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Study Overview

- **Campus Rentals**
  - Offers students access to various on and off-campus activities through the rental of outdoor gear

- **Objectives**
  - To see whether or not students at the University of Denver would utilize a campus rental store for outdoor equipment
  - Student activity: gain a better insight into the current level of student outdoor activity on campus - skiing, biking, hiking, rollerblading, etc.
  - The current frequency and perceptions of previous student rental experiences from off-campus providers (ie: Christy Sports)
  - Expectations students may have about a campus rental system
  - Demographic profiles
Study Overview

● **Methodology**
  ○ Online anonymous survey distributed through Qualtrics
  ○ Open to DU students
  ○ Surveys completed from May 15th through May 29th

● **Limitations**
  ○ Maximum statistical margin of error +/- 12%
  ○ Survey participants were mostly sophomores and juniors - may not be representative of whole school and target population
  ○ Questions 7b & 11b were removed due to less than 5 respondents
  ○ Some questions may have been worded in a confusing manner
I Whether or not students at the University of Denver would utilize a campus rental store for outdoor equipment

II Student activity: gain a better insight into the current level of student outdoor activity on campus

III Perceptions towards previous rental experiences

IV Expectations students may have about a campus rental system

V Demographic profiles
50 respondents indicated that they would be very likely/likely to utilize a campus rental system.

(Likelihood of utilizing a campus rental system)
Over half (34) of the participants stated that they would rent equipment once a month from a campus rental store.

(If rental equipment was available on campus how often could you see yourself renting?)
The most common types of equipment owned by DU students are skis and hiking equipment.

*Types of outdoor equipment currently owned*

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skis</td>
<td>19.44%</td>
</tr>
<tr>
<td>Tennis Racket</td>
<td>14.44%</td>
</tr>
<tr>
<td>Bike</td>
<td>15%</td>
</tr>
<tr>
<td>Rollerblades</td>
<td>12.22%</td>
</tr>
<tr>
<td>Camping Equipment</td>
<td>12.78%</td>
</tr>
<tr>
<td>Hiking Equipment</td>
<td>22.78%</td>
</tr>
<tr>
<td>Kayak</td>
<td>1.67%</td>
</tr>
<tr>
<td>None</td>
<td>1.11%</td>
</tr>
</tbody>
</table>
Topic Areas

I  Whether or not students at the University of Denver would utilize a campus rental store for outdoor equipment

II  **Student activity:** gain a better insight into the current level of student outdoor activity on campus

III  Perceptions towards previous rental experiences

IV  Expectations students may have about a campus rental system

V  Demographic profiles
Majority of contributors participate in outdoor activities several times per week.

(Frequency of participation in outdoor activities)
About half of contributors indicated that they currently participate in hiking, biking, and/or skiing.

(Current participation in outdoor activities)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking</td>
<td>20.24%</td>
</tr>
<tr>
<td>Skiing</td>
<td>16.67%</td>
</tr>
<tr>
<td>Biking</td>
<td>16.67%</td>
</tr>
<tr>
<td>Camping</td>
<td>13.89%</td>
</tr>
<tr>
<td>Tennis</td>
<td>8.33%</td>
</tr>
<tr>
<td>Rollerblading</td>
<td>8.33%</td>
</tr>
<tr>
<td>Kayaking</td>
<td>5.16%</td>
</tr>
<tr>
<td>Rock Climbing</td>
<td>4.76%</td>
</tr>
<tr>
<td>Other</td>
<td>5.95%</td>
</tr>
</tbody>
</table>
More than $\frac{1}{3}$ of students already spend money on outdoor activities a few times per quarter.

(Frequency of spending money on outdoor activities)
Topic Areas

I  Whether or not students at the University of Denver would utilize a campus rental store for outdoor equipment

II  Student activity: gain a better insight into the current level of student outdoor activity on campus

III  **Perceptions towards previous rental experiences**

IV  Expectations students may have about a campus rental system

V  Demographic profiles
Most students at the University of Denver have participated in renting outdoor equipment.

(Participation in renting equipment previously)
Over \( \frac{2}{3} \) of students indicated that they have previously rented equipment for skiing, biking, and kayaking.

(Previous Equipment They Rented)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rollerblading</td>
<td>1.27%</td>
</tr>
<tr>
<td>Biking</td>
<td>18.99%</td>
</tr>
<tr>
<td>Skiing</td>
<td>32.91%</td>
</tr>
<tr>
<td>Hiking</td>
<td>3.80%</td>
</tr>
<tr>
<td>Rock Climbing</td>
<td>7.59%</td>
</tr>
<tr>
<td>Camping</td>
<td>13.92%</td>
</tr>
<tr>
<td>Kayaking</td>
<td>16.46%</td>
</tr>
<tr>
<td>Other</td>
<td>5.06%</td>
</tr>
</tbody>
</table>
Seasonal rental varies, about $\frac{1}{2}$ of contributors rent during the spring.

(Frequency of seasonal rentals)

<table>
<thead>
<tr>
<th>Season</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>30</td>
</tr>
<tr>
<td>Winter</td>
<td>23</td>
</tr>
<tr>
<td>Spring</td>
<td>45</td>
</tr>
<tr>
<td>Summer</td>
<td>29</td>
</tr>
</tbody>
</table>
There is an almost even distribution with how recently students have rented.

(Most recent time participants rented equipment)
Topic Areas

I. Whether or not students at the University of Denver would utilize a campus rental store for outdoor equipment

II. Student activity: gain a better insight into the current level of student outdoor activity on campus

III. Perceptions towards previous rental experiences

IV. **Expectations students may have about a campus rental system**

V. Demographic profiles
Majority of students indicated that they would like to see rentals available for several days at a time.

(Preference for rental duration)
Almost $\frac{1}{3}$ of respondents expect to pay $20-29$ on renting.

(*Price expected to pay for rental equipment*)
Around 50 contributors would like to see camping equipment available on campus.

(Expected Equipment Available for Rental)
Additional Findings

- There was a large variation in what equipment students would prefer to rent
  - Rollerblading and camping equipment ranked number one
- All participants indicated that they would be more likely to rent if online reservation was available
  - Students showed they would be most available to be reached over email or text
  - They also suggested social media
Topic Areas

I  Whether or not students at the University of Denver would utilize a campus rental store for outdoor equipment

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V  Demographic profiles
Over 80% of contributors were juniors or sophomores.

(Current standing in school)
33 participants indicated that they currently have a paying job.

(Paying Job)
Additional Findings

- Majority of students indicated that they do not currently live on campus.
- Students who live off campus said that they live in either apartments or greek housing.
- 25% of participants lived on campus in either Johnson-McFarlane dorms, Nelson Hall, or the Transfer living building.
Conclusions and Recommendations

Start providing students with more outdoor equipment to rent on campus

- More than 80% of students said they were likely or very likely to utilize our rental equipment service
- 88.71% of respondents, DU undergraduates, participate in outdoor activities at least several times per month if not more so students are very active outdoors

Specifically have camping equipment and rollerblades available to rent

- 37.95% of respondents indicated they would like to see camping equipment and rollerblades available for rent
Conclusions and Recommendations

Have extra equipment available throughout the spring season

- About 50% of contributors indicated they rent equipment during the spring

Make rentals available for several days with reasonable prices

- 60% of students desire rentals to be available for several days at a time
- 33 participants have paying jobs
- Almost ⅓ of respondents expect to pay $20-29 for rentals
Support Materials

- Questionnaire Link:

  https://udenver.qualtrics.com/jfe/form/SV_8iGTPvBBK93otoh