

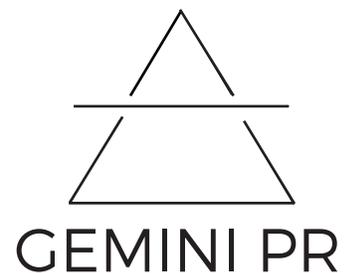
# BE BOUNDLESS

## CAMPAIGN PROPOSAL

PREPARED FOR:



PREPARED BY:



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# INTRODUCTION

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## ABOUT KULSHAN CROSSFIT

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!



## ABOUT GEMINI PR

Geminis are creative, communicative and charismatic. It is in a gemini's nature to be curious and analytical, and by channeling our creative strengths we are able to produce visual and written content that convey messages across any audience. At Gemini PR, we serve our clients by combining our talents with their goals and ideas into unique campaigns.



# PLAN OF ACTION

# PROJECT NARRATIVE

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## BE BOUNDLESS

Gemini PR works to design creative, communicative and adaptive campaigns for our clients. Our goal is to spread awareness of the benefits CrossFit provides and to promote Kulshan CrossFit's welcoming and flexible style to the Bellingham community.

Through a convenience survey of 104 people, Gemini PR found our target respondents were 18 to 34, male or female, and were a student and/or worked part or full-time. From our survey results we analyzed the results from seven demographic questions to 10 research questions. Overall, people in the 18 to 34 age range prefer to exercise at a gym, outdoors or at home. Many reported using social media to get information about gyms and fitness, but more people rely on word of mouth. Gemini PR found that a majority of respondents did not know anything about Kulshan CrossFit, but of those who did they had only good opinions about the gym.

By utilizing thorough research and building off Kulshan CrossFit's goals of creating a safe, challenging environment for people of all fitness levels, Gemini PR wants to promote the accessibility of CrossFit to all ages, experience levels and athletic ability. To achieve this, Gemini PR has created a campaign to increase awareness of Kulshan CrossFit in the Bellingham community through social media and traditional print advertisement, bring in our target demographics to try CrossFit at least once and promote the great discounts Kulshan CrossFit already offers.

Our campaign aims to show the Bellingham community they are welcome at Kulshan CrossFit and regardless of their abilities, there are no limits when it comes to getting healthy and being in shape. The Kulshan CrossFit community encourages each other to set attainable yet challenging goals, and when you reach one you set another. There is no limit to what your body and mind can do, and Kulshan CrossFit is a place where you can aim to be boundless.

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## **BRAWN AND BREW EVENT PLAN**

We've planned an anniversary event that we feel highlights the inclusive and versatile nature of Kulshan CrossFit. Based on our research, we think this event will draw a wide range of community members, groups and athletes. This event would increase community engagement and inspire people who might be hesitant to try CrossFit, to give it a chance.

Kulshan CrossFit Brawn and Brew is a 10k race that celebrates Kulshan CrossFit's fourth anniversary. It is open to Kulshan CrossFit community members as well as their friends and families. By partnering this event with other businesses, it will foster a sense of camaraderie and community as well as generate exposure for Kulshan CrossFit.

## **PARTNERSHIPS**

To help spread Kulshan CrossFit' name, Kulshan Brewing Company offered to host a post-event celebration with discounted brews . We suggest arranging other partnerships with Roller Betties, Fairhaven Runners, Mt. Baker Bike Club and other local sports clubs and organizations. Through our research, we found that people are most likely to get information about gyms and fitness by word of mouth. As a city known for its brews, partnering with a well-establish, local brewery and other organizations, we believe this will be the best way to gain recognition from the community.

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## PRINT PROMOTIONAL MATERIAL + DISTRIBUTION GUIDE

Based on our research, many of our respondents reported receiving their information about gyms and fitness via word of mouth, followed by social media and print ads. Our survey showed that no one held negative opinions towards Kulshan CrossFit, the majority reported never having heard about the gym. This lack of exposure gave our campaign a lot of room to promote Kulshan Crossfit.

We created new informational posters and handbills for Kulshan CrossFit as well as other print material that promote discounts Kulshan CrossFit already has. We also paired it with a distribution guide that was created in Google Maps. This map categorizes distribution locations based on poster type and neighborhood. It is easy to implement and anyone at Kulshan CrossFit can distribute the material.

## BRANDING + SOCIAL MEDIA GUIDE

### BRANDING

We have created a simple branding guide that includes color palettes, typography and logo designs that make it easy to translate a consistent Kulshan CrossFit brand across both digital and print platforms. This branding guide pairs with the print promotional material because both serve as a template for Kulshan CrossFit to create new material off of.

Keeping a consistent brand is important because as Kulshan CrossFit grows, you want the message of your gym to stay consistent. For example, if you alter the logos or color scheme for a new market audience, it might be unrecognizable to previous audiences. Respondents reported receiving their information from print ads and word of mouth, and the more you expand exposure, whether digital or print, for Kulshan CrossFit, the more people will talk about it.

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## **SOCIAL MEDIA**

According to our research, many of our respondents received their information from social media and Kulshan CrossFit already has a strong social media presence among its community. Gemini PR created a social media guide to help gain a larger following outside of its immediate audience, best practices for posting, managing content and responding to its audience. Social media is a way to reach a large audience easily. How you maintain social media is important because how people perceive you on social media is what they will associate with your brand.

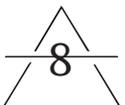
## **PRESS RELEASES + MEDIA CONTACT LIST**

### **PRESS RELEASES**

Gemini PR created press releases for both the Brawn and Brew event and for general discounts. The event press release should be shared at least three weeks prior to the event so it has time to circulate. By distributing press releases, you can help gain attention from both the general public as well as local Whatcom County media. These press releases can be posted on both social media and sent to news outlets on the provided media contact list.

### **MEDIA CONTACT LIST**

The media contact list is not limited to the Brawn and Brew event or promoting Kulshan CrossFit's discounts. Similar to the branding and social media guide, the media contact list serves as a template to be edited and added on to as your business grows and you find publications that are tailored to your audiences.



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## TESTIMONIAL VIDEO + WEBSITE REDESIGN

### TESTIMONIAL VIDEO

We had a very small amount of respondents report they had a negative view of the gym and when asked why they might be reluctant to try CrossFit, a majority of respondents reported they are uninterested, cost and fear of the physical risk.

We created a video testimonial that includes Kulshan CrossFit coach Melanie Schramer to talk about what CrossFit means to her. Her success from gym member to CrossFit coach represents how Kulshan CrossFit is a community where there are boundless opportunities to progress and reach goals. This video will give audiences a real person to connect with while they are perusing Kulshan CrossFit on the internet. Part of Kulshan CrossFit's objectives were to dispel any negative views of CrossFit.

### WEBSITE REDESIGN

We wanted to redesign the website so that information would be condensed and streamlined. Audiences are more drawn to images so we transitioned from more of a text heavy method from one that relies more on imagery.

We created a F.A.Q. page for any questions that will serve as a first step for anyone who's new to Kulshan CrossFit. We want this website to serve as a first step for anyone interested in Kulshan CrossFit.

# SITUATIONAL ANALYSIS

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Kacie Cleveland opened Kulshan CrossFit in Bellingham, Washington in October, 2013. Kulshan CrossFit is a training facility that offers individual and group fitness classes. Cleveland has always been a competitive athlete but when she was diagnosed with compartment syndrome at 21, she needed to alter her athletic lifestyle and training routine. After much hesitation, Cleveland tried CrossFit and found it was a great way to accommodate her needs and allow her to train as intensely as she always has.

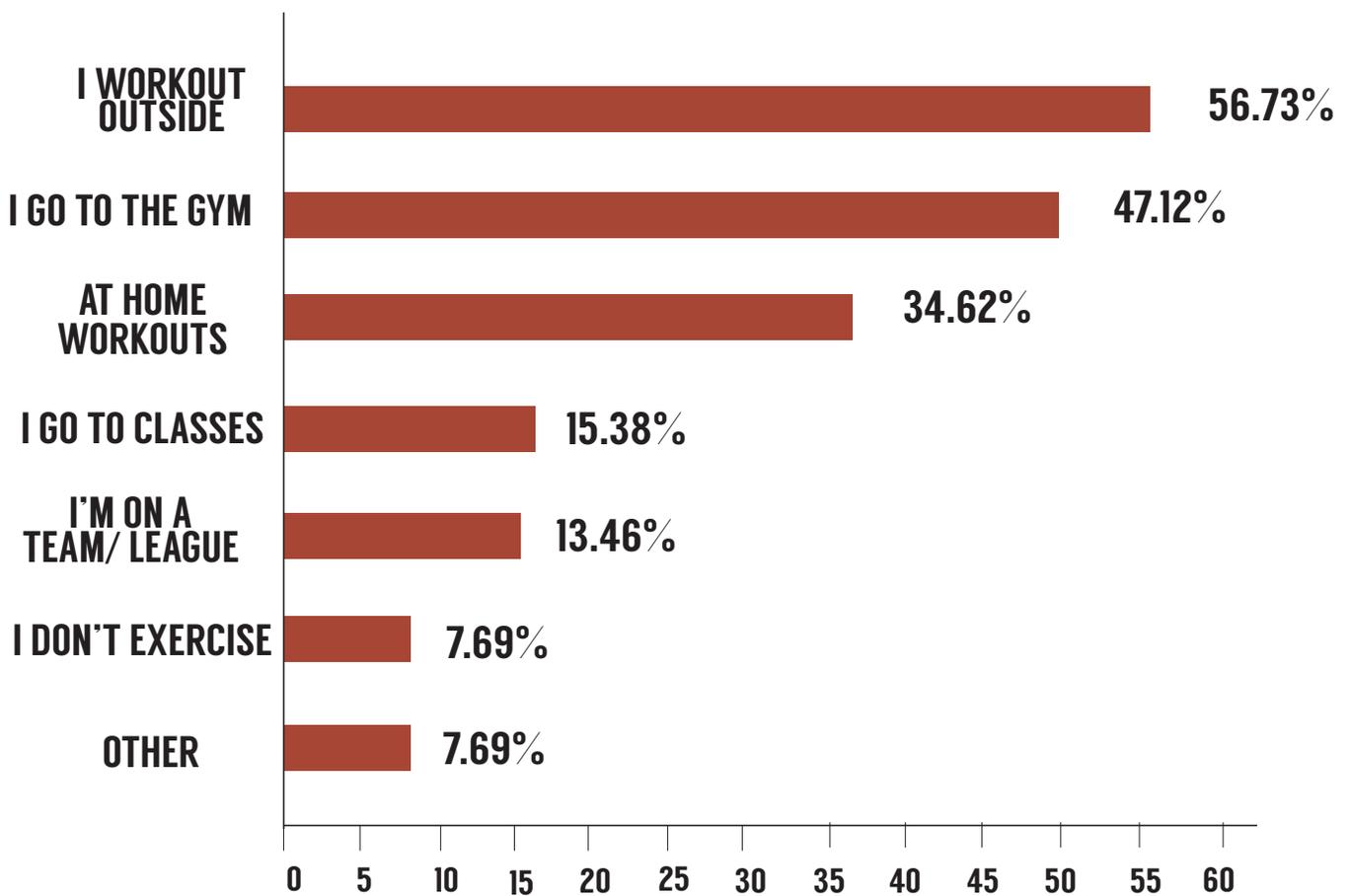
Kulshan CrossFit's goal is to train every body for life and to provide a challenging and safe place for clients at every level of fitness. Cleveland is in search of a public relations agency to help develop a campaign that meets her gym's objectives. Cleveland wants to dispel any negative impressions that suggest CrossFit is intimidating, increase gym memberships and increase general awareness of Kulshan CrossFit. Their current public relations strategies include posting to social media and a print advertisement outside of the gym.

Gemini PR conducted a convenience survey in three locations in Bellingham to gauge the community's awareness of local CrossFit gyms, exercise habits, communication preferences and to gain a basic understanding of the fitness habits of each demographic. Gemini PR surveyed 104 people to find the target demographic(s) for our campaign.

# RESEARCH

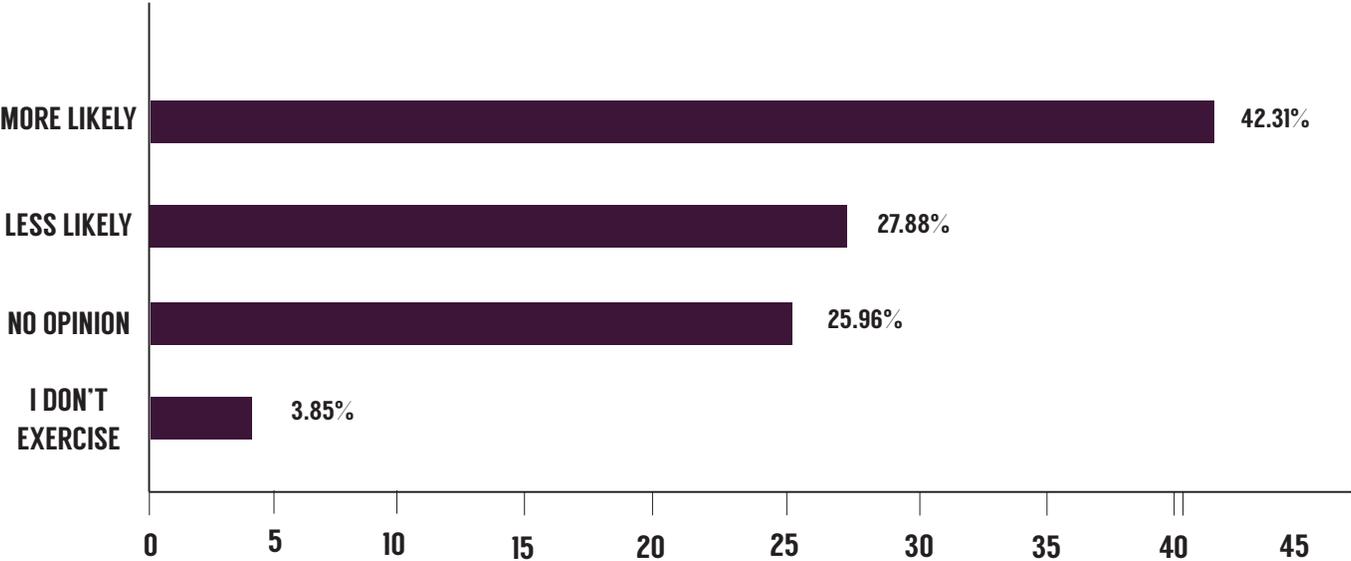
In order to better understand the Bellingham community's awareness of CrossFit gyms and exercise habits, we conducted a convenience survey of 104 people at Whole Foods, the Fairhaven district and Western Washington University. Below are the key research questions we based our campaign off of.

## WHAT DO YOU DO FOR EXERCISE?

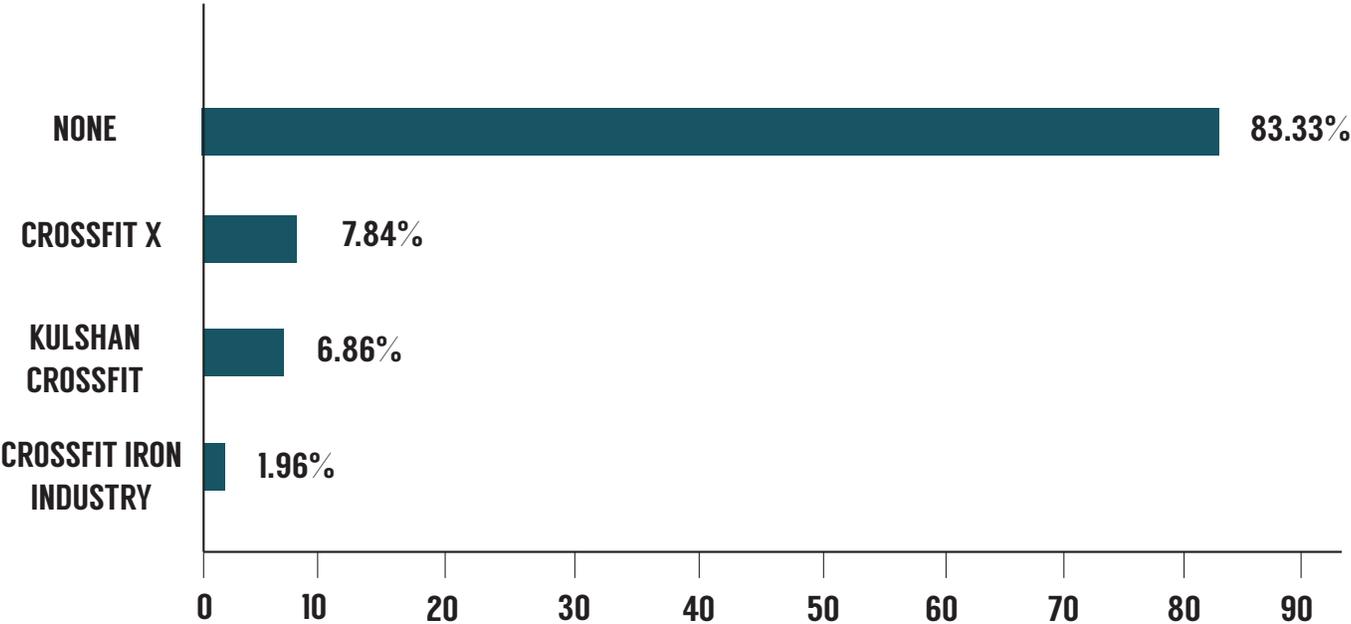


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# ARE YOU MORE OR LESS LIKELY TO EXERCISE IN A GROUP FITNESS SETTING THAN BY YOURSELF?

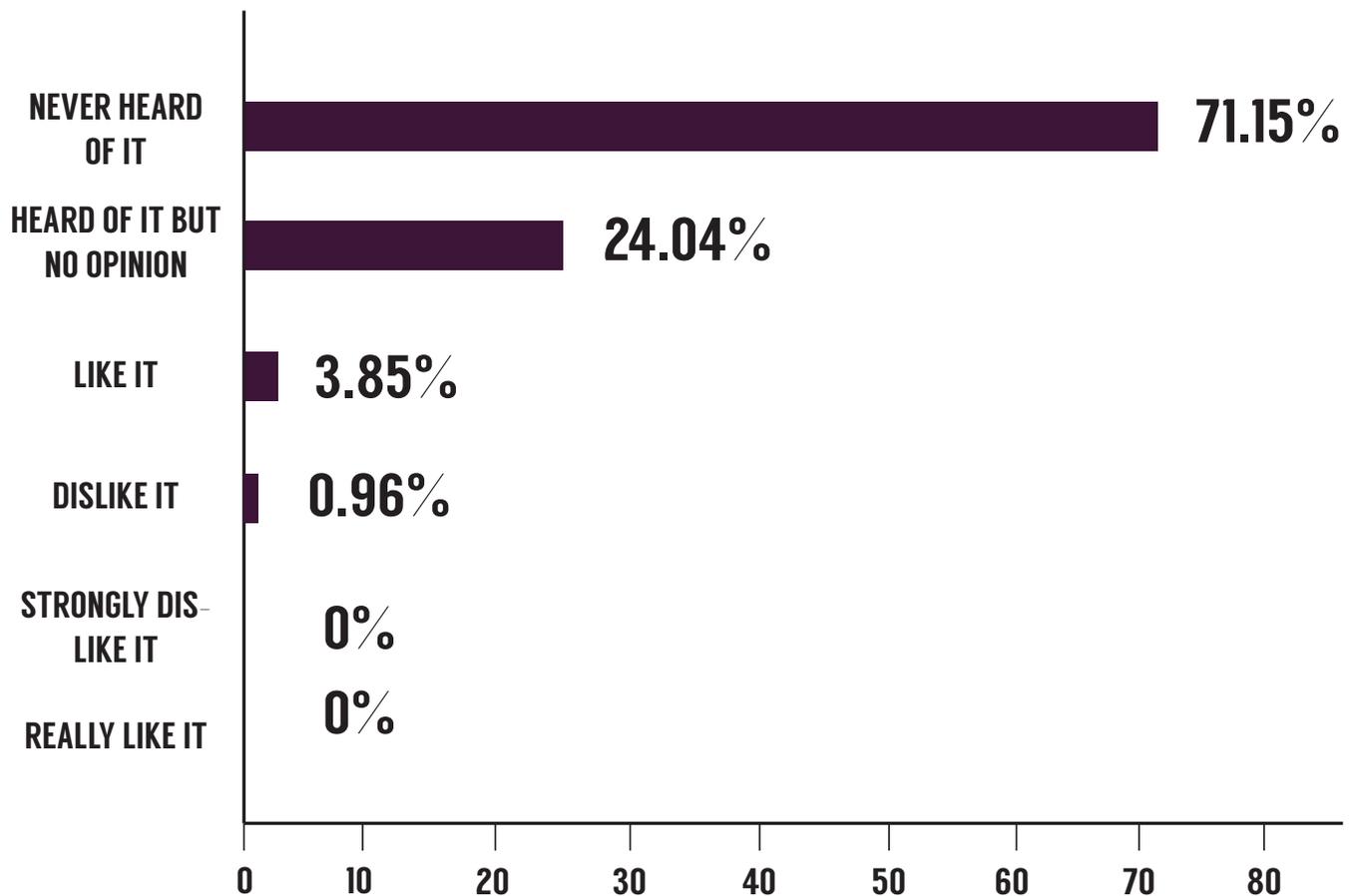


# WHAT CROSSFIT GYMS DO YOU KNOW ABOUT IN WHATCOM COUNTY?

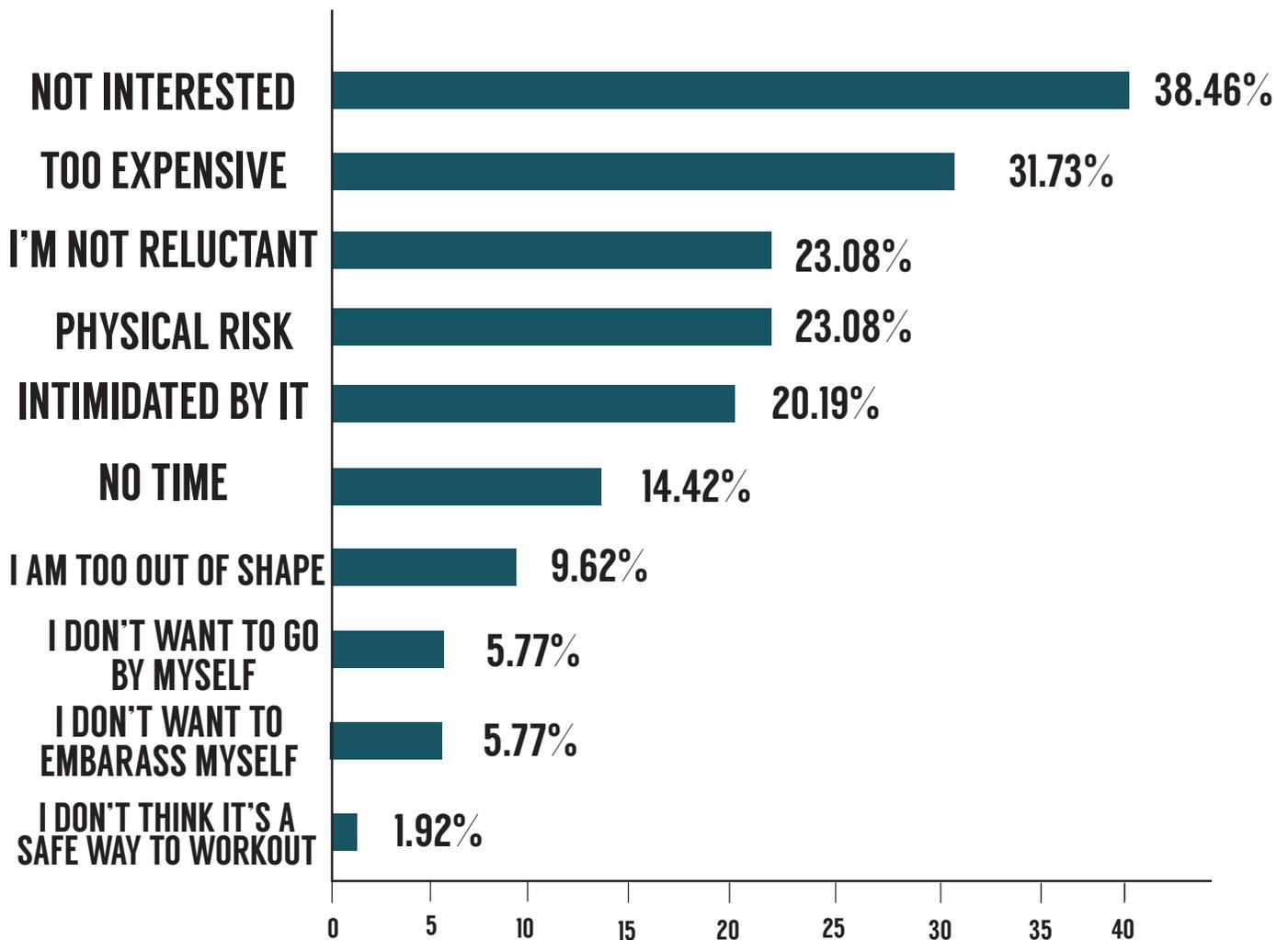


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## WHAT'S YOUR OPINION OF KULSHAN CROSSFIT?

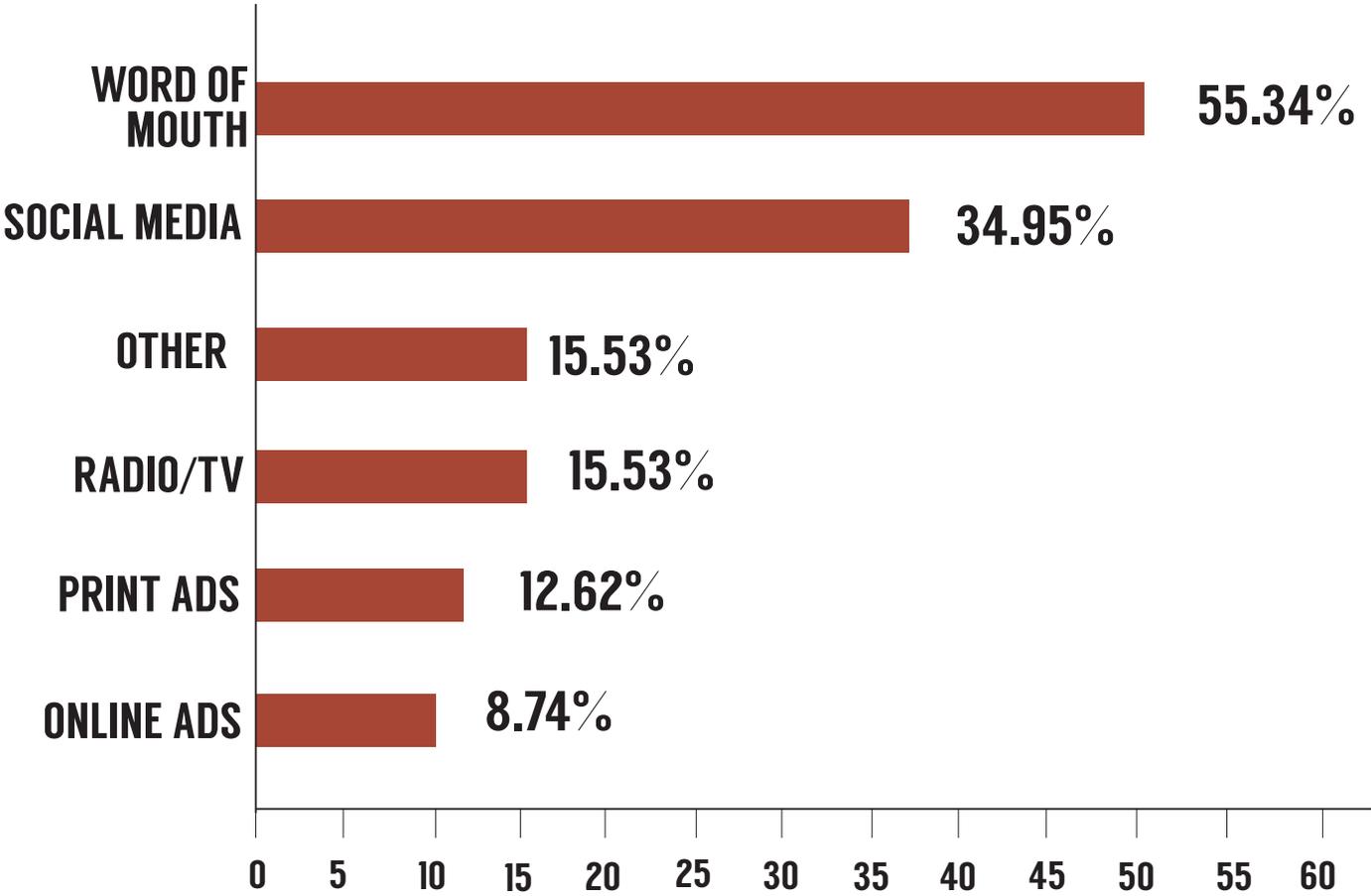


# ARE YOU RELUCTANT TO TRY CROSSFIT? IF SO, WHAT ARE YOUR REASONS?



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# HOW DO YOU GET INFORMATION ABOUT GYMS OR FITNESS?



# OBJECTIVES

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For this campaign, Gemini PR has identified three objectives:

**1. INCREASE MEMBERSHIPS BY 15 PERCENT**

**2. INCREASE STUDENT MEMBERSHIP BY 10 PERCENT**

**3. INCREASE AWARENESS OF KULSHAN CROSSFIT IN BELLINGHAM BY 30 PERCENT**

# PLANNING

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## TARGET AUDIENCE

From our research we analyzed only demographics who represented more than 10 percent of the total respondents. Our findings show our target audiences fall in these groups:

- Age Range: 18 to 34
- Respondents (specifically married couples) with more disposable incomes
  - + \$31,000 to \$70,000
- Respondents who value fitness and staying healthy

The respondents who reported they are not reluctant to try CrossFit fell into these demographics. CrossFit is a workout program that benefits many different types of people and can be adjusted to fit the needs of each individual, we believe we can reach a wide variety of people who are interested in and value being healthy.

## STRATEGIES & TACTICS

### EVENTS

Bellingham businesses are committed to keeping it local. If you look at a Whatcom County event calendar, businesses and organizations often partner with each other for events thus promoting awareness for both.

We planned the Brawn and Brew event as a way to increase awareness about Kulshan CrossFit. By partnering with other businesses, it will foster a sense of camaraderie and community as well as generate exposure for Kulshan CrossFit. The Brawn and Brew event is an anniversary event that will garner attention from the Bellingham community and show CrossFit can be for anyone.

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## ***BRAWN AND BREW***

**Date:** Saturday, October 14, 2018 @ 1 to 7 p.m.

**Where:** Start and ends at Kulshan CrossFit

This weekend does not interfere with any major local or sporting events. On Sunday October 15, there is a walk near Depot Square in downtown Bellingham to raise awareness and donations for breast cancer. It is possible to partner with a nonprofit organization and expand your event as an anniversary celebration and opportunity to raise awareness.

### **Partnerships & Volunteers:**

- Western Washington University Sport Clubs
- Fairhaven Runners
- Roller Betties
- Mt. Baker Bicycle Club
- Kulshan CrossFit community

### **The Race:**

- Agility, running, biking and inline skating legs
- Kids agility events and other activities at Kulshan CrossFit  
+ Agility, three-legged race, rope climb

### **Incentives:**

- Invite all participants to Kulshan Brewing Co. after event for Wdiscounted brews
- Winning team gets 10 percent off next Kulshan CrossFit membership purchase
- During October there will be added discounts on classes and apparel

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## PRINT ADVERTISEMENTS + DISTRIBUTION GUIDE

From our research we found that most people get information by word of mouth. By utilizing the power of social media and traditional print material, you can expand the Kulshan CrossFit brand further. We have created posters and handbills that can be distributed as is or treated as a template to fit Kulshan CrossFit's growing needs.

To make print material distribution easier, we created a distribution guide that is categorized by discount type and neighborhoods.

### **Brawn and Brew event**

- Tabloid poster (11 in x 17 in)
- T-shirt design

### **Hometown Hero Discount**

- Handbill (4 in x 5.5 in)
- Poster (8.5 in x 11 in)

### **Student Discount**

- Poster (8.5 in x 11 in)

### **Bring a friend to CrossFit**

- Poster (8.5 in x 11 in)

### **General Kulshan CrossFit**

- Poster (8.5 in x 11 in)
- Handbill (4 in x 5.5 in)

### **General Kulshan CrossFit with discounts**

- Poster (8.5 in x 11 in)

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## **BUILDING AN ONLINE PRESENCE**

### ***WEBSITE REDESIGN + TESTIOMNIAL VIDEO***

Since members access their portals through you website, we want to clean up the look of the main domain and make it consistent with the Kulshan CrossFit brand. Gemini PR created a revised website template.

Gemini PR created a testimonial video featuring Kulshan CrossFit coach Melanie Schramer as a template for feature coach and member highlight videos. Kulshan CrossFit is a tight-knit community that encourages each of its members to reach their goals. By showing relatable people making incredible achievements, it will draw in new interest from people who might not be familiar with Kulshan CrossFit or CrossFit in general.

- Simpler and cleaner layout
- Uniform coach photos
- Added visual content

### ***BRANDING + SOCIAL MEDIA GUIDE***

Gemini PR recommends Kulshan CrossFit to implement the branding and social media guide in order to keep a consistent brand and message as the awareness of Kulshan CrossFit grows. Though most of our survey respondents reported word of mouth as their way of getting information about gyms and fitness, the power of social media is becoming a vital way of connecting with people, and it is especially fitting of our age demographics of 18 to 34 year olds.

# EVALUATION

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Gemini PR wants to create an effective campaign that satisfies the goals of Kulshan CrossFit as well as spread awareness of the gym. In order to measure the objectives we set, we have outlined the following to help Kulshan CrossFit analyze if the objectives have been met.

## **1. INCREASE MEMBERSHIP BY 15 PERCENT**

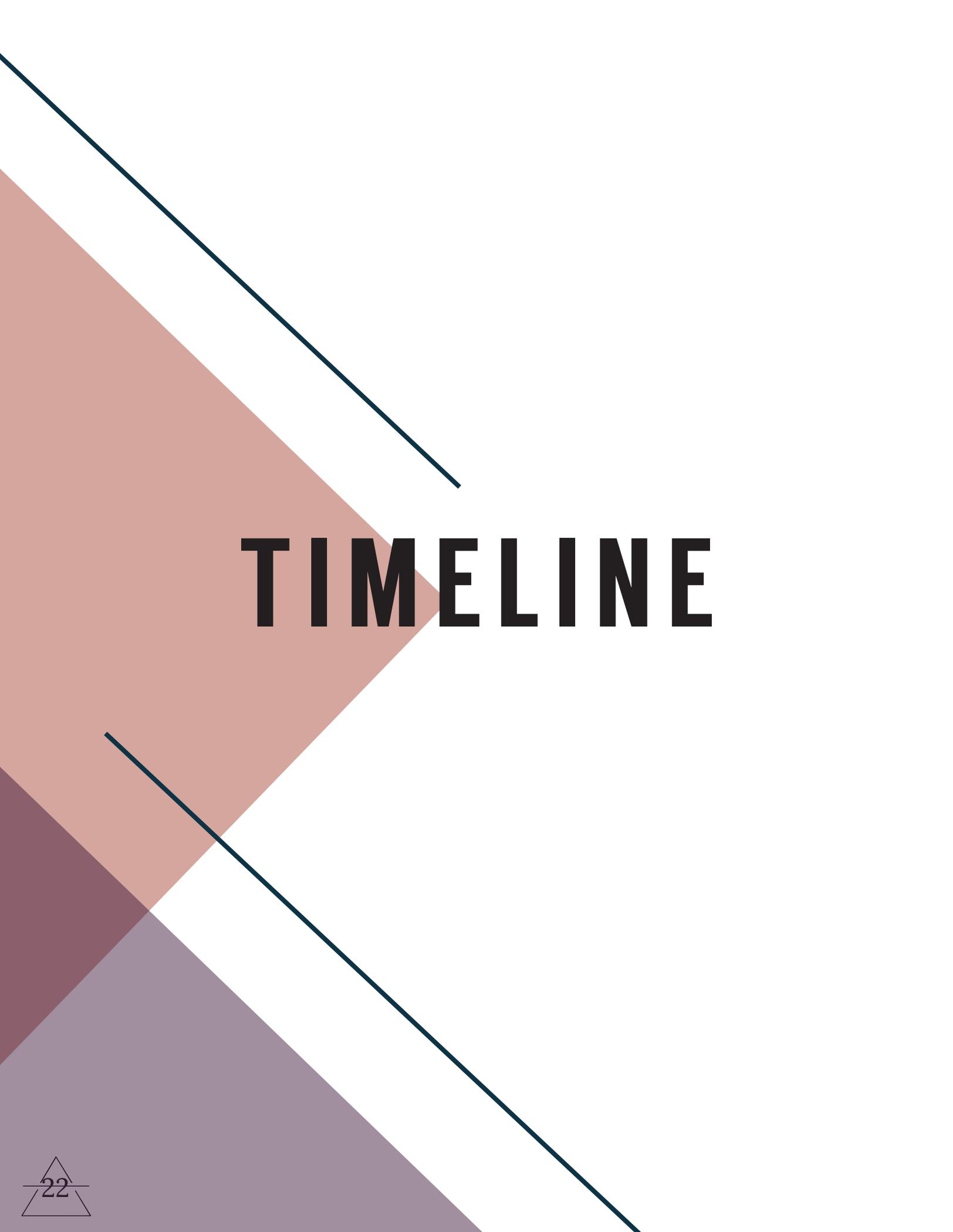
In order to measure if membership has increased, Kulshan CrossFit should analyze current memberships and start monitoring growth. This can be done in a spreadsheet or other preferred database. At six months and then one year, measure total growth. You can organize it via different class membership packages.

## **2. INCREASE STUDENT MEMBERSHIP BY 10 PERCENT**

In order to measure if student membership has increased, Kulshan CrossFit should analyze current student memberships and start monitoring growth. This can be done in a spreadsheet or other preferred database, but one separate from the total current memberships. At six months and then one year, measure total growth.

## **3. INCREASE AWARENESS OF KULSHAN CROSSFIT IN BELLINGHAM BY 30 PERCENT**

In order to measure increased awareness, a convenience survey of 104 people will be conducted six months after the Brawn and Brew event, and then another after a year.



# TIMELINE

# BRAWN AND BREW

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## August 7

- Establish race course and apply for permits through the City of Bellingham
  - > COB Bellingham Special Events Guide
- Contact Kulshan Brewing Company about hosting after party and group discounts
- (OPTIONAL) Contact organizations you want to partner with for breast cancer awareness

## August 12

- Reach out to volunteers from partnership using partnership contact sheet provided in the **Appendix**

## September 2

- Post event poster around Bellingham using distribution map provided
- Reach out to volunteers using contact sheet provided in the **Appendix**
- Create event page on Facebook
- Share post about event on Instagram

## September 16

- Order Brawn and Brew t-shirt
  - > Contact for t-shirt printing in the **Appendix**
- Distribute press release to the media contacts provided in the **Appendix**
- Submit event to local news outlets event calendar

## September 30

- Finalize volunteers
- Post to social media reminding audience of event & call for volunteers

# BRAWN AND BREW

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## October 7

- Close registration sign up
- Send reminder email to volunteers with call time and outline of duties

## October 8

- Contact Kulshan Brewing Co. with an estimate of attendees

## October 14

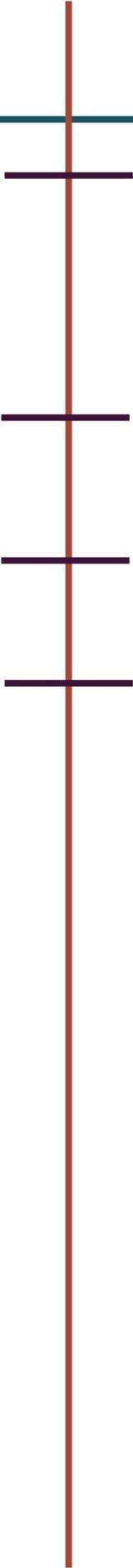
- Set up, run and take down Brawn and Brew course
- Host after event celebration at Kulshan Brewing Co.

## November 4

- Conduct a convenience survey of 104 following the event to analyze the community's knowledge and perception of Kulshan CrossFit.
- Compare the percentage of people who know about Kulshan CrossFit with the original number of respondents.
  - > Previous results located in the **Appendix**

# DISTRIBUTION

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## July 1

- Distribute print material (e.g. handbills, posters) using the distribution guide located in the **Appendix**
- Determine membership numbers
- Determine student membership numbers

## August 1

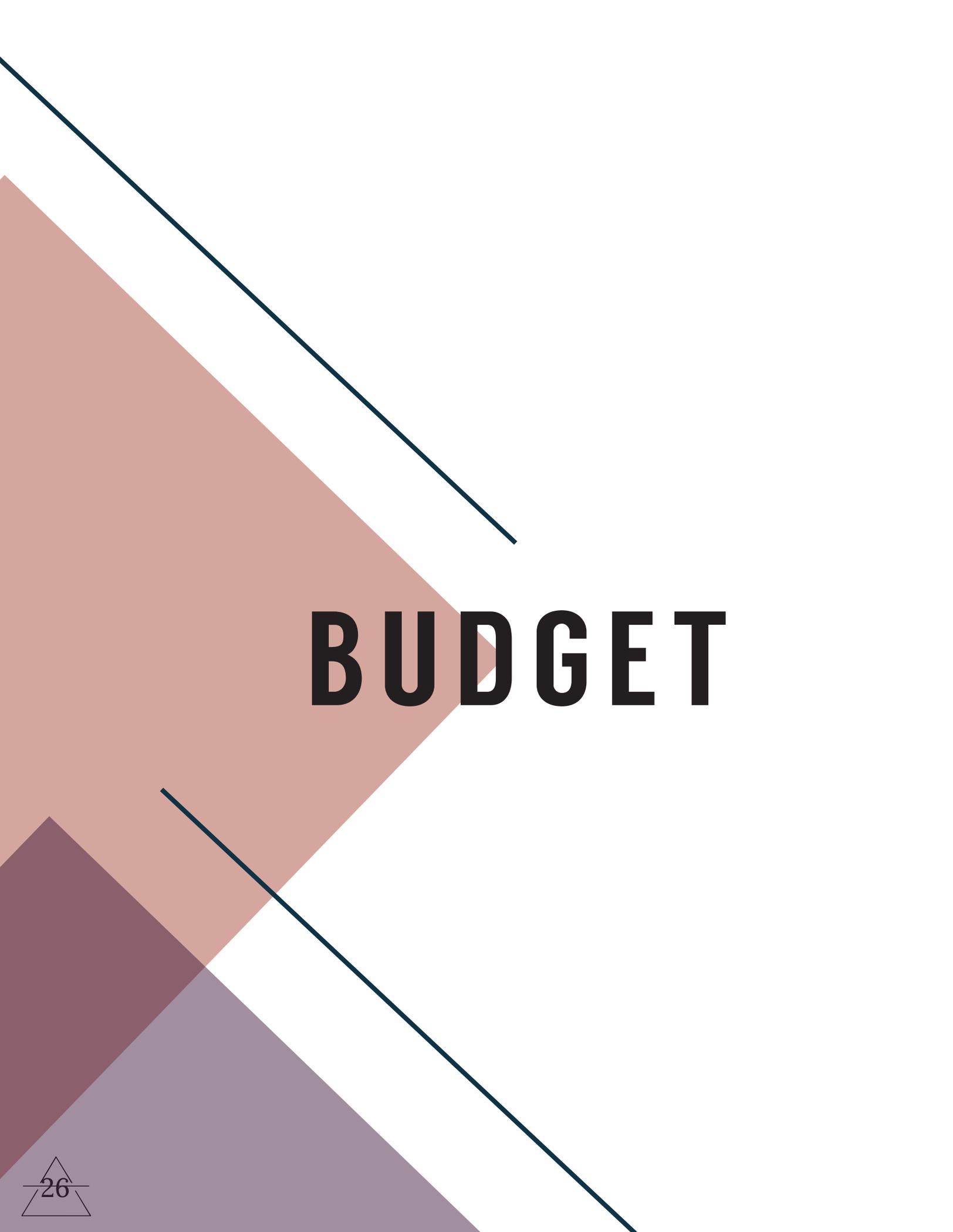
- Finish distributing print material to neighborhoods if you haven't

## January 1, 2018

- Analyze membership progress and add total members and student members into spreadsheet

## July 1, 2018

- Analyze membership progress and add total members and student members into spreadsheet



# BUDGET

# PLANK PACKAGE

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Press Releases	\$0.00
Social Media Plan	\$0.00
Branding Guide	\$0.00
Event Permit Fee	\$100.00
Participant numbers	\$25.00
Brawn and Brew poster (50)	\$150.00



**TOTAL            \$275**

# BURPEE BUNDLE

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Press Releases	\$0.00
Social Media Plan	\$0.00
Branding Guide	\$0.00
Permit Fee	\$100.00
Participant numbers	\$25.00
Brawn and Brew poster (50)	\$150.00
Brawn and Brew tshirts (100)	\$400.00



**TOTAL**

**\$675**

# PUSH PRESS PACKAGE

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Press Releases	\$0.00
Social Media Plan	\$0.00
Branding Guide	\$0.00
Permit Fee	\$100.00
Brawn and Brew tshirts (100)	\$400.00
Participant numbers	\$25.00
Printing	
8.5" x 11" Hometown Hero (100)	\$60.00
8.5" x 11" Bring a Friend/baby(100)	\$60.00
8.5" x 11" Student (100)	\$60.00
8.5" x 11" General Poster (100)	\$60.00
8.5" x 11" General Poster w/ discounts (100)	\$60.00
4" x 5.5" Hometown Heroes(100)	\$40.00
4" x 5.5" Kulshan CrossFit (100)	\$40.00
11" x 17" Brawn and Brew Poster (50)	\$150.00
Distribution List	\$0.00



**TOTAL            \$675**

The background features a white space with a large, light brown triangle on the left side. Two dark teal lines cross the page diagonally. The text 'RELATED PR MATERIALS' is centered in a bold, black, sans-serif font.

# RELATED PR MATERIALS

# PRINT MATERIALS

## KULSHAN CROSSFIT

CROSSFIT | PERSONAL TRAINING



FREE INTRO  
SESSION:

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

FOR MORE INFO  
ABOUT PRICES &  
CLASSES:

[kulshancrossfit.com](http://kulshancrossfit.com)

At Kulshan CrossFit, we **encourage** and **empower** each other to reach our fitness goals by keeping each other **motivated** about working out and eating clean! Our classes are small to ensure **safety** and typically last 45 to 60 minutes—meaning anyone can fit it into their schedules.



1726 Franklin Street  
Bellingham, WA 98225

**KULSHAN**CROSSFIT

360. 739.9076

GENERAL KULSHAN CROSSFIT POSTER

8.5 X 11 IN

# KULSHAN CROSSFIT

CROSSFIT | PERSONAL TRAINING



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1726 Franklin Street  
Bellingham, WA 98225



360. 739.9076

GENERAL KULSHAN CROSSFIT HANDBILL (FRONT)

4 IN X 5.5 IN

# NEED A BABYSITTER?



No need, Kulshan CrossFit is a gym for folks of all ages!



**GENERAL KULSHAN CROSSFIT HANDBILL (BACK)**

4 IN X 5.5 IN

# KULSHAN CROSSFIT

CROSSFIT | PERSONAL TRAINING

At Kulshan CrossFit, we **encourage** and **empower** each other to reach our fitness goals by keeping each other **motivated** about working out and eating clean!

Our classes are small to ensure **safety** and typically last 45 to 60 minutes—meaning anyone can fit it into their schedules.

Kulshan CrossFit offers an array of packages to fit your budget and special discounts for:

**10%**  
off classes

TEACHERS  
FIRST RESPONDERS  
MILITARY

STUDENTS ENROLLED  
IN HIGH SCHOOL OR  
COLLEGE

**20%**  
off classes

1726 Franklin Street  
Bellingham, WA 98225

  
**KULSHAN CROSSFIT**

360. 739.9076

**GENERAL KULSHAN CROSSFIT WITH DISCOUNTS POSTER**

8 IN X 11 IN

# KULSHAN CROSSFIT



**BUDDY  
WORKOUTS**



**BABYSITTERS**



Members can bring a friend and your little ones to class on  
Saturday mornings at Kulshan CrossFit!

1726 Franklin Street  
Bellingham, WA 98225



**KULSHAN**CROSSFIT

360. 739.9076

**BUDDY WORKOUTS & BABYSITTERS POSTER**

8 IN X 11 IN

# KULSHAN CROSSFIT



To thank you for your service and dedication to the community, Kulshan CrossFit offers a **10 %** discount off classes for our hometown heroes:

**TEACHERS • FIRST RESPONDERS • MILITARY**

1726 Franklin Street  
Bellingham, WA 98225



360.739.9076

**HOMETOWN HERO DISCOUNT POSTER & HANDBILL**

**8 IN X 11 IN & 4 IN X 5.5 IN**

# KULSHAN CROSSFIT



Kulshan CrossFit offers a **20%** discount off classes to high school and college students currently enrolled in classes!

1726 Franklin Street  
Bellingham, WA 98225



**KULSHAN**CROSSFIT

360. 739.9076

**STUDNET DISCOUNT POSTER**

8.5 IN X 11 IN

# PRESS RELEASES

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\*\*\* For Immediate Release \*\*\*

## DISCOUNTS AT KULSHAN CROSSFIT

Take advantage of the various promotions and discounts offered daily at Kulshan CrossFit

Bellingham, Washington (Insert Date) – Kulshan CrossFit wants everybody to be active. To help inspire Bellingham residents to live their healthiest lives, Kulshan CrossFit is offering discounts to students and hometown heroes everyday.

High school and university students will receive a discount of 20 percent and hometown heroes, including first responders, teachers and military personnel will receive 10 percent off classes. Discounts can be applied to the purchase of single and packaged classes.

At Kulshan CrossFit, we limit our class sizes to 12 people so we can give each athlete individual attention and focus on form and technique. Every workout can be adjusted to fit all fitness levels, limitations and experience to make sure each person is comfortable and getting the best possible workout.

For more information about discount or classes, call Kulshan CrossFit at (360)739-9076 or visit [KulshanCrossFit.com](http://KulshanCrossFit.com).

### **About Kulshan CrossFit**

Located in downtown Bellingham, Kulshan CrossFit is a community gym that focuses on training bodies for life. Kulshan CrossFit focuses on helping clients set attainable but challenging goals for themselves, whether that be athletic or aesthetic. We keep class sizes small so we can focus on each client's skill level, technique, goals and safety. For more information on Kulshan CrossFit, please call (360)739-9076 or visit [KulshanCrossFit.com](http://KulshanCrossFit.com).

###

Media Contact:

Kacie Cleveland  
(360)739-9076



\*\*\* For Immediate Release \*\*\*

## KULSHAN CROSSFIT BRAWN AND BREW

Join Kulshan CrossFit in celebrating its fourth anniversary!

Bellingham, Washington (Insert Date)– On October 14, 2017 at 1 to 7 p.m., join Kulshan CrossFit in celebrating its fourth anniversary by racing in its first ever Brawn and Brew. Each team will consist of four racers with at least one Kulshan CrossFit member per team, competing in a different leg of the race: agility, running, road bike and skating. The race will begin at Kulshan CrossFit with an agility test, followed by a 10K loop that will pass through downtown Bellingham, the lettered streets and finish back at Kulshan CrossFit.

This is a family event but the race is only open to anyone 18 years and older. During the race, kids can stay at Kulshan CrossFit to compete in their own agility events and other games.

Registration costs \$40 per team and includes a t-shirt for each participant. The winning team will receive 10 percent off their next Kulshan CrossFit membership. The top four teams will receive a one time 15 percent discount on classes as well as 20 percent off their next apparel purchase.

Other local athletic clubs and organizations are encouraged to participate and volunteer during the event. At 5:30 p.m., everyone is invited to resume the fun at Kulshan Brewing Co. for discounted brews.

By joining forces with other local athletes and Kulshan Brewing Co., Kulshan CrossFit hopes to foster a sense of community through some of Bellingham’s most important scenes: fitness and beer.

### **About Kulshan CrossFit**

Located in downtown Bellingham, Kulshan CrossFit is a community gym that focuses on training bodies for life. Kulshan CrossFit focuses on helping clients set attainable but challenging goals for themselves, whether that be athletic or aesthetic. We keep class sizes small so we can focus on each client’s skill level, technique, goals and safety. For more information on Kulshan CrossFit, please call (360)739-9076 or visit [KulshanCrossFit.com](http://KulshanCrossFit.com).

###

Media Contact:

Kacie Cleveland  
(360)739-9076

KULSHAN CROSSFIT

# BRAWN AND BREW

Celebrate Kulshan  
**anniversary** by joining us at our

**OCTOBER 14, 2017**

**REGISTER YOUR TEAM OF FOUR**

**10K RACE INCLUDES: AGILITY | RUN**

1726 Franklin Street  
Bellingham, WA 98225



**BRAWN AND BREW EVENT POSTER**

11 IN X 17 IN

CROSSFIT PRESENTS

# BRAWN AND BREW

CrossFit's **fourth**  
our first ever **Brawn and Brew!**

2017 @ 1 - 7 P.M.

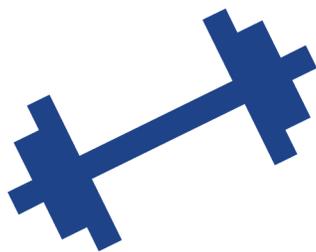
REGISTER @ [KULSHANCFIT.COM](http://KULSHANCFIT.COM)

WODS | BIKING | INLINE SKATING

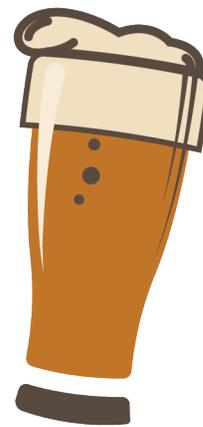


360. 739.9076

**KULSHAN CROSSFIT**  
**BRAWN**



**&**



**FOURTH ANNIVERSARY**  
**BREW**

**2017**

**BRAWN AND BREW EVENT T-SHIRT (FRONT)**



**BRAWN AND BREW EVENT T-SHIRT (BACK)**

# KULSHAN CROSSFIT

BRANDING  
+  
SOCIAL MEDIA  
GUIDE



# BRANDING

## WHO WE ARE

When making any materials or representing Kulshan CrossFit, you want to make sure everyone is seeing the same image. The importance in branding lies in maintaining a consistent image or statement. Each message you send out should exemplify Kulshan CrossFit's mission and values.

## KULSHAN CROSSFIT MISSION STATEMENT

Our philosophy is to **train for life**. We focus on attainable but challenging fitness goals to keep our clients **motivated, intrigued** and **excited** about working out. Whether your goal is **athletic or aesthetic**, Kulshan CrossFit wants to help you achieve them.



# BRANDING

## LOGO

Kulshan CrossFit uses only two logos, pictured below.



When using either logo, make sure it stays at a size where the image isn't pixelated. Do not stretch the image in a way that distorts its proportions.



# BRANDING

## COLOR

These colors are Kulshan CrossFit's primary colors. When creating materials for print or digital mediums, make sure to use the following as both primary and accent colors.



#2eaae1

C=69  
M=16  
Y=0  
K=0



#21418d

C=100  
M=81  
Y=12  
K=2



#d12229

C=12  
M=99  
Y=97  
K=2



# BRANDING

## TYPE

### BLACKOUT MIDNIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MAIN KULSHAN CROSSFIT FONT

### KG ALL OF ME

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADING FONT

### FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY FONT



**KULSHAN**CROSSFIT

# SOCIAL MEDIA

## POSTING GUIDELINES

Don't overextend your social media.

Limit your social media to one-to-two mediums you will consistently use (Facebook and Instagram or perhaps Instagram and Twitter). Some businesses try to use every social media available, but you want to refrain from this in order to drive your audience to only two main points of contact.

In developing your strategy, consider the following:

- Whom are you trying to reach?
- What would you like them to do?
- What kind of social interactions will help you accomplish your goals?
- How will you know when you've succeeded?
- How often will you post content, and who will do it?
- Where will your content come from?

### Using Images

- Posts on social media are more effective if you attach an image to it.
- When taking your own photos, make sure the picture is well lit and not oversaturated.
- Stay away from Instagram filters and use the brightness, contrast, saturation, sharpness, etc., tools instead.
- When using images that aren't yours, make sure to credit where you sourced the image.

### Engaging with others

**Be a human.** Interact, engage, be honest, be funny, be spontaneous, be real. People don't want to interact with a brand or product, they want to interact with you.

**Be quick to listen.** Keep your ears and eyes open. What do the people you want to reach care about? How do they feel about you? How do they engage with others? The better you understand your audience, the more likely you are to post content that they appreciate and will want to share, comment on or re-post. When you listen to others, they will want to listen to you.

**Be engaging.** Interact with others. Ask questions, thank people, comment on their posts, follow them back. In social media, participation makes you valuable and it helps to build solid relationships.

# SOCIAL MEDIA

**Be accurate.** Make sure all the information you have is accurate before posting. Take time to verify information and link to sources whenever possible. You'll build credibility and community. If you make an error, correct it quickly and visibly.

**Be receptive.** Find other Crossfits who are successfully engaging with their communities or anyone whose engagement you admire and use those as inspiration in your own work.

## DAY TO DAY BEST PRACTICES

### *Presence and Maintenance*

When people engage with you on social media, they expect a response. Monitor replies and comments at least twice daily and respond promptly. If you receive negative comments, make sure to respond to them how you would if they were in the gym. Make sure they feel heard and thank them for their feedback.

How often you post depends on the medium you're using. Create an editorial calendar and schedule what you're going to post and when. It's okay to spread out your content through the week or month. For either medium, promote special events two months out, and then continually until the actual event.

- Facebook: Posting an average of once a day is reasonable.
- Instagram: Post no more than three times a day, but definitely several times a week.

### *Instagram Hashtags*

Instagram limits each post to 30 hashtags so make them count. Make sure to establish hashtags and reinforce the #KulshanCrossFit hashtag. Use hashtags that are associated with CrossFit such as:

#fitness #gym #workout #fit #motivation #fitfam #bodybuilding #training #wod #fitspo #eatclean #weightlifting #health #instafit #strong #cardio #abs #powerlifting #lifestyle #exercise #crossfitgirls #strength #gymlife #eatclean #beastmode #girlswholift #momswholift #squat #fitnessaddict #nutrition #running #love #sport #inspiration #squats #getfit #lift #shredded #run #crossfitter

### *Gauging Success*

Analytics and measurement of your posts is pivotal to tracking your success. Facebook lets you assess your reach and engagement. Using the Insights tab, you can see what posts are most effective and at what times in the day and throughout the week. You can also add pages to compare your traffic to such as other gyms or CrossFit in the area. For your website, use Google analytics to track your performance.



# TESTIMONIAL VIDEO



**Kulshan CrossFit - Teaser Trailer**

Related Videos

Autoplay next video



**Kulshan CrossFit - Mel**

Related Videos

Autoplay next video

# WEBSITE REDESIGN

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BELLINGHAM, WA

[ABOUT](#) [MEMBERSHIP](#) [SCHEDULE](#) [CONTACT](#)



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## KULSHAN CROSSFIT FAMILY

Kulshan CrossFit was founded in October, 2013 by head coach, Kacie Cleveland. Our philosophy is to train for life! We focus on attainable but challenging fitness goals to keep our clients motivated, intrigued and excited about working out. Whether your goal is athletic or aesthetic, Kulshan CrossFit wants to help you achieve them!

At Kulshan CrossFit, we keep class sizes small so our certified trainer can focus on each athlete's individual skill level, personal goals, technique and safety.



### Kacie Cleveland

#### Owner and Head Coach

I started coaching and training when I was in high school and have always put myself in positions to learn from coaches that are more experienced than myself. I always thought that everyone wanted to be fit and in shape but just didn't know how – and I wanted to be there to show them! When I realized that there were thousands of people that didn't even know that they could be better or that they could feel better – I wanted to be the one to motivate them. My husband and I started Sweat On Fitness not only provide great workouts for people, but to inspire them to push harder, do more, and create goals in AND outside of the gym!

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## WHAT IS CROSSFIT?



CrossFit begins with a belief in fitness. The aim of CrossFit is to forge a broad, general and inclusive fitness. We have sought to build a program that will best prepare trainees for any physical contingency — not only for the unknown, but for the unknowable. After looking at all sport and physical tasks collectively, we asked what physical skills and adaptations would most universally lend themselves to performance advantage. Capacity culled from the intersection of all sports demands would quite logically lend itself well to all sport. In sum, our specialty is not specializing.

"Courtesy of CrossFit Inc."



BELLINGHAM, WA

[ABOUT](#) [MEMBERSHIP](#) [SCHEDULE](#) [CONTACT](#)

## Frequently Asked Questions

### **Is CrossFit dangerous?**

If you are an athlete pushing yourself to the limit, you are going to be at a higher risk of injury regardless of what sport or activity you're participating in. However safety is the most important value to us at Kulshan CrossFit. We have people of all ages and abilities training with us, from college students to folks over 50.

We limit our classes to 12 people to make sure there's individual attention from the trainers to reduce the risk of injury. We can accommodate any injury and modify the exercises for you, just let us know!

### **How do I get started?**

We offer a free class for first-timers! Call us at (360) 739-9076 to set it up or drop by and tell us you're here to try a class.

### **Are there classes for beginners?**

Our classes can accommodate any level. Every exercise and movement can be adjusted for all fitness levels, and with our unique training



BELLINGHAM, WA

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## KULSHAN PACKAGES

### SMALL GROUP CLASSES

Single Class - \$18

5 Classes - \$80

Unlimited Classes - \$159/month

8 Classes per month - \$129/month

6 Month Unlimited Prepaid (10% off monthly price; non-refundable) - \$859

12 Month Unlimited Prepaid (15% off monthly price; non-refundable) - \$1,622

### PERSONAL TRAINING - 60 MIN. SESSION

Single - \$65

10 sessions - \$550 (\$55 per session)

20 sessions - \$780 (\$39 per session)



BELLINGHAM, WA

[ABOUT](#) [MEMBERSHIP](#) [SCHEDULE](#) [CONTACT](#)

## CONTACT US

Name \*

First Name

Last Name

ADDRESS: 1726 FRANKLIN STREET. BELLINGHAM, WA 98225

PHONE: 360-739-9076

Email Address \*

Subject \*

Message \*



# PERSONNEL

# MEET GEMINI PR

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## STEPHANIE CHENG

### VISUAL MEDIA CREATOR

Stephanie is graduating in spring 2017 with a major in Journalism-PR and a minor in sociology. She is the Western Associated Students president and is an intern at the Dakota Art Gallery. Stephanie's best Gemini qualities are her charisma and drive to win. She enjoys playing badminton and lifting weights.

## RACHEL HUNTER

### CONTENT WRITER

Rachel is graduating in spring 2017 with a major in Journalism-PR and a minor in Spanish. She works part-time with the Seattle Seahawks and Western Sport Clubs. She is the president of the Western Women's Volleyball Club. Her most prominent Gemini qualities include being quick-witted and social. Rachel's favorite way to exercise is by playing sports, especially volleyball.



## ALYSSA SANCHEZ

### GRAPHIC ILLUSTRATOR

Alyssa is graduating in spring 2017 with a major in Journalism-PR and a minor in sociology. She works part-time at Western's Veteran Services Office and was also an intern at the Pickford Film Center. As a Gemini, Alyssa is adaptable and communicative. Her favorite way to exercise is lifting weights and biking.



The page features a decorative background with overlapping geometric shapes in shades of terracotta, dark red, and purple. Two dark teal lines run diagonally across the page, one from the top-left and another from the bottom-left.

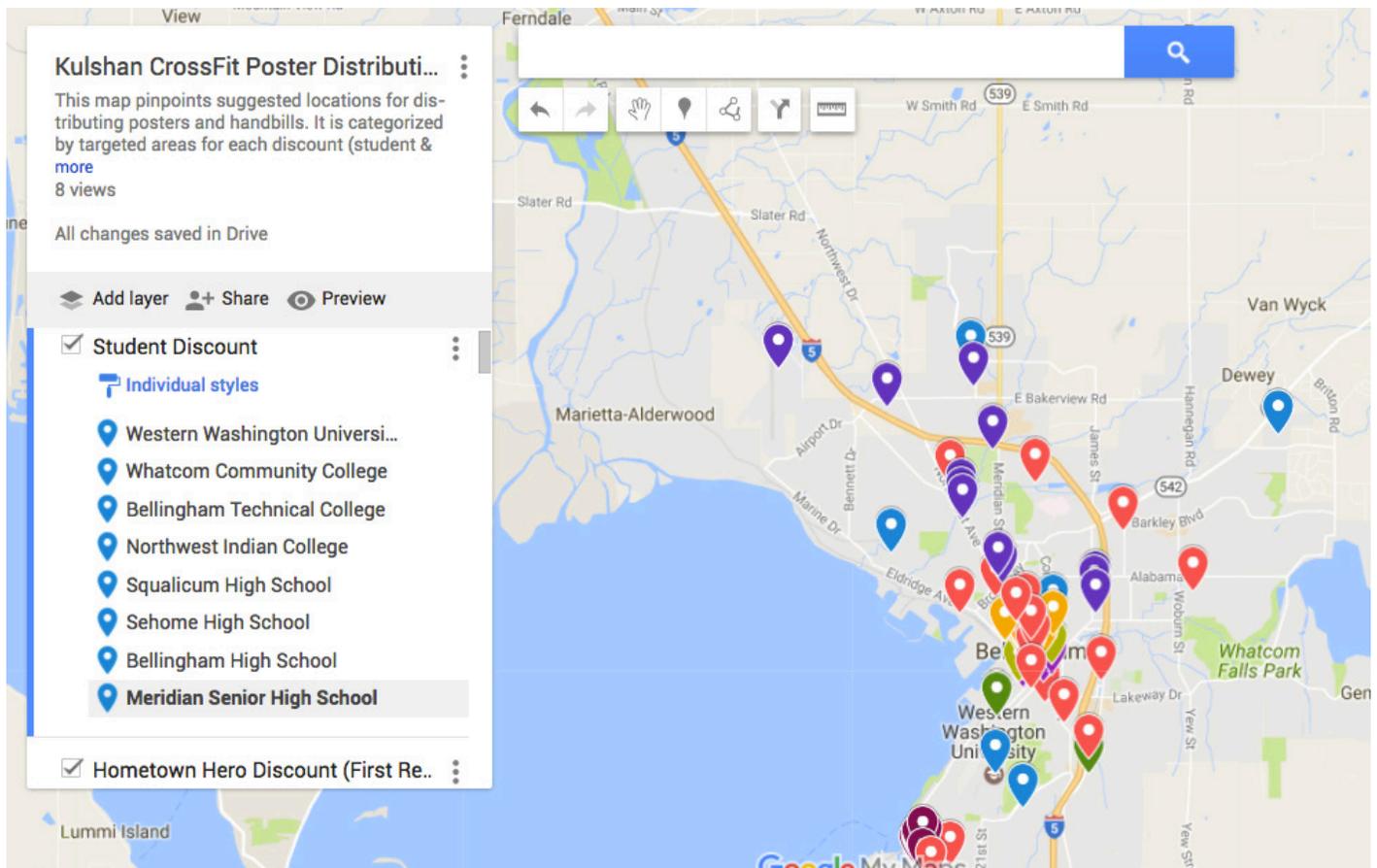
# APPENDIX

# DISTRIBUTION GUIDE

## HOW TO CREATE AND ADD ON TO YOUR GOOGLE MAP

Using Google Maps to create distribution lists:

1. Open Google Maps
2. Click “Menu” in the top left corner
3. “Your Places” > “Maps” > “Create Maps”
4. Rename “untitled layers”
5. Type in desired location  
I.e. Kulshan CrossFit
6. Click “Add to Map”
7. To create a new category, click “Add Layer”



<https://drive.google.com/open?id=1Nud4ZQ4MlmIGZQRjBJXInBGsnxU&usp=sharing>

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## **DISTRIBUTION LOCATIONS**

### **Student Discount & Hometown Hero Discount (Teachers)**

Western Washington University  
Whatcom Community College  
Bellingham Technical College  
Northwest Indian College  
Squalicum High School  
Sehome High School  
Bellingham High School  
Meridian Senior High School



### **Hometown Hero Discount (First Responders & Veterans)**

Bellingham Fire Department - Station 1  
Bellingham Fire Department - Station 2  
Bellingham Fire Department - Station 3  
Bellingham Fire Department - Station 4  
Bellingham Fire Department - Station 5  
Bellingham Police Department  
VFW Post 1585  
Bellingham Vet Center

### **General Places to Distribute (Central Downtown)**

Pepper Sisters  
Honey Moon Mead & CiderLeaf & Ladle  
Rock and Rye Oyster House  
Cosmos Bistro Culture Cafe at Kombucha Town  
Pel'meni Restaurant



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Whatcom Family YMCA  
Old World Deli  
Cafe Rumba  
D'Anna's Cafe Italiano  
VITAL Climbing Gym - Bellingham  
20th Century Bowling  
Community Food Co-op  
Aslan Brewing Company

**General Places to Distribute (Railroad)**

Pepper Sisters  
Honey Moon Mead & Cider  
Leaf & Ladle  
Rock and Rye Oyster House  
Cosmos Bistro  
Culture Cafe at Kombucha Town  
Pel'meni Restaurant  
Whatcom Family YMCA  
Old World Deli  
Cafe Rumba  
D'Anna's Cafe Italiano  
VITAL Climbing Gym - Bellingham  
20th Century Bowling  
Community Food Co-op  
Aslan Brewing Company



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## **General Places to Distribute (Arts District)**

Vinostrology Wine Lounge & Merchant

3 OMS YOGA

Dakota Art Store

Pure Bliss Desserts

Downtown Bellingham Partnership

SOCIAL FABRIC

Goat Mountain Pizza Co.

Backcountry Essentials

Third Planet

Brandywine Kitchen

Pickford Film Center

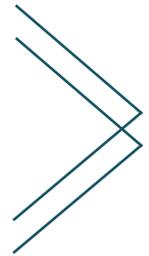
Bayou On Bay

Woods Coffee

Black Drop

Chuckanut Brewery & Kitchen

Wander Brewing



## **General Places to Distribute (Fairhaven)**

Village Family Health

Bella Body & Sol

Bay to Baker Trading Company

Fairhaven Village Inn

Fairhaven Runners & Walkers

Tony's Coffee House

Avenue Bread & Del

The Filling Station

Fairhaven Bicycle

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## **General Places to Distribute (North Bellingham)**

Bellingham Golf and Country Club  
Community Food Co-op Cordata  
Fred Meyer  
Bellingham International Airport  
The Bean Stop 2  
Hops N Headz  
Yeager's Sporting Goods  
Diamond Jim's Grill  
Cascade Pizza  
Kulshan Brewing Co  
Coconut Kenny's of Bellingham  
Hardware Sales, Inc.

## **General Places to Distribute (MISC)**

Roy N. Martin, Attorney at Law  
Emily C. Beschen  
Paul Richmond Law  
Lustick Kaiman & Madrone PLLC  
Jonathan Rands Attorney At Law  
Steven C Hathaway Law Office  
Carmichael Clark, P.S., Attorneys at Law  
Drew D. Pettus, Attorney at Law  
Kelsey Ullsmith, DMD  
Bellingham Dental Group  
Bellingham Smiles - Family & Cosmetic Dentistry  
Northside Dental Care  
Beautiful Dentistry Dr. Robert Knudson DDS



# BRAWN AND BREW

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## VOLUNTEER & PARTNERSHIP CONTACT SHEET FOR BRAWN AND BREW EVENT

### **Kulshan Brewing Company**

2238 James Street  
Bellingham, WA 98225  
(360) 389-5348

Purpose: Anniversary event

### **Fairhaven Runners**

1209 11th St, Bellingham, WA 98225  
(360) 676-4955

Purpose: Anniversary event

### **Roller Betties**

PO Box 246 Bellingham, WA 98227-0246  
info@bellinghamrollerbetties.com

Purpose: Anniversary event

### **Mt. Baker Bike Club**

PO Box 2702 Bellingham, WA 98227  
<http://www.mtbakerbikeclub.org>

Purpose: Anniversary event

### **Western Washington University Sport Clubs**

516 High St. Bellingham, WA 98225  
westernwashingtonsportclubs@gmail.com

Purpose: Volunteers at anniversary event

### **Bellingham Athletic Club (Downtown)**

1616 Cornwall Ave  
Bellingham, WA 98225  
(360) 734-1616

### **Bellingham Athletic Club (Cordata)**

4191 Meridian St,  
Bellingham, WA 98226  
(360) 676-1800

### **AMJay Screen Printing**

1420 North Forest St. Bellingham, WA 98225  
360-676-1165

Purpose: Printing event tshirts



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## **BRAWN AND BREW 10K ROUTE MAP**

**Start with agility competition at Kulshan CrossFit and  
bikers start first leg of race**

Head right onto N State St

Right at Chestnut

Chestnut turns into Roeder Ave

Right on F St

Left on W Holly St

Right on Broadway

**Bikers handoff to skaters at east side of Broadway Park**

Skaters will continue left onto Summer St

Left on W Illinois St

Right on Vallette St

Right on Indiana St

Right on Cornwall St

Right on F St

Left on Girard St

**Skaters handoff to runners at Batterby Field**

Right on C St

Right on Prospect St

Left on E Champion St

Left on Cornwall St

Right on Kentucky St

Right on James St

Right on State St

**End at Kulshan CrossFit**

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## MEDIA CONTACT LIST

Organization/Business	Name	Contact Info
Bellingham Herald	David Zeeck	360-676-2260
Lynden Tribune	Michael Lewis	360-354-4444
Downtown Bellingham Partnership	Mason Luvera	360.527.8710
Bellingham Alive	Meri-Jo Borzilleri	360-483-4572
Boys and Girl Club of Whatcom County	Kim Grams	360-738-3808
Western Front	Erasmus Baxter	206-290-9407
Kulshan Cycles	Eric Moe	360-733-6440
Fairhaven Bicycle	John Hauter	info@fairhavenbike.com
YMCA	Elena Englih	360-733-8630
Bellingham Athletic Club	Cathly Buckley	360-733-4433
Bellingham Whatcom County Tourism	Amber Vinup	360.647.7873

# RESEARCH

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## RESEARCH SURVEY QUESTIONS

**RQ1: How many days a week do you exercise?**

(I don't exercise (0), 1, 2, 3, 4, 5, 6, 7)

**RQ2: What do you do for exercise? Select all that apply:**

[(At home workouts, I go to the gym, I workout outside (bike, run, walk, kayak, etc.), I go to classes (spin, yoga, pilates, barre, CrossFit, etc.), I'm on a league or team (softball, ultimate frisbee, etc.), Other \_\_\_\_\_, I don't exercise (skip to question 3b if you select this)]

**RQ3a: What is your motivation for exercise?**

[Fitness, Weight Loss, To get stronger and/or faster, Injury Recovery/Physical Therapy, Recreation, Training for something, Better body image (skip to question 4 when done)]

**RQ3b: If you don't exercise, why not?**

(I don't have time, I don't like working out, I don't feel comfortable at the gym, I am lazy, I don't feel like I have to)

**RQ4: Are you more or less likely to exercise in a group fitness setting than by yourself?**

(More likely, Less likely, No opinion)

**RQ5: How do you get information about gyms/fitness?** Check all that apply. [Radio/TV, Social media, Word of mouth, Print ads/Mail, Online ads]

**RQ6: If you belong to a gym, which one?**

(I don't go to a gym, I go to \_\_\_\_\_)

**RQ7: What CrossFit gyms do you know about in Whatcom County?**

RQ8: How much do you know about CrossFit?

(Know nothing, Know a little, I've heard about it, but that's all, I could explain what CrossFit is, I go to a CrossFit gym)

**RQ9: Are you reluctant to try CrossFit? If so, what are your reasons?**

(Intimidated, No time, Too expensive, Not interested, Physical risk, I don't want to go by myself, Don't want to embarrass myself, I am too out of shape, Other: \_\_\_\_\_)

**RQ10: What's your opinion of Kulshan CrossFit?** (Never heard of it, Heard of it but no opinion, Strongly dislike it, Dislike it, Like it, Really like it)

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# RESEARCH PAPER

## Executive Summary

Kulshan CrossFit was founded in 2013 by head trainer Kacie Cleveland. Kulshan CrossFit's philosophy is to "train people for life and help people of all ages and athletic ability be better." Today, the CrossFit gym has six coaches with over 100 members, 56 percent being female. The trainers work to help clients set and meet their personal fitness goals. Kulshan wants to increase awareness among the community and increase its memberships. It wants a public relations campaign that will educate people about the fitness program in order to eliminate the potential stigma of CrossFit being intimidating or too hard.

In order to determine the target audience for the PR campaign, Gemini needed to find out the community's existing knowledge of Kulshan CrossFit, their workout habits and their likeliness to work out at a CrossFit gym. To answer these questions, Gemini PR conducted a convenience survey of 104 people in the Bellingham community.

We found that most people get information about gyms and fitness by word of mouth (55.34%). Also, people are more likely to exercise in a group setting (42.31%) than by themselves. The majority of people do not know about about Kulshan CrossFit (71.15%) and many only know a little about what CrossFit is (30.77%). Of all the reasons why people are reluctant to try CrossFit, the most popular answer was that they are not interested (38.46%).

### Methodology

In order to gather the data needed for the campaign, Gemini PR conducted a convenience survey of 104 people in the Bellingham community. On Wednesday, April 19, we went to two locations to survey. First we went to Whole Foods from 5:30 to 6:30 p.m. We thought this time would be best to survey outside a grocery store because it was around when people get off work and need to stop at the store for dinner items. We picked Whole Foods specifically because it typically draws more of a health conscious crowd, who we thought would have more knowledge about fitness trends and local gyms. We asked 21 people to take our survey and 13 people said yes, giving us a 61.9 percent response rate.

After Whole Foods, we went to Fairhaven from 6:40 to 7:30 p.m. We chose Fairhaven because it was a semi-sunny day and thought we would be able to catch people leaving dinner from various Fairhaven restaurants. We surveyed on and around Harris Ave., between Jalapeños, Fat Pie and Skylark's. We asked 23 people in total to take our survey and 16 said yes, for a response rate of 69.6 percent.

For our second day of surveying, we returned to Fairhaven on Sunday, April 23 for the Dirty Dan Festival. We knew there would be a lot of people out celebrating the nice weather and

the event. We went from 1 to 4 p.m., during the peak hours of the festival. We got the most responses this day, asking 66 people in total with 54 people saying yes for a 81.2 percent response rate.

On Monday, April 24, we chose Western Washington University's Red Square for our final surveying location. We picked Red Square because it is in the middle of the campus and would give us a wide variety of answers to our research questions. We thought this would be the best option to gather responses from people who workout frequently and infrequently. We stood in Red Square from noon to 2 p.m. because many people choose to sit outside during lunch, especially on a nice day. We asked 26 people to take our survey. We had 21 people participate, giving us a response rate of 80.8 percent.

In total, we asked 136 members of Bellingham's community to fill out our survey. We had 104 who said yes, for a total response rate (over all locations) of 76.5 percent.

Gemini PR asked the following survey questions:

RQ1: How many days a week do you exercise? [I don't exercise (0), 1, 2, 3, 4, 5, 6, 7]

RQ2: What do you do for exercise? Select all that apply. [At home workouts, I go to the gym, I workout outside (bike, run, walk, kayak, etc.), I go to classes (spin, yoga, pilates, barre, CrossFit, etc.), I'm on a league or team (softball, ultimate frisbee, etc.), Other \_\_\_\_\_, I don't exercise (skip to question 3b if you select this)]

RQ3a: What is your motivation for exercise? [Fitness, Weight Loss, To get stronger and/or faster, Injury Recovery/Physical Therapy, Recreation, Training for something, Better body image (skip to question 11 when done)]

RQ3b: If you answered "I don't exercise" in Question 8, why is this? [I don't have time, I don't like working out, I don't feel comfortable at the gym, I am lazy, I don't feel like I have to]

RQ4: Are you more or less likely to exercise in a group fitness setting than by yourself? [More likely, Less likely, No opinion]

RQ5: How do you get information about gyms/fitness? Check all that apply. [Radio/TV, Social media, Word of mouth, Print ads/Mail, Online ads]

RQ6: If you belong to a gym, which one? [I don't go to a gym, I go to \_\_\_\_\_]

RQ7: What CrossFit gyms do you know about in Whatcom County?

RQ8: How much do you know about CrossFit? [Know nothing, Know a little, I've heard about it, but that's all, I could explain what CrossFit is, I go to a CrossFit gym]

RQ9: Are you reluctant to try CrossFit? If so, what are your reasons? [Intimidated, No time, Too expensive, Not interested, Physical risk, I don't want to go by myself, Don't want to embarrass myself, I am too out of shape, Other: \_\_\_\_\_]

RQ10: What's your opinion of Kulshan CrossFit? [Never heard of it, Heard of it but no opinion, Strongly dislike it, Dislike it, Like it, Really like it]

Females made up just under half (47.12%) of survey respondents, followed by males (46.15%). The remaining surveyors either chose non-binary (5.77%) or chose not to respond (0.96%). Almost half (49.04%) of the survey participants reported their age range as 18-24. The second highest (24.04%) reported 25-34. The same amount of respondents (9.62%) reported for both age ranges 35-44 and 45-54. Additionally, the same amount of respondents (3.85%) reported their age range between 55-64, and 65 and older.

The largest percentage (41.35%) of respondents were students, followed by those who work full-time (35.58%). Just about a quarter (24.04%) of respondents said they work part-time and few (4.81%) reported they are currently retired, followed by stay at home parents (2.88%), unemployed participants (1.92%) and finally, the smallest group of respondents reported their primary employment status as being in the military (0.96%). A majority of respondents (61.54%) said they are single followed by married respondents (33.65%) and those who said other (4.81%).

Over three-fourths (83.65) of respondents do not have children under 18 living at home and the rest of respondents do have children under 18 living at home (16.35%). About two-fifths (39.42%) of our respondents have an income of less than \$10,000 a year followed by people who reported \$31,000 to \$50,000 and \$51,000 to \$70,000 (15.38% each), between \$10,000 to \$30,000 (12.5%). Those who reported having an income between \$71,000 and \$90,000 was the second smallest category (10.58%) followed by over \$90,000 annually (6.73%).

Some sources of error came from the respondent and some came from the way Gemini PR wrote the survey questions. We found that some people did not read the questions thoroughly so when it said "choose one," some people chose multiple answers. This happened mostly on RQ9 regarding how people get information about gyms. One of our demographic questions asked about income. In writing the question, we did not specify whether it was individual or household income so we have a mixture of both answers.

Although Gemini PR conducted surveys in a wide variety of locations in hopes to encompass a wide range of demographics, some demographics turned out to be unusable because of the small percentage of respondents who reported the category so these options were not analyzed. These include non-binary, ages 35 and older, prefer not to respond, military, stay at home parent, retired, unemployed, other marital status and an income of over \$90,000.

# Findings

RQ1: How many days a week do you exercise? [I don't exercise (0), 1, 2, 3, 4, 5, 6, 7]

One quarter of respondents (25%) reported that they exercise four days a week. This is followed by those who said they exercise five days a week (22.12%), then those who reported three days a week (20.19%). Next are respondents who don't exercise (9.62%) and those who exercise six and seven days a week (7.69% each). A few respondents exercise two days a week (5.77%) and finally are those who exercise one day a week (1.92%).

The frequency in which males and females exercise were similar except for exercising zero, three, four and six days a week. While females were more likely to say they exercise zero (12.24%), three (24.49%) and six days a week (12.24%) compared to men (6.24%, 14.6%, 4.2%, respectively), men were more likely to say they exercised four days a week (37.50%) than women (14.3%).

Respondents ages 25-34 most frequently reported that they exercise four days a week (44%), compared to 18-24 (15.7%), while a quarter of 18-24 year olds most frequently said they exercise three days a week (25.49%) compared to 25-34 (12%). The greatest discrepancy between the age groups were those who said they didn't work out at all. One-fifth of 18-24 year olds don't exercise at all (17.65%) while none (0%) of the 25-34 years old exercise no days a week. Respondents ages 25-34 more frequently reported working out one and two days a week (8% and 16%, respectively) than 18-24 year old (0% and 3.92%, respectively) and 18-24 year old more frequently said they exercise six and seven days a week (13.73% and 3.92%, respectively) as opposed to 25-34 year old who had none for both days (0%).

Generally, full-time employees, part-time employees and students frequently report that they exercise about the same amount. However, full-time employees reported they exercise five days a week the most frequently (29.73%) compared to students (13.95%) and part-time employees (12%). Students more frequently exercise six days a week (16.28%) while part-time and full-time reported much less (8% and 2.7%, respectively). Part-time employees reported that of all groups, they more frequently exercise zero days a week (16%), than students (13.95%) and full-time employees (5.41%). Finally, full-time and part-time employees exercise two days a week (8.11% and 8%, respectively) while only a few students responded with two days (2.33%). Single people more frequently said they exercise zero (12.5%), three (23.4%) and six days (10.94%). Married people reported more exercise two and seven days a week (11.43% and 14.29%, respectively) compared to their least reported days, one (0%) and six days a week (2.86%). Respondents who have and do not have children under 18 living at home most frequently reported they exercise five days a week (35.29%, 19.54%). Those kids reported they exercise seven days a week more (11.76%) than those without (6.9%). Finally, respondents without kids under 18 living at home responded more frequently to zero and six days (11.49%, 9.2%, respectively) as opposed to those with kids who had none (0%) for both days.

Respondents who make less than \$10,000 annually said they exercise three days a week more (24.39%) and \$10,000-\$30,000 (23.08%) exercise these days a week more than those making \$31,000-\$70,000 (12.5% for both demographics). Respondents with incomes \$31,000-\$50,000 and \$51,000-\$70,000 most frequently said they work out five days a week (31.25% each) than those who make less, under \$10,000 (21.95%) and \$10,000-\$30,000 (7.69%). Surveyors making under \$10,000 reported exercising six days a week more (14.63%) than those making ranging \$10,000-\$30,000 (7.69%) as well as \$31,000-\$50,000 and \$51,000-\$70,000 (0% each). Finally, people making \$51,000-\$70,000 responded seven days a week more frequently (12.5%) than those making under \$10,000 annually (4.88%), \$10,000-\$30,000 and \$31,000-\$50,000 (0% each).

RQ2: What do you do for exercise? Select all that apply. [At home workouts, I go to the gym, I workout outside (bike, run, walk, kayak, etc.), I go to classes (spin, yoga, pilates, barre, CrossFit, etc.), I'm on a league or team (softball, ultimate frisbee, etc.), Other \_\_\_\_\_, I don't exercise (skip to question 3b if you select this)]

The majority of respondents get their exercise by working out outside (56.73%). About half go going to the gym (47.12%) followed by those who do at home workouts (34.62%), then those who go to classes (15.38%). Some respondents said that they are on a league or team (13.46%) and some other form of exercise or don't exercise at all (7.69% each).

The majority of males and females choose to exercise by working out outside (64.58% and 51.02%, respectively) though more males said this than females. The majority of males also go to the gym (54.17%) while fewer female respondents say they pick the gym (40.82%). Females chose at home workout (42.86%), go to classes (28.75%), are on a league or team (16.33%) or don't exercise (12.24%) more frequently than males did (29.17%, 4.17%, 8.33% and 4.17%, respectively.)

Those in the age demographic 24-34 more frequently said they get their exercise by working outside (80%) than those who are 18-24 (43.14%). The age group 25-34 most frequently reported that they like the exercise at the gym (64%) than those age group, 18-24 (52.94%), 35-44 and 45-54 (20% each). Respondents 25-44 are most frequently going to classes (30%), followed by 18-24 (17.65%), 25-34 (8%) and 45-54 (0%). A quarter of 18-24 year old are on a league or on a team (23.53%) compared to 45-54 (10%), 25-34 (4%) and 35-44 year olds (0%). Finally 18-24 year old are the only group that frequently responded they don't exercise (13.73%).

The majority of full-time and students frequently said they workout outside (64.86% and 58.14%) opposed to part-time employees (44%). Students most frequently answered that they participate on a league (20.93%) when part-time employees and full-time employees were much less (8% and 5.41%)

The majority of single and married respondents reported they workout outside (65.71% and 51.56%) The majority (62.5%) said they go to the gym opposed to married respondents (20%). Less than half (48.57%) of married people frequently said they workout at home, followed by a quarter of single respondents (25%). The greatest variance between the two demographics was between the single respondents who said the are on a league (20.31%) and the married respondents who said the same (2.86%). Married respondents more frequently said they do another form of exercise than what is listed (11.43%) opposed to the single participants who picked other

(6.25%). Finally, singles more often said they do not exercise (9.38%) opposed to married surveys (9.2%).

The majority of surveyors who have children under 18 living at home said they prefer at home workouts (58.82%) followed by those without children (29.89%). This time, the majority of respondents without children prefer to get exercise at the gym (51.72%) opposed to a quarter of married participants (23.53%). Those who live with no kids under 18 more frequently responded that they participate in a league or on a team and do not exercise (14.94% and 9.2%, respectively) which is more than those with children (5.88% and 0%, respectively).

The majority of respondents with an annual income of \$10,000-\$30,000 reported that they go to the gym the most (62.23%) followed by \$51,000-\$70,000 (56.25%). Almost half of those who make under \$10,000 said they go to the gym (48.78%) followed by income range \$31,000-\$50,000 (43.74%) and \$71,000-\$90,000 (27.27%). Generally, a large percentage from each income levels said they workout outside. The majority of incomes \$10,000-\$30,000 (61.54%), \$51,000-\$70,000 (56.25%), \$71,000-\$90,000 (54.55%), under \$10,000 (53.66%) and finally half of those in the income lever \$31,000-\$50,000 (50%). The group with the largest majority who picked at home workouts was \$71,000-\$90,000 (54.55%) followed by \$10,000-\$30,000 (38.46%), \$31,000-\$50,000 (37.5%), under \$10,000 (31.71%) and finally \$51,000-\$70,000 (31.25%).

The income ranges who least frequently go to classes are \$10,000-\$30,000 (7.69%) and \$31,000-\$50,000 (6.25%). Just under a quarter of respondents who make less than \$10,000 a year were the most likely to be on a league or team (21.95%), far more than those who make \$71,000 to \$90,000 (9.09%) as well as income ranges \$31,000-\$50,000 and \$51,000-\$70,000 (6.25%) and none for those in the \$10,000-\$30,000 range (0%). Respondents who make \$10,000-\$30,000 twice as frequently said they participate in some other form of exercise (15.38%), followed by \$71,000-\$90,000 (9.09%), then under \$10,000 (7.32%). The income demographics who least frequently participate in some other form of exercise are those who make \$31,000-\$50,000 (6.25%) and none of the respondents who make \$51,000-\$71,000 (0%). Respondents who fit in the \$10,000-\$30,000 demographic was the group who most frequently said they don't exercise (15.38%), followed by those in \$31,000-\$50,000 (12.5%). Next were participants who make under \$10,000 a year (7.32%), between \$51,000-\$70,000 (6.25%) and finally none from the \$71,000-\$90,000 group (0%).

RQ3a: What is your motivation for exercise? [Fitness, Weight Loss, To get stronger and/or faster, Injury Recovery/Physical Therapy, Recreation, Training for something , Better body image (skip to question 11 when done)]

The majority of respondents (70.83%) cited fitness as their motivation for working out, followed by over half who work out to get stronger and/or faster (54.17%). Under half like to exercise both to have a better body image (43.75%) and for recreational purposes (41.67%), followed by exercising for the purpose to lose weight (38.54%) and a small percent exercise because they are training for something (15.63%). The smallest group reported that they exercise as part of an injury recovery or physical therapy(14.58%).

Generally, males and females are divided equally in reasons why they like to exercise

however a majority of men exercise in order to get faster and/or stronger (65.29%) while women don't as frequently (41.86%). More women exercise to have a better body image (51.16%) and because they are training for something (20.93%) when men do reported these less frequently (41.30% and 13.04%, respectively).

Generally, respondents in age group 25-34 responded to all reasons to workout with higher frequencies than those ages 18-24. More people 25-34 said fitness (88%), weight loss (48%), recovering from an injury (24%) and to have a better body image (60%) were their motivations while those 18-24 responded at a lower frequency (59.09%, 31.82%, 11.36% and 40.91%, respectively). The only exceptions were 18-24 year olds who more frequently said they exercise to get stronger and/or faster (56.82%) and for recreation (40%) opposed to the 25-34 year olds, who picked these reasons less (56% and 24%).

Fitness was a main source of motivation for students (76.92%), full-time employees (74.29%) and part-time employees (63.64%) to workout. The next most frequently picked reason for these three groups to exercise was to get faster and/or stronger. The majority of students (58.97%) want to get faster and/or stronger. Half of part-time employees want to get faster and/or stronger (50%), followed by part-time employees (48.57%). Under half of full-time employees gave weight loss as a reason to for exercise (48.57%), followed by part-time employees (40.91%) and then students (33.33%). The next most frequently picked reason to exercise was recreation. Under half of all students exercise for recreation (46.15%), followed by full-time employees (37.14%) and close behind, part-time employees (36.36%). The largest discrepancy between the three employment statuses was under the option for injury recovery/physical therapy. While a quarter of students exercise for rehab (25.64%), only a small percent of part-time employees (9.09%) and full-time employees (5.71%) do the same. Finally, students make up the largest percent of people who exercise because they are training for something (20.52%). Following them are full-time employees (14.29%) and then part-time employees (13.64%).

Married respondents most frequently said they exercise for fitness (76.47%) followed by single respondents (67.24%). The majority of single surveyors also picked getting stronger and/or faster as a reason to exercise (62.07%), almost twice as frequently as married people (38.24%). Again, half of singles frequently reported that they exercise because they are training for something (46.55%) while married people said this less (32.35%). Finally, singles (17.24%) and married respondents (11.76%) reported that they exercise because they are training for something the least frequently of all reasons.

The majority of respondents who do and do not have children living at home chose fitness as a motivation to exercise (76.47% and 69.62%, respectively). The second most frequent answer for both groups was weight loss as a motivation (41.18% and 56.96%, respectively). Half of respondents without kids under 18 said they exercise to have a better body image (46.84%) followed by those who do have kids under 18 living at home (29.41%). Half of respondents who do not have children under 18 living at home also chose recreation as a motivation for exercise (45.57%) followed by respondents with children under 18 living at home (23.53%). Finally respondents without children under 18 living at home were least likely to say they exercise to train for

something or to recover from an injury or (16.46% each) and those with children responded to those options even less (11.76% and 5.88%, respectively).

The majority of all income level groups cited fitness as a motivation for working out. The most frequent of these were respondents who made \$10,000-\$30,000 annually (90.91%), followed by four-fifths of people who make \$71,000-\$90,000 (81.82%). Three quarters of surveyors who make \$31,000-\$50,000 a year said fitness was a motivation to workout (78.57%), followed by \$51,000-\$70,000 (66.67%) and finally the least frequently were those who make under \$10,000 (63.16%). Three quarters of respondents with an income of \$51,000-\$70,000 reported that they often exercise to help get stronger and/or faster (73.33%). Following them is income level of under \$10,000 (55.26%), \$10,000-\$30,000 and \$71,000-\$90,000 (45.45% each) and \$31,000-\$50,000 (42.86%). The majority of surveys belonging to the \$10,000-\$30,000 demographic said their exercise motivations comes from recreation (63.64%), followed by half of income level \$31,000-\$50,000 (50%). A bit less than them was income level \$71,000-\$90,000 (45.45%) followed by two-fifths of respondents who make less than \$10,000 (39.47%). The least frequent group, \$51,000-\$70,000, reported a frequency of one quarter (26.67%). The majority of respondents who make \$31,000-\$50,000 use a better body image as a motivation to exercise (57.14%), followed by half of \$10,000-\$30,000 respondents (54.55%). Two-fifth of surveyors said they exercise with a better body image in mind (40%) while slightly less than those under \$10,000 said the same (39.47%). One quarter of respondents with an income level of \$71,000-\$90,000 said a better body image is their reason to work out (27.27%). Half of respondents in income group \$51,000-\$70,000 exercise in order to lose weight (46.67%) and a bit less than them is annual income demographic \$10,000-\$30,000 (45.45%) and \$31,000-\$50,000 (42.86%). The smallest groups that reported exercising to lose weight were demographics \$71,000-\$90,000 and under \$10,000 (36.36% and 28.95%, respectively). The largest group of respondents who reported they exercise because they are training for something were those who make \$71,000-\$90,000 (36.36%), followed by \$51,000-\$70,000 (20%) and those who make under \$10,000 (15.79%). The groups who least frequency reported this option were \$31,000-\$50,000 and \$10,000-\$30,000 (9.09% and 7.14%, respectively). Finally, the smallest percentages of people said they exercise for injury recovery or physical therapy. The largest of this group were those who make \$51,000-\$70,000 (20%), followed by under \$10,000 (18.42%), \$10,000-\$30,000 (18.18%), and no one in the \$71,000-\$90,000 demographic (0%).

RQ3b: If you answered “I don’t exercise” in Question 8, why is this? [I don’t have time, I don’t like working out, I don’t feel comfortable at the gym, I am lazy, I don’t feel like I have to]

A majority of respondents said that the reason they do not exercise is because they are lazy (62.5%). A quarter of respondents said they do not work out because they do not like to do it or they don’t feel comfortable at the gym (25% each). Finally, the least frequent responses for why respondents do not exercise is that they do not have time or they do not feel like they need to (12.5% each).

RQ4: Are you more or less likely to exercise in a group fitness setting than by yourself?

[More likely, Less likely, No opinion]

Under half of respondents (42.31%) are more likely to exercise in a group fitness setting.

Following them are a quarter who are less likely to participate in a group fitness setting (27.88%). A quarter of respondents (25.96%) had no opinion on whether or not they prefer exercising in a group fitness setting and finally only a few said they do not exercise (3.85%).

The majority of female respondents (59.18%) said they are more likely to exercise in a group setting. One quarter of males (27.08%) said they would prefer to exercise in a group setting. Men more frequently said they are less likely to exercise in a group setting (33.33%) and have no opinion on the matter (37.5%) while females less frequently said the same (18.37% each).

Half of respondents 18-24 are more likely to exercise in a group setting, they said (50.98%). They are followed by 25-34 year olds (36%). Respondents who are 25-34 years of age more frequently said they are less likely to participate in group exercise (36%) than those 18-24 (23.53%). Finally, one quarter (28%) of participants 25-34 have no opinion on group exercise, followed by 18-24 year olds (19.61%).

Students more frequently reported that they are more likely to participate in group exercise (44.19%).

Half of singles said they are more likely to participate in exercise in a group setting (48.44%) followed by married respondents (31.43%). More married respondents reported that they are more less likely to participate in group fitness (31.43%) than the quarter of singles who said this (26.56%). Those who are married also said they have no opinion more often (34.29%) than singles (20.31%).

Generally, respondents who do and do not have kids under 18 living at home were similar in their responses.

The majority of participants (69.23%) with annual incomes of \$10,000-\$30,000 said they are more likely to participate in exercise in a group fitness setting. Following them were half of the \$31,000-\$50,000 respondents (43.75%), those who make under \$10,000 (39.02%) and then \$51,000-\$70,000 a year (37.50%). Finally, a quarter of respondents who make \$71,000-\$90,000 said they are more likely to participate in group fitness (27.27%). Respondents who reported a income of \$71,000-\$90,000 more frequently said they are less likely to participate in group fitness (36.36%) than any other demographic. Following them was the under \$10,000 group (34.15%), then the \$31,000-\$50,000 demographic (31.25%), \$51,000-\$70,000 responded fourth most frequently (18.75%). Finally, the smallest frequency was that of the \$10,000-\$30,000 (7.69%). Those who make a reported \$51,000-\$70,000 annually more frequently had no opinion on the matter (37.5%) than any of the other demographics. Following them were \$71,000-\$90,000 annually (36.36%). A quarter of respondents with incomes \$10,000-\$30,000 said they have no opinion on group fitness (23.08%) followed by under \$10,000 (21.95%) and finally \$31,000-\$50,000 (18.75%).

RQ5: How do you get information about gyms/fitness? Check all that apply. [Radio/TV, Social media, Word of mouth, Print ads/Mail, Online ads]

Half of respondents (55.34%) get their information about gyms/fitness by word of mouth. This is followed by respondents who get information from social media (34.95%), those who get information through radio/tv or some other form (15.53% each). Slightly less than that are respondents who reported they get information through print ads/mail (12.62%) and finally, those

who get information by online ads (8.74%)

Generally, males and females tend to get information about gyms and fitness from similar mediums. However, the majority of females get their gym/fitness information by word of mouth (63.27%) while just under half of males get their information about gyms and fitness this way (46.81%). Males said they get information through social media more frequently (42.55%) than females do (30.61%). Similarly, males also reported getting information through other forms of advertisement more often (23.4%) than females (8.16%). Lastly, females reported getting fitness information from print ads and mail about twice as frequently than males (16.33% and 8.51%, respectively).

Respondents ages 18-24 and 25-34 were similar in how frequently they reported getting fitness information from radio/tv and print ads/mail. The majority of 18-24 year olds (62%) and 25-34 year olds (56%) said they get information by word of mouth. Participants ages 25-34 more frequently said they also get information from social media (44%) and online ads (20%), than those ages 18-24 (36% and 6%). Respondents 18-24 did report that they get their info from another source that what was listed on the survey more often (16%) than 25-34 year olds (12%).

The employee demographic was similar in how often they get information about gyms/fitness from online ads or other sources. The majority of both students and full-time employees get their info by word of mouth (66.67% and 54.05%) when half of part-time employees get their information that way (48%). Full-time employees more frequently said they get information from social media (40.54%), followed by students (33.33%) and then part-time employees (32%). A quarter of full-time workers said they rely on the radio/tv for information (24.32%). They are followed by part-time employees (12%) then students (7.14%). A quarter of full-time employees were also the most frequent in saying they get information from print ads/email (21.62%). Full-time employees were significantly more frequent in reporting this than part-time employees (4%) and students (2.38%).

Popular ways to gather information is very different among married and single people. The majority of singles rely on word of mouth for information (63.49%) while less than half of married respondents reported the same (42.86%). Singles also tend to get more information from social media (41.27%) when married respondents reported less (22.86%). Surveys from married people said they more frequently get information from the radio/tv (31.43%) than singles (7.94%). A quarter of married respondents get information about fitness through print ads/mail (28.57%), followed by singles (4.76%). Married respondents more frequently get information from other types of news outlets (20%), opposed to singles (7.94%). Finally, married people rely on online ads (11.43%) more often than singles (7.94%).

Respondents who do not have children under 18 living at home more frequently get information from social media (38.37%) than those with children (17.65%). Those without children are also more frequent in getting information through another source (10.47%) than people with children (0%). Finally, respondents with children more frequently reported getting information from radio/tv and print ads/mail (29.41% and 17.65%) than those without kids (12.79% and 11.63%).

The majority of income ranges under \$10,000, \$10,000-\$30,000 and \$31,000-\$50,000 get their information by word of mouth (65%, 61.54%, 65.25%, respectively). Half of those who make \$51,000-\$70,000 (50%) and a quarter of \$71,000-\$90,000 (27.27%) use word of mouth. A majority of respondents who make \$10,000-\$30,000 said they get their fitness information from social media (53.85%). Following them was the \$51,000-\$70,000 income range (37.5%), \$31,000-\$50,000 (31.25%), under \$10,000 (30%) and finally, a quarter of respondents with an income of \$71,000-\$90,000 (27.27%). Half of the \$51,000-\$70,000 income (50%) said they get information from print ads/mail. Much less from the \$71,000-\$90,000 range reported getting information from print ads/mail (18.18%), followed by \$31,000-\$50,000 (6.25%), under \$10,000 (5%) and none from the \$10,000-\$30,000 range (0%). Respondents with an income of \$51,000-\$70,000 reported most frequently that they get information from radio/tv. Following them, a quarter of respondents who make \$71,000-\$90,000 get information from the radio/tv (27.27%). Under \$10,000 incomes account for much less (12.5%) of those who get info from radio/tv and finally no one with an income of \$10,000-\$30,000 get information this way (0%). A quarter of respondents with incomes of \$31,000-\$50,000 receive other types of fitness news outlets. Following them are incomes of \$71,000-\$90,000 and under \$10,000 (18.18% and 15%). Respondents who reported an income of \$51,000-\$70,000 followed in frequency (12.5%) and finally \$10,000-\$30,000 income range reported another source the least (7.69%). The group of respondents who reported the highest frequency of getting fitness information from online ads were those with an income of \$10,000-\$30,000 (15.38%). Following them were \$31,000-\$50,000 and under \$10,000 (12.5% and 10%). Finally income ranges \$51,000-\$70,000 and \$71,000-\$90,000 reported this with the least frequency (6.25% and 0%, respectively).

RQ6: If you belong to a gym, which one? [I don't go to a gym, I go to \_\_\_\_\_]

Although many of our respondents reported that they don't go to a gym (41.75%), a quarter said they exercise in at the Western Washington University's Student Recreation Center (25.24%). This is followed by those who exercise at Fitness Evolution (10.68%), Bellingham Fitness (5.83%) and the local YMCA (3.88%). Other gyms that respondents picked were LA Fitness, Anytime Fitness, Vital Climbing Gym, Thrive or the respondent's home (1.94% each). Finally, few said they chose to exercise at Bellingham Athletic Club, Ferndale High Weight Room and at Whatcom Recreation Center (0.97% each)

The gyms at which males and females exercise are similar except men are more likely to exercise at Western's Student Rec Center (29.17%) than woman (22.92%). However, women reported that they are more likely (8.33%) to exercise at Bellingham Fitness than men (2.08%).

For the most part, the various ages go to the same gyms at similar frequencies. Differences include 18-24 year old who are more likely to not go to a gym (40%) than 25-34 year olds (24%). Respondents 18-24 are also more likely to workout at Western's Rec Center (36%) than those who are 25-34 (28%). Participants ages 25-34 however, are twice as likely to exercise at Fitness Evolution (12%) than those who are 18-24 (6%).

Half of students exercise at Western's Rec Center (50%). Following them are part-time employees (32%) and then full-time employees (2.7%). Almost half of full-time employees do not

go to a gym (45.95%), followed by students (40.48%) and then part-time employees (32%). Full-time employees reported they exercise at Fitness Evolution the most (18.92%). Following them are part-time employees (12%) and students (0%). Finally, full-time employees are the most likely to exercise at Bellingham Fitness (10.81%), followed by part-time employees (4%) and no students (0%).

The majority of married respondents said they do not go to a gym (54.29%), followed by singles (33.33%). Singles reported that they are more likely (39.68%) to go to Western Student Recreation Center than married respondents (2.86%). Married respondents were almost twice as likely (14.29%) to go to Fitness Evolution than single respondents (7.94%). Married respondents were also more likely to say they exercise at Bellingham Fitness (11.43%) and YMCA (8.57%) than singles (3.17% and 1.59, respectively).

The majority of respondents who have children under 18 living at home don't go to the gym (58.82%), in comparison to those who do not have children under 18 living at home (38.37%). A quarter of respondents without kids under 18 living at home said they go to Western's Rec Center (27.91%), followed by those who do have kids under 18 at home (11.76%). Finally, respondents with kids under 18 living at home are more likely (17.65%) to go to Fitness evolution than those without kids under 18 at home (9.3%).

The majority of respondents with an income of \$31,000-\$50,000 (62.5%) are more likely to not go to the gym. They are followed by \$71,000-\$90,000 (45.45%), \$10,000-\$30,000 (38.46%), \$51,000-\$70,000 (37.5%) and under \$10,000 (35%). A quarter of respondents with incomes of \$71,000-\$90,000 said they exercise at Fitness Evolution (27.27%). Less likely to exercise at Fitness Evolution were incomes of \$31,000-\$50,000 and \$51,000-\$70,000 (12.5% each), \$10,000-\$30,000 (7.69%) and finally, under \$10,000 (2.5%). Half of those who make under \$10,000 annually (47.5%) said they belong to Western's Recreation center, compared to those who make \$10,000-\$30,000 (38.46%). Respondents who make an income of \$31,000-\$50,000 and \$51,000-\$70,000 are more likely to belong to Western's Rec Center (6.25% each) than people with incomes of \$70,000-\$90,000 (0%). The demographic that is most likely to be members Bellingham Fitness are those who make \$51,000-\$70,000 (18.75%). Following them is \$71,000-\$90,000 (9.09%), \$31,000-\$50,000 (6.25%), under \$10,000 annually (2.5%) and \$10,000-\$30,000 (0%).

RQ7: What CrossFit gyms do you know about in Whatcom County?

The majority of people surveyed (83.33%) reported that they don't know of any CrossFit gyms in Whatcom County. Following them were those who knew about CrossFit X (7.84%), then Kulshan CrossFit (6.86%) and finally CrossFit Iron Industry (1.96%).

Generally, males and females knew the same amount about each of the Whatcom County CrossFit gyms. However, females were more likely (85.42%) to know nothing about Whatcom County's CrossFit gyms than males were (82.98%).

The majority of both age groups knew nothing about local CrossFit gyms, however, respondents ages 18-24 more frequently knew nothing (91.84%) than those 25-34 (80%). Respondents ages 25-34 were much more likely to know about CrossFit X (12%) than females (2.04%).

The majority of students (92.68%), part-time employees (92%) and full-time employees

(67.57%) didn't know of any CrossFit gyms in Whatcom County. More full-time employees knew of CrossFit X (16.22%) than either part-time employees (4%) or students (2.44%). More full-time employees also knew about Kulshan CrossFit (10.81%), Following them were students (4.88%) and then part-time employees (4%).

The majority of both respondents who don't have and have kids under 18 living at home knew nothing about CrossFit gyms in Whatcom County (87.06% and 64.71%, respectively). However, respondents who do have kids under 18 at home knew more about both CrossFit X (17.65%) and Kulshan CrossFit (11.76%) than those without kids knew about them (5.88% each).

The majority of each of the annual income levels knew of no Whatcom County CrossFit gyms. One quarter of respondents who make \$51,000-\$70,000 reported that they know of CrossFit X (25%). Following them were respondents who make \$31,000-\$50,000 (18.75%), then \$71,000-\$90,000 (9.09%) and finally both under \$10,000 and \$10,000-\$30,000 reported no one knew about CrossFit gyms (0% both).

RQ8: How much do you know about CrossFit? [Know nothing, Know a little, I've heard about it, but that's all, I could explain what CrossFit is, I go to a CrossFit gym]

The most frequent response was by those who know a little about CrossFit (30.77%). This is followed by a quarter of participants (24.04%) who have only heard of CrossFit. Our survey found that some people can explain what CrossFit is (21.15%), some know nothing about CrossFit (17.31%) and finally respondents who currently go or have gone to a CrossFit class (6.73%).

Generally, our survey found that males and females know very minimal things about CrossFit. Male respondents most frequently said they know a little bit about CrossFit (35.42%) in comparison to females who know a little bit about it (28.57%). One quarter of female respondents said they have heard of CrossFit only (26.53%) followed by males who have heard of it (16.67%). More males reported that they have gone to a CrossFit class (10.42%) than females (4.08%).

More respondents ages 25-34 said they can explain what CrossFit is (40%) than respondents ages 18-24 (17.65%). The youngest group was more likely to have heard of CrossFit but have no other knowledge of the program (33.33%), followed by 25-34 year olds (20%). Respondents ages 18-24 more frequently said they know nothing about CrossFit (19.61%) than those who are 25-34% (4%). Finally, ages 25-34 more frequently have participated in a CrossFit class (8%) than anyone ages 18-24 (1.96%).

Full-time employees were the most likely to know a little bit about CrossFit (37.84%). Following them were students (20.23%) and part-time employees (20%). Students most frequently said they have heard of CrossFit (20.23%), followed by full-time employees (18.92%) and part-time employees (16%). Over a quarter of part-time employees said they can explain what CrossFit is (28%). This is more than both full-time employees (18.92%) and students (16.28%). Over a quarter of part-time employees also know nothing about CrossFit (28%). More students know nothing about CrossFit (18.6%) than full-time employees (10.81%). Finally, full-time employees are the group that has gone to a CrossFit class the most (13.51%) followed by part-time employees (8%) and students (4.65%).

More single respondents have heard of CrossFit (29.69%) than those who are married (11.43%). However, more married respondents know a little bit about CrossFit (40%). One quarter of singles know a little bit about the exercise program (25%). One quarter of singles could also explain what CrossFit is (26.56%) while less married respondents could do the same (14.29%). More married people have been to a CrossFit class (14.29%) than singles (1.56%).

The majority of participants who have children under 18 living at home know a little bit about CrossFit (58.82%), opposed to the one quarter of those who do not have children under 18 living with them (25.29%). Just over a quarter of those without kids have heard of CrossFit (27.59%). This is more than those who do have kids have heard of the program (5.88%). Another quarter of people without kids under 18 can explain what CrossFit is (24.14%). They are followed by those with kids (5.88%). More respondents who do not have kids under 18 living with them know nothing about CrossFit (18.39%) than those who do have them (11.76%). Finally, the respondents who do have kids under 18 living with them were more frequent to say they have been to a CrossFit class (17.65%) than those without (4.6%).

The majority of respondents with an income of \$31,000-\$50,000 said they only know a little bit about CrossFit (56.25%). They are followed by respondents who make \$71,000-\$90,000 (36.36%), then \$51,000-\$70,000 (31.25%), \$10,000-\$30,000 (30.77%) and finally, under \$10,000 (19.51%). The largest group that can explain CrossFit are respondents who make \$10,000-\$30,000 (30.77%). A quarter of participants who make \$71,000-\$90,000 said they can explain CrossFit (27.27%). Another quarter of those who make under \$10,000 can explain CrossFit (24.39%). Following them are those with an income of \$51,000-\$70,000 (18.75%) and finally \$31,000-\$50,000 (12.5%). Another quarter of incomes of \$70,000-\$90,000 have been to a CrossFit class (27.27%). Following them are people who make \$51,000-\$70,000 (18.75%). The least likely to have been to a CrossFit class are respondents who make less than \$10,000 (2.44%) as well as those who make \$10,000-\$30,000 and \$31,000-\$50,000 (0% each). People who make under \$10,000 account for those who have most frequently heard of CrossFit (31.71%). One quarter of respondents who have incomes of \$31,000-\$50,000 and \$51,000-\$70,000 said they have heard of CrossFit (25% each). They are followed by \$10,000-\$30,000 (15.38%) and finally \$71,000-\$90,000 (0%). Finally, one quarter of those with an income of \$10,000-\$30,000 know nothing about CrossFit (23.08%). Respondents with an income of under \$10,000 were a bit less likely to know nothing about CrossFit (21.95%). Following them are those with an income of \$71,000-\$90,000 (9.09%) and finally \$31,000-\$50,000 and \$51,000-\$70,000 (6.25% each).

RQ9: Are you reluctant to try CrossFit? If so, what are your reasons? [Intimidated, No time, Too expensive, Not interested, Physical risk, I don't want to go by myself, Don't want to embarrass myself, I am too out of shape, Other: \_\_\_\_\_]

The number one reason people are reluctant to try CrossFit is because they aren't interested (38.46%). This is followed by CrossFit being too expensive (31.73%). A quarter of people are not reluctant to try CrossFit (23.08%) and another quarter are afraid of the physical risk (23.08%). We found that some people are intimidated by the idea of CrossFit (20.19%) and the rest do not have time to do it (14.42%).

Generally, males and females are similar in the reasons they are reluctant (if they are reluctant) to try CrossFit. Male respondents said they are reluctant to try CrossFit because it is too expensive (31.25%) and females followed at one quarter (24.49%). More males said that they are not reluctant to try CrossFit (29.17%) than females did (20.41%). Females more frequently reported that being out of shape was a reason for them not to try CrossFit (12.24%) than males did (8.33%). Females also reported that they didn't want to go to a class alone (10.2%). Males followed them close behind (8.33%).

Respondents age 25-34 is the age that is most reluctant because of the physical risk CrossFit presents (36%). They are followed by 18-24 year olds (19.61%). We found that 18-24 year olds are the most intimidated by CrossFit (29.41%) compared to 25-34 year olds (8%). Respondents 25-34 said they are not reluctant to try CrossFit (28%) but 18-24 year olds reported this less frequently (15.69%). We found that 18-24 year olds cited lack of time as being a reason to not do CrossFit (19.61%) but much less of those 25-34 said the same (4%). More respondents in the youngest age demographic said they were too out of shape to go to CrossFit (13.73%) than those who are 25-34 (8%). Participants ages 18-24 more frequently said they don't want to try CrossFit because they don't want to embarrass themselves (9.8%) and they don't want to go by themselves (2.08%) but people 25-34 never gave this as a reason (0% both).

Students were the largest group of respondents who said they weren't interested in trying CrossFit (44.19%). They are followed by full-time employees (37.84%) and part-time employees (32%). Part-time employees was the group that most frequently said they didn't want to do CrossFit because of the physical risk (40%), followed by students (27.91%) and full-time employees (21.62%). A quarter of full-time employees (24.32%) and part-time employees (24%) said they weren't reluctant to try CrossFit. They were followed by students (13.95%). Another quarter of students (25.58%) and part-time employees (24%) said they are intimidated by CrossFit. This reason was given less often by full-time employees (16.22%). Part-time employees most frequently gave being out of shape as a reason to not do CrossFit (20%). They are followed by students (13.95%) and full-time employees (0%). Finally, students say they have no time most often (18.6%), followed by full-time employees (13.51%) and part-time employees (4%).

Singles think CrossFit is too expensive to try (37.5%) while less married respondents thought that (17.14%). Married respondents were more frequent to say they aren't reluctant to try CrossFit (31.43%) than singles were (20.31%). One quarter of singles are intimidated by trying CrossFit (23.44%). Married respondents were less intimidated by CrossFit (17.14%). Singles were also more frequent to list being out of shape (12.5%) and not wanting to embarrass themselves (7.81%) than married respondents were (5.71 and 2.86, respectively).

Respondents with kids under 18 living at home more frequently said they are not reluctant to try CrossFit (41.18%), while those without children reported less (19.54%). Survey participants without children under 18 living at home were more likely to not be interested in CrossFit (40.23%) than those with children at home (29.41%). Those without children also thought CrossFit was more expensive (35.63%) than those who are married (11.76%). A quarter of respondents without kids under 18 living at home are reluctant because of the physical risk (25.29%), while

less with children are reluctant because of the risk (11.76%). A quarter of respondents with kids under 18 living at home said they had no time to try CrossFit (23.53%), opposed to those without kids (12.64%). Those without kids were more likely to be intimidated by CrossFit (21.84%) than those with kids (11.76%). Being too out of shape was another reason people without kids under 18 living at home said they were reluctant to try CrossFit (11.49%). This was not a reason for those with kids (0%). Finally, those without kids also said they were reluctant because they do not want to embarrass themselves (6.9%). This was also not a reason for respondents with kids under 18 at home (0%).

Half of respondents who make \$31,000-\$50,000 a year said they are not interested in trying CrossFit (50%) and people who make less than \$10,000 annually said less than that (43.9%). They are followed by a quarter of those who make \$70,000-\$90,000 (27.27%) and a quarter of those who make \$51,000-\$70,000 (25%). Respondents who make \$10,000-\$30,000 annually reported this reason the least frequently (38.46%). Participants who make \$10,000-\$30,000 a year most frequently said CrossFit is too expensive to try (38.46%). Close behind them were \$31,000-\$50,000 (37.5%), under \$10,000 (36.59%) and \$51,000-\$70,000 (31.25%). Following them was the demographic with the smallest frequency, \$71,000-\$90,000 (18.18%). Respondent in the income demographic of \$10,000-\$30,000 said they don't participate in CrossFit because of the physical risk (38.46%). They were followed by one quarter of those in the income range \$70,000-\$90,000 (27.27%). People who make less than \$10,000 annually were less likely to say this (21.95%) followed by those in the \$31,000-\$50,000 and \$51,000-\$70,000 ranges (18.75% each). The group that most frequently said they weren't reluctant to try CrossFit are those who make \$71,000-\$90,000 a year (36.36%), followed by \$51,000-\$70,000 (31.25%), \$31,000-\$50,000 (18.75%), under \$10,000 (17.07%) and finally \$10,000-\$30,000 (15.35%). Income range of \$70,000-\$90,000 most frequently said they are intimidated by CrossFit (26.26%). One quarter of respondents who make under \$10,000 a year also reported being intimidated (26.83%). Following them were people who make \$31,000-\$50,000 (18.75%), \$10,000-\$30,000 (15.38%) and none from the \$51,000-\$70,000 range (0%). A quarter of respondents who make \$31,000-\$50,000 said they have no time to do CrossFit (25%). They are followed by the under \$10,000 demographic (19.51%), \$10,000-\$30,000 (15.38%), \$71,000-\$90,000 (9.09%) and finally \$51,000-\$70,000 (0%). Finally, the group that most frequently said they are too out of shape to do CrossFit are those who make under \$10,000 annually (14.63%). They are followed by the \$51,000-\$70,000 income level (12.5%), \$10,000-\$30,000 (7.69%), \$31,000-\$50,000 (6.25%). No one from the income range \$71,000-\$90,000 said they are too out of shape to do CrossFit (0%).

RQ10: What's your opinion of Kulshan CrossFit? [Never heard of it, Heard of it but no opinion, Strongly dislike it, Dislike it, Like it, Really like it]

Overall, the majority of respondents had never heard of Kulshan CrossFit (71.15%). A quarter of people who have heard of Kulshan CrossFit but have no opinion (24.04%). Following them were those who like Kulshan CrossFit (3.85%), those who dislike Kulshan CrossFit (0.96%) and those who strongly dislike it and really like it (0% each).

The frequency of views on Kulshan CrossFit were similar between males and females

(2.08%).

The frequency of views of Kulshan CrossFit did not differ for people across the age ranges except respondents ages 25-34 were more likely to not have an opinion on the gym (28%) than people who were 18-24 (19.61%).

The majority of part-time employees, students and full-time employees had never heard of Kulshan CrossFit (80%, 76.74% and 62.16%, respectively). Full-time employees had heard of Kulshan more (32.43%) than people who are part-time employees (20%) or students (16.28%).

The majority of single and married participants had also never heard of Kulshan CrossFit (71.88% and 65.71%). Over a quarter of people who are married said they have heard of Kulshan CrossFit but didn't have an opinion (28.57%), while less singles had heard of it but had no opinion (28.57%).

The majority of respondents who do and do not have children under 18 living at home had never heard of Kulshan CrossFit (58.82% and 73.56%). More people with children had heard of the gym but had no opinion (29.41%) than those without children under 18 at home (22.99%).

The majority of respondents across the income ranges had also not heard of Kulshan CrossFit, the largest of these being respondents in the income range of \$10,000-\$30,000 (84.62%). Following them were people who make under \$10,000 (78.05%), those who make \$70,000-\$90,000 (63.64%) and \$31,000-\$50,000. Respondents with incomes of \$51,000-\$70,000 both had the least amount of people who had never heard of Kulshan CrossFit (56.25%). Less than half of respondents who make an annual income of \$31,000-\$50,000 had heard of Kulshan CrossFit but had no opinion (43.75%). Following them were those who make \$51,000-\$70,000 (37.50%). A quarter of those who have an income of \$71,000-\$90,000 had heard of the gym but had no opinion (27.27%). People who make \$10,000-\$30,000 reported hearing of Kulshan but having no opinion with less frequency (15.38%) and finally, people who make under \$10,000 reported this option with the least frequency (14.63%).

## Concluding Interpretations

As mentioned in our sources of error, we ran into a few regrettable errors in our survey design. In hindsight, we should have more clearly explained which questions were multiple choice and which were single. For example, RQ5 was initially a single response question but many survey respondents marked two or three options, this also goes for the employment status question. We also should have stated more clearly on the survey that RQ3b was to only be answered if they selected "I don't workout" in the previous question. We could have done so by bolding or underlining the instruction.

Based on our findings, we found it interesting that survey respondents who are married and who have children under 18 living at home were the most likely to report they do at home workouts or to workout outside, while students are the most likely to say they are on a team or league. Knowing our demographics exercise preferences will help us shape our campaign narrative to emphasize that CrossFit is for everybody, and it can be tailored to your preferred exercise

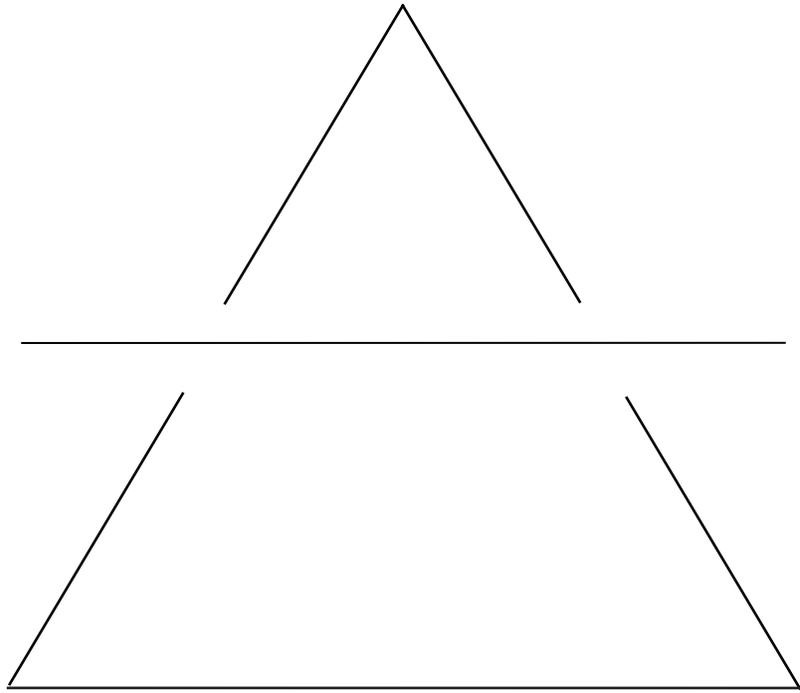
styles. For example, parents and married couples can join CrossFit for a month and take those workout home or because Kulshan CrossFit heavily emphasizes setting goals and keeping each other accountable, it reflects being a part of a team or league. Students were the most likely to report their motivation for working out were for recreation and to get stronger and/or faster, so our campaign can emphasize how Kulshan CrossFit can satisfy both of these things. One of Cleveland's objectives is to bring in students and promote the student discount Kulshan CrossFit offers, and since many of our survey respondents were students, we want to tailor our campaign to connect with them.

Most of our respondents were students and part-time workers (many survey respondents marked they are both) and full-time workers, so we want to create a campaign that reaches out to these demographics. We learned from this survey that all three of these groups and 18-24 year olds reported they are more likely to workout in a group setting and that they all get most of their information about gyms and fitness from word of mouth and social media, followed by radio/television and print advertisements. Though respondents are most likely to get their information from word of mouth, our campaign can utilize both print, digital and audio material to promote Kulshan CrossFit. The more platforms we reach out to, the more likely people are to talk about Kulshan CrossFit.

Respondents who are 25-34, married, have children under the age of 18 living at home and make \$51,000 to \$71,000 were the most likely to report they aren't reluctant to try CrossFit, which is important to know so we can gear our campaign towards more professional workplaces, daycares and other locations that might draw in these demographics.

No survey respondents reported disliking or having negative opinions towards Kulshan CrossFit, but across the board, majority of survey respondents reported that they have never heard of it. Currently Kulshan CrossFit's promotion and marketing techniques include placing a sandwich board outside their location and sporadically posting to social media. Because so few people have heard of Kulshan CrossFit, this can be an opportunity to build from the ground up and do some guerilla marketing—low cost, creative outreach techniques to garner the most exposure we can. We need to get the name "Kulshan CrossFit" out and dispel any negative opinions of the sport.

**THANK YOU**



**GEMINI PR**