

**APPRAISING MOTIVATION AND HEALTH BENEFITS OF AN INNOVATIVE
PHYSICAL ACTIVITY PROGRAM FOR OLDER ADULTS
A CASE STUDY OF THE SENIORS IN MOTION FITNESS CENTER DENTON TEXAS**

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ABSTRACT

This study examines the motivation to participate, and the associated perceived health benefits of participation in an innovative community based physical exercise program designed for older adults, aged 55-75. Using semi-structured interviews, the researcher will interview 10 high frequency participants and 10 low frequency participants who are drawn from a multi-racial, multi-ethnic membership pool. Upon completion of the interviews, self-reported perceived health benefits and motivations will be evaluated using QD Max qualitative data analysis software, and the researcher will compare and present the results from both groups. The study will contribute to an improved understanding of the design and activity preferences of senior adults interested in a community based physical exercise alternative.