Snapchat
- Other

8. What do you know about CrossFit?

- I know of it
- Never heard of it
- Know someone who does it
- Heard of it, never went
- I've been but don't go anymore
- Active participant

9. What is your opinion of the workout program CrossFit as of right now?

- Unfavorable
- Neutral
- Favorable
- I don't know

9. What is your opinion of the workout program CrossFit as of right now?

- Unfavorable
- Neutral
- Favorable
- I don't know

10. What is your opinion on **Kulshan CrossFit**?

- I am interested in going
- I know of it
- Never heard of it
- Know someone who does it
- Heard of it, never went
- I've been but don't go anymore
- Active participant







Thank  
you!